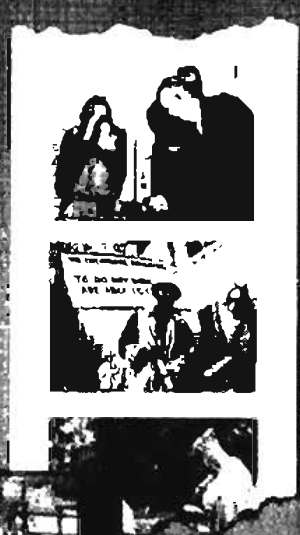
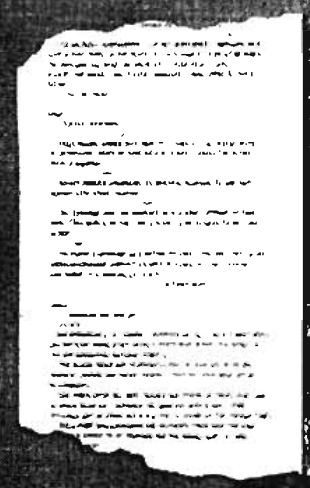


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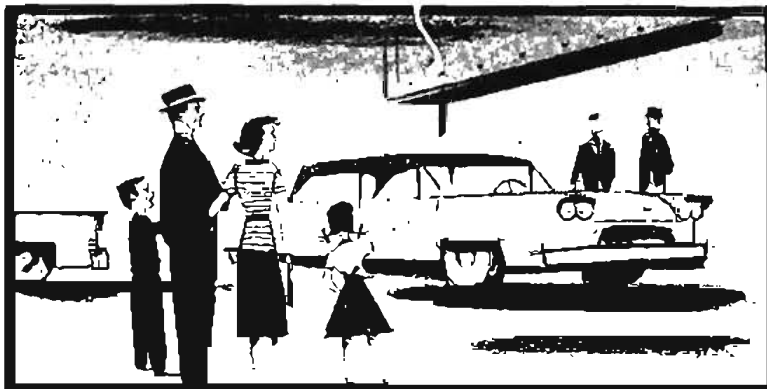
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Easy guide to Yearbook use

The information in this book is massive (more than half a million words), but it has been organized for speedy reference. There are six main sections. Here are the titles and locations of these sections and brief descriptions of what they contain. (Pages, incidentally, are numbered in two sequences—A and B. The A series is the front part of the book. The B series is the back. Page B-1 follows the last A page which is A-476.)

Market Facts for All U.S. Counties (pages A-17 through A-98): Current statistics showing total homes, television homes, radio homes, retail sales, food sales, drug sales and passenger car registration for each county in the nation.

The Facilities of Broadcasting (pages A-99 through A-476): Alphabetical list of television station call letters (A-102); directory of U.S. tv stations, including complete profiles of all stations on the air (A-105); directory of uhf translator stations (A-217); tv stations grouped by channels (A-219); tv stations now equipped with videotape recorders (A-221); history of all tv station sales (A-221); alphabetical lists of am station call letters (A-224) and of fm calls (A-232); directory of U.S. radio stations including complete profiles of all am and fm stations on the air (A-234); am stations grouped by frequencies (A-400); directories of multiple station owners (A-411) and of newspapers holding interests in radio-tv (A-415); directory of radio and tv station representatives including personnel and stations represented (A-423); Bell System tv network route map (A-435); directories of personnel and rates of all national radio and tv networks (A-436); directories of radio regional networks (A-456) and tv regionals (A-458); personnel of Canadian Broadcasting Corp. (A-458); Canadian tv calls (A-458); profiles of Canadian tv stations (A-460); Canadian am calls (A-463); profiles of Canadian radio stations (A-463); Canadian am stations by frequencies (A-469); directory of Mexican-Caribbean radio stations (A-470).

Regulation, Imposed and Voluntary (pages B-1 through B-36): How to apply for a broadcasting station (B-1); tv code of the National Assn. of Broadcasters (B-2); radio code of the NAB (B-8); Federal Communications Commission rules governing radio and tv (B-12); directory of FCC executives and staff (B-32).

Suppliers and Services (pages B-37 through B-117): Directories of equipment manufacturers and distributors (B-37); communications attorneys (B-52); consulting engineers (B-55); station

brokers (B-56); television program producers and production services (B-60); radio program producers and production services (B-77); radio-tv news services (B-82); talent agents (B-82); research services (B-84); public relations services (B-85) and of music licensing groups (B-85); six-year record of the 50 advertising agencies that bill most in broadcast advertising (B-86); directory of all advertising agencies placing broadcast advertising (B-97); directories of unions in broadcasting (B-110); communications carriers (B-111); closed circuit tv operators (B-111); subscription tv interests (B-111); community antenna systems (B-111); special schools offering radio-tv training (B-115); U.S. Information Agency and Voice of America (B-115); other U.S. government agencies of interest to broadcasting (B-116).

Trade Associations and Professional Societies (pages B-118 through B-122): Directories of the National Assn. of Broadcasters (B-118); state associations of broadcasters (B-119); Radio Advertising Bureau (B-119); Television Bureau of Advertising (B-120); Radio-Tv Galleries of Congress (B-120); other associations of broadcasters (B-120); associations and societies in fields related to broadcasting (B-121).

Facts, Figures, History of Broadcasting (pages B-123 through B-151): Complete story of how broadcasting began, how it works, what it consists of (B-123); history of station authorizations (B-129); report on size and nature of the radio and television audiences (B-131); annual production of radio and tv sets (B-134); record of total tv and radio time sales (B-135); tabulation of television network, spot and local time sales in individual television markets (B-136) and of radio time sales in individual markets (B-136); general reports on revenue, expenses, profit of television and radio (B-138); exclusive report on employment at radio-tv stations (B-140); extent of editorializing on the air (B-141); foreign language programming on radio (B-141); Negro radio programming (B-144); fm stereophonic and multiplex operations (B-145); record of tv station and network time devoted to film and live broadcast (B-146); bibliography of broadcasting reference books (B-148); selected articles of basic interest from BROADCASTING magazine grouped by subjects (B-150).

In addition to the six main sections which contain detailed information, there is a one-page collection of key facts about radio and television. This page is called **The Dimensions of Broadcasting**. It is A-15.

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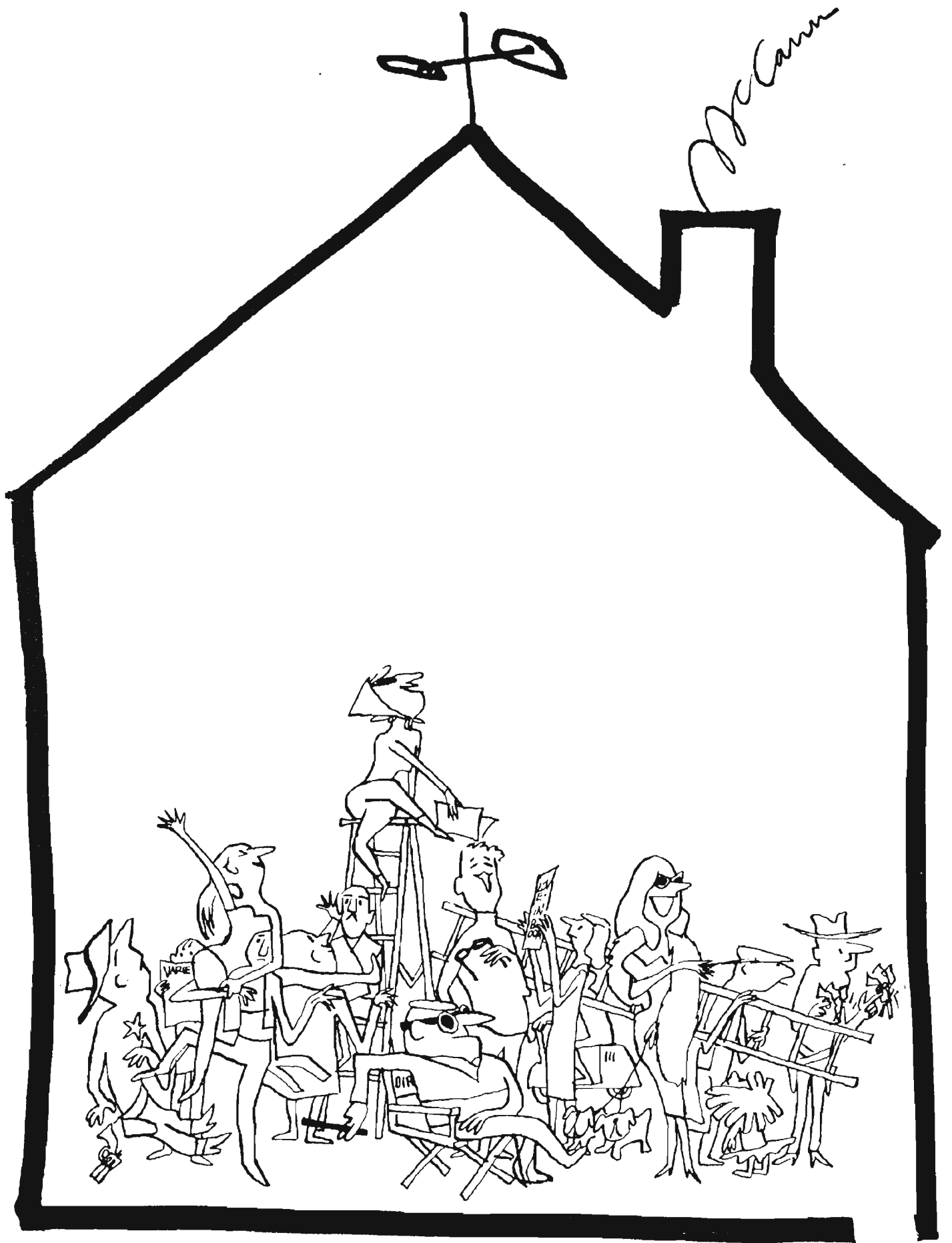
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2.	Midas Muffler	NBC	7,306,000
3.	Lewis Howe Company	NBC	7,159,000
4.	Brown & Williamson	NBC	6,972,000
5.	Ford Motor Company	NET. #2	6,625,000
6.	Armour and Company	NBC	5,663,000
7.	P. Lorillard Company	NET. #2	5,623,000
8.	General Foods Corporation	NET. #2	5,610,000
9.	Plough, Inc.	NBC	5,303,000
10.	Ex-Lax, Inc.	NBC	5,276,000

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more
Advertisers

than
any other
Indiana*
TV STATION

WTHI-TV
Ch.



CBS

ABC

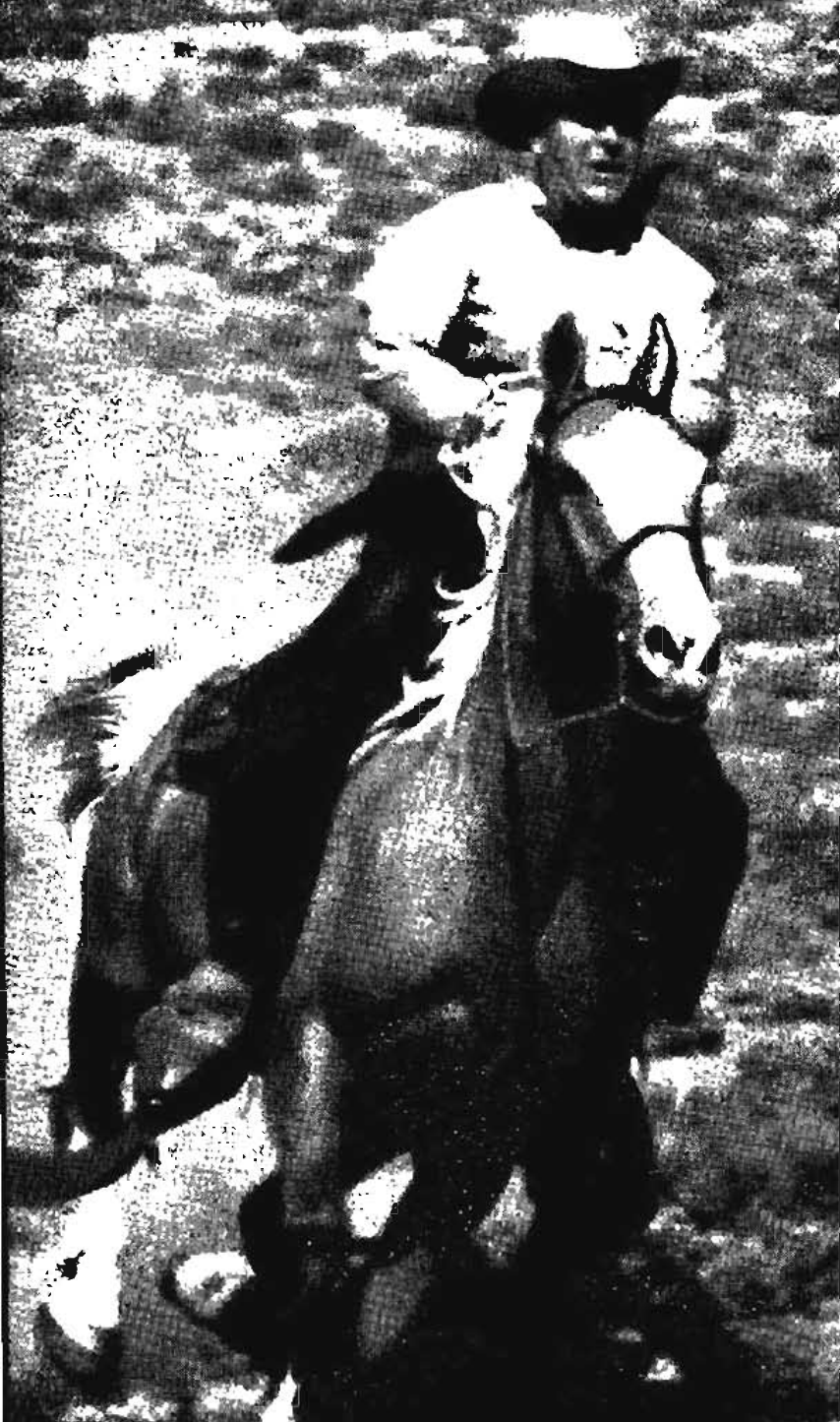
NBC

(251,970 TV HOMES)

TERRE HAUTE, INDIANA

**Except, of course, Indianapolis*

NEW SERIES JUST ADDED!



ROD CAMERON

27.0 AVERAGE RATING* IN 66 FALSTAFF MARKETS—a better rating

than 75% of all network shows! Pick up any ARB report for any month in the past year — STATE TROOPER is "top 10" everywhere! And it *sells!*

AND THE STATE TROOPER HAS RENEWED IN 66 MARKETS — 3RD STRAIGHT YEAR!



STAT

NO. 1 IN CHICAGO	23.4
NO. 1 IN PITTSBURGH	39.7
NO. 1 IN ALBANY-TROY	27.0
NO. 1 IN NEW ORLEANS	25.6
NO. 1 IN SACRAMENTO	40.9
NO. 1 IN PEORIA	33.9
NO. 1 IN MINNEAPOLIS	24.5

**WIDE & SONS BREWERS
HAS RENEWED IN 3 STATES
— 3RD STRAIGHT YEAR!**



WHAT ABOUT YOUR MARKET?



RETROOPER

NO. 1 IN OKLAHOMA CITY	38.5
NO. 1 IN COLORADO SPRINGS	38.5
NO. 1 IN DAVENPORT	42.5
NO. 1 IN MILWAUKEE	36.7
NO. 1 IN ST. LOUIS	37.9
NO. 1 IN HANNIBAL-QUINCY	42.1
NO. 1 IN GREENSBORO-WINSTON SALEM	37.2

*all latest available AFB ratings (partial listing)

104 HALF HOURS NOW AVAILABLE!

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Fort Wayne-TV
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Consolidated
Broadcasting
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Boston
San Francisco
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Birmingham-TV

Colorado Springs
Cleveland-TV
Tulsa-TV
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1958 BROADCASTING YEARBOOK ISSUE

Executive and Publication Headquarters

Broadcasting • Telecasting Bldg.
1735 DeSales St., N. W., Washington 6, D. C.
Telephone: Metropolitan 8-1022

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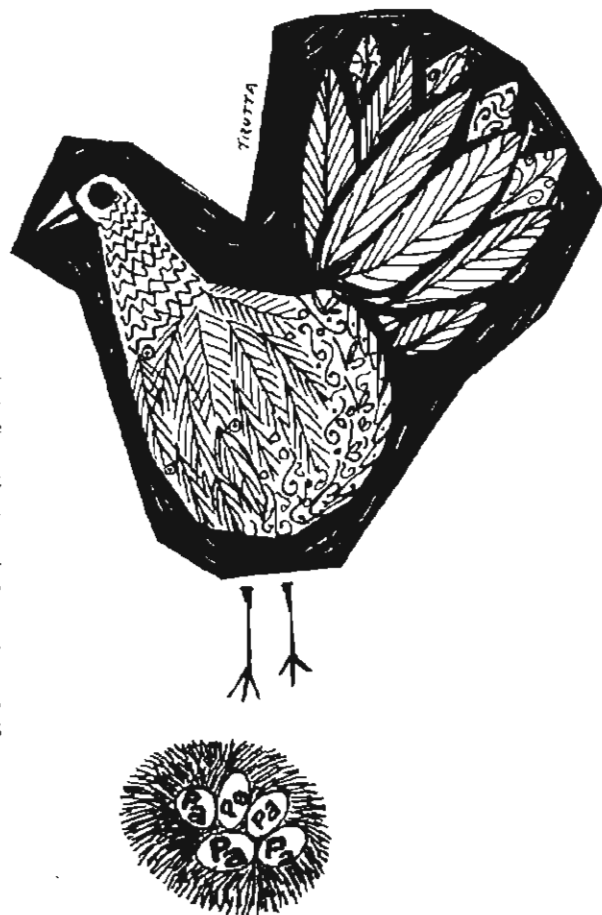
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BROADCASTING® Magazine was founded in 1931 by Broadcasting Publications Inc., using the title; BROADCASTING®—The News Magazine of the Fifth Estate. Broadcast Advertising® was acquired in 1932, Broadcast Reporter in 1933 and Telecast® in 1953.

*Reg. U. S. Patent Office

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A nestful of PA eggs can hatch into more sales and more audience

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Symbol
of fine
television
films



F
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P.G.W. Represented Radio And Television Stations

EAST

Boston	WBZ + WBZA	WBZ-TV
Buffalo	WGR	WGR-TV
Cleveland	KYW	KYW-TV
Detroit	WWJ	WWJ-TV
Lansing	WJIM	WJIM-TV
New York	—	WPIX
Pittsburgh	KDKA	KDKA-TV
Rochester, N. Y.	—	WROC-TV

SOUTHEAST

Charleston, S. C.	WCSC	WCSC-TV
Charlotte	WIST	—
Columbia, S. C.	WIS	WIS-TV
Harrisonburg, Va.	WSVA	WSVA-TV
Jacksonville	—	WFGA-TV
Miami	—	WTVJ
Raleigh-Durham	WPTF	—
Roanoke	WDBJ	WDBJ-TV

MIDWEST

Davenport	WOC	WOC-TV
Decatur	WDZ	—
Des Moines	WHO	WHO-TV
Duluth-Superior	WDSM	WDSM-TV
Fargo	WDAY	WDAY-TV
Fort Wayne	WOWO	—
Indianapolis	WIRE	—
Kansas City	KMBC-KFRM	KMBC-TV
Madison, Wis.	WISC	WISC-TV
Minneapolis-St. Paul	—	WCCO-TV
Peoria	WMBD	WMBD-TV

SOUTHWEST

Beaumont	KFDM	KFDM-TV
Corpus Christi	KRYS	KRIS-TV
Fort Worth-Dallas	WBAP	WBAP-TV
Houston	KTRH	—
San Antonio	KENS	KENS-TV

WEST

Boise	KBOI	KBOI-TV
Denver	—	KBTV
Honolulu	KGMB	KGMB-TV
Los Angeles	—	KTLA
Portland	KEX	—
San Francisco	—	KRON-TV
Seattle	KIRO	KIRO-TV

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YUkon 6-7900

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Penobscot Bldg.
WOodward 1-4255

ATLANTA

Glenn Bldg.
MUrray 8-5667

FT. WORTH

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EDison 6-3349

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FRanklin 2-6373

HOLLYWOOD

1750 North Vine St.
HOllivood 9-1688

DALLAS

Merchandise Mart
Riverside 7-2398

SAN FRANCISCO

Russ Building
YUkon 2-9188

The dimensions of radio and television

Broadcasting Stations on Air

418	commercial vhf tv stations
77	commercial uhf tv stations
495	total commercial tv stations
26	non-commercial, educational vhf stations
9	non-commercial, educational uhf stations
35	total non-commercial, educational stations
530	total television stations
3,271	total am radio stations
552	total fm radio stations
4,353	total broadcasting stations

The Broadcasting Payroll

42,523	full-time executives and employes at all commercial radio stations
29,205	full-time executives and employes at all commercial television stations
14,620	full-time executives and employes at all national networks (radio and tv combined) including: 2,525 at ABC, 6,327 at CBS, 168 at MBS and 5,600 at NBC
86,348	full-time employes at all stations and networks
\$527,000,000	annual broadcasting payroll (from U. S. Dept. of Commerce, 1957)

Total Time Sales, 1957

\$726,300,000	for all tv stations and networks
\$516,409,000	for all radio stations and networks
\$1,142,709,000	total radio-tv time sales

The Radio-Tv Audiences

43,000,000	U. S. tv homes (85% of all homes)
48,900,000	U. S. radio homes (nearly 97% of all homes)
40,163,000	U. S. homes tune in television in average week
43,587,000	U. S. homes tune in radio in average week
5 hours, 56 minutes	total tv viewing per home per day
1 hour, 56 minutes	total radio listening per home per day (not counted: listening outside home)

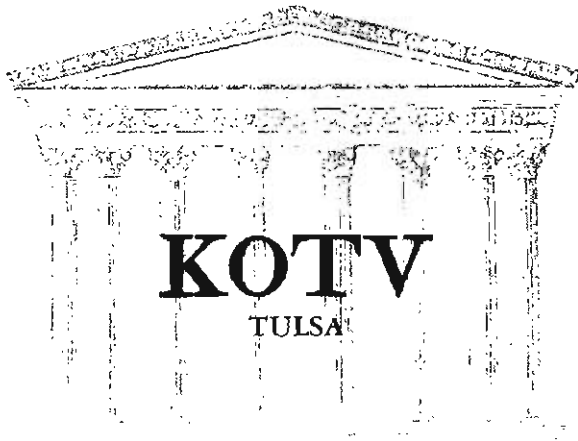
Some Other Facts about Facilities

432	am stations associated with newspapers and/or magazines in common ownership
173	television stations connected with newspaper-magazine ownership
77	regional radio networks
11	regional television networks

Facts about Related Businesses

607	advertising agencies placing national or regional broadcast advertising
112	talent agents representing radio-tv artists
523	companies supplying program services to television
160	companies supplying program services to radio
47	companies providing research services to radio-tv
51	unions representing workers and performers in radio-tv
497	attorneys specializing in FCC practice
214	consulting engineers serving broadcasting
581	community antenna systems

Unless otherwise indicated, all figures are as of Aug. 1, 1958.



KOTV

TULSA

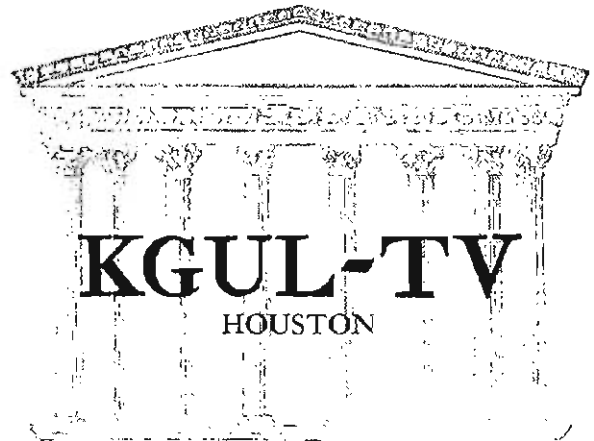
A television market is more than a city

When you use KOTV ⑤ Tulsa, you sell a television market whose:

- Total Retail Sales are greater than Metropolitan Dallas.
- Effective Buying Income is almost \$2,000,000,000.
- Automotive Sales are greater than Metropolitan Oklahoma City, Omaha and Nashville combined.

Smart advertisers want to tap this market. They do it over KOTV ⑤ the station that has been first in Tulsa in every survey since 1949. Represented by Petry.

Sources: 23 ARB, Telepulse surveys, TV Mag. 3/58; Copyrighted . . . Sales Management 1958



KGUL-TV

HOUSTON

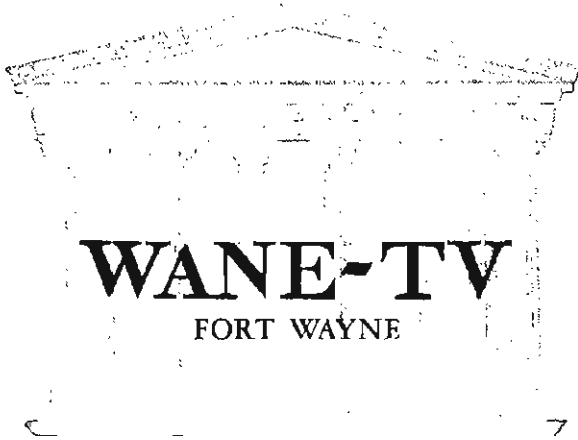
A television market is more than a city

When you use KGUL-TV ④ Houston . . . you sell a quarter of Texas—a television market whose:

- Total Retail Sales are greater than Metropolitan Washington.
- Effective Buying Income is over \$3,840,000,000.
- Food Sales are greater than Metropolitan Cleveland.

Smart advertisers want to tap this market. They do it over KGUL-TV ④ the *only* station delivering city-grade service to both Houston and Galveston. Represented by CBS Spot Sales.

Sources: TV Mag. 3/58; Copyrighted . . . Sales Management 1958



WANE-TV

FORT WAYNE

A television market is more than a city

When you use WANE-TV ④ Fort Wayne, you sell a television market whose:

- Total Retail Sales are twice those of Metropolitan Nashville.
- Effective Buying Income is over \$1,380,000,000.
- Automobile Sales are greater than Metropolitan Seattle.

Smart advertisers want to tap this market. They do it over WANE-TV ④ as more families watch WANE-TV than any other station in the billion-dollar all-UHF Fort Wayne Market. Represented by Petry.

Sources: Area ARB 11/57; TV Mag. 3/58; Copyrighted . . . Sales Management 1958



WISH-TV

INDIANAPOLIS

A television market is more than a city

When you use WISH-TV ④ Indianapolis, you sell a television market whose:

- Total Retail Sales are greater than Metropolitan Buffalo and Kansas City combined.
- Effective Buying Income is almost \$5,000,000,000.
- Food Sales are equal to Metropolitan Milwaukee and Cincinnati combined.

Smart advertisers want to tap this market. They do it over WISH-TV ④ the station that has dominated the Indianapolis Market in 25 consecutive surveys. Represented by Bolling.

Sources: All ARB, Pulse, Nielsen surveys since July 1955; TV Mag. 3/58; Copyrighted . . . Sales Management 1958

THE CORINTHIAN STATIONS *Responsibility in Broadcasting*

KOTV Tulsa • KGUL-TV Houston • WANE & WANE-TV Fort Wayne • WISH & WISH-TV Indianapolis

Market Facts for all U. S. Counties

Sources and dates of information: "Total Homes" were prepared by A. C. Nielsen Co. from estimates by *Sales Management* updated to March 1958 by application of growth patterns determined by special surveys of the U. S. Bureau of the Census. "Percent Tv Penetration" and "Tv Homes"—as of March 1958—were supplied by the Advertising Research Foundation. The ARF county-by-county report of tv penetration and tv homes was prepared by the ARF technical staff with the assistance of A. C. Nielsen Co. and the Bureau of the Census. "Percent

Radio Penetration" figures were supplied to the BROADCASTING YEARBOOK by the A. C. Nielsen Co. and are the figures currently in use by that company. "Radio Homes" are the product of multiplying Nielsen percentages of penetration by total homes. "Retail Sales," "Food Sales" and "Drug Sales" copyright 1958 by *Sales Management*; no further reproduction authorized without express permission of *Sales Management*. "Passenger Cars" are official registration figures from the motor vehicle departments of the various states.

Alabama market facts

County	Total Homes	% Television Penetration	Television Homes	% Radio Penetration	Radio Homes	Retail Sales 1957 (\$000)	Food Sales 1957 (\$000)	Drug Sales 1957 (\$000)	Passenger Cars 1957
AUTAUGA	4,100	50%	2,030	93.4%	3,800	6,281	1,916	232	4,043
BALDWIN	11,900	77	9,170	95.2	11,300	35,693	9,867	1,151	15,317
BARBOUR	6,500	47	3,080	92.9	6,000	15,472	4,059	538	4,848
BIBB	3,800	58	2,210	95.1	3,600	9,840	2,635	123	3,218
BLOUNT	6,600	70	4,650	96.5	6,400	16,044	3,545	297	5,811
BULLOCK	3,500	53	1,840	89.2	3,100	6,183	1,942	204	1,935
BUTLER	6,400	53	3,420	94.2	6,000	16,808	4,987	459	5,533
CALHOUN	24,200	75	18,110	96.4	23,300	76,951	20,204	1,636	27,762
CHAMBERS	9,700	63	6,110	95.7	9,300	15,753	6,510	507	10,009
CHEROKEE	3,700	65	2,400	96.6	3,600	6,348	1,077	91	4,607
CHILTON	6,400	60	3,820	95.8	6,100	18,107	4,751	372	6,250
CHOCTAW	4,100	47	1,920	92.3	3,800	6,457	823	40	3,011
CLARKE	6,100	49	2,990	93.2	5,700	23,074	4,937	661	6,827
CLAY	3,000	55	1,660	95.5	2,900	6,852	2,047	190	3,423
CLEBURNE	2,700	65	1,750	95.9	2,600	5,780	1,103	106	2,986
COFFEY	7,300	52	3,810	94.8	6,900	24,967	6,354	634	9,229
COLBERT	11,700	49	5,760	96.0	11,200	38,745	10,982	1,067	14,251
CONECUH	4,300	49	2,090	92.5	4,000	8,587	2,435	232	3,111
COOSA	2,500	55	1,380	95.0	2,400	2,861	1,077	175	2,690
COVINGTON	9,200	52	4,780	94.8	8,700	28,205	7,743	1,280	11,502
CRENSHAW	4,300	56	2,410	93.5	4,000	7,301	1,836	76	3,273
CULLMAN	10,900	84	9,160	97.1	10,600	39,142	5,992	902	14,348
DALE	5,200	54	2,800	94.7	4,900	12,537	4,996	474	7,186
DALLAS	14,500	59	8,560	92.2	13,400	41,480	10,721	1,503	15,006
DE KALB	11,000	57	6,240	96.1	10,600	24,017	5,402	734	10,728
ELMORE	7,400	82	4,600	95.3	7,100	14,749	4,001	304	7,823
ESCAMBIA	7,400	62	4,610	94.2	7,000	25,729	5,599	815	9,177
ETOWAH	28,300	74	21,000	96.8	27,400	92,918	26,386	2,718	31,910
FAYETTE	4,100	56	2,310	93.3	3,800	8,564	1,952	204	4,412
FRANKLIN	6,000	56	3,330	96.3	5,800	15,852	3,471	448	6,155
GENEVA	5,900	45	2,660	95.8	5,700	20,808	6,883	528	5,836
GREENE	3,400	45	1,520	89.4	3,000	6,815	1,122	139	2,200
HALE	4,600	45	2,070	91.3	4,200	6,364	1,424	128	2,946
HENRY	3,700	50	1,860	94.9	3,500	12,542	3,188	314	3,465
HOUSTON	13,600	64	8,710	95.5	13,000	64,500	12,195	1,400	14,695
JACKSON	8,600	58	5,030	95.6	8,200	17,476	4,585	540	8,513
JEFFERSON	178,600	87	155,740	96.8	172,900	634,563	158,437	17,676	182,320
LAMAR	3,500	59	2,080	96.3	3,400	7,936	1,654	287	3,989
LAUDERDALE	15,800	50	7,910	96.1	15,200	50,298	11,510	1,637	18,134
LAWRENCE	6,000	58	3,460	95.0	5,700	8,946	2,535	428	4,956
LEF	11,200	62	6,990	94.9	10,600	31,888	9,574	1,154	10,762
LIMESTONE	8,400	59	4,960	95.5	8,000	23,299	6,343	473	9,132
LOWNDES	3,500	49	1,730	90.4	3,200	5,443	649	60	2,147

CONTINUED

Alabama CONTINUED

County	Total Homes	% Television Penetration	Television Homes	% Radio Penetration	Radio Homes	Retail Sales 1957 (\$000)	Food Sales 1957 (\$000)	Drug Sales 1957 (\$000)	Passenger Cars 1957
MACON	6,400	65	3,610	92.8	5,900	10,087	3,471	232	4,551
MADISON	22,600	60	13,560	96.2	21,700	85,166	21,477	2,432	28,466
MARENGO	6,800	51	3,450	90.8	6,200	16,155	4,272	419	4,890
MARION	5,900	52	3,090	86.5	5,700	14,016	3,017	387	5,567
MARSHALL	12,100	84	7,700	96.8	11,700	46,059	9,191	1,290	14,445
MOBILE	76,900	85	66,460	95.9	73,700	298,362	77,601	13,361	85,011
MONROE	5,400	47	2,530	93.5	5,000	13,984	3,868	246	4,600
MONTGOMERY	45,900	83	38,250	95.0	43,600	178,703	35,693	5,011	49,373
MORGAN	15,000	73	10,990	96.2	14,400	46,856	12,261	1,316	16,013
PERRY	4,100	58	2,390	91.1	3,700	8,853	2,189	234	3,013
PICKENS	5,100	50	2,560	93.4	4,800	12,011	2,936	503	4,388
PIKE	7,200	56	3,990	93.6	6,700	17,069	4,104	615	5,904
RANDOLPH	4,900	58	2,840	95.1	4,700	10,501	2,513	261	5,030
RUSSELL	11,000	67	7,420	93.3	10,300	17,518	6,783	477	11,181
SAINT CLAIR	6,300	70	4,440	96.3	6,100	14,130	4,578	390	7,034
SHELBY	7,700	83	6,360	96.8	7,400	16,935	5,344	357	7,884
SUMTER	5,100	51	2,580	91.0	4,600	7,089	1,682	209	3,791
TALLADEGA	17,300	76	13,150	95.7	16,600	44,453	13,022	1,281	16,680
TALLAPOOSA	8,800	63	5,500	95.5	8,400	26,810	7,971	915	9,271
TUSCALOOSA	24,900	75	18,650	96.0	23,900	71,278	18,258	2,612	25,150
WALKER	14,700	85	12,440	96.3	14,200	33,983	10,277	993	14,395
WASHINGTON	3,400	47	1,590	91.8	3,100	6,106	1,761	100	3,367
WILCOX	4,800	47	2,240	90.2	4,300	5,653	1,240	67	2,380
WINSTON	3,600	54	1,960	96.5	3,500	9,037	1,749	323	3,850
TOTAL	829,500		589,250		792,100	2,539,978	644,486	79,887	860,406

Arizona market facts

County	Total Homes	% Television Penetration	Television Homes	% Radio Penetration	Radio Homes	Retail Sales 1957 (\$000)	Food Sales 1957 (\$000)	Drug Sales 1957 (\$000)	Passenger Cars 1957
APACHE	6,000	38%	2,280	50.2%	3,000	12,371	1,910	190	2,317
COCHISE	13,900	54	7,420	92.2	12,700	53,244	12,418	2,276	14,673
COCONINO	8,500	45	3,840	90.1	7,700	50,219	7,179	1,139	7,841
GILA	8,100	60	4,860	92.3	7,500	36,860	8,710	1,313	9,041
GRAHAM	3,300	51	1,690	90.6	3,000	12,180	2,486	404	3,995
GREENLEE	3,800	51	1,950	94.3	3,800	13,927	1,816	443	4,245
MARICOPA	160,300	88	141,530	93.6	150,000	668,977	160,997	25,903	201,517
MOHAVE	2,300	38	870	91.3	2,100	14,748	1,906	448	2,781
NAVAJO	7,000	39	3,050	74.6	5,900	34,564	5,829	796	5,714
PIMA	69,300	87	60,540	94.9	65,800	269,700	69,037	9,037	84,364
PINAL	15,800	83	13,040	87.1	13,800	53,238	17,029	1,374	15,409
SANTA CRUZ	2,900	54	1,580	92.1	2,700	18,843	4,680	456	3,353
YAVAPAI	7,100	46	3,250	93.0	6,600	29,573	6,514	1,167	9,042
YUMA	13,300	68	9,050	92.7	12,300	54,177	14,067	2,010	15,578
TOTAL	322,400		254,950		296,700	1,322,622	314,558	47,946	379,850

Arkansas market facts

County	Total Homes	% Television Penetration	Television Homes	% Radio Penetration	Radio Homes	Retail Sales 1957 (\$000)	Food Sales 1957 (\$000)	Drug Sales 1957 (\$000)	Passenger Cars 1957
ARKANSAS	8,800	69%	4,670	96.0%	6,500	33,462	6,195	864	
ASHLEY	5,200	60	3,110	93.4	4,900	19,038	5,027	648	
BAXTER	2,100	45	950	93.4	2,000	6,688	1,668	265	
BENTON	10,100	56	5,630	95.6	9,700	25,401	4,252	960	
BOONE	4,000	57	2,260	96.2	3,800	13,360	3,409	446	
BRADLEY	3,400	56	1,910	93.5	3,200	11,499	2,543	238	
CALHOUN	1,400	56	790	92.2	1,300	2,507	916	79	
CARROLL	3,200	52	1,660	95.2	3,000	6,371	1,333	243	
CHicot	5,400	60	3,230	89.7	4,800	13,915	3,250	476	
CLARK	5,300	61	3,210	95.0	5,000	15,324	3,726	533	
CLAY	5,800	57	3,180	95.8	5,400	13,052	3,543	244	
CLERBURNE	2,000	46	910	94.8	1,900	3,613	589	142	

Sources of information: "Total Homes" were prepared by A. C. Nielsen Co. from estimates by Sales Management updated to March 1958 by application of growth patterns determined by special surveys of the U. S. Bureau of the Census. "Percent Tv Penetration" and "Tv Homes" —as of March 1958— were supplied by the Advertising Research Foundation. The ARF county-by-county report of tv penetration and tv homes was prepared by the ARF technical staff with the assistance of A. C. Nielsen Co. and the Bureau of the Census. "Percent Radio

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Arkansas CONTINUED

County	Total Homes	% Television Penetration	Television Homes	% Radio Penetration	Radio Homes	Retail Sales 1957 (\$000)	Food Sales 1957 (\$000)	Drug Sales 1957 (\$000)	Passenger Cars 1957
CLEVELAND	1,630	56	900	94.1	1,500	2,047	691	40	
COLUMBIA	6,800	60	4,060	93.0	6,300	20,801	3,972	646	
CONWAY	3,600	60	2,170	94.8	3,400	9,881	2,057	243	
CRAIGHEAD	13,200	78	10,080	96.0	12,700	38,872	9,055	1,202	
CRAWFORD	5,900	54	3,210	94.4	5,600	10,610	3,475	520	
CRITTENDEN	13,700	72	9,820	90.2	12,400	38,734	7,202	761	
CROSS	6,800	64	3,710	93.6	5,400	13,283	2,608	570	
DALLAS	2,900	61	1,760	91.9	2,700	10,692	2,253	199	
DESHA	6,000	55	3,300	92.1	5,500	15,647	4,236	451	
DREW	3,700	58	2,150	92.8	3,400	9,068	3,123	311	
FAULKNER	5,900	63	3,690	95.7	5,600	15,291	3,780	407	
FRANKLIN	2,400	53	1,260	94.6	2,300	5,577	985	174	
FULTON	1,600	54	860	95.0	1,500	3,074	502	55	
GARLAND	15,500	72	11,160	95.1	14,700	53,273	12,231	2,102	
GRANT	2,200	58	1,280	94.3	2,100	3,484	1,310	80	
GREENE	6,600	57	3,750	95.9	6,300	16,909	3,792	373	
HEMPSTEAD	5,300	53	2,910	93.7	5,000	14,563	4,133	438	
HOT SPRINGS	7,000	58	4,080	95.3	6,700	14,317	4,316	486	
HOWARD	2,400	65	1,550	94.6	2,300	7,666	1,828	349	
INDEPENDENCE	5,400	60	3,240	95.4	6,200	14,828	2,807	321	
IZARD	1,500	46	690	95.3	1,400	2,785	378	63	
JACKSON	7,000	60	4,220	93.8	6,600	20,631	3,267	541	
JEFFERSON	24,000	68	16,280	92.3	22,200	60,063	18,455	1,525	
JOHNSON	3,600	53	1,920	95.1	3,400	8,231	2,506	159	
LAFAYETTE	2,800	55	1,540	92.3	2,600	5,894	1,516	151	
LAWRENCE	4,100	63	2,580	96.2	3,900	11,917	2,846	245	
LEE	6,100	62	3,800	91.2	6,600	12,708	2,794	358	
LINCOLN	2,800	58	1,620	90.6	2,500	4,191	768	124	
LITTLE RIVER	2,400	65	1,550	91.2	2,200	4,600	1,468	187	
LOGAN	3,800	52	1,990	95.8	3,600	9,380	1,761	259	
LONOKE	6,100	69	4,200	93.8	5,700	19,193	4,660	384	
MADISON	2,100	52	1,090	94.4	2,000	3,133	795	40	
MARION	1,300	50	650	93.9	1,200	2,499	1,023	82	
MILLER	10,800	81	8,590	93.5	9,900	34,098	6,240	772	
MISSISSIPPI	17,800	73	13,070	92.3	16,400	58,827	16,247	1,546	
MONROE	4,700	62	2,930	91.6	4,300	12,080	3,012	308	
MONTGOMERY	1,200	55	660	95.1	1,100	2,001	519	41	
NEVADA	2,800	61	1,700	93.4	2,600	5,874	1,535	179	
NEWTON	1,400	52	730	94.0	1,300	413	193	26	
OCAUCHITA	10,600	60	6,380	94.2	10,000	22,885	5,584	604	
PERRY	900	66	590	93.9	800	1,235	351	...	
PHILLIPS	12,800	63	8,080	90.7	11,600	30,052	8,153	986	
PIKE	1,800	54	980	95.8	1,700	5,103	909	193	
POINSETT	6,900	72	4,980	93.8	6,500	24,022	5,276	905	
POLK	3,100	55	1,690	93.3	2,900	8,587	1,920	318	
POPE	5,200	53	2,770	95.2	5,000	15,836	3,523	473	
PRAIRIE	2,700	69	1,860	94.0	2,500	7,422	1,866	267	
PULASKI	77,100	78	59,840	95.7	73,800	268,560	57,425	8,964	
RANDOLPH	2,900	53	1,550	94.2	2,700	8,596	1,384	327	
ST. FRANCIS	9,000	68	6,090	92.2	8,300	21,532	5,727	485	
SALINE	7,000	65	4,550	95.5	6,700	19,168	5,080	424	
SCOTT	1,400	52	730	94.4	1,300	4,325	1,103	127	
SEARCY	2,300	49	1,130	92.4	2,100	3,826	826	127	
SEBASTIAN	21,400	81	17,230	95.9	20,500	95,864	19,720	2,811	
SEVIER	2,100	64	1,350	94.7	2,000	8,171	1,445	311	
SHARP	1,600	46	730	95.4	1,500	1,886	592	72	
STONE	1,300	45	590	94.0	1,200	2,988	512	192	
UNION	15,300	67	10,260	92.2	14,100	54,551	14,360	1,653	
VAN BUREN	1,700	60	1,020	95.0	1,600	3,175	509	80	
WASHINGTON	14,900	61	9,120	96.0	14,300	43,077	8,840	1,367	
WHITE	9,600	63	6,050	95.4	9,200	28,175	5,062	697	
WOODRUFF	3,700	64	2,360	92.9	3,400	8,350	2,163	260	
YELL	2,900	52	1,520	94.6	2,700	7,280	781	236	
TOTAL	496,300		327,740		467,000	1,455,289	333,678	43,735	*426,954

*State wide total

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California market facts

County	Total Homes	% Television Penetration	Television Homes	% Radio Penetration	Radio Homes	Retail Sales 1957 (\$000)	Food Sales 1957 (\$000)	Drug Sales 1957 (\$000)	Passenger Cars 1958
ALAMEDA	299,900	87%	261,710	96.4%	289,100	1,204,005	311,509	42,462	320,135
ALPINE	100	60	60	88.4	100	1,250	169	187
AMADOR	2,900	66	1,910	93.5	2,700	8,144	2,298	288	3,608
BUTTE	25,300	76	19,340	93.0	23,500	111,284	29,896	3,389	31,986
CALAVERAS	3,200	66	2,120	91.3	2,900	7,075	2,160	271	4,469
COLUSA	3,300	67	2,200	94.6	3,100	19,410	3,904	412	4,865
CONTRA COSTA	108,800	89	96,630	96.9	105,400	435,553	136,626	13,427	139,933
DEL NORTE	5,700	55	3,140	91.5	5,200	23,199	5,532	571	5,539
ELDORADO	6,500	66	4,290	93.1	6,100	20,169	8,428	585	9,300
FRESNO	102,900	83	85,710	94.3	97,000	453,919	119,980	15,690	133,915
GLENN	4,700	66	3,110	94.0	4,400	23,669	4,819	3,539	8,601
HUMBOLDT	32,000	80	25,710	93.2	29,800	153,273	40,509	1,408	34,819
IMPERIAL	19,000	69	13,140	88.8	16,800	96,859	21,026	2,649	21,246
INYO	4,500	48	2,170	90.3	4,100	22,476	4,971	621	4,795
KERN	82,500	85	69,960	93.0	76,700	368,087	90,406	10,731	103,086
KINGS	13,900	87	12,030	93.5	13,000	63,410	14,754	1,993	16,743
LAKE	3,900	66	2,590	93.6	3,700	16,499	4,757	450	5,703
LASSEN	5,100	49	2,510	95.4	4,900	16,131	6,855	388	8,112
LOS ANGELES	1,957,000	91	1,773,850	96.5	1,889,300	8,506,210	2,074,818	282,460	2,341,844
MADERA	11,400	85	9,740	91.6	10,400	42,476	12,727	1,019	14,554
MARIN	39,200	86	33,660	97.6	38,200	146,684	43,082	4,321	48,552
MARIPOSA	1,300	66	860	91.8	1,200	4,971	1,928	156	2,133
MENDOCINO	17,300	59	10,190	92.2	16,000	58,817	15,582	1,265	16,999
MERCED	25,200	79	19,910	92.9	23,400	99,165	23,168	2,732	27,657
MODOC	2,700	49	1,330	91.7	2,500	9,477	2,166	360	2,750
MONO	800	65	520	92.6	700	4,638	1,459	684
MONTEREY	55,300	83	46,110	94.8	52,400	198,189	47,442	5,854	58,661

CONTINUED

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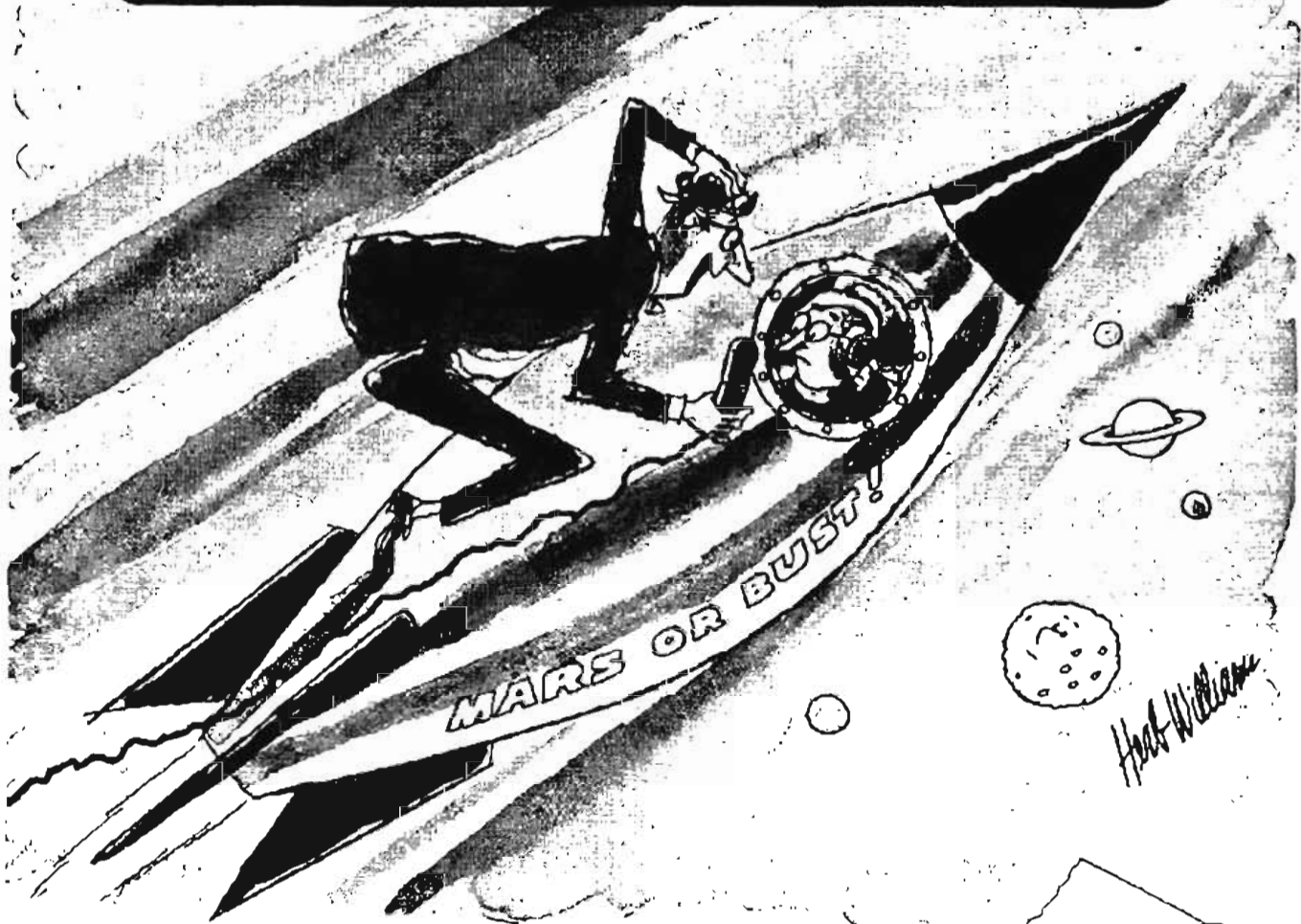
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McClatchy Broadcasting Company

SACRAMENTO, CALIFORNIA
Paul H. Roymer Co.,
National Representative



California CONTINUED

County	Total Homes	% Television Penetration	Television Homes	% Radio Penetration	Radio Homes	Retail Sales 1957 (\$000)	Food Sales 1957 (\$000)	Drug Sales 1957 (\$000)	Passenger Cars 1957
NAPA	18,500	86	12,210	95.9	17,700	65,920	17,099	1,825	21,817
NEVADA	6,200	82	3,870	93.2	5,800	28,264	10,683	765	7,096
ORANGE	174,400	90	156,480	96.7	168,600	615,212	161,139	20,662	217,037
PLACER	16,200	79	11,940	94.3	14,300	65,215	16,356	1,924	18,817
PLUMAS	3,600	65	2,340	91.0	3,300	12,535	4,182	686	6,888
RIVERSIDE	88,200	82	71,930	93.3	82,300	343,907	81,817	11,717	101,563
SACRAMENTO	135,100	87	117,030	95.2	128,600	509,812	166,919	18,313	159,502
SAN BENITO	4,200	72	3,020	93.5	3,900	15,522	3,418	620	5,614
SAN BERNARDINO	143,500	86	123,180	95.0	136,300	549,234	136,102	15,015	170,899
SAN DIEGO	300,900	89	267,580	95.8	288,300	1,133,359	270,689	36,074	311,715
SAN FRANCISCO	285,000	88	250,550	95.9	273,300	1,175,428	281,381	33,809	234,358
SAN JOAQUIN	71,400	85	61,010	94.7	67,600	297,841	67,960	9,201	85,599
SAN LUIS OBISPO	21,100	72	15,130	95.0	20,000	90,363	22,743	2,359	26,609
SAN MATEO	124,900	90	112,070	97.4	121,700	510,640	152,838	18,674	156,223
SANTA BARBARA	37,100	83	30,780	95.1	35,300	173,104	42,246	6,315	51,954
SANTA CLARA	163,500	87	141,970	96.2	157,300	696,287	188,622	23,034	207,100
SANTA CRUZ	28,500	83	23,740	95.1	27,100	96,582	26,113	3,609	34,079
SEASTA	18,400	63	11,580	93.5	17,200	82,901	22,360	2,124	20,556
SIERRA	600	62	370	83.5	500	1,462	434	39	792
SISKIYOU	9,200	58	5,180	93.7	8,600	38,338	10,396	1,097	11,625
SOLANO	40,500	85	34,580	96.5	39,100	133,630	37,406	3,705	41,891
SONOMA	46,800	83	38,750	95.6	44,700	190,074	43,748	6,857	57,061
STANISLAUS	46,200	80	36,900	95.2	44,000	210,325	47,388	6,820	59,813
SUTTER	9,500	68	6,450	94.0	8,900	23,988	7,413	461	11,114
TENAMA	7,000	70	4,900	93.7	6,600	27,683	6,684	1,058	8,584
TRINITY	2,700	70	1,890	89.0	2,400	6,210	2,943	36	2,792
TULARE	43,800	84	36,930	93.8	41,100	186,530	47,011	4,903	55,862
TULUMNE	5,200	86	3,420	92.4	4,800	18,580	4,889	586	5,757
VENTURA	48,700	88	43,080	94.7	46,100	187,320	50,092	5,770	60,116
YOLO	17,000	70	11,850	92.9	15,800	70,121	17,633	2,079	22,069
YUBA	8,700	64	5,550	94.5	8,200	54,306	10,150	1,548	10,306
TOTAL	4,760,000		4,150,730		4,562,000	19,825,500	4,967,614	637,425	5,551,873

Colorado market facts

County	Total Homes	% Television Penetration	Television Homes	% Radio Penetration	Radio Homes	Retail Sales 1957 (\$000)	Food Sales 1957 (\$000)	Drug Sales 1957 (\$000)	Passenger Cars 1957
ADAMS	20,900	92%	19,320	96.8%	20,200	65,554	13,874	4,026	34,305
ALAMOSA	3,000	40	1,190	95.2	2,900	12,711	2,833	421	3,004
ARAPAHOE	26,100	87	22,600	97.1	25,300	99,365	30,744	3,747	40,015
ARCHULETA	600	45	270	89.7	500	3,728	587	297	771
BACA	2,600	43	1,130	96.1	2,500	5,096	905	225	2,188
BENT	2,300	43	1,000	95.3	2,200	6,052	1,264	137	2,274
BOULDER	16,900	87	14,770	97.2	16,400	74,660	17,314	2,995	25,298
CHAFFEE	2,200	57	1,250	96.0	2,100	11,260	2,513	280	3,195
CHEYENNE	1,200	43	510	96.4	1,200	2,404	601	153	955
CLEAR CREEK	1,100	65	710	96.4	1,100	5,467	812	182	1,475
CONEJOS	2,500	40	900	89.2	2,200	4,517	803	220	2,005
COSTILLA	1,200	47	560	85.3	1,000	1,783	177	87	941
CROWLEY	1,400	66	920	96.1	1,300	2,965	547	122	1,398
CUSTER	400	60	240	96.2	400	650	270	175	579
DELTA	5,500	54	2,960	95.6	5,300	17,202	4,616	655	5,840
DENVER	170,600	90	154,330	96.9	165,300	643,312	169,405	12,444	101,295
DOLORES	500	46	230	96.6	500	1,690	167	337	983
DOUGLAS	1,000	60	600	95.0	1,000	4,286	663	68	3,024
EAGLE	1,300	53	690	95.0	1,200	3,526	1,064	224	1,803
ELBERT	1,100	59	650	95.2	1,000	1,780	617	46	1,502
EL PASO	40,100	79	31,800	96.9	38,900	173,741	34,991	7,068	47,411
FREMONT	5,300	80	3,200	95.7	5,100	18,667	4,246	662	7,082
GARFIELD	3,800	37	1,410	95.8	3,600	18,080	3,499	841	4,583
GILPIN	200	65	130	91.6	300	1,011	142	65	517
GRAND	1,200	53	630	94.1	1,100	6,387	1,056	472	1,812
GUNNISON	1,800	39	710	94.2	1,700	7,226	1,604	188	2,084
HINSDALE	100	40	40	88.4	88	101			116
HUERFANO	2,900	47	1,350	91.3	2,600	6,673	1,878	300	2,300

CONTINUED

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REPRESENTED BY CBS RADIO SPOT SALES

Colorado CONTINUED

County	Total Homes	% Television Penetration	Television Homes	% Radio Penetration	Radio Homes	Retail Sales 1957 (\$000)	Food Sales 1957 (\$000)	Drug Sales 1957 (\$000)	Passenger Cars 1957
JACKSON	700	53	370	92.6	600	1,841	251	216	936
JEFFERSON	29,000	89	25,890	97.2	28,200	107,078	38,190	4,844	47,093
KIOWA	900	43	390	96.0	900	3,129	920	98	843
KIT CARSON	2,800	43	1,190	98.7	2,700	8,173	1,425	376	2,478
LAKE	2,000	57	1,140	93.0	1,900	9,960	2,556	377	3,304
LA PLATA	4,800	46	2,200	95.0	4,600	20,870	6,681	905	6,786
LARIMER	15,500	84	12,980	97.1	15,100	59,498	13,297	2,238	20,204
LAS ANIMAS	8,000	47	3,740	92.9	7,400	17,346	3,756	562	6,168
LINCOLN	1,900	59	1,130	95.5	1,800	7,174	871	307	2,163
LOGAN	5,900	70	4,120	96.4	5,700	25,519	4,561	672	8,388
MESA	15,400	69	10,660	98.5	14,900	73,718	15,939	2,305	20,289
MINERAL	200	45	90	93.3	200	471	91	...	229
MOFFAT	1,900	39	750	95.0	1,800	9,401	2,117	312	2,661
MONTEZUMA	3,000	46	1,370	94.2	2,890	10,983	3,928	724	5,223
MONTROSE	4,800	52	2,480	95.0	4,600	19,703	4,479	902	6,171
MORGAN	5,900	73	4,290	95.7	6,600	26,752	5,409	955	8,184
OTERO	8,100	65	5,280	94.3	7,600	28,606	7,498	922	8,222
OURAY	600	52	310	94.0	600	1,789	479	274	750
PARK	500	56	280	95.4	500	1,949	371	84	938
PHILLIPS	1,300	44	570	96.2	1,300	6,353	1,314	271	1,923
PITKIN	500	40	200	92.3	500	2,721	421	130	1,104
PROWERS	5,000	44	2,180	95.4	4,800	15,744	2,911	613	4,551
PUEBLO	31,500	79	24,980	96.7	30,500	125,284	33,143	3,673	38,808
RIO BLANCO	1,700	37	630	95.5	1,600	5,521	1,407	315	2,139
RIO GRANDE	3,200	40	1,270	93.9	3,000	11,450	2,858	479	3,567
ROUTT	2,700	40	1,070	94.2	2,500	8,984	1,881	366	2,570
SAGUACHE	1,300	40	520	92.3	1,200	3,008	486	205	1,404
SAN JUAN	400	48	190	95.7	400	655	218	66	339
SAN MIGUEL	700	53	370	93.3	700	2,211	466	65	910
SEDMICK	1,600	44	710	96.9	1,600	6,176	1,069	184	1,750
SUMMIT	400	53	210	95.7	400	1,204	146	100	824
TELLER	700	57	400	95.0	700	2,078	711	201	1,283
WASHINGTON	2,400	67	1,610	96.9	2,300	6,809	1,287	239	2,665
WELD	21,600	88	19,080	96.6	20,900	74,844	15,797	2,197	25,909
YUMA	3,400	44	1,500	96.7	3,300	9,077	1,936	431	3,622
TOTAL	508,100		398,340		490,088	2,126,660	476,122	93,035	632,198

Connecticut market facts

County	Total Homes	% Television Penetration	Television Homes	% Radio Penetration	Radio Homes	Retail Sales 1957 (\$000)	Food Sales 1957 (\$000)	Drug Sales 1957 (\$000)	Passenger Cars 1957
FAIRFIELD	177,500	91%	161,030	96.8%	171,800	924,558	245,408	20,972	244,920
HARTFORD	187,100	91	169,420	97.1	181,700	954,127	216,168	35,758	229,877
LITCHFIELD	34,400	91	31,200	96.3	33,100	138,956	38,396	4,892	43,867
MIDDLESEX	22,400	91	20,300	96.6	21,600	108,400	25,043	3,850	37,148
NEW HAVEN	184,500	91	167,720	96.8	178,600	835,890	210,413	28,207	219,370
NEW LONDON	49,800	90	44,910	95.8	47,700	222,075	54,347	5,804	54,697
TOLLAND	15,700	90	14,180	95.9	15,100	40,420	10,404	1,108	22,766
WINDHAM	21,200	90	19,170	95.5	20,200	85,716	21,963	1,916	23,599
TOTAL	692,600		627,930		669,800	3,310,142	822,140	111,307	876,244

Delaware market facts

County	Total Homes	% Television Penetration	Television Homes	% Radio Penetration	Radio Homes	Retail Sales 1957 (\$000)	Food Sales 1957 (\$000)	Drug Sales 1957 (\$000)	Passenger Cars 1957
KENT	17,000	89%	15,050	92.2%	15,700	74,349	11,334	1,677	23,998
NEW CASTLE	79,300	91	71,830	96.7	76,700	378,048	84,098	12,593	82,412
SUSSEX	23,800	89	21,150	91.9	21,900	94,606	16,528	2,218	21,953
TOTAL	120,100		108,030		114,300	547,003	111,960	16,488	128,364

Sources of information: "Total Homes" were prepared by A. C. Nielsen Co. from estimates by Sales Management updated to March 1958 by application of growth patterns determined by special surveys of the U. S. Bureau of the Census. "Percent Tv Penetration" and "Tv Homes"—as of March 1958—were supplied by the Advertising Research Foundation. The ARF county-by-county report of tv penetration and tv homes was prepared by the ARF technical staff with the assistance of A. C. Nielsen Co. and the Bureau of the Census. "Percent Radio

"Penetration" figures were supplied to the BROADCASTING YEAR-BOOK by the A. C. Nielsen Co. and are the figures currently in use by that company. "Radio Homes" are the product of multiplying Nielsen percentages of penetration by total homes. "Retail Sales," "Food Sales" and "Drug Sales" copyright 1958 by Sales Management; no further reproduction authorized without express permission of Sales Management. "Passenger Cars" are official registration figures from the various states.



**The FABULOUS
WTIC-TV STORY**

Began broadcasting September 23, 1957.

Within 60 days, achieved the 2nd highest share of audience in the nation for an independent station competing in a market where all networks are represented.

ARB, November 1957.

Greatest number of multi-weekly shows among the top ten in the Hartford Metropolitan Area.

Telepulse, February 1958.

Greatest number of Metropolitan Area quarter hour wins following WTIC-TV daily sign on.
Nielsen, March 1958.

**and it keeps getting
better all the time!**

**YOU CAN SELL PROSPEROUS
SOUTHERN NEW ENGLAND BEST ON**

WTIC-TV
HARTFORD, CONNECTICUT

Represented nationally by Harrington, Richter & Parsons, Inc.
New York, Chicago, Boston, San Francisco, Atlanta

3

District of Columbia market facts

	Total Homes	% Television Penetration	Television Homes	% Radio Penetration	Radio Homes	Retail Sales 1957 (\$000)	Food Sales 1957 (\$000)	Drug Sales 1957 (\$000)	Passenger Cars 1957
WASHINGTON	248,800	90%	221,500	96.5%	238,200	1,353,802	258,856	63,575	163,221

Florida market facts

County	Total Homes	% Television Penetration	Television Homes	% Radio Penetration	Radio Homes	Retail Sales 1957 (\$000)	Food Sales 1957 (\$000)	Drug Sales 1957 (\$000)	Passenger Cars 1957
ALACHUA	17,600	62%	10,950	94.4%	16,600	72,587	17,073	2,491	21,312
DAKER	1,400	76	1,060	90.8	1,300	5,923	1,552	160	2,190
DAY	16,200	71	11,500	95.4	15,500	69,513	17,106	2,403	21,290
BRADFORD	2,800	75	2,100	92.2	2,600	8,731	2,362	324	3,570
BREVARD	21,700	68	14,690	95.2	20,700	76,953	21,831	3,146	31,527
BROWARD	74,400	87	65,080	96.3	71,600	377,292	85,064	15,089	115,234
CALHOUN	1,800	56	1,000	93.1	1,700	7,124	1,395	361	1,763
CHARLOTTE	1,900	66	1,260	93.6	1,800	9,497	2,977	231	3,327
CITRUS	1,600	51	820	94.6	1,500	7,600	1,992	305	2,993
CLAY	4,600	73	3,350	93.0	4,300	10,524	2,474	487	6,104
COLLIER	4,100	67	2,730	89.4	3,700	18,258	3,902	832	5,738
COLUMBIA	5,200	58	3,030	92.1	4,800	17,790	4,081	382	5,345
DADE	248,000	88	218,490	96.5	239,300	1,470,987	333,859	54,813	356,641
DE SOTO	2,400	52	1,240	92.1	2,200	9,778	2,517	380	3,009
DIXIE	900	56	500	89.4	800	3,687	1,261	126	1,176
DUVAL	118,700	84	99,850	96.1	114,100	576,989	144,168	20,234	135,736
ESCAMBIA	43,300	78	33,740	95.4	41,300	197,434	50,535	5,935	68,182
FLAGLER	1,300	68	880	90.3	1,200	3,441	716	271	1,991

CONTINUED

Sources of information: "Total Homes" were prepared by A. C. Nielson Co. from estimates by Sales Management updated to March 1958 by application of growth patterns determined by special surveys of the U. S. Bureau of the Census. "Percent TV Penetration" and "TV Homes"—as of March 1958—were supplied by the Advertising Research Foundation. The ARE county-by-county report of TV penetration and TV homes was prepared by the ARE technical staff with the assistance of A. C. Nielson Co. and the Bureau of the Census. "Percent Radio

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for the best in **RADIO**

63 on your *RADIO* dial

ONE RADIO STATION . . . **WQAM** . . . LEAPS FAR

ABOVE THE REST IN GREATER MIAMI

First in 432 of 432 *Pulse* quarter-hours.

First on Hooper with 40.1% all-day average . . . more than the next 4 stations combined.

First in 264 of 264 Hooper quarter-hours. First morning, afternoon, all-day on Trendex.

First on Southern Florida Area Pulse which accounts for 31.5% of the state's population.

Next time you're in Miami (via vacation-buy or time-buy) dial WQAM and *hear* the reasons for such overwhelming leadership.

Talk to a man from Blair . . . or WQAM General Manager Jack Sandler.

WQAM

Serving all of Southern Florida with 5,000 watts on 560 kc . . . and radio #1 in

MIAMI



STORZ

WDGY *Minneapolis St. Paul*
REPRESENTED BY JOHN BLAIR & CO.

WHB *Kansas City*
REPRESENTED BY JOHN BLAIR & CO.

WTIX *New Orleans*
REPRESENTED BY ADAM YOUNG INC.

WQAM *Miami*
REPRESENTED BY JOHN BLAIR & CO.

Florida CONTINUED

County	Total Homes	% Television Penetration	Television Homes	% Radio Penetration	Radio Homes	Retail Sales 1957 (\$000)	Food Sales 1957 (\$000)	Drug Sales 1957 (\$000)	Passenger Cars 1957
FRANKLIN	1,500	39	580	91.6	1,400	4,709	1,500	188	1,483
GADSDEN	8,400	51	4,310	91.1	7,700	25,480	6,139	795	7,328
GILCHRIST	600	57	340	91.6	500	2,757	854	958
GLADES	700	57	400	91.6	600	1,761	696	39	611
GULF	2,700	56	1,510	94.5	2,600	8,031	2,623	279	2,777
HAMILTON	2,200	58	1,280	89.7	2,000	5,797	1,927	177	1,456
HARDEE	3,400	52	1,760	94.0	3,200	13,545	3,073	379	4,061
HENDRY	1,800	57	1,020	93.3	1,700	12,469	2,579	296	3,104
HERNANDO	2,500	52	1,290	92.8	2,300	10,397	2,849	335	3,247
HIGHLANDS	4,900	57	2,780	94.4	4,600	24,763	8,542	741	7,068
HILLSBOROUGH	103,800	85	87,970	95.9	99,500	463,764	105,767	17,588	131,218
HOLMES	2,800	49	1,380	93.7	2,600	7,084	2,518	235	2,032
INDIAN RIVER	5,100	55	2,780	93.7	4,800	30,351	6,841	1,131	8,492
JACKSON	8,600	50	4,270	92.6	8,000	27,613	6,473	674	8,323
JEFFERSON	2,400	50	1,190	89.1	2,100	5,614	1,435	157	2,017
LAFAYETTE	700	56	390	93.3	700	2,051	434	70	721
LAKE	13,900	67	9,300	95.2	13,200	59,207	15,180	1,980	21,105
LEE	11,400	66	7,550	94.6	10,800	69,322	16,810	2,462	17,291
LEON	15,700	47	7,410	93.2	14,600	81,643	15,731	1,799	14,129
LEVY	2,800	52	1,340	90.3	2,300	12,165	2,330	301	2,723
LIBERTY	600	37	220	92.3	600	2,273	1,241	665
MADISON	3,400	50	1,700	90.8	3,100	12,253	3,065	274	3,130
MANATEE	15,100	75	11,340	95.9	14,500	69,957	19,248	2,263	22,996
MARION	13,800	59	8,180	93.3	12,900	58,157	11,480	1,528	14,777
MARTIN	3,800	55	2,080	95.0	3,600	17,638	5,424	1,171	5,718
MONROE	14,600	70	10,220	96.0	14,000	44,043	11,307	1,653	13,128
NASSAU	3,900	77	2,990	93.4	3,600	13,301	2,231	208	4,886
OKALOOSA	12,500	63	7,910	94.7	11,800	50,813	10,090	1,330	16,289
OKFLOOHEE	1,200	63	760	94.3	1,100	6,110	1,789	97	1,689
ORANOE	66,600	82	54,700	96.0	63,900	314,800	63,736	9,436	82,096
OSCEOLA	4,900	63	3,070	95.0	4,700	20,252	5,830	622	7,017
PALM BEACH	57,500	82	47,250	94.7	54,500	302,193	65,723	10,187	82,356
PASCO	8,100	55	4,470	95.1	7,700	29,353	7,809	947	11,489

CONTINUED

sales

SKYROCKETING IN TAMPA - ST. PETERSBURG

The Nation's **NEW**...

30th retail sales MARKET

WHEN YOU BUY RADIO 970
YOU GET THE BIG ADVANTAGE OF

AREA COVERAGE

AREA POPULATION 1,007,600
 FAMILY UNITS 312,300
 RETAIL SALES \$1,447,745,000
 EFFECTIVE BUYING INCOME \$1,524,872,000

PUT YOUR ADVERTISING
WHERE THE MONEY IS . . .

RANKING	WAS-1957	
30th	34th	RETAIL SALES
33rd	39th	FOOD SALES
31st	33rd	GENERAL MERCHANDISE
32nd	37th	APPAREL SALES
30th	35th	SERVICE STATION SALES
25th	31st	EATING - DRINKING ESTAB.
36th	40th	FURNITURE - HOUSEHOLDS
24th	25th	BUILDING MATERIALS & HARDWARE

WFLA RADIO 970

REPRESENTED NATIONALLY BY JOHN BLAIR

*SALES MANAGEMENT 1958 SURVEY OF BUYING POWER

Florida CONTINUED

County	Total Homes	% Television Penetration	Television Homes	% Radio Penetration	Radio Homes	Retail Sales 1957 (\$000)	Food Sales 1957 (\$000)	Drug Sales 1957 (\$000)	Passenger Cars 1957
PINELLAS	95,100	81	77,150	96.9	92,200	453,768	90,762	18,894	133,884
FOLK	48,300	73	35,390	95.6	46,200	192,702	49,807	5,967	61,307
FUTNAM	9,100	67	6,120	92.7	8,400	34,112	8,156	1,910	9,888
ST. JOHNS	9,300	73	6,760	94.3	8,800	28,457	6,839	1,288	9,394
ST. LUCIE	8,500	55	4,650	95.0	8,100	51,557	13,159	1,558	12,655
SANTA ROSA	5,800	63	3,670	93.7	5,400	23,079	7,872	504	7,402
SARASOTA	17,800	60	10,720	95.3	17,100	118,954	27,137	4,891	31,088
SEMINOLE	10,800	59	6,320	93.9	10,100	31,810	9,251	1,279	12,959
SUMTER	2,900	65	1,590	94.4	2,700	9,108	2,402	337	3,135
SUWANNEE	3,800	58	2,210	92.5	3,500	15,446	2,054	470	3,556
TAYLOR	3,600	50	1,800	92.6	3,300	10,788	3,153	242	3,285
UNION	900	76	680	91.6	800	2,897	879	62	827
VOLUNIA	33,600	59	19,840	95.3	32,000	163,215	32,452	7,432	45,001
WAEUILLA	1,200	39	470	89.8	1,100	1,774	897	1,087
WALTON	3,700	49	1,810	94.4	3,500	15,973	2,991	98	4,361
WASHINGTON	2,700	44	1,190	93.0	2,500	5,845	1,634	388	2,299
TOTAL	1,228,700		946,380		1,171,900	5,892,169	1,366,422	209,532	1,825,481

Georgia market facts

County	Total Homes	% Television Penetration	Television Homes	% Radio Penetration	Radio Homes	Retail Sales 1957 (\$000)	Food Sales 1957 (\$000)	Drug Sales 1957 (\$000)	Passenger Cars 1957
APPLING	3,000	49%	1,480	93.8%	2,800	10,213	1,939	334	2,687
ATKINSON	1,700	50	850	93.3	1,600	2,172	659	89	1,292
BACON	2,200	69	1,510	94.2	2,100	8,303	1,939	374	1,948
BAKER	1,100	49	540	91.4	1,000	643	251	21	847
BALDWIN	5,600	56	3,120	94.1	5,300	16,520	4,800	614	5,115
BANKS	1,400	70	980	95.0	1,300	466	344	1,814
BARROW	3,400	71	2,410	95.8	3,300	14,457	3,654	430	3,989
BARTOW	7,000	86	6,020	95.6	6,700	19,015	5,755	692	7,661
BEN HILL	3,800	49	1,880	95.4	3,600	12,299	2,833	301	3,716
BERRIEN	3,000	50	1,510	94.8	2,800	12,479	5,683	374	2,787
BIBB	39,800	74	29,560	96.4	38,000	146,791	33,843	6,282	37,591
BLECKLEY	2,100	60	1,270	93.7	2,000	6,783	1,727	261	2,285
BRANTLEY	1,400	51	720	93.0	1,300	2,525	1,014	99	1,310
BROOKS	3,600	41	1,470	93.2	3,400	9,860	2,349	278	3,232
BRYAN	1,400	58	810	93.3	1,300	3,880	1,149	54	1,302
BULLOCH	5,600	54	3,030	94.4	5,300	17,186	3,786	618	5,887
BURKE	6,400	54	2,900	88.6	4,800	9,176	2,345	212	3,517
BUTTS	2,200	77	1,690	94.8	2,100	5,717	1,569	88	2,136
CALHOUN	2,000	50	1,000	90.5	1,800	4,267	783	295	1,298
CAMDEN	2,400	67	1,610	93.3	2,200	3,065	926	162	2,533
CANDLER	1,800	53	960	93.5	1,700	5,499	1,221	144	1,565
GARROLL	8,500	84	7,140	95.7	8,100	25,055	5,251	748	9,900
GATOOSA	4,500	76	3,440	96.0	4,300	9,923	3,026	527	6,484
CHARLTON	1,100	67	740	93.3	1,000	4,930	1,018	216	1,234
CHATHAM	51,300	83	42,840	95.7	49,100	193,509	45,825	8,236	50,877
CHATTAHOOCHEE	1,800	69	1,250	95.0	1,700	2,638	333	677
CHATTOOGA	5,400	75	4,030	96.2	5,200	14,502	3,046	459	5,611
CHEROKEE	5,200	80	4,140	96.6	5,000	20,190	5,315	386	6,446
CLARK	11,200	72	8,030	95.5	10,700	52,975	10,632	1,955	12,162
CLAY	1,300	56	730	90.8	1,200	2,073	278	92	834
CLAYTON	8,100	88	7,130	96.6	7,800	12,379	5,306	288	13,087
CLINCH	1,500	54	810	95.2	1,400	3,873	756	121	1,281
COBB	26,200	90	23,570	96.7	25,300	80,869	24,448	3,010	34,278
COFFEE	6,100	50	3,070	94.2	5,700	16,020	3,075	885	5,040
COLQUITT	9,300	57	5,340	95.0	8,800	28,188	8,057	1,054	9,096
COLUMBIA	2,200	75	1,650	93.5	2,100	1,896	869	3,019
COOK	2,900	41	1,180	94.9	2,800	8,622	1,867	388	2,782
COVETA	7,800	72	5,620	95.1	7,400	20,272	5,715	757	7,631
CRAWFORD	1,200	62	740	91.1	1,100	2,227	838	38	1,279
CRISP	4,800	61	2,910	93.8	4,500	15,031	3,610	403	4,337
DADE	1,700	75	1,270	94.8	1,600	2,984	857	57	2,368
DAWSON	700	79	650	95.0	700	2,580	620	31	1,091
DECATUR	7,700	46	3,560	93.4	7,200	17,696	4,495	624	5,687

CONTINUED

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Georgia CONTINUED

County	Total Homes	% Television Penetration	Television Homes	% Radio Penetration	Radio Homes	Retail Sales 1957 (\$000)	Food Sales 1957 (\$000)	Drug Sales 1957 (\$000)	Passenger Cars 1957
DE KALB	58,200	89	49,980	97.4	54,700	135,611	45,849	7,300	81,019
DODGE	3,800	61	2,310	93.2	3,500	9,380	2,961	172	3,696
DOOLY	3,100	61	1,880	93.2	2,900	4,960	1,372	266	2,468
DOUGHERTY	18,200	73	11,750	93.9	15,200	69,877	17,215	2,313	18,600
DOUGLAS	3,100	85	2,630	95.9	3,000	9,287	2,885	268	4,435
EARLY	4,000	46	1,850	91.6	3,700	7,191	1,535	262	2,556
SCHOOLS	500	54	270	96.0	500	170	38	...	309
EFFINGHAM	2,200	54	1,190	93.5	2,100	3,676	778	153	2,262
ELBERT	4,300	70	3,020	95.3	4,100	13,679	3,660	595	5,197
EMANUEL	4,200	48	2,000	93.1	3,900	14,377	2,951	344	4,061
EVANS	1,400	58	810	94.8	1,300	7,849	1,242	204	1,707
FANNIN	3,500	57	2,000	94.0	3,300	8,012	1,997	151	3,821
FAVETTE	1,900	88	1,680	95.3	1,800	4,124	1,048	210	2,167
FLOYD	18,700	78	14,540	96.7	18,100	44,528	11,821	1,257	21,279
FORSYTH	2,700	79	2,140	95.8	2,600	10,323	2,432	229	3,301
FRANKLIN	3,100	70	2,160	95.5	3,000	9,015	1,705	138	4,114
FULTON	158,400	88	140,120	96.6	153,000	1,004,539	86,631	31,954	168,243
GILMER	2,200	76	1,680	95.1	2,100	5,901	1,226	106	2,071
GLASCOCK	600	67	400	95.0	600	365	26	...	686
GLYNN	11,100	70	7,740	94.7	10,500	42,020	10,797	1,628	11,579
GORDON	4,700	76	3,590	96.0	4,500	14,800	3,535	609	5,054
GRADY	4,600	46	2,120	94.2	4,300	12,909	3,774	176	4,211
GREENE	2,900	58	1,690	93.6	2,700	6,302	1,248	258	2,455
GWINNETT	8,500	76	6,470	96.3	8,200	30,961	5,713	734	11,795
HABERSHAM	4,200	66	2,780	95.7	4,000	16,643	2,789	657	5,268
HALL	12,000	88	10,600	96.0	11,500	69,708	12,108	1,514	14,230
HANCOCK	2,100	56	1,170	91.1	1,900	4,391	1,253	93	1,643
HARALSON	3,700	85	3,140	95.9	3,500	10,325	2,399	345	4,231

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Source of information: "Total Homes" were prepared by A. C. Nielsen Co. from estimates by Sales Management updated to March 1955 by application of growth patterns determined by special surveys of the U. S. Bureau of the Census. "Percent TV Penetration" and "TV Homes" as of March 1955—were supplied by the Advertising Research Foundation. The ARF county-by-county report of TV penetration and TV homes was prepared by the ARF technical staff with the assistance of A. C. Nielsen Co. and the Bureau of the Census. "Percent Radio

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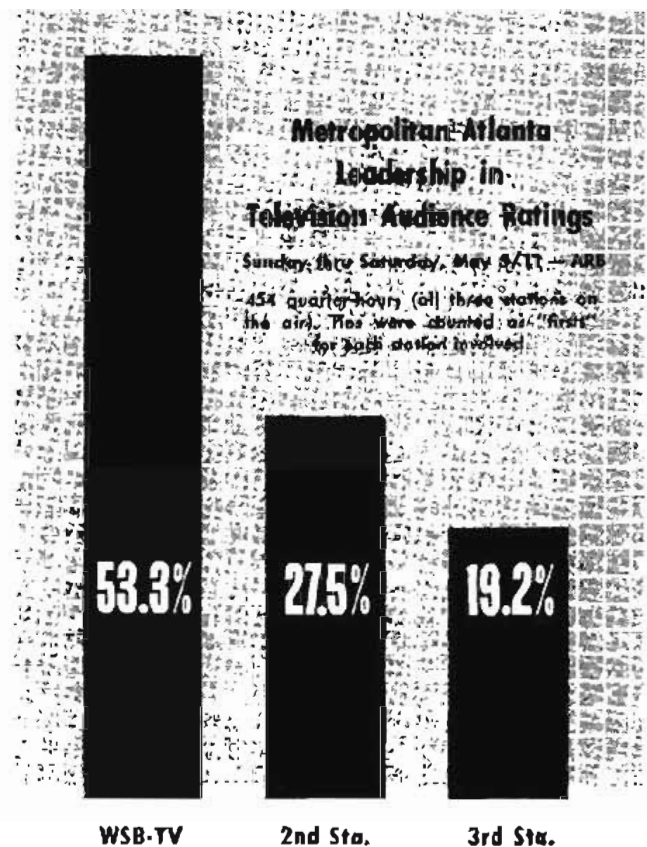
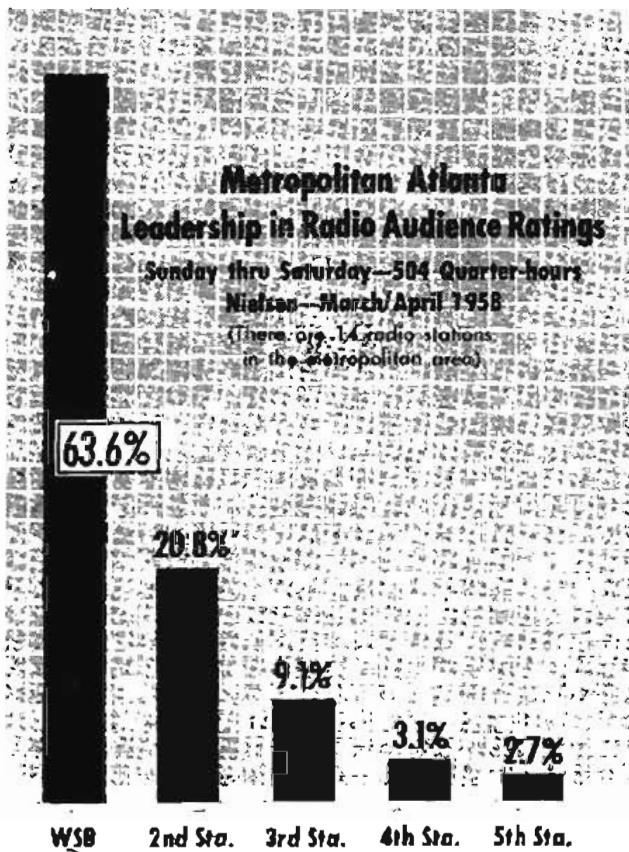
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AN ADVERTISER'S CHOICE of stations in Atlanta can make a sizable difference in his sales results. These charts show why. In few cities of the nation do you see so marked a degree of consumer preference. This massive preference for WSB Radio and WSB Television is built on a record of superior local programming, better news service and staff work of high professional quality. Certainly your advertising in Atlanta belongs on the WSB stations.

WSB RADIO / WSB-TV

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Georgia CONTINUED

County	Total Homes	% Television Penetration	Television Homes	% Radio Penetration	Radio Homes	Retail Sales 1957 (\$000)	Food Sales 1957 (\$000)	Drug Sales 1957 (\$000)	Passenger Cars 1957
HARRIS	2,700	67	1,800	92.2	2,500	5,298	1,328	60	2,452
HART	3,200	71	2,260	95.5	3,100	9,675	2,262	550	5,840
HEARD	1,500	73	1,090	94.2	1,400	2,163	610	46	1,385
HENRY	3,800	83	3,170	94.7	3,600	6,931	1,951	475	4,271
HOUSTON	7,800	74	5,590	94.4	7,200	26,678	6,997	978	9,140
IRWIN	2,300	50	1,150	94.2	2,200	4,224	1,269	207	2,046
JACKSON	4,300	71	3,050	95.1	4,100	14,969	3,182	494	5,356
JASPER	1,600	69	1,110	93.0	1,500	3,214	672	189	1,376
JEFF DAVIS	2,400	49	1,180	93.5	2,200	8,246	2,458	130	2,353
JEFFERSON	4,200	66	2,780	93.6	3,900	10,521	2,306	438	3,596
JENKINS	2,300	54	1,240	92.1	2,100	5,645	1,507	243	1,777
JOHNSON	2,200	52	1,140	93.3	2,100	4,208	1,137	139	1,935
JONES	1,600	56	890	93.6	1,500	2,601	566	62	1,797
LAMAR	2,400	77	1,840	94.5	2,300	8,360	2,784	269	2,577
LANIER	1,300	54	700	92.6	1,200	3,213	816	79	1,223
LAURENS	7,700	67	5,160	93.5	7,200	23,038	5,373	720	7,854
LEE	1,400	58	810	90.2	1,300	921	336	66	1,190
LIBERTY	2,200	58	1,280	92.1	2,000	8,123	2,456	193	8,920
LINCOLN	1,300	68	890	93.6	1,200	2,777	690	57	1,360
LONG	900	50	450	91.6	800	2,272	445	112	945
LOWNDES	13,200	54	7,190	94.1	12,400	44,928	6,485	1,369	13,413
LUMPKIN	1,500	67	850	93.6	1,400	4,209	726	218	1,775
MACON	3,100	61	1,890	92.0	2,900	6,969	1,926	223	2,648
MADISON	2,600	70	1,810	94.8	2,500	2,837	1,039	112	3,184
MARION	1,400	61	850	91.6	1,300	2,367	586	82	1,029
MC DUFFIE	3,000	75	2,240	94.3	2,800	8,363	1,726	267	2,975
MC INTOSH	1,800	58	930	93.9	1,500	3,289	957	42	1,254
MEWATHER	5,100	69	3,510	92.5	4,700	11,235	3,315	446	4,314
MILLER	2,000	46	920	93.1	1,900	4,124	928	212	1,501
MITCHELL	5,200	46	2,400	92.7	4,800	13,894	3,666	379	4,264
MONROE	2,500	77	1,920	93.7	2,300	8,402	1,889	96	2,400
MONTGOMERY	1,600	48	770	93.6	1,500	1,849	669	47	1,406
MORCAX	2,500	69	1,720	91.8	2,300	5,409	1,502	244	2,261
MURRAY	2,500	76	1,910	94.8	2,400	4,267	1,312	178	2,576
MUSCOGEE	41,600	88	36,550	96.1	40,000	157,166	35,834	5,070	46,350
NEWTON	5,000	84	4,180	95.6	4,800	16,230	4,630	436	5,238
OCONEE	1,000	69	1,110	95.4	1,500	1,274	631	...	1,822
OGLETHORPE	2,100	58	1,220	93.7	2,000	1,710	260	71	1,997
PAULDING	2,700	85	2,290	95.0	2,600	4,162	1,211	172	3,349
PEACH	3,000	61	1,830	92.0	2,800	10,844	2,813	370	3,099
PICKENS	2,100	80	1,670	96.6	2,000	6,632	1,656	194	2,510
PIERCE	2,400	61	1,230	92.0	2,200	6,839	1,282	228	2,349
PIKE	1,800	69	1,240	94.0	1,700	2,076	810	47	1,700
POLK	8,200	85	6,960	95.5	7,800	21,803	5,919	924	8,063
PULASKI	2,000	61	1,210	92.2	1,800	6,958	1,582	262	1,979
PUTNAM	1,000	56	890	90.9	1,500	6,244	1,309	202	1,657
QUITMAN	700	57	400	92.1	600	330	84	...	427
RAVEN	1,700	66	1,130	94.4	1,600	4,797	1,012	196	2,067
RANDOLPH	2,800	56	1,580	90.7	2,500	7,034	2,074	443	2,164
RICHMOND	44,600	80	35,480	95.1	42,400	164,994	41,150	4,384	35,350
ROCKDALE	2,200	84	1,840	95.9	2,100	5,794	2,205	169	2,658
SCHLEY	800	61	490	94.3	800	1,862	209	90	716
SCREVEN	4,100	54	2,200	91.8	3,800	8,776	2,293	204	3,019
SEMINOLE	1,900	46	880	93.8	1,800	5,458	1,201	134	1,570
SPALDING	8,800	89	7,850	96.6	8,400	33,187	9,040	1,024	9,871
STEPHENS	4,900	67	3,280	96.4	4,700	14,862	3,806	401	5,755
STEWART	2,100	61	1,280	89.7	1,900	4,874	1,858	171	1,262
SUMTER	6,200	58	3,620	93.5	5,800	19,883	5,589	793	5,303
TALBOT	1,800	67	1,200	92.0	1,700	2,387	493	30	1,336
TALIAFERRO	900	68	610	91.0	800	1,174	315	33	703
TATTNALL	3,400	62	1,780	94.1	3,200	9,803	2,055	237	3,076
TAYLOR	2,100	61	1,280	90.4	1,900	4,885	763	126	1,777
TELFAR	2,600	50	1,290	94.1	2,400	8,169	2,416	281	2,772
TERRELL	2,900	69	1,700	90.9	2,800	11,128	3,162	417	2,646
THOMAS	9,200	57	5,280	93.9	8,600	32,603	8,169	1,571	8,503
TIFT	6,600	61	3,340	94.1	6,200	19,311	5,287	612	6,017
TOOMBS	4,200	52	2,200	94.9	4,000	15,770	3,665	540	3,927
TOWNS	1,000	57	570	94.1	900	1,647	201	37	1,018
TRUETTLEN	1,400	48	670	95.2	1,300	1,820	683	79	1,241
TROUP	14,300	77	10,960	94.3	13,500	48,039	11,754	1,410	12,606
TURNER	2,500	50	1,260	94.1	2,400	6,955	1,529	189	1,898
TWIGGS	1,700	52	880	91.8	1,600	822	189	59	1,478

CONTINUED

Georgia CONTINUED

County	Total Homes	% Television Penetration	Television Homes	% Radio Penetration	Radio Homes	Retail Sales 1957 (\$000)	Food Sales 1957 (\$000)	Drug Sales 1957 (\$000)	Passenger Cars 1957
UNION	1,700	57	970	93.9	1,600	2,948	289	128	1,395
UPSON	7,000	67	4,660	95.3	6,700	18,638	6,243	641	6,792
WALKER	11,800	75	8,810	95.6	11,300	24,985	6,891	1,146	14,116
WALTON	4,900	68	3,350	95.0	4,700	14,259	4,775	381	5,230
WARE	9,000	71	6,390	94.8	8,500	35,819	7,629	1,364	9,537
WARREN	2,000	67	1,330	93.1	1,900	4,221	1,040	205	1,482
WASHINGTON	4,600	52	2,380	92.6	4,300	10,021	2,936	265	3,708
WAYNE	3,500	50	1,740	93.9	3,300	17,939	4,508	744	4,573
WEBSTER	800	61	490	90.5	700	449	113	49	572
WHEELER	1,400	50	700	93.9	1,300	1,123	474	21	1,177
WHITE	1,400	56	790	95.0	1,300	2,541	146	17	1,891
WHITFIELD	10,300	88	8,900	96.4	9,900	37,670	9,158	1,169	11,989
WILCOX	2,100	60	1,270	92.9	2,000	2,194	703	54	1,820
WILKES	2,700	68	1,830	92.1	2,500	7,925	1,951	278	2,546
WILKINSON	2,200	52	1,140	93.5	2,100	2,521	932	163	2,073
WORTH	4,200	50	2,110	92.9	3,900	6,685	2,002	231	3,412
TOTAL	998,100		743,320		940,000	3,567,800	831,483	118,681	1,056,895

Idaho market facts

County	Total Homes	% Television Penetration	Television Homes	% Radio Penetration	Radio Homes	Retail Sales 1957 (\$000)	Food Sales 1957 (\$000)	Drug Sales 1957 (\$000)	Passenger Cars 1957
ADA	25,400	86%	21,920	97.7%	24,800	118,926	23,508	3,715	34,580
ADAMS	900	58	520	97.2	900	2,184	798	109	1,167
BANNOCK	12,600	77	9,690	97.5	12,300	56,468	13,419	1,671	16,851
BEAR LAKE	1,700	62	1,060	97.7	1,700	9,300	1,713	275	2,410
BENEWAH	1,400	81	1,140	97.1	1,400	4,772	1,084	150	2,297
BINGHAM	7,000	75	5,250	96.0	6,800	26,446	4,844	660	8,329
BLAINE	1,400	60	840	96.9	1,400	5,939	454	165	1,967
BOISE	600	63	380	96.5	600	1,536	372	-	677
BONNER	4,300	79	3,410	96.7	4,200	19,362	4,691	479	5,785
BONNEVILLE	10,800	84	9,070	97.5	10,500	58,930	11,151	1,508	14,782
BOUNDARY	1,600	79	1,260	96.4	1,500	7,105	1,574	88	2,123
BUTTE	800	80	480	97.1	800	3,216	901	94	1,236
CAMAS	300	60	180	95.0	300	420	204	56	408
CANYON	17,900	71	12,740	97.5	17,500	63,114	13,184	1,712	21,216
CARIBOU	2,100	62	1,310	97.6	2,000	5,371	1,122	117	2,187
CASSIA	3,900	61	2,390	97.2	3,800	19,387	3,425	651	5,087
CLARK	200	80	160	95.0	200	868	124	-	462
CLEARWATER	2,100	70	1,470	95.3	2,000	8,814	2,171	308	3,073
CUSTER	900	44	400	95.5	900	2,730	767	91	1,116
ELMORE	3,300	72	2,390	96.4	3,200	12,287	2,058	133	4,770
FRANKLIN	2,400	62	1,480	97.8	2,300	9,574	2,441	360	3,180
FREMONT	2,200	78	1,720	97.4	2,100	8,043	1,708	434	3,142
GEM	2,400	63	1,520	97.4	2,300	8,234	1,819	160	3,422
GOODING	3,200	61	1,950	97.8	3,100	8,979	1,611	351	3,355
IDAHO	3,100	52	1,610	96.1	3,000	14,052	2,964	338	3,161
JEFFERSON	2,500	78	1,960	97.8	2,400	7,502	1,629	343	3,510
JEROME	3,500	61	2,140	97.6	3,400	13,298	2,448	580	4,067
KOOTENAI	8,800	82	7,190	97.3	8,600	33,947	8,137	1,128	11,976
LATAH	6,900	93	4,370	97.6	6,700	25,118	5,843	974	7,111
LEMHI	1,800	43	780	95.2	1,700	6,927	1,741	175	2,323
LEWIS	1,200	63	760	96.5	1,200	5,050	1,096	239	1,695
LINCOLN	1,100	61	670	97.4	1,100	2,361	721	166	1,225
MADISON	2,300	79	1,810	97.8	2,200	12,696	2,323	335	2,947
MINIDOKA	2,300	61	1,410	97.8	2,200	13,506	2,708	288	4,268
NEZ PERCE	7,500	63	4,740	97.1	7,300	50,846	10,676	1,457	10,544
ONEIDA	900	61	550	98.2	900	3,288	746	151	1,530
OWYHEE	1,700	72	1,230	96.0	1,600	4,876	1,044	255	2,344
PAYETTE	3,700	63	2,340	97.7	3,600	11,442	2,638	364	4,390
POWER	800	61	490	96.4	800	4,647	914	118	1,525
SHOSHONE	6,700	67	4,500	97.3	6,500	27,425	8,888	741	8,499
TETON	700	79	550	97.0	700	2,211	446	148	932
TWIN FALLS	13,900	63	8,770	97.7	13,600	59,415	11,854	1,978	16,392
VALLEY	1,100	58	640	97.4	1,100	3,938	421	69	1,441
WASHINGTON	2,700	63	1,700	97.5	2,600	11,779	2,455	153	3,173
TOTAL	182,600		130,940		177,800	753,338	164,615	23,271	2,366,645

Source of information: "Total Homes" were prepared by A. C. Nielsen Co. from estimates by Sales Management updated to March 1958 by application of growth patterns determined by special surveys of the U. S. Bureau of the Census. "Percent TV Penetration" and "TV Homes" as of March 1958—were supplied by the Advertising Research Foundation. The ARF county-by-county report of tv penetration and tv homes was prepared by the ARF technical staff with the assistance of A. C. Nielsen Co. and the Bureau of the Census. "Percent Radio

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Illinois market facts

County	Total Homes	% Television Penetration	Television Homes	% Radio Penetration	Radio Homes	Retail Sales 1957 (\$000)	Food Sales 1957 (\$000)	Drug Sales 1957 (\$000)	Passenger Cars 1957
ADAMS	21,370	90%	19,270	96.8%	20,600	75,205	17,511	2,738	22,466
ALEXANDER	6,700	77	5,190	90.2	6,000	19,785	3,381	306	4,065
BOND	4,100	89	3,630	95.6	3,900	12,888	3,097	191	4,670
BOONE	5,400	81	4,390	97.4	5,300	21,621	4,002	442	7,447
BROWN	2,100	87	1,820	95.4	2,000	7,186	1,775	158	2,168
BUREAU	13,400	89	11,870	96.7	13,000	38,248	8,716	769	14,012
CALHOUN	2,000	87	1,740	94.8	1,900	5,229	436	-	1,850
CARBOLL	6,200	85	5,290	97.1	6,000	23,040	4,377	291	7,092
CASS	4,000	87	3,460	95.1	3,800	15,514	4,659	478	5,145
CHAMPAIGN	33,400	89	29,650	97.2	32,500	141,758	28,007	4,767	39,319
CHRISTIAN	12,600	87	10,880	96.4	12,100	48,012	11,925	1,004	13,288
CLARK	5,600	82	4,490	93.6	5,100	16,303	3,084	364	6,012
CLAY	5,700	71	4,070	96.1	5,500	15,450	2,887	280	5,728
CLINTON	6,400	89	5,680	95.9	6,100	20,013	4,643	218	7,446
COLES	13,500	84	11,300	96.4	13,000	58,361	12,291	1,745	14,901
COOK*	1,550,600	92	1,420,220	97.1	1,508,900	7,085,840	1,556,803	232,727	1,418,168
CRAWFORD	6,800	82	5,570	95.5	6,500	20,257	5,026	387	8,201
CUMBERLAND	2,800	81	2,280	95.1	2,700	7,612	1,284	130	3,289
DEKALB	16,200	91	14,680	97.1	15,700	69,777	12,960	1,877	18,014
DE WITT	5,600	84	4,680	96.8	5,400	21,322	4,462	394	6,205
DOUGLAS	5,500	92	4,510	95.2	5,200	23,981	5,666	593	6,738
DU PAGE	73,600	92	67,430	97.5	71,800	248,295	76,882	9,640	98,416
EDGAR	7,700	82	6,310	95.9	7,400	23,705	5,833	795	8,111
EDWARDS	2,800	73	2,050	96.5	2,700	10,095	1,552	98	2,955
EFFINGHAM	6,600	83	5,460	95.2	6,300	30,225	5,807	460	7,534
FAYETTE	7,100	83	5,870	95.8	6,800	21,278	4,470	321	7,276
FORD	4,900	87	4,270	96.2	4,700	19,953	3,428	525	6,126
FRANKLIN	14,600	77	11,300	94.3	13,800	38,458	11,210	1,079	13,258
FULTON	15,800	89	14,010	96.1	15,200	47,283	10,724	1,220	15,592
GALLATIN	2,200	71	1,570	92.0	2,000	7,807	1,602	139	2,330
GREENE	6,000	87	5,190	94.6	5,700	16,674	3,202	431	6,000
GRUNDY	7,600	90	6,810	96.2	7,900	22,649	5,384	411	7,948
HAMILTON	3,600	71	2,550	94.2	3,400	8,422	2,061	189	3,231
HANCOCK	8,900	84	7,480	96.2	8,600	24,378	5,073	485	9,091
HARDIN	2,000	73	1,460	93.1	1,900	3,744	1,038	176	1,664
HENDERSON	2,400	89	2,130	96.3	2,300	5,939	1,407	291	2,910
HENRY	15,700	92	14,440	97.0	15,200	61,153	11,891	1,654	17,683
IROQUOIS	10,300	83	8,520	95.4	9,800	36,800	6,458	738	11,985
JACKSON	12,700	84	10,700	95.3	12,100	46,914	10,329	1,169	11,846
JASPER	4,200	82	3,440	95.6	4,000	7,855	1,077	112	3,877
JEFFERSON	11,500	80	9,220	95.5	11,000	37,154	7,971	853	11,144
JERSEY	4,800	87	3,980	94.2	4,300	14,467	3,446	410	5,147
JO DAVIESS	6,500	85	5,540	95.6	6,200	23,786	4,597	435	7,016
JOHNSON	2,500	75	1,870	92.4	2,300	6,512	1,381	95	1,976
KANE	51,500	93	47,700	97.0	50,000	257,279	59,419	9,468	68,604
KANKAKEE	22,100	91	20,070	96.5	21,300	104,798	24,796	2,423	26,700
KENDALL	3,900	90	3,500	96.8	3,800	14,669	4,884	298	5,654
KNOX	18,800	90	17,000	96.4	18,100	79,229	16,848	2,567	21,275
LAKE	72,400	94	67,700	97.2	70,400	318,639	80,800	10,239	92,810
LA SALLE	32,400	82	26,630	96.9	31,400	135,950	31,041	4,457	37,957
LAWRENCE	6,200	78	4,810	94.6	5,900	21,830	5,138	609	6,932
LEE	10,300	84	8,650	97.2	10,000	38,027	8,285	1,005	12,614
LIVINGSTON	11,300	83	9,400	96.6	10,900	45,356	9,856	925	13,848
LOGAN	8,600	90	7,700	96.8	8,300	32,035	7,432	629	9,987
MACON	36,100	88	31,690	97.1	35,100	163,153	35,789	3,504	41,577
MACOUPIN	14,000	89	12,410	95.4	13,400	42,062	11,419	941	14,377
MADISON	68,000	90	61,180	96.3	65,500	237,295	68,622	6,774	71,462
MARION	13,400	88	11,740	95.3	12,800	50,158	11,653	1,723	14,246
MARSHALL	4,200	83	3,470	97.2	4,100	13,334	3,346	357	4,757
MASON	5,200	80	4,160	96.0	5,000	20,443	4,126	437	5,605
MASSAC	5,900	74	4,390	91.5	5,400	15,906	3,210	400	4,365
MC DONOUGH	9,600	84	8,070	97.4	8,400	41,881	7,251	944	10,285
MC HENRY	18,800	91	17,110	97.5	18,300	99,998	24,022	2,909	29,973
MC LEAN	28,100	84	23,530	96.9	27,200	103,748	21,902	3,244	28,426
MENARD	2,700	80	2,160	96.6	2,600	8,718	2,049	207	3,373

*For Cook County total homes were estimated at 1,550,600 in the Advertising Research Foundation television report, 1,553,900 in the J. C. Nielsen special report on radio homes prepared for the BROADCASTING YEARBOOK.

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Sources of information: "Total Homes" were prepared by A. C. Nielsen Co. from estimates by Sales Management updated to March 1958 by application of growth patterns determined by special surveys of the U. S. Bureau of the Census. "Percent TV Penetration" and "TV Homes"—as of March 1958—were supplied by the Advertising Research Foundation. The ARF county-by-county report of TV penetration and TV homes was prepared by the ARF technical staff with the assistance of A. C. Nielsen Co. and the Bureau of the Census. "Percent Radio

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A GIANT STEP FORWARD by WREX-TV — INCREASE IN POWER ...

VIDEO — 228,000 WATTS ERP

AUDIO — 114,000 WATTS ERP

The sales power of WREX-TV's combined coverage, spans market portions of over 30 counties in southern Wisconsin — northern Illinois. Brings preferred CBS-ABC network programs, top syndicated programs and MGM-TV's Golden Treasury of Feature Films to over 365,000 television homes.



Grade	Total Households	Consumer Spendable Income	Total Retail Sales	Television Sets
A	176,731	\$1,048,013,000	\$ 744,271,000	134,699
B	187,607	\$ 987,797,000	\$ 699,092,000	141,334
C	78,761	\$ 466,962,000	\$ 324,932,000	69,900
Total	413,099	\$2,502,773,000	\$1,768,295,000	365,933

Source: 1958 Sales management (Survey of buying power)

REPRESENTED BY H-R INC.

WREX-TV

CHANNEL 13

ROCKFORD

58-COUNTY COVERAGE

45TH TV MARKET

including 1,922 cities, towns and villages, is yours when you buy the WCIA Television Market—covering Central Illinois and Western Indiana.

WCIA, Channel 3, puts more than 1,912,000 (NCS #2) prospective customers in the palm of your hand. It places an effective buying income of \$3,202,074,000 at your fingertips.

You can reach more people in this rich area through WCIA, Champaign, Illinois, located just 128 miles from Chicago, 135 miles from St. Louis, and 124 miles from Indianapolis.

TOTAL FAMILIES	598,000 (NCS #2)
RETAIL SALES	\$2,201,011,000
TOTAL TV HOMES	420,100 (TV Mag. Aug '58)



WCIA

CHAMPAIGN, ILL.

George P. Hollingbery, Representative

58-COUNTY CONGREGATION

For more than 244 consecutive Sundays, spokesmen of all religious faiths have led a 58-County Congregation in meditation on WCIA's "Evensong".

Since the program began on November 15, 1953, the first Sunday WCIA was on the air, representatives of all faiths have accepted the call to serve a congregation which encompasses 1,922 cities, towns and villages throughout Central Illinois and Western Indiana. Religious leaders have traveled as far as fifty, sixty, seventy-five, and, in one instance, 252 miles, to the WCIA studio to appear on "Evensong".

WCIA begins each day with a five-minute religious message, "Inspiration Time", delivered by clergymen of all faiths, and produces a weekly live program, "Your Neighbor's Faith", designed to promote a better understanding of all religions and to present a clearer picture of what each denomination teaches and accepts as its credo.

These WCIA-produced telecasts represent only a portion of the religious programming made available to viewers in the Channel 3 area.



Pictured above is the Reverend Robert Hughes of the Holy Trinity Church, Bloomington, Illinois as he appeared on the 244th "Evensong" program.

WCIA
CHAMPAIGN, ILL.

George P. Hollingbery, Representative



Illinois CONTINUED

County	Total Homes	% Television Penetration	Television Homes	% Radio Penetration	Radio Homes	Retail Sales 1957 (\$000)	Food Sales 1957 (\$000)	Drug Sales 1957 (\$000)	Passenger Cars 1957
MERCER	5,800	89	5,140	97.5	5,700	15,229	2,931	368	6,135
MONROE	4,200	90	3,760	95.1	4,000	15,638	2,934	170	4,989
MONTGOMERY	10,000	83	8,330	96.0	9,600	33,233	8,265	695	10,693
MORGAN	10,400	85	8,820	95.5	9,900	46,594	8,032	914	11,399
MOULTRIE	4,200	83	3,490	95.1	4,000	13,526	2,591	162	3,629
OGLE	11,000	84	9,190	96.9	10,700	40,371	8,697	808	14,295
PEORIA	59,900	91	54,340	97.0	58,100	276,103	53,668	9,032	66,261
PERRY	6,200	83	5,140	95.0	5,900	14,426	3,782	509	6,491
PIATT	4,400	84	3,680	97.3	4,300	13,701	2,944	331	6,512
PIKE	6,800	86	5,870	94.3	6,400	18,457	4,163	381	7,187
POPE	1,500	75	1,120	90.0	1,400	2,899	720	57	1,317
PULASKI	3,800	77	2,940	89.6	3,400	5,460	1,416	160	2,517
PITNAM	1,200	83	990	95.5	1,100	2,492	681	41	1,751
RANDOLPH	8,500	90	7,660	95.0	8,100	25,118	6,484	558	9,053
RICHLAND	5,800	73	4,230	96.1	5,600	19,143	3,895	501	5,754
ROCK ISLAND	46,600	92	42,920	96.8	45,100	177,492	44,159	5,965	52,672
ST. CLAIR	72,700	91	66,410	95.4	69,400	246,670	64,707	6,813	75,914
SALINE	9,200	83	7,660	95.2	8,800	31,078	7,536	922	8,590
SANGAMON	45,600	86	39,180	97.0	44,200	204,058	40,988	7,590	49,858
SCHUYLER	2,900	86	2,500	95.3	2,800	7,299	1,894	141	3,053
SCOTT	2,100	86	1,810	94.6	2,000	6,550	1,022	78	2,335
SHELBY	7,800	83	6,480	95.7	7,500	16,385	3,486	376	8,159
STARK	2,400	83	1,990	97.5	2,300	7,397	1,796	173	3,000
STEPHENSON	15,400	90	13,830	97.1	15,000	58,665	10,888	1,393	16,183
TAZEWELL	27,400	92	25,160	96.8	26,500	94,860	29,444	1,854	34,254
UNION	5,400	77	4,180	95.4	5,200	14,145	3,285	276	4,948
VERMILION	29,500	85	24,940	96.7	28,500	116,052	27,343	4,132	32,689
WARASH	4,500	78	3,490	96.0	4,300	15,615	3,529	261	5,202
WARREN	8,200	88	7,250	97.0	8,000	26,214	5,400	493	7,699
WASHINGTON	4,400	83	3,640	94.0	4,100	17,318	2,767	163	4,887
WAYNE	6,000	71	4,280	94.7	5,700	15,743	2,882	287	6,662
WHITE	6,400	71	4,560	95.3	6,100	21,332	4,395	572	7,073
WHITESIDE	16,900	91	15,460	97.2	16,400	70,057	17,532	1,623	21,647
WILL	47,400	91	43,190	97.0	46,000	188,306	48,298	6,458	59,118
WILLIAMSON	15,800	82	12,890	95.0	15,000	45,002	11,654	1,231	14,318
WINNEBAGO	58,600	89	52,240	97.4	57,100	268,371	56,362	8,383	74,733
WOODFORD	6,900	83	5,710	96.2	6,600	32,214	4,666	394	8,512
TOTAL	2,992,800		2,683,800		2,899,700	12,574,669	2,831,138	389,569	3,061,551

Indiana market facts

County	Total Homes	% Television Penetration	Television Homes	% Radio Penetration	Radio Homes	Retail Sales 1957 (\$000)	Food Sales 1957 (\$000)	Drug Sales 1957 (\$000)	Passenger Cars 1957
ADAMS	6,700	86%	5,750	95.6%	6,400	22,148	4,993	428	8,461
ALLEN	69,300	91	62,870	97.3	67,400	281,916	48,134	8,709	77,178
BARTHOLOMEW	13,800	91	12,420	96.0	13,100	52,080	14,113	1,439	15,763
BENTON	3,300	87	2,880	97.0	3,200	14,868	3,060	223	4,289
BLACKFORD	4,300	80	3,450	96.8	4,200	15,260	3,260	528	5,802
BOONE	8,800	91	8,010	97.6	8,600	26,183	6,129	967	10,282
BROWN	1,600	83	1,320	91.1	1,500	2,452	817	86	2,350
CARROLL	5,300	83	4,380	94.8	5,000	20,410	4,463	375	6,583
CASS	12,100	90	10,890	97.2	11,800	44,579	9,253	1,350	14,848
CLARK	17,500	91	15,840	95.7	16,700	56,300	18,768	1,847	18,796
CLAY	8,200	81	6,650	95.1	7,800	23,467	6,425	641	8,262
CLINTON	10,500	89	9,380	96.3	10,100	34,113	7,586	907	11,533
CRAWFORD	2,400	81	1,940	90.8	2,200	5,803	1,773	64	2,544
DAVIESS	8,200	82	6,720	94.6	7,800	22,461	5,142	579	8,232
DEARBORN	8,300	91	7,590	95.1	7,900	23,719	6,890	779	9,471
DECATUR	5,700	87	4,980	95.5	5,400	23,975	4,251	472	6,814
DEKALB	9,000	90	8,060	96.5	8,700	28,516	6,504	652	10,791
DELAWARE	33,900	90	30,480	96.7	32,800	120,288	28,655	3,889	37,388
DUBOIS	7,000	79	5,540	95.3	6,700	31,173	5,340	630	8,065
ELKHART	30,800	84	26,020	98.1	29,600	129,711	28,661	3,099	39,256

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Sources of information: "Total Homes" were prepared by A. C. Nielsen Co. from estimates by Sales Management updated to March 1958 by application of growth patterns determined by special surveys of the U. S. Bureau of the Census. "Percent Television Penetration" and "Television Homes"—as of March 1958—were supplied by the Advertising Research Foundation. The ARF county-by-county report of television penetration and television homes was prepared by the ARF technical staff with the assistance of A. C. Nielsen Co. and the Bureau of the Census. "Percent Radio

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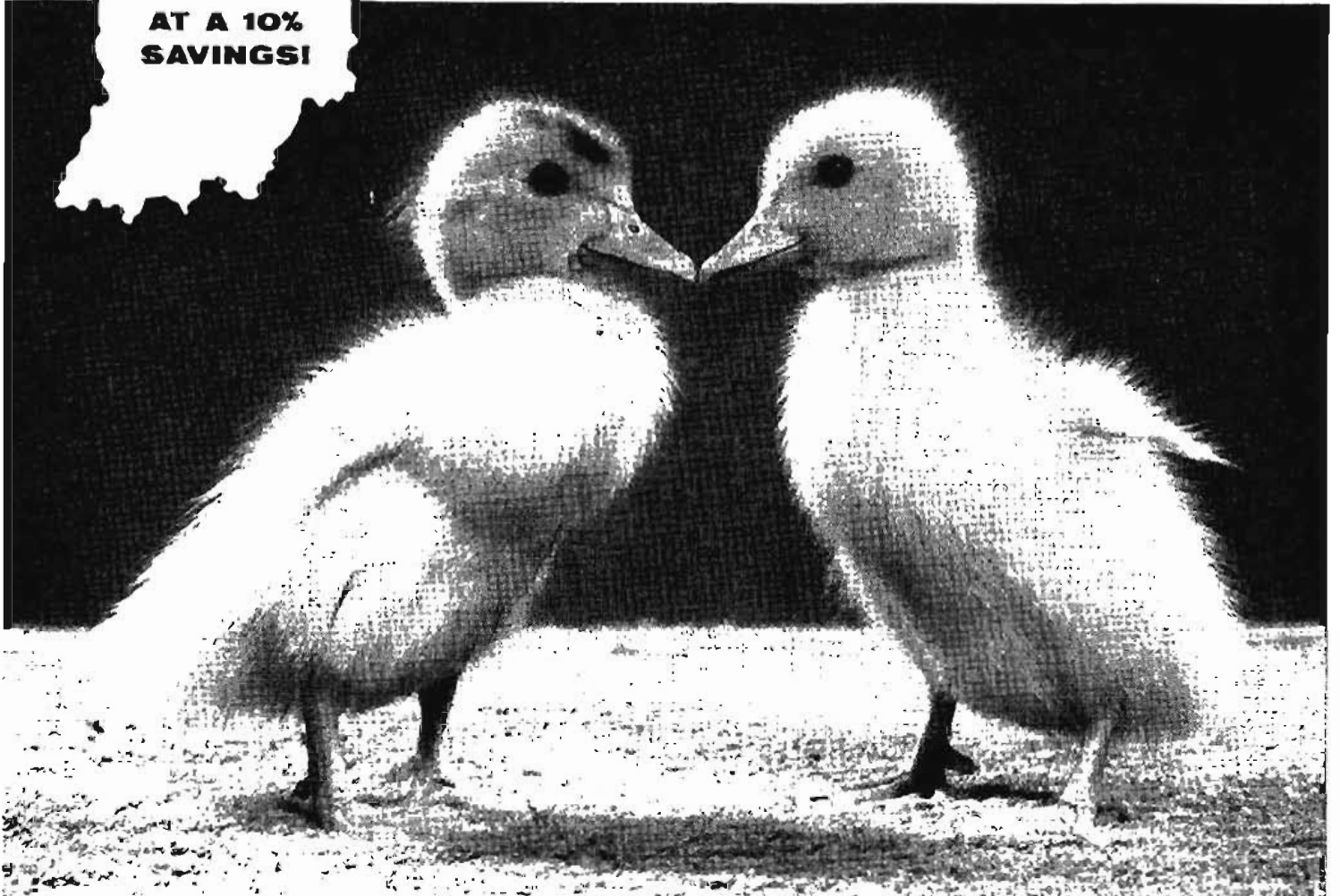
To sell Indiana,
you need both
the 2nd and 3rd
ranking markets.

**NOW
ONE BUY**

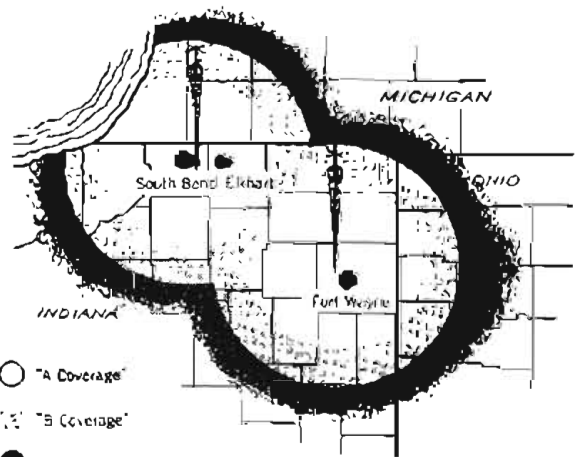
delivers both —

**AT A 10%
SAVINGS!**

YOU NEED TWIN BILLING in Indiana!



Now, a new, two-station TV buy blankets *both* the South Bend-Elkhart and Fort Wayne markets, plus healthy chunks of Southern Michigan and Western Ohio. Over 1.6 million population—\$2.8 billion Effective Buying Income. Alert buyers are covering these rich markets in combination—and saving 10%! They're buying them right along with Indianapolis—thus covering all the best of Indiana from within—with just two buys!



see your **H-R** man soon!



WSJV
SOUTH BEND-ELKHART

28

WKJG
FORT WAYNE

33

Indiana CONTINUED

County	Total Homes	% Television Penetration	Television Homes	% Radio Penetration	Radio Homes	Retail Sales 1957 (\$000)	Food Sales 1957 (\$000)	Drug Sales 1957 (\$000)	Passenger Cars 1957
FAYETTE	7,000	86	6,830	95.9	7,600	26,210	6,577	844	8,513
FLOYD	16,000	91	14,630	96.1	15,400	55,362	13,684	1,447	16,118
FOUNTAIN	6,000	86	5,180	95.8	5,700	22,692	4,997	465	6,981
FRANKLIN	4,700	86	4,060	95.0	4,500	10,281	2,205	200	5,180
FULTON	5,100	86	4,410	97.3	5,000	19,287	3,568	513	6,648
GIBSON	10,200	82	8,360	96.3	9,800	30,115	7,129	571	10,170
GRANT	22,700	90	20,420	97.0	22,000	72,681	17,189	2,493	25,569
GREENE	8,800	89	7,840	94.9	8,400	25,973	6,076	680	9,374
HAMILTON	10,400	91	9,500	96.6	10,000	20,807	6,681	746	13,458
HANCOCK	8,000	90	7,200	97.2	7,800	26,542	5,729	762	9,290
HARRISON	5,300	83	4,400	94.2	6,000	12,941	2,818	161	5,888
HENDRICKS	10,400	89	9,210	96.9	10,100	29,247	5,453	1,310	12,974
HENRY	15,600	86	13,460	96.1	15,000	53,154	12,677	1,465	17,911
HOWARD	19,600	91	17,900	97.3	19,100	73,260	17,135	2,107	23,281
HUNTINGTON	10,900	83	9,100	97.5	10,600	37,377	8,281	1,014	12,246
JACKSON	9,000	83	7,440	95.5	8,600	31,956	7,661	469	10,225
JASPER	5,300	88	4,640	97.0	5,100	22,688	4,729	359	6,174
JAY	7,400	80	5,950	96.5	7,100	23,058	5,315	491	8,905
JEFFERSON	6,700	89	5,950	94.5	6,300	31,227	7,196	1,097	7,082
JENNINGS	4,600	88	4,050	95.7	4,400	12,930	2,319	261	4,778
JOHNSON	11,600	89	10,360	96.6	11,200	35,281	8,589	1,135	14,247
KNOX	13,500	90	12,190	94.8	12,900	44,754	10,193	1,284	13,952
KOSCIUSKO	12,100	84	10,210	96.3	11,700	50,152	10,026	2,881	14,704
LA GRANGE	4,400	82	3,590	88.2	3,000	12,776	2,128	288	5,048
LAKE	137,800	92	126,220	96.8	133,400	577,779	149,077	17,299	158,773
LA PORTE	26,900	91	24,400	97.1	26,100	108,981	27,781	3,440	30,672
LAWRENCE	11,200	90	10,080	94.6	10,600	38,705	11,058	966	12,241
MADISON	38,000	92	35,000	97.6	37,100	138,989	33,238	5,265	42,987
MARION	202,900	92	188,890	96.9	196,600	934,631	180,080	44,194	238,172
MARSHALL	9,700	86	8,380	96.2	9,300	34,384	7,254	816	11,926
MARTIN	3,200	82	2,620	94.1	3,000	9,735	2,013	232	2,923
MIAMI	10,800	81	8,720	97.2	10,500	33,217	7,370	633	12,522
MONROE	15,000	90	13,510	95.4	14,300	58,067	13,686	1,990	17,038
MONTGOMERY	10,200	91	9,240	96.8	9,900	41,859	8,176	1,127	11,608
MORGAN	10,100	91	9,180	94.0	9,600	26,631	7,212	664	10,397
NEWTON	3,400	87	2,970	86.8	3,300	13,010	1,951	468	4,259
NOBLE	8,500	90	7,620	96.7	8,200	32,267	5,990	621	10,299
OHIO	1,100	92	1,010	96.7	1,100	2,493	866	206	1,453
ORANGE	5,100	80	4,090	95.7	4,900	14,889	3,850	498	5,190
OWEN	3,400	89	3,030	95.3	3,200	8,691	2,237	281	4,022
PARKE	4,700	85	4,000	94.6	4,400	11,879	3,293	265	6,550
PERCY	5,300	80	4,250	94.0	5,000	17,449	4,672	405	4,970
PIKE	4,400	79	3,490	94.0	4,100	11,174	2,903	148	4,509
PORTER	14,800	92	13,630	97.4	14,400	47,751	10,955	1,477	17,944
POSEY	5,900	87	5,140	94.4	5,600	15,137	3,912	424	6,696

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PHILIP MORRIS USES IT*

IN HOUSTON

*** SEE ZIV AD PAGES A114-A115**

Indiana CONTINUED

County	Total Homes	% Television Penetration	Television Homes	% Radio Penetration	Radio Homes	Retail Sales 1957 (\$000)	Food Sales 1957 (\$000)	Drug Sales 1957 (\$000)	Passenger Cars 1957
PULASKI	3,900	86	3,360	96.4	3,800	15,798	2,692	389	4,667
PUTNAM	7,700	81	6,250	95.5	7,400	25,334	5,301	664	7,651
RANDOLPH	9,400	89	8,360	97.2	9,100	28,597	5,834	726	10,872
RIPLEY	6,400	88	5,360	94.4	6,000	23,416	4,809	605	6,764
RUSH	6,400	88	5,600	96.2	6,200	21,788	3,836	536	7,112
ST. JOSEPH	71,700	91	65,250	97.5	69,900	289,562	63,896	9,318	80,625
SCOTT	4,600	89	4,080	95.2	4,400	13,511	3,165	400	4,370
SHELBY	10,400	90	9,370	96.0	10,000	33,574	8,071	978	11,417
SPENCER	4,500	79	3,560	94.3	4,200	11,314	2,348	315	4,925
STARKE	5,700	86	4,920	95.1	5,400	21,561	3,917	250	6,877
STEUBEN	5,200	82	4,240	95.9	5,000	20,164	4,630	602	7,171
SULLIVAN	6,800	84	5,720	94.6	6,400	16,702	4,400	398	7,548
SWITZERLAND	2,200	92	2,020	92.6	2,000	4,012	736	163	2,376
TIPPECANOE	24,500	85	20,780	97.3	23,800	95,094	19,736	4,531	27,148
TIPTON	4,900	85	4,160	97.6	4,800	12,631	2,665	422	6,283
UNION	1,700	87	1,480	96.1	1,600	6,718	1,207	256	2,410
VANDERBURGH	57,100	87	49,450	96.1	54,900	208,235	49,801	8,263	54,959
VERMILION	6,800	85	4,940	95.9	5,800	17,829	4,172	498	6,534
VIGO	34,600	91	31,600	95.5	33,000	129,118	26,646	4,544	36,169
WABASH	9,800	90	7,860	96.8	9,500	35,072	7,506	994	11,815
WARREN	2,600	86	2,230	95.5	2,500	4,304	1,795	85	3,690
WARRICK	7,400	79	5,870	94.9	7,000	14,806	3,148	392	7,845
WASHINGTON	5,300	83	4,400	94.3	5,000	14,004	3,810	254	5,797
WAYNE	23,400	87	20,470	96.5	22,600	90,149	19,940	3,177	25,625
WELLS	6,300	86	5,400	96.6	6,100	25,204	5,494	349	8,117
WHITE	6,000	83	4,960	96.8	5,800	26,923	6,237	788	7,551
WHITLEY	6,800	90	5,920	97.4	6,400	20,535	4,395	497	8,601
TOTAL	1,376,000		1,223,380		1,327,000	5,171,535	1,150,250		1,563,713

Iowa market facts

County	Total Homes	% Television Penetration	Television Homes	% Radio Penetration	Radio Homes	Retail Sales 1957 (\$000)	Food Sales 1957 (\$000)	Drug Sales 1957 (\$000)	Passenger Cars 1957
ADAIR	3,600	75%	2,700	98.0%	3,500	10,099	1,791	227	4,115
ADAMS	2,400	75	1,810	97.9	2,300	6,806	1,347	149	3,036
ALLAMAKEE	4,500	71	3,210	97.3	4,400	17,506	2,242	265	5,365
APPANOOSE	6,000	70	4,190	97.6	5,900	15,209	3,827	400	5,759
AUDUBON	3,400	93	3,170	97.9	3,300	12,112	1,336	249	4,195
BENTON	7,000	93	6,510	97.8	6,800	26,752	5,327	443	8,593
BLACK HAWK	35,500	95	33,690	97.8	34,700	149,304	30,167	4,366	42,192
BOONE	7,900	89	7,070	97.9	7,700	28,484	6,631	884	10,192
BREMER	5,600	84	4,730	97.7	5,500	23,711	4,602	421	7,581
BUCHANAN	5,900	95	5,600	97.0	5,700	18,169	4,119	279	7,253
BUENA VISTA	7,100	77	5,440	98.1	7,000	28,559	4,780	628	8,433
BUTLER	5,300	83	4,410	97.5	5,200	20,289	2,627	438	6,777
CALHOUN	5,100	74	3,750	97.8	5,000	14,307	3,438	349	6,238
CARROLL	6,400	91	5,830	97.7	6,300	31,692	5,328	562	8,430
CASS	6,100	93	5,660	97.7	6,000	28,563	4,666	716	7,198
CEDAR	5,600	96	5,370	97.8	5,500	21,370	2,788	468	6,634
CERRO GORDO	16,300	95	15,420	97.8	15,900	72,441	13,152	2,013	18,408
CHEROKEE	5,100	92	4,670	97.8	5,000	18,582	3,382	404	6,603
CHICKASAW	4,300	75	3,230	97.7	4,200	18,310	2,915	316	5,276
CLARKE	3,000	63	1,890	97.6	2,900	9,906	2,230	24	3,123
CLAY	6,200	71	4,110	97.8	6,100	25,833	4,978	593	7,377
CLAYTON	6,200	71	4,400	97.2	6,000	22,160	3,341	289	7,645
CLINTON	17,200	96	16,560	97.9	16,800	80,637	15,486	1,838	19,312
CRAWFORD	5,400	91	4,920	97.9	5,300	18,376	3,370	442	6,614
DALLAS	7,500	80	6,750	97.7	7,300	26,885	5,562	702	9,431
DAVIS	2,900	78	2,250	97.0	2,800	7,934	1,876	181	3,507
DECATUR	3,600	68	2,460	96.9	3,500	8,443	2,329	223	3,645
DELAWARE	5,000	95	4,760	98.0	4,900	16,073	2,855	369	6,411
DES MOINES	16,300	95	14,470	97.6	14,900	57,092	13,851	1,188	16,640
DICKINSON	3,900	71	2,770	98.0	3,800	14,011	1,805	587	5,200
DUBUQUE	20,700	91	18,870	97.7	20,200	100,763	21,212	3,564	23,742
EMMET	4,200	64	2,680	98.0	4,100	18,254	3,787	444	6,750
FAYETTE	7,900	77	6,110	98.0	7,700	33,964	6,453	739	9,928
FLOYD	7,100	75	5,330	97.6	6,900	23,715	4,842	372	7,817
FRANKLIN	5,000	85	4,270	97.8	4,000	19,335	3,487	281	6,437
FREMONT	3,200	93	2,960	97.4	3,100	8,893	1,621	274	4,138
GREENE	4,600	89	4,110	97.8	4,500	17,179	2,829	202	6,041

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Iowa CONTINUED

County	Total Homes	% Television Penetration	Television Homes	% Radio Penetration	Radio Homes	Retail Sales 1957 (\$000)	Food Sales 1957 (\$000)	Drug Sales 1957 (\$000)	Passenger Cars 1957
GRUNY	4,100	88	3,620	98.0	4,000	16,619	1,716	470	5,678
GUTHRIE	4,100	90	3,690	97.4	4,000	13,670	2,899	257	5,352
HAMILTON	6,500	94	6,130	97.9	6,100	25,493	4,393	524	7,916
HANCOCK	4,100	80	3,280	98.0	4,000	16,700	2,824	408	5,757
HARDIN	7,300	94	6,880	97.9	7,100	31,083	5,232	591	8,913
HARRISON	5,300	96	5,070	97.7	5,200	17,136	3,394	644	6,271
HENRY	5,500	79	4,330	97.7	5,400	20,644	3,521	484	6,893
HOWARD	3,800	68	2,580	97.1	3,700	12,976	2,106	333	4,582
HUMBOLDT	3,800	69	2,630	97.7	3,700	15,867	2,930	248	4,999
IDA	3,200	91	2,920	97.6	3,100	9,832	1,341	234	4,114
IOWA	4,700	81	3,790	97.6	4,600	17,931	3,648	372	5,856
JACKSON	5,500	90	4,970	97.3	5,400	23,393	4,730	563	7,140
JASPER	10,000	95	9,480	97.9	9,800	37,656	10,181	1,199	13,187
JEFFERSON	5,600	79	4,400	97.6	5,500	18,809	4,072	471	5,906
JOHNSON	13,400	81	10,910	97.4	13,100	56,174	10,441	1,945	16,182
JONES	5,000	90	5,060	97.3	5,100	23,403	4,191	421	7,092
KEOKUK	5,400	81	4,350	97.7	5,300	16,612	2,923	323	6,047
KOSSUTH	7,500	69	5,210	97.8	7,300	28,466	4,653	478	9,535
LEE	13,300	78	10,390	97.4	13,000	46,318	11,253	1,527	15,825
LINN	39,500	98	37,880	97.6	38,600	170,644	32,695	6,064	47,294
LOUISA	3,200	81	2,580	97.0	3,100	10,782	2,568	287	4,012
LUCAS	3,400	63	2,150	97.2	3,300	11,631	3,015	200	4,075
LYON	4,100	91	3,730	97.5	4,000	12,310	2,288	234	5,323
MADISON	3,900	89	3,460	96.8	3,800	15,283	2,942	551	4,644
MAHASKA	7,900	75	5,930	98.0	7,700	29,039	5,936	696	8,966
MARION	7,200	93	6,710	97.6	7,060	22,279	4,854	609	8,551
MARSHALL	11,700	94	10,990	98.0	11,500	52,600	10,378	1,879	14,238
MILLS	3,300	90	2,980	97.4	3,200	10,328	2,122	258	4,399
MITCHELL	4,000	82	3,290	97.7	3,960	15,744	3,225	249	5,208
MONONA	4,800	96	4,600	97.4	4,700	14,584	3,189	297	5,512
MONROE	2,900	69	2,010	97.4	2,800	11,052	2,648	209	3,725
MONTGOMERY	5,100	80	4,610	97.8	5,000	20,418	4,192	532	5,895
MUSCATINE	10,500	96	10,090	97.8	10,300	44,194	9,227	817	12,375
O'BRIEN	5,900	78	4,580	97.9	5,800	22,843	4,270	383	7,214
OSCEOLA	2,900	78	2,250	97.9	2,800	11,518	1,867	202	3,962
PAGE	7,400	92	6,830	97.8	7,200	29,973	5,378	840	7,730
PALO ALTO	4,000	64	2,540	98.0	3,900	17,013	2,772	302	5,443
PLYMOUTH	7,200	91	6,550	97.7	7,000	24,845	4,039	628	8,347
POCAHONTAS	4,200	88	2,840	98.2	4,100	14,373	2,663	350	5,675
POLK	83,500	95	79,660	97.7	81,600	356,209	72,050	12,623	91,407
POTTAWATTAMIE	22,300	94	20,960	97.7	21,800	76,424	18,490	2,745	27,415
POWESHINK	5,600	75	4,200	97.8	5,500	20,021	4,491	512	6,876
RINGGOLD	2,800	77	2,160	97.6	2,700	6,362	1,229	167	3,174
SAC	5,200	77	3,980	97.8	5,100	19,048	3,155	324	6,696
SCOTT	35,600	96	34,280	97.9	34,900	160,147	32,077	5,308	42,643
SHELBY	4,400	93	4,110	97.8	4,300	14,064	1,727	341	5,788
SIoux	8,800	91	6,190	97.5	8,600	25,203	3,883	529	9,616
STORY	13,400	94	12,580	98.0	13,100	57,818	14,398	1,674	15,717
TAMA	6,500	88	5,720	97.8	6,400	22,554	3,903	619	8,017
TAYLOR	3,800	77	2,920	97.5	3,700	6,913	1,370	209	4,017
UNION	5,700	75	4,270	97.4	5,600	16,299	3,790	668	5,190
VAN BUREN	3,500	77	2,710	97.4	3,400	9,747	2,285	120	3,679
WAPELLO	16,400	79	12,740	97.4	16,000	50,241	12,122	1,944	16,195
WARREN	5,300	89	4,710	97.9	5,200	15,869	3,817	206	7,091
WASHINGTON	6,300	81	5,090	97.1	6,100	25,572	3,520	582	7,252
WAYNE	3,700	68	2,530	97.7	3,600	9,608	1,982	268	3,837
WEBSTER	13,800	95	13,180	97.8	13,500	60,834	12,484	1,661	17,162
WINNEBAGO	3,800	80	3,040	97.9	3,700	15,710	3,394	315	5,138
WINNESHIEK	6,400	68	4,360	97.7	6,300	19,605	3,598	411	6,979
WOODRUFF	36,000	86	31,540	97.7	35,200	148,463	28,076	4,903	36,103
WORTH	3,200	83	2,610	97.3	3,100	8,589	1,873	128	4,044
WRIGHT	6,200	86	5,310	97.9	6,100	22,836	4,643	574	7,397
TOTAL	834,000		734,600		814,800	3,247,190	641,958	90,026	985,405

Sources of information: "Total Homes" were prepared by A. C. Nielsen Co. from estimates by Sales Management updated to March 1958 by application of growth patterns determined by special surveys of the U. S. Bureau of the Census. "Percent TV Penetration" and "TV Homes"—as of March 1958—were supplied by the Advertising Research Foundation. The ARF county-by-county report of tv penetration and tv homes was prepared by the ARF technical staff with the assistance of A. C. Nielsen Co. and the Bureau of the Census. "Percent Radio

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Iowa—Greatest
food-producing area
in the world

34 1/2 million
acres of
Iowa land
(96%) is
in farms

Iowa—first
in value and
number of
eggs produced.

Iowa—first in
value and number
of hogs on farms

Iowa—first
in value of
livestock on
farms

Iowa annually
ranks 1st or 2nd
in farm income
(altho many farm
states are larger)

22 1/2% of all the
Grade 1 land in the
U. S. is within
WMT's 0.5 mv
contour

The farms
account for
about \$2 3/4
billion of Iowa's
annual income,
that's only half
the story

In the highly
industrialized
Eastern half of
Iowa \$2 out of
every \$3 of income
comes from
industry

WMT's
national
rep:
The Katz
Agency

The WMT Stations
CBS Radio and Television
for Eastern Iowa
600 kc Channel 2

Kansas market facts

County	Total Homes	% Television Penetration	Television Homes	% Radio Penetration	Radio Homes	Retail Sales 1957 (\$000)	Food Sales 1957 (\$000)	Drug Sales 1957 (\$000)	Passenger Cars 1957
ALLEN	5,400	68%	3,670	97.1%	5,200	18,376	4,177	471	6,570
ANDERSON	3,000	61	1,830	97.3	2,900	8,120	1,969	223	3,460
ATCHISON	6,400	86	5,480	97.1	6,200	19,991	4,864	832	7,437
BARBER	2,800	72	2,020	97.1	2,700	13,267	3,382	614	3,574
BARTON	10,800	93	9,990	97.6	10,500	43,120	9,085	1,534	14,208
BOURBON	6,000	68	4,080	96.7	5,600	17,631	3,952	475	6,416
BROWN	4,900	75	3,690	97.2	4,800	14,931	3,094	539	5,149
BUTLER	12,400	81	10,030	97.2	12,100	48,037	9,814	1,216	15,777
CHASE	1,400	71	990	97.0	1,400	3,396	717	134	1,628
CHAUTAUQUA	2,100	60	1,250	96.1	2,000	7,112	1,243	261	2,498
CHEROKEE	7,600	70	5,340	96.8	7,400	16,120	4,807	599	8,689
CHEYENNE	1,400	40	560	97.0	1,400	5,060	929	170	1,864
CLARK	1,100	60	660	97.4	1,100	3,443	806	277	1,468
CLAY	3,600	61	2,190	97.7	3,500	13,564	2,515	236	4,419
CLOUD	4,900	54	2,650	96.9	4,700	17,301	3,913	613	5,421
COFFEY	2,600	61	1,590	97.6	2,500	8,385	1,540	368	3,362
COMANCHE	1,000	73	730	96.7	1,000	3,067	749	162	1,391
COWLEY	12,400	76	9,480	97.2	12,100	46,389	9,666	1,354	15,235
CRAWFORD	14,000	77	10,710	97.2	13,600	39,126	10,041	1,445	13,929
DECATUR	2,000	55	1,090	97.2	1,900	5,500	1,157	153	2,343
DICKINSON	7,300	55	3,980	97.5	7,100	23,497	5,154	652	8,396
DONIPHAN	3,300	85	2,820	96.1	3,200	6,223	2,019	189	3,524
DOUGLAS	9,700	73	7,110	97.6	9,500	40,922	9,089	1,393	13,866
EDWARDS	1,800	78	1,410	97.7	1,800	6,010	1,036	200	2,157
ELK	1,900	59	1,130	97.3	1,800	3,582	892	125	2,177
ELLIS	5,200	70	3,630	97.4	5,100	26,273	4,906	506	6,822
ELLSWORTH	2,600	64	1,670	97.1	2,500	7,839	1,822	307	3,235
FINNEY	4,300	52	2,240	97.3	4,200	25,676	5,391	559	5,543
FORD	6,300	60	3,810	97.7	6,200	33,886	5,104	902	8,016
FRANKLIN	6,600	80	5,250	97.3	6,400	23,217	6,062	722	7,459
GEARY	7,100	55	3,870	97.2	6,900	27,453	5,915	736	10,561
GOVE	1,000	49	490	97.4	1,000	3,001	727	122	1,380
GRAHAM	1,300	54	700	97.5	1,300	5,158	972	245	2,070
GRANT	1,400	43	600	96.3	1,300	7,013	1,461	179	1,767
GRAY	1,200	61	730	94.7	1,100	4,205	789	196	1,653
GREELEY	600	42	250	96.5	600	2,394	461	60	695
GREENWOOD	3,700	72	2,670	97.1	3,600	11,743	2,448	410	4,926
HAMILTON	800	35	280	97.4	800	4,626	904	123	1,057
HARPER	3,000	72	2,160	97.6	2,900	11,444	2,591	482	4,035
HARVEY	7,800	79	6,130	97.5	7,600	29,299	5,968	681	9,718
HASKELL	700	43	300	97.0	700	2,498	471	94	1,108
HODGEMAN	900	78	700	98.2	900	2,539	313	86	1,245
JACKSON	3,300	75	2,490	96.5	3,200	10,251	2,905	192	4,073
JEFFERSON	3,600	75	2,700	96.8	3,500	9,225	1,888	261	4,125
JEWELL	2,600	54	1,410	97.2	2,500	4,645	1,175	153	3,246
JOHNSON	40,200	94	37,720	97.7	39,300	112,815	39,938	6,256	50,746
KEARNEY	900	43	390	97.2	900	2,307	624	99	1,122
KINGMAN	3,300	72	2,380	97.0	3,200	9,421	2,261	254	4,012
KIOWA	1,400	72	1,010	96.9	1,400	5,275	1,024	236	1,874
LABETTE	9,400	63	5,960	97.1	9,100	27,393	6,848	843	10,127
LANE	900	49	440	97.1	900	3,138	720	91	1,194
LEAVENWORTH	11,200	94	10,580	96.9	10,900	31,105	8,283	1,192	13,033
LINCOLN	1,900	65	1,230	97.7	1,900	5,182	1,100	73	2,397
LINN	2,900	78	2,260	98.2	2,800	9,592	1,471	210	3,155
LOGAN	1,100	38	436	97.4	1,100	4,716	991	101	1,429
LYON	7,800	62	4,870	97.3	7,600	31,482	6,490	1,319	9,986
MARION	5,000	71	3,570	97.0	4,900	16,182	2,889	466	5,959
MARSHALL	5,300	58	3,080	97.3	5,200	17,214	3,367	2,337	6,438
MC PHERSON	7,500	77	5,750	96.3	7,200	24,343	5,026	874	9,489
MEADE	1,600	61	970	97.6	1,600	5,234	1,198	245	2,098
MIAMI	6,200	78	4,810	97.2	6,000	17,809	4,050	544	7,068
MITCHELL	2,800	54	1,510	97.3	2,700	14,194	1,989	360	3,558
MONTGOMERY	16,700	75	12,530	97.0	16,200	55,631	14,151	1,941	18,578
MORRIS	2,500	71	1,780	97.5	2,400	7,252	1,483	90	3,163
MORTON	1,800	35	350	96.0	1,800	4,382	1,068	145	1,206
NEMAHIA	4,000	75	3,010	97.0	3,900	13,179	2,446	468	4,726

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Kansas CONTINUED

County	Total Homes	% Television Penetration	Television Homes	% Radio Penetration	Radio Homes	Retail Sales 1957 (\$000)	Food Sales 1957 (\$000)	Drug Sales 1957 (\$000)	Passenger Cars 1957
NEOSHO	6,600	70	4,650	97.1	6,400	19,877	4,507	587	7,659
NESS	1,700	48	820	97.7	1,700	4,519	1,144	168	2,248
NORTON	2,700	54	1,460	96.8	2,600	9,158	1,727	347	3,311
OSAGE	4,400	80	3,500	97.0	4,300	12,090	2,968	309	4,818
OSBORNE	2,400	58	1,400	97.5	2,300	5,604	1,361	146	3,106
OTTAWA	2,300	64	1,480	97.4	2,200	5,307	1,095	163	2,809
PAWNEE	2,800	78	2,190	97.5	2,700	9,622	2,209	349	4,064
PHILLIPS	3,400	59	1,990	96.9	3,300	9,437	1,871	278	3,526
PATAWATOMIE	3,700	59	2,170	97.1	3,600	14,960	2,460	406	4,345
PRATT	3,900	72	2,820	97.0	3,800	20,096	3,761	623	5,325
RAWLINS	1,500	39	590	97.6	1,500	4,267	900	145	1,921
RENO	19,600	93	18,280	96.8	19,000	69,907	14,176	2,060	24,286
REPUBLIC	3,500	61	2,130	96.9	3,400	8,495	1,736	267	4,006
RICE	4,700	77	3,610	97.6	4,600	12,622	3,479	435	6,043
RIEY	7,100	61	4,330	97.9	7,000	40,291	8,005	1,150	12,353
ROOKS	3,000	59	1,760	97.1	2,900	11,724	2,438	362	3,725
RUSH	2,000	70	1,400	97.3	1,900	6,293	1,089	239	2,711
RUSSELL	3,800	70	2,650	97.6	3,700	15,113	3,275	601	6,137
SALINE	14,200	74	10,540	97.6	13,900	65,263	12,367	1,677	19,255
SCOTT	1,300	48	620	96.9	1,300	7,970	1,710	311	1,895
SEDGWICK	106,400	93	98,880	97.6	103,800	419,938	84,754	15,988	137,735
SEWARD	3,900	43	1,670	97.0	3,800	26,967	4,984	817	5,189
SHAWNEE	42,100	93	39,310	97.6	41,100	165,728	35,923	6,884	51,870
SHERIDAN	1,100	54	590	97.4	1,100	3,368	496	81	1,560
SHERMAN	1,800	41	740	97.7	1,800	8,023	1,563	208	2,506
SMITH	2,600	58	1,520	97.2	2,500	6,848	1,371	179	3,316
STAFFORD	2,300	78	1,790	97.5	2,200	7,111	1,363	153	3,389
STANTON	600	35	210	96.5	600	1,900	258	85	774
STEVENS	1,200	35	420	97.5	1,200	5,414	1,041	257	1,776
SUMNER	8,900	72	6,410	97.2	8,700	27,759	6,063	751	11,018
THOMAS	2,200	39	860	97.4	2,100	10,917	2,079	323	2,781
TIEGO	1,500	49	740	97.0	1,500	6,514	1,047	191	2,216
WABAUNSEE	2,200	63	1,380	96.5	2,100	5,319	1,236	156	2,629
WALLACE	700	41	290	98.2	700	2,225	234	55	829
WASHINGTON	3,700	61	2,250	97.2	3,600	7,170	1,616	163	4,490
WICHITA	700	40	280	96.8	700	3,786	702		962
WILSON	4,700	70	3,310	97.0	4,600	12,519	3,260	425	5,467
WOODSON	2,000	61	1,220	96.8	1,900	5,245	1,189	150	2,282
WYANDOTTE	62,800	94	59,340	97.5	61,200	173,729	45,223	7,325	60,921
TOTAL	673,400		530,800		656,000	2,355,096	523,118	83,253	929,381

Kentucky market facts

County	Total Homes	% Television Penetration	Television Homes	% Radio Penetration	Radio Homes	Retail Sales 1957 (\$000)	Food Sales 1957 (\$000)	Drug Sales 1957 (\$000)	Passenger Cars 1957
ADAIR	3,500	57%	1,980	93.7%	3,300	8,152	1,801	277	3,860
ALLEN	3,400	54	1,830	95.6	3,200	11,031	2,060	257	3,652
ANDERSON	2,400	68	1,640	96.0	2,300	5,258	1,409	195	3,164
BALLARD	4,100	55	2,240	95.6	3,900	6,510	2,271	182	2,565
BARREN	8,400	54	4,530	95.3	8,000	24,010	5,165	818	8,510
BATH	2,500	47	1,170	93.7	2,300	4,257	1,640	114	2,279
BELL	8,700	38	5,020	94.1	8,200	23,165	6,480	873	7,581
BOONE	5,500	88	4,830	96.4	5,300	11,771	3,233	233	9,743
BOURBON	4,900	61	3,000	95.9	4,700	16,430	4,901	417	5,547
BOYD	15,500	91	14,130	96.5	15,000	60,205	15,995	1,810	18,397
BOYLE	5,500	59	3,260	95.7	5,300	18,952	4,179	552	7,058
BRACKEN	2,200	80	1,770	95.9	2,100	5,475	1,405	97	2,649
BREATHITT	3,500	45	1,570	90.5	3,200	6,882	2,012	104	1,694
BRECKINRIDGE	3,800	74	2,820	93.4	3,500	6,039	1,613	88	3,772
BULLITT	4,200	89	3,730	93.9	3,900	9,252	3,158	330	4,257
BUTLER	2,200	51	1,120	92.3	2,000	2,455	834	66	2,033
CALDWELL	3,500	45	1,560	94.9	3,300	11,100	2,954	374	3,992
CALLOWAY	5,800	61	2,970	96.0	5,600	20,973	4,302	633	7,090
CAMPBELL	28,900	92	25,740	97.1	27,200	78,086	24,432	3,017	31,001
CARLISLE	1,700	55	930	96.7	1,600	6,514	1,365	161	1,992

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Source of information: "Total Homes" were prepared by A. C. Nielsen Co. from estimates by Sales Management updated to March 1958 by application of growth patterns determined by special surveys of the U. S. Bureau of the Census. "Percent TV Penetration" and "TV Homes" — as of March 1958 — were supplied by the Advertising Research Foundation. The ARF county-by-county report of TV penetration and TV homes was prepared by the ARF technical staff with the assistance of A. C. Nielsen Co. and the Bureau of the Census. "Percent Radio

Penetration" figures were supplied to the BROADCASTING YEAR-BOOK by the A. C. Nielsen Co. and are the figures currently in use by that company. "Radio Homes" are the product of multiplying Nielsen percentages of penetration by total homes. "Retail Sales," "Food Sales" and "Drug Sales" copyright 1958 by Sales Management; no further reproduction authorized without express permission of Sales Management. "Passenger Cars" are official registration figures from the various states.

Kentucky CONTINUED

County	Total Homes	% Television Penetration	Television Homes	% Radio Penetration	Radio Homes	Retail Sales 1957 (\$000)	Food Sales 1957 (\$000)	Drug Sales 1957 (\$000)	Passenger Cars 1957
CARROLL	2,700	88	2,370	94.8	2,600	7,847	2,368	173	2,814
CARTER	4,800	80	3,820	92.6	4,400	10,995	3,134	301	4,553
CASBY	3,600	53	1,910	94.3	3,400	5,833	1,493		3,383
CHRISTIAN	17,400	64	11,140	94.4	18,400	45,580	9,548	1,055	16,063
CLARK	5,300	47	2,500	95.1	5,100	17,323	4,463	618	7,156
CLAY	3,700	37	1,360	91.0	3,400	8,201	1,461	60	3,662
CLINTON	2,000	37	730	93.7	1,900	3,799	852	115	2,170
CRITTENDEN	2,700	45	1,210	94.2	2,500	5,854	1,460	183	2,659
CUMBERLAND	2,500	51	1,280	93.5	2,300	3,791	848	128	1,682
DAVLESS	19,900	74	14,780	96.6	19,200	76,534	19,763	2,364	21,936
EDMONSON	1,700	54	920	93.7	1,600	3,048	475	56	1,734
ELLIOTT	1,300	79	1,030	93.6	1,200	1,404	503		1,013
ESTILL	3,100	37	1,160	92.5	2,900	6,063	2,107	172	3,034
FAVETTE	34,900	62	21,700	96.4	33,600	150,834	29,778	5,671	37,598
FLEMING	2,500	58	1,450	95.2	2,400	7,395	1,515	154	4,074
FLOYD	9,300	75	6,990	94.5	8,800	16,241	3,988	362	7,426
FRANKLIN	8,200	70	5,700	96.4	7,900	30,167	8,014	1,047	9,172
FULTON	3,100	51	1,590	95.1	2,900	13,032	4,118	391	3,623
GALLATIN	1,000	88	880	95.2	1,000	5,467	1,023	105	1,823
GARRARD	2,900	59	1,710	95.6	2,800	6,286	1,398	158	3,034
GRANT	2,800	88	2,460	95.0	2,700	7,193	1,713	166	3,730
GRAVES	10,900	50	5,470	96.0	10,500	27,063	6,549	748	9,650
GRAYSON	4,300	54	2,320	94.7	4,100	10,061	2,182	368	3,691
GREEN	3,000	57	1,700	95.0	2,900	6,342	1,888	122	3,014
GREENUP	6,900	80	5,490	95.0	6,600	8,466	3,515	343	8,530
HANCOCK	1,400	74	1,030	94.4	1,300	2,284	939		1,700
HARDIN	13,900	81	11,260	95.7	13,300	46,964	9,953	1,070	17,728
HARLAN	14,100	62	8,760	94.3	13,300	30,641	8,634	707	11,668
HARRISON	4,200	70	2,950	95.8	4,000	13,210	2,953	320	4,989
HART	3,800	54	2,050	94.0	3,600	7,438	1,974	280	3,899
HENDERSON	11,400	71	8,100	95.3	10,900	36,604	8,816	702	12,205
HENRY	2,900	72	2,100	95.4	2,800	7,323	1,773	349	3,235
HICKMAN	2,000	55	1,090	95.3	1,900	4,971	1,616	99	1,932
HOPKINS	12,100	54	6,540	95.0	11,500	30,811	8,811	521	11,722
JACKSON	2,700	38	970	90.6	2,400	3,940	754	67	1,581
JEFFERSON	178,300	91	162,750	96.7	172,400	710,459	60,419	30,565	198,685
JESSAMINE	3,800	59	2,130	94.4	3,400	9,072	2,225	224	4,794
JOHNSON	4,700	68	3,190	94.7	4,500	11,576	3,033	175	4,284
KENTON	40,300	94	37,890	97.2	39,200	178,140	37,270	4,304	34,990
KNOTT	3,100	45	1,390	90.5	2,800	2,312	880		2,226
KNOX	0,100	47	2,850	92.9	5,700	8,982	2,592	101	4,389
LARUE	2,700	56	1,520	94.7	2,600	5,925	1,364	182	3,183
LAUREL	6,200	36	2,220	94.2	5,800	14,528	3,882	378	5,750
LAWRENCE	3,100	68	2,100	94.4	2,900	5,878	811	162	2,430
LEE	1,800	42	750	92.6	1,700	4,052	850	111	1,509
LESIE	2,900	37	1,070	92.2	2,700	2,365	742	62	1,265
LETCHER	6,500	50	3,240	94.0	6,100	12,170	3,306	217	6,741
LEWIS	2,800	58	1,630	94.5	2,600	5,759	1,464	129	3,082
LINCOLN	4,400	53	2,330	94.9	4,200	8,876	2,078	146	3,692
LIVINGSTON	1,800	49	880	92.3	1,700	2,985	961	32	2,141
LOGAN	5,700	66	3,740	95.0	5,400	15,847	4,022	477	6,389
LYON	1,600	51	810	94.2	1,500	2,818	780	131	1,448
MC CRACKEN	22,100	59	13,030	95.5	21,100	74,111	18,414	3,095	20,883
MC CREARY	2,900	47	1,380	91.0	2,600	5,798	1,561	62	2,862
MC LEAN	2,500	51	1,270	95.7	2,400	5,442	1,191	134	2,843
MADISON	9,100	47	4,240	95.6	8,700	26,101	5,284	2,345	9,194
MADOFFIN	2,100	45	950	90.4	1,900	1,985	96	73	1,396
MARION	3,800	68	2,600	94.9	3,600	11,347	2,787	216	4,333
MARSHALL	5,600	55	3,070	94.8	5,300	16,211	4,001	267	5,350
MARTIN	1,800	68	1,230	92.5	1,700	1,877	348	52	1,990
MASON	5,500	80	4,420	98.2	5,300	18,687	4,527	637	5,824
MEADE	2,000	75	1,490	95.0	1,900	10,688	1,633	92	3,241
MENIFEE	700	39	270	92.5	670	606	167		767
MERCER	4,300	59	2,550	95.8	4,100	11,528	2,751	395	5,674
METCALFE	2,200	51	1,130	94.7	2,100	2,977	613	92	1,871
MONROE	3,000	51	1,530	93.8	2,800	9,174	1,332	306	2,977

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Sources of information: "Total Homes" were prepared by A. C. Nielsen Co. from estimates by Sales Management updated to March 1955 by application of growth patterns determined by special surveys of the U. S. Bureau of the Census. "Percent Tv Penetration" and "Tv Homes"—as of March 1955—were supplied by the Advertising Research Foundation. The ARF county-by-county report of tv penetration and tv homes was prepared by the ARF technical staff with the assistance of A. C. Nielsen Co. and the Bureau of the Census. "Percent Radio

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Victor A. Sholis, Director

John Fouts, Sales Mgr.

Represented Nationally by
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*Alfred Politz Research, Inc.

Associated with the Courier-Journal and Louisville Times

Kentucky CONTINUED

County	Total Homes	% Television Penetration	Television Homes	% Radio Penetration	Radio Homes	Retail Sales 1957 (\$000)	Food Sales 1957 (\$000)	Drug Sales 1957 (\$000)	Passenger Cars 1957
MONTGOMERY	2,600	47	1,230	95.5	2,500	14,875	3,084	482	4,625
MORGAN	2,600	42	1,090	92.5	2,400	6,071	1,487	80	2,078
MUHLENBERG	7,600	56	4,290	94.2	7,200	18,125	5,357	415	7,805
NELSON	4,900	89	4,350	95.2	4,700	14,847	3,218	322	5,752
NICHOLAS	2,000	62	1,230	95.3	1,900	3,604	1,206	157	2,193
OHIO	4,700	50	2,370	93.4	4,400	8,020	3,150	357	4,378
OLDHAM	3,000	72	2,170	95.9	2,900	7,709	1,968	186	4,809
OWEN	2,600	70	1,810	95.5	2,500	4,397	1,107	250	2,411
OWSLEY	1,400	86	510	91.8	1,300	1,070	489	...	767
PENDELTON	2,900	80	2,320	96.2	2,800	6,093	1,715	213	3,176
PERRY	8,200	51	4,180	94.0	7,700	19,223	4,058	428	6,767
PIKE	15,800	63	9,890	95.0	14,800	27,032	7,630	465	17,187
POWELL	1,600	38	570	80.6	1,300	1,748	235	79	1,388
PULASKI	8,800	48	4,090	94.6	8,100	19,727	4,856	691	9,705
ROBERTSON	500	80	400	95.0	500	490	263	...	760
ROCKCASTLE	2,700	36	970	91.0	2,500	4,291	1,028	139	2,395
ROWAN	2,500	58	1,450	92.8	2,300	9,417	1,663	289	3,357
RUSSELL	2,600	63	1,380	94.1	2,400	4,250	1,251	202	2,830
SCOTT	3,900	70	2,740	95.5	3,700	10,232	3,345	367	4,768
SHRUBY	5,300	72	3,820	96.1	5,100	16,662	3,224	157	6,433
SIMPSON	2,800	66	1,840	96.8	2,700	10,358	1,921	134	3,839
SPENCER	1,500	89	1,330	95.4	1,400	3,655	794	440	1,920
TAYLOR	4,100	57	2,320	95.5	3,900	10,946	2,590	253	4,839
TODD	3,300	68	2,170	94.5	3,100	7,276	1,887	314	2,799
TRIGG	2,200	51	1,130	94.7	2,100	5,018	1,327	199	2,474
TRIMBLE	1,400	72	1,010	95.0	1,300	2,373	532	163	1,585
UNION	4,100	49	1,990	95.0	3,900	13,741	3,480	430	4,760
WARREN	13,000	69	8,170	95.4	12,400	41,896	9,235	1,423	14,400
WASHINGTON	2,900	69	1,990	96.1	2,800	7,126	1,997	213	3,384
WAYNE	3,500	37	1,290	92.1	3,200	4,209	611	273	2,932
WEBSTER	4,500	48	2,180	93.6	4,200	9,892	2,394	250	4,409
WHITLEY	6,400	47	3,020	93.6	6,000	19,254	5,014	464	6,844
WOLFE	1,500	41	620	91.2	1,400	1,273	266	39	940
WOODFORD	3,100	70	2,180	95.3	3,000	8,960	2,680	299	3,887
TOTAL	831,600		584,090		793,700	2,488,455	609,834	84,875	876,318

Louisiana market facts

County	Total Homes	% Television Penetration	Television Homes	% Radio Penetration	Radio Homes	Retail Sales 1957 (\$000)	Food Sales 1957 (\$000)	Drug Sales 1957 (\$000)	Passenger Cars 1957 ^c
ACADIA	13,000	59%	7,690	95.5%	12,400	36,121	6,444	950	
ALLEN	5,500	59	3,270	94.9	5,200	15,853	2,414	443	
ASCENSION	6,000	63	3,790	94.6	5,700	26,382	5,841	644	
ASSUMPTION	3,900	57	2,210	94.8	3,700	7,823	1,323	292	
AVOUELLES	10,500	61	6,360	94.6	9,900	21,875	4,079	838	
BEAUBEGARD	5,700	59	3,390	95.7	5,500	15,412	4,162	454	
BIENVILLE	4,300	57	2,470	96.6	4,200	8,044	2,158	282	
BOSSIER	13,400	76	10,220	95.5	12,800	34,433	10,375	728	
CADEDO	61,700	83	51,160	96.1	59,300	259,111	69,732	9,193	
CALCASIEU	36,800	72	26,520	96.7	35,600	148,958	29,888	4,622	
CALWELL	2,700	62	1,680	96.1	2,600	5,207	1,135	141	
CAMERON	1,300	61	790	95.5	1,200	4,990	1,850	148	
CATAHOULA	2,700	57	1,550	94.1	2,500	8,192	3,356	302	
CLABORNE	6,100	68	3,510	95.7	5,800	15,385	3,736	870	
CONCORDIA	3,700	57	2,120	93.9	3,500	12,658	2,567	462	
DE SOUD	5,700	70	3,970	94.3	5,400	16,624	3,850	425	
E. BATON ROUGE	64,700	82	52,750	97.0	62,800	281,267	55,674	10,892	
EAST CARROLL	3,900	64	2,490	93.0	3,700	7,579	2,139	289	
E. FELICIANA	3,400	56	1,900	95.4	3,200	4,968	1,133	85	
EVANGELINE	8,800	58	5,060	95.0	8,400	13,650	2,208	354	
FRANKLIN	7,100	65	4,610	95.1	6,800	12,580	2,379	533	
GRANT	3,400	65	2,200	96.4	3,300	5,712	1,743	120	
IBERIA	11,500	65	7,520	95.6	11,000	45,155	9,542	1,410	
IBERVILLE	8,900	58	4,030	94.5	6,500	16,052	4,368	442	
JACKSON	3,600	65	2,340	96.2	3,500	26,609	2,807	403	
JEFFERSON	47,100	85	39,860	97.0	45,700	133,300	49,065	4,533	
JEFFERSON DAVIS	9,000	60	4,810	96.0	7,700	26,285	5,506	793	
LAFAYETTE	18,600	68	12,630	95.8	17,800	85,506	14,507	2,351	
LAFOURCHE	11,400	78	8,850	95.5	10,000	46,411	10,305	1,117	
LA SALLE	3,900	62	2,430	95.5	3,700	8,748	2,031	264	

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And June Hooper shows WTIX firster than before—with 32.8% all-day average!

And latest Pulse shows WTIX first in every daytime Pulse quarter-hour . . . and first in 499 of 504 Pulse quarters.

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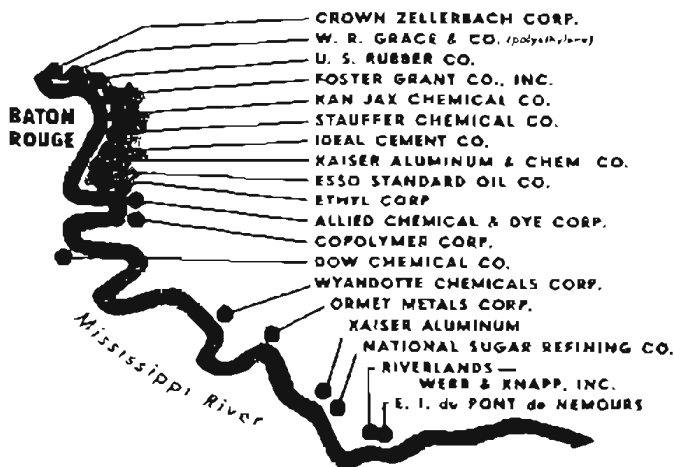
WDGY Minneapolis St. Paul
REPRESENTED BY JOHN BLAIR & CO.
WHB Kansas City
REPRESENTED BY JOHN BLAIR & CO.
WTIX New Orleans
REPRESENTED BY ADAM YOUNG INC.
WQAM Miami
REPRESENTED BY JOHN BLAIR & CO.

Louisiana CONTINUED

County	Total Homes	% Television Penetration	Television Homes	% Radio Penetration	Radio Homes	Retail Sales 1957 (\$000)	Food Sales 1957 (\$000)	Drug Sales 1957 (\$000)	Passenger Cars 1957
LINCOLN	6,900	61	1,180	86.1	6,600	20,919	4,396	528	
LIVINGSTON	5,700	63	3,610	95.8	5,500	14,049	3,997	346	
MADISON	4,400	61	2,810	93.6	4,100	11,701	2,165	136	
MORFHOUSE	9,900	62	6,160	95.2	9,400	21,863	6,112	830	
NATCHITOCHELS	9,300	62	5,740	94.9	8,800	18,208	3,997	537	
ORLEANS	193,360	85	164,350	96.7	186,900	809,564	145,297	35,550	
OUACHITA	25,800	76	19,430	96.5	24,700	109,686	23,205	3,114	
PLAQUEMINES	3,700	79	2,940	95.3	3,500	17,059	6,835	359	
POINTE COUPEE	5,200	56	2,500	95.5	5,000	9,461	2,822	412	
RAPIDES	30,000	73	22,020	95.7	28,700	97,530	21,456	2,668	
RED RIVER	2,600	69	1,800	94.2	2,400	5,995	1,356	185	
RICHLAND	6,400	75	4,780	95.1	6,100	16,529	3,899	415	
SABINE	5,100	53	2,710	95.4	4,900	10,602	2,901	115	
ST. BERNARD	6,900	84	5,800	95.7	6,600	6,601	2,631	162	
ST. CHARLES	3,400	73	2,480	95.9	3,300	7,858	1,469	300	
ST. HELRINA	2,400	55	1,330	94.7	2,300	1,670	464	16	
ST. JAMES	3,300	73	2,410	94.6	3,100	16,084	3,385	263	
ST. JOHN BAPT.	3,500	73	2,560	95.1	3,300	6,682	2,143	306	
ST. LANDRY	20,700	59	12,110	94.5	19,600	58,935	10,135	1,227	
ST. MARTIN	6,100	56	3,440	95.1	5,800	15,355	2,888	263	
ST. MARY	10,500	66	6,880	95.2	10,000	50,274	14,915	1,684	
ST. TAMMANY	8,300	73	6,060	95.9	8,000	23,815	4,929	645	
TANGIPAROA	16,100	82	13,180	95.0	15,300	50,351	11,358	1,545	
TENSAS	3,200	54	2,040	92.9	3,000	6,240	1,098	314	
TERREBONNE	12,200	81	9,910	95.4	11,600	57,522	14,027	1,457	
UNION	4,700	61	2,850	96.0	4,500	9,494	2,063	234	
VERMILION	10,200	58	5,910	96.2	9,800	30,015	6,448	1,040	
VERNON	6,100	53	3,240	94.5	5,800	19,480	4,165	543	
WASHINGTON	11,200	78	8,730	95.9	10,700	32,538	8,157	1,242	
WEBSTER	10,400	73	7,600	96.5	10,000	28,157	7,134	873	
W. BATON ROUGE	3,200	58	1,870	94.6	3,000	5,574	2,099	143	
WEST CARROLL	3,700	75	2,760	96.1	3,600	7,134	781	218	
W. FELICIANA	1,600	56	500	92.7	1,500	3,100	882	95	
WINN	4,300	65	2,790	95.1	4,100	9,625	2,983	531	
TOTAL	845,400		630,570		811,800	2,360,277	638,249	103,256	853,235

*State wide total.

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Esso Standard Oil's Baton Rouge Refinery is America's Largest

7000 employes share a \$45,000,000 payroll at Esso's gigantic refinery in Baton Rouge. The plant site, including 2 tank farms, covers 2300 acres!

Many of the greatest names in American industry have invested hundreds of millions for plants in this "empire area" and others are moving in . . . with \$254,800,000 for additional plants already scheduled.

Effective Buying Income per family in Baton Rouge is \$6,303—far above the national average.

Payrolls are at an all time high!

"Only Sunshine reaches more homes In this BILLION DOLLAR MARKET!"



WBRZ Channel 2

BATON ROUGE, LOUISIANA
Tower 100 ft. Power 100,000 watts
NBC-ABC

Represented by McLaughery

Maine market facts

County	Total Homes	% Television Penetration	Television Homes	% Radio Penetration	Radio Homes	Retail Sales 1957 (\$000)	Food Sales 1957 (\$000)	Drug Sales 1957 (\$000)	Passenger Cars 1957
ANDROSCOGGIN	24,400	91%	22,220	97.8%	23,900	102,478	27,968	2,087	
AROOSTOCK	24,200	77	18,730	97.4	23,600	85,007	22,619	2,415	
CUMBERLAND	51,000	89	45,660	97.9	49,900	233,048	56,419	9,207	
FRANKLIN	5,500	84	4,630	96.8	5,300	15,563	4,828	456	
HANCOCK	10,000	85	8,530	97.3	9,700	35,296	10,696	720	
KENNEBEC	23,400	90	21,150	97.7	22,900	105,072	29,863	2,593	
KNOX	8,800	86	7,610	97.5	8,600	34,503	9,546	1,054	
LINCOLN	5,100	89	4,550	97.1	5,000	21,047	5,791	518	
OXFORD	11,500	88	10,150	97.3	11,200	43,072	11,929	1,012	
PENOBSCOT	31,000	90	27,790	97.8	30,300	141,594	35,925	3,045	
PISCATAQUIS	4,800	85	4,080	97.7	4,700	16,947	5,124	587	
SAGadahoc	6,300	89	5,620	97.4	6,100	18,325	5,222	419	
SOMERSET	10,900	81	8,790	96.9	10,600	36,062	11,214	1,161	
WALDO	6,000	87	5,190	97.4	5,800	19,048	5,318	343	
WASHINGTON	9,300	84	7,850	97.3	9,000	33,532	11,031	1,047	
YORK	27,200	90	24,500	97.8	26,600	102,504	32,448	3,024	
TOTAL	259,400		228,950		253,200	1,043,096	285,941	29,697	*274,331

*State wide total.

Maryland market facts

County	Total Homes	% Television Penetration	Television Homes	% Radio Penetration	Radio Homes	Retail Sales 1957 (\$000)	Food Sales 1957 (\$000)	Drug Sales 1957 (\$000)	Passenger Cars 1957
ALLEGANY	27,200	71%	19,410	94.4%	25,700	102,616	29,601	3,002	24,671
ANNE ARUNDEL	43,900	89	39,200	94.1	41,300	150,438	51,916	5,780	52,718
*BALTIMORE	403,800	89	357,710	95.7	386,600	1,792,682	427,603	75,630	392,640
CALVERT	3,600	83	3,000	89.4	3,200	10,584	2,313	34	3,997
CAROLINE	5,800	86	4,980	91.6	5,300	23,698	4,156	663	6,642
CARROLL	14,100	90	12,620	95.5	13,500	56,540	12,340	1,264	17,615
CECIL	11,000	86	9,410	91.8	10,100	33,959	7,900	637	13,187
CHARLES	6,900	83	5,750	86.3	6,000	28,831	8,194	579	8,495
DORCHESTER	8,200	84	6,910	90.6	7,400	29,957	7,802	500	8,753
FREDERICK	18,200	86	15,660	94.2	17,100	75,650	16,808	1,698	21,977
GARRETT	5,100	58	2,950	88.4	4,500	19,448	4,294	489	6,308
HARFORD	18,100	88	16,010	94.3	17,100	75,327	18,176	2,233	21,708
HOWARD	7,300	85	6,220	92.9	6,800	22,619	3,019	603	10,228
KENT	4,300	86	3,680	91.7	3,900	17,641	4,002	307	5,004
MONTGOMERY	86,100	91	78,060	96.7	83,300	327,416	87,160	12,709	111,326
PRINCE GEORGES	88,200	90	79,600	95.6	84,300	291,598	104,539	14,068	104,954
QUEEN ANNES	4,300	86	3,680	90.6	3,900	13,153	2,877	278	4,855
ST. MARYS	8,600	83	7,150	86.3	7,100	25,747	6,423	788	7,736
SOMERSET	5,800	54	3,160	88.6	5,100	15,658	5,125	430	4,969
TALBOT	6,000	84	5,060	93.0	5,600	35,491	6,972	1,275	7,373
WASHINGTON	25,100	80	20,170	94.1	23,600	115,408	25,175	3,128	28,681
WICOMICO	14,000	84	11,790	92.8	13,000	74,091	14,820	1,863	16,357
WORCESTER	7,500	54	4,080	88.4	6,600	41,669	7,331	1,053	7,434
TOTAL	823,100		716,260		781,300	3,380,219	858,546	128,911	885,627

*Independent city of Baltimore combined with Baltimore County.

Massachusetts market facts

County	Total Homes	% Television Penetration	Television Homes	% Radio Penetration	Radio Homes	Retail Sales 1957 (\$000)	Food Sales 1957 (\$000)	Drug Sales 1957 (\$000)	Passenger Cars 1957
BARNSTABLE	17,700	90%	15,970	95.5%	16,000	100,818	28,784	4,143	
BERKSHIRE	41,900	91	37,950	96.0	40,200	182,999	48,297	5,336	
BRISTOL	120,600	91	110,030	96.5	116,400	410,353	111,817	13,294	
DUKES	1,800	88	1,590	95.5	1,700	13,445	5,829	578	
ESSEX	169,300	91	154,700	96.8	163,900	618,618	170,412	21,438	
FRANKLIN	17,300	88	15,150	95.7	16,600	56,807	13,534	1,601	
HAMPDEN	118,700	92	108,690	97.1	115,300	518,910	119,892	17,922	
HAMPSHIRE	23,100	88	20,350	97.0	22,400	88,442	22,270	2,978	

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Sources of information: "Total Homes" were prepared by A. C. Nielsen Co. from estimates by Sales Management updated to March 1958 by application of growth patterns determined by special surveys of the U. S. Bureau of the Census. "Percent Television Penetration" and "Television Homes"—as of March 1958—were supplied by the Advertising Research Foundation. The ARF county-by-county report of tv penetration and tv homes was prepared by the ARF technical staff with the assistance of A. C. Nielsen Co. and the Bureau of the Census. "Percent Radio

Penetration" figures were supplied to the BROADCASTING YEAR-BOOK by the A. C. Nielsen Co. and are the figures currently in use by that company. "Radio Homes" are the product of multiplying Nielsen percentages of penetration by total homes. "Retail Sales," "Food Sales" and "Drug Sales" copyright 1958 by Sales Management; no further reproduction authorized without express permission of Sales Management. "Passenger Cars" are official registration figures from the various states.

Massachusetts CONTINUED

County	Total Homes	% Television Penetration	Television Homes	% Radio Penetration	Radio Homes	Retail Sales 1957 (\$000)	Food Sales 1957 (\$000)	Drug Sales 1957 (\$000)	Passenger Cars 1957
MIDDLESEX	327,000	91	296,360	97.1	317,500	1,299,222	354,064	43,677	
NANTUCKET	1,000	89	890	97.3	1,000	7,711	2,256	282	
NORFOLK	133,700	91	121,900	97.6	130,500	481,075	127,364	17,338	
PLYMOUTH	67,800	91	61,900	96.2	65,200	250,389	71,753	8,700	
SUFFOLK	238,600	91	217,740	96.5	230,200	1,545,566	392,995	44,835	
WORCHESTER	170,900	91	155,700	96.7	165,300	649,594	169,405	20,858	
TOTAL	1,449,400		1,318,920		1,403,100	6,223,949	1,638,472	202,980	*1,486,000

*State wide total.

Michigan market facts

County	Total Homes	% Television Penetration	Television Homes	% Radio Penetration	Radio Homes	Retail Sales 1957 (\$000)	Food Sales 1957 (\$000)	Drug Sales 1957 (\$000)	Passenger Cars 1957
ALCONA	900	81%	730	94.8%	900	5,829	1,497	368	2,768
ALCOE	2,600	70	1,830	89.4	2,300	8,973	3,277	246	2,940
ALLEGAN	16,900	90	15,260	95.6	16,200	48,954	12,006	1,050	20,191
ALPENA	7,100	67	4,770	95.2	6,800	31,289	8,773	1,120	9,178
ANTRIM	2,800	78	2,180	92.2	2,600	8,651	2,931	384	3,615
ARENAC	2,700	84	2,270	91.9	2,500	10,499	2,326	279	3,789
BARAGA	2,100	72	1,510	90.8	1,900	5,807	1,986	297	2,406
BARRY	9,700	89	8,660	95.6	9,300	25,793	6,528	978	11,263
BAY	29,300	91	26,610	96.5	28,300	117,638	28,442	4,878	35,959
BENZIE	2,300	79	1,820	91.9	2,100	8,845	2,482	434	3,179
BERRIEN	45,700	91	41,580	95.7	43,700	177,096	45,591	7,305	56,819
BRANCH	10,900	84	9,190	95.8	10,400	37,328	8,782	1,319	12,506
CALHOUN	42,100	91	38,250	96.3	40,500	156,311	41,045	5,953	51,065
CASS	11,000	88	9,690	95.0	10,500	25,053	7,765	854	13,445
CHARLEVOIX	3,900	73	2,830	93.3	3,600	15,589	3,850	400	5,194
CHEBOYGAN	3,600	73	2,620	99.4	3,200	17,940	4,433	793	4,870
CHIPPEWA	9,000	73	6,540	92.1	8,300	34,777	9,801	667	9,862
CLARE	3,400	86	2,940	92.1	3,100	15,068	3,337	648	4,508
CLINTON	9,900	91	8,980	96.3	9,500	28,430	6,699	615	12,151
CRAWFORD	1,100	81	890	92.5	1,000	6,211	1,335	222	1,747
DELTA	9,600	78	7,460	94.7	9,100	40,485	11,422	1,083	11,639
DICKINSON	8,400	82	6,850	96.8	8,100	27,735	7,357	646	8,929
EATON	14,100	88	12,460	96.1	13,600	38,574	10,567	1,333	16,955
EMMET	4,700	73	3,420	93.8	4,400	24,824	5,235	756	5,507
GENESSEE	105,400	89	93,920	97.0	102,200	470,451	105,377	18,344	136,088
GLADWIN	2,600	87	2,250	92.7	2,400	10,970	2,797	311	3,755
GOGEBIC	7,900	74	5,840	93.9	7,400	29,228	8,383	736	8,975
GR. TRAVERSE	8,900	79	7,020	95.3	8,500	51,829	10,975	1,546	11,882
GRATIOT	10,200	90	9,200	95.0	9,700	41,366	9,203	1,020	13,742
HILLSDALE	10,900	82	8,930	96.0	10,500	35,628	9,010	696	13,327
HOUGHTON	10,200	87	6,880	95.8	9,300	38,703	13,905	960	17,727
HURON	9,300	90	8,370	95.1	8,800	39,879	7,759	1,215	12,673
INGHAM	64,000	91	58,270	96.2	61,600	277,788	59,625	9,476	77,782
IONIA	11,500	90	10,360	95.5	11,000	41,093	9,120	1,166	14,864
ISCO	4,300	84	3,620	94.6	4,100	17,159	4,500	903	5,845
IRON	5,700	72	4,080	92.9	5,300	18,428	5,388	592	6,972
ISABELLA	8,200	87	7,110	94.9	7,800	32,699	7,475	772	10,221
JACKSON	37,000	91	33,590	96.8	35,800	152,054	35,813	5,764	47,088
KALAMAZOO	47,760	92	43,790	98.4	46,000	196,102	42,909	8,450	58,746
KALKASKA	1,260	78	940	87.1	1,000	3,567	1,052	171	1,708
KENT	103,700	91	94,360	96.9	100,500	431,919	100,400	20,838	129,214
KUWEENAW	600	72	430	89.5	500	1,490	804		896
LAKE	1,400	86	1,210	88.7	1,200	3,928	1,298	179	1,767
LAPPEL	13,300	90	11,970	96.1	12,800	37,297	7,979	1,171	13,535
LEELANAU	2,500	79	1,970	93.1	2,300	6,449	2,216	266	3,679
LENAWEE	23,900	91	21,640	96.3	23,000	86,811	20,116	2,541	29,210
LIVINGSTON	9,700	90	8,720	96.7	9,400	38,210	8,656	909	12,722
LUCE	1,500	71	1,060	90.1	1,400	6,989	1,377	451	2,069
MACKINAC	2,600	73	1,900	89.9	2,300	11,709	4,135	91	3,277
MACOMB	97,700	93	90,740	97.4	95,200	305,582	93,061	9,827	131,183
MANISTEE	6,200	80	4,950	93.5	5,800	20,784	5,656	802	6,817
MARQUETTE	14,400	73	10,440	95.3	13,700	53,859	19,346	1,062	17,928
MASON	6,700	79	5,270	95.7	6,400	26,328	7,387	841	8,413

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Michigan CONTINUED

County	Total Homes	% Television Penetration	Television Homes	% Radio Penetration	Radio Homes	Retail Sales 1957 (\$000)	Food Sales 1957 (\$000)	Drug Sales 1957 (\$000)	Passenger Cars 1957
ALCOUSTA	5,400	89	4,700	94.2	5,100	17,922	4,797	707	6,683
ANONIMINEE	7,500	82	6,130	94.3	7,100	21,366	5,012	263	9,628
MIDLAND	12,800	87	11,160	96.6	12,400	53,404	15,246	1,845	17,467
MISSISSIPPI	2,000	78	1,560	93.8	1,900	5,805	1,631	51	2,441
MONROE	26,600	92	24,340	96.8	25,700	87,361	20,280	2,239	34,711
MONTCALM	11,000	91	10,000	95.5	10,500	41,437	10,805	1,324	13,276
MONTMORENCY	1,200	88	810	90.8	1,100	5,680	1,430	328	2,612
MUSKEGON	43,500	92	40,080	96.7	42,100	189,644	47,863	6,847	53,947
NEWAYGO	7,100	86	6,140	94.7	6,700	20,782	5,621	665	8,677
OAKLAND	181,200	92	166,330	96.7	175,200	739,314	181,642	26,836	249,493
OCEANA	4,800	78	3,610	93.8	4,300	16,937	5,166	499	6,088
OGEMAW	2,600	82	2,120	96.1	2,500	10,359	2,680	407	3,374
ONTONAGON	3,000	74	2,210	90.0	2,700	10,026	3,089	209	3,754
OSCEOLA	3,800	89	3,370	93.6	3,600	13,319	3,114	415	6,171
OSCODA	900	82	740	87.4	800	3,893	925	103	1,219
OTSEGO	1,700	81	1,380	91.2	1,600	10,117	2,368	338	2,616
OTTAWA	26,700	90	24,080	96.7	25,800	95,047	23,909	2,678	34,896
PRESQUE ISLE	2,900	67	1,950	93.1	2,700	11,205	3,498	395	4,493
ROSCOMMON	2,300	81	1,860	92.6	2,100	12,038	3,584	539	3,249
SAGINAW	53,000	91	48,080	96.3	51,000	207,883	42,069	7,586	63,635
ST. LAIR	30,200	91	27,430	96.4	29,100	119,637	34,291	3,841	38,069
ST. JOSEPH	14,900	91	13,500	95.6	14,200	60,303	11,257	1,770	17,343
SANILAC	9,400	87	8,170	95.5	9,000	31,482	7,573	882	12,192
SCHOOLCRAFT	2,400	70	1,690	93.1	2,200	11,065	2,887	372	3,261
SHIAWASSEE	15,900	91	14,450	96.4	15,300	61,843	14,856	1,550	19,765
TUSCOLA	12,700	89	11,320	95.7	12,200	39,516	9,340	1,122	15,003
VAN BUREN	18,300	90	16,520	94.8	17,300	48,451	13,400	1,677	17,919
WASHTENAW	43,500	91	39,500	97.0	42,200	191,356	46,481	8,111	59,033
WAYNE	830,600	92	766,540	97.0	806,100	3,952,296	911,775	171,781	984,416
WEXFORD	5,700	80	4,550	95.9	5,500	23,417	5,928	825	6,836
TOTAL	2,266,400		2,042,580		2,186,300	9,488,406	2,285,706	369,099	2,806,789

Minnesota market facts

County	Total Homes	% Television Penetration	Television Homes	% Radio Penetration	Radio Homes	Retail Sales 1957 (\$000)	Food Sales 1957 (\$000)	Drug Sales 1957 (\$000)	Passenger Cars 1957
AITKIN	3,700	73%	2,690	96.1%	3,600	10,364	2,836	237	6,095
ANOKA	16,100	96	15,530	97.3	15,700	36,611	12,038	1,265	18,094
BECKER	6,500	64	4,160	95.6	6,200	22,087	4,640	437	11,865
BELTRAMI	6,900	40	2,770	94.5	6,500	25,542	5,668	838	10,187
BENTON	4,500	61	2,740	97.2	4,400	16,583	4,033	390	7,166
BIG STONE	2,400	57	1,360	97.5	2,300	9,265	1,898	220	5,321
BLUE EARTH	11,900	91	10,880	97.3	11,600	66,780	12,649	1,683	22,503
BROWN	8,100	81	6,580	97.3	7,900	35,430	6,024	1,191	14,901
CARLTON	7,000	72	5,050	96.6	6,800	26,635	7,693	641	11,866
CARVER	5,300	93	4,920	97.2	5,200	17,981	3,006	441	9,586
CASS	5,100	45	2,310	94.6	4,800	14,679	4,103	396	8,059
CHIPPEWA	4,800	55	2,620	97.6	4,700	22,105	3,890	443	9,572
CHISAGO	4,100	92	3,760	96.7	4,000	13,490	2,431	320	7,126
CLAY	10,000	88	8,840	97.6	9,800	30,473	5,639	687	17,030
CLEARWATER	2,700	40	1,080	94.9	2,600	7,438	1,153	176	4,866
COOK	1,400	69	960	96.0	1,300	5,069	1,578	175	1,520
COTTONWOOD	4,700	72	3,370	97.8	4,600	20,974	2,321	435	9,731
CROW WING	9,500	59	5,560	96.9	9,200	35,917	9,614	787	16,725
DAKOTA	17,400	95	16,590	97.7	17,000	61,475	11,838	1,335	26,001
DODGE	3,800	81	2,920	97.0	3,500	13,304	2,362	411	6,386
DOUGLAS	6,600	51	3,360	97.1	6,400	23,704	3,949	414	12,164

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Sources of information: "Total Homes" were prepared by A. C. Nielsen Co. from estimates by Sales Management updated to March 1958 by application of growth patterns determined by special surveys of the U. S. Bureau of the Census. "Percent Television Penetration" and "Television Homes"—as of March 1958—were supplied by the Advertising Research Foundation. The ARF county-by-county report of television penetration and television homes was prepared by the ARF technical staff with the assistance of A. C. Nielsen Co. and the Bureau of the Census. "Percent Radio

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50,000 watt coverage...and 50,000 watt personalities like these make WDGY first a.m., afternoon, all-day in the Twin Cities



(31.4% all-day average Hooper. First per Pulse, too.)

1. DAN DANIEL. Tall, thin, Texas-drawler, named "Outstanding Disc Jockey" in Northwest by A.F.T.R.A. 7-10 p.m., daily.

2. BILL BENNETT. Comedian, emcee, TV performer, recording star, teen-dance innovator, "Northwest's outstanding radio personality." Likeable, perpetual smiler, teen-age columnist, magician, amateur clown. 9-11 a.m.; 2 1/2 p.m., daily.

3. DON KELLY. "Morning Mayor," happiest man in radio, "Smilin' Irishman," singer, comedian, wit. 6-9 a.m. daily.

4. STANLEY MACK. Legitimate singer, vaudevilban, radio-actor (Sam Spade series), man of a thousand voices, dilectician, singer, drummer. Noon-2 p.m., daily.

5. BILL ARMSTRONG. Smooth, mystery-tuner, birthday ne-knowledger, actor, impersonator, writer, newscaster, public speaker, producer, ex-radio a.e. 11 a.m.-noon, daily.

6. BILL DIEHL. Top newspaper columnist, impersonator, humorist, inside-show-biz authority, business-newsman, full fledged movie critic. 4-7 p.m., daily.

7. JOSEPH DELLA MALVA. News director, newscaster, WDGY news center overseer, Sound-Off editor, tipster-ringleader, scooper (on nearly every important local story), beauty judge.

8. RALPH MARTIN. Crisp, incisive, smooth, news-voice of WDGY, commentator, community force. The news, afternoon and evening, daily.

9. GEORGE RICE. Nightbeater, news writer, noncommercial, widely discussed, phoned 800-900 times an hour (average), 10 p.m.-1 a.m. nightly.

IN BRIEF, 9 good reasons why WDGY is the most-listened-to radio station in the Twin Cities. (First Hooper, First Pulse.) Talk to Blair, or G.M. Jack Thayer.

WDGY

... 50,000 watt station with the 50,000 watt personalities

MINNEAPOLIS-ST. PAUL

STORZ STATIONS
 TODAY'S RADIO FOR TODAY'S SELLING
 TODD STORZ, PRESIDENT • HOME OFFICE: OMAHA, NEBRASKA

WDGY Minneapolis St. Paul
 REPRESENTED BY JOHN BLAIR & CO.
 WHB Kansas City
 REPRESENTED BY JOHN BLAIR & CO.
 WTIX New Orleans
 REPRESENTED BY ADAM YOUNG INC.
 WQAM Miami
 REPRESENTED BY JOHN BLAIR & CO.

Minnesota CONTINUED

County	Total Homes	% Television Penetration	Television Homes	% Radio Penetration	Radio Homes	Retail Sales 1957 (\$000)	Food Sales 1957 (\$000)	Drug Sales 1957 (\$000)	Passenger Cars 1957
BARABOO	7,400	72	5,360	97.8	7,200	30,596	6,622	722	15,357
BELMONT	7,200	72	5,190	96.7	7,000	26,321	5,162	556	11,997
FREEBORN	10,400	89	9,270	97.6	10,200	38,550	5,806	815	18,854
GOODHUE	10,400	94	9,760	97.2	10,100	40,669	7,655	970	17,182
GRANT	2,700	53	1,430	96.8	2,600	11,201	1,546	204	6,454
HENNEPIN	241,800	96	235,760	97.7	239,200	1,131,023	238,614	39,083	343,833
HOBSTON	4,400	72	3,170	96.8	4,300	12,720	2,742	268	7,760
HURDARD	2,900	45	1,310	96.4	2,800	10,173	2,796	216	5,494
ISANTI	2,800	91	2,560	95.8	2,700	12,985	2,318	410	5,612
ITASCA	11,100	73	8,150	96.6	10,700	39,448	9,924	1,128	18,398
JACKSON	4,500	82	3,700	97.3	4,400	17,767	3,815	455	9,123
KANABEC	2,400	73	1,750	96.7	2,300	6,848	1,278	176	4,409
KANDIYOHI	8,200	78	6,360	97.6	8,000	36,957	6,210	692	14,293
KITSON	2,600	52	1,340	97.1	2,500	10,708	1,054	186	6,082
ROGUCHICHI	5,000	43	2,130	95.1	4,800	17,839	4,907	461	7,755
LAC QUI PARLE	3,900	58	2,260	98.0	3,800	12,748	2,511	270	7,887
LAKE	4,700	69	3,220	96.7	4,500	12,752	3,011	299	5,322
LAKE OF WOODS	1,200	43	510	96.1	1,200	4,369	803	163	2,129
LE SUEUR	5,900	79	4,670	97.2	5,700	24,997	4,561	490	10,796
LINCOLN	3,000	63	1,890	96.8	2,900	9,673	1,382	388	5,930
LYON	6,600	80	5,280	97.7	6,400	31,192	5,718	763	12,012
MCLEOD	7,300	87	6,330	97.3	7,100	33,134	5,491	781	14,445
MARNOON	1,500	64	960	95.4	1,400	5,178	1,058	161	2,889
MARSHALL	4,100	51	2,110	97.7	4,000	13,060	1,916	179	8,965
MARTIN	8,100	72	5,870	98.1	7,900	38,283	7,166	931	15,661
MEeker	5,500	78	4,270	96.9	5,300	19,214	3,082	522	9,883
MILLE LACS	5,100	61	3,110	96.6	4,900	15,492	2,798	316	7,749
MORRISON	7,100	54	3,810	96.1	6,800	24,918	4,456	794	12,144
MOWER	13,300	89	11,900	97.8	13,000	52,874	9,560	1,351	23,112
MURRAY	4,500	76	3,400	97.7	4,400	13,928	2,707	257	7,632
NICOLLET	5,500	81	4,460	97.8	5,400	15,772	3,560	682	9,123
NOBLES	6,500	82	5,310	97.7	6,400	36,349	6,962	508	12,951
NORMAN	3,000	64	1,910	96.3	2,900	11,300	2,120	203	7,572
OLMSTED	14,000	95	13,240	97.4	13,600	84,442	11,943	3,990	24,328
OTTER TAIL	13,200	61	8,050	96.6	12,800	45,143	8,184	1,359	24,024
PENNINGTON	3,700	59	2,190	96.8	3,600	16,906	3,125	621	6,538
PINE	4,900	72	3,460	95.9	4,600	14,852	2,691	291	8,343
PINESTONE	4,400	75	3,320	97.4	4,300	21,835	3,812	335	8,819
POLK	10,600	62	6,600	97.0	10,300	42,059	9,070	1,007	19,310
POPE	3,600	51	1,840	97.9	3,500	8,524	2,031	228	6,867
RAMSEY	124,500	96	118,980	97.6	121,500	533,994	123,937	19,068	167,558
RED LAKE	1,400	59	830	98.2	1,400	6,092	1,063	...	3,041
REDWOOD	6,500	73	4,770	97.2	6,300	29,392	4,372	626	13,380
RENVILLE	7,100	74	5,220	97.5	6,900	30,601	4,725	580	14,293
RICE	9,500	94	8,910	97.5	9,300	34,349	7,089	977	15,813
ROCK	2,900	76	2,190	97.3	2,800	14,296	1,955	187	6,234
ROSEAU	3,700	51	1,900	96.4	3,600	11,420	2,148	266	6,094
ST. LOUIS	69,600	89	61,920	96.4	67,100	277,357	69,892	7,916	95,943
SCOTT	4,800	93	4,450	97.5	4,700	22,026	3,541	394	8,221
SHERBURNE	2,600	88	2,230	96.0	2,500	10,550	1,824	250	4,896
SIBLEY	3,800	87	3,300	97.7	3,700	16,351	2,279	434	8,971
STARKS	19,700	87	17,170	97.0	19,100	85,915	13,493	3,015	31,322
STEELE	7,000	81	5,690	97.8	6,800	29,377	5,841	703	12,184
STEVENS	2,800	57	1,590	97.5	2,700	13,038	2,244	279	6,817
SWIFT	4,400	58	2,550	97.5	4,300	19,683	3,262	324	8,383
TODD	6,800	54	3,650	96.3	6,500	18,765	3,890	446	10,643
TRAVERSE	2,000	57	1,130	97.3	1,900	9,096	1,515	185	4,561
WABASHA	5,400	86	4,650	96.3	5,200	17,663	3,844	325	8,201
WADENA	3,800	45	1,720	96.2	3,700	19,846	2,882	333	5,069
WASHECA	4,900	79	3,870	97.3	4,800	17,301	3,183	375	7,927
WASHINGTON	11,400	95	10,840	97.7	11,100	34,268	8,967	967	16,878
WATONWAN	4,200	72	3,010	97.7	4,100	17,966	3,513	497	8,211
WELLS	2,600	88	2,300	97.5	2,500	9,254	2,190	284	5,640
WINONA	11,600	68	7,900	96.7	11,200	42,313	8,306	1,066	18,246
WRIGHT	8,600	86	7,380	97.2	8,400	28,241	5,757	580	14,697
YELLOW MED.	4,800	63	3,020	97.8	4,700	15,405	3,357	414	8,976
TOTAL	956,600		805,170		930,400	3,942,504	815,219	116,538	1,517,457

Sources of information: "Total Homes" were prepared by A. C. Nielsen Co. from estimates by Sales Management updated to March 1958 by application of growth patterns determined by special surveys of the U. S. Bureau of the Census. "Percent Television Penetration" and "Television Homes"—as of March 1958—were supplied by the Advertising Research Foundation. The ARF county-by-county report of television penetration and TV homes was prepared by the ARF technical staff with the assistance of A. C. Nielsen Co. and the Bureau of the Census. "Percent Radio

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Mississippi market facts

County	Total Homes	% Television Penetration	Television Homes	% Radio Penetration	Radio Homes	Retail Sales 1957 (\$000)	Food Sales 1957 (\$000)	Drug Sales 1957 (\$000)	Passenger Cars 1957
ADAMS	10,200	52%	5,350	90.8%	9,300	37,875	8,439	1,429	11,978
ALCORN	7,300	52	3,820	95.1	6,900	22,412	3,876	751	9,509
AMITE	4,000	42	1,680	89.7	3,600	7,918	1,196	146	4,491
ATTALA	5,500	51	2,820	92.5	5,100	14,195	3,731	350	6,774
BENTON	1,000	53	1,000	87.0	1,700	920	186	41	2,456
BOLIVAR	15,800	48	7,480	88.9	13,900	36,499	8,473	1,115	13,247
CALHOUN	3,700	41	1,510	93.6	3,500	6,977	1,206	321	4,846
CARROLL	3,000	43	1,300	88.7	2,700	2,190	894	64	2,932
CHICKASAW	4,000	41	1,650	91.8	3,700	7,881	2,201	281	4,892
CHOCTAW	2,100	38	800	92.6	1,900	2,781	439	65	2,660
CLAIBORNE	2,600	52	1,360	88.1	2,300	6,235	1,623	193	2,809
CLARKE	4,200	53	2,220	89.0	3,700	8,277	2,038	231	5,069
CLAY	3,800	44	1,680	89.5	3,400	9,662	2,593	426	5,064
COahoma	11,500	50	7,230	90.4	13,100	33,430	9,887	885	12,321
COPIAH	7,100	55	3,870	90.8	6,400	14,488	4,433	679	7,920
DOVINGTON	3,400	51	1,850	92.4	3,100	5,776	1,218	259	4,371
DE SOTO	5,300	65	3,420	88.7	4,700	7,776	1,998	104	7,331
FORREST	11,000	52	7,300	95.2	13,300	53,115	10,220	1,587	18,039
FRANKLIN	2,400	53	1,270	93.0	2,200	3,891	1,149	203	3,166
GEORGE	2,500	49	1,230	91.8	2,300	8,332	1,663	199	4,126
GREENE	1,700	49	830	91.3	1,600	2,591	853	121	2,574
GRENADA	4,800	44	2,090	91.3	4,400	11,557	2,895	494	5,759
HANCOCK	2,900	75	2,170	92.7	2,700	8,872	2,801	305	4,102
HARRISON	30,200	70	21,100	95.1	28,700	104,149	24,909	3,218	32,551
HINDS	46,300	78	36,140	94.5	43,800	183,140	39,603	6,098	62,608
HOLMES	6,500	55	3,600	87.1	6,000	15,267	3,741	505	6,492
HUMPHREYS	4,800	54	2,580	89.5	4,300	9,420	2,471	336	4,406
ISSAQUENA	1,000	54	540	87.0	900	599	377		958
ITAWAMBA	3,600	51	1,830	94.5	3,400	5,813	1,004	131	5,461
JACKSON	11,800	83	9,750	94.4	11,100	36,521	11,821	1,373	16,016
JASPER	4,100	60	2,480	90.1	3,700	7,368	1,443	266	4,867
JEFFERSON	2,400	53	1,270	87.7	2,100	4,687	943	154	2,472
JEFFERSON DAVIS	3,500	51	1,770	90.2	3,200	6,018	1,362	215	3,744
JONES	17,300	61	10,470	94.3	16,300	39,472	9,164	1,421	18,258
KEMPER	2,900	50	1,460	88.1	2,600	3,296	587	140	3,236
LAFAYETTE	4,800	44	2,090	93.6	4,500	9,087	2,060	371	5,982
LAMAR	3,300	51	1,680	93.4	3,100	4,198	1,503	336	4,870
LAUDERDALE	19,600	72	14,200	92.0	18,000	69,305	16,098	2,031	22,171
LAWRENCE	2,700	50	1,360	92.7	2,500	5,102	915	251	3,175
LEAKE	4,700	51	2,410	93.7	4,400	7,930	1,248	260	5,441
LEE	10,800	63	6,730	94.5	10,200	41,381	9,007	1,858	15,270
LEFLORE	12,700	47	5,940	89.4	11,400	43,586	8,405	1,071	12,852
LINCOLN	7,300	52	3,770	93.8	6,800	21,269	5,770	791	8,909
LOWNDES	10,800	41	4,390	89.7	9,700	27,602	6,286	666	12,046
MADISON	7,000	58	4,040	89.6	6,300	16,464	3,416	337	7,332
MARION	5,700	47	2,670	91.5	6,200	16,897	3,406	605	7,599
MARSHALL	5,300	49	2,610	89.6	4,700	8,963	2,747	287	5,240
MONROE	8,800	49	4,340	92.2	8,100	19,645	5,948	547	10,816
MONTGOMERY	3,400	43	1,470	91.1	3,100	8,431	2,145	89	3,919
NESHORA	5,700	50	2,860	93.6	6,300	9,055	2,059	361	6,813
NEWTON	5,100	60	3,080	91.9	4,700	11,800	2,593	369	6,441
NOXUBEE	4,000	50	2,010	83.1	3,300	7,686	1,600	281	3,905
OKTIBBEHA	6,200	44	2,740	90.4	5,600	12,918	3,463	474	6,243
PANOLA	8,000	66	5,250	90.7	7,300	17,063	4,693	497	8,005
PEARL RIVER	5,500	75	4,130	94.2	5,200	18,317	3,709	594	7,668
PERRY	2,100	48	1,010	92.2	1,900	3,790	672	91	3,159
PIKE	6,000	53	4,810	92.8	8,400	31,377	7,759	1,004	10,662
PONTOTOC	4,600	49	2,240	94.4	4,300	8,686	1,381	338	5,770
PRENTISS	4,500	51	2,290	94.3	4,200	8,678	1,526	461	7,038
QUITMAN	6,100	54	3,270	89.5	5,500	8,767	2,850	297	5,291
RANKIN	5,800	51	2,960	93.5	5,400	9,559	2,094	258	8,554
SCOTT	4,800	51	2,440	90.8	4,400	10,806	1,963	463	6,568
SHARKEY	2,600	54	1,400	89.0	2,300	7,636	1,091	139	2,758
SIMPSON	5,000	51	2,560	94.3	4,700	11,653	1,470	280	6,146
SMPH	3,400	51	1,730	93.3	3,200	4,222	689	249	4,649
STONE	1,500	49	730	94.8	1,400	6,785	1,855	229	3,111
SUNFLOWER	13,100	41	5,380	88.8	11,600	25,875	5,511	900	10,757
TALAHATCHIE	6,700	51	3,430	88.1	5,900	8,965	2,257	295	5,851
TATE	4,200	65	2,720	89.1	3,700	12,998	2,771	251	4,763
TIPPAH	4,100	53	2,170	94.5	3,900	6,027	1,289	197	5,168
TISHOMINGO	3,400	53	1,790	85.6	3,300	7,552	1,736	288	5,287

CONTINUED

Mississippi CONTINUED

County	Total Homes	% Television Penetration	Television Homes	% Radio Penetration	Radio Homes	Retail Sales 1957 (\$000)	Food Sales 1957 (\$000)	Drug Sales 1957 (\$000)	Passenger Cars 1957
TUNICA	5,800	53	3,100	87.2	5,100	10,291	2,878	218	4,114
UNION	5,500	49	2,600	81.8	5,200	12,026	2,769	406	6,941
WALTHALL	3,200	47	1,510	91.8	2,900	8,469	1,532	300	4,181
WARREN	13,300	62	8,290	91.7	12,200	43,773	11,111	889	13,995
WASHINGTON	20,100	52	10,460	90.1	18,100	61,646	15,478	1,534	20,585
WAYNE	3,600	53	1,890	91.5	3,300	12,149	2,063	375	4,662
WEBSTER	2,700	47	1,280	93.3	2,500	9,148	1,322	255	3,457
WILKINSON	2,900	42	1,210	91.5	2,700	5,762	1,636	241	3,233
WINSTON	5,103	50	2,560	91.7	4,700	11,042	3,062	396	5,480
YALOBUNDA	3,400	44	1,480	91.6	3,100	6,082	1,716	250	3,968
YAZOO	8,400	59	4,950	90.2	7,600	19,205	4,311	712	8,926
TOTAL	557,600		315,240		512,500	1,493,167	343,602	47,610	647,268

Missouri market facts

County	Total Homes	% Television Penetration	Television Homes	% Radio Penetration	Radio Homes	Retail Sales 1957 (\$000)	Food Sales 1957 (\$000)	Drug Sales 1957 (\$000)	Passenger Cars 1957
ADAIR	6,700	61%	4,090	95.2%	6,400	20,508	4,765	555	5,564
ANDREW	3,600	78	2,830	95.6	3,400	8,147	1,726	120	3,418
ATCHISON	3,000	65	1,940	96.8	2,900	10,758	1,813	300	3,162
AUDRAIN	8,500	72	6,110	95.0	8,100	33,097	6,960	967	8,209
BARRY	6,500	63	4,080	95.3	6,200	20,095	4,038	608	5,870
BARTON	3,800	62	2,360	96.1	3,700	11,243	2,351	308	3,798
BATES	5,900	69	4,060	95.5	5,600	15,947	3,524	357	5,458
BENTON	2,700	74	2,010	93.3	2,500	7,436	1,055	213	2,659
BOLLINGER	2,600	70	1,830	93.3	2,400	5,662	1,051	29	2,272
BOONE	14,600	78	11,410	96.2	14,000	49,078	10,886	1,815	13,314
BUCHANAN	32,400	90	29,310	95.8	31,000	116,020	26,425	5,583	26,634
BUTLER	10,800	64	6,880	92.7	10,000	33,420	7,040	860	8,220
CALDWELL	3,300	78	2,590	96.2	3,200	9,344	1,739	116	3,192
CALLAWAY	6,200	72	4,460	94.4	5,900	17,498	3,250	537	5,936
CAMDEN	2,100	71	1,490	94.7	2,000	7,479	1,948	120	2,430
CAPE GIRARDRAU	11,600	80	9,240	96.0	11,100	54,695	11,279	1,617	11,748
CARROLL	4,700	72	3,370	95.5	4,500	15,184	3,342	363	4,540
CARTER	1,300	50	650	93.0	1,200	2,200	413	54	950
CASS	6,500	76	4,940	95.5	6,200	22,754	5,228	1,029	7,428
CEDAR	3,300	82	2,050	94.8	3,100	9,606	1,883	159	2,776
CHARITON	4,500	57	2,560	95.4	4,300	12,271	2,193	274	3,779
CHRISTIAN	3,700	68	2,510	95.2	3,500	7,402	958	208	3,367
CLARK	2,700	76	2,050	95.0	2,600	7,146	1,332	115	2,865
CLAY	25,700	95	24,520	96.7	24,900	132,504	19,686	5,704	21,682
CLINTON	3,700	89	3,280	94.2	3,600	16,071	4,032	634	3,954
COLE	11,200	85	9,540	96.6	10,800	46,344	10,257	1,493	10,954
COOPER	4,800	70	3,360	95.5	4,600	13,905	2,588	527	4,453
CRAWFORD	3,100	57	1,780	91.4	2,800	9,328	2,195	322	3,280
DADE	2,700	63	1,690	92.5	2,500	5,940	812	182	2,301
DALLAS	2,800	71	1,980	94.1	2,600	8,331	1,264	223	2,655
DAVISS	3,300	78	2,590	94.1	3,100	7,999	1,341	251	3,191
DE KALB	2,400	78	1,880	96.1	2,300	6,840	1,443	151	2,619
DENT	3,200	64	2,060	93.3	3,000	10,212	3,091	216	2,954
DOUGLAS	2,800	60	1,690	94.3	2,600	6,107	874	261	2,207
DUNKIN	11,100	69	7,680	93.9	10,400	41,736	8,182	1,046	9,363
FRANKLIN	11,900	79	9,420	95.2	11,300	42,701	10,581	1,259	13,431
GASCONADE	4,000	70	2,800	95.2	3,800	13,141	2,782	513	3,927
GENTRY	3,200	71	2,260	95.3	3,000	9,558	1,949	312	3,326
GREENE	40,000	94	37,520	98.0	38,400	142,865	20,377	6,026	36,005
GRINDY	4,100	76	3,100	95.6	3,900	15,052	2,660	465	4,049
HARRISON	4,200	70	2,960	95.3	4,000	15,874	2,340	320	3,917
HENRY	6,500	74	4,840	94.1	6,100	21,877	4,981	924	6,001
HICKORY	1,600	75	1,200	94.6	1,500	2,439	435	84	1,263
HOLT	2,600	66	1,680	94.9	2,500	9,325	1,414	316	2,748
HOWARD	3,500	69	2,400	95.3	3,300	8,537	2,103	517	2,973
HOWELL	5,600	46	2,590	92.6	5,200	23,516	4,127	671	5,070
IRON	2,000	57	1,140	92.1	1,800	4,565	1,176	196	1,960

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Sources of information: "Total Homes" were prepared by A. C. Nielsen Co. from estimates by Sales Management updated to March 1957 by application of growth patterns determined by special surveys of the U. S. Bureau of the Census. "Percent TV Penetration" and "TV Homes" — as of March 1958 — were supplied by the Advertising Research Foundation. The ARF county-by-county report of tv penetration and tv homes was prepared by the ARF technical staff with the assistance of A. C. Nielsen Co. and the Bureau of the Census. "Percent Radio

Penetration" figures were supplied to the BROADCASTING YEAR-BOOK by the A. C. Nielsen Co. and are the figures currently in use by that company. "Radio Homes" are the product of multiplying Nielsen percentages of penetration by total homes. "Retail Sales," "Food Sales" and "Drug Sales" copyright 1958 by Sales Management; no further reproduction authorized without express permission of Sales Management. "Passenger Cars" are official registration figures from the various states.

WHB gives you both: area and people



96-county coverage 96-county Area Pulse shows WHB first in every quarter hour. WHB is first by far on the latest Area Nielsen.

40% bracket audiences WHB is first in Metro Pulse, Nielsen, Trendex, Hooper—with all-day averages as high as 48.5% (Nielsen).

Men and women: 50.2% WHB reaches 50.2% of the men and women who listen to the top 4 Kansas City radio stations . . . or more than the next 3 stations combined. (Nielsen Audience Composition analysis, 6 a.m.-7 p.m. average.)

Aren't these what you want: A *lot* of square miles . . . the ability to reach a *lot* of people . . . and finally, to attract a *mature* audience.

Talk to Blair . . . or WHB General Manager George W. Armstrong.

WHB

10,000 watts • 710 kc.

Kansas City, Missouri

STORZ STATIONS
TODAY'S RADIO FOR TODAY'S SELLING
TODD STORZ, PRESIDENT • HOME OFFICE: OMAHA, NEBRASKA

WDGY *Minneapolis St. Paul*
REPRESENTED BY JOHN BLAIR & CO.
WHB *Kansas City*
REPRESENTED BY JOHN BLAIR & CO.
WTIX *New Orleans*
REPRESENTED BY ADAM YOUNG INC.
WQAM *Miami*
REPRESENTED BY JOHN BLAIR & CO.

Missouri CONTINUED

County	Total Homes	% Television Penetration	Television Homes	% Radio Penetration	Radio Homes	Retail Sales 1957 (\$000)	Food Sales 1957 (\$000)	Drug Sales 1957 (\$000)	Passenger Cars 1957
JACKSON	203,600	96	195,550	96.8	197,100	979,278	167,117	50,702	186,732
JASPER	28,400	86	24,350	94.4	27,100	105,717	23,637	2,882	27,306
JEFFERSON	18,700	93	17,450	95.9	17,900	40,567	11,904	944	16,748
JOHNSON	8,600	76	6,550	95.7	8,200	21,345	4,994	864	7,270
KNOX	2,600	76	1,970	92.4	2,400	6,905	1,342	182	2,196
LACLEDE	5,900	71	4,200	94.4	5,600	24,494	3,794	624	5,555
LAFAYETTE	8,000	81	6,180	95.5	7,600	23,963	4,695	1,090	7,792
LAWRENCE	7,200	68	4,520	95.6	6,900	17,465	2,944	626	7,198
LEWIS	3,400	76	2,580	96.0	3,300	9,928	1,197	138	3,431
LINCOLN	5,630	81	4,730	94.2	5,300	15,554	2,338	207	4,943
LINN	6,300	57	3,590	95.9	6,000	18,718	4,435	713	5,715
LIVINGSTON	5,200	76	3,930	95.0	4,900	21,896	4,011	759	4,805
MCDONALD	4,100	70	2,890	93.2	3,800	13,160	1,819	238	3,232
MACON	6,900	72	5,000	95.4	6,600	16,594	2,963	552	5,424
MADISON	2,800	70	1,960	93.5	2,600	9,046	2,193	245	2,863
MARIES	2,000	70	1,400	94.5	1,900	4,010	536	101	1,795
MARION	9,800	93	9,070	95.8	9,400	34,508	8,425	1,056	8,568
MERCER	1,900	71	1,340	96.1	1,800	5,388	1,016	96	1,835
MILLER	4,300	70	2,990	93.5	4,000	12,943	2,763	219	4,081
MISSISSIPPI	5,500	60	3,320	90.8	5,000	16,486	4,204	499	4,207
MONITEAU	3,300	70	2,310	94.7	3,100	9,610	1,890	167	3,283
MONROE	3,100	79	2,450	95.2	3,000	11,266	2,246	221	3,399
MONTGOMERY	3,400	84	2,870	94.7	3,200	11,602	1,946	432	3,537
MORGAN	2,900	70	2,020	93.6	2,700	9,357	2,732	139	2,985
NEW MADRID	9,000	66	5,960	90.8	8,200	21,388	4,871	628	6,025
NEWTON	9,100	70	6,400	94.4	8,600	30,364	4,878	683	8,597
NODAWAY	7,500	64	4,830	95.9	7,200	21,173	3,837	559	6,777
OREGON	2,900	42	1,210	92.6	2,700	7,830	2,074	291	2,195
OSAGE	2,900	69	2,010	93.8	2,700	7,382	1,104	57	3,158
OZARK	2,100	60	1,270	91.6	1,900	3,833	571	121	1,449
PENNSCOT	11,500	75	8,630	90.3	10,400	27,432	6,636	702	7,339
PERRY	3,400	78	2,660	95.8	3,300	12,548	1,865	273	4,297
PETTS	12,600	79	9,910	96.1	12,100	40,716	8,174	1,195	10,832
PHILIPS	7,400	64	4,760	94.5	7,000	26,356	6,207	776	6,596
PIKE	5,900	79	4,670	94.7	5,600	18,749	3,376	593	4,857
PLATTE	6,300	89	5,580	94.6	6,000	20,654	4,231	108	6,702
POLK	4,800	71	3,400	95.4	4,600	13,396	1,732	276	4,695
PULASKI	11,100	73	2,570*	94.1	10,400	15,671	3,470	855	5,993
PULHAM	2,760	61	1,640	95.5	2,630	5,840	1,038	234	2,320
RALES	2,300	80	1,830	95.1	2,200	5,604	1,444	219	2,406
RANDOLPH	8,000	69	5,600	94.2	7,500	27,112	5,300	750	7,095
RAY	5,400	81	4,370	90.2	5,200	13,346	2,831	610	4,802
REYNOLDS	1,400	50	700	91.1	1,300	3,158	553	22	1,161
RIPLEY	3,000	59	1,510	90.4	2,700	6,536	2,187	224	2,025
ST. CHARLES	11,000	93	10,190	95.7	10,500	43,799	9,097	1,125	12,609
ST. CLAIR	3,000	75	2,240	91.3	2,800	5,573	786	179	2,636
ST. FRANCIS	11,200	83	9,270	96.0	10,800	34,662	11,400	970	11,034
ST. LOUIS	457,500	96	439,780	97.0	443,900	1,843,254	450,805	67,861	410,988
ST. LOUIS	3,100	78	2,130	95.9	3,000	9,274	2,038	75	3,199
ST. LOUIS	8,000	72	5,720	96.9	7,600	26,797	4,844	775	7,645
SCHUYLER	1,500	61	910	94.6	1,400	7,779	1,803	339	1,809
SCOTLAND	2,400	78	1,820	95.2	2,300	6,692	1,280	258	2,181
SCOTT	8,600	74	6,610	94.2	8,400	35,910	8,389	802	8,624
SHANNON	1,700	41	700	93.1	1,600	3,065	904	74	1,481
SHIPLEY	3,200	73	2,320	95.2	3,000	9,056	1,938	220	3,080
STODARD	8,300	75	6,200	91.1	7,600	23,802	5,052	401	6,931
STONE	2,600	68	1,770	90.3	2,300	4,419	781	61	2,230
SULLIVAN	3,300	61	2,020	95.5	3,200	7,576	1,378	262	2,705
TANNA	2,600	63	1,970	93.3	2,700	8,857	1,508	306	3,002
TEXAS	5,500	46	2,550	93.3	5,100	13,057	3,145	349	4,777
VERNON	6,600	60	4,540	95.3	6,300	18,238	4,208	562	6,231
WARREN	2,300	84	1,940	93.7	2,200	7,773	1,612	152	2,624
WASHINGTON	3,800	57	2,180	89.7	3,400	9,929	2,554	133	3,331
WAYNE	2,400	70	1,690	89.4	2,100	4,723	1,102	98	2,088
WEBSTER	4,300	71	3,040	95.8	4,100	9,492	1,540	245	3,915
WOOL	1,500	71	1,060	92.8	1,400	4,246	553	77	1,534
WRIGHT	4,200	60	2,520	93.8	3,900	12,396	1,886	272	3,754
TOTAL	1,315,000		1,153,150		1,292,900	5,932,462	1,075,898	187,270	1,325,400

*Advertising Research Foundation estimated only 2,500 total homes in Pulaski County--choosing not to count homes on the Army base of Fort Leonard Wood which A. C. Nielsen did include in its radio computations.

**Independent City of St. Louis combined with St. Louis County.

Montana market facts

County	Total Homes	% Television Penetration	Television Homes	% Radio Penetration	Radio Homes	Retail Sales 1957 (\$000)	Food Sales 1957 (\$000)	Drug Sales 1957 (\$000)	Passenger Cars 1957
BEAVERHEAD	2,500	47%	1,170	94.0%	2,400	9,810	1,662	103	
BIG HORN	2,300	43	990	92.3	2,100	8,495	2,038	174	
BLAINE	2,500	43	1,080	93.3	2,300	10,196	2,125	146	
BROADWATER	800	48	380	95.0	800	2,569	473	91	
CARBON	2,900	52	1,520	94.9	2,800	6,665	1,525	292	
CARTER	700	36	250	93.3	700	1,798	328	42	
CASCADE	23,200	72	16,670	96.8	22,500	97,926	18,516	2,889	
CROUPEAU	2,300	60	1,390	96.4	2,200	10,902	1,386	315	
CUSTER	4,200	36	1,520	95.7	4,000	18,810	3,275	724	
DANIELS	900	37	330	97.3	900	6,395	1,061	201	
DAWSON	3,200	43	1,390	97.1	3,100	16,887	2,877	318	
DEER LODGE	5,500	46	2,530	97.1	5,300	17,744	5,479	421	
FALLON	1,000	37	370	95.5	1,000	4,117	841	219	
FERGUS	4,600	46	2,130	96.1	4,400	18,814	3,615	625	
FLATHEAD	10,900	61	6,630	95.2	10,400	42,128	9,749	1,159	
GALLATIN	7,800	42	3,310	96.8	7,600	30,795	6,563	929	
GARFIELD	600	37	220	94.6	600	1,253	395	40	
GLACIER	3,100	50	1,560	91.8	2,800	14,362	3,118	115	
GOLDEN VALLEY	300	50	150	98.2	300	1,705	182		
GRANITE	1,000	46	460	95.3	1,000	6,095	858	144	
HILL	5,000	43	2,160	95.5	4,800	31,397	5,756	681	
JEFFERSON	1,000	43	430	94.7	900	3,500	572	111	
JUDITH BASIN	800	48	380	95.0	800	2,188	449	103	
LAKE	3,400	54	1,850	94.4	3,200	16,850	2,308	237	
LEWIS & CLARK	9,500	47	4,450	95.7	9,100	36,910	9,101	937	
LIBERTY	500	44	220	96.5	500	4,498	550	82	
LINCOLN	3,400	52	1,770	92.2	3,100	9,933	2,452	260	
MC CONE	1,000	44	440	96.0	1,000	3,643	561	50	
MADISON	1,900	42	800	95.6	1,800	4,935	1,333	179	
MEAGHER	800	48	380	96.8	800	2,256	442	45	
MINERAL	900	47	420	95.4	900	2,570	757	42	
MISSOULA	13,700	63	8,640	96.6	13,200	50,830	10,575	1,437	
MUSSELSHELL	1,800	47	850	96.0	1,700	5,552	1,285	232	
PARK	4,400	53	2,310	96.9	4,300	14,601	3,686	408	
PETROLEUM	300	50	150	95.0	300	249	51		
PHILLIPS	1,700	36	620	94.3	1,600	9,731	1,509	273	
PONDERA	1,900	63	1,190	95.0	1,800	12,764	1,994	242	
POWDER RIVER	800	36	290	95.0	800	1,398	342		
POWELL	1,900	46	870	96.0	1,800	7,657	2,077	310	
PRAIRIE	700	43	300	96.8	700	2,383	545	41	
RAVALLI	3,800	47	1,780	96.1	3,700	10,184	2,506	309	
RICHLAND	2,800	45	1,250	95.9	2,700	14,204	2,309	417	
ROOSEVELT	3,000	45	1,350	95.6	2,900	21,651	3,542	714	
ROSEBUD	1,900	43	820	89.5	1,700	5,162	1,068	77	
SANDERS	2,300	47	1,070	92.6	2,100	5,879	740	212	
SHERIDAN	1,800	44	800	95.5	1,700	9,590	1,368	399	
SILVER BOW	21,000	81	17,100	96.0	20,200	71,942	18,448	1,640	
SYLWATER	1,700	53	900	95.8	1,600	4,877	1,096	241	
SWEET GRASS	1,000	52	520	94.7	900	3,456	618	168	
TETON	2,100	63	1,320	95.5	2,000	9,432	1,688	304	
TOUL	2,400	44	1,060	95.7	2,300	15,207	2,501	230	
TREASURE	300	47	140	90.8	300	1,017	249	98	
VALLEY	3,300	36	1,200	97.0	3,200	19,768	3,379	516	
WHEATLAND	1,000	47	470	96.2	1,000	5,046	1,146	78	
WYBAIN	400	45	180	96.2	400	2,039	374	50	
YELLOWSTONE	23,700	77	18,220	98.2	22,800	105,622	20,537	3,261	
TOTAL	208,200		120,750		199,800	850,491	173,970	23,331	*244,000

*State wide total.

Sources of information: "Total Homes" were prepared by A. C. Nielsen Co. from estimates by Sales Management updated to March 1958 by application of growth patterns determined by special surveys of the U. S. Bureau of the Census. "Percent TV Penetration" and "TV Homes"—as of March 1958—were supplied by the Advertising Research Foundation. The ARF county-by-county report of TV penetration and TV homes was prepared by the ARF technical staff with the assistance of A. C. Nielsen Co. and the Bureau of the Census. "Percent Radio

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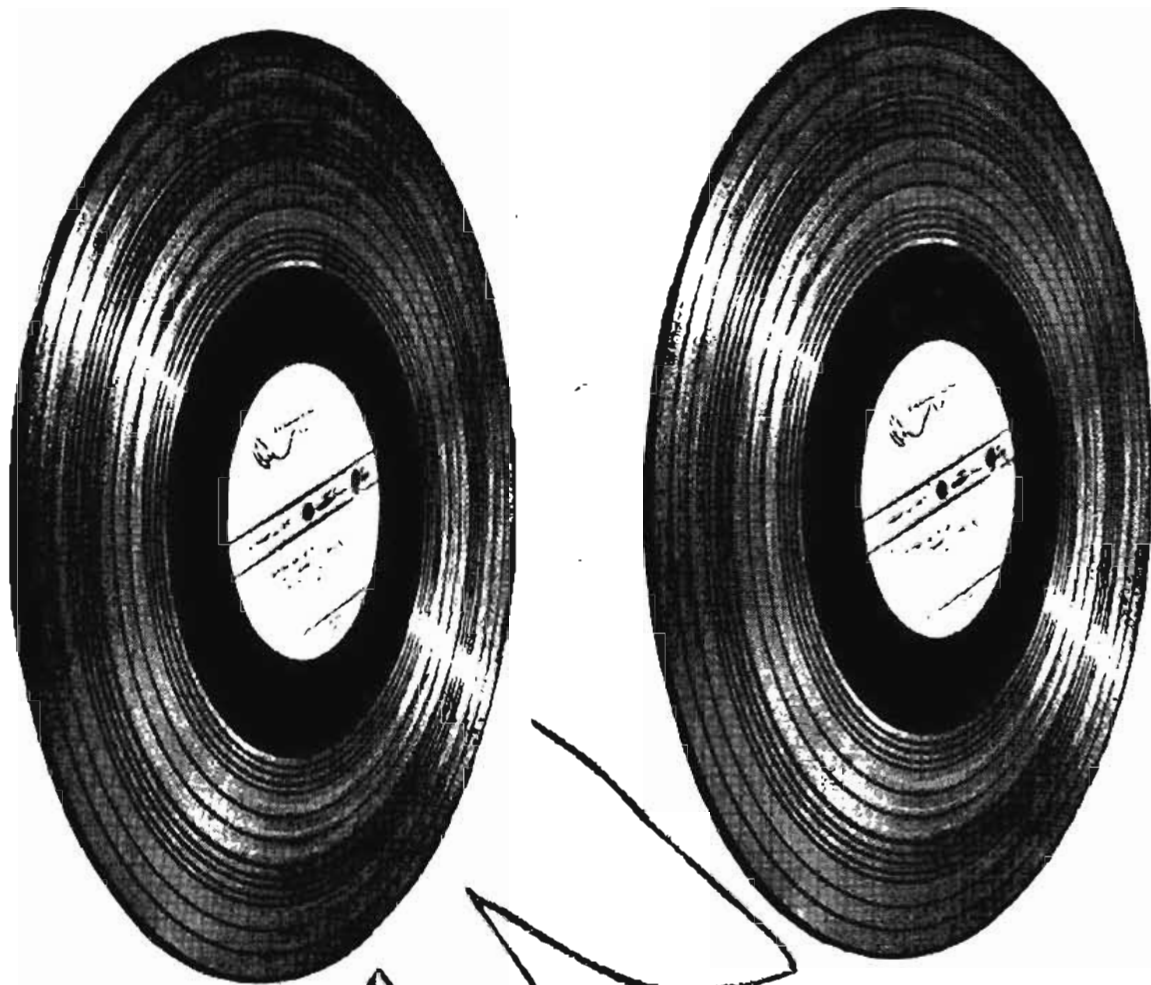
Nebraska market facts

County	Total Homes	% Television Penetration	Television Homes	% Radio Penetration	Radio Homes	Retail Sales 1957 (\$000)	Food Sales 1957 (\$000)	Drug Sales 1957 (\$000)	Passenger Cars 1957
ADAMS	9,600	84%	8,030	97.7%	9,400	42,365	8,684	1,216	10,877
ANTELOPE	3,300	64	2,100	96.8	3,200	13,442	1,850	232	3,903
ARTHUR	200	40	80	98.2	200	367			256
BANNER	400	55	220	95.7	400	16			628
BLAINE	200	50	100	98.2	200	2,113	746		396
BOONE	2,900	58	1,690	97.0	2,800	9,040	1,578	309	3,370
BOX BUTTE	3,700	44	1,610	97.1	3,600	17,475	3,590	623	4,409
BOYD	1,400	40	560	96.9	1,400	8,041	870	103	1,635
BROWN	1,400	40	560	96.3	1,300	4,861	1,006	161	1,748
BUFFALO	8,200	78	6,400	97.2	8,000	33,726	4,663	1,067	9,224
BURT	3,300	84	2,780	97.6	3,200	14,747	2,795	302	4,048
BUTLER	3,500	78	2,740	96.0	3,400	9,618	2,164	271	4,131
CASS	5,500	93	5,100	97.2	5,300	15,960	4,378	512	6,202
CEDAR	3,600	93	3,330	97.4	3,500	12,227	2,267	361	4,393
CHASE	1,400	48	670	97.0	1,400	5,513	1,029	251	1,750
COFFEY	2,900	42	1,280	97.4	2,800	11,672	1,915	359	2,981
CHEYENNE	5,100	52	2,640	97.4	5,000	22,955	4,667	566	6,101
CLAY	3,100	72	2,230	96.9	3,000	7,693	1,150	139	3,385
COLFAX	3,300	78	2,580	97.6	3,200	15,374	2,578	278	3,779
CUMING	3,600	84	3,030	97.7	3,500	14,996	2,171	447	4,585
CUSTER	5,500	58	3,180	96.2	5,300	16,428	3,515	595	6,309
DAKOTA	3,500	93	3,250	97.5	3,400	12,408	3,965	311	4,140
DAWES	2,700	37	990	96.8	2,600	11,536	2,647	346	3,435
DAWSON	6,400	78	5,010	96.9	6,200	28,030	4,436	892	7,545
DEUEL	1,000	48	480	98.2	1,000	5,254	796	128	1,387
DIXON	2,700	92	2,490	97.5	2,600	7,729	1,169	265	3,017
DODGE	9,600	95	9,100	97.7	9,400	45,048	7,944	759	11,873
DOUGLAS	98,700	96	94,850	97.7	96,400	444,439	87,875	15,471	103,376
DUNDY	1,100	48	530	96.8	1,100	4,094	1,002	153	1,457
FILLMORE	3,000	72	2,160	96.9	2,900	11,737	1,825	497	3,790
FRANKLIN	2,000	81	1,610	96.5	1,900	6,048	1,209	161	2,336
FRONTIER	1,400	56	790	96.3	1,300	3,497	270	129	1,738
FURNAS	3,000	80	2,410	97.3	2,900	11,065	1,853	397	3,067
GAGE	8,000	84	6,740	97.5	7,800	32,499	6,516	932	9,952
GARDEN	1,000	51	510	96.7	1,000	3,825	566	124	1,478
GARFIELD	800	51	410	97.1	800	3,737	742	95	997
GOSPER	700	81	570	98.2	700	916	205	35	1,082
GRANT	200	45	90	98.2	200	1,399	318	46	438
GREELEY	1,600	61	970	95.7	1,500	5,295	802	216	1,645
HALL	12,200	86	10,480	97.3	11,900	49,389	9,562	2,158	13,933
HAMILTON	2,900	80	2,320	97.9	2,800	10,095	1,971	143	3,437
HARLAN	1,700	81	1,370	96.8	1,600	3,627	761	96	2,092
HAYES	500	56	280	93.3	500	651	167		798
HITCHCOCK	1,700	48	810	97.1	1,700	5,034	849	128	1,917
HOLT	4,200	40	1,690	97.5	4,100	13,404	2,465	451	4,916
HOOKER	300	40	120	95.0	300	2,034	96	90	447
HOWARD	2,200	60	1,330	96.5	2,100	6,410	895	93	2,550
JEFFERSON	4,400	75	3,290	96.3	4,200	14,278	2,987	410	4,874
JOHNSON	1,900	84	1,600	97.4	1,900	6,731	1,058	291	2,586
KEARNEY	2,000	81	1,610	97.7	2,000	5,517	1,627	187	2,662
KEITH	2,500	55	1,380	96.9	2,400	13,671	2,802	247	3,317
KEYA PAHA	400	45	180	95.0	400	898	199		676
KIMBALL	1,300	56	730	96.7	1,300	7,802	1,912	170	2,871
KNOX	4,200	64	2,690	96.8	4,100	14,106	2,709	420	4,698
LANCASTER	45,900	93	42,630	97.7	44,800	175,245	30,024	6,612	52,796
LINCOLN	9,200	56	5,130	97.3	9,000	36,419	6,813	1,348	11,415
LOGAN	400	38	150	98.2	400	829	166		445
LOUP	400	53	210	95.7	400	427	28	38	478
MADISON	7,900	89	7,020	97.4	7,700	40,385	7,232	772	8,913
MC PHERSON	200	40	80	98.2	200	97	17		276
MERRICK	2,600	58	1,510	97.2	2,500	10,243	1,816	239	3,286
MORRILL	2,200	56	1,230	96.0	2,100	7,623	1,736	212	2,851
NANCE	1,700	58	990	97.7	1,700	5,185	859	166	2,162
NEMAH	3,500	78	2,720	97.3	3,400	9,858	1,782	388	3,693
NUCKOLLS	2,900	72	2,080	97.2	2,800	10,658	2,225	291	3,458
OTOE	5,300	92	4,900	97.5	5,200	23,335	4,740	509	6,487

CONTINUED

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The latest Pulse says what Pulse has been saying for years. KOWH is first a.m.; first p.m.; first all day! 32 out of 40 first place quarter hours! All-day average Pulse: 7.9.

These are the measures of KOWH's continuing dominance of Omaha's radio day, a dominance extending over 8 years.

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Good coverage, too, on 660 kc. Turn to Adam Young or KOWH General Manager Virgil Sharpe.

KOWH Omaha

Represented by Adam Young Inc.

Nebraska CONTINUED

County	Total Homes	% Television Penetration	Television Homes	% Radio Penetration	Radio Homes	Retail Sales 1957 (\$000)	Food Sales 1957 (\$000)	Drug Sales 1957 (\$000)	Passenger Cars 1957
PAWNEE	2,000	78	1,560	97.3	1,900	3,765	1,076	178	2,292
PERKINS	1,200	55	660	97.5	1,200	4,387	890	210	1,520
PERLPS	3,400	79	2,700	97.5	3,300	20,710	3,156	460	3,993
PIERCE	2,600	64	1,660	97.5	2,500	7,902	1,297	118	3,383
PLATTE	6,300	89	5,600	97.2	6,100	30,690	6,593	796	8,371
POLK	2,600	81	2,100	97.4	2,500	8,281	1,325	269	2,945
REDWILLOW	4,300	56	2,420	98.2	4,200	20,185	4,243	538	4,906
RICHARDSON	4,700	76	3,580	97.3	4,600	17,045	3,250	438	5,553
ROCK	900	41	370	96.0	900	3,457	440	44	986
SALINE	4,500	76	3,370	96.7	4,400	16,627	3,002	550	5,179
SARPY	7,100	95	6,740	97.5	6,900	11,535	3,185	578	10,154
SAUNDERS	5,500	96	5,260	97.3	5,400	20,480	5,003	504	6,821
SCOTTS BLUFF	10,800	50	6,350	96.8	10,500	48,980	9,613	1,321	13,398
SEWARD	4,100	75	3,080	97.5	4,000	13,673	2,995	400	5,098
SHERIDAN	2,800	44	1,220	95.8	2,700	12,348	2,129	391	3,259
SHERMAN	1,800	58	1,040	96.1	1,700	5,085	1,101	90	1,996
SIOLX	800	45	360	96.2	800	594	43	35	1,057
STANTON	1,800	78	1,410	97.7	1,800	3,345	854	183	2,243
THAYER	3,000	72	2,160	97.6	2,900	9,626	1,755	258	3,751
THOMAS	400	38	150	95.7	400	896	150	136	380
THURSTON	2,400	84	2,020	94.6	2,300	7,309	1,188	117	2,369
VALLEY	2,100	58	1,220	96.5	2,000	7,606	1,606	271	2,460
WASHINGTON	3,600	95	3,420	97.6	3,500	10,648	2,730	204	4,582
WAYNE	2,900	93	2,700	97.9	2,800	10,142	2,002	209	3,550
WEBSTER	2,200	84	1,840	97.0	2,100	8,639	2,070	169	2,514
WHEELER	300	50	150	94.3	300	558	134		523
YORK	4,600	81	3,710	97.8	4,500	18,154	2,297	384	5,326
TOTAL	432,800		349,200		421,500	1,712,753	327,481	62,913	503,281

Nevada market facts

County	Total Homes	% Television Penetration	Television Homes	% Radio Penetration	Radio Homes	Retail Sales 1957 (\$000)	Food Sales 1957 (\$000)	Drug Sales 1957 (\$000)	Passenger Cars 1957
CHURCHILL	1,800	36%	650	92.5%	1,700	12,251	2,376	542	3,047
CLARK	34,800	78	27,080	95.1	32,800	178,705	41,298	6,892	45,856
DOUGLAS	500	54	270	96.2	500	5,028	496	141	1,598
ELKO	3,900	40	1,560	92.0	3,600	25,732	5,114	869	4,398
ESMERALDA	200	40	80	85.1	200	151			186
FERREKA	300	37	110	81.8	200	745	24	145	379
FERNHOLDT	1,300	38	490	87.7	1,100	10,830	2,730	181	2,206
LANDER	400	40	160	90.0	400	3,011	398	171	650
LINCOLN	900	41	370	91.0	800	5,528	479	492	1,277
LYON	900	54	490	92.3	800	7,217	2,456	112	2,442
MINERAL	2,400	36	870	90.0	2,200	8,446	1,720	475	2,921
NYE	900	41	370	84.8	800	5,355	1,296	130	1,810
ORMSBY	1,200	55	660	95.9	1,200	8,540	1,894	475	2,386
PERKINS	1,100	36	400	88.4	1,000	6,550	1,278	244	1,250
STOREY	200	50	100	88.4	200	942	186	53	290
WASHOE	25,300	86	21,740	97.0	24,500	143,903	23,862	11,302	31,112
WHITE PINE	4,000	40	1,600	92.4	3,700	14,804	3,323	613	4,725
TOTAL	79,900		57,000		75,800	437,756	88,921	22,816	106,550

New Hampshire market facts

County	Total Homes	% Television Penetration	Television Homes	% Radio Penetration	Radio Homes	Retail Sales 1957 (\$000)	Food Sales 1957 (\$000)	Drug Sales 1957 (\$000)	Passenger Cars 1957
BELKNAP	8,400	87%	7,340	95.8%	8,000	35,665	8,988	909	8,779
CARROLL	4,900	89	4,340	95.7	4,700	21,505	5,983	511	5,840
CHESHIRE	12,800	89	11,390	96.4	12,300	40,399	11,607	1,177	13,920
COOS	10,400	87	9,030	96.4	10,000	40,717	12,083	985	10,527
GRAFTON	13,000	84	10,940	95.5	12,400	57,359	14,691	1,943	14,556
HILLSBORO	49,200	90	44,380	97.1	47,800	211,589	59,601	4,333	48,065
MERRIMACK	18,800	89	16,730	98.9	18,200	60,861	16,648	2,353	20,024
ROCKINGHAM	24,800	91	22,280	95.9	23,600	100,373	27,174	1,957	29,401
STRAFFORD	15,200	90	13,640	97.1	14,800	60,657	18,613	1,429	16,207
SULLIVAN	8,600	86	7,400	96.0	8,300	28,389	7,708	696	8,778
TOTAL	165,900		147,470		160,100	666,604	183,098	18,293	176,097

New Jersey market facts

County	Total Homes	% Television Penetration	Television Homes	% Radio Penetration	Radio Homes	Retail Sales 1957 (\$000)	Food Sales 1957 (\$000)	Drug Sales 1957 (\$000)	Passenger Cars 1957
ATLANTIC	46,300	92%	41,790	98.9%	43,900	242,457	57,804	8,204	
BERGEN	223,100	91	201,960	97.3	217,100	878,802	252,146	22,999	
BURLINGTON	47,300	91	43,140	96.1	45,500	154,582	39,345	3,450	
CAMDEN	103,300	91	93,960	96.7	99,900	429,130	112,854	10,385	
CAPE MAY	14,100	91	12,800	95.0	13,400	87,229	24,864	2,013	
CUMBERLAND	31,400	91	28,440	95.0	29,800	160,286	37,186	861	
ESSEX	295,900	90	266,900	97.6	288,800	1,288,289	306,223	33,055	
GLOUCESTER	35,400	91	32,100	96.3	34,100	119,681	29,785	3,224	
HUDSON	192,500	92	177,450	97.6	187,700	626,480	193,160	17,313	
HUNTERDON	14,700	91	13,430	98.1	14,100	57,202	13,654	1,056	
MERCER	71,900	92	65,900	96.8	69,600	407,316	91,136	9,083	
MIDDLESEX	99,400	91	90,030	96.2	95,600	397,413	105,603	9,469	
MONMOUTH	89,900	93	83,380	97.2	87,400	370,282	98,741	9,720	
MORRIS	59,500	91	54,120	98.5	57,400	243,186	69,939	6,211	
OCEAN	24,300	91	22,160	96.0	23,300	146,564	30,401	3,670	
PASSAIC	115,900	91	105,610	96.8	112,200	583,563	152,409	14,986	
SALEM	17,200	92	15,740	95.5	16,400	56,578	13,765	1,255	
SOMERSET	34,800	90	31,350	96.4	33,500	107,810	29,001	2,766	
SUSSEX	11,800	90	10,590	96.4	11,400	48,659	12,528	882	
UNION	139,500	92	127,950	98.9	135,200	637,939	173,569	17,263	
WARREN	18,400	90	16,520	96.6	17,800	61,047	13,989	1,316	
TOTAL	1,685,600		1,535,310		1,634,100	7,104,475	1,866,782	180,706	*1,918,000

*State wide total.

New Mexico market facts

County	Total Homes	% Television Penetration	Television Homes	% Radio Penetration	Radio Homes	Retail Sales 1957 (\$000)	Food Sales 1957 (\$000)	Drug Sales 1957 (\$000)	Passenger Cars 1957
BERNALILLO	63,400	89%	56,720	95.3%	60,400	271,040	57,368	9,309	14,759
CAYEN	500	56	280	87.3	400	2,483	1,019		74,729
CHAVEZ	15,100	76	11,550	94.1	14,200	53,172	11,911	1,557	18,003
COLFAX	3,500	41	1,420	92.2	3,200	14,050	2,995	451	17,627
CHERRY	8,800	56	4,900	95.5	8,400	31,958	5,722	1,098	10,567
DE BACA	800	53	420	93.3	700	4,652	808	143	22,920
DONA ANA	11,600	83	9,630	91.7	10,600	31,224	7,436	930	15,621
EDDY	14,000	69	9,680	94.2	13,200	56,545	15,153	2,619	6,604
GRANT	5,600	56	3,120	93.0	5,200	17,894	4,448	594	4,642
GUADALUPE	1,300	62	800	82.6	1,100	9,100	924	257	4,483
HARDING	300	43	130	84.2	300	1,449	89	73	5,172
HIDALGO	1,400	56	780	91.4	1,300	5,557	476	185	4,448
LEA	16,900	58	9,720	94.7	16,000	68,153	19,681	5,997	6,395
LINCOLN	2,000	59	1,180	86.9	1,700	10,926	1,769	396	7,592
LOS ALAMOS	3,500	75	2,620	98.2	3,400	12,890	6,929	669	10,175
LUNA	2,700	60	1,610	89.2	2,400	12,659	3,053	1,038	14,025
MC KINLEY	7,700	44	3,420	74.4	5,700	31,104	5,629	641	4,695
MORA	1,400	48	660	76.0	1,100	1,851	348	103	2,975
OTERO	8,000	62	4,980	91.0	7,300	29,562	7,493	1,340	3,047
QUAY	3,800	56	2,110	93.3	3,500	16,807	3,187	562	2,997
RIO ARriba	5,600	52	2,930	81.9	4,600	16,670	4,100	510	2,324
ROOSEVELT	4,800	52	2,400	96.4	4,400	15,380	3,376	633	2,241
SANDOVAL	2,400	58	1,380	75.5	1,800	2,940	583	141	1,533
SAN JUAN	10,200	50	5,050	77.0	7,900	52,975	9,327	1,229	1,494
SAN MIGUEL	5,100	40	2,330	83.7	4,300	14,140	3,661	665	2,723
SANTA FE	10,600	60	7,330	92.5	9,800	45,775	11,109	1,853	2,839
SUECRA	1,600	62	990	92.3	1,500	6,386	1,908	314	1,096
SOCORRO	2,300	57	1,320	86.8	2,000	9,944	2,111	328	811
TAOS	3,000	52	1,570	74.9	2,200	12,799	3,085	369	4,671
TORRANCE	1,400	62	870	86.4	1,200	8,736	770	236	846
UNION	1,700	40	660	92.8	1,600	8,917	1,777	390	623
VALENCIA	5,300	68	3,680	88.4	4,700	25,911	5,946	566	4,259
TOTAL	226,100		156,150		206,100	922,658	204,171	35,186	276,735

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New York market facts

County	Total Homes	% Television Penetration	Television Homes	% Radio Penetration	Radio Homes	Retail Sales 1957 (\$000)	Food Sales 1957 (\$000)	Drug Sales 1957 (\$000)	Passenger Cars 1957
ALBANY	83,000	91%	75,510	97.5%	81,200	374,394	85,179	8,963	
ALLEGANY	13,600	77	10,470	95.5	13,000	37,126	9,344	960	
**BRONX	436,700	89	390,330	97.3	424,900	1,164,649	458,799	31,279	
BROOME	62,000	89	55,400	96.6	59,900	243,907	60,035	7,223	
CATTARAUGUS	24,800	91	22,490	97.0	24,100	86,826	21,649	2,449	
CAYUGA	21,900	91	19,850	96.2	21,100	81,938	20,136	1,712	
CHAUTAUQUA	46,700	90	41,840	97.1	45,300	169,853	43,765	4,201	
CHEMUNG	31,100	86	26,840	96.7	30,100	120,250	30,406	3,045	
CHEMUNGO	12,600	88	11,090	96.0	12,100	48,134	11,565	840	
CLINTON	14,600	91	13,250	95.6	13,900	55,054	14,543	1,167	
COLUMBIA	14,100	91	12,880	96.0	13,500	55,036	14,981	1,122	
CORTLAND	12,900	90	11,570	96.2	12,400	50,708	11,222	913	
DELAWARE	14,200	82	11,620	95.5	13,600	51,940	10,877	973	
DUCHESS	42,200	89	37,640	96.9	40,600	184,444	45,484	4,912	
ERIE	320,700	91	293,230	97.5	312,800	1,308,781	340,432	39,455	
ESSEX	10,600	78	8,290	95.3	10,100	37,749	10,046	1,309	
FRANKLIN	12,700	73	9,320	95.9	12,200	53,212	12,352	1,619	
FULTON	17,800	88	15,670	95.4	17,000	57,939	15,447	1,318	
GENESEE	14,900	92	13,750	97.1	14,500	69,228	15,242	1,814	
GREENE	9,000	87	7,870	95.7	8,600	43,074	10,836	1,027	
HAMILTON	1,300	89	1,160	93.7	1,200	5,751	1,111	140	
HERKIMER	19,500	90	17,620	96.8	18,900	67,358	19,616	1,422	
JEFFERSON	26,900	79	21,280	96.6	26,000	110,073	24,441	3,252	
**KINGS	792,800	92	730,480	97.5	773,000	2,456,421	852,972	69,035	
LEWIS	6,800	82	5,570	93.9	6,400	20,199	4,294	425	
LIVINGSTON	11,000	87	9,600	96.7	10,600	46,571	10,982	911	
MADISON	15,000	90	13,460	97.0	14,600	57,551	12,359	2,073	
MONROE	178,600	91	162,070	97.6	174,200	718,781	172,434	22,228	
MONTGOMERY	19,200	89	17,010	96.5	18,500	65,568	18,197	1,543	
NASSAU	370,600	93	344,530	97.5	361,500	1,750,306	482,921	43,681	
**NEW YORK	598,600	88	526,860	95.5	571,600	4,276,654	714,261	113,937	
NIAGARA	66,200	92	61,010	97.4	64,500	268,461	68,098	7,852	
ONEIDA	69,600	92	64,170	96.5	67,200	278,830	70,829	7,751	
ONONDAGA	119,500	91	108,850	97.3	116,300	504,539	124,512	13,888	
ONTARIO	18,500	89	16,500	96.7	17,900	85,457	18,102	2,230	
ORANGE	52,500	90	47,280	96.3	50,800	228,358	62,287	5,530	
ORLEANS	9,800	90	8,830	96.4	9,400	34,648	9,695	804	
OSWEGO	24,400	91	22,270	97.1	23,700	78,775	21,162	2,669	
OTSEGO	17,200	89	15,230	95.5	16,400	69,224	14,037	1,633	
PUTNAM	6,600	85	5,600	95.9	6,300	36,566	8,165	1,060	
**QUEENS	562,100	91	511,760	97.9	550,500	1,865,736	657,777	48,057	
RENSSELAIRE	43,500	91	39,430	97.0	42,200	158,911	43,367	3,700	
**RICHMOND	60,200	92	55,180	97.3	58,600	184,948	68,279	5,289	

**New York City (Bronx, Kings, New York, Richmond, Queens).

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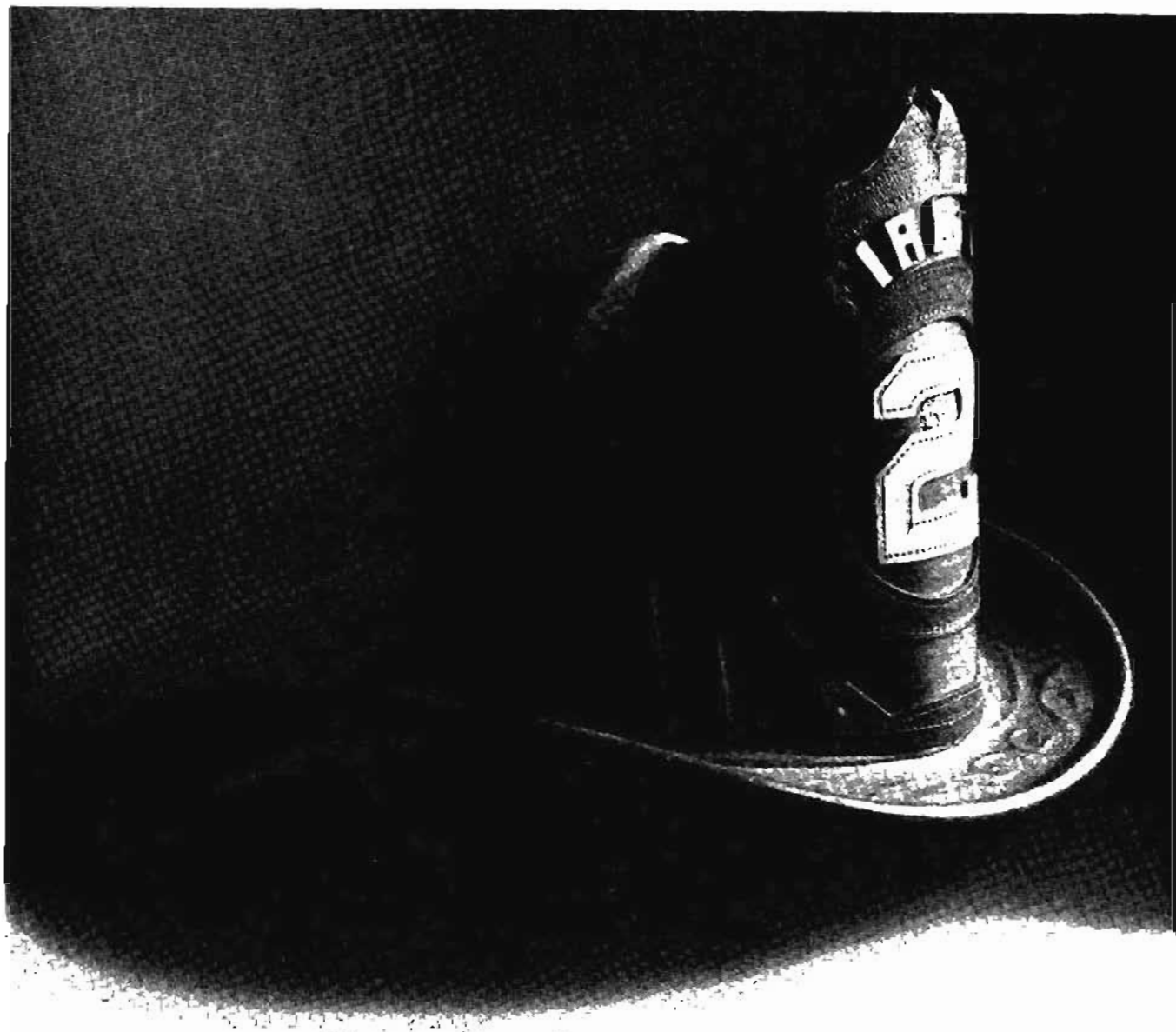
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TRANSCONTINENT TELEVISION CORPORATION

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Offices: 70 Niagara Street, Buffalo, Mohawk 2300 • 15 East 47th Street, New York City, Plaza 1-3030

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New York CONTINUED

County	Total Homes	% Television Penetration	Television Homes	% Radio Penetration	Radio Homes	Retail Sales 1957 (\$000)	Food Sales 1957 (\$000)	Drug Sales 1957 (\$000)	Passenger Cars 1957
ROCKLAND	29,700	92	27,260	96.6	28,700	118,601	35,405	2,967	
ST. LAWRENCE	31,600	74	23,420	95.1	30,100	105,444	26,814	2,536	
SARATOGA	25,400	89	22,600	97.0	24,600	79,363	24,108	1,943	
SCHENECTADY	52,500	90	47,320	97.5	51,200	193,182	55,578	5,530	
SCHOHARIE	7,400	86	6,350	94.8	7,000	27,225	5,573	459	
SCHUYLER	4,600	88	4,050	94.7	4,400	13,563	3,746	213	
SENECA	7,300	89	6,470	96.3	7,000	33,551	8,521	1,005	
STEARSEN	28,800	81	23,250	95.5	27,500	96,501	25,165	2,265	
SUFFOLK	153,900	89	137,560	96.8	148,700	607,712	174,109	14,637	
SULLIVAN	13,400	89	11,950	96.1	12,900	84,350	22,767	2,758	
TIOGA	10,200	89	9,070	94.5	9,600	34,962	8,744	524	
TOMPKINS	19,900	84	16,700	96.8	19,300	69,648	18,038	2,351	
ULSTER	33,600	89	29,900	95.5	32,100	121,528	31,109	3,381	
WARREN	13,200	89	11,770	92.4	12,200	75,853	18,301	2,435	
WASHINGTON	13,700	89	12,230	95.9	13,100	41,797	12,645	1,165	
WAYNE	17,700	90	15,920	97.0	17,200	146,033	19,170	1,856	
WESTCHESTER	228,300	93	212,240	97.1	221,800	1,089,152	295,232	26,829	
WYOMING	8,900	89	7,950	96.4	8,800	38,576	8,889	878	
YATES	6,000	88	5,250	95.9	5,800	20,115	5,723	481	
TOTAL	5,012,600		4,528,020		4,862,800	20,658,474	5,521,875	549,717	*4,302,000

*State wide total.

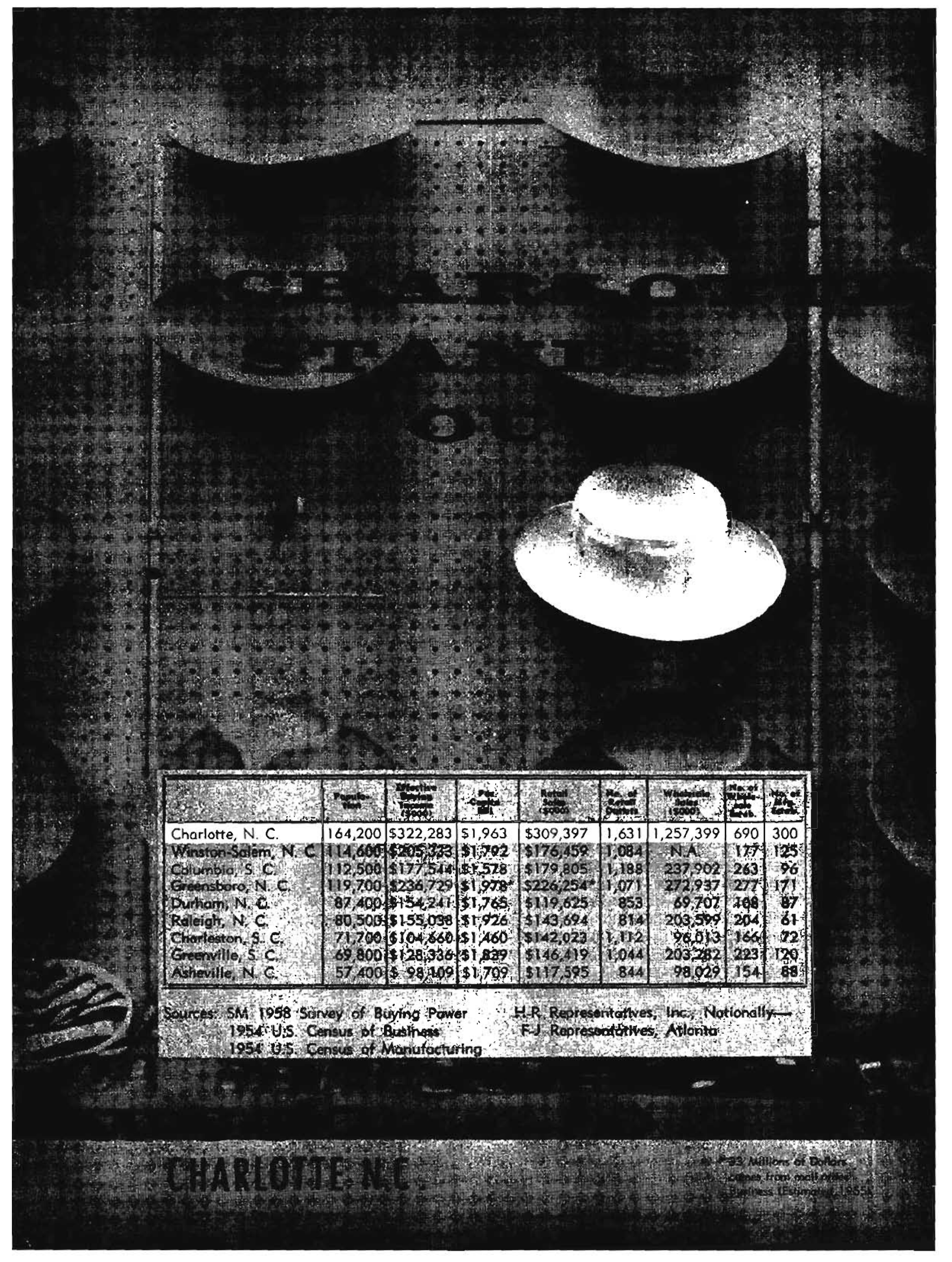
North Carolina market facts

County	Total Homes	% Television Penetration	Television Homes	% Radio Penetration	Radio Homes	Retail Sales 1957 (\$000)	Food Sales 1957 (\$000)	Drug Sales 1957 (\$000)	Motor Vehicles 1957
ALAMANCE	21,400	88%	18,890	96.7%	20,700	80,963	19,929	2,416	34,999
ALEXANDER	3,500	84	2,950	96.5	3,400	12,321	3,004	33	6,312
ALLEGHANY	2,100	65	1,370	94.5	2,000	3,939	525	215	2,946
ANSON	6,000	69	4,130	95.5	5,700	11,805	2,631	215	7,880
ASHE	5,000	65	3,270	95.3	4,800	7,646	1,248	236	5,920
AVERY	3,100	61	1,880	94.2	2,900	3,934	484	253	3,729
BEAUFORT	9,400	84	7,900	93.4	8,800	29,249	7,056	683	12,568
BERTIE	5,900	67	3,930	93.5	5,500	13,228	2,660	233	8,075
BLADEN	6,600	49	3,240	93.6	6,200	19,127	3,634	264	9,180
BRUNSWICK	4,500	55	2,470	93.1	4,200	9,194	2,520	468	5,985
BUNCOMBE	36,400	71	25,920	96.2	35,000	140,797	31,497	5,903	47,710
BURKE	11,700	78	9,100	95.5	11,200	27,973	8,214	816	17,320
CABARRUS	17,500	88	15,430	97.4	17,000	71,549	19,328	2,456	29,772
CALDWELL	11,200	75	8,370	95.9	10,700	33,594	9,671	1,055	17,611
CAMDEN	1,400	72	1,010	94.7	1,300	814	466		1,929
CARTER	6,900	58	4,010	95.4	6,600	21,264	6,159	752	9,121
CASWELL	4,300	69	2,960	95.4	4,100	6,619	1,212	168	5,848
CATAWBA	18,400	88	16,140	96.5	17,800	79,576	20,079	2,077	31,903
CHATHAM	6,100	63	3,860	95.5	5,800	27,355	5,102	529	10,136
CHEROKEE	4,200	44	1,840	93.8	3,900	12,435	2,732	343	4,578
CHOWAN	2,000	59	1,720	95.3	2,800	9,564	2,399	180	4,352
CLAY	1,300	44	570	95.0	1,200	2,799	568	75	1,502
CLEVELAND	16,500	75	12,420	96.1	16,900	51,300	12,365	1,398	22,948
COLUMBIAN	12,300	52	6,340	93.7	11,500	37,393	7,473	1,102	15,657
CRAVEN	13,600	78	10,870	94.1	13,100	47,556	11,208	1,498	18,895
CYBERLAND	28,400	55	15,750	96.0	27,300	114,093	23,952	2,537	38,447
CURRITUCK	1,800	72	1,290	95.0	1,700	3,422	716		2,048
DARE	1,300	59	770	95.5	1,200	7,421	2,202	588	2,416
DAVIDSON	18,100	86	15,490	96.5	17,500	70,405	17,047	1,681	31,538
DAVIE	3,000	76	2,980	95.7	3,700	11,724	3,646	462	7,025
DUPLIN	9,600	57	5,480	94.4	9,100	22,827	5,032	665	14,357
DURHAM	29,600	82	24,380	96.6	28,800	125,803	26,552	4,402	39,338
EDGEcombe	12,200	76	9,240	95.0	11,600	43,618	11,859	863	16,311
FORSYTH	49,100	86	42,390	96.5	47,400	200,979	43,040	6,335	74,909
FRANKLIN	7,000	54	3,760	95.1	6,700	12,036	2,781	401	9,382
GASTON	32,600	79	25,750	96.3	31,400	110,830	30,192	3,320	44,426
GATES	2,300	70	1,620	93.3	2,100	3,904	472		3,467
GRAHAM	1,700	44	750	94.2	1,600	3,101	375		1,769
GRANVILLE	6,800	66	4,520	94.5	6,400	19,508	4,255	569	10,195

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Sources of information: "Total Homes" were prepared by A. C. Nielsen Co. from estimates by Sales Management updated to March 1958 by application of growth patterns determined by special surveys of the U. S. Bureau of the Census. "Percent Tv Penetration" and "Tv Homes"—as of March 1958—were supplied by the Advertising Research Foundation. The ARF county-by-county report of tv penetration and tv homes was prepared by the ARF technical staff with the assistance of A. C. Nielsen Co. and the Bureau of the Census. "Percent Radio

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	Popu- lation	Effective Buying Power (\$000)	Per Capita \$1	Retail Sales (\$000)	No. of Retail Stores	Wholesale Sales (\$000)	No. of Wholesale Stores	No. of Life Lines
Charlotte, N. C.	164,200	\$322,283	\$1,963	\$309,397	1,631	1,257,399	690	300
Winston-Salem, N. C.	114,600	\$205,333	\$1,792	\$176,459	1,084	N.A.	177	125
Columbia, S. C.	112,500	\$177,544	\$1,578	\$179,805	1,188	237,902	263	96
Greensboro, N. C.	119,700	\$236,729	\$1,978	\$226,254*	1,071	272,937	277	171
Durham, N. C.	87,400	\$154,241	\$1,765	\$119,625	853	69,707	468	87
Raleigh, N. C.	80,500	\$155,038	\$1,926	\$143,694	814	203,599	204	61
Charleston, S. C.	71,700	\$104,660	\$1,460	\$142,023	1,112	98,013	166	72
Greenville, S. C.	69,800	\$128,336	\$1,839	\$146,419	1,044	203,282	223	120
Asheville, N. C.	57,400	\$ 98,109	\$1,709	\$117,595	844	98,029	154	88

Sources: SM 1958 Survey of Buying Power
 1954 U.S. Census of Business
 1954 U.S. Census of Manufacturing

H.R. Representatives, Inc., Nationally—
 F.J. Representatives, Atlanta

CHARLOTTE, N.C.

\$32 Millions of Dollars
 comes from mail orders
 Business Estimates, 1955

North Carolina CONTINUED

County	Total Homes	% Television Penetration	Television Homes	% Radio Penetration	Radio Homes	Retail Sales 1957 (\$000)	Food Sales 1957 (\$000)	Drug Sales 1957 (\$000)	Motor Vehicles 1957
GREENE	3,800	66	2,380	95.0	3,400	6,277	1,211	45	5,398
GUILFORD	59,300	88	51,800	96.7	57,300	331,962	69,571	9,237	98,940
HALIFAX	13,200	65	8,520	93.9	12,400	47,092	11,958	1,181	17,486
HARNETT	12,900	64	6,930	95.5	12,300	35,898	6,335	1,420	16,982
HAYWOOD	10,200	62	6,330	96.0	9,800	33,807	6,145	1,453	14,927
HENDERSON	9,500	62	5,920	95.5	9,100	34,891	9,177	1,165	15,224
HERTFORD	4,800	70	3,370	95.0	4,600	17,658	2,711	552	6,924
HOKE	3,300	64	1,700	95.0	3,100	8,877	2,345	172	4,150
HYDE	1,400	50	820	92.7	1,300	1,989	544		1,568
IREDELL	15,600	78	12,140	96.7	15,100	56,050	15,159	1,602	25,543
JACKSON	4,300	56	2,410	94.1	4,000	12,025	2,551	350	5,427
JOHNSTON	15,700	62	9,670	95.8	15,000	43,342	9,772	1,263	24,486
JONES	2,300	58	1,340	93.5	2,200	3,538	953	94	3,407
LEE	6,800	63	4,170	96.7	6,400	27,647	5,768	1,002	11,311
LENOIR	11,600	71	8,230	94.4	11,000	44,322	7,653	1,423	19,968
LINCOLN	6,900	72	4,950	95.9	6,600	18,158	5,757	465	11,377
MC DOWELL	6,800	68	4,610	95.3	6,500	18,719	4,186	928	9,281
MACON	3,900	56	2,180	94.1	3,700	12,554	1,888	388	4,809
MADISON	4,300	53	2,270	95.5	4,100	6,668	1,330	222	4,970
MARTIN	6,100	67	4,060	95.7	5,800	17,873	2,962	310	8,895
MECKLENBERG	71,000	86	61,150	96.7	68,700	335,100	58,004	13,481	107,661
MITCHELL	3,400	58	1,960	95.6	3,300	10,017	1,697	246	4,744
MONTGOMERY	4,300	70	3,010	94.7	4,100	12,635	2,876	326	7,066
MOORE	6,200	64	5,220	96.0	7,900	31,739	7,649	1,216	14,446
NASR	14,300	64	9,150	95.7	13,700	49,730	8,363	1,531	21,108
NEW HANOVER	21,200	71	15,150	95.6	20,300	89,083	19,574	3,572	26,921
NORTHAMPTON	5,900	70	4,150	93.6	5,500	9,162	2,407	330	7,416
ONSLOW	11,500	64	7,360	95.0	10,900	36,195	8,056	1,117	17,326
ORANGE	9,100	80	7,250	95.9	8,700	28,671	7,093	1,011	12,154
PAMLICO	2,500	58	1,450	92.9	2,300	2,976	1,203		2,975
PASQUOTANK	7,300	72	5,230	95.0	6,900	29,295	7,472	588	9,512
PENDER	4,300	55	2,370	91.8	3,900	5,588	1,658	237	5,623
PERQUIMANS	2,500	72	1,790	94.3	2,400	8,887	1,293	80	3,396
PERSON	5,400	69	3,700	95.7	5,200	19,891	3,873	631	9,411
PITT	14,800	86	12,700	93.7	13,900	57,291	10,977	1,349	23,240
POLK	3,000	81	2,440	95.4	2,900	5,788	1,755	243	4,382
RANDOLPH	14,000	81	11,370	96.4	13,500	52,156	12,534	1,511	25,715
RICHMOND	10,100	80	8,050	95.1	9,600	33,255	8,597	749	13,473
ROBESON	20,600	63	13,050	93.5	19,300	57,745	11,878	1,554	24,700
ROCKINGHAM	18,100	84	15,120	95.9	17,400	55,231	15,482	1,793	26,570
ROWAN	22,000	81	17,810	96.9	21,300	75,903	18,822	1,724	34,876
RUTHERFORD	11,300	78	8,870	95.7	10,800	35,696	8,451	908	16,608
SAMPSON	11,500	58	6,690	95.0	10,900	26,069	4,780	1,138	18,211
SCOTLAND	6,200	55	3,380	93.0	5,800	17,990	5,356	253	6,988
STANLY	11,500	88	10,130	96.7	11,100	36,441	8,723	909	17,962
STOKES	4,800	75	3,610	95.7	4,600	8,804	2,205	223	8,716
SURRY	11,900	81	9,600	96.8	11,500	48,583	10,574	1,332	20,657
SWAIN	2,100	44	920	93.3	2,000	7,671	1,602	381	2,646
TRANSYLVANIA	3,800	56	2,130	94.7	3,600	13,223	4,303	68	5,492
TYRRELL	1,200	60	720	94.1	1,100	2,371	491	52	1,342
UNION	10,800	73	7,920	96.3	10,400	30,828	6,612	985	16,801
VANCE	8,000	70	5,590	94.5	7,600	26,782	6,234	680	11,050
WAKE	40,400	78	31,510	96.7	39,100	197,005	42,284	6,200	65,618
WARREN	4,900	54	2,630	93.0	4,600	8,223	1,867	239	5,362
WASHINGTON	3,000	59	1,770	95.6	2,900	16,109	3,045	122	4,548
WATAUGA	4,100	60	2,460	95.7	3,900	12,942	1,896	452	5,789
WAYNE	16,000	75	11,960	95.1	15,200	62,609	10,786	1,407	24,024
WILKES	10,900	66	7,170	95.3	10,400	32,461	5,203	572	16,275
WILSON	13,400	74	9,960	95.3	12,800	47,670	10,186	1,233	20,129
YADKIN	5,600	76	4,270	96.8	5,400	15,032	2,452	161	10,028
YANCEY	3,500	53	1,850	93.9	3,300	4,833	1,194	155	3,919
TOTAL	1,097,600		811,440		1,050,800	3,943,068	867,617	119,124	1,628,741

Source of information: "Total Homes" were prepared by A. C. Nielsen Co. from estimates by Sales Management updated to March 1955 by application of growth patterns determined by special surveys of the U. S. Bureau of the Census. "Percent TV Penetration" and "TV Homes" — as of March 1958 — were supplied by the Advertising Research Foundation. The ARF county-by-county report of TV penetration and TV homes was prepared by the ARF technical staff with the assistance of A. C. Nielsen Co. and the Bureau of the Census. "Percent Radio

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North Dakota market facts

County	Total Homes	% Television Penetration	Television Homes	% Radio Penetration	Radio Homes	Retail Sales 1957 (\$000)	Food Sales 1957 (\$000)	Drug Sales 1957 (\$000)	Passenger Cars 1957
ADAMS	1,200	48%	580	97.4%	1,200	5,522	1,125	151	1,677
BARNES	4,800	87	4,160	97.3	4,700	19,894	3,979	392	5,829
BENSON	2,100	61	1,280	96.7	2,000	5,924	1,513	167	2,939
BILLINGS	500	42	210	94.3	500	78	—	—	464
BOTTINEAU	2,800	59	1,640	96.1	2,700	11,862	2,201	317	4,093
BOWMAN	1,000	43	430	96.4	1,000	5,740	811	109	1,496
BURKE	1,700	62	1,060	96.2	1,600	5,255	962	181	2,277
BURLEIGH	9,300	78	7,230	97.1	9,000	43,898	7,352	1,573	10,952
CASS	10,500	90	17,480	97.6	19,000	108,684	16,456	2,780	22,001
CAVALIER	2,400	50	1,210	96.9	2,300	9,135	1,566	177	3,551
DICKEY	2,500	64	1,600	96.2	2,400	7,984	1,475	278	2,892
DIVIDE	1,300	42	540	96.4	1,300	7,418	955	163	2,304
DUNN	1,800	57	910	97.0	1,600	2,874	698	61	1,875
EDDY	1,200	61	730	97.5	1,200	6,733	1,325	191	1,681
EMMONS	2,000	74	1,470	95.3	1,900	6,300	1,423	73	2,756
FOSTER	1,500	61	910	96.9	1,500	7,937	1,050	382	1,941
GOLDEN VALLEY	800	43	340	97.3	800	3,384	788	78	1,204
GRAND FORKS	12,800	76	9,730	97.5	12,500	74,458	11,540	1,295	13,983
GRANT	1,600	82	1,310	96.0	1,500	3,781	714	120	2,025
GRIFFS	1,300	86	1,120	97.5	1,300	5,798	1,026	117	1,923
HETTINGER	1,800	49	890	97.1	1,700	6,037	1,051	101	2,217
KIDDER	1,500	73	1,100	95.2	1,400	4,451	624	111	1,704
LA MOURE	2,100	64	1,340	97.8	2,100	9,013	1,684	195	3,086
LOGAN	1,200	64	770	96.2	1,200	4,075	871	130	1,963
MC HENRY	2,800	59	1,640	96.4	2,700	9,399	2,191	251	3,814
MC INTOSH	1,700	64	1,080	96.1	1,600	7,478	1,008	127	2,511
MC KENZIE	1,800	42	760	96.7	1,700	5,784	1,000	306	2,485
MC LEAN	5,200	53	2,780	95.7	5,000	11,535	2,782	485	5,256
MERCER	2,000	57	1,130	95.9	1,900	7,273	1,167	162	2,672
MORTON	5,500	82	4,490	95.6	5,300	22,123	4,605	579	6,787
MOUNTRAIL	2,500	42	1,050	96.3	2,400	11,882	1,887	432	3,617

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LOOKING FOR TOP MARKETS...?

TAKE A LOOK AT KXJB-TV, VALLEY CITY—FARGO—GRAND FORKS

KXJB-TV, Valley City-Fargo-Grand Forks, is one of the top 100 television markets in the United States, according to the May 19th issue of Television Age. What's more, KXJB-TV covers one of the richest markets . . . North Dakota and Minnesota's rich Red River Valley, plus the southeastern third of North Dakota.

But that's not all—buy KXJB-TV and add the other Market Maker Stations of the North Dakota Broadcasting Company, KCJB-TV in Minot, KBMB-TV in Bismarck and KDIX-TV in Dickinson, and you get coverage of over 90% of the North Dakota market with one buy, one order, one contact! Buy KXJB-TV, one of the Top 100, add KCJB-TV, KBMB-TV and KDIX-TV, and you have the triple-terrific Market Maker Stations of the NDBC Television Network reaching the greatest percentage of all of the television homes in North Dakota—plus parts of Minnesota and South Dakota. In the Upper Midwest, you can't buy better!

KXJB-TV, Valley City-Fargo-Grand Forks; **KBMB-TV**, Bismarck-Mandan; **KCJB-TV**, Minot; **KDIX-TV**, Dickinson; **KXAB-TV**, Aberdeen* (*on the air October, 1958).



Station Representative:
Weed Television Co.

Minneapolis Representative:
Bill Hurley,
300 Roanoke Bldg.

North Dakota CONTINUED

County	Total Homes	% Television Penetration	Television Homes	% Radio Penetration	Radio Homes	Retail Sales 1957 (\$000)	Food Sales 1957 (\$000)	Drug Sales 1957 (\$000)	Passenger Cars 1957
NELSON	1,700	79	1,340	97.7	1,700	7,304	1,119	191	2,772
OLIVER	500	54	270	96.8	500	705	150		678
PEMBINA	3,400	56	1,910	90.8	3,300	12,839	2,435	275	4,491
PIERCE	1,900	59	1,130	96.3	1,800	6,598	1,096	331	2,815
RAMSEY	3,200	50	1,600	97.7	3,100	23,544	4,426	602	4,897
RANSOM	2,000	74	1,480	97.4	1,000	8,565	1,628	425	3,115
RENVILLE	1,400	59	830	97.0	1,400	5,734	813	192	1,834
RICHLAND	5,600	74	4,160	97.1	5,400	21,134	3,738	486	6,580
ROLETTE	2,200	50	1,100	92.7	2,000	9,021	1,748	259	2,486
SARGENT	1,800	74	1,340	96.7	1,700	3,447	816	60	2,383
SHERIDAN	1,100	59	650	96.8	1,100	3,583	614	204	1,631
SIoux	600	82	490	90.8	500	1,237	92		719
SLOPE	500	42	210	98.2	500	387	110		618
STARK	4,000	49	1,970	95.5	3,800	20,143	2,855	615	5,518
STEELE	1,200	87	1,040	97.1	1,200	2,760	619		1,758
STUTSMAN	6,800	71	4,840	97.0	6,600	31,800	5,644	925	8,211
TOWNER	1,200	51	610	96.3	1,200	6,296	1,027	187	2,103
TRAIL	2,800	87	2,430	97.3	2,700	12,138	1,845	299	4,142
WALSU	4,600	56	2,570	97.0	4,500	21,697	3,646	413	6,323
WARD	11,000	77	9,150	97.0	11,500	68,691	10,386	3,348	14,094
WILLS	2,600	60	1,560	97.1	2,600	10,748	2,200	270	3,469
WILLIAMS	9,300	42	3,900	96.4	9,000	34,030	6,067	934	8,295
TOTAL	170,300		115,640		164,900	753,895	128,682	21,463	212,907

Ohio market facts

County	Total Homes	% Television Penetration	Television Homes	% Radio Penetration	Radio Homes	Retail Sales 1957 (\$000)	Food Sales 1957 (\$000)	Drug Sales 1957 (\$000)	Passenger Cars 1957
ADAMS	6,600	88%	5,810	93.1%	6,100	16,724	3,628	312	6,315
ALLEN	31,100	89	27,790	97.0	30,200	138,350	32,147	3,495	35,749
ASHLAND	11,500	91	10,450	96.9	11,100	43,607	8,877	1,135	14,432
ASHTABULA	28,600	91	26,040	96.9	27,700	132,270	31,350	2,766	34,797
ATHENS	12,700	87	11,010	96.1	12,100	44,877	11,427	1,412	12,842
AUGLAIZE	10,400	90	9,410	97.1	10,100	40,821	10,093	731	12,889
BELMONT	26,300	90	23,790	95.7	25,200	88,727	33,830	1,831	26,628
BROWN	7,300	88	6,430	94.6	6,900	20,685	4,541	617	7,868
BUTLER	51,700	92	47,490	96.6	49,900	205,931	47,450	5,284	61,247
CARROLL	5,800	89	5,160	97.0	5,600	16,360	4,481	289	7,024
CHAMPAIGN	9,100	91	8,270	96.5	8,800	31,463	6,976	965	10,914
CLARK	39,200	91	35,800	96.6	37,900	165,365	39,871	5,448	45,629
CLERMONT	17,300	91	15,820	94.9	16,400	55,734	14,435	1,685	22,039
CLINTON	9,200	89	8,210	95.5	8,800	35,639	7,774	712	10,683
COLUMBIANA	32,800	91	29,760	96.7	31,700	136,866	35,858	5,108	36,357
COSHOCTON	10,700	85	9,080	96.0	10,300	33,182	7,867	988	11,228
CRAWFORD	13,900	89	12,440	97.4	13,500	55,264	11,536	1,287	17,618
CUYAHOGA	485,400	92	448,440	97.5	473,400	2,336,394	589,775	88,498	563,685
DARKE	13,700	90	12,350	95.9	13,100	50,846	10,848	870	17,130
DEFIANCE	8,700	90	7,820	97.5	8,500	30,115	7,875	795	11,629
DELAWARE	9,400	92	8,660	97.5	9,200	31,729	6,730	578	12,487
FRIE	19,300	90	17,290	96.9	18,700	85,492	21,606	3,088	23,734
FAIRFIELD	17,900	92	16,470	96.7	17,300	67,814	17,351	2,144	22,074
PAYETTE	7,700	87	6,730	94.9	7,300	32,211	6,621	618	8,761
FRANKLIN	192,700	93	179,130	96.9	186,700	866,897	197,338	30,598	222,471
FULTON	8,500	89	7,530	97.2	8,300	42,446	6,807	769	11,199
GALLIA	7,100	87	6,160	92.8	6,600	17,443	4,472	339	6,796
GEauga	9,600	90	8,670	92.8	8,900	34,566	9,037	921	14,243
GREENE	22,000	92	20,270	97.0	21,300	69,433	16,734	2,148	28,160
GHERNSEY	11,600	86	9,940	95.7	11,100	36,195	9,226	810	11,605
HAMILTON	267,500	91	244,750	95.8	256,300	1,152,920	273,347	37,387	256,287
HANCOCK	16,700	90	14,950	97.2	16,200	61,831	13,268	1,517	20,049
HARDIN	9,400	90	8,480	95.8	9,000	28,617	7,195	615	10,760
HARRISON	5,800	89	5,170	96.0	5,600	16,793	4,574	392	6,678
HENRY	7,000	90	6,300	96.1	6,700	31,313	7,551	591	9,454
HIGHLAND	9,500	87	8,290	95.4	9,100	34,511	7,949	760	10,418
HOCKING	6,800	90	6,120	93.5	6,400	21,567	5,009	800	6,704

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Source of information: "Total Homes" were prepared by A. C. Nielsen Co. from estimates by Sales Management updated to March 1958 by application of growth patterns determined by special surveys of the U. S. Bureau of the Census. "Percent Television Penetration" and "TV Homes"—as of March 1958—were supplied by the Advertising Research Foundation. The ARF county-by-county report of TV penetration and TV homes was prepared by the ARF technical staff with the assistance of A. C. Nielsen Co. and the Bureau of the Census. "Percent Radio

Penetration" figures were supplied to the BROADCASTING YEAR-BOOK by the A. C. Nielsen Co. and are the figures currently in use by that company. "Radio Homes" are the product of multiplying Nielsen percentages of penetration by total homes. "Retail Sales," "Food Sales" and "Drug Sales" copyright 1958 by Sales Management; no further reproduction authorized without express permission of Sales Management. "Passenger Cars" are official registration figures from the various states.

Interview: *Jack Canning*

Sullivan, Stauffer, Colwell & Bayles, Inc. Timebuyer, Jack Canning, tells why he selects WLW TV-Radio Stations for PALL MALL Cigarettes.

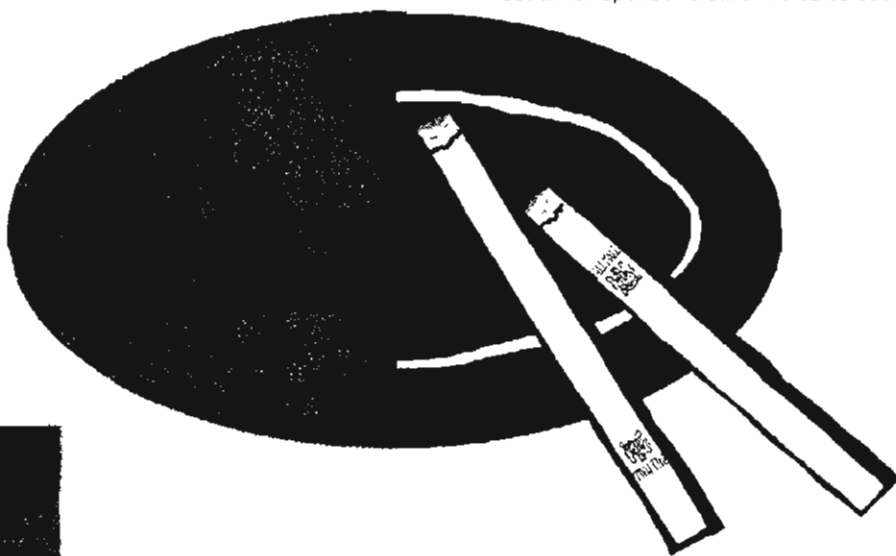


"Sure, I buy time for PALL MALL Famous Cigarettes on the Crosley Stations because their greater length of audience filters commercials farther into smooth pleasure for advertisers."



"Yes, WLW Television and Radio Stations really pack in a full house of viewers across the Midwest and into the South for sponsor's sure-fire sales success."

"Outstanding—and that's putting it mildly!"



Call your WLW Stations Representative . . . you'll be glad you did!



Network Affiliations: NBC; ABC; MBS • Sales Offices: New York, Cincinnati, Chicago, Cleveland • Sales Representatives: NBC Spot Sales: Detroit, Los Angeles, San Francisco. Bomar Lowrance & Associates, Inc., Atlanta, Dallas Crosley Broadcasting Corporation, a division of **Arco**

Ohio CONTINUED

County	Total Homes	% Television Penetration	Television Homes	% Radio Penetration	Radio Homes	Retail Sales 1957 (\$000)	Food Sales 1957 (\$000)	Drug Sales 1957 (\$000)	Passenger Cars 1957
ADAMS	5,400	88	4,750	80.5	4,300	14,249	3,602	334	5,087
ADAMS	13,300	91	12,080	97.4	13,000	51,387	11,195	1,640	16,986
JACKSON	9,000	89	7,970	94.6	8,500	30,271	6,642	533	8,098
JEFFERSON	28,300	90	25,610	96.5	27,300	139,912	40,534	3,389	30,842
KNOX	12,300	91	11,170	96.4	11,900	42,841	9,680	984	14,173
LAKE	36,300	92	33,490	97.2	35,300	141,133	36,552	4,172	47,851
LAWRENCE	15,100	91	13,730	94.2	14,200	44,762	13,639	963	15,800
LINKING	25,200	90	22,500	96.8	24,400	97,765	21,900	2,605	31,290
LODAN	10,900	90	9,840	97.2	10,600	42,717	10,787	884	13,037
LORAIN	57,600	92	53,060	97.3	56,000	230,129	62,030	6,400	71,696
LUCAS	143,400	92	132,090	97.9	139,500	595,556	140,902	22,094	160,795
MADISON	7,100	89	6,310	94.0	6,700	35,861	7,014	616	8,343
MARIONING	81,300	92	74,630	97.1	78,900	408,658	107,588	10,556	97,602
MARION	18,000	91	16,390	97.0	17,500	72,562	18,643	2,180	20,844
MEDINA	15,300	93	14,190	96.4	14,700	64,697	15,332	1,840	20,006
MERCER	6,900	88	6,080	96.7	6,600	23,155	5,322	667	6,724
MERCER	9,300	89	8,270	97.2	9,000	40,963	7,199	586	11,308
MIAMI	21,600	93	20,020	96.8	20,900	87,174	20,718	2,172	27,143
MONROE	4,300	87	3,760	93.6	4,000	13,121	2,849	127	4,234
MONTGOMERY	152,700	94	143,230	97.0	148,100	631,097	149,383	21,561	179,587
MORGAN	3,800	87	3,320	94.6	3,600	13,568	2,720	305	4,268
MORROW	5,600	90	5,030	96.5	5,400	14,551	3,032	125	6,930
MUSKINGUM	24,100	86	20,760	96.3	23,200	87,341	21,063	3,283	26,078
NOBLE	3,400	87	2,970	93.4	3,200	10,964	1,484	200	3,518
OTTAWA	10,600	90	9,530	97.4	10,300	40,741	10,046	676	13,645
PAULING	5,000	88	4,390	96.5	4,800	15,027	2,705	231	6,298
PERRY	8,100	91	7,340	96.0	7,800	23,828	6,001	442	9,224
PICKAWAY	8,400	91	7,650	95.7	8,000	33,347	6,311	759	10,719
PIKE	7,500	89	6,640	92.1	6,900	19,729	5,021	467	6,121
PORTAGE	21,400	91	19,380	97.0	20,800	103,833	28,858	2,878	28,107
PREBLE	9,400	91	8,600	96.5	9,100	25,764	5,595	521	11,827
PUTNAM	7,800	88	6,840	96.5	7,500	26,669	4,941	618	9,855
RICHLAND	32,000	91	29,030	96.8	31,000	138,371	40,781	3,383	41,061
ROSS	17,500	91	15,970	95.8	16,800	60,930	15,873	1,701	19,269
SANDUSKY	18,200	91	16,500	96.9	17,800	69,442	14,696	1,382	20,879
SCIOTO	31,400	91	28,490	95.1	29,900	93,213	23,000	2,285	28,358
SENECA	17,500	89	15,620	97.4	17,000	68,545	15,704	1,944	21,149
SHELBY	9,300	90	8,370	97.4	9,100	35,103	9,173	740	12,339
STARK	95,100	91	86,810	96.2	91,500	429,775	113,480	11,649	116,236
SUMMIT	149,500	93	138,450	97.5	145,800	667,871	166,441	20,948	174,588
TRUMBULL	54,800	91	49,790	97.4	53,400	222,921	62,021	6,346	71,002
TUSCARAWAS	23,100	90	20,690	96.4	22,300	93,707	23,253	2,115	27,153
UNION	6,700	89	5,980	96.3	6,500	29,646	5,322	642	8,314
VAN WERT	9,500	89	8,450	97.1	9,200	28,870	7,001	688	10,958
VINTON	2,800	90	2,510	92.4	2,600	7,525	2,020	147	3,101
WARREN	16,100	91	14,670	95.6	15,400	48,304	12,793	940	20,382
WASHINGTON	14,700	88	12,910	95.4	14,000	65,953	13,481	1,738	17,046
WASNE	19,100	90	17,130	95.3	18,200	82,682	17,226	2,260	24,516
WILLIAMS	9,400	89	8,390	98.8	9,100	31,760	6,983	892	11,775
WOOD	19,900	92	18,280	97.1	19,300	69,329	17,420	1,652	25,061
WYANDOT	6,500	88	5,710	97.2	6,300	23,897	4,953	682	8,139
TOTAL	2,802,000		2,561,850		2,709,000	11,799,687	2,898,429	364,995	3,242,393

Oklahoma market facts

County	Total Homes	% Television Penetration	Television Homes	% Radio Penetration	Radio Homes	Retail Sales 1957 (\$000)	Food Sales 1957 (\$000)	Drug Sales 1957 (\$000)	Passenger Cars 1957
ADAIR	3,100	80%	1,860	93.3%	2,900	5,495	1,272	188	
ALPHEA	2,600	70	1,820	96.3	2,500	8,985	1,812	427	
ATOKA	2,800	68	1,910	93.0	2,600	5,695	1,527	169	
BEAVER	1,800	51	920	95.0	1,700	4,634	956	264	
BECKHAM	5,800	55	3,200	96.6	5,600	24,255	6,173	818	
BLAINE	3,700	78	2,820	95.6	3,500	12,613	2,982	402	
BRYAN	7,600	67	5,080	95.7	7,300	22,827	5,559	634	
CADDO	7,700	76	5,700	96.2	7,300	26,618	7,009	983	
CANADIAN	6,800	82	5,600	96.8	6,600	25,986	5,300	724	
CARTER	13,800	68	9,400	96.0	13,200	48,738	12,229	1,418	
CHEROKEE	3,400	88	2,300	93.2	3,200	10,609	2,801	366	
CHOCTAW	3,900	46	1,800	94.0	3,700	7,599	2,493	191	

CONTINUED

Oklahoma CONTINUED

County	Total Homes	% Television Penetration	Television Homes	% Radio Penetration	Radio Homes	Retail Sales 1957 (\$000)	Food Sales 1957 (\$000)	Drug Sales 1957 (\$000)	Passenger Cars 1957
CIMARRON	1,100	47	520	95.4	1,000	4,012	1,057	303	
CLEVELAND	10,700	85	9,060	97.2	10,400	35,282	9,182	1,453	
COAL	1,400	88	950	94.0	1,300	3,262	902	106	
COMANCHE	20,600	82	16,910	95.5	19,700	74,999	15,249	2,727	
COTTON	2,600	72	1,860	96.9	2,500	8,442	1,557	144	
CRAIG	3,200	72	3,020	96.1	4,000	14,723	2,150	275	
CREEK	12,600	84	10,590	96.1	12,100	32,950	8,724	1,128	
CUSTER	5,500	63	3,490	96.3	5,300	24,662	4,235	991	
DELAWARE	3,000	72	2,160	93.1	2,900	5,309	1,773	115	
DEWEY	1,800	64	1,150	96.3	1,700	4,724	1,386	167	
ELLIS	2,100	58	1,210	96.0	2,000	5,218	1,388	268	
GARFIELD	15,700	79	12,330	97.1	15,200	78,266	21,170	2,779	
GARVIN	9,300	75	6,980	96.5	9,000	24,871	6,373	692	
GRADY	9,600	82	7,880	95.7	9,200	34,326	7,766	1,109	
GRANT	2,300	70	1,610	97.0	2,200	8,543	2,206	264	
GRERER	2,500	57	1,430	96.5	2,400	7,397	1,774	317	
HARMON	1,700	57	970	97.0	1,600	6,949	1,974	270	
HARPER	1,300	61	790	97.1	1,300	4,535	1,462	235	
HASKELL	2,600	53	1,370	94.3	2,500	5,149	1,652	101	
HUGHES	4,400	84	2,810	94.9	4,200	11,839	3,308	414	
JACKSON	7,700	57	4,400	96.5	7,400	25,338	4,731	844	
JEFFERSON	2,600	72	1,860	96.4	2,500	8,271	2,064	292	
JOHNSTON	2,300	68	1,570	95.5	2,200	4,360	1,722	154	
KAY	15,800	80	12,610	97.1	15,300	50,376	14,543	2,286	
KINGFISHER	3,000	76	2,290	98.2	2,900	11,819	2,567	345	
KIOWA	4,300	70	3,010	96.7	4,200	15,796	3,833	686	
LATIMER	1,900	53	1,000	93.7	1,800	2,882	1,228	84	
LE FLORE	7,100	56	3,980	95.0	6,700	14,685	4,642	472	
LINCOLN	5,600	79	4,440	94.9	5,300	18,798	3,802	494	
LOGAN	5,700	71	4,030	95.7	5,500	18,449	3,885	673	
LOVE	1,600	67	1,070	95.7	1,500	4,213	1,488	140	
MC CLAIN	4,100	73	2,990	97.0	4,000	9,221	2,395	262	
MC CURTAIN	5,300	58	3,090	92.7	4,800	13,177	3,937	554	
MC INTOSH	3,200	64	2,040	93.8	3,000	7,746	1,791	159	
MAJOR	2,500	70	1,750	95.2	2,400	5,467	1,377	93	
MARSHALL	2,000	67	1,340	94.1	1,900	5,219	1,313	213	
MAYES	4,900	72	3,520	95.0	4,700	16,172	3,757	515	
MURRAY	3,300	68	2,250	95.3	3,100	11,974	2,391	270	
MUSKOGEE	16,700	82	13,740	95.2	15,900	59,100	15,858	2,383	
NOBLE	3,000	76	2,270	96.7	2,900	10,792	2,106	373	
NOWATA	3,400	80	2,710	94.5	3,200	8,513	2,316	230	
OKMULGEE	3,700	68	2,500	93.6	3,500	7,834	2,340	149	
OKLAHOMA	130,500	85	111,530	98.8	126,300	539,085	118,327	20,954	
OKMULGEE	11,200	76	8,500	95.5	10,700	32,173	8,804	1,023	
OSAGE	10,000	84	8,420	95.6	9,600	33,892	9,002	1,212	
OTTAWA	8,800	75	6,600	95.5	8,400	27,893	7,510	915	
PAWNEE	3,700	75	2,790	96.2	3,600	11,381	2,595	363	
PAYNE	12,700	72	9,120	96.7	12,300	41,685	11,506	1,259	
PITTSBURG	9,300	68	6,320	95.5	8,900	30,371	9,024	1,027	
PONTOTOC	9,100	78	7,120	95.9	8,700	33,791	7,853	1,156	
POTTAWATOMIE	13,300	73	9,740	96.1	12,800	44,349	10,442	1,786	
PUSHMATAHA	2,500	46	1,150	94.2	2,400	5,806	1,398	198	
ROGER MILLS	1,500	63	950	95.6	1,400	4,057	1,412		
ROGERS	5,000	80	3,980	95.4	4,800	14,748	3,743	487	
SEMINOLE	10,500	75	7,870	95.0	10,000	25,222	5,796	863	
SEQUOIAH	4,000	60	2,390	93.7	3,700	6,067	1,604	341	
STEPHENS	11,100	76	8,480	96.9	10,800	44,825	11,461	1,432	
TEXAS	3,600	47	1,680	96.9	3,500	15,958	3,284	565	
TILLMAN	4,400	72	3,150	95.9	4,200	13,569	2,668	476	
TULSA	107,700	90	97,250	96.8	104,300	434,115	85,416	15,267	
WAGONEE	3,800	68	2,580	94.4	3,600	10,175	2,592	338	
WASHINGTON	12,600	83	10,400	96.9	12,200	44,709	11,703	1,771	
WASHINGTON	4,100	70	2,860	96.5	4,000	10,765	2,563	265	
WOODS	3,900	58	2,250	96.7	3,800	13,529	2,587	532	
WOODWARD	3,500	58	2,020	98.2	3,400	13,569	2,527	508	
TOTAL	674,500		625,170		618,700	2,388,346	553,329	84,919	808,000

*State wide total.

Sources of information: "Total Homes" were prepared by A. C. Nielsen Co. from estimates by Sales Management updated to March 1958 by application of growth patterns determined by special surveys of the U. S. Bureau of the Census. "Percent Television Penetration" and "Radio Homes"—as of March 1958—were supplied by the Advertising Research Foundation. The AREF county-by-county report of television penetration and TV homes was prepared by the AREF technical staff with the assistance of A. C. Nielsen Co. and the Bureau of the Census. "Percent Radio

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Oregon market facts

County	Total Homes	% Television Penetration	Television Homes	% Radio Penetration	Radio Homes	Retail Sales 1957 (\$000)	Food Sales 1957 (\$000)	Drug Sales 1957 (\$000)	Passenger Cars 1957
BAKER	6,200	51%	3,340	97.2%	6,000	18,569	3,960	702	8,210
BENTON	11,200	61	7,220	97.7	10,900	39,160	7,406	788	13,249
CLACKAMAS	33,400	83	27,630	97.5	32,600	72,728	19,375	2,440	41,959
CLATSOP	10,000	66	6,570	97.8	9,800	31,862	8,451	751	11,865
COLUMBIA	6,700	63	4,230	97.3	6,500	18,267	5,066	620	9,868
COOS	20,400	55	11,280	97.2	19,800	67,814	18,900	2,459	22,941
CROOK	2,400	50	1,190	97.1	2,300	13,873	3,271	444	4,764
CURRY	5,300	55	2,920	96.9	5,100	13,719	4,384	361	5,982
DESHUTES	6,600	50	3,270	97.8	6,500	29,238	6,914	1,085	11,014
DOUGLAS	23,300	63	14,560	97.1	22,800	87,614	26,887	1,754	30,297
GILLIAM	1,100	59	650	97.2	1,100	5,962	794	186	1,839
GRANT	2,400	47	1,120	96.3	2,300	9,504	2,228	343	3,990
HARNEY	2,000	54	880	96.2	1,900	10,100	2,053	202	3,280
HOOD RIVER	3,400	58	1,970	97.5	3,300	17,036	4,695	401	6,372
JACKSON	23,900	75	17,940	97.2	23,200	87,863	21,326	2,123	33,840
JEFFERSON	2,500	58	1,460	97.1	2,400	10,041	2,185	202	3,777
JOSEPHINE	11,000	63	6,980	96.7	10,600	39,151	9,302	1,227	14,830
KLAMATH	14,500	61	8,850	97.3	14,100	61,238	14,066	1,353	22,028
LAKE	2,000	50	980	96.8	1,900	9,949	2,736	448	3,682
LANE	50,900	81	41,390	97.6	49,700	182,386	48,973	4,334	63,788
LINCOLN	9,100	57	5,230	96.9	8,800	30,240	8,747	619	10,426
LINN	17,700	65	11,520	97.3	17,200	58,924	14,386	1,858	25,602
MAHFUR	6,200	67	4,160	97.2	6,000	29,657	5,217	765	11,021
MARION	34,600	77	26,760	97.7	33,800	133,633	26,579	4,690	44,009
MORROW	1,300	61	790	96.9	1,300	6,713	1,558	111	2,827
MULTNOMAH	192,900	86	166,100	97.7	188,500	801,012	194,176	18,873	216,012
POCK	7,100	68	4,810	97.6	6,900	19,540	5,572	1,278	11,177
SHERMAN	700	60	420	96.8	700	3,988	822		1,618
TILLAMOOK	6,500	61	3,990	97.1	6,300	21,277	5,098	696	8,399
TUMWILLA	14,200	62	8,790	97.5	13,800	68,671	14,635	1,774	22,483
UNION	5,400	54	2,910	97.5	5,300	19,535	4,965	865	8,717
WALLOWA	2,300	54	1,250	97.3	2,200	9,038	1,927	488	3,897
WASCO	8,300	58	4,810	96.9	8,000	36,137	6,988	1,399	9,413
WASHINGTON	29,500	85	25,020	97.7	28,800	72,442	21,278	2,001	33,692
WHEELER	900	47	420	96.2	900	1,325	322	77	1,258
YAMHILL	9,400	64	6,030	97.4	9,200	34,546	7,988	1,112	15,051
TOTAL	585,300		437,420		570,300	2,163,749	533,150	58,739	744,087

Pennsylvania market facts

County	Total Homes	% Television Penetration	Television Homes	% Radio Penetration	Radio Homes	Retail Sales 1957 (\$000)	Food Sales 1957 (\$000)	Drug Sales 1957 (\$000)	Passenger Cars 1957
ADAMS	12,800	83%	10,660	96.6%	12,400	46,310	8,719	1,140	
ALLEGHENY	476,400	92	439,240	97.2	463,100	2,068,575	572,314	70,098	
ARMSTRONG	22,500	91	20,390	96.7	21,800	85,977	18,567	1,696	
BEAVER	57,400	92	52,900	97.5	56,000	201,745	56,579	6,907	
BEDFORD	10,800	91	9,800	95.0	10,300	61,606	9,117	592	
BERKS	80,200	90	71,840	96.9	77,700	308,780	78,815	6,726	
BLAIR	39,900	90	35,970	96.5	38,500	140,302	39,178	3,394	
BRADFORD	15,400	87	13,470	95.7	14,700	52,574	11,976	1,086	
BURKS	82,160	92	75,750	97.1	79,700	270,851	70,410	6,893	
BUTLER	28,300	92	26,090	96.2	27,200	109,215	24,879	2,645	
CAMBRIA	57,500	91	52,120	95.0	55,200	200,431	51,420	3,817	
CAMERON	1,900	69	1,310	95.3	1,800	9,278	2,555	172	
CARBON	15,100	88	13,280	97.4	14,700	46,138	13,061	915	
CENTRE	16,600	88	14,540	96.1	16,000	63,651	15,854	2,075	
CHESTER	50,800	92	46,590	96.2	48,900	206,313	47,274	5,797	
CLARION	10,300	89	9,210	95.6	9,800	34,897	8,266	708	
CLEARFIELD	22,400	91	20,430	95.7	21,400	72,792	19,259	1,522	
CLINTON	10,900	75	8,210	96.4	10,500	35,704	10,061	829	
COLUMBIA	15,800	78	12,370	96.5	15,200	51,963	15,025	1,493	
CRAWFORD	23,300	86	20,020	96.5	22,500	81,190	20,236	1,576	
CUMBERLAND	33,000	84	27,880	97.3	32,100	118,297	29,592	3,012	
DAUPHIN	65,000	90	58,220	97.1	63,100	280,826	53,898	4,373	
DELAWARE	153,700	92	140,870	97.9	149,600	520,279	152,200	18,391	
ELK	9,500	71	6,710	96.8	9,200	35,482	12,029	960	
ERIE	69,800	92	63,890	97.2	67,800	282,196	68,959	7,116	
FAYETTE	50,500	92	46,300	95.7	48,300	150,766	43,463	4,213	
FOREST	1,100	67	740	95.0	1,000	4,241	824	70	
FRANKLIN	21,900	86	18,910	95.3	20,900	98,158	20,218	2,195	

CONTINUED

Pennsylvania CONTINUED

County	Total Homes	% Television Penetration	Television Homes	% Radio Penetration	Radio Homes	Retail Sales 1957 (\$000)	Food Sales 1957 (\$000)	Drug Sales 1957 (\$000)	Passenger Cars 1957
FULTON	2,500	76	1,900	93.3	2,300	9,201	1,449	72	
GREENE	12,100	83	10,020	95.0	11,500	27,837	7,225	636	
HUNTINGDON	11,000	88	9,730	95.0	10,500	30,128	8,523	524	
INDIANA	20,500	90	18,380	95.7	19,600	62,093	16,704	1,368	
JEFFERSON	13,600	90	12,200	96.4	13,100	43,876	12,424	932	
JUNIATA	4,100	66	2,700	94.0	3,900	11,957	2,185	61	
LACKAWANNA	73,000	89	64,970	96.9	70,700	242,465	67,949	6,151	
LANCASTER	70,200	91	63,650	93.0	65,300	299,006	62,685	6,203	
LAWRENCE	31,300	90	28,240	97.5	30,500	109,448	31,107	2,978	
LEBANON	24,800	90	22,310	98.7	24,000	104,922	24,246	1,894	
LEHIGH	60,000	92	55,350	97.6	58,600	277,802	57,018	6,452	
LUZERNE	104,300	88	91,750	96.8	100,800	335,490	94,622	7,340	
LYCOMING	31,400	72	22,610	97.2	30,800	108,023	27,119	2,473	
MCKEAN	16,200	77	12,430	96.6	15,600	55,438	15,785	1,863	
MERCER	33,700	90	30,200	97.3	32,800	137,427	36,090	3,795	
MIFFLIN	12,000	89	10,890	95.5	11,500	39,738	9,797	1,222	
MONROE	10,600	88	9,370	96.8	10,300	46,201	10,700	1,177	
MONTGOMERY	133,500	92	123,460	97.5	130,200	560,510	139,069	17,409	
MONTOUR	3,600	82	2,960	98.3	3,500	11,973	3,412	365	
NORTHAMPTON	54,400	92	50,190	96.8	52,700	224,620	62,837	6,847	
NORTHUMBERLAND	52,300	72	23,410	97.1	31,400	107,355	28,421	3,279	
PERRY	6,800	66	4,480	95.4	6,500	19,206	5,414	468	
PHILADELPHIA	647,000	89	578,300	97.4	630,200	2,687,260	597,229	81,686	
PIKE	3,000	76	2,260	96.8	2,900	7,925	1,538	79	
POTTER	4,600	88	3,150	95.0	4,400	16,443	3,329	299	
SCHUYLKILL	54,400	87	47,430	96.3	52,400	159,678	44,646	3,814	
SNYDER	6,100	67	4,070	95.1	5,800	23,032	4,535	298	

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Sources of information: "Total Homes" were prepared by A. C. Nielsen Co. from estimates by Sales Management updated to March 1958 by application of growth patterns determined by special surveys of the U. S. Bureau of the Census. "Percent TV Penetration" and "TV Homes"—as of March 1958—were supplied by the Advertising Research Foundation. The ARF county-by-county report of TV penetration and TV homes was prepared by the ARF technical staff with the assistance of A. C. Nielsen Co. and the Bureau of the Census. "Percent Radio

Penetration" figures were supplied to the BROADCASTING YEARBOOK by the A. C. Nielsen Co. and are the figures currently in use by that company. "Radio Homes" are the product of multiplying Nielsen percentages of penetration by total homes. "Retail Sales," "Food Sales" and "Drug Sales" copyright 1958 by Sales Management; no further reproduction authorized without express permission of Sales Management. "Passenger Cars" are official registration figures from the various states.

IN the Johnstown-Altoona Total Coverage Area

WJAC-TV

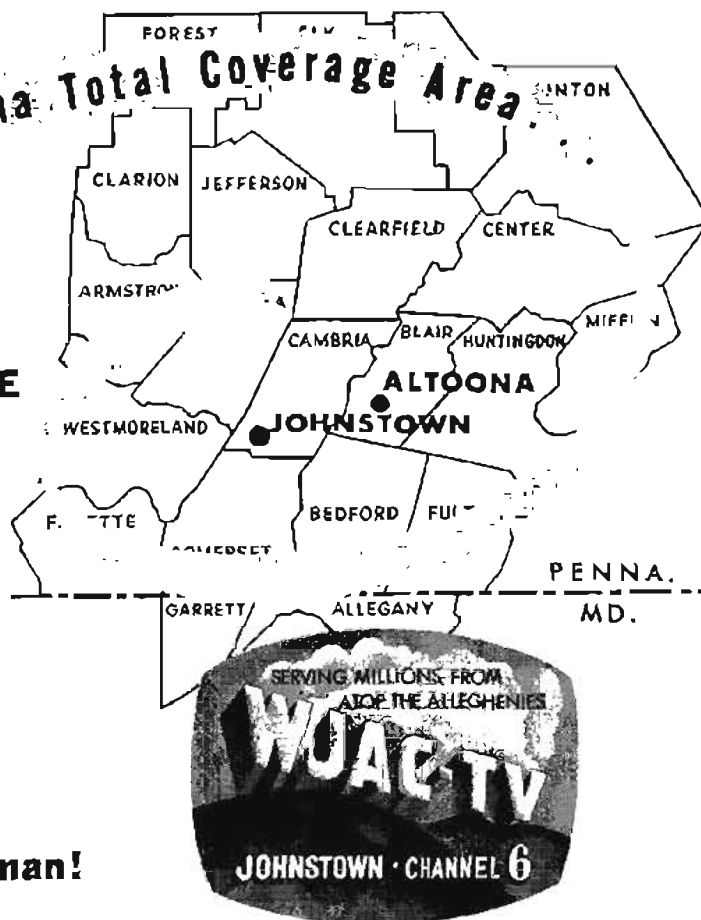
leads by as much as 4 to 1 in

STATION SHARE OF AUDIENCE

IT'S A FACT . . . backed by up-to-date ARB figures* . . . in the Johnstown-Altoona Total Coverage Area WJAC-TV overwhelmingly dominates the audience. Not just by a whisker, either. WJAC-TV leads its nearest rival (WFBG-TV) by 2 to 1, 3 to 1 . . . even 4 to 1 in some time segments. But don't just take our word for it. Check the ARB facts and figures for yourself . . . you'll agree WJAC-TV is the buy . . . for audience . . . for results!

*ARB Study—Nov. 6-12, 1957

Get the hard, cold facts
from your KATZ man!



Pennsylvania CONTINUED

County	Total Homes	% Television Penetration	Television Homes	% Radio Penetration	Radio Homes	Retail Sales 1957 (\$000)	Food Sales 1957 (\$000)	Drug Sales 1957 (\$000)	Passenger Cars 1957
SOMERSET	21,700	82	17,760	95.2	20,700	62,882	15,865	1,325	
SULLIVAN	1,500	83	1,240	94.4	1,400	3,695	1,399	25	
SUSQUEHANNA	8,300	88	7,270	95.3	7,900	26,721	9,098	401	
TIOGA	10,500	80	8,450	96.6	10,100	31,706	7,040	715	
UNION	6,000	67	4,000	95.2	5,700	19,021	5,141	383	
VENANGO	18,700	78	14,220	96.6	18,100	57,871	17,993	1,471	
WARREN	12,300	79	9,750	96.7	11,900	57,064	10,145	1,017	
WASHINGTON	63,900	93	59,240	96.7	61,800	217,008	60,919	5,149	
WAYNE	7,500	77	5,760	96.9	7,300	24,418	6,351	546	
WESTMORELAND	94,700	83	88,340	96.2	91,100	316,923	93,594	8,131	
WYOMING	4,700	83	3,900	95.5	4,500	19,820	4,180	455	
YORK	66,000	91	59,800	97.1	64,100	256,945	52,850	4,601	
TOTAL	3,247,700		2,903,660		3,115,000	12,461,768	3,136,887	348,492	*3,420,000

*State wide total.

Rhode Island market facts

County	Total Homes	% Television Penetration	Television Homes	% Radio Penetration	Radio Homes	Retail Sales 1957 (\$000)	Food Sales 1957 (\$000)	Drug Sales 1957 (\$000)	Passenger Cars 1957
BRISTOL	9,000	92%	8,240	96.9%	8,700	26,519	9,174	1,380	12,675
KENT	25,500	92	23,340	96.3	24,700	91,051	25,131	3,660	39,243
NEWPORT	18,400	91	16,770	96.7	17,800	62,863	17,396	2,632	20,543
PROVIDENCE	176,500	91	161,400	96.7	170,700	699,105	159,365	26,295	187,965
WASHINGTON	15,900	91	14,440	96.5	15,300	56,960	14,845	1,473	18,286
TOTAL	245,300		224,190		237,200	936,498	225,914	35,440	278,712

South Carolina market facts

County	Total Homes	% Television Penetration	Television Homes	% Radio Penetration	Radio Homes	Retail Sales 1957 (\$000)	Food Sales 1957 (\$000)	Drug Sales 1957 (\$000)	Passenger Cars 1957
ABBEVILLE	5,600	70%	3,900	94.9%	5,300	12,626	3,227	716	5,792
AIKEN	26,600	69	18,380	96.1	25,600	57,491	19,229	2,421	24,136
ALLYNSDALE	3,600	53	1,920	94.5	3,400	8,352	2,174	232	2,273
ANDERSON	23,800	73	17,390	97.0	23,100	78,753	17,403	2,691	29,606
BAMBERG	1,000	53	2,130	95.8	3,800	12,422	2,841	331	3,324
BARNWELL	7,100	53	3,790	93.5	6,600	14,763	4,700	405	4,386
BEAUFORT	7,000	68	4,770	94.6	6,600	21,139	5,538	651	7,783
BERKELEY	7,000	73	5,130	92.9	6,500	12,261	4,214	420	6,559
CALHOUN	3,300	57	1,800	94.8	3,100	7,041	2,513	178	2,574
CHARLESTON	54,200	84	45,330	95.5	51,800	190,735	47,461	6,800	48,597
CHEROKEE	9,700	76	7,410	96.7	9,400	20,139	8,682	903	8,768
CHESTER	8,100	73	5,910	96.4	7,800	19,283	5,059	680	7,187
CHESTERFIELD	8,100	66	5,340	96.1	7,800	20,136	4,891	623	7,718
CLARENDON	6,600	59	3,920	94.9	6,300	14,816	4,437	370	4,847
COLLETON	7,200	70	5,010	94.6	6,800	17,738	4,919	806	6,180
DARLINGTON	12,500	66	8,200	96.7	12,100	35,005	9,904	970	12,155
DILLON	6,700	67	4,490	96.1	6,400	19,508	4,797	512	6,085
DORCHESTER	5,600	74	4,170	96.3	5,400	16,469	5,178	663	5,523
EDGEFIELD	3,700	60	2,230	96.0	3,600	16,382	2,650	632	3,744
FAIRFIELD	4,800	69	3,290	93.0	4,500	9,659	3,083	302	4,204
FLORENCE	20,800	76	16,850	96.0	20,000	76,078	15,229	2,193	19,696
GEORGETOWN	8,100	72	5,870	95.1	7,700	26,429	6,704	847	6,455
GREENVILLE	55,500	82	45,580	97.2	53,900	207,191	47,406	6,324	65,063
GREENWOOD	12,900	74	9,580	96.9	12,500	36,163	9,024	1,248	13,331
HAMPTON	4,400	68	3,000	95.4	4,200	13,714	3,837	353	3,853
HORRY	15,600	50	7,750	96.4	15,000	53,205	11,286	1,680	15,693
JASPER	2,600	68	1,760	94.6	2,500	8,124	2,158	185	2,317
KERSHAW	7,500	73	5,510	95.7	7,200	24,050	6,982	887	8,451
LANCASTER	9,300	73	6,760	97.0	9,000	26,738	7,795	621	10,264
LAURENS	11,700	59	6,850	96.6	11,300	27,000	7,707	825	12,273
LEE	4,700	71	3,360	95.3	4,500	11,463	2,687	329	4,203
LEXINGTON	13,000	72	9,300	96.7	12,600	30,355	10,685	1,067	18,071
MC CORMICK	2,100	70	1,460	95.5	2,000	4,399	1,365	164	1,598
MARION	7,900	68	5,360	96.0	7,600	22,950	4,415	846	6,226
MARLBORO	7,000	66	4,640	96.2	6,700	17,343	5,044	482	6,281
NEWBERRY	8,200	65	5,370	96.4	7,900	21,633	6,844	780	8,798
OCONEE	9,200	59	5,470	96.6	8,900	22,798	6,318	651	10,841
ORANGEBURG	16,600	63	10,390	95.5	15,900	50,782	14,160	1,565	18,349
PICKENS	10,300	62	6,340	96.9	10,000	30,506	5,048	1,312	14,120
RICHLAND	45,300	82	36,920	96.8	43,900	191,025	38,223	5,467	49,683

CONTINUED

South Carolina CONTINUED

County	Total Homes	% Television Penetration	Television Homes	% Radio Penetration	Radio Homes	Retail Sales 1957 (\$000)	Food Sales 1957 (\$000)	Drug Sales 1957 (\$000)	Passenger Cars 1958
SALUDA	3,700	60	2,230	96.1	3,600	6,147	1,513	198	4,037
SPARTANBURG	42,200	76	31,960	97.2	41,000	119,739	29,956	4,309	44,454
SUMTER	14,900	66	9,800	95.7	14,300	46,926	12,852	1,296	17,969
UNION	7,650	68	5,150	96.6	7,300	19,736	6,283	667	7,071
WILLIAMSBURG	9,100	73	6,670	94.3	8,600	24,542	5,704	463	6,720
YORK	21,500	72	15,570	96.9	20,800	52,602	14,174	1,635	20,330
TOTAL	586,900		423,090		564,800	1,785,658	447,678	57,634	593,186

South Dakota market facts

County	Total Homes	% Television Penetration	Television Homes	% Radio Penetration	Radio Homes	Retail Sales 1957 (\$000)	Food Sales 1957 (\$000)	Drug Sales 1957 (\$000)	Passenger Cars 1957
AURORA	1,200	43%	510	97.5%	1,200	2,426	454	02	1,678
BEADLE	6,800	49	3,330	97.9	6,700	26,946	5,560	558	7,830
BENNETT	800	48	370	96.0	800	3,127	651	39	1,104
BON HOMME	2,300	73	1,670	97.5	2,200	5,880	1,573	203	3,449
BROOKINGS	5,500	67	3,690	98.0	5,400	22,615	4,162	658	7,061
BROWN	10,600	61	6,420	98.0	10,400	49,100	9,491	1,361	11,922
BUCKLE	1,700	48	820	97.6	1,700	8,844	1,466	310	2,149
BUFFALO	400	53	210	98.2	400	294	123		331
BUTTE	2,300	40	920	97.4	2,200	14,355	2,638	465	3,372
CAMPBELL	800	40	320	97.2	800	2,275	362	50	1,273
CHARLES MIX	4,600	48	2,220	97.3	4,500	9,239	2,175	158	3,763
CLARK	2,400	60	1,450	98.2	2,400	6,465	1,191	181	2,793
CLAY	3,100	86	2,660	97.9	3,000	8,122	1,993	301	3,812
CODINGTON	6,200	60	3,730	97.8	6,100	35,906	6,441	793	7,766
CORSON	1,400	39	550	96.9	1,400	3,467	681	73	1,516
CUSTER	1,800	30	630	96.4	1,500	5,251	1,369	125	1,906
DAVISON	5,600	59	3,310	97.8	5,500	28,137	4,478	756	6,467
DAY	3,300	62	2,040	97.3	3,200	9,864	1,713	322	3,940
DEUEL	1,500	60	900	97.7	1,500	6,298	1,015	94	2,655
DEWEY	1,100	40	440	95.9	1,100	2,933	520	123	1,286
DOUGLAS	1,200	43	510	97.5	1,200	3,391	567	129	1,863
EDMUNDS	1,800	40	720	97.1	1,700	4,726	672	57	2,196
FALL RIVER	3,400	46	1,560	97.5	3,300	13,206	2,223	554	3,828
FAULK	1,200	48	580	97.5	1,200	3,675	764	207	1,656
GRANT	2,700	62	1,670	97.8	2,600	9,615	1,434	304	3,738
GREGORY	2,300	44	1,010	97.4	2,200	6,022	1,239	140	2,711
HAAKON	700	36	250	98.2	700	4,983	700	33	1,209
HAMLIN	1,300	60	1,140	97.2	1,800	4,876	1,119	127	2,534
HAND	1,300	49	690	97.7	1,800	5,896	833	104	2,515
HANSON	1,300	60	780	97.4	1,300	1,748	316	97	1,509
HARDING	500	40	200	97.8	500	1,173	171	48	776
HUGHES	3,300	55	1,820	97.7	3,200	17,454	3,894	666	4,117
HUTCHINSON	3,000	72	2,170	97.3	2,900	7,907	1,198	167	4,062
HYDE	700	64	380	97.0	700	3,131	747	43	892
JACKSON	500	34	170	96.2	500	2,508	561	80	687
JERAULD	1,060	48	490	98.2	1,000	2,849	747	91	1,501
JONES	600	45	270	96.8	600	2,123	316	44	792
KINGSBURY	2,800	67	1,880	97.9	2,700	10,366	2,137	187	3,719
LAKE	2,800	79	2,200	97.6	2,700	12,417	2,710	283	4,522
LAWRENCE	5,500	38	2,100	97.8	5,400	19,018	5,264	803	6,407
LINCOLN	3,700	86	3,170	97.9	3,600	9,140	838	289	4,828
LYMAN	1,100	51	560	97.4	1,100	3,203	587	89	1,388
MC COOK	2,300	78	1,800	97.4	2,200	6,944	1,097	123	3,151
MC PHERSON	1,760	39	670	97.6	1,700	5,773	871	237	2,150
MARSHALL	2,100	62	1,310	97.7	2,100	5,779	496	167	2,411
MEADE	3,000	38	1,140	97.5	2,900	9,726	3,038	293	3,486
MELLETTTE	700	46	320	96.0	700	941	260	27	819
MINER	1,700	62	1,060	97.6	1,700	3,783	862	168	2,100
MINNEHAHA	26,700	98	24,870	98.0	26,200	119,992	20,686	4,033	30,775
MOODY	2,500	78	1,950	97.8	2,400	6,418	1,316	100	3,228
PENNINGTON	19,000	60	11,370	97.0	18,500	83,156	14,649	2,866	17,934
PERKINS	1,800	40	720	97.7	1,800	7,518	1,219	157	2,033
POTTER	1,300	30	510	97.5	1,300	5,348	1,117	108	1,776
ROBERTS	3,400	62	2,110	97.6	3,300	9,413	1,423	303	4,711
SANBORN	1,300	60	780	97.5	1,300	4,179	608	79	1,750

CONTINUED

Sources of information: "Total Homes" were prepared by A. C. Nielsen Co. from estimates by Sales Management updated to March 1958 by application of growth patterns determined by special surveys of the U. S. Bureau of the Census. "Percent TV Penetration" and "TV Homes"—as of March 1958—were supplied by the Advertising Research Foundation. The ARF county-by-county report of tv penetration and tv homes was prepared by the ARF technical staff with the assistance of A. C. Nielsen Co. and the Bureau of the Census. "Percent Radio

Penetration" figures were supplied to the BROADCASTING YEARBOOK by the A. C. Nielsen Co. and are the figures currently in use by that company. "Radio Homes" are the product of multiplying Nielsen percentages of penetration by total homes. "Retail Sales," "Food Sales" and "Drug Sales" copyright 1958 by Sales Management; no further reproduction authorized without express permission of Sales Management. "Passenger Cars" are official registration figures from the various states.

South Dakota CONTINUED

County	Total Homes	% Television Penetration	Television Homes	% Radio Penetration	Radio Homes	Retail Sales 1957 (\$000)	Food Sales 1957 (\$000)	Drug Sales 1957 (\$000)	Passenger Cars 1957
SHANNON	1,100	45	500	93.3	1,000	960	269	31	909
SPINK	3,300	40	1,320	97.9	3,200	11,186	2,503	292	3,956
STANLEY	300	43	130	96.6	300	5,186	374	287	1,329
SULLY	800	40	320	98.2	800	2,066	350	73	983
TODD	900	46	410	95.7	900	1,204	330	...	1,040
TRIPP	2,400	51	1,230	97.8	2,300	14,080	1,958	240	3,125
TURNER	3,000	85	2,560	97.7	2,900	8,187	1,525	284	4,447
UNION	3,000	85	2,560	97.9	2,900	6,825	924	325	3,949
WALWORTH	2,100	40	840	97.7	2,100	11,959	2,227	294	2,819
WASHBAUGH	100	40	40	90.8	100	157	128	...	315
YANKTON	4,800	73	3,480	98.0	4,700	19,556	3,598	574	5,964
ZIEBACH	600	38	230	96.8	600	1,092	315	78	583
TOTAL	196,900		123,240		192,600	752,898	138,206	22,354	85,042

Tennessee market facts

County	Total Homes	% Television Penetration	Television Homes	% Radio Penetration	Radio Homes	Retail Sales 1957 (\$000)	Food Sales 1957 (\$000)	Drug Sales 1957 (\$000)	Passenger Cars 1957
ANDERSON	15,100	75%	11,320	96.9%	14,600	57,058	19,553	2,227	20,337
BEDFORD	6,700	69	4,650	97.0	6,500	16,820	4,038	460	7,420
BENTON	2,800	48	1,350	95.3	2,700	7,555	1,166	182	3,038
BLEDSoE	1,700	65	1,120	95.0	1,600	2,731	812	70	1,334
BLOUNT	16,200	83	13,430	96.6	15,600	55,136	18,465	1,429	19,217
BRADLEY	9,000	72	6,450	96.6	8,700	33,787	7,111	1,224	12,005
CAMPBELL	8,200	60	4,910	94.6	7,800	17,225	6,505	607	6,177
CANNON	2,000	71	1,410	93.7	1,900	4,358	1,033	134	2,217
CARROLL	7,500	53	3,950	96.0	7,200	17,678	4,194	449	6,468
CARTER	11,000	71	7,810	96.1	10,600	27,177	8,085	737	10,838
CHEATAM	2,000	75	1,490	95.6	1,900	4,827	918	101	2,679
CHESTER	2,500	53	1,330	95.9	2,400	5,792	1,757	221	2,558
CLAYBORNE	5,500	47	2,590	94.3	5,200	6,565	1,059	126	3,499
CLAY	1,700	52	890	94.2	1,600	1,825	470	52	1,256
COCKE	5,300	51	2,710	94.4	5,000	12,151	3,462	488	5,369
COFFE	7,600	70	5,350	95.5	7,300	21,808	5,279	480	7,852
CROCKETT	5,000	65	3,260	96.0	4,800	6,411	2,145	222	3,259
CUMBERLAND	4,700	46	2,150	92.9	4,400	12,855	2,691	316	4,489
DAVIDSON	105,200	87	91,510	96.8	101,800	475,429	106,042	12,976	118,957
DECATUR	2,100	48	1,010	94.8	2,000	4,475	1,113	160	2,195
DE KALE	2,600	65	1,690	95.9	2,500	5,117	1,058	220	2,290
DICKSON	4,900	65	3,180	96.2	4,700	12,554	3,311	298	5,061
DYER	8,200	74	6,090	95.2	7,800	26,414	6,717	738	8,371
EAVETTE	6,100	69	4,190	91.6	5,800	8,486	2,115	172	3,819
FENTRESS	3,300	47	1,560	93.1	3,100	5,775	1,230	176	2,138
FRANKLIN	6,200	43	2,680	95.9	5,900	16,010	3,757	321	6,483
GIBSON	14,800	61	9,000	96.0	14,200	33,871	8,402	1,512	12,075
GILTS	6,700	48	3,200	95.6	6,400	17,249	4,392	396	6,787
GRAINGER	2,900	47	1,360	93.8	2,700	3,517	1,186	55	2,731
GREENE	11,700	56	6,500	96.3	11,300	26,585	3,960	1,003	11,365
GRUNDY	2,900	55	1,590	93.5	2,700	5,077	1,356	...	2,045
HAMBLEN	8,200	51	4,190	96.3	7,900	31,839	7,139	712	9,732
HAMILTON	71,900	82	58,750	96.5	69,400	282,597	69,635	7,718	68,100
HANCOCK	1,800	47	840	91.9	1,700	1,469	92	93	1,386
HARDEMAN	4,900	61	2,980	93.6	4,600	8,832	2,064	213	3,655
HARDIN	4,300	53	2,270	94.7	4,100	9,643	1,777	184	3,867
HAWKINS	7,500	49	3,710	95.5	7,200	11,508	2,502	186	6,816
HAYWOOD	6,400	65	4,170	92.8	5,900	11,869	2,646	277	4,099
HENDERSON	3,800	48	1,830	94.7	3,600	8,282	1,999	201	3,705
HENRY	6,500	50	3,260	95.1	6,200	16,840	4,533	548	6,333
HICKMAN	3,100	65	2,020	95.1	2,900	5,402	1,317	232	2,985
HOLSTON	1,100	69	760	94.7	1,000	1,882	921	108	1,231
MC MURREYS	2,800	68	1,900	96.3	2,700	7,444	2,496	265	2,697
JACKSON	2,600	52	1,360	95.5	2,500	3,674	1,828	39	1,660
JEFFERSON	4,900	52	2,550	85.7	4,700	12,154	3,764	396	5,619
JOHNSON	2,700	56	1,520	94.9	2,600	3,784	721	102	2,214
KNOX	68,200	87	59,670	96.5	65,800	283,500	60,736	8,817	72,817
LAKE	3,000	54	1,630	92.2	2,800	6,804	2,349	298	2,297

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Source of information: "Total Homes" were prepared by A. C. Nielsen Co., from 1950 census by Sales Management updated to March 1958 by application of growth patterns determined by special surveys of the U. S. Bureau of the Census. "Percent Tv Penetration" and "Tv Homes" — as of March 1958 — were supplied by the Advertising Research Foundation. The ARF county-by-county report of tv penetration and tv homes was prepared by the ARF technical staff with the assistance of A. C. Nielsen Co. and the Bureau of the Census. "Percent Radio

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Tennessee CONTINUED

County	Total Homes	% Television Penetration	Television Homes	% Radio Penetration	Radio Homes	Retail Sales 1957 (\$000)	Food Sales 1957 (\$000)	Drug Sales 1957 (\$000)	Passenger Cars 1957
LAUDERDALE	6,500	69	4,490	93.8	6,100	17,718	2,915	374	4,947
LAWRENCE	7,000	52	3,610	96.1	6,700	21,342	3,417	511	7,178
LEWIS	1,500	65	970	93.0	1,400	3,191	806	103	1,658
LINCOLN	6,700	43	2,890	97.1	6,500	17,192	3,726	563	6,227
LOUDON	6,400	67	4,300	96.4	6,200	16,732	4,339	544	7,388
MC MINN	9,000	56	5,010	96.1	8,600	20,047	5,016	455	9,291
MC NAIRY	5,800	53	3,070	96.6	5,600	12,031	1,930	262	4,147
MACON	3,500	65	2,270	95.8	3,400	5,047	1,086	260	2,969
MADISON	17,700	67	11,890	94.5	16,700	53,844	13,890	1,452	16,527
MARION	5,000	68	3,300	94.6	4,700	13,718	3,798	325	4,931
MARSHALL	5,100	69	3,540	96.5	4,900	13,090	3,343	454	5,479
MAURY	11,900	70	8,350	95.8	11,400	35,193	9,476	692	12,756
MEigs	1,300	56	730	94.0	1,200	1,291	182	...	1,280
MONROE	5,600	68	3,830	95.2	5,300	14,438	3,502	430	5,802
MONTGOMERY	12,400	78	9,730	95.4	11,800	43,348	10,274	1,097	12,535
MOORE	1,100	43	470	95.7	1,100	841	210	...	1,307
MURGAN	3,200	47	1,510	94.5	3,000	2,881	1,089	...	3,308
ORION	7,600	54	4,130	95.7	7,300	22,309	5,205	635	7,405
OVERTON	4,000	52	2,090	94.3	3,800	6,873	1,168	238	2,853
PERRY	1,500	43	640	95.8	1,400	2,432	770	51	1,104
PICKETT	1,000	47	470	92.5	900	1,298	163	64	788
POLK	3,000	68	2,050	93.6	2,800	6,019	1,221	159	2,851
PUTNAM	8,300	57	4,740	95.5	7,900	18,902	3,240	549	7,649
RHEA	3,900	56	2,180	95.0	3,700	11,319	2,822	408	4,953
ROANE	8,600	75	6,410	95.9	8,200	26,746	7,886	1,081	10,424
ROBERTSON	7,600	74	5,640	95.0	7,200	18,441	4,850	458	6,612
RUTHERFORD	11,600	78	9,060	95.9	11,100	35,509	9,290	861	13,810
SCOTT	4,000	47	1,890	93.8	3,800	7,641	2,027	...	2,893
SEQUATCHIE	1,300	66	860	93.3	1,200	2,771	690	136	1,951
SEVIER	5,500	52	2,870	96.0	5,300	18,513	4,260	541	6,229
SHELBY	157,300	88	138,740	95.8	150,700	703,150	156,047	20,145	170,286
SMITH	3,500	65	2,270	96.0	3,400	6,631	1,228	392	3,434
STEWART	1,800	68	1,230	96.5	1,700	3,784	893	45	1,712
SULLIVAN	30,300	70	21,260	97.0	29,400	111,445	25,855	2,811	35,314
SUMNER	8,800	86	7,590	96.0	8,400	21,070	5,073	517	9,739
TIPTON	7,500	71	5,340	93.8	7,000	15,039	4,366	469	6,536
TROUSDALE	1,300	65	840	96.3	1,300	3,069	642	140	1,651
UNICOL	3,900	52	2,020	95.5	3,700	8,130	1,795	32	4,110
UNION	1,900	47	900	95.4	1,800	3,191	856	...	2,548
VAN BUREN	800	66	530	93.9	800	665	70	...	677
WARREN	6,700	55	3,660	96.6	6,500	18,261	3,769	519	8,242
WASHINGTON	16,300	76	12,400	95.8	15,600	59,455	14,043	1,561	18,530
WAYNE	3,300	43	1,410	95.4	3,100	6,592	974	76	2,275
WEARLEY	6,900	49	3,380	95.9	6,600	12,959	3,536	611	6,350
WHITE	4,000	46	1,840	94.6	3,800	8,573	2,483	279	3,854
WILLIAMSON	6,700	82	4,700	95.5	5,400	21,061	5,436	457	7,021
WILSON	7,700	68	5,220	95.6	7,400	20,086	4,757	309	7,912
TOTAL	941,100		689,480		901,900	3,147,727	743,384	89,096	968,115

HAMILTON - STUBBLEFIELD - TWINING & ASSOCIATES INC.

FOR THE SALE AND PURCHASE OF RADIO, TELEVISION STATIONS AND NEWSPAPERS . . .

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Ray V. Hamilton
DE 7-2754

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a division of **RK**  **Teleradio Pictures, Inc.**

a prime ABC-TV affiliate

Texas market facts

County	Total Homes	% Television Penetration	Television Homes	% Radio Penetration	Radio Homes	Retail Sales 1957 (\$000)	Food Sales 1957 (\$000)	Drug Sales 1957 (\$000)	Passenger Cars 1957
ANDERSON	6,100	60%	4,820	95.5%	7,700	24,230	6,686	798	8,597
ANDREWS	3,000	64	1,920	96.6	2,000	11,204	3,002	297	4,633
ANGELINA	11,500	63	7,260	96.0	11,000	33,670	9,482	1,130	12,371
ARANSAS	1,100	55	600	95.2	1,000	6,536	2,443	245	1,727
ARCHER	1,700	70	1,190	97.2	1,700	7,476	1,681	157	2,892
ARMSTRONG	400	78	310	98.2	400	1,531	324	54	838
ATASCOSA	4,700	74	3,470	94.5	4,400	14,617	2,738	368	5,313
AUSTIN	3,900	64	2,510	94.8	3,700	14,549	3,942	392	4,906
BAILEY	2,200	77	1,700	97.3	2,100	13,689	3,123	365	3,078
BANDERA	1,200	75	900	96.8	1,200	2,495	870	121	1,533
BASTROP	4,900	60	2,940	94.3	4,600	11,744	3,722	400	5,609
BAYLOR	1,700	70	1,190	96.8	1,600	9,624	2,251	219	2,513
BEAUFORT	6,100	63	3,860	94.3	5,800	18,410	4,732	691	6,386
BELL	24,200	77	18,580	96.5	23,400	88,070	19,729	3,492	26,586
BENDELL	163,800	84	137,250	96.2	157,600	624,495	144,744	18,310	198,152
BLANCO	1,100	70	770	96.7	1,100	4,871	1,379	143	1,543
BORDEN	200	70	140	95.0	200	336	96	320
BORQUE	2,900	64	1,850	96.9	2,800	11,022	2,365	659	4,382
BOWIE	20,500	73	14,880	96.0	19,700	52,076	12,355	2,233	19,276
BRAZORIA	17,400	84	14,680	96.4	16,800	76,999	23,453	2,465	25,654
BRAZOS	12,400	62	7,660	95.5	11,800	41,420	12,678	1,314	13,783
BREWSTER	1,900	44	840	96.1	1,800	5,843	1,371	278	2,019
BRISCOE	900	56	500	97.2	900	2,436	847	169	1,195
BROOKS	3,000	57	1,710	93.1	2,800	6,440	1,681	259	2,190
BROWN	8,800	50	5,150	97.0	8,500	29,885	8,341	1,600	9,771
BURLESON	2,900	62	1,810	92.2	2,700	7,492	2,276	273	2,927
BURNET	2,700	70	1,890	96.6	2,600	7,566	1,434	255	3,183
CALDWELL	4,600	69	3,180	95.2	4,400	20,757	3,995	536	7,207
CALHOUN	3,200	55	1,760	95.4	3,100	13,045	3,615	472	4,612
CALLAHAN	2,200	61	1,350	97.2	2,100	7,333	2,266	241	3,494
CAMERON	42,300	65	27,690	93.0	39,300	123,880	32,771	3,081	33,727
CAMP	2,300	60	1,380	94.5	2,200	7,920	1,881	136	2,357
CARSON	1,800	77	1,390	97.7	1,800	6,320	1,100	365	2,710
CASS	5,900	69	4,100	94.8	5,600	18,364	5,228	558	6,855
CASTRO	1,400	65	910	97.6	1,400	9,046	2,371	163	2,432
CHAMBERS	2,200	82	1,800	95.3	2,100	6,484	1,888	267	3,763
CHEROKEE	9,400	60	5,600	95.2	8,900	28,229	7,812	1,111	9,611
CHILDRESS	3,000	52	1,570	96.9	2,900	9,195	2,021	328	3,657
CLAY	2,300	78	1,800	96.9	2,200	8,814	1,960	240	3,870
COCHRAN	1,800	77	1,390	97.0	1,700	7,709	2,151	241	2,034
COKE	1,200	68	810	95.7	1,100	5,491	1,141	399	1,712
COLEMAN	3,400	65	2,210	97.4	3,300	12,125	3,190	519	5,667
COLLIN	13,200	82	10,790	97.2	12,800	36,211	10,512	1,125	14,049
COLLINGSWORTH	2,100	52	1,100	95.9	2,000	8,117	2,297	227	2,393
COLORADO	4,900	61	2,970	95.3	4,700	22,080	3,857	386	6,404
COMAL	6,000	70	4,100	96.4	5,800	22,716	4,435	478	7,383
COMANCHE	3,800	54	1,950	97.4	3,500	10,501	1,973	459	4,701
CONCHO	1,300	55	720	97.6	1,300	4,179	491	54	1,355
COOKE	7,400	78	5,780	96.9	7,200	31,225	6,313	906	8,990
CORYELL	4,200	71	2,980	97.2	4,100	16,544	4,025	546	8,379
COTLE	1,400	51	720	96.4	1,300	4,209	1,201	172	1,558
CRANE	1,600	58	920	96.7	1,500	7,133	1,418	264	2,216
CROCKETT	1,200	48	580	95.0	1,100	4,224	830	155	1,347
CROWLEY	2,500	74	1,840	96.8	2,400	13,361	2,773	200	3,532
CULBERSON	500	62	310	94.3	500	4,515	628	129	868
DAWSON	2,400	80	1,910	97.4	2,300	8,866	1,935	362	2,611
DALLAS	263,000	88	232,320	97.3	255,900	1,328,213	262,676	41,601	324,857
DANSON	6,100	64	3,890	96.3	5,900	24,115	5,273	612	6,331
DEAF SMITH	3,300	64	2,120	97.5	3,200	20,550	3,604	356	4,584
BETA	1,800	57	1,030	97.4	1,800	4,417	1,323	88	1,950
DENTON	12,500	82	10,300	97.1	12,100	46,891	10,790	1,711	16,017
DE WITT	6,200	62	3,850	95.0	5,900	24,433	5,111	740	8,043
DICKENS	1,700	58	980	96.2	1,600	5,785	1,216	105	2,002
DIMMIT	2,400	53	1,260	92.2	2,200	4,957	901	161	2,483
DONLEY	1,500	71	1,060	97.7	1,500	6,261	1,287	170	2,177

CONTINUED

Sources of information: "Total Homes" were prepared by A. C. Nielsen Co. from estimates by Sales Management updated to March 1958 by application of growth patterns determined by special surveys of the U. S. Bureau of the Census. "Percent Television Penetration" and "Television Homes" - as of March 1958 - were supplied by the Advertising Research Foundation. The ARF county-by-county report of TV penetration and TV homes was prepared by the ARF technical staff with the assistance of A. C. Nielsen Co. and the Bureau of the Census. "Percent Radio

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WBAP-820

CLEAR CHANNEL STATION

delivers the Fort Worth-Dallas Market

***PLUS Southwesterners NOT Covered
by any other station!**

**Look at these
12th U. S. Market Figures:**

WBAP-820

NBC Network, 50,000 Watts, serves the big Fort Worth-Dallas area . . . the 12th U. S. Market . . . and the surrounding 174-county area.

MARKET DATA*

Population	7,197,100
Effective Buying Income	\$10,928,163,000
Effective Buying Income Per Family	\$ 5,166
Total Retail Sales	\$ 8,238,659,000
Retail Sales Per Family	\$ 3,894

WBAP-570

ABC Network, 5,000 Watts, covers the Fort Worth-Dallas area . . . the 12th U. S. Market . . . and the surrounding 120 counties.

MARKET DATA*

Population	4,341,400
Effective Buying Income	\$6,418,181,000
Effective Buying Income Per Family	\$ 5,041
Total Retail Sales	\$4,962,977,000
Retail Sales Per Family	\$ 3,891

*SOURCE: Sales Management Survey of Buying Power, May 10, 1958

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WBAP-820

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PETERS, GRIFFIN, WOODWARD, INC. — NATIONAL REPRESENTATIVES

Texas CONTINUED

County	Total Homes	% Television Penetration	Television Homes	% Radio Penetration	Radio Homes	Retail Sales 1957 (\$000)	Food Sales 1957 (\$000)	Drug Sales 1957 (\$000)	Passenger Cars 1957
DEVAL	3,200	59	1,880	92.6	3,000	7,106	2,299	402	3,045
EASTLAND	6,500	62	4,000	96.7	6,300	23,253	5,570	799	8,957
ECTOR	23,700	75	17,700	96.8	22,900	114,669	28,330	3,014	32,161
EDWARDS	800	46	370	94.6	800	1,552	526	171	573
ELLIS	12,500	79	9,860	96.4	12,100	37,548	10,868	1,211	14,658
EL PASO	72,100	82	59,050	96.3	69,400	309,911	71,215	9,633	79,038
ERATH	4,800	64	3,060	96.9	4,700	18,583	3,814	548	6,286
FALLS	6,500	63	4,070	95.1	6,200	18,656	4,704	601	6,612
FANNIN	7,200	61	4,360	96.8	7,000	18,459	5,913	641	8,251
FAYETTE	5,700	61	3,450	94.6	5,400	19,051	4,838	426	7,778
FISHER	2,400	68	1,620	96.3	2,300	6,305	1,877	299	2,811
FLOYD	2,800	73	2,050	97.8	2,700	15,323	4,032	480	4,141
FORD	1,100	63	690	95.7	1,100	2,337	514	112	1,178
FORT BEND	8,400	80	6,680	95.3	8,000	41,699	9,442	518	12,203
FRANKLIN	1,300	57	740	97.1	1,300	3,561	470	64	1,626
FREESTONE	3,500	57	1,980	94.7	3,300	10,479	3,132	385	3,802
FROD	2,700	74	1,990	92.0	2,500	6,214	1,328	217	2,173
GAINES	2,400	64	1,540	97.0	2,300	18,684	3,947	471	4,663
GALESTON	37,000	82	30,390	97.0	35,900	139,651	36,113	5,760	43,381
GARZA	1,800	71	1,270	96.6	1,700	6,561	1,517	185	2,154
GILLESPIE	3,100	56	1,750	96.7	3,000	13,099	1,784	296	3,959
GLASSCOCK	200	65	130	91.6	200	151	40	18	388
GOLLAD	1,300	64	830	93.9	1,200	3,702	1,351	103	1,732
GONZALES	5,400	69	3,740	95.0	5,100	23,088	6,020	414	5,528
GRAY	9,200	71	6,510	97.9	9,000	37,706	8,810	1,573	13,039
GRAYSON	24,900	75	18,680	97.0	24,200	84,528	20,086	2,191	28,305
GREGG	21,700	72	15,840	95.6	20,700	98,951	18,878	2,703	27,338
GRIMES	3,400	69	2,350	93.1	3,200	12,242	3,420	394	3,758
GUADALUPE	7,300	77	5,600	95.6	7,000	29,533	6,742	687	8,597
HALE	10,000	76	7,550	96.8	9,700	54,070	11,013	1,578	13,547
HALL	2,800	56	1,580	96.9	2,700	6,215	1,959	300	2,587
HAMILTON	2,800	64	1,790	97.3	2,700	7,694	1,285	235	3,637
HANSFORD	1,200	82	980	98.2	1,200	5,875	1,161	234	2,075
HARDEMAN	3,000	63	1,900	96.6	2,900	8,240	2,197	235	3,171
HARDIN	5,700	59	3,380	95.5	5,400	18,673	4,199	785	7,457
HARRIS	356,600	87	310,600	97.0	346,100	1,487,321	360,527	47,651	409,061
HARRISON	13,500	67	9,040	94.6	12,800	37,026	9,340	926	12,465
HARTLEY	500	80	400	95.0	500	1,300	46	45	823
HASKELL	3,400	69	2,350	96.0	3,300	9,938	2,834	417	3,993
HAYS	5,100	70	3,580	95.8	4,900	18,492	3,475	602	7,860
HFMPHILL	1,200	55	660	97.4	1,200	4,046	832	103	1,190
HENDERSON	5,300	55	2,920	95.7	5,100	19,370	4,778	647	7,533
HIDALGO	47,000	68	31,950	91.8	43,100	115,188	27,793	3,875	36,062
HILL	8,100	80	6,930	96.6	7,800	22,972	5,738	689	10,101
HOCKLEY	6,000	77	4,630	96.9	5,800	23,393	5,822	502	8,017
HOOD	1,300	77	1,000	96.4	1,300	7,649	1,445	187	2,027
HOPKINS	6,000	57	3,440	97.2	5,800	24,096	5,065	667	6,986
HOUSTON	5,100	55	2,820	94.2	4,800	16,965	4,800	478	4,352
HOWARD	9,400	71	6,670	96.2	9,000	53,773	11,529	1,492	13,659
HUDSPETH	1,000	59	590	92.8	900	2,560	321	99	702
HUNT	12,500	82	10,310	97.0	12,100	41,308	9,516	1,378	14,171
HUTCHISON	10,600	89	9,300	97.9	10,400	38,886	9,687	1,754	15,558
IRON	400	63	260	94.3	400	513	162	36	507
JACK	1,900	76	1,450	96.6	1,800	7,040	1,534	213	2,930
JACKSON	3,600	64	2,300	96.0	3,500	16,001	3,451	558	4,923
JASPER	5,300	57	3,010	94.7	5,000	17,593	3,086	644	5,895
JEFF DAVIS	500	58	290	94.3	500	553	240	19	433
JEFFERSON	69,000	81	55,900	97.0	68,900	304,155	77,255	10,096	85,010
JIM HOGG	1,100	49	540	94.0	1,000	3,928	791	147	1,216
JIM WELLS	8,100	55	4,490	94.5	7,700	28,777	6,489	618	9,118
JOHNSON	11,100	84	9,310	97.3	10,800	27,311	6,470	807	12,828
JONES	6,200	68	4,190	97.3	6,000	22,327	5,497	672	7,943
KARNES	3,900	63	2,470	94.5	3,700	12,910	3,305	404	4,461
KAUFMAN	7,100	73	5,510	96.1	6,800	32,368	7,092	717	9,060
KENDALL	1,600	75	1,200	95.4	1,500	5,601	1,057	231	2,496
KENTON	100	60	60	78.6	100	74			119
KENT	400	55	220	96.8	400	1,023	318	82	721
KERR	4,300	57	2,430	96.8	4,200	18,788	3,873	375	6,174
KIMBLE	1,200	57	680	94.7	1,100	4,383	805	66	1,537
KING	200	55	110	98.2	200	389			224
KINNEY	500	52	260	94.0	500	1,406	210	84	572

CONTINUED

Texas CONTINUED

County	Total Homes	% Television Penetration	Television Homes	% Radio Penetration	Radio Homes	Retail Sales 1957 (\$000)	Food Sales 1957 (\$000)	Drng Sales 1957 (\$000)	Passenger Cars 1957
KLEBERG	7,000	56	3,940	95.5	6,700	30,418	7,156	693	8,831
KNOX	2,600	63	1,640	96.5	2,500	11,599	3,410	377	2,944
LAMAR	12,900	45	5,810	96.0	12,400	34,607	8,130	1,512	11,666
LAMB	5,900	77	4,550	96.6	5,700	33,364	9,368	710	8,077
LAMPASAS	2,900	70	2,030	96.6	2,800	11,530	2,081	354	3,833
LA SALLE	1,800	59	1,060	93.0	1,700	3,723	725	280	1,376
LAVACA	5,400	62	3,360	95.1	5,100	19,441	6,992	417	7,078
LIFE	2,300	60	1,380	94.5	2,200	6,869	1,218	172	2,900
LEON	2,300	59	1,540	94.6	2,500	6,973	1,951	253	2,374
LIBERTY	7,800	82	6,380	94.6	7,400	40,066	9,270	1,054	10,025
LIMESTONE	5,500	63	3,440	95.5	5,300	17,188	4,780	574	6,530
LIPSCOMB	1,100	55	600	96.4	1,100	3,672	615	139	1,394
LIVE OAK	1,900	58	1,110	95.1	1,800	6,075	1,754	319	2,294
LLANO	1,600	51	820	96.1	1,500	6,412	1,074	213	1,890
LOVING	100	50	50	88.4	88	38	83
LUBBOCK	48,300	78	37,700	97.1	46,900	204,718	38,575	5,497	49,549
LYNN	2,800	71	1,980	96.8	2,700	11,212	2,623	254	3,842
MC CULLOCH	3,000	55	1,660	96.4	2,900	10,384	2,011	324	3,533
MC LENNAN	42,000	82	34,560	96.5	40,500	166,451	38,977	6,512	50,708
MC MULLEN	400	58	230	92.3	400	188	51	410
MADISON	1,700	58	990	95.3	1,600	10,229	1,811	118	2,516
MARION	2,200	70	1,530	94.4	2,100	6,562	1,526	215	2,103
MARTIN	1,400	64	900	95.4	1,300	10,534	1,876	204	2,438
MASON	1,400	51	720	96.4	1,300	3,419	673	103	1,537
MATAGORDA	7,300	64	4,660	95.5	7,000	28,952	7,368	1,260	8,060
MAVERICK	3,100	53	1,630	92.9	2,900	10,750	2,745	218	3,123
MEDINA	4,600	75	3,450	94.6	4,400	13,885	3,551	456	6,218
MENARD	1,100	55	610	96.5	1,100	3,844	601	127	951
MIDLAND	16,700	80	13,390	96.9	16,200	91,077	21,181	3,442	22,954
MILAM	5,400	60	3,260	94.8	5,100	22,394	6,629	514	7,981
WILLS	1,400	70	980	97.7	1,400	5,950	2,813	142	1,763
MITCHELL	4,100	69	2,830	96.1	3,900	11,760	3,302	384	4,370
MONTAGUE	4,500	78	3,510	96.2	4,300	21,346	4,597	752	6,381
MONTGOMERY	7,000	75	5,240	93.9	6,800	22,836	5,829	627	8,149
MOORE	7,800	80	6,210	97.5	7,600	17,016	4,295	284	5,987
MORRIS	2,400	69	1,660	96.0	2,300	10,481	3,025	458	3,814
MOTLEY	1,000	53	530	96.5	1,000	2,439	708	100	1,019
NACOGDOCHES	8,000	58	4,600	95.5	7,600	24,413	6,057	905	7,613
NAVARRO	10,600	80	8,470	96.2	10,200	33,878	9,546	1,055	12,107
NEWTON	2,300	57	1,300	93.7	2,200	6,548	1,496	229	2,378
NOLAN	6,000	68	4,060	96.7	5,800	23,688	5,737	599	8,003
NUECES	68,200	77	52,300	95.6	65,200	282,315	65,072	8,580	72,851
OCHILTREE	2,000	56	1,110	97.1	1,900	16,089	2,139	245	2,930
OLDHAM	400	65	260	98.2	400	2,277	30	53	636
ORANGE	17,000	74	12,640	96.2	16,400	48,798	14,337	1,156	17,366
PALO PINTO	6,000	77	4,630	98.5	5,800	25,481	5,972	799	8,475
PANOLA	4,200	48	2,020	95.7	4,000	12,701	3,244	389	4,795
PARKER	7,400	77	5,700	97.0	7,200	21,654	3,856	488	9,070
PARNER	1,500	64	960	97.6	1,500	10,690	2,432	338	3,216
PECOS	2,700	48	1,290	94.2	2,500	11,328	2,342	444	3,694
POLK	3,700	65	2,390	94.2	3,500	11,739	3,528	361	3,612
POTTER	38,200	86	32,950	97.6	37,300	192,280	30,891	6,662	41,288
PRESIDIO	1,400	44	610	91.1	1,300	5,272	1,325	171	1,322
RAINS	600	78	470	98.5	600	1,456	505	105	1,265
RANDALL	7,000	79	5,560	97.8	6,800	17,176	4,532	709	9,043
REAGAN	900	61	550	96.2	900	4,718	1,372	209	1,864
REAL	700	57	400	95.4	700	1,050	370	82	588
RED RIVER	5,000	53	2,670	95.4	4,800	10,478	3,164	454	4,427
REEVES	4,900	52	2,570	94.2	4,600	24,238	6,004	758	4,855
REPTUGIO	2,630	55	1,430	94.7	2,500	11,693	2,552	457	3,177
ROBERTS	300	57	170	95.0	300	2,164	212	115	437
ROBERTSON	4,700	60	2,830	94.4	4,400	16,984	3,237	546	5,258
ROCKWALL	1,400	75	1,050	95.4	1,300	7,938	1,330	187	3,067

CONTINUED

Source of information: "Total Homes" were prepared by A. C. Nielsen Co. from estimates by Sales Management updated to March 1958 by application of growth patterns determined by special surveys of the U. S. Bureau of the Census. "Percent TV Penetration" and "TV Homes"—as of March 1958—were supplied by the Advertising Research Foundation. The ARE county-by-county report of tv penetration and tv homes was prepared by the ARE technical staff with the assistance of A. C. Nielsen Co. and the Bureau of the Census. "Percent Radio

Penetration" figures were supplied to the BROADCASTING YEAR-BOOK by the A. C. Nielsen Co. and are the figures currently in use by that company. "Radio Homes" are the product of multiplying Nielsen percentages of penetration by total homes. "Retail Sales," "Food Sales" and "Drug Sales" copyright 1958 by Sales Management; no further reproduction authorized without express permission of Sales Management. "Passenger Cars" are official registration figures from the various states.



TIME BUYERS REQUESTED IT!

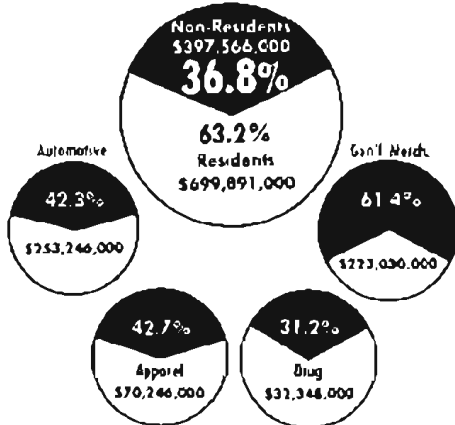
WFAA RADIO RESPONDS!

...a look at 'WHAT', 'WHEN' and 'WHERE' in the fabulous NORTH TEXAS MARKET!

WFAA
820
DALLAS

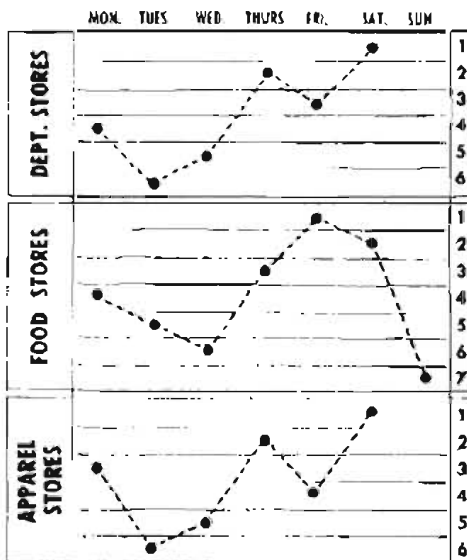
RETAIL • Sales and Shopping Patterns

PER CENT OF DALLAS' RETAIL SALES MADE TO NON-RESIDENTS OF DALLAS
TOTAL RETAIL SALES \$1,079,457,000
(CITY OF DALLAS)



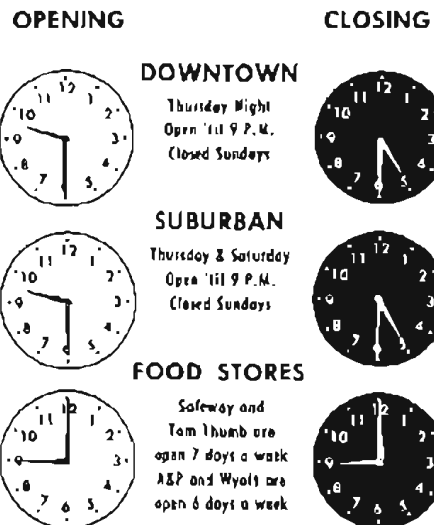
Source: Sales Management

RETAIL SHOPPING DAYS



Source: WFAA Research

RETAIL STORE HOURS



LISTENERS

more women and/or men reached by **WFAA**

BUYERS

what and how much in **WFAA** area

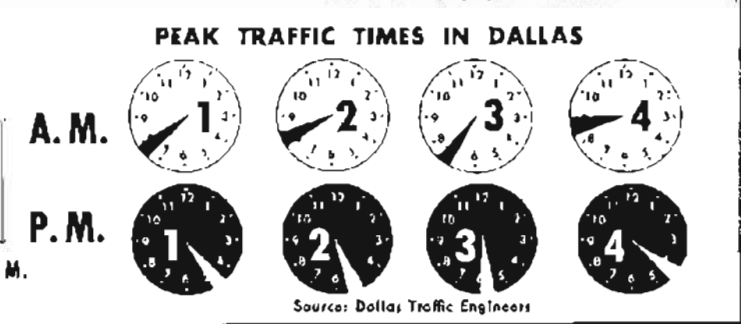
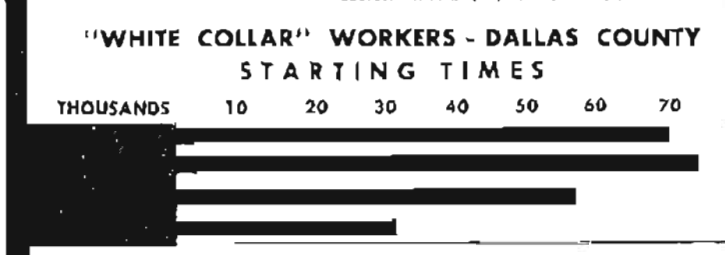
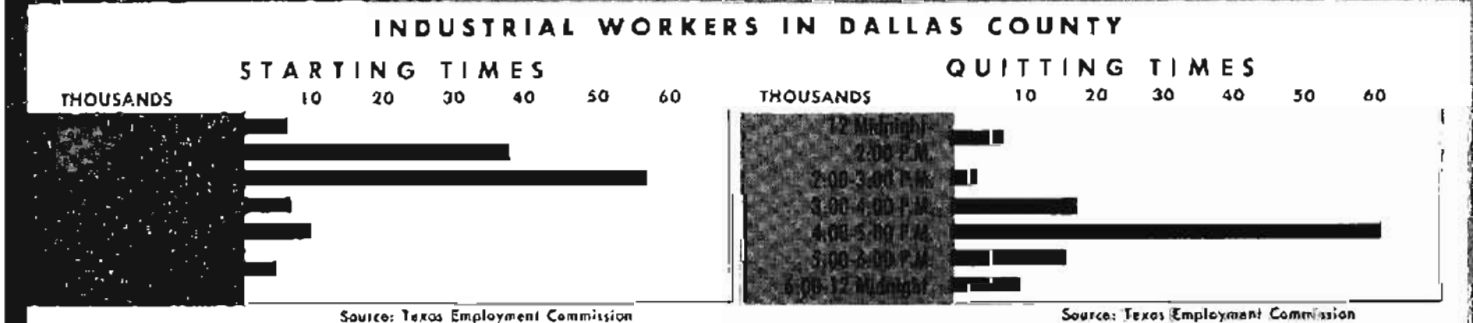
RADIO
570
TEXAS



WFAA - 820		WFAA - 570	
Population	4,998,200	Population	2,661,900
Families	1,464,100	Families	1,027,600
Buying Income	\$7,350,303,000	Buying Income	\$5,189,063,000
Retail Sales	\$5,690,194,000	Retail Sales	\$4,039,972,000
Food Sales	\$1,286,755,000	Food Sales	\$ 911,048,000
Eating & Drinking	\$ 275,079,000	Eating & Drinking	\$ 199,402,000
General Merchandise	\$ 697,216,000	General Merchandise	\$ 549,068,000
Apparel	\$ 269,415,000	Apparel	\$ 194,714,000
Furn., Hsld., Appl., & Radio	\$ 240,026,000	Furn., Hsld., Appl., & Radio	\$ 168,477,000
Automotive	\$1,420,478,000	Automotive	\$1,007,804,000
Gasoline, Service Stations	\$ 483,399,000	Gasoline, Service Stations	\$ 320,227,000
Lbr., Bldg., Hdw.	\$ 437,068,000	Lbr., Bldg., Hdw.	\$ 295,516,000
Drugs	\$ 188,161,000	Drugs	\$ 135,887,000

Source: Capr. 1958, Sales Management Survey of Buying Power; further reproduction not licensed.

WORKERS • Schedules and Traffic Habits



QUITTING TIMES CONCENTRATED BETWEEN HOURS OF 4:30 - 5:30 P. M.

Source: Texas Employment Commission

Texas CONTINUED

County	Total Homes	% Television Penetration	Television Homes	% Radio Penetration	Radio Homes	Retail Sales 1957 (\$000)	Food Sales 1957 (\$000)	Drug Sales 1957 (\$000)	Passenger Cars 1957
BYRNES	4,300	65	2,790	97.0	4,200	20,754	4,446	576	6,390
KUSK	12,100	64	7,760	95.5	11,600	33,493	7,524	845	13,876
SABINE	1,800	56	1,010	94.8	1,700	5,873	1,590	283	1,829
SAN AUGUSTINE	1,700	53	900	92.2	1,600	6,746	2,242	110	1,957
SAN JACINTO	1,800	61	1,030	90.9	1,500	1,307	380	98	1,048
SAN PATRICK	9,900	68	6,780	93.7	9,300	39,597	9,793	1,419	11,668
SAN SABA	2,200	51	1,130	97.0	2,100	6,850	1,852	233	2,302
SCHLEICHER	700	49	340	94.6	700	4,341	868	264	1,049
SCURRY	9,300	67	6,230	95.5	8,900	31,620	8,956	1,106	8,298
SHACKELFORD	1,100	62	680	97.5	1,100	5,138	1,303	186	1,987
SHELBY	5,400	49	2,620	94.8	5,100	22,703	4,696	519	5,660
SHERMAN	700	79	550	96.8	700	3,012	480	321	1,158
SMITH	24,000	72	17,280	96.8	23,000	95,845	22,166	6,267	28,617
SOMERVELL	800	65	520	97.0	800	1,655	598	85	1,056
SPARR	3,100	50	1,550	91.2	2,800	7,485	1,906	253	2,456
STEPHENS	3,500	62	2,160	96.8	3,400	13,288	3,786	490	4,064
STERLING	300	60	180	95.7	300	1,866	301	93	621
STONEWALL	900	67	600	93.8	800	3,137	950	81	1,210
SUTTON	1,000	49	490	94.3	900	5,448	1,237	138	1,149
SWISHER	2,400	66	1,560	97.4	2,300	13,517	2,532	543	3,576
TARRANT	173,400	88	148,950	97.1	168,400	671,282	151,441	25,725	199,538
TAYLOR	24,700	78	18,860	96.8	23,900	103,059	21,689	3,346	31,554
TERRILL	900	48	430	93.3	800	2,851	448	91	781
TERRY	4,200	73	3,070	96.9	4,100	23,022	4,321	449	5,609
TROCKMORTON	900	69	620	97.3	900	2,144	436	121	1,211
TITUS	4,700	53	2,510	96.5	4,500	17,849	4,676	563	5,661
TOM GREEN	21,600	73	15,740	96.7	20,900	91,795	20,475	2,703	23,995
TRAVIS	52,100	78	40,830	96.6	50,300	213,479	44,824	7,007	62,239
TRINITY	2,300	64	1,480	93.6	2,200	7,247	1,631	176	2,191
TYLER	2,900	60	1,740	94.9	2,800	10,001	1,968	243	2,975
UPSHUR	4,800	60	2,880	96.0	4,600	13,826	4,091	296	5,960
UTAH	1,800	62	990	95.8	1,500	7,392	1,958	230	2,728
VALDE	4,800	56	2,680	95.0	4,600	16,659	3,197	763	5,275
VAL VERDE	4,900	46	2,230	93.4	4,600	21,857	5,265	596	6,185
VAN ZANDT	5,200	78	4,070	96.6	5,000	17,462	4,114	484	7,237
VICTORIA	11,100	58	6,420	96.0	10,700	58,771	15,160	1,254	16,743
WALKER	4,100	69	2,840	94.4	3,900	12,271	3,115	421	4,021
WALLER	3,000	75	2,250	93.8	2,800	12,926	2,465	342	3,489
WARD	4,700	58	2,720	96.7	4,500	16,723	4,043	353	5,335
WASHINGTON	5,000	66	3,300	95.6	4,700	16,341	3,801	694	5,933
WEBB	15,200	56	8,480	93.9	14,300	52,814	13,009	1,644	12,605
WESBARTON	9,800	72	7,070	95.3	9,300	48,572	9,801	1,193	12,819
WRETLER	2,300	52	1,200	96.9	2,200	9,802	2,246	366	3,441
WICHITA	35,400	80	28,370	97.2	34,400	145,443	28,796	5,142	44,566
WILBARGER	5,800	70	4,060	96.9	5,600	24,623	6,733	876	8,196
WILLACS	8,400	57	3,640	91.7	5,900	13,881	3,607	386	4,384
WILLAMSON	10,000	75	7,480	96.0	9,600	35,068	8,182	1,007	13,003
WILSON	3,100	76	2,370	94.3	2,900	9,043	1,922	269	4,287
WINKLER	3,400	58	1,970	96.3	3,300	16,526	4,224	511	5,108
WISE	4,200	76	3,190	96.8	4,100	14,541	4,085	459	5,524
WOOD	4,900	60	2,940	96.1	4,700	20,698	4,421	482	6,787
YOAKUM	1,000	73	730	98.5	1,000	7,344	1,945	279	2,959
YOUNG	4,500	69	3,100	97.1	4,400	22,639	5,017	636	7,296
ZAPATA	1,800	50	500	91.3	900	977	529	...	472
ZAVALA	2,700	56	1,510	91.8	2,500	6,562	1,987	119	2,364
TOTAL	2,650,600		2,038,180		2,553,188	10,553,661	2,427,408	388,487	3,116,525

Utah market facts

County	Total Homes	% Television Penetration	Television Homes	% Radio Penetration	Radio Homes	Retail Sales 1957 (\$000)	Food Sales 1957 (\$000)	Drug Sales 1957 (\$000)	Passenger Cars 1957
BEAVER	1,000	33%	380	96.7%	1,000	4,510	368	129	1,642
BOX ELDER	6,000	90	5,390	97.6	5,000	21,443	4,091	541	3,212
CACHE	9,900	87	8,600	97.7	9,700	32,888	5,011	780	12,080
CARRON	7,100	55	3,890	96.3	6,800	23,687	4,744	546	9,069
DAGGETT	100	40	40	98.2	100	97	109
DAVIS	14,100	92	13,010	97.4	13,700	33,670	9,738	1,525	19,709
DECATUR	1,700	44	750	95.8	1,600	7,180	1,183	630	2,479
EMERY	1,400	55	770	95.7	1,300	2,546	419	103	2,213
GARFIELD	700	37	260	95.3	700	2,150	274	70	1,164

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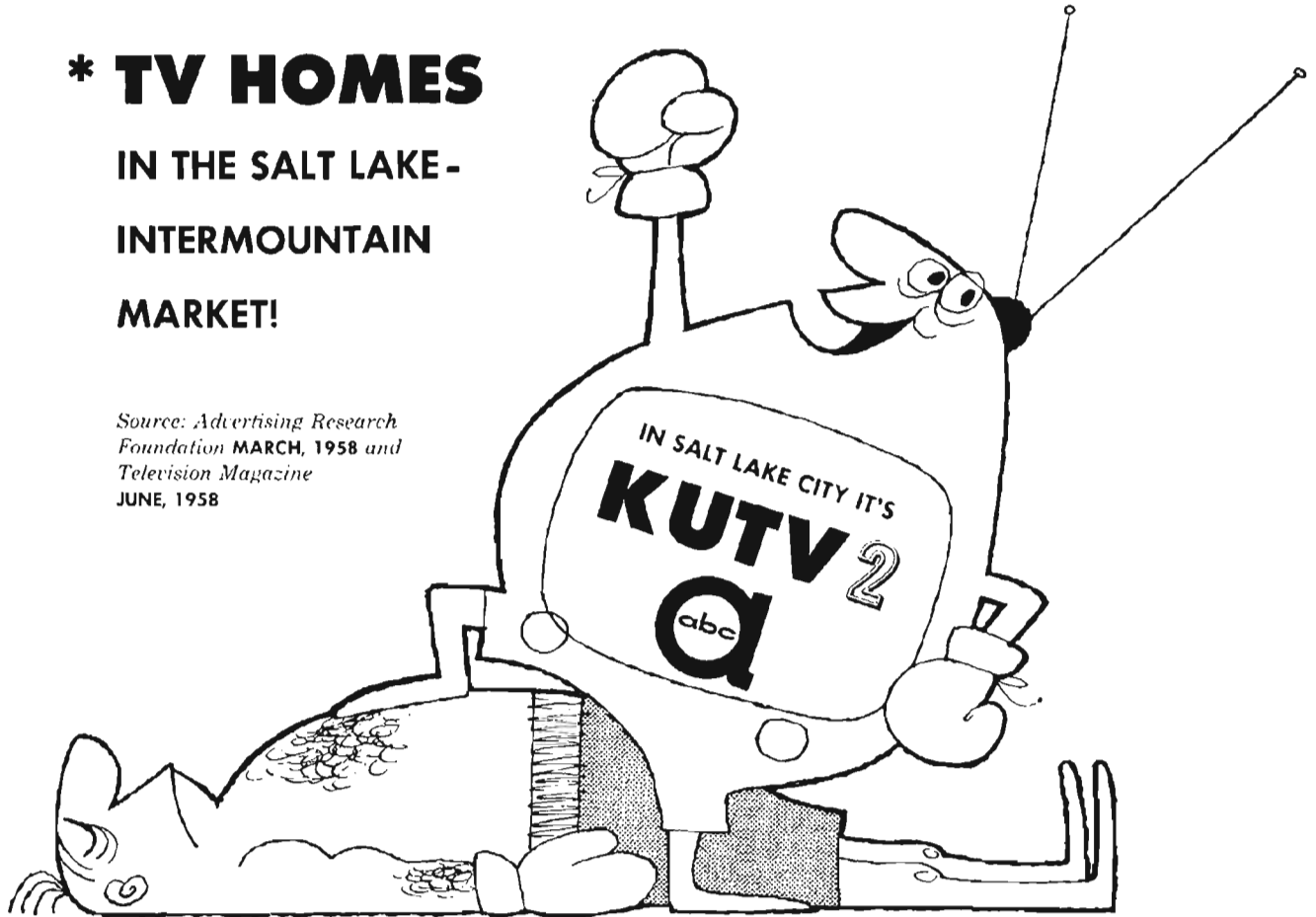
In the Intermountain Market **BUY KUTV-2 . . . GET**

The Full Count...

225,840*

*** TV HOMES
IN THE SALT LAKE-
INTERMOUNTAIN
MARKET!**

Source: Advertising Research
Foundation **MARCH, 1958** and
Television Magazine
JUNE, 1958



... and in this
gigantic TV market

**KUTV's the WINNER
6 TIMES IN A ROW**

Look at the ARB score

NOON TO MIDNIGHT, MON. THRU FRI.

NOV. 1956	FEB. 1957	JUNE 1957
KUTV..... 39.9	KUTV..... 44.1	KUTV..... 43.0
STAT. N.....29.9	STAT. N.....27.0	STAT. N.....28.9
STAT. C.....34.2	STAT. C.....29.0	STAT. C.....28.2
NOV. 1957	FEB. 1958	MAY 1958
----- ONE WEEK PORTION -----		
KUTV..... 44.1	KUTV..... 42.4	KUTV..... 43.6
STAT. N.....29.4	STAT. N.....30.0	STAT. N.....29.3
STAT. C.....26.1	STAT. C.....27.8	STAT. C.....26.8
----- FOUR WEEK PORTION -----		
KUTV..... 44.2	KUTV..... 43.9	KUTV..... 42.7
STAT. N.....29.9	STAT. N.....30.0	STAT. N.....29.4
STAT. C.....25.6	STAT. C.....25.6	STAT. C.....27.8

Utah CONTINUED

County	Total Homes	% Television Penetration	Television Homes	% Radio Penetration	Radio Homes	Retail Sales 1957 (\$000)	Food Sales 1957 (\$000)	Drug Sales 1957 (\$000)	Passenger Cars 1957
GRAND	1,300	58	760	93.3	1,200	6,843	458	128	2,507
IRON	2,800	36	1,020	97.4	2,700	16,337	2,617	624	3,849
JUAB	1,400	61	860	97.0	1,400	4,942	931	217	1,910
KANE	600	37	220	96.8	600	1,984	239	99	998
MILLARD	2,200	61	1,350	96.6	2,100	8,444	860	170	2,798
MORGAN	700	79	550	98.2	700	3,089	825	158	1,222
MUTE	300	37	110	96.5	300	372	112		553
RICH	500	78	390	96.2	500	745	65		587
SALT LAKE	103,000	94	98,860	97.4	100,300	486,442	103,621	18,614	145,628
SAN JUAN	1,300	44	570	83.0	1,100	6,979	774	103	3,011
SAN PETE	3,300	61	2,020	96.4	3,200	9,489	1,903	382	4,507
SEVIER	3,100	61	1,900	97.3	3,000	17,924	2,576	679	4,270
SUMMIT	1,400	79	1,100	17.1	1,400	5,205	323	225	2,408
TOOLE	5,400	83	4,490	96.8	5,200	15,776	4,177	628	6,822
WINTAH	2,500	44	1,100	94.8	2,400	9,118	1,363	108	3,803
UTAH	26,900	92	24,650	97.4	26,200	88,140	20,878	3,545	36,258
WASATCH	1,300	78	1,020	97.5	1,300	5,215	1,057	115	2,166
WASHINGTON	2,700	37	990	95.9	2,600	11,973	1,856	233	3,171
WAYNE	300	37	110	96.2	300	503	59		742
WEBER	30,500	92	28,130	97.3	29,700	116,746	30,216	4,188	40,084
TOTAL	233,500		201,290		227,000	944,737	200,728	34,440	327,136

Vermont market facts

County	Total Homes	% Television Penetration	Television Homes	% Radio Penetration	Radio Homes	Retail Sales 1957 (\$000)	Food Sales 1957 (\$000)	Drug Sales 1957 (\$000)	Passenger Cars 1957
ADDISON	4,900	84%	4,110	96.7%	4,700	17,132	4,519	470	
BENNINGTON	7,400	87	6,480	97.2	7,200	31,546	8,141	705	
CALEDONIA	6,800	81	5,520	97.1	6,600	25,850	5,990	676	
CHITTENDEN	18,200	90	16,480	97.4	17,700	81,690	19,423	1,772	
ESSEX	1,700	87	1,480	96.6	1,600	3,621	1,733	58	
FRANKLIN	7,900	85	6,730	97.7	7,700	29,337	9,311	742	
GRAND ISLE	800	86	690	97.1	800	2,013	697		
JAMBOILE	2,800	85	2,390	95.9	2,700	13,424	2,615	408	
ORANGE	4,400	81	3,580	96.5	4,200	16,835	2,505	485	
ORLEANS	5,400	87	4,700	96.6	5,200	22,616	4,822	488	
RUTLAND	12,800	86	11,000	97.0	12,400	55,510	13,909	1,249	
WASHINGTON	12,100	88	10,590	96.9	11,700	45,015	11,122	927	
WINDHAM	8,000	76	6,050	96.5	7,700	40,617	10,554	1,031	
WINDSOR	12,100	80	9,660	97.2	11,800	49,085	12,848	888	
TOTAL	105,300		89,420		102,000	433,291	108,187	9,899	*127,852

*State wide total.

Virginia market facts

County	Total Homes	% Television Penetration	Television Homes	% Radio Penetration	Radio Homes	Retail Sales 1957 (\$000)	Food Sales 1957 (\$000)	Drug Sales 1957 (\$000)	Passenger Cars 1957
ACCOMACK	10,000	62%	6,160	92.2%	9,200	29,186	8,670	645	
ALBEMARLE 1	14,500	62	8,940	94.1	13,600	67,342	17,422	1,010	
ALLEGHANY 2	7,800	74	5,660	96.5	7,300	25,947	7,924	839	
AMELIA	1,700	66	1,130	89.5	1,500	3,696	282	113	
AMHERST	4,500	70	3,130	92.4	4,200	9,295	3,524	216	
APPOMATTOX	1,900	70	1,330	93.5	1,800	7,549	986	226	
ARLINGTON 3	74,600	89	66,140	97.7	72,900	393,812	108,984	19,191	
AUGUSTA 4	18,900	62	11,710	95.8	18,100	72,483	14,038	1,845	
BATH	1,500	58	840	94.2	1,400	4,460	439	213	
BEDFORD	7,600	62	4,720	93.7	7,100	19,270	5,335	239	
BLAND	1,400	57	800	93.6	1,300	3,071	1,070		
BOYD	4,000	75	2,980	95.5	3,800	8,651	2,360	178	
BRUNSWICK	4,200	57	2,400	92.3	3,900	11,272	1,814	235	
BUCHANAN	8,000	54	4,310	93.6	7,500	14,403	3,267	474	
BUCKINGHAM	2,500	60	1,510	90.4	2,300	6,383	779	220	
CAMPBELL 5	22,000	77	16,970	94.8	20,900	100,403	21,527	3,702	
CAROLINE	2,700	75	2,030	91.1	2,500	10,304	1,470	182	

1. Includes Charlottesville (Independent City).
2. Includes Clifton Forge (Independent City).
3. Includes Alexandria (Independent City).
4. Includes Staunton and Waynesboro (Independent Cities).
5. Includes Lynchburg (Independent City).

CONTINUED

Virginia CONTINUED

County	Total Homes	% Television Penetration	Television Homes	% Radio Penetration	Radio Homes	Retail Sales 1957 (\$000)	Food Sales 1957 (\$000)	Drug Sales 1957 (\$000)	Passenger Cars 1957
CARROLL 6	6,700	54	3,650	95.2	6,400	25,997	5,358	482	
CHARLES CITY	3,300	67	2,200	89.3	800	529	388		
CHARLOTTE	900	76	680	90.7	3,000	6,163	612	115	
CHESTERFIELD	13,000	86	11,190	96.2	12,500	12,863	2,846	103	
CLARKE	1,800	75	1,350	96.1	1,700	10,147	4,903	341	
CRAIG	700	74	520	95.3	700	1,653	420		
CULPEPER	3,400	69	2,350	93.7	3,200	15,131	3,216	499	
CUMBERLAND	1,600	60	960	88.4	1,400	2,387	832	40	
DICKENSON	5,100	53	2,680	92.7	4,700	7,680	1,070	156	
DINWIDDIE 7	14,000	88	12,250	93.2	13,000	69,787	16,107	2,568	
ESSEX	1,500	75	1,130	91.4	1,400	10,872	1,119	291	
FAIRFAX 8	47,800	91	43,660	97.0	46,400	136,733	47,850	6,558	
FAUQUIER	5,700	75	4,270	91.0	5,200	18,221	3,767	485	
FLOYD	2,700	54	1,460	84.9	2,600	5,528	838	101	
FLUVANNA	1,700	61	1,030	90.3	1,500	2,488	450	253	
FRANKLIN	8,000	62	3,730	93.5	5,600	14,057	2,438	311	
FREDERICK 9	9,700	82	7,910	96.4	9,400	50,552	7,520	1,381	
GILES	5,000	73	3,670	95.2	4,800	14,773	3,573	587	
GLOUCESTER	3,000	76	2,290	91.0	2,700	9,987	2,598	325	
GOOCHLAND	1,700	74	1,250	91.6	1,600	2,326	677	67	
GRAYSON	5,700	59	3,370	95.5	5,400	4,721	681	147	
GREENE	1,300	61	790	89.2	1,200	2,844	327		
GREENSVILLE	4,000	67	2,660	90.6	3,600	14,529	3,231	413	
HALIFAX	9,500	74	7,020	91.3	8,700	28,153	4,652	766	
HANOVER	5,900	74	4,350	93.6	5,500	17,826	3,694	455	
HENRICO 10	92,100	87	80,420	96.0	88,400	462,928	100,492	15,822	
HENRY 11	13,200	75	9,920	93.7	12,400	50,801	13,030	1,207	
HIGHLAND	800	58	460	95.3	800	1,666	127		
ISLE OF WIGHT	3,700	62	2,310	92.0	3,400	10,519	2,250	228	
JAMES CITY 12	2,800	76	2,130	93.9	2,600	19,544	4,844	813	
KING & QUEEN	1,400	76	1,060	89.1	1,200	2,485	354		
KING GEORGE	1,700	71	1,210	94.4	1,600	4,283	1,210	14	
KING WILLIAM	1,900	75	1,430	91.5	1,700	9,608	2,382	201	
LANCASTER	2,300	72	1,650	92.3	2,100	12,288	2,977	296	
LEE	7,400	57	4,190	93.5	6,800	9,956	2,139	247	
LOUDOUN	5,400	86	4,650	94.0	5,100	25,564	5,618	604	
LOUISA	2,900	73	2,130	91.3	2,800	9,212	1,759	284	
LUNENBURG	3,500	57	1,990	92.5	3,200	7,784	1,685	270	
MADISON	2,100	60	1,270	91.6	1,900	2,906	454	148	
MATHEWS	1,700	76	1,300	93.5	1,800	4,842	960	111	
MECKLENBURG	8,000	66	5,270	91.6	7,300	31,671	5,292	787	
MIDDLESEX	1,900	76	1,440	89.9	1,700	6,201	1,853	383	
MONTGOMERY 13	10,500	85	8,950	95.4	10,000	37,485	8,933	1,320	
NANSEMOND 14	10,400	77	8,040	93.3	9,700	37,323	9,048	1,242	
NELSON	3,200	70	2,240	91.0	2,900	4,721	1,749	44	
NEW KENT	1,000	75	750	91.9	900	2,586	531		
NEWPORT NEWS 15	49,500	98	43,540	96.2	47,600	197,132	52,543	6,066	
NORFOLK 16	142,100	88	125,640	96.0	136,400	536,518	125,461	17,786	
NORTHAMPTON	4,600	62	2,850	92.1	4,200	16,207	5,702	557	
NORTHUMBERLAND	2,400	71	1,710	92.9	2,200	5,252	1,159	134	
NOTTOWAY	4,200	66	2,790	92.6	3,900	15,566	3,311	617	
ORANGE	3,300	69	2,280	92.1	3,000	13,018	2,910	450	
PAGE	3,900	66	2,570	94.4	3,700	9,421	2,411	287	
PATRICK	3,700	55	2,020	92.6	3,400	6,963	1,807	188	
PITTSYLVANIA 17	27,800	70	19,470	94.4	26,200	89,341	20,407	2,341	
POWHATAN	1,200	73	880	90.6	1,100	4,070	492		
PRINCE EDWARD	3,800	67	2,530	90.9	3,500	17,594	2,761	557	
PRINCE GEORGE 18	10,200	75	7,650	95.5	9,700	42,288	13,831	761	
PRINCESS ANNE 19	20,000	82	16,360	94.8	19,000	56,790	17,454	1,784	
PRINCE WILLIAM	5,800	86	4,990	94.7	5,500	32,487	7,632	1,532	

6. Includes Galax (Independent City).
7. Includes Petersburg (Independent City).
8. Includes Falls Church (Independent City).
9. Includes Winchester (Independent City).
10. Includes Richmond (Independent City).
11. Includes Martinsville (Independent City).
12. Includes Williamsburg (Independent City).
13. Includes Radford (Independent City).
14. Includes Suffolk (Independent City).
15. Newport News, for certain marketing purposes, may be regarded as included in Norfolk-Portsmouth area.
16. Includes Norfolk, Portsmouth and South Norfolk (Independent Cities).
17. Includes Danville (Independent City).
18. Includes Hopewell and Colonial Heights (Independent Cities).
19. Includes Virginia Beach (Independent City).

CONTINUED

Virginia CONTINUED

County	Total Homes	% Television Penetration	Television Homes	% Radio Penetration	Radio Homes	Retail Sales 1957 (\$000)	Food Sales 1957 (\$000)	Drug Sales 1957 (\$000)	Passenger Cars 1957
PULASKI	7,700	73	5,640	94.3	7,300	23,723	6,167	710	
RAPPAHANNOCK	1,300	61	790	91.4	1,200	2,891	893		
RICHMOND	1,400	71	1,000	91.4	1,300	18,667	1,667	661	
ROANOKE 20	41,000	87	35,730	96.9	39,700	179,659	38,832	6,326	
ROCKBRIDGE 21	7,400	56	4,170	94.4	7,000	20,891	5,218	654	
ROCKINGHAM 22	13,000	73	9,500	95.4	12,400	69,206	7,312	1,335	
RUSSELL	6,200	53	3,260	93.5	5,800	7,173	2,215	195	
SCOTT	6,600	58	3,840	94.3	6,200	14,101	3,808	396	
SHENANDOAH	5,700	66	3,760	95.7	5,500	20,075	3,350	695	
SNYTH	7,100	59	4,200	95.5	6,800	23,374	4,743	746	
SOUTHAMPTON	6,300	62	3,920	91.4	5,800	21,788	5,189	580	
SPOTSYLVANIA 23	6,700	73	4,890	94.9	6,400	48,037	9,437	1,454	
STAFFORD	3,300	73	2,420	94.2	3,100	4,823	1,760		
SURRY	1,500	76	1,140	92.3	1,400	1,979	544	177	
SUSSEX	2,900	67	1,930	91.0	2,600	9,582	1,850	290	
TAZEWELL	11,600	57	6,640	95.3	11,100	25,900	8,038	840	
WARREN	4,300	75	3,220	95.8	4,100	15,352	3,771	497	
WASHINGTON 24	13,300	56	7,390	95.9	12,800	42,819	10,425	1,071	
WESTMORELAND	2,800	72	2,010	89.1	2,500	11,082	2,353	314	
WISE 25	13,100	58	7,660	94.2	12,300	20,820	7,749	784	
WYTHE	5,700	58	3,280	94.9	5,400	17,969	3,654	417	
YORK	4,600	76	3,510	93.3	4,300	12,098	2,340	1,615	
TOTAL	983,200		765,170		934,700	3,679,581	876,468	123,509	*1,134,000

*State wide total.

- 20. Includes Roanoke (Independent City).
- 21. Includes Buena Vista (Independent City).
- 22. Includes Harrisonburg (Independent City).
- 23. Includes Fredericksburg (Independent City).
- 24. Includes Bristol (Independent City).
- 25. Includes Norton (Independent City).

Washington market facts

County	Total Homes	% Television Penetration	Television Homes	% Radio Penetration	Radio Homes	Retail Sales 1957 (\$000)	Food Sales 1957 (\$000)	Drug Sales 1957 (\$000)	Passenger Cars 1957
ADAMS	3,200	78%	2,480	96.4%	3,100	15,090	2,517	943	3,450
ASOTIN	4,100	67	2,740	96.8	4,000	6,711	2,061	434	5,015
BENTON	21,600	64	13,830	97.0	21,000	62,898	20,086	3,949	19,387
CHELAN	14,400	65	9,350	96.2	13,900	64,620	15,323	2,371	15,498
CLALLAM	9,100	80	7,300	96.3	8,800	30,746	9,484	888	10,638
CLARK	27,700	84	23,370	97.7	27,100	82,519	22,594	3,078	36,838
COLUMBIA	1,600	66	1,060	97.6	1,600	5,431	1,144	282	1,398
COWLITZ	19,100	69	13,250	97.4	18,600	66,121	16,319	2,429	22,164
DOUGLAS	4,500	57	2,560	95.8	4,300	4,229	1,155	153	5,078
FERRY	1,100	66	730	94.1	1,000	1,860	368	103	972
FRANKLIN	7,300	69	5,030	96.5	7,000	32,163	5,816	992	11,150
GARFIELD	900	67	600	98.2	900	4,868	834	56	1,157
GRANT	14,600	65	9,540	95.9	14,000	49,469	10,439	1,562	15,217
GRAYS HARBOR	19,200	68	13,080	96.5	18,500	75,195	19,957	1,911	19,829
ISLAND	4,300	83	3,590	97.1	4,200	10,716	2,693	351	5,218
JEFFERSON	2,400	81	1,950	96.8	2,300	8,230	3,117	345	3,036
KING	293,100	86	252,500	97.2	284,900	1,185,750	266,075	38,384	330,606
KITSAP	26,500	88	23,440	97.5	25,800	79,732	22,604	3,724	29,967
KITTITAS	6,100	60	3,640	96.7	5,900	25,027	5,350	612	7,379
KLICHTAT	4,200	59	2,490	95.6	4,000	9,878	2,387	300	4,754
LEWIS	14,900	72	10,670	97.1	14,500	51,848	12,394	1,176	16,064
LINCOLN	3,500	77	2,700	96.7	3,400	11,855	1,806	310	4,251
MASON	5,000	82	4,080	97.4	4,900	13,796	4,401	170	5,945
OKANOGAN	8,800	58	5,080	95.6	8,400	21,403	5,220	692	8,800
PACIFIC	5,500	61	3,370	96.8	5,300	14,071	4,479	517	5,577
PEND OREILLE	2,400	67	1,600	94.8	2,300	7,970	2,127	307	2,460
PIERCE	94,800	88	83,340	97.4	92,300	327,082	81,891	11,194	104,142
SAN JUAN	1,100	83	910	96.5	1,100	2,317	910	50	1,128
SKEGIT	15,800	74	11,660	96.4	15,200	60,863	13,343	1,586	18,901
SKAMANIA	1,800	73	1,320	95.2	1,700	2,713	813	165	1,657

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Sources of information: "Total Homes" were prepared by A. C. Nielsen Co. from estimates by Sales Management updated to March 1953 by application of growth patterns determined by special surveys of the U. S. Bureau of the Census. "Percent Tv Penetration" and "Tv Homes" — as of March 1958 — were supplied by the Advertising Research Foundation. The ARF monthly reports of tv penetration and tv homes was prepared by the ARF technical staff with the assistance of A. C. Nielsen Co. and the Bureau of the Census. "Percent Radio

Penetration" figures were supplied to the BROADCASTING YEAR-BOOK by the A. C. Nielsen Co. and are the figures currently in use by that company. "Radio Homes" are the product of multiplying Nielsen percentages of penetration by total homes. "Retail Sales," "Food Sales" and "Drug Sales" copyright 1958 by Sales Management; no further reproduction authorized without express permission of Sales Management. "Passenger Cars" are official registration figures from the various states.

Washington CONTINUED

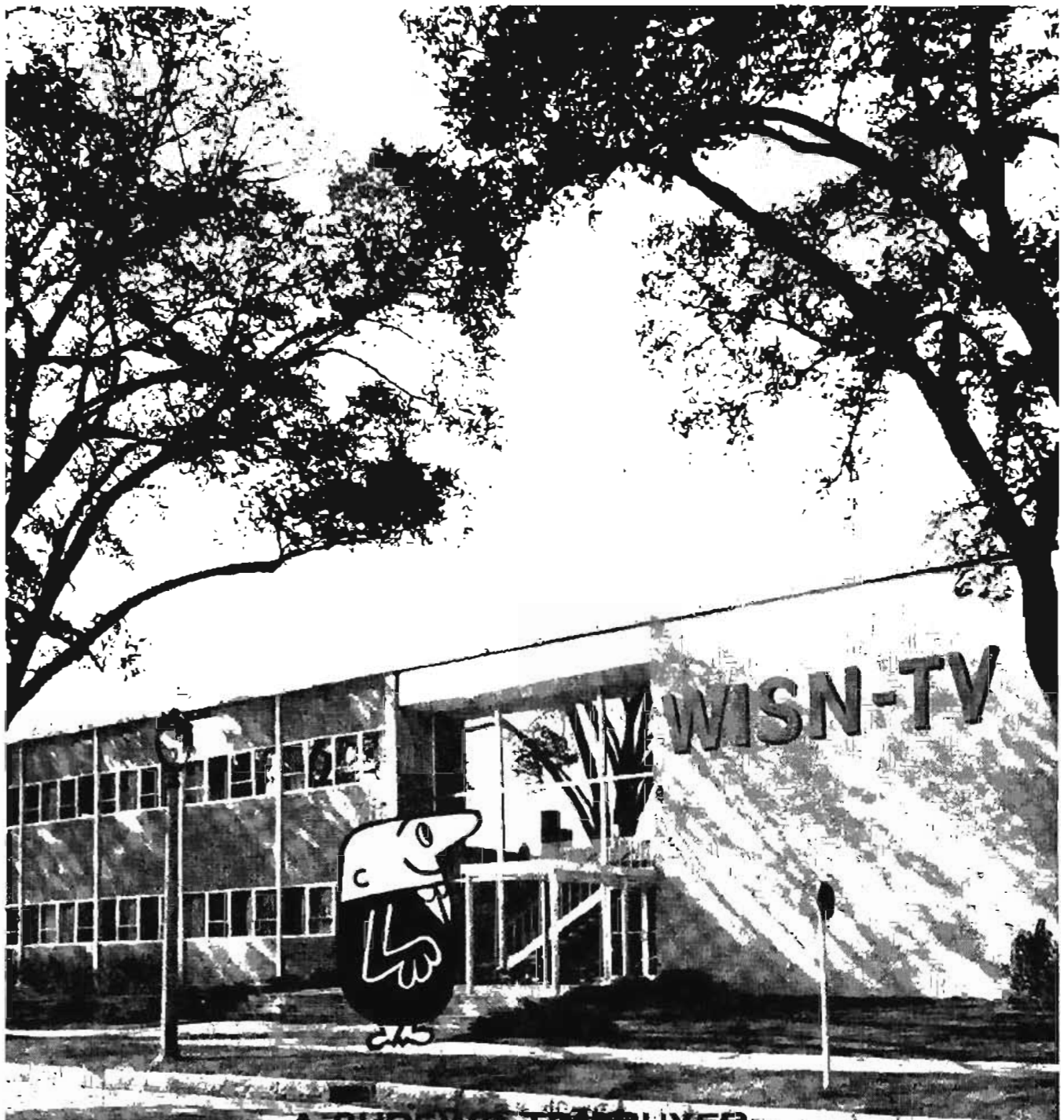
County	Total Homes	% Television Penetration	Television Homes	% Radio Penetration	Radio Homes	Retail Sales 1957 (\$000)	Food Sales 1957 (\$000)	Drng Sales 1957 (\$000)	Passenger Cars 1957
SNOHOMISH	46,900	87	40,980	97.0	45,500	145,086	39,583	3,239	51,165
SPOKANE	91,600	88	80,310	97.3	89,100	345,706	79,249	10,945	98,697
STEVENS	6,400	67	4,260	95.7	6,100	21,065	4,982	703	6,004
THURSTON	16,200	83	13,370	96.8	15,700	61,805	15,488	6,122	18,652
WAHKIAKUM	1,000	61	610	96.5	1,000	1,804	362	38	1,152
WALLA WALLA	13,000	64	8,330	97.5	12,700	49,272	9,697	1,567	14,731
WHATCOM	24,700	73	17,950	97.3	24,000	86,181	14,899	1,862	25,935
WHITMAN	9,100	69	6,320	97.4	8,900	35,480	6,652	1,321	10,551
YAKIMA	46,800	82	38,600	96.5	46,200	168,094	38,832	5,140	61,380
TOTAL	894,300		727,990		888,200	3,229,462	767,539	109,969	994,443

West Virginia market facts

County	Total Homes	% Television Penetration	Television Homes	% Radio Penetration	Radio Homes	Retail Sales 1957 (\$000)	Food Sales 1957 (\$000)	Drng Sales 1957 (\$000)	Passenger Cars 1957
BARBOUR	4,500	54%	2,430	96.7%	4,400	8,269	2,481	212	3,654
BERKELEY	8,000	79	6,300	97.1	7,800	30,993	8,453	1,179	9,381
BOONE	7,700	74	5,710	96.7	7,400	19,839	6,505	248	6,573
BRAXTON	3,600	50	1,810	93.4	3,400	10,310	2,336	191	2,636
BROOKE	6,800	92	6,260	97.4	6,600	18,300	4,760	399	7,505
CABELL	34,800	91	31,520	97.6	34,000	153,372	34,804	4,841	32,471
CALHOUN	2,000	60	1,190	96.2	1,900	3,293	770	74	1,558
CLAY	3,300	62	2,040	95.4	3,100	4,300	1,461	45	2,333
DODDRIDGE	2,000	52	1,030	97.0	1,900	3,874	1,222	102	1,294
FAYETTE	20,500	72	14,730	97.1	19,900	48,814	15,524	1,189	15,145
GILMER	1,900	47	900	97.0	1,800	3,469	883	78	1,508
GRANT	2,100	53	1,120	95.6	2,000	6,075	1,199	209	1,940
GREENBRIER	9,100	71	6,500	97.3	8,900	33,843	7,758	793	9,021
HAMPSHIRE	2,900	55	1,590	96.1	2,800	7,229	1,448	103	2,948
HANCOCK	9,700	90	8,760	97.7	9,500	29,317	6,530	1,031	11,301
HARDY	2,100	53	1,120	95.5	2,000	7,778	1,126	117	2,028
HARRISON	22,500	59	13,170	97.3	21,900	89,637	22,659	3,971	22,352
JACKSON	3,400	60	2,040	97.0	3,300	13,686	3,069	194	4,124
JEFFERSON	4,300	81	3,630	96.7	4,200	14,700	4,010	342	4,962
KANAWHA	70,500	87	61,300	97.4	68,700	302,773	78,724	8,887	67,939
LEWIS	4,500	54	2,410	97.3	4,400	12,608	3,357	433	4,464
LINCOLN	4,700	83	3,890	96.0	4,500	8,840	2,055	52	3,661
LOGAN	18,000	78	14,000	98.0	17,600	56,170	16,944	1,447	13,667
MC DOWELL	20,500	73	14,980	96.6	19,800	58,164	17,858	965	14,603
MARION	19,900	78	15,490	97.4	19,400	68,180	19,935	1,813	19,014
MARSHALL	9,000	87	7,840	97.2	8,700	22,603	8,513	707	8,748
MASON	6,000	83	4,980	96.6	5,800	14,517	4,587	419	5,400
MERCER	19,400	72	13,990	97.4	18,900	71,537	17,754	2,049	18,834
MINERAL	5,600	55	3,080	97.2	5,400	14,740	3,920	471	6,891
MINGO	11,100	78	8,660	95.5	10,600	34,251	8,729	940	7,155
MONONGALIA	16,200	81	13,130	97.2	15,700	58,760	16,024	1,881	13,799
MONROE	3,000	60	1,810	96.4	2,900	5,779	1,078	89	2,370
MORGAN	2,100	55	1,160	96.1	2,000	4,175	1,288	53	2,501
NICHOLAS	6,600	62	4,070	96.6	6,400	19,122	5,512	268	5,839
OHIO	22,600	91	20,560	97.7	22,100	117,232	22,421	3,097	19,739
PENDLETON	2,000	54	1,070	95.9	1,900	3,761	379	81	1,735
PLEASANTS	1,400	69	960	96.6	1,400	5,667	1,503	214	1,755
POCAHONTAS	2,700	53	1,440	96.6	2,600	7,600	1,955	49	2,330
PRESTON	7,500	63	4,750	96.1	7,200	15,071	4,346	420	6,374
PUTNAM	5,100	83	4,220	97.1	5,000	10,947	2,721	36	5,170
RALEIGH	23,400	65	15,260	97.1	22,700	70,926	20,665	1,740	18,888
RANDOLPH	7,200	55	3,970	96.4	6,900	23,206	5,286	550	5,979
RITCHIE	2,800	48	1,330	96.3	2,700	6,423	1,474	176	2,765
ROANE	3,700	60	2,210	96.4	3,600	8,927	2,343	293	3,235
SUMMERS	4,200	60	2,540	97.0	4,100	10,086	2,875	230	3,293
TAYLOR	4,300	63	2,720	97.2	4,200	11,124	3,391	312	3,754
TIGER	2,200	54	1,180	96.1	2,100	4,501	1,466	91	1,688
TYLER	2,400	68	1,640	96.9	2,300	7,369	2,793	163	2,360
UPSHUR	4,800	54	2,600	96.1	4,600	13,965	3,495	363	4,003
WAYNE	8,500	78	6,660	96.7	8,200	14,494	5,002	235	5,699
WEBSTER	3,900	54	2,090	95.9	3,700	9,140	3,258	75	2,625
WETZEL	4,600	68	3,130	96.8	4,500	17,817	4,680	369	5,266
WIRT	1,200	61	730	96.2	1,200	1,508	38	49	1,115
WOOD	22,800	64	14,700	97.5	22,200	88,686	22,002	2,677	22,311
WYOMING	9,200	67	6,120	96.8	8,900	28,993	8,206	468	7,439
TOTAL	514,800		382,500		499,700	1,736,657	453,665	47,478	461,724

Wisconsin market facts

County	Total Homes	% Television Penetration	Television Homes	% Radio Penetration	Radio Homes	Retail Sales 1957 (\$000)	Food Sales 1957 (\$000)	Drug Sales 1957 (\$000)	Passenger Cars 1957
ADAMS	2,500	69%	1,730	95.1%	2,400	6,212	1,100	136	2,791
ASHLAND	5,500	78	4,280	96.2	5,300	21,184	5,084	608	5,312
BARRON	10,800	81	8,740	96.8	10,500	39,469	5,907	924	11,178
BAYFIELD	3,800	73	2,770	96.7	3,700	7,527	1,813	235	3,934
BROWN	30,400	91	27,650	97.8	29,700	149,621	37,583	3,483	36,308
BUFFALO	4,300	82	3,530	97.0	4,200	11,081	1,649	260	4,418
BURNETT	2,900	74	2,160	95.9	2,800	6,978	1,773	136	3,282
CALUMET	5,600	89	4,970	97.3	5,400	15,256	2,374	326	6,519
CHIPPewa	12,300	82	10,110	97.3	12,000	54,041	9,801	1,387	13,150
CLARK	9,000	76	6,860	96.7	8,700	23,020	3,851	590	9,715
COLLINGSBURY	11,000	81	8,880	97.4	10,700	50,062	9,172	1,417	12,704
CRAWFORD	4,400	73	3,230	96.2	4,200	13,941	3,613	160	4,825
DANE	59,000	87	51,080	97.7	57,600	256,756	54,072	10,597	65,424
DODGE	17,200	90	15,550	97.5	16,800	58,432	11,659	1,199	19,457
DOOR	6,500	89	5,790	97.2	6,300	29,173	6,298	574	7,591
DOUGLAS	14,100	84	11,820	97.3	13,700	50,190	14,450	1,588	13,640
DUNN	7,700	83	6,360	96.8	7,500	28,034	3,675	576	8,453
EAU CLAIRE	17,700	89	15,770	97.4	17,200	66,987	13,004	1,440	18,522
FLORENCE	900	73	660	96.5	900	2,487	397	43	1,227
FOND DU LAC	20,800	88	18,380	97.6	20,300	86,197	18,664	2,462	24,014
FOREST	2,300	73	1,690	93.7	2,200	7,438	2,244	170	2,458
GRANT	12,300	80	9,880	97.2	12,000	42,895	8,066	1,042	13,129
GREEN	7,500	80	5,980	97.3	7,300	41,152	6,551	849	8,783
GREEN LAKE	4,600	74	3,420	96.9	4,500	20,476	4,241	379	5,678
IOWA	5,600	73	4,110	97.0	5,400	17,479	3,014	320	6,110
IRON	2,500	78	1,950	96.6	2,400	8,078	2,603	204	2,762
JACKSON	4,800	79	3,800	96.1	4,600	14,892	2,798	252	4,922
JEFFERSON	13,400	90	12,120	97.7	13,100	61,899	13,312	1,433	17,124
JENEAU	5,100	69	3,520	95.6	4,900	21,156	3,678	423	5,896
KENOSHA	26,200	91	23,910	97.8	25,600	97,711	26,891	3,017	30,545
KEWAUNEE	4,700	89	4,180	97.0	4,600	14,430	2,585	298	5,777
LA CROSSE	21,800	83	18,030	97.5	21,100	95,367	20,713	1,787	22,328
LA SALLE	5,200	80	4,140	97.1	5,000	16,588	2,988	189	5,719
LANGLADE	6,000	79	4,710	96.7	5,800	20,919	5,480	384	6,337
LINCOLN	6,500	78	5,100	97.1	6,300	24,795	6,233	683	7,343
MANITOWOC	20,800	91	18,700	97.8	20,100	78,440	18,174	1,212	23,539
MARATHON	23,300	82	19,190	97.8	22,800	82,440	17,994	1,626	27,114
MARINETTE	10,400	84	8,710	96.6	10,000	38,019	9,480	514	11,603
MARQUETTE	2,700	76	2,020	96.3	2,600	8,786	2,026	169	3,141
MILWAUKEE	310,200	92	286,860	97.7	303,200	1,418,328	331,463	41,090	303,062
MONROE	8,600	81	6,950	96.8	8,300	31,980	7,466	789	9,351
MONTOUR	7,300	89	6,470	96.6	7,100	22,782	4,381	378	8,138
ONEIDA	6,700	72	4,840	96.6	6,500	32,030	8,611	888	7,563
OUTAGAMIE	25,700	91	23,330	97.9	25,200	116,234	25,373	2,862	29,854
OZAUKEE	7,700	91	7,010	98.1	7,600	35,509	6,596	761	12,348
PEPIN	2,100	82	1,730	96.2	2,000	9,562	1,684	274	2,347
PIERCE	6,200	82	5,090	97.4	6,000	25,641	4,403	576	7,155
POLK	7,400	89	6,580	97.3	7,200	28,131	3,819	690	8,463
PORTAGE	9,400	81	7,680	96.7	9,100	33,581	7,989	1,142	11,015
PRICE	4,600	73	3,340	95.0	4,400	15,407	3,724	380	4,778
RACINE	37,200	92	34,140	98.0	36,500	156,574	39,837	5,329	43,753
RICHLAND	5,400	73	3,950	97.3	5,300	20,749	4,034	438	5,648
ROCK	32,900	86	28,220	97.7	32,100	137,762	28,723	3,558	37,726
RUSK	4,500	73	3,270	96.3	4,300	12,256	2,365	270	4,685
ST. CROIX	7,900	89	7,070	97.7	7,700	29,039	5,900	761	8,887
SACK	11,300	83	9,390	97.2	11,000	45,961	9,931	978	12,795
SAWYER	2,900	73	2,130	94.8	2,700	10,291	2,817	270	3,308
SHAWANO	9,600	84	8,060	96.8	9,300	30,982	6,271	567	11,221
SHERBOURNE	26,600	90	24,060	97.8	26,000	98,513	22,907	2,306	28,034
TAYLOR	4,700	73	3,420	95.3	4,500	13,303	3,005	246	5,187
TREMPEALEAU	6,800	70	4,760	96.4	6,600	23,308	4,129	431	7,414
VERNON	7,400	74	5,450	97.0	7,200	20,816	4,774	595	8,252
VILAS	2,900	72	2,100	95.7	2,800	14,460	4,092	263	3,794
WALWORTH	15,000	90	13,550	97.7	14,700	70,192	15,030	1,775	18,850
WASHBURN	3,200	75	2,390	95.6	3,100	14,887	2,599	419	3,626
WASHINGTON	10,300	92	9,470	97.8	10,100	44,573	10,444	727	14,534
WAUKESHA	35,400	91	32,240	97.9	34,700	120,768	29,817	3,511	47,243
WAUPACA	10,500	90	9,430	97.2	10,200	38,392	7,653	886	12,339
WAUSHARA	4,200	74	3,120	96.3	4,000	16,599	2,617	279	5,278
WINNEBAGO	30,500	88	26,870	97.4	29,700	117,886	27,828	2,891	32,883
WOOD	15,500	81	12,570	97.6	15,100	65,593	14,688	1,863	18,337
TOTAL	1,112,300		971,650		1,084,400	4,557,504	1,020,049	121,251	1,220,839



A SHREWD TIMEBUYER
visits the scene of his greatest TV buy!

They threw down this challenge
To Jonathan MacDoovil:
"Find the best buy in Milwaukee
And be sure you can prove it."

Four TV stations
Broadcast in Milwaukee.
He saw that one is WLF
And then there were three.

Three TV stations
Have coverage, it's true.
He looked at the ratings,
And then there were two.

Two TV stations
Deliver by the ton.
He looked at the rate cards,
And then there was one.

ISN's the best buy.
The others also ran.
He picked up his telephone
To call the Petry Man.

WISN-TV 12

JOHN B. SOELLVICE, PRESIDENT
AND STATION MANAGER

Basic ABC Affiliates
Represented by
Edward Petry & Co., Inc.

Wyoming market facts

County	Total Homes	% Television Penetration	Television Homes	% Radio Penetration	Radio Homes	Retail Sales 1957 (\$000)	Food Sales 1957 (\$000)	Drug Sales 1957 (\$000)	Passenger Cars 1957
ALBANY	6,900	52%	3,560	96.1%	6,600	26,948	6,596	685	7,950
BIG HORN	3,700	45	1,660	95.3	3,500	11,606	2,633	493	4,379
CAMPBELL	1,300	39	500	95.2	1,200	7,342	1,554	125	2,083
CARLEON	6,200	55	2,880	93.8	4,900	23,829	4,836	953	5,862
CONVERSE	1,600	53	840	94.4	1,500	8,404	1,674	287	2,553
CROOK	1,200	38	460	93.6	1,100	4,184	813	62	1,482
FREMONT	6,200	44	2,730	94.4	5,900	31,607	6,727	1,015	7,390
GOSFEN	3,700	62	1,910	95.5	3,500	14,355	3,301	503	4,748
HOT SPRINGS	1,800	43	780	94.8	1,700	8,091	1,571	411	2,399
JOHNSON	1,400	40	560	94.9	1,300	5,451	1,310	198	2,376
LARAMIE	17,200	82	14,020	96.5	16,600	71,346	15,701	2,392	21,667
LINCOLN	2,300	52	1,200	94.3	2,200	11,632	2,260	396	3,081
NATRONA	14,600	53	7,800	95.6	14,000	78,231	17,203	2,592	20,012
NIOBRARA	1,100	46	510	94.0	1,000	4,080	840	65	1,657
PARK	6,000	47	2,820	95.7	5,700	22,486	4,032	711	6,587
PLATTE	2,400	46	1,100	94.7	2,300	10,819	2,085	595	3,021
SHERIDAN	6,000	45	2,710	96.9	5,800	22,711	4,614	713	7,396
SUBLETTE	800	37	330	93.3	800	3,187	634	213	1,182
SWEETWATER	6,600	43	2,870	95.3	6,300	22,339	5,757	1,061	6,617
TETON	800	48	380	95.0	800	6,676	1,655	228	1,546
UNTA	1,700	52	890	94.1	1,600	10,055	2,279	344	2,406
WASHAKIE	2,100	40	840	96.3	2,000	11,848	2,068	418	3,616
WYSTON	2,300	38	870	95.8	2,200	8,557	1,605	302	2,768
YELLOW STONE NAT. PK.	1,00	50	50	98.2	100	6,469			
TOTAL	97,100		52,270		92,600	433,263	80,748	14,760	123,308

Sources of information: "Total Homes" were prepared by A. C. Nielsen Co. from estimates by Sales Management updated to March 1958 by application of growth patterns determined by special surveys of the U.S. Bureau of the Census. "Percent TV Penetration" and "TV Homes"—as of March 1958—were supplied by the Advertising Research Foundation. The ARF county-by-county report of TV penetration and TV homes was prepared by the ARF technical staff with the assistance of A. C. Nielsen Co. and the Bureau of the Census. "Percent Radio

Penetration" figures were supplied to the BROADCASTING YEAR-BOOK by the A. C. Nielsen Co. and are the figures currently in use by that company. "Radio Homes" are the product of multiplying Nielsen percentages of penetration by total homes. "Retail Sales," "Food Sales" and "Drug Sales" copyright 1958 by Sales Management; no further reproduction authorized without express permission of Sales Management. "Passenger Cars" are official registration figures from the various states.



BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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BROADCASTING is the only publication in the radio-tv field with membership in Audit Bureau of Circulations and Associated Business Publications.



The facilities of radio and television

The next 378 pages contain directories of detailed information about the physical properties, the company structures, the executives and personnel of radio and television stations and networks. These directories are indexed below, with the page on which each begins.

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RADIO ONLY!



**WHEN SOMEONE
FINDS A WAY TO
REACH, INFORM,
ENTERTAIN AND
SELL PEOPLE ON
THE ROAD BET-
TER THAN RADIO
DOES NOW...WE
WILL MOVE OVER!**

Meanwhile, of all advertising media, radio alone is in the driver's seat. And nationally, the CBS Radio Network delivers radio's biggest audiences to advertisers—41 per cent more listeners than the next network.* What's more, these are listeners who really listen. The very nature of the whole program schedule tells you so. And we can prove it!

*NIELSEN RADIO INDEX, JANUARY 41 THROUGH MAY 40, 1946.

CBS RADIO NETWORK

RADIO ONLY!





RADIO ONLY!

U. S. Tv Station Call Letters

In alphabetical order.
Including calls assigned to construction permits.

- KABC-TV Los Angeles, Calif., ch. 7.
KAKE-TV Wichita, Kan., ch. 10.
KAKJ (TV) Reno, Nev., ch. 4.
KALB-TV Alexandria, La., ch. 5.
KARD-TV Wichita, Kan., ch. 3.
KARK-TV Little Rock, Ark., ch. 4.
KATV (TV) Pine Bluff, Ark., ch. 7.
KAVE-TV Carlsbad, N. M., ch. 6.
KAYS-TV Hays, Kan., ch. 7.
KBAK-TV Bakersfield, Calif., ch. 29.
KBAS-TV Ephrata, Wash., ch. 43.
(CP-ch. 16.)
KBAY-TV San Francisco, Calif., ch. 20.
KBES-TV Medford, Ore., ch. 5.
KBET-TV Sacramento, Calif., ch. 0.
KRIC-TV Los Angeles, Calif., ch. 22.
KUMB-TV Bismarck, N. D., ch. 12.
KBMT (TV) Beaumont, Tex., ch. 31.
KEOI-TV Boise, Idaho, ch. 2.
KETV (TV) Denver, Colo., ch. 9.
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- WKBN-TV Youngstown, Ohio, ch. 27.
- WKBT (TV) La Crosse, Wis., ch. 3.
- WKDN-TV Camden, N. J., ch. 17.
- WKFF-TV Pittsburgh, Pa., ch. 53.
- WKJG-TV Fort Wayne, Ind., ch. 33.
- WKNA-TV Charleston, W. Va., ch. 49.
- WKNE-TV Keene, N. H., ch. 45.
- WKNO-TV Memphis, Tenn., ch. 10.
- WKNX-TV Saginaw, Mich., ch. 57.
- WKNY-TV Poughkeepsie, N. Y., ch. 21.
- WKOK-TV Sunbury, Pa., ch. 28.
- WKOW-TV Madison, Wis., ch. 27.
- WKRC-TV Cincinnati, Ohio, ch. 12.
- WKRG-TV Mobile, Ala., ch. 5.
- WKST-TV New Castle, Pa., ch. 45.
- WKTV (TV) Utica, N. Y., ch. 13.
- WKY-TV Oklahoma City, Okla., ch. 4.
- WKYT (TV) Lexington, Ky., ch. 27.
- WKZO-TV Kalamazoo, Mich., ch. 3.
- WLAC-TV Nashville, Tenn., ch. 5.
- WLAN-TV Lancaster, Pa., ch. 21.
- WLBC-TV Muncie, Ind., ch. 49.
- WLBR-TV Lebanon, Pa., ch. 15.
- WLBT (TV) Jackson, Miss., ch. 3.
- WLBY-TV Bangor, Me., ch. 2.
- WLEX-TV Bethlehem, Pa., ch. 51.
- WLEX-TV Lexington, Ky., ch. 13.
- WLOF-TV Orlando, Fla., ch. 9.
- WLOS-TV Asheville, N. C., ch. 13.
- WLTV (TV) Wheeling, W. Va., ch. 51.
- WLVA-TV Lynchburg, Va., ch. 13.
- WLWA (TV) Atlanta, Ga., ch. 11.
- WLWG (TV) Columbus, Ohio, ch. 4.
- WLWD (TV) Dayton, Ohio, ch. 2.
- WLWI (TV) Indianapolis, Ind., ch. 13.
- WLWT (TV) Cincinnati, Ohio, ch. 5.
- WMLL-TV Washington, D. C., ch. 7.
- WMAR-TV Baltimore, Md., ch. 2.
- WMAY-TV Springfield, Ill., ch. 36.
- WMAZ-TV Macon, Ga., ch. 13.
- WMBD-TV Peoria, Ill., ch. 31.
- WMBR-TV Jacksonville, Fla., ch. 4.
- WMBV-TV Marinette, Wis., ch. 11.
- WMCN (TV) Grand Rapids, Mich., ch. 23.
- WMCT (TV) Memphis, Tenn., ch. 5.
- WMFL (TV) Miami, Fla., ch. 33.
- WMSL-TV Decatur, Ala., ch. 23.
- WMT-TV Cedar Rapids, Iowa, ch. 2.
- WJIT (TV) Madison, Wis., ch. 33.
- WMTW (TV) Poland Spring, Me., ch. 8.
- WMIUB-TV Oxford, Ohio, ch. 14.
- WMUR-TV Manchester, N. H., ch. 9.
- WJVS-TV Milwaukee, Wis., ch. 10.
- WNAO-TV Boston, Mass., ch. 7.
- WNAO-TV Raleigh, N. C., ch. 28.
- WNBC (TV) New Britain, Conn., ch. 30.
- WNEB (TV) New Bern, N. C., ch. 13.
- WNEB-TV Binghamton, N. Y., ch. 12.
- WNBQ (TV) Chicago, Ill., ch. 5.
- WNCT (TV) Greenville, N. C., ch. 9.
- WNUD-TV South Bend, Ind., ch. 15.
- WNEM-TV Bay City, Mich., ch. 5.
- WNEP-TV Scranton, Pa., ch. 16.
- WNET (TV) Providence, R. I., ch. 15.
- WNHC-TV New Haven, Conn., ch. 8.
- WNLC-TV New London, Conn., ch. 26.
- WNOK-TV Columbia, S. C., ch. 67.
- WNOV-TV Newport, Ky., ch. 74.
- WNOV-TV York, Pa., ch. 49.
- WNTA-TV Newark, N. J., ch. 13.
- WNYC-TV New York, N. Y., ch. 31.
- WNYT-TV Buffalo, N. Y., ch. 53.
- WQAT-TV San Antonio, Tex., ch. 4.
- WQAY-TV Oak Hill, W. Va., ch. 4.
- WOCN-TV Davenport, Iowa, ch. 6.
- WOON (TV) Atlantic City, N. J., ch. 52.
- WOL-TV Ames, Iowa, ch. 5.
- WOOD-TV Grand Rapids, Mich., ch. 8.
- WOOK-TV Washington, D. C., ch. 14.
- WOPF (TV) Chicago, Ill., ch. 44.
- WOR-TV New York, N. Y., ch. 9.
- WORA-TV Mayaguez, P. R., ch. 5.
- WOST-TV Columbus, Ohio, ch. 34.
- WOW-TV Omaha, Neb., ch. 6.
- WOWL-TV Florence, Ala., ch. 15.
- WPAG-TV Ann Arbor, Mich., ch. 20.
- WPBN-TV Traverse City, Mich., ch. 7.
- WPPA (TV) Pensacola, Fla., ch. 15.
- WPHD (TV) Philadelphia, Pa., ch. 23.
- WPIX (TV) New York, N. Y., ch. 11.
- WPRO-TV Providence, R. I., ch. 12.
- WPSD-TV Danvers, N. H., ch. 6.
- WPST-TV Miami, Fla., ch. 10.
- WPTA (TV) Roanoke, Ind., ch. 21.
- WPTV-TV Albany, N. Y., ch. 23.
- WPTT (TV) Augusta, Me., ch. 10.
- WPTV (TV) West Palm Beach, Fla., ch. 5.
- WPTZ (TV) Plattsburgh, N. Y., ch. 5.
- WQCY (TV) Allentown, Pa., ch. 29.
- WQED (TV) Pittsburgh, Pa., ch. 13.
- WQTV (TV) Binghamton, N. Y., ch. 46.
- WRAK-TV Williamsport, Pa., ch. 36.
- WRAL-TV Raleigh, N. C., ch. 5.
- WRAY-TV Princeton, Ind., ch. 52.
- WRBL-TV Columbus, Ga., ch. 4.
- WRCA-TV Washington, D. C., ch. 4.
- WRCA-TV New York, N. Y., ch. 4.
- WRCT-TV Philadelphia, Pa., ch. 3.
- WRD-TV Augusta, Ga., ch. 12.
- WRFC-TV Memphis, Tenn., ch. 3.
- WREG (TV) New York, N. Y., ch. 25.
- WREX-TV Rockford, Ill., ch. 13.
- WRGB (TV) Schenectady, N. Y., ch. 6.
- WRGT-TV Chattanooga, Tenn., ch. 3.
- WRIC-TV Ponce, P. R., ch. 7.
- WRLP (TV) Greenfield, Mass., ch. 32.
- WROC-TV Rochester, N. Y., ch. 5.
- WROH (TV) Rochester, N. Y., ch. 21.
- WRTV (TV) Asbury Park, N. J., ch. 58.
- WRVA-TV Richmond, Va., ch. 12.
- WSAU-TV Wausau, Wis., ch. 7.
- WSAV-TV Savannah, Ga., ch. 3.
- WSAZ-TV Huntington, W. Va., ch. 3.
- WSB-TV Atlanta, Ga., ch. 2.
- WSBA-TV York, Pa., ch. 43.
- WSBT-TV South Bend, Ind., ch. 22.
- WSEE (TV) Erie, Pa., ch. 35.
- WSES (TV) Philadelphia, Pa., ch. 29.
- WSFA-TV Montgomery, Ala., ch. 12.
- WSIL-TV Harrisburg, Ill., ch. 22.
- WSIX-TV Nashville, Tenn., ch. 8.
- WSJS-TV Winston-Salem, N. C., ch. 12.
- WSJV (TV) Elkhart, Ind., ch. 28.
- WSLA (TV) Selma, Ala., ch. 8.
- WSLS-TV Roanoke, Va., ch. 10.
- WSM-TV Nashville, Tenn., ch. 4.
- WSOC-TV Charlotte, N. C., ch. 9.
- WSOK-TV Cincinnati, Ohio, ch. 54.
- WSPA-TV Spartansburg, S. C., ch. 7.
- WSPD-TV Toledo, Ohio, ch. 13.
- WSTF (TV) Stamford, Conn., ch. 27.
- WSTG (TV) Gulfport, Miss., ch. 56.
- WSTV-TV Steubenville, Ohio, ch. 9.
- WSUN-TV St. Petersburg, Fla., ch. 38.
- WSUR-TV Ponce, P. R., ch. 9.
- WSVA-TV Harrisonburg, Va., ch. 3.
- WSYE-TV Elmira, N. Y., ch. 18.
- WSYR-TV Syracuse, N. Y., ch. 3.
- WTAM-TV Louisville, Ky., ch. 41.
- WTAO-TV Cambridge, Mass., ch. 56.
- WTAP (TV) Parkersburg, W. Va., ch. 15.
- WTAR-TV Norfolk, Va., ch. 5.
- WTCT-TV Minneapolis, Minn., ch. 11.
- WTEN (TV) Val Mills, N. Y., ch. 10.
- WTHI-TV Terre Haute, Ind., ch. 10.
- WPHS-TV Miami, Fla., ch. 2.
- WTIC-TV Hartford, Conn., ch. 3.
- WTIQ (TV) Munford, Ala., ch. 7.
- WTLC (TV) Canton, Ohio, ch. 29.
- WTLE (TV) Evanston, Ill., ch. 32.
- WTLF (TV) Baltimore, Md., ch. 18.
- WTLN (TV) Laurel, Miss., ch. 7.
- WTLV (TV) New Brunswick, N. J., ch. 19.
- WTMA-TV Charleston, S. C., ch. 4.
- WTMJ-TV Milwaukee, Wis., ch. 4.
- WTMV (TV) Utica, N. Y., ch. 54.
- WTOB-TV Winston-Salem, N. C., ch. 26.
- WTQC-TV Savannah, Ga., ch. 11.
- WTGH-TV Toledo, Ohio, ch. 79.
- WTOK-TV Meridian, Miss., ch. 11.
- WTOM-TV Lansing, Mich., ch. 54.
- WTOP-TV Washington, D. C., ch. 9.
- WTOV-TV Norfolk, Va., ch. 27.
- WTVA (TV) Harrisburg, Pa., ch. 27.
- WTRF-TV Wheeling, W. Va., ch. 7.
- WTRT (TV) Albany, N. Y., ch. 25.
- WTTG (TV) Washington, D. C., ch. 5.
- WTTV (TV) Bloomington, Ind., ch. 11.
- WTTV (TV) Chicago, Ill., ch. 11.
- WTVG (TV) Chattanooga, Tenn., ch. 9.
- WTVG (TV) Durham, N. C., ch. 11.
- WTVF (TV) Elmira, N. Y., ch. 24.
- WTVF (TV) Buffalo, N. Y., ch. 23.
- WTVG (TV) Mansfield, Ohio, ch. 36.
- WTVH (TV) Peoria, Ill., ch. 19.
- WTVI (TV) Ft. Pierce, Fla., ch. 19.
- WTVJ (TV) Miami, Fla., ch. 4.
- WTVK (TV) Knoxville, Tenn., ch. 26.
- WTVM (TV) Columbus, Ga., ch. 28.
- WTVN (TV) Columbus, Ohio, ch. 6.
- WTVQ (TV) Rockford, Ill., ch. 29.
- WTVR (TV) Decatur, Ill., ch. 17.
- WTVR (TV) Richmond, Va., ch. 6.
- WTVS (TV) Detroit, Mich., ch. 58.
- WTVV (TV) Tampa, Fla., ch. 13.
- WTVU (TV) Scranton, Pa., ch. 44.
- WTVW (TV) Evansville, Ind., ch. 7.
- WTVY (TV) Gastonia, N. C., ch. 48.
- WTVY (TV) Dothan, Ala., ch. 9.
- WTVZ (TV) Albany, N. Y., ch. 17.
- WTVZ (TV) Tupelo, Miss., ch. 9.
- WUFT (TV) Gainesville, Fla., ch. 5.
- WUNC-TV Chapel Hill, N. C., ch. 4.
- WUOM-TV Ann Arbor, Mich., ch. 26.
- WUSN-TV Charleston, S. C., ch. 2.
- WUTV (TV) Charlotte, N. C., ch. 36.
- WVEC-TV Hampton, Va., ch. 15.
- WVET-TV Rochester, N. Y., ch. 10.
- WVMI-TV Biloxi, Miss., ch. 13.
- WVUE (TV) Wilmington, Del., ch. 12.
- WWJ-TV Detroit, Mich., ch. 4.
- WWL-TV New Orleans, La., ch. 4.
- WWLP (TV) Springfield, Mass., ch. 22.
- WWOR-TV Worcester, Mass., ch. 14.
- WWTV-TV Cadillac, Mich., ch. 13.
- WNEL (TV) Boston, Mass., ch. 38.
- WXEX-TV Petersburg, Va., ch. 8.
- WXIX (TV) Milwaukee, Wis., ch. 19.
- WXTV (TV) Youngstown, Ohio, ch. 73.
- WXYZ-TV Detroit, Mich., ch. 7.
- WYES (TV) New Orleans, La., ch. 6.

DIRECTORY OF TELEVISION STATIONS IN THE U.S.

Note: Listed in this directory are (1) all cities to which television allocations have been made by the Federal Communications Commission and (2) all television stations granted by the FCC.

(1) With each city are shown the county in which it is situated and the television channels allocated to that city by the FCC. A plus or minus sign after a channel indicates that a station occupying the channel must operate with its carrier frequencies offset 10 kilocycles above or below, respectively, the normal carrier frequencies.

(2) Information for each station listed below has been corrected to Aug. 1, 1958. Where applicable, the following data are shown: call letters, date station began (or intends to begin) operation, channel number, transmission facilities, address, telephone, TWX number, name of licensee, composition of ownership, network affiliation, sales representative, executives and Washington attorney. Color facilities of stations having them are also shown. Special note is also made of those stations now having a videotape recorder in operation.

ALABAMA

ANDALUSIA, Covington County (ch. *2-29)

***WAIQ** (non-commercial educational) (Aug. 8, 1956) **ch. *2**; power—100kw visual, 60.3 kw aural; antenna height—690 feet above average terrain, 571 feet above ground.

Address: Campus, Alabama Polytechnic Institute, Auburn (studio). **Phone:** Auburn 900, ext. 485.

Licensee: Alabama Educational Television Commission (Protective Life Bldg., Birmingham).

Ownership: State of Alabama through appointed commission (original owner).

Network: Alabama Educational Television Network.

Executives: (AETC, Birmingham) Rex Sikes, commission pres; Raymond Hurlburt, gen mgr; Lou Peneguy, director, coordination & information; Al Renfro, network chief engineer, (Auburn) Ed Wegener, studio mgr; John Dunlop, program director & film buyer; Bob Bohan, news director; George Murphy, studio chief engineer.

Washington atty: Hogan & Hartson.

ANNISTON, Calhoun County (ch. 70+)

AUBURN, Lee County (ch. *50)

BESSEMER, Jefferson County (ch. 54)

BIRMINGHAM, Jefferson County (ch. 6-,*10-13-42+48)

WABT (May 1949) **ch. 13**; power—316kw visual, 158kw aural; antenna height—840 feet above average terrain, 505 feet above ground.

Address: P. O. Box 2553, Zone 3. **Phone:** Fairfax 2-3506. **TWX** Birmingham 96.

Licensee: Alabama Broadcasting System Inc. (acquired station Jan. 25, 1956).

Ownership: See Newhouse Newspaper stations in "Group Ownership." Also see "Newspaper Ownership."

Network: NBC-TV (primary), ABC-TV (secondary).

Rep: Harrington, Righter & Parsons.

Highest hour rate: \$300.

Color facilities: network, local film, local slides.

Executives: Charles F. Grisham, vp & gen mgr; Albert J. Gillen, director of sales; Thomas M. Percer, sales mgr; Kay A. Furr, program director & film buyer; James Chenoweth, promotion mgr; Charles Davis, news director; J. V. Sanderson, chief engineer.

Washington atty: Fly, Shuebruk, Blume & Caguine.

Radio affiliates: WAPI, WAFM(FM).

*WBIQ (non-commercial educational) (Dec. 24, 1954) **ch. *10**; power 30.9kw visual; 18.6kw aural; antenna height—530 feet above average terrain; 187 feet above ground.

Address: 720 S. 20th St. (studio). **Phone:** Alpine 2-1151.

Licensee: Alabama Educational Television Commission (Protective Life Bldg.).

Ownership: State of Alabama through appointed commission (original owner).

Network: Alabama Educational Television Network.

Executives: (AETC, Birmingham) Rex Sikes, commission pres; Raymond Hurlburt, gen mgr; Lou Peneguy, director, coordination & information; Al Renfro, network chief engineer.

(WBIQ) Dr. Harry Lyle, studio mgr; William Ballard, program director; Frank Martin, film buyer; Phil Malone, studio chief engineer.

Washington atty: Hogan & Hartson.

WBMG (not on air, granted Nov. 29, 1956; target date unknown) **ch. 42**.

Permittee: Birmingham Television Corp.

Ownership: Owned jointly by H. & E. Balaban Corp. and Winston-Salem Broadcasting Co. For other interests see listings under these names in "Group Ownership."

WBRC-TV (July 1949) **ch. 6**; power—100kw visual, 50kw aural; antenna height—908 feet above average terrain, 546 feet above ground.

Address: Atop Red Mountain. **Phone:** Fairfax 2-4701. **TWX** BH-260.

Licensee: WBRC Inc. (acquired station May 23, 1957).

Ownership: See Taft stations in "Group Ownership."

Network: CBS-TV.

Rep: Katz.

Highest hour rate: \$850.

Color facilities: network.

Executives: Hubert Taft Jr., pres; R. T. Schlichter, gen mgr; Oliver Naylor, coml mgr; Keith Barze, program director & film buyer; Jim Creamer, promotion mgr; Jim Atkins, news director; Robert L. DuPriest, chief engineer.

Washington atty: Koteen & Burt.

Radio affiliate: WBRC.

BREWTON, Escambia County (ch. 23+)

CLANTON, Chilton County (ch. 14)

CULLMAN, Cullman County (ch. 60+)

DECATUR, Morgan County (ch. 23-)

WMSL-TV (July 4, 1954) **ch. 23**; power—117kw visual; antenna height—350 feet above average terrain, 383 feet above ground.

Address: 701 Bank St. **Phone:** EL 3-0361. **TWX** DF 8510.

Licensee: Tennessee Valley Radio & Television Corp. (original owner).

Ownership: Frank Whisenant, 55.89%; James E. King, 4.45%; Bryan McAfee, 2.23%; Melvin Hutson, 2.23%; Jessie Lewis Smith, 2.23%; Thomas Wert, 2.23%; and approximately 80 other stockholders.

Network: NBC-TV (primary), CBS-TV (secondary), ABC-TV (secondary).

Rep: Jack Masla (southeastern), Clarke Brown.

Highest hour rate: \$150.

Executives: Frank Whisenant, pres & film buyer; Gene Harwell, coml mgr; Alice A. Whisenant, program director; Jerry Griggs, news director; Alvin Millwood, chief engineer.

Washington atty: Harry J. Daly.

Radio affiliate: WMSL.

DEMOPOLIS, Marengo County (ch. 18)

DOTHAN, Houston County (ch. 9+19-)

WTVY (Feb. 12, 1955) **ch. 9**; power—28.2 kw visual, 14.1kw aural; antenna height—550 feet above average terrain, 457 feet above ground.

Address: Cottonwood Road. **Phone:** 5-2510. **TWX** 8015.

Licensee: WTVY Inc. (original owner).

Ownership: Charles Woods, 39.33%; F. E. Busby, 13.81%; J. T. Thrower and wife, 10.78%; Dr. Paul Flowers, 14.76%.

Network: CBS-TV (primary), ABC-TV (secondary).

Rep: Young Television.

Highest hour rate: \$150.

Color facilities: Network.

Executives: F. E. Busby, executive vp & gen mgr.

ENTERPRISE, Coffee County (ch. 40+)

EUFAULA, Barbour County (ch. 44)

FLORENCE, Lauderdale County (ch. 15)

WOWL-TV (Oct. 28, 1957) **ch. 15**; power—20.9kw visual, 11.7kw aural; antenna height—400 feet above average terrain, 358 feet above ground.

Address: 840 Cypress Mill Rd. **Phone:** Atwater 2-7711. **TWX** 8523.

Licensee: Television Muscle Shoals Inc. (original owner).

Ownership: Richard B. Biddle, 25%; Radio Muscle Shoals Inc. (WOWL Florence, Ala.), 25%; O. B. Miley, 25%; John Thompson, 12.5%; C. V. Green, 12.5%. Mr. Biddle owns 53% of WOWL.

Network: NBC-TV (primary), CBS-TV (secondary), ABC-TV (secondary).

Rep: ForJoe-TV.

Highest hour rate: \$200.

Color facilities: network.

Executives: Dick Biddle, pres; Bill Mapes, vp & national sales mgr; Jack Worley, coml mgr; John Utley, program director; Bobbie McGill, promotion mgr; Madison Davis Jr., news director; Larry Rohling, chief engineer.

Washington atty: Spearman & Roberson.

Radio affiliate: WOWL.

FORT PAYNE, De Kalb County (ch. 19)

GADSDEN, Etowah County (ch. 21+37-)

GREENVILLE, Butler County (ch. 49-)

GUNTSVILLE, Marshall County (ch. 40-)

HUNTSVILLE, Madison County (ch. 31+)

JASPER, Walker County (ch. 17)

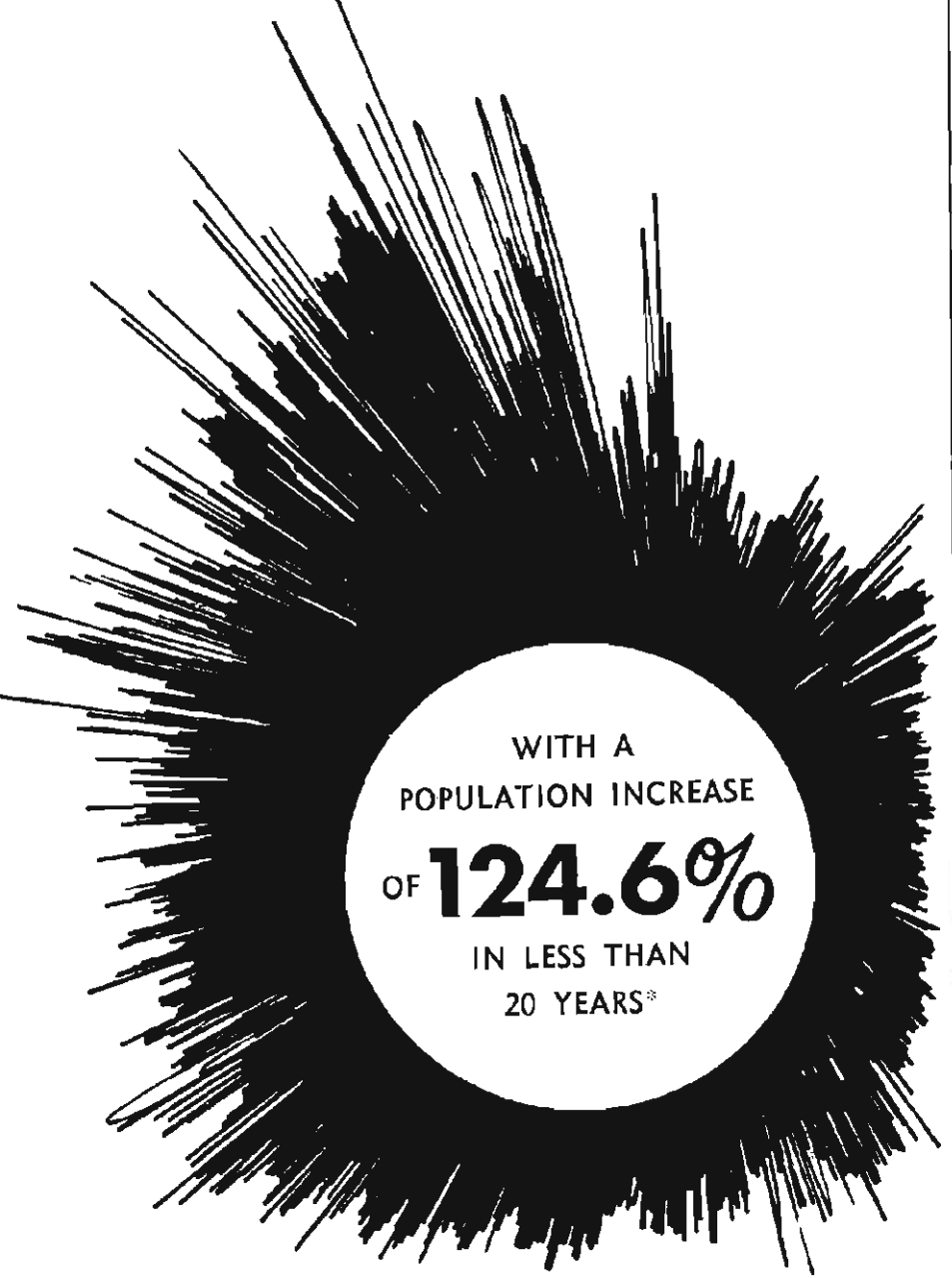
BALLANTINE BEER USES IT*

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20 YEARS*

*METROPOLITAN INSURANCE CO., 1958

WALA-TV

CHANNEL

10

NBC

WKRG-TV

CHANNEL

5

CBS

Tv Stations CONTINUED

ALABAMA CONTINUED

MOBILE, Mobile County (ch. 5+,10+,*42.48+)

WALA-TV (January 1953) ch. 10; power—316kw visual, 191kw aural; antenna height—620 feet above average terrain, 573 feet above ground.

Address: 210 Government St. **Phone:** Hemlock 3-3754. **TWX** Mo. 185.

Licensee: Pape Television Co. (original owner).

Ownership: William O. Pape, 99.56%.

Network: NBC-TV (primary), ABC-TV (secondary).

Rep: H-R.

Highest hour rate: \$450.

Color facilities: network.

Executives: W. O. Pape, pres; W. E. Pape, gen mgr; Jim McNamara, coml mgr & film buyer; Dick McMullen, program director; Phil Forrest, promotion mgr; Frank Chandler, news director; Raymond Hurley, chief engineer.

Washington atty: Dow, Lohnes & Albertson.

Radio affiliate: WALA.

WKRG-TV (Sept. 5, 1955) ch. 5; power—100kw visual, 50kw aural; antenna height—530 feet above average terrain; 459 feet above ground.

Address: 162 St. Louis St. **Phone:** Hemlock 2-5505. **TWX** MO 97.

Licensee: WKRG-TV Inc. (acquired station April 4, 1958.)

Ownership: Kenneth R. Giddens, 50%; Mobile Press Register Inc., 50%. Stockholders J. F. McGowan and N. F. McGowan of Mobile Press have 15% and 7.5% interest respectively in WGYV Greenville, Ala. Also see "Newspaper Ownership."

Network: CBS-TV.

Rep: Avery-Knodel.

Color facilities: network.

Executives: Kenneth R. Giddens, pres; C. P. Persons Jr., gen mgr & film buyer; George Wayne, program director; James Evans, chief engineer.

Radio affiliates: WKRG-AM-FM.

MONTGOMERY, Montgomery County (ch. 12,20,*26+,32)

WCOV-TV (April 23, 1953) ch. 20; power—visual 200kw, aural 100kw; antenna height—440 feet above average terrain, 460 feet above ground.

Address: P. O. Box 2505 Adrian Lane. **Phone:** Amherst 5-2551.

Licensee: Capitol Broadcasting Co. (original owner).

Ownership: Oscar P. Covington and family, 85%; Hugh M. Smith, 15%. Same ownership of WGWC Selma, Ala.

Network: CBS-TV (primary), ABC-TV (secondary).

Rep: Young Television.

Highest hour rate: \$200.

Color facilities: network.

Executives: Oscar P. Covington, pres; Hugh M. Smith, gen mgr & film buyer; Morris South, local sales mgr; Henry Amerson, operations mgr; Martha Hall, promotion mgr; Weymon Brooks, news director; W. D. Weatherly, chief engineer.

Washington atty: Smith & Pepper.

Radio affiliate: WCOV.

WFPA-TV (Dec. 25, 1954) ch. 12; power—visual 316kw, aural 155 kw; antenna height—1,040 feet above average terrain, 823 feet above ground.

Address: 10 E. Delano, Zone 5. **Phone:** Amherst 5-1251. **TWX** MG 6032.

Licensee: WKY Television System, Inc. (acquired station Feb. 16, 1955).

Ownership: Oklahoma Publishing Co., 100%. See WKY Television System "Group Ownership." Also see "Newspaper Ownership."

Network: NBC-TV, primary; ABC-TV, secondary.

Rep: Katz.

Highest hour rate: \$450.

Color facilities: network.

Executives: E. K. Gaylor, pres; Carter Hardwick, gen mgr; M. H. Yeoman, national sales mgr; Bob Villar, local & regional sales mgr; Gene R. Jacobsen, program director & film buyer; Sam P. Spivey, production mgr; Burt Lydic, promotion mgr; Bill Henry, news director; Frank Riddolph, business mgr; Bob Hayward, chief engineer.

Washington atty: Pierson, Ball & Dowd.

TV Stations CONTINUED

ALABAMA CONTINUED

MUNFORD, Talladega County (ch. *7—)

***WTIQ** (non-commercial educational) (Jan. 3, 1955) **ch. *7**; power—316kw visual; 191kw aural; antenna height—2,000 feet above average terrain; 573 feet above ground.
Address: Campus, U. of Alabama, University, Ala. (studio). **Phone:** Halifax 5-4493, ext. 416.
Licensee: Alabama Educational Television Commission (Protective Life Bldg., Birmingham).
Ownership: State of Alabama through appointed commission (original owner).
Network: Alabama Educational TV Network.
Executives: (Birmingham) Rex Sikes, commission pres; Raymond Hurlburt, gen. mgr.; Lou Penoguy, director, coordination & information; Al Renfro, network chief engineer. (Munford) Dr. Graydon Ausmus, studio mgr.; Walt Whitaker, program director; Dave Marzer, film buyer; Dr. John Pancake, news director; Joe Stuckey, studio chief engineer.
Washington atty: Hogan & Hartson.

OPELIKA, Lee County (ch. 22—)

SELMA, Dallas County (ch. 8—, 58+)

WLSA-TV (not on air, granted Feb. 5, 1954; target date unknown) **ch. 8**.
Address: P.O. Box 1447, Montgomery 2, Ala.
Permittee: Deep South Broadcasting Co.
Ownership: William J. Brennan and wife, 50%, and William E. Bennis Jr. and wife, 50%. Mr. Brennan also owns 85% of WAPB Jacksonville, Fla. William Bennis owns 25% of WVOK Birmingham, Ala. and 75% of WFLZ, Richmond, Va. Barbara Bennis owns 25% of WFLZ. Licensee also owns WBAM Montgomery, Ala.
Executives: William J. Brennan, pres.
Washington atty: Rhyme, Mullin, Connor & Rhyme.

SHEFFIELD, Colbert County (ch. 47—)

SYLACAUGA, Talladega County (ch. 24—)

TALLEDAGA, Talladega County (ch. 64)

THOMASVILLE, Clarke County (ch. 27—)

TROY, Pike County (ch. 38—)

TUSCALOOSA, Tuscaloosa County (ch. 45.51—)

TUSKEGEE, Macon County (ch. 16—)

UNIVERSITY, Tuscaloosa County (ch. *74+)

ARIZONA

AJO, Pima County (ch. 14—)

BISBEE, Cochise County (ch. 15)

CASA GRANDE, Pinal County (ch. 18—)

CLIFTON, Greenlee County (ch. 25—)

COOLIDGE, Pinal County (ch. 30+)

DOUGLAS, Cochise County (ch. 3—)

ELOY, Pinal County (ch. 24)

FLAGSTAFF, Coconino County (ch. 9, 13)

GLOBE, Gila County (ch. 84+)

HOLBROOK, Navajo County (ch. 14)

KINGMAN, Mohave County (ch. 6—)

MESA, Maricopa County (ch. 12—)

KVAR (see Phoenix, Ariz.)

MIAMI, Gila County (ch. 28+)

MORENCI, Greenlee County (ch. 31)

NOGALES, Santa Cruz County (ch. 17—)

PHOENIX, Maricopa County (ch. 3+, 5—, *8+, 10—)

KOOL-TV (Oct. 24, 1953) **ch. 10**; power—visual 316kw, aural 153kw; antenna height—1,700 feet above average terrain, 265 feet above ground.
Address: 511 West Adams. **Phone:** Alpine 3-3121. **TWX:** PX171.
Licensee: KOOL Radio-Television Inc. (original owner).
Ownership: See Gene Autry Stations in "Group Ownership." Also see "Newspaper Ownership."
Network: CBS-TV primary.
Rep: Hollingbery
Highest hour rate: \$550.
Color facilities: network, local film, local slides.
Executives: Gene Autry, chmn of bd; Tom Chauncey, pres & gen mgr; Homer Lane, vp & assistant gen mgr; Kenneth Morton, vp &

station mgr; Jack Murphy, assistant station mgr & program director; Fred Edwards, national sales mgr; Robert Miller, local sales mgr; Jack Ware, news director; Nelson Nichols, chief engineer.
Washington atty: Dow, Lohnes & Albertson.
Radio affiliate: KOOL.

KPHO-TV (Dec. 4, 1949) **ch. 5**; power—visual 14.4kw, aural 7.24kw; antenna height—400 feet above average terrain, 497 feet above ground.
Address: 631 N. 1st Ave. **Phone:** Alpine 8-4511. **TWX:** 70.

Licensee: Meredith Engineering Co. (acquired station June 1952).
Ownership: See Meredith Publishing Co. stations in "Group Ownership." Also see "Newspaper Ownership."
Rep: Katz.
Highest hour rate: \$450.
Color facilities: network.
Executives: E. T. Meredith Jr., pres; Richard B. Rawls, gen mgr; Howard Stalnaker, station mgr & film buyer; Robert Marlin, program director; Stephen Q. Shannon Jr., promotion mgr; Johnny Green, news director; George McClanahan, chief engineer.
Washington atty: Haley, Wollenberg & Kenehan.
Radio affiliate: KPHO.

KTVK (March 1955) **ch. 3**; power—100kw visual, 50kw aural; antenna height—1670 feet above average terrain, 228 feet above ground.
Address: 3435 N. 16th St. **Phone:** Amburst 6-5691. **TWX:** PX 353.

Licensee: Arizona Television Co. (original owner).
Ownership: Arizona Gov. Ernest W. McFarland, 40%; Leon W. Nowell, 20%; Ralph A. Watkins, 20%; Dalbert R. Lewis, 12.5%; and Henry R. Larson, 5%, and others.
Network: ABC-TV.
Rep: Weed Television.
Highest hour rate: \$400.
Color facilities: network, local film, local slides.
Executives: Ernest W. McFarland, pres; Leon M. Nowell, executive vp; Ructon B. la Dow, gen mgr, coml mgr & film buyer; Don Tuckwood, program director; Ray Thompson, news director; George McLouth, chief engineer.
Washington atty: Welch, Mott & Morgan.

KVAR (Mesa) (May 2, 1953) **ch. 12**; power—316kw visual, 15.8 kw aural; antenna height—1550 feet above average terrain, 97 feet above ground.
Address: 1101 N. Central Ave. Phoenix. **Phone:** Alpine 4-4161. **TWX:** 592.

Licensee: KTAR Broadcasting Co. (acquired station July 1, 1954).
Ownership: See John J. Louis stations in "Group Ownership."
Network: NBC-TV.
Rep: Avery-Knodel.
Highest hour rate: \$500.
Color facilities: network.
Executives: John J. Louis, chmn of bd; Richard O. Lewis, gen mgr & film buyer; Ray Smucker, coml mgr; Bob Vache, program director; Carol Ackerman, promotion mgr; (Mr.) Shirley Clum, news director; John Beck, chief engineer.
Washington atty: Smith, Hennessey & McDonald.
Radio affiliate: KTAR.

PRESCOTT, Yavapai County (ch. 15)

SAFFORD, Graham County (ch. 21)

TUCSON, Pima County (ch. 4—, *6+, 9—, 13—)

KGUN-TV (June 6, 1956) **ch. 9**; power—visual 93.1kw, aural 31.6kw; antenna height—3660 feet above average terrain, 237 feet above ground.

Address: P. O. Box 5147. **Phone:** Main 3-3633. **TWX:** TS5971.
Licensee: Tucson Television Co. (acquired station Jan. 24, 1957).
Ownership: H. U. Garrett, 40%; Taylor Milton, 15%; W. E. Dyche Jr., 11%; Tom E. Foster, 10%; Tolbert Foster, 10%; C. M. Peters, 8%; and D. E. Whittenberg, 6%. Tom and Tolbert Foster own KDET Center, Tex.
Network: ABC-TV.
Rep: Headley-Reed and Clarke Brown Co. (south).
Highest hour rate: \$300.
Color facilities: network, local film, local slides.
Executives: Tom E. Foster, pres; Tolbert Foster, gen mgr & film buyer; Ben L. Slack, coml mgr; James W. Hays, program director; Jack Tudor, chief engineer.
Washington atty: Welch, Mott & Morgan.

KOLD-TV (February 1953) **ch. 13**; power—visual 30kw, aural 15kw; antenna height—205 feet above ground.
Address: 115 West Drachman. **Phone:** Main 4-2511. **TWX:** TS2401.

Licensee: Old Pueblo Broadcasting Co. (original owner).
Ownership: See Gene Autry Stations in "Group Ownership." Also see "Newspaper Ownership."
Network: CBS-TV primary.
Rep: Hollingbery.
Highest hour rate: \$300.
Color facilities: network.
Executives: Tom Chauncey, managing director; E. S. Mittendorf, gen mgr; Bernie Perlin, gen

sales mgr; Budd Wiener, program director & film buyer; Gene McKane, promotion mgr; Cris Cole, news director; Howard Smith, chief engineer.

Washington atty: Maurice Barnes.
Radio affiliate: KOLD.

KVOA-TV (Sept. 27, 1953) **ch. 4**; power—visual 5.37kw, aural 2.89kw; antenna height—30 feet above average terrain, 263 feet above ground.
Address: 209 W. Elm Street. **Phone:** Main 3-2556. **TWX:** TS1951.

Licensee: Arizona Broadcasting Co. (acquired station June 29, 1955).
Ownership: Clinton D. McKinnon, Bernard Weinberg, Arthur A. Desser, and Harold B. Garfield, each 25%.
 Mr. McKinnon owns KOAT-TV Albuquerque, N. M., and has interests in California weeklies San Diego North Shores Sentinel and Coronado Journal. Also see "Newspaper Ownership."
Network: NBC-TV.
Rep: Branham.
Highest hour rate: \$300.
Color facilities: network.
Executives: Clinton D. McKinnon, pres; Fred L. Vance, station mgr; Raymond H. Holsclaw, chief engineer.
Washington atty: Cohn & Marks.
Radio affiliate: KVOA.

***NEW** (not on air, granted July 16, 1958; target date not announced) **ch. *6**.
Address: Herring Hall, U. of Arizona
Permittee: Board of Regents of U. of Arizona.

WILLIAMS, Coconino County (ch. 25)

WINSLOW, Navajo County (ch. 16—)

YUMA, Yuma County (ch. 11—, 13+)

KIVA (Oct. 1953) **ch. 11**; power—28.8kw visual; 14.6 kw aural; antenna height—440 feet above average terrain, 485 feet above ground. (CP for 316kw, 527 ft. antenna.)

Address: P. O. Box 1671. **Phone:** State 6-8311. **TWX:** Winterhaven Cal 9533.
Licensee: Valley Telecasting Co. (acquired station Sept. 1, 1957).
Ownership: Harry C. Butcher, 100%.
Network: NBC-TV (primary), ABC-TV (secondary), CBS-TV (secondary).
Rep: Hollingbery.
Highest hour rate: \$250.
Color facilities: network.
Executives: Harry C. Butcher, owner & gen mgr; Edward J. Marsett, national sales mgr, film buyer & promotion mgr; Patrick Carrick, local sales mgr; Russell Steer, program director; Art Fszol, news director; Blake Ramsey, chief engineer.
Washington atty: Arnold, Fortas & Porter.

KYAT (not on air, granted Jan. 1, 1957; target date unknown) **ch. 13**.
Permittee: Marietta Investment Corp.
Ownership: See Wrather Stations in "Group Ownership."

ARKANSAS

ARKADELPHIA, Clark County (ch. 34+)

BATESVILLE, Independence County (ch. 30—)

BENTON, Saline County (ch. 40)

BLYTHEVILLE, Mississippi County (ch. 64+, 74)

CAMDEN, Ouachita County (ch. 50)

CONWAY, Faulkner County, (ch. 62)

EL DORADO, Union County (ch. 10—, 26—)

KTYE (new call on Oct. 1 replaces KRBE which started December 1956) **ch. 10**; power—316kw visual, 158 kw aural; antenna height—1386 feet above average terrain, 1352 feet above ground.

Address: Garrett Hotel, El Dorado; Penn Hotel, Monroe, La. **Phone:** Union 2-3438. **TWX:** 84.
Licensee: Arkansas-Louisiana Television Co. (original owner).
Ownership: Dr. Joe F. Rushton, W. C. Blewster and William M. Bigley, each 33 1/3%. Dr. Rus-

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DALLAS	CLEVELAND
DeWitt Landis	Jack Maurer
RI 8-175	TO 1 6727

Tv Stations CONTINUED

ARKANSAS CONTINUED

EL DORADO (continued)

KTVE (Continued)

ton also owns 33.75% of KAMA Magnolia, Ark., and 25% of KWHI, Homer, La. Mr. Bigley owns 25% of KWHI, and 16.25% of KAMA. Mr. Blewster owns 25% of KAMA.

Network: NBC-TV (primary), AIR-TV
Rep: Richard O'Connell (New York and Chicago); Clarke Brown (Atlanta and Dallas); Charles Price (New Orleans); Tom Sausage (Arkansas).

Highest hour rate: \$250.
Color facilities: network.
Executives: Joe P. Rushton, pres; W. M. Bigley, gen mgr; Flynn Waincock, coml mgr; John Turner, program director, film buyer & news director; Dennis Brown, promotion mgr; John Long, chief engineer.

FAYETTEVILLE, Washington County (ch. *13—, 41—)

FORREST CITY, Saint Francis County (ch. 22+)

FORT SMITH, Sebastian County (ch. 5—,*16,22,39)

KNAC-TV (Dec. 3, 1956) ch. 5; power—visual 100kw, aural 50 kw; antenna height—640 feet above average terrain, 489 feet above ground.
Address: 101 N. 11th St. **Phone:** Sunset 3-3131
TWX: PS68.

Licenses: American Television (original owner).
Ownership: Harry Pollock, 50%; Donald W. Reynolds, 49%. (See Donald W. Reynolds stations in "Group Ownership").

Network: CBS-TV
Rep: H-R Television
Highest hour rate: \$250.
Executives: Jack Sobel, pres; Harry Pollock, sec-treas; Walter M. Windsor, vp, gen mgr, film buyer & promotion mgr; Rex Hayes, sales mgr; Robert L. McCay, production mgr; Jim Kell, news director; Rubin L. Masters, chief engineer.
Washington atty: Cotrone & Scheiner

HARRISON, Boone County (ch. 24)

HELENA, Phillips County (ch. 54—)

HOPE, Hempstead County (ch. 15—)

HOT SPRINGS, Garland County (ch. 9+,*52+)

JONESBORO, Craighead County (ch. 8,39—)

LITTLE ROCK, Pulaski County (ch. *2—,4,7—,11+, 17—,23—)

KARK-TV (April 15, 1953) ch. 4; power—100kw visual, 50kw aural; antenna height—1,050 feet above average terrain, 1,175 feet above ground.
Address: 1901 Spring St. **Phone:** Franklin 6-2481 **TWX:** 141.

Licenses: Arkansas Radio & Equipment Co. (original owner).
Ownership: T. H. Barton, 79.86%, and sons T. K. Barton, 20%, and C. N. Barton, 14%. R. E. Moberg (vp and director, no holdings) owns 5% of KARK-TV.
Network: NBC-TV.

Rep: Pativ.
Highest hour rate: \$500.
Color facilities: network.

Executives: T. H. Barton, pres; T. K. Barton, executive vp; Douglas J. Romine, vp & station mgr; H. Lee Bryant, coml mgr; Paul H. Schmitz, program director; Douglas J. Romine, film buyer; Shirley R. Kennedy, promotion mgr; Robert L. Kemp, news director; Lou C. Smith, chief engineer.
Washington atty: Spearman & Roberson.
Radio affiliate: KARK

KATV (Dec. 19, 1953) ch. 7; power—170kw visual, 80kw aural; antenna height—1,016 feet above average terrain, 812 feet above ground.
Address: 100 Williams Road, Pine Bluff; 210 W. 3rd St., Little Rock. **Phone:** (Pine Bluff) Jefferson 1-2051, (Little Rock) Franklin 1-1691.
TWX: LR 572.

Licenses: Central-South Sales Co. (original owner).
Ownership: See John T. Griffin Stations in "Group Ownership."
Network: ABC-TV.

Rep: Avery-Kuempel.
Highest hour rate: \$450.
Color facilities: network.
Executives: James C. Leake, pres; John H. Fugate, gen mgr & film buyer; Thomas J. Goughane, coml mgr; Wallace Lindsey, program director; Joe Myers, promotion mgr; Louis J. Oberst, news director; A. B. Garrett, chief engineer.
Washington atty: Spearman & Roberson

KTHV (Nov. 28, 1955) ch. 11; power—visual 316kw, aural, 158kw; antenna height—1756 feet above average terrain, 1175 feet above ground.
Address: 5th & Icard Sts. **Phone:** Franklin 4-3764. **TWX:** LR55.
Licenses: Arkansas Television Co. (original owner).

Ownership: Radio Broadcasting Inc. (KTHS), 42%; Arkansas Democrat Co. (Arkansas Democrat), 32%; National Equity Life Insurance Co., 16%; K. A. Engel (publisher of Arkansas Democrat), 10%. KTHS has same ownership as KWKH-AM-FM Shreveport, La. (Shreveport Times). Henry B. Clay, executive vice president and director, owns 13.5% of KTHS-AM-TV Lufkin, Tex. See "Newspaper Ownership."
Network: CBS-TV.

Rep: Branham.
Highest hour rate: \$400.
Color facilities: network.
Executives: K. A. Engel, pres; H. G. Robertson, gen mgr; W. V. Hutt, coml mgr; Jack Bonar, program director & film buyer; John Pounders, promotion mgr; Bill Neal, news director; Cecil Sult, chief engineer.
Washington atty: Dempsey & Koplovitz
Radio affiliate: KTHS

MAGNOLIA, Columbia County. (ch. 28+)

MALVERN, Hot Spring County (ch. 46)

MORRILTON, Conway County (ch. 43—)

NEWPORT, Jackson County (ch. 28)

PARAGOULD, Greene County (ch. 58—)

PINE BLUFF, Jefferson County (ch. 36)

RUSSELLVILLE, Pope County. (ch. 19)

SEARCY, White County. (ch. 33)

SPRINGDALE, Washington County (ch. 35—)

STUTTGART, Arkansas County (ch. 14+)

CALIFORNIA

ALTURAS, Modoc County (ch. 9)

BAKERSFIELD, Kern County. (ch. 10—,17,29,39)

KBAK-TV (August 20, 1953) ch. 29; power—visual 18.5kw, aural 10.6kw; antenna height—630 feet above average terrain, 390 feet above ground.

Address: 29 Woody Road. **Phone:** Export 9-1761. **TWX:** DK14.
Licenses: Bakersfield Broadcasting Co. (acquired station December 1953).

Ownership: See Chronicle Publishing Co. Stations in "Group Ownership" and in "Newspaper Ownership."
Network: CBS-TV (primary), ABC-TV (secondary).
Rep: Weed Television.
Highest hour rate: \$350.
Executives: Harold F. See, pres; A. H. Constant, vp & gen mgr.
Washington atty: Hearme & Spillane (Hollywood)

KERO-TV (Sept. 26, 1953) ch. 10; power—39.8kw visual, 21.9kw aural; antenna height—1,746 feet above average terrain; 100 feet above ground.

Address: 1420 Truxtun Ave. **Phone:** Fairview 7-1441. **TWX:** R47.
Licenses: Marrett Investment Corp. (acquired station Aug. 23, 1957).

Ownership: See Wrather Stations in "Group Ownership."
Network: NBC-TV (primary), ABC-TV (secondary).
Rep: Peary.
Highest hour rate: \$500.
Color facilities: network.
Executives: J. D. Wrather Jr., pres; George Whitney, vp; A. M. Mortenson, gen mgr; Roland T. Kay, sales mgr; Kenneth P. Croes, program director & film buyer; Margaret Iretton, promotion mgr; Burleigh Smith, news director; Edwin A. Andress, chief engineer.
Washington atty: Welch, Nott & Mergan.

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- Fort Smith is Arkansas' 2nd market
- KNAC-TV dominates Fort Smith
- Complete coverage of Industrial Wonderland
- MGM and Warner Bros. feature movies
- Unexcelled schedule of network programming
- Full-scale promotion and merchandising

FORT SMITH—in Retail Sales per Household, 36th in the U.S.—
17% above national average, 59% above the Arkansas average
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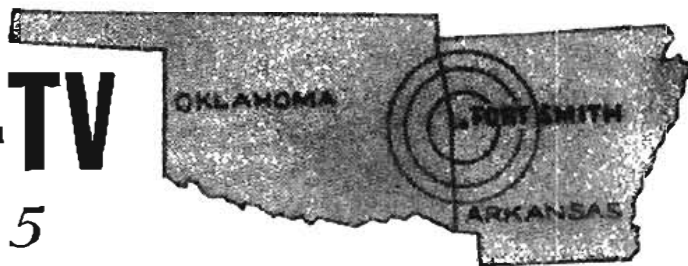
KNAC-TV

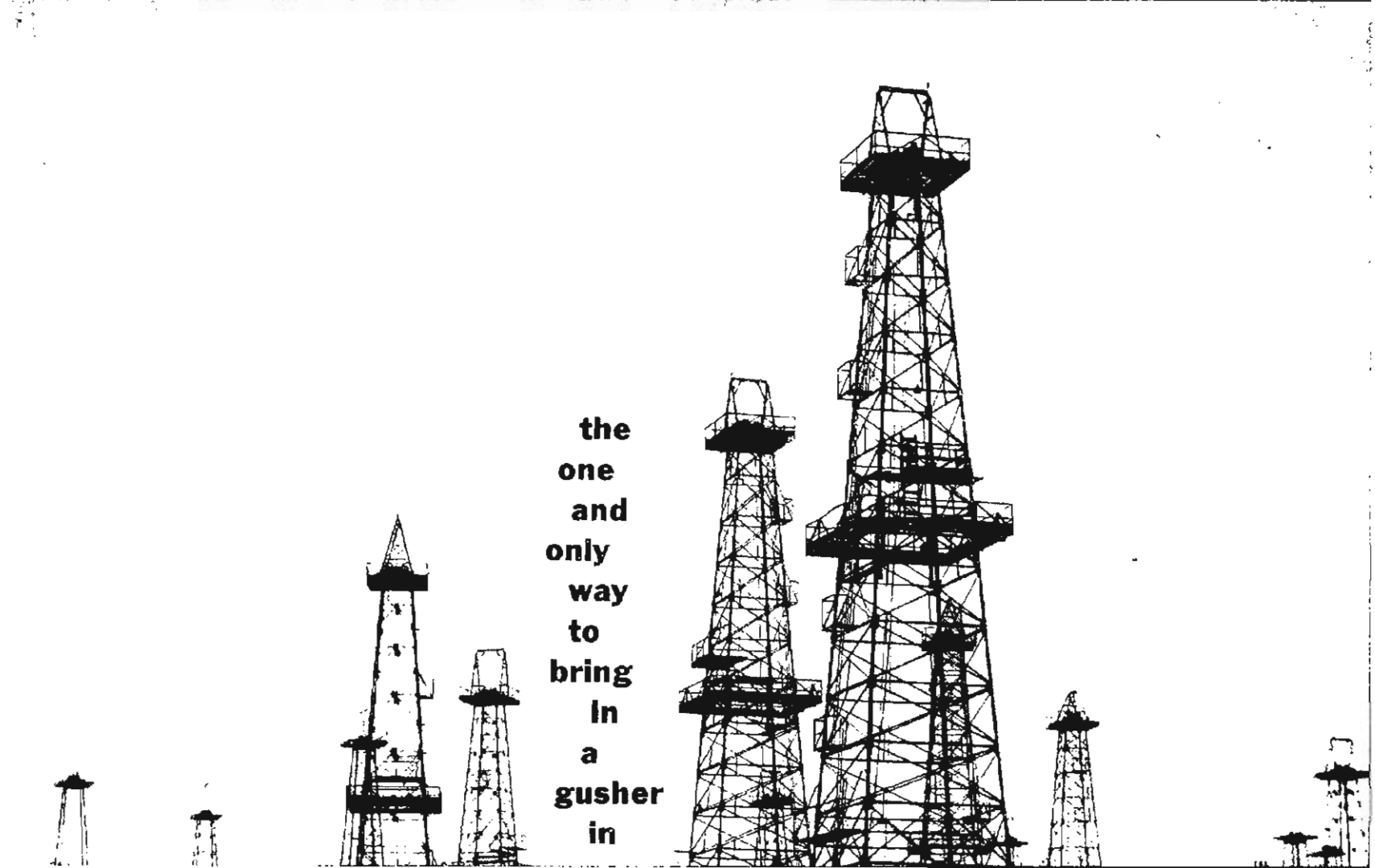
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Tv Stations CONTINUED

CALIFORNIA CONTINUED

BISHOP, Inyo County, (ch. 19)

BRAWLEY, Imperial County (ch. 25+)

CHICO, Butte County (ch. 12—)

KHSL-TV (Aug. 29, 1953) **ch. 12**; power—234kw visual, 117kw aural; antenna height—1,237 feet above average terrain, 284 feet above ground.

Address: 130 E. 4th St. **Phone:** Fireside 2-0141.

TWX CZ 71.

Licensee: Golden Empire Broadcasting Co. (original owner).

Ownership: Mickey McClung, 91%; Hugh McClung Jr., 5%; Martha McClung Roberts, 3%. Licensee also owns KVCV Redding, Calif.

Network: CBS-TV (primary), ABC-TV (secondary).

Rep: Avery Knodel

Highest hour rate: \$250.

Color facilities: network.

Executives: Mrs. Hugh McClung, pres & gen mgr; M. F. Woodling, station mgr; J. A. Peru, coml mgr; Martin Jacobsen, program director & film buyer; Doug Sundby, promotion mgr; Tommy Nelson, news director; Russell B. Pope, chief engineer.

Washington atty: Haley, Wollenberg & Kenahan

Radio affiliate: KHSL

CORONA, Riverside County (ch. 52)

DELANO, Kern County (ch. 37+)

EL CENTRO, Imperial County (ch. 16.56)

EUREKA, Humboldt County (ch. 3—,6—,13—)

KIEM-TV (Oct. 25, 1952) **ch. 3**; power—100kw visual, 50kw aural; antenna height—1,653 feet above average terrain, 249 feet above ground.

Address: P. O. Box 1021. **Phone:** Hillside 3-3123. **TWX** EK 16.

Licensee: California-Oregon Television Inc. (original owner).

Ownership: See Redwood Stations in "Group Ownership."

Network: CBS-TV (primary), ABC-TV (secondary), NBC-TV (secondary).

Rep: Blair Television Assoc.

Highest hour rate: \$250.

Color facilities: network.

Executives: William B. Smullin, pres & film buyer; Donald H. Telford, gen mgr; W. Edwin Smith, coml mgr & program director; W. J. Mortimer III, promotion mgr; Newton Steward, news director; Donald R. King, chief engineer.

Radio affiliates: KIEM, KRED (FM).

KVIQ-TV (April 1, 1958) **ch. 6**; power—visual 14.8kw, aural 7.4kw; antenna height—460 feet above average terrain, 240 feet above ground.

Address: Humboldt Hill Rd. **Phone:** Hillside 3-3061. **TWX:** 19.

Licensee: California Northwest Broadcasting Co. (original owner)

Ownership: Carroll R. Hauser, 50%; Shasta Telecasting Corp. (KVIP-TV Redding, Calif.), 50%; Carroll Hauser also owns 45.3% of KVEN Ventura, Calif.

Network: ABC-TV (secondary), NBC-TV (secondary).

Rep: Hollingbery.

Highest hour rate: \$200.

Executives: Carroll R. Hauser, pres & comgr; Geo. C. Fleharty, co-mgr & film buyer; Frank M. Smith, coml mgr; Jim Silkwood, program director & news director; Jerry Youker, promotion mgr; Hurschel McKenzie, chief engineer.

Washington atty: Lyon, Wilner & Bergson

Radio affiliate: Lyon, Wilner & Bergson

FRESNO, Fresno County (ch. 12+,*18—,24,47,53)

KFRE-TV (May 10, 1956) **ch. 12**; power—visual 215kw; antenna height—2,000 feet above average terrain, 241 feet above ground.

Address: 733 L St. **Phone:** Amherst 8-6144.

TWX: FR58.

Licensee: California Inland Broadcasting Co. (original owner).

Ownership: Paul R. Bartlett, 55%; William C. Crossland, 33%; Keith L. Mealey, 2.33%; Ed J. Frech, 2.38%, and Helen Johnson, 2.24%.

Network: CBS-TV (primary).

Rep: Blair-TV.

Highest hour rate: \$650.

Color facilities: network.

Executives: Paul R. Bartlett, pres; Ed J. Frech, exec vp & film buyer; John Barrett, sales mgr; Iral O'Donnell, program director; Russ Powell, news director; Keith L. Mealey, chief engineer.

Washington atty: Pierson, Ball & Dowd.

Radio affiliates: KFRE, KRFM(FM).

KJEO (Sept. 30, 1953) **ch. 47**; power—380kw visual, 191kw aural; antenna—1,789 feet above average terrain, 156 feet above ground.

Address: P.O. Box 1708. **Phone:** Baldwin 2-2411.

Licensee: O'Neill Broadcasting Co. (original owner).

Ownership: See J. E. O'Neill stations in "Group Ownership."

Network: ABC-TV.

Rep: Branham.

Highest hour rate: \$600.

Color facilities: network, local live.

Executives: J. E. O'Neill, pres; Joe C. Drilling, vp & gen mgr; W. O. Edholm, coml mgr; Don Webster, program director; Jack McElwain, chief engineer.

KMJ-TV (June 1, 1953) **ch. 24**; power—170kw visual, 91.2kw aural; antenna height—2,290 feet above average terrain, 241 feet above ground.

Address: 1117 N St., Zone 21. **Phone:** Amherst 8-6666. **TWX:** 221.

Licensee: McClatchy Newspapers (original owner).

Ownership: See "Newspaper Ownership" and McClatchy Broadcasting Co. stations in "Group Ownership."

Network: NBC-TV.

Rep: Katz

Highest hour rate: \$600.

Color facilities: network, local film, local slides.

Executives: Eleanor McClatchy, pres; John I. Edwards, station mgr & film buyer; Wilson Laffer, national sales mgr; Joseph Tomes, program director; Orbie Sullivan, local sales mgr; Dean Mell, news director; James B. Hancock, chief engineer.

Washington atty: Dow, Lohnes & Albertson.

Radio affiliates: KMJ-AM-FM.

HANFORD, Kings County (ch. 21)



First in Fresno

KMJ-TV HAS MORE QUARTER HOUR FIRSTS THAN ALL OTHER TV STATIONS COVERING THE FRESNO AREA COMBINED.

The May '58 ARB reports—From Sign-on to Sign-off Sunday through Saturday KMJ-TV leads with 227 quarter hour firsts while Station B has 122, and Station C has 85. There were 21 ties. Results involve quarter hour periods when KMJ-TV and Station B and/or Station C were on-the-air.

**IN TOTAL
RATED TIME
PERIODS**

KMJ-TV • FRESNO, CALIFORNIA • McCLATCHY BROADCASTING COMPANY •

The Katz Agency,
National Representative

Tv Stations CONTINUED

CALIFORNIA CONTINUED

LOS ANGELES, Los Angeles County (ch. 2,4,5,7,9, 11,13,22,*28,34)

KABC-TV (Sept. 16, 1949) **ch. 7**; power—125kw visual, 64.6 kw aural; antenna—2,970 feet above average terrain, 234 feet above ground.
Address: ABC Television Center, Zone 27. **Phone:** Normandy 3-3311. **TWX:** LA 353.
Licensee: American Broadcasting-Paramount Theatres Inc. (merger February 1953).
Ownership: See ABC Owned Stations in "Group Ownership."
Network: ABC-TV.
Rep: Katz.
Highest hour rate: \$2,300.
Executives: Earl J. Hudson, vp in charge Western Div.; Selig J. Setigman, gen mgr; Elton H. Blue, gen sales mgr; Peter Robinson, program director; Theodore Grenier, chief engineer.
Radio affiliates: KABC-AM-FM.

KBIC-TV (not on air, granted Feb. 10, 1952; target date unknown) **ch. 22**.
Permittee: John Poole Broadcasting Co.
Ownership: See John Poole stations in "Group Ownership."

KCOF (Sept. 17, 1948) **ch. 13**; power—visual 162kw, aural 87.2kw; antenna height—2,920 feet above average terrain, 200 feet above ground.
Address: 1000 N. Cahuenga Blvd., Hollywood 38. **Phone:** Hollywood 2-7311. **TWX:** LA1479.
Licensee: KCOF Television (acquired station Dec. 16, 1957).
Ownership: See Kenyon Brown Stations in "Group Ownership."
Rep: Petry.
Highest hour rate: \$1,500.
Executives: Kenyon Brown, pres; Alvin G. Flanagan, gen mgr; Amos T. Baron, gen sales mgr; Henry Flynn, assistant sales mgr; Mary Warren, program director & film buyer; Hal K. Biard, promotion mgr; Dexter Ward, news director; Al Browdy, chief engr.
Washington atty: Dow, Lohnes & Albertson.

KHJ-TV (Aug. 25, 1948) **ch.9**; power—visual 162kw, aural 81.3kw; antenna height—2960 feet above average terrain, 199 feet above ground.
Address: 1313 N. Vine St., Hollywood 28. **Phone:** Hollywood 2-2133. **TWX:** LA64.
Licensee: RKO Teleradio Pictures (acquired station August 1951).
Ownership: See RKO Teleradio Pictures Inc. in "Group Ownership."
Rep: H-R Television.
Highest hour rate: \$1,750.
Color facilities: network.
Videotape recorder: in operation.
Executives: Thomas F. O'Neill, pres (RKO Teleradio Pictures); John T. Reynolds, vp (Don Lee Div) & gen mgr; Howard L. Wheeler, gen sales mgr; James Higson, program director & film buyer; Robert L. Nelson, promotion mgr; Les Mawhinney, news director; Robert Bullock, chief engineer.
Washington atty: Pierson, Ball & Dowd
Radio affiliates: KHJ-AM-FM.

KNKT (May 6, 1948) **ch. 2**; power—46.8kw visual; 23.4kw aural; antenna height—3,140 feet above average terrain, 466 feet above ground.
Address: 1313 N. Vine St., Zone 28. **Phone:** Olive 1-2345. **TWX:** LA 7252.
Licensee: Columbia Broadcasting System (acquired station December 1950).
Ownership: See CBS Owned Stations in "Group Ownership."
Network: CBS-TV.

Rep: CBS Television Spot Sales.
Highest hour rate: \$3,750.
Color facilities: network, local live, local film, local slides.
Videotape recorder: in operation.
Executives: Clark B. George, gen mgr; Robert D. Wood, gen sales mgr; Donald M. Hine, program director & film buyer; Austin Heywood, promotion mgr; Sam Zelman, news director; Herbert W. Pangborn, director of technical operations.
Radio affiliates: KNX-AM-FM.

KRCA (Jan. 16, 1949) **ch. 4**; power—visual 47kw, aural 23.5 kw; antenna height—3,200 feet above average terrain, 492 feet above ground.
Address: Sunset & Vine Sts., Zone 28. **Phone:** Thornwall 5-7000.
Licensee: National Broadcasting Co. (original owner).
Ownership: See NBC Owned stations in "Group Ownership."
Network: NBC-TV (primary).
Rep: NBC Spot Sales
Highest hour rate: \$3,800.
Color facilities: network, local live, local film, local slides.
Videotape recorder: in operation.
Executives: Thomas McCray, vp & gen mgr; James Parks, sales mgr; John Ilinsey, program director; John C. Kenaston, promotion mgr; Noyes Scott, traffic mgr.
Washington atty: Cahill, Gordon, Reindell & Ohl.

KTLA (Jan. 22, 1947) **ch. 5**; power—50.1kw visual, 25.1kw aural; antenna height—2,990 feet above average terrain, 240 feet above ground.
Address: 5800 Sunset Blvd., Zone 28. **Phone:** Hollywood 9-3181. **TWX:** LA 1361.
Licensee: Paramount Television Productions Inc. (original owner).
Ownership: Paramount Pictures Corp., 100%. Paramount also owns 26% of Metropolitan Broadcasting Co. (see under that name in "Group Ownership").
Rep: Peters, Griffin, Woodward.
Highest hour rate: \$1,500.
Color facilities: local live, local film, local slides.
Executives: Paul Raibourn, pres; James A. Schulke, vp in charge; Robert T. Quinlin, program director; James J. Rue, promotion mgr; Gilbert Martyn, news director; John Silva, chief engineer.
Washington atty: Arnold, Fortas & Porter.

KTTV (Jan. 1, 1949) **ch. 11**; power—135kw visual, 69.2kw aural; antenna height—2,940 feet above average terrain, 237 feet above ground.
Address: 5746 Sunset Blvd., Zone 28. **Phone:** Hollywood 2-7111. **TWX:** LA 228.
Licensee: KTTV Inc. (original owner).
Ownership: Times-Mirror Co. (publisher of the Los Angeles Times and Mirror), 75%; Loew's Inc. (MGM), 25%. Loew's also owns WMGM New York.
Rep: Blair-TV.
Highest hour rate: \$2,000.
Videotape recorder: in operation.
Executives: Richard A. Moore, pres & gen mgr; John R. Vrba, vp in charge of sales; Robert Breckner, vp in charge of programming; Richard Woollen, film buyer; Jack O'Mara, director of merchandising & promotion; Leonard Blondhelm, news director; Edward Bonham, chief engineer.
Washington atty: Eliot C. Lovett.

MADERA, Madera County (ch. 59)

MERCED, Merced County, (ch. 34—,66)

MODESTO, Stanislaus County, (ch. 14+58)

KTRB-TV (not on air, granted Feb. 17, 1954; target date unknown): **ch. 14**.
Address: Box 593.
Permittee: O'Neill Broadcasting Co.
Ownership: See J. E. O'Neill stations in "Group Ownership."

MONTEREY (see SALINAS)

NAPA, Napa County (ch. 62)

OAKLAND (see SAN FRANCISCO)

OXNARD, Ventura County (ch. 32)

PALM SPRINGS, Riverside County (ch. 14)

PETALUMA, Sonoma County (ch. 68)

PITTSBURG, Contra Costa County (ch. 16)

PORT CHICAGO, Contra Costa County (ch. 70)

PORTERVILLE, Tulare County (ch. 55)

RED BLUFF, Tehama County (ch. 15)

REDDING, Shasta County (ch. 7)

KVIP-TV (Aug. 1, 1956) **ch. 7**; power—visual 117kw, aural 59kw; antenna height—3,600 feet above average terrain, 97 feet above ground.
Address: 2770 Pioneer Drive. **Phone:** Chestnut 1-1414. **TWX:** RG75.
Licensee: Shasta Telecasting Corp. (original owner).
Ownership: George C. Fleharty, 19.375%; Laurence W. Carr, 19.375%; William E. Nystrom, 14.375%; Carl R. McConnell, 9.375%; George H. Voorhies, 9.375%; C. T. Ross, 9.375%; Robert L. Hammett, 9.375%, and Morris K. Cohen, 9.375%. Licensee has 50% interest in KVIQ-TV Eureka, Calif.
Network: NBC-TV (primary), ABC-TV (secondary).
Rep: Hollingbery.
Highest hour rate: \$250.
Color facilities: network.
Executives: George C. Fleharty, pres & gen mgr; Russell K. Olsen, vp & chief engineer; William H. Winters, coml mgr; Lenora Arnold, program director; Richard E. Bertolin, film buyer; John Jostyn, promotion mgr & news director.
Washington atty: Lyon, Wilner & Bergson
Radio affiliate: KVIP.

RIVERSIDE, Riverside County (ch. 40,46)

SACRAMENTO, Sacramento County (ch. 3,*6,10, 40—,46+)

KBET-TV (March 20, 1955) **ch. 10**; power—visual 316kw, aural 158 kw; antenna height—1,157 feet above average terrain, 500 feet above ground.
Address: 601 Seventh Ave. **Phone:** Gilbert 1-4041. **TWX:** SC27.
Licensee: Sacramento Telecasters Inc. (original owner).
Ownership: William Wright and sons, 20.55%; John H. Schacht, 15.48%; Charles C. James Jr. and Russell R. Inks, 9.93%; Robert A. Clarence, and William R. Breuner and family, 10.97%; A. M. Henderson Jr., 5.48%; Thomas H. Richards Jr., 5.48%; Henry Telchert, 4.7%; Nelson B. Morse, 5.48%; Alan Pollock, 5.48%; and others.
Network: CBS-TV (primary).
Rep: H-R Television.
Highest hour rate: \$850.
Color facilities: network, local film, local slides.
Executives: William Wright, pres; John H. Schacht, vp & gen mgr; George Greaves, station mgr; George J. Kapel, sales mgr; Dean

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Tv Stations CONTINUED

CALIFORNIA CONTINUED

SACRAMENTO (Continued)

KBET-TV (Continued)

Forba, program director; Clarence Wasserman, film buyer; Harvey A. Tepler, promotion mgr; Hank Thornley, news director; Peter Onnigan, chief engineer.
Washington atty: Haley, Wollenberg & Kenehan.

KCRA-TV (Sept. 2, 1955) **ch. 3;** power—100kw visual, 50kw aural; antenna height—490 feet above average terrain, 553 feet above ground.
Address: 310 10th St., Zone 14. **Phone:** Gilbert 1-4631 **TWX** SC-111.

Licensee: KCRA Inc. (original owner).
Ownership: Ewing C. Kelly, 50%; C. Vernon Hansen, 16.68%; Gerald and Kenneth W. Hansen, 16.64%, each.
Network: NBC-TV.
Rep: Petry.
Highest hour rate: \$1,000.

Color facilities: network, local film, local slides.
Videotape recorder: in operation.

Executives: Ewing C. Kelly, pres & gen mgr; Howard J. Smiley, assistant gen mgr; Robert B. Kelly, station & comml mgr; Tom Green, program mgr & film buyer; Fred Wade, promotion mgr; Charles Fredericks, news director; Charley Marshall, farm director; Stu Naham, sports director; Milly Sullivan, women's director; W. Herbert Hartman, chief engineer.

Washington atty: Loucks, Zias, Young & Jansky.
Radio affiliates: KCRA-AM-FM.

KOVR (See Stockton listing)

SALINAS-MONTEREY, Monterey County (ch. 8+, 35)

KSBW-TV (Sept. 11, 1953) **ch. 8;** power—234kw visual, 117kw aural; antenna height—2330 feet above average terrain, 218 feet above ground.
Address: 238 John St., **Phone:** Harrison 2-0422. **TWX** ZL-53.

Licensee: Salinas Valley Broadcasting Corp. (merged former share-time operation in February 1955).
Ownership: See John C. Cohan stations in "Group Ownership."
Network: CBS-TV (primary), ABC-TV (secondary), NBC-TV (secondary).
Rep: H-R Television.

Highest hour rate: \$150.
Color facilities: network.

Executives: John C. Cohan, pres & gen mgr; William M. Oates, assistant gen mgr; Graham H. Moore, sales mgr; Gary Ferbus, program director & film buyer; Clarke Bradley, promotion mgr; Michael Morisoli, news director; Willard Hargan, chief engineer.
Washington atty: Dow, Lohnes & Albertson.
Radio affiliate: KSBW.

SAN BERNARDINO, San Bernardino County (ch. 18, *24-, 30)

SAN BUENAVENTURA (ch. 38-)

SAN DIEGO, San Diego County (ch. 8, 10, *15+, 21-, 27, 33, 39)

KEZY (Not on air, granted April 23, 1958; target date unknown.) **ch. 27.**
Address: 122 S. Robertson Blvd., Los Angeles 48. **Phone:** Bradshaw 2-8282.
Permittee: Sherrill C. Corwin.
Ownership: (See Sherrill C. Corwin stations in "Group Ownership.")

Executives: Sherrill C. Corwin, owner.
Washington atty: Joseph Brenner, (Beverly Hills, Calif.)

Radio affiliate: KFMB (permitter).

KFMB-TV (May 16, 1949) **ch. 8;** power—245kw visual, 123kw aural; antenna height—760 feet above average terrain, 254 feet above ground.
Address: 140 1/2 5th Ave., Zone 1. **Phone:** Belmont 2-2114. **TWX** SD 6277.

Licensee: Marietta Investment Corp. (acquired station July 1, 1958).
Ownership: See Weather stations in "Group Ownership."
Network: CBS-TV (primary), ABC-TV (secondary), NBC-TV (secondary).
Rep: Petry.

Highest hour rate: \$850.
Color facilities: network.

Executives: Jack Wrather, pres; George Whitney, vp & gen mgr; Bill Fox, station mgr & film buyer; George Stantis, program director; Dan Beltus, program mgr; Ray Wilson, news

director; Charles Abel, chief engineer.
Washington atty: Welch, Mott & Morgan.
Radio affiliate: KFMB.

KFSD-TV (Sept. 12, 1953) **ch. 10;** power—visual 214kw; antenna height—754 feet above average terrain, 232 feet above ground.
Address: Highway 94 at 47th St., Zone 12. **Phone:** Congress 2-2421. **TWX:** San Diego 8309.

Licensee: KFSD, Inc. (acquired station November 1954).
Ownership: Weekly Publications Inc. (Newsweek Magazine), 46.22%; Fox, Wells and Rogers, 42.55%. Fox, Wells and Rogers also owns 30% of WWOR-TV Worcester, Mass.
Network: NBC-TV (primary).
Rep: Katz.
Highest hour rate: \$850.

Color facilities: network, local film, local slides.

Executives: James G. Rogers, pres; William E. Goetze, exec vp & gen mgr; Jay Grill, sales mgr; Burke Ormsby, program director & film buyer; Bill Sunday, adv & promotion mgr; Leroy Bellwood, chief engr.
Washington atty: Haley, Wollenberg & Kenehan.

Radio affiliates: KFSD-AM-FM.

KETV (Tijuana) (Jan. 29, 1953) **ch. 6.** Power 53kw visual, 17kw aural; antenna—1,600 feet above average terrain, 550 feet above ground.
Address: 4229 Park Blvd., San Diego. **Phone** Express 8-7191. **TWX** 6231.

Licensee: Radio Television S.A. (original owner).

Ownership: Emilio Azcarraga, chief owner.
Network: ABC-TV.
Rep: Weed Television.

Highest hour rate: \$800.
Executives: Julian Kaufman, vp & gen mgr; William G. Mueller, business mgr; Harrison W. H. Eagles, promotion mgr.

SAN FRANCISCO (San Francisco County)-OAKLAND (Alameda County) (ch. 2+, 4-, 5+, 7-, *9+, 20-, 26-, 32+, 38, 44-)

KBAY-TV (Not on air, granted March 11, 1953; target date unknown.) **ch. 20.**

Address: 122 S. Robertson Blvd., Los Angeles 48. **Phone:** Bradshaw 2-5282.
Permittee: Bay Television (grant issued May 31, 1957).

Ownership: (See Sherrill C. Corwin stations in "Group Ownership.")

Washington atty: Joseph Brenner (Beverly Hills, Calif.).
Radio affiliate: KBAY-FM (permitter).

KGO-TV (May 5, 1949) **ch. 7;** effective radiated power 316kw visual, 158kw aural; antenna height—1,210 feet above average terrain, 517 feet above ground.

Address: 277 Golden Gate Ave., Zone 2. **Phone:** Underhill 3-0077. **TWX** SD 147.

Licensee: American Broadcasting-Paramount Theatres, Inc. (merged February 1953).

Ownership: See ABC owned stations in "Group Ownership."
Network: ABC-TV.
Rep: Blair-TV.

Highest hour rate: \$1,700.
Executives: John H. Mitchell, vp & gen mgr; David M. Sacks, sales mgr; George C. Rice, program director; Robert D. Mitchell, film buyer; George T. Rodman, promotion mgr; Hal Berger, news director; Harry N. Jacobs, chief engineer.

Washington atty: McKenna & Wilkinson.
Radio affiliates: KGO-AM-FM.

KMTR (Not on air, granted Feb. 13, 1958; target date unknown.) **ch. 38.**

Address: c/o Marvin Kratter, 521 Fifth Ave., New York City.
Permittee: Golden State Telesharing Co.
Ownership: Marvin Kratter, 100%

KPIX (Dec. 25, 1948) **ch. 5;** power—100kw visual, 50kw aural; antenna height—1,140 feet above average terrain, 517 feet above ground.

Address: 2655 Van Ness Ave., Zone 9. **Phone:** prospect 6-5109. **TWX** SF 168.

Licensee: Westinghouse Broadcasting Co. (acquired station Aug. 1, 1954).
Ownership: See Westinghouse Broadcasting Co. stations in "Group Ownership."
Network: CBS-TV.
Rep: Katz.

Highest hour rate: \$2,100.
Color facilities: network, local film, local slides.

Videotape recorder: in operation.

Executives: Donald H. McGannon, WIBC pres; P. G. Lasky, WIBC executive director, west coast operations; Louis Simon, gen mgr; George Mathiesen, assistant gen mgr; Larry Fraiberg, sales mgr; William C. Dempsy, program director & film buyer; John P. Highlander, film buyer; George Goldman, promotion mgr; Al Baccari Jr., publicity mgr; Jere Witter, news director; Tom Ely, chief engineer.

***KQED** (June 10, 1954) **ch. *9;** power—visual 20.9kw, aural 15.5kw; antenna height—1262 feet above average terrain, 187 feet above ground.

Address: 525 Fourth St., Zone 7. **Phone:** Sutter 1-8861.

Licensee: Bay Area Educational Television Assn.

Executives: Mortimer Fleishacker Jr., pres; James Day, gen mgr; Jonathan C. Rice, program director; Robert Katz, film supervisor; Richard Barnett, promotion mgr; Robert Nissen, chief engineer.

Washington atty: Krieger & Jorgensen.

KRON-TV (Nov. 15, 1949) **ch. 4;** power—100kw visual; 50kw aural; antenna height—1,310 feet above average terrain, 200 feet above ground.

Address: 929 Mission St., Zone 3. **Phone:** Garfield 1-1100. **TWX** SF 283.

Licensee: Chronicle Publishing Co. (original owner).

Ownership: See "Newspaper Ownership and Chronicle Publishing Co. stations in "Group Ownership."
Network: NBC-TV.
Rep: Peters, Griffin Woodward.

Highest hour rate: \$1,700.
Color facilities: network, local live, local film, local slides.

Videotape recorder: in operation.

Executives: Charles Thieriot, pres; Harold P. Sec. gen mgr; Norman Louvan, sales mgr; Cecil Webb, director of sales promotion & merchandising; Douglas Ellesen, program mgr; Thomas Mullahey, public affairs director; James Bentley, assistant program mgr & film buyer; Roland D. Irving, promotion mgr; William K. Colbran, new director; J. L. Herryhill, chief engineer.

Washington atty: John P. Hearne, (San Francisco).
Radio affiliate: KRON-FM.

KSAN-TV (suspended operation, but has not turned in construction permit) **ch. 32.**

Address: 1111 Market St., Zone 3. **Phone:** Market 1-8171.

Permittee: S. H. Patterson.
Ownership: S. H. Patterson is sole owner.
Radio affiliate: KSAN.

KTVU (Oakland) (March 3, 1958) **ch. 2;** power—100kw visual, 50kw aural; antenna height—1,186 feet above average terrain, 183 feet above ground.

Address: One Jack London Square, Oakland 7. **Phone:** Templebar 1-2900. **TWX** OA 340.

Licensee: San Francisco-Oakland Television Inc. (original owner).

Ownership: William D. Pabst, Ward D. Ingram and Edwin W. Pauley, each 25.00%; Willet H. Brown, 19.79%; Stoddard P. Johnston, 4.94%; and Harry R. Lubecke, 2.7%.

Network: CBS-TV (Secondary).
Rep: H-R Television.
Highest hour rate: \$1,000.

Color facilities: network, local film, local slides.

Videotape recorder: in operation.

Executives: Ward D. Ingram, pres & gen sales mgr; William D. Pabst, vp & gen mgr; Frank G. King, director of national sales; Kenneth B. Craig, program director; Richard Robertson, promotion mgr; Leslie A. Nichols, news director; Robert E. Arne, chief engineer.

Washington atty: Pierson, Ball & Dowd.

SAN JOSE, Santa Clara County (ch. 11+, 48, *54, 60)

KNTV (Sept. 12, 1955) **ch. 11;** power—263kw visual, 142kw aural; antenna height—2,770 feet above average terrain, 291 feet above ground.

Address: 615 Park Ave., Zone 19. **Phone:** Cypress 7-5577. **TWX** SF 97.

Licensee: Standard Radio & Television Co. (original owner).

Ownership: Wholly owned by Sunlite Bakery, which in turn is owned by A. T. Gilliland and son.

Rep: Weed Television.
Highest hour rate: \$250.

Executives: A. T. Gilliland, pres; Roger Van Duzer, gen mgr & film buyer; Francis Conrad, gen sales mgr; William Gibbs, program director; Bruce Joyner, chief engineer.
Washington atty: Krieger & Jorgensen.

SAN LUIS OBISPO, San Luis Obispo County (ch. 6-)

KSBB-TV (May 26, 1953) **ch. 6;** power—15.5kw visual, 7.76kw aural; antenna—1,260 feet above average terrain, 140 feet above ground.

Address: P. O. Box 286. **Phone:** Liberty 3-0920.

Licensee: Salinas Valley Broadcasting Corp. (original owner).

Ownership: See John C. Cohan stations in "Group Ownership."
Network: CBS, ABC, NBC.
Rep: H-R Television.
Highest hour rate: \$200.

Executives: John C. Cohan, gen mgr.

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Tv Stations CONTINUED

CALIFORNIA CONTINUED

SANTA BARBARA, Santa Barbara County (ch. 3—, 20,26)

KEYT (July 26, 1953) **ch. 3**; power—50kw visual, 25kw aural; antenna height—3,010 feet above average terrain, 201 feet above ground. **Address:** 730 Miramonte Drive. **Phone:** Woodland 5-8533. **TWX:** ZB 8998. **Licensee:** KEY Television Inc. (acquired station May 8, 1957). **Ownership:** William F. Luton, 38.33%; Montgomery Co., 20% (voting rights retained under terms of trust agreement by Richard C. D. Bell); Nancy Luton, 41%. Mr. Luton has minor interest in KRAK Stockton, Calif. **Network:** NBC-TV (primary), ABC-TV (secondary) CBS-TV (secondary). **Rep:** Headley-Roed TV. **Highest hour rate:** \$450. **Executives:** Richard C. D. Bell, pres & gen mgr; Robert C. Burris, vp. sales; Mary Ann Casey, program mgr & film buyer; Joseph Constantino, promotion mgr; William Huddy, news editor; Paul Williams, chief engineer. **Washington atty:** Leo Resnick.

SANTA CRUZ, Santa Cruz County (ch. 56)

SANTA MARIA, Santa Barbara County (ch. 44)

SANTA PAULA, Ventura County (ch. 16+)

SANTA ROSA, Sonoma County (ch. 50)

STOCKTON, San Joaquin County (ch. 13+36, *42,64)

KOVR (Sept. 6, 1954) **ch. 13**; power—visual 316kw, aural 158kw; antenna height—1,176 feet above average terrain, 399 feet above ground. **Address:** 225 E. Miner Ave. **Phone:** Howard 6-6981. **TWX:** SKS. **Licensee:** Television Diablo Inc. (acquired station January 1958). **Ownership:** See Gannett Newspapers Stations in "Group Ownership." Also see "Newspaper Ownership." **Network:** ABC-TV (primary). **Rep:** Blair Television Assoc. **Highest hour rate:** \$800. **Executives:** Paul Miller, pres; Edward L. (Ned) Smith, gen mgr & film buyer; Bel Lange, program director & news director; R. J. Anderson, chief engineer. **Washington atty:** McKenna & Wilkinson

TULARE, Tulare County (ch. 27+)

UKLAH, Mendocino County (ch. 18)

VISALIA, Tulare County (ch. 43,49)

WATSONVILLE, Santa Cruz County (ch. 22—)

YREKA CITY, Siskiyou County (ch. 19)

YUBA CITY, Sutter County (ch. 52—)

COLORADO

ALAMOSA, Alamosa County (ch. 3—,19+)

BOULDER, Boulder County (ch. *12,22+)

CANON CITY, Fremont County (ch. 36)

COLORADO SPRINGS, El Paso County (ch. 11,13, *17+,23+)

KKTU (Dec. 7, 1952) **ch. 11**; power—visual 137.1kw; antenna height—1701 feet above average terrain, 197 feet above ground. **Address:** 512 S. Tejon St. **Phone:** Melrose 4-2314. **TWX:** Col Sp 581. **Licensee:** TV Colorado (original owner). **Ownership:** Gifford Phillips, 50%; Betty Z. Russell, 26.79%; James D. Russell, 23.21%. Mr. Phillips owns KGHF Pueblo, Colo. **Network:** CBS-TV (primary), ABC-TV (secondary). **Rep:** Bolling. **Highest hour rate:** \$250. **Color facilities:** network. **Executives:** James D. Russell, pres & gen mgr; Robert D. Ellis, vp & sales mgr; Carl Pehlman, program director; Jack East, promotion mgr; William Gear, news director; H. Cozine Strang, chief engineer. **Washington atty:** Hogan & Hartson.

KRDO-TV (Sept. 21, 1953) **ch. 13**; power—11.2kw visual, 5.62 kw aural; antenna height—630 feet above average terrain, 465 feet above ground. **Address:** 399 S. Eighth St. **Phone:** Melrose 2-1515. **TWX:** COL. SP 8423. **Licensee:** Pikes Peak Broadcasting Co. (acquired station Dec. 1, 1954). **Ownership:** Harry C. Hoth and son, Harry W. Hoth and wife, 53.9%; estate of William J. Gregory, 42.1% and others. **Network:** NBC-TV. **Rep:** J. Pearson Television; McGuire & Co. (Denver). **Highest hour rate:** \$225. **Executives:** Harry W. Hoth Jr., pres & gen mgr; J. E. Gardner, tv station mgr; Darold A. Wilkinson, business mgr; George W. Jeffrey, production coordinator; Harold Redabaugh, news director; Herbert Schubarth, chief engineer. **Washington atty:** Sutton & Daubin. **Radio affiliate:** KRDO.

CRAIG, Moffat County (ch. 19)

DELTA, Delta County (ch. 24—)

DENVER, Denver County (ch. 2,4—,*6—,7,9—,20, 26+)

KBTU (Oct. 12, 1952) **ch. 9**; power—visual 282kw, aural 161kw; antenna height—950 feet above average terrain, 273 feet above ground. **Address:** 1089 Bannock St., Zone 4. **Phone:** Anihurst 6-3801. **TWX:** DN 463. **Licensee:** TV Denver Inc. (acquired station May 1, 1955). **Ownership:** John C. Mullins, 50%; Webb & Knapp Inc., 50%. **Network:** ABC-TV (primary). **Rep:** Peters, Griffin, Woodward. **Highest hour rate:** \$750. **Executives:** John C. Mullins, pres; Joseph Herald, gen mgr; Robert Brown, national sales mgr; Gil Lee, coml mgr; Mann Reed, program director & film buyer; James L. Barker, promotion mgr; James H. Butts, chief engineer. **Washington atty:** Haley, Wellenberg & Kenahan.

KLZ-TV (Nov. 1, 1953) **ch. 7**; power—visual 266kw; antenna height—1010 feet above average terrain, 286 feet above ground. **Address:** 131 Speer Blvd., Zone 17. **Phone:** Main 3-4271. **TWX:** DN302. **Licensee:** Aladdin Broadcasting Corp. (acquired station June 23, 1954). **Ownership:** See "Newspaper Ownership" and Time Inc. Stations in "Group Ownership." **Network:** CBS-TV (primary). **Rep:** Katz. **Highest hour rate:** \$750. **Color facilities:** network. **Executives:** Hugh B. Terry, pres & gen mgr; Clayton H. Brace, assistant to the pres; Jack Tipton, station mgr; director of sales and film buyer; Paul Blue, program director; John Connors, promotion mgr; James Bennett, news director; Eugene Jenkins, chief engineer. **Washington atty:** Pierson, Ball & Dowd. **Radio affiliate:** KFLZ.

KOA-TV (Dec. 24, 1953) **ch. 4**; power—100kw visual, 50kw aural; antenna height—1,480 feet above average terrain, 833 feet above ground. **Address:** 1625 California St., Zone 2. **Phone:** Main 3-6211. **TWX:** DN 207. **Licensee:** Metropolitan Television Co. **Ownership:** Class A stockholders—William Grant, 11.83%; Thomas B. Campbell, 7.98%; Quigg Newton, 6.85%; Hendrie & Bolthoff Co., 31.02% and others. Class B stockholders—Bob Hope, 5%; James L. Saphier, 10% and others. Mr. Hope and group also own 50% of WREX-TV Rockford, Ill. **Network:** NBC-TV. **Rep:** NBC Spot Sales. **Highest hour rate:** \$750. **Color facilities:** network. **Executives:** William Grant, pres; Ralph Radetsky, gen mgr; Dick Harris, coml mgr; Heyward Siddons, program director & film buyer; Dean Faulkner, promotion mgr; John Henry, news director; Sid Davidson, chief engineer.

Washington atty: McKenna & Wilkinson
Radio affiliate: KOA.

***KRMA-TV** (non-commercial educational) (Jan. 30, 1956) **ch. *8**; power—15.5kw visual, 8.51kw aural; antenna—880 feet above average terrain, 210 feet above ground. **Address:** 12th & Welton Sts. **Phone:** Acoma 2-4561. **Licensee:** School District No. 1, City & County (original owner). **Executives:** Howard L. Johnson, executive officer.

KTVE (July 18, 1952) **ch. 2**; power—100kw visual, 50.1kw aural; antenna height—780 feet above average terrain, 201 feet above ground. **Address:** 550 Lincoln Road. **Phone:** Keystone 4-8281 **TWX:** DN 367. **Licensee:** KTVI Inc. (acquired station July 27, 1955). **Ownership:** Owned jointly by Gotham Broadcasting Corp. and Radio Hawaii Inc. For interests of Gotham see J. Elroy McGaw Stations; for Radio Hawaii see Founders Corp. Stations, both in "Group Ownership." **Rep:** Blair TV Assoc. **Highest hour rate:** \$500. **Executives:** David L. Meudelsohn, gen mgr; James B. Brennan, coml mgr; Ray Gallagher, program director; Lynn A. Christian, production mgr; William Talley, promotion mgr; Victor Cotton, news director; Robert Artman, chief engineer.

DURANGO, LaPlata County (ch. 6+,15)

FORT COLLINS, Larimer County (ch. 44+)

FORT MORGAN, Morgan County (ch. 15+)

GRAND JUNCTION, Mesa County (ch. 5—,21+)

KREX-TV (May 30, 1954) **ch. 5**; power—12.9 kw visual, 6.45kw aural; antenna height—10 feet below average terrain, 343 feet above ground. **Address:** P. O. Box 30 **Phone:** Chapel 2-5000. **Licensee:** Western Slope Broadcasting Co. (original owner). **Ownership:** See Rex G. Howell stations in "Group Ownership." **Network:** CBS-TV (primary), ABC-TV (secondary), NBC-TV (secondary). **Rep:** Holman. **Highest hour rate:** \$150. **Executives:** Rex G. Howell, pres & gen mgr; J. L. Robinson, coml mgr & program director; promotion mgr; Doug Weikle, news director; Jim Meyer, chief engineer. **Washington atty:** Miller & Schroeder. **Radio affiliate:** KREX.

GREELEY, Weld County (ch. 50)

LA JUNTA, Otero County (ch. 24)

LAMAR, Prowers County (ch. 12—,18—)

LEADVILLE, Lake County (ch. 14+)

LONGMONT, Boulder County (ch. 32)

LOVELAND, Larimer County (ch. 38)

MONTROSE, Montrose County (ch. 10+,18)

KREY-TV (Aug 18, 1956) **ch. 10**; power—617 w visual, 308 w aural; antenna—80 feet above average terrain; 112 feet above ground. **Address:** P. O. Box 30. **Phone:** Montrose 2. **Licensee:** Western Slope Broadcasting Co. (original owner). **Ownership:** See Rex G. Howell stations in "Group Ownership." **Network:** CBS, NBC, ABC. **Rep:** Holman; McGuire & Co. (Denver). **Highest hour rate:** KREY-TV operates as satellite of KREX-TV Grand Junction. **Executives:** Rex Howell, pres & gen mgr.

PUEBLO, Pueblo County (ch. 5,*8,28+,34—)

KCSJ-TV (June 13, 1953) **ch. 5**; power—visual 13.5kw, aural 6.76kw; antenna height—400 feet above average terrain, 470 feet above ground. **Address:** Big Hill. **Phone:** Lincoln 4-5732. **TWX:** PBS276. **Licensee:** Star Broadcasting Co. (acquired station in July, 1955). **Ownership:** Bankers Life & Casualty Co., 100%, which also owns KGA Spokane, Wash. **Network:** NBC-TV (primary). **Rep:** Pearson. **Highest hour rate:** \$225. **Executives:** Jim Croll, station mgr; Dick Kearney, business mgr; Ken Renfrow, chief engineer; Jack Sinclair, production mgr; Rose

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W. R. "IKE" TWINING
111 Sutter St., San Francisco
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or any office of
HAMILTON-STUBBLEFIELD-TWINING & ASSOCIATES, INC.

Tv Stations CONTINUED

COLORADO CONTINUED

PUEBLO (Continued)

KCSJ-TV (Continued)

Martino, women's director, Jack Craven, film editor; Sid Cohen, film buyer.
Washington atty: Keteen & Runt
Radio affiliate: KCSJ.

SALIDA, Chaffee County (ch. 25)

STERLING, Logan County (ch. 3.25—)

NEW (not on air, granted June 5, 1958, target date undetermined) ch. 8.

Address: c/o KHOL-TV Holdings, Neb.

Permittee: Ri-States Co.

Ownership: See Ri-States stations in "Group Ownership."

Rep: Meeker

Highest hour rate: (Station will operate as satellite of KHOL-TV Holdings, Neb.)

Executives: Dr. Wayne Brewster, pres; Jack Gilbert, station mgr.

Washington atty: Fisher, Wayland, Duvall, & Southward

TRINIDAD, Las Animas County (ch. 21—)

WALSENBURG, Huerfano County (ch. 30—)

CONNECTICUT

BRIDGEPORT, Fairfield County (ch. 43—49—, *71)

***WOTB** (non-commercial educational) (not on air, granted Jan. 29, 1953, target date unknown) ch. *71.

Address: c/o Comm. of Public Works, Hartford
Permittee: Connecticut State Board of Education.

Ownership: State-owned.

WICC-TV (March 29, 1953) ch. 43; power—15.3 kw visual, 9.1kw aural; antenna—688 feet above average terrain; 150 feet above ground.
Address: P. O. Box 9110, Phone Amherst 8-1401.

Licensee: Bridgeport Broadcasting Co. (original owner)

Ownership: Philip Merryman, 43.3%; Manning Slater, 16.3%; and others

Network: ABC-TV.

Rep: Young Television.

Highest hour rate: \$100

Executives: Philip Merryman, pres & gen mgr; Manning Slater, vp

Radio affiliate: WICC.

HARTFORD, Hartford County (ch. 3+18—,*24)

***WEDH** (non-commercial educational) (not on air, granted Jan. 29, 1953, target date unknown) ch. *24.

Address: c/o Comm. of Public Works, Hartford

Permittee: Connecticut State Board of Education.

Ownership: State-owned

WHCT (Aug. 1, 1953) ch. 18; power—visual 15kw, antenna height—610 feet above average terrain; 291 feet above ground

Address: 325 Asshup St., Zone 5, Phone: Jackson 7-2611, TWX: HFD 7-245.

Licensee: Columbia Broadcasting System (acquired station Sept. 16, 1956).

Ownership: See CBS Owned Stations in "Group Ownership."

Network: CBS-TV (primary)

Rep: CBS Television Spot Sales

Highest hour rate: \$700

Color facilities: network.

Executives: Harvey J. Struthers, gen mgr; Leland Thompson, coord mgr; John O. Downey, program director & film buyer; Joseph P. Dowling, promotion mgr; Charles Norwood, news director; Harold Parshug, chief engineer

WNBC (see New Britain).

WTIC-TV (Sept. 20, 1957) ch. 3; power—visual 10kw, aural 600kw; antenna height—311 feet above average terrain; 142 feet above ground.
Address: 17 Central Row, Zone 15, Phone: Jackson 5-9501, TWX: 372.

Licensee: The Travelers Broadcasting Service Corp.

Ownership: Travelers Insurance Co.

Rep: Harrington, Richter, & Parsons.

Highest hour rate: \$1000.

Videotape recorder: in operation.

Executives: Paul W. Moran, pres; Walter C. Johnson, vp & gen mgr; Irwin C. Cooper, vp & gen sales mgr; Leonard J. Patricelli, vp, program mgr & film buyer; Bernard L. Mullins, vp of public relations; Eugene Murlaty, promotion mgr; N. Thomas Patton, news director; Herman D. Taylor, chief engineer & plant mgr.

Washington atty: Kirkland, Fleming, Green, Martin & Ellis.

Radio affiliate: WTIC-AM-FM

MERIDEN, New Haven County (ch. 65—)

NEW BRITAIN, Hartford County (ch. 30—)

WNBC (Feb. 13, 1953) ch. 30; power—visual 15kw, aural 20kw; antenna height—170 feet above average terrain; 251 feet above ground

Address: 1122 New Britain Ave., West Hartford, 10, Phone: Adams 7-5551

Licensee: New Britain Broadcasting Co. (acquired station December, 1958).

Ownership: See NBC Owned Stations in "Group Ownership."

Network: NBC-TV

Rep: NBC Spot Sales.

Highest hour rate: \$600.

Color facilities: network.

Executives: Peter B. Kibbey, vp & gen mgr; Robert J. Bourdon, director of sales; Robert W. Gray, program mgr; Philip B. Hale, film buyer; Francis A. Wadlock, promotion mgr; Barry Roberts, news director; John F. Shields, operations manager.

Washington atty: Cahill, Gordon, Bender & Ohi.

Radio affiliate: WKNE

NEW HAVEN, New Haven County (ch. 8+59+)

WELI-TV (not on air, granted June 24, 1958, target date unknown) ch. 59.

Address: 221 Orange St.

Permittee: Connecticut Radio Foundation

Ownership: Richard W. Davis, 24.2%; Kate Frank, 33.8%; Edwin Schweitzer, 7.1%; and others

Radio affiliate: WELI

360,000 FRONT DOORS

Are a Lot of Front Doors...

KBTV, Denver, has the key to them all! KBTV invites you to use *their* key to take *your* product or service into the living room of every TV home in the rich Denver market, (plus 9 Community Antenna Systems).

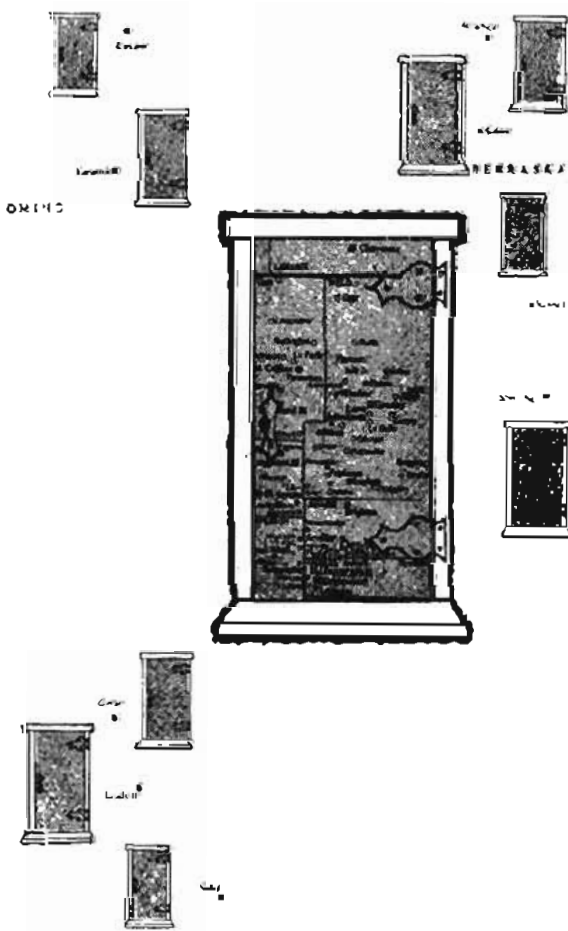
KBTV has won its vast, loyal audience through sheer strength of personality... its promotion... its publicity... and programming! *And* at the time of day and week when it counts most — for KBTV advertisers!

Open thousands of doors — and thousands of prosperous purses, for yourself in the Rocky Mountain Region! Call Peters, Griffin, Woodward, Inc., or KBTV, Channel 9, Denver for availabilities, including high-rated daytime or nighttime minutes on KBTV, Denver's *KEY* station!

*Last quotable figure was 352,100 TV homes, based on 1956 estimates.



John C. Mullins, President Joe Herold, Station Mgr.
 Represented Nationally by Peters, Griffin, Woodward, Inc.



Tv Stations CONTINUED

CONNECTICUT CONTINUED

NEW HAVEN (Continued)

WNHC-TV (June 15, 1948) ch. 8; power 316kw visual; 158kw aural; antenna height—720 feet above average terrain, 326 feet above ground.

Address: 1110 Chapel St., zone 8 **Phone:** Spruce 7-3611. **TWX:** NH 87.

Licensee: Triangle Publications Inc. (acquired station Aug. 28, 1956).

Ownership: See "Newspaper Ownership" and Triangle Stations in "Group Ownership."

Network: ABC-TV.

Rep: Blair-Tv.

Highest hour rate: \$1200.

Color facilities: network, local films, local slides.

Videotape recorder: in operation.

Executives: Edward D. Taddei, gen mgr; John F. Cundiff, sales mgr; Chester R. Cooper, program director; Howard W. Wessenberg, chief engineer.

Washington atty: Lyon, Wilner & Bergson.

Radio affiliates: WNHC-AM-FM.

NEW LONDON, New London County (ch. 26+, 81)

WNLC-TV (not on air, granted Dec. 31, 1952; target date unknown), ch. 26.

Permittee: The Thames Broadcasting Corp.

Ownership: Roderick L. Morcy and Family, 100%.

NORWALK (see STAMFORD)

NORWICH, New London County (ch. 57+, *63—)

***WGTV** (non-commercial educational) (not on air, granted Jan. 29, 1953) ch. *63.

Address: c/o Comm. of Public Works, Hartford.

Permittee: Connecticut State Board of Education.

STAMFORD-NORWALK, Fairfield County (ch. 27)

WSTP (not on air, granted May 27, 1953; target date unknown) ch. 27.

Address: Genesee Bldg., Buffalo, N. Y.

Permittee: Stamford-Norwalk Tv Corp.

Ownership: Prentiss M. Brown, 42.5%; Wendell Lund, 42.5%; Vincent M. Gaughan, 15%.

Executives: Prentiss Brown, pres.

WATERBURY, New Haven County (ch. 53)

WATR-TV (Sept. 4, 1953) ch. 53; power—24.5 kw visual, 12.5kw aural; antenna height—770 feet above average terrain, 120 feet above ground.

Address: 440 Meadow St. **Phone:** Plaza 5-1121.

Licensee: WATR Inc. (original owner).

Ownership: Harold and Lillian Thomas, 99.5%; B. J. Zucker, .5%. Mr. Thomas also owns WNAB Bridgeport.

Network: ABC-TV.

Rep: McGavren-Quinn.

Highest hour rate: \$200.

Executives: Harold Thomas, pres.

Radio Affiliate: WATR.

DELAWARE

DOVER, Kent Couply (ch. 40)

WILMINGTON, New Castle (ch. 12, *59—, 83+)
(Also see PHILADELPHIA, PA.)

WVUE (June 30, 1949) ch. 12; power—316kw visual; 190kw aural; antenna height—900 feet above average terrain, 836 feet above ground.

Address: 2809 Baynard Blvd. **Phone:** Olympia 6-8171.

Licensee: Storer Broadcasting Co. (acquired station May 23, 1957).

Ownership: See Storer Broadcasting Co. in "Group Ownership."

Rep: Katz

Highest hour rate: \$1,200.

Executives: George B. Storer, pres; Terry Lee, managing director; Joseph W. Evans, general sales mgr; Robert H. Marshall, program director; William Jackson, chief engineer.

Washington atty: Robert Jones.

DISTRICT OF COLUMBIA

WASHINGTON, D. C. (ch. 4—, 5—, 7+, 9, 14—, 20+, *26—, 50—)

WMAL-TV (Oct. 3, 1947) ch. 7; power—visual 316kw, aural 158.5kw; antenna height—500 feet above average terrain, 398 feet above ground.

Address: 4461 Connecticut Ave. N.W., Zone 8. **Phone:** Kellogg 7-1100. **TWX:** 60.

Licensee: The Evening Star Broadcasting Co.

Ownership: The Evening Star Newspaper Co. See "Newspaper Ownership."

Network: ABC-TV (primary).

Rep: H-R Television.

Highest hour rate: \$1,750.

Executives: John W. Thompson Jr., pres; Frederick S. Houwink, gen mgr; Neal J. Edwards, coml mgr; Theodore N. McDowell, program mgr & film buyer; E. Haywood Meeks, promotion mgr; Allan T. Powley, chief engineer.

Washington atty: Hogan & Hartson.

Radio affiliates: WMAL-AM-FM

WOOK-TV (not on air, granted Feb. 24, 1954; target date unknown) ch. 14.

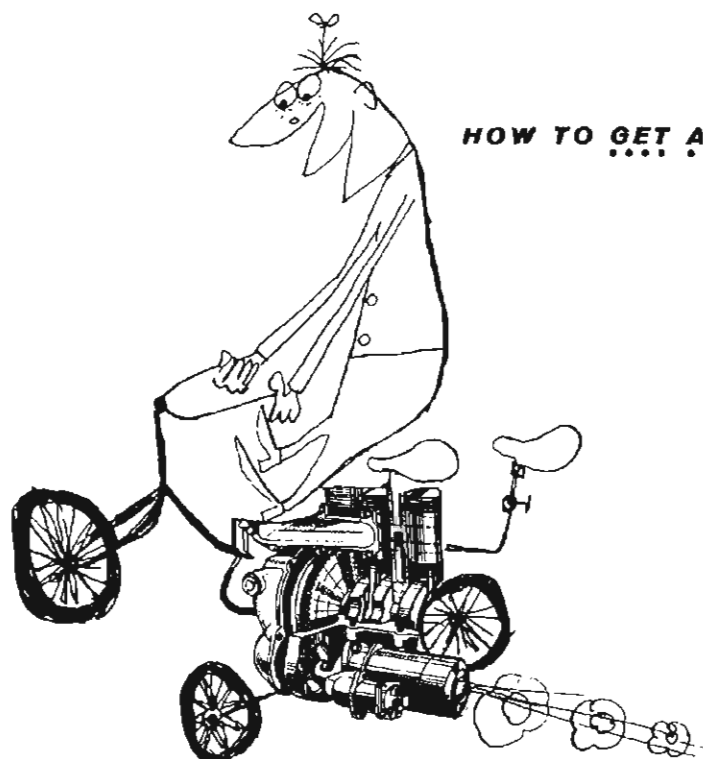
Address: Eighth & Eye Sts., N.W.

Permittee: United Broadcasting Co.

Ownership: See United Broadcasting Co. Stations in "Group Ownership."

Executives: Richard Eaton, pres.

Radio affiliate: WOOK, WFAN (FM).



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But WMAL-TV's
is the better way.
Recipe: Combine aggressive,
imaginative programming
with equally
imaginative scheduling . . .
stir in equal parts
of showmanship
and promotion.
Result: WMAL-TV's
light and airy
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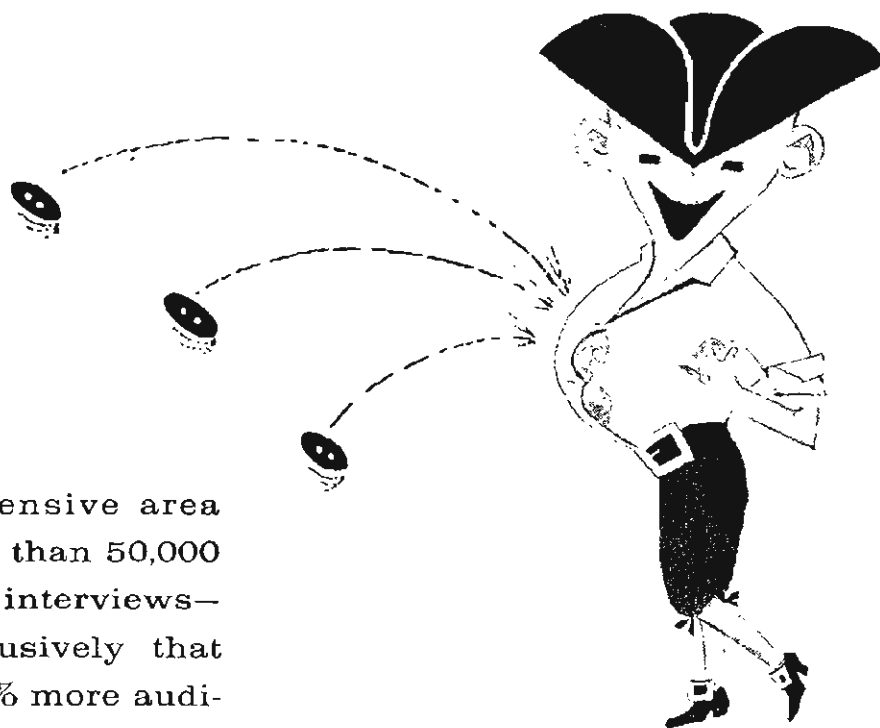
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In the most comprehensive area study ever made—more than 50,000 telephone coincidental interviews—Trendex proves conclusively that WNHC-TV delivers 75% more audience than second station from 6 PM-midnight; and more audience than all three Hartford stations COMBINED from 11 PM-midnight! Only WNHC-TV can do the whole job from Massachusetts throughout Connecticut to Long Island...a vast area of 909,680 TV homes. Blair-TV has the facts.

Sources: Trendex Area Study, June 26-July 2, 1958 / Nielsen NCS #2, Spring 1956 / ARF, U.S.A. Television Households, March 1958

Operated by: Radio and Television Div. / Triangle Publications, Inc. / 46th & Market Sts., Philadelphia 39, Pa.
WFIL-AM • FM • TV, Philadelphia, Pa. / **WBNF-AM • FM • TV**, Binghamton, N.Y. / **WLBR-TV**, Lebanon-Lancaster, Pa.
WFBG-AM • TV, Altoona-Johnstown, Pa. / **WNHC-AM • FM • TV**, Hartford-New Haven, Conn.
Triangle National Sales Office, 485 Lexington Avenue, New York 17, New York



A TRIANGLE STATION

WNHC-TV

HARTFORD-NEW HAVEN, CONN.

Channel 8

ABC-TV • BLAIR-TV

Tv Stations CONTINUED

DISTRICT OF COLUMBIA CONTINUED

WASHINGTON (Continued)

WRC-TV (June 27, 1947) ch. 4; power—100kw visual; 50kw aural; antenna height—573 feet above average terrain; 459 feet above ground.

Address: 4001 Nebraska Ave., Zone 16 **Phone:** Poperson 2-4000. **TWX:** WA 94.

Licensee: National Broadcasting Co. (original owner).

Ownership: See NBC Owned Stations in "Group Ownership."

Network: NBC-TV.

Rep: NBC Spot Sales.

Highest hour rate: \$1,250.

Color facilities: network, local live, local film, local slides.

Executives: Carleton D. Smith, vp & gen mgr; William E. Coyle, director of tv sales, promotion, advertising & public relations; Weston T. Harris, program director & film buyer; Ralph H. Metcalfe, mgr of promotion & advertising; Cassius Keller, news director; L. A. McLelland, director of operations; John Rogers, engineer in charge.

Washington atty: Cahill, Gordon Reindel & Co.

Radio affiliates: WRC-AM-FM.

WTOP-TV (Jan 16, 1949) ch. 9; power—310 kw visual; 170kw aural; antenna height—339 feet above average terrain; 373 feet above ground.

Address: 400th & Brandywine Sts., N.W., Zone 16 **Phone:** Emerson 2-3400. **TWX:** WA 63.

Licensee: Washington Post Company (acquired station June 1950).

Ownership: See "Newspaper ownership" and Washington Post Stations in "Group Ownership."

Network: CBS-TV.

Rep: CBS Television Spot Sales.

Highest hour rate: \$1500.

Color facilities: network, local film, local slides.

Executives: John S. Hayes, pres; Washington Post Broadcast Div.; George F. Hartford, vp & gen mgr; Robert A. J. Bordley, sales mgr; Thomas B. Jones, director of programs & film buyer; Robert M. Adams, director of pro-

motion; Edward P. Ryan, director of news and public affairs; Donald Cooper, chief engineer.

Washington atty: Livingston & Burlingame.

Radio affiliates: WTOP-AM-FM.

WTTG (Nov. 29, 1946) ch. 5; power—50kw visual; 25kw aural; antenna height—350 feet above average terrain; 405 feet above ground.

Address: Raleigh Hotel. **Phone:** Sterling 7-2300. **TWX:** WA 426.

Licensee: Metropolitan Broadcasting Corp. (original owner).

Ownership: See Metropolitan Broadcasting Corp. stations in "Group Ownership."

Rep: Weed Television.

Color facilities: network.

Highest hour rate: \$1,300.

Executives: Bernard Goodwin, pres; John McArdle, gen mgr; Elizabeth Rain, film buyer; Charles Heaton, promotion mgr; Matthew Warren, news director; Malcolm Burleson, chief engineer.

FLORIDA

BELLE GLADE, Palm Beach County (ch. 27-)

BRADENTON, Manatee County (ch. 28-)

CLEARWATER, Pinellas County (ch. 32+50)

DAYTONA BEACH, Volusia County (ch. 2-53)

WESH-TV (June 11, 1955) ch. 3; power—visual 100kw, aural 60kw; antenna height—410 feet above average terrain; 998 feet above ground.

Address: P.O. Box 1712 **Phone:** Clinton 3-6501. **TWX:** 361.

Licensee: Tetrad Inc. (acquired station while still under construction in May 1956).

Ownership: See John H. Perry Stations in "Group Ownership." Also see "Newspaper Ownership."

Network: NBC-TV (primary).

Rep: Avery-Knodel.

Highest hour rate: \$400.

Color facilities: network.

Executives: John H. Perry Jr., pres; Thomas S. Gilchrist Jr., vp & gen mgr; Walter Strauss, station mgr & film buyer; Thomas J. (Jack) Newsom, gen sales mgr; James B. Smith, pro-

gram & news director; Dean Matlin, director of research & promotion; Rescher Hayford, technical director.

Washington atty: Dempsey & Kopyovitz.

DE LAND, Volusia County (ch. 44+)

FORT LAUDERDALE, Broward County (ch. 17-39)

WTVT (suspended operation, but has not moved in construction permit) ch. 17.

Address: 6299 Hallandale Blvd.

Permittee: Corbin Investment Co.

Ownership: Russell E. Lowell, 17.3%; Mortimer W. Lowell, 15.5%; George W. English, 11.1%; G. J. Richardson, 11.3%; L. Coleman Judd, 8.7%; James H. Kirkwood, 5.1%.

Executives: Mortimer Lowell, pres.

FORT MYERS, Lee County (ch. 11+)

WINX-TV (March 1954) ch. 11; power—visual 12kw aural 6kw; antenna height—315 feet above average terrain.

Address: P.O. Box 1072. **Phone:** Edison 1-1131.

Licensee: Fort Myers Broadcasting Co. (original owner).

Ownership: Arthur B. McBride Jr., 50%; Edward J. McBride, 50%.

Network: ABC-TV, CBS-TV.

Rep: Walker-Rawall.

Highest hour rate: \$180.

Executives: Edward McBride, pres; A. J. Bauer, gen mgr, coml mgr & film buyer; Frank Nollie, program director; David Howell, promotion mgr; Vernon Lundquist, news director; Bob Bachman, chief engineer.

Washington atty: Dempsey & Kopyovitz.

Radio affiliate: WINX.

FORT PIERCE, Saint Lucie County (ch. 19)

WTVI (not on air, granted April 19, 1954; target date unknown) ch. 19.

Address: RFD 4, Riviera Beach, Fla.

Permittee: Gene T. Dyer.

Ownership: Mr. Dyer's wife, Evelyn, owns 10% of WGES Chicago.

GAINESVILLE, Alachua County (ch. *5-20+)

***WUPT** (non-commercial educational) (not on air, granted target date fall 1954) ch. *5.

Address: c/o U. of Florida.

Permittee: Board of Control, U. of Florida.

Channel 2, Florida

• DOMINATES AMERICA'S 4th FASTEST GROWING MARKET!
• COVERS MORE OF FLORIDA THAN ANY OTHER TELEVISION STATION!

1,000 FOOT TOWER



100,000 WATTS

— 1956 - 57 MARKET EXPANSION —

- Population up 8.4%!
- Buying Power up 15.0%!
- Total Retail Sales up 13.0%!
- Food Store Sales up 17.9%!

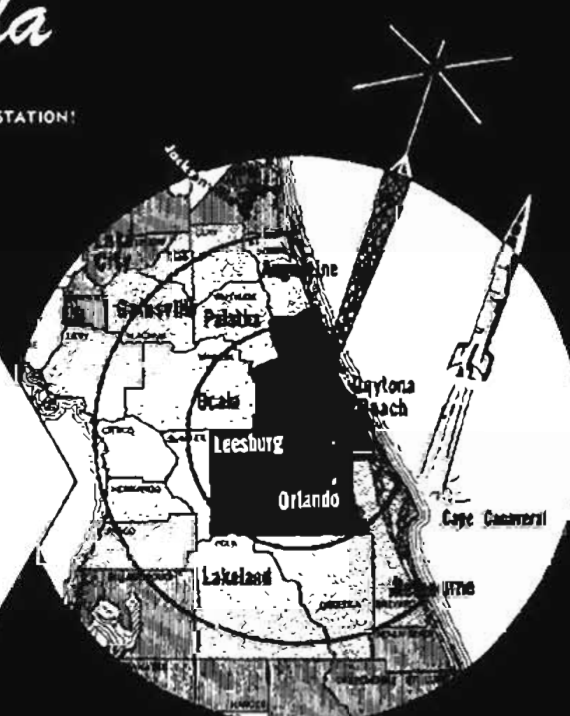
— 191,160 TELEVISION HOMES —

"Your Best Buy is Florida's Channel 2"

WESH-TV

General Office, Daytona Beach, Florida

EVERY-KNODEL, INC., National Representatives



TO:

<i>Polly Allen</i>	<i>Vance Hicks</i>	<i>Tom Reilly</i>
<i>Robert Atwood</i>	<i>Richard Hoffman</i>	<i>Lorraine Ruggiero</i>
<i>Mildred Backus</i>	<i>Dorothy Houghey</i>	<i>Joan Rutman</i>
<i>Aileen Barry</i>	<i>Joseph Hudack</i>	<i>Jay Schoenfeld</i>
<i>David Belnaves</i>	<i>Joan Illmensee</i>	<i>Genevieve Schubert</i>
<i>John Bestecki</i>	<i>Arthur Jones</i>	<i>James L. Shannon</i>
<i>Philip Birch</i>	<i>Richard P. Jones</i>	<i>Jayne Shannon</i>
<i>Joan Blackman</i>	<i>Louis J. Kennedy</i>	<i>George Simko</i>
<i>L. J. Boyce</i>	<i>Robert Kibrick</i>	<i>Jean Simpson</i>
<i>Philip Branch</i>	<i>Paul Kizenberger</i>	<i>Anne Slattery</i>
<i>Richard Branigan</i>	<i>Edward Kobza</i>	<i>Isabelle Standard</i>
<i>Charles N. Campbell</i>	<i>Bobby Landers</i>	<i>Joan Stark</i>
<i>Jack Cummings</i>	<i>James O. Luce, Jr.</i>	<i>Grace Stewart</i>
<i>Vincent Daraio</i>	<i>Frank Marshall</i>	<i>Warren Stewart</i>
<i>Vincent T. Deluca</i>	<i>Leonard Matthews</i>	<i>Philip Stumbo</i>
<i>John M. Flournoy</i>	<i>Mary McHugh</i>	<i>Jeanne Sullivan</i>
<i>Donald Foote</i>	<i>Arthur Meagher</i>	<i>J. R. Telisky</i>
<i>Frank Gianattasio</i>	<i>F. C. Miller</i>	<i>Dorothy Thornton</i>
<i>Thomas Glynn</i>	<i>Kay Morgan</i>	<i>Richard Vorce</i>
<i>Frank Grady</i>	<i>Merle Myers</i>	<i>John J. Walsh</i>
<i>Laura Hall</i>	<i>Jo Napoli</i>	<i>Tee Watson</i>
<i>W. A. Hammond</i>	<i>J. J. Passmore</i>	<i>Helen Wilbur</i>
<i>J. J. Hartigan</i>	<i>William Pellenz</i>	<i>Charles Willard</i>
<i>John T. Hartigan</i>	<i>Renee Ponik</i>	<i>Thomas A. Wright, Jr.</i>
<i>Helen Hartwig</i>	<i>Betty Powell</i>	<i>Ruth Zozula</i>

A WRC-TV SPOT CAMPAIGN HELPS YOUR NETWORK TV CLIENT CASH IN ON WASHINGTON'S NEW MONEY!

Big things happen when you have a spot campaign on WRC-TV. For example, with the addition of WRC-TV's 14/50 plan — 14 announcements per week at 50% discount — you can triple the audience now reached by your client's network television show. Here's a sample:

½-HOUR NIGHTTIME TV PROGRAM	PLUS 14/50 PLAN
Percentage of homes reached per week . . . 17.7	55.0
Number of homes reached per week . . . 89,500	287,100
Average frequency per home per week . . . 1.0	2.0
Total net cost per week \$1,590	\$2,210

It is important that you have a strong schedule in the Washington market since a recent Federal pay raise has placed an additional \$135 million per annum in the hands of Capital consumers.

There has never been a better time to go all-out in your Washington campaign. Contact WRC-TV or NBC Spot Sales *now* for all the details of a sales-winning spot schedule. **WRC-TV-4**

THE NBC LEADERSHIP STATION IN WASHINGTON, D. C.
SOLD BY NBC SPOT SALES Source: A. C. Nielsen Co.

Tv Stations CONTINUED

FLORIDA CONTINUED

JACKSONVILLE, Duval County (ch. 4+, *7, 12—, 30+, 36—)

WFGA-TV (Sept. 1, 1957) **ch. 12**; power—316 kw visual; 200 kw aural; antenna height—940 feet above average terrain, 996 feet above ground.

Address: 1070 E. Adams, Zone 1. **Phone:** Elgin 6-3381. **TWX:** JK 362.

Licensee: Florida-Georgia Television Co. (original owner).

Ownership: George H. Hodges and Alexander Brest, each 26%; Harold S. Cohn, 19%; Wometco Television & Theatre Co., 10%; Mitchell Wolfson and Sidney Meyer, each 5%. Mr. Cohn also owns WRHC Jacksonville. For Wolfson-Meyer interests see Wolfson-Meyer Stations in "Group Ownership."

Network: NBC-TV.

Rep: Peters, Griffin, Woodward.

Highest hour rate: \$600.

Color facilities: network, local live, local film, local slides.

Executives: George Hodges, pres; Jesse H. Cripe, vp, gen mgr & film buyer; Ralph Nimmons, coml mgr; Rusty Bruton, program director; William G. Walker, promotion mgr; Harold Baker, news director; Harry Wingfield, chief engineer.

Washington atty: Koteen & Burt.

***WJOT** (non-commercial) (1958) **ch. *7**; power—14.8kw visual, 7.4kw aural; antenna height—840 feet above average terrain, 996 feet above ground.

Address: 605 Ocean St. **Phone:** Elgin 5-8871.

Licensee: Educational Tv Inc. (original owner).

Ownership: Local non-profit organization.

Executives: Dr. Heywood Dowling, pres; Dr. William K. Cumming, gen. mgr.

WJHP-TV (Dec. 12, 1953) **ch. 36** (Suspended operations Oct. 25, 1957).

Licensee: The Jacksonville Journal Co.

Ownership: See John H. Perry Stations in "Group Ownership." Also see "Newspaper Ownership."

WJXT (September 1949) **ch. 4**; power—visual 100kw, aural 69.2kw; antenna height—930 feet above average terrain, 996 feet above ground.

Address: 605 South Main St., Zone 7. **Phone:** Exbrook 8-0501. **TWX:** JK367.

Licensee: The Washington Post Co. (acquired station February 1953).

Ownership: See Washington Post Stations in "Group Ownership." Also see "Newspaper Ownership."

Network: CBS-TV (primary), ABC-TV (secondary).

Rep: CBS Television Spot Sales

Highest hour rate: \$850.

Color facilities: network.

Executives: Glenn Marshall Jr., pres; Charlie Stone, vp; Dave Booher, coml mgr; Leonard Mosby, program director & film buyer; Phil McMahon, promotion mgr; Bill Grove, news director; Ernest Vordermark, chief engineer.

Washington atty: Covington & Burling.

KEY WEST, Monroe County (ch. 14+, 20)

LAKE CITY, Columbia County (ch. 33+)

LAKELAND, Polk County (ch. 16+, 22+)

LAKE WALES, Polk County (ch. 14)

LEESBURG, Lake County (ch. 26—)

MARIANNA, Jackson County (ch. 17+)

MELBOURNE, Brevard County (ch. 37—)

MIAMI, Dade County (ch. *2, 4, 6, 7—, 10+, 23—, 33)

WQXT (July 29, 1956) **ch. 7**; power—visual 316kw, aural 158kw; antenna height—950 feet above average terrain, 991 feet above ground.

Address: P. O. Box 38M, Zone 38. **Phone:** Plaza 1-6692.

TWX: 177

Licensee: Biscayne Television Corp. (original owner).

Ownership: Niles Trammell, 15%; Cox interests, 42.5%; Knight interests, 42.5%. Mr. Trammell is former NBC president. Cox stockholders: James M. Cox Jr., 25.5%; J. Leonard Reinsch, 5%; D. J. Mahoney, 5%; James M. LeGate, 3.5%; Milton C. Scott, 3.5%. Knight stockholders: John S. Knight, 17.5%; James L. Knight, 10%; Lee Hillis, 5%; Owen F. Uridge, 5%; C. Blake McDowell, 5%. For Cox interests see James M. Cox Stations in "Group Ownership." For Knight interests see Knight Stations in "Group Ownership." Also see "Newspaper Ownership."

Rep: NBC Spot Sales.

Highest hour rate: \$950.

Color facilities: network, local film, local slides.

Washington atty: Hogan & Hartson.

Radio affiliate: WCKR.

WGBS-TV (suspended operation, but has not turned in construction permit) **ch. 23**.

Address: c/o WGBS, 1605 Biscayne Blvd.

Permittee: Storer Broadcasting Co.

Ownership: See "Newspaper Ownership" and Storer Broadcasting Co. stations in "Group Ownership."

Radio affiliates: WGBS-AM-FM

WMFL (not on air, granted Dec. 9, 1953; target date unknown) **ch. 33**.

Permittee: Miami Biscayne Tv Corp.

Ownership: Irving Kipnis, 50%; Nathaniel J. Klein, 20%; Rex Rand, 20%; and Edward Mercer, 10%. Mr. Rand controls WINZ Hollywood-Miami and is part owner of WEAT-TV West Palm Beach.

WPST-TV (Aug. 2, 1957) **ch. 10**; power—visual 316kw, aural 191kw; antenna height—933 feet above average terrain, 973 feet above ground.

Address: Biscayne Blvd & 21st St. **Phone:** Franklin 4-6501.

TWX: MM 289.

Licensee: Public Service Television Inc. (original owner).

Ownership: National Airlines Inc., 100%

Network: ABC-TV.

Rep: Petry

Color facilities: network.

Executives: Walter Koessler, gen mgr.

***WTHS-TV** (non-commercial, educational) (Aug. 12, 1955) **ch. *2**; power—visual 9.55kw, aural, 5.75kw; antenna height—280 feet above average terrain, 300 feet above ground.

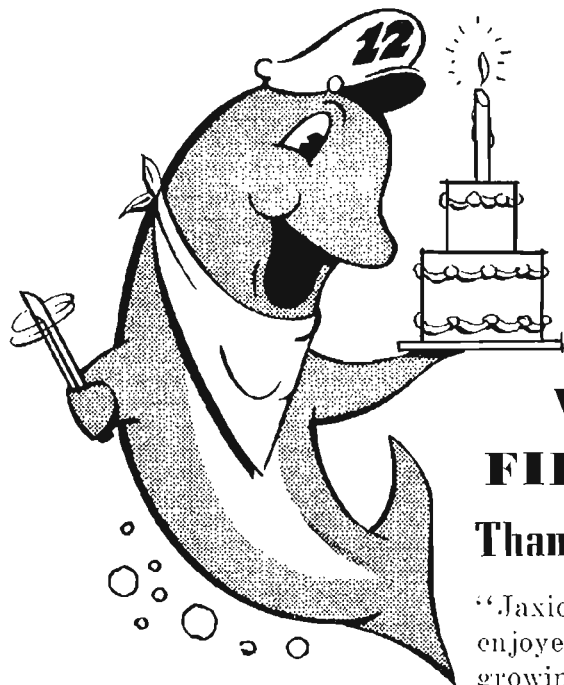
Address: 275 N.W. 2nd St., Zone 36. **Phone:** Franklin 4-7281.

Licensee: Board of Public Instruction of Dade County.

Executives: Vernon Bronson, gen mgr; John Felton, program director; Herb Evans, chief engineer.

Washington atty: Krieger & Jorgenson.

Radio affiliate: WTHS-FM.



WOW!

**WHAT A
FIRST YEAR!
Thanks A Million Folks**

"Jaxie" and WFGA-TV have enjoyed one year of steadily growing popularity down in

Jacksonville—focal point of a \$1½ billion 64-county Florida-Georgia area. During the year, the station won national honors in Two Station Markets, winning 2nd place for General Audience Promotion and 2nd place in Sales Promotion in the Television Age-Billboard promotion competition.

We want to express our appreciation to our good friends and patrons, the agency people and time buyers throughout the country.

"Jaxie" the porpoise with a purpose, is beginning his second year with the same avowed aim—to provide top-flight programming! . . . excellent promotion! . . . hard-hitting merchandising!

Basic NBC Affiliate, plus selected ABC Programming.

Represented by Peters, Griffin, Woodward, Inc.

WFGA-TV Channel 12
Jacksonville, Florida
FLORIDA'S COLORFUL STATION

Announcement

.....

**WMBR-TV, Channel 4,
Jacksonville, Florida,
has changed its
call letters to**

WJXT
.....

Channel 4

An Affiliate of the CBS Television Network

Represented by CBS Television Spot Sales

Operated by The Washington Post Broadcast Division

Tv Stations CONTINUED

FLORIDA CONTINUED

MIAMI (Continued)

WTVJ (March 21, 1949) **ch. 4**; power—visual 100kw, aural 50kw; antenna height—933 feet above average terrain, 933 feet above ground. **Address:** 316 North Miami Ave., Zone 31. **Phone:** Franklin 4-6262. **TWX:** MM-92. **Licensee:** WTVJ Inc. (original owner). **Ownership:** See Wolfson-Meyer Stations in "Group Ownership." **Network:** CBS-TV (primary). **Rep:** Peters, Griffin, Woodward. **Highest hour rate:** \$1109. **Color facilities:** network, local film, local live, local slides. **Executives:** Mitchell Wolfson, pres; Lee Ruwitch, executive vp & gen mgr; Richard F. Wolfson, legal director; Bill Brazzil, gen sales mgr; Lee Waller, program director; Louis Wolfson, assistant to executive vp; Burt Toppan, promotion manager; Ralph Reulick, news director; Earl Lewis, chief engineer. **Washington atty:** Cohn & Marks.

OCALA, Marion County (ch. 15+)

ORLANDO, Orange County (ch. 6—,9,18,*24—,47)

WDBO-TV (July 1, 1954) **ch. 6**; power—visual 100kw, aural 50kw; antenna height—546 feet above average terrain, 534 feet above ground. **Address:** P.O. Box 1833. **Phone:** Cherry 1-1491. **TWX:** OR 7088. **Licensee:** Cherry Broadcasting Co. (acquired station May 17, 1954). **Ownership:** See William S. Cherry Stations in "Group Ownership." **Network:** CBS-TV (primary). **Rep:** Blair Television Assoc. **Highest hour rate:** \$459. **Color facilities:** network. **Executives:** Harold P. Danforth Sr., gen mgr; Mrs. Agnes A. Carlson, sales co-ordinator; Walter E. Steeles, program director & film buyer; Harold P. Danforth Jr., film director; Peggy Davis, promotion director; Phil Brook, news director; J. E. Yarbrough, chief engineer. **Washington atty:** Dow, Lohnes & Albertson. **Radio affiliates:** WDBO & WDBO-FM

WEAL-TV (not on air, granted Sept. 21, 1955; target date unknown) **ch. 18**. **Address:** P. O. Box 7517. **Permittee:** Orange County Broadcasters Inc. **Ownership:** James H. Sawyer, 100%. Mr. Sawyer also owns WABR Winter Park and WKCO Cocoa, Fla. **Radio affiliate:** WABR Winter Park, Fla.

WLOF-TV (Feb. 1, 1958) **ch. 9**; power—visual 316kw, aural 158kw; antenna height—691 feet above average terrain, 650 feet above ground. **Address:** 639 W. Central Ave. **Phone:** Garden 4-8537. **TWX:** OR 7015. **Licensee:** Mid-Florida Television Corp. (original owner). **Ownership:** Class A—H. N. Roth, 3.57%; Dr. A. H. Spivack, 3.33%; Dr. Alvin H. Savage, 3.33%; Donn R. Colee, 2.67%; Harry Braverman, 2.38% and others. Class B—John W. Kluge, 18%; Joseph L. Brechner, 17.33%; Vasil Polyzois, 14.76%; Harris H. Thomson, 10%; Mrs. J. W. Kluge, 6.67%. For Kluge interests see John W. Kluge Stations in "Group Ownership." Mr. Brechner owns 100% of WHMS-AM-FM Charleston, W. Va.; 55% of WERC-AM-FM Erie, Pa., and 26% of WLOF Orlando, Fla. Mr. Polyzois owns 40% of WERC-AM-FM Erie, Pa., and 22% of WLOF. Mr. Thomson owns 52% of WLOF. **Network:** ABC-TV **Rep:** Young Television **Highest hour rate:** \$400. **Executives:** Joseph L. Brechner, pres; Donn R. Colee, gen mgr; Mrs. Lee Hall, coml mgr; Walter Baker, program director; Ernie Louge, news director; Dodd Daniel, chief engineer. **Washington atty:** Cohn & Marks **Radio affiliates** WLOF.

PALATKA, Putnam County (ch. 17)

PANAMA CITY, Bay County (ch. 7+ ,13,*30,36+)

WJDM (Dec. 1, 1953) **ch. 7**; power—visual 933kw, aural 53kw; antenna height—180 feet above average terrain, 487 feet above ground. **Address:** P.O. Box 428. **Phone:** Adams 1-2251. **TWX:** 300. **Licensee:** WJDM-TV, Inc. (acquired station July, 1957). **Ownership:** Mel Wheeler, 98%; Vinny R. Wheeler, 2%. Mr. Wheeler owns WTVT Titusville, Fla., and WSCM Panama City Beach, Fla.; he is 25% owner of WEAR-TV Pensacola and WFNM DeFuniak Springs, Fla. **Network:** ABC-TV (secondary), CBS-TV (secondary), NBC-TV (secondary). **Rep:** Hollingbery. **Highest hour rate:** \$175. **Executives:** Mel Wheeler, pres; Milt de Reyna, vp & national sales mgr; Hugh Barclay, gen mgr; Byron Hayford, coml mgr; William M. Becker, program director; Lawrence W. Mehan, news director; Claude Maenza, chief engineer. **Washington atty:** Welch, Mott & Morgan. **Radio affiliate:** WSCM (c.p.)

PENSACOLA, Escambia County (ch. 3—,15—,*21, 46)

WEAR-TV (Jan. 14, 1954) **ch. 3**; power—visual

55.4kw, aural 33.2kw; antenna height—577 feet above average terrain, 620 feet above ground. **Address:** P.O. Box 431. **Phone:** Glendale 5-7311. **TWX:** PSS2. **Licensee:** Gulfport Broadcasting Corp. (original owner). **Ownership:** Charles W. Smith, 51%; Mel Wheeler, 25%; A. Clifton Johnson and F. M. Turner Jr., each 12%. For Mr. Wheeler's other ownership, see WJDM(TV) Panama City, Fla. **Network:** ABC-TV (secondary), CBS-TV (secondary). **Rep:** Hollingbery. **Highest hour rate:** \$350. **Executives:** Mel Wheeler, pres & gen mgr; Milt de Reyna Jr., assistant gen mgr; Jack Kenney, program director & promotion mgr; Ed Chapman, news director; Gene Sudduth, chief engineer. **Washington atty:** Welch, Mott & Morgan.

WPFA-TV (suspended operation, but has not turned in construction permit) **ch. 15**. **Address:** P. O. Box 27. **Permittee:** Charles W. Lamar Jr. **Ownership:** See Charles W. Lamar Stations in "Group Ownership." **Radio affiliate:** WPFA.

QUINCY, Gadsden County (ch. 54+)

ST. AUGUSTINE, St. Johns County (ch. 25+)

ST. PETERSBURG (See TAMPA)

SANFORD, Seminole County (ch. 35+)

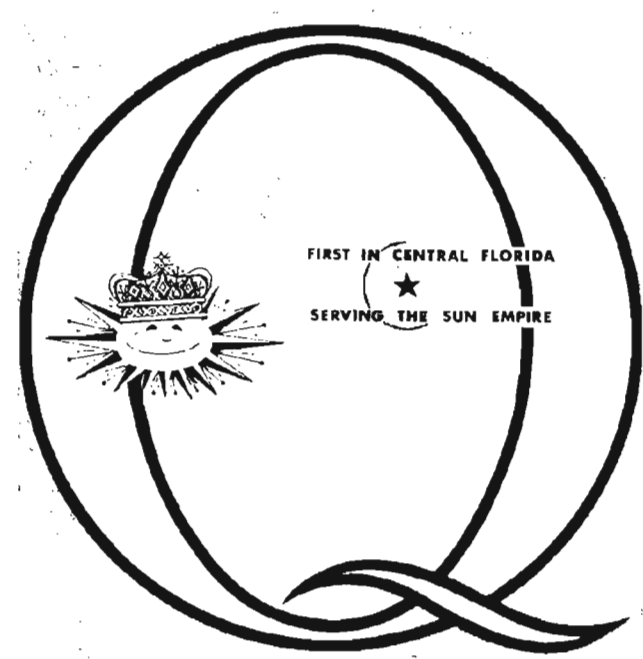
SARASOTA, Sarasota County (ch. 34+)

TALLAHASSEE, Leon County (ch. *11—, 24, 51)

WCTV (Sept. 15, 1955) **ch. 6** (for full listing see Thomasville, Ga.).

TAMPA (Hillsborough County)-ST. PETERSBURG (Pinellas County) (ch. *3, 8—,10—,13—,38)

WEDU (non-commercial, educational) (target date: September 1958) **ch. *3**; power—visual 5kw, aural 2.4kw; antenna height—500 feet above average terrain, 529 feet above ground. **Address:** P.O. Box 3401. **Phone:** 2-6705. **Licensee:** Florida West Coast Educational Television, Inc. **Executives:** Robert Guthrie, chmn of board; C. W. Mason, gen mgr; Daniel H. Smith, chief engineer. **Washington atty:** Krieger & Jorgensen.



WDBO on the air 1924—FIRST IN RADIO
 WDBO-TV on the air 1954—FIRST IN TV
 CBS Affiliation—FIRST ON RADIO and TV
 WDBO 580 Kc. • 5000 WATTS • CBS
 WDBO-FM 92.3 Mc • 25,000 WATTS • CBS
 WDBO-TV Ch. 6 • 100,000 WATTS • CBS

QUALITY STATION—QUALITY MARKET

FLORIDA'S 4th MARKET
 SERVING 193,200 Radio Homes
 REACHING 199,000 TV Homes

... ORLANDO, FLORIDA ...
CHERRY BROADCASTING Co.

Natl. Rep.: John Blair & Co. and Blair Television Associates, Inc.
 Southeastern: Harry Cummings

Only **WTVJ** gives you **TOTAL COVERAGE***

**...of the
gigantic
South Florida
market!**

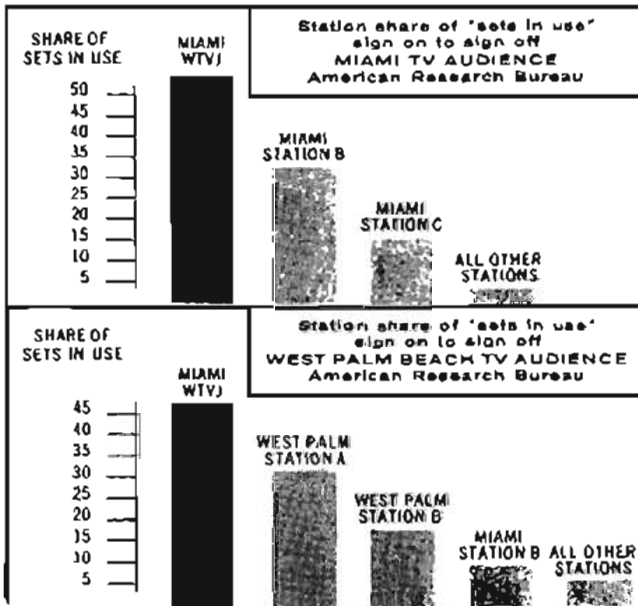
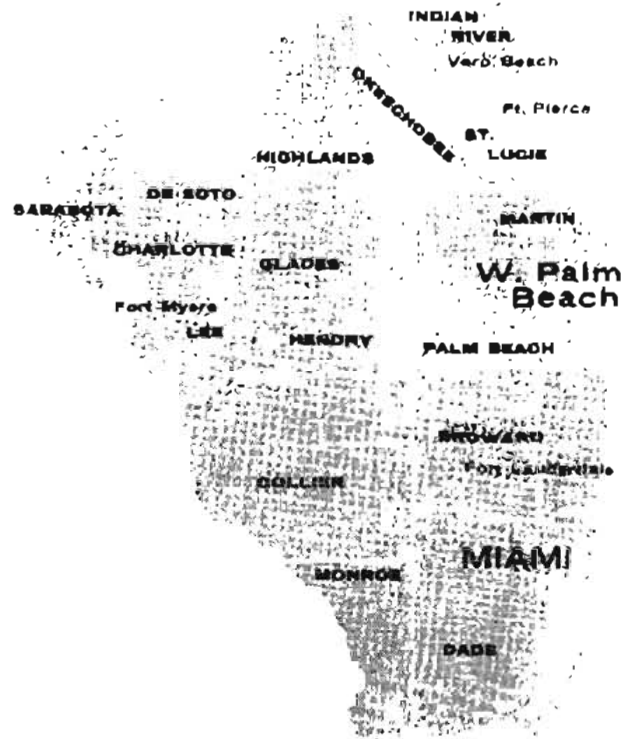
Population 1,429,300
 TV Families 359,799**
 Total Retail Sales \$2,466,271,000
 Food Store Sales \$ 564,819,000
 Drug Store Sales \$ 91,292,000
 Automotive Sales \$ 490,955,000

**Television Magazine, February 1958

***Only WTVJ gives you
unduplicated coverage!**

WTVJ presents the only unduplicated network shows in South Florida... deliver greatest share of audience in both Miami and Palm Beach!

WTVJ does not rest on its network dominance, but commands top ratings with local shows, too. Ask your PGW colonel!



Key West

WTVJ • 4

MIAMI

Represented by Peters, Griffin, Woodward, Inc.

Tv Stations CONTINUED

FLORIDA CONTINUED

TAMPA-ST. PETERSBURG (Continued)

WFLA-TV (Feb. 14, 1955) **ch. 8**; power—visual 316kw, aural 155kw; antenna height—1,049 feet above average terrain, 1,053 feet above ground.

Address: 905 Jackson St., Zone 1. **Phone:** 2-0181. **TWX:** TP 8000.

Licensee: The Tribune Co. (original owner). **Ownership:** Same as Tampa Tribune. Owned mostly by members of the David Tennant Bryan family, which also holds 50% interest in Richmond (Va.) Times-Dispatch and News-Leader (WRNL-AM-FM). See "Newspaper Ownership."

Network: NBC-TV (primary).

Rep: Blair-TV.

Highest hour rate: \$850.

Color facilities: network, local film, local slides.

Videotape recorder: now in operation.

Executives: J. C. Council, pres.; George W. Harvey, vp & gen mgr; Wm. B. Faber, sales mgr; J. E. Faraghan, program director; Carl P. Bergquist, program operations mgr; Byron Taggart, promotion mgr; Fred C. Worthington, news director; J. H. Mitchell, chief engineer.

Washington atty: Smith, Hennessey & McDonald.

Radio affiliates: WFLA & WFLA-FM.

WSUN-TV (St. Petersburg) (May 31, 1953) **ch. 38**; power—200kw visual; 107kw aural; antenna height—460 feet above average terrain, 492 feet above ground.

Address: Million Dollar Pier. **Phone:** 5-4121. **TWX:** 3-8822

Licensee: City of St. Petersburg (original owner).

Ownership: Municipal corporation.

Network: ABC-TV.

Rep: Venard, Rintoul & McConnell, Ayres (Southeast).

Highest hour rate: \$400.

Executives: Fred P. Shawn, gen mgr; Earl W. Welde, coml mgr; Leo A. Ribitzki, program director & film buyer; Jerome Baker, promotion mgr; Charles Ashley, news director; William J. Coddling, chief engineer.

Washington atty: Loucks, Zias, Young & Jansky.

Radio affiliate: WSUN.

WTVT (April 1, 1955) **ch. 13**; power—visual 316kw, aural 155kw; antenna height—730 feet

above average terrain, 823 feet above ground. **Address:** 3213 Grand Central. **Phone:** Redwood 6-1313. **TWX:** TP8116.

Licensee: WKY Television System Inc. (acquired station July 13, 1956).

Ownership: See WKY Television System in "Group Ownership." Also see "Newspaper Ownership."

Network: CBS-TV (primary).

Rep: Katz.

Highest hour rate: \$850.

Color facilities: network.

Executives: E. K. Gaylord, pres.; Eugene B. Dodson, vp & mgr; John M. Haberlan, assistant & coml mgr; Robert Doty, program director; Miss Jayne Boyd, film buyer; Bob Edington, promotion mgr; Crawford Rice, news director; William H. Witt Jr., chief engineer.

Washington atty: Pierson, Ball & Dowd.

WEST PALM BEACH, Palm Beach County (ch. 5, 12, *15, 21+)

WPAT-TV (Jan. 1, 1955): **ch. 12**; power—63 kw visual, 33.9kw aural; antenna height—420 feet above average terrain, 352 feet above ground. (CP: 100kw visual, 53.7kw aural; antenna height—310 feet.)

Address: P. O. Box 70. **Phone:** Temple 3-9663.

Licensee: WPAT-TV Inc. (original owner).

Ownership: Owned 100% by Palm Beach Television Co., which is owned 80% by Rand Broadcasting Co. and 20% by Bertram Lehar Jr. Rand Broadcasting is owned by Rex Rand (75%) and others. Rand Broadcasting is the licensee of WINZ-AM-FM Miami, Fla. Mr. Rand owns 20% of WMFL(TV) Miami.

Network: ABC-TV.

Rep: Venard, Rintoul & McConnell; Ayres (Southeast).

Highest hour rate: \$300.

Executives: Rex Rand, pres.

WPTV-TV (Aug. 22, 1954) **ch. 5**; power—visual 100kw, aural 50.3kw, antenna height—470 feet above average terrain; 544 feet above ground. **Address:** 5 Coconut Row. **Phone:** Temple 3-2471

Licensee: John H. Phipps (acquired station November 1956).

Ownership: See John H. Phipps Stations in "Group Ownership."

Network: CBS-TV (secondary), NBC-TV (primary)

Rep: Blair Television Assoc.

Highest hour rate: \$575.

Color facilities: network.

Executives: John H. Phipps, pres.; L. Herschel Graves, managing director; Chester (Chet) E. Pike Jr., station mgr; Robert D. Murphy, director of operations; Joseph Hooford, film

buyer (P.O. Box 3166, Tallahassee, Fla.); Gloria Xander, promotion mgr; Bob Miller, news director; W. Lewis Evenden, chief engineer.

Washington atty: McKeena & Wilkinson.

ST. PETERSBURG [see TAMPA]

GEORGIA

ALBANY, Dougherty County (ch. 10, 25)

WALB-TV (April 7, 1954) **ch. 10**; power—visual 91.2kw, aural 45.7kw; antenna height—390 feet above average terrain, 423 feet above ground.

Address: Stuart Ave. **Phone:** Hamlock 5-8386.

Licensee: Herald Publishing Co. (original owner).

Ownership: Licensee publishes Albany Herald and is 79.1% owned by James H. Gray. See "Newspaper Ownership."

Network: NBC-TV (primary), ABC-TV (secondary).

Rep: Venard, Rintoul & McConnell, James S. Ayers (southwest).

Highest hour rate: \$250.

Color facilities: network.

Executives: James H. Gray, pres.; Raymond E. Carow, gen mgr & film buyer; Jack Schlar, coml mgr; Harold Suit, program director; Reba Hill, promotion mgr; Lyman Gray, news director; Bruce Singleton, chief engineer.

Washington atty: Kirkland, Fleming, Green, Martin & Ellis.

Radio affiliate: WALB.

AMERICUS, Sumter County (ch. 31)

ATHENS, Clarke County (ch. *8, 60--)

WGTV** (non-commercial educational) (not on air; target date: Jan. 1, 1959) **ch. 8; power—316kw visual, 158kw aural; antenna height—1,260 feet above average terrain, 1,017 feet above ground.

Address: G.A. Center, U. of Georgia. **Phone:** Liberty 8-1311, ext. 137.

Permittee: Georgia Center for Continuing Education, Regents of the University System of Georgia.

Color facilities: local live, local film, local slides.

Executives: Gerard L. Addy, associate director; Hill Belmont, production mgr; Oliver Land Jr., operations mgr; Edward Graham, Jr., chief engineer.

Washington atty: Krieger & Jorgensen.

sales

SKYROCKETING
IN
TAMPA - ST. PETERSBURG

The Nation's **NEW**...

30th retail sales MARKET

WHEN YOU BUY CHANNEL 8 YOU GET THE BIG ADVANTAGE OF

AREA COVERAGE

AREA POPULATION	1,489,700
FAMILY UNITS	452,400
RETAIL SALES	\$2,107,581,000
EFFECTIVE BUYING INCOME	\$2,227,089,000

PUT YOUR ADVERTISING WHERE THE MONEY IS . . .

RANKING	WAS-1957	
30th	34th	RETAIL SALES
33rd	39th	FOOD SALES
31st	33rd	GENERAL MERCHANDISE
32nd	37th	APPAREL SALES
30th	35th	SERVICE STATION SALES
25th	31st	EATING - DRINKING ESTAB.
36th	40th	FURNITURE - HOUSEHOLDS
24th	25th	BUILDING MATERIALS & HARDWARE

wfla-tv channel 8

REPRESENTED NATIONALLY BY BLAIR-TV

*SALES MANAGEMENT 1958 SURVEY OF BUYING POWER

Tv Stations CONTINUED

GEORGIA CONTINUED

ATLANTA, Fulton County (ch. 2, 5-11+, *30, 36)

WAGA-TV (March 8, 1949) ch. 5; power—visual 100kw, aural 50kw, antenna height—1,070 feet above average terrain, 1,100 feet above ground. **Address:** 1018 West Peachtree St., Zone 5. **Phone:** Trinity 2-3553. **TWX:** 363.

Licensee: Storer Broadcasting Co. (original owner).

Ownership: See Storer Broadcasting Co. stations in "Group Ownership."

Network: CBS-TV.

Rep: Katz.

Highest hour rate: \$1,000.

Color facilities: network.

Executives: George B. Storer Sr., pres; J. Robert Kerns, managing director; Donald Naylor, program director; Louis O. Hertz Jr., promotion mgr; Hugo Boudy, chief engineer.

Washington atty: Robert S. Jones.

Radio affiliates: WAGA & WAGA-FM.

WATL-TV (suspended operation, but has not turned in construction permit); ch. 36.

Permittee: Robert W. Rounsaville.

Ownership: See R. W. Rounsaville Stations in "Group Ownership."

Radio affiliate: WATL.

***WETV** (non-commercial, educational) (Feb. 17, 1958) ch. *30; power—visual 219kw, aural 120kw, antenna height—400 feet above average terrain, 515 feet above ground.

Address: 740 Biemark Road, N.W., Zone 9. **Phone:** Trinity 5-9206.

Licensee: Board of Education of the City of Atlanta.

Executives: Haskell Boyter, gen mgr; H. Lethco, program director; Thomas W. Cowan, Jr., chief engineer.

Washington atty: Krieger & Jorgensen.

WLWA (September 1951) ch. 11; power—visual 316kw, aural 158kw; antenna height—345 feet above average terrain, 585 feet above ground.

Address: 1611 W. Peachtree St., N.E., Zone 9. **Phone:** Trinity 2-1141. **TWX:** AT197.

Licensee: Crosley Broadcasting of Atlanta (acquired station in February 1953).

Ownership: See Crosley Broadcasting Corp. in "Group Ownership."

Network: ABC-TV (primary).

Rep: Crosley sales offices (New York, Chicago, Cleveland), NBC Spot Sales (Detroit, San Francisco, Hollywood), Bomar Lowrance & Assoc. (Atlanta, Dallas).

Highest hour rate: \$1,000.

Color facilities: network.

Executives: R. E. Dunville, pres; Harry LeBrun, vp & gen mgr; James H. Burgess, sales mgr; Bob Hendrickson, program director & film buyer; Howard Rowe, client service director; John Bent, news director; Harvey Aderhold, chief engineer.

Washington atty: Hogan & Hartson.

WSB-TV (Sept. 29, 1948) ch. 2; power—visual 100kw, aural 50kw; antenna height—1,006 feet above average terrain, 1,076 feet above ground.

Address: 1601 W. Peachtree St., N.E., Zone 9. **Phone:** Trinity 5-7221. **TWX:** AT 381.

Licensee: Atlanta Newspapers Inc. (original owner).

Ownership: See James M. Cox Stations in "Group Ownership."

Network: NBC-TV (primary).

Rep: Petty.

Highest hour rate: \$1,000.

Color facilities: network, local film, local slides.

Executives: J. Leonard Reinsch, executive director; Marcus Bartlett, gen mgr; Don Elliot (Heald, coml mgr; M. K. Tcalson, production director; Jean Hendrix, film director; Walter Puschall, promotion mgr; Ray Moore, news director; Robert A. Holbrook, chief engineer.

Washington atty: Dow, Lohnes & Albertson.

Radio affiliates: WSB, WSB-FM.

AUGUSTA, Richmond County (ch. 6+, 12+)

WJBF (Nov. 15, 1953) ch. 6; power—visual 100kw, aural 50kw; antenna height—1,375 feet above average terrain, 1,292 feet above ground.

Address: Television Park. **Phone:** 2-6866. **TWX:** AU8057.

Licensee: Georgia-Carolina Broadcasting Co. (original owner).

Ownership: J. B. Fuqua, 100%.

Network: NBC-TV (primary), ABC-TV (secondary).

Rep: Hollingbery.

Highest hour rate: \$400.

Color facilities: network.

Executives: J. B. Fuqua, pres, gen mgr & film buyer; D. M. Kelly Jr., vp & promotion mgr; T. J. Hennessy, coml mgr; John Radeck, program director; Warren Hites, news director; John P. Jopling, chief engineer.

WRDW-TV (Feb. 14, 1954) ch. 12; power—visual 102kw, aural 60kw; antenna height—650 feet above average terrain, 498 feet above ground.

Address: 1301 Georgia Ave. **Phone:** Taylor 4-5422. **TWX:** NA SC 8098.

Licensee: Southeastern Newspapers, Inc. (acquired station March 23, 1956)

Ownership: Licensee is owned by Southeastern Newspapers Inc. (Augusta Chronicle and Herald) which in turn is owned by Augusta Newspapers Inc., whose principal owners are William H. Morris and wife. See "Newspaper Ownership."

Network: CBS-TV (primary)

Rep: Branham.

Highest hour rate: \$350.

Executives: Pat H. Rice Jr., executive director; J. W. Hicks, gen mgr & film buyer; Lou Stratton, coml mgr; Richard A. Feinell, program director; Rita Russell, promotion mgr; Don Shepherd, news director; Joseph P. Gill, chief engineer.

Washington atty: Dow, Lohnes & Albertson.

Radio affiliate: WRDW.

BAINBRIDGE, Decatur County (ch. 35—)

BRUNSWICK, Glynn County (ch. 28+, 34—)

CAIRO, Grady County (ch. 45+)

CARROLLTON, Carroll County (ch. 33)

CARTERSVILLE, Bartow County (ch. 63—)

CEDARTOWN, Polk County (ch. 53—)

COLUMBUS, Muscogee County (ch. 4, 28, *34)

WRBL-TV (Nov. 15, 1953) ch. 4; power—visual 100kw, aural 70kw; antenna height—630 feet above average terrain, 429 feet above ground.

Address: 1350 13th Ave. **Phone:** Fairfax 2-0602. **TWX:** 6004.

Licensee: Columbus Broadcasting Co. (original owner).

Ownership: R. W. Page Corp., 51%; J. W. Woodruff Sr. and Jr., 49%. Page Corp. publishes Columbus Inquirer and Ledger and Bradenton (Fla.) Herald. Mr. Woodruff Sr. owns 90% and Mr. Woodruff Jr. 10% of WGPC Albany, Ga. Page Corp. stock in licensee is voted by A. H. Chapman, M. R. Ashworth and W. E. Page. See "Newspaper Ownership."

Network: CBS-TV (primary), ABC-TV (secondary).

Rep: Hollingbery.

Highest hour rate: \$400.

Color facilities: network.

Executives: J. W. Woodruff Jr., pres & gen mgr; Ridley Bell, station mgr & film buyer; George (Red) Jenkins, coml mgr; Robert H. Walton, program director; George A. Gingell, director of public affairs; James Welch, promotion mgr; Glen Broughman, news director; Joe A. Gamble, chief engineer.

Washington atty: Dempsey & Koplovitz.

Radio affiliates: WRBL & WRBL-FM

YOU SHOULD KNOW

The Metro Area

COLUMBUS GEORGIA

in the TOP 50

of all 262 Metro Areas in percentage of growth in POPULATION, E.B.I., and RETAIL SALES

SOURCE: Sales Management Marketing on the Move, November 10, 1957

The TV Market

47-COUNTY NIELSEN COVERAGE AREA

	METRO	TOTAL
POPULATION	247,300	1,095,200
FAMILIES	54,200	268,300
TOTAL RETAIL SALES	177,322,000	736,664,000
FOOD STORE SALES	42,950,000	201,960,000
GEN. MERCHANDISE SALES	25,018,000	86,418,000
APPAREL STORE SALES	13,484,000	43,313,000
FURNITURE & HOUSE APPLIANCES	11,325,000	40,228,000
AUTOMOTIVE DEALER STORE	34,850,000	155,451,000
GAS SERVICE STATION	15,561,000	72,523,000
DRUG STORE SALES	5,547,000	24,150,000
EATING & DRINKING	10,834,000	29,170,000
BLDG MATERIALS & HARDWARE	5,089,000	48,755,000
TOTAL NET EFF. BUYING INCOME	409,854,000	1,256,409,000

SOURCE: COVERAGE—NCS #3, 1958
MARKET DATA—Sales Management Survey of Buying Power, May 10, 1958

Columbus, Ga.

The Station

Survey after survey proves complete dominance of this rich, progressive area. The only media covering this valuable trading area.

Channel 4 WRBL-TV

COLUMBUS, GEORGIA

CALL GEO. P. HOLLINGBERY COMPANY



**LEADING
THE WAY . . .
. . . IN NUMBER OF SETS
. . . IN VIEWING
. . . IN SELLING
THE RICH, PROSPEROUS
WMAZ-LAND**

AN INCREASE OF

35.1% ★

TELEVISION SETS
DURING THE LAST
★ TWO YEARS
NIELSEN, 1958

**ONLY CHANNEL 13
CAN EFFECTIVELY
REACH THE RICH**

**MACON METROPOLITAN
MARKET**

★ PULSE . . . MAY, 1958

**150 MACON
RETAIL OUTLETS
PICKED CHANNEL 13
IN RECENT MONTHS
TO KEEP RETAIL SALES
ABOVE NATIONAL AVERAGE**

**LET YOUR AVERY-KNODEL
MAN GIVE YOU THE
FULL STORY**

**WMAZ-TV
CHANNEL 13
MACON, GA.
CBS ABC NBC**

Tv Stations CONTINUED

GEORGIA CONTINUED

COLUMBUS (Continued)

WTVM (Oct. 6, 1953) **ch. 28**; power—visual 20kw, aural 120kw; antenna height—650 feet above average terrain, 445 feet above ground. **Address:** 1307 1st Ave. **Phone:** Fairfax 2-8828. **TWX:** CM 6099. **Licensee:** Martin Theaters of Georgia, Inc. (acquired station April 1, 1957). **Ownership:** See Martin Theaters of Georgia in "Group Ownership." **Network:** NBC-TV (primary), ABC-TV (secondary). **Rep:** Young Television; Ayres (Southeast). **Highest hour rate:** \$300. **Color facilities:** network. **Executives:** E. D. & R. E. Martin Jr. co-owners; Guy Tiller, gen mgr; Frank Ragsdale, station mgr; Clyde Allen, program director; Jack Rathbun, film buyer & promotion mgr; Fred Covington, news director; Charles Parrot, chief engineer. **Washington atty:** Cohn & Marks.

CORDELE, Crisp County (ch. 43)
DALTON, Whitfield County (ch. 25—)
DOUGLAS, Coffee County (ch. 32—)
DUBLIN, Laurens County (ch. 15)
ELBERTON, Elbert County (ch. 24+)
FITZGERALD, Ben Hill County (ch. 53+)
FORT VALLEY, Peach County (ch. 18+)
GAINESVILLE, Hall County (ch. 52)
GRIFFIN, Spalding County (ch. 39+)
LA GRANGE, Troup County (ch. 50)

MACON, Bibb County (ch. 13+, *41—, 47+)
WMAZ-TV (Sept. 27, 1953) **ch. 13**; power—25kw visual, 125kw aural; antenna height—410 feet above average terrain, 514 feet above ground. **Address:** Bankers Insurance Bldg. **Phone:** Sherwood 2-7373. **TWX** MC-5137. **Licensee:** Southeastern Broadcasting Co. (original owner). **Ownership:** George P. Rankin, Jr., 71.4%; Wilton E. Cobb, 22.6%; Mr & Mrs. Wallace Miller, 6%. **Network:** CBS-TV (primary), ABC-TV (secondary), NBC-TV (secondary). **Rep:** Avery-Knodel. **Highest hour rate:** \$100. **Color facilities:** network. **Executives:** George P. Rankin, Jr., pres & chief engineer; Wilton E. Cobb, sec-treas & gen mgr; Frank Crowther, coml mgr; Albert Sanders, executive sales mgr; Elmo Simmons, national sales mgr; Joe Andrews, coordinator of programs & promotion; Jim Arnold, film buyer; Robert Savage, director of operations; Maurice Gilchrist, news director; James D. Lawhon, technical director. **Radio affiliates:** WMAZ & WMAZ-FM.

MARIETTA, Cobb County (ch. 57+)
MILLEDGEVILLE, Baldwin County (ch. 51+)
MOULTRIE, Colquitt County (ch. 48—)
NEWNAN, Coweta County (ch. 61+)
ROME, Floyd County (ch. 59)

SAVANNAH, Chatham County (ch. 3+, *9—, 11)
WSAV-TV (Feb. 1, 1956) **ch. 3**; power—100kw visual, 50kw aural; antenna height—477 feet above average terrain, 521 feet above ground. **Address:** Liberty National Bank Bldg. **Phone:** Adams 6-0303. **TWX** SV 4198. **Licensee:** WSAV Inc. (original owner). **Ownership:** Harben Daniel and wife, 52.78%; William K. Jenkins, 19.63%; Arthur Lucas estate, 19% (voted by Frederick G. Storey), and others. Mr. Jenkins and the Lucas estate each owns 16 2/3% of WLAG LaGrange, Ga. **Network:** NBC-TV (primary), ABC-TV (secondary). **Rep:** Blair Television Assoc. **Highest hour rate:** \$300. **Color facilities:** network. **Executives:** Harben Daniel, pres & gen mgr; Eugene P. Corrigan Jr., coml mgr; William Lucas, program director & film buyer; Shirley Slater, promotion mgr; Sidney Shaw, news director; Byron Strong, chief engineer. **Washington atty:** Cohn & Marks. **Radio affiliate:** WSAV.

WTOC-TV (Feb. 14, 1951) **ch. 11**; power—209kw visual, 110kw aural; antenna height—480 feet above average terrain, 591 feet above ground. **Address:** 516 Abercorn St. **Phone:** Adams 2-0127. **Licensee:** Savannah Broadening Co. (original owner). **Ownership:** Wm. T. Knight, Jr., 50.2%; Grace Schley Knight, 13.33%; F. Schley Knight, 5.67%. **Network:** CBS-TV (primary), ABC-TV (secondary).

Rep: Avery-Knodel. **Highest hour rate:** \$300. **Color facilities:** network. **Executives:** William T. Knight Jr., pres & gen mgr; Ben B. Williams, vp & coml mgr; Dwight J. Bruce, vp, program director & film buyer; Frank S. Bryson Jr., promotion mgr; Robert Noble III, news director; Kyle E. Goodman, chief engineer. **Washington atty:** Miller & Schroeder. **Radio affiliates:** WTOC & WTOC-FM.

STATESBORO, Bulloch County (ch. 22)
SWAINSBORO, Emanuel County (ch. 20—)

THOMASVILLE, Thomas County (ch. 6, 27)
WCTV (Sept. 15, 1955) **ch. 6**; power—100kw visual, 50kw aural; antenna height—692 feet above average terrain, 668 feet above ground. **Address:** P. O. Box 3166, Tallahassee, Fla. **Phone:** Tallahassee 3-3666. **TWX** 276. **Licensee:** John H. Phipps. (original owner). **Ownership:** See John H. Phipps Stations in "Group Ownership." **Network:** NBC-TV (primary), CBS-TV (secondary), ABC-TV (secondary). **Rep:** Blair Television Assoc. **Highest hour rate:** \$400. **Color facilities:** network. **Executives:** John H. Phipps, owner; L. Herschel Graves, managing director; Joseph E. Hostford, station mgr & film buyer; Don Erickson, production mgr; William A. Snowden, director of engineering; Charles L. Clifton, chief engineer. **Washington atty:** McKenna & Wilkinson.

TIFTON, Tift County (ch. 14—)
TOCCOA, Stephens County (ch. 35)
VALDOSTA, Lowndes County (ch. 37+)
VIDALIA, Toombs County (ch. 26)
WAYCROSS, Ware County (ch. 8+, 16)

IDAHO

BLACKFOOT, Bingham County (ch. 33)
BOISE, Ada County (ch. 2, *4+, 7)

KBOI-TV (Nov. 26, 1953) **ch. 2**; power—65kw visual, 33kw aural; antenna height—2,550 feet above average terrain, 150 feet above ground. **Address:** 1007 W. Jefferson St. **Phone:** 3-2511. **TWX** BE-394. **Licensee:** Boise Valley Broadcasters. (original owner). **Ownership:** Westerman Whillock, 5.8%; Willis Moffat, 6.5%; Fred M. Taylor, 5.8%; Stanley E. King, 9.1%; Robert W. Howell, 7.8%; Radio Service Corp. of Utah (KSL-AM-FM-TV Salt Lake City), 12.5% and others. For Radio Service Corp. interests see Corp. of President. Church of Jesus Christ of Latter Day Saints in "Group Ownership." **Rep:** Peters, Griffin, Woodward. **Highest hour rate:** \$250. **Color facilities:** Network. **Executives:** Westerman Whillock, pres & gen mgr; Earl Glade, Jr. Station mgr, coml mgr & film buyer; Vestal Baker, promotion mgr; Hank Curtis, news director; James A. Johtz Jr., chief engineer. **Washington atty:** Wilkinson, Cragun & Barker. **Radio affiliate:** KBOI.

KIDO-TV (July 12, 1953) **ch. 7**; power—166kw visual, 87.1kw aural; antenna height—2,560 feet above average terrain, 223 feet above ground. **Address:** 709 Idaho St. **Phone:** 2-4611. **TWX** BE 190. **Licensee:** KIDO Inc. (original owner). **Ownership:** See Davidson-Wagstaff Stations in "Group Ownership." **Network:** NBC-TV (primary), ABC-TV (secondary). **Rep:** Blair Television Assoc. **Highest hour rate:** \$250. **Color facilities:** network. **Executives:** Georgia M. Davidson, pres, gen mgr. & film buyer; Robert Krueger, national sales mgr; George Ganz Jr., local sales mgr; Delmar Lundbom, program director; Evelyn Winters, promotion mgr; Vern Moore, news director; Harold Toedteimer, chief engineer. **Washington atty:** Fisher, Wayland Duvall & Southmavd. **Radio affiliate:** KIDO.

BURLEY, Shoshone County (ch. 15—)
CALDWELL, Canyon County (ch. 9—)
EMMETT, Gem County (ch. 26—)
GOODING, Gooding County (ch. 23)

IDAHO FALLS, Bonneville County (ch. 3, 8+)
KID-TV (Dec. 20, 1953) **ch. 3**; power—100kw visual, 60.3kw aural; antenna height—1,600 feet above average terrain, 201 feet above ground. **Address:** 1275 E. 17th St. **Phone:** Jackson 2-5100. **TWX** 277. **Licensee:** Idaho Radio Corp. (original owner). **Ownership:** A. W. Schwieder, 7.3%; Guy A.

TV Stations CONTINUED

IDAHO CONTINUED

IDAHO FALLS (Continued)

KID-TV (Continued)

Poulson, 6.7%; Radio Service Corp. of Utah (KSL-AM-FM-TV Salt Lake City), 23.3%; Zion Securities Corp., 17% and others. For Radio Service Corp. interests see Corp. of President, Church of Jesus Christ of Latter Day Saints in "Group Ownership."

Network: CBS-TV (primary), ABC-TV (secondary), NBC-TV (secondary).
Rep: Gill-Perna; Moore (Pacific Northwest).
Highest hour rate: \$250.
Executives: A. W. Schwieder, pres; C. N. Layne, gen mgr & film buyer; Claude Cain, sales mgr; Roy Southwick, program mgr & film buyer; Mel Richardson, promotion mgr; Chuck Harkins, news director; Carroll Searist, technical director.
Washington atty: Wilkinson, Cragun & Barker.
Radio affiliate: KID.

JEROME, Jerome County (ch. 17)

KELLOGG, Shoshone County (ch. 33—)

LEWISTON, Nez Perce County (ch. 3—)

KLEW-TV (December 1955): ch. 3; power—13.8kw visual, 6.92kw aural; antenna height—1,260 feet above average terrain, 299 feet above ground.
Address: Box 702, Yakima, Wash. **Phone:** (Yakima) Glencourt 2-9111.
Licensee: Lewiston Tv Co. (original owner).
Ownership: See Cascade Broadcasting Co. stations in "Group Ownership."
Network, Rates & Personnel: See KIMA-TV Yakima (KLEW-TV operates as satellite).

MOSCOW, Latah County (ch. 12—, *15)

NAMPA, Canyon County (ch. 6, 12+)

KCIX-TV (not on air; target date: Aug. 1, 1958) ch. 6; power—8.36kw visual, 4.18kw aural; antenna height—310 feet above average terrain, 315 feet above ground.
Address: 208 12th Ave., S.
Permittee: Radio Boise Inc.
Ownership: Roger L. and Ellen D. Hagadone, 100%.
Rep: McGavren-Quinn.
Executives: Roger L. Hagadone, pres.
Washington atty: Dow, Lohnes & Albertson.

PAYETTE, Payette County (ch. 14+)

POCATELLO, Bannock County (ch. 6—, 10)

PRESTON, Franklin County (ch. 41)

REXBURG, Madison County (ch. 27+)

RUPERT, Minidoka County (ch. 21)

SANDPOINT, Bonner County (ch. 23—)

TWIN FALLS, Twin Falls County (ch. 11, 13—)

KLIX-TV (June 1955) ch. 11; power—29.5kw visual, 6.0kw aural; antenna height—670 feet above average terrain, 257 feet above ground.
Address: Box 432. **Phone:** Redwood 3-5840. **TWX** 196.
Licensee: Southern Idaho Broadcasting & Television Co. (acquired station May 1956)
Ownership: See "Newspaper Ownership" and A. L. Glasmann Stations in "Group Ownership."
Network: CBS-TV (primary), ABC-TV (secondary), NBC-TV (secondary).
Rep: Gill Perna.
Highest hour rate: \$150.
Executives: A. L. Glasmann, pres; Gordon O. Glasmann, gen. mgr; Joseph Gibney, coml mgr; Don Cederstrom, chief engineer.
Washington atty: Halev, Wollenberg & Kenahan.
Radio affiliate: KLIX.

WALLACE, Shoshone County (ch. 27—)

WEISER, Washington County (ch. 20—)

ILLINOIS

ALTON, Madison County (ch. 48)

AURORA, Kane County (ch. 75)

BELLEVILLE, Saint Clair County (ch. 54+)

BLOOMINGTON, McLean County (ch. 15—)

WBLN (suspended operation, but has not re-

turned construction permit) ch. 15.
Address: P. O. Box 646.
Permittee: WBLN Television Inc.
Ownership: Worth S. Rough, 99.2% and others.

CAIRO, Alexander County (ch. 24—)

CARBONDALE, Jackson County (ch. 8—, 34, 61—)

CENTRALIA, Marion County (ch. 32+, 59+)

CHAMPAIGN-URBANA, Champaign County (ch. 3+, *12—, 21, 27, 33)

WCHU (not on air, granted Sept. 19, 1957; target date unknown) ch. 33.
Address: 523 E. Capitol Ave., Springfield, Ill.
Permittee: Plains Television Corp.
Ownership: Jointly owned by H. & E. Balaban Corp. and Transcontinental Properties Inc. For other interests see these listings in "Group Ownership."

WCIA (Nov. 12, 1953) ch. 3; power—100kw visual, 50.1kw aural; antenna height—949 feet above average terrain, 981 feet above ground.
Address: 509 S. Neil St. **Phone:** Fleetwood 6-8333. **TWX:** CN 8215.
Licensee: Midwest Television Inc. (original owner).
Ownership: August C. Meyer & wife, 51%; Illinois Broadcasting Co., (WSOY-AM-FM Decatur, Ill.), 20%; Russell O. Derby, 5%. Interlocking ownership with Champaign News-Gazette (WDWS) and Lindsay-Schaub Newspapers Inc. Also see "Newspaper Ownership."
Network: CBS-TV (primary), NBC-TV (secondary).
Rep: Hollingbery.
Highest hour rate: \$900.
Color facilities: network.
Executives: August C. Meyer, pres; Clara R. Meyer, vp; Guy Main, vp & director of sales; Jim Fielding, production mgr; John Ketterer, film buyer; Len Davis, national sales mgr; Bob Myers, chief engineer.
Washington atty: Covington & Burling.

WCHU (not on air, granted March 9, 1953; target date unknown): ch. 20.
Address: 400 N. Michigan Ave. **Phone:** Whitehall 4-2170.
Permittee: Westinghouse Broadcasting Co. (acquired Nov. 8, 1956)
Ownership: See Westinghouse Broadcasting Co. in "Group Ownership."
Radio affiliate: WIND.

WNBQ (September 1948) ch. 5; power—100kw visual, 50.1kw aural; antenna height—710 feet above average terrain, 744 feet above ground.
Address: Merchandise Mart, Zone 59. **Phone:** Superior 7-8300. **TWX** Chicago 3
Licensee: National Broadcasting Co.
Ownership: See NBC-owned stations in "Group Ownership."
Network: NBC-TV (primary)
Rep: NBC Spot Sales.
Highest hour rate: \$4,000.
Color facilities: network, local live, local film, local slides.
Executives: Jules Herbaveaux, vp Central Div., NBC; Lloyd Yoder, vp & gen mgr; Henry T. Sjogren, assistant gen mgr; Russell Stebbins, director of sls; Richard Ricker, sls mgr; Harry Trigg, program dir; Isabelle Cooney, film buyer; John Keys, promotion mgr; William Ray, news director; Howard C. Lutgens, chief engineer.
Washington atty: Cahill, Gordon, Reindel & Ohl.
Radio affiliates: WMAQ-AM-FM.

***WILL-TV** (Aug. 1, 1955) ch. *12; power—45.7kw visual, 22.9kw aural; antenna height—158 feet above average terrain, 140 feet above ground.
Address: Gregory Hall, U. of Illinois, Urbana. **Phone:** Empire 7-6611, Ext. 3391.
Licensee: Board of Trustees, U. of Illinois.
Executives: Prof. Frank E. Schooley, gen mgr; Dr. Richard L. Rider, program director; Prof. Marlowe Froke, news director; Rob R. Beldon, chief engineer.
Radio affiliates: WILL-AM-FM.

CHICAGO, Cook County (ch. 2—, 5, 7, 9+, *11, 20, 26, 32, 38, 44)

WBBM-TV (Aug., 1940) ch. 2; power—100kw visual, 50kw aural; antenna height—650 feet above average terrain, 633 feet above ground.
Address: 630 N. McClurg Ct., Zone 11. **Phone:** Whitehall 4-6000. **TWX** CG 3290.
Licensee: Columbia Broadcasting System (acquired station Feb. 9, 1953).
Ownership: See CBS-owned stations in "Group Ownership."
Network: CBS-TV (primary).
Rep: CBS Television Spot Sales.
Highest hour rate: \$4,500.
Color facilities: network.
Executives: H. Leslie Atlas, vp & gen mgr; C. W. Doubler, exec. assistant; George J. Arkedis, sls mgr; Frank Atlas, in charge of programs; Jack Wartlich, production mgr; Patricia Dammann, film director; Ed Shaeffer, continuity director; William R. Hohmann, sls promotion mgr; Eugene H. Bohl, sls service mgr; Eugene E. McClure, sls traffic mgr; George Condon, publicity director; William G. Garry, news director; George Menard, farm director; George Ramsby, talent director; James Beloungy, director of technical operations; Luther A. Pierce, chief engineer.
Radio affiliates: WBBM-AM-FM.

WBBM-TV (Aug., 1940) ch. 2; power—100kw visual, 50kw aural; antenna height—650 feet above average terrain, 633 feet above ground.
Address: 630 N. McClurg Ct., Zone 11. **Phone:** Whitehall 4-6000. **TWX** CG 3290.
Licensee: Columbia Broadcasting System (acquired station Feb. 9, 1953).
Ownership: See CBS-owned stations in "Group Ownership."
Network: CBS-TV (primary).
Rep: CBS Television Spot Sales.
Highest hour rate: \$4,500.
Color facilities: network.
Executives: H. Leslie Atlas, vp & gen mgr; C. W. Doubler, exec. assistant; George J. Arkedis, sls mgr; Frank Atlas, in charge of programs; Jack Wartlich, production mgr; Patricia Dammann, film director; Ed Shaeffer, continuity director; William R. Hohmann, sls promotion mgr; Eugene H. Bohl, sls service mgr; Eugene E. McClure, sls traffic mgr; George Condon, publicity director; William G. Garry, news director; George Menard, farm director; George Ramsby, talent director; James Beloungy, director of technical operations; Luther A. Pierce, chief engineer.
Radio affiliates: WBBM-AM-FM.

WBKB (Oct. 13, 1943) ch. 7; power—316kw visual, 158kw aural; antenna height—630 feet above average terrain, 655 feet above ground.
Address: 190 N. State St., Zone 1. **Phone:** Andover 3-6500. **TWX** CG 1110.
Licensee: American Broadcasting-Paramount Theatres Inc. (acquired station February 1953).
Ownership: See ABC-owned Stations in "Group Ownership."
Network: ABC-TV (primary).
Rep: Blair-TV.
Highest hour rate: \$2,400.
Color facilities: network, local live, local film, local slides.
Videotape recorder: in operation.
Executives: Sterling C. Quintan, vp; Mathew Vieracker, gen mgr; Clair Heider, national spot sls mgr; Dan Schuffman, program director; Ralph Andrews, film buyer; Eli Henry, pres & promotion mgr; Con O'Dea, news director; William P. Kusack, chief engineer.
Radio affiliates: WENR-FM.

WBBM-TV (Aug., 1940) ch. 2; power—100kw visual, 50kw aural; antenna height—650 feet above average terrain, 633 feet above ground.
Address: 630 N. McClurg Ct., Zone 11. **Phone:** Whitehall 4-6000. **TWX** CG 3290.
Licensee: Columbia Broadcasting System (acquired station Feb. 9, 1953).
Ownership: See CBS-owned stations in "Group Ownership."
Network: CBS-TV (primary).
Rep: CBS Television Spot Sales.
Highest hour rate: \$4,500.
Color facilities: network.
Executives: H. Leslie Atlas, vp & gen mgr; C. W. Doubler, exec. assistant; George J. Arkedis, sls mgr; Frank Atlas, in charge of programs; Jack Wartlich, production mgr; Patricia Dammann, film director; Ed Shaeffer, continuity director; William R. Hohmann, sls promotion mgr; Eugene H. Bohl, sls service mgr; Eugene E. McClure, sls traffic mgr; George Condon, publicity director; William G. Garry, news director; George Menard, farm director; George Ramsby, talent director; James Beloungy, director of technical operations; Luther A. Pierce, chief engineer.
Radio affiliates: WBBM-AM-FM.

WBBM-TV (Aug., 1940) ch. 2; power—100kw visual, 50kw aural; antenna height—650 feet above average terrain, 633 feet above ground.
Address: 630 N. McClurg Ct., Zone 11. **Phone:** Whitehall 4-6000. **TWX** CG 3290.
Licensee: Columbia Broadcasting System (acquired station Feb. 9, 1953).
Ownership: See CBS-owned stations in "Group Ownership."
Network: CBS-TV (primary).
Rep: CBS Television Spot Sales.
Highest hour rate: \$4,500.
Color facilities: network.
Executives: H. Leslie Atlas, vp & gen mgr; C. W. Doubler, exec. assistant; George J. Arkedis, sls mgr; Frank Atlas, in charge of programs; Jack Wartlich, production mgr; Patricia Dammann, film director; Ed Shaeffer, continuity director; William R. Hohmann, sls promotion mgr; Eugene H. Bohl, sls service mgr; Eugene E. McClure, sls traffic mgr; George Condon, publicity director; William G. Garry, news director; George Menard, farm director; George Ramsby, talent director; James Beloungy, director of technical operations; Luther A. Pierce, chief engineer.
Radio affiliates: WBBM-AM-FM.

WGN-TV (April 5, 1948) ch. 9; power—316kw visual, 158kw aural; antenna height—670 feet

above average terrain, 914 feet above ground.
Address: 441 N. Michigan Ave., Zone 11. **Phone:** Michigan 2-7600.
Licensee: WGN Inc.
Ownership: See Tribune Co. stations in "Group Ownership."
Rep: Petry.
Highest hour rate: \$1,800.
Color facilities: network, local live, local film, local slides.
Executives: J. Howard Wood, pres; Ward L. Quaal, vp & gen mgr; Bradley R. Eidmann, sls mgr; Alexander C. Field, program director; Edward Warren, film buyer; Charles A. Wilson, promotion mgr; Thomas Foy, news director; Carl J. Meyers, chief engineer; James Hanlon, publicity & public relations mgr.
Washington atty: Kirkland, Fleming, Green, Martin & Ellis.
Radio affiliate: WGN.

WHFC-TV (not on air, granted Jan. 8, 1953; target date unknown): ch. 26.
Address: 3350 S. Kedzie Ave.
Permittee: WHFC Inc.
Ownership: Richard W. Hoffman, 75%; Rose M. Hoffman, sister, 25%. Mr. Hoffman is also publisher of tri-weeklies *Cicero Life*, *Berwyn Life*, *Stickney Life*, and *Community Reporter* (Chicago). Also see "Newspaper Ownership."
Radio affiliate: WHFC, WEHS (FM) Cicero.

WIND-TV (not on air, granted March 9, 1953; target date unknown): ch. 20.
Address: 400 N. Michigan Ave. **Phone:** Whitehall 4-2170.
Permittee: Westinghouse Broadcasting Co. (acquired Nov. 8, 1956)
Ownership: See Westinghouse Broadcasting Co. in "Group Ownership."
Radio affiliate: WIND.

WNBQ (September 1948) ch. 5; power—100kw visual, 50.1kw aural; antenna height—710 feet above average terrain, 744 feet above ground.
Address: Merchandise Mart, Zone 59. **Phone:** Superior 7-8300. **TWX** Chicago 3
Licensee: National Broadcasting Co.
Ownership: See NBC-owned stations in "Group Ownership."
Network: NBC-TV (primary)
Rep: NBC Spot Sales.
Highest hour rate: \$4,000.
Color facilities: network, local live, local film, local slides.
Executives: Jules Herbaveaux, vp Central Div., NBC; Lloyd Yoder, vp & gen mgr; Henry T. Sjogren, assistant gen mgr; Russell Stebbins, director of sls; Richard Ricker, sls mgr; Harry Trigg, program dir; Isabelle Cooney, film buyer; John Keys, promotion mgr; William Ray, news director; Howard C. Lutgens, chief engineer.
Washington atty: Cahill, Gordon, Reindel & Ohl.
Radio affiliates: WMAQ-AM-FM.

WOPT (not on air, granted Feb. 10, 1954; target date unknown): ch. 44.
Address: 408 S. Oak Park Ave., Oak Park, Ill.
Permittee: WOPA Inc.
Ownership: See Sponderling Stations in "Group Ownership."
Radio affiliates: WOPA-AM-FM Oak Park.

WTLE (Evanston) (not on air, granted Aug. 12, 1953; target date unknown): ch. 32.
Address: 2201 Oakton St., Evanston
Permittee: Northwestern TV Broadcasting Corp.
Ownership: Angus D. Pfaff, 50%; Howard S. Martin, 50%. Mr. Pfaff also owns WNMP Evanston, Ill.

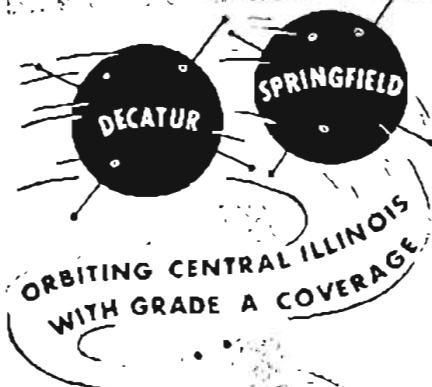
***WTTW** (September 1955) ch. *11; power—275kw visual, 141kw aural; antenna height—590 feet above average terrain, 617 feet above ground.
Address: 1761 East Museum Drive, Zone 37. **Phone:** Museum 4-3800.
Licensee: Chicago Educational Television Assn.
Executives: Edward L. Ryerson, pres; Dr. John Taylor, exec director; James Robertson, program mgr; Donley Pedderson, program advisor; Robert Seipp, film buyer; Joan Kohn, promotion mgr; Chalmers Marquis, Jr., director of program development; Antonio G. Ferreira, business mgr; Duane M. Weise, director of engineering.
Washington atty: Kreiger & Jorgensen.

DANVILLE, Vermilion County (ch. 24)

WDAN-TV (Dec. 13, 1953): ch. 24; power—13.2 kw visual, 7.8 kw aural; antenna height—410 feet above average terrain, 445 feet above ground.
Address: 1500 N. Washington Ave. **Phone:** 1700.
Licensee: Northwest Publishing Co. (original owner).
Ownership: See "Newspaper Ownership" and Gannett Newspapers Stations in "Group Ownership."
Network: ABC-TV.
Rep: Everett McKinney.
Highest hour rate: \$150.
Executives: Max Shaffer, mgr.
Radio affiliate: WDAN.

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in a Billion \$ Market

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**EARL
HICKERSON**
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**WTVP 213,000
WATTS**

DECATUR, ILLINOIS
REPRESENTED BY GILL-PERNA, INC.

TV Stations CONTINUED

ILLINOIS CONTINUED

DECATUR, Macon County (ch. 17, 23+)

WTVP (Aug. 16, 1953) ch. 17; power—174kw visual, 93.3kw aural; antenna height—540 feet above average terrain, 602 feet above ground. Address: P. O. Box 531. Phone: 6-4304. **TWX** 8256.

Licensee: Prairie Television Co. (acquired station July 8, 1953).

Ownership: George A. Dolas, 30%; Gilbert C. Swanson, 15%; W. Clarke Swanson, 15%; W. J. McEdward, 6%; W. L. Shellabarger, 5% and others.

Network: ABC-TV.

Rep: Gill-Perna.

Highest hour rate: \$350.

Executives: George A. Dolas, pres; Ben K. West, station mgr & vp; Jack Kussart, program mgr; Jerry Wiedenholter, sales service mgr; Dale Coleman, news director; Hubert F. Ablatter, chief engineer.

Washington atty: Cottons & Scheiner.

DE KALB, De Kalb County (ch. *67)

DIXON, Lee County (ch. 47+)

ELGIN, Kane County (ch. 83)

FREEPORT, Stephenson County (ch. 23)

GALESBURG, Knox County (ch. 77)

HARRISBURG, Saline County (ch. 3, 22)

WILL-TV (December 1953) ch. 3; power—100 kw visual, 50 kw aural; antenna height—882 feet above average terrain, 554 feet above ground.

Address: 21 W. Poplar St. Phone: Clearbrook 3-7922. **TWX** 8159.

Licensee: Turner-Farrar Assn. (original owner).

Ownership: Oscar L. Turner and family, 70%; Charles O. Farrar, 25%; Henry Horning, 5%. Same group owns Illinois theatre chain.

Network: NBC-TV (primary), ABC-TV (secondary).

Rep: Walker.

Highest hour rate: \$150.

Executives: Oscar L. Turner, pres & gen mgr; Charles Gilliam, chief engineer.

Washington atty: McKenna & Wilkinson.

JACKSONVILLE, Morgan County (ch. 49-)

JOLIET, Will County (ch. 48+)

KANKAKEE, Kankakee County (ch. 14)

KEWANEE, Henry County (ch. 60-)

LA SALLE, La Salle County (ch. 35)

WEEQ-TV (November 1957): ch. 35; power—15.1 kw visual, 8.6kw aural; antenna height—440 feet above average terrain; 448 feet above ground.

Address: c/o WEEK-TV, 2907 Springfield Road, E. Peoria, Ill.

Licensee: West Central Broadcasting Co. (original owner).

Ownership: See Kerr-McGee stations in "Group Ownership."

Network, rep, highest hour rate: see WEEK-TV (WEEQ-TV operates as satellite).

LINCOLN, Logan County (ch. 53+)

MACOMB, McDonough County (ch. 61+)

MARION, Williamson County (ch. 40)

MATTOON, Coles County (ch. 46-)

MOLINE, (see DAVENPORT, IOWA)

MT. VERNON, Jefferson County (ch. 38-)

OLNEY, Richland County (ch. 16-)

PEKIN, Tazewell County (ch. 69+)

**PEORIA, Peoria County (ch. 19, 25+, 31+, *37-
43+)**

WEEK-TV (Feb. 1, 1953) ch. 43; power—371kw visual; antenna height—710 feet above average terrain, 602 feet above ground.

Address: 2907 Springfield Road. Phone: 6-2961. **TWX** PE5518.

Licensee: West Central Broadcasting Co.

Ownership: See Kerr-McGee stations in "Group Ownership."

Network: NBC-TV (primary).

Rep: Healy-Blood.

Highest hour rate: \$300.

Color facilities: network.

Executives: Sen. Robert S. Kerr, chief owner; Fred C. Mueller, gen mgr; John Leslie, coml mgr; Victor Fletcher, program director & film buyer; David Molster, promotion mgr; Bob Arthur, news director; Wayne Lively, chief engineer.

Washington atty: Fly, Shuebruk, Blume & Gagnier.

Radio affiliates: WEEK.

**WIRL-TV (not on air, granted June 27, 1956)
ch. 25.**

Address: 116 N. Jefferson St.

Permitted: WIRL Television Co.

Ownership: Timothy W. and Katherine A. Swain, 44%; John H. and Edward J. Altfer, 44%; Paul C. Brines, 4%; Rudolph Lukkinen, 4%; treasury, 4%.

Executives: Timothy W. Swain, pres; John H. Altfer, vp.

Radio affiliate: WIRL.

**WMBD-TV (Jan. 1, 1953) ch. 31; power—288
kw visual, 168kw aural; antenna height—620
feet above average terrain, 539 feet above
ground.**

Address: 212 SW Jefferson Ave., Phone: 6-0711. **TWX** PE 8677.

Licensee: WMBD Inc.

Ownership: Charles C. Caley 51%; John E. Felzer, 49%. Mr. Caley owns 51% of WJZ Decatur, Ill. For Mr. Felzer's interests see John E. Felzer stations in "Group Ownership."

Network: CBS-TV.

Rep: Peters, Griffin, Woodward

Highest hour rate: \$500.

Color facilities: network.

Executives: Charles C. Caley, pres; Robert O. Runnerstrom, vp & gen mgr; Robert M. Riley, Jr., coml mgr; Samuel F. Jackson, national sales mgr; Winthrop P. Baker Jr., program director & film buyer; Clarence S. Mudge, promotion mgr; Charles F. Harrison Jr., news director; George A. Pyle, chief engineer.

Washington atty: Pierson, Ball & Dowd

Radio affiliates: WMBD-AM-FM

**WTVH (Oct. 12, 1953) ch. 19; power—156kw
visual; 230kw aural; antenna height—660 feet
above average terrain, 656 feet above ground.
Address: 621 Main St. Phone: 9-7211. **TWX**
PE 8590.**

Licensee: Hilltop Broadcasting Co. (acquired station October 1954).

Ownership: Peoria Journal Star Co. (Peoria Star and Journal).

Network: ABC-TV (primary).

Rep: Petry.

Highest hour rate: \$550.

Color facilities: network.

Executives: Henry P. Slane, pres; Harold V. Phillips, gen mgr; William P. Pipber, sis mgr; Robert Holton, program director & film buyer; Andrew Amyx, promotion mgr; Richard T. Roll, news director; Wallace Wurz, chief engineer.

Washington atty: Cohn & Marks

QUINCY, Adams County (ch. 10-21+)

**KHQA-TV (Sept. 21, 1953) ch. 7 (see Hannibal,
Mo.).**

**WGEM-TV (Sept. 3, 1953) ch. 10; power—
216kw visual, 135kw aural, antenna height—
750 feet above average terrain, 673 feet above
ground.**

Address: Hotel Quincy. Phone: Baldwin 2-6340. **TWX** Quincy 80.

Licensee: Quincy Broadcasting Co.

Ownership: Owned by Quincy Papers Inc. (Quincy Herald-Whig).

Network: NBC-TV (primary), ABC-TV (secondary).

Rep: Young Television.

Highest hour rate: \$400.

Color facilities: network.

Executives: T. C. Oakley, pres; Joe S. Bonan-singa, gen mgr; J. Ben Stewart, coml mgr; Fred Colgan, program director; Hal Held-breder, director of advertising; Charlie Griffin, news director; Frank Laughlin, chief engineer.

Washington atty: Dow, Lohnes & Albertson.

Radio affiliates: WODM-AM-FM.

**ROCKFORD, Winnebago County (ch. 13+39+
*45+)**

**WRBX-TV (Oct. 1, 1953) ch. 13; power—457kw
visual; 229kw aural; antenna height—710 feet
above average terrain, 610 feet above ground.
Address: West Auburn at Winnebago Roads
Phone: 8-1811. **TWX** Winnebago 8418.**

Licensee: Greater Rockford Television.

Ownership: Rockford Broadcasters Inc. (WROK Rockford), 10%; Bruce R. Cran, 32.6%; L. E. Caster, 7.1%; Swan Hillman, 7.1%; Stanley H. Guyer, 0%. Mr. Cran is a theatre owner. WROK is affiliated in ownership with Rockford Star and Register-Publication. See "Newspaper Ownership."

Network: CBS-TV (primary), ABC-TV (secondary).

Rep: H-R Television.

Highest hour rate: \$350.

Color facilities: network, local film, local slides.

Executives: L. E. Caster, pres; Joe M. Baisch,

Tv Stations CONTINUED

ILLINOIS CONTINUED

ROCKFORD (Continued)

WRFX-TV (Continued)

gen mgr & film buyer; Al Bilardello, coml mgr; Jack Mazzie, program director; Gene Hines, film director; Chuck Olson, promotion mgr; Bob Clyde, news director; Dick Peck, chief engineer.

Washington atty: Cohn & Marks.

Radio affiliates: WROK-AM-FM.

WTVO (April 29, 1953) **ch. 39;** power—155kw visual, 97.7kw aural; antenna height—660 feet above average terrain; 691 feet above ground.

Address: North Meridian Road. **Phone:** 3-5113. **Licensee:** Winnebago Tv Corp. (original owner).

Ownership: H. & E. Balaban Corp., 50%; Irvin & H. W. Dubinsky, 50%. For Balaban interests see H. & E. Balaban Corp. stations in "Group Ownership."

Network: NBC-TV.

Color facilities: network.

Rep: Headley-Reed Television.

Highest hour rate: \$350.

Executives: Harry Balaban, pres; Harold Froelich, gen mgr.

ROCK ISLAND (see DAVENPORT, IOWA)

SPRINGFIELD, Sangamon County (ch. 20+, 26—, 36—, *66+)

WICS (Sept. 30, 1953) **ch. 20;** power—400kw visual, 204kw aural; antenna height—950 feet above average terrain, 959 feet above ground. **Address:** 523 E. Capitol Ave. **Phone:** 8-0465.

Licensee: Plains Television Corp. (original owner).

Ownership: Owned jointly by H. & E. Balaban Corp. and Transcontinental Properties Inc. (see listing under these names in "Group Ownership.")

Network: NBC-TV (primary), ABC-TV (secondary).

Rep: Young Television.

Highest hour rate: \$400.

Color facilities: network.

Executives: Elmer Balaban, pres; Milton D. Friedland, gen mgr; Warren R. King, coml mgr; Harold J. Hoskins, program director & film buyer; M. Ellis, promotion mgr; Bob Warren, news director; Jerrold Merritt, chief engineer.

Washington atty: McKenna & Wilkinson

WMAY-TV (not on air, granted June 27, 1956; target date unknown): **ch. 36.**

Address: Myers Bldg.

Permittee: WMAY-TV Inc.

Ownership: Lincoln Broadcasting Co. (WMAY Springfield, Ill.), 50%; Lee Ruwitch, 28.5%; Richard S. Cohen, 18% and others. Gordon Sherman and Melvin Feldman, owners of WMAY, own WHLY Orlando, Fla. Mr. Ruwitch is executive vice president-general manager of WTVJ(TV) Miami, Fla.

Radio affiliate: WMAY.

STREATOR, La Salle County (ch. 65—)

URBANA (see CHAMPAIGN)

VANDALIA, Fayette County (ch. 28—)

WAUKEGAN, Lake County (ch. 79+)

INDIANA

ANDERSON, Madison County (ch. 26+, 61)

WCBC-TV (not on air, granted March 16, 1956; target date unknown): **ch. 26.**

Address: P. O. Box 350.

Permittee: Great Commission Schools Inc., operated by Civic Broadcasting Corp.

Ownership: Paul F. Billheimer and wife, 80%; and others.

Executives: P. E. Billheimer, pres; Gordon Beck, gen mgr.

Radio affiliate: WCBC.

ANGOLA, Steuben County (ch. 77)

BEDFORD, Lawrence County (ch. 68)

BLOOMINGTON, Monroe County (ch. 4, *30—, 36)

WTTV (Nov. 11, 1949) **ch. 4;** power—44.6kw visual, 26.8kw aural; antenna height—1,250 feet above average terrain, 1,225 feet above ground.

Address: 3490 Bluff Road, zone 27. **Phone:** State 7-2211. **TWX** IP 74.

Licensee: Sarkes Tarzian Inc. (Original owner). **Ownership:** See Sarkes Tarzian Stations in "Group Ownership."

Rep: Moeker.

Highest hour rate: \$700.

Color facilities: network.

Executives: Sarkes Tarzian, pres; Herb Nelson, gen mgr & film buyer; Frank Willis, national sales mgr; Susan Sherman, program director; Keith Wilson, promotion mgr; Frank Edwards, news director; Carl Onken, chief engineer.

Washington atty: A. L. Stein.

Radio affiliate: WTTV.

COLUMBUS, Bartholomew County (ch. 42—)

CONNERSVILLE, Fayette County (ch. 88+)

ELKHART (see SOUTH BEND)

EVANSVILLE, Vanderburgh County (ch. 7, *9+, 14—, 50—)

WEHT (Sept. 11, 1953) **ch. 50;** power—155kw visual, 83.2kw aural; antenna height—590 feet above average terrain, 537 feet above ground. **Address:** P. O. Box 395. **Phone:** Harrison 4-9215. **TWX** 61.

Licensee: WEHT Inc. (acquired station Oct. 24, 1956).

Ownership: Edwin G. Richter Jr., 21.82%; Henry S. Hilberg and wife, 36.36%; Mary Jane B. Clark, 14.55%; and the following owning 5.15% each: Ernest Felix, Jane B. Buse, Raymond Buse Jr., Rosanne B. Brockman and J. Barrett Buse. Same interests also own WFOA Evansville, Ind.

Network: CBS-TV.

Rep: Young Television.

Highest hour rate: \$400.

Color facilities: network.

Executives: Edwin G. Richter Jr., pres & gen mgr; Howard D. Duncan, sales manager; Ulysses Carlini, program director; Priscilla Finberg, promotion director; M. A. McFarlin Jr., news director; Robert M. Cleveland, chief engineer.

Washington atty: Kolan & Burt.

Radio affiliate: WFOA

WFIE-TV (Nov. 9, 1953) **ch. 14;** power—178kw visual, 93.3kw aural; antenna height—560 feet above average terrain, 533 feet above ground.

Address: 1115 Mt. Auburn Road, Zone 12. **Phone:** Harrison 5-6201. **TWX** EV 14.

Licensee: Premier Television (acquired station July 1956).

Ownership: See George W. Norton stations in "Group Ownership."

Network: NBC-TV (primary).

Rep: Raymer.

Highest hour rate: \$350.

Color facilities: network.

Executives: Nathan Lord, pres; E. Berry Smith, vp & gen mgr; Lee Browning, gen sls mgr; James H. Keen, program mgr & film buyer; Ed Yalowitz, promotion mgr; Jerry Wiesner, news director; Paul C. Kelley, chief engineer.

Washington atty: Paul M. Segal.

WTVW (Aug. 21, 1956) **ch. 7;** power—316kw visual, 158kw aural; antenna height—580 feet above average terrain, 570 feet above ground.

Address: 403 Carpenter St., Zone 8. **Phone:** Harrison 2-1121. **TWX** EV 28.

Licensee: Evansville Television Inc.

Ownership: Class A (voting), Rex Schepp and wife, Dr. B. F. Schepp, 60%; Freeman Keyes, 9%; estate of George Bayard, 1%; Ferris Traylor, 16.4%; John Kreuger, 13.2%; John W. Spencer, .01%. Class B (non-voting), Ferris Traylor, 25.6%; Joe O'Daniel, 42%; John Kreuger, 28.8%; John Spencer, 2%; Van Orman, .08%; Hiram Logsdon, .03%. Mr. Keyes is voting trustee for 93.6% of Class A stock.

Network: ABC-TV (primary).

Rep: Hollingbery.

Highest hour rate: \$350.

Color facilities: network, local film, local slides.

Executives: Ferris E. Traylor, pres; Richard F. Shively, gen mgr; Al McKelfresh, coml mgr; Bill Hill, program director; Jack Rusche, film buyer; Shirley Miller, promotion mgr; Joe Halburnt Jr., news director; John Schuta, chief engineer.

Washington atty: Welch, Mott & Morgan.

FORT WAYNE, Allen County (ch. 15+, 21+, *27+, 33—, 69)

WANE-TV (Sept. 26, 1954) **ch. 15;** power—200 kw visual, 100kw aural; antenna height—830 feet above average terrain, 835 feet above ground.

Address: 2915 W. State Blvd. **Phone:** Anthony 9411. **TWX** FW 186.

Licensee: Indiana Broadcasting Corp. (acquired station Nov. 15, 1956).

Ownership: See "Newspaper Ownership" and "Corinthian stations in "Group Ownership."

Network: CBS-TV.

Rep: Petry.

Highest hour rate: \$500

Color facilities: network.

Executives: C. Wrede Petersmeyer, pres; R. Morris Pierce, gen mgr & film buyer; John J. Keenan, coml mgr; Franklin C. Mitchell, program director; Robert J. Keefe, promotion mgr; Phillip C. Wilson, news director; Charles E. Wallace, chief engineer.

Washington atty: Covington & Burling.

Radio affiliate: WANE.

WKJG-TV (Nov. 21, 1953) **ch. 33;** power—263kw visual; 144kw aural; antenna height—770 feet above average terrain, 793 feet above ground.

Address: 220 E. Jefferson, Zone 2. **Phone:** Anthony 2295. **TWX** FW 90.

Licensee: WKJG Inc. (acquired station April 14, 1957).

Ownership: See Truth Publishing Co. in "Group Ownership."

Network: NBC-TV (primary).

Rep: H-R Television.

Highest hour rate: \$500.

Color facilities: network.

Executives: John F. Dille Jr., pres; Edward G. Thoms, gen mgr; Carleton B. Evans, coml mgr; Calo O. Mahlock, program director; Wilson Schroeder, promotion mgr; Jack Gray, news director; Eugene A. Chase, chief engineer.

Washington atty: Dow, Lohnes & Albertson.

Radio affiliate: WKJG.

WPTA (Sept. 28, 1957) **ch. 21;** power—110kw visual, 89kw aural; antenna height—760 feet above average terrain, 775 feet above ground.

Address: 3333 Butler Rd. **Phone:** Anthony 7125. **TWX** FW 98.

Licensee: Sarkes Tarzian Inc.

Ownership: See Sarkes Tarzian stations in "Group Ownership."

Network: ABC-TV (primary).

Rep: Young Television.

Highest hour rate: \$400

Executives: Sarkes Tarzian, pres. Ronald R. Ross, gen mgr; Richard D. Morgan, coml mgr & promotion mgr; Arthur Hook, program director & film buyer; Tom Atkins, news director; Fred Matchin, chief engineer.

Washington atty: A. L. Stein.

GARY, Lake County (ch. 50, *66)

HAMMOND, Lake County (ch. 56—)

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**HAMILTON-STUBBLEFIELD-TWINING
& ASSOCIATES, INC.**

Tv Stations CONTINUED

INDIANA CONTINUED

INDIANAPOLIS, Marion County (ch. 6, 8-13-20-39, 67-)

WPBM-TV (May 30, 1949) **ch. 6**; power—100kw visual, 50kw aural; antenna height—996 feet above average terrain, 1,019 feet above ground. **Address:** 1330 N. Meridian St., Zone 2. **Phone:** Melrose 4-5521. **TWX** 1P-99.
Licensee: Twin State Broadcasting Inc. (acquired station May 22, 1957).
Ownership: See Time Inc. stations in "Group Ownership."
Network: NBC-TV (primary).
Rep: Katz.
Highest hour rate: \$1,300.
Color facilities: network, local live, local film, local slides.
Executives: Weston C. Pullen Jr., pres; Eldon Campbell, vp & gen mgr; Don Meuke, coml mgr; William R. Fall, program director; Hugh L. Kibbey, film buyer; John F. Hurlbut, promotion mgr; George Morrison, news director; Robert W. Flanders (technical), R. W. Robbins (operations) chief engineers.
Washington atty: Pierson, Ball & Dowd.
Radio affiliate: WFRM

WISH-TV (July 1, 1954) **ch. 8**; power—316kw visual, 156kw aural; antenna height—990 feet above average terrain, 997 feet above ground. **Address:** 1440 N. Meridian St., Zone 2. **Phone:** Melrose 4-6411. **TWX** 1P-276.
Licensee: Indiana Broadcasting Corp. (acquired station Dec. 1, 1956).
Ownership: See "Newspaper Ownership" and Community stations in "Group Ownership."
Network: CBS-TV (primary).
Rep: Bolling.
Highest hour rate: \$1,400.
Color facilities: network, local film, local slides.
Videotape recorder: in operation.
Executives: C. W. de Petersmeyer, pres; Robert B. McConnell, vp, gen mgr & film buyer; Robert F. Ohleyer, coml mgr; Steven T. Briggs, program director; James A. Buck, director of promotion; Richard Hickox, news director; Stokes Gresham Jr., chief engineer.
Washington atty: Covington & Burling.
Radio affiliate: WISN.

WLWI (Oct. 30, 1957) **ch. 13**; power—297kw visual, 156kw aural; antenna height—980 feet above average terrain, 1,025 feet above ground. **Address:** Merchants Bank Bldg., Zone 4. **Phone:** Melrose 9-2311. **TWX** 281.
Licensee: Crosley Broadcasting Corp.
Ownership: See Crosley Broadcasting Corp. in "Group Ownership."
Network: ABC-TV (primary).
Rep: Crosley Broadcasting sales offices; NBC spot sales; Bomar Lowrance & Assoc. (South).
Highest hour rate: \$1,100.
Color facilities: network, local live, local film, local slides.
Executives: Robt. E. Dunville, pres; John B. Babcock, gen mgr & film buyer; Bruce Cox,

special broadcast services director; Bob Lamb, coml mgr; Charles Brodhead, program director; Jack Hlighberger, promotion mgr; Gordon Graham, news director; Norman Nixon, supervising technician.
Washington atty: Hogan & Hartson.
WTTV ch. 4. (see Bloomington).

JASPER, Dubois County (ch. 19+)

KOKOMO, Howard County (ch. 29+)

LAFAYETTE, Tippecanoe County (ch. 18, *47, 59)

WFAM-TV (June 15, 1953) **ch. 59**; power—162 kw visual, 89.1kw aural; antenna height—630 feet above average terrain, 670 feet above ground. **Address:** McCarty Lane. **Phone:** 2-7346. **TWX** Laf 181.
Licensee: Lafayette Broadcasting Inc. (acquired station March 1, 1957).
Ownership: D. & B. Equipment Corp., 50% (voted by E. J. Bannon and John M. Drysdale, owners); Harry Rosenthal, 25%; Alvin H. Duth 25%.
Network: ABC-TV (secondary), CBS-TV (secondary), NBC-TV (secondary).
Rep: Rambeau, Vance, Hopple.
Highest hour rate: \$200.
Color facilities: network.
Executives: E. J. Bannon, pres; Henry Rosenthal, gen mgr & film buyer; Jack Pittenger, coml mgr & promotion mgr; Harry Bradway, program director; Bill Anthony, news director; Jack Cochran, chief engineer.
Washington atty: A. L. Stein.
Radio affiliate: WASK.

LEBANON, Boone County (ch. 79+)

LOGANSPOUT, Cass County (ch. 51)

MADISON, Jefferson County (ch. 25--)

MARION, Grant County (ch. 31)

MICHIGAN CITY, La Porte County (ch. 62+)

MUNCIE, Delaware County (ch. 49, 55+, *71)

WLBC-TV (May 8, 1953) **ch. 49**; power—14.1kw visual, 7.66kw aural; antenna height—500 feet above average terrain, 550 feet above ground. **Address:** P. O. Box 271. **Phone:** Atlas 5-4403. **TWX** Muncie 187.
Licensee: Tri-City Radio Corp.
Ownership: Donald A. Burton, 51%; William F. Craik, 45.5%, and others.
Network: NBC-TV (primary), ABC-TV (secondary), CBS-TV (secondary).
Rep: Hal Holman.
Highest hour rate: \$225.
Color facilities: network.
Executives: Don Burton, pres & gen mgr; Bill Craig, coml mgr, film buyer & promotion mgr; Lee Allerton, program director; Fred Hinshaw, news director; Pat Finnegan, chief engineer.

Washington atty: John M. Midlen.
Radio affiliates: WLBC, WMUN (FM).

PLYMOUTH, Marshall County (ch. 34-)

PRINCETON, Gibson County (ch. 52+)

WRAY (not on air, suspended operation but has not turned in construction permit); **ch. 52**. **Permittee:** Southern Indiana Telecasting Inc. **Ownership:** M. E. Lankford, 62.8%; Mc. Lankford also owns WVDQ DeQuoin, Ill.

RICHMOND, Wayne County (ch. 32-)

SHELBYVILLE, Shelby County (ch. 58+)

SOUTH BEND (Saint Joseph County)-ELKHART (Elkhart County) (ch. 16, 22, 28+, *52)

WNDU-TV (July 15, 1955) **ch. 16**; power—219kw visual, 153.4kw aural; antenna height—586 feet above average terrain, 531 feet above ground. **Address:** P. O. Box 989. **Phone:** Central 1-7111. **TWX** SB 3773.
Licensee: Michiana Telecasting Corp.
Ownership: U. of Notre Dame du Lac, 100%; and voted by Rev. Edmund P. Joyce.
Network: NBC-TV.
Rep: Petry.
Highest hour rate: \$500.
Color facilities: network.
Executives: B. C. Barth, vp & gen mgr, Wm. Thomas Hamilton, sis mgr; H. Allen Hervey, film editor; June Borkowski, promotion mgr; Lamont McLoughlin, news director; Basil O'Hagan, chief engineer.
Washington atty: Dempsey & Koplevitz.
Radio affiliate: WNDU.

WSBT-TV (Dec. 21, 1952) **ch. 22**; power—224kw visual, 148kw aural; antenna height—739 feet above average terrain, 487 feet above ground. **Address:** 300 W. Jefferson Blvd., Zone 1. **Phone:** Central 3-3141. **TWX** SB 5162.
Licensee: South Bend Tribune.
Ownership: South Bend Tribune Publishing Co. (South Bend Tribune).
Network: CBS-TV.
Rep: Raymer.
Highest hour rate: \$500.
Color facilities: network.
Executives: Franklin D. Schurz, pres; Neal B. Welch, gen mgr; Will R. Darch, coml mgr; Robert J. Drain, program dir; Walter A. Sweitzer Jr., film buyer; James Halpin, promotion mgr; Robert M. Hoyt, news director; Arthur R. O'Neil, chief engineer.
Washington atty: Hogan & Hartson.
Radio affiliate: WSBT.

WEJV (Elkhart) (March 15, 1954) **ch. 28**; power—204kw visual, 102kw aural; antenna height—690 feet above average terrain, 649 feet above ground. **Address:** P. O. Box 2828, South Bend. **Phone:** (South Bend) Central 2-2828; (Elkhart) 2-1518. **TWX** Elkhart 8713.
Licensee: Truth Publishing Co. (original owner).
Ownership: See "Newspaper Ownership" and Truth Publishing Co. in "Group Ownership."
Network: ABC-TV.
Rep: H-R Television.
Highest hour rate: \$400.
Color facilities: network.
Videotape recorder: in operation.
Executives: John F. Dille Jr., pres; Paul C. Brines, vp & gen mgr; Edwin J. Lasko, assistant mgr, program director & film buyer; Vincent T. Doyle, national sales mgr; Don Fuller, regional & local sales mgr; W. Forrest Morrow, program & production mgr; Phyl Swan, promotion mgr; Bill Donnelly, news director; Art Whitaker, film director; Lester Zellner, chief engineer.
Washington atty: Dow, Lohnes & Albertson.
Radio affiliates: WTRC-AM-FM.

TELL CITY, Perry County (ch. 78)

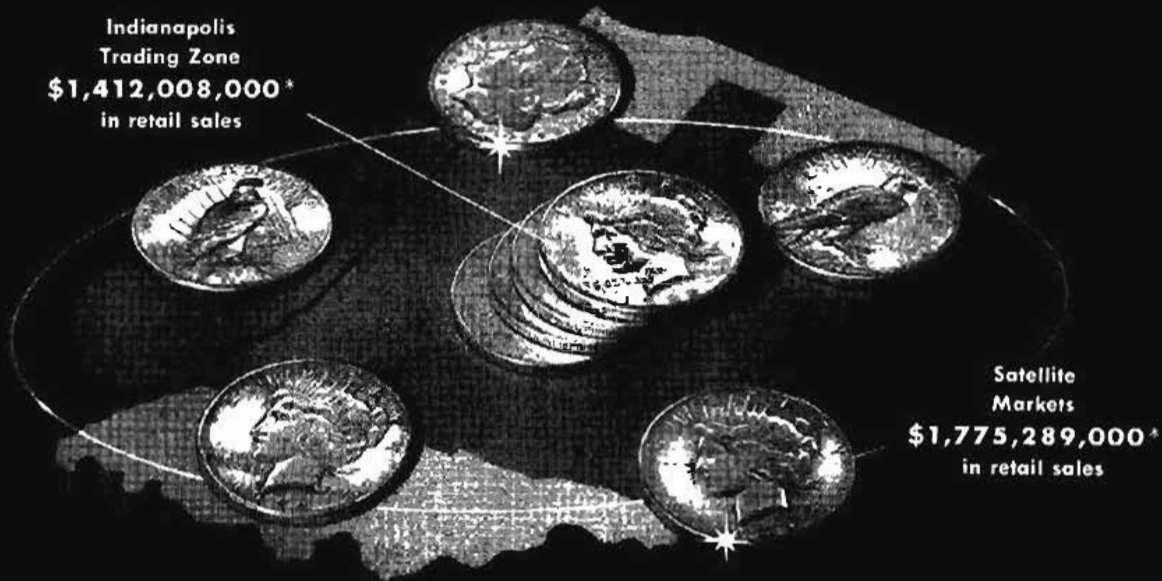
**STANDARD OIL
OF CALIFORNIA**

USES IT*

IN OVER 20 MARKETS

*** SEE ZIV AD PAGES A114-A115**

Indianapolis
Trading Zone
\$1,412,008,000*
in retail sales



Satellite
Markets
\$1,775,289,000*
in retail sales

**Aren't all of these dollars
equally important to you?**

Where else will you find *satellite* markets that outspend their entire central metropolitan trading zone by 5-to-4 in sales dollars? Or a *reverse* that has such a big, rich central market? What an opportunity for you to increase your share of the *total* potential in this greater Indianapolis television area!

where else . . .

- does a central market exert such an economic pull on *so many* specific areas that are retail trading centers in their own right?
- do you find such a *widespread* marketing area covered from *one* central point . . . and by WFBM-TV!
- can you buy just *one* station with no overlapping penetration by basic affiliates of the same network?

only here - in Indianapolis on WFBM-TV can you buy more honest market penetration, more consumer influence, for *fewer* dollars expended than anywhere else. *Now* it will pay you to take another, longer, *better* look! We are proud of our current *ARE*.

The Nation's 13th Television Market

. . . with the only basic NBC coverage of 750,000 TV set owning families.

*Sales Management, Survey of Buying Power, 1958

Indianapolis itself - Major retail area for 18 richer-than-average counties. 1,000,000 population - 350,600 families with 90% television ownership!

12 Satellites - Each a recognized marketing area - and well within WFBM-TV's basic area of influence. Includes Marion • Anderson • Muncie • Richmond • Bloomington • Vincennes • Terre Haute • Danville, Illinois • Lafayette • Peru • Logansport • Kokomo.

Represented Nationally by the KATZ Agency



BASIC NBC-
TV AFFILIATE

Tv Stations CONTINUED

INDIANA CONTINUED

TERRE HAUTE, Vigo County (ch. 2+,10,*57+, 63-,73+)

WTHI-TV (July 20, 1964) **ch. 10**; power—316kw visual, 158 kw aural; antenna height—450 feet above average terrain, 548 feet above ground.

Address: 518 Ohio St. **Phone:** Crawford 9481. **TWX TH 1.**

Licensee: Wabash Valley Broadcasting Corp. **Ownership:** Anton Hulman Jr., 81.65%; J. R. Cloutier, 13.33%; Henry P. Smith, 5%.

Network: CBS-TV (primary), ABC-TV (secondary), NBC-TV (secondary).

Rep: Bolling.

Highest hour rate: \$600.

Color facilities: network.

Executives: Anton Hulman Jr., pres; J. M. Higgins, gen mgr; Pat Murphy, day program director; Ren Falber Jr., night program director & film buyer; Charles S. Cogan, promotion mgr; Howard Caldwell, news director; Don Pettit, chief engineer.

Washington atty: Haley, Wallenberg & Kenehan.

Radio affiliates: WTHI-AM-FM.

VINCENNES, Knox County (ch. 44+)

WASHINGTON, Daviess County (ch. 60+)

IOWA

ALGONA, Kossuth County (ch. 37+)

AMES, Story County (ch. 5,25—)

WOI-TV (Feb. 21, 1950) **ch. 5**; power—100kw visual, 50 kw aural; antenna height—553 feet above average terrain, 550 feet above ground.

Address: Iowa State College. **Phone:** Cedar 2-5400. **TWX 580.**

Licensee: Iowa State College of Agriculture & Mechanic Arts.

Ownership: Solely owned by Iowa State College of Agriculture & Mechanic Arts. (original owner)

Network: ABC-TV.

Rep: Weed Television.

Highest hour rate: \$650.

Color facilities: network.

Executives: Dr. James Hilton, pres; Robert C. Mulhall, gen mgr & film buyer; Ted Tustlebe, coml mgr; James H. Davis, program director, assoc gen mgr; Doris MacFarquhar, promotion mgr; Keith K. Ketcham, chief engineer.

Washington atty: Cohn & Marks.

Radio affiliates: WOI-AM-FM.

ATLANTIC, Cass County (ch. 45—)

BOONE, Boone County (ch. 19—)

BURLINGTON, Des Moines County (ch. 32—,38+)

CARROLL, Carroll County (ch. 39)

CEDAR RAPIDS, Linn County (ch. 2,9—,20—,*26+)

KCRG-TV (Oct. 15, 1953) **ch. 9**; power—316kw visual, 158kw aural; antenna height—1,060 feet above average terrain, 1,079 feet above ground

Address: First St. at First Ave. SW. **Phone:** Empire 4-4194. **TWX CR 14**

Licensee: Cedar Rapids Television Co. (original owner).

Ownership: The Gazette Co. (Cedar Rapids Gazette), 199%. Also see "Newspaper Ownership."

Network: ABC-TV.

Rep: Weed Television.

Highest hour rate: \$500.

Color facilities: network.

Executives: Joseph F. Hladky Jr., pres; Redd Gardner, gen mgr & film buyer; Ralph D. Willey, program director; Edna A. Herbst, director promotion & publicity; Ira V. McDaniel, chief engineer.

Washington atty: Kirkland, Fleming, Green, Martin & Ellis.

Radio affiliates: KCRG.

WMT-TV (Sept. 30, 1953) **ch. 2**; power—100kw visual, 70kw aural, antenna height—1,450 feet above average terrain, 1,358 feet above ground.

Address: Paramount Theatre Bldg. **Phone:** Empire 4-0171. **TWX CR-11.**

Licensee: WMT-TV, Inc. (original owner).

Ownership: American Broadcasting Stations Inc. (WMT Cedar Rapids, KAVMT Ft. Dodge, both Iowa), 45%; William B. Dolph, 31%; William B. Quarton, 20%. ABS is controlled by Helen S. Mark and children (with Messrs. Dolph and Quarton as voting trustees for these holdings). Mr. Dolph also owns 15% of KJBS San Francisco and 43% of KMYR Denver. Mr. Quarton has a minority interest in KMYR.

Network: CBS-TV.

Rep: Katz.

Highest hour rate: \$625.

Color facilities: network.

Executives: Wm. B. Dolph, pres; Wm. B. Quarton, executive vp; Lew Van Nostrand, vps; Douglas B. Grant, vp tv operations & film buyer; Dick Finney, promotion & merchandising mgr; Chuck Worcester, director of news & public affairs; George P. Hixenbaugh, chief engineer.

Washington atty: Dingham, Collins, Porter & Kistler.

Radio affiliates: WMT.

CENTERVILLE, Appanoose County (ch. 31—)

CHARLES CITY, Floyd County (ch. 18—)

CHEROKEE, Cherokee County (ch. 14)

CLINTON, Clinton County (ch. 64)

CRESTON, Union County (ch. 43)

DAVENPORT, Scott County—ROCK ISLAND, ILL., Rock Island County—MOLINE, ILL., Rock Island County (ch. 4+,6+,8,*30+,42—,68)

WHBF-TV (July 1, 1950) **ch. 4**; power—100kw visual, 70kw aural; antenna height—1,000 feet above average terrain, 993 feet above ground.

Address: Telco Bldg. Rock Island. **Phone:** Rock Island 6-5441. **TWX 181.**

Licensee: Rock Island Broadcasting Co. (original owner).

Ownership: Ben H. Potter and family, 75%; Leslie C. Johnson and wife, 25%. Potter family owns Rock Island Argus and a controlling interest in KBUN Bimidji, Minn. Mr. Johnson owns 50% of WJBC Bloomington, Ill.

Network: CBS-TV (primary), ABC-TV (secondary).

Rep: Avery-Knodel

Highest hour rate: \$900.

Color facilities: network.

Executives: Ben H. Potter, pres; Leslie C. Johnson, vp & gen mgr; Maurice Corken, assistant mgr & coml. director; Forest W. Cooke, program director & film buyer; (Miss) Fern Hawks, promotion mgr; Heber F. Carlton, merchandising mgr; Wm. G. Ellison & Jim Koch, news directors; Robert J. Smett, chief engineer.

Washington atty: Dow, Johns & Albertson.

Radio affiliates: WHBF-AM-FM.

WOC-TV (Oct. 31, 1949) **ch. 8**; power—100kw visual, 60.3kw aural; antenna height—690 feet above average terrain, 625 feet above ground.

Address: 805 Brady St., Davenport. **Phone:** Davenport 3-3681. **TWX Davenport 82.**

Licensee: Central Broadcasting Co. (original owner).

Ownership: See R. J. Palmer stations in "Group Ownership."

Network: NBC-TV.

Rep: Peters, Griffin, Woodward.

Highest hour rate: \$900.

Color facilities: network.

Executives: B. J. Palmer, pres; D. D. Palmer, vp and treas; Ralph Evans, executive vp; Paul A. Loyet, vp; William D. Wagner, sec; Ernest C. Sanders, resident mgr; Raymond E. Guth, program director; Kenneth Wagner, film buyer; Richard Upp, promotion mgr; Robert Frank, news director; Paul G. Ardivson, chief engineer.

Washington atty: Dow, Johns & Albertson.

Radio affiliate: WOC-AM-FM.

DECORAH, Winneshiek County (ch. 44+)

DES MOINES, Polk County (ch. 8—,*11+,13—, 17+,23—)

***KDPS** (non-commercial educational) (not on air, granted Dec. 12, 1956; target date: late 1958); **ch. *11.**

Address: 629 Third St.

Permittee: Des Moines Independent School District.

EGTV (not on air, suspended operation but has not turned in construction permit); **ch. 17.**

Address: Second Ave. & Hobson Drive.

Permittee: Rib Mountain Tv Inc.

Ownership: See "Newspaper Ownership" and Murphy-Bridges stations in "Group Ownership."

KRNT-TV (July 31, 1955) **ch. 8**; power—316kw visual; 200kw aural; antenna height—610 feet above average terrain, 703 feet above ground.

Address: Ninth & Pleasant, zone 14. **Phone:** Cherry 3-4141. **TWX 279.**

Licensee: KRNT-TV Co. (Original owner).

Ownership: Cowles Broadcasting Co., 50%. Murphy Broadcasting Co. (estate of Kingsley H. Murphy), 40%. For Cowles Broadcasting interests see Cowles stations in "Group Ownership."

Network: CBS-TV.

Rep: Katz.

Highest hour rate: \$700.

Color facilities: network.

Executives: Luther L. Hill, pres; Robert W. Dillon, vp & gen mgr; Paul M. Elliott, coml mgr; Bill Illipee, sales mgr; Richard H. Covey, program director — film buyer; Joe Hudgens, assistant program director & director promotion & advertising; Russ Van Dyke, news director; Charles F. Quentun, chief engineer.

Washington atty: Paul M. Segal.

Radio affiliates: KRNT.

ANHEUSER-BUSCH

USES IT*

IN OVER A DOZEN MARKETS!

*** SEE ZIV AD PAGES A114-A115**

Davenport, Iowa — Rock Island, Illinois 47th TV MARKET IN THE U.S.

As Reported in TELEVISION AGE, May 19, 1958

- | | |
|----------------------------|---------------------------------|
| 41 Albany Schenectady-Troy | 46 Omaha |
| 42 Nashville | 47 Davenport-Rock Island |
| 43 Champaign | 48 Binghamton |
| 44 Miami | 49 Raleigh-Durham |
| 45 Sacramento-Stockton | 50 Asheville |

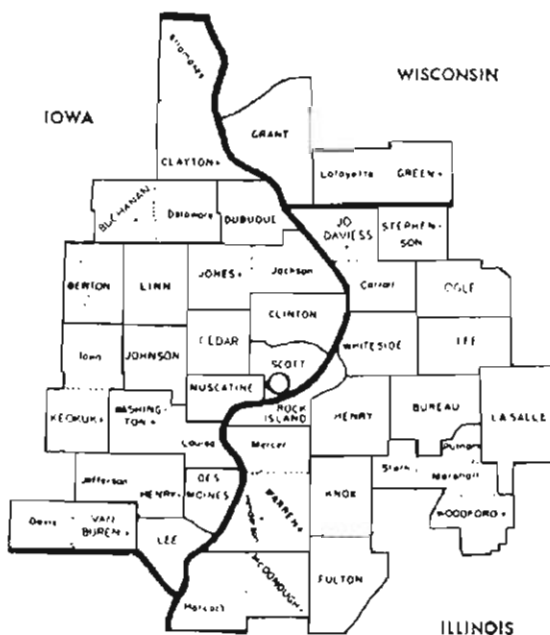
WOC-TV IS No. 1 IN COVERAGE IN ALL OF IOWA AND ILLINOIS (Chicago excepted)

48 COUNTIES

Population*	1,727,100
Homes	556,500
TV Homes	469,890
Farm Homes**	97,101
TV Farm Homes**	54,912
Effective Buying Income*	\$2,852,363,000
Retail Sales*	\$2,076,120,000

*Sales Management's "Survey of Buying Power, 1958"
**U. S. Census of Agriculture, 1954

NCS 2



Col B J Palmer
President
Ernest C. Sanders
Resident Manager
Mark Wodlinger
Sales Manager
Peterson, Griffin, Woodward,
Inc., Exclusive National
Representatives

THE QUINT CITIES
DAVENPORT } IOWA
BETTENDORF }
ROCK ISLAND } ILL.
MOLINE }
EAST MOLINE }



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



Tv Stations CONTINUED

IOWA CONTINUED

DES MOINES (Continued)

WHO-TV (April 15, 1951) ch. 13; power—316kw visual, 15kw aural; antenna height—730 feet above average terrain, 145 feet above ground. Address: 1100 Walnut St., zone 7. Phone: Atlantic 5-6711. **TWK DM 286**. Licensee: Central Broadcasting Co. (original owner).
Ownership: See E. J. Palmer stations in "Group Ownership."
Network: NBC-TV.
Rep: Peters, Griffin, Woodward.
Highest hour rate: \$750.
Color facilities: network, local film local slides.
Executives: Col. E. J. Palmer, pres.; Dr. D. D. Palmer, vp & treas.; Ralph Evans, executive vp.; Paul A. Lloyd, vp & resident mgr.; William O. Wagner, sec & controller; W. W. Woods, assistant mgr.; Robert H. Harter, sls mgr.; Jack Kerrigan, program director & film buyer; Kenneth Geller, production mgr.; Jack Shelley, news bureau mgr.; Roy W. Pratt, chief eng. test.
Washington atty: Dow, Lohnes & Albertson.
Radio affiliates: WHO-AM-FM.

DUBUQUE, Dubuque County (ch. 56+62-)

ESTHERVILLE, Emmet County (ch. 24+)

FAIRFIELD, Jefferson County (ch. 54)

FORT DODGE, Webster County (ch. 21)
KOTV (November 1953) ch. 21; power—174kw visual, 89kw aural; antenna height—630 feet above average terrain, 630 feet above ground. Address: 912 1st Ave. South. Phone: 4-0351. Licensee: Northwest Television Co. (original owner).
Ownership: Edward Green and wife and others.
Network: NBC-TV (primary), ABC-TV (secondary), CBS-TV (secondary).
Rep: Pearson.
Highest hour rate: \$150.
Color facilities: network.
Executives: Edward Green, pres & gen mgr.; Rolfe Camp, coml mgr.; Richard Johnson, program director & promotion mgr.; Bill Higgins, news director; Dave Sinclair, chief engineer.
Washington atty: Fisher, Wayland, Duvall & Southward.
Radio affiliate: KVPD.

FORT MADISON, Lee County (ch. 50+)

GRINNELL, Poweshiek County (ch. 71)

IOWA CITY, Johnson County (ch. *12+24-)

KEOKUK, Lee County (ch. 44-)

KNOXVILLE, Marion County (ch. 33-)

MARSHALLTOWN, Marshall County (ch. 49)

MASON CITY, Cerro Gordo County (ch. 3+35-)
KGLO-TV (May 17, 1954) ch. 3; power—100kw visual, 50kw aural; antenna height—160 feet above average terrain, 200 feet above ground. Address: Second & Pennsylvania Aves. Phone: 4-2340. **TWK MY 88**. Licensee: Leo Radio Inc. (original owner).
Ownership: See Leo stations in "Group Ownership."
Network: CBS-TV.
Rep: Wood Television.
Highest hour rate: \$400.
Color facilities: network.
Executives: Leo P. Loomis, pres.; Herbert R. Hart, executive vp & gen mgr.; Lloyd D. Lucas, coml mgr.; Walter Rothschild, national sales mgr.; Doug Sherwin, program director & promotion mgr.; Ken Kow, news director; Roger E. Sawyer, chief engineer.
Washington atty: Pearson, Hall & Dowd.
Radio affiliates: KGLD-AM-FM.

MUSCATINE, Muscatine County (ch. 58)

NEWTON, Jasper County (ch. 65+)

OELWEIN, Fayette County (ch. 28)

OSKALOOSA, Mahaska County (ch. 52+)

OTTUMWA, Wapello County (ch. 15+63)
KTVO (Kirksville, Mo.) (Nov. 21, 1955) ch. 3. Address: 219 E Second St., Ottumwa. Phone: Murray 2-1535. **TWK OTUM 462**. Licensee: KBIZ Inc. (for full listing, see Kirksville, Mo.)

RED OAK, Montgomery County (ch. 32-)

SHENANDOAH, Page County (ch. 20+)

SIoux CITY, Woodbury County (ch. 4-9, *30, 36-)
KTIV (Oct. 9, 1951) ch. 4; power—100kw visual, 50kw aural; antenna height—770 feet above average terrain, 633 feet above ground. Address: 10th & Grandview. Phone: 507-35. Licensee: KTIV Television Co. (original owner).
Ownership: Perkins Bros. Co., 59%; Dietrich Dicks and eight others, 30%. Perkins owns KSPJ Sioux City and is affiliated with the Sioux City Journal-Tribune.
Network: NBC-TV (primary), ABC-TV (secondary).

Rep: Hollingbery.
Highest hour rate: \$400.
Color facilities: network.
Executives: Dietrich Dicks, pres, gen. mgr & film buyer; Eugene Flaherty, executive vp & coml mgr.; Don Stone, program director; Bill Note, promotion mgr.; Ken Wayman, news director; Al Smith, chief engineer.
Washington atty: Miller & Schroeder.
Radio affiliate: KSCJ.

KVTV (March 20, 1953) ch. 9; power—288kw visual, 144kw aural; antenna height—720 feet above average terrain, 537 feet above ground. Address: 7th & Douglas Sts., zone 1. Phone: 2-2711. **TWK SY 14**. Licensee: Peoples Broadcasting Corp. (acquired station Dec. 1, 1957).
Ownership: See Peoples Broadcasting Stations in "Group Ownership."
Network: CBS-TV (primary), ABC-TV (secondary).
Rep: Katz.
Highest hour rate: \$225.
Color facilities: network.
Executives: Herbert E. Evans, vp & executive head of Peoples Broadcasting Corp.; Donald D. Sullivan, gen mgr.; Robert D. Donovan, coml. mgr.; Clark Pollock, program director & film buyer; John J. Schablow, promotion mgr.; Charles Powell, news director; Robert G. Engelhardt, chief engineer.
Washington atty: Fly, Shuchenk, Blume & Englund.
Radio affiliate: WNAX.

SPENCER, Clay County (ch. 42+)

STORM LAKE, Buena Vista County (ch. 34+)

WATERLOO, Black Hawk County (ch. 7+16-, *22-, 46+)
KWWL-TV (November 1953) ch. 7; power—316kw visual, 221kw aural; antenna height—1139 feet above average terrain, 1,083 feet above ground.
Address: Insurance Bldg. Phone: Adams 1-1404. **TWK WX 1**.
Licensee: Black Hawk Broadcasting Co. (original owner).
Ownership: Ralph J. McElroy, 30.7%; Robert Buckmaster, 11.8%; A. D. Donnell, 8.7%; William Bolster, 7% and others. Purchase of KATS and KAMT(TV) Austin, Minn., pending FCC approval.
Network: NBC-TV.
Rep: Avery-Knodel.
Color facilities: network.
Highest hour rate: \$225.
Executives: Ralph J. McElroy, pres; John Esau, gen mgr.
Radio affiliate: KWWL.

WEBSTER CITY, Hamilton County (ch. 27)

KANSAS

ABILENE, Dickinson County (ch. 31+)

ARKANSAS CITY, Cowley County (ch. 49)

ATCHISON, Atchison County (ch. 60+)

CHANUTE, Neosho County (ch. 50-)

COFFEYVILLE, Montgomery County (ch. 33-)

COLBY, Thomas County (ch. 22-)

CONCORDIA, Cloud County (ch. 47-)

DODGE CITY, Ford County (ch. 6+23)
KTVC (Ensign) (August 1957) ch. 6; power—28.2kw visual, 14.1kw aural; antenna height—720 feet above average terrain, 686 feet above ground.
Address: 705 Second St. Dodge City, Kan. Phone: Hunter 3-6666.
Licensee: Southwest Kansas Television Co. (original owner).
Ownership: Dodge City Broadcasting Co. (KGNO Dodge City, Kan.) and Dodge City Globe, 6%; Wendell Elliott, 5.6%. There are more than 600 other stockholders.
Network: ABC-TV.
Rep: Katz (on combination sales with KAKE-TV).
Highest hour rate: \$100 (also see KAKE-TV of which KTVC operates as satellite).
Executives: Wendell Elliott, vp & gen mgr.

EL DORADO, Butler County (ch. 55+)

EMPORIA, Lyon County (ch. 39-)

FORT SCOTT, Bourbon County (ch. 27)

GARDEN CITY, Finney County (ch. 9.11+)
KGLD (not on air; target date September 1958) ch. 11.
Address: c/o KCKT Great Bend, Kan.
Permittee: Central Kansas Television Co. (station plans to operate as satellite of KCKT).
Ownership: See Central Kansas stations in "Group Ownership."

GOODLAND, Sherman County (ch. 10.31)
KWGB-TV (not on air, granted May 11, 1955; target date unknown) ch. 10.
Address: KWGB Bldg.
Permittee: Goodland Broadcasting Co. (original owner).
Ownership: James E. Blair, 100%.
Radio affiliate: KWGB.



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 360 N. Michigan Ave. for your
 current issue of BROADCASTING
 or call CENtral 6-4115

A SURE THING!

WHO-TV delivers solid coverage of 46 counties in strategic Central Iowa—a \$2 billion market!

This is the heart of America's *leading* agricultural market—where the average farm income is over \$11,300 or *78% above* the national average! Yet, it is also a rapidly expanding industrial market. For example, Des Moines, the shopping center for all of Central Iowa, has more than 400 diversified industries with a payroll of \$100 million, an average family income of \$6000, and retail sales of \$343 million!

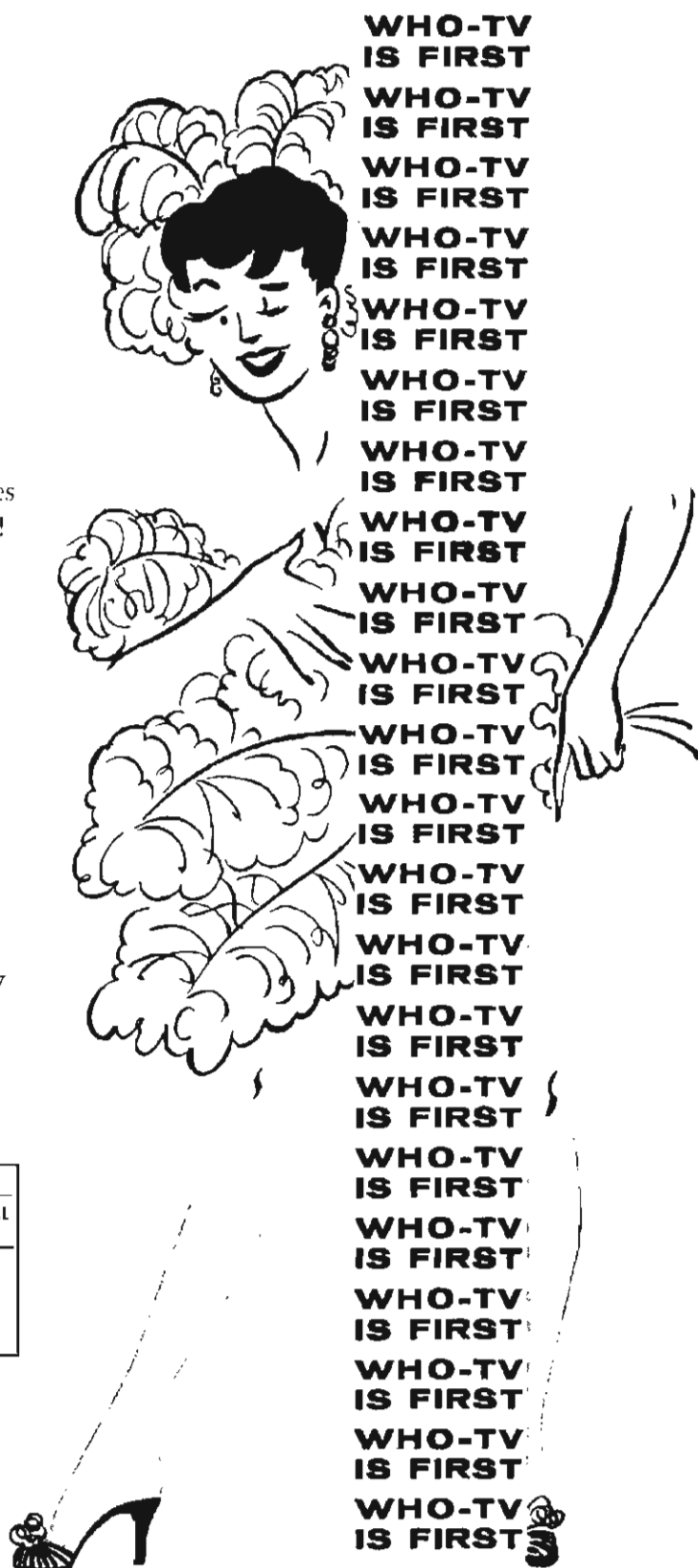
There are 392,700 TV families in this rich 46-county area—and you need *only* WHO-TV to cover them all!

The newest Metropolitan Des Moines ARB Survey (Feb. 8-March 7, 1958):

	FIRST PLACE QUARTER HOURS			
	NUMBER REPORTED		PERCENTAGE OF TOTAL	
	1 Week	4 Week	1 Week	4 Week
WHO-TV	256	232	54%	49%
STATION K	162	186	34%	39%
STATION W	47	51	10%	11%
TIES	8	4	2%	1%

Talk to PGW for more about a *sure thing* in Iowa—WHO-TV!

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



WHO-TV

Channel 13 • Des Moines

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



Peters, Griffin, Woodward, Inc.,
National Representatives



Tv Stations CONTINUED

KANSAS CONTINUED

GREAT BEND, Barton County (ch. 2, 28)

KCKT (Nov. 29, 1954) ch. 2; power—100kw visual; 50kw aural; antenna height—976 feet above average terrain, 1,000 feet above ground. **Address:** U. S. Highway 281. **Phone:** Gladstone 3-7868. **TWX** 90.

Licensee: Central Kansas Television Co. **Ownership:** See Central Kansas stations in "Group Ownership."

Network: NBC-TV.

Rep: Bolling.

Highest hour rate: \$300.

Color facilities: network.

Executives: E. C. Wedell, pres; E. L. Kuhlman, gen mgr, coml mgr & film buyer; Bonnie Perry, program director; Lelia Henkle, promotion mgr; Ken Coy, news director; Herm Haefele, chief engineer.

Washington atty: Cohn & Marks.

HAYS, Ellis County (ch. 7—20—)

KAYS-TV (not on air, target date late 1958), ch. 7; power—81.3kw visual, 58.8kw aural; antenna height—648 feet above average terrain, 751 feet above ground.

Address: 2300 Hall St. **Phone:** Market 4-2578.

Licensee: KAYS Inc.

Ownership: Ross Beach Sr., 50-2/3%, and Robert E. Schmidt, 49 1/3%.

Network: ABC-TV (private relay from KAKE-TV Wichita).

Rep: Katz (on sales with KAKE-TV).

Highest hour rate: \$150.

Executives: Ross Beach Sr., pres; Robert E. Schmidt, gen mgr; Richard A. McDaniel, operations director; James E. Kane, chief engineer.

Washington atty: A. L. Stein.

Radio affiliate: KAYS

HUTCHINSON, Reno County (ch. 12, 18)

KTVH (June 22, 1953) ch. 12; power—316kw visual, 158kw aural; antenna height—800 feet above average terrain, 779 feet above ground. **Address:** 1800 N. Plana (Hutchinson); 2815 E. 37th St., North (Wichita). **Phone:** Mohawk 5-5503. **TWX** HT 02.

Licensee: Wichita-Hutchinson Co. (acquired station Oct. 15, 1955).

Ownership: Minneapolis Star & Tribune Co., 78.5%; John P. Harris and family, 6.5%; W. D. P. Carey and family, 4.66%; Bess Marsh Rickard, 3.5%; Howard O. Peterson, 3.1%. For Minneapolis Star & Tribune Co., see Cowles Stations in "Group Ownership." The Harlises are chief owners of KSAL Salina and KICL Garden City, both Kan. Mrs. Rickard owns 52.5% of KWTW Hutchinson, Kan. Also see "Newspaper Ownership."

Network: CBS-TV.

Rep: Blair Television Assoc.

Highest hour rate: \$575.

Color facilities: network.

Executives: Joyce A. Swan, pres; Howard O. Peterson, gen mgr; M. Dale Larsen, assistant gen mgr; Eugene F. Gray, sales mgr; Robert D. Snyder, program director & film buyer; K. Ernest Dale, promotion director; J. K. Petersen, news director; Kenneth Cook, chief engineer.

Washington atty: Paul M. Segal.

INDEPENDENCE, Montgomery County (ch. 20)

IOLA, Allen County (ch. 44+)

JUNCTION CITY, Geary County (ch. 29+)

LARNED, Pawnee County (ch. 15—)

LAWRENCE, Douglas County (ch. *11, 17—)

LEAVENWORTH, Leavenworth County (ch. 54—)

LIBERAL, Seward County (ch. 14)

McPHERSON, McPherson County (ch. 26—)

MANHATTAN, Riley County (ch. *8, 23+)

***KSAC-TV** (not on air, granted July 24, 1954; target date unknown) ch. *8.

Permittee: Kansas State College.

Radio affiliate: KSAC, KSDB(FM).

NEWTON, Harvey County (ch. 14+)

OLATHE, Johnson County (ch. 52—)

OTTAWA, Franklin County (ch. 21—)

PARSONS, Labette County (ch. 46—)

PITTSBURG, Crawford County (ch. 7+38—)

KOAM-TV (Joplin, Mo.) (Dec. 13, 1953) ch. 7; power—245kw visual, 138kw aural; antenna height—550 feet above average terrain, 573 feet above ground.

Address: P. O. Box 659, Pittsburg. **Phone:** 2508.

Licensee: Mid-Continent Telecasting Inc. (original owner).

Ownership: Pittsburg Broadcasting Co. (KOAM), 66-2/3%, and Joplin Globe (Mo.) Publishing Co. (Globe and News Herald), 33-1/3%. Also see "Newspaper Ownership."

Network: NBC-TV, ABC-TV.

Rep: Katz.

Color facilities: network.

Highest hour rate: \$360.

Executives: R. E. Wade, vp & gen mgr.

Radio affiliate: KOAM.

PRATT, Pratt County (ch. 36+)

SALINA, Saline County (ch. 34)

TOPEKA, Shawnee County (ch. 13+42,*48+)

WIBW-TV (Nov. 15, 1953) ch. 13; power—316 kw visual, 158kw aural; antenna height—1,010 feet above average terrain, 949 feet above ground.

Address: P. O. Box 119 **Phone:** Central 3-2377.

TWX TK 8665.

Licensee: Topeka Broadcasting Assn. (acquired station Feb. 1, 1957).

Ownership: See Stauffer Publications stations in "Group Ownership."

Network: CBS-TV (primary) ABC-TV (secondary).

Rep: Avery-Knodel.

Highest hour rate: \$550.

Color facilities: network.

Executives: O. S. Stauffer, pres; Thad M. Sandstrom, gen mgr & promotion mgr; Ray C. Senate, coml mgr; Rush Evans, program director & film buyer; Olaf Soward, news director, Gil Voiles, chief engineer.

Washington atty: Arthur W. Scharfeld.

Radio affiliate: WIBW.

WELLINGTON, Sumner County (ch. 24—)

WICHITA, Sedgwick County (ch. 3—, 10—, 16—, *22+)

KAKE-TV (Oct. 19, 1951) ch. 10; power—316 kw visual, 219kw aural; antenna height—1,030 feet above average terrain, 1,079 feet above ground.

Address: 1500 N West St., zone 6. **Phone:** Whitehall 3-4221. **TWX** WI 228

Licensee: KAKE-TV Inc. (original owner).

Ownership: Tom Palmer, 19.5%; Sherrill C. Corwin, 15.3%; H. E. Zoller and family, 14.5%; Theodore Gore, 9.4%; Owen C. McEwen, 7.6%; Mark Adams, 6.25%; Charles E. Jones, 6.3%; Martin Umansky, 2.5% and others. For Mr. Corwin's holdings see Sherrill Corwin Stations in "Group Ownership."

Network: ABC-TV.

Rep: Katz.

Highest hour rate: \$788.50 (KAKE-TV plus satellites KTVC Ensign and KAYS Hays, Kan.

Color facilities: network.

Executives: Mark Adams, pres; Martin Umansky, gen mgr; Donovan Waldron, national sales mgr; Robert Payne, program director & promotion mgr; Bryes Benedict, local sales mgr; Paul Threlfall, news director; Harold Newby, chief engineer.

Washington atty: Fisher, Wayland, Duvall & Southmayd; Cohn & Marks.

Radio affiliate: KAKE.

KARD-TV (Sept. 1, 1955) ch. 3; power—100kw visual, 50kw aural; antenna height—1,000 feet above average terrain, 1,070 feet above ground. **Address:** 833 North Main, zone 5. **Phone:** Amherst 5-5633. **TWX** WI 242.

Licensee: Wichita Television Corp. (original owner).

Ownership: George M. Brown, 23%; Charles L. Brown, 4.6%; Helen P. Brown, 12.7%; William J. Meyer, 3.54%, and others.

Network: NBC-TV.

Rep: Petry.

Highest hour rate: \$650.

Color facilities: network, local live, local film, local slides.

Executives: George M. Brown, pres; William J. Meyer, executive vp & gen mgr; Donald Sharrin, vp & coml mgr; Samuel R. Worsham, program

director & film buyer; Dave Wilson, news director; Russell V. Goyette, chief engineer. **Washington atty:** Koteen & Burt.

KTVH (see Hutchinson).

WINFIELD, Cowley County (ch. 43+)

KENTUCKY

ASHLAND, Boyd County (ch. 59—)

WALN-TV (not on air, granted Aug. 14, 1952; target date unknown) ch. 59.

Address: 321 Eighth St., Huntington, W. Va.

Permittee: Polan Industries.

Ownership: See Dolan Industries Stations in "Group Ownership."

BOWLING GREEN, Warren County (ch. 13, 17+)

CAMPBELLSVILLE, Taylor County (ch. 40+)

CORBIN, Whitley County (ch. 16)

DANVILLE, Boyle County (ch. 35+)

ELIZABETHTOWN, Hardin County (ch. 23)

FRANKFORT, Franklin County (ch. 43—)

GLASGOW, Barren County (ch. 28+)

HARLAN, Harlan County (ch. 73+)

HAZARD, Perry County (ch. 19—)

HOPKINSVILLE, Christian County (ch. 20)

LEXINGTON, Fayette County (ch. 18+27—, 64, 70+)

WKYT (Sept. 19, 1957) ch. 27; power—15.3kw visual; antenna height—643 feet above average terrain, 556 feet above ground.

Address: 177 N. Upper St. **Phone:** 3-2727.

Licensee: WTAK Inc. (acquired station June 2, 1958).

Ownership: See Taft Stations in "Group Ownership."

Network: CBS-TV.

Rep: Pearson.

Highest hour rate: \$250.

Executives: Hulbert Taft Jr., pres; Robert C. Weigand, gen mgr; Zack Hill, coml mgr; David Fleischer, program director; Robert Austin, chief engineer.

Washington atty: Koteen & Burt.

WLEX-TV (March 15, 1955) ch. 18; power—91.2kw visual; 49kw aural; antenna height—630 feet above average terrain, 651 feet above ground.

Address: P. O. Box 1457. **Phone:** 4-8747.

Licensee: WLEX-TV Inc. (original owner).

Ownership: Central Kentucky Broadcasting Co. (WLEX Lexington, Ky.) 20%; J. Douglas Gay Jr., 25%; H. Guthrie Bell, 21%; and others. Central Kentucky Broadcasting is owned by Messrs. Gay and Bell, each 36.5%, and Earl L. Boyles, 25%.

Network: ABC-TV (secondary), NBC-TV, (secondary).

Rep: Bolling; Dora-Clayton.

Highest hour rate: \$284.05.

Color facilities: network.

Executives: J. D. Gay Jr., pres; Earl L. Boyles, vp & gen mgr; Harry C. Barfield, station mgr; J. M. Pennock, coml mgr; Alex B. Macauley, program director; J. W. Robertson, chief engineer.

Washington atty: Spcarman & Roberson.

LOUISVILLE, Jefferson County (ch. 3—, 11+,*15, 21—, 41—, 51—)

WAVE-TV (Nov. 24, 1948) ch. 3; power—100kw visual, 50 kw aural; antenna height—914 feet above average terrain, 600 feet above ground. **Address:** 331 E. Broadway, zone 2. **Phone:** Juniper 5-2201. **TWX** LS-291.

Licensee: WAVE Inc. (original owner).

Ownership: See George W. Norton stations in "Group Ownership."

Network: NBC-TV (primary), ABC-TV (secondary).

Rep: NBC Spot Sales.

Highest hour rate: \$1,025

Color facilities: network.

Executives: George W. Norton, pres; Nathan Lord, gen mgr; Ralph Jackson, coml mgr; George Patterson, program director & film buyer; James Caldwell, promotion mgr; Rodney Ford, news director; Wilbur Hudson, chief engineer.

Washington atty: Paul M. Segal.

Radio affiliate: WAVE.

WEZI (not on air, suspended operation but has not turned in construction permit); ch. 21.

Permittee: Mid-American Broadcasting Corp.

Ownership: See Air Trails Network stations in "Group Ownership."

***WFPK-TV** (not on air, granted Jan. 3, 1958; target date: fall 1958); ch. *15.

Permittee: Board of Trustees, Louisville Free Public Library.

KENTUCKY BROADCASTERS

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HAMILTON-STUBBLEFIELD-TWINING & ASSOCIATES, INC.

TV Stations CONTINUED

KENTUCKY CONTINUED

LOUISVILLE [Continued]

WHAS-TV (March 27, 1950) **ch. 11**; power—316 kw visual, 155kw aural; antenna height—490 feet above average terrain, 609 feet above ground.
Address: 525 W. Broadway, zone 2. **Phone:** Juniper 5-2211. **TWX** LS 594.
Licensee: WHAS Inc. (original owner).
Ownership: Courier-Journal and Louisville Times Co. (Barry Bingham and family), 100%.
Network: CBS-TV.
Rep: Harrington, Righter & Parsons.
Highest hour rate: \$1,900.
Color facilities: network.
Videotape recorder: now in operation.
Executives: Barry Bingham, pres; Victor A. Shells, vp & director; George Johnson, sales director; Samuel Gifford, program director; Charles McDaniel, film buyer; William F. Loader, promotion mgr; William J. Small, news director; Orrin W. Towner, director of engineering; Cawood Ledford, sports director.
Washington atty: Miller & Schroeder.
Radio affiliates: WHAS.
WTAM-TV (not on air, granted Jan. 15, 1953; target date unknown): **ch. 41**.
Address: 2549 S. Third St.
Permittee: Robert W. Rounsaville.
Ownership: See R. W. Rounsaville stations in "Group Ownership."
Radio affiliate: WLOU.

MADISONVILLE, Hopkins County (ch. 26)
MAYFIELD, Graves County (ch. 63)
MAYSVILLE, Mason County (ch. 24+)
MIDDLESBORO, Bell County (ch. 57, 63+)
MURRAY, Callaway County (ch. 33—)
NEWPORT, (Cincinnati, Ohio, channel)

WNOP-TV (not on air, target date unknown) **ch. 74** (a channel allocated to Cincinnati, Ohio).
Address: 606 Monmouth St. **Phone:** Juniper 1-7100.
Licensee: Tri-City Broadcasting Co.
Ownership: James G. Lang, 52.5%; Olin W. Davis 17.5% Vincent Herold, 6.54% and others.
Radio affiliate: WNOP.

OWENSBORO, Daviess County (ch. 56—, 62)

PADUCAH, McCracken County (ch. 6+, 43, 72)
WPSD-TV (May 28, 1957) **ch. 6**; power—100 kw visual, 60kw aural; antenna height—630 feet above average terrain, 583 feet above ground.
Address: 100 Television Lane. **Phone:** 2-8214. **TWX** 8350.
Licensee: Paducah Newspapers Inc. (original owner).
Ownership: Edwin P. Paxton and family, 100%.
Licensee (Paducah Sun-Democrat) also owns 25% WFRX West Frankfort, Ill. Also see "Newspaper Ownership."
Network: NBC-TV (primary), ABC-TV (secondary).
Rep: Pearson.
Highest hour rate: \$300.
Color facilities: network.
Executives: E. J. Paxton Sr., pres; E. J. Paxton Jr., vp & managing director, Sam Livingston, gen mgr; Charles M. Neel, sales mgr; Fitz Hooton, program director; Joe Mitchell, promotion mgr; Gene Compton, news director; Ernest J. Fell, technical director; William Mohley, chief engineer.
Washington atty: Scharfeld & Baron.

PIKEVILLE, Pike County (ch. 14—)
PRINCETON, Caldwell County (ch. 45—)
RICHMOND, Madison County (ch. 60)
SOMERSET, Pulaski County (ch. 29—)
WINCHESTER, Clark County (ch. 37+)

LOUISIANA

ABBEVILLE, Vermilion Parish (ch. 27+)
ALEXANDRIA, Rapides Parish (ch. 5, 62+, 74)
KALB-TV (Sept. 29, 1954) **ch. 5**; power—28.2 kw visual, 14.1kw aural; antenna height—560 feet above average terrain, 588 feet above ground.
Address: 505 Washington St. **Phone:** 5-2156. **TWX** ALBX 366.
Licensee: Lanford Telecasting Co. (acquired station February 1957).
Ownership: T. B. Lanford, 50%; William L. Fox, 49%; Grove Stafford and Willard L. Cobb, each 5%. For other Lanford interests see T. B. Lanford stations in "Group Ownership."
Network: NBC-TV.
Rep: Weed Television.
Highest hour rate: \$250.
Executives: T. B. Lanford, pres & film buyer; Willard L. Cobb, gen mgr & coml mgr; Larry McHale, program director; Mrs. Betty Gai-

nie, promotion mgr; Lonny Gibbons, news director; Robert E. Miller, chief engineer.

Washington atty: Kirkland, Fleming, Green, Martin & Ellis.
Radio affiliates: KALB-AM-FM.

BASTROP, Morehouse Parish (ch. 53+)
BATON ROUGE, East Baton Rouge Parish (ch. 2, 18—, 28, *34, 40—)

WAFB-TV (April 19, 1953) **ch. 28**; power—182kw visual, 97.7kw aural; antenna height 490 feet above average terrain, 499 feet above ground.
Address: P. O. Box 2671. **Phone:** Dickens 1-8471. **TWX** BR 58.
Licensee: Modern Broadcasting Co. of Baton Rouge Inc. (original owner).
Ownership: See WDSU Broadcasting Corp. stations in "Group Ownership."
Network: CBS-TV.
Rep: Blair Television Assoc.
Highest hour rate: \$250.
Executives: Dwight W. Martin, chmn of board; Tom E. Gibbons, pres & gen mgr; Mervyn Rhys, coml mgr; Donald Hallmann, program director & film buyer; Grace McElveen, promotion mgr; Roland Daye, news director; Donald K. Allan, chief engineer.
Washington atty: Pierson, Ball & Dowd.

WBZZ (April 14, 1955) **ch. 2**; power—97.7kw visual, 56.2kw aural; antenna height—890 feet above average terrain, 951 feet above ground.
Address: 1650 Highland Road. **Phone:** Dickens 8-1491. **TWX** BR 01.
Licensee: Louisiana Television Broadcasting Corp. (original owner).
Ownership: Baton Rouge Broadcasting Co. (WJBO), 49.33%; R. Frank Cangelosi, Roland C. Kizer and Lewis Gottlieb, each 9.4%; Charles P. Manship Jr., 1.99%; Douglas L. Manship, 3%, and others. The Manships own WJBO, WBRL (FM) Baton Rouge and Baton Rouge Advocate and State-Times. Also see "Newspaper Ownership."
Network: NBC-TV (primary), ABC-TV (secondary).
Rep: Hollingbery.
Highest hour rate: \$475.
Color facilities: network.
Executives: Douglas L. Manship, pres & gen mgr; Guy Corley, coml mgr; John Ferguson, program director & film buyer; Ed Hessel Jr., promotion mgr; Brooks Read, news director; J. Patrick Weathersby, chief engineer.
Washington atty: John & Marks.
Radio affiliates: WJBO, WBRL(FM).

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50 K.W. Aural

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Tv Stations CONTINUED

LOUISIANA CONTINUED

BOGALUSA, *Washington Parish (ch. 69,78)*
 CROWLEY, *Acadia Parish (ch. 76)*
 DE RIDDER, *Beauregard Parish (ch. 70)*
 EUNICE, *St. Landry Parish (ch. 64-)*
 FRANKLIN, *St. Mary Parish (ch. 46+)*
 HAMMOND, *Tangipahoa Parish (ch. 57)*
 HOUMA, *Terrebonne Parish (ch. 11,30+)*
 JACKSON, *East Feliciana Parish (ch. 59)*
 JENNINGS, *Jefferson Davis Parish (ch. 48)*

LAFAYETTE, *Lafayette Parish (ch. 10, 38-67-)*

KLFY-TV (June 3, 1955) **ch. 10**; power—316kw visual, 158kw aural; antenna height—440 feet above average terrain, 457 feet above ground. **Address:** 130 Oak Ave. **Phone:** Center 5-9494. **TWX** LP 88. **Licensee:** Camelia Broadcasting Co. (original owner). **Ownership:** Paul H. DeClouet, 18.75%; Thomas A. DeClouet, 18.75%; Harold J. Delhomme, 18.75%; John W. Mitchell, 18.75%; and others. Paul and Thomas DeClouet own 50% of KLFY. Eunice, 40% of KVFY Nolo Platte and 95% of KBCI, Bossier City, all Louisiana. **Network:** CBS-TV. **Rep:** Young Television, Clark Brown (South east). **Highest hour rate:** \$250. **Color facilities:** network. **Executives:** Paul H. DeClouet, pres; Dierrell Hamm, gen mgr & film buyer; David D. Manning, program director; Tom Dell, news director; Maurice P. Wynne, chief engineer. **Washington atty:** Cohn & Marks.

LAFAYETTE-LAKE CHARLES, *Calcasieu Parish (ch. 3)*

LAKE CHARLES, *Calcasieu Parish (ch. 7-,*14,25, 60+)*

KPLC-TV (Sept 25, 1954) **ch. 7**; power—316kw visual, 158kw aural; antenna height—440 feet above average terrain, 471 feet above ground. **Address:** 320 Division St. **Phone:** Hemlock 6-3631 **TWX** LJI 96. **Licensee:** Calcasieu Broadcasting Co. (original owner). **Ownership:** T. B. Lanford, 65.23%; Louis M. Sepaugh, 33.3%. For Lanford interests see T. B. Lanford Stations in "Group Ownership." Mr. Sepaugh also owns 13.8% of WSGI and WJTV(TV) Jackson, Miss. **Network:** NBC-TV (primary), ABC-TV (secondary). **Rep:** Weed Television. **Highest hour rate:** \$250. **Color facilities:** network. **Executives:** T. B. Lanford, pres & film buyer; Pelham E. Mills Jr., gen mgr; Art Reuben, coml mgr; A. B. Craft, program director; Mrs. Gay St. Cyr, promotion mgr; Frank Holloway, news director; Edgar Barun, chief engineer. **Washington atty:** Robert Booth. **Radio affiliate:** KPLC.

KTAG-TV (Nov. 15, 1953) **ch. 25**; power—20.4kw visual, 11kw aural; antenna height—330 feet above average terrain, 318 feet above ground. **Address:** 645 15th St. **Phone:** Hemlock 9-9413. **TWX** LJI 83. **Licensee:** KTAG Associates (original owner). **Ownership:** Charles W. Lamar Jr., 46.5%; Warren Berwick, 32.4%; R. B. McCall Jr., 10.7% and Harold Knox, 10.7%. For Lamar interests see Charles W. Lamar Stations in "Group Ownership." **Network:** CBS-TV. **Rep:** Pearson Television. **Highest hour rate:** \$150. **Executives:** Warren Berwick, pres; Kevin Reilly, vp; Harper Clark, mgr.

MINDEN, *Webster Parish (ch. 30)*

MONROE, *Ouachita Parish (ch. 8+,*13,43+)*

***KLSE** (non-commercial educational) (March 9, 1957) **ch. *13**; power—50kw visual, 15kw aural; antenna height—320 feet above average terrain, 337 feet above ground. **Address:** Forsyth Ave. **Licensee:** State Department of Education.

KNOE-TV (Sept. 27, 1953) **ch. 8**; power—230 kw visual, 115kw aural; antenna height 750 feet above average terrain, 771 feet above ground. **Address:** Oliver Rd. **Phone:** Fairfax 2-8155. **TWX** Mro La 8731. **Licensee:** Noe Enterprises, Inc. (original owner). **Ownership:** James A. Noe, 100%; also owns WNOE New Orleans. **Network:** CBS-TV (primary), ABC-TV (secondary), NBC-TV (secondary). **Rep:** H-R Television. **Highest hour rate:** \$400. **Color facilities:** network. **Executives:** James A. Noe, pres; Paul H. Goldman, gen mgr; Jack Ansell Jr., coml mgr; promotion mgr & syndicated film buyer; Harry Arthur, program director & feature film buyer; Mac Ward, news director; Ray Boyd, chief engineer. **Washington atty:** Warren Woods. **Radio affiliate:** KNOE. **KTVE** (see El Dorado, Ark.)

MORGAN CITY, *St. Mary Parish (ch. 36+)*

NATCHITOCHEs, *Natchitoches Parish (ch. 17+)*

NEW IBERIA, *Iberia Parish (ch. 15+)*

NEW ORLEANS, *Orleans Parish (ch. 4+,*6+,*8,12, 20-26,32+,*61)*

WKOG (not on air, granted April 3, 1963; target date unknown): **ch. 26**. **Address:** Melrose Bldg., Houston, Tex. **Permittee:** CKG Tv Co. **Ownership:** Lester Kamin, Pat Coon and Billy B. Goldberg, each 33 1/3%. Mr. Kamin also owns 56% of KAKU Tulsa, Okla., and of KLOA Des Moines, Iowa. **Radio affiliate:** WMRY.

WDSU-TV (Dec. 18, 1948) **ch. 6**; power—100kw visual, 60kw aural; antenna height—330 feet above average terrain, 975 feet above ground. **Address:** 520 Royal St., Zone 18. **Phone:** Tulane 4371. **TWX** NO 290. **Licensee:** WDSU Broadcasting Corp. (original owner). **Ownership:** See WDSU Broadcasting Corp. stations in "Group Ownership." **Network:** NBC-TV. **Rep:** Blair-TV. **Highest hour rate:** \$1,100. **Color facilities:** network, local live, local film, local slides. **Executives:** Edgar B. Stern Jr., pres; Robert D. Swezey executive vp & gen mgr; A. Louis Read, vp & coml mgr; Mel Leavitt, program director; Elaine Phillips, film buyer; Marion Annenberg, promotion director; Bill Monroe, news director; Lindsey Riddle, chief engineer. **Washington atty:** Pierson, Ball & Dowd. **Radio affiliates:** WDSU-AM-FM.

WJMB-TV (Nov. 1, 1953): **ch. 20**; power—1,000kw visual, 501kw aural; antenna height—420 feet above average terrain, 438 feet above ground. Station is also operating on ch. 12

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99⁷/₁₀ Per Cent Of TV
Homes In Our

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VIEWING AREA

For As Little As **92¢** Per Thousand Homes

Time Period	Cost per M homes
Sign on to 12 noon	\$1.57
12 noon to 4 p.m.	1.05
4 p.m. to 6 p.m.	1.48
6 p.m. to 7 p.m.	.93
7 p.m. to 10 p.m.	.92
10 p.m. to 11 p.m.	1.89

Based on National one-time spot rate
Sources: March 1957 ARB, 1956 NCS

MARKET DATA

Population	1,520,100	Food Sales	\$300,486,000
Households	423,600	General Merchandise Sales	\$148,789,000
TV Homes	241,623	Automotive Sales	\$299,539,000
Spendable Income	\$1,761,169,000	Drug Sales	\$40,335,000
Retail Sales	\$1,286,255,000		

KNOE-TV

CHANNEL 8 MONROE
CBS • NBC • ABC
 H-R Television, Inc., National Rep.
 Paul H. Goldman, Vice President
 and General Manager

A JAMES A. NOE STATION

Tv Stations CONTINUED

LOUISIANA CONTINUED

under special experimental authorization.
Address: Jung Hotel. **Phone:** Express 3131.
Licensee: Supreme Broadcasting Co. (original owner).
Ownership: Chester F. Owens, 91%; George A. Mayoral, 5%; Flora Shields Owens and Robert E. Jeffers, 2% each. Licensee owns 28% of WORA-TV Mayaguez, P. R.
Network: ABC-TV.
Rep: Weed Television; Clarke Brown (south).
Highest hour rate: \$600.
Executives: Chester F. Owens, pres; George A. Mayoral, vp & managing director; Mort Silverman, gen mgr.
Radio affiliates: WJMR-AM-FM.

WWEZ-TV (not on air granted Sept. 26, 1956; target date unknown) ch. 32.
Address: Hotel New Orleans.
Permittee: WWEZ Radio Inc.
Ownership: A. L. Chilton and wife, 65.8%; A. Earl Cullum Jr., 22%; Joseph A. Oswald, 12%; and James Ralph Wood, 20%. Mr. Chilton also owns KSKY Dallas, Tex. Mr. Cullum, consulting engineer, owns 6% of KATR Corpus Christi, and 2.8% of KFDM-AM-TV Beaumont, both Texas.
Radio affiliate: WWFZ.

WWL-TV (Sept. 7, 1957) ch. 4; power—100kw visual, 50kw aural; antenna height—710 feet above average terrain, 750 feet above ground. **Address:** 1024 N. Rampart St., Zone 16. **Phone:** Express 4444. **TWX** NO 538.
Licensee: Loyola University (original owner).
Ownership: Loyola University.
Network: CBS-TV.
Rep: Katz.
Highest hour rate: \$900.
Color facilities: network, local film, local slides.
Executives: Rev. Patrick Donnelly, S.J., pres; Howard Summerville, gen mgr; Bill Flynn, sales mgr; Ed Hoerner, program director & film buyer; Hughes D. Drumm, promotion & publicity director; Randy Gover, news director; J. D. Bloom, director of engineering.
Washington atty: Paul M. Segal.
Radio affiliate: WWL.

* **WYES-TV** (non-commercial educational) (April 1, 1957) ch. 8⁶; power—50kw visual, 28.8kw aural; antenna height—400 feet above terrain, 422 feet above ground. **Address:** 916 Navarre Ave., Zone 21. **Phone:** Amherst 5718.
Licensee: Greater New Orleans Educational Television Foundation (original owner).
Color facilities: network.
Ownership: Licensee is non-profit corporation.
Executives: Richard G. Jones, pres; board of trustees; Duff Browne, gen mgr; Vernon Cook, program director; James E. Hubbard, public relations director; William S. Hart, chief engineer.
Washington atty: Krejger & Jorgensen.

OAKDALE, Allen Parish (ch. 54+)

OPELOUSAS, St. Landry Parish (ch. 58)

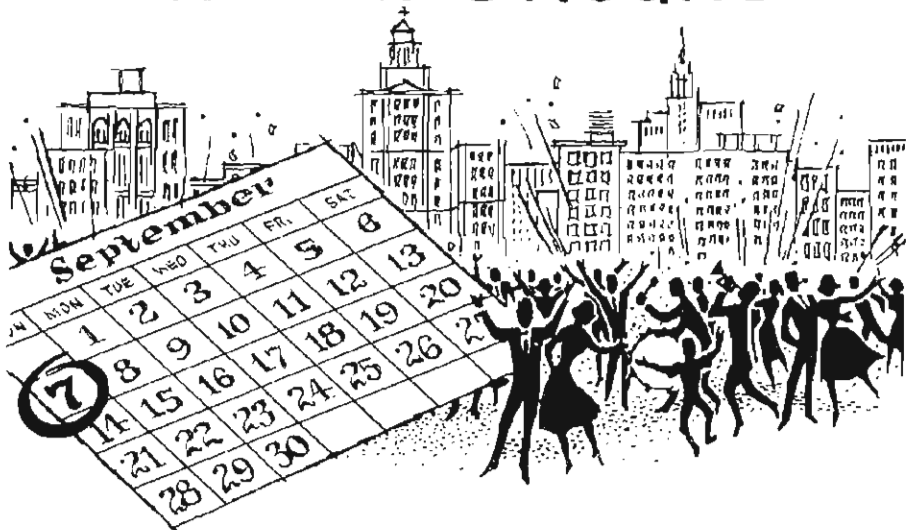
RUSTON, Lincoln Parish (ch. 20)

SHREVEPORT, Caddo Parish (ch. 3—,12)

KSLA-TV (Jan. 1, 1954) ch. 12; power—316kw visual, 168kw aural; antenna height—1,210 feet above average terrain, 1,195 feet above ground. **Address:** Washington-Youree Hotel. **Phone:** 3-6151. **TWX** SH 74.
Licensee: Shreveport Television Co. (acquired station Nov. 25, 1956).
Ownership: Mrs. Eugene B. George, executrix of the estate of Don George, deceased, 43%; Henry E. Linam, 25%; Ben Beckham Jr., 25%; and Carter Henderson, 7%.
Network: CBS-TV (primary), ABC-TV secondary).
Rep: Raymer.
Highest hour rate: \$500.
Color facilities: network, local film, local slides.
Executives: Ben Beckham Jr., gen mgr;

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It's the First Anniversary of WWL-TV, Channel 4 . . . New Orleans' newest, fastest growing television station.

This has been an eventful year for viewers . . . for the first time in local history, Orleanians have had their choice of video entertainment . . . and these television firsts—

- ① **Full Range CBS Programming**
- ② **Jack Paar Show**
- ③ **Farm Program — "Town and Country Journal"**
- ④ **Stereophonic Television Production**
- ⑤ **Romper Room**

—and the future looks even brighter for more firsts. Sales are up, viewing is up, programming is up.

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CHANNEL 3 KTBS-TV

Dominates THE SHREVEPORT AREA

American Research Bureau*
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DOMINANT . . .
In The Morning
9:00 AM till 12 noon, 5
days a week, CHANNEL 3
KTBS-TV LEADS in 86% of
quarter hours rated*

DOMINANT . . .
In The Afternoon
2:00 to 5:00 PM, 6 days a
a week CHANNEL 3
KTBS-TV LEADS in 53% of
quarter hours rated*

DOMINANT . . .
At Night
6:30 to 10:00 PM, 5 days
a week CHANNEL 3
KTBS-TV LEADS in 56% of
quarter hours rated*

TOTAL DOMINANCE
65% of ALL PERIODS
above DAY AND NIGHT

KTBS-TV

E. NEWTON WRAY,
President and Gen'l Mgr.

*May 1958 ARB Metro,
Shreveport Survey

Ask your PETRY man



Tv Stations CONTINUED

LOUISIANA CONTINUED

SHREVEPORT (Continued)

KSLS-TV (Continued)
Winston B. Liram, station mgr & film buyer;
Deane R. Flett, sales mgr; John C. Renshaw,
program director; Carol Vinson, promotion
mgr; Don Owen, news director; Morris C. Bar-
ton Jr., chief engineer.
Washington atty: Weaver & Glassie.

KTBS-TV (Sept. 3, 1955) ch. 3; power—100kw
visual, 50kw aural; antenna height—1,143 feet
above average terrain, 1,153 feet above ground.
Address: 312 E. Kingshighway, zone 97. **Phone:**
7-3644. **TWX** SH 92.
Licensee: KTBS Inc. (original owner).
Ownership: George D. Wray Sr. and sons,
100%.
Network: NBC-TV (primary), ABC-TV (sec-
ondary).
Rep: Petry.
Highest hour rate: \$500.
Color facilities: network.
Executives: E. Newton Wray, pres & gen mgr;
Pat White, station mgr & film buyer; Joe
Foster, coml mgr; Don Moore, production mgr;
Douglas Duperrault, promotion mgr; Maurice
Wayne, news director; Claude Scott, chief
engineer.
Washington atty: Spearman & Roberson.

THIBODAUX, Lafourche County (ch. 24)

WINNFELD, Winn County (ch. 22—)

MAINE

AUBURN, Androscoggin County (ch. 23+)
AUGUSTA, Kennebec County (ch. 10—, 29+)
WPTT (not on air, granted Nov. 11, 1956;
target date unknown); ch. 10.
Address: Park Square, Boston.
Permittee: Pine Tree Telecasting Corp.
Ownership: Richard S. Robie is sole owner.

BANGOR, Penobscot County (ch. 2—, 5+, *16—)

WABI-TV (Jan. 25, 1953) ch. 5; power—29.5kw
visual, 17.8kw aural; antenna height—470 feet
above average terrain, 120 feet above ground.
Address: 57 State St. **Phone:** 6446. **TWX** BG
84.
Licensee: Community Telecasting Service
(original owner).
Ownership: See Community Broadcasting Ser-
vice stations in "Group Ownership."
Network: NBC-TV (primary), ABC-TV (sec-
ondary).
Rep: Hollingbery; Kettell-Carter (New Eng-
land).
Highest hour rate: \$375.
Color facilities: network.
Executives: Horace A. Hildreth, pres; Leon P.
Gorman Jr., executive vp; Richard B. Bronson,
station mgr & promotion mgr; William J. Mul-
len, national sales mgr; Robert C. McCaus-
land, sts mgr; Leon H. Nelson, prog director;
Ralph Libby, film director; Wallace Edwards,
engineering supervisor.
Washington atty: Loucks, Zias, Young & Jan-
sky.
Radio affiliate: WABI.

WLBZ-TV (Sept. 12, 1954) ch. 2; power—
36.3kw visual, 18.6kw aural; antenna height—
640 feet above average terrain, 99 feet above
ground.
Address: 7 Main St. **Phone:** 2-4822.
Licensee: WLBZ Television Inc.
Ownership: See Adeline B. Rines Stations in
"Group Ownership."
Network: CBS-TV.
Rep: Venard, Rintoul & McConnell.
Highest hour rate: \$250.
Executives: William H. Rines, pres; Rudolph
O. Marcoux, gen mgr & national sales mgr.
Radio affiliate: WLBZ.

BAR HARBOR, Hancock County (ch. 22—)

BATH, Sagadahoc County (ch. 65)

BELFAST, Waldo County (ch. 41—)

BIDDEFORD, York County (ch. 59)

CALAIS, Washington County (ch. 7—, 20—)

DOVER-FOXCROFT, Piscataquis County (ch. 18+)

FORT KENT, Aroostook County (ch. 17+)

FOXCROFT (see Dover)

HOULTON, Aroostook County (ch. 24)

LEWISTON, Androscoggin County (ch. 8—, 17)
(also see POLAND SPRING)

MILLINOCKET, Penobscot County (ch. 14+)

ORONO, Penobscot County (ch. *12—)

POLAND SPRING (Lewiston allocation)

WMTW (Sept. 25, 1954) ch. 8; power—105kw
visual, 52.5kw aural; antenna height—3,350
feet above average terrain, 93 feet above
ground.
Address: Poland Spring. **Phone:** 51.
Licensee: Mt. Washington TV Inc. (original
owner).
Ownership: Peter Anderson, 25.95%; Olive-
Tyrone Corp., 21.27%; Horace A. Hildreth,
16.48%; John W. Gulder, 10% and others. For
Hildreth, Oliver-Tyrone Corp. (Henry Oliver
Rea) interests see Community Broadcasting
Service Stations in "Group Ownership."
Network: CBS-TV, ABC-TV.
Rep: Harrington, Righter & Parsons; McDer-
mott (Canada).
Highest hour rate: \$400.
Executives: John H. Norton Jr., vp & gen
mgr; John T. Madigan, program director &
film buyer.

**PORTLAND, Cumberland County (ch. 6—, 13—,
*47—, 53+)**

WCSX-TV (Dec. 20, 1953) ch. 6; power—10(kw
visual, 70 kw aural; antenna height—590 feet
above average terrain, 380 feet above ground.
Address: 167 High St., Zone 3. **Phone:** Spruce
2-0181. **TWX** PO 86.
Licensee: Maine Radio & Television Co. (origi-
nal owner).
Ownership: See Adeline B. Rines stations in
"Group Ownership."
Network: NBC-TV (primary), ABC-TV (sec-
ondary).
Rep: Weed Television.
Highest hour rate: \$500.
Color facilities: network.
Executives: William H. Rines, pres.; E. B.
Lyford, assistant to president; Jack Atwood,
gen mgr; Bruce McGorrell, coml mgr; Burnell
Poole, program director; William Korkos, film
buyer; Linwood T. Pitman, promotion mgr;
Larry Geraghty, news director; Charles R.
Brown, chief engineer.
Washington atty: Smith, Hennessey & Mc-
Donald.
Radio affiliate: WCSX.

WGAN-TV (May 16, 1954) ch. 13; power—
316kw visual, 156kw aural; antenna height—
630 feet above average terrain, 314 feet above
ground.
Address: 390 Congress St., Zone 3. **Phone:**
Spruce 2-4661. **TWX** PO 196.
Licensee: Guy Gannett Broadcasting Services
(original owner).
Ownership: Guy Gannett Pub Co. (Portland
Press Herald and Express, Augusta Kennebec
Journal and Waterville Sentinel, all Maine).
See "Newspaper Ownership."
Network: CBS-TV.
Rep: Avery-Knodel.
Highest hour rate: \$500.
Color facilities: network.
Executives: Jean G. Williams, pres; Creighton
E. Gatchell, gen mgr & vp; Samuel G. Hender-
son Jr., station mgr & film buyer; Robert W.
Jennings, local coml mgr; Richard E. Bates,
director of national sales; William C. Wad-
man, program mgr; John M. Havey, promotion
mgr; Nunzi Casavola, news director; Roger W.
Hodgkins, chief engineer.
Washington atty: Dow, Lohnes & Albertson
Radio affiliate: WGAN.

**PRESQUE ISLE, Aroostook County (ch. 8, 10+,
19)**

WAGM-TV (Oct. 12, 1956) ch. 8; power—27.5-
kw visual; antenna height—350 feet above
average terrain, 290 feet above ground.
Address: 489 Main St. **Phone:** 9-2461. **TWX**
PI 03.
Licensee: Aroostook Broadcasting Corp. (ac-
quired station Sept. 23, 1957).
Ownership: See Community Broadcasting Ser-
vice stations in "Group Ownership."
Network: NBC-TV (primary), ABC-TV & CBS-
TV (secondary).
Rep: Hollingbery & Kettell-Carter (New Eng-
land).
Highest hour rate: \$225.
Color facilities: network.
Executives: Horace A. Hildreth, pres; Leon P.
Gorman, executive vp & film buyer; Stanley
Lyons, station mgr; Forrest Craig, sales mgr;
Keith Fowles, program director; Nancy
Thompson, promotion mgr; Ralph Blackford,
news director; John Richards, chief engineer.
Washington atty: Loucks, Zias, Young & Jan-
sky.
Radio affiliate: WAGM.

ROCKLAND, Knox County (ch. 25—)

RUMFORD, Osford County (ch. 55—)

VAN BUREN, Aroostook County (ch. 15—)

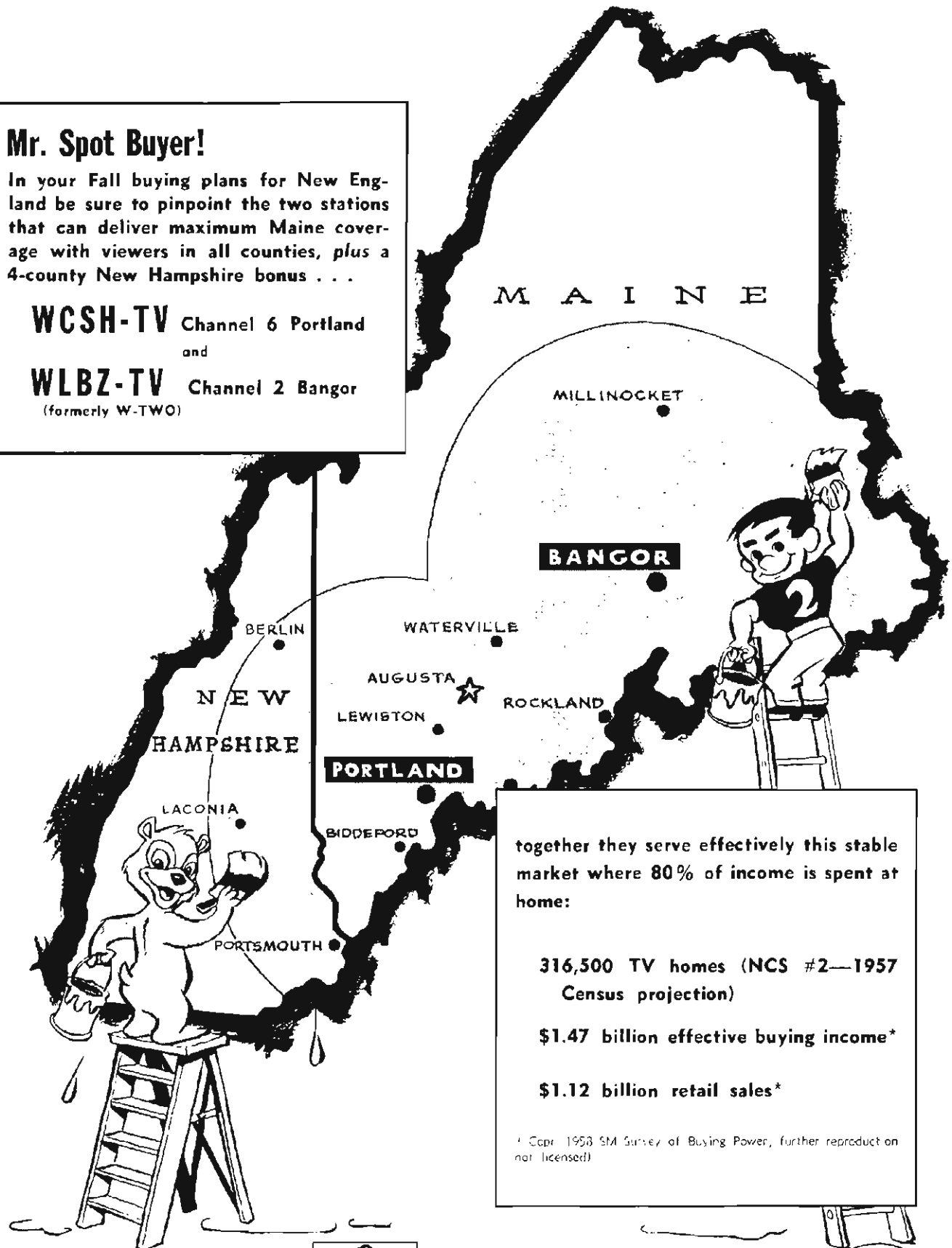
WATERVILLE, Kennebec County (ch. 35+)

Mr. Spot Buyer!

In your Fall buying plans for New England be sure to pinpoint the two stations that can deliver maximum Maine coverage with viewers in all counties, plus a 4-county New Hampshire bonus . . .

WCSH-TV Channel 6 Portland
and

WLBZ-TV Channel 2 Bangor
(formerly W-TWO)



together they serve effectively this stable market where 80% of income is spent at home:

316,500 TV homes (NCS #2—1957
Census projection)

\$1.47 billion effective buying income*

\$1.12 billion retail sales*

* Copr. 1958 SM Survey of Buying Power, further reproduction not licensed!

WCSH-TV **6**
PORTLAND

WLBZ-TV **2**
BANGOR

Members of the Rines Radio and Television Stations Group

TV Stations CONTINUED

MARYLAND

ANNAPOLIS, Anne Arundel County (ch. 53—)

BALTIMORE (Independent City), (ch. 2+, 11—, 13+, 18, *24+, 72—)

WBAL-TV (March 11, 1948) ch. 11; power—316kw visual, 158kw aural; antenna height—540 feet above average terrain, 458 feet above ground. **Address:** 2610 N. Charles St., zone 18. **Phone:** Hopkins 7-3000. **Licensee:** The Hearst Corp. (original owner). **Ownership:** See "Newspaper Ownership" and Hearst Stations in Group Ownership. **Network:** NBC-TV. **Rep:** Petry. **Color facilities:** network, local live, local film, local slides. **Highest hour rate:** \$1,500. **Executives:** D. L. Provost, vp & gen mgr; Leslie H. Beard Jr., vp & station mgr; John Wilner, vp and engineering director. **Radio affiliate:** WBAL.

WITH-TV (not on air, granted Dec. 18, 1952; target date unknown) ch. 72. **Address:** 7 E. Lexington St. **Permittee:** WITH-TV Inc. **Ownership:** See Thomas G. Tinsley Jr. stations in "Group Ownership." **Radio affiliates:** WITH-AM-FM.

WJZ-TV (1948) ch. 13; power—316kw visual, 158kw aural; antenna height—550 feet above average terrain, 530 feet above ground. **Address:** Television Hill, zone 11. **Phone:** Mohawk 4-7600. **TWX** BA 386. **Licensee:** Westinghouse Broadcasting Company Inc. (acquired station Aug. 5, 1957). **Ownership:** See Westinghouse Broadcasting Co. stations in "Group Ownership." **Network:** ABC-TV. **Rep:** Blair-TV. **Highest hour rate:** \$1,510. **Videotape recorder:** in operation. **Executives:** Donald McGannon, pres; Larry

Israel, gen mgr; Joseph P. Dougherty, gen sales mgr; Joel Chaseman, program director; A. H. Christensen, promotion mgr; Keith Mc-Bee, news director; Ben Wolfe, chief engineer.

WMAR-TV (Oct. 27, 1947) ch. 2; power 100kw visual, 50 kw aural; antenna height—380 feet above average terrain, 591 feet above ground. **Address:** Charles & Redwood Sts., Zone 3. **Phone:** Mulberry 5-5670. **TWX** BA-167. **Licensee:** The A. S. Abell Co. (original owner). **Ownership:** Licensee publishes "Baltimore Sunpapers." See "Newspaper Ownership." **Network:** CBS-TV. **Rep:** Katz. **Highest hour rate:** \$1,500. **Color facilities:** network, local film, local slides. **Executives:** William F. Schmick Sr, pres; E. K. Jett, vp & gen mgr; Ernest A. Lang, coml. mgr; Robert B. Cochran, program director; David V. Stickle, film buyer & news director; Anton G. Picha, promotion mgr; Carl G. Nopper, chief engineer. **Washington atty:** Hogan & Hartson

WTFF (not on air, granted Dec. 9, 1953; target date unknown) ch. 18. **Address:** 912 N. Charles St. **Permittee:** United Broadcasting of Eastern Maryland Inc. **Ownership:** See United Broadcasting Co. Stations in "Group Ownership." **Radio affiliate:** WSID.

CAMBRIDGE, Dorchester County (ch. 22+)

CUMBERLAND, Allegany County (ch. 17+, 30—)

FREDERICK, Frederick County (ch. 62)

HAGERSTOWN, Washington County (ch. 52, 68+)

SALISBURY, Wicomico County (ch. 16+)

WBOC-TV (July 15, 1954) ch. 16; power—15.8kw visual, 8.5kw aural; antenna height—

620 feet above average terrain, 647 feet above ground.

Address: Radio-TV Park. **Phone:** Pioneer 9-6131. **TWX** ZM 06. **Licensee:** The Peninsula Broadcasting Co. (original owner). **Ownership:** John W. Downing, 16%; Lee W. Allen, 9%; J. L. Benjamin, 11%; Virginia P. Ward, 6%; Charles J. Truitt, 3%; Edward Webb, 3% and others. **Network:** ABC-TV (secondary), CBS-TV (secondary). **Rep:** Headley-Reed. **Highest hour rate:** \$200. **Executives:** John W. Downing Sr., pres; Charles J. Truitt, gen mgr, national coml mgr, promotion mgr; Wendell Henry, local coml mgr; John W. Downing Jr., program director; Charles J. Truitt Jr., news director; Jack W. Ward, chief engineer. **Washington atty:** Dow, Lohnes & Albertson. **Radio affiliate:** WBOC.

MASSACHUSETTS

ADAMS (see North Adams allocation)

WCDC (Feb. 5, 1951) ch. 19; power—115kw visual, 67.6kw aural; antenna height—2,120 feet above average terrain, 251 feet above ground. **Address:** P.O. Box 10, Albany 1, N. Y. **Phone:** 3-2225 (Albany); Bridge 1-2345 (Troy). **Licensee:** Capital Cities Television Corp. (acquired station Feb. 22, 1957). **Ownership:** See Capital Cities Television Co. stations in "Group Ownership." **Network:** CBS-TV. **Rep:** Blair-TV. **Highest hour rate:** Sold as satellite of, and, in combination with WTEN (TV) Albany, N. Y. **Color facilities:** network. **Washington atty:** Hogan & Hartson.

AMHERST, Hampshire County (ch. *82)

BARNSTABLE, Barnstable County (ch. 25+)

4 YEARS OF UHF SUCCESS STORIES

No VHF station has a grade B signal in this central Delaware-Maryland-Virginia Peninsula market, so . . .

WBOC-TV IS TELEVISION HERE! Thousands arrange daily chores—and meals—to see favorite day-night shows on WBOC-TV . . . Normally 15 of the top 20 network shows, most of the top film shows, and live studio shows daily. Everybody sees the first run and don't want repeats.

What a loyal, responsive audience WBOC-TV enjoys! Without prizes or other special inducements, one store received mail from 83 communities; another's mail reached near 1,000 pieces a day. Sets are sold with built-in UHF or converted on delivery.



SALISBURY, MD.

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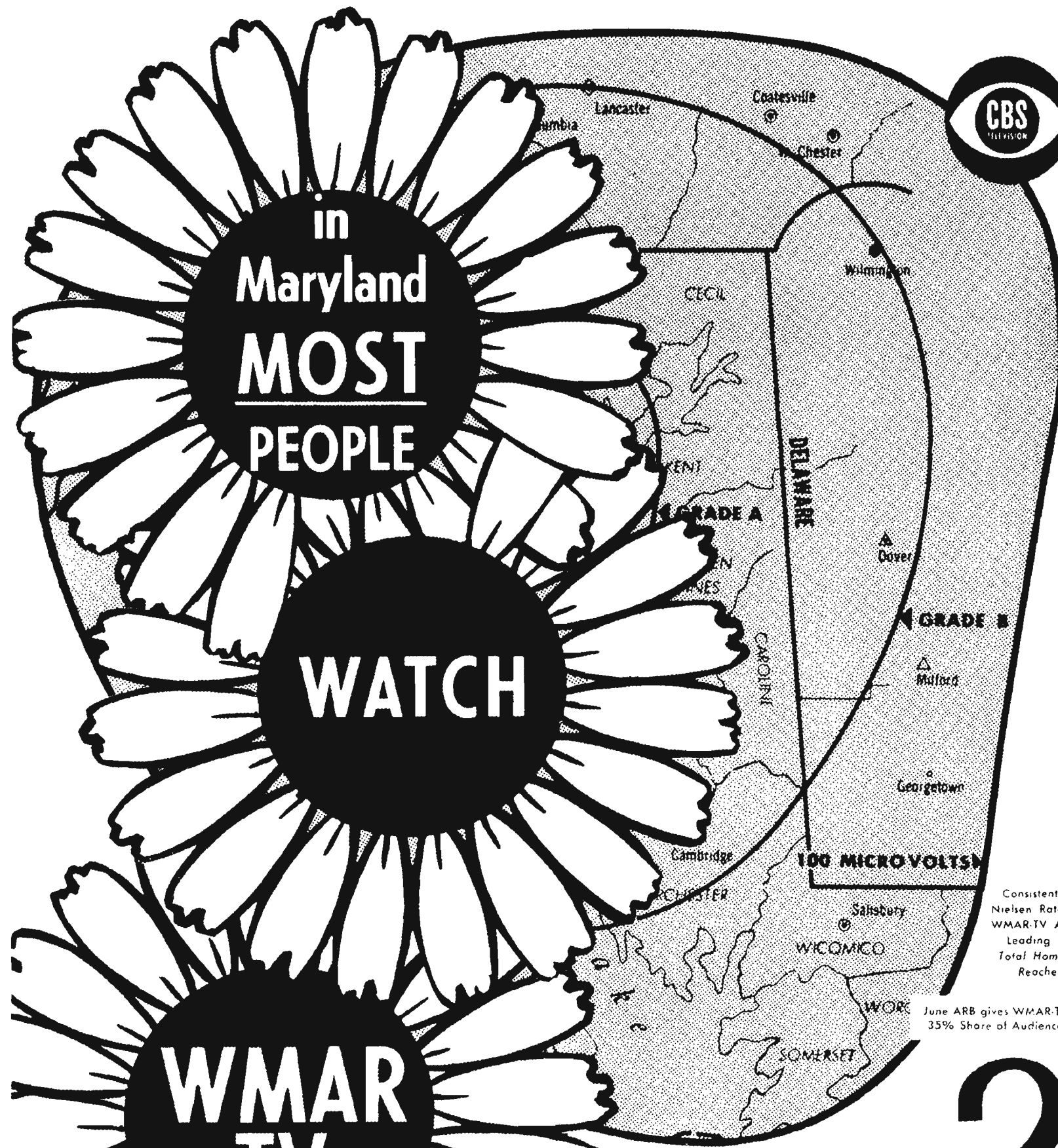
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Consistently
Nielsen Rates
WMAR-TV As
Leading In
Total Homes
Reached!

June ARB gives WMAR-TV
35% Share of Audience



TV Stations CONTINUED

MASSACHUSETTS CONTINUED

BOSTON, Suffolk County (ch. *2+, 4-, 5-, 7+, 38, 44+, 56)

WBZ-TV (June 9, 1948) ch. 4; power—56.2 kw visual, 28.12 kw aural; antenna height—1,180 feet above average terrain, 1,195 feet above ground.

Address: 1170 Soldiers Field Road, zone 34. **Phone:** Algonquin 1-5670. **TWX** 1054

Licenses: Westinghouse Broadcasting Co. (original owner).

Ownership: See Westinghouse Broadcasting Co. stations in "Group Ownership."

Network: NBC-TV.

Rep: Peters, Griffin, Woodward.

Highest hour rate: \$2,400.

Color facilities: network, local film, local slides.

Videotape recorder: in operation.

Executives: Donald H. McGannon, pres. & A. Tooke, gen mgr; James E. Allen, coml mgr; Herbert P. Cahen, program director & film buyer; Edward Ryan, promotion mgr; F. E. Whitmarsh, news director; W. H. Hauser, chief engineer.

Washington atty: John Steen

Radio affiliates: WBZ-WBZA, WBZ-FM.

***WGBH-TV** (non-commercial, educational) (May 1955) ch. 42; power—56.2 kw visual, 33.9 kw aural; antenna height—660 feet above average terrain, 230 feet above ground.

Address: 84 Massachusetts Ave., Cambridge 39, Mass. **Phone:** University 4-6400. **TWX** 322.

Licenses: WGBH Educational Foundation (original owner).

Executives: Ralph Lowell, pres; Hartford N. Gunt, gen mgr & trustee; David M. Davis, assistant gen mgr for television; Robert L. Larsen, program director; Norman J. Feather, film mgr; Peter H. Winn, director of public relations; Frank W. Harvey, director of engineering.

Washington atty: Covington & Burling.

Radio affiliate: WGBH-FM.

WHDH-TV (November 1957) ch. 5; power—51.6 kw visual, 32.1 kw aural; antenna height—1,140 feet above average terrain, 1,219 feet above ground.

Address: 6 St. James St., zone 16. **Phone:** Hancock 6730

Licenses: WHDH Inc. (original owner)

Ownership: Same ownership as Boston Herald-Traveler. Also see "Newspaper Ownership."

Network: ABC-TV.

Rep: Blue TV.

Color facilities: network, local live, local film, local slides.

Highest hour rate: \$2,500.

Executives: William R. McGrath, vp & managing director.

Radio affiliates: WHDH-AM-FM.

WJDW (not on air, granted May 12, 1953; target date unknown) ch. 44.

Address: 162 Delfern Drive, Beverly Hills, Calif.

Permitter: J. D. Weather Jr.

Ownership: See Weather Stations in "Group Ownership."

WNAC-TV (June 21, 1948) ch. 7; power—31.6 kw visual, 15.8 kw aural; antenna height—880 feet above average terrain, 428 feet above ground.

Address: 21 Brookline Ave., zone 15. **Phone:** Commonwealth 6-0800. **TWX** BS 89.

Licenses: RKO Teleradio Pictures Inc. (original owner).

Ownership: See RKO Teleradio Pictures Inc. in "Group Ownership."

Network: CBS-TV.

Rep: H-R Representatives

Highest hour rate: \$3,000.

Color facilities: network.

Executives: Norman Knight, pres; George Steffy, executive vp; Thomas Bateson, vp, sales; Practor Jones, national sales mgr; John Malin, program director; James Pike, film buyer; George Hallberg, promotion mgr;

Phyllis Doherty, publicity director; Leland Dickford, news director.
Washington atty: Pierson Ball & Dowd.
Radio affiliates: WNAC, WRKO(FM).

WXEL (not on air, granted October 12, 1953; target date unknown) ch. 38.

Address: P. O. Box 376, Greenwich, Conn.

Permitter: Ajax Enterprises.

Ownership: See Herbert Mayer stations in "Group Ownership."

BROCKTON, Plymouth County (ch. 62)

WHEF-TV (not on air, granted July 30, 1953; target date unknown) ch. 62.

Address: 225 Washington St., Boston

Permitter: Trans-American TV Enterprises Inc.

Ownership: Harry E. Franke, 100%.

CAMBRIDGE (see Boston allocations)

WTAO-TV (not on air, suspended operation but has not turned in construction permit); ch. 56.

Permitter: Middlesex Broadcasting Corp.

Ownership: Frank Lyman Jr., 74.1% and Harvey Radio Laboratories Inc., Cambridge, 25.9% (of which Mr. Lyman is principal owner).

Radio affiliates: WTAO, WXHR(FM).

EASTHAMPTON, Hampshire County (ch. 61)

FALL RIVER, Bristol County (ch. 46-, 68)

GREENFIELD, Franklin County (ch. 32+, 58-)

WRFP (July 1, 1957) ch. 33; power—200 kw visual, 100 kw aural; antenna height 220 feet above average terrain, 665 feet above ground.

Address: P. O. Box 32, Northfield, Mass. **Phone:** 336. **TWX** SM 462.

Licenses: Springfield Television Broadcasting Corp. (Original owner).

Ownership: See William L. Putnam stations in "Group Ownership."

Network: NBC-TV (primary); ABC-TV (secondary).

Rep: Hollingbery.

Highest hour rate: \$200 (sold as satellite of WWLP(TV) Springfield, Mass.)

Color facilities: network.

Executives: William L. Putnam, pres & gen mgr; Horace Nichols, coml mgr; Burleigh M. H. Brown, program director; Wallace Sawyer, film buyer; Howard S. Keefe, promotion mgr; John Mullen, news director; John Fergie, chief engineer.

Washington atty: McKenna & Wilkinson.

HOLYOKE (see Springfield)

LAWRENCE, Essex County (ch. 72)

LOWELL, Middlesex County (ch. 78)

NEW BEDFORD, Bristol County (ch. 6+, 28-, 34+)

NORTH ADAMS, Berkshire County (ch. 19, *80+)

PITTSFIELD, Berkshire County (ch. 64+)

SPRINGFIELD, Hampden County-HOLYOKE, Hampden County (ch. 22, 40)

WHYN-TV (April 14, 1953) ch. 40; power—140 kw visual, 100 kw aural; antenna height—1,000 feet above average terrain, 135 feet above ground.

Address: 1300 Liberty St. **Phone:** Republic 1-1126. **TWX** 566.

Licenses: Hampden-Hampshire Corp. (original owner).

Ownership: Republican Television Inc., 50%; William R. Dwight and family, 16.6%; Valley Photo Engraving Corp., Holyoke, Mass., 16.6%; and Charles N. DeRose and family, 16.6%. Republican Television is owned by Employee's Beneficial Fund of Springfield Union and News. The Dwight and DeRose families own the Holyoke Transcript and Telegram and the

Northampton Hampshire Gazette. Also see "Newspaper Ownership."

Network: CBS-TV.

Rep: Branham.

Highest hour rate: \$600.

Color facilities: network.

Executives: Charles N. DeRose, gen mgr; Patrick J. Montagna, coml mgr; Murray Tesser, program director & film buyer; Noah LaMountain, promotion mgr; Vern Jones, news director; Harold Schumacher, chief engineer.

Washington atty: Bingham, Collins, Porter & Kistler.

Radio affiliates: WHYN-AM FM.

WWLP (March 17 1953) ch. 28; power—212 kw visual, 107 kw aural; antenna height—750 feet above average terrain, 375 feet above ground.

Address: P. O. Box 2210, Zone 1. **Phone:** State 5-5311. **TWX** 462 SM

Licenses: Springfield Television Broadcasting Corp. (original owner).

Ownership: See William L. Putnam stations in "Group Ownership."

Network: NBC-TV (primary), ABC-TV (secondary).

Rep: Hollingbery.

Highest hour rate: \$700.

Color facilities: network, local slides.

Executives: William L. Putnam, pres & gen mgr; James H. Ferguson Jr., coml mgr; Jerome A. Barnes, program director; Wallace Sawyer, film buyer; Howard S. Keefe, promotion mgr; Edward M. Kennedy, news director; Donald C. Shaw, chief engineer.

Washington atty: McKenna & Wilkinson.

WORCESTER, Worcester County (ch. 14, 20)

WWOR-TV (Nov. 16, 1953; suspended operation Sept 5, 1955; new target date: Oct. 16, 1958); ch. 14; power—16.4 kw visual; 8.2 kw aural; antenna height—810 feet above average terrain, 254 feet above ground.

Address: P. O. Box 2210, Springfield 1, Mass. **Phone:** State 5-5311. **TWX** SM 462.

Licenses: Salisbury Broadcasting Corp.

Ownership: Fox, Wells & Rogers, 30.4%; John Z. Buckley, 6.91%; Kenneth P. Higgins, 5%; Milton P. Higgins, 4.9%, and others. Fox, Wells & Rogers owns 42.55% of KFSD-AM-FM-TV San Diego, Calif.

Rep: Hollingbery; Kettell-Carter (Boston).

Highest hour rate: \$100.

Color facilities: network.

Executives: William L. Putnam, pres & gen mgr; James H. Ferguson, coml mgr; Jerome A. Barnes, program director; Wallace Sawyer, film buyer; Howard S. Keefe, promotion mgr; Edward M. Kennedy, news director; James H. McMahon, chief engineer.

Washington atty: McKenna & Wilkinson.

MICHIGAN

ALMA, Grafton County (ch. 41+)

ALPENA, Alpena County (ch. 9+, *11, 30-)

ANN ARBOR, Washtenaw County (ch. 20+, *26-)

WPAG-TV (not on air, suspended operation but has not turned in license) ch. 20.

Address: Hutzel Bldg.

Licenses: Washtenaw Broadcasting Co.

Ownership: Edward F. Baughn, 100%.

Radio affiliate: WPAG.

***WUOM** (non-commercial educational) (not on air, granted Nov. 11, 1953; target date unknown); ch. *26.

Address: 504 S. State St.

Permitter: The Regents of the U of Michigan.

Radio affiliate: WUOM-FM.

BAD AXE, Huron County (ch. 46-)

BATTLE CREEK, Calhoun County (ch. 58-, 64-)

MASSACHUSETTS BROADCASTERS

TO BUY OR SELL

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HAMILTON-STUBBLEFIELD-TWINING & ASSOCIATES, INC.

THE NEW ADVENTURES OF "Trader Horn"

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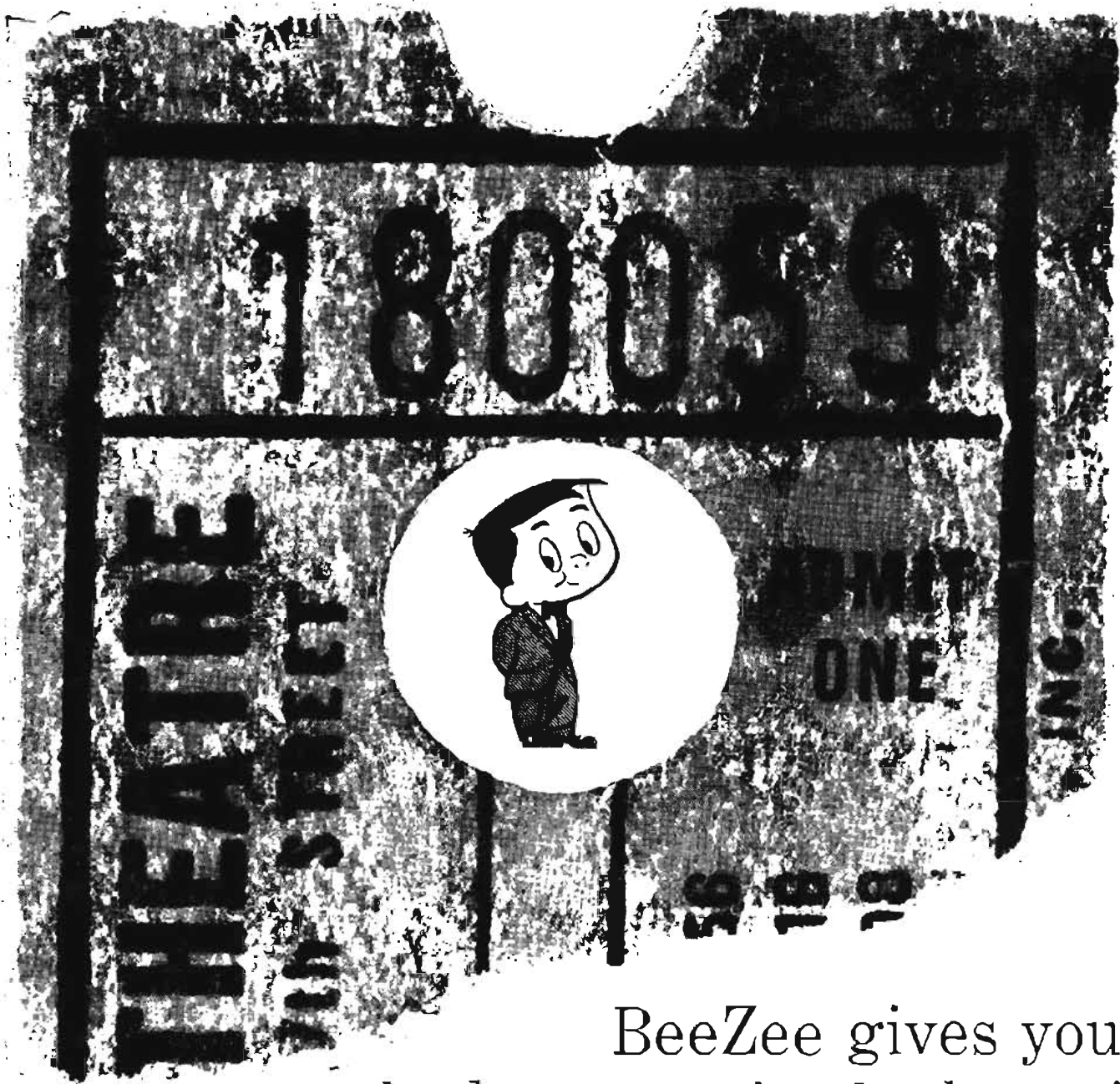
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... for wider appeal!

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ALL NEW!
from **GROSS-KRASNE**



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BeeZee gives you the best seat in the house!

Your buy on BeeZee's a ticket to big audiences and big sales in the Boston area. WBZ-TV's newest acquisition — 700 great Paramount Pictures — brings to well over 2,000 the number of big hits in the house. BeeZee is the Boston showcase for all the great ones — Warner Brothers, Selznick, Republic, J. Arthur Rank, Columbia, 20th Century-Fox and United Artists. Big box-office these — and big sales value too. Especially the new "Command Performance" Sunday matinee... every performance a *Paramount Pictures world TV premiere!* Just one more reason why, in the Boston area... *no selling campaign is complete without the WBC station...*

WBZ 4 TV BOSTON

Represented by Peters, Griffin, Woodward, Inc.



WESTINGHOUSE BROADCASTING COMPANY, INC.

BOSTON, WBZ • WBTA, WBZ-TV • BALTIMORE, WJZ-TV • PITTSBURGH, KDKA, KDKA-TV • CLEVELAND, KYW, KYW-TV • FORT WAYNE, WOWO • CHICAGO, WIND • PORTLAND, KEX • SAN FRANCISCO, KPIX

Tv Stations CONTINUED

MICHIGAN CONTINUED

BAY CITY, Bay County (ch. 5—, 63—, *73+)

WNEM-TV (Feb. 16, 1954) **ch. 5**; power—100kw visual, 50kw aural; antenna height—1,000 feet above average terrain, 1,056 feet above ground
Address: 5700 Becker Road. **Phone:** Pleasant 5-8181. **TWX** SG 76.
Licensee: Gerity Broadcasting Co (original owner)

Ownership: Owned 100% by James Gerity Jr.
Network: NBC-TV (primary). ABC-TV (secondary).

Rep: Petry.
Highest hour rate: \$800.
Color facilities: network, local film, local slides.

Executives: James Gerity Jr. pres & gen mgr; Russell Gohring, vp of sales & operations; Tom Matthews, director of operations; film buyer & news director; Tom Sumner, promotion mgr; R. Beurkel, chief engineer.
Washington atty: Berge, Fox, & Arent

BENTON HARBOR, Berrien County (ch. 40+)

BIG RAPIDS, Mecosta County (ch. 39)

CADILLAC, Wexford County (ch. 13—, 45)

WWTV (Jan. 1, 1954) **ch. 13**; power—316kw visual, 158kw aural; antenna height—1,649 feet above average terrain, 1,282 feet above ground.
Address: 417 N. Mitchell St. **Phone:** Prospect 5-3478. **TWX** 325.

Licensee: Fetzer Television Inc. (acquired station July 1958)

Ownership: See John E. Fetzer stations in "Group Ownership."

Network: CBS-TV (primary). ABC-TV (secondary)

Rep: Hollingbery.
Highest hour rate: \$350.
Color facilities: network.
Executives: John E. Fetzer, pres; Gene Elderman, gen mgr; Daryl Sebastian, asst mgr; R. Dwight Wheeler, program director; George Wilson, chief engineer

Washington atty: Dow, Lohnes & Adbertson

CALUMET, Houghton County (ch. 5)

CHEBOYGAN, Cheboygan County (ch. 4+, 36+)

WBDG-TV (not on air, granted July 23, 1958; target date not announced) **ch. 4**.
Address: Paul Bunyan Bldg., Traverse City, Mich.
Permittee: Midwestern Broadcasting Co.
Ownership: See Midwestern Broadcasting Co. stations in "Group Ownership"

COLDWATER, Branch County (ch. 24—)

DETROIT, Wayne County (ch. 2+, 4, 7—, 50—, *56, 62)

WBID-TV (not on air, granted Nov. 19, 1953; target date not announced): **ch. 50**.
Address: 520 Bates St.
Permittee: Woodward Broadcasting Co.
Ownership: See Woodward Broadcasting Co. stations in "Group Ownership"

WJBK-TV (Oct. 21, 1948) **ch. 2**; power—100 kw visual, 100 kw aural; antenna height—1,000 feet above average terrain, 1,957 feet above ground.
Address: 1441 Second Blvd., Zone 2. **Phone:** Trinity 3-7409. **TWX** DE 891.

Licensee: Storer Broadcasting Co. (original owner)

Ownership: See Storer Broadcasting Co. in "Group Ownership."

Network: CBS-TV.
Rep: Katz.

Highest hour rate: \$2,600.
Color facilities: network, local live local film, local slides.

Executives: George B. Storer, pres; Bill Michaels, managing director; Keith T. McKenney, local sales mgr; Ralph R. Rust, program director; Joseph B. Haigh, chief engineer.

Washington atty: Robert F. Jones
Radio affiliates: WJBK-AM-FM.

***WTVS** (non-commercial, educational), (Oct. 7, 1955) **ch. *56**; power—178kw visual, 120 kw aural; antenna height—740 feet above average terrain, 535 feet above ground.
Address: Free Press Bldg., zone 26. **Phone:** Woodward 1-5650.

Licensee: Detroit Educational Television Foundation (original owner).

Executives: C. Allen Harlan, pres of board of trustees; Franklin G. Bouwsma executive sec; Leontine Rita Keane, assistant to ex-

ecutive sec; Joseph Jankowski Jr., chief engineer.

Washington atty: Krleger & Jorgensen.

WWJ-TV (March 4, 1947) **ch. 4**; power—57.7 kw visual, 50.1kw aural; antenna height—1,010 feet above average terrain, 1,063 feet above ground.
Address: 622 W. Lafayette, zone 31. **Phone:** Woodward 2-2000.

Licensee: The Evening News Assn. (original owner)

Ownership: Licensee publishes Detroit News
Network: NBC-TV.
Rep: Peters, Griffin, Woodward & McDermott (Canada).

Highest hour rate: \$2400.
Color facilities: network, local film, slides.

Executives: Edwin K. Wheeler, gen mgr; Don DeGroot, assistant gen mgr; James Schiavone, station mgr & film buyer; Henry C. Rogers, business mgr; Ray W. Colie, national sales mgr; James A. Wales, local sales mgr; Frank Steltenkamp, sales development mgr; Glenn Kyker, promotion mgr; Ian K. Harrower, program & production mgr; James Clark, news editor; Edgar J. Love, gen engineering mgr.

Washington atty: Pierson, Ball & Dowd.
Radio affiliates: WWJ-AM-FM.

WXYZ-TV (Oct. 9, 1948) **ch. 7**; power—316kw visual, 158kw aural; antenna height—160 feet above average terrain, 468 feet above ground.
Address: Mutual Bldg., zone 26. **Phone:** Woodward 3-8321. **TWX** DE 273.

Licensee: WXYZ Inc. (original owner)

Ownership: See ABC Owned Stations in "Group Ownership."

Network: ABC-TV.
Rep: Blair-TV.
Highest hour rate: \$2,260.

Executives: James G. Riddell, pres; John Pival, television vp; Ralph Dawson, television sales mgr; Ken Sims, film director; Bud Kirvan, director of publicity & promotion; Dick Fennel, news director; Charles Kocher, chief engineer.

Washington atty: McKenna & Wilkinon.
Radio affiliates: WXYZ-AM-FM.

OKLW-TV (Sept. 14, 1954) **ch. 9**; power—325kw visual, 180kw aural; antenna height—670 feet above average terrain, 652 feet above ground.
Address: Guardian Bldg., zone 26. **Phone:** Woodward 1-7200. **TWX** Detroit 48.

Licensee: Western Ontario Broadcasting Co. Ltd. (see Windsor, Ont for full listing.)

REACHING OVER 1,830,760 HOMES IN THIS AREA

CKLW TV Channel 9

325,000 WATTS

BIG VOLUME "BEST SELLER" in the Detroit Area!

325,000 watt power and a picture reception area that reaches a high powered buying group makes this station outstanding as a performer . . . and "best seller".

GENERAL OFFICES: Guardian Bldg., Detroit
J. E. Campeau, Pres.

NATIONAL REP.: Young Television Corp.

As Basic as the Alphabet

*Every important advertising campaign should include Detroit
... every Detroit campaign should include the WWJ stations.*

Detroit Standard Metropolitan Area contains the greatest concentration of people and wealth in Michigan: 50% of the state's population, 53% of its retail sales.

Ever growing, this three-county area has a population of 3,843,000 and 1,101,100 families. (Total population in the WWJ stations' coverage area is nearly 7,000,000.)

The effective buying income per family is \$7,355—up \$1,434 over the national average.

Retail sales in 1957 totaled nearly \$5,000,000,000. Food, automotive, drug and cosmetic purchases were high on the list of consumer expenditures.

Outstanding in volume of bank debits ("money at work"), Detroit ranks third in the nation, surpassed only by New York and Chicago.

In Detroit, 81% of families own one or more automobiles.

To the people of Detroit and southeastern Michigan, the WWJ stations are time-tested friends; believable, trustworthy, always welcome.

*Sources: Sales Management Survey of Buying Power, 1958
Fifth Quinquennial Survey of the Detroit Market.*

the **BELIEVABILITY** stations

WWJ AM and FM
RADIO
The World's First Radio Station

original
NBC
affiliates

WWJ-TV
Michigan's First Television Station

Owned and operated by The Detroit News

National Representatives: Peters, Griffin, Woodward, Inc.

Tv Stations CONTINUED

MICHIGAN CONTINUED

EAST LANSING, Ingham County (ch. 60+)

***WKAR-TV** (non-commercial, educational) (Jan. 15, 1954) ch. 60+; power—126kw visual, 63.5kw aural; antenna height—987.2 feet above average terrain, 1,017.1 feet above ground.

Address: 500 Kalamazoo. **Phone:** Edgewood 2-1511.

Licensee: Michigan State Board of Agriculture, (original owner).

Executives: Armand L. Hunter, director of television development; James D. Davis, operations mgr; Patrick J. Callahan, production mgr; Charles S. Kuffing, program mgr; James Culver, film director; Irving R. Merrill, director of promotion & research; David A. Smith, news editor; Linn P. Towstley, chief engineer.

Washington atty: Barnes & Neilson. **Radio affiliate:** WKAR-AM-FM.

EAST TAWAS, Iosco County (ch. 25—)

ESCANABA, Delta County (ch. 3+, *49)

FLINT, Genesee County (ch. 12—, 16—, *22—, 28)

WJRT (not on air, granted May 12, 1954; target date not set) ch. 12; power—316kw visual, 158kw aural; antenna height—340 feet above average terrain, 999 feet above ground.

Address: 2402 Lippner Road. **Phone:** Cedar 2-9141.

Permittee: WJR The Goodwill Station Inc. **Ownership:** L. R. Jackson & Bank of America, trustees under the will of George A. Bingham, 25.98%; C. Russell Feldman & L. R. Jackson trustees under G. A. Richards' life insurance trust, 8.23%; Rozene R. Moore, 5.16%; Mrs. Francis S. Parker, 3.83%; John E. Patti, 3.66%; and others.

Rep: Harrington, Kightler & Parsons **Color facilities:** network.

Executives: John F. Patti, pres; Worth Kramer, gen mgr; A. Donovan Faust, operations mgr & film buyer; Clarence Jones, chief engineer. **Washington atty:** Kirkland, Fleming, Green, Martin & Ellis.

GLADSTONE, Delta County (ch. 40—)

GRAND RAPIDS, Kent County (ch. 8, *17+, 23—)

WMOX (not on air, granted Sept. 2, 1954; target date unknown) ch. 23.

Address: 123 Pearl St., N. W.

Permittee: Yankinular Broadcasting Co. **Ownership:** H. & E. Balaban Corp., 50%; John D. Lamb, 33%; Howard W. Freck, 16%. For Balaban interests see H. & E. Balaban Corp. stations in "Group Ownership."

WOOD-TV (Aug. 15, 1949) ch. 8; power—316 kw visual, 158kw aural; antenna height—1,090 feet above average terrain, 520 feet above ground.

Address: 120 College Ave., S.E., zone 2. **Phone:** Glenide 9-4125. **TWX** 251.

Licensee: Wood Broadcasting Inc. (acquired station May 27, 1957).

Ownership: See Time Inc. stations in "Group Ownership."

Network: NBC-TV (primary), ABC-TV (secondary).

Rep: Katz

Highest hour rate: \$1,175.

Color facilities: network.

Executives: Willard Schroeder, pres & gen mgr; Arthur M. Swift, gen sales mgr; John S. Markward, tv sales mgr; John Shaw, program director; Robert Smith, film buyer; Clark Grant, promotion mgr; Dick Cheverton, news director; Charles Robison, chief engineer.

Washington atty: Pierson, Bail & Dowd. **Radio affiliate:** WOOD.

HOUGHTON, Houghton County (ch. 19, *25)

IRON MOUNTAIN, Dickinson County (ch. 8—, 27)

IRON RIVER, Iron County (ch. 33—)

IRONWOOD, Gogebic County (ch. 12+, 31—)

WIBN (not on air, granted Nov. 30, 1955; target date late 1958); ch. 12.

Permittee: Lake Superior Broadcasting Co. (acquired station 1958).

Ownership: See Mining Journal Stations in "Group Ownership." Also see "Newspaper Ownership."

Note: station plans to operate as satellite of WDMJ-TV Marquette, Mich.

JACKSON, Jackson County (ch. 48)

KALAMAZOO, Kalamazoo County (ch. 3—, 46, *74)

WKZO-TV (June 1, 1950) ch. 3; power—100kw visual, 50kw aural; antenna height—1,012 feet above average terrain, 952 feet above ground.

Address: 590 W. Maple St. **Phone:** Fireside 7-2101. **TWX** KZ 33.

Licensee: Fetzer Broadcasting Co. (original owner).

Ownership: See John E. Fetzer stations in "Group Ownership."

Network: CBS-TV (primary), ABC-TV (secondary).

Rep: Avery-Knodel.

Highest hour rate: \$1300.

Color facilities: network, local film, slides.

Executives: John E. Fetzer, pres; Carl E. Lee, vp & managing director; Donald W. DeSmit Jr., sales mgr; Charles T. Lynch, program director & film buyer; Leonard Colby, director of news, sports & special events; Arthur E. Covell, chief engineer.

Washington atty: Dow, Lohnes & Albertson. **Radio affiliate:** WKZO.

LANSING, Ingham County (ch. 6—, 54)

WJIM-TV (May 1, 1950) ch. 6; power—100kw visual, 50kw aural; antenna height—1,000 feet above average terrain, 1,023 feet above ground.

Address: 2820 E. Saginaw St., zone 4. **Phone:** Ivanhoe 2-1333. **TWX** LG 72.

Licensee: Gross Telecasting Inc. (original owner).

Ownership: Harold F. Gross, 58.2%; Charlotte Gross, 11%, and their family and others as minority stockholders.

Network: CBS-TV (primary), ABC-TV (secondary), NBC-TV (secondary).

Rep: Peters, Griffin, Woodward

Highest hour rate: \$1,000.

Color facilities: network.

Executives: Harold F. Gross, pres & gen mgr; Keith Oliver, sales mgr; Phil Sherck, film director; William C. Fyfe, news director; Don Muxson, chief engineer.

Washington atty: Fly, Shuebruk, Blume & Gagnier.

Radio affiliate: WJIM-AM-FM

WTOM-TV (not on air, suspended operation but has not turned in construction permit), ch. 54.

Permittee: John L. Mayer, temporary receiver. **Ownership:** John L. Mayer, 3310 W. McNichol Road, Detroit, receiver.

LUDINGTON, Mason County (ch. 33)

MANISTEE, Manistee County (ch. 15—)

MANISTIQUE, Schoolcraft County (ch. 14+)

MARQUETTE, Marquette County (ch. 6—, 13+, 17, *25)

WDMJ-TV (April 20, 1955) ch. 6. Power—100kw visual, 50.3kw aural; antenna height—790 feet above average terrain, 867 feet above ground.

Address: 219 W. Washington St. **Phone:** Canal 6-3524.

Licensee: Lake Superior Broadcasting Co. (original owner).

Ownership: See "Newspaper Ownership" and Mining Journal Stations in "Group Ownership."

Network: CBS-TV.

Rep: Weed Television; Hyett (Minneapolis).

Highest hour rate: \$200.

Executives: Frank J. Russell Jr., pres; W. H. Treloar, vp & gen. mgr.

Radio affiliate: WDMJ.

MIDLAND, Midland County (ch. 19+)

MOUNT PLEASANT, Isabella County (ch. 47—)

MUSKEGON, Muskegon County (ch. 29—, 35+)

PARMA (Jackson County)-ONONDAGA (Ingham County) (ch. 10—)

PETOSKEY, Emmet County (ch. 31)

PONTIAC, Oakland County (ch. 44+)

PORT HURON, St. Clair (ch. 34+)

WHLB-TV (not on air, granted Nov. 11, 1956; target date unknown); ch. 34.

Address: 932 Military St.

Permittee: Stevens-Wismer Broadcasting Co. **Ownership:** See Stevens-Wismer Stations in "Group Ownership."

ROGERS CITY, Presque Isle (ch. 24)

SAGINAW, Saginaw County (ch. 51—, 57—)

WKNX-TV (April 5, 1953) ch. 57; power—174kw visual, 101kw aural; antenna height—450 feet above average terrain, 463 feet above ground.

Address: 221 S. Washington Ave. **Phone:** Pleasant 3-4471. **TWX** SG 61.

Licensee: Lake Huron Broadcasting Corp. (original owner).

Ownership: William J. Edwards, Howard H. Wolfe and Rep. Alvin M. Bentley (R-Mich) each one-third.

Network: CBS-TV (primary), ABC-TV (secondary).

Rep: Gill-Perna.

Highest hour rate: \$375.

Color facilities: network.

Executives: William J. Edwards, pres & gen mgr; Robert M. Chandler, coml mgr & promotion mgr; Robert A. Oliver, program director & film buyer; Donald Potter, news director; Max W. Thomas, chief engineer. **Washington atty:** McCenna & Wilkinson. **Radio affiliate:** WKNX.

SAULTE STE. MARIE, Chippewa County (ch. 8, 10+, 28—, *34)

TRAVERSE CITY, Grand Traverse County (ch. 7+, 20—, *26+)

WFBM-TV (Sept. 13, 1954) ch. 7; power—53.7 kw visual, 32.5kw aural; antenna height—760 feet above average terrain, 462 feet above ground.

Address: Paul Bunyan Bldg. **Phone:** Windsor 7-7675.

Licensee: Midwestern Broadcasting Co. (original owner).

Ownership: See Midwestern Broadcasting Co. stations in "Group Ownership"

Network: NBC-TV.

Rep: Holman.

Highest hour rate: \$172.80

Color facilities: network.

Executives: Les Biederman, pres; John Anderson, gen mgr; Robert Detwiler, coml mgr; William Kiker, chief engineer.

Washington atty: Dow, Lohnes & Albertson. **Radio affiliate:** WTCM.

WEST BRANCH, Ogemaw County (ch. 21)

MINNESOTA

ALBERT LEA, Freeborn County (ch. 57—)

ALEXANDRIA, Douglas County (ch. 7, 36)

KCMT (August 1958) ch. 7; power—26 kw visual; 13.3kw aural; antenna height—1,120 feet above average terrain, 1,130 feet above ground.

Address: P. O. Box 115. **Phone:** Rockwell 3-5168.

Permittee: Central Minnesota Television Co.

Ownership: Thomas A. Barnestable, 21%; Julius Helland, 10%; Earl C. Reineke, 10%; Harold W. Bangert, 10%; Joseph O. Perino, 3.5%; John J. McCarten, 3.8%; Lee H. Johnson, 2.8%; Kenneth C. Dechtel, 3.8%; Earl W. Russell, 3.8%; Harold Bartz, 3.5%; Sidney F. Carlson, 3.5%; Donald J. Kelly, 3.5%; Allen D. Graves, 3%; Kenneth A. Tessmer, 2.6%; Ercel Aga, 1.7%; Everett Q. Walters, 1.7%; Messrs. Bechtel, Tessmer, Aga and Walters each own 25% of KXRA Alexandria, Minn. Mr. Reineke and wife control WDAY-AM-TV Fargo, N.D.

Network: NBC-TV (primary), ABC-TV (secondary).

Highest hour rate: \$260.

Color facilities: network.

Executives: Joseph O. Perino, pres; Glenn W. Flint, gen mgr; Kenneth Bechtel, program director; Donald Schendel, production mgr; Kenneth Olson, chief engineer.

Washington atty: Paul Segal.

MICHIGAN BROADCASTERS

TO BUY OR SELL

see

JACK MAURER

2414 Terminal Tower, Cleveland
(TO 1-6727)

or any office of

HAMILTON-STUBBLEFIELD-TWINING & ASSOCIATES, INC.

"Adventures of The SEAHAWK"

starting **JOHN HOWARD**

Filmed in the Caribbean

26 Half-hours

ALL NEW! Available from **GROSS-KRASNE** **NOW!**

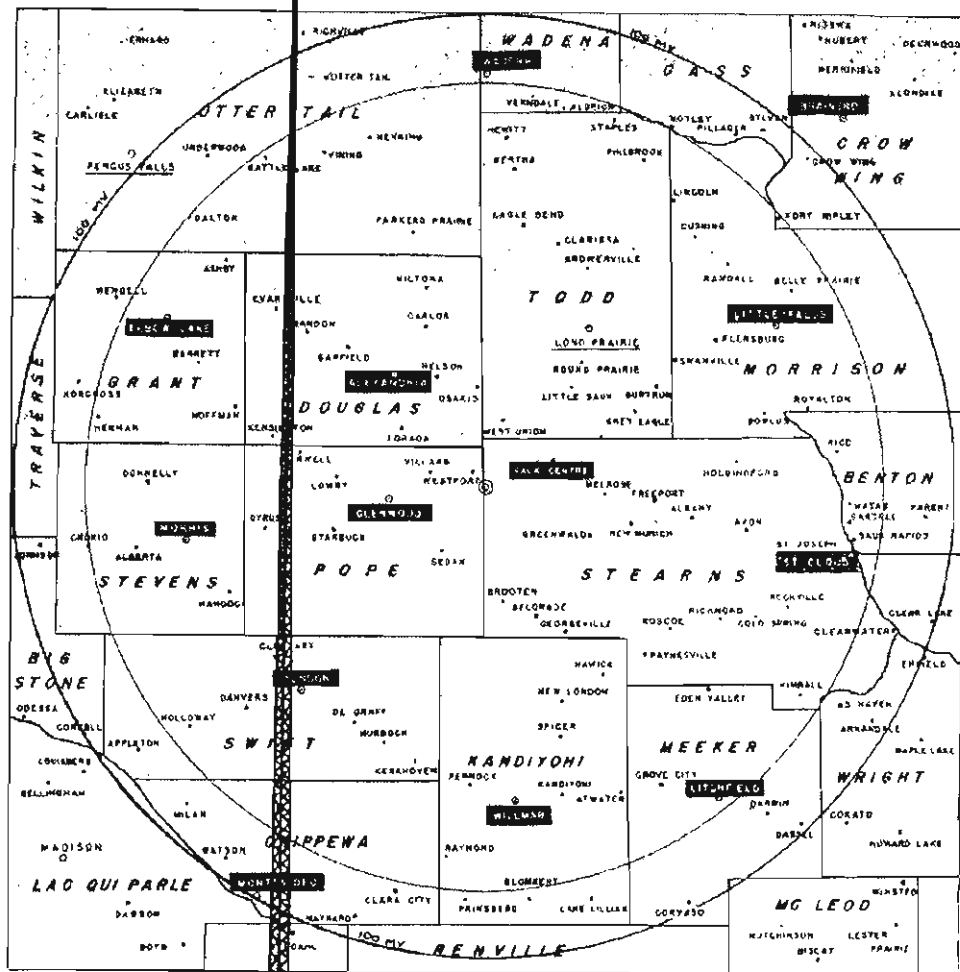
SEE PAGE B-66 FOR YOUR NEAREST GROSS-KRASNE OFFICE

*if you're buying Minnesota . . . here's
what you should know about the
25-county area reached by*

**WAY UP!
1130 FEET**
above
average terrain

KCMT

**TELEVISION
Channel 7**
Alexandria, Minnesota



market data*

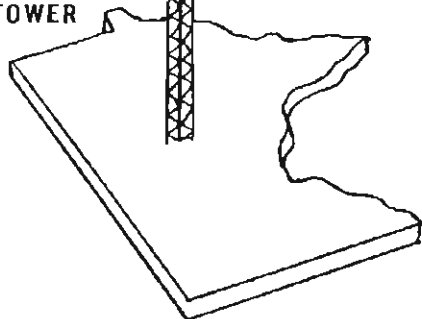
- Population: 462,140
- Farm Population: 181,290
- Farm Families: 44,168
- Total Households: 124,301
- Number TV Households: 59,853
- Retail Sales: \$471,513,800
- Gross Farm Income: \$300,260,600
- Retail Sales Per Household: \$3,788
- CSI Per Household: \$4,286
- Retail Food Sales: \$84,810,400
- Eating and Drinking Places: \$30,201,200
- General Merchandising: \$43,179,000
- Apparel: \$16,755,900
- Furniture—Appliances: \$13,773,000
- Automotive: \$89,910,800
- Gas Stations: \$42,666,700
- Lumber Bldg.—Hardware: \$83,029,600
- Drugs: \$11,893,100

*Source: Sales Management and Spot TV

There's Excitement in Central Minnesota . . . since KCMT Television went on the air! In fact, there are 25 counties worth of excitement, all within the 100 mcv area. Excitement, yes . . . and, because television is brand new in this market, there is more impact, penetration, and retention, for your commercials.

SOME AVAILABILITIES OPEN: We've got a few good availabilities left . . . maybe even a news or weather show open, or sports, markets, or syndicated film. In Mpls.-St. Paul call Harry Hyett at FEderal 9-7179. Or call Glenn W. Flint, general manager, at ROckwell 3-5166, Alexandria, Minnesota.

From
Minnesota's
TALLEST
TOWER



NBC

ABC

KCMT

TELEVISION Channel 7

Alexandria, Minnesota

Tower located at Westport, 25 miles southeast of Alexandria.
Power 26,300 watts at 174-180 megacycles.

Tv Stations CONTINUED

MINNESOTA CONTINUED

AUSTIN, Mower County (ch. 6—, 51+)

KMMT (Aug. 17, 1953) ch. 6; power—12.3kw visual, 6.17kw aural; antenna height—420 feet above average terrain, 445 feet above ground.

Address: Highway 105 South. **Phone:** Hemlock 3-8836. **TWX** 369.

Licensee: Minnesota-Iowa Television Co. (original owner).

Ownership: Chester A. Weseman, George Wilson (deceased), Martin Bustad, Harold C. Westly and Albert W. Smith, each 20%. Sale to Black Hawk Broadcasting Co. (KWWL-AM-TV Waterloo, Iowa) pending FCC approval.

Network: ABC-TV.

Rep: Avery-Knodel.

Highest hour rate: \$200.

Executives: Chester A. Weseman, pres; Thomas L. Young, gen mgr & film buyer; Don Jones, coml mgr; Stan Stydnicki, program director; Christy Hansen, news director; Leo Chemier, chief engineer.

Washington atty: Roberts & McInnis.

Radio affiliate: KAUS.

BEMIDJI, Beltrami County (ch. 9, 24—)

BRAINERD, Crow Wing County (ch. 12—)

CLOQUET, Carlton County (ch. 44)

CROOKSTON, Polk County (ch. 21—)

DETROIT LAKES, Becker County (ch. 18+)

DULUTH (St. Louis County)-SUPERIOR, Wisc. (Douglas County) (3, 6+, *8, 10+, 32, 38)

KDAL-TV (March 14, 1954) ch. 3; power—100kw visual, 50kw aural; antenna height—990 feet above average terrain, 816½ feet above ground.

Address: Bradley Bldg. **Phone:** Randolph 2-4466. **TWX** DU 7019.

Licensee: Red River Broadcasting Co., (original owner).

Ownership: Estate of Dalton LeMasurier, 77.77%; Odin S. Ramsland, 11.11%; Robert A. Dettman, 11.11%. Mr. Ramsland and Mrs. Dorothy LeMasurier (president of licensee but not a stockholder) each own 20% of WFTL Eau Claire, Wis.; and 16 2/3% of KIBZ Ottumwa, Iowa (pending FCC approval).

Network: CBS-TV (primary), ABC-TV (secondary).

Rep: Avery-Knodel.

Highest hour rate: \$500.

Color facilities: network.

Executives: Dorothy LeMasurier, chief owner; Odin S. Ramsland, gen mgr; John Grandy, coml mgr; Earl Henton, program director & film buyer; Dale Cowle, promotion mgr; Dick Anthony, news director; R. A. Dettman, chief engineer.

Washington atty: Paul Segal.

Radio affiliate: KDAL.

WDSM-TV (March 1954) ch. 6; power—100kw visual; 50kw aural; antenna height—1,010 feet above average terrain, 804 feet above ground.

Address: 239 E. Superior St., zone 2. **Phone:** Randolph 7-8484. **TWX** DU 7071.

Licensee: Northwest Publications Inc. (original owner).

Ownership: See "Newspaper Ownership" and Ridder Publications Stations in "Group Ownership."

Network: NBC-TV (primary), ABC-TV (secondary).

Rep: Peters, Griffin, Woodward; Wayne Evans & Assoc. (regional).

Highest hour rate: \$450.

Color facilities: network.

Executives: Bernard H. Ridder, pres; C. D. Tully, gen mgr; Carlo Anneke, coml mgr;

Edwin M. Conrad, production mgr; Martin Olson, merchandising & promotion mgr; Robert E. Ball, news director; George Carlson, chief engineer.

Washington atty: Fly, Shuebruk, Blume & Gaguine.

Radio affiliate: WDSM.

WDUL-TV (not on air, granted May 15, 1958; target date not announced) ch. 10.

Address: 2230 N. Farwell Ave., Milwaukee, Wis.

Permittee: Rex Television Co.

Ownership: L. F. Gran (25%), Louis Caster (50%), and Bruce R. Gran (25%).

WFTV (not on air, suspended operation but has not turned in construction permit); ch. 38.

Address: 4 W. 58th St., New York City.

Permittee: Great Plains Television Properties of Minnesota.

Ownership: See Transcontinental Properties Inc. stations in "Group Ownership."

WIRT (not on air, granted Feb. 20, 1958; target date not announced); ch. 13.

Address: c/o WEVE Eveleth, Minn.

Permittee: Carl Bloomquist

Ownership: Carl Bloomquist, sole owner. Mr. Bloomquist also owns WEVE Eveleth.

ELY, St. Louis County (ch. 16)

FAIRMONT, Martin County (ch. 40+)

FARIBAUT, Rice County (ch. 20)

FERGUS FALLS, Otter Tail County (ch. 16—)

GRAND RAPIDS, Itasca County (ch. 20—)

HASTINGS, Dakota County (ch. 29+)

HIBBING, St. Louis County (ch. 13—)

INTERNATIONAL FALLS, Koochiching County (ch. 11)

KIFS (not on air, granted Feb. 13, 1958; target date not announced); ch. 11.

Address: Chamber of Commerce Bldg.

Permittee: Minnonto Television Inc.

Ownership: LeRoy E. Phaklides, 0.74%; Marie Carlson, 0.74%; Donald K. Enzmann, 0.74%; Warner LaDu, 0.37%; Archie Iveson, 0.37%; James D. Bush, 0.37%.

LITTLE FALLS, Morrison County (ch. 14+)

MANKATO, Blue Earth County (ch. 12, 15—)

KEYC-TV (not on air, granted June 12, 1958; target date: end of 1958) ch. 12; power—316kw visual; antenna height—1,116 feet above average terrain, 1,100 feet above ground.

Address: Mankato.

Permittee: Two States Television Co.

Ownership: KNUJ Inc., New Ulm, Minn. (60%); Einer Nelson, Fairmont, Minn. (16%); George Korenchen, New Ulm, (10%); William E. Macklin, New Ulm, (4%); H. Steenerson, St. Paul (4.72%).

Executives: Walter K. Mickelson, pres.

Washington atty: Frank Stollenwerck.

MARSHALL, Lyon County (ch. 22+)

MINNEAPOLIS, Hennepin County-ST. PAUL, Ramsey County (ch. *2—, 4, 5—, 9+, 11—, 17, 23+)

KMSP-TV (Jan. 9, 1955) ch. 9; power—316kw visual, 158kw aural; antenna height—450 feet above average terrain, 691 feet above ground.

Address: 189 Foshay Tower, zone 2. **Phone:** Federal 9-8811. **TWX** MP 470.

Licensee: United Television Inc. (acquired station Nov. 25, 1955).

Ownership: See National T.-film Assoc. Stations in "Group Ownership."

Repi: H-R Television; NTA Spot Sales (New York).

Highest hour rate: \$1,200.

Color facilities: network.

Executives: Donald E. Swartz, pres & gen mgr; Dick Butterfield, sales mgr; Joseph Curney, operations director; Guy Galante, film director; David Lee, promotion-publicity director & news director; Gordon Benson, chief engineer.

Washington atty: Dow, Lohnes & Albertson.

KSTP-TV (April 23, 1945) ch. 5; power—100kw visual, 58.9kw aural; antenna height—580 feet above average terrain, 583 feet above ground.

Address: 3415 University Ave., zone 14.

Phone: Midway 5-2717. **TWX** 140.

Licensee: KSTP Inc. (original owner).

Ownership: See Stanley E. Hubbard stations in "Group Ownership."

Network: NBC-TV.

Rep: Petry.

Highest hour rate: \$1,650.

Color facilities: network, local film, local slides.

Executives: Stanley E. Hubbard, pres & gen mgr; Kenneth M. Hance, executive vp & treas; Stanley S. Hubbard, vp research & development; Marvin L. Rosene, vice president in charge of sales; Del Franklin, program director & film buyer; William P. Davey, promotion mgr; James E. Blake, national tv sales mgr; William S. Sadler, chief engineer.

Washington atty: Spearman & Robertson.

Radio affiliate: KSTP.

***KTCA-TV** (Sept. 3, 1957) ch. 2*; power—100kw visual, 50kw aural; antenna height—620 feet above average terrain, 562 feet above ground.

Address: St. Paul 8, Minn. **Phone:** Midway 7-5565.

Licensee: Twin City Area Educational Television Corp. (original owner).

Color facilities: local film, local slides.

Executives: Loring M. Staples, pres; John C. Schwarzwalder, gen mgr; Paul Owen, program director; Harold O. Bergman, promotion mgr; Berten A. Holmberg, chief engineer.

WCCO-TV (July 1, 1949) ch. 4; power—100kw visual, 50kw aural; antenna height—540 feet above average terrain, 608 feet above ground.

Address: 50 S. Ninth St., Minneapolis 2. **Phone:** Federal 8-0552. **TWX** MP 2.

Licensee: Midwest Radio-Television Inc. (original owner).

Ownership: Mid-Continent Radio-Television Inc., 53%; Minneapolis Star & Tribune Co. (Cowles), 47%. Mid-Continent is 50% owned by Northwest Publications Inc. (Ridder) and 50% by Minnesota Tribune Co. For other interests see Cowles Stations and Northwest Publications Inc. stations in "Group Ownership."

Network: CBS-TV.

Rep: Peters, Griffin, Woodward.

Highest hour rate: \$1600.

Color facilities: network, local live.

Executives: William J. McNally, chmn of bd; Robert B. Ridder, pres; F. Van Konynenburg, executive vp; Sherman K. Headley, assistant mgr for tv; Robert N. Ekstrum, coml mgr; Gwen Harvey, program director; Harry Jones, film buyer; Gene Godt, promotion mgr; Rollie Johnson, news director; John M. Sherman, chief engineer.

Washington atty: Fly, Shuebruk, Blume & Gaguine.

Radio affiliate: WCCO.

WTCN-TV (Sept. 1, 1953) ch. 11; power—316kw visual; 191kw aural; antenna height—470 feet above average terrain, 691 feet above ground.

Address: 2925 Dean Blvd., Minneapolis 15. **Phone:** Walnut 7-8881. **TWX** MP 994.

Licensee: Twin State Broadcasting Inc. (acquired station May 22, 1957).

Ownership: See Time Inc. stations in "Group Ownership."

Network: ABC-TV.

Rep: Katz.

Highest hour rate: \$1200.

Executives: Weston C. Pullen Jr., vp for broadcasting, Time Inc.; Phil Hoffman, gen mgr; John M. Baldwin, operations mgr; Ted L. Snider, program director & film buyer; George J. Lord, promotion mgr; Sheldon W. Peterson, news director; Warren Fritze, chief engineer.

Washington atty: Pierson, Ball & Dowd.

Radio affiliate: WTCN.

MONTEVIDEO, Chippewa County (ch. 19)

NEW ULM, Brown County (ch. 43—)

NORTHFIELD, Rice County (ch. 26)

OWATONNA, Steele County (ch. 45)

RED WING, Goodhue County (ch. 63—)

ROCHESTER, Olmsted County (ch. 10, 55—)

KROC-TV (July 16, 1953) ch. 10; power—239-kw visual, 119.5kw aural; antenna height—620 feet above average terrain, 500 feet above ground.

Address: 100 1st Ave. Bldg. **Phone:** Atlas 9-3924.

Licensee: Southern Minnesota Broadcasting Co. (original owner).

Ownership: Mrs. G. P. Gentling and family.

Network: NBC-TV (primary), ABC-TV (secondary), CBS-TV (secondary).

Rep: Meeker.

Highest hour rate: \$300.

Color facilities: network.

Executives: Mrs. G. P. Gentling, pres; G. Da-

"Hilarious New Action Adventure!"

"GLENCANNON!"

for that EXTRA PUNCH

...in commercial impact!

ALL NEW! from GROSS-KRASNE



starring **THOMAS MITCHELL**

39 Half-hours AVAILABLE NOW!

SEE PAGE B-66 FOR YOUR NEAREST GROSS-KRASNE OFFICE

Tv Stations CONTINUED

MINNESOTA CONTINUED

vid Gentling, gen mgr; Will Jackson, coml mgr; Don Perry, program director & film buyer; Bill Lampan, station mgr; Rick Kieffer, news director; Robert Cross, chief engineer. **Washington atty:** Loucks, Zias, Young & Jansky. **Radio affiliate:** KROC.

ST. CLOUD, Stearns County (ch. 33)

ST. PAUL (see Minneapolis)

STILLWATER, Washington County (ch. 39—)

THIEF RIVER FALLS, Pennington County (ch. 15)

VIRGINIA, St. Louis County (ch. 26+)

WADENA, Wadena County (ch. 27+)

WILLMAR, Kandiyohi County (ch. 31+)

WINONA, Winona County (ch. 61)

WORTHINGTON, Nobles County (ch. 32)

MISSISSIPPI

BILOXI, Harrison County (ch. 13+, *44+, 50—)

WVMI-TV (not on air; target date: Fall 1958) ch. 13; power—63kw visual, 32.5kw aural, antenna height—205 feet above average terrain, 245 feet above ground. **Address:** P. O. Box 152. **Phone:** Idlwood 2-7091.

Permittee: Radio Associates Inc. **Ownership:** Odes E. Robinson, 68.4%; James H. McKee, 25.8%, and others. Mr. Robinson owns 20% of WKOY Bluefield, W. Va. and has a minority interest in WPTW Piqua, Ohio. **Executives:** Odes E. Robinson Sr., pres. gen mgr & chief engineer. **Washington atty:** Barnes & Neilson. **Radio affiliate:** WVMI.

BROOKHAVEN, Lincoln County (ch. 37+)

CANTON, Madison County (ch. 16)

CLARKSDALE, Coahoma County (ch. 32)

COLUMBIA, Marion County (ch. 35+)

COLUMBUS, Lowndes County (ch. 4—, 28—)

WOBI-TV (July 13, 1956) ch. 4; power—20kw visual, 10kw aural; antenna height—450 feet above average terrain, 500 feet above ground. **Address:** Highway 12 North.

Licensee: Birney Imes Jr. (original owner). **Ownership:** See Birney Imes Jr. stations in "Group Ownership."

Network: CBS-TV (primary), ABC-TV (secondary), NBC (secondary).

Rep: Everett-McKinney; Ayers (South).

Highest hour rate: \$180

Color Facilities: network.

Executives: Birney Imes Jr., pres; P. B. Hinman, gen mgr; W. W. Whitfield, coml mgr; Mac Miller, program director; Ed Prescott, film buyer; Martha Puckett, promotion mgr; Sonny Morgan, news director; Tom McFerrin, chief engineer.

Washington atty: Berge, Fox, Arent.

Radio affiliate: WCBI.

CORINTH, Alcorn County (ch. 41)

GREENVILLE, Washington County (ch. 21—, 27)

GREENWOOD, Leflore County (ch. 6, 24+)

WABG-TV (not on air; granted Jan. 3, 1958; target date not announced): ch. 6.

Address: c/o WABG Greenwood.

Permittee: Greenwood Broadcasting Co.

Ownership: See Cy N. Bahakel stations in "Group Ownership."

Radio affiliate: WABG.

GRENADA, Grenada County (ch. 44)

GULFPORT, Harrison County (ch. 56—)

WSTG (not on air; granted Aug. 1, 1957; target date unknown): ch. 56.

Address: 960 East River Oaks Drive, Baton Rouge, La.

Permittee: State Telecasting Co.

Ownership: I. K. Corkern Jr., 100%.

HATTIESBURG, Forrest County (ch. 9, 17—)

WDAM-TV (June 8, 1956) ch. 9; power—55kw visual, 33kw aural; antenna height—190 feet above average terrain, 537 feet above ground. **Address:** P. O. Box 1619. **Phone:** Juniper 4-8141. **TWX** 592

Licensee: Lton Television Corp. (original owner).

Ownership: WDSU Broadcasting Corp., 51%; David A. Jr. and Harold Matison and Alvin H. and Milton J. Fine, each 12.25%. See WDSU Broadcasting Corp. Stations and Matison Stations in "Group Ownership."

Network: NBC-TV (primary), ABC-TV (secondary).

Rep: J. Pearson.

Highest hour rate: \$175.

Executives: Dave A. Matison Jr., pres; Marvin Reuben, vp, gen mgr & film buyer; Jerry P. Keith, sales mgr; David L. Waite, program director; Max Goodman, promotion mgr; Raymond Curtis, news director; John Carroll, chief engineer & operations mgr.

Washington atty: Pierson, Ball & Dowd.

JACKSON, Hinds County (ch. 3+, 12+, *19+, 25—, 47)

WJTV (January, 1953) ch. 12; power—316kw visual, 158 kw aural; antenna height—709 feet above average terrain, 666 feet above ground. **Address:** P. O. Box 8187. **Phone:** Fleetwood 4-2512. **TWX** JN 598.

Licensee: Capitol Broadcasting Co. (acquired station June 1, 1955).

Ownership: Mississippi Publishers Corp. (Jackson Clarion-Ledger and Daily News), 10%; Standard Life Insurance Co., 32.4%; T. B. Lanford, 13.8%; L. M. Sepaugh, 13.8%. For Lanford interests see T. B. Lanford stations in "Group Ownership."

Network: CBS-TV (primary), ABC-TV (secondary).

Rep: Katz.

Highest hour rate: \$100.

Color Facilities: network.

Executives: T. M. Hederman Jr., pres; L. M. Sepaugh, executive vp & gen mgr; Owens Alexander, station mgr; J. W. Carlier, coml mgr; Ken Parks, program director; L. M. Sepaugh Jr., film buyer; Christine McMillan, promotion mgr; Bob Nebbet, news director; C. A. Perkins, chief engineer.

Washington atty: Kirkland, Fleming, Green, Martin & Ellis.

Radio affiliate: WSLI.

WLBT (Dec. 28, 1953) ch. 3; power—100kw visual, 50 kw aural; antenna height—689 feet above average terrain, 589 feet above ground. **Address:** 714 S. Jefferson, Zone 2. **Phone:** 2-2691. **TWX** JN-82.

Licensee: Lamar Life Broadcasting Co. (original owner).

Ownership: P. K. Lutken, 40%; W. Calvin

WLBT channel 3 now delivers

53% more homes than station B

June 1958

THE JACKSON TOTAL COVERAGE AREA TELEVISION AUDIENCE

JACKSON TOTAL TELEVISION AREA

STATION SHARE OF AUDIENCE SUMMARY

	W L B T	STA B
	NBC - ABC	B
SIGN-ON TO SIGN-OFF	60.6	39.4

AMERICAN RESEARCH BUREAU, INC. 24

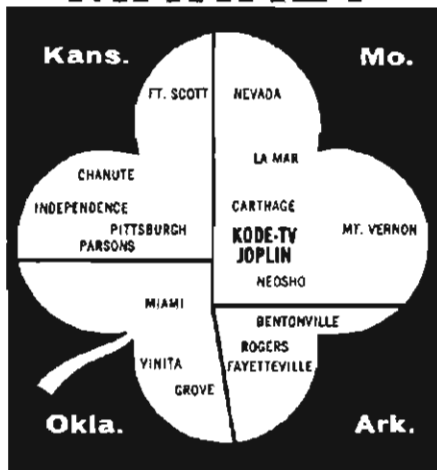
NBC-ABC

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70th NATIONAL TV MARKET

MISSOURI'S THIRD TV MARKET



167,769 TV HOMES*

KODE-TV in the Joplin market covers a 4-state area with 167,769 TV homes, 669,800 population and \$776,919,000 buying power.

Joplin is the urban center of 11 communities in an 18-mile radius with a combined population of 97,750.

KODE-TV in the Joplin market is 28 percent taller, and 29 percent more powerful than any competitor.

* Television Mag. Set Count—June '58

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KODE-TV

JOPLIN, MO.



A member of the Friendly Group

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VP & Genl. Mgr.
Rep. by
Avery-Knodel

WSTV, WSTV-TV, Steubenville; WBOY, WBOY-TV, Clarksburg;
KODE, KODE-TV, Joplin; WPAR, Parkersburg; WPIT, Pittsburgh;
KMLB, Monroe, La.; Colmes-Werrenrath Prod., Inc., Chicago

TV Stations CONTINUED

MISSISSIPPI CONTINUED

JACKSON (Continued)

WLBT (Continued)

Wells III, Maurice Thompson and Fred L. Beard, each 20%.
Network: NBC-TV (primary), ABC-TV (secondary).
Rep: P. Hollingbery.
Highest hour rate: \$400.
Color facilities: network.
Executives: P. K. Lutken, pres; Fred L. Beard, gen mgr; Frank Gentry, coml mgr; Maurice Thompson, program director & film buyer; Charles H. Allen, promotion mgr; Richard R. Sanders, news director; Robert R. Smathers, chief engineer.
Washington atty: Spearman & Roberson.
Radio affiliate: WJDX-AM-FM.

KOSCIUSKO, Attala County (ch. 52—)

LAUREL, Jones County (ch. 33—)

LAUREL, Jones County-PACHUTA, Clarke County (ch. 7)

WTLM (not on air, granted Feb. 21, 1957; target date unknown) ch. 7.
Address: Rosenbaum Bldg.
Permitter: Laurel Television Co.
Ownership: William S. Smylie and family, 100%.

LOUISVILLE, Winston County (ch. 46—)

McCOMB, Pike County (ch. 31—)

MERIDIAN, Lauderdale County (ch. 11—, 30—, *36—)

WCOC-TV (not on air, suspended operation but has not turned in construction permit): ch. 30.
Address: c/o WCOC Meridian.
Permitter: Mississippi Broadcasting Co.
Ownership: D. W. Gavin and mother, 100%. The Gavins also own weeklies Clarke County Tribune (Quitman, Miss.) and Meridian Record. Also see "Newspaper Ownership."
Radio affiliate: WCOC.

WTOX-TV (Sept. 27, 1953) ch. 11; power—316kw visual, 162kw aural; antenna height—516 feet above average terrain, 315 feet above ground.
Address: Southern Bldg. Phone: 3-1441. **TWX** Merid 281.
Licensee: Southern Television Corp. (original owner).

Ownership: Class A—Robert F. Wright, 51%; W. B. Crooks Jr., 21%; James H. Skewes, 13% and others. Class B—W. R. Crooks Jr., 9%; Thomas Y. Minnece, 14%; H. M. Minnece, 13%. Mr. Skewes is president-publisher of the Meridian Star and president of the Laurel (Miss.) Leader-Call.
Network: CBS-TV (primary), ABC-TV (secondary), NBC-TV (secondary).
Rep: Headley-Reed.
Highest hour rate: \$275.
Color facilities: network.

Executives: Robert F. Wright, pres, gen mgr & film buyer; W. B. Crooks Jr, coml mgr; Cecil Germany, program director; Ethel Harris, promotion mgr; Ed Gray, news director; Joe Saxon, chief engineer; George Shannon, production director.
Washington atty: McKenna & Wilkinson.

NATCHEZ, Adams County (ch. 29+)

PACHUTA (see Laurel-Pachuta)

PASCAGOULA, Jackson County (ch. 22)

PICAYUNE, Pearl River County (ch. 14—)

STARKVILLE, Oktibbeha County (ch. 34—)

STATE COLLEGE, Oktibbeha County (ch. *2+)

TUPELO, Lee County (ch. 9—, 38)

WTWV (March 18, 1957) ch. 9; power 27.2kw visual, 13.6kw aural; antenna height—520 feet above average terrain, 540 feet above ground.
Address: P. O. Box 163. Phone: Vinewood 2-7620.

Licensee: Tupelo Citizens Television Co. (original owner).
Ownership: F. K. Spain, 35%; J. G. Pettit, 25%; W. D. Spain, 15%; Perrin Purvis, 15% and Mrs. M. H. Spain, 10%.
Network: NBC-TV.
Rep: Musla.

Highest hour rate: \$200.
Color facilities: network.
Executives: Frank K. Spain, pres & gen mgr; Charles H. Hicks Jr., coml mgr; Robert D. Gordon, program director; William B. Landers, news director.
Washington atty: Haley, Wollenberg & Kennan.

UNIVERSITY, Lafayette County (ch. *20+)

VICKSBURG, Warren County (ch. 41+)

WEST POINT, Clay County (ch. 56+)

YAZOO CITY, Yazoo County (ch. 49)

MISSOURI

CAPE GIRARDEAU, Cape Girardeau County (ch. 12, 18+, 69)

KFVS-TV (Oct. 3, 1954) ch. 12; power—316kw visual, 158kw aural; antenna height—990 feet above average terrain, 882 feet above ground.
Address: 324 Broadway. Phone: Edgewater 5-5511. **TWX** Cape Girardeau 968.

Licensee: Hirsch Broadcasting Co. (original owner).

Ownership: See Oscar C. Hirsch Stations in "Group Ownership."

Network: CBS-TV.

Rep: Headley-Reed-TV.

Highest hour rate: \$600.

Color facilities: network.

Executives: Oscar C. Hirsch, pres; Robert O. Hirsch, gen mgr; Jack Ramey, coml mgr; Don McNeely, program director.

Washington atty: George O. Sutton.

Radio affiliate: KFVS.

CARTHAGE, Jasper County (ch. 56—)

CARTHAGESVILLE, Pemiscol County (ch. 27—)

CHILLICOTHE, Livingston County (ch. 14—)

CLINTON, Henry County (ch. 49—)

COLUMBIA, Boone County (ch. 8+, 16+, 22—)

KOMU-TV (Dec. 21, 1953) ch. 8; power—251kw visual, 126kw aural; antenna height—790 feet above average terrain, 774 feet above ground.
Address: Columbia, Mo. Phone: Gibson 2-1122. **TWX** CLBA MO 597.

Licensee: The Curators of the U. of Missouri (original owner).

Network: ABC-TV (secondary), NBC-TV (secondary).

Rep: H-R Television.

Highest hour rate: \$300.

Executives: Glenn G. Griswold, gen mgr & film buyer; John O. Conwell, coml mgr; Monte Gurwit, program director; Larry Goldberg, promotion mgr; Phil Berk, news director; William J. Reagan, chief engineer.

Washington atty: Fisher, Wayland, Duvall & Southmayd.

FARMINGTON, Saint Francois County (ch. 52)

FESTUS, Jefferson County (ch. 25—)

FULTON, Callaway County (ch. 24+)

HANNIBAL, Marion County (ch. 7—, 27+)

KHQV-TV (Sept. 21, 1953) ch. 7; power—269kw visual, 135kw aural; antenna height—890 feet above average terrain, 804 feet above ground.

Address: WCU Bldg, Quincy, Ill. Phone: Baldwin 2-6200. **TWX** 93.

Licensee: Lee Broadcasting Inc. (original owner).

Ownership: See "Newspaper Ownership" and Lee Stations in "Group Ownership."

Network: CBS-TV.

Rep: Weed.

Highest hour rate: \$400.

Color facilities: network.

Executives: Lee P. Loomis, pres; Herbert Ohrt, executive vp; Walter J. Rothschild, gen mgr & national sales mgr; Paul Millen & Wayne Cribb, assistant national sales mgrs; Robert W. Eickmeyer, program director, Tom Robey, operations director; Jean Eager, film buyer; Richard Moore, promotion mgr; Gene Terry, news director; J. E. Gray, chief engineer.

Washington atty: Eliot C. Lovett.

Radio affiliates: WTAD-AM-FM, Quincy.

JEFFERSON CITY, Cole County (ch. 13, 33+)

KBOG (Feb. 13, 1956) ch. 13; power—214kw visual; antenna height—1,012 feet above average terrain, 923 feet above ground.

Address: Callaway Hills Farm. Phone 6-6188. **TWX** JFS CY MO 611.

Licensee: Jefferson Television Co. (original owner).

Ownership: Mrs. William H. Weldon, 97.6%. Mrs. Weldon also is stockholder of KWOS.

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Tv Stations CONTINUED

MISSOURI CONTINUED

Jefferson City, which is largely owned by her mother, Mrs. Lenora R. Goshorn, president of the News Tribune Co. (Jefferson City Capital News and Post-Tribune).
Network: CBS-TV (primary), ABC-TV (secondary).
Rep: Blair Television Associates.
Highest hour rate: \$300.
Executives: William H. Weldon, pres; Mrs. William H. Weldon, executive vp; Robert Blosser, gen mgr & film buyer; Ron Maxwell, sales mgr; Edward J. Schuelein, chief engineer.
Washington atty: Fisher, Wayland, Duvall & Southmayd.

JOPLIN, Jasper County (ch. 12+, 30+)

KOAM-TV (see Pottsburg, Kan.).
KODE-TV (Sept. 26, 1954) **ch. 12;** power—219-kw visual, 158kw aural; antenna height—650 feet above average terrain, 626 feet above ground.
Address: 1928 W. 13th St. **Phone:** Mayfair 3-7260. **TWX** 8255.
Licensee: WSTV Inc. (acquired station Dec. 4, 1956).
Ownership: See Friendly Group in "Group Ownership."
Network: CBS-TV (primary), ABC-TV (secondary).
Rep: Avery-Knodel.
Highest hour rate: \$300.
Color Facilities: network.
Executives: Jack N. Berkman, pres; Harry D. Burke, vp, gen mgr & film buyer; D. T. Knight, coml mgr; Ron Robson, program director; William Harned, promotion mgr; Ken Crowe, news director; Jack Langford, chief engineer.
Washington atty: Kirkland, Fleming, Green, Martin & Ellis.
Radio affiliate: KODE.

KANSAS CITY, Jackson County (ch. 4, 5+, 9+, *19+, 25+, 65)

KCMO-TV (Sept. 27, 1953) **ch. 5;** power—100-kw visual, 60kw aural; antenna height—1,130 feet above average terrain, 1,012 feet above ground.
Address: 125 E. 31st St., Zone 8. **Phone:** Jefferson 1-6789. **TWX** KC 165.
Licensee: Meredith Engineering Co. (acquired station Nov. 16, 1953).
Ownership: See Meredith Publishing Co. stations in "Group Ownership." Also see "Newspaper Ownership."
Network: CBS-TV.
Rep: Katz.
Highest hour rate: \$1,350.
Color Facilities: network, local live, local film, local slides.
Executives: Fred Bohan, pres; E. K. Hartenbower, gen mgr; C. E. Breazeal, assistant gen mgr; S. B. Tremble, coml mgr; Ken Heady, program director; T. R. Thompson, film buyer; F. C. Strawn, promotion mgr; Jim Monroe, news director; Karl Troeglen, chief engineer.
Washington atty: Haley, Wollenberg & Kenahan.
Radio affiliate: KCMO-AM-FM.
KMBC-TV (Aug. 1, 1953) **ch. 9;** power—316kw visual, 158kw aural; antenna height—1,070 feet above average terrain, 1,023 feet above ground.
Address: 11th & Central Sts., zone 5. **Phone:** Harrison 1-2650. **TWX** KC 181.
Licensee: KMBC Broadcasting Co. (acquired station June 14, 1954).
Ownership: Cook Paint & Varnish Co., 100%.
Network: ABC-TV.

Rep: Peters, Griffin, Woodward.
Highest hour rate: \$1,100.
Color facilities: network.
Executives: Donald D. Davis, pres; John T. Schilling, vp & gen mgr; George J. Higgins, vp & national sales mgr; Ed Dennis, local sales mgr; Mori Greiner, station mgr & film buyer; Bill Harmon, promotion mgr; Claude Dorsey, news director; Henry E. Goldenberg, chief engineer.
Washington atty: Dow, Lohnes & Albertson.
Radio affiliates: KMBC-KFRM.

WDAF-TV (Oct. 16, 1949) **ch. 4;** power—109-kw visual, 50kw aural; antenna height—755 feet above average terrain, 724 feet above ground.
Address: 3030 Summit St. Zone 8. **Phone:** Plaza 3-4567. **TWX** 259.
Licensee: National-Missouri TV Inc. (acquired station May 28, 1958).
Ownership: National Television Investments Inc., subsidiary of National Theatres Inc. (movie chain), 100%.
Network: NBC-TV.
Rep: Harrington, Righter & Parsons.
Highest hour rate: \$1,060.
Color Facilities: network, local film, local slides.
Executives: Charles L. Glett, pres; William A. Bates, gen mgr; Jay P. Barrington, administrative assistant; E. Manne Russo, sales mgr; Bob Worthington, program director & film buyer; Jud Woods, director of promotion & research; Walt Bodine, director of news & special events; James P. Schmidt, chief engineer.
Washington atty: Dow, Lohnes and Albertson.
Radio affiliate: WDAF.

KENNETT, Dunklin County (ch. 21)

KIRKSVILLE, Adair County (ch. 3—, 18)

KTVO (Ottumwa, Iowa) (Nov. 21, 1955) **ch. 3;** power—100kw visual, 50kw aural; antenna height—1,082 feet above average terrain, 1,101 feet above ground.
Address: 209 E. Second St., Ottumwa, Iowa. **Phone:** Murray 2-4535. **TWX** OTUM 463.
Licensee: KBIZ, Inc. (original owner).
Ownership: James J. Conroy, 66.16%; Raymond E. Russell, 33.33%; and others. Licensee owns KBIZ Ottumwa, Iowa (sale pending FCC approval).
Network: CBS-TV, NBC-TV, ABC-TV.
Rep: Hollingbery.
Highest hour rate: \$300.
Color Facilities: network.
Executives: James J. Conroy, pres & gen mgr; Berg Allison, station mgr & coml mgr; Jim Frost, program director & film buyer; Jim Wehr, promotion mgr; Ken Clow, news director; Jim Riley, chief engineer.
Washington atty: Fisher, Wayland, Duvall & Southmayd.
Radio affiliate: KBIZ.

LEBANON, Laclede County (ch. 23)

MARSHALL, Saline County (ch. 40+)

MARYVILLE, Nodaway County (ch. 26)

MEXICO, Audrain County (ch. 45)

MOBERLY, Randolph County (ch. 35+)

MONETT, Barry County (ch. 14)

NEVADA, Vernon County (ch. 18—)

POPLAR BLUFF, Butler County (ch. 15+)

ROLLA, Phelps County (ch. 46)

ST. JOSEPH, Buchanan County (ch. 2—, 30—, *36)

KFEQ-TV (Sept. 13, 1953) **ch. 2;** power—100kw visual, 50kw aural; antenna height—510 feet above average terrain, 750 feet above ground.
Address: 40th & Faraon Sts. **Phone:** Adams 3-2528. **TWX** ZJ-8396.
Licensee: KFEQ Broadcasting Co. (acquired station Sept. 19, 1957).
Ownership: Jesse D. Fine and Oscar K. Fine, each 30%; Isadore J. Fine, 20%; Eugene P. Fine, 12.5%; Theodore M. Nelson, 5%; and Marvin S. Cohen, 2.5%. The Fines own a movie chain. Mr. Nelson is president and 50% owner of WHLT Huntington, Ind., WOHP Bellefontaine, Ohio, and WIL0 Frankfort, Ind., and is 10% partner in WRAM Mountmouth, Ill.
Network: CBS-TV (primary), ABC-TV (secondary).
Rep: Blair TV Assoc.
Highest hour rate: \$500.
Executives: Jesse D. Fine, pres; Ted Nelson, gen mgr; J. Ted Branson, assistant mgr; Gene Milsteen, program director & film buyer; Franklin Kay, promotion mgr; Lufe Williams, news director; John Carroll, chief engineer.
Washington atty: Dow, Lohnes & Albertson.
Radio affiliate: KFEQ.

ST. LOUIS (Independent City), (ch. 2, 4—, 5—, *9, 11—, 30, 42+)

KCFP (not on air, acquired permit Oct. 23, 1957; target date not announced); **ch. 11.**
Address: 200 N. Kingshighway Blvd.
Permittee: 220 N. Television Inc. (permit acquired from original grantee, CRS, when latter purchased St. Louis ch. 4 facilities).
Ownership: 220 N. Kings Highway Inc., 100%, which is owned by the following: Harold Koplar, 64.3%; Lillian K. Shenker, 21.47%; James L. Ford Jr., 14.3%. Debentures in the amount of \$200,000 each are held by stockholders of St. Louis Telecast Co. (St. Louis 1, and others), and Broadcast House Inc. (KSTL St. Louis principals and others).

***KETC** (noncommercial educational) (Sept. 20, 1954) **ch. 9*;** power—27.9kw visual, 11kw aural; antenna height—602 feet above average terrain, 637 feet above ground.
Address: 6096 Millbrook Blvd., zone 5. **Phone:** Volunteer 3-0995.
Licensee: St. Louis Educational Television Commission (original owner).
Executives: Henry F. Chadayne, executive director; George Arms, operations mgr; Dan Lovins, film supervisor; Jack Chenoweth, chief engineer.

KMOX-TV (July 8, 1954) **ch. 4;** power—106kw visual, 50kw aural; antenna height—320 feet above average terrain, 563 feet above ground.
Address: Twelfth & Cole, zone 6. **Phone:** Main 1-9100.
Licensee: Columbia Broadcasting System Inc. (acquired station Feb. 28, 1958).
Ownership: See CBS Owned Stations in "Group Ownership."
Network: CBS-TV.
Rep: CBS Television Spot Sales.
Highest hour rate: \$1,750.
Color facilities: network.
Executives: Gene Wilkey, gen mgr; Charles McAbee, coml mgr; Leon Drew, program director & film buyer; Tom Stanton, promotion mgr; Spencer Allen, news director; Harry Harvey, mgr of technical operations.
Washington atty: Rosenman, Goldmark, Colin & Kaye, (New York).
Radio affiliate: KMOX.

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*** SEE ZIV AD PAGES A114-A115**

Tv Stations CONTINUED

MISSOURI CONTINUED

ST. LOUIS (Continued)

KSD-TV (Feb. 8, 1947) ch. 5; power—100kw visual, 60.3kw aural; antenna height—1,988 feet above average terrain, 1,132 feet above ground.
Address: 1111 Olive St., Zone 1. **Phone:** Main 1-1111. **TWX** SL 480.
Licensee: Pulitzer Publishing Co. (original owner).
Ownership: Licensee publishes St. Louis Post-Dispatch.
Network: NBC-TV.
Rep: NBC Spot Sales.
Highest hour rate: \$1750.
Color Facilities: network, loc. film, local slides.
Executives: Joseph Pulitzer Jr., pres; Harold Grams, gen mgr; Guy E. Yeldell, coml mgr; Keith Gunther, film buyer; Fred J. Mueller, promotion mgr; Austin Bridgman, news director; Ed Risk, chief engineer.
Washington atty: Paul M. Segal
Radio affiliate: KSD.

KTVI (Began August, 1953 as uhf, April 15, 1957 as vhf) ch. 2; power—100kw visual, 50kw aural, antenna height—590 feet above average terrain, 592 feet above ground.
Address: 5915 Berthold, Zone 10. **Phone:** Mission 7-3600. **TWX** SL 410.
Licensee: Signal Hill Telecasting Corp. (original owner).
Ownership: Paul B. Pettason and Harry Tenenbaum, each 33.66%; Central New York Broadcasting Corp. (W5YR-AM-FM-TV Syracuse, N. Y.—Newhouse), 22.71%. Stockholders of Louisiana Purchase Co. hold option for 9.92%. For Newhouse interests see Newhouse Newspaper Stations in "Group Ownership" and "Newspaper Ownership."
Network: ABC-TV.
Rep: Blair Tv.
Highest hour rate: \$1,000.
Executives: Harry Tenenbaum, pres; Paul E. Poltason, executive vp; J. J. Bernard, vp & gen mgr; Fred Buschmeyer Jr., program director; John T. Link, film buyer; Don B. Curran, promotion mgr; James Brady, news director; Richard J. Trompeter, chief engineer.
Washington atty: Sher. Oppenheimer & Harris.

SEDALIA, Pettis County (ch. 6—, 28+)

KDRO-TV (July 8, 1953) ch. 6; power—16.2kw visual, 8.71kw aural; antenna height—360 feet above average terrain, 321 feet above ground.
Address: 2100 W. Broadway. **Phone:** Taylor 1-1651.
Licensee: KDRO-TV & Radio Inc. (original owner).
Ownership: Milton J. Hindein, 77%; Independent Broadcasting Co. (KTTS-AM-FM-TV Springfield, Mo.) 19%, and others.
Network: ABC-TV.
Rep: Pearson.
Highest hour rate: \$200.
Executives: Milton J. Hindein, chief owner; Nicholas J. Zehr, gen mgr & film buyer; J. E. Henderson, coml mgr; Robert J. Klein, chief engineer.
Washington atty: Fisher, Wayland, Duvall & Southmayd.

SIKESTON, Scott County (ch. 37)

SPRINGFIELD, Greene County (ch. 3+, 10, *26+, 32)

KTTS TV (March 14, 1953) ch. 10; power 210kw visual, 190.55kw aural; antenna height—710 feet above average terrain, 661 feet above ground.
Address: 320 E. Walnut. **Phone:** University 2-7171. **TWX** SO 8581.
Licensee: Independent Broadcasting Co. (original owner).
Ownership: J. H. G. Cooper, 54.87% and others. Licensee owns 10% of KDRO-TV Sedalia, Mo.
Network: CBS-TV.
Rep: Weed Television.
Highest hour rate: \$325.
Color Facilities: network.
Executives: J. H. G. Cooper, pres; G. Pearson Ward, gen mgr; film buyer & promotion mgr; Jack Lloyd, coml mgr; Kevin McAndrews, program director; Bill Dowers, news director; William F. Curry, chief engineer.
Washington atty: Dempsey & Koplovitz.
Radio affiliates: KTTS-AM-FM.

KYTV (Sept. 30, 1953) ch. 3; power—100kw visual, 50kw aural, antenna height—520 feet above average terrain, 550 feet above ground.
Address: 999 W. Sunshine. **Phone:** University 6-2766. **TWX** SO 8560.
Licensee: Springfield Television Inc. (original owner).
Ownership: Springfield Newspapers Inc. (T. W.

Duvall and Toms Bixby Jr., president and vice president, respectively), 49.6%; Lester L. Cox, 24.96%, and others. Springfield Newspapers publishes Springfield News and Leader and Press. Mr. Bixby also owns 40% of KBIX Muskogee, Okla. (Muskogee Phoenix and Times Democrat).
Network: NBC-TV (primary), ABC-TV (secondary).
Rep: Hollingbery.
Highest hour rate: \$325.
Color Facilities: network.
Executives: Lester L. Cox, pres; Ralph L. Staffleban co-mgr & coml mgr; Carl Fox, co-mgr, program mgr & film buyer; Fred Rains, executive producer; Dave White, promotion mgr; Jack Martin, news director; E. Dennis White, chief engineer.
Washington atty: Fisher, Wayland, Duvall & Southmayd.

WEST PLAINS, Howell County (ch. 20—)

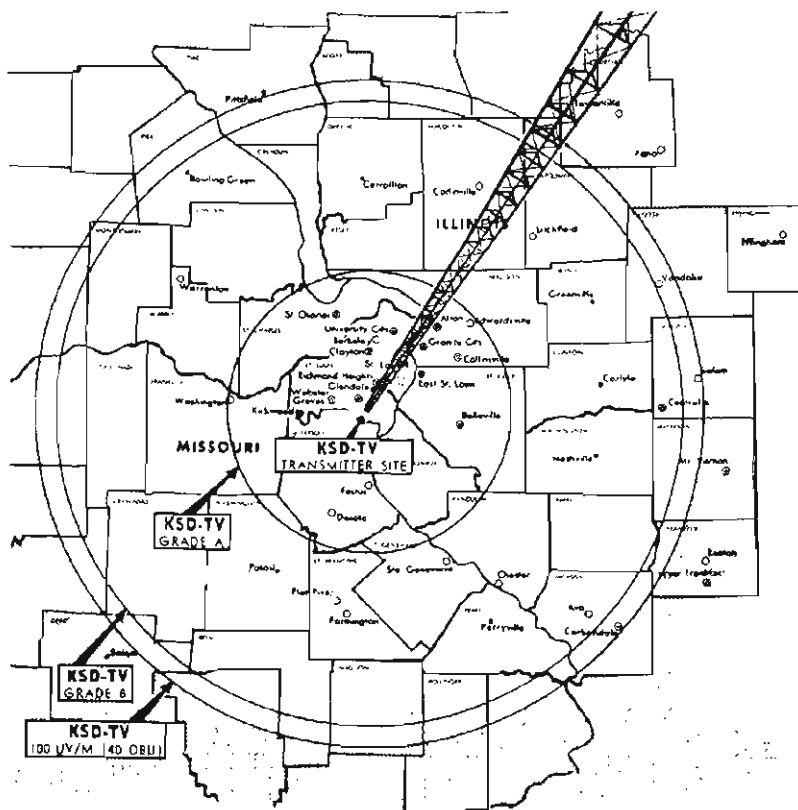
MONTANA

ANACONDA, Deer Lodge County (ch. 2+)

BILLINGS, Yellowstone County (ch. 2, 8, *11)

KGHL-TV (March 15, 1953) ch. 8; power—316 kw visual, 158kw aural; antenna height—750 feet above average terrain, 631 feet above ground.
Address: 214 N. 30th St. **Phone:** 2-4676.
Licensee: Midland Empire Broadcasting Co. (original owner).
Ownership: P. N. Fortin, 50%; Warren J. Hancock, 25%; Kenneth L. Hancock, 25%.
Network: NBC-TV.
Rep: Young Television.
Highest hour rate: \$200.
Executives: P. N. Fortin, pres; Jeff Kiechli gen mgr & promotion mgr; Warren Marshall, coml mgr; Gertrude Nyberg, program director; Sid Cohen (Salt Lake City, Utah), film buyer; Wilber Myhre, transmitter chief engineer; Dean Jansma, studios chief engineer.
Washington atty: Hogan & Harrison.
Radio affiliate: KGHL.

ST. LOUIS' TOP TELEVISION BUY...



Now better than ever...

KSD-TV adds 7,000 square miles to its present service area and an increased potential of 100,000 television homes with its new million dollar tower and transmitter. The tower, 1152 feet above ground (1649 feet above sea level) is now Missouri's tallest man-made structure.

St. Louis FIRST* Television Station has already proved itself FIRST** audience-wise; and FIRST† choice in St. Louis among most national Advertisers, now adds a PLUS that puts it far out front as St. Louis' Top Television Value.


*On the air Feb. 8, 1947. **ARB Reports April, 1958. †Rorabaugh Reports, 1958.

Basic Affiliate **KSD-TV CHANNEL 5**
 REPRESENTED NATIONALLY BY NBC SPOT SALES **NBC** ST. LOUIS POST-DISPATCH TELEVISION STATION

*buy St. Louis à la card**



* **KTVI** rate card... *your lowest cost per thousand TV buy in St. Louis*

Represented nationally
by 

KTVI 
CHANNEL **2** ST. LOUIS

Tv Stations CONTINUED

MONTANA CONTINUED

BILLINGS (Continued)

KOOK-TV (Nov. 9, 1953) ch. 2; power—100kw visual, 50 kw aural; antenna height—670 feet above average terrain, 383 feet above ground. **Address:** Box 2557 **Phone:** 2-5611. **TWX** BL 488. **Licensee:** The Montana Network (current chief owner acquired control Dec. 13, 1956). **Ownership:** Joseph S. Sample, 93.63% and others. **Network:** CBS-TV (primary), ABC-TV (secondary). **Rep:** Headley-Reed; Art Moore & Assoc. (Seattle & Portland) **Highest hour rate:** \$200 **Executives:** Joseph S. Sample, pres & gen mgr; John Conner, coml mgr; Edmund Peiss, program director; Conna G. May, promotion mgr; George Green, news director; Grant French, chief engineer. **Washington atty:** John H. Midlen. **Radio affiliate:** KOOK.

BOZEMAN, Gallatin County (ch. *9, 22—)

BUTTE, Silver Bow County (ch. 4, 6+, *7—, 15+)

KOPR-TV (not on air, granted Aug. 1, 1957; target date not set) ch. 6; power—11kw visual, 6kw aural; antenna height—3,000 feet above average terrain, 294 feet above ground. **Address:** Finlen Hotel. **Phone:** 6546. **Permittee:** Copper Broadcasting Co. **Ownership:** See A. L. Glasmann stations in "Group Ownership." **Executives:** George C. Hatch, pres **Washington atty:** Haley, Wollenberg & Kenahan **Radio affiliates:** KOPR.

KXLF-TV (Aug. 11, 1953) ch. 4; power—60.3kw visual, 30.2kw aural; antenna height—1,896 feet above average terrain, 202 feet above ground. **Address:** 1003 S. Montana St. **Phone:** 2-9111. **Licensee:** Television Montana (original owner). **Ownership:** See Ed Craney Stations in "Group Ownership." **Network:** ABC, NBC. **Rep:** Walker-Rawal (east); Pacific Northwest Broadcasters (west). **Highest hour rate:** \$200 (includes satellite KXLJ-TV Helena). **Executives:** E. B. Craney, pres & gen mgr. **Am affiliate:** KXLF.

CUT BANK, Glacier County (ch. 20+)

DEER LODGE, Powell County (ch. 25+)

DILLON, Beaverhead County (ch. 20)

GLASGOW, Valley County (ch. 16)

GLENDIVE, Dawson County (ch. 5+, 18—)

KXGN-TV (Nov. 1, 1957) ch. 5; power—5kw visual, 2.5kw aural; antenna height—90 feet above average terrain, 125 feet above ground. **Address:** 122 S. Merrill Ave. **Phone:** Empire 5-3377. **Licensee:** Glendive Broadcasting Corp. (original owner). **Ownership:** Lewis Moore (theatre interests) and family, 100%. **Network:** CBS-TV. **Rep:** Grant Webb & Co. **Highest hour rate:** \$125. **Executives:** Lewis W. Moore, pres & film buyer; Daniel C. Palen, gen mgr, coml mgr & news director; Shirley Henriksen, program director; Donald J. Powers, chief engineer. **Radio affiliate:** KXGN.

GREAT FALLS, Cascade County (ch. 3+, 5+, *23—)

KFBB-TV (March 21, 1954) ch. 5; power—25.4 kw visual, 12.7kw aural; antenna height—240 feet above average terrain, 440 feet above ground. **Address:** Box 1139 **Phone:** Glendale 3-4377. **TWX** GF 25. **Licensee:** Wilkins Broadcast Inc. (original owner). **Ownership:** J. P. Wilkins, 50.1%; Fairmont Corp. (subsidiary of Anaconda Copper Co.), 27% and others. Fairmont Corp. publishes newspapers in Montana. Note: Option to purchase KFBR-TV held by E. B. Craney and Arthur Schwiber (KID-AM-TV Pocatello, Idaho). **Network:** ABC-TV, CBS-TV, NBC-TV (non-interconnected programming via film for all three.) **Rep:** Blair Tv Assoc. **Highest hour rate:** \$200. **Executives:** J. P. Wilkins, pres & gen mgr; W. C. Blanchette, station & coml mgr; William E. Spahr, assistant station mgr & promotion mgr; Pendelton Brown, program director; Tony Lopuch, chief engineer. **Washington atty:** Wheeler & Wheeler. **Radio affiliate:** KFBB.

KRTV (Spring 1958); ch. 3; power—600 w visual; antenna height—218 feet above average terrain, 100 feet above ground. **Address:** Great Falls. **Licensee:** Rocky Mountain Broadcasters (original owner). **Ownership:** Jointly owned by Francis N. Laird and Robert R. Laird. **Rep:** Forjoe. **Highest hour rate:** \$200.

HAMILTON, Ravalli County (ch. 17+)

HARDIN, Big Horn County (ch. 4+)

HAYRE, Hill County (ch. 9+, 11+)

HELENA, Lewis and Clark County (ch. 10+, 12)

KXLJ-TV (Jan. 1, 1958) ch. 12; power 975w visual; 485w aural; antenna height—370 feet above average terrain, 97 feet above ground. **Address:** Box 797. **Phone:** Hickory 2-6620. **Licensee:** Capital City Television Inc. (original owner). **Ownership:** See Ed Craney stations in "Group Ownership." **Network:** NBC-TV (primary) ABC-TV (secondary), CBS-TV (secondary). **Rep:** Walker. **Highest hour rate:** \$100. **Executives:** E. B. Craney, pres (Z Bar Net, Butte) & film buyer; Barclay Craighead, gen mgr; Walter Marshall, coml mgr; Ed Evans, program director; Daryl Kruse, promotion mgr; Wes Everett, news director; Donald Hoffman, chief engineer. **Washington atty:** Wheeler & Wheeler **Radio affiliate:** KXLJ.

KALISPELL, Flathead County (ch. 9—)

KGEE-TV (not on air, suspended operation but has not turned in license) ch. 2. **Address:** P. O. Box 439. **Licensee:** KGEZ-TV Inc. (original owner). **Ownership:** Copper City Radio Co., 87.0%; Mary Adele Sullivan, 11%, and others. Copper City Radio is the licensee of KBOW Butte, Mont. (owned 89% by Frank Reardon who also owns KLCB Libby, Mont.). **Radio affiliate:** KGEZ.

LAUREL, Yellowstone County (ch. 14+)

LEWISTOWN, Fergus County (ch. 13)

LIVINGSTON, Park County (ch. 16—)

MILES CITY, Custer County (ch. 3—, *6, 10)

MISSOULA, Missoula County (ch. 8—, *11—, 13—, 21+)

KMSO-TV (July 1, 1954) ch. 13; power—191kw visual, 95.5kw aural; antenna height—2,030 feet above average terrain, 274 feet above ground. **Address:** 340 W. Main, zone 1. **Phone:** Lincoln 9-4169. **Licensee:** Mosby's Inc. (original owner). **Ownership:** A. J. Mosby and family. **Network:** CBS-TV (primary), ABC-TV (secondary), NBC-TV (secondary). **Rep:** Gill-Perna. **Highest hour rate:** \$200. **Executives:** A. J. Mosby, pres, gen mgr & film buyer; VI Thompson, coml mgr; Stanley Deck, program director; Laurel Eichholtz, promotion mgr; Don Weston, news director; Amos Hargrave, chief engineer. **Washington atty:** Fisher, Wayland, Duvall & Southmayd. **Radio affiliate:** KGVO.

POLSON, Lake County (ch. 18)

RED LODGE, Carbon County (ch. 18+)

SHELBY, Toole County (ch. 14—)

SIDNEY, Richland County (ch. 14)

WHITEFISH, Flathead County (ch. 16+)

WOLF POINT, Roosevelt County (ch. 20—)

NEBRASKA

ALLIANCE, Box Butte County (ch. 13—, 21)

NEW (not on air, granted June 18, 1958; target date not announced) ch. 13. **Permittee:** Western Nebraska Tv Inc. **Ownership:** L. L. Hillard (KOLT Scottsbluff, Neb.), Sandhills Broadcasting Co. (KCOW Alliance, Neb.) and others.

BEATRICE, Gage County (ch. 40)

BROKEN BOW, Custer County (ch. 14—)

COLUMBUS, Platte County (ch. 49+)

FAIRBURY, Jefferson County (ch. 35)

FALLS CITY, Richardson County (ch. 38)

FREMONT, Dodge County (ch. 52)

GRAND ISLAND, Hall County (ch. 11—, 21+)

HASTINGS, Adams County (ch. 5—, 27—)

KHAS-TV (Jan. 1, 1956) ch. 5; power—106kw visual, 50kw aural; antenna height—730 feet above average terrain, 767 feet above ground. **Address:** Hastings. **Phone:** 3-1321. **TWX** 32063. **Licensee:** Nebraska Television Corp. (original owner). **Ownership:** Seaton Publishing Co., 51.7%; J. M. Donald Jr., 3.55%; Morrison-Quirk Grain Corp., 3.55%; D. H. Moves, 4.15% and approximately 50 others. For Seaton holdings see Seaton stations in "Group Ownership." **Network:** NBC-TV. **Rep:** Weed Television. **Highest hour rate:** \$250. **Color facilities:** network. **Executives:** Fred A. Seaton, pres; Duane L. Walts, gen mgr & coml mgr; Robert E. Schnuelle, operations mgr; Marsden Garey, film buyer; Karl Mac Kinnon, promotion mgr; Ted Kennedy, news director; Duane B. Allison, chief engineer. **Washington atty:** Dow, Lohnes & Albertson.

HAY SPRINGS, Sheridan County (ch. 4+)

KDUH-TV (Feb. 20, 1958) ch. 4; power—100 kw visual, 50 kw aural; antenna height—650 feet above average terrain, 583 feet above ground. **Address:** P. O. Box 64 **Phone:** Melrose 8-2741. **Licensee:** Duhamel Enterprises Inc. (original owner). **Ownership:** See Duhamel Enterprises stations in "Group Ownership." **Network:** ABC-TV (secondary), CBS-TV (secondary). **Rep:** Headley-Reed Tv. **Highest hour rate:** See KOTA-TV, Rapid City, S. D. (KDUH-TV is satellite). **Executives:** Helen S. Duhamel, pres & gen mgr; William F. Turner, business & coml mgr; George Jelinek, chief engineer. **Washington atty:** Fisher, Wayland, Duvall & Southmayd.

HAYES CENTER, Hayes County (ch. 6)

KHPL-TV (Feb. 9, 1956) ch. 6; power—28.2kw visual, 14.1kw aural; antenna height—710 feet above average terrain, 583 feet above ground. **Address:** c/o KHOL-TV Kearney, Neb. **Licensee:** Bi-States Co. (original owner). **Ownership:** See Bi-States Stations in "Group Ownership." **Notes, staff & other information:** see KHOL-TV of which KHPL-TV operates as satellite.

KEARNEY, Buffalo County (ch. 13, 19)

KHOL-TV (Dec 21, 1953) ch. 13; power—21kw visual; antenna height—500 feet above average terrain, 500 feet above ground. **Address:** 414 East Ave., Holdrege, Neb. **Phone:** (Holdrege) Wynant 5-5952. **Licensee:** Bi-States Co. (original owner). **Ownership:** See Bi-States Stations in "Group Ownership." **Network:** CBS-TV (primary) ABC-TV (secondary). **Rep:** Meeker. **Highest hour rate:** \$350. (Also operates KHPL-TV Hayes Center as satellite. **Color facilities:** network, local slides. **Executives:** F. Wayne Brewster, pres; Jack Gilbert, station mgr & film buyer; Paul Freygang, regional sales executive; Moe Milliken, production mgr; Tom Nuss, promotion mgr; Art Eckdahl, news director; W. M. Greely, director of engineering. **Washington atty:** Fisher, Wayland, Duvall & Southmayd.

LEXINGTON, Dawson County (ch. 23—)

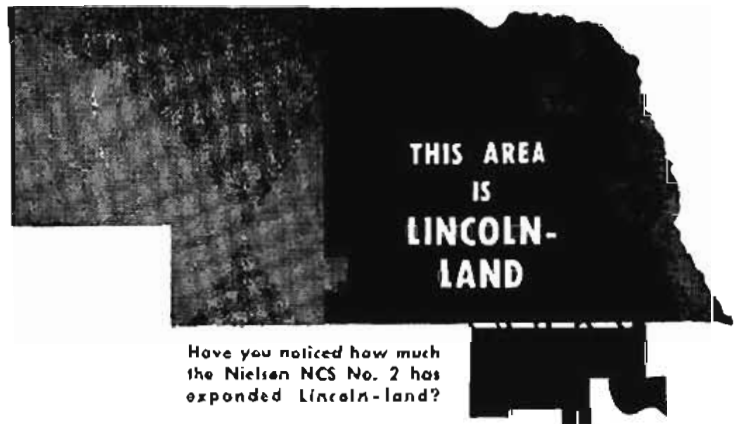
LINCOLN, Lancaster County (ch. 10+, *12—, 18+, 24)

KOLN-TV (Feb. 10, 1953) ch. 10; power—316 kw visual, 158kw aural; antenna height—1,000 feet above average terrain, 999 feet above ground. **Address:** 40th & W St., zone 3. **Phone:** 6-2367. **TWX** LJ 8134. **Licensee:** Cornhusker Television Corp. (acquired station August 1953). **Ownership:** See John E. Fetzer stations in "Group Ownership." **Network:** CBS-TV (primary), ABC-TV (secondary). **Rep:** Avery-Knodel. **Highest hour rate:** \$450. **Executives:** John E. Fetzer, owner & pres; A. James Ebel, vp & gen mgr; Lester C. Rau, sales mgr; Robert L. Johnson, program director & film buyer; Charles Wallick, promotion director; Byron Krasne, news director; D. Ray Taylor, chief engineer. **Washington atty:** Dow, Lohnes & Albertson.

***KUON-TV** (non-commercial educational) (Nov. 1, 1954) *ch. 12; power—26.3kw visual, 13.2kw aural; antenna height—360 feet above average terrain, 402.5 feet above ground. **Address:** U. of Nebraska, zone 8. **Phone:** 2-7631 Ext. 3275. **Licensee:** Board of Regents, U. of Nebraska (received facilities as gift, July 1954). **Ownership:** Board of Regents, U. of Nebraska. **Executives:** Clifford M. Hardin, chancellor; Jack C. McBride, gen mgr; Robert W. Schlater, program mgr; Wm. Boyd Rooney, film director; Betty Jean Holcomb, promotion mgr; Adolph Dvorak, chief engineer. **Washington atty:** Dow, Lohnes & Albertson.



**YOU'RE ONLY
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**LINCOLN A-Z ARB SURVEY
JANUARY, 1958**

	Viewed Most Before 6:00 P.M.	Viewed Most After 6:00 P.M.
KOLN-TV	29%	48%
Station B	21	19
Station C	16	13
Station D	4	9

There are just two big markets in Nebraska. To reach both markets, you have to use a TV station in each.

The only station that fully covers *Lincoln-Land* is KOLN-TV. With 232,397 TV families in 69 counties, it's well worth covering!

Ask Avery-Knodel for all the facts on KOLN-TV—the Official Basic CBS Outlet for South Central Nebraska and Northern Kansas.



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WZZO-TV — GRAND RAPIDS-KALAMAZOO
WZZO RADIO — KALAMAZOO-BATTLE CREEK
WJEP RADIO — GRAND RAPIDS
WJEP FM — GRAND RAPIDS-KALAMAZOO
KOLN-TV — LINCOLN, NEBRASKA

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COVERS LINCOLN-LAND — NEBRASKA'S OTHER BIG MARKET

Avery-Knodel, Inc., Exclusive National Representatives

Tv Stations CONTINUED

NEBRASKA CONTINUED

McCOOK, Red Willow County (ch. 8—, 17)

KOMC (not on air; granted April 4, 1958; target date: December 1958) **ch. 8**.
Address: c/o KCKT (TV) Great Bend, Kan.
Permittee: Central Kansas Television Co. (station plans to operate as satellite of KCKT).
Ownership: E. C. Wedell (14.97%), Gladys Wedell (14.97%) and others. Central Kansas also licensee of KCKT Great Bend and KGLD (TV) Garden City, both Kansas.

NEBRASKA CITY, Otoe County (ch. 50)

NORFOLK, Morrill County (ch. 33+)

NORTH PLATTE, Lincoln County (ch. 2—, 9+)

KNOP (not on air, granted Aug. 1, 1957; target date unknown) **ch. 2**.
Address: 400 E. Fourth Ave., Pueblo, Colo.
Permittee: North Platte Television Inc.
Ownership: Rush C. Clarke, Orvill E. Kuhlman, George H. Larkin, H. L. Clarke, Jr., York Hinman, J. L. Keenan, Lloyd Griffin, Harry B. Wells, and Racheal Shrake, each 3.9%; Edwin and Estelle Burnham, each 4.69% and others.

OMAHA, Douglas County (ch. 3, 6+, 7, *16, 22, 28—)

KETV (Sept. 17, 1957) **ch. 7**; power—316kw visual, 158kw aural; antenna height—630 feet above average terrain, 585 feet above ground.
Address: 27th & Douglas Sts., zone 31. **Phone:** Harney 7777. **TWX** Omaha 154.
Licensee: Herald Corp. (Original owner).
Ownership: World Publishing Corp. (Omaha World-Herald), 100%. Also see "Newspaper Ownership."
Network: ABC-TV.
Rep: H-R Television.
Highest hour rate: \$900.
Color facilities: network.
Executives: Ben H. Cowdery, pres; Eugene S. Thomas, vp, gen. mgr & film buyer; Robert O. Paxson, sales mgr; W. D. Donaldson, program director; Robert F. Coats, promotion mgr; John K. Williams, news director; Jack S. Petrik, chief engineer.
Washington atty: Kirkland, Fleming, Green, Martin & Ellis.

KMTV (Sept. 1, 1949) **ch. 3**; power—100kw visual; 50 kw aural; antenna height—590 feet above average terrain, 550 feet above ground.
Address: 2615 Farnam St., zone 31. **Phone:** Harney 3333. **TWX** OM 176.
Licensee: May Broadcasting Co. (Original owner).
Ownership: May Seed & Nursery Co., 75%; Central Broadcasting Co. 25%. May Seed also owns KMA Shenandoah, Iowa. For Central Broadcasting interests see B. J. Palmer station "Group Ownership" and "Newspaper Ownership."
Network: NBC-TV.
Rep: Petry.
Highest hour rate: \$900.
Color facilities: network, local live, local film, local sides.
Executives: Edward W. May, pres; Owen L. Sandler, executive vp & gen mgr; Arden E. Swisher, gen sales mgr; Lew Jeffrey, program director; Kenneth L. Michelsen, film buyer; Amos F. Fastridge, promotion mgr; Floyd Kalber, news director; R. J. Schroeder, chief engineer.
Washington atty: McKenna & Wilkinson.
Radio affiliate: KPAB.

WOW-TV (Aug 29, 1949) **ch. 8**; power—100kw visual, 50kw aural; antenna height—590 feet above average terrain, 510 feet above ground.
Address: Insurance Bldg., zone 2. **Phone:** Webster 3400. **TWX** OM 297.
Licensee: Meredith WOW Inc. (acquired station Sept. 21, 1951).
Ownership: See Meredith Publishing stations in "Group Ownership."
Network: CBS-TV.
Rep: Blair Tv.
Highest hour rate: \$900.
Color facilities: network.
Executives: Frank F. Fogarty, vp & gen mgr; Fred Ebener, sales mgr; Bill McBride, program director & film buyer; Robert Seltzer, promotion mgr; James McGaffin, news director; Glenn Flynn, chief engineer.
Washington atty: Haley, Wollenberg & Kenahan.
Radio affiliate: WOW.

SCOTTSBLUFF, Scotts Bluff County (ch. 10—, 16+)

KSTF (Aug. 7, 1955) **ch. 10**; power—11.2 kw visual, 5.62kw aural; antenna height—840 feet above average terrain, 674 feet above ground.
Address: c/o KFBC-TV Cheyenne, Wyo.
Licensee: Frontier Broadcasting Co. (original owner).
Ownership: See Frontier Broadcasting Co. Stations in "Group Ownership."
Notes, staff & other information: see KFBC-TV of which KSTF operates as satellite.

YORK, York County (ch. 15)

NEVADA

BOULDER CITY, Clark County (ch. 4+)

CARLIN, Elko County (ch. 14)

CARSON CITY, Ormsby County (ch. 37)

ELKO, Elko County (ch. 10—)

ELY, White Pine County (ch. 3—, 6+)

FALLON, Churchill County (ch. 29—)

GOLDFIELD, Esmeralda County (ch. 5—)

HAWTHORNE, Mineral County (ch. 31)

HENDERSON, Clark County (ch. 2—)

KLRJ-TV (Jan. 17, 1955) **Ch. 2**; power—12.3 kw visual, 6.3kw aural; antenna height—110 feet above average terrain, 324 feet above ground.
Address: 4850 Henderson Highway, Las Vegas, Nev. **Phone:** Dudley 2-1760. **TWX** LV 8649.
Licensee: Southwestern Publishing Co. (original owner).
Ownership: See Donald W. Reynolds stations in "Group Ownership" and "Newspaper Ownership."
Network: NBC-TV.
Rep: Avery-Knodel.
Highest hour rate: \$275.
Color facilities: network.
Executives: Donald W. Reynolds, pres; William D. Stiles, gen mgr; Ralph Johnson, coml mgr; Mark Smith, station mgr & film buyer; Anne Gibb, advertising director; Allen W. Dunn, national sales mgr; Dave Rogers, chief engineer.
Washington atty: Haley, Wollenberg & Kenahan.
Radio affiliate: KORK.

LAS VEGAS, Clark County (ch. 8—, *10+, 13—)

KLAS-TV (July 1, 1953) **ch. 8**; power—55kw visual, 27.5kw aural; antenna height—130 feet above average terrain, 238 feet above ground.
Address: 250 Desert Inn Road. **Phone:** Dudley 2-6138. **TWX** LV 8654.
Licensee: Las Vegas Television Inc. (current chief owner acquired control Feb. 25, 1957).
Ownership: Ilberman M. Greenspun, 68.08%; J. Dewey Solomon, 9.08%; and others. Mr. Greenspun publishes the Las Vegas Sun. Also see "Newspaper Ownership."
Network: CBS-TV.
Rep: Weed Television.
Highest hour rate: \$250.
Color facilities: network.
Executives: Herman M. Greenspun, pres; Marian Y. Komar, gen mgr; Alex Gold, sales mgr; Don Holladay, program director; Ilurschel C. McKenzie, chief engineer.
Washington atty: Welch, Mott & Morgan.

KLRJ-TV (Jan. 17, 1955) **ch. 2** (see Henderson, Nev.).

KSHO-TV (May 4, 1957) **ch. 13**; power—11kw visual, 5.5kw aural; antenna height—130 feet above terrain, 245 feet above ground.
Address: El Rancho Vegas Hotel. **Phone:** Dudley 2-8010. **TWX** LV 5631.
Licensee: Television Co. of America (acquired station Oct. 19, 1957).
Ownership: Mervyn Lee Adelson, 51%; Irwin A. Molasky, 35%, and Nathan Adelson, 14%.
Network: ABC-TV.
Rep: Forjoe.
Highest hour rate: \$200.
Executives: Mervyn Lee Adelson, pres; George Glavin, gen mgr; Hal Wilkerson, coml mgr; Lee Peer, program director; Nicky Francis, film buyer; Robert Campbell, promotion mgr; Gordon Kent, news director; Al Mehner, chief engineer.

LOVELOCK, Pershing County (ch. 18+)

McGILL, White Pine County (ch. 8+)

RENO, Washoe County (ch. 4, 8, *21+, 27—)

KAKJ (not on air, granted April 19, 1955; target date unknown) **ch. 4**.
Address: Mapes Hotel.
Permittee: Nevada Telecasting Corp.
Ownership: Robert C. Fish, 100%.

KOLO-TV (Sept. 26, 1953) **ch. 8**; power—11.7 kw visual, 7.95kw aural; antenna height—2,924 feet above average terrain, 98 feet above ground.
Address: 770 E. 5th St., zone 1. **Phone:** Fairview 3-0721. **TWX** RE 38.
Licensee: Nevada Radio-Television Inc. (original owner).
Ownership: See Donald W. Reynolds stations in "Group Ownership" and "Newspaper Ownership."
Network: CBS-TV (primary) ABC-TV (secondary), NBC-TV (secondary).
Rep: Pearson Tv.
Highest hour rate: \$300.
Color facilities: network.
Executives: D. W. Reynolds, pres; Harry Huey, gen mgr; Lee D. Hirschland, coml mgr & film buyer; Alan Abner, program director; Helen Busscher promotion mgr; William Cary, news director; Tom Hughes, chief engineer.
Washington atty: Haley, Wollenberg & Kenahan.
Radio affiliate: KOLO.

TONOPAH, Nye County (ch. 9—)

WINNEMUCCA, Humboldt County (ch. 7+)

YERINGTON, Lyon County (ch. 33)

NEW HAMPSHIRE

BERLIN, Coos County (ch. 26)

CLAREMONT, Sullivan County (ch. 37)

CONCORD, Merrimack County (ch. 75+)

DURHAM, Strafford County (ch. *11)

HANOVER, Grafton County (ch. *27+)

KEENE, Cheshire County (Ch. 45—)

WKNE-TV (not on air, granted April 22, 1953; target date unknown): **ch. 45**.
Address: c/o WKNE Keene.
Permittee: WKNE Corp.
Ownership: See Joseph K. Close stations in "Group Ownership."
Radio affiliate: WKNE.

WOLF (see Greenfield, Mass.).

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*** SEE ZIV AD PAGES A114-A115**

Tv Stations CONTINUED

NEW HAMPSHIRE CONTINUED

LACONIA, Belknap County (ch. 43)

LITTLETON, Grafton County (ch. 24—)

MANCHESTER, Hillsboro County (ch. 9—, 48+)

WMUR-TV (March 28, 1954) ch. 9; power—282 kw visual, 155kw aural; antenna height—1030 feet above average terrain, 227 feet above ground.

Address: 1819 N. Elm St. **Phone:** National 3-7426. **TWX** Manch 92.

Licensee: Radio Voice of New Hampshire Inc. (original owner).

Ownership: Francis P. Murphy, 100%.

Network: ABC-TV.

Rep: Forjoe.

Highest hour rate: \$500.

Executives: Francis P. Murphy, pres; Norman A. Gittleson, executive vp; Gordon E. Moore, coml mgr; Warren Park, program director; Thomas Power, news director; Charles Hall, chief engineer.

Washington atty: Miller & Schroeder.

NASHUA, Hillsboro County (ch. 54)

PORTSMOUTH, Rockingham County (ch. 15)

ROCHESTER, Strafford County (ch. 51)

NEW JERSEY

ANDOVER, Sussex County (ch. *69)

ASBURY PARK, Monmouth County (ch. 58)

WBTV (not on air, suspended operation but has not turned in construction permit) ch. 58. **Address:** Eatontown, N. J.

Permittee: Atlantic Video Corp.

Ownership: Walter Reade Theatres Inc., 100%. Walter Reade Theatres is owned by Walter Reade Jr. 51% and Suzanne Gage, 49%.

ATLANTIC CITY, Atlantic County (ch. 46, 52+)

WHTO-TV (not on air, suspended operation but has not turned in construction permit) ch. 46.

Address: P. O. Box 1230, Steubenville, Ohio.

Permittee: Neptune Broadcasting Corp.

Ownership: See Friendly Group in "Group Ownership."

WOON (not on air, granted Jan. 8, 1953; target date unknown) ch. 52.

Address: 267 Swissvale Ave., Pittsburgh, Pa.

Permittee: David E. Mackey.

Ownership: David E. Mackey, sole owner.

BRIDGETON, Cumberland County (ch. 64—)

CAMDEN, Camden County (ch. *80)

WKDN-TV (not on air, granted Jan. 28, 1954; target date unknown) ch. 17.

Address: 2881 Mt. Ephraim Ave.

Permittee: South Jersey Broadcasting Co.

Ownership: Ranulf Compton and family, 100%.

Radio affiliate: WKDN.

FREEHOLD, Monmouth County (ch. *74)

HAMMONTON, Atlantic County (ch. *70)

MONTCLAIR, Essex County (ch. *77)

NEWARK, Essex County (ch. 13—)

WNTA-TV (May 7, 1958) ch. 13; power—178kw visual, 89.1 aural; antenna height—1,190 feet above average terrain, 1,200 feet above ground.

Address: 1620 Broad St., zone 1. **Phone:** Mitchell 2-6460.

Licensee: NTA Television Broadcasting Corp. (acquired station May 6, 1958).

Ownership: See National Telefilm Assoc. stations in "Group Ownership."

Rep: Katz.

Highest hour rate: \$2,000

Executives: Gerald O. Kaye, pres & gen mgr; Sydney Kavaleer, sales mgr; Jack Lynn, program director & film buyer; Edmund Scott, press relations mgr; Marvin Schlaffer, film director; H. L. Dabrowski, chief engineer.

Washington atty: Dow, Lohnes & Albertson.

Radio affiliates: WNTA-AM-FM.

NEW BRUNSWICK, Middlesex County (ch. *19—, 47+)

***WTLV** (non-commercial educational) (not on air, granted Dec. 4, 1952; target date unknown) ch. *19.

Address: State House, Trenton, N. J.

Permittee: New Jersey Department of Education.

PATERSON, Passaic County (ch. 37+)

TRENTON, Mercer County (ch. 41+)

WILDWOOD, Cape May County (ch. 48—)

NEW MEXICO

ALAMOGORDO, Otero County (ch. 17)

ALBUQUERQUE, Bernalillo County (ch. 4+, *5+, 7+, 13+)

KGGM-TV (Oct. 4, 1953) ch. 13; power—44.7 kw visual; antenna height—4180 feet above average terrain, 143 feet above ground.

Address: 1414 Coal Ave., S. W. **Phone:** Chapel 3-2285. **TWX** AQ 88.

Licensee: New Mexico Broadcasting Co. (original owner).

Ownership: A. R. Hebenstreit, 62%; S. P. Vidal, 11% and others. Same interests own KVSP Santa Fe, N. M.

Network: CBS-TV.

Rep: Branham.

Highest hour rate: \$400.

Color facilities: network.

Executives: A. R. Hebenstreit, pres & gen mgr; R. C. ("Dusty") Rhoads, coml mgr & film buyer;

Vergie Abeyta, traffic & national sales mgr; Robert Van Driel, program director; Jim Laramore, promotion mgr; Gail Noble, news director; Leonard F. Dodds, chief engineer.

Washington atty: Dempsey & Koplovitz.

Radio affiliate: KGGM.

***KNME-TV** (non-commercial educational) (May 1, 1958) ch. 5*; power—2kw visual, 1kw aural; antenna height—4,100 feet above average terrain, 34 feet above ground.

Address: 1801 Roma N.E. **Phone:** Chapel 7-0391, Ext 304.

Licensee: U. of New Mexico & Albuquerque Public Schools (original owner).

Ownership: Board of Regents, U. of New Mexico & Albuquerque Public Schools.

Executives: Bernard Cooper, director; Thomas Petry, program director & film buyer; Virginia Roy, promotion mgr; Vorce C. McIntosh, chief engineer.

Washington atty: Krieger Jorgensen.

KOAT-TV (Oct. 3, 1953) ch. 7; power—87kw visual, 44kw aural; antenna height—4,270 feet above average terrain, 282 feet above ground.

Address: 122 Tulane Drive, S.E. **Phone:** Alpine 5-3716. **TWX** AQ 137.

Licensee: Alvarado Television Co. (acquired station Feb. 7, 1957).

Ownership: Clinton D. McKinnon, 99.2%. Mr. McKinnon owns 25% of KVOA-AM-TV Tucson, Ariz.

Network: ABC-TV.

Rep: Bolling.

Highest hour rate: \$300.

Executives: Clinton D. McKinnon, pres; Max A. Sklower, gen mgr & coml mgr; Howard Morgan, program director; Mari Alston, promotion mgr; Bill Sexton, news director; James H. Sharrman, chief engineer.

Washington atty: Cohn & Marks.

KOB-TV (Nov. 29, 1948) ch. 4; power—27kw visual, 13.5kw aural; antenna height—4200 feet above average terrain, 183 feet above ground.

Address: 1430 Coal Ave. S.W. **Phone:** Chapel 3-4411. **TWX** AQ 95.

Licensee: KSTP, Inc. Albuquerque Div. (acquired station March 13, 1957).

Ownership: See Stanley E. Hubbard stations in "Group Ownership."

Network: NBC-TV (secondary).

Rep: Petry.

Highest hour rate: \$410.

Color facilities: network.

Executives: Stanley E. Hubbard, pres; George S. Johnson, gen mgr; Rolf S. Nielsen, coml mgr; Jerry Danziger, tv operations mgr & film buyer; Lowell T. Christison, promotion mgr; William Tucker, news director.

Washington atty: Spearman & Roberson.

Radio affiliate: KOB.

ARTESIA, Eddy County (ch. 21+)

ATRISCO-FIVE POINTS, (ch. 18+)

BELEN, Valencia County (ch. 24+)

CARLSBAD, Eddy County (ch. 6—, 23)

KAVE (Aug. 24, 1956) ch. 6; power—11.7kw visual, 5.89kw aural; antenna height—380 feet above average terrain, 341 feet above ground.

Address: P.O. Box 631. **Phone:** Tuxedo 5-4101.

Licensee: Voice of The Caverns Inc. (acquired station February 1958).

Ownership: Edward P. Talbott, 50.55%; William R. Carnahan, 11.58%, and others. Mr. Talbott is .5% owner of KROD-AM-TV El Paso, Tex.

Network: CBS, ABC.

Rep: Branham.

Highest hour rate: \$150.

Radio affiliate: KAVE.

CLAYTON, Union County (ch. 27—)

CLOVIS, Curry County (ch. 12+, 35)

KICA-TV (Dec. 2, 1956) ch. 12; power 30.2kw visual, 16.2kw aural; antenna height—210 feet above average terrain, 240 feet above ground.

Address: 1000 Sycamore St. **Phone:** Porter 3-5511. **TWX** 2141 TLX.

Licensee: KICA Inc. (original owner).

Ownership: Mae Strauss and Frank Lesley, each 50%.

Network: CBS-TV (primary), ABC-TV (secondary).

Rep: Pearson.

Highest hour rate: \$150.

Executives: Frank Lesley, pres; Gene F. Loffler, vp, gen mgr & film buyer; Gene C. Loffler II, coml mgr; M. S. O'Dell, chief engineer.

Radio affiliate: KICA.

DEMING, Luna County (ch. 14+)

FARMINGTON, San Juan County (ch. 12+, 17—)

FIVE POINTS (see ATRISCO)

GALLUP, McKinley County (ch. 3, *8—, 10)

HOBBS, Lea County (ch. 46)

HOT SPRINGS, Sierra County (ch. 19)

LAS CRUCES, Dona Ana County (ch. 22—)

LAS VEGAS, San Miguel County (ch. 14—)

LORDSBURG, Hidalgo County (ch. 23+)

LOS ALAMOS, Los Alamos County (ch. 20—)

LOVINGTON, Lea County (ch. 27)

PORTALES, Roosevelt County (ch. 22+)

RATON, Colfax County (ch. 46—, *52)

ROSWELL, Chaves County (ch. *3+, 8, 10—)

KSWB-TV (June 24, 1953) ch. 8; power—315 kw visual, 158kw aural; antenna height—1,785 feet above average terrain, 1,610 feet above ground.

Address: P. O. Box 670. **Phone:** Main 2-6450. **TWX** 3531.

Licensee: John A. Barnett (original owner).

Ownership: John A. Barnett, 100%.

Network: NBC-TV (primary), ABC-TV (secondary), CBS-TV (secondary).

Rep: Meeker; Melville, (Dallas).

Highest hour rate: \$250.

Color facilities: network.

Executives: John A. Barnett, owner & gen mgr; Paul B. McEvoy, sales mgr, film buyer & promotion mgr; Owen C. Moore, production director; Norwood Director, news director; Ray R. Summersgill, chief engineer.

Washington attorney: Koteen & Burt.

Radio affiliate: KSWB.

SANTA FE, Santa Fe County (ch. 2+, *9+, 11—)

KVIT (not on air, granted Jan. 25, 1956; target date unknown) ch. 2.

Address: P. O. Box 1334, Oklahoma City, Okla.

Permittee: Video Independent Theatres Inc.

Ownership: Henry S. Griffing, 50%; C. F. Motley, 12%; C. O. Fulgham, 12%, and others. Same interests own 12.5% of KWTU (TV) Oklahoma City, Okla.; a chain of theatres in Oklahoma and Texas and community antenna systems in those states.

SILVER CITY, Grant County (ch. *10+, 12)

SOCORRO, Socorro County (ch. 15+)

TRUTH OR CONSEQUENCES, Sierra County (ch. 19)

TUCUMCARI, Quay County (ch. 25+)

NEW YORK

ALBANY, Albany County-SCHENECTADY, Schenectady County-TROY, Rensselaer County (ch. 6, 13, *17+, 23—, 35, 41)

WPTR (not on air, granted June 10, 1953; target date unknown) ch. 23.

Address: Sheraton-Ten Eyck Hotel.

Permittee: Patron Broadcasting Co.

Ownership: Schine Chain Theatres Inc., 95%.

Radio affiliate: WPTR.

WRGB (Schenectady) (Nov. 6, 1939) ch. 6; power—93kw visual, 47kw aural; antenna height—1,020 feet above average terrain, 314 feet above ground.

Address: 1400 Balltown Road, Schenectady, zone 9. **Phone:** Franklin 7-2261. **TWX** SCDY 86.

Licensee: General Electric Co. (original owner).

Ownership: General Electric Co., 100%.

Network: NBC-TV.

Rep: NBC Spot Sales.

Highest hour rate: \$1350.

Color facilities: network, local film, local slides.

Executives: J. Milton Lang, gen mgr; Robert F. Reid, mgr, marketing; George F. Spring, mgr, sales; Merl L. Galusha, mgr of programming & technical operation & film buyer;

Arthur R. Garland, promotion mgr; Albert G. Zink, news director; W. J. Purcell, chief engineer.

Radio affiliates: WGY, WGFN(FM).

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SCHENECTADY TROY

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HUDSON
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Tv Stations CONTINUED

NEW YORK CONTINUED

ALBANY-SCHENECTADY-TROY (Continued)

WTEN (Oct. 14, 1952) ch. 10. (See listing under Vail Mills, N. Y.)

WTXI (1963; Suspended 1955; resumed March 1956) ch. 35 (has permission to move to ch. 33 when WKTV Utica moves from ch. 13 to ch. 2); power—350kw visual, 85.2kw aural; antenna height—990 feet above average terrain, 642.5 feet above ground.
Address: P. O. Box 4035. **Phone:** 5-8291. **TWX** Albany 317.
Licensee: Van Culler Broadcasting Corp. (acquired station in 1956).
Ownership: Stanley-Warner Corp. (theatre chain), 100%.
Network: ABC-TV.
Rep: Venard, Rinoul & McConnell.
Highest hour rate: \$500.
Executives: Simon Fabian, pres; William A. Rippe, gen mgr; Dom Tovino, sales mgr; Fred D. Shavor, program director & film buyer; Dave Sauter, Will Ketterson, news directors; Elmer C. Snow, chief engineer.
Washington atty: Arnold, Fortas & Porter.

***WTFE** (non-commercial educational) (not on air, granted July 24, 1952, target date unknown); ch. 417.
Address: State Education Dept.
Permittee: University of The State of New York.

AMSTERDAM, Montgomery County (ch. 52—)

BATAVIA, Genesee County (ch. 33—)

BINGHAMTON, Broome County (ch. 12—, 40—, *46+, 56+)

WDBF-TV (November 1957) ch. 40; power—575kw visual; antenna height—628 feet above average terrain, 509 feet above ground.
Address: 70 Henry St. **Phone:** 3-2851. **TWX** BN 88.
Licensee: Binghamton Press Co. Inc. (original owner).
Ownership: See Cannett Co. Stations in "Group Ownership."
Network: NBC-TV (primary), ABC-TV (secondary).
Rep: Everett-McKinney.
Highest hour rate: \$300.
Color Facilities: network.
Executives: David F. Milligan, gen mgr & film buyer; Shirley Ricciardelli, program director; Tow Cawley, news director; Gino Ricciardelli, chief engineer.
Washington atty: Dow, Lohnes & Albertson.
Radio affiliates: WJNR.

WBNF-TV (Dec. 1, 1949) ch. 12; effective radiated power—166kw visual, 83kw aural; antenna height 1,205 feet above average terrain, 785 feet above ground.
Address: One Henry St. **Phone:** 3-7311. **TWX** BN 166.
Licensee: Triangle Publications, Inc. (acquired station May 15, 1955).
Ownership: See Triangle Stations in "Newspaper Ownership" and "Group Ownership."
Network: CBS-TV (primary), ABC-TV (secondary), NBC-TV (secondary).
Rep: Blair-TV.
Highest hour rate: \$1,000.
Color Facilities: network.
Executives: George R. Dunham, gen mgr; Edward Scala, television sales mgr; Russ Baker, operations mgr; E. William Farnell, business mgr; Lamar Cox, chief engineer.
Washington atty: Lyon, Wilner & Bergson.
Radio affiliates: WBNF-AM-FM.

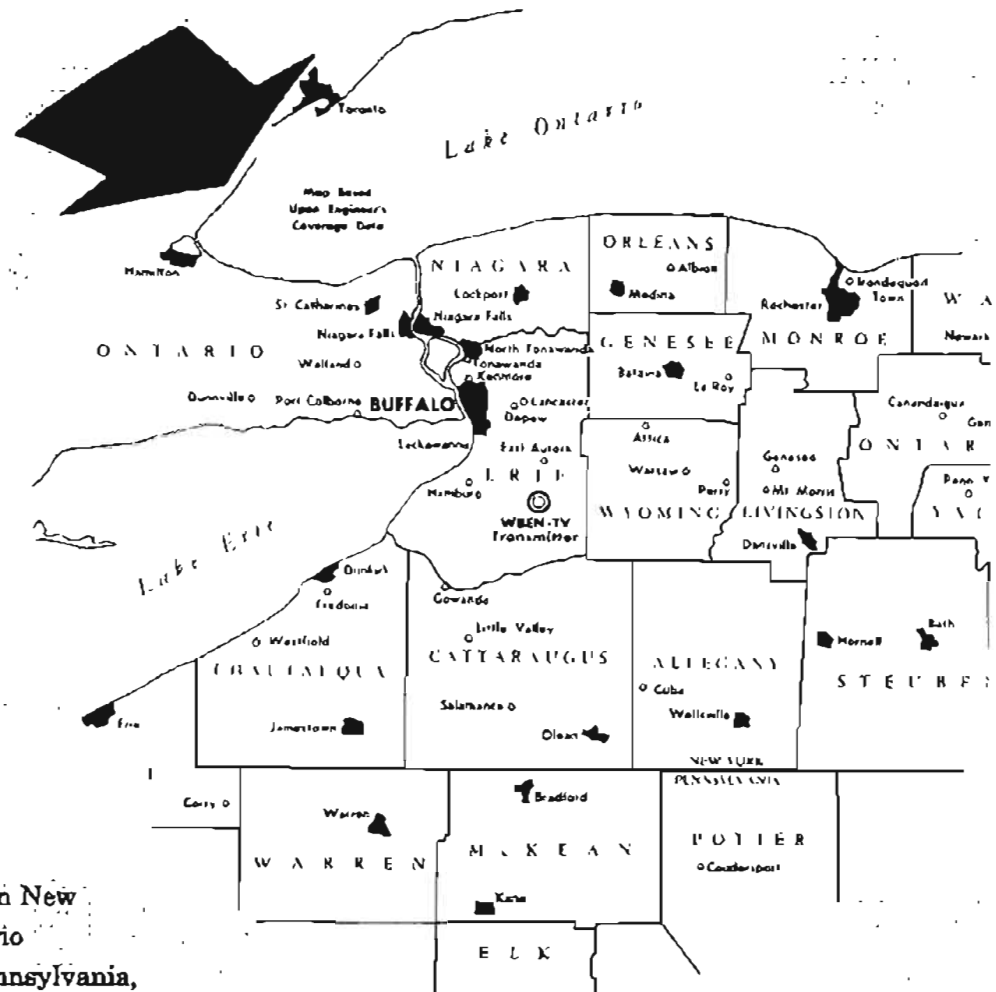
***WQTV** (non-commercial educational) (not on air, granted Aug. 14, 1952; target date unknown); ch. *46.
Address: State Education Dept., Albany.
Permittee: University of The State of New York.

BUFFALO, Erie County (ch. 17, *23)

BUFFALO-NIAGARA FALLS, Niagara County (ch. 2, 4—, 7+, 29+)

WBNF-TV (May 14, 1948) ch. 4; power—100kw visual, 60 kw aural; antenna height—1,201 feet above average terrain, 862 feet above ground.
Address: Stutler-Hilton Hotel, zone 2. **Phone:** Mohawk 0930. **TWX** BU 382.
Licensee: WBNF Inc. (original owner).
Ownership: Owned by Buffalo Evening News.
Network: CBS-TV.
Rep: Harrington, Righter & Parsons.
Highest hour rate: \$1,050.
Color Facilities: network, local live, local film, local slides.
Executives: Alfred H. Kirchhofer, pres; C.

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4

WBEN-TV CBS in Buffalo
THE BUFFALO EVENING NEWS STATION

TV Stations CONTINUED

NEW YORK CONTINUED

BUFFALO (Continued)

WBEN-TV (Continued)

Robert Thomson, gen mgr; George R. Torge, station mgr; Nicholas J. Matter, coml mgr; Frederick A. Keller, program director & film buyer; Quintin P. Renner, film supervisor; Joseph A. Haeflner, promotion mgr; Ralph J. Kingsley, technical director; R. Glenn Deebower, assistant technical director.
Washington atty: Spearman & Robertson.
Radio affiliates: WBEN-AM-FM.

WBUF (Aug. 17, 1953; plans to suspend Oct. 1, 1958) ch. 17; power—724 kw visual, 363kw aural; antenna height—690 feet above average terrain, 741 feet above ground.
Address: 2077 Elmwood Ave. **Phone:** Victoria 8300.

Licensee: National Broadcasting Co. (acquired station December 1955).
Ownership: See NBC owned stations in "Group Ownership."
Network: NBC-TV.
Rep: NBC Spot Sales
Color facilities: network
Executives: Charles C. Bevis, gen mgr.

WGR-TV (Aug. 11, 1954) ch. 2; power—100kw visual, 66.1kw aural; antenna height—380 feet above average terrain, 136 feet above ground.
Address: 184 Barton St., zone 13. **Phone:** Summer 7115. **TWX** RU 215.

Licensee: Transcontinent Television Corp. (acquired station Oct. 1, 1957).
Ownership: See Transcontinent Television Stations in "Group Ownership."
Network: ABC-TV (joins NBC-TV Oct. 1 with ABC-TV [secondary]).
Rep: Peters, Graffin, Woodward.
Highest hour rate: \$1,200.
Color facilities: network.

Executives: David Channing Moore pres. Van Beuren W. DeVries, station mgr & film buyer; Paul M. Scindria, program director; G. Paschall Swift, sales & promotion mgr; George H. Rasmussen, news editor; Fred M. James Jr., chief engineer.
Washington atty: Covington & Burling.
Radio affiliate: WGR.

WKBW-TV (not on air, granted July 20, 1958; target date not announced) ch. 7.
Address: 1120 Main St.
Permittee: WKBW TV Inc.
Ownership: Clinton H. Churchill (51%), Edward H. Kivlonsky (21%), Alfred Ansonbice (5%), all officers of WKBW Buffalo.
Radio affiliate: WKBW.

WNYT (not on air, granted July 24, 1952; target date unknown) ch. 29.
Address: Elcott Square Bldg.
Permittee: Frontier Television Inc.
Ownership: Equal partners Bernard I. Obletz, Richard Levy, and Daniel A. Rubin.

***WTVF** (non-commercial educational) (not on air, granted July 24, 1952; target date unknown) ch. *23.
Address: State Education Dept., Albany, N. Y.
Permittee: University of The State of New York.

CARTHAGE, Jefferson County (ch. 7—)

WCNY-TV (Watertown) (Oct. 22, 1954) ch. 7; power—176kw visual, 95.5kw aural; antenna height—729 feet above average terrain, 574 feet above ground.
Address: Box 211, Watertown, N. Y. **Phone:** Watertown 410. **TWX** Carthage 439.
Licensee: The Brockway Co. (original owner).
Ownership: John B. Johnson, 66.47%, and estate of Jessie R. Johnson, 13.36%. Brockway Co. publishes the Watertown (N.Y.) Times and owns WCNY Watertown and WMSA-AM-FM Massena, N.Y. See "Newspaper Ownership."
Network: CBS-TV (primary); ABC-TV (secondary).
Rep: Wood Television.
Highest hour rate: \$250.
Executives: John B. Johnson, pres; Louis Salf Jr., gen mgr; James W. Higgins, director of tv; Alfred M. Tauroney, sales mgr; David M. Graves, program mgr & film buyer; Glenn H. Hall, production mgr; Donald K. Hopkins, news director; Michael R. Yonkavik, chief engineer.
Washington atty: Fisher, Wayland, Duvall & Southmayd.
Radio affiliate: WWCNY, Watertown.

CLYMER, Chautauqua County (ch. 37)

CORTLAND, Cortland County (ch. 72)

DUNKIRK, Chautauqua County (ch. 46)

ELMIRA, Chemung County (ch. 18+, 24—, 30)

WSYE-TV (Sept. 16, 1956) ch. 18; power—120 kw visual, 60.3kw aural; antenna height—700 feet above average terrain, 311 feet above ground.
Address: c/o WSYR-TV Syracuse.
Licensee: Central New York Broadcasting Corp. (original owner).
Ownership: See Newhouse Newspapers Stations in "Group Ownership" and "Newspaper Ownership."
Hours, staff & other information: See WSYR-TV Syracuse of which WSYE-TV operates as satellite.

WTVF (not on air, suspended operation but has not turned in construction permit) ch. 24.
Address: 159 Madison St.
Permittee: WTVF Inc.
Ownership: T. K. Cassel, 41.6%; John S. Booth, 21.2%; W. W. Scranton, 30% and others. For Cassel-Booth holdings see T. K. Cassel stations in "Group Ownership." Mr. Scranton has a minority interest in Transcontinent Television Corp. (see listing in "Group Ownership")
Radio affiliate: WROW Albany.

GLENS FALLS, Warren County (ch. 39+)

GLOVERSVILLE, Fulton County (ch. 29—)

HORNELL, Steuben County (ch. 50)

ITHACA, Tompkins County (ch. *14+, 20—)

WHCU-TV (not on air, granted Jan. 8, 1952; target date unknown) ch. 20.

Address: Savings Bank Bldg.
Permittee: Cornell University.
Radio affiliate: WHCU.

***WIET** (non-commercial educational) (not on air, granted Jan. 8, 1952; target date unknown) ch. *14.
Address: State Education Dept., Albany
Permittee: University of The State of New York.

JAMESTOWN, Chautauqua County (ch. 58+)

KINGSTON, Ulster County (ch. 66—)

LAKE PLACID, Essex County (ch. 5)

WPTZ (Plattsburgh) (Dec. 8, 1954) ch. 5; power—20kw visual, 12kw aural; antenna height 1,205 feet above average terrain, 183 feet above ground.
Address: 357 Cornelia St., Plattsburgh, N. Y. **Phone:** Plattsburgh 2070.
Licensee: Rollins Broadcasting-Telecasting of New York, (acquired station April 1, 1956)
Ownership: See Rollins Stations in "Group Ownership."
Network: NBC-TV (primary); ABC-TV (secondary).
Rep: Blair Television Assoc.; McFermott (Canada).
Highest hour rate: \$400.
Color facilities: network.
Executives: O. Wayne Rollins, Pres.; George BarenBregge gen mgr, sis mgr & film buyer; Al Cahill, program director; Dick Ford, promotion mgr & news director; Joseph F. Missick, chief engineer.
Washington atty: Conn & Marks.

MALONE, Franklin County (ch. 20+, *66)

MASSENA, St. Lawrence County (ch. 14—)

MIDDLETOWN, Orange County (ch. 60)

NEW YORK, New York County (ch. 2, 4, 5+, 7, 9+, 11+, *25, 31—)

WABC-TV (Aug. 10, 1948) ch. 7; power—110kw visual, 55kw aural; antenna height—1,378 feet above average terrain, 1,458 feet above ground.
Address: 7 W 56th St., zone 23. **Phone:** Susquehanna 7-5000. **TWX** NY 1-2382.
Licensee: American Broadcasting-Paramount Theatres Inc. (ABC original owner, merged with Paramount in February 1953)
Ownership: See ABC Owned Stations in "Group Ownership."
Network: ABC-TV.
Rep: Blair TV.
Highest hour rate: \$4150.
Videotape recorder: in operation.
Executives: Leonard H. Goldenson, pres; Robert L. Stone, vp in charge of WABC-TV; Joseph Stampler, sales mgr; A. L. Hollander Jr., program director & film buyer; Lawrence Pollock, promotion mgr; G. Edward Hamilton, chief engineer.
Washington atty: McKenna & Wilkinson.
Radio affiliates: WABC-AM-FM

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Tv Stations CONTINUED

NEW YORK CONTINUED

NEW YORK (Continued)

WABD (May 2, 1944) ch. 5; power—47.1kw visual, 18.6kw aural; antenna height—1,330 feet above average terrain, 1,465 feet above ground.

Address: 205 E. 67 St., zone 21. **Phone:** Lehigh 5-1000. **TWX** NY 1-3840.

Licensee: Metropolitan Broadcasting Corp. required station Sept. 16, 1955. In sale-off from DuMont Labs.

Ownership: See Metropolitan Television Stations in "Group Ownership."

Rep: Wood Television.

Highest hour rate: \$3,600

Color facilities: insect film, local slides.

Videotape recorder: in operation.

Executives: Derrald Goodwin, pres; Richard D. Buckley, vp. Benoit Korn, vp, tv operations; Bernard Zeldman, coml mgr; David Yarnell, program director; Elizabeth Bain, film buyer; Ken Klein, promotion mgr; William Kelly, chief engineer.

Washington atty: Dow, Lohnes & Albertson.

Radio affiliates: WNEW-AM-FM

WCBS-TV (July 1, 1941) ch. 2; power—42kw visual, 21kw aural; antenna height—1,300 feet above average terrain, 1,465 feet above ground.

Address: 485 Madison Ave., zone 22. **Phone:** Plaza 1-2345. **TWX** NY 1-9355.

Licensee: Columbia Broadcasting System (original owner).

Ownership: See CBS Owned Stations in "Group Ownership."

Network: CBS-TV.

Rep: CBS Television Spot Sales.

Highest hour rate: \$8,250.

Color facilities: network, local live, local film, local slides.

Videotape recorder: in operation.

Executives: Sam Cook Digges, gen mgr; Norman Wall, gen sales mgr; Dan Gallager, program director; William Lacey, mgr of film department; Robert G. Fatt, director of sales promotion & advertising; Tom Costigan, director of news bureau; Robert G. Thompson, director of technical operations.

Radio affiliates: WCBS-AM-FM.

WNTA-TV (see Newark, N. J.)

WNYC-TV (non-commercial) (not on air; target date: March 1959) ch. 31; power—251.55 kw visual, 150 kw aural; antenna height—588 feet above average terrain, 625 feet above ground.

Address: Municipal Bldg., zone 7. **Phone:** Whitehall 3-3600.

Licensee: City of New York—Municipal Broadcasting System (original owner).

Ownership: 100% owned by the people of the City of New York.

Executives: Seymour N. Segel, gen mgr; Bernard R. Buck, program director; Mary McDonnell, promotion mgr; Cyril Freed, News director; Henry Wei, chief engineer.

Washington atty: Eugene F. Mullen Jr.
Radio affiliate: WNYC-AM-FM.

WOR-TV (Nov. 5, 1949) ch. 9; power—120kw visual, 51.6kw aural; antenna height—1,210 feet above average terrain, 1,231 feet above ground.

Address: 1416 Broadway, zone 18. **Phone:** Longacre 4-5000. **TWX** NY 1-4587.

Licensee: RKO Tele-radio Pictures, Inc. (acquired station January 1952).

Ownership: See RKO Tele-radio Pictures Inc. Stations in "Group Ownership."

Rep: WOR-TV, midwest office (Chicago); H-R Representatives, (San Francisco & Hollywood).

Highest hour rate: \$2,000.

Videotape recorder: in operation.

Executives: Thomas F. O'Neil, pres; Gordon Gray, gen mgr; William L. Lux Jr., sales mgr; Ivan Reiner, program director; Milford Fenster, film buyer; Robert M. Hoffman, promotion mgr; George Brown, news director; Harry Tilley, chief engineer.

Washington atty: Pierson, Hall & Dowd.

Radio affiliate: WOR-AM-FM.

WPIX (June 15, 1945) ch. 11; power—100kw visual, 50kw aural, antenna height—1410 feet above average terrain, 1464 feet above ground.

Address: 220 E. 42nd St., zone 17. **Phone:** Murray Hill 2-6500. **TWX** NY 1-1296.

Licensee: WPIX Inc. (original owner).

Ownership: See "Newspaper Ownership" and Tribune Co. Stations in "Group Ownership."

Rep: Peters, Griffin, Woodward.

Highest hour rate: \$2000.

Color facilities: network.

Executives: F. M. Throver, vp & gen mgr; L. J. Pope, vp in charge of operations; T. E. Mitchell, vp and controller; J. A. Patterson, sales mgr; T. F. Robinson, sales business mgr; O. S. Freeman, chief engineer; W. D. Engels, news and live program mgr; W. L. Cooper, film mgr; F. X. Tuohi, director of advertising, promotion & research.

Washington atty: Kirkland, Ellis, Hodson, Chaffetz & Masters.

WRCA-TV (July 1, 1941) ch. 4; power—30kw visual, 15kw aural, antenna height—1,440 feet above average terrain, 1,465 feet above ground.

Address: 30 Rockefeller Plaza, zone 20. **Phone:** Circle 1-8360.

Licensee: National Broadcasting Co. (original owner).

Ownership: See NBC owned stations in "Group Ownership."

Network: NBC-TV.

Rep: NBC Spot Sales.

Highest hour rate: \$9,200

Color facilities: network, local film, local slides.

Videotape recorder: in operation.

Executives: William N. Davidson, gen mgr; Max E. Buck, director of sales & marketing; Jay J. Heitin, coml mgr; George Helman, program director; Peter Affe, director of operations; Albert Odeal, film buyer; Michael Lannon, promotion mgr; John H. Riedel, chief engineer.

Washington Atty: Cahill, Gordon, Reindel & Ohl.

Radio affiliates: WRCA-AM-FM.

WREG (non-commercial educational) (not on air, granted Aug. 14, 1952; target date unknown); ch. 26.

Address: State Education Dep., Albany.

Permittee: University of The State of New York.

NIAGARA FALLS (see Buffalo-Niagara Falls)

OGDENSBURG, St. Lawrence County (ch. 24+)

OLEAN, Cattaraugus County (ch. 54+)

ONEONTA, Otsego County (ch. 62-)

OSWEGO, Oswego County (ch. 31)

PATCHOGUE, Suffolk County (ch. 75)

PLATTSBURG, Clinton County (ch. 28+)

WPTZ ch. 5 (see Lake Placid).

POUGHKEEPSIE, Dutchess County (ch. 21— *83)

ROCHESTER, Monroe County (ch. 5—, 10+, 15—, *21, 27+)

WBBF-TV (not on air, granted May 10, 1953; target date unknown) ch. 15.

Address: 57 Seneca St., Geneva, N. Y.

Permittee: Star Broadcasting Co.

Ownership: See Star Broadcasting stations in "Group Ownership."

Radio affiliate: WBBF.

WBHC-TV (Nov. 1, 1953) ch. 10 (shares time with WVET-TV); power—123kw visual, 68.1 kw aural, antenna height—450 feet above average terrain, 353 feet above ground.

Address: 191 East Ave zone 4. **Phone:** Baker 4-3050. **TWX** 100 461.

Licensee: WBHC Inc. (original owner).

Ownership: See "Newspaper Ownership" and Gannett Newspapers Stations in "Group Ownership."

Network: CBS-TV (primary) ABC-TV (secondary).

Rep: Everett-McKinney.

Highest hour rate: \$600

Color facilities: network.

Executives: Paul Miller, pres; C. Grover De Laney, vp & director Gannett radio & tv group; Lowell H. MacMillan, gen mgr; Lemoline C. Wheeler, coml mgr; William J. Adams, program director; Dorothy Cotton, promotion mgr; Warren Doremus, news director; Richard Blackburn, technical director.

Washington atty: Dow, Lohnes & Albertson.

Radio affiliate: WJEC.

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Filmed in the Caribbean
26 Half-hours
ALL NEW! Available **NOW!**
from **GROSS-KRASNE**
SEE PAGE B-66 FOR YOUR NEAREST GROSS-KRASNE OFFICE

TV Stations CONTINUED

NEW YORK CONTINUED

ROCHESTER (Continued)

WRQC-TV (June 11, 1949) ch. 6; power—100kw visual, 50kw aural; antenna height—503 feet above average terrain 253 feet above ground. Address: 201 Humboldt St., zone 3. Phone: Butler 8-3400. **TWX** RO 871. Licensee: Transcontinent Television Corp. (acquired station Aug. 27, 1956). Ownership: See Transcontinent Broadcasting Stations in "Group Ownership." Network: NBC-TV (primary), ABC-TV (secondary). Rep: Peters, Griffin, Woodward. Highest hour rate: \$800. Color facilities: network. Executives: David C. Moore, pres; Gunnar O. Wiley, gen mgr; John W. Kennedy Jr., assistant gen mgr & gen sales mgr; A. M. Bender, local sales mgr; program director & film buyer; L. W. Smith, promotion mgr; Bill Haley, news director; Kenneth J. Gardner, chief engineer. Washington atty: Covington & Burling.

***WROH** (non-commercial educational) (not on air, granted July 24, 1953; target date unknown); ch. *21. Address: State Education Dept., Albany. Permittee: University of The State of New York.

WVET-TV (Nov. 1, 1953) ch. 10 (shares time with WHEC-TV); power—62.5kw visual, 123 kw aural; antenna height—447 feet above average terrain, 353 feet above ground. Address: 17 S. Clinton Ave., zone 4. Phone: Hamilton 6-1826. **TWX** 291. Licensee: Veterans Broadcasting Co. (original owner). Ownership: Ervin F. Lyke, 75.38%; Harry W. Bennett, Hal James, and William B. Malfert, each 4.86%, and others. Network: CBS-TV (primary), ABC-TV (secondary). Rep: Bolling. Highest hour rate: \$800. Color facilities: network, local film, local slides. Executives: Ervin F. Lyke, pres gen mgr; Arthur Murrellwright, sales mgr; F. Chase Taylor, program director & film buyer; Arthur V. Cook, film buyer; Bill Schuberl, promotion mgr; Tom Decker, news director; Raymond Jobs, chief engineer. Washington atty: Spearman & Roberson. Radio affiliate: WVET.

ROME (See Utica)

SARANAC LAKE, Franklin County (ch. 18)

SCHENECTADY (see Albany)

WRGB (see Albany)

SYRACUSE, Onondago County (ch. 3—, 8, *43+)

WHEN-TV (Dec. 1, 1948) ch. 8; power—216kw visual, 193kw aural; antenna height—360 feet above average terrain, 551 feet above ground. Address: 101 Court St., zone 8. Phone: Granite 4-5311. **TWX** SS 163. Licensee: Meredith Syracuse Television Corp. (original owner). Ownership: See "Newspaper Ownership" and Meredith Publishing Stations in "Group Ownership." Network: CBS-TV (primary), ABC-TV (secondary).

Rep: Katz. Highest hour rate: \$1,000. Color facilities: network. Executives: E. T. Meredith Jr., pres; Paul Adant, vp & gen mgr; Fred Menzies, coml mgr; Gordon Alderman, program director & film buyer; Bob Peel, promotion mgr; Ray Owens, news director; Albert E. Chismark, chief engineer. Washington atty: Haley, Vollenberg & Kenehan. Radio affiliate: WHEN.

***WHTV** (non-commercial educational) (not on air, granted Sept. 18, 1962; target date unknown); ch. *43. Address: State Education Dept., Albany. Permittee: University of The State of New York.

WSYR-TV (Feb. 15, 1950) ch. 3; power—160 kw visual, 80kw aural; antenna height—1,000 feet above average terrain, 594 feet above ground. Address: 1030 James St., zone 3. Phone: Granite 4-3911. **TWX** SS 185. Licensee: Central New York Broadcasting Corp. (original owner). Ownership: See "Newspaper Ownership" and Newhouse Newspaper Stations in "Group Ownership." Network: NBC-TV. Rep: Harrington, Richter & Parsons. Highest hour rate: \$1,000. Color facilities: network, local film, local slides. Executives: E. R. Vadeboncoeur, pres & gen mgr; W. R. Alford Jr., coml mgr; William V. Rothman, vp, program director & film buyer; Lou Switzer, promotion mgr; Fred Hillegas, news director; Albert J. Eicholzer, chief engineer. Washington atty: Dow, Lohnes & Albertson. Radio affiliates: WSYR-AM-FM.

TROY (see Albany)

UTICA, Oneida County-ROME, Oneida County (ch. 2—, *25+, 54—)

WKTU (Dec. 1, 1949) ch. 13; (move to ch. 2 is awaiting Airspace clearance); power—316kw visual, 183kw aural; antenna height—791 feet above average terrain, 417 feet above ground. Address: Smith Hill Road, Deerfield, N. Y. Phone: Utica 3-0400. **TWX** 8084. Licensee: Copper City Broadcasting Corp. (original owner). Ownership: Myron J. Kallet, 66%; Penn-State Realty Co., 25%, and others. Myron Kallet controls Kallet Theatres, Inc. Network: NBC-TV (primary), ABC-TV (secondary), CBS-TV (secondary). Rep: Cooke. Highest hour rate: \$550. Color facilities: network. Executives: Myron J. Kallet, pres; Michael C. Fusco, gen mgr, coml mgr & film buyer; Jack Fredericks, program director; Stephen Purcell, promotion mgr; Lyle Bosley, news director; DeForest T. Layton, Jr., chief engineer. Washington atty: Hogan & Hartson. Radio affiliate: WKAL Rome.

WTMY (not on air, granted March 13, 1958; target date not announced) ch. 24. Address: P. O. Box 2853, Memphis, Tenn. Permittee: Malco Theatres Inc. Ownership: See Malco Theatres stations in "Group Ownership."

VAIL MILLS, Albany County (ch. 10)

WTEN (Vail Mills) (Oct. 14, 1963) ch. 10; power—141kw visual, 72.1kw aural; antenna height—1,270 feet above average terrain, 1,363 feet above ground. Address: P. O. Box 10, Phone: 9-2225; Bridge 1-2345 (Troy). **TWX** Troy 373.

Licensee: Capital Cities Television Corp. (original owner). Ownership: See Capital Cities stations in "Group Ownership." Network: CBS-TV. Rep: Blair-TV. Highest hour rate: \$900. Color facilities: network. Executives: Frank M. Smith, pres & managing director; Thomas S. Murphy, gen mgr; William J. Lewis, coml mgr; Charles G. Pogni, director of operations & film buyer; Harry L. Coldman, promotion mgr; Bob Wallace, news director; Charles R. Heisler, chief engineer. Washington atty: Hogan & Hartson. Radio affiliate: WROW Albany.

WATERTOWN, Jefferson County (ch. 48)

WONY-TV ch. 7. (see Carthage).

NORTH CAROLINA

AHOSKIE, Hertford County (ch. 53)

ALBEMARLE, Stanly County (ch. 53)

ASHEVILLE, Buncombe County (ch. 13—, *56—, 62+, 78)

WISE-TV (August 1953) ch. 62; power—24.1 kw visual, 12kw aural; antenna height—417 feet above average terrain, 137.5 feet above ground. Address: 92 Haywood St. Phone: Alpine 3-5381. Licensee: WISE-TV Inc. (original owner). Ownership: See Harold H. Thoms stations in "Group Ownership." Network: NBC, CBS. Rep: Bolling. Highest hour rate: \$150. Executives: Harold Thoms, pres; George I. Norman Jr., gen mgr, coml mgr & film buyer; Hugh McMillan, program director; John Randolph, chief engineer; Bill Dawson, news editor. Washington atty: Krieger & Jorgensen. Radio affiliate: WISE.

WLOS-TV (Sept. 18, 1954) ch. 13; power—170 kw visual, 85kw aural; antenna height—2850 feet above average terrain, 315 feet above ground. Address: 288 Macon Ave. Phone: Alpine 2-2431. **TWX** AV 80. Licensee: Skyway Broadcasting Co. (original owner). Ownership: WTVJ Inc. (WTVJ [TV] Miami, Fla.), 72.1%; J. M. Clary, 7.26% and others. For WTVJ interests see Mitchell Wolfson-Stoney Meyer Stations in "Group Ownership." Network: ABC-TV. Rep: Venard, Rintoul & McConnell. Highest hour rate: \$450. Executives: Harold K. Bennett, pres; Charles B. Britt, executive vp & film buyer; Henry Joe Britt, regional sales mgr; Sterling W. Wright, program director; Dan Mirio, promotion mgr; R. Fred Brown, news director; George Sprague, chief engineer. Washington atty: Spearman & Roberson. Radio affiliate: WLOS-AM-FM.

BURLINGTON, Alamance County (ch. 63)

BURNSVILLE, Yancey County (ch. 18)

CHAPEL HILL, Orange County (ch. *4+)

***WUNC-TV** (non-commercial, educational), (Jan. 5, 1955) ch. 4; power—100kw visual, 60.1 kw aural; antenna height—990 feet above average terrain, 760 feet above ground. Address: Chapel Hill. Phone: 8123. Licensee: Consolidated U. of North Carolina (original owner). Ownership: Wholly owned by the University of North Carolina. Executives: John Young, director of television, Chapel Hill; Roy Johnston, director of television, Raleigh; E. W. Young Jr., director of television, Greensboro; Sue Dunham, film buyer; Barbara Minott, promotion mgr; John Hawes, news director; Alan B. McIntyre, chief engineer. Radio affiliate: WUNC (FM).

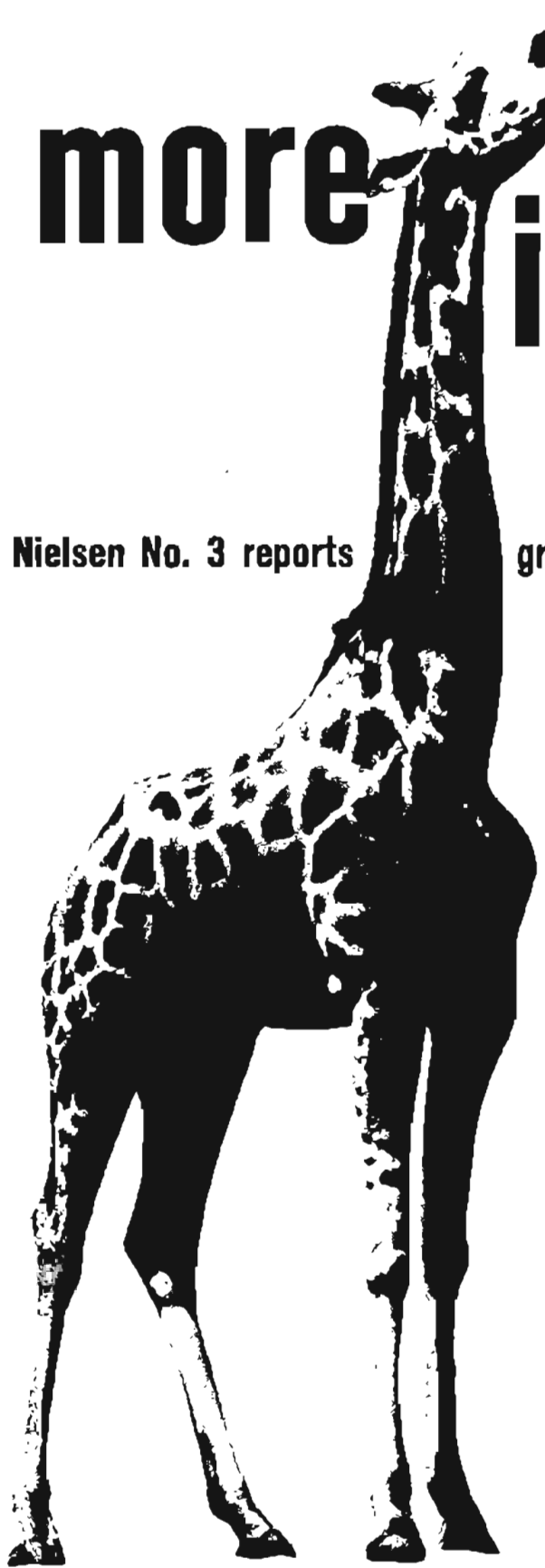
CHARLOTTE, Mecklenburg County (ch. 3, 9+, 36+, *42+)

WBTV (July 15, 1919) ch. 3; power—100kw visual, 60.3kw aural; antenna height—1,090 feet above average terrain, 562 feet above ground. Address: One Jefferson Place, zone 8. Phone: Edison 3-8832. **TWX** 295. Licensee: Jefferson Standard Broadcasting Co. (original owner). Ownership: See Jefferson Standard Life Insurance Co. Stations in "Group Ownership."

SEE PAGE B-66 FOR YOUR NEAREST GROSS-KRASNE OFFICE

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Nielsen No. 3 reports greater growth in Rochester, New York



ONLY WROC-TV can guarantee maximum circulation throughout the 13-county Rochester, New York area...

WROC-TV gives advertisers greater coverage and more circulation. Every advertising dollar spent on WROC-TV delivers more than *five* television homes compared to the other station's *four*. This assures advertisers of the lowest cost per thousand in this rich, prime area where nearly a million people spend more than \$2 billion annually.

MARKET COVERAGE

Homes reached monthly	26.5% MORE than the other Rochester station.
Homes reached once a week	20.8% MORE than the other Rochester station.

DAYTIME CIRCULATION

Homes reached once a week	24.7% MORE than the other Rochester station.
Homes reached daily average	38.8% MORE than the other Rochester station.

NIGHTTIME CIRCULATION

Homes reached once a week	20.8% MORE than the other Rochester station.
Homes reached daily average	28.8% MORE than the other Rochester station.

*Represented Nationally by Peters, Griffin and Woodward
Sources: Sales Management 1958; Nielsen 13, Spring 1958*

A TRANSCONTINENT STATION

WROC-TV, Rochester, N. Y. • WWSA, WWSA-TV, Harrisonburg, Va.
WGR, WGR-TV, Buffalo • WNEP-TV, Scranton/Wilkes-Barre.



WROC-TV

NBC-ABC-Channel 5
Rochester, N. Y.

rc-7

Tv Stations CONTINUED

NORTH CAROLINA CONTINUED

CHARLOTTE (Continued)

WBTV (Continued)

Network: CBS-TV.
Rep: CBS Spot Sales.
Highest hour rate: \$1,000.
Color facilities: network, local live, local film, local slides.
Videotape recorder: in operation.
Executives: James M. Bryan, pres; Charles H. Crutchen, executive vp & gen. mgr; Kenneth J. Tredwell Jr., vp & managing director; Wallace J. Jorgenson, assistant managing director of sales; Thomas P. Cookerly, national sales mgr; Lacy S. Sellers, program mgr; J. Nathan Tucker, film buyer; J. Robert Covington, vp in charge of research, merchandising & promotion; John P. Dillon, promotion mgr; J. Nelson Renton, news mgr; Thomas E. Howard, vp in charge of engineering.
Washington atty: Kirklind, Fleming, Green, Martin & Ellis.
Radio affiliate: WBT.

WSOC-TV (April 28, 1957) **ch. 9;** power—316 kw visual, 158kw aural; antenna height—1,150 feet above average terrain, 1,073 feet above ground.
Address: 2538 Tryon St., zone 1. **Phone:** Franklin 6-5466; **TWX** 483.
Licensee: WSOC Broadcasting Co. (original owner).
Ownership: E. E. Jones, 45.642%; R. S. Morris, 21.665%; Hunter Marshall, 20.634%, and others.
Network: NBC-TV (primary), ABC-TV (secondary), CBS-TV (secondary).
Rep: H-B, representatives.
Highest hour rate: \$900
Color facilities: network.
Executives: Larry Walker, pres & gen mgr; C. George Henderson, executive vp & gen sales mgr; Charles M. Marshall, vp & secretary; Bob Frazier, program director & film buyer; James W. Evans, promotion mgr; Carroll McGahey, news director; L. L. Candler Jr., chief engineer.
Washington atty: Smith, Hennessey & McDonald.
Radio affiliates: WSOC-AM-FM.

WUTV (not on air, suspended operation but has not turned in construction permit) **ch. 36.**
Address: 125 South Blvd.
Permittee: Century Advertising Co.
Ownership: Hugh A. Deadwyler, 49.54%; Frank P. Larson Jr., 49.506%, and Cecil J. Hawes, 38.1%.

DURHAM, Durham County (ch. 11+, *40—, 46+, 73—)
WTVD (Aug. 12, 1954) **ch. 11;** power—316kw visual, 158kw aural; antenna height—1,510 feet above average terrain, 1,199 feet above ground.
Address: 2779 Newton Road. **Phone:** 2-2111. **TWX** PHAS 5098.
Licensee: Durham Broadcasting Enterprises (original owner).

Ownership: See Capital Cities stations in "Group Ownerships."
Network: CBS-TV (primary), ABC-TV (secondary).
Rep: Petry.
Highest hour rate: \$550.
Color facilities: network.
Executives: Harmon L. Duncan & Floyd Fletcher, co-mgrs; Mike Thompson, coml mgr; Ernie Greup, program director & news director; Jack Freddy, film buyer; Ken Corbitt, promotion mgr; Henry Cronin, chief engineer.
Washington atty: Hogan & Hartson.

ELIZABETH CITY, Pasquotank County (ch. 31+)

FAYETTEVILLE, Cumberland County (ch. 18—, 54—)

WFLB-TV (not on air, suspended operation, but has not turned in construction permit); **ch. 18;** power—13.2 kw visual, 7.4kw aural; antenna height—350 feet above average terrain, 105 feet above ground.
Address: 1352 Bragg Blvd. **Phone:** Hemlock 2-7136.
Licensee: Fayetteville Broadcasters Inc. (original owner).
Ownership: Harry B. Stein, Neill A. Currie Jr., W. M. K. Bender, John W. Hensdale, T. D. Hatcher, John D. Currie, J. Bernard Stein, and R. B. Minges, each 12.5%.
Rep: Burn-Smith.
Highest hour rate: \$150.
Radio affiliate: WFLB.

GASTONIA, Gaston County (ch. 48)

WTVX (not on air, granted April 7, 1954; target date unknown) **ch. 43.**
Address: Lowell, N. C.
Permittee: Air Pix Corp.
Ownership: Coit M. Robinson, 24.31%; C. C. Dickinson, 12.57%; Frank P. Hall Jr., 4.2%, and others.

GOLDSBORO, Wayne County (ch. 34, 72)

GREENSBORO, Guilford County (ch. 2—, *51—, 57—; ch 8 assigned July 30, 1958 on hyphenated basis to Winston Salem-High Point-Greensboro)

WPMY-TV (Sept. 22, 1949) **ch. 2;** power—100 kw visual; antenna height—720 feet above average terrain, 759 feet above ground.
Address: Phillips Ave. at White St. **Phone:** Broadway 4-0114. **TWX** BN 347.
Licensee: Greensboro News Co. (original owner).
Ownership: Licensee publishes Greensboro News and Record (see "Newspaper Ownership"). Jefferson Standard Life Insurance Co. owns 16.66% of licensee (see Jefferson Standard Life Insurance Co. Stations in "Group Ownership").
Network: CBS-TV (primary), ABC-TV (secondary).
Rep: Harrington, Richter & Parsons
Highest hour rate: \$800.
Color facilities: network, local film, local slides.
Executives: E. B. Jeffress, pres; Gaines Kelley, gen mgr; Joseph E. Lake, coml mgr; Gomer F. Lesch, program director & film buyer; Judd A. Choler, promotion mgr; Robert Stroh, news director; Dayle D. Thompson, chief engineer.
Washington atty: Dow, Lohnes & Albertson.

GREENVILLE, Pitt County (ch. 9—)

WNCT (Dec. 22, 1953) **ch 9;** power—316kw visual, 138 kw aural; antenna height—860 feet above average terrain, 878 feet above ground.
Address: S. Evans St. extension. **Phone:** 6181. **TWX** Greenville 8701.
Licensee: Carolina Broadcasting System (original owner).
Ownership: Earl McD. Westbrook, 26.82%; Wilson Press Inc. (Wilson [N.C.] Times),

13.75%; Josh L. Horne, 8.75%; John H. Adams and wife 10.7% and others. Mr. Horne is publisher of Rocky Mount (N.C.) Telegram and has 53.85% interest in WCEC and WFMA (FM) Rocky Mount. Licensee owns 49% of WECT-TV (TV) Wilmington, N. C. (See Carolina Broadcasting Stations in "Group Ownership").
Network: CBS-TV (primary), ABC-TV (secondary).
Rep: Hollingbery.
Highest hour rate: \$400.
Color facilities: network.
Executives: Earl McD. Westbrook, pres; A. Hartwell Campbell, gen mgr & film buyer; Hank Tribley, operations mgr; John G. Clark Jr., coml mgr; Bill Norwood, program director; Dave Mosier, promotion mgr & news director; Heber Adams, chief engineer.
Washington atty: Lyon, Wilner & Bergson.

HENDERSON, Vance County (ch. 52—)

HENDERSONVILLE, Henderson County (ch. 27)

HICKORY, Catawba County (ch. 30—)

HIGH POINT, Guilford County (ch. 15+; for ch. 8, see Greensboro note)

JACKSONVILLE, Onslow County (ch. 16)

KANNAPOLIS, Cabarrus County (ch. 59+)

KINSTON, Lenoir County (ch. 45)

LAURINBURG, Scotland County (ch. 41—)

LUMBERTON, Robeson County (ch. 21+)

MOUNT AIRY, Surry County (ch. 55)

NEW BERN, Craven County (ch. 12+)

WNEE-TV (not on air, granted Feb. 2, 1955; target date unknown) **ch. 13.**
Address: P. O. Box 810, Henderson, N. C.
Permittee: Nathan Frank.
Ownership: Mr. Frank also owns WHNC Henderson, N. C.

RALEIGH, Wake County (ch. 5, *22—, 28—)

WNAO-TV (not on air, suspended operation but has not turned in construction permit); **ch. 28.**
Address: 2128 Western Blvd.
Permittee: Sir Walter Tv Co.
Ownership: Equal 12.5% holdings by John W. English; Frank A. Daniels (for the Raleigh News & Observer and Times); Lydia McBrier Jarecki; James H. McBrier; Jean Devine Jarecki; Mary Evelyn Mead and John J. Boland Jr. Also see "Newspaper Ownership," Interlocking ownership with WSEE (TV) Erie, Pa.

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DALLAS Frank Hamilton RI 6-1-1	CLEVELAND Jack Moller TO 1-6127	

HOW DO YOU MEASURE A



"A Whale of a station serving a whale of a market" – that's the WNCT story. But how do you calibrate such a mammoth mammal?

TOWERS / WNCT has a big one. Looks lovely at night with its blinking red lights. But Eastern Carolina folks are so busy watching the programs on Channel 9, they just don't seem to care about towers.

COVERAGE / WNCT reaches 42 counties with \$1,785,979,000 to spend. But families in Eastern Carolina never once mention coverage to ARB or TelePulse. Mostly, they talk about the programs on Channel 9.

POWER / WNCT has 316 kw visual, 138 kw aural and scads of 110 and 220 volts AC-DC. But our 1,626,800 Eastern Carolina friends aren't interested in power unless it fails and they can't see their favorite programs on Channel 9.

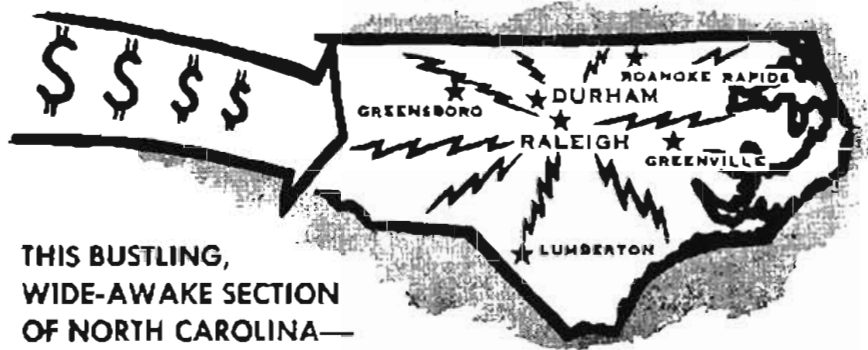
MARKET / WNCT has a healthy, prospering one. But to Eastern Carolina a market is where a big chunk of their \$1,263,941,000 retail sales are spent.

However you measure, all we can ask is that you try the whale for size and results. Hollingbery has avails and free copies of our new factual brochure.

A. HARTWELL CAMPBELL, General Manager, Represented National by Hollingbery



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OF NORTH CAROLINA—**

—from Greensboro to the coast, from Virginia to the South Carolina line—has the happy combination of industrialization and fertile, multi-crop farms. Per family retail sales are highest in the South, except Miami, and higher than in 11 central states. Population in this Carolina buy-land is more than two million. Merchandise moves in this market!

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WRAL-TV HAS A
RATING RECORD
SECOND TO NONE—**

—in the rich Raleigh-Durham viewing zone. In the most densely populated section of its total coverage it has unduplicated NBC programming. Exclusive local features attract and hold loyal audiences. Handsome new studios, capable personnel, and the best production equipment—including a VIDEOTAPE recorder (first in North Carolina) and a \$100,000 4-camera MOBILE UNIT—assure top quality handling of programs and commercials.

CAROLINA'S EYES ARE ON THE CAPITAL STATION

WRAL-TV

Full Power Channel 5
NBC and Local Color
RALEIGH, NORTH CAROLINA

REPRESENTED BY H-R, INC.

Tv Stations CONTINUED

NORTH CAROLINA CONTINUED

RALEIGH (Continued)

WRAL-TV (Dec. 16, 1956) ch. 5; power—100kw visual, 50kw aural; antenna height—117.0 feet above average terrain; 1,156 feet above ground. Address: 2618 Western Blvd. Phone: Vance 8-2511. TWX RL-5041. Licensee: Capital Broadcasting Co. (original owner). Ownership: A. J. Fletcher, 82.70%; Fred Fletcher, 13.62% and others. Network: NBC-TV (primary), ABC-TV (secondary). Rep: H-R Representatives. Highest hour rate: \$800. Color facilities: network, local film, local slides. Videotape recorder: in operation. Executives: A. J. Fletcher, pres; Fred Fletcher, gen mgr; N. Fletcher Turner, national sales mgr; Bernie Whitaker, regional-local sales mgr; George Hall, program director; Jim Kiddle, film buyer; David Wilberpoon, promotion mgr; Bill Armstrong, news director; Virgil Duncan, chief engineer. Washington atty: Spearman & Roberson. Radio affiliates: WRAL-AM-FM.

ROANOKE RAPIDS, Halifax County (ch. 30+)

ROCKY MOUNT, Edgecomb County (ch. 50+)

SALISBURY, Rowan County (ch. 80)

SANFORD, Lee County (ch. 38)

SHELBY, Cleveland County (ch. 39)

SOUTHERN PINES, Moore County (ch. 49)

STATESVILLE, Iredell County (ch. 64-)

WASHINGTON, Beaufort County (ch. 7)

WTVM (Sept. 28, 1955) ch. 7; power—316kw visual, 160kw aural; antenna height—555 feet above average terrain, 913 feet above ground. Address: P. O. Box 488. Phone: Whitney 6-3131. TWX WASH 8708. Licensee: North Carolina Television Inc. (original owner). Ownership: W. R. Roberson and family, 62.69%; William S. Page, 24.30%; William E. Barnes, 8.9%, and others. Mr. Page owns 80% of WELS Kinston, N. C. Network: NBC-TV. Rep: Hendley-Reed Television, James S. Ayers Co. (southern). Highest hour rate: \$350. Color facilities: network. Executives: W. R. Roberson Jr., pres & gen mgr; T. H. Patterson, vp-sales; G. Earl Broome, sales mgr; Hal Willson, operations director & film buyer; Peggy Cooper, sales promotion mgr; Clint Paris, news director; Harvey Mason, chief engineer; Washington atty: Roberts & McInnis.

WILMINGTON, New Hanover County (ch. 3-, 6, 29-, *35+)

WECT (April 9, 1954) ch. 6; power—100kw visual 60.3kw aural; antenna height—990 feet above average terrain, 997 feet above ground. Address: 225 Princess St. Phone: Roger 3-1863. TWX WM-81. Licensee: Atlantic Telecasting Corp. (acquired station Feb. 11, 1958). Ownership: Carolina Broadcasting System Inc., 49%; Dan D. Cameron, trustee for MacMillan & Cameron Co., 40%; and J. W. Jackson, 11%. Carolina Broadcasting is the licensee of WNCN (TV) Greenville, N. C. Network: ABC-TV (secondary), CBS-TV (secondary), NBC-TV (secondary). Rep: Roy V. Smith Assoc. (New York); Ayers, Atlanta. Highest hour rate: \$350. Color facilities: network. Executives: Dan D. Cameron, pres; Claud O'.

Tv Stations CONTINUED

NORTH CAROLINA CONTINUED

WILMINGTON (Continued)

WECT (Continued)

Shields, station mgr, coml mgr & film buyer; Wayne Jackson, program director; Faith Buchanan, promotion mgr; Ben McDonald, news director; Bill Elks, technical operations director; E. I. Herring, chief engineer.
Washington atty: Lyon, Wilner & Bergson.

NEW (not on air, granted July 30, 1958; target date not announced) **ch. 3.**

Address: P. O. Box 869.
Permittee: New Hanover Broadcasting Co.
Ownership: J. S. Brody (49.34%), part owner WGNL Wilmington and WFIG Sumter, S. C., and Leo Brody (25%) part owner WGNL and WLPM Suffolk, Va.
Radio affiliate: WGNL.

WILSON, Wilson County (ch. 56)

WINSTON-SALEM, Forsyth County (ch. 12, 26+, *32—; for ch. 8, see Greensboro note)

WSJS-TV (Sept. 30, 1953) **ch. 12;** power—316kw visual, 195kw aural; antenna height—2,000 feet above average terrain, 692 feet above ground.
Address: 419 N. Spruce St., zone 1. **Phone:** Park 5-2311. **TWX** W SAL 370.

Licensee: Triangle Broadcasting Corp. (original owner).

Ownership: Piedmont Publishing Co., 100%. Piedmont publishes Winston-Salem Journal and Twin City Sentinel, is controlled by Gordon Gray, assistant to President Eisenhower. Also see "Newspaper Ownership."

Network: NBC-TV.

Rep: Headley-Reed.

Highest hour rate: \$700.

Color Facilities: network.

Executives: W. K. Hoyt, pres; Harold Essex, gen mgr; Harry B. Shaw, coml mgr; John A. Comas, program director & film buyer; Richard Barron, promotion mgr; F. O. Carver, news director; Lee Wallenhaupt, chief engineer.

Washington atty: Fly, Shuebruk, Blume & Gaguine.

Radio affiliates: WSJS-AM-FM.

WTOB-TV (not on air, suspended operation but has not turned in construction permit): **ch. 26.**

Address: P. O. Box 5176, Ardmore Station.

Permittee: Winston-Salem Broadcasting Co.

Ownership: See Winston-Salem Broadcasting Co. stations in "Group Ownership."

Radio affiliate: WTOB.

NORTH DAKOTA

BISMARCK, Burleigh County ch. 5, 12—, 18, *24)

KBMB-TV (November 1955) **ch. 12;** power—59kw visual; 44kw aural; antenna height—397 feet above average terrain, 243 feet above ground.

Address: 1811 15th St. **Phone:** Capital 3-9197.

Licensee: North Dakota Broadcasting Co. (original owner).

Ownership: See North Dakota Broadcasting Co. Stations in "Group Ownership."

Network: CBS-TV (primary), ABC-TV (secondary).

Rep: Weerd.

Highest hour rate: \$150.

Color Facilities: network.

Executives: John W. Boler, pres, gen mgr & film buyer; F. E. Fitzsimonds, coml mgr & station mgr; Tom Starkle, program director; Connie Winsberg, promotion mgr; Jack Swenson, news director; Tom Ahner, chief engineer.

Washington atty: Prince, Taylor & Crampton.

KFYR-TV (Dec. 17, 1953) **ch. 5;** power—100kw visual, 50kw aural; antenna height—500 feet above average terrain, 587 feet above ground.

Address: 200½ Fourth St. **Phone:** Capital 3-0900. **TWX** BM 8115.

Licensee: Meyer Broadcasting Co. (original owner).

Ownership: See Meyer Broadcasting Co. Stations in "Group Ownership."

Network: NBC-TV (primary), ABC-TV (secondary).

Rep: Blair Television Assoc.

Highest hour rate: \$350 (includes satellites KMOT Minot and KUMV-TV Williston).

Color facilities: network.

Executives: William A. Ekberg, pres & film buyer; Cal Culver, mgr; Alvin L. Anderson,

gen sales mgr; Larry Kindle, program director; C. Wayne Turner, promotion mgr; Larry Mills, news director; Ivar Nelson, chief engineer.

Washington atty: Hogan & Hartson.

Radio affiliate: KFYR.

BOTTINEAU, Bottineau County (ch. 16+)

CARRINGTON, Foster County (ch. 26—)

DEVILS LAKE, Ramsey County (ch. 8+, 14—)

DICKINSON, Stark County (ch. 2+, 4, *17)

KDIX-TV (Oct. 15, 1956) **ch. 3;** power—26kw visual, 13kw aural; antenna height—837 feet above average terrain, 625 feet above ground.

Address: 119 Second Avenue West. **Phone:** 5134. **TWX** 8153.

Licensee: Dickinson Radio Assn. (original owner).

Ownership: Dr. P. J. Wier, 11%; Frank P. Whitney, 12%; William O. Rabe, 12%; L. W. Veigel, 10%, and others.

Network: CBS-TV (primary), ABC-TV (secondary), NBC-TV (secondary).

Rep: Holman; William Hurley (Minneapolis).

Highest hour rate: \$175.

Executives: Orville F. Burda, gen mgr & film buyer; J. M. O'Leary, coml mgr; Lauren Haacke, program director; W. Ferron Halvorson, promotion mgr; Warren Vrana, news director; Benjamin Lockard, chief engineer.

Washington atty: Eugene L. Burke.

Radio affiliate: KDIX.

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IN FAIRBANKS, ALASKA

*SEE ZIV AD PAGES A114-A115

Tv Stations CONTINUED

NORTH DAKOTA CONTINUED

FARGO, Cass County (ch. 6, 11+, *34-, 40)
WDAY-TV (June 1, 1953) ch. 6; power—100 kw visual, 50 kw aural; antenna height—1,350 feet above average terrain, 1,206 feet above ground.
Address: 207 N. Fifth St. **Phone:** 2-3371. **TWX** FGO 162.
Licensee: WDAY Inc. (original owner).
Ownership: E. C. Reineke and wife, 55%; N. D. Black Jr. and family, 35.5%; and others. Mr. Reineke owns 10% of KCMT (TV) Alexandria, Minn. Mr. Black is president-publisher of the Fargo Forum and Moorhead (Minn.) News. Also see "Newspaper Ownership."
Network: NBC-TV, ABC-TV.
Rep: Fetters, Griffin, Woodward.
Color facilities: network.
Highest hour rate: \$450.
Executives: E. C. Reineke, pres; Tom Barnes, gen mgr & sales mgr.
Radio affiliate: WDAY.

GRAFTON, Walsh County (ch. 17)

GRAND FORKS, Grand Forks County (ch. *2, 10)
KNOX-TV (Dec. 11, 1955) ch. 10; power—28.8 kw visual, 14.1kw aural; antenna height—220 feet above average terrain, 252 feet above ground.
Address: Box 1110. **Phone:** 4-4611.
Licensee: Community Radio Corp. (acquired station Oct. 4, 1957).
Ownership: Controlled by Community Radio Corp. (KNOX Grand Forks), which is owned by Elroy H. Schroeder, Adolph Lund, Don E. Whitman and Fern O. Day (Admin. estate of Carroll E. Day), each 21.15% and Arthur Tweet, 15.40%.
Network: NBC-TV (secondary).
Rep: Rambaun, Vance, Hopple (New York, Chicago).
Highest hour rate: \$200.
Color facilities: network.
Executives: Elroy H. Schroeder, pres; Robert C. Lukkason, national sales mgr & film buyer; James Syrdal, program director; Mrs. Hilde Ostro, promotion mgr; Charles K. Bunde, news director; David L. Chumley, chief engineer.
Washington atty: Lyon, Wilner & Bergson.
Radio affiliate: KNOX.

HARVEY, Wells County (ch. 22+)

JAMESTOWN, Stutsman County (ch. 7-, 42)

LISBON, Ransom County (ch. 23)

MINOT, Ward County (ch. *6+, 10-, 13+)
KCJB-TV (April 4, 1953) ch. 13; power—215 kw aural, 120 kw visual; antenna height—1,118 feet above average terrain, 1,053 feet above ground.
Address: Highway 83 South. **Phone:** 5-1161. **TWX** MT 8205.
Licensee: North Dakota Broadcasting Co. (original owner).
Ownership: See North Dakota Broadcasting Co. Stations in "Group Ownership."
Network: CBS-TV, ABC-TV.
Rep: Weed Television.
Highest hour rate: \$250.
Executives: John W. Boler, pres; Chester Reiter, vp.
Radio affiliate: KCJB.

KMOT (Jan. 21, 1955) ch. 10; power—23kw visual, 14.5kw aural; antenna height—450 feet above average terrain, 438 feet above ground.
Address: Box 1628. **Phone:** 71-101. **TWX** MT 8209.
Licensee: Meyer Broadcasting (original owner).
Ownership: See Meyer Broadcasting Co. Stations in "Group Ownership."
Network: NBC-TV (primary), ABC-TV (secondary).
Rep: Blair Television Assoc.
Highest hour rate: See KFYZ-TV, Bismarck, parent station.
Executives: See KFYZ-TV Bismarck.

NEW ROCKFORD, Eddy County (ch. 20+)

RUGBY, Pierce County (ch. 38-)

VALLEY CITY, Barnes County (ch. 4-, 32-)
KXJB-TV (August 1954) ch. 4; power—100kw visual, 50 kw aural; antenna height—1,000 feet above average terrain, 1,085 feet above ground.
Address: 4000 W. Main, Fargo, N. D. **Phone:** Adams 5-1461.
Licensee: North Dakota Broadcasting Co. (original owner).
Ownership: See North Dakota Broadcasting Co. Stations in "Group Ownership."
Network: CBS-TV (primary), ABC-TV (Secondary).
Rep: Weed Television.
Highest hour rate: \$550.
Color facilities: network, local film, local slides.
Executives: John W. Boler, pres & gen mgr; Ro Grignon, coml mgr; Marilyn Cowan, program director; Alden Starkey, film director; Connie Winsberg, promotion mgr; Jim Rohn, news director; Robert Ridgway, chief engineer.
Washington atty: Prince, Taylor & Crampton.

WAHPETON, Richland County (ch. 45+)

WILLISTON, Williams County (ch. 8-, 11-, *34+)
KUMV-TV (Feb. 10, 1957) ch. 8; power—33.3 kw visual; antenna height 1,053 feet above average terrain, 300 feet above ground.
Address: American State Bank Bldg. **Phone:** 36-388. **TWX** Williston 8227.
Licensee: Meyer Broadcasting Co. (original owner).
Ownership: See Meyer Broadcasting Co. Stations in "Group Ownership."
Network: NBC-TV (primary), ABC-TV (secondary).
Rep: Blair Television Assoc.
Highest hour rate: See KFYZ-TV Bismarck, parent station.
Executives: See KFYZ-TV, Bismarck.

OHIO

AKRON, Summit County (ch. 49+, *55-, 61+)
WAKR-TV (July 19, 1953) ch. 49; power—110 kw visual, antenna height—365 feet above average terrain, 470 feet above ground.
Address: 853 Copley Road, zone 20. **Phone:** Portage 2-8811. **TWX** AK 481.
Licensee: Summit Radio Corp.
Ownership: Viola G. Berk and family, 55%; Beacon Journal Publishing Co. (Akron Beacon Journal), 45%. John S. Knight owns Akron Beacon Journal (See "Newspaper Ownership" and John S. Knight Stations in "Group Ownership.")

Network: ABC-TV.
Rep: McGavren-Quinn.
Highest hour rate: \$300.
Executives: S. Bernard Berk, pres; Roger G. Berk, gen mgr & film buyer; Kenneth M. Keegan, vp, sales; Robert L. Boston, program director & promotion mgr; Jack Fitzgibbons, news director; Irwin L. Knopp, chief engineer.
Washington atty: Kirkland, Fleming, Green, Martin & Ellis.
Radio affiliates: WAKR-AM-FM.

ASHTABULA, Ashtabula County (ch. 15)

WICA-TV (not on air, suspended operation but has not turned in construction permit); ch. 15.
Address: P. O. Box 372.
Permittee: WICA Inc.
Ownership: D. C. Rowley, 52%, and Olive D. Rowley and family, 48%. Same interests also own Ashtabula Star-Beacon, Conneaut News-Herald, Geneva Free Press and Palmsville Telegraph, all Ohio. Also see "Newspaper Ownership."
Radio affiliates: WICA-AM-FM.

ATHENS, Athens County (ch. 62-)

BELLEFONTAINE, Logan County (ch. 63)

BOWLING GREEN, Wood County (ch. *70)

CAMBRIDGE, Guernsey County (ch. 26)

CANTON, Stark County (ch. 29)

WTLC (not on air, granted March 22, 1956; target date unknown); ch. 29.
Address: 324 Market Ave., S.
Permittee: Tri-Cities Tele-casting Inc.
Ownership: Morton Frank and wife 27.6%; following own 9.2% each: Wallace R. Persons, Fred W. Danner, Ethel M. Pritz, Oral S. Pflug, Samuel M. Sparks, Donald M. Stein and Michael Rocco; David B. Hanna, 4.9%, and others. Mr. Frank publishes weekly Canton Economist and Stark County Times, both Ohio. Mr. Pflug owns weekly Stenbenville (Ohio) Jeffersonian. Also see "Newspaper Ownership."

CHILLICOTHE, Ross County (ch. 56+)

CINCINNATI, Hamilton County (ch. 5-, 9, 12, *48-, 54-, 74-)

***WCET** (non-commercial educational) (June 29, 1954) ch. 48; power—15.1kw visual; antenna height—180 feet above average terrain, 350 feet above ground.
Address: 123 Elm St., zone 10. **Phone:** Dunbar 1-4033.
Licensee: The Greater Cincinnati Television Educational Foundation (original owner).
Executives: Dr. Claude V. Courter, chmn, board of trustees; Umberto T. Neely, gen mgr; John Morris, production mgr; Charles Vaughan, program director; Fred Thomas, public relations director; Virginia Levering, administrative assistant; James R. Leonard, chief engineer.

WCPO-TV (July 26, 1949) ch. 9; power—309 kw visual, 158 kw aural; antenna height—660 feet above average terrain, 545 feet above ground.
Address: 2345 Symmes St. **Phone:** Capitol 1-0777.
Licensee: Scripps-Howard Radio Inc. (original owner).
Ownership: See "Newspaper Ownership" and Scripps-Howard Group in "Group Ownership."
Network: ABC-TV.
Rep: Blair Tv.
Color facilities: network.
Highest hour rate: \$1,300.
Executives: M. C. Watters, vp & gen mgr; Glenn Clark Miller, assistant gen mgr.
Radio affiliates: WCPO-AM-FM.

WKRC-TV (April 4, 1949) ch. 12; power—316 kw visual, 158kw aural; antenna height—590 feet above average terrain, 523 feet above ground.
Address: Times Star Bldg., Zone 2. **Phone:** Garfield 1-1331. **TWX** CI 554.
Licensee: Radio Cincinnati Inc. (original owner).
Ownership: See Taft Stations in "Group Ownership."
Network: CBS-TV.
Rep: Katz.
Highest hour rate: \$1200.
Color Facilities: network.
Executives: Hulbert Taft Jr., pres; David G. Taft, executive vp; Roger B. Read, gen mgr & gen sales mgr; Paul Shumate, program director; Kenneth W. Church, vp in charge of national sales; Donald L. Chapin, national sales mgr; Richard F. McCarthy, local sales mgr; Dorothy S. Murphy, treas; John Walsh, marketing director; Pat Boisseau, news director; Ralph Alaska, chief engineer.
Washington atty: Koteen & Burt.
Radio affiliates: WKRC-AM-FM.

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*** SEE ZIV AD PAGES A114-A115**

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YESSIR, she IS tall-I-I—the tallest thing man ever made in North Dakota—WDAY-TV's new antenna, 1206 feet above the ground (1150 feet above average terrain!).

As you know, tower height is extremely important in getting TV coverage—more important than power, though WDAY-TV of course utilizes the maximum 100,000 watts.

So WDAY-TV—with new Tower and new Power—now covers 96% more of North Dakota-Minnesota's best countryside than before—covers 60% more of the prosperous Red River Valley's families than before!

Even before building this tremendous new tower, ratings proved that WDAY-TV is the hottest thing in the Valley. Now they're better and better, and for greater and greater distances!

ARB — December, 1957 SHARE OF AUDIENCE Metropolitan Area	
	WDAY-TV
9:00 A.M. — 6:00 P.M. Monday - Friday	77.2
6:00 P.M. — 10:00 P.M. Sunday - Saturday	74.1
10:00 P.M. — Midnight Sunday - Saturday	81.1

Ask PGW for *latest* figures—not yet available when this Yearbook goes to press!

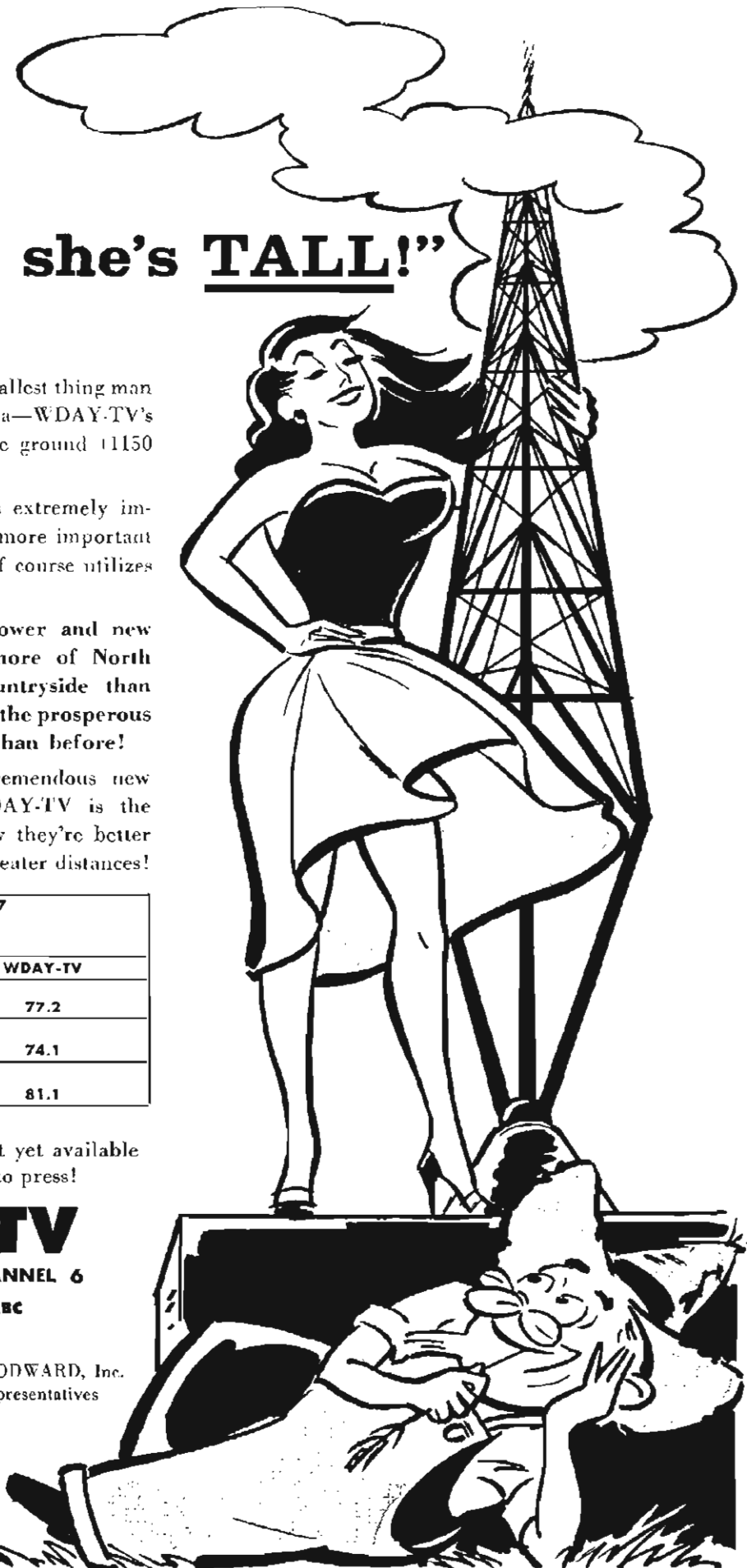
WDAY-TV

FARGO, N. D. • CHANNEL 6

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Exclusive National Representatives



Tv Stations CONTINUED

OHIO CONTINUED

CINCINNATI (Continued)

WLWT (Feb. 9, 1948) ch. 5; power—100kw visual, 50kw aural; antenna height—680 feet above average terrain, 583 feet above ground. Address: 116 W Ninth St., zone 2. Phone: Cherry 1-1822. **TWX** CL 376.

Licensee: Crosley Broadcasting Corp. (original owner).

Ownership: See Crosley Broadcasting Corp. in "Group Ownership."

Network: NBC-TV.

Rep: Crosley Sales, Tracy Moore & Assoc.; Bomar Lowrance & Assoc.

Highest hour rate: \$1500.

Color facilities: network, local live, local film, local stills.

Executives: James D. Shouse, chmn of board; Robert E. Dunville, pres & gen mgr; K. T. Murphy, vp & treas; Steve Crane, sts mgr; Abe Cowan, program director; Tom Storey, film buyer; Marge Kemmer, director audience promotion & publicity; Jack Frazier, director sales promotion & merchandising; Paul Lunsford, news director; R. J. Rockwell, vp engineering; Howard Lepple, tv technical administrative assistant.

Washington atty: Hogan & Hartson.

Radio affiliate: WLW.

WNOP-TV (see Newport, Ky.).

WBOX-TV (not on air, granted May 14, 1957, target date unknown); ch. 54.

Address: 3301 Beakman St.

Permitted: Robert W. Rounsaville.

Ownership: See R. W. Rounsaville Stations in "Group Ownership."

Radio affiliate: WCIN.

CLEVELAND, CUYAHOGA County (ch. 3, 5+, 8+, 19, *25+, 65+)

KYW-TV (1948) ch. 3; power 100kw visual, 50kw aural; antenna height—1,000 feet above average terrain, 906 feet above ground.

Address: 815 Superior Ave., N.E., zone 14.

Phone: Cherry 1-0912. **TWX** CV 52.

Licensee: Westinghouse Broadcasting Co. Inc. (acquired station January 1966).

Ownership: See Westinghouse Broadcasting Co. Stations in "Group Ownership."

Network: NBC-TV.

Rep: Peters, Griffin, Woodward.

Highest hour rate: \$2000.

Color facilities: network.

Videotape recorder: in operation.

Executives: Donald McGannon, pres; Rolland V. Tooke, vp in charge, KYW-TV; John McClay, gen mgr; Albert Krivin, coml mgr; Ralph Hansen, program director & film buyer; E. Robert Nashick, promotion mgr; Sanford Markey, news director; Sidney Stadig, chief engineer.

Radio affiliates: KYW-AM-FM.

WERE-TV (not on air, target date not set) ch. 65.

Address: Bulkeley Bldg., zone 15. Phone: Superior 1-9600. **TWX** CV 718.

Licensee: Cleveland Broadcasting Inc. (original owner).

Ownership: Ray T. Miller and family, 37.6%; Herbert Glantz, 7%; Donald W. Hornbeck, 7.16%; Hugh M. O'Neill, 4%. Marian Jean Kendall, 3.5%; Anna Maud Sadlington, 3.5%; Paul C. Aiken, 3.25%, and others.

Executives: Ray T. Miller Jr., pres; Richard M. Klaus, vp & gen mgr.

Washington atty: Spearman & Roberson.

Radio affiliates: WERE-AM-FM.

WEWS (December 17, 1947) ch. 5; power—83.3kw visual; 60.3kw aural; antenna height—1,020 feet above average terrain, 851 feet above ground.

Address: Euclid & 20th St., Zone 15. Phone: Henderson 2-1500. **TWX** CV 11.

Licensee: Scripps-Howard Radio Inc. (original owner).

Ownership: See "Newspaper Ownership" and Scripps-Howard Group in "Group Ownership."

Network: ABC-TV.

Rep: Blair-TV.

Highest hour rate: \$1800.

Color facilities: network.

Executives: Jack R. Howard pres; James C. Hanrahan gen mgr; Donald L. Perris assistant gen mgr; Jay S. Kerekes national advertising mgr; Peter Hhnka, Ohio advertising sales mgr; Ernest E. Sindelar operations director; John J. Richards, film buyer; Jack M. Perkins, news director; Joseph B. Epperson, engineering; and James E. Bloyd, chief engineer.

Washington atty: Dempsey & Koplovitz.

WJW-TV (Dec 17, 1949) ch. 8; power—302kw visual, 191kw aural; antenna height—1,000 feet above average terrain, 775 feet above ground.

Address: 1630 Euclid Ave., zone 15. Phone: Tower 1-6050. **TWX** CV 207.

Licensee: Storer Broadcasting Co. (acquired station Nov. 16, 1954).

Ownership: See Storer Broadcasting Co. stations in "Group Ownership." Also see "Newspaper Ownership."

Network: CBS-TV.

Rep: Katz.

Highest hour rate: \$2,000.

Color facilities: network.

Executives: George B. Storer, pres; Ben Wickham, managing director; Peter Storer, gen sales mgr; Ed Herz, program director; Harold Brinkman, chief engineer.

Washington atty: Robert F. Jones.

Radio affiliates: WJW-AM-FM.

COLUMBUS, Franklin County (ch. 4-, 6+, 10+, *34, 40-)

WBNS-TV (October 1949) ch. 10; power—316 kw visual, 191kw aural; antenna height—710 feet above average terrain, 835 feet above ground.

Address: 33 N. High St. Phone: Capital 8-3538 (radio). **TWX** CL 343.

Licensee: The Dispatch Printing Co. (original owner).

Ownership: Owned by the Wolfe family. Dispatch Printing Co. publishes Ohio State Journal and Columbus Dispatch. Also see "Newspaper Ownership."

Network: CBS-TV.

Rep: Blair-TV.

Highest hour rate: \$1,200.

Color Facilities: network.

Executives: Preston Wolfe, pres; Richard A. Borel, director of television; Robert D. Thomas, sales mgr; John A. Hald, program director; Betty Dixon, film buyer; Jack Fair, promotion mgr; Chel Long, news director; Lester H. Nafzger, chief engineer.

Washington atty: Dow, Lohnes & Albertson.

Radio affiliates: WBNS-AM-FM.

WLWC (April 3, 1949) ch. 4; power—100kw visual, 50kw aural; antenna height—110 feet above average terrain, 57.6 feet above ground.

Address: 3165 Olentangy River Road, Zone 14. Phone: Amherst 3-3441. **TWX** CL 397.

Licensee: Crosley Broadcasting Corp. (original owner).

Ownership: See Crosley Broadcasting Corp. stations in "Group Ownership."

Network: NBC-TV.

Rep: Crosley Broadcasting Sales; Tracy Moore & Assoc.; Bomar Lowrance & Assoc.

Highest hour rate: \$1100.

Color facilities: network.

Executives: Robert E. Dunville, pres (Cincinnati); James Leonard, vp & gen mgr; Walter F. Bartlett, sales mgr; Bud Gillis, program director; Jack Kavanagh, client service director; Hugh DeMoss, news director; Charles Sloan, chief engineer.

Washington atty: Hogan & Hartson.

***WOSU-TV** (non-commercial, educational) (Feb. 20, 1956) ch. 34*; power—219kw visual, 111kw aural; antenna height—560 feet above average terrain, 596 feet above ground.

Address: 3150 N. Starr Road, zone 21. Phone: Hudson 6-3322.

Licensee: Ohio State U. (original owner).

Executives: Navice G. Fawcett, pres (OSU); Richard B. Hull, director of broadcasting; David M. Ayres, program director; Frank Shusala, film buyer; G. Robert Holsinger, asst. to the director; Harold D. Gersuch, chief engineer.

Radio affiliates: WOSU-AM-FM.

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ALL NEW! from GROSS-KRASNE

SEE PAGE B-66 FOR YOUR NEAREST GROSS-KRASNE OFFICE

Tv Stations CONTINUED

OHIO CONTINUED

COLUMBUS (Continued)

WTVN-TV (Aug. 30, 1949) **ch. 6**; power—100 kw visual, 50kw aural; antenna height—579 feet above average terrain, 643 feet above ground.

Address: 753 Harmon Ave., zone 23. **Phone:** Capital 8-5801. **TWX** CL 87.

Licensee: WTVN Inc. (acquired station March 23, 1953).

Ownership: See Taft stations in "Group Ownership."

Network: ABC-TV (primary).

Rep: Katz.

Highest hour rate: \$825.

Executives: Hulbert Taft, Jr., pres; Wally McGough, gen mgr & film buyer; Charles F. Dwyer, local sales mgr; Joseph A. Jenkins, program director; Donald Hardin, promotion mgr & publicity director; Joe Hill, news director; Raymond E. Owen, chief engineer.

Washington atty: Koteen & Burt.

Radio affiliate: WTVN.

COSHOCTON, Coshocton County (ch. 20).

DAYTON, Montgomery County (ch. 2, 7+, *16+, 22+)

WIFE (not on air, suspended operation but has not turned in construction permit): **ch. 22**.

Address: 380 W. First St.

Permittee: Skyland Broadcasting Corp.

Ownership: Ronald B. Woodyard, 29.1%; Loren M. Berry, 16.71%; Gustav Hirsch, 16.71%; Fred L. Krumboltz, 4.55%; William E. Stocklein, 5.33% and others. Mr. Berry owns 21.21% of WEOL-AM-FM-TV Elyria, Ohio, and 11.5% of WVKO-AM-FM Columbus, both Ohio. Mr. Hirsch owns 7.9% of WEOL stations and 17.5% of WVKO stations.

Radio affiliate: WONE.

WHIO-TV (Jan. 26, 1949) **ch. 7**; power—200kw visual, 100kw aural; antenna height—1,140 feet above average terrain, 1,096 feet above ground.

Address: 1414 Wilmington Ave., zone 1. **Phone:** Clearwater 4-5311. **TWX** DY 116.

Licensee: Miami Valley Broadcasting Corp. (original owner).

Ownership: See James M. Cox stations in "Group Ownership." Also see "Newspaper Ownership."

Network: CBS-TV.

Rep: Hollingbery.

Highest hour rate: \$1,100.

Color facilities: network.

Executives: James M. Cox Jr., pres; Robert H. Moody, gen mgr; Stan Mouse, coml mgr; Chuck Gay, program & promotion director & film buyer; Tom Frawley, news director; Ernest L. Adams, chief engineer.

Washington atty: Dow, Lohnes & Albertson.

Radio affiliates: WHIO-AM-FM.

WLWD (March 15, 1949): **ch. 2**; power—100 kw visual, 50kw aural; antenna height—510 feet above average terrain, 459 feet above ground.

Address: 4595 S. Dixie Highway. **Phone:** Axminster 3-2101

Licensee: Crosley Broadcasting Corp. (original owner).

Ownership: See Crosley Broadcasting Corp. stations in "Group Ownership."

Network: NBC-TV, ABC-TV.

Rep: Crosley Sales; Tracy Moore & Assoc; Bomar Lowrance & Assoc.

Highest hour rate: \$1,100.

Color facilities: network.

Executives: James D. Shouse, chmn of board; R. E. Dunville, pres; John T. Murphy, vp, tv; George Gray, WLWD gen mgr.

Washington atty: Hogan & Hartson.

DEFIANCE, Defiance County (ch. 43)

ELYRIA (Lorain allocation)

WEOL-TV (not on air, granted February 11, 1954; target date unknown): **ch. 31**.

Address: Elyria Savings & Trust Bldg.

Permittee: Elyria-Lorain Broadcasting Co.

Ownership: Lorain County Printing & Publishing Co. (Elyria Chronicle-Telegram), 25.8%; Loren M. Berry, 21.21%; Gustav Hirsch, 7.9% and others. Mr. Berry owns 16.71% of WONE and WIFE (TV) Dayton, 11.5% of WVKO-AM-FM Columbus, both Ohio. Mr. Hirsch owns 16.71% of WONE and WIFE (TV) Dayton and 17.5% of WVKO-AM-FM Columbus, both Ohio. Also see "Newspaper Ownership."

Radio affiliates: WEOL-AM-FM.

FINDLAY, Hancock County (ch. 53)

FREMONT, Sandusky County (ch. 59+)

GALLIPOLIS, Gallia County (ch. 72)

HAMILTON-MIDDLETOWN, Butler County (ch. 65)

LANCASTER, Fairfield County (ch. 28—)

LIMA, Allen County (ch. 35—, 73)

WIMA-TV (March 1953) **ch. 35**; power—198kw visual, 107.2kw aural; antenna height—340 feet above average terrain, 348 feet above ground.

Address: 1924 Rice Ave. **Phone:** Catherine 5-3010. **TWX** 196.

Licensee: WLOK Inc. (acquired station December 1951)

Ownership: George E. Hamilton, 50%, and R. W. Mack and family, 50%.

Network: NBC-TV (primary), ABC-TV (secondary), CBS-TV (secondary).

Rep: H-R Television.

Highest hour rate: \$200.

Color facilities: network.

Executives: G. E. Hamilton, pres; R. W. Mack, gen mgr & film buyer; J. L. Spring, coml mgr & promotion mgr; Easter Straker, program director; Don Sherwood, news director; M. J. Lamb, chief engineer.

Washington atty: Bingham, Collins, Porter & Kistler.

LORAIN, Lorain County (ch. 31—)

MANSFIELD, Richland County (ch. 36+)

WTVG (not on air, granted June 3, 1954; target date not known): **ch. 36**.

Address: Madison Theatre Bldg.

Permittee: Fergum Theatres Inc.

Ownership: William N. Skirball, 40.7%; Jack H. Skirball, 40.7%; Grace Skirball, 6.2%.

MARION, Marion County (ch. 17—)

MASSILLON, Stark County (ch. 23+)

WMAC-TV (not on air, granted Sept. 4, 1952; target date unknown): **ch. 23**.

Address: Security Bldg., Toledo.

Permittee: Midwest Tv Co.

Ownership: See Edward Lamb Enterprises Stations in "Group Ownership."

MIDDLETOWN (See Hamilton)

MOUNT VERNON, Knox County (ch. 58)

NEWARK, Licking County (ch. 60—)

OXFORD, Butler County (ch. *14+)

WMUB-TV** (non-commercial educational) (not on air; target date September 1958) **ch. 14; power—5kw visual, 2.7kw aural; antenna height—315 feet above average terrain, 337 feet above ground.

Address: Oak-at-Spring Sts. **Phone:** Oxford 3-4697.

Licensee: The President and Trustees of The Miami University.

Executives: John D. Millett, pres of Miami U.; Stephen C. Hathaway, director of broadcasting & film buyer; Paul G. Yeazell, mgr; William L. Utter, program director; Charles A. Myers, news director; Andrew F. Bruck, chief engineer.

Radio affiliate: WMUB (FM).

PIQUA, Miami County (ch. 44—)

PORTSMOUTH, Scioto County (ch. 30)

SANDUSKY, Erie County (ch. 42+)

SPRINGFIELD, Clark County (ch. 52—, 76)

STUEBENVILLE (See Wheeling, W. Va.)

WSTV-TV **ch. 9** (see Wheeling, W. Va.).

TIFFIN, Seneca County (ch. 47+)

TOLEDO, Lucas County (ch. 11—, 13, *30+, 79)

WGTE-TV** (non-commercial, educational) (not on air; target date Aug. 27, 1958) **ch. 30; power—0.296kw visual, 0.150kw aural; antenna height—190 feet above average terrain, 296 feet above ground.

Address: C/O U. of Toledo, zone 6. **Phone:** Franklin 1451.

Licensee: Greater Toledo Educational Television Foundation (original owner).

Executives: Ann S. Knowles, pres; Harry D. Lamb, gen mgr; Murray W. Stahl, program director.

Washington atty: Krieger & Jorgensen

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Tv Stations CONTINUED

OHIO CONTINUED

TOLEDO (Continued)

WSPD-TV (July 21, 1948) ch. 13; power—316 kw visual, 158kw aural; antenna height 510 feet above average terrain, 557 feet above ground.
Address: 136 Huron St., zone 4. **Phone:** Cherry 6-4201. **TWX** TO 431.
Licensee: Storer Broadcasting Co. (original owner).
Ownership: See Storer Broadcasting Co. stations in "Group Ownership." Also see "Newspaper Ownership."
Network: CBS-TV (primary), ABC-TV (secondary).
Rep: Katz.
Highest hour rate: \$1,000.
Color facilities: network.
Executives: George B. Storer, pres. Allen I. Hall, managing director; William Ashworth, coml mgr; Albert J. Ruhfel, program director; William M. Stringfellow, chief engineer.
Washington atty: Robert F. Jones.
Radio affiliates: WSPD-AM-FM.

WTOH-TV (not on air, granted October 26, 1954, target date unknown) ch. 79.
Address: 520 Bates St., Detroit, Mich.
Permittee: Woodward Broadcasting Co.
Ownership: See Woodward Broadcasting Co. stations in "Group Ownership."

NEW (not on air, granted July 23, 1955, target date not announced) ch. 11.
Address: 709 Madison Ave.
Permittee: The Community Broadcasting Co.
Ownership: Prazer Reims (70%) and others owning WTOL Toledo.
Radio affiliates: WTOL-AM-FM.

WARREN, Trumbull County (ch. 67+)

YOUNGSTOWN, Mahoning County (ch. 21—, 27, 73—)

YOUNGSTOWN, Ohio, Mahoning County-NEW CASTLE, Pa., Lawrence County (ch. 45—)

WFMJ-TV (March 8, 1953) ch. 21; power—24kw visual, 47kw aural, antenna height—960 feet above average terrain, 1,015 feet above ground.
Address: 101 W. Boardman St. **Phone:** Riverside 1-8611.
Licensee: The Vindicator Printing Co. (original owner).
Ownership: Licensee publishes Youngstown Vindicator. **Voting stock:** William F. Maag Jr. and family, 38%; Alma A. Brown, 18.7%; William J. Brown, 15%; Elizabeth M. Brown, 15%; Katherine Smith, 7%; John W. Smith, 3.5%; and others. Also see "Newspaper Ownership."
Network: NBC-TV.
Rep: Hendley Reed Television.
Highest hour rate: \$100.
Color facilities: network.
Executives: William F. Maag Jr., pres; Mitchell F. Stanley, gen mgr.
Radio affiliate: WFMI.

WKBN-TV (Jan. 6, 1953) ch. 27; power—123kw visual, antenna height—630 feet above average terrain, 663 feet above ground.
Address: 3030 Sunset Blvd., zone 1. **Phone:** Sterling 2-1115. **TWX** YO 651.
Licensee: WKBN Broadcasting Corp. (original owner).
Ownership: Warren P. Williamson Jr., 59.37%, and Forest City Publishing Co. (Cleveland Plain Dealer and News), 40.63%. Also see "Newspaper Ownership."
Network: CBS-TV.
Rep: Royner.
Highest hour rate: \$150.
Color facilities: network.
Executives: Warren P. Williamson Jr., pres & gen mgr; J. L. Bowden, station director &

film buyer; Paul Turner, tv program director; Warren Williamson, III, public relations director; Sid Davis, news director; Bernard Wilkins, chief engineer.
Washington atty: Loucks, Zins Young & Jansky.
Radio affiliates: WKBN-AM-FM.

WKST-TV (began operations April 1953, suspended January 1955, resumed Oct. 30, 1957) ch. 45; power—240kw visual, 107kw aural; antenna height—580 feet above average terrain, 84 feet above ground.
Address: Main studio, New Castle, Pa.; Transmitter 3800 Shady Run Rd., Youngstown. **Phone:** Sterling 8-2124.
Licensee: WKST Inc. (original owner).
Ownership: S. W. Townsend and wife, 51.2%, and others.
Network: ABC-TV.
Rep: Everett-McKinney.
Highest hour rate: \$250.
Executives: Sam Townsend, pres, gen mgr & film buyer; Robert C. Harnack, coml mgr, production director & promotion mgr; Ernest Rely, chief engineer.
Radio affiliate: WKST.

WXTV (not on air, started November 2, 1955; target date unknown) ch. 73.
Address: P. O. Box 156, Farrell, Pa.
Permittee: Community Broadcasting Co.
Ownership: Sanford A. Schafitz, 50%, and Guy W. Cully, 50%. Mr. Schafitz also owns WFAF Farrell, Pa.

ZANESVILLE, Muskingum County (ch. 18—, 50+)

WHIZ-TV (May 27, 1953) ch. 18; power—14.8 kw visual, 8.13kw aural; antenna height—540 feet above average terrain, 506 feet above ground.
Address: Downard Road. **Phone:** Gladstone 2-5431. **TWX** Zan 67.
Licensee: Southeastern Ohio Television System (original owner).
Ownership: See Zanesville Publishing Co. stations in "Group Ownership." Also see "Newspaper Ownership."
Network: NBC-TV (primary) ABC-TV (secondary), CBS-TV (secondary).
Rep: Pearson.
Highest hour rate: \$150.
Executives: Clay Little, pres; Allan Land, gen mgr & film buyer; Nate Milder, coml mgr; Reed Mellon, program director; Naomi Lorton, promotion mgr; Art Schreiber, news director; William A. Hunt Sr., chief engineer.
Washington atty: Robert F. Jones.
Radio affiliate: WHIZ.

OKLAHOMA

ADA, Pontotoc County (Ch. 10+, 50+)

KTEN (May 3, 1954) ch. 10; power—252kw visual, 141kw aural; antenna height—750 feet above average terrain, 725 feet above ground.
Address: Box 10, **Phone:** Federal 2-2210. **TWX** 288.
Licensee: Eastern Oklahoma Television Co. (original owner).
Ownership: Bill Hoover, 36.3%; Brown Morris, 36.3%; Don High and Virginia High, 8.92%; Roy Judge, 2.62%; and others. Principals also own KADA Ada and KWSH Wewoka, Okla.
Network: ABC-TV (primary), CBS-TV (secondary), NBC-TV (secondary).
Rep: Venard, Rintoul & McConnell; Clarke Brown (Southwest).
Highest hour rate: \$225.
Color facilities: network.
Executives: Bill Hoover, pres, gen mgr & film buyer; Brown Morris, vp, station mgr & film buyer; Jack Hoover, production coordinator; Norman C. Bowen, program director; Earl Miller, promotion mgr; George A. Miller, news director; Fred Smith, chief engineer.
Washington atty: Swartzan & Ruberson.
Radio affiliate: KADA.

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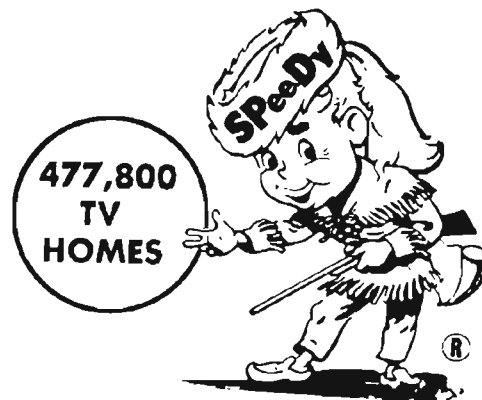
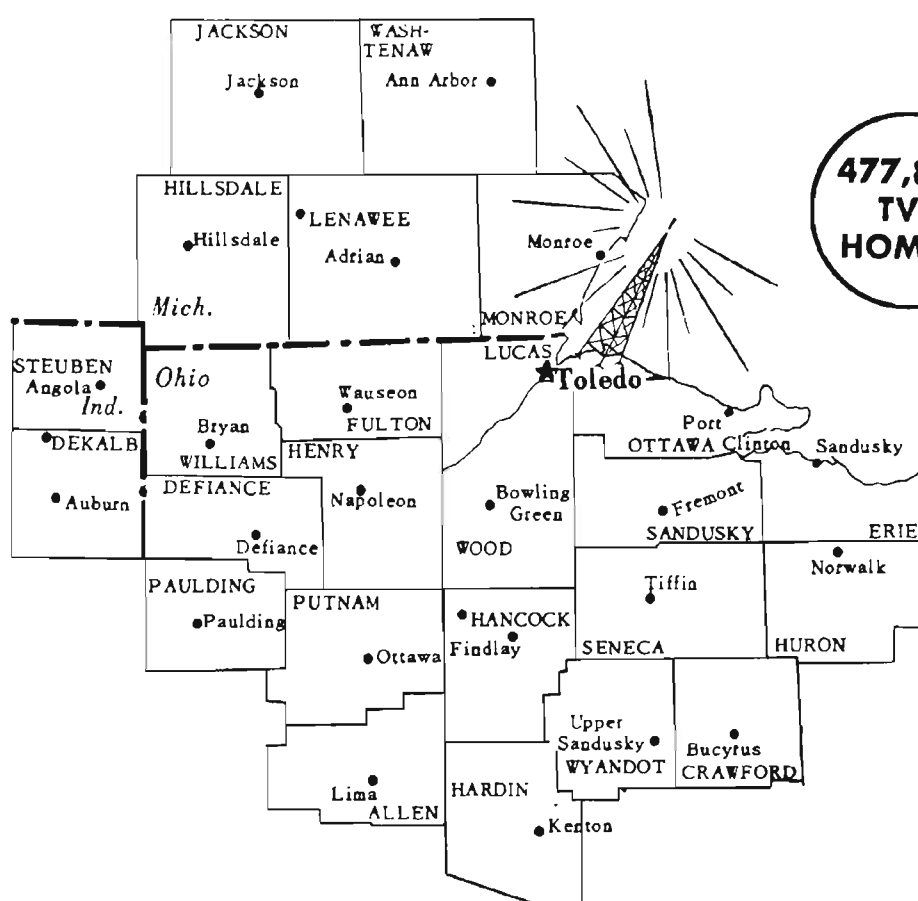
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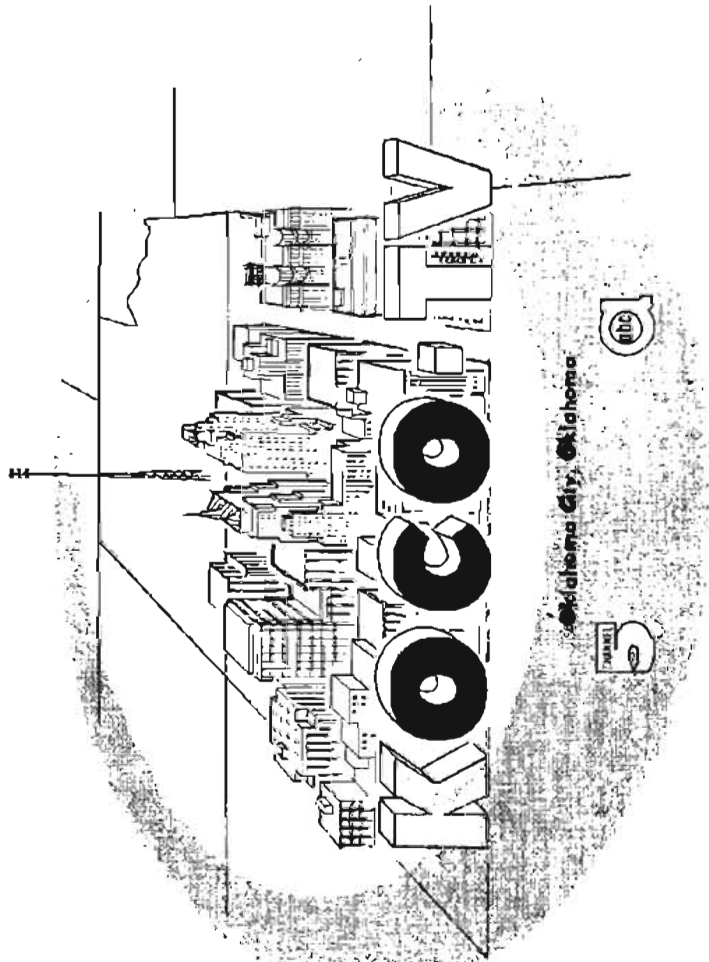
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* Television Magazine, June, '58

Tv Stations CONTINUED

OKLAHOMA CONTINUED

ALTUS, Jackson County (ch. 36)

ALVA, Woods County (ch. 30)

ANADARKO, Caddo County (ch. 58—)

ARDMORE, Carter County (ch. 12—, 55—)

KVSO-TV (Aug. 10, 1956) ch. 12; power—28.2 kw visual, 14.1kw aural; antenna height—647 feet above average terrain, 305 feet above ground.

Address: 114 N. Washington. Phone: 946.
 Licensee: John F. Easley Estate (original owner).

Ownership: Estate of John F. Easley (John E. Riesen, executor), 100%. Estate also owns Ardmore Ardmoreite. (See "Newspaper Ownership.")

Network: NBC-TV (primary), ABC-TV (secondary).

Rep: Pearson Tv.

Highest hour rate: \$150.

Color facilities: network.

Executives: John Easley Riesen, executor & licensee; Gordon E. Lack, com'l mgr; Lola Silkwood, program director; J. Galy Varrell, film buyer; Barbara Winkler, promotion mgr; Bill Lauderdale, news director; Bill Kolb, chief engineer.

Washington atty: Dow, Lohnes, & Albertson.
 Radio affiliate: KVSO.

BARTLESVILLE, Washington County (ch. 62—)

BLACKWELL, Kay County (ch. 51—)

CHICKASHA, Grady County (ch. 64)

CLAREMORE, Rogers County (ch. 15)

CLINTON, Custer County (ch. 32—)

DUNCAN, Stephens County (ch. 39—)

DURANT, Bryan County (ch. 27—)

ELK CITY, Beckham County (ch. 8+, 15+, 26+)

KSWB (not on air, granted Nov. 20, 1957; target date unknown): ch. 8.

Address: c/o KASA Elk City.

Permittee: Southwest Broadcasting Co.

Ownership: Lennie J. Preston, 60%; Alice Howenstine Preston, 10%. Each have a 32.83% interest in KWOE Clinton, Okla.

Radio affiliate: KASA.

EL RENO, Canadian County (ch. 56+)

ENID, Garfield County (ch. 5, 21, *27+)

KOCO-TV (also see Oklahoma City) (July 26, 1954) ch. 5; power—100kw visual, 50kw aural; antenna height—1,286 feet above average terrain, 1,354 feet above ground.

Address: 206 E. Randolph, Enid, 920 Britton Ave., Oklahoma City. Phone: Regent 9-2000 (Enid); Trinity 5-2113 (Oklahoma City).

Licensee: Cimarron Television Corp. (acquired station Jan. 22, 1958).

Ownership: Caster-Robison Television Corp. (Louis E. Caster, 41.5%; Ashley L. Robison, 25%, and others). Mr. Caster also owns 7% of WREX-TV Rockford, Ill. Mr. Robison owns 75% of KOVO Provo, Utah.

Network: ABC-TV.

Rep: Blair Tv Assoc.

Highest hour rate: \$600.

Color facilities: network, local film, local slides.
 Executives: Louis Caster, pres; Phil B. Banta, vp; Ashley L. Robison, sec; Charles Keys, gen mkt.

FREDERICK, Tillman County (ch. 44)

GUTHRIE, Logan County (ch. 48)

GUYMON, Texas County (ch. 20+)

HOBART, Kiowa County (ch. 23+)

HOLDENVILLE, Hughes County (ch. 14—)

HUGO, Choctaw County (ch. 21+)

LAWTON, Comanche County (ch. 7+, *28+, 34—)

KSWO-TV (March 8, 1953) ch. 7; power—9.6kw visual, 6kw aural, antenna height—541 feet above average terrain, 525 feet above ground.
 Address: P.O. Box 699. Phone: Elgin 5-1360.
 TWX LAW 472.

Licensee: Oklahoma Quality Broadcasting Co (original owner)

Ownership: See R. H. Drewry stations in "Group Ownership."
 Network: ABC-TV (primary), CBS-TV (secondary).

Rep: Pearson Tv.

Highest hour rate: \$150.

Executives: R. H. Drewry, pres; Emmett L. Keough, gen mgr & com'l mgr; Tom Reddell, program director; Paul N. Goode, comptroller; Bill Ross, promotion mgr; Harold Hunt, news director; Jimmy Lockard, chief engineer.

Washington atty: Lyon, Wilner & Bergson.
 Radio affiliate: KSWO.

Tv Stations CONTINUED

OKLAHOMA CONTINUED

McALESTER, Pittsburg County (ch. 47)

MIAMI, Ottawa County (ch. 58+)

MUSKOGEE, Muskogee County (ch. *45+, 66+)

NORMAN, Cleveland County (ch. 31—, *37—)

OKLAHOMA CITY, Oklahoma County (ch. 4—, 9—, *13, 19+, 25—)

***KETA** (non-commercial educational) (April 13, 1956) ch. 13*; power—74.2kw visual, 44.5kw aural; antenna height—1,452 feet above ground. Address: P.O. Box 8631, Britton Station. Phone: Victor 3-6730.

Licensee: Oklahoma Educational Television Authority (original owner).

Executives: John W. Dunn, gen mgr; Marcus W. Fuller, program director; Keith E. Staggs, chief engineer.

Washington atty: Cohn & Marks.

KMPT-TV (not on air, granted April 21, 1958; target date unknown): ch. 19.

Address: Box 2853, Memphis, Tenn.

Permittee: Malco Theatres Inc.

Ownership: See Malco Theatres stations in "Group Ownership."

KOCO-TV ch. 5 (see Enid, Okla.).

KTVO (not on air, suspended operation but has not turned in construction permit): ch. 25.

Address: 1901 Classen Blvd.

Permittee: Independent School District No. 89 of Oklahoma County (acquired permit July 31, 1958).

KWTV (Dec. 20, 1953) ch. 9; power—316kw visual, 158kw aural; antenna height—1,520 feet above average terrain, 1,572 feet above ground. Address: 7401 N. Lincoln Blvd., zone 14. Phone: Victor 3-6641. TWX OC 322.

Licensee: Oklahoma Television Corp (original owner).

Ownership: Video Investment Co. (John T. Griffin), 50%; Roy J. Turner, Luther T. Dunlavy, F. E. Harper, Video Independent Theatres, each 12.5%. For Griffin interests see John T. Griffin Stations in "Group Ownership." Video Independent Theatres owns KVI-TV Santa Fe, N. M., motion picture theatres and community antenna systems in the Southwest.

Network: CBS-TV.

Rep: Avery-Knodel.

Highest hour rate: \$900.

Color facilities: network.

Executives: John T. Griffin, chmn of bd; Roy J. Turner, pres; Edgar T. Bell, executive vp & gen mgr; Jack DeLier, coml mgr; Carl Gadd, program director & film buyer; Miss Montez Tjaden, promotion mgr; Bruce Palmer, news director; Morris W. Thomas, chief engineer.

Washington atty: Spearman & Roberson.

WKY-TV (June 8, 1949) ch. 4; power—100kw visual, 60kw aural; antenna height—930 feet above average terrain, 961 feet above ground.

Address: P. O. Box 8668, Britton Station, zone 14. Phone: Trinity 8-2161. TWX OC 568.

Licensee: WKY Television System Inc. (original owner).

Ownership: See WKY Television System in "Group Ownership." Also see "Newspaper Ownership."

Network: NBC-TV.

Rep: Katz.

Highest hour rate: \$950.

Color facilities: network, local live, local film, local slides.

Executives: E. K. Caylord, pres; Norman P. Bagwell, station mgr; Jim Terrell, assistant mgr in charge of tv; Tom Parrington, national sales mgr; Joe Jerkins, program director; Keith Mathers, operations director & film buyer; Jim Willis, promotion mgr; Bob Gamble, news director; Gene Lyons, chief engineer.

Washington atty: Pierson, Ball & Dowd.

Radio affiliate: WKY.

OKMULGEE, Okmulgee County (ch. 26)

PAULS VALLEY, Garvin County (ch. 61)

PONCA CITY, Kay County (ch. 40—)

PRYOR, Mayes County (ch. 54)

SAPULPA, Creek County (ch. 42—)

SEMINOLE, Seminole County (ch. 59)

SHAWNEE, Pottawatomie County (ch. 53—)

STILLWATER, Payne County (ch. 29—, *69)

TULSA, Tulsa County (ch. 2+, 6, 8—, *11—, 17+, 23)

KCEB (not on air, suspended operation but has not turned in construction permit): ch. 23.

Address: 2877 E. 35th St.

Permittee: Elfred Beck.

***KOED-TV** (non-commercial educational) (not on air, target date: September 1958) ch. *11; power—75.9kw visual; antenna height—1,270 feet above average terrain, 1,133 feet above ground.

Address: Box 2005, Norman, Okla.

Permittee: Oklahoma Educational Television Authority.

Executives: John W. Dunn, gen mgr.

KOTV (Oct. 22, 1949) ch. 6; power—100kw visual, 60kw aural; antenna height—1,310 feet above average terrain, 1,135 feet above ground.

Address: 302 S. Frankfort, zone 26. Phone: Cherry 2-9323. TWX TU 844.

Licensee: KOTV Inc. (acquired station May 18, 1954).

Ownership: See Corinthian Stations in "Group Ownership" and "Newspaper Ownership."

Network: CBS-TV.

Rep: Petry.

Highest hour rate: \$825.

Color facilities: network.

Videotape recorder: in operation.

Executives: C. Wrede Petersmeyer, pres; James C. Richdale Jr. vp & gen mgr; George Stevens, coml mgr; Dale Hart, program director & film buyer; Robert V. Freeland, promotion mgr; Cy Tuma, news director; George G. Jacobs, director of engineering; Lavoy Hooker, chief engineer.

Washington atty: Covington & Burling.

KSPG (not on air, granted Feb. 4, 1954; target date unknown): ch. 17.

Address: P. O. Box 2680.

Permittee: Arthur R. Olson.

KTUL-TV (Sept. 18, 1954) ch. 8; power—316kw visual, 158kw aural; antenna height—1,020 feet above average terrain, 719 feet above ground.

Address: Lookout Mt. Phone: Hickory 6-6184. TWX TU 91.

Licensee: Tulsa Broadcasting Co. (original owner).

Ownership: See John T. Griffin Stations in "Group Ownership."

Network: ABC-TV.

Rep: Avery-Knodel.

Highest hour rate: \$600.

Executives: James C. Leake, pres; Bill Swanson, gen mgr & film buyer; Jim Black, coml mgr; Hank Davis, program director; Charles Larkins, promotion mgr; Jack Morris, news director; Robert Snider, chief engineer.

Washington atty: Spearman & Roberson

Radio affiliate: KTUL.

KVOO-TV (Dec. 5, 1954) ch. 2; power—100kw visual, 60.3kw aural; antenna height—1,330 feet above average terrain, 1,175.5 feet above ground.

Address: 3701 S. Peoria, zone 5. Phone: Riverside 2-5561. TWX TU 1314.

Licensee: Central Plains Enterprises (original owner).

Ownership: Southwestern Sales Corp. (estate of William C. Skelley), 38.88%; Sen. Robert S. Kerr (D-Okla.), 13.1%; Harold C. Stuart, 12%; Grayce B. Kerr, 14.8%; Dean A. McGee, 7.4% and others. For Kerr-McGee interests see that listing in "Group Ownership."

Network: NBC-TV

Rep: Blair Television Assoc.

Highest hour rate: \$750.

Color facilities: network, local film, local slides.

Executives: Harold C. Stuart, pres; C. B. Akers, executive vp & gen mgr; John Devine, coml mgr; Bill Sadler, program director; Allen Cox, film editor; Gordon Gerhardt, promotion mgr; Chris Condon, news director; Forrest Brokaw, news mgr; John M. Bushnell, Jr., director of engineering.

Washington atty: Doerner, Rinehart, Stuart & Clammer.

Radio affiliate: KVOO.

VINITA, Craig County (ch. 28—)

WOODWARD, Woodward County (ch. 35+)

OREGON

ALBANY, Linn County (ch. 55+)

ASHLAND, Jackson County (ch. 14—)

ASTORIA, Clatsop County (ch. 30—)

BAKER, Baker County (ch. 37+)

BEND, Deschutes County (ch. 15—)

BROOKINGS, Curry County (ch. 8+)

BURNS, Harney County (ch. 16)

COOS BAY, Coos County (ch. 11)

KOOS-TV (not on air, granted Sept. 4, 1956; target date unknown): ch. 16. (North Bend allocation).

Address: Hall Bldg.

Permittee: KOOS Inc.

Ownership: See Sheldon F. Sackett Stations in "Group Ownership."

Radio affiliate: KOOS.

CORVALLIS, Benton County (ch. *7—, 49—)

***KOAC-TV** (non-commercial educational) (Oct. 7, 1957) ch. *7; power—30kw visual, 15kw aural; antenna height—1,210 feet above average terrain, 200 feet above ground.

Address: Corvallis. Phone: Plaza 3-1351.

Licensee: Oregon State Board of Higher Education (original owner).

Ownership: State-owned and administered by board appointed by governor.

Executives: John R. Richards, chancellor; James M. Morris, director; Robert A. Hinz, news director; Grant S. Feikert, chief engineer.

Washington atty: Fisher, Wayland, Duffell & Southmayd.

Radio affiliate: KOAC

EUGENE, Lane County (ch. 9+, 13, 20+, 26)

KVAL-TV (April 16, 1954) ch. 13; power—56 kw visual, 33kw aural; antenna height—1,050 feet above average terrain, 397 feet above ground.

Address: Eugene. TWX EG-019.

Licensee: Eugene Television Inc. (original owner).

Ownership: C. H. Fisher, 26.66%; Robert P. Booth, Thomas Winn, Harvey S. Benson, Lee P. Bishop, W. D. Abel, Willis E. Shepard, C. Philip Tillman, William N. Russell, E. T. Gardner, J. Don Smith and Harry Thoms, each 6.66%. For Fisher holdings see Fisher stations in "Group Ownership." Messrs. Bishop, Abel, Gardner, Smith and Thoms own KORE Eugene. Licensee owns 60% of KPIC (TV) Roseburg, Ore.

Network: NBC-TV (primary), ABC-TV (secondary), CBS-TV (secondary).

Rep: G. Hollingbery.

Highest hour rate: \$360.

Color facilities: network.

Executives: R. P. Booth, pres; S. W. McCready, gen mgr; Glenn E. Nickell, coml mgr; R. E. Anderson, program director; Arlene Richardson, promotion mgr; Jay Ryerse, news director; William R. Riley, chief engineer.

Washington atty: Loucks, Zias, Young & Jansky.

GRANTS PASS, Josephine County (ch. 30)

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Tv Stations CONTINUED

OREGON CONTINUED

KLAMATH FALLS, Klamath County (ch. 2—, 17)

KOTV (Sept. 1, 1955) ch. 2; power—13kw visual, 6kw aural; antenna height—1,020 feet above average terrain, 100 feet above ground. Address: Box 732. Phone: Tuxedo 4-5131. TWX KP 46.

Licensee: California-Oregon Television (original owner).

Ownership: See Redwood Stations in "Group Ownership."

Network: CBS-TV.

Rep: Blair Television Assoc.

Highest hour rate: \$150.

Executives: William B. Smullin, pres; Walter R. Koblitz, gen mgr; Newton Stoward, news director; E. L. Smith, chief engineer.

Washington atty: Dempsey & Koplowitz.

LA GRANDE, Union County (ch. 13+)

LEBANON, Linn County (ch. 43+)

McMINNVILLE, Yamhill County (ch. 46—)

MEDFORD, Jackson County (ch. 5)

KBES-TV (Aug. 1, 1953) ch. 5; power—20.2 kw visual, 15.8 kw aural; antenna height—430 feet above average terrain, 169 feet above ground.

Address: 2050 Crater Lake Highway. Phone: Spring 3-4581.

Licensee: California-Oregon Television Inc. (original owner).

Ownership: See Redwood Stations in "Group Ownership."

Network: CBS (primary), ABC-TV (secondary), NBC-TV (secondary).

Rep: Blair Tv Assoc.

Highest hour rate: \$250.

Color facilities: network.

Executives: William B. Smullin, gen mgr; Everett A. Fisher, business mgr; Edward A. Malone, technical director.

NORTH BEND, Coos County (ch. 16+)

PENDLETON, Umatilla County (ch. 28)

PORTLAND, Multnomah County (ch. 2, 6+, 8—, *10, 12, 21—, 27+)

KOW-TV (December 15, 1956) ch. 8; power—316kw visual, 191kw aural; antenna height—1,550 feet above average terrain, 648.5 feet above ground.

Address: 1139 S.W. 13th Ave., Zone 5. Phone: Capital 3-6364. TWX PD 217.

Licensee: Pioneer Broadcasting Co. (original owner).

Ownership: See King Broadcasting Co. Stations in "Group Ownership."

Network: ABC-TV.

Rep: Blair-TV.

Highest hour rate: \$800.

Color facilities: network, local live, local film, local slides.

Videotape recorder: in operation.

Executives: Mrs. A. Scott Bullitt, pres & chief owner; Henry B. Owen, executive vp; Otto P. Brandt, vp & gen mgr; Walter E. Wagslaff, station mgr; John H. Pindell, sales mgr; Tom Dargan, program director; Gloria Chandler, public service director; William R. Nutt, promotion mgr; Frederick J. Eichhorn III, merchandising director; Richard Ross, news director; James L. Middlebrooks, director of engineering; Clare Hanawalt, chief engineer.

Washington atty: Haley, Wollenberg & Kenelhan.

Radio affiliate: KCW.

KXTV (not on air, granted May 8, 1958; target date: Sept. 15, 1958) ch. 27; power—19.2 kw visual, 10.4 aural; antenna height—1,000 feet above average terrain, 219 feet above ground.

Address: 1220 S.W. Stark, Zone 5. Phone: Capital 8-4051.

Licensee: Trans-Video Co. of Oregon.

Ownership: Wallace J. Matson, 45%; Willis E. Earl, 35%; Paul S. Forsythe, 15%; owner of Blue Mouse Theatre; J. Benton Heald, 15%; C. E. Wheelock, 5%; Reserved, 5%.

Highest hour rate: \$300.

Executives: Wallace J. Matson, pres & gen mgr.

Washington atty: Fisher, Wayland, Duvall & Southmayd.

KOIN-TV (Oct. 16, 1953) ch. 6; power—100kw visual, 50kw aural; antenna height—1,530 feet above average terrain, 708 feet above ground.

Address: 140 S.W. Columbia St zone 1. Phone: Capital 8-3333. TWX L-7259.

Licensee: Mount Hood Radio & Television Broadcasting Corp. (original owner).

Ownership: Theodore R. Gamble, C. Howard Lane and associates, 50%; Central New York Broadcasting Corp. (WSYR-AM-FM-TV Syracuse, N. Y.-Newhouse), 50%. For Gamble interests see Theodore R. Gamble stations in "Group Ownership." For Newhouse interests see Newhouse Newspaper Stations in "Group Ownership." Also see "Newspaper Ownership."

Network: CBS-TV.

Rep: CBS Television Spot Sales.

Highest hour rate: \$300.

Color facilities: network.

Videotape recorder: in operation.

Executives: T. R. Gamble, pres & film buyer; C. Howard Lane, managing director; John L. Palmer, national sales mgr; Frank H. Coffin, local sales mgr; Ted W. Cooke, program director; Robert McGill, promotion mgr; Tal Tripp, news director; Louis S. Bookwalter, chief engineer.

Washington atty: Dow, Lohnes & Albertson.

Radio affiliates: KOIN-AM-FM.

KPTV (Sept. 20, 1952) ch. 12; power—316kw visual, 191kw aural; antenna height—1,400 feet above average terrain, 280 feet above ground.

Address: 755 S.W. 20th Place, zone 5. Phone: Capital 2-9924. TWX 40.

Licensee: Oregon Television, Inc (acquired station May 1, 1957).

Ownership: George Haggarty, 100%.

Network: NBC-TV.

Rep: Katz.

Highest hour rate: \$800.

Color facilities: network.

Executives: George Haggarty, pres; F. J. Jordan, vp & gen mgr; Don Tykeson, coml mgr; Terry Mason, program director & film buyer; Albert R. McLaughlin, promotion mgr; John Salisbury, news director; Gene Phelps, chief engineer.

ROSEBURG, Douglas County (ch. 4+, 28+)

KPIC (April 1, 1956) ch. 4; power—5.37kw visual, 2.89kw aural; antenna height—1,000 feet above average terrain, 173 feet above ground.

Address: 1850 N.E. Stephens St.

Licensee: South West Oregon Tv Broadcasting Corp. (original owner).

Ownership: Owned jointly by KVAL-TV Eugene and KBES-TV Medford, both Oregon. See Fisher Stations and Redwood Stations in "Group Ownership."

Network: NBC-TV.

Rep: Hollingbery; Art Moore (Oregon-Washington).

Highest hour rate: \$150 (KPIC also optional satellite of KVAL-TV Eugene).

Executives: S. W. McCready, gen mgr.

SALEM, Marion County (ch. 3+, *18—, 24+, 66)

KSLM-TV (not on air, granted Sept. 30, 1953; target date unknown) ch. 3.

Address: P. O. Box 531.

Permittee: Oregon Radio Inc.

Ownership: Glenn McCormick, 100%, also owns 50% of KYOS Merced, Calif.

Radio affiliate: KSLM.

SPRINGFIELD, Lane County (ch. 37—)

THE DALLES, Wasco County (ch. 37—)

PENNSYLVANIA

ALLENTOWN, Lehigh County (ch. 39, 67)

WPMZ-TV (not on air, suspended operation but has not turned in construction permit) ch. 67.

Address: N. 7th St. Pike.

Permittee: Penn-Allen Broadcasting Co.

Ownership: WWDG Inc. (WWDG-A M-FM Washington, D. C.), 41%; Raymond F. Kohn, 3.8%; Earl J. Kohn, 3.8%; Horace W. Gross, 4.2%; and others.

Radio affiliate: WFMZ (FM).

WQCY (not on air, granted Aug. 12, 1953; target date unknown) Ch. 39.

Address: P. O. Box 589.

Permittee: WKAP Inc.

Ownership: See Rahall Stations in "Group Ownership."

Radio affiliate: WKAP.

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Tv Stations CONTINUED

PENNSYLVANIA CONTINUED

ALTOONA, Blair County (ch. 10—, 25—)

WFBG-TV (March 1, 1953) ch. 10; power—316 kw visual; 158kw aural; antenna height—990 feet above average terrain, 163 feet above ground.
Address: 1320 Eleventh Ave. Phone: Windsor 4-2031. **TWX** A 089.
Licensee: Triangle Publications. (acquired station Feb. 20, 1956).
Ownership: See "Triangle stations in "Group Ownership" and "Newspaper Ownership."
Network: CBS-TV (primary), ABC-TV (secondary).
Rep: Blair-TV.
Highest hour rate: \$750.
Color facilities: network.
Executives: Frank Palmer, gen mgr; Jack Snyder, station mgr; William G. Mulvey, program director; Robert Miller, sales manager; Betty Adams, film director; K. R. Brubaker, chief engineer.
Washington atty: Lyon, Wilner & Bergson.
Radio affiliate: WFRG.

BETHLEHEM, Northampton County (ch. 51—)

WLEV-TV (not on air, suspended operation but has not turned in license) ch. 51.
Address: P. O. Box 111.
Licensee: Associated Broadcasters Inc.
Ownership: See Steinman Stations in "Group Ownership."
Radio affiliates: WEST-AM-FM Easton.

BRADFORD, McKean County (ch. 80—)

BUTLER, Butler County (ch. 43—)

CHAMBERSBURG, Franklin County (ch. 46—)

DU BOIS, Clearfield County (ch. 31+)

EASTON, Northampton County (ch. 57—)

WGLV-TV (not on air, suspended operation, but has not turned in construction permit) ch. 57.
Permittee: Easton Publishing Co.
Ownership: Easton Publishing Co. (Easton Daily Express), 100%. Also see "Newspaper Ownership."

EMPORIUM, Cameron County (ch. 42—)

ERIE, Erie County (ch. 12, 35+, *41—, 66+)

WICU-TV (March 15, 1949) ch. 12; power—316 kw visual, 158 kw aural; antenna height, 780 feet above average terrain, 568 feet above ground.
Address: 3614 State St. Phone: 4-5201. **TWX** ER-8381.
Licensee: Dispatch Inc. (original owner).
Ownership: See Edward Lamb Stations in "Group Ownership."
Network: NBC-TV (primary), ABC-TV (secondary).
Rep: Petry.
Highest hour rate: \$700.
Color facilities: network.
Executives: Edward Lamb, pres; Ben McLaughlin, gen mgr; Bob Lunquist, coml mgr; Bruce Flaherty, program director; John Cook, film buyer; James N. Spence, promotion mgr; David Forsyth, news director; Mike Csop, chief engineer.
Washington atty: McGrath & Brown; Robert F. Jones.
Radio affiliate: WICU.

WSEE (April 25, 1954) ch. 35; power—170kw visual, 85.2kw aural; antenna height—930 feet above average terrain, 732 feet above ground.
Address: 1220 Peach St. Phone: 5-7575. **TWX** ER 8380.
Licensee: Great Lakes Television Co. (original owner).
Ownership: George J. Mead, 16.6%; John J. Mead 13%; A. R. Minadeo, 12.2%; Jacob A. Young, 11.1%; J. T. Simmons, 7.5%; John W. English, 6.9%; John J. Boland, 6.9%; James R. McBrier, 6%; B. Walker Sennett, 4.9%; Charles E. Denny, 4.9% and others. Messrs. English, McBrier and Boland each own 12.5% of WNAO-AM-FM-TV Raleigh, N. C. The Meads publish the Erie News and Times. See "Newspaper Ownership."
Network: CBS-TV.
Rep: Young Television.
Highest hour rate: \$300.
Color facilities: network.
Executives: George J. Mead, pres; Cecil M. Sausbury, gen mgr; Edward Zellefrow, chief engineer.
Washington atty: Haley, Wollenberg & Kenahan.

HARRISBURG, Dauphin County (ch. 27—, 55+, 71+)

WCMB-TV (not on air, suspended operation but has not turned in construction permit); ch. 71.
Address: 228 Court St.
Permittee: Rossmoyne Corp.
Ownership: Edgar T. Shepard Jr., 66%; and Edgar K. Smith, 33%.
Radio affiliate: WCMB.

WHP-TV (April 1, 1953) ch. 55; power—447kw visual, 224 kw aural; antenna height—910 feet above average terrain, 208 feet above ground.
Address: 216 Locust St. Phone: Cedar 4-3211. **TWX** HB 194.
Licensee: WIIP Inc. (original owner).
Ownership: Telegraph Press Inc. (E. J. Stackpole and family), 96%. Also see "Newspaper Ownership."
Network: CBS-TV.
Rep: Bolling.
Highest hour rate: \$325.
Color facilities: network.
Executives: Richard Redmond, station mgr, program director & film buyer; Mrs. A. K. Redmond, business & coml mgr; George Gottschalk, promotion mgr; Joseph Harper, news director; E. Dan Leibensperger, chief engineer.
Washington atty: Dow, Lohnes & Albertson.
Radio affiliates: WHP-AM-FM.

WTPA (June 19, 1953) ch. 27; power—646kw visual, 324kw aural; antenna height—1,020 feet above average terrain, 605 feet above ground.
Address: 3235 Hoffman St. Phone: Cedar 8-7171. **TWX** HB 91.
Licensee: The Patriot-News Co. (original owner).
Ownership: See "Newspaper Ownership" and Newhouse Newspaper Stations in "Group Ownership."
Network: ABC-TV.
Rep: Harrington, Richter & Parsons.
Highest hour rate: \$385.
Color facilities: network.

HAZLETON, Luzerne County (ch. 63)

WAZL-TV (not on air, granted December 18, 1952; target date unknown) ch. 63.
Address: Hazleton National Bank Bldg.
Permittee: Hazleton TV Corp.
Ownership: See Vic Diehm Assoc. Stations in "Group Ownership."
Radio affiliates: WAZL-AM-FM.

JOHNSTOWN, Cambria County (ch. 6, 19+, 56—)

WARD-TV (Oct. 15, 1953) ch. 56; power—1kw visual; antenna height—610 feet above average terrain, 512 feet above ground.
Address: 235 Franklin St. Phone: 8-1216. **TWX** 502.
Licensee: Rivoli Real Estate (original owner).

Ownership: Margaret and George D. Gartland, 49.6%; Dr. George D. Gartland, 20%; Walter M. Thomas, 16%, and others. Principals also control WVAM-AM-FM Altoona, Pa.
Network: CBS-TV (primary), ABC-TV (secondary).
Rep: Weed Television.
Executives: George D. Gartland, vp & film buyer; Richard W. Lee, station mgr; Bill Heron, coml mgr; Agnes Davis, program director & promotion mgr; Dick Kline, chief engineer.
Washington atty: Fisher, Wayland, Duvall & Southmayd.
Radio affiliates: WARD-AM-FM.

WJAC-TV (Sept. 15, 1949) ch. 6; power—70.8kw visual, 35.4kw aural; antenna height—1,120 feet above average terrain, 175 feet above ground.
Address: 329 Main St. Phone: 5-1262. **TWX** 79.
Licensee: WJAC Inc. (original owner).
Ownership: Johnstown Tribune. Also see "Newspaper Ownership."
Network: NBC-TV (primary), ABC-TV (secondary).
Rep: Katz.
Highest hour rate: \$1000.
Color facilities: network, local live, local film, local slides.
Executives: Walter W. Krebs, pres; Alvin D. Schrott, executive vp & gen mgr; John H. Hepburn, coml mgr; Frank P. Cummins, program director & film buyer; Edward Klym, news director; Theodore E. Campbell, chief engineer; Nevin L. Straub, technical director.
Washington atty: Dow, Lohnes & Albertson.
Radio affiliates: WJAC-AM-FM.

LANCASTER, Lancaster County (ch. 8—, 21+)

WGAL-TV (March 18, 1949) ch. 8; power—316kw visual, 158kw aural; antenna height—1,000 feet above average terrain, 480 feet above ground.
Address: Lincoln Highway West. Phone: Express 3-5851. **TWX** LN 34.
Licensee: WGAL Inc. (original owner).
Ownership: See Steinman Stations in "Group Ownership."
Network: CBS-TV, NBC-TV.
Rep: Mecker.
Highest hour rate: \$1200.
Color facilities: network, local live, local film, local slides.
Executives: Clair R. McCollough, pres & gen mgr; J. Robert Gulick, assistant gen mgr in charge of sales; Harold E. Miller, station mgr; Paul Rodenhauer, program mgr; Harry J. Shaub, business mgr; Paul I. Woodland, promotion mgr; Robert Malick, farm director; J. E. Mathiot, technical director.
Washington atty: Hogan & Hartson.
Radio affiliates: WGAL-AM-FM.

WLAN-TV (not on air, granted Nov. 8, 1956; target date unknown); ch. 21.
Address: 252 N. Queen St.
Permittee: Peoples Broadcasting Co.
Ownership: F. H. Altdorffer, 81%; Barbara H. Altdorffer, 12%; Samuel M. Altdorffer, 7%. F. H. Altdorffer owns 51% of WKOP-AM-FM Binghamton, N. Y.
Radio affiliate: WLAN.

LEBANON, Lebanon County (ch. 15+)

WLBB-TV (Oct 15, 1953) ch. 15; power—130 kw visual, 69kw aural; antenna height—880 feet above average terrain, 572 feet above ground.
Address: R.D.#5 Phone: Crestview 3-4551. **TWX** LEB 351.
Licensee: Triangle Publications (acquired station May 2, 1957).
Ownership: See "Triangle Stations in "Group Ownership," and "Newspaper Ownership."
Network: ABC-TV.
Rep: Blair Television Assoc.
Highest hour rate: \$350.
Color facilities: network.
Executives: Joe Zimmermann, gen mgr.
Washington atty: Lyon, Wilner & Bergson.

LEWISTOWN, Mifflin County (ch. 75—)

LOCK HAVEN, Clinton County (ch. 32—)
WPZ (March 1958); ch. 32; power—18.32 kw visual, 11 kw aural; antenna height—300 feet above average terrain, 150 feet above ground.
Address: 132½ E. Main St.
Licensee: Lock Haven Broadcasting Corp. (original owner).
Ownership: Thomas Caprio, Mrs. W. C. Holter, A. H. Lipcz, Wm. T. Piper Jr., and Theo. V. Weld, each 13%; First National Bank of Lock Haven (trustee for the Carroll W. Keller estate); Donald C. Welch, Harry Shaffer, and John R. Turner, each 6.5%, and others.
Network: ABC-TV.
Rep: Devney.
Highest hour rate: \$100.
Executives: Harris Lipcz, gen mgr.
Radio affiliate: WPZ.

MEADVILLE, Crawford County (ch. 62+)

NEW CASTLE (see Youngstown, Ohio)
WKST-TV ch. 45 (see Youngstown, Ohio).

OIL CITY, Venango County (ch. 64)

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Sources: Television Magazine Market Book, 1957 /
Television Magazine Data Book, 1958 /
ARB, Altoona, Feb. 1958

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Channel 10

ABC-TV • CBS-TV

Represented by BLAIR-TV

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WFBG-AM • TV, Altoona-Johnstown, Pa. / WNHC-AM • FM • TV, Hartford-New Haven, Conn.
Triangle National Sales Office, 485 Lexington Avenue, New York 17, New York

Tv Stations CONTINUED

PENNSYLVANIA CONTINUED

PHILADELPHIA, Philadelphia County (ch. 3, 6-10, 17-19, 23+, 29, *35-)

WCAU-TV (March 1, 1948) ch. 10; power 316 kw visual, 158kw aural; antenna height—1,000 feet above average terrain, 978 feet above ground.

Address: City & Monument Ave. Phone: Greenwood 7-8300.

Licensee: Columbia Broadcasting System Inc. (Acquired station July 1958).

Ownership: See CBS owned stations in "Group Ownership."

Network: CBS-TV.

Rep: CBS Tv Spot Sales.

Highest hour rate: \$3,250.

Color facilities: network, local live, local film, local slides.

Executives: John Schneider, gen mgr.

Radio affiliates: WCAU-AM-FM.

WFIL-TV (Sept. 13, 1947) ch. 8; power—71kw visual, 37kw aural; antenna—1,090 feet above average terrain, 1,116 feet above ground.

Address: 46th & Market St., zone 39. Phone: Evergreen 2-4700. TWX PH 670.

Licensee: Triangle Publications (original owner).

Ownership: See Triangle stations in "Group Ownership," and "Newspaper Ownership."

Network: ABC-TV.

Rep: Blair-TV.

Highest hour rate: \$3200.

Color facilities: network, local live, local film, local slides.

Videotape recorder: in operation

Executives: Roger W. Clipp, gen mgr; George A. Koehler, station mgr; Lew Klein, program director; Kenneth W. Stowman, gen sales mgr; Kenneth W. Curto, television sales mgr; John C. Harlan, business mgr; Richard Golden, promotion supervisor; Gunnar Back, news & special events; Henry E. Rhea, chief engineer.

Washington atty: Lyon, Winer & Bergson.

Radio affiliates: WFIL-AM-FM.

***WHYY-TV** (non-commercial educational) (Sept. 23, 1957) ch. 35; power 156kw visual, 83.2kw aural; antenna height—500 feet above average terrain, 585 feet above ground.

Address: 1622 Chestnut St., zone 3. Phone: Locust 8-2370.

Licensee: Metropolitan Philadelphia Educational Radio & Television Corp (original owner).

Ownership: MPERTC is non-profit corporation fostered by area educational and cultural groups.

Executives: William Goldman, pres; Richard S. Burdick, gen mgr; William J. McCarter, program director; Samuel H. Darbour, chief engineer.

Radio affiliate: WHYY-FM.

WPBD (not on air, granted September 28, 1955; target date unknown); ch. 23.

Address: P. O. Box 378, Greenwich, Conn.

Permitter: Ajax Enterprises.

Ownership: See Herbert Mayer stations in "Group Ownership."

WRCV-TV (September 1, 1941) ch. 3; power—100kw visual, 50kw aural; antenna height—1,000 feet above average terrain, 1,109 feet above ground.

Address: 1619 Walnut St. Zone 3. Phone: Locust 4-3700. TWX PH 267.

Licensee: National Broadcasting Co. (acquired station Jan. 22, 1956).

Ownership: See NBC Owned Stations in "Group Ownership."

Network: NBC-TV.

Rep: NBC Spot Sales.

Highest hour rate: \$3,200.

Color facilities: network, local, live, local film, local slides.

Executives: Raymond W. Welpott, gen mgr; Curtis D. Peck, director of operations; Theodore H. Walworth Jr., director of sales; Robert Lemon, program director; John P. Wiley, advertising & promotion mgr; Ernest Leise, news director; William A. Howard, mgr of technical operations.

Radio affiliate: WRCV.

WSES (not on air, granted March 28, 1956; target date unknown); ch. 29.

Address: Western Savings Fund Bldg.

Permitter: Philadelphia Broadcasting Co.

Ownership: William L. Jones, 67 1/7%; Isidore B. Sley, 23 4/7%; Murray Borke, 14 2/7%.

WVUE (see Wilmington, Del.)

PITTSBURGH, Allegheny County (ch. 2-, 4+, 11, *13-, 16, 47-, 53+)

KDKA-TV (Jan. 11, 1949) ch. 2; power—100kw visual, 50kw aural; antenna height—997 feet above average terrain, 684 feet above ground.

Address: 21 Gateway Center, zone 22. Phone: Express 1-3000. TWX PG 138.

Licensee: Westinghouse Broadcasting Co. (acquired station Jan 10, 1955).

Ownership: See Westinghouse Broadcasting Co. stations in "Group Ownership."

Network: CBS-TV (primary), ABC-TV (secondary).

Rep: Peters, Griffin, Woodward.

Highest hour rate: \$2,400.

Color facilities: network.

Videotape recorder: in operation.

Executives: Donald H. McGannon, pres; Harold C. Lund, vp; Jerome R. Reeves, gen mgr; John Smith, sales mgr; B. Calvin Jones, program director; Richard C. Dreyfuss, film buyer; David N. Lewis, promotion mgr; Bill Burns, news director; Ray Rodgers, chief engineer.

Washington atty: J. W. Steen (New York).

Radio affiliates: KDKA-AM-FM.

WENS (not on air, suspended operation but has not turned in construction permit); ch. 16.

Address: Carlton House.

Permitter: Telecasting Inc.

Ownership: Thomas P. Johnson, 27.25%; Oliver Tyrone Corp. (Henry Oliver Rea and Associates), 10.9%; John W. Gulbreath, 8.39%; Donald C. Lott, 5.45% and others. For Oliver Tyrone Corp. holdings see Community Broadcasting Service Stations in "Group Ownership."

WLIC (Sept. 1, 1957) ch. 11; power 316kw visual, 158kw aural; antenna height—1,000 feet above average terrain, 827 feet above ground.

Address: 341 Rising Main St. zone 14. Phone: Fairfax 1-8700.

Licensee: WLIC Inc. (original owner).

Ownership: P. G. Publishing Co. (Pittsburgh Post-Gazette), 50%; H. Kenneth Brennan, 16.65%; Margaret C. Brennan and Mary Thelma Bergener, each 16.65%. P. G. Publish-

ing owns WWSW-AM-FM Pittsburgh and also publishes the Toledo (Ohio) Blade. The Brennan family owns WHJB Greensburg, Pa. (See "Newspaper Ownership.")

Network: NBC-TV.

Rep: Blair-TV.

Highest hour rate: \$1800.

Color facilities: network.

Executives: H. K. Brennan, pres; Robert A. Mortenson, executive vp & gen mgr; Roger D. Rice, coml mgr; Shelton Weaver, operations-production director & film buyer; Caloy E. Augustine, public relations & promotion mgr; Robert Holland, news director; Henry R. Kaiser, chief engineer.

Washington atty: Paul M. Segal.

WKJP-TV (began operation September 1953, suspended July 1954, but has not turned in construction permit) ch. 53.

Address: 1715 Grandview Ave., zone 11. Phone: Hubbard 1-2626.

Licensee: Agnes J. Greer (original owner).

Ownership: See Agnes Jane Reeves Greer stations in "Group Ownership."

Washington atty: Dow, Lohnes & Albertson.

Radio affiliate: WKJF-FM.

***WQED** (non-commercial educational) (April 1954) ch. *13; power—138kw visual, 89.2kw aural; antenna height—650 feet above average terrain, 537 feet above ground.

Address: 4331 Fifth Ave. Phone: Museum 3-1300.

Licensee: Metropolitan Pittsburgh Educational Tv Station (original owner)

Executives: John F. White, gen mgr.

WTAE (not on air; target date: Sept. 15, 1955) ch. 4; power—100kw visual, 50kw aural; antenna height—960 feet above average terrain, 1,066 feet above ground.

Address: 400 Ardmore Blvd, zone 21. Phone: Churchhill 2-4300.

Licensee: Television City, Inc.

Ownership: WCAE Inc. (Pittsburgh Sun-Telegraph-Herald), 50%; Earl F. Reed and I. D. Wolf Jr., as voting trustees, 50%. For other Hearst holdings see Hearst Stations in "Group Ownership." Also see "Newspaper Ownership."

Network: ABC-TV

Rep: Katz.

Highest hour rate: \$1800.

Color facilities: network.

Executives: Earl F. Reed Sr., pres; Leonard Kapner, executive vp; Franklin C. Snyder, gen mgr; Alan French, sales mgr; Dave Murray, program director; James H. Greenwood, director of engineering; Louis P. Wagner Jr., chief engineer.

Washington atty: Dompsey & Koplovitz.

Radio affiliate: WCAE.

READING, Berks County (ch. 33+, 61-)

WHUM-TV (not on air, suspended operation but has not turned in construction permit) ch. 61.

Address: Berkshire Hotel.

Permitter: Eastern Radio Corp.

Ownership: Humbolt J. Greig, 38.4%; Robert G. McGee, 4.6%; 58.1% of stock is held in voting trust.

Radio affiliate: WHUM.

SCRANTON, Lackawanna County (ch. 16-, 22-, 44)

WDAU-TV (June 7, 1953) ch. 22; power—1,070 kw visual, 644kw aural; antenna height—1,350 feet above average terrain, 421 feet above ground.

Address: 1000 Wyoming Ave., zone 9. Phone: Diamond 2-7634. TWX SN 10.

Licensee: Scranton Broadcasters Inc. (control acquired by Philadelphia Bulletin in October 1955).

Ownership: WCAI Inc., 50%; Mrs. M. E. Megarce and family, 50%. For WCAI holdings see Philadelphia Bulletin stations in "Group Ownership." Also see "Newspaper Ownership." The Megarces own WGBI Scranton, Pa.

Network: CBS-TV

Rep: H-R Television.

Highest hour rate: \$500.

Color facilities: network

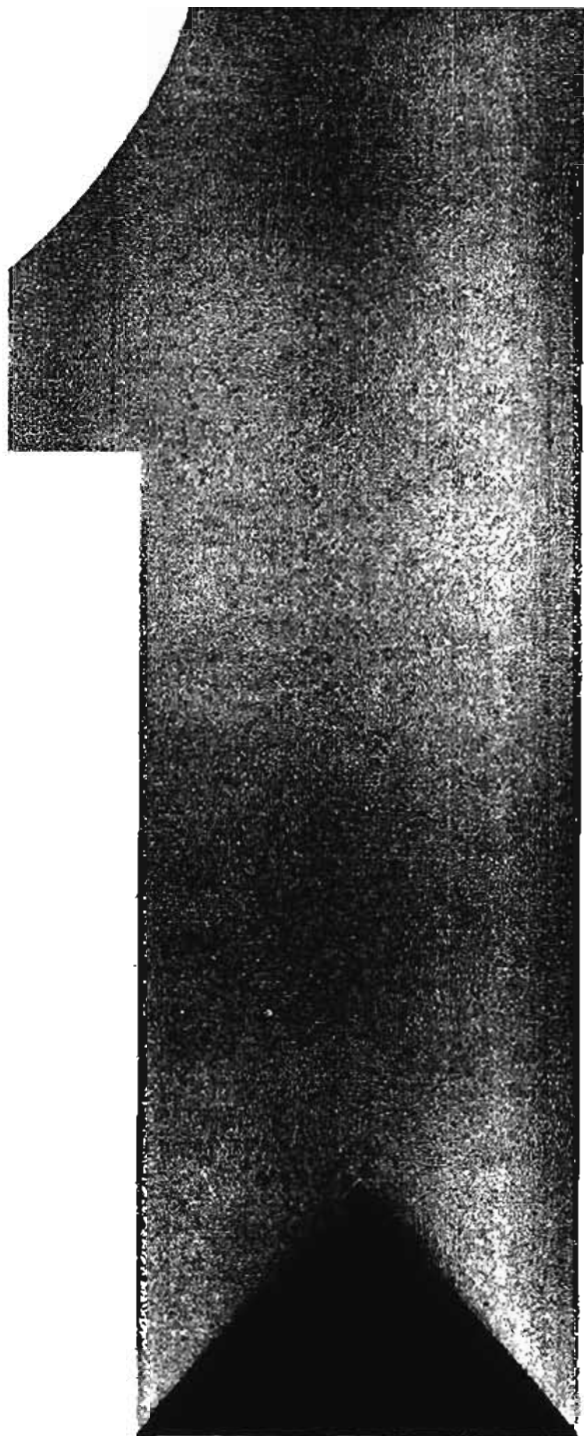
Executives: Donald W. Thornburgh, pres; Vance L. Eckersley, executive vp & gen mgr; Francis H. Conway, gen sales mgr; Mort Rosenthal, program director & film buyer; Doug Holcomb, promotion mgr; Tom Powell, news director; K. R. Cooke, chief engineer.

Washington atty: Dow, Lohnes & Albertson.

Radio affiliates: WGBI-AM-FM.

"Adventures of The SEAHAWK"
starring **JOHN HOWARD**
Filmed in the Caribbean
26 Half-hours
ALL NEW! Available from GROSS-KRASNE NOW!

SEE PAGE B-66 FOR YOUR NEAREST GROSS-KRASNE OFFICE



ST

1st in Delaware Valley, USA,
for the **10th** consecutive month—
and by the largest margin in
our history.

Sources: ARB, Nov. 1957-August 1958

A TRIANGLE STATION

WFIL-TV

PHILADELPHIA, PENNSYLVANIA

ABC-TV CHANNEL 6 BLAIR-TV

Operated by: Radio and Television Div. / Triangle Publications, Inc. / 46th & Market Sts., Philadelphia 39, Pa.
WFIL-AM • FM • TV, Philadelphia, Pa. / **WNEF-AM • FM • TV**, Binghamton, N.Y. / **WLBR-TV**, Lebanon-Lancaster, Pa.
WFBG-AM • TV, Altoona-Johnstown, Pa. / **WNHG-AM • FM • TV**, Hartford-New Haven, Conn.
Triangle National Sales Office, 485 Lexington Avenue, New York 17, New York

Tv Stations CONTINUED

PENNSYLVANIA CONTINUED

SCRANTON (Continued)

WNEP-TV (Scranton-Wilkes-Barre) (1953) **ch. 16**; power—316kw visual, 158kw aural; antenna height—1240 feet above average terrain, 425 feet above ground.
Address: 333 Madison Ave. **Phone:** Diamond 3-1245. **TWX** SN 20.
Licensee: Northeastern Pennsylvania Broadcasting Company (acquired station March 18, 1958).
Ownership: See Transcontinent Television Stations in "Group Ownership."
Network: ABC-TV.
Rep: Averv-Knodel.
Highest hour rate: \$500.
Color facilities: network.
Videotape recorder: in operation.
Executives: Thomas P. Shelburne, executive vp & film buyer; Malcolm W. Dale, coml mgr; Hal Berg, program director & film buyer; Louise Tillie, promotion mgr; John VonBergen & Claude Martin, news directors; Roswell Parker, chief engineer.
Washington atty: Covington & Burling.

WTVU (not on air suspended operation but has not turned in construction permit) **ch. 44**.
Address: Hotel Jermyan.
Permittee: Appalachian Co.
Ownership: Frank Collins and wife, 100%.

SHAMOKIN, Northumberland County (ch. 65)

SHARON, Mercer County (ch. 39+)

SHINGLEHOUSE, Potter County (ch. 26+)

STATE COLLEGE, Centre County (ch. *48+)

SUNBURY, Northumberland County (ch. 38)

WKOK-TV (not on air, granted Feb. 9, 1955; target date unknown) **ch. 38**.
Address: 1150 N. Front St.
Permittee: Sunbury Broadcasting Corp.
Ownership: Basse A. Beck, 45.5%; Harry H. Haddon, 37.5% and others. Interlocking ownership with Sunbury Items.
Radio affiliate: WKOK.

UNIONTOWN, Fayette County (ch. 14)

WASHINGTON, Washington County (ch. 63+)

WILKES-BARRE, Luzerne County (ch. 28, 34)

WBRE-TV (Jan. 1, 1953) **ch. 28**; power—1,000 kw visual; 500kw aural; antenna height—1,200 feet above average terrain, 429 feet above ground.
Address: 62 S. Franklin St. **Phone:** Valley 3-3101. **TWX** WKBR 60.
Licensee: WBRE-TV Inc. (original owner).
Ownership: Louis G. Baltimore, 64.4%; David G. Baltimore and wife, 15.8% and others. Licensee also owns WSCR Scranton, Pa.
Network: NBC-TV.
Rep: Headley-Reed Tv.
Highest hour rate: \$525.
Color facilities: network, local live, local film, local slides.
Executives: Louis G. Baltimore, pres; David M. Baltimore, vp & gen mgr; Ernest Lewis; national sales mgr; Phil A. O'Neill, regional sales mgr; Franklin D. Coslett, operations director & film buyer; Charles Sakoski Sr., chief engineer.
Washington atty: Hogan & Hartson.
Radio affiliates: WBRE-AM-FM.

WILLIAMSPORT, Lycoming County (ch. 36—)

WRAK-TV (not on air, granted November 12, 1952; target date unknown) **ch. 36**.
Address: 1561 W. Fourth St.
Permittee: WGAL Inc.
Ownership: See Steinman Stations in "Group Ownership."
Radio affiliates: WRAK-AM-FM.

YORK, York County (ch. 43, 49)

WNOW-TV (November 9, 1953) **ch. 49**; power—10.2kw visual; antenna height—660 feet above average terrain, 384 feet above ground.
Address: 25 S. Duke St. **Phone:** 3-7821.
Licensee: WNOW Inc.
Ownership: See Good Neighbor Stations in "Group Ownership."

Network: NBC-TV.
Rep: Young Television.
Highest hour rate: \$100.
Executives: W. F. Rust Jr., pres.
Radio affiliates: WNOW-AM-FM.

WSBA-TV (Dec. 1952) **ch. 43**; power—20kw visual, 10kw aural; antenna height—530 feet above average terrain, 419 feet above ground.
Address: South Queen St., Extended. **Phone:** 2-5531. **TWX** York 69.
Licensee: Susquehanna Broadcasting Co. (original owner).
Ownership: Estate of Louis J. Appell, 88% (voted by executors Louis J. Appell Jr., George N. Appell and Helen P. Appell, each of whom have minority interests of own). Louis J. Appell Jr. has a 25% interest in WCTC-AM-FM New Brunswick, N. J.
Network: ABC-TV.
Rep: Masla.
Highest hour rate: \$200.
Color facilities: network.
Executives: Louis J. Appell Jr., pres; Robert M. Stough, sales mgr; Jim Curtis, program director & film buyer; Stephen B. Fayer, promotion director; Glenn W. Winter, chief engineer.
Washington atty: Loucks, Zias, Young & Jansky.
Radio affiliate: WSBA

RHODE ISLAND

PROVIDENCE, Providence County (ch. 10+, 12+, 16, *36+)

WJAR-TV (July 10, 1949) **ch. 10**; power—316 kw visual; 158kw aural; antenna height—920 feet above average terrain, 853 feet above ground.
Address: 176 Weybosset St., zone 2. **Phone:** Gaspee 1-8255. **TWX** PR 92.
Licensee: The Outlet Co. (original owner).
Ownership: The Outlet Co. is a department store.
Network: NBC-TV (primary), ABC-TV (second-Rep: Petry.
Highest hour rate: \$1200.
Color facilities: network.
Executives: George O. Griffith, vp & treas; Joseph S. Sinclair, station mgr; Frederick R. Griffiths, tv operations mgr; David J. Shurtz, director of tv sales; Seymour Horowitz, program director; Edward Boghosian sales mgr; Frederick Cluck Jr., promotion mgr; Warren Walden, news director; Thomas C. J. Prior, chief engineer.
Washington atty: Dow, Lohnes & Albertson.
Radio affiliate: WJAR.

WNET (not on air, suspended operation but has not turned in construction permit) **ch. 16**.
Address: P. O. Box 1533.
Permittee: Ch. 16 of Rhode Island Inc.
Ownership: Harold C. Arcaro, Samuel Hamin and John M. Dunne, each 30.66%. Frank Lyman Jr. has an option to buy 16%. Mr. Arcaro owns 16% of WRIB Providence. Mr. Lyman owns WTAO-AM-FM Cambridge and WXHR (FM) Woburn, both Massachusetts.

RHODE ISLAND BROADCASTERS
TO BUY OR SELL
 see
Wm. T. Stubblefield
 1737 DeSales St., N.W., Washington 6, D.C.
 (EX 3-3456)
 or any office of
HAMILTON-STUBBLEFIELD-TWINING & ASSOCIATES, INC.

GENERAL ELECTRIC APPLIANCES } **USES IT***
 IN DOTHAN, ALA.
*** SEE ZIV AD PAGES A114-A115**



up!
up!
up!
up!
up!

This month WNEP-TV becomes one of America's most powerful television stations... zooming up tower height and visual power to deliver a *bonus* of about 80,000 additional TV homes... penetrating even fringe areas with maximum signal intensity on direct line-of-sight.

WNEP-TV will now deliver the best possible coverage of the prosperous Scranton - Wilkes-Barre trading area at the lowest cost-per-thousand.

In North Eastern Pennsylvania's 21-county area, WNEP-TV will now be hitting a total of 336,157 TV homes (plus about 65,000 more reached by two satellites)... blanketing a booming industrial

center with annual retail sales of over \$2 billion. Add ABC-TV's top-rated shows... fine new local programming from studios in both Scranton and Wilkes-Barre... and WNEP-TV makes the "prettiest picture" for advertiser and viewer alike!

REPRESENTED BY AVERY-KNODEL, INC.

WNEP-TV
Channel 16 • Scranton—Wilkes-Barre

A TRANSCONTINENT STATION

WROC-TV, Rochester, N. Y. • WSYA Radio, WSYA-TV, Harrisonburg
WGR Radio, WGR-TV, Buffalo • WNEP-TV, Scranton—Wilkes-Barre



OFFICES: 70 NIAGARA ST., BUFFALO, MOHAWK 2300 • 15 E. 47th ST., NEW YORK, PLAZA 1-3030

713

Tv Stations CONTINUED

RHODE ISLAND CONTINUED

PROVIDENCE (Continued)

WPRO-TV (March 27, 1955) **ch. 12**; power—309kw visual, 182kw aural; antenna height—610 feet above average terrain, 557 feet above ground.

Address: 24 Mason St., zone 2. **Phone:** Plantations 1-9776. **TWX** PR 95.

Licensee: Cherry & Webb Broadcasting Co. (original owner).

Ownership: See William S. Cherry stations in "Group Ownership."

Network: CBS-TV (primary), ABC-TV (secondary).

Rep: Blair Tv.

Highest hour rate: \$1,100.

Color Facilities: network.

Executives: William S. Cherry Jr., pres; Arnold F. Schoen Jr., gen mgr; Eugene W. Wilkin, coml mgr; Raymond A. Gilvard, program director; Donald S. Moeller, production mgr; John V. Ferri, chief engineer.

Washington atty: Dow, Lohnes & Albertson.

Radio affiliates: WPRO-AM-FM.

Address: 321 Kingsley Road. **Phone:** Canal 6-1511. **TWX** 6030.

Licensee: Wilton E. Hall (original owner).

Ownership: Mr. Hall is publisher of the Anderson Independent and the Daily Mail. Also see "Newspaper Ownership."

Network: CBS-TV (primary), ABC-TV (secondary).

Rep: Headley-Read.

Executives: Wilton E. Hall, owner; Glenn P. Warnock, gen mgr; John McCallum, coml mgr; Ray Barath, program director; V. Barath, promotion mgr; Earl Cosens, chief engineer.

Washington atty: Cottone & Scheiner.

Radio affiliates: WAIM, WCAC (FM).

CAMDEN, Kershaw County (ch. 14)

WACA-TV (not on air, granted June 3, 1953; target date unknown) **ch. 14**.

Address: c/o WACA Camden.

Permittee: Camden Broadcasting Corp.

Ownership: Haygood S. Bowden, 27%; Woodrow R. Bowden, 12%; Harold W. Funderburk, 7%; Picke-H. Shannon (heir to Charles Shannon), 5%, and others.

Radio affiliate: WACA

Executives: John M. Rivers, pres; Roland Weeks, gen mgr & national sales mgr; Charles E. Hall, program director; Ralph E. Thornley, regional sales mgr & film buyer; Mrs. Annie Lee Small, merchandising mgr; Kenneth Klyce, news director; Rudy Hughes, chief engineer.

Washington atty: Dow, Lohnes & Albertson.

Radio affiliates: WCSC-AM-FM.

WTMA-TV (not on air, granted Aug. 1, 1957; stay of grant pending outcome of protest) **ch. 4**.

Address: 133 Church St

Permittee: Atlantic Coast Broadcasting Corp.

Ownership: Charles E. Smith and George H. Clinton, each 40%; David W. Jefferies and Dorothy A. Marks, each 10%. Mr. Clinton owns WCMJ-AM-FM Ashland, Ky.

Radio affiliate: WTMA.

WUSN-TV (September 24, 1954) **ch. 2**; power—100kw visual, 53.7kw aural; antenna height—790 feet above average terrain, 842 feet above ground.

Address: P. O. Box 879. **Phone:** Tulip 4-4111. **Licensee:** Southern Broadcasting Co. (original owner).

Ownership: J. Drayton Hastie and family, 28.2%; Reeves Sound Studios Inc., Reeves Products Inc., and 304 Corp., 30.8%; T. D. Maybank, 4.9%; George Buist, 3.2%, and others.

Network: NBC-TV (primary), ABC-TV (secondary).

Rep: Select Station Representatives; Simmons Assoc.; Ayres.

Highest hour rate: \$300.

Color facilities: network.

Videotape recorder: in operation.

Executives: J. Drayton Hastie, pres & gen mgr; Douglas M. Bradham, assistant gen mgr; Grange S. Cuthbert, local coml mgr; Ansley D. Cohen Jr., production director; Gloria Wilson, promotion mgr; Walter M. Nelson, chief engineer.

Washington atty: Elliot Lovett.

SOUTH CAROLINA

AIKEN, Aiken County (ch. 54)

ANDERSON, Anderson County (ch. 40, 58—)

WAIM-TV (December 1953) **ch. 40**; power—170kw visual, 93.3kw aural; antenna height—380 feet above average terrain, 418 feet above ground.

CHARLESTON, Charleston County (ch. 2+, 4, 5+, *7, 17+)

WCSC-TV (June 19, 1953) **ch. 5**; power—100 kw visual, 50kw aural; antenna height—470 feet above average terrain, 515 feet above ground.

Address: 455 East Bay. **Phone:** Raymond 3-8371. **TWX** CS 336.

Licensee: WCSC Inc. (original owner).

Ownership: John M. Rivers, 63.7%, and others.

Network: CBS-TV (primary), ABC-TV (secondary).

Rep: Peters, Griffin, Woodward.

Highest hour rate: \$300.

Color facilities: network.

CLEMSON, Oconee County (ch. *68)

BIG
5

NEW TOWER

WCSC-TV

CHARLESTON, S. C.

AREA INCREASE BY F.C.C. RULES **42.8%**

POPULATION INCREASE BY F.C.C. RULES **28.3%**

DUE TO FLAT TERRAIN ACTUAL AREA INCREASE WILL BE **85%**

POPULATION INCREASE **50%**

TARGET DATE—NOV. 2, 1958

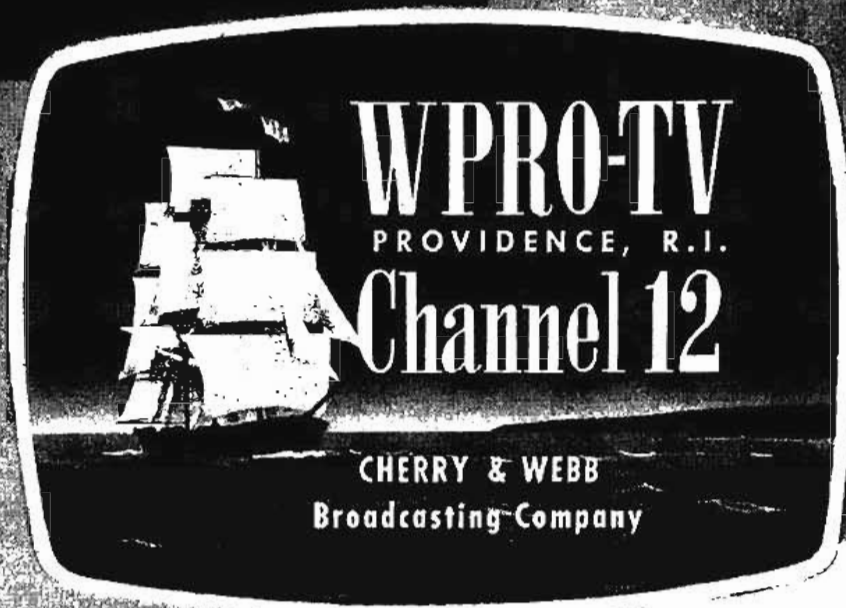
JOHN M. RIVERS,
OWNER

PETERS, GRIFFIN, WOODWARD, INC.
Exclusive National Representatives

CBS-TV for coastal Carolinas

**THE
TRADEMARK
OF
LEADERSHIP**

Represented
by
BLAIR-TV



BASIC
Maximum
Power

**IN SOUTHEASTERN
NEW ENGLAND'S**

**3-CITY
MARKET**

**Providence
Fall River
New Bedford**

Tv Stations CONTINUED

SOUTH CAROLINA CONTINUED

COLUMBIA, Richland County (ch. 10—, *19+, 25—, 67+)

WIS-TV (Nov. 7, 1953) ch. 10; power—316kw visual; 159kw aural; antenna height—1510 feet above average terrain; 1522 feet above ground. Address: 1111 Bull St. Phone: Alpine 3-6431. TWX CO 7145.

Licenses: Broadcasting Co. of the South (original owner).

Ownership: B. Calhoun Hipp, Francis M. Hipp, Herman K. Hipp, Dorothy Hipp Gunter, each 11 1/3%; Frances M. McCreery, 8%, and others. Licensee also owns WIST Charlotte, N. C.

Network: NBC-TV (primary), ABC-TV (secondary).

Rep: Peters, Griffin, Woodward.

Highest hour rate: \$450.

Color facilities: network.

Executives: G. Richard Shafte, executive vp; Charles A. Batson, vp & managing director; Law Epps, coml mgr; Dixon Lovvorn, program director; John Bondeson, promotion mgr; Bill Minshall, news director; Barnett Goldberg, chief engineer.

Washington atty: Dow, Lohnes & Albertson.

Radio affiliate: WIS.

WNOK-TV (Sept. 1, 1953) ch. 67; power—111 kw visual; antenna height—624 feet above average terrain; 545 feet above ground. Address: 1811 Main St. Phone: Alpine 2-7737. TWX CO 7076.

Licenses: Palmetto Radio Corp. (original owner).

Ownership: Irwin Kahn, 31.2%; Jules W. Lindau III, 10.3%; Samuel Litman, 3.7%, and others. Mr. Kahn owns 49.9% of WORD Spartanburg, S. C. (sale pending FCC approval).

Network: CBS-TV (primary), ABC-TV (secondary).

Rep: Raymer.

Highest hour rate: \$200.

Color facilities: network.

Executives: H. Moody McElveen Jr., vp & gen mgr; David C. Phillips, coml mgr; Graham M. Thomas, program director & film buyer; Pat Conder, promotion mgr; Winter Kimes, news director; C. W. Bowers, chief engineer.

Washington atty: Covington & Rowley.

Radio affiliate: WNOK.

CONWAY, Horry County (ch. 23—)

FLORENCE, Florence County (ch. 13 [substituted July 30, 1958, for ch. 8], 60)

WBTW (Oct. 18, 1954) ch. 8; power—316kw visual; 191kw aural; antenna height—730 feet above average terrain; 823 feet above ground. Address: New Cashua Ferry Road. Phone: Mohawk 2-1566. TWX FLRC 361.

Licenses: Jefferson Standard Broadcasting Co. (original owner).

Ownership: See Jefferson Standard Life Insurance Co. stations in "Group Ownership."

Network: CBS-TV (primary), ABC-TV (secondary), NRC (secondary).

Rep: CBS Television Spot Sales.

Highest hour rate: \$300.

Color facilities: network.

Executives: Joseph M. Bryan, pres; Charles H. Cutchfield, executive vp & gen mgr; J. William Quinn, managing director; John H. Brock, sales mgr; George B. Burnette, program & production mgr & film buyer; Whiteford Smith, promotion & publicity mgr; Emil A. Sellers, engineering mgr.

Washington atty: Kirkland, Fleming, Green, Martin & Ellis.

GEORGETOWN, Georgetown County (ch. 27—)

GREENVILLE, Greenville County (ch. 4—, 23+, *29)

WFBC-TV (Dec. 31, 1953) ch. 4; power—100kw visual; 50kw aural; antenna height—2,000 feet above average terrain; 885 feet above ground. Address: 505 Rutherford St. Phone: Cedar 5-1331. TWX GV 6014.

Licenses: WMRC Inc. (original owner).

Ownership: Greenville News-Piedmont Co. (Greenville News and Piedmont), 48.8%; Robert A. Jolley and family, 8% and others. Greenville News-Piedmont Co. owns Asheville (N.C.) Citizen-Times (WWNC Asheville). Also see "Newspaper Ownership."

Network: NBC-TV.

Rep: Wood Television.

Highest hour rate: \$525.

Color facilities: network.

Executives: R. A. Jolley, pres; Wilson C. Weard, assistant to the pres; Kenneth Benchoard, mgr; R. Q. Glass Jr., coml mgr; Norvin C. Duncan Jr., program director & assistant mgr; Edna L. Seaman, promotion mgr; Monty Duhay, news director; William E. Garrison, chief engineer.

Washington atty: Dow, Lohnes & Albertson.

Radio affiliate: WFBC-AM-FM.

WGVJ (not on air, suspended operation but has not turned in construction permit), ch. 23. Address: Calhoun Towers. Permits: Greenville Tv Co. Ownership: R. M. Caine, 40.7%; Edgar M. Norris, 8.7%; Calvin F. Teague, 3.4%; Ben K. McKinnon, 2.2%; Lewis Village, 5%; Vivian M. Manning, 5%; Burnet R. Maybank, 3%, and others.

GREENWOOD, Greenwood County (ch. 21—)

LAKE CITY, Florence County (ch. 35+)

LANCASTER, Lancaster County (ch. 31—)

LAURENS, Laurens County (ch. 45—)

MARION, Marion County (ch. 43—)

NEWBERRY, Newberry County (ch. 70)

ORANGEBURG, Orangeburg County (ch. 44—)

ROCK HILL, York County (ch. 61—)

SPARTANBURG, Spartanburg County (ch. 7+, 17—, 74—)

WSPA-TV (April 20, 1956) ch. 7; power—257 kw visual; 144kw aural; antenna height—1,182 feet above average terrain; 145 feet above ground. Address: 224 E. Main St. Phone: 3-3621. TWX ZP 40.

Licenses: The Spartan Broadcasting Co. (original owner).

Ownership: Walter J. Brown and family, 53.2%; D. S. Burnside and wife, 16%, and others.

Network: CBS-TV.

Rep: Hollingbery.

Highest hour rate: \$525.

Color facilities: network.

Executives: Walter J. Brown, pres; D. S. Burnside, sec-treas; Charles E. Bell, national sales mgr; James B. Hobbs Jr., program director & film buyer; Peter W. Swanson Jr., production mgr; William A. Adams, promotion mgr; Charles Newcomb, news director; Harold R. Beckholt, director of engineering.

Washington atty: Dampsey & Koplowitz.

Radio affiliate: WSPA-AM-FM.

SUMTER, Sumter County (ch. 47)

UNION, Union County (ch. 65—)

NEW COVERAGE BY NOVEMBER

WIS-TV's 1522 foot tower will bring you—

EBI	\$2,781,545,000
Retail Sales	\$1,929,789,000
Population	2,340,000

SM SOBP May 10, '58

WIS-TV 10

Represented Nationally by—
PETERS, GRIFFIN & WOODWARD
 G. Richard Shafte—Exec. Vice President
 Charles A. Batson—Managing Director

SOUTH DAKOTA

ABERDEEN, Brown County (ch. 9—, 17+)
KXAB-TV (not on air; target date October 1953) ch. 9; power—1.58kw visual; antenna height—200 feet above average terrain, 220 feet above ground.
Address: P. O. Box 617. **Phone:** Baldwin 5-4350. **TWX** AD 8378
Licensee: North Dakota Broadcasting Co.
Ownership: See North Dakota Broadcasting Co. stations in "Group Ownership."
Network: ABC-TV (primary), CBS-TV (secondary).
Rep: Weed Television.
Highest hour rate: \$150.
Color facilities: network.
Executives: John W. Boler, pres; Henry Bechler, gen mgr; Comet Haraldson, chief engineer.
Washington atty: D. F. Princee.

BELLE FOURCHE, Butte County (ch. 23+)

BROOKINGS, Brookings County (ch. *8, 25)

DEADWOOD, Lawrence County (Lead, S. D., allocation)
KDSJ-TV (not on air, granted Aug. 8, 1956; target date unknown): ch. 5.
Address: 745 Main St.
Permittee: The Heart of The Black Hills Stations.
Ownership: See Heart of the Black Hills stations in "Group Ownership."
Radio affiliate: KSDJ

GARDEN CITY, Clark County (no channels allocated, see Watertown)
KDLO-TV ch. 3 (see Watertown).

HOT SPRINGS, Fall River County (ch. 17+)

HURON, Beadle County (ch. 12+, 15+)

LEAD, Lawrence County (ch. 5—, 26)

MADISON Lake County (ch. 46)

MITCHELL, Davison County (ch. 5+, 20—)
KORN-TV (not on air, granted Nov. 13, 1957; target date unknown): ch. 5.
Address: c/o KORN Mitchell.
Permittee: Mitchell Broadcasting Assn.
Ownership: Raymond V. Eppel, 100%.
Radio affiliate: KORN.

MOBRIDGE, Walworth County (ch. 27—)

PIERRE, Hughes County (ch. 10+, *22+)

RAPID CITY, Pennington County (ch. 3+, 7+, 15—)
KOTA-TV (July 1, 1955) ch. 3; power—72.4kw visual, 36.3kw aural; antenna height—340 feet above average terrain, 350 feet above ground.
Address: P. O. Box 1762. **Phone:** Fillmore 2-2600. **TWX** RC 8481.
Licensee: Duhamel Enterprises Inc. (original owner).
Ownership: See Duhamel Enterprises stations in "Group Ownership."
Network: ABC-TV (secondary), CBS-TV (secondary).
Rep: Headley-Reed Tv.
Highest hour rate: \$200.
Executives: Helen S. Duhamel, pres & gen mgr; William F. Turner, business & coml mgr; Norm Heffron, program director; Arthur L. Jones, promotion mgr; Stewart Steele, news director; Robert H. Musfeldt, chief engineer.
Washington atty: Fisher, Wayland, Duvall & Southmayd.
Radio affiliate: KOTA.

KRSB-TV (January 1958): ch. 7; power—25.7 kw visual, 12.9kw aural; antenna height—540 feet above average terrain, 422 feet above ground.
Address: 1438 Mountain View Drive.
Licensee: The Heart of The Black Hills Stations (original owner).
Ownership: See Heart of the Black Hills stations in "Group Ownership."
Network: NBC-TV.
Rep: Devney.
Highest hour rate: \$147.75.
Executives: Eli Daniels, gen mgr.
Radio affiliate: KRSB.

RELiance, Lyman County (ch. 6—)
KPLO-TV (July 1957) ch. 8; power—100kw visual, 60 kw aural; antenna height—1,110 feet above average terrain, 711 feet above ground.
Address: Reliance. **Phone:** (Sioux Falls) 4-5843. **TWX** SX 8314.
Licensee: Midcontinent Broadcasting Co. (original owner).

Ownership: See BFR stations in "Group Ownership."
Network: CBS-TV (primary), ABC-TV (secondary), NBC-TV (secondary).
Rep: H-R Television; Wayne Evans & Assoc. (Minneapolis).
Highest hour rate: See KELO-TV, Sioux Falls, S. D. (parent station).
Executives: Joe Floyd, pres & film buyer; Evans A. Nord, gen mgr; J. C. Johnson, resident mgr; Tom Sheeley, program director; Bob Johnson, film buyer; Jack Townsend, promotion mgr; Merle Thiele, news director; Les Froke, chief engineer.
Washington atty: Dow, Lohnes & Albertson.

SIoux FALLS, Minnehaha County (ch. 11, 13+, 38+, *44—)
KELO-TV (May 1953) ch. 11; power—220kw visual, 123kw aural; antenna height—982 feet above average terrain, 1,032 feet above ground.
Address: Phillips at 8th Sts. **Phone:** 4-5841. **TWX** SX 8314.
Licensee: Midcontinent Broadcasting Co. (original owner).
Ownership: See BFR stations in "Group Ownership."
Network: CBS-TV (primary), ABC-TV (secondary), NBC-TV (secondary).
Rep: H-R Television; Wayne Evans & Assoc. (Minneapolis).
Highest hour rate: \$600 (includes satellites KDLO-TV Watertown, & KPLO-TV Reliance, S. D.).
Executives: Joe Floyd, pres & film buyer; Evans A. Nord, gen mgr & coml mgr; Tom Sheeley, program director; Bob Johnson, film buyer; Jack Townsend, promotion mgr; Merle Thiele, news director; Les Froke, chief engineer.
Washington atty: Dow, Lohnes & Albertson.
Radio affiliate: KELO.

KSOO-TV (not on air, granted July 18, 1957; target date unknown) ch. 13.
Address: 317 S. Phillips Ave.
Permittee: KSOO-TV Inc.
Ownership: Morton H. Henkin, 80%, and others.
Radio affiliate: KSOO.

STURGIS, Meade County (ch. 20)

VERMILLION, Clay County (ch. *2+, 41)

WATERTOWN, Codington County (ch. 3—, 35+)
KDLO-TV (September 1955) ch. 3; power—100 kw visual, 60kw aural; antenna height—841 feet above average terrain, 750 feet above ground.
Address: Garden City S. D. **Phone:** (Sioux Falls) 4-5841. **TWX** SX 8314.
Licensee: Triple City Broadcasting Co. (original owner).
Ownership: See BFR stations in "Group Ownership."
Network: CBS-TV (primary), ABC-TV (secondary), NBC-TV (secondary).
Rep: H-R Television; Wayne Evans & Assoc. (Minneapolis).
Highest hour rate: See KELO-TV Sioux Falls, S. D. (parent station).
Executives: Joe Floyd, pres; Evans A. Nord, gen mgr & film buyer; M. A. Stoneking, resident mgr; Tom Sheeley, program director; Bob Johnson, film buyer; Jack Townsend, promotion mgr; Merle Thiele, news director; Les Froke, chief engineer.
Washington atty: Dow, Lohnes & Albertson.

WINNER, Tripp County (ch. 18—)

YANKTON, Yankton County (ch. 17—)

TENNESSEE

ATHENS, McMinn County (ch. 14+)

BRISTOL, Tenn. (Sullivan County)—BRISTOL, Va. (Washington County) (ch. 5+, 46—)
WCYB-TV (Aug. 13, 1956) ch. 5; power—85.1 kw visual; antenna height—2,219 feet above average terrain, 120 feet above ground.
Address: Cumberland St., Bristol, Va. **Phone:** North 3560. **TWX** Bristol 91.
Licensee: Appalachian Broadcasting Corp.
Ownership: Robert H. Smith Sr., 25%; J. Fey Rogers, 25%; Charles M. Gore, 16-2/3%; Harry M. Daniel, 16-2/3%; Frank W. DeFriece Jr., 16-2/3%.
Network: NBC-TV (primary), ABC-TV (secondary).
Rep: Weed Television.
Highest hour rate: \$300.
Color facilities: network.
Executives: Robert H. Smith, pres & gen mgr; J. Fey Rogers, coml mgr; Art Countiss, program director; Labe E. Mell, promotion mgr; Don W. Greenc, news director; R. V. Robinson, chief engineer.
Washington atty: Fly, Shuebruk, Blume & Gaguine.
Radio affiliate: WCYB.

CHATANOOGA, Hamilton County (ch. 3+, 9, 12—, 43+, 49+, *55—)
WDEF-TV (April 25, 1954) ch. 12; power—316 kw visual, 158kw aural; antenna height—994 feet above average terrain, 378 feet above ground.
Address: 3300 Broad St. **Phone:** Amherst 7-3393. **TWX** CT-7056.
Licensee: WDEF Broadcasting Co. (original owner).
Ownership: Carter M. Farham, 21.44%; Edward Finlay Jr., 13.30%; Phyllis W. Finlay, 4.03%; Z. Cartler Patten, 5.67%; John P. Gaither, 4.34%, and others.
Network: CBS-TV.
Rep: Branham.
Highest hour rate: \$450.
Color facilities: network.
Executives: Carter M. Farham, pres; Otis H. Segler, gen mgr; Richard V. Holloway, national sales mgr; Morris Quave, program-operations mgr & film buyer; Steve Conrad, news director; Bob Briscoe, studio chief engineer; Buford Young, transmitter chief engineer.
Washington atty: Pferson, Ball & Dowd.
Radio affiliate: WDRF.

WRGP-TV (May 6, 1956) ch. 3; power—100kw visual, 50kw aural; antenna height 1,070 feet above average terrain, 300 feet above ground.
Address: 1214 McCallie Ave. zone 4. **Phone:** Oxford 8-1505. **TWX** CT 7004.
Licensee: Mountain City Television Inc. (original owner).
Ownership: Ramon G. Patterson, 70%; H-R Representatives Inc.-H-R Television Inc. Profit Sharing Trust, 30%. Mr. Patterson owns 20% of WAPO Chattanooga.
Network: NBC-TV.
Rep: H-R Television.
Highest hour rate: \$400.
Color facilities: network.
Executives: Ramon G. Patterson, pres, gen mgr & film buyer; George P. Moore, coml mgr; Helen Patterson, vp, program director & promotion mgr; Mort Lloyd, news director; B. E. Barnes, chief engineer.
Washington atty: Fisher, Wayland, Duvall & Southmayd.

WTVC (Feb. 11, 1958) ch. 9; power—316kw visual, 158kw aural; antenna height 1,040 feet above average terrain, 275 feet above ground.
Address: Hotel Patten. **Phone:** Amhurst 6-4151. **TWX** CT-7117.
Licensee: Martin Theatres of Georgia Inc. (original owner).
Ownership: See Martin Theatres of Georgia stations in "Group Ownership."
Network: ABC-TV.
Rep: Meeker; James S. Ayers (South).
Highest hour rate: \$425.
Executives: Reeve Owen, gen mgr & film buyer; Joe Windsor, national sales mgr; S. L. Brooks, local sales mgr; Jack Sausman, program director; Conrad Alexandria, promotion mgr; Earl D. Winger Sr., director of public relations; Leon Webb, chief engineer.
Washington atty: Cohn & Marks.

CLARKSVILLE, Montgomery County (ch. 53)

CLEVELAND, Bradley County (ch. 38+)

COLUMBIA, Maury County (ch. 39—)

COOKEVILLE, Putnam County (ch. 24, *69)

CROSSVILLE, Cumberland County (ch. *77)

COVINGTON, Tipton County (ch. 19—)

DYERSBURG, Dyer County (ch. 46+)

ELIZABETHTON, Carter County (ch. 22+)

FAYETTEVILLE, Lincoln County (ch. 27+)

GALLATIN, Sumner County (ch. 48+)

HARRIMAN, Roane County (ch. 67)

HUMBOLDT, Gibson County (ch. 25)

JACKSON, Madison County (ch. 7+, 16+)
WDXI-TV (March 6, 1955) ch. 7; power 83.2 kw visual, 41.7kw aural; antenna height—630 feet above average terrain, 560 feet above ground.
Address: Williams Bldg. **Phone:** 7-8580. **TWX** JA 16.
Licensee: Dixie Broadcasting Co. (original owner).
Ownership: See Aron B. Robinson stations in "Group Ownership."
Network: CBS-TV (primary), ABC-TV (secondary).
Rep: Venard, Rintoul, & McConnell.
Highest hour rate: \$250.
Executives: Aron B. Robinson, pres; John E. North, vp & gen mgr; James W. Hoppers, program director; Russell Honeyman, news director; James S. Thomas, vp & chief engineer.
Washington atty: D. F. Princee.
Radio affiliate: WDXI.

Tv Stations CONTINUED

TENNESSEE CONTINUED

JOHNSON CITY, Washington County (ch. 11—, 34+)

WJHL-TV (Oct. 26, 1953) **ch. 11**; power—263 kw visual; antenna height—720 feet above average terrain, 629 feet above ground.
Address: 145 W. Main St. **Phone:** 2780; **TWX** Johnson City 316.

Licensee: WJHL Inc. (original owner).
Ownership: W. H. Lancaster and wife, 48.6%; W. H. Lancaster Jr., 34.5%; T. F. Dooley, 0.7%; Mr. Dooley and wife own minority interest in Capital Cities Tv Corp. (See that listing in "Group Ownership").

Network: CBS-TV (primary), ABC-TV (secondary).

Rep: Pearson Tv.
Highest hour rate: \$300.

Executives: W. Hanes Lancaster Jr., pres & gen mgr; J. Will Hall, coml mgr; Richard Ellis, program director; Mrs. Vernita Wright, film buyer; W. A. McDonald, promotion mgr; Hal Youngblood, news director; Rowland Medler, chief engineer.

Washington atty: McKenna & Wilkinson.
Radio affiliates: WJHL-AM-FM.

KINGSPORT, Sullivan County (ch. 28)

KNOXVILLE, Knox County (ch. 6, 10+, *20+, 26—)

WATE-TV (Oct. 1, 1953) **ch. 6**; power—100kw visual, 50kw aural; antenna height—994 feet above average terrain, 649 feet above ground.
Address: 612 Gay St., S.W., zone 2. **Phone:** 2-7111. **TWX** KX-95.

Licensee: WATE, Inc. (original owner).
Ownership: Paul Mountcastle, 37.43%; W. Henry Linebaugh, 5.04%; Cowan Rodgers Jr., 4.91%; Frank A. Tucker, 4.28%; Clarence Beaman Jr., 14.2%, and others. Messrs. Mountcastle, Linebaugh and John A. Ayres hold half of stock in voting trust; Messrs. Rodgers, Tucker and Herbert J. Madden vote other half. Mr. Mountcastle is board chairman of Life & Casualty Insurance Co., owner of WLAC Nashville and 50% owner of WLAC-TV.

Network: NBC-TV (primary).

Rep: Avery-Knode.
Highest hour rate: \$600.

Color facilities: network.
Executives: Paul Mountcastle, pres; W. H. Linebaugh, gen mgr; J. T. McCloud, coml mgr; Jack H. Wiedemann, program director; John H. Reese, film buyer; Carl H. Huster, promotion mgr; Arthur J. Metzler, news director; Fred M. Andrews, chief engineer.

Washington atty: Fisher, Wayland, Duvall & Southmayd.

Radio affiliate: WATE.

WBIR-TV (Aug. 12, 1956) **ch 10**; power—316kw visual, 158kw aural; antenna height—991 feet above average terrain, 701 feet above ground.
Address: 1513 Hutchison Ave. zone 17. **Phone:** 5-8101. **TWX** KX 88.

Licensee: WBIR Inc. (original owner).
Ownership: Gilmore N. Nunn, 30%; Robert L. Ashe and wife, 30%; John P. Hart, 10%; Radio Cincinnati Inc., 30% (See Taft stations in "Group Ownership").

Network: CBS-TV.
Rep: Katz.
Highest hour rate: \$600.

Color facilities: network.
Executives: John P. Hart, pres & gen mgr; R. S. Quinn, local sales mgr; Neal W. Branch, program director & film buyer; Robert Wilson, promotion director; Robert Wesley, news director; J. Rex Horton, technical director.

Washington atty: Dow, Lohnes & Albertson.

Radio affiliates: WBIR-AM-FM.

WTVK (Oct. 1, 1953) **ch. 26**; power—316kw visual, 158kw aural—antenna height—480 feet above average terrain, 257 feet above ground.
Address: P. O. Box 1388. **Phone:** 5-2114.
Licensee: South Central Broadcasting Corp. (acquired station July 1954).

Ownership: John A. Engelbrecht and wife, 40.1%; George F. Stoltz and wife, 40.1%; Leighman D. Groves, father of Mrs. Engelbrecht and uncle of Mrs. Stoltz, 19.8%. **Licensee** also owns WIKY-AM-FM Evansville, Ind.

Network: ABC-TV.
Rep: Pearson Tv.
Color facilities: network.
Highest hour rate: \$300.
Executives: John A. Engelbrecht, gen mgr & film buyer.

LAWRENCEBURG, Lawrence County (ch. 50+)

LEBANON, Wilson County (ch. 58)

LEXINGTON, Henderson County (ch. *11)

McMINNVILLE, Warren County (ch. 46)

MARYVILLE, Blount County (ch. 51)

MEMPHIS, Shelby County (ch. 3, 5+, *10+, 13+, 42—, 48—)

WAMT (not on air, granted Feb. 13, 1958; target date unknown): **ch. 42.**

Address: Box 2853.
Permittee: Malco Theatres Inc.
Ownership: See Malco Theatres' Stations in "Group Ownership."

WHBQ-TV (Sept. 27, 1953) **ch. 13**; power—316 kw visual, 158kw aural; antenna height—1,010 feet above average terrain, 1,073 feet above ground.

Address: 1381 Madison Ave. **Phone:** Broadway 2-3441.

Licensee: RKO Teleradio Pictures Inc. (acquired station July 8, 1954).

Ownership: See RKO Teleradio Pictures Inc. stations in "Group Ownership."
Network: ABC-TV.

Rep: H-R Television.
Highest hour rate: \$900.

Executives: Thomas F. O'Neil, pres; William H. Grumbles, gen mgr; Boone F. Nevin, gen sales mgr; Gordon A. Lawhead, coml & promotion mgr; Gene Roper, program director and film buyer; Charley Sullivan, news director; Welton M. Roy, chief engineer.

Washington atty: Pierson, Ball & Dowd.

Radio affiliate: WHBQ.

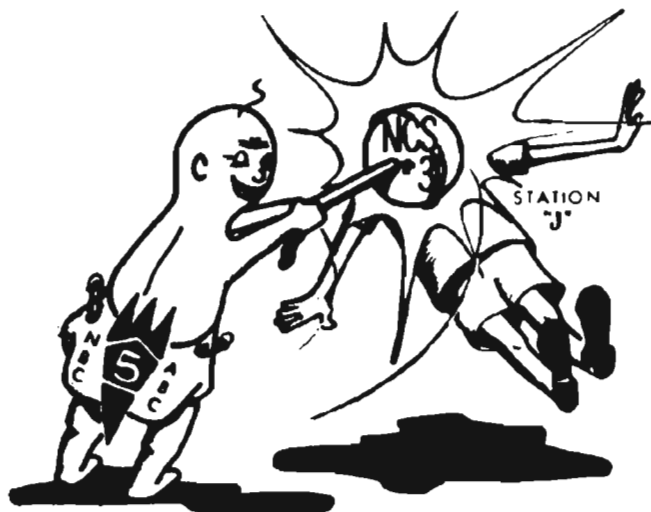
***WKNO-TV** (non-commercial educational) (June 25, 1956): **ch. *10**; power—27.6kw visual, 13.5kw aural; antenna height—650 feet above average terrain, 637 feet above ground.
Address: 268 Jefferson. **Phone:** Jackson 5-6826.
Licensee: Memphis Community Tv Foundation (original owner).

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Tv Stations CONTINUED

TENNESSEE CONTINUED

MEMPHIS (Continued)

WMCT (Dec. 11, 1948) ch. 5; power—100kw visual, 60.3kw aural; antenna height—1,010 feet above average terrain, 1,088 feet above ground. Address: Goodwyn Institute Bldg. Phone: Jackson 6-7464. Licensee: Memphis Publishing Co. Ownership: See "Newspaper Ownership" and Scripps-Howard Radio Group in "Group Ownership." Network: NBC-TV. Rep: Blair Tv. Color facilities: network. Highest hour rate: \$900. Executives: H. W. Slavick, gen mgr. Earl Moreland, station mgr. Radio affiliate: WMC, WMCP (FM).

WRBC-TV (Jan. 1, 1956) ch. 3; power: 100kw visual; antenna height—1,000 feet above average terrain, 1,077 feet above ground. Address: Hotel Peabody, zone 3. Phone: Jackson 5-1313. TWX MB 269. Licensee: WRBC Broadcasting Service (original owner). Ownership: Hoyt B. Wooten, 100%. Network: CBS-TV. Rep: Katz. Highest hour rate: \$900. Color facilities: network. Executives: Hoyt B. Wooten, owner & gen mgr; Charles Brakefield, coml mgr; Jack Michael, program director & film buyer; Fred Munson, promotion mgr; Russ Hodge, news director; Wilson Raney, chief engineer. Washington atty: Spearman & Roberson. Radio affiliate: WRBC.

MORRISTOWN, Hamblen County (ch. 54+)

MURFREESBORO, Rutherford County (ch. 18—)

NASHVILLE, Davidson County (ch. *2—, 4+, 5, 8+, 30+, 36+)

WLAC-TV (Aug. 6, 1954) ch. 5; power—100kw visual, 50kw aural; antenna height—1,370 feet above average terrain, 1,179 feet above ground. Address: 159 Fourth Ave., North, zone 3. Phone: Chapel 2-4331. TWX NV-58. Licensee: WLAC-TV Inc. (original owner). Ownership: Life & Casualty Insurance Co. of Tennessee, 50%; T. B. Baker Jr., 25%; A. G. Beaman, 25%; Paul Mountcastle, board chairman of Life & Casualty, owns 37.43% of WATE-AM-TV Knoxville, Tenn. Network: CBS-TV. Rep: Katz. Highest hour rate: \$825. Color facilities: network. Executives: T. B. Baker, Jr., executive vp & gen mgr; Ruth C. Talley, assistant to gen mgr; Robert M. Reuschle, gen sales mgr; Roy A. Smith, operations mgr & film buyer; Joseph Loughlin, news director; Ralph L. Hucaby, chief engineer. Washington atty: Smith, Hennessey & McDonald. Radio affiliate: WLAC.

WSIX-TV (Nov. 29, 1953) ch. 8; power—177 kw visual; 89kw aural; antenna height—1,360 feet above average terrain, 916 feet above ground. Address: Nashville Trust Bldg., zone 3. Phone: Alpine 5-6431. TWX NV 178. Licensee: WSIX Inc. (original owner). Ownership: Louis R. Draughon, 59.3%; Louis R. Draughon as trustee for niece Jacquelyn Draughon, 14.8%; George Hearn Jr., 18.5%; John D. Sprouse, 7.1%. Network: ABC-TV. Rep: H-R Television; Clarke Brown (south). Highest hour rate: \$700. Executives: Louis R. Draughon, pres; E. S. Tanner, executive vp & gen mgr; George H. Morris, vp & tv sales mgr; Robert L. Chaudoin, tv program director & film buyer; Bill Jones, promotion mgr; Jack Joyner, news director; Charles Duke, vp & director of engineering. Washington atty: Stephen H. Tuhy Jr. Radio affiliate: WSIX.

WSM-TV (Sept. 30, 1950) ch. 4; power—100kw visual, 50kw aural; antenna height—680 feet above average terrain 575 feet above ground. Address: 7th & Union, zone 3. Phone: Alpine 4-5656. TWX NV 77. Licensee: WSM Inc. (original owner). Ownership: WSM Inc. is subsidiary of National Life & Accident Insurance Co. Network: NBC-TV. Rep: Petry. Highest hour rate: \$900. Color facilities: network, local film, local slides. Videotape recorder: in operation. Executives: E. W. Craig, chmn of bd; John H. DeWitt Jr., pres; Irving Waugh, gen mgr; Ili Bramham, coml mgr; Brad Crandall, operations mgr & film buyer; Charlie Cash, promotion mgr; Bill Williams, news director; Aaron Shelton, chief engineer. Washington atty: Kirkland, Fleming, Green, Martin & Ellis. Radio affiliate: WSM.

OAK RIDGE, Anderson County (ch. 32+)

PARIS, Henry County (ch. 51+)

PULASKI, Giles County (ch. 44—)

SHELBYVILLE, Bedford County (ch. 56)

SNEEDVILLE, Hancock County (ch. *2+)

SPRINGFIELD, Robertson County (ch. 42)

TULLAHOMA, Coffee County (ch. 68—)

UNION CITY, Obion County (ch. 55)

TEXAS

ABILENE, Taylor County (ch. 9+, 33—)

KRBC-TV (August 24, 1953) ch. 9; power—27.5 kw visual, 13.5kw aural; antenna height—770 feet above average terrain, 437 feet above ground. Address: 4510 S. 14th St. Phone: Orchard 2-8491. TWX AE 10. Licensee: Abilene Radio & Television Co. (acquired station Sept. 16, 1953). Ownership: Dale Ackers, Lewis J. Ackers and wife, Jack Andrews, and Christine Ackers Cagle, all 25%. Mrs. Cagle is wife of Gene Cagle, president of Texas State Network. For Texas State Network Holdings see that listing in "Group Ownership." Network: NBC-TV. Rep: Raymer. Highest hour rate: \$247.50. Executives: Dale Ackers, pres & gen mgr; Geo. C. Breeding Jr., station mgr, film buyer & promotion mgr; Bill Fox, coml mgr; Al Evans, program director; Troy Mallon, chief engineer; Jim Batson, news director. Washington atty: Eugene L. Burke. Radio affiliate: KRBC.

ALICE, Jim Wells County (ch. 34+)

ALPINE, Brewster County (ch. 12—)

AMARILLO, Potter County (ch. *2—, 4, 7, 10)

KFDA-TV (April 4, 1953) ch. 10; power—250 kw visual; antenna height—804 feet above average terrain, 725 feet above ground. Address: P. O. Box 1400. Phone: Drake 4-5313. TWX 39. Licensee: Amarillo Broadcasting Co. (acquired station Jan. 27, 1954). Ownership: See Texas State Network stations in "Group Ownership." Network: CBS-TV. Rep: Blair Television Assoc. Highest hour rate: \$310. Executives: Gene Cagle, pres, Ed Moore, gen mgr, coml mgr & film buyer; Vernon Poerner, production supervisor; Dick Bay, promotion mgr; Bill Johns, news director; Bill Spiller, chief engineer. Washington atty: Eugene L. Burke.

KGNC-TV (March 11, 1953) ch. 4; power—100 kw visual, 50kw aural; antenna height—781 feet above average terrain, 833 feet above ground.

Address: 2000 N. Polk. Phone: Drake 4-1601. Licensee: Globe-News Publishing Co. Ownership: Roy N. Whittenburg and family, over 90%. Licensee publishes Amarillo Globe News, owns Lubbock Avalanche and Journal and KFYO Lubbock. Also see "Newspaper Ownership." Network: NBC-TV. Rep: Katz. Highest hour rate: \$340. Color facilities: network. Executives: Wesley S. Izzard, executive gen mgr; Aubrey Jackson, station mgr; Bob Watson, assistant mgr, program director & film buyer; Bud Pursley, production mgr; Bob Izzard, news director; W. H. Torrey, chief engineer. Washington atty: Dow, Lohnes & Albertson. Radio affiliate: KGNC.

KVII (Dec. 22, 1957) ch. 7; power—46kw visual, 23kw aural, antenna height—840 feet above average terrain, 834 feet above ground. Address: Box 8066. Phone: Fleetwood 6-5211. TWX AM 114. Licensee: Southwest States Inc. (acquired July 1958).

Ownership: Jack C. Vaughn and associates, Interlocking ownership with KOSA-TV Odessa, Tex. Network: ABC-TV. Rep: Venard, Rintoul & McConnell; Clarke Brown (regional). Highest hour rate: \$300. Executives: Murry Woroner, pres & gen mgr; John Chappel, local sales mgr; Jerry Gardner, production mgr & film buyer; Teena Navarro, promotion mgr; Fred Kohl, news director; Don Daniels, chief engineer. Washington atty: Pierson, Ball & Dowd.

ATHENS, Henderson County (ch. 25+)

AUSTIN, Travis County (ch. 7+, 18—, 24, *70—)

KTBC-TV (Nov. 27, 1952) ch. 7; power—235kw visual; antenna height—1,280 feet above average terrain, 1,137 feet above ground. Address: 6th & Brazos Sts. zone 63. Phone: Greenwood 2-2424. TWX AZ 74. Licensee: The L. B. J. Co. (original owner). Ownership: See LBJ stations in "Group Ownership." Network: CBS-TV (primary), ABC-TV (secondary), NBC-TV (secondary). Rep: Raymer. Highest hour rate: \$525. Color facilities: network. Executives: Claudia T. Johnson, chmn of bd; J. C. Kellam, pres & gen mgr; O. P. (Bob) Bobbitt, coml mgr; Richard (Cactus) Pryor, program director; Charles Brown, film buyer; Elmo Brown, promotion mgr; Paul Bolton, news director; Ben Hearn, chief engineer. Washington atty: Cohn & Marks. Radio affiliate: KTEC.

BALLINGER, Runnels County (ch. 25)

BAY CITY, Matagorda County (ch. 33)

BEAUMONT, Jefferson County-PORT ARTHUR, Jefferson County (ch. 4—, 6—, 12—, 31+, *37)

KBMT (not on air, suspended operation but has not turned in construction permit ch. 31. Address: P. O. Box 1192. Permittee: Television Broadcasters Inc. Ownership: N. D. Williams and R. C. Reed, each 50%.

KPDM-TV (April 21, 1955) ch. 6; power—100 kw visual, 50kw aural; antenna height—600 feet above average terrain, 600 feet above ground.

Address: 1420 Calder Ave. Phone: Terminal 8-4731. TWX BO 8007.

Licensee: Beaumont Broadcasting Corp. (original owner).

Ownership: C. B. Locke, 24.35%; D. A. Cannan, 20.64%; D. A. Cannan Jr., 6.23%, and others. Messrs. Cannan are majority owners of KFDX-TV Wichita Falls, Tex.

Network: CBS-TV (primary) ABC-TV (secondary).

Rep: Peters, Griffin, Woodward.

Highest hour rate: \$350.

Color facilities: network.

Executives: D. A. Cannan, pres; C. B. Locke, gen mgr; Mott M. Johnson, coml mgr; Bob McManus, program director; Jack Dahmer, film buyer; H. F. Caldwell, promotion mgr; Ralph Ramos, news director; Harold W. Bartlett, chief engineer.

Washington atty: Smith, Hennessey & McDonald.

Radio affiliate: KPDM.

KPAC-TV (Port Arthur) (Oct. 22, 1957) ch. 4; power—100kw visual, 5kw aural; antenna height—700 feet above average terrain, 762 feet above ground.

Address: 17th St. at Woodworth Blvd. Phone: Yukon 5-5557. TWX PTA 8029.

Licensee: Texas Gold Coast Television Inc. (original owner).

Ownership: Jointly owned by Port Arthur College and the Jefferson Amusement Co. (theatres). College is licensee of KPAC Port Arthur.

Network: NBC-TV (primary), ABC-TV (secondary).

Rep: Raymer.

Highest hour rate: \$350.

Color facilities: network.

Executives: Julius M. Gordon, pres & gen mgr; Mack Newberry, coml mgr; Doug Thompson, program director & film buyer; John Stegall, production director; Karl Von Luwen, news director; Glenn Boatright, chief engineer.

Washington atty: Fisher, Wayland, Duvall & Southmayd.

Radio affiliate: KPAC.

BEEVILLE, Bee County (ch. 38—)

BIG SPRING, Howard County (ch. 4—, 34+)

KEDY-TV (Jan. 15, 1956) ch. 4; power—12.75 kw visual; 6.88kw aural; antenna height—380 feet above average terrain, 427 feet above ground.

Mailing address: 7400 College Ave., Lubbock, Tex. Phone: Sherwood 4-2315. TWX LU-8111.

Licensee: Texas Telecasting Inc. (acquired station Feb. 1, 1957).

Ownership: See Texas Telecasting stations in "Group Ownership."

Network: CBS-TV (primary), West Texas Television Network.

Rep: Branham.

Highest hour rate: \$150 (also see KDUB-TV Lubbock, parent station and key for regional network).

Color facilities: network, local film, local slides.

Executives: Jack Wallace, station mgr; (other personnel same as KDUB-TV Lubbock).

Washington atty: Eliot Lovett.

BONHAM, Fannin County (ch. 43)

BORGER, Hutchinson County (ch. 33)

BRADY, McCulloch County (ch. 15—)

BRECKENRIDGE, Stephens County (ch. 14+)

BRENHAM, Washington County (ch. 52—)

BROWNFIELD, Terry County (ch. 15)

Tv Stations CONTINUED

TEXAS CONTINUED

BROWNSVILLE, Cameron County (ch. 36)
BROWNSVILLE-HARLINGEN, Cameron County-WESLACO, Hidalgo County (ch. 4+, 5-)
 *These assignments may be utilized in any community lying within the area of the triangle formed by BROWNSVILLE, HARLINGEN, and WESLACO.
BROWNWOOD, Brown County (ch. 19)
KBNT-TV (not on air, granted June 6, 1956; target date unknown) ch. 19.
Address: 911 St. Joseph St., Dallas.
Permittee: Brownwood Television Co.
Ownership: O. L. Nelms, sole owner.
BRYAN, Brazos County (ch. 54-)
BRYAN-COLLEGE STATION, Brazos County [also see College Station] (ch. 3+).
KBTX-TV (May 22, 1957) ch. 3; power—60.3 kw visual, 30.2kw aural; antenna height—110 feet above average terrain, 482 feet above ground.
Address: East 29th St. near Villa Maria Road.
Phone: Victor 6-7777. **TWX** WC 8180.
Licensee: Brazos Broadcasting Co. (original owner).
Ownership: KWTX Broadcasting Co. (KWTX-AM-TV Waco), 50%; Frank Seale, W. C. Mitchell, M. N. Bostick and Brazos Varisco, each 10%, and John M. Lawrence III and Harry L. Gillam, each 5%.
Network: ABC-TV (secondary), CBS-TV (secondary).
Rep: Raymer.
Highest hour rate: \$150. (KBTX-TV is satellite of KWTX-TV Waco, Tex.).
Executives: Frank B. Seale, pres; M. N. (Buddy) Bostick, gen mgr & film buyer; Harry L. Gillam station mgr; Rodney Whisenant, program director; Carla Dodson, promotion mgr; Ed Teer, news director, W. B. Cox, chief engineer.
CHILDRESS, Childress County (ch. 40)
CLEBURNE, Johnson County (ch. 57)
COLEMAN, Coleman County (ch. 21-)
COLLEGE STATION [also see Bryan-College Station] (ch. *48-)
CONROE, Montgomery County (ch. 20+)

CORPUS CHRISTI, Nueces County (ch. 6+, 10-, *16+, 22, 43)
KRIS-TV (May 22, 1956) ch. 6; power—100kw visual, 50kw aural; antenna height—659 feet above average terrain, 683 feet above ground.
Address: P. O. Box 840 **Phone:** Tulip 3-8511.
TWX (C) 015.
Licensee: Gulf Coast Broadcasting Co. (original owner).
Ownership: T. Frank Smith and family, 100%.
Network: NBC-TV (primary), ABC-TV (secondary).
Rep: Peters, Griffin, Woodward.
Highest hour rate: \$300.
Color facilities: network, local film, local slides.
Executives: T. Frank Smith, pres & gen mgr; W. M. Eikner, coml mgr; Harry Abbott, program director & film buyer; Betty Gambill, promotion mgr; Paul Young, news director; Joseph W. Collier, chief engineer.
Washington atty: Paul M. Segal.
KVDO-TV (not on air, suspended operation but has not turned in construction permit) ch. 22.
Address: 409 S. Staples St.
Permittee: South Texas Telecasting Co.
Ownership: Hubert J. Schmidt, E. J. Healey, each 17%; Nestor Cuesta Jr., 13%; Gabriel Lozano, Joe Garza, Celso Guzman and Jose Antonio Garcia, each 9%, and others. Messrs. Garcia, Guzman, Cuesta and Lozano are minority stockholders in KCCT Corpus Christi.
KZTV (Sept. 30, 1956) ch. 10; power—316kw visual, 158kw aural; antenna height—700 feet above average terrain, 724 feet above ground.
Address: Show Room Bldg. **Phone:** Tulip 4-1616.
Licensee: K-SIX Television Inc. (original owner).
Ownership: Corpus Christi Broadcasting Co. (KSIX), 51.266%; Guy I. Warren, 13.333%; Vann M. Kennedy, 3.333%, and others. KSIX is owned by Mr. Kennedy, 50%; Cecil E. Burney, 25%, and others.
Network: CBS-TV (primary), ABC-TV (secondary).
Rep: H-R Television.
Highest hour rate: \$300.
Color facilities: network.
Executives: Vann M. Kennedy, pres & gen mgr; William D. Lydle, coml mgr; Eugene M. Loper, program director & film buyer; Julie Wilds, promotion mgr; J. K. Wright, news director; Dale Taylor, chief engineer.
Washington atty: McKenna & Wilkinson.
Radio affiliate: KSIX.
CORSICANA, Navarro County (ch. 47+)

CROCKETT, Houston County (ch. 56)
CRYSTAL CITY, Zavala County (ch. 28+)
CUERO, De Witt County (ch. 25-)
DALHART, Dallam County (ch. 16)
DALLAS, Dallas County (ch. 4+, 8, *13+, 23, 29, 73)
***KERA-TV** (non-commercial educational) (granted July 30, 1958, target date unknown) ch. *13.
Address: Davis Bldg., zone 2.
Permittee: Area Educational Television Foundation.
KRLD-TV (December 1949) ch. 4; power—100 kw visual, 50kw aural; antenna height—1,685 feet above average terrain, 1,521 feet above ground.
Address: Herald Square. **Phone:** Riverside 2-6811.
Licensee: KRLD Radio Corp. (original owner).
Ownership: Owned by Times-Herald Printing Co. (Dallas Times-Herald), T-H stockholders: John W. Runyon, 13.641%; Mrs. Lulu F. Gooch, 18.5%; Mrs. Ruth DeVarney, 10.5%; Clyde A. Taber, 7.933%, and others. Also see "Newspaper Ownership."
Network: CBS-TV.
Rep: Branham.
Highest hour rate: \$1100.
Color facilities: network, local film, local slides.
Videotape recorder: in operation.
Executives: Clyde W. Rembert, pres; Roy M. Flynn, gen mgr; Gene Cuny, coml mgr; Ves Box, program director; Nick Mueller, film buyer; Jack Saunders, promotion mgr; Eddie Barker, news director; B. B. Honeycutt, chief engineer.
Washington atty: Eliot Lovett.
Radio affiliates: KRLD-AM-FM.
WFAA-TV (Sept. 17, 1949) ch. 8; power—300 kw visual, 150kw aural; antenna height—1,680 feet above average terrain, 1,521 feet above ground.
Address: 3000 Harry Hines Blvd. **Phone:** Riverside 1-3315. **TWX** DL 41.
Licensee: A. H. Belo Corp. (original owner).
Ownership: Same ownership as Dallas News. Also see "Newspaper Ownership."
Network: ABC-TV.
Rep: Petry.
Highest hour rate: \$1,000.
Color facilities: network, local film, local slides.
Videotape recorder: in operation.
Executives: E. M. (Ted) Dealey, pres; Alex


Texas is now the 7th state in TV homes . . .

. . . 2,038,180 . . .

ARF REPORT, MARCH, 1958

. . . and KRLD-TV in Dallas covers one-third of all the TV sets in Texas . . .

...serving the greatest audience of any station in the South between the Rockies and the Atlantic Seaboard. ...because KRLD telecasts at maximum power on the lowest Dallas-Fort Worth channel from Texas tallest tower.



KRLD-TV

Get full value for your ad dollars. Specify that your next time buy is on KRLD-TV.

KRLD-TV

Channel 4, Dallas
MAXIMUM POWER

JOHN W. RUNYON
Chairman of the Board

CLYDE W. REMBERT
President

KRLD-TV is the television service of The Dallas Times Herald, owners and operators of KRLD Radio, the only full-time 50,000 watt station in Dallas-Fort Worth. The Branham Company, national representatives.



we burned the ~~oil~~ midnight oil...

*to give timebuyers a quick and amazing summary finding about WFAA-TV'S rich North Texas television market**

(*Based on preliminary estimates, Sales Management's "Survey of Buying Power," May 10, 1958.)

- **WFAA-TV, DALLAS, NOW BLANKETS 71 COUNTIES**
...reaching 82% of the TV homes in these 71 counties weekly!
- **WFAA-TV DELIVERS MORE PEOPLE SPENDING MORE MONEY THAN EVER BEFORE!**

LOOK AT SALES MANAGEMENT'S FINDINGS IN "WFAA-TV LAND":

Population	2,831,000	Apparel	\$168,646,000
No. Families	859,400	Furn., Household Appliances	\$143,943,000
Effective Buying Income	\$4,405,866,000	Automotive	\$857,305,000
Retail Sales	\$3,444,601,000	Service Stations	\$263,115,000
Food Sales	\$ 767,214,000	Drugs	\$116,472,000
Gen'l Mdse.	\$ 495,614,000		

CHANNEL 8

316,000 WATTS VIDEO

158,000 WATTS AUDIO

FROM ATOP TEXAS' TALLEST TOWER!

WFAA-TV  **DALLAS**

Edward Petry & Co. Nat'l Rep. A television service of the Dallas Morning News

Tv Stations CONTINUED

TEXAS CONTINUED

DALLAS (Continued)

WFAA-TV (Continued)

Keese, managing director; James Meroney, executive vp; Mike Shapiro, station mgr & film buyer; Dick Drumby Jr., coml mgr; Tom Palmer, program director; Bob Tiffin, news director; Jim W. Cooper, chief engineer; Washington atty: Loucks, Zias, Young & Jansky.
Radio affiliate: WFAA.

DEL RIO, Val Verde County (ch. 16—)

DENISON, Grayson County (ch. 52)

DENTON, Denton County (ch. 17)

EAGLE PASS, Maverick County (ch. 26)

EDINBURG, Hidalgo County (ch. 26—)

EL CAMPO, Wharton County (ch. 27)

EL PASO, El Paso County (ch. 4, 7, 9, 13, 20+, 26+)

KELP-TV (Sept. 1, 1956) ch. 13; power—26.6 kw visual, 15.8kw aural; antenna height: 130 feet above average terrain, 352 feet above ground.

Address: 4530 Delta St. Phone: Keystone 3-2911. TWX EP 43.

Licensee: KERP Television Corp. (acquired station March 20, 1957).

Ownership: See Harris-Alexander-Jones stations in "Group Ownership."

Network: ABC-TV (secondary).

Rep: Young Television.

Highest hour rate: \$300.

Executives: Joseph Harris, chmn; Harry Edelman, gen mgr; Hillman Taylor, program director, film buyer & promotion mgr; Dick Richmond, news director; Mike Gaglio, chief engineer.

Washington atty: Wheeler & Wheeler.

Radio affiliate: KERP.

KROD-TV (Dec. 14, 1952) ch. 4; power—62kw visual, 31kw aural; antenna height—1,150 feet above average terrain, 285 feet above ground. Address: 2201 Wyoming St. Phone: Keystone 2-6551. TWX EP 44.

Licensee: Roderick Broadcasting Co. (original owner).

Ownership: Dorrance D. Roderick, 75.07%, and others. Mr. Roderick also owns the El Paso Times. Also see "Newspaper ownership."

Network: CBS-TV.

Rep: Branham.

Highest hour rate: \$150.

Color facilities: network.

Executives: Dorrance D. Roderick, pres; Val Lawrence, vp & gen mgr; Dick Watts, assistant gen mgr & film buyer; Bernie Bracher, program director; Gordon Phillips, promotion mgr; Louis Hendricks, news director; Ed Talbot, chief engineer.

Washington atty: Paul M. Segal.

Radio affiliate: KROD.

KTSM-TV (Jan. 4, 1953) ch. 9; power—55kw visual; antenna height—100 feet above average terrain, 485 feet above ground.

Address: 801 N. Oregon St. Phone: Keystone 2-6123.

Licensee: Tri State Broadcasting Co. (original owner).

Ownership: Karl O. Wyler, 65%; Karl O. Wyler Jr., 20%; F. L. Koons, 10%; and W. C. Bailey, 5%.

Network: NBC-TV (secondary).

Rep: Hollingsbery.

Highest hour rate: \$375.

Color facilities: network.

Executives: Karl O. Wyler Sr., pres & gen mgr; Karl O. Wyler Jr., assistant gen mgr; Roy T. Chapman, vp & coml mgr; Jack Rye, program director & film buyer; Roy Chapman, film buyer; Jack Elliott, promotion mgr; Jack Salem, news director; Ken Walton, chief engineer.

Washington atty: Loucks, Young, Zias & Jansky.

Radio affiliate: KTSM.

FALFURRIAS, Brooks County (ch. 52)

FLOYDADA, Floyd County (ch. 45)

FORT STOCKTON, Pecos County (ch. 22)

FORT WORTH, Tarrant County (ch. 5+, 11—, 20—, 26—)

KFJB-TV (Sept. 11, 1955) ch. 11; power—210 kw visual, 106kw aural; antenna height—1,020 feet above average terrain, 1,074 feet above ground.

Address: 1801 W. Freeway, zone 7. Phone: Pershing 7-6631.

Licensee: Texas State Network (original owner).

Ownership: See Texas State Network stations in "Group Ownership."

Rep: Blair TV.

Highest hour rate: \$1000.

Executives: Gene L. Cagle, pres; Stan Wilson, vp & gen mgr; John Hopkins, coml mgr; Olin Terry, program director & news director; Arno Mueller, film buyer; Bill Kessell, chief engineer.

Washington atty: Miller & Schroeder.

Radio affiliate: KFJB.

WEAP-TV (Sept. 29, 1948) ch. 5; power—100 kw visual, 60.3kw aural; antenna height—1,072 feet above average terrain, 1,113 feet above ground.

Address: 3900 Barnett, zone 5. Phone: Jefferson 6-1981. TWX FT 8049.

Licensee: Carter Publications Inc. (original owner).

Ownership: Licensee publishes the Fort Worth Star-Telegram. Owners are A. G. Carter Jr., 16-2/3%; estate of Amon G. Carter, 16-2/3%; Ruth Carter Johnson, 16-2/3%; B. N. Honca, 11-1/3%; Nenetta Burton Carter, 13-1/3%; and others. Also see "Newspaper ownership."

Network: NBC-TV.

Rep: Peters, Griffin, Woodward.

Highest hour rate: \$1,000.

Color facilities: network, local live, local film, local slides.

Executives: Harold Hough, director; George Cranston, gen mgr; Roy L. Baust, coml mgr; Robert Gould, program director; Lynn Trammell, film buyer; Margaret McDonald, promotion mgr; James A. Byron, news director; R. C. Stinson, chief engineer.

Washington atty: Paul M. Segal.

Radio affiliates: WEAP-AM-FM.



**PROVED 3 WAYS
AMERICA'S BEST TV BUY**

ARB, May 1958—highest rated station in America in markets of three or more stations.

Telepulse 1957 Year-End Review—highest rated station in America in markets of three or more stations for the entire year of 1957.

Telepulse, May 1958—first in the market 91.3% of rated quarter-hours.



KROD-TV



CBS Television Network • Channel 4 • El Paso, Texas
REPRESENTED NATIONALLY BY THE BRANHAM COMPANY
Dorrance D. Roderick, Pres.; Val Lawrence, V.-Pres. and Gen. Mgr.; Dick Watts, Asst. Gen. Mgr.

TEXAS BROADCASTERS
TO BUY OR SELL
see
DeWITT LANDIS
Fidelity Union Life Bldg., Dallas
(RI 8-1175)
or any office of
**HAMILTON-STUBBLEFIELD-TWINING
& ASSOCIATES, INC.**

WBAP-TV

is **TOPS** in the... **12** **TH.**
U.S. MARKET

**THE GREAT
FORT WORTH-DALLAS
AREA**



LOOK AT THE MARKET

MARKET DATA*

Population - - - - -	2,735,300
Effective Buying Income - - - - -	\$4,436,534,000
Effective Buying Income Per Family - - - - -	\$ 5,243
Total Retail Sales - - - - -	\$3,448,461,000
Retail Sales Per Family - - - - -	\$ 4,085

*Source: Sales Management Survey of Buying Power, May 10, 1958

LOOK AT WBAP-TV

TOP-RATED STATION*

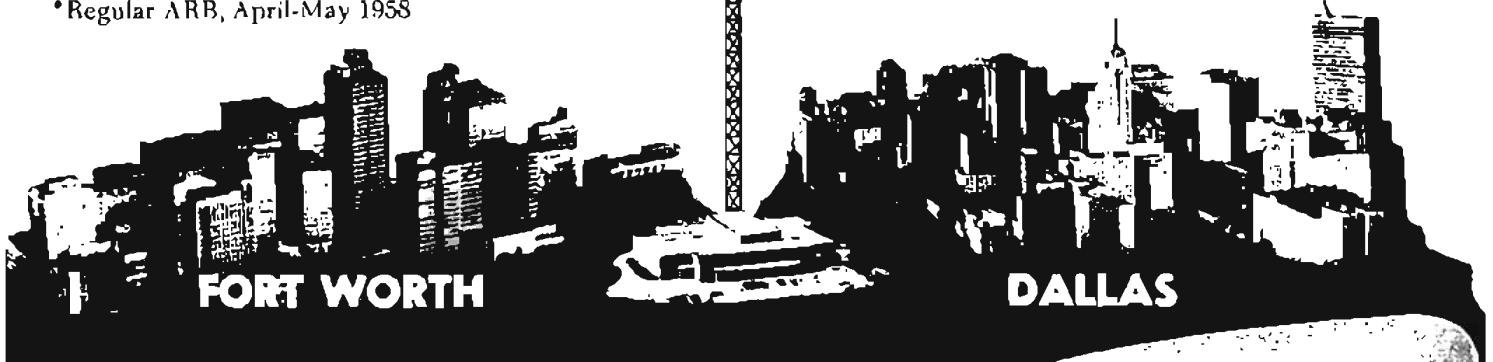
The Pioneer Station in the Great Southwest, leads all Stations in the Fort Worth-Dallas Area from Sign-On to Sign-Off!

To cover the 12th U. S. Market . . . the Fort Worth-Dallas Area . . . and the trade territory of 53 rich Texas and Oklahoma Counties, choose the top-rated station, WBAP-TV!

*Regular ARB, April-May 1958

WBAP-TV is TOPS in:

- Rate Protection
- Better Availabilities
- Faster Merchandising
- Facilities
- Color Telecasting



WBAP-TV

BASIC NBC FOR NORTH TEXAS

FORT WORTH • 3900 BARNETT

DALLAS • 1900 NORTH AKARD

AMON CARTER
Founder

AMON CARTER, JR.
President

HAROLD HOUGH
Director

GEORGE CRANSTON
Manager

ROY BACUS
Commercial Manager

PETERS, GRIFFIN, WOODWARD, Inc. — National Representatives

Tv Stations CONTINUED

TEXAS CONTINUED

GAINESVILLE, Cooke County (ch. 49—)

GALVESTON, Galveston County (ch. 35—, 41—, 47—)

GONZALES, Gonzales County (ch. 64+)

GREENVILLE, Hunt County (ch. 69—)

HARLINGEN (also see Brownsville-Harlingen-Westaco) (ch. 23)

KOBT-TV (October 1953) ch. 4; power—100kw visual, 50kw aural; antenna height—992 feet above average terrain, 995 feet above ground. Address: 1521 W. Harrison St. Phone: Garfield 1-1850. TWX HA 047.

Licensee: Harbenito Broadcasting Co. (original owner).

Ownership: James C. Looney, 40%; McHenry Tichenor, 40%; Troy McDaniel, 10% and others. Messrs. Looney and Tichenor also own 32% each of KUNO Corpus Christi, Tex.

Network: CBS-TV (primary), ABC-TV (secondary).

Rep: II-R Representatives; Brown (southwest). **Highest hour rate:** \$300.

Executives: McHenry Tichenor, pres; Troy McDaniel, gen mgr; Harry Mooradian, coml mgr; Al Beck, chief engineer.

Washington atty: Cohn & Marks. **Radio affiliate:** KGRT.

HEBBRONVILLE, Jim Hogg County (ch. 58)

HENDERSON, Rusk County (ch. 42+)

HEREFORD, Deaf Smith County (ch. 19—)

HILLSBORO, Hill County (ch. 63)

HOUSTON, Harris County (ch. 2—, *8—, 11+, 13—, 23+, 29—, 39—)

KGUL-TV (March 22, 1953) ch. 11; power—216kw visual, 108kw aural; antenna height—1,170 feet above average terrain, 1,196 feet above ground.

Address: Prudential Bldg., zone 53. Phone: Jackson 9-1311. TWX HO 488.

Licensee: Gulf Television Corp. (acquired station September 1, 1958).

Ownership: See Corinthian stations in "Group

Ownership." See also "Newspaper Ownership."

Network: CBS-TV.

Rep: CRS Television Spot Sales.

Highest hour rate: \$1200

Color facilities: network.

Videotape recorder: in operation.

Executives: C. Wrede Petersmeyer, pres; James Richard Jr., acting gen mgr; Robert S. Wilson, coml mgr; Tommy Thompson, program director; M. B. Johnson, film buyer; Roland Brazier, promotion mgr; Paul Markey, news director. **Washington atty:** Covington & Burling.

KPRC-TV (Jan. 1, 1940) ch. 2; power—100kw visual, 50kw aural; antenna height—640 feet above average terrain, 687.6 feet above ground. Address: 3014 South Post Oak Road. Phone: Madison 3-9271. TWX HO 58.

Licensee: The Houston Post Co. (acquired station May 1950).

Ownership: W. P. Hobby and family, chief owners. Licensee publishes the Houston Post. Also see "Newspaper Ownership."

Network: NBC-TV.

Rep: Petry.

Highest hour rate: \$1,200

Color facilities: network local film, local slides

Videotape recorder: in operation.

Executives: W. P. Hobby, chmn of bd; Jack Harris, vp & gen mgr; Jack McGrew, station mgr; Kidge Radney, production mgr; Mary Dumrel, film buyer; Kiet Harries, promotion mgr; Pat Fisherty, news director; Paul Huhndorf, operations director.

Washington atty: Miller & Schroeder.

Radio affiliates: KPRC-AM-FM.

KNUZ-TV (not on air, suspended operation but has not turned in construction permit) ch. 39.

Address: 4701 Caroline St.

Permittee: KNUZ Tv Co.

Ownership: Max H. Jacobs, 40%; Irvin Schlenker, 10%; Douglas Hicks, 5%; David H. Morris, 5%; Leon Green, 5%; Bailey A. Swenson, 32%. **Radio affiliate:** KNUZ.

KTRK-TV (Nov. 20, 1951) ch. 13; power—316 kw visual, 170kw aural; antenna height—900 feet above average terrain, 970 feet above ground.

Address: 4513 Cullen Blvd., zone 1. Phone: Jackson 6-1313. TWX HO 1072.

Licensee: Houston Consolidated Television Co. (original owner).

Ownership: KTRH Broadcasting Co. (KTRH Houston-Houston Chronicle), 35%; Roy Hofheinz, 16%; and others. Mr. Hofheinz also owns 25% of KTHI Houston and 95% of KLYS Corpus Christi. Interlocking ownership with KPEL Lafayette, La. Also see "Newspaper Ownership."

Network: ABC-TV.

Rep: Hollingbery.

Highest hour rate: \$1000.

Color facilities: network, local film local slides.

Executives: John T. Jones Jr., pres; Willard E. Walbridge, executive vp & gen mgr; William F. Bonnett, coml mgr; John H. Hill, program mgr; Hugh Pickett, film director; John Chapman, promotion-publicity director; Ray Conway, news editor; Tom L. Hiner, chief engineer.

Washington atty: Dow, Lohnes & Albertson.

KXYZ-TV (not on air, granted June 18, 1957; target date unknown) ch. 29.

Address: Gulf Bldg.

Permittee: Shamrock Broadcasting Co.

Ownership: Glenn H. McCarthy and family, 100%.

Radio affiliate: KXYZ.

***KURT** (non-commercial educational) (May 25, 1953) ch. 24; power—18kw visual, 24kw aural; antenna height—640 feet above average terrain, 658 feet above ground.

Address: 3801 Cullen Blvd., zone 4. Phone: Capital 3-0141.

Licensee: U. of Houston & Houston Independent School District (original owner).

Executives: Col. W. R. Bates, chmn, bd. of regents, U. of Houston; Dr. John W. Meaney, director of radio-tv center, U. of Houston; Roy Barthold, program director; O. C. Crossland, chief engineer.

Radio affiliate: KUHF-FM.

HUNTSVILLE, Walker County (ch. 15)

JACKSONVILLE, Cherokee County (ch. 36—)

JASPER, Jasper County (ch. 49+)

KERMIT, Winkler County (ch. 14)

KILGORE, Gregg County (ch. 59—)

KINGSVILLE, Kleberg County (ch. 40)

LAMESA, Dawson County (ch. 28)

LAMPASAS, Lampasas County (ch. 40—)

LAREDO, Webb County (ch. 8, 13, *15+)

LEAD-TV (Jan. 6, 1956) ch. 8; power—2.14 kw visual, 1.07kw aural; antenna height—160 feet above average terrain, 233 feet above ground.

Address: 820 Convent Ave. Phone: Randolph 3-3674. TWX Laredo 243.

Licensee: Southwestern Publishing Co. (acquired station August 1958).

Ownership: See Don W. Reynolds stations in "Group Ownership."

Network: CBS-TV (primary), ABC-TV (secondary), NBC-TV (secondary).

Rep: Pearson

Highest hour rate: \$187.50.

Executives: Donald W. Reynolds, owner.

Washington atty: Ross K. Prescott

LEVELLAND, Hockley County (ch. 38—)

LITTLEFIELD, Lamb County (ch. 32)

LONGVIEW, Gregg County (ch. 32, 38+)

KTRK-TV, channel 13

THE NEW ADVENTURES OF Trader Horn

starring **JOHN TURNER**
brilliant New Star discovery!

HIGH ADVENTURE!
...for higher ratings!

39 Half-hours - Available Jan. '59!

ALL NEW!
from **GROSS-KRASNE**

SEE PAGE B-66 FOR YOUR NEAREST GROSS-KRASNE OFFICE

Nº 2 - BOIS DES GARDENIA SALES RESULTS - TEXAS LEATHER - Nº 2

EAU DE SPOT ANNOUNCEMENTS: 36.00 TO 250.00 - PARTICIPATIONS: 90.00 TO 250.00 - PROGRAMS: 90.00 TO 1200.00

NEW Nº 2 PERFUME "FOR THE CLIENT"



THE MOST TREASURED NAME IN HOUSTON TELEVISION

KPRC-TV

EDWARD PETRY & CO., National Representatives

Tv Stations CONTINUED

TEXAS CONTINUED

LUBBOCK, Lubbock County (ch. 5—, 11, 13—, *20, 26)

KCBD-TV (May 10, 1953) **ch. 11**; power—100 kw visual, 50kw aural; antenna height—750 feet above average terrain, 791 feet above ground.

Address: 5600 Ave. A. **Phone:** Sherwood 4-1414. **TWX** 8093.

Licensee: Bryant Radio & Television Inc. (original owner).

Ownership: Caprock Broadcasting Co. (KCBD Lubbock), 65%; J. D. Leftwich, 20%, and others.

Network: NBC-TV (primary), ABC-TV (secondary)

Rep: Raymer.

Highest hour rate: \$400.

Color facilities: network.

Executives: Joe H. Bryant, pres & gen mgr; Robert L. Snyder, assistant gen mgr; George L. Tarter, coml mgr & film buyer; Bill Taylor, program director; Ray Poindexter, national sales mgr; Joe Gilbert, news director; Frank Lee, chief engineer.

Washington atty: Welch, Mott & Morgan.

Radio affiliate: KCBD.

KDUB-TV (Nov. 13, 1952) **ch. 13**; power—316 kw visual, 158kw aural; antenna height—820 feet above average terrain, 841 feet above ground.

Address: 7400 College Ave. **Phone:** Sherwood 4-3345. **TWX** LU-8111.

Licensee: Texas Telecasting Inc. (original owner).

Ownership: See Texas Telecasting stations in "Group Ownership."

Network: CBS-TV (primary), West Texas Television Network.

Rep: Branham. (KDUB-TV parent station & regional network key for KPAR-TV Abilene and KEDY-TV Big Spring, Tex).

Highest hour rate: \$400.

Color facilities: network, local film, local slides.

Videotape recorder: in operation.

Executives: W. D. (Dub) Rogers, pres & gen mgr; W. H. Shipley, vp; E. A. (Buzz) Hassett, gen sales mgr; Ray Trent, program director & film buyer; Ray Huffer, promotion mgr; Duncan Ellison, news director; Rudy Starnes, chief engineer.

Washington atty: Elliot Lovett.

Radio affiliate: KDUB.

***KTXE** (non-commercial educational) (not on air, granted May 21, 1958; target date not announced) **ch. *5.**

Address: Texas Tech campus.

Permittee: Texas Technological College.

Highest hour rate: \$240.

Color facilities: network.

Executives: R. W. Wortham Jr., pres; Richman Lewin, gen mgr & film buyer; Murphy Martin, coml mgr & news director; Mark Kennedy, program director & promotion mgr; Fred Hill, chief engineer.

Washington atty: Cohn & Marks.

Radio affiliate: KTRE.

McALLEN, Hidalgo County (ch. 20—)

McKINNEY, Collin County (ch. 65—)

MARFA, Presidio County (ch. 19+)

MARSHALL, Harrison County (ch. 16—)

MERCEDES, Hidalgo County (ch. 32)

MEXIA, Limestone County (ch. 50—)

LUFKIN, Angelina County (ch. 9, 46—)

KTRE-TV (Sept. 1, 1955) **ch. 9**; power—27.5kw visual; antenna height—650 feet above average terrain, 610 feet above ground.

Address: P. O. Box 701. **Phone:** Neptune 4-7771. **TWX** Lufkin 778

Licensee: Forest Capital Broadcasting Co. (original owner).

Ownership: R. W. Wortham Jr., 33%; E. L. Kurth Sr., 16.8%; Henry B. Cloy, 15.6%, and others. Mr. Cloy is executive vice president and director of KTHS & KTHV (TV) Little Rock, Ark. and KWKH-AM-10M Shreveport, La.

Network: NBC-TV.

Rep: Venard, Rintoul & McConnell; Clyde Melville (Dallas).

your best buy in

Lubbock, Texas

is

KCBD-TV NBC
ABC • **KCBD-Radio** NBC

Bryant Radio and Television, Inc.

Geo. L. Tarter
V.P. Sales

Ray Poindexter
Nat'l. Sales Mgr.

PAUL H. RAYMER, NATIONAL REPRESENTATIVES

TEXAS CONTINUED

MIDLAND, Midland County (ch. 2+, 18)

KMID-TV (Dec. 21, 1953) ch. 2; power—1100kw visual, 50kw aural; antenna height—500 feet above average terrain, 547 feet above ground. **Address:** Midland. **Phone:** Mutual 2-7321. **TWX** ML 8115.

Licensee: Midessa Television Inc. (original owner).

Ownership: See R. H. Drawry stations in "Group Ownership."

Network: NBC-TV (primary) ABC-TV (secondary).

Rep: Venard, Rintoul & McConnell; Clarke Brown (South).

Highest hour rate: \$300.

Color facilities: network

Executives: J. Conrad Dunagan, pres; Ray Herndon, gen mgr, coml mgr & film buyer; Jerry Blair, program director; V. V. Scarpelli, promotion mgr; Dan Kalenak, news director; Bill Buford, chief engineer.

Washington atty: Lyon, Wilner & Bergson.

MINERAL WELLS, Palo Pinto County (ch. 38)

MISSION, Hidalgo County (ch. 14)

MONAHANS, Ward County (ch. 9—)

KVKM-TV (not on air; granted Aug. 1, 1957; target date Nov. 15, 1958) ch. 9.

Address: P. O. Box 1118. **Phone:** Wilson 3-4347.

Licensee: Tri-Cities Broadcasting Co. (original owner).

Ownership: J. Ross Rucker, J. B. Walton and Helen Winborne Walton, each 33 1/3%.

Network: ABC-TV (secondary).

Rep: Everett-McKinney; Clyde Melville (regional)

Highest hour rate: \$200.

Color facilities: network.

Executives: J. Ross Rucker, pres & gen mgr; Clyde Benjamin, chief engineer.

Washington atty: Dow, Lohnes & Albertson.

Radio affiliate: KVKM.

MOUNT PLEASANT, Titus County (ch. 35)

NACOGDOCHES, Nacogdoches County (ch. 19—, 40+)

KYES (not on air; target date fall, 1958) ch. 19; power—20kw visual, 14kw aural; antenna height—290 feet above average terrain, 300 feet above ground.

Address: P. O. Box 248 **Phone:** Logan 4-4181.

Licensee: East Texas Broadcasting Co.

Ownership: Lee Scarborough, 100%.

Network: ABC-TV.

Highest hour rate: \$125. (station also plans to be satellite of KTRK Houston)

Executives: Lee Scarborough, pres.

Washington atty: Haley, Wollenberg & Kenahan.

Radio affiliate: KELS-FM.

THE 1 STATION to cover "Oil-Rich" West Texas

KMID-TV Midland NBC-ABC

Odessa CBS

Big Spring CBS

Comparative Grade B Coverage

When you buy time on **KMID-TV** you get unduplicated NBC Network coverage in 98,000 TV homes in "Oil Rich" West Texas

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SOUTH: CLARKE BROWN COMPANY

KMID-TV **100 KW**

Channel 2

MIDLAND • ODESSA • BIG SPRING

STANDARD OIL CO. OF INDIANA

USES IT *

IN DETROIT

*** SEE ZIV AD PAGES A114-A115**

TEXAS CONTINUED

Tv Stations CONTINUED

NEW BRAUNFELS, Camol County (ch. 62—)

ODESSA, Ector County (ch. 7—, 24—)

KOSA-TV (Jan. 1, 1954) ch. 7; power—318kw visual, 139kw aural; antenna height—149 feet above average terrain, 726 feet above ground. **Address:** 1211 N. Whitaker. **Phone:** Federal 7-8301. **TWX** 8756.
Licensee: Odessa Television Co. (original owner).
Ownership: C. L. Trigg, 80%; William B. Stowe, 10%; and Brooks L. Harmon, 10%. Mr. Trigg also owns 4.25% of KVII(TV) Amarillo, Tex.
Network: CBS-TV.
Rep: Bolling.
Highest hour rate: \$300.
Executives: Cecil L. Trigg, pres. & gen mgr; John Vacca, station mgr & film buyer; Ed

Costello, sales mgr; Ross Newby, national sales mgr; Stu Klein, production mgr; Doyce Elliott, news director; William R. Schock, chief engineer.
Washington atty: Haley, Wolfenberg, & Kenahan
Radio affiliate: KOSA.

ORANGE, Orange County (ch. 43—)

PAMPA, Gray County (ch. 17—)

PARIS, Lamar County (ch. 33+)

PEARSALL, Frio County (ch. 31)

PECOS, Reeves County (ch. 16+)

PERRYTON, Ochiltree County (ch. 22)

PLAINVIEW, Hale County (ch. 29+)

PORT ARTHUR (see Beaumont)

RPAC—(See Beaumont)

QUANAH, Hardeman County (ch. 42)

RAYMONDVILLE, Willacy County (ch. 42)

ROSENBERG, Fort Bend County (ch. 17—)

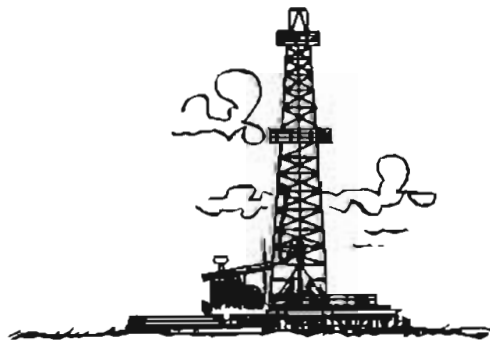
SAN ANGELO, Tom Green County (ch. 3—, 8+, 17+, *2J—)

KCTV (July 5, 1952) ch. 8; power—25.1kw visual, 12.6kw aural; antenna height—120 feet above average terrain, 443 feet above ground. **Address:** 1915 E. 28th St. **Phone:** 7183. **TWX** 8585.
Licensee: Westex Television Co.
Ownership: Louis O. Seibert, 49%; Roy H. Simmons, 25%; B. P. Bludworth, 25%; Houston H. Harle, 1%. Interlocking ownership with KBST and KEDY-TV Big Spring and KPLT Paris, both Texas.
Network: CBS-TV (primary), ABC-TV (secondary), NBC-TV (secondary).
Rep: Venard, Rintoul & McConnell; Clyde Melville (Dallas).
Highest hour rate: \$200.
Executives: B. P. Bludworth, pres; J. H. Hubbard, gen mgr, film buyer & co-promotion mgr; Dan Guthrie, coml mgr; Al Cobb, program director & co-promotion mgr; Jim Moreland, news director; Ed Tolson, chief engineer.

SAN ANTONIO, Bexar County (ch. 4, 5, *9—, 12+, 35+, 41+)

KCOR-TV (June 2, 1955) ch. 41; power—11kw visual, 6 kw aural; antenna height—500 feet above average terrain, 598 feet above ground. **Address:** 111 Martinez St., zone 4. **Phone:** Capitol 5-2751. **TWX** SA 223.
Licensee: KCOR Inc. (original owner).
Ownership: R. A. Cortez, 50.7%; William P. Sinythe, 9.9% and others.
Rep: Richard O'Connell.
Highest hour rate: \$200.
Executives: Raoul A. Cortez, pres; Nathan Safir, gen mgr; Ben Tamborello, coml mgr; Sam Murray, program director; E. Nicolas, film buyer & promotion mgr; Ed Moreno, news director; M. L. Fiedler, chief engineer.
Washington atty: Haley, Wolfenberg & Kenahan.
Radio affiliate: KCOR.
KENS-TV (Feb. 15, 1950) ch. 5; power—100kw visual, 50kw aural; antenna height—450 feet above average terrain, 548 feet above ground. **Address:** Ave. E & 4th St., zone 5. **Phone:** Capitol 5-7411. **TWX** SA 100.
Licensee: Express Publishing Co. (acquired station Nov. 1, 1954).
Ownership: Licensee publishes San Antonio Express and News. George W. Brackenridge estate, 33.4%; Frank G. Huntress Jr., 20.43%; Mrs. Carrie S. Frost 11.44%; Mrs. Katherine H. Minter, 4.40%, and others. Also see "Newspaper Ownership."
Network: CBS-TV.
Rep: Peters, Griffin, Woodward.
Highest hour rate: \$700.
Color facilities: network.
Videotape recorder: in operation.
Executives: Frank G. Huntress Jr., pres; Albert D. Johnson, gen mgr; Wayne Keart, coml mgr; Ken James, program director & film buyer; Kenneth McClure, promotion mgr.
Washington atty: Loucks, Glas, Young & Jansky.
Radio affiliate: KENS.

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miss

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The Average Joe hereabouts has more dough to spend than the average Joe anyplace else in Texas — What's more he spends it on the products he knows most about. He finds out about these products on KOSA-TV. So Call your Bolling Man Today.



KOSA TV
channel 7 316,000 WATT ODESSA, TEXAS

61.4% share of audience sign-on to sign-off Sunday through Saturday.
Odessa-Midland total coverage area ARB — January 1958.

KTRK-TV, channel 13

Tv Stations CONTINUED

TEXAS CONTINUED

SAN ANTONIO (Continued)

KOMO-TV (Jan. 21, 1957) ch. 12; power—316kw visual, 158kw aural; antenna height 158 feet above average terrain, 573 feet above ground. Address: 1108 N. St. Mary's St., zone 12. Phone: Capitol 5-7611. **TWX** SA 122.
Licensee: Mission Telecasting Corp. (original owner).
Ownership: Eugene J. Roth, 84%; James M. Brown, 2%, Bob A. Roth, 2% and Jack Roth, 2%.
Network: ABC-TV.
Rep: H-R Television; Clarke Brown (South)
Highest hour rate: \$700.
Color facilities: network.
Executives: Eugene J. Roth, pres; James M. Brown, vp & gen mgr; Bob A. Roth, coml mgr; W. Perry Dickey, program mgr; W. Perry Dickey, film buyer; Katie Ferguson, program co-ordinator; Key Herbert, news director; George W. Ing, director of engineering.
Washington atty: Welch, Mott & Morgan.
Radio affiliates: KONO-AM-FM.

WOAI-TV (Dec. 11, 1949) ch. 4; power—100kw visual, 50kw aural; antenna height—1,480 feet above average terrain, 1,631 feet above ground. Address: 1031 Navarro St., zone 6. Phone: Capitol 7-4221. **TWX** SA 37.
Licensee: Southland Industries Inc. (Original owner).
Ownership: Hugh Hall Jr. and family.
Network: NBC-TV.
Rep: Patry.
Highest hour rate: \$700.
Color facilities: network, local live, local film, local slides.
Executives: Hugh Hall Jr., chmn of bd; James M. Gaines, pres; Edward V. Chevlot, coml mgr; Robert R. Reed, program mgr; Faye Leavitt, film director; Bill N. Yancy, promotion mgr; Henry Howell, news director; Charles L. Jeffers, vp, engineering.
Washington atty: Hogan & Hartson.
Radio affiliates: WOAI.

SAN BENITO, Cameron County (ch. 48)

SAN MARCOS, Hays County (ch. 53+)

SEGUIN, Guadalupe County (ch. 14—)

SEYMOUR, Baylor County (ch. 24+)

SHERMAN, Grayson County (ch. 46+)

SNYDER, Scurry County (ch. 30+)

STEPHENVILLE, Erath County (ch. 32+)

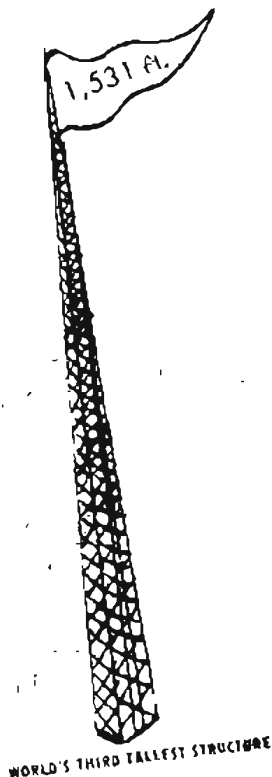
SULPHUR SPRINGS, Hopkins County (ch. 41)

SWEETWATER, Nolan County (ch. 12)
HPAR-TV (Jan. 1, 1956) ch. 12; power—144 kw visual, 72kw aural; antenna height—381 feet above average terrain, 689 feet above ground. Mailing address: 7400 College Ave., Lubbock, Tex. Phone: Sherwood 4-2345 (Lubbock), **TWX** LU-8113.
Licensee: Texas Telecasting Inc. (original owner).
Ownership: See Texas Telecasting stations in "Group Ownership."
Network: CBS-TV (primary), West Texas Television Network
Rep: The Branham Co.
Highest hour rate: \$200. (also see KDUB-TV Lubbock, parent station and key for regional network).
Color facilities: network, local film, local slides.
Executives: Jimmie Issues, vp & station mgr; (other personnel) same as KDUB-TV Lubbock).
Washington atty: Elliot Lovett.

TAYLOR, Williamson County (ch. 58+)

TEMPLE, Bell County (ch. 6, 16, 22+)
KCEN-TV (Nov. 1, 1953) ch. 8; power—100kw visual, 50.1kw aural; antenna height—830 feet above average terrain, 833 feet above ground. Address: P. O. Box 183. Phone: Prospect 3-6868.
Licensee: Bell Publishing Co. (original owner).
Ownership: Frank W. Malborn, 95%, and C. A. Schulz, 5%. Licensee publishes the Temple Telegram. Mr. Malborn is principal stockholder in Sherman Democrat and Killeen Herald, both Texas, and also owns 90% of KTEM Temple. Also see "Newspaper Ownership."
Network: NBC-TV.
Rep: Blair Tv Assoc.
Highest hour rate: \$400.
Color facilities: network.
Executives: Frank W. Malborn, pres; Burton Bishop, gen mgr & film buyer; James Ham, promotion mgr; Dick Mahan, news director; Curtis M. Casey, chief engineer.
Washington atty: Fisher, Wayland, Duvall & Southmayd.

TERRELL, Kaufman County (ch. 53)



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Our new 1,531 foot Tall Tower means added coverage for you in the great South Texas market. Now you get more when you use KENS-TV. Check the coverage, check the ratings, check the rates, and you'll agree in San Antonio, it's KENS-TV.

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...in SPONSOR APPEAL!
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THOMAS MITCHELL
ALL NEW!
 from GROSS-KRASNE
AVAILABLE NOW!
39 HALF-HOURS

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Tv Stations CONTINUED

TEXAS CONTINUED

TEXARKANA, Bowie County (ch. 6+, *18, 24-)

KCMC-TV (Aug. 16, 1953) ch. 8; power—100 kw visual, 50kw aural; antenna height—350 feet above average terrain, 391 feet above ground
Address: P. O. Box 1290 **Phone:** 33-1133. **TWX** 280.

Licensee: KCMC Inc. (original owner).
Ownership: Camden News Publishing Co. (Camden (Ark.) News—Walter E. Hussman), 50%; estate of C. E. Palmer, 42.5%. Class A common non-voting stock is entirely owned by Texarkana Newspapers Inc. (Texarkana Gazette and News), which is controlled by Palmer estate. Texarkana Newspapers also owns Hot Springs Sentinel and Record & New Era; Eldorado News and Times, 50% of Hope Star, 50% of Magnolia Banner News, and 50% of Russellville Courier-Democrat, all Ark. and 25% of Jacksonville (Tex.) Progress. Also see "Newspaper Ownership."
Network: CRS-TV (primary), ABC-TV (secondary).

Rep: Venard, Rintoul & McConnell.
Highest hour rate: \$260.
Color facilities: network.

Executives: Walter E. Hussman, pres. Richard M. Fetters, gen mgr & film buyer; Jack Rollings, national sales mgr & promotion mgr; Lex Eugene, program director & news director; Edward Covington, chief engineer
Washington atty: Eugene L. Burke
Radio affiliate: KCMC.

TYLER, Smith County (ch. 7, 61+, 72)

KITV (Oct. 14, 1954) ch. 7; power—316kw visual, 271kw aural; antenna height—535 feet above average terrain, 495 feet above ground
Address: P. O. Box 967. **Phone:** Lyric 2-3873. **TWX** TY 5672.

Licensee: The Channel 7 Co. (original owner).
Ownership: Lucille Ross Buford, 50%. Marshall Pengra, 20%; Lucille Ross Buford, guardian for Robert P. Buford, 10%; Geoffrey R. Buford, 10%; and Gerald B. Buford, 10%. Mr. Pengra is vice president of WATO Oak Ridge, Tenn.

Network: ABC-TV (primary), NBC-TV (primary), CBS-TV (secondary).

Rep: H-R Television.
Highest hour rate: \$300
Color facilities: network.

Executives: Mrs. Lucille Ross Buford, pres; Marshall H. Pengra, gen mgr & film buyer; John Lenox, coml mgr; Bonnie Lenox, program director & promotion mgr; Ralph Coleman, news director; Hudson C. Collins, chief engineer.
Washington atty: McKenna & Wilkinson.

UVALDE, Uvalde County (ch. 20)

VERNON, Wilbarger County (ch. 18+)

VICTORIA, Victoria County (ch. 19+)

KMVA (not on air, granted May 2, 1957; target date unknown) ch. 19.
Address: Victoria Bank & Trust Bldg.
Permittee: Altek Television Co.
Ownership: Albert B. Altek, 100%. Mr. Altek also owns 85% of Knal Victoria.
Radio affiliate: KNAL

WACO, McLennan County (ch. 10+, *28-, 34)

KWTX-TV (April 4, 1955) ch. 10; power—167 kw visual, 51kw aural; antenna height—512 feet above average terrain, 451 feet above ground.
Address: P. O. Box 3128, Westview Station. **Phone:** Plaza 6-1151. **TWX** WC 8480.

Licensee: KWTX Broadcasting Co. (original owner).

Ownership: W. W. Naman, 13.76%; Hilton E. Howell, 10.12%; Ross M. Sams, 9.73%; Milford N. Bostick, 9.1%; W. W. Callan, 9.73%; Robert E. Levy, 8.62%; Thomas D. Stipling, 6.28%; Ellender S. Chase 3.33% and LBJ Co., 29.06%. For LBJ holdings see that listing in "Group Ownership." Licensee owns 50% of KBTX-TV Bryan, Tex.

Network: ABC-TV, CRS-TV.
Rep: Raymer.

Highest hour rate: \$375.
Color facilities: network.

Executives: Wilfred W. Naman, pres. M. N. Bostick, vp, gen mgr & film buyer; Charles H. Buland, regional & national sales mgr; Curtis B. Mattios, program manager; Mrs. Oma Owens, promotion mgr; Bill Dover, news director; Jessie Dove, chief engineer.
Washington atty: Looock, Zius, Young & Jansky.

Radio affiliates: KWTX.

WAXAHACHIE, Ellis County (ch. 45-)

WEATHERFORD, Parker County (ch. 51)

WESLACO (see BROWNSVILLE—HARLINGEN—WESLACO)

KBGV-TV (April 14, 1954) ch. 5; power—100 kw visual, 50kw aural; antenna height—750 feet above average terrain, 791 feet above ground.

Address: 300 Missouri St. **Phone:** Woodlawn 8-3131. **TWX** 072.

Licensee: KRGV Television Inc. (original owner)

Ownership: See LBJ Co. in "Group Ownership."

Network: NBC-TV (primary), ABC-TV (secondary).

Rep: Raymer.

Highest hour rate: \$300.

Executives: J. C. Kellam, pres; Charles L. Brooks, station mgr; Bill Rucker, national sales mgr; Dallas Wales, program director; Fred Noble, film buyer & director of operations; Hank Page, promotion mgr; Lewis Hartwig, chief engineer.

Washington atty: Cohn & Marks

Radio affiliate: KRGV.

WICHITA FALLS, Wichita County (ch. 3, 6-, *16+, 22-)

KFDX-TV (April 12, 1953) ch. 3; power—100 kw visual, 36.2 kw aural; antenna height—509 feet above average terrain, 556 feet above ground.

Address: P. O. Box 2040. **Phone:** 2-5668.

Licensee: Wichita Radio & Television Co. (original owner)

Ownership: Darrold A. Cannon and family, majority owners. Mr. Cannon also owns 21% of KFDM-AM-TV Beaumont.

Network: NBC, ABC.

Rep: Raymer.

Color facilities: network, local live, local film, local slides.

Highest hour rate: \$350.

Executives: D. A. Cannon, pres; Howard H. Fry, gen mgr & film buyer.

KSYD-TV (March 1, 1953) ch. 6; power—100 kw visual, 50kw aural; antenna height—450 feet above average terrain, 465 feet above ground.

Address: P. O. Box 2120. **Phone:** 323-6357 **TWX** WF 8388.

Licensee: KSYD Television Co. (acquired station Jan. 9, 1956).

Ownership: Sidney A. Grayson, 55%; Nat Levine, 26%; Irving L. Gold, 12.5%; Ben Aaron, 6.87%; Theodore Shanbaum, 2.5%; and others.

Network: CBS-TV.

Rep: Blair Television Assoc.

Highest hour rate: \$350.

Color facilities: network.

Executives: Sidney A. Grayson, pres, gen mgr & film buyer; Lambert Cain, local sales mgr; Tom Sugars, program director; Mrs. Carol Crowder, promotion mgr; Bill Hood, news director; Herbert T. Wiley, chief engineer
Washington atty: Leon Wilner, & Bergeson
Radio affiliate: KSYD.

UTAH

BRIGHAM, Box Elder County (ch. 36-)

CEDAR CITY, Iron County (ch. 5)

LOGAN, Cache County (ch. 12-, 30, *46)

KVNU-TV (not on air, granted Feb. 27, 1958; target date undetermined) ch. 12.
Address: 1393 N. Main St.,
Licensee: Cache Valley Broadcasting Co.
Ownership: Herschel Bullen, 9.3%; Reed Bullen, 30.5%, and others.

OGDEN, Weber County (ch. 9+, *18-, 24)

NEW (not on air, granted July 31, 1958; target date not announced) ch. 9.
Address: 1538 Gibson Ave.
Permittee: United Telecasting & Radio Co.
Ownership: United Broadcasting Co., licensee of KVOG Ogden, 80%; Richard K. and Robert G. Hemingway, 10% each.
Radio affiliate: KVOG.

PRICE, Carbon County (ch. 6)

PROVO, Utah County (ch. 11+, 22, *28)

KLOB-TV (not on air; target date Sept. 16, 1958; ch. 11; power—6kw visual; 3 kw aural; antenna height—2,845 feet above average terrain, 199 feet above ground
Address: P. O. Box 44. **Phone:** Franklin 3-2951. **TWX** Provo, 468.

Permittee: Beehive Telecasting Corp.

Ownership: Samuel B. Nissley, 56.2%, and others. Permittee owns 63.283% of KSUB Cedar City, Utah.

Rep: Raymer.

Highest hour rate: \$350.

Color facilities: network, local live, local film, local slides.

Executives: Samuel B. Nissley, pres, gen mgr & film buyer; Donna Gosar, sales mgr; Gaylon B. Rowan, program director; Vern Brimley, promotion mgr; Gordon Forsyth, news director; Phillip R. Hurlbut, chief engineer.
Washington atty: Scharfeld & Bacon

RICHFIELD, Sevier County (ch. 13+)

ST. GEORGE, Washington County (ch. 18+)

SALT LAKE CITY, Salt Lake County (ch. 2-, 4-, 5+, *7-, 20+, 26)

KSL-TV (June 1, 1949) ch. 5; power—33.1kw visual; 18.2kw aural; antenna height—3,680 feet above average terrain, 110 feet above ground.

Address: 145 Social Hall Ave., zone 11. **Phone:** Elgin 5-4641 **TWX** SU 373.

Licensee: Radio Service Corp. (original owner)

Ownership: See Corp. of Church of Jesus Christ of Latter Day Saints in "Group Ownership."

Network: CBS-TV (secondary)

Rep: CBS Television Spot Sales.

Highest hour rate: \$650.

Color facilities: network.

Executives: Jay W. Wright executive vp; D. Lennox Murdock, vp & mgr; Wayne F. Richards, director of operations; Richard V. Thirlot, film buyer; Robert G. Murdock, director of promotion; William A. Eames, news director; Vincent E. Clayton, chief engineer.

Washington atty: Wilkinson, Craigun & Barker.

Radio affiliates: KSL-AM-FM

KTVT (April 1948) ch. 4; power—26.9kw visual, 11.3kw aural; antenna height—3,080 feet above average terrain, 186 feet above ground.

Address: 130 Social Hall Ave., zone 11. **Phone:** Davis 2-5681. **TWX** SU 71.

Licensee: Intermountain Broadcasting & Television Corp. (acquired station July 1, 1953)

Ownership: See Time Inc stations in "Group Ownership." Also see "Newspaper Ownership."

Network: NBC-TV.

in Houston the turn

KTRK-TV, channel 13

"Adventures of The SEAHAWK"

starring **JOHN HOWARD**

Filmed in the Caribbean

26 Half-hours

ALL NEW! Available **NOW!**

from **GROSS-KRASNE**

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5-Year Leadership in Four

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"If media throughout the country followed KCMC-TV's lead, the current recession would already be behind us . . .

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CHRYSLER CORPORATION

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Stephen C. Thomson
Advertising Manager

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M-E-L DIVISION
Mercury Edsel Lincoln Continental Imported Cars

"... we congratulate you on your leadership"

[Signature]
George O. Hackett, Manager
Sales Promotion & Training
MERCURY

GENERAL MOTORS CORPORATION
DETROIT 2 MICHIGAN

"You and your station are certainly to be congratulated on the outstanding promotion job you did in connection with the local "Sale-O-Rama". It is evident that you gave this promotion a great deal of thought."

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H. C. Botsford
Assistant Director
ADVERTISING SECTION

[Signature]
Ford Motor Company
BEN R. DONALDSON
DIRECTOR OF INSTITUTIONAL ADVERTISING

"I fully appreciate the enterprise in connection with the program outlined"

[Signature]

PLYMOUTH DIVISION
CHRYSLER CORPORATION
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L. T. MADOPIAN
SALES MANAGER

"I was particularly impressed with the aggressiveness of your property as demonstrated by the merchandising co-operation you extended."

[Signature]

CHRYSLER CORPORATION
Detroit 21, Michigan

"...It was without a doubt one of the best we've seen yet."

[Signature]
J. R. Barlow
Manager
Product Advertising

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RICHARD M. PETERS
GENERAL MANAGER

KCMCTV

TEXARKANA, ARKANSAS-TEXAS

100,000 WATTS Channel 6 MAXIMUM POWER

REPRESENTED BY VENARD, RINTOUL & MCCONNELL, INC.



JACK ROLLINGS
DIRECTOR, NATL. SALES & PRO

TV Stations CONTINUED

UTAH CONTINUED

SALT LAKE CITY (Continued)

KTVT (Continued)

Rep: Katz.
Highest hour rate: \$650.
Color facilities: network, local slides.
Executives: G. Bennett Larson, pres. & gen mgr.; Kenneth J. Hanni, business mgr.; Harold Woolley, director of sales; Dan Rainger, program director & film buyer; Jack White, news director; Allen Gunderson, engineering director.
Washington atty: Pierson, Ball & Dowd.
Radio affiliates: KDYI-AM-FM.

***KUED** (non-commercial educational) (Jan. 20, 1958) **ch. *7;** power—27.5kw visual, 15.6kw aural; antenna height—3,050 feet above average terrain, 202 feet above ground.
Address: University of Utah, zone 12. **Phone:** Davis 4-4761 Ext. 625.
Licensee: University of Utah Board of Regents (original owner).
Executives: A. Ray Olpin, pres.; Dr. Keith M. Engar, gen. mgr.; Rex L. Campbell & J. Boyer Jarvis, associate program directors; Elizabeth T. Lewis, promotion mgr.; Herbert W. Holts-houser, chief engineer.

KUTV (Sept. 10, 1954) **ch. 2;** power—45.7kw visual, 24.5kw aural; antenna height—3,060 feet above average terrain, 229 feet above ground.
Address: 179 Social Hall Ave., zone 11. **Phone:** Davis 2-2505. **TWX** SU 479.
Licensee: KUTV Inc. (acquired station April 1, 1956).

Ownership: See A. L. Glasmann stations in "Group Ownership."
Network: ABC-TV.
Rep: Avery-Knodel.
Highest hour rate: \$650.
Color facilities: network.
Executives: A. L. Glasmann, pres.; George C. Hatch, vp.; Brent H. Kirk, station & coml mgr.; Duane C. Hill, program director; Sidney L. Cohen, film buyer; Keith L. Nicholson, promotion mgr.; Doug Mitchell, news director; Reid Carpenter, chief engineer.
Washington atty: Haley, Wollenberg & Kene-han.
Radio affiliate: KALL.

TOOELE, Tooele County (ch. 44)

VERNAL, Uintah County (ch. 3+)

VERMONT

BENNINGTON, Bennington, County (ch. 74+)

BRATTLEBORO, Windham County (ch. 77+)

BURLINGTON, Chittenden County (ch. 3, *16+, 22+)

WCAX-TV (Sept. 26, 1954) **ch. 3;** power—18.5 kw visual, 9.25kw aural; antenna height—2,736 feet above average terrain, 50 feet above ground.
Address: 100 Market Square, South Burlington. **Phone:** University 2-6761. **TWX** 10.
Licensee: Mt. Mansfield Television Inc. (original owner).
Ownership: C. P. Hasbrook, 53.3%; S. T. Martin, 16.6%, and others.
Network: CBS-TV.
Rep: Weed Television.
Highest hour rate: \$450.
Executives: C. P. Hasbrook, chmn of bd; Stuart T. Martin, pres & gen mgr.; John A.

Dobson, coml mgr.; Sherman A. Rutter, film buyer; Charles S. Lewis, promotion mgr.; John A. Sullivan, news director; James W. Tierney, chief engineer.

Washington atty: Eliot C. Lovett.
Radio affiliate: WCAX.

MONTPELIER, Washington County (ch. 57)

NEWPORT, Orleans County (ch. 46)

RUTLAND, Rutland County (ch. 49+)

ST. ALBANS, Franklin County (ch. 34—)

ST. JOHNSBURY, Caledonia County (ch. 30)

VIRGINIA

ARLINGTON, Independent City (Washington, D. C., allocation)

WARL-TV (not on air, granted Oct. 10, 1956; target date unknown) **ch. 20.**
Address: 5232 Lee Highway.
Permittee: Northern Virginia Broadcasters, Inc.
Ownership: See Cy Blumenthal Stations in "Group Ownership."
Radio affiliate: WARL.

BLACKSBURG, Montgomery County (ch. *60+)

BRISTOL, (see BRISTOL, Tenn.)

WCYB-TV **ch. 5** (see Bristol, Tenn.)

CHARLOTTESVILLE, Albemarle County (ch. *45+, 64+)

COVINGTON, Alleghany County (ch. 44+)

DANVILLE, Pittsylvania County (ch. 24—)

WBTM-TV (not on air, suspended operation but has not turned in construction permit) **ch. 24.**

Address: 710 Grove St.
Permittee: Piedmont Broadcasting Corp.
Ownership: Louis N. Dibrell Jr., 13.17%; James Fuller Dibrell, 13.11%; Louise D. Ficklen, 6.55%, and under trusteeship, 6.58%; Mrs. Genevieve H. Ray and family, 12.1%; Landon R. Wyatt, 4.76% Gardner Motor Co., 9.9%, and others.
Radio affiliate: WBTM.

EMPORIA, Greenville County (ch. 25+)

FARMVILLE, Prince Edward County (ch. 19)

FREDERICKSBURG, Spotsylvania County (ch. 47)

FRONT ROYAL, Warren County (ch. 39—)

HARRISONBURG, Rockingham County (ch. 3—, 34—)

WSVA-TV (Oct. 19, 1953) **ch. 3;** power—8.32 kw visual, 4.17kw aural; antenna height—2,130 feet above average terrain, 349 feet above ground.
Address: Harrisonburg. **Phone:** 4-4431.
Licensee: Shenandoah Valley Broadcasting Inc. (acquired station May 29, 1956).
Ownership: Transcontinent Television Co., 50%; Hamilton Shea, 50%. For Transcontinent TV holdings see listing in "Group Ownership."
Network: ABC-TV, CBS-TV, NBC-TV.
Rep: Peters, Griffin, Woodward.
Highest hour rate: \$250.
Color facilities: network.
Executives: Hamilton Shea, pres & gen mgr.; R. H. (Dick) Johnson, coml mgr.; Robert E. Lee, program director & film buyer; N. L. Royster, mgr merchandising & station relations; Andy McCaskey, promotion mgr.; Wip Robinson, news director; Thomas Jones, chief engineer.

Washington atty: Covington & Burling.
Radio affiliates: WSVA-AM-FM.

LEXINGTON, Rockbridge County (ch. 54)

LYNCHBURG, Campbell County (ch. 13, 16—)

WLVA-TV (Feb. 8, 1953) **ch. 13;** power—316 kw visual, 158kw aural; antenna height—1,100 feet above average terrain, 574 feet above ground.
Address: 2320 Langhorne Road. **Phone:** Victor 5-1242. **TWX** LY 80.
Licensee: Lynchburg Broadcasting Corp. (original owner).
Ownership: Philip P. Allen, 25.5%; Champe C. Allen, 26.7%; Louis H. Peterson, 21.5%; John P. Read Jr., 4.21%, and others. Mr. Peterson owns WNOR Norfolk and 50% of WTOV-TV Norfolk, Va.
Network: ABC-TV.
Rep: Hollingbery.
Highest hour rate: \$300.
Color facilities: network.
Executives: Philip P. Allen, pres & gen mgr.; Thomas L. Turner, coml mgr.; Warren Utal, program & promotion director & film buyer; Fran Russell, news director; John T. Orth, chief engineer.
Washington atty: George O. Sultan.
Radio affiliate: WLVA.

MARION, Smyth County (ch. 50)

MARTINSVILLE, Henry County (ch. 35—)

NEWPORT NEWS (see NORFOLK—PORTSMOUTH—NEWPORT NEWS)

WACH-TV (not on air, suspended operation but has not turned in construction permit) **ch. 32.**
Address: 114 24th St.
Permittee: United Broadcasting Co. of Eastern Virginia.
Ownership: See United Broadcasting Co. stations in "Group Ownership."
Radio affiliate: KYOU.

NORFOLK, Norfolk County—PORTSMOUTH, Norfolk County (ch. 27) NORFOLK—PORTSMOUTH—NEWPORT NEWS, Independent City (ch. 3+, 10+, 13—, 15, *21—, 33)

WAVY-TV (Portsmouth) (Sept. 1957) **ch. 10;** power—316kw visual, 161 kw aural; antenna height—989 feet above average terrain, 1,026 feet above ground.
Address: 709 Boush St.
Licensee: Tidewater Teleradio Inc. (original owner).
Ownership: Henry Clay Hoffhelmer II, 6.8%; Hunter C. Phelan, 11.4%; Carl J. Burkland, 6.96%; George T. McLean, 10.7%, and others. (All shares of common Class B voting stock (including above) are held in trust by 11 voting trustees, namely Messrs. Phelan, Burkland, Hoffhelmer, and McLean and J. C. Aspinwall Jr., Richard D. Cooke, E. T. Gresham, Porter Hardy Jr., William M. Camp, Joseph W. Luter, and C. K. Hutchens.)
Network: ABC-TV.
Rep: H-R Television.
Color facilities: network, local film, local slides.
Executives: Hunter C. Phelan, pres; Carl J. Burkland, executive vp & gen mgr.
Radio affiliate: WAVY.

WTAR-TV (April 2, 1950) **ch. 3;** power—100 kw visual; 50kw aural; antenna height—980 feet above average terrain, 1,029 feet above ground.
Address: 726 Boush St., zone 10. **Phone:** Madison 5-6711. **TWX** 91.
Licensee: WTAR Radio Corp. (original owner)
Ownership: Wholly owned by Norfolk-Portsmouth Newspapers Inc. (Norfolk Virginian-Pilot and Ledger-Dispatch & Star). Also see "Newspaper Ownership."
Network: CBS-TV.

Rep: Petry.
Highest hour rate: \$875.
Color facilities: network, local film, local slides. Videotape recorder; in operation.
Executives: Campbell Arnoux, pres & gen mgr.; John C. Pepper, vp in charge of operations; Robert M. Lamb, vp in charge of sales; Harold Seldinger, program director & film buyer; Hal Powell, promotion mgr.; Gil McLeod, news director; R. L. Lindell, chief engineer.
Washington atty: Eliot Lovett.
Radio affiliate: WTAR.

WTOV-TV (Oct. 22, 1953; suspended October 1954 but resumed May 20, 1955) **ch. 27;** power—156kw visual, 89.1kw aural; antenna height—330 feet above average terrain, 410 feet above ground.
Address: 1318 Spratley St., Portsmouth, Va.
Licensee: Tim Brite Inc. (acquired station March 1955).
Ownership: Temus R. Brite, 50%, and Norfolk Broadcasting Corp. (Louis H. Peterson), 50%. Mr. Peterson owns WNOR Norfolk and WSSV Petersburg and 21.5% of WLVA-AM-FM-TV Lynchburg, all Virginia.
Rep: McGilvra.
Color facilities: local live, local slides.
Highest hour rate: \$380.
Executives: Temus R. Bright, pres & gen mgr.

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Tv Stations CONTINUED

VIRGINIA CONTINUED

NORFOLK (Continued)

WVEC-TV (Sept. 19, 1953) **ch. 15**; power—214 kw visual; 110kw aural; antenna height—480 feet above average terrain, 500 feet above ground.
Address: 1930 Pembroke Ave. (Hampton); 812 W. 21st St. (Norfolk). **Phone:** Hampton 6331, Madison 7-7774.
Licensee: Peninsula Broadcasting Corp. (original owner).
Ownership: Thomas P. Chisman, 15.23%; James E. Swafford, 13.96%; J. W. W. Chisman, 13.96%; Harrol A. Brauer Jr., 8.6%; H. Clyde Smith, 4.06%; J. L. Tysinger Sr., 5.1%; Rutherford B. Thompson and wife, 5%, and others.
Network: NBC-TV.
Rep: Avery-Knodel.
Highest hour rate: \$350.
Color facilities: network.
Executives: Thomas P. Chisman, pres & gen mgr; Harrol A. Brauer Jr., director of sales; Harry Doggette, program director; L. W. Kliever, film buyer; Beverly Avery, promotion mgr; Lewis T. Jester, news director; William C. King, chief engineer.
Washington atty: Cohn & Marks.
Radio affiliate: WVEC.

NORTON, Wise County (ch. 52+)

PETERSBURG, Dinwiddie County (ch. 8, 41)

WBEK-TV (also see Richmond) (Aug. 15, 1955) **ch. 8**; power—316kw visual, 158kw aural; antenna height—310 feet above average terrain, 371 feet above ground.
Address: 124 W. Tubb St., Petersburg; Box 8765, Richmond. **Phone:** Regent 3-7875 (Petersburg); Atlantic 8-2335 (Richmond).
Licensee: Petersburg Television Corp. (original owner).
Ownership: See Thomas G. Tinsley Jr. stations in "Group Ownership."
Network: NBC-TV.
Rep: Select Station Reps; Simmons Assoc.; Clarke Brown; McGavren-Quinn.
Highest hour rate: \$750.
Color facilities: network, local film, local slides.
Executives: Thomas G. Tinsley Jr., pres; Irvin G. Abeloff, vp. gen mgr & film buyer; Lawrence Slon, coml mgr; Robert C. Currie Jr., program director; Thomas F. McCollum, promotion mgr; Stan Lasak, news director; George McGuigan, chief engineer.
Washington atty: Berge, Fox & Arent.
Radio affiliate: WLEE.

PORTSMOUTH (see NORFOLK—PORTSMOUTH and also see NORFOLK—PORTSMOUTH—NEWPORT NEWS)

PULASKI, Pulaski County (ch. 37)

RICHMOND, Henrico County (ch. 6+, 12-, *23, 29+)

WRVA-TV (April 29, 1956) **ch. 12**; power—316 kw visual, 158kw aural; antenna height—730 feet above average terrain, 790 feet above ground.
Address: P. O. Box 2370, zone 18. **Phone:** Belmont 3-5461. **TWX** 338.
Licensee: Richmond Television Corp. (original owner).
Ownership: Larus & Bros. Co., 61.99%; Neighborhood Theatre Inc., 17.12%, and more than

40 others. Larus & Bros. Co. is licensee of WRVA-AM-FM Richmond.
Network: CBS-TV.
Rep: Harrington, Righter & Parsons.
Highest hour rate: \$700.
Color facilities: network, local film, local slides.
Executives: C. T. Lucy, pres & chief owner; Barron Howard, gen mgr; James D. Clark Jr., coml mgr; Sam Carey, program director; Robert E. film buyer; John L. Stone, Jr., promotion mgr; Herbert Clarke, news director; Sanford Terry Jr., chief engineer, Dave Woods, general engineer.
Washington atty: Fisher, Wayland, Duvall & Southmayd.
Radio affiliates: WRVA-AM-FM.

WTVB (April 22, 1948) **ch. 6**; power—100kw visual, 50kw aural; antenna height—840 feet above terrain, 841 feet above ground.
Address: 3301 W. Broad St., zone 29. **Phone:** Elgin 5-8611. **TWX** RH-87.
Licensee: Havens & Martin Inc. (original owner).
Ownership: Wilbur M. Havens, 100%.
Network: ABC-TV.
Rep: Blair Tv Assoc.
Highest hour rate: \$875.
Color facilities: network, local film, local slides.
Executives: Wilbur M. Havens, pres & gen mgr; Walter A. Gowry Jr., assistant gen mgr; James Pastore, national sales coordinator; John V. Shand, program director; G. Conrad Rianhard Jr., film buyer; William J. Flier, promotion mgr; Roy Roman, news director; James W. Kyle, chief engineer.
Washington atty: John H. Midlen.
Radio affiliates: WMBG, WCOD (FM).

WXEX-TV ch. 8 (see Petersburg).

ROANOKE, Roanoke County (ch. 7-, 10, 27+, *33-)

WDBJ-TV (Oct. 3, 1955) **ch. 7**; power—316kw visual, 158kw aural; antenna height 2,000 feet above average terrain, 116 feet above ground.
Address: 201 W. Campbell Ave.
Phone: Diamond 3-8031. **TWX** RV-18.
Licensee: Times World Corp. (original owner).
Ownership: Owned 100% by family of the late Junius Parker Fishburn. First National Exchange Bank of Roanoke holds most of stock in trust for beneficial owners. Licensee publishes Roanoke Times and World News. Also see "Newspaper Ownership."
Network: CBS-TV.
Rep: Peters, Griffin, Woodward.
Highest hour rate: \$600.
Color facilities: network, local film, local slides.
Executives: M. W. Armistead, III, pres; Ray P. Jordan, vp for broadcasting; John W. Harkrader, assistant vp for broadcasting; Paul E. Reynolds, program director & film buyer; Blake Brown, tv sales mgr; Benton B. Roggs, promotion mgr; Charles A. Ballou, program mgr; Don Murray, news director; J. E. Newman, chief engineer.
Washington atty: George O. Sutton.
Radio affiliates: WDBJ-AM-FM

WSLS-TV (Dec. 11, 1952) **ch. 10**; power—316 kw visual, 158kw aural; antenna height—1,972 feet above average terrain, 171 feet above ground.
Address: Church Ave. & Third St. **Phone:** Diamond 4-9226. **TWX** RV 25.
Licensee: Shenandoah Life Stations Inc. (original owner).
Ownership: Shenandoah Life Insurance Co., 100%. Rives S. Brown, a director (but not a stockholder), owns 5% of WMVA-AM-FM Martinsville, Va.
Network: NBC-TV (primary), ABC TV (secondary).
Rep: Avery-Knodel.
Highest hour rate: \$675.
Color facilities: network, local film, local slides.
Executives: Blake T. Newton Jr., pres; James H. Moore, gen mgr; Horace S. Fitzpatrick, station mgr & film buyer; A. S. Trevilian, coml mgr; George Cherrault, program director; Fred L. Corstaphnev, promotion mgr; Tom Wright, news director; J. P. Briggs, chief engineer.
Washington atty: Eliot Lovett.
Radio affiliates: WSLS-AM-FM.

SOUTH BOSTON, Halifax County (ch. 14+)

STAUNTON, Augusta County (ch. 36)

WAYNESBORO, Augusta County (ch. 42)

WILLIAMSBURG, James City County (ch. 17)

WINCHESTER, Frederick County (ch. 28+)

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Tv Stations CONTINUED

WASHINGTON

ABERDEEN, *Grays Harbor County* (ch. 58)

ANACORTES, *Skagit County* (ch. 34)

BELLINGHAM, *Whatcom County* (ch. 12+, 18+, 24-)

KVOS-TV (June 3, 1953) ch. 12; power—224kw visual, 112kw aural; antenna height—2,370 feet above average terrain, 141 feet above ground.

Address: 1151 Ellis St. Phone: Regent 3-4566. TWX BX 01.

Licensee: KVOS Inc. (original owner).

Ownership: Rogan Jones and wife, 87.07%; David Mintz, 8%; Ernest E. Harper, 4%. Mr. Jones owns 60% of KPQ Wenatchee, Wash.

Network: CBS-TV (secondary).

Rep: ForJoe; Stovin-Byles (Canada); Art Moore (Northwest).

Highest hour rate: \$650.

Executives: Rogan Jones, pres; Dave Mintz, executive vp & film buyer; Fred O. Elsethagen, coml mgr; R. H. (Andy) Anderson, operations director; Marian Boylan, publicity director; Gene Miller, promotion mgr; Bill Hoyt, news director; Ernie Harper, director of engineering.

Washington atty: Haley, Wollenberg & Kenehan.

Radio affiliate: KVOS.

BREMERTON, *Kitsap County* (ch. 44, 50)

CENTRALIA, *Lewis County* (ch. 17)

CLARKSTON, *Asotin County* (ch. 34+, 40+)

ELLENSBURG, *Kittitas County* (ch. 49, *65)

EPHRATA, *Grant County* (ch. 16—, 43)

KBAS-TV (Feb 15, 1957) ch. 43; power—13.8 kw visual; antenna height—750 feet above average terrain, 300 feet above ground.

Address: Box 306, Moses Lake, Wash. Phone: Rockwell 5-7843

Licensee: Basin Tv Co. (original owner).

Ownership: See Cascade Broadcasting Co. stations in "Group Ownership."

Network: CBS-TV (primary), ABC-TV (secondary), NBC-TV (secondary).

Rep: Weed Television.

Highest hour rate: \$125

Color facilities: network.

Executives: Tom Bostic, pres; Jim Schroeder, station mgr; Jim Nolan, program director; Hershah Cary, film buyers; Edward Morrissey, promotion mgr; Ron Randall, news director; Howard Hammond, chief engineer.

Washington atty: Prince, Taylor & Crampton.

Radio affiliate: KWIQ Moses Lake.

EVERETT, *Snohomish County* (ch. 22—, 28—)

GRAND COULEE, *Grant County* (ch. 37)

HOQUIAM, *Grays Harbor County* (ch. 52)

KELSO, *Cowlitz County* (ch. 39)

KENNEWICK, *Benton County* (ch. 31)

KTRX (Jan. 28, 1958) ch. 31; power—8kw visual, 4kw aural; antenna height—5 feet above average terrain, 165 feet above ground.

Address: P. O. Box 537. Phone: Justice 2-3101.

Licensee: Columbia River Television (original owner).

Ownership: Stuart Nathanson, 25%; B. K. Phillips, 18.75%; C. N. Hostkoetter and wife, 18.75%; Stuart T. Mullen, 12.5%; Albert I.

Milberg, 12.5%; Robert D. Plows, 6.25%; O. S. Bailie, 6.25%.

Rep: ForJoe.

Highest hour rate: \$240.

Executives: Stuart Nathanson, gen mgr; Eugene Normoyle, program director; Sam Nathanson, film buyer; Brian Morgan, news editor; Bernard Bailie chief engineer.

KENNEWICK—RICHLAND, *Benton County*—PASCO, *Franklin County* (ch. *41)

LONGVIEW, *Cowlitz County* (ch. 33)

MOSES LAKE, *Grant County* (ch. 61)

OKANOGAN (see OMAK)

OLYMPIA, *Thurston County* (ch. 60)

OMAK, *Okanogan County*—OKANOGAN, *Okanogan County* (ch. *35—)

PASCO (also see KENNEWICK—RICHLAND—PASCO) (ch. 19—)

KEPR-TV (Dec. 28, 1955) ch. 19; power 97.7 kw visual; 76kw aural; antenna height—1,247 feet above average terrain, 351 feet above ground.

Address: P. O. Box 766. Phone: Justice 6-6184. TWX Kennewick 45.

Licensee: KEPR Inc (original owner).

Ownership: See Cascade Broadcasting Co. stations in "Group Ownership."

Network: CBS-TV (primary), ABC-TV (secondary), NBC-TV (secondary).

Rep: Weed Television.

Highest hour rate: Sold in combination with KIMA-TV Yakima, Wash.

Color facilities: network.

Executives: Thomas C. Bostic, pres; Monte L. Strohl, gen mgr; Ed Morrissey, coml & promotion mgr; William Moody, program director; Jim Nolan, film buyer; Dean Mitchell, news director; Mike Rastovich, chief engineer.

Washington atty: Prince, Taylor & Crampton.

Radio affiliate: KEPR.

PORT ANGELES, *Clallam County* (ch. 16+)

PULLMAN, *Witman County* (ch. *10—, 24)

RICHLAND (also see KENNEWICK—RICHLAND—PASCO) (ch. 25)

SEATTLE, *King County* (ch. 4, 5+, 7, *9, 20, 26+)

*KOTS (non-commercial educational) (Dec. 10, 1954) ch. *9; power—28.8kw visual, 17.4kw aural; antenna height—470 feet above average terrain, 287 feet above ground.

Address: U. of Washington, zone 5. Phone: Lakeview 4-6000.

Licensee: U. of Washington.

Executives: Dr. Charles E. Odegaard, pres. (university); Loren B. Stone, station mgr; Kenneth Yeend, program director; John L. Boor, director of engineering.

Radio affiliate: KUOW (FM).

KING-TV (Nov. 25, 1948) ch. 5; power—100kw visual, 50kw aural; antenna height—822 feet above average terrain, 670 feet above ground.

Address: 320 Aurora Ave., zone 9. Phone: Mutual 2-3555. TWX SE 458.

Licensee: King Broadcasting Co. (acquired station August 1949).

Ownership: See King Broadcasting Co. stations in "Group Ownership."

Network: ABC-TV.

Rep: Blair Tv.

Highest hour rate: \$1100.

Color facilities: network, local film, local slides.

Videotape recorder: in operation.

Executives: Mrs. A. Scott Bullitt, pres; Henry B. Owen, executive vp; Otto P. Brandt, vp & gen mgr; Alexander P. Hunter, coml mgr; Lee Schulman, program director & film buyer; Mel Anderson, promotion mgr; George William

Parker, merchandising mgr; Charles Herring, news director; James L. Middlebrooks, director of engineering; Robert Ferguson, chief engineer; Gloria Chandler, public service director.

Washington atty: Haley, Wollenberg & Kenehan.

Radio affiliates: KING-AM-FM.

KIRO-TV (Feb. 6, 1958) ch. 7; power—316kw visual, 156kw aural; antenna height—820 feet above average terrain, 534 feet above ground.

Address: 1530 Queen Anne Ave., zone 9. Phone: Alwater 3-9800.

Licensee: Queen City Broadcasting Co. (original owner).

Ownership: Saul Haas, 63.239%; Louis Lear Trust, 5.098%; Ruth Lear Trust, 5.098%; U.S. Sen. Warren G. Magnuson (D-Wash.), 3.993%, and more than 40 others.

Network: CBS-TV.

Rep: Peters, Griffin, Woodward.

Highest hour rate: \$1100.

Color facilities: network, local film, local slides.

Executives: Saul Haas, pres & gen mgr; Lincoln W. Miller, vp; Miller C. Robertson, station mgr; William A. Exline, sales mgr; Fred Kaufman, program director; Eugene Wecker, film director; Paul H. Smith, acting promotion mgr; Sam Rinaker, news director; Charles R. Morris, director of engineering.

Washington atty: Arnold, Fortas & Porter.

Radio affiliates: KIRO-AM-FM.

KOMO-TV (Dec. 10, 1953) ch. 4; power—100 kw visual, 50kw aural; antenna height—810 feet above average terrain, 550 feet above ground.

Address: 100 4th Ave North, zone 9. Phone: Main 4-6000. TWX SE 71.

Licensee: Fisher's Television (original owner).

Ownership: Fisher's Blend Station Inc. (KOMO Seattle), 66.66%; Gamble Enterprises Inc. (Theodore R. Gamble and family), 30%; C. Howard Lane, 3.33%. For Gamble interests see that listing in "Group Ownership."

Network: NBC-TV.

Rep: NBC Spot Sales.

Highest hour rate: \$1,125.

Color facilities: network, local live, local film, local slides.

Executives: O. D. Fisher, pres; W. W. Warren, executive vp & gen mgr; Bill Hubbach, coml mgr; Dave Crockett, mgr of programming & film buyer; Tom Rogstad, program director; Margaret Frey, promotion mgr; Herb Robinson, news editor; C. E. Miller, chief engineer.

Washington atty: Fisher, Wayland, Duvall & Southmayd.

Radio affiliate: KOMO.

SPOKANE, *Spokane County* (ch. 2—, 4—, 6—, *7+)

KHQ-TV (Dec. 20, 1952) ch. 6; power—160kw visual, 50kw aural; antenna height—941 feet above average terrain, 826 feet above ground.

Address: Radio Central Bldg. Phone: Madison 4-5131. TWX SP 197.

Licensee: KHQ Inc. (original owner).

Ownership: Wholly owned by Spokane Chronicle Co. (Spokane Spokesman, Spokane Chronicle and Chronicle), in turn owned by W. H. Cowles family. Also see "Newspaper Ownership."

Network: NBC-TV.

Rep: Katz.

Highest hour rate: \$625.

Color facilities: network, local live, local film, local slides.

Executives: Richard O. Dunning, pres & gen mgr; J. Birney Blair, coml mgr; John Fahey, program director & film buyer; Rex R. Gerlach, promotion mgr; Patrick J. Cullen, news director; Dee Waymire, chief engineer.

Washington atty: Kirkland, Fleming, Green, Martin & Ellis.

Radio affiliate: KHQ.

KREM-TV (Oct. 31, 1954) ch. 2; power 100kw visual, 50kw aural; antenna height—840 feet above average terrain, 747 feet above ground.

Address: 4103 S. Regal St., zone 34. Phone: Keystone 4-0466. TWX SP 08.

Licensee: KREM Broadcasting Co. (acquired station Jan. 1, 1958).

Ownership: See King Broadcasting Co. stations in "Group Ownership."

Network: ABC-TV.

Rep: Petry.

Highest hour rate: \$600.

Color facilities: network, local film, local slides.

Executives: Louis Wasmer, pres, gen mgr &

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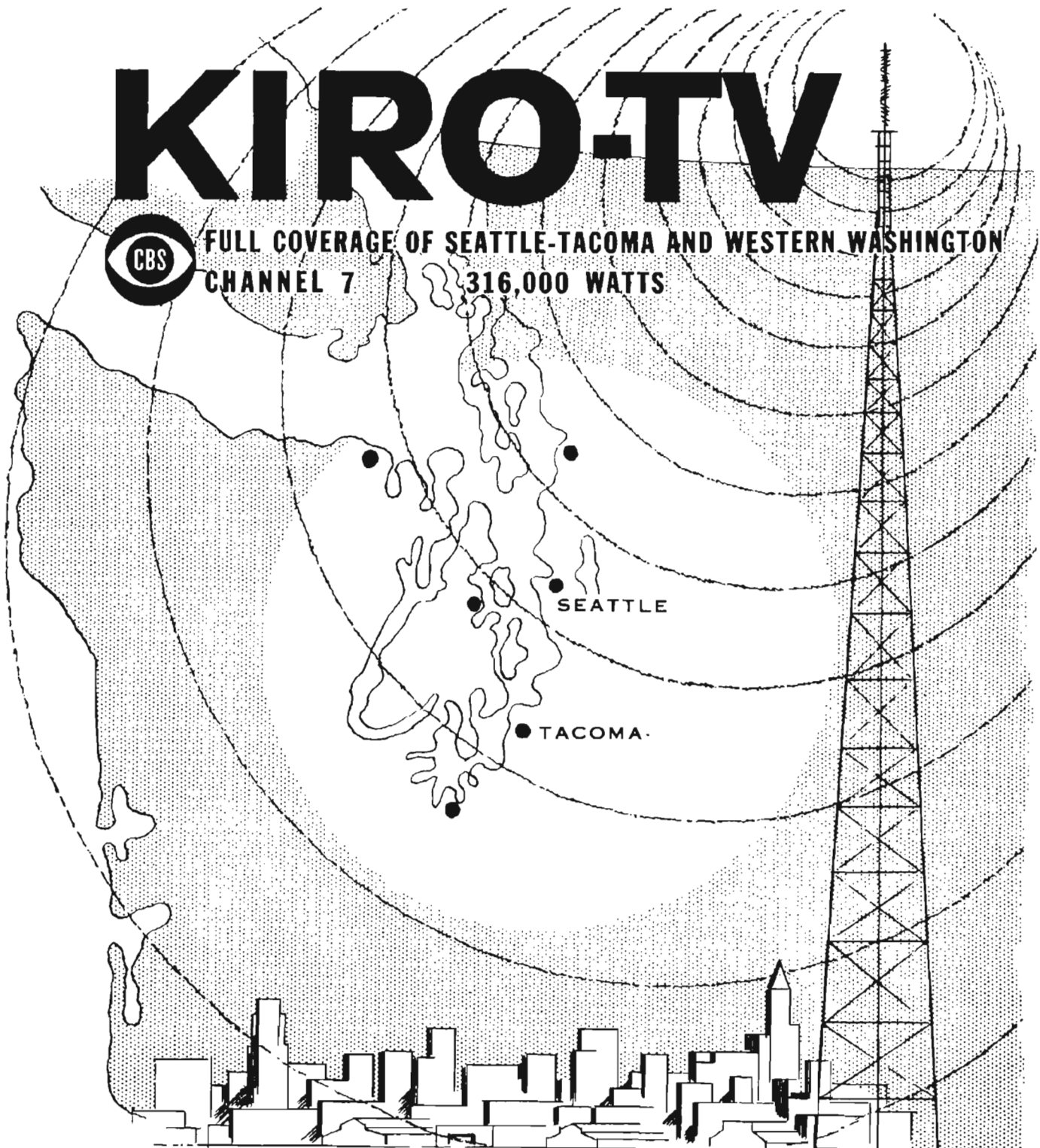
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TV Stations CONTINUED

WASHINGTON CONTINUED

SPOKANE (Continued)

KREM-TV (Continued)

film buyer Robert H. Temple, com'l mgr. Walter Schaar, program director; Ted Richeson promotion mgr.; Richard Hoover, news director; Homer W. Mead, chief engineer.
Washington atty: Haley, Wollenberg & Kenehan.
Radio affiliates: KREM-AM-FM.

KKLY-TV (January 1953) ch. 4; power—18kw visual, 26.9kw aural; antenna height—3,070 feet above average terrain, 350 feet above ground.
Address: 315 W. Sprague. **Phone:** Madison 4-4251. **TWX** SP 187.
Licensee: Northern Pacific Television Corp. (acquired station in January 1951).
Ownership: See Harris-Alexander-Jones stations in "Group Ownership."
Network: CBS-TV.
Rep: Avery-Knodel.
Highest hour rate: \$600.
Color facilities: network.
Executives: Norman Alexander, pres; Richard E. Jones, gen mgr & film buyer; James Agostino, com'l mgr; Gene Roth, program director; Robert J. Moore, promotion mgr; Rick Meyers, news director; Dave Green, chief engineer.
Washington atty: Wheeler & Wheeler.
Radio affiliate: KKLY.

TACOMA, Pierce County (ch. 11+, 13-, *56, 62)

KTNT-TV (March 1, 1953) ch. 11; power—316 kw visual, 158kw aural; antenna height—800 feet above average terrain, 580 feet above ground.
Address: 11th & Grant (Tacoma 5), 137 Dexter (Seattle 9). **Phone:** Pullon 3-2561 (Tacoma); Mutual 2-0550 (Seattle). **TWA** TA 010.
Licensee: Tribune Publishing Co. (original owner).
Ownership: Frank S. Baker, 57.6%, with remaining stock owned by Baker family and others. Family also publishes Tacoma News-Tribune and Eugene (Ore.) Register Guard (KREB Eugene). Also see "Newspaper Ownership."
Rep: Weed Television.
Highest hour rate: \$625.
Color facilities: network.
Executives: Frank S. Baker, pres; Lawrence M. Carino, gen & com'l mgr; Robert Guy, program director; Robert Lyte, promotion mgr; William Fox, news director; Max H. Bice, chief engineer.
Washington atty: Dow, Lohnes & Albertson.
Radio affiliate: KTNT-AM-FM.

KTVW (Aug. 2, 1953) ch. 13; power—98.5kw visual, 57kw aural; antenna height—780 feet above average terrain, 533 feet above ground.
Address: 230 Eighth Ave. North, zone 9 (Seattle). **Phone:** Main 4-3113.
Licensee: J. Elroy McCaw (original owner).
Ownership: See J. Elroy McCaw stations in "Group Ownership."
Rep: Hollingsberg.
Highest hour rate: \$425.
Executives: J. Elroy McCaw, pres; James Hawkins, gen mgr & film buyer; Bill Greene, com'l mgr & director of operations; John Jarstad, program director; Cleo Bedford, promotion mgr; Virgil Manning, chief engineer.

VANCOUVER (Portland, Ore., channel).

KVAN-TV (not on air, granted Sept. 25, 1953; target date unknown) ch. 21.
Address: 707 1/2 Main St.
Permittee: KVAN Inc.
Ownership: See Sheldon F. Sackett stations in "Group Ownership." Also see "Newspaper Ownership."
Radio affiliate: KVAN.

WALLA WALLA, Walla Walla County (ch. 22, 44-, *50)

WENATCHEE, Chelan County (ch. *45, 55, 67)

YAKIMA, Yakima County (ch. 23+, 29+, *47)

KIMA-TV (July 19, 1953) ch. 29; power—105 kw visual; antenna height—965 feet above average terrain, 166 feet above ground.
Address: P. O. Box 702. **Phone:** Glencourt 29111. **TWX** YA 39.
Licensee: Cascade Broadcasting Co. (original owner).
Ownership: See Cascade Broadcasting Co. stations in "Group Ownership."
Network: CBS-TV (primary), ABC-TV (secondary), NBC-TV (secondary).
Rep: Weed Television.
Highest hour rate: \$550.
Color facilities: network.
Executives: A. W. Talbot, pres; Thomas C.

Bostic, gen mgr; Herchel R. Cary, gen sales mgr; James W. Nolan Jr., program director & film buyer; Jack Reber, executive coordinator; Ed Morrissey, promotion mgr; John Knievel, news director; J. Barry Watkinson, director of engineering.
Washington atty: Prince, Taylor & Crampton.
Radio affiliate: KIMA

WEST VIRGINIA

BECKLEY, Raleigh County (ch. 4, 21, 66)

BLUEFIELD, Mercer County (ch. 6-, 41+)

WHIS-TV (July 31, 1953) ch. 6; power—50 kw visual, 28.8kw aural; antenna height—1,220 feet above average terrain, 185 feet above ground.
Address: Municipal Bldg. **Phone:** Davenport 7-7115. **TWX** Bluefield 39.
Licensee: Daily Telegraph Printing Co. (original owner).
Ownership: Hugh I. Shott Jr., 33.27%; Mrs. William S. Grandt, 33.2%, estate of Jim H. Shott, 33.27%. Licensee publishes Bluefield Telegraph and Sunset News. Also see "Newspaper Ownership."
Network: NBC-TV (primary), ABC-TV (secondary).
Rep: Katz.
Highest hour rate: \$210.
Color facilities: network.
Executives: Hugh Shott Jr., pros & film buyer; P. T. Flanagan, administrative director; John Shott, station mgr & film buyer; O. C. Young, program director; Jane Marie Lambert, program M. B. Barnett & C. J. Thompson, news directors; Paul Osburn, acting chief engineer; Jackie Odinger, women's director.
Washington atty: Dow, Lohnes & Albertson.
Radio affiliate: WHIS

CHARLESTON, Kanawha County (ch. 8-, *43-, 49-)

WCHS-TV (Aug. 15, 1954) ch. 8; power—158kw visual, 91kw aural; antenna height—4,236 feet above average terrain, 999 feet above ground.
Address: 1113 Virginia St., East, zone 24. **Phone:** Dickens 6-5358. **TWX** CH 90.
Licensee: WCHS-TV Inc. (original owner).
Ownership: Tierney Co., 100%. Purchase of WPLH Huntington, W. Va., pending FCC approval.
Network: ABC-TV.
Rep: Brubham.
Highest hour rate: \$800.
Color facilities: network, local film, local slides.
Executives: H. D. Battle, pres; John T. Gelder Jr., gen mgr; C. E. Wheeler, com'l mgr; Morton S. Cohn, program director & film buyer; Wm. L. Cooke Jr., promotion mgr; Ray James, news director; Wm. E. Dixon, technical director.
Washington atty: Dow, Lohnes & Albertson.
Radio affiliate: WCHS.

WHTN-TV (see Huntington).

WKNA-TV (not on air, suspended operation but has not turned in construction permit) ch. 49.
Address: P. O. Box 3196.
Permittee: Joe L. Smith Jr.
Ownership: Joe L. Smith Jr., 74.61%; Hubert C. Smith, 8.58%; Joe L. Smith, 8.67%; Christine C. Smith, 8.57%. Licensee also owns WJLS and WBKW (FM) Beckley, W. Va., and holds option to purchase 40% of WOAY-TV Oak Hill, W. Va.
Radio affiliates: WKNA-AM-FM.

WSAZ-TV (see Huntington).

CLARKSBURG, Harrison County (ch. 12+, 69-)

WBOY-TV (Nov. 17, 1957) ch. 12; power—120 kw visual; antenna height—862 feet above average terrain, 593 feet above ground.
Address: 912 W. Pike St. **Phone:** Main 1-7573. **TWX** CB 21.
Licensee: WSTV Inc. (original owner).
Ownership: See Friendly Group in "Group Ownership."
Network: NBC-TV (primary), ABC-TV (secondary), CBS-TV (secondary).
Rep: Avery-Knodel.
Highest hour rate: \$250.
Color facilities: network.
Executives: Jack N. Berkman, pres; George H. Clinton, gen mgr; Peter Lyman, program director & news director; C. L. Frye, film director; Carl Loose, promotion & merchandising mgr; Vilah G. Brooks, chief engineer.
Radio affiliate: WBOY.

ELKINS, Randolph County (ch. 40+)

FAIRMONT, Marion County (ch. 35)

WJPB-TV (March 28, 1954) ch. 35; power—5.37 kw visual.
Address: 400 Quincy St., zone 2. **Phone:** 8000.
Licensee: WJPB-TV Inc. (original owner).

Ownership: See J. Patrick Beacom stations in "Group Ownership."
Network: NBC-TV (primary), ABC-TV (secondary).
Rep: Gill-Perma.
Highest hour rate: \$150.
Color facilities: network.
Executives: J. Patrick Beacom, pres; Numa Fabre Jr., managing director; Robert Drummond, com'l mgr; Robert Frazier, program director & news director; Arthur Pearce, promotion mgr; Joseph Strelauski, chief engineer.
Washington atty: McKenna & Wilkinson.
Radio affiliate: WVVW.

HINTON, Summers County (ch. 31)

HUNTINGTON, Cabell County (ch. 3+, 13+, *53-)

WCHS-TV (see Charleston).

WHTN-TV (Charleston) (October 1955) ch. 13; power—316kw visual, 299kw aural; antenna height—1,000 feet above average terrain, 544 feet above ground.
Address: 625 Fourth Ave., zone 1. **Phone:** Jackson 5-7681. **TWX** HT 73.
Licensee: Cowles Broadcasting Co. (acquired station Aug. 1, 1956).
Ownership: See Cowles stations in "Group Ownership."
Network: CBS-TV.
Rep: Petry.
Highest hour rate: \$800.
Color facilities: network.
Executives: Luther L. Hill, pres; Robert R. Tincher, gen mgr; George Miller, local sales mgr; O. W. Myers, national sales mgr; Norman L. Bacon, program director & film buyer; Robert Willis promotion mgr; David Marcum, merchandising mgr; Arthur J. Smith, news director; Charles A. Prohoska, chief engineer.
Washington atty: Paul M. Sogal.
Radio affiliates: WHTN-AM-FM.

WSAZ-TV (Charleston) (Nov. 15, 1949) ch. 3; power—46.8kw visual, 23.1kw aural; antenna height—1,250 feet above average terrain, 1,069 feet above ground.
Address: 291 Ninth St., zone 18. **Phone:** Jackson 9-4127. **TWX** HT 40.
Licensee: WSAZ Inc. (original owner).
Ownership: Huntington Publishing Co. (Huntington Herald-Dispatch and Advertiser), 89%; Mrs. Eugene Katz (wife of president of The Katz Agency, N. Y., station representative), 11%. Interlocking ownership with WKAZ Charleston, W. Va. Also see "Newspaper Ownership."
Network: NBC-TV.
Rep: Katz.
Highest hour rate: \$1,000.
Color facilities: network, local live, local film, local slides.
Executives: Lawrence H. Rogers II, pres & gen mgr; C. T. Garten, vp & com'l mgr; Leroy E. Kilpatrick, vp & operations mgr; James Ferguson, program director & film buyer; George A. Greenwood, promotion director; Jack Williams, merchandising mgr; Nick Basso, news director; John P. Clay, chief engineer.
Washington atty: Cohen & Marks.
Radio affiliate: WSAZ.

LOGAN, Logan County (ch. 23-)

MARTINSBURG, Berkeley County (ch. 58-)

MORGANTOWN, Monongalia County (ch. *24)

OAK HILL (Beckley allocation).

WOAY-TV (Dec. 11, 1951) ch. 4; power—100 kw visual, 68kw aural; antenna height—740 feet above average terrain, 688 feet above ground.
Address: Box 251. **Phone:** Hobart 9-3361. **TWX** Oak Hill 78.
Licensee: Robert R. Thomas Jr. (original owner).
Ownership: Robert R. Thomas, 100%. Option to purchase 40% held by Joe L. Smith Jr. (WKNA-TV Charleston, W. Va.).
Network: ABC-TV.
Rep: Pearson.
Highest hour rate: \$290.
Executives: Robert R. Thomas Jr., owner & gen mgr; Robert R. Brown, station mgr & film buyer; Bud Kurtz, program director; George Yazell, promotion mgr & news director, Curtis Horton, chief engineer.
Radio affiliates: WOAY-AM-FM.

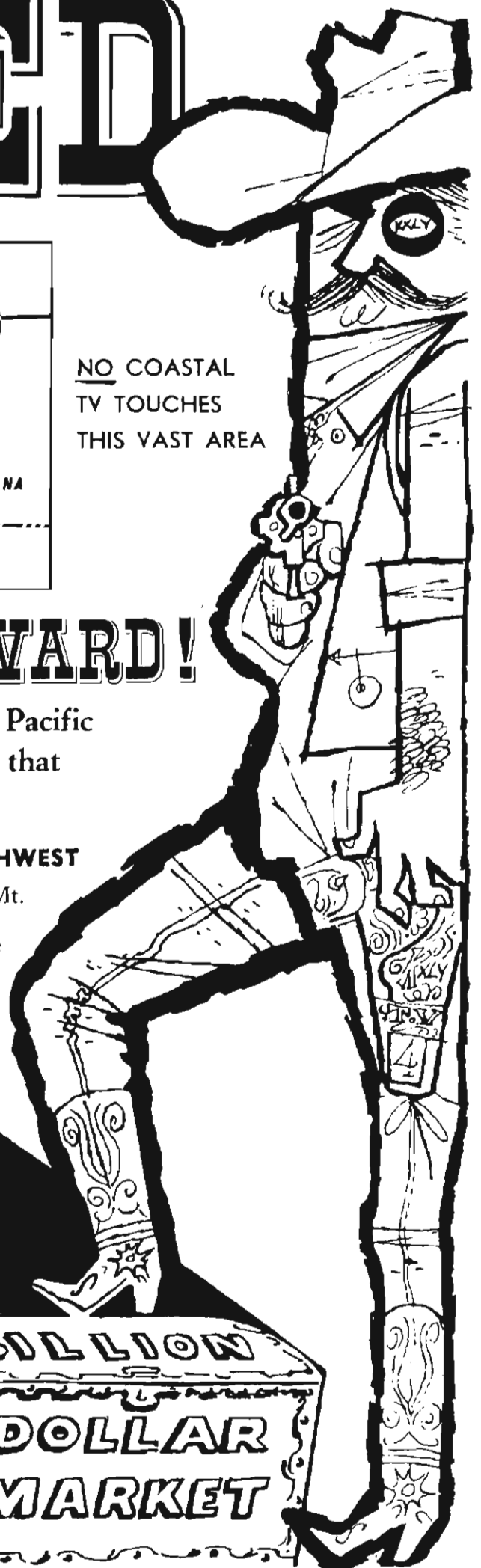
PARKERSBURG, Wood County (ch. 15-)

WTAP (Nov. 11, 1953) ch. 15; power—19.5kw visual, 10.5kw aural; antenna height—570 feet above average terrain, 450 feet above ground.
Address: 121 W. Seventh St. **Phone:** Hudson 5-4589. **TWX** PA 78.
Licensee: Zanesville Publishing Co. (acquired station April 1, 1955).
Ownership: See Zanesville Publishing Co. stations in "Group Ownership." Also see "Newspaper Ownership."
Network: NBC-TV (primary), ABC-TV (secondary), CBS-TV (secondary).
Highest hour rate: \$150.
Videotape recorder: in operation.
Executives: Clay Littick, pres; Allan Land, gen mgr & film buyer; Milton F. Komito, com'l mgr & film buyer; Ronald W. Malnes, program director & promotion mgr; Glenn Wilson, news director; William Hunt, chief engineer.
Washington atty: Robert F. Jones.

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WEAU-TV
 EAU CLAIRE, WISCONSIN
 SEE YOUR HOLLINGBERY MAN IN MINNEAPOLIS
 SEE BILL HUALEY

Tv Stations CONTINUED

WEST VIRGINIA CONTINUED

WELCH, McDowell County (ch. 25)
 WESTON, Lewis County (ch. 5, 32)
 WHEELING, Ohio County (ch. *57+)
 WHEELING—STUBENVILLE, Ohio (ch. 7, 9+, 51+)

WLTV (not on air, granted Feb. 11, 1953; broadcast date unknown) ch. 51.
 Address: 321 Eighth St., Huntington, W. Va.
 Permittee: Polan Industries.
 Ownership: See Polan Industries stations in "Group Ownership."

WTBE-TV (Oct. 1953) ch. 7; power—249kw visual; antenna height—596 feet above average terrain, 359 feet above ground.
 Address: 1329 Market St. Phone: Cedar 2-777.
TWX WG 77.

Licenses: Tri-City Broadcasting Co. (Original owner).
Ownership: Thomas M. Bloch and W. L. Harris families, 30%; Albert V. Gordon Co., Raymond E. and Robert C. Dix, each 7.74%; Robert W. Ferguson, 7.21%; News Publishing Co., 30%. Dix family owns Wooster Record (WVST), Martins Ferry-Bellaire Times Leader, Defiance Crescent News, Ravenna-Kent Record and Courier-Tribune, all Ohio. News Publishing Co. publishes Wheeling Intelligence and News-Register, Fairmont Times and West Virginian, Point Pleasant Register and Williamson News, all West Virginia. News Publishing is owned by Stubblefield-Nutting families. Also 840 "Newspaper Ownership".
Network: NBC-TV (primary), ABC-TV (secondary).

Rep: Hollingbery.
Highest hour rate: 1640.
Color facilities: network.
Executives: Robert W. Ferguson, executive vp & gen mgr; H. Needham Smith, coml mgr; Gary Vorhies, program director; William Noy, film buyer; Greg Van Camp, promotion mgr; George Diab, news director; Howard Dautenmeyer, chief engineer; Edwin Johnston, production mgr.

Washington atty: Barnes & Neilson.
WSTV-TV (Dec. 24, 1953) ch. 9; power—221 kw visual, 117kw aural; antenna height—950 feet above average terrain, 881 feet above ground.

Address: Exchange Realty Bldg., Steubenville, Ohio. **Phone:** (Steubenville) Atlantic 2-6265.
TWX 60

Licenses: WSTV Inc. (original owner).
Ownership: See Friendly Group in "Group Ownership."
Network: CBS-TV (primary), ABC-TV (secondary).

Rep: Avery-Knoel.
Highest hour rate: 1600.
Color facilities: network.
Executives: Jack N. Berkman, pres; John J. Laux, executive vp & gen mgr; Joseph M. Friesch, assistant mgr & film buyer; Clyde E. Higgins, program director; Robert B. Harris, promotion mgr; Beula Goldstein, office mgr; Tom Clark, news director; Red Donley, sports director; Charles Shepherd, chief engineer.

Washington atty: Kirkland, Fleming, Green, Martin & Ellis

Radio affiliates: WSTV-AM-FM.

WILLIAMSON, Logan County (ch. 17)

WISCONSIN

ADAMS, Adams County (ch. *58+)
 APPLETON, Outagamie County (ch. 42+)
 ASHLAND, Ashland County (ch. 15+)
 BEAVER DAM, Dodge County (ch. 51)
 BELOIT, Rock County (ch. 57)
 CHILTON, Calumet County (ch. *31)

EAU CLAIRE, Eau Claire County (ch. 13, *19+, 25+)

WEAU-TV (Dec. 17 1953) ch. 13; power—310 kw visual, 135kw aural; antenna height—900 feet above average terrain, 958 feet above ground.

Address: 2115 S. Hastings Way. **Phone:** Temple 2-3474. **TWX** Eu 8811.

Licenses: Central Broadcasting Co. (original owner).

Ownership: See Morgan Murphy-Walter C. Bridges stations in "Group Ownership." Also see "Newspaper Ownership."

Network: NBC-TV (primary), ABC-TV (secondary), CBS-TV (secondary).

Rep: Hollingbery.
Highest hour rate: 1300.
Color facilities: network.

Executives: Walter C. Bridges, pres; Leo Howard, gen mgr; Wayne F. McNulty, coml mgr, program director & film buyer; Robert Dawson, news director; T. O. Jurgenson, chief engineer.

Washington atty: Scharfeld & Baron.

Radio affiliates: WEAU-AM-FM.

THE NEW ADVENTURES OF "Trader Horn"

UNFORGETTABLE THRILLS!
 . . . for more word-of-mouth!

starring **JOHN TURNER**
 brilliant New Star discovery!

39 Half-hours - Available Jan. '59!

ALL NEW!
 from **GROSS-KRASNE**

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Tv Stations CONTINUED

WISCONSIN CONTINUED

FOND DU LAC, Fond du Lac County (ch. 54+)

GREEN BAY, Brown County (ch. 2+, 5+, 70+)

WBAY-TV (March 17, 1953) ch. 2; power—100 kw visual, 50kw aural; antenna height—810 feet above average terrain, 750 feet above ground.
Address: 115 S. Jefferson St. **Phone:** Hemlock 2-3331. **TWX** GB 8366.
Licensee: Northern Fathers (original owner).
Ownership: Religious order which runs St. Norberts College. Licensee also owns WJBY Appleton, Wis.
Network: CBS-TV.
Rep: Weed Television; Hyett (Minneapolis-St. Paul).
Highest hour rate: \$500.
Color facilities: network.
Executives: Hayden R. Evans, gen mgr; Earl Huth, national sales mgr; Greg McLirone, program director; Don Bergner, film director; Bob Meister, promotion mgr; Don Love, news director; Wallace E. Stangel, chief engineer.
Washington atty: Hogan & Hartson.
Radio affiliate: WRAY.

WFRV-TV (June 1, 1955) ch. 5; power—100kw visual, 50kw aural, antenna height—1,120 feet above average terrain, 999 feet above ground.
Address: WFRV-TV Bldg. **Phone:** Hemlock 7-5111. **TWX** GB 5313.
Licensee: Valley Telecasting Co. (original owner).
Ownership: Valley Communications Inc., 100% control (52.56%) held in trust voted by S. N. Pickard, Clayton Ewing and George E. Ullis. S. N. Pickard owns WNAM Neenah, Wis.
Network: ABC-TV (primary), CBS-TV (secondary).
Rep: Headley-Reed TV.
Highest hour rate: \$500.
Executives: Clayton Ewing, pres; Soren H. Munkhof, gen mgr & film buyer; Jack Gennaro, coml mgr; Elden Anspach, program director; W. C. Forsow, promotion mgr & sales development director; Rod Synnes, news director; Harry Hill, chief engineer.
Washington atty: McKenna & Wilkinson.

JAMESVILLE, Rock County (ch. 63+)

KENOSHA, Kenosha County (ch. 61—)

LA CROSSE, La Crosse County (ch. 8+, *32+, 38—, 72)

WKBT (Aug 1, 1954) ch. 8; power—250kw visual, 125kw aural; antenna height—810 feet above average terrain, 578 feet above ground.
Address: 141 S. 6th St. **Phone:** 2-4678. **TWX** LC 8718.
Licensee: WKDH Television Inc. (original owner).
Ownership: LaCrosse Tribune Co. (Lee newspapers), 27.5%; Howard Dahl, 21%; W. T. Burgess, 10%; Kenneth Dahl, 9.6%; Maril & Co., 9.2%, and others. Interlocking ownership with WKBH LaCrosse. For other Lee interests, see Lee Stations in "Group Ownership" and "Newspaper Ownership."
Network: CBS-TV (primary), ABC-TV (secondary), NBC-TV (secondary).
Rep: H-R Television; Hyett (Minneapolis).
Highest hour rate: \$360.
Executives: Howard Dahl, gen mgr; Robert Morrison, coml mgr; Ray Skaran, program director & film buyer; Len Anderson, promotion mgr; Al Leeman, chief engineer.
Radio affiliate: WKDH.

MADISON, Dane County (ch. 3, *21—, 27—, 33+)

***WHA-TV** (non-commercial educational) (May 3, 1954) ch. 21*; power—10.7kw visual, 5.75 kw aural; antenna height—230 feet above average terrain, 273 feet above ground.
Address: Radio Hall, U. of Wisconsin, Zone 6. **Phone:** Alpine 5-2938.
Licensee: U. of Wisconsin (original owner).
Executives: I. B. McCarty, station director; William G. Harley, program director; John H. Stiehl, chief engineer.
Washington atty: Dow, Lohnes & Albertson.
Radio affiliates: WJIA-AM-FM.

WISC-TV (June 24, 1956) ch. 3; power—100kw visual, 50kw aural; antenna height—1,000 feet above average terrain, 918 feet above ground.
Address: 4801 West Beltline Highway, Zone 5. **Phone:** Cedar 3-9791. **TWX** MN 8512.

Licensee: Radio Wisconsin Inc. (original owner).
Ownership: See Morgan Murphy-Walter C. Bridges Stations in "Group Ownership." Also see "Newspaper Ownership."
Network: CBS-TV.
Rep: Peters, Griffin, Woodward.
Highest hour rate: \$550.
Color facilities: network, local film, local slides.
Executives: Ralph M. Tomell, pres; Ralph O'Connor, gen mgr; Richard Nickeson, coml mgr; Fred Crowl, program director & film buyer; Jerry Deanne, news director; Walter Harin, chief engineer.
Washington atty: Scharfeld & Baron.
Radio affiliates: WJSC-AM-FM.

WKOW-TV (June 30, 1953) ch. 27; power—162 kw visual, 87.1kw aural; antenna height—690 feet above average terrain, 597 feet above ground.
Address: 215 W. Washington Ave., zone 3. **Phone:** Alpine 7-2261. **TWX** MN 8537.
Licensee: Monona Broadcasting Co. (original owner).
Ownership: E. C. Severson, 10.39%; Stewart Watson, 10%; George W. Icke, 9%; J. W. Huiskamp, 9%; and others.
Network: ABC-TV.
Rep: Headley-Reed TV.
Highest hour rate: \$280.
Color facilities: network.
Executives: Stewart Watson, pres; Ben J. Hovel, gen mgr; Clark Hogan, program director; Frank Bignell, film buyer; James Roy Miller, promotion mgr; Ed Backus, news director; Claren Smith, chief engineer.
Radio affiliate: WKOW.

WMTV (July 1953) ch. 33; power—158kw visual, 85kw aural; antenna height—695 feet above average terrain, 594 feet above ground.
Address: P. O. Box 108. **Phone:** Cedar 3-5381. **TWX** MN 8539.
Licensee: Forward Television Inc. (acquired station May 13, 1958).
Ownership: See Leo Stations in "Group Ownership," also see "Newspaper Ownership."
Network: NBC-TV.
Rep: Weed Television.
Highest hour rate: \$325.
Color facilities: network.
Executives: Herbert R. Ohrt, pres; Merritt Milligan, gen mgr & coml mgr; Donald G. Harter, program director & film buyer; Wanda Montz, promotion mgr; Jerry Harper, news director; Stan Sadler, chief engineer.
Washington atty: Pierson, Ball & Dowd.

MANITOWOC, Manitowoc County (ch. 65)

MARINETTE, Marinette County (ch. 11+, 32—, *38+)

WMBV-TV (Sept. 10 1954) ch. 11; power—240 kw visual, 125kw aural; antenna height—780 feet above average terrain, 818 feet above ground.
Address: Radio-Tv Park (Marinette); 126 N. Madison St. (Green Bay). **Phone:** Redwood 5-6631 (Marinette); Hemlock 2-6463 (Green Bay). **TWX** Marinette 8332.
Licensee: M & M Broadcasting Co. (acquired station March 19, 1958).
Ownership: Evening Telegram Co. (Morgan Murphy), 55%; Norman M. Postles and Walter C. Bridges, each 10%; William E. Walker and Joseph D. Mackin, each 5%; Charles and Antoinette Goldberg, 7.5%; John and Lillian

Stang, 7.5%. For other Murphy interests see Morgan Murphy-Walter C. Bridges stations in "Group Ownership." For Walker-Makin interests see Walker Group stations in "Group Ownership." Also see "Newspaper Ownership."
Network: NBC-TV.
Rep: G. P. Hollingbery.
Highest hour rate: \$300.
Color facilities: network.
Executives: W. E. Walker, pres; Joseph D. Mackin, gen mgr; Charles K. Dietsch, coml mgr; Pat Kehoe, program director & film buyer; Yvonne Frossée, promotion mgr; Howard Emich, news director; Al Alexander, chief engineer.
Washington atty: Scharfeld & Baron.
Radio affiliate: WMAM.

MILWAUKEE, Milwaukee County (ch. 4—, *10+, 12, 19—, 25, 31—) (ch. 18, 24, 30 substituted for last three 7/31/58)

WCAN-TV (not on air, suspended operation but has not turned in construction permit) ch. 25.
Address: c/o Philip M. Baker, Pennsylvania Bldg., Washington, D. C.
Permittee: Lou Poller.
Ownership: Lou Poller, 100%.

WFOK-TV (not on air, granted May 4, 1955; target date unknown) ch. 31.
Address: 4531 W. Forest Home Ave.
Permittee: Business Management Inc.
Ownership: Joseph A. Clark, 100%. Mr. Clark also owns WCUB Manitowoc, Wis.
Radio affiliate: WFOX.

WISN-TV (Oct. 27, 1954) ch. 12; power—316 kw visual, 158kw aural; antenna height—1,000 feet above average terrain, 1,105 feet above ground.
Address: 759 N. 19th St., zone 3. **Phone:** Division 2-3600. **TWX** 484.
Licensee: Hearst Corp. (acquired station March 8, 1955).
Ownership: See "Newspaper Ownership" and Hearst stations in "Group Ownership."
Network: ABC-TV.
Rep: Petry.
Highest hour rate: \$1000.
Color facilities: local film, local slides.
Executives: John B. Seel, gen mgr; James T. Butler, assistant mgr; Richard E. Shireman, coml mgr; Baylen Smith, program director & film buyer; Arthur H. Barnes, promotion mgr; Donald O'Connor, news director; Lionel Wittenberg, chief engineer.
Washington atty: Dempsey & Koplovitz.
Radio affiliate: WISN.

WITI-TV ch. 6 (see Whitefish Bay).

***WMVS-TV** (non-commercial educational) (Oct. 28, 1957) ch. 10*; power—125.6kw visual, 68.8kw aural; antenna height—750 feet above average terrain, 772 feet above ground.
Address: 1015 N. Sixth St., zone 3. **Phone:** Broadway 1-1550.
Licensee: Board of Vocational & Adult Education (original owner).
Executives: Paul K. Taff, mgr; John Lemke, film buyer; J. C. Wulliman, chief engineer.

WTMJ-TV (Dec. 3, 1947) ch. 4; power—100kw visual, 50kw aural; antenna height—988 feet above average terrain, 1,035 feet above ground.
Address: 720 E. Capitol Dr., zone 12. **Phone:** Broadway 1-6000. **TWX** MI-297.
Licensee: The Journal Co. (original owner).

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"GLENCANNON!"

**for that EXTRA PUNCH
...in promotion!**

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THOMAS MITCHELL

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Half-hours
AVAILABLE
NOW!**

ALL NEW! from GROSS-KRASNE

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New Tower* Height at VHF



WISC-TV MADISON, WISC.

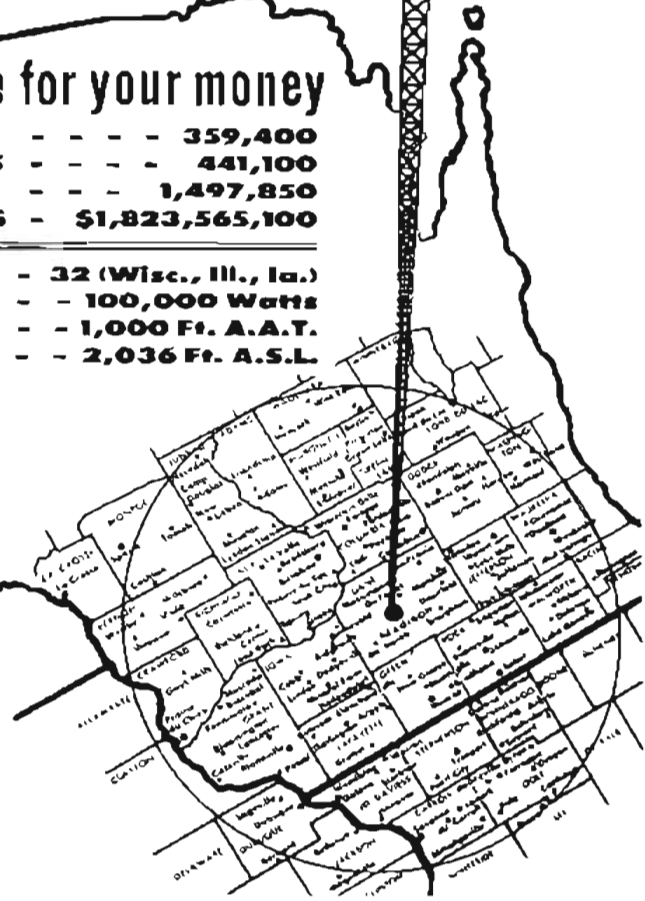
* Gives you more for your money

TV HOMES in Area - - - - 359,400
Total HOUSEHOLDS - - - - 441,100
Total POPULATION - - - - 1,497,850
Total RETAIL SALES - \$1,823,565,100

County COVERAGE - 32 (Wisc., Ill., Ia.)
Maximum POWER - - 100,000 Watts
Maximum TOWER - - 1,000 Ft. A.A.T.
ANTENNA HEIGHT - - 2,036 Ft. A.S.L.



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Ty Stations CONTINUED

WISCONSIN CONTINUED

MILWAUKEE (Continued)

WTMJ-TV (Continued)

Ownership: The Journal Co. (Milwaukee Journal), 100%. Also see "Newspaper Ownership" Network: NBC-TV.

Rep: Harrington, Righter & Parsons.

Highest hour rate: \$1150.

Color facilities: network, local live, local film, local slides.

Executives: George Conite, gen mgr; Robert J. Heiss, mgr; Neale V. Bakke, coml mgr; Sprague Vomer, program director; James Fitzgerald, film buyer; Bruce Wallace, promotion mgr; Jack Krueger, news director; Philip B. Laeser, chief engineer.

Washington atty: Hogan & Hartson.

Radio affiliate: WTMJ.

WLIX (Feb. 27, 1955) ch. 19; power—257kw visual, 141kw aural; antenna height—330 feet above average terrain, 663.4 feet above ground.

Address: 5415 N. 27th St., zone 9. **Phone:** Uptown 3-1919. **TWX** 7250.

Licenses: Columbia Broadcasting System (original owner).

Ownership: See CBS Owned stations in "Group Ownership."

Network: CBS-TV.

Rep: CBS TV Spot Sales.

Highest hour rate: \$900.

Color facilities: network.

Executives: Frank J. Shakespeare, gen mgr; Richard P. Hogue, gen sales mgr; Charles E. Hinds Jr., program director & film buyer; Robert H. Van Roo, promotion & publicity director; Robert Herzog, news director; W. W. Wesley, chief engineer.

OSHKOSH, Winnebago County (ch. 48—)

PARK FALLS, Price County (ch. *18)

PORTAGE, Columbia County (ch. 17—)

PRAIRIE du CHIEN, Crawford County (ch. 34)

RACINE, Racine County (ch. 49—, 55)

RHINELANDER, Oneida County (ch. 22)

RICE LAKE, Barron County (ch. 21—)

RICHLAND CENTER, Richland County (ch. 15, *66—)

SHEBOYGAN, Sheboygan County (ch. 59—)

SHELL LAKE, Washburn County (ch. *30—)

SPARTA, Monroe County (ch. 50—)

STEVENS POINT, Portage County (ch. 20+, 26—)

STURGEON BAY, Door County (ch. 44—)

SUPERIOR (see DULUTH, Minn.)

WAUSAU, Marathon County (ch. 7—, 9, 16+, *46—)

WSAU-TV (Oct. 21, 1954) ch. 7; power—316 kw visual, 177kw aural; antenna height—1,200 feet above average terrain, 648 feet above ground.

Address: 714 Fifth St. **Phone:** 2-1021. **TWX** WS-8869.

Licenses: Wisconsin Valley Television Corp. (original owner).

Ownership: Wausau Record Herald, 25%;

Charles Lomke, 25%; Wisconsin Rapids Tribune (WFHR), 12.5%;

Marshfield News-Herald, 12.5%;

Antigo Journal (WATK), 8.32%;

Rhineland News, 8.32%;

and Merrill Herald, 8.32%. all Wisconsin. Also see "Newspaper Ownership."

Network: CBS-TV (primary), ABC-TV (secondary), NBC-TV (secondary).

Rep: Meeker; Harry Hyatt (Minneapolis).

Highest hour rate: \$350.

Color facilities: network.

Executives: John C. Sturtevant, chmn of bd;

George T. Frechette, pres; Richard D. Dudley;

gen mgr & coml mgr; Bart Kellnhauser, program director & film buyer;

Thomas Bolger, promotion mgr; Walter John Chilsen, news director;

Roland W. Richardt, chief engineer.

Washington atty: McKenna & Wilkinson.

Radio affiliate: WSAU.

WHITEFISH BAY, Milwaukee County (ch. 6)

WITL-TV (May 21, 1956) ch. 6; power—100kw visual, 64kw aural; antenna height—980 feet above average terrain, 1,048 feet above ground.

Address: Box 641, Milwaukee. **Phone:** (Milwaukee) Flagstone 2-6600. **TWX** Thiensville 36.

Licenses: Independent Television Inc. (original owner). (Station being sold to Storer Broadcasting Co., subject to FCC approval.)

Ownership: See Woodward Broadcasting Co. stations in "Group Ownership."

Rep: Blair TV.

Highest hour rate: \$800.

Color facilities: local live, local film, local slides.

Executives: Sol J. Kahn, pres; Dean McCarthy, station mgr & program director; Leon Dolnick,

coml mgr; Lawrence Turet, promotion mgr & assistant program director; Stuart Armstrong, news director; Robert Truscott, chief engineer; Daniel Gellerup, technical director.

Washington atty: Roberts & McInnis.

WISCONSIN RAPIDS, Wood County (ch. 14—)

WYOMING

BUFFALO, Johnson County (ch. 29)

CASPER, Natrona County (ch. 2+, 6+)

KSPR-TV (Aug. 12, 1957) ch. 6; power—13.1 kw visual, 6.7kw aural; antenna height—80 feet above average terrain, 581 feet above ground.

Address: Box 930. **Phone:** 3-5777. **TWX** CP 190X.

Licenses: Donald Lewis Hathaway (original owner).

Ownership: Donald L. Hathaway is sole owner.

Network: CBS-TV (secondary).

Rep: Walker Rawalt.

Highest hour rate: \$120.

Executives: Donald L. Hathaway, owner & gen mgr;

Marcus R. Nichols, assistant mgr & program director;

Richard French, local coml mgr;

John Terrill, promotion mgr; Fred Meeks, news director.

Washington atty: Fisher, Wayland, Duvall & Southmayd.

Radio affiliate: KSPR.

KTWO-TV (March 1, 1957) ch. 2; power—28.5 kw visual, 17.1kw aural; antenna height—1,409 feet above average terrain, 85 feet above ground.

Address: 113 North Durbin. **Phone:** 3-3711. **TWX** CP 486.

Licenses: Rocky Mountain Tele Stations (original owner).

Ownership: See Rocky Mtn. Tele Stations in "Group Ownership."

Network: NBC-TV (primary), ABC-TV (secondary).

Rep: Meeker.

Highest hour rate: \$150.

Executives: Burt L. Harris, pres; Lawrence Berger, gen mgr & coml mgr;

R. Kress, program director; Bob Berger, film buyer;

Pat Hansen, promotion mgr; Al Punderburke, news director;

Robert Lebsack, chief engineer.

Washington atty: Sher, Oppenheimer & Harris.

CHEYENNE, Laramie County (ch. 5+)

KFBC-TV (March 22, 1954) ch. 5; power—100 kw visual, 50kw aural; antenna height—620 feet above average terrain, 183 feet above ground.

Address: 2923 E. Lincoln Way. **Phone:** 4-1161.

Licenses: Frontier Broadcasting Co. (original owner).

Ownership: See Frontier Broadcasting Co. stations in "Group Ownership."

Network: CBS-TV, ABC-TV, NBC-TV.

Rep: Hollingsbery.

Highest hour rate: \$200.

Color facilities: network.

Executives: Robert S. McCracken, pres & film buyer;

Wm. C. Grove, gen mgr & chief engineer;

Charles P. Cahill, coml mgr; Dorothy Collier, program director.

Washington atty: Kofren & Burt.

Radio affiliate: KFBC.

CODY, Park County (ch. 24—)

DOUGLAS, Converse County (ch. 14)

EVANSTON, Uinta County (ch. 14—)

GILLETTE, Campbell County (ch. 40)

GREEN RIVER, Sweetwater County (ch. 16)

GREYBULL, Big Horn County (ch. 40)

LANDER, Fremont County (ch. 17—)

LARAMIE, Albany County (ch. *8+, 18+)

LOVELL, Big Horn County (ch. 16+)

LUSK, Niobrara County (ch. 19—)

NEWCASTLE, Weston County (ch. 28+)

POWELL, Park County (ch. 30+)

RAWLINS, Carbon County (ch. 11—)

RIVERTON, Fremont County (ch. 10+)

KWRB-TV (Dec. 22, 1957) ch. 10; power—57.5 kw visual; 28.8kw aural; antenna height—1,636 feet above average terrain, 7 feet above ground.

Address: 500 Broadway, Thermopolis, Wyo.

Phone: Thermopolis 800.

Licenses: Chief Washakie Tv. (original owner).

Ownership: See Ernst stations in "Group Ownership."

Network: CBS-TV.

Rep: Gill-Prima.

Highest hour rate: \$150.

Executives: Joseph P. & Mildred V. Ernst, co-owners;

Karl V. Kertson, news director; Philip Ernst, chief engineer.

Washington atty: McKenna & Wilkinson.

Radio affiliates: KRTT Thermopolis, KWRJ, Riverton.

ROCK SPRINGS, Sweetwater County (ch. 13)

SHERIDAN, Sheridan County (ch. 9—, 12+)

KTWX-TV (not on air, granted May 8, 1957; target date Nov. 1, 1959) ch. 9.

Address: c/o KTWO-TV, Box 11, Casper, Wyo.

Permittee: Rocky Mountain Tele Stations.

Ownership: See Rocky Mtn. Tele Stations in "Group Ownership."

Highest hour rate: Station proposes to operate as satellite of KTWO-TV, Casper, Wyo.

THERMOPOLIS, Hot Springs County (ch. 15)

KWRB-TV ch. 10 (see Riverton).

TORRINGTON, Goshen County (ch. 27)

WHEATLAND, Platte County (ch. 24+)

WORLAND, Washakie County (ch. 34)

ALASKA

ANCHORAGE (ch. 2—, *7—, 11, 13—)

KENI-TV (Oct. 15, 1963) ch. 2; power—5.37kw visual, 2.69kw aural; antenna height—70 feet above average terrain, 173 feet above ground.

Address: P. O. Box 1160. **Phone:** 5-2201.

Licenses: Midnight Sun Broadcasting Co. (original owner).

Ownership: See Midnight Sun Broadcasting Co. stations in "Group Ownership."

Network: ABC-TV, NBC-TV.

Rep: Fletcher.

Highest hour rate: \$150.

Executives: Harry J. Hill, pres; Alvin O. Gramstad, gen mgr.

Radio affiliate: KENI.

KTYA (Dec. 11, 1955) ch. 11; power—3.02kw visual; 1.51kw aural; antenna height—130 feet above average terrain, 230 feet above ground.

Address: 10th & Denali. **Phone:** 5-4321.

Licenses: Northern Television Inc. (original owner).

Ownership: See Northern Tv Stations in "Group Ownership."

Network: CBS-TV.

Rep: Alaska Radio-Tv Sales.

Highest hour rate: \$150.

Executives: A. G. Hiebert, pres & gen mgr;

Paul G. West, program director; Dorothy Rydell, promotion mgr;

Parry Hume Davis, news director; Jack M. Walden, chief engineer.

Washington atty: Miller & Schroeder.

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TV Stations CONTINUED

ALASKA CONTINUED

FAIRBANKS (ch. 2+, 4+, 7+, *9+, 11+, 13+)

KFAR-TV (March 1, 1955) ch. 2; power—5.37kw visual, 2.69kw aural; antenna height—even with average terrain; 200 feet above ground.

Address: 516 Second Ave. **Phone:** 2125.
Licensee: Midnight Sun Broadcasting Co. (original owner).

Ownership: See Midnight Sun Broadcasting Co. stations in "Group Ownership."
Network: NBC-TV, ABC-TV.

Rep: Fletcher.
Highest hour rate: \$150.
Executives: Harry J. Hill, pres; Alvin O. Bramstedt, gen mgr.
Radio affiliate: KFAR.

KTVF (Feb. 17, 1955) ch. 11; power—11.1kw visual, 5.5kw aural; antenna height 51 feet below average terrain, 168 feet above ground.
Address: Box 599. **Phone:** 3636.
Licensee: Northern Television Inc. (original owner).

Ownership: See Northern TV Stations in "Group Ownership."
Network: CBS-TV.
Rep: Alaska Radio TV Sales.
Highest hour rate: \$135.
Executives: A. G. Hiebert, president; Walt Welch, manager & news director; John A. Griffin, commercial manager; Vernon Francis, film editor; Georgia Schroeder, promotion manager; Garth Anderson, chief engineer.
Washington atty: Miller & Schroeder.

JUNEAU (ch. *3, 8, 10)

KINY-TV (Feb. 19, 1956) ch. 8; power—0.263 kw visual, 0.123 kw aural; antenna height—360 feet below average terrain, 265 feet above ground.

Address: Tower Bldg. **Phone:** Main 4-6333.
Licensee: Alaska Broadcasting System (original owner).

Ownership: William J. Wagner, 69.55%; Jerry W. McKinley, 6%; and others. Mr. Wagner owns 9.86% of Northern TV Inc. (KTYA-TV Anchorage and KTVF-TV Fairbanks.) Licensee owns KIFW Sitka, Alaska.

Network: CBS-TV.
Rep: William A. Wagner & Assoc.; Roy V. Smith (New York).
Highest hour rate: \$50.
Executives: W. J. Wagner, pres & film buyer; J. W. McKinley, gen mgr & chief engineer; Richard Peter, program director & news editor.

KETCHIKAN (ch. 2, 4, *9)

SEWARD (ch. 4-, 9-)

SITKA (ch. 13)

GUAM

AGANA (ch. 8, 10)

KUAM-TV (Aug. 5, 1956) ch. 8; power—436kw visual, 15kw aural; antenna height—70 feet above average terrain, 302 feet above ground.
Address: P. O. Box 68. **Phone:** 7961.

Licensee: Radio Guam (original owner).

Ownership: Harry Michael Engel Jr., 45.5%; Phil Berg, 45.5%; William B. Duce, 4%; John P. Hearne, 5%. Mr. Hearne also owns 33½% of KAFY Bakersfield, 20.9% of KVEN Ventura, and 22.2% of KFXX San Bernardino, all Calif.

Network: NBC-TV (primary), ABC-TV (secondary), CBS-TV (secondary).
Rep: Intercontinental Services.
Highest hour rate: \$120.
Executives: Harry M. Engel Jr., pres; John P. Barton, gen mgr; Edgar A. Olson, assistant manager; Emelio Sibayan, film director; Sheldon Anderson, production mgr; Douglas Murray, news director; William Rasmussen, chief engineer.

Washington atty: Kreiger & Jorgensen.
Radio affiliate: KUAM.

HAWAII

HILO, Hawaii County (ch. 2, *4, 7, 9, 11, 13)

KHBC-TV (May 15, 1955) ch. 9; power—1kw visual, 500w aural; antenna height—290 feet below average terrain; 258 feet above ground.
Address: c/o KGMB-TV Honolulu.

Licensee: Hawaiian Broadcasting System (original owner).

Ownership: See Hawaiian Broadcasting System stations in "Group Ownership." Also see "Newspaper Ownership."

Executives and other information: see KGMB-TV Honolulu (KHBC-TV and KMAU-TV Wailuku operate as satellites of KGMB-TV with rates established for all three).
Radio affiliate: KHBC.

HONOLULU, Oahu County (ch. 2+, 4-, *7+, 9-, 11+, 13-)

KGMB-TV (Dec. 1, 1952) ch. 9; power—77.6kw visual, 46.8kw aural; antenna height—150 feet below average terrain, 338 feet above ground.
Address: 1531 Kapiolani Blvd. Zone 9. **Phone:** 9-2911.

Licensee: Hawaiian Broadcasting System Ltd. (original owner).

Ownership: See Hawaiian Broadcasting System stations in "Group Ownership." Also see "Newspaper Ownership."

Network: CBS-TV.
Rep: Peters, Griffin, Woodward.

Highest hour rate: \$400. (rates include satellites KHBC-TV Hilo and WMAU-TV Wailuku).
Executives: J. Howard Worrall, pres & gen mgr; Melvin B. Wright, station mgr, coml mgr & film buyer; Dar Reid, program supervisor; Colleen Ng, promotion mgr; Wayne Collins, news director; Dan Hunter, chief engineer.

Washington atty: Fisher, Wayland, Duvall & Southmayd.
Radio affiliate: KGMB.

KHVH-TV (April 6, 1954) ch. 4; power—26.3 kw visual, 13.2kw aural; antenna height 130 feet above average terrain, 365 feet above ground.

Address: 1290 Ala Moana Blvd. Zone 11. **Phone:** 5-3991. **TWX** 11U 387.

Licensee: Kaiser Hawaiian Television (acquired ch. 4 facilities of KULA-TV July 16, 1958, relinquishing ch. 13 facilities formerly used by KHVH-TV).

Ownership: Owned by Kaiser-Burns Development Corp., which is equally owned by Henry J. Kaiser and associates and Fritz B. Burns and associates.

Network: ABC-TV.
Rep: Young Television.

Highest hour rate: \$300.
Color facilities: local film, local slides.
Executives: Henry J. Kaiser Sr., pres; Richard C. Block, gen mgr; Ronald C. Miyahara, chief engineer.

Washington atty: Haley, Wollenberg & Kenehan.
Radio affiliate: KHVH.

KONA (July 7, 1952) ch. 2; power—60kw visual, 30kw aural; antenna height—150 feet above average terrain, 350 feet above ground.
Address: 1170 Auahi St. **Phone:** 6-2366.

Licensee: Radio Honolulu, Ltd. (acquired station June 18, 1953).

Ownership: Advertising Publishing Co. (Honolulu Advertiser-KGII), 50%; Island Broadcasting Co. (J. Elroy McCaw and John D. Keating), 50%. For McCaw-Keating stations see J. Elroy McCaw stations in "Group Ownership." Also see "Newspaper Ownership."

Network: NBC-TV.
Rep: NBC Spot Sales.

Highest hour rate: \$350.
Executives: John D. Keating, pres; Arthur Sprinkle, station mgr; Jim Spencer, national sales mgr; Porter Hedlin, program director; Joe Ruse, news director; Alvin Chang, assistant chief engineer.

Washington atty: Kirkland, Fleming, Green, Martin & Ellis.

LIHUE, Kauai County (ch. 3+, *8-, 10+, 12-)

WAILUKU, Maui County (ch. 3, 8, *10, 12)

KMAU-TV (April 24, 1955) ch. 3; power—5.89kw visual, 2.95kw aural; antenna height—5,950 feet above average terrain, 60 feet above ground.

Address: c/o KGMB-TV Honolulu.
Licensee: Hawaiian Broadcasting System (original owner).

Ownership: See Hawaiian Broadcasting System stations in "Group Ownership." Also see "Newspaper Ownership."

Executives and other information: see KGMB-TV Honolulu (KMAU-TV and KHBC-TV Hilo operate as satellites of KGMB-TV with rates established for all three).

KMVI-TV (Nov. 28, 1955) ch. 12; power—30.2kw visual, 15.1kw aural; antenna height—5,910 feet above average terrain, 63 feet above ground.

Address: Box 374.
Licensee: Maui Publishing Co. Ltd. (original owner).

Ownership: J. Walter Cameron, 84.23% and others. Also see "Newspaper Ownership."

Network and rates: KMVI-TV rebroadcasts NRC-TV programs of KONA (TV) Honolulu along with some local programming.
Executive: Ezra J. Crane, gen mgr.
Radio affiliate: KMVI.

VIRGIN ISLANDS

CHARLOTTE AMALIE, St. Thomas County (ch. 10-)

CHRISTIANSTED, St. Croix County (ch. 8+)

PUERTO RICO

ARECIBO, Arecibo County-AGUADILLA, Aguadilla County (ch. 12+)

CAGUAS, Guayama County (ch. 11-)

WKBM-TV (not on air, granted May 3, 1956; target date unknown) ch. 11.
Address: P.O. Box 4189. **Phone:** 2-1278.

Permittee: American Colonial Broadcasting Corp. (original owner).

Ownership: See American Colonial Broadcasting stations in "Group Ownership."

Executives: Ralph Perez Perry, pres; Mariano Angelet, gen mgr; Antolin Jimenez, chief engineer.

Washington atty: Frank Stollenwerck.

FAJARDO, Humacao County (ch. 13+)

NEW (not on air, granted July 16, 1958; target date not announced) ch. 13.

Address: 666 Ponce de Leon Ave.
Permittee: Continental Broadcasting Corp.

Ownership: Grantee operates WJIOA San Juan and is owned by William R. Anthony (71.43%) and others.

MAYAGUEZ, Mayaguez County (ch. 3+, 5-)

WOBA-TV (September 1955) ch. 5; power—29.5kw visual, 17.8kw aural; antenna height—1,990 feet above average terrain, 141 feet above ground.

Address: P.O. Box 43. **Phone:** 1151.
Licensee: Supreme Broadcasting Co. of P.R. (original owner).

Ownership: Radio Americas Inc., 70%; Supreme Broadcasting Co. of Louisiana Inc. (WJMR-AM-TV New Orleans), 30%. Radio Americas is owned by Alfredo R. deArellano Jr.

Network: ABC-TV, CBS-TV.
Rep: Inter-American.

Highest hour rate: \$160.
Executives: Alfredo R. deArellano Jr., pres & gen mgr; R. Dupont, coml mgr; Mario Rivera, program director; John Prather, chief engineer.

Washington atty: Loucks, Zias, Young & Jansky.
Radio affiliates: WORA-AM-FM.

PONCE, Ponce County (ch. 7+, 9-)

WRIK-TV (February 1958) ch. 7; power—1.41kw visual, .7kw aural; antenna height—110 feet below average terrain, 71 feet above ground.

Address: Darlington Bldg.
Licensee: Ponce Tv Partnership (original owner).

Ownership: Owned equally by George Mayoral, William Cortada and Luis A. Ferré. Mr. Mayoral is vice president-general manager of WJMR-AM-TV New Orleans, La. WJMR owns 30% of WORA-AM-FM-TV Mayaguez, P.R.

Network: CBS-TV, ABC-TV.
Rep: Inter-American.

Color facilities: network, local film.
Highest hour rate: \$150.

Executives: George A. Mayoral, pres; William Cortada, gen mgr.

Radio affiliates: WPRP-AM-FM.

WSUR-TV (February 1958) ch. 9; power—2.71kw visual; antenna height—2,594 feet above average terrain, 237 feet above ground.
Address: P.O. Box 4189, San Juan, P.R. **Phone:** 2-1278.

Licensee: American Colonial Broadcasting Corp. (original owner).

Ownership: See American Colonial Broadcasting stations in "Group Ownership."

Highest hour rate: \$150.

Executives: Ralph Perez Perry, pres; Mariano Angelet, gen mgr & coml mgr; Enrique Vigue, program-news director; Gladys Bosco, promotion mgr; Antolin Jimenez, chief engineer.

Washington atty: Frank Stollenwerck.

SAN JUAN, San Juan County (ch. 2+, 4-, *6+)

WAPA-TV (May 1, 1954) ch. 4; power—56.2 kw visual, 33.9kw aural; antenna height—220 feet above average terrain, 260 feet above ground.

Address: 357 Ponce de Leon Ave. **Phone:** 3-3006.
Licensee: Ponce de Leon Broadcasting Co. of Puerto Rico (acquired station May 1957).

Ownership: Winston-Salem Broadcasting Co., 80%; Goar, Abel and Luis Augusto Mestre, 20%. For Winston-Salem Broadcasting in-

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Tv Stations CONTINUED

PUERTO RICO CONTINUED

terests see that listing in "Group Ownership." The Messeres own Cuban broadcast interests.

Network: NBC-TV, ABC-TV.

Rep: Caribbean Networks.

Highest hour rate: \$325.

Executives: John G. Johnson, pres.; Carlos Rivera Gonzalez, gen mgr.

Radio affiliate: WAPA.

* **WIPB-TV** (non-commercial educational) (Jan. 6, 1958) ch. *6; power—100kw visual; 50kw aural; antenna height—920 feet above average terrain, 285 feet above ground.

Address: Hato Rey, P.R. **Phone:** 6-5701.

Licensee: Department of Education of Puerto Rico (original owner).

Executives: R. Delgado Marquez, gen mgr & film buyer; L. S. Lavandero, program director; Julio Rivera, news director; R. Rodriguez Santiago, chief engineer.

Washington atty: Arnold, Fortas & Porter.

Radio affiliate: WIPR.

WKAQ-TV (March 28, 1954) ch. 2; power—100kw visual; 50kw aural; antenna height—1,270 feet above average terrain, 281 feet above ground.

Address: P.O. Box 5096, Puerta de Tierra Station. **Phone:** 3-3890.

Licensee: El Mundo Inc. (original owner).

Ownership: Angel Ramos, publisher of El Mundo. Also see "Newspaper Ownership."

Network: CBS-TV.

Rep: Inter-American.

Highest hour rate: \$275.

Executives: Angel Ramos, pres.; José Oviedo, gen mgr; Jorge L. Rivero, coml mgr; José L. Torregrosa, program director; Carlos García de Quevedo, film buyer; Pete Mattina, promotion mgr; Robert Jeu Devine, acting chief engineer.

Radio affiliates: WKAQ-AM-FM.

Experimental Tv Stations

Following is a list of the experimental television stations authorized by the FCC as of June 17, showing permittee or licensee, date of original grant, call letters, location and frequency. Some of these stations are used in color and equipment development and testing, as well as experimental rebroadcasting and testing, of regular tv stations for propagation or other study.

Adler Communications Labs—KQ2XFF Waterbury, Conn., 704-710 mc, 40 w. Booster test WATR-TV. First authorized June 30, 1954. KQ2XTI New Rochelle, N. Y. Chs. 74-83 with ERP of 109 w (peak). First granted May 14, 1956.

Conestoga Television Assn. Inc.—KQ2XDI Lancaster, Pa. 590-610 mc. First authorized Oct. 31, 1951.

General Electric Co.—KQ2XHX Syracuse, N. Y. Chs. 2 to 13 and chs. 14-63. First authorized Jan. 19, 1949.

Richard R. Hayes—KK2XGG San Antonio, Tex., ch. 70. 10 w. First authorized June 26, 1956.

Manson Community Tv Corp.—KQ2XBX, near Manson, Wash. Ch. 14, 10 w. First authorized Jan. 12, 1955. KQ2XDV Manson, 26.11 mc. Also relay of KQ2NRX.

Radio Corp. of America—KE2XNY, three transmitters, one at Camden, N. J.; one near Marlton, N. J., and one at Union Mills, N. J. Chs. 2 through 6 with ERP of 100 kw; chs. 7 through 13 with 316 kw, and chs. 14 through 83 with 1,000 kw. First authorized June 19, 1953.

Radio Supply Co. of Nevada—KQ2XEQ Reno, Nev., ch. 70. 19 w. Granted May 28, 1957.

Supreme Broadcasting Co.—KK2XFW New Orleans. Ch. 12, 204-210 mc. 10 kw. To operate simultaneously with WJMR-TV for the purpose of providing direct comparison of vhf and uhf operation. First authorized June 27, 1957.

Sylvania Electric Products Inc.—KG2XDU Emporium, Pa., rebroadcasts WJAC-TV Johnstown, Pa., on vhf ch. 7 as well as 520-540 mc and 870-890 mc. First authorized Sept. 19, 1951. Firm also has KG2XEJ and KG2XEK, studio-transmitter links operating in the 2,000 mc band in conjunction with KG2XDU. Another test station is operated on ch. 82 (873-884 mc) under call KG2XEL. Also operating is KG2XFZ. It was first granted Dec. 30, 1955.

Zenith Radio Corp.—KS2XBR Chicago, 614-620 mc, 1 kw. Color tv and Phonovision tests. First authorized as XW9XZC Dec. 19, 1944.

Uhf Tv Translator Stations

These stations are authorized by the FCC to repeat programs of commercial television stations.

Channel number is included in call letters, e.g. K60AA means ch. 60. Bold face denotes station licensed; light face, grantee only, according to FCC records.

ARIZONA

Big Sandy Valley—K75A1, Mohave County Board of Supervisors, Mohave County, Ariz. To translate programs of KTVK (TV) Phoenix, Ariz.

Bullhead City, Davis Dam & Lake Mohave Resort—K77AG, Mohave County Board of Supervisors, Mohave County, Ariz. To translate programs of KLRJ-TV Henderson, Nev.

Chloride—K74AN, Mohave County Board of Supervisors, Mohave County, Ariz. To translate programs of KLRJ-TV Henderson, Nev.

Flagstaff—K71AD, Coconino Tv Inc., c/o Charles J. Saunders, Box 1677, Flagstaff, Ariz. To translate programs of KTVK (TV) Phoenix, Ariz.

Flagstaff—K74A1, Coconino Tv Inc., c/o Charles J. Saunders, Box 1677, Flagstaff, Ariz. To translate programs of KOOL-TV Phoenix, Ariz.

Globe-Miami—K77AD, Community Tv Project, c/o K. G. Nylund, Box 40-C, Globe, Ariz. To translate programs of KOOL-TV Phoenix, Ariz.

Globe-Miami—K80AE, Community Tv Project, c/o K. G. Nylund, Box 40-C, Globe, Ariz. To translate programs of KTVK-TV Phoenix, Ariz.

Globe-Miami—K83AC, Community Tv Project, c/o K. G. Nylund, Box 40-C, Globe, Ariz. To translate programs of KVAR-TV Phoenix, Ariz.

Kingman—K78AC, Mohave County Board of Supervisors, Mohave County, Ariz. To translate programs of KTVK-TV Phoenix, Ariz.

Kingman—K82AA, Mohave County Board of Supervisors, Mohave County, Ariz. To translate programs of KOOL-TV Phoenix, Ariz.

Mohave County—K70AC, Mohave County Board of Supervisors, Mohave County, Ariz. To translate programs of KLRJ-TV Henderson, Nev.

Peach Springs—K73AJ, Mohave County Board of Supervisors, Mohave County, Ariz. To translate programs of KLRJ-TV Henderson, Nev., via K70AC Kingman, Ariz.

Parker—K70AH, Parker Chamber of Commerce, c/o Floyd Ross, Box 1898, Parker, Ariz. To translate programs of KTVK-TV Phoenix, Ariz.

Show Low—K80AG, Show Low Tv Inc., c/o Lamar Welker, Box 325, Show Low, Ariz. To translate programs of KGUN-TV Tucson, Ariz.

Window Rock—K72AP, Navajo Tribal Council, c/o J. Maurice McCabe, Window Rock. To translate programs of KOB-TV Albuquerque, N. M.

Window Rock—K76AK, Navajo Tribal Council, c/o J. Maurice McCabe, Window Rock. To translate programs of KOAT-TV Albuquerque, N. M.

Window Rock—K80AM, Navajo Tribal Council, c/o J. Maurice McCabe, Window Rock. To translate programs of KGGM-TV Albuquerque, N. M.

CALIFORNIA

Alturas—K72AD, Alturas Tv Club Inc., c/o O. L. Spah, Box 478, Alturas, Calif. To translate programs of KVIP (TV) Redding, Calif.

Bishop—K70AA, James R. Oliver, Box 757, Bishop, Calif. To translate programs of KNXT (TV) Los Angeles.

Bishop—K73AA, James R. Oliver, Box 757, Bishop, Calif. To translate programs of KRCA-TV Los Angeles.

Blythe—K71AB, Palo Verde Valley Tv Club, c/o Dana Fisher, Box 874, Blythe, Calif. To translate programs of KTVK-TV Phoenix, Ariz.

Blythe—K75AD, Palo Verde Valley Tv Club, c/o Dana Fisher, Box 874, Blythe, Calif. To translate programs of KOOL-TV Phoenix, Ariz.

Blythe—K79AA, Palo Verde Valley Tv Club, c/o Dana Fisher, Box 874, Blythe, Calif. To translate programs of KVAR-TV Phoenix, Ariz.

Canby—K76AL, Canby Tv Club, c/o Mrs. Jack Rand. To translate programs of KVIP-TV Redding, Calif.

Cedarville—K71AF, Surprise Valley Tv Club, Box 205. To translate programs of KOLO-TV Reno, Nev.

Greenville—K70AP, Indian Valley Tv Co., c/o Raymond F. Linn, Greenville, Calif. To translate programs of KCRA-TV Sacramento, Calif.

Indio—K75AH, Coachella Valley Tv Club, c/o Dick Whitmore, 82-524 Miles Ave., Indio. To translate programs of KRCA (TV) Los Angeles.

Likely—K70AQ, Likely Tv Club, c/o John W. Roberts, Likely, Calif. To translate programs of KOLO-TV, Reno, Nev.

Lone Pine—K80AD, Lone Pine Tv Inc., c/o Ernest F. Lasky, Box 134, Lone Pine, Calif. To translate programs of KRCA (TV) Los Angeles.

Needles—K72AE, Needles Community Tv Club, c/o Paul C. Griswold, Needles, Calif. To translate programs of KLRJ-TV Henderson, Nev.

Palm Springs—K70AL, Palm Springs Translator Station Inc., c/o Merrill Brown, 555 S. Palm Canyon Dr., Palm Springs, Calif. To translate programs of KNXT (TV) Los Angeles.

Palm Springs—K73AD, Palm Springs Translator Station Inc., c/o Merrill Brown, 555 S. Palm Canyon Dr., Palm Springs, Calif. To translate programs of KRCA-TV Los Angeles.

Susonville & Herlong—K72AJ, Honey Lake Community T-V Corp., c/o M. D. Covert, 2210 Main St., Susanville, Calif. To translate programs of KCRA-TV Sacramento, Calif.

Twentynine Palms—K70BC, Morongo Basin Tv Club, c/o Mildred Ronde, Box 732, Twentynine Palms. To translate programs of KRCA (TV) Los Angeles.

Twentynine Palms—K76AJ, Morongo Basin Tv Club, c/o Mildred Ronde, Box 732, Twentynine Palms. To translate programs of KNXT (TV) Los Angeles.

Ukiah—K74AK, Tv Improvement Assn., c/o Timothy O'Brien, Box 605, Ukiah. To translate programs of KBET-TV Sacramento, Calif.

Ukiah—K78AD, Tv Improvement Assn., c/o Timothy O'Brien, Box 605, Ukiah. To translate programs of KCRA-TV Sacramento, Calif.

Yosemite National Park—K72AK, Yosemite Park & Curry Co., c/o George H. Oliver, Yosemite National Park, Calif. To translate programs of KSRW-TV Salinas-Monterey, Calif.

COLORADO

Bayfield & Ignacio—K74AC, La Plata Electric Assn. Inc., c/o George Granger, Box 180, Durango, Colo. To translate programs of KOB-TV Albuquerque, N. M.

Bayfield & Ignacio—K77AA, La Plata Electric Assn. Inc., c/o George Granger, Box 180, Durango, Colo. To translate programs of KOAT-TV Albuquerque, N. M.

Center—K80AA, Central Tv Assn., c/o Eugene Strausser, Box 125, Center, Colo. To translate programs of KCSJ-TV Pueblo, Colo.

Cortez—K70AF, T. V. Inc., Mel E. Sarpy, Box 12, Cortez, Colo. To translate programs of KOB-TV Albuquerque, N. M.

Durango—K72AN, Durango Jr. Chamber of Commerce Inc., c/o R. J. Chandler, Box 701, Durango. To translate programs of KOB-TV Albuquerque, N. M.

Leadville—K78AG, People's Tv Inc., c/o Gordon Furman, Box 44, Leadville. To translate programs of KOA-TV Denver, Colo.

Pagosa Springs—K74AD, La Plata Electric Assn. Inc., c/o George Granger, Box 180, Durango, Colo. To translate programs of KOB-TV Albuquerque, N. M.

Romeo, La Jara, and Manassa—K79AD, San Luis Valley Tv Inc., c/o Alonzo Barton, Romeo, Colo. To translate programs of KOB-TV Albuquerque, N. M.

Romeo, La Jara and Manassa—K82AC, San Luis Tv Inc., c/o Alonzo Barton, Romeo, Colo. To translate programs of KGGM-TV Albuquerque, N. M.

Salida—K71AH, Salida Tv Translator Assn., Box 325, Salida, Colo. To translate programs of KCSJ-TV Pueblo, Colo.

Sopris, Segundo, Valdez and Starkville—K70AJ, H. L. Corley, 108 N. Maple St., Trinidad, Colo. To translate programs of KCSJ-TV, Pueblo, Colo.

Sopris, Segundo, Valdez and Starkville—K73AB, H. L. Corley, 108 N. Maple St., Trinidad, Colo. To translate programs of KKTU (TV) Colorado Springs, Colo.

IDAHO

Grangeville, Cottonwood, Craigmont and Nez Perce—K72AL, Central Idaho Tv Inc., c/o Fred Jessup, Grangeville, Idaho. To translate programs of KREM-TV Spokane, Wash.

Grangeville, Cottonwood, Craigmont and Nez Perce—K75AE, Central Idaho Tv Inc., c/o Fred Jessup, Grangeville, Idaho. To translate programs of KLEW-TV, Lewiston, Idaho.

Lewiston—K70BA, Orchards Community Tv Assn., 3204½ Fifth St., Lewiston, Idaho. To translate programs of KREM-TV Spokane, Wash.

Lewiston—K76AH, Orchards Community Tv Assn., 3204½ Fifth St., Lewiston, Idaho. To translate programs of KHQ-TV Spokane, Wash.

Salmon—K70AS, Lemhi Tv Corp., c/o Charles Herndon, 304 N. First St., Salmon, Idaho. To translate programs of KID-TV Idaho Falls, Idaho.

MINNESOTA

Redwood Falls—K70BB, Redwood Tv Improvement Corp., c/o Otto Smid, Redwood Falls. To translate programs of WCCO-TV Minneapolis, Minn.

Redwood Falls—K73AI, Redwood Tv Improvement Corp., c/o Otto Smid, Redwood Falls. To translate programs of KTCA-TV St. Paul, Minn.

Redwood Falls—K77AI, Redwood Tv Improvement Corp., c/o Otto Smid, Redwood Falls. To translate programs of KSTP-TV St. Paul, Minn.

Redwood Falls—K80AL, Redwood Tv Improvement Corp., c/o Otto Smid, Redwood Falls. To translate programs of KMSP-TV Minneapolis, Minn.

Redwood Falls—K83AE, Redwood Tv Improvement Corp., c/o Otto Smid, Redwood Falls. To translate programs of WTCN-TV Minneapolis, Minn.

MONTANA

Havre—K73AC, Hill County Tv Club, c/o Pearl Garceau, 805 Third St., Havre, Mont. To translate programs of KFBB-TV Great Falls, Mont.

Havre—K82AB, Hill County Tv Club, c/o Pearl Garceau, 805 Third St., Havre, Mont. To trans-

Uhf Translators CONTINUED

late programs of KFBB-TV Great Falls, Mont. Joplin, Chester, Inverness and Rudyard—K78AH, Joplin Tv Club, c/o Max Moore, Joplin, Mont. To translate programs of CJLH-TV Lethbridge, Alberta.

Libby—K72AI, Libby Video Club, c/o Edward Peck, Libby. To translate programs of KREM-TV Spokane, Wash.

Libby—K78AI, Libby, Video Club, c/o Edward Peck, Libby. To translate programs of KHQ-TV Spokane, Wash.

Shelby—K72AM, Shelby Tv Club Inc., c/o Fred Pfannsmith, 234 Main St., Shelby, Mont. To translate programs of KFBB-TV Great Falls, Mont.

Shelby—K76AG, Shelby Tv Club Inc., c/o Fred Pfannsmith, 234 Main St., Shelby. To translate programs of CJLH-TV Lethbridge, Alberta.

NEVADA

Battle Mountain K72AF, Battle Mountain Tv Club, c/o Ray A. Foote, Battle Mountain. To translate programs of KOLO-TV Reno, Nev.

Ely—K70AT, White Pine Tv District #1, c/o James Gottfredson Jr., Box 1230, Ely. To translate programs of KSL-TV Salt Lake City.

Ely—K75AF, White Pine Tv District #1, c/o James Gottfredson Jr., Box 1230, Ely. To translate programs of KUTV-TV Salt Lake City.

Ely—K80AL, White Pine Tv District #1, c/o James Gottfredson Jr., Box 1230, Ely. To translate programs of KTVT (TV) Salt Lake City.

Eureka—K76AF, Eureka Volunteer Fire Dept., c/o James West, c/o A. E. Conolly, Hawthorne, Nev. To translate programs of KSL-TV Salt Lake City.

Hawthorne—K70AB, Mt. Grant Tv Booster Service Corp., c/o A. E. Conolly, Hawthorne, Nev. To translate programs of KRON-TV San Francisco, Calif.

Hawthorne & Babbitt—K80AH, Mt. Grant Tv Booster Service Corp., c/o A. E. Conolly, Hawthorne, Nev. To translate programs of KOLO-TV Reno, Nev.

Lovelock—K70AY, Pershing County Chamber of Commerce, Lovelock. To translate programs of KOLO-TV Reno.

McGill K73AH, White Pine Tv District #1, c/o James Gottfredson Jr., Box 1230, Ely, Nev. To translate programs of KSL-TV Salt Lake City.

McGill—K78AE, White Pine Tv District #1, c/o James Gottfredson Jr., Box 1230, Ely, Nev. To translate programs of KUTV-TV Salt Lake City.

McGill—K83AD, White Pine Tv District #1, c/o James Gottfredson Jr., Box 1230, Ely, Nev. To translate programs of KTVT-TV Salt Lake City.

Paradise Valley & Golconda—K74AM, c/o Charles Nelson, 810 Bridge St., Winnemucca, Nev. To translate programs of KBOI-TV Boise, Idaho.

Weed Heights—K72AA, The Anacunda Co., Box 1000, Weed Heights, Nev. To translate programs of KOLO-TV, Reno, Nev.

Winnemucca—K76AB, Winnemucca Lions Club, Box 732, Winnemucca, Nev. To translate programs of KOLO-TV Reno, Nev.

NEW HAMPSHIRE

Claremont—W79AA, Springfield Tv Bestg. Corp., c/o William L. Putnam, Box 2210, Springfield, Mass. To translate programs of WRLP (TV) Greenfield, Mass.

Lebanon & Hanover—W81AA, Springfield Tv Bestg. Corp., c/o William L. Putnam, Box 20, Springfield, Mass. To translate programs of WRLP (TV) Greenfield, Mass.

Newport—W71AA, Springfield Tv Bestg. Corp., Box 2210, Springfield, Mass. To translate programs of WRLP (TV) Greenfield, Mass.

NEW MEXICO

Farmington—K71AC, San Juan Non-Profit Tv Assn., c/o Dr. Lester E. Lamoureux, 402 E. Main St., Farmington, N. M. To translate programs of KOB-TV Albuquerque, N. M.

Farmington—K75AC, San Juan Non-Profit Tv Assn., c/o Dr. Lester E. Lamoureux, 402 E. Main St., Farmington, N. M. To translate programs of KOAT-TV Albuquerque, N. M.

Gallup—K70AZ, UHF-TV for Gallup Assn., c/o Charles Kastning Jr., 227 W. Coal Ave., Gallup. To translate programs of KOB-TV Albuquerque, N. M.

Gallup—K83AG, UHF-TV for Gallup, Assn., c/o Fred Caring, 600 W. Coal Ave., Gallup. To translate programs of KGGM-TV Albuquerque, N. M.

Santa Rosa—K83AB, Santa Rosa Chamber of Commerce, c/o E. M. Lucero, 441 Sixth St., Santa Rosa, N. M. To translate programs of KGGM-TV Albuquerque, N. M.

Truth or Consequences—K70AE, City of Truth or Consequences, c/o Robert B. Laursen, 805 Sims St., Truth or Consequences, N. M. To translate programs of KGGM-TV, Albuquerque, N. M.

Truth or Consequences—K80AC, City of Truth or Consequences, c/o Robert B. Laursen, 805 Sims St., Truth or Consequences, N. M. To trans-

late programs of KGGM-TV, Albuquerque, N. M. Tucumcari—K80AB, UHF Tv Assn., c/o Howard L. Sauter, 307 E. Gaynell, Tucumcari, N. M. To translate programs of KGNC-TV, Amarillo, Tex.

OKLAHOMA

Boise City—K70AO, City of Boise City, c/o Mayor Millard Fowler, Boise City, Okla. To translate programs of KGNC-TV Amarillo, Tex.

OREGON

Brownlee Power Plant Camp—K72AC, Idaho Power Co., c/o A. B. Day, Box 770, Boise, Idaho. To translate programs of KBOI-TV Boise, Idaho.

Brownlee Power Plant Camp—K76AC, c/o A. B. Day, Box 770, Boise, Idaho. To translate programs of KIDO-TV Boise, Idaho.

Brownlee Trailer Court—K79AB, Morrison-Knudsen Co., c/o Glenn C. Johnson, Box 450, Boise, Idaho. To translate programs of KBOI-TV Boise, Idaho.

Brownlee Trailer Court—K82AD, Morrison-Knudsen Co., c/o Glenn C. Johnson, Box 450, Boise, Idaho. To translate programs of KIDO-TV Boise, Idaho.

Cave Junction & Selma—K70AU, California Oregon Tv Inc., Box 1189, Medford, Ore. To translate programs of KBES-TV Medford, Ore.

Cottage Grove—K71AG, South Lane Tv Inc., c/o H. J. Kessler, Box 101, Cottage Grove. To translate programs of KVAL-TV Eugene, Ore.

Cottage Grove—K74AJ, South Lane Tv Inc., c/o H. J. Kessler, Box 101, Cottage Grove. To translate programs of KGW-TV Portland, Ore.

Cottage Grove—K77AH, South Lane Tv Inc., c/o H. J. Kessler, Box 101, Cottage Grove. To translate programs of KOIN-TV Portland, Ore.

Gold Beach—K74AL, Community Tv Assn. Inc., c/o C. E. Seger, Box 307, Gold Beach. To translate programs of KIEM-TV Eureka, Calif.

Grants Pass—K72AR, California Oregon Tv Inc., Box 1189, Medford, Ore. To translate programs of KBES-TV Medford.

Grants Pass—K74AP, California Oregon Tv Inc., Box 1189, Medford, Ore. To translate programs of KOTI-TV Klamath Falls, Ore.

John Day—K72AG, John Day Valley Tv Inc., Ronald W. Southworth, John Day, Ore. To translate programs of KOB-TV Boise, Idaho.

John Day—K77AC, John Day Valley Tv Inc., c/o Ronald W. Southworth, John Day, Ore. To translate programs of KIDO-TV Boise, Idaho.

La Grande—K70AW, Grande Ronde Tv Assn., c/o Harlow Speckhart, Rt. 1, La Grande. To translate programs of KIQ (TV) Spokane, Wash.

La Grande—K76AE, Grande Ronde Tv Assn., c/o Harlow Speckhart, Rt. 1, La Grande. To translate programs of KXIV-TV Spokane, Wash.

La Grande—K80AK, Grande Ronde Tv Assn., c/o Harlow Speckhart, Rt. 1, La Grande. To translate programs of KREM-TV Spokane, Wash.

Madras—K71AE, Jefferson County Tv Inc., c/o Bert Abrams, Box 726, Madras. To translate programs of KGW-TV Portland, Ore.

Madras—K74AB, Jefferson County Tv Inc., c/o Kenneth McCaulou, Madras, Ore. To translate programs of KOIN-TV Portland, Ore.

Madras—K77AE, Jefferson County Tv Inc., c/o Bert Abrams, 726, Madras. To translate programs of KPTV (TV) Portland, Ore.

Maupin—K72AB, Estel L. Stovall, Maupin, Ore. To translate programs of KOIN-TV Portland, Ore.

Newport and Otter Rock—K74AG, Paul Kafoury, 137 SE Coast Hwy., Newport, Ore. To translate programs of KOIN-TV Portland, Ore.

Oxbow Power Plant Camp—K70AN, Idaho Power Co., c/o A. B. Day, Box 770, Boise, Idaho. To translate programs of KBOI-TV Boise, Idaho.

Oxbow Power Plant Camp—K74AE, Idaho Power Co., c/o A. B. Day, Box 770, Boise, Idaho. To translate programs of KIDO-TV Boise, Idaho.

Powers—K76AI, Powers Tv Translator Inc., c/o Verlin Hermann, Powers. To translate programs of KPIC (TV) Roseburg, Ore.

Prineville—K70AI, Ochoco Telecasters Inc., Prineville, Ore. To translate programs of KOIN-TV Portland, Ore.

Prineville—K76AA, Ochoco Telecasters Inc., Prineville, Ore. To translate programs of KLOR-TV Portland, Ore.

Redmond—K73AE, Redmond Junior Chamber of Commerce, c/o A. J. Sheffield, Redmond, Ore. To translate programs of KOIN-TV Portland, Ore.

Redmond—K83AA, Redmond Junior Chamber of Commerce, c/o A. J. Sheffield, Box 1032, Redmond, Ore. To translate programs of KLOR-TV Portland, Ore.

Seaside—K75AJ, Seaside Video Club, c/o Donald Gerber, Box 74, Seaside. To translate programs of KOIN-TV Portland, Ore.

PENNSYLVANIA

North Warren—W70AB, Conewango Valley Tv Inc., c/o Wendell Lawson, 101 Dittmar St., N. Warren. To translate programs of WGR-TV Buffalo, N. Y.

North Warren—W74AA, Conewango Valley Tv Inc., c/o Wendell Lawson, 101 Dittmar St., N. Warren. To translate programs of WJAC-TV Johnstown, Pa.

North Warren—W82AA, Conewango Valley Tv

Inc., c/o Wendell Lawson, 101 Dittmar St., N. Warren. To translate programs of WREN-TV Buffalo, N. Y.

Palmerton, Slatedale & Slatington—W73AA, Upper Lehigh Translator Service Corp., c/o J. S. Costenbader, 820 Lafayette Ave., Palmerton. To translate programs of WBRE-TV Wilkes Barre, Pa.

TEXAS

Alpine and Marfa—K77AB, The Honor System Tv Assn. Inc., Kenneth R. Hughes, Box 848, Alpine, Tex. To translate programs of KOSA-TV Odessa, Tex.

San Saba—K77AF, Norman Phillips, Box 682, San Saba. To translate programs of KTBC-TV Austin, Tex.

San Saba—K80AJ, Norman Phillips, Box 682, San Saba. To translate programs of KCEN-TV Temple, Tex.

UTAH

Delta—K72AQ, Millard County, c/o Dale Ashman, Box 6, Fillmore. To translate programs of KUTV (TV) Salt Lake City.

Delta—K77AJ, Millard County, c/o Dale Ashman, Box 6, Fillmore. To translate programs of KTVT (TV) Salt Lake City.

Delta—K83AF, Millard County, c/o Dale Ashman, Box 6, Fillmore. To translate programs of KSL-TV Salt Lake City.

Fillmore—K70ED, Millard County, c/o Dale Ashman, Box 6, Fillmore. To translate programs of KUTV (TV) Salt Lake City.

Fillmore—K74AO, Millard County, c/o Dale Ashman, Box 6, Fillmore. To translate programs of KTVT (TV) Salt Lake City.

Fillmore—K80AN, Millard County, c/o Dale Ashman, Box 6, Fillmore. To translate programs of KSL-TV Salt Lake City.

Orangeville, Castle, Dale, Ferron & Huntington—K70AR, Emery County, c/o William Juteson, Orangeville. To translate programs of KSL-TV Salt Lake City.

Orangeville, Castle, Dale, Ferron & Huntington—K74AQ, Emery County, c/o William Juteson, Orangeville. To translate programs of KUTV (TV) Salt Lake City.

Orangeville, Castle, Dale, Ferron & Huntington—K78AA, Emery County, c/o William Juteson, Orangeville. To translate programs of KTVT (TV) Salt Lake City.

WASHINGTON

Benton & West Richland—K81AA, Benton County Tv Assn., c/o Roy Cline Rt. 1, Box 437, W. Richland. To translate programs of KHQ-TV Spokane, Wash.

Ellensburg—K71AA, Kittitas Valley Tv Assn. Inc., c/o W. S. Vickerman, 208 S. Ruby St., Ellensburg, Wash. To translate programs of KIMA-TV Yakima, Wash.

Manson & Chelan—K70AM, Manson Community Tv Co., c/o Marion McFadden, Manson, Wash. To translate programs of KREM-TV Spokane, Wash.

Manson & Chelan—K75AA, Manson Community Tv Co., c/o Marion McFadden, Manson, Wash. To translate programs of KHQ-TV, Spokane, Wash.

WYOMING

Evanston—K71AI, Evanston Non-profit Tv Inc., c/o Harry O'Connor, 242 12th St., Evanston. To translate programs of KUTV (TV) Salt Lake City.

Evanston—K75AG, Evanston Non-profit Tv Inc., c/o Harry O'Connor, 242 12th St., Evanston. To translate programs of KTVT (TV) Salt Lake City.

Evanston—K79AC, Evanston Non-profit Tv Inc., c/o Harry O'Connor, 242 12th St., Evanston. To translate programs of KSL-TV Salt Lake City.

Jackson—K72AO, Jackson Hole Translator Inc., c/o David Cheney, Jackson. To translate programs of KID-TV Idaho Falls, Idaho.

La Barge—K72AS, La Barge Community Tv Inc., c/o George Eubank, La Barge. To translate programs of KTVT (TV) Salt Lake City.

La Barge & Big Piney—K78AF, La Barge Community Tv Inc., c/o George Eubank, La Barge. To translate programs of KSL-TV Salt Lake City.

La Barge—K81AB, La Barge Community Tv Inc., c/o George Eubank, La Barge. To translate programs of KUTV (TV) Salt Lake City.

Pinedale—K70AX, Town of Pinedale, c/o Glen W. Wise, Pinedale Power & Light Co., Pinedale, Wyo. To translate programs of KID-TV Idaho Falls, Idaho.

Rawlins—K73AF, Rawlins Bestg. Co., c/o William Grove, KFBC-TV Cheyenne, Wyo. To translate programs of KFBC-TV.

Rock Springs—K74AF, Translator Tv Bestg. Coop. Inc., c/o John E. Wendt, Box 912, Rock Springs. To translate programs of KTVT-TV Salt Lake City.

Rock Springs—K78AB, Translator Tv Bestg. Coop. Inc., c/o John E. Wendt, Box 912, Rock Springs. To translate programs of KSL-TV Salt Lake City.

Rock Springs—K82AE, Translator Tv Bestg. Coop. Inc., c/o John E. Wendt, Box 912, Rock Springs. To translate programs of KUTV (TV) Salt Lake City.

Saratoga—K70AK, Saratoga Tv Co., c/o John Glode, Saratoga, Wyo. To translate programs of KFBC-TV Cheyenne, Wyo.

Television Stations by Channels

Note: This list includes all television stations, licensed or having a construction permit, authorized to operate on each of the 12 vhf channels (chs. 2-13, occupying the frequency range 54-216 megacycles) and on each of the 70 uhf channels (chs. 14-83, occupying the frequency range 470-890 megacycles) allocated to television broadcasting by the Federal Communications Commission. Not all the stations listed below are on the air. For operational details see the Television Station Directory beginning on page A-105.

Asterisk (*) indicates non-commercial, educational station.

VHF STATIONS BY CHANNELS Ch. 2 (54-60 mc)

WAIQ (TV)* Andalusia, Ala.
KANI-TV Anchorage, Alaska
KFAR-TV Fairbanks, Alaska
KNXT (TV) Los Angeles, Calif.
KTVU (TV) San Francisco-Oakland, Calif.
KTVR (TV) Denver, Colo.
WESH-TV Daytona Beach, Fla.
WTHS-TV* Miami, Fla.
WSR-TV Atlanta, Ga.
KBOI-TV Boise, Idaho
WBEM-TV Chicago, Ill.
WMT-TV Cedar Rapids, Iowa
KCKT (TV) Great Bend, Kan.
WBRZ (TV) Baton Rouge, La.
WLBZ (TV) Bangor, Me.
WMAR-TV Baltimore, Md.
WGBH-TV* Boston, Mass.
WJBK-TV Detroit, Mich.
KTCA-TV Minneapolis-St. Paul, Minn.
KFFQ-TV St. Joseph, Mo.
KTVI (TV) St. Louis, Mo.
KOOK-TV Billings, Mont.
KNOP (TV) North Platte, Neb.
KLRI-TV Henderson, Nev.
KVIT (TV) Santa Fe, N. M.
WGR-TV Buffalo-Niagara Falls, N. Y.
WCBS-TV New York, N. Y.
WKTV (TV) Utica, N. Y.
WPMY-TV Greensboro, N. C.
KDX-TV Dickinson, N. D.
WLWD (TV) Dayton, Ohio
KVGO-TV Tulsa, Okla.
KOTI (TV) Klamath Falls, Ore.
KDKA-TV Pittsburgh, Pa.
WUSN-TV Charleston, S. C.
KPRC-TV Houston, Tex.
KMID-TV Midland, Tex.
KUTV (TV) Salt Lake City, Utah
KREM-TV Spokane, Wash.
WBAV-TV Green Bay, Wis.
KTWO-TV Casper, Wyo.
KONA (TV) Honolulu, T. H.
WKAQ-TV San Juan, P. R.

Ch. 3 (60-66 mc)

KTVK (TV) Phoenix, Ariz.
KIEB-TV Eureka, Calif.
KCUR-TV Sacramento, Calif.
KEYT (TV) Santa Barbara, Calif.
KHQL-TV Sterling, Colo.
WTIC-TV Hartford, Conn.
WEAR-TV Pensacola, Fla.
WEDU (TV) Tampa-St. Petersburg, Fla.
WSAV-TV Savannah, Ga.
KID-TV Idaho Falls, Idaho
KLEW-TV Lewiston, Idaho
WCIA (TV) Champaign-Urbana, Ill.
WSIL (TV) Harrisburg, Ill.
KGLO-TV Mason City, Iowa
KARD-TV Wichita, Kan.
WAVE-TV Louisville, Ky.
KTBS-TV Shreveport, La.
WKZO-TV Kalamazoo, Mich.
KDAL-TV Duluth, Minn.-Superior, Wis.
WIBT (TV) Jackson, Miss.
KTVB (TV) Kirksville, Mo.
KYTV (TV) Springfield, Mo.
KRTV (TV) Great Falls, Mont.
KMTV (TV) Omaha, Neb.
WSYR-TV Syracuse, N. Y.
WBT (TV) Charlotte, N. C.
KYW-TV Cleveland, Ohio
KSLM-TV Salem, Ore.
WRCV-TV Philadelphia, Pa.
KOTA-TV Rapid City, S. D.
KDLO-TV Watertown, S. D.
WRGP-TV Chattanooga, Tenn.
WREC-TV Memphis, Tenn.
KBTX-TV* Bryan-College Station, Tex.
KFDX-TV Wichita Falls, Tex.
WCAX-TV Burlington, Vt.
WSVA-TV Harrisonburg, Va.
WTAR-TV Norfolk-Portsmouth-Newport News, Va.
WSAZ-TV Huntington, W. Va.
WISC-TV Madison, Wis.
KMAU-TV Waiuku, T. H.

Ch. 4 (66-72 mc)

KVOA-TV Tucson, Ariz.
KARK-TV Little Rock, Ark.
KRCA (TV) Los Angeles, Calif.
KRON-TV San Francisco-Oakland, Calif.
KOA-TV Denver, Colo.
WRC-TV Washington, D. C.
WMBR-TV Jacksonville, Fla.
WTVJ (TV) Miami, Fla.
WRBL-TV Columbus, Ga.
WTTV (TV) Bloomington, Ind.

WHBF-TV Davenport-Rock Island-Moline, Ill.
KTIV (TV) Sioux City, Iowa
WWL-TV New Orleans, La.
WBZ-TV Boston, Mass.
WWJ-TV Detroit, Mich.
WCCO-TV Minneapolis-St. Paul, Minn.
WCBT-TV Columbus, Miss.
WDAF-TV Kansas City, Mo.
KMOX-TV St. Louis, Mo.
KNLE-TV Butte, Mont.
KDUH-TV Hay Springs, Neb.
KAKJ (TV) Reno, Nev.
KOB-TV Albuquerque, N. M.
WBEN-TV Buffalo-Niagara Falls, N. Y.
WRCR-TV New York, N. Y.
WUNC-TV* Chapel Hill, N. C.
KNJB-TV Valley City, N. D.
WLWC (TV) Columbus, Ohio
WKY-TV Oklahoma City, Okla.
KPIC (TV) Roseburg, Ore.
WTAE (TV) Pittsburgh, Pa.
WTMA-TV Charleston, S. C.
WPBC-TV Greenville, S. C.
WSM-TV Nashville, Tenn.
KGNC-TV Amarillo, Tex.
KPCAT-TV Beaumont-Port Arthur, Tex.
KEDY-TV Big Spring, Tex.
KGBT-TV Brownsville-Harlingen-Weslaco, Tex.
KRID-TV Dallas, Tex.
KRDD-TV El Paso, Tex.
WOAI-TV San Antonio, Tex.
KTVB (TV) Salt Lake City, Utah
KOMO-TV Seattle, Wash.
KXLY-TV Spokane, Wash.
WOAY-TV Beckley, W. Va.
WTMJ-TV Milwaukee, Wis.
KULA-TV Honolulu, T. H.
WAPA-TV San Juan, P. R.

Ch. 5 (76-82 mc)

WKRG-TV Mobile, Ala.
KPHO-TV Phoenix, Ariz.
KNAC-TV Fort Smith, Ark.
KTLA (TV) Los Angeles, Calif.
KPX (TV) San Francisco-Oakland, Calif.
KREX-TV Grand Junction, Colo.
KCSJ-TV Pueblo, Colo.
WTTG (TV) Washington, D. C.
WUFT (TV)* Gainesville, Fla.
WFTV (TV) West Palm Beach, Fla.
WAGA-TV Atlanta, Ga.
WNBO (TV) Chicago, Ill.
WOI-TV Ames, Iowa
KALB-TV Alexandria, La.
WARI-TV Bangor, Me.
WHDH-TV Boston, Mass.
WNEM (TV) Bay City, Mich.
KSTP-TV Minneapolis-St. Paul, Minn.
KCMO-TV Kansas City, Mo.
KSD-TV St. Louis, Mo.
KXGN-TV Glendale, Mont.
KPHB-TV Great Falls, Mont.
KHAS-TV Hastings, Neb.
KNME-TV* Albuquerque, N. M.
WPTZ (TV) Lake Placid, N. Y.
WARD-TV New York, N. Y.
WROC-TV Rochester, N. Y.
WRAL-TV Raleigh, N. C.
KPYR-TV Bismarck, N. D.
WLWT (TV) Cincinnati, Ohio
WEWS (TV) Cleveland, Ohio
KOCO-TV Enid, Okla.
KBES-TV Medford, Ore.
WCSC-TV Charleston, S. C.
KDSJ-TV Lead, S. D.
KORN-TV Mitchell, S. D.
WCYB-TV Bristol, Tenn.
WMCT (TV) Memphis, Tenn.
WLAC-TV Nashville, Tenn.
KRGV-TV Brownsville-Harlingen-Weslaco, Tex.
WRAP-TV Fort Worth, Tex.
KTXN-TV Lubbock, Tex.
KENS-TV San Antonio, Tex.
KSL-TV Salt Lake City, Utah
KING-TV Seattle, Wash.
WFRV-TV Green Bay, Wis.
KFBK-TV Cheyenne, Wyo.
WORA-TV Mayaguez, P. R.

Ch. 6 (82-88 mc)

WBRC-TV Birmingham, Ala.
KVIQ-TV Eureka, Calif.
KSBY-TV San Luis Obispo, Calif.
KRMA-TV* Denver, Colo.
WDBO-TV Orlando, Fla.
WJBF (TV) Augusta, Ga.
WCTV (TV) Thomasville, Ga.
KCFX-TV Nampa, Idaho
WFBN-TV Indianapolis, Ind.
WOC-TV Davenport-Rock Island-Moline, Ill.

KTVC (TV) Dodge City, Kan.
WPSD-TV Paducah, Ky.
WDSU-TV New Orleans, La.
WCSH-TV Portland, Me.
WJIM-TV Lansing, Mich.
WDMJ-TV Marquette, Mich.
KMMT-TV Austin, Minn.
WABG-TV Greenwood, Miss.
KDRO-TV Sedalia, Mo.
KOPR-TV Butte, Mont.
KHPL-TV Hayes Center, Neb.
WOW-TV Omaha, Neb.
KAVE-TV Carlsbad, N. M.
WRGB (TV) Albany-Schenectady-Troy, N. Y.
WEET (TV) Wilmington, N. C.
WDAY-TV Fargo, N. D.
WTVN-TV Columbus, Ohio
KOTV (TV) Tulsa, Okla.
KOIN-TV Portland, Ore.
WJAC-TV Johnstown, Pa.
WPIL-TV Philadelphia, Pa.
KPLO-TV Reliance, S. D.
WATF-TV Knoxville, Tenn.
KFDM-TV Beaumont-Port Arthur, Tex.
KRIS-TV Corpus Christi, Tex.
KCEZ-TV Temple, Tex.
KCMC-TV Texarkana, Tex.
KSYD-TV Wichita Falls, Tex.
WTVR (TV) Richmond, Va.
KHQ-TV Spokane, Wash.
WHIS-TV Bluefield, W. Va.
WDSM-TV Superior, Wis.
WITI-TV White Fish Bay, Wis.
KSPR-TV Casper, Wyo.
WIPR-TV* San Juan, P. R.

Ch. 7 (174-180 mc)

WTIQ (TV)* Munford, Ala.
KATV (TV) Pine Bluff, Ark.
KABC-TV Los Angeles, Calif.
KVIP-TV Redding, Calif.
KGO-TV San Francisco-Oakland, Calif.
KLZ-TV Denver, Colo.
WMAL-TV Washington, D. C.
WJCT (TV) Jacksonville, Fla.
WCKT (TV) Miami, Fla.
WJDM (TV) Panama City, Fla.
KIDO-TV Boise, Idaho
WBKB (TV) Chicago, Ill.
WTVW (TV) Evansville, Ind.
KWWI (TV) Waterloo, Iowa
KAYS-TV Hays, Kan.
KOAM-TV Pittsburg, Kan.
KPLC-TV Lake Charles, La.
WNAZ-TV Boston, Mass.
WXYZ-TV Detroit, Mich.
WPRN-TV Traverse City, Mich.
KCMT (TV) Alexandria, Minn.
WTLM (TV) Laurel-Pachuta, Miss.
KHQA-TV Hannibal-Quincy, Mo.
KETA (TV) Omaha, Neb.
KOAT-TV Albuquerque, N. M.
WCNY-TV Carthage, N. Y.
WABU-TV New York, N. Y.
WITN (TV) Washington, N. C.
WHIO (TV) Dayton, Ohio
KSWO-TV Lawton, Okla.
KOAC-TV Corvallis, Ore.
WSPA-TV Spartanburg, S. C.
KRSD-TV Rapid City, S. D.
WDXI-TV Jackson, Tenn.
KVII (TV) Amarillo, Tex.
KTRC-TV Austin, Tex.
KOSA-TV Odessa, Tex.
KLTV (TV) Tyler, Tex.
KUED (TV)* Salt Lake City, Utah
WDBJ-TV Roanoke, Va.
KIRO-TV Seattle, Wash.
WTRF-TV Wheeling-Steubenville, W. Va.
WSAU-TV Wausau, Wis.
WRIK-TV Ponce, P. R.

Ch. 8 (180-186 mc)

WSIA (TV) Selma, Ala.
KINY-TV Juneau, Alaska
KSBW-TV Salinas-Monterey, Calif.
KFMB-TV San Diego, Calif.
WNHC-TV New Haven, Conn.
WFLA-TV Tampa-St. Petersburg, Fla.
WGTV (TV) Athens, Ga.
WISH-TV Indianapolis, Ind.
KRNT-TV Des Moines, Iowa
KSAC-TV* Manhattan, Kan.
KNOE-TV Monroe, La.
WVES-TV* New Orleans, La.
WMTW (TV) Lewiston, Me.
WAGM-TV Presque Isle, Me.
WOOD-TV Grand Rapids, Mich.
KOMU-TV Columbia, Mo.
KGHL-TV Billings, Mont.
KOMB (TV) McCook, Neb.
KLAS-TV Las Vegas, Nev.
KOLO-TV Reno, Nev.
KSWB-TV Roswell, N. M.
WHEN-TV Syracuse, N. Y.
KUMV-TV Williston, N. D.
WJW-TV Cleveland, Ohio
KSWB (TV) Elk City, Okla.
KTUL-TV Tulsa, Okla.
KGW-TV Portland, Ore.
WGLA-TV Lancaster, Pa.
WRTW (TV) Florence, S. C.
WSIX-TV Nashville, Tenn.
WFAA-TV Dallas, Tex.
KUHT (TV)* Houston, Tex.
KHAD-TV Laredo, Tex.
KCTV (TV) San Angelo, Tex.
WXEX-TV Petersburg, Va.

WCHS-TV Charleston, W. Va.
WKBTV (TV) La Crosse, Wis.
KUAM-TV Agana, Guam

Ch. 9 (186-192 mc)

WTVY (TV) Dothan, Ala.
KGUN-TV Flagstaff, Ariz.
KIJJ-TV Los Angeles, Calif.
KQED (TV)* San Francisco-Oakland, Calif.
KBTU (TV) Denver, Colo.
WTOP-TV Washington, D. C.
WLOF-TV Orlando, Fla.
WGN-TV Chicago, Ill.
KCRG-TV Cedar Rapids, Iowa
KVTU (TV) Sioux City, Iowa
KMSP (TV) Minneapolis-St. Paul, Minn.
WDAM-TV Hattiesburg, Miss.
WTVV (TV) Tupelo, Miss.
KMBC-TV Kansas City, Mo.
KETC (TV)* St. Louis, Mo.
KGEZ-TV Kalispell, Mont.
WMUR-TV Manchester, N. H.
WOR-TV New York, N. Y.
WSOC-TV Charlotte, N. C.
WNCT (TV) Greenville, N. C.
WCPO-TV Cincinnati, Ohio
WSTV-TV Steubenville, Ohio
KWTU (TV) Oklahoma City, Okla.
KXAB-TV Aberdeen, S. D.
WTVV (TV) Chattanooga, Tenn.
KRBC-TV Abilene, Tex.
KTSM-TV El Paso, Tex.
KTRF-TV Lutkin, Tex.
KVKM-TV Monahan, Tex.
KCTS (TV)* Seattle, Wash.
KTWX (TV) Sheridan, Wyo.
KHCB-TV Hilo, T. H.
KCMB-TV Honolulu, T. H.
WSUR-TV Ponce, P. R.

Ch. 10 (192-198 mc)

WBIQ (TV)* Birmingham, Ala.
WALA-TV Mobile, Ala.
KOOL-TV Phoenix, Ariz.
KRBB (TV) El Dorado, Ark.
KERO-TV Bakersfield, Calif.
KBET-TV Sacramento, Calif.
KFOS-TV San Diego, Calif.
KREY-TV Montrose, Colo.
WPST-TV Miami, Fla.
WALB-TV Albany, Ga.
WGMF-TV Quincy, Ill.
WTHI-TV Terre Haute, Ind.
KWBG-TV Goodland, Kan.
KAKE-TV Wichita, Kan.
KLFY-TV Lafayette, La.
WPPT (TV) Augusta, Me.
WDUL-TV Duluth, Minn.-Superior, Wis.
KROC-TV Rochester, Minn.
KTTN-TV Springfield, Mo.
KOLN-TV Lincoln, Neb.
KSTF (TV) Scottsbluff, Neb.
KNDK (TV) Elko, Nev.
WHCC-TV and WVET-TV Rochester, N. Y.
KNOX-TV Grand Forks, N. D.
KMOT (TV) Minot, N. D.
WBNS-TV Columbus, Ohio
KTEN (TV) Ada, Okla.
WFBG-TV Altoona, Pa.
WCAU-TV Philadelphia, Pa.
WJAR-TV Providence, R. I.
WIS-TV Columbia, S. C.
WBIR-TV Knoxville, Tenn.
WKNO-TV* Memphis, Tenn.
KFDA-TV Amarillo, Tex.
KZTV (TV) Corpus Christi, Tex.
KWEX (TV) Waco, Tex.
WAVY-TV Norfolk-Portsmouth-Newport News, Va.
WLSL-TV Roanoke, Va.
WMSV-TV Milwaukee, Wis.
KWRB-TV Riverton, Wyo.

Ch. 11 (198-204 mc)

KTVA (TV) Anchorage, Alaska
KTVF (TV) Fairbanks, Alaska
KIVA (TV) Yuma, Ariz.
KTHV (TV) Little Rock, Ark.
KTTV (TV) Los Angeles, Calif.
KNTV (TV) San Jose, Calif.
KKTU (TV) Colorado Springs, Colo.
WINK-TV Fort Meyers, Fla.
WLWA (TV) Atlanta, Ga.
WTOG-TV Savannah, Ga.
KLIX-TV Twin Falls, Idaho
WTVW (TV)* Chicago, Ill.
KDPS-TV Des Moines, Iowa
KGLD (TV) Garden City, Kan.
WHAS-TV Louisville, Ky.
WBAL-TV Baltimore, Md.
KIFS (TV) International Falls, Minn.
WTCN-TV Minneapolis-St. Paul, Minn.
WTOK-TV Meridian, Miss.
KCPP (TV) St. Louis, Mo.
WPIX (TV) New York, N. Y.
WTVV (TV) Durham, N. C.
KOED (TV)* Tulsa, Okla.
WIII (TV) Pittsburgh, Pa.
KELO-TV Sioux Falls, S. D.
WJHL-TV Johnson City, Tenn.
KFJZ-TV Fort Worth, Tex.
KGUL-TV Houston, Tex.
KCBO-TV Lubbock, Tex.
KLOR-TV Provo, Utah
KTNB-TV Tacoma, Wash.
WMBV-TV Marinette, Wis.
WKBM-TV Caguas, P. R.

Tv Channel Occupancy CONTINUED

Ch. 12 (204-210 mc)
 WSPA-TV Montgomery, Ala.
 KVAZ (TV) Mesa, Ariz.
 KHSL-TV Chico, Calif.
 KFRE-TV Fresno, Calif.
 WYUE (TV) Wilmington, Del.
 WFGA-TV Jacksonville, Fla.
 WEAT-TV West Palm Beach, Fla.
 WRDW-TV Augusta, Ga.
 WILL-TV* Champaign-Urbana, Ill.
 KTVH (TV) Hutchinson, Kan.
 KSLA-TV Shreveport, La.
 WJRT (TV) Flint, Mich.
 WIRN (TV) Ironwood, Mich.
 KMNF-TV Mankato, Minn.
 WJTV (TV) Jackson, Miss.
 KFVS-TV Cape Girardeau, Mo.
 KODE-TV Joplin, Mo.
 KXLF-TV Helena, Mont.
 KUON-TV* Lincoln, Neb.
 KICA-TV Clovis, N. M.
 WNBZ-TV Binghamton, N. Y.
 WNRB-TV New Bern, N. C.
 WJIS-TV Winston-Salem, N. C.
 KBBB-TV Bismarck, N. D.
 WKRC-TV Cincinnati, Ohio
 KFSO-TV Ardmore, Okla.
 KPTV (TV) Portland, Ore.
 WICI-TV Erie, Pa.
 WPRO-TV Providence, R. I.
 WDEP-TV Chattanooga, Tenn.
 KONO-TV San Antonio, Tex.
 KPAR-TV Sweetwater, Tex.
 KXNU-TV Logan, Utah
 WRVA-TV Richmond, Va.
 KVOS-TV Bellingham, Wash.
 WBOY-TV Clarksburg, W. Va.
 WISN-TV Milwaukee, Wis.
 KMVI-TV Wailuku, T. H.

Ch. 13 (210-216 mc)
 WABT-TV Birmingham, Ala.
 KOLJ-TV Tucson, Ariz.
 KYAT (TV) Yuma, Ariz.
 KCOP (TV) Los Angeles, Calif.
 KOVR (TV) Stockton, Calif.
 KRDO-TV Colorado Springs, Colo.
 WTVT (TV) Tampa-St. Petersburg, Fla.
 WMAZ-TV Macon, Ga.
 WREN-TV Rockford, Ill.
 WLVI (TV) Indianapolis, Ind.
 WHO-TV Des Moines, Iowa
 WFBW-TV Topeka, Kan.
 KJSE (TV)* Monticello, La.
 WGAN-TV Portland, Me.
 WJZ-TV Baltimore, Md.
 WWTN (TV) Cadillac, Mich.
 WIRT (TV) Hibbing, Minn.
 WVMJ-TV Biloxi, Miss.
 KRGG (TV) Jefferson City, Mo.
 KSMO-TV Missoula, Mont.
 KHOU-TV Kearney, Neb.
 KSHO-TV Las Vegas, Nev.
 WNTA-TV Newark, N. J.
 KGGM-TV Albuquerque, N. M.
 WTRI (TV) Albany-Schenectady-Troy, N. Y.
 WKTU (TV) Utica, N. Y.
 WLOS-TV Asheville, N. C.
 WNRB-TV New Bern, N. C.
 KCJB-TV Minot, N. D.
 WSPD (TV) Toledo, Ohio
 KETA (TV)* Oklahoma City, Okla.
 KVAL-TV Eugene, Ore.
 WQED (TV)* Pittsburgh, Pa.
 KSOO-TV Sioux Falls, S. D.
 WBRQ-TV Memphis, Tenn.
 KFLP-TV El Paso, Tex.
 KTRK-TV Houston, Tex.
 KDUB-TV Lubbock, Tex.
 WLVA-TV Lynchburg, Va.
 KTVW (TV) Tacoma, Wash.
 WHTN-TV Huntington, W. Va.
 WEAU-TV Eau Claire, Wis.

UHF STATIONS BY CHANNELS
Ch. 14 (470-476 mc)
 KTRR-TV Modesto, Calif.
 WOOK-TV Washington, D. C.
 WFIE-TV Evansville, Ind.
 WWOR-TV Worcester, Mass.
 WIET (TV)* Ithaca, N. Y.
 WMUB-TV Oxford, Ohio
 WACA-TV Camden, S. C.

Ch. 15 (476-482 mc)
 WOWL-TV Florence, Ala.
 WPPA-TV Pensacola, Fla.
 WBLN (TV) Bloomington, Ill.
 WANE-TV Fort Wayne, Ind.
 WPKT-TV* Louisville, Ky.
 WCRF-TV Rochester, N. Y.
 WLBR-TV Lebanon, Pa.
 WYEX-TV Norfolk-Portsmouth-
 Newport News, Va.
 WTAP (TV) Parkersburg, W. Va.

Ch. 16 (482-488 mc)
 WNDU-TV South Bend-Elkhart,
 Ind.
 WBOC-TV Salisbury, Md.
 KOOS-TV Coos Bay, Ore.
 WENS (TV) Pittsburgh, Pa.
 WNEP-TV Scranton, Pa.
 WNET (TV) Providence, R. I.
 KBAS-TV Ephrata, Wash.

Ch. 17 (488-494 mc)
 WITV (TV) Fort Lauderdale, Fla.
 WTVF (TV) Decatur, Ill.
 KGTV (TV) Des Moines, Iowa
 WTVZ (TV)* Albany-Schenectady-
 Troy, N. Y.
 WBUF (TV) Buffalo, N. Y.
 KSPG (TV) Tulsa, Okla.
 WKDN-TV Philadelphia, Pa.

Ch. 18 (494-500 mc)
 WHCT (TV) Hartford, Conn.
 WEAL-TV Orlando, Fla.
 WFAM-TV Lafayette, Ind.
 WLEX-TV Lexington, Ky.
 WTLF (TV) Baltimore, Md.
 WSYE-TV Elmira, N. Y.
 WFLB-TV Fayetteville, N. C.
 WHIZ-TV Zanesville, Ohio

Ch. 19 (500-506 mc)
 WTVI (TV) Fort Pierce, Fla.
 WTVH (TV) Peoria, Ill.
 WDCB (TV) North Adams, Mass.
 WTLN (TV)* New Brunswick,
 N. J.
 KMPY-TV Oklahoma City, Okla.
 WARD-TV Johnstown, Pa.
 KNBT-TV Brownwood, Tex.
 KTES (TV) Nacogdoches, Tex.
 KMVA-TV Victoria, Tex.
 KFER-TV Pasco, Wash.
 WXIX (TV) Milwaukee, Wis.

Ch. 20 (506-512 mc)
 WCOV-TV Montgomery, Ala.
 KEAY-TV San Francisco-Oak-
 land, Calif.
 WARI-TV Arlington, Va.
 WIND-TV Chicago, Ill.
 WICS (TV) Springfield, Ill.
 WJMR-TV New Orleans, La.
 WPAQ-TV Ann Arbor, Mich.
 WHCU-TV Ithaca, N. Y.

Ch. 21 (512-518 mc)
 WPTA (TV) Fort Wayne, Ind.
 KQTV (TV) Fort Dodge, Iowa
 WEZL (TV) Louisville, Ky.
 WKNY-TV Poughkeepsie, N. Y.
 WROH (TV)* Rochester, N. Y.
 WFMJ-TV Youngstown, Ohio
 KVAN-TV Portland, Ore.
 WLAN-TV Lancaster, Pa.
 WJIA-TV* Madison, Wis.

Ch. 22 (518-524 mc)
 KFSA-TV Fort Smith, Ark.
 KBIC-TV Los Angeles, Calif.
 WSIL-TV Harrisburg, Ill.
 WSET-TV South Bend-Elkhart,
 Ind.
 WWLP (TV) Springfield-Holyoke,
 Mass.
 WIFE (TV) Dayton, Ohio
 WDAU-TV Scranton, Pa.
 KVDO-TV Corpus Christi, Tex.

Ch. 23 (524-530 mc)
 WMSL-TV Decatur, Ala.
 WGBS-TV Miami, Fla.
 WMCN (TV) Grand Rapids, Mich.
 WPTR-TV Albany-Schenectady-
 Troy, N. Y.
 WTVF (TV)* Buffalo, N. Y.
 WMAC-TV Massillon, Ohio
 KCEB (TV) Tulsa, Okla.
 WPHD (TV) Philadelphia, Pa.
 WGVU (TV) Greenville, S. C.

Ch. 24 (530-536 mc)
 KMJ-TV Fresno, Calif.
 WEDH (TV)* Hartford, Conn.
 WDAN-TV Danville, Ill.
 WTVE (TV) Elmira, N. Y.
 WBTM-TV Danville, Va.

Ch. 25 (536-542 mc)
 WIRL-TV Peoria, Ill.
 KTAG-TV Lake Charles, La.
 WREG (TV)* New York, N. Y.
 KTVQ (TV) Oklahoma City, Okla.
 WCAN-TV Milwaukee, Wis.

Ch. 26 (542-548 mc)
 WNLC-TV New London, Conn.
 WHFC-TV Chicago, Ill.
 WCBZ-TV Anderson, Ind.
 WCKG (TV) New Orleans, La.
 WCOM (TV)* Ann Arbor, Mich.
 WTOB-TV Winston-Salem, N. C.
 WTVK (TV) Knoxville, Tenn.

Ch. 27 (548-554 mc)
 KEZY (TV) San Diego, Calif.
 WSTP (TV) Stamford-Norwalk,
 Conn.
 WKYT (TV) Lexington, Ky.
 WKBN-TV Youngstown, Ohio
 KHTV (TV) Portland, Ore.
 WTPA (TV) Harrisburg, Pa.
 WTOV (TV) Norfolk-Portsmouth-
 Newport News, Va.
 WKOW-TV Madison, Wis.

Ch. 28 (554-560 mc)
 WTVM (TV) Columbus, Ga.
 WSJV (TV) South Bend-Elkhart,
 Ind.
 WAFB-TV Baton Rouge, La.
 WNAO-TV Raleigh, N. C.
 WBRF-TV Wilkes-Barre, Pa.

Ch. 29 (560-566 mc)
 KBAK-TV Bakersfield, Calif.
 WNYT-TV Buffalo-Niagara Falls,
 N. Y.
 WCDB (TV) Gloversville, N. Y.
 WTLG (TV) Canton, Ohio
 WSES (TV) Philadelphia, Pa.
 KXYZ-TV Houston, Tex.
 KIMA (TV) Yakima, Wash.

Ch. 30 (566-572 mc)
 WNEC (TV) New Britain, Conn.
 WNET (TV)* Atlanta, Ga.
 WCOG-TV Meridian, Miss.
 WGTE-TV* Toledo, Ohio

Ch. 31 (572-578 mc)
 WMBD-TV Peoria, Ill.
 WNYC-TV New York, N. Y.
 WFLD-TV Elyria, Ohio
 KEMT (TV) Beaumont-Port
 Arthur, Tex.
 KTRN (TV) Kennewick, Wash.
 WFOV-TV Milwaukee, Wis.

Ch. 32 (578-584 mc)
 KSAN-TV San Francisco-Oak-
 land, Calif.
 WTLH (TV) Chicago, Ill.
 WRLP (TV) Greenfield, Mass.
 WBPZ-TV Lock Haven, Pa.

Ch. 33 (584-590 mc)
 WMFL (TV) Miami, Fla.
 WFHU (TV) Champaign-Urbana,
 Ill.
 WKJG-TV Fort Wayne, Ind.
 WACH-TV Norfolk-Portsmouth-
 Newport News, Va.
 WMTV (TV) Madison, Wis.

Ch. 34 (590-596 mc)
 WHLS-TV Port Huron, Mich.
 WOSU-TV* Columbus, Ohio
 WILK-TV Wilkes-Barre, Pa.

Ch. 35 (596-602 mc)
 WEEQ-TV La Salle, Ill.
 WTRI (TV) Albany-Schenectady-
 Troy, N. Y.
 WIMA-TV Lima, Okla.
 WSEE (TV) Erie, Pa.
 WHYI-TV* Philadelphia, Pa.
 WJPB-TV Fairmont, W. Va.

Ch. 36 (602-608 mc)
 WJHP-TV Jacksonville, Fla.
 WATL-TV Atlanta, Ga.
 WMAX-TV Springfield, Ill.
 WUTV (TV) Charlotte, N. C.
 WTVG (TV) Mansfield, Ohio
 WRAK-TV Williamsport, Pa.

Ch. 38 (614-620 mc)
 KMTR (TV) San Francisco-Oak-
 land, Calif.
 WSUN-TV Tampa-St. Petersburg,
 Fla.
 WXEL (TV) Boston, Mass.
 WKOK-TV Sunbury, Pa.

Ch. 39 (620-626 mc)
 WTVG (TV) Rockford, Ill.
 WQCY (TV) Allentown, Pa.
 KNUZ-TV Houston, Tex.

Ch. 40 (626-632 mc)
 WHYN-TV Springfield-Holyoke,
 Mass.
 WINR-TV Binghamton, N. Y.
 WAIM-TV Anderson, S. C.

Ch. 41 (632-638 mc)
 WTAM-TV Louisville, Ky.
 WCDA (TV) Albany-Schenectady-
 Troy, N. Y.
 KCOR-TV San Antonio, Tex.

Ch. 42 (638-644 mc)
 WBMG (TV) Birmingham, Ala.
 WAMT (TV) Memphis, Tenn.

Ch. 43 (644-650 mc)
 WICC-TV Bridgeport, Conn.
 WEEK-TV Peoria, Ill.
 WHTV (TV)* Syracuse, N. Y.
 WBSA-TV York, Pa.

Ch. 44 (650-656 mc)
 WOFT (TV) Chicago, Ill.
 WJDW (TV) Boston, Mass.
 WTVU (TV) Scranton, Pa.

Ch. 45 (656-662 mc)
 WKNE-TV Keene, N. H.
 WKST-TV Youngstown, Ohio

Ch. 46 (662-668 mc)
 WHTO-TV Atlantic City, N. J.
 WQTV (TV)* Binghamton, N. Y.

Ch. 47 (668-674 mc)
 KJEO (TV) Fresno, Calif.

Ch. 48 (674-680 mc)
 WTVX (TV) Gastonia, N. C.
 WCET (TV)* Cincinnati, Ohio

Ch. 49 (680-686 mc)
 WLBC-TV Muncie, Ind.
 WAKR-TV Akron, Ohio
 WNOW-TV York, Pa.
 WKNA-TV Charleston, W. Va.

Ch. 50 (686-692 mc)
 WEHT (TV) Evansville, Ind.
 WBID-TV Detroit, Mich.

Ch. 51 (692-698 mc)
 WLEV-TV Bethlehem, Pa.
 WLTV (TV) Wheeling, W. Va.-
 Steubenville, Ohio

Ch. 52 (698-704 mc)
 WRAY-TV Princeton, Ind.
 WSJV (TV) South Bend-Elkhart,
 Ind.
 WOCN (TV) Atlantic City, N. J.

Ch. 53 (704-710 mc)
 WATR (TV) Waterbury, Conn.
 WKJF-TV Pittsburgh, Pa.

Ch. 54 (710-716 mc)
 WTOM-TV Lansing, Mich.
 WITV (TV) Utica-Rome, N. Y.
 WSOK-TV Cincinnati, Ohio

Ch. 55 (716-722 mc)
 WHP-TV Harrisburg, Pa.

Ch. 56 (722-728 mc)
 WTAO-TV Boston, Mass.
 WTVS (TV)* Detroit, Mich.
 WSTG (TV) Gulfport, Miss.
 WARD-TV Johnstown, Pa.

Ch. 57 (728-734 mc)
 WKNX (TV) Saginaw, Mich.
 WGLV (TV) Easton, Pa.

Ch. 58 (734-740 mc)
 WRTV (TV) Asbury Park, N. J.

Ch. 59 (740-746 mc)
 WETI-TV New Haven, Conn.
 WFAM-TV Lafayette, Ind.
 WALN-TV Ashland, Ky.

Ch. 61 (752-758 mc)
 WIUM-TV Reading, Pa.

Ch. 62 (758-764 mc)
 WHEF-TV Brockton, Mass.
 WISF-TV Asheville, N. C.

Ch. 63 (764-770 mc)
 WCTN (TV)* Norwich, Conn.
 WAZL-TV Hazleton, Pa.

Ch. 65 (776-782 mc)
 WERE-TV Cleveland, Ohio

Ch. 67 (788-794 mc)
 WFMZ-TV Allentown, Pa.
 WNOK-TV Columbia, S. C.

Ch. 71 (812-818 mc)
 WCTE (TV)* Bridgeport, Conn.
 WCMB-TV Harrisburg, Pa.

Ch. 72 (818-824 mc)
 WITH-TV Baltimore, Md.

Ch. 73 (824-830 mc)
 WXTV (TV) Youngstown, Ohio

Ch. 74 (830-836 mc)
 WNOP-TV Cincinnati, Ohio

Ch. 79 (860-866 mc)
 WTOH-TV Toledo, Ohio

Tv Stations Now Equipped With Videotape Recorder

Note: This information was current to Aug. 1, 1958, and was obtained from stations and from Ampex Corp., manufacturer of videotape recorders.

KABC-TV Los Angeles, Calif.
KHJ-TV Los Angeles, Calif.
KNXT Los Angeles, Calif.

KRCA Los Angeles, Calif.
KTTV Los Angeles, Calif.
KCHA-TV Sacramento, Calif.
KPX San Francisco, Calif.
KRON-TV San Francisco, Calif.
KTVU San Francisco, Calif.
WTIC-TV Hartford, Conn.
WNHC-TV New Haven, Conn.
WVUE Wilmington, Del.
WEAR-TV Pensacola, Fla.
WFLA-TV Tampa, Fla.
WBKB Chicago, Ill.
WGN-TV Chicago, Ill.
WISH-TV Indianapolis, Ind.
WSIV-TV South Bend, Ind.
WHAS-TV Louisville, Ky.

WJZ-TV Baltimore, Md.
WBZ-TV Boston, Mass.
WGBH-TV Boston, Mass.
WJBK-TV Detroit, Mich.
WABC-TV New York, N. Y.
WABD New York, N. Y.
WCBS-TV New York, N. Y.
WOR-TV New York, N. Y.
WRCA-TV New York, N. Y.
WBTV Charlotte, N. C.
WRAL-TV Raleigh, N. C.
KYW-TV Cleveland, Ohio
KOTV Tulsa, Okla.
KGTW-TV Portland, Ore.
KOIN-TV Portland, Ore.
WFIL-TV Philadelphia, Pa.

KDKA-TV Pittsburgh, Pa.
WNEP-TV Scranton-Wilkes-Barre, Pa.
WUSN-TV Charleston, S. C.
WSM-TV Nashville, Tenn.
KRLD-TV Dallas, Texas
WFAA-TV Dallas, Texas
KGUL-TV Houston, Texas
KPRC-TV Houston, Texas
KDUB-TV Lubbock, Texas
KENS-TV San Antonio, Texas
WQAL-TV San Antonio, Texas
KLOU-TV Provo, Utah
WTAR-TV Norfolk, Va.
KING-TV Seattle, Wash.
WTAP-TV Parkersburg, W. Va.

Transfers of Tv Station Ownership

A Record of All Television Station Sales

ALABAMA

WABT Birmingham—Licensed to Television Corp. of Alabama (Birmingham News Co.). Original owners: The Television Co. (Ed Norton, 75%; Thad Holt, 25%). Original call letters: WAFM-TV. Sales price: \$2.1 million (with WAPI and WAFM-FM). FCC approved: June 10, 1953, on condition Birmingham News Co. relinquish WSGN-AM-FM-TV [For the Record, June 22, 1953]. Note: On Jan. 25, 1956, FCC approved \$18.7 million purchase of Birmingham News Co. by S. I. Newhouse [For the Record, Jan. 30, 1956].

WBRC-TV Birmingham—Licensed to WBRC Inc. (WKRC-AM-TV Cincinnati). Former owner: Storer Bstg. Co. Sales price: \$6,350,000 (with WBRC-AM). FCC approved: May 8, 1957 [For the Record, May 13, 1957]. Note: Storer purchased WBRC-AM-TV for \$2.4 million from Bloise S. Hanna in May 1953 [For the Record, June 1, 1953] and was required to sell stations with FCC approval of purchase of WFFI (TV) Wilmington-WIBG-AM-FM Philadelphia.

WKRQ-TV Mobile—Licensed to WKRQ-TV Inc. (Kemo) R. Giddens and Mobile Press Register). Former owners: Shirley Rester Conrad and others. Sales price: \$1,179,915 (with WKRQ-AM-FM). FCC approved: Feb. 20, 1953 [For the Record, March 3, 1953]. Note: Mr. Giddens was a 20% stockholder before the transaction.

WSGN-TV Birmingham—Licensed to Jemison Broadcasting Co. Original owners: Birmingham News Co. Sales price: \$300,000 (with WSGN-AM-FM). FCC approved: June 26, 1953 [For the Record, July 6, 1953]. Note: This was part of condition imposed by FCC in granting Birmingham News Co. purchase of WAPI, WAFM (FM) and WAFM-TV (now WABT).

WSFA-TV Montgomery—Licensed to WKY TV System Inc. (Oklahoma Publishing Co.). Original owner: Montgomery Broadcasting Co. (David E. Dunn and associates). Sales price: \$568,598 (with WSFA). FCC approved: Feb. 16, 1955 [For the Record, Feb. 28, 1955].

ARIZONA

KVAR (TV) Mesa—Licensed to KTAR Broadcasting Co. Original owners: Harkins Broadcasting Co. Original call letters: KTYL-TV. Sales price: Assumed obligations totaling \$251,000 and leased land and buildings for five years at \$630 a month. FCC approved: June 17, 1954 [For the Record, June 23, 1954].

KPHO-TV Phoenix—Licensed to Meredith Engineering Co. Original owners: Phoenix Television Inc. Sales price: \$1.5 million (with KPHO). FCC approved: June 25, 1952 [For the Record, June 30, 1952]. Note: Station originally KTLX, first owned by W. L. Pickets, R. L. Wheelock and H. H. Coffield, then ownership broadened to include some KPHO stockholders, finally (in 1949) taken over by John C. Mullins and associates.

KOY-TV Phoenix (now deleted)—Licensed to Maricopa Broadcasters (KOOL-AM-TV) (with which it shared time on ch. 10). Original owners: KOY Broadcasting Co. Sales price: \$200,000. FCC approved: May 5, 1954 [For the Record, May 10, 1954].

WGUN-TV Tucson—Licensed to Tucson Tv Co. (H. U. Garrett, Tom E. Foster and associates). Original owners: D. W. and Kathleen Ingram. Original call letters: KDWI-TV. Sales price: \$533,000. FCC approved: Dec. 20, 1956 [For the Record, Dec. 24, 1956].

KVOA-TV Tucson—Licensed to Arizona Broadcasting Co. (Clinton D. McClanahan and associates). Original owner: John J. Louis and family. Sales price: \$288,904 plus assumption of \$225,000 in obligations (with KVOA). FCC approved: June 29, 1955 [For the Record, July 4, 1955].

KIVA (TV) Yuma—Licensed to Harry C. Butcher. Original owner: Valley Telecasting Co. (Donald Ellsworth, Howard L. Roberts and William S. Porter). Sales price: \$241,000. FCC approved: July 26, 1957 [For the Record, July 29, 1957].

KYAT Yuma—Licensed to Marietta Investment Corp. (See KFMB-TV San Diego, Calif.).

ARKANSAS

KRBB (TV) El Dorado—Licensed to South Arkansas Tv Co. Rep. Oren Harris (D-Ark.), chairman of the House Commerce Committee, purchased 25% of KRBB for \$5,000. FCC approved: March 23, 1957 [For the Record, April 1, 1957]. Note: Rep. Harris sold this 25% in-

terest back to company in 1958. Payment was return of \$5,000 note.

KNAC-TV Fort Smith—Licensed to American Television Co. (Harry Pollock). Former owners: George T. Henneich, Mr. Pollock and Harry Newton Co. Sales price: \$175,000. FCC approved: March 5, 1958 [For the Record, March 10, 1958]. Note: Mr. Pollock, a 16.6% stockholder, buys additional 50% to obtain control. Note: Mr. Henneich bought 50% of KNAC-TV from estate of Hiram S. Naidimich Feb. 27, 1957, for obligations in excess of \$150,000.

KBTM-TV Jonesboro—Licensed to Regional Bstg. Co. (John T. Griffin-James C. Leake). Original owner: Harold L. King and wife. Sales price: \$6,500. FCC approved: July 19, 1956 [For the Record, July 30, 1956].

KRTV (TV) Little Rock (now deleted)—Licensed to Little Rock Telecasters Inc. (Rowley-Brown Broadcasting Co.). Original owners: Rowley-Brown Broadcasting Co. and Donald W. Reynolds. Sales price: \$52,500 and assumption of \$300,000 in liabilities. FCC approved: Aug. 28, 1953 [For the Record, Aug. 31, 1953]. Note: Station facilities sold to Central South Sales Co., owners of KATV (TV) Pine Bluff, Ark., for \$400,000 in March 1954 [For the Record, March 8, 1954].

CALIFORNIA

KBAK-TV Bakersfield—Licensed to Chronicle Publishing Co. (San Francisco Chronicle). Original owner: Sheldon Anderson. Original call letters: KAFY-TV. Sales price: \$85,000 (with KAFY, now KBAC). FCC approved: Dec. 9, 1953. [For the Record, Dec. 21, 1953].

KEBO-TV Bakersfield—Licensed to Marietta Investment Corp. (see KFMB-TV San Diego, Calif.).

KHUM-TV Eureka—Licensed to California Northwest Broadcasting Co. Carroll R. Hauser, former 100% owner, sold 50% to KVIP (TV) Redding, Calif., for out-of-pocket expenses. FCC approved: Aug. 2, 1957 [For the Record, Aug. 5, 1957].

KABC-TV Los Angeles—Licensed to American Broadcasting-Paramount Theatres Inc. Original owner: American Broadcasting Co. Inc. Original call letters: KECA-TV. Note: This was change of ownership when ABC merged with United Paramount Theatres Inc. FCC approved: Feb. 9, 1953 [For the Record, Feb. 16, 1953].

KCOP (TV) Los Angeles—Licensed to KCOP Television Inc. (Bing Crosby, Kenyon Brown, George L. Coleman and Joseph A. Thomas). Former owner: Copley Press Inc. Sales price: \$4 million. FCC approved: Dec. 11, 1957 [For the Record, Dec. 16, 1957]. Original call letters: KLAC-TV. Note: Copley bought KCOP from Mrs. Dorothy Schiff for \$1,375,000 in December 1953 [For the Record, Jan. 4, 1954].

KRLJ-TV Los Angeles—Licensed to General Teleradio Inc. (General Tire & Rubber Co.). Original owner: Earle C. Anthony Inc. Original call letters: KFI-TV. Sales price: \$2.5 million. FCC approved: Aug. 8, 1951 [For the Record, Aug. 13, 1951].

KNXT (TV) Los Angeles—Licensed to Columbia Broadcasting System Inc. Original owner: Thomas S. Lee Enterprises Inc. (General Tire & Rubber Co.). Original call letters: KTSI. Sales price: \$3.6 million. FCC approved: Dec. 27, 1950 [For the Record, Jan. 1, 1951]. Note: Licensee sold to General Tire & Rubber Co. from estate of Thomas S. Lee in 1950, with other Don Lee properties, for \$12,220,000 [For the Record, Jan. 1, 1951].

KTRB-TV Modesto—Licensed to O'Neill Broadcasting Co. (J. E. O'Neill). Former owners: William H. Bates Jr. and Margie W. Cleary. Sales price: \$5,000 (assignment of CP). FCC approved: Sept. 5, 1957 [For the Record, Sept. 16, 1957].

KCCC-TV Sacramento (now deleted)—Licensed to Capital City Tv Corp. (Lincoln Dollar). Original owners: Harry W. McCart and Ashley L. Robison. Sales price: \$100,000. FCC approved: Oct. 4, 1956 [For the Record, Oct. 8, 1956].

KFMB-TV San Diego (also see KYAT (TV) Yuma, Ariz. and KERO-TV Bakersfield, Calif.)—Licensed to Marietta Investment Corp. (Jack D. Wrather Jr., 67-77.1%; Edward Petry & Co., 36-4/11%). Former owner: Wrather-Alvarez Broadcasting Inc. (Jack D. Wrather Jr., 35.9%; Maria Helen Alvarez, 33.9%; Edward Petry & Co., 22.2%). Sales price: \$2.9 million for Mrs. Alvarez 38.9%. FCC approved: July 16, 1958 [For the Record, July 14, 1958]. Note: Petry company bought 22.2% of then Wrather-Alvarez Broadcasting Inc. for \$633,333 in July 1953 [For the Record, July 27, 1953]. Wrather-Alvarez Broadcasting Inc. bought KFMB-AM-

TV from John A. Kennedy for \$3 million in March 1953 [For the Record, March 30, 1953]. Mr. Kennedy bought stations from Jack Gross for \$925,000 in April 1951 [For the Record, April 25, 1951]. Wrather-Alvarez bought KERO-TV Bakersfield, Calif., from Kern County Broadcasters Inc. (Albert E. DeYoung and associates) for \$2.15 million in July 1957 [For the Record, July 22, 1957].

KFSD-TV San Diego—Licensed to KFSD Inc. (Weekly Publications Inc. [Newsweek magazine], 46.23%; Fox, Wells & Rogers, 42.55%. Weekly Publications purchased its interest in August 1957 for \$1.5 million). Original owner: Airfan Radio Corp. (Thomas E. Sharpe and associates). Sales price: \$2.2 million (with KFSD). FCC approved: Oct. 13, 1954 [For the Record, Oct. 18, 1954].

KBAY-TV San Francisco—Licensed to Bay Tv (Sherrill C. Corwin). Former owners: Leonard and Lily Averett. Sales price: \$1,750. FCC approved: April 17, 1957 [For the Record, April 22, 1957]. Note: The Averetts obtained KBAY-TV in December 1951 from Lawrence A. Harvey; no consideration involved [For the Record, Jan. 19, 1955].

KGO-TV San Francisco—Licensed to American Broadcasting-Paramount Theatres Inc. Note: This was change of ownership when ABC merged with United Paramount Theatres Inc. FCC approved: Feb. 9, 1953 [For the Record, Feb. 16, 1953].

KPIX (TV) San Francisco—Licensed to Westinghouse Broadcasting Co. Original owners: KPIX Inc. (Wesley I. Dumm and associates). Sales price: \$7.5 million. FCC approved: July 2, 1954 [For the Record, July 12, 1954].

KSBY-TV San Luis Obispo—Licensed to Valley Electric Co. (Valley Enterprises Co., owned by John C. Cohan and Jerome Kantro). Original owners: Christina M. Jacobson and Leslie H. Hacker. Original call letters: KVEC-TV. Sales price: \$450,000 (with KVEC). FCC approved: June 13, 1956 [For the Record, June 25, 1956].

KEYT (TV) Santa Barbara—Licensed to Key Tv Inc. (William E. and Nancy Lutton). Original owner: Santa Barbara Broadcasting & Tv Corp. Sales price: \$1.4 million. FCC approved: March 27, 1957 [For the Record, April 1, 1957].

KOVR (TV) Stockton—Licensed to Television Diablo Inc. (Gannett Co.). Former owner: H. L. Hoffman. Sales price: \$1,477,239. FCC approved: Jan. 8, 1958 [For the Record, Jan. 13, 1958].

KVVG (TV) Tulare—Licensed to James Stacy. Former owner: UHF Telecasting Corp. (M. B. Scott and Joseph Justman). Sales price: \$10,000 and assumption of liabilities. FCC approved: Jan. 30, 1957 [For the Record, Feb. 4, 1957]. Note: Messrs. Scott and Justman purchased station in March 1955 from Sheldon Anderson for \$350,000 in obligations [For the Record, March 28, 1955].

COLORADO

KBTV (TV) Denver—Licensed to Tv Denver Inc. (John C. Mullins, 50%; Webb & Knapp Inc.-William Zwickendorf, 50%). Webb & Knapp bought 50% interest from Frank R. Leu for \$850,000. FCC approved: March 28, 1956 [For the Record, April 2, 1956]. Note: Messrs. Mullins and Leu bought KBTV from Colorado Tv Corp. (W. D. Pyle and associates) for \$900,000 in 1955.

KTVR (TV) Denver—Licensed to Eugene P. O'Fallon Inc. (J. Elroy McCaw, 75%; John D. Keating, 25%). Original owner: Eugene P. O'Fallon. Original call letters: KFEL-TV. Sales price: \$400,000 plus assumption of \$350,000 in obligations. FCC approved: July 27, 1955 [For the Record, August 1, 1955].

KLZ-TV Denver—Licensed to LTF Broadcasting Corp. (Time Inc.). Original owner: Aladdin Radio and Television Inc. Sales price: \$3.5 million (with KLZ-AM-FM). FCC approved: June 25, 1954 [For the Record, July 5, 1954].

to buy or sell a station

Paul H. CHAPMAN COMPANY

Atlanta
New York
Santa Barbara

Tv Station Sales CONTINUED

KCJS-TV Pueblo—Licensed to Star Broadcasting Co. Original owners: Douglas D. Kahle, 67%; Robert L. Clinton, 33%. Sales price: Settlement of loan of \$323,000 (with KCJS).

CONNECTICUT

WGTH-TV Hartford—Licensed to CBS Inc. Original owners: General-Times Television Corp. Sales price: \$650,000. FCC approved: Feb. 24, 1956 [For the Record, March 5, 1956].

WNBC (TV) New Britain—Licensed to National Broadcasting Co. Original owners: Julian Gross and associates. Original call letters: WKBN-TV. Sales price: \$600,000 (with WKNB). FCC approved: Dec. 13, 1956 [For the Record, Dec. 17, 1956].

WNHC-TV New Haven—Licensed to Elm City Bestg. Corp. (Triangle Publications Inc.-WFLA-TV Philadelphia). Original owners: Aldo DeDominicis, Patrick J. Goode and associates. Sales price: \$5.4 million (with WNHC-AM-FM). FCC approved: June 20, 1956 [For the Record, July 2, 1956].

DELAWARE

WVUE (TV) Wilmington—Licensed to Storer Bestg. Co. Former owner: Paul F. Harron and associates. Sales price: \$5.6 million (including WJBG-AM-FM Philadelphia). Former call letters: WPFH (TV). FCC approved (conditioned on Storer disposal of WRBC-AM-FM-TV Birmingham, Ala.): March 28, 1957 [For the Record, April 1, 1957]. Note: Mr. Harron and associates purchased stations in March 1955 for \$3.7 million from J. F. Steinman interests [For the Record, April 4, 1955]. Tv call letters were WDEL-TV at that time.

DISTRICT OF COLUMBIA

WTOP-TV Washington—Licensed to Washington Post Co. Original owner: Bamberger Broadcasting Service Inc. Original call letters: WOIC. Sales price: \$1.4 million. FCC approved: July 26, 1956 [For the Record, July 31, 1956]. CBS, 45% owner of WTOP Inc., sold its interest to Washington Post Co., 55% stockholder, for \$3.5 million in Oct. 1954.

FLORIDA

WESH-TV Daytona Beach—Licensed to Telrad Inc. (John H. Perry estate interests). Former owners: W. Wright Esch, A. B. Esch and Louis Ossinsky Sr. Sales price: \$5,000 plus \$150,000 loan. FCC approved: April 25, 1956 [For the Record, May 7, 1956].

WMBR-TV Jacksonville—Licensed to Washington Post Co. (owner of WTOP-AM-FM-TV Washington). Original owner: Florida Broadcasting Co. Sales price: \$2.47 million (with WMBR-AM-FM). FCC approved: Jan. 28, 1953 [For the Record, Feb. 2, 1953]. [Note: Sale of WMBR to WWDC Inc. (WWDC Washington, D. C.) pending FCC approval.]

WOBS-TV Jacksonville (now deleted)—Licensed to Southern Radio & Equipment Co. (Carmen Macri). Original owner: E. D. Rivers Sr., majority stockholder. Sales price: \$90,000 (with WOBS) for additional 60% interest (Mr. Macri already owned 21%). FCC approved: July 27, 1955 [For the Record, August 1, 1955].

WGSS-TV Miami—Licensed to Storer Broadcasting Co. This was a combination purchase of a construction permit for ch. 23 WMIE-TV Miami for \$35,410 and of facilities of ch. 23 WFTL-TV Fort Lauderdale for \$300,000. Original owners: WMIE-TV, E. D. Rivers Sr. and associates; WFTL-TV, Gore Publishing Co. principal owner. FCC approved: Dec. 16, 1954 [For the Record, Dec. 27, 1954].

WDBO-TV Orlando—Licensed to Cherry Bestg. Co. (William S. Cherry and associates). Original owner: Orlando Bestg. Co. Sales price: \$3 million (with WDBO-AM-FM). FCC approved: May 8, 1957 [For the Record, May 13, 1957].

WEAL-TV Orlando—Licensed to Orange County Broadcasters Inc. Original owner: Carmen Macri, 40% stockholder. Sales price: \$29,000 (with WABR). R. H. Gunckel, 40% stockholder, increased holdings to 60% and James H. Sawyer, 20% stockholder, increased holdings to 40%. FCC approved: Nov. 3, 1955 [For the Record, Nov. 14, 1955].

WJDM (TV) Panama City—Licensed to WJDM-TV Inc. (Mel Wheeler). Former owner: J. D. Manley. Sales price: \$60,000. FCC approved: Nov. 21, 1957 [For the Record, Dec. 2, 1957].

WTVT (TV) Tampa—Licensed to WKY Tv System Inc. (Oklahoma Pub. Co.-WKY-AM-TV Oklahoma City). Original owners: W. Walter Tison and associates. Sales price: \$3.5 million. FCC approved: July 19, 1956 [For the Record, July 30, 1956].

WEAT-TV West Palm Beach—Licensed to Palm Beach Tv Inc. (Rex Rand and associates). Former owner: RKO Teleradio Pictures Inc. Sales price: \$600,000 (with WEAT). FCC approved: May 16, 1957 [For the Record, May 20, 1957]. Note: RKO Teleradio purchased WEAT-AM-TV from James R. and June H. Meachem for \$201,000 in July 1955 [For the Record, Aug. 1, 1955].

WPTV (TV) West Palm Beach—Licensed to John H. Phipps. Original owners: Theodore Granik and William H. Cook. Original call letters: WJNO-TV. Sales price: \$642,500. FCC approved: Oct. 4, 1956 [For the Record, Oct. 8, 1956].

GEORGIA

WLWA (TV) Atlanta—Licensed to Crosley Broadcasting Corp. Original owner: Broadcasting Inc. Original call letters: WLTV (TV). Sales price: \$1.6 million. FCC approved: Jan. 28, 1953 [For the Record, Feb. 2, 1953]. Note: This station, originally WSB-TV Atlanta, owned by Atlanta Journal Co. When Atlanta Journal Co. consolidated with Atlanta Constitution (holding CP for WCON-TV Atlanta), in 1950, it sold WSB-TV facilities to Broadcasting Inc. group for \$525,000, changed call letters of WCON-TV to WSB-TV [For the Record, Aug. 13, 1951].

WRDW-TV Augusta—Licensed to Radio Augusta Inc. (Augusta Newspapers, controlled by William S. Morris). Original owners: Grover C. Maxwell Sr., Harry W. Jernigan Sr., Judge F. Frederick Kennedy, Allen M. Woodall and W. R. Ringston. Sales price: \$1 million (with WRDW). FCC approved: Feb. 16, 1956 [For the Record Feb. 27, 1956].

WOKA (TV) Macon (now deleted)—Licensed to Macon Tv Co. (J. C. Barnes Sr. and E. K. Cargill). Original owners: W. A. Pickling and WNEK Macon. Sales price: \$1 and assumption of \$260,000 in obligations. FCC approved: April 19, 1955 [For the Record, April 23, 1955].

WCTV (TV) Thomasville—Licensed to John H. Phipps. Original owner: E. D. Rivers Sr. Sales price: \$387,000 for expenses and equipment plus assumption of \$331,464 in obligations. FCC approved: May 11, 1955 [For the Record, May 23, 1955].

IDAHO

KLIX-TV Twin Falls—Licensed to Southern Idaho Broadcasting & Tv Co. (A. L. Glasmann and family). Original owners: J. Robb Brady Trust Co., Frank C. Carman and Grant R. Wrathall. Sales price: \$95,598 (with KLIX). FCC approved: March 7, 1956 [For the Record, March 12, 1956].

ILLINOIS

WBLN (TV) Bloomington—Licensed to WBLN Tv Inc. (Worth S. Roush). Original owner: Cecil W. Roberts. Sales price: \$1 plus assumption of \$199,961 in obligations. FCC approved: July 13, 1955 [For the Record, July 18, 1955].

WBBM-TV Chicago—Licensed to Columbia Broadcasting System Inc. Original owner: Balaban & Katz Inc. (subsidiary of United Paramount Theatres Inc.). Original call letters: WBKB. Sales price: \$6 million. FCC approved: Feb. 9, 1953 [For the Record, Feb. 16, 1953].

WBKB (TV) Chicago—Licensed to American Broadcasting-Paramount Theatres Inc. Original owner: American Broadcasting Co. Original call letters: WENR-TV. Note: This was change of ownership when ABC merged with United Paramount Theatres Inc. FCC approved: Feb. 9, 1953 [For the Record, Feb. 16, 1953].

WIND-TV Chicago—Licensed to Westinghouse Bestg. Co. Original owner: WIND Inc. (Chicago Daily News, Ralph L. Atlas and family). Sales price: \$5.3 million (with WIND). FCC approved: Nov. 8, 1956 [For the Record, Nov. 12, 1956].

WTVP (TV) Decatur—Licensed to Prairie Television Co. (George A. Lohas, Gilbert C. Swanson, W. Clarke Swanson, W. J. Edwards, William A. Schellabarger and others). Former owners: Mr. Schellabarger and family formerly held control with 70%, but this interest reduced to 5%. Sales price: \$200,000 plus \$20,000 a year for lease of premises five years with opportunity to buy for \$225,000. FCC approved: May 28, 1958 [For the Record, June 9, 1958].

WTVH-TV Peoria—Licensed to Hilltop Broadcasting Co. (65% owned by Peoria Star and Journal). Original owners: Hugh R. Norman and Edward C. Schoede. Sales price: \$210,000 (with WTVH). FCC approved April 29, 1954 [For the Record, May 10, 1954].

INDIANA

WEHT (TV) Evansville—Licensed to WEHT Inc. (Henry Hilberg and James R. Clark Jr.). Original owner: Malco Theatres Inc. Sales price: \$320,000 (with WEOA Evansville). FCC approved: Oct. 24, 1956 [For the Record, Oct. 29, 1956].

WFIE (TV) Evansville—Licensed to Premier Television Inc. (WAVE-AM-TV Louisville, Ky.). Original owners: Grand Carlton Corp. (Jesse D. Fine and family). Sales price: \$586,937. FCC approved: July 19, 1956 [For the Record, July 30, 1956].

WANE-TV Fort Wayne—Licensed to Indiana Bestg. Co. (J. H. Whitney & Co.). Former owner: Universal Bestg. Co. (C. Bruce McConnell and associates). Original call letters: WINT (TV). Sales price: \$10 million (with WANE and WISH-AM-TV Indianapolis). FCC approved: Oct. 10, 1956 [For the Record, Oct. 15, 1956]. Note: Universal purchased Ft. Wayne stations in June 1956 from R. Morris Pierce, Frederick W. Wolf, John F. Patt and associates for \$800,000 [For the Record, June 25, 1956].

WKJG-TV Fort Wayne—Licensed to WKJG Inc. (Truth Publishing Co., Walter R. Beardley and Albert C. Wade). Original owners: Walter L. Thoms and associates. Sales price:

\$1,925,000 (with WKJG). FCC approved: March 13, 1957 [For the Record, March 18, 1957].

WFBM-TV Indianapolis—Licensed to TLF Broadcasters Inc. (Time Inc.). Original owner: Consolidated Tv & Radio Broadcasters Inc. (Harry M. Bitner interests). Sales price: Part of a package deal, including WFRM-AM-TV, WOOD-AM-TV Grand Rapids and WTCN-AM-TV Minneapolis, for \$15,750,000. FCC approved: April 17, 1957 [For the Record, April 22, 1957].

WISH-AM-TV Indianapolis—Licensed to Indiana Bestg. Co. (J. H. Whitney & Co.). Original owner: Universal Bestg. Co. (C. Bruce McConnell and associates). Sales price: \$10 million (with WISH and WANE-AM-TV Ft. Wayne). FCC approved: Oct. 10, 1956 [For the Record, Oct. 15, 1956].

WFAM-TV Lafayette—Licensed to Lafavette Bestg. Co. Original owner: Olney E. Richardson. Sales price: \$330,000 (with WASK Lafayette). FCC approved: Feb. 21, 1957 [For the Record, Feb. 25, 1957].

IOWA

KCRI-TV Cedar Rapids—Licensed to Cedar Rapids Television Co. (Cedar Rapids Gazette). Original owners: Myron N. Blank, Harrison E. Spangler and associates, 70%; Cedar Rapids Gazette, 30%. Sales price: \$101,500 for Cedar Rapids Gazette of remaining 70% interest (with KCRI). FCC approved: Aug. 12, 1954 [For the Record, Aug. 16, 1954].

KVTV (TV) Sioux City—Licensed to Peoples Broadcasting Co. (Nationwide Insurance Co.). Former owners: Cowles Broadcasting Co. Sales price: \$3 million. FCC approved: Nov. 29, 1957 [For the Record, Dec. 9, 1957].

KANSAS

KTVH (TV) Hutchinson—Licensed to Wichita-Hutchinson Co. (80% owned by Minneapolis Star-Tribune Co.). Original owners: Hutchinson Tv Inc. (John P. and Sidney F. Harris, R. J. Laubengayer, Howard O. Peterson and others). Sales price: \$1 million. FCC approved: Oct. 19, 1955 [For the Record, Oct. 24, 1955].

WIBW-TV Topeka—Licensed to Topeka Broadcasting Assn. Inc. (Stauffer Publications). Original owner: Capper Publications. Sales price: \$7 million (including Capper Publications WIBW and KCKN Kansas City, Kan. KCKN in turn was sold to Cy Blumenthal for \$110,000). FCC approved: Dec. 20, 1956 [For the Record, Dec. 24, 1956].

KENTUCKY

WKYT (TV) Lexington—Licensed to WTAF Inc. (Taft Stations). Former owners: Frederic Gregg Jr., Harry C. Feingold and Charles H. Wright. Sales price: \$100,000 of which \$35,000 is for agreement not to compete for five years. FCC approved: May 15, 1958 [For the Record, May 26, 1958]. Original call letters: WIAP-TV, later WKXP-TV. Note: Messrs. Gregg, Feingold and Wright bought WKYT from Gilmore N. Nunn for \$350,000 (with WLAP-AM-FM) in January 1957 [For the Record, Jan. 24, 1957].

WKLO-TV Louisville—Licensed to Mid-America Broadcasting Corp. (Great Trails Broadcasting Co.-Charles W. Sawyer). Original owners: James F. Brownlee, Milton S. Tröst, Harold Plunkett, Emanuel Levi and associates. Sales price: \$350,000 (with WKLO). FCC approved: July 20, 1955 [For the Record, July 25, 1955].

LOUISIANA

KALB-TV Alexandria—Licensed to Lanford Telecasting Co. (T. B. Lanford, 50%; Bill L. Fox, 49%). Former owner: Mr. Lanford, 99.2%. Sales price: \$333,155. FCC approved: Jan. 10, 1957 [For the Record, Jan. 14, 1957]. Note: Mr. Lanford originally owned 47.2% of station; purchased 52% from W. H. Allen for \$200,000 (with KALB-AM-FM). FCC approved: Aug. 31, 1955 [For the Record, Sept. 5, 1955].

MAINE

WABI-TV Bangor—Licensed to Community Broadcasting Service (Horace Hildreth and associates). Original owners: Horace Hildreth and Murray Carpenter. Sales price: \$125,000 for Mr. Carpenter's 50% interest (with WABI). FCC approved: Oct. 7, 1953 [For the Record, Oct. 12, 1953].

WLBZ-TV Bangor—Licensed to WLBZ Television Inc. (Adeline B. Rines). Former owners: Murray Carpenter and wife. Sales price: \$600,000. Former call letters: WTWO (TV). FCC approved May 15, 1958 [For the Record, May 26, 1958].

WAGM-TV Presque Isle—Licensed to Aroostook Broadcasting Co. (Horace Hildreth, Henry Oliver Rea and others). Former owner: Harold D. Glidden. Sales price: \$525,000 (with WAGM and WABM Houlton, Me.). FCC approved: Sept. 26, 1957 [For the Record, Sept. 30, 1957]. Note: Conditioned on Northeastern surrendering CP for WABQ Presque Isle.

MARYLAND

WTBO-TV Cumberland (now deleted)—Licensed to Tennessee Valley Broadcasting Corp. Original owners: Maryland Radio Corp. (Howard L. Chernoff and associates). Sales price: \$110,000 (with WTBO). FCC approved: Sept. 1, 1954 [For the Record, Sept. 16, 1954].

WJZ-TV Baltimore—Licensed to Westinghouse Bestg. Co. Original owners: Ben Cohen, Herman Cohen and associates. Former call letters: WAAM-TV. Sales price: \$4.4 million. FCC approved: June 28, 1957 [For the Record, July 1, 1957].

MASSACHUSETTS

WMGT-TV Adams—Licensed to Hudson Valley Broadcasting Co. (Frank Smith, Lowell Thomas and associates). Original owner: Greylock Broadcasting Co. Sales price: \$379,206. FCC approved: Feb. 7, 1957 [For the Record, Feb. 11, 1957].

WHYN-TV Springfield-Holyoke—Licensed to Hampden-Hampshire Corp. (William Dwight and Charles N. DeRose and families, 50%; Republican Television Inc. [employee and beneficial funds of Springfield Republican News and Union], 50%). Original owners: Dwight-DeRose group. Sales price: \$250,000 for 50% interest by Republican Television Inc. (with WHYN-AM-FM). FCC approved: July 21, 1954 [For the Record, July 26, 1954].

MICHIGAN

WWTV (TV) Cadillac—Licensed to Fetzer Television Inc. (John E. Fetzer and associates). Former owner: Sparton Broadcasting Co. (Sparton Corp.). Sales price: \$1 million. FCC approved: July 31, 1953 [For the Record, Aug. 4, 1953].

WXYZ-TV Detroit—Licensed to WXYZ Inc. (American Broadcasting-Paramount Theatres Inc.). Original owner: American Broadcasting Co. Inc. Note: This was change of ownership when ABC merged with United Paramount Theatres Inc. FCC approved: Feb. 9, 1953 [For the Record, Feb. 16, 1953].

WMGN (TV) Grand Rapids—Licensed to Peninsular Broadcasting Co. (H & E Balaban Corp., 50%; John D. Locks, 33 1/2%; Howard W. Freck, 16 2/3%). Note: H & E Balaban purchased interest from E. A. McCready and present minority stockholders. Sales price: \$7,500. FCC approved: Sept. 12, 1956 [For the Record, Sept. 17, 1956].

WOOD-TV Grand Rapids—Licensed to TLF Broadcasters (Time Inc.). Original owner: Consolidated Tv & Radio Broadcasters Inc. (Harry M. Bitner interests). Sales price: Part of a package deal, including WOOD-AM-TV, WTCN-AM-TV Minneapolis and WFBM-AM-TV Indianapolis, for \$15,750,000. FCC approved: April 17, 1957 [For the Record, April 22, 1957]. Note: Mr. Bitner's interests purchased WOOD-TV in September 1951 for \$1,382,086 from Leonard A. Versluis (call letters then WLAV-TV) [For the Record, Sept. 24, 1951].

WJMS-TV Ironwood—Licensed to Lake Superior Broadcasting Co. (Marquette [Mich.] Mining Journal). Former owners: William J. Johnson and wife and others. Sales price: \$10,000 (for construction permit). FCC approved: Jan. 8, 1958 [For the Record, Jan. 13, 1958].

WTOM-TV Lansing—Licensed to Inland Broadcasting Co. Original owner: Lansing Broadcasting Co. (John C. Pomeroy and associates). Original call letters: WILS-TV. Sales price: Lease with option to purchase at \$166,254. FCC approved: Sept. 21, 1954 [For the Record, Sept. 27, 1954].

WAGE-TV Marquette—Licensed to Lake Superior Broadcasting Co. (Frank J. Russell Jr.). Original owner: Peninsula Tv Inc. (Jerome Sih, 66-2/3%; H. R. Herzberg, 33 1/2%). Sales price: \$20,000. FCC approved: July 27, 1955 [For the Record, Aug. 1, 1955].

MINNESOTA

KMMT (TV) Austin—Licensed to Minnesota-Iowa Tv Co. Sale to Black Hawk Broadcasting Co. (KWWI-AM-TV Waterloo, Iowa) with KAUS Austin for approximately \$130,000 (including obligations) pending FCC approval [For the Record, Feb. 11, 1957].

KMSP (TV) Minneapolis—Licensed to United Television Inc. (National Telefilm Assoc.). Former owners: Thomas P. Johnson, Seymour Weintraub, Loew's Inc. and others. Former call letters: KMGM-TV. Sales price: \$650,000 (for 75% interest from Messrs. Johnson, Weintraub and other individuals). FCC approved: Nov. 21, 1957 [For the Record, Dec. 2, 1957]. NTA bought Loew's Inc. 25% interest for \$130,000 in 1958 [Stations, Feb. 10, 1958]. Note: Messrs. Johnson, Weintraub and group bought then KEYD-TV from Family Bestg. Corp. (Morris T. Baker and family and others) for \$1.14 million plus assumption of \$315,452 in notes, with KEYD. KEYD was later sold to Western Bestg. Co. FCC approved May 25, 1956 [For the Record, June 4, 1956]. Mr. Baker and his associates bought 75% interest in KEYD-TV from Lee L. Whiting and group for \$300,000 in 1954 [For the Record, Sept. 20, 1954].

WCCO-TV Minneapolis—Licensed to Mid-West Radio-Television Inc. (53% owned by Midcontinent Radio-Television Inc., and 47% by Minneapolis Star & Tribune Co. Acquired in November 1954 from CBS for \$3,950,000 [including 47% of WCCO-AM]. Midcontinent is 50% owned by Northwest Publications Inc., Ridder newspapers and 50% by Minnesota Tribune Co. Minneapolis Star & Tribune Co. is a Cowles property. Original owner: Midcontinent Radio-Television Inc. Original call letters: WTCN-TV. Sales price: This was an exchange of properties in which CBS turned over WCCO Minneapolis to new licensee in exchange for 47% interest. FCC approved: July 31, 1952 [For the Record, Aug. 4, 1952].

WTCN-TV Minneapolis—Licensed to TLF Broadcasters (Time Inc.). Former owner: Con-

solidated Tv & Radio Broadcasters Inc. (Harry M. Bitner interests). Sales price: Part of a package deal, including WTCN-AM-TV, WOOD-AM-TV Grand Rapids and WFBM-AM-TV Indianapolis, for \$15,750,000. FCC approved: April 17, 1957 [For the Record, April 22, 1957]. Note: Consolidated purchased WTCN-AM-TV from Robert Butler and associates for \$1,815,000 in April 1955 [For the Record, April 18, 1955].

MISSISSIPPI

WDAM-TV Hattiesburg—Licensed to Lion Tv Corp. WDSU Bestg. Corp. (WDSU-AM-FM-TV New Orleans) purchased 51% of station from Dave A. Matison Jr., Harold M. Matison and Milton J. Fine. Sales price: \$51,000. FCC approved: Sept. 19, 1956 [For the Record, Sept. 24, 1956].

MISSOURI

KHQA-TV Hannibal—Licensed to Lee Broadcasting Inc. (WTAD Decatur, Ill.). Original owners: Courier Post Publishing Co. Sales terms: Courier Post Publishing Co. acquired 20% interest in Lee Broadcasting Inc. FCC approved: July 1, 1953 [For the Record, July 13, 1953].

KODE-TV Joplin—Licensed to WSTV Inc. (WSTV-AM-FM-TV Steubenville, Ohio). Original owner: Austin Harrison and associates. Original call letters: KSWM-TV. Sales price: \$591,000 (with KSWM). FCC approved: Nov. 1, 1956 [For the Record, Nov. 5, 1956].

KCMO-TV Kansas City—Licensed to Meredith Engineering Co. (Meredith Publishing Co.). Original owners: KCMO Broadcasting Co. (T. L. Evans and Lester E. Cox). Sales price: \$2 million (with KCMO-AM-FM). FCC approved: Nov. 12, 1953 [For the Record, Nov. 23, 1953].

KCTY (TV) Kansas City (now deleted)—Licensed to Allen E. DuMont Labs. Inc. Original owner: Empire Coil Co. Sales price: \$1 and assumption of certain obligations. FCC approved: Dec. 31, 1953 [For the Record, Jan. 11, 1954].

KMBC-TV Kansas City—Licensed to KMBC Broadcasting Co. (Cook Paint & Varnish Co.). Original owners: Midland Broadcasting Co. (Arthur B. Church). Sales price: \$1,750,000. FCC approved: June 9, 1954 [For the Record, June 14, 1954]. Note: Cook Paint & Varnish Co., which owned WHB-AM-TV (the latter sharing time with KMBC-TV on ch. 9), sold WHB to Midcontinent Broadcasting Co. for \$400,000, and deleted WHB-TV.

WDAF-TV Kansas City—Licensed to National Missouri Tv Inc. (National Theatres Inc.). Former owner: Kansas City Star and Times. Sales price: \$7,600,000 (with WDAF). FCC approved: April 24, 1958 [For the Record, May 5, 1958]. Note: Sale required by consent judgement Nov. 15, 1957, in civil trust action by U. S. against Kansas City Star Co. and others.

KFEQ-TV St. Joseph—Licensed to KFEQ Broadcasting Co. (Jesse D. Fine). Former owners: Kanyon Brown, Harry L. (Bing) Crosby, George Coleman. Sales price: \$841,081 (with KFEQ). FCC approved: Sept. 28, 1957 [For the Record, Sept. 30, 1957]. Note: Brown group bought KFEQ-AM-TV from Barton Pitts for \$550,000 in December 1955 [For the Record, Jan. 2, 1956].

KMOX-TV St. Louis—Licensed to Columbia Broadcasting System Inc. Former owners: Robert T. Convey and associates, St. Louis Globe-Democrat [Newhouse interests], 800 N. 12th Inc. [Elzey Roberts] KSTP Inc. and others. Sales price: \$4 million. Original call letters KWK-TV. FCC approved Oct. 23, 1957 [For the Record, Oct. 28, 1957]. Note: Conditioned on CBS disposal of permit for ch. 11 in St. Louis.

MONTANA

KOOK-TV Billings—Licensed to the Montana Network (Joseph S. Sample). Original owners: Mr. Sample, J. Carter Johnson, C. L. Crist and others. Sales price: \$540,075 (with KOOK). FCC approved: Dec. 13, 1956 [For the Record, Dec. 17, 1956].

NEBRASKA

KOLN-TV Lincoln—Licensed to Cornhusker Radio & Tv Corp. (John E. Fetzer). Original owners: Edward M. O'Shea, Bennett S. Martin and Harold E. Anderson. Sales price: \$650,000 (with KOLN-AM). FCC approved: Aug. 19, 1953 [For the Record, Aug. 24, 1953].

KUON (TV) Lincoln—Licensed to Byron J. Dunn, trustee, for U. of Nebraska. Original owners: Cornhusker Radio & Tv Corp. (John E. Fetzer). Original call letters: KOLN-TV (now being used on ch. 10 Lincoln). Sales price: No consideration. FCC approved: July 25, 1954 [For the Record, Aug. 2, 1954]. Note: Mr. Fetzer bought KOLN-TV Lincoln on ch. 12 in 1953 (see above). His purchase of KFOR-TV Lincoln on ch. 10 for \$800,000 from Cornbelt Broadcasting Corp. (Stuart Investment Co.) was approved by FCC March 24, 1954 [For the Record, March 29, 1954]. The ch. 12 facility is now KUON; the ch. 10 facility is now KOLN-TV.

WOW-TV Omaha—Licensed to Meredith WOW Inc. (Meredith Publishing Co.). Original owner: Radio Station WOW Inc. (Francis P. Matthews and associates). Sales price: \$2,525 million (with WOW). FCC approved: Sept. 26, 1951 [For the Record, Oct. 1, 1951].

KNOP (TV) North Platte—Permittee. North Platte Television Co. (Rush C. Clarke and associates). Former owners: Ray J. Williams, Franklin R. Stewart and Alvin E. Larsen Jr. Original call letters: KWSL-TV. Sales price: \$5,000 for CP, plus ownership in permittee by

Mr. Williams. FCC approved: Jan. 30, 1958 [For the Record, Feb. 10, 1958].

NEVADA

KLAS-TV Las Vegas—Licensed to Las Vegas Tv Inc. Herman M. Greenspun purchased 124.6 shares from R. G. Jolley for \$50,000, giving Mr. Greenspun 67.5% ownership of station. FCC approved: Feb. 25, 1957 [For the Record, March 4, 1957].

KSHO-TV Las Vegas—Licensed to Television Co. of America Inc. (Nathan and Merwyn L. Adelson). Former owners: Frank Oxart, Albert Zugschmitt, Arthur B. Hogan and John Feldman. Sales price: \$70,000. FCC approved: Nov. 21, 1957 [For the Record, Dec. 2, 1957]. Note: Mr. Oxart's group bought KSHO-TV from Moritz Zenoff in November 1956 for \$200,000 (with KMBI Henderson, Nev.) [For the Record, Dec. 3, 1956].

KAXJ (TV) Reno—Permittee. Nevada Telecasting Corp. (Robert C. Fish). Note: Sale of control of permittee corporation to Ervin V. Willat for \$500 pending FCC approval [For the Record, April 21, 1958].

NEW JERSEY

WOCN (TV) Atlantic City—Licensed to David E. Mackey. Original owners: Matta Enterprises. Sales price: \$10,446 (covering cost of securing CP). FCC approved: April 14, 1954 [For the Record, April 19, 1954].

WATV (TV) Newark (New York)—Licensed to Atlantic Television (National Telefilm Assoc.). Former owners: Irving R. Rosenhaus and family and Frank Bremer. Sales price: \$2,550,000 (with WAAT and WAAT-FM Newark) plus \$98,000 for consultants' services and agreements not to compete. FCC approved: March 31, 1958 [For the Record, April 7, 1958].

NEW MEXICO

KOAT-TV Albuquerque—Licensed to Alvarado Tv Co. (Clinton D. McKinnon). Original owners: Walter J. Stiles and associates. Sales price: \$718,500. FCC approved: Feb. 7, 1957 [For the Record, Feb. 11, 1957].

KOB-TV Albuquerque—Licensed to KSTP Inc. (KSTP-AM-TV St. Paul-Minneapolis). Former owners: Time Inc. and Wayne Coy, each 50%. Sales price: \$1.5 million (with KOB). FCC approved: March 13, 1957 [For the Record, March 18, 1957]. Note: Time Inc. and Mr. Coy purchased stations in May 1952 from T. M. Peppercorn-Albuquerque Journal for \$900,000 [For the Record, June 2, 1952].

KAVE-TV Carlsbad—Licensed to Voice of the Caverns Inc. (Edward P. Talbott and others). Former owners: Nancy H. and John Battison, Mr. Talbott and others. Sales price: \$43,500 (with KAVE). Note: Sale represents transfer of control from Battisons' to Talbott group. Mr. Talbott, already a stockholder, acquired controlling interest. FCC approved Feb. 20, 1958 [For the Record, March 3, 1958]. Note: KAVE-TV was bought by Battisons from Val Lawrence and associates for \$150,000 (with KAVE) in November 1956 [For the Record, Nov. 7, 1955].

NEW YORK

WCDA (TV) Albany—Licensed to Hudson Valley Broadcasting Co. (Lowell Thomas, 31.2%; Frank M. Smith, 20.8% and associates). Original owners: Hyman Rosenblum and associates. Original call letters: WROW-TV. Sales price: \$298,800 (with WROW). FCC approved: Nov. 3, 1954 [For the Record, Nov. 8, 1954].

WTRI (TV) Albany—Licensed to Van Curler Broadcasting Corp. (Stanley Warner Corp.). Former owner: Harry C. Wilder and associates, 50%; Stanley-Warner Corp., 50%. Sales price: \$425,000 in notes and cash for Wilder group's 50% interest. FCC approved: April 25, 1956 [For the Record, May 7, 1956].

WINR-TV Binghamton—Licensed to Binghamton Press Co. (Gannett Co.). Original owner: Southern Tier Radio Service Inc. Sales price: \$165,000 (with WINR). FCC approved: Jan. 10, 1957 [For the Record, Jan. 11, 1957].

WNBF-TV Binghamton—Licensed to Triangle Publications Inc. (Philadelphia Inquirer-WFIL-AM-FM-TV). Original owner: Clark Associates Inc. (John C. Clark). Sales price: \$3 million (with WNBF). FCC approved: May 4, 1955 [For the Record, May 9, 1955].

WBUF (TV) Buffalo—Licensed to National Broadcasting Co. (NBC). Original owner: WBUF-TV Inc. (Sherwin Grossman, Gary L. Cohen and others). Sales price: \$312,500. FCC approved: Sept. 21, 1955 [For the Record, Sept. 29, 1955].

WPTZ (TV) Lake Placid—Licensed to Great Northern Tv Inc. (Rollins Broadcasting Co.). Original owners: Carl F. Stohn Sr., Vincent S. Jerry, Joel H. Schier, Harry Schulman, Martin L. Schulman, Cyril Schulman and others. Sales price: \$500,000. Original call letters: WTRI

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Tv Station Sales CONTINUED

(TV). FCC approved: Mar. 28, 1956 [For the Record, April 2, 1956].

WABC-TV New York—Licensed to American Broadcasting-Paramount Theatres Inc. Original owner: American Broadcasting Co. Inc. Note: This was change of ownership when ABC merged with United Paramount Theatres Inc. FCC approved: Feb. 9, 1953 [For the Record, Feb. 16, 1953].

WOR-TV New York—Licensed to General Teleradio Inc. (General Tire & Rubber Co.). Original owner: Bamberger Broadcasting Service Inc. (R. H. Macy Co.). Sales price: \$4.5 million (with WOR-AM-FM) plus \$315,000 per year for 25-year lease on studio and transmitter properties, plus 10% interest in General Teleradio Inc. by R. H. Macy Co. FCC approved: Jan. 17, 1952 [For the Record, Jan. 21, 1952].

WHAM-TV Rochester—Licensed to Transcontinent Television Corp. Original owners: Stromberg-Carlson Bestg. Corp. (General Dynamics Corp.). Sales price: \$5.1 million (with WHAM, WHAM (FM)). FCC approved: July 19, 1956 [For the Record, July 30, 1956]. Note: Sale of WHAM, WHAM (FM) to Riggs & Greene Bestg. Co. for \$500,000 also approved July 19, 1956 [For the Record, July 30, 1956].

NORTH CAROLINA

WLOS-TV Asheville—Licensed to Skyway Broadcasting Co. (owned 72.1% by WTVJ Inc. [WTVJ (TV) Miami, Fla.]). Sales price: \$277,510 for additional 35.2% interest for WTVJ Inc. from A. Henry J. Britt, Joe H. Britt, Julia L. Stamberger, and Harold K. Bennett, bringing WTVJ ownership to 72.1%. FCC approved: July 24, 1958 [For the Record, July 28, 1958].

WQMC (TV) Charlotte—Licensed to WQMC Television Inc. (Hugh Deadwyler). Original owner: WAYS Inc. (Harold H. Thoms, Hugh Deadwyler, G. W. Dowdy, B. T. Whitmore). Original call letters: WAYS-TV. Sales price: \$4 and assumption of obligations totaling \$150,000. FCC approved: Dec. 29, 1954 [For the Record, Jan. 10, 1955].

WTVD (TV) Durham—Licensed to Durham TV Co. (Lowell Thomas, Frank Smith and associates). Original owner: Durham Bestg. Enterprises Inc. Sales price: \$(4,177,800). FCC approved: May 24, 1957 [For the Record, June 3, 1957].

WTVN (TV) Washington—Licensed to North Carolina Television Inc. (Roberson family, 67.8%; William S. Page, 25%; others). Original owners: J. W. Anderson and R. M. Fountain. Sales price: \$121,840. FCC approved: Sept. 23, 1955 [For the Record, Oct. 3, 1955].

WMFD-TV Wilmington—Licensed to WMFD-TV Inc. (Earl Westbrook, Herbert Brauff, Penn Watson, Josh Horne, James W. Jackson and others). Former owners: Richard A. Dunlea and Louise M. Dunlea. Sales price: \$133,850. FCC approved: Dec. 11, 1957 [For the Record, Dec. 16, 1957].

OHIO

KYW-TV Cleveland—Licensed to Westinghouse Bestg. Co. Original owner: NBC. Original call letters: WNBK (TV). Sale price: In exchange for WBC-owned KYW and WPTZ (TV) Philadelphia (now WRCV-AM-TV) and \$3 million to Westinghouse (including KYW-AM-FM [formerly WTAM-AM-FM]). FCC approved: Dec. 28, 1955 [For the Record, Jan. 2, 1956].

WKIK-TV Cleveland—Licensed to Metropolitan Broadcasting Corp. (formerly DuMont Broadcastng Corp.). Former owner: Cleveland Plain Dealer and News. Sales price: \$700,000 (with WKIK-AM-FM). FCC approved: April 16, 1958 [For the Record, April 21, 1958]. Note: FCC advising Plain Dealer that application for extension of time to complete construction of WKIK-TV and transfer it to Metropolitan indicates necessity of hearing.

WJW-TV Cleveland—Licensed to Storer Bestg. Co. Original owner: Herbert Mayer. Original call letters: WXEL (TV). Sales price: \$8.5 million (with KPTV [TV] Portland, Ore., and Empire Coal Co., New Rochelle, N. Y.). FCC approved: Oct. 27, 1954 [For the Record, Nov. 1, 1954].

WTVN-TV Columbus—Licensed to WTVN Inc., 96% owned by Radio Cincinnati Inc. (WKRC-AM-FM-TV). Original owners: Picture Waves Inc. (Edward Lamb). Sales price: \$1.7 million. FCC approved: Feb. 25, 1953 [For the Record, March 2, 1953].

OKLAHOMA

KGBO-TV Enid—Licensed to Streets Electronics Inc. (Louis E. Caster and Ashley L. Robinson). Former owners: P. R. Banta, L. D. Banta, George Streets and others. Sales price: \$257,440 plus assumption of \$503,835 liabilities. FCC approved: Dec. 11, 1957 [For the Record, Dec. 16, 1957].

KOTV (TV) Tulsa—Licensed to Osage Broadcasting Corp. (J. H. Whitney Co.). Original owners: Wrather-Alvarez Inc. (J. D. Wrather Jr., Mrs. Maizie Wrather and M. H. Alvarez). Sales price: \$4 million. FCC approved: May 14, 1954 [For the Record, May 24, 1954]. Note: KOTV originally owned by Cameron Television Inc. (George Cameron), sold to Wrather-Alvarez interests for \$2.5 million after FCC approval July 30, 1952 [For the Record, Aug. 4, 1952].

OREGON

KOTI (TV) Klamath Falls—Licensed to Calif.-Oregon Tv Inc. (Amos Voorhies-William B. Smullin). Original owner: W. D. Miller. Original call letters: KFJI-TV. Sales price: \$30,000. FCC approved: May 16, 1956 [For the Record, May 28, 1956].

KLOR (TV) Portland (now deleted)—Licensed to Oregon Tv Inc. George Haggarty purchased station for \$1,794,865 and combined its facilities with KPTV (TV) Portland. FCC approved: April 18, 1957 [For the Record, April 22, 1957].

KPTV (TV) Portland—Licensed to Oregon Tv Inc. (George Haggarty). Former owner: Storer Bestg. Co. Sales price: \$1.89 million. FCC approved: April 18, 1957 [For the Record, April 22, 1957]. Note: Storer purchased KPTV in October 1954 from Herbert Mayer in \$8.5 million package deal which included WXEL (TV) Cleveland and the Empire Coal Co. [For the Record, Nov. 1, 1957].

PENNSYLVANIA

WFEG-TV Altoona—Licensed to Triangle Publications Inc. (Philadelphia Inquirer-WFII-AM-FM-TV). Original owner: Gable Bestg. Co. Sales price: \$3.5 million (with WFEG). FCC approved: Jan. 11, 1956 [For the Record, Jan. 18, 1956].

WTPA (TV) Harrisburg—Licensed to Patriot News Co. (Newhouse). Original owner: Donald E. Newhouse. Sales price: \$250,000. FCC approved: Nov. 17, 1954 [For the Record, Nov. 22, 1954].

WLBR-TV Lebanon—Licensed to Lebanon Television Corp. (Triangle Publications Inc.-Philadelphia Inquirer-WFII-AM-FM-TV). Original owners: WLBR-AM-FM, 52%; Lebanon News, 36%. Sales price: \$115,000. FCC approved: Nov. 2, 1955 [For the Record, Nov. 7, 1955] and May 2, 1957 [For the Record, May 8, 1957].

WCAU-TV Philadelphia—Licensed to CBS Inc. Former owner: WCAU Inc. (Philadelphia Bulletin). Sales price: \$15.5 million plus \$4.4 million for land and real estate (with WCAU-AM-FM). FCC approved: July 31, 1958 [For the Record, Aug. 4, 1958].

WRCV-TV Philadelphia—Licensed to the National Bestg. Co. Original owner: Westinghouse Bestg. Co. Original call letters: WPTZ (TV). Sales price: In exchange for NBC-owned WTAM-AM-FM and WNLK (TV) (now KYW-AM-FM-TV) Cleveland and \$3 million to WBC (including WRCV [formerly KYW]). FCC approved: Dec. 28, 1955 [For the Record, Jan. 2, 1956]. Note: WBC bought what was WPTZ from Philco Corp. for \$8.5 million in 1953 [For the Record, June 1, 1953].

KDKA-TV Pittsburgh—Licensed to Westinghouse Broadcasting Co. Original owner: Allen B. JuMont Labs. Inc. Original call letters: WDTV (TV). Sales price: \$9.75 million. FCC approved: Jan. 5, 1955 [For the Record, Jan. 10, 1955].

WDAU-TV Scranton—Licensed to Scranton Broadcasters Inc. (Philadelphia Bulletin purchased 75% from Mrs. M. E. Megargee and family). Sales price: \$650,000. Original call letters: WGBI-TV. FCC approved: Oct. 18, 1956 [For the Record, Oct. 22, 1956].

WNBP-TV Scranton/Wilkes-Barre—Licensed to Northeastern Pa. Broadcasting Co. (owned 60% by Transcontinent Television Inc., 20% each by William M. Scranton and associates and by Mitchell Jenkins and associates). Original owners: Outcome of merger of WARM-TV Scranton and WILK-TV Wilkes-Barre, plus majority ownership taken over by Transcontinent Television Inc. Sales price: Entire merger considered to be a \$1.5 million transaction. FCC approved: Feb. 13, 1958 [For the Record, Feb. 24, 1958].

WRAE-TV Williamsport—Licensed to WGAL Inc. (WGAL-AM-FM-TV Lancaster, Pa.—Steinman Station). Original owner: WPAK Inc. (Margaretta Steele and associates). Sales price: \$125,000 (with WRAE-AM-FM). FCC approved: Feb. 7, 1957 [For the Record, Feb. 11, 1957].

WNOW-TV York—Licensed to WNOW Inc. (William F. Rust Jr. and associates). Original owner: Heba Coal Co. Sales price: \$255,000. FCC approved: Aug. 2, 1957 [For the Record, Aug. 5, 1957].

SOUTH DAKOTA

KDHS (TV) Aberdeen—Licensed to North Dakota Bestg. Co. (John W. Roter). Original owner: Aberdeen Tv Co. Sales price: \$2,417. FCC approved: June 21, 1957 [For the Record, July 1, 1957].

TENNESSEE

WRGP-TV Chattanooga—Licensed to Mountain City Tv Inc. Ramon G. Patterson, who owned 50% of station, purchased remaining 50% from Will Cummings. Sales price: \$37,000 plus \$32,000 in obligations. FCC approved: Nov. 27, 1956 [For the Record, Dec. 3, 1956].

WROM-TV Chattanooga—Licensed to WROM-TV Inc. (E. D. Martin and R. E. Martin Jr.). Former owners: Leon Covington estate and others. Sales price: \$722,500. FCC approved: Oct. 31, 1957 [For the Record, Nov. 11, 1957].

WTVK-TV Knoxville—Licensed to South Central Broadcasting Co. (WKY-AM-FM Evansville, Ind.). Original owners: Tv Service of Knoxville Inc. Sales price: Assumption of obligations not exceeding \$216,500. FCC approved: July 23, 1954 [For the Record, Aug. 2, 1954].

WHBQ-TV Memphis—Licensed to General Teleradio Inc. Original owner: Harding College. Sales price: \$2.88 million (with WILBQ). FCC approved: July 1, 1954 [For the Record, July 12, 1954].

WSIX-TV Nashville—Licensed to WSIX Inc. Louis R. Draughon became 66 2/3% owner by purchasing 33 1/3% owned by W. H. Criswell. Remaining 33 1/3% is owned by S. D. Sanford Jr. Sales price: \$250,000. FCC approved: Oct. 10, 1956 [For the Record, Oct. 15, 1956].

TEXAS

KRBC-TV Abilene—Licensed to Reporner Broadcasting Co. Original owner: Mrs. Eva May Hanks. Sales price: \$500,000 (with KRBC). FCC approved: Sept. 16, 1953 [For the Record, Sept. 23, 1953].

KFDA-TV Amarillo—Licensed to Amarillo Broadcasting Co. (Texas State Network). Original owners: Wendell Mayes, 25%; C. C. Woodson, 25%; Gene Cagle, 25%; Charles B. Jordan, 25%. Sales price: \$625,000 (with KFDA). FCC approved: Jan. 27, 1954 [For the Record, Feb. 1, 1954].

KVII Amarillo—Licensed to Southwest States Inc. (Jack C. Vaughn and associates). Former owners: John L. McCarty and associates. Sales price: \$136,052. FCC approved: July 17, 1953 [For the Record, July 21, 1953].

KEDY-TV Big Spring—Licensed to Texas Telecasting Inc. (KDUB-TV Lubbock). Texas Telecasting leased station for five years for \$300,000, after which it has option to purchase 50%. Original call letters: KBST-TV. FCC approved: Jan. 24, 1957 [For the Record, Jan. 28, 1957].

KTLG (TV) Corpus Christi (now deleted)—Licensed to Trinity Broadcasting Corp. (Bar-ton R. and Gordon B. McLendon). Original owner: H. L. Hunt. Sales price: \$6,503.21 (cost of securing CP). FCC approved: April 7, 1954 [For the Record, April 12, 1954].

KVDO-TV Corpus Christi—Licensed to South Texas Telecasting Co. Original owner: Coastal Bend Telecasting Co. Sales price: \$194,000 plus obligations not to exceed \$100,000. FCC approved: April 4, 1957 [For the Record, April 8, 1957].

WFAA-TV Dallas—Licensed to A. H. Belo Corp. Original owner: Lacy-Potter Television Broadcasting Co. (Dagers Lacy and Tom Potter). Original call letters: KBTV (TV). Sales price: \$575,000. FCC approved: March 6, 1950 [For the Record, March 13, 1950].

KELP-TV El Paso—Licensed to KELP Tv Corp. (same ownership as KXLY-AM-TV Spokane, Wash.). Original owner: McLendon Investment Corp. (call letters then KILT-TV). Sales price: \$750,000 (with KELP). FCC approved: March 20, 1957 [For the Record, March 25, 1957].

KGUL-TV Galveston—Licensed to Gulf Tv Corp. (J. H. Whitney Co., 90%, Paul Taft, 10%). Original owner: Paul Taft and associates. Sales price: \$4.25 million. FCC approved: July 11, 1956 [For the Record, July 16, 1956].

KPRC-TV Houston—Licensed to Houston Post Co. Original owner: W. Albert Lee. Original call letters: KLEE-TV. Sales price: \$740,000. FCC approved: May 23, 1950 [For the Record, May 29, 1950].

KXYZ-TV Houston—Licensed to Houston Bestg. Corp. (Milton R. Underwood and Philip R. Neuhaus). Original owner: Glenn R. McCarthy. Sales price: \$600,000 (with KXYZ-AM). FCC approved: March 28, 1957 [For the Record, April 1, 1957].

KHAD-TV Laredo—Licensed to Southwestern Publishing Co. (Donald W. Reynolds). Former owner: Vidicon Industries of America (H. C. Avery Jr. and David H. Cole). Sales price: \$190,000 (for eq.). FCC approved: July 31, 1958 [For the Record, Aug. 11, 1958].

KOSA-TV Odessa—Odessa Tv Co. Brothers Jack C. and Grady H. Vaughn bought 50% of station from C. L. Trigg (retains 49%), W. B. Stowe and Brooks L. Harman (each retaining 5%). Sales price: \$20,000 plus assumption of approximately \$85,000 in liabilities. FCC approved: Jan. 23, 1957 [For the Record, Jan. 28, 1957].

KCTV (TV) San Angelo—Licensed to Westex Tv Co. Lewis O. Seibert purchased 50% of station from equal-owners A. D. Rust and B. P. Bludworth for \$32,288 and obligations. Mr. Rust in turn sold his remaining 25% to Roy H. Simmons for \$50,000. Original call letters: KTXL-TV. FCC approved: March 11, 1957 [For the Record, March 18, 1957].

KENS-TV San Antonio—Licensed to Express Publishing Co. Former owner: Storer Broadcasting Co. Original call letters: KGBS-TV. Sales price: \$3.5 million (with KGBS, now KENS). FCC approved: Oct. 27, 1954 [For the Record, Nov. 1, 1954]. Storer Broadcasting Co. bought what was then KEYL (TV) from original grantees W. J. Pickins, J. L. Wheelock and H. H. Coffield for \$1.05 million in 1951 [For the Record, Oct. 15, 1951].

WOAI-TV San Antonio—Licensed to Southland Industries Inc. (Hugh Half Jr. and family and National Jewish Hospital in Denver, Colo.). Note: Sale of 24% by National Jewish Hospital to licensee (including WOAI) for \$1,145,000 (retirement of shares would give Hugh A. Half Jr. control with 62%) pending FCC approval [For the Record, June 9, 1958].

TV Station Sales CONTINUED

KLTU (TV) Tyler—Licensed to Ch. 7 Co. Original owner: Lucille R. Lansing (who retained a 40% interest in station). Sales price: \$7,460.32. FCC approved: March 20, 1957 [For the Record, March 25, 1957].

KANG-TV Waco (now deleted)—Licensed to Texas Broadcasting Co. (LBJ Co.-KTBC-AM-TV Austin). Original owners: Central Texas TV Co. (Clyde Weatherby and associates). Sales price: \$115,000 and assumption of \$19,000 in obligations. FCC approved: Dec. 2, 1954 [For the Record, Dec. 13, 1954]. Note: CP cancelled in 1955 with physical facilities turned over to KWTN-TV Waco in return for 20% of that station.

KRGV-TV Weslaco—Licensed to KRGV Television Inc. (Mrs. Lyndon B. Johnson and O. L. Taylor). Note: Mrs. Johnson bought 50% for \$6,000 plus loan of \$140,000 in April 1956 [For the Record, April 9, 1956]. Note: Sale of remaining 50% from Mr. Taylor to Mrs. Johnson for \$100,000 pending FCC approval [For the Record, March 24, 1958].

KSYD-TV Wichita Falls—Licensed to KSYD Television Co. Inc. (Nat Levine, Irving and Murray Gold, Sidney Grayson, others). Original owners: Wichita Falls TV Co. (Kenyon Brown-J. H. Rowley). Original call letters: KWFT-TV. Sales price: \$750,000 plus \$73,366.

UTAH

KTVT (TV) Salt Lake City—Licensed to Intermountain Broadcasting & Television Corp. (80% owned by Time Inc. and 20% by G. Bennett Larson). Original owners: S. S. Fox and associates. Original call letters: KDYL-TV. Sales price: \$2.1 million (with KDYL-AM-FM). FCC approved: June 26, 1953 [For the Record, July 6, 1953].

KUTV (TV) Salt Lake City—Licensed to Utah Bestg. & Tv Corp. (A. L. Glasmann, Salt Lake Tribune-George C. and Wilda Gene Hatch). Original owners: Salt Lake Tribune and Frank Carman-Grant Wrathall interests. Sales price: \$683,333. FCC approved: March 7, 1956 [For the Record, March 12, 1956].

VIRGINIA

WSVA-TV Harrisonburg—Licensed to Shenandoah Valley Broadcasting Corp. (Tudor Enterprises Inc. owned 50% each by Hamilton Shea and Transpontonent Tv Corp.). Former owners: Frederick L. and Mary P. Allman. Sales price: \$760,000 (with WSWA-AM-FM). FCC approved: May 25, 1956 [For the Record, June 4, 1956].

WACH-TV Newport News—Licensed to United Bestg. Co. of Eastern Virginia Inc. (Richard Eaton). Original owners: Eastern Bestg. Corp. (Russell A. Collins, receiver for John Doley and others). Sales price: \$54,000 (with WACH). FCC approved: July 13, 1956 [For the Record, July 30, 1956].

WTOV-TV Norfolk—Licensed to Tim Brite Inc. (Temus R. Brite). Original owner: Commonwealth Broadcasting Corp. (E. L. Scott, Robert Wasdon, Jack Siegel). Sales price: \$17,500 plus assumption of \$78,000 in obligations. FCC approved: March 9, 1955 [For the Record, March 11, 1955].

WASHINGTON

KING-TV Seattle—Licensed to King Broadcasting Co. (Mrs. A. Scott Bullitt). Original owner: Radio Sales Corp. (F. K. Leberman). Original call letters: KRSC-TV. Sales price: \$375,000. FCC approved: July 20, 1949. [For the Record, July 25, 1949]. Note: Hearst Corp. bought 25% interest in King Broadcasting Co. in 1951 which was re-purchased by licensee in 1953.

KREM-TV Spokane—Licensed to KREM Broadcasting Corp. (Mrs. A. Scott Bullitt). Former owner: Louis Wasmer. Sales price: \$2 million (with KREM-AM-FM). FCC approved: Sept. 26, 1957 [For the Record, Oct. 7, 1957].

KKLY-TV Spokane—Licensed to Northern Pacific Television Corp. Original owners: Symonds Broadcasting Co. (E. B. Crauey and Harry L. [Bing] Crosby). Sales price: \$1,723,500 (with KKLY). FCC approved: Jan. 6, 1954 [For the Record, Jan. 11, 1954].

KTWV (TV) Tacoma—Licensed to J. Elroy McCaw. Original owners: Carl E. and C. D. Haymond. Original call letters: KMO-TV. Sales price: \$300,000. FCC approved: Sept. 15, 1954 [For the Record, Sept. 20, 1954].

WEST VIRGINIA

WBOY-TV Clarksburg—Licensed to Ohio Valley Bestg. Corp. (WSTV-AM-FM-TV Steubenville, Ohio). Original owner: News Publishing Co. Original call letters: WBLK-TV. Sales price: \$250,000 (with WBLK-AM and WPAR-AM-FM Parkersburg, W. Va.). FCC approved: April 5, 1957 [For the Record, April 8, 1957].

WHTN-TV Huntington—Licensed to Cowles Bestg. Co. Original owner: Greater Huntington Theatre Corp. (S. J. Hyman and family). Sales price: \$535,000 plus assumption of \$100,000 debt (with WHTN-AM-FM). FCC approved: June 20, 1956 [For the Record, July 2, 1956].

WTAP (TV) Parkersburg—Licensed to Zanesville Publishing Co. Original owner: W. Virginia Enterprises Inc. (Howard L. Chernoff and associates). Sales price: \$124,600. FCC approved: March 30, 1955 [For the Record, April 4, 1955].

WISCONSIN

WMTV (TV) Madison—Licensed to Forward Tv Inc. (Lee Stations and others). Former owners: Lee Ruwitch, Gordon Sherman, Mitchell Wolfson and Sidney Meyer. Sales price: \$339,333. FCC approved: April 2, 1958 [For the Record, April 7, 1958]. Note: Messrs. Ruwitch, Gordon, Wolfson and Meyer bought WMTV from Bartlett Tv Corp. for \$350,000 in July 1957 [For the Record, July 29, 1957].

WMBV-TV Marinette—Licensed to M & M Broadcasting Co. (Morgan Murphy and others). Former owners: William E. Walker, Joseph D. Macklin and others. Sales price: \$211,764 (with WMAM Marinette) plus assumption of \$360,000 liabilities. FCC approved: March 19, 1958 [For the Record, March 24, 1958].

WISN-TV Milwaukee—Licensed to Hearst Corp. Original owner: Milwaukee Area Telecasting Corp. (permit granted to MATC after merger agreement among four applicants; other three were WEMP and WFOV Milwaukee and Koloro Telecasting Inc.). Original call letters: WTVW (TV) Sales price: \$2 million. FCC approved: March 2, 1955 [For the Record, March 14, 1955].

WITI-TV Milwaukee—Licensed to Independent Television Inc. Sale to Storer Broadcasting Co. for \$4.4 million pending: FCC approval [AT Deadline, Aug. 11, 1958].

ALASKA

KENI-TV Anchorage—Licensed to Midnight Sun Broadcasting Co. Original owner: Richard R. Rollins and Keith Kiggins. Original call letters: KFIA (TV). Sales price: \$100,000 interest in Midnight Sun Broadcasting Co. FCC approved: Dec. 29, 1954 [For the Record, Jan. 10, 1955].

KPAR-TV Fairbanks—Licensed to Midnight Sun Broadcasting Co. Original owner: Richard R. Rollins and Keith Kiggins. Original call letters: KFIE (TV). Sales price: \$100,000 interest in Midnight Sun Broadcasting Co. FCC approved: Dec. 29, 1954 [For the Record, Jan. 10, 1955].

HAWAII

KONA (TV) Honolulu—Licensed to Radio Honolulu Ltd. (Honolulu Advertiser, 50%; J. Elroy McCaw-John D. Keating, 50%). Original owner of 100% common voting stock: Herbert M. Richards. Sales price: \$60,500 plus assumption of \$200,000 stock subscription by Advertiser Publishing Co.-KGU and Island Broadcasting Co.-KPOA on a 50/50 basis. FCC approved: June 3, 1953 conditioned on relinquishment of KPOA [For the Record, June 15, 1953].

KULA-TV Honolulu—Kaiser Hawaiian Village Television Inc. (Henry J. Kaiser and Hal Lewis). Former owners: Albert Zugsmith, Arthur E. Hogan, Richard C. Simonton and Jack Burnett. Sales price: \$585,000. FCC approved: June 11, 1958 [For the Record, June 15, 1958]. Mr. Zugsmith and associates bought KULA-TV from the Dolph-Petty group for \$600,825 (with KULA) in January 1956 [For the Record, Jan. 18, 1956].

PUERTO RICO

WAPA-TV San Juan—Licensed to Winston-Salem Broadcasting Co. (WTOB-AM-TV Winston-Salem, N. C.). Original owner: Jose Ramon Quinones and associates. Sales price: \$320,000. FCC approved: May 2, 1957 [For the Record, May 6, 1957].

Am Station Call Letters By Alphabetical Order

(For facilities and personnel of each, see Radio Station Directory beginning on page A-235.)

*Construction permit for power or frequency change.
†Construction permit for new station.
‡Special service authorization.

KAAA Kingman, Ariz.
KABC Los Angeles, Calif.
KADQ Albuquerque, N.M.
KABR Aberdeen, S.D.
KACE Riverside, Calif.
KACT Andrews, Tex.
†KACY Port Hueneme, Calif.
KADA Ada, Okla.
KADO Marshall, Tex.
KADY St. Charles, Mo.
KAFP Petaluma, Calif.
KAFY Eakersfield, Calif.
KAGE Winona, Minn.
KAGH Crossett, Ark.
KAGR Yuba City, Calif.
KAGT Anacortes, Wash.
KAHI Auburn, Calif.
KAHI Waipahu, T. H.
KAHM Honolulu, T.H.
KAIR Tucson, Ariz.
KAJO Grants Pass, Ore.
KAKC Tulsa, Okla.
KAKE Wichita, Kans.
KAKI San Antonio, Tex.
KALB Alexandria, La.
KALE Richland, Wash.
KALG Alamogordo N.M.
KALI Pasadena, Calif.
KALL Salt Lake City, Utah
KALM Thayer, Mo.
KALT Atlanta, Tex.

KALV Alva, Okla.
KAMD Camden, Ark.
KAML Kennedy-Karnes City, Tex.
KAMO Rogers, Ark.
†KAMP El Centro, Calif.
KAMQ Amarillo, Tex.
KANA Anaconda, Mont.
KAND Corsicana, Tex.
KANE New Iberia, La.
KANI Kanchoe, T.I.
KANN Sinton, Tex.
KANO Anoka, Minn.
KANS Wichita, Kans.
KAOK Lake Charles, La.
KAPA Raymond, Wash.
KAPB Marksville, La.
KAPK Minden, La.
KAPR Douglas, Ariz.
KARE Atchison, Kan.
KARK Little Rock, Ark.
KARM Fresno, Calif.
KART Jerome, Idaho
KARY Prosser, Wash.
KASA Elk City, Okla.
KASH Eugene, Ore.
KASI Ames Iowa
KASL Newcastle, Wyo.
KASM Albany, Minn.
KAST Astoria, Ore.
†KASY Auburn, Wash.
KATE Albert Lea, Minn.
KATI Casper, Wyo.
KATL Miles City, Mont.
KATO Reno, Nev.
KATR Corpus Christi, Tex.
KATP Pittsburg, Calif.
KATY San Luis Obispo, Calif.
KATZ St. Louis, Mo.
KAUS Austin, Minn.
KAVE Carlsbad, N.M.
KAVI Rocky Ford, Colo.
KAVL Lancaster, Calif.
KAVR Apple Valley, Calif.
KAWL York, Neb.
KAWT Douglas, Ariz.
KAYE Puyallup, Wash.
KAYL Storm Lake, Iowa
KAYO Seattle, Wash.
KAYS Hays, Kan.

KAYT Rupert, Idaho
KBAB El Cajon, Calif.
KBAL San Saba, Tex.
KBAM Longview, Wash.
KBAR Burley, Idaho
KBBA Benton, Ark.
KBBS Borger, Tex.
KBBC Centerville, Utah
KBBS Buffalo, Wyo.
KBCH Ocala, Fla.
KBCL Bossier City, La.
KBCC Grand Prairie, Tex.
KBEC Waxahatchie, Tex.
KBEE Modesto, Calif.
KBEL Idabel, Okla.
KBEN Carrizo Springs, Tex.
†KBEP Portland, Ore.
KBHM Branson, Mo.
KBHS Hot Springs, Ark.
KBIA Columbia, Mo.
KBIF Fresno, Calif.
KBIG Santa Catalina, Calif.
KBIM Roswell, N.M.
KBIS Eakersfield, Calif.
KBIX Muskogee, Okla.
KBIZ Ottumwa, Iowa
KBKC Mission, Kan.
KBKR Baker, Ore.
KBKW Aberdeen, Wash.
KBLA Burbank, Calif.
KBLF Red Bluff, Calif.
KBLI Blackfoot, Idaho
KBLQ Hot Springs, Ark.
KBLT Big Lake, Tex.
KBMI Henderson, Nev.
KBMN Bozeman, Mont.
KBMO Benson, Minn.
KBMW Breckenridge, Minn.
KBMX Coalinga, Calif.
KBMY Billings, Mont.
KBND Bend, Ore.
KBNZ Lajunta, Colo.
KBOA Kennett, Mo.
KBOF Oskaloosa, Iowa
KBOI Boise, Idaho
KBOK Malvern, Ark.
KBOL Boulder, Colo.
KBOM Bismarck-Mandan, N.D.
KBON Omaha, Neb.
KBOP Pleasanton, Tex.

KBOR Brownsville, Tex.
KBOW Butte, Mont.
KBOY Medford, Ore.
KBIS Portland, Ore.
KBRC Mt. Vernon, Wash.
KBKK Brookings, S. D.
KBRL McCook, Neb.
KBRO Bremerton, Wash.
KBRS Springdale, Ark.
KBRY Soda Springs, Idaho
KBZZ Freeport, Tex.
KBST Springhill, La.
KBST Big Spring, Tex.
KBTA Batesville, Ark.
KBTK Missoula, Mont.
KBTM Jonesboro, Ark.
KBTN Neosho, Mo.
KBTO Eldorado, Kan.
KBUC Corona, Calif.
KBUD Athens, Tex.
KBUH Brigham City, Utah
KBUN Bemidji, Minn.
KBUR Burlington, Iowa
KBUS Mexia, Tex.
KBVZ Mesa, Ariz.
KBVM Lancaster, Calif.
KBWD Brownwood, Tex.
KBYE Oklahoma City, Okla.
KBYS Anchorage, Alaska
KBZY Salem, Ore.
KCAL Redlands, Calif.
KCAP Helena, Mont.
KCAR Clarksville, Tex.
KCCB Des Moines, Iowa
KCCD Lubbock, Tex.
KCCQ San Diego, Calif.
KCBS San Francisco, Calif.
KCCO Lawton, Okla.
KCCP Corpus Christi, Tex.
KCEE Tucson, Ariz.
KCFH Cuero, Tex.
KCFI Cedar Falls, Iowa
KCHA Charles City, Iowa
KCFE Cherokee, Iowa
KCFH Chillicothe, Mo.
KCHJ Delano, Calif.
KCHR Charleston, Mo.
KCHS Truth or Consequences, N.M.
KCHV Coachella, Calif.

Am Calls CONTINUED

KCID Caldwell, Idaho
 KCIL Houma, La.
 KCIM Carroll, Iowa
 KCJB Minot, N.D.
 KCKN Kansas City, Kan.
 KCKY Coalgate, Ark.
 KCLA Pine Bluff, Ark.
 KCLE Cleburne, Tex.
 KCLF Clifton, Ariz.
 KCLN Clinton, Iowa
 KCLO Leavenworth, Kan.
 KCLP Rayville, La.
 KCLS Flagstaff, Ariz.
 KCLV Clovis, N.M.
 KCLW Hamilton, Tex.
 KCLX Colfax, Wash.
 KCMU Texarkana, Tex.
 KCMJ Palm Springs, Calif.
 KCMO Kansas City, Mo.
 KCMR McCamey, Tex.
 KCMS Manitou Springs, Colo.
 KCNA Tucson, Ariz.
 KCNI Broken Bow, Neb.
 KCNO Aituras, Calif.
 KCNY San Marcos, Tex.
 KCOB Newton, Iowa
 KCOG Centerville, Iowa
 KCOH Houston, Tex.
 KCOK Tulare, Calif.
 KCOL Ft. Collins, Colo.
 KCON Conway, Ark.
 KCOB San Antonio, Tex.
 KCOV Alliance, Neb.
 KCOY Santa Maria, Calif.
 KCRB Sacramento, Calif.
 KCRB Chanute, Kan.
 KCRD Enid, Okla.
 KCRE Crescent City, Calif.
 KCRG Cedar Rapids, Iowa
 KCRS Midland, Tex.
 KCRV Trinidad, Colo.
 KCRV Caruthersville, Mo.
 KCSB San Bernardino, Calif.
 KCSJ Pueblo, Colo.
 KCSR Chadron, Neb.
 KCTI Gonzales, Tex.
 KCTX Childress, Tex.
 KCUE Red Wing, Minn.
 KCUL Ft. Worth, Tex.
 KCVL Colville, Wash.
 KCVR Lodi, Calif.
 KCYL Lampasas, Tex.
 KDAC Fort Bragg, Calif.
 KDDAD Weed, Calif.
 KDAL Duluth, Minn.
 KDAN Eureka, Calif.
 KDAY Lubbock, Tex.
 KDAY Santa Monica, Calif.
 KDB Santa Barbara, Calif.
 KDBC Mansfield, La.
 KDBM Dillon, Mont.
 KDBS Alexandria, La.
 KDDP Dumas, Tex.
 KDEE Decorah, Iowa
 KDEF Albuquerque, N.M.
 KDEN Denver, Colo.
 KDES Palm Springs, Calif.
 KDET Center, Tex.
 KDEX Dexter, Mo.
 KDGO Durango, Colo.
 KDHL Faribault, Minn.
 KDIO Ortonville, Minn.
 KDIX Dickinson, N.D.
 KDJI Holbrook, Ariz.
 KDKA Pittsburgh, Pa.
 KDKD Clinton, Mo.
 KDLA DeRidder, La.
 KDLE Del Rio, Tex.
 KDLM Detroit Lakes, Minn.
 KDLR Devils Lake, N.D.
 KDLS The Dalles, Ore.
 KDMA Montevideo, Minn.
 KDMO Carthage, Mo.
 KDMS El Dorado, Ark.
 KDNT Denton, Tex.
 KDOK Tyler, Tex.
 KDON Salinas, Calif.
 KDQN DeQueen, Ark.
 KDRO Sedalia, Mo.
 KDRS Paragould, Ark.
 KDSJ Doadwood, S.D.
 KDSN Denison, Iowa
 KDSX Denison-Sherman, Tex.
 KDTA Delta, Colo.
 KDTH Dubuque, Iowa
 KDUB Lubbock, Tex.
 KDUT Hutchison, Minn.
 KDWT Stamford, Tex.
 KDXU St. George, Utah
 KDYL Salt Lake City, Utah
 KDZA Pueblo, Colo.
 KEAN Brownwood, Tex.
 KEAP Fresno, Calif.
 KEBE Jacksonville, Tex.
 KECK Odessa, Tex.
 KEED Springfield, Ore.
 KEEL Shreveport, La.
 KEEN San Jose, Calif.
 KEEP Twin Falls, Idaho
 KELE Centralia, Wash.
 KELD El Dorado, Ark.
 KELK Elko, Nev.
 KELE Kellogg, Idaho
 KELO Sioux Falls, S.D.
 KELP El Paso, Tex.
 KELY Ely, Nev.
 KENA Mena, Ark.
 KENE Toppensish, Wash.
 KENI Anchorage, Alaska
 KENL Arcata, Calif.

KENM Portales, N.M.
 KENO Las Vegas, Nev.
 KENS San Antonio, Tex.
 KENT Shreveport, La.
 KENY Bellingham-Ferndale, Wash.
 KEOS Flagstaff, Ariz.
 KEPR Kennelworth-Richland-Posco, Wash.
 KEPS Eagle Pass, Tex.
 KERB Kermit, Tex.
 KERD Eastland, Tex.
 KERK Eugene, Ore.
 KERN Bakersfield, Calif.
 KERV Kerrville, Tex.
 KETX Livingston, Tex.
 KEUN Eunice, La.
 KEVA Shamrock, Tex.
 KEVE Minneapolis, Minn.
 KEVL White Castle, La.
 KEVT Tucson, Ariz.
 KEX Portland, Ore.
 KEXO Grand Junction, Colo.
 KEXX San Antonio, Tex.
 KEYE Perryton, Tex.
 KEYJ Jamestown, N.D.
 KEYS Corpus Christi, Tex.
 KEYY Provo, Utah
 KEYZ Williston, N.D.
 KFAB Omaha, Neb.
 KFAC Los Angeles, Calif.
 KFAL Fulton, Mo.
 KFAM St. Cloud, Minn.
 KFAR Fairbanks, Alaska
 KFAY Fayetteville, Ark.
 KFBB Great Falls, Mont.
 KFBC Cheyenne, Wyo.
 KFBI Wichita, Kan.
 KFBR Sacramento, Calif.
 KFBA Amarillo, Tex.
 KFDM Beaumont, Tex.
 KFDR Grand Coulee, Wash.
 KFEL Pueblo, Colo.
 KFEQ St. Joseph, Mo.
 KFFA Helena, Ark.
 KFGO Boone, Iowa
 KFCT Fremont, Neb.
 KFH Wichita, Kan.
 KFHFA Tacoma, Wash.
 KFI Los Angeles, Calif.
 KFIR North Bend, Ore.
 KFIV Modesto, Calif.
 KPIZ Fond du Lac, Wis.
 KFJR Marshalltown, Iowa
 KFJI Klamath Falls, Ore.
 KFJM Grand Forks, N.D.
 KFJZ Ft. Worth, Tex.
 KFKA Greeley, Colo.
 KFKE Bellevue, Wash.
 KFKE Lawrence, Kan.
 KFEL Floydada, Tex.
 KPLJ Walsenburg, Colo.
 KPLW Klamath Falls, Ore.
 KELY Corvallis, Ore.
 KFMA Davenport, Iowa
 KFMB San Diego, Calif.
 KFMI Tulsa, Okla.
 KFML Denver, Colo.
 KFMO Flat River, Mo.
 KFNF Shenandoah, Iowa
 KPNV Ferriday, La.
 KPNW Fargo, N.D.
 KFOR Lincoln, Neb.
 KFOX Long Beach, Calif.
 KFPW Fort Smith, Ark.
 KFQD Anchorage, Alaska
 KFRB Fairbanks, Alaska
 KFRS San Francisco, Calif.
 KFRD Rosenberg, Tex.
 KFRE Fresno, Calif.
 KFRM Kansas City, Mo.
 KFRP Longview, Tex.
 KFRU Columbia, Mo.
 KFSA Ft. Smith, Ark.
 KFSP Joplin, Mo.
 KFSC Denver, Colo.
 KFSD San Diego, Calif.
 KFSG Los Angeles, Calif.
 KFST Ft. Stockton, Tex.
 KFTE Ft. Morgan, Colo.
 KFTV Paris, Tex.
 KFUN Las Vegas, N.M.
 KFLU Clayton, Mo.
 KFVS Cape Girardeau, Mo.
 KFWR Los Angeles, Calif.
 KFND Nampa, Idaho
 KFNM San Bernardino, Calif.
 KFYN Bonham, Tex.
 KFYO Lubbock, Tex.
 KFYP Bismarck, N. D.
 KGA Spokane, Wash.
 KGAF Gainesville, Tex.
 KGAK Gallup, N. M.
 KGAL Lebanon, Ore.
 KGAN Bastrop, La.
 KGAS Carthage, Tex.
 KGAT Salton, Ore.
 KGB San Diego, Calif.
 KGBG Galveston, Tex.
 KGBT Harlingen, Tex.
 KGBX Springfield, Mo.
 KGCN Sidney, Mont.
 KGDE Fergus Falls, Minn.
 KGDN Edmonds, Wash.
 KGEI Bakersfield, Calif.
 KGEK Sterling, Colo.
 KGEN Boise, Idaho
 KGEN Tulare, Calif.
 KGER Long Beach, Calif.
 KGEZ Kalispell, Mont.
 KGF Shawnee, Okla.
 KGFJ Los Angeles, Calif.
 KGPI Roswell, N. M.
 KGFW Kearney, Neb.
 KGFX Pierre, S. D.

KGFF Coffeyville, Kan.
 KGGM Albuquerque, N. M.
 KGHP Pueblo, Colo.
 KGHI Little Rock, Ark.
 KGHL Billings, Mont.
 KGHM Brookfield, Mo.
 KGIL San Fernando, Calif.
 KGIW Alamosa, Colo.
 KGKB Tyler, Tex.
 KGKI San Angelo, Tex.
 KGKO Dallas, Tex.
 KGLC Miami, Okla.
 KGLN Glenwood Springs, Colo.
 KGLQ Mason City, Iowa
 KGLU Safford, Ariz.
 KGMP Honolulu, T. H.
 KGMC Englewood, Colo.
 KGMO Cape Girardeau, Mo.
 KGMS Sacramento, Calif.
 KGNB New Braunfels, Tex.
 KGNC Amarillo, Tex.
 KGNO Dodge City, Kan.
 KCO San Francisco, Calif.
 KCOL Golden, Colo.
 KCON Oregon City, Ore.
 KGOS Torrington, Wyo.
 KGPC Grafton, N. D.
 KGRS Gresham, Ore.
 KGRT Las Cruces, N. M.
 KGST Fresno, Calif.
 KGU Honolulu, T. H.
 KGVU Greenville, Tex.
 KGVO Missoula, Mont.
 KGW Portland, Ore.
 KGWA Enid, Okla.
 KGY Olympia, Wash.
 KGYN Guymon, Okla.
 KGYW Vallejo, Calif.
 KHAM Albuquerque, N. M.
 KHAS Hastings, Neb.
 KHAT Phoenix, Ariz.
 KHBC Hilo, T. H.
 KHBC Okmulgee, Okla.
 KHBM Monticello, Ark.
 KHBR Hillsboro, Tex.
 KHCD Clifton, Ariz.
 KHDM Big Springs, Tex.
 KHEN Henryetta, Okla.
 KHFP Phoenix, Ariz.
 KHEP El Paso, Tex.
 KHFF Sierra Vista, Ariz.
 KHGH Pampa, Tex.
 KHLI Brighton-Ft. Lupton, Colo.
 KHIT Walla Walla, Wash.
 KHJ Los Angeles, Calif.
 KHMO Hannibal, Mo.
 KHOB Hobbs, N. M.
 KHOG Fayetteville, Ark.
 KHON Honolulu, T. H.
 KHOT Madera, Calif.
 KHOZ Harrison, Ark.
 KHQ Spokane, Wash.
 KHSJ Chico, Calif.
 KHVH Borker, Tex.
 KHVV Honolulu, T. H.
 KIBE Palo Alto, Calif.
 KIBH Seward, Alaska
 KIBL Beeville, Tex.
 KIBS Bishop, Calif.
 KICA Clovis, N. M.
 KICD Spencer, Iowa
 KICK Springfield, Mo.
 KICO Calexico, Calif.
 KID Idaho Falls, Idaho
 KIDD Monterey, Calif.
 KIDO Boise, Idaho
 KIEM Eureka, Calif.
 KIEV Glendale, Calif.
 KIFI Idaho Falls, Idaho
 KIFN Phoenix, Ariz.
 KIFW Sitka, Alaska
 KIHN Hugo, Okla.
 KIHQ Sioux Falls, S. D.
 KIHU Hood River, Ore.
 KIJV Huron, S. D.
 KIKI Honolulu, T. H.
 KIKK Bakersfield, Calif.
 KIKO Miami, Ariz.
 KIKS Sulphur, La.
 KILA Hilo, T. H.
 KILE Galveston, Tex.
 KILQ Grand Forks, N. D.
 KILT Houston, Tex.
 KIMA Yakima, Wash.
 KIML Gillette, Wyo.
 KIMN Denver, Colo.
 KIMO Independence, Mo.
 KIMP Mt. Pleasant, Tex.
 KINP Independence, Kan.
 KINE Kingsville, Tex.
 KING Seattle, Wash.
 KINK Phoenix, Ariz.
 KINS Eureka, Calif.
 KINT El Paso, Tex.
 KINY Juneau, Alaska
 KIOA Des Moines, Iowa
 KIOX Bay City, Tex.
 KIPA Hilo, T. H.
 KIRO Seattle, Wash.
 KIRT Mission, Tex.
 KIRN Klecksville, Mo.
 KISD Sioux Falls, S. D.
 KIST Santa Barbara, Calif.
 KIT Yakima, Wash.
 KITE San Antonio, Tex.
 KITI Chehalis, Wash.
 KITT Olympia, Wash.
 KITO San Bernardino, Calif.
 KIUL Garden City, Kan.
 KIUN Pecos, Tex.
 KIUP Durango, Colo.
 KIUY Crockett, Tex.
 KIWW San Antonio, Tex.
 KIXL Dallas, Tex.

KIXX Provo, Utah
 KIYI Shelby, Mont.
 KJAN Atlantic, Iowa
 KJAY Topeka, Kan.
 KJBC Midland, Tex.
 KJBS San Francisco, Calif.
 KJCF Festus, Mo.
 KJCT Junction City, Kan.
 KJEF Jennings, La.
 KJET Beaumont, Tex.
 KJFJ Webster City, Iowa
 KJIM Fort Worth, Tex.
 KJLT N. Platte, Neb.
 KJNO Juneau, Alaska
 KJOE Shreveport, La.
 KJOY Stockton, Calif.
 KJR Seattle, Wash.
 KJRG Newton, Kan.
 KJKS Columbus, Neb.
 KKEY Vancouver, Wash.
 KKOJ Ogden, Utah
 KLAC Los Angeles, Calif.
 KLAD Klamath Falls, Ore.
 KLAK Lakewood, Colo.
 KLAM Cordova, Alaska
 KLAN Renton, Wash.
 KLAS Las Vegas, Nev.
 KLBW La Grande, Ore.
 KLGB Libby, Mont.
 KLCN Blytheville, Ark.
 KLCO Poteau, Okla.
 KLEA Lovington, N. M.
 KLEC Jonesville, La.
 KLEE Ottumwa, Iowa
 KLEM Le Mars, Iowa
 KLEN Killeen, Tex.
 KLEX Lexington, Mo.
 KLFT Golden Meadow, La.
 KLGA Algona, Iowa
 KLGN Logan, Utah
 KLGR Redwood Falls, Minn.
 KLIC Monroe, La.
 KLIF Dallas, Tex.
 KLIF Jefferson City, Mo.
 KLIL Estherville, Iowa
 KLIN Lincoln, Neb.
 KLIQ Portland, Ore.
 KLIR Denver, Colo.
 KLIX Twin Falls, Idaho
 KLIZ Brainerd, Minn.
 KLKC Parsons, Kan.
 KLLA Leesville, La.
 KLLL Lubbock, Tex.
 KLMO Longmont, Colo.
 KLMR Lamar, Colo.
 KLMS Lincoln, Neb.
 KLNX Clayton, N. M.
 KLO Ogden, Utah
 KLOG Kelso, Wash.
 KLOH Pipestone, Minn.
 KLOK San Jose, Calif.
 KLOO Corvallis, Ore.
 KLOQ Yakima, Wash.
 KLOS Albuquerque, N. M.
 KLOU Lake Charles, La.
 KLOV Loveland, Colo.
 KLPL Lake Providence, La.
 KLPM Minot, N. D.
 KLPR Oklahoma City, Okla.
 KLPW Union, Mo.
 KLRA Little Rock, Ark.
 KLRS Mountain Grove, Mo.
 KLTF Little Falls, Minn.
 KLTI Longview, Tex.
 KLTR Blackwell, Okla.
 KLTZ Glasgow, Mont.
 KLUB Salt Lake City, Utah
 KLUE Shreveport, La.
 KLUK Evanston, Wyo.
 KLUU Toledo, Ore.
 KLUV Haynesville, La.
 KLVC Leadville, Colo.
 KLVI Vivian, La.
 KLVT Pasadena, Tex.
 KLVT Lovelland, Tex.
 KLWN Lawrence, Kan.
 KLWY Lebanon, Mo.
 KLX Oakland, Calif.
 KLYD Bakersfield, Calif.
 KLYK Spokane, Wash.
 KLYN Amarillo, Tex.
 KLYR Clarksville, Ark.
 KLYZ Denver, Colo.
 KMA Shenandoah, Iowa
 KMAC San Antonio, Tex.
 KMAF McKinney, Tex.
 KMAK Fresno, Calif.
 KMAK Tularosa, N. M.
 KMAN Manhattan, Kan.
 KMAF Bakersfield, Calif.
 KMAR Wintonsboro, La.
 KMBC Kansas City, Mo.
 KMBL Junction, Tex.
 KMBY Monterey, Calif.
 KMCD Fairfield, Iowa
 KMCM McMinville, Ore.
 KMCO Conroe, Tex.
 KMDO Fort Scott, Kan.
 KMED Medford, Ore.
 KMEL Wenatchee, Wash.
 KMHI Marshall, Minn.
 KMHT Marshall, Tex.
 KMIL Cameron, Tex.
 KMKN Grants, N. M.
 KMJ Fresno, Calif.
 KMLB Monroe, La.
 KMLW Martin, Tex.
 KMMJ Grand Island, Neb.
 KMNO Marshall, Mo.
 KMNS Sioux City, Iowa
 KMO Tacoma, Wash.
 KMOP Great Falls, Mont.
 KMOP Tucson, Ariz.
 KMOR Oroville, Calif.
 KMOX St. Louis, Mo.

KMPC Los Angeles, Calif.
 KMRC Morgan City, La.
 KMRS Morris, Minn.
 KMUL Muleshoe, Tex.
 KMUR Murray, Utah
 KMUS Muskogee, Okla.
 KMVI Wailuku, T. H.
 KMYC Marysville, Calif.
 KMYR Denver, Colo.
 KNAF Fredericksburg, Tex.
 KNAK Salt Lake City, Utah
 KNAL Victoria, Tex.
 KNBC San Francisco, Calif.
 KNBX Kirkland, Wash.
 KNBY Newport, Ark.
 KNCK Concordia, Kan.
 KNCM Moberly, Mo.
 KNCO Garden City, Kan.
 KNDC Hettlinger, N. D.
 KNDY Marysville, Kan.
 KNEA Jonesboro, Ark.
 KNEB Scottsbluff, Neb.
 KNEE McAlester, Okla.
 KNEB Brady, Tex.
 KNEM Nevada, Mo.
 KNET Palestine, Tex.
 KNEW Spokane, Wash.
 KNEV McPherson, Kan.
 KNEZ Lompoc, Calif.
 KNFS Hanford, Calif.
 KNIM Maryville, Mo.
 KNIT Abilene, Tex.
 KNLR N. Little Rock, Ark.
 KNOC Natchitoches, La.
 KNOE Monroe, La.
 KNOG Nogales, Ariz.
 KNOX Fort Worth, Tex.
 KNOR Norman, Okla.
 KNOT Prescott, Ariz.
 KNOW Austin, Tex.
 KNOX Grand Forks, N. D.
 KNPT Newport, Ore.
 KNUJ New Ulm, Minn.
 KNUZ Houston, Tex.
 KNWS Waterloo, Iowa
 KNN Los Angeles, Calif.
 KOA Denver, Colo.
 KOAC Corvallis, Ore.
 KOAL Price, Utah
 KOAM Pittsburg, Kan.
 KOB Albuquerque, N. M.
 KOBE Las Cruces, N. M.
 *KOBH Hot Springs, S. D.
 KOBY San Francisco, Calif.
 KOCA Kilgore, Tex.
 KOCS Ontario, Cal.
 KOCC Oklahoma City, Okla.
 KODE Joplin, Mo.
 KODI Cody, Wyo.
 KODL The Dalles, Ore.
 KODY N. Platte, Neb.
 KOEL Oelwein, Iowa
 KOFA Yuma, Ariz.
 KOFE Pullman, Wash.
 KOPI Kalispell, Mont.
 KOPO Ottawa, Kan.
 KOPY San Mateo, Calif.
 KOGA Ogallala, Neb.
 KOGT Orange, Tex.
 KOH Reno, Nev.
 KOHU Hermiston, Ore.
 KOIL Omaha, Neb.
 KOIN Portland, Ore.
 KOJM Havre, Mont.
 KOKA Shreveport, La.
 KOKO Warrensburg, Mo.
 KOKX Keokuk, Iowa
 KOKY Little Rock, Ark.
 KOL Seattle, Wash.
 KOLD Tucson, Ariz.
 KOLE Port Arthur, Tex.
 KOLJ Quannah, Tex.
 KOLO Reno, Nev.
 KOLR Sterling, Colo.
 KOLS Pryor, Okla.
 KOLT Scottsbluff, Neb.
 KOLY Mohrbridge, S. D.
 KOMA Oklahoma City, Okla.
 KOMB Cottage Grove, Ore.
 KOME Tulsa, Okla.
 KOMO Seattle, Wash.
 KOMW Omak, Wash.
 KOMY Watsonville, Calif.
 KONE Reno, Nev.
 KONG Visalia, Calif.
 KONI Phoenix, Ariz.
 KONO San Antonio, Tex.
 KONP Port Angeles, Wash.
 KOOK Billings, Mont.
 KOOL Phoenix, Ariz.
 KOOO Omaha, Neb.
 KOOS Coos Bay, Ore.
 KOPR Butte, Mont.
 KOPY Alice, Tex.
 KORA Bryan, Tex.
 KORC Mineral Wells, Tex.
 KORD Pasco, Wash.
 KORE Eugene, Ore.
 KORK Las Vegas, Nev.
 KORN Mitchell, S. D.
 KORT Grangeville, Idaho
 KOSA Odessa, Tex.
 KOSE Osceola, Ark.
 KOSF Nacogdoches, Tex.
 KOSI Aurora, Colo.
 KOSY Texarkana, Ark.
 KOTA Rapid City, S. D.
 KOTN Pine Bluff, Ark.
 KOTS Deming, N. M.
 KOVC Valley City, N. D.
 KOVE Lander, Wyo.
 KOVO Provo, Utah
 KOWB Laramie, Wyo.
 KOWH Omaha, Neb.
 KOWL Bijou, Calif.

KOWN Escondido, Calif.
 KOXR Oxnard, Calif.
 KOY Phoenix, Ariz.
 KOYE El Paso, Tex.
 KOYL Odessa, Tex.
 KOYN Billings, Mont.
 KOZE Lewiston, Idaho
 KOZI Chelan, Wash.
 KOZY Grand Rapids, Minn.
 KPAC Port Arthur, Tex.
 KPAK Minden, La.
 KPAL Palm Springs, Calif.
 KPAM Portland, Ore.
 KPAN Hereford, Tex.
 KPAP Redding, Calif.
 KPAS Banning, Calif.
 KPAY Chico, Calif.
 KPBA Pine Bluff, Ark.
 KPBM Carlsbad, N. M.
 KPDM Pampa, Tex.
 KPDP Portland, Ore.
 KPFG Spokane, Wash.
 KPFL Lafayette, La.
 KPFP San Angelo, Tex.
 KPER Gilroy, Calif.
 KIET Lamesa, Tex.
 KPFO Phoenix, Ariz.
 KPFD Fayette, Idaho
 KPFG Cedar Rapids, Iowa
 KPIK Colorado Springs, Colo.
 KPIN Osa Grande, Ariz.
 KPKW Pasco, Wash.
 KPLIC Lake Charles, La.
 KPLK Dallas, Ore.
 KPLT Paris, Tex.
 KPMC Bakerfield, Calif.
 KPOA Honolulu, T. H.
 KPOC Pocatone, Ark.
 KPOF Denver, Colo.
 KPOJ Portland, Ore.
 KPOK Scottsdale, Ariz.
 KPOL Los Angeles, Calif.
 KPOP Los Angeles, Calif.
 KPOR Quincy, Wash.
 KPOS Post, Tex.
 KPOW Powell, Wyo.
 KPPC Pasadena, Calif.
 KPQ Wenatchee, Wash.
 KPRR Redmond, Ore.
 KPRC Houston, Tex.
 KPRK Livingston, Mont.
 KPRL Paso Robles, Calif.
 KPRO Riverside, Calif.
 KPRS Kansas City, Mo.
 KPSO Fairfurnas, Tex.
 KPST Preston, Idaho
 KPTL Carson City, Nev.
 KPUG Bellingham, Wash.
 KPVA Camas, Wash.
 *KQAI Austin, Minn.
 *KQDI Bismarck, N. D.
 KQDY Minot, N. D.
 KQIK Lakeview, Ore.
 KQTY Everett, Wash.
 KQUE Albuquerque, N. M.
 KQV Pittsburgh, Pa.
 KRAC Alamogordo, N. M.
 KRAC Craig, Colo.
 KRAK Stockton, Calif.
 KRAL Rawlins, Wyo.
 KRAM Las Vegas, Nev.
 KRAY Amarillo, Tex.
 KRBA Lufkin, Tex.
 KRBC Abilene, Tex.
 KRBI St. Peter, Minn.
 KRBO Las Vegas, Nev.
 KRCK Ridgecrest, Calif.
 KRCO Prineville, Ore.
 KRCT Pasadena, Tex.
 KRDC Redding, Calif.
 KRDO Colorado Springs, Colo.
 KRDI Dinuba, Calif.
 KRE Berkeley, Calif.
 KREH Oakdale, La.
 KREI Farmington, Mo.
 KREL Baytown, Tex.
 KREM Spokane, Wash.
 KREO Indio, Calif.
 KRES St. Joseph, Mo.
 KREW Sunnyside, Wash.
 KRFX Grand Junction, Colo.
 KRFA Fordyce, Ark.
 KRFO Owatonna, Minn.
 KRGI Grand Island, Neb.
 KRGV Weslaco, Tex.
 KRHD Duncan, Okla.
 KRIB Mason City, Iowa
 KRIC Beaumont, Tex.
 KRIG Odessa, Tex.
 KRIO McAllen, Tex.
 KRIZ Phoenix, Ariz.
 KRKD Los Angeles, Calif.
 KRKO Everett, Wash.
 KRKS Ridgecrest, Calif.
 KRLC Lewiston, Idaho
 KRLD Dallas, Tex.
 KRLN Canon City, Colo.
 KRLL Walnut Ridge, Ark.
 KRMD Shreveport, La.
 KRMG Tulsa, Okla.
 KRMO Monett, Mo.
 KRMS Eldon, Mo.
 KRMW The Dalles, Ore.
 KRNO San Bernardino, Calif.
 KRNR Roseburg, Ore.
 KRNS Burns, Ore.
 KRNT Des Moines, Iowa
 KRNY Kearney, Neb.
 KRQC Rochester, Minn.
 KRQD El Paso, Tex.
 KRQF Abbeville, La.
 KRQG Sonora, Calif.
 KRQW Brawley, Calif.
 KRQK Clinton, Iowa
 KRQW Oakland, Calif.

KROY Crookston, Minn.
 KROV Sacramento, Calif.
 KRPL Moscow, Idaho
 KRRV Sherman, Tex.
 KRSC Othello, Wash.
 KRSD Rapid City, S. D.
 KRST Hopkins-Edina-St. Louis, Minn.
 KRSL Russell, Kan.
 KRSSN Los Alamos, N. M.
 KRSTN Raton, N. M.
 KRTR Thermopolis, Wyo.
 KRUN Ballinger, Tex.
 KRUS Ruston, La.
 KRUX Glendale, Ariz.
 KRVN Lexington, Neb.
 KRWC Forest Grove, Ore.
 KRXC Rexburg, Idaho
 KRXL Roseburg, Ore.
 KRYS Corpus Christi, Tex.
 KRAC Mahattan, Kan.
 KSAI Salina, Kan.
 KSAM Huntsville, Tex.
 KSAN San Francisco, Calif.
 KSAY San Francisco, Calif.
 KSBW Salinas, Calif.
 KSCB Liberal, Kan.
 KSCJ Sioux City, Iowa
 KSCO Santa Cruz, Calif.
 KSD St. Louis, Mo.
 KSDA Redding, Calif.
 KSDN Aberdeen, S. D.
 KSDO San Diego, Calif.
 KSEI Pocatone, Idaho
 KSEK Pittsburg, Kan.
 KSEF Lubbock, Tex.
 KSEH Moses Lake, Wash.
 KSEI Durant, Okla.
 KSET El Paso, Tex.
 KSEW Sitka, Alaska
 KSEY Seymour, Tex.
 KSEA Nacogdoches, Tex.
 KSEF Needles, Calif.
 KSEF San Francisco, Calif.
 KSGM Ste. Genevieve, Mo.
 KSHB Creston, Iowa
 KSID Sidney, Neb.
 KSIG Crowley, La.
 KSII Gladewater, Tex.
 KSIL Silver City, N. M.
 KSIM Sikeston, Mo.
 KSIR Wichita, Kan.
 KSIS Sedalia, Mo.
 KSIW Woodward, Okla.
 KSIX Corpus Christi, Tex.
 KSJB Jamestown, N. D.
 KSJO San Jose, Calif.
 KSKY Dallas, Tex.
 KSL Salt Lake City, Utah
 KSLM Salem, Ore.
 KSLD Opelousas, La.
 KSLV Monte Vista, Colo.
 KSMA Santa Maria, Calif.
 KSML Seminole, Tex.
 KSMN Mason City, Iowa
 KSMO Salem, Mo.
 KSNV Snyder, Tex.
 KSO Des Moines, Iowa
 KSOB Arkansas City, Kans.
 KSON San Diego, Calif.
 KSOO Sioux Falls, S. D.
 KSOP Salt Lake City, Utah
 KSOX Raymondville, Tex.
 KSPA Santa Paula, Calif.
 KSPJ Stillwater, Okla.
 KSPK Daboll, Tex.
 KSPR Casper, Wyo.
 KSPS Sandpoint, Idaho
 KSSRC Socorro, N. M.
 KSSR Santa Rosa, Calif.
 KSTRV Ontario, Ore.
 KSTP Sulphur Spring, Tex.
 KSTA Coleman, Tex.
 KSTB Breckenridge, Tex.
 KSTL St. Louis, Mo.
 KSTN Stockton, Calif.
 KSTP St. Paul, Minn.
 KSTR Grand Junction, Colo.
 KSTV Davenport, Iowa
 KSTV Stephenville, Tex.
 KSTW Cedar City, Utah
 KSTX Susanville, Calif.
 KSTY Fairmont, Minn.
 KSTZ Bisbee, Ariz.
 KSVF Richfield, Utah
 KSVV Artesia, N. M.
 KSWA Graham, Tex.
 KSWI Council Bluffs, Iowa
 KSWO Lawton, Okla.
 KSWR Rowell, N. M.
 KSVY Yreka, Calif.
 KSYD Wichita Falls, Tex.
 KSYL Alexandria, La.
 KTAAC Tacoma, Wash.
 KTAE Taylor, Tex.
 KTAH Sherman, Tex.
 KTAH Phoenix, Ariz.
 KTAI Frederick, Okla.
 KTRB Tyler, Tex.
 KTRC Austin, Tex.
 KTCB Malden, Mo.
 KTCN Berryville, Ark.
 KTCF Fort Smith, Ark.
 KTEE Carmel, Calif.
 KTEL Walla Walla, Wash.
 KTEM Temple, Tex.
 KTER Terrell, Tex.
 KTFE Livingston, Tex.
 KTFI Twin Falls, Idaho
 KTFE Texarkana, Tex.
 KTFY Brownfield, Tex.
 KTHE Thermopolis, Wyo.
 KTHS Little Rock, Ark.
 KTHT Houston, Tex.
 KTTB Thibodaux, La.

KTIL Tillamook, Ore.
 KTIM San Rafael, Calif.
 KTIP Porterville, Calif.
 KTIS Minneapolis, Minn.
 KTIX Seattle, Wash.
 KTJS Hobart, Okla.
 KTKN Ketchikan, Alaska
 KTKR Taft, Calif.
 KTKT Tucson, Ariz.
 KTLD Tallulah, La.
 KTLN Denver, Colo.
 KTLQ Mt. Home, Ark.
 KTLQ Tahlequah, Okla.
 KTLU Rusk, Tex.
 KTLV Texas City, Tex.
 KTMCA McAlester, Okla.
 KTMK Marked Tree, Ark.
 KTMN Santa Barbara, Calif.
 KTN Falls City, Neb.
 KTNM Tucumcari, N. M.
 KTNB Tacoma, Wash.
 KTOJ Mankato, Minn.
 KTOH Lihue, T. H.
 KTOK Oklahoma City, Okla.
 KTOO Henderson, Nev.
 KTOP Tepeka, Kan.
 KTOV Oklahoma City, Okla.
 KTRB Modesto, Calif.
 KTRC Santa Fe, N. M.
 KTRF Lufkin, Tex.
 KTRF Thief River Falls, Minn.
 KTRH Houston, Tex.
 KTRT Sioux City, Iowa
 KTRM Beaumont, Tex.
 KTRN Wichita Falls, Tex.
 KTRY Bastrop, La.
 KTSM El Paso, Tex.
 KTTN Trenton, Mo.
 KTTT Rolla, Mo.
 KTTV Springfield, Mo.
 KTVU Tucson, Ariz.
 KTVL Tullia, Tex.
 KTVL Tulsa, Okla.
 KTVL Turlock, Calif.
 KTVT Tooele, Utah
 KTVW Seattle, Wash.
 KTXC Big Spring, Tex.
 KTXJ Jasper, Tex.
 KTXL San Angelo, Tex.
 KTXN Austin, Tex.
 KTYM Inglewood, Calif.
 KUAM Agana, Guam
 KUAA Yuba City, Calif.
 KUBC Montrose, Colo.
 KURE Pendleton, Ore.
 KUDF Oceanside, Calif.
 KUDF Great Falls, Mont.
 KUDI Kansas City, Mo.
 KUDV Ventura, Calif.
 KUDY Littleton, Colo.
 KUXN Wenatchee, Wash.
 KUGO Phoenix, Ariz.
 KUGN Eugene, Ore.
 KUTK Hillsboro, Ore.
 KUNO Grants Pass, Ore.
 KUJ Walla Walla, Wash.
 KUKI Ukiah, Calif.
 KUKU Willow Springs, Mo.
 KULA Honolulu, T. H.
 KULE Ephrata, Wash.
 KULP El Campo, Tex.
 KUMA Pendleton, Ore.
 KUNO Corpus Christi, Tex.
 KUOA Siloam Springs, Ark.
 KUOM Minneapolis, Minn.
 KUPI Idaho Falls, Idaho
 KUAA Moab, Utah
 KURV Edinburg, Tex.
 KURY Brookings, Ore.
 KUSD Vermillion, S. D.
 KUSH Cushing, Okla.
 KUSN St. Joseph, Mo.
 KUTI Yakima, Wash.
 KUTY Palmdale, Calif.
 KUVB Holdrege, Neb.
 KUVN West Monroe, La.
 KVAN Vancouver, Wash.
 KVAS Astoria, Ore.
 KVBK Farmington, N. M.
 KVCB Wolf Point, Mont.
 KVCV Winfield, La.
 KVEV Redding, Calif.
 KVEC San Luis Obispo, Calif.
 KVEL Vernal, Utah
 KVEN Ventura, Calif.
 KVET Austin, Tex.
 KVEV Cortez, Colo.
 KVFD Ft. Dodge, Iowa
 KVGB Great Bend, Kan.
 KVHC O'Neill, Neb.
 KVHL Homer, La.
 KVI Seattle, Wash.
 KVIC Victoria, Tex.
 KVIN New Iberia, La.
 KVIN Vinita, Okla.
 KVIP Redding, Calif.
 KVKM Monahans, Tex.
 KVLB Cleveland, Tex.
 KVLK Little Rock, Ark.
 KVLV Alpine, Tex.
 KVLV Pauls Valley, Okla.
 KVLV Fallon, Nev.
 KVMA Magnolia, Ark.
 KVMC Colorado City, Tex.
 KVNA Flagstaff, Ariz.
 KVNC Winslow, Ariz.
 KVNI Coeur d'Alene, Idaho
 KVNU Logan, Utah
 KVOA Tucson, Ariz.
 KVOG Casper, Wyo.
 KVOG Denver, Colo.
 KVOE Emporia, Kan.
 KVOG Ogden, Utah
 KVOL Lafayette, La.

Am Calls CONTINUED

KVOM Morrilton, Ark.
 KVON Napa, Calif.
 KVOO Tulsa, Okla.
 KVOP Plainview, Tex.
 KVOR Colorado Springs, Colo.
 KVOS Bellingham, Wash.
 KVOU Uvalde, Tex.
 KVOW Littlefield, Tex.
 KVON Moorehead, Minn.
 KVOY Yuma, Ariz.
 KVOZ Larodo, Tex.
 KVPI Villo Platte, La.
 KVRK Arkadelphia, Ark.
 KVRH Salida, Colo.
 KVRB Rock Springs, Wyo.
 KVSA McGehee, Ark.
 KVSE Santa Fe, N.M.
 KVSO Ardmore, Okla.
 KVVC Vernon, Tex.
 KVVM Show Low, Ariz.
 KVWO Cheyenne, Wyo.
 KWAD Wadena, Minn.
 KWAK Stuttgart, Ark.
 KWAL Wallace, Idaho
 KWAT Watertown, S. D.
 KWEE Wichita, Kan.
 KWEE Beatrice, Neb.
 KWFG Boone, Iowa
 KWER Oakland, Calif.
 KWFW Hutchinson, Kan.
 KWJY Colorado Springs, Colo.
 KWCB Searcy, Ark.
 KWCL Oak Grove, La.
 KWDM Des Moines, Iowa
 KWEB Rochester, Minn.
 KWED Seguin, Tex.
 KWEL Weiser, Idaho
 KWEL Midland, Tex.
 KWEM Memphis, Tenn.
 KWFW Hobbs, N. M.
 KWFC Hot Springs, Ark.
 KWFR San Angelo, Tex.
 KWFT Wichita Falls, Tex.
 KWG Stockton, Calif.
 KWJB Goodland, Kan.
 KWHI Brenham, Tex.
 KWHK Hutchinson, Kan.
 KWHN Ft. Smith, Ark.
 KWHO Salt Lake City, Utah
 KWHW Altus, Okla.
 KWIC Salt Lake City, Utah
 KWIK Pocatello, Idaho
 KWIL Albany, Ore.
 KWIN Ashland, Ore.
 KWIP Merced, Calif.
 KWIQ Moses Lake, Wash.
 KWIZ Douglas, Wyo.
 KWIZ Santa Ana, Calif.
 KWJB Globe, Ariz.
 KWJJ Portland, Ore.
 KWK St. Louis, Mo.
 KWKC Abilene, Tex.
 KWKH Shreveport, La.
 KWLC Decorah, Iowa
 KWLK Longview, Wash.
 KWLM Willmar, Minn.
 KWMT Fort Dodge, Iowa
 KWNA Winnemucca, Nev.
 KWNO Winona, Minn.
 KWOC Worthington, Minn.
 KWOC Poplar Bluff, Mo.
 KWOC Clinton, Okla.
 KWON Bartlesville, Okla.
 KWOR Worland, Wyo.
 KWOS Jefferson City, Mo.
 KWOW Pomona, Calif.
 KWPC Muscatine, Iowa
 KWPM West Plains, Mo.
 KWPR Pendleton, Ore.
 KWRC Bendleton, Ore.
 KWRD Henderson, Tex.
 KWRE Warrenton, Mo.
 KWRF Warren, Ark.
 KWRL Riverton, Wyo.
 KWRO Coquille, Ore.
 KWRT Boonville, Mo.
 KWRW Guthrie, Okla.
 KWSC Pullman, Wash.
 KWSD Mt. Shasta, Calif.
 KWSH Wewoka, Okla.
 KWSK Pratt, Kan.
 KWST Wasco, Calif.
 KWTC Barstow, Calif.
 KWTO Springfield, Mo.
 KWTX Waco, Tex.
 KWVY Waverly, Iowa
 KWWT Waterloo, Iowa
 KWYK Farmington, N. M.
 KWYN Wyano, Ark.
 KWYO Sheridan, Wyo.
 KWYR Winner, S. D.
 KNA Seattle, Wash.
 KNAR Hope, Ark.
 KNEL Waterloo, Iowa
 KNEM Mexico, Mo.
 KNFI Ft. Madison, Iowa
 KNFN Glendive, Mont.
 KNIC Iowa City, Iowa
 KNIT Dalhart, Tex.
 KNJK Forrest City, Ark.
 KNL Portland, Ore.
 KNLA Pasadena, Calif.
 KNLE Ellensburg, Wash.
 KNLF Rutte, Mont.
 KNLJ Helena, Mont.
 KNLK Great Falls, Mont.
 KNLL Missoula, Mont.
 KNLO Lewiston, Mont.
 KNLQ Bozeman, Mont.

KXLR N. Little Rock, Ark.
 KXLY Clayton, Mo.
 KXLY Spokane, Wash.
 KXO El Centro, Calif.
 KXOA Sacramento, Calif.
 KXOK St. Louis, Mo.
 KXOL Ft. Worth, Tex.
 KXOX Sweetwater, Tex.
 KXRA Alexandria, Minn.
 KXRIJ Russellville, Ark.
 KXRO Aberdeen, Wash.
 KXRX San Jose, Calif.
 KXXX Colby, Kan.
 KXYZ Houston, Tex.
 KYA San Francisco, Calif.
 KYCA Prescott, Ariz.
 KYES Roseburg, Ore.
 KYJC Medford, Ore.
 KYME Boise, Idaho
 KYNG Coos Bay, Ore.
 KYNO Fresno, Calif.
 KYNT Yankton, S. D.
 KYOK Houston, Tex.
 KYOR Blythe, Calif.
 KYOS Merced, Calif.
 KYOU Greeley, Colo.
 KYSM Mankato, Minn.
 KYSN Colorado Springs, Colo.
 KYTE Pocatello, Idaho
 KYUM Yuma, Ariz.
 KYW Cleveland, Ohio
 KZEA Shreveport, La.
 KZEE Weatherford, Tex.
 KZEY Tyler, Tex.
 KZIN Coeur D'Alene, Idaho
 KZIP Amarillo, Tex.
 KZOK Prescott, Ariz.
 KZOL Muleshoe, Tex.
 KZUM Farmington, N. M.
 KZUN Opportunity, Wash.
 WAAA Winston-Salem, N. C.
 WAAA Worcester, Mass.
 WAAA Chicago, Ill.
 WAAG Adel, Ga.
 WAAN Marlborough, Mass.
 WABA Aguadilla, P. R.
 WABB Mobile, Ala.
 WABC New York, N. Y.
 WABC Greenwood, Miss.
 WABJ Bangor, Me.
 WABJ Adrian, Mich.
 WABL Amite, La.
 WABM Houston, Mo.
 WABO Waynesboro, Miss.
 WABR Winter Park, Fla.
 WABV Abbeville, S. C.
 WABY Albany, N. Y.
 WABZ Albemarle, N. C.
 WACA Camden, S. C.
 WACB Kittanning, Pa.
 WACE Chicopee, Mass.
 WACK Newark, N. Y.
 WACL Waycross, Ga.
 WACO Waco, Tex.
 WACR Columbus, Miss.
 WACT Tuscaloosa, Ala.
 WADA Shelby, N. C.
 WADC Akron, Ohio
 WADE Wadesboro, N. C.
 WADK Newport, R. I.
 WADP Kane, Pa.
 WADS Ansonia, Conn.
 WAEB Allentown, Pa.
 WAEL Mayaguez, P. R.
 WAEW Crossville, Tenn.
 WAFB Staunton, Va.
 WAGA Atlanta, Ga.
 WAGC Chattanooga, Tenn.
 WAGE Leesburg, Va.
 WAGF Dothan, Ala.
 WAGG Franklin, Tenn.
 WAGM Presque Isle, Me.
 WAGN Menominee, Mich.
 WAGR Lumberton, N. C.
 WAGS Bishopville, S. C.
 WAHL Hastings, Mich.
 WAIL Baton Rouge, La.
 WAIM Anderson, S. C.
 WAIN Columbia, Ky.
 WAIP Prichard, Ala.
 WAIR Winston-Salem, N. C.
 WAIT Chicago, Ill.
 WAJF Decatur, Ala.
 WAJR Morgantown, W. Va.
 WAKE Atlanta, Ga.
 WAKN Aiken, S. C.
 WAKR Akron, Ohio
 WAKG Latrobe, Pa.
 WALA Mobile, Ala.
 WALB Albany, Ga.
 WALD Waterboro, S. C.
 WALE Fall River, Mass.
 WALK Patchogue, N. Y.
 WALL Middletown, N. Y.
 WALM Albion, Mich.
 WALO Humacao, P. R.
 WALT Tampa, Fla.
 WALY Herkimer, N. Y.
 WAMD Aberdeen, Md.
 WAMI Opp, Ala.
 WAMI Laurel, Miss.
 WAMM Flint, Mich.
 WAMO Homestead, Pa.
 WAMP Pittsburgh, Pa.
 WAMS Wilmington, Del.
 WAMV East St. Louis, Ill.
 WAMW Washington, Ind.
 WAMY Amory, Miss.
 WANA Anniston, Ala.
 WANB Waynesburg, Pa.
 WAND Canton, Ohio
 WANE Ft. Wayne, Ind.
 WANN Annapolis, Md.
 WANS Anderson, S. C.
 WANT Richmond, Va.

WAOK Atlanta, Ga.
 WAOV Vincennes, Ind.
 WAPA San Juan, P. R.
 tWAPE Jacksonville, Fla.
 WAPP McComb, Miss.
 WAPG Arcadia, Fla.
 WAPJ Birmingham, Ala.
 WAPL Appleton, Wis.
 WAPQ Chattanooga, Tenn.
 WAPX Montgomery, Ala.
 WAQE Towson, Md.
 WARA Attleboro, Mass.
 WARB Covington, La.
 WARC Milton, Pa.
 WARD Johnstown, Pa.
 WARE Ware, Mass.
 WARF Jasper, Ala.
 WARK Hagerstown, Md.
 WARL Arlington, Va.
 WARM Scranton, Pa.
 WARN Fort Pierce, Fla.
 WARU Peru, Ind.
 WASA Havre de Grace, Md.
 WASL Lafayette, Ind.
 tWAST Auburn, Ga.
 WATA Boone, N. C.
 WATC Gaylord, Mich.
 WATD Cheraw, S. C.
 WATE Knoxville, Tenn.
 WATG Ashland, Ohio
 WATH Athens, Ohio
 WATK Antigo, Wis.
 WATM Almore, Ala.
 WATN Watertown, N. Y.
 WATO Oak Ridge, Tenn.
 WATP Marion, S. C.
 WATH Waterbury, Conn.
 WATS Sayre, Pa.
 WATT Cadillac, Mich.
 WATW Ashland, Wis.
 WATZ Alpena, Mich.
 tWATB Auburn, N. Y.
 WAUD Wanchula, Fla.
 WAUG Augusta, Ga.
 WAUN Waukesha, Wis.
 WAVE Louisville, Ky.
 WAVI Dayton, Ohio
 WAVL Anolis, Pa.
 WAVN Stillwater, Minn.
 tWAVO Avondale Estates, Ga.
 WAVP Avon Park, Fla.
 WAVI Albertville, Ala.
 WAVY Portsmouth, Va.
 WAVZ New Haven, Conn.
 WAWK Kendallville, Ind.
 WAWZ Zarephath, N. J.
 WANE Vero Beach, Fla.
 WAYB Waynesboro, Va.
 WAYE Dundalk, Md.
 WAYN Rockingham, N. C.
 WAYS Charlotte, N. C.
 WAYX Waycross, Ga.
 WAYZ Waynesboro, Pa.
 WAZA Bainbridge, Ga.
 WAZP Yazoo City, Miss.
 WAZL Hazleton, Pa.
 WAZA Lafayette, Ind.
 WRAB Babylon, N. Y.
 WRAC Cleveland, Tenn.
 WRAL Baltimore, Md.
 WRAM Montgomery, Ala.
 WRAP Ft. Worth, Tex.
 WRAR Bartow, Fla.
 WRAT Marion, Ind.
 WRBW Barnwell, S. C.
 WRBA Wilkes-Barre, Pa.
 WRAY Green Bay, Wis.
 WRBA Pittsfield, Ill.
 WRER Burlington, N. C.
 WRFC Flint, Mich.
 WRFF Rochester, N. Y.
 WRFI Albion, Va.
 WRFL Richmond, Va.
 WRFM Chicago, Ill.
 WRFN Perry, Ga.
 WRBO Forest City, N. C.
 WRBO Augusta, Ga.
 WRBW Youngstown, Ohio
 WRBZ Ponca City, Okla.
 WRCA Bay Minette, Ala.
 WRCB Levittown — Fairless Hills, Pa.
 WRCK Battle Creek, Mich.
 WRDM Bay City, Mich.
 WRBO Bessemer, Ala.
 WRBR Christiansburg, Va.
 WRBU Union, S. C.
 WRBC Pittsfield, Mass.
 WRBE Harvey, Ill.
 WRBJ Elizabethton, Tenn.
 WRBL Heliport, Wis.
 WRBN Buffalo, N. Y.
 WRBT Brockton, Mass.
 WRBJ Beaufort, S. C.
 WRBY Beaver Dam, Wis.
 WRBN Chillicothe, Ohio
 WRBC Fremont, Mich.
 WRFD Redford, Pa.
 WRBC Chopley, Fla.
 WRGR Jessup, Ga.
 WRFB Fitzgerald, Ga.
 WRHC Hampton, S. C.
 WRHP Cartersville, Ga.
 WRHP Huntsville, Ala.
 WRBA Augusta, Ga.
 WRHE Marietta, Ga.
 WRIG Greensboro, N. C.
 WRIL Leesburg, Fla.
 WRIP Booneville, Miss.
 WRIR Knoxville, Tenn.
 WRIS Bristol, Conn.
 WRBW Bedford, Ind.
 WRIZ Eau Claire, Wis.
 WRKH Hattiesburg, Miss.

WBKN Newton, Miss.
 WBKV West Bend, Wis.
 WBLA Elizabethtown, N. C.
 WBLE Batesville, Miss.
 WBLG Lexington, Ky.
 WBLJ Dalton, Ga.
 WBLQ Evergreen, Ala.
 WBLR Batesburg, S. C.
 WBLT Bedford, Va.
 WBLU Salem, Va.
 WRLY Springfield, Ohio
 WBMA Beaufort, N. C.
 WBMC McMinnville, Tenn.
 WBMD Baltimore, Md.
 tWBMK West Point, Ga.
 WRMT Macon, Ga.
 WRNC Conway, N. H.
 WRNL Boonville, Ind.
 WRNS Columbus, Ohio
 WRNX New York, N. Y.
 WRNY Buffalo, N. Y.
 WROE Galax, Va.
 WROE Salisbury, Md.
 WROF Virginia Beach, Va.
 WROR New Orleans, La.
 WROR Pensacola, Fla.
 WRBS Brookline, Mass.
 WRBW Terre Haute, Ind.
 WRBO Clarksburg, W. Va.
 WRBP Lock Haven, Pa.
 WRBR Mt. Clemens, Mich.
 WRBC Birmingham, Ala.
 WRBD Bradenton, Fla.
 WRBE Wilkes-Barre, Pa.
 WRBG Lynchburg, Va.
 WRBK Pittsfield, Mass.
 WRBM Marlton, N. C.
 WRBN Big Rapids, Mich.
 WRBO Waynesboro, Ga.
 WRBT Bardonia, Ky.
 WRBY Boonville, N. Y.
 WRBY Berwick, Pa.
 WRBY Waterbury, Conn.
 WRSC Bennettsville, S. C.
 WRSE Hillsdale, Mich.
 WRSM New Bedford, Mass.
 WRSP Pensacola, Fla.
 WRST Charlotte, N. C.
 WRTA Batavia, N. Y.
 WRTH Williamsville, W. Va.
 tWRTL Farmville, N. C.
 WRTM Danville, Va.
 WRTN Bennington, Vt.
 WRTO Linton, Ind.
 WRUD Trenton, N. J.
 WRUT Butler, Pa.
 WRUX Doylestown, Pa.
 WRUY Lexington, N. C.
 WRVZ Fredonia, N. Y.
 WRVL Barboursville, Ky.
 WRVP Beaver Falls, Pa.
 WRVE Calera, Ala.
 WRYS Canton, Ill.
 WRZ Boston, Mass.
 WRZA Springfield, Mass.
 WRZY Torrington, Conn.
 WRAC Pittsburgh, Pa.
 WRAL Northfield, Minn.
 WRAM Camden, N. J.
 WRBO Baltimore, Md.
 WRAP Lowell, Mass.
 WRAR Detroit, Mich.
 WRAS Gadsden, Ala.
 WRAT Orange, Mass.
 WRAT Philadelphia, Pa.
 WRCAW Charleston, W. Va.
 WRCAW Burlington, Vt.
 tWRCAW Cayce, S. C.
 WRCAZ Carthage, Ill.
 WRCA Corning, N. Y.
 WRCA Anderson, Ind.
 WRCD Chicago, Ill.
 WRCE Chambersburg, Pa.
 WRCF Columbus, Miss.
 WRCL Benton, Ky.
 WRBM Baltimore, Md.
 tWRCS St. Helen, Mich.
 WRCS New York, N. Y.
 WRCT Roanoke Rapids, N. C.
 WRBY Cheboygan, Mich.
 WRCC Hartford, Conn.
 WRCC Lawrence, Mass.
 WRCC Nellyville, Wis.
 WRCC Minneapolis, Minn.
 WRCC Savannah, Ga.
 WRCD Edenton, N. C.
 WRCD Carbondale, Pa.
 WRCDT Winchester, Tenn.
 WRCE Rocky Mount, N. C.
 WRCE Du Bois, Pa.
 WRCE Parkersburg, W. Va.
 WRCEH Hawksville, Ga.
 WRCEM Cambridge, Md.
 WRCEM Mt. Pleasant, Mich.
 WRCEC Charlotte, Mich.
 WRCEC Chicago, Ill.
 WRCEC Springfield, Vt.
 WRCEV Clifton Forge, Va.
 WRCEA Calhoun, Ga.
 WRCCB Belmont, N. C.
 WRCHA Chambersburg, Pa.
 WRCHP Inkster, Mich.
 WRCHP Chippewa Falls, Wis.
 WRCHL Chillicothe, Ohio
 WRCHL Brockhaven, Miss.
 WRCHK Canton, Ga.
 WRCHL Chapel Hill, N. C.
 WRCHN Norwich, N. Y.
 WRCHW Washington Court House, Ohio
 WRCHS Charleston, W. Va.
 WRCHV Charlottesville, Va.
 WRCHL Carbondale, Ill.
 WRCHN Cincinnati, Ohio
 WRCHU Columbia, Miss.

WCKB Dunn, N. C.
 WCKI Greer, S. C.
 WCKR Miami, Fla.
 WCKY Cincinnati, Ohio
 WCLA Claxton, Ga.
 WCLB Camilla, Ga.
 WCLC Jamestown, Tenn.
 WCLD Cleveland, Miss.
 WCLE Cleveland, Tenn.
 WCLG Morgantown, W. Va.
 WCLI Corning, N. Y.
 WCLJ Janesville, Wis.
 WCLK Columbus, Ga.
 WCLT Newark, Ohio.
 WCLW Mansfield, Ohio
 WCLM Corinth, Miss.
 WCMB Harrisburg, Pa.
 WCMC Wildwood, N. J.
 WCMF Brunswick, Me.
 WCMJ Ashland, Ky.
 WCMN Arcadio, P. R.
 WCMP Pine City, Minn.
 WCMR Elkhart, Ind.
 WCMS Norfolk, Va.
 WCMT Martin, Tenn.
 WCMW Canton, Ohio
 WCMY Ottawa, Ill.
 WCNE Connersville, Ind.
 WCNC Elizabeth City, N. C.
 WCNG Canonsburg, Pa.
 WCNH Quincy, Fla.
 WCNR Bloomsburg, Pa.
 WCNT Centralia, Ill.
 WCNU Crestview, Fla.
 WCNX Middletown, Conn.
 WCOA Pensacola, Fla.
 WCOE Meridian, Miss.
 WCOG Greensboro, N. C.
 WCOH Newnan, Ga.
 WCOJ Coatesville, Pa.
 WCOL Columbus, Ohio
 WCOM Parkersburg, W. Va.
 WCON Cornell, Ga.
 WCOP Boston, Mass.
 WCOR Lebanon, Tenn.
 WCOS Columbia, S. C.
 WCOU Lewiston, Me.
 WCOV Montgomery, Ala.
 WCOY Sparta, Wis.
 WCOZ Columbia, Pa.
 WCPA Clearfield, Pa.
 WCPH Houston, Miss.
 WCPH Etawah, Tenn.
 WCPM Cumberland, Ky.
 WCPQ Cincinnati, Ohio
 WCPB Tarboro, N. C.
 WCPQ Alma, Ga.
 WCPA Birmingham, Ill.
 WCPB Waltham, Mass.
 WCPB Scottsboro, Ala.
 WCPB Morristown, Tenn.
 WCPB Oneonta, Ala.
 WCPB Clare, Mich.
 WCPB Johnstown, Pa.
 WCPB Corbin, Miss.
 WCPB Greenwood, S. C.
 WCPB Birmingham, Ala.
 WCPB Washington, N. J.
 WCPB Chicago, Ill.
 WCPB Macon, Ga.
 WCPB Charleston, S. C.
 WCPB Portland, Me.
 WCPB Columbus, Ind.
 WCPB Amsterdam, N. Y.
 WCPB Andalusia, Ala.
 WCPB New Brunswick, N. J.
 WCPB Corbin, Ky.
 WCPB Manitowoc, Wis.
 WCPB Akron, Ohio
 WCPB Cumberland, Md.
 WCPB Culpeper, Va.
 WCPB Connellsville, Pa.
 WCPB Springfield, Ill.
 WCPB Ripon, Wis.
 WCPB Bristol, Va.
 WCPB Cynthia, Ky.
 WCPB Indiana, Pa.
 WCPB Tampa, Fla.
 WCPB Kansas City, Mo.
 WCPB Columbus, Ga.
 WCPB Meridian, Miss.
 WCPB Danville, Ill.
 WCPB Philadelphia, Pa.
 WCPB South Daytona, Fla.
 WCPB McAfee, Ga.
 WCPB Fargo, N. D.
 WCPB Escanaba, Mich.
 WCPB Delray Beach, Fla.
 WCPB Rancho, Va.
 WCPB Springfield, Tenn.
 WCPB Statesville, N. C.
 WCPB Orlando, Fla.
 WCPB Dubuque, Iowa
 WCPB Dade City, Fla.
 WCPB Tarpon Springs, Fla.
 WCPB Hanover, N. H.
 WCPB Greenville, Miss.
 WCPB Gloucester, Va.
 WCPB Americus, Ga.
 WCPB Chattanooga, Tenn.
 WCPB Sweetwater, Tenn.
 WCPB Wilmington, Del.
 WCPB Waterbury, Vt.
 WCPB Westfield, Mass.
 WCPB Minneapolis, Minn.
 WCPB Memphis, Tenn.
 WCPB Dothan, Ala.
 WCPB Orangeburg, S. C.
 WCPB Kingstreat, S. C.
 WCPB Dickson, Tenn.
 WCPB Walton, N. Y.
 WCPB Marshfield, Wis.
 WCPB Port Jervis, N. Y.
 WCPB Panama City, Fla.
 WCPB Buford, Ga.

WDMG Douglas, Ga.
 WDMJ Marquette, Mich.
 WDNB Durham, N. C.
 WDNK Elkins, W. Va.
 WDNQ Anniston, Ala.
 WDNT Dayton, Tenn.
 WDOE Canton, Miss.
 WDOC Prestonburg, Ky.
 WDOE Chattanooga, Tenn.
 WDOE Dunkirk, N. Y.
 WDOE Marine City, Mich.
 WDOE Cleveland, Ohio
 WDOE Athens, Ga.
 WDOE Wheaton, Md.
 WDOE Sturgeon Bay, Wis.
 WDOE Oneonta, N. Y.
 WDOE Burlington, Vt.
 WDOE Denver, Del.
 WDOE Duquoin, Ill.
 WDOE Hartford, Conn.
 WDOE Chester, Pa.
 WDOE Dillon, S. C.
 WDOE Dyersburg, Tenn.
 WDOE Cleveland, Miss.
 WDOE Superior, Wis.
 WDOE DeFuniak Springs, Fla.
 WDOE Lake City, Fla.
 WDOE New Orleans, La.
 WDOE St. Croix, V. I.
 WDOE Gainesville, Ga.
 WDOE Waupaca, Wis.
 WDOE Green Bay, Wis.
 WDOE Danville, Va.
 WDOE Gainesville, Fla.
 WDOE Vineland, N. J.
 WDOE Pocomoke City, Md.
 WDOE Dawson, Ga.
 WDOE Champaign, Ill.
 WDOE Chattanooga, Tenn.
 WDOE Lawrenceburg, Tenn.
 WDOE Jackson, Tenn.
 WDOE Lexington, Tenn.
 WDOE Clarksville, Tenn.
 WDOE Paducah, Ky.
 WDOE St. George, Utah
 WDOE Decatur, Ill.
 WDOE Greer, S. C.
 WDOE Alcoa, Tenn.
 WDOE Arlington, Va.
 WDOE Providence, R. I.
 WDOE Decatur, Ill.
 WDOE Eau Claire, Wis.
 WDOE Plattsburg, N. Y.
 WDOE Evanston, Ill.
 WDOE Baltimore, Md.
 WDOE Duluth, Minn.
 WDOE Brewton, Ala.
 WDOE Owego, N. Y.
 WDOE Harrisburg, Ill.
 WDOE Buffalo, N. Y.
 WDOE Milton, Fla.
 WDOE Eau Claire, Wis.
 WDOE Chicago, Ill.
 WDOE McKeesport, Pa.
 WDOE Birmingham, Ala.
 WDOE Southern Pines, N. C.
 WDOE Rocky Mount, N. C.
 WDOE Boston, Mass.
 WDOE Peoria, Ill.
 WDOE Pittsburgh, Pa.
 WDOE Warrenton, Va.
 WDOE Reading, Pa.
 WDOE Easton, Pa.
 WDOE Concord, N. C.
 WDOE Elmira Hts.-Horse-
 heads, N. Y.
 WDOE Charleston, Ill.
 WDOE Fitchburg, Mass.
 WDOE Weirton, W. Va.
 WDOE Scranton, Pa.
 WDOE Fayetteville, Tenn.
 WDOE Richmond, Ky.
 WDOE Monroe, Wis.
 WDOE Elba, Ala.
 WDOE Welch, W. Va.
 WDOE Fisher, W. Va.
 WDOE New Haven, Conn.
 WDOE Charlottesville, Va.
 WDOE Battle Creek, Mich.
 WDOE Elmira, N. Y.
 WDOE Tupelo, Miss.
 WDOE Easley, S. C.
 WDOE Roanoke, Ala.
 WDOE Kingston, N. C.
 WDOE Ely, Minn.
 WDOE Erwin, Tenn.
 WDOE Milwaukee, Wis.
 WDOE Bayamon, P. R.
 WDOE Whiteville, N. C.
 WDOE Baton Rouge, La.
 WDOE Endicott, N. Y.
 WDOE Union City, Tenn.
 WDOE Madison, Tenn.
 WDOE Gloversville, N. Y.
 WDOE Elmira, N. Y.
 WDOE Evansville, Ind.
 WDOE Poughkeepsie, N. Y.
 WDOE Elyria, Ohio
 WDOE S. Pittsburgh, Tenn.
 WDOE Martinsburg, W. Va.
 WDOE Erie, Pa.
 WDOE Atlanta, Ga.
 WDOE Cleveland, Ohio
 WDOE Hamilton, Ala.
 WDOE Westley, R. I.
 WDOE Charleston, Pa.
 WDOE Radford, Pa.
 WDOE Greenville, S. C.
 WDOE Southbridge, Mass.
 WDOE Tasley, Va.
 WDOE Easton, Pa.
 WDOE Salem, Mass.
 WDOE Leland, Miss.
 WDOE Johnson City, Tenn.

WETC Wendell-Zebulon, N. C.
 WETO Gadsden, Ala.
 WETU Wetumpka, Ala.
 WETZ New Martinsville, W.
 Va.

WEUC Ponce, P. R.
 WEUP Huntsville, Ala.
 WEVA Emporia, Va.
 WEVD New York, N. Y.
 WEVB Eveleth, Minn.
 WEW St. Louis, Mo.
 WEWO Laurinburg, N. C.
 WEXL Royal Oak, Mich.
 WEYE Sanford, N. C.
 WEZE Homewood, Ala.
 WEZE Boston, Mass.
 WEZL Richmond, Va.
 WEZN Elizabethtown, Pa.
 WEZY Cocoa, Fla.
 WFAA Dallas, Tex.
 WFAH Alliance, Ohio
 WFAI Fayetteville, N. C.
 WFAJ Farrell, Pa.
 WFAK White Plains, N. Y.
 WFAU Augusta, Me.
 WFAV Falls Church, Va.
 WFBG Greenville, S. C.
 WFBF Fernandina Beach, Fla.
 WFBG Altoona, Pa.
 WFBT Syracuse, N. Y.
 WFBM Indianapolis, Ind.
 WFBP Baltimore, Md.
 WFBP Fort Walton Beach, Fla.
 WFCR Fairfax, Va.
 WFDL Flint, Mich.
 WFDL Manchester, Ga.
 WFEA Manchester, N. H.
 WFEA Salacoga, Ala.
 WFEA Miami, Fla.
 WFGM Fitchburg, Mass.
 WFGN Gaffney, S. C.
 WFGH Bristol, Va.
 WPHK Pell City, Ala.
 WPHR Wisconsin Rapids, Wis.
 WPIG Sumter, S. C.
 WPLL Philadelphia, Pa.
 WFIN Findlay, Ohio
 WFIJ Fountain Inn, S. C.
 WFIW Fairfield, Ill.
 WFKB Key West, Fla.
 WFKN Franklin, Ky.
 WPKY Frankfort, Ky.
 WFLA Tampa, Fla.
 WFLB Fayetteville, N. C.
 WFLN Philadelphia, Pa.
 WFLR Farmville, Va.
 WFLR Dundee, N. Y.
 WFLW Monticello, Ky.
 WPMC Goldsboro, N. C.
 WPMO Frederick, Md.
 WPMH Cullman, Ala.
 WPMJ Youngstown, Ohio
 WPMO Fairmont, N. C.
 WPMW Madisonville, Ky.
 WPMC Fayetteville, N. C.
 WPMN DeFuniak Springs, Fla.
 WPMO Burlington, N. C.
 WPMO Fostoria, Ohio
 WPMO Marietta, Ga.
 WPMO Hattiesburg, Miss.
 WPMO Milwaukee, Wis.
 WPMO St. Augustine, Fla.
 WPMO Fort Payne, Ala.
 WPMO Lake Worth, Fla.
 WPMO Atlantic City, N. J.
 WPMO Ft. Valley, Ga.
 WPMO Hammond, La.
 WPMO Franklin, Pa.
 WPMO Reidsville, N. C.
 WPMO Freeport, Ill.
 WPMO Coudersport, Pa.
 WPMO Fremont, Ohio
 WPMO Savannah, Ga.
 WPMO W. Frankfort, Ill.
 WPMO Franklin, N. C.
 WPMO Caribou, Me.
 WPMO Kingston, N. C.
 WPMO London, Ky.
 WPMO Fort Lauderdale, Fla.
 WPMO Maysville, Ky.
 WPMO Front Royal, Va.
 WPMO Fort Walton, Fla.
 WPMO Fulton, Ky.
 WPMO Huntsville, Ala.
 WPMO Grand Rapids, Mich.
 WPMO Fredericksburg, Va.
 WPMO Fuquay Springs, N. C.
 WPMO Camden, Tenn.
 WPMO Alma, Mich.
 WPMO Cedartown, Ga.
 WPMO Augusta, Ga.
 WPMO Gadsden, Ala.
 WPMO Valdosta, Ga.
 WPMO Elizabeth City, N. C.
 WPMO Lancaster, Pa.
 WPMO Portland, Me.
 WPMO Maryville, Tenn.
 WPMO Cleveland, Ohio
 WPMO Athens, Ga.
 WPMO Amsterdam, N. Y.
 WPMO Gardner, Mass.
 WPMO Silver Spring, Md.
 WPMO Columbus, Ga.
 WPMO Freeport, N. Y.
 WPMO Evansville, Ind.
 WPMO Greensboro, N. C.
 WPMO Scranton, Pa.
 WPMO Goldsboro, N. C.
 WPMO Miami, Fla.
 WPMO Red Lion, Pa.
 WPMO Chester, S. C.
 WPMO Gulfport, Miss.
 WPMO Geneva, Ala.
 WPMO Indianapolis, Ind.

WGEM Quincy, Ill.
 WGES Chicago, Ill.
 WGET Gettysburg, Pa.
 WGEZ Beloit, Wis.
 WGGF Covington, Ga.
 WGGG Gainesville, Fla.
 WGGH Marion, Ill.
 WGH Newport News, Va.
 WGHM Skowhegan, Me.
 WGHN Grand Haven, Mich.
 WGIK Brunswick, Ga.
 WGLI Galesburg, Ill.
 WGIT Manchester, N. H.
 WGIW Charlotte, N. C.
 WGKA Atlanta, Ga.
 WGL Ft. Wayne, Ind.
 WGLC Centerville, Miss.
 WGLI Babylon, N. Y.
 WGMMA Hollywood, Fla.
 WGMMS Bethesda, Md.
 WGN Chicago, Ill.
 WGNB Gastonia, N. C.
 WGNM Wilmington, N. C.
 WGNM Murfreesboro, Tenn.
 WGNV Newburgh, N. Y.
 WGOA Winter Garden, Fla.
 WGWOK Mobile, Ala.
 WGLD Goldsboro, N. C.
 WGOR Georgetown, Ky.
 WGOV Valdosta, Ga.
 WGPB Bethlehem, Pa.
 WGPC Albany, Ga.
 WGR Buffalo, N. Y.
 WGRA Cairo, Ga.
 WGRH Louisville, Ky.
 WGRD Grand Rapids, Mich.
 WGRF Aguadilla, P. R.
 WGRM Greenwood, Miss.
 WGRV Greenville, Tenn.
 WGRY Gary, Ind.
 WGSB Ephrata, Pa.
 WGSN Huntington, N. Y.
 WGST Atlanta, Ga.
 WGSV Cuntersville, Ala.
 WGSV Greenwood, S. C.
 WGTB Sumnerville, Ga.
 WGTG Greenville, N. C.
 WGTJ Kannapolis, N. C.
 WGTM Wilson, N. C.
 WGTN Georgetown, S. C.
 WGTN Haines City, Fla.
 WGTUS North Augusta, S. C.
 WGDY Bangor, Me.
 WGVV Geneva, N. Y.
 WGVV Greenville, Miss.
 WGWV Selma, Ala.
 WGWV Asheville, N. C.
 WGYV Schenectady, N. Y.
 WGYV Greenville, Ala.
 WHA Madison, Wis.
 WHAB Baxley, Ga.
 WHAI Greenfield, Mass.
 WHAK Rogers City, Mich.
 WHAL Shelbyville, Tenn.
 WHAM Rochester, N. Y.
 WHAN Charleston, S. C.
 WHAP Hopewell, Va.
 WHAR Clarksburg, W. Va.
 WHAS Louisville, Ky.
 WHAT Philadelphia, Pa.
 WHAV Haverhill, Mass.
 WHAW Weston, W. Va.
 WHAY New Britain, Conn.
 WHAZ Troy, N. Y.
 WHB Kansas City, Mo.
 WHBB Selma, Ala.
 WHBC Canton, Ohio
 WHBF Rock Island, Ill.
 WHBG Harrisonburg, Va.
 WHBI Newark, N. J.
 WHBN Harrodsburg, Ky.
 WHRO Tampa, Fla.
 WHBQ Memphis, Tenn.
 WHBS Huntsville, Ala.
 WHBT Harriman, Tenn.
 WHBU Anderson, Ind.
 WHBY Appleton, Wis.
 WHCC Waynesville, N. C.
 WHCO Sparta, Ill.
 WHCU Ithaca, N. Y.
 WHDF Houghton, Mich.
 WHDH Boston, Mass.
 WHDL Olean, N. Y.
 WHDM McKenzie, Tenn.
 WHDB Portsmouth, N. H.
 WHDC Rochester, N. Y.
 WHDE Martinsville, Va.
 WHEN Syracuse, N. Y.
 WHEP Foley, Ala.
 WHER Memphis, Tenn.
 WHEW Riviera Beach, Fla.
 WHEY Millington, Tenn.
 WHEB Benton Harbor-St.
 Joseph, Mich.

WHFC Cicero, Ill.
 WHGB Harrisburg, Pa.
 WHGR Houghton Lake, Mich.
 WHHH Warren, Ohio
 WHHM Memphis, Tenn.
 WHHY Montgomery, Ala.
 WHIE Griffin, Ga.
 WHII Medford, Mass.
 WHIM Providence, R. I.
 WHIN Gallatin, Tenn.
 WHIO Dayton, Ohio
 WHIP Mooresville, N. C.
 WHIR Danville, Ky.
 WHIS Bluefield, W. Va.
 WHIT New Bern, N. C.
 WHLY Orlando, Fla.
 WHIZ Zanesville, Ohio
 WHJB Greensburg, Pa.
 WHIC Matewan, W. Va.
 WHK Cleveland, Ohio

Am Calls CONTINUED

WJIKK Akron, Ohio
 WJKP Hendersonville, N. C.
 WHKY Hickory, N. C.
 WHLB Virginia, Minn.
 WHLD Niagara Falls, N. Y.
 WHLF So. Boston, Va.
 WHLI Hempstead, N. Y.
 WHLL Wheeling, W. Va.
 WHLM Bloomsburg, Pa.
 WHLN Harlan, Ky.
 WHLP Centerville, Tenn.
 WHLS Port Huron, Mich.
 WHLT Huntington, Ind.
 WHMA Anniston, Ala.
 WHMI Howell, Mich.
 WHMP Northampton, Mass.
 WHMS Charleston, W. Va.
 WHNC Henderson, N. C.
 WHNY McComb, Miss.
 WHO Des Moines, Iowa
 WHOA San Juan, P. R.
 WHOC Philadelphia, Miss.
 WHOK Lancaster, Ohio
 WHOL Allentown, Pa.
 WHOM New York, N. Y.
 WHOO Orlando, Fla.
 WHOP Hopkinsville, Ky.
 WHOS Decatur, Ala.
 WHOT Campbell, Ohio
 WHGW Clinton, Ill.
 WHH Harrisburg, Pa.
 WHPR Belton, S. C.
 WHFE High Point, N. C.
 WHRT Hartselle, Ala.
 WHRV Ann Arbor, Mich.
 WHSC Hartsville, S. C.
 WHSM Hayward, Wis.
 WHSY Hattiesburg, Miss.
 WHTB Talladega, Ala.
 WHTC Holland, Mich.
 WHTG Paterson, N. J.
 WHTN Huntington, W. Va.
 WHUB Cookeville, Tenn.
 WHUC Hudson, N. Y.
 WHUM Reading, Pa.
 WHUN Huntingdon, Pa.
 WHVF Wausaw, Wis.
 WHVK Henderson, N. C.
 WHVH Hanover, Pa.
 WHWB Rutland, Vt.
 WHWL Nantitoke, Pa.
 WHNY Bogalusa, La.
 WHYE Bogalusa, Va.
 WHYL Carlisle, Pa.
 WHYN Springfield, Mass.
 WHYS Ocala, Fla.
 WIAC Santurce, P. R.
 WIAM Williamston, N. C.
 WIHA Madison, Wis.
 WIBE Macon, Ga.
 WIBC Indianapolis, Ind.
 WIBG Philadelphia, Pa.
 WIBM Jackson, Mich.
 WIBR Baton Rouge, La.
 WIBU Boyette, Wis.
 WIBV Belleville, Ill.
 WIBW Topeka, Kan.
 WIBX Utica, N. Y.
 WICA Ashtabula, Ohio
 WICC Bridgeport, Conn.
 WICE Providence, R. I.
 WICH Norwich, Conn.
 WICK Scranton, Pa.
 WICO Salisbury, Md.
 WICU Pittsburgh, Pa.
 WICY Malone, N. Y.
 WIDE Biddeford, Me.
 WIDU Fayetteville, N. C.
 WIEL Elizabethtown, Ky.
 WIFM Elkin, N. C.
 WIGM Medford, Wis.
 WIIN Atlanta, Ga.
 WIKR Iron River, Mich.
 WIKC Bogalusa, La.
 WIKE Newport, Vt.
 WIKY Evansville, Ind.
 WIL St. Louis, Mo.
 WILA Danville, Va.
 WILD Birmingham, Ala.
 WILE Cambridge, Ohio
 WILI Willmantic, Conn.
 WILK Wilkes-Barre, Pa.
 WILL Urbana, Ill.
 WILM Wilmington, Del.
 WILQ Frankfort, Ind.
 WILS Lansing, Mich.
 WILZ St. Petersburg Beach, Fla.
 WIMA Lima, Ohio
 WIMO Windsor, Ga.
 WIMS Michigan City, Ind.
 WINA Charlottesville, Va.
 WINC Winchester, Va.
 WIND Chicago, Ill.
 WINE Kenmore, N. Y.
 WINF Manchester, Conn.
 WING Dayton, Ohio
 WINI Murphysboro, Ill.
 WINK Ft. Myers, Fla.
 WINK Louisville, Ky.
 WINK Binghamton, N. Y.
 WINS New York, N. Y.
 WINT Winter Haven, Fla.
 WINX Rockville, Md.
 WINZ Miami, Fla.
 WIOD Sanford, Fla.
 WION Ionia, Mich.
 WIOS Tawas City, Mich.
 WIOL Kokomo, Ind.
 WIP Philadelphia, Pa.
 WIPA Annapolis, Md.

WIPC Lake Wales, Fla.
 WIPR Santurce, P. R.
 WIPS Ticonderoga, N. Y.
 WIRA Ft. Pierce, Fla.
 WIRB Enterprise, Ala.
 WIRC Hickory, N. C.
 WIRE Indianapolis, Ind.
 WIRJ Humboldt, Tenn.
 WIRK W. Palm Beach, Fla.
 WIRL Peoria, Ill.
 WIRO Ironton, Ohio
 WIRY Plattsburg, N. Y.
 WIS Columbia, S. C.
 WISC Madison, Wis.
 WISE Asheville, N. C.
 WISH Indianapolis, Ind.
 WISK St. Paul, Minn.
 WISL Shumokin, Pa.
 WISN Milwaukee, Wis.
 WISO Ponce, P. R.
 WISP Kingston, N. C.
 WISR Butler, Pa.
 WIST Charlotte, N. C.
 WISV Viroqua, Wis.
 WITA San Juan, P. R.
 WITB Baltimore, Md.
 WITT Lewisburg, Pa.
 WJTY Danville, Ill.
 WITZ Jasper, Ind.
 WIVI Christiansted, St. Croix, V. I.
 WJVK Knoxville, Tenn.
 WJVV Island of Vieques, P. R.
 WJVV Jacksonville, Fla.
 WJWF Springfield, Ohio
 WJZZ Streater, Ill.
 WJAC Johnston, Pa.
 WJAG Norfolk, Neb.
 WJAK Jackson, Tenn.
 WJAM Marion, Ala.
 WJAR Providence, R. I.
 WJAT Swainsboro, Ga.
 WJAX Jacksonville, Fla.
 WJAY Mullins, S. C.
 WJAZ Albany, Ga.
 WJBB Haleyville, Ala.
 WJBC Bloomington, Ill.
 WJBD Salem, Ill.
 WJBR Detroit, Mich.
 WJBL Holland, Mich.
 WJBO Baton Rouge, La.
 WJBS Deland, Fla.
 WJBW New Orleans, La.
 WJCD Seymour, Ind.
 WJCM Sebring, Fla.
 WJDA Quince, Mass.
 WJDB Thomasville, Ala.
 WJDC Jackson, Miss.
 WJDY Salisbury, Md.
 WJEF Grand Rapids, Mich.
 WJEH Gallipolis, Ohio
 WJEL Hagerstown, Md.
 WJEM Valdosta, Ga.
 WJER Dover, Ohio
 WJET Erie, Pa.
 WJHB Talladega, Ala.
 WJHL Johnson City, Tenn.
 WJHO Opelika, Ala.
 WJIG Tallahoma, Tenn.
 WJIM Lansing, Mich.
 WJIV Savannah, Ga.
 WJJC Commerce, Ga.
 WJLD Chicago, Ill.
 WJLL Niagara Falls, N. Y.
 WJLM Lewisburg, Tenn.
 WJLB Detroit, Mich.
 WJLD Homewood, Ala.
 WJLK Asbury Park, N. J.
 WJLS Beckley, W. Va.
 WJMA Orange, Va.
 WJMB Brookhaven, Miss.
 WJMC Rice Lake, Wis.
 WJMJ Philadelphia, Pa.
 WJMO Cleveland, Ohio
 WJMR New Orleans, La.
 WJMS Ironwood, Mich.
 WJMW Athens, Ala.
 WJMX Florence, S. C.
 WJNC Jacksonville, N. C.
 WJNO W. Palm Beach, Fla.
 WJOB Hammond, Ind.
 WJOC Jamestown, N. Y.
 WJOE Ward Ridge, Fla.
 WJOI Florence, Ala.
 WJOL Joliet, Ill.
 WJON St. Cloud, Minn.
 WJOT Lake City, S. C.
 WJOY Burlington, Vt.
 WJPA Washington, Pa.
 WJPD Ishpeming, Mich.
 WJPF Herrin, Ill.
 WJPG Green Bay, Wis.
 WJPR Greenville, Miss.
 WJPS Evansville, Ind.
 WJQS Jackson, Miss.
 WJR Detroit, Mich.
 WJRD Tuscaloosa, Ala.
 WJRI Lenoir, N. C.
 WJRS Crestview, Fla.
 WJRS Jonesboro, Tenn.
 WJTN Jamestown, N. Y.
 WJUN Mexico, Pa.
 WJVA South Bend, Ind.
 WJVV Cleveland, Ohio
 WJWI Georgetown, Del.
 WJWS South Hill, Va.
 WJXN Jackson, Miss.
 WJZM Clarksville, Tenn.
 WKAB Mobile, Ala.
 WKAI Macomb, Ill.
 WKAL Rome, N. Y.
 WKAM Goshen, Ind.
 WKAN Kankakee, Ill.
 WKAP Allentown, Pa.

WKAQ San Juan, P. R.
 WKAR E. Lansing, Mich.
 WKAT Miami Beach, Fla.
 WKAY Glasgow, Ky.
 WKAZ Charleston, W. Va.
 WKBC Na. Wilkesboro, N. C.
 WKBH La. Crosse, Wis.
 WKBI St. Mary's, Pa.
 WKBJ Milan, Tenn.
 WKEL Covington, Tenn.
 WKBN Youngstown, Ohio
 WKBO Harrisburg, Pa.
 WKBR Manchester, N. H.
 WKBY Richmond, Ind.
 WKBW Buffalo, N. Y.
 WKCE Muskegon, Mich.
 WKCB Berlin, N. H.
 WKCT Bowling Green, Ky.
 WKDA Nashville, Tenn.
 WKDK Newberry, S. C.
 WKDL Charlestown, Miss.
 WKDN Camden, N. J.
 WKDX Hamlet, N. C.
 WKET Kewanee, Ill.
 WKEN Dover, Del.
 WKBU Griffin, Ga.
 WKBY Covington, Va.
 WKBN Knoxville, Tenn.
 WKHM Jackson, Mich.
 WKIC Hazard, Ky.
 WKID Urbana, Ill.
 WKIK Leonardtown, Md.
 WKIN Kingsport, Tenn.
 WKIP Poughkeepsie, N. Y.
 WKIS Orlando, Fla.
 WKIT Mincola, N. Y.
 WKIX Raleigh, N. C.
 WKJB Mayaguez, P. R.
 WKJG Ft. Wayne, Ind.
 WKKO Cocoa, Fla.
 WKKS Yanceyburg, Ky.
 WKLA Ludington, Mich.
 WKLC St. Albans, W. Va.
 WKLE Washington, Ga.
 WKLF Clanton, Ala.
 WKLK Cloquet, Minn.
 WKLM Wilmington, N. C.
 WKLO Louisville, Ky.
 WKLV Blackstone, Va.
 WKLX Paris, Ky.
 WKLY Hartwell, Ga.
 WKLZ Kalamazoo, Mich.
 WKMC Roaring Spring, Pa.
 WKMF Flint, Mich.
 WKMI Dearborn, Mich.
 WKMI Kalamazoo, Mich.
 WKMT Kings Mountain, N. C.
 WKNB New Britain, Conn.
 WKNE Keene, N. H.
 WKNX Saginaw, Mich.
 WKNY Kingston, N. Y.
 WKOA Hopkinsville, Ky.
 WKOK Sunbury, Pa.
 WKOP Binghamton, N. Y.
 WKOV Wellston, Ohio.
 WKOW Madison, Wis.
 WKOX Framingham, Mass.
 WKOY Bluefield, W. Va.
 WKOZ Kosciusko, Miss.
 WKPA New Kensington, Pa.
 WKPT Kingsport, Tenn.
 WKRC Cincinnati, Ohio
 WKRG Mobile, Ala.
 WKRR Murphy, N. C.
 WKRM Columbia, Tenn.
 WKRO Cairo, Ill.
 WKRS Waukegan, Ill.
 WKRT Cortland, N. Y.
 WKRZ Oil City, Pa.
 WKSB Milford, Del.
 WKSP Pulaski, Tenn.
 WKST New Castle, Pa.
 WKTF Warrenton, Va.
 WKTG Thomasville, Ga.
 WKTS S. Paris, Me.
 WKTS Brooksville, Fla.
 WKTX Atlantic Beach, Fla.
 WKTY La Crosse, Wis.
 WKUL Cullman, Ala.
 WKVA Lewiston, Pa.
 WKVM San Juan, P. R.
 WKVW Brattleboro, Vt.
 WKWF Key West, Fla.
 WKWK Wheeling, W. Va.
 WKWS Rocky Mount, Va.
 WKXL Concord, N. H.
 WKXV Knoxville, Tenn.
 WKXY Sarasota, Fla.
 WKY Oklahoma City, Okla.
 WKYB Paducah, Ky.
 WKYR Keyser, W. Va.
 WKYW Louisville, Ky.
 WKZO Kalamazoo, Mich.
 WLAC Nashville, Tenn.
 WLAD Danbury, Conn.
 WLAJ La. Follies, Tenn.
 WLAG LaGrange, Ga.
 WLAM Lewistown, Me.
 WLAN Lancaster, Pa.
 WLAP Lexington, Ky.
 WLAQ Rome, Ga.
 WLAR Athens, Tenn.
 WLAS Jacksonville, N. C.
 WLAT Conway, S. C.
 WLAU Laurel, Miss.
 WLAV Grand Rapids, Mich.
 WLAX Muscle Shoals City, Ala.
 WLBA Gainesville, Ga.
 WLBB Carrollton, Ga.
 WLBC Muncie, Ind.
 WLBE Leesburg, Fla.
 WLBG Laurens, S. C.
 WLBI Mattoon, Ill.

WLBK Bowling Green, Ky.
 WLBK DeKalb, Ill.
 WLBL Auburndale, Wis.
 WLBH Lebanon, Ky.
 WLBH Lebanon, Pa.
 WLBH Birmingham, Ala.
 WLBZ Bangor, Me.
 WLBH Lawrenceville, Va.
 WLCK Scottsville, Ky.
 WLCM Lancaster, S. C.
 WLCO Eustis, Fla.
 WLCS Baton Rouge, La.
 WLCC La Crosse, Wis.
 WLDB Atlantic City, N. J.
 WLDS Jacksonville, Ill.
 WLDD Ladysmith, Wis.
 WLEA Hornell, N. Y.
 WLEC Sandusky, Ohio
 WLEF Richmond, Va.
 WLEM Emporium, Pa.
 WLEO Ponce, P. R.
 WLET Toxona, Ga.
 WLEU Erie, Pa.
 WLEW Bad Axe, Mich.
 WLEA Lafayette, Ga.
 WLFH Little Falls, N. Y.
 WLIR New York, N. Y.
 WLJK Newport, Tenn.
 WLIL Lenoir City, Tenn.
 WLIP Kenosha, Wis.
 WLIS Old Saybrook, Conn.
 WLIV Livingston, Tenn.
 WLLH Lowell, Mass.
 WLLY Richmond, Va.
 WLMJ Jackson, Ohio
 WLNA Perkskill, N. Y.
 WLNH Laconia, N. H.
 WLOA Braddock, Pa.
 WLOE Portland, Me.
 WLOO Munfordville, Ky.
 WLOE Leaksville, N. C.
 WLOF Orlando, Fla.
 WLOG Logan, W. Va.
 WLOH Princeton, W. Va.
 WLOI La Porte, Ind.
 WLOK Memphis, Tenn.
 WLOL Minneapolis, Minn.
 WLOS Lincoln, N. C.
 WLOS Asheville, N. C.
 WLOU Louisville, Ky.
 WLOW Portsmouth, Va.
 WLOX Biloxi, Miss.
 WLPM Suffolk, Va.
 WLPO La Salle, Ill.
 WLRP New Albany, Ind.
 WLS Chicago, Ill.
 WLSC Lois, S. C.
 WLSD Big Stone Gap, Va.
 WLSE Wallace, N. C.
 WLSH Lonsford, Pa.
 WLSI Pikeville, Ky.
 WLSM Louisville, Miss.
 WLST Escanaba, Mich.
 WLSV Wellsville, N. Y.
 WLTC Gastonia, N. C.
 WLVA Lynchburg, Va.
 WLW Cincinnati, Ohio
 WLVC Williamsport, Pa.
 WLYN Lynn, Mass.
 WMAB Munising, Mich.
 WMAD Madison, Fla.
 WMAG Forest, Miss.
 WMAJ State College, Pa.
 WMAK Nashville, Tenn.
 WML Washington, D. C.
 WMAN Marinette, Wis.
 WMAN Mansfield, Ohio
 WMAP Montic, N. C.
 WMAQ Chicago, Ill.
 WMAX Springfield, Mass.
 WMAX Grand Rapids, Mich.
 WMAX Springfield, Ill.
 WMAZ Macon, Ga.
 WMBRA Ambridge, Pa.
 WMBK Macon, Miss.
 WMBD Peoria, Ill.
 WMBG Richmond, Va.
 WMBH Joplin, Mo.
 WMBI Chicago, Ill.
 WMBL Morehead City, N. C.
 WMBM Miami Beach, Fla.
 WMBN Petosky, Mich.
 WMBQ Auburn, N. Y.
 WMBR Jacksonville, Fla.
 WMBT Uniontown, Pa.
 WMC Memphis, Tenn.
 WMC New York, N. Y.
 WMCB Wheeling, W. Va.
 WMCB Church Hill, Tenn.
 WMCB McKeesport, Pa.
 WMCV Columbia, Tenn.
 WMCW Haverd, Ill.
 WMDC Hazelhurst, Miss.
 WMDD Fajardo, P. R.
 WMD Mount Dora, Fla.
 WMDN Midland, Mich.
 WMEG Eau Gallie, Fla.
 WMET Tallahassee, Fla.
 WMET Miami Beach, Fla.
 WMEV Marion, Va.
 WMEV Boston, Mass.
 WMEC Monroeville, Ala.
 WMEF Wilmington, N. C.
 WMEG Hibbing, Minn.
 WMEJ Daytona Beach, Fla.
 WMEF High Point, N. C.
 WMEF Chattanooga, Tenn.
 WMEF Terre Haute, Ind.
 WMEG Moultrie, Ga.
 WMEG Madison, Ga.
 WMEG New York, N. Y.
 WMEG Bainbridge, Ga.
 WMEG Meadville, Pa.
 WMEG Montgomery, Ala.

WMIA Arcadio, P. R.
 WMIC Monroe, Mich.
 WMID Atlantic City, N. J.
 WMIE Miami, Fla.
 WMIK Middlesboro, Ky.
 WMIL Milwaukee, Wis.
 WMIN St. Paul, Minn.
 WMIQ Iron Mt., Mich.
 WMIS Natchez, Miss.
 WMIX Mt. Vernon, Ill.
 WMJM Cordale, Ga.
 WMLP Pineville, Ky.
 WMLP Milton, Pa.
 WMLS Siyacauga, Ala.
 WMLT Dublin, Ga.
 WMMB Melbourne, Fla.
 WMMH Marshall, N. C.
 WMMN Fairmont, W. Va.
 WMMS Bath, Me.
 WMMT McMinnville, Tenn.
 WMMW Meriden, Conn.
 WMNA Gretna, Va.
 WMNB N. Adams, Mass.
 WMNC Morganton, N. C.
 WMNE Menomonee, Wis.
 WMNF Richmond, W. Va.
 WMNI Columbus, Ohio
 WMNS Olean, N. Y.
 WMOA Marietta, Ohio
 WMOD Moundsville, W. Va.
 WMOG Brunswick, Ga.
 WMOH Hamilton, Ohio
 WMOK Metropolis, Ill.
 WMON Montgomery, W. Va.
 WMOP Ocala, Fla.
 WMOR Morehead, Ky.
 WMOV Ravenswood, W. Va.
 WMOX Meridian, Miss.
 WMOZ Mobile, Ala.
 WMPA Aberdeen, Miss.
 WMPC Lapeer, Mich.
 WMPL Hancock, Mich.
 WMPM Smithfield, N. C.
 WMPS Memphis, Tenn.
 WMPY S. Williamsport, Pa.
 WMRB Greenville, S. C.
 WMRC Milford, Mass.
 WMRG Monroe, Ga.
 WMRH Lewistown, Pa.
 WMRI Marion, Ind.
 WMRN Marion, Ohio
 WMRO Aurora, Ill.
 WMRP Flint, Mich.
 WMSA Massena, N. Y.
 WMSC Columbia, S. C.
 WMSJ Sylva, N. C.
 WMSL Decatur, Ala.
 WMSN Raleigh, N. C.
 WMSR Manchester, Tenn.
 WMST Mt. Sterling, Ky.
 WMT Cedar Rapids, Iowa
 WMTA Central City, Ky.
 WMTB Van Cleve, Ky.
 WMTD Manistee, Mich.
 WMTM Moultrie, Ga.
 WMTN Morristown, Tenn.
 WMTS Morristown, N. J.
 WMTS Murfreesboro, Tenn.
 WMSU Muskegon, Mich.
 WMDU Greenville, S. C.
 WMDV Martinsville, Va.
 WMDW Millville, N. J.
 WMDX Milledgeville, Ga.
 WMDY Mt. Vernon, Ohio
 WMYB Myrtle Beach, S. C.
 WMYN Mayodan, N. C.
 WMYR Ft. Myers, Fla.
 WNAB Bridgeport, Conn.
 WNAC Boston-Lawrence, Mass.
 WNAD Norman, Okla.
 WNAE Warren, Pa.
 WNAG Grenada, Miss.
 WNAH Nashville, Tenn.
 WNAM Neenah, Wis.
 WNAR Norristown, Pa.
 WNAT Natchez, Miss.
 WNAY New Albany, Miss.
 WNAY Annapolis, Md.
 WNAX Yankton, S. D.
 WNBH Binghamton, N. Y.
 WNBH New Bedford, Mass.
 WNBP Newburyport, Mass.
 WNBW Murray, Ky.
 WNBW Wellsboro, Pa.
 WNRZ Saranac Lake, N. Y.
 WNCA Siler City, N. C.
 WNCC Barnesboro, Pa.
 WNDL Daytona Beach, Fla.
 WNDL Syracuse, N. Y.
 WNDU South Bend, Ind.
 WNEB Worcester, Mass.
 WNEG Toccoa, Ga.
 WNEL Caguas, P. R.
 WNER Live Oak, Fla.
 WNES Central City, Ky.
 WNEW New York, N. Y.
 WNEK Macon, Ga.
 WNGO Mayfield, Ky.
 WNHC New Haven, Conn.
 WNIA Cheektowaga, N. Y.
 WNIK Arcadio, P. R.
 WNIL Niles, Mich.
 WNIR Newark, N. J.
 WNKY Neon, Ky.
 WNLA Indianola, Miss.
 WNLC New London, Conn.
 WNLC Norwalk, Conn.
 WNMP Evanston, Ill.
 WNNC Newton, N. C.
 WNNJ Newton, N. J.
 WNNW Warsaw, Va.
 WNOE New Orleans, La.
 WNOG Naples, Fla.
 WNOK Columbus, S. C.
 WNOP Newport, Ky.
 WNOR Norfolk, Va.
 WNOS High Point, N. C.
 WNOW York, Pa.
 WNOX Knoxville, Tenn.
 WNPS New Orleans, La.
 WNPT Tuscaloosa, Ala.
 WNRG New Rochelle, N. Y.
 WNRG Grundy, Va.
 WNRI Woonsocket, R. I.
 WNRV Narrows, Va.
 WNSL Laurel, Miss.
 WNSM Valparaiso-Niceville, Fla.
 WNTA Newark, N. J.
 WNVA Norton, Va.
 WNVY Pensacola, Fla.
 WNXT Portsmouth, Ohio
 WNYC New York, N. Y.
 WOAI San Antonio, Tex.
 WOAP Owosso, Mich.
 WOAY Oak Hill, W. Va.
 WOBS Jacksonville, Fla.
 WOBT Rhinelander, Wis.
 WOC Davenport, Iowa
 WOCB W. Yarmouth, Mass.
 WOCH North Vernon, Ind.
 WOHI East Liverpool, Ohio
 WOHO Toledo, Ohio
 WOHP Bellefontaine, Ohio
 WOHS Shelby, N. C.
 WOI Ames, Iowa
 WOIA Saline, Mich.
 WOIC Columbia, S. C.
 WOKE Oak Ridge, Tenn.
 WOKJ Jackson, Miss.
 WOKK Meridian, Miss.
 WOKO Albany, N. Y.
 WOKY Milwaukee, Wis.
 WOKZ Alton, Ill.
 WOL Washington, D. C.
 WOLF Syracuse, N. Y.
 WOLS Florence, S. C.
 WOMI Owensboro, Ky.
 WOMET Manitowoc, Wis.
 WOND Pleasantville, N. J.
 WONE Dayton, Ohio
 WONG Oquida, N. Y.
 WONN Lakeland, Fla.
 WONW Defiance, Ohio
 WOOD Grand Rapids, Mich.
 WOOF Dothan, Ala.
 WOOK Washington, D. C.
 WOOO Deland, Fla.
 WOOW Washington, N. C.
 WOPA Oak Park, Ill.
 WOPT Bristol, Tenn.
 WOR New York, N. Y.
 WORA Mayaguez, P. R.
 WORC Worcester, Mass.
 WORD Spartanburg, S. C.
 WORK York, Pa.
 WORL Boston, Mass.
 WORM Savannah, Tenn.
 WORX Madison, Ind.
 WOSA Wausau, Wis.
 WOSC Fulton, N. Y.
 WOSH Oshkosh, Wis.
 WOSU Columbus, Ohio
 WOTR Corry, Pa.
 WOTW Nashua, N. H.
 WQUB Athens, Ohio
 WQV New York, N. Y.
 WOW Omaha, Neb.
 WOWI Florence, Ala.
 WOWO Ft. Wayne, Ind.
 WOXF Oxford, N. C.
 WOZK Ozark, Ala.
 WPAB Ponce, P. R.
 WPAC Patchogue, N. Y.
 WPAD Paducah, Ky.
 WPAG Ann Arbor, Mich.
 WPAL Charleston, S. C.
 WPAM Pottsville, Pa.
 WPAQ Mt. Airy, N. C.
 WPAR Parkersburg, W. Va.
 WPAT Paterson, N. J.
 WPAW Pawtucket, R. I.
 WPAX Thomasville, Ga.
 WPAY Portsmouth, Ohio
 WPAZ Pottstown, Pa.
 WPBB Jackson, Ala.
 WPBC Minneapolis, Minn.
 WPCC Clinton, S. C.
 WPCF Panama City, Fla.
 WPCO Mt. Vernon, Ind.
 WPCT Putnam, Conn.
 WPDH Potsdam, N. Y.
 WPDQ Jacksonville, Fla.
 WPCR Portage, Wis.
 WPDZ Clarksburg, W. Va.
 WPEG Arlington, Fla.
 WPEL Montrose, Pa.
 WPEN Philadelphia, Pa.
 WPEO Peoria, Ill.
 WPEP Taunton, Mass.
 WPET Greensboro, N. C.
 WPEA Pensacola, Fla.
 WPEB Middletown, Ohio
 WPEF Darlington, S. C.
 WPPF Park Falls, Wis.
 WPPG Morningside, Md.
 WPGW Portland, Ind.
 WPHB Philipsburg, Pa.
 WPIC Sharon, Pa.
 WPID Piedmont, Ala.
 WPIK Alexandria, Va.
 WPIN St. Petersburg, Fla.
 WPIP Pittsburgh, Pa.
 WPKI Pikeville, Ky.
 WPKO Waverly, Ohio
 WPKY Princeton, Ky.
 WPLA Plant City, Fla.
 WPLH Huntington, W. Va.
 WPLM Plymouth, Mass.
 WPLY Plymouth, Wis.
 WPME Punxsutawney, Pa.
 WPMP Pascagoula, Miss.
 WPNC Plymouth, N. C.
 WPNT Brevard, N. C.
 WPNX Phenix City, Ala.-
 Columbus, Ga.
 WPOM Pompano Beach, Fla.
 WPON Pontiac, Mich.
 WPOP Hartford, Conn.
 WPOP Portland, Me.
 WPOW New York, N. Y.
 WPPA Pottsville, Pa.
 WPPA Mayaguez, P. R.
 WPRC Lincoln, Ill.
 WPRE Prairie Du Chien, Wis.
 WPRO Providence, R. I.
 WPRP Ponce, P. R.
 WPRS Paris, Ill.
 WPRT Prestonburg, Ky.
 WPRW Manassas, Va.
 WPRY Perry, Fla.
 WPTF Raleigh, N. C.
 WPTR Albany, N. Y.
 WPTS Pittsboro, Pa.
 WPTW Piqua, Ohio
 WPTX Lexington Park, Md.
 WPUV Pulaski, Va.
 WPVA Colonial Hts.-Peters-
 burg, Va.
 WPVL Painesville, Ohio
 WQAM Miami, Fla.
 WQBC Vicksburg, Miss.
 WQIC Meridian, Miss.
 WQJK Jacksonville, Fla.
 WQOK Greenville, S. C.
 WQSN Charleston, S. C.
 WQUA Moline, Ill.
 WQUB Galesburg, Ill.
 WQXI Atlanta, Ga.
 WQXQ Ormond Beach, Fla.
 WQXR New York, N. Y.
 WQXT Palm Beach, Fla.
 WRAC Racine, Wis.
 WRAD Radford, Va.
 WRAG Carrollton, Ala.
 WRAJ Anna, Ill.
 WRAL Williamsport, Pa.
 WRAL Raleigh, N. C.
 WRAM Monmouth, Ill.
 WRAP Norfolk, Va.
 WRAW Reading, Pa.
 WRAY Princeton, Ind.
 WRBC Jackson, Miss.
 WRBL Columbus, Ga.
 WRBS Tuscaloosa, Ala.
 WRC Washington, D. C.
 WRCA New York, N. Y.
 WRCD Dalton, Ga.
 WRCO Richland Center, Wis.
 WRCS Aoshkie, N. C.
 WRCV Philadelphia, Pa.
 WRDB Reedsburg, Wis.
 WRDO Augusta, Me.
 WRDW Augusta, Ga.
 WREB Holyoke, Mass.
 WREC Memphis, Tenn.
 WREL Lexington, Va.
 WREM Remsen, N. Y.
 WREN Topeka, Kan.
 WREV Reidsville, N. C.
 WRFD Athens, Ga.
 WRFD Worthington, Ohio
 WRFK Alexander City, Ala.
 WRGA Rome, Ga.
 WRGR Stark, Fla.
 WRGS Rogersville, Tenn.
 WRHC Jacksonville, Fla.
 WRHI Rock Hill, S. C.
 WRIB Providence, R. I.
 WRIC Richlands, Va.
 WRIO Rio Piedras, P. R.
 WRIP Rossville, Ga.
 WRIS Roanoke, Va.
 WRIT Milwaukee, Wis.
 WRIV Riverhead, N. Y.
 WRJW Racine, Wis.
 WRJW Piquette, Miss.
 WRKD Rockland, Me.
 WRKH Rockwood, Tenn.
 WRJD Lanett, Ala.-West
 Point, Ga.
 WRMA Montgomery, Ala.
 WRMF Titusville, Fla.
 WRMN Elgin, Ill.
 WRMT Rocky Mount, N. C.
 WRNE New Bern, N. C.
 WRNL Richmond, Va.
 WRON Gulfport, Miss.
 WROB West Point, Miss.
 WROD Daytona Beach, Fla.
 WROK Rockford, Ill.
 WROR Rome, Ga.
 WRON Roncoverte, W. Va.
 WROS Scottsboro, Ala.
 WROV Roanoke, Va.
 WROW Albany, N. Y.
 WROX Clarksdale, Miss.
 WROY Carmi, Ill.
 WRPB Warner Robbins, Ga.
 WRR Dallas, Tex.
 WRRF Washington, N. C.
 WRRR Rockford, Ill.
 WRRZ Clinton, N. C.
 WRSR Saratoga Springs, N. Y.
 WRSW Warsaw, Ind.
 WRTA Altoona, Pa.
 WRUP Gainesville, Fla.
 WRUM Rumford, Me.
 WRUN Utica, N. Y.
 WRUS Russellville, Ky.
 WRVA Richmond, Va.
 WRVK Mt. Vernon, Ky.
 WRVM Rochester, N. Y.
 WRWB Kissimmee, Fla.
 WRWJ Cleveland, Ga.
 WRWJ Selma, Ala.
 WRXO Roxboro, N. C.
 WSAC Radcliff, Ky.
 WSAJ Cincinnati, Ohio
 WSAJ Grove City, Pa.
 WSAL Logansport, Ind.
 WSAM Saginaw, Mich.
 WSAN Allentown, Pa.
 WSAR Fall River, Mass.
 WSAT Salisbury, N. C.
 WSAU Wausau, Wis.
 WSAV Savannah, Ga.
 WSAV Rochester, N. Y.
 WSAZ Huntington, W. Va.
 WSB Atlanta, Ga.
 WSB York, Pa.
 WSB New Smyrna Beach,
 Fla.
 WSEC Chicago, Ill.
 WSBK Warwick, R. I.
 WSBS Great Barrington, Mass.
 WSBT South Bend, Ind.
 WSCM Panama City Beach,
 Fla.
 WSCR Scranton, Pa.
 WSDH Homestead, Fla.
 WSDR Sterling, Ill.
 WSEB Sebring, Fla.
 WSEV Sevierville, Tenn.
 WSFB Quitman, Ga.
 WSFC Somerset, Ky.
 WSFT Thomaston, Ga.
 WSGA Savannah, Ga.
 WSGC Elberton, Ga.
 WSGN Birmingham, Ala.
 WSGW Saginaw, Mich.
 WSHE Sheboygan, Wis.
 WSIC Statesville, N. C.
 WSID Baltimore, Md.
 WSIG Mount Jackson, Va.
 WSIP Paintsville, Ky.
 WSIR Winter Haven, Fla.
 WSIV Pekin, Ill.
 WSIX Nashville, Tenn.
 WSIZ Douglas, Ga.
 WSJC Magee, Miss.
 WSJM St. Joseph, Mich.
 WSJS Winston-Salem, N. C.
 WSKI Montpelier, Vt.
 WSKN Saugerties, N. Y.
 WSKP Miami, Fla.
 WSKY Asheville, N. C.
 WSLR Ogdensburg, N. Y.
 WSLI Jackson, Miss.
 WSLM Salem, Ind.
 WSLS Roanoke, Va.
 WSM Nashville, Tenn.
 WSM New Orleans, La.
 WSME Sanford, Me.
 WSMI Litchfield, Ill.
 WSMN Nashua, N. H.
 WSMT Sparta, Tenn.
 WSNJ Bridgeton, N. J.
 WSNV Sandersville, Ga.
 WSNW Seneca, S. C.
 WSNY Schenectady, N. Y.
 WSOC Charlotte, N. C.
 WSON Henderson, Ky.
 WSOO Sault Ste. Marie, Mich.
 WSOY Decatur, Ill.
 WSPA Spartanburg, S. C.
 WSPB Sarasota, Fla.
 WSPD Toledo, Ohio
 WSPN Saratoga Springs, N. Y.
 WSPR Springfield, Mass.
 WSPY Stevens Point, Wis.
 WSRM Milton, Fla.
 WSRD Durham, N. C.
 WSRF Cleveland Heights, Ohio
 WSRW Hillsboro, Ohio
 WSSB Durham, N. C.
 WSSC Sumter, S. C.
 WSSO Starkville, Miss.
 WSSV Petersburg, Va.
 WSTA Charlotte Amalie, St
 Thomas, V. I.
 WSTC Stamford, Conn.
 WSTL Eminence, Ky.
 WSTN St. Augustine, Fla.
 WSTP Salisbury, N. C.
 WSTR Sturgis, Mich.
 WSTU Stuart, Fla.
 WSTV Steubenville, Ohio
 WWSUB Groton, Conn.
 WWSU Oxford, Miss.
 WWSU Iowa City, Iowa
 WWSU St. Petersburg, Fla.
 WWSU Seaford, Del.
 WWSU Palatka, Fla.
 WWSA Harrisonburg, Va.
 WWSV Crowe, Va.
 WWSW Belle Glade, Fla.
 WWSW Pennington Gap, Va
 WWSW Plattville, Wis.
 WWSY Rutland, Vt.
 WSYD Mt. Airy, N. C.
 WSYL Sylvania, Ga.
 WSTR Syracuse, N. Y.
 WTAB Tabor City, N. C.
 WTAC Flint, Mich.
 WTAD Quincy, Ill.
 WTAG Worcester, Mass.
 WTAL Tallahassee, Fla.
 WTAN Clearwater, Fla.
 WTAO Cambridge, Mass.
 WTAG LaGrange, Ill.
 WTAR Norfolk, Va.
 WTAW College Station, Tex.
 WTAX Springfield, Ill.
 WTAY Robinson, Ill.
 WTBC Tuscaloosa, Ala.

Am Calls CONTINUED

WTBF Troy, Ala.
 WTRO Cumberland, Md.
 WTCB Flomaton, Ala.
 WTCH Shawano, Wis.
 WTCJ Tell City, Ind.
 WTCM Traverse City, Mich.
 WTCN Minneapolis, Minn.
 WTCO Campbellsville, Ky.
 WTCR Ashland, Ky.
 WTCF Fairmont, W. Va.
 WTCV Whitesburg, Ky.
 WTEL Philadelphia, Pa.
 WTHE Spartanburg, S.C.
 WTHI Terre Haute, Ind.
 WTHR Panama City Beach, Fla.
 WTIC Hartford, Conn.
 WTIF Tifton, Ga.
 WTIG Massillon, Ohio
 WTIK Durham, N.C.
 WTL Mayaguez, P.R.
 WTIM Taylorville, Ill.
 WTIP Charleston, W. Va.
 WTIV Titusville, Pa.
 WTIW New Orleans, La.
 WTJH East Point, Ga.
 WTJS Jackson, Tenn.
 WTKM Hartford, Wis.
 WTKO Ithaca, N.Y.
 WTLB Uliva, N.Y.
 WTLG Bowling Green, Ohio
 WTLT Tallahassee, Ala.
 WTM Charleston, S.C.
 WTMOC Ocala, Fla.
 WTMJ Milwaukee, Wis.
 WTMP Tampa, Fla.
 †WTMT Louisville, Ky.
 WTMV E. St. Louis, Ill.
 WTN Thomasville, N.C.
 WTNB Orangeburg, S.C.
 WTNJ Trenton, N.J.
 WTNB Coshocton, Ohio
 WTN Tallahassee, Fla.
 WTOB Winston-Salem, N.C.
 WTOC Savannah, Ga.

WTOE Toledo, Ohio
 WTOP Spruce Pine, N.C.
 WTON Toledo, Ohio
 WTON Staunton, Va.
 WTOP Washington, D.C.
 WTOR Torrington, Conn.
 WTRP Paris, Tenn.
 WTPS New Orleans, La.
 WTRA Latrobe, Pa.
 WTRB Ripley, Tenn.
 WTRC Elkhart, Ind.
 WTRL Bradenton, Fla.
 WTRN Tyrone, Pa.
 WTRO Dyersburg, Tenn.
 WTRP LaGrange, Ga.
 WTRR Sanford, Fla.
 WTRU Muskegon, Mich.
 WTRW Two Rivers, Wis.
 WTRX Belaire, Ohio
 WTRY Troy, N.Y.
 WTSB Brattleboro, Vt.
 WTSB Lumberton, N.C.
 WTSL Hanover, N.H.
 WTSN Dover, N.H.
 WTSF St. Petersburg, Fla.
 WTSV Claremont, N.H.
 WTTB Vero Beach, Fla.
 WTTT Port Huron, Mich.
 WTTL Madisonville, Ky.
 WTTM Trenton, N.J.
 WTTN Watertown, Wis.
 WTTT Westminster, Md.
 WTTB Bloomington, Ind.
 WTUC Union City, Tenn.
 WTUP Tupelo, Miss.
 WTUS Tuskegee, Ala.
 WTUX Wilmington, Del.
 WTVR Coldwater, Mich.
 WTVL Waterville, Me.
 WTVN Columbus, Ohio
 WTTA Thomson, Ga.
 WTTB Auburndale, Fla.
 WTTN St. Johnsbury, Vt.
 WTTX W. Springfield, Mass.
 WTYC Rock Hill, S.C.
 WTYM E. Longmeadow, Mass.
 WTYN Tryon, N.C.
 WTYM Marianna, Fla.
 †WTYT Titusville, Fla.

WULA Eufaula, Ala.
 WUSJ Lockport, N.Y.
 WUST Bethesda, Md.
 WVAM Altoona, Pa.
 WVCB Coral Gables, Fla.
 WVCH Chester, Pa.
 WVEC Hampton, Va.
 WVET Rochester, N.Y.
 WVIM Vicksburg, Miss.
 WVIP Mt. Kisco, N.Y.
 WVJP Caguas, P.R.
 WVJS Owensboro, Ky.
 WVKO Columbus, Ohio
 WVLL Lexington, Ky.
 WVLN Olney, Ill.
 WVMC Mt. Carmel, Ill.
 WVMI Biloxi, Miss.
 WVNA Tusculum, Ala.
 WVNI Newark, N.J.
 WVOK Birmingham, Ala.
 WVOL Nashville, Tenn.
 WVOP Vidalia, Ga.
 WVOS Liberty, N.Y.
 WVOT Wilson, N.C.
 WVOW Logan, W. Va.
 WVPO Stroudsburg, Pa.
 WVSC Somers, Pa.
 WVVV Grafton, W. Va.
 WVBC Bay City, Mich.
 WVBD Vineland, S.C.
 WVWZ Bamber, N.J.
 WVCA Gary, Ind.
 WVCC Bremen, Ga.
 WVWC Waterbury, Conn.
 WVWD Washington, D.C.
 WVWF Sanford, N.C.
 WVWG Tifton, Ga.
 WVWH Hornell, N.Y.
 WVWL Ft. Lauderdale, Fla.
 WVWN Baltimore, Md.
 †VWVW Black River Falls, Wis.
 WVWT Canton, N.C.
 †VWVZ Lorain, Ohio
 WVWJ Detroit, Mich.
 WVWK Winchester, Ky.
 WVWL New Orleans, La.
 WVWN Asheville, N.C.
 WVNH Rochester, N.H.
 WVNR Beckley, W. Va.

WVNS Statesboro, Ga.
 WVNY Watertown, N.Y.
 WVOD Lynchburg, Va.
 WVOK Charlotte, N.C.
 WVOL Buffalo, N.Y.
 WVON Woonsocket, R.I.
 WVPA Williamsport, Pa.
 WVPP Palaika, Fla.
 WVRI W. Warwick, R.I.
 WVRL New York, N.Y.
 WVSC Glens Falls, N.Y.
 WVSR St. Albans, Vt.
 WVST Wooster, Ohio
 WVSW Pittsburgh, Pa.
 WVTT Tampa, Fla.
 WVVA Wheeling, W. Va.
 WVWB Jasper, Ala.
 WVWF Fayette, Ala.
 WVWR Russellville, Ala.
 WVWW Rio Piedras, P.R.
 WVXL Manchester, Ky.
 WVYO Pineville, W. Va.
 WVXAL Demopolis, Ala.
 WVXI Richmond, Va.
 WVXL Hazelhurst, Ga.
 WVXL Indianapolis, Ind.
 WVXK Baton Rouge, La.
 WVXR Guayama, P.R.
 WVXX Haitigsburg, Miss.
 WVYZ Detroit, Mich.
 WYCL York, S.C.
 WYDE Birmingham, Ala.
 WYLD New Orleans, La.
 WYMB Manning, S.C.
 WYNN Florence, S.C.
 WYOU Newport News, Va.
 WYSE Lakeland, Fla.
 WYSP Franklin, Va.
 WYTI Rocky Mount, Va.
 WYVE Wytheville, Va.
 WYZE Atlanta, Ga.
 WZIF Covington, Ky.
 WZKY Albemarle, N.C.
 WZOR Fort Payne, Ala.
 WZOK Jacksonville, Fla.
 WZRO Jacksonville Beach, Fla.
 WZYX Cowan, Tenn.

Commercial Fm Call Letters

(For facilities and personnel of each station, see Radio Station Directory beginning on page A-235).

FOR CALL LETTERS OF FM EDUCATIONAL STATIONS SEE PAGE A-233.

†Indicates construction permit for new station.

KABC FM Los Angeles, Calif.
 †KACU-FM Riverside, Calif.
 †KAFF-Oakland, Calif.
 KAIM Honolulu, T. H.
 †KAJS Newport Beach, Calif.
 KALE-FM Alexandria, La.
 KAMS Mammoth Spring, Ark.
 KARM-FM Fresno, Calif.
 KAYL-FM Storm Lake, Iowa
 KAZZ Austin, Tex.
 †KBAY-FM San Francisco, Calif.
 †KBEI Los Angeles, Calif.
 †KBKA Beverly Hills, Calif.
 KBEF-FM Modesto, Calif.
 KEIQ Los Angeles, Calif.
 KENS Los Angeles, Calif.
 KEOA-FM Kennett, Mo.
 †KEBY-FM Mcdford, Ore.
 KETM-FM Jonesboro, Ark.
 KCBH Los Angeles, Calif.
 †KCBM Kansas City, Kan.
 †KCBQ-FM San Diego, Calif.
 KCBS-FM San Francisco, Calif.
 †KCEF Oklahoma City, Okla.
 KCFM St. Louis, Mo.
 KCLL-FM Cleburne, Tex.
 KCMC-FM Texarkana, Tex.
 KCMK Kansas City, Mo.
 KCMO-FM Kansas City, Mo.
 KCMS Manitou Springs, Colo.
 KCRA-FM Sacramento, Calif.
 †KDBX Los Angeles, Calif.
 †KDEN-FM Denver, Colo.
 KDPC San Francisco, Calif.
 KDFW Cedar Hill, Tex.
 KDKA-FM Pittsburgh, Pa.
 KDMC Corpus Christi, Tex.
 KDNT-FM Denton, Tex.
 †KDOG La Habra, Calif.
 KDWC West Covina, Calif.
 †KDWD San Diego, Calif.
 KDYL-FM Salt Lake City, Utah
 KEAR San Francisco, Calif.
 KEDO Ontario, Calif.
 KEFM Oklahoma City, Okla.
 KELE Phoenix, Ariz.
 KEIS Nacogdoches, Tex.
 KERN-FM Bakersfield, Calif.
 KEX-FM Portland, Ore.
 †KXYM Santa Maria, Calif.
 KFAC-FM Los Angeles, Calif.
 KFAM-FM St. Cloud, Minn.
 KFBR-FM Sacramento, Calif.
 KFGQ-FM Boone, Iowa
 KFH-FM Wichita, Kan.
 †KFIL Santa Ana, Calif.
 KFMK Houston, Tex.
 KFML Denver, Colo.
 KFMM Tucson, Ariz.
 †KFMQ Lincoln, Neb.

KFMU Glendale, Calif.
 †KFMX San Diego, Calif.
 KFOX-FM Long Beach, Calif.
 †KFRD-FM San Francisco, Calif.
 KFSD-FM San Diego, Calif.
 KFUD-FM Clayton, Mo.
 †KGB-FM San Diego, Calif.
 KGLA Los Angeles, Calif.
 KGLO-FM Mason City, Iowa
 †KGMF-FM Sacramento, Calif.
 KGO-FM San Francisco, Calif.
 KGPO Grants Pass, Ore.
 KHFI Austin, Tex.
 KHFM Albuquerque, N. M.
 KHGF Los Angeles, Calif.
 KHJ-FM Los Angeles, Calif.
 †KHMS El Paso, Tex.
 KING-FM Seattle, Wash.
 KIRO-FM Seattle, Wash.
 KISS San Antonio, Tex.
 KISW Seattle, Wash.
 KITE-FM San Antonio, Tex.
 KITT San Diego, Calif.
 KJXL-FM Dallas, Tex.
 KJML Sacramento, Calif.
 †KJPO Fresno, Calif.
 †KJRG Newton, Kan.
 KLCN-FM Blytheville, Ark.
 †KLIR-FM Denver, Colo.
 †KLWB-FM Salt Lake City, Utah
 †KMAK-FM Fresno, Calif.
 KMCS Seattle, Wash.
 KMFM Mountain Park, N. M.
 KMJ-FM Fresno, Calif.
 KMLA Los Angeles, Calif.
 KMLB-FM Monroe, La.
 KMYC-FM Marysville, Calif.
 KNBC-FM San Francisco, Calif.
 KNEV Reno, Nev.
 KNOB Long Beach, Calif.
 KNX-FM Los Angeles, Calif.
 KOIN-FM Portland, Ore.
 KONO-FM San Antonio, Tex.
 †KQXR-FM Oxnard, Calif.
 †KPAX San Bernardino, Calif.
 KPEN Atherton, Calif.
 KPFA Berkeley, Calif.
 KPFM Portland, Ore.
 †KPIP Riverside, Calif.
 KPOJ-FM Portland, Ore.
 KPOL-FM Los Angeles, Calif.
 KPRC-FM Houston, Tex.
 †KPSR Palm Springs, Calif.
 †KPPU San Francisco, Calif.
 KQFM Portland, Ore.
 KQXM Riverside, Calif.
 KQXR Bakersfield, Calif.
 †KRAK-FM Stockton, Calif.
 KRCW Santa Barbara, Calif.
 KREB-FM Berkeley, Calif.
 KRED Eureka, Calif.
 KREM-FM Spokane, Wash.
 KRFM Fresno, Calif.
 KRHM Hollywood, Calif.
 KRIC-FM Beaumont, Tex.
 KRKD-FM Los Angeles, Calif.
 KRLD-FM Dallas, Tex.
 KRMD-FM Shreveport, La.
 KRNW Boulder, Colo.
 †KRON-FM San Francisco, Calif.
 KROS-FM Clinton, Iowa
 †KRPM San Jose, Calif.
 KRSN-FM Los Alamos, N. M.

KSFL-FM Lubbock, Tex.
 KSMF Dallas, Tex.
 KSPR San Francisco, Calif.
 KSJO-FM San Jose, Calif.
 KSL-FM Salt Lake City, Utah
 †KSMA-FM Santa Maria, Calif.
 KSON-FM San Diego, Calif.
 KSPI-FM Stillwater, Okla.
 KTS-FM Minneapolis, Minn.
 KTNF-FM Tacoma, Wash.
 KTRB-FM Modesto, Calif.
 KTRH-FM Houston, Tex.
 KTTT-FM Springfield, Mo.
 KTWR Tacoma, Wash.
 KTYL-FM Mesa, Ariz.
 †KTYM-FM Inglewood, Calif.
 †KUDU-FM Ventura-Oxnard, Calif.
 KUGN-FM Eugene, Ore.
 KUOA-FM Sloom Springs, Ark.
 KUOW Seattle, Wash.
 KUTE Glendale, Calif.
 †KVEN-FM Ventura, Calif.
 †KVFM San Fernando, Calif.
 KWFM Minneapolis, Minn.
 KW1Z-FM Santa Ana, Calif.
 KWJE-FM Globe, Ariz.
 KWKH-FM Shreveport, La.
 KWNO-FM Winona, Minn.
 KWOC-FM Poplar Bluff, Mo.
 KWPC-FM Muscatine, Iowa.
 KWPM-FM Seat Plains, Mo.
 KXOA-FM Sacramento, Calif.
 †KYA-FM San Francisco, Calif.
 †KYFM Oklahoma City, Okla.
 KYFM-FM Mankato, Minn.
 KYW-FM Cleveland, Ohio
 WAAM-FM Parkersburg, W. Va.
 WABC-FM New York, N. Y.
 WABZ-FM Albemarle, N. C.
 WAFM Birmingham, Ala.
 WAGA-FM Atlanta, Ga.
 WAIR-FM Winston-Salem, N. C.
 WAJC Indianapolis, Ind.
 WAJR-FM Morganstown, W. Va.
 WAKR-FM Akron, Ohio
 WALK-FM Patches, N. Y.
 WARD-FM Johnstown, Pa.
 WARK-FM Hagerstown, Md.
 WARL-FM Arlington, Va.
 WASH Washington, D. C.
 WATC-FM Ashland, Ohio
 WAUG-FM Augusta, Ga.
 WAVU-FM Albertville, Ala.
 WAWZ-FM Zarephath, N. J.
 WAZL-FM Hazleton, Pa.
 †WABF-FM Babylon, N. Y.
 WBAI New York, N. Y.
 WRAP-FM Ft. Worth, Tex.
 WRBB-FM Burlington, N. C.
 WBBM-FM Chicago, Ill.
 WBBO-FM Forest City, N. C.
 WBBQ-FM Augusta, Ga.
 WBS Crawfordville, Ind.
 WBCN Boston, Mass.
 WBCF-FM Pittsfield, Mass.
 WBCN-FM Buffalo, N. Y.
 WBET-FM Brockton, Mass.
 WBFB New York, N. Y.
 WBIR-FM Knoxville, Tenn.
 †WBKV-FM West Bend, Wis.
 †WBLY-FM Springfield, Ohio
 WBNS-FM Columbus, Ohio

WBNY-FM Buffalo, N. Y.
 †WBOS-FM Brookline, Mass.
 WBRC-FM Birmingham, Ala.
 WBRE-FM Wilkes-Barre, Pa.
 WBRL Baton Rouge, La.
 WBSM-FM New Bedford, Mass.
 WBUT-FM Butler, Pa.
 WBUT-FM Lexington, N. C.
 WBCZ-FM Boston, Mass.
 WCAC Anderson, S. C.
 WCAO-FM Baltimore, Md.
 WCAU-FM Philadelphia, Pa.
 WCBF-FM New York, N. Y.
 WCFD-FM Dubois, Pa.
 WCHA-FM Chambersburg, Pa.
 WCKR-FM Miami, Fla.
 WCLI-FM Corning, N. Y.
 WCIJ Chicago, Ill.
 WCLO-FM Janesville, Wis.
 WCLT-FM Newark, Ohio
 WCMI-FM Ashland, Ky.
 WCNB-FM Connersville, Ind.
 WCOD Richmond, Va.
 WCOH-FM Newman, Ga.
 WCOL-FM Columbus, Ohio
 WCOP-FM Boston, Mass.
 WCOS-FM Columbia, S. C.
 WCOU-FM Lewiston, Me.
 WCPD-FM Cincinnati, Ohio
 WCPN-FM Tarboro, N. C.
 WCRB-FM Waltham, Mass.
 †WCRF-FM Cleveland, Ohio
 WCSC-FM Charleston, S. C.
 †WCST-FM Columbus, Ind.
 WCTA-FM Andalusia, Ala.
 WCTC-FM New Brunswick, N. J.
 WCTV New Castle, Ind.
 †WCUE-FM Akron, Ohio
 WCUM-FM Cumberland, Md.
 WDAE-FM Tampa, Fla.
 †WDAS-FM Philadelphia, Pa.
 WDBJ-FM Roanoke, Va.
 WDBQ-FM Orlando, Fla.
 WDBQ-FM Dubuque, Iowa
 WDDS-FM Syracuse, N. Y.
 WDEL-FM Wilmington, Del.
 WDET-FM Detroit, Mich.
 †WDHF Chicago, Ill.
 †WDJR Oil City, Pa.
 WDLF-FM Panama City, Fla.
 WDNB-FM Durham, N. C.
 WDOK-FM Cleveland, Ohio
 WDOV-FM Dover, Del.
 WDSO-FM Dillon, S. C.
 WDSU-FM New Orleans, La.
 WDUN-FM Gainesville, Ga.
 WDUW-FM Champaign, Ill.
 WEAU-FM Eau Claire, Wis.
 WEAU-FM Evanston, Ill.
 WEBB Chicago, Ill.
 WEBQ-FM Harrisburg, Ill.
 WEED-FM Rocky Mount, N. C.
 WEEL-FM Boston, Mass.
 WEEX-FM Easton, Pa.
 WEFM Chicago, Ill.
 WEIS Chicago, Ill.
 WENR-FM Chicago, Ill.
 WEOL-FM Elyria, Ohio
 WEPM-FM Martinsburg, W. Va.
 WEQR Goldsboro, N. C.
 WERC-FM Erie, Pa.
 WERE-FM Cleveland, Ohio
 WESC-FM Greenville, S. C.

Fm Calls CONTINUED

WEST-FM Easton, Pa.
 WEVD-FM New York, N. Y.
 WEVO-FM Laurinburg, N. C.
 WFAA-FM Dallas, Tex.
 WFAH-FM Alliance, Ohio
 WFAS-Washington, D. C.
 WFAS-FM White Plains, N. Y.
 WFBC-FM Greenville, S. C.
 WFBE Flint, Mich.
 WFDS-FM Baltimore, Md.
 WFHR-FM Wisconsin Rapids, Wis.
 WFIL-FM Philadelphia, Pa.
 WFIN-FM Findlay, Ohio
 WFIU Bloomington, Ind.
 WFLA-FM Tampa, Fla.
 WFLN Philadelphia, Pa.
 WFLY Troy, N. Y.
 WFMA Rocky Mount, N. C.
 WFMB Nashville, Tenn.
 WFMD-FM Frederick, Md.
 WFME Chicago, Ill.
 WFMH-FM Cullman, Ala.
 WFML-Washington, Ind.
 WFMP Pittsburgh, Pa.
 WFMQ Chicago, Ill.
 WFMR Milwaukee, Wis.
 WFMS Indianapolis, Ind.
 WFMT Chicago, Ill.
 WFMW-FM Madisonville, Ky.
 WFMZ Allentown, Pa.
 WFNC-FM Fayetteville, N. C.
 WFNS-FM Burlington, N. C.
 WFOB-FM Fostoria, Ohio
 WFRO-FM Fremont, Ohio
 WFSC-FM Franklin, N. C.
 WFST-FM Caribou, Me.
 WFUL-FM Fulton, Ky.
 WFUM Flint, Mich.
 WGAL-FM Lancaster, Pa.
 WGAR-FM Cleveland, Ohio
 WGAU-FM Athens, Ga.
 WGAZ-FM Silver Spring, Md.
 WGBI-FM Scranton, Pa.
 WGBS-FM Miami, Fla.
 WGEN-FM Quincy, Ill.
 WGFN Schenectady, N. Y.
 WGH-FM Newport News, Va.
 WGHF Brookfield, Conn.
 WGHJ-FM Lawrence, Mass.
 WCKA-FM Atlanta, Ga.
 WQMS-FM Washington, D. C.
 WQNC-FM Gastonia, N. C.
 WQPA-FM Bethlehem, Pa.
 WGRV-FM Greenville, Tenn.
 WGWR-FM Asheville, N. C.
 WHAI-FM Greenfield, Mass.
 WHAT-FM Philadelphia, Pa.
 WHAV-FM Haverhill, Mass.
 WHBC-FM Canton, Ohio
 WHBF-FM Rock Island, Ill.
 WHCN-Hartford, Conn.
 WHCU-FM Ithaca, N. Y.
 WHDI-FM Boston, Mass.
 WHDL-FM Olean, N. Y.
 WHFR-FM Benton Harbor, Mich.
 WHFI West Paterson, N. J.
 WHFM Rochester, N. Y.
 WHIO-FM Dayton, Ohio
 WHIK-FM Cleveland, Ohio
 WHKP-FM Hendersonville, N. C.
 WHLD-FM Niagara Falls, N. Y.
 WHLI-FM Hempstead, N. Y.
 WHLM-FM Bloomsburg, Pa.
 WHMA-FM Anniston, Ala.
 WHNC-FM Henderson, N. C.
 WHO-FM Des Moines, Iowa
 WHOH-Hamilton, Ohio
 WHOJ-FM New York, N. Y.
 WHOO-FM Orlando, Fla.
 WHOP-FM Hopkinsville, Ky.
 WHOS-FM Decatur, Ala.
 WHPP-FM Harrisburg, Pa.
 WHPP-FM High Point, N. C.
 WHRB-FM Cambridge, Mass.
 WHTB-FM Talladega, Ala.
 WHTN-FM Huntington, W. Va.
 WHYI-FM Carlisle, Pa.
 WHYN-FM Springfield, Mass.
 WIBG-FM Philadelphia, Pa.
 WICA-FM Ashabula, Ohio
 WIPD-Glenside, Pa.
 WIFM-FM Elkin, N. C.
 WIKY-FM Evansville, Ind.
 WILT Buffalo, N. Y.
 WIMA-FM Lima, Ohio
 WINA-FM Charlottesville, Va.
 WINZ-FM Miami, Fla.
 WIP-FM Philadelphia, Pa.
 WISC-FM Madison, Wis.
 WITI-FM Baltimore, Md.
 WITZ-FM Jasper, Ind.
 WIUS-Christiansburg, V. I.
 WJAC-Johnstown, Pa.
 WJAX-FM Jacksonville, Fla.
 WJBC-FM Bloomington, Ill.
 WJBK-FM Detroit, Mich.
 WJRR-Wilmington, Del.
 WJXX-FM Jackson, Miss.
 WJEF-FM Grand Rapids, Mich.
 WJEF-FM Hagerstown, Md.
 WJHL-FM Johnson City, Tenn.
 WJLK-FM Ashbury Park, N. J.
 WJLN-Birmingham, Ala.
 WJMC-FM Rice Lake, Wis.
 WJMO-FM Cleveland, Ohio
 WJOB-FM Hammond, Ind.
 WJRF-FM Detroit, Mich.
 WJTN-FM Jamestown, N. Y.
 WJW-FM Cleveland, Ohio
 WKAQ-FM San Juan, P. R.
 WKAZ-FM Charleston, W. Va.
 WKBN-FM Youngstown, Ohio
 WKBR-FM Manchester, N. H.

WKCC-Berlin, N. H.
 WKFM-Chicago, Ill.
 WKIP-FM Poughkeepsie, N. Y.
 WKIX-FM Raleigh, N. C.
 WKJF-Pittsburgh, Pa.
 WKLF-FM Clanton, Ala.
 WKM-FM Dearborn, Mich.
 WKOK-FM Sunbury, Pa.
 WKOP-FM Binghamton, N. Y.
 WKPT-FM Kingsport, Tenn.
 WKRC-FM Cincinnati, Ohio
 WKRG-FM Mobile, Ala.
 WKRT-FM Cortland, N. Y.
 WKWK-FM Wheeling, W. Va.
 WKYB-FM Paducah, Ky.
 WLAD-FM Danbury, Conn.
 WLAG-FM LaGrange, Ga.
 WLAN-FM Lancaster, Pa.
 WLAP-FM Lexington, Ky.
 WLAB-FM Grand Rapids, Mich.
 WLBH-FM Mattoon, Ill.
 WLBK-FM Bowling Green, Ky.
 WLBH-FM Lebanon, Pa.
 WLDM-Oak Park, Mich.
 WLDJ-FM Jacksonville, Ill.
 WLET-FM Toccoa, Ga.
 WLIN-Merrill, Wis.
 WLLH-FM Lowell, Mass.
 WLN-FM Peekskill, N. Y.
 WLQA-FM Braddock, Pa.
 WLQE-FM Leaksville, N. C.
 WLOG-FM Logan, W. Va.
 WLPI-FM Minneapolis, Minn.
 WLOS-FM Asheville, N. C.
 WLOV-Cranston, R. I.
 WLYC-FM Williamsport, Pa.
 WMA-FM Washington, D. C.
 WMAQ-FM Chicago, Ill.
 WMAZ-FM Springfield, Mass.
 WMAZ-FM Macon, Ga.
 WMBD-FM Peoria, Ill.
 WMBH-FM Joplin, Mo.
 WMBD-FM Auburn, N. Y.
 WMBR-FM Jacksonville, Fla.
 WMCP-Memphis, Tenn.
 WMCR-Kalamazoo, Mich.
 WMDE-Greensboro, N. C.
 WMET-FM Miami, Fla.
 WMFM-Madison, Wis.
 WMFR-FM High Point, N. C.
 WMGW-FM Meadville, Pa.
 WMHE-Toledo, Ohio
 WMIT-Clingman's Peak, N. C.
 WMLN-FM Mt. Vernon, Ill.
 WMKZ-Jackson, Mich.
 WMMW-FM Meriden, Conn.
 WMRI-FM Marion, Ind.
 WMLN-FM Marion, Ohio
 WMSA-FM Massena, N. Y.
 WMTW-FM Mt. Washington, N. H.
 WMUN-Muncie, Ind.
 WMUZ-Detroit, Mich.
 WMYA-FM Martinsville, Va.
 WMYO-FM Mount Vernon, Ohio
 WMZK-Detroit, Mich.
 WNAV-FM Annapolis, Md.
 WNB-FM Binghamton, N. Y.
 WNRH-FM New Bedford, Mass.
 WNN-New York, N. Y.
 WNDE-FM Daytona Beach, Fla.
 WNS-FM Central City, Ky.
 WNEW-FM New York, N. Y.
 WNEW-FM Macon, Ga.
 WNGO-FM Mayfield, Ky.
 WNHC-FM New Haven, Conn.
 WNIC-Chicago, Ill.
 WNO-FM High Point, N. C.
 WNOW-FM York, Pa.
 WNRC-FM New Rochelle, N. Y.
 WNTA-FM Newark, N. J.
 WNYC-FM New York, N. Y.
 WOAY-FM Oak Hill, W. Va.
 WOC-FM Davenport, Iowa
 WOCB-FM West Yarmouth, Mass.
 WOIS-FM Shelby, N. C.
 WOI-FM Washington, D. C.
 WOLC-Royal Oak, Mich.
 WOH-FM Owensboro, Ky.
 WONO-Syracuse, N. Y.
 WOPA-FM Oak Park, Ill.
 WOPI-FM Bristol, Tenn.
 WOR-FM New York, N. Y.
 WORR-FM Mayaguez, P. R.
 WORR-FM Orangeburg, S. C.
 WORE-FM Madison, Ind.
 WORZ-Orlando, Fla.
 WOTV-FM Nashua, N. H.
 WPAC-FM Patchogue, N. Y.
 WPAU-FM Paducah, Ky.
 WPAT-FM Paterson, N. J.
 WPAZ-FM Portsmouth, Ohio
 WPFL-FM Montrose, Pa.
 WPN-FM Philadelphia, Pa.
 WPP-FM Middletown, Ohio
 WPP-FM Providence, R. I.
 WPPG-FM Oakland, Md.
 WPHB-FM Phillipsburg, Pa.
 WPI-FM Sharon, Pa.
 WPJB-FM Providence, R. I.
 WPKM-Tampa, Fla.
 WPPA-FM Pittsfield, Pa.
 WPRB-Princeton, N. J.
 WPRO-FM Providence, R. I.
 WPRS-FM Paris, Ill.
 WPT-FM Raleigh, N. C.
 WQAL-Philadelphia, Pa.
 WQFM-Milwaukee, Wis.
 WQMS-Hamilton, Ohio
 WQNR-FM New York, N. Y.
 WQXT-FM Palm Beach, Fla.
 WRAJ-FM Anna, Ill.
 WRAC-FM Williamsport, Pa.
 WRAL-FM Raleigh, N. C.
 WRBI-Fairlawn, N. J.
 WRBL-FM Columbus, Ga.
 WRC-FM Washington, D. C.

WRCA-FM New York, N. Y.
 WRCM-New Orleans, La.
 WREV-FM Reidsville, N. C.
 WRFL-Winchester, Va.
 WRFM-New York, N. Y.
 WRFS-FM Alexander City, Ala.
 WRHI-FM Rock Hill, S. C.
 WRJN-FM Racine, Wis.
 WRKO-FM Boston, Mass.
 WRLD-FM Lanett, Ala.
 WRNL-FM Richmond, Va.
 WROR-FM Rockford, Ill.
 WROR-FM Carmi, Ill.
 WRR-FM Dallas, Tex.
 WRRR-Ithaca, N. Y.
 WRRR-Cherry Valley, N. Y.
 WRRD-De Ruyter, N. Y.
 WRRB-Bristol, N. Y.
 WRRR-Wethersfield, N. Y.
 WRRN-Warren, Pa.
 WRSW-FM Warsaw, Ind.
 WRUP-FM Gainesville, Fla.
 WRUN-FM Utica, N. Y.
 WRVA-FM Richmond, Va.
 WRVC-Norfolk, Va.
 WRNO-FM Roxboro, N. C.
 WSAI-FM Cincinnati, Ohio
 WSAM-FM Saginaw, Mich.
 WSB-FM Atlanta, Ga.
 WSEL-Birmingham, Ill.
 WSEL-Chicago, Ill.
 WSEF-Birmingham, Ala.
 WSTC-FM Statesville, N. C.
 WSTL-FM Baltimore, Md.
 WSTJ-Miami, Fla.
 WSTJ-FM Winston-Salem, N. C.
 WSTL-FM Epanoke, Va.
 WSNJ-FM Bridgeport, N. J.
 WSNW-FM Seneca, S. C.
 WSOC-FM Charlotte, N. C.
 WSON-FM Henderson, Ky.
 WSOY-FM Decatur, Ill.
 WSPA-FM Spartanburg, S. C.
 WSPD-FM Toledo, Ohio
 WSR-FM Cleveland Heights, Ohio
 WSTC-FM Stamford, Conn.
 WSTP-FM Salisbury, N. C.
 WSTR-FM Sturgis, Mich.
 WSTV-FM Steubenville, Ohio

WSVA-FM Harrisonburg, Va.
 WSVS-FM Crewe, Va.
 WSYR-FM Syracuse, N. Y.
 WTAD-FM Quincy, Ill.
 WTAF-FM Worcester, Mass.
 WTAX-FM Springfield, Ill.
 WTBC-FM Tuscaloosa, Ala.
 WTFF-Babylon, N. Y.
 WTHI-FM Terre Haute, Ind.
 WTR-FM Hartford, Conn.
 WTJS-FM Jackson, Tenn.
 WTKA-FM Charleston, S. C.
 WTNC-FM Thomasville, N. C.
 WTOA-Trenton, N. J.
 WTOU-FM Savannah, Ga.
 WTOU-FM Toledo, Ohio
 WTOL-FM Toledo, Ohio
 WTOP-FM Washington, D. C.
 WTOW-FM Towson, Md.
 WTRC-FM Elkhart, Ind.
 WTRX-FM Bellair, Ohio
 WTSV-FM Claremont, N. H.
 WTVB-FM Coldwater, Mich.
 WUST-FM Bethesda, Md.
 WVAM-FM Allentown, Pa.
 WVRR-FM Ithaca, N. Y.
 WVJS-FM Owensboro, Ky.
 WVKO-FM Columbus, Ohio
 WVLN-FM Olney, Ill.
 WVCF-Greenfield, Wis.
 WVOC-FM Washington, D. C.
 WVOC-FM Sanford, N. C.
 WVHG-FM Hornell, N. Y.
 WVJ-FM Detroit, Mich.
 WVMT-New Orleans, La.
 WVOD-FM Lynchburg, Va.
 WVOL-FM Buffalo, N. Y.
 WVON-FM Woonsocket, R. I.
 WVWB-Miami, Fla.
 WVST-FM Wooster, Ohio
 WVSW-FM Pittsburgh, Pa.
 WVVA-FM Wheeling, W. Va.
 WVCN-Providence, R. I.
 WVPM-Elmwood Park, Ill.
 WXII-Boston, Mass.
 WXYZ-FM Detroit, Mich.
 WYNS-Youngstown, Ohio
 WYZZ-Wilkes-Barre, Pa.
 WZOK-FM Jacksonville, Fla.

Educational Fm Call Letters

*KAGC-FM Abilene, Tex.
 *KALW-San Francisco, Calif.
 *KAMU-FM Stillwater, Okla.
 *KANU-Lawrence, Kan.
 *KANW-Albuquerque, N. M.
 *KASU-Jonesboro, Ark.
 *KCPA-Tacoma, Wash.
 *KCFW-Santa Monica, Calif.
 *KCVN-Stockton, Calif.
 *KDFW-Dear Hill, Tex.
 *KDPS-Des Moines, Iowa
 *KEPH-Ephraim, Utah
 *KECA-Phoenix, Ariz.
 *KFAM-Los Angeles, Calif.
 *KHHB-Plainview, Tex.
 *KHOF-Los Angeles, Calif.
 *KITE-FM San Antonio, Tex.
 *KLUB-FM Salt Lake City, Utah
 *KMEF-Tularosa, N. M.
 *KMW-Wichita, Kan.
 *KNBR-Dallas, Tex.
 *KOHF-Houston, Tex.
 *KOKI-Oklahoma City, Okla.
 *KPEB-Berkeley, Calif.
 *KRCC-Colorado Springs, Colo.
 *KRW-Santa Barbara, Calif.
 *KRYM-Eugene, Ore.
 *KSCU-Santa Clara, Calif.
 *KSDP-FM Manhattan, Kan.
 *KSDS-San Diego, Calif.
 *KSHS-Colorado Springs, Colo.
 *KSPC-Claremont, Calif.
 *KSLI-Iowa City, Iowa
 *KSTP-Emperior, Kan.
 *KTEC-Oratech, Ore.
 *KTRM-Denver, Colo.
 *KTRG-FM Ottawa, Kan.
 *KTOW-Tacoma, Wash.
 *KTOH-Honolulu, Hawaii
 *KUSC-Los Angeles, Calif.
 *KVOF-FM El Paso, Tex.
 *KVOK-Honolulu, Hawaii
 *KASC-Logan, Utah
 *KVTI-Dallas, Tex.
 *KWAR-Waverly, Iowa
 *KWGS-Tulsa, Oklahoma
 *KWPM-FM West Plains, Mo.
 *KXLU-Los Angeles, Calif.
 *WAGE-Atlanta, Ga.
 *WAGR-Syracuse, N. Y.
 *WAMC-Albany, N. Y.
 *WAMP-Amherst, Mass.
 *WAPS-Akron, Ohio
 *WBEZ-Chicago, Ill.
 *WBFO-Buffalo, N. Y.
 *WBGO-Newark, N. J.
 *WBGU-Douglas Green, Ohio
 *WBKY-Lexington, Ky.
 *WBLL-Baltimore, Md.
 *WBOE-Cleveland, Ohio
 *WBOR-Brunswick, Me.
 *WBUR-Boston, Mass.
 *WCEB-Columbus, Ohio
 *WCFM-Williamstown, Mass.
 *WFDM-State College, Pa.
 *WFTT-Detroit, Mich.
 *WDUQ-Pittsburgh, Pa.
 *WEMC-Harrisburg, Va.
 *WEPS-Elgin, Illinois
 *WEBS-Boston, Mass.
 *WEVC-Evansville, Ind.
 *WFOS-S. Norfolk, Va.
 *WPPK-Louisville, Ky.

THE BLUE CHIPS

ARE ON THE

LARGEST* NETWORK

* WITH OVER 400 STATIONS

MUTUAL

**BROADCASTING
SYSTEM**



THESE BLUE CHIPS USE MUTUAL

AMERICAN HOME PRODUCTS
 BELL TELEPHONE
 BENRUS WATCH CO.
 BRISTOL-MYERS CO.
 BUFFERIN
 CARTER PROD., INC.
 CHRYSLER CORP.
 COCA COLA, INC.
 COLGATE-PALMOLIVE CO.
 COLGATE TOOTHPASTE
 COLGATE MEN'S LINE
 BRISK TOOTHPASTE
 EX-LAX, INC.
 GENERAL ELECTRIC CO.
 GENERAL FOODS
 CALUMET
 JELLO

GENERAL MOTORS
 PONTIAC
 GMC TRUCKS
 H. J. HEINZ CO.
 HEINZ FOODS
 LEVER BROS.
 LIGGETT & MYERS
 L & M CIGARETTES
 P. LORILLARD CO.
 L.P. GAS COUNCIL
 NATIONAL DAIRY
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 QUAKER STATE OIL
 R. J. REYNOLDS
 CAMELS • WINSTON
 STERLING DRUG CO

- Mutual is the choice because
- Mutual gets the choice listening audience — *the buyers in the family*. Why? Because Mutual is the
- one network whose stations offer
- *community-integrated* programming — programming of local
- interest for local audiences —
- while delivering national news,
- special events and sports features
- that only top network programming can provide. For big results,
- at the lowest cost-per-thousand
- of any major medium, pick the
- big network — Mutual.

Success Story

Small advertisers are smart buyers, too. Example: 3 years ago, 3 employees and a \$12,000 budget. Today, 100 employees and a business that has increased a hundred-fold. Still on Mutual exclusively... and still growing.

Top Coverage

Verified clearance is assured by Mutual's own contract with affiliates which gives MBS advertisers up to 365* stations out of 400 per News program.

* For verification, see Nielsen June II, 1958 or current report.

MUTUAL BROADCASTING SYSTEM, INC.

1440 BROADWAY, NEW YORK 18, N.Y.
 TRIBUNE TOWER, CHICAGO, ILL.
 1313 N. VINE, HOLLYWOOD 28, CAL.

DIRECTORY OF AM AND FM RADIO STATIONS IN THE U.S.

Note: Listed in this directory are all am (amplitude modulation) and fm (frequency modulation) stations in the U. S. and its territories. Information for each station listed below has been corrected to Aug. 1, 1958. Where applicable, the following data are shown in this order: call letters, date station began (or intends to begin) operation, frequency, power, station address, telephone, TWX number, name of licensee together with date present licensee acquired station, national and regional network affiliations, national representative, hours of specialty programs (Negro or foreign language) broadcast each week, executives, companion fm and tv stations.

For each station associated with newspaper ownership

and/or multiple owners of radio and/or television stations the phrases "see Newspaper Ownership" or "see Group Ownership" appear after the name of the licensee. These refer to specialized directories which may be located by consulting the Facilities index on page A-99.

For fm stations which are companions of am stations and which duplicate the programming of the am, only facilities are listed. Fm stations which are programmed and operated independently are listed in greater detail.

Appropriate note is made of television companions of radio stations listed here. Full information about all television stations is presented in the Directory of Television Stations in the U. S. beginning on page A-105.

ALABAMA

ALBERTVILLE, Marshall County

WAVU (1948): 630 kc; 1 kw-D. P. O. Box 411. Phone 830. Sand Mt. Broadcasting Service (original owner).

Pat M. Courington, pres & gen mgr; Bill Hagler, coml mgr, program director & news director; James B. Hartline, chief engineer; Jesse Culp, farm director; Fay Morrison, women's director.

WAVU-FM (1949): 105.1 mc; 4.7 kw. Duplicates WAVU (above).

ALEXANDER CITY, Tallapoosa County

WRFS (May 31, 1947): 1050 kc; 1 kw-D. 128 Main St. Phone Adams 4-2556. Piedmont Service Corp. (original owner).

Rep: Sears & Ayer; Dixieland Stations (Southeast).

Specialty programs: Negro, 12 hrs. wkly. James L. Coloy, pres; James W. Whatley, gen mgr & promotion mgr; Charles H. Whatley, coml mgr & chief engineer; Bill Buchanan, production director & news director; John Davis, farm director; Evelyn Duncan, women's director.

WRFS-FM (Sept. 30, 1949): 106.1 mc; 4.6 kw. Duplicates WRFS (above).

ANDALUSIA, Covington County

WCTA (1946): 920 kc; 5 kw-D, 500 w-N, DA-N Sanford Rd. Phone 1340. Andalusia Broadcasting Co. (original owner).

J. Dige Bishop, pres, gen mgr & chief engineer; Donald Cooke, coml mgr; Jeanette Powell, program director; Bob Duck, news director; Betty Spencer, women's director.

WCTA-FM (1950): 98.1 mc; 10 kw. Duplicates WCTA (above).

ANNISTON, Calhoun County

WANA (1954): 1490 kc; 250 w. 115 West 33rd St. Phone Adams 7-1627. Anniston Radio Co. (See Cary L. Graham stations in "Group Ownership").

Network Keystone. Rep McGillivra.

Specialty programs: Negro, 6 hrs. wkly. C. L. Graham, pres; Mac Thomas, gen mgr; Bill Giddens, coml mgr & promotion mgr; Mary McCrelles, program director; Charles Skinner, chief engineer; Joe Burney, news director.

WDNG (July 1, 1957): 1450 kc; 250 w. P. O. Box 1280. Phone Adams 6-8291. Southland Broadcasting Co. (original owner).

Ralph M. Allgood, gen mgr; Russ Chappell, co-sales mgr; Robert Price Jr., co-sales mgr; Bettie R. Ferguson, program director; Jim Shackelford, promotion mgr; R. G. Olt, chief engineer; Dennis Daniel, news director; Doug Layton, sports director.

WHMA (1938): 1390 kc; 5 kw-D, 1 kw-N, DA-N. 1330 Noble St. Phone Adams 6-7545. Anniston Broadcasting Co. (original owner). (also see "Newspaper Ownership").

Network ABC, Alabama Broadcasting. Rep Walker-Rawall.

Harry M. Ayers, chief owner; Malcolm Street, gen mgr; George M. Rulledge, coml mgr; Rosamund Y. Ponder, program director; Hall Wray, promotion mgr; James A. Hudson, chief engineer; E. Cody Hall, news director; A. S. Mathews, farm director; Teena Taylor, women's director.

WHMA-FM (1947): 100.5 mc; 3.6 kw. Duplicates WHMA (above).

ATHENS, Limestone County

WJMW (Nov 8, 1948): 730 kc; 1 kw-D. P. O. Box 388. Phone 565. The Athens Broadcasting Co. (original owners).

Network Keystone.

Specialty programs: Negro, 4 hrs. weekly. Homer F. Dunnivant, pres, gen mgr & farm director; Robert V. Dunnivant, program director & promotion mgr; William G. Mitchell, chief engineer; Marjorie Jones, women's director.

WJMW-FM (granted July 16, 1958; not on air, target date unknown): 104.3; 1.056 kw. Licensed to Athens Broadcasting Co. (above).

ATMORE, Escambia County

WATM (Dec. 17, 1949): 1590 kc; 1 kw-D. P. O. Box 59. Phone 50. Southland Broadcasting Co. (acquired station Dec 1, 1951).

Rep Continental.

Specialty programs: Negro, 10 hrs. wkly. Tom C. Miniard, gen mgr, chief engineer & farm director; Julia E. Miniard, coml mgr & women's director; Jimmie Crews, program director; Mike Roberts, news director.

AUBURN, Lee County

WAUD (December 1947): 1230 kc; 250 w. Tuskegee Highway. Auburn Broadcasting Co. (original owner).

Network ABC, Southeastern Key Market Network.

Specialty programs: Negro, 15-20 hrs. wkly. Elmer G. Salter, pres & gen mgr; Joann Jetton, program director & promotion mgr; George Murphy, chief engineer; Bob Sanders, news & farm director; Mary Waldheim, women's director.

BAY MINETTE, Baldwin County

WBCA (April 16, 1957): 1150 kc; 1 kw-D. Box 426. Phone 2281. Southwest Alabama Broadcasting Co. (original owner). (Also see "Newspaper Ownership").

Network Keystone, Southeastern Key Market Network. Rep Continental.

Specialty programs: Negro, 7 hrs. weekly. Howard E. Pill, pres; Jim Stewart, sec-treas, gen & coml mgr; Al Perkins, program director & promotion mgr; Bob Switzer, chief engineer; Bill Walker, news director; Ann Cooper, women's director.

BESSEMER, Jefferson County

WENN (See Birmingham).

BIRMINGHAM, Jefferson County

WAPI (1922): 1070 kc; 50 kw-D, 5 kw-N, DA-2. P. O. Box 2553, zone 3. Phone Fairfax 2-2466. TWX FRX. Alabama Broadcasting System (acquired station 1955). (See "Newspaper Ownership" & S. I. Newhouse stations in "Group Ownership").

Network NBC. Rep Christal.

Charles F. Grisham, vice pres & gen mgr; Albert J. Gillen, director of sales; Ray A. Furr, program director; Jim Chenoweth, promotion manager; J. V. Sanderson, chief engineer; Charles Davis, news director; Boyd Evans, farm director; Bette Lee, women's director.

WAPM (FM) (1946): 99.5 mc; 72 kw. Same address, licensee and staff as WAPI.

WABT (TV): Tv companion of WAPI & WAPM (FM).

WBRC (1921): 960 kc; 5 kw, DA-N. 1729 2nd

Ave North, Zone 1. Phone Alpine 2-3172. TWX BH 87. WBRC, Inc. (acquired station May 1958) (see Taft stations in "Group Ownership").

Network CBS. Rep Katz.

Hulbert Taft, Jr., pres; Richard L. Bevington, gen mgr; William D. Mogge, coml & promotion mgr; Fox Lightfoot, program director; Robert DuPriest, chief engineer; Davenport Smith, news director; Art Walton, farm director; Mary Badham, women's director.

WBRC-FM (1957): 106.9 mc; 15 kw. Duplicates WBRC (above).

WBRC-TV: Tv companion of WBRC-AM-FM.

WCRT (March 25, 1953): 1260 kc; 1 kw-D. 725 S. 22nd St., zone 5. Phone Alpine 2-3019. TWX BH-164. Chapman Radio and Television Co. (original owner).

Network ABC & CBS.

William A. Chapman, co-owner & chief engineer; George K. Chapman, co-owner & program director; Rudy Clark, gen mgr & coml mgr; Bill Kennedy, news director; Alvin Davis, farm director.

WEDE (1949): 1220 kc; 1 kw-D. 1417 Fourth Ave., N. Phone 4-0925. Edwin H. Estes. (acquired station April 1956) (see Estes stations in "Group Ownership").

Rep Dore.

Joe E. Osborn, gen mgr.

WENN (1950): 1450 kc; 250 w. P. O. Box 1469. Hamilton 5-3411. Bessemer Broadcasting Co. (acquired station July 1958). (see McLendon-Ebony Stations in "Group Ownership").

Rep Pearson.

Specialty programs: Negro, 100%. John M. McLendon, pres; William Anderson, gen mgr; Hal Falter, station mgr; Cy Steiner, coml mgr; Erskine Faush, program director; Kenneth Brown Jr., promotion mgr; Carl Martens, chief engineer; Bruce Payne, news director; Johnny McClure, farm director; Patsy Hartley, women's director.

WEZB (September 1953): 1320 kc; 1 kw-D. Tutwiler Hotel, zone 1. Fairfax 2-4641. Gene Newman Radio Inc. (original owner).

Network MBS.

Rep Rambeau, Vance & Hoble. Gene Newman, pres, gen mgr & program director; Gaines Allen, coml mgr; Vearl Cicero, chief engineer; Margaret Fickner, women's director.

WJLD (1942): 1400 kc; 250 kw. P. O. Box 5767. Phone Fairfax 4-3466. Johnston Broadcasting Co. (acquired station 1945).

Rep Forjoe.

Specialty programs: Negro, 100%. George Johnston Jr., pres; James Connolly, gen mgr; Otis Dodge, coml mgr; Cliff Goggans, chief engineer; Alma Johnson, women's director.

Key to symbols: In connection with station facilities one or more of the following abbreviations may appear: D—daytime station; DA-D—directional antenna day only; DA-N—directional antenna night only; DA-1—directional antenna same pattern day and night; DA-2—directional antenna different pattern day and night; L—limited time, stations operates night hours only when dominant station is not operating; LS—local sunset; N—night; SH—specified hours of operation provided in station's license; ST—station shares time with one or more other stations.

Radio Stations CONTINUED

ALABAMA CONTINUED

BIRMINGHAM (Continued)

WJLN-FM (1948): 104.7 mc; 23 kw. Duplicates WJLD (above).

WLBS (1946): 900 kc; 1 kw-D. 710 S. 22nd St. Phone Fairfax 4-2541. American Electronix Inc.
E. C. Atherton, pres.

WSGN (1926): 610 kc; 5 kw-D, 1 kw-N, DA-N. 2320 Seventh Ave. S. Phone Fairfax 2-3440. Winston-Salem Broadcasting Co. (acquired station 1955). (See Winston-Salem stations in "Group Ownership").
Rep Venard, Rintoul & McConnell; Ayres (southeast).
Ben K. McKinnon, gen mgr.

WSFM (FM) (May 11, 1958): 93.7 mc; 20 kw. 2331 8th Ave. North. Zone 4. Fairfax 3-5291. James V. Melonas (original owner).
Rep Grant Webb.
James V. Melonas, owner & gen mgr; Dale D. Phillips, chief engineer.

WVOK (Oct. 1947): 690 kc; 50 kw, Da-D. P. O. Box 2468, Zone 1. Phone State 7-2601. Voice of Dixie, Inc. (original owner).

Rep Radio-TV Representatives.
Specialty programs: Negro, 2 hrs. wkly.
Iralee W. Bennis, pres & gen mgr; Ira Leslie, sales mgr, program director & promotion mgr; R. G. Blaskow, chief engineer; Dan Brennan, news director; Johnny Poer, farm director; Juan Foster, women's director.

WYDE (1945): 850 kc; 10 kw-D, 1 kw-N, DA-N. P. O. Box 5846. Bartell Broadcasters Inc. (acquired station 1957). (See Bartell stations in "Group Ownership").
Rep Young.

Gerald A. Bartell, pres; Morton J. Wagner, executive vp & gen mgr; Tom Whitley, station mgr & general sales mgr.

BREWTON, Escambia County

WBBJ (1947): 1240 kc; 250 w. Phone 1000. Brewton Broadcasting Co. (original owner). (also see "Newspaper Ownership").
Net Keystone. Rep Dora-Clayton
W. E. Brooks, pres; W. E. Brooks Jr., vp.

CALERA, Shelby County

WBYE (1958): 1370 kc; 1 kw-D. Shelby County Broadcasting Co. (See Smith stations in "Group Ownership").
Elizabeth Jones Smith, chief owner.

CARROLLTON, Pickens County

WRAG (1951): 590 kc; 1 kw-D. P. O. Box 71. Phone 2364. Pickens County Broadcasting Corp. (original owner). (See Hook stations in "Group Ownership").
Network Keystone. Rep Continental Radio Sales.
James Carl Sauceman, gen mgr.

CLANTON, Chilton County

WKLF (1947): 980 kc; 1 kw-D. 703 1/2 W. Second Ave. North. Southeastern Broadcasting Co. (original owner).
Network Keystone. Rep Continental Radio Sales.
L. L. Hudson, gen mgr; Helen Parrish, program director.

WKLF-FM (1952): 100.9 mc; .37 kw. Duplicates WKLF (above).

CULLMAN, Cullman County

WFMH (1949): 1460 kc; 5 kw-D. 206 Second Ave. E. Phone 910. Voice of Cullman (original owner).
E. C. Eddins, pres & gen mgr; James Miller, coml mgr.

WFMH-FM (1949): 101.1 mc; 5.3 kw. Duplicates WFMH (above); operates independently at night.

WKUL (September 1946): 1340 kc; 250 w. P. O. Drawer 620. Phone 884. Cullman Broadcasting Co. (acquired station 1949).
Network Keystone.

Hudson C. Millar, Jr., owner & gen mgr; Peter Heitt, program director; Arthur Bachmann, chief engineer & news director; Dot Bland, women's director.

DECATUR, Morgan County

WAJF (October 1953): 1490 kc; 250 w. 112 Grant St. Phone Elgin 3-9231. J. B. Falt Jr. (original owner).

Specialty programs: Negro, 3 hrs. wkly.
J. B. Falt Jr., owner; Earl Williford, gen mgr, program director & chief engineer; Bill Shaw, coml mgr; Tommy Allen, news director; Bill Yancey, farm director; Neil Grubbs, women's director.

WHOS (October 1948): 800 kc; 1 kw-D. Johnston St. Phone Elgin 3-1810. North Alabama Broadcasting Co. (acquired station 1956).

Network Southeastern Key Market Network, Alabama Broadcasting, Rep Thomas Clark.
John H. Jones & Jellie Jones, partners; Louis C. Blizzard, gen mgr, coml mgr & news director; Ross Hawkins, assistant mgr; Mime Jones, program director & promotion mgr; Edward Buxton, chief engineer; Bud Hall, farm director.

WHOS-FM (August 1951): 92.5 mc; 8.6 kw. Duplicates WHOS (above).

WMSL (1935): 1400 kc; 250 w. 701 Bank St. Phone Elgin 3-0361. TWX DF 8510. Tennessee Valley Radio & Television Corp.
Network MBS, Keystone. Rep Masla; Brown (South).

Specialty programs: Negro, 7 hrs wkly.
Frank Whisenant, pres; Roy Smith, coml mgr; Elice Mullican, program director; Alice Whisenant, promotion mgr; Alvin Millwood, chief engineer; Jerry Griggs, news director; George Rosa, farm director; Genny Elswick, women's director.
WMSL-TV: Tv companion of WMSL.

DEMOPOLIS, Marengo County

WKAL (Nov 9, 1947): 1490 kc; 250 w. P. O. Box 261. Phone 1400. Demopolis Broadcasting Co.

Network MBS, Keystone.
Specialty programs: Negro, 10 1/2 hrs wkly.
W. M. Jordan, pres & gen mgr; H. J. Bley, coml mgr; A. A. Caldwell, program director & promotion mgr; B. W. Collins, chief engineer.

DOTHAN, Houston County

WAGF (1932): 1320 kc; 1 kw. DA-N. 204 1/2 E. Main St. Phone 2-9100. Dothan Broadcasting Co. (original owner).

Julian C. Smith, co-owner, gen mgr & chief engineer; Fred C. Moseley, co-owner & coml mgr; Tommy Underwood, program director; Jimmy Acree, promotion mgr.

WDIG (April 30, 1947): 1450 kc; 250 w. 208 N. Oates St. Phone 3-1100. Houston Broadcasters (original owner).

Network MBS. Rep Best.
Specialty programs: Negro, 12 hrs. wkly.
Jess M. Swicegood, owner & gen mgr; Max McGowan, program director & news director; Wiley Grissom, chief engineer; John Parsons, farm director; Louise Parker, women's director.

WOOF (February 1948): 560 kc; 5 kw-D. P. O. Box 1427. Phone 3-0560. Agnes W. Dowling, Trustee of WOOF Trust (acquired station Feb. 17, 1953).

Rep Clark.
Specialty programs: Negro, 8 1/2 hrs. wkly.
R. A. Dowling, gen mgr; T. R. Stillwagon, station mgr.

ELBA, Coffee County

WELB (not on air; target date, Sept. 15, 1958): 1350 kc; 1 kw-D. Howard Parrish Jr. (original owner).

ENTERPRISE, Coffee County

WIRB (1948): 600 kc; 1 kw-D. 36 Dothan Highway. Wiregrass Broadcasting Co. (original owner).
R. E. James, co-owner & gen mgr; Fred S. Watson, coml mgr.

EUFAULA, Barbour County

WULA (Nov. 1, 1948): 1240 kc; 250 w. P. O. Box 301. Phone 745. Dixie Radio Inc. (original owner). (See C. A. McClure stations in "Group Ownership").

Network MBS and Keystone. Rep Dore; Dixie Stations (southeastern).
Specialty programs: Negro, 3 hrs. wkly.
C. A. McClure, pres; Ray Butts, gen mgr, coml mgr & program director; Jack Collinsworth, chief engineer; Johnny Lingo, farm director; Eva Pelham, women's director.

EVERGREEN, Conecuh County

WBLO (July 1, 1957): 1470 kc; 1 kw-D. Box 187. Phone 500. Evergreen Broadcasting Co. (acquired station April 1, 1958).

Network Keystone, Southeastern Key Market Network.
Specialty programs: Negro, 20 hrs. wkly.
C. W. Maples, owner; John M. Raines Jr., station mgr & program director; James Street, chief engineer.

FAYETTE, Fayette County

WWWF (1949): 990 kc; 1 kw-D. 505 Temple Ave. Phone Webster 2-5294. Bankhead Broadcasting Co. (original owner). (See Bankhead stations in "Group Ownership").

Network Keystone.
W. W. Bankhead, pres; Jack Black, gen mgr; Robert Earl Grizzell, coml mgr; Paul Slotton, chief engineer; Douglas Barbour, news director.

FLOMATON, Escambia County

WTCE (December 1955): 990 kc; 500 w-D. Box 386. Phone 2466. Tri-City Broadcasting Co. (original owner).

Rep Best.
Specialty programs: Negro, 2 hrs. wkly.
William L. Kline, pres; Ben Haskew, gen mgr; Fred L. Huggins, coml mgr; Paul Wood, program director; Robert Atkins, promotion mgr; Hoyt Bonds, chief engineer.

FLORENCE, Lauderdale County

WJOI (1945): 1340 kc; 250 w. 850 S. Court. Phone Atwater 2-8121. Florence Broadcasting Co. (original owner).

Network MBS, Alabama Broadcasting.
Specialty programs: Negro, 7 hrs. wkly.
Joel T. Van Sandt, pres & gen mgr; Jim Connolly, coml mgr; Coe Manush, program director & promotion mgr; Paul Shannon, chief engineer; Diane Wagoner, farm & women's director.

WOWL (April, 1952): 1210 kc; 250 w. 801 Cypress Mill Road. Phone Atwater 2-7711. TWX ALA. 8523. Radio Muscle Shoals Inc. (original owner).

Network ABC. Rep Rambeau, Vance, Hopple.
Specialty programs: Negro, 8 hrs. wkly.
Richard B. Biddle, pres; Ronald S. Walker Sr., gen & coml mgr; Bill Wynne, program director & promotion mgr; Mel Hunt, chief engineer; Madison Davis, news director; Jim Easter, farm director; Nelle Bigbee, women's director.
WOWI-TV: Tv companion of WOWL.

FOLEY, Baldwin County

WBEF (1953): 1310 kc; 1kw-D. P. O. Drawer F. Phone Whitehall 3-7131. Alabama-Gulf Radio Inc. (original owner).

Rep Best; Dixie Stations (South).
Howard E. Pill, pres; Ralph O. Howard, gen mgr; George McKee, coml mgr.

FORT PAYNE, DeKalb County

WFPA (December 1949): 1400 kc; 250 w. Box 391. Phone 643. George A. Gothberg Jr. (acquired station December 1952).

Rep Best.
George A. Gothberg Jr., owner; Ozelle G. Gothberg, gen mgr; W. D. Holderfield, station mgr & coml mgr; Rev. C. E. Dean, director of religious programming; Thomas Shockley Jr., chief engineer.

WZOB (July 2, 1950): 1250 kc; 1 kw-D. Box 255. Phone 1250. Glenn M. Gravitt (original owner).

Network Keystone, Alabama Broadcasting.
Glenn M. Gravitt, owner & gen mgr; N. B. Haston, coml mgr; Jack Dobbs, program director; F. L. Pierce, promotion director; Jess R. Moore, chief engineer & news director; Betty Bouldin, women's director.

GADSDEN, Etowah County

WCAS (1948): 570 kc; 5 kw-D. 750 Forrest Ave. Phone Liberty 6-6301. Etowah Broadcasters Inc. (acquired station October 1955). (See "Newspaper Ownership," also Charles Smithgall stations in "Group Ownership").

Rep Rambeau, Vance, Hopple.
E. F. McLeod, pres & gen mgr; Charles Smithgall, sec-treas; Bill Woody, program director & promotion mgr; W. G. Anderson, chief engineer.

WETO (August 1950): 930 kc; 1 kw-D. 722 S. 12th St. Phone Liberty 6-9201. Gadsden Radio Co. (See Graham stations in "Group Ownership").

Network Keystone. Rep McGillvra.
Specialty programs: Negro, 1 1/2 hrs. wkly.
C. L. Graham, owner; Mac Thomas, gen mgr; Jack Campbell & Al Ragsdale, coml mgrs; Helen McNair, program director; C. Wilmsom, chief engineer.

WGAD (1947): 1350 kc; 5 kw-D. 1 kw-N. DA-N. Box 351. Coosa Broadcasting Co. (acquired station Sept. 10, 1957).

Network ABC. Rep Walker; Dora-Clayton (regional).
Edward Z. Carrell, pres & gen mgr; Maurice Deal, coml mgr; Charles Boman, program director & promotion mgr; Halley Williams, chief engineer; Stan Kendrick, farm director.

GENEVA, Geneva County

WGEA (March 1953): 1150 kc; 1 kw-D. P. O. Box 5. Phone Murray 4-2271. TWX 7760. Radio South Alabama Inc. (acquired station Aug. 1, 1956).

Network Keystone, Alabama Broadcasting. Rep Continental Radio Sales.
Specialty programs: Negro, 7 hrs. wkly.
Howard E. Pill, pres; Emery T. Evans, gen mgr & coml mgr; James C. Helms, program director; John T. Hubbard, chief engineer; John E. Hilde, news director; James W. Perkins, farm director; Rebecca Minshew, women's director.

GREENVILLE, Butler County

WGYV (Aug. 18, 1958): 1380 kc; 1 kw-D. Box 227. Phone 585. (acquired station April 1, 1958).

Network Keystone, Alabama Broadcasting. Rep Best.
Specialty programs: Negro, 7 hrs. wkly.
W. H. Miller, gen mgr & coml mgr; J. D. Bell, chief engineer.

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Radio Stations CONTINUED

ALABAMA CONTINUED

GUNTERSVILLE, Marshall County

WGSV (1950): 1270 kc; 1 kw-D. Box 32. Phone Justice 2-1121. Gunterville Broadcasting Co. (original owner).
Network Keystone. Rep Dora-Clayton (Atlanta).
H. E. Moore, pres; E. Z. Carrell, gen mgr; Lavelle Jackson, station mgr & chief engineer; Richard Godfrey, program director; Myles Leach, farm director.

HALEYVILLE, Winston County

WJBB (April 1, 1949): 1230 kc; 250 w. P. O. Box 191. Phone Hunter 6-3729. Haleyville Broadcasting Co. (acquired station April 1, 1958).
Network MDS, Keystone, Alabama Broadcasting, Tenn. Valley Network.
Rep Dixieland.
W. P. Thiele, pres; John L. Slatten, sec-treas & gen mgr; Ovis Williams, coml mgr & farm director; Pat Slatten, program director; Paul E. Kelley, chief engineer; S. Slatten, women's director.

HAMILTON, Marion County

WERH (Aug. 23, 1950): 970 kc; 5 kw-D. P. O. Box 187. Phone 3181. Kate E. Fite (acquired station April 1, 1958).
Network Keystone.
Rep Best.
Kate E. Fite, pres & gen mgr; Kermit Minga, coml mgr; Edgar Lee Clayton, program director; Claire Jean Cook, promotion mgr; Johnnie Lott, chief engineer; Sara Lou Lemon, women's director.

HARTSELLE, Morgan County

WHRT (Oct. 1956): 860 kc; 250 w-D. Radio Bldg. Phone Spruce 2-7379. Dorsey Eugene Newman (original owner).
Gene Newman, pres, gen mgr & program director; S. D. Boston, chief engineer; Emmitt Ferguson, news director; James Walton, farm director; Cere Rogers, women's director.

HOMEWOOD, Jefferson County

WEZB (See Birmingham).
WJLD (See Birmingham).

HUNTSVILLE, Madison County

WAAY (1947): 1550 kc; 5 kw-D. 500 w-N, DA-N. P. O. Box 988. Phone Jefferson 2-8171. TWX 8555. Smith Broadcasting Inc. (acquired station June 1, 1958). (See Smith Broadcasting Stations in "Group Ownership").

Network ABC. Rep Walker-Rawatt.
M. D. Smith III, pres & gen mgr; Dewey Webb, program director; William Wilks, chief engineer.

WBHP (1937): 1230 kc; 250 w. P. O. Box 770. Phone Jefferson 2-3521. Wilton Harvey Pollard (original owner).
Network MBS, Keystone.
Fred Still, gen mgr; Mary Alice Wheatley, program director.

WEUP (March 20, 1958): 1600 kc; 1 kw-D. Route 3, Box 62. Phone Jefferson 5-8338. Leroy Garrett (original owner).
Specialty programs: Negro, 100%.

Leroy Garrett, owner; Viola Garrett, program director; John Cameron, chief engineer.

WFUN (Nov. 26, 1946): 1450 kc; 250 w. 110 W. Holmes. Phone Jefferson 2-8641. Huntsville Broadcasting Co.
Rep Sears & Ayer; Dora-Clayton (South).
Specialty programs: Negro, 5 hrs. wkly.

John B. Fall Jr., pres; John Garrison, gen mgr, program director & chief engineer; Howard Henderson, farm director; Pat Blades, women's director.

JACKSON, Clarke County

WPBB (1950): 1290 kc; 1 kw-D. P. O. Box 128. Phone 2413. Jackson Broadcasting Co. (original owner).
Network Keystone. Rep Sears & Ayers; Tom Atkinson (Southeast).
T. H. Gaillard Jr., pres & gen mgr.

JASPER, Walker County

WARP (March 1, 1957): 1240 kc; 250 w. 1809-B 11th Ave. Phone Fulton 4-5577. Walker County Broadcasting Co. (original owner).
Hudson C. Miller Jr., pres; Jim Atkins, gen mgr; Wayne Sims, program director & chief engineer; Billy Clark, promotion mgr; Florence Hice, women's director.

WWWB (Nov. 2, 1946): 1360 kc; 1 kw-D. P. O. Box 622. Phone Fulton 4-3461. Bankhead Broadcasting Co. (acquired station April 1, 1958). (See Bankhead stations in "Group Ownership").

Network Southeastern Key Market Network, Tennessee Valley Network.
W. W. Bankhead, pres; William C. Edgemon, gen mgr; J. Lawley Sactain, coml mgr & farm director; Charles C. Watts Jr., program director & chief engineer; Marion B. Grant, promotion mgr & women's director; Fred Norris, news director.

LANET, Chambers County (also West Point, Ga.)

WBLD (1940): 1490 kc; 250 w-D. Box 312. Phone 2-2771. TWX 6079. Valley Broadcasting

Co. (acquired station 1949). (See "Newspaper Ownership").

Network ABC. Rep Clark.
J. C. Henderson, gen mgr; Johnny M. Driskill, coml mgr; Aileen Love, women's director; Stanley Ward, promotion mgr.

WBLD-FM (1947): 102.9 mc; 10 kw. Duplicates WBLD (above).

MARION, Perry County

WJAM (Dec. 8, 1951): 1310 kc; 5 kw-D. Marion, Ala. Phone Murray 3-7111. Kathleen & Elizabeth H. Neely (original owners).
Rep Keller.

Specialty programs: Negro, 1/2 hr. wkly.
Kathleen Neely & Elizabeth H. Neely, owners; George B. Warren, gen mgr; Garnett Stancil, coml mgr; Nelson Spinks, program director; Bob Gay, promotion mgr & news director; Bill Hairston, farm director; Doris Avery, women's director.

MOBILE, Mobile County

WABB (1948): 1480 kc; 5 kw. DA-N. P. O. Box 1176. Phone Glendale 5-7886. Northern Virginia Broadcasters Inc. (acquired station April 1, 1958) (see Cy Blumenthal stations in "Group Ownership").

Network ABC. Rep Branhart.
Cy Blumenthal, pres; Robert E. Robbins, gen mgr & coml mgr; Jerry Kearns, program director; C. L. McCullar, promotion mgr & merchandising director; Stephen J. Hart, chief engineer; Don Murphy, news director; Herman Wainwright, farm director; Mary Askew, women's director.

WALP (See Prichard).

WALA (1931): 1110 kc; 5 kw. DA-N. 210 Government St. Phone Hemlock 3-3751. TWX MO-185. Pape Television Co. (original owner).
Network NBC, Alabama Broadcasting. Rep H-R Representatives.

W. O. Pape, pres; W. B. Pape, gen mgr; Jim McNamara, coml mgr; Dick McMullen, program director; Phil Forrest, promotion mgr; Raymond Hurley, chief engineer; Frank Chandler, news director; John Dixon, farm director; Dot Moore, women's director.

WALA-TV: Tv companion of WALA.
WGOK (not on air; target date fall 1958): 900 kc; 1 kw-D. DA-D. WGOK Inc. (See Paglin-Ray stations in "Group Ownership").

Rep Stars National.
Specialty programs: Negro, 100%.

Jules J. Paglin, pres; Stanley W. Ray Jr., executive vp & gen mgr.

WEAB (1947): 840 kc; 1 kw-D. 525 Donald St. Phone Greenwood 7-5215. Pursley Broadcasting Service (acquired station Aug. 15, 1957).

Rep Young.
John E. Hopkinson, pres; Quentin C. Sturm, national sales mgr; George D. Hopkinson, business director; Tom Jackson, program director.

WWRG (1946): 710 kc; 1 kw-D. 500 w-N, DA-N. 162 St. Louis St. Phone Hemlock 2-6789. TWX MO 97. WKRK-TV Inc. (original owner).
Network CBS. Rep Avery Kandel.

Kenneth H. Giddens, pres; William S. Baskerville Jr., gen mgr.

WKRK-FM (1946): 99.9 mc; 3 kw. Duplicates WKRK (above).
WKRK-TV: Tv companion of WKRK-AM-FM.

WMOZ (March 11, 1953): 960 kc; 1 kw-D. 1838 St. Stephens Road. Phone Garden 6-3516 Edwin H. Estes (acquired full ownership in 1955). (See Estes stations in "Group Ownership").

Rep Dora Assoc. (regional); Dora Clayton (Atlanta).
Specialty programs: Negro, 100%.

Edwin H. Estes, pres & gen mgr; W. H. Dutton, local coml mgr; Dorothy Benjamin, program director; Vernon Floyd, chief engineer; Frank Thomas, news director; Roberta Williams, women's director.

MONROEVILLE, Monroe County

WMFC (April 10, 1952): 1360 kc; 1 kw-D. P. O. Box 511. Phone 1360. Monroe Broadcasting Co. (acquired station April 1, 1958). (See "Newspaper Ownership").

Network Keystone, Southeastern Key Market Network. Rep Best.
Specialty programs: Negro, 4 hrs. wkly.

J. H. Faulkner & W. M. Stewart, partners; Ray Griffin, gen mgr & coml mgr; Al Gorce, program director; Harold Harris, chief engineer; A. V. Culpepper, farm director; Ann Richardson, women's director.

MONTGOMERY, Montgomery County

WAPX (May 1947): 1600 kc; 1 kw. DA-N. 116 Caloma St. Phone Amherst 3-7509. TWX MG 6036. United Broadcasting Co.

Network ABC, MBS. Rep Dore.
Thomas E. Martin, pres & gen mgr; W. W. Hunt, coml mgr; Lee Gooch, program director; Hoke Williford, promotion mgr; Dave Morris, chief engineer; Lee Allen Ford, news director; John Kent, farm director; Ruth Dorsey, women's director.

WBAM (1953): 740 kc; 50 kw-D. DA-D. P. O. Box 1117. Phone Amherst 2-3851. Deep South Broadcasting Co.
Rep Radio-TV Representatives.

William J. Brennan, pres & gen mgr; Felix Robinson Jr., coml mgr; Elaine Fenlon, program director; William Douglass Jr., promo-

tion mgr; Cyril G. Brennan, chief engineer; Paul Simpkins, news director; Crawford Requemoire, farm director.

WCOV (1939): 1170 kc; 10 kw-D, 1 kw-N, DA-2. P. O. Box 2505. Phone Amherst 5-3661. TWX MG 6029. Southern Broadcasting Co. (acquired station November, 1955).

Network CBS. Rep Venard, Rintoul & McConnell; Ayers (Southeast).
Oscar P. Covington, pres; Hugh M. Smith, gen mgr; Wes Brill, program director; Charles Gardner, promotion mgr; W. D. Weatherly, chief engineer; Gordon Tucker, news director; Bruce Underwood, farm director; Faye Allen, women's director.

WETU (See Wetumpka).

WHBY (1930): 1440 kc; 5 kw-D, 1 kw-N, DA-N. Guaranty Savings Life Bldg. Phone Amherst 4-2289. Broadcast Service of Montgomery Inc. (See Holt stations in "Group Ownership").

Network NBC. Rep Headley-Road.
Robert N. Robinson, pres & gen mgr; Bill Stewart, sales mgr; Tom Doron, program mgr.

WMGY (June 17, 1946): 500 kc; 1 kw-D. P. O. Box 2271. Amherst-2-3215. Dixie Broadcasting Co. (original owner).
Rep Stars National.

Linton D. Hargreaves, gen mgr & chief engineer; Joe Debranka, coml mgr; Johnnie Hargreaves, program director; Charles Elliott, promotion mgr & news director.

WRMA (May 8, 1953): 950 kc; 1 kw-D. 135 Commerce St. Phone Amherst 2-1175. WRMA Broadcasting Co. (acquired station Dec. 1, 1957).

Rep Everett-McKinney.
Specialty programs: Negro, 100%.

Gene Tibbitt, executive vp & gen mgr; Edward Creech, coml mgr; Jacquelyn Johnson, program director; Clinton E. Bryan, chief engineer; Marius J. Anderson, news director; Rev. B. D. Lambert, religious director; Bertha Bailey, women's director.

MUSCLE SHOALS, Colbert County

WLAY (1933): 1450 kc; 250 w. 520 E. Second St. Phone Evergreen 3-2535. Gregory Broadcasting Corp. (acquired station May 1957).

Rep Walker-Rawatt.
John M. Latham, pres & gen mgr; Jerry Watson, vp & coml mgr; Fred L. Thomas, secretary-treasurer & program mgr.

ONEONTA, Blount County

WCRL (August 1952): 1570 kc; 250 w-D. P. O. Box 481. Phone Crestwood 4-2289. Blount County Broadcasting Service. (acquired station March 1955).

L. D. Bontley Jr., pres & gen mgr; Max G. Bynum, coml mgr; Annette King, program director; George Smith, promotion mgr; Clark McPherson, chief engineer; Beccher B. Hyde, news director.

OPELIKA, Lee County

WJHO (June, 1940): 1400 kc; 250 w. P. O. Box 710. Sherwood 5-2084. Opelika-Auburn Broadcasting Co. (original owner).
Network MBS, Keystone. Rep Indie Sales.

Specialty programs: Negro, 21 hrs. wkly.
John E. (Jack) Smollon, gen mgr & chief engineer; Lurline Smillon, coml mgr; E. P. Rowell, program director & farm director; Jimmy Kilpatrick, promotion mgr; Bernard Barker, news director; Sara Law, women's director.

OPP, Covington County

WAMI (December 13, 1952): 860 kc; 1 kw-D. P. O. Box 169. Phone 2-6591. The Opp Broadcasting Co. (acquired station April 1955).

Specialty programs: Negro, 1 1/2 hrs. wkly.
J. M. Breedlove, pres; Bert F. Moore, gen mgr & coml mgr; Lois Moore, program director; Robert Page, chief engineer; Jim Williams, news & farm director.

OZARK, Dale County

WOZZ (May, 1953): 990 kc; 1 kw-D. P. O. Box 742. Phone 655. Ozark Broadcasting Corp. (original owner).
Douglas Brown, pres; Howard Parrish Jr., gen mgr & chief engineer; Wade B. Sullivan, coml mgr; Miriam B. Miller, program director & women's director.

PELL CITY, St. Clair County

WFHK (January 7, 1956): 1430 kc; 1 kw-D. P. O. Box 68. Phone Edgewood 8-2228. St. Clair Broadcasting System (original owner).
Fate L. Gossett, pres; Fletcher Blackwood, station mgr & coml mgr; Fred L. Kelley, program director; Horace Easterling, news director.

PHENIX CITY, Russell County

WPNX (May, 1952): 1460 kc; 5 kw-D. DA-N. P. O. Box 831. Phone Cypress 8-8787. TWX 6090. Community Broadcasting Co. (original owner).
Network ABC & Georgia Cracker Net. Rep Clark.

Roy M. Greene, pres; Sam W. Keel, station mgr & coml mgr; J. Ralph Burgess, program director & news director; Arnold L. White Jr., chief engineer; Farline Duncan, women's director.

Radio Stations CONTINUED

ALABAMA CONTINUED

PIEDMONT, Calhoun County

WPID (1955): 1280 kc; 1 kw-D. P. O. Box 228. Phone Gibson 7-2231. Cary L. Graham (original owner). (See Graham stations in "Group Ownership").

Network Keystone. Rep McGilvra. C. L. Graham, owner; Hank Smith, gen mgr & coml mgr; Frances Howren, program director; Hershel Wisbaum, promotion mgr & news director; Akor Livingston, chief engineer.

PRICHARD, Mobile County

WAIK (November 1954): 1270 kc; 1 kw-D. 74 Main St. Phone Glendale 2-2202. Prichard Broadcasting Co.

Rep Walker-Rawatt. G. V. Dismukes, pres; H. Eugene Miller, gen mgr & chief engineer; John C. Smith, coml mgr; Henry T. Bailey, program director; Hubert Grant, news & farm director; Vivian Donald, women's director.

ROANOKE, Randolph County

WELB (March 9, 1950): 1360 kc; 1 kw-D. 705 N. Main St. Phone 3811. The Roanoke Broadcasting Co. (original owner).

Network Keystone, Southeastern Key Market Network. Specialty programs: Negro, 6 hrs. wkly. J. W. Ruttram, owner & gen mgr; Mrs. I. W. Wright, program director; J. W. Buttram Jr., promotion mgr; C. Worth Jordan, chief engineer; Hookie Young, news director.

RUSSELLVILLE, Franklin County

WWVB (May 28, 1949): 920 kc; 1 kw-D. Underwood Rd. Phone 617. Bankhead Broadcasting Co. (original owner). (See Bankhead stations in "Group Ownership").

Network Keystone. W. W. Bankhead, pres; Hal Kirby, gen mgr; Jim Elliott, coml mgr, program director & chief engineer.

SCOTTSBORO, Jackson County

WCRI (July 13, 1950): 1050 kc; 250 w-D. Box 394. Phone 123. Pat M. Courington (original owner).

Network Alabama Community Network, Southeastern Key Market Network.

Specialty programs: Negro, 2½ hrs. wkly. Pat M. Courington, owner; Jim Thompson, gen mgr; Ken Frazier, coml mgr; Larry Garner, program director; Bill McLain, promotion mgr; Charles Wann, chief engineer; Sam Minor, farm director; Liza Lee, women's director.

WROS (June 11, 1952): 1430 kc; 1 kw-D. 713 Scott St. Phone 156. TWX 156. Scottsboro Broadcasting Co. (original owner).

Network Keystone, Alabama Broadcasting System. Specialty programs: Negro, 10 hrs. wkly.

Hugh T. Kirby Sr., pres; Rose M. Kirby, gen mgr; & women's director; Bill Prickett Sr., coml mgr, chief engineer & farm director; Jerry Gentle, program director; Billy Prickett Jr., promotion mgr; Hugh Tommy Kirby Jr., news director.

SELMA, Dallas County

WQWC (December 19, 1946): 1340 kc; 250w-SH. P. O. Box 686. Phone Trinity 4-5487. Dallas Broadcasters Inc. (original owner).

Network CBS, Alabama Broadcasting. Rep Holman.

Specialty programs: Negro, 2 hrs. wkly. Oscar P. Covington, pres; William L. Rowland Sr., gen mgr; Richard Wood, coml mgr; Dorothy Hartzog, program director; Stan Smith, chief engineer; Garland Bond, news director.

WHEB (1935): 1490 kc; 250 w. P. O. Box 26. Phone Trinity 4-8286. Selma Broadcasting Co. (acquired station March 1955).

Network NBC, Keystone. Specialty programs: Negro, 10 hrs. wkly. John F. Townsend, pres, gen mgr & chief engineer; Dave Rigdon, coml mgr; Willie Mae Nichols, program director.

WEWJ (May 19, 1956): 1570 kc; 1 kw-D. Hotel Albert Bldg. Phone Trinity 4-9062. Central Alabama Broadcasting Co. (original owner).

Rep Clark. Roland Jordan Jr., owner-mgr & chief engineer; John Frasier, coml mgr; Charles Moore, program director; Al Simmons, promotion mgr; John Rogers, news director; Col. Miles Hardy, farm director; Lieser Chandler, women's director.

SYLACAUGA, Talladega County

WFEB (March, 1945): 1340 kc; 250 w. 527 N. Broadway. Phone Chapel 3-3281. Alabama Broadcasting Co. (original owner).

Network Keystone, Alabama Broadcasting. Specialty programs: Negro, ¼ hr. wkly. J. M. Forbes, pres; George W. Carr, gen mgr, program director & promotion mgr; L. Paul Helms, chief engineer; Conrad Pickren, news director; Paul Helms, farm director.

WVLS (May 16, 1948): 1290 kc; 1 kw-D. P. O. Box 511. Chapel 5-4354. Marble City Broadcasting Co. (original owner).

Network Southeastern Key Market Network. Rep Best. Specialty programs: Negro, 6 hrs. wkly. Curtis O. Liles, pres & gen mgr; Marlon McEwen, coml mgr; Walter Welch, chief engineer.

TALLADEGA, Talladega County

WHTB (1945): 1230 kc; 250 w. Fort Lashley Ave. Phone Emerson 2-2205. Voice of Talladega Inc. (acquired station in 1953). (Also see "Newspaper Ownership").

Network Keystone, Southeastern Key Market Network. Rep Continental.

Cecil Hornady, gen mgr; David Karlson, station & coml mgr; Barbara Karlson, production director & promotion mgr; Lamar Mangham, chief engineer; Dave Barclay, news director; Hank Fannin, farm director.

WHTB-FM (1953): 97.1 mc; 9.2 kw. Duplicates WHTB above.

WHEB (April 26, 1956): 1580 kc; 1 kw-D. 101 South Court Square. Phone Emerson 2-1955. The Confederate Broadcasting Co. (original owner). (See Confederate Broadcasting stations in "Group Ownership").

Rep McGilvra. Specialty programs: Negro, 6 hrs. wkly.

Ned Butler, pres; James Hemphill, gen mgr & news director; Walter K. Johnston, coml mgr; Ed Wallace Hobgood, program director; Ned Butler, chief engineer; Tommy Farr, farm director; Margaret Hemphill, women's director.

TALLASSEE, Elmore County

WTLS (October 19, 1957): 1300 kc; 1 kw-D. 1702 Cimer Ave. Phone Atwater 3-8585. The Confederate Broadcasting Co. (original owner). (See Confederate Broadcasting stations in "Group Ownership").

Specialty programs: Negro, 6 hrs. wkly. Ned Butler, pres, gen mgr & chief engineer; Penn Scott, coml mgr; Frank Gullede, program director; Betty Butler, women's director.

TROY, Pike County

WTFE (February 27, 1947): 970 kc; 5 kw-D. 500w-N, DA-2. College Drive. Phone 980. Troy Broadcasting Corp.

Network MBS, Keystone, Southeastern Key Market Network.

J. Roy Crow, pres; Jess Jordan, gen mgr; Bob Tolbert, coml mgr; Ace Dudley, sports-continuity director; Joe Gilchrist, chief engineer.

THOMASVILLE, Clarke County

WJDB (July 16, 1956): 630 kc; 1 kw-D. P. O. Box 757. Phone 3438. WJDB Radio Inc. (original owner).

Network Keystone. Rep Dixieland Stations. Specialty programs: Negro, 9 hrs. wkly. Cecil Goodreau, pres & gen mgr; Virgil Moore, chief engineer.

TUSCALOOSA, Tuscaloosa County

WACT (not on air; target date, Sept. 1958): 1420 kc; 5 kw-D. Tuscaloosa. New South Radio (original owner). (See New South Broadcasting stations in "Group Ownership").

Net New South Radio Net. Ed Holladay, pres.

WJRD (1936): 1150 kc; 5 kw-D, 1 kw-N, DA-N. 2216½ Broad St. Phone Plaza 4-4464. Wilhelmina Echols (original owner).

Rep B. Dore & Assoc. Wilhelmina Echols, owner; John C. Cooper Jr., gen mgr; Mercer L. King Jr., station mgr; A. N. Kitchen, coml mgr; Glenn Cornelius, program director; Percy Sexton, chief engineer; Elvin Stanton, news director; Kathryn Folts, women's director.

WNPT (December 10, 1950): 1280 kc; 5 kw-D, 500 w-N, DA-N. P. O. Box 487. Phone Plaza 8-3311. West Alabama Broadcasting Co. (original owner).

Network ABC. Rep Rambeau, Vance, Hopple. Specialty programs: Negro, 5 hrs. wkly. Mrs. Ruth Harris, pres & gen mgr; Joe Langston, station mgr; Lehman Mayer, coml mgr; Clyde Price, program director; Hank Holman, promotion mgr; Wm. G. Harris, chief engineer; Jack Norman, news director; Betty Bailor, farm director; Evelyln Tidmore, women's director.

WBSB (January 15, 1958): 790 kc; 500 w-D. P. O. Box 33. Phone Plaza 2-0293. Better Radio Stations Co.

Rep Walker-Renault. Specialty programs: Negro, 100%. Kermit E. Tullos, gen mgr; F. M. Rosemore, station mgr; Victor Banks, coml mgr; James O. Knox, program director; W. D. Nelson, promotion mgr; W. R. Pruitt, chief engineer; King Porter, news director; Albert Spencer, farm director; Emily Barrett, women's director.

WTBC (1946): 1230; 250 w. Forest Lake. Phone Plaza 8-5523. Tuscaloosa Broadcasting Co. (original owner).

Network MBS, Keystone. Rep Forloe, Sears & Ayer.

Bert Bank, owner & gen mgr; Earl E. Manning Jr., coml mgr; Kilt Carson, program director; Alvin Sisk, chief engineer; Stan Siegal, news director; Sally French, women's director.

WTBC-FM: 45.7 mc; 17.5 kw. Duplicates WTBC (above).

***WUOA (FM)** (1949): 91.7 mc; 15 kw. Fifth St. & Colonial Dr. University of Alabama.

*Non-commercial educational.

TUSCUMBIA, Colbert County

WVNA (April 5, 1955): 1590 kc; 5 kw-D. 112 S. Main. Phone Evergreen 3-2727. Elton H. Darby.

Rep Masia. Elton H. Darby, pres; Eulus O. Whitehead, gen mgr & coml mgr; James Hall, station mgr; James Allenhall, program director; Jean Follard, promotion mgr; Lynn McMoran, chief engineer; Wanda Wassner, news & women's director; Bill Banks, farm director.

TUSKEGEE, Macon County

WTDS (1952): 580 kc; 500 w-D. P. O. Box 577. Phone 580. Radio Tuskegee (original owner).

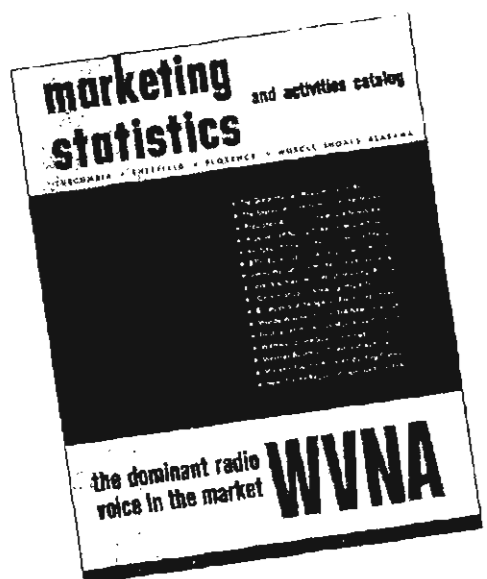
Network Keystone. Rep Continental. Specialty programs: Negro, 15 hrs. wkly. Matthew Williams, pres; J. A. Bowers, gen. mgr; Hal Ball, program director; J. A. Bowers, promotion mgr; Oscar Lanman, chief engineer.

WETUMPKA, Elmore County

WETU (October 2, 1954): 1250 kc; 5 kw-D. Rockford Road. Phone 7369. Elmore Service Corp. (original owner).

Network Keystone, Southeastern Key Market Network. Rep Sears & Ayer. Specialty programs: Negro, 1 hr. wkly. Lem Coley, pres; Ed Morgan, gen mgr; Dave Conley, chief engineer; Bud Farmer, news director.

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Radio Stations CONTINUED

ARIZONA

BISBEE, Cochise County

KSUN (1933): 1230 kc; 250 w. P. O. Box C. Lowell Station. Phone Hemlock 2-2277. Carleton W. Morris. (See Carleton W. Morris Stations in "Group Ownership").
Network MBS, Arizona Net. Rep Ayres; Lore.

Specialty programs: Spanish, ¼ hr. weekly. Carleton W. Morris, pres; Arlo Woolery, gen mgr; Jack Jaquay, program director; Jay Rulz, promotion mgr; Frank Smith, news director; Buddy Kelley, farm director; Jeanne Clear, women's director.

CASA GRANDE, Pinal County

KPIN (1956). 1260 kc; 1 kw-D. P. O. Box 66, Zone 1. Phone Temple 6-7423. John W. Parham. (acquired station January 1958).

Network Arizona Broadcasting, Arizona Net. Rep Hagg (Chicago); Crawford (Los Angeles); Babcock (San Francisco).

John W. Parham, pres & gen mgr; Jim Norris, commercial mgr; Bettie Parham, program director; Jim Mansfield, promotion manager; John Griffith, chief engineer; Kieth Jones, farm director; Portia Yancey, women's director.

CLIFTON, Greenlee County

KOLF (November 1950): 1400 kc; 250 w. P. O. Box 1446. Phone University 4-4114. Gila Broadcasting Co. (acquired station November 1954). (See Gila Broadcasting Co. Stations in "Group Ownership").

Network MBS, Arizona Net. Rep Best. Specialty programs: Spanish, 14 hrs. weekly. Paul Merrill, pres; Ira Toler, gen mgr & promotion mgr; Robert Hungerford, coml mgr & program director; H. E. Hudson, chief engineer.

KHOD (1956): 1450 kc; 250 w. P. O. Box 663. Phone University 4-4135. Darwin Broadcasting Co. (original owner).

Rep Webb. Herb Jepko, managing director; Bill Foley, station mgr.

COOLIDGE, Pinal County

KCKY (1948): 1150 kc; 1 kw, DA-N. Roosevelt at Main Sts. Phone Parkway 3-5341. Gila Broadcasting Co. Inc. (original owner) (see Gila Broadcasting Co. Stations in "Group Ownership").

Network Arizona Radio Net. Rep Best. Specialty programs: Spanish, 14 hrs. weekly. Louis F. Long, pres; William F. Parady, gen mgr; Wally Gunderson, coml mgr & farm director; Bill Poe, program director; Ron Tomion, chief engineer; Sue Hamilton, women's director.

DOUGLAS, Cochise County

KAPR (March 5, 1958): 930 kc; 1 kw-D. Gadsden Hotel. Phone Empire 4-8403. Copper State Enterprises (original owner).

Specialty programs: Spanish, 6 hrs. wkly. Dave Harmon, pres; Harry H. Packard, gen mgr & promotion mgr; E. F. Schaal, coml mgr; Don Stewart, program director; Henry Griffiths, chief engineer; Lowell Huffman, news director.

KAWT (1947): 1450 kc; 250 w. P. O. Box 1118. Phone Empire 4-3484. Carleton W. Morris (original owner) (see Carleton W. Morris Stations in "Group Ownership").

Network MBS, Don Lee, Arizona Net. Rep Best. Carleton W. Morris, pres & chief engineer; Dick Miller, gen mgr & coml mgr; John Lockyer, program director; Brad Schmidt, news director.

FLAGSTAFF, Coconino County

KCLS (August 8, 1950): 600 kc; 5 kw-D, 500 w-N, DA-N. P. O. Box 1677. Prospect 4-2581. Saunders Broadcasting Co. (original owner).

Network NBC, Arizona Broadcasting. Specialty programs: Navajo, 12 hrs. wkly.; Spanish, 2½ hrs. wkly. Charles J. Saunders, pres & gen mgr; Bill Mitchell, coml mgr; Donn Brown, program director; Miles Shepherd, chief engineer; Bill Brechen, farm director; Dorothy Saunders, women's director.

KEOS (not on air; target date not announced): 1290 kc; 1 kw-D. 3701 E. Pasadena, Phoenix, Ariz. Eldred O. Smith. (original owner).

KVNA (1950): 690 kc; 1 kw-D, 500 w-N, DA-N. P. O. Box 300. Phone Prospect 4-6638. Frontier Television Co. (acquired station March 21, 1956).

Network MBS, Arizona Net. Rep Radio-TV Representatives. Specialty programs: Spanish, 4 hrs. wkly. John L. Hogg, pres; Oliver G. Coburn, gen mgr tech. engineer & farm director; Russell D. Huntington, coml mgr; C. Thomas Gooding, Jr., program director & news director; John Uno Sebenious, promotion mgr.

GLENDALE, Maricopa County

KRUX (1947): 1360 kc; 5 kw-D, 500 w-N, DA-N. 75th Ave. and Camelback Rd. Phone Yellowstone 7-5821. Owsley Broadcasters (acquired station 1958).

Rep Young. Don G. Owsley and Otilie K. Owsley, owners; Robert J. Zimmerman, gen mgr; Lucky Lawrence, program director; Joe Brandt, chief engineer; Joe Patrick, news director.

GLOBE, Gila County

KIKO (See Miami, Ariz.)

KWJB (1938): 1240 kc; 250 w. P. O. Box 2343. Phone Garfield 5-4453. Gila Broadcasting Co. (acquired station 1943). (See Gila Broadcasting Co. Stations in "Group Ownership").

Network MBS, Arizona Net. Rep. Raymer. Specialty programs: Spanish, 8 hrs. wkly. L. F. Long, pres; Paul Merrill, gen mgr; Tom Moore, station mgr & news director; Dick Parnell, program director; Jim Norris, promotion mgr & farm director; Jim Weldon, chief engineer; Vonda Lou Mitchell, women's director.

KWJB-FM (November 1957): 100.3 mc; 11 kw. Duplicates KWJB (above).

HOLBROOK, Navajo County

KDJX (1956): 1270 kc; 1 kw-D. 1014 West Hopi Dr. Phone 40. Northeastern Arizona Broadcasters.

Rep Moore & Assoc. Specialty programs: Spanish, 1½ hrs. wkly. Donald E. Jacobs Sr., pres; Herb Jepko, gen mgr; Vince Fleming, coml mgr & promotion mgr; Bill Cross, program director; John Ganns, chief engineer; Barry Ross, news director; Connie Jepko, women's director.

KINGMAN, Mohave County

KAAA (October 1949): 1230 kc; 250 w. Margaret Ave. between Jackson and Monroe. Phone Blue 462. Wallace E. Stone (acquired sole ownership April 3, 1958).

Network Arizona Net. Rep. Oakes (West Coast). Wallace E. Stone, pres, gen mgr & program director; Bernard Wilson, coml mgr & chief engineer.

MESA, Maricopa County

KBUZ (1946): 1310 kc; 5 kw-D; 500 w-N, DA-N. Sands Hotel, 3230 East Van Buren. Phone Bridge 5-4466. Greater Phoenix Broadcasting Co. (acquired station February 1, 1958) (see Sherwood R. Gordon stations in "Group Ownership").

Sherwood R. Gordon, pres; George H. Bush, gen mgr & coml mgr; Donald McCarty, program director; Mary Bush, promotion mgr; Lou Sabo, chief engineer; Bill Freeman, news director; Rob Stone, farm director.

KTYL-FM (1950): 104.7 mc; 16 kw. Duplicates KBUZ (above).

MIAMI, Gila County

KIKO (June 13, 1958): 1340 kc; 250 w. Copper Hills Motor Hotel. Phone Granite 34471 Willard Shoecraft (original owner).

Network NBC, Arizona Broadcasting. Rep Avery-Knodel. Specialty programs: Spanish, 5 hrs. wkly. Willard Shoecraft, owner & gen mgr; Darrell Tucker, coml mgr; Robert Early, program director & news director; Don Stewart, promotion mgr; Frank C. Hancock, chief engineer; Harryette Weinberg, women's director.

NOGALES, Santa Cruz County

KNOG (1948): 1340 kc; 250 w. P. O. Box 1631. Phone Atwater 7-2892. Charles & Alice Monotano.

Network ABC, MBS, Arizona Net. Rep Best (east coast); Oakes (west coast). Specialty programs: Spanish, 4 hrs. wkly. Arlo Woolery, gen mgr; Ralph Anderson, station mgr, program director & chief engineer; Mike Vaughn, coml mgr; Len Pachman, promotion mgr; John Hyde, news director.

PHOENIX, Maricopa County

***KPCA-FM** (1951): 88.5 mc; 10 w. 1202 W. Thomas Rd. Phoenix College.

*Non-commercial educational.

KEAT (June 23, 1958): 1480 kc; 500 w-D. 335 W. Maryland. Phone Crestwood 9-2321. Geoffrey A. Lapping (original owner).

Geoffrey A. Lapping, pres & chief engineer; Ray Odom, gen mgr; Lee Storm, coml mgr; Niel Levitt, program director; Frank Porter, promotion mgr; Larry Dexter, news director.

KHEP (1956): 1230 kc; 1 kw-D. 3883 N. 38th Ave. Phone Applegate 8-5555. Grand Canyon Broadcasters Inc. (acquired station July 1, 1957).

Ezra B. Weed, pres; Wallace R. Johnson, gen mgr; Marvin Lee Young, coml mgr; Gale Erbe, program director; Bill Ledbetter, promotion mgr; Eugene D. Bradley, chief engineer; Dave Whitney, news director; Charlie Long, farm director; Coela Von Ehrenkrook, women's director.

KIPN (1949): 860 kc; 1 kw-D. 1975 S. Central Ave. Phone Alpine 3-6155. Western Broadcasting Co. (original owner).

Rep Oakes (west coast); National Time Sales (east coast).

Specialty programs: Spanish, total air time. Frank P. Redfield, pres; John K. Redfield, gen mgr & coml mgr; Jose O. Armendariz, chief engineer; Grace Gill, women's director & farm director.

KLNK (not on air; target date not announced): 1010 kc; 500 w-D. P. O. Box 933, Beverly Hills, Calif. Phoenix Broadcasting Co. (See Dawkins Espy stations in "Group Ownership"). Harold Lampel, Dawkins Espy, co-owners.

KONI (1954): 1400 kc; 250 w. 112 N. Central Ave. Phone Alpine 8-8044. Anjo Broadcasters & Telecasters Inc. (original owner).

Specialty programs: Italian, 1 hr. wkly.; Polish 1 hr. wkly.; Yiddish, 2 hrs. wkly.; French, 1 hr. wkly.; Scandinavian, 1 hr. wkly. Annie Dee Davis, pres; James T. Ownby, vp & gen mgr; Louie Henderson, coml mgr; Mary Jane Philippi, program director; Jimmy Corn, chief engineer; Bob Russell, news director; Mary Jane Philippi, women's director.

KELE-FM (1956): 95.5 mc; 18 kw. Same address and licensee as KONI (above).

Rep Moore & Assoc. (L.A. and San Francisco); Masla (N. Y.).

James Owenby, pres; Herbert H. Ross, gen mgr & program director; Joe Roeder, Jr., chief engineer.

KOOL (1947): 960 kc; 5 kw, DA-N. 511 W. Adams St. Phone Alpine 3-3121. TWX PX 171. KOOL Radio-Television Inc. (acquired station April 30, 1948). (See "Newspaper Ownership" and Gene Autry Stations in "Group Ownership").

Network CBS, Arizona Radio Net. Rep AM Radio Sales.

Gene Autry, board chairman; Tom Chauncey, pres & gen mgr; Homer Lane, vp & assistant gen mgr; Carlos Montano, sales mgr; Al McCoy, program director; Nelson Nichols, chief engineer; Jack Ware, news director.

KOOL-TV: Tv companion of KOOL.

KOY (April, 1922): 550 kc; 5 kw-D, 1 kw-N. 840 N. Central Ave. Phone Alpine 8-1811. KOY Broadcasting Co. (acquired station 1936).

Network ABC, MBS, Arizona Net & Don Lee. Rep Blair.

John L. Hogg, pres & gen mgr; James W. Ross, coml mgr; Jack Williams, program director; Edward R. Jannay, chief engineer; William Close, news director.

KPHO (1940): 910 kc; 5 kw, DA-N. 631 N. 1st Ave. Phone Alpine 8-4511. TWX 70. Meredith Engineering Co. (acquired station 1952). (see "Newspaper Ownership" and Meredith Publishing Co. Stations in "Group Ownership").

Rep Katz. E. T. Meredith Jr., pres; Richard B. Rawls, gen mgr; John Crowley, coml mgr; Gene Spry, station mgr and program director; Joe Hitchcock, promotion mgr; George McClanathan, chief engineer; Johnny Green, news director. KPHO-TV: Tv companion of KPHO.

KRIZ (1950): 1230 kc; 250 w. 2345 Westward Blvd. Phone Alpine 4-8436. Radio Phoenix Inc. (acquired station 1957).

Richard B. Wheeler, pres & gen mgr; Sheldon A. Engel, asst. gen mgr & coml mgr; Rob Robbins, program director; Andy Lane, promotion mgr; Robert E. Pond, chief engineer; Edwards Brown III, news director.

KRUX (See Glendale, Ariz.)

KTAR (1922): 620 kc; 5 kw, DA-N. 1101 N. Central Ave. Phone Alpine 4-4161. TWX 592. KTAR Broadcasting Co. (acquired station September 1929). (See John J. Louis Stations in "Group Ownership").

Network NBC, Arizona Broadcasting. Rep Avery-Knodel. John J. Louis, board chairman; Richard O. Lewis, pres & gen mgr; Ray Smucker, coml mgr; Jack Willis, program director; Harold Haughwout, chief engineer; John Harrington, news director; Ernie Douglas, farm director; Nancy Bennett, women's director.

KVAR (TV): Tv companion of KTAR.

KUEQ (1957): 740 kc; 1 kw-D. D.A. 2960 E. Van Buren. Phone Bridge 5-7003. Q Broadcast Co. (original owner).

Frank S. Barc Jr., pres & gen mgr; M. Z. Moore, coml mgr & promotion mgr; Bob McNulty, program director; Gene Boos, chief engineer.

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Radio Stations CONTINUED

ARIZONA CONTINUED

PRESCOTT, Yavapai County

KNOT (1957): 1450 kc; 250 w. P. O. Box 151. Phone 1450. Thunderbird Broadcasting Co. (original owner). (See Roy L. Albertson Jr. Stations in "Group Ownership").

Rep Masla (eastern & southern); O'Connell-Palmer (west coast).

Roy L. Albertson Jr., pres & gen mgr; Paul Inkman, coml mgr; Harold L. Sanner, vp & program director; Chuck Mills, promotion mgr; Franklyn E. Brown, chief engineer; Sue Nutting, women's director.

KYCA (1940): 1490 kc; 250 w. P. O. Box 1631. Phone 241. Southwest Broadcasting Co. (acquired station 1941). (See John J. Louis Stations in "Group Ownership").

Network NBC, Arizona Broadcasting.

Specialty programs: Spanish, 3½ hrs. wkly. Jack Louis, pres; Harold Ritter, gen mgr & coml mgr; Wallace Norman, production mgr; Roger Anderson, promotion mgr; George Eitel, chief engineer; Byron McCall, news director; John Gaboury, librarian; Roberta Pfister, women's director.

KZOK (March 5, 1958): 1340 kc; 250 w. P. O. Box 1033. Phone 112. Northern Arizona Broadcasters Inc. (original owner).

Network Keystone.

Specialty programs: Spanish, 3 hrs wkly. Dick Gilbert, pres; James E. Shepler, gen mgr & chief engineer; Gordon Sloan, coml mgr; Charles R. Allen, program director & promotion mgr.

SAFFORD, Graham County

KGLU (1938): 1480 kc; 1 kw. 612 Main St. Phone 15. Gila Broadcasting Co. (original owner). (See Gila Broadcasting Co. stations in "Group Ownership").

Network NBC, Arizona Broadcasting.

Specialty programs: Spanish, 3 hrs wkly. Louis F. Long, pres; Paul Merrill, gen mgr; Earl Barnett, coml mgr; Lester McBride, program director & farm director; Matt Duncan, promotion mgr; H. F. Hudson, chief engineer; Don Rhyne, news director; Bonita McBride, women's director.

SCOTTSDALE, Maricopa County

KPOK (1956): 1440 kc; 5 kw-D. P. O. Box 182. Phone Whitney 5-1440. Scottsdale Broadcasting Co. (original owner).

Specialty programs: Spanish, 12 hrs. wkly. Dick Gilbert, pres, gen mgr & program director; Irving S. Leon Sr., coml mgr; Mike Turin, promotion mgr; Geoffrey A. Lanning, chief engineer; Ray Cox, news director; Russell Sims, farm director; Alma Gilbert, women's director.

SHOW LOW, Navajo County

KVWM (May 17, 1957): 1050 kc; 250 w-D. P. O. Box 606. Phone 100. Peak Broadcasting Co. (original owner).

Searcy J. Woodworth, pres, gen mgr & chief engineer; Dorothy L. Woodworth, program director & women's director.

SIERRA VISTA, Cochise County

KHPH (1957): 1420 kc; 1 kw-D. Carmichael at De Palma. Phone Gladstone 8-3379. Carleton W. Morris (original owner). (See Carleton W. Morris Stations in "Group Ownership").

Rep Ayres.

Specialty programs: German, ½ hr. wkly. Carleton W. Morris, pres; Arlo Woolery, gen mgr; John Bonnett Jr., station mgr; Gene Espinosa, coml mgr; Jack Jaquay, program director; Fred Danforth, news director.

TUCSON, Pima County

KADR (1956): 1490 kc; 250 w. Santa Rita Hotel. Phone Main 4-0401. Joe DuMond Radio Enterprises Inc. (acquired station November 1957).

Rep McGavren-Quinn. Joe DuMond Sr., pres, gen mgr & coml mgr; Joe DuMond Jr., program director; Barry Joseph, chief engineer.

KCEB (not on air, target date Aug. 1, 1958). 790 kc; 1 kw-D. DA-D. 2100 N. Silverbell Rd. Phone Main 2-7788. Associated Broadcasters of Tucson Inc.

David S. Drubeck, pres & gen mgr.

KCNA (April 10, 1947): 580 kc; 5 kw-D. 500 w-N, DA-N. P. O. Box 2348. Phone Main

2-4664. Catalina Broadcasting Co. (acquired station April 10, 1947).

Network Arizona Net. Rep Gill Perna (east); Tracy Moore (west coast); Blair (Arizona Net).

Specialty programs: Polish, 1 hr wkly.

Harry B. Chambers, pres, gen mgr & coml mgr; Tony Perry, program director & farm director; E. E. Stough, chief engineer; Wally Lindberg, news director; Pat Palmer, women's director.

KCUB (1929): 1290 kc; 1 kw. P. O. Box 5188. Phone Main 3-4323. Gordon Broadcasting of Tucson (acquired station July 1958. (See Gordon stations in "Group Ownership").

Network NBC & Arizona Broadcasting System. Rep Avery-Knodel.

Specialty programs: Spanish, 17½ hrs. wkly. Sherwood R. Gordon, pres; Ray Owen, gen mgr; Jack Parr, program director; Ray Holsclaw, chief engineer; Jim Maize, news director.

KEVT (1953): 690 kc; 250 w-D. 57 W. Congress St. Phone Main 4-5588. Tucson Radio Inc. (original owner).

Network National Spanish Language. Rep Oakes (west); National Time Sales (east).

Specialty programs: Spanish, 8¼ hrs. wkly. Peter Trowbridge, pres, gen mgr & chief engineer; DeWitt Wray, coml mgr; Oscar H. Stevens, program director & news director; Art Aguilar, promotion mgr; Delia Felix, women's director.

KMOP (1957): 1330 kc; 500 w-D. 101 W. Drashman St. Bambay Broadcasting Co. (original owners).

Ray Odom, pres & gen mgr; A. V. Bamford, vp & promotion mgr; Jimmy Johnson, coml mgr.

KOLD (Feb. 27, 1947): 1460 kc; 250 w. 115 W. Drachman St. Phone Main 4-2511. TWX TS 3401. Old Pueblo Broadcasting Co. (See "Newspaper Ownership" and Gene Autry stations in "Group Ownership").

Network CBS & Arizona Radio Net. Rep AM Radio Sales.

Specialty programs: Spanish, 6 hrs. wkly. Gene Autry, pres; E. S. Mittendorf, gen mgr; Bernie Berlin, coml mgr; Ed Tucker, program director; E. R. McKane, promotion mgr; Vern Cimmiyotti, chief engineer; Chris Cole, news director; & farm director; Marge O'Brien, women's director.

KOLD-TV: Tv companion of KOLD.

KTKT (1949): 990 kc; 10 kw-D. DA. P. O. Box 5585. Phone Main 2-6711. Copper State Broadcasting Corp. (acquired station Sept. 1957).

Rep Forje. Thomas J. Wallace, pres & gen mgr; George Wallace, coml mgr; Frank Kalil, program director; Nat Talpis, chief engineer.

KFMX (FM) (1954): 99.5 mc; 3.1 kw. Duplicates KTKT (above).

KTUC (1926): 1400 kc; 250 w. 1511 East 16th. Phone Main 2-3344. Tucson Broadcasting Co. (acquired station April 1, 1955).

Network MBS, Arizona Net. Rep Radio-Tv Reps.

C. Van Ilaaften, gen mgr; Robert Lebsock, asst gen mgr & chief engineer; George Bradley, sales mgr; Robert Brown, program director; Gary Drayer, promotion mgr; Fred Finney, news director.

WINSLOW, Navajo County

KVNC (1952): 1010 kc; 1 kw-D, 500 w-N, DA-2. P. O. Box 378. Phone 1010. Gila Broadcasting Co. (original owner). (See Gila Broadcasting Co. Stations in "Group Ownership").

Network ABC, MBS, Keystone, Arizona Net. Specialty programs: Spanish, 6 hrs. wkly.; Navajo, 1 hr. wkly.

L. F. Long, pres; Chuck Mizner, gen mgr, coml mgr & program director; Warner Stensland, promotion mgr & farm director; Jerry Graham, chief engineer & news director; Connie Mizner, women's director.

YUMA, Yuma County

KOFA (1953): 1240 kc; 250 w. P. O. Box 1430. Phone Sunset 3-8341. Broadcasters, Inc.

Network Keystone. Rep Tracy Moore.

Henry Schechert, pres; John Pallottini, gen mgr & coml mgr; Kaf Webb, program director & promotion mgr; Thomas Donaldson, chief engineer; Bob Merl, news & farm director.

KVOY (1950): 1400 kc; 250 w. P. O. Box 671. Phone Sunset 3-7841. KYMA-Yuma Inc. (original owner).

Network MBS, Don Lee, Arizona Net. Rep. Radio-Tv Reps.

Specialty programs: Spanish, 6 hrs. wkly. Bill Lindsey, pres & gen mgr; L. A. New-some Jr., station mgr & coml mgr; Bob Nimmo, program mgr & promotion mgr; Gary Raymond, chief engineer; Dick Camp, news director; Grant Lee, farm director; Ruth Hazlitt, women's director.

KYUM (1940): 560 kc; 1 kw, DA-N. P. O. Box 352. Phone Sunset 3-3305. TWX 6701. Yuma Broadcasting Co. (acquired station 1945). (See John J. Louis stations in "Group Ownership").

Network NBC & Arizona Broadcasting System.

Rep Raymer. Ray C. Smucker, pres; Len P. Burkland, gen mgr; Fred A. Pelger, coml mgr, program director & farm director; Rose Aune Pelger, sales mgr; Russ Foss, promotion mgr, sports director; Maurice Higgins, chief engineer; Hamilton Phillips, news director; Roberta Irwin, women's director.

ARKANSAS

ARKADELPHIA, Clark County

KVRC (September 1947): 1240 kc; 250 w. 320 S. Third St. Phone Chapel 6-4561. Arkadelphia Broadcasting Co.

Network Keystone. Rep Best. Specialty programs: Negro, 28 hrs. wkly. Bill Deaton, gen mgr; John M. Riggie, chief engineer.

BATESVILLE, Independence County

KBTA (June 30, 1950): 1310 kc; 250 w. P. O. Box 1112. Phone 1112. White River Valley Broadcasters Inc. (original owner).

Network Keystone. Rep Best. J. F. Higginbottom, pres, gen mgr & coml mgr; Mary Sue Estes, program director & women's director; Murray Schroyer, promotion mgr; Charles T. Smith, chief engineer & news director.

BENTON, Saline County

KBBA (June 27, 1953): 690 kc; 250 w-D. P. O. Box 294. Phone Spring 8-2690. Benton Broadcasting Service (original owner).

Specialty programs: Negro, 12 hrs. wkly. Lavelle Langley, pres & gen mgr; Preston Bridges, coml mgr & chief engr; Ken Koonce, program director; Bruce Caber, news director; Ronnie Weaver, farm director; Meriel Wallace, women's director.

BERRYVILLE, Carroll County

KTCN (Feb. 3, 1958): 1480 kc; 1 kw-D. P. O. Box 191. Phone 385. Ozark Radio and Equipment Co. (July 1958).

Network Keystone.

T. W. Rogers, pres; Mel Lymbery, gen mgr, coml mgr & program director; Fred Ward, assistant coml mgr & chief engineer; Ellen Louise Lymbery, promotion mgr & women's director.

BLYTEVILLE, Mississippi County

KLCN (1922): 910 kc; 5 kw-D. Sudbury Bldg. Poplar 2-2093. Harold L. Sudbury.

Rep Pearson.

Specialty programs: Negro, 14 hrs. wkly. Harold L. Sudbury, gen mgr & coml mgr; Carl Frame, program director & news director; J. T. Sudbury, promotion mgr; Joe Nearns, chief engineer; Leon Howard, farm director.

KLCN-FM (1948): 96.1 mc; 21 kw. Duplicates KLCN (above).

CAMDEN, Quachita County

KAMD (June 10, 1946): 910 kc; 1 kw-D, 500 w-N, DA-N. 674 California. Phone Temple 6-5091. Camden Radio Inc.

Network MBS, Razorback, Arkansas.

Specialty programs: 3 hrs wkly. W. E. Hussman, pres; Donald Cathey, gen mgr & coml mgr; Cal Carter, program director & promotion mgr; Charles Davis, chief engineer; E. A. Wilson, farm director.

CLARKSVILLE, Johnson County

KLYR (March 18, 1957) 1360 kc; 500 w-D. P. O. Box 489. Phone Pleasant 4-3092. Clarksville Radio Broadcasters (acquired station March 18, 1958).

Network Razorback, Arkansas.

Roy Forrester, pres, chief engineer & news director; Reece Adkison, coml mgr; Wayne Bradley, program director; John Ward, promotion mgr; John Armstrong, farm director; Pauline Forrester, women's director.

CONWAY, Faulkner County

KCON (1950): 1230 kc; 250 w. ASTC Campus. Phone 189. Conway Broadcasting Co. (original owner).

Network Keystone. Rep Best. James E. Clayton, gen mgr; Sarah Frances Morehead, program director; Edwin McClendon, chief engineer.

CROSSETT, Ashley County

KAGH (Jan. 7, 1951): 800 kc; 250 w-D. 900 Main St. Phone Forrest 4-2181. Radio Station KAGH (acquired station Oct. 1, 1952).

Network Keystone.

Julian F. Haas, gen mgr; Jo Ann Langley, program director; Preston Derryberry, chief engineer.

DeQUEEN, Sevier County

KDQN (1956): 1390 kc; 500 w-D. 1923 S. Fourth St. Phone Juniper 4-2446. Radio De Queen (acquired station 1957).

Rep Best, Melville (southwest). Cecil L. Boykin, gen mgr.

EL DORADO, Union County

KDMS (May 7, 1950): 1290 kc; 5 kw-D. 208½ North Cleveland. Phone Union 3-5121. El Dorado Broadcasting Co. (acquired station May 24, 1954).

Rep Rambeau, Vance, and Hopple; Clayton, Edward R. Hall, gen mgr, coml mgr & chief engineer; Donald Ray McLellan, program director; Robert Russell, news director; Jeanie Goodnight, women's director.

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in Arizona

Paul H.
CHAPMAN COMPANY
33 W. Micheltorena
Santa Barbara

Radio Stations CONTINUED

ARKANSAS CONTINUED

EL DORADO (Continued)

KELD (1935): 1400 kc; 250 w. 208 1/2 N. Washington. Union 3-6126. Radio Enterprises Inc. Network ABC. Keystone. Rep Rawall-Walker.
W. N. McKinney, pres & gen mgr; Joe R. Danson, coml mgr; Jerome Orr, program director & promotion mgr; Troy B. Eddins, chief engineer; Perrell Gresham, news director; Sarah Durrell, women's director.

FAYETTEVILLE, Washington County

KFAY (June 30, 1957): 1250 kc; 500 w-D. P. O. Box 112. University Station. Stamps Radio Broadcasting Co. (original owner). Network MBS. Arkansas Quality. Rep Dore Assoc.

H. Weldon Stamps, partner & gen mgr; Clifford L. Stamps, partner; Mildred Stamps, program director; Richard Osborne, chief engineer.

KHOG (Dec. 15, 1946): 1150 kc; 250 w. 103 West Mountain. Phone Hillcrest 2-2322. Fayetteville Broadcasting Co. (acquired station January 1948).

Rep Walker-Rawall.
Hayden McIlroy, pres; Fred J. Stevenson, gen mgr; Ed Gideon, coml mgr & promotion mgr; Steve Starweck, program director; Harold Lindsay, chief engineer; Jim Pederson, news director.

FORDYCE, Dallas County

KBFA (not on air, target date not announced): 1570 kc; 250-D. P. O. Box 2937. Little Rock, Ark.
Kermit E. Tracy (original owner).

FORREST CITY, St. Francis County

KKJK (April 29, 1948): 950 kc; 5 kw-D. National Bank Bldg. Phone Melrose 3-1252. Forrest City Broadcasting Co. (original owner).

Network Keystone. Razorback. Rep Burn-Smith.
William Fogg, pres & gen mgr; James Pearson Jr., coml mgr; Hugh Smith, program director; Bob Webber, promotion mgr & news director; Walter L. Smith Jr., chief engineer; Jeanette Bottoms, women's director.

FORT SMITH, Sebastian County

KFPW (July 28, 1950): 1230 kc; 250 w. 2415 North Albert Pike. Phone Sunset 3-4105. George T. Herreich (acquired station May 1, 1953).

Network CBS. Rep Avery-Knodel.
George T. Herreich, owner; J. Paul McCaslin, gen mgr, coml mgr & chief engineer; Joe Roppolo, program director; Pat Garner, news & farm director.

KFSA (1947): 950 kc. 1 kw-D. 500 w-N. DA-N. 920 Rogers Ave. Phone Sunset 2-9126. TWX FS 84. Fort Smith Broadcasting Co. (original owner). (See "Newspaper Ownership" and Donald W. Reynolds stations in "Group Ownership").

Network ABC. Rep Venard, Rintoul & McConnell; Melville (Dallas), Ayers (Atlanta).
J. W. Slates, gen mgr; Leo House, coml mgr. KFSA-TV: Tv companion of KFSA.

KTCS (1958): 1410 kc; 500 w-D. 4120 Towson Ave. Phone Sunset 3-3019. IL Weldon Stamps (original owner).

Network MBS. Magic Circle Net. Arkansas Quality. Rep Dore.
H. Weldon Stamps, owner & gen mgr.

KWHN (Nov. 22, 1947): 1320 kc; 5 kw. DA-N. Radio Center Bldg. Phone Sunset 3-8957. KWHN Broadcasting Co. (original owner).

Rep Rambau, Vance & Hoppel.
M. Bershorf, pres; Gus Krone, vp; J. H. Friedman, secretary-treasurer & gen mgr; Glenn A. O'Neal, coml mgr; promotion mgr; & farm director; Keith Cummings, program director & news director; Raymond Armstrong, chief engineer; Donna Van Dyke, women's director.

HARRISON, Boone County

KHOZ (Sept. 30, 1944): 900 kc; 250 w-D. P. O. Box 120. Phone Empire 5-2301. Harrison Broadcasting Corp. (original owner).

Rep Walker-Rawall.
Betty Lou Wheeler, pres; Robert S. Wheeler Jr., gen mgr; Everett S. Horton, coml mgr & program director; Carl Martin, chief engineer; Bevan Dunlap, news director.

HELENA, Phillips County

KFFA (Nov. 19, 1911): 1360 kc; 1 kw. DA-N. 215 York St. Phone Hickory 4-2361. Helena Broadcasting Co. (original owner).

Network MBS. Keystone, Arkansas. Rep Best.

Specialty programs: Negro, 12 hrs. wkly.
Sam W. Anderson, pres & gen mgr; Gene Bearden, coml mgr; Earl N. Hodges, program director & chief engineer; Katherine Kizer, promotion mgr & women's director; Randy Tardy, news & farm director.

HOPE, Hempstead County

KXAR (Dec. 12, 1917): 1490 kc; 250 w. P. O. Box 138. Phone Prospect 7-3601. Hope Broadcasting Co. (original owner) (See "Newspaper Ownership").

Network Keystone.
Specialty programs: Negro, 2 1/2 hrs. wkly.
A. H. Washburn, pres; L. B. Tooley, gen mgr; Louise Griffin, coml mgr & women's director; Dale Dunn, program director; Norman Bradford, chief engineer.

HOT SPRINGS, Garland County

KBBS (Feb. 9, 1953): 590 kc; 5 kw-D. 112 Third St. Phone National 3-6681. Resort Broadcasting Co. (acquired station March 23, 1956).

Rep Sears & Ayer; Clarke Brown.
A. M. McGregor, pres; E. J. (Gene) Kelley, gen mgr; Edward C. Apple, coml mgr; Forrest Eddy, program director; Clint Norman, chief engineer; Haines Hower, news director & farm director.

KBLO (January 1953): 1470 kc; 1 kw-D. 1011 Central Ave. Phone National 3-2553. Hot Springs Broadcasting Inc. (acquired station July 1, 1957).

Network MBS. Arkansas. Razorback. Rep Rambau, Vance & Hoppel; Clayton (Atlanta).
Specialty programs: Austrian, 1 hr. wkly; Negro, 6 hrs. wkly.
C. J. Dickson, pres & gen mgr; Richard D. Riddle, vp; Jack Ridgeway, program director; Robert G. King, chief engineer; Walter M. Ebel, news director; Georgia M. Dickson, women's director.

KWFC (Nov. 4, 1946): 1250 kc; 1 kw-D. 500 w-N. DA-N. Malco Theatre Bldg. Phone National 4-1225. Spa Broadcasting Co.

Harman I. Moseley II, gen mgr; Tillman Dickson, coml mgr; Shiba Shelp, program director; Pat Moseley, promotion mgr; Raymond Vandusen, chief engineer; Jack Wolever, news director; Nancy Dixon, women's director.

JONESBORO, Craighead County

***KASU-FM** (May 17, 1957): 91.9 mc; 1 kw. State College, Ark. Phone Webster 5-5972. Arkansas State College.

Specialty programs: German, 3 hr. wkly.
John Cramer, director of broadcasting; Bill Lewis, program director; Westley Bell, chief engineer.

*Non-commercial educational.

KBTM (1930): 1230 kc; 250 w. 603 Madison. Phone Webster 5-5597. Patterson Brothers (acquired station December 1957).

Network MBS. Keystone. Rep Burns-Smith.
Alan Patterson Jr., partner & gen mgr; W. Clarence Adams, coml mgr & news director; Janette Cox, promotion mgr; Norman Bowman, chief engineer; Patsy McCaughan, women's director.

KBTM-FM (1919): 101.9 mc; 8 kw. Duplicates KBTM (above).

KNEA (Sept. 10, 1950): 970 kc; 1 kw-D. Citizens Bank Bldg. Phone Webster 2-8381. Radio Jonesboro Inc. (original owner).

Rep Gill-Ferna.
Ernest Farabee, pres; Harold Gregson, gen mgr; DeLoss Walker, coml mgr; Mitch Odom, program director & promotion mgr; Wesley Bell, chief engineer; Cayton Watson, news director; Ed Goetze, farm director; Grovernel Gorham, women's director.

LITTLE ROCK, Pulaski County

KARK (1928): 920 kc; 5 kw DA-N. 10th & Spring Sts. Phone Franklin 3-2451. TWX LR 180. Arkansas Radio & Equipment Co. (original owner).

Network NBC. Rep Petry.
T. H. Barton, pres; T. K. Barton, executive vp; Douglas Romine, vp & station mgr; Lee Bryant, coml mgr; Fred Schmutz, program director; Shirley R. Kennedy, promotion director; Champ Smith, chief engineer; Bob Kemp, news director; Bob Buice, farm director.

KARK-TV: Tv companion of KARK.

KGHI (1927): 1250 kc; 1 kw-D. 500 w-N. DA-N. 618 W. Seventh. Phone Franklin 2-0166. Radio Arkansas (acquired station August 1955). (See Harold & Helen Kink Stations in "Group Ownership").

Network MBS. Rep Weed.
Specialty program: Negro, 1/2 hr. wkly.
Harold E. King, pres; Rex W. Parnell, gen mgr; Terry Hawkins, coml mgr; Boyce Wilkerson, program director & promotion mgr; Fred Ryler, farm director; Betty Fureigh, women's director.

KLRA (1927): 1010 kc; 10 kw-D. 5 kw-N. Box 550. Phone Franklin 5-3206. TWX LR 571. KLRA Inc. (acquired station April 9, 1958).

Network ABC. Rep Raymer.
Leonard Coe, pres & coml mgr; Kermit F.

Tracy, gen mgr; Hal Webber, program director; Anne Lumpkin, program mgr; Arthur W. Beam, chief engineer; Marvin Heffington, news director; Bland Perry, farm director; Margaret L. Berentzen, women's director.

KNLE (See North Little Rock).

KOKY (October 1956): 1410 kc; 5 kw-D. 1504 W. 14th St. Phone Franklin 2-0391. Ebony Radio of Arkansas Inc. (original owner). (See McLendon-Ebony stations in "Group Ownership").

Rep Pearson.
Specialty programs: Negro, 100%.
John M. McLendon, pres; Edward Phelan, gen mgr; James Loftin, Jr., coml mgr; Myron Turvey, program director; Grover Tuley, Jr., chief engineer; Harold Hartley, news director.

KTHS (1924): 1030 kc; 50 kw. DA-N. 8th & Izard Sts. Phone Franklin 4-3761. TWX LR 85. Radio Broadcasting Inc. (acquired station September 1944) (See "Newspaper Ownership").

Network CBS. Rep Christal.
W. H. Bronson, pres; F. A. Watkins, gen mgr; A. C. Dowden, coml mgr; George Moore, program director; Robert E. Brown, promotion mgr; Cecil Sutt, chief engineer; Bill Neel, news director; Marvin Vines, farm director; Evelyn Elmen, women's director.
KTHV (TV): Tv companion of KTHS.

KVLC (February 1948): 1050 kc; 1 kw-D. P. O. Box 2569. Phone Franklin 5-5321. Southwestern Broadcasting Co.

Rep O'Connell (New York); Tracy Moore (California); Brown (South & Denver); Radio Tv Repts (Chicago).
R. M. Saxon, pres; Dale D. Mahurin, vp & gen mgr; Charles R. Simms, program director; E. H. Summers, engineer; Herbie Byrd, news director.

KXLK (See North Little Rock).

MAGNOLIA, Columbia County

KVMA (April 3, 1948): 630 kc; 1 kw-D. P. O. Box 122. Phone Central 4-5862. Magnolia Broadcasting Co. (original owner).

Network MBS. Rep Pearson.
Specialty programs: Negro, 6 1/2 hrs. wkly.
Dr. Joe F. Rushton, pres; W. M. Bigley, gen mgr; W. Dudley Waller, coml mgr; Ralph Johnson, program director; Ray Wells, chief engineer; Les Rogers, news director; Lois Russell, women's director.

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MARKET**

(we believe you will buy if
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5000 watts on 590 Kc

ARKANSAS'
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STATION

* City 30,000, lakes 15,000, transients 20,000

** Retail sales Hot Springs 12.8% above national average. 55% above state average.

Radio Stations CONTINUED

ARKANSAS CONTINUED

MALVERN, Hot Spring County

KBOK (August 1951): 1310 kc; 1 kw-D. Highway 270 North. Phone 1800 Malvern Broadcasting Co. (original owner).
Network Keystone. Rep Deveney; Melville. Kermit L. Richardson, pres & gen mgr; W. D. Stroud, coml mgr; Robert Padgett, program director; Thomas O. Graves, chief engineer; William R. Moore, news & farm director; Jerry Richardson, women's director.

MAMMOTH SPRING, Fulton County

KAMS (FM) (Dec. 1, 1955): 103.9 mc; 310 kw. Duplicates KALM Thayer, Mo. (See Robert F. Neathery stations in "Group Ownership").

MARKED TREE, Poinsett County

KTML (July 1955): 1580 kc; 250 w-D. P. O. Box 17. Phone 1580. Poinsett County Radio Broadcasting Co. (acquired station January 1957).
Rep Continental Sales.
Kohn Bray, L. V. Ritter Jr., Jasper Singleton, partners; Carlton Garner, gen mgr; Robert Finch, coml mgr & news director; Phillip Burns, program director; James E. Weston, promotion mgr & farm director; Mack Howerton, chief engineer.

McGEHEE, Desha County

KVSA (June 29, 1953): 1220 kc; 1 kw-D. Highway 65. Phone Canal 2-4200. Southeast Arkansas Broadcasters Inc. (original owner).
Network Keystone. Razorback. Arkansas. Rep Best.
Abbott P. Kinney, pres & gen mgr; Mrs. M. E. Kinney, coml mgr; Hirschell E. Parent, program director; James S. Hunt, chief engineer.

MENA, Polk County

KENA (June 25, 1950): 1450 kc; 250 w-D. S. Reine St. Phone 911. R. B. Bell (original owner).
Network Keystone. Rep Best.
R. B. Bell, owner. R. L. Hummelt Jr., gen mgr; Helen McGee, program director; O. D. Frederick, chief engineer.

MONTICELLO, Drew County

KHBM (April 1955): 1130 kc; 1 kw-D. P. O. Box 446. Phone 91. Baker Broadcasting Co. (acquired station May 21, 1958).
Network Keystone.
Specialty programs: Negro, 6 hrs. wkly.
J. R. Baker, pres; E. Keith Baker, gen mgr coml mgr & farm director; Pat McGinnis, program director & news director; Bill Millwood, promotion mgr; John Bailey, chief engineer.

MORRILTON, Conway County

KVOM (1953): 800 kc; 250 w-D. P. O. Box 511. Phone 506. Morrilton Broadcasting Co. (original owner).
J. C. Willis, station mgr.

MOUNTAIN HOME, Baxter County

KTLO (May 30, 1953): 1490 kc; 250 w. P. O. Box 67. Phone 1490. Mountain Home Broadcasting Corp.
Network Keystone. Razorback. Rep Best.
A. Monk Stricklen, pres & gen mgr; L. E. Cranor, coml mgr; Kenneth Wilkins, chief engineer.

NEWPORT, Jackson County

KNBY (Oct. 12, 1949): 1280 kc; 1 kw-D. U. S. Highway 67. Phone 749. Newport Broadcasting Co. (original owner).
Harold Sudbury, pres; Gene Howe, gen mgr.

coml mgr & farm director; Jerry Grojean, program director & news director; Anson Clark, chief engineer.

NORTH LITTLE ROCK, Pulaski County

KNLR (April 19, 1957): 1380 kc; 1 kw-D. 16th & Main Sts. Phone Franklin 6-1997. Arkansas Valley Broadcasting Co.
Rep Grant.
L. R. Luker, chief owner; Chester H. Pierre, gen mgr; Phillip Sklar, coml mgr; Ed Bailey, program director; Lee Voss, promotion mgr; Kenneth Copeland, chief engineer; Harry Pierce, news director; Rita Newsom, women's director.
KXLR (1946): 1150 kc; 5 kw-D, 1 kw-N, DA-N. Cotton Belt Bldg. Phone Franklin 2-2155. Sanders Arkansas Broadcasting Inc.
Rep Stars National.
J. M. Sanders, pres.

OSCEOLA, Mississippi County

KOSE (1949): 860 kc; 1 kw-D. Box 311. Phone Louist 3-2611. Osceola Broadcasting Co.
Network Keystone. Rep Continental.
Don Whitney, gen mgr.

PARAGOULD, Greene County

KDRS (Jan. 1, 1947): 1490 kc; 250 w. Tower Dr. Phone Cedar 2-5627. Progressive Broadcasting Co. (original owner).
Network Keystone.
Ted Rand, co-owner & gen mgr; T. M. Self, co-owner & business mgr; Doyne F. Bateman, coml mgr; Wilma Whelless, program director; W. O. Driskell, chief engineer; Lloyd Emmert, news director; George Kirby, farm director.

PINE BLUFF, Jefferson County

KCLA (Jan. 16, 1947): 1100 kc; 250 w. 2000 W. 25th Ave. Phone Jefferson 5-1241. Radio Engineering Service (original owner).
Rep Best.
Specialty programs: Negro, 10 hrs. wkly.
Ken Kesterson, partner & gen mgr; Charles Palm, partner & program director; Clyde Martin, coml mgr.

KOTN (March 12, 1934): 1490 kc; 250 w. Simmons National Bldg. Phone Jefferson 1-8732. Universal Broadcasting Corp. (original owner).
Network MBS. Rep Walker-Rawalt.
Specialty programs: Negro, 8 hrs. wkly.
E. J. Parrish, pres, gen mgr & chief engineer; Joe L. Wallace, coml mgr; Hilda Matz, program director; R. W. Etter, promotion mgr; Charles Carmichael, news director; Alva Holt, women's director.

KPBA (Oct. 16, 1957): 1590 kc; 1 kw-D. 1607 W. 6th Ave. Phone Jefferson 1-1523. Radio Pine Bluff.
Rep Deveney.
Specialty programs: Negro, 16 hrs. wkly.
W. L. Kent, owner; Howard M. Peters, gen mgr & coml mgr; Howard Watson, program director; Robert N. Meador, chief engineer; Ken Parsons, news and farm director.

POCAHONTAS, Randolph County

KPOC (Nov. 15, 1959): 1420 kc; 1 kw-D. Box 250. Phone Twooaks 2-5234. Pocahontas Radio Inc. (original owner).
Network Keystone.
A. J. Baltz, pres; Adrian L. White, gen mgr; Virgil Pace, coml mgr; Bill Nicolson, program director; Jack Wilson, chief engineer & farm director; Anna Frances Bates, women's director.

ROGERS, Benton County

KAMO (Sept. 16, 1954): 1390 kc; 1 kw-D. American National Bank Bldg. Phone Melrose 6-4611. KAMO, Inc. (original owner).
Network Diamond State Network. Rep Walker-Rawalt.
G. Don Thompson, pres; W. E. Dacus, gen mgr; C. A. Davis, program director; Bud Williams, chief engineer.

RUSSELLVILLE, Pope County

KKRJ (Feb. 25, 1947): 1490 kc; 250 w. Second & Commerce. Phone 299. The Valley Broadcasters (acquired station June 1, 1958).
Network Keystone.
C. R. Horne, pres & gen mgr; L. L. Bryan, coml mgr & farm director; Ora Mae Lee, program director; Don Sammons, promotion mgr & news director; William C. McKenney, chief engineer; Marjorie W. Crabaugh, women's director.

SEARCY, White County

KWCB (1951): 1300 kc; 1 kw-D. P. O. Box 195. Phone 1281. White County Broadcasting Co. (original owner).
Network Keystone. Rep Best.
Carl N. Dodd, gen mgr.

SILOAM SPRINGS, Benton County

KUOA (Dec. 4, 1923): 1290 kc; 5 kw-D. Siloam Springs. Phone 777. KUOA, Inc. (original owner).
Network MBS, Keystone, Magic Circle.
John E. Brown, Jr., pres; Cecil E. Smith, gen mgr & coml mgr; Ralph C. Kennedy Jr.,

program director; John Roger Flanagan, chief engineer.

KUOA-FM (1948): 105.7 mc; 2.6 kw. Duplicates KUOA (above).

SPRINGDALE, Washington County

KBRS (Sept. 6, 1919): 1310 kc; 250 w. P. O. Box 29. Phone Pleasant 1-2196. Northwest Arkansas Broadcasting & Television Co. (original owner) (See "Newspaper Ownership" and Reynolds Stations in "Group Ownership").
Rep Best.
Network ABC.
Donald W. Reynolds, pres; Roy J. Bowman, gen mgr; Hubert P. Phillips, coml mgr; Jim Wilkerson, program director; Maxine Bowman, promotion mgr; Virgil M. Smith, chief engineer.

STUTTGART, Arkansas County

KWAK (May 11, 1948): 1210 kc; 250 w. Box 271. Phone Wabash 2-5212. Stuttgart Broadcasting Corp. (acquired station May 1950).
Network Keystone. Razorback.
Melvin P. Spana, chief owner & gen mgr; June S. Spann, station mgr; C. R. Sandine, chief engineer.

TEXARKANA, Miller County (See Texarkana, Tex.)

KCMC (see Texarkana, Tex.).
KCMC-FM (see Texarkana, Tex.).
KOSY (see Texarkana, Tex.).
KTFS (see Texarkana, Tex.).

WALNUT RIDGE, Lawrence County

KRLW (1951): 1320 kc; 1 kw-D. P. O. Box 30. Phone 980. Lawrence County Broadcasting Co.
Network Keystone.
William H. Cate, mgr.

WARREN, Bradley County

KWRF (Aug. 15, 1953): 860 kc; 250 w-D. Highway 15 North. Phone 353. Pines Broadcasting Co. (original owner).
Network Keystone.
Specialty programs: Negro, 3 1/2 hrs. wkly.
Lee Reeves, gen mgr; H. M. Harris, coml mgr & promotion mgr; Nell B. Cater, program & women's director; P. L. Demaree, chief engineer; Billy G. Walls, news & farm director.

WYNNE, Cross County

KWYN (Sept. 28, 1956): 1100 kc; 250 w. P. O. Box 225. Phone 1188. East Arkansas Broadcasters (original owner).
Network Kazorback. Rep Best.
Specialty programs: Negro, 21 hrs. wkly.
J. L. Shaver Jr., pres; Raymond O. Raley, gen mgr; W. H. Mayo, coml mgr & promotion mgr; Ari Rogers, program director; Edwin Head, chief engineer; Troy Jennings, farm director; Onalce Brawner, women's director.

CALIFORNIA

ALTURAS, Modoc County

KCNO (1951): 570 kc; 1 kw-D. P. O. Box 1358. Phone 2531. Interstate Broadcasting Co. (acquired station July 1956).
Rep O'Connell-Palmer (San Francisco & Los Angeles).
H. J. (Bud) Chandler, pres; Dick Barrett, gen mgr, coml mgr & chief engineer.

APPLE VALLEY, San Bernardino County

KAVB (1954): 960 kc; 5 kw-D. P. O. Box 1. Victorville 7-7251. Apple Valley Broadcasting Co. (original owner).
Rep Grant.
Newton T. Bass, pres; John Charles Thomas, executive vp & managing director; Ken Barton, coml mgr; Lou Rossi, program director; Dean Kiner, chief engineer.

ARCATA, Humboldt County

KENL (April, 1956): 1340 kc; 250 w. KENL Bldg. Phone Vandyke 2-2941. Humboldt Broadcasters Inc. (acquired station November 1957).
Network Golden West. Rep Grant.
Mel Marshall, pres & gen mgr; Bill Heinz, coml mgr; Joe Tyrell, program director; R. A. Rabell, chief engineer.

ATHERTON, San Mateo County

KPEN (FM) (1957): 101.3 mc; 5 kw. (CP—17.75 kw). 330 El Camino Real. Phone Ulmar 1-1581. Peninsula FM.
James J. Gabbert, co-gen mgr & chief engineer; Gary M. Gielow, co-gen mgr & coml mgr; Kenneth F. Warren, station mgr; John W. Wickett, promotion mgr; Robert Stadel, news director & sports director; Ann Richardson, women's director.

AUBURN, Placer County

KABH (1957): 950 kc; 500 w, DA-D. P. O. Box 950. Phone Turner 5-5636. Donnelly C. Reeves (original owner).
Rep Grant.
Donnelly C. Reeves, owner & chief engineer; Gene Ragle, gen mgr & coml mgr; Stanley Cooper, program director.

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Radio Stations CONTINUED

CALIFORNIA CONTINUED

AVALON, Los Angeles County

KBIG (1952): 740 kc; 10 kw-D, DA. 6540 Sunset Blvd., Hollywood, zone 28. Phone Hollywood 3-3205. John Poole Broadcasting Co. (original owner). (See John Poole Stations in "Group Ownership").
Rep. Weed.
John D. Poole, pres & gen mgr; Cliff Gill, vp & operations mgr; Robert J. McAndrews, vp, coml mgr & promotion mgr; Alan Lissner, program director; Beull H. Dalton, chief engineer; Larry Bernil, news director.
KBIG-TV: TV companion of KBIG.

BAKERSFIELD, Kern County

KAFY (1946): 550 kc; 1 kw, DA-1. P. O. Box 6128. Phone Empire 6-4411. Paschall, Tullis & Hearne (acquired station October 1955).
Rep. McGavren-Quinn.
Specialty programs: Negro, 1 hr. wkly.
Ben Paschall, Howard Tullis, John P. Hearne, partners; Glenn Lockhart, gen mgr; Pat Stewart, operations director; Al Anthony, production director; Lee Jones, chief engineer.
KBIS (1950): 970 kc; 1 kw, DA-2. 2913 Chester Ave. Phone Fairview 4-6093. Eastern Electronic Industries Corp. (acquired station January 29, 1958).
Rep. Weed.
Robert Strauss, pres; Hal Brown, gen mgr; Jack J. Bankson, coml mgr; Bert Hainline, program director; Paul Battisti, promotion mgr & chief engineer; Hal Lafoon, news director.

KERN (1938): 1410 kc; 1 kw, 1535 17th St. Phone Fairview 5-7475. McClatchy Newspapers (original owners). (See "Newspaper Ownership" and McClatchy Broadcasting Co. Stations in "Group Ownership").
Network CBS. Rep. Raymer.
Eleanor McClatchy, pres; Donald Gatz, chief engineer; Paul McIntroy, news editor; Dalton Cook, farm editor.
KERN-FM (1948): 94.1 mc; 5.1 kw. Duplicates KERN (above).

KGEE (1946): 1230 kc; 250 w. 1415 17th St. Phone Fairview 7-3587. KGEE Inc. (control transferred July 1955).
Rep. Hollingbery.
Specialty programs: Spanish, 10 hrs. wkly.
Dexter Raymond, gen mgr; Jesse Land, coml mgr; Thad Buckley, program director; Gale Perk, promotion mgr & news director; Ed Adress, chief engineer.

KGEE-FM (1958): 96.5 mc, 2.05 kw. Same address, licensee and staff as KGEE (above).
KIKK (not on air; target date, fall 1958). 800 kc; 250 w-D. 910 Chester. Phone Fairview 7-4401. Valley Broadcasting Co. (original owner). (See Dawkins Espy stations in "Group Ownership").
Rep. Holling.
Dawkins Espy, pres; Dan Gates, program director.

KLYD (1955): 1350 kc; 1 kw-D. 1709 30th St. Phone Fairview 7-4531. Edward E. Urner (original owner).
Rep. Grant.
Edward E. Urner, pres, gen mgr & coml mgr; Dan Spear, program director & news director; Mary L. Bender, promotion mgr; Vernon G. Tucker, chief engineer; Jimmy Thomason, farm director.

KMAP (1955): 1490 kc; 250 w. Padre Hotel. Phone Fairview 7-3541. KMAP Inc. (acquired station August 1, 1955).
Rep. Forjoe.
Specialty programs: Spanish, 5½ hrs. wkly.
Clifford E. Ball, pres & gen mgr; Jack Sheffer, program director; Dale Sadler, chief engineer; Dorothy A. Ball, women's director.

KPMC (1933): 1560 kc; 10 kw, DA-1. P. O. Bin 1799. Phone Fairview 7-5121. TWX 26. Pioneer Mercantile Co. (original owner).
Network ABC. Rep. Headley-Reed.
Frank G. R. Schamblin, pres; L. A. Schamblin, gen mgr; Paul R. Biermann, coml mgr & program director; L. P. Jarvis, chief engineer; Don Irwin, news director; Bob Rae, farm director.

KQIB (FM) (1955): 101.5 mc; 14.5 kw. P. O. Box 425. Phone Export 9-2047. Klef Broadcasters.
Maude H. Robertson, co-owner; E. L. Robertson, co-owner, gen mgr & chief engineer; Jim Hodges, coml mgr & promotion mgr; Rosina Robertson, program director; Klaus Hooper, music director.

BANNING, Riverside County

KPAS (1948): 1490 kc; 250 w. 200 E. Ramsey St. Phone Victor 9-4777. Stevens' Broadcast-

ing Inc. (acquired station November 20, 1956).
Rep. Broadcast Time Sales.
Edwin J. Stevens, pres & gen mgr; Lew Shank, coml mgr; Jack Kellner, program director; Jack Gilbert, promotion mgr; Bob Baker, chief engineer; Jim Ericson, news director; Jo Ann Stevens, women's director.

BARSTOW, San Bernardino County

KWTC (1917): 1230 kc; 250 w. P. O. Box 697. Phone 4001. Mojave Valley Broadcasting Inc. (original owner).
Rep. Lee P. O'Connell.
Specialty programs: Spanish, 8 hrs. wkly.
W. T. Brown, pres; Harry S. White, gen mgr & coml mgr; R. E. Cruse, program director; William R. Schultz, chief engineer.

BERKELEY, Alameda County

***KPFA (FM)** (1943): 94.1 mc; 54 kw, 2207 Shattuck Ave., zone 4. Phone Ashbury 3-6767. Pacific Foundation.
Harold Winkler, pres; Alan Rich, music director; Erwin Goldsmith, chief engineer.
***KPFB (FM)** (1954): 89.3 mc; 150 w. 2207 Shattuck Ave., zone 4. Phone Ashbury 3-6767. Pacific Foundation.
Harold Winkler, pres; Alan Rich, music director; Erwin Goldsmith, chief engineer.

*Non-commercial educational.

KRE (1921): 1400 kc; 250 w. 601 Ashby Ave., zone 10. Phone Ashbury 3-7715. Central California Broadcasters Inc. (acquired station 1917).
Rep. Grant.
Specialty programs: Italian, 14 hrs. wkly; Portuguese, 10 hrs. wkly.
Arthur Westlund, pres & gen mgr; Don Hamby, coml mgr & program director; Robert Morrison, chief engineer.

KRE-FM (1948): 102.9 mc; 5.9 kw. Duplicates KRE (above).

BEVERLY HILLS, Los Angeles County

KBCA (FM) (not on air; target date not announced): 105.5 mc; 1 kw. 6813 Van Nuys Blvd., Van Nuys, Calif. Long Beach FM Broadcasting Co.
Ted Bolnick, co-owner; Walter Gelb, co-owner.

BIJOU, El Dorado County

KOWL (1956): 1450 kc; 250 w. P. O. Box 756. Phone Kimball 4-2100. Tahoe Broadcasters Inc. (acquired station May 7, 1953).
Ed J. Frech, pres; John Murphy, gen mgr; Bob Mulroy, program director; Keith Mealey, vp & chief engineer.

BISHOP, Inyo County

KIBS (1953): 1230 kc; 250 w. P. O. Box 757. Phone 4411. Southeastern Sierra Broadcasting Corp. (acquired station January 3, 1958).
Rep. Best.
James K. Oliver, pres, gen mgr & promotion mgr; R. S. Deming, coml mgr; Joe Arnold, program director; Elwayne Clement, chief engineer; Virginia Holmes, women's director.

BLYTHE, Riverside County

KYOR (1946): 1450 kc; 250 w. P. O. Box 668. Phone 2241. Imperial Broadcasting System (acquired station Dec. 26, 1956). (See Imperial Broadcasting System and Sherrill Corwin stations in "Group Ownership").
Network ABC. Rep. Everett-McKinney.
Specialty programs: Spanish, 5 hrs. wkly.
Frank K. Danzig, pres; Victor E. Lundberg, gen mgr; James Lathrop, coml mgr; Dick Whitcomb, program director; James Gardner, chief engineer; Larry Cross, news director.

BRAWLEY, Imperial County

KROP (November 1948): 1300 kc; 1 kw-D, 500 w-N. Del Rio Country Club. Phone 1300. Imperial Broadcasting System (acquired station Dec. 26, 1956). (See Imperial Broadcasting System and Sherrill Corwin stations in "Group Ownership").
Network ABC. Rep. Everett-McKinney (New York and Chicago); O'Connell Palmer (Los Angeles and San Francisco).
Specialty programs: Spanish, 6 hrs. wkly.
Frank K. Danzig, pres; Ed Silveira, gen mgr & promotion mgr; Glenn Weber, coml mgr; Ron D. Adkins, program director; Jim Gardner, chief engineer; Dick Montejano, news director; William Geddes, farm director; Connie Carol, women's director.

BURBANK, Los Angeles County

KBLA (1947): 1490 kc; 250 w. (CP-1500 kc; 10 kw, DA-1). 11516 Oxnard St., North Hollywood, Calif. Phone Poplar 2-1195. Broadcasters of Burbank Inc. (acquired station 1952).
Rep. Webb.
Specialty programs: Spanish, 3 hrs.; Italian, 7 hrs.; Yiddish, 5 hrs.; Negro, 5 hrs.; Japanese, 3 hrs.; Scandinavian, 1½ hrs.; Greek, 1 hr.; German, ½ hr.; Lithuanian, ½ hr., all wkly.
Gordon A. Rogers, pres, program director & promotion mgr; Robert S. Marshall, gen mgr & coml mgr; Henry May, chief engineer and farm director; Sue Rogers, women's director.

CALEXICO, Imperial County

KICO (April 16, 1947): 1490 kc; 250 w. P. O. Box 1697, El Centro, Calif. Phone Elliott

7-2016. Charles R. Love (original owner).
Network Keystone. Rep. Broadcast Time Sales.
Specialty programs: Negro, 14 hrs. wkly.
Charles R. Love, owner; W. L. Gleason, gen mgr; Robert Winters, chief engineer, Margie Pulcher, women's director.

CARMEL, Monterey County

KTEE (1957): 1410 kc; 500 w-D. P. O. Box 2950. Phone Mayfair 4-1216. Seaside Electronic Associates (original owners).
Paul F. Hanson, pres, gen mgr & news director; Stanley S. Simpson, coml mgr; Wm. Warren, co-program director; Don Metzger, promotion mgr; Joly Boynton, chief engineer & co-program director; Tillie Jones, women's director.

CHICO, Butte County

KHSL (1935): 1290 kc; 5 kw, DA-N. P. O. Box 1911. Phone Fireside 2-0141. TWX CZ-72. Golden Empire Broadcasting Co. (original owner).
Network CBS. Rep. McGavren-Quinn.
Mrs. Hugh McClung, pres & gen mgr; Charles H. Kinsley Jr., station mgr; Brian Loughran, coml mgr; Tim Armstrong, program director & farm director; Doug Sundby, promotion mgr; Russell Pope, chief engineer; Bill Zimlich, news director; Jerry Bowen, women's director.
KHSL-TV: TV companion of KHSL.
KPAY (1949): 1060 kc; 10 kw, DA-N. P. O. Box 523. Phone Fireside 2-4211. J. Ned Richardson (acquired station April 17, 1958).
Network CBS. Rep. Hollingbery.
J. Ned Richardson, pres & gen mgr; Neil McIntyre, station mgr & farm director; Ned Tollinger, program director; William Pope, chief engineer.

CLAREMONT, Los Angeles County

***KSPC (FM)** (1956): 50.7 mc, .01 kw. Sumner Hall, Pomona College. Phone National 6-3511. Pomona College.
Charles F. Waite, gen mgr; Randolph H. Fischer, program director; Roger A. Isaacson, chief engineer.

COACHELLA, Riverside County

KCHV (August 1953): 970 kc; 1 kw, 1694 Sixth St. Phone Express 8-5534. Coachella Valley Broadcasting Co. (acquired station April 1956).
Rep. Tracy Moore, (Hollywood); Holman (New York).
Specialty programs: Spanish, 14 hrs. wkly.
Edward Gorges, pres; Edward Staples, gen mgr & coml mgr; Graham Alexander, program director; Doug Caplette, promotion mgr & farm director; Bill Buckingham, chief engineer; Ed Staples, news director; Mrs. L. Burns, women's director.

COALINGA, Fresno County

KBMX (Aug. 23, 1956): 1470 kc; 500 w-D. P. O. Box 1179. Phone 136. Westside Broadcasting Co. (acquired station Sept. 1, 1955).
Network Keystone. Rep. Webb.
Specialty programs: Spanish, 12 hrs. wkly.
Vernon J. Sledry, pres & gen mgr; Curt Finley, coml mgr; Dick Howard, program director & farm director; W. E. Long, chief engineer; Annette McLellan, women's director.

CORONA, Riverside County

KBUC (1948): 1370 kc; 1 kw-D, 500 w-N, DA-N. P. O. Box 363. Phone Redwood 7-1370. Station Broadcasting Inc. (acquired station March 5, 1958).
Specialty programs: Spanish, 18 hrs. wkly.
James F. Hadlock, pres; Naum Healy, vp, gen mgr & coml mgr; Bob Lake, program director; Ellene Seets, promotion mgr; Walter Rees, chief engineer; Jim Brown, news director; Noel Hackworth, farm director; Sally Linville, women's director.

CRESCENT CITY, Del Norte County

KORE (1951): 1240 kc; 250 w. P. O. Box 248. Phone 3061. Del Norte Broadcasting Co. (original owner).
Rep. Ayres.
Specialty programs: Negro, 10 hrs. wkly.
Robert E. Grey, gen mgr; Robert O. Weed, chief engineer; Peg Grey, news director; Jo Fuller, women's director.

DELANO, Kern County

KOHJ (1951): 1010 kc; 5 kw-D; 1 kw-N, DA-2. P. O. Box 968. Phone 8676. Charles Herman Johns (original owner).
Rep. Broadcast Time Sales.
Charles H. Johns, owner, gen mgr & chief engineer; Jean G. Johns, station mgr; Jim Turner, sales mgr; Joe McFoln, program director.

DINUBA, Tulare County

KEDU (1946): 1240 kc; 250 w. P. O. Box 157. Phone 500. Radio Dinuba Co. (original owner).
Network Keystone.
Specialty programs: Spanish, 26 hrs. wkly; Japanese, 2 hrs. wkly.
Egon Hofer, pres, gen mgr & promotion mgr.

*Non-commercial educational.

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Radio Stations CONTINUED

CALIFORNIA CONTINUED

Dave Hofer Jr., vp & sales mgr; Bill Arnold, program director; Warren Nystrum, chief engineer & farm director; Harold Sparks, news director; Betty Unruh, women's director.

EL CAJON, San Diego County

KBAB (1955): 910 kc; 1 kw, DA-2, 500 W. Camino Del Rio, zone 10. Phone Cypress 8-8371. TWX SF 6326. Balboa Broadcasting Corp. (acquired station June 14, 1957).

Network ABC. Rep Simmons (New York, Chicago); Hall (San Francisco); Gates (Los Angeles).

Specialty programs: Spanish, 1/2 hr. wkly.
L. H. Kornik, pres; E. L. Chase, gen mgr; Richard E. Thompson, program director; Edgar E. Murphree, chief engineer.

EL CENTRO, Imperial County

KAMP (1958): 1430 kc; 1 kw-D, 795 Main St. El Centro Radio Inc.

A. E. Andreotti, pres; Ray Lapin, vp & gen mgr.

KXO (1927): 1230 kc; 250 w. P. O. Box 140. Phone Elgin 2-1230. Valradio Inc. (acquired station Dec. 23, 1955).

Network MBS. Don Lee. Rep Raymer.
Riley R. Gibson, pres & gen mgr; Marc Hanan, coml mgr; Tony Temple, program director & promotion mgr; Doc Hill, chief engineer; Pete Odens, news director; Joe Siegle, farm director; Mary Lou Pangle, women's director.

ESCONDIDO, San Diego County

KOWN (1958): 1450 kc; 250 w. P. O. Box 29, Route 3. Phone Sherman 5-8511.

Palomar Broadcasting Co. (original owner).
Julia Gray Owen, pres & gen mgr; Charlene L. Hibbard, program director.

EUREKA, Humboldt County

KDAN (1956): 790 kc; 5 kw-D, P. O. Box 923. Phone Hillside 2-0611. W. H. Hansen. (original owner).

Rep McGavren & Quinn.
W. H. Hansen, pres & gen mgr; Earl Madray, coml mgr; Nancy Cooper, program director; Ken David, promotion mgr; C. R. Knapp, chief engineer; Paul Ward, news director; Averil Dayton, women's director.

KIEM (1933): 1480 kc; 5 kw, DA-1, 6th and E. Sts. Phone Hillside 3-1621. Redwood Broadcasting Co. (original owner).

Network MBS. Rep Blair.
William B. Smullin, pres; J. Edwin Arnold, station mgr; Berton G. Speer, national sales mgr; Robert Stach, promotion mgr; Don King, chief engineer; Newton Steward, news director; A. B. Adams, farm director.

KRED (FM) (1948): 96.3 mc; 5.6 kw. Same address, licensee and staff as KIEM (above).
KIEM-TV: TV companion station of KIEM.
KRED (FM).

KINS (1946): 980 kc; 5 kw-D, 500 w-N, DA-N, P. O. Box 1015. Phone Hillside 2-5711. TWX EK 70. Eureka Broadcasting Co. (acquired station February 28, 1958).

Network CBS. Rep Hollingbery.
Wendell Adams, pres & gen mgr; Tim Crowley, coml mgr; Doyle Seely, program director & promotion mgr; Dean Elliott, chief engineer; Alice Whisnant, women's director.

FORT BRAGG, Mendocino County

KDAC (1948): 1230 kc, 250 w. 2100 E. Oak St. Phone Yorktown 4-3251. Mendocino Coast Broadcasting Co. (acquired station 1952).

Network Keystone. Rep O'Connell-Palmer (San Francisco & Los Angeles).
Craig N. Smith, gen mgr; Mathew V. Huber, coml mgr.

FRESNO, Fresno County

KARM (1938): 1430 kc; 5 kw, DA-1, 1333 Van Ness Ave. Phone Amherst 4-2966. KARM, The Georg Harm Station (original owner).

Network ABN, A-Buy in California Group. Rep Hollingbery.
Del Gore, gen mgr; Jay Watson, coml mgr; Bill Dallas, Elbert H. Dean, chief engineer.

KARM-FM (1948) 101.9 mc; 7.4 kw. Duplicates KARM (above).

KBIF (1947): 900 kc; 1 kw-D, 857 Van Ness Ave., zone 21. Phone Amherst 6-0791. KBIF Inc. (acquired station June 1, 1957).

Rep McGavren-Quinn.
Specialty programs: Armenian, 45 min. wkly.
David T. Harris, pres & gen mgr; Ethan Bernstein, coml mgr; James Bailey, program director & promotion mgr; Robert Love, chief engineer.

KYPO (FM) (not on air; target date: not announced). 99.5 mc; 17.5 kw. John H. Poole, permittee (interlocking ownership with KBIF [above]).

KEAP (Oct. 14, 1957): 980 kc; 500 w-D, 2344 S. Railroad Ave., zone 21. Phone Adams 7-1871. KEAP Broadcasting Co. (acquired station, May 12, 1958).

Rep Grant.
Herbert J. Edlehan, pres & gen mgr; Elbert Dean, chief engineer.

KFRE (1937): 940 kc; 50 kw, DA-2, T. W. Patterson Bldg., zone 21. Phone Amherst 8-6441. TWX 7259. California Inland Broadcasting Co. (original owner).

Network CBS. Rep Blair.
Paul R. Bartlett, pres; Robert E. Klein, station mgr; Robert Fulton, program director; Keith L. Mealey, vp in charge engineering; Russell Powell, news director; Wally Erickson, farm director.

KRFM (FM) (1946): 93.7 mc; 68 kw. Same address and licensee as KFRE (above), but programs independently.

KFRE-TV: TV companion of KFRE and KRFM (FM).

KGST (1949): 1600 kc; 1 kw-D, 1244 O St., zone 21. Phone Amhurst 6-9901. Radio Station KGST, Delle Broadcasting Co. (acquired station April 1957).

Network Keystone. Rep National Times Sales (New York & Chicago); Gates (Los Angeles); Hall (San Francisco).

Specialty programs: Spanish, 43 hrs.; Armenian, 3 1/2 hrs.; Japanese, 1 hr.; German, 1 hr.; Italian, 1 hr.; Negro, 8 hrs. (all wkly).

Jeanne Bacher, pres, gen mgr & women's director; Bob Rogers, coml mgr & news director; Andy Kasparian, chief engineer; Jim Russell, farm director.

KMAK (June 26, 1953): 1340 kc; 250 w. 2020 McKinley, zone 3. Phone Amherst 6-9118. McMahan Estg. Co. (original owner).

Rep Forjoe.
R. O. McMahan, pres; Coyte Chambers, gen mgr; Walt Novell, assistant mgr; Edgar Nickel, chief engineer.

KMAK-FM (not on air; target date not announced). 95.5 mc. 26 kw. Will duplicate KMAK (above).

KMJ (1925): 580 kc; 5 kw, 1515 Van Ness Ave., zone 22. Phone Amherst 8-5771. TWX FR 144. McClatchy Newspapers (original owner). (See "Newspaper Ownership" and McClatchy Broadcasting Co. Stations in "Group Ownership").

Network NBC. Rep Raymer.
Eleanor McClatchy, pres; Ramsey Elliott, station mgr; Roy Swanson, sales mgr; Jeff Nagle, program director; William Wallace, chief engineer; Richard Ebbert, news editor; Ed Simmons and Ed Sturgeon, co-farm editors.

KMJ-FM (1949): 97.9 mc. 7.3 kw. Duplicates KMJ (above).

KMJ-TV: TV companion of KMJ-AM-FM.

KYNO (1947): 1300 kc; 1 kw, DA-2, 2125 N. Barton Ave. Phone Clinton 5-8383. Radio KYNO, The Voice of Fresno (original owner).

Rep Headley-Reed.
L. E. Chénault, gen mgr; Jim Carroll, coml mgr; Bert Williamson, chief engineer; Dave Belman, news director.

GILROY, Santa Clara County

KPER (1957): 1290 kc; 500 w-D, 615 Swanston Lane. Phone Vinewood 2-3155. Bernard & Jobbins Broadcasting Co. (original owner).

Network Keystone.
Specialty programs: Spanish, 9 1/2 hrs. wkly; Portuguese, 3 hrs. wkly.

Don Bernard & Chuck Jobbins, co-owners; George F. Schaefer, gen mgr; Phil Martinez, coml mgr; Norm Hankoff, program director & chief engineer; Ben Gutierrez, promotion mgr; Tom Carr, news director; Jean Emard, women's director.

GLENDALE, Los Angeles County

KIEV (1932): 870 kc; 250 w-D, 102 N. Glendale Ave. Phone Chapman 5-2388. Cannon System Ltd. (original owner).

David H. Cannon, pres; Cal Cannon, gen mgr & coml mgr.

KUTE (FM) (1952): 101.9 mc; 11.6 kw. P. O. Box 729, zone 5. Phone Citrus 4-1414. Robert P. Adams.

HANFORD, Kings County

KNGS (1948): 620 kc; 1 kw, DA-N, P. O. Box 620. Phone Ludlow 2-0361. Vallejo Broadcasting Co. (acquired station May 1, 1958).

Rep Hall (San Francisco); Oakes (Los Angeles).

Specialty programs: Spanish, 12 hrs. wkly.; Portuguese, 9 hrs. wkly.

Ellsworth Peck, co-owner & co-gen mgr; A. J. Krisik, co-owner & co-gen mgr; Mel Vierra, coml mgr; Stan Vestal, program director & chief engineer; A. J. Scott, promotion mgr; Brent DeMonte, news director & farm director; Gene Bourne, women's director.

INDIO, Riverside County

KREO (1946): 1400 kc; 250 w. P. O. Box 697. Phone Diamond 7-3403. Imperial Broadcasting System. (acquired station 1956).

Network ABC. Rep O'Connell-Palmer (Los Angeles & San Francisco).

Specialty programs: Spanish, 7 hrs. wkly.
Frank K. Danzig, pres; A. Bartlett Ross Jr., vp; William Gebeau, gen mgr; Harry Nungester, coml mgr; Dale Leitman, program director; Don Settle, promotion mgr; James Gardner, chief engineer; Anne Carmen, news director; Mike Malloy, farm director; Anne Carmen, women's director.

INGLEWOOD, Los Angeles County

KTYM (Feb., 1958): 1460 kc; 1 kw-D, 125 S. Grevillea Ave., zone 1. Phone Orchard 4-7273. Albert John Williams (original owner).

Rep Grant.
Specialty programs: Spanish, 3 hrs.; German, 2 hrs.; Armenian, 1 1/2 hrs.; Italian, 1 hr.; Czechoslovak, 1 hr.; Japanese, 1 hr.; Scandinavian, 1/2 hr. (all wkly).

Albert John Williams, owner & gen mgr.

KTYM-FM (not on air; target date: Fall 1958). 103.9 mc; 150 w. Permittee & address same as KTYM (above).

KING CITY, Monterey County

KRKC (not on air; target date Aug. 1958). 1370 kc; 250 w-D, P. O. Box 197. Phone 1670 Sonoco Broadcasting Co. (original owner).

Network Keystone.
James H. Rose, pres & chief engineer; Howard E. Slagle, vp & gen mgr; Hazel H. Rose, coml mgr; Helen M. Slagle, program director & women's director; William C. Buckley, news director & farm director.

LA HABRA, Los Angeles County

KDOG (FM) (not on air; target date October 1958). 95.9 mc; 480 w. 7973 DePalma Ave. Downey, Calif. Phone University 4-3215.

William E. Clark.

LANCASTER, Los Angeles County

KAVL (1950): 610 kc; 1 kw-D, 500 w-N, DA-2, P. O. Box 1192. Phone Whitehall 2-1121. Antelope Broadcasting Co. (original owner).

Rep Broadcast Time Sales.
Whitford B. Carter, pres; Herbert L. Camstock, gen mgr; D. D. Roper, promotion mgr; Carl Pendercraft, chief engineer; Jack Hill, news director & farm director; Wilma Lewis, women's director.

KBVM (1956): 1380 kc; 1 kw, DA-D, 112 East Ave. J. Phone Whitehall 2-8461. Broadcast Broadcasting Co. (original owner).

Rep Weed.
Harold J. Brown, pres & gen mgr; Frank Onstott, station mgr & coml mgr.

LODI, San Joaquin County

KCVB (1946): 1570 kc; 1 kw-D, P. O. Box 600. Phone Endicott 8-0628. Central Valley Radio (original owner).

Network Keystone. Rep Ayres.
Specialty programs: Portuguese, 1 hr. wkly.
Herbert W. Brown, co-owner & promotion mgr; David A. Brown, co-owner, coml mgr, co-program director; Dedah M. Corlett, station mgr & co-program director, women's director; George Sampson, chief engineer; Harry Eden, news director.

LOMPOC, Santa Barbara County

KNEZ (not on air; target date: August 1, 1958). 960 kc; 500 w-D, 114 North H St. Elson Electronics Co. (original owner).

Network Keystone. Rep Ayres.
Specialty programs: Spanish, 5 hrs. wkly.
Thomas B. Friedman, pres; Thomas Wallace Jr., gen mgr & chief engineer.

LONG BEACH, Los Angeles County

KPOX (1924): 1280 kc; 1 kw, 220 E. Anaheim St., zone 13. Phone Hemlock 6-7281. Hogan Broadcasting Corp. (acquired station March 7, 1958). (See Kenyon Brown Stations in "Group Ownership").

Network Keystone. Rep Simmons.
Kenyon Brown, pres; Jack de Mello, gen mgr.

KPOX-FM (1948): 102.3 mc; 1 kw. Duplicates KPOX (above).

KGER (1926): 1390 kc; 5 kw, DA-N, 3745 Atlantic Ave., zone 7. Phone Garfield 7-7907. John Brown Schools of California Inc. (acquired station Jan., 1949). (See Brown schools Stations in "Group Ownership").

Specialty programs: Negro, 12 hrs. wkly.
Dr. John E. Brown, pres; E. William George, gen mgr & coml mgr; Irene Cook, program director; Luke Crumbaugh, chief engineer; Finis Bell, news director; Harry L. Bateson, farm director.

KLON (FM) (1950): 88.1 mc; 1.20 kw, 1305 E. Pacific Coast Highway, zone 6. Phone Hemlock 7-8481. Long Beach Board of Education.
Frank B. George, Supervisor of Radio-TV Education & station mgr.

*Non-commercial educational.

KNOB (FM) (1949): 97.9 mc; 3.4 kw, 7153 Pacific View Drive, Hollywood 28. Phone Hollywood 7-0454. Cerritos Broadcasting Co.
Raymond B. Torian, pres & chief engineer; Steepy Stein, gen mgr; Don Propst, sales mgr; Dave Larsen, program director.

Radio Stations CONTINUED

CALIFORNIA CONTINUED

LOS ANGELES, Los Angeles County

KABO (1929): 790 kc; 5 kw. DA-N. 1539 Vine St., zone 28. Phone Normandie 3-3311. TWX LA 353. American Broadcasting-Paramount Theatres, Inc. (acquired station Aug. 1, 1944). (See ABC Stations in "Group Ownership").
Network ABC. Rep Katz.

Specialty programs: Negro, ½ hr. wkly.
John H. Pace, gen mgr; Roy Cordell, coml mgr; Dresser Dahstead, program director; David Nowinson, promotion mgr; T. B. Grenier, chief engineer; Patrick O'Reilly, news-director.

KABC-FM (1947): 95.5 mc; 4.3 kw. Same address. licensee and staff as KABC (above).
KABC-TV: Tv companion of KABC-AM-FM.

***KBBI (FM)** (Not on air; target date: not announced): 107.5 mc; 19.5 kw. 558 S. Hope St., zone 17. Bible Institute of Los Angeles. Al Sanders, vp & gen mgr; Rev. Thomas E. Steele, program director.

*Non-commercial religious.

KBIG (See Avalon listing)

KBIG (FM) (not on air; target date: Fall 1958). 104.3 mc; 7.1 kw (CP-52kw). Permittee & address same as KBIG (above).
Malcolm Morrett, chief engineer.

KBMS (FM) (Dec. 30, 1956): 105.9 mc; 18 kw. 135 S. Kenwood St., Glendale 5. Phone Citrus 4-8444. Planned Music Inc.

E. A. Schwartz, pres; W. J. Scott, gen mgr; Harlan Hamilton, coml mgr; Irene Romeo, program director; Fren Cederblom, chief engineer.

KCBH (FM) (1954): 98.7 mc; 75 kw. 9090 Alto Cedro Drive, Beverly Hills. Phone Bradshaw 2-3233. A. Arthur Crawford.

Rep Good Music Broadcasters.
A. Arthur Crawford, pres & gen mgr; Arthur K. Crawford, operations director; David S. MacNeill, program director; John J. Davis, chief engineer.

KDBX (FM) (not on air; target date not announced): 105.1 mc; 17 kw. P. O. Box 1412, Beverly Hills, Calif. Radio Beverly Hills. (acquired station May 1958).
Saul R. Levine, pres.

KPAC (1929): 1330 kc; 5 kw. DA-N. 5773 Wilshire Blvd., zone 36. Phone Webster 8-0161. Los Angeles Broadcasting Co. (acquired station April 14, 1931)

Rep Bolling
E. L. Corb, pres; Calvin J. Smith, gen mgr, coml mgr & promotion mgr; Howard M. Rhines, program director; Ron Oakley, chief engineer; Dick Joy, news director.

KPAC-FM (1948): 92.3 mc; 59 kw. Same address. licensee and staff as KPAC (above).

KPI (1932): 640 kc; 50 kw. 141 N. Vermont Ave., zone 54. Phone Dunkirk 2-2121. TWX LA 1041. Earle C. Anthony Inc. (original owner).

Network NBC. Rep Christal.
Earle C. Anthony, pres & gen mgr; Charles E. Hamilton, assistant to pres; Pat Kelly, program director; Edward H. Grigg, promotion mgr; H. L. Blatterman, co-chief engineer; C. W. Mason, co-chief engineer; Kerwin Hoover, news director; Jim Todd, farm director; Mary Huxox, women's director.

KPFM (FM) (1954): 97.1 mc; 58 kw. 350. S. Fairfax Ave., zone 36. Phone Webster 8-5233. Brazy Broadcasting Co.

Dorothy M. Brazy, pres; Frank Hollingsworth, program director; Donald Ridgley, chief engineer; Cécile Milo, traffic director.

***KFSG** (1924): 1150 kc; 2.5 kw-D; 1 kw-N. 87-KRDK. 1100 Glendale Blvd., zone 26. Phone Dunkirk 9-1141. Echo Park Evangelistic Assn. (original owner).

Dr. Rolf K. McPherson, pres; Dr. M. D. Buchen, gen mgr & program director; Donald K. Horton, chief engineer; Oval Wylie, news director.

*Non-commercial religious.

KFWB (March 1925): 980 kc; 5 kw. 6419 Hollywood Blvd., zone 28. Phone Hollywood 3-5151. TWX LA 156. KFWB Broadcasting Corp. (acquired station Sept. 18, 1956).

Rep Blair.
Robert M. Pincell, pres & gen mgr; Milton H. Klein, local sales mgr; Charles Elora, program director; Leonard Hayden, chief engineer; Patrick McGuinness, news director.

KGFJ (1926): 1230 kc; 250 w. 6914 Sunset Blvd., zone 28. Phone Hollywood 4-0201. Ben S. McGlashan (original owner).

Specialty programs: Negro, 63 hrs. wkly.
Ben S. McGlashan, owner; Thelma Kirchner, gen mgr & coml mgr; Molly C. Low, sales mgr & promotion mgr; Dick Provensen, program director & news director; Homer M. Obuchon, chief engineer; Juanita McCurdy, women's director.

KGLA (FM) (1957): 103.5 mc; 12.5 kw. 6410 Sunset Blvd., zone 28. Phone Hollywood 2-6769. Echo Park Evangelistic Assn. (under same ownership as KFSG above).
Rep Best.

M. D. Buchen, gen mgr & coml mgr; Hal Stall, program director; Donald K. Horton, chief engineer.

KHJ (1922): 930 kc; 5 kw. DA-N. 1313 N. Vine St., zone 28. Phone Hollywood 2-2133. TWX 64. RKO Teleradio Pictures, Inc. (Don Lee Division) (acquired station 1950) (See RKO Teleradio Pictures Inc. in "Group Ownership").

Network MBS. Don Lee. Rep H-R Repr.
Willet H. Brown, pres; Norman Boggs, vp & gen mgr; Terry Mann, coml mgr; A. J. LaFranco, program director; Russ Smith, promotion mgr; Robert Bullock, chief engineer; Les Mawhinney, news director; Norma V. Young, women's director.

KHJ-FM (1941): 101.1 mc; 16.5 kw. Same address. licensee and staff as KHJ (above).
KHJ-TV: Tv companion of KHJ-AM-FM.

KHOF (FM) (Sept. 13, 1956): 99.5 mc; 16.5 kw. (CP-100 kw). P. O. Box 41108, zone 41. Phone Chapman 5-7575. The Blaple Chapel.

R. A. Schoch, pres; J. L. Carpenter, gen mgr & coml mgr; Jack Short, program director; Howard Bollenbach, chief engineer.

KLAC (1928): 570 kc; 5 kw-D, 1 kw-N. 6363 Sunset Blvd., zone 28. Phone Hollywood 2-7271. Hall Broadcasting Co. (acquired station Aug. 1, 1956).

Rep Young
Mortimer W. Hall, pres & gen mgr; Morton Sidley, coml mgr; George J. Norman, Jr., program director; Felix Adams, Jr., promotion mgr; Ericl Arnold, chief engineer; James McNamara, news director.

KMLA (FM) (1957): 100.3 mc; 58 kw. 2917 Temple St., zone 26. Phone Dunkirk 2-8426. KMLA Broadcasting Corp.

J. B. Klefer, pres & gen mgr; Ned Connor, coml mgr; Donn Harting, program director; William Tomberlin, vp in charge engineering.

KMPC (1928): 710 kc; 50 kw-D, 10 kw-N, DA-N. 5939 Sunset Blvd., zone 28. Phone Hollywood 9-5341. TWX LA 123. Golden West Broadcasters (acquired station Dec. 1952) (See "Newspaper Ownership" and Gene Autry Stations in "Group Ownership").

Rep AM Radio Sales.
Gene Autry, chmn of bd; Robert O. Reynolds, pres & gen mgr; Stanley L. Spero, gen sales mgr; Robert H. Forward, program director; John M. Asher, advertising & sales promotion director; Mel Cody, chief engineer; Hugh Brundage, news director; Ira Cates, farm director.

KNX (1920): 1070 kc; 50 kw. 6121 Sunset Blvd., zone 28. Phone Hollywood 9-1212. Columbia Broadcasting System (acquired station 1936) (See CBS Owned and Managed Stations in "Group Ownership").

Network CBS, and CBS Radio Pacific Network. Rep CBS Radio Spot Sales.
Fred Ruegg, gen mgr; Maurice Webster, coml mgr; Robert Sutton, program director; Phil Hillman, promotion mgr; Ted Denton, chief engineer; Jack Beck, news director; Nelson McIninch, farm director.

KNX-FM (1948): 93.1 mc; 67 kw. Same address. licensee and staff as KNX (above).

KNXT (TV): Tv companion of KNX-AM-FM.

KPOL (1952): 1540 kc; 10 kw. DA-N. 4628 Wilshire Blvd., zone 5. Phone Webster 8-2345. Coast Radio Broadcasting Corp. (original owner).

Rep Forjee.
Hugh R. Murchison, pres; Fredrick D. Custer, gen mgr & coml mgr; Robertson C. Scott, program director & promotion mgr; Floyd Hall, chief engineer; Lewis K. Irwin, news director.

KPOL-FM (1957): 93.9 mc; 4.4 kw. (CP-22 kw). Duplicates KPOL (above).

KPOP (1925): 1020 kc; 5 kw L-KDKA. 333 South Western Ave., zone 5. Phone Dunkirk 8-2345. Standard Broadcasting Co. (acquired station 1938).

Rep Broadcast Time Sales (New York & Chicago); Meeker (San Francisco, Seattle, Portland).
Specialty programs: Negro, 23¼ hrs. wkly.; Spanish, 2½ hrs. wkly.

John Franklin Burke, Sr. pres & news director; John Franklin Burke, Jr., vp & gen mgr; Vern Lindblade, coml mgr, program director, promotion mgr; Leonard Reeves, chief engineer.

KRRM (FM) (1948): 94.7 mc; 58 kw. 3410 Wilshire Blvd., zone 5. Phone Dunkirk 5-7421. KRRM Broadcasting Co.

Rep Pearson.
Harry Mazlish, owner, Dale Peterson, gen mgr & sales mgr; Benson Curtis, station mgr; William Ray, program director; Paul Weiman, chief engineer.

KRKD (1927): 1150 kc; 5 kw-D, 1 kw-N. 87-KFSG. 1050 Montecito Dr., zone 13. Phone Capitol 5-4116. Continental Telecasting Corp. (acquired station January 1956).

Rep Masla & Co. (New York); O'Connell-Palmer (San Francisco).

Specialty programs: Spanish, 21 hrs. wkly.
Frank Oxarant, pres; Jack Feldman, gen mgr; Dick Scofield, coml mgr; Charles Clifton, program director; Newt Deiter, promotion mgr; Ben Brown, chief engineer; Rod McKenn, news director; Joyce Evans, women's director.

KRKD-FM (Jan. 1, 1949): 96.3 mc; 54 kw. Duplicates KRKD (above).

***KVSC (FM)** (1946): 91.5 mc; 2.9 kw. Department of Telecommunications, zone 7. Phone Richmond 8-2311. University of Southern California.

Kenneth Harwood, gen mgr; Lee Aiden, program director; Merilyn Rawson, chief engineer.

***KKLU (FM)** (1957): 88.7 mc; 10 w. (CP for 630 w.). 7101 W. 80th St., zone 45. Phone Orchard 4-7810. Loyola University of Los Angeles.

John A. Donnelly III, gen mgr; Charles Bolster, chief engineer.

*Non-commercial educational.

MADERA, Madera County

KHOT (Dec. 31, 1956): 1250 kc; 500 w. DA-D. 28180 Avenue 15. Phone Orchard 4-8501. Glomar Music Broadcasters Inc. (acquired station March 18, 1957).

Rep Ayres.
Bob L. Moran, pres & gen mgr; Don L. Edwards, coml mgr; Tom Bracanovich, chief engineer; Dave Snow, news director.

MARYSVILLE, Yuba County

KMYC (1940): 1410 kc; 5 kw-D, 1 kw-N, DA-2. P. O. Box 631. Phone Sherwood 2-2396. Marysville-Yuba City Broadcasters Inc. (original owner).

Network MBS. Don Lee. Rep Simmons.
Horace E. Thomas, pres; Joe D. Carroll, gen mgr & coml mgr; Gazella McCullough, program director; Gene Walker, promotion mgr; George R. Wyville, chief engineer; Ralph Swift, news director; Hedger Edwin Edgar, farm director; Lois Carroll, women's director.

KMYC-FM (1947): 99.9 mc; 4.9 kw. Duplicates KMYC (above).

MERCED, Merced County

KWIP (1956): 1580 kc; 500 w-D. Hotel Tioga. Phone Randolph 2-3838. Joseph Gamble Stations Inc. (original owner).

Rep McGavren-Quinn.
Specialty programs: Spanish, 3½ hrs. wkly.; Portuguese, 1 hr. wkly.
Joseph E. Gamble, pres; Jack Blake, gen mgr; Reg Streeter, coml mgr; Alan Oak, program director; Mal Beavers, chief engineer; Jane Cullen, news director; Doug Holbron, farm director; Betty Chatterton, women's director.

KYOS (1936): 1480 kc; 5 kw. DA-N. Old Lake Rd. Phone Randolph 2-6251. KYOS Inc. (acquired station Dec. 12, 1957).

Network MBS, 99 Group. Rep Headley-Reed.
Specialty programs: Spanish 10½ hrs. wkly.; Italian, 1 hr. wkly.; Portuguese, 1 hr. wkly.
Frank J. Flynn, pres & gen mgr; Donald Brandt, coml mgr; Jeanette Flynn, program director; Fred Van Amburg, promotion mgr; Paul Elsted, chief engineer; Bob Blalack & Charles Reger, co-news directors; Richard Kelley, farm director.

MODESTO, Stanislaus County

KBEE (1931): 970 kc; 1 kw DA-2. P. O. Box 3131. Phone Lambert 3-7756. McClatchy Newspapers. (acquired station Sept. 1956) (See "Newspaper Ownership" and McClatchy Broadcasting Co. stations in "Group Ownership").

Rep Raymer.
Eleanor McClatchy, pres; Hugh C. Shelley, station mgr; Milton Hibdon, sales mgr; Albert Schneider, chief engineer; Robert Hansen, news editor; Bert Hardcastle, farm editor.

KBEE-FM (1948): 103.3 mc; 11.5 kw. Duplicates KBEE (above).

KFIV (1950): 1360 kc; 1 kw-DA-N. P. O. Box 1360. Phone Lambert 4-1360. TWX MD 11. Modesto Broadcasting Co. (acquired station May 1, 1957).

Network ABC. Rep Hollingbery.
Specialty programs: Portuguese, 7 hrs. wkly.; Spanish, 1½ hrs. wkly.; Italian, 1 hr. wkly.
Ruth Finley, pres; Theodore J. Wolf, gen mgr; Judd Sturtevant, coml mgr; Gene D'Accardo, program director; Mel Freedman, chief engineer; Don Mitchell, news director.

KTRB (June 18, 1933): 860 kc; 10 kw-D, 1 kw-N. DA-2. P. O. Box 593. Phone Lambert 3-0737. KTRB Broadcasting Co. (original owner).

Rep McGavren-Quinn.
Wm. H. Bates Jr., pres, gen mgr & chief engineer; Dick Brown, coml mgr; Cal Purviance, program director & promotion mgr; Chas. McEwen, news director; Phil Barber, sports director; Leonard J. Anderson, farm director; Hilda Higbee, women's director.

KTRB-FM (1949): 104.1 mc; 4.7 kw. Duplicates KTRB (above).

KTRB-TV: Tv companion of KTRB-AM-FM.

MONTEREY, Monterey County

KIDD (1955): 620 kc; 1 kw. DA-2. 546 Hartnell Plaza. Phone Frontier 2-8154. Monterey Peninsula Broadcasters Inc. (acquired station May 1, 1958)

Rep Hollingbery.
Specialty programs: Portuguese, 2 hrs. Italian, 1 hr.; Spanish, ½ hr.; German, ½ hr.; all wkly.
Robert Sherry, pres; Al Madden, gen mgr; Robert Campbell, coml mgr; Herman Stalberg, program director & chief engineer; Jack

Radio Stations CONTINUED

CALIFORNIA CONTINUED

Hamilton, promotion mgr; Dick Holt, news director; Robert Menard, farm director; Julie Conway, women's director.

KMBY (1949): 1240 kc, 250 w, 468 Calle Principal, Phone Frontier 2-4341, T.W.N. 92, KMBY Broadcasting Corp. (acquired station Dec. 15, 1955).

Network CBS, Rep Pearson.
Specialty programs: Portuguese, 1 hr. wkly.; Italian, 1 hr. wkly.
E. P. Timothy, pres & gen mgr; James T. Timothy, coml mgr; Galya C. Hammond, program director & chief engineer; Jack Eliassen, news director.

MOUNT SHASTA, Siskiyou County

KWSD (1947): 1340 kc, 250 w, (CP 629 kc) 1 kw, P.O. E. Alma St, Phone Widm 6-2124, Shasta Cascade Broadcasting Corp. (original owner).

Rep McClaren-Smith (West Coast); Continental Radio Sales (Eastern).
David H. Rees, owner, gen mgr & chief engineer; Lola Huntington, program director.

NAPA, Napa County

KVON (July 1947): 1440 kc, 500 w, DA-1, 1, 0 Box 598, Phone Baldwin 6-2923, Jack L. & Alyce M. Powell, (acquired station Dec. 1, 1951).

Network Keystone, Rep O'Connell-Palmer Co. (San Francisco & Los Angeles).
Specialty programs: Portuguese, 5 hrs. wkly.
Jack L. Powell, gen mgr & coml mgr; Gil Gordon, program director; Burke Riley, promotion mgr; Don Brown, chief engineer; Beryle Gonzales, news director; Jim Parker, farm director; Mildred Voyles, women's director.

NEEDLES, San Bernardino County

KSFE (October 1952): 1440 kc, 250 w, S. H. P. O. Box C2, Phone Eastgate 6-2101, Needles Broadcasting Co. (original owner).

Network Keystone, Rep Continental Radio Sales.
Specialty programs: Spanish, 1 hr. wkly.
E. J. Fitzpatrick, pres, gen mgr, coml mgr & program director; Albert Lincoln, chief engineer; H. L. Fitzpatrick, news director; Louise Fitzpatrick, women's director.

NEWPORT BEACH, Orange County

KJBS (FM) (not on air; target date not announced), 103.1 mc, 860 w, 6535 West Olympic Blvd., Los Angeles, Calif. Arnold J. Stone.

OAKLAND, Alameda County

KAPE (FM) (not on air; target date: June 30, 1958), 98.1 mc, 1 kw, Hotel Leanington, 15th & Franklin Sts, zone 12, Phone Highgate 1-2323, Daniel Xavier Solo.

Daniel X. Solo, owner, gen mgr & chief engineer; Beverly Bostick, program director.

KLX (1952): 910 kc, 5 kw, DA-N, 2150 Franklin St, Postal 12, Phone Temple Bar 6-0910, Tribune Building Co. (acquired station 1933) (See "Newspaper Ownership").

Rep Weed.
J. R. Knowland, Jr., pres; Bud Foster, gen mgr; Max Reeder, coml mgr; Bill Laws, program director; Bill Bell, promotion mgr; Boswell Smith, chief engineer; Anne Truax, women's director.

KROW (1925): 940 kc, 1 kw, 464 19th St, zone 12, Phone Twin Oaks 3-9600, KROW Inc. (acquired station 1941) (See "Newspaper Ownership" and Sheldon P. Sackett stations in "Group Ownership").

Rep Raymer.
Sheldon P. Sackett, pres; Jack Irvine, gen mgr; Robert Weimann, coml mgr; Ray Yeager, program director; Betty Munson, promotion mgr; Fred Gwynn, chief engineer; Bill Roody, news director.

KWBR (1920): 1310 kc, 1 kw, 327 22nd St, zone 12, Phone Highgate 4-1212, Warner Brothers Radio (original owner).

Rep Walker-Stawall (New York); Harlan G. Oakes, (California).

Specialty programs: Negro, 110 hrs.; Portuguese, 1 1/2 hrs.; Mexican, 6 1/2 hrs.; Italian, 4 1/2 hrs.; Greek, 15 min.; Spanish, 15 min., all wkly.
E. N. Warner, pres & gen mgr; F. Wellington Morse, station mgr & coml mgr; Lillian A. Barnett, program director; Bill Doubleday, promotion mgr; Logan Z. Edwards, chief engineer; Sam Watts, news director; Jennie Gleivins, women's director.

OCEANSIDE, San Diego County

KUDE (1956): 1320 kc, 500 w, DA-1, P. O. Box 779, Phone Saratoga 2-8294, Walter N. Nelskog (acquired station June 1, 1958).

Rep Grant.
Walter N. Nelskog, pres & program director; Darrell R. Anderson, vp, gen mgr, promotion mgr; Pat Walsh, coml mgr; Clyde Bond, chief

engineer; Dave De Soto, news director; Silo San, farm director; Marge Anderson, women's director.

ONTARIO, San Bernardino County

KOCS (1947): 1310 kc, 250 w-D, (CP-1 kw, DA-D) 222 East "B" St, Phone Yukon 6-1111, Daily Report Co. (original owner) (See "Newspaper Ownership").

Rep Henry M. Stanby (Los Angeles); Theo. B. Hall (San Francisco); Feltis (Seattle). Best (Detroit-Chicago-New York).

Specialty programs: Spanish, 16 1/2 hrs. wkly.; Italian, 1 hr. wkly.

Jerene Appleby Harsh, pres; Edward J. Jansen, gen mgr; Ted Anderson, coml mgr; Manuel Baraza, chief engineer.

KEDO (FM) (1947): 93.5 mc, 410 w, (CP-1 kw), Duplicates KOCS (above).

OROVILLE, Butte County

KMOR (1948): 1340 kc, 250 w, P. O. Box 1032, Phone Le 3-0334, Oroville Broadcasters.

Network Keystone, Rep Ayres (San Francisco).
Raymond D. Vargas, pres & gen mgr; Vic Ayres, program director; W. F. Banks, chief engineer.

OXNARD, Ventura County

KOXR (1950): 910 kc, 1 kw, DA-D, 1280 S. Oxnard Blvd, Phone Hunter 3-2303, Oxnard Broadcasting Corp. (acquired station December 31, 1956).

Rep Tracy Moore.
Specialty programs: Spanish, 12 hrs. wkly.

Paul R. Schneider, pres, gen mgr, chief engineer; Charles A. Farmer, coml mgr; program director; Dick Anderson, farm director.

KOXR-FM (not on air; target date: Aug. 1958), 104.7 mc, 100 kw, Permittee & address same as KOXR (above).

KUDU (See Ventura listing).

KVEN (See Ventura).

PALMDALE, Los Angeles County

KUTY (1957): 1470 kc, 1 kw-D, 806 E. Avenue Q-10, Phone Windsor 7-3107, Palmdale Broadcasters (original owner) (See Singleton Stations in "Group Ownership").

Rep Grant.
Harold C. Singleton, pres; W. Lee Roddy, gen mgr & coml mgr; Gordon Benson, program director; Milton Whittier, chief engineer; Estelle E. Singleton, women's director.

PALM SPRINGS, Riverside County

KCMJ (1946): 1010 kc, 1 kw-D, 500 w-N, DA-2, P. O. Box KK, Palm Springs, Phone Fairview 5-2273, T.W.N. PSPR 5792, Palm Springs Broadcasting Corp. (acquired station January 1955).

Network CBS, Rep Stanley (Los Angeles), Reilly (Chicago), Richard O'Connell (New York).

David H. Margolis, pres; Robert D. Blashek, vp & station mgr; Norman W. Lofthus, gen mgr; Howard Kaufman, coml mgr; Arthur Sipher, program director; John Bush, chief engineer; Phil Stone, news director; Peggy Hill, women's director.

KDBS (1956): 920 kc, 1 kw, D, 174 N. Palm Canyon Dr, Phone Fairview 4-1211, George E. Cameron Jr. (original owner) (See "Newspaper Ownership").

Network Keystone, Rep Grant.
George E. Cameron Jr., pres; John Michel, gen mgr; Harry Voelkel, coml mgr; Cliff Miller, chief engineer; Mark Winans, news director.

KPAL (1956): 1150 kc, 250 w, P. O. Box 1450, Phone Fairview 4-9171, KPAL Broadcasting Corp. (acquired station July 1956).

Harry Mazlish, pres; Al Yallen, gen mgr; Bob Mauchell, coml mgr; Bill Jenkins, program director & promotion mgr; Paul Wieman, chief engineer; Jay Justin, news director; Helen Patrick, women's director.

KPSR (FM) (not on air; target date: Aug. 1958), 92.1 mc, 1 kw, P. O. Box 2661, Richard T. Sampson.

Rep Tracy Moore.
Richard T. Sampson, pres & chief engineer; Roy Winkleman, gen mgr & coml mgr; Ellen Winkleman, program director.

PALO ALTO, Santa Clara County

KIBE (1947): 1220 kc, 1 kw-D, P. O. Box 1151, Phone Davenport 3-1311, Sundall Broadcasting Corp. (acquired station 1953).

Rep Good Music Broadcasters.
William R. Crocker, pres; Edward Davis, gen mgr; H. J. Richards, chief engineer; Helen Davis, women's director.

PASADENA, Los Angeles County

KALI (1950): 1130 kc, 5 kw, DA-D (CP-5 kw, DA-2, San Gabriel), 758 E. Colorado St, Zone 1, Phone Ryan 1-7148, T.W.N. Atlantic 6-8159, Tele-Broadcasters of Calif. (acquired station Feb. 20, 1957). (See Tele-Broadcasters Inc. stations in "Group Ownership").

Network Sombreno, Rep Richard O'Connell

(East); Crennan (San Francisco)

Specialty programs: Spanish, 9 1/2 hrs.; Italian, 1 1/2 hrs.; Yiddish, 1 1/2 hrs.; Hungarian, 1 1/2 hrs.; Japanese, 1 hr.; German, 1/2 hr.; all wkly.

H. Scott Killgore, pres & chief engineer; James E. Cuybe, gen mgr; Elena Salinas, women's director.

KPCS (FM): 87.3 mc; 370 kw, 1570 E. Colorado, Phone Sycamore 3-5111, Pasadena Junior College District.

Dr. William B. Langsdorf, pres; Virginia Kersting, program director; Donald K. Wilson, co-chief engineer; A. Kenneth Johnson, co-chief engineer.

(Non commercial educational)

KPPC (1921): 1210 kc, 160 w, SH, 585 East Colorado St, Phone Sycamore 3-0200, Pasadena Presbyterian Church (original owner).

Del M. Reynolds, mgr & program director; Clayton Blake, chief engineer.

(Non-commercial religious)

KWKW (1942): 1200 kc, 1 kw, DA-N, 860 Sierra Madre Villa, Phone Ryan 1-6741, Southern California Broadcasting Corp. (original owner).

Rep National Time Sales, (Eastern) Hall, (San Francisco).

Specialty programs: Spanish, 178 hrs. wkly.; Negro, 1 hr. wkly.

Marshall S. Neal, pres; William J. Denton, gen mgr; Claire Hughes, assistant mgr; Dan Curtin, coml mgr; Robert Griffin, program director & promotion mgr; Robert Fisher, chief engineer; Jaime Jarrin, news director; Gordon Baker Lloyd, farm director; Pina Maria, women's director.

KKLA (1942): 1110 kc, 10 kw, DA-2, 1401 So Oak Knoll Ave, Phone Ryan 1-6991, Pacific Coast Broadcasting Co. (original owner).

Rep Broadcast Time Sales.
Loyal K. King, pres & gen mgr; Armond Lamont, coml mgr; Al Ryde, program director; Jack Roder, chief engineer; Stanley Warwick, news director; Lou Stevens, farm director.

PASO ROBLES, San Luis Obispo County

KPRL (1946): 1230 kc, 250 w, 22nd and Oak Sts, Phone 204, Radio Station KPRL, (acquired station April 1, 1951).

Network AHS, Rep Grant.
Dale J. Schwartz, co-owner, gen mgr, chief engineer, farm director; Dorothy Schwartz, coml mgr, & women's director; Bernard Schwartz, program director, promotion mgr & news director.

PETALUMA, Sonoma County

KAPP (1950): 1130 kc, 250 w, P. O. Box 590, Phone Porter 3-1505, Broadcast Associates Inc. (acquired station Oct. 1, 1957).

Rep Hall.
Charles Powers, gen mgr; John Bayliss, coml mgr; Dave Hicks, program director; Ken Phillips, chief engineer.

PITTSBURG, Contra Costa County

KATT (1949): 990 kc, 1 kw, DA-N, (CP-5 kw, DA-2), 235 Railroad Ave, Phone Hempstead 2-2964, Contra Costa Broadcasting Corp. (acquired station July 1958).

Rep Grant, O'Connell-Palmer (Los Angeles)

POMONA, Los Angeles County

KWOW (1947): 1500 kc, 1 kw-D, 500 w-N, South Mills and Olive, Phone National 2-1293, Valley Broadcasting Co. (original owner).

Dean H. Winkstrom, pres, gen mgr & coml mgr; Bill Stevens, program director & promotion mgr; Don Anderson, chief engineer; Dick Roberts, news director.

PORT HUENEME, Ventura County

KACY (1958): 1530 kc, 250 w, DA-1, P. O. Box 1520, Phone Hunter 3-1520 (Oxnard), Miller 8-1520 (Ventura), Coast Broadcasters (original owner).

Don C. Reeves, Judd Sturtevant, & J. Claude Warren, partners; J. Alan Blinchart, gen mgr; Bob Godeck, coml mgr; John McAdam, program director, promotion mgr & news director; J. Claude Warren, chief engineer & farm director; Lenore Rinchart, women's director.

PORTERVILLE, Tulare County

KTIP (1947): 1150 kc, 250 w, P. O. Box 1312, Phone Sunset 4-1150, Ralph F. Miller (acquired station April 1, 1954).

Network ABC.
Specialty programs: Spanish, 2 hrs. wkly.

Ralph F. Miller, pres & gen mgr; Bill White, chief engineer; Allan Weaver, news director.

RED BLUFF, Tehama County

KBLE (1946): 1100 kc, 250 w, Tremont Hotel, Phone 880, Tehama Broadcasting Co. (acquired station March 1956).

Rep Tracy Moore.
W. W. Boone, pres & gen mgr; Ken Randolph, station mgr.

Radio Stations CONTINUED

CALIFORNIA CONTINUED

REDDING, Shasta County

KPAP (not on air; target date not announced): 1270 kc, 1 kw-D, P. O. Box 1169, Medford, Ore. Philip D. Jackson (original owner). (See K stations in Group (ownership)).

KEDG (1956): 1230 kc; 250 w. 1211 Locust St. Phone Chestnut 2-0313. Redding Broadcasting Co. (original owners).

Network MBS Don Lee Rep Tracy Moore, Howard N. Martineau, co-owner, gen mgr & chief engineer; Edith Martineau, program director; John Howard, promotion mgr; Jerry McGee, news director; Mary Louise Stevens, women's director.

KSDA (1954): 1160 kc, 250 w. P. O. Box 1400 Phone Chestnut 1-2626. Vair Inc. (acquired station 1955).

Betty M. Fairfelle, pres; Paul S. Fairfelle, gen mgr & chief engineer.

KVCV (1947): 890 kc, 1 kw, J-A-1, P. O. Box 411, Phone Chestnut 3-1314. TWX R-1 Golden Empire Broadcasting Co. (acquired station 1952).

Network CBS Rep McGovern-Quinn, Mrs. Hugh McClung, pres; Fred M. Stuep-negel, station mgr; H. E. McCarty, coml mgr; Lyle Mathys, program director; John Piten, promotion mgr; Russell Pope, chief engineer; Charles Castor, news director; Peter Day, farm director; Fran Bruce, women's director.

KVIP (Dec. 15, 1957): 540 kc; 1 kw-D, P. O. Box 419, Phone Chestnut 1-3510, TWX R-1; 75, Shasta Broadcasting Corp. (original owner).

Rep Hollingbery, Geo C. Ehrlich, pres; Ted Dowley, gen mgr & coml mgr; Lann Olson, chief engineer.

REDLANDS, San Bernardino County

KCAL (1954): 1410 kc; 1 kw-D, P. O. Box 390, Southwest Broadcasting Co. (original owner).

Network ABC, Rep Pearson, Specialty programs: Spanish, 6 hr. wkly. Milton Miller, secretary-treasurer; Homer Griffith, gen mgr; James Armstrong, coml mgr; Dick Klitzing, program director & chief engineer; Orville Schumacher, news director; Walter Myers, women's director.

REDONDO BEACH, Los Angeles County

KAPP (FM): (not on air; target date not announced); 93.5 mc, 1 kw, 4020 Arch Dr., North Hollywood, Calif. South Bay Broadcasting Co.

Sturman Somers, co-owner; Robert W. Critch, co-owner.

RIDGECREST, Kern County

KRCX (1956): 1360 kc, 1 kw-D, 350 W. Ridgecrest Blvd. Phone Ridgecrest 8-1061. Indian Wells Radio. (original owner).

Rep Grant, Victor M. Farel, owner & gen mgr; Robert L. Gabols, station mgr; Joe Gallagher, coml mgr; Norman Woodruff, program director; Penny Lyons, promotion mgr; Maurice Hamm, chief engineer; Charles Carroll, news chief; Rise Noto, women's director.

KRRS (Mar. 11, 1956): 1210 kc; 260 w. P. O. Box 696, Phone Ridgecrest 8-3211, Gilson Broadcasting Inc. (acquired station July 1, 1958).

Network Keystone, Leland J. Gillette, pres; Larry Marvin Laby, gen mgr; Frank Carlson, chief engineer.

RIVERSIDE, Riverside County

KACE (June 22, 1957): 1570 kc; 1 kw, D-A-D, 7151 Lincoln Ave. Phone Overland 8-1570. KACE Radio Inc. (acquired station May 8, 1958).

Rep Oakes (west coast), Spanish, 1 hr. wkly.

Ray Lapica, pres & gen mgr; Hugh Wallace, assistant gen mgr; Jack Wiselov, program director & chief engineer; Bob Rinnell, sports director; Bruce Grant, news director; Jack Bell, special events director; Olive Sherban, women's director.

KACE-FM (not on air; target date Sept. 25, 1958) 92.7 mc; 690 w. Will duplicate KAC (above).

KPIP (FM) (not on air; target date not announced), 99.1 mc; 155 kw, 1820 Michigan Ave., Los Angeles, Parker-Lee Inc.

Leland J. Fuller, pres.

KPRO (1941): 1440 kc; 1 kw, 3401 Russell St. Phone Overland 6-0260, Imperial Broadcasting System Inc. (acquired station 1956).

Rep Everett McKinney, O'Connell-Palmer (San Francisco & Los Angeles), Frank K. Danzig, pres; A. Harlitt Ross Jr., vp; James Robinson, gen mgr & sales mgr.

KQXM (FM) (not on air; target date not announced), 97.5 mc; 81 kw, 310 N. Bailey St., Los Angeles 33, Alumni Association of School of Medicine of College of Medical Evangelists Inc.

SACRAMENTO, Sacramento County

KCRA (1945): 1320 kc; 5 kw-D, 1 kw-N, DA-2, 310-10th St., zone 14, Phone Gilbert 1-4631, TWX SC 10, KCRA Inc. (original owner).

Network NBC, Rep Petry, Ewing C. Kelly, pres & gen mgr; Howard J. Smiley, assistant gen mgr; Fred C. Beckwith, station mgr & coml mgr; Robert D. Kelly, program director; Ted Hardy, promotion mgr; W. Herbert Hartman, chief engineer; Charles Fredericks, news director; Stu Nahon, sports director; Charley Marshall, farm director; Milly Sullivan, women's director.

KCRA-FM (1947), 96.1 mc; 11 kw. Same address and license as KCRA (above). (See Phillips, coml mgr & program director (see KCRA for other personnel). KCRA-TV, TV companion of KCRA-AM-FM.

KFBK (1922): 1530 kc; 50 kw, DA-1, 21st and "Q" St. zone 4, Phone Gilbert 2-0476, TWX SC 244, McClatchy Newspapers (original owner) (See "Newspaper Ownership" and McClatchy Broadcasting Co. Stations in "Group Ownership").

Network ABC, Rep Raymer, Eleanor McClatchy, pres; Frank M. Devaney, station mgr; Art Williams, sales mgr; James McBride, program mgr; Stan Spruce, chief engineer; Fred Christensen, news editor; Raymond Rodgers, farm editor.

KFBK-FM (1946): 92.5 mc; 1.0 kw. Duplicates KFBK (above).

KGMS (1952): 1580 kc, 1 kw, DA-2, Hotel Senator, zone 14, Phone Gilbert 1-4133, Capital Radio Enterprises (original owner).

Network MBS, Don Lee, Rep Forjae, Specialty programs: Spanish, 4 hrs. wkly. Irving J. Schwartz, partner & gen mgr; William S. (Steve) George, partner, coml mgr & promotion mgr; Jack F. Marranga, partner & program director; Robert LaRue, chief engineer; Bert Barry, news director.

KGMS-FM (not on air; target date August, 1958), 109.5 mc; 15 kw. Same license as KGMS (above). KGMS-TV, TV companion of KGMS-AM-FM.

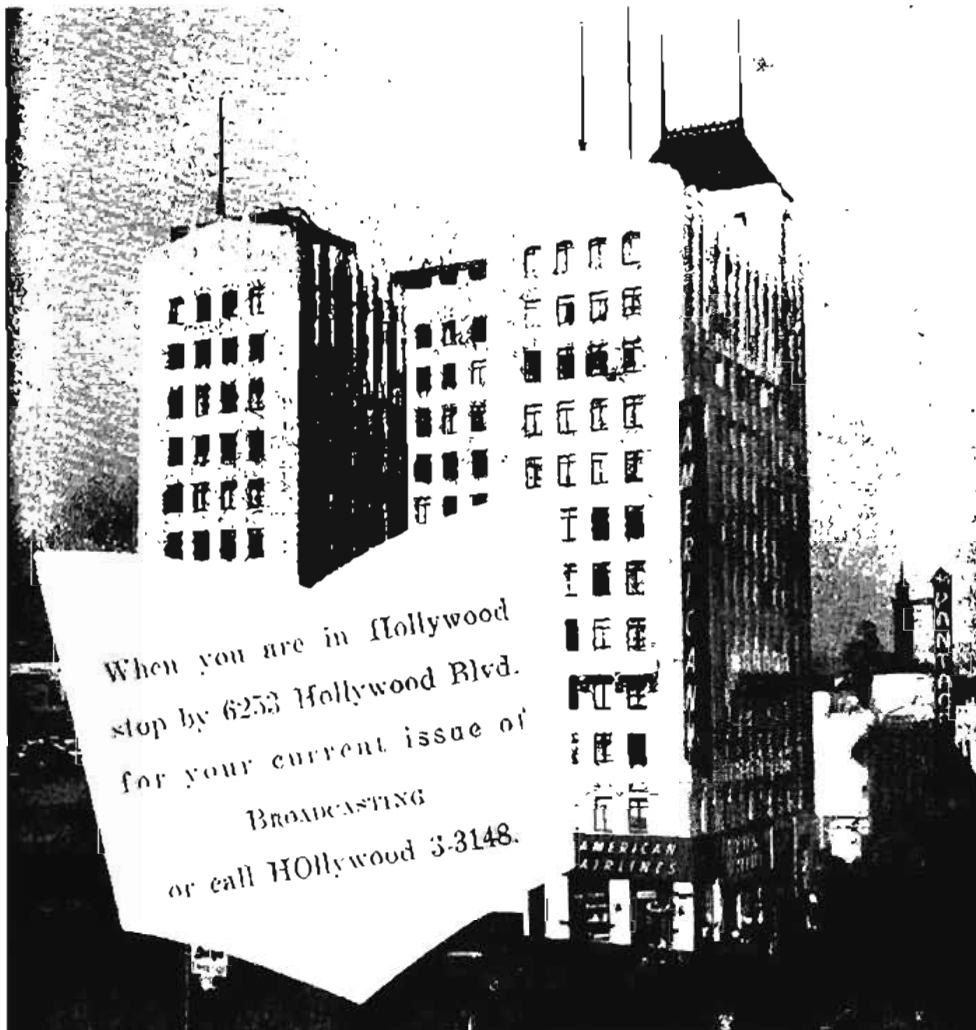
KJML (FM) (April 1937): 95.3 mc; 1 kw. (CP-106.7 mc, 2.7 kw), 2881 El Paseo Lane, zone 21, Phone Vanho 3-2530 Town and Country Broadcasters Inc.

Louis Gerlinger, pres & gen mgr; James W. Crow, vp & station mgr; William T. White, chief engineer.

KRAK (See Stockton, Calif)

KROY (1937): 1210 kc; 250 w, 1010 11th St. zone 14, Phone Gilbert 3-2525, KROY, Inc. (acquired station January 1, 1953).

Network CBS, Rep Hollingbery, Specialty programs: Spanish, 3 1/2 hrs. wkly; Portuguese, 3/4 hr. wkly. Robert W. Dumm, pres; A. J. Richards, station mgr & coml mgr; Richard E. Hill, program director & promotion mgr; Bill Oberhauser, chief engineer; Dean Danos, news director; Irv Beattie, farm director, Louise Lowe, women's director.



Radio Stations CONTINUED

CALIFORNIA CONTINUED

SACRAMENTO (Continued)

KXOA (Aug. 1, 1945): 1470 kc; 1 kw. DA-N. P. O. Box 3094, zone 15. Phone Wabash 5-2717. TWX SC 194. Cal-Val Radio Inc. (acquired station February 1, 1958).
Rep McGavren-Quinn.
Riley R. Gibson, pres; Howard J. Haman, vp & gen mgr; Jack J. Lawson, program director; Maurice Hill, chief engineer; Donald G. Smith, news director.

KXOA-FM (June 10, 1947): 107.9 mc; 12.5 kw. Duplicates KXOA (above).

SALINAS, Monterey County

KDON (1935): 1460 kc; 5 kw, DA-1. 933 N. Main St. Phone Harrison 2-6464. KDON Inc. (acquired station April 1, 1958).
Rep O'Connell-Palmer (San Francisco & Los Angeles); Radio TV Representatives (Eastern).
Specialty programs: Spanish, 14 hrs. wkly. Richard P. Bolt, pres, gen mgr & coml mgr; Marilyn Pyle, program director; Shirley Bolt, promotion mgr; Ralph Clich, chief engineer; Frank Hale, news director.

KSBW (1947): 1380 kc; 1 kw, DA-1 (CP-5 kw, DA-2). P. O. Box 1651. Phone Harrison 2-7484. TWX ZL 89. Salinas Valley Broadcasting Corp. (original owner) (See John C. Cohan Stations in "Group Ownership").
Network MBS. Rep McGavren-Quinn.
Specialty programs: Spanish, 9 1/2 hrs. wkly.; Portuguese, 1 hr. wkly.
John C. Cohan, pres; William M. Oates, gen mgr & coml mgr; Roberts K. Funnell, pro-

gram director; Clarke Bradley, promotion mgr; Willard Hargan, chief engineer; Michael Morisoli, news director.

KSBW-TV: TV companion of KSBW.

SAN BERNARDINO, San Bernardino County

KCSB (1947): 1350 kc; 500 w. DA-N. P. O. Box 268. Phone Turner 8-0245. F. P. D'Angelo. (acquired station September 1952).
Rep Grant.
Specialty programs: Spanish, 7 1/2 hrs. wkly. F. P. D'Angelo, owner & gen mgr; R. T. MacKenzie, coml mgr & promotion mgr; Clair Wedenaar, program director; Al Copeland, chief engineer; John Special, news director.

KPFM (1929): 590 kc; 1 kw, DA-2. 512 Fifth St. Phone Turner 9-3636. KPXM Broadcasting Co. (acquired station October 1956).
Rep McGavren-Quinn.
Specialty programs: Negro, 2 hrs. wkly. Benton Paschall, pres & gen mgr; Norman Keats, coml mgr; Pat Berry, program director; Opal Jones, promotion mgr; Lyle Kilgore, chief engineer; Jack La Marca, news director; Allen Wyatt, farm director; Julie Wilson, women's director.

KITO (1947): 1290 kc; 5 kw, DA-2. P. O. Box 889. Phone Glenview 8-8133. TWX X783. Radio Associates Inc. (acquired station February 1, 1958).
Network MBS. Don Lee. Rep Hollingbery.
Specialty programs: Spanish, 10 hrs. wkly. Marshall Neal, pres; W. H. Hasbrook, gen mgr & coml mgr; Frank Russell, program director; Joe Klaus, promotion mgr & merchandise director; Don Smith, chief engineer; Allan Bowles, news director; Robert Nault, farm director; Margery Bright Sharpe, women's director.
KPAX (FM) (not on air; target date; December 1958) 99.9 mc; 30 kw. 122 So. Robertson Blvd., Los Angeles, zone 48. Phone Bradshaw 2-8282 (Los Angeles). Sherrill C. Corwin (See

Sherrill C. Corwin Stations in "Group Ownership").
Sherrill C. Corwin, pres.

KRNO (1918): 1210 kc; 250 w. 950 Colton Ave. Phone Turner 8-0771. Western Empire Broadcasters Inc. (original owner).
Rep Bolling.
Specialty programs: Spanish, 10 hrs. wkly. Norman H. Rogers, pres & gen mgr; John T. Staples, coml mgr; Charles G. Palmer, program director & news director; John P. Quimby, promotion mgr; G. W. Brock, secretary-treasurer & chief engineer; Cy Smith, farm director; Marlon McCook Moody, women's director.

KVCR (FM) (September 1953): 91.9 mc; 770 w. 701 S. Mount Vernon Ave. Phone Turner 8-0231. San Bernardino Valley College.
John E. Harder, gen mgr; Frank Leber, program director; Phil Hart, chief engineer.

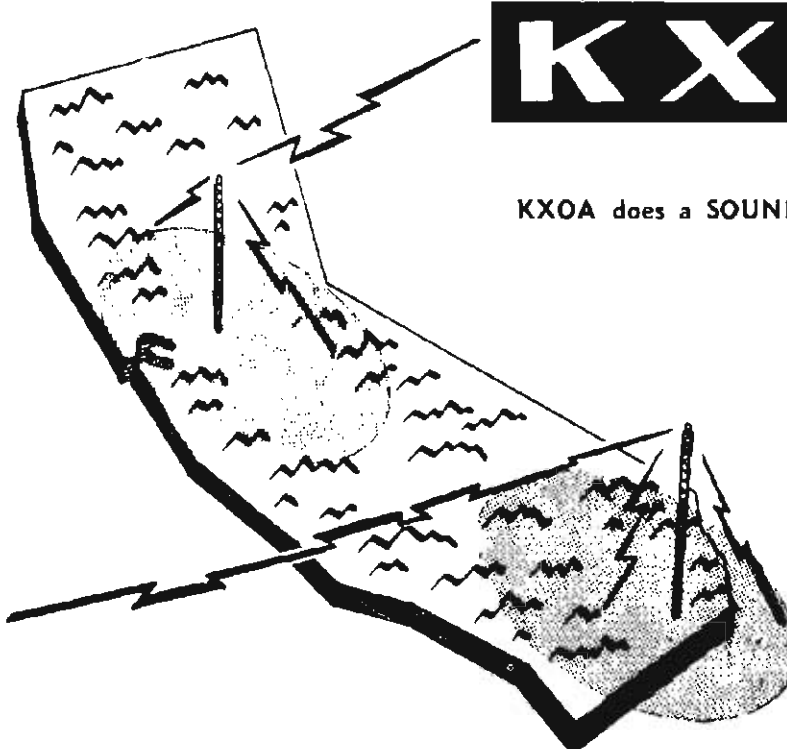
SAN DIEGO, San Diego County

KCBQ (1946): 1150 kc; 5 kw-10, 1 kw-N, DA-N. (CP-50 kw-D, 5 kw-N, DA-2). P. O. Box 1629. Phone Belmont 2-7161. KCBQ Inc.
Rep Young.
Lee E. Bartell, managing director; Norman Kay, gen sales mgr.

KCBQ-FM (not on air; target date not announced): 107.7 mc; 9.3 kw. Same address and licensee as KCBQ (above).

KDWD (FM) (July 3, 1958). 98.1 mc, 3.8 kw. 2383 La Jolla Blvd., La Jolla. Phone Glencourt 1-0761. Los Tres Diablos Broadcasters.
J. K. Blanche, K. A. Hamill, part owners; Joseph D. Worth, part owner & gen mgr; Donald S. Stewart, coml mgr; Bill Browning, program director; Jack Calaway, chief engineer.

REACH 2 GREAT INLAND EMPIRES WITH THE #1 STATION IN EACH AREA



KXOA **1st PLACE** **50th U.S. Market**
SACRAMENTO **Oct. '57**
PULSE **Mar. '58**
most quarter hour firsts
6:00 a.m. to midnight

KXOA does a SOUND SELLING job in a BIG BILLION DOLLAR Market

Retail Sales	
Sacramento County	\$599,612,000
10 Surrounding Counties—all or portions covered	682,404,000
	\$1,282,016,000
Population	
Sacramento County	428,100
10 Counties, portions covered	560,300
	988,400

Member CAL-VAL Group
REP—McGAVREN-QUINN or Howard Haman, V.P.-Mgr.

KXO

EL CENTRO-IMPERIAL VALLEY
OVER 50% OF VALLEY AUDIENCE FOR 32 YEARS
(Every Survey)
NATION'S 7th FARM COUNTY
Rep—Raymer or Riley Gibson, Pres. KXO-KXOA

Radio Stations CONTINUED

CALIFORNIA CONTINUED

SAN DIEGO (Continued)

KFMB (1949): 540 kc, 5 kw, DA-N, 1405 Fifth Ave, zone 1, Phone Belmont 2-2114, TWX SD 8276, Marketa Investment Corp. (acquired station 1953) (See Weather Stations in "Group Ownership").

Network CBS, CPIN, Rep Petry, Jack D. Weather Jr., pres; George Whitney, vp & gen mgr; Jack Keiner, station mgr; Cal Lowder, program director; Dan Bellus, promotion mgr; Charles Abel, chief engineer; Merritt Hadley, news director; Don Ross, farm director; Molly Morse, women's director.

KFMB-TV: TV companion of KFMB.

KFMX (FM) (not on air; target date, December 1958): 96.7 mc, 29.5 kw, 122 So. Robertson Blvd., Los Angeles, zone 48, Phone Bradshaw 2-8282, Sherrill C. Corwin (See Sherrill C. Corwin Stations in "Group Ownership").

Sherrill C. Corwin, owner.

KFZY (TV): TV companion of KFMX (FM).

KFSD (1925): 600 kc; 1 kw, DA-1, Highway 91 & 47th St, zone 2, Phone Congress 2-2421, TWX SD 6290, KFSD Inc. (acquired station January 1, 1955).

Network NBC, Rep Katz, James G. Rogers, pres; William J. Goetzgen, gen mgr; Ray Baker, sales director; Lee Ellis, program director; LeRoy Bellwood, chief engineer; Howard Keddie, farm director; Corinne Ellis, women's director.

KFSD-FM (1956): 94.1 mc; 32 kw. Same address and licensee as KFSD (above).

Alison Graham, program director (See KFSD for other personnel).

KFSD-TV: TV companion of KFSD-AM-FM.

KGB (July 11, 1922): 1360 kc, 1 kw, P. O. Box 2688, zone 12, Phone Belmont 3-6151, TWX SD 9425, KGB Inc. (acquired station July, 1954).

Network CBS, Don Lee, Rep H-R Representatives.

Marton R. Harris, pres & gen mgr; Robert S. Rigau, station mgr & program director; Herbert Wixson, sales mgr; Norman Duncan, chief engineer; James Brown, news director; Kay Young, women's director.

KGB-FM (not on air; target date Fall 1958): 101.5 mc, 38 kw. Same address and licensee as KGB (above).

KITT (FM) (1954): 105.3 mc; 13 kw (CP-46 kw), U. S. Grant Hotel, zone 1, Phone Belmont 3-6475, Music Unlimited.

C. Fredric Itabell, managing director, broadcasting services; Dorothy Rabell, managing director, multiplexing services; Roy Bray, com'l mgr; Jack Hession, business mgr; Jack Rabell, chief engineer.

KSDO (October 1947): 1120 kc; 5 kw-D, 1 kw-N, DA-2, U. S. National Bank Bldg zone 1, Phone Belmont 2-2011, San Diego Broadcasting Co. (original owner).

Rep. McGavvren-Quinn, Wilson Edwards, executive vp; Vern Milton, station mgr & chief engineer; Peter McMahon, com'l mgr; Robert Austin, program director.

KSDS-FM 88.3 mc, 375 w, 1125 Russ Blvd, zone 2, Phone Belmont 4-1062, San Diego Unified School District.

Charles H. Parker, electronics instructor & chief engineer; Paul A. Roman, Radio Arts instructor & program director.

KSON (1947): 1240 kc; 250 w, U. S. Grant Hotel, zone 12, Phone Belmont 3-3131, Broadcasting Corp. (acquired station September 1957).

Rep Forje, Jack O. Gross, pres; Laurence Gross, vp & gen mgr; Eva Lewis, business mgr; Jack H. Gross, program director; Ted Beebe, promotion mgr; A. Oswald Stanley III, chief engineer; Regis Philbin, news director.

KSON-FM (not on air; target date not announced): 103.7 mc, 11.5 kw (Permitter & address same as KSON (above)).

SAN FERNANDO, Los Angeles County

KGIL (1947): 1260 kc; 1 kw DA-1, 13325 Van Nuys Blvd., Pacifica, Calif. Phone State 5-6841, Pierce Brooks Broadcasting Corp. (acquired station 1956).

Rep Brauman, Dr. Pierce B. Brooks, pres; Howard P. Gray, gen mgr; Harold B. Arkoff, sales mgr & promotion mgr; Jean Baker, program director; Jay F. Rice, chief engineer.

KVEM (FM) (not on air; target date; September 1958): 94.5 mc, 369 w, 5818 Van Nuys Blvd., Van Nuys, Calif. Phone State 2-8650, Valley FM Broadcasting Co.

Walter Gelb, pres.

SAN FRANCISCO, San Francisco County

KALW (FM) 91.7 mc; 3.3 kw, 22nd & Bartlett Sts., San Francisco Unified School District.

KBAY-FM (not on air; target date; December 1958): 104.5 mc; 29 kw, 122 So. Robertson Blvd., Los Angeles, zone 18, Phone Bradshaw 2-8282, Sherrill C. Corwin (See Sherrill C. Corwin Stations in "Group Ownership").

Sherrill C. Corwin, pres.

KBAY-TV: TV companion of KBAY-FM.

KBCO (FM) (not on air; target date; not announced): 105.3 mc; 17.5 kw, P. O. Box 1412, Beverly Hills, Bay FM Broadcasters.

Saul R. Levine, owner.

KCBS (1921): 740 kc; 50 kw, DA-2, Sheraton Palace Hotel, Zone 5, Phone Yukon 2-7000, Columbia Broadcasting System Inc. (See CBS Stations in "Group Ownership").

Network CBS, CPIN, Rep CBS Radio Spot Sales.

Henry Untermyer, gen mgr; Seymour Whitelaw, sales mgr; Evelyn Clark, director of sales promotion; Alan Cormack, chief engineer.

KCBS-FM (1948) 98.9 mc; 27 kw. Duplicates KCBS (above).

KDFC (FM) (September 1948): 102.1 mc; 33 kw, 149 California St, zone 11, Phone Yukon 2-6272, Sundial Broadcasting Corp.

Rep Good Music Broadcasters, W. R. Crocker, pres; Edward Davis, gen mgr; A. J. Richards, chief engineer.

KEAR-FM (1947): 97.3 mc; 10 kw, CP-125 kw, 51 O'Farrell St., zone 5, Phone Yukon 2-1981, Electronic Service Corp.

Network Western FM Network, Rep FM Unlimited.

Stephen A. Custer, pres & com'l mgr; Jack Snyder, program director.

KFRC (1924): 610 kc; 5 kw, 415 Bush St, zone 5, Phone Yukon 2-9200, TWX SF 442, RKO Teleradio Pictures Inc. (acquired station 1948) (See RKO Teleradio Pictures Inc. in "Group Ownership").

Network CBS, Don Lee, Rep H-R, Representatives.

Willet H. Brown, pres; Don Lee, Broadcasting System, Wendell B. Campbell, vp & gen mgr; William E. Nichols, com'l mgr; Mel Venter, program director; Robert Templeton, promotion mgr; E. G. Underwood, chief engineer; Dave Scofield, news director; Emily Barton, women's director.

KFRC-FM (not on air; target date not announced): 106.1 mc; 71 kw. Same address and licensee as KFRC (above).

KGO (1925): 810 kc; 59 kw, TA-1, 277 Golden Gate Ave, zone 2, Phone Underhill 3-6077, American Broadcasting-Paramount Theatres, Inc. (acquired February 1931) (See ABC Stations in "Group Ownership").

Network ABC, Rep Blair.

Joane Banta, sales mgr; Robert Cooper, program director; Dean Moxley, director client services; Harry Jacobs, chief engineer; Hal Berger, news director; Robert Cooper, farm director; Ann Holden, women's director.

KGO-FM (1947): 103.7 mc; 3.8 kw. Same address licensee and staff as KGO (above).

KGO-TV: TV companion of KGO-AM-FM.

KJBS (1923): 1100 kc; 1 kw, L-WTAM, 1470 Pine St, zone 9, Phone Ordway 3-4148, KJBS Broadcasters, (acquired station 1944).

E. P. Franklin, pres & gen mgr; Stanley G. Breyer, com'l mgr; Charles Pendleton, program director & promotion mgr; Roger Roberts, chief engineer; John Harvey, news director; Norma Hughes, women's director.

KNBC (1922): 680 kc; 50 kw, 420 Taylor St, zone 2, Phone Greystone 1-8700, TWX 969, National Broadcasting Company Inc. (acquired station July 1932) (See NBC Owned Stations in "Group Ownership").

Network NBC, Rep NBC Spot Sales, George W. Fucrst, gen mgr; Richard H. Grayett, com'l mgr; Jack R. Wagner, program director & news director; Jane Morrison, promotion mgr; Joseph W. Baker, chief engineer; Henry Schaech, farm director.

KNBC-FM (1949) 99.7 mc; 15 kw. Same address, licensee and staff as KNBC (above).

KOBY (1936): 1550 kc; 10 kw, DA-2, 340 Mason St, zone 2, Phone Yukon 2-9771, TWX 1041, Mid-America Broadcasters Inc. (acquired station 1936) (See Mid-America Broadcasting Co. Stations in "Group Ownership").

Rep Petry, David M. Segal, pres; John McRae, gen mgr; Jerry Friedman, com'l mgr; Bobby Beers, program director; Sherman Kusin, promotion mgr; Veikko West, chief engineer; Bob Jones, news director; Ted Cooper, farm director.

KPEN (FM) (See Atherton).

KPUP (FM) (not on air; target date not announced): 106.9 mc, 18 kw, 760 Market St, Franklin Mott.

KRON-FM (not on air; target date undetermined): 96.5 mc; 13.5 kw. Same address, licensee & staff as KRON-TV, 920 Mission St., zone 10, Phone Garfield 1-1100, Chronicle Publishing Co. (See "Newspaper Ownership").

KRON-TV: TV companion of KRON-FM.

KSAN (1922): 1450 kc; 250 w, 1111 Market St, Phone Market 1-8171, Golden Gate Broadcasting Corp.

Rep Stars National (New York & Chicago); Pearson (South & West), S. B. Patterson, pres; Norwood J. Patterson, gen mgr; Walter Hides, sales mgr; Larry Dean Faulkner, program director.

KSAN-TV: TV companion of KSAN.

KSAY (not on air; target date; Sept. 7, 1958): 1010 kc; 10 kw, DA-D, 1550 California St, zone 9, Phone Prospect 6-6337, Bay Radio (original owner).

Grant Wrathall, pres & chief engineer; Roman W. Wassenberg, gen mgr; Hal H. Hoffman, com'l mgr; Bob Byrne, program director; John Egan, promotion mgr.

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San Francisco
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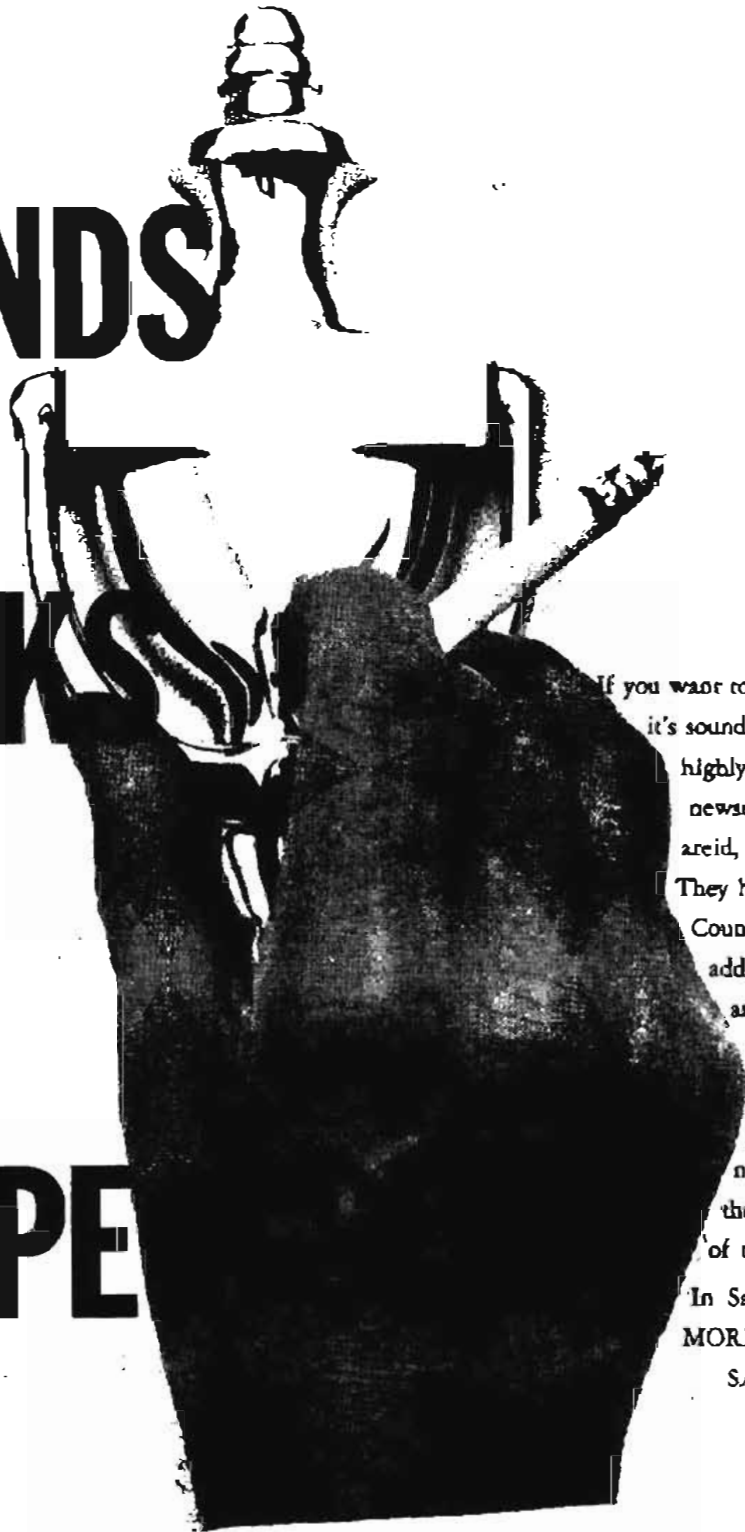
KOBY

THINK IT OVER
WITH YOUR
PETRY MAN

- WGVM—Greenville, Miss.
- KOSI in Denver

Mid-America Broadcasting Company

IT ALL DEPENDS WHO KNOCKS ON YOUR PROSPECT'S DOOR



If you want to open more doors and close more sales, it's sound practice to "knock" over KFMB in the highly reliable company of such welcome newsmen as Edward R. Murrow, Eric Sevareid, Lowell Thomas and Walter Cronkite. They have access to some 301,000 San Diego County homes (plus thousands more in five additional Southern California Counties) and will help add deep conviction to *your* message. And they're backed up by a whole corps of local reporters who get an equally warm reception. With news reaching such new peaks of interest the San Diego CBS radio station has one of the strongest selling voices in America. In San Diego KFMB IS CBS. FIRST ON MORE LISTENING THAN ANY OTHER SAN DIEGO RADIO STATION

KFMB
CBS FOR SAN DIEGO

Represented by

Edward Petry & Co., Inc.

Radio Stations CONTINUED

CALIFORNIA CONTINUED

SAN FRANCISCO (Continued)

KSFO (1925): 560 kc; 5 kw-D, 1 kw-N, 950 California St., zone S. Phone Yukon 2-5700. Golden West Broadcasters, (acquired station August 1956). (See Gene Autry Stations in "Group Ownership").

Rep AM Radio Sales.
Gene Autry, chmn of board; Robert O. Reynolds, pres; William D. Shaw, vp & gen mgr; Bert S. West, assistant gen mgr & sales mgr; Robert A. Hansen, program director; Louise Jorjorian, promotion mgr; Charles H. Smith, chief engineer; William McPhillips, news director & farm director; Lon Simmons, sports director.

KSFR (FM) (1958): 94.9 mc; 9.5 kw 217 Kearny St., zone S. Phone Sutter 6-2824. Hutton Nathan Levitt.

Hutton Nathan Levitt, pres & gen mgr; Reg Ross, coml mgr; Wayne Jordan, program director; George Murphy, chief engineer.

KYA (1926): 1260 kc; 5 kw-D, 1 kw-N, One Nob Hill Circle. Phone Douglas 2-2536. Golden State Broadcasters, Inc. (acquired station May 1, 1958). (See Bartell Stations in "Group Ownership").

Rep Young.
Lee Bartell, pres & gen mgr; William Jones, program director & farm director; Bob Anderson, promotion mgr; Mark Adams, news director.

KYA-FM (not on air; target date: autumn 1958). 93.3 mc; 4.9 kw. Same address, license and staff as KYA (above).

SAN GABRIEL, Los Angeles County

KALI (1950): (See Pasadena).

SAN JOSE, Santa Clara County

KEEN (1947): 1370 kc; 5 kw-D, 1 kw-N, DA-2, Hotel De Anza, zone 13. Phone Cypress 4-9544. United Broadcasting Co. (acquired station June 21, 1947).

Rep Grant.
George M. Mardikian, pres; B. Floyd Farr, gen mgr; Robert J. Blum, coml mgr; George D. Snell, program director; Ray Hollingsworth, promotion mgr; Ron Brown, news director; Ken Wilhaha, farm director; Maxine Pape, women's director.

KLOK (1946): 1170 kc; 5 kw-D, 1 kw-N, DA-N (CP) 19 kw-D, 1 kw-N, DA-2, Route 3, Box 327-D, Phone Cypress 5-7812. Radio KLOK Inc. (original owner).

Network Sombbrero. Rep Richard O'Connell (east); Lee O'Connell (Los Angeles); Dickens (San Francisco).

Specialty programs: Spanish, 40% hrs.; Portuguese, 13% hrs.; Chinese, 7 hrs.; Japanese, 6 hrs.; Greek, 4 hrs.; German, 1 1/2 hrs.; Italian, 1 hr.; Yugoslav, 1 hr.; Scandinavian, 1 hr.; Polish, 1/2 hr.; all weekly.

E. L. Barker, pres; R. E. Ryan, gen mgr; Ruth L. Fish, program director; Billy C. Cunningham, chief engineer; Hamilton V. Fish, farm director; Jane Towne, women's director.

KRPM (FM) (not on air; target date: not announced). 98.5 mc; 3.4 kw. 1500 Cherry Valley Drive, zone 25. Phone Cypress 7-3827. The Audio House Inc.

Edward W. Meese, pres & gen mgr.
KSJO (1946): 1590 kc; 1 kw-D, 500 w-N, DA-N, P. O. Box 997. Phone Cypress 2-8020. Patrick H. Feabody (acquired station 1948). (See "Newspaper Ownership").

Rep Simmons.
Norman Paul, pres & gen mgr; Earle Russell, coml mgr; Frank Dallen, program director; Robert Weiss, promotion mgr; Ernest McDaniel, chief engineer.

KSJO-FM (1946): 95.3 mc; 1 kw (CP)—92.5 mc. Same address. License and staff as KSJO (above).

KREX (1948): 1500 kc; 1 kw, DA-1 501 N. Bayshore Highway, zone 3. Phone Cypress 2-5080. San Jose Broadcasting Co. (original owner).

Rep McGavren-Quinn.
Joe E. Levitt, pres & gen mgr; Oscar Bradley, local sales mgr; Frank G. Kilpatrick, program director; John J. Duemler, chief engineer.

SAN LUIS OBISPO, San Luis Obispo County

KATY (1946): 1340 kc; 250 w. 1146 Monterey St. Phone Liberty 2-1340. KATY, Sweetheart of San Luis Obispo, Inc. (acquired station November 1952).

Rep Meeker (eastern) & Tracy Moore (west coast).

Maynard Marquardt, pres, gen mgr & coml mgr; Frank James, program director & promotion mgr; G. O. Porter, chief engineer; Dale Kirk, news director; Hugh Harting, farm director; Barbara Rice, women's director.

KVEC (1937): 920 kc; 1 kw-D, 500 w-N, Mountain View & Hill St. Phone Liberty 3-0920. TWX SZ 68. John C. Cohan (acquired station June 13, 1956). (See John C. Cohan Stations in "Group Ownership").

Network MRS, Don Lee. Rep McGavren-Quinn.
John C. Cohan, owner & gen mgr; Nel Brown, station gen mgr & coml mgr; Russell James, program director; Charles Mitchell

chief engineer; Paul Barnett, news director; Vada Townley, women's director.
KSBY-TV: Tv companion of KVEC.

SAN MATEO, San Mateo County

KOFY (1946): 1050 kc; 1 kw-D, 212 Hillside Mall. Phone Fireside 5-3030. Intercontinental Broadcasting Corp. (acquired station Sept. 1956).

Frank Oxarart, pres; H. E. Mike Gurney, gen mgr; Jack W. Stable, sales mgr; Robert M. Stewart, program director; Arthur Abell, merchandising mgr; Carl Rohlf, chief engineer; Irene M. Turner, women's director.

SAN RAFAEL, Marin County

KTIM (1947): 1510 kc; 1 kw-D, 1940 B St. Phone Glenwood 3-6880. Marin Broadcasting Co. (original owner). (See "Newspaper Ownership").

Rep Best.
Specialty programs: Negro, 6 hrs. wkly; Portuguese, 3 1/2 hrs. wkly.

Roy A. Brown, pres; Hugh Turner, vp, gen mgr, coml mgr, chief engineer & program director; Karl Barron, news director; Kitty (penholder), women's director.

SANTA ANA, Orange County

KFIL (FM) (not on air; target date not announced). 105.3 mc; 1 kw, 1100 Frazeridge Dr., Beverly Hills, Calif. Phillip E. Brestoff (original owner).

KWIZ (1926): 1480 kc; 1 kw, DA-N, 105 E. Fifth St. Phone Kimberly 7-5581. Voice of the Orange Empire Inc. (acquired station 1932).

Rep Grant.
Specialty programs: Spanish, 13 hrs. wkly. Ernest L. Spencer, pres & gen mgr; W. J. Taylor, sales mgr, operations mgr & promotion mgr; Richard A. Leader, national sales mgr; Ed Nix, program director; Roy Morris, chief engineer; Jack Boettner, news director; Barbara Cullings, women's director.

KWIZ-FM (1947): 96.7 mc; 1 kw. Same address and license as KWIZ (above).

Ronald McDonald, station mgr and coml mgr; James Forrest, program director. (See KWIZ for other personnel).

SANTA BARBARA, Santa Barbara County

KDB (1926): 1490 kc; 250 w. Radio Square. Phone Woodland 4331. KDB Broadcasting Co. (acquired station September 1956).

Rep McGavren-Quinn.
James W. Harford, gen mgr; Leo Menard, coml mgr; Leo Ross, program director; Bob Levinson, chief engineer; George Burkhardt, news director.

KPMC (FM) (not on air; target date: January 1959). 107.9 mc; 29.7 kw, 122 S. Robertson Blvd., Los Angeles 48, Calif. Phone Bradshaw 2-8282. Sherrill C. Corwin. (See Sherrill C. Corwin stations in "Group Ownership").

Sherrill C. Corwin, owner.
KIST (1946): 1340 kc; 250 w. 735 State St. Phone Woodland 3981. Western States Inc. (acquired station Aug. 1, 1958).

Network NBC. Rep Hollingsbery.
Specialty programs: Spanish, 18 1/2 hrs. wkly; Italian, 3 hrs. wkly.

Karl A. Rembe, pres & gen mgr; James S. Blomfield, coml mgr; Dick Johnston, program director; Gene Forrester, promotion mgr; Raymond Kubby, chief engineer; Dorothy P. Davis, women's director.

KMUZ (FM) (not on air; target date not announced). 99.9 mc; 3.1 kw, 25 West Anapamu. Tri-Counties Broadcasting Co. William H. Buckley, co-owner; Richard Barrett Cretara, co-owner.

KRCW (FM) (not on air; target date: September 1, 1958). 97.5 mc; 17.5 kw, 818 State St. Woodland 5-0909. Cameron A. Warren.

Network Western FM Network. Rep FM Unlimited.
Cameron A. Warren, gen mgr; Roger A. Clarke, program director; Robert W. Carter, chief engineer.

KTMS (1937): 1280 kc; 1 kw, DA-1, News-Press Bldg., DelaGuerra Plaza, Phone Woodland 3941. TWX ZB 8973. News-Press Publishing Co. (original owner). (See "Newspaper Ownership").

Network ABC, MBS, Don Lee. Rep Raymer.
Specialty programs: Spanish, 11 1/2 hrs. wkly; Italian, 1 hr. wkly.

T. M. Storke, pres; C. A. Storke, vp, Joseph W. Heese, gen mgr, coml mgr & program director; John D. Clowes, chief engineer; Ford Warner, news director; Jane West, women's director.

SANTA CLARA, Santa Clara County

***KSCU-FM** (1952): 90.1 mc; 1.1 kw. University of Santa Clara. Phone Axminster 6-3362. University of Santa Clara.

Lloyd T. Scheley, station mgr; Lawrence P. Schechtel, business mgr; Norman Gunther, program director; Richard C. O'Brien, chief engineer.

*Non-commercial educational.

SANTA CRUZ, Santa Cruz County

KSCO (1947): 1080 kc; 1 kw-D, 500 w-N, DA-N, P. O. Box 1080. Phone Greenwood 5-1080. Radio Santa Cruz (original owner). (See "Newspaper Ownership").

Rep Broadcast Time Sales (eastern) & Hall (San Francisco).
Charles V. Berlin, co-owner, gen mgr, coml

mgr, program director & chief engineer; Gloria J. Lorenzo, news director; Dorothy C. Harton, women's director.

SANTA MARIA, Santa Barbara County

KCOX (1946): 1400 kc; 250 w. P. O. Box 166. Phone Walnut 5-2644. Arenze Broadcasters (acquired station May 15, 1955).

Rep McGavren-Quinn.
Specialty programs: Spanish, 9 hrs. wkly.
James H. Ranger, pres & gen mgr; Ed Zuchelli, coml mgr & news director; Bill Sinclair, program director; Bob Burton, promotion mgr; Tom Morrissey, chief engineer; June Isom, women's director.

KEYM (FM) (not on air; target date: September, 1958). 99.1 mc; 3.2 kw, 114 W. Church. Santa Maria, Calif. Phone Walnut 5-5602. Santa Maria Broadcasting Co.

Frank J. Nesmith, partner, gen mgr & chief engineer; Loren Power, program director.

KMSA (1945): 1240 kc; 250 w. 510 W. Morrison St. Phone Walnut 5-2582. James M. Hagerman and John J. Croon. (acquired station April 1, 1951).

Rep Tracy Moore.
Specialty programs: Spanish, 2 hrs. wkly.
James M. Hagerman, co-owner & co-gen mgr; John I. Groom, co-owner & co-gen mgr; Henry J. Neiggemann, coml mgr & promotion mgr; Don Stiles, program director & farm director; Gale Brady, chief engineer; Chuck Schultz, news director; Arlene George, women's director.

KMSA-FM (not on air; target date: not announced). 102.5 mc; 27 kw. Permittee and address same as KMSA (above).

SANTA MONICA, Los Angeles County

KCRW (FM) (1948): 89.9 mc; 400 w. 1815 Pearl St. Phone Exbrook 9-7711. Santa Monica School Board.

Dr. Emil Toews, gen mgr; Dick Jenkins, program director; Hillis M. Brown, chief engineer.

KDAY (1947): 1580 kc; 10 kw-D (CP)—50 kw, DA-1, 1441 N. McCadden Place, Hollywood 28, Calif. Radio California Inc. (acquired station May 31, 1957).

Rep McGavren-Quinn, Dara-Clayton (Atlanta).
J. Elroy McCaw, pres; Frank W. Cranc, executive vp; Irving C. Phillips, vp & gen mgr.

SANTA PAULA, Ventura County

KSPA (1948): 1400 kc; 250 w. 116 Middle Rd. Phone Jackson 5-6395. Frank James and Christie Palmer James (acquired station January 1, 1957).

Specialty programs: Spanish, 10 1/2 hrs. wkly.
Frank James, co-owner & gen mgr.

SANTA ROSA, Sonoma County

KSRO (May 1937): 1250 kc 1 kw, DA-1, Flamingo Hotel. Phone LI 5-3313. Finley Broadcasting Company (original owner). (See "Newspaper Ownership").

Rep McGavren-Quinn.
Mrs. E. J. Finley, pres; Frank McLaurin, gen mgr; Dan Galvin, coml mgr; Al Pearson, program director & farm director; Paul Corbin, promotion mgr; Hilmar Cunn, chief engineer; Fred Allen, news director; Helen Christensen, women's director.

SONORA, Tuolumne County

KROG (1949): 1450 kc; 250 w. P. O. Box 967. Phone Jefferson 2-7426. John H. & Charlotte A. Robbins (acquired station January 1, 1958).

Network Keystone. Rep Grant.
John H. Robbins, pres, gen mgr, coml mgr & program director; Lee Ferrel, chief engineer.

STOCKTON, San Joaquin County

***KCVN (FM)** (1947): 91.3 mc; 3.4 kw. College of the Pacific, zone 4. Phone Howard 4-9129. College of the Pacific.

Richard B. Elliott, director of broadcasting; James Alexander, chief engineer.

*Non-commercial educational.

KJOY (1947): 1280 kc; 1 kw, DA-N. Stockton Hotel. Phone Howard 4-7313. Joseph E. Gamble Stations Inc. (acquired station Sept. 1, 1953).

Rep McGavren-Quinn.
Joseph E. Gamble, pres; Ort J. Lofthus, gen mgr, coml mgr & promotion mgr; Paul Wagner, program director; James T. Tracwell, chief engineer; Ted O. Payne, news director & farm director; Leota Gamble, women's director.

KRAK (1926): 1140 kc; 5 kw, DA-N (CP)—50 kw, 409 E. Market St., Stockton, Hotel Senator, Sacramento. Phone (Stockton) Howard 4-4551, (Sacramento) Gilbert 1-6464. Golden Valley Broadcasting Co. (acquired station November 1955).

Rep Headley Reed.
Specialty programs: Spanish, 3 1/2 hrs. wkly; Italian, 2 hrs. wkly.

L. E. Chenaull, co-owner & pres; Alan Torbet, co-owner, vp & gen mgr; James E. Longe (Stockton) coml mgr; Milton Offenbach (Sacramento), coml mgr; Bob Brannon (Stockton), program director; Keith Ashton (Sacramento) program director; Duane Burleigh, promotion mgr; Clyde Bond, chief engineer; Arthur Powers, news director; Jim Smallwood, farm director; Elsie Flower, women's director.

KRAK-FM (not on air; target date: not announced).

Radio Stations CONTINUED

CALIFORNIA CONTINUED

nounced), 92.9 mc; 1.5 kw. Same address, licensee and staff as KTAJ (above).

KSTN (Nov. 1949): 1420 kc; 1 kw, DA-1 (CP—7 kw-D, 1 kw-N, DA-2). Clark Hotel, Phone Howard 4-7328. San Joaquin Broadcasting Co. (original owner).

Rep Hollingbery.
Specialty programs: Spanish, 9½ hrs. wkly.; Tagalog, ½ hr. wkly.

Knox La Rue, pres, gen mgr & coml mgr; Ellis Lind, program director; Wm. R. Priest, promotion mgr; Lynn Johnson, chief engineer; Jack Woodard, news director; Martha Jane Warner, women's director.

KWG (1921): 1230 kc; 250 w. Weber and "E" Sts. Phone Howard 5-5728. KWG Broadcasting Co. (acquired station Dec. 24, 1957).

Network ABC, MBS, Don Lee, Rep Bolling. Specialty programs: Spanish, 1½ hrs. wkly. Bob Reichenbach, pres; John Wages, vp & gen mgr; Ralph Tucker, sports director; Don Retz, music director; Frank A. Axelson, secretary & promotion director; Robin Hull, vp & chief engineer; Russ Barnett, news director; Ralph Daly, farm reporter; Gerry Reichenbach, women's director.

SUSANVILLE, Lassen County

KSUB (April 22, 1948): 1240 kc; 250 w. Chestnut & Weatherford Sts. Phone 2020. Home Appliance Store (acquired station June 10, 1958).

Network Keystone. Rep Tracy Moore. James E. McKahan, pres & gen mgr; Gwan W. Burr, coml mgr & women's director; Jerry Moffett, program director; Harold C. Houston, chief engineer & farm director; Angela Jill Crump, news director.

TAFT, Kern County

KTKR (March 16, 1948): 1310 kc, 500 w-D, P. O. Box "WW." Phone Roger 5-6101. Taft Broadcasting Co. (original owner).

Network Keystone. Kenneth Aitken, pres, gen mgr, program director & chief engineer; John A. Smith, coml mgr; Gordon Presho, news director.

TULARE, Tulare County

KCOX (Oct. 1945): 1270 kc, 1 kw, DA-N. P. O. Box 119. Phone Murdoch 6-2886 (Tulare), Redwood 2-3750 (Visalia). Joel Keith Munger (acquired station Aug. 13, 1957).

Network MBS, Don Lee. Rep O'Connell-Palmer.

Specialty programs, Portuguese, 7 hrs. wkly.; Spanish, 3½ hrs. wkly. Joel Keith Munger, pres & gen mgr; Harriet E. Munger, secretary; Mike Kirmeyer, coml mgr & program director; Keith Munger, promotion mgr; Russell Schwamb, chief engineer; Ken Clifford, news director.

KGEN (January 5, 1957): 1370 kc; 1 kw-D, P. O. Box 444. Phone Murdoch 6-3406 (Tulare), Redwood 4-3882 (Visalia). San Val Broadcasters (original owner).

Network Keystone. Rep Grant Hall (San Francisco). Specialty programs: Spanish, 10 hrs. wkly.; Portuguese, 5½ hrs. wkly.

Robert T. McVay, co-owner, gen mgr & coml mgr; Gene V. Mitchell, co-owner; John McAdam, program director & chief engineer; Flip Prindle, promotion mgr; Jack Ball, news director & farm director; Joan Brown, women's director.

TURLOCK, Stanislaus County

KTUR (October 1949): 1390 kc; 1 kw, DA-N. P. O. Box 1390. Phone Mercury 2-1390. Turlock Broadcasting Corp. (original owner).

Rep Leo F. O'Connell. Specialty programs: Portuguese, 13½ hrs. wkly.

Wallace Lindskoog, pres; H. A. McMillen, gen mgr; Clifford Duck, coml mgr; Blanche McMillen, program director; Maxon Snyre, chief engineer; Paul Hecker, news director; Buck Clauson, farm director.

UKIAH, Mendocino County

KUKI (December 1, 1950): 1400 kc, 250 w. P. O. Box 638. Phone Homestead 2-4771. Marguerite E. Sims (original owner). Rep Grant.

Marguerite E. Sims, owner; John Franklin, gen mgr, coml mgr & chief engineer. Lyle Jones, program director; Phil Trine, assistant mgr; Gerald E. Newton, news director; Frank Lay, farm director; Joan Smith, women's director.

VALLEJO, Solano County

KVBA (November 29, 1947): 1150 kc; 250 w-D, P. O. Box 1112. Phone Midway 4-8444. Vallejo Broadcasting Co. (acquired station May 1, 1953).

Rep Broadcast Times Sales (New York, Chicago, Los Angeles); Hall (San Francisco). Specialty programs: Spanish, 2 hrs. wkly. Mary E. Gunberg, owner; Robert M. Bruce, gen mgr; Fred Russell, coml mgr; Gene Taylor, program director & promotion mgr; William Roberts, chief engineer & farm director; Hal Engstrom, news director; Mamie Graf, women's director.

VENTURA, Ventura County

KUDU (1917): 1500 kc; 1 kw, DA-1. P. O. Box 1431. Phone Miller 2-2125. Tri-Counties Public Service, Inc. (acquired station September 3, 1957).

Rep McLaughlin-Quinn. Specialty programs: Spanish, 10½ hrs. wkly. E. B. Hallor, pres; Howard M. Reedy, gen mgr & promotion mgr; C. T. Hagmann, coml mgr; Jim Williams, program director; Cullen Tendick, chief engineer; Dick Buffum, news director; Jay Cullen, women's director.

KUDU-FM (not on air; target date: October 1, 1958): 95.1 mc; 24 kw. Same address, licensee and staff as KUDU (above).

KVEN (1948): 1350 kc; 250 w. P. O. Box 1611. Phone Miller 2-8675 (Ventura), Hunter 3-2114 (Oxnard). Coast Ventura Co. (original owner). Network MBS.

Specialty programs: Spanish, 11 hrs. wkly. Carroll-Hanser, pres; Sid Held, vp & gen mgr; Bob Gedeck, coml mgr; Fred Hall, program director & chief engineer; Frank Haines, promotion mgr; Jerry Thomas, news director; Jane Smith, women's director.

KVEN-FM (not on air; target date: December 1, 1958): 100.7 mc, 12 kw. Same address, licensee and staff as KVEN (above).

VISALIA, Tulare County

KONG (January 1948): 1400 kc; 250 w. P. O. Box 1429. Phone Redwood 4-5811. Air Waves Inc. (acquired station June 1, 1957).

Rep Hollingbery. Specialty programs: Spanish, 15 hrs. wkly. Harry E. Layman, pres, gen mgr & chief engineer; William Boullt, coml mgr; Bill Brown, program director; Barry L. Guffeld, promotion mgr; Quentin Woodward, news director; Art Nugent, farm director; Joe Cala, sports director; Virginia Hooker, women's director.

WASCO, Kern County

KWSO (May 17, 1950): 1050 kc; 1 kw-D, P. O. Box 366. Phone Plateau 8-6425. Maple Leaf Broadcasting Co. (original owner).

Network Keystone. Rep Broadcast Time Sales. Specialty programs: German, ¼ hr. wkly. E. J. Peters, pres; Theo. Heinrichs, gen mgr; Bob Bann, program director; Herbert J. Katzlaff, chief engineer; Norm Berg, farm director; Doris Lynch, women's director.

WATSONVILLE, Santa Cruz County

KOMY (1937): 1340 kc; 250 w. 40 Atkinson Lane. Phone Parkway 4-5641. F. T. Crennan. (November 1, 1957).

Rep Grant. Specialty programs: Spanish, 3 hrs. wkly; Yugoslavian, 1½ hrs. wkly. Francis T. Crennan, owner; Bob Barr, station mgr; Merle E. Kossman, assistant mgr, program director & chief engineer; Dennis Locke, merchandising mgr; Duval Barr, women's director.

WEST COVINA, Los Angeles County

KDWC (FM) (Nov. 18, 1957): 98.3 mc; 810 kw. Radio Center. Phone Edgewood 8-9111. Pacific South Best, Co.

J. D. Worth, co-owner & gen mgr; J. K. Blanche, co-owner; Wm. E. Schubert, coml mgr; Lauren Grannis, program director; Jack L. Calaway, chief engineer.

WEED, Siskiyou County

KDAD (not on air; target date not announced): 500 kc; 1 kw-D, P. O. Box 1109. Medford, Ore. Philip D. Jackson. (See K Stations in "Group Ownership").

YREKA, Siskiyou County

KSYK (July 26, 1947): 1490 kc; 250 w. Lawrence Lane & S. Oregon. Phone Victor 2-4158. Siskiyou County Broadcasting Co. (acquired station December 1, 1956).

Network ABC. Rep Tracy Moore. Ernest G. Millbourne, pres; D. C. Holfinger, gen mgr; Holl C. Wardrip, coml mgr & promotion mgr; Wes Meyers, program director & news director; William H. Magnus, chief engineer.

YUBA CITY, Sutter County

KAGE (June 18, 1953): 1450 kc; 100 w. P. O. Box 247. Phone Sherwood 3-7343. James E. Jaeger (acquired station 1954).

Rep Scott. Specialty programs: Spanish, 2½ hrs. wkly; Japanese, 1 hr. wkly; Hindustani, 1 hr. wkly. James E. Jaeger, owner; James E. Walley, gen mgr & chief engineer; James Taylor, sales mgr; Jeri Doeden, news director; John Lindt, farm advisor; Sara Davis, women's director.

KUBA (January 1948): 1600 kc; 1 kw-D, 500 w-N, DA-N. Marysville Hotel, Marysville, Calif. Phone Sherwood 3-7309. Peachbowl Broadcasters Inc. (original owner).

Rep Continental (New York, Chicago, Philadelphia); Ayres (San Francisco, Los Angeles). Specialty programs: Spanish, ½ hr. wkly. C. V. Thom, co-owner & pres; Roger H. Hunt, co-owner & gen mgr; Lloyd H. Klemp, coml mgr; Ric Ryan, program director & women's director; Carlton E. Currie, chief engineer; Hedley W. Hall, news director.

COLORADO

ALAMOSA, Alamosa County

KGIW (Feb. 27, 1929): 1450 kc; 250 w. P. O. Box 179. Phone 26. Radio Station KGIW (acquired station 1955).

Network MBS, Intermountain. Rep Avery-Knode.

Specialty programs: Spanish, 7 hrs. wkly. Lloyd Allen, gen mgr & chief engineer; Kyle McLaughlin, program director; Dave Melton, promotion mgr; Mary Allen women's director.

AURORA, Arapahoe County

KOSI (Nov. 17, 1954): 1430 kc; 5 kw-D, 500 w-N, DA-N. Radio Center Bldg., zone 8. Phone Empire 6-2685. Mid-American Broadcasting Co. (original owner) (see Mid-American stations in "Group Ownership").

Rep Petry. David M. Segal, pres; Vernon Wickre, gen mgr; James F. Brown, coml mgr; Sam Blessing, program director; Lonnie Licata, chief engineer; Art Way, news director; Darline Chaffee, women's director.

BOULDER, Boulder County

KBOI (Feb. 15, 1947): 1490 kc; 250 w. P. O. Box 146. Phone Hillcrest 2-2212. Boulder Radio KBOI Inc. (original owner).

Rep Holman. Russel Shafer, pres & gen mgr; Gene Palm, coml mgr; Fred Hobbs, program director; Blair Dobbins, chief engineer; Pete Huvely, news director; Pete Hansson, sports director.

KENW (FM) (Oct. 1, 1955): 97.3 mc, 2 kw. 1305 Spruce St. Phone Hillcrest 2-5797. Colorado Recording Co. (original owner).

Robert N. Wilkinson, pres, gen mgr & chief engineer; Roger Quillen, coml mgr.

BRIGHTON, Adams County

KHIL (May 28, 1956): 800 kc; 500 w-D, 77 S. 14th Ave. Phone (Brighton) 799. (Denver) Atlas 8-0956. John Babeock (acquired station July 1958).

Specialty programs: Polish ¼ hr. wkly. Harry L. Hill, owner & gen mgr; Harold V. Peirce, coml mgr; Sandra Sarkes, program director; Carl Stahuke, chief engineer; Steve Wilson, news director.

CANON CITY, Fremont County

KRLN (Aug. 15, 1947): 1400 kc; 250 w-SH. P. O. Box 858. Phone 1400. Royal Gorge Broadcasters Inc. (original owner).

Network MBS, Keystone, Intermountain. Raymond M. Beckner, pres & gen mgr; Denny Hawkins, program director; Ed Wood, chief engineer.

COLORADO SPRINGS, El Paso County

KCMB (see Manitou Springs)

KPIK (June 28, 1956): 1580 kc; 5 kw-D, Box 2122. Phone Melrose 1-1503. Western Broadcasting Co. (original owner).

Rep Bernard. David Pinkston & Leroy Elmore, chief owners; Ralph Corey, gen mgr; Warren Cate, coml mgr; Al McKinley, program director; Gene Taylor, promotion mgr; Kenneth Metzger, chief engineer; Larry Green, news director; Al Butler, farm director; Thelma Walmer, women's director.

KRCC (FM) (Sept. 1951): 91.3 mc, 65 w. c/o Colorado College. Phone Melrose 4-7744. Colorado College (original owner).

Woodson Tyree, director of radio; Richard Green & Wm Tyree, chief engineers.

*Non-commercial educational.

KRDO (1917): 1240 kc; 250 w. 339 S. 8th St. Phone Melrose 2-1515. TVXN 8123. Pikes Peak Broadcasting Co. (original owner).

Rep Pearson. Specialty programs: Spanish, 1 hr. wkly. Harry Roth, pres; John Hanssen, coml mgr; Charles Upton, chief engineer; Harold Redebaugh, news director; Joann Rowe, women's director.

KRDO-TV: Tv companion of KRDO.

KSHS (FM) (1956): 90.5 mc; 610 w. 106 N. Weber St. School District 31, El Paso County.

*Non-commercial educational.

KVOE (1921): 1300 kc; 1 kw. 512 S. Tejon St. Phone Melrose 2-5536. TVXN COI, SP 8183. Dunbar Broadcasting Inc. (acquired station Feb. 1, 1957).

Network CBS. Rep Venard, Rintoul & McConnell.

Charles A. Dunbar, pres & gen mgr; Gaylord McKinnon, coml mgr; Wes Bradley, program director; Margaret Houston, promotion mgr; Roland Cobb, chief engineer; Jane Dodge, women's director.

KWBY (March 29, 1955): 740 kc; 250 w-T, P. O. Box 761. Phone Melrose 4-5511. Music Broadcasting Corp. (original owner).

Rep Radio-Tv Representatives. John L. Buchanan, pres; Jack C. Wallace, gen mgr; Robert L. Pitcock, program director; Kenneth Metzger, chief engineer.

Radio Stations CONTINUED

COLORADO CONTINUED

COLORADO SPRINGS (Continued)

KYEN (Dec. 21, 1956): 1160 kc; 1 kw-D; CP; 1 kw-D, 500 w-N, DA-N, 146 W. Arvada, Phone Melrose 3-2608. General Broadcasting Corp. (acquired station July 1, 1958).
Network: MBS, Keystone, Intermountain. Rep Avery-Knodel.

Kenneth E. Palmer, pres & gen mgr; Wayne Costner, coml mgr; Pat Brown, program director; Marion Knox, promotion mgr; John Tucker, chief engineer; Bill Gruby, news director; Marge Stanley, women's director.

CORTEZ, Montezuma County

KVFC (February 1955): 740 kc; 1 kw-D, P.O. Box 1718, Phone Logan 5-2463. KVFC Inc. (acquired station Jan. 1, 1958). (See "Newspaper Ownership").

Network: Keystone, Intermountain. Rep Best. Jack W. Hawkins, pres & gen mgr; George Fender, coml mgr; Bill Woodruff, program director; Dale Ross, promotion mgr; Jim Hawkins, chief engineer & news director; Charles Russell, farm director; Dorothy Wayt, women's director.

CRAIG, Moffatt County

KRAI (1948): 550 kc; 1 kw-D, 500 w-N, DA-N, P. O. Box 65, Phone Taylor 1-6574. North-Western Colorado Broadcasting Co.

Network: Colorado Net.
George O. Cory, pres & gen mgr.

DELTA, Delta County

KDTA (Jan. 11, 1955): 1400 kc; 250 w, P. O. Box 152, Phone Trinity 4-1511. Monarch Broadcasting Co. (original owner).

Rep George T. Hopwell.
D. E. Towne, pres, gen mgr & chief engineer; Dana Towne, coml mgr & station mgr; Rose Mary Towne, program director & women's director; Paul Bartel, news director; Carl Powell, farm director.

DENVER, Denver County

KDEN (March 1, 1956): 1340 kc; 250 w, 1601 W. Jewell Ave., zone 23, Phone West 5-3525. KDEN Broadcasting Co. (original owner).

Rep Breen & Ward.
Edwin E. Koepke, pres; Frank E. Amole Jr., vp; Thomas Moore, coml mgr; Glen Swanson, program director; Isabell Frien, promotion mgr; Walton Wilson, chief engineer; Lloyd Knight, news director.

KDEN-FM (not on air, target date Sept. 30, 1958): 99.5 mc; 9.1 kw. Permitted, address, staff same as KDEN (above).

KFML (1955): 1300 kc; 1 kw-D, 262 Filmore St., zone 6, Phone Dexter 3-1509. Note Broadcasting Co.

Rep Meeker.
A. L. Robertson, gen mgr.

KFML-FM (1953): 98.5 mc; 2.35 kw. Same license as KFML (above).

KFSC (June 5, 1951): 1220 kc; 1 kw-D, 3340 Lafayette St., zone 5, Phone Acoma 2-8935. Francisco V. (Paco) Sanchez (original owner).

Rep Oakes.
Specially programs: Spanish, 89 hrs; Negro, 13 hrs; German, 1 hr; French, 3/4 hr; Japanese, 1/2 hr, and Polish, 1/2 hr (all times per week).

Francisco V. (Paco) Sanchez, pres; Levi J. Beall, gen mgr & coml mgr; Joe D. Alvarado, program director; Oran E. Kelley, chief engineer.

KGMC (see Englewood listing).
KIMN (1922): 950 kc; 5 kw, DA-1, P. O. Box 1408, Phone Belmont 7-2734. KIMM Inc. (See "Newspaper Ownership").

Network: MBS, Intermountain. Rep Avery-Knodel; Hugh Feltis (Seattle-Portland).
George B. Morgan, gen mgr.

KLAK (see Lakewood listing).

KLIR (Aug. 1, 1953): 990 kc; 1 kw-D, 6535 W. Jewell, zone 14, Phone Walnut 2-1189. George Basil Anderson (acquired station May 22, 1951). (See George Basil Anderson stations in "Group Ownership").

Network: Keystone.
George Basil Anderson, owner; Harold Kincaid, gen mgr; Burt Tracy, coml mgr; Florence L. Anderson, program director; Del Smith, chief engineer; Ron Palmquist, news director.

KLIR-FM (not on air, target date Sept. 1, 1958): 100.3 mc; 2.4 kw. Duplicates KLIR (above).

KLZ (March 10, 1922): 560 kc; 5 kw, DA-1, 131 Sprer Blvd., zone 17, Phone Main 3-1271. TWX DN 258. Aladdin Broadcasting Corp. (acquired station June 23, 1954). (See "Newspaper Ownership" and TLF stations in "Group Ownership").

Network: CBS. Rep Katz.
Hugh B. Terry, pres & gen mgr; Clayton H. Bray, assistant to the pres; Lee Fonden, station mgr & director of sales; Lew Hunter, sales mgr; Paul Blue, program director; Quenton McCredie, promotion mgr; Jimm Seavey, publicity director; Eugene Jenkins, chief engineer; James Bennett, news director; Pat Gay, women's director.

KLZ-TV: TV companion of KLZ.
KMYR (1911): 710 kc; 5 kw, DA-1, 811 14th St., zone 2, Phone Anheist 6-3703. Empire Broadcasting Inc. (acquired station May 1, 1958).

Rep Young.
Don W. Burden, pres; Charles S. Crabtree, vp & gen mgr; Charles Vau, sales mgr; Rex Jones, program director; Theodore C. Nelson, promotion mgr; Joseph E. Finch, chief engineer; Donald F. Marlin, news director.

KOA (1921): 850 kc; 50 kw, 1625 California, zone 2, Phone Main 3-6211. TWX DN 454. Metropolitan Tv Co. (acquired station Sept. 10, 1952).

Rep Christal.
William Graff, pres; Robert Hix, mgr; Lynn Reed, program director; Orville Rennie, promotion mgr; Syd Davidson, chief engineer; John Henry, news director; Chuck Muller, farm director.

KOA-TV, Tv companion of KOA.

KOSI (See Aurora listing).

***KPOF** (March 9, 1928): 910 kc; 5 kw-D, 1 kw-N, 1815 Champa St., zone 2, Phone Harrison 9-1527. Pillar of Fire Inc.

Specially programs: German, 15 min. wkly.
Arthur K. White, pres; Rev. K. M. White, program director; Paul Schissler, chief engineer.

*Non-commercial religious.

KTGM (FM) (December 1956): 105.1 mc; 10 kw, 7580 W. 16th Ave., zone 15, Phone Belmont 7-3665. Good Music Associates.

William Colin Kirk, owner & gen mgr; Clarke Bergeson, coml mgr; Marjorie Koenig, program director; Allen Auten, chief engineer.

KTLN (May 16, 1948): 1280 kc; 5 kw, DA-2, 431 W. Colfax Ave., zone 4, Phone Acoma 2-1811. Radio Denver Inc. (acquired station April 1, 1956).

Rep Blair.
Richard B. Wheeler, pres & gen mgr; Alvan Perry, coml mgr; George Singer, program director; Betty Saltzman, promotion mgr; Norman Peterson, chief engineer; Don Martin, news director.

KUDY (See Littleton listing).

KVOD (1925): 630 kc; 5 kw, DA-N, Petroleum Club Bldg zone 2, Phone Tabor 5-2291. TWX DN 183. Western Broadcasting Enterprises Inc. (acquired station July 1958).

Network: ABC, Colorado Net. Rep Bolling.
Robert L. Howsan, pres; B. Alan Brower, coml mgr; Gene Graff, local sales mgr; Bill Sharpe, program director; Ben Stanton, promotion mgr; Ted Everett, chief engineer; H. Don Cory, business mgr; Katie McCarthy, women's director.

DURANGO, La Plata County

KDGO (April 1, 1956): 1240 kc; 250 w, 3112 Main Ave. Phone Cherry 7-1407. Basin Broadcasting Co. (original owner).

Network: MBS, Intermountain.
Henry M. Long, pres & gen mgr; William H. Boulden, chief engineer; Bernadine Briggs, women's director.

KIUP (1935): 930 kc; 5 kw-D, 1 kw-N, DA-N, P. O. Box 541, Phone Cherry 7-4464. San Juan Broadcasting Corp. (original owner).

Rep Holman (Chicago); McGuire & Co. (Denver).

Specially programs: Italian, 3 hrs. wkly.; Spanish, 2 hrs. wkly.

Price Wyatt, pres; R. E. O'Brien, gen mgr; Lindsey Becker, coml mgr; Herb Jones, program director; Al Shaw, promotion mgr; Lou Shaw, chief engineer; Frank Toomey, news director; Don Snyder, farm director; Lee O'Brien, women's director.

ENGLEWOOD, Arapahoe County

KGMC (January 1952): 1150 kc; 1 kw-D, 3355 S. Broadway, Phone Sunset 1-1481. MacLee Radio Inc. (acquired station May 1, 1958).

Rep Radio-TV Representatives.
Robert B. McWilliams, pres, gen mgr & news director; Lee P. Mehlig, vp, gen sales mgr & program director; Joseph Jackson, chief engineer.

FORT COLLINS, Larimer County

KCOL (March 1, 1947): 1410 kc; 1 kw, DA-N, 1600 LaPorte, Phone Hunter 2-5991. Northern Colorado Broadcasting Co. (acquired station 1948).

Network: MBS, Intermountain. Rep Devney.
Herb Hollister, pres; Ellis Atteberry, vp & gen mgr; Orm O. K. Sherwood, coml mgr; Kent Miller, program director; Harry Winter, chief engineer; Mona Atteberry, news & women's director.

FORT MORGAN, Morgan County

KFTM (May 22, 1949): 1400 kc; 250 w, Box 431, Phone Underhill 7-5674. Morgan County Broadcasting Corp. (acquired station Oct. 8, 1956).

Robert H. Dolph, pres & promotion mgr; Sam Kerr, gen mgr; Lloyd M. Walker, coml mgr & farm director; Dawson Jelinek, program director; James Doggett, chief engineer & news director; Jane McReynolds, women's director.

GLENWOOD SPRINGS, Garfield County

KGLN (May 11, 1950): 980 kc; 1 kw-D, Box C, Phone Whitney 5-6501. KGLN Inc. (acquired station Jan 1, 1953).

Network: MBS, Western Slope Net. Rep Holman.

Rex Howell, pres; Jerry Fitch, executive vp & gen mgr; Marcie Fitch, program director; Al Maggard, chief engineer; Frank Granberg, farm director.

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- KOBY in San Francisco

Mid-America Broadcasting Company

Radio Stations CONTINUED

CONNECTICUT CONTINUED

GROTON, New London County

WSUB (July 1958): 980 kc; 1 kw-D. 119 Bridge St. Phone Hilltop 5-2494. Lawrence A. Reilly & James L. Spates.
Lawrence A. Reilly, co-owner, gen mgr & program director; Warren Haus, coml mgr; James L. Spates, co-owner & chief engineer.

HARTFORD, Hartford County

WCCO (1947): 1290 kc; 500 w-D. 338 Asylum St., zone 3. Phone Jackson 5-6648. Greater Hartford Broadcasting Co. (original owner).
Rep Walker-Rawalt.

William M. Savitt, pres; Max M. Savitt, sec-treas; Ralph H. Klein, station mgr & coml mgr; Jack Brooks, program director; Everett Seltzer, promotion mgr; Michael Cookish, chief engineer; Zaida Swaller, women's director.

WDBC (Dec. 10, 1922): 1360 kc; 5 kw, DA-1. 869 Blue Hills Ave., zone 12. Phone Chapel 2-5596. TWX Hartford 447. The Connecticut Broadcasting Co. (original owner).

Network CBS. Rep Raymer.
Franklin M. Doolittle, pres; Walter B. Haase, gen mgr; William Malo, coml mgr & promotion mgr; Harvey Olson, program mgr & news director; Henry Broderick, chief engineer.

WEAY (See New Britain)
WHEW (FM) (1939): 93.7 mc; 105.9 mc (CP 7 kw). P. O. Box 1062. Phone Beverly 5-8622. Concert Network Inc. (See Concert Network stations in "Group Ownership").
Network Concert Net.

T. Mitchell Hastings Jr., pres, Roger H. Strawbridge, assistant to pres.
WROP (1935): 1410 kc; 5 kw, DA-2. 600 Asylum Ave., zone 5. Phone Jackson 7-9131. TWX 571. Tele-Broadcasters of Connecticut. (See Tele-Broadcasters Inc. stations in "Group Ownership").

Network ABC, MBS, Yankee. Rep H-R Representatives; Kettell-Carter (Boston).
Specialty programs: Lithuanian, 1 hr. wkly.; Spanish, 1 hr. wkly.; Greek, ½ hr. wkly.

H. Scott Kilgore, pres; Philip A. Zoppi, coml mgr; Walter A. Stewart, promotion mgr; Rogers B. Holt, chief engineer.
***WRTC-FM** (Jan. 23, 1958): 97.3 mc; 145 w. P. O. Box 250, zone 6. Phone Jackson 7-0447. Trinity College.

James M. Barnes Jr., gen mgr; Paul Campion, program director; Samuel C. Edsall, chief engineer.

*Non-commercial educational.
WTIC (Feb. 10, 1925): 1080 kc; 50 kw, DA-N. 26 Grove St., zone 15. Phone Jackson 5-0801. TWX 372. Travelers Broadcasting Service Corp. (original owner).

Network NBC, New England Regional Net. Rep Christal.

Paul W. Morency, pres; Walter C. Johnson, vp & gen mgr; Bernard L. Mullins, vp, public relations; Robert E. Lucas, program mgr; Robert S. Tyrol, assistant gen sales mgr; Eugene J. Murriaty, promotion mgr; Herman D. Taylor, chief engineer & plant mgr; Tom Eaton, news director; Frank Atwood, farm director; Jean Colbert, women's director.

WTIC-FM (Feb. 5, 1940): 96.5 mc; 8 kw. Licensee, address and staff same as WTIC (above).
WTIC-TV: Tv companion of WTIC-AM-FM.

MANCHESTER, Hartford County

WINT (May 18, 1958): 1230 kc; 250 w. P. O. Box 946. Phone Mitchell 3-2491. Manchester Broadcasting Co. (original owner).

John Deme, pres & gen mgr; Joseph Girard, operations mgr; Henry Roberts, chief engineer; Ronald Soble, news director.

MERIDEN, New Haven County

WMMW (June 1946): 1470 kc; 1 kw-D. 99 Colony St. Phone Beverly 5-5747. Silver City Crystal Co. (original owner).

Rep Clark.
Carl A. Schultz, pres; Gustav A. Krutt-schnitt, gen mgr; Jack Durkin, coml mgr & promotion mgr; Lester H. Fox, program direc-

tor; John F. Rouche, chief engineer; Tracy Garneau, news director.
WMMW-FM (1947): 95.7 mc; 7 kw. Same as WMMW (above).

MIDDLETON, Middlesex County

WCNX (1948): 1150 kc; 500 w-D. 460 Main St. Phone Diamond 7-2565. Middlesex Broadcasting Co. (original owner).

Rep Devney; Nona Kirby (Boston).
Richard J. O'Brien, pres; William J. O'Brien Jr., gen mgr; William J. Glynn, station mgr & program director.

NEW BRITAIN, Hartford County

WHAY (1949): 910 kc; 5 kw, DA-2. 22 Grove Hill. Phone Baldwin 2-2721. Central Connecticut Broadcasting Co.

Network Connecticut State Net. Rep Pearson; Kirby.
Specialty programs: Italian, 19 hrs. wkly.

Aldo DeDominicis, sec-treas; Charles Bell Jr., station mgr & coml mgr; Gene Orland, chief announcer; Hillis Holt, chief engineer; Robert Regan, news director; Betty Kimball, women's director.

WKNB (Aug. 6, 1946): 840 kc; 1 kw, DA-2. 1422 New Britain Ave., West Hartford, zone 10. Phone Adams 3-8551. New Britain Broadcasting Co. (acquired station 1956). (See NBC stations in "Group Ownership").

Rep Bolling.
Specialty programs: Polish, 3 hrs. wkly.

Peter B. Kenney, vp & gen mgr; Erwin Needles, sales mgr; Robert W. Bray, program mgr; Francis A. Wooding, promotion mgr; John P. Shipley, operations mgr; Barry Parents, news director.

NEW HAVEN, New Haven County

WAVZ (Sept. 17, 1947): 1300 kc; 1 kw, DA-N. 152 Temple St., zone 10. Phone Spruce 7-4761. The WAVZ Broadcasting Corp. (acquired station July 20, 1949).

Rep. Hollingbery; Kettell-Carter (New England).
Daniel W. Kops, pres & gen mgr; Richard J. Monahan, executive vp; Erwin J. Markle, vp of programming; Marvin Rosenblatt, sales mgr; Samuel S. Barstein, promotion mgr; Frederick H. Brill, chief engineer; George T. Phillips, news director; Joann I. Reilly, women's director.

WELI (October 1935): 960 kc; 5 kw, DA-1. 1 kw-N. DA-N. 221 Orange St., zone 10. Phone University 5-1133. TWX 199. Connecticut Radio Foundation (acquired station May 1, 1945).

Rep H-R Reps; Wheeler (Boston).
Richard W. Davis, pres, gen mgr & program director; E. H. Schweitzer, coml mgr; F. T. King, chief engineer; J. Porter, news director.

WELI-TV: Tv companion of WELI-AM-FM.
WNHC (1944): 1340 kc; 250 w. Phone Chapel St. Phone Spruce 7-3611. TWX 571. Triangle Publications (Radio & TV Div.) (acquired station Aug. 28, 1956). (See "Newspaper Ownership" and Triangle stations in "Group Ownership").

Network ABC. Rep McGavren-Quinn.
H. George Carroll, gen mgr; Lee Manson, program mgr; Howard Weron, chief engineer.

WNHC-FM (1948): 93.1 mc; 105.9 mc. Same licensee, address and staff as WELI (above).
WNHC-TV: Tv companion of WNHC-AM-FM.

Network ABC, MBS, Yankee. Rep McGavren-Quinn.
H. George Carroll, gen mgr; Lee Manson, program mgr; Howard Weron, chief engineer.

WNHC-FM (1948): 93.1 mc; 105.9 mc. Same licensee, address and staff as WELI (above).
WNHC-TV: Tv companion of WNHC-AM-FM.

Network ABC, MBS, Yankee. Rep McGavren-Quinn.
H. George Carroll, gen mgr; Lee Manson, program mgr; Howard Weron, chief engineer.

WNHC-FM (1948): 93.1 mc; 105.9 mc. Same licensee, address and staff as WELI (above).
WNHC-TV: Tv companion of WNHC-AM-FM.

Network ABC, MBS, Yankee. Rep McGavren-Quinn.
H. George Carroll, gen mgr; Lee Manson, program mgr; Howard Weron, chief engineer.

WNHC-FM (1948): 93.1 mc; 105.9 mc. Same licensee, address and staff as WELI (above).
WNHC-TV: Tv companion of WNHC-AM-FM.

Network ABC, MBS, Yankee. Rep McGavren-Quinn.
H. George Carroll, gen mgr; Lee Manson, program mgr; Howard Weron, chief engineer.

WNHC-FM (1948): 93.1 mc; 105.9 mc. Same licensee, address and staff as WELI (above).
WNHC-TV: Tv companion of WNHC-AM-FM.

Network ABC, MBS, Yankee. Rep McGavren-Quinn.
H. George Carroll, gen mgr; Lee Manson, program mgr; Howard Weron, chief engineer.

WNHC-FM (1948): 93.1 mc; 105.9 mc. Same licensee, address and staff as WELI (above).
WNHC-TV: Tv companion of WNHC-AM-FM.

Network ABC, MBS, Yankee. Rep McGavren-Quinn.
H. George Carroll, gen mgr; Lee Manson, program mgr; Howard Weron, chief engineer.

WNHC-FM (1948): 93.1 mc; 105.9 mc. Same licensee, address and staff as WELI (above).
WNHC-TV: Tv companion of WNHC-AM-FM.

Network ABC, MBS, Yankee. Rep McGavren-Quinn.
H. George Carroll, gen mgr; Lee Manson, program mgr; Howard Weron, chief engineer.

WNHC-FM (1948): 93.1 mc; 105.9 mc. Same licensee, address and staff as WELI (above).
WNHC-TV: Tv companion of WNHC-AM-FM.

Network ABC, MBS, Yankee. Rep McGavren-Quinn.
H. George Carroll, gen mgr; Lee Manson, program mgr; Howard Weron, chief engineer.

WNHC-FM (1948): 93.1 mc; 105.9 mc. Same licensee, address and staff as WELI (above).
WNHC-TV: Tv companion of WNHC-AM-FM.

Box 368. Phone Evergreen 8-3546. Long Island Sound Radio Corp. (original owner).
Joseph Peter Trantino, pres & gen mgr; Phillip Cahill, coml mgr; Donald Hansen, program director; Hillis Holt, chief engineer; Paul Bernardo, news director; Vivian N. Trantino, women's director.

PUTNAM, Windham County

WPCT (May 3, 1953): 1350 kc; 1 kw-D. 42 Main St. Phone Walnut 8-2721. The Israel Putnam Broadcasting Co. (original owner).

Specialty programs: French, 3½ hrs. wkly.
Roland A. Goyette Sr., pres; Henry E. Breaud, gen mgr & coml mgr; Rene Cole, program director; Lester J. Phillips, chief engineer; Oscar Lussier, news & farm director; Marg S. Storm, women's director.

STAMFORD, Fairfield County

WSTC (1941): 1400 kc; 250 w. 270 Atlantic St. Phone Davis 4-7575. TWX 587. Western Connecticut Broadcasting Co. (acquired station 1946). (See "Newspaper Ownership").

Network ABC, Connecticut State Net. Rep Everett-McKinney; Foster-Creed.
Specialty programs: Italian, 2 hrs. wkly.; Polish, 1 hr. wkly.; Negro, ½ hr. wkly.

Kingsley Gillespie, pres; Julian Schwartz, gen mgr; Michael Hauptman, program director; Robert Reynolds, chief engineer.

WSTC-FM (1947): 96.7 mc; 650 w. Duplicates WSTC (above).
STORRS, Tolland County
***WHUS (FM)** (1957): 90.5 mc; 10 w. Student Union Bldg. U. of Connecticut (original owner).

*Non-commercial educational

TORRINGTON, Litchfield County

WBZY (1947): 990 kc; 1 kw-D. 127 Main St. Phone Hunter 9-4173. Pioneer States Broadcasters Inc. (acquired station April 23, 1958).

Specialty programs: Italian, 7 hrs. wkly.; Polish, 1 hr. wkly.

Albert L. Capstaff, pres & gen mgr; Alex Pernal, coml mgr; Joseph L. Storm, program director & news director; Rogers B. Holt, chief engineer; Raymond Atherton, farm director.

WTOR (Jun. 29, 1948): 1490 kc; 250 w. 93 Perkins St. Phone Hunter 9-4181. Torrington Broadcasting Co. (acquired station April 1955).

Network MBS, Yankee Connecticut State Net. Rep Rambau, Vance & Hopple; Walker-Rawalt (New England).

Specialty programs: Italian, 3½ hrs. wkly.; Polish, 2 hrs. wkly.

Edmund William Waller, pres & gen mgr; Alfred G. Eyre, station mgr & coml mgr; Alan Field, program director; David Morse Eller, chief engineer.

WATERBURY, New Haven County

WATR (June 15, 1934): 1320 kc; 1 kw, DA-1. 440 Meadow St., zone 2. Phone Plaza 5-1121. TWX 195. WATR Inc. (original owner).

Network ABC, Connecticut State Net. Rep McGavren-Quinn.
Specialty programs: Italian, 3 hrs. wkly.; Polish, 3 hrs. wkly.; Lithuanian, 1 hr. wkly.

Harold Thomas, pres; Sam Elman, gen mgr & coml mgr; Jordan Kaplan, program director; Fred Erwin, promotion mgr; Andrew Toross, chief engineer; Paul Chamberlain, news director; Astrid Curtis, women's director.

WATR-TV: Tv companion of WATR.
WBRY (1934): 1590 kc; 5 kw, DA-1. 136 Grand St. Phone Plaza 3-1125. American-Republican Inc. (original owner). (See "Newspaper Ownership").

Network CBS, CNEN. Rep Avery-Knodel, Kettell-Carter (Boston).

Murray L. Grossman, coml mgr; Walter O. Howard, program director; Frank B. Hales, chief engineer.

WWCO (1946): 1240 kc; 250 w. 65 Bank St. Phone Plaza 4-5141. WWCO Inc. (acquired station July 22, 1958).

Network MBS, Yankee. Rep Masla.
Specialty programs: Italian, 2 hrs. wkly.; Polish, 1½ hrs. wkly.; Lithuanian, 1½ hrs. wkly.

Herbert Bloomberg, pres; Gene Valentino, gen mgr; Charles Day, program director; Martin Miller, chief engineer.

WEST HARTFORD, Hartford County

WENB (see New Britain).

WILLIMANTIC, Windham County

WILI (Oct. 5, 1957): 1400 kc; 250 w. Route Six at Airport Road. Phone Harrison 3-1621. The Windham Broadcasting Co. (original owner).

Rep Grant.
Specialty programs: French, 1 hr. wkly.

Roland A. Goyette Sr., pres-treas & coml mgr; Lester J. Crowley, station mgr & program director; William Lackenbauer, promotion mgr; Thomas Pollitt Jr., chief engineer.

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Radio Stations CONTINUED

COLORADO CONTINUED

GOLDEN, Jefferson County

KPML-FM (See Denver listing).

KGOL (December 1957): 1256 kc; 1 kw-D, DA, 1220 Washington. Phone Crestview 9-3378. Golden Radio Inc. (original owner).

Robert F. Johnson, gen mgr & program director; Don E. Jackson, coml mgr; Stanley J. Simpson Jr., chief engineer.

GRAND JUNCTION, Mesa County

KEXO (Feb. 29, 1948): 1230 kc; 250 w, 2508 North Ave. Phone Chapel 3-1230. Voice of Western Colorado Inc. (original owner).

Rep Onkes.
D. Spencer Grow, pres; H. Abbott Tessman, gen mgr; Robert Collins, coml mgr & program director; Mildred Fuller, promotion mgr; James Elcher, chief engineer & farm director; Frank Gibbs, news director; Jane Elbon, women's director.

KREX (May 1, 1928): 920 kc; 5 kw-D, 500 w-N, Hillcrest Manor. Phone Chapel 2-5000. Western Slope Broadcasting Co. (original owner).

Network MBS, Western Slope Net. Rep Holman.

Rex Howell, pres & gen mgr; Bob McMahan, coml mgr & program director; Roy Adamson, promotion mgr; Cecil Whitechurch, chief engineer; Doug Weikle, news director; Bill Cleary, sports director; Helen Rose, women's director.

KREX-TV: Tv companion of KREX.
KSTR (July 19, 1957): 620 kc; 5 kw-D, Uranium Center Bldg. Phone Chapel 3-1722. Mountain States Broadcasting Corp. (original owner).

Rep Grant.
E. Anson Thomas, pres & gen mgr; William F. Maurer, coml mgr; Ralph Seeley, program director & promotion mgr; Charles C. Hay, chief engineer; Jack Walsh, news director; Gene King, farm director; June Lee, women's director.

GREELEY, Weld County

KFEA (May 21, 1921): 1310 kc; 1 kw, DA-N, 620 8th Ave. Phone Elgin 2-4421. Mid-Western Radio Corp. (acquired station May 1929).

Rep Holman.
H. E. Green, pres; Ralph H. Green, gen mgr; Virginia Sears, coml mgr; June Groves, program director; Harry Brewer, chief engineer; Charles Sumerau, news director; Larry Kirk, farm director; Sue Mosier, women's director.

KYOU (August 1948): 1450 kc; 250 w, 2424 Sixth Ave. Phone Elgin 2-0262. Meroco Broadcasting Co. (original owner).

Network Intermountain. Rep Continental.
Specialty programs: Spanish, 4 hrs. wkly.
Elwood H. Meyer, pres & mgr; Everett Shupe, coml mgr; Donald Dilley, program director; Lynne Wilkerson, traffic director; Roland Reed, chief engineer; Jose Ruibal, Spanish programming director; Glen Stutzman, farm director; Kay Girault, women's director.

LA JUNTA, Otero County

KBNZ (1937): 1400 kc; 250 w, 117 W. Third. Otero Broadcasting Co. (acquired station 1952).

Network MBS, Intermountain. Rep Indie Sales.
M. S. Morrison, pres; R. D. McGregor, gen mgr, promotion mgr & chief engineer; Mark Roy, coml mgr; John Doenges, program director; Fred Abernethy, news director & sports director; Mick Alger, farm director; Rosemary McGregor, women's director.

LAKEWOOD, Jefferson County

KLAK (Jan. 8, 1955): 1600 kc; 1 kw, DA-N, 1315 Oak St. zone 15. Phone Belmont 3-5525. Lakewood Broadcasting Service (original owner).

Rep Bernard.
Maurice J. DeVolt, pres & gen mgr; Julia W. DeVolt, coml mgr; Edythe G. Walker, program director; Carson Pinkley, chief engineer; Bob Davies, news director; Gus Swanson, farm director.

LAMAR, Prowers County

KLMC (July 26, 1948): 920 kc; 1 kw-D, 500 w-N, DA-N, P. O. Box 632. Phone 804. Southeast Colorado Broadcasting Co. (original owner). (See "Newspaper Ownership").

Network MBS, Keystone, Intermountain. Rep Continental Radio Sales.
Ralph Eaton, pres; Dennis Behan, gen mgr; William M. Jack Jr., coml mgr & promotion mgr; J. William Adams, program director & farm director; Jack F. Connally, chief engineer; Sid Scheiner, news director; Sally Diller, women's director.

LEADVILLE, Lake County

KLVC (1951): 1230 kc; 250 w, 520 W. Sixth. Phone 70. Raymond E. Roberts (acquired station March 1956).

Raymond E. Roberts, pres & gen mgr.

LITTLETON, Arapahoe County

KUDY (Aug. 10, 1957): 1510 kc; 1 kw, DA-1, 140 Woodlawn Center. Phone Pyramid 4-4211. Skyline Broadcasting Inc. (original owner).

Rep Grant.
J. Kenneth Brothers, pres; W. F. Angerer, sec-treas; Dean D. Jarvis, gen mgr; Ted Haas, coml mgr; Glenn K. Bell, program director; Richard K. Cline, promotion mgr; Walton W. Wilson, chief engineer; Tony Larson, news director; Al Means, farm director.

LONGMONT, Boulder County

KLMO (1949): 1050 kc; 250 w-D, P. O. Box 799. Phone Prospect 6-2323. Judson G. Rosebush (acquired station July 31, 1958).

Specialty programs: Spanish, 5 hrs. wkly.
Judson G. Rosebush, pres; Larry Dietz, gen mgr; Donald McLean, coml mgr; Henry L. Ankeny, chief engineer.

LOVELAND, Larimer County

KLOV (June 10, 1955): 1570 kc; 250 w-D, 1440 E. Sixth St. Phone Normandy 7-3950. Loveland Broadcasters (acquired station Aug. 1, 1956).

Network Keystone.
William R. Vogel, owner & gen mgr; Charles D. Gerrard, program director; W. O. Corrick, promotion mgr & farm director; Harold P. Bartz, chief engineer; Lee M. Anderson, women's director.

MANITOU SPRINGS, El Paso County

KCMS (July 1953): 1490 kc; 100 w, Box 592. Phone Mulberry 5-5776. Garden of the Gods Broadcasting Co. (original owner).

Mr. & Mrs. C. M. Edmonds, owners; Cecil Seavy, coml mgr; Jack Chandler, program director.

KCMS-FM (July 1953): 102.7 mc; 10 kw. Same licensee and staff as KCMS (above).

MONTE VISTA, Rio Grande County

KSLV (1954): 1240 kc; 250 w, 109 Adams St. Phone 553. Colorado Radio Corp.

Network Colorado Net.
Jerry Rhoads, station mgr.

MONTROSE, Montrose County

KUBC (1946): 580 kc; 5 kw-D, 1 kw-N, DA-N, P. O. Box 279. Phone Cherry 9-4546. Uncompre Broadcasters Co. (acquired station Sept. 25, 1947).

Network Keystone, Colorado Net. Rep Belling.
George Cory, pres & gen mgr; Jim Belcher, coml mgr (Montrose); Lee DeMoss, coml mgr (Alta, Colo.); Ed DeJulio, program director; Norman Price, chief engineer; George, farm director.

PUEBLO, Pueblo County

KCSJ (June 1947): 580 kc; 1 kw, DA-1, 2226 Tv Lane. Phone Lincoln 4-5782. TWX 8276. Star Broadcasting Co. (acquired station 1954).

Rep Pearson.
Specialty programs: Slovenian, 1½ hrs. wkly.
Cliff H. Irix, gen mgr & program director; Howard Myers, coml mgr; Kenneth Renfrow, chief engineer; Jon Giguere, news director; Evelyn Caldwell, women's director.

KCSJ-TV: Tv companion of KCSJ.
KDZA (Dec. 29, 1947): 1230 kc; 250 w, 3011 Elizabeth. Phone Lincoln 4-5678. Pueblo Radio Co. (original owner).

Network Keystone. Rep Devney.
Specialty programs: Spanish, 8 hrs. wkly.; Polish, 5 hrs. wkly.
Dee B. Crouch, pres, gen mgr & chief engineer; William H. Beck, coml mgr & program director; Jack Campbell, news director; John Patrick, farm director; Ray Poole, women's director.

KPEL (1956): 970 kc; 1 kw-D, 4411 Goodnight Ave. Phone Lincoln 3-3566. KFEL Inc. (original owner).

Frank Donald Hall, pres.
KGHF (1928): 1350 kc; 5 kw-D, 1 kw-N, DA-N, P. O. Box 293. Phone Lincoln 2-5570. Gifford Phillips (acquired station 1948).

Network ABC, MBS, Intermountain. Rep Gill-Perna.
Specialty programs: Spanish, 1 hr. wkly.
Gifford Phillips, pres; Robert D. Ellis, director of operations; John C. Lee, gen mgr & coml mgr; Christine Pratterelli, program director; Roy L. Gallagher, chief engineer; Tim Marek, news director.

ROCKY FORD, Otero County

KAVI (Jan. 16, 1956): 1320 kc; 1 kw-D, P. O. Box 632. Phone 248. Ray J. Williams (acquired station July 15, 1958).

Rep Pearson.
Specialty programs: Spanish, 6 hrs. wkly.
Ray J. Williams, pres & gen mgr; R. M. Cardwell, assistant mgr; Richard Farrell, program director; Dale Redlingschafer, chief engineer.

SALIDA, Chaffee County

KVRH (1948): 1240 kc; 250 w, P. O. Box 188. Phone 20. Heart of the Rockies Broadcasting Co.

Network Intermountain. Rep George F. Hopewell.
Al Walk, pres; Svea T. Ayers, mgr.

STERLING, Logan County

KGEK (1925): 1230 kc; 250 w, P. O. Box 830. Phone Lawrence 2-1607. Elmer G. Beehler.

Elmer G. Beehler, pres, gen mgr & chief engineer.

KOLR (March 22, 1955): 1490 kc; 250 w, P. O. Box 869. Phone Lawrence 2-1740. High Plains Broadcasting Co. (original owner).

Network MBS, Intermountain. Rep Holman.

Russ Stewart, pres; John Gazdik, gen mgr; Robert J. Duffy, coml mgr & chief engineer; Clarence Lebsack, farm director; Carmen Lenihan, women's director.

TRINIDAD, Las Animas County

KCRT (May 21, 1946): 1240 kc; 250 w, P. O. Box 772. Phone Victor 6-3212. KCRT Inc. (acquired station May 1, 1952).

Network MBS, Keystone, Intermountain. Rep Indie Sales.
Specialty programs: Spanish, 9 hrs. wkly.; Italian, 3 hrs. wkly.

E. M. Cooper, pres, gen mgr & chief engineer; Pete DeLuca, program director; John O'Conner, news director; Mildred Cooper, women's director.

WALSENBURG, Huerfano County

KFLJ (July 20, 1957): 1380 kc; 1 kw-D, Box 593. Phone 111. Floyd Jeter (original owner).

Specialty programs: Spanish, 10½ hrs. wkly.

Floyd Jeter, owner, gen mgr & chief engineer; Lee Jeter, program director; Dave Mockmore, news director.

CONNECTICUT

ANSONIA, New Haven County

WADS (May 8, 1956): 690 kc; 500 w-D, DA, Capitol Bldg. Phone Regent 5-4606. Valley Broadcasting Co. (original owner).

Rep Walker-Rawalt.
Specialty programs: Polish, 3½ hrs. wkly.; Italian, 1½ hrs. wkly.; Yiddish, 1 hr. wkly.
Sydney E. Byrnes, pres, gen mgr & coml mgr; Wes Hobby, program director; Barbara Siscuolo, promotion mgr; Lisle A. Dorian, chief engineer; Alan R. Fletcher, news director.

BRIDGEPORT, Fairfield County

WICC (1925): 600 kc; 1 kw-D, 500 w-N, DA-1, Box 9140. Phone Amherst 8-1607. TWX 366. Bridgeport Broadcasting Co. (acquired station Jan. 25, 1952).

Rep Young.
Philip Merryman, pres & gen mgr; Manning Slater, vp for sales; Frank Delfino, program director; Cameron Mackenzie, promotion mgr; Pat Urbano, chief engineer; Bill Whalen, news director.

WICC-TV: Tv companion of WICC.
WNAB (1941): 1450 kc; 250 w, 291 Broad St. Phone Edison 2-3112. WNAB Inc. (original owner).

Network ABN, MBS, Yaakee Net, Connecticut State Net.
Rep McGavren-Quinn; Nona Kirby (Boston).
Harold Thomas, pres; John Ellinger, gen mgr & coml mgr; Harry Luke, program director.

BRISTOL, Hartford County

WBIS (October 1948): 1440 kc; 500 w-D, 183 Main St. Phone Ludlow 3-9255. Bristol Broadcasting Corp. (acquired station April 1, 1954).

Rep Rambeau, Vance, Hoppell.
Specialty programs: Italian, 1 hr. wkly.
Eric S. Hatch, pres; Richard C. Kilbourn, vp, gen mgr & coml mgr; Joseph Barbarete, program director & news director; Justin Tarnowski, chief engineer.

BROOKFIELD, Fairfield County

WGHT (FM) (July 14, 1957): 95.1 mc; 20 kw, Box 11. Phone Spring 5-9995. Eastern Broadcasting System (original owner).

A. J. Detzer, pres; Frederick Gennert, coml mgr; Donald Detzer, program director; Walter Hollis, chief engineer.

DANBURY, Fairfield County

WLAD (October, 1947): 800 kc; 250 w-D, 207 Main St. Phone Pioneer 8-3565. Berkshire Broadcasting Corp. (original owner).

Rep Indie Sales.
Specialty programs: Polish, 1 hr. wkly.
James E. Lee, chief owner; Sol Robinson, gen mgr & coml mgr; Paul Baker, program director; Rudl Czech, chief engineer; Abe Najamy, news director; Leroy Chapman, farm director; Virginia Wren, women's director.

WLAD-FM (December 1954): 98.3 mc; 340 w. Same licensee and staff as WLAD (above).

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Radio Stations CONTINUED

DELAWARE

DOVER, Kent County

WDOV (June, 1948): 1410 kc; 1 kw-D, P. O. Box 727, Phone Dover 5816, Dover Broadcasting Co. (acquired station March 1956) (See Henry Rau stations in "Group Ownership").

Rep. Headley-Reed.
Henry Rau, pres; Maxwell Marvin, gen mgr; William S. Cook, station mgr; John Masters, program director; Lloyd Smith, chief engineer; Bob Asher, farm director; Virginia Bracken, women's director.

WDOV-FM (November 1955): 94.7 mc; 2.8 kw. Duplicates WDOV (above).

WKEN (March 1957): 1600 kc; 500 kw-D. Dover Hotel, Phone 5797, Coastal Carolina Broadcasting Corp. (original owner) (See James Olin Tice Jr. Stations in "Group Ownership").

Rep. Webb.
Olin Tice Jr., pres; Joe Morris, gen mgr; Jack Harris, coml mgr; Tim Fredericks, program director; Lewis Parrish, chief engineer; Seymour Becker, news director; George Vappa, farm director; Lula Wilson, women's director.

GEORGETOWN, Sussex County

WJWL (June 1952): 900 kc; 1 kw-D, DuPont Highway, Phone Georgetown 2567, Rollins Broadcasting of Delaware (original owner) (See Rollins Stations in "Group Ownership").

Rep. Rollins (New York, Chicago & St. Louis).
O. Wayne Rollins, pres; Charles R. Maillet, gen mgr; John C. Calhoun, program director; Edward Marzoa, chief engineer; Lester T. Coleman, farm director.

MILFORD, Kent & Sussex Counties

WKSJ (1953): 930 kc; 500 kw, DA-D, P. O. Box 443, Phone 8881, Kent-Sussex Broadcasting Co.

Herbert M. Griffith Jr., partner & coml mgr; Charles V. Lundstedt, partner & operations mgr; Borden E. Smith, program director.

SEAFORD, Sussex County

WSUX (1955): 1280 kc; 1 kw-D, P. O. Box 527, Phone 7933, Elizabeth & W. Courtney Evans.

Elizabeth Evans, co-owner, gen mgr, coml mgr; A. Harry Zoog, chief engineer.

WILMINGTON, New Castle County

WAMS (1947): 1380 kc; 1 kw, DA-1, 414 French St., Phone Olympia 4-8881, Rollins Broadcasting Inc. (original owner) (See Rollins Stations in "Group Ownership").

Rep. Rollins (New York, Chicago, St. Louis).
O. Wayne Rollins, pres; Charles W. Stone,

gen mgr; Ed Sloan, coml mgr; Roger Holmes, program director; Tim Crow, promotion mgr; Fitzgerald McDaniels, chief engineer.

WDEL (Jan. 1, 1922): 1150 kc; 3 kw, DA-2, 10th & King Sts., zone 1, Phone Olympia 8-7268, TWX WL 398, Delmarva Broadcasting Co. (acquired station 1931) (See "Newspaper Ownership" and Stefman Stations in "Group Ownership").

Network NBC, Rep. Meeker.
Clair R. McCollough, station executive; J. Robert Gulick, assistant gen mgr in charge of sales; Thomas R. Nunan Jr., national sales mgr; Harvey C. Smith, station mgr; Paul I. Woodland, promotion mgr; J. E. Mathai, technical director.

WDEL-FM (1959): 93.7 mc; 20 kw. Same license, address and staff as WDEL (above).

WILM (1921): 1150 kc; 250 w., 926 King St., zone 1, Phone Olympia 4-7771, TWX WL 280 Delaware Broadcasting Co. (acquired station 1949).

Network ABC, Rep. Bolling.
Specialty programs: Negro, 15 hrs. wkly.
Ewing B. Hawkins, pres; Jackson F. Lee, vp, gen mgr & sales mgr; Richard B. Holmes, program director; Eugene Szymanski, chief engineer; Harry P. Thelma, news director; Marjorie Price, women's director.

WJBR (FM) (Jan. 31, 1957): 99.5 mc; 20 kw, 2617 Ebright Road, zone 3, Phone Olympia 4-2223, John Brauchamp Reynolds (original owner).

John B. Reynolds, owner; John B. Reynolds Jr., program director; Robert R. Walsh, chief engineer.

WTUX (1947): 1290 kc; 1 kw-D, 14th & Market Sts., Phone Olympia 5-8821, Fort Freer Broadcasting Co. (original owner).

Rep. Walker-Rawall, New York, Morton Lowenstein (Philadelphia).

Specialty programs: Italian, 1 hr. wkly.; Polish, 1 hr. wkly.; Yiddish, 3/4 hr. wkly.; Negro, 3/4 hr. wkly.

Gordon K. MacIntosh, pres & gen mgr; William S. Ewing, coml mgr; Donald Mathewson, program director; Henry Cook, promotion mgr; Dominick DePangrazio, chief engineer; Bill Pfeiffer, news director; Martha O'Dell, women's director.

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Radio Stations CONTINUED

DISTRICT OF COLUMBIA

WASHINGTON, District of Columbia

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

WASH (FM) (1943): 97.1 mc, 15 kw, 1319 P St., N.W. Phone District 7-1319. Commercial Radio Equipment Co.

Rep Best, Good Music Broadcasters. Jean M. Dillard, mgr; Kathryn Epstein, sales mgr; Richard Patrick, program mgr; Eugene V. Jurasinski, chief engineer; Fred Drake, news editor.

Affiliated with WIDN, Wheaton, Md.

WDON (See Wheaton, Md., listing).

WEAM (See Arlington, Va., listing).

WFAZ (See Falls Church, Va., listing).

WGAY (See Silver Spring, Md., listing).

WGMS (1946): 570 kc, 5 kw-D, 1 kw-N, DA-2.

Hotel Harrington, zone 4. Phone Executive 3-8676. RKO Teleradio Pictures Inc. (acquired station Jan. 2, 1958) (See RKO Teleradio Pictures Stations in "Group ownership").

Network MBS, Rep Simmons. Thomas E. O'Neil, pres; Perry P. Walters, sales mgr; Charles O. Wood, program director; Nicholas J. Choumas, chief engineer.

WGMS-FM (1948): 103.5 mc; 20 kw. Duplicates WGMS (above).

WINK (See Rockville, Md., listing).

WMAL (1925): 630 kc; 5 kw, DA-1, 4161 Connecticut Ave., N.W., zone 8. Phone Kellogg 7-1190. TWX 50. Evening Star Broadcasting Co. (acquired station May 1, 1938) (See "Newspaper Ownership").

Network ABC. Rep H-It Representatives. John W. Thompson Jr., pres; Frederick S. Houwink, gen mgr; Bert Libin, coml mgr; Duncan Miller, program director & promotion mgr; Allan T. Powley, chief engineer.

WMAL-FM (May 15, 1948): 107.3 mc; 20 kw. Same licensee, address and staff as WMAL (above).

WMAL-TV. TV companion of WMAL-AM-FM.

WOL (1924): 1450 kc; 250 w, 2000 P St., N.W.

zone 6. Phone Hobart 2-3900. Washington Broadcasting Co. (acquired station Nov. 15, 1953). (See Henry Rau stations in "Group ownership").

Rep Headley-Reed. Specialty programs: Italian, 2½ hrs. wkly.; Greek, 1 hr. wkly.; Spanish, ½ hr. wkly.

Henry Rau, pres; Charles Dillon, vp; Maxwell Marvin, mgr; Robert Richards, coml mgr; Patrick Kelly, business mgr; Lloyd Smith, chief engineer.

WOL-FM (1946): 98.7 mc; 20 kw. Duplicates WOL (above).

WOOK (1940): 1340 kc; 250 w, 8th & I Sts., N. W. Phone Republic 7-8000. United Broadcasting Co. (acquired station 1951). (See United Broadcasting Co. Stations in "Group Ownership").

Specialty programs: Negro, 100%. Richard Eaton, pres; John Panagos, vp & gen mgr; Odis Von Blasingame, coml mgr; Cliff Holland, program director; E. E. Stephens, chief engineer; Al Jefferson, news director; Nat Albright, sports director.

WFAN (1918): 100.3 mc; 94 kw. Duplicates WOOK (above).

WFGC-AM-FM (See Oakland, Md., listing)

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Radio Stations CONTINUED

DISTRICT OF COLUMBIA CONTINUED

WPIK (See Alexandria, Va., listing)
WRC (Aug. 1, 1923): 980 kc; 5 kw, DA-N. 4001 Nebraska Ave., zone 16. Phone Emerson 2-4000. TWX 89. National Broadcasting Co. (original owner). (See NBC stations in "Group Ownership").

Network NBC. Rep NDC Spot Sales.
 Carleton D. Smith, vp & gen mgr; Joseph Goodfellow, station mgr; Harry A. Karr Jr., sales mgr; William C. Grayson, program mgr; Ralph R. McCawley, mgr of promotion & advertising; Lefferts A. McClelland, director of operations; Cassius Keller, news director.

WRC-FM (Aug. 1, 1923): 93.9 mc; 20 kw. Duplicates programs of WRC (above).

WRC-TV: Tv companion of WRC-AM-FM.
WENC (FM) (See Oakland, Md., listing).
WTOP (Oct. 20, 1932): 1500 kc; 50 kw, DA-2. Broadcast House, zone 16. Phone Emerson 2-9300. TWX WA-63. The Washington Post Co. (acquired station Feb. 9, 1949). (See "Newspaper Ownership" and Washington Post stations in "Group Ownership").

Network CBS. Rep CBS Radio Spot Sales.
 John S. Hayes, pres; Lloyd W. Dennis Jr., gen mgr; Robert W. Schellenberg, sales mgr; Charles Crawford, sales development mgr; Patricia A. Searight, program director; Laurence B. Gordon, promotion mgr; Clyde M. Hunt, vp for engineering; Granville Klink, chief engineer.

WTOP-FM (1946): 96.3 mc; 20 kw. Duplicates WTOP (above).

WTOP-TV: Tv companion of WTOP-AM-FM.

WUST-AM-FM (See Bethesda, Md., listing).
WWDC (1941): 1260 kc; 5 kw, DA-2. 1627 K St., N.W., zone 6. Phone Tuckerman 2-7600. TWX WA-286. WWDC Inc. (acquired station 1942).

Rep Blair.
 Ben Strouse, pres & gen mgr; Herman Paris, vp & national sales mgr; Max Sherman, local sales mgr; Norman Reed, vp & program director; Ross Beville, vp & chief engineer; Jo Wilson, promotion director; Joseph K. Phipps, news director; Harriet Kogod, publicity director.

WWDC-FM (1947): 101.1 mc; 20 kw. Licensee, address and staff same as WWDC (above).

FLORIDA

ARCADIA, De Soto County

WAPG (1955): 1480 kc; 1 kw-D. P. O. Box 676. Phone 726. Arcadia-Punta Gorda Broadcasting Co.
 Paul Howell, gen mgr.

ARLINGTON, Duval County

WPEG (Nov. 1, 1937): 1220 kc; 250 w-D. Arlington Plaza (Arlington) Jacksonville, zone 11. Phone Raymond 4-2188. Regional Broadcasting Co. (acquired station May 1958). (See Harold E. and Helen W. Kink Stations under "Group Ownership").

Network MBS.
 Harold E. King, owner; Arman Reinke, gen mgr & coml mgr; Bill Baker, program director; Dana Angel, promotion mgr; Frank Groscholz, chief engineer; Shirley Jean, women's director.

ATLANTIC BEACH, Duval County

WTK (Jan. 27, 1958): 1600 kc; 1 kw-D. 1611 Atlantic Blvd., zone 1. Phone Cherry 6-3695. Ocean Beach Broadcasting Co. (acquired station April 1957).

W. H. Adams Jr. and Florence V. Adams, owners; Robert K. Lynch, gen mgr & chief engineer; Bernie Adams, program director; William Park White Jr., news director; Nellie A. Lynch, women's director.

AUBURNDALE, Polk County

WTWB (Oct. 10, 1956): 1570 kc; 1 kw-D. P. O. Box 7. Woodlawn 7-1129. J. M. Hughey (acquired station February 1957).

L. M. Hughey, owner; Richard W. Boyce,

gen mgr; program & promotion mgr; W. J. Bain, coml mgr; D. A. Brienens, chief engineer; Ruth Kostyo, women's director.

AVON PARK, Highland County

WAVP (Nov. 3, 1957): 1390 kc; 1 kw-D. Jacaranda Hotel. Phone Glendale 2-6001. Albert B. Gale. (acquired station August 1958).

Rep Best.
 Albert B. Gale, owner & gen mgr; Thomas Moore, chief engineer; John Gilbert, news director; Leona Maxwell, women's director.

BARTOW, Polk County

WBAR (1953): 1460 kc; 1 kw-D. Box 820. Phone 2-7111. WBAR Inc. (acquired station Jan. 27, 1955).

Avera Wynne, pres; John F. Burgreen, gen mgr; Kenneth E. Shroyer, program director; Julian A. Duncan, chief engineer; Patricia S. Burgreen, women's director.

BELLE GLADE, Palm Beach County

WSWN (Oct. 5, 1947): 900 kc; 1 kw-D. Scarborough Bldg. Phone Wyman 6-2063. Seminole Broadcasting Co. (See Dee Rivers Stations in "Group Ownership").

Rep Stars National.
 Specialty programs: Negro, 12 hrs. wkly.
 E. D. Rivers Jr., chmn of bd; Marvin Smith, gen mgr; Al Harris, program director; C. S. Clemans, chief engineer; Bob Byrd, news director; Buzz Walker, farm director.

BRADENTON, Manatee County

WBBD (Oct. 23, 1957): 1420 kc; 1 kw-D. DA. P. O. Box 1038. Phone 6-2183. Sunshine State Broadcasting Co. (original owner).

Rep Meeker.
 Specialty programs: Negro, 1/2 hr. wkly.
 Robert R. Nelson, pres & gen mgr; Hal Meyer, coml mgr; Marlen Hager, chief engineer; Bette F. Nelson, women's director.

WTRL (1946): 1490 kc; 250 w. Memorial Pier. Phone 3-1496. Blue Skies Broadcasting Corp. (acquired station June 1, 1957).

Network Keystone. Rep Best.
 Lockwood Richard Doty II, pres & gen mgr; Ken McKendree, coml mgr; Tom Gillies, program director; Richard Lundy, chief engineer; Earl Kelly, farm director; Bunny Doty, women's director.

BROOKSVILLE, Hernando County

WKTS (not on air, target date not announced): 1450 kc; 250 w. Brooksville Broadcasting Service (acquired station August 1958).

William W. Johnson, W. L. Waring Jr., owners.

CHIPLEY, Washington County

WBGC (April 10, 1956): 1240 kc; 250 w. P. O. Box 605. Phone Mercury 8-1505. Tri-County Radio Broadcasters (original owner).

Edward C. Allmon, owner & chief engineer; Karl M. Richards, gen mgr; Lloyd D. Hart Jr., program director.

CLEARWATER, Pinellas County

WDCL (See Tarpon Springs listing).
WTAN (1948): 1340 kc; 250 w. 200 Pierce Blvd. Phone 3-3034. Clearwater Radio Inc. (acquired station February 1958).

Network Keystone. Rep Devney.
 Specialty programs: Negro, 1/2 hr. wkly.
 H. Dennison Parker, pres & gen mgr; Charles H. Adams, coml mgr; Gene A. Robinson, program director & chief engineer; Harold Falconier, promotion mgr; Howard Hartley, news director; Herb Williams, farm director; Joyce Ambrose, women's director.

COCOA, Brevard County

WEZY (Oct. 4, 1957): 1480 kc; 1 kw-D. 503 Forrest Ave. Phone 1309. Irving Braun (original owner).

Irving Braun, owner; Jay Schoof, gen mgr; Kelly Smith, coml mgr; Richard Olson, program director; John Shelton, chief engineer; Bill Backus, news director.

WEKO (Jan. 4, 1953): 860 kc; 1 kw-D. Box 1308. Phone 1020. Brevard Broadcasters Inc. (acquired station July 3, 1957).

Rep Best; Clayton.
 James H. Sawyer, pres; Carl Collins, gen mgr, coml mgr & chief engineer; Dale Wright, program director; John Fox, news director; Jimmy Oxford, farm director; Mercer Livermore, women's director.

CORAL GABLES, Dade County

WVCG (Feb. 13, 1948): 1070 kc; 1 kw-D. 377 Alhambra Circle, zone 34. Phone Highland 8-7411. Peninsular Broadcasting Corp. (original owner).

Rep Good Music Broadcasters; T. Clark (Chicago, San Francisco, Atlanta).
 George W. Thorpe, pres & gen mgr; Barbara Binns, assistant gen mgr; T. J. Carney, coml mgr; Jane O'Neil, promotion mgr; Thomas F. Middleton Jr., chief engineer.

CRESTVIEW, Okaloosa County

WONU (April, 1948): 1010 kc; 1 kw-D. P. O. Box 518. Phone Murray 2-2330. Gulfshores Broadcasting Co. (acquired station June 1955).

Network Keystone.
 Virginia M. O'Neal, pres; Sam F. Townsend,

gen mgr; Vernon C. Cooper, coml mgr; Dempsey E. Cooper, program director; Carolyn W. Townsend, women's director.

WJSB (Sept. 19, 1954): 1650 kc; 1 kw-D. Box 267. Phone Murray 2-3940. Crestview Broadcasting Co. (acquired station Jan. 1, 1957).

Network Alabama State Net, Seminole Net, Economy Net.
 Everett M. McCrary, owner & gen mgr; Joel Hughes, coml mgr; Cordel Whitlock, program director; Russ White, chief engineer; Pat Miller, farm director; Judith McCrary, women's director.

CYPRESS GARDENS, Polk County

WGTO (Sept. 9, 1955): 540 kc; 10 kw-D. CP for 10 kw, 50 kw, Canadian Restricted, DA-2, D. P. O. Box 123. Phone Cypress 3-4103. TWX 7135. KSTP Inc. (acquired station May 1, 1958). (See Stanley E. Hubbard Stations in "Group Ownership").

Rep Petry.
 Stanley E. Hubbard, pres; Max Kimbrel, station mgr; G. M. Kimbrel, gen sales mgr; Gary Miller, sales promotion mgr; David H. Schick, chief engineer; Jim Corbett, news & farm director.

DADE CITY, Pasco County

WDCF (1954): 1350 kc; 1 kw-D. P. O. Box 1077. Phone Logan 7-3879. (acquired station December 16, 1956).

Network Keystone. Rep Sears & Aver.
 Stuart G. Picard, owner & gen mgr; Ronald Picard, coml mgr & promotion mgr; Thelma R. Picard, program director; Jim Gandy, chief engineer; Margaret Francisco, news director; Earl Warner, farm director.

DAYTONA BEACH, Volusia County

WMPJ (April 16, 1935): 1450 kc, 250 w. Daytona Plaza Hotel. Phone Clinton 2-6491. WMPJ Inc. (acquired station 1955). (See Emil J. Arnold Stations in "Group Ownership").

Rep Masla.
 Emil J. Arnold, pres; Dale Phares, gen mgr; L. L. McGrath, coml mgr; Dick Clark, program director; Sari Smith, promotion mgr; Jack Siegel, chief engineer.

WNDB (April 1947): 1150 kc; 1 kw, DA-N. 128 Orange Ave. Phone Clinton 2-1511. TWX 81. News-Journal Corp. (acquired station April 1947). (See John H. Perry stations in "Group Ownership" and "Newspaper Ownership").

Network ABC. Rep Clark.
 Julius Davidson, pres; R. Y. Hoffman, gen mgr; Daniel Carroll, coml mgr; Kenneth Lueck, program director; Harry T. Johnson, promotion mgr; F. A. Scott, chief engineer; Ray LaPrise, news director.

WNDB-FM (1946): 94.5 mc; 8.6 kw. Duplicates WNDB (above).

WQKQ (See Ormond Beach listing).
WROD (1947): 1340 kc; 250 w. P. O. Box 991. Phone Clinton 2-4626. Radio of Daytona, Inc. (acquired station 1958).

Network NBC. Rep Pearson.
 Eugene Hill, pres & gen mgr; Al Sims, coml mgr; James F. McDonough, vp, chief engineer & news director; Carl Abel, promotion mgr; Genie Hodges, women's director.

DE FUNIAK SPRINGS, Walton County

WDSP (March 1, 1956): 1280 kc; 3 kw-D. 8th St. Phone Twin Oaks 4-48361. Euchee Valley Broadcasting Co. (original owner).

Network Keystone.
 W. D. Douglass, owner & gen mgr; Marie F. Douglass, coml mgr; John Adkinson, program director; Bertie Hinton, promotion mgr; Verne Foster, chief engineer; Oscar Harrison, farm director.

WFNK (1955): 1460 kc; 1 kw-D. P. O. Box 387. Gulfport Broadcasting Co. (acquired station January 1957). (See Mel Wheeler Stations under "Group Ownership").
 Mel Wheeler, gen mgr.

DE LAND, Volusia County

WJBS (Sept. 1948): 1490 kc; 250 w. P. O. Box 808. Phone Rewood 4-1725. Stetson U. (acquired station 1949).

Allen Hill, gen mgr & coml mgr; Alan G. Huckleberry, assistant mgr & chief engineer; Mike Sassard, program director; Ed Lotzpeich, news director; Millie Young, women's director.

WOOO (Dec. 6, 1956): 1310 kc; 5 kw-D. P. O. Box 694. Phone Redwood 4-3422. Trio Broadcasting Co. (acquired station July 1, 1957).

Network Keystone. Rep Bernard.
 Herbert A. Saxe, pres; Wally King, gen mgr; Art Beckwith, coml mgr; Alan Hill, program director; Dick Smith, promotion mgr; Edwin Carson, chief engineer; Jerry Florence, news director.

DELRAY BEACH, Palm Beach County

WDBF (1951): 1420 kc; 500 w-D. Bon Air Hotel. Phone Crestwood 6-7311. Boca Raton Bible Conference Grounds Inc. (acquired station May 21, 1957).

Network Keystone.
 Ira Lee Eshelman, pres; Patrick W. Larkin, station mgr & coml mgr; Jean S. Larkin, program director & chief engineer; Wendell P. Loveless, religious director; Robert W. Schulz, news director.

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* NSI Report—Washington D. C. Area—April-May 1958

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WWIL PO 8067
LUDLOW 3-9410

*MOBILES: 50 FT. YACHT,
2 VANS, AND HELICOPTER

Radio Stations CONTINUED

FLORIDA CONTINUED

EAST PALATKA, Putnam County

WREA (not on air, target date not announced): 1480 kc; 500 w-D, 3 Marconi Place, Brooklyn, N. Y. Rea Radio & Electronic Lab.

Peter Corrado, Concetta Corrado, Anthony Corrado, equal partners.

EAU GALLIE, Brevard County

WMEG (Jan. 4, 1956): 920 kc; 1 kw-D, P. O. Box 98, Phone 2282 Mel-Eau Broadcasting Corp.

A. V. Catterton, pres & gen mgr.

EUSTIS, Lake County

WLBE (See Leesburg-Eustis listing)

WLCO (July 1955): 1240 kc; 250 w, P. O. Box 1505, Phone Elgin 7-1191, Floyd W. Hess (acquired station May 1, 1956).

Floyd W. Hess, owner & gen mgr; Marton C. Cook, station mgr & coml mgr; Herbert A. Dabb Jr., program director; Thomas Ivan Ward, promotion mgr; Duane E. Baker, chief engineer; Robert A. Hollenbeck, technical director; A. M. Cleary, farm director.

FERNANDINA BEACH, Nassau County

WBEF (Nov. 30, 1955): 1570 kc; 1 kw-D, 118 Atlantic Ave., Phone 3667, Edward G. Murray Broadcasting Corp. (acquired station May 1957).

Rep. Steele.

Edward G. Murray, pres; Dave Davis, gen mgr; Bob Chasse, coml mgr & news director; Debbie Dunn, program director; Bill Alexander, chief engineer.

FORT LAUDERDALE, Broward County

WFTL (1946): 1400 kc; 250 w, 1785 N.E. 15th St., Phone Jackson 3-2511, WFTL Broadcasting Co. (acquired station August 1, 1958).

Rep. Masla.

Specialty programs: Negro, 12 hrs. wkly. Joseph C. Amatore, pres & gen mgr; Walter B. Dunn, vp & coml mgr; Arthur Ross, program director; Richard Northey, chief engineer; Jack Swart, news director.

WWIL (April 1955): 1580 kc; 1 kw, DA-1, 600 Riverland Road, Phone Ludlow 3-9410, Florida Air-Power Inc. (acquired station Dec. 16, 1957).

Rep. Hendley-Reed.

Richard C. Fellows, pres & gen mgr; Robert L. Horne, vp; Bill Smith, program director; R. J. Peggs, promotion mgr; Joseph Loewy, chief engineer; Michael Thomas, news director; Mark Debu, executive secretary.

FORT MYERS, Lee County

WINK (1938): 1240 kc; 250 w, 2824 Palm Beach Blvd., Phone Edison 4-1141, Fort Myers Broadcasting Co. (acquired station 1946).

Network CBS, Keystone, Rep. Walker-Bawalt.

Edward McBride, pres; A. J. Bauer, gen mgr; M. Wyzex, coml mgr; E. Nodine, program director; David Howell, promotion mgr; B. Buchanan, chief engineer; Vernon Lundquist, news director; Ed Bouque, farm director; Trullie Lee, women's director.

WINK-TV, Tv companion of WINK.

WMYR (Nov. 11, 1952): 1410 kc; 5 kw-D, 500 w-N, DA-N, WMYR Bldg., Phone Edison 2-1175, Robert Hecksher (original owner).

Robert Hecksher, owner & gen mgr.

FORT PIERCE, Saint Lucie County

WARN (Dec. 24, 1952): 1330 kc; 1 kw-D, P. O. Box 1343, Phone Howard 4-1330, Hurricane Broadcasting Service (original owner).

Network Keystone.

Murray C. Tillman, pres & gen mgr; Willis M. Shawver Jr., coml mgr & program director; D. Brown, promotion mgr; Al Stokes, chief engineer & farm director; Clarence Barnwell, news director; Harriet Langdon, women's director; Chuck Elston, music director.

WIBA (May 18, 1946): 1400 kc; 250 w, Melody Lane, Phone Howard 4-1400, Indian River Broadcasting Co. (acquired station Jan. 19, 1953).

Network NBC, Rep. Clark.

Specialty programs: Negro, 9 hrs. wkly. James L. Howe, pres & gen mgr; Sam Lawder, station mgr; Kingsley J. Butt, coml mgr; Harriet Lawder, traffic mgr; Stuart R. Money, chief engineer; Anne Wilder, news director; James Keyes, continuity director; Don Raffey, sports director.

FORT WALTON BEACH, Okaloosa County

WPBS (June 28, 1956): 950 kc; 1 kw-D, Miramar Hotel, Phone Cherry 1-5685, West Florida Broadcasting Service (original owner).

Specialty programs: Negro, ½ hr. wkly.

H. French Brown Sr., pres, gen mgr & coml mgr; Mrs. H. French Brown Sr., program director; S. A. Eaton, chief engineer.

WFTW (1953): 1240 kc; 1 kw-D, 39 E. Main St., Phone Cherry 3-1123, Vacationland Broadcasting Co. (original owner).

Wilbur R. Powell, pres; Milford A. Reynolds, gen mgr; N. A. Munsen Jr., program director; James A. Waits, chief engineer.

GAINESVILLE, Alachua County

WDVH (October 1954): 980 kc; 5 kw-D, Kincaid Rd., Phone Franklin 2-2528, WDVH Inc. (original owner).

Rep. Clark.

Robert A. Vaughn, pres; Thomas R. Housen, gen mgr & chief engineer; James L. Hales, coml mgr; Robert Norris, program director; William Marr, promotion mgr; Richard Hutto, news director; Jimmy Burnett, farm director; Betty Daniels, women's director.

WGGG (Feb. 5, 1948): 1230 kc; 250 w, 1230 Wabbe Rd., Phone Franklin 6-5791, Radio Gainesville, (acquired station Aug. 1, 1957). (See T. K. Cassel Stations under "Group Ownership").

Network ABC; Keystone, Rep. Best; Clayton.

Specialty programs: Negro, 5 hrs. wkly. Thompson K. Cassel, owner & gen mgr; Leon Mims, coml mgr; Jimmie Bryan, program director; Bill Mansfield, promotion mgr; Iotis Adams, chief engineer; Winsor Brown, news director.

WRUF (October 1928): 850 kc; 5 kw, DA-N, P. O. Box 2757, Phone Franklin 6-7575, U. of Florida (acquired station October 1928).

Network NBC, Rep. Burn-Smith.

Garland Powell, director emeritus; Kenneth E. Small, station director; Robert L. Black III, coml mgr; Pierre A. Bejann, program director; Bertram MacNamara, chief engineer; Francis Cooper, farm director.

***WRUF-FM** (October 1948): 104.1 mc; 12 kw. Same address, licensee and staff as WRUF (above).

*Non-commercial educational.

GREEN COVE SPRINGS, Clay County

WGRC (not on air, target date not announced): 1580 kc; 500 w-D, 2646 Cheshire Bridge Road, Atlanta, Ga., Ben Akerman.

Ben Akerman, owner.

HOLLYWOOD, Broward County

WGMA (1953): 1320 kc; 1 kw-D, 1909 Harrison St., Phone Wubash 2-2903, Melody Music Inc. (acquired station April 1957).

Network Keystone, Rep. Croke.

Jack Barry & Dan Enright, co-owners; C. Edward Little, gen mgr; Bill O'Brien, coml mgr; Bob Mend, program director; Bill Gray, promotion mgr; Charles Castle, chief engineer; Ken Roth, news director; Jean Scurman, women's director.

HOMESTEAD, Dade County

WSDB (Nov. 3, 1957): 1430 kc; 500 w-D, 507 N.W. Second St., Phone Circle 7-2445, South Dade Broadcasting Co. (original owner).

Specialty programs: Negro, 5 hrs. wkly.

J. Abney Cox, pres; Merritt Hilliard, gen mgr; Hank Cutsaall, coml mgr; John Triplett, program director; Erwin Fuller, chief engineer; Ann Schwartz, news director.

JACKSONVILLE, Duval County

WJPE (1958): 690 kc; 25 kw-D, P. O. Box 1402, Phone Congress 4-9555, Brennan Broadcasting Co.

Rep. Radio-Tv Representatives.

William J. Brennan, pres & gen mgr; Felix Robinson Jr., coml mgr; Dan Brennan, program director; Cyril G. Brennan, chief engineer; Jim Rutledge, news director; C. Roquemore, farm director.

WIVY (August 1948): 1050 kc; 1 kw-D, P. O. Box 228-A, Route 3, WIVY Inc. (acquired station June 1950).

Rep. Masla.

Edward J. Oberle, pres & gen mgr; Fred Schilling, coml mgr; Ted Strader, program director; Stan Benton, promotion manager; Ben Willis, chief engineer; Ted Low, news director; Marilyn Kauss, women's director.

WJAX (November, 1925): 930 kc; 5 kw, DA-N, No. 1 Broadcast Place, zone 2, Phone Elgin 1-1631, City of Jacksonville (original owner).

Network NBC, Rep. Blair.

J. Dillon Kennedy, city commissioner in charge; J. W. Douglass, acting mgr; Mrs. Margaret Scott, program supervisor; Kenneth B. Kroier, chief engineer; Starling L. Coleman, news director; Raymond Baxter, farm director.

WJAX-FM (November, 1948): 95.1 mc; 7.7 kw. Duplicates WJAX (above).

WMBR (1935): 1460 kc; 5 kw, DA-N, Broadcast House, zone 7, Phone Exbrook 8-0501, WMBR Inc. (acquired station July 1958).

Network CBS, Rep. CBS Spot Sales.

Ben Strouse, pres; Sidney L. Bolghley Jr., gen mgr & coml mgr; Donald Smith, program director & promotion mgr; Ernest B. Vordermark, chief engineer; William Grove, news director; Claude Taylor, farm director; Phyllis Bishop, women's director.

WMBR-FM (1949): 96.1 mc; 50 kw. Duplicates WMBR (above).

WOBZ (1948): 1360 kc; 5 kw-D, 1036 Mary St., zone 7, Phone Exbrook 8-3411, Mel-Lau Inc. (acquired station Dec. 14, 1957).

Specialty programs: Negro, 100%.

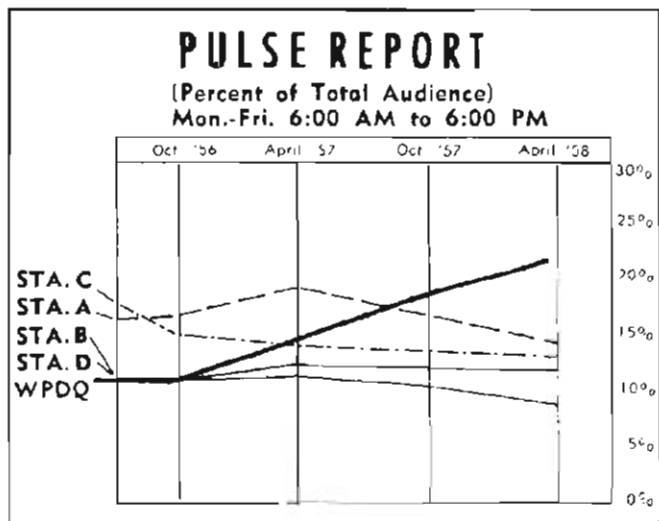
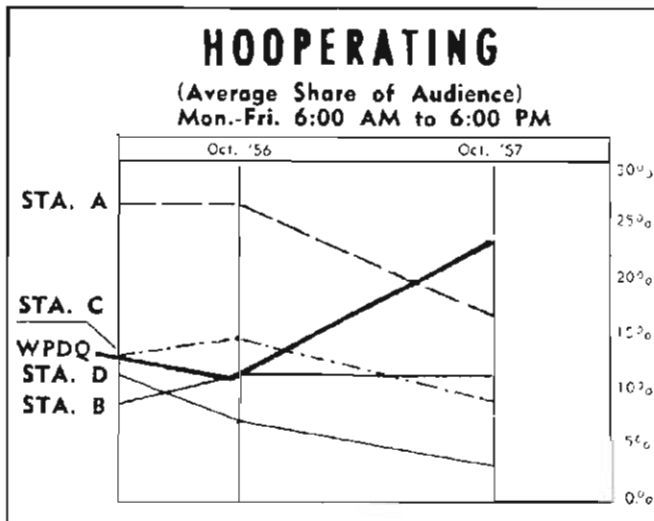
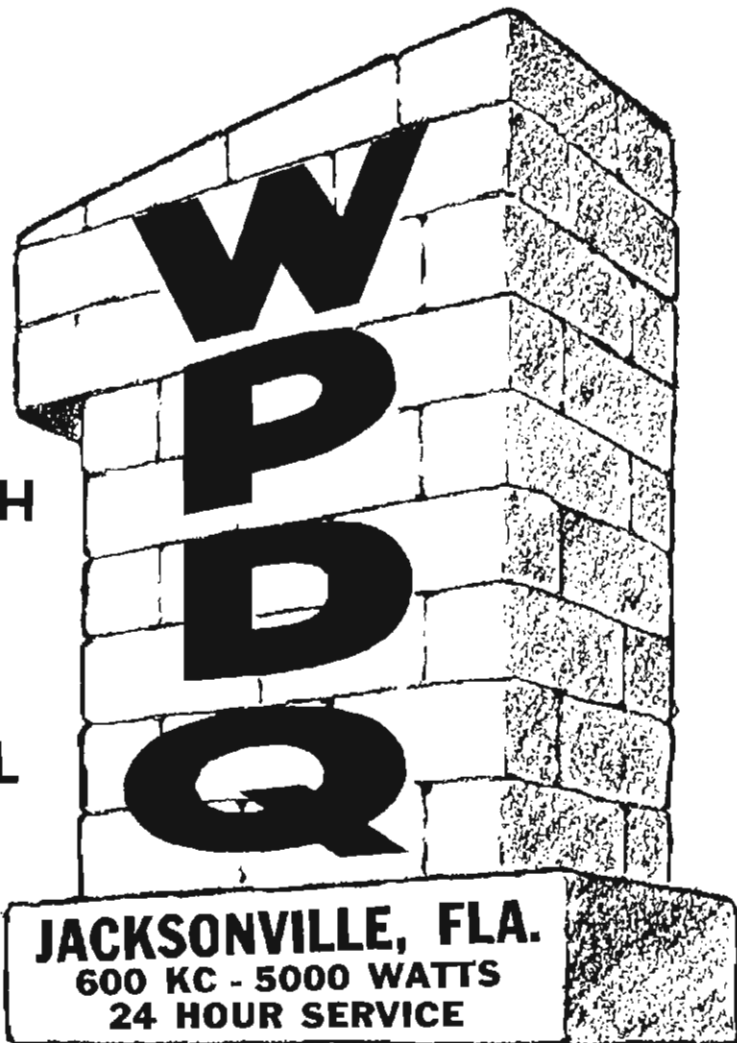
Larry R. Picus, vp; Alexander Kiersey, gen mgr; George Johnston, coml mgr; John Shaw, program director; A. M. Thomas, chief engineer; Yvonne Daniels, women's director.

WPDQ (Aug. 17, 1942): 690 kc; 5 kw, DA-N, Gulf Life Bldg., zone 2, Phone Elgin 4-1421, Jacksonville Broadcasting Corp. (original owner).

Rep. Venard, Rintoul & McConnell; James S. Ayers (Southeast).

Robert R. Feagin, pres & gen mgr; Ernest

**STEADY GROWTH
PUTS WPDQ
JACKSONVILLE
IN A POWERFUL
No. 1 POSITION**



Robert Feagin, President — Ernest R. Currie, Sales V.-P.
 Represented by
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 JAMES S. AYERS, SOUTHEAST

Radio Stations CONTINUED

FLORIDA CONTINUED

JACKSONVILLE (Continued)

WPDQ (Continued)

R. Currie, vp & assistant mgr; Mark Allen, program director; Tommy Harper, promotion mgr; Ernest Haralson, chief engineer; Will Edman, news director; Rick Stevens, production mgr; Anne Daily, women's director.

WPEQ (See Arlington listing)

WQIK (July 1955): 1230 kc; 1 kw-D; 121 East 8th St., zone 6. Phone Elgin 4-491. Rowland Broadcasting Co. (acquired station July 11, 1957).

Rep Bernard, Forjoe (regional).
Marshall W. Rowland, pres & gen mgr; Robert T. Rowland, coml mgr; Robert Gibson, program director; Anna K. Beaver, promotion mgr; Frank Thies, chief engineer.

WRHC (July 1, 1950): 1400 kc; 250 w; 247 Margaret St., zone 2. Phone Elgin 6-0161. Radio Station WRHC, Inc. (original owner).
Rep Wootton.

Specialty programs: Negro, 5 1/2 hrs. wkly.
Harold S. Cohn Sr., pres; Harold S. Cohn 2nd, vp; Ronald H. Cohn, vp; Wilfred Fraker, coml mgr; Adrian Knight, program director; Ben Willis, chief engineer; Charlotte Pool, traffic director; Pearly Ruth Fountain, women's director.

WZOK (1949): 1320 kc; 5 kw, DA-N. Seminole Hotel zone 2. Phone Elgin 6-1373. T.W.N. JK 589. Radio Jax, Inc. (acquired station July 1957).

Network ABC. Rep Stars National.
Carmen Maert, pres; Jack Wheeler, vp & gen mgr; Larry Glick, coml mgr; Reed Gardner, program director & promotion mgr; William Cooper, chief engineer; Al Vero, news director; Tommy Tucker, farm director; Patti Baird, women's director.

WZOK-FM (1947): 96.9 mc; 3.7 kw. Same licensee, address & staff as WZOK (above).

JACKSONVILLE BEACH, Duval County

WZRO (1947): 1610 kc; 1 kw-D; P. O. Box 278. Phone Cherry 6-3222. Andrew B. Letson (acquired station May 17, 1957). (See Sunshine stations in "Group Ownership").

Network Keystone.
A. B. Letson, pres; Larry Owens, gen mgr & promotion mgr; Alan White, coml mgr; Ted Arnold, program director; James Sloan, chief engineer; Bill Greenwood, news director; Phil Lopp, farm director; Edith McHenry, women's director.

KEY WEST, Monroe County

WPKB (not on air, target date not announced): 1500 kc; 250 w, DA-1. 922 Eisenhower Drive, Florida Keys Broadcasting Corp. (acquired CP July 1958). (See Hook Stations under "Group Ownership").

Roth E. Hook, owner.
WKWF (October 1945): 1600 kc; 500 w, P. O. Box 1300. Phone Cypress 6-2222. John M. Spottswood (original owner).

Network ABC, MBS.
John M. Spottswood, owner & gen mgr; Ray A. Schoneck, coml mgr; promotion mgr & news director; Bob Beach, program director; Charles R. Lowe, chief engineer; Mary S. Spottswood, women's director.

KISSIMMEE, Osceola County

WRWB (1954): 1220 kc; 250 w-D. Lago Vista Radio Park, Lago Vista Blvd. Phone Tilden 4-7181. Frank A. Taylor (acquired station March 1954).
Frank A. Taylor, owner & gen mgr.

LAKE CITY, Columbia County

WDSR (May 6, 1946): 1340 kc; 250 w. Gainesville Highway. Deep South Radioways (original owner).

Network MBS, Keystone.
Specialty programs: Negro, 5 hrs. wkly.
Alfred H. Temple, partner & mgr; Bill Savitz, program director; Ike Lee, chief engineer; Alma Horn Temple, partner-treas.

WROP (not on air, target date not announced): 1330 kc; 1 kw-D; 1830 E. Monroe St. Gator Broadcasting Co.

Robert E. Dobelstein, Donald E. Dockery, Ray C. Joyner, partners.

WGRO (not on air, target date not announced): 960 kc; 500 w-D. Rhine, Ga. George S. Walker Jr.

George S. Walker Jr., owner.

LAKELAND, Polk County

WLAK (May 1953): 1430 kc; 5 kw-D, 1 kw-N, 1430 E. Lime St. Phone Mutual 2-1431. Florida Central Broadcasting Co. (acquired station July 1958).

Network NBC. Rep Pearson.
Frank W. Nesbit, pres; Garland C. Burt, asst-nt mgr & program director; Powell Adams, coml mgr; William P. Lee, chief engineer; Earl K. Rahner, news director; Jo Trivette, farm director.

WONN (1950): 1230 kc; 250 w, P. O. Box 2035. Phone Mutual 5-1171. Noyes Enterprises Inc. (acquired station 1957).

Network MBS. Rep Cooke.
T. P. Noyes, pres; R. W. Jonscher, vp &

gen mgr; C. C. Sherwood, coml mgr; Wm. F. Ferguson, chief engineer & program director; John D. Haughee, news director; Mildred Jonscher, women's director.

WYSE (July 12, 1957): 1330 kc; 1 kw-D, 207 1/2 E. Main St. Phone Mutual 9-0551. Polk Radio Inc. (original owner).

William H. Martin, pres; Tom Barber, gen mgr & chief engineer; George Hayward, program director; Delores Hayward, women's director.

LAKE WALES, Polk County

WIPC (1941): 1230 kc; 1 kw-D, P. O. Box 712. Phone 2-9831. Imperial Polk Broadcasting Corp. (acquired station Jan. 18, 1955).

Network Keystone. Rep Best.
Kenneth H. Berkeley, pres & promotion mgr; Charles D. Bishop, gen mgr & coml mgr; Elizabeth Ann Bishop, program director; Charles Daly, chief engineer.

LAKE WORTH, Palm Beach County

WFPB (not on air, target date this year): 1330 kc; 500 w-D. Gold Coast Broadcasting Co.

Sam A. Phillips, partner; Garland C. Burt, partner & gen mgr.

LEESBURG, Lake County

WBLL (Oct. 15, 1957): 1410 kc; 1 kw-D. Corley Island. Phone State 7-2313. WBLL Inc. (original owner).

Rep Cooke.
Clude T. Hodgson, part owner; Duane E. McConnell, part owner, gen mgr & chief engineer; Jay Shepherd, program director; John Dighton, news & farm director; Janelle Locke, women's director.

LEESBURG-EUSTIS, Lake County

WLBE (1947): 790 kc; 1 kw, DA-1. P. O. Box 790, Leesburg, Fla. Phone State 7-2799 (Leesburg). WLBE Inc. (acquired station November 1951).

Network MBS, Keystone, Florida Nat. Rep Best.
E. A. Huseho, pres; Wendell F. Huseho, sec & gen mgr; Richard Coleman, program director; Martin Kirkland, chief engineer; Wayne Scott, news director; Esther M. White, women's director.

LIVE OAK, Suwannee County

WNEB (June 16, 1949): 1250 kc; 1 kw-D. Box 647. Phone Forest 2-1250. Norman O. Protsman (acquired station Jan. 1, 1953).

Network Keystone.
Specialty programs: Negro, 5 hrs. wkly.
Norman O. Protsman, owner, gen mgr & coml mgr; Faith M. Protsman, program director; promotion mgr & women's director; Clarence S. Parker, chief engineer & farm director; Wylene Dasher, news director.

MADISON, Madison County

WMAF (Dec. 6, 1956): 1230 kc; 250 w-SIF. P. O. Box 624. Phone Hunter 3-6333. Norman O. Protsman (original owner).

Network Keystone.
Specialty programs: Negro, 10 1/2 hrs. wkly.
Norman O. Protsman, owner & gen mgr; Robert C. Lay, station mgr; Mary Waker, program director; Eugene Keiring, chief engineer; Ray Coffee, news director.

MARIANNA, Jackson County

WTOT (not on air, target date not announced): 980 kc; 1 kw-D. N. Wynn St. The Cepiopa Corp.

C. Davis Turner, pres.
WTYS (April 6, 1948): 1340 kc; 250 w, P. O. Box 777. Phone Hudson 2-2131. John H. Phipps Broadcasting Stations (original owner). (See Phipps Stations in "Group Ownership").

Network MBS.
John H. Phipps, owner; L. H. Graves, gen mgr; Guy Hamilton, station mgr, coml mgr & news director; Berta Hamilton, program director; Bart W. Lincoln, promotion mgr.

MELBOURNE, Brevard County

WMBB (1956): 1240 kc; 250 w, Box 908, Phone 574. Melbourne Broadcasting Co. (See "Newspaper Ownership").

Network MBS. Rep Lowenstein (Philadelphia); Forjoe (Atlanta).
Harlan G. Murrelle, pres; Howard L. Green, vp & gen mgr; Richard L. Williams, station mgr & coml mgr; Thom Billington, program director; Edward Murdoch, chief engineer; Frank Doyle, news director; Phyllis Hoskins, women's director.

MIAMI, Dade County

WCKE (Aug. 11, 1956): 610 kc; 5 kw; DA-2, 1401 North Bay Causeway, zone 38. Phone Plaza 1-6692. T.W.N. MM 96. Biscayne Television Corp. (original owner). (See "Newspaper Ownership").

Network NBC. Rep Christal.
Niles Trammell, pres; Owen P. Uridge, station mgr; L. L. Zimmerman, sales mgr; Dan Valentine, program director; Ray Reisinger, promotion director; Gene Rider, chief engineer; Phil Keliher, news director.

WCKT (TV): TV companion of WCKR.
WCKR-FM (Aug. 11, 1956): 97.5 mc; 15.5 kw. Duplicates WCKR (above).

WPEC (1947): 1220 kc; 250 w-D. 350 N. E.

71st St., zone 38. Phone Plaza 1-7534. Florida East Coast Broadcasting Co. (acquired station Feb. 15, 1956).

Rep Dore; Ayers (South).
Specialty programs: Negro, 100%.

Harry Trenner, pres; Herbert Schorr, gen mgr & coml mgr; Mrs. Doris Sanford, program director; William A. Reeder, chief engineer.

WGBS (1939): 710 kc; 50 kw-D, 10 kw-N, DA-2, 1605 Biscayne Blvd., zone 32. Phone Franklin 9-2401. T.W.N. MM 84. Storer Broadcasting Co. (acquired station February 1944). See "Newspaper Ownership" and "Storer stations in "Group Ownership").

Network CBS. Rep Katz.
George B. Storer, pres; Bernard E. Neary, managing director; C. M. Dailey, coml mgr; Donald F. Fischer, program director; Edward C. Lockwood, chief engineer.

WGBS-FM (Sept. 1, 1948): 96.3 mc; 1 kw. Same licensee, address and staff as WGBS (above).

WINZ (1946): 940 kc; 50 kw-L, 16kw-N, DA-2, Penthouse, Biscayne Terrace Hotel, zone 32. Phone Franklin 1-6641. T.W.N. MM-555. Rand Broadcasting Co. (acquired station 1958).

Rep Petry.
Rex Rand, pres; Robert E. Mitchell, gen mgr-promotion mgr; Ned Powers, program director; William Hamrick, chief engineer; Robert Buetell, news director; Irene Adams, merchandise director.

WINZ-FM (not on air, target date not announced): 94.9 mc; 105 kw. Duplicates WINZ (above).

WMLB (1947): 1140 kc; 10 kw-D, 5 kw-N, DA-2, 139 N.E. 1st St., zone 32. Phone Franklin 3-5556. WMLB Inc. (acquired station 1955). (See Deo Rivers Stations in "Group Ownership").

Rep Bernard.
Specialty programs: Spanish, 27 hrs.; Italian, 3 1/2 hrs.; Negro, 2 hrs.; Yiddish, 2 hrs.; Hungarian, 1 hr.; Polish, 1 hr.; Greek, 1 hr. (all per wk.).

E. D. Rivers Sr., pres; Jack Nobles, gen mgr; Lawrence Lunker, coml mgr; Patrick O'Neil, program director; Russell Bennett, chief engineer; Douglas Hutton, news & farm director; Ann Kaufman, women's director.

WMLA (March 17, 1958): 1260 kc; 5 kw-D, DA 10501 N.W. 7th Ave. Frieda Broadcasting Corp. (original owner).

Rep Continental.
Keith Moyer, pres; Roger L. Moyer, vp; Jim Hilderbrand, gen mgr.

WQAM (1932): 560 kc; 5 kw-D, 1 kw-N, A. I. DuPont Bldg., zone 31. Phone Franklin 4-6121. Mid-Continent Broadcasting Co. (acquired station Aug. 7, 1956). (See Storz Broadcasting Co. in "Group Ownership").

Rep Blair.
Todd Storz, pres; Jack L. Sandler, gen mgr & coml mgr; Kent Burkhardt, program director; Morris N. Barwick, chief engineer; Paul Rust, news & farm director; Heather R. Woodard, women's director.

WSJG (FM) (not on air, target date not announced): 94.9 mc; 17 kw. P. O. Box 278, Hallandale Drive-In Theatre Inc.

Sherwin Grossman, owner.
WSEK (1947): 1450 kc; 250 w, 420 S.W. Second Ave. WSKU Inc.

Rep H-R.
William O'Neil, pres; Charles V. Hunter, vp & gen mgr.

WTHS (FM) (1949): 91.7 mc; 5 kw. Lindsey Hopkins Vocational School, 1410 N.E. Second Ave. Board of Public Instruction of Dade County.

*Non-commercial educational
WVCG (See Coral Gables listing)

WWPB (FM) (1948): 101.5 mc; 9.2 kw, 422 S.W. 2nd Ave., zone 36. Phone Franklin 3-7105. Paul Brake.

Paul Brake, owner, mgr & chief engineer; Paul Keefe, assistant mgr; John Cash, program director.

MIAMI BEACH, Dade County

WKAT (November 1937): 1360 kc; 5 kw-D, 1 kw-N, 1759 North Bay Road, zone 39. Phone Jefferson 1-5711. T.W.N. MM 171. WKAT Inc. (original owner).

Network ABC, MBS. Rep Mecker.
A. Frank Katzentine, pres; Fred W. Wagenvoord, vp, gen mgr & coml mgr; Sidney Levin, program director; Arthur P. Smith Jr., chief engineer; John Price, news director.

WMBM (1947): 800 kc; 1 kw-D, MacArthur Causeway Terminal, Jefferson 1-5586. Rounsaville of Miami Beach Inc. (acquired station Jan. 1, 1953). (See R. W. Rounsaville stations in "Group Ownership").

Rep Gill Perna; Dora Clayton.
Specialty programs: Negro, 100%.

Robert W. Rounsaville, pres; Arnold Kaufman, gen mgr; John Pullon, gen sales mgr; Carl Gucken, coml mgr; Charles Burton, chief engineer; Elliot J. Pieze, news director; Eleanor S. Neal, women's director.

WMET (1954): 1490 kc; 250 w, \$14 First St., zone 39. Phone Jefferson 8-0411. Community Service Broadcasters (acquired station May 16, 1958).

Rep Forjoe.
Fred L. Bernstein, pres & coml mgr; Richard E. Baker, executive vp & promotion mgr; James R. Caryell, senior account executive; Robert M. Byron, program director; V. C. Roberts, chief engineer; Spencer Jones, news director; Steve Marko, farm director; Frances Hale, women's director.

WMET-FM (1948): 93.9 mc; 13 kw. Duplicate WMET (above).

FLORIDA CONTINUED

MILTON, Santa Rosa County

WEBY (Sept. 1, 1954): 1330 kc; 5 kw-D. Ward Basin Rd. Phone 3125. Milton Broadcasting Co. (original owner).

Network MBS.
Specialty programs, Negro, 1 hr. wkly.
Clayton W. Mapoles, owner & gen mgr; Byrd Mapoles, coml mgr & chief engineer; (Mrs.) Nelda Thompson, program director; Jim Wade, news director; Jim Thompson, farm director; Hazel C. Mapoles, women's director.

WSRA (Jan. 3, 1953): 1490 kc; 250 w. c/o Eugene T. Sudduth, pres, 31 Mahawk Trail, Pensacola, Fla. Santa Rosa Broadcasting Co. (original owner).

Mr. Sudduth, James C. Smith, William J. Morris, co-owners.

MOUNT DORA, Lake County

WMDF (Jan. 17, 1958): 1580 kc; 1 kw-D. Old Eustis Rd. Phone Evingreen 2-6621. Charlotte Radio & Television Corp. (original owner).

Francis M. Fitzgerald, pres & owner; Francis P. Toomey, gen mgr; Wayne Kenhour, coml mgr; Tom Osborne, program director; Paul Sealy, chief engineer; Pete Toomey, news director; Lois Griffiee, women's director.

NAPLES, Collier County

WNOG (Oct. 3, 1951): 1270 kc; 500 w-D. South Tamiami Trail. Phone Midway 2-5127. Radio Naples Inc. (acquired station March 1956).

Network Keystone. Rep Best.
William J. Ryan, pres & gen mgr; John E. Martin III, coml mgr; Eileen Ebers, program director; John Bealy, promotion mgr; David S. Trace, chief engineer; David N. Platt, news director; Lynn Bailey, women's director.

NEW SMYRNA BEACH, Volusia County

WSBB (April 1956): 1230 kc; 250 w. 1210 S. Riverside Dr. Phone Garden 8-9091. Broadcasters Inc. (acquired station August 1951).

Network MBS, Keystone.
A. V. Tidmore, pres; G. Douglas Edgemon, gen mgr; A. L. Pruitt, coml mgr & news director; Robert White, program director; Sam Engleson Sr., chief engineer; Macy Hill, women's director.

NICEVILLE, Okaloosa County

WNSM (see Valparaiso-Niceville listing)

OCALA, Marion County

WHYS (1957): 1370 kc; 1 kw-D. Marion County Broadcasting Inc. c/o W. H. Martin, P. O. Box 1222, Lakeland, Fla.

W. C. Berry, see trustee; Ellis M. Hutto, vp; C. A. Martin, John Martin, R. H. Gibson, Harold E. Cullison, Sarah Upchurch, John Papandrea, stockholders.

WMOP (December 1953): 900 kc; 1 kw-D. Robertson Bldg. Phone Marion 2-4118. A. B. Letson (original owner). (See Sunshine stations in "Group Ownership").

Specialty programs: Negro, 15 hrs. wkly.
A. B. Letson, owner; Jim Kirk, director of operations; Vernon Arnette, coml mgr; Gene Turner, program director; Lloyd Lutz, chief engineer; Ed Sherer, news & farm director; Helen Hevenston, women's director.

WTMC (1939): 1290 kc; 5 kw-D, 1 kw-N, DA-N. P. O. Box 841. Phone Marion 2-1127. WTMC Inc. (acquired station Nov. 1, 1957).

Network NBC. Rep Devney, Dora-Clayton (Regional).
E. H. Gunkel, owner; C. T. Catalani, gen mgr; William Conover, coml mgr; K. H. Brown, program director; Bill Callahan, chief engineer & farm director; Don Baker, news director; Jo Ann Bare, women's director.

ORLANDO, Orange County

WABR (see Winter Park listing).

WDBO (May 1, 1924): 580 kc; 5 kw. DA-N. 30 S. Ivanhoe Blvd. E. Phone Cherry 1-1491. TWX OR 7088. Cherry Broadcasting Co. (acquired station May 17, 1957). (See William S. Cherry stations in "Group Ownership").

Network CBS, Keystone. Rep Blair; Cummings (southeast).
Wm. S. Cherry Jr., pres; Harold P. Danforth Sr., gen mgr; W. G. McBride, coml mgr; Rosalind Boggs, program director; J. E. Yarbrough, chief engineer; Carter Scofield, news & farm director.

WDBO-FM (August 1950): 92.3 mc; 25 kw. Duplicates WDBO (above).
WDBO-TV: TV companion of WDBO-AM-FM.

WHII (July 7, 1957): 1270 kc; 4 kw-D. Ft. Gatlin Hotel Bldg. Phone Garden 4-8561. Orlando Radio & Television Broadcasting Corp. (original owner).

Rep Pearson.
Gordon Sherman, pres; Carl E. Hallberg, gen mgr; Sidney Harrell, coml mgr; Robert Irving, program director; Melvyn Kampe, promotion mgr; Arthur Lowery, chief engineer; Brad Crandall, news director.

WHOO (December 1947): 990 kc; 10 kw-D, 5 kw-N, DA-N. 465 N. Orange Ave. Phone Garden 5-3591. WHOO Radio Inc. (acquired station June 13, 1958). (See Horton-Kincaid stations in "Group Ownership").

Network ABC, MBS. Rep Venard, Rintoul, McComell.

Ted Estabrook, pres & gen mgr; Red Weiss, coml mgr & promotion mgr; Bill Clark, program director; Charles K. Chrismon, chief engineer.

WHOO-FM (December 1947): 96.5 mc; 50 kw. Same license, address and staff as WHOO (above).

WKIS (1947): 710 kc; 5 kw-D, 1 kw-N, DA-N. Old Winter Garden Rd. Phone Garden 2-2151. TWX 7009. Central Florida Broadcasting Co. (original owner).

Network NBC. Rep Bob Dore Assoc.
Naomi T. Murrell, pres; William O. Murrell Jr., gen mgr; William H. Forsythe Jr., coml mgr; Stephen W. Ison, program director; W. R. Miller, chief engineer.

WORZ (FM) (1951): 100.3 mc; 16.5 kw. Duplicates WKIS (above).

WLOF (1940): 950 kc; 5 kw. DA-N. P. O. Box 5756. Phone Garden 2-8161. Ahd-Florida Radio Corp. (acquired station 1952).

Rep Stars National; Ayers (southeast).
Joseph L. Brechner, pres; Howard S. Kester, executive vp; Gene G. Cook, coml mgr; Ernest G. Legge, promotion director; Douglas Coombs, promotion mgr; E. G. St. Clair, chief engineer; Rocky Smith, farm director; Ellen Wandt, woman's director.
WLOF-TV: TV companion of WLOF.

ORMOND BEACH, Volusia County

WQXO (Aug. 1, 1957): 1380 kc; 1 kw-D, P. O. Box 968, Ormond Beach. Phone Orange 7-1122. Volusia County Broadcasting Corp. (original owner).

Lee W. Menard, pres, gen mgr & chief engineer; Ben Taylor, vp & program director; William Seitz, coml mgr; Joe Grawel, music director; Ann Hicks, promotion mgr; James A. Dryden, production mgr; James Haupt, news director; Cal Rains, sports director; Berkeley Fraser, woman's director.

PAHOKEE, Palm Beach County

WRPM (not on air, target date not announced): 1250 kc; 500 w-D. 30 Ackley Road, Greenville, S. C. Garden of the Glades Co.

Dr. Lewis J. Bates, majority owner; Max E. Mace, Joe W. Mace, Burton S. Anderson, minority owners.

PALATKA, Putnam County

WSUZ (Feb. 21, 1957): 800 kc; 1 kw-D. P. O. Box 568. Phone East 5-3814. Raymond P. McMillin (acquired station July 1958).

Rep Best.
Raymond P. McMillin, owner; George J. Duck, gen mgr & chief engineer; Robert E. James, coml mgr & news director; Rose-Marie Williams, program director; Norman Anderson, promotion mgr & farm director.

WWPF (Feb. 11, 1947): 1260 kc; 1 kw-D, 500 w-N, DA-N. 900 Black River St. Phone East 5-4557. Hall Broadcasting Co. (acquired station Aug. 1, 1957).

Network Keystone, Southeastern.
George W. Hall, owner; Wm. R. Terry, gen mgr; Herbert M. Young, coml mgr; James N. Jobs, chief engineer.

PALM BEACH, Palm Beach County

WQXT (March 17, 1957): 1310 kc; 250 w, 3000 S. Ocean Blvd. Phone Justice 2-7101. TWX WP 61. Palm Beach Radio Inc. (original owner).

Network ABC. Rep Stars National.
David L. Lyndon, vp & gen mgr; Art L. Rivera, coml mgr; John H. Sowers Jr., program director.

WQXT-FM (March 17, 1958): 97.9 mc; 3.6 kw; 22 kw (CP). Duplicates WQXT (above).

PANAMA CITY, Bay County

WDLF (March 21, 1940): 590 kc; 1 kw, DA-N. P. O. Box 519. Phone Poplar 3-1777. Dixie Radio Inc. (acquired station Dec. 1, 1957) (see Dixie Radio stations in "Group Ownership").

Network Keystone. Rep Hollingbery.
Denver T. Brannon, pres; Cal Howrigan, gen mgr & coml mgr; Julie Allen, program director; Al Englehart, promotion mgr; Aubrey Hutchison, chief engineer; George Feger, news & farm director.

WDLF-FM (1950): 98.9 mc; 1.5 kw. Duplicates WDLF (above).

WPCF (Dec. 11, 1949): 1130 kc; 5 kw. DA-2. 300 E. 15th St. Phone Sunset 5-6176. Bay County Broadcasting Co. (original owner).

Network MBS. Rep Walker-Rawall.
Specialty programs: Negro, 2 1/2 hrs. wkly.
E. L. DuKate, pres & gen mgr; Donnell Brookins, coml mgr & program director; John Bogess, chief engineer; John McMullen, news director; Boogor Bedell, farm director; Gwyneth DuKate, women's director.

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St. Petersburg, Florida

29 COUNTIES in West & Central Florida

POPULATION: 1,135,500
27.3% of State

EFFECTIVE BUYING INCOME:
\$1,662,542,000

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FARM PRODUCTS: \$254,313,000
38.8% of State

Sales Management Survey of Buying Power

INCLUDING...
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WSUN

The Only Station Covering

ALL WEST & CENTRAL FLORIDA 24 hours a day

Represented By Venard, Rintoul & McConnell
Southeastern, James S. Ayers

Radio Stations CONTINUED

FLORIDA CONTINUED

PANAMA CITY BEACH, Bay County

WSCM (not on air, target date not announced): 1290 kc; 500 w-D; P. O. Box 131, Pensacola, Fla. Mel Wheeler (see Mel Wheeler stations under "Group Ownership").

WTHR (May 1, 1957): 1480 kc; 500 w-D; P. O. Box 788, Phone Adams 1-2781, Regional Broadcasting Co. (original owner) (see Harold E. and Helen W. King stations under "Group Ownership").

Rep. Burn-Smith, Harold E. King, chief owner; Ed Von Nordick, gen mgr; Frank Walton, coml mgr; Mike McCormick, program director; Bernice McClain, promotion mgr; Milt Loyos, chief engineer; Judy Beers, women's director.

PENSACOLA, Escambia County

WBOP (December 1956): 980 kc; 500 w-D; 131 W. Belmont, Phone Hemlock 8-2100, Tri-Cities Broadcasting Co. (acquired station April 21, 1958) (see S. O. Roden stations under "Group Ownership").

Specialty programs: Negro, 100%. E. O. Roden, pres; Bruce Gresham, gen mgr; Frank Lewis, coml mgr; Dennis Hancock Jr., program director; Robert Mahoney, chief engineer; Robert Whitfield, news director; Louise Watson, women's director.

WBSR (September 1946): 1450 kc; 250 w; 1603 N. Pine Blvd., Phone Hemlock 2-6173, TWX Pensacola 92, WBSR Inc. (acquired station July 16, 1950).

Network CBS, Rep. Venard, Rintoul & McConnell; Ayers (Atlanta). Don J. Lynch, gen mgr; Bo Mitchell, coml mgr; Glenn Nichols, chief engineer.

WCOA (1928): 1370 kc; 5 kw, DA-N, 118 East Intendencia, Hemlock 3-4111, TWX PS 91, Dixie Radio Inc. (acquired station Dec. 1, 1957). (See Dixie Radio stations in "Group Ownership").

Network NBC, Rep. Hollinbery, Denver T. Brannen, pres; L. H. Thesmar, vp & gen mgr; Mrs. Clarine Porter, program director; Julian Pennington, promotion mgr; Frank McKinney, chief engineer; Don Griffith, news director; Sally Henderson, women's director.

WNVY (1946): 1230 kc; 250 w; San Carlos Hotel, Phone Hemlock 3-5668, Florida Radio & Broadcasting Corp. (acquired station Jan. 1, 1958).

Network ABC, Rep. Masla, Edward J. Oberle, pres; Ronald C. Tuten, gen mgr; George Buse, coml mgr; Thom Smith, program director & news director; Andez Tuten, promotion mgr; Leonard Zopp, chief engineer; Tavis Savell, women's director.

WPFA (1955): 790 kc; 1 kw-D; P. O. Box 27, Phone Hemlock 3-1111, Edwin H. Estes (acquired station July 1958). (See Edwin H. Estes stations in "Group Ownership").

Rep. Weed, J. William O'Connor, gen mgr; Harold Kennedy, coml mgr; Barbara Holt, program director; Van Temple, promotion mgr; Eugene Pfalzer, chief engineer; Fred Davis, news director; Larry Devore, farm director.

PERRY, Taylor County

WPRY (1951): 1100 kc; 250 w; P. O. Box 67, Phone 540, Taylor County Broadcasting Co. (original owner).

Network Keystone, Southeastern Key Market Net, Rep. Continental, E. P. Martin, pres & gen mgr; C. E. Royce, coml mgr; B. J. Royce, program director & promotion mgr; W. H. McHargue, chief engineer; P. S. Elkins, news director.

PLANT CITY, Hillsborough County

WPLA (1919): 910 kc; 1 kw-D, 1570 S. Collins, Phone 2-1551, W. A. Smith (original owner).

Network Keystone, Southeastern Key Market Net, Rep. Best.

W. A. Smith, pres; George Friend, gen mgr & chief engineer; Jack Rushing, program director; Terry Nichols, promotion mgr; J. J. Wilson, news director; Jim Richardson, farm director; Katherine Cooke, women's director.

POMPANO CITY, Broward County

WPOM (not on air, target date Nov. 1): 1470 kc; 5 kw-D, DA, 1106 N.E. 26th St., Fort Lauderdale, Fla., Gold Coast Broadcasters Inc.

James V. Doan, C. Robert Clark, Charles W. Stone, partners; William A. Knight, gen mgr.

PORT ST. JOE, Gulf County

WJOE (see Ward Ridge listing)

QUINCY, Gadsden County

WCNH (1948): 1230 kc; 250 w; 602 W. Jefferson St., Phone Main 3-6700, Quincy Broadcasting Corp. (original owner) (see Sunshine stations under "Group Ownership").

Network MBS, Specialty programs: Negro, 12 hrs, wk'ly.

A. B. Letson, pres; William J. Taylor, station mgr & coml mgr; Guy Flanders Jr., program director; Ken Harmon, promotion mgr; James Seaborn, chief engineer; Don Richards, news director; Sandra Flanders, women's director.

RIVIERA BEACH, Palm Beach County

WHEW (not on air, target date not announced): 1600 kc; 1 kw-D, WHEW Bldg., Phone Overland 3-1515, Public Service Broadcasting.

Robert Hecksher, owner & gen mgr.

ST. AUGUSTINE, St. Johns County

WFOY (1936): 1240 kc; 250 w; P. O. Box 588, Phone Valley 9-3416, TWX St. Aug. 90, Ponce De Leon Broadcasting Co. (acquired station September 1955).

Network CBS, John E. Bernhard Jr., pres-owner, gen mgr & coml mgr; Mrs. Frankie Walker, sec-treas, program director & promotion mgr; Ernest Bastrick, chief engineer; R. J. Sheppe Jr., farm director; Alberta Dillin, women's director; Julian Fant, sports director; Fred Whiteley, traffic director.

WSTN (1951): 1420 kc; 1 kw-D, 900 Annistasia Blvd., Phone Valley 9-9094, St. Croix Broadcasting Co. (acquired station July 1958).

Network MBS, Rep. Gill-Perna; Clayton (regional), Leslie J. Wentworth, pres; L. R. Pirus, gen mgr; Robert E. Mack, station mgr & program director; Jack Cowden, coml mgr; Don Browning, chief engineer; Terry McConnell, women's director.

ST. PETERSBURG, Pinellas County

WPIN (1918): 680 kc; 1 kw-D, 28th Street N. & 62nd Ave., Phone St. Petersburg 7-0511, Florida West Coast Broadcasters Inc. (acquired station May 1950).

Rep. Walker-Rawalt, Arthur Mundorff, owner & gen mgr; Richard L. Marsh, coml mgr & promotion mgr; James F. Carley, program director; John Walker, chief engineer; Herbert Anderson, farm director; Georgianna Bushnell, women's director.

WSUN (November 1927): 620 kc; 5 kw, DA-N, Million Dollar Pier, Zone 1, Phone 5-4121, TWX 8-082, City of St. Petersburg (original owner).

Network ABC, Rep. Venard Rintoul & McConnell; Ayers (southeast), Fred I. Shawn, gen mgr; Jack G. Weldon, coml mgr; Harry Williams, program director; Jerry Baker, promotion mgr; William Coddling.



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WTRL RADIO

DIAL 1490

BRADENTON, FLORIDA

FLORIDA CONTINUED

chief engineer; Charles Ashley, news director; Fern Ratteree, women's director.
WSUN-TV, TV companion of **WSUN**,
WTSP (1953), 134.7 kc; 5 kw, DA-N, 11450
 Grand Blvd., zone 23, Phone Hemlock 5-2131.
WTSP Inc. (acquired station Oct. 1, 1956)
 (see Rabal stations in "Group Ownership").
 Network MBS. Rep Weed.

Specialty programs: Spanish, 6 hrs. wkly.
 N. Joe Rabal, pres; Marshall S. Cleaver, gen
 mgr; Tom Underwood, com'l mgr; Leeds Sco-
 field, program director; Harry Wagner, pro-
 motion mgr; Neil Spencer, chief engineer;
 Beth McNeely, women's director.

ST. PETERSBURG BEACH, Pinellas County

WILE (Dec. 1, 1957), 1500 kc; 1 kw-D, DA,
 7500 Boca Ceiga Drive, zone 6, Holiday Isles
 Broadcasting Co. (original owner).

Edmund A. Spence, pres; Jack Faulkner,
 treas. gen mgr & program director; Ed Piro,
 com'l mgr; Hazel Riley, traffic mgr; William
 D. Mansold, vp & chief engineer; Roger Lucas,
 news director; Glen Dill, public relations di-
 rector.

SANFORD, Seminole County

WIOD (1956), 1350 kc; 500 w-D, First and
 Seminole, Sanford Broadcasting Co. (ac-
 quired station September 1957).

Rep Masia.
 Kenneth J. Crustwahl, owner-gen mgr.
WTRB (May 20, 1947), 1100 kc; 250 w, D, O,
 Box 1511, Phone Fairfax 2-6112, Myron A.
 Beck (acquired station Aug. 17, 1949).
 Network Keystone.

Specialty programs: Negro, 11 hrs. wkly.
 Myron A. Beck, owner & gen mgr; Garfield
 L. Fox, com'l mgr; Nicholas W. Pfaff, pro-
 gram director; James S. Williamson Jr., chief
 engineer; Edna Beck, women's director.

SARASOTA, Sarasota County

WKKY (May 23, 1949), 930 kc; 10 kw-D, 500
 w-N, DA-2, 2500 Fifth St., Phone Ringling
 7-1151, Sarasota Broadcasting Co. (original
 owner).

Network Keystone. Rep Clark.
 Gonzalo Fernandez, partner; A. G. Fernandez,
 partner & gen mgr; Charles J. Fernandez,
 partner & program director; Robert A. Kohl-
 mayer, chief engineer.
WSPB (Dec. 7, 1932), 1160 kc; 250 w, D, O,
 Box 1110, Phone Fulton 5-2121, TWA, Sara-
 sota 8467, WSPB Inc. (original owner).
 Network CBS. Rep Peatson.

Robert C. Jones Jr., pres; John R. Browning,
 gen mgr; Dean Fleischman, com'l mgr; David
 C. Hale, program director; Jerry McGowan,
 chief engineer; Dottie Mead, women's director.

SEBRING, Highlands County

WJGM (May 1950), 960 kc; 1 kw-D, P, O,
 Box 238, Phone Evergreen 5-1411, Progres-
 sive Publishing Co. (acquired station July 10,
 1951) (see "Newspaper Ownership") and Chap-
 field Broadcasters stations in "Group owner-
 ship").

Network Keystone.
 Specialty programs: Negro, 2 hr. wkly.
 W. K. Ulrich, pres; A. J. Frank, gen mgr,
 program director & chief engineer; Kenneth
 Powers, com'l mgr; Francis Peterson, women's
 director.
WSBB (not on air, target date not announced).

1310 kc; 250 w, O, George W. Lee, 809 W.
 River Drive, Tampa, Fla. Radio Sebring.
 Mr. Fe., Claude C. Tillman Jr., co-owners.

SOUTH DAYTONA, Volusia County

WDAE (March 14, 1937), 1590 kc; 1 kw-D,
 Box 193, Frank Clinton 2-8222, Regional
 Broadcasting Co. (acquired station May 7, 1958)
 (see Harold E. and Helen W. King stations in
 "Group Ownership").

Rep Burns-Smith.
 Harold E. King, owner; Max M. Moore, gen
 mgr & com'l mgr; Robert Andrews, program
 director & chief engineer; Vic Adams, news
 director.

STARKE, Bradford County

WRGB (Feb. 21, 1957), 1190 kc; 250 w-SH,
 215 Temple Ave., Phone WO 1-9595, Tele-
 water Broadcasters (original owner).

Network Keystone.
 R. M. Chamberlin, pres & chief engineer;
 Roy Zaak, gen mgr & com'l mgr; Charles Dent,
 news director; Cliff Roberts, traffic director;
 Sandra Norman, women's director.

STUART, Martin County

WSTO (Dec. 7, 1951), 1150 kc; 250 w, Citizens
 Bank Bldg., Phone 1450, The Blue Water
 Broadcasting Co. (original owner).

Network MBS, Keystone.
 Les Combs, pres & gen mgr; Peggy Combs,
 office mgr; Jim Mullins, assistant mgr; Jim
 Driscoll, com'l mgr; Fred Chapman, chief engi-
 neer; Gary Worth, production mgr; Diane Cole,
 women's director.

TALLAHASSEE, Leon County

WFSU-FM (Aug. 1954), 91.7 mc; 2.1 kw, P, O,
 850, Tallahassee, Phone 2-8000, Ext. 7123-1,
 Florida State U.

Roy Flynn, director; Leszlo Hochm, program
 director; William E. Ringsdale, chief engineer.
WMEN (November 1954), 1550 kc; 5 kw-D,
 Hotel Florida, Phone 2-2550, WMEN Inc.
 (acquired station 1956) (see R. F. J. Timm sta-
 tions under "Group Ownership").

Rep Wood.
 R. F. J. Timm, owner; Don C. Price, gen
 mgr; Marym Ray, program director; Ken Mc-
 Norton, chief engineer & farm director; G. D.
 Underhill, news director; Peggy Flynn, wom-
 en's director.

WTAL (1925), 1270 kc; 5 kw, DA-N, Drawer
 A, Phone 2-1270, WTAL Inc. (acquired sta-
 tion March 1, 1958) (see Vic Dohm Assoc. sta-
 tions in "Group Ownership").

Network MBS. Rep Meeker.
 Victor C. Dixon, pres; Bill Kemp, station
 mgr; Carl Swanson, com'l mgr; Ron Martin,
 program director; Paul Meyers, promotion
 mgr; Sam Dudas, chief engineer; Frank Pep-
 per, news director; Al Brock, farm director;
 Frances Gibson Harper, women's director.

WTNT (Oct. 15, 1948), 1450 kc; 250 w, Hotel
 Duval Bldg., Phone 2-1150, TWA, TLX 32,
 Tallahassee Appliance Corp. (original owner).

Network CBS. Rep McGlynn.
 Specialty programs: Negro, 12 hrs. wkly.
 Frank W. Hazelton, pres & gen mgr; Hurley
 W. Ford, com'l mgr; Lou Merritt, program
 director; John Edger, chief engineer; HSI Le
 Vay, news director.

TAMPA, Hillsborough County

NEW (not on air, target date not announced);
 1010 kc; 50 kw-D, DA, 216 W. Jackson Blvd.,
 Chicago, Ill., Radio Tampa.

Richard M. Seidel, Bertha Schwartz, Harold
 H. Meyer, Band Broadcasting Co. owners.
WALT (1948), 1140 kc; 10 kw-D, DA, 101 W.
 Taylor, Phone 2-7921, Tampa Broadcasting

Co. (acquired station Nov. 1, 1957) (see
 Arnold stations in "Group Ownership").
 Rep Avery-Knodet.

Robert Wasdon, pres & gen mgr; George W.
 Lee, station mgr; Edward Bray, program di-
 rector; Robert Walters, promotion mgr; Paul
 Gossett, chief engineer; Ralph Wasdon, farm
 director; Lucille Laughinghouse, copy director.
WDAE (May 13, 1922), 1250 kc; 5 kw, DA-N,
 Franklin at Washington, zone 2, Phone 2-6400,
 TWA, TP 8013, Tampa Times Co. (acquired
 station 1932) (see "Newspaper Ownership").

Network MBS. Rep Kacz.
 David E. Smithey, pres; L. S. Mitchell, gen
 mgr; Robert M. Weeks, national advertising
 mgr; Van Wilson, program director; William
 Charr Moore, chief engineer.

WDAE-FM (1947), 106.7 mc; 65 kw, Duplicates
 WDAE (above).

WFLA (1924), 970 kc; 7 kw, DA-N, 905 Jack-
 son St., zone 1, Phone 2-0131, TWA, TP 8000,
 The Tribune Co. (acquired station 1935) (see
 "Newspaper Ownership").

Network NBC. Rep John Blate.
 J. E. Couper, pres; George W. Harvey, ex-
 ecutive vp & gen mgr; John Alexander, station
 mgr & com'l mgr; Edward C. Walker, program
 director; Byron Taggart, promotion mgr; J. H.
 Mitchell, chief engineer; Fred Worthington,
 news director; Mardil Liles, farm director;
 Olga Hanscomb, women's director.

WFLA-FM (1948), 93.3 mc; 46 kw, Duplicates
 WFLA (above).

WRBO (March 21, 1948), 1050 kc; 250 w-D,
 1101 Florida Ave., zone 4, Phone Webster
 5-3171, Gateway Broadcasters Inc. (acquired
 station March 16, 1956).

Rep Bennett.
 John A. Boling, pres; Bob A. Martin, pro-
 mgr & promotion mgr; Robert B. Ross Jr.,
 com'l mgr & news director; Burt Fishback,
 program director; Billy R. Polk, chief engi-
 neer & farm director.

WPKM (FM) (June 1951), 101.7 mc; 10 kw,
 Bayshore Royal Hotel, zone 6, Phone 8-1111,
 Frank Knott Jr. (original owner).

Frank Knott Jr., owner & gen mgr; G.
 Leonard, com'l mgr; E. P. Knott, program
 director; G. H. Brown, chief engineer.


WTNE (December 1941), 1150 kc; 1 kw-D,
 5109, Rounsaville at Tampa Inc. (acquired
 station November 1951) (see Rounsaville sta-
 tions in "Group Ownership").

Rep Gill-Perna; Dora-Clayton (regional).
 Specialty programs: Negro, 100%
 R. W. Rounsaville, pres; J. H. Eychen-
 station mgr; John Fulton, gen sales mgr;
 David McLain, assistant mgr & program di-
 rector; Warren Kauffman, chief engineer.

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Retail Sales	\$290,452,000

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\$6,047 Family Income	\$5,234 Family Sales
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WTAL TALLAHASSEE, FLORIDA

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Radio Stations CONTINUED

FLORIDA CONTINUED

TAMPA (Continued)

***WTUN (FM)** (Dec. 23, 1952): 88.9 mc; 770 w. c/o U. of Tampa, zone 6, Phone 8-8861, University of Tampa (original owner).
W. Ernest Vincent, gen mgr; Mack Lee, coml mgr; Edward Van Gelder, program director; Thom Spittel, chief engineer.

*Non-commercial educational.

WWTB (1960): 1300 kc; 5 kw-D, DA, 113 E. La Fayette, zone 2, Phone 2-8024, Tison Broadcasting Co. (acquired station December 1956).

Network Keystone. Rep Pearson.
Specialty programs: Spanish, 20 hrs. wkly; Italian, 6 hrs. wkly.
W. Walter Tison, owner; Charles G. Baskerville, coml mgr; Bill Beatty, program director; Ruben Fuhelo, foreign language director; J. B. Tison, chief engineer; Nick Stemmler, news & farm director; June T. Coe, women's director.

TARPOON SPRINGS, Pinellas County

WDCL (1954): 1470 kc; 5kw-D, P. O. Box 1584, Phone 37-157, Clearwater Broadcasting Corp. (acquired station July 5, 1957) (see "Newspaper Ownership").

Ross Charles, gen mgr; Arthur Roach, coml mgr & promotion mgr; John Stagg, program director; Ted Seaman, chief engineer; Howard Hartley, news director.

TITUSVILLE, Brevard County

WRMF (Nov. 24, 1957): 1050 kc; 500 w-D, P. O. Box 656, Phone 1029, Richard M. Fairbanks (original owner).

Richard M. Fairbanks, pres; Robert Lee Bright, gen mgr & coml mgr; Sanford Paul, program director; Tony Fairbanks, promotion mgr; Mike Fulk, chief engineer; Denver Westefeld, news & farm director; June Black, women's director.

WTVT (not on air, target date not announced): 1300 kc, 1 kw-D, P. O. Box 431, Pensacola, Fla. Mel Wheeler (see Mel Wheeler stations under "Group Ownership").

VALPARAISO-NICEVILLE, Okaloosa County

WNSM (August 1958): 1340 kc; 250 w, Box 608, Valparaiso, Fla. Bay Broadcasting Co. (original owner).

Edward C. Allmon, owner & chief engineer; Karl M. Richards, gen mgr.

VERO BEACH, Indian River County

WAXE (November 1964): 1370 kc; 1 kw-D, U.S. 1, Three mi. south of Vero Beach, Phone Jordan 2-5405 WNTM Inc. (acquired station May 1951).

Network Keystone. Rep Burn-Smith.
J. Frank Spies, pres; Jimmie C. Riser, gen mgr & coml mgr; Tom Fallon, program director; Thyra Colby, promotion mgr; W. F. Stonerook, chief engineer; John Eisenhower, news director & farm director; Sally Work, women's director.

WTFB (June 7, 1954): 1490 kc; 250 w, 1536 20th St. Phone Jordan 2-5454, Tropics Inc. (original owner).

Sen. Merrill P. Barber, pres; Albert Stockmeyer, gen mgr; James Cinque, coml mgr & farm director; William Turner, program director; Richard Jackson, promotion mgr; Stanley Wood, chief engineer; Robert Henderson, news director; Madge Roemer, women's director.

WARD RIDGE, Gulf County

WJOE (1956): 1570 kc; 250 w-D, P. O. Box

396, Port St. Joe, Fla. Phone Ball 7-2426, Vacationland Broadcasting Co. (original owner).

Wilbur R. Powell, pres; Martin J. Begley, station mgr.

WAUCHULA, Hardee County

WAUC (Jan. 7, 1958): 1310 kc; 500 w-D, Cemetery Rd. Phone Prospect 3-4271, Hardee Broadcasting Co. (acquired station May 1958).
Network Keystone.

Robert S. Taylor, pres; E. D. Covington Jr., executive vp; Claude White, gen mgr & coml mgr; Robert Ford, chief engineer.

WEST PALM BEACH, Palm Beach County

WEAT (1948): 850 kc; 1 kw, DA-1, P. O. Box 70, Phone Temple 3-9668, (acquired station July 1, 1957).

Network NBC. Rep Venard, Rintoul & McConnell.

Rex Rand, pres; Bertram Lobhar Jr., executive vp & gen mgr; Godfrey M. Lehbar II, coml mgr; Peter F. Cole, program director; Lorella Garner, promotion mgr; Ross McPherson, chief engineer; Norman Holyo, news director; Jane Mulligan, women's director.

WEAT-TV: Tv companion of WEAT.
WIRK (1947): 1290 kc; 5 kw-D, 1 kw-N, DA-N, 711 S. Flagler Dr. Phone 2-1711, Ken-Sell Inc.

Network MBS. Rep Clark.
Joseph S. Field Jr., owner-gen mgr.

WJNO (July 1936): 1230 kc; 250 w, 1500 N. Flagler Drive, Phone Temple 2-3638, WJNO Radio (acquired station 1952).

Network CBS. Rep Meeker.
Hustin V. McMillan, gen mgr & program director; Harvey D. Murphy, sales mgr; Curtis I. Brinson, chief engineer; Robert Hawkey, news director; Miss Mary E. McGraw, women's director.

WINTER GARDEN, Orange County

WGOA (Jan. 1, 1958): 1600 kc; 1 kw-D, P. O. Box 1124, Phone Olympic 6-3700, E. V. Price (original owner).

E. V. Price, owner & gen mgr; Nathan Price, program director; Hugh Cartol, chief engineer.

WINTER HAVEN, Polk County

WINT (not on air, target date Sept. 15, 1958): 1360 kc; 1 kw-D, DA, Dundee Rd, Winter Haven Broadcasting Co. (original owner).

Angelo L. Pazzari, owner & mgr; Earl E. Sturgeon, coml mgr; Michael P. Savas, program director.

WWSL (Feb. 15, 1947): 1490 kc; 250 w, 665 W. Lake Howard Drive, S.W. Phone Cypress 4-2144, Hundred Lakes Broadcasting Corp. (acquired station March 31, 1955).

Network MBS. Rep Devney.

Specialty programs: Negro, 3 hrs. wkly.
Lawrence A. Rollins, pres & gen mgr; Harry Carroll, coml mgr; Richard Eyrich, program director; L. Orden Craig, chief engineer; Gordon Hubbel, farm director.

WINTER PARK, Orange County

WABR (Sept. 22, 1954): 1440 kc; 5 kw-D, P. O. Box 7547, Orlando, Phone Garden 5-6631, Orange County Broadcasters (acquired station September 1957).

James H. Sawyer, pres & gen mgr; James Waldrop, coml mgr; Tom Doyle, program director; Gwen Barnwell, promotion mgr & women's director; Gerald Eggshart, chief engineer; Dean Kendall, news director; Jackie Sawyer, farm director.

***WPRK (FM)** (Dec. 8, 1952): 91.5 mc; 330 w. c/o Rollins College, Midway 7-1393, Rollins College (original owner).
Hugh F. McKern, pres; M. P. Frutchey, gen mgr & chief engineer.

*Non-commercial educational.

GEORGIA

ADEL, Cook County

WAAG (March 19, 1955): 1470 kc; 1 kw-D, P. O. Box 508, Phone 8571, Cook County Broadcasting Co. (acquired station April 1, 1958).
Network Keystone.

Specialty Programs: Negro, 15 hrs. wkly.
W. M. Forshee, pres; Esther Shepherd, gen mgr & women's director; Don Wingate, coml mgr & program director; J. O. Wiley, promotion mgr; C. H. Christensen, chief engineer; Robert Barker, farm director.

ALBANY, Dougherty County

WALB (1941): 1590 kc; 1 kw, D-AN, Stuart Ave. Phone Hemlock 5-8386, Herald Publishing Co. (original owner) (see "Newspaper Ownership").

Network ABC. Rops Burn-Smith Co. Inc., James S. Ayers (Southeastern).
James S. Gray, pres; Raymond E. Carow, gen mgr; Jack Sholar, coml mgr; Hal Suit, program director; Carolyn Purvis, promotion mgr; Bruce Singleton, chief engineer; Lyman Gray, news director; Crady Shadburn, farm director; Eileen Clayton, women's director; WALB-TV: Tv companion of WALB.

WGPC (July 1933): 1450 kc; 250 w, New Albany Hotel, Phone Hemlock 2-1277, Albany Broadcasting Co. (acquired station May 1958).

Network CBS. Rep Hollingbery.
J. W. Woodruff Jr., pres; L. M. George, gen mgr, coml mgr; W. H. Flint, program director & news director; R. A. Carlton, chief engineer.

WJAZ (Nov. 30, 1952): 1050 kc; 1 kw-D, North Slappey Drive, Phone Hemlock 2-7147, James S. Rivers Inc. (original owner) (see James Rivers stations in "Group Ownership").

Network Georgia Cracker. Rep Clark.
Specialty programs: Negro, 30 hrs. wkly.

James S. Rivers, pres; Bruce Smith, gen mgr; Bob Rogers, coml mgr; Walt Lharcon, program director; R. E. Studdard, promotion mgr; Russell Caldwell, chief engineer; Cecil Fowler, news director; Hap Wilson, farm director.

ALMA, Bacon County

WQOS (October 1957): 1100 kc; 250 w, U.S. #1, South at City Limit, Phone 4681, Queen City Broadcasting System (original owner).
Network Keystone.

Furnell O'Quinn, owner; Dane Bruce, gen mgr; Joyce Holton, coml mgr, & women's director; Roy Sayer, program director and promotion mgr; Merv Hill, chief engineer; Roger Taylor, news director; Ralph Deen, farm director.

AMERICUS, Sumter County

WDEC (July 5, 1947): 1290 kc; 1 kw-D, Robertson Bldg, Phone 3681, Americus Broadcasting Co. (original owner).

Rops Indie Sales, Dora-Clayton (regional).
Specialty programs: Negro 8 hrs. wkly.
Charles C. Smith, pres, gen mgr; Raymond C. La Prado, chief engineer.

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Radio Stations CONTINUED

GEORGIA CONTINUED

ASHBURN, Turner County

WAST (not on air; target date not announced): 1570 kc, 1 kw-D, P. O. Box 431, Tifton, Ga. Thomas D. Pickard.

ATHENS, Clark County

WDOJ (June 10, 1957): 1170 kc; 1 kw-D Holman Hotel, Phone Liberty 8-1354. Southeastern Broadcasting System (original owner). (See James S. Rivers stations in "Group Ownership").

Network Keystone.
James S. Rivers, owner, James A. Davenport, gen mgr; Robert E. North, coml mgr; Lloyd Harris, program director; Chuck Goddard, promotion mgr; W. E. Wilson, chief engineer; Jerry Keane, farm director; Virginia Everett, women's director.

WGAU (May 1938): 1310 kc; 250 w Bobbin Mill Road, Phone Liberty 6-6575. TWIN 162, Clarke Broadcasting Corp. (acquired station July 1956).

Network CBS, Rep Pearson.
H. Randolph Holder (gen mgr) & J. Thomas Lloyd (coml mgr), owners; Mary L. Lewis, program director; Delano Tomoy, music director; Lesley P. Brooks, chief engineer; Gus Mann, farm director; Kathryn Dezier, women's director.

WGAU-FM (May 1948): 102.5 mc; 11 kw; duplicates WGAU (above).

WRFC (May 1, 1948): 960 kc; 5 kw-D, 200 w N. DA-N 270 1/2, N. Lumpkin St. Phone Liberty 3-3411. Radio Athens Inc. (original owner).

Rep Bob Dore Assoc.
Special programs: Negro, 5 hrs. wkly.
L. H. Christian, pres, gen mgr; Joan Rice, coml mgr; Ray Somers, program director; Ed Thibault, promotion mgr; L. D. Druewey, chief engineer; Bob Bradford, news director; Tony Stephens, farm director; Ann Sieg, women's director.

ATLANTA, Fulton County

WVAB (FM) (Sept. 13, 1948): 90.1 mc, 1.6 kw, 549 Bismark Road, N.E., zone 3. Phone Trinity 5-9206. Board of Education of the City of Atlanta (original owner).

Haskell Boyler, gen mgr; Lillian Lee, program director; Thomas W. Cowan Jr., chief engineer.

WFTV (TV): Tv companion of WVAB (FM)

* Noncommercial educational.

WAGA (1937): 590 kc; 5 kw, DA-N, 1018 W. Peachtree St., N.W. Phone Trinity 2-5553. TWIN AT 315. Storer Broadcasting Co. (acquired station June 1946) (see "Newspaper Ownership" and Storer Broadcasting Co. under "Group Ownership").

Network CBS, Rep Katz.
George B. Storer, pres; James E. Bailey, managing director; L. W. Reynolds, sales mgr; John L. Henriksen, program director; Hugo E. Galy, chief engineer.

WAGA-FM (May 19, 1948): 103.3 mc, 36 kw; Duplicates WAGA (above).

WAGA-TV: Tv companion of WAGA

WAKB (Nov. 20, 1955): 1340 kc; 250 w Georgian Terrace Hotel, Phone Trinity 5-8511 TWIN AT 897. WAKB Broadcasters, Inc. (see Bartell Family Radio Group under "Group Ownership").

Goald A. Bartell, pres; Morton J. Wagner, gen mgr; Jayne Swain, coml mgr; Gene Blaine, program director; Fran Hamall, promotion mgr; Don Zuehlke, chief engineer; Bob Brissenden, news director.

WAOX (March 15, 1954): 1380 kc, 5 kw, DA-N, 79 Houston St., N.E. Phone Jackson 5-1545. Atlanta OK Broadcasting Co. (original owner).

Rep Forjoe.
Specialty programs: Negro, 2 1/2 hrs. daily.
Stan Raymond, pres & coml mgr; Zenas Sears, program director; Ethel Holley, chief engineer; Ned Lukens, news director; Gert Nelson, women's director.

WEAS (See Decatur listings)
WEED (1948): 860 kc, 1 kw-D, 370 Auburn Ave., N.E. Phone Jackson 1-0666. Radio Atlanta Inc.

Rep Joe Wootton; Dora-Clayton (Southern).
J. B. Blayton Jr., station mgr; Albert H. Sandler, coml mgr

WGKA (Sept. 1, 1955): 1600 kc; 1 kw-D, 1116 Peachtree Street, N.E. Phone Trinity 6-6228. Glukaren Assoc. Inc. (original owner).

Rep Good Music Broadcasters.
Locke E. Glenn, pres; John P. Culver, vp & gen mgr; E. Lee Nance, coml mgr; Jonathan Phelps, program director; James D. Hampton, chief engineer; Arthur J. Borgesen, news director.

WGKA-FM (Sept. 1, 1955): 92.9 mc; 9.1 kw. Duplicates WGKA (above).

WGST (1921): 920 kc 5 kw-D, 1 kw-N, 165 Eighth St., N.W. Phone Trinity 5-8411 TWIN AT 584. Board of Regents of the University System of Georgia by & in behalf of the Georgia Institute of Technology (original owner)

Network ABC; Rep Veard, Rintoul & McConnell.

Jack Collins, gen mgr; Bill Estes, coml mgr; Ivan Mink, program director; George Durant, promotion mgr; John Van Horn, chief engineer; Bernard Brown, news director.

WIIN (1949): 970 kc 5 kw-D, DA Arcade, Baltimore Hotel, Phone Trinity 5-8153. Broadcasting Services Inc. (acquired station January 1951). (See Arnold Stations under "Group Ownership").

Rep Wood.
Paul J. Arnold, pres; Dale S. Phares, gen mgr; George Allen, program director; Jerry Norman, chief engineer.

WQXI (1948): 790 kc 5 kw-D, 1 kw-N, DA-N, 3165 Mathieson Drive, Phone Cedar 3-2195. Rounsaville of Atlanta Inc. (original owner) (see P. W. Rounsaville stations in "Group Ownership").

Rep Gill-Ferna.
Robert W. Rounsaville, pres; Frank B. Erwin, gen mgr; John Fulton, gen sales mgr; Lee R. Smith, coml mgr; & promotion mgr; Joyce Monroe, program director; Elton Chick, chief engineer.

WSB (1922): 750 kc; 50 kw, 1601 West Peachtree St., N.E. Phone Trinity 5-7221. TWIN AT 3A1. Atlanta Newspaper Inc. (original owner) (see "Newspaper Ownership" and James M. Cox stations under "Group Ownership").

Network NBC, Rep Getty.
J. Leonard Reusch, executive director; Frank Gaither, gen mgr; Lee Morris, coml mgr; Elmo Ellis, program director; Walter Paschall, promotion mgr; Robert Halbrook, chief engineer; James Bridges, news director; Roy McMillan, farm director.

WSB-FM (1948) 98.5 mc; 52 kw. Duplicates WSB (above)

WSB-TV: Tv companion to WSB-AM-FM.

WYZE (March 15, 1956): 1180 kc; 5 kw-D, Henry Grady Bldg; Phone Jackson 1-1953. Atlanta Broadcasting Co. (acquired station March 22, 1958).

Network MBS.
Specialty programs: Greek, 1/2 hr. wkly.
George Nicholson, pres & gen mgr; Maurice Rich, coml mgr; Allen Pierce, program director; promotion mgr; & news director; Lawson Leake, chief engineer.

AUGUSTA, Richmond County

WAUG (Jan. 13, 1952): 1050 kc; 1 kw-D, Bon Air Hotel, Phone Regent 1-1111. Garden City Broadcasting Co. (original owner).

Rep Rambaun, Vance, Hopple; Clarke Brown (south).

Specialty programs: Negro, 1 1/2 hrs. wkly.
Geo. C. Nicholson, co-owner & gen mgr; J. L. Solomon, station mgr & promotion mgr; Ed Koluk, program director & news director; J. C. Atkinson, chief engineer & farm director.

WAUG-FM (Jan. 13, 1952): 105.7 mc, 5.5 kw. Duplicates WAUG (above).

WBBO (1947): 1310 kc, 250 w, 515 15th St. Phone 1-5441. Savannah Valley Broadcasting Co.

Net. MBS. Rep Everett-McKinney; Forjoe (southern).

George G. Weiss, pres & national sales mgr; Thurston Bennett, executive director & gen mgr; William Kirchheim, general sales mgr.

WBBO-FM (1955): 103.7 mc; 10.5 kw. Same address as WBBO (above), but separately programmed, 515 15th St. Musicfest of the South Inc.

John Lyon, gen mgr.
WBJA (1946): 1230 kc; 250 w, 15 Eighth St. Phone Park 4-2421. TWIN AT 8977. Augusta Broadcasting Co. (acquired station Jun. 1, 1958).

Networks NBC, Keystone. Rep Dixieland Stations Inc. (south).

Specialty programs: Negro, nine hrs. wkly.
W. Gay Ringson, pres & gen mgr; J. R. Owens, Jr.; station mgr; Francis I. Doyle, promotion mgr; C. M. Callicott, chief engineer; Robert E. Ruckle, news director.

WGAC (December 1940): 580 kc, 5 kw-D, 1 kw-N, DA-N, 664 Broad St. Phone Park 2-2062. TWIN AU 8972. Twin States Broadcasting Co. (original owner).

Network ABC. Rep Avery-Knudel.

A. D. Willard Jr., pres, gen mgr; Martin E. White, coml mgr; Ken F. Mayo, program director; news director; E. F. Bibo, chief engineer; J. W. Chambers, farm director.

WRDW (1930): 1480 kc, 5 kw, DA-N, 1301 Georgia Ave. Phone Taylor 4-5432. TWIN NA SC 8075. Southeastern Newspapers Inc. (acquired station March 21, 1956). (see "Newspaper Ownership").

Network CBS. Rep Branham Co.
Pat H. Rice Jr., vp & executive director; J. W. Hicks, gen mgr; Clifford W. Bowers, coml mgr; James E. Davis, program director; Rita Russell, promotion mgr; Joe Gill, chief engineer; Don Shepherd, news director.

WRDW-TV: Tv companion to WRDW.

AVONDALE ESTATES, DeKalb County

WAVO (July 19, 1958): 1420 kc; 500 w, DA-D, P. O. Box 25. Phone Drake 8-8898. Great Commission Gospel Assn. (original owner).

L. E. Latham, pres & gen mgr; Joy Simpson, program director; & women's director; J. Carl Meeks, chief engineer.

BAINBRIDGE, Decatur County

WAZA (March 17, 1958): 1360 kc; 1 kw-D, 119 E. Broughton St. Phone 838. Joseph M. Grollman (original owner).

Rep Dora-Clayton
Specialty programs: Negro, 2 hrs. wkly.
Joseph M. Grollman, owner & gen mgr; Joe Hill, station & coml mgr; Ray Read, program director & news director; Edna Nix, promotion mgr; John Duncan Jr., chief engineer; Gene Brock, farm director; Audrey Clift, women's director.

WMGR (1916): 330 kc; 5 kw-D, Thomasville Highway, Phone 776. John A. Dowdy (acquired station February 1956).

Network Keystone. Regional network Harry J. Cannon, Atlanta. Rep Gram Webb.

Specialty programs: Negro 6 hrs. wkly.
John A. Dowdy, owner; Walter Freeman, gen mgr & chief engineer; Phil Yarbrough, program director; Douglas Cutts, promotion mgr.

BAXLEY, Appling County

WHAB (December 1951): 1260 kc, 5 kw-D, P. O. Box 265. Phone 3099. Tri-City Broadcasting System (original owner).

Network Keystone.
Specialty programs: Negro 1 1/2 hrs. wkly.
Farnell O'Quinn, owner; John R. Swain, gen mgr; Anna Lee Lightsey, coml mgr; Danny Radliff, program director, & farm director; JoAnn O'Quinn Chisholm, promotion mgr; Kenneth Mock, chief engineer; Gene Freze, news director; Jo Moody, women's director.

BLAKELY, Early County

WBBK (not on air; target date not announced): 1260 kc, 1 kw-D, P. O. Box 590, Dawson, Ga. Radio Blakely.

W. C. Woodall Jr., pres.

BREMEN, Haralson County

WWCC (October 1957): 1440 kc; 500 w-D, 111 Parkway Circle, Phone 3275. West Georgia Broadcasting Co. (original owner).

J. J. Alonchar Jr., pres; Tom W. Smith Jr., gen mgr & news director; Lee Williams, coml mgr; Lou Smith, program director; Steve Cantrell, promotion mgr; James McKay, chief engineer; William A. Pierce, farm director; Ethelie McArthur, women's director.

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BAXLEY, GEORGIA

GEORGIA CONTINUED

BRUNSWICK, Glynn County

WGIG (March 5, 1949): 1440 kc; 5 kw-D; 1 kw-N; DA-N; 1514 Union St. Phone Amherst 5-3876. Brunswick Broadcasting Corporation (original owner).

Network ABC. Rep Bob Dore Assoc., Dixieland Stations Inc. (regional).

Specialty programs: Negro, 8 hrs. wkly. Hugh K. Tollison, executive vp. & gen mgr; John Lane, com'l mgr & station mgr; Jimmie A. Miller, program director; Jack Lenz, promotion mgr; Herman F. Lange, chief engineer; Sammy Middleton, news director; Marvin Massey Jr., farm director; Caroline Bailey, women's director.

WMOG (June 1, 1946): 1490 kc; 250 w. Torras Causeway. Phone Amherst 5-5989. Radio Brunswick Inc. (acquired station Jan. 1, 1953).

Network Keystone. Rep Indie Sales. Specialty programs: Negro 11 hrs. wkly; French, 1 hr. wkly.

Allen Woodall, pres; Tom Doughty, gen mgr; Lew Carter, com'l mgr; Jay Lingle, program director; Mary J. McEvan, promotion mgr; Cecil Tankersley, news director & chief engineer; John Vroman, farm director; Betty Hafner, women's director.

BUFORD, Gwinnett County

WDMF (Nov. 7, 1956): 1460 kc; 1 kw-D; P. O. Box 597. Phone Buford 3-555. Gwinnett County Broadcasting Co. (original owner).

Rep Continental Radio Sales.

David Fleagle, partner, gen mgr & com'l mgr; Irma Moulder, program director & women's director; Sid Young, promotion mgr & news director; Clinton Provost, chief engineer; Joe Vandever, farm director.

CAIRO, Grady County

WGRA (1956): 790 kc; 1 kw-D; Box 120. Phone 2-4392. Grady-Mitchell Broadcasting Co. (original owner).

Network Keystone. Rep Indie Sales. Specialty programs: Negro, 12 hrs. wkly.

Geise Dozier, pres; Lowell E. Tinkles, gen mgr. & com'l mgr; Janie Brock, program director; Bernie Porter, promotion mgr & women's director; Greg Stung, chief engineer; Virgil Lovett, news director.

CALHOUN, Gordon County

WCGA (1953). 990 kc; 1 kw-D; 112½ Court St. Phone 2111. Gordon County Broadcasting Co.

Rep Indie Sales. R. R. Magill, pres, gen mgr & chief engineer; Judy Magill, com'l mgr; Richard Bowman, program director.

CAMILLA, Mitchell County

WCLB (Jan. 25, 1954): 1220 kc; 1 kw-D; P. O. Box 147. Phone 2776. Chapel Broadcasting Co. (original owner).

Network Keystone. Specialty programs: Negro 3 hrs. wkly.

Russell A. Browne, gen mgr; Charlie Brown, com'l mgr; Richard L. Cook, chief engineer.

CANTON, Cherokee County

WCHK (April 11, 1957): 1290 kc; 1 kw-D. Phone Greenwood 9-2191. Cherokee Broadcasting Co. (acquired station October 1, 1957). (See C. A. McClure stations in "Group Ownership").

C. A. McClure, gen mgr; Mike McDougald, station mgr & program director; Bob Peterson, com'l mgr & news director; Gene McKeel, program mgr; Jim Axel, chief engineer; Laura Metcalf, women's director.

CARROLLTON, Carroll County

WLBB (1947): 1100 kc; 250w-D. Bremen Road. Phone Terrace 2-7011. Carroll Broadcasting Co. Network Keystone. Rep Indie Sales.

T. K. Vassy, pres & gen mgr; J. D. Norton Jr., com'l mgr.

CARTERSVILLE, Bartow County

WBHF (1946): 1450 kc; 250 w. West Ave. Phone 1200. W. R. Frier (original owner). (See "Newspaper Ownership").

Network MBS. W. R. Frier, owner & gen mgr; Roland Brooks, program director; Horace Bridges, chief engineer; Vernon Ayers, news director.

CEDARTOWN, Polk County

WGAA (1941): 1310 kc; 250 w. P. O. Box 807. Phone 777. Polk County Broadcasting Co. (acquired station September 11, 1951).

Network Keystone. J. Frank Proctor, co-owner, gen mgr & chief engineer; Arnold Walker, com'l mgr; Jimmy Wright, farm director.

CLAXTON, Evans County

WCLA (July 1, 1958): 1470 kc; 1 kw-D. Drive In Theatre Bldg. Phone 970. Evans County Broadcasting Co. (original owner).

Network Keystone. Specialty programs: Negro, 12 hrs. wkly.

Howard C. Gilreath, owner, gen mgr, chief engineer; Lowell Register, station mgr, com'l mgr, program director; S. E. Perkins, promotion mgr; Tab Smith, news director and farm director; Janice Register, women's director.

CLEVELAND, White County

WRWH (not on air; target date not announced) 1350 kc; 500 w-D; N. Wise Inc. D. J. Stewart, pres.

COLUMBUS, Muscogee County

WCLS (January 1955): 1580 kc; 1 kw-D; 1020½ Broadway. Phone Fairfax 7-3618. Muscogee Broadcasting Co. (original owner).

Reps Walker-Rawalt; Dora-Clayton (southeastern).

Specialty programs: Negro, 190%. Charlie H. Parish Jr., pres & gen mgr; Billy M. Freeman, com'l mgr.

WDAX (1943): 1310 kc; 250 w. (CP; 510 kc, 5kw LS, 500 w-N-DA-N). Martin Bldg. Phone Fairfax 2-5417. Radio Columbus, Inc. (acquired station April 1, 1958).

Network NBC. Rep Headley Reed, Ayers (southeast).

Specialty programs: Negro, 20 hrs. wkly.

Allen M. Woodall, pres & gen mgr; W. S. Muesie, com'l mgr; Lamar Lynn, program director; Jimmy Deer, promotion mgr; Dan O'Keefe, chief engineer; Norman Bishop, news director; Jennie McKee, women's director.

WGBA (1947): 1270 kc; 5 kw-D; 1213½ Broadway. Phone Fairfax 3-3603. WGBA Inc. (acquired station November 1953). (See C. A. McClure stations in "Group Ownership").

Network MBS. Rep Bob Dore Associates (regional) Dixieland Stations Inc.

C. A. McClure, pres & gen mgr; Mary Louise Reece, com'l mgr; Bill Bowick, program director; R. H. Ruppel, station & promotion mgr; P. Keith Brown, vp. treasurer & chief engineer; Richard R. Weiss, news director.

WPNX (See Phenix City, Ala.)

WRBL (May 1928): 1420 kc; 5 kw, DA-N; 1350 13th Ave. Phone Fairfax 2-6601. TWX (M 604 Columbus Broadcasting Co. (acquired station October 1953). (See "Newspaper Ownership").

Network CBS. Rep Hollingbery.

James W. Woodruff Jr., pres & gen mgr; Walter Graham, station & com'l mgr; David G. Lea, program director; Eleanor Whitelaw, promotion mgr; Joseph A. Gamble, chief engineer; Glen Broughman, news director; V. O. Delony, farm director; Rose Flournoy, women's director.

WRBL-FM (Nov. 16, 1946): 93.7 mc; 25 kw. Duplicates WRBL (above). WRBL-TV: TV companion of WRBL-AM-FM.

COMMERCE, Jackson County

WJJC (June 27, 1957): 1270 kc; 1 kw-D; P. O. Box 239. Phone Federal 5-3155. Jackson County Broadcasting Co. (acquired station Jan. 8, 1958). (See "Newspaper Ownership").

Albert S. Hardy, pres; Grady Cooper, gen mgr & com'l mgr; Elizabeth Layton, program director; Bill Anderson, promotion mgr; William J. Evans, chief engineer & farm director; Jim Mowry, news director; Willie Vir Dawdy, women's director.

CORDELE, Crisp County

WMJM (1940): 1490 kc; 250 w. 20 Ave. B St. Phone 666. Southeastern Broadcasting System (acquired station December 1957). (See James S. Rivers stations under "Group Ownership").

Network MBS. Keystone; Rep Clark. Specialty programs: Negro, 10 hrs. wkly.

James S. Rivers, pres; William E. Blizzard Jr., gen mgr, program director & promotion mgr; Clark Standard, com'l mgr & news director; Russell Caldwell, chief engineer; Carl Barnes, farm director; Sara Jane Davidson, women's director.

CORNELIA, Habersham County

WCOR (May 26, 1953): 1450 kc; 250 w. 1 Burrell St. Phone 1450. Habersham Broadcasting Co. (original owner).

Network Keystone. Rep Indie Sales.

Jack Bradley, pres; James H. Marlowe, gen mgr; Billy C. Massey, com'l mgr & program director; George R. Wilkes, chief engineer; Conny S. Shirley, news director; Janet S. Davison, women's director.

COVINGTON, Newton County

WGFS (1946): 1130 kc; 1 kw-D; P. O. Box 869. Phone 2337. R. William Hoffman & Betty Jean Hoffman (acquired station June 1, 1957).

Network Keystone. Rep Sears & Ayer. Specialty programs: Negro 1 hr. wkly.

R. William Hoffman and wife Betty Jean Hoffman, owners; Mr. Hoffman, gen mgr, com'l mgr, chief engineer; Dave Snodgrass, program director; Grier Stephenson, promotion mgr; Freeman Rowe, news director; Joe Rainey, women's director.

DALTON, Whitfield County

WBLJ (1940): 1230 kc; 250 w. Kenemer Bldg. Phone 1180. Dalton Broadcasting Corp.

Network MBS. Georgia Cracker. Keystone. Rep Harry J. Cannon, (southeast).

Ohn H. Kenemer, gen mgr.

WRCD (October 1, 1951): 1130 kc; 1 kw-D; 104 S. Pentz St. Phone 1892. Whitfield Broadcasting Co. Inc. (original owner).

Rep Dora-Clayton (Atlanta). Jim Honey, pres & gen mgr; Ed Jordan, com'l mgr; Hilda Robertson, program director; Sanford J. Willis, chief engineer & farm director; Heace C. Jenkins, news director; Mary Louise Moran, women's director.

DAWSON, Terrell County

WDWD (April 2, 1948): 990 kc; 1 kw-D; P. O. Box 390. Phone 416. Dawson Broadcasting Co. (original owner).

Rep Indie Sales. Specialty programs: Negro, 45 hrs. wkly.

W. C. Woodall Jr., pres, gen mgr & com'l mgr; Owen Larnacott, program director; Curt Dulaney, promotion manager; Joe Stephens, chief engineer; Margaret Omdorff, news director & women's director; Noel Montfort Jr., farm director.

DECATUR, DeKalb County

WEAS (July 1947): 1010 kc; 10 kw, 50 kw, Canadian restricted, D, 217 W. Ponce De Leon Ave. Phone Drake 3-2521. WEAS Inc. (original owner). (See De Rivers stations under "Group Ownership").

Rep Stars National.

E. D. Rivers, Jr., pres; Warren Roberts, station mgr; Dewey May, com'l mgr; Bob Prather, program director; Malcolm Moore, chief engineer; Marshall Pack, news director; Jack Holden, farm director.

DOUGLAS, Coffee County

WDMG (1947) 860 kc; 5 kw, DA-N; P. O. Box 590. Phone 1150. WDMG Inc. (See B. F. J. Timm stations in "Group Ownership").

Rep Dora-Clayton.

B. F. J. Timm, pres; Mary Jarrard, gen. mgr; Roy L. Jones, com'l mgr; Joe Grammer, program director; Mary Nell Lester, promotion mgr; Bill Alford, chief engineer; Dick Williamson, news director; Bob Lash, farm director; Ruth McKay, women's director.

WSIZ (Sept. 21, 1957): 1310 kc; 1 kw-D; P. O. Box 202. Phone 1140. Ferdinandina Beach Broadcasters (original owner).

Carol and Marshal Roland, owners; Joe Vincent, gen mgr; Earl McRae, chief engineer; Ed Lund, news director; Gene Wade, farm director.

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Radio Stations CONTINUED

GEORGIA CONTINUED

DUBLIN, Laurens County

WMLT (Jan. 17, 1945): 1330 kc; 1 kw-D. Franklin & Moore Sts. Phone Broad 2-1122. Dublin Broadcasting Co. (original owner).
Network Keystone. Regional network Georgia Cracker Network.

Specialty programs: Negro, 5 hrs. wkly.
W. Newton Morris, pres; Frank Floyd Jr., vp. gen mgr & coml mgr; Paul Trim, program director & promotion mgr; Lloyd E. Perkins, chief engineer; William P. Coulter, news director; Jeff Warner, farm director.

WYLI (March 16, 1958): 1140 kc; 1 kw-D. P. O. Box 826. Phone Broad 2-4282. Radio South Inc. (original owner).

John A. Boling, pres; J. M. Holland, gen mgr, promotion mgr & farm director; W. C. Courson, coml mgr, chief engineer; H. F. Lominac, program director, news director; Joyce Hoffman, women's director.

EAST POINT, Fulton County

WTJH (1949): 1260 kc; 5 kw-D. P. O. Box 72. Phone Diamond 1-2233. Radio Station WTJH (original owner). (See James S. Rivers stations under "Group Ownership").

James S. Rivers, pres; James A. Davenport, gen mgr, coml mgr; Raymond Kinnamon, program director; Claude V. Jones, promotion mgr; William J. Hill III, chief engineer; Joe Tucker, news director; Kermit Reid, farm director; Elizabeth Hall, women's director.

ELBERTON, Elbert County

WSGC (1946). 1100 kc. 250 w. Elberton Broadcasting Co.

Network MBS, Keystone. Rep Continental Radio Sales.
Melvin C. Gorman, station mgr.

FITZGERALD, Ben Hill County

WBHB (October 1946): 1240 kc; 250 w. (CP: 1380 kc 5 kw-D). 601 Roanoke Drive. Phone 2077. Ben Hill Broadcasting Corp. (acquired station 1955).

Network MBS, Keystone. Rep Dora-Clayton.
Specialty programs: Negro, 2 1/2 hrs. wkly.
Otto Griner, pres; Paul E. Reid, gen mgr; Tony Carter, program director; Seymour Michael Pelton, chief engineer; Charles Russell Ridgeway, sports director; Bonnie Johnson, women's director.

FORT VALLEY, Peach County

WPPM (Spring, 1951): 1150 kc. 1 kw-D. P. O. Box 229. Phone Taylor 5-5547. Peach Belt Broadcasting Co.

Network Keystone. Rep Indie Sales.
Specialty programs: Negro, 9 hrs. wkly.
E. J. Young, pres; Harris H. Hafer, coml mgr; Joe Liber, program director & chief engineer; Virginia Freshwater, promotion mgr; Bobby Bragg, news director, farm director; Rosemary Reid, women's director.

GAINESVILLE, Hall County

WDUN (April 2, 1949): 1240 kc; 250 w. 1110 Thompson Bridge Rd. Phone Lenox 1-7331. Northeast Georgia Broadcasting Co.

Regional network Southeastern Key Market Network. Rep Clark.

Specialty programs: Negro, 8 3/4 hrs. wkly.
John W. Jacobs Jr., pres, gen mgr; Claire T. Palmour, coml mgr, & women's director; James N. Martin Jr., program director; Gilmer L. Hulsey, chief engineer; Ted Oglesby, news director; Ed Storie, farm director.

WDUN-FM (April 2, 1949): 103.9 mc; 310 w. Duplicates WDUN (above).

WGGA (October 1941): 550 kc; 5 kw-D. 569-N. DA-N. Press-Radio Center. Phone Lenox 2-6211. Blue Ridge Broadcasting Co. (original owner) (See "Newspaper Ownership" and Charles Smithgall stations under "Group Ownership").

Network MBS. Rep Rambeau.
Charles Smithgall, chief owner; Robert P. Schwab, gen mgr; James A. Hartley, coml mgr; William A. Sellers Jr., program director; Rhett Turnipseed, promotion mgr; Wilbert J. Darracott, chief engineer; Robert C. Burton, news director, farm director; Doris Smith, women's director.

WLBA (Jan. 26, 1957): 1580 kc; 5 kw, 1 kw. Canadian restricted. D. Phone Lenox 2-6331. Hall County Broadcasting Co. (original owner).
Reps Walker-Rawalt, Dora-Clayton (south-east).

Specialty programs: Negro, 6 hrs. wkly.
Ernest H. Reynolds Jr., pres; Jim Stevenson, station mgr, national coml mgr, program & farm director; Larry Latham, local coml mgr; Gene Robinson, promotion mgr; E. R. Hidenour, chief engineer; Cleve Scovill, news director; Frances Reynolds, women's director.

GRIFFIN, Spalding County

WHIE (Dec. 15, 1952): 1320 kc; 1 kw-D. P. O. Box, 971. Phone 9451. Telerad Inc. (acquired station Jan. 1, 1957).

Rep Dixieland Stations.
Specialty programs: Negro, 13 hrs. wkly.
John T. Williams & Fred Watkins, co-owners; Mr. Williams, gen mgr, promotion mgr; Mr. Watkins, coml mgr, program director, farm director; Carlton Innes III, chief engineer; Bob Gilreath and Nick Cox, news directors; Gene W. Keene, women's director.

WKBU (July 4, 1933): 1150 kc; 250 w. P. O. Box 1001. Phone 5507. Radio Station WKBU (original owner).

Network MBS, Keystone. Regional network Southeastern Key Market Net.

A. W. Marshall Jr., pres, chief owner, gen mgr & chief engineer; W. J. Westmorland, coml mgr.

HARTWELL, Hart County

WKLY (Sept. 5, 1947): 980 kc; 1 kw-D. P. O. Box 130. Phone Franklin 6-2233. WKLY Broadcasting Co. (acquired station May 22, 1958). (See "Newspaper Ownership").

Regional network Georgia Cracker Network. Georgia Sports Network. Rep Harry J. Cannon.

Specialty programs: Negro, 1/2 hr. wkly.
Max G. Pfander, pres. & gen mgr; Burch T. Griffin, business mgr; Kenneth Winchester, program director; Broadus McLane, chief engineer; Marion Thornton, news director; Jean Vickery, women's director.

HAWKINSVILLE, Pulaski County

WCHE (Dec. 11, 1952): 610 kc; 500 w-D. P. O. Box 184. Phone Twilight 3-3281. Tri County Broadcasting Co. (original owner).

Network Keystone. Regional network Southeastern Key Net.

Specialty programs: Negro, 5 1/2 hrs. wkly.
R. T. Ragan, pres; Henry Griffin, vp; D. L. Jackson, sec-treas; James D. Popwell, coml mgr; Jerry Conrad, program director; Rivers Jackson, promotion mgr; Bob Singleton, chief engineer; Don Towers, news director, farm director; Odell Floyd, women's director.

HINESVILLE, Liberty County

NEW (not on air; target date not announced): 990 kc; 250 w-D. P. O. Box 72. Liberty Broadcasting Co.

Duane A. Hatch, partner; Roscoe Denmark, partner; Paul H. Sikes, partner.

JESUP, Wayne County

WBGR (July 12, 1949): 1370 kc. 1 kw-D. P. O. Box 147. Phone Garden 7-2414. Altamaha Broadcasting Co. (acquired station April 1, 1958).

Network Keystone.
W. Glenn Thomas Sr., pres; Eddie Lynch, gen mgr, coml mgr & promotion mgr; Paul Elliot, program director; Art Mannink, chief engineer; Dick Costin, news director; Harry Hutchison, farm director; Pausy Surrency, women's director.

LAFAYETTE, Walker County

WLFA (Dec. 1, 1954): 1520 kc; 5 kw-D. P. O. Box 130. Phone 1-7676. Radio Dixie Inc. (acquired station Sept. 1, 1955). (See J. A. Gallimore stations in "Group Ownership").

Network Keystone. Rep Best.
J. A. Gallimore, pres; C. W. Gwyn, gen mgr, coml mgr & program director; C. M. Lowry Jr., chief engineer;

LaGRANGE, Troup County

WLAG (May 1, 1941): 1210 kc; 250 w. WLAG Bldg. Phone Tuxedo 2-3505. LaGrange Broadcasting Co. (original owner). (See "Newspaper Ownership").

Network MBS, Keystone. Rep Indie Sales; Dixieland Stations (south-east).

Specialty programs: Negro, 9 hrs. wkly.
Roy C. Swink, president; Edwin Mullinax, gen mgr, coml mgr; Dora Anna Gay, program director; Patricia Smith, promotion mgr; J. M. McKay, chief engineer; Edward Craig, news director; Vinson Smith, farm director.

WLAG-FM (Sept. 1, 1947): 104.1 mc; 2.3 kw. Duplicates WLAG (above).

WTRP (Jan. 8, 1953): 520 kc 1 kw-D. Hammett Bldg. Phone Tuxedo 4-9877. Chattahoochee Broadcasting Co.

Rep McGilvray.
Specialty programs: Negro 7 hrs. wkly.
Byron H. Hurst, gen mgr; George Pottet, coml mgr; Frank E. Hurst, business mgr; Barbara South, promotion mgr; Ray Reihan, chief engineer; Julia Hurst, program director; Frank Cordell, farm director; Fran Clemons, women's director.

McRAE, Telfair County

WDAX (July 27, 1957): 1110 kc. 1 kw-D. Box 312. Phone 6006. Radio Telfair Inc. (acquired station 1958).

Network Keystone. Rep Indie Sales.
Allen M. Woodall, pres; G. Ed Snyder, gen mgr; Jack V. Lo Presti, coml mgr, chief engineer; Lucy Jacobs, program director; Bruce Bestwick, news director.

MACON, Bibb County

WBML (October 1940): 1210 kc; 250 w. 230 Second St. Phone Sherwood 3-5154. Middle Georgia Broadcasting Co. (original owner)

Rep Forjoe.
C. R. Rader, pres; George W. Barton, vp, gen mgr & coml mgr; Don King, program director; C. L. Winder, chief engineer; Howard Abbotson, news director; Helen Farmer, women's director.

WCRY (Nov. 25, 1957): 900 kc; 250 w-D. P. O. Box 490. Phone 3-9348. William H. Loudermilk, (original owner)

Rep Stars National.
Specialty programs: Negro, 100%.
William H. Loudermilk, owner, gen mgr & chief engineer; Bel Tunstall, program director; Winston Calheway, news director; Rosetta A. Armour, women's director.

WIBB (November 1948): 1280 kc; 1 kw-D. Professional Bldg. Phone 2-2505. Peach State Broadcasting Co. (original owner).

Rep Walker-Rawalt, Dora-Clayton.
Specialty programs: Negro, 8 1/2 hrs. wkly.
Thomas H. Maxwell, pres, gen mgr; Donald C. Frost, coml mgr.

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Radio Stations CONTINUED

GEORGIA CONTINUED

MACON (Continued)

WMAZ (Oct. 30, 1922): 940 kc; 10 kw, DA-2 CP; 50 kw-D, 10 kw-N, DA-N. Bankers Insurance Bldg. Phone Sherwood 2-7373. TMX MC-5137. Southeastern Broadcasting Co. (acquired station 1927).

Network CBS. Rep Avery-Knodel. George P. Rankin, Jr. pres. & chief engineer; Wilton E. Cobb, sec-treas, gen mgr; Frank Crowther, coml mgr; Albert Sanders, executive sales mgr; Elmo Simmons, national sales mgr; Joe Andrews, co-ordinator programs & promotion; James D. Lawhon, technical director; Hugh Batey, news director; Del Ward, women's director.

WMAZ-FM (Feb. 10, 1947): 99.1 mc; 3 kw. Duplicates WMAZ (above).

WMAZ-TV: Tv companion to WMAZ-AM-FM.

WNEX (1945): 1400 kc; 250 w, 2254 Rogers Place. Phone 5-3301. TWX MC 5135 Macon Broadcasting Co. (See "Newspaper Ownership").

Network ABC. MBS Rep Branham. Alfred Lowe, gen mgr & coml mgr; Mary A. Thompson, business mgr & program director.

WNEX-FM (not on air; target date not announced): 96.9 mc, 4.1 kw. Same address and licensee as WNEX (above).

MADISON, Morgan County

WYTH (July 1955): 1250 kc; 1 kw-D. Beacon Heights. Phone 761. Gilreath & Graham. (acquired station August 1, 1958).

Network Keystone. Southeastern Key Market. Rep Continental Radio Sales.

Specialty programs: Negro, 12 hrs. wkly. Henry W. Lanham pres & news director; Wayne Foster, gen mgr, promotion mgr & chief engineer; Bill Callaway, coml mgr; Jim Crosley, program director; Bob Hawk, farm director; Jessie Cunningham, women's director.

MANCHESTER, Meriwether County

WFDR (June 27, 1958): 1370 kc; 1 kw-D. P. O. Box 447. Phone Thornwall 6-2490. TWX 6-2490 Radio Manchester Inc. (original owner).

Network Keystone. Rep Best.

Specialty programs: Negro, 6 hrs. wkly. Elmer Loftin, pres; Jack Whitehorn, Executive vp & gen mgr; Paul Rowe, coml mgr; Sandra Bartlett, program director & women's director; Sharon Casterl, promotion mgr; Craig M. Willis, chief engineer; Bill Routon, farm director & news director.

MARIETTA, Cobb County

WBIE (Nov. 11, 1955): 1050 kc; 500 w-D. P. O. Box 91. Phone 8-0469. Marietta Broadcasting Co. (original owner).

Regional network Southeastern Key Market Net.

Dudley D. McCaskill, pres & coml mgr; James M. Wilder, gen mgr & chief engineer; Don H. Kordecki, program director.

WFOM (Oct. 3, 1946): 1230 kc; 250 w. S. Cobb Dr. Phone 8-3396. Woolfum Inc. (acquired station June 1, 1958).

Network Keystone. Albert L. Jones, pres & gen mgr; Eugene Sparks, coml mgr; Gerow Carr, program director; John K. Williams, promotion mgr; Jean Ludwick, chief engineer; Cal Cheatum, news director; Sunny Young, women's director.

MILLEDGEVILLE, Baldwin County

WMVG (March 29, 1946): 1150 kc; 250 w, 701 South Jefferson St. Phone 2250. Michael T. Landy (acquired station Aug 9, 1957).

Network Keystone. GALS. Southeastern Key Market Net.

Michael T. Landy, owner; Josephine Nagdale, program director; Joe Boone, chief engineer.

MILLEN, Jenkins County

WGSR (not on air; target date not announced): 1570 kc, 250 w-D. P. O. Box 114, Newington, Ga. Jenkins Broadcasting System. W. Herbert Brannen, owner.

MONROE, Walton County

WMRE (March 12, 1954): 1490 kc; 250 w. P. O. Box 191. Phone 8-1711. Walton Broadcasting Co.

Warren G. Gilpin, pres & gen mgr; Deral Morris, coml mgr.

MOULTRIE, Colquitt County

WMGA (September 1939): 1400 kc; 250 w. Tifton Highway. Phone Yukon 5-5770. John F. Pidcock & Roy F. Zess d/b WMGA. (original owners).

Network ABC. Keystone. Rep Ayers (southeast).

John F. Pidcock, gen mgr; Roy F. Zess, station mgr & coml mgr; Everett Griner, program director; Homer Sloan, chief engineer; Coy Dekle, farm director.

WMTM (November 1953): 1300 kc; 5 kw-D.

P. O. Box 331. Colquitt Broadcasting Co. (original owner).

Network Georgia Cracker net. Rep Clark. Specialty programs: Negro, 12 hrs. wkly.

N. B. Mills & Douglas J. Turner, owners; Mr. Mills, gen mgr; Mr. Turner, coml mgr, program director & chief engineer; Geo. Skene, promotion mgr & news director; Gene Mills, farm director; Fleeta Crews, women's director.

NEWMAN, Coweta County

WCOH (December 1947): 1400 kc; 250 w. P. O. Box 581. Phone 1400 Newman Broadcasting Co. (acquired station August 19, 1953).

Network MBS.

Specialty programs: Negro, 1½ hrs. wkly. James O. Hardin Jr., pres & gen mgr; J. T. Williams Jr., coml mgr; Harold Ward, chief engineer; Louise C. Hardin, women's director.

WCOH-FM (1948): 96.7 mc; 339 w. Duplicates WCOH (above).

PERRY, Houston County

WBBN (Aug. 16, 1956): 980 kc; 500 w-D. Highway 41 South. Phone Garfield 9-2980. Gateway Broadcasting Co.

Network Keystone. Regional network Cracker network; Reps Clark, Harry Cannon (south).

Specialty programs: Negro 14 hrs. wkly.

Al H. Evans Sr., gen mgr; Howard George, coml mgr & promotion mgr; Jim Lee, program director; Marvin Strickland, chief engineer; Al Evans Jr., news director & farm director; Lyndel Cooper, women's director.

QUITMAN, Brooks County

WSFB (1955): 1190 kc, 250 w-D. P. O. Box 632. Phone 2681. Quitman Broadcasting Co.

Network Keystone. Emerson W. Browne, owner, gen mgr & chief engineer; Margie Bowman, program director & women's director.

ROME, Floyd County

WLAQ (1947): 1410 kc; 1 kw, DA-N. Mt. Alto Rd. Phone 7767. TWN 541. Don Mitchell's WLAQ Inc. (acquired station January 1957).

Network ABC. Rep Dora-Clayton (southeast).

Don Mitchell, gen mgr; Jim McClain, station mgr; Walter Baldwin, program director & farm director; Lake Cely, promotion mgr; Fred Sheehan, chief engineer; John Hathaway, news director; Glenda Fowler, women's director.

WRGA (Nov. 1929): 1470 kc; 5 kw, DA-N. P. O. 1187. Phone 9742. Rome Broadcasting Corp. (See "Newspaper Ownership" and "Charles Smithgall Stations under 'Group Ownership'").

Network MBS. North Georgia Net. Rep Walker-Rawalt.

Charles Smithgall, chief owner; Mather Payne, pres & gen mgr; Ben Lucas, coml mgr; Jim Roberts, program director; Clarence Salmon, station mgr; Ruben Jackson, promotion mgr; R. A. Starr, chief engineer; Cap Hicks, news director; Lee Mowry, sports director; Bill Morris, farm director; Fran McSpadden, women's director.

WROM (1946): 710 kc; 1 kw-D. P. O. Box 473. Phone 2-0833. Coosa Valley Radio Co. (original owner).

Dean Covington, pres; Ed McKay, gen mgr; Charles Doss, coml mgr, & promotion mgr; Dorothy McKay, program director & women's director; T. H. Robertson, chief engineer; Ivan Hoge, news director; Bob Martin, farm director.

ROSSVILLE, Walker County

WRIP (1958): 980 kc; 500 w-D DA-2. P. O. Box 138. Dr. Jay Sadow (original owner).

Dr. Jay Sadow, pres; Bill Bohman, gen mgr; Van Hobbs, coml mgr; Helen Silverman, program director; Charles Allen, promotion manager; W. C. Stuart, chief engineer; L. B. Johnson, news director; S. H. Sadow, farm director; Sylvia Sadow, women's director.

SANDERSVILLE, Washington County

WSNT (May 11, 1956): 1490 kc; 250 w. P. O. Box 150. Phone 3174. Washington Broadcasting Co. (acquired station June 1, 1957).

Network MBS. Keystone. Rep Indie Sales.

Specialty programs: Negro, 7 hrs. wkly. H. L. Webster, pres; John C. Foster, gen mgr & vice pres; Bob Kilgore, coml mgr & farm director; Iola Daniels, program director; Frank Roughton, promotion mgr & news director; John Cooper, chief engineer; Mozell Kilgore, women's director.

SAVANNAH, Chatham County

WCCF (Aug. 11, 1946): 1450 kc; 250 w. P. O. Box 943. Phone Adams 2-4182. Dixie Broadcasting Co. (acquired station April 1958).

Network MBS. Rep Walker-Rawalt.

Carter C. Peterson, pres & gen mgr; Veldon Herrin, station coml mgr; Max Harper, chief engineer.

WFRP (October 1946): 1230 kc; 250 w, 219 E. Charlton St. Phone Adams 3-9642. TWX 4092. Georgia Broadcasting Co. (original owner).

Network ABC. Rep Everett-McKinney, Ayers (southeastern).

John F. Pidcock, pres; John G. Williams, gen mgr & coml mgr; Robert L. Benet, promotion mgr; Harvey C. Thackston, chief engineer; Fritz Simmons Benet, news director;

William Fuhrman, farm director; Addine Leitch, women's director.

WJIV (Oct. 6, 1950): 900 kc; 1 kw-D. 128 West Taylor St. Phone Adams 4-7264. WJIV Inc. (original owner). (See Dee Rivers Stations in "Group Ownership").

Rep Stars National.

Specialty programs: Negro, 6 hrs. wkly. E. D. Rivers Jr., chmn of bd; James L. Woods, gen mgr, coml mgr & promotion mgr; Ray G. Clark, program director & news director; J. Allen Brimmer, chief engineer; & farm director.

WSAV (Dec. 29, 1939): 630 kc; 5 kw, DA-N. Liberty National Bank Bldg. Phone Adams 4-6303. TWX SV 4108. WSAV Inc. (original owner).

Network NBC. Rep Eastman.

Specialty programs: Negro, ½ hr. wkly. Harben Daniel, pres & gen mgr; M. E. Thompson, operations mgr; Robert W. Ward, coml mgr; Burl Q. Womack, program director & news director; Shirley Slater, promotion mgr; Byron Strong, chief engineer; Douglas W. Strohn, farm director; Kitty Cope, women's director.

WSAV-TV: Tv companion to WSAV.

WSGA (June 18, 1956): 1400 kc; 250 w, 499 East Liberty St. Phone Adams 3-2248. Coastal Broadcasting Inc. (acquired station June 1, 1958).

Rep Hollingbery.

Specialty programs: Negro, 26 hrs. wkly. Donald K. Jones, pres & gen mgr; John M. Williams, coml mgr; Barnes Nash, program director & farm director; Susan Perry, promotion mgr & women's director; Alvin D. Sisk, chief engineer; Cameron Cornell, news director.

WTOC (Oct. 15, 1929): 1290 kc; 5 kw, DA-N. 516 Abercorn St. Phone Adams 2-0127. TWX SV 4117. Savannah Broadcasting Co. (original owner).

Network CBS. Rep Avery-Knodel.

William T. Knight Jr., pres & gen mgr; Ben Williams, coml mgr; Dwight J. Bruce, program director; Frank Bryson, promotion mgr; Kyle Goodman, chief engineer; Bob Noble, news director; Ben Quick, farm director; Ruth Goodman, women's director.

WTOC-FM (Nov. 29, 1946): 97.3 mc; 7.5 kw. Duplicates WTOC (above).

STATESBORO, Bullock County

WWNS (1946): 1240 kc; 250 w. Phone Poplar 4-5446. Statesboro Broadcasting System (acquired station 1954).

Network Keystone.

Donald O. McDougald, pres; Jim Watson, station & coml mgr; Eloise Ware, news director.

SUMMERVILLE, Chattooga County

WGTA (Aug. 27, 1950): 950 kc; 1 kw-D. Box 200. Phone 295. Tri-State Broadcasting Co. (original owner).

Network GALS. Rep Stars National.

William B. Farrar, co-owner, & gen mgr; Rogers Allison, program director; James S. Stowers Jr., chief engineer; Gerald Pless, news director; J. F. Williams, farm director; Kathryn Pope, women's director.

SWAINSBORO, Emanuel County

WJAT (1950): 800 kc, 1 kw-D. Covena Road. Phone Belmont 7-2011. Radio Station WJAT Inc. (acquired station Feb. 1, 1957).

James R. Denny, gen mgr; John J. Bailes, coml mgr; Doris M. Lewis, program director, promotion mgr; John H. All Jr., chief engineer.

SYLVANIA, Screven County

WSYL (Dec. 1, 1955): 1490 kc; 250 w, share hours. P. O. Box 302. Phone Lowell 4-6601. Sylvania Broadcasting System. (acquired station Oct. 8, 1957).

Network Keystone.

Specialty programs: Negro, 5½ hrs. wkly. Edwin H. Bass, owner, gen mgr & chief engineer; Shirley Scott, women's director & program director; Marvin Hill, farm & sports director.

THOMASTON, Upson County

WSPT (May 26, 1947): 1220 kc; 250 w-D. P. O. Box 689. Phone Midway 7-5421. Thomaston Broadcasting Co. (original owner). (See "Newspaper Ownership").

Network GALS.

Rep Dora-Clayton (Atlanta).

Specialty programs: Negro, 7 hrs. wkly. J. B. Hardy, pres; S. J. Carswell, gen mgr; Claude Thames, coml mgr; Bill Heule, program director.

THOMASVILLE, Thomas County

WKTG (1947): 730 kc; 1 kw-D. P. O. Box 258. Phone Canal 5-5343. John H. Phipps. (See John H. Phipps stations in "Group Ownership").

Rep Clark.

Specialty programs: Negro, 10 hrs. wkly. L. Herschel Graves, gen mgr; Leon Lloyd, station mgr & chief engineer; Roger Mansfield, program & news director.

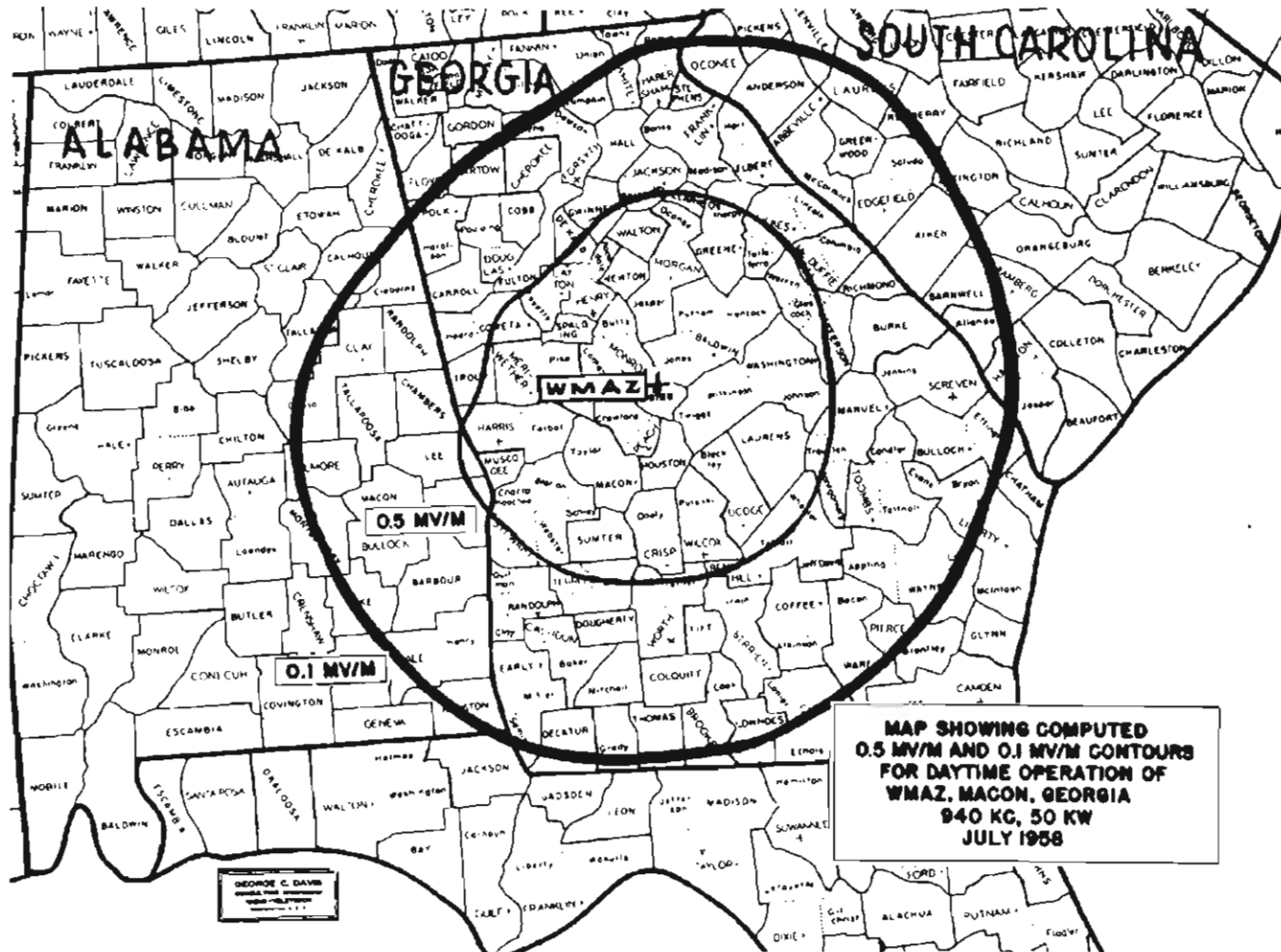
WPAX (1934): 1240 kc, 250 w, 117 Remington Ave. Phone Canal 6-4110. H. Wimpy.

Al Feinberg, coml mgr.

COMING

POWER FOR THE PEOPLE

50,000 Lively Watts



MORE COVERAGE — MORE SALES

WMAZ, the original radio voice of Middle Georgia soon will have more coverage to go along with the superb personalities and dependable public service developed in Middle Georgia during the last 31 years. The 50,000 lively watts power will provide additional coverage for those 50,000 watt personalities who always have had the top audience in the rich Middle Georgia market . . . the market that's too busy to listen to recession talk.

The new 50,000 lively watts mean that, in the 0.5 MV/M circle, the vital statistics read like this:

POPULATION, 1957	1,322,300	EFFECTIVE BUYING INCOME	
NUMBER HOUSEHOLDS, 1957	347,300	1957	\$1,700,089,000
		RETAIL SALES, 1957	\$1,043,678,000

From: Sales Management, May, 1958.

MORE THAN 329,000 RADIO EQUIPPED RADIO HOMES IN WMAZ-LAND

"For the very best buy, see your Avery-Knodel man"



"Radio for Living—Radio with Living Programs"

CBS

Radio Stations CONTINUED

GEORGIA CONTINUED

THOMSON, McDuffie County

WTWA (1917): 1210 kc; 250 w-SH, 127 Jounal St. Phone 141. Hickory Hill Broadcasting Co. (original owner). (See "Newspaper Ownership").

Network MBS. Regional network Savannah Valley Net.

Specialty programs: Negro, 1 hrs. wkly.
Frank E. Hash, pres & gen mgr; Gene Hurdon, station mgr, chief engineer; H. E. Bullington Jr., coml mgr; Annette Langham, women's director.

TIFTON, Tift County

WTIF (1957) 1310 kc, 250 w. P. O. Box 260. Phone 2400. WTIF Inc. (original owner).

Rep. Doris Clayton.
C. N. Todd, pres & gen mgr; Carl Wendell, program & news director; Hampton C. Clark Jr., chief engineer; Charlotte W. Boyer, women's director.

WVGS (1946): 1430 kc, 5 kw-D, 500 w-N, 800 S. Main St. Phone 1130. Tifton Broadcasting Corp. (original owner).

Rep. Clark.
Ralph N. Edwards, pres & station mgr; William E. Sides, coml mgr; E. K. Edwards, director; Jack Chambers, promotion mgr; Frank Babey, news director.

TOCCOA, Stephens County

WLET (May 1, 1941): 1120 kc; 5 kw-D, 123 Drexler Bridge Rd. Phone Tucker 6-2191 R. G. LeTourneau, Evelyn LeTourneau, Virgie E. Craig, d b WLET (original owner).

Network Keystone. Georgia Cracker, Southeastern Key Market. Rep. Clark.

Specialty programs: Negro, 1 hr. wkly.
R. G. LeTourneau, pres; Virgie E. Craig, gen mgr & program director; Gene Bollinger, coml mgr & farm director; C. H. Sutton, chief engineer & news director; Mary Smith, women's director.

WLET-FM (Nov. 1947): 106.1 mc; 730 w. Duplicates WLET (above).

WNEG (April 21, 1958): 1320 kc; 1 kw-D, 108 E. Savannah St. Phone Tucker 6-3131. Stephens County Broadcasting Co. (original owner).

Charles H. Gaines, pres, co-mgr & program director; Roy E. Gaines, sec-treas, co-mgr & coml mgr; Ray Shader, promotion mgr; Thomas Shockley Jr., chief engineer; Jim Marquardt, farm director; Ella Cooper Garner, women's director.

VALDOSTA, Lowndes County

WGAF (November 1952): 910 kc; 5 kw, DA-N, 116 W. Hill Ave. Phone Cherry 2-5529, TWX 8361. Valdosta Broadcasting Co. (original owner).

Rep. Pearson.
George B. Cook, pres, gen mgr & coml mgr; Willard Behde, program director & farm director; A. C. Walden III, promotion mgr; Grover Avery, chief engineer; Frankie Sowell and Ruth Walden, women's directors.

WGOV (1940): 950 kc; 5 kw-D, 1 kw-N, DA-N, P. O. Box 4182, Cherry 2-4513. Georgia-Florida Radio and Television Co. (acquired station October 1, 1958).

Network MBS. Rep Stars National; Doris Clayton (Atlanta).

Specialty programs: Negro, 12 hrs. wkly.
W. H. Keller Jr., pres & gen mgr; A. E. Smith, coml mgr; Benny Denman, promotion mgr; Ivan Key, chief engineer; Buck Edford, news director; George Kessler, farm director; Betty Frits, women's director.

WJEM (August 1956): 1150 kc, 1 kw-D, Gainesville Highway. Phone Cherry 2-1565. Lowndes County Broadcasters (original owner).

Network Keystone. Rep Stars & Ayers, Dixieland Stations. (southeastern).

James E. Massey Jr., pres; Noel N. Franzen, gen mgr; J. C. Johnson, coml mgr; Bob Wickus, program director; Gerald Weeks, chief engineer; Chuck Devane, news director; Aya Morris, farm director; Pauline Peterson, women's director.

VIDALIA, Toombs County

WVOP (December 1916): 970 kc; 5 kw-D, Highway 280, Box 391. Phone 3929. Vidalia Broadcasting Co. (original owner). (See "Newspaper Ownership").

Network Keystone.

Specialty programs: Negro, 12 hrs. wkly.
Howard C. Greath, pres, gen mgr, coml mgr & chief engineer; Ruby Bryant, program & women's director; Debbie Thompson, promotion mgr; Joe Duggan, news director; Max McKenzie, farm director.

WARNER ROBINS, Houston County

WRPB (Nov. 13, 1951): 1350 kc; 1 kw-D, P. O. Box 727. Commercial Circle. Phone Walker 3-2121. Warner Robins Broadcasting Co. (original owner).

Rep. Continental.
Ed M. Nobles, pres & gen mgr; Charles Hill, coml mgr; Lillian V. Nobles, program director; Skip Holmes, promotion mgr; Julius Rigo, chief engineer; Ed Whitehead, news director; Jim Saddler, farm director; Juanita Cooper, women's director.

WASHINGTON, Wilkes County

WKLE (Sept. 1, 1955): 1370 kc; 1 kw-D, P. O. Box 158. Phone Osborn 8-2125. Max George Pfeander (original owner).

Specialty programs: Negro, 6 hrs. wkly.
Max C. Pfeander, pres; Richard A. Basinger, gen mgr; Birch Griffin, coml mgr; Henry Ogletree, program director; Ricky Weeks, promotion mgr; Clem Rhodes, chief engineer; Ruth Newberry, women's director.

WAYCROSS, Ware County

WACL (June 1951): 570 kc; 5 kw-D, 1 kw-N, DA-N, P. O. Box 858. Phone Atlas 3-1660. Telephones Inc. (original owner). (See James S. Rivers Stations under "Group Ownership").

Rep. Clark Co.

Specialty programs: Negro, 12 hrs. wkly.
James S. Rivers, pres; James S. Rivers Jr., gen mgr; M. L. Dixon, coml mgr; L. C. McKinney, chief engineer; Rex W. Denman, news director; June Smith, women's director.

WAYX (1936): 1230 kc; 250 w. 1500 Carswell Ave. Phone Atlas 3-7109. Estate of Jack Williams (acquired station Dec. 1, 1957). (See "Newspaper Ownership").

Network MBS. Keystone. Reps Holman, Dixieland Stations, Cummings.

Specialty programs: Negro, 3 hrs. wkly.
Jack Williams, estate, owner; Charles R. Witt, gen mgr; L. A. Gointo, coml mgr; Allen Savitz, program director; Raymond Williamson, promotion mgr & news director; Curtis Frazier, chief engineer; Laurie Lee Sparrow, farm director; Nellis Bates Penland, women's director.

WAYNESBORO, Burke County

WBRO (March 11, 1951): 1310 kc; 1 kw-D, McBean Road. Phone 2139. Burke County Broadcasting Co. (acquired station April 1958).

Network Keystone.

Specialty programs: Negro, 18 hrs. wkly.

Carl Pugh (50% owner), pres, gen mgr & chief engineer; Frank B. Allen, program director.

WEST POINT, Troupe County

WBMK (August 1958): 1310 kc; 1 kw-D, 705 W. 3rd Ave. Radio Valley Inc. (original owner).

Specialty programs: Negro 12 hrs. wkly.
J. Dixie Bishop, pres; C. Jim Murphy, gen mgr & coml mgr; Bill Scott, news director.

WELDON, Lanett, Ala.

WINDER, Barrow County

WIMO (Nov. 1, 1952): 1200 kc; 1 kw-D, P. O. Box 526. Phone 4831. Winder-Monroe Broadcasting Co. (original owner).

Network Keystone. Cracker Network. Rep Best Co.

Specialty program: Negro, 5 hrs. wkly.
W. C. Woodall Jr., pres; C. H. Grider, gen mgr & coml mgr; LaVerne Hogan, program director; Ethel W. Grider, promotion mgr & women's director; DeVoy E. Stafford, chief engineer; Royce A. Jones, news director; B. L. Williamson, farm director.

IDAHO

BLACKFOOT, Bingham County

KBLI (Nov. 29, 1951): 690 kc; 1 kw. (CP 16 kw). Radio Village, Yellowstone Hwy. Phone 780. KBLI Inc. (acquired station Aug. 28, 1957).

Rep. Forjas.

Specialty programs: Spanish 1 hr. wkly.
Howard D. Johnson, pres; Tom Thompson, gen mgr; Gloria Dillard, commercial mgr; Bruce Allen, program director; Keith Martindale, promotion mgr; Donald Clark, chief engineer; Jackie Williams, women's director.

BOISE, Ada County

KBOI (May 1, 1947): 550 kc; 5 kw, DA-N, 1097 West Jefferson St. Phone 4-2511, TWX RB-294. Boise Valley Broadcasters Inc. (acquired station Aug. 1, 1947). (See Corp. of President, Church of Jesus Christ of Latter Day Saints in "Group Ownership").

Network CBS. Rep Peters, Griffin, Woodward; Art Moore & Assoc. (northwest).

Specialty programs: Basque 1/2 hr. wkly.
Westernman Whillock, pres, gen mgr; Earl Glads, Jr., station & coml mgr; Hal Knutson, production mgr; Vestal Baker, promotion mgr; James A. Jontz Jr., chief engineer; Hank Curtis, news director; Don Bush, farm director.

KBOI-TV: TV companion of KBOI.

KGEM (1916) 1140 kc; 10 kw, DA-I, 5601 Cassia St. Phone 1-3511. Idaho Broadcasting & Television Co. (acquired station April 1956) (See "Newspaper Ownership" and A. L. Glas-mann stations in "Group Ownership").

Network MBS; Keystone; Intermountain. Rep Avery-Knodel.

A. L. Glas-mann, pres; Cecil L. Heftel, gen mgr; Robert V. Beadles, asst. gen mgr & chief engineer; David Miles, station mgr & coml mgr; Ken Bort, farm director.

KIDO (Nov. 9, 1927): 630 kc, 5 kw, DA-2, 709 Idaho St. Phone 2-1611, TWX RB 196. KIDO Inc. (acquired station Feb. 29, 1957).

Network NBC; Great Western Network. Rep Blair.

Georgia M. Davidson, pres & gen mgr; Robert Krueger, national sales mgr; John Young, local sales mgr; Ray Whitworth, program director; Evelyn Winters, promotion mgr; Harold Toellmeier, chief engineer; Vern Moore, news director; Stan McNutt, farm director.

KIDO-TV: TV companion of KIDO.

KYME (Dec. 4, 1955): 740 kc 500 w-D. Hotel Boise. Phone 2-3575. Keith E. & Ellen D. Patterson, jointly (acquired station Dec. 1, 1957).

Rep. Meeker.
Keith E. Patterson, pres & gen mgr; Lou Clemens, coml mgr; Richard Svbert, program director; Roy Park, chief engineer; Gail Johnson, women's director.

BURLEY, Cassia County

KBAR (Dec. 7, 1948): 1230 kc; 250 w. P. O. Box 461. Phone Orchard 8-2211. KBIO Inc. (original owner) (See "Newspaper Ownership and Jessica L. Longston stations in "Group Ownership").

Network ABC; Keystone; Intermountain.

Jessica Longston, owner; Robert Pollock, gen mgr; K. Clark, station mgr, news director & farm director; Donald R. Lockwood, coml mgr & chief engineer; Marilyn Hall, program director; Dennis Skoglund, promotion mgr.

CALDWELL, Canyon County

KCID (1947): 1490 kc; 250 w. 819 Main St. Phone 9-3698. Caldwell Broadcasting Co. (original owner).

Rep. Oakes.
Clair B. Hull, pres; Duane D. Wolfe, station mgr & coml mgr; Dale G. Peterson, program director, news director & farm director; James L. Young, chief engineer; Grace L. Farley, women's director.

COEUR D'ALENE, Kootenai County

KVNI (1946): 1240 kc, 250 w. Blackwell Island. Phone Mohawk 4-2196. Northern Idaho Broadcasting Corp. (acquired station May 1957).

Network Keystone. Rep Walker-Hawalt.

Berbert C. Rice, pres, gen mgr; Bernard Morrison, sales mgr; J. Simpson, chief engineer; Ethel A. Rice, women's director.

KZIN (1957): 1050 kc; 250 w-D, Box 22, Phone Mohawk 4-3125. Radio Actives. Robert L. Swartz, pres.

GRANGEVILLE, Idaho County

KORT (Oct. 8, 1951): 1230 kc, 250 w. Pine St. Phone 51. Kobo Inc. (acquired station July 1, 1957).

Network Keystone.
Edward M. Brainard, pres & gen mgr; Kenneth L. Waide Jr., chief engineer; Kay Brainard, women's director.

IDAHO FALLS, Bonneville County

KID (Oct. 15, 1928): 590 kc; 5 kw-D, 1 kw-N, DA-N, 1275 E. 17th St. Phone Jackson 2-5100, TWX 277. Idaho Radio Corp. (acquired station 1945). (See Corp. of President, Church of Jesus Christ of Latter Day Saints in "Group Ownership").

Network CBS. Rep Gill-Perna.

V. W. Schwieder, pres; C. N. Lavne, gen mgr; Leonard Wasden, associate mgr in charge of sales; Leo Higham, program director; Mel Richardson, promotion mgr; Carroll Seerist, chief engineer; Elaine Bybee, news director; Bob Burtenshaw, farm director.

KID-TV: TV companion of KID.

KIFI (Jan. 10, 1947): 1260 kc; 5 kw-D, P. O. Box 381. Phone Jackson 3-1171. Eastern Idaho Broadcasting & Television Co. (original owner). (See "Newspaper Ownership").

Network ABC; MBS; Intermountain. Rep Avery-Knodel.

J. M. Brady, pres & gen mgr; Dewain Silvester, station mgr; Jim Harrold, program director; Bobbie Barker, promotion mgr & women's director; Vern Sulter, chief engineer; Dale Hansen, news director; Robert Higgins, farm director.

KUPI (1957), 980 kc; 1 kw-D, Idaho Piano Exchange Bldg. Phone Jackson 2-1101. J. Ronald Bayton.

J. Ronald Bayton, owner.

JEROME, Jerome County

KART (August 1956): 1460 kc; 250 w. L. Herisson Bldg. Phone East 4-2321. Northside Broadcasters Inc. (acquired station November 1957).

Network ABC. Rep Best.

Frederick M. Parry, pres & gen mgr; Noel Britton, coml mgr; John Graham, program director; promotion mgr & news director; Rob Phillips, chief engineer; Verla Stroud, women's director.

LEWISTON, Nez Perce County

KOZE (Oct. 1955): 1200 kc; 5 kw-D, 1 kw-N, DA-N, 2829 Country Club Drive. Phone Sherwood 3-2502. Lewis Clark Broadcasting Co. (original owner).

Rep. Gill-Perna; Hugh Feltis & Assoc. (Seattle). Cox (Portland).

John H. Matlock, co-owner; Eugene A. Hamblin, co-owner; Jim D. Kline, business manager; Byron B. Taylor, production director; Bill Wippel, sales promotion director; Jerry Chandler, chief engineer; Russell D. Spencer, sales director; Doug Woodall, music director.

KRLC (May 30, 1935): 1350 kc; 5 kw-D, 1 kw-N, DA-N, 8th & Steward Sts. Phone Sher-

Radio Stations CONTINUED

IDAHO CONTINUED

wood 3-1551. Donald A. Thomas & Elaine S. Thomas (acquired station Jan. 1, 1956).
Rep Forjoe; Art Moore & Assoc. (Seattle-Portland).

Donald Thomas, owner; Robert Young, coml mgr; Alben Nelson, program director; Hershel McClure, chief engineer; George Shreve, news director; Kermit Fovey, farm director; Ann Tussing, women's director.

MOSCOW, Latah County

KRPL (May 1947): 1400 kc; 250 w. 1328 Pullman Road. Phone Tucker 2-1283. KRPL Inc. (acquired station November 1955).

Network Keystone. Rep Best, Art Moore & Assoc. (Portland-Seattle).

Gale L. Mix II, pres & gen mgr; Jim Sanberg, coml mgr; Shirley Mix, advertising director; Jerry Lange, program director; John Mix, promotion mgr; E. C. Herold, chief engineer & news director; Gub Mix, farm director; Doris Mix, women's director.

NAMPA, Canyon County

KFXD (May 6, 1930): 580 kc; 5 kw. DA-N. 1024 12th Ave. S. Phone 6-4611. E. G. Wenrick Broadcasting Co. (acquired station July 1, 1957).

Rep Holman.
Ken Kilmer, co-owner & gen mgr; Doyle Cain, coml mgr; W. Shiril Black, program director; Bill Harris, promotion mgr; Gilbert Rose, chief engineer; Ralph Paulson, news director & farm director; Anita Constable, women's director.

PAYETTE, Payette County

KPID (Dec. 1, 1957): 1450 kc; 250 w. 35 S. 8th St. Phone Midway 2-3451. Earl F. Hash (original owner).

Network Keystone.
Specialty programs: Spanish, 5 hrs. wkly.
Earl F. Hash, pres; David L. Podd, gen mgr & chief engineer; Joe Lyle, coml mgr; James Williams, program director; Jo Lynn Warner, promotion mgr & news director.

POCATELLO, Bannock County

KSEI (Sept. 23, 1926): 930 kc; 5 kw. DA-N. P. O. Box 31. Phone Cedar 3-2121. Pioneer Broadcasters Corp. (acquired station Oct. 19, 1957).

Network NBC; Great Western Net. Rep Wied, Art Moore & Assoc. (Seattle-Portland).

Henry H. Fletcher, pres, gen mgr & coml mgr; Ruth A. Fletcher, program director & women's director; Olive L. Greene, promotion manager; Ellis W. Call, chief engineer; Tom Morrison, news director & farm director.

KWIK (Sept. 1946): 1240 kc; 250 w. 1140 Yellowstone. Phone 1240. Pocatello Radio Inc. (acquired station Feb. 27, 1957). (See Star stations in "Group Ownership").

Network MBS, Keystone; Intermountain, Rep Avery-Knodel.

Don W. Burden, pres; R. W. Burden, gen mgr; Bill Adelstein, coml mgr; Les Parsons, program director; Del Chapman, chief engineer; Stan Levitt, news director.

KYTE (Nov. 1956): 1290 kc. 1 kw. 355 Yellowstone Ave. Phone 1290. Pocatello Broadcasting Co. (acquired station Nov. 1, 1957).
Rep Continental.

Al Stuetzle, gen mgr; P. McKissen, program director; D. Heinen, chief engineer; G. Clark, news director; J. Morris, farm director.

PRESTON, Franklin County

KPST (1948): 1310 kc; 250 w. Box 395. Phone 560. Voice of the Rockies Inc.

Network Keystone, Continental.
Leo R. Hawks, pres.

REXBURG, Madison County

KBXX (1950): 1230 kc; 250 w. 455 S. 2nd E. Phone Elmwood 6-5188. Snake River Radio & Television Co. (original owner).

Network Keystone. Rep Broadcast Time Sales.

Gene Shumate, pres, gen mgr & news director; Weston Lawrence, coml mgr; James Clawson, program director & chief engineer; Ivy Duddleson, farm director; May-Floyd Shumate, women's director.

RUPERT, Minidoka County

KAYT (October 1955): 970 kc. 1 kw-D. P. O. Box M. Phone Hemlock 6-3716. Inland Broadcast Co. (original owner).

Rep H. S. Jacobson (Portland); Hugh Feltis & Assoc. (Seattle).

Mervin V. Link, pres & gen mgr; George MacDonald, coml mgr & station mgr; Edwin C. Miller, chief engineer.

SANDPOINT, Bonner County

KSPT (March 22, 1949): 1400 kc; 250 w. Route 51. Phone Congress 3-2179. Bauer Broadcasting Co. (original owner).

Network Keystone. Rep Art Moore & Assoc. (Seattle & Portland).

Norman E. Bauer, partner, gen mgr, coml mgr, promotion mgr; Ione M. Bauer, partner, program director & women's director; Watt Moreland Jr., chief engineer & news director; Tom Brackney, farm director.

SODA SPRINGS, Caribou County

KBRV (Sept. 21, 1957): 510 kc; 500 w-D. P. O. Box 728. Phone 775. Caribou Broadcasting Co. (original owner).

Rep McGavren-Quinn.

Hugh Waggon, pres; Bert Godfrey, gen mgr; R. Dale Dunn, coml mgr; Curtis Empey, program director; Paul D. Haviland, chief engineer.

TWIN FALLS, Twin Falls County

KEEP (1946): 1150 kc; 250 w. Blue Lakes Blvd. Phone Redwood 3-7512. Radio Sales Corp. (See D. Spencer Grow stations in "Group Ownership").

Rep McGavren-Quinn.

Frank C. McIntyre, pres, gen mgr & coml mgr; Lenny Hesterman, program director; Mel Evans, promotion mgr; Walt Snow, chief engineer; Jim Taylor, news director.

KLIX (1946): 1310 kc. 1 kw. Box 432. Phone 2820. Southern Idaho Broadcasting & Tv Co. (See "Newspaper Ownership" and A. L. Glassmann stations in "Group Ownership").

Network Intermountain. Rep Avery-Knodel.

KTFI (1928): 1270 kc; 5 kw-D, 1 kw-N. 241 Main Ave. W. Phone Redwood 3-3381. Radio Broadcasting Corp. (original owner).

Network NBC; Great Western Net. Rep Wied.

Specialty programs: Spanish, 5 hrs. wkly.
Florence M. Gardner, pres, gen mgr & coml mgr; Linda Humphreys, program director & promotion mgr; Allen Lee, chief engineer; Bonnie Baird, news director; Dick Ryall, farm director; Diane Roy, women's director.

KWAL (April 9, 1938): 620 kc; 1 kw; DA-N. Box 930. Metals Broadcasting Co. (acquired station Oct. 1, 1953).

Rep Hal Holman; Art Moore (Wash.-Ore.).

R. Lee Black, pres, gen-coml mgr; Wesley E. Roberts, program director; Robert Trembley, chief engineer; Gil McGee, news director; Geraldine Black, women's director.

WALLACE, Shoshone County

KWAL (April 9, 1938): 620 kc; 1 kw; DA-N. Box 930. Metals Broadcasting Co. (acquired station Oct. 1, 1953).

Rep Hal Holman; Art Moore (Wash.-Ore.).

R. Lee Black, pres, gen-coml mgr; Wesley E. Roberts, program director; Robert Trembley, chief engineer; Gil McGee, news director; Geraldine Black, women's director.

WEISER, Washington County

KWEI (December 1947): 1220 kc; 1 kw-D. P. O. Box 791. Phone 700. Inland Broadcast Co. (acquired station May 1953).

Mervin V. Link, pres & gen mgr; Don D. Quigley, station mgr, program director, news director & farm director; Farrell Peterson, coml mgr; Ed C. Miller, chief engineer; Beverly Ledington, women's director.

ILLINOIS

ALTON, Madison County

WOKZ (February 1948): 1570 kc; 1 kw-D. DA. Godfrey Road. Phone 5-2525. Dalen Broadcasting Corp. (acquired station Dec. 16, 1953).

Rep Sears & Ayer.

Edward N. Palen, owner & gen mgr; Herman T. (Bud) Bunyan, coml mgr; Russell Benson, program director; Nicholas Bono, chief engineer; Clyde H. Wiseman Jr., news director; Myrtle Gaines, women's director.

ANNA, Union County

WRAJ (Jan. 10, 1957): 1430 kc, 500 w-D. Anna Hotel Bldg. Phone 1113. Anna Broadcasting Co. (acquired station Jan. 10, 1957). (See Lackey stations in "Group Ownership").

Rep Stars National.

Pierce E. Lackey & P. Ernest Lackey, owners; Robert E. Joseph, station mgr, coml mgr, promotion mgr, news director; Donald C. Michel, program director-chief engineer; Robert J. Nolley, farm director; Moneada E. Karkaker, women's director.

WRAJ-FM (1958): 92.7 mc; 1 kw. Duplicates WRAJ (above).

AURORA, Kane County

WMRO (Dec. 13, 1938): 1280 kc; 250 w-D. 181 S. River St. Phone 7-1215. Vincent G. Coffey and Benjamin A. Oswald. (acquired station Aug. 16, 1957).

Vincent G. Coffey and Benjamin A. Oswald, co-owners and mgrs; Claus H. Thomsen, coml mgr; Jeanne M. Doran, program director; John R. Kitcher, chief engineer; Ted Jonz, news director.

BELLEVILLE, St. Clair County

WIBV (July 13, 1947): 1260 kc; 1 kw-D. 2100 West Main. Phone Adams 3-5909. Belleville Broadcasting Co. (original owner).

Rep Indie Sales.

Specialty programs: Negro, 1 hr. wkly.
John W. Lewis, president-treas; William C. Bailey, gen mgr & promotion mgr; Robert Bohn, coml mgr; Lee Coffee, program director; Marvin M. Molring, chief engineer; Lou August, news director; Ray Fuller, farm director; Rita Hart, women's director.

BLOOMINGTON, McLean County

WJBC (1924): 1230 kc; 250 w. 209 E. Washington Ave. Phone 5-2078. TAVX BLM 8479. Bloomington Broadcasting Corp. (acquired station 1946). (See "Newspaper Ownership").

Network ABC. Rep Pearson.

Loring C. Merwin, pres; Vernon A. Nolte, executive vp & gen mgr; John M. Dittmott, coml mgr; Jerry Collins, program director; Robert Johnson, promotion mgr; Ted Bailey, chief engineer; Don Newberg, news director; Eugene Mosbacher, farm director.

WJBC-FM (1946): 101.5 mc; 5.1 kw. Duplicates WJBC (above).

CAIRO, Alexander County

WKRO (Jan. 8, 1942): 1490 kc 250 w. P. O. Box 311. Phone 1490. Cairo Broadcasting Co. (acquired station 1956).

Rep Headley-Keed.

Merrill C. Currier, pres, gen mgr & coml mgr; Eugene S. Myers, program director & news director.

CANTON, Fulton County

WBYS (Oct. 5, 1947): 1560 kc; 250 w-D. P. O. Box 554. Phone 1877. Fulton County Broadcasting Co. (original owner). (See "Newspaper Ownership").

Network ABC, Keystone.

Harriett B. Winsor, pres; Charles E. Wright, gen mgr & coml mgr; Elizabeth Sawyer, program director & promotion mgr; Wayne Miller, chief engineer; Bill Wortman, news director; Robert Reynok, farm director; Ruth Wright, women's director.

CARBONDALE, Jackson County

WCIL (1946). 1020 kc; 1 kw-D. 218 W. Main. Phone 2160. Southern Illinois Broadcasting. (original owner).

Paul F. McRoy, pres, gen mgr, coml mgr & program director & chief engineer; Lawrence Doyle, promotion mgr; Jerry Webb, news director; Jack Osborne, farm director; Virginia Smith, women's director.

***WSEV(FM)** (Target date between Sept. 1, and Nov. 15, 1958): 91.3 mc; 22 kw. c/o Southern Illinois U. Phone Carbondale 1346-Ext. 263. Board of trustees, Southern Illinois U. Buren C. Robbins, gen mgr; Julian Emlen, chief engineer.

*Noncommercial educational.

CARMI, White County

WBOY (December 1949): 1160 kc; 1 kw-D. P. O. Box 31. Carmi Broadcasting Co. (original owner).

Roy Clippinger, pres; Samuel A. Hassan, gen mgr, coml mgr; William C. Baker, program director, promotion mgr, news director & farm director; Richard Cole, chief engineer; Marty Westfall, women's director.

WBOY-FM (1949): 97.3 mc; 11 kw. Duplicates WBOY (above).

CARTHAGE, Hancock County

WCAX (1921): 990 kc; 1 kw-D. Phone 520. Superior Broadcasting Service Inc. (original owner).

Rep Sears & Ayer.

Zola N. Compton, pres; John M. Palmer, gen mgr; Jerry Nutt Jr., program director; Wayne Meredith, chief engineer; Everett Seavers, farm director; Betty Nutt, women's director.

CENTRALIA, Marion County

WCNT (September 1946): 1210 kc. 1 kw-D. P. O. Box 128. Phone 5151. Southern Illinois Broadcasting Corp.

Rep Roberts (Chicago).

Carson Rodgers, pres; Richard Bieser, gen mgr & promotion mgr; Errol Hubbard, program director & news director; Ray Millmaker, chief engineer.

CHAMPAIGN, Champaign County

WDWS (Jan. 24, 1937): 1100 kc, 250 w. 48 Main St. Phone Fleetwood 6-1855. TWX CN 8281. The Champaign News Gazette Inc. (original owner). (See "Newspaper Ownership").

Network CBS. Rep Meeker.

Helen M. Stevick, pres; Larry Stewart, gen mgr & coml mgr; Constance Vogt, program director; Robert Brown, chief engineer; Ted Couch, news director.

WDWS-FM (Aug. 10, 1946): 97.5 mc. 17 kw. Duplicates WDWS (above).

IDAHO BROADCASTERS

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W. R. "IKE" TWINING

111 Sutter St., San Francisco
(EX 2-5671)

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HAMILTON-STUBBLEFIELD-TWINING & ASSOCIATES, INC.

Radio Stations CONTINUED

ILLINOIS CONTINUED

CHARLESTON, Colas County

WEIC (1951): 1270 kc; 1 kw-D, DA-1, O. Box 107, Phone Diamond 5-2149. Friendly City Broadcasters.
Rep. Sears & Ayer.
Jack Owens, pres.; Bob Hewitt, program mgr.; Betty Owens, com'l mgr.

CHICAGO, Cook County

WAAF (1922): 950 kc; 1 kw-D, 221 N. LaSalle St., zone 1, Phone Randolph 6-1932. Corin Bell Publishers (original owner). (See "Newspaper Ownership").
Rep. Forjoe.

Specialty programs: Negro, 18 hrs wkly.
Thomas L. Davis, gen mgr & com'l mgr; Bill Baker, program director & news director; Ralph Kelly, promotion mgr; Carl W. Ulrich, chief engineer.

WAIT (1911): 820 kc; 5 kw. (Shares time with WCBD Chicago). 188 W. Randolph St., zone 1, Phone Franklin 2-9669. Radio Station WAIT (acquired station 1954).

Robert O. Miller, Julius Miller, chief owners; Robert O. Miller, gen mgr & program director; Julius Miller, com'l mgr; Harry Berg, chief engineer; Irving Rantanan, news director; Mary V. Baker, women's director.

WBMM (1923): 780 kc; 50 kw, 630 N. McClurg Court, zone 11, Phone Whitehall 4-6000. TWX CG 3209. CBS Inc. (acquired station 1951). (See CBS stations in "Group Ownership").

Network CBS. Rep. CBS Radio Spot Sales. H. Leslie Athess, vp & gen mgr; E. H. Shomo, assistant gen mgr; William J. Connolly, sales mgr; Art Mercer, production director; Don Young, promotion mgr; William Fligel, engineer in charge; William Garry, news director; George Menard, farm director; Eloise Kummer, women's director.

WBMM-FM (1941): 96.3 mc; 10.5 kw. Duplicates WBMM (above).

WBMM-TV, TV companion of WBMM-AM-FM.

WBEE (See Harvey, Ill.)

***WBZZ (FM)** (April 15, 1943): 91.5 mc; 16 kw, 28 S. La Salle St., zone 1, Phone Dearborn 2-7800. Bd. of Education, City of Chicago (original owner).

*Non-commercial educational.

WCBD (1917): 820 kc; 5 kw. (Shares time with WAIT Chicago). 2700 Enoch Ave. (Zion, Ill.). Phone Trinity 2-4521. Christian Catholic Church.

Michael J. Minton, managing director; Carl Q. Lee, com'l mgr.

WCFL (June 26, 1926): 1900 kc; 50 kw; DA-2, 666 Lake Shore Dr., zone 11, Phone Mohawk 1-2100. TWX CG 2818. Chicago Federation of Labor (original owner).

Rep. McGivern-Quinn.
William A. Lee, pres.; Marty Hogan, gen mgr; Tom Haviland, com'l mgr; Bob Finnegan, program director; Charles Willett, chief engineer; Don Graham, news director.

WCLM(FM) (May 25, 1957): 101.9 mc; 18 kw, 333 N. Michigan Ave., zone 1, Phone State 2-1872. Carol Music Inc.

Network MBS.
Carol Beamish, pres.; William G. Drenthe, gen mgr; Helen Moore, program director; John A. Malhouse, chief engineer.

WCRW (1926): 1210 kc; 100 w. (Shares time with WEDC and WSBC both Chicago). 2756 Pine Grove Ave. Phone Diversy 8-1110. Clinton R. & Josephine White.

WDHF(FM) (August 1, 1958): 95.5 mc; 52 kw, 968 1/2 Plaza Terrace, zone 42. Phone Prescott 9-6200. de Haan Hi-Fi Inc.

James de Haan, pres & chief engineer; T. F. Lindgren, program director.

WEBS(FM) (April 7, 1958): 93.9 mc; 35 kw, 5348 N. Sheridan Rd., zone 40. Phone Longbeech 1-6000. Buddy Black Broadcasting Co. (original owner).

Buddy Black, pres & gen mgr.

WEDC (1926): 1240 kc; 250 w. (SH-WCRW & WSBC). 3869 W. Ogden Ave. zone 23. Phone Crawford 7-4100. Emil Denmark Inc. (original owner).

Specialty programs: Spanish, Italian, Polish, Bohemian, Russian, Greek, Negro.

Emil Denmark, pres.; Bill Mack, station mgr; com'l mgr & program director; Helen Jones, women's director.

WEFM(FM) (1949): Operates on commercial channel but no time is sold. 99.5 mc; 44 kw, 6001 W. Dickens, zone 39. Phone Berkshire 7-7500. Zenith Radio Corp. (original owner).

Hugh Robertson, pres.; Ted Leitzell, gen mgr; Violet Kmety, program director. Ross Utter, chief engineer.

WEHS(FM) (See Cicero).

WENB-FM (December 1947): 94.7 mc; 4.3 kw; 190 North State St., zone 1. Andover 3-0890. American Broadcasting Co. (See ABC stations in "Group Ownership").

Sterling C. Quinlan, vice president; Mathew Vieracker, com'l mgr; Dan Schuffman, program director; William P. Kusack, chief engineer.

WFMP(FM) (1947): 100.3 mc; 33 kw, 1313 W. Randolph St. Phone Canal 6-7313. Functional Music Inc.

Rep. Storecast Corp. of America.
J. E. Rosenfeld, general mgr; Ivan Bukovsky, chief engineer; Mary Clark, program director.

WFMQ(FM) (July 15, 1958): 107.5 mc; 16.5 kw, 161 E. Erie, zone 11. Phone Mohawk 3-5836. Lester Vihon.

Rep. FM Unlimited Inc.
Lester Vinon, owner; W. P. Kusack, chief engineer.

WFMT(FM) (December 1951): 98.7 mc; 29.5 kw.

FM companion of WTTW-TV.
Bernard Jacobs, pres, gen mgr & com'l mgr; Norman Pellegrini, program director; Don Halford, chief engineer.

WGES (1921): 1390 kc; 5 kw, DA-2, 2708 W. Washington Blvd., zone 12. Phone Sacramento 2-1700. Radio Station WGES (original owner).

Specialty programs: Spanish, 1 hr; Italian, 1 hr; Polish, 1 1/2 hrs; German, 7 hrs; Scandinavian, 1 hr; Lithuanian, 1 1/2 hrs; Ukrainian, 1 hr; Croatian, 1 hr; Yugoslav, 1 hr; Hungarian, 1 hr; Negro 76 hrs, all wkly.

John A. Eyer, gen mgr; E. M. Hinzman, com'l mgr; Herbert Rudolph, program director; K. P. Freda, promotion mgr; Wm. A. Shunk, chief engineer; John Mullen, news director.

WGN (1921): 720 kc; 50 kw, 111 N. Michigan Ave., zone 11. Phone Michigan 2-7600. WGN Inc. (original owner). (See Tribune Co. Stations in "Group Ownership" & "Newspaper Ownership").

Rep. Potty.
J. Howard Wood, pres. Ward L. Quail, vp & gen mgr; William A. McGuiness, com'l mgr; Ben H. Brentson, eastern sales solicitation; Bruce Dennis, program director; Charles A. Wilson, promotion mgr; Carl J. Meyers, chief engineer; Thomas Foy, news director; Norman Kraef, farm director; James Handlen, publicity & public relations.
WGN-TV: TV companion of WGN (above).

WHFC (See Cicero, Ill.)

WIND (1927): 560 kc; 5 kw, DA-2, 190 N. Michigan Ave., zone 11. Phone Whitehall 4-2170. Westinghouse Broadcasting Co. (acquired station Dec. 21, 1957). (See Westinghouse Broadcast stations in "Group Ownership").

Rep. Am Radio Sales.
Donald H. McGannon, pres.; Ralph L. Athess, vp & gen mgr; John T. Carey, com'l mgr & promotion director; David Croninger, program director & news director; Kenneth Shirk, chief engineer.

WJJD (1934): 1160 kc; 50 kw, DA-1, 230 N. Michigan Ave., zone 1, Phone State 2-5166. TWX CG 2803. Plough Broadcasting Co. (acquired station September 1953). (See Plough Broadcasting Stations in "Group Ownership").

Rep. Radio TV Representatives.
Harold R. Krolstera, pres.; Frederick G. Harm, gen mgr; James A. Jordan, com'l mgr; Ralph Blank, program director & news director; Fred Livingston, promotion mgr; Walter E. Myers, chief engineer; Cy Nelson, farm director; Fran Osborn, women's director.

WKFM(FM) (Dec. 10, 1957): 103.5 mc; 50 kw, 188 W. Randolph St., zone 1, Phone Randolph 6-2111. Frank S. Kovas.

Frank S. Kovas, gen mgr; Al Hodges, com'l mgr; Aru Kovas, program director; James Burdon, chief engineer.

WLS (April 12, 1921): 890 kc; 50 kw, 1230 Washington Blvd., zone 7. Phone Monroe 6-9700. TWX CG 170. WLS Inc. (acquired station 1928). (See "Newspaper Ownership" and ABC Stations in "Group Ownership").

Network ABC. Rep. Blair.
James E. Edwards, pres.; Glenn Snyder, gen mgr; Ateb Madsen, asst to vp; C. M. Freeman, sales mgr; Alfred H. Boyd, program director; John C. Klemok, promotion mgr; Tom Rowe, chief engineer; Harold Salzman, news director; Harry Campbell, Bruce Davies, Jerry Boyum, farm directors; Martha Crane, women's director.

WMAQ (1922): 670 kc; 50 kw, Merchandise Mart, zone 51. Phone Superior 7-8300. TWX Chicago 3. NBC (acquired station Nov. 1, 1931). (See NBC stations in "Group Ownership").

Network NBC. Rep. NBC Spot Sales.
Jules Herboux, vp, NBC Central Div.; Lloyd Yoder, vp & gen mgr; Henry T. Sjogren, assistant gen mgr; Howard W. Coleman, station mgr; Rudi Neubauer, sales mgr; Richard Johnson, program director; John M. Keys, promotion mgr; Howard C. Lutgens, chief engineer; William Ray, news director; Everett Mitchell, farm director.

WMAQ-FM (1948): 101.1 mc; 24 kw. Duplicates WMAQ (above).

WNBQ (TV): TV companion of WMAQ-AM-FM (above).

***WMBI** (July 28, 1926): 1110 kc; 5 kw-D, 820 N. LaSalle, zone 10. Phone Michigan 2-1570. Moody Bible Institute of Chicago (original owner).

C. E. Nordland, mgr; Robert Parsons, program director; John Raymond, promotion mgr; A. P. Frye, chief engineer; Ed Ronne, news director; Frances Youngren, women's director.

*Non-commercial educational.

WNIB(FM) (July 9, 1955): 97.1 mc; 11 kw, 6 North Hamlin Ave., zone 24. Phone Nevada 8-6262. Northern Illinois Broadcasting Co. Inc.

William C. Florian, pres & gen mgr; Charles W. Kline, com'l mgr; Sonia Atzeff, program director; Donald E. Robinson, chief engineer.

WSBC (1925) (shares time with WEDC and WCRW): 1240 kc; 250 w, 2400 W. Madison St.,

zone 12. Phone Monroe 6-9060. WSBC Broadcasting Co. (acquired station January 1951).

Rep. Devney.
Specialty programs: Negro, 22 hrs; Spanish, 10 1/2 hrs; Italian, 8 1/2 hrs; Bohemian, 5 hrs; Yiddish, 3 1/2 hrs; Greek, 3 hrs; Polish 2 1/2 hrs; Slovak 1/2 hr and Ukrainian, 1/2 hr, all wkly.

Louis B. Lee, pres & gen mgr; Margaret Strasser, com'l mgr; Richard D. Lane, program director; George Mickey, chief engineer; Larry Wynn, Jack Cooper, Negro directors.

WSEL(FM) (1953): 104.3 mc; 40 kw, 188 W. Randolph St. Francis J. Curtis, bank receiver.

CICERO, Cook County

WHFC (1921): 1450 kc; 250 w, 3450 S. Kedzie Ave. (Chicago), zone 23. Phone Clifside 4-7411. WHFC Inc. (acquired station 1922). (See "Newspaper Ownership").

Specialty programs: Spanish, 36 hrs; Italian, 2 1/2 hrs; Polish, 36 hrs; Lithuanian, 6 1/2 hrs; Bohemian, 11 hrs; Negro, 24 hrs, all wkly.

Richard W. Hoffman, pres. Flo Summers, gen mgr & com'l mgr; M. E. Clifford, program director.

WEHS(FM) (1946): 97.9 mc; 21 kw. Duplicates WHFC (above).

CLINTON, DeWitt County

WHOW (Aug. 1, 1917): 1520 kc; 1 kw-D, 1011 S. Side Square, Phone 305. Cornbelt Broadcasting Co. (original owner).

Rep. Holman.
Specialty programs: Negro, 3 1/2 hrs, wkly.

J. R. Livesay, pres; Roland O. Looper, vp, gen mgr & chief engineer; Jim Williams, com'l mgr; Frank Jennings, program director; Bill Ward, news director; John Barton, farm director.

DANVILLE, Vermilion County

WDAN (October 1938): 1190 kc; 250 w, 1500 N. Washington Ave. Phone 1706. Northwestern Pub. Co. (See Gannett Newspaper Stations in "Newspaper Ownership").

Network CBS. Rep. Everett-McKinney.
Robert J. Burow, gen mgr; Max Shaffer, station mgr; Honoré Ronan, program director; Norlyn Dossey, chief engineer.

WDAN-TV: TV companion of WDAN (above).

WITY (Nov. 23, 1953): 980 kc; 1 kw, DA-1, P. O. Box 142. Phone 1312. Vermilion Broadcasting Corp. (original owner).

Network Keystone. Rep. Burn-Smith.
Specialty programs: Negro, 2 hrs wkly.

Dr. Gilbert E. Metzger, pres; Elzer Marx, gen mgr; William O'Toole, com'l mgr; Robert Bivans, promotion mgr & farm director; Taylor Clawson, chief engineer; Jerry Puhantz, news director; Catherine Scheurich, women's director.

DECATUR, Macon County

WDZ (March 17, 1921): 1050 kc; 1 kw-D, 265 S. Park St. Phone 3-9744. TWX DEC 8236. Frank C. Schroeder (acquired station July 1958).

Rep. Peters, Griffin, Woodward.
Frank C. Schroeder Jr., pres & gen mgr; Clark O. Whitman, com'l mgr; Harry Michaels, program director; Willard P. Hall, chief engineer; Bruce Davis, news director; Marty Roberts, farm director; Nancy Norman, women's director.

WBOY (Aug. 15, 1925): 1340 kc; 250 w, 1109 E. Pershing Rd. Phone 5371. TWX DEC 8219. Illinois Broadcasting Co. (acquired station July 1937). (See "Newspaper Ownership").

Network CBS. Rep. Weed.
F. W. Schaub, pres; Merrill Lindsay, executive vp; M. H. Stuckwisch, gen mgr; Dale E. Eymann, com'l mgr; Robert B. King, program director; Allan L. Doyle, chief engineer; Al Rowe, news director; Hank Haynes, farm director; Eleanor Duncan, women's director.

WBOY-FM (November 1946): 102.1 mc; 31 kw. Duplicates WBOY (above).

DEKALB, DeKalb County

WLBK (Dec. 7, 1947): 1360 kc; 500w-D, 711 N. First St. Phone 6-3485. DeKalb Radio Studios Inc. (original owner).

Rep. Sears & Ayer.
George C. Biggar, pres, gen mgr, promotion mgr, farm director; Richard J. Meier, com'l mgr; Robert C. Brown, program director; W. Dean Clayton, chief engineer; Fran Booton, news director; Marge Given, women's director.

***WNIC(FM)** (April 1954): 91.1 mc; 10 w, Northern Illinois State College, Phone 6-3411, Ext. 99. Northern Illinois State Teachers College.

William G. Duchterman, director of radio-TV; Edward Salners, station mgr; Donald Schabel, program director; John Walsh, chief engineer.

*Noncommercial educational.

DU QUOIN, Perry County

WDQN (1951): 1580 kc; 250 w-D. Music Center, Phone Linden 2-3894. Du Quoin Broadcasting Co. (acquired station Dec. 1, 1955).

Network Keystone. Rep. Devney.
M. R. Lankford, pres & gen mgr; Gene Showalter, com'l mgr; E. Neil (Bert) Pike, program director & chief engineer.

Radio Stations CONTINUED

ILLINOIS CONTINUED

EAST ST. LOUIS, St. Clair County

WAMV (May 25, 1925): 1490 kc; 250 w. Hotel Broadview. Phone Upton 4-4390. TWX 230. Robert W. Day (acquired station Sept. 21, 1947).

Network ABC Rep Weed.
Specialty programs: Polish, 2 hrs; Negro, 24 hrs, wkly.

Robert W. Day, owner; James E. Goldsmith, gen mgr; Elmer F. Willrich, coml mgr; Daniel O. Stengel, program director; Erle E. White, chief engineer.

EFFINGHAM, Effingham County

WCRA (June 1947): 1090 kc; 250 w-D. 110 N. Banker. Phone 1090. Effingham Broadcasting Co. (original owner). (See "Newspaper Ownership" and McNaughton stations in "Group Ownership").

Rep Devney.
J. E. McNaughton, pres; George Walker, gen mgr; Burl Lauter, sales mgr; Gene Woody, program director & chief engineer; Zonn B. Davis, news director & women's director; Paul Walker, farm director.

WSEI(FM) (June 1951): 95.7 mc; 20 kw. Duplicates WSOY-FM Decatur (above).

ELGIN, KANE COUNTY

WBMN (1949): 1410 kc; 500 w-D. 156 Division St. Phone Sherwood 1-7700. Elgin Broadcasting Co. (acquired station Jan. 1, 1952). (See "Newspaper Ownership" and McNaughton stations in "Group Ownership").

Rep Devney.
J. Richard Sutter, pres, gen mgr & coml mgr; Floyd Brown, program director, chief engineer & farm director; Pearl Reynolds, Roger Shales, promotion mgrs; Allen Phillips, news director; Marge Flores, women's director.

***WEPB(FM)**: 88.1 mc; 10 w. Board of Education, Union School District 46.

*Non-commercial educational.

ELMWOOD PARK, Cook County

WKEP(FM) (1947): 105.9 mc; 32 kw. 406 W. Madison Ave. (Chicago). Evelyn R. Chauvin Schoonfield.

James Day, general mgr; Sid Arthur, station mgr & production mgr.

EVANSTON, Cook County

WEAW (1953): 1330 kc; 1 kw. DA-D. 2425 Main St. Phone Un 4-7600. North Shore Broadcasting Inc. (original owner).

Rep Good Music Broadcasters, Grant Webb, Edward A. Wheeler, pres & gen mgr; Robert Cronin, coml mgr; Mike Lociano, program director; Sheron Davis, promotion mgr; Don Larson, chief engineer; Brian Anderson, news director; Stella White, women's director.

WEAW-FM (1946): 105.1 mc; 36 kw. Duplicates WEAW (above).

WNMP (1947): 1590 kc; 1 kw-D. 1580 Sherman Ave. Phone Greenleaf 5-1590. Angus D. Pfaff, Rep Devney.

Specialty programs: German 3½ hrs wkly.
Angus D. Pfaff, owner; Todd Branson, coml mgr; James Hougen, chief engineer.

***WNUR (FM)** (1957): 89.3 mc; 10 w. North-western U.

*Non-commercial educational.

FAIRFIELD, Wayne County

WFIV (Aug. 21, 1953): 1390 kc; 500 w-D. P. O. Box 72. Phone 2159. Wayne County Broadcasting Co. (original owner).

Rep Webb.
Thomas S. Land & Bryan Davidson, co-owners; Thomas S. Land, gen mgr & farm director; Garnet Williams, coml mgr; Darrell Linne, program director & news director; Dick Berry, promotion mgr; Gilbert F. Wallace, chief engineer; Gladys Onstott, women's director.

FREERPORT, Stephenson County

WFEL (Oct. 28, 1947): 1570 kc; 1 kw-D. 9 N. Chicago Ave. Phone Adams 2-5171. Freerport Broadcasting Co. (acquired station September 1948).

Rep Headley-Reed.
Vincent S. Barker, pres, owner, gen mgr & chief engineer; David M. Taylor, coml mgr & promotion director; Bud Walters, program director; Roy Offenheiser, news director.

GALESBURG, Knox County

WGIL (June 12, 1938): 1100 kc; 250 w. 60 S. Kellogg. Phone D1 2-5131. Galesburg Broadcasting Co. (original owner). (See "Newspaper Ownership").

Rep Rambeau, Vance, Hopple.
Specialty programs Scandinavian ¼ hr wkly.
W. C. Pritchard, pres; George D. Donaldson, assistant gen mgr & coml mgr; Eddie Gale, program director; Ray Bevenour, chief engineer; David Loring, news director; A. R. Kemp, farm director; Carol Liston, women's director.

WQUB (Nov. 17, 1947): 1590 kc; 5 kw-D. D.A. Park Plaza. Phone 4204. Knox County Broadcasting Corp. (original owner).

Rep Hollingbery.
G. LaVerne Flambo, pres; Roger Hoffman,

gen mgr & coml mgr; Jack Davis, program director & promotion mgr; Harold Higby, chief engineer; Jim Dunleavy, news director & farm director.

HARRISBURG, Saline County

WEBQ (Sept. 1, 1923): 1240 kc; 250 w. 100 E. Poplar St. Phone Clearbrook 3-7282. First Trust Assn. (original owner).

Network Keystone.
Ingalls M. Taylor, gen mgr & coml mgr; Norma Slaton, program director; Ken Hamilton, promotion mgr; Elmer Gladson, chief engineer; Charles Brannum, news director; Eddie Topper, farm director; Dorice Turner, women's director.

WEBQ-FM (1947): 99.9 mc; 1.65 kw. Duplicates WEBQ (above).

HARVARD, McHenry County

WMCW (1955): 1600 kc; 500 w-D. 205 E. Brainard St. Esther Blodgett.

HARVEY, Cook County

WBEE (1955): 1670 kc; 1 kw. 75 E. Wacker Dr., zone 1. Phone Randolph 6-6842. Rollins Broadcasting Inc. (original owner). (See Rollins stations in "Group Ownership").

Specialty programs: Negro, 101½ hrs wkly.
O. Wayne Rollins, pres; Walter Conway, gen mgr; Todd Branson, commercial mgr; William German, program director; Jerry Burdeau, chief engineer.

HERRIN, Williamson County

WJFE (Aug. 28, 1940): 1340 kc; 250 w. P. O. Box 179. Phone 381. Egyptian Broadcasting Co. (original owner).

Network MBS. Rep Holman.
Maybelle J. Lyeria, pres; Charles R. Cook, gen mgr; Fred Simmons, coml mgr; Louise Samuel, program director; Frank Samuel, promotion mgr; Ben Orf, chief engineer; Chet Townsend, news director; Hank Wright, farm director.

JACKSONVILLE, Morgan County

WLDS (1941): 1180 kc; 1 kw-D. Fox Theatre Bldg. Phone Chestnut 5-7171. Jacksonville Radio & Television Broadcasting Corp. (original owner). (See "Newspaper Ownership").

Rep Holman.
Robert A. Fay, pres; R. Karl Baker, vp, gen mgr & coml mgr; Ted Fairburn, program director, news director; Marie Barton, promotion mgr; G. J. Cassens, chief engineer; E. H. Garlich, farm director; Roberta Hoover, women's director.

WLDS-FM (1946): 100.5 mc; 9 kw. Partially duplicates WLDS (above).

JOLIET, Will County

WJOL (1929): 1340 kc; 250 w. 601 Walnut St. Phone 6-4761. WJOL Inc. (acquired station Jan. 1, 1955).

Rep Pearson.
Specialty programs: Spanish, 1 hr; Yugoslav, 1 hr; Slovak, 1 hr, all wkly.
Joseph F. Novy, pres, gen mgr, sales mgr & promotion mgr; Jerome F. Cerny, station mgr, vp; E. Caron, program director & women's director; Frank Woodcroft, chief engineer; Max Cary, news director; Al Collins, farm director.

KANKAKEE, Kankakee County

WKAN (June 1, 1947): 1320 kc; 1 kw-D. 183 N. Schuyler Ave. Phone Wells 3-6633. Kankakee Daily Journal Co. (original owner). (See "Newspaper Ownership").

Rep Sears & Ayer.
Burrell L. Small, pres; Bruce Brown, gen mgr; Robert J. Hawkins, station mgr; Donald Hoover, sales mgr; Orren Allain, program director; Richard Eckels, chief engineer; Stan Ronald, news director.

KEWANEE, Henry County

WKEI (Sept. 11, 1952): 1450 kc; 100 w. 202½ N. Tremont. Phone 4471. WKEI Broadcasting Co. (original owner).

Rep Best.
E. D. Scandrett, pres, gen mgr, coml mgr & chief engineer; Paul Messplay asst mgr & program director; Bert Jackson, news director & farm director; Bette Adams, women's director.

***WKSD (FM)** (target date unknown): 91.9 mc; 10 w. East 3rd St. Phone 2862. Board of Education District 229.

K. E. Beasley, pres; Dinsmore Wood, gen mgr; E. C. Tomlinson, chief engineer.

*Non-commercial educational.

LA GRANGE, Cook County

WTAQ (Oct. 8, 1950): 1300 kc; 500 w. DA-N. P. O. Box 408. Phone Fleetwood 2-1300. S and S Broadcasting Co. (original owner).

Network Clif Johnson Radio Network. Rep Roberts.

Charles F. Sebastian, pres; Arthur L. Schlaman, gen mgr; Ralph Faucher, coml mgr; Theodore W. Carlson, program director; Red Surrey, promotion mgr; William H. Wardle, chief engineer; Vincent Essig, news director; Margaret Burger, women's director.

LA SALLE, La Salle County

WLPO (Nov. 16, 1947): 1220 kc; 1 kw-D.D.A. P. O. Box 215. Phone 3100. LaSalle County Bstg. Corp. (acquired station Aug. 1, 1949). (See "Newspaper Ownership").

Rep Webb.
Peter Miller, pres; William Holm, gen mgr & coml mgr; Dan Dunlap, program director; Lawrence McCann, chief engineer; Laverne Waltman, news director & farm director.

LAWRENCEVILLE, Lawrence County

WAKO (granted June 30, 1958; target date unknown): 910 kc; 500 w-D. D.A. Lawrenceville Broadcasting Co.

Roy J., George R., & Stuart K. Lankford, owners.

LINCOLN, Logan County

WPEC (1951): 1370 kc; 500 w-D. P. O. Box 37. Phone 1370. Prairie Radio Corp.

Rep Sears & Ayer.
Ray F. Knochel, pres & gen mgr; Earle W. Layman, sta mgr.

LITCHFIELD, Montgomery County

WSMI (Nov. 2, 1950): 1510 kc; 1 kw-D. P. O. Box 241. Phone Kellogg 2-2066. Mid-Illinois Broadcasting Co. (original owner).

Rep Best.
Hayward L. Talley, pres & gen mgr; Donald W. Yaeger, program director & news director; Sherman Mason, farm director; Dorothy Peters, women's director.

MACOMB, McDonough County

WKAI (July 4, 1917): 1510 kc; 250 w-D. 113 E. Carroll St. Phone Temple 3-4129. WKAI Broadcasting Co. (acquired station July 1, 1958). (See "Newspaper Ownership").

William H. Rudolph, pres; Robert E. Douglas, gen mgr & coml mgr; J. J. Marconnet, program director; Verna M. Frye, business mgr; Kenneth Krueger, chief engineer; Burdette Graham, farm director; Dorothy Brant, women's director.

***WWKS(FM)** (May 1956): 91.3 mc; 17 kw. Science Bldg., Western Illinois U. Phone Temple 3-4161. Ext. 50. Western Illinois U.

Network NAEB.
Specialty programs: Spanish 1 hr.; French, 1 hr., both wkly.
Jennette N. Terrill, gen mgr; E. C. Haddock, program director; Dr. Kenneth Goode, chief engineer.

*Noncommercial educational.

MARION, Williamson County

WGGH (1949): 1150 kc; 5 kw. DA-D. P. O. Box 311. Phone 824. Marion Broadcasting Co. (original owner).

Rep Sears & Ayer.
George W. Dodds, pres & chief engineer; Jim Duncan, gen mgr & coml mgr; Ervin Coppi, program director & promotion mgr; Tom Mathis, news director; Jim Cox, farm director; Jean Duncan, women's director.

MATTOON, Coles County

WLBH (Nov. 1946): 1170 kc; 250 w-D. 1632½ Broadway Ave. Phone Adams 4-6164. Mattoon Broadcasting Co. (original owner).

Rep Holman.
J. R. Livesay, pres & gen mgr; Ken Wooddell, vp & coml mgr; Robert Guess, program director; Robert Veach, promotion mgr; Ray Livesay, chief engineer; Tim Gover, news director; Howard Miller, farm director; Melba Cox, women's director.

WLBH-FM (August 1949): 96.9 mc; 23 kw. Duplicates WLBH daytime (above), programs independently at night.

METROPOLIS, Massac County

WMOK (Feb. 4, 1951): 920 kc; 1 kw-D. National State Bank Bldg. Phone 2166. Fort Massac Broadcasting Co. (original owner).

Rep Holman.
James H. Firmin, gen partner, gen mgr & promotion mgr; Virgil E. Smith, coml mgr; Meeta Firmin, program director; Carlos M. Steele, chief engineer; Odell Korte, news director; Kenneth Farris, farm director.

ILLINOIS BROADCASTERS

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RAY HAMILTON

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or any office of

HAMILTON-STUBBLEFIELD-TWINING & ASSOCIATES, INC.

WROK IN

REMARKABLE ROCKFORD

ONLY COMPLETE RADIO COVERAGE OF

No. 1 CITY IN ILLINOIS

(OUTSIDE CHICAGO)

1ST CITY IN RETAIL SALES

1ST CITY IN BUYING INCOME

1ST CITY IN FOOD SALES

1ST CITY IN TOTAL HOUSEHOLDS

1ST CITY IN AUTO SALES

1ST CITY IN ILLINOIS

(OUTSIDE CHICAGO)

NEW PROGRAMMING

WROK remains constantly on the alert to improve programming . . . and build audience. Within the past few weeks WROK . . . which covers a 13 county area of half a million people . . . has completed a survey in depth of audience availability. Here is part of the new programming resulting from this survey:

- Weekly Music Survey
- Top 40 Hits
- Top 14 LP's
- Play-by-play Sports
- Twice an Hour News
- Community Events

Write Today for NEW Data File on WROK

John J. Dixon - General Manager

WROK IN

REMARKABLE ROCKFORD, ILLINOIS

H-R Representatives

Radio Stations CONTINUED

ILLINOIS CONTINUED

MOLINE, Rock Island County

WQUA (Sept. 23, 1946): 1230 kc; 250 w. 1819 5th Ave. Phone 4-6727. TWX 182. WQUA Inc. (acquired station Aug. 1, 1955).

Network ABC. Rep Hollingsbery. G. LaVerne Flambo, pres & gen mgr; Lester E. Johnson, coml mgr; Frank Freeman, program director & promotion mgr; Harold Illigby, chief engineer; Bill Mason, news director & farm director.

MONMOUTH, Warren County

WRAM (May 5, 1957): 1320 kc; 1 kw-D. DA. South Main and First Sts. Phone 666. Prairie-land Broadcasters (original owner). (See Bellinger-Townsend-Kemper stations in "Group Ownership")

Stephen P. Bellinger, managing partner; Richard V. Taber, coml mgr; Charles R. Burnett, program director; Fred Hoy, chief engineer; James L. Green, news director; Jon Griffen, farm director.

MT. CARMEL, Wabash County

WYMO (Dec. 1, 1948): 1360 kc; 500 w-D. North Cherry St. Road. Phone 1360. Radio Station WYMO. (acquired station December 1952). (See Bellinger-Townsend-Kemper stations in "Group Ownership")

Rep Pearson. Stephen P. Bellinger, managing partner; Charles H. Green, gen mgr & coml mgr; Ralph Stephenson, sales mgr; Dave Nabor, program director; promotion mgr; Eugene D. Garrett, chief engineer; Bert Freedman, news director; Fred M. Fulkerson, farm director; Jessie Burke, women's director.

MT. VERNON, Jefferson County

WMIX (1947): 940 kc; 1 kw-D. 121 N. 9th St. Phone 3500. Mt. Vernon Radio & Television Co. (original owner).

Rep Pearson. John R. Mitchell, pres; Raymond J. Cheney, vp & gen mgr; Claude Schoch, coml mgr; Jim Washburne, production mgr; Robert Whitaker, sports director; Robert MacConnell, chief engineer; John Scott, news director; Curt Bradley, farm director; Jo Ann Osborn, women's director & music director; Sarah Pace, promotion mgr.

WMIX-FM (1946): 94.1 mc; 15.2 kw. Duplicates WMIX (above).

MURPHYSBORO, Jackson County

WINI (Sept. 15, 1954): 1120 kc; 500 w-D. 1802 Elm St. Phone 282. Robert D. and Martha M. Rupp (acquired station April 1, 1957). (See Cecil W. Roberts stations in "Group Ownership")

Network Keystone. Rep Best. Robert D. Rupp, pres; Lew Barwick, gen mgr & program director; Lester Bilderback, chief engineer & farm director; Melba Millin, women's director.

OK PARK, Cook County

WOPA (October 1950): 1490 kc; 250 w. 405 S. Oak Park Ave. Phone Village 8-5760. Village Broadcasting Co. (original owner). (See Sanderling stations in "Group Ownership")

Rep Stars National. Specialty programs: Spanish, 10 hrs; Italian, 12 hrs; Polish, 10 hrs; Ukrainian, 5 hrs; Greek, 1 hr; Latvian, 1/2 hr; Serbian, 1 hr; Yugoslav, 2 hrs; Lithuanian, 1 hr; Jewish, 1 hr; Russian, 2 hrs; Negro, 40 hrs, all wkly.

Edmont Sonderling, pres & gen mgr; Al Michel, coml mgr; Jim Dato, program director & news director; Stan Noyes, promotion mgr; Sidney Schneider, chief engineer.

WOPA-FM (October 1960): 102.7 mc; 3.6 kw. Duplicates WOPA (above).

OLNEY, Richland County

WVLN (1947): 740 kc; 250 w-D. 302 1/2 E. Main. Phone Express 3-2156. Illinois Broadcasting Co. (acquired station Dec. 1, 1967). (See "Newspaper Ownership")

Network Keystone. Rep Holman. F. W. Schaub, pres; Merrill Lindsay, vp; Eugene C. Dorsey, gen mgr; Charles C. Orlicks, assistant mgr & coml mgr; Joseph Kesack, program director & news director; Stanley Gredline, chief engineer; Charles Phelps, farm director; Eleanor Walter, women's director.

WVLN-FM (1958): 92.9 mc; 18.5 kw. Duplicates WVLN (above) daytime.

OTTAWA, LaSalle County

WOMY (March 5, 1952): 1430 kc; 500 w-D. P. O. Box 687. Phone 551. Carl H. Meyer (original owner).

Rep Sears & Ayer. Carl H. Meyer, owner, gen mgr & chief engineer; Dorothy M. Meyer, coml mgr; Bob Meyer, program director & promotion mgr; Ron Wilson, news director; Art Kimball, farm director.

PARIS, Edgar County

WPRS (May 24, 1951): 1140 kc; 500 w-D. P. O. Box 262. Phone 5-0153. Paris Broadcasting Corp. (original owner).

Adial C. Ferguson Jr., pres & gen mgr; James D. Savoye, coml mgr; John B. Powell, program & farm director; Harry Hubbard, chief engineer.

WPRS-FM (1952): 95.3 mc; 1 kw. Duplicates WPRS (above).

PEKIN, Tazewell County

WSIV (April 21, 1946): 1140 kc; 1 kw-D. 15 S. Capitol St. Phone 6-2134. Pekin Broadcasting Co. (original owner).

Rep Sears & Ayer. W. Kenneth Patterson, pres, gen mgr & co-owner; George C. Udry, sec-treas and co-owner; Randy Furnace, program director; Lowell Lovely, chief engineer; Marty Wright, news director; Dorothy Besson, women's director.

PEORIA, Peoria County

WEEK (1946): 1350 kc; 1 kw DA-2. 2907 Springfield Rd. Phone 9-3961. TWX PE 5515. West Central Broadcasting Co. (See Kerr-Medice stations in "Group Ownership")

Network NBC. Rep Headley-Red. Robert S. Kerr, pres; Fred C. Mueller, vp & gen mgr; Coloman Scott, sta mgr; David Meister, promotion mgr.

WEEK-TV. Tv companion of WEEK. **WOLL** (1948): 1290 kc; 5 kw. DA-2. 121 N. Jefferson. Phone 49239. TWX PE 8518. Frudeger Broadcasting Co. (acquired station March 21, 1955).

Network MDS. Rep H-R Representatives. Robert W. Frudeger, pres; Howard H. Frederick, gen mgr; Ralyn Weaver, program director; Ray Schneider, chief engineer; Ralph Smith, news director.

WMBD (Feb. 14, 1927): 1470 kc; 5 kw. DA-2. 212 SW Jefferson Ave. Phone 6-0711. TWX PE 6582. WMBD Inc. (acquired station Feb. 1, 1953). (See John E. Fetzer stations in "Group Ownership")

Network CBS. Rep Peters, Griffin, Woodward.

Charles C. Caley, pres & gen mgr; Harold C. Sundberg, coml mgr; William L. Brown, program director; Clarence S. Muges, director of promotion; George A. Pyle, chief engineer; Charles F. Harrison Jr., news director; Emil N. Bill, farm director.

WMBD-FM (February 1947): 92.6 mc; 2.5 kw. Duplicates WMBD (above).

WPEO (1946): 1020 kc; 1 kw-D. 814 Main. Phone 4-9249. Dandy Broadcasting Corp. (acquired station May 1, 1957).

Rep Bolling. K. R. Greenwood, gen mgr; Robert E. Sharon, coml mgr; Sam Babcock, program director; Tom Dunn, promotion mgr; Bernie Koval, chief engineer; E. William McCarty, news director; Dick Herm, farm director.

PITTSFIELD, Pike County

WBBA (Dec. 1, 1954): 1560 kc; 250 w-D. Phone Pike Broadcasting Co. (original owner).

Rep Continental. C. B. Meyer, pres; Frank Luptko, gen mgr, coml mgr, chief engineer, & farm director; Gene Shilton, program director; Joe Lanahan, news director; David Butler, women's director.

QUINCY, Adams County

WGEM (1948): 1440 kc; 1 kw. DA-2. Hotel Quincy. Phone Baldwin 2-8310. TWX 80. Quincy Broadcasting Co. (original owner). (See "Newspaper Ownership")

Network ABC. Rep Young. T. C. Oakley, pres; Joe Bonzushuga, gen mgr; J. Ben Stewart, coml mgr; Fred Colgan, program director; Hal Heibredner, director of advertising; Frank E. Laughlin, chief engineer; Charlie Griffith, news director; Bill Wezman, farm director.

WGEM-FM (1947): 105.1 mc; 8.3 kw. Duplicates WGEM (above).

WGEM-TV. Tv companion of WGEM-AM-FM. **WTAD** (1926): 930 kc; 5 kw-D. 1kw-N. DA-N. WCU Bldg. Phone Baldwin 2-6200. TWX QCY 98. Lee Broadcasting Inc. (See "Newspaper Ownership and Lee stations in "Group Ownership")

Network CBS. Rep Weed. Lee C. Loomis, pres; Herbert R. Ohrt, executive vp; Walter J. Rothschild, gen mgr & national sales mgr; Wayne W. Cribb, asst national sales mgr.

WTAD-FM (1948): 99.5 mc; 27 kw. Same license, address & staff as WTAD (above).

ROBINSON, Crawford County

WTAY (Jan. 9, 1956): 1370 kc; 250 w-D. P. O. Box 206. Phone 1373. Ann Broadcasting Corp. (original owner).

Network Keystone. Rep Best. Kathryn A. Duncan, pres, gen mgr & program director; Jim Foster, coml mgr, promotion mgr; Harold D. Vandament, chief engineer; Don Dominix, news director; farm director; Thelma L. Dorsey, women's director.

ROCKFORD, Winnebago County

WROK (1929): 1440 kc; 1 kw-D. 500 w-N. News Tower. Phone 2-6621. Rockford Broadcasters Inc. (See "Newspaper Ownership")

Network ABC. Rep H-R. Specialty programs; Negro, 12 hrs; Italian 1/2 hr, all wkly.

E. Kenneth Todd, pres; John J. Dixon, gen mgr; David Salisbury, coml mgr; Mory Owens, program director & news director; Betty Thro, promotion mgr; Maudy Nelson, chief engineer; Ralph Reynolds, farm director; Florence Shugars, women's director.

WROK-FM (1949): 97.5 mc; 16 kw. Same license, address & staff as WROK (Above).

WREB (December 1953): 1330 kc; 1 kw-D. DA. 113 S. Court St. Phone 8-1869. TWX RK 8576.

Radio Stations CONTINUED

ILLINOIS CONTINUED

Rock River Broadcasting Co. (original owner). (See Walker Group stations in "Group Ownership").
Rep Radio Tv Representatives.
W. E. Walker, pres; William R. Walker, gen mgr; John D. Harvey, coml mgr; H. Irving Tingley, program director; William Kelsey, promotion mgr; George Reynolds, chief engineer; John Rhodes, news director; Jay Smith, farm director; Charlotte Carlson, women's director.

ROCK ISLAND, Rock Island County

WHBF (1925): 1270 kc; 5 kw, DA-N, Telco Bldg. Phone 6-6441. TWX 181. Rock Island Broadcasting Co. (acquired station December 1932). (See "Newspaper Ownership").
Network CBS. Rep Avery-Knodel.
Ben H. Potter, pres; Leslie C. Johnson, vp & gen mgr; Maurice Corken, asst gen mgr & coml director; Frank S. Hicks Jr., program director; Fern Hawks, promotion mgr; Heber E. Darton, merchandising mgr; Robert J. Stinnett, chief engineer; Wm. G. Ellison, news director.
WHBF-FM (October 1947): 98.9 mc; 3.7 kw. Duplicates WHBF (above).
WHBF-TV: Tv companion of WHBF-AM-FM.

SALEM, Marion County

WJBD (Dec. 16, 1956): 1350 kc; 500 w-D. 121 S. Walnut St. Phone 2000. Salem Broadcasting Co. (original owner).
Rep Webb.
Bryan Davidson and Tom Land, co-owners; Bryan Davidson, gen mgr, coml mgr & chief engineer; Joe Lobalto, program director; Vince Lyle, promotion manager; Coley Cowan, news director & farm director; Lillian Alberty, women's director.

SPARTA, Randolph County

WHCO (Feb. 3, 1955): 1230 kc; 250 w. Phone 333. Hirsch Communication Engineering Corp. (original owner). (See Oscar C. Hirsch Stations in "Group Ownership").
Robert O. Hirsch, pres; Ruford L. Mabery, coml mgr.

SPRINGFIELD, Sangamon County

WCVS (1926): 1450 kc; 250 w. 3001 S. Fourth St. Phone 4-9855. TWX 296. WCBS Inc. (acquired station 1932).
Network ABC. MBS. Rep Holman.
Harold L. Dewing, pres; C. W. Neeld, gen mgr; K. E. Spengler, coml mgr; John Geil, program director; Bruce Still, promotion mgr & news director; R. L. Ashenfelter, chief engineer.
WMAY (Oct. 15, 1950): 970 kc; 1 kw-D, 500 w-N. DA-2. 711 Myers Bldg. Phone 4-1766. TWX SI 186. Lincoln Broadcasting Co. (original owner).
Network NBC. Rep Pearson.
John R. O'Shea, coml mgr; Syl Hinkin, program director; Joan Meisner, promotion mgr & women's director; Mel Feldman, chief engineer; Robert Brown, news director; Don Hanley, farm director.
WMAY-TV: Tv companion of WMAY.
WTAX (1930): 1240 kc; 250 w. 712 S. 31st St. Phone 2-4441. TWX 196. WTAX Inc. (acquired station September 1945).
Network CBS. Rep Weed.
O. J. Keller, pres & gen mgr; O. J. Keller Jr., coml mgr; John W. Midgley, program director; Wesley J. Simon, promotion mgr; E. C. Swearingen, chief engineer; Bill Miller, news director; Spizz Singer, farm director.
WTAX-FM (1948): 103.7 mc; 6.7 kw. Duplicates WTAX (above).

STERLING, Whiteside County

WSDR (August 1949): 1210 kc; 100 w. Lawrence Bldg. Phone Main 6-3400. Blackhawk Broadcasting Corp. (acquired station 1949).
Specialty programs: Spanish, 2 hrs wkly.
Sam Bartlett, pres, gen mgr & farm director; Robert Ware, coml mgr; John Ruhwer, assistant mgr & program director; George Tierney, promotion mgr; Ed Fisher, chief engineer; Don Turner, news director; Louise Wetzell, women's director.

STREATOR, La Salle County

WIZZ (Sept. 26, 1953): 1250 kc; 500 w-D, DA. P. O. Box 377. Phone 2-2947. Streator Broadcasting Co. (original owner). (See Bellingertownsend-Kemper Stations in "Group Ownership").
Rep Pearson.
Specialty programs: Polish 5 hrs wkly.
Stephen P. Bellingert managing partner; Vernon R. Nunn, gen mgr; Jack Hallstrom, coml mgr; Kester Pollock, program director; Edward Sloko, promotion mgr; Verne Buland, chief engineer & farm director; Ellis Marvin, news director; Jean Andrews, women's director.

TAYLORVILLE, Christian County

WTM (1949): 1410 kc; 1 kw-D, DA. Radio Road. Phone 1410. Moyer Broadcasting Co.
Rep Continental.
Roger L. Moyer, pres; James C. Hilderbrand, general mgr.

URBANA, Champaign County

***WILL** (April 1922): 580 kc; 5 kw-D, DA. 228 Gregory Hall. Phone Empire 7-8611. TWX 671. Board of Trustees, U. of Illinois (original owner).
Dr. David D. Henry, pres; Frank E. Schooley, gen mgr; John A. Regnell, program director; Marjorie Greenwood, promotion mgr; Rob R. Beldon, chief engineer; John Cramer, news director; Jon Greenstein, farm director; Jessie Heathman, women's director.
***WILL-FM** (1941): 90.9 mc; 300 kw. Duplicates WILL (above).
***WILL-TV**: Tv companion of WILL-AM-FM.

*Non-commercial educational.

WKID (1948): 1580 kc; 250 w-D. Box 192. Phone Empire 7-5432. WKID Broadcasting Co. (acquired station May 8, 1954).
Rep Pearson.
Donald Harding, pres; Robert Meskill, gen mgr & coml mgr; Eugene Parker, program director; George Scharf, chief engineer.

WAUKEGAN, Lake County

WWRB (Sept. 25, 1948): 1220 kc; 1 kw-D, DA. P. O. Box 500. Phone Delta 6-7900. News Sun Broadcasting Co. (original owner). (See "Newspaper Ownership").
Rep Devney.
William L. Just, pres; Fred Sorenson, gen mgr, commercial mgr; Stan Chadwick, chief engineer.

WEST FRANKFORT, Franklin County

WFRX (May 2, 1951): 1300 kc; 1 kw-D, P. O. Box 359. Phone 1300. Pyramid Radio Broadcasting & Television Corp. (original owner). (See "Newspaper Ownership").
Rep Holman.
Dr. G. W. Lambert, pres; Walter C. Schafar, gen mgr & coml mgr; Billy E. Spangler, program & news director; Art Smith, sports director; Everette T. Kennedy, chief engineer; Ken Kennedy, farm director; Deanna Sukoski, women's director.

INDIANA CONTINUED

ANDERSON, Madison County

WCBC (1946): 1470 kc, 1 kw-D, P. O. Box 350. Phone 3-5321. Clvic Broadcasting Corp.
Rep Best.
Paul E. Billheimer, pres; Gordon Beck, gen mgr & program director; Raymond Pettis, coml mgr.
WCBC-TV: Tv companion of WCBC.

WBHU (1923): 1240 kc; 250 w. 640 Citizens Bank Bldg. Phone 7791. TWX ANDIND 599. Anderson Broadcasting Corp. (acquired station September 1944).
Network CBS. Rep Walker-Rawalt.
C. Bruce McConnell, pres; John R. Atkinson, gen mgr; W. J. Hecht, chief engineer; Erma R. McCord, women's director.

BEDFORD, Lawrence County

WBIW (October 1948): 1340 kc; 250 w. Heltonville Rd. Phone Browning 5-755. Bedford Broadcasting Co. (acquired station October 1956).
Rep McGillyvra.
Joseph & Agnes McGillyvra, owners; James Root, program director; Carl Finger, chief engineer; Chuck Edwards, news director.

BLOOMINGTON, Monroe County

***WFIU (FM)** (Sept. 30, 1950): 103.7 mc; 33 kw. c/o Indiana U. Phone 6811. Trustees of Indiana U.
Herman B. Wells, pres; Elmer G. Sulzer, gen mgr; Herbert Seltz, program director; William H. Kroll, technical supervisor.

*Non-commercial educational.

WTTT (March 11, 1949): 1370 kc; 5 kw-D, 500 w-N, DA-2. 535 S. Walnut St. Phone 2-3866. Sarkes Tarzian, Inc. (original owner) (See Sarkes Tarzian Stations in "Group Ownership").
Network ABC. Rep Meeker.
Sarkes Tarzian, pres; Glenn Van Horn, gen mgr & program director; C. Raymond Bartlett, coml mgr; William Wood, chief engineer; John R. Snider, news director; Mrs. Albert (Virginia) Fliscus, women's director.
WTTV (TV): Tv companion of WTTT.

WMAY

IS

NO.

1

SPRINGFIELD, ILL.

FIRST ALL DAY
IN EVERY WAY

FIRST PLACE—

HOOPER (Apr.-May 1958)
All day—7:00 AM-10:30 PM
Average

FIRST PLACE—

PULSE (Sept. 1957)
With first place every 1/4 hour from
7:30 AM-6:00 PM

FIRST PLACE—

NIELSEN NCS #2
And 4th in entire State of Illinois excluding Chicago

**LOCAL AND NBC NEWS
AROUND THE CLOCK**

24 HOURS A DAY

WMAY

Springfield, Illinois

970 KC.
1000 WATTS, DAY—500 WATTS, NIGHT

Represented by John E. Pearson Company

Radio Stations CONTINUED

INDIANA CONTINUED

BOONVILLE, Warrick County

WBWL (September 1950): 1540 kc; 250 w-D. Lynnville Rd. Phone 950. Boonville Broadcasting Co. (original owner). (See Henry C. Sanders & Norman Hall stations in "Group Ownership").

Network Keystone. Rep Roberts.
H. C. Sanders and Norman Hall, co-owners; Mr. Sanders, pres & chief engineer; Mr. Hall, gen mgr & program director; David B. Gentry, commercial mgr; Geo. McCoy, promotion mgr; C. K. Klenlein, news director; Olus Justus, farm director; Dorothy Allen, women's director.

COLUMBUS, Bartholomew County

WOSI (1950). 1010 kc; 500 w-D. P. O. Box 469. Phone 7411. White River Broadcasting Co. (acquired station Nov. 1, 1957). (See "Newspaper Ownership").

Rep Clark.
R. L. Heminger, pres; Jack E. Douglas, gen mgr; J. F. Kauper, coml mgr; Robert Edwards, program director; Max Cockley, chief engineer; Jerry Castor, news director.
WOSI-FM (not on air, target date: August 1958): 98.8 mc; 760 w. Nighttime programming independent of WOSI (above).

CONNERSVILLE, Fayette County

WCNB (April 5, 1948): 1580 kc; 250 w-D. 406 Central Ave. Phone 1950. News-Examiner Co. (original owner). (See "Newspaper Ownership").

Rep Gill-Perna.
George S. Tatman, pres; Emmett M. Jackson, gen mgr & coml mgr; Francis Chomel, program director & promotion mgr; Cecil C. Miller, chief engineer; Jim Hufford, news director & women's director.

WCNB-FM (Feb. 27, 1948): 100.3 mc; 10 kw. Same address, licensee and staff as WCNB (above).

CRAWFORDSVILLE, Montgomery County

***WBBS (FM)** (Aug. 3, 1953): 106.3 mc; 1 kw. P. O. Box 339. Phone Emerson 2-6504. First Baptist Church.

D. J. Burns, gen mgr; Dorothy Elmore, program director; Arthur Lewellen, chief engineer.

*Non-commercial religious.

ELKHART, Elkhart County

WCMB (March 16, 1956): 1270 kc; 600 w, DA-D (CP-5 kw, DA-D). P. O. Box 261. Phone 3-4567. TWX 52. Clarence C. Moore (original owner).

Network Keystone. Rep Best, Webb.
Clarence C. Moore, pres & gen mgr; Paul R. Deck, coml mgr, program director & promotion mgr; David Hudson, chief engineer; Duane Smith, news director; Keith Weldy & Luron Martin, farm directors; Norma Jean Waterhouse, women's director.

WTRC (Nov. 18, 1931): 1340 kc; 250 w P. O. Box 636. Phone Elkhart 3-1960. TWX ELK 8713. Truth Publishing Co. (original owner). (See "Newspaper Ownership" and Truth Publishing Co. Stations in "Group Ownership").

Network NBC. Rep H-R Reps.
John F. Dille, pres; Paul C. Brines, v.p. & gen mgr; Edwin Lasko, assistant mgr; Jerry Maloney, coml mgr; Ed Huot, program director; Ken Owens, promotion mgr; Lester Zellner, chief engineer; Bill Donnelly, news director; Roscoe Stangland, farm director; Harriett Elsher, women's director.

WTRC-FM (April 6, 1948): 100.7 mc; 9.7 kw. Duplicates WTRC (above).
WSJV (TV): Tv companion of WTRC-AM-FM.

EVANSVILLE, Vanderburgh County

WEOA (1936): 1400 kc; 250 w. P. O. Box 395. Phone Harrison 4-9215. TWX EV 61. WEHT Inc. (acquired station November 1956).

Network CBS. Rep Young.
Edwin G. Richter Jr., pres; William R.

Flight, gen mgr; Peter J. Dooley, program director; Priscilla Finberg, promotion mgr; William Schultz, chief engineer; M. A. McFarlin Jr., news director; Rusty Pendergraph, farm director; Shirley Weiskittel, women's director.

WEHT (TV): Tv companion of WEOA.
***WEVC (FM)** (March 27, 1951): 91.5 mc; 1.9 kw. 1800 Lincoln Ave. zone 4. Phone Greenleaf 6-8191. Evansville College.
Dr. Virgil G. Logan, chairman, radio committee.

*Non-commercial educational.
WBEF (Nov. 22, 1923): 1280 kc; 5 kw-D. 1 kw-N, DA-N. 1001 Diamond Ave., zone 3. Phone Harrison 2-1171. On the Air Inc. (acquired station 1928). (See Curtis Radiocasting Corp. in "Group Ownership").

Network NBC. Rep Weed.
Alvin Eades, pres; Martin L. Leich, executive vp & gen mgr; Lillian M. Roper, program director; Gene Crawford, promotion mgr, news director & farm director; Erwin Schoeny, chief engineer; Marilou Berry, women's director.

WIEY (August 1947): 820 kc; 250 w-D. 1162 Mt. Auburn Rd. Phone Harrison 4-8284. South Central Broadcasting Corp. (original owner).
John A. Engelbrecht, pres & gen mgr; Emil Stevens, production mgr; George F. Stoltz, chief engineer; George Van Horn, news director; Ken McCutchan, farm director; Bettie G. Engelbrecht, women's director.

WIEY-FM (August 1948): 104.1 mc; 19 kw. Same address licensee and staff as WIEY (above).

Rep Pearson.
WJPS (Oct. 30, 1948): 1330 kc; 5 kw-D. 1 kw-N, DA-2, 206 Main St. Phone Harrison 5-2221. TWX EV 62. WJPS Inc. (original owner).

Network ABC. Rep Bolling.
Robert S. Davis, pres; Verne Paule, gen mgr & news director; R. L. Byers, coml mgr; Charles Caldwell, program director & promotion mgr; James Jared, chief engineer; Jack McCoy, farm director; Marylee Logler, women's director.

***WFSE (FM)** (September 1957): 90.7 mc; 4.5 kw. 726 Wedeking Ave. zone 11. Phone Harrison 5-7276. Evansville School Corp.
Erwin Schoeny, chief engineer.

*Non-commercial educational.

FORT WAYNE, Allen County

WANE (1948): 1450 kc; 250 w. West State & Broadcast St. Phone Anthony 9411. TWX FW 186. Indiana Broadcasting Corp. (acquired station December 1956). (See "Newspaper Ownership" and Corinthian Stations in "Group Ownership").

Network CBS. Rep Petry.
C. Wrede Petersmeyer, pres; Reid G. Chapman, station mgr; James Holston, program director; Robert Keefe, promotion mgr; Charles Wallace, chief engineer; Bob Carlin, news director.

WANE-TV: Tv companion of WANE.
WGL (January 1924): 1250 kc; 1 kw, DA-2. 201 West Jefferson St. zone 2. Phone Eastbrook 3366. TWX FW 98. News-Sentinel Broadcasting Co. (acquired station June 1949). (See "Newspaper Ownership").

Network ABC. Rep Headley-Reed.
Specialty programs: Spanish, ½ hr. wkly.
Helene R. Foellinger, pres; Merrill C. Johnson, vp, gen mgr & coml mgr; Norman C. Widenhofer, assistant mgr & program director; Patricia McDowell, promotion manager; Damon P. Wilson, chief engineer; Norman Geron, news director; Len Davis, sports director; Ann Colone, women's director.

WKJG (Aug. 10, 1947): 1330 kc; 5 kw, DA-2. 220 E. Jefferson St. zone 2. Phone Anthony 2295. WKJG Inc. (acquired station April 14, 1957). (See "Newspaper Ownership" and Truth Publishing Co. Stations in "Group Ownership").

Network NBC. Rep H-R Representatives.
John F. Dille Jr., pres; Edward G. Thomas, gen mgr; Carleton B. Evans, coml mgr; Calo G. Mahlock, program director; Wilson Schroeder, promotion mgr; Eugene A. Chase, chief engineer; Jack Gray, news director; Wayne Rothgeb, farm director.

WKJG-TV: Tv companion of WKJG.
WOWO (April 1926): 1190 kc; 50 kw, DA-N. 124 W. Washington St. Phone Anthony 9438. TWX FW 87. Westinghouse Broadcasting Co. (acquired station August 1936). (See Westinghouse Broadcasting Co. Stations in "Group Ownership").

Rep Peters, Griffin, Woodward.
Donald H. McGannon, pres; Carl W. Vandagriff, gen mgr; H. D. Longworth, coml mgr; Calvin A. Bollwinkel, program director; Hilda C. Wehrmeyer, promotion mgr; Harold L. Brokaw, chief engineer; Harold Cessna, news director; Jay Gould, farm director; Jane Weston, women's director.

FRANKFORT, Clinton County

WLO (Nov. 23, 1953). 1670 kc; 250 w-D. 52½ E. Washington St. Phone 3338. Lake Eric Radio & Television Corp. (acquired station April 1, 1955).

Rep Best.
T. M. Nelson, David Gifford, co-owners; H. G. Pearcey, gen mgr; P. G. Wise, coml mgr & promotion mgr; D. L. Head, program director

& chief engineer; J. M. Cronkright, news director & farm director; H. G. Carroll, women's director.

GARY, Lake County

WGRY (Dec. 8, 1959): 1370 kc; 500 w-D. 3669 Broadway. Phone Turner 4-9409. WGRY Inc. (original owner).

Rep Webb.
Specialty programs: Negro, 17 hrs. wkly.; Spanish, 10 hrs. wkly.; Polish, 1 hr. wkly.; Serbian, 1 hr. wkly.; Croatian, 1 hr. wkly.; Greek, 1 hr. wkly.; Yugoslav, 1 hr. wkly.; Rumanian ¼ hr. wkly.
George M. Whitney, pres & gen mgr; Joseph Abernathy, program director; Gary Wilson, news director.

***WGVE (FM)** (1953): 88.1 mc, 10 w. 524 Garfield St. School, City of Gary.

*Non-commercial educational.
WWCA (Dec. 9, 1949): 1270 kc; 1 kw, DA-1. Hotel Gary, 578A Broadway. Phone Turner 6-9171. Lake Broadcasting Co. (original owner).

Rep Pearson.
Specialty programs: Negro, 18 hrs. wkly.; Serbian 1½ hrs. wkly.; Polish, ¼ hr. wkly.; Greek, 1½ hrs. wkly.; Slovak, 1½ hrs. wkly.
Dee O. Coe, pres; Joseph A. Haas, station mgr; Gerry Grainger, program director; Thomas B. March, sales promotion & merchandising mgr; Victor H. Voss, chief engineer; George Hofman, news director.

GOSHEN, Elkhart County

***WGOS (FM)** (Target date Sept. 1, 1958): 91.1 mc; 390 w. Phone 3-1131, Ext. 229. Goshen College Broadcasting Corp.

Paul Minger, pres; J. F. Swartzendruber, gen mgr & chief engineer.

*Non-commercial educational.
WKAM (1949): 1460 kc; 500 w-D. Hotel Goshen. Phone 3-2219. Kosciusko Broadcasting Corp. (acquired station October, 1956).

Rep Rambeau, Vance & Hopple.
William N. Udell, pres; C. J. Pajakowski, gen mgr; Monte Mulholland, coml mgr; Robert Harris, program & news director; Robert J. Schilling, chief engineer; C. Kercher, farm director; Phyl Williams, women's director.

GREENCASTLE, Putnam County

***WGRE (FM)** (1949): 91.7 mc; 10 w. DePauw U.
Herold T. Ross, gen mgr.

*Non-commercial educational.

HAMMOND, Lake County

WJOB (1928): 1280 kc; 250 w. Radio Center, 6405 Olcott. Phone Tilden 4-1230. South Shore Broadcasting Corp. (acquired station 1946).

Rep Rambeau, Vance & Hopple.
Specialty programs: Negro, 25 hrs. wkly.; Spanish, 1 hr. wkly.; Italian, 1 hr. wkly.; Polish, 4 hrs. wkly.; Hungarian, 1 hr. wkly.; Slovak, 1 hr. wkly.

Robert C. Adair, pres & gen mgr; Len Ellis, coml mgr; Jerry Mitchell, program director; Bill Murphy, promotion mgr; Carl Hayworth, chief engineer; Bob Umpleby, news director; Earl Ueaux, mgr, Chicago Heights studio; Marge Daston, women's director.

WJOB-FM (1946): 92.3 mc. 3.1 kw. Duplicates WJOB (above).

HARTFORD CITY, Blackford County

***WHCI (FM)** (1954): 91.9 mc; 10 w. 403 D. Elm St. Phone 600. School, City of Hartford City.

Floyd E. Huffman, director & gen mgr; John Adams, program director; Howard Casterline & Edgar J. Huffman co-chief engineers.

*Non-commercial educational.

HUNTINGTON, Huntington County

WHLT (1957): 1300 kc. 500 w, DA-D. Hotel LaFontaine. Phone 3494. Huntington Broadcasting Co.

Ted Nelson, pres; Jack E. Reinhart, gen mgr.
***WVSE (FM)** (Jan. 1, 1950): 91.9 mc; 10 w. Phone 1066. School, City of Huntington
M. McCabe Day, director.

*Non-commercial educational.

INDIANAPOLIS, Marion County

***WAJC (FM)** (1950): 104.5 mc; 8.8 kw. Phone Walnut 5-5229. Butler U.

M. O. Ross, pres; Robert L. Montgomery, gen mgr; Donald Pfau, program director; John Krom, chief engineer.

*Non-commercial educational.

WPBM (Oct. 23, 1924): 1260 kc; 5 kw, DA-N. 1330 N. Meridian St. zone 3. Phone Melrose 4-8521. TWX IP-99. Twin State Broadcasting Inc. (acquired station May 22, 1957). (See "Newspaper Ownership" and Time Inc. stations in "Group Ownership").

Network ABC. Rep Katz.
Weston C. Pullen Jr., pres; Eldon Campbell, gen mgr & vp; Franklin H. Small coml mgr; Robert S. Yeager, program director; John F.

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Hurlbut, promotion mgr; Robert W. Planders, chief technical engineer; Robert W. Robbins, chief operations engineer; E. Gilbert Forbes, news director; Harry Martin, farm director.

WFPM-TV: Tv companion to WFPM (above).
WFMS (FM) (March 17, 1958): 95.5 mc; 4.5 kw. 750 N. Meridian St. zone 4. Phone Melrose 4-1512. Williams FM Service (original owner). Rep FM Unlimited Inc.

Martin R. Williams Sr., owner, gen mgr & chief engineer; M. L. Morris, coml mgr; Elizabeth J. Williams, program director.

WGHE (Dec. 10, 1956): 1590 kc; 5 kw-D, DA. 4800 E. Raymond St. zone 3. Phone Fleetwood 9-5591. Rollins Broadcasting Inc. (original owner). (see Rollins stations in "Group Ownership").

Specialty programs: Negro, 3 1/2 hrs. wkly. O. Wayne Rollins, pres & owner; Arnold C. Johnson, gen mgr & sales mgr; Frederick H. Kuhlmann, program director & news director; Edgar N. Bouchard, chief engineer; James H. Lathrop, women's director.

***WLAN (FM)** (September 1955): 90.1 mc; 890 W. Shortridge High School, 3401 N. Meridian St. Phone Walnut 6-2493. Board of School Commissioners of city of Indianapolis.

Network NAEB.
 Specialty programs: Russian, 2 1/2 hrs. wkly. Nancy Hendricks, consultant, radio-television, Indianapolis Public Schools; Arthur VanAllen, program director; Albert Szalay, chief engineer.

WIBC (Oct. 30, 1938): 1070 kc; 50 kw-D, 10 kw-N, DA-2. 2835 N. Illinois St. zone 8. Phone Walnut 4-2661. TWX IP 72. WIBC Inc. (acquired station Oct 25, 1949).

Rep Blair
 Richard M. Fairbanks, pres & gen mgr; Gilbert I. Berry, coml mgr; William L. Dean, program director; Robert Bidlack, promotion mgr; Robert W. Minton, chief engineer; Fred Heckman, news director; Harry Andrews, farm director; Joan Evans, women's director.

WIRE (1924): 1430 kc; 5 kw, DA-N. 307 N. Pennsylvania St. zone 6. Phone Melrose 5-1541. TWX IP 278. Indianapolis Broadcasting Inc. (acquired station 1936). (see "Newspaper Ownership").

Network NBC. Rep Peters, Griffin, Woodward.
 Eugene C. Pulliam, pres; Willard C. Worcester, gen mgr; Daniel C. Park, coml mgr; Donald Bruce, program director; Richard C. Lester, promotion mgr; Eugene F. Allen, chief engineer; Tom Peden, news director.

WISH (July 28, 1941): 1310 kc; 5 kw-D, 1 kw-N, DA-N. 1440 N. Meridian St. zone 2. Phone Melrose 4-6411. TWX IP 276. Indiana Broadcasting Corp. (acquired station Dec. 1, 1956). (see "Newspaper Ownership" and "Corinthian stations in "Group Ownership").

Network CBS. Rep Bolling.
 C. Wrede Petersmeyer, pres; Robert B. McConnell, vp & gen mgr; Robert F. Ohlver, coml mgr; William Frosch, program director; James A. Buck, director of promotion; Stokes Gresham Jr., chief engineer; Allen Jeffries, director of radio news.

WISL-TV: Tv companion to WISH (above).
WXLW (August 1948): 950 kc; 5 kw, DA-D. 2003 Kessler Blvd., North Drive, zone 22. Phone Walnut 5-6494. TWX IP 252. Radio Indianapolis Inc. (original owner).

Rep Pearson.
 Lyman S. Ayres, pres; Robert D. Enoch, executive vp & gen mgr; Eugene W. Strack, assistant mgr; G. A. Smith Jr., program director; Norbert Goetzinger, chief engineer; William E. Anderson, news director.

JASPER, Dubois County
WITZ (July 4, 1948): 990 kc; 1 kw-D. P. O. Box 167. Phone Jasper 678. Jasper On The Air Inc. (original owner).

Dr. G. E. Metzger, pres; Dennis J. Keller, gen mgr; Al Farber, coml mgr; John C. Williamson, program director; Patricia Pinnick, promotion mgr; Peter L. Russo, chief engineer; Carl Holter, news director; Mel Vonderheide, farm director; Helen Bath, women's director.

WITZ-FM (Nov. 1, 1954): 104.7 mc; 1.65 kw. Duplicates WITZ (above).

KENDALLVILLE, Noble County
WAWK (1955): 1570 kc; 250 w-D. P. O. Box 47. Phone 764. Noble De Kalb Broadcasting Co. (acquired station Aug. 1, 1957).

Paul L. King, gen mgr; Weldon Cornbl, coml mgr; Fred Manahan, program director; John Riddle, chief engineer.

KOKOMO, Howard County
WIOD (July 16, 1948): 1350 kc; 1 kw, DA-2. 210 1/2 N. Main. Phone Gladstone 7-1194. TWX KOK 282. Booth Broadcasting Co. (acquired station Oct. 15, 1956). (see "Newspaper Ownership" and Booth stations in "Group Ownership").

Network CBS. Rep Weed.
 Specialty programs: Spanish, 30 min. wkly. John Lord Booth, pres; John Carl Jeffrey, gen mgr; Richard Schueler, coml mgr; Hugo J. Di Salvo, program director; Elvin C. Cunningham, chief engineer; William Hayden, news director; Ray Watson, farm director; Ethel Grey, women's director.

LAFAYETTE, Tippecanoe County

WASK (Oct. 15, 1942): 1450 kc; 250 w. McCarty Lane. Phone 2-7306. TWX LAF 481. Lafayette Broadcasting Inc. (acquired station March 1, 1957).

Network MBS. Rep Rambeau, Vance, Hopple.

E. J. Bannon, pres; Henry Rosenthal, gen mgr; Dick Pittenger, coml mgr & promotion mgr; Sid Knight, program director; Dick Cochran, chief engineer; Bill Anthony, news director; Earl Richardson, farm director.

WEAM-TV: Tv companion of WASK (above).

LA PORTE, La Porte County

WLOI (1948): 1540 kc; 250 w-D. La Porte Savings Bank Bldg. Phone 4144. La Porte County Broadcasting Co.

Rep Pearson.
 Dee O. Coe, pres; Robert Harris, vp & gen mgr; Thomas B. March, promotion mgr.

LINTON, Greene County

WBTO (1953): 1600 kc, 500 w-D. State Hwy. 54. Linton Broadcasting Co. (See H. C. Sanders & Norman Hall stations in "Group Ownership").

H. C. Sanders, pres; H. D. Boardman, gen mgr.

LOGANSPORT, Cass County

WSAL (Feb. 24, 1949): 1230 kc; 250 w. E. Main at Hamilton. Phone 3111. Logansport Broadcasting Corp (original owner).

Network MBS.
 Glenn L. Miller, pres; Richard E. Jackson, gen mgr; Joseph A. Wiler, coml mgr; Gene A. Waters, program director & farm director; Carol Zimmerman, promotion mgr; Ray Olson, chief engineer; Gleason Kistler, news director; Gay Kantzer, women's director.

MADISON, Jefferson County

WORX (March 7, 1956): 1270 kc; 1 kw, DA-D. Telegraph Hill. Phone Madison 1270. Electronic Lab. Inc. (original owner).

Network Keystone. Rep Best.
 Clarence E. Henson, pres; Richard D. Witty, gen mgr; Lloyd Walker, coml mgr; Graham Taylor, program director & news director; Roger Bradley, chief engineer; Robert Sparks, farm director; Martha J. Sullivan, women's director.

WORX-FM (1951): 96.7 mc; 350 w. Duplicates WORX (above).

MARION, Grant County

WBAT (June 1947): 1400 kc; 250 w. 303 1/2 S. Adams. Phone 5500. TWX MR 193. Marion Radio Corp. (acquired station September 1956).

Network CBS. Rep Everett-McKinney.
 Lester Spencer, pres; William C. Fowler, gen mgr; Arthur G. Vondeligen, coml mgr; Mel Strasser, program director; Jack Anderson, promotion mgr; Warren Arnett, chief engineer; William Shannon, news director; Guy Harris, farm director; Phyllis Whiteman, women's director.

WMRI (May 11, 1955): 880 kc; 250 w-D, DA. Pennsylvania St. Phone 5795. WMRI Inc. (original owner). (see "Newspaper Ownership").

Rep Sears & Ayer.
 Gardner J. Thomas, pres; Robert Fincannon, gen mgr; Robert P. Wright, coml mgr; Ralph Wayne, program director; Melvin Ring, promotion mgr; Robert E. Shively, chief engineer; Robert Wilbanks, news director; Jim Laundry, farm director; Mary Belle Cradat, women's director.

WMRI-FM (Dec. 19, 1948): 106.9 mc; 3 kw. Duplicates WMRI (above).

MICHIGAN CITY, La Porte County

WIMS (August 1947): 1420 kc; 1 kw-D, 500 w-N, DA-N. Old Chicago Rd. Phone Triangle 4-3245. Northern Indiana Broadcasters Inc. (acquired station 1950).

Rep Rambeau, Vance, Hopple.
 Specialty programs: Polish, 5 hrs. wkly.; Negro, 1 1/2 hrs. wkly.

William N. Udell, pres & gen mgr; Al Hahn & S. C. McDonnell, coml mgrs; Robert E. Pfister, program director; Gary N. Hannes, promotion mgr; Robert J. Schilling, chief engineer; John H. Gleason, news director; Frank Saultine Jr., sports director; Jan Griswold, women's director.

MT VERNON, Posey County

WPCC (Aug. 21, 1955): 1590 kc; 500 w-D. Box 231. Phone Poplar 3-4484. Mt Vernon Broadcasting Co. (original owner). (see H. C. Sanders and Norman Hall stations in "Group Ownership").

Network Keystone.
 Specialty programs: Negro, 15 min. wkly. H. C. Sanders, pres; F. Courtney Smith, gen mgr & coml mgr; Bob Webster, program director; Ervin White, chief engineer; Phyllis Bartlett, women's director.

MUNCIE, Delaware County

WLBC (Nov. 12, 1926): 1240 kc; 250 w. P. O. Box 271. Phone Atlas 8-4403. TWX Muncie 137. Tri City Radio Corp. (acquired station Jan. 1, 1945).

Network CBS. Rep Holman.
 Don Burton, pres & gen mgr; Bill Craig, coml mgr & promotion mgr; Leo Allerton, program director; Pat Finnegan, chief engineer; Fred Hinshaw, news director.

WKUN (FM) (October 1946): 104.1 mc; 7.4 kw; Duplicates WLBC (above).

WLBC-TV: Tv companion of WLBC and WKUN (FM) (above).

***WWHI (FM)** (1950): 91.5 mc; 10 w. 13th & Franklin Sts. Wilson Jr. High school.

NEW ALBANY, Floyd County

WLEP (June 1, 1949): 1570 kc; 1 kw-D. P. O. Box 526. Phone Whitehall 4-2235. Ohio Valley Broadcasting Inc. (original owner).

Rep Best.
 Roy L. Hickox, pres & gen mgr; Ronald W. Watson, coml mgr; Jerry Fordyce, program director; Robert Metzler, chief engineer; Martin Petrec, news director; Jerry East, farm consultant; Barbara McMurray, women's director.

***WNAS (FM)** (1948): 88.1 mc; 800 w. Senior High School. Phone Whitehall 4-2216. New Albany-Floyd County Consolidated School Corp.

Glen Barkes, superintendent of schools; Vernon McKown, andis visual director; Robert L. Willman, director of radio.

NEW CASTLE, Henry County

WCTW (Aug. 3, 1947): 102.5 mc; 4 kw. 202 1/2 S. 14th St. Phone Jackson 9-2600. The Courier-Times Inc. (see "Newspaper Ownership").

Scott B. Chambers, pres; Howard A. White, gen mgr; Bradford B. De Marcus, coml mgr; Donald A. Mahlum, program director; Francis A. Thompson, chief engineer.

***WYSN (FM)** (1953): 91.1 mc; 10 w. 1407 Walnut St. New Castle-Henry Township Schools.

NORTH VERNON, Jennings County

WOCH (Jan. 8, 1955): 1460 kc; 500 w-D. P. O. Box 46. Phone Fillmore 9-8421. Dorrell Ochs (original owner).

Rep Hopewell.
 Dorrell Ochs, owner & gen mgr; Don Edwards, coml mgr; Lee Phillips, program director & promotion mgr; Jimmy Ochs, chief engineer; Floyd Moler, news director & farm director; Lenice Elgan, women's director.

PERU, Miami County

WARU (Sept. 21, 1955): 1600 kc; 1 kw-D. Route #1. Phone Gridley 3-4448. Wabash-Peru Broadcasting Co. (original owner).

Rep McGilvra.
 S. L. Huffman, pres; Denver I. Dever, station mgr; Richard Shultz, coml mgr; Roy Barnes, program director; Lee Sprunger, chief engineer.

PORTLAND, Jay County

WPGW (Jan. 14, 1951): 1440 kc; 500 w-D. DA. P. O. Box 608. Phone 1094. Glenn West (original owner).

Network Keystone.
 Glenn West, owner, gen mgr & chief engineer; Harold K. Rippey, farm director; Mrs. Glenn West, women's director.

PRINCETON, Gibson County

WRAY (Dec. 16, 1950): 1250 kc; 1 kw-D. Outer West Broadway. Phone Fulton 5-4861. Princeton Broadcasting Co. (original owner).

Rep Deyney.
 M. R. Lankford, pres & gen mgr; D. T. Critchfield, coml mgr; Stuart K. Lankford, program director; John S. Sanders, chief engineer; Richard Lankford, news director; Ray J. Lankford, farm director; Mary Carter, women's director.

RICHMOND, Wayne County

WBBV (Sept. 27, 1926): 1490 kc; 250 w. W. Main St. Extension. Phone 3-1166. Central Broadcasting Corp. (acquired station 1944).

Network ABC. Rep Everett-McKinney.
 Specialty programs: Negro, 25 min. wkly. Lester G. Spencer, pres & gen mgr; Roland L. Nusbaum, coml mgr; M. Marie Robbins, program director; William C. Woehrmann, promotion mgr; Louis Duning, chief engineer; Edward W. Westbrook, news director; Fran Eward, women's director.

SALEM, Washington County

WSLM (Feb. 14, 1953): 1220 kc; 1 kw-D. Box 472. Phone 700. Don H. Martin (original owner).

Rep Best, Kentucky Radio Sales.
 Don H. Martin, owner & gen mgr; Herbert L. Arms, coml mgr; Darrell E. Dixon, chief engineer; Boyd Smedley, news director; Erwin Eisert, farm director; Norma Smedley, women's director.

*Non-commercial educational.

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INDIANA CONTINUED

SEYMOUR, Jackson County

WJCD (1949): 1390 kc; 1 kw-D. 1534 Ewing St. Phone Jackson 2-3969. Dr. Azra C. Baker (original owner).

Network Keystone.
Dr. Azra C. Baker, owner; Robert E. Shippee, gen mgr & coml mgr; Fred Osborne, program director; Eugene E. Ferrigo, chief engineer; Gene Baker, news director; Vi Jaynes, women's director.

SOUTH BEND, St. Joseph County

WJVA (Jan. 1, 1948): 1580 kc; 250 w-D. P. O. Box 179. Phone Central 4-1111. TWX SB 8783. Booth Broadcasting Co. (acquired station August 1955). (See "Newspaper Ownership" and Booth stations in "Group Ownership").

Network MBS. Rep Rambeau, Vance & Hopple; Weed (Detroit).
Specialty programs: Italian, 2 hrs. wkly.; Polish, 2 hrs. wkly.

John L. Booth, pres; Martin G. Creel, gen mgr; Charles Sharpless, coml mgr; Al Waters, program director; Jack Platon, promotion mgr; Louis Ellis, chief engineer; Jim Dolan, news director; Harriet Cohn, women's director.

WNDU (November 1941): 1490 kc; 250 w. P. O. Box 989. Phone Central 3-7111. TWX SB 8773. Michiana Telecasting Corp. (U. of Notre Dame). (acquired station July 1955).

Network ABC. Rep Petry.
Specialty programs: Hungarian, 45 min. wkly.

Fr. Theodore Hesburgh, CSC, pres; Bernard C. Barth, gen mgr; Daniel Martin, coml mgr; Bill Etherton, program director; Basil O'Hegan, chief engineer; LaMont McLaughlin, news director; Susan Riley, women's director.
WNDU-TV: Tv companion of WNDU.

WSBT (1921): 960 kc; 5 kw. DA-2. 300 W. Jefferson Blvd. zone 1. Phone Central 3-3141. TWX SB 3762. South Bend Tribune (original owner). (See "Newspaper Ownership").

Network CBS. Rep Raymer.
Specialty programs: Polish, 1 hr. wkly.; Hungarian, 1/2 hr. wkly.

Franklin D. Schurz, pres; Neal E. Welch, gen mgr; Will R. Darch, coml mgr; Paul F. Kruever, program director; James Halpin, promotion mgr; Arthur R. O'Neill, chief engineer; Robert M. Hoyt, news director; Robert McDermott, farm director; Eleanor Moore, women's director.

WSBT-TV: Tv companion of WSBT.

TELL CITY, Perry County

WTCT (1948): 1230 kc; 250 w. Phone 740. Tell City Broadcasting Co.
James R. Brewer, owner & gen mgr.

TERRE HAUTE, Vigo County

WBOW (June 15, 1926): 1230 kc; 250 w. 303 S. Sixth St. Phone Crawford 5034. TWX TH 12. Radio WBOW Inc. (acquired station Dec. 31, 1957).

Network NBC. Rep Weed.
J. William O'Connor, pres & gen mgr; Ralph McHargue, coml mgr & assistant mgr; Martin Plascak, program director & news director; Jim Austin, promotion mgr; Howard Stewart, chief engineer; Bill Roberts, farm director; Sally Proffett, women's director.

WKPT (May 23, 1955): 1390 kc; 500 w-D. 641 Ohio St. Phone Crawford 9618. Citizens Broadcasting Co. (original owner).

Archie S. Mobley, pres & gen mgr; Keith Cornelison, coml mgr; Art Crary, promotion mgr; Don Causey, chief engineer.

WTHI (1947): 1480 kc; 1 kw. DA-1. 918 Ohio St. Phone Crawford 9451. TWX TH 1. Wabash Valley Broadcasting Corp. (original owner).

Network CBS. Rep Bolling.
Anton Hulman Jr., pres; Joseph M. Higgins, gen mgr; Darl Wible, program director; Charles S. Cogan, promotion mgr; Don Pettit, chief engineer; Howard Caldwell, news director; Jim Ray, farm director; Helen Ryan, women's director.

WTHI-FM (1947): 99.9 mc; 7.1 kw. Duplicates WTHI (above).
WTHI-TV: Tv companion of WTHI-AM-FM.

VINCENNES, Knox County

WAOV (1940): 1450 kc; 250 w. Grand Hotel. Phone 787. Vincennes Sun Co. (original owner) (see "Newspaper Ownership").

Network MBS. Rep Peters, Griffin, Woodward.
Eugene C. Pulliam, pres; Howard N. Greenlee, gen mgr; Austin H. Edmonson Sr., coml mgr; Robert Duckworth, program director; Ralph Baldwin, chief engineer; Gail Flynn, women's director.

WABASH, Wabash County

***WSKS (FM)** (April 13, 1953): 91.3 mc; 10 w. Wabash High School. Phone 700. School, City of Wabash.

James R. Oliver, gen mgr, program director & chief engineer.

*Non-commercial educational.

WARSAW, Kosciusko County

WRSW (1948): 1480 kc; 500 w. DA-2. Times Bldg. Phone Amherst 7-3111. Reub Williams & Sons Inc. (original owner) (see "Newspaper Ownership").

Raymond B. Williams, pres; William Mollenhour, station mgr & coml mgr; Marie Snyder, program director & women's director; William Long, promotion mgr; Fred Gresso, chief engineer; Chuck Winters, news director; James Cooney, farm director.

WRSW-FM (1948): 107.3 mc; 34 kw. Duplicates WRSW (above).

WASHINGTON, Daviess County

WAMW (January 1955): 1580 kc; 250 w-D. 615 S.E. 11th St. Phone 1878. Washington Radio Inc. (acquired station August 1955). (See "Newspaper Ownership").

Network Keystone. Rep Best.
Helen R. Bausman, pres; Joseph Edwards, gen mgr; Joseph Floerke, coml mgr; Eugene Cabel, program director; Joseph Fox, chief engineer; John Cavanaugh, news director; Bert Moore, farm director; Emily Osmon, women's director.

WFML (FM) (1948): 106.5 mc; 14 kw. Duplicates WAMW (above).

WEST LAFAYETTE, Tippecanoe County

***WBAA** (April 4, 1922): 920 kc; 5 kw-D. 1 kw-N. DA-N. Phone 92-2385. Purdue U. (original owner).

Dr. Frederick L. Hovde, pres; James S. Miles, station director; John R. DeCamp, program director; Ralph H. Townsley, chief engineer; Frank M. Sterner, news director; Horace Tyler, farm director; Mary Alice Crisson, women's director.

*Non-commercial educational.

IOWA

ALGONA, Kossuth County

KLGA (Aug. 10, 1958): 1600 kc; 5 kw-D. DA. P. O. Box 47. Phone Cypress 4-2475. Kossuth County Broadcasting Co. (original owner).

Network Keystone. Rep Walker-Hawatt.
Frederick Epstein, pres; James J. Wychor, gen mgr, coml mgr, chief engineer & farm director; Walter Thomas, news director; Ruth Epstein, women's director.

AMES, Story County

KASI (1948): 1430 kc; 1 kw-D. Main and Burnett. Phone Cedar 2-3152. Story County Broadcasting Co. (acquired station Feb. 1, 1958).

Network Iowa Tall Corn Net. Rep Pearson.
William M. Evans, owner, gen mgr & coml mgr; Don Frederick, program & news director; Doyle Kelso, chief engineer; A. C. Anderson, farm director; Bess Ferguson, women's director.

WOI (April 28, 1922): 640 kc; 5 kw-D; SSA-1 kw. SH. Phone Cedar 2-3400, Ext. 831. IAWX Ames 560. Iowa State College of Agriculture and Mechanic Arts (original owner).

Dr. James H. Hilton, pres; Richard F. Vogl, gen mgr; Raymond C. Giese, program director; R. Eric Warren, music director; Keith K. Kelcham, chief engineer; Dale R. Williams, farm director; Martha Duncan, women's director.

WOI-FM (July 1, 1949): 90.1 mc; 16 kw. Duplicates WOI (above).
WOI-TV: Tv companion of WOI-AM-FM.

ATLANTIC, Cass County

HJAN (1950): 1220 kc; 250 w-D. North Olive. Phone 1717. Nishna Valley Broadcasting Co. (acquired station May 23, 1955).

Network Keystone.
E. G. (Red) Faust, pres, coml mgr, promotion mgr; F. G. Miller and H. A. (Skip) Preston, gen mgr; R. G. Einhaus, program & news director; Arnie Wilson, chief engineer; Wes Haines, farm director; Ginger Capen, women's director.

BOONE, Boone County

***KFGQ** (1927): 1260 kc; 250 w-D. 924 W. 2nd St. Phone 1119W. Boone Biblical College.
Lois Crawford, pres, gen mgr.

***KFGQ-FM** (1950): 99.3 mc; 250 w. Duplicates KFGQ (above).

*Non-commercial educational.

KWBG (Jan. 15, 1959): 1590 kc; 1 kw-D. 500 w-N. DA-N. Ledges Road, Box 36. Phone 1590. Boone Broadcasting Co. (original owner). (See "Newspaper Ownership").

Network Keystone. Rep Continental.
Mrs. H. A. Garvey, pres; H. A. Garvey, gen mgr; R. G. Canier, sales mgr & coml mgr; Tom Quinlin, program director; John Stribling, chief engineer & farm director; Morse Kelly, news director; Evelyn McGrane, women's director.

BURLINGTON, Des Moines County

KBUB (July 15, 1941): 1490 kc; 250 w. Roosevelt Ave. Phone Plaza 2-2701. TWX BZ 80. Burlington Broadcasting Co.

Network ABC. Rep Rambeau, Vance, & Hopple.

Gerard B. McDermott, pres, owner; David H. Steidle, gen mgr; Willis E. Schwartz, coml mgr; Dick Mosena, program director; Cletus S. Paull, chief engineer; Ken Buel, farm director; Elynn Mack, women's director.

CARROLL, Carroll County

KOIM (1950): 1380 kc; 1 kw. DA-2. Radio Park. Phone 4321. Carroll Broadcasting Co. (original owner).

Network Iowa Tall Corn Net. Rep Pearson.
Leo R. Mayr, gen mgr; Lee Sandberg, coml mgr; Neil Trobak, program director & farm director; Donovan Stanzky, chief engineer; Mark Ahmann, news director; Edna G. Collins, women's director.

CEDAR FALLS, Black Hawk County

KCFI (Feb. 2, 1958): 1250 kc; 500 w-D. DA. P. O. Box 122. Phone Colfax 6-6085. Jane A. Roberts (original owner). (See Cecil W. Roberts stations in "Group Ownership").

Rep Rambeau, Vance & Hopple.
Jane A. Roberts, owner; H. Wayne Cox, gen mgr; Harold W. Sheerer, coml mgr; Edward W. West, chief engineer.

CEDAR RAPIDS, Linn County

KCRG (Dec. 20, 1947): 1600 kc; 5 kw. DA-N. 104 First St. SW. Phone Empire 4-4194. TWX CR 14. Cedar Rapids Television Co. (acquired station Oct. 15, 1953). (See "Newspaper Ownership").

Network MBS. Rep Everett-McKinney.
Joseph F. Hladky, Jr., pres; Redd Gardner, gen mgr; L. L. Abbott, director of radio division; Edna A. Herbst, promotion mgr; I. V. McDaniel, chief engineer; Margaret Johnson, women's director.

KCRG-TV: Tv companion of KCRG.

KPIG (August 1949): 1450 kc; 250 w. 211 First St. SW. Phone Empire 3-8265. Cedar Rapids Broadcasting Corp. (acquired station May 1, 1954). (See "Newspaper Ownership" and J. J. Fenlon stations in "Group Ownership").

Rep Devney.
John C. Kelly, pres; James I. Mitchell, gen mgr; James L. Stramel, coml mgr; Robert E. Carpenter, program & news director; David W. Albright, promotion mgr; Kenneth McGowan, chief engineer; Sally M. Wing, women's director.

WMT (July 30, 1922): 600 kc; 5 kw. DA-N. Paramount Theatre Bldg. Phone Empire 4-0171. TWX CR 11. American Broadcasting Stations Inc. (acquired station Oct. 1, 1944).

Network CBS. Rep Katz.
William B. Dolph, pres; William R. Quarton, vice pres & gen mgr; Kenneth L. Hastie, sales mgr; Dean Landfear, program director; Jim Bowermaster, promotion mgr; George P. Hixenbaugh, chief engineer; Chuck Worcester, news director & public affairs; Bob Nance, farm director.

WMT-TV: Tv companion of WMT.

CENTERVILLE, Appanoose County

KCOG (March 1949): 1400 kc; 100 w. 1910 S. Main St. Phone 407. Centerville Broadcasting Co. (acquired station January 1958). (See "Newspaper Ownership").

Network Keystone.
Robert K. Beck, pres; Clyde Holbrook, gen mgr & news director; Hyle Lemen, coml mgr, promotion mgr & chief engineer; Richard King, program director; Gene Logston, farm director.

CHARLES CITY, Floyd County

KCHA (1949): 1580 kc; 250 w-D. 300 1/2 N. Main. Phone 787. Radio Inc. (acquired station 1957).

Network Keystone.
L. J. Bromberg, pres, gen mgr & promotion mgr; Larry Kyle, coml mgr; Dick Snyder, program director & farm director; Ken Johnson, news director; Marilyn Willse, women's director.

CHEROKEE, Cherokee County

KCHE (1952): 1440 kc; 500 w-D. 219 1/2 W. Main St. Phone 51.
Rep Best.

Charles Reznikov, pres & gen mgr.

CLINTON, Clinton County

KCLN (Dec. 21, 1956): 1390 kc; 1 kw-D. DA. 514 S. Second St. Phone Chapel 3-2174. Rock-river Broadcasting Co. (acquired station June 9, 1958).

Rep Holman.
William E. Walker, pres; Roy Ambrose, gen mgr & coml mgr; Fred Cale, station mgr & promotion mgr; John Wilson, chief engineer; Doyle Yager, farm director.

KROS (September 1941): 1340 kc; 250 w. 246 Fifth Ave. S. Phone Chapel 2-1252. Clinton Broadcasting Corp (original owner).

Network MBS, Iowa Tall Corn Net. Rep Pearson.

Bernard M. Jacobsen, pres & gen mgr; Darline Gordon, coml mgr; Wayne Perkins, program director; Gerald A. Parker, chief engineer; Lee White, news director; Ray Danielson, farm director.

KROS-FM (1947): 96.1 mc; 13 kw. Duplicates KROS (above).

KENTUCKY CONTINUED

quired station Nov. 30, 1957).
 Network ABC.
 Specialty programs: Negro, 6 hrs. wkly.
 Gordon Collins, owner & coml mgr; Rex Osborne, gen mgr; Chas. Spradlin, program director; Doc Harmon, chief engineer; Pete Jon, news director.
WPRT (Dec. 5, 1952): 960 kc; 1 kw-D. South Lake Dr. Phone 2050. Stephens Industries Inc. (original owner).
 Network Keystone.
 D. C. Stephens, pres & owner; Dora S. Stephens, gen mgr; Clarence Robinson Jr., coml mgr; Walter E. May, program director & news director; David L. Stephens, station & promotion mgr; Guy Wierell, chief engineer; Bob Jones, farm director; Elizabeth S. Lucdeke, women's director.

PRINCETON, Caldwell County
WPKY (March 15, 1950) 1560 kc; 250 w-D. Dawson Road. Phone 2072. Princeton Broadcasting Co. (original owner).
 Network Keystone.
 Leslie Goodaker, pres & gen mgr; Ellis Burnam, coml mgr; Twyman Boren, program director; Wilburn Wilson, promotion mgr; Marvin Mahoney, chief engineer.

RADCLIFF, Hardin County
WBAC (Oct. 29, 1955): 1470 kc; 1 kw-D. General DeWery, Port Knox, Ky., Phone Elgin 1-3121, Radcliff, Ky. Port Knox Broadcasting Corp. (original owner).
 Rep. McCavron-Quinn.
 B. E. Cowan, pres & gen mgr; Clement Cockrel, program director; Eugene K. Hornback, chief engineer; Bill Howell, news director; Lee Hutson Johns, women's director.

RICHMOND, Madison County
WKY (Oct. 17, 1953): 1340 kc; 250 w. McKee Bldg. Phone 1310. WKY Inc. (acquired station Oct. 17, 1953).
 Network MBS.
 Specialty programs: Negro, 1 hr. wkly.
 O. C. Halyard, pres & gen mgr; Robert Spradlin, coml mgr; John Sullivan, program director; Jack Parrish, promotion mgr; John D. Jennings Jr., chief engineer; John Sullivan, news director; Charles Mastin, farm director; Loretta Canfield, women's director.

RUSSELLVILLE, Logan County
WRUS (Aug. 28, 1953): 610 kc; 500 w-D. P. O. Box 110. Phone Parkview 6-2471. South Kentucky Broadcasters (acquired station July 1, 1955). (See Hook stations in "Group Ownership").
 Network Keystone. Rep Best.
 Roth E. Hook, pres; W. P. Sosh, gen mgr; Earl Johnson, coml mgr & chief engineer; Stanford Murphy, news director.

SCOTTSVILLE, Allen County
WLCK (Feb. 26, 1958): 1250 kc; 500 w-D. P. O. Box 486. Phone 490. State Line Broadcasting Co. (original owner).
 Network Keystone. Rep Best.
 R. L. Turner, pres; Bobby Colvin, gen mgr; Welby Hoover, coml mgr; J. B. Crawley, chief engineer; Harold Pitchford, news director; Sherry Watkins, women's director.

SOMERSET, Pulaski County
WSFC (1917): 1230 kc; 250 w. Kentucky Highway 1247. Phone 1240. Southeastern Broadcasting Co. (original owner).
 Network MBS, Keystone. Rep Kentucky Radio Sales.
 Mike Layman, pres & gen mgr; Don Orwin, coml mgr; John A. Harnett, program director; Ralph Denton, technical director; Robert Shoopman, chief engineer; Clyde Denton, news director; Bob Haney, sports director.

WTLO (not on air; target date not announced): 1480 kc; 1 kw-D. c/o Oris Gowen, Columbia, Ky. Pulaski Broadcasting Corp.
 Oris Gowen, Ervin T. Buis, Rexford C. Vaught, Andrew W. Spaw, Ethridge D. Elmore and Warren C. Adams, partners.

VANCEBURG, Lewis County
WKHS (July 1, 1958): 1570 kc; 250 w-D. 1106 Fair Lane. Phone Swift 6-3411. Karl Kegley (original owner).
 Karl Kegley, owner, gen mgr & promotion mgr; Don Roberts, coml mgr; program director & news director; Jesse Stamm, chief engineer; Harold Gooding, farm director.

VANCLEVE, Breathitt County
WMTC (June 30, 1948): 720 kc; 1 kw-D. Phone Jackson Exchange, Normandy 6-5006. Kentucky Mountain Holiness Assn. (original owner).
 Rep Continental Radio Sales.
 Dr. Lela G. McConnell, pres; Wilfred Fisher, gen mgr & coml mgr; Violet Person, program director; Kenneth Amsbaugh, chief engineer & farm director; Seldon Short, news director.

WHITESBURG, Letcher County
WTCW (Feb. 27, 1953): 920 kc; 1 kw-D. P. O. Box 660. Phone 2711. Folkways Broadcasting Co. (acquired station July 1956).
 Ernest Tubb, pres; Donald K. Crosthwaite, gen mgr; Wallace Day, coml mgr; Dana Ison, program director; J. W. Goode, chief engineer; Bob Fike, farm director.

WINCHESTER, Clark County
WWKY (Oct. 16, 1954): 1360 kc; 1 kw-D. 17½ W. Broadway. Winchester Broadcasting Co. (original owner).
 Charles Drew, pres. & gen mgr; D. Joe Abbott, coml mgr; Herman Kelly, program director; Jay Watters, promotion mgr; Thomas Bratton, chief engineer; Tip Sharp, farm director; Betty Barnett, women's director.

LOUISIANA
ABBEVILLE, Vermilion Parish
KROF (1948): 960 kc; 1 kw-D. P. O. Box 306. Phone 90. Abbeville Broadcasting Service.
 George P. Martin, gen mgr.

ALEXANDRIA, Rapides Parish
KALB (1935): 580 kc; 5 kw-D. 1 kw-N. DA-N. 601 Washington St. Phone 3-2543. TWX 484. Alexandria Broadcasting Co. (acquired station Feb. 1, 1957). (Also see T. E. Lanford stations in "Group Ownership").
 Network ABC. Rep Weed.
 T. B. Lanford, pres; Walter Nelson, gen mgr; Alex Marchand, coml mgr; Jim Bath, program director; Joyce Ridges, promotion mgr & women's director; Lee Worthy, chief engineer; John Harding, news director; Neville Powell, farm director.

KALB-FM (1948): 96.9 mc; 11 kw. Duplicates KALB (above).
 *KALB-TV: Tv companion of KALB-AM-FM.

KDBS (1953): 1410 kc; 1 kw-D. P. O. Box 306. Phone 3-7454 Dixie Broadcasting Service.
 Specialty programs: Negro, 26 hrs. wkly.
 John A. Lazarone, partner; Irving Ward-Steinman, partner, gen mgr & promotion mgr; D. Ed Pebbles, coml mgr; Wm G. Lynch, program director & farm director; Henry J. Lazarone, chief engineer; Flo Prestridge, women's director.

KSYL (April 5, 1947): 970 kc; 1 kw, DA-N. P. O. Box 1489. Phone 6611. KSYL Inc. (original owner).
 Network NBC. Rep Everett-McKinney; Brown (southern).
 Specialty programs: Negro, 6 hrs. wkly.
 Milton Fox, pres & coml mgr; Virgil C. Evans, gen mgr & promotion mgr; Sylvan Fox, program director; Lonnie Dupree, chief engineer; Larry Parker, news director; Ben Hubbard, farm director; Shirley Racine, women's director.

AMITE, Tangipahoa Parish
WABL (Feb. 1956): 1570 kc; 500w-D. P. O. Box 511. Phone 8334. Amite Broadcasting Co. (acquired station April 5, 1955).
 Charles Wehman Fitz, partner, gen mgr & coml mgr; Leonard Giaccone, program director; Vernon E. Dudley, chief engineer; Bruce Milne, news director & farm director; Wessie Bankston, women's director.

BASTROP, Morehouse Parish
KGAN (June 1, 1957): 1340 kc; 250 w. P. O. Box 1340. Phone 1340. Bastrop Broadcasting Co. (original owner).
 Bill Davis, gen mgr; Harry Howard, coml mgr & chief engineer; Nap Nappier, program director; Bill Thompson, news director; Dixie Ritchie, women's director.

KTEY (February 1918): 730 kc; 250 w-D. 217 S. Washington St. Phone 1400. Morehouse Broadcasting Co. (original owner). (See "Newspaper Ownership").
 Network Keystone.
 Specialty programs: Negro, 6 hrs. wkly.
 George I. Johnson, gen mgr, coml mgr, & promotion mgr; Carl Livingston, program director & news director; Charles Ferrall, chief engineer.

BATON ROUGE, East Baton Rouge Parish
WAIL (April 1946): 1460 kc; 5 kw-D, 1 kw-N. DA-N. 3150 College Drive. Phone Dickens 4-5276. Merchants Broadcasters Inc. (acquired station June 12, 1957).
 Rep Weed.

Ralph L. Burge, pres & gen mgr; Roger S. Davison, coml mgr; Ernie Alexander, program director; Harold Herthum, promotion mgr; Edward van Valkenberg, chief engineer; Ronald Gomez, news director; C. B. Cutrer, farm director; Jill Anderson, women's director.

WEND (1956): 1380 kc; 500 w-D. Commerce Bldg. Phone Dickens 3-6606. Vox Inc. (acquired station March 1958).

Paul A. D'Antoni, James Dowdy and Don Partridge, partners; Owen Elliott, station mgr.
WIBR (July 18, 1948): 1300 kc; 1 kw. DA-2. P. O. Box 1226. zone 1. Phone Dickens 8-6716. Community Broadcasting Co. (original owner).
 Rep Walker-Rawalt.

G. T. Owen III, vp; Robert Earle, gen mgr & promotion mgr; O. F. Olsen, coml mgr; Bernard Zuccaro, program director; E. E. Case, chief engineer; Ron Paul, news director.

WJBO (1934): 1150 kc; 5 kw, DA-1. 444 Florida St. Phone Dickens 2-5271. TWX BR 78. Baton Rouge Broadcasting Co. (original owner). (See "Newspaper Ownership").
 Network NBC. Rep Holttingbery.
 Douglas J. Manship, pres; Howard L. Brooks, gen mgr; Roy Nichols, program director; Leonard E. Benson, chief engineer; Bob Hamm, news director.

WBRL (FM) (1941): 95.1 mc; 7.6 kw. Duplicates WJBO (above).
 *WBRL-TV: Tv companion of WJBO, WBRL (FM).

WLCS (Nov. 1, 1948): 910 kc; 1 kw, DA-1. 204 North St. Phone Dickens 2-4411. Air Waves Inc. (original owner).
 Rep Masla.

Lamar Simmons, gen mgr; T. A. LeBlanc, coml mgr; Gene Nelson, assistant station mgr, program director & promotion mgr; Gene Howell, chief engineer; David Nibel, news director.

WXOK (February 1953): 1260 kc; 1 kw-D, 243 Convention St. Phone Dickens 4-7604. WXOK Inc. (original owner). (See Paglin-Ray stations in "Group Ownership").
 Rep Stars National.
 Specialty programs: Negro, 100%
 Jules J. Paglin, pres; Stanley W. Ray Jr., vp & gen mgr; Thomas L. McGuire, vp & station mgr; James E. Winstead, assistant station mgr; Lucille J. Pollock, program director & news director; Tom Wood, chief engineer; Eula Hatter, women's director.

BOGALUSA, Washington Parish
WHXY (1954): 920 kc; 1 kw-D. P. O. Box 689. Phone Republic 2-4254. Bogalusa Broadcasting Corp. (See Holt Stations in "Group Ownership").
 Charles W. Holt, pres; William E. Cutrer, gen mgr & news director; Bill Jones, program director; Charley Sharples, chief engineer; Dolores Branton, women's director.

WIBO (1947): 1490 kc; 250 w. P. O. Box 811. Phone Republic 5-1353. Curt Siegelin (acquired station 1951).
 Network MBS & Keystone.
 Specialty programs: Negro, 1 hr. wkly.
 Curt Siegelin, owner; John H. Knight, gen mgr & coml mgr; Bill Siegelin, program director; Charles Pearson, chief engineer; Ed Bishop, news director; Betty Breland, women's director.

BOSSIER CITY, Bossier Parish
KBCL (September 21, 1957): 1220 kc; 250 w-D, 301 Ogilvie at Traffic, zone 1. Phone 8-1806. Bossier Broadcasting Service (original owner).
 Specialty programs: Italian, ½ hr. wkly.
 T. A. De Clouet, pres; H. A. Bridge Jr., vp; John J. Buckley, gen mgr; Carl Goulden, chief engineer.

COVINGTON, St. Tammany Parish
WARB (November 1953): 730 kc; 250 w-D. P. O. Box 568. Phone 1604. WARB Inc. (acquired station Aug. 1, 1957).
 Network Keystone.
 David Blossman, pres; Rick Webb, gen mgr & chief engineer; Jim Webb, coml mgr & promotion mgr; Bettie Ferrer, program director.

CROWLEY, Acadia Parish
KSIG (April 1947): 1450 kc; 250 w. Parkerson Ave. Phone 1450. KSIG Broadcasting Co. (acquired station June 1, 1955).
 Network Southeastern Key Net. Rep Clark.
 Specialty programs: French, 12 hrs. wkly; Negro, 3 hrs. wkly.
 Hirsch J. Schoil, pres; Louis M. Basso, gen mgr; Thomas Griffin, coml mgr; Jim Trahan, program director; Shel Kanter, promotion mgr; Fred Hebert, chief engineer; Dudley Wilkins, news director; Alden Sonnier, farm director; Elizabeth Williams, women's director.

DeRIDDER, Beauregard Parish
KDLA (Nov. 11, 1950): 1610 kc; 1 kw-D. P. O. Box 46. Phone 7600. Sabine Broadcasting Co. (original owner). (See Cyril W. Reddoch stations in "Group Ownership").
 Network Keystone & Southeastern Key Net.
 Cyril W. Reddoch, partner; Ralph L. Hooks, gen mgr; Wayne L. Sanders, coml mgr & news director; Ted Thompson, program director & chief engineer; Winslet Reddoch, promotion mgr; Charles D. Hand, farm director; Patricia L. Hughes, women's director.

EUNICE, St. Landry Parish
KEUN (September 1952): 1490 kc; 250 w. P. O. Box 511. Phone Glendale 7-3041. Tri-Parish Broadcasting Co. (original owner).
 Network MBS.
 Specialty programs: French, 6 hrs. wkly.; Negro, 7½ hrs. wkly.
 Vincent Rehill, pres; John A. Chauvin, gen mgr; Terrel McCrory, coml mgr; Karl R. DeRouen, program director & promotion mgr; Robert Crumpton, chief engineer; Houston LeJeune, news director & farm director; Anita Cart, women's director.

FERRIDAY, Concordia Parish
KENV (November 1956): 1600 kc; 1 kw-D. 120 Louisiana Ave. Phone 7200. Miss-Lou Broadcasting Co. (original owner).
 Specialty programs: Negro, 21 hrs. wkly.
 Mrs. Marie K. Zuccaro, pres; J. S. Zuccaro, gen mgr; Mrs. Mildred Osmon, coml mgr.

Radio Stations CONTINUED

LOUISIANA CONTINUED

GOLDEN MEADOW, Lafourche Parish

KLPT (Nov. 4, 1953): 1600 kc; 1 kw-D. Theriot Bldg. Phone 5-5185. Leo J. Theriot, (acquired station June 1, 1958)

Network Keystone & Southeastern Key Market Net. Rep Best.

Specialty programs: French, 1 1/2 hrs. wkly.
Leo J. Theriot, owner; H. Earl Herron, gen mgr & chief engineer; Dudley Bernard, station mgr & farm director; Watt Jelks, program director; Betty Terrebonne, traffic manager; Roy Vicknair, news director; Linda Carskadon, women's director.

HAMMOND, Tangipahoa Parish

WFPB (1947): 1400 kc; 250 w. P. O. Box 432. Phone 960. Airweb Inc. (acquired station March 1, 1957)

Network Keystone.
Jesse L. Webb, Sr., pres; R. S. Becker, gen mgr; Kit Carson, coml mgr & news director; Carl Roberts, program director; C. T. Baham, chief engineer.

HAYNESVILLE, Claiborne Parish

KLUV (1956): 1580 kc; 250 w-D. 3678 Beckham Drive, Shreveport, La. Phone 8-1552. Charles Edward Ray.

Charles Edward Ray, owner & gen mgr.

HOMER, Claiborne Parish

KVHL (Dec. 31, 1955): 1320 kc; 1 kw-D. P. O. Box 97. Phone 3804. Claiborne Broadcasting Corp. (original owner).

Network Keystone. Rep Best.
Specialty programs: Negro, 5 hrs. wkly.
Dr. T. M. Deas, pres; Jim Blanchard, gen mgr; Bob Hays, program director; Fred Reno, promotion mgr; Oscar Turner, chief engineer; Howard Gryder, news director.

HOUMA, Terrebonne Parish

KCIL (1948): 1400 kc; 250 w. Radio Center. Phone: Uptown 2-6828. KCIL Inc. (acquired station July 1, 1953). (See Dixie Radio stations in "Group Ownership")

Rep Indie Sales.
Specialty programs: French, 9 hrs. wkly.
Denver Brannen, pres; Les Ryder, vp & gen mgr; Cliff Wilson, coml mgr & promotion mgr; Virginia Wade Ryder, program director & women's director; Cliff Wilson, chief engineer; Doug Way, news director.

JENNINGS, Jeff Davis Parish

KJEF (1950): 1200 kc; 1 kw-D. 500 w-N. DA-N. 1521 Lake Arthur Ave. Phone 1155. Jennings Broadcasting Co.

Network Keystone.
Clovis L. Bailey, gen mgr.

JONESBORO, Jackson Parish

KTCC (not on air, target date unannounced): 920 kc, 500 w-D. P. O. Box 123. Jackson Parish Broadcasters. (See "Newspaper Ownership"). Ansley Colvin and Theodore Colvin, partners.

JONESVILLE, Catahoula Parish

KLEC (1956): 1180 kc; 500 w-D. Jonesville. Phone 2481. Old South Broadcasting Co. (acquired station June 1, 1958).

Network Keystone & Southeastern Key Market Net. Rep Devney.
Specialty programs: Negro, 16 hrs. wkly.
L. G. Ratchiffe, pres; Ervin Parks, Jr., gen mgr & chief engineer; Dickie Walcott, Jr., program director.

LAFAYETTE, Lafayette Parish

KPEL (Jan. 2, 1950): 1120 kc; 1 kw-D. 500 w-N. DA-N. P. O. Box 853. Phone Center 4-7418. Pelican Broadcasting Co. (acquired station July 1, 1957).

Network MBS. Rep Richard O'Connell (East); William J. Reilly (Midwest).
Specialty programs: French, 1 1/2 hrs. wkly.
John Paul Goodwin, pres; W. A. Patton, gen mgr; James Drake, coml mgr; Charles W. Malone, program director; Dorothy Jordan, promotion mgr; Gerald Schoofs, chief engineer; Dudley Lastrapes, news director; Garland Bonin, farm director.

KVOL (1935): 1330 kc; 1 kw. DA-N. 519 S. Buchanan. Phone Center 4-5151. Evangeline Broadcasting Co. (original owner). (See "Newspaper Ownership" and Morgan Murphy-Walter C. Bridges stations in "Group Ownership")

Network NBC. Rep Mecker.
Specialty programs: French, 3 hrs. wkly.
Morgan Murphy, pres; George H. Thomas, gen mgr; Thomas G. Pears, coml mgr. Dick Aker, program director; Ann Bienvenue, promo-

tion mgr; Myrtle Case, chief engineer; Evan H. Hughes, news director; Floyd Cormier, farm director; Jo Chambers, women's director.

LAKE CHARLES, Calcasieu Parish

KAOK (May 10, 1947): 1400 kc; 250 w. P. O. Box 1390. Phone Hemlock 6-7541. KAOK Inc. (acquired station Nov. 1, 1951). (See Paglin-Ray stations in "Group Ownership")

Network MBS, OK Group. Rep Stars National.

Specialty programs: Negro, 19 hrs. wkly.
Jules J. Paglin and Stanley W. Ray Jr., chief owners; Tom Gresham, co-mgr, coml mgr & promotion mgr; Roy Rhoads, co-mgr & program director; Walter Jones, chief engineer; Jack Minnis, news director; Jim Lester, farm director; Dot Posaterl, women's director.

KLOU (1947): 1580 kc; 1 kw. DA-1, 203 W. Clarence Street. Phone Hemlock 6-7277. Gulf Broadcasting Co. (acquired station January 1955).

Rep Walker-Rawalt.
Specialty programs: Negro, 1 1/2 hrs. wkly.
Bob Earl, pres; Robert L. Statham, gen mgr; James E. Crowley, coml mgr & promotion mgr; Rolfe Rowlands, program director & news director; Lannis Lyngte, chief engineer; Peggy Petty, women's director.

KPLC (1935): 1470 kc; 5 kw-D, 1 kw-N. DA-N. P. O. Box 1521. Phone Hemlock 9-2713. TWX LH 96. Calcasieu Broadcasting Co. (acquired station June 1, 1953). (See T. B. Lanford stations in "Group Ownership")

Network NBC. Rep Weed.
Specialty programs: Negro, 1 hr. wkly.
T. B. Lanford, pres; Pelham E. Mills, Jr., gen mgr; R. McClint White, coml mgr; Eleanor W. Shirley, program director; Shirley Kelley, promotion mgr; Edgar Barton, chief engineer; Joe Paget, news director & farm director; Lee Parsley, women's director.
KPLC-TV: Tv companion of KPLC.

LAKE PROVIDENCE, East Carroll Parish

KLPL (June 27, 1957): 1050 kc; 250 w-D. P. O. Box 312. Phone 334. Radio Services Co. (original owner).

Network Keystone. Rep Walker-Rawalt.
Specialty programs: Negro, 12 hrs. wkly.
Emmet McMurry and Frank Baldwin, partners; W. E. Underwood, gen mgr & coml mgr; Larry Scott, program director & farm director; Frank Monroe, promotion mgr & news director.

LEESVILLE, Vernon Parish

KLLA (1956): 1570 kc; 250 w-D. P. O. Box 1223. Phone 3403. Leesville Broadcasting Co. (original owner).

John A. Lazarone, partner; Irving Ward-Stenman, partner & gen mgr; Ed Marshall, coml mgr, promotion mgr, news director & farm director; Charles Kelly, program director; Byron Stokes, chief engineer.

MANSFIELD, DeSoto Parish

KDBC (June 15, 1954): 1360 kc; 1 kw-D. P. O. Drawer 740. Phone 1360. DeSoto Broadcasting Corp. (original owner).

Specialty programs: Negro, 5 hrs. wkly.
H. E. Sowell, pres; Arthur L. Greene, gen mgr, coml mgr & program director; Boyd Allison, chief engineer; R. U. Johnson, farm director.

MARKSVILLE, Avoyelles Parish

KAPB (October 1954): 1370 kc; 1 kw-D. P. O. Box 7. Phone 7206. Avoyelles Broadcasting Corp. (original owner).

Network Keystone.
Specialty programs: French, 6 hrs. wkly.
W. L. Billups, pres; Chester J. Coco, executive vp; Willie J. Bordonel, gen mgr; Charles P. Woodside, program director & chief engineer.

MINDEN, Webster Parish

KASO (April 1, 1952): 1240 kc; 250 w. P. O. Box 585. Phone Franklin 7-1513. Dixie Broadcasters (acquired station July 1958).

Rep Best.
Specialty programs: Negro, 2 hrs. wkly.
Martin Kirsch, Jr., pres, gen mgr & coml mgr; Billy Hyatt, chief engineer. Greg Edwards, news director; Billie Sue Bryant, women's director.

MONROE, Ouachita Parish

KLIC (June 23, 1950): 1230 kc; 250 w. Bernhard Bldg. Phone Fairfax 3-4617. Dr. Frank P. Cerniglia (original owner).

Network MBS.
Specialty programs: Negro, 15 1/2 hrs. wkly.
Dr. Frank P. Cerniglia, pres, gen mgr & coml mgr; Mrs. Mary Ruth Gates, program director & women's director; Gordon Greer, promotion mgr; Travis Hightower, chief engineer; Bob Jacobs, news director.

KMLB-FM (1947): 104.1 mc 17 kw. Duplicates KMLB (above).

KNOE (October 1911): 1390 kc, 5 kw. DA-N. KNOE Road. Phone Fairfax 2-8155. TWX MRO 5731. James A. Noe (original owner).

Rep H-R.
Specialty programs: Negro, 4 hrs. wkly.
James A. Noe, pres; Edd Routt, gen mgr; James A. MacDonald, coml mgr; Lou Swanson, program director & farm director; Dixie Ware, promotion mgr & women's director; Ray Boyd, chief engineer; Mac Ward, news director. KNOE-TV: Tv companion of KNOE.

MORGAN CITY, St. Mary Parish

KMRC (April 1951): 1430 kc; 500 w-D. Citizen's National Bank Bldg. Phone 9026. Tri-City Broadcasting Inc. (original owner).

Rep Indie Sales.
Warren J. Portier, pres; Earl Wooten, gen mgr & coml mgr; Farrell Bonner, program director & promotion mgr; Bob Philpott, chief engineer; K. K. Nicklas, news director.

NATCHITOCHEs, Natchitoches Parish

KNOC (May 1, 1947): 1450 kc; 250 w. Sirod & Fifth Sts. Phone 2353. Natchitoches Broadcasting Co. (acquired station December 1955).

Network MBS.
Specialty programs: Negro, 7 1/2 hrs. wkly.
E. Hillman Bailey, Jr., pres, gen mgr, chief engineer; Norman A. Fletcher, secretary, station mgr & promotion mgr; James Thomasee, coml mgr; Jim Etkins, program director & farm director; Joe Cunningham, news director; Mary E. Wade, women's director.

NEW IBERIA, Iberia Parish

KANE (August 1946): 1210 kc; 250 w. P. O. Box 383. Phone Emerson 9-6726. New Iberia Broadcasting Co. (original owner).

George H. Thomas, pres; Donald Bonin, gen mgr; Sherry Lopez, coml mgr; Mrs. June Stein, program director; Joe Sikes, promotion mgr; M. E. Case, chief engineer; Ken Nowell, news director.

KVID (June 4, 1952): 1360 kc; 1 kw-D. P. O. Box 50. Phone Emerson 4-5826. Queen City Broadcasting Co. (original owner).

Specialty programs: Negro, 1 1/2 hr. wkly.
Paul M. Cochran, pres; John H. Coco, gen mgr; Howard LaBauve, coml mgr; Howell Tuckett, program director; Floyd Bernard, chief engineer; Bernie Aucoin, news director.

NEW ORLEANS, Orleans Parish

WBOX (February 1951): 800 kc; 1 kw-D. DA. 205 Baronne St. Phone Tulane 5363. WBOX Inc. (original owner). (See Paglin-Ray stations in "Group Ownership")

Network OK Group. Rep Stars National.
Specialty programs: Negro 100%
Jules Paglin, pres; Stanley W. Ray Jr., executive vp; Ed Prendergast, vp & station mgr; Fred Schwarz, coml mgr; Jim Brown, program director & news director; Dave Haller, promotion mgr; John Rhode, chief engineer; Eddie Teamer, farm director; Issie Mae Harris, women's director.

WDSU (1923): 1280 kc; 5 kw. DA-1, 520 Royal St., zone 16. Phone Tulane 4371. TWX 200. WDSU Broadcasting Corp. (acquired station June 1948). (See WDSU Broadcasting Corp. stations in "Group Ownership")

Network NBC. Rep Blair.
Edgar B. Stern Jr., pres; Robert D. Swezey, executive vp & gen mgr; A. Louis Brad, vp & coml mgr; Jim Dunbar, production mgr; Marion Annenberg, promotion mgr; Lindsey Riddle, chief engineer.

WDSU-FM (1948): 195.3 mc; 3.4 kw. Same address, license and staff as WDSU.

WJWB (1926): 1230 kc; 250 w. Cigall Bldg. Phone Magnolia 3188. Louise C. Carlson Inc. (See Tarlow stations in "Group Ownership")

Rep Keller.
Louis C. Carlson, gen mgr
WJMB (1946): 990 kc; 250 w-D. Jung Hotel, Zone 13. Phone Express 3131. Supreme Broadcasting Co.

Rep Forjoc.
Chester F. Owens, pres; George A. Mayoral, vp & managing director; Mort Silverman, gen mgr.

WRCM (FM) (1945): 97.1 mc; 5.9 kw. duplicates WJMR (above).

WJMR-TV: Tv companion of WJMR and WRCM (FM).

WNOE (1925): 1060 kc; 50 kw-D. 5 kw-N. DA-2. St. Charles Hotel, zone 12. Phone Express 2173. TWX 571. James A. Noe. (acquired station 1936).

Rep Avery-Knodel.
James A. Noe, owner; James A. Noe Jr., gen mgr; Bud Connell, program director; A. J. Bourgeois, chief engineer; Dave Banks, news director; Gerrie Daubert, women's director.
***WNPS** (1953): 1450 kc; 250 w. 1133 Webster St., zone 15. Phone Twinbrook 5-6048. Orleans Parish School Board (acquired station April 1958).

Jeanne Mings, co-ordinator of education by radio; George Bennan, engineer.

WSMB (April 1925): 1350 kc; 5 kw. DA-N. Matson Blanche Bldg., zone 16. Phone Magnolia 5921. TWX 183. WSMB Inc. (original owner). (See Founders Corp. stations in "Group Ownership")

Network ABC. Rep Hollingbery.
John M. Shaheen, pres; M. Franklyn Warren, gen mgr; Dennis V. Donegan, coml mgr; Marshall Pearce, program director; Dixie Leigh, promotion mgr; Harold G. Nebe, chief engineer; Don Barnett, news director.
WTFS (1948): 940 kc; 1 kw-D. 500 w-N. DA-N. 815 Howard Ave. Phone Canal 5561. Times

*Non-commercial educational.

to buy or sell a station
in Louisiana

Paul H. CHAPMAN COMPANY
1182 W. Peachtree
Atlanta

KIOA KAKC

DES MOINES TULSA

MORNING!
AFTERNOON! **EVENING!**
ALL DAY LONG!

KIOA

DES MOINES' NO. 1 STATION
15 MONTHS SOLID!

Balanced programming plus timely news and public service features — that's the number one station in Des Moines.

For over 15 months, the New KIOA has been overwhelmingly the first choice of Des Moines radio listeners.

The New KIOA has more listeners than four other Des Moines stations combined — listeners that are your buyers!

Buy the station that reaches all of Iowa with blanket coverage.

KAKC

TULSA'S NO. 1 STATION
21 MONTHS SOLID!

From last place to the top in a few short weeks — and then holding top position for over 21 months straight.

That's the New KAKC story. A story of loyal listeners who depend on KAKC for music and up to the second news.

Buy the station that delivers the most — KAKC in Tulsa — recipient of the coveted Associated Press Award for best coverage of all A.P. radio and T.V. stations in the United States!

DES MOINES

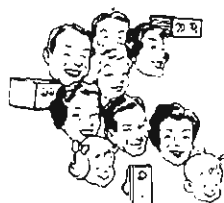
HOOPER RADIO AUDIENCE INDEX — M.-F.			
MAY-JUNE, 1958			
	7:00 A.M. — 12:00 NOON	12:00 NOON — 6:00 P.M.	
The New KIOA	41.5	46.9	
Station A	34.6	24.2	
Station B	14.5	10.4	
PULSE RADIO AUDIENCE INDEX — M.-F.			
MAY, 1958			
The New KIOA	34	33	
Station A	31	26	
Station B	13	14	
<i>Pulse reports the New KIOA leads with 58 quarter-hour "firsts" out of a possible 72!</i>			

TULSA

HOOPER RADIO AUDIENCE INDEX — M.-F.			
MAY-JUNE, 1958			
	7:00 A.M. — 12:00 NOON	12:00 NOON — 6:00 P.M.	
The New KAKC	41.3	44.1	
Station A	19.3	15.2	
Station B	15.4	17.1	
PULSE RADIO AUDIENCE INDEX M.-F.			
FEBRUARY, 1958			
The New KAKC	28	28	
Station A	20	10	
Station B	20	18	
<i>Pulse reports the NEW KAKC is first in every 30 min. segment 24 hours a day!</i>			

NO. 1 STATIONS WITH PROVEN SALES AND RESPONSE-ABILITY

THE NEW KIOA
940 KC
10,000 WATTS
DES MOINES, IOWA
JIM DOWELL, Vice President
and General Manager



PUBLIC RADIO CORPORATION

The New KIOA — First in Des Moines

The New KAKC — First in Tulsa

LESTER KAMIN, President

GET THE LOW, LOW COST PER THOUSAND FACTS

WEED RADIO CORP.

THE NEW KAKC
970 KC
1,000 WATTS
TULSA, OKLAHOMA
BOB HOTH, Vice President
and General Manager

Radio Stations CONTINUED

IOWA CONTINUED

COUNCIL BLUFFS, Pottawattamie County

KSWI (June 1, 1947): 1560 kc; 500 w-D. 120 S. Main. Phone 4041 or Omaha, Neb., Atlantic 6759. TWX 251. Nonpareil Broadcasting Co. (original owner). (See "Newspaper Ownership").

Network ABC, MBS, Keystone. Rep Art Hagg & Assoc.

Robert E. O'Brien, pres, gen mgr & chief engineer; Marjorie W. Morris, station mgr & promotion mgr; Clarence Hoovler, coml mgr; Robert Hallgren, program & news director.

CRESTON, Union County

KSTB (Dec. 7, 1946): 1520 kc; 1 kw-D. Phone State 2-2155. Southwest Iowa Broadcasting Co. (original owner).

Network Iowa Tall Corn Net. Rep Pearson. E. M. Horning, chief owner, gen mgr & coml mgr; Jack Mills, program, news, farm director & promotion mgr; Wayne Hatchett, chief engineer; Delores Thorp, women's director.

DAVENPORT, Scott County

KFMA (Nov. 17, 1932): 1580 kc; 500 w-D. 415 Perry St. Phone 6-4497. KFMA Broadcasting Co. (original owners).

Lester L. Gould, pres & gen mgr; Howard N. Fisher, coml mgr; Dorothy R. Gould, program director & women's director; Marjorie A. Koenig, program mgr; Raymond Shields, chief engineer; Kenneth Brown, news director; Harry Maus Jr., farm director.

KSTT (July 1946): 1170 kc; 1 kw, DA-2. 310 Harrison St. Phone 6-2541. (acquired station Nov. 3, 1955).

Network MBS. Rep Walker-Rawalt.

Frederick Epstein, pres, gen mgr & coml mgr; Ken Draper, program director, promotion mgr & farm director; William Meyers, chief engineer; James M. Watt, news director; Ruth Epstein, women's director.

WOC (1922): 1420 kc; 5 kw, DA-2. 805 Brady St. Phone 3-3661. TWX Davenport 82. Tri-City Broadcasting Co. (acquired station Jan. 1, 1936). (See B. J. Palmer stations under "Group Ownership").

Network NBC. Rep Peters, Griffin, Woodward.

B. J. Palmer, pres; Ernest C. Sanders, resident mgr; F. Faxon Shaffer, coml mgr; Raymond E. Guth, program director; Richard Tipp, promotion mgr; Paul G. Arvidson, chief engineer; Robert Frank, farm & news director; Hal Hart, sports director; D. D. Palmer, vp & treas; Ralph Evans, executive vp; William D. Wagner, sec.

WOC-FM (1948): 103.1 mc; 33 kw. Duplicates WOC (above).

WOC-TV: Tv companion of WOC-AM-FM.

DECORAH, Winneshiek County

KDEC (May 1947): 1240 kc; 250 w, ST-KWLC. 308 1/2 W. Water St. Phone 1240. Scenic Broadcasting Co. (acquired station Nov. 1, 1951).

Network Keystone. Rep W. Roberts.

Verne Koenig, pres, gen mgr & program director; Kenneth Blerke, coml mgr; Donald Jackson, chief engineer; Elliott Christen, farm director & news director.

KWLC (December 1926): 1210 kc; 250 w, ST-KDEC. 600 Löv Kiriksson Drive. Phone 1490. Luther College (original owner).

Specialty programs: Scandinavian. 1 hr. wkly.

Dr. J. W. Ylvisaker, pres; Dr. Esther Olsen, gen mgr; Karlton Skindrud, program director; Oliver Elfreim, chief engineer; Joanne Turner, women's director.

*Non-commercial educational.

DENISON, Crawford County

KDBN (April 11, 1956): 1530 kc; 500 w-D. DA. Phone 31. Denison Broadcasting Co. (acquired station Sept. 1, 1959).

Rep Roberts.

Walter F. Morrison, pres & gen mgr; Jim A. Peterson, chief engineer, program & farm director; Mark H. Bohn, promotion mgr; Larry Harris, news director; Marge Rusch, women's director.

DES MOINES, Polk County

KCBC (1947): 1390 kc; 1 kw, DA-1. P. O. Box 1404, zone 3. Phone Crestwood 7-4483. TWX 339. Fletcher-Mitchell Corp. (acquired station July 1958).

Network ABC. Rep Devney.

Jonathan M. and James Mitchell, co-owners; Claire E. Grant, gen mgr; Don Purdy, coml mgr; Bob Bunce, sales mgr; Pat Biegle, program director; Bob Lutz, promotion mgr; Bob Brown, chief engineer; Russ Odgaard, news director.

KDPS-FM (April 2, 1952): 89.1 mc; 1.5 kw. 1800 Grand Ave. Phone Alliantic 8-2511. Des Moines Independent Community School District.

Chifton F. Schropp, gen mgr; Ralph Jay, program director; Howard Anderson, chief engineer.

*KDPS-TV: Tv companion of KDPS-FM.

*Non-commercial educational.

KIOA (1948): 940 kc; 10 kw-D, 5 kw-N, DA-2. 5th and Park Sts. Phone Atlantic 2-9191. TWX 273. Public Radio Corp. (acquired station April 28, 1957).

Rep Weed.

Lester Kamin, pres; James C. Dowell, gen mgr & coml mgr; Lyle W. Nolan, chief engineer; Don R. Hughes, news director; Joyce A. Patterson, women's director.

KRNT (March 17, 1935): 1250 kc; 5 kw, DA-N. Ninth and Pleasant Sts. Phone Cherry 3-4141. TWX 279. Cowles Broadcasting Co. (see Cowles stations under "Group Ownership"; see "Newspaper Ownership").

Network CBS. Rep Katz.

Luther L. Hill, pres; Robert W. Dillon, vp & gen mgr; Paul M. Elliott, coml mgr; Bill Hippen, sales mgr; Richard H. Covey, program director; Joe Hudcans, assistant program director & director promotion & advertising; Charles F. Quentin, chief engineer; Russ Van Dyke, news director.

KRNT-TV: Tv companion of KRNT.

KSO (Jan. 1921): 1460 kc; 5 kw, DA-N. 1916 Ingersoll, zone 14. Phone Cherry 3-6571. KSO Inc. (acquired station June 25, 1958). (See KFRT stations in "Group Ownership").

Rep H-R Representatives.

Larry Bentson, pres; Tony Mos, vp & gen mgr; Joe Kennedy, program director; Judy Lokan, promotion mgr; Sam Mazza, chief engineer.

KWDM (Feb 2, 1948): 1150 kc; 1 kw, DA-2. 419 1/2 Locust. Phone Atlantic 2-8383. Des Moines Broadcasting Corp. (original owner).

Network MBS.

Specialty programs: Negro, 5 hrs. wkly.; Spanish, 1 hr. wkly.; Italian, 1 hr. wkly.; Scandinavian, 3 hrs. wkly.

George W. Webber, pres & coml mgr; Robert L. Webber, gen mgr; Edith D. Webber, program & women's director; Werner C. Schwarz, chief engineer; Max Kauer, news director.

WHO (1924): 1040 kc; 50 kw. 1100 Walnut St. zone 7. Phone Atlantic 3-6511. TWX Des Moines 285. Central Broadcasting Co. (acquired station Feb. 15, 1930). (see B. J. Palmer stations under "Group Ownership").

Network NBC. Rep Peters, Griffin, Woodward.

B. J. Palmer, pres; Paul A. Lovet, vp & resident mgr; Robert J. Harter, coml mgr; Cecil Huntzinger, program director; Robert Link, promotion mgr; Roy W. Pratt, chief engineer; John D. Shelley, news director; Herbert H. Plambeck, farm director; James Zabel, sports director; D. D. Palmer, vp & treas; Ralph Evans, executive vp; William D. Wagner, sec; W. W. Woods, assistant resident mgr.

WHO-FM (1948): 100.3 mc; 24 kw. Duplicates WHO (above).

WHO-TV: Tv companion of WHO-AM-FM.

DUBUQUE, Dubuque County

KDTH (May 4, 1941): 1370 kc; 1 kw, DA-N. 5th & Bluff Sts. Phone 3-7351. TWX DB 86. Telegraph-Herald (original owner). (See "Newspaper Ownership").

Network ABC, Iowa Tall Corn Net. Rep Pearson.

F. W. Woodward, pres; K. S. Gordon, gen mgr; A. C. Newburgh, coml mgr; Robert Gribben, program director; Don Abitz, chief engineer; Gordon Kilgore, news director; Gerald W. McAleese, farm director; Esther Martin, women's director.

WDBQ (Oct. 30, 1933): 1490 kc; 250 w. 505 Main St. Phone 3-8241. WDBQ Broadcasting Corp.

Network MBS. Rep Meeker.

Oswald A. Friend, pres; Philip T. Kelly, gen mgr; Terry Dorsey, program director; Donald Heim, chief engineer; Vaughn Gayman, news director; Phyllis Prevatt, women's director.

WDBQ-FM (1946): 103.3 mc; 15 kw. Duplicates WDBQ (above).

ESTHERVILLE, Emmet County

KLIL (Dec. 10, 1952): 1340 kc; 100 w. Box 155. Radio Hill. Estherville. Phone Emerson 2-3521. KLIL Inc. (acquired station Nov. 1, 1957).

Rep Roberts.

Jack Turabull, pres & gen mgr; Lucille Turnbull, coml mgr; Robert Manthe, program & news director; George Turner, promotion mgr & farm director; Wilbur Ralph, chief engineer; Mary Allbaugh, women's director.

FAIRFIELD, Jefferson County

KMOD (March 3, 1958): 1570 kc; 250 w-D. Highway 34. Broadcasting Engineering Services.

Network ABC. Rep Rambeau. Vance, Hopple.

G. B. McDermott, pres; William W. Hansen, gen & coml mgr; Nick Alexander, program director; Robert Morrison, promotion mgr; Clevis S. Paul, chief engineer; Don Picken, news director; Jay Lynn, farm director; Cecilia Hansen, women's director.

FORT DODGE, Webster County

KVPD (Dec. 24, 1939): 1400 kc; 250 w. Warden Bldg. Phone 4-0351. Northwest Broadcasting Co.

Network MBS, Iowa Tall Corn Net. Rep Pearson.

Edward Breen, pres & gen mgr; Max E. Landes, sales mgr; Drexel A. Peterson, program & farm director; David G. Stclair, chief engineer; Robert Dean, news director; Mary Rankin, women's director.

KQTV (TV): TV companion of KVPD.

KWMT (April 1956): 540 kc; 1 kw-D. DA. 540 A St. Phone 7-2651. American Broadcasting Stations Inc. (acquired station Nov. 1, 1957).

Rep Everett-McKinney.

William B. Dolph, pres; Burns Nugent, gen mgr; Don Rose, program director; Earl Larson, chief engineer; Tom Danaher, news director.

FORT MADISON, Lee County

KXGI (Feb. 6, 1948): 1360 kc; 1 kw-D. Marquette Bldg. Phone Drake 2-1341. KXGI Inc. (acquired station Jan. 1, 1956). (See McNaughton stations under "Group Ownership"; see "Newspaper Ownership").

Rep Devney.

Specialty programs: Spanish, 1 hr. wkly. Joseph J. McNaughton, pres; Jack Armel, gen mgr; Jack Lee, program director; James Techantz, chief engineer; Arthur Daugherty, news director; Donald Stohr, farm director.

GRINNELL, Poweshiek County

KGRN (Nov. 1, 1957): 1410 kc; 500 w-D. P. O. Box 67. Phone Belmont 6-5444. Grinnell Broadcasting Corp.

Network Keystone.

Ralph Jerrell Henry, pres, gen mgr & chief engineer; Vic Sawyer, coml mgr; Robert Armstrong, assistant mgr & program director.

IOWA CITY, Johnson County

KXIC (June 7, 1948): 800 kc; 1 kw-D. DA. 108 1/2 E. Washington St. Phone 3-1181. Johnson County Broadcasting Corp. (original owner).

Rep Pearson.

Scott Swisher, pres; Gene E. Claussen, gen mgr & promotion mgr; F. M. (Spank) Broders, coml mgr; Robert Shellady, program director; Elliott D. Full, chief engineer; Paul E. Smith, news director; G. M. Ludwig, farm director; Alberta Rogers Brunton, women's director.

WSUI (1919): 910 kc; 5 kw, DA-2. Phone 3-6511 Ext. 2171. State University of Iowa (original owner).

Carl H. Menzer, director; Richard Setterberg, program director; S. J. Ebert, chief engineer. E. F. Andrews, news director.

WSUI (FM) (1940): 91.7 mc; 17.5 kw. Duplicates WSUI (above).

*Non-commercial educational.

KEOKUK, Lee County

KOKK (October 1947): 1310 kc; 1 kw-D, 500 w-N, DA-2. Hotel Iowa Bldg. Phone 3670. Keokuk Broadcasting Co. (original owner).

Network Iowa Tall Corn Net. Rep Pearson.

H. W. Stadler, pres; Robert W. Erickson, gen mgr & coml mgr; Jim King, program & sports director; Joe Malkin, chief engineer & news director; Glenadene Gatton, women's director.

LeMARS, Plymouth County

KLEM (1954): 1410 kc; 1 kw-D. P. O. Box 1410. Phone 1410.

George M. De Ruyter, gen mgr.

MAQUOKETA, Jackson County

KMAQ (not on air, target date unknown): 1320 kc. 500 w-D. 136 1/2 S. Main St. Phone Olive 2-2126. Jackson County Broadcasting Co.

Nathan L. Gnetz, partner; Robert K. Brown, gen mgr; Ray Shields, chief engineer.

MARSHALLTOWN, Marshall County

KFJB (June 2, 1923): 1230 kc; 250 w. 133 E. Main St. Phone 3361. Marshall Electric Co. (commercial license acquired about 1930). (See "Newspaper Ownership").

Network Iowa Tall Corn Net. Rep Pearson.

John Norris, pres; Ted Booth, vp; Paul G. Norris Jr., sec-treas; William P. White, gen mgr; William C. Doll, coml mgr; Dale Smith, program director; Herbert G. Anderson, chief engineer; Howard Vint, farm director.

MASON CITY, Cerro Gordo County

KGLO (Jan. 17, 1937): 1300 kc; 5 kw, DA-N. Second & Pennsylvania. Phone Garden 3-2540. TWX MY 33. Lee Radio Inc. (original owner). (See Lee stations under "Group Ownership" and see "Newspaper Ownership").

Network CBS. Rep Weed.

Lee P. Loomis, pres; Herbert R. Ohrt, gen mgr & executive vp; Lloyd D. Joers, coml mgr; Walter Rothchild, national sales mgr; Bob Clausen, program director & promotion mgr; Roger E. Sawyer, chief engineer; Ken Kew, news director; Al Heinz, farm director; Jane Morris, women's director.

KGLO-FM (March 1943): 101.1 mc; 16 kw. Duplicates KGLO (above).

KGLO-TV: Tv companion of KGLO-AM-FM.

KRIB (1948): 1400 kc; 250 w. 402 19th St. S.W. Phone 5400. Western Broadcasting Co. (acquired station June 1958). (see William F. Johns Family stations in "Group Ownership").

Charles W. Loufek, gen mgr.

STATION WHO PUTS THE *Plus* INTO MERCHANDISING!

"Feature Foods" is a comprehensive merchandising *plus* service conducted by WHO Radio at the point-of-sale in 350 high traffic chain and independent food stores. Coverage includes all cities of 5,000 population or more in 76 of Iowa's 99 counties. It is available, *at no extra cost*, to advertisers whose products are sold in food stores and whose gross expenditure on WHO Radio is \$300 per week for 13 weeks, or \$3900 within a 13-week period of time.

HERE'S HOW IT WORKS: Each 13 weeks, experienced WHO "Feature Foods Merchandising Teams" guarantee you all four of these *plus* services:

WHO's Feature Foods merchandising service is producing *big results* for many of the nation's finest food manufacturers.

Talk to PGW about putting more "plus" in your Iowa advertising with WHO Radio—and Feature Foods!

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

WHO

for Iowa **PLUS!**

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President

P. A. Loyet, Resident Manager

Robert H. Harter, Sales Manager



Peters, Griffin, Woodward, Inc.,
National Representatives



REGULAR SHELF MERCHANDISING

We check your displays, shelf stock, prices, POP materials, etc.!



30 ONE WEEK SHELF EXTENDER DISPLAYS

WHO merchandisers make and place all displays!



36 DAYS OF WEEKEND BARGAIN BAR PROMOTIONS

High Volume Supermarkets!



MONTHLY REPORTS

Reports from grocers to you about your products!

Radio Stations CONTINUED

IOWA CONTINUED

MASON CITY (Continued)

KSMN (March 1, 1948): 1010 kc; 1 kw-D, 5 W. State, Phone Garden 3-8634. Land O'Corn Broadcasters, (acquired station April 1, 1956). (See "Newspaper Ownership").

Network Keystone, Rep Best.
Charles V. Warren, pres; Robert L. Booe, gen mgr, coml mgr & promotion mgr; Hubert Marshall, program director & chief engineer; Stuart Grummon, news director; Bette Grell, women's director.

MUSCATINE, Muscatine County

KWPC (Jan. 5, 1947): 850 kc; 250 w-D, Mulberry and Houser, Phone Amherst 3-2442. Muscatine Broadcasting Co. (original owner).

Network Iowa Tall Corn Net, Rep Pearson.
George J. Volger, pres & gen mgr; Vince Beckey, coml mgr; Marion Templeman, program & women's director; David McGowan, chief engineer & farm director; Frank Mungold, news director.

KWPC-FM (February 1948): 99.7 mc; 750 w. Duplicates KWPC (above).

NEWTON, Jasper County

KCOB (1955): 1230 kc; 1 kw-D, DA-D, P. O. Box 190, Phone 2100. Newton Broadcasting Co.

Rep Grant Webb.
R. C. Brandt, gen mgr; Blean A. Calkins, sales mgr.

OELWEIN, Fayette County

KOEL (July 1950): 950 kc; 1 kw-D, 500 w-N, DA-2, 109 South Frederick, Northeast Iowa Radio Corp. (original owner).

Network Iowa Tall Corn Net, Rep Pearson.
C. W. Crahan, pres; W. J. Telch, gen mgr; Don J. McKee, coml mgr; Dale Wood, program director; James Knight, promotion mgr; Arnold Zaruba, chief engineer; Dick Petrik, news director; Paul Ruse, farm director; Lucile J. Helebrant, women's director.

OSKALOOSA, Mahaska County

KBOE (Nov. 15, 1950): 740 kc; 250 w-D, P. O. Box 318, Phone Orchard 3-3493. Oskaloosa Broadcasting Co. (original owners).

Network Iowa Tall Corn Net, Rep Pearson.
Dverrett Wenrick, pres; Glen Stanley, gen & coml mgr; Don Kirton, program director & promotion mgr; William Brubaker, chief engineer; John Halligan, news & farm director.

OTTUMWA, Wapello County

KBIZ (1941): 1240 kc; 250 w, 209 E. 2nd St. Phone Murray 2-4533. TWX OTUM 453. KBIZ Inc.

Rep Roberts.
James J. Conroy, gen mgr; Berg Allison, coml mgr.
KTYO (TV): (Kirksville, Mo.): Tv companion of KBIZ.

KLEE (Aug. 2, 1954): 1480 kc; 600 w-D, 422-24 W. Second, Phone Murray 4-5125. Carroll H. Marts-KLEE Radio Inc. (acquired station Jan. 1, 1955).

Network Keystone, Rep Walker-Rawalt.
Carroll H. Marts, pres, owner, mgr; Joe Salvi, coml mgr; Larry Weller, program director; Richard Holland, chief engineer.

SHENANDOAH Page County

KFNP (March 4, 1924): 920 kc; 1 kw-D, 500 w-N, 407 North Sycamore St. Phone 1302. Capital Broadcasting Co. (acquired station Dec. 18, 1956). (See Farm & Home stations in "Group Ownership").

Rep H-R Representatives.
Don Searle, pres; K. C. Titus, vp, gen mgr & coml mgr; Pete Howard, program & news director; Franz Cherny, chief engineer; Curly Dale, farm director; Billie McNelly, women's director.

KMA (Aug. 12, 1925): 960 kc; 5 kw, DA-N, Lowell & Elm Sts. Phone 192. TWX Shenandoah 144. May Broadcasting Co. (original owner). (see B. J. Palmer stations under "Group Ownership").

Network ABC, Rep Petry.
Edward W. May, pres; Owen L. Saddler, gen mgr; Anthony J. Koelker, station mgr; Cecil Hamilton Jr., coml mgr; Dean Naven, news & program director; Duane Medrow, promotion mgr; Ray Schroeder, chief engineer; Merrill Langhitt, farm director; Doris Murphy, women's director.

SIoux CITY, Woodbury County

KMNS (1949): 620 kc; 1 kw, DA-2, Insurance Exchange Bldg. Phone 8-0628. Siouxland Broadcasting Inc. (acquired station June 11, 1958). (see Stuart Investment stations in "Group Ownership").

Rep Pearson.
James Stuart, pres; Richard W. Chapin, executive vp; Jan Dellinger, gen mgr, Don Frost, program director; Phil Maher, chief engineer; Don Miller, news director.

KSCJ (1927): 1360 kc; 5 kw, DA-N, P. O. Box 118, Phone 6-7993. Perkins Bros. Co. (original owner). (see "Newspaper Ownership").

Network ABC, Rep Hollingbery.
W. R. Perkins, pres; Eugene T. Flaherty, coml & gen mgr; Elizabeth Sammons, program & women's director; Jean Harraday, promotion mgr; S. C. Dier, chief engineer; Jack Todd, news director; Don Stone, farm director.

KTRI (July 14, 1935): 1470 kc; 5 kw, DA-2, Commerce Bldg. Phone 8-0165. Sioux City Broadcasting Co. (original owner). (See "Newspaper Ownership"). (See J. J. Fenlon stations in "Group Ownership").

Rep Everett-McKinney.
John C. Kelly, pres; Leon Kelly, gen mgr; Verne Nelson, program director; Sam Seldon, chief engineer; M. D. (Hap) Burgess, news & farm director.

SPENCER, Clay County

KICD (December 1942): 1240 kc; 250 w/Phone 1240, Iowa Great Lakes Broadcasting Co. (acquired station April 1945).

Network Iowa Tall Corn Net, Rep Pearson.
Ben E. Sanders, pres & gen mgr; Kenneth Black, coml mgr; Mason Dixon, program director; Thomas Shumate, promotion mgr; Eldon Kanago, chief engineer; Harvey Sanford, news director; Filmore Stoermer, farm director.

STORM LAKE, Buena Vista County

KAYL (Nov. 13, 1948): 990 kc; 250 w-D, Park Bldg. Phone Regent 2-3520. Cornbelt Broadcasting Co. (original owner).

Network Keystone.
Oscar Grau, pres; Paul R. Benson, gen mgr & program director; Alida Horner, coml mgr; Robert Lamb, chief engineer; Kent Adams, farm director; Margaret Weber, women's director.

KAYL-FM (1950): 101.5 mc, 5.0 kw. Duplicates KAYL (above)

WATERLOO, Black Hawk County

***KNWS** 1090 kc; 1 kw-D, P. O. Box 31, Phone Adams 3-3108. Northwestern College, Minneapolis. (see Northwestern College stations in "Group Ownership").

Dr. Curtis Akenson, pres; Paul Ranssner, gen mgr; Russell G. Blank, promotion mgr; Charles Harris, chief engineer.

*Non-commercial educational.

KWWL (Nov. 2, 1947): 1330 kc; 5 kw-D, 1 kw-N, DA-2; (CP for 5 kw.) Insurance Bldg. Phone Adams 4-4404. TWX WX 17. Black Hawk Broadcasting Co. (original owner).

Network MBS, Rep Avery-Knode.
R. J. McElroy, pres; William C. Baldwin, gen mgr, coml mgr, program director & promotion mgr; T. W. Kirksey, chief engineer; Ralph Penza, news director.

KWWL-TV: Tv companion of KWWL.
KXEL (July 14, 1942): 1540 kc; 50 kw, DA-N, Hiway 20 East, Phone Adams 3-3371. TWX 59. Josh Higgins Broadcasting Co. (acquired station Feb. 14, 1955). (see Sonderling stations under "Group Ownership").

Network ABC, Rep Bolling.
Specialty programs: Negro, 1½ hrs. wkly. Egmont Sonderling, pres; Alan Henry, vp & gen mgr; Al Laval, coml mgr; George Patrick, program director; Don Kassner, chief engineer; Grant Price, news director; Ralph Vogel, farm director.

WAVERLY, Bremer County

***KWAB** 89.1 mc; 10 w. Wartburg Normal College.

*Non-commercial educational.

KWVY (May 6, 1958): 1470 kc; 1 kw-D, DA, 123 1st St., S.E. Phone 1470. Cedar Valley Broadcasting Co. (operating on program test authority).

Specialty programs: German, 1 hr. wkly.; Scandinavian, 1 hr. wkly.
John W. Talbot, pres & gen mgr; D. E. Mercer, coml & promotion mgr; Jerry Allen Meyer, program director; Burt N. Murphy, chief engineer; Robert Zenger, news director; William Struyk, farm director; Patricia R. Mills, women's director.

WEBSTER CITY, Hamilton County

KJFJ (1950): 1570 kc; 250 w-D Radio Hill, Phone Temple 2-1410. Triangle Broadcasters Inc. (acquired station Jan. 1, 1958).

Rep Best.
D. D. Trew, pres & coml mgr; Glen Barnett, treas & technical director; G. D. Warland, program & news director; Charles H. Warren, promotion mgr; Dick Hake, farm director; Mary Margaret Clifton, women's director; Russ Bauer, mgr of Clarion & Eagle Grove Studios.

KANSAS

ARKANSAS CITY, Cowley County

KSOX (Jan. 1, 1947): 1280 kc; 1 kw-D, 100 w-N, P. O. Box 917, Phone 2866. KSOK Broadcasting Co. (original owner). (See "Newspaper Ownership").

Oscar S. Stauffer, pres; S. C. Thompson, gen mgr; Raymond Potter, coml mgr; Earl Clayton Jr., program director; Wayne Owens, chief engineer; Arch Gibson, news director & sports director; Tom Parnly, farm director; Lois Blaine, women's director.

ATCHISON, Atchison County

KARE (July 28, 1939): 1170 kc; 1 kw, DA-1, Fifth and Kansas Ave. Phone 2477. Griffith-Buenning Broadcasting Co. (acquired station Jan. 22, 1950).

Network Keystone, Rep Sears & Ayer.
James M. Griffith, partner, gen mgr & farm director; Paul H. Buenning, partner & coml mgr; Edwin S. Arthur, program director & news director; L. D. Winegardner, chief engineer.

CHANUTE, Neosho County

KCOB (1952): 1460 kc; 1 kw-D, P. O. Box 132, Phone 434. Cecil W. and Jane A. Roberts (original owner). (See Cecil W. Roberts stations in "Group Ownership").

Rep Best.
John H. Beydler, mgr.

COFFEYVILLE, Montgomery County

KGGF (1930): 890 kc; 10 kw-D, 5 kw-N, DA-2, 8th & Elm Sts. Phone 1843. TWX CFVL 8106. Midwest Broadcasting Co. (acquired station Oct. 15, 1947). (See "Newspaper Ownership" and Seaton stations in "Group Ownership").

Network ABC, Rep Hollingbery.
Richard M. Seaton, pres; Robert L. Pratt, gen mgr & promotion mgr; F. R. Spoonamore, coml mgr; Richard S. Embody, program director; J. S. Jaminet, chief engineer; Harold Springer, news director; Joe Cook, farm director.

COLBY, Thomas County

KXXX (1947): 790 kc; 5 kw-D, 350 W. 4th St. Phone Hobart 2-3305. Western Plains Broadcasting Co. (original owner). (See Farm & Home stations in "Group Ownership").

Rep H-R Representatives.
Don Searle, pres; Bill Martin, executive vp; Ed Mason, gen mgr; Bill Moore, coml mgr; Don Secord, program director; Mike Albert, promotion mgr; U. L. Lynch, chief engineer; Chet Allen, news director; Doc Embree, farm director; Ester Embree, women's director.

CONCORDIA, Cloud County

KPEM (See Kansas City Mo.)
KNCX (Feb. 8, 1954): 1390 kc; 500 w-D, P. O. Box 631, Phone 1414. General Broadcasting Co. (original owner).

Network Keystone.
W. F. Danenbarger, pres, gen mgr, & news director; Oscar W. Allen, coml mgr & program director; Gene Shrouf, chief engineer; Phil Atkisson, farm director; Nancy Nading, women's director.

DODGE CITY, Ford County

KGNO (1930): 1370 kc; 5 kw-D, 1 kw-N, DA-N, 705½ 2nd Ave. Phone Hunter 3-3151. TWX DC 96. Dodge City Broadcasting Co. (acquired station 1931). (See "Newspaper Ownership").

Network MBS, Rep Venard, Rintoul & McConnell.
Jess Denious Jr., pres; Wendell Elliott, gen mgr; Ruth Petersen, coml mgr; Don Mills, program director; Bob Harper, promotion mgr; Bob Ellinger, chief engineer; Don Hopkins, news director; Roddy Peoples, farm director; Frances Elliott, women's director.

EL DORADO, Butler County

KBTO (Nov. 15, 1953): 1360 kc; 500 w-D, 205½ S. Main St. Phone Davis 1-5880. El Dorado Broadcasting Co.

Jim Platt, gen mgr; Jay Pratt, sales mgr; Rob Lotz, program & news director; Al Diller, promotion mgr; Jay Williams, chief engineer; Jim Hannon, farm director; Carmina Platt, women's director.

EMPORIA, Lyon County

***KSTE(FM)** (Feb. 25, 1958): 88.7 mc; 10 w. c/o Kansas State Teachers College. Phone 2800. Kansas State Teachers College.

Tex Smiley, director of radio & tv; Del Hilyard, assistant director.

*Non-commercial educational.

KVOE (Jan. 25, 1933): 1400 kc; 250 w. P. O.

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RAY HAMILTON

Tribune Tower, Chicago
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& ASSOCIATES, INC.**

Radio Stations CONTINUED

KANSAS CONTINUED

Box 350 Phone 153. Bluestem Broadcasting Co. (acquired station Aug. 1, 1957).

Network Keystone. Rep Clark.
Edward J. McKernan Jr., pres & gen mgr; Charles N. Pitt, sec-treas & assistant gen mgr; Curtis Stallings, operations mgr; Charles Stark, chief engineer; & news director; Jean Wilson, women's director.

FORT SCOTT, Bourbon County

KMDO (October 8, 1954). 1600 kc; 500 w-D. P. O. Box 72. Phone 2545 Fort Scott Broadcasting Co. (original owner). (See Lloyd C. McKenney Stations in "Group Ownership").

Network Keystone, Ozark. Rep Best.
Lloyd Clinton McKenney, pres & gen mgr; Jim McKenney, coml mgr; Connie Minnick, program director; Charles Stephens, promotion mgr; Dale Holland, chief engineer; Jim Ross, news director; Jean Morrey, farm director; Lenora Headley, women's director.

GARDEN CITY, Finney County

KIUL (May 20, 1935). 1240 kc; 250 w. 509 N. Main St. Phone Bridge 6-3251. KIUL Inc. (acquired station Sept. 1, 1953). (See "Newspaper Ownership").

Network NBC & Keystone. Rep Holman.
Robert Wells, pres & gen mgr; Joe Weddle, coml mgr; Tony Jewell, program director & news director; Mary Connors, promotion mgr; Joe Tonnessen, chief engineer; Lucille Kaiser, women's director.

KKGO (October 1949). 1050 kc; 1 kw-D. P. O. Box 247. Phone Bridge 6-4366. Ark-Valley Broadcasting Co. (acquired station August 1951).

Rep Continental Radio Sales.
Ellsworth Sherman, pres; John Hendry, gen mgr; Ken O'Donnell, coml mgr & promotion mgr; John Lambert, program director; Gene Conjurske, chief engineer; Daniel E. Johnson, sports director; John Strauss, farm director; Wilma Goulding, women's director.

GOODLAND, Sherman County

KWGB (Oct. 9, 1957). 730 kc; 1 kw-D. 17th & Broadway. Phone Twin Oaks 9-2331. Goodland Broadcasting Co. (original owner).

Network MBS.
James E. Blair, pres & gen mgr; Bert Blair, coml mgr; Bob Melvov, program director; Harold Johansen, chief engineer.

KWGB-TV: Tv companion of KWGB.

GREAT BEND, Barton County

KVGB (April 10, 1937). 1590 kc; 5 kw, DA-N 2007 17th St. Phone Gladstone 3-4317. KVGB Inc. (acquired station 1950). (See "Newspaper Ownership").

Network NBC. Rep Hollingbery.
Helen T. Coogan, pres; Grover C. Cobb, vp & gen mgr; Robert D. Hilgendorf, assistant gen mgr & promotion mgr; Sherwood Parks, coml mgr; Ray Beals, program director; Gilbert Hanzlicek, chief engineer; James Heaton, news director; Betty Painter, women's director.

HAYS, Ellis County

KAYS (Oct. 15, 1948). 1400 kc; 250 w. P. O. Box 695. Phone Market 4-2578. KAYS Inc. (acquired station 1956).

Rep Holman.
Ross Beach Sr., pres; Robert E. Schmidt, treasurer & gen mgr; Kay Melia, assistant mgr; Don Gill, program director; Bud Ryan, promotion mgr; James E. Kane, chief engineer; Carl Wells, news director; Chuck Bowman, farm director.

HUTCHINSON, Reno County

KWBW (May, 1936). 1450 kc; 250 w. P. O. Box 1026. Mohawk 2-4486. Nation's Center Broadcasting Co. (acquired station December 1, 1956).

Network NBC, Keystone. Rep Devney.
Fred L. Conger, pres & gen mgr; Robert D. Hanna, coml mgr; Ollie Thompson, program director & news director; Marvin L. Reese, chief engineer; Otis Griggs, farm director.

KWHK (October 1946). 1260 kc; 1 kw-D. 500 w-N. DA-2. 18 W. 6th St. Phone Mohawk 5-4461. KWHK Inc. (acquired station January, 1956).

Rep Everett-McKinney.
J. D. Hill, pres & gen mgr; Vern Minor, coml mgr; Stan Gribble, program director; Hod Humiston, promotion mgr; Millard Clary, chief engineer; Del King, news director.

INDEPENDENCE, Montgomery County

KIND (December 8, 1947). 1010 kc; 250 w-D. 114 N. 8th St. Phone 1010. Central Broadcasting Inc. (original owner).

Network MBS & Keystone.
J. Nelson Rupard, pres & gen mgr.

JUNCTION CITY, Geary County

KJCK (May 15, 1949). 1420 kc; 1 kw-D. 724½ N. Washington St. Phone Cedar 8-3165. Ralph L. Weir Jr. (original owner).

Rep Indie Sales.
Ralph L. Weir Jr., pres & gen mgr; A. B. Valencia, coml mgr; Jack Chaney, program director; Pat Powers, promotion mgr; Royce Baerg, chief engineer; Bruce Karns, news di-

rector; Hayes Beck, farm director; Linda Reid, women's director.

KANSAS CITY, Wyandotte County

KCKN (1925). 1340 kc; 250 w. 4121 Minnesota Ave. Phone Fairfax 1-3200. Cy Blumenthal. (acquired station Feb. 8, 1957). (See Cy Blumenthal Stations in "Group Ownership").

Rep Bernard (New York); Dora-Clayton (Atlanta).
Specialty programs: Negro, 36 hrs wkly; Spanish, 1 hr wkly.

Cy Blumenthal, pres; Edwin J. Charles, gen mgr; Dal Stullard, assistant mgr; Jack Call, program director & news director; Marvin Bredemeier, chief engineer.

KGBM(FM): (not on air; target date not announced); 98.1 mc, 4.4 kw, 5091 Rock Creek Lane, Mission, Kan. Floyd W. Harbert.

LAWRENCE, Douglas County

***KPKU** (1924). 1250 kc, 5 kw, DA-N, ST-WREN, U. of Kansas. Phone Viking 3-2700. R. Edwin Browne, director.

***KANU(FM)** (1952). 91.5 mc, 35 kw. Same address and licensee as KPKU (above).

*Non-commercial educational.

KLWN (February 22, 1951). 1320 kc; 500 w-D. Route 5. Phone Viking 3-1320. Lawrence Broadcasters Inc. (original owner).

Rep Indie Sales Inc.
Arden Booth, pres & gen mgr; Charles Steeper, coml mgr; Roy Douglas, program director & farm director; Earl Sundbye, chief engineer; Jim Harden, news director.

LEAVENWORTH, Leavenworth County

KCLO (1948). 1410 kc; 500 w-D. P. O. Box 809. Phone Mutual 2-1410. Leavenworth Broadcasting Co. (acquired station October 1956). (See George Basil Anderson Stations in "Group Ownership").

Network Keystone. Rep Best.
George Basil Anderson, pres & gen mgr; Bob Kent, coml mgr, promotion mgr & chief engineer; Betsy Carlson, program & women's director; Bob Potter, news director & farm director.

LIBERAL, Seward County

KSCB (July 25, 1948). 1270 kc; 1 kw-D. P. O. Box 311. Phone Main 4-3891. Seward County Broadcasting Co. (original owner).

Rep Best.
Alf M. Laudon, pres; Leon S. Salathiel, gen mgr; Mark Shor, coml mgr; Jay Mullen, program director; Alvin Peters, chief engineer; La Rue Dickson, news director.

MANHATTAN, Riley County

KMAN (June 1950). 1350 kc; 500 w-D. 114 N. 4th St. Phone Prescott 8-4451. Manhattan Broadcasting Co. (acquired station June 1, 1956). (See "Newspaper Ownership") and Seaton stations in "Group Ownership").

Fred Seaton, pres; Lowell E. Jack, gen mgr & promotion mgr; Dave Jackson, coml mgr; Shel Smith, program director; Harold Leuhring, chief engineer; Joan Hunsley, news director; Eleanor DeBryn, women's director.

***KSAC** (December, 1924). 580 kc; 5 kw-D. 500 w-N, ST-WIBW, c/o Kansas State College. Phone Prescott 6-8811. Kansas State College (original owner).

Kenneth E. Thomas, gen mgr; Bernard Holbert, chief engineer; Frank Jones, news director & farm director; Janet Kuska, women's director.

***KSDB-FM** (April 2, 1951) 88.1 mc, 10 w. Same address, licensee as KSAC (above).

Dr. Forest L. Whan, gen mgr; Howard Leuhring, chief engineer.

*KSAC-TV: Tv companion of KSAC, KSDB-(FM).

*Non-commercial educational.

MARYSVILLE, Marshall County

KNDY (July 15, 1956). 1570 kc; 250 w-D. 803½ Broadway. Phone 255. Marshall Transmitter Inc. (original owner). (See "Newspaper Ownership").

Network: Keystone. Rep Best.
Wendell Glaspey, pres; James D. Kastner, gen mgr & coml mgr; Jane Ready, program director & women's director; Pete Charleton, promotion mgr; Jack G. Haller, chief engineer; Jim Crabb, news director & farm director.

McPHERSON, McPherson County

KNEK (Jan. 4, 1949). 1540 kc; 250 w-D. P. O. Box 186. Phone 1540. K. R. Krehbiel. (acquired station Sept. 26, 1952). (See "Newspaper Ownership").

Network Keystone.
K. R. Krehbiel, pres; Claude Hughes, gen mgr & chief engineer; Morris Heitschmidt, coml mgr; Jay Conard, promotion mgr; Eileen Smith, women's director.

MISSION, Johnson County

KBKC (See Kansas City, Mo.).

NEWTON, Harvey County

KJEG (May 24, 1953). 950 kc; 500 w-D. P. O. Box 77. Phone Atwater 3-5150. George Basil Anderson. (acquired station 1957). (See George

Basil Anderson Stations in "Group Ownership").

Network Keystone. Rep Best.
Specialty programs: German, 1 hr. wkly.
George Basil Anderson, pres; Robert Kent, gen mgr, coml mgr & chief engineer; Ted Hill, news director; Reginald Smith, farm director; Arlean Deaton, women's director.

KJRG-FM (not on air; target date not announced): 96.7 mc, 250 w. Same address and licensee as KJRG (above).

OTTAWA, Franklin County

KOFO (Sept. 24, 1949) 1220 kc; 250 w-D. P. O. Box 46. Phone Cherry 2-1220. Ottawa Broadcasting Co. (acquired station Dec. 1, 1954).

Roderick B. Cupp, co-owner & gen mgr; Edwina W. Cupp, co-owner; Ronald G. Reed, coml mgr; Charles P. Wilser, Jr., program director; James A. Jarvis, chief engineer; Jon Pritchard, farm director; Donna Dean, women's director.

***KTJO-FM** (May, 1951): 88.1 mc, 10w, c/o Ottawa University. Phone 511. Ottawa University.

Dr. W. B. Bemmels, gen mgr.

*Non-commercial educational.

PARSONS, Labette County

KLKC (Oct. 26, 1948) 1540 kc; 250 w-D. 109½ S. Central. Phone 4606. Community Broadcasting Co. (acquired station February 1951).

Richard R. Combs, pres, gen mgr & chief engineer; Gene Joslin, coml mgr; program director; Tom Alden, women's director.

PITTSBURG, Crawford County

KOAM (Oct. 11, 1937): 860 kc; 10 kw-D. 5 kw, N. DA-N. Route #4. Phone 2165. Pittsburg Broadcasting Co.

Network NBC. Rep Hollingbery.
E. V. Baxter, pres; John O. Bartlow, gen mgr; Jack T. Steele, coml mgr; Carol Sirars, promotion mgr; Jack Lawrence, chief engineer; Don Blue, news director; Bob Strack, farm director.

KOAM-TV: Tv companion of KOAM (above).

KSEK (July 1947): 1340 kc; 250 w. P. O. Box 610. Phone 742 KSEK Broadcasting Co. (original owner). (See "Newspaper Ownership") and Stauffer Publications stations in "Group Ownership").

Rep Avery-Knodel.
Oscar Stauffer, pres; Mike Treps, gen mgr & program director; Jack Rogers, coml mgr; John Glynn, chief engineer & news director; Harriet Smith, women's director.

PRATT, Pratt County

KWSK (1952): 1570 kc; 250 w-D. 209½ S. Main St. Phone Greenwood 2-4405. Clem Morgan Sr.

Network Keystone.
Clem Morgan Sr., owner; Thomas K. McDonnell, gen mgr & coml mgr; Evelyn McDonnell, program director; Clem Morgan Jr., chief engineer.

RUSSELL, Russell County

KRSI (January 11, 1956): 990 kc; 250 w-D. P. O. Box 548. Phone Hudson 3-2194. Prairie States Broadcasting Co. (original owner).

Network Keystone. Rep Best.
Melville L. Gleason, pres; William S. Scott, gen mgr; Calvin A. Haworth, coml mgr; Ery Siemoneil, chief engineer & news director; Jean Becker, women's director.

SALINA, Saline County

KSAL (May 28, 1937): 1150 kc; 5 kw, DA-N. 201 W. Iron St. Phone Taylor 3-3701. KSAL Inc. (original owner). (See "Newspaper Ownership").

Network MBS.
R. J. Laubengayer, pres; Ray V. Jensen, station mgr & coml mgr; Al Thompson, program director; Leona Graham, promotion mgr; Don Englehardt, chief engineer; John Henshall, news director; Sonny Slater, farm director.

TOPEKA, Shawnee County

KJAY (1949): 1440 kc; 5 kw-D. 1 kw-N. DA-2. 916½ Kansas Ave. Phone Central 3-1336. KJAY Inc. (acquired station July 1, 1957).

Rep Young.
Dale S. Helmers, pres; Edwin V. Schulz, executive vp & gen mgr; Robert Rohrs, local sales mgr; Joe Stavas, program director; Rea Bowman, chief engineer & news director.

KTOP (1947): 1490 kc; 250 w. P. O. Box 538. Phone Central 4-3414. Charles Bailey Axton. (acquired station 1950).

Network MBS, Keystone. Rep Rambeau, Vance, Hopple.
Specialty program: Spanish, ½ hr. wkly.

Charles Bailey Axton, owner, gen mgr & program director; Louise Axton, coml mgr; Henry Guck, chief engineer; James Richards, news director.

WIBW (May 8, 1927): 560 kc; 5 kw, DA-N; ST-KSAC, P. O. Box 119. Phone Central 3-2377. TWX TK 8605. Topeka Broadcasting Assn. (acquired station February 1, 1957). (See "Newspaper Ownership") and Stauffer Publications stations in "Group Ownership").

Network CBS. Rep Avery-Knodel.
O. S. Stauffer, pres; Thad M. Sandstrom, gen mgr & promotion mgr; Hilton Hodges, coml mgr; Rush Evans, program director; Gil Volles, chief engineer; Olaf Soward, news director; Wilbur Lovring, farm director.

WIBW-TV: Tv companion of WIBW.

Radio Stations CONTINUED

KANSAS CONTINUED

TOPEKA (Continued)

WREN (1926): 1250 kc; 5 kw. DA-N. ST-KFKU. 10th & Fillmore Sts. Phone Central 2-0595. TWX TK 8695. WREN Broadcasting Co. (original owner).

Network ABC, Five-Star Group. Rep Hollingbery.

Al M. Landon, pres; Max G. Falkenstien, gen mgr; Paul Dixon, sales mgr; Robert Richmond, program director; Al Keberlein, chief engineer; Catharine Brandenburg, women's director.

WICHITA, Sedgwick County

KAKE (Sept. 25, 1917): 1210 kc; 250 w. 1500 N. West St. Phone Whitehall 3-4221. TWX WI 225. KAKE Broadcasting Co. (original owner).

Network MBS. Rep. Venard, Rintoul, & McConnell.

Martin Umansky, gen mgr; Roger Poppard, coml mgr; Scot McCullough, program director & promotion mgr; Gene Courtney, chief engineer.

KAKE-TV: TV companion of KAKE.

KANS (1938): 1150 kc; 5 kw-D. 1 kw-N. DA-2. 1015 N. Broadway, zone 11. Phone Hobart 4-2387. Radio Active Inc. (acquired station April 1, 1958).

Network NBC. Rep Wood.

Harry H. Patterson, pres & gen mgr; Dale W. McCoy Jr., coml mgr; Don Otis, program director & women's director; Leonard D. Ballard, chief engineer; George Gow, news director & farm director.

KFBI (April 14, 1922): 1070 kc; 10 kw-D. 1 kw-N. DA-N. 42nd & Broadway, Phone Temple 8-2377. TWX WI-296. Jayhawk Broadcasting Corp. (acquired station May 13, 1958).

Rep Avery-Knodel.

Charles Rogers, pres; Joseph B. Kirby, vp & gen mgr; Jim O'Neill, program director; Emily Kelly, promotion mgr; Jerry Nicholson, chief engineer; Russ Jolly, news director; Lester Weatherman, farm director; Adalee Smith, women's director.

KFH (May 1922): 1320 kc; 5 kw. DA-N. KFH Bldg., zone 2. Phone Amherst 2-4191. TWX WI 195. Radio Station KFH Co. (original owner). (See "Newspaper Ownership").

Network CBS. Rep. Blair.

John Rizby, pres; Marcellus M. Murdock, executive vp; Thomas P. Bashaw, gen mgr; John N. Merrill, coml mgr; Donald L. Anderson, program director; Russell L. Lowe, promotion mgr; Leslie Campbell, chief engineer; George Doyle, news director; Bruce Bohmyer, farm director; Helea Petersen, women's director.

KFH-FM (Sept. 19, 1948): 100.3 mc; 11 kw. Duplicates KFH (above).

KMUW(FM) (1949): 89.1 mc; 10 w. 17th & Fairmont, zone 14. Phone Murray 21382. University of Wichita.

Harry P. Corbin, pres; Michael P. Russell, station director; Stuart L. Melchert, program director; Wallace Freeman, chief engineer.

*Non-commercial educational.

KSR (July 25, 1958): 300 kc; 250 w. DA-D. 3377 W. Central. Phone Whitehall 2-3233. KSR Inc. (original owner).

Rep Pearson.

Mike Sanders, pres, coml mgr & program director; K. W. Pyle, gen mgr; Fort Early, promotion mgr; Don Cameron, news director.

KWBB (April 1, 1951): 1410 kc; 1 kw. DA-2. 2829 Salina Ave., zone 1. Phone Temple 8-3331. Wichita Beacon Broadcasting Co. (original owner). (See "Newspaper Ownership").

Rep Hollingbery; Brown (south).

J. Milton Hall, vp & gen mgr; Harold H. Hale, coml mgr; Virginia Welch, program director; Corky Mulnix, chief engineer; Jim Setters, news director & farm director; June Day, women's director.

KENTUCKY

ALBANY, Clinton County

WANY (not on air; target date not announced): 1390 kc; 1 kw-D. Burkesville Rd. Phone 26. Albany Broadcasting Co. (original owner).

Cecil Speck, co-owner & gen mgr; Welby Hoover, coml mgr; Sidney Scott, program & farm director; Wallace Allred, co-owner & promotion mgr; Darrell Speck, news director; Louise Brummett, women's director.

ASHLAND, Boyd County

WCMI (1935): 1340 kc; 250 w. 120 20th St. Phone East 4-6111. TWX ASI 64. Mawina Broadcasting Co. (acquired station August 1956).

Network CBS. Reps Hollingbery, Kentucky Radio Sales.

George H. Clinton, pres; W. R. Martin, gen & coml mgr; Robert Gilmore, chief engineer; Ken Jones, news director; Bettye Allen Lee, women's director.

WCMI-FM (1948): 93.7 mc; 2.75 kw. Duplicates WCMI (above).

WTGR (August 1954): 1420 kc; 5 kw-D. P. O. Box 848. Phone East 4-7131. WTGR Inc. (acquired station August 1955). (See "Town & Country Stations in 'Group Ownership'").

Rep Rambeau, Vance, Hopple.

Connie B. Gay, chmn of bd; Jane E. Trimmer, pres; Naseeb S. Tweel, gen mgr; Edwin F. Walters, chief engineer.

BARBOURVILLE, Knox County

WBVL (December 1955): 950 kc; 1 kw-D. 107 Sycamore St. Phone 498. Brown Radio & TV Co. (original owner).

Rep Best.

Specialty programs: Negro, ½ hr. wkly.

Dwight L. Brown, owner & gen mgr; Homer L. Jackson, coml & promotion mgr; Bessie McDonald, program & women's director; L. D. Johnson, chief engineer; Robert J. Lockhart, news & farm director.

BARDSTOWN, Nelson County

WBRT (December 1955): 1320 kc; 1 kw-D. 216 N. 3rd St. Phone Fieldbrook 8-3913. Lawrence W. Adams (acquired station March 1957).

Rep Kentucky Radio Sales.

Lawrence W. Adams, owner, gen & coml mgr; Glenn Nichols, program director; Geneva Brothers, promotion mgr; Don Allen, chief engineer; Polly Hall, women's director.

BENTON, Marshall County

WOBL (Dec. 13, 1954): 1290 kc; 1 kw-D. Box 126. Phone Lakeside 7-2531. Purchase Broadcasting Co. (acquired station Aug. 1, 1955).

Network Keystone. Rep Continental Radio Sales.

Shelby McCallum, owner & news director; John Stewart, gen & promotion mgr; Phillip Morgan, program director; Paul Harrington Jr., chief engineer; Goble Pollock, farm director; Betty McCallum, women's director.

BOWLING GREEN, Warren County

WKCT (Nov. 1, 1947): 930 kc; 1 kw-D. 500 w-N. DA-N. P. O. Box 392. Phone Victor 3-4325. TWX BWG 373. Daily News Broadcasting Co. (original owner). (See "Newspaper Ownership").

Network ABC. Rep Pearson.

Specialty programs: Negro, 5 hrs. wkly.

J. Ray Games, pres; Alvis H. Temple, gen. coml & promotion mgr; Jack Eversole, program, news & women's director; Haro Durham and Jack Hendricks, co-chief engineers; Hank Brosche, farm director.

WLBK (June 1940): 1410 kc; 5 kw-D, 1 kw-N. DA-2. 301 Fairview. Phone Victor 3-3212.

Bowling Green Broadcasters Inc. (acquired station January 1956). (See "Group Ownership").

Network MBS.

Cy N. Bahakel, pres; Bob Proctor, vp, station & coml mgr; Deau Danner, program director; Hugh Tyler, chief engineer; Jack Emerson, news director; Ous Blanton, farm director; Helen Griffin, women's director.

CAMPBELLSVILLE, Taylor County

WTGO (1950): 1450 kc; 250 w. P. O. Box 28. Phone 389. Taylor County Broadcasting Co. (original owner).

Network Keystone. Reps Best; Kentucky Radio Sales.

Specialty programs: Negro, 1 hr. wkly.

H. T. Parrott, pres; Rodman L. Turner, gen mgr; Thomas Kerr, assistant gen. coml mgr & farm director; Naomi Beard, program & women's director; J. B. Crawley & Harvy Kingsbury, co-chief engineers; Larry Nunn, news director.

CENTRAL CITY, Muhlenberg County

WMTA (Feb. 19, 1955): 1380 kc; 500 w-D. Box 31. Phone 818. Central City-Greenville Broadcasting Co. (original owner). (See "Newspaper Ownership").

Rep Best.

L. L. & A. E. Stone and Ralph Utley, co-

owners; Bobby Anderson, gen & coml mgr; Johnny Tooley, program, news & women's director; Billy Joe Stone, chief engineer.

WNBS (Jan. 1, 1955): 1600 kc; 500 w-D. P. O. Box 512. Phone 1000. Muhlenberg Broadcasting Co. (original owner).

Network Keystone. Rep Kentucky Radio Sales.

Andy Anderson, owner; Donald J. Beane, gen & coml mgr; Dean Harden, program director & promotion mgr; Robert J. Beane, chief engineer; Don Markwell, news director; John Woodall, farm director; Jacqueline Beane, women's director.

WNBS-FM (Dec. 16, 1956): 101.9 mc, 21.5 kw. Duplicates WNBS (above).

COLUMBIA, Adair County

WAIN (Aug. 1, 1951): 1270 kc, 1 kw-D. 430 Wain St. Phone Fulton 4-4111. Tri-County Radio Broadcasting Corp. (original owner).

Network Keystone. Rep Best.

S. C. Bybee, pres, gen mgr & farm director; Lanier Burchett, coml & promotion mgr; Bill Bybee, program director; Lewis Owens, chief engineer; Ray Boss, news director; Francis Graham, women's director.

CORBIN, Whitley County

WCTT (1947): 630 kc; 1 kw. DA-N. Kentucky at Monroe St. Phone 1071. Corbin Times-Tribune Inc. (original owner). (See "Newspaper Ownership").

Network MBS. Keystone.

J. Springer Robinson, pres; John L. Crawford, gen mgr; Rufus G. Disney, station & coml mgr; Arch Wyatt, program director; S. G. Hembree, promotion mgr; Charles Sulfredge, chief engineer.

COVINGTON, Kenton County

WZIP (see Cincinnati, Ohio).

CUMBERLAND, Harlan County

WCPM (1951): 1280 kc; 1 kw-D. P. O. Box 953, zone 4. Phone 260. Cumberland City Broadcasting Inc. (acquired station Nov. 1, 1957).

Network Appalachian Net. Rep Kentucky Radio Sales.

Elmo Mills, pres; Jack Mills, gen mgr; Charlie Esposito, program director; Virgil Cornett, chief engineer; Frances Mills, women's director.

CYNTHIANA, Harrison County

WCYN (Sept. 1, 1956): 1400 kc; 100 w. Pike & Walnut Sts. Phone 1459. WCYN Radio Inc. (original owner).

Network Keystone.

Esll R. Anderson, pres, chief engineer; Robert V. Doll, gen mgr & news director; Helen C. Williams, coml mgr; John B. Warner, program director & promotion mgr; Tom Harrison, farm director; Dolly Ritchie, women's director; Dave Withers, sports director.

DANVILLE, Boyle County

WHIB (Oct. 26, 1947): 1230 kc; 250 w. P. O. Box 632. Phone 1230. Commonwealth Broadcasting Corp. (original owner).

Network MBS, Keystone. Rep Holman. Kentucky Radio Sales.

W. T. Isaac, pres & gen mgr; Clifton Colclough, sales mgr; Raymond Ramsey, program, news & farm director; Paul J. Smith, chief engineer; Mae Elizabeth Isaac, women's director.

ELIZABETHTOWN, Hardin County

WIEL (October 1950): 1400 kc; 250 w. Leitchfield Rd. Phone Rockwell 5-5151. Elizabethtown Broadcasting Co. (original owner).

Network Keystone. Rep Best.

J. W. Hodges, pres; Walter (Doc) Huddleston, gen mgr; Calvin Skaggs, coml mgr; Thomas Skinner, program director; Thomas Baldwin, chief engineer & farm director; Bill Earle, news director; Bee Cowley, women's director.

EMINENCE, Henry County

WSTL (June 1, 1956): 1600 kc; 500 w-D. Phone 5198. J. W. Dunavent (original owner).

Specialty programs: Negro, 5 hrs. wkly.

J. W. Dunavent, gen mgr, coml mgr & program director; Paul D. Milby, chief engineer; J. W. Lea, news director; R. N. Black, farm director; Willa G. Wentworth, women's director.

FRANKFORT, Franklin County

WPKY (February 1946): 1490 kc; 250 w. Kentucky Ave., Extended. Phone Capitol 3-8231. Frankfort Broadcasting Co. (original owner). (See Horton-Kincaid stations in "Group Ownership").

Network MBS, Keystone. Reps Burn-Smith; Kentucky Radio Sales.

Ken Hart, pres & gen mgr; Bud McClain, coml mgr; Tommy Southwood, program director; Bob Beasley, chief engineer; Loren Hooker, news editor.

FRANKLIN, Simpson County

WPKN (April 26, 1954): 1220 kc; 250 w-D. 103 N. High St. The Franklin Favorite—

KANSAS BROADCASTERS

TO BUY OR SELL

see

RAY HAMILTON

Tribune Tower, Chicago
(DE 7-2754)

or any office of

HAMILTON-STUBBLEFIELD-TWINING & ASSOCIATES, INC.

Radio Stations CONTINUED

KENTUCKY CONTINUED

WFKN Inc. (acquired station May 1, 1957). (see "Newspaper Ownership").

Network Keystone. Rep Best.
L. L. Valentine, pres. gen mgr & farm director; Howard H. Ogles, coml & promotion mgr; Arthur W. Koeckritz Jr., program director; Frank Wakefield, chief engineer; Stanley R. Fortmann, news director; Nell H. James, women's director.

FULTON, Fulton County
WFUL (1951): 1270 kc; 1 kw-D. P. O. Box 482. Phone 1270. Ken-Tenn Broadcasting Corp. (original owner). (See "Newspaper Ownership").

Rep Kentucky Radio Sales.
Paul Westpheling, pres; Mrs. Paul Westpheling, gen mgr & news director; Kenneth Z. Turner, coml mgr & chief engineer; Mary-Nelle Wright, program & women's director; Gene Gardner, farm director.
WFUL-FM (1951): 194.5 mc; 500 w. Duplicates WFUL (above).

GEORGETOWN, Scott County
WGOE (Sept. 6, 1957): 1380 kc; 250 w-D. First National Bank Bldg. Phone 1580. Robert E. Johnson (original owner).

Robert E. Johnson, owner & chief engineer; Arno Walker, gen & coml mgr; John Brock, program director; Billy Thompson, news director; Jim Stephens, farm director; Carol Moynahan, women's director.

GLASGOW, Barren County
WKAY (Sept. 25, 1946): 1490 kc; 250 w. 510 Happy Valley Rd. Phone Olive 1-2141. Glasgow Broadcasting Co. (original owner).

Network Keystone.
Jack Pedigo, pres; Clovis Sadler, gen. promotion mgr & chief engineer; John M. Barlick, coml mgr; Moena E. Sadler, program director; Harold Matthews, news director; Hank Royse, sports director; Opal E. Cherry, women's director.

HARLAN, Harlan County
WHLN (May 30, 1941): 1410 kc; 5 kw-D. P. O. Box 598. Phone 625. Radio Harlan Inc. (acquired station June 1, 1955).

Network Keystone. Reps Burn-Smith Co.; Kentucky Radio Sales.
J. Francke Fox Jr., pres; James T. Morgan, gen & coml mgr & news director; Jack Hoskins, program director; Larry Dean, promotion mgr; Marvin E. Johnson, chief engineer & farm director; Mary Sue Middleton, women's director.

HARRODSBURG, Mercer County
WHBN (1955): 1120 kc; 1 kw-D. P. O. Box 247. Phone 1420. Fort Harrod Broadcasting Corp.

Network Keystone. Rep Continental Radio Sales; Kentucky Radio Sales.
L. G. Spencer, pres & sales mgr; Vic Delamy, vp & gen mgr.

HAZARD, Perry County
WKIC (Nov. 23, 1947): 1430 kc; 1 kw-D. (CP-1390 kc, 5 kw-D). Box 239. Phone 720. Mountain Broadcasting Service Inc. (acquired station July 1, 1956).

Network Keystone. Rep Kentucky Radio Sales.
Specialty programs: Negro, 10 hrs. wkly.
Fred Bullard, pres. Ernest Sparkman, vp & gen mgr; Julius Jassio, coml mgr; Norma Strong, program director; Yancy Bowling, chief engineer; Paul McClaner, news director.

HENDERSON, Henderson County
WSON (Dec. 16, 1941): 860 kc; 500 w-D. 121 N. Main St. Phone Valley 6-3523. Henderson Broadcasting Co. Inc. (acquired station June 1946). (see Lackey stations in "Group Ownership").

Network Keystone. Rep Bogner & Martin.
Hecht S. Lackey, pres & gen mgr; Ewing Graham, coml mgr; Martin E. Schaeffer, program & news director; Martin E. Schaeffer and Ewing Graham, promotion mgrs; Doris E. Gibson, chief engineer & farm director; Jane Halle, women's director; Dell McLachlan, sports director.
WSON-FM (1946): 99.5 mc; 20 kw. Duplicates WSON (above).

HOPKINSVILLE, Christian County
WHOP (Jan. 8, 1940). 1230 kc; 250 w. 1102 S. Virginia St. Phone Tuxedo 5-5331. TWX 5379. Hopkinsville Broadcasting Co. Inc. (original owner; incorporated 1942). (see Lackey stations in "Group Ownership").

Network CBS. Rep Masla.
K. Ernest Lackey, pres & gen mgr; Katherine Peden, station director & sales mgr; Frank Cameron, program & news director; Leo Y. Wilson, chief engineer; Drury R. Embry, farm director; Margaret M. Wyatt, women's director.

WHOP-FM (May 1948): 98.7 mc; 8.7 kw. Duplicates WHOP (above).
WKOJ (Sept. 19, 1954): 1480 kc; 1 kw-D. Box 22. Phone Tuxedo 6-1204. Pennryle Broad-

casting Co. (original owner). (see "Newspaper Ownership").

Rep Best.
Specialty programs: Negro, 6 hrs. wkly.
C. W. Stratton, pres; Don Ritter, gen mgr & program director; Larry Shepard, coml mgr; Walter Wilson, chief engineer; Bob McLaughly, news & farm director; Betty Catlett, women's director.

LEBANON, Marion County
WLBN (September 1953): 1590 kc; 1 kw-D. Box 617. Phone 486. Lebanon-Springfield Broadcasting Co. (acquired station August 1957).

Network Keystone. Rep Best; Kentucky Radio Sales.
Specialty programs: Negro, 8½ hrs. wkly.
J. T. Whitlock, gen. coml & promotion mgr; Elwood Jefferies, program director; William B. Kelly, chief engineer; Bruce Lanford, news director; Emerson Lay, farm director; Shirley A. Thompson, women's director.

LEITCHFIELD, Grayson County
WMTL (not on air; target date not announced): 1580 kc; 250 w-D. c/o Ernest Spurlock, Bright Shade, Ky. Rough River Broadcasting Co.

Ernest Spurlock and Edward Corley, partners.

LEXINGTON, Fayette County
***WBKY (FM)** (1947): 91.3 mc; 3 kw. McVey Hall. Phone 2-2200, ext. 2261. U. of Kentucky.

Camille H. Halyard, gen mgr; Ralph Albers, chief engineer.
WBLG (1946): 1300 kc; 1 kw, DA-N. 134 N. Limestone St. Phone 3-0433. Lexington Broadcasting Corp. (acquired station March 1, 1958).

Rep Meeker.
Specialty programs: Negro, 6 hrs. wkly.
Roy B. White Jr., pres & gen mgr; James H. Tomblin, coml mgr; Robert M. Barton, program director; Jim Robertson, chief engineer; Ron Thompson, news director; Richard Dixon, farm director; Doris Bidwell, women's director.

WLAP (1922): 630 kc; 5 kw-D, 1 kw-N, DA-2. 177 N. Upper St. Phone 3-2737. WLAP Radio Inc. (acquired station June 2, 1958).

Network ABC. Rep Pearson.
John B. Poor, pres; Frederic Gregg Jr., gen mgr; L. C. Redmon, coml mgr; William Locker, program director & promotion mgr; Robert Austin, chief engineer; Earl Boardman, news director; Lind Voth, farm director; Ann Jones, women's director.

WLAP-FM (1950): 94.5 mc, 3.5 kw. Duplicates WLAP (above).
WVLE (November 1947): 590 kc; 1 kw, DA-1. Phoenix Hotel. Phone 4-5170. Bluegrass Broadcasting Co. (original owner). (see Horton-Kimball stations in "Group Ownership").

Network MBS. Rep Burn-Smith.
Donald J. Horton, pres; Ted Grizzard, gen mgr; George T. Webb, coml mgr; Claude Sullivan, program director; Jay Walters, promotion mgr; Paul Dunbar, chief engineer; Ray Holbrook, news director; Lillian Press, women's director.

LONDON, Laurel County
WETG (September 1955): 1400 kc; 250 w. P. O. Box 333. Phone Volunteer 4-2148. London Broadcasting Co. (original owner).

Network Appalachian Net. Rep Best.
Elmo Mills, gen mgr; Bill Carson, coml mgr; Fred Johnson, promotion director; Russell Henson, chief engineer; Jim Parman, farm director; Lois O'Dell, women's director.

LOUISVILLE, Jefferson County
WAKY (1936): 790 kc; 5 kw-D, 1 kw-N, DA-2. Kentucky Home Life Insurance Bldg. zone 2. Phone 7-8871. McLendon Corp. (see McLendon stations in "Group Ownership").

Rep Blair.
Barton R. McLendon, chair of bd; Gordon B. McLendon, pres; Herb Holombeck, vp & gen mgr; Bill Morgan, director of national sales; Phil Page, program director.

WAVE (Dec. 30, 1933): 970 kc; 5 kw, DA-1. 334 E. Broadway, zone 2. Phone Juniper 5-2201. TWX LS 291. WAVE Inc. (original owner). (See George W. Norton stations in "Group Ownership").

Network NBC. Rep NRC Spot Sales.
George W. Norton, pres; Nathan Lord, gen mgr; W. H. Dulaney Jr., coml mgr; James Caldwell, program director & promotion mgr; Wilbur Hudson, chief engineer; Rodney Ford, news director; Jack Crowner, farm director; Louise Weiler, women's director.

WAVE-TV: Tv companion of WAVE (above).
***WFPK (FM)** (Oct. 4, 1954): 91.9 mc; 19.5 kw. Fourth and York Sts. zone 3. Phone Juniper 3-1864. Board of Trustees, Louisville Free Public Library.

Network NAEE.
Specialty programs: French, ¼ hr. wkly.
C. R. Graham, director; Dorothy L. Day, gen mgr; Allen A. Hankins Jr., program director; Ernest R. Becker, Jr., chief engineer.

***WFPL (FM)** (Feb. 20, 1950): 89.3 mc; 150 w. Louisville Free Public Library (companion to WFPK (FM)).

*WFPK-TV: Tv companion to WFPK (FM) and WFPL (FM) (above).

*Non-commercial educational.

Want To Capture the LOUISVILLE Market...

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the only station with a Captive Audience that produces successful sales results. . . Don't take our word, see for yourself . . .

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- RESULT . . . SALES

We don't Rock'em... We don't Roll'em... We Sell'em!

GLEN A. HARMON
General Manager

W INN

1240 K.C. IN LOUISVILLE, KY.

Avery-Knodel

NATIONAL REPRESENTATIVES

Radio Stations CONTINUED

KENTUCKY CONTINUED

LOUISVILLE (Continued)

WHAS (July 18, 1922): 840 kc; 50 kw. 525 W. Broadway, zone 2. Phone Juniper 5-2211. TWX LS 534. WHAS Inc. (original owner). (See "Newspaper Ownership").

Network CBS. Rep Christal.
Barry Bingham, pres; Victor A. Sholis, vp & director; John M. Kouts, sales director; George E. Walsh, program director; William F. Leader, promotion mgr; Orrin W. Towner, director of engineering; William J. Small, news director; Barney Arnold, farm director; Phyllis Knight, women's director.

WHAS-TV: Tv companion of WHAS (above).
WYNN (June 1940): 1240 kc; 250 w. 409 Speed Bldg. zone 2. Phone Juniper 5-5148. TWX LS 191. Kentucky Broadcasting Corp. (acquired station November 1955). (See Arnold stations in "Group Ownership").

Rep Avery-Knodel.
Glen A. Harmon, vp & gen mgr; James J. Nathan, coml mgr; Johnny Martin, program director; Helen E. Roberts, promotion mgr; Melvin C. Seardsdale, chief engineer; Bill Gerson, news director; Barbara G. Abell, women's director.

WKLO (1948): 1080 kc. 3 kw-D, 1 kw-N. DA-2, Henry Clay Hotel. Phone Juniper 3-4441. Mid-America Broadcasting Corp. (See Air Trails stations in "Group Ownership"). (See "Newspaper Ownership").

Network ABC. Rep Eastman.
Charles Sawyer, pres; J. P. Williams, executive vp and gen mgr; Alexander Buchan, vp; William H. Spencer, station mgr.

WKY (1947): 900 kc; 1 kw-D. 431 W. Jefferson St. zone 2. Phone Juniper 3-4811. Radio Kentucky Inc (original owner).

Rep Pearson.
F. Eugene Sandford, pres & treas; Edwin E. S. Weldon, vp & station mgr; Neal W. Robbins, sales mgr; Stuart C. Platt, program director.

WLOU (1948): 1350 kc; 5 kw-D. 2749 Third St. Phone Melrose 7-6531. Rounsaville of Louisville Inc. (acquired station 1951). (See R. W. Rounsaville stations in "Group Ownership").

Rep Gill-Perna; Dora-Clayton (Southeast). Specialty programs: Negro, 100%.
Robert W. Rounsaville, pres; Ed Shadburne, gen mgr; John Fulton, gen sales mgr; Bill Summers, coml mgr; Steve Dawson, chief engineer.

WTMT (not on air; target date not announced): 620 kc; 500 w. DA-D. 1300 S. Fourth St. zone 8. Phone Melrose 7-2527. Jefferson Broadcasting Co. (original owner).

Network MBS.
Earl F. Hash, pres & gen mgr; Jack Dunheaver, program director; Theodore E. Jones, chief engineer.

MADISONVILLE, Hopkins County

WFMW (January 1947): 730 kc; 250 w-D. P. O. Box 351. Phone Taylor 1-4096. Messenger Broadcasting Co. (acquired station June 1950). (See "Newspaper Ownership").

Network Keystone. Rep Best.
Edgar F. Arnold Sr., pres; H. W. Wells, gen mgr; Elmer L. Kelley Jr., coml mgr; John Gatlin, program director; Leslie LeGrande, promotion mgr; Charles Lee, chief engineer; H. W. Wells, news director; Glenda Aussenbaugh, women's director.

WFMW-FM (April 1949): 93.9 mc; 2.85 kw. Duplicates WFMW (above).
WTTL (Sept. 15, 1956): 1310 kc; 500 w-D. 111 S. Main St. Phone Taylor 1-7420. Hopkins County Broadcasters (original owner).

Evers Mick, pres & gen mgr; Bill Brinkley, coml mgr & news director; Ernie Allen, program director & promotion mgr; Conway Smith, chief engineer; Jerry McKonley, farm director; Imogene Teague, women's director.

MANCHESTER, Clay County

WXL (Nov. 10, 1956): 1580 kc; 250 w-D. P. O. Box 368. Phone Lyric 8-4694. Wilderness Road Broadcasting Co. (acquired station June 1957).

Joe L. Tighe, pres & director; Roy A. Redmond, sec. gen mgr, coml mgr & program director; Robert Banks Jr., chief engineer; Lucy Howard, women's director.

MAYFIELD, Graves County

WNGO (1948): 1320 kc; 1 kw-D. Paducah Rd. Phone 1537. West Kentucky Broadcasting Co. (original owner).

Network Keystone. Rep Indie Sales; Best.
Mose Bohn, pres; Charles W. Stratton, gen

mgr; Kenneth Slaughter, coml mgr; Otis L. Davis, program & farm director; Bing Hampton, promotion mgr & news director; Joe Hargrove, chief engineer.

WNGO-FM (1956): 94.7 mc; 583 w. Duplicates WNGO (above).

MAYSVILLE, Mason County

WPTM (Jan. 1, 1948): 1240 kc; 250 w. 626 Forest Ave. Phone Logan 4-3361. Standard Tobacco Co. (original owner).

Network MBS, Keystone.
Charles P. Clarke, pres, & J. M. Finch Jr., co-owners; J. W. Betts, gen mgr; Herbert N. Williams Jr., coml mgr; Lawrence W. McGill, program & sports director & promotion mgr; Harold R. Sargraves, chief engineer & news director; J. Scott True, farm director.

MIDDLESBORO, Bell County

WMLK (October 1918): 660 kc; 500 w-D. N. 19th St. Phone 980. Cumberland Gap Broadcasting Co. (original owner) (see "Newspaper Ownership").

Network Keystone.
Specialty programs: Negro, 4 hrs. wkly.
Dr. U. G. Brummett, pres; Maurice K. Henry, gen mgr & coml mgr; Bill Baker, program director; Brownell Reedy, chief engineer; Betty Lee, women's director.

MONTICELLO, Wayne County

WFLW (May 19, 1955): 1360 kc; 1 kw-D. P. O. Box 36. Phone Fillmore 8-3156. Fred A. Staples (acquired station Nov. 13, 1956).

Network Keystone. Rep Continental Radio Sales.
Specialty programs. Negro, 15 min. wkly.
Fred A. Staples, owner & gen mgr; Mrs. Fred A. Staples, program director; Ralph V. Fondell, chief engineer; Clint Collins, farm director; Charline Conley, women's director.

MOREHEAD, Rowan County

WMOR (Feb. 18, 1955): 1330 kc; 1 kw-D. Main St. Phone 580. Morehead Broadcasting Co. (acquired station Nov. 20, 1956).

Network Keystone.
J. Earl McBrayer, pres; William M. Whitaker, gen mgr & coml mgr; Earl S. Young, chief engineer; Murvel J. Hall, news director & farm director.

MT. STERLING, Montgomery County

WMST (Oct. 22, 1957): 1150 kc; 500 w-D. 34 Broadway. Phone 1156. Mt. Sterling Broadcasting Co. (original owner).

Rep Kentucky Radio Sales.
R. J. Reynolds, pres; Robert L. Williamson, gen mgr & chief engineer; Gary Lester, coml mgr; Ray Hooper, program director. Opal Reynolds, women's director.

MT. VERNON, Rockcastle County

WBVK (April 30, 1957): 1460 kc; 500 w-D. Renfro Valley, Ky. Phone Mt. Vernon, 2631. Renfro Valley Broadcasters Inc. (original owner).

John Lair, pres; Tom Hargis, vp & gen mgr; Benton Stokes, coml mgr; Hal Whatley, chief engineer; Wayne Stewart, farm director; Marion Drew, women's director.

MUNFORDVILLE, Hart County

WLOC (June 1956): 1150 kc; 1 kw-D. P. O. Box 307. Phone Jackson 4-4111. South Central Kentucky Broadcasting Co. (original owner).

H. T. Parrott, pres; J. W. Fickett, gen mgr & coml mgr; Mary Goodman, program director & women's director; Bill Mardis, promotion mgr; Wayne Sims, chief engineer; Sid Siblebottoms, news director; Herb Edwards, farm director.

MURRAY, Calloway County

WNBS (July 1948): 1340 kc; 250 w. Box 548. Phone 1310. Service Broadcasting Co. (acquired station Sept. 9, 1957).

Rep Dore.
C. H. Hulso, partner & chief engineer; Chuck Shuffett, partner & gen mgr; Ed Griffin, coml mgr; Jim Johnson, program director; Al McClain, promotion mgr.

NEON, Letcher County

WNKY (1956): 1480 kc; 1 kw-D. Phone 7714. Letcher Broadcasting Corp. (original owner).

Dave L. Craft, pres; Lee Dawhare, gen mgr; Sue Stallard, coml mgr; Jimmy Branham, program director; Elmer Ison, promotion mgr; William Grant Cordill, chief engineer; Delmer Ray Kincaid, farm director.

NEWPORT, Campbell County

WNOP (August 1948): 740 kc; 1 kw-DA-D. 606 Monmouth St. Phone Juniper 1-7100. Tri-City Broadcasting Co. (original owner).

Rep Devney.
James G. Lang, pres; Ann Rolfe Lang, gen mgr; R. L. Pike, coml mgr; R. Doug Nunn, program director, station mgr & news director; Rev. Morris H. Coers, promotion mgr; Charles Heltesheimer, chief engineer; Raymond, farm director.

OWENSBORO, Daviess County

WOMI (Feb. 7, 1938): 1190 kc; 250 w. P. O. Box 536. Phone Murray 3-1558. Owensboro

Broadcasting Co. (original owner) (see "Newspaper Ownership").

Network MBS, Keystone. Rep Burn-Smith. Lawrence W. Hager, pres; Hugh O. Potter, gen mgr & coml mgr; Cliffordean Potter, program director & women's director; James Wilkinson, promotion mgr; Harold I. Peters, chief engineer; Marshall Bruner, news director & farm director.

WOMI-FM (1948): 92.5 mc; 19.5 kw. Duplicates WOMI (above).

WVJS (1947): 1420 kc; 1 kw. DA-2. 324 Allen St. Phone Murray 3-3521. TWX 357. Owensboro On the Air Inc (original owner).

Network ABC. Reps Rambeau, Vance. Hopple & Dora-Clayton (regional).
V. J. Steele, pres; Malcolm Creep, exec vp & gen mgr; John T. Rutledge, in charge of sales & coml mgr; Earl Fisher, assistant gen mgr & program director; Earl Jagoe, chief engineer; Ruth Steele, news director.

WVJS-FM (1948): 96.1 mc; 10 kw. Duplicates WVJS (above).

PADUCAH, McCracken County

WDXB (Dec. 24, 1957): 1550 kc; 1 kw. DA-1. 110 N. 7th St. Phone 3-1737. E. Weeks McKinney-Smith (original owner).

Network NBC. Rep Richard O'Connell (New York); William Reilly, (Chicago); Dora-Clayton, (Atlanta).

E. Weeks McKinney-Smith, pres & news director; Jim M. Page, gen mgr & coml mgr; W. C. Barthe, program director; William Bloss, promotion mgr; Paul Lawrence, chief engineer; Chuck Blair, farm director; Jeanne Hinchey, women's director.

WKYB (1916): 570 kc; 1 kw-D. 500 w-N. DA-2. 526 Jefferson St. Phone 2-1678. The Barrington Co. of Kentucky (acquired station July 8, 1957).

Network MBS.
Bruce Barrington, pres; Ed Brewer, gen mgr & coml mgr; Mal Topping, program director; Tom Summers, chief engineer.

WKYB-FM (1947): 93.3 mc; 31 kw. Duplicates WKYB (above).

WPAD (Aug. 23, 1930): 1450 kc; 250 w. P. O. Box 450. Phone 2-8231. TWX PD 8308. Paducah Broadcasting Co. (original owner). (See Lackey stations in "Group Ownership").

Network CBS. Rep Stars National.
Pierce E. Lackey, pres & gen mgr; Prawat Lackey, vp & director; Gene Swindell, assistant station & promotion mgr, news director; Lina Wolff, coml mgr; Ben Smith, program director; U. C. Morris, chief engineer; Ed Luttrell, farm director; D. J. Henderson, women's director.

WPAD-FM (1946): 96.9 mc; 26 kw. Duplicates WPAD (above).

PAINTSVILLE, Johnson County

WSPF (April 1949): 1490 kc; 250 w. 121 Main St. Phone 1198. Big Sandy Broadcasting Co. (acquired station December 1951).

Network MBS, Keystone. Rep Best; Kentucky Radio Sales.
Ted Arnold Silvert, owner & gen mgr; Bill Barker, program director; Eugene Baldridge, chief engineer; Paul G. Fyffe, news director.

PARIS, Bourbon County

WKLX (Nov. 30, 1956): 1440 kc; 1 kw-D. 628 Main St. Phone 1440. Stephens Industries Inc. (original owner).

Network Keystone.
D. C. Stephens, pres; Dora S. Stephens, gen mgr; Asher Sizemore, coml mgr & promotion mgr; Charles Sebastian, chief engineer; Jerome Robbins, news director.

PIKESVILLE, Pike County

WLSI (Jan. 21, 1949): 900 kc; 1 kw-D. North Mayo Trail. Phone General 7-7321. Cumberland Pub. Co. (original owner) (see "Newspaper Ownership").

Specialty programs: Negro, 5 hrs. wkly.
Mrs. W. J. Ward, pres; Roy E. Alexander, gen mgr & coml mgr; John Adkins, program director & promotion mgr. Lawson Paxton, chief engineer & farm director; Hal Wanzer, news director; Edna Aders, women's director.

WPKE (Aug. 25, 1949): 1240 kc; 250 w. Williamson Addition, Peach Orchard Rd., zone 4. Phone General 7-4051. East Kentucky Broadcasting Corp. (original owner).

Network MBS. Rep Continental Radio Sales.
Jack L. Hatcher, pres; South Whitl, gen mgr; Gene Sturgill, coml mgr; Dorothy Robinson, program director; James K. Hoskins, chief engineer.

PINEVILLE, Bell County

WMLP (March 16, 1957): 1230 kc; 250 w. P. O. Box 26. Phone Edgewood 7-2100. States Broadcasting System Inc. (original owner).

Rep Continental Radio Sales; Kentucky Radio Sales.

Specialty programs: Negro, 42 hrs. wkly.
Charles F. Trivette, pres; South C. Bevin, exec vp, gen mgr & promotion mgr; Calvin C. Smith, coml mgr & program director; Hubert Turner & Floyd Turner, chief engineers; Roy Canfield, news director; Van King, farm director.

PRESTONSBURG, Floyd County

WDOC (Nov. 30, 1951): 1310 kc; 5 kw-D. North Lake Dr. Phone 2338. Gordon Collins (ac-

to buy or sell a station
in Kentucky

Paul H.
CHAPMAN COMPANY
1182 W. Peachtree
Atlanta

Radio Stations CONTINUED

KENTUCKY CONTINUED

quired station Nov. 30, 1957).

Network ABC.
Specialty programs: Negro, 6 hrs. wkly.
Gordon Collins, owner & coml mgr; Rex Osborne, gen mgr; Chas. Spradlin, program director; Doc Harmon, chief engineer; Pete Jon, news director.

WPRT (Dec. 5, 1952): 960 kc; 1 kw-D. South Lake Dr. Phone 2050. Stephens Industries Inc. (original owner).

Network Keystone.
D. C. Stephens, pres & owner; Dora S. Stephens, gen mgr; Clarence Robinson Jr., coml mgr; Walter F. May, program director & news director; David L. Stephens, station & promotion mgr; Guy Ferrell, chief engineer; Bob Jones, farm director; Elizabeth S. Luedke, women's director.

PRINCETON, Caldwell County

WPXY (March 15, 1950) 1580 kc; 250 w-D. Dawson Road. Phone 2072. Princeton Broadcasting Co. (original owner).

Network Keystone.
Leslie Goodaker, pres & gen mgr; Ellis Burnam, coml mgr; Twyman Boren, program director; Wilburn Wilson, promotion mgr; Marvin Mahoney, chief engineer.

RADCLIFF, Hardin County

WSAC (Oct. 29, 1955): 1470 kc; 1 kw-D. General Delivery, Fort Knox, Ky., Phone Elgin 1-3121. Radcliff, Ky. Fort Knox Broadcasting Corp. (original owner).

Rep. McGavren-Quinn.
B. E. Cowan, pres & gen mgr; Clement Cockrel, program director; Eugene K. Hornback, chief engineer; Bill Howell, news director; Lee Hutson Johns, women's director.

RICHMOND, Madison County

WEKY (Oct. 17, 1953): 1340 kc; 250 w. McKee Bldg. Phone 1310. WEKY Inc. (acquired station Oct. 17, 1953).

Network MBS.
Specialty programs: Negro, 1 hr. wkly.
O. C. Halvard, pres & gen mgr; Robert Spradlin, coml mgr; John Sullivan, program director; Jack Parrish, promotion mgr; John D. Jennings Jr., chief engineer; John Sullivan, news director; Charles Mastin, farm director; Loretta Canfield, women's director.

RUSSELLVILLE, Logan County

WRUS (Aug. 28, 1953): 610 kc; 500 w-D. P. O. Box 110. Phone Parkview 6-2471. South Kentucky Broadcasters (acquired station July 1, 1955). (See Hlook stations in "Group Ownership").

Network Keystone. Rep Best.
Roth E. Hook, pres; W. F. Sosh, gen mgr; Earl Johnson, coml mgr & chief engineer; Stanford Murphy, news director.

SCOTTSVILLE, Allen County

WLCK (Feb. 26, 1958): 1250 kc; 500 w-D. P. O. Box 186. Phone 490. State Line Broadcasting Co. (original owner).

Network Keystone. Rep Best.
R. L. Turner, pres; Bobby Colvin, gen mgr; Welby Hoover, coml mgr; J. B. Crawley, chief engineer; Harold Pitchford, news director; Sherry Watkins, women's director.

SOMERSET, Pulaski County

WSFC (1947): 1240 kc; 250 w. Kentucky Highway 1247. Phone 1240. Southeastern Broadcasting Co. (original owner).

Network MBS, Keystone. Rep Kentucky Radio Sales.
Mike Layman, pres & gen mgr; Don Orwin, coml mgr; John A. Hartnett, program director; Ralph Denton, technical director; Robert Shoopman, chief engineer; Clyde Denton, news director; Bob Hancy, sports director.

WTLO (not on air; target date not announced): 1480 kc; 1 kw-D. c/o Oris Gowen, Columbia, Ky. Pulaski Broadcasting Corp.

Oris Gowen, Ervin T. Buis, Rexford C. Vaughn, Andrew W. Spaw, Ethridge D. Elmore and Warren G. Adams, partners.

VANCEBURG, Lewis County

WKKS (July 1, 1958): 1570 kc; 250 w-D. 1106 Fair Lane. Phone Swift 6-3411. Karl Kegley (original owner).

Karl Kegley, owner, gen mgr & promotion mgr; Don Roberts, coml mgr; program director & news director; Jesse Stamm, chief engineer; Harold Gooding, farm director.

VANCLEVE, Breathitt County

WMTG (June 30, 1948): 730 kc; 1 kw-D. Phone Jackson Exchange, Normandy 6-5006. Kentucky Mountain Holiness Assn. (original owner).

Rep Continental Radio Sales.
Dr. Lela G. McConnell, pres; Wilfred Fisher, gen mgr & coml mgr; Violet Person, program director; Kenneth Amspugh, chief engineer & farm director; Seldon Short, news director.

WHITESBURG, Letcher County

WTCW (Feb. 27, 1953): 920 kc; 1 kw-D. P. O. Box 660. Phone 2711. Folkways Broadcasting Co. (acquired station July 1956).

Ernest Tubb, pres; Donald F. Crosthwaite, gen mgr; Wallace Day, coml mgr; Dana Insley, program director; J. W. Goode, chief engineer; Bob Fike, farm director.

WINCHESTER, Clark County

WWKY (Oct. 16, 1954): 1380 kc; 1 kw-D. 17½ W. Broadway. Winchester Broadcasting Co. (original owner).

Charles Drew, pres. & gen mgr; D. Joe Abbott, coml mgr; Ilerman Kelly, program director; Jay Watters, promotion mgr; Thomas Bratton, chief engineer; Tip Sharp, farm director; Betty Barnett, women's director.

LOUISIANA

ABBEVILLE, Vermilion Parish

KROF (1948): 960 kc; 1 kw-D. P. O. Box 306. Phone 90. Abbeville Broadcasting Service.
George P. Martin, gen mgr.

ALEXANDRIA, Rapides Parish

KALB (1935): 580 kc; 5 kw-D. 1 kw-N. DA-N. 601 Washington St. Phone 3-2543. TWX 484. Alexandria Broadcasting Co. (acquired station Feb. 1, 1957). (Also see T. B. Lanford stations in "Group Ownership").

Network ABC. Rep Weed.
T. B. Lanford, pres; Walter Nelson, gen mgr; Alex Marchand, coml mgr; Jim Bath, program director; Joyce Hodges, promotion mgr & women's director; Lee Worthy, chief engineer; John Harding, news director; Neville Powell, farm director.

KALB-FM (1948): 96.9 mc; 11 kw. Duplicates KALB (above).

*KALB-TV: Tv companion of KALB-AM-FM.

KDBS (1953): 1410 kc; 1 kw-D. P. O. Box 306. Phone 3-7454 Dixie Broadcasting Service.

Specialty programs: Negro, 26 hrs. wkly.
John A. Lazarone, partner; Irving Ward-Steinman, partner, gen mgr & promotion mgr; D. Ed Pebbles, coml mgr; Vin G. Lynch, program director & farm director; Henry J. Lazarone, chief engineer; Flo Prestridge, women's director.

KSYL (April 5, 1947): 970 kc; 1 kw, DA-N. P. O. Box 1489. Phone 6611. KSYL Inc. (original owner).

Network NBC. Rep Everett-McKinney; Brown (southern).

Specialty programs: Negro, 6 hrs. wkly.
Milton Fox, pres & coml mgr; Virgil G. Evans, gen mgr & promotion mgr; Sylvan Fox, program director; Lennie Dupree, chief engineer; Larry Parker, news director; Ben Hubbard, farm director; Shirley Racine, women's director.

AMITE, Tangipahoa Parish

WABL (Feb. 1956): 1570 kc; 500w-D. P. O. Box 611. Phone 8334. Amite Broadcasting Co. (acquired station April 5, 1958).

Charles Wehman Fitz, partner, gen mgr & coml mgr; Leonard Giacone, program director; Vernon E. Dudley, chief engineer; Bruce Milne, news director & farm director; Wessie Bankston, women's director.

BASTROP, Morehouse Parish

KGAN (June 1, 1957): 1340 kc; 250 w. P. O. Box 1340. Phone 1340. Bastrop Broadcasting Co. (original owner).

Bill Davis, gen mgr; Harry Howard, coml mgr & chief engineer; Nap Nappier, program director; Bill Thompson, news director; Dixie Ritchie, women's director.

KTRY (February 1948): 730 kc; 250 w-D. 217 S. Washington St. Phone 1400. Morehouse Broadcasting Co. (original owner). (See "Newspaper Ownership").

Network Keystone.
Specialty programs: Negro, 6 hrs. wkly.
George I. Johnson, gen mgr, coml mgr & promotion mgr; Carl Livingston, program director & news director; Charles Ferrell, chief engineer.

BATON ROUGE, East Baton Rouge Parish

WAIL (April 1946): 1460 kc; 5 kw-D, 1 kw-N. DA-N. 3150 College Drive. Phone Dickens 4-5275. Merchants Broadcasters Inc. (acquired station June 12, 1957).

Rep Weed.
Ralph L. Burge, pres & gen mgr; Roger S. Davison, coml mgr; Ernie Alexander, program director; Harold Herthum, promotion mgr; Edward van Valkenberg, chief engineer; Ronald Gomez, news director; C. B. Cutrer, farm director; Jill Anderson, women's director.

WEND (1956): 1380 kc; 500 w-D. Commerce Bldg. Phone Dickens 3-6606. Vox Inc. (acquired station March 1958).

Paul A. D'Antoni, James Dowdy and Don Farbridge, partners; Owen Elliott, station mgr.

WBHE (July 18, 1948): 1300 kc; 1 kw. DA-2. P. O. Box 1226, zone 1. Phone Dickens 8-6716. Community Broadcasting Co. (original owner).

Rep Walker-Rawalt.
G. T. Owen III, vp; Robert Earle, gen mgr & promotion mgr; O. F. Olsen, coml mgr; Bernard Zuccaro, program director; E. E. Case, chief engineer; Ron Paul, news director.

WJBO (1934): 1150 kc; 5 kw, DA-1. 444 Florida St. Phone Dickens 2-5271. TWX BR 78. Baton Rouge Broadcasting Co. (original owner). (See "Newspaper Ownership").

Network NBC. Rep Hollinberry.
Douglas L. Manship, pres; Howard L. Brooks, gen mgr; Roy Nichols, program director; Leonard E. Benson, chief engineer; Bob Hamm, news director.

WBRL (FM) (1941): 95.1 mc; 7.6 kw. Duplicates WJBO (above).

*WBRL (TV): Tv companion of WJBO, WBRL (FM).

WLCS (Nov. 1, 1946): 910 kc; 1 kw. DA-1. 204 North St. Phone Dickens 2-4411. Air Waves Inc. (original owner).

Rep Masla.
Lamar Simmons, gen mgr; T. A. LeBlanc, coml mgr; Gene Nelson, assistant station mgr, program director & promotion mgr; Gene Howell, chief engineer; David Nibel, news director.

WXOK (February 1953): 1260 kc; 1 kw-D. 243 Convention St. Phone Dickens 4-7604. WXOK Inc. (original owner). (See Paglin-Ray stations in "Group Ownership").

Rep Stars National.
Specialty programs: Negro, 100%.
Jules J. Paglin, pres; Stanley W. Ray Jr., vp & gen mgr; Thomas L. McGuire, vp & station mgr; James B. Winstead, assistant station mgr; Lucille J. Pollack, program director & news director; Tom Wood, chief engineer; Eula Hatter, women's director.

BOGALUSA, Washington Parish

WHXY (1954): 920 kc; 1 kw-D. P. O. Box 689. Phone Republic 2-4254. Bogalusa Broadcasting Corp. (See Holt Stations in "Group Ownership").

Charles W. Holt, pres; William E. Cutrer, gen mgr & news director; Bill Jones, program director; Charley Sharpin, chief engineer; Dolores Branton, women's director.

WIBC (1947): 1490 kc; 250 w. P. O. Box 811. Phone Republic 5-1355. Curt Siegelin (acquired station 1951).

Network MBS & Keystone.
Specialty programs: Negro, 1 hr. wkly.
Curt Siegelin, owner; John H. Knight, gen mgr & coml mgr; Bill Siegelin, program director; Charles Pearson, chief engineer; Ed Bishop, news director; Betty Ireland, women's director.

BOSSIER CITY, Bossier Parish

KBOL (September 21, 1957): 1220 kc; 250 w-D. 301 Ogilvie at Traffic, zone 1. Phone 3-1606. Bossier Broadcasting Service (original owner).

Specialty programs: Italian, ½ hr. wkly.
T. A. De Clouet, pres; H. A. Bridge Jr., vp; John J. Buckley, gen mgr; Carl Goulden, chief engineer.

COVINGTON, St. Tammany Parish

WARB (November 1953): 730 kc; 250 w-D. P. O. Box 568. Phone 1600. WARB Inc. (acquired station Aug. 1, 1957).

Network Keystone.
David Blossman, pres; Rick Webb, gen mgr & chief engineer; Jim Webb, coml mgr & promotion mgr; Bettie Ferrer, program director.

CROWLEY, Acadia Parish

KSIG (April 1947): 1450 kc; 250 w. Parkerson Ave. Phone 1450. KSIG Broadcasting Co. (acquired station June 1, 1955).

Network Southeastern Key Net. Rep Clark.
Specialty programs: French, 12 hrs. wkly; Negro, 3 hrs. wkly.

Hirsch J. Scholl, pres; Louis M. Basso, gen mgr; Thomas Griffin, coml mgr; Jim Trahan, program director; Shel Kanter, promotion mgr; Fred Hebert, chief engineer; Dudley Wilkins, news director; Alden Sonnier, farm director; Elizabeth Williams, women's director.

DeRIDDER, Beauregard Parish

KDLA (Nov. 11, 1950): 1010 kc; 1 kw-D. P. O. Box 46. Phone 7600. Sabine Broadcasting Co. (original owner). (See Cyril W. Reddoch stations in "Group Ownership").

Network Keystone & Southeastern Key Net.
Cyril W. Reddoch, partner; Ralph L. Hooks, gen mgr; Wayne L. Sanders, coml mgr & news director; Ted Thompson, program director & chief engineer; Winsett Reddoch, promotion mgr; Charles D. Haad, farm director; Patricia L. Hughes, women's director.

EUNICE, St. Landry Parish

KBUN (September 1952): 1490 kc; 250 w. P. O. Box 511. Phone Glendale 7-3041. Tri-Parish Broadcasting Co. (original owner).

Network MBS.
Specialty programs: French, 6 hrs. wkly.; Negro, 7½ hrs. wkly.

Vincent Rehil, pres; John A. Chauvin, gen mgr; Terrel McCrory, coml mgr; Karl R. DeRouen, program director & promotion mgr; Robert Crumpton, chief engineer; Houston LeJeune, news director & farm director; Anita Cart, women's director.

FERRIDAY, Concordia Parish

KPNV (November 1956): 1600 kc; 1 kw-D. 120 Louisiana Ave. Phone 7209. Miss-Lou Broadcasting Co. (original owner).

Specialty programs: Negro, 21 hrs. wkly.
Mrs. Marie K. Zuccaro, pres; J. S. Zuccaro, gen mgr; Mrs. Mildred Osnon, coml mgr.

Radio Stations CONTINUED

LOUISIANA CONTINUED

GOLDEN MEADOW, Lafourche Parish

KLFT (Nov. 4, 1955): 1600 kc; 1 kw-D. Theriot Bldg. Phone 6-5165. Leo J. Theriot, (acquired station June 1, 1953).

Network Keystone & Southeastern Key Market Net. Rep Best.

Specialty programs: French, 12 1/2 hrs. wkly.
Leo J. Theriot, owner; H. Earl Herron, gen mgr & chief engineer; Dudley Bernard, station mgr & farm director; Watt Jinks, program director; Betty Terrabonne, traffic manager; Roy Vicknair, news director; Linda Carskadon, women's director.

HAMMOND, Tangipahoa Parish

WFPE (1947): 1190 kc; 250 w. P. O. Box 452. Phone 960. Airweb Inc. (acquired station March 1, 1957).

Network Keystone.
Jesse L. Webb, Sr., pres; R. S. Bocker, gen mgr; Kit Carson, coml mgr & news director; Carl Roberts, program director; C. T. Baham, chief engineer.

HAYNESVILLE, Claiborne Parish

KLOV (1956): 1580 kc; 250 w-D. 3678 Rockham Drive, Shreveport, La. Phone 8-1552. Charles Edward Ray.

Charles Edward Ray, owner & gen mgr.

HOMER, Claiborne Parish

KVHL (Dec. 31, 1955): 1320 kc; 1 kw-D. P. O. Box 97. Phone 3804. Claiborne Broadcasting Corp. (original owner).

Network Keystone. Rep Best.
Specialty programs: Negro, 5 hrs. wkly.
Dr. T. M. Deas, pres; Jim Blanchard, gen mgr; Bob Hays, program director; Fred Reno, promotion mgr; Oscar Turner, chief engineer; Howard Gryder, news director.

HOUMA, Terrebonne Parish

KCIL (1948): 1190 kc; 250 w. Radio Center. Phone Uptown 2-6828. KCIL Inc. (acquired station July 1, 1953). (See Dixie Radio stations in "Group Ownership")

Rep Indie Sales.
Specialty programs: French, 9 hrs. wkly.
Denver Brannen, pres; Les Ryder, vp & gen mgr; Cliff Wilson, coml mgr & promotion mgr; Virginia Wade Ryder, program director & women's director; Cliff Wilson, chief engineer; Doug Way, news director.

JENNINGS, Jeff Davis Parish

KJEP (1950): 1290 kc; 1 kw-D. 500 w-N. DA-N. 1521 Lake Arthur Ave. Phone 1155. Jennings Broadcasting Co.

Network Keystone.
Clavis L. Bailey, gen mgr.

JONESBORO, Jackson Parish

KTOC (not on air, target date unannounced): 920 kc, 500 w-D. P. O. Box 128. Jackson Parish Broadcasters. (See "Newspaper Ownership").
Ansley Colvin and Theodore Colvin, partners.

JONESVILLE, Catahoula Parish

KLEC (1956): 1480 kc; 500 w-D. Jonesville. Phone 2481. Old South Broadcasting Co. (acquired station June 1, 1958).

Network Keystone & Southeastern Key Market Net. Rep Devney.
Specialty programs: Negro, 16 hrs. wkly.
L. G. Ratcliffe, pres; Ervin Parks, Jr., gen mgr & chief engineer; Dickie Walcott, Jr., program director.

LAFAYETTE, Lafayette Parish

KPEL (Jan. 2, 1950): 1420 kc; 1 kw-D. 500 w-N. DA-N. P. O. Box 863. Phone Center 4-7418. Pelican Broadcasting Co. (acquired station July 1, 1957).

Network MBS. Rep Richard O'Connell (East); William J. Reilly (Midwest).
Specialty programs: French, 1 1/2 hrs. wkly.
John Paul Goodwin, pres; W. A. Patton, gen mgr; James Drake, coml mgr; Charles W. Malone, program director; Dorothy Jordan, promotion mgr; Gerald Schoofs, chief engineer; Dudley Lastrapes, news director; Garland Bonin, farm director.

KVOL (1935): 1330 kc; 1 kw. DA-N. 519 S. Buchanan. Phone Center 4-5151. Evangeline Broadcasting Co. (original owner). (See "Newspaper Ownership" and Morgan Murphy-Walter C. Bridges stations in "Group Ownership").

Network NBC. Rep Mecker.
Specialty programs: French, 3 hrs. wkly.
Morgan Murphy, pres; George H. Thomas, gen mgr; Thomas G. Pears, coml mgr; Dick Aker, program director; Ann Blenvenu, promo-

tion mgr; Myrtle Case, chief engineer; Evan H. Hughes, news director; Floyd Cormier, farm director; Jo Chambers, women's director.

LAKE CHARLES, Calcasieu Parish

KAOK (May 10, 1947): 1490 kc; 250 w. P. O. Box 1399. Phone Hemlock 6-7541. KAOK Inc. (acquired station Nov. 1, 1951). (See Paglin-Ray stations in "Group Ownership").

Network MBS, OK Group. Rep Stars National.

Specialty programs: Negro, 19 hrs. wkly.
Jules J. Paglin and Stanley W. Ray Jr., chief owners; Tom Gresham, co-mgr, coml mgr & promotion mgr; Roy Rhodes, co-mgr & program director; Walter Jones, chief engineer; Jack Minnis, news director; Jim Lester, farm director; Dot Posateri, women's director.

KLOU (1947): 1580 kc; 1 kw, DA-1. 203 W. Clarence Street. Phone Hemlock 6-7277. Gulf Broadcasting Co. (acquired station January 1955).

Rep Walker-Rawalt.
Specialty programs: Negro, 1 1/2 hrs. wkly.
Bob Karl, pres; Robert L. Statham, gen mgr; James E. Crowley, coml mgr & promotion mgr; Rollie Rowlands, program director & news director; Lannis Lytle, chief engineer; Peggy Pelly, women's director.

KPLC (1935): 1170 kc; 5 kw-D. 1 kw-N. DA-N. P. O. Box 1521. Phone Hemlock 9-2713. TWX LH 96. Calcasieu Broadcasting Co. (acquired station June 1, 1938). (See T. B. Lanford stations in "Group Ownership").

Network NBC. Rep Weed.
Specialty programs: Negro, 1 hr. wkly.
T. B. Lanford, pres; Melham E. Mills, Jr., gen mgr; R. McLin White, coml mgr; Eleanor W. Shirley, program director; Shirley Kelley, promotion mgr; Edgar Barton, chief engineer; Joe Paget, news director & farm director; Lee Parsley, women's director.
KPLC-TV: Tv companion of KPLC.

LAKE PROVIDENCE, East Carroll Parish

KLPL (June 27, 1957): 1050 kc; 250 w-D. P. O. Box 342. Phone 334. Radio Services Co. (original owner).

Network Keystone. Rep Walker-Rawalt.
Specialty programs: Negro, 12 hrs. wkly.
Emmet McMurry and Frank Baldwin, partners; W. F. Underwood, gen mgr & coml mgr; Larry Scott, program director & farm director; Frank Monroe, promotion mgr & news director.

LEESVILLE, Vernon Parish

KLLA (1956): 1570 kc; 250 w-D. P. O. Box 1423. Phone 3403. Leesville Broadcasting Co. (original owner).

John A. Lazarone, partner; Irving Ward-Steinman, partner & gen mgr; Ed Marshall, coml mgr, promotion mgr, news director & farm director; Charles Kelly, program director; Byron Stokes, chief engineer.

MANSFIELD, DeSoto Parish

KDBC (June 15, 1954): 1360 kc; 1 kw-D. P. O. Drawer 740. Phone 1360. DeSoto Broadcasting Corp. (original owner).

Specialty programs: Negro, 5 hrs. wkly.
H. E. Sowell, pres; Arthur L. Greene, gen mgr, coml mgr & program director; Boyd Allinson, chief engineer; R. U. Johnson, farm director.

MARKSVILLE, Avoyelles Parish

KAPB (October 1954): 1370 kc; 1 kw-D. P. O. Box 7. Phone 7266. Avoyelles Broadcasting Corp. (original owner).

Network Keystone.
Specialty programs: French, 6 hrs. wkly.
W. L. Billups, pres; Chester J. Coco, executive vp; Willie J. Borden, gen mgr; Charles P. Woodside, program director & chief engineer.

MINDEN, Webster Parish

KASO (April 1, 1952): 1240 kc; 250 w. P. O. Box 588. Phone Franklin 7-1513. Dixie Broadcasters (acquired station July 1958).

Rep Best.
Specialty programs: Negro, 2 hrs. wkly.
Martin Kirsch, Jr., pres, gen mgr & coml mgr; Billy Hyatt, chief engineer; Greg Edwards, news director; Billy Sue Brynnt, women's director.

MONROE, Ouachita Parish

KLIC (June 23, 1950): 1230 kc; 250 w. Bernhard Bldg. Phone Fairfax 3-1817. Dr. Frank P. Cerniglia (original owner).

Network MBS.
Specialty programs: Negro, 15 1/2 hrs. wkly.
Dr. Frank P. Cerniglia, pres, gen mgr & coml mgr; Mrs. Mary Ruth Gates, program director & women's director; Gordon Greer, promotion mgr; Travis Hightower, chief engineer; Bob Jacobs, news director.

KMLB (1930): 1440 kc; 5 kw-D. 1 kw-N. DA-N. Hotel Alvis. Phone Fairfax 2-7181. TWX 8793. WSTV Inc. (acquired station Feb. 5, 1958). (See Friendly group in "Group Ownership").

Network ABC & NBC. Rep Pearson.
Jack N. Berkman, pres; Raymond W. Baker, gen mgr; James R. Plaisance, assistant gen mgr & program director; O. L. Morgan, chief engineer; James Erwin, news director; Lawrence Gibbs, sports director.

KMLB-FM (1947): 194.1 mc 17 kw. Duplicates KMLB (above).
KNOE (October 1944): 1390 kc; 5 kw. DA-N. KNOE Road. Phone Fairfax 2-8155. TWX MRG 8731. James A. Noe (original owner).

Rep H-R.

Specialty programs: Negro, 4 hrs. wkly.
James A. Noe, pres; Edd Routt, gen mgr; James A. MacDonough, coml mgr; Lou Swanson, program director & farm director; Dixie Ware, promotion mgr & women's director; Ray Boyd, chief engineer; Mac Ward, news director. KNOE-TV: Tv companion of KNOE.

MORGAN CITY, St. Mary Parish

KMRC (April 1951): 1430 kc 500 w-D. Citizen's National Bank Bldg. Phone 3025. Tri-City Broadcasting Inc. (original owner).

Rep Indie Sales.
Warren J. Fortier, pres; Earl Wootton, gen mgr & coml mgr; Farrell Bonner, program director & promotion mgr; Bob Phillips, chief engineer; K. K. Nicklas, news director.

NATCHITOCHEES, Natchitoches Parish

KNOC (May 1, 1947): 1430 kc, 250 w. Strod & Fifth Sts. Phone 2353. Natchitoches Broadcasting Co. (acquired station December 1955).

Network MBS.
Specialty programs: Negro, 7 1/2 hrs. wkly.
E. Hillman Bailey, Jr., pres, gen mgr, chief engineer; Norman A. Fletcher, sec-treas station mgr & promotion mgr; James Thomasee, coml mgr; Jim Elkins, program director & farm director; Joe Cunningham, news director; Mary E. Wade, women's director.

NEW IBERIA, Iberia Parish

KANE (August 1946): 1240 kc; 250 w. P. O. Box 383. Phone Emerson 9-6726. New Iberia Broadcasting Co. (original owner).

George H. Thomas, pres; Donald Bonta, gen mgr; Sherry Lopez, coml mgr; Mrs. Jim Stein, program director; Joe Sikis, promotion mgr; M. E. Case, chief engineer; Ken Nowell, news director.

KVIM (June 4, 1952): 1360 kc; 1 kw-D. P. O. Box 50. Phone Emerson 4-5826. Queen City Broadcasting Co. (original owner).

Specialty programs: Negro, 1/2 hr. wkly.
Paul M. Cochran, pres; John H. Coco, gen mgr; Howard LaBauve, coml mgr; Howell Puckett, program director; Floyd Bernard, chief engineer; Bernie Aucoin, news director.

NEW ORLEANS, Orleans Parish

WBOK (February 1951): 800 kc; 1 kw-D. DA. 505 Baronne St. Phone Tulane 5363. WBOK Inc. (original owner). (See Paglin-Ray stations in "Group Ownership").

Network OK Group. Rep Stars National.
Specialty programs: Negro 100%.
Jules Paglin, pres; Stanley W. Ray Jr., executive vp; Ed Prendergast, vp & station mgr; Fred Schwarz, coml mgr; Jim Brown, program director & news director; Dave Haller, promotion mgr; John Rhoads, chief engineer; Eddie Teamer, farm director; Issie Mae Harris, women's director.

WDSU (1923): 1280 kc; 5 kw. DA-1. 520 Royal St., zone 16. Phone Tulane 1371. TWX 290. WDSU Broadcasting Corp. (acquired station June 1948). (See WDSU Broadcasting Corp. stations in "Group Ownership").

Network NBC. Rep Blair.
Edgar B. Stern Jr., pres; Robert D. Swezey, executive vp & gen mgr; A. Louis Road, vp & coml mgr; Jim Dunbar, production mgr; Marion Annenberg, promotion mgr; Lindsey Riddle, chief engineer.

WDSU-FM (1948): 105.3 mc; 3.1 kw. Same address, license and staff as WDSU.
WDSU-TV: Tv companion of WDSU-AM-FM.
WJBW (1926): 1230 kc; 250 w. Cigall Bldg. Phone Magnolia 3183. Louise C. Carlson Inc. (See Tarlow stations in "Group Ownership").

Rep Keller.
Louis C. Carlson, gen mgr.
WJMR (1916): 990 kc; 250 w-D. Jung Hotel, Zone 13. Phone Express 3131. Supreme Broadcasting Co.

Rep Forjee.
Chester F. Owens, pres; George A. Mayoral, vp & managing director; Mort Silverman, gen mgr.

WRCM (FM) (1945): 97.1 mc; 5.9 kw. duplicates WJMR (above).
WJMR-TV: Tv companion of WJMR and WRCM (FM).

WNOE (1925): 1060 kc; 50 kw-D. 5 kw-N. DA-2. St. Charles Hotel, zone 12. Phone Express 2173. TWX 571. James A. Noe. (acquired station 1936).

Rep Avery-Knodel.
James A. Noe, owner; James A. Noe Jr., gen mgr; Bud Connell, program director; A. J. Bourgeois, chief engineer; Dave Banks, news director; Gerrie Daubert, women's director.
***WNPS** (1953): 1450 kc; 250 w. 1133 Webster St., zone 15. Phone Twinbrook 5-6918. Orleans Parish School Board (acquired station April 1958).

Jeanne Minge, co-ordinator of education by radio; George Penman, engineer.
WSMB (April 1925): 1350 kc; 5 kw. DA-N. Maison Blanche Bldg., zone 16. Phone Magnolia 5921. TWX 183. WSMB Inc. (original owner). (See Founders Corp. stations in "Group Ownership").

Network ABC. Rep Hottingbery.
John M. Shaheen, pres; M. Franklin Warren, gen mgr; Dennis V. Donegan, coml mgr; Marshall Pearce, program director; Dixie Leigh, promotion mgr; Harold G. Nebe, chief engineer; Don Barnett, news director.

WTPS (1948): 940 kc; 1 kw-D. 500 w-N. DA-N. 61. Howard Ave. Phone Canal 5361. Times

*Non-commercial educational.

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CHAPMAN COMPANY**
1182 W. Peachtree
Atlanta

Radio Stations CONTINUED

LOUISIANA CONTINUED

Mcayune Pub. Co. (See "Newspaper Ownership").

Network MBS. Rep Branham, George W. Healy Jr., gen mgr.

WTIX (1947): 600 kc, 5 kw, DA-2, 624 Canal St. Phone Magnolia 3562. Storz Broadcasting Co. (acquired station 1958). (See Storz stations in "Group Ownership").
Rep Young.

Todd Storz, pres; Fred Berthelson, gen mgr & coml mgr; John Barrett, program director; Charles A. Schmid, chief engineer.

WWL (March 31, 1922): 870 kc; 50 kw, DA-1, Roosevelt Hotel, zone 12. Phone Jackson 5-2194. TWX 483. Loyola U. of the South (original owner).

Network CBS. Rep Katz.
Rev. Patrick Donnelly, pres; W. H. Summer-ville, gen mgr; John L. Vath, station mgr; W. J. Drengel, program director; J. D. Bloom, chief engineer; Fred Hammond, news director; George Shannon, farm director; Suzanne Javeau, women's director.

WWL-TV: Tv companion to WWL.
WWMT (FM) (February 1953): 95.7 mc; 17 kw, 2031 St. Charles Ave., zone 13. Jackson 5-5304. Fidelity Broadcasting Inc.
George R. Montgomery pres; Mary O Teator Jr., gen mgr.

WYLD (1950): 600 kc, 1 kw-D, 2906 Tulane Ave. Phone Galvez 4112. Rounsaville of New Orleans Inc. (acquired station Dec. 16, 1957). (See R. W. Rounsaville stations in "Group Ownership").

Rep Gill Perna; Dora-Clayton (southeast). Specialty programs: Negro 100%.

Robert W. Rounsaville, pres; William Arthur Selley Jr., vp & gen mgr; John Fulton, gen sales mgr; Clay L. Morgan, coml mgr; Larry McKinley, program director & news director; Samuel L. Perkins, chief engineer.

OAKDALE, Allen Parish

KRAH (1952): 900 kc; 250 w-D, P. O. Box 571. Phone 900. Louisiana Broadcasting Service (original owner). (See C. W. Reddock Stations in "Group Ownership").

Network: Keystone & Southeastern Net. Ralph L. Hooks, partner & gen mgr; Larry Hargrove, coml mgr; & chief engineer; Ken Goss, program director.

OAK GROVE, West Carroll Parish

KWCL (August 1958): 1280 kc; 500 w-D. Phone Garden 8-3208. Carroll Broadcasting Co. (original owner).

E. R. McCormick, W. O. James & D. B. Fisk, chief owners; W. Oliver Bauman, gen mgr & coml mgr; Charles Fairrell, chief engineer.

OPELOUSAS, St. Landry Parish

KSLO (September 1947): 1230 kc; 250 w KSLO Ridg. Phone 2633. KSLO Broadcasting Co. (original owner).

Network ABC & Keystone. Rep Sears & Ayer. Specialty programs: French, 18 hrs. wkly.; Negro 12 1/2 hrs. wkly.

W. Eugene Jones, gen mgr; A. B. Reed, Jr., coml mgr; Wandell Allegood, program director; Rita Valin, promotion mgr; Richard M. Cole, chief engineer; Jim Schmitt, news director; Rod Bernard, farm director; Vera Cole, women's director.

RAYVILLE, Richland Parish

KCLP (1957): 990 kc; 250 w-D, P. O. Box 535. Richland Broadcasting Co. (original owner).
C. L. Planchard, gen mgr.

RUSTON, Lincoln Parish

KRUS (Nov. 11, 1947): 1490 kc; 250 w 305 Park Ave. Phone Alpine 5-2530. Ruston Broadcasting Co. (original owner). (See "Newspaper Ownership").

Network Keystone.
Specialty programs: Negro, 2 1/2 hrs. wkly. Clarence E. Faulk, Jr., pres; William S. Carter, gen mgr; Gall Pearson, program director & women's director; R. M. Moriarty, chief engineer; Gerry Hambleton, news director; Wade Meade, farm director.

SHREVEPORT, Caddo Parish

KBCL (see Bossier City listing).

KCLJ (1951): 1650 kc; 250 w-D, P. O. Box 197. Phone 3-6107. Southwest Broadcasters Inc. (acquired station July 1958).

Rep Gill Perna.
Johnnie K. Hill, gen mgr; Bob Shipley, coml mgr; Ed Hamilton, program director, promotion mgr & news director; Benny Culbertson, chief engineer; Merle Kilgore, farm director; Frances Hilburn, women's director.

KEEL (1922): 710 kc; 10 kw-D, 5 kw-N, DA-2, 1500 N. Market St. Phone 5-8692. Foster & Assoc. (acquired station September 1957). (See McLendon stations in "Group Ownership").

Rep Blair.
Gordon B. McLendon, pres; Richard H. Wilcox, vp & gen mgr; Mrs. Marie Gifford, coml mgr; Phil Page, program director & promotion mgr; Rudy Johnson, chief engineer; Nick Gearhart, news director.

KENT (August 1947): 1556 kc; 1 kw-D, 500 w-N, DA-N, 311 Milam Bldg. Phone 3-3681. Radio Shreveport Inc. (acquired station May 1958).

Network MBS, NBC. Rep Walker-Rawalt.
Troy A. Kaichen, pres & gen mgr; Al Donaldson, coml mgr; Bill Jay, program director; Bill Monroe, promotion mgr; L. J. Carlson, chief engineer; Al Crouch, news director.

KJOE (August 1, 1951): 1480 kc; 1 kw-D, 529 1/2 Crockett St. Phone 2-0732. Audiocasting Inc. (original owner).
Rep Forjoe.

Joe Monroe, pres & gen mgr; Patrick Struve, asst. mgr; Vera Steiman, program director; Newman J. Keyes, chief engineer; Bobby Ward, women's director.

KLUE (Jan. 27, 1957): 1300 kc; 1 kw-D, 850 Havens Road. Phone 2-4617. Twin City Broadcasting Co. (original owner).

Rep Green & Ward; Clyde Melville (Southwest).

Charles E. Hay, pres, gen mgr & coml mgr; Michael Coppold, program director & news director; C. H. Maddox, chief engineer; Dollye Lloyd, women's director.

KRMD (1931): 1340 kc; 250 w, P. O. Box 1712. Phone 3-6171. TWX SH-95. Radio Station KRMD (original owner). (See T. B. Lanford stations in "Group Ownership").

Network ABC. Rep Weed.
T. B. Lanford, pres; William L. Switzer, gen mgr & coml mgr; Joseph H. Keith, station mgr; Elizabeth Alford Roberts, promotion mgr & women's director; W. J. Wilkinson Jr., chief engineer; Jack Walsh, news director; Ken Elliot, farm director.

KRMD-FM (1948): 191.1 mc; 11.5 kw. Duplicates KRMD (above).

KWKH (1925): 1130 kc, 50 kw, DA-N, Commercial Bldg., zone 32. Phone 2-8711. TWX SH 36. International Broadcasting Corp. (acquired station 1932). (See "Newspaper Ownership").

Network CBS. Rep Christal.
William H. Bronson, pres; Henry B. Clay, executive vp & gen mgr; Jack Timmons, coml mgr; Frank Pike, program director; James T. Briggs, promotion mgr; W. E. Antony, technical director; O. S. Droke, chief engineer; Gene Goss, news director; Jim Hedrick, farm director; Jack Fiser, sports director.

KWKH-FM (1948): 91.5 mc; 13.5 kw. Duplicates KWKH (above).

KZEA (1950): 980 kc; 5 kw-D, 305 Milam St. Phone 4-6681. John McLendon & Assoc. (acquired station July 1958). (See McLendon-Ebony stations in "Group Ownership").

Rep Gill Perna.
Jesse Richardson, gen mgr.

SPRINGHILL, Webster Parish

KBSF (1954): 1460 kc; 1 kw-D, P. O. Box 597. Phone Lehigh 9-4616. Springhill Broadcasting Co. (original owner).

Network Keystone. Rep Best.
Roy M. Fish, pres; Arthur W. Dickerson, gen mgr, coml mgr & promotion mgr; Howard Clark, program director; Robert Wainwright, chief engineer & news director; Carl Eugene Burns, farm director; Una Forte, women's director.

SULPHUR, Calcasieu Parish

KIKS (1955): 1310 kc; 500 w-D, DA. Phone Jackson 7-5266. Lake Broadcasting Co.
Rep O'Connell (New York); Clarke Brown (South & Denver); William J. Reilly (Midwest).

Dale D. Mahurin, vp & gen mgr.

TALLULAH, Madison Parish

KTLA (Sept. 4, 1951): 1360 kc; 500 w-D, P. O. Box 1360. Phone 1360. Howard E. Griffith. (original owner).

Specialty programs: Negro, 12 hrs. wkly.
Howard E. Griffith, owner gen mgr & chief engineer; Chris C. Kimbell, Jr., coml mgr & promotion mgr; Pearle C. Luckett, program director & women's director; Max McDonald, farm director.

THIBODAUX, Lafourche Parish

KTB (Dec. 21, 1953): 630 kc; 500 w-D, 701 W. 5th St. Phone Hillcrest 7-9096. Delta Broadcasters Inc. (original owner).

Specialty programs: Negro, 2 hrs. wkly.; French 1 hr. wkly.
Ferd H. Hook, pres; Ray Saadi, gen mgr & program director; Lee Martin, chief engineer & farm director; Jim Elmer, news director; Marie Bergeron, women's director.

VILLE PLATTE, Evangeline Parish

KVPI (November 1953): 1050 kc; 250 w-D, P. O. Box 568. Phone 5885. Ville Platte Broadcasting Co. (original owner).

Network Keystone.
Specialty programs: French, 3 hrs. wkly.; Negro, 7 hrs. wkly.
Lionel B. Deville, pres; Chris Duplechain, gen mgr, coml mgr & program director; J. L. Sylvester, chief engineer; Floyd Soileau, farm director; Marie Moreau, women's director.

VIVIAN, Caddo Parish

KLVI (June 1, 1951): 1600 kc; 500 w-D, P. O. Box 1059. Phone 3296. Joel Ellis Wharton. (original owner).

J. E. Wharton, owner, gen mgr & chief engineer; Mrs. J. E. Wharton, program director.

WEST MONROE, Ouachita Parish

KUZN (Aug. 4, 1956): 1310 kc; 1 kw-D, 312 1/2

Trenton St. Phone Fairfax 2-1191. Howard E. Griffith. (original owner).

H. E. Griffith, owner & chief engineer; Ollie Bales, gen mgr; coml mgr; & promotion mgr; Jorge Mack, program director & news director; Charles Morzan, farm director; Katie Butler, women's director.

WHITE CASTLE, Iberville Parish

KEVL (1955): 1590 kc; 1 kw-D, P. O. Box 457. Phone 5116. TWX 3160. Big League Broadcasting Co. (original owner).

Network Keystone. Rep Best.
Ed Vanvalkenburg, pres; Lou Millet, gen mgr, coml mgr & promotion mgr; John Whitacker, chief engineer; Bill Day, news director & farm director.

WINNFIELD, Winn Parish

KVCL (Dec. 17, 1955): 1270 kc; 1 kw-D, P. O. Box 548. Phone 5822. Southern Broadcasting Co. (original owner).

Network: Keystone. Rep Sears & Ayer.
Specialty programs: Negro 2 hrs. wkly.
J. A. West Jr., pres; William G. Darland Jr., gen mgr, coml mgr & news director; Charles Christie, program director & women's director; James A. Mackey, chief engineer.

WINNSBORO, Franklin Parish

KMAB (May 1, 1957): 1570 kc; 500 w-D, P. O. Box 312. Phone 5111. Franklin Broadcasting Co. (original owner). (See W. Gordon Allen stations in "Group Ownership").

Rep Continental Radio Sales.
Specialty programs: Negro, 1 hr. wkly.
J. H. Martin, pres; St. Willing, gen mgr & coml mgr; Audie McGraw, chief engineer; Otis Hassell, news director; Guy Luno, farm director; LaFoy McCarty, women's director.

Specialty programs: French, 1 hr. wkly.
Eust Couture, pres; Norman G. Gallant, gen mgr; Mona Toothaker, program director; Joseph Roy, supervisory engineer; James Shaw, news director & farm director; Catherine Rice Gallant, women's director; John Davis, mgr of Gardiner (Me.) studios.

WRDO (Feb. 22, 1932): 1400 kc; 250 w, 175 Water St. Phone Mayfair 3-4735. WRDO Inc. (see Adeline R. Rines stations in "Group Ownership").

Network NBC. Rep Weed.
William H. Rines, pres; Leslie R. Hubley, gen mgr; Harold T. Dinsmore, chief engineer; Dan Kelly, news director; Dorothy M. Campbell, women's director.

BANGOR, Penobscot County

WABI (March 1924): 910 kc; 5 kw, DA-N, 57 State St. Phone 6446. TWX BG 84. Community Broadcasting System (acquired station in 1932). (See Community Broadcasting Service stations in "Group Ownership").

Network MBS, Yankee; Lobster Net. Rep O'Connell (East); Holman (West and Midwest).

Specialty programs: French, 1 hr. wkly.
Horace A. Hildreth, pres; Leon P. Gorman Jr., executive vp; Walter L. Dickson, vp in charge of operations; John MacLae, station mgr & program director; Charles M. Sias, sales mgr & promotion mgr; Wallace Edwards, engineering supervisor; John Bosman, news director; John Manchester, farm director.

WGUY (1947): 1230 kc; 250 w, 25 Central St. Phone 7354. TWX BGR 89. Bangor Broadcasting Corp. (acquired station Feb. 17, 1958). (See Stone-Couture stations in "Group Ownership").

Network CBS; Lobster Net. Rep Harry Wheeler (Boston); O'Connell (New York).
Melvin L. Stone, pres; James P. Hinchey, gen mgr; Pace Jones, coml mgr; Walter Pinto, program director; Joyce Silver, promotion mgr; James Golden, chief engineer; James Walsh, news director; Carole Corson, women's director.

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Radio Stations CONTINUED

MAINE CONTINUED

BANGOR [Continued]

WLBZ (December 1926): 520 kc; 5 kw. DA-N. 106 Main St. Phone Bangor 2-4654. Maine Broadcasting Co. (see Adeline B. Rines stations in "Group Ownership").

Network NBC; Maine Broadcasting System. New England Regional Net. Rep Weed.

William H. Rines, pres; Edward E. Guernsey, gen mgr; Irving S. Hunter, coml mgr; Edward Owen, program director; John Wibby, chief engineer; John Wellington, news director; Jake Broffice, farm director.

BATH, Sagadahoc County

WBMS (September 23, 1957): 730 kc; 500 w-D. 195 Front St. Phone Hilltop 3-5543. Winslow Turner Porter (original owner).

Winslow T. Porter, pres & gen mgr; Lewis Colby, coml mgr; Mark Roman, program director; Jack Stelling, promotion mgr; Dr. Harry Farrar Hinchey Jr., chief engineer; William H. Prosser, news director.

BIDDEFORD, York County

WIDE (Nov. 6, 1948): 1400 kc; 250 w. 231 Main St. Phone 4-4566. Biddeford Broadcasting Corp. (acquired station 1954). (see Vic Diehm Assoc. stations under "Group Ownership").

Network MBS; Yankee. Rep Hollingbery. Specialty programs: French, 7½ hrs. wkly. Victor C. Diehm, pres; Arthur Peters, gen mgr, chief engineer, coml mgr & program director; William Petit, news director.

BRUNSWICK, Cumberland County

***WBOR** (1949). 91.1 mc; 10 w. Moulton Union, Bowdoin College. (Bowdoin College).

Wayne H. Smith, pres; George Basbas, gen mgr; Philip S. Wilson, program director; Robert Cornelli, chief engineer.

*Non-commercial educational.

WCMB (December 16, 1955): 900 kc; 500 w-D. River Road. Phone Parkview 5-3507. TWX 7760-2. Westminster Broadcasting Corp. (original owner).

Network Lobster Network. Rep Walker-Rawalt.

Glenn H. Hilmer, owner, program director & news director; Clifford G. Kemberling, gen mgr; Raymond B. Durgin, coml & promotion director; Melville T. Whitcomb, chief engineer.

CARIBOU, Aroostook County

WFST (July 15, 1956): 600 kc; 5 kw-D. Box 65. Phone 3731. Northern Broadcasting Co. (original owner).

Network Lobster Network. Rep Richard O'Connell; William J. Reilly; Harry Wheeler & Co.

F. S. Tibbetts, pres; Elby Stevens, vp, gen mgr & coml mgr; Ray Mosher, program director & news director; Al Knight, promotion mgr; Gerald Johnson, chief engineer & farm director; Phyllis Belangr, women's director & assistant station mgr.

WFST-FM (Oct. 1, 1956): 97.7 mc; 220 w. Duplicates WFST (above).

HOULTON, Aroostook County

WABM (1950): 1340 kc; 250 w. North Rd. Phone 2257. Aroostook Broadcasting Corp. (see Community Broadcasting Service in "Group Ownership").

Network NBC, ABC, Yankee. Rep Hollingbery, Kettell-Carter (New England).

Leon P. Gorman Jr., executive vp; Walter L. Dickson, vp-operations; Dick Marshall, station mgr; William J. Mullen, national sales mgr.

LEWISTON-AUBURN, Androscoggin County

WCOU (August 21, 1938): 1240 kc; 250 w. 223 Lisbon St. Phone 4-6921. Twin City Broadcasting Co. (original owner). (see Stone-Couture stations in "Group Ownership").

Network MBS, Yankee, Lobster. Rep O'Connell, Wheeler (Boston).

Specialty programs: French, 3 hrs. wkly. (Sundays only).

Faust Couture, pres & chief owner; John Tibby, gen mgr, coml mgr & promotion mgr; Annette Howantec, program director; Carl Rounds, chief engineer; Don Roberts, news director; Harold Alberghini, farm director; Roselle Coury Fortier, women's director.

WCOU-FM (Feb. 29, 1948): 93.9 13 kw. Duplicates WCOU (above).

WLAM (Sept. 4, 1947): 1470 kc; 5 kw. DA-1. 129 Lisbon St. Lewiston. Phone 4-5401. TWX LT 95. Lewiston-Auburn Broadcasting Corp. (original owner).

Network ABC, Maine Broadcasting System. Rep Weed.

Specialty programs: French, 2½ hrs. wkly. Frank S. Hoy, chief owner, treas; F. Parker Hoy, gen mgr & pres; Romeo E. Sansoucy, coml mgr; Frank L. Sweeney, program director & promotion mgr; Herbert O. Wiles, chief engineer; Frederick H. Gage, news & farm director; Dorothy Eichorn, women's director.

***WRJR (FM)**: 91.5 mc; 10 w. Bates College.

*Non-commercial educational.

PORTLAND, Cumberland County

WCSH (July 13, 1925): 970 kc; 5 kw. DA-N. 157 High St. Phone Spruce 2-0181. TWX 93. Maine Radio and Television Co. (acquired station June 10, 1955). (see Adeline B. Rines stations under "Group Ownership").

Network NBC, New England Regional, Key station of Maine Broadcasting System. Rep Weed.

William H. Rines, pres; Donald Powers, gen mgr; Benjamin Hubley, coml mgr; Robert L. Arnold, program director, promotion mgr & news director; Charles R. Brown, chief engineer; Linwood Broffice, farm director.

WCSH-TV: Tv companion of WCSH.

WGAN (Aug. 3, 1938): 560 kc; 5 kw. DA-1. 390 Congress St. Phone Spruce 2-4661. TWX PO 196. Guy Gannett Broadcasting Services. (original owner). (see "Newspaper Ownership").

Network CBS. Rep Avery-Knoedel.

Jean Gannett Williams, pres; Creighton E. Gatchell, gen mgr & vp; Francis H. Farnum Jr., station mgr & sales mgr; Charles R. Sanford, program mgr; John M. Havey, promotion mgr; Roger W. Hodgkins, chief engineer; Nunzi Casavola, news director; George Hunter, farm director; Jane C. Lauten, women's director.

WGAN-TV: Tv companion of WGAN.

WLOB (Feb. 2, 1957): 1310 kc; 1 kw-D. 212 Middle St. Phone Spruce 5-2336. Casco Broadcasters Corp. (original owner). (see Tarlow Assoc. stations in "Group Ownership").

Network Lobster Network, State of Maine. Reprs Richard O'Connell; Harry Wheeler & Co. Sherwood J. Tarlow, pres; Melvin L. Stone, gen mgr; David L. Royle, coml mgr; Howie Leonard, program director; Winifred Bennett, promotion mgr; T. Richard Dunn, chief engineer; James Niclids III, news director; Arlene Viles, women's director.

WFOR (1946): 1490 kc; 250 w. 477 Congress St. zone 1. Phone Spruce 3-3111. TWX PO 199. Hillereth Broadcasting Co. (acquired station May 11, 1953). (see Community Broadcasting Service stations in "Group Ownership").

Network ABC, MBS, Yankee. Rep Hollingbery, Kettell-Carter.

Harold A. Hildreth, pres; Donald E. Knowles, gen mgr & promotion mgr; William J. Mullen, coml mgr; Kenneth Garland, program director; Joseph A. Williams, chief engineer; Alan Bourne, news director.

PRESQUE ISLE, Aroostook County

WAGM (1931): 1450 kc; 250 w. 489 Main St. Phone 9-2461. Aroostook Broadcasting Corp. (see Community Broadcasting Service stations in "Group Ownership").

Network NBC, ABC, Yankee. Rep Hollingbery, Kettell-Carter (New England).

Leon P. Gorman Jr., executive vp; Walter L. Dickson, vp-operations; Dick Marshall, station mgr; William J. Mullen, national sales mgr.

ROCKLAND, Knox County

WRKD (Oct. 1, 1951): 1150 kc; 350 w. 493 Main St. Phone 1800. Knox Broadcasting Co. (acquired station Dec. 1, 1957).

Network ABC. Rep Kettell-Carter.

Specialty programs: Finnish, 1 hr. wkly. Carleton D. Brown, pres & chief owner; Paul R. Huber, gen mgr & program director; Fred L. Perkins Jr., coml mgr; Miles Lamson, chief engineer; Raymond Gross, news director; Frank Knight, farm director.

RUMFORD, Oxford County

WRUM (Aug. 21, 1953): 790 kc; 1 kw-D. 89 Congress St. Rumford Broadcasting Co. (original owner). (see Stone-Couture stations in "Group Ownership").

Network Keystone, Lobster Network of Maine. Rep Richard O'Connell, Harry Wheeler & Co., William J. Reilly.

Melvin L. Stone, pres; Kenneth J. Ellis, gen mgr & program director; George B. Cunningham, coml mgr & promotion mgr; Peter F. Paul, chief engineer; Elicou D. Moore, news director & women's director; Harold A. Andrews, farm director.

SANFORD, York County

WSME (Nov. 9, 1957): 1220 kc; 1 kw-D. P. O. Box 1220. Phone 1574. York Broadcasting Co. (acquired station Jan. 8, 1958).

Network Lobster Network Reprs O'Connell, Harry Wheeler & Co. (Boston), William J. Reilly (Chicago).

Melvin L. Stone, pres; John A. Carlson, gen mgr, coml mgr, program director & promotion mgr; Richard B. Parker, chief engineer; Bob Hall, news director & farm director; Paula Swartz, women's director.

SKOWHEGAN, Somerset County

WGEM (March 17, 1956): 1150 kc; 1 kw-D. 61 Water St. Phone Greenwood 4-2727. Pineland Broadcasting Co. (original owner). (see Stone-Couture stations in "Group Ownership").

Melvin L. Stone, pres; Harry K. Houstis, gen mgr & coml mgr; Stanley S. Milton, program director; Katherine Lealos, promotion mgr & women's director; Llewellyn Greenlaw, chief engineer; Tom Morton, news director.

SOUTH PARIS, Oxford County

WKTQ (1955): 1450 kc; 250 w. Alpine St.

Phone Pilgrim 3-2311. Oxford Broadcasting Corp.

Gerald T. Higgins, pres & coml mgr; Elden H. Shute Jr., station mgr; Dick Dean, program director; Donald Winstow, chief engineer.

WATERVILLE, Kennebec County

WTVL (1946): 1490 kc; 250 w. 36 Silver St. Phone Trinity 3-3311. TWX 360. Kennebec Broadcasting Co. (original owner).

Network ABC, Downeast Network. Rep Hollingbery, Kettell-Carter.

Specialty programs: French, ¾ hrs. wkly. Carleton D. Brown, pres & gen mgr; Harold L. Viguc, coml mgr; Ken Chaso, program director, promotion mgr & farm director; Donald Sutherland, chief engineer; Ralph Wallace, news director; Evelyn Page, women's director.

MARYLAND

ABERDEEN, Harford County

WAMD (May 1, 1957): 970 kc; 500 w-D. DA. P. O. Box 485. Phone 2070. Harford County Broadcasting Co. (original owner).

John L. Allen, pres & gen mgr; C. H. Jarvis, coml mgr; Robert H. Gray, program & news director; John A. McAulay, chief engineer; Jean Allen, women's director.

ANNAPOLIS, Anne Arundel County

WABW (1946): 810 kc; 250 w-D. P. O. Box 1551. Phone Colonial 3-9211. WASL Broadcasting Co. (acquired station January 1957).

Specialty programs: Negro, 3 hrs. wkly.; Greek, 1 hr. wkly.; German, ½ hr. wkly.

Robert J. Kent, pres; Joel Dan Lehman, coml mgr; Joseph Griscom, Jr., chief engineer; Mary Louise Harlow, women's director.

WANN (January 10, 1947): 1190 kc; 1 kw-D. 25 School St. Phone Colonial 3-2500. Annapolis Broadcasting Corp. (original owner).

Rep Walker-Rawalt; Dora-Clayton (southeast).

Specialty programs: Negro, 100%. Morris H. Blum, pres, gen mgr, coml mgr & program director; Merrill W. Pitman, chief engineer.

WNAV (1948): 1430 kc; 1 kw, DA-N. P. O. Box 829. Phone Colonial 3-2639. Capital Broadcasting Co. (acquired station July 17, 1957). (see Henry Rau stations in "Group Ownership").

Rep Headley-Reed.

Henry Rau, pres; Maxwell M. Marvin, gen mgr; Bill W. Pillingham, station mgr; Elizabeth Straubel, program & women's director; Lloyd S. Smith, chief engineer; Charles Shroud, news & farm director.

WNAV-FM (1948): 99.3 mc; 16.6 kw. Same address, licensee and staff as WNAV (above).

BALTIMORE

WAQE (see Towson listing).

WAYE (see Dundalk listing).

WBAL (Nov. 2, 1925): 1050 kc; 50 kw. DA-N. 2610 N. Charles St. zone 18. Phone Hopkins 7-3000. TWX BA 92; BA 560. Hearst Corp. (acquired station Jan. 14, 1935). (see "Newspaper Ownership" and Hearst stations in "Group Ownership").

Network NBC. Rep Christal. Charles B. McCabe, chmn of bd; D. L. Provost, vp & gen mgr; Leslie H. Peard Jr., vp & station mgr; F. W. Cardall, business mgr; R. W. McKinsey, program director; Alfred E. Burk, sales mgr; John T. Wilner, vp & engineer; W. C. Bareham, chief engineer; John F. Lewis, news director; Conway Robinson, farm director; Mollie Martin, women's director.

WBAL-TV: Tv companion of WBAL.

***WBJO (FM)** (April 1951): 88.1 mc; 125 w. Baltimore Jr. College, 33rd St. & Alameda, zone 18. Phone Hopkins 7-4000. Baltimore City Board of Education.

Clarence T. DeHaven, gen mgr; Paul Widitz, program director; Edward Arnold, chief engineer.

*Non-commercial educational.

WBMD (December 7, 1947): 750 kc; 1 kw-D. 879 Park Ave. zone 1. Phone Mulberry 5-7095. Key Broadcasting Corp.

Rep Bernard. Specialty programs: Italian, 1½ hrs. wkly.; Yiddish, 1 hr. wkly.; Greek, 1 hr. wkly.; Polish, 1 hr. wkly.; German, ½ hr. wkly.

George E. Hull, pres; H. Shelton Earp Jr., gen. coml & promotion mgr; Thomas H. O'Connor, program & news director; Leo W. Karns, chief engineer; Polly Dorsey, women's director.

WCAO (1922): 600 kc; 5 kw. DA-1. 1102 N. Charles St. zone 1. Phone Mulberry 5-0600. TWX BA 287. Plough Broadcasting Co. (acquired station May 19, 1956). (see Plough Broadcasting stations in "Group Ownership").

Rep Radio-TV Representatives. Harold R. Krelstein, pres; Byron Millenson, gen mgr; Carroll Larkin, coml mgr; Lee Parker, program director; Charles Purcell, promotion mgr & news director; Charles Seibold, chief engineer; Raymond Moffett, farm director.

WCAO-FM (Dec. 15, 1947): 102.7 mc; 20 kw. Same address, licensee and staff as WCAO (above).

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Radio Stations CONTINUED

MARYLAND CONTINUED

BALTIMORE (Continued)

WCBM (1924): 680 kc; 10 kw-D, 5 kw-N, DA-2, North & Harford Aves. zone 13. Phone Belmont 5-8400. TWX BA 492. Baltimore Broadcasting Corp.

Network CBS.
John Elmer, pres; George H. Roeder, executive vp & gen mgr; John K. Healy, vp in charge sales; Charles A. Roeder, vp, operations & public affairs; G. Porter Houston, chief engineer; W. Greg Halpin, news director.

WEBB (April 5, 1955): 1360 kc; 5 kw-D, DA, 3113 W. North Ave. zone 16. Phone Wilkins 7-1245. 1360 Broadcasting Co. (original owner).
Rep Stars National.

Specialty programs: Negro, 100%.
Leon B. Back, pres; Bentley A. Stecher, gen mgr; Samuel E. Feldman, executive vp; Wiley E. Daniels Jr., program director; Leroy F. Reckling, chief engineer.

WFDS-FM (not on air; target date: July 31, 1958): 97.9 mc; 15 kw 1130 E. Coldspring Lane, zone 12. Phone Tuxedo 9-7768. Audio-Phonic Corp.

William S. Cook, pres, gen mgr & coml mgr; Robert E. Benson, program director; Robert Purner, chief engineer.

WBBR (June 1922): 1300 kc; 5 kw, DA-1, 10 E. North Ave. zone 2. Phone Mulberry 5-1300. The Baltimore Radio Show Inc. (acquired station 1957).
Rep Blair.

Robert S. Mastin Jr., pres; Robert E. Jones Jr., vp & gen mgr; Dudley Tichenor, coml mgr; Ralph Phillips, program director; Mrs. Cleo Wright, promotion mgr; William R. Hoos, chief engineer; Louis E. Corbin, news director.

WITB (March 1, 1941). 1230 kc; 250 w, 7 E. Lexington St. zone 3. Phone Lexington 9-7808. TWX BA 337. Md. Broadcasting Co. (original owner). (See Thomas G. Tinsley Jr. stations in "Group Ownership").

Specialty programs: Negro, 27 hrs. wkly.
Thomas G. Tinsley Jr., pres; R. C. Embry, vp; George S. Schaffer, sales mgr; Dick Covington, program director; Jack Parks, promotion mgr; Ray Hardy, chief engineer.

WITH-FM (June 1947). 104.3 mc; 20 kw. Same address and licensee as WITB. (above).
Rep Select (N. Y.); Simmons (Chi.); McGavren-Quinn (west coast); Clarke Brown (south).

Samuel Kravetz, mgr (FM); Sam Mettes, program director; Ray Hardy, chief engineer.

WSID (Nov. 25, 1947): 1010 kc; 1 kw-D, 912 N. Charles St. zone 1. Phone Saratoga 7-8250. United Broadcasting Co. of Eastern Maryland (acquired station June 16, 1949). (see United Broadcasting Co. stations in "Group Ownership").

Rep Dera-Clayton; United Broadcasting; Oakes (California).

Specialty programs: Negro, 100%.
Richard Eaton, pres; Marvin Mirvis, vp, gen mgr & coml mgr; Helen G. Wherley, program director, promotion mgr & women's director; William C. Mullen, chief engineer.

WSID-FM (not on air; target date not announced). 92.3 mc; 11 kw. Same address and licensee as WSID. (above).

WTLP (TV): Tv companion of WSID-AM-FM.

WWIN (February 1951): 1400 kc; 250 w, 1119 N. Charles St. zone 1. Phone Saratoga 7-3555. TWX 118. Belvedere Broadcasting Corp. (original owner).

Network ABC, MBS. Rep Dore.
Thomas F. McNulty, pres & gen mgr; Anthony B. Hartman, coml mgr; Jack Dawson, program director; Clifford Inman, chief engineer.

BETHESDA, Montgomery County

WUST (1951): 1120 kc; 250 w-D, 1313 U St. N.W., Washington, D. C. zone 9. Phone Hobart 2-9611. Broadcast Management (October, 1953).

Rep Forjoe.
Specialty programs: Greek, 1 hr. wkly; Negro, 48 hrs. wkly.

Carl J. Baltor, pres; J. Conrad Jacobs, gen mgr; Jackson Lowe, coml mgr; Georgette Leighton, program director; Ruth Weaver, promotion mgr; Norman Woods, chief engineer; Jerry Bennett, news director; Frances Whitc, women's director.

WUST-FM (1951): 105.3 mc; 500 w. Same address, licensee and staff as WUST. (above)

CAMBRIDGE, Dorchester County

WCEM (1947): 1240 kc; 250 w. The Pines. Phone Cambridge 1580. The Shore Broadcasting Co. (acquired station November 1, 1953).

G. P. Richards, pres & gen mgr; Samuel M. Cannon Jr., station mgr & coml mgr; Bette B. Robbins, promotion mgr & women's director; Wilson D. Price, chief engineer; Glenn E. Leonard, news director.

CUMBERLAND, Allegany County

WCUM (1948). 1230 kc, 250 w, P. O. Box 360. Phone Parkview 4-5400. Tower Realty Co.

Rep Clark. Network CBS.
Karl F. Steimann, pres; Eldred Steinman, gen mgr.

WCUM-FM: 102.9 mc; 1.25 kw. Same address, licensee, staff as WCUM. (above).

WTBO (December 13, 1928): 1450 kc; 250 w, P. O. Box 510. Phone Parkview 2-6866. TWX 245. Cumberland Valley Broadcasting Corp. (acquired station April 1956).
Network NBC. Rep Branham.

A. William German, pres & gen mgr; F. V. Cozad, vp in charge national and regional sales; Roy H. Knotts, vp, local sales; Les Ford, program director & promotion mgr; Ralph Wrigman, chief engineer; Robert Rosamond, news director; Virginia Rosenbaum, women's director.

DUNDALK, Baltimore County

WAYE (July 27, 1955): 860 kc; 500-D, DA, 916 N. Charles St., Baltimore, zone 1. Phone Plaza 2-4098. Erway Broadcasting Corp. (original owner).

Rep Broadcast Time Sales.
Guy S. Erway, pres & gen mgr; Ron Wilner, program director, news director & sports director; Duane Cornett, chief engineer; Winnie Phillips, women's director.

FREDERICK, Frederick County

WFMD (1946): 930 kc; 1 kw, DA-N, 1 W. 7th St. Phone Monument 3-4181. Monocacy Broadcasting Co.

Network CBS. Rep Gill-Perna.
Laurence Leonard, pres; Jim Eshleman, mgr.
WFMD-FM 99.9 mc; 2.1 kw. (Same licensee, staff as WFMD, above).

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HAGERSTOWN, Washington County

WARK (July 20, 1947): 1490 kc; 250 w. 128 S. Prospect St. Phone Regent 5-1509. United Broadcasting Co. of Western Maryland. (acquired station November 1, 1950. (see United Broadcasting Co. Stations in "Group Ownership")

Network CBS. Rep United Broadcasting. Richard Eaton, pres. S. E. Phillips, gen mgr & coml mgr; Richard Collyer, program director & farm director; Ed Wolfkill, promotion mgr; G. Harold Brewer, chief engineer; Al Bertaux, news director; Jean Phillips, women's director.

WARK-FM (March 1957): 106.9 mc; 2.2 kw. Duplicates WARK (above).

WJBJ (Oct. 27, 1932): 1240 kc; 250 w. Franklin Court. Phone Regent 9-2323. TWX 85. Hagerstown Broadcasting Co. (original owner). Network ABC, MBS. Rep Burn-Smith.

Grover C. Crilley, pres & gen mgr; William H. Paulsgrove, coml mgr & promotion mgr; Robert Leshor, program director; George McIndre, chief engineer; Glenn Thomas, news director; Larry Weber, farm director; Betty Andrews, women's director.

WJBJ-FM (Feb. 1947): 104.7 mc; 2.4 kw. Duplicates WJBJ (above).

HAYRE DE GRACE, Harford County

WASA (May 15, 1918): 1330 kc; 1 kw-D. P. O. Box 97. Phone 800. Chesapeake Broadcasting Corp. (original owner).

Specialty programs: Negro, 1½ hrs. wkly. Jason T. Pate, pres & gen mgr; Charles W. Irwin, coml mgr; John H. Little, program director & promotion mgr; James Beattie, chief engineer; Monica Schwarz, women's director.

LEONARDTOWN, St. Mary's County

WYIK (January 1953): 1370 kc; 1 kw-D. P. O. Box 8. Phone Greenwood 5-2211. Southern Maryland Broadcasters (original owner).

James L. Bittner, pres & program director; William C. Redd, gen mgr & coml mgr.

LEXINGTON PARK, St. Mary's County

WPTX (1953): 920 kc; 500 w-D. Daugherty Bldg. Phone Volunteer 2-1031. Patuxent Radio Inc.

Rep Burke-Stuart. James S. Beattie, pres; Edward P. Leneway, station mgr.

MORNING SIDE, Prince Georges County

WPQC (1954): 1580 kc; 10 kw-D. DA. 4421 Southern Ave. S.E., Washington, D. C. zone 19. Phone Jordan 8-6677. WPQC Inc. (original owner).

Rep Forjoe. M. Evans Richmond, pres; Gene Winters, gen mgr; Bob Bartel, program director.

WPQC-FM: 95.5 mc; 15.5 kw. Licensee, address and staff same as WPQC (above).

POCOMOKE CITY, Worcester County

WDVM (August 1, 1955): 540 kc; 500 w-D. (CP for 1 kw-D. DA.) P. O. Box 219. Eastern Shore Broadcasting Co.

Rep Rollins Broadcasting (N. Y.). Specialty programs: Negro, 18 hrs. wkly. G. Russell Chambers, pres. David Welborne, vp & gen mgr; Stan Berns, program director; Lee Wilkinson, chief engineer; Mal Pierce, news director; Eddie Matherly, farm director; Nancy Beauchamp, women's director.

ROCKVILLE, Montgomery County

WINX (1951): 1600 kc; 1 kw-D, 500 w-N, DA-N. 8 Baltimore Rd. Phone Poplar 2-4357. Montgomery County Broadcasting Co. (see United Broadcasting Co. Stations in "Group Ownership")

Pierre D. Eaton, gen mgr; Peggy Streeter, coml mgr; Sam Sacco, promotion mgr; John Edwards, chief engineer; Nat Allbright, sports director.

SALISBURY, Wicomico County

WBOC (Sept. 13, 1940) 960 kc; 5 kw-D, 1 kw-N, DA-2. Radio-TV Park. Phone Pioneer 9-6131. TWX ZM 05. Peninsula Broadcasting Co. (original owner).

Rep Burn-Smith. John W. Downing Sr., pres; Charles J. Truitt, gen mgr, national coml mgr & promotion mgr; Wendell Henry, local coml mgr; John W. Downing Jr., program director; Jack W. Ward, chief engineer; Charles J. Truitt Jr., news director; Kitty Gray, women's director.

WBOC-TV: Tv companion of WBOC. **WICO** (1956): 1320 kc; 500 w-D, 700 E. Main St. Phone Pioneer 2-3230. Wicomico Broadcasting Co.

Reps United Broadcasting Co.; Dora-Clayton (regional). Elizabeth Evans and W. Courtney Evans, co-owners.

WJDY (March 13, 1958): 1470 kc; 5 kw-D, DA. 106 W. Circle Ave. Phone Pioneer 2-5191. Salisbury Broadcasting Co. (original owner).

Norman Glenn, pres, gen mgr & coml mgr; Dick Ireland, music director; Johnny Williams, promotion mgr; Albert Edelenbos, chief engineer; Bob Callahan, news director; Ed Vaughn, farm director; Margaret Hurley, women's director.

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Radio Stations CONTINUED

MARYLAND CONTINUED

SILVER SPRING, Montgomery County

WGAY (December 7, 1946): 1059 kc; 1 kw-D. 11306 Kemp Mill Road. Phone Whitehall 6-1050. Tri-Suburban Broadcasting Corp. (original owner). (See John W. Kluge stations in "Group Ownership").

Rep Stars National.
John W. Kluge, pres; Ted Dorff, station mgr; Chuck Dulane, program director & promotion mgr; Arthur McDougal, chief engineer; Budd Bowers, news director.
WGAY-FM (not on air; scheduled to resume February 1959): 99.7 mc; 20 kw. Same address and licensee as WGAY (above).

TAKOMA PARK, Montgomery County

***WGTS-FM** (May 8, 1957): 91.9 mc; 10 w. Takoma Park zone 12. Phone Juniper 9-2135. Washington Missionary College Inc.
Stephen S. Hiten, gen mgr; Jerry Keith, chief engineer.

*Non-commercial educational.

TOWSON, Baltimore County

WAOE (Oct. 27, 1955): 1570 kc; 1 kw-D. 26 W. Pennsylvania Ave., zone 4. Phone Valley 5-9660. WTOW Inc. (original owner). (See T. K. Cassel stations in "Group Ownership").

Rep Forjoe.
John S. Booth, pres; Bob Howard, station mgr & coml mgr; John Michels, program director; William Tankersley, chief engineer; Warren Duffy, news director.
WYNS (FM) (not on air; target date not announced): 101.9 mc; 20 kw. Same address and licensee as WAOE (above).

WESTMINSTER, Carroll County

WTRR (July 14, 1953): 1470 kc; 1 kw-D. P. O. Box 23. Phone Tilden 8-5511. Carroll County Broadcasting Corp. (original owner).
Network Keystone.

Russell H. Morgan, vp, gen mgr, coml mgr & chief engineer; Kaye G. Kolb, program director & news director; Gladys Winnett, women's director.

WHEATON, Montgomery County

WDON (1953): 1540 kc; 250 w-D. 2617 University Blvd., W. Phone Lockwood 5-9747. Commercial Radio Equipment Co.
Network Keystone. Rep Best.

Jean M. Dillard, mgr; Kathryn Epstein, sales mgr; William Mochbee, program mgr; Gene Jurasiuk, chief engineer; Fred Drake, news editor.
Affiliated with WASH (FM) Washington, D. C.

MASSACHUSETTS

AMHERST, Hampshire County

***WAMP (FM)** (December 1957): 89.5 mc; 10 w. Walker Hall. Phone Alpine 3-7512. Trustees of Amherst College.

James D. Wallace, gen mgr; Alan Weston, program director; Douglas MacLaughlin, chief engineer.

***WMAA (FM)** 91.1 mc; 10 w. U. of Massachusetts.

ATTLEBORO, Bristol County

WARA (1950): 1320 kc; 1 kw DA-2. 3 N. Main St. Phone 1-1320. Attleboro Radio Assn. Inc.
Reps Breen & Ward; Foster & Creed (Boston).

Keith S. Field, gen mgr.

*Non-commercial educational.

BOSTON, Suffolk County

WBON (FM) (April 21, 1958): 104.1 mc; 20 kw. 171 Newbury St., zone 15. Phone Copley 7-6020. Concert Network Inc. (see Concert Network stations in "Group Ownership").
Network Concert Network.

T. Mitchell Hastings Jr., pres; Roger H. Strawbridge, assistant to pres.

***WBUR (FM)** (March 1, 1950): 90.9 mc; 20 kw. 610 Commonwealth Ave., zone 15. Phone Copley 7-2100. Boston U.

Dr. David R. Mackey, gen mgr; Roderick D. Rightmire, program director; James Bonney, chief engineer.

WBZ (t) (Sept. 19, 1921): 1030 kc; 50 kw. DA-1. 1170 Soldiers Field Rd., zone 34. Phone Algonquin 4-5670. TWX BRTN 103. Westinghouse Broadcasting Co. (original owner). (See Westinghouse stations in "Group Ownership").
Rep Peters, Griffin, Woodward.

Donald H. McGinnis, pres; W. C. Swartley, vp (Boston); Paul G. O'Neil, gen mgr; W. J. Williamson, sales mgr; G. A. Spinn, program mgr; J. Williams, promotion mgr; W. M. Hauser, chief engineer; Charles Gray, news director; Malcolm McCormack, farm director.

WBZ-FM (Dec. 15, 1957): 106.7 mc; 2.8 kw. Duplicates WRZ (above).
WBZ-TV: Tv companion to WBZ-AM-FM (above).

WBZA (t) (Springfield): 1030 kc; 1 kw.

WCOP-FM (1948): 100.7 mc; 20 kw. Duplicates Clarendon St., zone 16. Phone Copley 7-0123. TWX BS 581. Plough Broadcasting Corp. (acquired station May 1956). (See Plough stations in "Group Ownership").

Rep Radio-TV Representatives.

Harold R. Kreislem, pres; Roy V. Whisman, vp; Edward T. McCann Jr., coml mgr; Irvin E. Dierdorff, program director; Adelbert E. Watkins, chief engineer; Roger Allen, news director.

WCOP-FM (1948): 100.7 mc; 10 kw. Duplicates WCOP (above).

WEEL (August 1924): 590 kc; 5 kw, DA-1. 182 Tremont St. Phone Hubbard 2-2323. Columbia Broadcasting System. (acquired station 1937). (See CBS stations in "Group Ownership").

Network CBS. Rep CBS Radio Spot Sales.
Thomas V. Gorman, gen mgr; Robert Sinner, sales mgr; Ken Ovenden, program director; Joseph Cullhane, promotion mgr; Warren Stevens, chief engineer; Arthur King, news director; Louis Webster, farm director.

WEEL-FM (1948): 103.3 mc; 20 kw. Duplicates WEEL (above).

***WERS (FM)** (Oct. 4, 1949): 88.9 mc; 15 kw. 130 Beacon St., zone 16. Phone Kenmore 5-3340. Emerson College.

Stuart Postle, gen mgr; Charles E. Phillips, chief engineer.

WZZB (1929): 1260 kc; 5 kw, DA-N. 275 Tremont St., zone 16. Phone Liberty 2-1717. Air Trails Broadcasting Inc. (acquired station Dec. 2, 1957). (See Air Trails Network stations in "Group Ownership"). (See "Newspaper Ownership").

Network NBC. Rep Hollingbery.

J. L. Williams, exec vp; Alex Buchan, vp; Norton L. Virgin Jr., gen mgr; Yale Lasker, coml mgr; Don Rogers, program director; Eugene Klebenov, program mgr; George Jowdy, chief engineer; Earl Gynan, news director.

***WGBE-FM** (Oct. 5, 1951): 89.7 mc; 15.5 kw. 84 Massachusetts Ave., Cambridge, zone 39. Phone University 4-6400. TWX Cambridge 322. WGRH Educational Foundation. (Lowell Institute Cooperative Broadcasting Council).
Network NAEB.

Ralph Lowell, chairman; Hartford N. Gunn Jr., gen mgr; Philip C. Allen, assistant gen mgr-finance; Jack D. Summerfield, assistant gen mgr-radio; Frank Harvey, director of engineering.

*WGBH-TV: Tv companion of WGBH-FM.

(†) WBZ and WBZA Springfield, Mass. are synchronized.

WHDH (Dec. 1, 1926): 850 kc; 50 kw. DA-2. 6 St. James Ave., zone 16. Phone Hancock 5-5500. TWX BS 1056. WHDH Inc. (acquired station February 1946). (See "Newspaper Ownership").
Rep Blair.

Robert B. Choate, pres; William B. McGrath, gen mgr; Alexander M. Tanger, coml mgr; John M. Day Jr., program director; Robert Cheyne, promotion mgr; Philip K. Baldwin, chief engineer; Andrew Hickey, news director; Joseph A. Kelly, farm director; Christine Evans, women's director.

WHDH-FM (1949): 94.5 mc; 20 kw. Duplicates WHDH (above).
WHDH-TV: Tv companion of WHDH.

WILD (1946): 1090 kc; 1 kw-D. 400 Commonwealth Ave., zone 15. Phone Copley 7-3005. TWX BS 729. Bartell Broadcasters Inc. (acquired station September 1, 1957). (See Bartell stations in "Group Ownership").
Rep Adam Young.

Gerald Bartell, pres; Peter Theg, gen mgr; Perry J. Brown, sales mgr; John Scott, program mgr; Donald Snider, chief engineer; George Berkeley, news director.

WMEX (1934): 1510 kc; 5 kw. DA-1. 70 Brookline Ave. Phone Commonwealth 6-3500. Richmond Brothers (acquired station August 21, 1957).
Rep Forjoe.

Maxwell Richmond, pres; Peter T. McGovern, gen mgr; Robert S. Richmond, coml mgr; Mel Miller, program director & news director; Fred Archer, promotion mgr; Mort Bardfield, chief engineer; Althea Adalian, women's director.

WNAC (1922): 650 kc; 50 kw, DA-1. 21 Brookline Ave., zone 15. Phone Copley 6-0500. TWX Boston 89. RKO Tele-radio Pictures Inc. (acquired station Jan. 1, 1943). (See RKO Tele-radio stations in "Group Ownership").
Network MBS, Yankee Network. Rep H-R Reps.

Norman Knight, WNAC-Yankee pres; George Steffy, exec vp; Thomas Bateson, vp-sales; Proctor Jones, national sales mgr; John D. Muloy, program director; George W. Hallberg, promotion mgr; Irving E. Robinson, chief engineer; Leland Bickford, news director; Louise Morgan, women's director.

WRKO-FM (1948): 98.5 mc; 20 kw. Duplicates WNAC (above).

WNAC-TV: Tv companion to WNAC-WRKO (FM) (above).

WORL (Oct. 8, 1950): 950 kc; 5 kw-D. 705 Beacon St., zone 15. Phone Copley 7-3800. Pilgrim Broadcasting Co. (acquired station June 1950).

Rep Headly-Reed.
Joseph A. Dunn, pres; Arthur E. Haley, gen mgr, exec vp & coml mgr; Stan Richards, program director; Polly E. Haddad, promotion mgr; John W. Farker, chief engineer; Henry Elliott, news director.

BROCKTON, Plymouth County

WBET (Nov. 27, 1946): 1460 kc; 1 kw, DA-N. 60 Main St., zone 53. Phone Juniper 5-1460. Enterprise Pub. Co. (original owner). (See "Newspaper Ownership").

Rep Walker-Rawall, Foster & Creed (New England).

Specialty programs: Lithuanian, 1 1/2 hr. wkly.; Charles A. Fuller, gen mgr; Eric G. Clement, station mgr & coml mgr; M. Sothern Abbott, program director; Charles O. Nowell, chief engineer; Robert Rutenberg, news director; Arthur B. Jones, farm director; Freddie Seymour, women's director.

WBET-FM (July 21, 1948): 97.7 mc; 800 w. Duplicates WBET (above).

BROOKLINE, Suffolk County

WBOS (June 13, 1948): 1600 kc; 5 kw, DA-1. 790 Commonwealth Ave., zone 15. Phone Beacon 2-5650. Champion Broadcasting System Inc. (acquired station July 7, 1955).

Specialty programs: Italian, 3 1/2 hrs. wkly.; Polish, 2 1/2 hrs. wkly.; German, 1 hr. wkly.; Greek, 7 1/2 hrs. wkly.; Jewish, 5 hrs. wkly.; Latvian, 1/2 hr. wkly.; Albanian, 1/2 hr. wkly.; Armenian, 1/2 hr. wkly.; Syriac, 2 hrs. wkly.

Herbert S. Hoffman, pres; Ralph Weinman, gen mgr; Harry Goodman, coml mgr; Arnold Ginsburg, program director; Frederick M. Keller, chief engineer; Robert Gilnes, news director.

WBOS-FM (not on air; target date not announced): 92.9 mc; 13.5 kw. Duplicates WBOS (above).

CAMBRIDGE, Middlesex County

WHRE-FM (May 9, 1957): 107.1 mc; 96 w. 15 Dunster St., zone 35. Phone Elliot 4-9275. Harvard Radio Broadcasting Co.
Rep Ivy Network Corp.

John B. Niles, pres; Samuel F. H. Smith, station mgr; Peter Townsend, advertising mgr; Gregory Dickerson, program director; Townsend Whitmore, chief engineer; John Shenefield, national sales.

WTAO (April 15, 1948): 740 kc; 250 w-D. 430 Concord Ave., zone 38. Phone Elliot 4-0500. Middlesex Broadcasting Corp. (original owner).
Network ABC. Rep O'Connell.

Frank Lyman Jr., pres; Wallace Dunlap, gen mgr; Harry Goodwin, coml mgr; Ed Penney, program director; Joe Galvin, promotion mgr; Earl Ellsworth, chief engineer; Ken Wayne, news director; Margot Dunlap, women's director.

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Radio Stations CONTINUED

MASSACHUSETTS CONTINUED

WKHR (FM) (1946): 96.9 mc; 20 kw. Station is 100% non-duplicated companion of WTAO (above).

Rep FM Unlimited.
Frank Lyman Jr., pres; Wallace Dunlap, gen mgr & coml mgr; Tom Conley, program director.

CHICOPEE, Hampden County

WACE (Dec. 1, 1946): 730 kc; 1 kw-D. 39 Florentine Gardens. Phone Lyceum 4-6654. Regional Broadcasting Co. (original owner).

Rep Dore; Foster & Creed (New England).
Specialty programs: Polish, 9 hrs. wkly.; French 1 hr. wkly.
John S. Begley, pres & treas; Ralph J. Robinson, gen mgr & coml mgr; Sy Levy, program director; Richard Glinka, chief engineer; David Fennell, news director; Ruth Batcheller, women's director.

EAST LONGMEADOW, Hampden County

WTYM (1948): 1600 kc; 5 kw-D. Box 395. Phone Republic 3-4157. Springfield Broadcasting Co. (acquired station Nov 13, 1957).

Rep Gill-Perna.
Paul Perreault, pres; Arthur Tacker, vp & gen mgr; Jim Towle, coml mgr; Bruce Farnsworth, program director.

FALL RIVER, Bristol County

WALE (May 6, 1948): 1400 kc; 250 w. 18 N. Main St. Phone Osborne 4-3535. Narragansett Broadcasting Co.

Network MBS; Yankee.
Reps Richard O'Connell (New York); William J. Reilly (Chicago); Harry Wheeler & Co. (Boston).

Specialty programs: Portuguese 3½ hrs. wkly.; Polish, 1½ hrs. wkly.; Italian, 1 hr. wkly.; French, 1 hr. wkly.

George L. Sisson Jr., pres-gen mgr; Madeleine M. Hamel, business mgr; Ann Kenney, program director; Markey Gosciminski, sales mgr; J. Roger Sisson, chief engineer; Chris Barnes, news director.

WSAB (1921): 1480 kc; 5 kw, DA-2. P. O. Box 527. Phone Osborn 7-9477. The Fall River Broadcasting Co. (acquired station Nov. 11, 1944). (See "Newspaper Ownership").

Rep Headley-Reed, Kettell-Carter.
Specialty programs: Polish, 2 hrs. wkly.; French, 1 hr. wkly.; Portuguese, 3½ hrs. wkly.
Frank W. Miller, pres; Lincoln W. N. Pratt, gen mgr; Cornelius D. Sullivan, coml mgr; J. Joseph Welch, program & news director; Arnold Molloy, chief engineer.

FITCHBURG, Worcester County

WEIM (1941): 1250 kc; 5 kw-D. 1 kw-N, DA-2. 717 Main St. Phone 2-3677. Newcomb Broadcasting Corp.

Rep Walker-Rawalt; Nona Kirby.
Arthur A. Newcomb, pres; Robert E. Berry, gen mgr.

WFGM (Feb. 15, 1950): 1580 kc; 1 kw-D; CP for 960 kc; 1 kw, DA-2. 455 Main St. Phone Fitchburg 3-4897. Wachusett Broadcasting Corp. (acquired station July 1, 1953).

Rep Everett McKinney (New York); Foster & Creed (Boston).
David M. Myers, pres; Ruane B. Hill, gen mgr; James Chalmers, coml mgr; Talbot Hood, program director; Richard McLernon, promotion mgr & farm director; Donald L. Coleman Jr., chief engineer; Raymond V. Loter, news director.

FRAMINGHAM, Middlesex County

WKOX (April 21, 1947): 1190 kc; 1 kw-D. Mt. Wayte Ave. Phone Trinity 3-7409. WKOX Inc. (original owner).

Reps Grant Webb; Kettell-Carter.
Specialty programs: Lithuanian, 1 hr. wkly.; Italian, 1 hr. wkly.
Albert A. Anderson, pres & coml mgr; Richard E. Adams, treas-gen mgr; W. L. Markle, program director; Francis W. Bartol, chief engineer; Les Levinson, news director.

GARDNER, Worcester County

WGAW (1946): 1340 kc; 250 w. Green St. Phone 1340. Gardner Broadcasting Co. (acquired station January 1957). (See James D. Asher stations in "Group Ownership").

Rep Webb; Nona Kirby Co.
Specialty programs: French, ½ hr. wkly.
Charles E. Asher, pres & gen mgr; William M. Kennedy, program director; Gordon Wiley, chief engineer; R. E. Johnson, news director.

GREAT BARRINGTON, Berkshire County

WBBS (Dec. 25, 1956): 860 kc; 250 w-D. Berkshire Broadcasting Co. (original owner).

Rep Webb.
John T. Parsons, pres, gen mgr & coml mgr; Alan D. Vaber, program director; Rogers Holt, chief engineer; John LaFontana, news director; Brad Drawbridge, farm director.

GREENFIELD, Franklin County

WHAI (1938): 1240 kc; 250 w. 486 Main St. Phone Prescott 4-4301. Haigis Broadcasting Corp. (original owner).

Network MBS; Yankee. Rep Walker-Rawalt.
John W. Haigis Jr., pres & gen mgr; Harry J. Frank, coml mgr.

WHAI-FM (1948): 98.3 mc; 1 kw. Duplicates WHAI (above).

HAVERHILL, Essex County

WHAU (March 16, 1947): 1400 kc; 250 w. 30 How St. Phone Drake 4-4733. WHAV Broadcasting Co. (acquired station June 1, 1954).

Rep Webb; Kettell-Carter, (New England).
Specialty programs: Italian, 1 hr. wkly.; Greek, 1 hr. wkly.

Edward CeUin, treasurer; Robert I. Kimel, gen mgr; James Simmons, program director; Al Carter, promotion mgr; David Cate, chief engineer; Edwin Johnson, news director; Ted Hall, farm director; Patricia Johnson, women's director.

WHAU-FM (September 1953): 92.5 mc; 20 kw. Will duplicate WHAV (above).

HOLYOKE, Hampden County

WREB (1950): 930 kc; 500 w-D. 225 High St. Phone Jefferson 2-3295. Valley Broadcasting Corp. (acquired station 1954).

Rep Breen & Ward (New York); Foster & Creed (New England).
Specialty programs: Polish, 1 hr. wkly.; French, ½ hrs. wkly.

Edmund F. Wakelin, gen mgr; Robert H. Berger, sales mgr; David H. Foerster, program director; Norman Rivers, chief engineer; Richard O. Lavigne, news director; Mary A. Hayes, women's director.

LAWRENCE, Essex County

WCCM (August 1917): 800 kc; 1 kw-D. 9 Valley St. Phone Murdock 3-7171. Lawrence Broadcasting Co. (original owner).

Rep Bob Dore Assoc.
Geo. H. Jaspert, pres & gen mgr; Daniel B. Ruggles III, coml mgr; John R. Carty, program director; A. A. Lupo, promotion mgr & news director; Norman F. Round, chief engineer; Ann D. Minahan, women's director.

WCCM-FM (not on air; target date not announced): 93.7 mc; 17.5 kw. Will duplicate WCCM (above).

LOWELL, Middlesex County

WCAP (June 10, 1951): 980 kc; 1 kw-D. 243 Central St. Phone Glenview 4-0404. Northeast Radio Inc. (original owner).

Rep Webb (New York); Kettell-Carter (Boston).

Israel Cohen, pres & gen mgr; Maurice Cohen, coml mgr; Dan Gillette, program director; Ted Cohen, chief engineer; Jack Flannery, news director; Jim Alexakos, farm director.

WLLH (1934): 1400 kc; 250 w. 39 Kearney Sq. Phone Glenview 5-8715. Merrimac Broadcasting Co.

Nets MBS; Yankee. Rep Bolling.
Gerald Harrison, pres; Carl S. Wheeler, vp.

WLLH (FM): 99.5 mc; 12.2 kw. (See WLLH above).

LYNN, Essex County

WLYN (December 1947): 1360 kc; 1 kw-D. 155 Broad St. Phone 5-6200. Puritan Broadcast Service Inc. (original owner). (See Theodore Feinstein stations in "Group Ownership").

Rep Walker-Rawalt.

Specialty programs: Italian, 2 hrs. wkly.; Polish, 1 hr. wkly.; Greek, 1 hr. wkly.

Theodore Feinstein, pres; Melvin Lahr, gen mgr; Duke Savitt, coml mgr; Jack Chadderton, program director; Bob Acker, promotion mgr; John Detroit, chief engineer; John Towne, news director.

MARLBOROUGH, Middlesex County

WBBO (not on air; target date not announced): 1470 kc; 1 kw-D. DA. Clernow Broadcasting Corp. of Marlborough.

MEDFORD, Middlesex County

WELL (Jan. 20, 1952): 1430 kc; 5 kw-D. 99 Revere Beach Pkwy., zone 55. Phone Export 6-1430. Conant Broadcasting Co. (original owner). (See Tarlow Assoc. stations in "Group Ownership").

Rep Webb; Harry Wheeler Co.

Specialty programs: Italian, ½ hr. wkly.; Polish, 1 hr. wkly.; Albanian, ½ hr. wkly.; Greek, 1½ hrs. wkly.; Lithuanian, 1 hr. wkly.; Yiddish, ½ hr. wkly.; Portuguese, 1 hr. wkly.

Sherwood J. Tarlow, pres; Joseph Kruger, gen mgr & coml mgr; Edward O'Donnell, assistant coml mgr; Robert Walsh, program director; Richard Stuart, promotion mgr; Alfred Pulchino, chief engineer; Cy Kassel, news director; Dick Roberts, farm director; Marie Ludski, women's director.

MILFORD, Worcester County

WMRC (October 1956): 1400 kc; 100 w. Opera House Bldg. Phone 1490. Milford Broadcasting Corp. (acquired station March 1958).

Rep Foster & Creed.

David M. Myers, pres; Ruane B. Hill, gen mgr; Kirk G. Anderson, program director; Donald L. Coleman Jr., chief engineer; Bill Galvin, news director & farm director; Bernice Ball, women's director.

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Radio Stations CONTINUED

MASSACHUSETTS CONTINUED

NEW BEDFORD, Bristol County

WBSM (July 26, 1949): 1420 kc; 1 kw, DA-1. Pope's Island. Phone Wyman 3-1767. Bay State Broadcasting Co. (original owner).
Rep Bolling.

Specialty programs: Polish, 1 hr. wkly.; Portuguese, 2 hrs. wkly.

Joseph P. Duchaine, pres; Otto F. A. Arnold, gen mgr; Richard G. Evans, coml mgr; Howard Peterson, program director; James R. Wooley, chief engineer.

WBSM-FM (Feb. 22, 1949): 97.3 mc; 2.5 kw. Duplicates WBSM (above).

WNBH (May 21, 1921): 1340 kc; 250 w. 432 County St. Phone Wyman 8-5228. E. Anthony & Sons. (Acquired station 1934). (See "Newspaper Ownership").
Rep Foster & Creed; Walker-Rawalt.

Specialty programs: Portuguese, 3½ hrs. wkly.

Basil Brewer, pres; Dan E. Gavlord, general business mgr; Harold Carpenter, coml mgr; Stanley Lipp, program director; Herve Leduc, chief engineer; John Lelanev, news director.
WNBH-FM (1948): 98.1 mc; 20 kw. Duplicates WNBH (above).

NEWBURYPORT, Essex County

WNBW (March 10, 1958): 1470 kc; 500 w-D. Phone Homestead 2-8654. Tri-City Broadcasting Corp. (original owner). (See Theodore Feinstein stations in "Group Ownership").
Rep Walker-Rawalt.

Specialty programs: Greek, 1 hr. wkly.; Polish, ¾ hrs. wkly.

Theodore Feinstein, pres; J. Thomas Mathers, gen mgr & coml mgr; Edward Crawshaw, chief engineer; Richard Johnson, news director.

NORTH ADAMS, Berkshire County

WNAB (Nov. 23, 1947): 1230 kc; 250 w. 466 Curran Highway. Phone Mohawk 3-6567. Northern Berkshire Broadcasting Co. (original owner).
Rep Nona Kirby Co.

Specialty programs: Italian, 1 hr. wkly.; Polish, 1 hr. wkly.

J. Gordon Keyworth, pres-treas, gen mgr & chief engineer; Richard J. O'Brien, coml mgr; James F. Finneo, program director.

NORTHAMPTON, Hampshire County

WHMP (Dec. 3, 1950): 1400 kc; 250 w. 78 Main St. Phone Justice 4-4275. Pioneer Valley Broadcasting Co. (original owner).

Network MBS; Yankee Net. Rep Webb (New York); Nona Kirby, (Boston).

Specialty programs: Polish, 2 hrs. wkly.
Nathan Williams, pres; Alexander W. Milne, gen mgr & coml mgr; Joseph T. Fennessey, program director & news director; Alexander W. Milne, promotion mgr; Norbert Tessier, chief engineer.

ORANGE, Franklin County

WCAT (May 13, 1956): 1390 kc; 1 kw-D. P. O. Box 334. Athol. Phone Athol, Churchill 9-3232. Miller's River Broadcasting Corp. (acquired station September 1956).
Rep Webb.

James W. Miller, pres; Theodore G. Converse, gen mgr, coml mgr & promotion mgr; John O'Neill, program director; Walter J. Chenausky Jr., chief engineer; Richard Mahon, news director; Dorothy Ashmore, women's director.

PITTSFIELD, Berkshire County

WBEC (March 1947): 1420 kc; 1 kw, DA-2. 33 Eagle St. Phone 8292. TWX PF 93. Western Massachusetts Broadcasting Co. (original owner). (See "Newspaper Ownership").

Network ABC, Keystone. Rep Everett-McKinney (New York); Foster & Creed (Boston).

Specialty programs: Italian, 1 hr. wkly.
Lawrence K. Miller, pres; W. W. Budrow, gen mgr; E. Johnson, coml mgr; Paul Edwards, program director; Robert Johnson, chief engineer; Ray Librizza, news director; Dana Jones, farm director; Pat Turner, women's director.

WBEC-FM (1947): 94.3 mc; 1 kw. Duplicates WBEC (above).

WBEE (Feb. 20, 1938): 1340 kc; 250 w. 8 Bank Row. Phone Hillcrest 2-1553. Greylock Broadcasting Co. (acquired station 1947). (See Highland stations in "Group Ownership").

Network MBS, Yankee. Rep Walker-Rawalt.

Specialty programs: Polish, 1 hr. wkly.
Leon Podolsky, pres; Walter Kearsey, gen mgr; Martin Schechter, coml mgr; William Nickum, program director; Richard Bolender, promotion director & farm director; Allan Smith, chief engineer; Walter Keogh, news director; Marlene Rossbach, women's director.

PLYMOUTH, Plymouth County

WPLM (Aug. 8, 1955): 1390 kc; 1 kw-D. 294 Court St. Phone Pilgrim 6-1390. Plymouth Rock Broadcasting Co. (original owner).

Rep Breen & Ward (New York); Nona Kirby (regional).

John T. Campbell, pres & gen mgr; Arthur E. Pratt, coml mgr; Bob Wells, program director; David W. Dunham, chief engineer; Charles M. Gordon, news director & farm director; Eunice Weisz, women's director.

QUINCY, Norfolk County

WJDA (Sept. 13, 1947): 1360 kc; 1 kw-D. P. O. Box 373, zone 69. Phone Mayflower 9-1300. South Shore Broadcasting Co. (original owner). (See James D. Asher stations in "Group Ownership").

James D. Asher, pres & gen mgr; Kenneth P. Fallon Jr., coml mgr; H. Winslow Bettinson, program director; Arthur F. Lane, chief engineer; Herb Fontaine, news director; Nelson E. Bragg, farm director.

SALEM, Essex County

WESX (1942): 1230 kc; 250 w. P. O. Box 710. Phone Neptune 2-1301. North Shore Broadcasting Corp. (acquired station April 1, 1950). (See James D. Asher stations in "Group Ownership").

Rep Nona Kirby.
Specialty programs: Polish, 1½ hrs. wkly.
James D. Asher, pres-gen mgr; George Eckels, commercial mgr; Norman Durkee, program director.

SOUTH HADLEY, Hampshire County

WHMC (FM): 88.5 mc; 10 w. President and trustees of Mt. Holyoke College.

SOUTHBRIDGE, Worcester County

WESO (March 18, 1955): 970 kc; 1 kw-D. 291 Main St. zone 2. Phone Porter 4-4381. WESO Broadcasting Corp. (acquired station April 1, 1950).

Rep Webb (New York); Foster & Creed (Boston).

Specialty programs: Italian, 1 hr. wkly.; Polish, 1 hr. wkly.; French, 1 hr. wkly.; Greek, ½ hr. wkly.

Peter A. Bordes, pres; Joseph Rosenmiller, vp; Hamilton S. Stewart, gen mgr; Mavis Jackson Dion, assistant mgr; Robert Farson, program director; Kenneth Duquette, chief engineer; Esther Costa, women's director.

SPRINGFIELD, Hampden County (See Chicopee, Holyoke).

WBZA (Synchronized with WBZ Boston). (See Westinghouse Broadcasting Co. stations in "Group Ownership").

WHYN (March 23, 1941): 560 kc; 1 kw, DA-1. 1300 Liberty St., zone 9. Phone Republic 4-1126. TWX SPFLD 566. Hampden-Hampshire Corp. (original owner). (See "Newspaper Ownership").

Network CBS. Rep Branham.
William Dwight, pres; Charles N. DeRose, gen mgr; Patrick J. Montague, commercial

mgr; Eileen Neil, program director; Noah LaMountain, promotion mgr & news director; Harold Schumacher, chief engineer.

WHYN-FM (1947): 93.1 mc; 3.2 kw. Duplicates WHYN (above).

WHYN-TV: Tv companion to WHYN-AM-FM.

***WEDK (FM)** (May 1958): 91.7 mc, 15 kw. 1300 State St. Phone Republic 7-4731. School Committee of the City of Springfield.

F. P. Garvey, director; W. Lewis, station mgr; Chris Michael Manitsas, chief engineer.

*Non-commercial educational.

WMAS (Sept. 1, 1932): 1450 kc; 250 w. 101 West St., zone 3. Phone Republic 7-1414. WMAS Inc. (original owner).

Network MBS; Yankee Net. Rep Bolling.

Gerald Harrison, pres; Robert Donahue, gen mgr; Zack Land, coml mgr; Roland Dumas, program director & news director; John Michonovz, chief engineer.

WMAS-FM (Dec. 1, 1947): 94.7 mc; 1.35 kw. Duplicates WMAS (above).

WCSB (FM): \$8.9 mc; 10 w. President & trustees of Springfield College.

WSPR (June 1936): 1270 kc; 1 kw, DA-1. 68 Chestnut St. Phone Republic 2-4182. TWX SM-573. WSPR Inc. (original owner). (See William L. Putnam stations in "Group Ownership").

Alan C. Tindal, pres & gen mgr; Paul Monson, station mgr; John J. Sullivan, sales mgr; Gordie Baker, program director; Valentino M. Partyka, chief engineer; Durham Caldwell, news editor.

TAUNTON, Bristol County

WPEP (Dec. 22, 1949): 1570 kc; 1 kw-D. 174 Broadway. Phone Vandyke 4-7528. Silver City Broadcasting Corp. (acquired station December 1949).

J. Marshall & Marguerite McGregor, owners; Joseph C. Quill, gen mgr; Earle E. Blackwell, coml mgr; Lawrence L. Prado, chief engineer; Edward A. Litchfield, news director; John F. McCarthy, farm director.

WALTHAM, Suffolk County

WCRB (1948): 1330 kc; 5 kw-D, 1 kw-N; DA-2. Sheraton Plaza Hotel, Boston, zone 16. Phone Copley 7-7080. Charles River Broadcasting Co. (original owner).

Rep Good Music Broadcasters.

Theodore Jones, pres & gen mgr; Richard L. Kaye, mgr & chief engineer; Leonard V. Corwin, coml mgr; Robert Stuart-Vail, program director; Leonard Zola, news director; Hazel Stuart-Vail, women's director.

WCRB-FM (1953): 102.5 mc; 10 kw. Duplicates WCRB (above).

WARE, Hampshire County

WARE (1949): 1250 kc; 1 kw-D. (CP for 1 kw, DA-N.) Main St. Phone 1250. Central Massachusetts Broadcasting Corp. (acquired station 1956). (See Tarlow Assoc. Stations in "Group Ownership").

Network MBS; Yankee Net.
Specialty programs: Polish, 6 hrs. wkly.; French, 5 hrs. wkly.

Sherwood J. Tarlow, pres; Nicholas A. Bell, gen mgr; N. A. Bell, coml mgr; Buddy Stephens, program director; A. Roberts, promotion mgr; Sal Fulchino, chief engineer; Jim Powers, news director; Herb Vining, farm director; Betty Milos, women's director.

WESTFIELD, Hampden County

WDEW (Dec. 1, 1957): 1570 kc; 1 kw-D. 249 Union St. Phone Logan 2-2307. Westfield Broadcasting Co. (original owner).

Specialty programs: Spanish, 1 hr. wkly.; Italian, 1 hr. wkly.; Polish, 1 hr. wkly.; Greek, 1 hr. wkly.

Albert L. Capstaff, pres; Laurence W. Jones, station mgr; Paul Rogers, coml mgr; Jay Durkin, news director; Dick Brescia, sports director.

WEST SPRINGFIELD, Hampden County

WTXL (Aug. 28, 1919): 1490 kc; 250 w. 34 Sylvan St. Phone Republic 9-4768. Telecolor Corp. (original owner).

Network ABC. Rep Walker-Rawalt.
Lawrence A. Reilly, pres & program director; James L. Spates, gen mgr & chief engineer; Holland Cameron, coml mgr.

WEST YARMOUTH, Barnstable County

WOCB (1910): 1240 kc; 250 w. South Sea Ave. Phone Spring 5-0500. E. Anthony & Sons (acquired station 1944). (See "Newspaper Ownership").

Network MBS, Yankee Net. Rep Walker-Rawalt; Foster & Creed.

Basil Brewer, pres; Paul Stiles, gen mgr &

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Radio Stations CONTINUED

MASSACHUSETTS CONTINUED

coml mgr. Joan S. Holbrook, program director; Frank L. Lynch, chief engineer; Edgar H. Sempini, news director.
WOCB-FM (1948): 94.3 mc; 1 kw. Duplicates WOCB (above).

WILLIAMSTOWN, Berkshire County

***WCFM (FM)** (January 1957): 90.1 mc; 10 w. Baxter Hall. Phone 452. President & trustees of Williams College.

WINCHESTER, Middlesex County

***WHSR-FM** (May 1956): 91.9 mc; 10 w. Winchester Senior High School. Phone 6-4477. Winchester School Dept.
Thomas A. Morse, gen mgr.

WORCESTER, Worcester County

WAAB (1931): 1440 kc; 5 kw, DA-2. 34 Mechanic St. Waterman Broadcasting Corp. (acquired station July 1, 1956).

Network NBC. Rep Hollingbery; Kettell-Carter (Boston).

Bernard Waterman, pres & gen mgr; Chester Kaminski, coml mgr; Tom Sawyer, program director; George Capalbo, chief engineer; Stephan James, news director; John Woods, farm director; Nancy Woods, women's director.

WNEB (Dec. 16, 1916): 1230 kc; 250 w. 405 Main St., zone 8. Phone Pleasant 6-4672. New England Broadcasting Co. (original owner).

Rep Bolling.
Paul C. Lytle, pres & business mgr; John J. Hurley, gen mgr & treas; Robert F. Nims, coml mgr; Vernon P. Wilson, chief engineer; Dick Burgess, news director; Jeanne Connelly, women's director.

WORC (1925): 1310 kc; 5 kw-D, 1 kw-N, DA-2. 50 Franklin St. Phone Swift 9-0531. WORC Inc. (acquired station January 1955).

Rep Richard O'Connell; William J. Reilly (Chicago).

Specialty programs: Italian, 1 hr. wkly.; French, 1 hr. wkly.; Scandinavian, 1 hr. wkly.; Greek, ½ hr. wkly.; Arabic, ½ hr. wkly.

Robert F. Bryar, pres & gen mgr; Bart Goblentz, station mgr & coml mgr; Richard Smith, program director; Murray Howard, promotion mgr; Herman Gruzin, chief engineer; John Sheehan, news director; Paul Larson, farm director; Patricia Drake, women's director.

WTAG (May 1, 1924): 530 kc; 5 kw, DA-2. 20 Franklin St., zone 1. Phone Pleasant 5-4321. TWX 96. WTAG Inc. (original owner). (See "Newspaper Ownership").

Network CBS. Rep Christal.
Robert W. Booth, pres; Herbert L. Krueger, vp & gen mgr; Robert J. Brown, coml mgr; A. J. Brissette, program-production mgr; Ben G. Oman, Jr., sales promotion mgr; E. A. Browning, chief engineer; James G. Little, news director; Julie Chase, women's director.

WTAG-FM (June 17, 1940): 96.1 mc; 10 kw. Duplicates WTAG (above).

MICHIGAN

ADRIAN, Lenawee County

WABJ (1945): 1490 kc; 250 w. 2982 Treat Rd. Phone Colfax 5-7123. TWX 49. Gerity Broadcasting Co. (acquired station March 1947).

Rep Michigan Spot Sales.
Specialty programs: Spanish, ½ hr.; Negro, ¼ hr., both wkly.

James Gerity Jr., owner, pres; Donald J. Dean, gen mgr & coml mgr; Rex Mungler, program director; Ed Pricc, promotion mgr; Bob Bassett, chief engineer; Don Dean, farm director.

ALBION, Calhoun County

WALM (Nov. 1, 1952): 1260 kc; 1 kw-D. 101½ N. Superior. Phone National 9-3945. Calhoun Broadcasting Co. (original owner). (See "Newspaper Ownership").

Network Keystone.
C. Wayne Wright, gen mgr; James Bessley,

program director; Ted Everingham, sports director; Ken Griewahn, chief engineer; David Eddy, news director; Bob James, farm director; Katherine Key, women's director.

ALMA, Gratiot County

WFYC (Aug. 17, 1948): 1280 kc; 1 kw-D. 5310 N. State Rd. Phone 95. WFYC Inc. (acquired station Aug. 14, 1937).

Reps Hollingbery (Michigan & Ohio); George T. Hopewell Inc. (New York & rest of U.S.).
Wayne G. Harris, pres; Gilbert E. Thomas, gen mgr & coml mgr; Richard Crowley, program director; David W. Sommerville, promotion mgr; Bruce Rigg, chief engineer & farm director; Douglas Montgomery, news director.

ALPENA, Alpena County

WATS (1946): 1450 kc; 250 w. Midwestern Broadcasting Co. (See Midwestern stations in "Group Ownership").

Networks Mutual, Paul Bunyan. Rep Hal Holman.
Les Biederman, gen mgr.

ANN ARBOR, Washtenaw County

WHBY (1947): 1600 kc; 1 kw, DA-1. P. O. Box 608. Phone Normandy 2-4573. Mayne Broadcasting Co. (acquired station Jan. 16, 1957).

Rep Devney; Don Hutton (Michigan).
Charles H. Mayne, pres; Larry Gentile, gen mgr & coml mgr; Richard Harner, station mgr; Donald Herman, program & news director; James Allen, chief engineer; Lucy Gregory, women's director.

WPAG (April 1945): 1050 kc; 1 kw-D. Hutzel Bldg. Phone Normandy 2-5517. Washtenaw Broadcasting Co. (original owner).

Reps Everett-McKinney; Weed (Michigan only).
Edward F. Baughn, pres & gen mgr; Albert Samborn, program & news director; Bernard Ressler, chief engineer; Howard Heath, farm director.

WPAG-TV: Tv companion of WPAG (above).

***WUOM** (July 1948): 91.7 mc; 115 kw. U. of Michigan. Phone Normandy 3-1511. Regents, U. of Michigan.

Specialty programs: German, 1 hr. wkly.
Garnet R. Garrison, director of broadcasting; E. G. Burrows, ass't director—radio; William Stegath, production director; Marjorie Lundin, music director; Frank Nader, Jr., chief transmitter engineer.

BAD AXE, Huron County

WLEW (1950): 1340 kc; 250 w. 935 S. Van Dyke Rd. Phone 1010. Thumb Broadcasting Co. (See Stevens-Wisner stations in "Group Ownership").

Reps Headley-Reed; Michigan Spot Sales Inc. John F. Wismer, partner & general mgr; Harmon L. Stevens, partner; Jim Muehlenbeck, station mgr.

BATTLE CREEK, Michigan County

WBCK (July 9, 1948): 930 kc; 1 kw, DA-2. Security National Bank Bldg. Phone Woodward 3-5555. Michigan Broadcasting Co. (original owner).

Rep Hollingbery.
Robert H. Holmes, pres; Eugene F. Cahill, gen mgr; Ray Turner, program director; Harley Hammond, chief engineer; J. Cleaver, news director.

WELL (October 1925): 1400 kc; 250 w. 1 W. Michigan Ave. Woodward 4-7173. Southern Michigan Broadcasting Inc. (acquired station May 1957). (See Knorr stations in "Group Ownership").

Network ABC. Rep Headley-Reed.
Fred A. Knorr, pres; Paul J. Haller, general mgr & coml mgr; D. Decker, chief engineer; Tom McHale, news director.

BAY CITY, Bay County

WBCM (1925): 1440 kc; 1 kw-D. 500 w-N. Wagona Hotel. Phone Twinbrook 3-7551. TWX 185. Michigan Broadcasting Co. (acquired station Oct. 15, 1955).

Network ABC. Rep Hollingbery.
Robt. H. Holmes, pres; Leo A. Jylha, gen mgr & coml mgr; Hal Shore, program director; Wes Thompson, chief engineer; Cal Meyers, news director; Floyd Pratt, farm director; Sally Grant, women's director.

WWBC (Nov. 26, 1936): 1250 kc; 1 kw-D. 306 Phoenix Bldg. Phone Twinbrook 3-4588. Water Wonderland Broadcasting Co.

Rep McGavren-Quinn.
Patrick J. Trahan, pres; Charles E. Anthony,

gen mgr; John W. Hagerman, coml mgr; Robert F. Benkelman, program director; Ralph H. Carpenter, chief engineer; Frank Walsh, news director; Ed Vallender, farm director; Clare Werner, women's director.

BENTON HARBOR, Berrien County

WHFB (September 1947): 1060 kc; 1 kw-D. P. O. Box 828. Phone Walnut 5-2113. Palladium Pub. Co. (original owner). (See "Newspaper Ownership").

Rep Holman.
Stanley R. Banyon, pres; Jacob P. Scherer, gen mgr; Don Pricst, program director; Dwight Edmunds, promotion mgr; Munson U. Robinson, chief engineer; Ray Mittan, news director; John P. Chase, farm director; Mary Alice Gerhard, women's director.
WHFB-FM (October 1947): 99.9 mc; 9.2 kw. Duplicates WHFB (above).

BIG RAPIDS, Mecosta County

WBRN (Jan. 6, 1953): 1460 kc; 1 kw-D. P. O. Box 825. Phone 648. WBRN, Inc. (acquired station Oct. 1, 1955).

Rep Best.
Spencer Demison, pres, gen mgr & coml mgr; Garnet Zimmerman, chief engineer.

CADILLAC, Westford County

WATT (September 1945): 1240 kc; 250 w. 7825 S.U.S. 131. Phone Prospect 5-7831. Midwestern Broadcasting Co. (original owner). (See Midwestern Broadcasting Co. stations in "Group Ownership").

Network NBC. Paul Bunyan Network. Rep Holman.
Les Biederman, pres; Merritt L. Chandler, gen mgr; Glen Gilbert, coml mgr; Dick Zakrajsek, program director; Fred Parkison, promotion mgr; Lowell Shore, chief engineer; Wendell Barnes, farm director.

CHARLOTTE, Eaton County

WCER (Aug. 25, 1956): 1390 kc; 1 kw-D. DA. Box 269. Phone 1390 Eaton County Broadcasting Co. (original owner).

Roy W. McLean, pres, gen mgr & coml mgr; Janet Rockafellar, program director; Gerald D. Adams, chief engineer; Craig E. Davids, news director; Jean McLean, women's director.

CHEBOYGAN, Cheboygan County

WCBY (Oct. 28, 1954): 1240 kc; 250 w. Mackinaw Ave. Phone Madison 7-2311. Straits Broadcasting Co. (original owner).

Rep Best.
Richard E. Hunt, owner & gen mgr; Ben E. Morrow, coml mgr; Richard Welch, program director; Norbert Feppelman, chief engineer; Clara Fredericks, news director & farm director; Peg Werner, women's director.

CLARE, Clare County

WCRM (not on air; target date unknown): 990 kc; 250 w-D. DA. 436 w. 5th St. Gateway to the North Broadcasting Co. (original owner).
Dan McDonald, pres; John E. Cobb, vp.

COLDWATER, Branch County

WTVB (Aug. 7, 1949): 1590 kc; 5 kw-D. 500 w-N. DA-N. Box 32. Phone 1230. Twin Valley Broadcasters Inc. (original owner).

Network Southern Michigan Network. Rep Best.
E. Harold Munn Sr., pres & gen mgr; Norman Moore, coml mgr; Virgil Royer, chief engineer; William J. H. Smith, news director; Frank Martin, farm director; Constance Bingham, women's director.

WTVB-FM (Nov. 11, 1950): 98.3 mc; 260 w. Duplicates WTVB (above).

DEARBORN, Wayne County

WKMH (December 1946): 1310 kc; 5 kw, DA-2. 15001 Michigan Ave., zone 2. Phone Tiffany 6-8500. Knorr Broadcasting Corp. (original owner). (See Knorr stations in "Group Ownership").

Network Michigan Broadcasting System. Rep Headley-Reed.
Frederick A. Knorr, pres, director & gen mgr; John J. Carroll, vp & mgr; John O. Gilbert II, coml mgr; Lee C. Hanson, merchandising and promotion mgr; Jerrold L. Martin, vp & chief engineer; Bob Ronyon, news editor.

WKMH-FM (November 1950): 100.3 mc; 7.1 kw. Duplicates WKMH (above).

*Non-commercial educational.

*Non-commercial educational.

Radio Stations CONTINUED

MICHIGAN CONTINUED

DETROIT, Wayne County

CKLW (June 1932): 800 kc; 50 kw, DA-1 Guardian Bldg., zone 26, Phone Woodward 1-7200. TWX Detroit 48. Western Ontario Broadcasting Co. Ltd. (original owner).

Network MBS. Rep Young.
J. E. Campeau, pres & gen mgr; S. C. Ritchie, operations mgr; E. W. Wardell, coml mgr; John Gordon, program director; Arthur Gloster, promotion mgr; Stewart Clark, chief engineer; Austin Grant, news director & farm director; Myrtle Labbit, women's director.

CKLW-FM-TV: Companions to CKLW (above).

WOAB (1939): 1130 kc, 50 kw-D, 10 kw-N, DA-2, 500 Temple Ave., zone 1, Phone Temple 3-8100. Pontiac Broadcasting Co.

Rep Am Radio Sales.
H. Y. Levinson, pres & gen mgr; Wayne N. Cook, executive vp; Lawrence W. Bova, service director; Thalia Coit, promotion mgr; James R. Balmer, chief engineer; Bruce G. Martyn, sports director.

WDET-FM (May 1952): 101.9 mc; 52 kw, Phone Temple 1-4141, Wayne State U.

Dr. Paul B. Rickard, gen mgr; John Cambus, station mgr; Robert F. Schlorff, chief engineer.

*Non-commercial educational.

WDTB (FM) (August 1948): 90.7 mc; 2 kw, 2345 Lawton Ave., zone 6, Phone Tyler 4-4188, Detroit Board of Education.

Network NAEB.
Specialty programs: Spanish, 1/2 hr, wkly.; German, 1 hr, wkly.; French, 1/2 hr, wkly.
Kathleen N. Lardie, mgr; Carl O. Moody, program director; Dean C. Cook, chief engineer.

WTVS (TV): Tv companion of WDRR (above).

*Non-commercial educational.

WHYY (FM) (presented Jan. 18, 1957; target date unknown): 94.7 mc; 20.5 kw, 1695 Radder Rd. (Froy, Mich.), Mesdoveraft Broadcasting Inc. (original owner).

WJBK (1925): 1500 kc; 10 kw-D, 1 kw-N, DA-2, 741 Second Blvd., zone 2, Phone Trinity 3-7400, TWX DE 235, Storrie Broadcasting Co. (acquired station July 1947). (See Storrie sta-

tions in "Group Ownership" & under "Newspaper Ownership").

Rep Katz.
George B. Storrie, pres; Harry R. Lipson, managing director; Herbert Weber Jr., general sales mgr; Robert R. Martin, program director; Joseph B. Haigh, chief engineer.

WJBK-FM (June 13, 1947): 93.1 mc, 30 kw. Duplicates WJBK (above).

WJBK-TV: Tv companion of WJBK-AM-FM (above).

WJLB (1926): 1400 kc; 250 w. David Broderick Tower, zone 26, Phone Woodward 5-2000 TWX DE 555. Roath Broadcasting Co. (acquired station January 1940). (See Roath stations in "Group Ownership" and "Newspaper Ownership").

Rep Stars National (New York); Pearson. Specialty programs: Negro, 58 1/2 hrs.; Spanish, 1 hr.; German, 4 1/2 hrs.; Italian, 6 hrs.; Polish, 2 1/2 hrs.; Greek, 5 1/2 hrs.; Syrian, 1 hr.; Maltese, 1/2 hr.; Armenian, 1/2 hr.; Ukrainian, 1 hr.; Romanian, 1/2 hr.; Hungarian, 1 hr.; Lithuanian, 1/2 hr.; Jewish, 2 1/2 hrs.; Cantonian, 1/2 hr., all wkly.

John I. Roath, pres; T. J. Warner, gen mgr; E. E. Nvy, program director; G. E. Ryan, chief engineer; Richard Hobbs, news director.

WJMK (FM): 97.9 mc; 23 kw companion station to WJLB (above).

WJR (May 4, 1923): 760 kc, 50 kw, Fisher Bldg., zone 2, Phone Trinity 3-1140, TWX DE 270. WJR The Goodwill Station Inc. (acquired station Jan. 2, 1923).

Network CBS. Rep Christal Radio Time Sales (Ontario).

John F. Paul, pres; Worth H. Kramer, executive vp & gen mgr; F. S. Monte, vp & operations mgr; Elmer O. Wayne, vp, sales; James H. Quella, program & public affairs mgr; George R. Kendall, promotion mgr; Andrew Frickenthal, chief engineer; William Sheehan, news director; Marshall Wells, farm director; Agnes May, women's director.

WJR-FM (May 30, 1948): 96.3 mc; 24 kw. Duplicates WJR (above).

WJUS-FM (Feb. 14, 1954): 103.5 mc; 19.5 kw, 15368 Hamilton Ave., zone 1, Phone Townsend 8-1366, Michigan Music Co.

James F. Hopkins, pres; William W. Britlev, coml mgr; Charles Y. Martinez, program director; Henry Rutowski, chief engineer.

WMOG (FM) (See Royal Oak, Mich.)

WWJ (Aug. 20, 1920): 950 kc; 5 kw, DA-N, 622 W. Lafayette, zone 31, Phone Woodward 2-2000, TWX DE 931, The Evening News Assoc. (See "Newspaper Ownership"). (See Scripps-Howard stations in "Group Ownership").

Network NBC. Rep Peters, Griffin, Woodward; Andy McDermott (Canada).
Edwin K. Wheeler, gen mgr; Don DeGroot,

assistant gen mgr; Robert J. McIntosh, station mgr; Henry C. Rogers, business mgr; Ronald M. Gilbert, national sales mgr; Walter A. Schwartz, local sales mgr; Frank Steltenkamp, sales development mgr; Glenn Kyker, promotion mgr; Robert A. Henahory, program & production mgr; James Clark, news editor; John Merrifield, farm editor; Edgar J. Love, general engineering mgr.

WWJ-FM (May 13, 1941): 97.1 mc; 50 kw. Duplicates WWJ (above).

WWJ-TV: Tv companion of WWJ-AM-FM (above).

WXYE (1925): 1270 kc; 5 kw, DA-N, Mutual Bldg., zone 26, Phone Woodward 3-8321, TWX DE 1154, American Broadcasting Co. (See ABC stations in "Group Ownership").

Network ABC.
James C. Riddell, pres & gen mgr; Hal Neal, radio vp; Robert Dalorica, assistant sales mgr; Bob Baker, program director; Bud Kirvan, promotion mgr; Charles Korher, chief engineer; Tom Ahearn, news director.

WXYE-FM: 101.1 mc; 14 kw. Duplicates programming of WXYZ (above).

WXYZ-TV: Tv companion of WXYZ-AM-FM (above).

EAST LANSING, Ingham County

WKAR (August 1922): 870 kc; 5 kw-D, F. O. Box 790, Phone Edgewood 2-1511, ext. 2272, Michigan State Board of Agriculture.

John A. Hannah, pres; Robert J. Coleman, gen mgr; Lawrence Frymire, assistant director; William J. Finucan, program director; John Makesec, chief engineer; Rob Downey, news director; Art Burroughs, farm director; Virginia Weiser, women's director.

WKAR-FM (November 1948): 90.5 mc; 74 kw. Duplicates WKAR (above).

*Non-commercial educational.

ESCANABA, Delta County

WDBO (September 1941): 650 kc; 1 kw, DA-2, 606 Ludington St., Phone State 6-6144, Delta Broadcasting Co. (original owner).

Network CBS.
Geo. D. Lindenthal, pres, gen mgr & coml mgr; H. C. Olsen, chief engineer; W. J. Duchaine, news director & farm director; Gloria Hansley, women's director.

WLST (granted Jan. 17, 1958; target date unknown): 800 kc; 1 kw-D, DA, Ludington & 5th Sts., Frank J. Russell Jr. (See "Newspaper Ownership" and Mining Journal stations in "Group Ownership").

BIG VOLUME
"BEST SELLER"
in the Detroit Area!

50,000 watt power coupled with outstanding programming makes this station the BIG VOLUME "Best Seller" in the region.

GENERAL OFFICES: Guardian Bldg., Detroit
J. E. Campeau, Pres

NATIONAL REP.: Adam J. Young, Inc.

Radio Stations CONTINUED

MICHIGAN CONTINUED

FLINT, Genesee County

WAMM (Dec. 9, 1956): 1420 kc; 500 w-D. DA. 740 S. Saginaw. Phone Cedar 9-8631. Buder-Carter-Durham Inc. (original owner).

Rep Gill-Perna.
Specialty programs: Negro, 32 hrs. wkly. Richard S. Carter, pres & gen mgr; Ronald L. Craig, coml mgr; Melvin E. Moss, program director; Walter Wierzbicki, chief engineer; James Collins, news director; Marlene LeClaire, women's director.

WBBC (December 1917): 1330 kc; 1 kw. DA-2. 3076 E. Bristol Rd. Phone Cedar 9-8686. TWX FL 10. Booth Broadcasting Co. (original owner). (See Booth stations in "Group Ownership" and "Newspaper Ownership").

Network MBS. Rep Weed.
Specialty programs: Polish, 1 hr. wkly; Negro, 12 hrs. wkly.

John L. Booth, pres; Joseph R. Fife, gen mgr & coml mgr; Sam Somora Jr., program director & promotion mgr; Charles Wallace, chief engineer; John Carleton, news director; Dick Rybicki, farm director; Mary Hyde, women's director.

***WFBE (FM)** (Sept. 30, 1953): 95.1 mc; 1.3 kw. Oak Grove Campus, zone 3. Phone Cedar 8-1631. Flint Board of Education.

Network NAEB.
Dr. Spencer Myers, superintendent of schools; Ola B. Hiller, gen mgr; Robert F. Lewis, chief engineer.

*Non-commercial educational.

WFDP (May 25, 1922): 910 kc; 5 kw-D. 1 kw-N. DA-2. Garland St. at First Ave., zone 2. Phone Cedar 2-7158. TWX FL 1. Trebit Corp. (acquired station 1948).

Network NBC. Rep Katz.
Specialty program: Negro, 1/2 hr. wkly.
Harry M. Bitner Jr., pres; Elmer A. Knopf, acting gen mgr & program director; Marvin Levey, coml mgr & promotion mgr; Gerald C. Wolpert, chief engineer; George Jaksa, news director; Arthur Keizlaff, farm director; Betty Clark, women's director.

***WFUM (FM)**: 107.1 mc; 400 w. Regents of U. of Michigan.

*Non-commercial educational.

WKMP (April 10, 1953): 1170 kc; 1 kw. DA-1. 112 W. Water, zone 2. Phone Cedar 9-7608. Knorr Broadcasting Corp. (See Knorr stations in "Group Ownership").

Network Michigan Broadcasting System. Rep Headley-Reed.

Fred A. Knorr, pres; W. Eldon Garner, managing director; Philip R. Munson, coml mgr; Oscar Huff, acting program director & news director; John Woodard, chief engineer.

WMRP (Nov. 11, 1946): 1570 kc; 1 kw-D. 3217 Lapeer St. Zone 3. Phone Cedar 3-5112. Methodist Radio Parish Inc. (original owner).

Rep Sears & Ayer.
Specialty programs: Negro, 7 hrs. wkly.
Rev. Arthur Howard, pres; William H. Morford, gen mgr; Everett Smith, program director; Robert Swayze, chief engineer.

WTAC (April 28, 1947): 600 kc; 1 kw-D, 500 w-N. DA-1. G-6171 S. Center Rd., Grand Blanc, Phone Owens 4-4146. TWX FL 19. First Broadcast Corp. (acquired station August 1954). (See Founder's Corp. stations in "Group Ownership").

Network ABC. Rep Hollingbery.
John M. Shaheen, pres; David Mendelsohn, gen mgr; Andrew C. Ederton, coml mgr; Robert Halstead, program director; Ruth Kekel, promotion mgr; Robert Garner, chief engineer.

FREEMONT, Newaygo County

WBFO (1955): 1490 kc; 250 w. P. O. Box 231. Paul A. Brandt (original owner). (See Brandt stations in "Group Ownership").

Rep Best.
Paul A. Brandt, pres; Earl N. Peterson, mgr.

GAYLORD, Otsego County

WATG (1950): 900 kc; 1 kw-D. Phone 3801. Midwestern Broadcasting Co. (See Midwestern Broadcasting Co. stations in "Group Ownership").

Network NBC; Paul Bunyan Network. Rep Hal Holman Sales.
Les Biederman, pres; Tracy B. Andrews, gen mgr; Robert E. Detwiler, coml mgr; William H. Kiker, chief engineer.

GRAND HAVEN, Ottawa County

WGHN (July 16, 1956): 1370 kc; 500 w-D. 228 Washington St. Phone 5397. Grand Haven Broadcasting Co. (original owner).

Rep Best.
H. F. Vulf, pres; Bob Kirby, vp, gen mgr & coml mgr; Bob Schmitt, program director & chief engineer; Gordon Huizenga, promotion mgr; Jack McCauley, news director; Robert Walker, farm director; Dorothy Martin, women's director.

GRAND RAPIDS, Kent County

WGRB (November 1947): 1570 kc; 1 kw-D. 399 Garfield Ave., S.W., zone 1. Phone Glendale 6-9541. Furniture City Broadcasting Corp. (acquired station March 10, 1950).

William Kuiper Sr., pres, gen mgr & program director; Peter VandenBosch, sales mgr; William E. Kuiper, promotion mgr; Gilbert Waite, chief engineer; Chck VanderSloot, news & farm director; Dorothy VanAndel, women's editor.

WGRD (Nov. 1, 1947): 1410 kc; 1 kw-D. 35 Lafayette N.E., zone 3. Phone Glendale 9-4111. Music Broadcasting Co. (original owner).

Rep Gill-Perna.
Paul F. Eichhorn, pres & gen mgr; Glenn R. LePard, coml mgr & program director; Richard Groenevelt, chief engineer; Thomas R. VanTol, news director; Rudolph W. Pessal, farm director; Mild Baer, women's director.

WJEF (February 1945): 1230 kc; 250 w-D 187 Monroe Ave., N.W. Phone Glendale 6-8512. TWX 374. Amalgamated Properties Inc. (original owner). (See John Fetzer stations in "Group Ownership").

Network CBS. Rep Avery-Knodel.
John Fetzer, pres; Martin Glaimo, station mgr, coml mgr, program director & promotion mgr; Bruce Givcadgis, chief engineer; John Lindop, news director; Margaret Curley, women's director.

WJEF-FM (February 1954): 93.7 mc; 115 kw. Duplicates programming of WJEF (above).

WLAV (Aug. 18, 1940): 1340 kc; 250 w. 6 Fountain Street N.E., zone 2. Phone Glendale 6-5461. TWX GR 182. Stevens-Wismer Broadcasting Co. (acquired station July 1958). (See Stevens-Wismer stations in "Group Ownership").

Network ABC; MBS. Rep McGavren-Quinn.
John F. Wismer & Harmon L. Stevens, partners.

WLAV-FM (1947): 96.9 mc; 1.75 kw. Duplicates WLAV (above).

WMAX (1954): 1480 kc; 1 kw-D. Keith Theater Bldg., zone 2. Phone Glendale 6-8621. WMAX Inc. (original owner).

Rep Radio-TV Representatives; Michigan Spot Sales.

Joseph C. Hooker, Charles A. Sprague, co-owners; Mr. Sprague, gen mgr; Mr. Hooker, coml mgr; Joe Trela, production mgr; Ed Fitzgerald, promotion mgr; Lou Bergenroth, chief engineer; Tom Quinn, news director; Connie Chaplin, women's director.

WOOD (September 1924): 1300 kc; 5 kw. DA-N. 120 College Avenue S.E., zone 2. Phone Glendale 9-4125. TWX 281. WOOD Broadcasting

Inc. (acquired station May 22, 1957). (See "Newspaper Ownership" and "Time Inc. stations in "Group Ownership").

Network NBC. Rep Katz.
Willard Schroeder, pres & gen mgr; Arthur M. Swift, general sales mgr; Michael O. Laronu, radio sales mgr; John Shaw, program director; Clark Grant, promotion mgr; Charles Robison, chief engineer; Dick Cheverton, news director; Carol Duvall, women's director.

WOOD-TV: Tv companion of WOOD (above).

HANCOCK, Houghton County

WMPL (March 2, 1957): 920 kc; 1 kw-D. Hotel Scott Bldg. Phone 3155. Copper Country Broadcasting Co. (acquired station May 8, 1957).

Network Keystone.
Specialty programs: Finnish, 3 hrs. wkly.
Francis Lontelli, pres, gen mgr & chief engineer; Clifford Paulson, vp; Philip Frazer, promotion mgr; John Oakvik, news director; Ann Marcheschi, women's director.

Beware of claims . . .

Get the facts!

WMAX

now has the highest

average Pulse* rating

6:00 A.M. to 6:00 P.M.

in

GRAND RAPIDS

call

Radio-TV Representatives

*March, 1958

Put **DRIVE** into your sales message with

W-CAR-DETROIT

• Consistently the Lowest Cost per Thousand of any Detroit Radio Station.*

• 50,000 watts on 1130 kc covers 24 Michigan and 8 Ohio Counties.

W-CAR-DETROIT'S 1/2 m/v coverage blankets the great market shown on map—

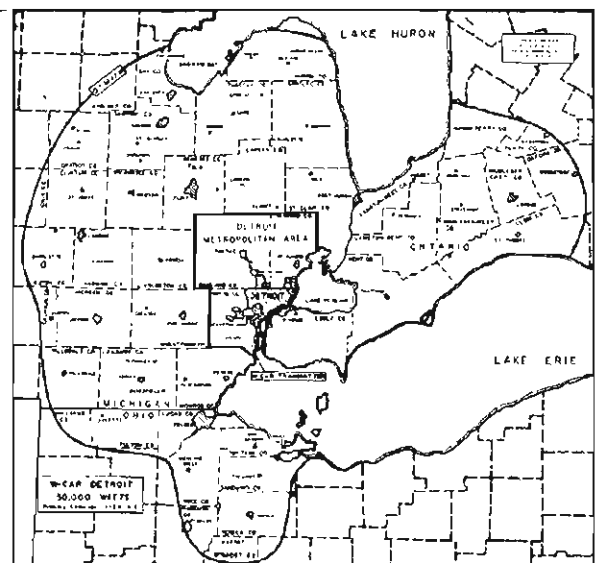
Total Radio Homes . . . 1,737,030

Population . . . 6,201,000

Retail Sales . . . \$790,529,500

*SRDS, Nielsen Station Index and Pulse

50,000 WATTS — 1130 ON THE DIAL



NEWS MUSIC SPORTS

WHGR

Greenwood 8-3040 P. O. Box A

1290 KC

NOW

5000

WATTS

FULL TIME

**SERVING NORTHERN
MICHIGAN**

FROM HOUGHTON LAKE

Owned and Operated by the
SPARKS BROADCASTING CO.

Radio Stations CONTINUED

MICHIGAN CONTINUED

HASTINGS, Barry County

WAHL (1957): 1220 kc; 250 w-D. P.A. 1901 S. Bedford Rd. Phone 5-2121. Donald G. Carey (original owner).
Donald G. Carey, gen mgr; Irving Grove, station mgr.

HIGHLAND PARK, Wayne County

***WHPR (FM)** (May 21, 1954): 88.1 mc; 10 w. 12541 Second Ave. Phone Townsend 8-1264. School District of the City of Highland Park.
Robert A. Stevens, station mgr; Richard A. Hixson, program director; Raymond Blake, technical director.

*Non-commercial educational.

HILLSDALE, Hillsdale County

WBSE (May 21, 1955): 1340 kc; 100 w. P. O. Box 213. Phone Hemlock 7-4444. Baw Beese Broadcasters Inc. (acquired station Aug. 16, 1957). (See Stevens-Wismer stations in "Group Ownership").

John Wismer, pres; Arthur Aymen, gen mgr & coml mgr; Earl Schlabach, program director; John Fountain, chief engineer; Robert Poor, news director; Maxine Stevens, women's director.

HOLLAND, Ottawa County

WHTC (July 1948): 1450 kc; 250 w. 5 E. Eighth St. Phone Export 2-3121. Holland Broadcasting Co. (original owner).

Rep Best.
W. A. Butler, pres; Sandy Meek, gen mgr & coml mgr; Harold Franken, program director & promotion mgr; Jutius Van Oss, chief engineer & farm director; Brig Young, news director; Mary Emma Young, women's director.

WJBL (Nov. 2, 1956): 1280 kc; 500 w-D. P.A. US 31 & James St. Phone Export 6-5281. Ottawa Broadcasting Corp. (acquired station June 18, 1957).

Specialty programs: Dutch, 1 hr.
Bernard Brookema, pres; Jerome C. Gysen, gen mgr; Robert E. Smits, coml mgr; Clarence Walters, program director; Bernard Gysen, promotion mgr; John L. Klungle, chief engineer; Douglas Tjapkes, news director; Richard Machette, farm director; Kathy Haan, women's director.

HOUGHTON, Houghton County

WDEF (1928): 1100 kc; 250 w. Douglass Hotel. Phone 1. Upper Michigan Broadcasting Co. (original owner).

Network NBC. Rep Walker-Rawalt.
Specialty programs: Finnish, 3 hrs. wkly.
George L. Burgan, chief owner & chief engineer; Albert W. Payne, gen mgr & coml mgr; Earl Norden, program director, news director; F. Grant Richards, community service director; Eva Chase, women's director.

HOUGHTON LAKE, Roscommon County

WHEE (July 1954): 1250 kc; 5 kw. DA-N. 2431 Houghton Lake Dr. Phone Greenwood 8-3940. Sparks Broadcasting Co. (original owner).

Rep Best.
J. B. Sparks, pres; Gordon A. Sparks, gen mgr; Robert D. Diltmer, coml mgr & program director; Garnet G. Sparks, chief engineer; Ron Stratton, news director; Leon Gossage, farm director; Beverly J. Diltmer, women's director.

HOWELL, Livingston County

WHEM (Feb. 17, 1957): 1350 kc; 500 w-D. 201 1/2 W. Grand River. Phone 1062 Livingston Broadcasting Co. (original owner).

Rep Best.
M. H. Wirth, pres; John Thiel, program director; W. Ahlers, promotion director; E. Rosenzweig, women's director.

INKSTER, Wayne County

WCEE (Nov. 7, 1956): 1440 kc; 1 kw-D. P.A. 32790 Henry Ruff Rd. Phone Crestwood 8-1410. Bell Broadcasting Co. (original owner).

Specialty programs: Lithuanian, 1 hr. wkly; Negro, 90 hrs. wkly.
Dr. Halsey Bell, pres; Frank M. Seymour, gen mgr; Dr. Wendell E. Cox, vp; George E. White, program director; Clarence E. Ring, chief engineer; Joe Howard, news director; Trudy Haynes, women's director.

IONIA, Ionia County

WION (Feb. 1, 1953): 1430 kc; 500 w. P. O. Box 143. Phone 2-300. Ionia Broadcasting Co. (original owner).

Rep Best.
Monroe Mac Pherson Sr., pres; Monroe Mac Pherson Jr., gen mgr; Dean L. Aldrich, coml mgr; James P. Pegg, program director; J. Irving Grove, chief engineer; Harry Boyce, news director; Ellis Shotwell, farm director; Mary Muter, women's director.

IRON MOUNTAIN, Dickinson County

WMIQ (1947): 1450 kc; 250 w. 217 E. Ludington St. Phone 2031. Iron Mountain-Kingsford Broadcasting Co. (See Mining Journal stations in "Group Ownership" & see "Newspaper Ownership").

Network ABC.
Frank J. Russell, pres; William C. Johnson, general mgr.

IRON RIVER, Iron County

WIKB (Nov. 15, 1949): 1230 kc; 250 w. Iron River National Bank Bldg. Phone 102. Iron County Broadcasting Corp. (acquired station Dec. 15, 1957).

Network Wisconsin Network. Rep Best.
Edwin Phelps Sr., pres; Edwin Phelps Jr., gen mgr.

IRONWOOD, Gogebic County

WJMS (Nov. 3, 1931): 630 kc; 1 kw. DA-N. 134 McLeod Ave. Phone 20. Upper Michigan-Wisconsin Broadcasting Co. (original owner).

Network Keystone. Rep Best.
William L. Johnson, pres & gen mgr; Robt. Olson, coml mgr; Robt. Lindroth, program director; Arne Dahlbacka, chief engineer; Doug Tremain, news director.

ISHPEMING, Marquette County

WJPD (Oct. 12, 1947): 1240 kc; 250 w. Jenks Block. Phone Hudson 6-9937. TWX TT 7760-16. Ishpeming Broadcasting Co. (original owner).

Specialty programs: Finnish, 2 hrs.; Italian, 1 hr.; Scandinavian, 1 hr., all wkly.
Mrs. James P. Deegan, pres & chief owner; Robert J. Burke, coml mgr & promotion mgr; Donald Ryan, program director; Louis Ronckhove, chief engineer; Cleve Pipe, news director; Janie Gill, women's director.

JACKSON, Jackson County

WJBM (Nov. 20, 1924): 1450 kc; 250 w. 2511 Kibby Rd. Phone State 2-7176. TWX JS 19. Booth Broadcasting Co. (acquired station July 1, 1954). (See Booth stations in "Group Ownership" and see "Newspaper Ownership").

Network ABC. Rep Weed.
Specialty programs: Polish, 3 hrs. wkly; German, 1 1/2 hrs. wkly; Negro, 6 hrs. wkly.
John L. Booth, pres; George P. Lasley, gen mgr; Robert Lees, coml mgr; Tom O'Connor, program director; Robert Mischeau, promotion mgr; Paul Wolfcale, chief engineer; Carl Hahn, news director; Wayne Curtis, farm director; Marian Hewman, women's director.

WMEZ (FM) (July 14, 1958): 94.1 mc; 5.4 kw. Duplicates WJBM (above).

WKHM (Dec. 7, 1951): 970 kc; 1 kw. DA-2. 441 Wildwood Ave. Phone State 4-7181. Jackson Broadcasting & Television Corp. (original owner). (See Knorr stations in "Group Ownership").

Network MBS; Michigan Broadcasting Sys-

DETROIT COVERAGE...

at half the Detroit rate!

Sell Detroit . . . and the populous counties between Detroit and Toledo with WMIQ . . . Monroe County's only station. WMIQ is the sound and sensible way to the Motor City.

WMIQ'S COVERAGE

Population	4,489,600
Radio Homes	1,280,000
Auto Radios	1,276,000
Effective Buying Income	\$8,285,280,000
Total Retail Sales	5,518,576,000
Farm Population	213,250
Farm Radio Homes	58,695
Gross Farm Income	\$248,625,000
Gross Income Per Farm	5,480

MONROE COUNTY

Population	96,500
Radio Homes	25,900
Effective Buying Income	\$128,614,000
Total Retail Sales	82,880,000

W M I Q

560 KC

THE McINTYRE BROADCASTING CO., Inc.

Dale B. Hornung, Gen. Mgr. Phone CHerry 1-5550

MONROE, MICHIGAN

Represented by Devney, Inc.

Radio Stations CONTINUED

MICHIGAN CONTINUED

tem. Rep Headley-Reed; Michigan Spot Sales. Fred A. Koorn, pres & gen mgr; Nathan H. Alberstein, coml mgr; Allen Franco, program director; Paul D. Wright, chief engineer; George Engle, news director & farm director.

KALAMAZOO, Kalamazoo County

WKIZ (Feb. 5, 1956): 1470 kc; 500 w-D. P. O. Box 563. Phone Fireside 3-2541. Circle Corp. (original owner).

Network Western Michigan Triangle Network. Rep Gill-Perna.

Joseph E. Butler, pres & coml mgr; Ralph E. Patterson, gen mgr & chief engineer; Ron Newhouse, program director.

WKMI (August 1947): 1360 kc; 5 kw-D, 1 kw-N, DA-N. 414 S. Burdick St. Phone Fireside 4-0111. Steere Broadcasting Corp. (acquired station Oct. 7, 1952).

Rep Broadcast Time Sales; Michigan Spot Sales.

Howard D. Steere, pres; Emil J. Popko Jr., gen mgr; Frederick K. Doyle, coml mgr; Danny Daniels, program director; Kenneth Farranco, chief engineer; Robert C. Barr Jr., news director & farm director.

WKZO (1923): 590 kc; 5 kw, DA-N. 590 W. Maple St. Phone Fireside 5-2101. TWX KZ 33. Fetzter Broadcasting Co. (original owner). (See John Fetzter stations in "Group Ownership").

Network CBS. Rep Avery-Knodel. John E. Fetzter, pres; Carl E. Lee, vp & managing director; Otis T. Gaston, radio sales mgr; Charles T. Lynch, program director; William Hunt, promotion mgr; Arthur E. Covell, chief engineer; Len Colby, news director; Carl Collin, farm director.

WKZO-TV: Tv companion of WKZO (above).

***WMCE (FM)** (Jan. 8, 1951): 192.1 mc; 36 kw. Phone Fireside 5-1912. Western Michigan U. Network NAEB.

Robert Paul Dye, gen mgr; Wade S. Jones, program director; P. Glenn Bishop, chief engineer.

*Non-commercial educational.

LANSING, Ingham County

WILS (Feb. 19, 1917): 1320 kc; 5 kw-D, 1 kw-N, DA-2. 407 1/2 N. Washington Ave. Phone Ivanhoe 2-1655. TWX LG 16. Lansing Broadcasting Co. (original owner).

Rep Venard, Rintoul, & McConnell. John C. Pomeroy, pres, gen mgr & coml mgr; David Froh, program director; Richard M. Pomeroy, promotion mgr; John Whitacre, chief engineer; Clarke Manning, news director & farm director; Dottie Doane, women's director.

WJIM (1934): 1240 kc; 250 w. 2820 E. Saginaw zone 4. Phone Ivanhoe 2-1333. TWX T.G. 72. Gross Telecasting Inc. (original owner).

Network ABC; NBC. Rep Peters, Griffin, Woodward. Harold F. Gross, pres, treas & gen mgr; Keith Oliver, coml mgr; Howard Finch, program director; Don Musson, chief engineer; Bill Effe, news director; Derwood Carr, farm director.

WJIM-FM (granted July 14, 1958; target date unknown): 97.5 mc; 46 kw. Same address, licensee & staff as WJIM (above).

WJIM-TV: Tv companion of WJIM-AM-FM (above).

LAPEER, Lapeer County

***WMPC** (December 1926): 1230 kc; 250 w. SH. 803 Liberty St. Phone Mohawk 4-6211. The Liberty Street Gospel Church (original owner). Specially programs: Spanish, 3/4 hr.; Russian, 1/2 hr.; Negro, 1/2 hr. all wkly.

Frank S. Hemmingway, pres & gen mgr; Nora B. Eastman, program director; Hollis F. Hayes, chief engineer.

*Non-commercial.

LUDINGTON, Mason County

WKLA (October 1944): 1450 kc; 250 w. East Ludington Avenue, zone C-7. Phone Victor 3-3438. Raymond A. Plank (acquired station April 1, 1960).

Network ABC. Rep Best. Raymond A. Plank, pres, gen mgr & co-chief engineer; Gordon J. Anderson, coml mgr & promotion mgr; Charles J. Hagerman, program director & chief engineer; Tom Roy, news director; Don Hack, farm director; Charlene R. Englebrecht, women's director.

MANISTEE, Manistee County

WMTE (June 7, 1951): 1340 kc; 250 w. P. O. Box 322. Phone Parkview 3-9906. Manistee Radio Corp. (original owner).

Rep Best. James R. Sumbler, pres; Stephen P. Cole, gen mgr & chief engineer; Edward H. Owens, coml mgr; Ken Kott, news director; Bob Amsterburg, farm director; Ginny Stroemel, women's director.

MARINE CITY, St. Clair County

WDOG (Dec. 19, 1950): 1590 kc; 1 kw-D, DA. Phone Rockwell 2-1111. TWX 7551-42. Radio St. Clair Inc. (original owner).

Jerry W. Coughlin, pres; John S. Bell, gen mgr & coml mgr; Robert P. Thayer, chief engineer; George A. Lupper, news director.

MARQUETTE, Marquette County

WDMJ (1931): 1320 kc; 1 kw, DA-N. 249 W. Washington St. Phone Canal 6-3525. Lake Superior Broadcasting Co. (acquired station 1940). (See "Newspaper Ownership" and Mining Journal stations in "Group Ownership").

Network MBS; Keystone. Rep Lake Superior Advertising Agency.

Frank J. Russell, pres; Robert J. Luke, managing director; David W. Hodgins, station mgr; Leroy Sheller, program director; Paul Anick, chief engineer; Jack Pratt, news director.

WDMJ-TV: Tv companion of WDMJ (above).

MENOMINEE, Menominee County

WAGN (November 1962): 1340 kc; 250 w. Box 342. Phone Union 3-5551. TWX UP 7751-19. Men-Mar Broadcasting Corp. (acquired station October 1955).

Vernon H. Uecker, vp, gen mgr & coml mgr; Barbara Johnson, program director; Loren B. Koelsing, chief engineer; Robert B. Macaulay, news director; Elaine Mottard, women's director.

MIDLAND, Midland County

WMDN (Sept. 13, 1948): 1400 kc; 250 w. 2500 Swede Rd. Phone Temple 9-9988. Rich Pub. House Inc. (acquired station Sept. 13, 1958). (See "Newspaper Ownership").

Rep Best. Philip T. Rich, pres; Peter A. Wolf, gen mgr, coml mgr, program director & chief engineer; Dick McKinley, promotion mgr; Phil Pummill, news director; Ernest Strickland, farm director; Virginia Florey, women's director.

MONROE, Monroe County

WMIC (July 12, 1956): 560 kc; 500 w-D, DA. P. O. Box 306. Phone Cherry 3-6550. McIntyre Broadcasting Co. (original owner).

Rep Devney; Don Hutton (Michigan). Brouwer D. McIntyre, pres; Dale B. Hornung, gen mgr; Robert J. Norwood, program director; George D. Stearns, chief engineer.

MT. CLEMENS, Macomb County

WRRB (May 18, 1957): 1430 kc; 500 w-D, DA. 234 S. Gratiot. Phone Drexel 11430. WRRB Inc. (original owner).

J. R. McKinley, gen mgr & coml mgr; Ron Dunn, program director & promotion mgr; Jerry Meier, chief engineer; Bud Parks, news director; Teresa Way, women's director.

MT. PLEASANT, Isabella County

WCEN (1949): 1150 kc; 1 kw-D, 500 w-N, DA-N. 1 mile South of Mt. Pleasant on Route 27. Phone Spring 3-3171. Paul A. Brandt (see Brandt stations in "Group Ownership").

Rep Best. Paul A. Brandt, pres; Dick Wood, gen mgr.

MUNISING, Alger County

WMAB (Sept. 20, 1956): 1400 kc; 250 w. First National Bank Bldg. Phone 518. Munising-Alger Broadcasting Co. (original owner). (See "Newspaper Ownership").

Rep Best. Charles Symon, co-owner & gen mgr; Stanly Sadak, co-owner; Ted Ouellette, coml mgr; Dick Gumuski, program director; Don Carlyon, chief engineer; Wally Ahlborn, news director; John Campana, farm director; Jean Verstynen, women's director.

MUSKEGON, Muskegon County

WKBZ (Nov. 3, 1926): 850 kc; 1 kw, DA-1. 432 Apple Ave. Phone 2-6051. TWX 96. Ashbacher Radio Corp. (acquired station Jan. 1, 1952).

Network ABC. Rep Meeker. Arch Shawd, pres & treas; Justin B. Gudelsky, station mgr; William L. Trap, program director; Bill L. Bennett, promotion mgr; George Krivitzky, chief engineer; Charles H. Park Jr., news director; Betty Van Haver, women's director.

WZUS (April 12, 1947): 1090 kc; 1 kw-D, 617 W. Giles Rd. Phone 41672. Greater Muskegon Broadcasters Inc. (original owner).

Network MBS. Specially programs: Negro, 1 hr. wkly. R. Bunker Rogoski, pres; Dalton C. Hillie, gen mgr; Nicholas Blystra, coml mgr; Wesley Tebeau, program director; Raymond Brooks, chief engineer; Tom Collins, news director; Henry Johnson, farm director; Deanna Treggonning, women's director.

WTRU (1949): 1600 kc; 5 kw, DA-N. Summit & Getty Sts. Muskegon Broadcasting Co.

Rep Gill-Perna. Paul F. Eichhorn, pres; Kenneth Chaplin, mgr.

NILES, Berrien County

WNII (Dec. 5, 1956): 1290 kc; 500 w-D, 416 Sycamore St. Phone Mutual 3-5432. L. J. Plym (original owner). (See "Newspaper Ownership").

Network Keystone. Rep Continental. L. J. Plym, owner; James H. Mitchell, gen mgr & program director; Al Wheeler, coml mgr; Jan Hendrycks, promotion mgr; Matt Pierzchala, chief engineer; Jack Melloy, news director; Jack Douglas, farm director; Eleanor Moller, women's director.



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Radio Stations CONTINUED

MICHIGAN CONTINUED

OAK PARK, Wayne County

WLDM (FM) (February 1949): 95.5 mc; 20 kw. 15401 W. Ten Mile Rd., zone 37. Phone Jordan 4-5835. Lincoln Broadcasting Co. (original owner).
Rep Good Music Broadcasters.
Harold I. Tannor, pres & gen mgr; Robert J. Conger, coml mgr; Richard J. Bernard Jr., program director; Jerome F. Steadley, chief engineer.

OWOSSO, Shiawassee County

WOAP (Jan. 1, 1948): 1080 kc; 250 w-D. Phone Saratoga 5-8196. Owosso Broadcasting Co. (original owner). (See "Newspaper Ownership").
Rep Devney.
Specialty program: Polish ½ hr. wkly.
J. Evans Campbell, pres; Merrill Walker, gen mgr & coml mgr; Fran Bowles, chief engineer; Rita Patee, women's director.

PETOSKEY, Emmet County

WMBN (May 1946): 1340 kc; 250 w. Phone Diamond 7-3682. Midwestern Broadcasting Co. (See Midwestern Broadcasting Co. stations in "Group Ownership").
Network NBC; Paul Bunyan Network. Rep Holman.
Les Biederman, pres; Ralph Pierson, gen mgr; Robert Detwiler, coml mgr; William Kiker, chief engineer.

PONTIAC, Oakland County

WPON (Dec. 2, 1954): 1460 kc; 500 w. DA-N. Waldron Hotel. Phone Federal 8-0441. Chief Pontiac Broadcasting Co. (acquired station March 16, 1958).
Rep. Venard, Rintoul & McConnell.
Specialty programs: Ukrainian, 1 hr. wkly.; Negro, 1 hr. wkly.
Edward E. Wilson, pres; William J. Hart, gen mgr & coml mgr; Donald W. MacKinnon, program director; Karl Kuck, chief engineer; Larry Payne, news director.

PORT HURON, St. Clair County

WHLS (August 1938): 1450 kc; 250 w. 932 Military St. Phone Yukon 2-8536. Stevens-Wisner Broadcasting Co. (acquired station 1955). (See Stevens-Wisner stations in "Group Ownership").
Rep Gill-Perna; Michigan Spot Sales.
Specialty program: Negro, ¼ hr. wkly.
John F. Wisner, gen mgr; Thomas G. Stickelsteel, station mgr; John S. Sherard, coml mgr; Harold Oliver, chief engineer; Bob Edgington, news director.

WTTB (Dec. 6, 1947): 1380 kc; 1 kw. DA-1. 606 Water St. Phone Yukon 5-5171. Times Herald Co. (original owner). (See "Newspaper Ownership").
Network ABC. Rep Weed.
F. Granger Well, executive vp; Richard S. Sommerville, gen mgr; Kenneth M. Blevins, coml mgr; Joseph L. O'Grady, program director; Donald Collins, promotion mgr; Kenneth E. Kunze, chief engineer; Ronald E. Mires, news director; William S. Vincent, farm director; Jane T. Marshall, women's director.

ROGERS CITY, Presque Isle County

WHAH (May 1, 1949): 960 kc; 5 kw-D. Mottke Dr. Phone 7751. Rogers City Broadcasting Co.
Harvey A. Klann, pres, gen mgr & chief engineer; Albert G. Klann, coml mgr; Harry E. Brege, program director; Fred Andrews, promotion mgr; John H. Clark, news director; John Brown, farm director; Ellen Furlaw, women's director.

ROYAL OAK, Oakland County

WEXL (October 1933): 1340 kc; 250 w. 2201 Woodward Heights Blvd., Ferndale. Phone Lincoln 4-2200. Sparks Broadcasting Co.
J. B. Sparks, pres & gen mgr; Gordon A. Sparks, coml mgr & program director; Ernie Holder, promotion mgr; Garnet G. Sparks, chief engineer.

WOMC (FM) (1947): 104.3 mc; 18 kw (CP for Detroit, 52 kw). WOMC duplicates WEXL (above) from 7-9 a.m. and is programmed separately from 9 a.m.-11 p.m. daily except Sunday.

WOAX (FM) (Feb. 15, 1957): 89.3 mc; 10 w. 709 N. Washington. Phone Lincoln 1-8334. School District of the City of Royal Oak.

*Non-commercial educational.

Network NAEB.
James L. Mead, station mgr; Rosemary Brown, program director; Otto Bretz, technical director.

SAGINAW, Saginaw County

WKNX (April 17, 1947): 1210 kc; 1 kw-D. 221 S. Washington Ave. Phone Pleasant 3-4471. TWX SG 61. Lake Huron Broadcasting Corp. (original owner).
Rep Gill-Perna.
William J. Edwards, pres & gen mgr; Howard H. Wolfe, station mgr; Frank Brogger, coml mgr; Dave Kushler, program director; Max W. Thomas, chief engineer; Don Potter, news director.
WKNX-TV: Tv companion of WKNX (above).

WSAM (1940): 1400 kc; 250 w. 2435 Holland Ave. Phone Pleasant 2-8161. TWX 178. Knorr Broadcasting Corp. (acquired station January 1955). (See Knorr stations in "Group Ownership").
Network NBC. Rep Headley-Reed.
Fred A. Knorr, pres; George M. Millar, gen mgr; Bruce Malle, program director; Lee Norden, chief engineer; Boyd Harvey, news director; Don McComb, farm director.

WSAM-FM (1947): 98.1 mc; 1.7 kw. Duplicates programming of WSAM (above).

WSGW (1950): 790 kc; 1 kw. DA-2. Mason Building. Phone Pleasant 3-4456. TWX SG 289. Booth Broadcasting Co. (See Booth stations in "Group Ownership") & see "Newspaper Ownership").
Network Mutual. Rep Pearson; Weed (Detroit).
John L. Booth, pres; Robert W. Phillips, vp, gen mgr & coml mgr; Frederick W. Krell, program director; Harold Volz Jr., chief engineer; Frank Wells, news director; Richard Barry, farm director.

ST. HELEN, Roscommon County

WCBO (granted July 25, 1957; target date unknown): 1590 kc; 500 w. 2 miles West of St. Helen on Route 500. Paul A. Brandt (original owner). (See Brandt stations in "Group Ownership").

ST. JOSEPH, Berrien County

WSJM (Nov. 24, 1956): 1400 kc; 250 w. P. O. Box 66. Phone Yukon 3-5579. Lake Broadcasting Co. (original owner).
Specialty programs: Negro, 3½ hrs. wkly.
Maurice Humphrey, pres; Mitchell Gordon, gen mgr; Ralph Newland, coml mgr; Mitch Gordon, program director; Carl Benson, chief engineer; Dewey Hanes, news director; Rose Marie Roth, women's director.

SALINE, Washtenaw County

WOLA (Jan. 6, 1958): 1290 kc; 500 w-D. DA. Phone (Ann Arbor) Normandy 3-0569. Saline Broadcasting Co. (original owner).
Specialty program: German, 1 hr. wkly.
Meredith Bixby, pres.

SAULT STE. MARIE, Chippewa County

WBOO (June 1939): 1230 kc; 250 w. 268 Ashmun St. Phone Melrose 2-2231. Hiawathaland Broadcasting Co. (acquired station 1939). (See "Newspaper Ownership").
Rep Northern Broadcast Sales.
Specialty program: Finnish, 1 hr. wkly.
Stanley E. Pratt Jr., pres; R. J. Staffeld, gen mgr; R. A. Leischow, coml mgr; J. O. Frenette, program & news director; William Morris, chief engineer; Vera Hotton, women's director.

STURGIS, St. Joseph County

WSTR (1951): 1230 kc; 250 w. P. O. Box 70. Phone 1198. WSTR Inc.
Rep Best.
E. Harold Munn Jr., gen mgr; Frank Cummings, station mgr.

WSTR-FM (1953): 103.1 mc; 285 w. Fm companion of WSTR (above).

TAWAS CITY, Iosco County

WIOS (Aug. 31, 1958): 1480 kc; 1 kw-D. DA. P. O. Box 627. Phone Forest 2-3089. R. S. Underhill (original owner).
R. S. Underhill, pres; Ron Gamble, gen mgr, program director & promotion mgr; Don Watson, coml mgr; John Porterfield, chief engineer.

TRAVERSE CITY, Grand Traverse County

WTCM (1941): 1400 kc; 250 w. Paul Bunyan Bldg. Phone Windsor 7-7675. Midwestern Broadcasting Co. (See Midwestern Broadcasting Co. stations in "Group Ownership").
Network NBC, Paul Bunyan Network. Rep Holman.
Les Biederman, pres; Robert Detwiler, gen mgr; William Kiker, chief engineer.
WPBN-TV: Tv companion of WTCM (above).

MINNESOTA

ALBANY, Stearns County

KASM (November 1950): 1150 kc; 500 w-D. Phone 5-3005. Stearns County Broadcasting Co. (original owner).
Network Keystone. Rep Continental.
Specialty programs: German, 1¼ hrs. wkly.
W. H. Blattner, pres; Urban J. Keppers, gen mgr & program director; Leo Krause, coml mgr; Cliff Mitchell, promotion mgr; Charles Gilbert, chief engineer; Celestine Hanauka, women's director.

ALBERT LEA, Freeborn County

KATB (October 1937): 1460 kc; 250 w. 332 S. Broadway. Phone 2333. Albert Lea-Austin Broadcasting Co. (original owner).
Network ABC; Southern Minnesota Net. Rep Meeker.
Bennet O. Knudson, pres; E. A. Van Alstyne, gen mgr; Tom Golden, coml mgr; Art Bowers, program director; Don Franz, chief engineer; Marie Prosser, news director & women's director.

ALEXANDRIA, Douglas County

KERA (July 27, 1949): 1490 kc; 250 w. 1315 Broadway. Phone Rockwell 3-3131. Alexandria Broadcasting Corp. (original owner).
Network ABC, Keystone. Rep Cooke.
Everette Q. Walters, pres & coml mgr; Kenneth A. Tessmer, mgr & program director; Ronald Wandmacher, chief engineer & farm director; Ercel Aga, news director. Fran Anderson, women's director.

ANOKA, Anoka County

KANO (April 1, 1955): 1470 kc; 1 kw-D. Phone Harrison 1-2600. Anoka Broadcasting Co. (original owner).
John H. Lemme, pres; Charles J. McCartney, gen mgr; Robert Kidon, coml mgr; Fred King, program director; George C. Richards, promotion mgr; Rod Person, chief engineer; Stan Frost, farm director; Margaret Haig, women's director.

AUSTIN, Mower County

KAUS (May 30, 1948): 1480 kc; 1 kw, DA-2. Highway 105 South. Phone Hemlock 3-8836. TWX 369. Minnesota-Iowa Television Co.
Network KNS. Rep Avery-Knodel.
R. J. McElroy, pres; Thomas L. Young, gen mgr; Ken Soderberg, coml mgr; Stan Sydnicki, program director; Jim Mork, promotion mgr; Leo Chenier, chief engineer; Christy Hansen, news director; Marge Nelson, women's director.
KMMT (TV): Tv companion of KAUS (above).

KQAO (not on air; target date not announced): 970 kc; 1 kw-D. DA. P. O. Box 251. Phone Hemlock 3-2238. George A. Hormel II (original owner).
George A. Hormel II, pres; Robert Abbott, gen mgr.

BEMIDJI, Beltrami County

KBUN (1946): 1450 kc; 250 w. 511 Beltrami Ave. Phone Plaza 1-4120. Paul Bunyan Broadcasting Co. (acquired station November 1953). (See "Newspaper Ownership").
Network MBS.
Specialty programs: Chippewa (Indian) 15 min. wkly.
Ben H. Potter Jr., pres; James R. Hambacher, gen mgr & coml mgr; Robert D. Zellmer, program director & chief engineer; James Carrington, news director.

BENSON, Swift County

KBMO (Dec. 5, 1956): 1290 kc; 500 w-D. 1205 Pacific Ave. Phone Viking 2-4601. George J. McCarthy (acquired station May 15, 1958).
Network Keystone.
George J. McCarthy, pres; George B. McClellan, gen mgr; Jack Kline, program director; Julien J. Meyer, chief engineer; Gary Meyer, news director.

BRAINERD, Crow Wing County

KLIZ (August 1946): 1330 kc; 1 kw-D. 2700 E. Oak St. Phone 3853. Brainerd Broadcasting Co. (original owner).
Rep Walker.
E. T. O'Brien, pres & gen mgr; Earl R. Johnson, station mgr & coml mgr; George Mellin, chief engineer; Nordica Thabes, news director & women's director.

Radio Stations CONTINUED

MINNESOTA CONTINUED

BRECKENRIDGE, Wilkin County

KBMW (Aug. 15, 1948): 1450 kc; 250 w. P. O. Box 249. Phone Midway 2-4141. Interstate Broadcasting Corp. (acquired station Oct. 1, 1953). (See Robert E. Ingstad stations in "Group Ownership").
Rep Devney.

Robert E. Ingstad, pres & gen mgr; George F. Kaufmann, coml mgr; Newell Grant, program director & promotion mgr; Grant Unkenholz, chief engineer; Cy Gietzen, news director & farm director.

CLOQUET, Carlton County

WELK (February 1950): 1230 kc; 250 w. 124½ Ave. C. Phone Triangle 2-6725. Cloquet Broadcasting Co. (acquired station April 8, 1953).
Network Keystone.

Specialty programs: Polish, 1 hr. wkly.; Finnish, 2 hrs. wkly.

Walter F. Stock, pres; Harry Newby, gen mgr; Richard Johnson, sales mgr; Sidney Markusen, chief engineer.

CROOKSTON, Polk County

KROX (April 18, 1948): 1260 kc; 1 kw-D, 500 w-N, DA-N. Box 620. Phone Atlantic 1140. Crookston Broadcasting Co. (acquired station 1950).

Network Keystone. Rep Cooke; Gene Grant. Specialty programs Spanish ½ hr. wkly.; Scandinavian ½ hr. wkly.

Jerome A. Dahlberg, pres & program director; William J. Kiewel, gen mgr; E. H. Melbye, coml mgr; Earl Handyside, chief engineer.

DETROIT LAKES, Becker County

KDLM (October 1951): 1340 kc; 250 w. 1340 Richwood Rd. Phone 1190. Detroit Lakes Broadcasting Corp. (acquired station Feb. 20, 1953).

Rep Continental Radio Sales.
Herb Gross, pres; Al Leighton, gen mgr; Bob Barker, program mgr & news director; Bill Wilson, chief engineer; Norma Sandin, women's director.

DULUTH, St. Louis County

KDAL (November 1936): 610 kc; 5 kw, DA-N. 218 Bradley Bldg. Phone Randolph 2-2628. TWX 7019. Red River Broadcasting Co. (original owner).

Network CBS. Rep Avery-Knodel.
Dorothy Le Masurier, pres; Odin S. Ramsland, gen mgr; Rex Hudson, coml mgr; Carl Casperson, program director; Dale Cowie, promotion mgr; Robert A. Dettman, chief engineer; Richard Anthony, news director; Mark Thompson, farm director.

KDAL-TV: TV companion of KDAL (above).

WEBC (1924): 560 kc; 5 kw, DA-2. WEBC Bldg. zone 2. Phone Randolph 2-2873. TWX DU 7005. Head of the Lakes Broadcasting Co. (original owner). (See Morgan Murphy-Walter C. Bridges stations in "Group Ownership" and See "Newspaper Ownership").

Network NBC, Arrowhead Network. Reps Hollingbery; Bill Hurley, Minneapolis.
Morgan Murphy, pres; Robert J. Rich, gen mgr; W. C. Bridges, vp; Dennis Murphy, program director; Gloria Gilbertson, promotion mgr; Norman P. Gill, chief engineer; Glenn Maxham, news director; Roy Herman, farm director; June Baclawski, women's director.

ELY, St. Louis County

WELY (Oct. 2, 1954): 1450 kc; 250 w. P. O. Box 540. Phone 744-R. Charles B. Persons (original owner).

Specialty programs: Finnish, 30 min. wkly. Charles B. Persons, pres, gen mgr, coml mgr & chief engineer; Mark Whitney, program director; Scott Dudley, news director; June Persons, women's director.

EVELETH, St. Louis County

WEVE (1947): 1340 kc; 250 w. Phone Sherwood 1-5922. Carl Bloomquist.

Network MBS. Keystone.
Carl Bloomquist, owner; Ray E. Kent, gen mgr; Joseph J. Cerar, chief engineer.

FAIRMONT, Martin County

KSUM (1949): 1370 kc; 1 kw, DA-2. Phone 1370. John E. Hyde Jr. (acquired station June 15, 1958).

Network MBS.
John E. Hyde Jr., owner; Phillip Solberg, gen mgr; Ev. Ohrt, coml mgr.

FARIBAULT, Rice County

KDHL (Jan. 10, 1943): 920 kc; 1 kw, DA-2. 213 Central Ave. Phone 4-4345. KDHL Broadcasting Co. (acquired station February 1954).

Palmer Dragsten & John E. Hyde Jr., co-owners; John E. Hyde Jr., gen mgr; Palmer Dragsten, coml mgr.

FERGUS FALLS, Ottertail County

KGDE (Oct. 20, 1926): 1250 kc; 1 kw-D, 500 w-N, DA-N. Phone 6996. Fergus Radio Corp.

Network MBS, Great Northern Broadcasting System. Rep Wayne-Evans & Assoc.

Specialty programs: Scandinavian ½ hr. wkly.

Harold L. Dell, gen mgr; Frederic T. Dell, station mgr & coml mgr; Ernest Olson, chief engineer; June V. Barnum, women's director

GRAND RAPIDS, Itasca County

KOZY (1948): 1490 kc; 250 w. 213½ W. First Ave. Phone Fairview 6-3446. Itasca Broadcasting Co. (original owner).

Network MBS, Keystone.
Specialty programs: Finnish, 30 min. wkly.

R. D. Kennedy, gen mgr; Bud Germ, station mgr & news director; Harry Wills, program director; Ross Fesenmeyer, chief engineer; Art Frick, farm director.

HIBBING, St. Louis County

WMFG (1935): 1240 kc; 250 w. WMFG Bldg. Phone 3-7531. Head of the Lakes Broadcasting Co. (See "Newspaper Ownership" and Morgan Murphy-Walter C. Bridges stations in "Group Ownership").

Network NBC, Arrowhead Net. Reps Hollingbery; Bill Hurley (Minneapolis).
Harold J. Parise, gen mgr.

HOPKINS-EDINA-ST. LOUIS, Hennepin County

KEBI (May 16, 1958): 950 kc; 1 kw-D, DA. 4500 Excelsior Blvd. zone 16. Phone Walnut 5-1677. Radio Suburbia Inc. (original owner).

Rep Radio-Television Reps.
William E. Schons, pres & gen mgr; James McGuire, coml mgr; Marvin Schulz, program director; James Eshelman, chief engineer; Mavis Peterson, women's director.

HUTCHINSON, McLeod County

KDUX (Sept. 16, 1953): 1260 kc; 1 kw-D, P. O. Box 132. Phone 1555. North American Broadcasting Co. (acquired station Sept. 16, 1953). (See Tedesco Brothers stations in "Group Ownership").

Network Keystone. Rep Best.
Albert S. Tedesco, pres; Heinz R. Fruck, gen mgr; Dean D. Nolt, coml mgr; Lorraine Lhotka, program director; Bill Wade, promotion mgr; Darrel Gander, chief engineer; Scott Randall, news director; Chris Kober, farm director; Del Dobratz, women's director.

LITCHFIELD, Meeker County

KLFD (not on air; target date not announced): 1410 kc; 500 w-D, c/o Samuel Miller, Washington Bldg., Washington, D. C. Meeker County Radio (See "Newspaper Ownership").
Lee Favreau, owner.

LITTLE FALLS, Morrison County

KLTP (October 1950): 960 kc; 500 w-D. 105½ Broadway E. Phone 367. Little Falls Broadcasting Co. (acquired station Dec. 1, 1952).

Network Keystone.
John H. Lemme, pres & gen mgr; Richard J. Rudeck, coml mgr; Robert E. Johnson, program director; Gordon O. Lommen, chief engineer; Robert Pro, farm director; Harriet J. Sanders, women's director.

MANKATO, Blue Earth County

KTOE (1950): 1420 kc; 5 kw, DA-N. East Highway 14. Phone 4537. TWX 414. Minnesota Valley Broadcasting Co. (original owner). (See Harry W. Linder stations in "Group Ownership").

Network ABC. Rep Pearson.
Specialty programs: German, ½ hr. wkly.; Scandinavian, ½ hr. wkly.

H. W. Linder, pres; Don Linder, gen mgr & coml mgr; Steve Wolf, chief engineer; Don Hulbert, news director; Wayne Will, farm director.

KYSM (July 25, 1938): 1230 kc; 250 w. 101 Second St. Phone 4673. Southern Minnesota Supply Co. (original owner).

Network NBC, Southern Minnesota Network. Rep Meeker.

Robert P. DeHaven, gen mgr & coml mgr; Charles F. Pasek, program director; Thomas Corneia, promotion mgr; James Houts, chief engineer; John Palmer, news director; Jim Peterson, farm director; Joan Ulman, women's director.

KYSM-FM (April 1948): 103.5 mc; 14 kw. Duplicates KYSM (above).

MARSHALL, Lyon County

KMHL (Nov. 30, 1946): 1400 kc; 250 w. KMILL Bldg. Phone 2282. Harry Willard Linder (original owner). (See Harry Willard Linder stations in "Group Ownership").

Network ABC. Rep Pearson.
Gilmore P. Frayseth, gen mgr; Jaron Zastrow, chief engineer.

MINNEAPOLIS-ST. PAUL, Hennepin-Ramsey Cntys

KEVE (Oct. 9, 1948): 1440 kc; 5 kw-D (CP for 5 kw-D, 500 w-N, DA-N). 917 N. Lila Dr. Minneapolis, zone 22. Phone Liberty 5-5691. Western Broadcasting Corp.

Rep Bernard.
Robert M. Purcell, pres; Robert J. Rock, Kenneth P. Firnstahl, co-mgrs; Bob Kaye, program director; Denny Doty, chief engineer; Vern Wegman, news director; Roy Drusky, farm director.

KSTP (April 1928): 1500 kc; 50 kw, DA-2. 3415 University Ave., St. Paul, zone 14. Phone Midway 5-2717. TWX 140. KSTP Inc. (original owner). (See Stanley E. Hubbard stations in "Group Ownership").

Network NBC. Rep Petry.
Stanley E. Hubbard, pres & gen mgr; Kenneth M. Hance, exec vp & treas; Stanley S. Hubbard vp in charge of radio; Marvin L. Resene, vp in charge of sales; Byron Anderson, radio sales mgr; Brooks Henderson, program director; William P. Davey, promotion mgr; William S. Sadler, chief engineer.

KSTP-TV: TV companion of KSTP (above).

***KTIS** (Feb. 7, 1958): 900 kc; 1 kw-D. 50 Willow St., Minneapolis, zone 3. Phone Federal 8-3244. Northwestern Schools-Bible College (original owner). (See Northwestern College stations in "Group Ownership").

Paul E. Ramseyer, gen mgr; Clarence La Bonte, chief engineer; Bert Maine, news director; Marie Rogers, women's director.

***KTIS-FM** (May 1949): 98.5 mc; 5.3 kw. Duplicates KTIS (above).

*Non-commercial educational.

***KUOM** (Jan. 13, 1922): 770 kc; 5 kw-D. ST. WCAL. U. of Minnesota. Minneapolis, zone 14. Phone Federal 2-8158, ext. 6845. U. of Minnesota (original owner).

Network NAEB.
Specialty programs: Spanish, ½ hr. wkly.; German, ¼ hr. wkly.

Burton Paulu, director of radio & television broadcasting; Robert P. Boyle, radio program director; Lawrence A. Brogger, chief engineer; Raymond Wolf, farm director; Audrey June Booth, director, community services.

*Non-commercial educational.

KWFM (FM) (Dec. 31, 1956): 97.1 mc; 2½ kw. 3800 Minnehaha Ave., Minneapolis, zone 6. Phone Parkway 1-2227. Fidelity Broadcasting Co.

Rep FM Unlimited.
Gerald Hill, pres; R. O. Conrad, sec-treas; Richard P. Singasas, coml mgr; James D. Larson, program director; Wayne Nelson, chief engineer.

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Radio Stations CONTINUED

MINNESOTA CONTINUED

MINNEAPOLIS (Continued)

WCCO (1924): 830 kc; 50 kw. 625 2nd Ave. S., Minneapolis, zone 2. Phone Federal 2-1202. TWX MP 444 Midwest Radio-Television Inc. (acquired station August 1952). (See "Newspaper Ownership" and Ridder Publications and Cowles stations in "Group Ownership").
Network CBS. Rep CBS Radio Spot Sales.
F. Van Konyenburg, exec vp; Larry Haeg, gen mgr; Phil Lewis, sales mgr; William Schwarz, program director; Clayton Kaufman, sales promotion mgr; Gordon Mikkelsen, program promotion mgr; Kermit Sueker, chief engineer; Jim Bormann, news director; Maynard Speer, farm director; Joyce Lamont, women's director.

WCCO-TV: Tv companion of WCCO.
WDGY (December 1923): 1130 kc; 50 kw-D, 25 kw-N, DA-2, 609 Second Ave., S., Minneapolis, zone 2. Phone Federal 5-2271. Storz Broadcasting Co. (acquired station Feb. 6, 1956). (See Storz stations in "Group Ownership").

Rep Blair.
Todd Storz, pres; Jack Thayer, gen mgr; Edward Hunt, coml mgr; William Armstrong, program director; Rosemary Bialon, promotion mgr; Kenneth Olson, studio supervisor; Kenneth Larsen, transmitter supervisor; Joseph della Malva, news director; John Vye, farm director; Helen Connolly, women's director.

WISK (Aug. 12, 1951): 1500 kc; 5 kw-D, (CP 630 kc, 1 kw-D, DA). Hudson & Tower Roads, St. Paul, zone 6. Phone Prospect 1-5333. BVM Broadcasting Co. (original owner). (See Tedesco Brothers stations in "Group Ownership").
Network MBS. Rep Bolling.
Nicholas Tedesco, pres; Victor J. Tedesco, vp; Jack Hazlett, station mgr; Martin O'Neill, coml mgr; Scott Burton, program director; Ralph Nilson, promotion mgr; Allen Kennedy, chief engineer.

WLOL (June 1940): 1330 kc; 5 kw. DA-1, 870 Northwestern Bank Bldg., Minneapolis, zone 8. Phone Federal 3-0406. BFR Broadcasting Corp (acquired station June 1, 1955). (See BFR stations in "Group Ownership").

Rep AM Sales.
N. L. (Larry) Benton, pres; Joseph L. Floyd, vp; E. R. Ruben, secretary; Wayne (Red) Williams, gen mgr & coml mgr; James P. Boyson, program director; Ray Christensen, sports director; D. Bryce Ekberg, chief engineer.

WLOL-FM (Feb. 15, 1957): 99.5 mc; 9.7 kw. Duplicates only part of WLOL (above).

WMIN (1938): 1400 kc; 250 w. 611 Frontenac Place, St. Paul. Phone Midway 5-7757. William F. Johns Jr. (See William F. Johns Family stations in "Group Ownership").

Rep Pearson.
William F. Johns Jr., owner; Merle Edwards, gen mgr
WFBC (Oct. 18, 1949): 980 kc; 1 kw-D, 1133 Stinson Blvd., Minneapolis, zone 13. Phone Sterling 9-4356. People's Broadcasting Co. (original owner).

Rep McGavren-Quinn.
William V. Stewart, pres, gen mgr & coml mgr; Becky Ann Stewart, program director; Elizabeth Gahre, promotion mgr; Douglas Ames, chief engineer; Charles Conrad, news director.

WTCN (1931): 1280 kc; 5 kw-D, 1 kw-N, 2925 Dean Blvd., Minneapolis, zone 16. Phone Walnut 7-3881. TWX MP 540. Twin State Broadcasting Inc. (acquired station May 22, 1957). (See Time Inc. stations in "Group Ownership" and see "Newspaper Ownership").
Network ABC. Rep Katz.

Weston C. Pullen Jr., pres; Phil Hoffman, gen mgr; Jack Cosgrove, coml mgr; Sey Widman, program director; Warren Fritze, chief engineer; Sheldon Peterson, news director.

WTCN-TV: Tv companion of WTCN (above).

MONTEVIDEO, Chippewa County

KDMA (1951): 1460 kc; 1 kw, DA-1. West Highway 212. Phone Amhurst 9-8815. Midwest Broadcasting Corp. (original owner). (See Harry Willard Linder stations in "Group Ownership").

Network ABC. Rep Pearson.
H. W. Linder, pres; Willard Linder, gen mgr; Fred Ehlen, coml mgr; Byron Zorn, program director; Jim Wood, chief engineer; Ernest Peterson, farm director.

MOORHEAD, Clay County

KVOX (Nov. 30, 1937): 1280 kc; 1 kw-D, 500 w-N, DA-N, 4000 8th St. S. Phone Cedar 3-1522. KVOX Broadcasting Co. (original owner).

Network MBS. Great Northern Broadcasting System. Rep Devney.

E. J. McKellar, pres & gen mgr; R. L. Owens, coml mgr; T. P. Hannamer, program director; Erwin Liefeld, chief engineer; Arthur Selikoff, news director; Art Steffen, farm director.

MORRIS, Stevens County

KMRS (Sept. 17, 1956): 1570 kc; 1 kw-D. Phone 68. Western Minnesota Broadcasting Co. (original owner).

Rep Cooke.
Clifford L. Hedberg, owner & news director; George Brooks, gen mgr; Forrest Van Duyen, coml mgr; James Bollman, program director; Ted Storck, promotion mgr; George Brooks, chief engineer; Leif Lie, farm director; Marilyn Lange, women's director

NEW ULM, Brown County

KNUJ (1949): 860 kc; 1 kw-D, 304½ N. Minnesota St. Phone 905. TWX 2008. KNUJ Inc. (original owner). (See "Newspaper Ownership").

Network Keystone. Rep Bill Hurley (Minneapolis).
Specialty programs: German, 1 hr. wkly. Walter K. Mickelson, pres; George Korenchen, gen mgr & coml mgr; Bill Parker, program director; Gerald Walston, chief engineer; Curt Edwards, news director; Ben Munson, farm director; Doris Aufderhelde, women's director.

NORTHFIELD, Rice County

***WCAL** (November 1915): 770 kc; 5 kw-D, ST-KUOM. Phone Niagara 5-5111. St. Olaf College (original owner).

Specialty programs: German, ½ hr. wkly.; French, ¼ hr. wkly.; Scandinavian, 1½ hrs. wkly.; Finnish, ¾ hr. wkly.

Milford C. Jensen, gen mgr & chief engineer; Kathleen Johnston, women's director.

*Non-commercial educational.

ORTONVILLE, Big Stone County

KDIO (July 23, 1956): 1350 kc; 1 kw-D, Box 696. Phone 680. Tri-State Broadcasting Co. (original owner).

Rep Cooke.
Richard Schultz, pres; Warren F. McCormick, gen mgr & coml mgr; Donald P. Egert, program director; Richard S. Schultz, chief engineer; Rodney D. Tringard, news director & farm director; Corrine Goodmasteadt, women's director.

OWATONNA, Steele County

KRPO (1950): 1390 kc; 500 w-D, 301 N. Cedar St. Phone 5541. Owatonna Broadcasting Co. (acquired station April 30, 1956).

Robert W. Behling, pres & gen mgr; Earl Gilbert, coml mgr; Duane Allen, program director; Gerald J. Boos, chief engineer; Ron Grunert, news director; Andy Johnson, farm director; Ione Henry, women's director.

PINE CITY, Pine County

WCMP (June 13, 1955): 1350 kc; 1 kw-D, Box 578. Phone 767. TWX BTA 1MX. Pine County Broadcasting Co. (original owner).

Network Keystone. Rep Continental.
Richard K. Power, pres; Robert P. Schuller, gen mgr; Lewis E. Jaquis, program director; Mitchell Dupre, chief engineer; Lyle Nelson, news director.

PIPESTONE, Pipestone County

KLOH (June 22, 1955): 1050 kc; 1 kw-D, DA, 118 W. Main. Phone 1050. TWX 1192. Pipestone Radio Corp. (original owner).

Network Keystone. Rep Continental Radio Sales.

C. B. Thomas, pres; Ron Overlander, gen mgr, coml mgr & promotion mgr; R. J. Burch, program director; Clarence Ausham, chief engineer; Fred White, news director; Garry Enwright, farm director.

RED WING, Goodhue County

KCUV (December 1955): 1250 kc; 1 kw-D, Route 4. Phone Dunkirk 8-3511. Hiawatha Valley Broadcasting Co. (original owner). (See Tedesco Brothers stations in "Group Ownership").

Rep Rambeau. Vance, Hopple.
E. G. (Gene) Elston, pres & gen mgr; David Vorch, coml mgr; Bernice Aaker, program director & farm director; Larry Jagoe, promotion mgr; Lawrence Dossall, chief engineer; Ed Reitmunn, news director; Elda Reitan, women's director.

REDWOOD FALLS, Redwood County

KLGE (1934): 1490 kc; 100 w. 209 S. Washington St. Phone Mercury 7-2989. Harry Willard Linder (original owner). (See Harry Willard Linder stations in "Group Ownership").

Rep Pearson.
Gilmore F. Frayseth, gen mgr; Dennis Gramentz, chief engineer.

ROCHESTER, Olmsted County

KEOC (October 1935): 1340 kc; 250 w. 100 1st Ave. Bldg. Phone Atlas 9-3924. Southern

Minnesota Broadcasting Co. (original owner). Network NBC, Southern Minnesota Network. Rep Meeker.

Mrs. G. P. Gentling, pres; G. David Gentling, gen mgr; Robert Pick, coml mgr; Thomas Bachrach, program director; Genieve Holmes, promotion mgr; Robert Cross, chief engineer; Rick Kleffer, news director; Don Edwards, farm director.

KROC-TV: Tv companion of KROC.

KWEB (Target date Sept. 24, 1958): 1270 kc; 500 w-D. Northwestern National Bank Bldg. Phone Atlas 2-9465. Rochester Music City Inc. (original owner). (See Tedesco Brothers stations in "Group Ownership").

Rep Bolling.
Vic Tedesco, pres; Don Robey, gen mgr; Tony Madison, coml mgr; Scott Birtton, program director; Virgil Kohrs, chief engineer; Don Johnson, news director; Shelly Winter, women's director.

ST. CLOUD, Stearns County

KFAM (June 6, 1938): 1450 kc; 250 w. Fernwood Addition. Phone Blackburn 2-1551. Times Pub. Co. (original owner). (See "Newspaper Ownership").

Network NBC. Rep Pearson.
Frederick Schilpin, pres; John Murphy, gen mgr; Marlin Dean Schlottman, coml mgr & program director; Robert Wischen, chief engineer; Jack Lund, news director; C. Perry Schenk, farm director; Rae Wilson, women's director.

KFAM-FM (1948): 104.7 mc; 15 kw. Duplicates KFAM (above).

WJON (September 1950): 1240 kc; 250 w. Lincoln Ave. Southeast. Phone Blackburn 1-4422. Granite City Broadcasting Co. (acquired station March 1955). (See "Newspaper Ownership").

Rep Rambeau. Vance, Hopple.
John Haerle, pres & gen mgr; Van Vander Ark, coml mgr; Arthur Blaske, program director; Vince Stevens, chief engineer; Sam Wenstrom, news director; Guy LaMont, farm director.

ST. PETER, Nicollet County

KEBI (Aug. 5, 1957): 1310 kc; 1 kw-D, DA, 1031 W. Grace St. Phone 1310. Gateland Broadcasting Corp (original owner).

Mavis Peterson, pres & gen mgr; Ralph Bebeau, coml mgr; Dave McDonald, program director; John Aasen, chief engineer; Margaret O'Malley, women's director.

STILLWATER, Washington County

WAVN (March 1949): 1220 kc; 1 kw-D, 104 N. Main St. Phone Hemlock 9-1220. St. Croix Broadcasting Co. (acquired station September 1955).

Network Keystone.
Richard K. Power, pres & gen mgr; James McLaughlin, coml mgr; Roger Erickson, program director; Donald Granquist, promotion mgr; H. Arnold Sorenson, chief engineer; Dewey Campbell, farm director; Ella Mae Erickson, women's director.

THIEF RIVER FALLS, Pennington County

KTRF (January 1947): 1230 kc; 250 w. Box 69. Phone Murdock 1-1230. KTRF Radio Corp. (acquired station August 1954).

Rep Wayne Evans & Assoc.
Don Olson, pres & gen mgr; Fred Franklin, chief engineer & news director; John Dunning, farm director; Garnet Peters, women's director.

VIRGINIA, St. Louis County

WHLB (1936): 1400 kc; 250 w. WHLB Bldg. Phone Sherwood 1-2233. Head of the Lakes Broadcasting Co. (See "Newspaper Ownership" and Morgan Murphy-Walter C. Bridges stations in "Group Ownership").

Network NBC. Arrowhead Net. Rep Hollingbery.
Harold J. Parise, gen mgr.

WADENA, Wadena County

KWAD (May 1, 1948): 920 kc; 1 kw, DA-N. First National Bank Bldg. Phone Medford 1-1803. KWAD Broadcasting Co. (acquired station June 1, 1956). (See Robert E. Ingstad stations in "Group Ownership").

Network MBS. Rep Wayne Evans & Assoc.
Robert E. Ingstad, pres; Marlin T. Obie, gen mgr; Harold O. Bakke, coml mgr; Harold Allen, chief engineer.

WILLMAR, Kandiyohi County

KWLM (1940): 1340 kc; 250 w. 1340 N. 7th St. Phone Belmont 5-1340. TWX 314. Lakeland Broadcasting Co. (original owner). (See Harry Willard Linder stations in "Group Ownership").

Network ABC. Rep Pearson.
H. W. Linder, pres; Willard Linder, gen mgr; Jack Lynch, coml mgr; Francois Peterson, chief engineer; Ernest Peterson, farm director; Irene Peters, women's director.

WINDOM, Cottonwood County

KDOM (not on air, target date not announced): 1580 kc; 250 w-D, DA, P. O. Box 92, Hopkins, Minn. North Star Broadcasting Co.

Paul C. Lund, Eugene H. Frisk and Robert D. Thompson, owners.

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Thirty nine...

talented local personalities are featured on WCCO Radio. By providing entertainment and service keyed perfectly to the tastes and needs of their vast audiences, they have become well-known, well-liked and welcomed. The acceptance they have gained can't help but rub off on your product when it's advertised on WCCO Radio!

WCCO Radio delivers...

MORE ADULT LISTENERS than all other Minneapolis-St. Paul stations combined!†

MORE MARKET . . . 1,014,720 radio families in 114 basic area counties of *Minnesota, Wisconsin, Iowa and South Dakota.*

MORE ACCEPTANCE through vitality of modern programming for the audience you want to reach.
Call or write for full facts.

**Nothing sells like acceptance...*

WCCO Radio

MINNEAPOLIS • ST. PAUL

The Northwest's Only 50,000-Watt 1-A Clear Channel Station
Represented by CBS Radio Spot Sales

† Nielsen Station Index, May-June, 1958 / Station Total, 6:00 AM-6:00 PM, Mon.-Fri.

Radio Stations CONTINUED

MINNESOTA CONTINUED

WINONA, Winona County

KAGE (Feb. 17, 1957): 1570 kc; 1 kw-D. (CP for 1380 kc, 1 kw-D.) 118 W. 4th. Phone 2867. Winona Broadcasting Co. (original owner). (See Tedesco Brothers stations in "Group Ownership").

Network Keystone. Rep Best.
Specialty programs: Polish, ½ hr. wkly.
Frank L. Haas, gen mgr; Jack Ortman, coml mgr; Joe Orłowski, program director & farm director; Bill Bailey, promotion mgr; Carl Natter, chief engineer; Phoebe Pinkloy, news director.

KWNO (January 17, 1938): 1230 kc; 250 w. 216 Center St. Phone 3313. Winona Radio Service (original owner). (See "Newspaper Ownership").

Network ABC, Dairyland. Rep Pearson.
Specialty programs: Polish, 1 hr. wkly.
M. H. White, pres; H. R. Hurd, gen mgr & sales mgr; C. E. Williams, station mgr & program director; Chuck Williams, sports director; Eugene Gappa, chief engineer; Ken Douglas, news director; Don Bonham, farm director; Ethel Holte, women's director.

KWNO-FM (April 1948): 97.5 mc; 18.5 kw. Duplicates KWNO (above).

WORTHINGTON, Nobles County

KWOA (1947): 730 kc; 1 kw-D. Thompson Hotel. Phone 2-7301. Worthington Broadcasting Co.

R. W. Olson, pres; Ralph E. Shepard, gen mgr.

MISSISSIPPI

ABERDEEN, Monroe County

WMFA (1952): 1240 kc; 250 w-SH. P. O. Box 402. Phone Emerson 9-4561. Ray Tolar (acquired station November 1956).

Rep Best.
Specialty programs: Negro, 5 hrs. wkly.
Ray Tolar, owner & gen mgr; Frances Tolar, program director.

AMORY, Monroe County

WAMY (Oct. 22, 1955): 1580 kc; 5 kw-D. P. O. Box 268. Phone Clearbrook 6-5911. Southern Electronics Co. (acquired station July 1958). (See Bob McRaney stations in "Group Ownership").

Network MBS, Keystone. Rep Everett-McKinney.

Specialty programs: Negro, 5 hrs. wkly.
Bob McRaney & Bob Evans, co-owners; Charles C. Boren Jr., gen mgr & coml mgr; Elsie Sanderson, program director; Jim Wells, promotion mgr; A. D. Wiygul, chief engineer; Dan Holoche, news director; Bernice Miller, women's director.

BATESVILLE, Panola County

WBLE (June 19, 1953): 1290 kc; 1 kw-D. P. O. Box 73. Phone 7268. Panola Broadcasting Co. (original owner).

Network Keystone. Rep Best.
Harold B. McCarley, pres, gen mgr & coml mgr; Wesley A. McIngvale, program director; Alfred E. Jennings, chief engineer; R. B. Wade, news director; Lee H. Thompson, farm director; Linda Barnett, women's director.

BELZONI, Humphreys County

WELZ (not on air; target date not announced): 1460 kc; 1 kw-D. P. O. Box 182. Canton, Miss. Humphreys County Broadcasting Co. (See Hook stations in "Group Ownership").

Roth E. and Lucille Hook, owners.

BILOXI, Harrison County

WLOX (May 27, 1948): 1490 kc; 250 w. Buena Vista Hotel. Phone Idlewood 6-5581. WLOX Broadcasting Co. (original owner).

Network MBS. Rep Holman.
J. S. Love Jr., pres; E. Ray Butterfield, gen mgr; Thomas B. Majure, coml mgr & chief engineer; Mary Migue, program director; Richard Ketterling, promotion mgr; Phyllis Foreman, news director; Dick Schultz, farm director; Kathryn Butterfield, women's director.

WVMI (April 1, 1950): 570 kc; 1 kw-D. P. O. Box 152. Phone Idlewood 2-7001. Radio Associates Inc. (original owner).

Rep National Time Sales (N. Y.); Sears & Ayers (Chicago); Harlan G. Oakes (San Francisco); Dixieland Stations (Atlanta).
Odes E. Robinson Sr., pres, gen mgr, coml mgr & chief engineer; James F. Van Dae, program director, promotion mgr & news director; Ed Daniels Jr., farm director; Nerdine Longbine, women's director.

WVMI-TV: Tv companion of WVMI.

BOONEVILLE, Prentiss County

WBIF (Oct. 10, 1950): 1400 kc; 250 w. SH. P. O. Box 352. Phone Park 8-3201. Booneville Broadcasting Co. (original owner). (See E. O. Roden stations in "Group Ownership").

E. O. Roden, pres & gen mgr; John K. Gresham, station mgr; W. I. Dove, administrative director & chief engineer.

BROOKHAVEN, Lincoln County

WCHJ (1955): 1470 kc; 1 kw-D. Entrican Bldg. Phone 1976. Rural Broadcasting Co. (original owner).

Rep Best.
Specialty programs: Negro, 6 hrs. wkly.
W. M. Jones, gen mgr & sales mgr; C. D. Mathis Jr., program director.

WJMB (1948): 1340 kc; 250 w. SH. W. Chokasaw St. Phone 1298. Brookhaven Broadcasting Co. (See "Newspaper Ownership").

Network Keystone. Rep Continental Radio Sales.
Tullus Brady, gen mgr.

CANTON, Madison County

WDOB (1953): 1370 kc; 1 kw-D. P. O. Box 132. Phone 1370. Madison County Broadcasting Co. (See Hook stations in "Group Ownership").

Network Keystone. Rep Indie Sales.
R. E. Hook, pres; Ralph D. Mann, gen mgr.

CENTREVILLE, Wilkinson County

WGIC (1951): 1580 kc; 250 w-D. Centreville, Miss. Phone 4001. Southern Broadcasting Co. (acquired station March 1957).

Network Keystone.
Specialty programs: Negro, 10 hrs. wkly.
Paul D'Antoni, pres; Jim Dowdy, gen mgr & coml mgr; Jim Wilson, program director; Richard White, chief engineer; Carl Wall, news director; Thelma McCrairie, women's director.

CLARKSDALE, Coahoma County

WDDL (Sept. 1955): 1600 kc; 1 kw-D. 1 State St. Phone Main 4-4908. Coahoma Broadcasting Co. (acquired station June 1, 1957).

Network Southeastern Key Market Net.
Specialty programs: Negro, 4 hrs. wkly.
John E. Craddock, pres, gen mgr & coml mgr; Joseph Rachuba, program director & promotion mgr; Sonny Jennings, chief engineer; James K. Douglas, news director & farm director; Betty McMullen, women's director.

WROX (1942): 1450 kc; 250 w. Alcazar Hotel, zone 1. Phone Main 4-2795. Mrs. Eunice T. Imes (acquired station 1943). (See "Newspaper Ownership") and Birney Imes Jr. stations in "Group Ownership").

Network MBS, Keystone, Mid-South Net. Rep Everett-McKinney.

Specialty programs: Negro, 32 hrs. wkly.
Birney Imes Jr., pres; Bob Evans, gen mgr; Tom Reardon, station mgr, coml mgr & farm director; C. D. Graves, program director & chief engineer; Chuck Clifton, promotion mgr & news director; Helen Alice Sugg, women's director.

CLEVELAND, Bolivar County

WCLD (1949): 1490 kc; 250 w. Cleveland, Miss. Phone Victor 3-4091. Radio Cleveland Inc. (acquired station Jan. 1, 1958).

Rep Walker-Rawatt.
Specialty programs: Negro, 20 hrs. wkly.
George C. Shurdon, vp, gen mgr, coml mgr, chief engineer; Lane Tucker, program director; Pete Webb, promotion mgr; Jim Gordon, news director & farm director; Virginia Murray, women's director.

WDSK (not on air; target date unannounced): 1410 kc; 1 kw-D, DA. 124 North St. Phone Victor 3-3720. L. A. Feduccia (original owner).

Specialty programs: Negro, 10 hrs. wkly.
L. A. Feduccia, owner & gen mgr; James R. Wilson, chief engineer; Larry J. Liddell, sports director.

COLUMBIA, Marion County

WCJU (Dec. 20, 1946): 1450 kc; 250 w. P. O. Box 472. Phone Republic 6-2615. WCJU Inc. (acquired station Oct. 7, 1947). (See "Newspaper Ownership").

Network Keystone.
Lester Williams, pres & gen mgr; Red Ladner, coml mgr; Dave Martin, program director & news director; Clifford Chance, chief engineer; Jack Boone, farm director.

COLUMBUS, Lowndes County

WACR (1945): 1650 kc; 1 kw-D. P. O. Box 1078. Phone Fairfax 8-1050. James W. Eatherton (acquired station March 19, 1957).

Network Keystone.
Specialty programs: Negro, 15 hrs. wkly.
James W. Eatherton, pres & gen mgr; Syd Thweatt, coml mgr; Landis Rogers, program director; L. Jay Aldridge, chief engineer; Barbara A. Moore, women's director.

WCBI (1940): 550 kc; 1 kw-D. 500 w-N, DA-2. Gilmer Hotel. Phone Fairfax 8-7271. Columbus Broadcasting Co. (original owner). (See "Newspaper Ownership") and Birney Imes Jr. stations in "Group Ownership").

Network MBS, Keystone. Rep Everett-McKinney.

Specialty programs: Negro, 1½ hrs. wkly.
Birney Imes Jr., pres; Robert E. Evans, gen mgr; R. A. Crummy, coml mgr; Rick Moore, program director; Thomas L. McFerrin, chief engineer.

WCBI-TV: Tv companion of WCBI.

CORINTH, Alcorn County

WCMA (March 1, 1946): 1230 kc; 250 w. Ray Bldg. Phone 5575. Corinth Broadcasting Co. (original owner). (See Aaron B. Robinson stations in "Group Ownership").

Network Keystone, Dixie Net. Rep Venard, Rintoul & McConnell.

Specialty programs: Negro, 8 hrs. wkly.
Aaron B. Robinson, pres; John E. Bell, gen mgr, coml mgr & promotion mgr; Louise W. Berlin, program director; James D. Anderson, chief engineer; Almos S. Young, news director; Buddy Bain, farm director; Lois O. Counce, women's director.

WCRE (December 1956): 1330 kc; 500 w-D. P. O. Box 1168. Phone 6691. Rebel Radio Inc. (acquired station May 1958).

Rep Best.
C. H. Quick, pres; Glenn Carmichael, gen mgr & coml mgr; Gary Bryan, program director; Quin Ivy, promotion mgr; W. M. Essary, chief engineer; Irvin Feldman, news director.

FOREST, Scott County

WMAG (September 1955): 860 kc; 500 w-D. P. O. Box 138. Phone Gibson 3-7001. Scott County Broadcasting Co. (See Hook stations in "Group Ownership").

Network Keystone.
Specialty programs: Negro, 9 hrs. wkly.
R. E. Hook, pres; Hugh Hughes, gen mgr & chief engineer; Willie Weems, coml mgr; Tom Estes, program director & news director; Leo Burns, promotion mgr; Billy Ray Strebeck, farm director; Barbara Goodwin, women's director.

GREENVILLE, Washington County

WDDT (April 1956): 900 kc; 1 kw-D. 207 Main St. Phone 2-0526. WDDT Radio Co. (original owner). (See "Newspaper Ownership").

Rep Everett-McKinney.
Ross Charles, gen mgr; W. H. Deans, coml mgr; Tom Roane, program director; Joe Gunter, chief engineer.

WQVM (1949): 1260 kc; 1 kw-D. 118 S. Broadway. Phone 4559. Mid-America Broadcasting Co. (original owner). (See Mid-America Broadcasting Co. stations in "Group Ownership").

Rep Devney; Melville; Dixieland.
Specialty programs: Negro, 30 hrs. wkly.
David M. Segal, pres; Edward M. Guss, gen mgr; Jack R. Stull, coml mgr; Wally Hoy, program director & news director; Barbee Ashley, promotion mgr; J. C. Gunter, chief engineer; Elizabeth Hutchison, women's director.

WJPE (Aug. 16, 1939): 1330 kc; 1 kw-D. 500 w-N, DA-N. P. O. Box 661. Phone 9049. Radio Services Co. (acquired station May 26, 1946).

Network MBS, Keystone. Rep Walker-Rawatt.
Emmet H. McMurry Jr., gen mgr; Frank W. Baldwin, coml mgr; Sid Alexander, program director; Mildred Flowers, promotion mgr; Percy L. Kuhn, chief engineer.

GREENWOOD, Leflore County

WABG (February 1950): 1400 kc; 1 kw-D. 500 w-N, DA-N. 206 W. Claiborne. Phone Gladstone 3-5232. Greenwood Broadcasting Co. (original owner). (See Cy N. Bahakel stations in "Group Ownership").

Specialty programs: Negro, 5 hrs. wkly.
Cy N. Bahakel, pres & gen mgr; Don Neil, coml mgr; Erlene Leach, program director; Billy B. Watkins, chief engineer.

WGRM (1938): 1240 kc; 250 w. WGRM Bldg. Phone Gladstone 3-5441. TWX 373. Mrs. P. K. Ewing, Executrix.

Network NBC, Keystone, Southeastern Key Market Net.
F. C. Ewing, gen mgr; Lew Sadler, coml mgr; Ed Smith, program director; Louis Pierce, chief engineer.

GRENADA, Grenada County

WNAG (1949): 1400 kc; 250 w. Barwin Hotel. Phone 1400. Birney Imes Jr. (original owner). (See "Newspaper Ownership") and Birney Imes Jr. stations in "Group Ownership").

Network MBS, Keystone, Mid-South Net. Rep Everett-McKinney.
Specialty programs: Negro, 3 hrs. wkly.
Robert E. Evans, gen mgr; Monroe Looney,

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DALLAS	CLEVELAND	

Radio Stations CONTINUED

MISSISSIPPI CONTINUED

station mgr, coml mgr & program director; Jimmie Pinnix, chief engineer; Mrs. Jim Cann, news director & women's director.

GULFPORT, Harrison County

WGCM (1928): 1240 kc; 250 w. WGCM Bldg. Phone University 3-3522. TWX 383. E. O. Roden & Assoc. (acquired station March 15, 1958). (See E. O. Roden stations in "Group Ownership").

Network ABC, Keystone.
E. O. Roden, pres; James E. Recse, gen mgr; Tommy Meek, program director.

WROA (Feb. 27, 1955): 1390 kc; 1 kw-D. 1313 28th Ave. Phone University 3-7133. Electronics Research Inc. of Evansville (acquired station Jan. 1, 1958).

Rep Rambeau, Vance, Hopple.
John B. Caraway, pres; Earl B. Blessey, gen mgr; Fred Beattie, coml mgr; Thomas Weaver, program director & farm director; Hammond H. Hinton, promotion mgr; Robert O. Rasch, chief engineer & news director; Theda Tripp, women's director.

HATTIESBURG, Forrest County

WBKH (Sept. 1, 1954): 950 kc; 5 kw-D. 305 Bay St. Phone Juniper 2-1986. Deep South Radio Inc. (acquired station June 5, 1956).

Rep McGillvra.
B. L. Blackledge, pres; F. M. Smith, secretary & gen mgr; Terry Speights, program director; B. B. McLenore, chief engineer.

WFOR (April 1924): 1400 kc; 250 w. 302 Hemphill St. Phone Juniper 4-5432. TWX 840. Sheridan Inc. (acquired station April 1, 1958).

Network NBC, Keystone. Rep Rambeau, Vance, Hopple; Dixieland Stations.

B. W. Curry Jr., pres; E. M. Jenkins, executive vp & gen mgr; Bud Norval, coml mgr; Sam Rees, promotion mgr; J. N. Watson, chief engineer; Lucille Parker, women's director.

WESY (Sept. 24, 1943): 1230 kc; 250 w. P. O. Box 1008. Phone Juniper 3-1741. Hub City Broadcasting Co. (original owner). (See Holt stations in "Group Ownership").

Network ABC, Dixie Broadcasting System. Rep Clark

Charles W. Holt, pres; Frank B. Zalnoski, gen mgr, coml mgr & program director; Bob French, promotion mgr & farm director; Charles Sharpling, chief engineer; Don Arm-

strong, news director; Connie I. Holt, women's director.

WXXX (Sept. 8, 1957): 1310 kc; 1 kw-D. 1031 Broadway Dr. Phone Juniper 2-2591. Broadcast Development Co. (original owner). (See Matison stations in "Group Ownership").

Rep Indie Sales.
Dave A. Matison Jr., pres; J. C. Walker, gen mgr; Mel Morris, program director; Don Quave, promotion mgr; Clarence Vogel, chief engineer; Bernie Melton, news director; Dean Herrington, women's director.

HAZLEHURST, Copiah County

WMDC (June 11, 1953): 1220 kc; 350 w-D. P. O. Box 571. Phone 869. Southwestern Broadcasting Co. of Mississippi (original owner). (See Southwestern Broadcasting stations under "Group Ownership").

Network Keystone. Rep McGillvra.
Specialty programs: Negro, 8 hrs. wkly.
Louis Alford, pres; A. Mack Smith, gen mgr & chief engineer; Mal Jones, coml mgr & promotion mgr; Bob Prather, program director & farm director; Ken Smith, news director; Dot Jones, women's director.

HOUSTON, Chickasaw County

WCPC (1955): 1320 kc; 5 kw-D. P. O. Box 552. Phone Glenview 6-3528. WCPC Broadcasting Co.

Network Keystone.
Specialty programs: Negro, 7 hrs. wkly.
Robin H. Mathis, partner, gen mgr, coml mgr, news director & farm director; Ralph C. Mathis, partner, program director, promotion mgr & women's director; John B. Skelton Jr., partner & chief engineer; Itad W. Mathis, partner.

INDIANOLA, Sunflower County

WNLA (May 1, 1953): 1380 kc; 500 w-D. 134 Baker St. Phone 500. Central Delta Broadcasting Co. (acquired station Oct. 1, 1954).

Rep Best.
Specialty programs: Negro, 16½ hrs. wkly.
W. L. Kent, pres; Carrol Jackson, gen mgr & coml mgr; Willard Stallings, program director; Richard Wetherbee, chief engineer; Ray Roberts, news director; Lucille Polasini, women's director.

JACKSON, Hinds County

WJDX (1929): 620 kc; 5 kw-D, 1 kw-N, DA-N. 715 S. Jefferson, zone 2. Phone 2-2691. TWX JN 52. Lamar Life Insurance Co. (acquired station June 1, 1958).

Network NBC. Rep Hollingbery.
P. K. Lutkin, pres; Fred L. Beard, gen mgr;

Frank Gentry, coml mgr; Forrest Cox, program director; Chuck Allen, promotion mgr; Percy C. Root, chief engineer; Dick Sanders, news director; Howard Langfit, farm director; June King, women's director.
WJDX-FM (1948): 102.9 mc; 50 kw. Same address, licensee and staff as WJDX (above).
WLBTV (TV): Tv companion of WJDX-AM-FM.

WJQS (1947): 1400 kc; 250 w. King Edward Hotel. Phone 4-5653. TWX JN 183. Dumas Milner Broadcasting Co. (acquired station March 17, 1957). (See "Newspaper Ownership").

Network CBS. Rep Branham.
Howard S. Cohoon, pres; Lewis Heilbroner, gen mgr, coml mgr & promotion mgr; Bill Stator, program director & news director; Ernest Peterson, chief engineer.

WJXX (1945): 1450 kc; 250 w. 916 Foley St. zone 9. Phone Fleetwood 2-6073. Jackson Broadcasting Co.

James T. Ownby, pres; Gayle D. Swofford, gen mgr; Jack Herrington, program director; John D. Boner, promotion mgr; Bill Phillips, chief engineer.

WOXJ (Sept. 10, 1954): 1590 kc; 5 kw-D. 1017 Lynch St. zone 7. Phone 3-7830. Dixieland Broadcasting Co. (original owner). (See McLenore Ebony stations in "Group Ownership").

Rep Pearson.
Specialty programs: Negro, 100%.
John M. McLenore, gen mgr; Al Evans, station mgr; Buddy Green, program director; William W. Hollingsworth Jr., chief engineer; James Rundles, news director.

WZBC (1947): 1300 kc; 5 kw-D. 1 kw-N. 125½ S. Lamar St. Phone 5-1562. Rebel Broadcasting Co. of Mississippi Inc. (original owner).

Network MBS, Alabama Key Market Net. Rep Rambeau, Vance, Hopple; Dixieland Stations.

T. E. Wright, pres; Charles A. Stewart, gen mgr; Bill Phillips, chief engineer.

WZLI (September 1933): 930 kc; 5 kw, DA-N. P. O. Box 8187. Phone Fleetwood 4-2512. Capitol Broadcasting Co. (acquired station June 1, 1955). (See "Newspaper Ownership" and T. B. Lanford stations in "Group Ownership").

Network ABC. Rep Weed.
T. M. Hederman Jr., pres; L. M. Sepaugh, gen mgr; Richard Voorhis, station mgr & coml mgr; A. L. Simmons, program director; Sandy McMillan, promotion mgr; C. A. Perkins, chief engineer; Robert Findley, news director; Jim Neal, farm director; Dorothy Dawley, women's director.

WJTV (TV): Tv companion of WZLI.

WJDX delivers MORE listeners
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51% MORE FAMILIES EACH WEEK!

with
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620 KC
5 HW DAY
1 HW NIGHT

Radio Stations CONTINUED

MISSISSIPPI CONTINUED

KOSCIUSKO, Attala County

WKOZ (Oct. 31, 1947): 1350 kc; 5 kw-D, 100 W. Jefferson St. Phone 782. Kosciusko Broadcasting Co. (original owner). (See Cy N. Bahakel stations in "Group Ownership").
Specialty programs: Negro, 9 hrs. wkly.
Cy N. Bahakel, pres; Mims Boswell Jr., station mgr & coml mgr; Peggy Wasson, program director; Floyd Coulter, chief engineer; Jack Davis, news director & farm director.

LAUREL, Jones County

WAML (Sept. 1, 1932): 1340 kc; 250 w. P. O. Box 950. Phone 5601. TWX 345. New Laurel Radio Station Inc. (original owner). (See "Newspaper Ownership" and Matison stations in "Group Ownership").
Network NBC, Keystone. Rep Hollingbery.
Specialty programs: Negro, 6 hrs. wkly.
Harold W. Matison, pres; Frank Sumrall, gen mgr; M. M. Caver, coml mgr; Ed Breland, program director & farm director; Larry Parks, promotion mgr; Walter Hitt, chief engineer; Len Maith, news director; Tommie Martin, women's director.
WLAU (June 15, 1946): 1600 kc; 5 kw-D. P. O. Box 198. Phone 8-7227. Southland Broadcasting Co. (original owner).
Network ABC. Rep Devney.
Specialty programs: Negro, 1 1/2 hrs. wkly.
Chalmers T. McCallum, co-owner & pres; Norma H. Leggett, co-owner, sec-treas & gen mgr; Dave Stensrud, coml mgr; Jim Gibbon, program director & news director; W. B. Carter, chief engineer; Nancy Allen, women's director.

WNSL (Feb. 27, 1957): 1260 kc; 1 kw-D. P. O. Box 2338. Phone 8-7224. Voice of the New South Inc. (original owner). (See New South Broadcasting stations in "Group Ownership").
Rep Walker-Rawalt.
Joe Carson, pres; Granville Walters, gen mgr; Teck Jones, coml mgr & promotion mgr; Kevin Doran, program director & farm director; Glean Holland, chief engineer; Sonny Harril, news director.

LELAND, Washington County

WESY (April 8, 1958): 1580 kc; 1 kw-D. P. O. Box 229. Phone 1580. Miss-Ark Broadcasting Co. (original owner).
Network Southeastern Key Market.
Carnell Tucker, co-mgr & sports director; Paul Ariman, co-mgr & program director; Lester Howell, co-mgr; John Miller Abraham, coml mgr; Otis W. Rushing Jr., chief engineer; Cabon Crowell, news director; Clifford Prewitt, farm director.

LOUISVILLE, Winston County

WLSM (March 11, 1953): 1270 kc; 1 kw-D. (CP for 5 kw-D). P. O. Box 111. Phone 1000. Louisville Broadcasting Corp. (original owner). (See New South Broadcasting stations in "Group Ownership").
Rep Walker-Rawalt.
Joe Carson, partner; Ed Holliday, partner; Herb Guthrie, gen mgr, coml mgr & chief engineer; John W. Jenkins Jr., program director & promotion mgr; Frank Glenn, news director; David Childs, farm director; Eddie Mae Miles, women's director.

MACON, Noxubee County

WMCB (1947): 1400 kc; 250 w. Piney Woods Road. Phone 182. Confederate Broadcasting Co. (acquired station July 1958). (See Confederate Broadcasting stations in "Group Ownership").
Rep Best.
Specialty programs: Negro, 13 hrs. wkly.
Ned Butler & James Hemphill, partners; Harold Shedd, gen mgr & program director; Roy York, coml mgr; Bill Brooks, promotion mgr; W. F. White, chief engineer.

MAGEE, Simpson County

WSTC (July 5, 1957): 1280 kc; 500 w-D. P. O. Box 426. Phone 3513. Southeast Mississippi Broadcasting Co. (original owner).
Network Keystone.
Specialty programs: Negro, 10 hrs. wkly.
Marvin L. Mathis, gen mgr; Jimmy Tugwell, program director; Hulon Mathis, chief engineer; Jack Jackson, news director.

MCCOMB, Pike County

WAPP (April 18, 1948): 980 kc; 1 kw-D. Fike Hotel. Phone 1884. Southwestern Broadcasting Co. of Mississippi (original owner). (See Southwestern Broadcasting stations in "Group Ownership").
Network Keystone. Rep McGilvra.
Specialty programs: Negro, 7 hrs. wkly.
Mark Smith, Phillip D. Brady, Louis Alford,

partners; Philip D. Brady, gen mgr & chief engineer; Art Harwell, coml mgr; Karl Dyer, program director.
WHNY (1938): 1250 kc; 5 kw-D, 500 w-N, DA-N. P. O. Box 111. Phone 2080. Broadcast Service Inc. (acquired station 1953). (See Holt stations in "Group Ownership").
Rep Clark.
Specialty programs: Negro, 9 hrs. wkly.
Charles W. Holt, pres; Carroll Hines, coml mgr & chief engineer; Dean B. Strickland, program director; Travis Myers, promotion mgr; Don Tucker, news director & farm director; Mrs. Bruce Clark, women's director.

MERIDIAN, Lauderdale County

WCOC (Feb. 26, 1926): 910 kc; 5 kw-D, 1 kw-N. Threefoot Bldg. Phone 2-7734. Mississippi Broadcasting Co. (See "Newspaper Ownership").
Network CBS.
Withers Gavin, pres & gen mgr; Mrs. Withers Gavin, program director.
WCOB-TV: TV companion of WCOC.
WDAL (Feb. 1, 1958): 1330 kc; 1 kw-D. P. O. Box 127. Phone 3-4891. Southwestern Broadcasting Co. of Mississippi. (original owner). (See Southwestern Broadcasting stations in "Group Ownership").
Rep Ludie Sales.
A. Mack Smith, Phillip Brady, Louis Alford, partners; Dan Hollingsworth, co-mgr & chief engineer; Don Partridge, co-mgr; Richard Hollingsworth, program director & promotion mgr; Ruth Watts, farm director & women's director.
***WMMI (FM)** (1951): 88.1 mc; 10 w. 3100 24th Ave. Meridian Municipal Jr. College.
*Non-commercial educational.

WMOX (1945): 1240 kc; 250 w. P. O. Box 1511. Phone 2-0171. Birney Ines Jr. (acquired station June 1958). (See "Newspaper Ownership" and Birney Ines Jr. stations in "Group Ownership").
Network MBS, Keystone, Mid-South Net. Rep Everett-McKinney.
Specialty programs: Negro, 4 hrs. wkly.
Bob Evans, gen mgr; Kenneth Berryhill, station mgr; Jack Cochran, program director; Steve Burkes, chief engineer; Ruth O'Steen, women's director.

WOKK (1946): 1450 kc; 250 w. P. O. Box 528. Phone 2-6133. New South Broadcasting Corp. (acquired station April 1, 1957). (See New South Broadcasting stations in "Group Ownership").
Network New South Radio Net. Rep Walker-Rawalt.
Specialty programs: Negro, 4 hrs. wkly.
Joseph W. Carson, pres & mgr; Ed Holaday, sales mgr & sec-treas; Gaty Smith, program director & music director; Hugh Rillups, production director & promotion director; Bob Wall, chief engineer; Sam Keller, news director; Gene Maughn, farm director.

WQIC (December 1947): 1530 kc; 5kw-D. 2306 4th St. Phone 2-3106. A. L. Royal (original owner).
Rep Forjoe.
Specialty programs: Negro, 100%.
A. L. Royal, pres; Jay Gilbert, gen mgr; Tom Moore, program director.

NATCHEZ, Adams County

WNCS (1941): 1240 kc; 250 w. City Bank & Trust Co. Bldg. Phone 2-2522. TWX 377. Natchez Broadcasting Co. (original owner).
Network NBC, Keystone. Rep Dixieland Stations.
Specialty programs: Negro, 6 hrs. wkly.
P. K. Ewing Jr., pres; Paul Schilling, gen mgr & coml mgr; Bill Wall, program director; Bill Dure, promotion mgr; George Wilson, chief engineer; Garrett Mazingo, news director; Charles Barry, farm director; Jolca Franklin, women's director.

WNAT (1949): 1450 kc; 250 w. Sergeant Prentiss Drive. Phone 4621. Old South Broadcasting Co. (acquired station June 1, 1958).
Network MBS. Rep Devney.
Specialty programs: Negro, 24 hrs. wkly.
Laurie G. Ratcliffe, owner; Erwin Parks Jr., gen mgr; Garrett Mazingo, coml mgr; Johnny Littlejohn, program director; Martin C. Tyrone, chief engineer; Jeff Holt, news director; Irene Griffey, women's director.

NEW ALBANY, Union County

WNAU (March 27, 1955): 1470 kc; 500 w-D. 202 Bankhead St. Phone 4361. New Albany Broadcasting Co. (original owner).
Network Keystone, Southeastern Key Market Net.
Specialty programs: Negro, 30 min. wkly.
V. Keith Wroten, owner, gen mgr & chief engineer; Daniel L. Skilton, coml mgr; Wynez Wroten, program director.

NEWTON, Newton County

WBKN (1956): 1410 kc; 500 w-D. P. O. Box 58. Phone 596. East Central Broadcasting Co. F. W. Smith, B. L. Blackledge, G. C. Newcomb, James Reeve, partners.
OXFORD, Lafayette County
WSUH (May 1955): 1420 kc; 1 kw-D. P. O. Box 511. Phone 1133. Colonel Rebel Radio (acquired station June 1956).
Network Keystone.
C. H. Quick, pres & coml mgr; Mitchell Self, gen mgr & chief engineer; Jimmie Lynne Self, program director; E. D. Landrum, promotion mgr; Bob Irvin, news director; John King, farm director.

PASCAGOULA, Jackson County

WPMP (1951): 1580 kc; 1 kw-D. P. O. Box 301. Phone South 2-3113. Crest Broadcasting Co.
Network ABC; Keystone. Rep Best.
W. R. Guest Jr., pres; Walter Smith, gen mgr.

PHILADELPHIA, Neshoba County

WHOC (1948): 1490 kc; 250 w. P. O. Box 26. Phone 740. William H. Cole (original owner).
Rep Best.
Specialty programs: Negro, 1 hr. wkly.
William H. Cole, pres, gen mgr & coml mgr; Mrs. Gerry Cole, program director & promotion mgr & women's director; Allen Ross, chief engineer; Donald Nee, news director; Bill Norton, farm director.

PICAYUNE, Pearl River County

WRJW (1949): 1220 kc; 5 kw-D. P. O. Box 358. Phone Sycamore 8-4836. Tung Broadcasting Co. (acquired station 1951).
Network Keystone. Rep McGilvra.
Specialty programs: Negro, 1 1/2 hrs. wkly.
S. G. Thigpen Sr., pres; Herb Witthauer, gen mgr; Arnold Taylor, program director & chief engineer; Maxie Stevens Jr., news director; B. J. Johnson, farm director; Mildred Dosset, women's director.

STARKVILLE, Oktibbeha County

WSSO (November 1948): 1230 kc; 250 w. Starkville Miss. Phone 1236. Starkville Broadcasting Co. (original owner).
Network Keystone.
Specialty programs: Negro, 10 hrs. wkly.
Joe Phillips, pres, gen mgr & coml mgr; Charlotte Myrick, program director & women's director; Travis Palmer, chief engineer.

TUPELO, Lee County

WELO (May 15, 1944): 1490 kc; 250 w. (CP-580 kc.) kw-D, 500 w-N, DA-2). 212 S. Spring St. Phone Vinewood 2-7658. Tupelo Broadcasting Co. (original owner). (See "Newspaper Ownership" and Birney Ines Jr. stations in "Group Ownership").
Network MBS, Keystone, Mid-South Net. Rep Everett-McKinney.
Specialty programs: Negro, 2 hrs. wkly.
Birney Ines Jr., pres; Ernest Bowen Jr., station mgr; Jack Cristil, program director; Leroy Green, chief engineer; Bill Sides, news director; W. J. Pernel, farm director; Martha Geddie, women's director.
WTUP (Jan 6, 1954): 1350 kc; 1 kw-D (CP-1490 kc, 250 w). P. O. Box 362. Phone Vinewood 2-3301. Leo Broadcasting Co. (original owner). (See E. O. Roden stations in "Group Ownership").
Rep Best.
E. O. Roden, pres. T. L. Estess, gen mgr; Ron Brandon, chief engineer.

VICKSBURG, Warren County

WQBC (June 8, 1931): 1420 kc; 1 kw-D, 500 w-N. Post Bldg. Phone 312. Delta Broadcasting Co. (original owner). (See "Newspaper Ownership").
Network MBS, Keystone. Rep Bogner & Martin.
L. P. Cashman, pres; Mary Van Cashman, gen mgr; Loren T. Miller, coml mgr; Charlotte Kahn, program director; Waverley Conway, chief engineer.
WVIM (1948): 1490 kc; 250 w. 906 Clay St. Phone 3901. Radio Mississippi Inc.
Rep Clark; Dora Clayton (Southeast).
John F. Shea, gen mgr; Larry Parks, station mgr; Douglas Moulds, coml mgr.

WAYNESBORO, Wayne County

WABO (Sept. 11, 1954): 990 kc; 250 w-D. P. O. Box 168. Phone Redwood 5-4709. New Laurel Radio Station Inc. (original owner). (See "Newspaper Ownership" and Matison stations in "Group Ownership").
Network Keystone. Rep Best.
Harold Matison, pres; Frank Sumrall, gen mgr; Paul Carlisle, coml mgr & promotion mgr; Chuck Pinkston, program director & news director; Walter Hill, chief engineer; Nathan Shumaker Jr., farm director; Martha King, women's director.

WEST POINT, Clay County

WROB (October 1947): 1150 kc; 250 w. Henry Clay Hotel. Phone 1250. Robert L. McRaney Sr. (original owner). (See Bob McRaney stations in "Group Ownership").
Network MBS, Keystone, Mid-South Net. Rep Everett-McKinney.
Specialty programs: Negro, 8 hrs. wkly.
Jack King, gen mgr; Clyde McPherson, chief engineer; Coleene McCollum, women's director.

WINONA, Montgomery County

WONA (not on air; target date not announced): 1570 kc; 1 kw-D. P. O. Box 826. Columbus, Miss. Southern Electronics Co. (See Bob McRaney stations in "Group Ownership").
Bob McRaney and Bob Evans, partners.

YAZOO CITY, Yazoo County

WAZF (1947): 1230 kc; 250 w. P. O. Box 633. Phone 1300. WAZF Inc. (acquired station 1954).
Network MBS, Keystone. Rep Best.
Specialty programs: Negro, 6 hrs. wkly.
David R. Hightlight, pres, gen mgr & coml mgr; Joel B. Netherland, program director & news director; Albert Cook, chief engineer; Ida Marie Reeves, women's director.

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Radio Stations CONTINUED

MISSOURI

BOONVILLE, Cooper County

KWRT (Aug. 11, 1953): 1370 kc; 1 kw-D. KWRT Bldg. Phone Tuxedo 2-6505. William R. Tedrick (original owner). (See William Tedrick stations under "Group Ownership").

Rep Indie Sales.
William R. Tedrick, owner & gen mgr; Richard A. Norris, coml mgr & promotion mgr; Audrey M. Tedrick, program director; Donald E. Shepard, chief engineer; Gary Nunn, news director; John Ed Harris, farm director; Fern Randall, women's director.

BRANSON, Taney County

KBHM (Dec. 21, 1956): 1220 kc; 1 kw-D. P. O. Box 305. Phone Edison 4-3133. Shepherd of the Hills Broadcasting Co. (original owner). (See L. C. McKenney & Neathery under "Group Ownership").

Rep Best.
L. C. McKenney & Robert Neathery, co-owners; Orville Barton, station mgr; Clotis Barker, coml mgr; Eileen Combs, program director & women's director; David Whittaker, promotion mgr; Leland Ebert, chief engineer; Gene Gideon, farm director.

BROOKFIELD, Linn County

KGHM (1955): 1470 kc; 500 w-D. DA. 308 1/2 North Main. Phone 1806. Green Hills Broadcasting Co. (See "Newspaper Ownership").

Rep Indie Sales.
Ira J. Williams, owner; George Williams, gen mgr; Carole Williams, coml mgr & women's director; C. L. Mitchell, program director & promotion manager; Jerry Jones, chief engineer; Keith Morris, news director; Ernie Hughins, farm director.

CAPE GIRARDEAU, Cape Girardeau County

KFVS (1925): 960 kc; 1 kw-D. 500 w-N. DA-N. 324 Broadway. Phone Edgewater 5-5511. TWX Cape Girardeau 968. Hirsch Broadcasting Co. (See Hirsch stations in "Group Ownership").

Rep Headley-Reed.
Oscar C. Hirsch, pres; Ralph L. Hirsch, coml mgr.
KFVS-TV: TV companion to KFVS.
KGMO (January 1952): 1220 kc; 250 w-D. P. O. Box 247. Phone Edgewater 5-8228. KGMO Radio-Television Inc. (original owner).

Rep Webb.
William C. Brandt, pres & gen mgr; John J. Brandt, coml mgr; Jack Kohrumel, promotion mgr.

CARROLLTON, Carroll County

KAOL (not on air; target date not announced): 1430 kc; 500 w-D. 215 S. Main St. Homeland Enterprises Inc.

Rep Hamilton Station, owner.

CARTHAGE, Jasper County

KDMO (June 5, 1947): 1490 kc; 250 w. 1201 E. Chestnut. Phone Fleetwood 8-2618. Carthage Broadcasting Co. (acquired station Feb. 1, 1956).

Network Keystone, Magic Circle Net.
John J. Daly, pres, gen mgr & coml mgr; Leon Crocker, program director & promotion mgr; George Province, chief engineer; Marvin VanGilder, news director & farm director.

CARUTHERSVILLE, Pemiscot County

KCBV (Feb. 22, 1956): 1370 kc; 1 kw-D. 166 1/2 W. 3rd St. Phone 965. Pemiscot Broadcasters (original owner).

Network Keystone. Rep George T. Hope-well.
Specialty program: Negro, 7 hrs. wkly.
J. Eric Taylor, chief owner; Edwin R. Dyer Jr., gen mgr, coml mgr & promotion mgr; Harry (Kuz) Moreland, program director & news director; Albert Lawrence, chief engineer; W. F. James, farm director; Joann Pierce, women's director.

CHARLESTON, Mississippi County

KCHR (Oct. 26, 1953): 1350 kc; 1 kw-D. Phone Murray 2-4151. South Missouri Broadcasting Co. (original owner).

Network Keystone. Rep Continental.
Specialty programs: Negro, 3 hrs. wkly.
Kermit Barker, pres, gen mgr, coml mgr & chief engineer; James L. Byrd III, program director & promotion mgr.

CHILLICOTHE, Livingston County

KCHI (March 3, 1959): 1010 kc; 250 w-D. Box 715. TWX TT 7760. Cecil W. and Jane Roberts. (See Cecil W. Roberts stations in "Group Ownership").

Network Keystone. Rep Best.
Cecil W. and Jane Roberts, owners; Howard G. Rion, gen mgr, promotion mgr & chief engineer; Vernon Gastineau, coml mgr; Betty Lemon, program director; Chuck Haney, news director; Fred Laffey, farm director; Virginia Rion, women's director.

CLAYTON, St. Louis County

***KFUO** (Dec. 14, 1924): 850 kc; 5 kw-D. 801 De Mun Ave. Phone Parkview 5-3030. The Lutheran Church—Missouri Synod. (original owner).

Dr. John W. Behnken, pres; Emerson Russell, gen mgr; Larry N. Strahan, office mgr; Brad Moutsinger, program director; Rev. Walter Grotrian, religious supervisor; Albert Wiese, chief engineer.

***KFUO-FM** (Feb. 1, 1948): 99.1 mc; 6.7 kw. Duplicates KFUO (above).

*Noncommercial educational.

KXLW (Jan. 1, 1917): 1320 kc; 1 kw-D. 8614 Manchester, zone 17. Phone Woodland 1-1320. Big Signal Radio Broadcasting Co. (acquired station March 1, 1958).

Rep Stars-National.
Specialty programs: Negro, entire schedule.
Richard J. Miller, pres; George Eng, vp; R. M. Hotherington, gen mgr; William Don Herman, coml mgr; Marshall Zwick, program director; James F. Mitchell, chief engineer.

CLINTON, Henry County

KDKD (1951): 1280 kc; 1 kw-D. P. O. Box 113. Phone 233. Osage Broadcasting Co. (acquired station Jan. 1, 1956). (See William R. Tedrick under "Group Ownership").

Rep Indie Sales.
William R. Tedrick, pres & gen mgr; Gene Humphries, station mgr; Bob Morey, promotion mgr; Stuart Underwood, chief engineer; Howard T. Ball, news director; Kathleen Morey, women's director.

COLUMBIA, Boone County

KBIA (January 1955): 1580 kc; 250 w-D. Mexican Grave Road. Phone 2-1401. Cecil W. Roberts (original owner). (See Cecil W. Roberts stations in "Group Ownership").

Rep Best.
Cecil W. Roberts, owner; Duane W. Hoisington, gen mgr, promotion mgr & chief engineer; Fred W. Morse, coml mgr; Paula Hoisington, program director & women's director; J. B. Tucker, news director; Bill Hoisington, farm director.

KFBU (June 29, 1932): 1400 kc; 250 w. Hiway 40 & 83, Southbound. Phone Gibson 3-4141. TAWN No. CLBA 356. KFBU Inc. (acquired station Dec. 20, 1948). (See "Newspaper Ownership").

Network ABC. Rep Webb.
Henry J. Waters Jr., pres; Mahlen R. Aldridge Jr., gen mgr; Gregory Reeser, coml mgr; Lois Todd, program director & women's director; F. J. LeGrand, promotion mgr; Robert Haugh, chief engineer; Richard Cottam, news director; Evan Slack, farm director.

DEXTER, Stoddard County

KDEX (Feb. 1, 1956): 1590 kc; 1 kw-D. P. O. Box 232. Phone 1400. Dexter Broadcasting Station (original owner).

Rep Sears & Ayer.
Jerome B. Zimmer, gen mgr; Lionel D. Speidel, station mgr & chief engineer; Gene P. Hoge, program director; Edward A. Boyd, sports director; Duane Williams, news director; Glenn Cross, farm director.

FARMINGTON, St. Francois County

KREI (1917): 800 kc; 1 kw-D. Broadcast Ave. Phone Plateau 6-5125. Cecil W. & Jane A. Roberts (original owners). (See Cecil W. Roberts stations in "Group Ownership").

Rep Best, Rambeau.
Cecil W. Roberts, pres; Robert D. Rapp, gen mgr; Ernest Jones, coml mgr; Maxine Bequette, program director; Norman Nielson, chief engineer; James R. Roberts, news director.

FESTUS, Jefferson County

KJCF (May 10, 1951): 1010 kc; 250 w-D. P. O. Box 192. Phone Yellowstone 7-3810. Jefferson County Radio & TV Co.

Specialty programs: Negro, 6 hrs. wkly.
Donald M. Donze, owner, gen mgr; Russell Seals Jr., chief engineer.

FLAT RIVER, St. Francois County

KFMO (July 1, 1947): 1240 kc; 250 w. Phone Geneva 1-2000. Lead Belt Broadcasting Corp. (original owner). (See Oscar C. Hirsch stations in "Group Ownership").

Oscar C. Hirsch, pres; James F. Collins, gen mgr & coml mgr; Virginia Collins, program director & women's director; James Strader, promotion mgr.

FULTON, Callaway County

KFAL (Nov. 14, 1950): 500 kc; 1 kw-D. 5th and Market Sts. Phone 1400. Missouri Central Broadcasters. (acquired station February 1955).

Rep Indie Sales.
Specialty programs: Negro, 1 hr. wkly.
Robert W. Nickles, owner & gen mgr; L. Reed Holt, coml mgr; R. W. Nickles, program director, promotion mgr & chief engineer; Brooks Cole, news director; Arthur D. Hogan, farm director; Kathryn Lynn, women's director.

HANNIBAL, Marion County

KHMO (July 1941): 1070 kc; 5 kw-D. 1 kw-N. DA-2. Mark Twain Broadcasting Co. (acquired station Aug. 1, 1957). (See Jerrell A. Shepherd stations under "Group Ownership").

Rep Simmons.

Jerrell A. Shepherd, pres; James F. Jae Jr., gen mgr; William Stephenson, coml mgr; Kenneth M. Albridge, program director; Jim Wanke, promotion mgr; Hiram H. Hood, chief engineer; John Douglas Funk, news director; Jim Loyd, farm director.

INDEPENDENCE, Jackson County

KIMO (Aug. 3, 1947): 1510 kc; 1 kw-D. 310 N. Osage. Phone Clifton 4-6300. KIMO Inc. (acquired station May 9, 1958). (See Kenyon Brown stations under "Group Ownership").

Rep Simmons.
Kenyon Brown, pres; Leo Morris, gen mgr; Bill Hardt Jr., coml mgr; Keith Kisse, program director; Mac Starkey, promotion mgr; Bob Atkelsor, chief engineer; Ted Cramer and Bill Gormly, news directors; La Donna Fulton, women's director.

JEFFERSON CITY, Cole County

KLIK (February 1954): 950 kc; 5 kw-D. 410 E. Capitol. Phone 5-4136. Jerrell Shepherd.

Rep Simmons.
Jerrell Shepherd, owner; A. E. Dahl, gen mgr; Bob Benedict, coml mgr; Don Steele, program director; Chip Martin, promotion mgr; Ed Scarr, chief engineer; Bill Cannady, news director; Jack Kroeck, farm director; Helen Wise, women's director.

KWOS (Jan. 27, 1937): 1240 kc; 250 w. 200 Monroe. Phone 6-3137. Capital Broadcasting Co. (original owners). (See "Newspaper Ownership").

Network MBS; Keystone. Rep Webb.
Mrs. R. C. Goshorn, pres; R. L. Rose, gen mgr; William Naisch, coml mgr; Robert Tibbits, program & news director; Leroy Hackman, chief engineer.

JOPLIN, Jasper County

KFSB (November 1948): 1310 kc; 5 kw-D. 1 kw-N. DA-N. Phone Mayfair 1-1310. Four States Broadcasters, Inc. (acquired station 1958). (See "Newspaper Ownership").

Rep Meeker.
Harry Easley, pres; W. H. Clark, vp & gen mgr; Ed Johnson, assistant manager & program director; Robert A. Barry, sales mgr; Lloyd Frazier, chief engineer; James J. Randall, news director; Leonard R. Brown, farm director; Don Gross, sports director.

KODE (June 1, 1916): 1230 kc; 250 w. 1924 W. 13th St. Phone Mayfair 3-7260. TAWN 5255. WSTV Inc. (acquired station Dec. 4, 1956). (See Friendly Group under "Group Ownership").

Network CBS. Rep Rambeau, Vance, Hopple.
Jack N. Berkman, pres; Harry D. Burke, vp & gen mgr; Merle E. Dunn, coml mgr; Jay Corrington, program director; William Harned, promotion mgr; Jack Langford, chief engineer; Ken Crowe, news director; Lee George, farm director; Maxine DeVaney, women's director.

WMBH (March 1929): 1450 kc; 250 w. P. O. Box 906. Phone Mayfair 4-4330. O'Brien & Associates. (acquired station July 26, 1957).

Network MBS, Magic Circle N-t. Rep Sears & Ayer.
Don O'Brien, pres & gen mgr; Obed Borgen, coml mgr; Eob McBride, program director & news director; Al Tourtellot, chief engineer; Margaret Carrol, women's director.

WMBH-FM (January 1947): 96.1 mc; 70 kw. Duplicates WMBH (above).

KANSAS CITY, Jackson County

KBKC (October 26, 1957): 1480 kc; 500 w-D. DA. 4913 Woodson, Mission, Kan. Phone Hedrick 2-1480. Mission Broadcasters Inc. (original owner).

Rep Hollinghety.
Tom E. Beal, pres, gen mgr & sales director; Roy D. Stanley, station mgr & technical director; Jerry Fullerton, program director; Don O'Malley, promotion mgr; Chuck Goodman, sports director; Roger Wilson, news director; Janis Johanson, women's director.

KCMK (FM) (March 2, 1955): 93.3 mc 35 kw. 922 Linwood Blvd. Phone Logan 1-3791. F. M. Broadcasting Inc.

F. A. Mesch Sr., pres & chief engineer; John Humphreys, station mgr & program director; Curtis Vaughan, coml mgr.

KCMO (June 10, 1936): 810 kc; 50 kw-D. 10 kw-N. DA-N. 125 East 31st St., zone 8. Phone Jefferson 1-6783. TAWN KC 165. KCMO Broadcasting Division, Meredith Engineering Co. (acquired station Nov. 15, 1953). (See Meredith Publishing Co. stations under "Group Ownership"); see "Newspaper Ownership").

Network CBS. Rep Katz.
E. K. Hartenbower, gen mgr; C. E. Breazeal, asst. mgr; R. W. Evans, coml mgr; George Stump, program director; F. C. Strawn, promotion mgr; Karl Troeglen, chief engineer; Jim Monroe, news director; George Stephens, farm director.

KCMO-FM (1948): 94.9 mc; 56 kw. Address and licensee same as KCMO (above).

Rep FM Unlimited Inc.
Stanley Langy, coml mgr.

KCMO-TV: TV companion of KCMO-AM-FM.

***KCUW-FM** (Oct. 21, 1957): 89.3 mc; 150 w. 5100 Rockhill Road. Phone Delmar 3-7887. University of Kansas City.

Sam S. Scott, managing director; Billy Hunnaccut, chief engineer.

*Noncommercial educational.

Radio Stations CONTINUED

MISSOURI CONTINUED

KANSAS CITY (Continued)

KMBC (1921): 980 kc; 5 kw, DA-N. 11th & Central St., zone 5. Phone Harrison 1-2650. TWX KC 549. KMBC Broadcasting Co. (acquired station June 14, 1954). (KPRM Concordia, Kan. is a bonus to KMBC; most programs are broadcast simultaneously; see Concordia, Kan.).
Network ABC. Rep Peters, Griffin, Woodward.

Don Davis, pres; John T. Schilling, executive vp-gen mgr; George J. Higgins, vp-national sales mgr; Dick Smith, station mgr & program director; Glen Augspurger, local sales mgr; Bill Harmon, promotion mgr; Henry E. Goldenberg, chief engineer; Claude Dorsey, news director; Phil Evans, farm director; Bea Johnson, women's director.

KMBC-TV: Tv companion of KMBC.
KFBS (1952): 1590 kc; 1 kw-D. 23rd & Benton Blvd. zone 27. Phone Humboldt 3-3100. Twin City Advertising Agency (original owner).
Rep Pearson.

Specialty programs: 100% Negro.
Edward H. Fate, pres & coml mgr; Psyche Pate, program director; Andrew Carter, chief engineer; Dave Butler, news director.

KUDL (May 4, 1953): 1380 kc; 1 kw-D. 1012 Baltimore. Phone Baltimore 1-0077. Heart of American Broadcasters Inc. (acquired station June 1, 1956). (See Tele-Broadcasters Inc. under "Group Ownership").
Rep Webb.

H. Scott Killgore, pres; Irving Schwartz, vp & gen mgr; Jack Barr, program director; Sam Bradley, chief engineer; Tom Parsons, news director.

WDAF (1922): 610 kc; 5 kw. 3030 Summit St., zone 8. Phone Plaza 3-4567. TWX 50. National-Missouri TV Inc. (acquired station May 28, 1958). (See Frontier Broadcasting Co. stations in "Group Ownership").
Network NBC. Rep Christal.

Charles L. Glett, pres; William A. Bates, gen mgr; Jay P. Barrington, administrative asst; E. Manne Russo, coml mgr; Jud Woods, director of promotion & research; James P. Schmidt, chief engineer; Walt Bodine, news director; Paul Vogel, farm director; Martha Spalding, women's director.

WDAF-TV: Tv companion of WDAF.
WEBB (1922): 710 kc; 10 kw D, 5 kw N. Pickwick Hotel, 10th & McGee St., zone 6. Phone Baltimore 1-8300. Storz Broadcasting Co. (acquired station June 14, 1954). (See Storz stations in "Group Ownership").
Rep Blair.

Todd Storz, pres; George Wm. Armstrong, vp & gen mgr; Jack S. Sampson, sales mgr; C. E. Clarke, program director; Donald A. Loughane, production & promotion mgr; Robert Tilton, director of engineering; Hugh Bader, news director; Gene Davis, farm director; Jeanne Greendahl, women's director.

KENNETT, Dunklin County

KBOA (July 19, 1949): 830 kc; 1 kw-D. Phone Tuxedo 8-4616. Kennett Broadcasting Corp. (original owner).

Paul C. Jones, pres; John T. Reeder, gen mgr; Joe R. Bankhead, coml mgr & promotion mgr; Johnny Mack, program director & news director; Robert H. Conner, chief engineer.
KBOA-FM (1950): 98.9 mc 6.9 kw. Duplicates KBOA (above).

KIRKSVILLE, Adair County

KIRK (October 17, 1947): 1450 kc; 250 w. KIRX Bldg. Phone Mohawk 5-3781. North Missouri Broadcasting Co. (original owner).

Network ABC. Rep Bogner & Martin.
Sam A. Burk, gen mgr & promotion mgr; J. J. Dougherty, coml mgr; Robert Carlson, program director; Charles P. Porter, chief engineer & farm director; Hal Oyler, news director; Lois Daudel, women's director.

LEBANON, Laclede County

KLWT (July 4, 1947): 1230 kc; 250 w. 221 East Commercial. Phone 1015. Lebanon Broadcasting Co. (original owner).

Network Keystone. Rep Magic Circle Net.
O. R. Wright, pres; Jack A. Sellers, gen mgr & program director; Tom Miller, coml mgr, promotion mgr & farm director; Eugene M. Clay, chief engineer; Delmar Hilton, news director; Mary Kastler, women's director.

LEXINGTON, Lafayette County

KLEX (April 19, 1956): 1570 kc; 250 w-D. P. O. Box 358. Phone 1096. Lexington Broadcasting Co. (original owner).

Rep Webb.
Ralph E. Meador, pres, gen mgr & coml mgr; Ed Luehrman, program, news & farm director; Kermit Womack, promotion mgr; Melba Redden, women's director.

MALDEN, Dunklin County

KTCB (Sept. 1, 1954): 1470 kc; 1 kw-D. North Highway 25. Phone 851. Tri-County Broadcasting Co. (original owner).

Network Keystone.
J. D. Craft, pres; Richard Wiethan, gen, coml & promotion mgr; news & farm director; George Longdo, chief engineer; Norma Karlsh, women's director.

MARSHALL, Saline County

KMMO (May 1949): 1300 kc; 1 kw-D. P. O. Box 513. Phone 40. KMMO Inc. (acquired station May 1957).

Rep Pearson.
H. V. Heinke, pres; J. M. Silvey, gen mgr; Harold Douglas, coml mgr; Fred Miller, program director; Judd Wyatt, promotion mgr; Bill Williams, chief engineer; John Hughes, news director; Vaunceil Blum, women's director.

MARYVILLE, Nodaway County

KNIM (March 10, 1953): 1680 kc; 250 w-D. P. O. Box 278. Phone 730. KNIM Inc. (acquired station July 3, 1958).

Network Keystone. Rep Best.
Harold W. Eck & Wayne Hatchett, co-principals; Wayne J. Hatchett, vp, gen mgr, coml mgr & chief engineer; Larry Rice, program director & news director; Grace Hatchett, news director.

MEXICO, Audrain County

KXEO (Dec. 3, 1948): 1340 kc; 250 w. 1705 E. Liberty. Phone Justice 1-2340. Audrain Broadcasting Corp. (original owner).

Network MBS.
W. Earl Dougherty, gen mgr & coml mgr; Sue Gibbs, program & women's director; P. J. Null Jr., chief engineer; Don Hague, news director.

MOBERLY, Randolph County

KNOM (1950): 1230 kc; 250 w. KNOM Bldg. Jerrill A. Shepherd (original owner). (See Shepherd stations in "Group Ownership").

Jerrill A. Shepherd, pres; Jim Lipsy, gen mgr; Bob Benedict, commercial mgr; Jim Young, chief engineer; Dale Low, news director.

MONETT, Lawrence County

KEMO (August 1950): 990 kc; 250 w-D. North Central Ave. Phone Belmont 5-5220. Lloyd C. McKenney (original owner). (See Lloyd C. McKenney stations under "Group Ownership").

Network Keystone; Magic Circle Net. Ozark Natl Rep Best.

L. C. McKenney, owner; Floyd V. Stewart, gen mgr, program & news director; Marion J. Piant, coml mgr; Joe McCullah, promotion mgr; Jack H. Allen, chief engineer; Noel Moody, farm director; Carolyn Crane, women's director.

MOUNTAIN GROVE, Wright County

KLBS (Nov. 16, 1954): 1360 kc; 1 kw-D. Route 4. Phone 850. Kickapoo Prairie Broadcasting Co. (original owner). (See Kickapoo Prairie stations in "Group Ownership" listing).

Network Keystone, Ozark Net. Rep. Best.
Floyd W. Jones, pres; John W. Billingsley, gen mgr; Ernestine Stull, coml mgr & women's director; Bill Harris, program director; Ward Hatcher, promotion mgr; Emery Caudill, chief engineer; Dallas Kelsay, farm director.

NEOSHO, Newton County

KBTN (April 1954): 1420 kc; 500 w-D. P. O. Box 408. Phone Glendale 1-1420. Neosho Broadcasting Co. (acquired station 1955). (See Kickapoo Prairie stations in "Group Ownership" listing).

Network Keystone, Magic Circle Net. Rep Best.
Robert R. Stoner, gen mgr, coml mgr & farm director; Dick Downing, program director; Dan P. Curran, chief engineer; Larry Scott, news director; Mary Lee Sellers, women's director.

NEVADA, Vernon County

KNEM (1949): 1240 kc; 250 w. P. O. Box 15. Phone 13. Radio KNEM Inc. (acquired station 1954).

Network Keystone.
Kenneth E. White, pres, gen mgr & chief engineer; Virgil Kachel, coml mgr; Joe Young, program director; Dick Barnee, promotion mgr; Jim McCall, farm director; Clenna Beaver, women's director.

OSAGE BEACH, Camden County

KRMS (1952): 1150 kc; 1 kw-D. Highway 54. Phone FI 8-3611. Lawrence Broadcasters Inc. Arden Booth, gen mgr; George S. Strickland, station and sales mgr.

POPLAR BLUFF, Butler County

KWOC (1938): 930 kc; 1 kw-D, 500 w-N. DA-N. 428 Vine St. Phone Sunset 5-3922. Poplar Bluff Broadcasting Co. (acquired station Oct. 1, 1949).

Network Keystone. Rep Pearson.
A. L. McCarthy, pres & gen mgr; Edwin Zoch, coml mgr; Ronald Kaiser, program & promotion mgr; Don M. Lidenton, chief engineer; Jerry Bryan, news & farm director; Ruth Inman, women's director.
KWOC-FM: 94.5 mc, 14 kw. Same address, licensee as KWOC (above).

POTOSI, Washington County

NEW: CP 1280 kc; 500 w-D. (See Warc stations in "Group Ownership").

ROLLA, Phelps County

KTRB (Sept. 30, 1947): 1490 kc; 250 kw. P. O. Box 567. Phone Emerson 4-2525. Show-Me Broadcasting Co. (original owner).

Luther W. Martin, co-owner, gen mgr & news director; Ward C. Rinehart, coml mgr; Norma Fleming, program director; Muri Nash, promotion mgr; Martin M. Mitchum, chief engineer & co-owner; Tom Dye, farm director; Roxie Rhodes, women's director.

ST. CHARLES, St. Louis County

KADY (April 3, 1958): 1460 kc; 5 kw-D. DA. P. O. Box 6155, St. Louis 21. Phone Randolph 4-1460. KADY Inc. (original owner).

Rep Pearson.
Harman I. Moseley II, chief owner, gen mgr & coml mgr; Donald Levitan, program director; Pat Moseley, promotion manager; J. A. Chenoweth, chief engineer; Howard DeMere, news director; Shila Shelp, women's director.

STE. GENEVIEVE, Ste. Genevieve County

KSGM (July 3, 1947): 980 kc; 500 w, DA-N. P. O. Box 453. Phone 980. Donze Enterprises Inc. (original owner). (See "Newspaper Ownership").

Elmer L. Donze, pres & gen mgr; Elmo Donze, coml & promotion mgr; Mrs. Elmer Donze, program director; M. L. Rose, chief engineer; James P. Schott, news director; Gerald Kerr, farm director; Betty Donze, women's director.

ST. JOSEPH, Buchanan County

KFEQ (Feb. 18, 1923): 680 kc; 5 kw, DA-2. 40th & Faraon Sts. Phone Adams 3-2528. TWX ZJ 8396. KFEQ Broadcasting Co. (acquired station Sept. 19, 1957).

Rep Venard, Rintoul & McConnell.
Jesse D. Fine, pres; Ted Nelson, gen mgr; Ted Branson, station mgr; Bob Whyte, program director; Frank Kay, promotion mgr; John Carroll, chief engineer; Lufe R. Williams, news director; Harold J. Schmitz, farm director.

KFEQ-TV: Tv companion of KFEQ.
KRES (June 1946): 1550 kc; 5 kw, DA-N. 404 South 8th St. Phone Adams 4-6346. KRES Radio Corp. (acquired station February 1954).
Network Keystone. Rep Clark.
Tee Casper, pres & gen mgr; Helen M. Neese, program director & women's director; Don

adults dial 1480 in Kansas City

KIBK

first in music!
first in up-to-date news!



Radio Stations CONTINUED

MISSOURI CONTINUED

O'Brian, chief engineer; Richard Irving, news director.

KUSN (November 6, 1955): 1270 kc; 1 kw-D. Robidoux Hotel. Phone Adams 3-2577. KUSN Corp. (acquired station Jan. 5, 1958).

Rep Pearson.
W. N. Schnepf, pres & gen mgr; Fred Reynolds, coml mgr; Joseph Holcomb, program director; Warren Rhymur, news director; Eleanor Shepherd, women's director.

ST. LOUIS, St. Louis County

KATZ (Jan. 1, 1955): 1600 kc; 5 kw-D, 1 kw-N, DA-N.—CP for 5 kw, DA-N. Arcade Bldg. Phone Chestnut 1-6000. Rollins Broadcasting Inc. (acquired station June 1, 1957. (See Rollins Broadcasting Inc. stations under "Group Ownership").

Specialty programs: Negro, 124 hrs. wkly. (100%).

O. Wayne Rollins, pres; Robert Lyons, gen mgr, coml mgr & program director; Tim Crow, promotion mgr; Charles Rick, chief engineer; Willie Mae Gracy, women's director.

KCFM (FM) (1956): 93.7 mc; 21.5 kw. 311 N. Broadway. Phone Volunteer 1-1077. Commercial Broadcasting Co.

Rep FM Unlimited.

Harry Eidelman, pres; Robert E. Aiken, vp & gen mgr.

KMOX (1925): 1120 kc; 50 kw. Ninth & Sydney Sts. Phone Prospect 3-1120. CBS Inc. (See CBS owned stations in "Group Ownership").

Network CBS. Rep CBS Radio Spot Sales. Robert Hyland, gen mgr; Foster Brown Jr., sales mgr; Alice Koch, sales promotion director.

KMOX-TV: Tv companion of KMOX.

KSD (Feb. 14, 1922): 550 kc; 5 kw, DA-N. 1111 Olive St. Phone Main 1-1111. TWX SL 450. Pulitzer Pub. Co. (original owner). (See "Newspaper Ownership").

Network NBC. Rep NBC Spot Sales. Joseph Pulitzer Jr., pres. Harold Grams, gen mgr; Guy Yeldell, coml mgr; Arthur Casey, sales mgr; Fred J. Mueller, promotion mgr; J. E. Risk, chief engineer; Austin Brickman, news director; Wilma Sim, women's director.

KSD-TV: Tv companion of KSD.

***KSLH (FM)**: 91.5 mc; 12.5 kw, 1517 S. Theresa St. Board of Education of City of St. Louis. E. Marguerite Fleming, gen mgr.

*Non-commercial educational.

KSTL (June 4, 1948): 690 kc; 1 kw-D. P. O. Box 1440. St. Louis 1. Phone Bridge 1-6090.

Radio St. Louis Inc. (original owner).
Rep Forjoe.

Specialty programs: Negro, 10 hrs. wkly.
Dick J. Kasten, pres & gen mgr; Art Ford, coml mgr; Tony Glenn, program director; Bill Viemeier, promotion mgr; Ralph E. Howard, chief engineer; Brad Harrison, news director & farm director; Doris Jennemann, women's director.

KWK (1927): 1380 kc; 5 kw, DA-N. 800 N. 12th St., zone 1. Phone Main 1-1380. KWK Radio Inc. (acquired station May 16, 1958).

Rep Headley-Reed.
Andrew M. Spheeris, pres; V. E. Carmichael, executive vp & gen mgr; Gil Johnston, vp, sales; Gil Newsome, program director; Rudy Isenberg, chief engineer; Jack Donnell, news director.

KXOK (Sept. 19, 1938): 630 kc; 5 kw, DA-2. Radio Park. Phone Forest 7-6000. TWX SL 44. KXOK Broadcasting Inc. (acquired station Nov. 1, 1954).

Rep Blair.

E. M. Roberts Jr., pres; C. L. (Chet) Thomas, gen mgr & vp; William C. O'Donnell, coml mgr; Elmer G. Muschaney, business mgr; Larry Monroe, program director; John Corrigan, promotion mgr; Al Godron, chief engineer; William Murphy, news director.

WEW (April 26, 1921): 770 kc; 1 kw-D. 220 N. 4th. Phone Chestnut 1-1921. Barrington Co. (acquired station June 1, 1955).

Specialty programs: Italian, ½ hr. wkly.
Bruce Barrington, gen mgr; Sam Woodall, coml mgr; Don Phillips, program & news director; Gene Collins, promotion mgr; Pat Casey, chief engineer;

WIL (1922): 1430 kc; 5 kw, DA-2. 3715 Lindell Blvd., zone 8. Phone Olive 2-4500. TWX SL 787. Radio Station WIL. (acquired station August, 1957). (See Balaban stations, in "Group Ownership").

Rep Eastman.

John P. Box, Jr., executive vp & managing director; William McKibben, assistant to vp; Stanley Kaplan, assistant to vp; John Carney Jr., program director; Gerald Blum, promotion manager; Melvin Hart, chief engineer; Robert Hardy, news director; Bud Clark, farm director; Irene Runnels, women's director.

SALEM, Dent County

KSMO (1953): 1340 kc; 250 w. 4th & Hickory. Phone 303. William B. Smith. (acquired station Jan. 1, 1956).

Network Keystone
William B. Smith, pres, gen mgr & chief engineer; Bill Boatman, coml mgr; Irene Smith, program director; Mitchell Jayne, farm director.

SEDALIA, Pettis County

EDBO (Sept. 1939): 1410 kc; 250 w. 2109 West

Broadway. Phone Taylor 6-5005. Sedalia Broadcasting Corp. (acquired station June 1, 1957).

Network Keystone. Rep Pearson.
James F. Glenn, pres, sales mgr & coml mgr; Herbert W. Brandes, gen mgr & vp; Wally Winslow, program director & farm director; Garnett Bryan, chief engineer; Don Collins, news director; Sandra Gibson, women's director.

KSIS (Feb. 18, 1954): 1050 kc; 1 kw-D. KSIS Bldg; U.S. Hwy 65 North. Phone Taylor 6-1050. Yates Broadcasting Co. (original owner).

Rep Clark.
Carl W. Yates Jr., pres, gen mgr & coml mgr; Bettie S. Baldwin, program director & women's director; Bud Pratt, chief engineer; Harlan B. Snow, news director & farm director.

SIKESTON, Scott County

KSDM (1948): 1400 kc; 250 w. P. O. Box 69. Phone Granite 1-1400. Sikeston Community Broadcasting Co. (original owner). (See Oscar C. Hirsch stations in "Group Ownership").

Rep Headley-Reed.

L. R. Bowman Jr., pres; R. L. Watkins Jr., gen mgr & coml mgr; William G. Moll, program director & news director; Ralph L. Hirsch, chief engineer; Nelson Wheeler, farm director; Maxine Scott, women's director.

SPRINGFIELD, Greene County

KGBX (Aug. 31, 1926): 1260 kc; 5 kw, DA-N. 605 Boonville Ave. Phone University 4-2822. TWX SO 8575. Springfield Broadcasting Co. (See "Newspaper Ownership").

Network NBC. Rep Venard, Rintoul & McConnell.

Don C. Dailey, gen mgr; William DeLange, asst coml mgr; Dudley Morris, promotion mgr; Richard Bowman, chief engineer; Don D. Bown, news director.

KICK (July 29, 1949): 1340 kc; 250 w. 610 College. Phone University 4-1561. Kickapoo Prairie Broadcasting Co. (original owner). (See Kickapoo Prairie stations under "Group Ownership").

Network Keystone. Magic Circle Net. Ozark Net. Rep Best.

Floyd W. Jones, pres; Robert Vinyard, gen mgr, coml mgr & promotion mgr; Johnny Martin, program director & news director; Jack W. Jones, chief engineer.

KTTS (May 10, 1912): 1400 kc; 250 w. P. O. Box 1716. Phone University 47-274. TWX SO 8581. Independent Broadcasting Co. (original owner).

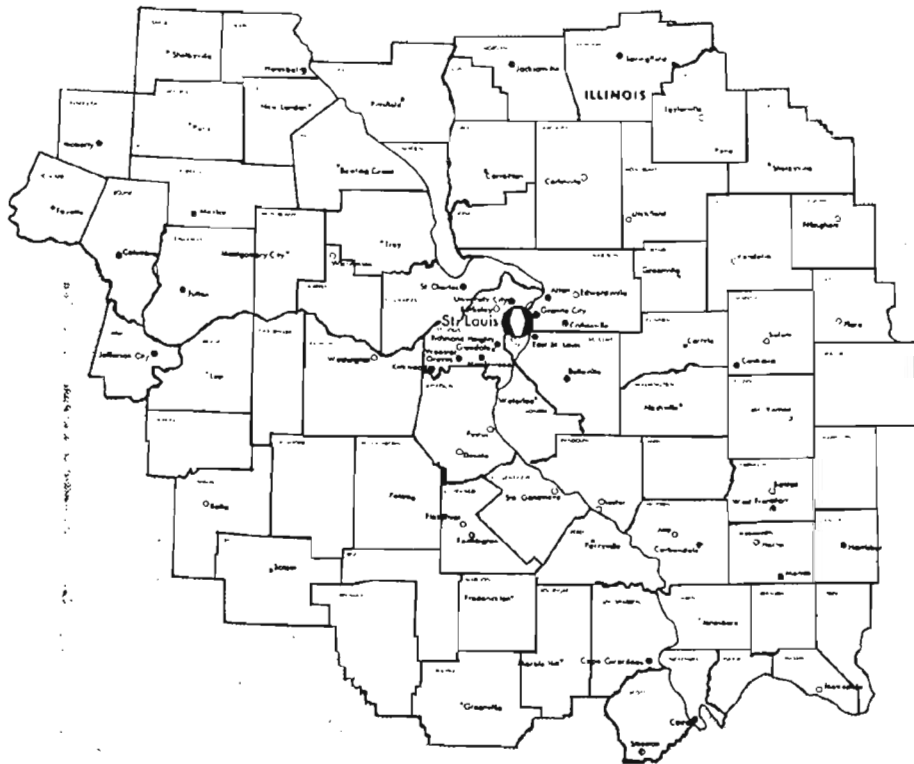
Network CBS. Rep Weed.

J. H. G. Cooper, pres; G. Pearson Ward, gen mgr & promotion mgr; Jack Lloyd, coml mgr; Wendel Smith, program director; William F. Curry, chief engineer; Bill Bowers, news director.

ST. LOUIS' NUMBER ONE NEWS STATION

Delivers top audiences with

1. St. Louis' largest news staff—a round-the-clock staff of nine experienced news men equipped with the best and largest available selection of news-gathering facilities.
2. NBC's famous "News On the Hour."
3. NBC's outstanding roster of variety programs.
4. KSD-RADIO's own roster of popular LOCAL programs.
5. KSD's live audience-most merchandisable program—Russ David's "Playhouse Party."
6. The largest consistent service area—72 counties—with KSD's 550 spot on the dial.



ST. LOUIS POST-DISPATCH RADIO STATION

KSD-RADIO

550 on your dial



REPRESENTED NATIONALLY BY NBC SPOT SALES

MISSOURI CONTINUED

SPRINGFIELD (Continued)

KTTS-FM (August 1948): 94.7 mc; 9.1 kw. Duplicates KTTS (above except for athletic events).

KTTS-TV: Tv companion to KTTS-AM-FM.

KWTO (Dec. 25, 1933): 560 kc; 5 kw, DA-N. 112 1/2 S. Glenstone. Phone University 2-4422. TWX SO 8694. Ozarks Broadcasting Co. (original owner).

Network ABC. Rep Pearson.
Ralph D. Foster, pres & gen mgr; Leslie L. Kennon, vp & assistant mgr; Jim Kendrick, program director; Bill Bailey, promotion mgr; Wallis Pender, chief engineer; Vern Hawkins, news director; Loyd Evans, farm director; Dele Duke, women's director.

THAYER, Oregon County

KALM (Dec. 11, 1953): 1290 kc; 1 kw-D. P. O. Box #8. Phone 165. Robert F. Neathery & Robert Neathery Jr. D/B as Radio Station KALM (original owner). (See Robert F. Neathery stations in "Group Ownership").

Network Keystone. Ozark Net, Magic Circle Net. Rep Best.
Robert F. Neathery, owner & mgr; Tom Stone, program, news & farm director; Carlisle Hamilton, gen sales; Willis S. (Sam) Beatty Jr., chief engineer; Ann Woodside, women's director.

KAMS-FM (Mammoth Springs, Ark.): Duplicates KALM (above).

TRENTON, Grundy County

KTEN (April 17, 1955): 1600 kc; 500 w-D. 112 East Ninth St. Phone 1600. Trenton Broadcasting Co. (original owner).

Rep Bogner & Martin.
Samuel A. Burk, gen mgr; Ed Hundley, station mgr; Robert P. Dennis, coml mgr; Rick McHargue, program & farm director; Ronald Arnold, promotion mgr; Lynn Bradley, chief engineer; Gib Keith, news director; Dorothy Dennis, women's director.

UNION, Franklin County

KLPW (Aug. 14, 1951): 1220 kc; 250 w-D. P. O. Box 72. Phone 658. Franklin County Broadcasting Co. (original owner). (See Ware stations in "Group Ownership").

Network Keystone. Rep Best.
Specialty programs: German, 1/4 hr. wkly.
Leslie P. Ware, pres; Norb Moore, gen mgr, coml mgr & promotion mgr; Chuck Otte, program director; Frank Lohmeyer, chief engineer & farm director; John Rice, news director; Mayetta Engemann, women's director.

WARRENSBURG, Johnson County

KOKO (1953): 1450 kc; 250 w. Phone 1450. Johnson County Broadcasters (acquired station 1957). (See Ware stations in "Group Ownership").

Net ABC. Rep Best.
Leslie P. Ware, pres; Fred Fogerson, gen & commercial mgr; Wayne Henderson, program and promotion mgr; Don Hobelman, chief engineer; Jim Noel, news director; Don Hobelman, farm director; Gladys Brown, women's director.

WARRENTON, Warren County

KWRE (March 9, 1949): 730 kc; 600 w-D. Phone Gladstone 6-3311. W. T. Zimmerman (original owner).

Network Keystone. Rep Continental.
W. T. Zimmerman, owner & gen mgr; Ruth Bebermeyer, program director; Tom Baker-Smith, chief engineer; John Pierson, news director; Riley Scovell, farm director; Merle Zimmerman, women's director.

WEST PLAINS, Howell County

KWPM (1947): 1450 kc; 250 w. 1100 Abe Taylor Blvd. Phone 700. Robert F. Neathery. (See Robert F. Neathery stations in "Group Ownership").

Rep Best.
Robert F. Neathery, pres; Frize Williams Dixon, coml mgr.
KWPM-FM (1951): 93.9 mc; 3.4 kw. Same address, licensee and staff as KWPM (above).

WILLOW SPRINGS, Howell County

KUKU (1957): 1330 kc; 500 w-D. Robert F. Neathery and Robert Neathery Jr. (See Robert F. Neathery stations in "Group Ownership").

Network Ozark.

to buy or sell a station
in Missouri

Paul H.
CHAPMAN COMPANY
1182 W. Peachtree
Atlanta

MONTANA

ANACONDA, Deerlodge County

KANA (1946): 1230 kc; 250 w. East of Anaconda. Phone Logan 3-3143. Tri-County Radio Corp (acquired station Oct. 1, 1957).

Rep Webb.
Mike Donovan, gen mgr; Lyle Weagel, coml mgr; Bob Kaye, program director & farm director; Frank Crowley, promotion mgr & news director; Walter Derzay, chief engineer; Phyl Gow, women's director.

BILLINGS, Yellowstone County

KBYM (Sept. 8, 1946): 1240 kc; 250 w. P. O. Box 2544. Phone 9-4586. TWX BL 397. Billings Broadcasting Co. (original owner).

Network MBS, Keystone, Inter Mountain Network. Rep Avery-Knodel, Hugh Feltis & Assoc.

Ken Nybo, managing partner & gen mgr; Merlyn Hedin, coml mgr; Charles DuBois, program director & news director; Don Jones, promotion mgr & farm director; Ted Hildebrand, chief engineer.

KGHL (June 8, 1928): 790 kc; 5 kw, DA-N. 214 No. 30th St. Phone 2-4641. Midland Empire Broadcasting Co. (acquired station May 1, 1953).

Network NBC. Rep Katz.
P. N. Fortin, pres; Jeff Kitchli, gen mgr; Warren Marshall, coml mgr; Virginia Braumberger, program director; Kenneth Doty, promotion mgr; Fred Bartlett, chief engineer; Virginia Smith, news director; Cleo Heiken, women's director.

KGHL-TV: Tv companion of KGHL

KOOK (1951): 970 kc; 5 kw, DA-N. Box 2557. Phone 2-5611. TWX RL 488. The Montana Network (original owner).

Network CBS, Great Western. Rep Headley-Reed; Art Moore & Assoc. (Seattle & Portland).

Joseph S. Sample, pres & gen mgr; William P. McCracken, coml mgr; Cliff Ewing, program director; Conna G. May, promotion mgr; John Chyle, chief engineer; Francis B. Welsh, news director & farm director; Billie Le Sueur, women's director.

KOOK-TV: Tv companion of KOOK.

KOYN (Sept. 25, 1953): 910 kc; 1 kw-D. Riverside Drive, Box 956. Phone 4-4177. D. Gene Williams, Delbert Berthoff, partners (original owners).

Rep Forjoe.
D. Gene Williams, pres; Bob Eubanks, gen mgr; Lew Theusen, coml mgr; Jerry Fay, program director; Bob Thompson, promotion mgr; Bill Banks, chief engineer; Bob Manual, news director.

BOZEMAN, Gallatin County

KBMN (1950): 1230 kc; 250 w. North Seventh. Phone Juniper 6-2394. Penn Engineering Co. (acquired station November 1957).

Rep Gill-Perna.
Dale G. Moore, pres & gen mgr; William A. Merrick, mgr & farm director; Hal Phelps, program director; Robert J. Churney, promotion mgr & news director; Tom Weir, chief engineer; Avonne Vaughan, women's director.

KXLO (October 1939): 1450 kc; 250 w. 513 S. Third. Phone Juniper 6-5851. XX Broadcasting Corp. (acquired station July 9, 1958).

Network NBC, XL Network. Rep Walker; Art Moore & Assoc. (regional).
Richard D. Smiley, pres, gen mgr, & farm director; Thomas A. Sandenaw Jr., coml mgr, program director & news director; Donald Krohn, promotion mgr; Charles Myrick, chief engineer; Beverly Olson, women's director.

BUTE, Silver Bow County

KBOW (February 1947): 1490 kc; 250 w. 720 Yale Ave. Phone 7425. TWX BT 24. Copper City Radio Co. (original owner).

Rep Cooke.
Frank Reardon, pres; William K. Carroll, gen mgr; Art Collins, program director; Helen Reardon, women's director.

KOPR (June 10, 1948): 550 kc; 1 kw, DA-N. Pinen Hotel. Phone 6546. Copper Broadcasting Co. (acquired station 1956). (See A. L. Glasmann stations in "Group Ownership" and "Newspaper Ownership").

Network MBS, Intermountain Network. Rep Avery-Knodel.
George C. Hatch, pres; Bruce K. Twerell, gen mgr; Ric Webb, promotion mgr; William H. Emerson, chief engineer; Don Evans, news director; Al Hachta, farm director; Nancy Shutey, women's director.

KXLE (1929): 1370 kc; 5 kw. 1003 S. Montana St. Phone 2-9111. KGBR Inc. (original owner). (See Z-Network stations in "Group Ownership").

Network MBS, XL Network. Reps Walker-Rawalt (East); Pacific Northwest (West).
E. B. Craney, pres & gen mgr; Arne E. Anzlon, coml mgr & promotion mgr; Sell Rapcock, program & news director; Vern Totten, chief engineer; Don Hallock, farm director.

KXLE-TV: Tv companion of KXLE.

DILLON, Beaverhead County

KDBM (Jan. 1, 1957): 800 kc; 1 kw-D. Box 950. Phone 703. Vigilante Broadcasting Co. (orig-

inal owner).

Rep Webb.
Burt H. Oliphant, pres & gen mgr; Peggy S. Oliphant, women's director & co-program director.

GLASGOW, Valley County

KLTZ (August 1954): 1240 kc; 250 w. P. O. Box 671. Phone Academy 8-9336. Glasgow Broadcasting Co.

Rep Holman.
Charles L. Scofield, Willard Holter, James Carson, owners; Loyd W. Melby, coml mgr; Thomas P. Ash, program & news director; John Rustad, promotion mgr; Norman Whisenant, chief engineer; Dana Shrupp, farm director; Emilie Nelson, women's director.

GLENDEVE, Dawson County

KXGN (Sept. 23, 1945): 1400 kc; 250 w. 122 S. Merrill Ave. Phone Empire 5-3377. Glendive Broadcasting Corp. (original owner).

Rep Webb.
Lewis W. Moore, pres; Daniel C. Palen, gen mgr, coml mgr, news director & farm director; Raymond F. Nicklay, program director & promotion mgr; Donald J. Powers, chief engineer.

KXGN-TV: Tv companion of KXGN.

GREAT FALLS, Cascade County

KYBB (October 1922): 1310 kc; 5 kw, DA-N. Box 1139. Phone Glendale 3-4377. TWX GF 25. Wilkins Broadcast Inc. (See "Newspaper Ownership").

Network CBS. Rep Bolling.
J. P. Wilkins, pres & gen mgr; W. C. Blanchette, station mgr & sales mgr; William Spahr, assistant station mgr & promotion mgr; Leo Ellingson, program director; Tony Lopuch, chief engineer; Stan Meyer, farm director; Edith Matheson, women's director.

KFBB-TV: Tv companion of KFBB.
KMON (1948): 560 kc; 5 kw, DA-N. 121 Fourth St. N. Phone 4-4382. Montana Farmer Broadcasting Corp. (See A. L. Glasmann stations in "Group Ownership"; See "Newspaper Ownership").

Network Intermountain. Rep Avery-Knodel.
Lester Cole, pres; Robert H. Warner, gen mgr.

KUDI (1955): 1450 kc; 250 w. P. O. Box 1405. Phone Glendale 2-9523. Community Broadcasters Inc. (acquired station June 1957). (See Walter N. Nelskog stations in "Group Ownership").

Rep Forjoe.
Gene Williams, Paul Crain, Del Cody, Wally Nelskog, co-owners; Ken Ness, gen mgr; Bill Arend, coml mgr; Gary Cooperider, program director; Dean Smith, promotion mgr; Ed Kolman, chief engineer; Wes Fidcock, news director.

KXLE (March 1947): 1400 kc; 250 w. P. O. Box 2072. Phone Glendale 2-2453. Great Falls Broadcasting Co. (acquired station April 7, 1958). (See Z-Network stations in "Group Ownership").

Network NBC, XL Network. Rep Walker-Rawalt; Pacific Northwest.
Pat M. Goodover, pres & coml mgr; Eugene R. Kukkola, gen mgr, program director & chief engineer.

HAVRE, Hill County

KOJM (Oct. 31, 1947): 610 kc; 1 kw, DA-2. 426 1/2 First St. Phone 1096. North Montana Broadcasting Co. (original owner).

Network NBC; Keystone. Rep Walker-Rawalt.
Richard D. Rubie, pres; Charlotte H. Brader, gen mgr; Carlyle D. Leeds, coml mgr & news director; James R. Saenger, program director; Stanley G. Stephens, promotion mgr; Harold Hustard, chief engineer; Joanne E. Bowery, women's director.

HELENA, Lewis & Clark County

KCAP (1949): 1340 kc; 250 w. 1705 Jerome Place. Phone Hickory 2-4490. Lewis & Clark Broadcasting Co. (original owner).

Network Montana Radio Network. Rep Webb.

F. P. Maronick, pres; Lou Torok, gen mgr; Dick Lynch, coml mgr; Dick Monaco, program director & news director; Helen Redpath, promotion mgr; Bruce Hamilton, chief engineer; Jo Lovely, women's director.

KXLJ (September 1937): 1240 kc; 250 w. Box 797. Phone Hickory 2-6620. Peoples Forum of the Air Inc. (original owner). (See Z-Network stations in "Group Ownership").

Network MBS, XL Network. Rep Walker-Rawalt.

E. B. Craney, pres; Barclay Craighead, gen mgr; Walter Marshall, coml mgr; Ed Evans, program director; Don Hoffman, chief engineer.

KXLJ-TV: Tv companion of KXLJ.

KALISPELL, Flathead County

KGEZ (1927): 600 kc; 1 kw, DA-2. Box 439. Phone Skyline 6-4331. KGEZ Inc. (acquired station June 26, 1953).

Network NBC, Keystone. Rep Cooke; Art Moore & Assoc. (Portland-Seattle).
M. A. Himsi, pres; Richard V. Vick, vp, gen mgr & coml mgr; Robert S. Thompkins, program director; Robert C. Pearson, chief engineer; Glenn E. Millhouse, news director.
KOFI (November 1955): 930 kc; 5 kw-D. P. O.

Radio Stations CONTINUED

MONTANA CONTINUED

Box 630. Phone Skyline 6-6900. Flathead Valley Broadcasters (original owner)

Rep Webb.
W. H. Patterson & L. L. Sterling, owners; Mr. Patterson, gen mgr; M. L. Oliver, coml mgr; Mr. Sterling, program director & chief engineer; Larry Stem, news director.

LEWISTOWN, Fergus County

EXLO (1947): 1230 kc; 250 w. P. O. Box 620. Phone 1210. Central Montana Broadcasting Co. Network Intermountain Network.
W. C. Kelly, pres; Donald C. Williams, vp & gen mgr.

LIBBY, Lincoln County

KLCB (1950): 1230 kc; 250 w. P. O. Box 636. Phone 410-X-1. Frank Reardon. (acquired station April 1957).
Network Keystone. Reps George T. Hopewell Inc.; Art Moore & Assoc.
Frank Reardon, owner; Robert R. Rigler, gen mgr, promotion mgr & chief engineer; Henry Seelbach, program director; Merle Schermerhorn, women's director.

LIVINGSTON, Park County

KPRK (Jan. 1, 1947): 1340 kc; 250 w. Box 691. Phone Academy 2-2842. Yellowstone Amusement Co. (original owner).
Network MBS; Keystone; Intermountain Network. Rep Avery-Knodel.
Network CBS. Reps Gill-Perna; Hugh Feltis. Paul B. McAdam, pres; Jack Hinman, coml mgr; Paul Bragg, program director; Robert McDole, promotion mgr; Larry Helox, chief engineer; Nikki Kulence, women's director.

MILES CITY, Custer County

KATL (September 1941): 1340 kc; 250 w. P. O. Box 720. Phone Cedar 2-2280. Star Printing Co. (original owner). (See "Newspaper Ownership").
Network MBS, Keystone, Intermountain. Rep Avery-Knodel.
Jan A. Elliot, gen mgr & news director; Fred B. Hunnes, coml mgr & farm director; Tom Biedrzycki, program director; Robert Allen, promotion mgr; Wade Krizan, chief engineer; Louise De Graw, women's director.

MISSOULA, Missoula County

KBTX (July 15, 1955): 1340 kc; 250 w. P. O. Box 1202. Phone 9-3344. Montana Broadcasting Co. (acquired station July 15, 1958).
Network MBS, Keystone, Intermountain Network. Rep Avery-Knodel.
William J. Strehman, pres & gen mgr; Richard Edgerton, coml mgr; Richard Burley, program director; Gene Marianetti, promotion mgr & sports director; Robert Scherpenseel, chief engineer; J. D. Coleman, news director & farm director.

KGVO (Jan. 18, 1931): 1290 kc; 5 kw, DA-1. 132 W. Front St. Phone 2-2155. Mosby's Inc. (original owner).
Network CBS. Reps Gill-Perna; Hugh Feltis. A. J. Mosby, pres; Fred A. Mosimann, gen. coml & promotion mgr; Al Anderson, program director; A. L. Stewart, chief engineer; Don Weston, Ron Richards, news directors.

KMSO-TV: Tv companion of KGVO
KXLL (Feb. 29, 1948): 1450 kc; 250 w. XL Ave. Phone 4-4114. Western Montana Assoc. (original owner). (See "Z-Network stations in "Group Ownership").
Network NBC, XL Net. Rep Walker-Rawalt. Pacific Northwest.

Robert J. Gillis, pres & gen mgr; Frank Driscoll, coml mgr; Marjorie Pecarich, program director; Chuck Meyer, chief engineer.
KYSS (not on air, target date not announced): 910 kc; 1 kw-D. Hotel Florence. Missoula Broadcasters (See Singleton stations in "Group Ownership").
Rep Grant.
Harold C. Singleton, Gerald Colkitt, Wallace K. Reid, H. E. Murphy, partners.

SHELBY, Toole County

KIYI (Aug. 11, 1947): 1150 kc; 1 kw-D, 500 w-N, DA-N. 131 Main St. Phone Hemlock 4-5541. Tri County Radio Corp. (original owner).
Network MBS, Keystone. Rep Webb.
John J. Lyon, pres; Jerry Black, gen mgr; Kay Brown, coml mgr; Frank Krsaka, program director; Bradford Baker, promotion mgr; George Potter, chief engineer; Richard Jolings, news director; Clem Brizle, farm director; Georgia Knickerbocker, women's director.

SIDNEY, Richland County

KGCX (October 1926): 1480 kc; 5 kw, DA-1. 109 So. Central, Sidney; and Happig Bldg.,

Williston. N. D. Phone 408 Sidney; 3-3778 Williston. KGCX Inc. (original owner).

Network MBS, Great Northern Broadcasting System. Rep Gill-Perna Inc.
Specialty programs: Scandinavian, ½ hr. wkly.

E. E. Krebsbach, pres; Keith Krebsbach, gen mgr; E. Clair Krebsbach, coml mgr; Dale Wilson, chief engineer; Bud Bird, news director; Faye Crusch, farm director; Mary Lou Nelsen, women's director.

WOLF POINT, Roosevelt County

KVCH (Sept. 1, 1957): 1490 kc; 250 w. Box 986. Phone 615. Hi Line Broadcasting Co. (original owner).
Network MBS, Dakota Network.
R. E. Coffey, pres, gen mgr & coml mgr; Clair Hekkel, program director; Ralph Main, chief engineer.

NEBRASKA

ALLIANCE, Box Butte County

KCOW (January 1949): 1400 kc; 250 w. 1100 W. 10th St. Phone 1400. Sandhills Broadcasting Corp.
Network Keystone. Rep McGillvra.
J. W. Cover Sr., pres; Jim Ballas, gen mgr; Herb Manning, coml mgr; Larry Osterman, program director; Richard Bowman, chief engineer; Frank Allen, news director.

BEATRICE, Gage County

KWBE (June 12, 1949): 1450 kc; 250 w. P. O. Box 1450. Phone Canal 3-2388. MIA Enterprises Inc. (acquired station Feb. 1, 1957).
Network Cornhusker Network. Rep Pearson. Gordon C. Bud Pentz, pres & gen mgr. William R. Boyce, coml mgr; Arlin Holle, operations supervisor, chief engineer & farm director; Frank Thurston, news director.

BROKEN BOW, Custer County

KCNI (Sept. 28, 1949): 1280 kc; 1 kw-D, P. O. Box 561. Phone Trojan 2-5881. Custer County Broadcasting Co. (original owner).
Rep Continental Radio Sales.
Mrs. Georgia A. Crawford, pres, gen mgr & program director; Dick Kapustka, coml mgr; Harold L. Hromas, chief engineer; Bill Thomas, news director; Lyle Hansen, farm director.

CHADRON, Dawes County

KCSB (May 9, 1954): 1450 kc; 250 w. 212 Bordeaux St. Phone Hemlock 2-5545. Community Service Radio Corp. (original owner).
Network Keystone; Cornhusker Network.
William H. Finch, pres, gen mgr & chief engineer; Duane Shupe, coml mgr; Cliff Pike, program director; Freeman Hoyer, news director; Ellis Hale, farm director; Carol South, women's director.

COLUMBUS, Platte County

KJSK (April 28, 1948): 900 kc; 1 kw-D, P. O. Box 460. Phone Locust 4-5154. Geo. Basil Anderson (original owner). (See George Basil Anderson stations in "Group Ownership").
Rep Best; Biddick (West Coast).
Specialty programs: Czech, ½ hr. wkly.; German, ½ hr. wkly.
George Basil Anderson, owner; Milo Kincaid, gen mgr & program director; Bob Miller, chief engineer; Howard Nelson, news director & farm director.

FALLS CITY, Richardson County

KFNC (August 3, 1957): 1230 kc; 100 w. Stephenson Hotel. Phone 2455. Craig Siegfried (original owner). (See "Newspaper Ownership").
Rep Best.
Craig Siegfried, owner; Tom Siegfried, gen mgr & news director; Ned Arthur, coml mgr; Bob Atkisson, chief engineer; Ray McKim, women's director.

FREMONT, Dodge County

KFGT (December 1939): 1340 kc; 100 w, SH. 118 B. 5th St. Phone Park 1-5012. Snyder Enterprises. (acquired station July 1, 1956).
Network Keystone.
L. L. Snyder, co-owner; H. C. Snyder, co-owner, gen mgr & chief engineer; Don Mundy, coml mgr & promotion mgr; Harry Gehrett, program director. Russ Weber, news director; Russ Hughes, farm director; Ernestine Smizer, women's director.

GRAND ISLAND, Hall County

KMMJ (1925): 750 kc; 10 kw-D, DA, L-WSB. Division at Cedar St. Phone DuPont 2-2800. TWX S281. Town & Farm Co. (acquired station March 1936). (See Farm & Home stations in "Group Ownership").
Network ABC, Nebraska Net. Rep H-R Representatives.
Don Scarle, pres; Bill Martin, executive vp & gen mgr; Willard Morton, business mgr; Albert Michael, promotion mgr; U. L. Lynch, technical supervisor; George Kister, news director; Dutch Woodward, farm director; Jane Anderson, women's director.

KRGI (April 1, 1953): 1430 kc; 1 kw, DA-N. 315 S. Locust St. Phone DuPont 2-5420. Grand Island Broadcasting Co. (acquired station March 1957). (See Stuart Investment stations in "Group Ownership").

Network Neb. Home Town Net. Rep Gill-Perna.

R. W. Chapin, executive vp; Bob McKune, gen mgr & coml mgr; Budd Duvall, program director & promotion mgr; Donald E. Campbell, chief engineer; Harry Perkins, news director & farm director; Pat McQuown, women's director.

HASTINGS, Adams County

KHAS (September 1, 1940): 1230 kc; 250 w. Tribune Bldg. Phone 2-5101. Nebraska Broadcasting Co. (original owner). (See "Newspaper Ownership" and Seaton stations in "Group Ownership").
Network Keystone. Rep Gill-Perna.
John W. Powell, gen mgr; L. John Meredith, coml mgr; Lyle Fick, chief engineer; Les Weber, farm director.
KHAS-TV: Tv companion of KHAS.

HOLDREGE, Phelps County

KUVR (October 1956): 1380 kc; 500 w. 613 4th Ave. Phone Wyman 5-4122. W. W. Broadcasting Co. (original owner).
Network Keystone.
Specialty programs: Scandinavian, ½ hr. wkly.
William C. Whitlock, pres & gen mgr; Kenn Maloney, station mgr, program director & news director; Jack White, coml mgr; John Howard, promotion mgr; Harold Erickson, chief engineer; Henry Phipps, farm director; Betty Rae Whitlock, women's director.

KEARNEY, Buffalo County

KGFW (1927): 1340 kc; 250 w. P. O. Box 320. Phone Cedar 7-2131. Central Nebraska Broadcasting Co. (acquired station August 1954).
Network MBS, Nebraska Net. Rep Holman.
John C. Mitchell, pres; Edward S. Knight, gen mgr; Bob Jankins, coml mgr; Glenn Martin, program director & news director; William Abbott, chief engineer.
KERNY (December 5, 1956): 1460 kc; 5 kw-D. 2210 2nd Ave. Phone Cedar 6-8301. Elbert M. Galloway Sr. (original owner).
Rep McGaven-Quinn.
Elbert M. Galloway Sr., owner; Jack B. Lewis, gen mgr & coml mgr; Jim Price, program director; Bert Galloway, chief engineer; Ralph Makinster, news director; Lloyd Oliver, farm director; Maurine Eckloff, women's director.

LEXINGTON, Dawson County

KEVN (1950): 1010 kc; 25 kw-D, DA. 104 W. 8th St. Phone 4-2371. Nebraska Rural Radio Inc.
Rep Raymer.
Max Brown, gen mgr; Gary Schroeder, assistant mgr; Merle Meyer, farm editor; Stan Matzke, farm director.

LINCOLN, Lancaster County

KFMQ (FM) (June 1958): 95.3 mc; 320 w. Trust Bldg. zone 8. Phone 7-3344. Herbert Burton (original owner).
Rep FM Unlimited.
Ray Gladfelter, coml mgr; William R. Ramsey, chief engineer.
KFOR (1924): 1240 kc; 250 w. Stuart Bldg. Phone 2-6606. Cornbelt Broadcasting Corp. (acquired station in 1944). (See Stuart Investment stations in "Group Ownership").
Network ABC, Nebraska Home Town Net. Rep Raymer.
James Stuart, pres; Richard W. Chapin, executive vp; Roger T. Larson, station mgr & coml mgr; Wayne Smith, program director; Orval Koch, promotion mgr; Al Pugsley, chief engineer; Jack Bates, news director; Robert Jambey, farm director; Hazel Stebbins, women's director.

KLIN (1947): 1460 kc; 250 w. Sharp Bldg. zone 8. Phone 5-4377. Fletcher-Mitchell Corp. (acquired station December 1956).
Rep Devroy.
Kenneth C. Delp, executive vp & gen mgr; Casey A. Heckman, coml mgr; Paul Scheele, chief engineer; John Hanlon, news director.

MONTANA BROADCASTERS

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HAMILTON-STUBBLEFIELD-TWINING
& ASSOCIATES, INC.

Radio Stations CONTINUED

NEBRASKA CONTINUED

LINCOLN [Continued]

KLMS (October 1949): 1480 kc; 1 kw, DA-2. 130 N. 16th St. zone 5. Phone 2-7579. Lincoln Broadcasting Corp. (original owner).
Network MBS, Keystone.
Howard A. Shuman, pres; Don Shoemaker, gen mgr & coml mgr; Larry Parker, program director & news director; Sandra Peterson, promotion mgr; Carl Lewis, chief engineer; Perry Douthitt, farm director.

McCOOK, Red Willow County

KBEL (Sept. 26, 1947): 1300 kc; 1 kw-D. 109 1/2 East C. St. Phone 1450. McCook Broadcasting Co. (original owner).
Network MBS, Cornhusker Net. Rep Gill-Perna.
LeRoy W. Lenwell, pres, gen mgr & chief engineer; Donald L. Hays, coml mgr; Leonard L. Craig, program director; Jackie Kotschwar, women's director.

NORFOLK, Madison County

WJAG (July 1, 1922): 780 kc; 1 kw-D. 309 Braasch Ave. Phone 432. WJAG Inc. (original owner). (See "Newspaper Ownership").
Rep Walker-Rawalt.
Gene Huse, pres; Jerry Huse, gen mgr; Bob Thomas, coml mgr; Don Broadstone, program director & farm director; Evans Meier, promotion mgr; Bill Gettman, chief engineer; John Nordeen, news director; Mary Moore, women's director.

NORTH PLATTE, Lincoln County

KJLT (December 1952): 970 kc; 5 kw-D. Hirschfeld Bldg. Phone 4060. Tri-State Broadcasting Assn. (acquired station July 1957).
Specialty programs: Spanish, 1/4 hr. wkly.
John Townsend, pres, gen mgr & chief engineer; Will Baldrige, program director.

KODY (July 5, 1939): 1240 kc; 250 w. 1521 W. 12th St. Phone 382. KODY Inc. (acquired station June 15, 1957).
Network NBC & Keystone. Rep Meeker.
Hartley L. Samuels, pres; Harry D. Peck, gen mgr; Joseph A. di Natale, sales mgr; William A. Wood, program director; Jerry Wing, promotion mgr & women's director; Donald R. Blaskup, chief engineer; Wayne R. Jacobsen, news director; Edwin H. Launer, farm director.

OGALLALA, Keith County

KOGA (Jan. 23, 1955): 930 kc; 500 w-D. 216 N. Spruce. Phone 930. Ogallala Broadcasting Co. (original owner).
Rep Indie Sales.
Newell Eastman, pres & gen mgr; Howard Harrington, coml mgr, program director & chief engineer; Helen J. Eastman, promotion mgr; Carol Stivers, news director & women's director.

OMAHA, Douglas County

KBON (1942): 1490 kc; 250 w. World Insurance Bldg, zone 2. Phone Jackson 8282. Inland Broadcasting Co. (original owner).
Paul R. Fry, pres & gen mgr; Joe H. Baker, coml mgr & promotion mgr; Dean Murray, program director; Edward M. Shulman, chief engineer; Dick McCann, news director.
KFAB (1924): 1110 kc; 50 kw, DA-N. 5010 Underwood Ave., zone 32. Phone Regent 3000. TWX 34. KFAB Broadcasting Co. (See "Newspaper Ownership") and E. J. Palmer and Leo stations in "Group Ownership").
Network NBC. Rep Petry.
Joe W. Seacrest, pres; Lyell Bremser, gen mgr; El R. Morrison, coml mgr; Ken Headrick, program director; Don Shoemaker, promotion mgr; Ray Schroeder, chief engineer; Walt Kavenagh, news director; Bill MacDonald, farm director.

KOIL (1925): 1290 kc; 5 kw, DA-N. 511 S. 17th St., zone 2. Phone Jackson 7626. Central States Broadcasting Inc. (acquired station 1953). (See Star stations in "Group Ownership").

Rep Avery-Knodel.
Don W. Burden, pres & gen mgr; James H. Schoonover, station mgr; George Cromwell, program director; Gerald E. Weist, chief engineer; Lance Jensen, news director.
KOOO (March 20, 1957): 1420 kc; 500 w-D, DA. 2321 M St., zone 7. Phone Orchard 5000. KOOO Corp. (acquired station July 1, 1958). (See C. J. Fenlon stations in "Group Ownership").
Network Keystone. Rep Everett-McKinney.
James J. Fenlon, pres, gen mgr, coml mgr & program director; Don Graham, promotion mgr; Richard E. Weina, chief engineer; Byron Head, news director; Deane Johnson, farm director; Jan Rockwell, women's director.
KOWE (March 1922): 660 kc; 500 w-D. Kilpatrick Bldg., zone 2. Phone Atlantic 2228. National Weekly Inc. (acquired station June 19, 1957). (See "Newspaper Ownership").
Rep Young.

Specialty programs: Negro, 1/2 hr. wkly.
William F. Buckley, Jr., pres; Virgil V. Sharpe, vp & gen mgr; Ed Morgan, coml mgr; Sandy Jackson, program director; James Ross, promotion mgr; Charles Woodard, chief engineer; Frank Allen, news director; Mel Straub, farm director; Peggy McGrath, women's director.
WOW (April 2, 1923): 590 kc; 5 kw. Insurance Bldg., zone 2. Phone Webster 3400. TWX OM 297. Meredith WOW Inc. (acquired station Sept. 21, 1951). (See "Newspaper Ownership" and Meredith Pub. Co. stations in "Group Ownership").
Network CBS. Rep Blair & Co.
Frank P. Fogarty, vp & gen mgr; William O. Wiseman, sales mgr; Ray Olson, program director; William Dunn, promotion mgr; Glenn Flynn, chief engineer; James McGaffin, news director; Mal Hansen, farm director.
WOW-TV: Tv companion of WOW.

O'NEILL, Holt County

KVHC (Nov. 30, 1955): 1400 kc; 250 w. P. O. Box 150. Phone 120. Sun Broadcasting Inc. (acquired station July 6, 1957).
Network Keystone.
William C. Whitlock, pres; Alvin Wood, gen mgr, coml mgr & chief engineer; Ray Clifton, news director & farm director; Mary Lu White, women's director.

SCOTTSBLUFF, Scotts Bluff County

KNEB (Jan. 1, 1948): 960 kc; 1 kw-D, 500 w-N. DA-2. 2110 Broadway. Phone 1620. Platte Valley Broadcasting Corp. (original owner).
Network MBS. Rep Holman.
Specialty programs: Spanish, 3 1/4 hrs. wkly.
Russell M. Stewart, pres & farm director; Geo. H. Haskell, gen mgr; Byron R. Joachim, coml mgr; Wayne McIntosh, program director & news director; Leslie A. Proctor, chief engineer.
KOLT (Feb. 15, 1930): 1320 kc; 5 kw-D, 1 kw-N. DA-2. P. O. Box 660. Phone 556. TWX 82191. Hilliard Co. (original owner).
Network CBS & Nebraska Home Town Net. Rep Gill-Perna.
L. L. Hilliard, pres, gen mgr & coml mgr; William Walter, program director; Corky Moore, promotion mgr; Harland Morrison, chief engineer; William J. Brennan, news director; William Bullock, farm director; Doris Berry, women's director.

SIDNEY, Cheyenne County

KSD (1952): 1340 kc; 250 w. Legion Park. Phone 5503. William C. Grove Inc. (See Frontier Best. Co. stations in "Group Ownership").
David W. Young, gen mgr & coml mgr.

YORK, York County

KAWL (Sept. 24, 1954): 1370 kc; 500 w-D. P. O. Box 354. Phone 33. Prairie States Broadcasting Co. (acquired station Sept. 24, 1958).
Network Keystone. Rep Best.
M. L. Gleason, pres; Gerald C. Bryan, gen mgr; Glen C. Pfanning, coml mgr; David Tucker, program director; Joan Fitch, women's director.

NEVADA

CARSON CITY, Ormsby County

KPTL (May 14, 1955): 1300 kc, 5 kw-D, 500 w-N, DA-N. Hot Springs Rd. Phone Granite 2-3209. Edwin L. and Alma F. Bullis (original owners).
Network Keystone.
Edwin L. Bullis, gen mgr; James V. Stoddard, program director; Ray A. Mullins, promotion mgr; Jerry Kleinknight, chief engineer; Jess Mason, news director.

ELKO, Elko County

KELK (1948): 1240 kc, 250 w. P. O. Box 790. Phone 260. Elko Broadcasting Co. (See "Newspaper Ownership").
Network MBS; Intermountain Net.
Chris Sheerin, pres; John J. Gammick, gen mgr & coml mgr.

ELY, White Pine County

KELY (July 1, 1950): 1230 kc; 250 w. Box 600. Phone Amherst 4-2077. White Pine Broadcasting Co. (acquired station Sept. 1, 1957).
David I. Hansen, owner.

FALLON, Churchill County

KVIV (May 9, 1957): 1250 kc; 1 kw-D. West Star Route. Phone Harrison 3-1242. Lahontan Valley Broadcasting Co. (original owner).
Network Keystone. Rep Continental.
Lester W. and Katherine E. Pearce, partners; Lester W. Pearce, gen mgr & chief engineer; Katherine E. Pearce, coml mgr & program director.

HENDERSON, Clark County

KBMI (1954): 1400 kc, 250 w. 103 S. 1st St., Las Vegas. Phone Dudley 4-3006 (Las Vegas); Frontier 2-1131 (Henderson). KBMI Inc. (See Zugsmith stations in "Group Ownership").
Rep Forjoe.
Pat Burke, gen mgr & coml mgr.
KTOO (May 1, 1958): 1280 kc; 5 kw-D. El Cortez Hotel. Las Vegas. Phone Dudley 2-0277. Advertising Dynamics Corp. (acquired station Jan. 1, 1958).
Rep McGavren-Quinn.
Roland B. Valle, pres, coml mgr & chief engineer; Robert A. James, vp & program director; Gregg Gelhart, chief engineer.

LAS VEGAS, Clark County

KENO (1940): 1460 kc; 1 kw, DA-N. 810 Keno Lane. Phone Dudley 2-1400. TWX LV 8690. Nevada Broadcasting Co. (acquired station June 6, 1957).
Network ABC. Rep Forjoe.
Specialty programs: Negro, 10 hrs. wkly.
Fred Von Hofen, pres & gen mgr; Gordon B. Sherwood Jr., coml mgr; Jerry Dexter, program director; Hunter Borthwick, promotion mgr; Harry Anderson, chief engineer; Charles Von Goerken, news director; Corean Smith, women's director.
KLAS (1948): 1230 kc; 250 w. P. O. Box 1510. Phone Dudley 4-4646. TWX LV-8608. Las Vegas Broadcasters Inc. (original owner).
Network CBS. Rep Weed.
R. G. Jolley, pres & gen mgr; Sam Salerno, program director; James Blaine, chief engineer.
KLAS-TV: Tv companion of KLAS (above).
KORK (June 1953): 1340 kc; 250 w. Thunderbird Hotel. Phone Dudley 2-6445. Southwestern Broadcasting Co. (acquired station July 15, 1955). (See "Newspaper Ownership" and Donald W. Reynolds stations in "Group Ownership").
Network MBS; NBC; Intermountain. Rep Avery-Knodel.

Donald W. Reynolds, pres; King Harmon, gen mgr & program director; Mel Sage, coml mgr; Albert Farlow, promotion mgr; Gregg Gilhart, chief engineer; Michael Paige, farm director; Betty Brotherson, women's director.
KLRJ-TV: Tv companion of KORK (above).
KRAM (1947): 920 kc, 1 kw-D, 500 w-N, DA-N. Riviera Hotel. Phone Dudley 2-1920. Drake Motel Corp.
Rep Richard O'Connell (New York); William J. Reilly (Chicago & Detroit); Theo B. Hall (San Francisco); H. M. Stanley, (Los Angeles).
David H. Margolis, pres; Larry Buskett, executive vp & gen mgr; Jay Cowen, coml mgr.
KREO (1956): 1650 kc, 500 w-D. New Frontier Hotel. Phone Dudley 4-9210. Rainbow Inc.
Rep Holman (New York & Chicago); Tracy Moore (Los Angeles).
Joe Julian, pres; Lester Seiffer, station mgr; Joe Higgins, operations mgr.

RENO, Washoe County

KATO (July 8, 1946): 1340 kc; 250 w. P. O. Box 1170. Phone Fairview 2-4501. Sierra Broadcasting Co. (acquired station October 1953).
Network MBS. Don Lee. Rep Walker (New York, Chicago); Broadcast Time Sales (Pacific Coast).
R. L. Stoddard, owner & gen mgr; Irv Carlson, chief engineer.
KDOT (1947): 1230 kc; 250 w. Riverside Hotel. Phone Fairview 3-6156. John L. Breece (acquired station May 1, 1958).
Rep O'Connell-Palmer Co.
John L. Breece, pres, gen mgr & chief engineer; George W. Edwards, coml mgr; Gene W. Robinson, program director; Philip Rose, promotion mgr; Robert Carroll, news director; Barbara Brahm, women's director.
KNEV (FM) (Dec. 25, 1953): 95.5 mc; 35 kw. 538 S. Virginia St. Phone Fairview 2-5175. Everett B. Cobb.
Everett B. Cobb, pres & gen mgr; Max Dodge, coml mgr; Eleanor Cobb, program director; Arthur Seymour, chief engineer.
KOH (Oct. 25, 1928): 630 kc; 5 kw-D, 1 kw-N, DA-N. 143 Stevenson St. Phone Fairview 3-5106. TWX Reno 22. McClatchy Newspapers (acquired station April 9, 1931). (See "Newspaper Ownership" and McClatchy Broadcasting Co. stations in "Group Ownership").
Network NBC; Golden West Radio Net. Rep Raymer.
Eleanor McClatchy, pres; Hugh Kees, station mgr; Wesley Craig, chief engineer; Stephen A. Schoen, news editor & farm editor.

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Radio Stations CONTINUED

NEVADA CONTINUED

RENO (Continued)

KOLO (1946): 920 kc, 1 kw, DA-1. El Cortez Hotel. Phone Fairview 2-4516. TWX Reno 31. Western Broadcasting Co. (See "Newspaper Ownership" and Donald W. Reynolds stations in "Group Ownership").

Network CBS, CRPN. Rep Pearson. Donald W. Reynolds, pres; Harry Huey, gen mgr; Lee D. Hirschland, station mgr; Don Thompson, coml mgr.

KOLO-TV: Tv companion of KOLO.

KOSE (Jan. 29, 1955): 1450 kc; 250 w. Scott Island. Fairview 3-4493. Thompson Magowan & Frederick V. Jones (original owners).

Rep McGavren-Quinn. Frederick Jones, co-owner & gen mgr; Tom Magowan, co-owner, coml mgr & chief engineer; Dick Desmond, program mgr; John Mackay, news director; Jane Harris, women's director.

WINNEMUCCA, Humboldt County

KWNA (Jan. 17, 1955): 1400 kc; 250 w-SH. Highland Dr. Phone Madison 3-2501. North West Radio and Television Corp. (acquired station January 1955).

Oliver Curutchet, pres; Donald H. Erskine, station mgr & coml mgr; Lavin Briggs, program director; Whitelaw R. Ross, chief engineer & news director.

NEW HAMPSHIRE

BERLIN, Coos County

WKCB (1946): 1230 kc; 250 w. 27 Green Sq. Phone 1797. McKee Broadcasting Co.

Network Key Chain Stations. Rep Gill-Ferna.

Richard P. McKee, pres; Lynn Smith, gen mgr; Robert T. Dale, coml mgr; Charles Ross, program director; Sam Hickey, promotion mgr; Herschel Howe, chief engineer; Ralph Pelouquin, news director; Claire Gendron, women's director.

WKCO (FM) (1946): 103.7 mc; 10 kw. Duplicates WKCB (above).

CLAREMONT, Sullivan County

WTSV (1945): 1230 kc; 250 w. 155 Front St., Manchester. Phone National 4-4075. Grandview Inc. (original owner). (See Good Neighbor stations in "Group Ownership").

Rep Radio-Tv Repts. W. F. Rust Jr., treas; Ralph Gottlieb, gen mgr; William J. Perry, station mgr & coml mgr; George R. Bonneau, program director; Albert J. Davis, chief engineer; Helen Ward, women's director.

WTSV-FM (1948): 106.1 mc; 4.8 kw. Duplicates WTSV (above).

CONCORD, Merrimack County

WKXL (1945): 1450 kc; 250 w. Phone Capitol 5-5521. Capitol Broadcasting Corp. (acquired station April 1, 1957). (See Highland stations in "Group Ownership").

Network CBS; Keystone; Yankee. Rep Meeker; Foster & Creed (Boston). Ted Sawyer, gen mgr & coml mgr; Harry Kroyer, program director; Frank Pingree, chief engineer; Stacey Cole, farm director; Connie Stevenson, women's director.

CONWAY, Carroll County

WBNC (Dec. 21, 1955): 1050 kc; 1 kw-D. E. Main St., Phone Hickory 7-3988. McKee Broadcasting Co. (acquired station Nov. 6, 1957).

Rep Gill-Ferna. Richard P. McKee, pres; Fred Gardella Jr., gen mgr; James McCrudden, program director; Herschel Howe, chief engineer; Howard Eagan, news director; Helen Gardella, women's director.

DOVER, Strafford County

WTSN (1956): 1270 kc; 5 kw, DA-2. 155 Front St., Manchester. Phone National 4-4075. WTSN Inc. (original owner). (See Good Neighbor Stations in "Group Ownership").

Rep Radio-Tv Repts. W. F. Rust Jr., treas; Ralph Gottlieb, gen mgr; Edward X. Callahan, coml mgr; Don Burtlett, program director; Albert J. Davis, chief engineer; Richard Levitan, news director.

HANOVER, Grafton County

WDCB (March 4, 1958): 1340 kc; 250 w. Robinson Hall. Phone 1076. Trustees of Dartmouth College (original owner).

Rep Foster & Creed. Specialty programs: Spanish, ½ hr. wkly.; French, ½ hr. wkly.

Ronald F. Kehoe, gen mgr; Ariel Halpern, business mgr; Jonathan L. Cohen, program director; Robinson B. Brown, promotion mgr; Robert A. Johnson, technical director; Robert M. Hager, news director.

WTSL (1949): 1400 kc; 250 w. 155 Front St., Manchester. Phone National 4-4075. WTSL Inc. (original owner). (See Good Neighbor stations in "Group Ownership").

Rep Radio-Tv Repts. W. F. Rust Jr., treas; Ralph Gottlieb, gen mgr; Howard Chase, sales mgr; Joe Shaw, program director; Albert J. Davis, chief engineer.

KEENE, Cheshire County

WKNE (June 2, 1957): 1290 kc; 5 kw, DA-1 17 Dunbar St. Phone Elmwood 2-9230. TWX 196. WKNE Corp. (acquired station 1946). (See Highland stations in "Group Ownership").

Network CBS; Yankee. Rep Meeker; Foster & Creed (Boston).

Joseph K. Closs, pres; Howard E. Wheelock, gen mgr & coml mgr; John P. Foster, program director & promotion mgr; Ernest T. Robarge, chief engineer; Frank Finning, news director; Stacey Cole, farm director; Ruth Reddington, women's director.

LACONIA, Belknap County

WLNH (1921): 1350 kc; 5 kw-D. Masonic Temple Bldg. Phone 2300. Northern Broadcasting Corp. (acquired station 1942).

Network Keystone. Rep Harry Wheeler (New England).

Genevieve Wingate, pres; Arthur Rothafel, gen mgr; William Visser, coml mgr; James Westhall, program director; Henry Gowing, chief engineer; Esther Peters, women's director.

MANCHESTER, Hillsborough County

WFEA (1932): 1370 kc; 5 kw, DA-1. P. O. Box 145. Phone National 5-5491. Public Information Inc. (acquired station November 1957). (See Rahall stations in "Group Ownership").

Rep Weed. Specialty programs: French, 1½ hrs. wkly.; Greek, 6 hrs. wkly.

Farris E. Rahall, pres; Gene Morehouse, mgr; James L. Morello, coml mgr; Julius Kosik, chief engineer; Christus M. Nikitas, news director; Charles O'Neil, farm director; Julia Blake, women's director.

WGIR (October 1941): 610 kc; 5 kw-D, 1 kw-N, DA-2. P. O. Box 487. Phone National 5-6915. TWX 73. Northeast Broadcasting Corp. (acquired station March 13, 1956).

Network CBS. Rep Richard O'Connell (New York); William Reilly (Chicago); Kettell-Carter (Boston); Tracy Moore (San Francisco).

Specialty programs: French, 2 hrs. wkly. M. M. Girolimin, pres; Bernard J. McGuinness Jr. (Bernie Mack), gen mgr & coml mgr; Donn Tibbets, program director & promotion mgr; Harry Handheld, chief engineer; Palmer Payne, news director; Connie Stackpole, women's director.

WKBB (1946): 1240 kc; 250 w. 155 Front St. Phone National 4-4075. Granite State Broadcasting Co. (original owner). (See Good Neighbor stations in "Group Ownership").

Rep Radio-Tv Repts. Specialty programs: French, 5 hrs. wkly.; Polish, 1 hr. wkly.

W. F. Rust Jr., treas; Ralph Gottlieb, gen mgr; James M. McCann, national sales mgr; William Morrissey, program director; Reyston Phillips, chief engineer; Ernie Crowley, news director.

WKBR-TM (1947): 95.7 mc; 3.6 kw. Duplicates WKBR (above).

MT. WASHINGTON, Coos County

WMTW-FM (July 9, 1958): 94.9 mc; 8.9 kw. Poland Spring, Maine. Phone Spruce 3-5665 (Portland, Me.); Wyman 8-4311 (Poland Spring). TWX Poland 63. Mount Washington Tv. Inc.

Network Concert Net. John W. Guider, pres & gen mgr; Robert L. Maynard, coml mgr; John T. Madigan, program director; Parker Vincent, chief engineer. WMTW (TV): Tv companion of WMTW-FM.

NASHUA, Hillsborough County

WOTW (September 1947): 900 kc; 1 kw-D. Lund Rd. Phone Tuxedo 2-2781. Gateway Broadcasting Corp. (acquired station February 1958). (See Theodore Feinstein stations in "Group Ownership").

Network Puritan Net. Rep Walker-Rawalt.

Theodore Feinstein, pres; Armand E. Bedard, gen mgr & promotion mgr; Robert Trow, coml mgr; Merrill Smith, program director & farm director; John Rattigan, chief engineer; Ed Leclus, news director; Ann Marie, women's director.

WOTW-FM (September 1947): 106.2 mc; 1 kw. Same address and staff as WOTW (above). Licensee Nashua Broadcasting Corp.

WSMN (March 1938): 1590 kc; 5 kw-D, DA. P. O. Box 386. Phone Tuxedo 2-5107. Merrimack Valley Broadcasting System Inc.

Rep Masla. Specialty programs: French, 2 hrs. wkly. Roland P. Genest, pres & treas; David Alan Rock, vp & station mgr; Albert L. Auclair, general sales mgr; Frank Teas, program director; Paramez Baghdasian, chief engineer; Nancy Taylor, women's director.

PORTSMOUTH, Rockingham County

WHEB (1932): 750 kc; 1 kw, I-WSB. New Hampshire National Bank Bldg. Phone Geneva 6-7300. WHEB Inc. (acquired station 1941).

Rep Walker-Rawalt (New York); Nona Kirby (Boston). Charles M. Dale, pres & coml mgr; Thomas M. Dale, gen mgr; George I. Pinkerton, program director; Antonio Vaccaro, senior engineer; Roland Jenkins, news director; Priscilla Hamilton, women's director.

ROCHESTER, Strafford County

WWXX (May 1, 1945): 930 kc; 5 kw-D. Rochester Hill. Phone 1400. Stafford Broadcasting Corp.

Rep O'Connell (New York); Louis J. Borgatti Inc. (Boston); William J. Reilly (Chicago).

Specialty programs: French, ½ hr. wkly. Albin J. K. Malin, pres & gen mgr; M. Chester Ball, coml mgr; J. Alan Jasper, program director; F. Roger Butterfield, chief engineer; Martha Mallory, women's director.

NEW JERSEY

ASBURY PARK, Monmouth County

WHTG (1957): 1410 kc; 500 w-D. Route 1, Asbury Park. Phone Kellogg 1-1410. Harold M. Gade (original owner).

Rep Grant Webb & Co. Harold Gade, gen mgr; Theo Gade, station mgr.

WJLK (1926): 1310 kc; 250 w. Press Plaza. Phone Prospect 4-7000. Asbury Park Press Inc. (acquired station April 1, 1950). (See "Newspaper Ownership").

Wayne D. McLurray, pres; Everett Rudloff, gen mgr; Margaret S. Curtis, coml mgr; Charles F. Hill, program director; Frank Huber, chief engineer; Harlan L. Harner, news director.

WJLK-FM (Nov. 20, 1947): 94.3 mc; 1 kw. Duplicates WJLK (above).

ATLANTIC CITY, Atlantic County

WFPG (1930): 1450 kc; 250 w. Steel Pier. Phone 5-2188. TWX ACY 420. WFPG Inc. (acquired station October 1956).

Network CBS. Rep Walker-Rawalt Co. Jerome Sill, pres & gen mgr; Ed Davis, program director; Blair Thron, chief engineer.

WLDB (1955): 1490 kc; 250 w. P. O. Box 898. Phone 4-6573. Leroy & Dorothy Bremmer, d/b as Atlantic City Broadcasting Co. (original owner).

Network MBS. Rep Broadcast Time Sales. Leroy Bremmer & Dorothy Bremmer co-owners; Benny Bishop, news director.

WVID (1947): 1340 kc; 250 w. 1710 Atlantic Ave. Phone 4-1340. TWX 477. Mid-Atlantic Broadcasting Co. (original owner).

Network ABC. Rep Stars National. Specialty programs: Italian, 1 hr. wkly.; Negro, 14 hrs. wkly.

David H. Freedman, pres & gen mgr; Robert F. Johnstone, coml mgr; Alan Owen, promotion mgr; Ruth Klein, women's director.

WOND (July 8, 1950): 1100 kc; 250 w. Old Turnpike. Pleasantville. Phone Pleasantville

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Radio Stations CONTINUED

NEW JERSEY CONTINUED

3971; Atlantic City 2-4171. So. Jersey Radio Inc. (acquired station July 15, 1956). (See "Newspaper Ownership").

Rep Forjor; Mort Lowenstein (Philadelphia). Harlan G. Murrelle, pres; Howard L. Green, gen mgr & coml mgr; Lee Small, program director; Alan Israel, promotion mgr; Milton C. Thurlow, chief engineer; Vince Lindner, news director; George Anthony, farm director; Marie M. Reising, women's director.

BRIDGETON, Cumberland County

WSNJ (August 1937): 1240 kc; 250 w. Phone 2930. Eastern States Broadcasting Corp. (original owner).

Rep Clark. Specialty program: Negro, 1 hr. wkly. Russell S. Henderson, pres; Paul Alger, vp & gen mgr; Jerry Alden, coml mgr; Howard Auger, program director; Joe McCulley, promotion mgr; Edward Bold, chief engineer; Don Hart, news director; Louise Henderson, women's director.

WSNJ-FM (1946): 98.9 mc; 9 kw. Same address, licensee and staff as WSNJ (above).

CAMDEN, Camden County

WCAM (1926): 1310 kc; 250 w. 6th & Market Sts., zone 1. Phone Emerson 5-5690. City of Camden (original owner).

Rep Broadcast Time Sales. Specialty programs: Spanish, 12 hrs.; Italian, 2 hrs.; Negro, 48 hrs., all wkly. John Cleary, gen & coml mgr; Jack LaMar, program director; Lou Elliot, promotion mgr & news director.

WKDN (Nov. 1, 1948): 800 kc; 1 kw-D. 2881 Mt. Ephraim Ave., zone 4. Phone Emerson 5-7200. South Jersey Broadcasting Co. (original owner).

Rep Rambeau, Vance, Hopple. Specialty programs: Spanish, German, Polish & Greek, ½ hr wkly each.

Ranulf Compton, pres; Gordon Giffen, gen mgr; David Moss, coml mgr; John Struckell, program director; Robert Houston, chief engineer; James Donahue, news director.

WKDN-FM: Cp for 106.9 mc (see WKDN above).

CARLSTADT, Bergen County

WOV (See New York City).

EAST ORANGE, Essex County

WFMU (FM) (April 1958): 91.1 mc; 10 w. Prospect St. Phone Orange 3-1200. Upsala College.

Dr. Evald B. Lawson, pres; Charles G. Lundgren, director of radio activities.

*Noncommercial educational.

EATONTOWN, Monmouth County

WHTG: (See Ashbury Park.)

FAIR LAWN, Bergen County

WBEI (FM) (not on the air; target date unknown): 105.5 mc; 1 kw. 921 Bergen Ave., Jersey City. Phone Colfax 1-8090. Radio Bergen Inc. (original owner).

William Maron, pres & gen mgr; Ann M. Maron, station mgr.

HACKETTSTOWN, Warren County

***WNTI (FM)** (1958): 91.9 mc; 4.8 kw. (Target date Oct. 1958.) Van Winkle Bldg., Centenary College for Women. Phone Garden 5-3951.

Dr. Edward W. Seay, pres; Stefan George, head of radio and tv; Joan Ross and Joan Musik, program directors; Stefan George Straka, chief engineer.

*Noncommercial educational.

MILLVILLE, Cumberland County

WMVB (December 1954): 1440 kc; 1 kw-D. DA-P. O. Box 267. Phone Taylor 5-2600. TWX RA-1009. Union Lake Broadcasters Inc. (acquired station Jan. 6, 1958).

Rep Ted Steele. Fred M. Wood, owner & gen mgr; Dorothy H. Carlson, program director.

MORRISTOWN, Morris County

WMTR (1918): 1250 kc; 1 kw-D. 10 Park Place. Phone Jefferson 8-1250. Morristown Broadcasting Corp. (original owner).

Kenneth A. Crow, gen mgr; Henry J. Behre, commercial mgr; Bob Vesel, program director; Bob Stoepker, news director.

NEW BRUNSWICK, Middlesex County

WCTC (1946): 1450 kc, 250 w. 385 George St. Phone Charter 7-1450. Raritan Valley Broadcasting Co. (acquired station May 1, 1957).

Rep Grant Webb (Chicago and Detroit). Specialty programs: Hungarian, 1 hr. wkly. Joseph L. Rosenmiller Jr., pres; Peter A. Bordes, vp.

WCTC-FM (1947): 98.3 mc; 1 kw. Same address, licensee and staff as WCTC (above).

NEWARK, Essex County

***WBGO (FM)**: 88.3 mc; 20 kw. City Board of Education.

*Noncommercial educational.

WHBI (March 22, 1922): 1280 kc; 2.6 kw-D. 1 kw-N. ST-WOV, 35 Warren St., zone 2. Phone Mitchell 2-7354. May Radio Broadcasting Corp. (original owner).

Specialty programs: Negro, 20 hrs. wkly. James L. Shearer, pres; William A. Masi, coml mgr; Harold Michaels, chief engineer; Jay Anthony, news director; Thelma Taylor, women's director.

WNJB (1947): 1430 kc; 5 kw. DA-N. P. O. Box 1258. Phone Murdock 8-3665. Rollins Broadcasting-Telecasting of N. Y. (See Rollins stations in "Group Ownership").

O. Wayne Rollins, pres; Hal Walton, gen mgr.

WNTA (1930): 970 kc; 5 kw-D. 1 kw-N. DA-N. 1020 Broad St., zone 1. Phone Mitchell 2-6400. Barclay 7-3260 (New York). NTA Radio Broadcasting Co. (See NTA in "Group Ownership") (acquired station May 7, 1958). (Subsidiary of National Telefilm Assoc.).

Raymond E. Nelson, pres & gen mgr; David H. Rollinger, sales mgr; Art Furd, program director; Ivy Lichtenstein, promotion mgr; H. L. Dabrowski, chief engineer.

WNTA-FM (1947): 94.7 mc; 13.5 kw. Same address, licensee and staff as WNTA (above).

WNTA-TV: Tv companion of WNTA-AM-FM.

WNJ (1947): 620 kc; 5 kw, DA-2. 1225 Raymond Blvd., zone 2. Phone Mitchell 3-7600.

Newark Broadcasting Corp. (original owner). (See "Newspaper Ownership").

Rep Broadcast Times Sales. Ivon B. Newman, gen mgr.

NEWTON, Sussex County

WNJ (December 1953): 1360 kc; 500 w-D. Phone 1616. Sussex County Broadcasters (original owner).

Simpson C. Wolfe Jr. and Robert A. Mensel, co-owners; Robert C. Gessner, gen mgr, coml mgr & chief engineer; Ronald L. Hickman, news director; Vic Aime, farm director; Naomi Wolfe, women's director.

PATERSON, Passaic County

WPAT (1941): 930 kc; 5 kw, DA-2. 66 Hamilton, zone 1. Phone Armory 4-3400; N. Y.—Pennsylvania 6-2945. WPAT Inc. (acquired station December 1954).

Dickens J. Wright, pres & gen mgr; Charles W. Farker, vp & bus mgr; William J. Calvert, vp & director of operations; David Gordon, music director; Paul DiSavino, technical supervisor.

WPAT-FM (March 1957): 93.1 mc; 20 kw. Duplicates WPAT (above).

PLEASANTVILLE, Atlantic City

WOND (See Atlantic City).

PRINCETON, Mercer County

WPRB (FM) (November 1955): 103.9 mc; 85 w. Holder Hall. Phone Walnut 4-0788. Princeton Broadcasting Service, Inc.

Rep Ivy Radio Network; New Haven. J. Robinson, chmn, board of trustees; H. F. McGuire, station mgr; Roderick Heller, business mgr; D. A. Dunn, program director; F. L. Pethick, technical director.

SOUTH ORANGE, Essex County

***WSOU (FM)** (April 14, 1948): 89.5 mc; 2 kw. Phone South Orange 2-8000, ext. 80. Seton Hall U.

Rev. Thomas J. Gilhooly, director; Al Paul Klose, station mgr; Lloyd Mc Bride, program director; Thomas N. Parnham, chief engineer.

*Non-commercial educational.

TRENTON, Mercer County

WBUD (1947): 1260 kc; 5 kw-D, 1 kw-N; DA-2. Ewingville Road. Phone Export 4-7191. WBUD Inc.

Rep Bob Wittig. Specialty programs: Negro, 8 hrs. wkly. R. M. Hardin, pres & gen mgr; Wm. Garry, coml mgr; Bob Kl-in, program director; Terrence O'Rourke, chief engineer; Stan Martyn, news director; Nan Rednor, women's director.

WTOA (FM) (1948): 97.5 mc; 14.5 kw. 558 Ingham Ave., zone 9. Phone Owen 5-8541. Mercer Broadcasting Co. (See "Newspaper Ownership").

Jerome P. McCarthy, gen mgr; Paul Fireman, chief engineer.

WTNJ (1923): 1300 kc; 250 w-D. 416 Bellevue Ave. Phone Export 3-4281. WOAX Inc.

Rep Broadcast Time Sales. Specialty programs: Spanish, Italian, Ukrainian, Hungarian, 1 hr. wkly, each.

Wm. Defreitas, pres; Ray McAdden, gen mgr & coml mgr; Ronald Sherwood, promotion mgr & news director; Nicholas Dalisandro, chief engineer; James Ort, farm director; Mary Armstrong, women's director.

WJLK, The Radio Voice of The Asbury Park Press,

features vital community programming that attracts and holds more listeners than any other radio station heard on the North Jersey shore*

Day and night our air is jam-packed with hourly newscasts, half-hourly news headlines and important news bulletins, produced by a special radio news staff; plus bright and interesting information about shore events and personalities; plus intelligently presented middle-of-the-road music that keeps people tuned to WJLK hour after hour.

*Advertest Research Survey March 1958	
Overall Average Projectable Ratings	
WJLK	4.9
Station B	2.0
Station C	1.6
Station D	1.4
Station E	1.2
Station F	.9
Station G	.9
Station H	.5

(Copy of Survey will be furnished on request)

W J L K

The Radio Voice of The Asbury Park Press
ASBURY PARK, N. J.

"Gives You Most on The Jersey Coast"

1310 AM and 94.3 FM

Radio Stations CONTINUED

NEW JERSEY CONTINUED

TRENTON (Continued)

WTM (April 2, 1942): 920 kc; 1 kw, DA-1. Brunswick Ave at Lake Dr., zone 8. Phone Owen 5-8515. Peoples Broadcasting Corp. (subsidiary of Nationwide Insurance). (acquired station January 1953). (See Peoples Broadcasting stations in "Group Ownership").

Network NBC. Rep Forjoe. Specialty programs: Italian, ½ hr. wkly.; Polish, 1 hr. wkly.; Spanish, 1½ hr. wkly.; Hungarian, 1 hr. wkly.

Murray D. Lincoln, pres. Nationwide Insurance; Herbert E. Evans, vp & gen mgr, Peoples Broadcasting; Fred L. Walker, gen mgr of WTM; Harry W. Barnam, gen sales mgr; G. Thomson Durand, program director; K. M. Weber, promotion mgr; Chester Sunderland, chief engineer; Jack Gartland, news editor; Mary Logan, women's director.

VINELAND, Cumberland County

WDVL (1958): 1270 kc; 500 w-D, DA. Maurice Blvd. Phone Oxford 1-7550. Delsa Broadcasters (original owner).

Specialty programs: Spanish, 2 hrs. wkly.; Italian, 2 hrs. wkly.; Jewish, 1 hr. wkly.; 5 hrs. wkly.

Mort Hendrickson, Vivian E. Hendrickson, John T. Jones Jr., co-owners; Mort Hendrickson, gen mgr & coml mgr; John T. Jones Jr., chief engineer; Ray Walton, news director; Jim Hammel, farm director; Vivian E. Hendrickson, women's director.

WWBZ (October 1946): 1360 kc; 1 kw, DA-N. S. Delsea Dr. Phone Oxford 2-8500. Community Broadcasting Service Inc.

Rep Gill-Perna; Mort Lowenstein (Philadelphia).

Specialty programs: Spanish, 3 hrs. wkly. Joseph Rulock, pres; Randolph H. Gretes, gen mgr; John E. Serra, coml mgr; Robert Coucill, program director; Andrew Benvenuti, chief engineer; Ed Gimzek, news director; Inge Gretes, women's director.

WASHINGTON, Warren County

WCZY (July 1956): 1580 kc; 500 w-D. 3 Belvidere Ave. Phone Murray 9-2060. Warren Broadcasting Corp. (acquired station Sept. 1, 1957). Parent company, Morristown Broadcasting Corp., operator of WMTR Morristown.

Kenneth A. Croy, pres; George S. Croy, gen mgr; Warner Rush, coml mgr; Carl Capolon, program director; Peter LaChance, chief engineer; Kenneth O'Brien, news director.

WILDWOOD, Cape May County

WCBC (Nov. 25, 1951): 1230 kc; 100 w. 3010 New Jersey Ave. Phone Wildwood 2-7751. Francis J. Matranga (original owner).

Francis J. Matranga, gen mgr; Margaret Murphy, coml mgr; George Hart, program director; Edward Brown, promotion mgr; Carlton Owen, chief engineer; John Kennelly, news director; Eleanor Rubino, women's director.

ZAREPHATH, Somerset County

***WAWZ** (March 15, 1931): 1380 kc; 5 kw, DA-2, S-WBNX. Phone Elliot 6-0102. Pillar of Fire.

Arthur K. White, pres & gen mgr; K. M. White, program director; Nathaniel L. Wilson, chief engineer.

***WAWZ-FM** (Aug. 22, 1954): 99.1 mc; 4.8 kw. Duplicates WAWZ (above).

*Non-commercial.

NEW MEXICO

ALAMOGORDO, Otero County

KALG (June 28, 1950): 1230 kc; 250 w. Box 263. Phone Hemlock 7-1505. William Wayne Phelps.

Network MBS; Keystone.

William Wayne Phelps, owner; Bob Hoffman, gen mgr, program director & promotion mgr; Terry Clarke, coml mgr & news director; Jay Bundy, chief engineer; Walter Wade, farm director; Jean Price, women's director.

KBAC (June 10, 1957): 1270 kc; 1 kw-D. Box 1161. Phone Hemlock 7-4440. Lyman Brown Enterprises (original owner).

Lyman C. Brown, pres & gen mgr; Ken Skelton, program director; Lynn Rawls, chief engineer; Bessie E. Brown, women's director.

ALBUQUERQUE, Bernalillo County

KABQ (1947): 1340 kc; 250 w. CP for 1350 kc; 5 kw-D, 500 w-N, DA-N, 1309 Yale Blvd. S.E. Phone Chapel 3-1744. Duke City Broadcasting Co. (acquired station January 1, 1956).

Network National Spanish Language Network.

Specialty programs: Spanish, 130 hrs. wkly. (100%).

Edward M. Sleighel, pres & gen mgr; Victor B. Siman, coml mgr; Jose L. A. Gallegos, program director; Rod Matthews, chief engineer; Juan Aguilar, news & farm director; Joseph Hoack, women's director.

***KANW (FM)** (1950): 89.1 mc; 350 w. 221 W. Lead Ave. Albuquerque Board of Education.

*Non-commercial educational.

KDEF (September 1952): 1150 kc; 1 kw-D, 505 2nd St. Phone Chapel 3-7813. KDEF Broadcasting Co.

Rep Bulling.

Frank Quinn, pres & gen mgr; Ben Caine, coml mgr & news director; Bernard Thomas, program director; Louis Gemoets, chief engineer; Marge Childers, women's director.

KGGM (October 1926): 610 kc; 5 kw, DA-N, P. O. Box 1294. Phone Chapel 3-2285. TWX AQ 88. New Mexico Broadcasting Co. (acquired station October 1956).

Network CBS. Rep Branham.

Specialty programs: Spanish, 6 hrs. wkly.

A. R. Hebenstreit, pres & gen mgr; P. C. (Dusty) Rhoads, coml mgr; Robert Van Driel, program director; Jim Laramore, promotion mgr & farm director; Leonard F. Dodds, chief engineer; Gail Noble, news director; Vergie Abeyta, women's director, traffic & national sales.

KGGM-TV: Tv companion of KGGM.

KHAM (June 6, 1956): 1580 kc; 1 kw-D, P. O. Box 122. Phone Diamond 4-2894. KHAM Inc. (acquired station Sept. 16, 1957).

Network ABC; MBS; Keystone. Rep Continental Radio Sales.

Specialty programs: Navajo, ¼ hr. wkly.

J. W. Hedges, pres; Carl Hedges, sec-treas; J. L. (Audy) Anderson, vp & gen mgr; Robert W. Dungan, coml mgr; Joe T. Saffle, director of operations; Harry Chapman, promotion mgr; H. T. Walton, chief engineer; Margaret L. Martindale, homemaker service.

KHEM (FM) (Nov. 1, 1954): 96.3 mc; 1.4 kw, 5900 Domingo Rd., NE. Phone Alpina 6-9001. CHE Broadcasting Co.

Rep FM Unlimited.

Specialty programs: French, ½ hr. wkly. John D. Hopperton, pres; William L. Weinrod, gen mgr; Louis Greenfield, coml mgr; Arthur E. Loy, program director; Charles J. Reed, chief engineer.

KLOS (May 14, 1956): 1450 kc; 250 w. 106 Richmond S.E. Phone Alpina 6-9566. B & M Broadcasters Inc. (original owner).

Rep Dore.

Frank P. Redfield, pres; Boyd Whitney, gen mgr & promotion mgr; George A. Oliver, coml mgr; Paul Allen English, program director & news director; Robert H. Foster, chief engineer.

KOB (1922): 770 kc; 50 kw-D, 25 kw-N. 1430 Coal Ave, S.W. Phone Chapel 3-4411. TWX AQ 95. Albuquerque Broadcasting Co. (acquired station May 10, 1957). (See Stanley E. Hubbard stations under "Group Ownership").

Network NBC. Rep Petry.

Stanley E. Hubbard, pres; George S. Johnson, gen mgr; A. E. (Bill) Mickel, mgr; Michael Dillon, program director; Lowell Christison, promotion mgr; Tom Doyle, news director; Cecil Harrell, farm director; Mary McDonald, women's director.

KOB-TV: Tv companion of KOB.

KQUE (1946): 920 kc; 1 kw-D, 500 w-N, DA-N. 2099 Indian School Road. Phone Chapel 7-8848. TWX AQ 283. KQUE Corp.

Rep H-R Representatives.

Richard H. Harris, gen mgr; R. W. Williams, coml mgr; Ed Montray, program director.

ARTESIA, Eddy County

KSVF (1946): 990 kc; 1 kw-D, 250 w-N, Box 33. Phone Sherwood 6-2751. Artesia Broadcasting Co. (acquired station 1948).

Network MBS; Keystone.

Martin Yates III, pres; Bob Hess, gen mgr; Jack Minter, coml mgr; Lewis M. Pitts, program & farm director; Jim Hinton, promotion mgr; Lucky Wilcox, chief engineer; Norm Newcomer, news director; Ann Williams, women's director.

CARLSBAD, Eddy County

KAVE (1941): 1240 kc; 250 w. P. O. Box 63. Phone Tuxedo 5-4101. Voice of the Caverns, Inc.

Network CBS; Keystone; Southwest Network. Rep Branham.

Edward Talbott, pres; Tom Wishart, gen

mgr & coml mgr; Neal Jones, program director; Marjorie Winfield, promotion mgr; Wm. Carnahan, chief engineer.

KAVE-TV: Tv companion of KAVE.

KPBM (May 17, 1950): 740 kc; 1 kw-D. 313 West Mermod. Phone Tuxedo 5-5373. Coronado Broadcasting Co. (original owner).

Specialty programs: Spanish, 2½ hrs. wkly. Darrell A. Swayze, pres & gen mgr; J. M. Dustin, coml mgr; Wm. J. West, program director; Vic Daley, chief engineer.

CLAYTON, Union County

KLME (Nov. 10, 1949): 1450 kc; 250 w. Box 7. Phone 016. Ari-Ne-Mex Broadcasting Corp. (original owner).

Arthur Jernigan, pres; Franklin E. Vale, vp & gen mgr; Robert D. Waters, chief engineer.

CLOVIS, Curry County

KCLV (February 1953): 1240 kc; 250 w. 1221 Main St. Phone Porter 3-4401. New-Tex Broadcasting System (original owner).

Odus Echols Sr., pres; Odus Echols Jr., gen mgr & program director; Al Rinn, coml mgr; Bill McDonnell, chief engineer; Pat Echols, news director; John Marshall, farm director; Grace Echols, women's director.

KICA (1933): 980 kc; 1 kw, DA-N. P. O. Box 111. Phone Porter 3-5511; TWX: 2141 TLX. KICA Inc.

Rep Pearson.

Frank Lesley, pres; Gene P. Loffer, vp & gen mgr.

KICA-TV: Tv companion of KICA.

DEMING, Luna County

KOTE (March 10, 1954): 1230 kc; 250 w-D, P. O. Box 470. Phone 999. Luna County Broadcasting Co. (original owner). (See Merriman-Gober-Tobey stations in "Group Ownership").

Specialty programs: Spanish, 12 hrs. wkly. Edwin E. Merriman and Robert W. Tobey, owners; Mr. Tobey, gen mgr; Larry Chisholm, program director & chief engineer; Pete Acosta, promotion mgr; Led Engholm, news director.

FARMINGTON, San Juan County

KENN (Nov. 6, 1951): 1390 kc; 5 kw-D, 1 kw-N, DA-N. 413½ W. Main St. Phone Davis 5-3541. Radio Station KVRC (acquired station Sept. 1, 1956).

Rep Devney.

Specialty programs: Navajo, 10½ hrs. wkly. C. O. "Ken" Kendrick, partner & gen mgr; Bob Houston, coml mgr & program director; John Dorman, promotion mgr; Harold Furstenberg, chief engineer; Bryant Smith, news director; Fred Findlay, farm director.

KWYE (1957): 960 kc; 1 kw-D, 418 W. Broadway. Phone Davis 5-6932. Basin Broadcasting Co. (original owner). (See Merriman-Gober-Tobey Stations in "Group Ownership").

Jimmie D. Gober, gen mgr; Benny R. Smith, station mgr.

KZUM (July 1, 1958): 1280 kc; 5 kw-D, 1204 Hutton. Phone Davis 5-4141. KZUM Radio (original owners). (See Burroughs-Randolph stations in "Group Ownership").

Specialty programs: Navajo, 3 hrs. wkly. Bill D. Barbour, John Burroughs, Leola Randolph, partnership; Bill D. Barbour, gen mgr; W. W. (Pinky) Barbour, coml mgr; Stewart Chamberlain, program director & news director; Don C. Smith, chief engineer.

GALLUP, McKinley County

KGAK (1946): 1330 kc; 5 kw-D, 1 kw-N, DA-N. P. O. Box 1231. Phone Union 3-4444. Thunderbird Broadcasting Co. (acquired station Sept. 15, 1950).

Rep O'Connell (New York); William J. Reilly (Chicago); Tracy Moore and Assoc. (Los Angeles); Clark Brown Co. (Dallas).

Specialty programs: Navajo, 22 hrs. wkly.; Zuni, 3 hrs. wkly.

Merle H. Tucker, pres; Mida H. Tucker, gen mgr & women's director; C. A. (Bill) Humbert, coml mgr, station mgr, program director & promotion mgr; Robert E. Adamson, technical supervisor; Robert Mitchell, news & farm director; Peter E. Kohler, sports director.

GRANTS, Valencia County

KMIN (July 15, 1956): 980 kc; 1 kw-D, 980 San Rafael Rd. Phone Alwater 7-4491. Grants Broadcasting Co. (acquired station December 1, 1957).

Network Keystone. Rep Holman.

Specialty programs: Spanish, ½ hr.; Acoma, 1 hr.; Laguna, 1 hr., all wkly.

John Blake, co-owner; Dave Button, co-owner, gen mgr, program director & promotion mgr; Dick Miner, coml mgr; Glen Mills, chief engineer; Bud Rouse, news director; Verl Button, women's director.

GRANTS, Valencia County

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to buy or sell a station in New Jersey

Paul H. CHAPMAN COMPANY

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HAMILTON-STUBBLEFIELD-TWINING & ASSOCIATES, INC.

Radio Stations CONTINUED

NEW MEXICO CONTINUED

HOBBS, Lea County

KHOB (Aug. 7, 1954): 1280 kc; 1 kw-D. P. O. Box 247. Phone Express 3-5148. Permian Basin Radio Corp. (acquired station Nov. 1, 1955).
Rep Thomas F. Clark; Clyde Melville (Regional).

Charles R. Scott, pres & co-owner; Jack Crandall, co mgr; Zeb Williams, coml mgr; Don Luttrell, program director; Pat H. Walton, chief engineer; Ronald Ripley, news director.

KWEW (Aug. 8, 1938): 1480 kc; 1 kw, DA-N. P. O. Box 787. Phone Express 3-3137. KWEW Inc. (acquired station 1951).

Network Keystone, Southwest Network. Rep Branham.

Specialty programs: Negro; 5 hrs. wkly.; Spanish, 6 hrs. wkly.

Theresa P. Whitmore, pres; Harry McAdams, gen mgr; Phil McGee, coml mgr; Dortha Montgomery, program director; Earl Sorenson, promotion mgr; Roy Evans, chief engineer; Mike Olds, news director; Jayne Hungerford, farm director; Dolores Resler, women's director.

LAS CRUCES, Dona Ana County

KGRT (Dec. 15, 1955): 570 kc; 1 kw-D. Idaho and El Paseo Road, Box 698. Phone Jackson 6-6681. Taylor Enterprises Inc. (acquired station February 2, 1956).

Specialty programs: Spanish, 6 hrs. wkly.
W. C. Taylor, pres; William R. Lask, gen mgr; Richard S. Fox, sales mgr; Frank J. Lynch III, program director & news director; James Toune, chief engineer.

KOBE (1947): 1450 kc; 250 w. 940 North Main St. Phone Jackson 6-2496. Mesilla Valley Broadcasting Co. (original owner). (See Merriam-Gober-Tobey stations in "Group Ownership")

Specialty program: Spanish, 18 hrs. wkly.
Jim Guber, pres & gen mgr; Bill McCurry, coml mgr; Jim Finlay, program director; Josie Pena, promotion mgr; Jack Diehl, chief engineer; Jim Doiron, news director; Don Chappell, farm director; Sandy Brown, women's director.

LAS VEGAS, San Miguel County

KFUN (Dec. 25, 1941): 1230 kc; 250 w. Box 710. Phone Garfield 5-6766. TWX MN 4902. Southwest Broadcasters Inc. (original owner).
Network ABC.

Specialty programs: Spanish, 15½ hrs. wkly.
Ernest N. Thwaites, pres, gen mgr & news director; William K. Wertz, coml mgr; Helen L. Strubhar, program director; Savilla Jeffries, promotion mgr; Julian H. Lendy, chief engineer; Dorothy C. Thwaites, women's director.

LOS ALAMOS, Los Alamos County

KLSN (Dec. 7, 1919): 1490 kc; 250 w. P. O. Box 749. Phone 2-4343. Parker & Burns. (acquired station Nov. 1, 1956).

Network ABC. Rep. Dore (New York and Chicago); Wm. A. Ayres Co. (San Francisco and Los Angeles).

Virgil A. Parker III & Darrel K. Burns, owners; Mr. Parker, gen mgr; Mr. Burns, coml mgr & chief engineer; Priscilla Miller, program director; Judy Davis, promotion mgr; Bill Glynn, news director; Kay Richardson, women's director.

KRSN-FM (March 25, 1956): 98.5 mc; 4.6 kw. Duplicates KRSN (above).

LOVINGTON, Lea County

KLEA (Dec. 25, 1952): 630 kc; 500 w-D. Box 877. Phone 8911. Lea County Broadcasting Co. (acquired station Jan. 1, 1953).

David R. Worley, pres & co-promotion mgr; Hoyt H. Caldwell, gen mgr & co-promotion mgr; Harold Chesnut, coml mgr; Darrell Rose, program director & news director; Wilton Highfill, chief engineer; Jim Gilstrap, farm director; Peggy Kiker, women's director.

PORTALES, Roosevelt County

KENM (February 1950): 1450 kc; 250 w. P. O. Box 540. Phone Republic 6-6681. Plains Broadcasting Co. (acquired station 1954). (See Burroughs-Randolph stations in "Group Ownership")

John Burroughs-Leola Randolph, co-owners; Bob Hoffman, gen mgr & coml mgr; Pinky Rogers, program director; Joe Randolph, chief engineer; Don Harper, news director; Edwin Garnett, farm director; Eleanore Smith, women's director.

to buy or sell a station
in New Mexico

Paul H.
CHAPMAN COMPANY
33 W. Micheltorena
Santa Barbara

RATON, Colfax County

KRTN (1916): 1490 kc; 250 w. P. O. Box 350. Phone 875. Colfax County Broadcasting Co. (acquired station Dec. 1, 1955).

Network ABC.
W. Lloyd Hawkins, owner & gen mgr; C. Gail Boles, coml mgr; James T. Roper, program director; James L. Littlejohn, promotion mgr & chief engineer; Odella Acevedo, women's director.

ROSWELL, Chavez County

KBIM (1953): 910 kc; 5 kw-D. 512 W. 2nd St. Phone Main 2-2120. Taylor Broadcasting Co. (original owner).

Network Keystone. Rep Thomas F. Clark.
W. C. Taylor, pres; G. E. (Jud) Roberts, gen mgr; E. G. Rader, assistant mgr; Tommy O. Oldfield, coml mgr; John Davis, program director; John Tucker, chief engineer; Charles Wells, news director; E. W. Mitchell, farm director; Betty Hunt, women's director.

KGFL (1927): 1490 kc; 250 w. P. O. Box 1919. Phone Main 2-5110. KGFL Inc. (original owner).

Network MBS, Southwest Network. Rep Branham.

Specialty program: Spanish, 3 hrs. wkly.
Teresa P. Whitmore, pres; W. E. Whitmore Jr., gen mgr; Stan Gallup, station mgr & promotion mgr; C. E. Jackson, coml mgr; Bob Rector, program director; Bob Henske, chief engineer; Elizabeth Cotton, women's director.
KSWS (May 1947): 1230 kc; 250 w. P. O. Box 670. Phone Main 2-6450. TWX 3531. John A. Barnett. (acquired station Dec. 16, 1952).

Network NBC. Reps Meeker, Clyde Melville (Regional).

John A. Barnett, owner & gen mgr; William Manning, station mgr; Ray R. Summersgill, chief engineer; Norwood McLendon, news director.

KSWS-TV: Tv companion of KSWS.

SANTA FE, Santa Fe County

KTBC (Feb. 20, 1947): 1400 kc; 250 w. 210 East Marcy St. Phone Yucca 2-2666. Garfield C. Packard (acquired station May 20, 1957).

Network ABC. Rep Devney.
Specialty programs: Spanish, 13 hrs. wkly.
Garfield C. Packard, pres, gen mgr, coml mgr & news director; Margaret O. Packard, promotion mgr & women's director; Richard C. Erbe, chief engineer.

KVSF (1935): 1260 kc; 1 kw. Box 978. Phone 3-7319. TWX 5811. New Mexico Broadcasting Co. (acquired station June 12, 1939).

Network CBS. Rep Branham.
Specialty programs: Spanish, 1½ hrs. wkly.
A. R. Hebenstreit, pres; Ivan R. Head, gen mgr, coml mgr & news director; Ada Zamora, program director; Jeff Madison, promotion mgr; E. J. Vanderwood, chief engineer; Call Hay, women's director.

SILVER CITY, Grant County

KSIL (Sept. 15, 1946): 1340 kc; 250 w. 1640 Cactus St. Phone 611. James H. Duncan. (acquired station Jan 1, 1954).

Network CBS, Southwest Network. Rep Branham.

Specialty programs: Spanish, 7 hrs. wkly.
James H. Duncan, owner, gen mgr, coml mgr & news director; Robert Fuller, program director; Thomas Atkinson, promotion mgr; Priscilla C. Duncan, women's director.

SOCORRO, Socorro County

KSRC (June 20, 1958): 1290 kc; 1 kw-D. P. O. Box 1277. Phone 1290. John Blake (original owner).

Rep Hal Holman.
Specialty programs: Spanish, 10 hrs. wkly.
John Blake, pres; John J. Tobola, coml mgr & chief engineer; Ed Muscare, program director & promotion mgr; Abe Nadel, news director; E. B. Armijo, farm director; Mrs. Betty Gross, women's director.

TRUTH OR CONSEQUENCES, Sierra County

KCHS (1946): 1400 kc; 250 w-SH. Elephant Butte Road. Phone 1400. Rex A. Tynes. (acquired station 1955).

Network MBS. Rep Continental Sales Co.
Rex A. Tynes, chief owner; C. Earl Williams, coml mgr; Dan Evans, program director; O. B. Miller, chief engineer.

TUCUMCARI, Quay County

KTNM (November 1941): 1400 kc; 250 w. P. O. Box 668. Phone 100. Quay County Broadcasting Co. (acquired station January 1, 1953).

Network MBS, Keystone. Rep Clyde Melville Co.

Specialty programs: Spanish, 2½ hrs. wkly.
Howard Mauldin, managing partner & chief engineer; A. L. Ward Jr., coml mgr; Bette Mowles, program director; Bill C. Walls, promotion mgr; Bobbie Lutz, news director.

TULAROSA, Otero County

KMAM (January 1958): 1590 kc; 1 kw-D. P. O. Box 1287 (Alamogordo, New Mexico). Phone Justice 5-2312. Tularosa Broadcasting Corp. (original owner).

Specialty programs: Spanish, 6 hrs. wkly.
Max Rothman, pres, gen mgr & chief engineer; Don Moore, coml mgr; Malcolm Harris, program director & news director.

KMFM (FM): 97.9 mc; 13 kw. Duplicates KMAM (above).

NEW YORK

ALBANY, Albany County

WABY (1934): 1400 kc, 250 w. 80 Braintree St. Phone 2-3353. Eastern New York Broadcasting Corp.

Rep Furjoe.
Edward L. Trudeau, gen mgr; Toni Brady, assistant mgr.

***WAMC (FM)** (March 1, 1958): 96.7 mc; 10 kw. 42 New Scotland Ave., zone 8. Phone 8-4541. Albany Medical College of Union U.

Dr. F. M. Woolsey Jr., pres; Albert P. Fredette, station mgr; John J. Cassidy, program director.

*Non-commercial educational.

WGY (See Schenectady).

WOKO (June 14, 1924): 1460 kc; 5kw, DA-N. P. O. Box 1520, zone 1. Phone Delmar 8957. Gov Dongan Broadcasting Corp. (acquired station March 21, 1956).

Network ABC, MBS. Rep Rambeau, Vance & Hopple.

Carl Lindberg, pres; Howard B. Hayes, gen mgr; Charles L. Murn, station mgr; Jack McNamee, program director & news director; Lloyd Snowdeal, chief engineer.

WPTR (May 1948): 1540 kc; 50 kw, DA-1, P. O. Box 1540. Phone 5-3345. TWX ALB 447. Patroon Broadcasting Co. (original owner).

Rep Young.
J. Myer Schine, pres; Duncan Mounsey, exec vp & gen mgr; Joseph Farrar, coml mgr; Paul Flanagan, program director; W. Russell David, chief engineer; Marty Ross, news director.

WPTR-TV: Tv companion of WPTR.

WROW (Sept. 30, 1947): 590 kc; 5 kw-D, 1 kw-N, DA-2. P. O. Box 590, zone 1. Phone 3-2225. TWX Troy 373. Capital Cities Television Corp. (acquired station Nov. 8, 1954). (See Capital Cities stations in "Group Ownership")

Network CBS. Rep Avery-Knodel.
Frank M. Smith, pres; George M. Perkins, mgr; Albert M. Piala Jr., coml mgr; Ralph Vartigan, production mgr; Harry L. Goldman, promotion mgr; Charles Heister, chief engineer; Robert Wallace, news director.

WTEN (TV): Tv companion of WROW (above)

AMSTERDAM, Montgomery County

WCSS (April 12, 1948): 1490 kc; 250 w. Upper Locust Ave. Phone Victor 3-2500. Community Service Broadcasting Corp. (original owner).
Rep Devney.

Specialty programs: Italian, 1 hr. wkly.; Polish, 9 hrs. wkly.; Lithuanian, 1 hr. wkly.
Alphonse Di Mezza, pres; Philip Spencer, gen mgr & coml mgr; Roger Taylor, chief engineer; William Barron, news director; Elizabeth Hurd, women's director.

WGAV (not on air; target date not announced): 1570 kc; 1 kw-D. Walter T. Gaines.

Walter T. Gaines, owner; Sam Zurlo, program director; Barry Frank, chief engineer.

AUBURN, Cayuga County

WAUB (not on air; target date, fall): 1590 kc; 500 w-D. DA. 204 Texas Lane. Ithaca, N. Y. Phone Ithaca 2-1779. Herbert P. Michels.

Herbert P. Michels, owner.
WMBO (1926): 1340 kc; 250 w. 141 Genesee St. Phone 2-3511. WMBO Inc. (original owner). (See "Newspaper Ownership")

Network MBS. Rep Clark.
William O. Dapping, pres; Frederick L. Kee-sec, gen mgr; Robert B. Morgan, program director; Herbert J. House, chief engineer.

WMBO-FM (1949): 96.1 mc; 18 kw. Duplicates WMBO (above).

BABYLON, Suffolk County

WBAB (Jan. 1, 1958): 1440 kc; 500 w-D. Route 209. Phone Mohawk 1-4000. Babylon Bayshore Broadcasting Corp. (original owner).

Sol Horenstein, pres; Joseph R. Horenstein, gen mgr; Bertine Fields, coml mgr; Ray Adell, program director; Edward A. Knapp, chief engineer; Doug Lester, news director; Stan David, farm director; Bertine Fields, women's director.

WBAB-FM (not on air; target date not announced): 102.3 mc; 750 w. Same address and licensee as WBAB (above).

NEW MEXICO BROADCASTERS

TO BUY OR SELL

see

DeWITT LANDIS

Fidelity Union Life Bldg., Dallas
(RI 8-1175)

or any office of

**HAMILTON-STUBBLEFIELD-TWINING
& ASSOCIATES, INC.**

Radio Stations CONTINUED

NEW YORK CONTINUED

BABYLON [Continued]

WGLI (not on air; target date, fall 1958); 1290 kc; 1 kw, DA-1. Madison Ave. at Falmouth Rd. Phone Mohawk 3-1290. WGLI Inc.
Wm. H. Reuman, pres; Edith Dick, gen mgr; Fred Bari, program director.

WTFM (FM) (Not on air; target date fall 1958); 103.5 mc; 15 kw. Will duplicate WGLI (above) from 6-9 a.m. and WRFM (FM) New York from 9 a.m.-midnight.

BATAVIA, Genesee County

WBTA (Feb. 6, 1941); 1490 kc; 250 w. 22 Seaver Place. Phone 715. Batavia Broadcasting Corp. (original owner).
Network MBS.
Edmund R. Gamble, pres & gen mgr; James Debridge, coml mgr; Winifred J. Legg, program director; Alfred E. Callander, chief engineer; James Gerrety news director.

BALDWINVILLE, Onondaga County

WSEN (not on air; target date, October 1958); 1050 kc; 250 w-D. RD #4. Century Radio Corp. (original owner).
Donald C. Menapace, pres; Robert L. Steckdale, gen mgr, coml mgr & promotion mgr; James A. Lowery Jr., program & news director; Richard H. Firong, chief engineer.

BINGHAMTON, Broome County

WENE (See Endicott)

WINR (1946); 680 kc; 1 kw-D, 500 w-N, DA-2. 70 Henry St. Phone 3-8251. TWX BN 80. Binghamton Press Inc. (See Gannett Newspapers stations in "Group Ownership" and see "Newspaper Ownership").
Network NRC. Rep Everett-McKinney.
David F. Milligan, gen mgr; Shirley Ricciardelli, program director; Gino Ricciardelli, chief engineer; Tom Sawley, news director.
WINR-TV: Tv companion of WINR (above).

WKOP (July 1947); 1360 kc; 5 kw-D, 500 w-N, DA-2. 34 Chenango St. Phone 2-3437. Binghamton Broadcasters Inc. (original owner).
Network MBS. Rep Bolling.
Specially programs: Italian, ½ hr. wkly.
Andrew Jarema, pres & station mgr; Wallace J. Buman, coml mgr; Bob Richards, studio supervisor; Charles Mallinan, chief engineer; Frank Dolan, news director; Rusty Roland, women's director.

WKOP-FM (March 1954); 95.3 mc, 420 w. Duplicates WKOP (above).

WNEF (1928); 1290 kc; 5 kw, DA-N. One Henry St. Phone 3-7311. TWX BN 186. Triangle Publications Inc. (Radio & Tv Division) (acquired station May 19, 1955). (See Triangle stations in "Group Ownership" and "Newspaper Ownership").
Network CBS. Rep Blair.
George R. Dunham, gen mgr; Russ Baker, operations mgr; Kenneth Leslie, sales mgr; E. W. Farnett, business mgr.

WNEF-FM (1956); 98.1 mc; 4.6 kw. duplicates WNEF (above).
WNEF-TV: Tv companion of WNEF-AM-FM (above).

BOONVILLE, Lewis County

WBRV (June 1953); 900 kc; 500 w-D. Black River Radio Inc. (original owner).
Rep Indie.
Specially programs: Polish, ½ hr. wkly.
Livingston Lansing, pres & gen mgr; Leon Renodin, coml mgr; John Knollman, chief engineer.

BRISTOL CENTER, Ontario County

WBBE (FM) (1948) 95.1 mc, 5.3 kw. Terrace Hill, Ithaca, N. Y. Phone Ithaca 4-6357. North-east Radio Corp. (See Rural Radio Network Stations in "Group Ownership").
Network Rural Radio Net.
C. L. Dickinson, pres.

BROOKLYN, Kings County

WNYE (FM) (1939); 91.5 mc; 20 kc. Board of Education, City of New York.

BUFFALO, Erie County

WBEN (Sept. 8, 1930); 930 kc; 5 kw, DA-N. Hotel Statler, zone 2. Phone Mohawk 0930. TWX BU 66 WBEN Inc. (original owner). (See "Newspaper Ownership").
Network CBS. Rep Christal.
A. H. Kirchhofer, pres & sec; C. Robert Thompson, gen mgr; Chester E. Daly, sales mgr; William Peters, program director; Joseph A. Haefner, promotion mgr; Ralph J. Kingsley, technical director; Aiden L. Fox, farm director.

WBEN-FM (Nov. 11, 1946); 106.5 mc; 52 kw. Duplicates WBEN (above).
WBEN-TV: Tv companion of WBEN-AM-FM (above).

***WBFO (FM)** (not on air; target date not announced); 88.7 mc; 199 w 3435 Main St, zone 14. U of Buffalo
Ronald Hettich, technical coordinator.

*Non-commercial educational.

WBNY (1935); 1400 kc, 250 w. 485 Main St., zone 3. Phone Mohawk 1400. Roy L. Albertson Inc. (original owner).
Rep Masla; Lee F. O'Connell (West Coast).
Roy L. Albertson, Sr., pres; Charles E. Denny, gen mgr; Gene McWhite, coml mgr; Henry Brach, program director & promotion mgr; Thomas Vines, chief engineer; Wm. E. Miles, news director.

WBNY-FM (1946); 92.9 mc; 48 kw. (CP-94 kw). Same address and licensee as WBNY (above).
Carl Spavento, gen mgr & program director.

WEBB (1924); 970 kc; 5 kw, DA-1. 23 North St., zone 2. Phone Lincoln 7133. WEBB Inc. (acquired station 1942). (See "Newspaper Ownership").
Network MBS. Rep Katz.
William J. Conners III, pres; David F. Leopold, gen mgr; George T. Stagg, coml mgr; William A. Schweitzer, program director; Frank B. Ridgeway, chief engineer; Clare L. Allen, news director.

WGR (May 1922); 550 kc; 5 kw, DA-N. Hotel Lafayette, zone 5. Phone Washington 3100. TWX BU 545. Transcontinent Television Corp. (acquired station Sept. 30, 1967). (See Transcontinent stations in "Group Ownership").
Network ABC. Rep Peters, Griffin, Woodward.
David C. Moore, pres; Nat L. Cohen, station mgr; Robert J. Strigl, administrative mgr; Sid Gaby, program director; Fred Eames, chief engineer.
WGR-TV: Tv companion of WGR (above).

WINE (Oct. 15, 1957); 1080 kc; 1 kw-D. P. O. Box 85, zone 17. Phone Amherst 1160. Western New York Broadcasting Co. (original owner). (See John W. Kluge stations in "Group Ownership").
Rep Stars National.
John W. Kluge, pres; Harvey Glascock, acting gen mgr; Herb Resnick, coml mgr; Bradley D. Steiger, program director; Ernest Bohr, chief engineer; Richard R. Spaulding, news director.

WINE-FM (Oct. 15, 1957); 103.3 mc; 4.6 kw. Duplicates WINE (above).

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who buys
WBNY
to capture the
BUFFALO MARKET**

Yes, this timebuyer has found the way to put the concentrated Buffalo mass market right in his hip pocket . . . with WBNY. Like so many other national advertisers, he knows he's getting the biggest share of the big-buying Buffalo audiences with well placed spot campaigns on the Buffalo station that continues to be tops year in and year out . . . WBNY.

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YOUR BEST BUFFALO BUY



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IN THE RICH SYRACUSE AREA
BALDWINVILLE, N. Y.
175,000 MODERN SUBURBANITES IN ONONDAGA & OSWEGO COUNTIES SUBURBAN RADIO
WSEN 1050 KC 250 W
ON THE AIR - AUTUMN 1958



**the only
Buffalo
Station
that can
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"Thruway
Test"**

COMING EAST to the New York State Thruway, you pick up WGR RADIO loud and clear, way out in Ohio.

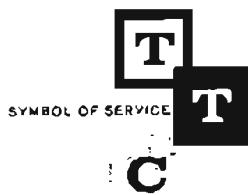
GOING WEST on the Thruway, you pick up WGR RADIO loud and clear, just past Syracuse.

IF YOU WANT maximum coverage in the \$4 billion Western New York market (plus big bonus audience in Canada and on the Thruway) buy WGR RADIO. 1,000,000 homes ... 1,000,000 cars.

ABC Affiliate. Represented by Peters, Griffin, Woodward, Inc.

BUY WGR RADIO

BUFFALO'S FIRST STATION



SYMBOL OF SERVICE

A TRANSCONTINENT STATION

WROC-TV, Rochester • WGR Radio, WGR-TV, Buffalo • WSWA Radio, WSWA-TV, Harrisonburg

WNEP-TV/WILK-TV — Scranton — Wilkes-Barre

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Radio Stations CONTINUED

NEW YORK CONTINUED

BUFFALO (Continued)

WKBW (1925): 1520 kc; 50 kw, DA-1, 1430 Main St., zone 9. Phone Grant 5101. TWX BU 127. WKBW Inc. (original owner).

Rep Avery-Knodel.
Dr. Clinton H. Churchill, pres & gen mgr; Clinton D. Churchill, assistant to pres & station mgr; Anthony C. Rocco, coml mgr; Richard H. Lawrence, program director & promotion mgr; Leroy Fiedler, chief engineer; William S. Meeks, news director; Jack Kelly, farm director; Dorothy Ireland, women's director.

WKBW-TV: Tv companion of WKBW.
WNIA (See Cheektowaga).
WWOL (Sept. 21, 1947): 1120 kc; 1 kw-D. 315 Main St., zone 3. Phone Mohawk 1200. Greater Erie Broadcasting Co. (original owner).

Rep Forjoe.
Specialty programs: Polish, 8 hrs.; Italian, 3 hrs.; German, 1 hr.; Ukrainian, 1 hr.; Greek, 1 hr., all wkly.

Leon Wyszatycki, pres; Ted Wyszatycki, gen mgr; Jack Greenfield, coml mgr & promotion mgr; Terry Mann, program director; Walter Williams, chief engineer; Guy King, news director; Trudy Peoples, women's director.
WWOL-FM (Sept. 21, 1947): 104.1 mc; 750 w. Duplicates WWOL (above).

CHEEKTOWAGA, Erie County

WNIA (Aug. 26, 1956): 1230 kc; 250 w. 2300 Genesee St., Buffalo, N. Y., zone 25. Phone Fillmore 9600. Niagara Broadcasting System. (original owner).

Rep Walker-Rawalt.
Gordon P. Brown, owner, gen mgr, coml mgr & chief engineer; Mary Lounsbury, program director; Sybilla A. Reber, promotion mgr.

CHERRY VALLEY, Otsego County

WRBC (FM) (1948): 101.9 mc; 5.4 kw. Terrace Hill, Ithaca, N. Y. Ithaca 4-6357. Northeast Radio Corp. (See Rural Radio Network stations in "Group Ownership").
Network Rural Radio Net.
C. L. Dickinson, pres.

CORNING, Steuben County

WCBA (1949): 1350 kc, 1 kw-D. P. O. Box 117. Phone 6-7000. Wellsboro-Corning Broadcasting Advertisers Inc.

Rep Devney.
Bob Shaddock, vp, gen mgr & program director; Paul E. Carpenter, coml mgr.
WCLI (November 1949): 1450 kc; 250 w. 99 W. First St. Phone 6-5421. Radio Corning Inc. (acquired station Sept. 15, 1953).

Network ABC. Rep Cooke.
Gordon M. Jenkins, pres, gen mgr & coml mgr; George P. Droelle Jr., sec-treas, station mgr & program director; Maurice E. Sherman Jr., chief engineer; Richard M. Tobias, news director; George R. Puffer, farm director; Alyce H. Adair, women's director.
WCLI-FM (May 1947): 106.1 mc; 4.2 kw. Duplicates WCLI most of day (above).

CORTLAND, Cortland County

WKRT (Nov. 15, 1947): 920 kc; 1 kw-D, 500 w-N, DA-N. 27 N. Main St. Phone Skyline 6-2828. Radio Cortland Inc. (acquired station July 22, 1950).

Rep Gill-Perna.
Leighton A. Hope, pres; William L. Thompson, gen mgr & coml mgr; Walter Choclay, chief engineer; Arthur Woltd, news director; Charles (Wes) Adams, farm director.

WKRT-FM (Nov. 14, 1957): 99.9 mc; 14 kw. Duplicates WKRT (above).

DeRUYSER, Madison County

WRFD (FM) (1948): 105.1 mc; 5.3 kw. Terrace Hill, Ithaca, N. Y. Phone Ithaca 4-6357. Northeast Radio Corp. (See Rural Radio Network stations in "Group Ownership").
Network Rural Radio Net.
C. L. Dickinson, pres.

DUNDEE, Yates County

WFLE (Oct. 1, 1956): 1570 kc; 1 kw-D. P. O. Box 22, Penn Yan, N. Y. Phone Penn 2306. Finger Lakes Broadcasting Co. (original owner).

Network Keystone.
Henry Valent, chief owner; Bob Burns, gen mgr; Tom Shafer, coml mgr; Bob Gordon, program director; T. H. Shafer, chief engineer; R. Eisenhart, local news director; Frank Williams, farm editor.

DUNKIRK, Chautauqua County

WDOE (Dec. 24, 1949): 1410 kc; 500 w. DA-2. Willow Rd. Phone 7756. Lake Shore Broadcasting Co. (acquired station Jan. 11, 1957).

Rep Walker.
Specialty programs: Polish, 3 hrs. wkly.
Simon Goldman, pres; Richard Burt, gen mgr; Brooks Dawson, coml mgr; Rick Bennett, program director; Ray Richards, promotion mgr; Charles Blohm, chief engineer; Chet Rodgers, news director; Orman Duck, farm director; Bev Prue, women's director.

ELMIRA, Chemung County

***WECW (FM)** (not on air; target date not announced): 88.1 mc; 10 w. c/o Harold Throop Jr., Elmira College.

*Noncommercial educational.

WELM (April 21, 1947): 1400 kc; 250 w. 222 E. Market St. Phone 3-5626. TWX EL 92. Radio Elmira (acquired station March 26, 1952).
Network CBS. Rural Radio Net. Rep Burn-Smith.

John S. Riggs, pres; Keith W. Horton, gen mgr; Richard Oppenheimer, coml mgr; Ruth Dibble, program director; Arthur French, chief engineer; William Griffiths, news director; Ethel Parker, women's director.

WENY (Nov. 26, 1939): 1230 kc; 250 w. Mark Twain Hotel. Phone 5181. TWX EL 84. Elmira Star-Gazette Inc. (original owner). (See "Newspaper Ownership" and Gannett Newspaper stations in "Group Ownership").

Network NBC. Rep Everett-McKinney.
Thomas V. Tatt, secretary; L. F. (Bill) Pope, gen mgr; F. R. Gray, coml mgr; Frederick Hodge, program director; Edward L. Pettengill, chief engineer; Frederick W. Hodge, news director; Charles Hobart, farm director; Edna Bartlett, women's director.

ELMIRA HEIGHTS-HORSEHEADS, Chemung County

WEHH (July 4, 1956): 1590 kc; 500 w-D. P. O. Box 2097. Elmira Heights. Phone 9-5422. Elmira Heights-Horseheads Broadcasting Co. (original owner).

Network MBS. Rep McGillvra.
Frank P. Saia, pres, gen mgr & chief engineer; Harry Keavin, coml mgr; Alan Anthony, program director; Norman Decker, promotion mgr; Robert Welch, news director; Carol A. Johnson, women's director.

ENDICOTT, Broome County

WENE (September 1947): 1430 kc; 5 kw, DA-N. 909 E. Main St. Phone 5-3351. TWX END 288. Ottaway Station Inc. (original owner). (See John H. Ottaway stations in "Group Ownership" and see "Newspaper Ownership").

Network ABC. Rep Radio-Tv Reps.
James H. Ottaway, pres; Howard Johansen, gen mgr & program director; Morgan Brown, coml mgr; John Fischler, chief engineer; Hal Hancock, news director & farm director; Dottie Baker Robinson, women's director.

FLORAL PARK, Nassau County

***WSHS (FM)** (Feb. 1947): 90.3 mc; 350 w. Seawanhaka High School. Phone 4-1500. Board of Education.

Worthington A. Gregory, gen mgr & director of radio; William A. Reifel, chief engineer.

*Non-commercial educational.

FREDONIA, Chautauqua County

WBUZ (August 11, 1957): 1570 kc; 250 w-D. 15 E. Main St. Phone 22157. Louis W. Skelly (original owner).

Specialty programs: Spanish, ½ hr. wkly.
Louis W. Skelly, owner & gen mgr; Elmer Reed, coml mgr; Frank Michaels, program director; Joe Bryan, promotion mgr; Ralph Bell, chief engineer; John Dabney, news director; Elmer Reed, farm director; Mary Franskowiak, women's director.

FREEPORT, Nassau County

WGBB (1924): 1240 kc; 250 w. 44 S. Grove St. Phone Mayfair 3-1240. Long Island's First Station Inc.

Edward J. Fitzgerald, vp & gen mgr; Don MacLachlan, station mgr; Murray C. Evans, coml mgr; Harvey J. Soper, chief engineer.

FULTON, Oswego County

WOSC (1949): 1300 kc, 1 kw-D. Corner of West Bridge & Water Sts. Cassill Radio Corp.

Rep Best.
Richard C. Mitchell, pres; Jack Burgers, gen mgr.

GARDEN CITY, Nassau County

WKIT (See Mineola, N. Y.)

GENEVA, Ontario County

WGVA (July 1, 1947): 1240 kc; 250 w. Geneva Federal Savings Bldg. Phone 6691. TWX GENEVA NY 333. Star Broadcasting Co. (original owner). (See Star Broadcasting stations in "Group Ownership").

Network ABC. Rep Venard, Rintoul & McConnell.
Maurice R. Forman, pres; Thomas L. Brown, vp & gen mgr; William F. Dudley, coml mgr; Alex Lamutis, program director; Archie Fabretti, promotion mgr; R. Carleton Greene, chief engineer; Mort Goodman, news director; Alex Lamutis, farm director; Janice Clark, women's director.

GLENS FALLS, Warren County

WWSC (Dec. 16, 1946): 1450 kc; 250 w. 13 Warren Street. Phone 2-6518. TWX GLF 188. Great Northern Radio Inc. (original owner).
Network ABC, Tomahawk.

Specialty programs: Italian, 1 hr. wkly.
Martin Karig, pres & gen mgr; Frank Costello, coml mgr; Thomas Humphrey, program director and assistant mgr; Ralph Rumano,

promotion mgr; Thomas Humphrey, chief engineer; Fred Carota, news director; Bob Jennings, farm director; Helen Humphrey, women's director.

GLOVERSVILLE, Fulton County

WENT (July 1, 1944): 1340 kc; 250 w. 8. W. Fulton St. Phone 4-7175. WENT Broadcasting Corp. (acquired station May 1, 1955).

Network CBS.
Specialty programs: Italian, 1½ hrs. wkly.
Joseph H. Tobin, pres & gen mgr; George Hornidge, coml mgr; & promotion mgr; Richard Stewart, program director; & chief engineer; Henry Kinney, news director.

HEMPSTEAD, Nassau County

WHLI (July 22, 1947): 1100 kc; 10 kw-D. DA. 384 Clinton St. Phone Ivanhoe 1-8000. FM Broadcasting Corp. (original owner).

Rep Gill-Perna.
Paul Godofsky, pres & gen mgr; Joseph A. Lenn, executive vp & coml mgr; Jerry Carr, vp & program director; John Clayton, promotion mgr; Frank E. Knaack, vp & chief engineer; Jerry Carr, news director & farm director; Miriam N. Godofsky, women's director.
WHLI-FM (July 22, 1947): 98.3 mc; 1 kw. Duplicates WHLI (above).

HERKIMER, Herkimer County

WALY (Oct. 12 1956): 1420 kc; 1 kw-D. Palmer House, WALY Inc. (original owner).

Rep Masla.
Louis Adelman, pres; Howard Zacks, gen & coml mgr; Ken Cornell, program director; William Updike Schwarz, chief engineer; Tess Ellek, women's director.

HICKSVILLE, Nassau County

WLR (FM) (not on air; target date not announced): 92.7 mc; 810 w. 20 Lake End Road, Merrick, N. Y. High Fidelity Music Co.
John R. Rieger Jr., owner.

HORNELL, Steuben County

WLEA (September 1951): 1480 kc; 1 kw-D. 97 Main St. Phone 1420. Hornell Broadcasting Corp. (original owner).

Charles D. Henderson, pres & gen mgr; G. W. Stidstone, station mgr & news director; Emmett M. Barnes, coml mgr; Richard Cory, program director; Edward H. Spoo, promotion mgr; Frederick Witter, chief engineer; R. Cory, farm director; Nan Daniels, women's director.

WWHG (August 1949): 1320 kc; 5 kw-D. 85 Canistota St. Phone 2000. RA-TEL Broadcasters Inc. (acquired station September 1956).

Network Rural Radio Net. Rep Rambeau, Vance, Hopple.
Sheff Davis, coml mgr; Louis Parker, program director; Treah White, promotion mgr; Howard Huff, chief engineer; Robert Woodell, news director; Richard LaValle, farm director; Cleora Carroll, women's director.

WWHG-FM (December 1946): 105.3 mc; 8.3 kw. Duplicates WWHG (above).

HUDSON, Columbia County

WHUC (1947): 1230 kc; 250 w. Union Turnpike. Phone Hudson 8-3341. Colgreene Broadcasting Co. (acquired station January, 1958): (See "Newspaper Ownership").

Orit Lehman, pres; Allan W. Kerr, gen mgr; James Cranna, program director; Joseph Garvey, promotion mgr; Victor Schuler, chief engineer; John O'Shea, news director; Barbara Oakes, women's director.

HUNTINGTON, Suffolk County

WGSM (Sept. 1, 1951): 740 kc; 1 kw-D. 379 New York Ave. Phone Hamilton 3-6740. Huntington-Montauk Broadcasting Co. (acquired station Jan. 20, 1950).

Edward J. Fitzgerald, vp & gen mgr; William Naramore, chief engineer & assistant station mgr; Dan Schmidt, III, coml mgr; Joseph J. Moran, program director; Ronald Armstrong, promotion mgr; William Goddard, news director.

ISLIP, Suffolk County

WSNB (not on air; target date not announced): 540 kc, 250 w-D. P. O. Box 361. Great South Bay Broadcasting Co.

George E. Klein Jr., pres; George E. Klein Sr., vp; Seymour Malman, secretary-treasurer.

ITHACA, Tompkins County

WUCU (1922): 870 kc; 1 kw, L-WWL. 212 E. State St. Phone 4-6301. TWX 367. Cornell University (original owner).

Network CBS. Rep Masla.
Michael R. Hanna, gen mgr; H. E. M. Brockway, coml mgr; Joseph A. Short, program director; Herbert P. Michaels, chief engineer; Sam Woodside, news director; Lou Kaiser, farm director; Barbara Hall, women's director.
WUCU-FM (1947): 97.3 mc; 40 kw. Duplicates WUCU (above).

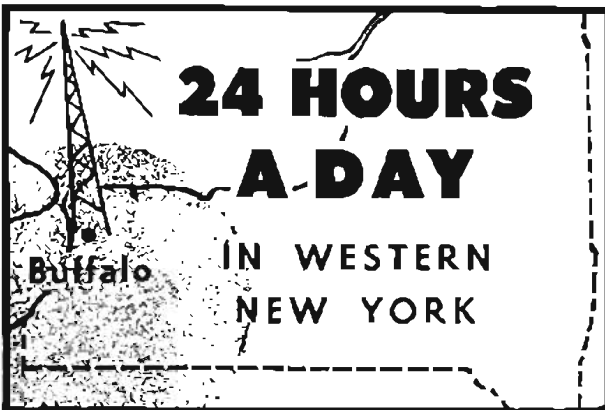
***WICB (FM)** (1947): 91.7 mc; 10 w. Phone 2-2431. Ithaca College.

Royal D. Colle, pres; Wilbur J. Richter, gen mgr; Art Kendall, program director; Hugh Cleland, chief engineer.

*Non-commercial educational.

WRBA (FM) (1948): 103.7 mc; 5.6 kw. Terrace Hill, Phone 4-6357. Northeast Radio Corp. (See Rural Radio Network Stations in "Group Ownership").

Network Rural Radio Net.
C. L. Dickinson, pres.



NEWS

SPORTS

MUSIC

RADIO CENTER

WKBW

Buffalo's Basic NBC Station

**EVERY HOUR ON THE HOUR
24 HOURS A DAY**

Buffalo's World Series, Canisius College Basketball, Cavalcade of Sports Station

Buffalo's Leading Radio Personalities include Jack Kelly, Stan Jasinski, Larry Brownell, Danny Neaverth, Lee Forester, George "Hound Dog" Lorenz and Sherm Wright

Your "PACKAGE DEAL" will SATURATE this station

**You'll be surprised
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a week will buy**

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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. 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 . . . that's why WKBW is your most profitable buy in the Buffalo and Western New York market.

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BUFFALO'S MOST POWERFUL STATION

50,000 WATTS

AVERY - KNODEL, INC.
National Representatives

BASIC NBC

CLINTON H. CHURCHILL
Founder, President
and General Manager

Radio Stations CONTINUED

NEW YORK CONTINUED

ITHACA (Continued)

WTKO (April 25, 1956): 1470 kc; 1 kw-D. 313 S. Cayuga St. Phone 4-9511. Radio Ithaca Inc. (original owner) (See T. K. Cassel stations in "Group Ownership").

Rep Forjon. Specialty programs: Italian, 1 hr. wkly. T. K. Cassel, pres; Ellis E. (Woody) Erdman, exec vp & gen mgr; Joel Fleming, assistant mgr & coml mgr; Rudy Paolangeli, program director; Ted Hackett, promotion mgr; Gerald Larson & Ted Jones, news directors; Robert Allen, farm director.

WVBR-FM (June 4, 1958): 93.5 mc; 175 w. Willard Straight Hall. Phone 4-9671. Cornell Radio Guild, Inc.

Rep Ivy Network. Michael J. Henry, gen mgr; Stephen G. Crane, business mgr; John A. Jensen, program director; Robert N. Press, chief engineer.

JAMESTOWN, Chautauque

WJOC (January 1948): 1310 kc; 250 w. 415 W.

4th St. Phone 5-1555. Air Waves Inc. (original owner).

Network MBS. Rep Burn-Smith. Specialty programs: Scandinavian, 2 hrs. wkly.; Italian, 1 1/2 hrs. wkly.

Harold P. Kane, pres & gen mgr; Richard F. Rose, coml mgr & promotion mgr; Edward J. McGrath, program director & news director; Burton O. Waterman, chief engineer; Beverly Benson, women's director.

WJTN (October 1924): 1210 kc; 250 w. Hotel Jamestown Bldg. Phone 7151. TWX Jamestown 45. James Broadcasting Co. (acquired station 1935).

Network ABC, Rural Radio Net. Rep Venard, Runtoul & McConnell.

Simon Goldman, pres & gen mgr; J. Carl Willems, coml mgr; George Pfeleger, program director; Herbert Niklaus, chief engineer; Almon Hazzard, news director; Robert (Doc) Webster, farm director; Melva Webber, women's director.

WJTN-FM (1947): 93.3 mc; 9.5 kw. Duplicates WJTN (above).

JOHNSTOWN, Fulton County

WENT (See Gloversville).

KENMORE, Erie County

WINE (See Buffalo).

WINE-FM (See Buffalo)

KINGSTON, Ulster County

WKNY (1939): 1490 kc; 250 w. P. O. Box 418. Phone Federal 1-1490. Kingston Broadcasting Corp. (acquired station 1950). (See Highland stations in "Group Ownership").

Network MBS. Rep Mecker; Foster & Creed (New England).

Specialty programs: Polish, 1 hr. wkly.

Joseph K. Cluse, pres; Robert M. Peebles, gen mgr; Howard M. Shultis, coml mgr; John Vondell, program director; Muriel DeGre, promotion mgr & women's director; John Bonse, chief engineer; Bill Lang, news director.

WSKN (See Saugerties).

LIBERTY, Sullivan County

WVOS (1947): 1210 kc; 250 w. Phone 1680. Sullivan County Broadcasting Corp.

S. D. Lubin, pres & gen mgr; H. G. Borwick, secretary-treasurer; William Orr, coml mgr.

LITTLE FALLS, Herkimer County

WLFH (1952): 1230 kc; 250 w. WLFH Radio Bldg. Walter T. Gaines (acquired station July 1, 1955).

Rep Hopewell.

Specialty programs: Italian, 7 hrs. wkly.; Polish 3 1/2 hrs. wkly.

Walter T. Gaines, owner; Barry Frank, chief engineer.

LOCKPORT, Niagara County

WUSJ (May 8, 1949): 1340 kc; 250 w. 320 Michigan St. Phone 3-5944. Lockport Union-Sun & Journal Inc. (original owner). (See "Newspaper Ownership").

Rep Gill-Perna.

Egbert D. Corson, pres; William J. Kemble, gen mgr; Joseph A. Pinna, station mgr & coml mgr; Tony Allen, program director; Tom Cera- volo, chief engineer; Tom Jells, news editor & farm director; Jeanne Spaulding, women's director.

MALONE, Franklin County

WICY (Nov 4, 1946): 1490 kc; 250 w. WICY Bldg. North Country Broadcasting Co. (original owner).

Network MBS.

Mitchell C. Tackley, pres & gen mgr; Alice M. Pelkey, coml mgr; Donald J. Faye, program director; M. C. Tackley, promotion mgr; Adolf Stromer, chief engineer; John Flynn, news director.

MASSENA, St. Lawrence County

WMSA (Oct. 12, 1945): 1340 kc; 250 w. Central Bldg. Rockwell 9-3591. Brockway Co. (original owner). (See "Newspaper Ownership").

Network ABC. Rep Weed.

John B. Johnson, pres; Louis Saiff, Jr., gen mgr; Thomas R. McHugh, coml mgr; James H. Nash, program director & news director; Adrian S. Frazier, chief engineer; Glenn Gough, farm director.

WMSA-FM (Oct. 1948): 105.3 mc. 13 kw. Duplicates WMSA (above).

MIDDLETOWN, Orange County

WALL (Aug. 2, 1942): 1340 kc; 250 w. 62 North St. Phone Diamond 3-8119. Community Broadcasting Corp. (original owner).

Rep McGavren-Quinn.

Specialty programs: Spanish, 1 hr. wkly.; Polish, 1 hr. wkly.

James M. Patti, pres, gen mgr & coml mgr. Jerry Wax, program director; Fred Schoelkopf, chief engineer; Albert Larson Jr., news director; Katherine Greenwood, women's director.

MINEOLA, Nassau County

WHIT (Jan. 1, 1957): 1520 kc; 250 w-D. Roosevelt Field, Garden City, N. Y. Phone Pioneer 6-6700. TWX 7551. WKIT Inc. (original owner).

Sy Weintraub, pres; Walter Ware, gen mgr; Hy Finkelstein, coml mgr; Frank Costa, program director; Stan LoPresto, chief engineer; John Frogge, news director; Jeanne Sands, women's director.

MT, KISCO, Westchester County

WVIP (Oct. 29, 1957): 1310 kc; 1 kw-D. DA. 498 Lexington Ave. Radio Mt. Kisco Inc. (original owner).

Rep Elizabeth M. Beckjorden.

F. Monroe O'Flynn, pres; Nicholas A. Andrews, gen mgr & coml mgr; Edward Robbins, program director; Richard K. Doan, promotion mgr & news director; Ernest Machanic, chief engineer; Bill O'Shaughnessy, farm director; Dorothy Doan, women's director.

NEWARK, Wayne County

WACK (Oct. 19, 1957): 1420 kc; 500 w-D. 110 E. Union St. Phone Deerfield 1-1420. Radio Wayne County Inc. (original owner). (See T. K. Cassel stations in "Group Ownership").

Network Rural Radio Net.

J. J. Kaulman, pres; J. Bud Sova, gen mgr & coml mgr; Bud Paxson, program director; Thelma Barnes, promotion mgr; M. L. Cole, chief engineer.

NEWBURGH, Orange County

WGNV (1933): 1220 kc; 1 kw-D. 161 Broadway. Phone 4600. Orange County Broadcasting Corp.

TWO VERY IMPORTANT THINGS TO REMEMBER WHEN BUYING SPANISH RADIO IN NEW YORK:

WHOM

ENJOYS THE TOP RATING IN 46 OUT OF 48 DAILY QUARTER-HOURS IN SPANISH.*

WHOM

REACHES MORE THAN 71% OF PUERTO RICAN FAMILIES DAILY AND THE WEEKLY CIRCULATION ENCOMPASSES ALMOST ALL FAMILIES.*

*Pulse

A COPY OF THE COMPLETE PULSE REPORT CONTAINING BOTH AUDIENCE RATINGS AND A PROFILE OF THE PUERTO RICAN LISTENER IN NEW YORK IS YOURS FOR THE ASKING.

WHOM

136 West 52nd Street

New York 19, N. Y.

Radio Stations CONTINUED

NEW YORK CONTINUED

(See George W. Bingham stations in "Group Ownership").

George W. Bingham, pres; Joseph W. Rake, vp & gen mgr; Campbell K. Thompson, coml mgr; Richard H. Raskin, program director.

NEW ROCHELLE, Westchester County

WNRC (1950): 1460 kc, 500 w-D, 200 North Ave. Radio New Rochelle Inc.

Donald Daniels, pres; Bob Roberts, station mgr & program director; Edward J. Cahill, chief engineer.

WNRC-FM (1953): 94.5 mc; 1 kw. Duplicates WNRC (above).

NEW YORK, New York County, Bronx County, Richmond County, Kings County, Queens County

WABO (Oct. 7, 1921): 770 kc; 50 kw, 7 W, 66th St., zone 23. Phone Susquehanna 7-8000. TWX NY 1-2452. American Broadcasting Company-Paramount Theatres Inc. (acquired station Feb. 9, 1953). (See ABC stations in "Group Ownership").

Network ABC. Rep Blair. Leonard H. Goldenson, pres; Ben Hoberman, gen mgr; Robert E. Noble Jr., sales mgr; Meritt Tower, program director; M. M. Michaud, business mgr; John Baucier, chief engineer; Francis Littlejohn, news director.

WABC-FM (1948): 95.5 mc; 1.5 kw. Duplicates WABC (above).

WABC-TV: TV companion of WABC-AM-FM (above).

WBAI (FM) (1955): 99.5 mc; 18 kw, 2 E, 61st St., zone 21. Phone Templeton 5-3355. WBAI-FM Co.

Bert Cowlan, gen mgr; Bob Silverman, sales mgr; Frank Schmal, chief engineer.

WBFX (FM) (1947): 101.9 mc; 10.3 kw, 10 E, 40th St., zone 15. Phone Lexington 2-4927. Muzak Corp.

Charles C. Cowley, pres; John R. Andrus, gen mgr; Joseph Lutz, chief engineer.

WBX (October 1927): 1380 kc; 5 kw, DA-1, ST-WAVZ, 260 E, 161st St., zone 51. Phone Melrose 5-0333. WBX Broadcasting Co. (acquired station July 1943).

Rep A. Lewis Kirk.

Specialty programs: Spanish, 3 1/2 hrs. wkly.; Italian, 1 1/2 hrs. wkly.; Polish, 1 1/2 hrs. wkly.; French 1 hr. wkly.; Hungarian, 1 1/2 hrs. wkly.; Greek, 1/2 hr. wkly.; Negro, 6 1/2 hrs. wkly.

Amory L. Haskell, pres; Wm. I. Moore, vp & gen mgr; Edward Hetchley, assistant coml mgr; Edward Ervin & Frank Johnson, program directors.

WCBS (1924): 880 kc; 50 kw, 185 Madison Ave zone 22. Phone Plaza 1-2345. TWX NY 1933. Columbia Broadcasting System (original owner). (See CBS owned stations in "Group Ownership").

Network CBS. Rep CBS Radio Spot Sales. Dr. Frank Stanton, pres; Sam J. Stite, gen mgr; Thomas Swafford, sales mgr; Allen Lubkin, program director; Richard L. Stahlberger, promotion mgr; Davidson Vorhes, chief engineer; Dave Driscoll, news director.

WCBS-FM (1941): 101.1 mc; 1.5 kw. Duplicates WCBS (above).

WCBS-TV: TV companion of WCBS-AM-FM (above).

WEVD (1927): 1330 kc; 6 kw, DA-2, ST-WPOW, WFAZ, 117 West 46th St. zone 35. Phone Plaza 7-9559. Debs Memorial Radio Fund Inc. (acquired station 1932). (See "Newspaper Ownership").

Specialty programs: Yiddish, 49 hrs.; Negro, 7 hrs.; Spanish, 7 hrs.; German, 1 1/2 hrs.; Polish 1 hr.; Scandinavian, 1 hr., all wkly.

Adolph Held, pres; Henry Greenfield, gen mgr; Norman Furman, coml mgr; George Field program director; Charles Brown chief engineer.

WEVD-FM (March 1950): 97.9 mc; 20 kw. Duplicates WEVD (above).

WJUV (FM) (July 1947): 96.7 mc; 3.5 kw, East Fordham Rd., zone 58. Phone Fordham 7-5100, Ext. 212. Fordham U.

Rev. John A. St. George S.J., director; Harvey Humphrey, station mgr; John Vajo, chief engineer.

*Non-commercial, educational.

WHOM (1920): 1480 kc; 5 kw, PA-2, 136 W, 52 St., zone 19. Phone Circle 6-8009. Progress Broadcasting Corp. (acquired station 1946). (See "Newspaper Ownership").

Specialty programs: Spanish, 7 1/2 hrs. wkly.; Italian, 20 hrs. wkly.; Polish, 15 hrs. wkly.; Russian, 5 hrs. wkly.; German, 12 hrs. wkly.

Patience Pope, pres & gen mgr; Charles Natlin, station mgr, coml mgr & promotion mgr; Ralph Costantino, program director; George Steiger, chief engineer.

WHOM-FM (1951): 92.3 mc; 11 kw. Duplicates WHOM (above).

WINS (1926): 1010 kc; 50 kw, DA-3, 7 Central Park W., zone 24. Phone Judson 2-7000. Gotham Broadcasting Corp. (acquired station Jan. 27, 1950). (See J. Elroy McCaw stations in "Group Ownership").

Rep Katz. J. Elroy McCaw, pres; John Keating, vp; H. G. Fearnhead, vp & gen mgr; Jack Kelly,

sales mgr; Mel Loeb, program director; Paul von Kunits, chief engineer; Lou Fisher, news director.

WKCR-FM (September 1956): 89.3 mc; 10 w, Hamilton Hall Annex, zone 27. Phone Monument 6-3182. Trustees of Columbia U.

Steve Price, pres; Michael Howard, gen mgr; James Collins, program director; John Moore, chief engineer.

*Non-commercial, educational.

WLIB (1913): 1150 kc; 1 kw, J-WQWO, 2090 7th Ave. zone 27. Phone Monument 8-1500. New Broadcasting Co. Inc. (original owner).

Rep Parize.

Specialty programs: Spanish, 5 hrs. wkly.; Polish, 7 hrs. wkly.; Jewish, 6 hrs. wkly.; Greek, 2 1/2 hrs. wkly.; Negro, 7 hrs. wkly.; Harry Novik, pres & gen mgr; Arthur Harrison, coml mgr; Nat Rodleb, program director; 16th Promenade, promotion mgr; Gordon Greenfield, chief engineer; George W. Goodman, news director; Betty Grainger, women's director.

WMOA (1927): 570 kc; 5 kw, DA-1, 413 Madison Ave. zone 17. Phone Murray Hill 8-1500. WMOA Inc. (acquired station November 1943).

Rep AM Radio Sales. Nathan Straus, pres; Stephen B. Labinski, gen mgr; John J. McSweeney, sales mgr; R. Peter Straus, exec vp & program director; Patricia Bolton, promotion mgr; James McCaffery, chief engineer.

WMOK (1923): 1050 kc; 50 kw, DA-1, 400 Park Ave. zone 22. Phone Murray Hill 8-1500. WMOA Broadcasting Corp. (acquired station March 1951).

Rep Hollingbery. Arthur M. Tolchin, director; Raymond Katz, associate director & program director; Morris Sher, business mgr; Frank Schwartz, controller; Samuel L. Faust, sales mgr; John Newman, promotion director.

WNCN (FM) (January 1957): 104.3 mc; 15 kw, 23 W, 44th St. Phone Bryant 5-7531. Concert Network Inc. (See Concert Network Inc. stations in "Group Ownership").

Network Concert Network. T. Mitchell Hastings Jr., pres; Roger H. Strawbridge, assistant.

WNEW (FM) (January 1957): 104.3 mc; 15 kw, 23 W, 44th St. Phone Bryant 5-7531. Concert Network Inc. (See Concert Network Inc. stations in "Group Ownership").

Network Concert Network. T. Mitchell Hastings Jr., pres; Roger H. Strawbridge, assistant.

WNEW-FM (August 1958): 102.7 mc; 540 w, Duplicates WNEW (above).

WNEW-TV: TV companion of WNEW-AM-FM (above).

WNYO (July 5, 1924): 830 kc; 1 kw, DA-1, T-WQCO, Municipal Bldg., zone 7. Phone Whitehall 3-3600. City of New York, Municipal Broadcasting System (original owner).

Seymour N. Siegel, gen mgr; Bernard R. Duck, program director; Mary McDonnell, promotion mgr; Harry Weil, chief engineer; Cy Freed, news director; Leo Graham, women's director.

WNYC-FM (February 1944): 93.9 mc; 18 kw. Duplicates WNYC (above).

WNYC-TV: TV companion of WNYC-AM-FM (above).

*Non-commercial, municipal owned.

WOR (February 1922): 710 kc; 50 kw, DA-1, 1440 Broadway, zone 18. Phone Longacre 4-8000. RKO Teleradio Pictures Inc. (See RKO Teleradio Pictures Inc. stations in "Group Ownership").

Network CBS. Thomas F. O'Neil, pres; Robert J. Taylor, gen mgr; Wm. McCormack, coml mgr; Robert S. Smith, program director; Robert Hoffman, director promotion & planning; Harry Tilley, chief engineer; George R. Brown, news director.

WOR-FM (1941): 95.7 mc; 17 kw. Duplicates WOR (above).

WOR-TV: TV companion of WOR-AM-FM (above).

WOV (1926): 1280 kc; 5 kw, DA-1, ST-WHBL, 740 195th Ave. zone 19. Phone Circle 5-7579. WOV Broadcasting Corp.

Rep Pearson. Specialty programs: Italian, 60 hrs. wkly.; Negro, 60 hrs. wkly.

M. S. Kowak, pres; Ralph N. Weil, gen mgr; Arnold Bartley, program director; Ruth K. Thompson, promotion mgr; Paula Hill, chief engineer.

WPRO (1927): 1330 kc; 5 kw, DA-1, ST-WEVD & WFAZ, 41 E, 42nd St., zone 17. Phone Murray Hill 7-8852. Tele-Broadcasters of New York Inc. (acquired station May 1, 1955). (See Tele-Broadcasters Inc. stations in "Group Ownership").

Specialty programs: Spanish, 20 hrs. wkly.; German, 1 hr. wkly.; Lyelo Russian, 1/2 hr. wkly.; Armenian, 1/2 hr. wkly.

H. Scott Kilburn, pres; Si Lewis, gen mgr; David R. Fryce, chief engineer.

THE ONLY NEW YORK STATION

WITH

87%

OF TIME DEVOTED TO

NEGRO PROGRAMMING

WLIB

1190 ON YOUR DIAL

WLIB - has more Negro listeners than any other New York radio station - network or independent (PULSE)

WLIB - only New York radio station with studios in Harlem

WLIB - first New York station broadcasting Negro community news and special events on a regularly scheduled basis - every hour on the half hour

WLIB - only New York station devoting 87% of its broadcast time to Negro programming.

Harlem Radio Center • Hotel Theresa
2090 Seventh Ave., N. Y. 27, N. Y. MD 6-1800

Radio Stations CONTINUED

NEW YORK CONTINUED

NEW YORK CITY (Continued)

WQXR (July 2, 1939): 1560 kc; 50 kw, DA-1, 229 W. 43 St. zone 36. Phone Lackawanna 4-1100. Interstate Broadcasting Co. (acquired station 1944). (See "Newspaper Ownership")
Rep. Ruymen.

Arthur Hays Sulzberger, chmn of bd, Orvil E. Dryfoos, pres; Elliott M. Sanger, exec vp; Norman S. McIver, vp, sales; Eleanor N. Sanger, program director; Mary Rice Anderson, sales promotion mgr; Louis J. Kleinklaus, chief engineer.

WQXR-FM (Dec. 11, 1939): 96.3 mc; 11 kw. Duplicates WQXR (above).

WRCA (July 22, 1922): 660 kc; 50 kw, DA-1, 30 Rockefeller Plaza zone 20. Phone Circle 7-8340. National Broadcasting Co. (acquired station November 1926). (See NBC owned stations in "Group Ownership")
Network NBC.

William N. Davidson, gen mgr; Arthur Hamilton, station mgr; Herman Maxwell, coml mgr; Peter Aife, director of operations; Steve White, program director; Michael Lannon, promotion mgr; John H. Riedel, chief engineer.

WRCA-FM (Sept. 24, 1944): 97.1 mc; 11 kw. Duplicates WRCA (above).

WRCA-TV: TV companion of WRCA-AM-FM.

WWRB (Aug. 26, 1926): 1600 kc; 5 kw, DA-1, 41-30 58th St., Woodside, zone 77. Phone Defender 5-1000. Long Island Broadcasting Corp. (original owner).

Specialty programs: Spanish, 90½ hrs. wkly.; Polish, ½ hr. wkly.; Czech, 2 hrs. wkly.; Syrian, ¼ hr. wkly.; German, 11 hrs. wkly.; Greek, 1½ hrs. wkly.; Negro, 50 hrs. wkly.

William H. Reuman, pres; Edith Dick, gen mgr; Selvin Donneson, coml mgr; Fred Barr, program director; Arthur Rust, promotion mgr & merchandising; Benton R. Bartlett, chief engineer; Leon Lewis, news director; Alva Jahn, women's director.

WRFM (FM): 105.1 mc; 20 kw. Duplicates WWRB (above).

NIAGARA FALLS, Niagara County

WHLD (May 1940): 1270 kc; 5 kw-D, DA, United Bldg. Phone Butler 4-6464. Earl C. Hull (acquired station October 1954).

Network Northeast. Rep Headley-Reed. Specialty programs: Spanish, 1 hr. wkly.; Italian 6½ hrs. wkly.; Polish, 11 hrs. wkly.; German, 1 hr. wkly.; Ukrainian, 5 hrs. wkly.; Croatian, ½ hr. wkly.; Negro, 1 hr. wkly.

Earl C. Hull, gen mgr & chief engineer; Robert J. Manning, business mgr; Earle Hamrick, coml mgr; Edward F. Joseph, program mgr; John McLean, news director; Glenn L. Smith, farm director; Kathleen J. Lehir, women's director.

WHLD-FM (1946): 98.5 mc; 46 kw. Duplicates WHLD.

WJFL (Dec. 21, 1947): 1440 kc; 1 kw-D. Hotel Niagara. Phone Butler 5-5555. Niagara Frontier Broadcasting Corp. (acquired station March 1, 1955).

Rep. Pearson.
Specialty programs: Polish, 1 hr. wkly.; Negro, 1 hr. wkly.

Tom W. Tallot, pres & gen mgr; Walter Allen, coml mgr; Todd Barry, program director; Gus Czaplak, chief engineer; Jimmy Thompson, news director; Lou Schriver, farm director; Sue Baker, women's director.

NORWICH, Chenango County

WCEN (1952): 970 kc; 500 w-D, 14 S. Broad St. Phone 4-3218. Radio Norwich Inc. (original owner)

Rep. Devney.
William J. Hall, pres & gen mgr; Philip G. Penfold, coml mgr; Wiley R. Bates, chief engineer; Bob Kinney, farm director; Margaret Hall, women's director.

OGDENSBURG, Saint Lawrence County

WSLB (May 29, 1940): 1400 kc; 250 w. P. O. Box 300. Phone 500. Seaway Radio Inc. (acquired station Nov. 1, 1957). (See George W. Bingham stations in "Group Ownership")
Network MBS; Yankee.

Specialty programs: French.
George Bingham, pres; Thomas E. Leighton, gen mgr & coml mgr; Flo Beach Rowe, program director; J. La Rue, promotion mgr; Mary Simms, chief engineer; Dave Wolfanger, news director; Andy Graham, farm director; Dorothy Fuller, women's director.

OLEAN, Cattaraugus County

WHDL (1929): 1450 kc; 250 w, 3210 W State Rd. Phone 2-0161. TWX 22. WHDL Inc. (acquired station 1936). (See "Newspaper Ownership")
Network ABC. Rep Everett-McKinney.

John R. Henzel, pres & gen mgr; James F. Hastings, station mgr; Joseph K. Eade, coml mgr; Donald F. McLean, program director;

Wallace D. Taylor, chief engineer; Thomas J. McMahon, news director.

WHDL-FM (1949): 95.7 mc; 43 kw. Duplicates WHDL (above).

WJMS (May 20, 1957): 1260 kc; 1 kw-D, 168½ N. Union St. Phone 2-0147. Ocean Broadcasting Corp. (original owner).

Rep. H. Jewell.
Donald W. Merriman, pres & gen mgr; James Gleason, coml mgr; James Colston, program director; Ed Neilsen, production mgr; Wm. Potter, chief engineer; Bob Barry, news director; Ann Thomas, women's director.

ONEIDA, Madison County

WONG (Sept. 25, 1956): 1600 kc; 1 kw-D, 238 Main St. Phone 1600. John J. Gelger (original owner).

Rep. McGillem.
John J. Gelger, gen mgr; Joseph Treia, coml mgr; Tom E. Kaye, program director; Michael Creedman, promotion mgr; Robert Reynolds, chief engineer; W. Emerson Rhodes, news director; Will Waubel, farm director.

ONEONTA, Otsego County

WDOE (Dec. 1, 1947): 730 kc; 600 w-D, 104 Chestnut St. Phone 2470. Ottaway Stations Inc. (acquired station Dec. 1, 1947). (See James H. Ottaway stations in "Group Ownership" and see "Newspaper Ownership")
Rep. Radio-TV Reps.

James H. Ottaway, pres; Harold E. Graves, gen mgr; Benjamin M. Turnbull, coml mgr; Jerry Sanders, program director; William Pellit, chief engineer; Ted Roodhof, farm director; Esther Walling, women's director.

OWEGO, Tioga County

WEOB (July 3, 1957): 1330 kc; 1 kw-D, 61 North Ave. Phone 1671. Erdman Broadcasting Co. Inc. (original owner).

Rep. Porjoe.
Specialty programs: Italian, 1 hr. wkly.

Ellis E. (Woody) Erdman, pres & gen mgr; Robert Spiro, assistant mgr & coml mgr; Matt Cordaro, program director; Joseph Graziano, chief engineer; Alan Ostrander, news director; Merion Campbell, women's director.

PATCHOGUE, Suffolk County

WALK (April 20, 1952): 1370 kc; 500 w-D, Rox 230. Phone Grover 5-5200. Suffolk Broadcasting Corp. (original owner). (See "Newspaper Ownership")
Network Rural Radio Net. Rep Webb.

W. K. Macy Jr., pres & gen mgr; John Reyan, coml mgr; Jack Ellsworth, program director; Edward Becker, chief engineer; Hal

Because it talks in an adult way to an adult audience

WQXR PRODUCES MAN-SIZE RESULTS



Adults are your prime sales targets. They make the buying decisions. They spend the money.

The age group between 30 and 49, for instance, spends 53% of all money invested in automobiles, clothing, accessories, food, beverages, tobacco, home furnishings, recreation, medical care.

WQXR, concentrating on fine music, reaches an audience that

is 96.6% adult, according to Pulse. WQXR brings your message to a higher percentage of adults than any other New York radio station.

For one million adult families, nothing takes the place of good music . . . nothing takes the place of

WQXR | radio station of The New York Times
AM 50,000 watts, and FM

Radio Stations CONTINUED

NEW YORK CONTINUED

Fisher, news director; Bill Shallcross, farm director; Grace Brech, women's director.

WALK-FM (December 1952): 97.5 mc; 15 kw. Duplicates WALK (above).

WPAC (Dec. 1, 1951): 1530 kc; 5 kw-D, DA. 31 W. Main St. Phone Grover 5-4600. Patchogue Broadcasting Co. (original owner).

Rep Clark. Specialty programs: Spanish, Italian, Polish and Negro, ½ hr. wkly. each.

Lee Morrison, pres & gen mgr; Herbert Morrison, operation mgr; Stan Allan, station mgr; Aron Osipow, coml mgr; Dick Hodkin, program director; Morton Morrison, chief engineer; Alan Waldon, news director; Don Redmond, sports director; Don Lombardy, program mgr.

WPAC-FM (1957): 106.1 mc; 10 kw. Duplicates WPAC (above).

PEEKSKILL, Westchester County

WLNA (Nov. 27, 1948): 1420 kc; 1 kw-D. Box 188. Highland Broadcasting Corp. (original owner).

Rep Rambeau, Vance, Hopple. Irving E. Coltrill, pres, gen mgr & chief engineer; Francis V. Lough, coml mgr & program director.

WLNA-FM (1958): 100.7 mc; 10 kw. Duplicates WLNA (above).

PLATTSBURGH, Clinton County

WEAV (Feb. 3, 1924): 960 kc; 5 kw, DA-2. 38 Court St. Phone 1690. TWX PLATTS 193. Plattsburgh Broadcasting Corp. (original owner).

Network ABC, Rural Radio Net. Rep Masla. George F. Bissell, pres; A. E. Spokes, gen mgr; T. J. Hare, coml mgr; Lawrence LaPanne, chief engineer; Arthur Picore, news director; Jack Marino, farm director.

WIBY (Jan. 30, 1950): 1340 kc; 250 w. 301-03 Cornelia St. Phone 2800. Clinton County Broadcasting Corp. (original owner). Network MBS, Keystone. Rep McGavren-Quinn.

Joel H. Scheier, pres, gen mgr & coml mgr; Donald L. Pelkey, assistant mgr; Betty Kraus, program director; Joseph P. Missick, chief engineer; Richard B. Hildreth, news director; Chester O. Bosworth Jr., farm director.

PORT JERVIS, Orange County

WBLC (July 4, 1953): 1490 kc; 250 w. Box 920. Phone 3-2293. Port Jervis Broadcasting Co. (acquired station March 28, 1956).

Rep Hopewell. Sidney Sakofsky, pres; Oscar Wein, exec vp & gen mgr; Robert Douglas, news director; Kathy Burke, women's director.

POTSDAM, St. Lawrence County

WPDM (April 30, 1955): 1470 kc; 1 kw-D. Phone Colony 7-9404. St. Lawrence Radio Inc. (original owner). (See Kyle-Corgill-Trudeau stations in "Group Ownership").

Rep Forjoe. David A. Kyle, vp; Frederick G. Hartman, gen mgr; Eric C. Fields, station mgr & chief engineer; James Rogers III, sales mgr; Wynne Parrish, program director; Robert Jordan, news director; Richard Cook, farm director.

POUGHKEEPSIE, Dutchess County

WBOK (October 1949). 1390 kc; 1kw-D. Pendell Rd. Phone Grover 1-1500. Mid-Hudson Broadcasters Inc. (original owner).

Rep Everett-McKinney. Specialty programs: Italian, 1 hr. wkly. Arthur J. Barry Jr., pres. Frank Breslin, vp, gen mgr & coml mgr; John Burke, chief engineer; Robert Norman, news director; Lou Pells, farm director.

WKIP (June 1940): 1450 kc; 250 w. P. O. Box 389. Phone Grover 1-2300. TWX POUGHKEEPSIE 520. (acquired station June 1952). (See George W. Bingham stations in "Group Ownership").

Network ABC, Rural Radio Net. George W. Bingham, pres; Richard A. Dwelley, gen mgr; Stanley D. Mitchell, coml mgr; John J. Kuhn, program director; Marvin Seimes, chief engineer; Walter Clark, news director.

WKIP-FM (Dec. 7, 1947): 104.7 mc; 2.3 kw. Duplicates WKIP (above).

REMSEN, Oneida County

WBEW (Feb. 17, 1958): 1480 kc; 1 kw-D. 1 Pine St. Phone 3333. Town & Country Broadcasting Co. (original owner).

Edwin L. Staszarczyk, pres; Gerald W. Prouty, vp, gen mgr & chief engineer; John D. Perry, coml mgr; Alfred Liberatore, program director; Alice M. Cyr, women's director.

RIVERHEAD, Suffolk County

WRIV (June 19, 1955): 1390 kc; 1 kw-D. 1 E. Main St. Phone Park 7-1200. Suffolk Broadcasting Corp. (original owner). (See "Newspaper Ownership").

Rep Webb. Specialty programs: Negro, ½ hr. wkly. William K. Macy Jr., pres & gen mgr; Larry Nicoll, coml mgr; John F. Mulcahy, program director; Ed Becker, chief engineer; Bob Hodgson, news director; John Riggs, farm director; Kathleen Mulcahy, women's director.

ROCHESTER, Monroe County

WBBF (1947): 960 kc; 1 kw, DA-2. 339 East Ave. Phone Hamilton 6-3920. WBBF Inc. (acquired station June 1953). (See Star Broadcasting stations in "Group Ownership").

Rep Venard, Rintoul & McConnell. Maurice L. Forman, chief owner; Robert S. Kieve, gen mgr & coml mgr; Claude Johnstone, program director; Vincent Lopopolo, chief engineer; Ralph Knox, news director.

WHAM (July 12, 1922): 1180 kc; 50 kw. 201 Humboldt St. zone 3. Phone Hubbard 1160. Riggs & Greene Broadcasting Corp. (acquired station Aug. 29, 1956).

Network NBC. Rep Christal (U. S.); McDermott (Canada). John S. Riggs, pres; F. Robert Greene, gen mgr; Arthur W. Kelly, assistant gen mgr & station mgr; Frederick Elliott, local sales mgr; Edward Bryant, program director; Ray Lucia, chief engineer; David E. Kessler, news director; George Haefner, farm director; Louise Wilson, women's director.

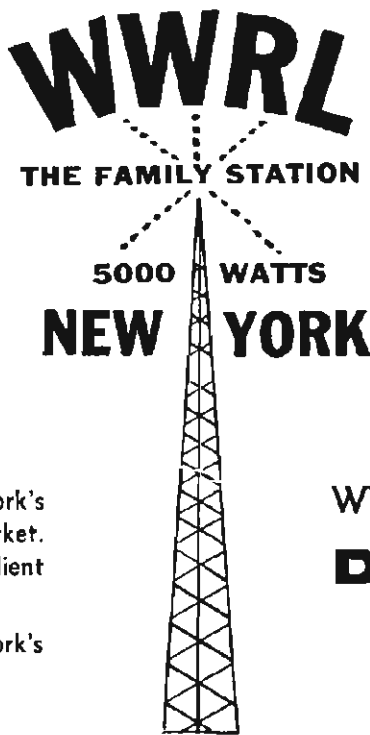
WHFM (FM) (1939): 98.9 mc; 20 kw. Duplicates WHAM (above).

WHEC (1925): 1460 kc; 5 kw, DA-N. 191 East Ave zone 4. Phone Baker 5-3050. TWX RO 284. WHEC Inc. (acquired station 1935). (See "Newspaper Ownership" and Gannett Newspapers stations in "Group Ownership").

Network CBS. Rep Everett-McKinney. Paul Miller, pres; Glover DeLaney, vp; Lowell H. MacMillan, gen mgr & coml mgr; Warren Doreinus, program director & news director; Dorothy Cotton, promotion mgr & women's director; Howard Mouatt, chief engineer.

WHEC-TV: Tv companion of WHEC.

WHAT STATION speaks the "language" of 2,455,000 NEGRO & PUERTO RICAN New Yorkers?



Buy the station that has the ear of New York's ever increasing Negro and Puerto Rican market. 41% increase in Negro population gives your client untold sales potential.

You're on the beam with WWRL . . . New York's NUMBER 1 NEGRO and SPANISH station.

WWRL . . . on the air 24 Hours Daily **DEfender 5-1600**

Radio Stations CONTINUED

NEW YORK CONTINUED

ROCHESTER (Continued)

WRVM (July 27, 1957): 630 kc; 250 w-D, 130 Clinton Ave. South, zone 4. Phone Baker 5-2320. Rochester Broadcasting Co. (original owner).

Rep Forjoe.
Harry Trenner, pres. Thomas H. O'Neil, gen mgr & coml mgr; J. Arnold Schoor, program director & promotion mgr; Al Ruben, chief engineer; David Miller, news director.
WSAY (Sept 26, 1950): 1370 kc; 5 kw, DA-N, 250 East Ave. zone 4. Phone Baker 5-4870. Federal Broadcasting System Inc. (original owner).

Rep Walker-Rawalt.
Specialty programs: German, 1 hr. wkly.; Italian, 2 hrs. wkly.; Jewish 1/2 hrs. wkly.; Gordon P. Brown, gen mgr & coml mgr; John Hill, program director; S. Reber, promotion mgr; Bella Fisher, women's director.
WVET (November 1947): 1250 kc; 3 kw, DA-N, 17 S. Clinton Ave. zone 4. Phone Hamilton 6-4820. TWX RO 291. Veterans Broadcasting Co. (original owner).

Network ABC. Rep Bolling.
Ervin F. Lyke, pres & gen mgr; Arthur Murrellwright, gen sales mgr; John P. Decker, program director; Bill Schulert, promotion mgr; Ray Jones, chief engineer; Tom Decker, news director.

WVET-TV: Tv companion of WVET.

ROME, Oneida County

WKAL (1946): 1450 kc; 250 w. Capitol Theater. Phone 3015. Copper City Broadcasting Corp.

Network CBS. Rep Cooke.
Myron Kallet, pres; James F. Mullen, gen mgr; Alberta Rossi, assistant mgr.

SALAMANCA, Cattaraugus County

WGGO (June 18, 1957): 1590 kc; 1 kw-D, 91 Main St. Phone 1515. Alfred B. Smith (acquired station March 1, 1955).

Rep Continental Radio Sales.
Loren F. Bridges, gen mgr & coml mgr; Allen Carpenter, chief engineer; Rodger Allen, news director; John Fisher, farm director.

SARANAC LAKE, Franklin County

WBZE (Sept 11, 1927): 1240 kc; 250 w. 83 Main St. Phone 1229. Upstate Broadcasting Corp. (original owner).

Network NBC. Rep Rumbens, Vance & Hopple.
Jacques DeMatteis, pres & gen mgr; Jeanne DeMatteis, coml mgr & program director; John N. Garwood, promotion mgr; H. Harwood Williams, chief engineer; John F. Delahant, news director; Maribel H. Reseth, women's director.

SARATOGA SPRINGS, Saratoga County

WRSA (Oct 29, 1957): 1260 kc; 1 kw-D, Rip Van Dam Hotel. Phone 4300. Radio Station WRSA Inc. (acquired station March 17, 1955).

Lou Tolner, pres; Jack Oranch, gen mgr; Richard O'Connor, chief engineer.
WSPN (May 13, 1954): 900 kc; 250 w-D, 71 West Ave. Phone Saratoga 2180. Spa Broadcasters Inc. (original owner).

Rep Richard O'Connell.
Kenneth H. Frecherm, pres; Robert W. Dingman, gen mgr; Joseph D. Snyder, coml mgr; Sheldon E. Tiedlock, program director; John D. Leis, chief engineer.

SAUGERTIES, Ulster County

WSKN (March 4, 1958): 920 kc; 1 kw, DA-D, P. O. Box 920, Mt. Marston, N. Y. Phone Cherry 6-2822. Skylark Corp. (acquired station March 4, 1958).

Rep Clark

John Lynker, pres & gen mgr; W. Irving Rose, coml mgr & promotion mgr; Elliot Nevias, program director; Lo Roy Puller, chief engineer; Robert Browning, news director; Alex Osina, farm director; Evelyn Briggs, women's director.

SCHENECTADY, Schenectady County

WGY (Feb. 1922): 810 kc; 50 kw, 1400 Balltown Road, Zone B. Phone Franklin 7-2261. TWX 86. General Electric Co. (original owner).

Network NBC. Rep Christal.
Robert Paxton, pres; J. Milton Lang, gen mgr; Robert F. Reid, marketing mgr; Merl L. Galusha, operations mgr; Arthur R. Garland, promotion mgr; Willard J. Purcell, advanced planning & research mgr; Donald A. Tuttle, farm director; Martha Brooks, women's director; Don M. Chowa, production mgr; John Schmillrich, sales mgr.

WGPM (FM) (June 13, 1940): 93.5 mc; 6 kw. Duplicates WGY (above).

WRGH (TV): Tv companion of WGY & WGPM (FM).

WSNY (July 15, 1942): 1240 kc; 250 w. 619 State St., zone 7. Phone Express 3-3622. Western Gateway Broadcasting Corp. (original owner).

Rep Forjoe.
Specialty programs: Polish, 2 hrs. wkly.
Winslow P. Leighton, pres & gen mgr; Thomas O. Seely, coml mgr; Sina Vaccu, program director; Stephen A. Fitz, promotion mgr; Irving P. Beck, chief engineer.

SPRINGVILLE, Erie County

WSPE (PM) 88.1 mc; 10 w. Board of Education.

SYRACUSE, Onondaga County

WABR (FM) (1947): 88.1 mc; 750 w. Main Library, Syracuse U., zone 10. Phone Granite 6-5571, ext 226. Syracuse U.

Network NAEB.
Eugene S. Foster, gen mgr; Ralph Malvik, program director; John Soergel, chief engineer.

*Non-commercial educational.
WDDS (FM) (1956): 93.1 mc; 97 kw. Chamber of Commerce Bldg. Functional Broadcasting Inc.

WBFL (February 1922): 1350 kc; 5 kw, 12A-N, P. O. Box 1430, East Syracuse. Phone Howard 3-8531. TWX 291. First Broadcasting Corp. (acquired station April 1956). (See Pioneers Corp. stations in "Group Ownership").

Network ABC. Rep Hollingbery.
Harold E. Anderson, pres; Henry T. Wilcox, gen mgr; Richard E. Polgreen, assistant mgr & director of sales; J. Edward Hill, promotion mgr; Wilson P. Fox, chief engineer; James C. Lamanna, news director; Al Warner, farm director; Dorothy C. Hill, women's director.

WHEN (April 1941): 620 kc; 1 kw-D, 1 kw-N, 12A-N, Low Bldg., zone 3. Phone Harrison 2-0277. TWX SS-475. Meredith Syracuse Radio Corp (acquired station March 1, 1954). (See Meredith Pub. Co. stations in "Group Ownership" and see "Newspaper Ownership").

Network CBS; Rural Radio Net. Rep Katz.
Specialty programs: Ukrainian, 40 min. wkly.
E. T. Meredith Jr., pres; Paul Adams, vp & gen mgr; William H. Bell, station mgr & coml mgr; John Scott, program director; Robert Paul, promotion mgr; Robert Ardner, chief engineer; Joe Curamiskey, news director & fm director; Kay Larson, women's director.
WHEN-TV: Tv companion of WHEN (above).

WNDR (1946): 1260 kc; 5 kw, DA-N P. O. Box 1212. Syracuse Broadcasting Corp.

Rep Forjoe.
Arthur C. Kyle Jr., gen mgr; James A. McKechnie, coml mgr.

WOLY (1940): 1490 kc; 250 w. P. O. Box 1292. Phone Harrison 2-7211. Civic Broadcasting Corp.

Rep Walker-Rawalt.

T. S. Marshall, pres & gen mgr; Al White, coml mgr; Hamilton Woodie, program director; Donald A. Mum, chief engineer.

WONO (FM) (July 21, 1958): 100.9 mc; 260 w. 237 E. Genesee St., zone 2. Phone Granite 1-2217. Sentinel Heights FM Broadcasters Inc.

Earl A. Williams, pres & gen mgr; Benjamin Duroh, program director; Richard D. Shannon, chief engineer.
WSYR (1922): 570 kc; 5 kw, DA-2, 1030 James St., zone 3. Phone Granite 4-3911. TWX SS 183. Central New York Broadcasting Corp. (acquired station 1958). (See Newhouse Newspaper stations in "Group Ownership" and see "Newspaper Ownership").

Network NBC. Rep Christal.
B. R. Vadeboncoeur, pres & gen mgr; William R. Alford, coml mgr; William V. Rothrum, vp; Floyd W. Ottoway, program director; Louis Switzer, promotion mgr; Albert J. Kuchler, chief engineer; Fred Hillegas, news director; Robert DeWolfe, farm director; Barbara Jordan, women's director.

WSYR-FM (1945): 94.5 mc; 20 kw. Duplicates WSYR (above).

WSYR-TV: Tv companion of WSYR-AM-FM (above).

TICONDEROGA, Essex County

WIPS (Aug. 2, 1956): 1250 kc; 1 kw-D, Fort Road. Phone June 5-2365. Portage Broadcasting Corp. (original owner).

Martin Karig, pres; Ruth M. Robertson, gen mgr & coml mgr; Lloyd Howe, chief engineer & farm director; Richard Grant, news director.

TROY, Rensselaer County

WPLY (FM) (1945): 92.3 mc, 5.4 kw. Hotel Troy. Phone Ashley 2-7700. Troy Record Co. (original owner). (See "Newspaper Ownership").

Network Rural Radio Network.
Frank L. York, pres & gen mgr; Robert C. Goodrich, station mgr; Donald Girard, coml mgr & program director; Karl Schabinger, chief engineer.

WHAZ (1922): 1330 kc; 1 kw. ST-WBBR. W&V. Phone Ashley 2-3000. Rensselaer Polytechnic Institute.

Robert Bush, pres; Neil Harris, gen mgr.
WBPI (FM) (1947): 91.5 mc; 710 w. Same address and licensee as WHAZ (above).

*Non-commercial educational.

WTBY (1940): 980 kc; 3 kw, DA-1, 92 Fourth St. Phone Ashley 4-1100. WTRY Broadcasting Corp. (acquired station Dec 16, 1957).

Rep Blair.
Daniel W. Kops, pres; Sam S. Nielsen, vp & gen mgr; Edward Ruppe, coml mgr; George E. Le Zotte, program mgr & news editor; John Muntzer, program director; Robert Snyder, promotion mgr; Frank Belaska, chief engineer; Monroe Benton, farm director.

UTICA, Oneida County

WBX (Dec. 5, 1925): 610 kc; 5 kw, DA-1, 187 Genesee St., zone 2. Phone Utica 2-2101. TWX 8015. WUX Inc. (acquired station May 1, 1931).

Network CBS. Rep Meeker.
Specialty programs: Italian, 1/2 hr. wkly; Polish, 3/4 hrs. wkly.

Margaret Potter Bowen, pres; Frederic C. Bowen, assistant pres & gen mgr; Elliott A. Stewart, exec. vp, station mgr & program mgr; William Heiderich, local sales mgr; John T. Dowdell, chief engineer; Allan Bonapart, morning news editor & farm director; Bill Evans, evening news editor; Ellen T. Burt, women's director.

WBUN (April 24, 1948): 1150 kc, 5 kw-D, 1 kw-N, DA-2, 285 Genesee St., zone 2. Phone Swift 7-1500. Rome Sentinel Co. (original owner). (See "Newspaper Ownership").

Network Rural Radio Net. Rep Avery-Knodel.
Specialty programs: Italian, 5 hrs. wkly; Polish, 2 hrs. wkly.

Bradley C. Barnard, pres; Fritz Updike, gen mgr; Richard A. Clark, station mgr; Philip Cameron, program director; Alan E. Cole, promotion mgr & news director; C. F. Henry, chief engineer; Bill Shatt, farm director; Elizabeth Odames, women's director.

WRUN-FM (Oct. 10, 1947): 105.7 mc; 4.3 kw. Duplicates WRUN (above).

WTLB (1947): 1310 kc; 1 kw-D, 500 w-N, DA-N, Kelllogg Road, New Hartford, N. Y. Phone 5-5209. TWX UT 8017. Star Broadcasting Co. (original owner). (See Star Broadcasting Stations in "Group Ownership").

Network ABC. Rep Venard, Rintoul, & McConnell.

M. R. Forman, pres; Harry V. Barker, gen mgr; Gerald McGuire, coml mgr; Dave Bennett, program director; John Hensley, promotion mgr; Marvin Belsky, chief engineer; Nick Dardano, news director.

WALTON, Delaware County

WDLA (May 30, 1951): 1270 kc; 1 kw-D. Phone Underhill 5-4321. Delaware County Broadcasting Corp. (original owner).

Network Rural Radio Net. Rep Rameau, Vance & Hopple.

E. Orden Bush, pres; Michael J. Caneen, vp & gen mgr; Myra Youmans, promotion mgr; Charles R. Lisner, chief engineer; Richard Hoyt, news director; Clarence Denton, farm director.

WATERTOWN, Jefferson County

WATN (Feb. 3, 1941): 1210 kc; 250 w. 118 Washington St. Phone 2124. Watertown Broad-

LAKE ONTARIO

5000 WATTS

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ROCHESTER, N. Y.

PLATTSBURGH, N. Y.
a growing market

- SAC AIR BASE
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- CLOSE TO MONTREAL
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DIAL 960 **WEAV** 5000 WATTS

Top "Pulse" in Clinton and Essex Counties

Radio Stations CONTINUED

NEW YORK CONTINUED

casting Corp. (original owner).

Rep Devney.
G. H. Richter, pres & gen mgr; Donald Schryver, J. Frederick Sprague, co-chief engineers.

WWNY (April 29, 1941): 790 kc; 1 kw, DA-N, Hotel Woodruff. Phone Sunset 8-3800. TWX WATERTOWN 460. The Brockway Co. (acquired station June 1, 1957). (See "Newspaper Ownership").

Network CBS. Rep Weed.
John B. Johnson, owner; Louis Saiff Jr., gen mgr; Earl R. Kelly, station mgr & program director; Harold Gore Jr., sales mgr; Maynard B. Davis, chief engineer; Donald Hopkins, news director; Dorothy Parr, women's director.

WCNY-TV (Carthage-Watertown): Tv companion of WWNY.

WELLSVILLE, Allegany County

WLSV (Oct. 31, 1955): 790 kc; 500 w-D. Hotel Fassel. Phone 727. Radio Services of Wellsville (original owner).

J. S. Mumma, pres; Joseph Mumma, gen mgr; Robert H. Elliott, station mgr; Craig Cummings, coml mgr; Joseph Rossier, program director; Edward Stlker, promotion mgr; Larry Shields, chief engineer; Dick Smith, farm director; Dolores Mariotti, women's director.

WETHERSFIELD, Wyoming County

WRBL (FM) (1948): 107.7 mc; 5.4 kw; Terrace Hill, Ithaca, N. Y. Phone 4-6357. Northeast Radio Corp. (See Rural Radio Network stations in "Group Ownership").

Network Rural Radio Net.
C. L. Dickinson, pres.

WHITE PLAINS, Westchester County

WFAS (Aug. 11, 1932): 1230 kc; 250 w. Secor Rd., Hartsdale. Phone White Plains 9-6400. Westchester Broadcasting Corp. (original owner). (See "Newspaper Ownership").

Rep Headley-Reed.
Valentine E. Macy Jr., pres; Frank A. Seitz, gen mgr; John H. Hade, coml mgr; Randall Kaler, program director; Jack Pearson, chief engineer.

WFAS-FM (Sept. 1, 1947): 103.9 mc; 120 w. Duplicates WFAS (above).

WOODSIDE, Bergen County

WWRL (See New York).

NORTH CAROLINA

AHOSKIE, Hertford County

WRCS (1948): 976 kc; 1 kw-D. P. O. Box 89. Roanoke-Chowan Broadcasting Co.

Charles H. Jenkins, pres; P. G. Sewell, mgr.

ALBEMARLE, Stanly County

WABZ (1948): 1010 kc; 1 kw-D. Box 226. Phone Yukon 2-1020. Radio Station WABZ Inc. (acquired station 1953).

Network Keystone.
Stanton P. Williams, pres; Mrs. Ramelle G. Varner, gen mgr; Marvin A. Coley, coml mgr; John D. Brooks, chief engineer.

WABZ-FM (1957): 100.9 mc; 750 w. Duplicates WABZ (above).

WZKY (July 9, 1956): 1580 kc; 250 w-D. Box 365. Phone Yukon 2-1111. Stanly County Broadcasting Co. (acquired station Dec. 31, 1957).

Jack Presson, pres, gen mgr, promotion mgr, chief engineer & news director; Neilson Russell, coml mgr & farm director; Irma Presson, program director; Bertha Morrow, women's director.

ASHEBORO, Randolph County

WGWR (1947): 1260 kc; 1 kw-D. P. O. Box 309. Asheboro Broadcasting Co. (See "Newspaper Ownership").

J. R. Marlowe, mgr.
WGWR-FM (1949): 92.3 mc; 10 kw. Same licensee as WGWR (above).

ASHEVILLE, Buncombe County

WISE (October 1939): 1310 kc; 5 kw-D, 1 kw-N, DA-N. 92 Haywood St. Phone Alpine 3-5381. Radio Station WISE Inc. (original owner). (See Harold H. Thoms stations in "Group Ownership").

Rep Broadcast Time Sales.
Harold H. Thoms, pres; John R. Morris, station mgr & coml mgr; Donald Stewart Jr., program director; Matthew Munn, chief engineer.

WLOS (Aug. 11, 1947): 1380 kc; 5 kw-D, 1 kw-N, DA-N. 288 Macon Ave. Phone Alpine 2-2431. TWX AV 80. Skyway Broadcasting Co. (See Wolfson-Meyer stations in "Group Ownership").

Network ABC; NBC. Rep Venard, Rintoul & McConnell.

Specialty programs: Negro, 5 hrs. wkly.
Harold K. Bennett, pres; Charles B. Britt, executive vp; George Roesler, coml mgr; R.

Fred Brown Jr., program, news & farm director; Dan Mirto, promotion mgr; George Sprague, chief engineer.

WLOS-FM (Aug. 11, 1947): 104.3 mc; 9.1 kw. Duplicates WLOS (above).

WLOS-TV. Tv companion of WLOS-AM-FM.

WSKY (1947): 1230 kc; 250 w. 12 Church St. Phone Alpine 3-4451. Radio Asheville Inc. (original owner).

Rep Everett-McKinney.
Zeb Lee, pres, gen mgr & natl sales mgr; Bruce Barnes, coml mgr; Mike Ling, program director; William Clements Jr., chief engineer; Al Lavie, news director.

WWNC (Feb. 22, 1927): 570 kc; 5 kw, DA-N. 14 O. Henry Ave. Phone Alpine 2-5611. TWX AV 85. Asheville Citizen-Times Publishing Co. (See "Newspaper Ownership").

Network CBS. Rep H-R Representatives.
Robert Bunnelle, pres; Cecil E. Hoskins, gen mgr & promotion mgr; James A. Hagan, coml mgr; William F. Meila, program & news director; Harvey Nations, chief engineer; Scotty Rhodarmer, farm director.

BEAUFORT, Carteret County

WBMA (1954): 1400 kc; 250 w. Richard Ray Cummins (original owner).
Richard Cummins, owner & gen mgr.

BELMONT, Gaston County

WCGC (Dec. 11, 1954): 1270 kc; 1 kw-D, 500 w-N, DA-N. Box 629. Phone Talmadge 5-2812. TWX 584. Central Broadcasting Co. (original owner).

Network ABC; MBS. Rep Rambeau, Vance, Hopple.

Specialty programs: Negro, 2 hrs. wkly.
Robert R. Hilker, pres & gen mgr; Boyce J. Hanna, coml mgr; Frank Thomas, program director, news director & promotion mgr; Rogers Hovis, chief engineer; Ebb Gantt, sports director; Gurney Thomas, farm director; Cris Tench, women's director.

BOONE, Watauga County

WATA (1950): 1450 kc; 250 w. P. O. Box 72. Phone Amherst 4-8461. Wilkes Broadcasting Co.

Doris B. Brown, mgr; W. Ralph Tugman, coml mgr; Jane Smith, program director.

BREVARD, Transylvania County

WFNF (July 6, 1950): 1240 kc; 250 w. Phone Turner 3-2611. Pisgah Broadcasting Co. (original owner). (See "Newspaper Ownership").

Network Tobacco.
Ed M. Anderson, pres; Bobby Hoyle, gen mgr & coml mgr; Al Martin, program & farm director; John Anderson, promotion mgr; Baxter Morris, chief engineer; Frances Walker, women's director.

BURLINGTON, Alamance County

WBBB (September 1941): 920 kc; 5 kw-D. P. O. Box 1119. Phone Canal 6-6376. Alamance Broadcasting Company (original owner).

Network MBS; Keystone. Rep Clark.
Specialty programs: Negro, 10 hrs. wkly.
E. Z. Jones, gen mgr & news director; C. Robert Ray, assistant & sales mgr; Berry Tysor, chief engineer; Stewart Bleakly, farm director; Bernice Pruitt, women's director.

WBBB-FM (1946): 101.1 mc; 3.8 kw. Duplicates WBBB (above).

WFNS (February 1947): 1150 kc; 1 kw-D. P. O. Box 1328. Phone Canal 7-4261. Burlington-Graham Broadcasting Co. (original owner).

Network Tobacco. Rep Walker-Rawalt.

Specialty programs: Negro, 5 hrs. wkly.
G. C. (Jack) Starnes, gen mgr & national news director; Harold Nall, coml mgr; William Diffe, program director; Olin Campbell, promotion mgr; Charles K. Stafford, chief engineer; Gibson Jackson, local news director; Jim Hall, farm director; Fran Campbell, women's director.

WFNS-FM (April 1947): 93.9 mc; 2.8 kw. Licensee, address & staff same as WFNS (above).

CANTON, Haywood County

WWIT (July 12, 1954): 970 kc; 1 kw-D. Box 391. Phone Mission 3-3588. Western North Carolina Broadcasters Inc. (original owner).

Network MBS; Keystone; Tobacco; Southeastern Key Market Net. Rep Best.

Specialty programs: Negro, 6½ hrs. wkly.
R. M. Middleton, pres; Kermit Edney, gen mgr; V. E. Pressley, coml mgr; Wayne Harris, program director & promotion mgr; Barry Medlin, chief engineer; Sam Patterson, news director; Jim Northington, farm director; Freda Burress, women's director.

CHAPEL HILL, Orange County

WGHL (Jan. 23, 1953): 1360 kc; 1 kw-D. Chapel Hill-Durham Blvd. Phone 8454. Village Broadcasting Co. (original owner).

Itoland McClamrock, Jr., pres & gen mgr; Ty Boyd, coml mgr; Ed Zimmerman, program director; Harry Durham, promotion mgr; James Botsford, chief engineer; Catherine B. Williams, women's director.

***WUNC (FM)** (September 1952): 91.5 mc; 15.5 kw. Communication Center. Phone 9472. University of North Carolina.

D. W. Knoepfler, gen mgr; J. B. Mayo, student mgr; R. R. Rippy, chief engineer.

*Non-commercial educational.

CAROLINA FARM SERVICE NETWORK

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171,750 Radio Homes

in 30 Counties

(Source: Nielsen #2 Daytime Weekly Circulation)

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PROGRAMS

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—WEATHER—

"A Carolina Institution"

Monday thru Saturday

7:35 a.m. to 7:45 a.m.; 12:35 p.m. to

12:45 p.m.; 6:35 p.m. to 6:45 p.m.

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WRRZ—Clinton

WGBR—Goldsboro

WGTC—Greenville

WHNC—Henderson

WELS—Kinston

WEED—Rocky Mount

WMPM—Smithfield

WCPS—Tarboro

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* March '58 6-County Pulse

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CHARLOTTE, N. C.

Radio Stations CONTINUED

NORTH CAROLINA CONTINUED

CHARLOTTE, Mecklenburg County

WAYS (1941): 610 kc; 5 kw-D, 1 kw-N, DA-2, 3229 South Blvd. Phone Jackson 3-0121. Inter-city Adv. Co. (original licensee). (See Harold H. Thoms stations in "Group Ownership").

Rep Broadcast Time Sales.
Howard P. Mendel, gen mgr; Ralph Little, coml mgr; Ted Thomas, program director; L. I. Dekle, chief engineer.

WBT (April 1922): 1110 kc; 50 kw, DA-N, 1 Jefferson Place. Phone Edison 3-3832. TWX CE 295. Jefferson Standard Broadcasting Co. (acquired station Sept. 23, 1945). (See Jefferson Standard Life Insurance Co. stations under "Group Ownership"); also see "Newspaper ownership".

Network CBS. Rep CBS Radio Spot Sales. J. M. Bryan, pres; Charles H. Crutchfield, gen mgr; Paul B. Marlon, coml mgr; Bailey Hobgood, program director; O. N. Burgess Jr., promotion mgr; Thomas E. Howard, chief engineer; Nelson Benton, news director; Orady Cole, farm director; Pat Lee, women's director.

WBT (TV) (TV): Tv companion of WBT.

WGOC (See Belmont, N. C.).

WGTV (December 1947): 1600 kc; 1 kw-D, 2520 Toomey Ave. Phone Franklin 5-7376. Charlotte Radio & Tv Corp. (original owner).

Rep ForJoos.

Specialty programs: Negro, 65 hrs. wkly.
Francis M. Fitzgerald, pres, owner & gen mgr; Ray W. Ervin, coml mgr; Nelda McManus, program director; Larry Keith, promotion mgr; S. K. Lueberger, chief engineer; James Witter, news director; William Sanders, farm director; Hatty Fleming, women's director.

WIST (1951): 930 kc; 5 kw-D, 1 kw-N, DA-N, Liberty Life Bldg. Phone Franklin 8-3511. Broadcasting Co. of the South (original owner).

Rep Peters, Griffin, Woodward.

B. Calhoun Hipp, pres; G. Richard Shafto, executive vp, Ray M. Stanfield, managing director; Jon A. Hoiday, program & news director; James S. Pfaff, local sales mgr; Augustus O. Richardson, chief engineer.

WKTC (August 1958): 1310 kc; 1 kw-D, 2001 Suttle Ave. Phone Franklin 7-6644. Queen City Broadcasting Co.

T. C. Wood Jr., pres & gen mgr; George Webb, chief engineer.

WMT (FM) (1951): 106.9 mc; 36 kw, 331 Commerce Bldg. Phone Edison 3-9000. Mount Mitchell Broadcasters Inc.

Rep Grant Webb.

J. R. H. Wilson, pres & gen mgr; Thomas G. Bryant, chief engineer & program director.
WSOC (Oct. 14, 1933): 1240 kc; 250 w, 1925 N. Tryon St. Phone Franklin 6-3401. TWX CE 192. WSOC Broadcasting Co. (original owner).

Network NBC. Reprs H-R Representatives; Freeman Jones (Atlanta).

Earle J. Gluck, chair of board; Larry Walker, pres; Henry Sullivan, gen mgr; Byron Smith, coml mgr; Fred Dickson, program & farm director; James Evans, promotion mgr; L. L. Caudle Jr., chief engineer; Carroll McGaughey, news director.

WSOC-FM (1947): 103.5 mc; 35 kw. Duplicates WSOC (above).

WSOC-TV: Tv companion of WSOC-AM-FM.

WWCK (1955): 1480 kc; 1 kw-D, 215 Grey-stone Road, Jarkson 3-1041. Radio Charlotte Inc. (acquired station Aug. 11, 1958). (See Tarlow Assoc. stations in "Group Ownership"). Sherwood J. Tarlow, pres.

CLINGMAN'S PEAK, Yancey County

WMT (FM) (See Charlotte).

CLINTON, Sampson County

WRZZ (April 6, 1947): 890 kc; 1 kw-D, Hwy 791. Phone 2165. A. G., J. B. Jr. & G. T. Williams and J. L. Austin. (acquired station June 1, 1955).

Network ABC. Rep Walker-Rawalt.

Specialty programs: Negro, 6 hrs. wkly.

A. G., J. B. Jr., G. T. Williams and J. L. Austin, owners; George Walston, gen mgr & coml mgr; James R. Tew, program director; E. D. Powell, promotion mgr; Jacob L. Bowles, chief engineer.

CONCORD, Cabarrus County

WEGO (1943): 1410 kc; 1 kw-D, P. O. Box 527. Phone State 2-6215. Concord Kannapolis Broadcasting Co. (acquired station July 1, 1957).

Network Keystone.

Robert R. Hilker, pres; J. Norman Young, gen mgr & news director; Claude C. Gibson, coml mgr; Dell Wilkerson, program director; Kenneth K. Kennedy, chief engineer; Jean Young, women's director.

DUNN, Harnett County

WCKB (Dec. 6, 1946): 780 kc; 1 kw-D, P. O. Box 431. Phone 3133. North Carolina Central Broadcasters Inc. (original owner).

Network Keystone, Tobacco.

Specialty programs: Negro, 1 hr. wkly.

Lofton A. Tart Sr., pres; A. Lincoln Faulk,

gen mgr; Carl E. Lamm, coml mgr; Rudy Zurlo, program director; John Ciccone, promotion mgr; Joseph C. Kotlas, chief engineer; John G. Thomas, news & farm director; Polly E. Faulk, women's director.

DURHAM, Durham County

WDNC (April 15, 1934): 620 kc; 5 kw-D, 1 kw-N, DA-2, 138 East Chapel Hill St. Phone 6-153. TWX Durham 5078. Durham Radio Corp. (original owner). (See "Newspaper Ownership").

Network CBS. Rep Raymer.

C. C. Council, pres; J. Frank Jarman, gen mgr; C. J. Woodhouse, coml mgr; E. R. Higgins, program director; Roy King, chief engineer; Al Pruitt, news director; Frances Jarman, women's director.

WDNC-FM (March 1948): 105.1 mc; 36 kw. Duplicates WDNC (above).

WTVD (TV): Tv companion of WDNC-AM-FM.

WSOC (1954): 1410 kc; 1 kw-D, Box 28. Phone 2-4681. Carolina Radio Inc. (acquired station October 1957).

Reps Rambaue, Vance, Hopple; Dora-Clayton (southeast).

Specialty programs: Negro 100%.

Robert A. Moore, pres; James H. Mayes Jr., gen mgr; Jack Hammette, local sales mgr; Norfley Whitted, program & public relations director; Roy Fullen, engineer-in-charge; Betty Anderson, women's director.

WSSB (1946): 1490 kc; 250 w, P. O. Box 1168. Phone 7-1111. Public Information Corp. (acquired station 1953).

Rep Gill-Perna.

Edgar L. Clinton, pres & gen mgr; Coburn Gunn, coml mgr; Lex Diamond, program director & news director; Charles T. Tart, chief engineer.

WTIE (1946): 1310 kc; 1 kw-D, 500 w-N, DA-N, P. O. Box 609. Phone 6-101. W. & W. Broadcasting Co. (acquired station Sept. 1, 1956).

Network ABC, Tobacco, Carolina Group. Rep. McGillvra.

C. H. Wentz, pres; H. Tom Morris, gen mgr; Wally Ausley, program director.

EDENTON, Chowah County

WCDJ (November 1955): 1260 kc; 1 kw-D, Box 509. Phone 2178. Colonial Broadcasting Co. (acquired station July 1957).

Network Keystone.

Specialty programs: Negro, 8½ hrs. wkly.

J. M. Schuman, pres; R. W. Schuman, gen mgr & coml mgr; Boyce Williams, program director; Guy Moody, promotion mgr; Anthony Ostopoff, chief engineer; Nancy Carson, women's director.

ELIZABETH CITY, Pasquotank County

WCNC (September 1939): 1240 kc; 250 w, P. O. Box 535. Phone 4379. Albemarle Broadcasting Co. (original owner).

Network Keystone. Rep Bogner & Martin.

Specialty programs: Negro 6 hrs. wkly.
Joseph L. Lamb Sr., pres; Joseph L. Lamb Jr., gen mgr & chief engineer; Desmond S. Barclay, assistant mgr; Claude E. Ferrell, coml mgr; Bill Diggs, program director; Fred Haney, news director; Sol Mann, farm director; Meade Moore, women's director.

WGAI (Nov. 18, 1947): 560 kc; 1 kw-D, 500 w-N, DA-2, 560 Radio Road. Phone 4371. WGAI Radio Co. Inc. (original owner).

Network Tobacco.

C. Alden Baker, pres & gen mgr; Bob Thomas, coml mgr; Jack Aulis, program director & promotion mgr; Jim Woods, farm director; Imogene Eason, women's director.

ELIZABETHTOWN, Bladen County

WBLA (Aug. 3, 1956): 1440 kc; 1 kw-D, P. O. Box 327. Phone 3126. Bladen Broadcasting Corp. (original owner).

Network MBS; Keystone. Rep Best.

Specialty programs: Negro, 15 hrs. wkly.

F. C. Register, pres; E. B. Clark, vp; Chatham C. Clark, gen mgr, coml mgr & sec-treas; Bob Fowler, program director & promotion mgr; Carl Strohmeier, chief engineer; Wesley Unold, news director.

ELKIN, Surry County

WIFM (1949). 1540 kc; 250 w-D, P. O. Box 152. Phone 360. Tri-County Broadcasting Co. (acquired station July 1, 1954). (See "Newspaper Ownership").

Network Southeastern Key Market Net.

H. F. Laffoon, pres; Eugene Smith Jr., station mgr; Robert G. Shreve, coml mgr; Ruth Smith, program director & women's director; Mack Frecze, promotion mgr; Eugene G. Smith, chief engineer.

WIFM-FM (1949): 100.9 mc; 350 w. Duplicates WIFM (above).

FAIRMONT, Robeson County

WEMO (July 13, 1953): 860 kc; 1 kw-D, P. O. Box 492. Phone Main 8-4781. Carolinas Broadcasting Co. (April 1953).

Network Tobacco. Rep Webb.

Special programs: Negro, 18 hrs. wkly.
Cutlar Moors, pres; Billy E. Peele, gen mgr & coml mgr; J. J. Orlando, program director; Joe Miles, chief engineer & news director; Joel Collins, farm director; Delma Johnson, women's director.

This microphone creates the nation's 24th largest radio market — 312,830 families who listen weekly during daytime. WBT's total audience exceeds by 711% that of Charlotte's second station. WBT wins every Pulse time segment but one in the 25 counties surrounding Charlotte.

Jefferson Standard Broadcasting Company • Charlotte, N. C. • "Colossus of the Carolinas" • Represented by CES Radio Spot Sales

Radio Stations CONTINUED

NORTH CAROLINA CONTINUED

FARMVILLE, Pitt County

WBTL (not on air, target date unknown): 1050 kc; 250 w; DA-D, P. O. Box 1841, Charlotte, N. C. Atlantic Broadcasting Corp. Bert M. Montagnes, executive in charge.

FAYETTEVILLE, Cumberland County

WFAI (October 1948): 1230 kc; 250 w; Rogers Bldg. Phone Hudson 4-6161. Ralph E. Hess (acquired station December 1953). Network CBS. Rep. Clark.

Specialty programs: Negro, 1 1/2 hrs. wkly. Ralph E. Hess, pres & gen mgr; Rob Smith, coml mgr; Ralph Allen Hess, program director; Jim Zatten, promotion mgr; Walter Lee Morning, chief engineer; Ernie Eya, women's director.

WFLB (1947): 1490 kc; 250 w; Fort Bragg Blvd. Phone Homblock 2-7136. TWX FY TVL 59-02. Fayetteville Broadcasters Inc. (acquired station June 1958).

Network ABC. Rep. Burn-Smith.

Specialty programs: Negro, 6 hrs. wkly. L. W. Allen, pres; James D. Simpson, gen mgr; Charles Cooper, coml mgr; Hugh Zachary, program director; Bertie J. Modlin, chief engineer; Francis Zahran, women's director.

WFNC (1939): 1390 kc; 5 kw-D, 1 kw-N, DA-2, 1009 William Clark Rd. Phone Hudson 4-4181. Cape Fear Broadcasting Co. (original owner). Network MBS. Tobacco. Rep. Walker-Brawley.

Victor W. Dawson, pres; Norman J. Suttles, mgr; Johnny Joyce, coml mgr; Elbert Greenway, program director; Edward Cook, chief engineer; Mrs. Clyde Swink, news director.

WFNC-FM (1948): 98.1 mc; 14 kw. Duplicates WFNC (above).

WIDU (1948): 1690 kc; 1 kw-D. Daniel P. Owen (original owner).

FOREST CITY, Rutherford County

WAGY (not on air, target date unknown): 1320 kc; 500 w-D. Box 253. Tri-City Broadcasting Co.

Gerard T. Becknell & A. Hayle Lovelace, partners.

WBBO (Sept. 14, 1947): 780 kc; 1 kw-D. Phone Cherry 5-4205. Rutherford County Radio Co. (original owner). (See "Newspaper Ownership").

Network Tobacco.

Specialty programs: Negro, 2 hrs. wkly.

Ed M. Anderson, pres & gen mgr; Fred Blanton, coml mgr; Charles Melton, program & news director; Mary Lou Hamrick, promotion mgr & women's director; Merton Iwerks, chief engineer.

WBBO-FM (Dec. 1948): 93.3 mc; 1.5 kw. Duplicates WBBO (above).

FRANKLIN, Macon County

WFSC (May 5, 1957): 1650 kc; 500 w-D. Box 470. Phone 438. Macon County Broadcasting Co. (original owner).

Network Keystone.

Graves Taylor & Henry Bartol, partners. Edwin P. Healy, gen mgr, coml mgr & chief engineer; Hal Rogers, program director & promotion mgr; Charlie Hicks, news director; Bill Stone, farm director; Elizabeth McCollum & Nellie Sue Pattillo, women's directors.

WFSC-FM: 94.5 950 w. Duplicates WFSC (above).

FUQUAY SPRINGS, Wake County

WFVG (March 18, 1949): 1460 kc; 1 kw-D. P. O. Box 588. Phone Fuquay-Varina 333. Radio Station WFVG (acquired station Jan. 13, 1950).

Network MBS, Keystone, Rep. Continental.

Specialty programs: Negro, 2 hrs. wkly. J. M. Stephenson, pres; Robert E. Stephenson, gen mgr & chief engineer; Hugh E. Holder, coml mgr & news director; W. M. Pearson, program director; F. Ray Godwin, farm director; F. Wood, women's director.

GASTONIA, Gaston County

WGNC (March 1939): 1450 kc; 250 w; North Chester St. Phone University 5-8501. TWX GASA 391. Catherine T. McSwain.

Network ABC, Tobacco. Rep. Continental.

Catherine T. McSwain, pres; Pat McSwain, gen mgr; Carl Rhyne, coml mgr; Fred Gray, program director; W. C. Groves Jr., chief engineer.

WGNC-FM (September 1947): 101.9 mc; 11.1 kw. Duplicates WGNC (above).

WLTC (March 8, 1948): 1470 kc; 1 kw-D. Phone University 5-1073. Gastonia Broadcasting Service Inc. (original owner).

Network Keystone. Rep. Clark.

James B. Petty, pres & gen mgr; B. C. Morrow, coml mgr; A. G. Phillips, program director, promotion mgr & news director; Don Voigt, chief engineer & farm director; Gerry Phillips, women's director.

GOLDSBORO, Wayne County

WFMC (Nov. 11, 1951): 750 kc; 1 kw-D. P. O.

Box 655. Phone 963. Southern Radio & TV Corp. (original owner).

Network Keystone, Southeastern Key Market Net.

Specialty programs: Negro, 1 1/2 hrs. wkly. Kenneth T. Marshall, pres & gen mgr; Henry M. Harrison, program director & chief engineer; James Hall, news director & sports director; Robert Wooten, farm director; Dot Ogburn, women's director.

WGBR (Aug. 15, 1939): 1150 kc; 5 kw-D, 1 kw-N, DA-2. P. O. Box 1024. Phone 3730. Eastern Carolina Broadcasting Co. (original owner).

Network ABC, Tobacco.

Specialty programs: Negro, 1/2 hr. wkly. A. T. Hawkins, pres; Vassie G. Balkeum, gen mgr; Robert E. Hill, program director; Daniel B. Trueblood, chief engineer; Bill Justice, news director.

WZQR (FM) (1946): 96.9 mc; 11 kw. Duplicates WGBR (above).

WGOL (October 1955): 1300 kc; 1 kw-D, 116 W. Mulberry St. Phone 4900. Better Advertising Inc. (acquired station July 1958).

William S. Page, pres; Jack P. Hutkins, gen mgr; John G. Britt, station mgr; Paul E. Horne, chief engineer.

GREENSBORO, Guilford County

WBIG (August 1926): 1470 kc; 5 kw, DA-N. 2820 Battleground Rd. Phone Broadway 2-6123. TWX GN 80. North Carolina Broadcasting Co. (original owner). (See Jefferson Standard Life Insurance Co. under "Group Ownership").

Network CBS. Rep. Hollingbery.

Michaux Crocker, pres; Allen Wannamaker, vp & gen mgr; W. H. Henry, coml mgr; Lloyd Gordon, program director; Dan T. Griffin, assistant mgr; Ernest C. Pate Jr., chief engineer; Add Penfield, news director; Dean Wells, farm director; Clara Martin, women's director.

WCOG (1948): 1320 kc; 5 kw-D, 1 kw-N, DA-2, 705 W. Market St. Phone Broadway 3-6925. WCOG Inc. (original owner). (See Harold H. Thoms stations in "Group Ownership").

Rep. Broadcast Time Sales.

Harold H. Thoms, pres; Terrence Gane, gen mgr; Jim Batts, coml mgr; Bill Dixon, program director; Ansel Atkins, chief engineer; Tom Wall, news director; Al Troctor, farm director; Marietta Record, women's director.

WGBG (February 1942): 1400 kc; 250 w. P. O. Box 2280. Phone Broadway 3-3631. Greensboro Broadcasting Co. (original owner).

Network MBS. Rep. Burn-Smith.

Specialty programs: Negro, 1 1/2 hrs. wkly. Ralph M. Lambeth, pres, gen mgr & program



Greensboro Metropolitan Market Area ranks —

1st in the Carolinas

- In Per Family Sales
- In Food Store Sales

2nd in the Carolinas

- In Retail Sales

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(Broadcasting since 1926)



HOLLINGBERY, NATIONAL REPRESENTATIVE

Radio Stations CONTINUED

NORTH CAROLINA CONTINUED

director; Jack Rimmer, coml mgr; Fred S. Smith, chief engineer.

***WGFS (FM)** (September 1951): 89.9 mc; 10 w. Senior High School, Phone Broadway 4-7831. Board of Trustees, Greensboro City Administrative Unit.

P. J. Weaver, superintendent, Greensboro City Schools, pres; Carl A. Litaker, director, audio-visual education & gen mgr; Mozelle Causey, program director; Oliver Jeffus, chief engineer.

*Non-commercial educational.

WIDE (FM) (Jan. 9, 1958): 93.7 mc; 5.8 kw. 903 Howard St. Phone Broadway 4-7555. Herman C. Hall.

Herman C. Hall, mgr & chief engineer; Joseph Evans Kirkman, sales mgr; Ervin S. Batchelor, program director.

WPET (1953): 950 kc; 500 w-D. Meadowview Rd. Phone Broadway 5-4464 Gifford Advertising Inc. (acquired station 1957).

Rep Simmons Assoc.
Specialty programs: Negro, 6½ hrs. wkly.
William P. Mitchell, pres & gen mgr; James W. Butts, coml mgr; Robert L. Montgomery, program director & news director; Ruennell Stewart, promotion mgr & women's director; Jim Stewart, chief engineer; Vern Walton, farm director.

GREENVILLE, Pitt County

WGTC (1940): 1590 kc; 5 kw-D. 1 kw-N. DA-N. 5th & Evans. Phone 6740. Greenville Radio Co. (acquired station Dec. 1, 1954).

Network MBS, Carolina Farm Service Net. Rep Devney.

H. W. Anderson, pres; Joel Lawhon, gen mgr; J. T. Snowden, coml mgr; Bill Covington, chief engineer.

***WWWS (FM)** (April 17, 1957): 91.3 mc; 3.95 kw. Box 68, East Carolina College. Phone 7122. East Carolina College.

Network International Goodwill Network.
Dr. John D. Messick, President of East Carolina College, pres; Rosalind Roulston, director of radio and tv; Wendell Smiley, technical director; Lawrence Behr, chief engineer.

*Non-commercial educational.

HAMLET, Richmond County

WDXK (June 30, 1957): 1400 kc; 250 w. Fifth St. Phone 1482. Ridsen Allen Lyon (original owner).

Ridsen Allen Lyon, owner; W. P. Billingsley, gen mgr; Paul Ridenhour, station mgr; Alex Morrison, program director; W. S. Taylor, chief engineer; Lettye Brown, women's director.

HENDERSON, Vance County

WHNC (June 5, 1945): 890 kc; 1 kw-D. Norlina Road. Phone Geneva 8-7138. Henderson Radio Corp. (original owner).

Network MBS, Keystone, Carolina Farm Service Network.

Specialty programs: Negro, 31 hrs. wkly.
Nathan Frank, pres & promotion mgr; Dr. Claye Frank, gen mgr & coml mgr; Mozelle Moore, program director; James Mayo, chief engineer; Robert B. Harrison, news director & farm director.

WHNC-FM (June 5, 1948): 92.5 mc; 9 kw. Duplicates WHNC (above).

WHVH (Oct. 1, 1955): 1450 kc; 250 w P. O. Box 1011. Phone Geneva 8-8135. WHVH Inc. (acquired station Feb. 2, 1957).

Network Tobacco.
Specialty programs: Negro, 22 hrs. wkly.
Lawrence Brandon, pres & gen mgr; Mike Hight, coml mgr; Ed Brame, chief engineer; Ruth Allen, women's director.

HENDERSONVILLE, Henderson County

WHKP (Oct. 22, 1946): 1450 kc; 250 w. Chimney Rock Road. Phone Oxford 3-9061. (acquired station 1947).

Network ABC, Keystone. Rep Best.
Specialty programs: Negro, 5 hrs. wkly.
Beverly M. Middleton, pres; Kermit Edney, gen mgr; Arthur Cooley, sales mgr; Jim Northington, program director; Charles Renfrow, chief engineer; Mary Barber, women's director.

WHKP-FM (April 19, 1958): 102.5 mc; 9.5 kw. Duplicates WHKP (above).

HICKORY, Catawba County

WHKY (June 10, 1940): 1290 kc; 5 kw-D. 1 kw-N. DA-N. 415 1st Ave., N.W. Phone Diamond 5-2294. TWX 490. Catawba Valley Broadcasting Co. (original owner). (See "Newspaper Ownership").

Network ABC. Rep Dora-Clayton.
Carl V. Clump Sr., station pres; Edmund S. Long, gen mgr; Barnett M. Sigmon, coml mgr; Mrs. Laura C. Hall, program director & promotion mgr; Thomas E. S. Long, chief engineer; Dr. Harry D. Henry, news director; Arnold L. Setzer, farm director; Lanthe R. Campbell, women's director.

WIRC (Dec. 5, 1948): 830 kc; 1 kw-D. 329 First Ave., N.W. Phone Diamond 6-2124. Foothills Broadcasting Inc. (original owner). Rep Pearson.

Margaret A. Smith, pres & women's director; Edmund H. Smith Jr., chief owner & gen mgr; Elmer Troutman, assistant mgr & chief engineer; Lee W. Douglas, coml mgr; Mattie I. Padgett, program director; Cecile Bost, promotion mgr.

HIGH POINT, Guilford County

WHPE (June 1947): 1070 kc; 1 kw-D. 504½ N. Main St. Phone 3460. High Point Broadcasting Co. (acquired station January 1954).

Network Keystone.
Specialty programs: Negro, 10 hrs. wkly.
Garry C. Davis, pres, coml mgr, program director, news director & chief engineer; Roger L. Parris, promotion mgr; Albee Chafin, farm director; Barbara Hight, women's director.

WHPE-FM (1948): 93.5 mc; 13 kw. Duplicates WHPE (above).

***WHPS (FM)**: 89.3 mc; 10 w. Board of School Commissioners of The City of High Point.

WMFR (1935): 1230 kc; 250 w. 164 S. Main St. Phone 4593. TWX HP 403. Radio Station WMFR Inc. (acquired station 1940).

Network ABC. Rep Burn-Smith.
Specialty programs: Negro, 5 hrs. wkly.
Frank S. Lambeth, pres & gen mgr; Frank Smith, coml mgr; Winfred R. Carter, program director, farm director & women's director; Gerald D. Sullivan, assistant mgr; Robert D. Boyd, chief engineer; John O. Neill, news director.

WMFR-FM (1946): 99.5 mc; 8 kw. Licensee, address & staff same as WMFR (above).

WNOS (1953): 1690 kc; 1 kw-D. P. O. Box 1448. Phone 2-6551. Statesville Broadcasting Co.

Garett Allen, gen mgr; Betty Ann Litzie, coml mgr; Bob Tesh, program director & promotion mgr; Ken Abernathy, chief engineer.

WNOS-FM (1953): 100.3 mc; 2.7 kw. Duplicates WNOS (above).

JACKSONVILLE, Onslow County

WJOC (1945): 1240 kc; 250 w. P. O. Drawer E. Phone 7701. Onslow Broadcasting Corp. (acquired station Oct. 1, 1955).

Network MBS, Keystone.
Robert P. Mendelson, pres & gen mgr; Jean Jackson, program director & women's director; Karl Dorsey, chief engineer.

WLAS (June 1954): 910 kc; 1 kw-D. P. O. Box 1197. Phone 3901. Seaboard Broadcasting Co. (original owner).

Paul Parker, gen mgr & coml mgr; Jack Knight, program director.

KANNAPOLIS, Cabarrus County

WGTL (June 10, 1947): 870 kc; 1 kw-D. P. O. Box 997. Phone Webster 3-8700. Fred H. Whitley Inc. (original owner).

Specialty programs: Negro, 7 hrs. wkly.
Fred H. Whitley, pres & gen mgr; Foy Hinson, chief engineer.

KINGS MOUNTAIN, Cleveland County

WKMT (March 12, 1953): 1220 kc; 1 kw-D. Cleveland Ave., Ext. Phone 999. R. H. Whitesides (acquired station Aug. 1, 1954).

Specialty programs: Negro, 7 hrs. wkly.
R. H. Whitesides, chief owner; Jonas R. Bridges, gen mgr & coml mgr; Doris S. Bridges, program director; Robert Green, promotion mgr; George Patterson, chief engineer; Bill Young, news director; Charles Cabaniss, farm director.

KINSTON, Lenoir County

WELS (September 1950): 1010 kc; 1 kw-D. 1312 W. Vernon Ave. Phone Jackson 3-5151. Farmers Broadcasting Service Inc. (original owner).

Network Tobacco, Carolina Farm Service. Rep Bogner & Martin.

Specialty programs: Negro, 1 hr. wkly.
William S. Page, pres; Jack P. Hankins, gen mgr, coml mgr, promotion mgr & farm director; Wilton Kiker, program director; Harvey Mewhorn, chief engineer; Jack Rider, news director.

WFCC (1937): 960 kc; 5 kw-D. 1 kw-N. DA-N. 204 E. King St. Phone Jackson 3-4111. Town & Country Worldwide Productions Inc. (acquired station January 1957). (See "Town & Country stations in "Group Ownership").

Network ABC. Rep Best.
Conne B. Gay, chair of bd; Jane E. Trimmer, pres; Nascob S. Tweel, gen mgr; J. B. Ham, station mgr; Dave Hardison, chief engineer.

WTSP (June 21, 1953): 1230 kc; 250 w. P. O. Box 1045. Phone Jackson 3-6161. Citizen's Broadcasting Co. (acquired station October 1953).

Network MBS.
Specialty programs: Negro, 12 hrs. wkly.
E. J. Schuffman, pres & gen mgr; Adelaide H. Waller, program director & women's director; Robert Taylor, promotion mgr; S. B. Petteway, chief engineer.

LAURINBURG, Scotland County

WEWO (Sept. 1, 1947): 1080 kc; 1 kw-D. P. O. Box 513. Phone Crestview 6-2911. Scotland Broadcasting Co. (original owner).

Network Keystone.

Specialty programs: Negro, 10 hrs. wkly.

Edwin Pate, pres; J. R. Dalrymple Jr., gen mgr & farm director; Truman Brock, chief engineer; Dick Brown, news director; Rita Kyle, women's director.

WEWO-FM (May 1, 1951): 96.5 mc; 9.2 kw. Licensee, address & staff same as WEWO (above).

LEAKSVILLE, Rockingham County

WLOE (Dec. 20, 1940): 1490 kc; 250 w. P. O. Box 632. Phone Main 3-3118. WLOE Inc. (original owner).

Specialty programs: Negro, 3 hrs. wkly.
Douglas L. Craddock, pres, gen mgr & coml mgr; Barbara Farles, program director & promotion mgr; Eldred Wiinn, chief engineer; Virginia Hudgins, news director; Carl Webb, farm director; Mary Ann Rickman, women's director.

WLOE-FM (March 1949): 94.5 mc; 20 kw. Duplicates WLOE (above).

LENOIR, Caldwell County

WJRI (March 15, 1947): 1340 kc; 250 w. 107 West Ave. Phone Plaza 4-5361. John P. Rabb (original owner).

Network MBS, Keystone.
Specialty programs: Negro, ¼ hr. wkly.
John P. Rabb, owner & gen mgr; P. Kent Atwater, coml mgr & program director; James L. Painter, chief engineer; Robert B. Carlton, news director; Max Culp, farm director.

LEXINGTON, Davidson County

WBUY (Sept. 22, 1946): 1440 kc; 5 kw-D. P. O. Box 359. Phone Chestnut 6-4110. Davidson County Broadcasting Co.

Network Keystone. Rep George T. Hopewell.
Omar G. Hilton, partner; Greeley N. Hilton, partner, gen mgr & promotion mgr; Dewey M. Hutchins, coml mgr; Donald L. Matney, program director & farm director; Fred L. Honeycutt, chief engineer; Edward Menke, news director; Helen M. Linder, women's director.

WBUY-FM (Aug. 24, 1949): 94.3 mc; 300 w. Duplicates WBUY (above).

LINCOLNTON, Lincoln County

WLON (Aug. 28, 1953): 1050 kc; 1 kw-D. Startown Rd. Phone Regent 5-8071. Lincoln County Broadcasting Co. (original owner).

Specialty programs: Negro, ¼ hr. wkly.
W. Jack Brown, pres, gen mgr & coml mgr; Carl Smith, program director & news director; Dennis C. Long, chief engineer; Hazelene C. Brown, women's director.

LOUISBURG, Franklin County

WYEN (not on air, target date unknown): 1480 kc; 500 w-D. Franklin Broadcasting Co.

Joseph T. Lane & George E. Peterson, partners.

LUMBERTON, Robeson County

WAGR (November 1954): 1480 kc; 1 kw, DA-2. 2106 N. Cedar St. Phone Redfield 9-3394. Southeastern Broadcasting Corp. (original owner).

Rep Rameau, Vance, Hopple.
Specialty programs: Negro, 1 hr. wkly.
Danny Shaver, co-owner, gen mgr & coml mgr; Al Kahn, co-owner & station mgr; Earl Caton, program director; Milton Newsome, chief engineer.

WTSB (June 7, 1948): 1340 kc; 250 w. Maxton Rd. Box 393. Phone Redfield 9-6056. Robeson Broadcasting Co. (original owner).

Network MBS, Keystone, Carolina Service Net. Rep Continental.

Specialty programs: Negro, 5 hrs. wkly.
Jack A. Sharme Jr., pres & treas; Jack Paul, vp & chief stockholder; Al G. Stanley, gen mgr & program director; Allen Vause, coml mgr; William F. Rogers, chief engineer; Lou Lovette, farm director.

MADISON (MAYODAN), Rockingham County

WMYN (July 15, 1957): 1420 kc; 500 w-D. P. O. Box 311. Phone 9207. Mayo Broadcasting Corp. (original owner).

J. Banner Shelton, pres; Banner F. Shelton, gen mgr; C. L. Rhodes, chief engineer; Robert Kent, news director; Carrie B. Wilson, women's director.

MARION, McDowell County

WERM (May 9, 1949): 1250 kc; 1 kw-D. 13 W. Court St. Phone 7221. Lake City Broadcasting Corp. (original owner).

Network Tobacco.
W. E. Erwin, pres; Jack Reynolds, gen mgr, promotion mgr & news director; John Pleasant, coml mgr; Syd Carrigan, program director & farm director; Hubert Martin, chief engineer; Jessie Reynolds, women's director; Maurice O'Dell, sports director.

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CHAPMAN COMPANY**
1182 W. Peachtree
Atlanta

Radio Stations CONTINUED

NORTH CAROLINA CONTINUED

MARSHALL, Madison County

WMBR (Sept. 20, 1956): 1460 kc; 500 w-D. P. O. Box 228. Phone 5251. Marshall Broadcasting Co. (acquired station Aug. 2, 1957).

Network Keystone.
Cleatus O. Brazzell, co-owner & pres; Vernon C. McCarthy, co-owner, gen mgr, promotion mgr & chief engineer; Dean Shields, co-owner, coml mgr & farm director; Wanda Crowe, program director & women's director; Jerry Plemmons, news director.

MONROE, Union County

WMAP (July 16, 1947): 1060 kc; 250 w-D. P. O. Box 590. Phone Atlantic 3-6621. Union Broadcasting Corp. (original owner).

Network Keystone. Rep Continental.
Specialty programs: Negro, 2 hrs. wkly.
Frank A. Funderburk, pres, program director & news director; J. Archie Laney, gen mgr; William D. Benton, coml mgr; Clark Goodwin, promotion mgr; Robert I. Smith, chief engineer & farm director; Shirley Fowler, women's director.

MOOREHEAD CITY, Carteret County

WMBL (1947): 740 kc; 1 kw-D. P. O. Box 740. Carteret Broadcasting Co.
Grover C. Munden, pres.

MOORESVILLE, Iredell County

WHOP (July 1950): 1350 kc; 1 kw-D. Phone North 3-4301. Wayne M. Nelson. (original owner).

Network Keystone.
Wayne M. Nelson, gen mgr & coml mgr; Mrs. Leoma Showmar, program director & promotion mgr; Phillip W. Nelson, chief engineer; Buck Mills, news & farm director.

MORGANTON, Burke County

WMNC (Sept. 23, 1947): 1430 kc; 5 kw-D. P. O. Box 693. Phone Hemlock 7-0521. Nathan J. Cooper (original owner).

Network Keystone.
Nathan J. Cooper, owner & gen mgr; Hubert J. Powell, coml mgr; Madelyn Y. Patton, program director; Frank A. Ballew, chief engineer; Herbert Speas, farm director.

MT. AIRY, Surry County

WPAQ (February 1948): 740 kc; 10 kw-D. Springs Road. Phone State 6-6111. Ralph D. Epperson (original owner).

Network Keystone. Rep Clark.
Specialty programs: Negro, 9 hrs. wkly.
Ralph D. Epperson, owner & gen mgr; Dale W. Gallimore, coml mgr; Costin Lindsay, program director; Jim Shelton, promotion mgr; Stu Watson, news director; Joe Johnson, farm director; Alma Hiatt, women's director.
WSYD (Oct. 4, 1951): 1300 kc, 5 kw-D, 1 kw-N, DA-N. P. O. Box 209. Phone 581 (State 6-2147 after Nov. 16, 1958). Mt. Airy Broadcasters Inc. (original owners).

Network MBS. Rep Best.
Robert H. Epperson, pres, gen mgr & chief engineer; Erastus F. Poore, coml mgr; Elbert Williams, program director, promotion mgr & farm director; LeRoy Childress, news director.

MURPHY, Cherokee County

WCVP (not on air, target date unknown): 600 kc; 1 kw. Cherokee Broadcasting Co.

WBEK (July 27, 1958): 1390 kc; 1 kw-D. P. O. Box 304. Phone Vernon 7-3210. James B. Childress (original owner).

James B. Childress, owner; Paul Ridenhour, gen mgr & coml mgr; Bill Stanley, chief engineer.

NEW BERN, Craven County

WBOT (April 1932): 1450 kc; 250 w. P. O. Box 551. Phone Melrose 7-4450. Ray D. Williams. (acquired station May 1, 1950).

Network MBS, Tobacco. Rep Pearson.
Specialty programs: Negro, 5 hrs. wkly.
Ray D. Williams, owner, gen mgr, coml mgr & promotion mgr; Earl Lewis, program director; Bill Dixon, chief engineer; Mary Powell, news director; Paul Cox, farm director; Eddythe Williams, women's director.

WBNB (Nov. 6, 1957): 1490 kc; 250 w. P. O. Box 31. Phone Melrose 7-6114. WBOF-TV Inc. (acquired station Nov. 6, 1957).

Network Keystone. Reps Best; Dora Clayton (south).
J. Leo Hoarty Jr., pres; William A. Rhyne, gen mgr; Henry Truk, coml mgr; James Wilkie, chief engineer; George Shriver, news director.

NEWTON, Catawba County

WNNC (June 10, 1948): 1230 kc; 250 w. West A St. Extension. Phone Ingersoll 4-4041. Newton-Conover Broadcasting Co.

Network Keystone.
Earl Holder, pres & gen mgr; Eugene Henry, coml mgr; Sylvia Cope, program director; Bill Bryan, chief engineer.

NORTH WILKESBORO, Wilkes County

WKBC (June 1947): 810 kc 1 kw-D. Radio Building. Phone 633. Wilkes Broadcasting Co. (original owner).

Network Keystone.
Doris B. Brown, pres & gen mgr; Roland B.

Potter, coml mgr; Robert B. Brown, promotion mgr; Anne Martin, women's director.

OXFORD, Granville County

WOXF (June 9, 1949): 1340 kc; 250 w-D. P. O. Box 1111. Phone 4167. Oxford Broadcasting Corp.

Atlas N. Critcher, pres; James F. Flanagan, gen mgr; Pat Flanagan, coml mgr & news director; Robert R. Smith Jr., program director; Royster Critcher, promotion mgr; Gale Lewis, chief engineer; Hart Curl, farm director; Doris Dickerson, women's director

PLYMOUTH, Washington County

WFNC (not on air; target date fall 1958): 1470 kc; 1 kw-D. Highway 64. Harry A. Epperson Sr. (original owner).

Harry A. Epperson Sr., owner; Lewis R. Kurtz Jr., gen mgr.

RALEIGH, Wake County

WKIX (1948): 850 kc; 10 kw-D, 5 kw-N, DA-N. 219 S. McDowell St. Phone Temple 2-5512 TWX RL 5081. Ted Oberfelder Broadcasting Co. (acquired station Nov. 19, 1957).

Network ABC, MBS. Rep Avery-Knodel
Ted Oberfelder, pres & gen mgr; Neil Randall, coml mgr; Alan Browning, program director; Chas. Stegall, promotion mgr; Wayne Yalverton, chief engineer; Al Lavoie, news director.

WKIX-FM (1948): 96.1 mc; 29.6 kw. Duplicates WKIX (above).

WMSN (1954): 570 kc; 500 w-D. 649 Maywood Ave. Merchant & Farmers Station.
B. H. Ingle Sr., gen mgr.

WPTF (1924): 680 kc; 50 kw, DA-N. Insurance Bldg. Phone Temple 2-8311. TWX RLGH 5086. WPTF Radio Co. (acquired station 1927).

Network NBC. Rep Peters, Griffin, Woodward.
Richard H. Mason, pres & gen mgr; R. W. Youngsteadt, sales mgr; Graham E. Poyner, program mgr; Worth White, promotion mgr; Henry Hulick Jr., chief engineer; Phil Ellis, news director; Earl Hostetter, farm director; Harriet Pressley, women's director.

WPTF-FM (1949): 94.7 mc; 50 kw. Same address, licensee and staff as WPTF (above).

WRAL (1939): 1240 kc; 250 w. 130 South Salisbury St. Phone Temple 4-6401. Capitol Broadcasting Co.

Network Tobacco Net. Rep H-R.
Specialty programs: Negro, 15 hrs weekly.
A. J. Fletcher, pres; Fred Fletcher, vp & gen mgr; Bill Currie, station mgr; Bob Zealy, local sales mgr; Tom Tucker, program director; Fred Haney, engineering supervisor; George Penny, news director.

WRAL-FM (1946) 101.5 mc; 54 kw. Duplicates WRAL (above).

WRAL-TV: Tv companion of WRAL-AM-FM.

REIDSVILLE, Rockingham County

WERC (Oct. 15, 1947): 1600 kc; 1 kw. DA-N. Harrison St. Extension. Phone Dickens 9-4361. Piedmont Carolina Broadcasting Co. (original owner).

Network Keystone. Rep Bogner & Martin
H. T. Williams, pres; Steve Woodson, gen mgr & coml mgr; Eugene Overby, program director; William Scarborough, chief engineer; Forrest Bedell, news director; Ed Foil, farm director; Mary Baker, women's director.

WREY (Oct. 15, 1950): 1220 kc; 250 w-D. Danville Highway. Phone Dickens 9-7051. Reidsville Broadcasting Co. (original owner). (See "Newspaper Ownership").

Specialty programs: Negro, 11 hrs. wkly.
William M. Oliver Sr., pres & gen mgr; E. M. Hurd, director of sales & promotion mgr; Katve F. Oliver, program director; Jerry Husky, farm director.

WREY-FM (Sept. 7, 1948): 102.1 mc; 1.6 kw. Duplicates WREY (above).

ROANOKE RAPIDS, Halifax County

WCRT (December 1940): 1230 kc; 250 w. 251 Roanoke Ave. Phone 7-2545. WCRT Inc.

Network Keystone, Tobacco.
Specialty programs: Negro, 4 hrs. wkly.
J. W. Crew Jr., pres; Tommy Williams, gen mgr & coml mgr; Clayton Sledge, promotion mgr; Marvin Floyd, chief engineer.

ROCKINGHAM, Richmond County

WAYN (September 1946): 900 kc; 1 kw-D. Phone 4041. Radio Station WAYN Inc. (original owner).

Wayne M. Nelson, pres & gen mgr; William Fulterer, coml mgr & promotion mgr; Carl M. Wilson, chief engineer.

ROCKY MOUNT, Nash County

WCEC (Nov. 7, 1947): 810 kc; 1 kw-D. Highway 95 West. Phone 2-3109. Eastern Carolina Electronics Inc. (original owner). (See Carolina Broadcasting Stations in "Group Ownership"; also see "Newspaper Ownership").

Network CBS, Keystone, Tobacco. Rep Continental Radio Sales.
Specialty programs: Negro, 12 hrs. wkly.
Josh Horne, pres; Mel Warner, gen mgr; Ray Thompson, coml mgr; Ray Wilkinson, program director; Grover Taylor, chief engineer; Sam Bland, news director; Tal Pollard, farm director; Margie Stator, women's director.

WFMA (FM) (Nov. 7, 1947): 100.7 mc; 33kw. Licensee, address and staff same as WCEC (above).

WEED (Sept. 10, 1933): 1390 kc; 5 kw-D, 1 kw-N, DA-2. P. O. Box 752. Phone 6-6736. W. A. Wynne (original owner).

Network ABC. Rep Burn-Smith.
W. A. Wynne, owner; Rainey Horner, gen mgr & coml mgr; John Droad, program direc-

tor; Bill Anthony, promotion mgr; Joe R. Morris, chief engineer; George Peterson, news & farm director; Robbie May, women's director.
WEED-FM (1949): 92.2 mc 270 w. Duplicates WEED (above).

WRMT (not on air, target date unknown): 1490 kc; 250 w. 202 Peoples Bank Bldg. M. R. Robbins.

M. R. Robbins, sole owner.

ROXBORO, Person County

WRXO (June 1949): 1430 kc; 1 kw-D. P. O. Box 130. Phone 6013. Roxboro Broadcasting Co. (original owner).

Specialty programs: Negro 6 hrs. wkly.
Harold Taylor, pres, gen mgr, coml mgr & chief engineer; Graham Jones, program, news & farm director.

WRXO-FM (June 1958): 96.7 mc; 600 w. Licensee, address & staff same as WRXO (above).

SALISBURY, Rowan County

WSAT (April 29, 1948): 1280 kc; 1 kw, DA-N. Drawer #99. Phone Melrose 3-0621 TWX 186. Mid-Carolina Broadcasting Co. (acquired station December 1957).

Network ABC, Carolina Group, Rep McGilvra.
Specialty programs: Negro, 9 hrs. wkly.

C. H. Wentz, pres; Harry L. Welch, sec & treas. Katherine Murphy coml mgr & news director; Gales M. Adkins, program director; E. L. Sherman, chief engineer; Orval Cox, farm director.

WSTP (Jan. 1, 1939): 1490 kc; 250 w. 1105 Statesville Road. Phone Melrose 6-3811. WSTP Inc. (acquired station October 1956).

Network MBS, Keystone. Rep Walker-Rawalt; Dors-Clayton (southeast).
Tom Harrell, pres, gen mgr & coml mgr; Ted Austin, program director & co-owner; Bill Brown, promotion mgr; Jack Ikner, chief engineer & co-owner Russ McIntire, news director; Ed Fuller, farm director; Sylvia Wiseman, women's director.

WSTP-FM (1946): 106.5 mc; 2.9 kw. Licensee, address & staff same as WSTP (above).

SANFORD, Lee County

WEYE (Oct. 2, 1952): 1290 kc; 1 kw-D. P. O. Box 550. Phone Spring 4-5561. Lee Broadcasting Corp. (acquired station Oct. 3, 1957).

Network Tobacco.
Specialty programs: Negro, 7 hrs. wkly.

Dallas L. Mackey, pres; Mrs. E. Keller, coml mgr; Tom Grey, program director; Martha H. Markey, promotion mgr; Raymond Albert, chief engineer; Fae Farmer, women's director.

WWGP (1946): 1050 kc; 1 kw-D. 210 St. Clair Court. Phone Spring 3-6611. WWGP Broadcasting Corp. (acquired station June 20, 1958).

Network Keystone, Tobacco.
Specialty programs: Negro, 2 hrs. wkly.

Frank J. Abbott Jr., owner, pres & treas; Mary Snow Abbott, assistant mgr, owner, sec, vp & women's director; David L. Sherrill, coml mgr; James C. Patterson, chief engineer.

WWGP-FM (1946): 105.5 mc; 490 w. Duplicates WWGP (above).

SHELBY, Cleveland County

WADA (July 1958): 1390 kc; 500 w-D, DA. Highway 26 North. Phone Huxley 2-1390. Cleveland County Broadcasting Co. (original owner).

Boyce J. Hanna, co-owner. Eugene Slatkin, co-owner, gen mgr; Harold J. Noles, coml mgr; Norman Harrill, chief engineer.

WOHS (1946): 730 kc; 1 kw-D. 1611 W. Dixon Blvd. Phone Huxley 7-6313. Western Carolina Radio Corp. (original owner).

Network MBS, Keystone, Southeastern Key Market Net.
Robert M. Wallace, pres & gen mgr; Don McLain, coml mgr & promotion mgr; Harold Watson, program & news director; Edwin Patterson, chief engineer; Hugh Dover, farm director; Mattie Allen, women's director.

WOHS-FM (1949): 96.1 mc; 2.6 kw. Duplicates WOHS (above).

SILVER CITY, Chatham County

WNCA (Aug. 19, 1952): 1570 kc; 1 kw-D. P. O. Box 352. Phone Sherwood 2-2135. Chatham Broadcasting Co. (original owner).

Rep Best.
William M. Wren, pres; L. C. Bruce, gen mgr, coml mgr & program director; C. B. Spangler, promotion mgr & farm director; Roman O. Smith, chief engineer; Alex McNeill, news director; Esther Dodd, women's director.

SMITHFIELD, Johnston County

WMPM (Aug. 2, 1950): 1270 kc; 1 kw-D. Buffalo Road. Phone Webster 4-2434. Salma-Smithfield Broadcasting Co. (acquired station Aug. 2, 1956).

John S. Townsend, gen mgr & chief engineer; Nathan T. Lassiter, coml mgr; Bill Kirby, program director; John Wall, news director; Jack Stallings, farm director; Mabel Talton, women's director.

SOUTHERN PINES, Moore County

WEEB (Nov. 15, 1947): 990 kc; 1 kw-D. 135 W. New Hampshire Ave. Phone Oxford 2-2941. The Sandhill Community Broadcasters Inc. (original owner).

Network ABC, Keystone. Rep Holman.
Specialty programs: Negro, 18 hrs. wkly.

Jack S. Younts, pres & gen mgr; Joseph Warren, coml mgr & chief engineer; Charles Clapp, program director; E. H. Garrison Jr., farm director; Elizabeth Younts, women's director.

Radio Stations CONTINUED

NORTH CAROLINA CONTINUED

SPRUCE PINE, Mitchell County

WTOE (Dec. 24, 1955): 1470 kc; 1 kw-D. Radio—Chalk Mtn. Phone Poplar 5-4296. Toe River Valley Broadcasting Co. (original owner).

Tom N. Cooper, pres & gen mgr; Jessie G. Sullins, coml mgr & women's director; Kenneth E. Woodward, program director & chief engineer; Noland K. Cooper, promotion mgr.

STATESVILLE, Iredell County

WDBM (October 7, 1957): 550 kc; 500 w-D. Box 1027. Phone Triangle 2-2455. Iredell Broadcasting Co., Walter A. Duke (original owner).

Specialty programs: Negro, 3 hrs. wkly. Walter A. Duke, owner; Clay Cline, promotion mgr, news, farm & women's director; Earl Carney, coml mgr; Stan Sanders, program & sports director; Fred Ostwalt Jr., chief engineer.

WSIC (May 10, 1947): 1400 kc; 250 w. P. O. Box 1189. Phone Triangle 3-9078. Statesville Broadcasting Co. (original owner).

Garrett M. Allen, gen mgr; Russell M. Hunt, coml mgr; James Melvin, program director & promotion mgr; T. K. Abernethy, chief engineer; Bill Wooten, news director.

WSIC-FM (May 10, 1947): 105.7 mc; 2.4 kw. Duplicates WSIC (above).

SYLVA, Jackson County

WMSJ (November 8, 1957): 1480 kc; 5-kw-D. P. O. Box 907. Phone Justice 6-2221. WMSJ Inc. (original owner). (See Harold H. Thoms stations in "Group Ownership").

Network Keystone. Harold H. Thoms, pres; James B. Childress, vp, gen mgr & coml mgr; Carlton Elkins, program director; Danny Barnes, promotion mgr & news director; Franklin D. R. McClure, chief engineer; Paul Gibson, farm director; Mickie Childress, women's director.

TABOR CITY, Columbus County

WTAB (July 1, 1954): 1370 kc; 5 kw-D. P. O. Box 528. Phone 3171. Tabor City Broadcasting Co.

Rep Continental. John B. Ward Sr., pres; Troy McPherson, gen mgr; Roger Earp, program director; Stephen J. Hart, chief engineer.

TARBORO, Edgecombe County

WCPS (January 1947): 760 kc; 1 kw-D. Edgecombe Bank Bldg. Phone Talbot 3-2191. Coastal Plains Broadcasting Co.

Network Carolina Farm Service Net. Rep Dora-Clayton (southeast).

V. E. Fountain Sr., pres; G. Lee Hodges, gen mgr; William C. Morgan, coml mgr; Tom Shields, program director; Ed Conway, news director; John Price, farm director.

WCPS-FM (September 1952): 104.3 mc; 7 kw. Licensee address & staff same as WCPS (above).

THOMASVILLE, Davidson County

WTNC (Sept. 23, 1947): 790 kc; 1 kw-D. 726 Salem St. Phone 2701. Thomasville Broadcasting Co. (original owner).

Rep Continental. Mrs. G. W. Lyles Sr., pres; Harold G. Harrison, gen mgr, coml mgr, program director & promotion mgr; James M. McAden, chief engineer; John A. Maul, news director; Joe H. Long, farm director; Bernice Surratt, women's director.

WTNC-FM (April 1949): 98.3 mc; 450 w. Duplicates WTNC (above).

TRYON, Polk County

WTRY (Oct. 1, 1954): 1580 kc; 250 w-D. Box 1317. Phone Ulrick 6-6765. Polk County Broadcasters (acquired station April 1, 1956).

Network Keystone. Specialty programs: Negro, ½ hr. wkly. Graves Taylor, co-owner & gen mgr; Henry G. Bartol Jr., co-owner & coml mgr; Genevieve Carver, program director; Edward W. Dodge, promotion mgr; John Welch, chief engineer; Jay Carroll, farm director; Gertrude S. Taylor, women's director.

WADESBORO, Anson County

WADE (July 23, 1947): 1210 kc; 1 kw-D. Box 341. Phone Myrtle 4-2175. R. P. & R. A. Lyon (original owners).

Specialty programs: Negro, 3 hrs. wkly. R. P. and R. A. Lyon, co-owners; W. P. Billingsley, gen mgr; W. V. Mitchell, coml mgr; Peggy L. Mitchell, program director; W. S. Taylor, chief engineer; William Ballard, news director; Gerald Johnson, farm director; Patsy Lee, women's director.

WALLACE, Duplin County

WLSE (June 13, 1953): 1400 kc; 250 w. Box 449. Phone Atwater 5-3320. Duplin Broadcasting Co. (acquired station June 13, 1953).

Specialty programs: Negro, 4 hrs. wkly. Harry E. Kramer, pres; John T. Newman III, gen mgr, coml mgr & program director;

Raymond Fields, chief engineer; Grace Heath, women's director.

WASHINGTON, Beaufort County

WOOW (1946): 1340 kc; 250 w. Box 439. Phone Whitney 6-3252. WOOW Inc. (acquired station April 1958).

Network Keystone. Rep Hollingbery. John Gallagher, pres; Walter J. Stiles, executive vp; William W. Moore, gen mgr; Milton Fulcher, program director; Turner Manning, production mgr; Carl Rochelle, chief engineer; William Knight, news director; Jay Ball, farm director; Lorene Stiles, women's director.

WRRF (March 1942): 930 kc; 5 kw-D, 1 kw-N, DA-N. Bank of Washington Bldg. Phone Whitney 6-2162. Tar Heel Broadcasting System Inc. (original owner).

Network ABC. Rep Headley-Reed. W. R. Roberson Jr., pres; Bill Abeyounis, mgr; Merrill Daniels, program director; L. E. Hilland, chief engineer.

WITN-TV: Tv companion of WRRF.

WAYNESVILLE, Haywood County

WHCC (1947): 1400 kc; 250 w. Box 180. Phone Glendale 6-8661. Radio Station WHCC (acquired station Oct. 1, 1953).

Network Southeastern Key Market Net. Kenneth D. Fry, partner, gen mgr, coml mgr & news director; Margaret F. Fry, program director, promotion mgr & women's director; Herbert C. Turner, assistant program director; John Dickerson, chief engineer; Virgil Holloway, farm director.

WENDELL-ZEBULON, Wake County

WZTC (not on air; target date not announced): 540 kc; 250 w-D. N. C. Wendell-Zebulon Radio Co. (original owner).

Lewis V. Parrish, pres, gen mgr, coml mgr, promotion mgr & chief engineer; Lottie P. Flowers, program & women's director.

WHITEVILLE, Columbus County

WZNC (July 5, 1946): 1220 kc; 1 kw-D. Box 700. Phone Midway 2-2133. Whiteville Broadcasting Co. (acquired station Dec. 1, 1957).

Network Keystone. Rep Clark. Specialty programs: Negro, 1 hr. wkly. Josiah A. Maultsby, pres; Jerry Honeycutt, gen mgr & coml mgr; Don Viets, program & news director; Marv Stuart, promotion mgr; Robert F. Crandall, chief engineer.

WILLIAMSTON, Martin County

WTAM (1951): 900 kc; 1 kw-D. 115 E. Main St. Phone Swift 2-4161. East Carolina Broadcasting Co. (acquired station 1953).

Rep Dore. Specialty programs: Negro, 10 hrs. wkly. Charles M. Gaylor, co-owner, gen mgr & coml mgr; William H. Farrior, co-owner, station mgr & news director; Charles Neer, chief engineer; D. W. Brady, farm director; Martha Peele, women's director.

WILMINGTON, New Hanover County

WGNI (1947): 1340 kc. 250 w. P. O. Box 869. New Hanover Broadcasting Co.

J. S. Brody, pres; Allen B. Jones, station mgr. **WKLM** (December 1956): 790 kc; 500 w-D. (CP for 980 kc, 5 kw-D.) P. O. Box 432. Phone Rodger 34633. East Coast Radio Co. (original owner). (See Harold H. Thoms stations in "Group Ownership").

Rep Broadcast Time Sales. Harold Thoms, pres; Sam Dodd, station mgr; Sidney Withers, chief engineer; Dick Williams, news director.

WMFD (April 20, 1935): 630 kc; 1 kw. DA-2. P. O. Box 1889. Phone Roger 2-0058. TWX WM 61. Richard Austin Dunlea (original owner).

Network ABC. Rep Burn-Smith; Ayers (southeast). R. A. Dunlea Sr., pres; R. A. Dunlea Jr., gen mgr; George Curtis, station mgr; Robert Hurley, coml mgr; Robert West, program director; Tom Slade, promotion mgr; Raymond Smith, chief engineer.

WILSON, Wilson County

WGTM (1937): 590 kc; 5 kw. DA-2. Herring Ave. Extension. Phone 2188. TWX 5143. Watson Industries Inc. (acquired station 1941).

Network CBS. Rep Rambeau, Vance, Hopple, (north); Brown (south). Specialty programs: Negro, 7½ hrs. wkly. Penn T. Watson, pres; Penn T. Watson Jr., gen mgr & promotion mgr; Charles B. Good-year, coml mgr; Bill Bunn, program director & news director; Roy Barrow, chief engineer; Glenn Vick, farm director; Dorothy Hodges, women's director.

WVOT (June 1948): 1420 kc; 1 kw-D, 500 w-N, DA-N. P. O. Box 170. Phone 5167. Wilson Radio Co. (original owner).

Network MBS; Carolina Farm Service Net. Rep Devney. Specialty programs: Negro, 10 hrs. wkly. H. W. Anderson, pres; H. W. Severance, gen mgr; P. O. Barnes, coml mgr; Wistar Moore Jr., program director; Dan S. Williams, chief engineer; Bill Wiggs, news director.

WINSTON-SALEM, Forsyth County

WAAA (1950): 980 kc; 1 kw-D. P. O. Box 3119. Phone Park 2-4121. Laury Associates (acquired station November 1956).

Rep Stars National; Dora-Clayton (southeast).

Specialty programs: Negro, 100%. Robert A. Monroe, pres; James H. Mayes Jr., gen mgr; Bill Belton, national sales mgr; William Kanzler, coml mgr; Larry Williams, promotion & publicity mgr; Lee Wallenhaupt, chief engineer; Nancy Smith, women's director.

WAIR (March 1937): 1340 kc; 250 w. 46 Miller St. Phone Park 2-1133. Forsyth Broadcasting Co. (acquired station Jan. 1, 1957).

Rep Burn-Smith. Specialty programs: Negro, 12 hrs. wkly. J. F. Koons III, pres; Ranny Daly, vp & gen mgr; Harold Calvin, coml mgr; Marc Avery, program director; Lois Kanzler, promotion mgr; Lee King, chief engineer; Larry Patrick, news director; Johnny Miller, farm director; Marian Cason, women's director.

WAIR-FM (1947): 93.1 mc; 34 kw. Duplicates WAIR (above).

WSJS (April 17, 1930): 600 kc; 5 kw. DA-2. 419-421 N. Spruce St., zone 1. Phone Park 5-2311. TWX W SAL 370. Piedmont Publishing Co. (original owner). (See "Newspaper Ownership").

Network NBC. Rep Headley-Reed. W. K. Hoyt, pres; Harold Essex, gen mgr; Harry B. Shaw, coml mgr; John A. Comas, program director; Richard Barron, promotion mgr; Leon Lasley, chief engineer; F. O. Carver, news director; Harvey Dinkins, farm director.

WSJS-FM (Dec. 1, 1947): 104.1 mc; 12.5 kw. Same address, licensee and staff as WSJS (above).

WSJS-TV: Tv companion of WSJS-AM-FM.

WTOB (April 22, 1947): 1380 kc; 5 kw-D, 1 kw-N, DA-N. 390 S. Stratford Rd. Phone Park 3-4353. Winston-Salem Broadcasting Co. (original owner). (See Winston-Salem Broadcasting Co. stations in "Group Ownership").

Rep Venard, Rintoul & McConnell; Ayers (southeast).

James W. Coan, pres; Charles W. Brunt, mgr & program director; L. G. Jones, sales mgr; Margaret J. Suggs, promotion mgr; James H. Hoke, chief engineer; George Thomas, news director; Joanne Thomas, women's director.

NORTH DAKOTA

BISMARCK, Morton County

KBOM (Mandan) (1925): 1270 kc; 1 kw-D. 250 w-N. P. O. Box 667. Bismarck. Phone Capital 3-4116. Mandan Radio Assn. (acquired station March 1956).

Rep Gill-Perna. Richard C. Johnson, gen mgr; Robert E. Rosen, coml & promotion mgr; Roger F. Lockbeam, program director; Herb R. Leupp, chief engineer; Larry Chambers, news & farm director; Ariette M. Goehring, women's director.

KFYR (December 1925): 550 kc; 5 kw, DA-N. 200½ Fourth St. Phone Capital 3-0900. TWX BM 8115. Meyer Broadcasting Co. (original owner). (See Meyer Broadcasting Co. stations in "Group Ownership").

Network NBC. Rep Blair; Hyett (Minneapolis/St. Paul). William A. Ekberg, pres & gen mgr; R. W. MacLeod, station mgr; Stanley Wilson, program director; Ray Isaak, promotion mgr; Ivar Nelson, chief engineer; Don Green, news director.

KFYR-TV: Tv companion of KFYR. **KQDI** (August 1958): 1350 kc; 500 w-D. Dakota Broadcasters. D. Gene Williams, Delbert Bertsch, Robert Eubanks and Darrel Holt, owners.

DEVIL'S LAKE, Ramsey County

KDLR (Jan. 25, 1925): 1240 kc; 250 w. 400 12th Ave. Phone 1090. KDLR Inc. (original owner).

Network MBS; Great Northern Broadcasting System. Rep Holman (Chicago, New York). Bert Wick, pres & gen mgr; Paul R. Lange, coml mgr; Wilbur Clemenson, program director; Richard Moritz, chief engineer; Max Wadsworth, news director; Harry Kosieracki, farm director; Lois Lange, women's director.

DICKINSON, Stark County

KDIX (May 16, 1947): 1230 kc; 250 w. 119 2nd Ave., West. Phone 5133. TWX 8153. Dickinson Radio Assn. (original owner).

Rep Holman; Hurley (Minnesota). Specialty programs: German, ½ hr. wkly. Orville F. Burda, gen mgr; Mel Hallock, coml mgr; Lauren Haacke, program director; W. Ferron Halvorson, promotion mgr; Benjamin Lockerd, chief engineer; Warren Vranana, news director; Woody Worley, farm director; Beatrice A. Spear, women's director.

KDIX-TV: Tv companion of KDIX.

FARGO, Cass County

KFGO (March 14, 1948): 790 kc; 5 kw, DA-N. 421½ Northern Pacific Ave. Phone Adams 2-3291. TWX FO 32. Northern States Broadcasting Co. (original owner).

Network ABC. Rep Gill-Perna. Specialty programs: Finnish, ¼ hr. wkly; Scandinavian, ¼ hr. wkly. W. R. Haggart, pres; Charles G. Burke, gen mgr, coml mgr & promotion mgr; Charlie Boone, program director; Jerry Stenien, chief engineer; Arv Johnson, news director & farm director.

Radio Stations CONTINUED

NORTH DAKOTA CONTINUED

FARGO (Continued)

***KPNW** (Oct. 2, 1955): 900 kc; 1 kw-D. 313 Gate City Bldg. Phone Adams 2-5949. Northwestern Schools-Bible College (original owner). (See Northwestern College stations in "Group Ownership").

Specialty programs: Spanish, ¼ hr. wkly; Chippewa (Indian), ¼ hr. wkly.
Dr. Curtis Akenson, pres; Paul Ramseyer, gen mgr; Charles Frank, program director & chief engineer; Charles Ewan, news director; Linnea Olsen, women's director.

*Non-commercial educational.

KVOX (See Moorhead, Minn. listing).
WDAY (1922): 970 kc; 5 kw DA-N. 207 N. Fifth St. Phone 2-3371. WDAY Inc. (See "Newspaper Ownership").
Network NBC. Rep Peters, Griffin, Woodward.
E. C. Heinke, pres; Tom Barnes, gen mgr; Jack Dunn, station mgr.
WDAY-TV: Tv companion of WDAY.

GRAFTON, Walsh County

KGPC (July 11, 1958): 1340 kc; 250 w. P. O. Box 306. Phone 306. KGPC Co.
Clayton G. Matheson, gen mgr & chief owner; Robert Hunt, coml mgr; Richard G. Biddick, station mgr; Stan Reid, news director; Charles McMillan, farm director; Mrs. McCann Archer, women's director.

GRAND FORKS, Grand Forks County

***KFJM** (1923): 1370 kc; 1 kw-D. University Station. Phone 4-6211. University of North Dakota (original owner).
G. W. Starcher, pres; Myron M. Curry, director; E. Scott Bryce, assistant director; Clifford J. Thorndike, chief engineer.

*Non-commercial educational.

KILO (Nov. 1, 1911): 1440 kc; 1 kw-D. 509 w-N. 1st National Bank Bldg. Phone 4-3321. TWX 286. Grand Forks Herald Inc. (acquired station April 15, 1948). (See "Newspaper Ownership"). (See Ridder Publications stations in "Group Ownership").
Network CBS. Rep Everett-McKinney (New York & Chicago); Lee P. O'Connell (Los Angeles).

M. M. Oppgaard, pres; Herman Livingston, gen mgr & coml mgr; A. F. Petrich, chief engineer; Wm. F. Rendell, news director; Dorothy Ann Kirk, women's director & administrative executive.

KNOX (Sept. 7, 1947): 1310 kc; 5 kw, DA-N. P. O. Box 1110. Phone 4-4611. Community Radio Corp. (original owner).

Network MBS. Rep Rambeau, Vance, Hopple (New York, Chicago, Minneapolis).
Elroy H. Schroeder, pres; R. C. Lukkason, national sales mgr; Dave Henley, program director; David L. Chumley, chief engineer; Charles K. Buidle, news director; Roy Gunderson, farm director; Beverly Ford, women's director.
KNOX-TV: Tv companion of KNOX.

HETTINGER, Adams County

KNDK (March 1, 1954): 1490 kc; 250 w. Lambert Bldg. Phone 547. Hettinger Broadcasting Co. (original owner). (See "Newspaper Ownership").

Network Keystone. Rep Best.
D. J. Shults, pres. Tom E. Loughhead, gen mgr, coml mgr & chief engineer; Allen R. McIntyre, program director & promotion mgr; Victor Donegan, news director; Bob Woods, farm director; Louis Bormann, women's director.

JAMESTOWN, Stutsman County

KEYJ (Aug. 12, 1954): 1490 kc; 250 w. P. O. Box 1170. Phone 1490. James River Broadcasting Co. (See Robert E. Ingstad-Martin Obie stations in "Group Ownership").

Network Great Northern & Valley Radio Net. Rep Devney.
Robert E. Ingstad, pres; Alfred G. Berry,

gen mgr; Robert L. Richardson, coml mgr; George W. Gaustad, program director; Bernard H. Langenfeld, merchandising & promotion mgr; Kenneth L. Rich, chief engineer; Harold Odegaard, farm director, Mrs. M. H. Clausen, women's director.

KSJB (1937): 690 kc; 5 kw, DA-J. Box 1271. Phone 1600. TWX 163. James M. Pryor (acquired station Sept. 1, 1958).

Network CBS. Rep Weed.
James M. Pryor, owner; E. M. Hoge, gen mgr; S. S. Ingersoll, coml mgr; Jim Zim, program, news & farm director; Harvey Van Erem, chief engineer.

MANDAN, Morton County

KBOM (See Bismarck, N. D., listing).

MINOT, Ward County

KGJB (1950): 910 kc; 1 kw DA-N. James M. Pryor (acquired station Sept. 1, 1958).

Rep Weed.
James M. Pryor, owner.
KLPM (October 1929): 1390 kc; 5 kw-D, 1 kw-N. Fair Block. Phone 4-1146. Minot Broadcasting Co. (original owner).

Network MBS & Great Northern Broadcasting System. Rep Walker-Rawalt.
Specialty programs: Scandinavian, ½ hr. wkly.

Elmer H. Cooley, pres & farm director; C. W. Baker, gen mgr & chief engineer; Leslie E. Maupin, coml mgr & program director; Kenneth M. Knutson, news director; Rosella Konovsky, women's director.

KQDY (Nov. 17, 1957): 1320 kc; 1 kw-D. P. O. Box 1291. Phone 7-1124. Dakota Broadcasters. (See Walter N. Nelskog stations in "Group Ownership").

Rep Fortoe.
H. T. "Pet" Searle, gen mgr & coml mgr; James E. Uglum, program director & promotion mgr; Wes Bell, chief engineer; Les Sabo, news director; Chuck Graves, farm director; Joyce Schweyen, women's director.

VALLEY CITY, Barnes County

KOVV (October 1936): 1490 kc; 250 w. 135 Central Ave South. Phone 1490. KOVC Inc. (original owner). (See Robert E. Ingstad-Martin Obie stations in "Group Ownership").

Network MBS & Great Northern Broadcasting System. Rep Devney.
Robert E. Ingstad, pres & gen mgr; Ed Weeks, coml mgr & news director; Russ Kaber, program director & farm director; Lyle Peterson, promotion mgr; Charles Sjostrom, chief engineer.

WAHPETON, Richland County

KBWV (See Breckenridge, Minn. listing).

WILLISTON, Williams County

KEYZ (April 1948): 1450 kc; 250 w. CP for 1360 kc; 5 kw, DA-N. P. O. Box 1240. Phone Greenfield 3-3911. Charles L. Scofield (acquired station April 1951).

Rep Holman.
Charles L. Scofield, pres, gen mgr & chief engineer; W. L. Beach, coml mgr; Bob Miller, promotion mgr; Jack McGeehan, news director; Don Hotchkiss, farm director; Mildred Larson, women's director.
KGCK (See Sidney, Mont. listing).

OHIO

AKRON, Summit County

WADD (April 7, 1925): 1350 kc; 5 kw, DA-1. 40 East Mill St., zone 8. Phone Jefferson 5-6165. TWX AK-92. Allen T. Simmons Inc. (original owner).

Network CBS. Rep Hollingbery.
Specialty programs: German, ½ hr. wkly.; Italian, ¼ hr. wkly.

Allen T. Simmons, pres & gen mgr; Robert B. Wilson, coml mgr; Margaret Bevans, co-program director; Marion Alexander, co-program director; Roger Carter, promotion mgr & news director; Arnold W. Beck, chief engineer; Nina Magno, women's director.

WAKR (October 1940): 1590 kc; 5 kw, DA-N. 833 Copley Road, zone 20. Phone Portage 2-8811. TWX AK 484. Summit Radio Corp. (original owner). (See John S. Knight stations in "Group Ownership"). (See "Newspaper Ownership").

Network ABC. Rep McGavren-Quinn.
S. Bernard Berk, pres; Roger G. Berk, vp & gen mgr; Kenneth M. Keegan, vp in charge sales; Bob Wylie, program director & promotion mgr; Irwin L. Knopp, chief engineer; Dick Dietz, news director.

WAKR-FM (October 1947): 97.5 mc; 4 ½ kw. Same address, licensee and staff as WAKR (above).

WAKR-TV: Tv companion of WAKR-AM-FM.

***WAPS (FM)** (June 10, 1955): 89.1 mc; 1.3 kw. 70 N Broadway St., zone 8. Phone Blackstone 3-2111. Board of Education.
Cyril Jones, director, radio-ty education.

*Non-commercial educational.

WCUE (1950): 1150 kc; 1 kw-D, DA. 41 S. Main St., zone 8. Phone Franklin 6-7114. Akron Broadcasting Corp. (original owner).

Rep Avery-Knodel.
Tim Elliot, pres; Jack Maurer, vp in charge sales; Harley Lucas, vp & station mgr; George

Mamas, local sales mgr; Rick Reighard, production mgr; Henry Niederkofler, chief engineer; Harold Hageman, news director; Jean Elliot, women's director.

WCUE-FM (not on air; market date, not announced). 96.5 mc, 14.5 kw. Same address and licensee as WCUE (above).

WHKK (February 25, 1945): 640 kc; 1 kw, DA-1. L-KFL. 51 W. State St., zone 8. Phone Blackstone 3-7101. WHKK Broadcasting Co. (acquired station Oct. 4, 1952).

Network MBS. Rep Bolling.
Philip R. Herbert, pres, gen mgr & coml mgr; Adrian R. Cooper, program director & promotion mgr; Albert Ferris, chief engineer; Bud Fisher, news director; Bob Hagen, farm director; Marilyn Raze, women's director.

ALLIANCE, Stark County

WFAH (Sept. 2, 1953): 1310 kc; 1 kw-D, DA. 2720 S. Union Ave. Phone 1-5345. Review Publishing Co. (original owner). (See "Newspaper Ownership").

Rep Webb; Ohio Stations Representatives.
Mrs. F. A. Holles, pres; Donald A. Peterson, gen mgr; Robert A. Gates, coml mgr; Edward D. Krahling, program director; Gene Peterman, chief engineer; Dale Flugan, news director; Tony Gates, farm director.

WFAH-FM (March 26, 1947): 101.7 mc; 1 kw. Duplicates WFAH (above).

ASHLAND, Ashland County

WATG (January 1950): 1340 kc; 250 w. Ashland-Mansfield Highway. Phone 2-1572. Radio Ashland Inc. (acquired station January 1957).

Rep Ohio Stations Representatives.
Charles D. Calhoun, gen mgr & chief engineer; James Balne, coml mgr; Walt Harrell, program director; Perry Silver, promotion mgr; Cathy Donges, women's director.

WATG-FM (October 1948): 101.3 mc; 10.2 kw. Duplicates WATG (above).

ASHTABULA, Ashtabula County

WICA (Nov. 22, 1937): 970 kc; 5 kw-D, 1kw-N. DA-2. Jefferson Road. Phone Wyman 3-2126. WICA Inc. (original owner). (See "Newspaper Ownership").

Rep Stars National.
Donald Rowley, pres; John A. Collin, gen mgr; Donald W. Fassett, station mgr; Irvine Bleasdale, coml mgr; John Strasen, program director, news director & farm director; George H. Murray, traffic mgr; Frank N. Bernato, chief engineer; Ruth Collander, women's director.

WICA-FM (1949): 103.7 mc; 40 kw. Duplicates WICA (above).

ATHENS, Athens County

WATH (Oct. 25, 1950): 970 kc; 1 kw-D. P. O. Box 527. Phone 3-1387. Radio Athens (original owner).

A. H. Kovlan, pres, gen mgr & chief engineer; John Kerr, coml mgr; Claudia Bolin, program director; George Charles, promotion mgr; Martin Schmeltz, news director; Ted Covert, farm director.

***WOUB** (Sept. 14, 1957): 1340 kc; 100 w. S. College St. Phone 3-1011. Ohio University (original owner).

Vincent Jukes, gen mgr; Archie Greer, program director; Craig Johnson, promotion mgr; Sidney Tompkins, chief engineer; William Baxter, news director.

***WOUI (FM)** (Dec. 13, 1949): 91.5 mc; 10 w. Duplicates WOUB (above).

*Non-commercial educational.

BELLAIRE, Belmont County

WTRX (1947): 1290 kc; 1 kw-D. Bellaire, Ohio. Phone Orchard 6-5661. WTRX Inc. (acquired station Nov. 1, 1955).

Network MBS. Rep Burn-Smith.
Specialty programs: Polish, 1½ hrs. wkly.; Italian, ¼ hr. wkly.

Walter Patterson, pres & gen mgr; James Harper, program & news director; George Gowan, chief engineer.

WTRX-FM (1947): 100.5 mc; 9 kw. Duplicates WTRX (above).

BELLEFONTAINE, Logan County

WOHP (Sept. 9, 1952): 1390 kc; 500 w.-D. Box 235. Phone 2-5796. Lake Radio & Tv Corp. (acquired station January 1953).

Rep Best.
Ted Nelson, pres; R. K. Wood, gen & coml mgr; William Hughes, program director; Kenneth Arnold, chief engineer; Charles Fox, news director.

BEREA, Cuyahoga County

***WBWC (FM)**: 88.3 mc; 10 w. Baldwin-Wal-lace College.

*Non-commercial educational.

BOWLING GREEN, Wood County

***WBGU (FM)** (November 1951): 88.1 mc; 10 w. Bowling Green State University. Phone 3-8411. Bowling Green State University.
Sidney Stone, director.

*Non-commercial educational.

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Radio Stations CONTINUED

OHIO CONTINUED

BOWLING GREEN (Continued)

WTG (December 1954): 730 kc; 250 w-D, DA. (CP for 1 kw-D, DA.) Waldorf Hotel, Toledo, Ohio, zone 4. Phone Cherry 8-6408. Howard R. Ward (original owner).
Specialty programs: Negro, 2 hrs. wkly; Polish, 1 hr. wkly.
Howard R. Ward, owner & gen mgr.

CAMBRIDGE, Guernsey County

WLB (April 9, 1948): 1270 kc; 1 kw-D. 917 Beatty Ave. Phone 4-3605. Land O'Lakes Broadcasting Corp. (original owner).
Network Keystone.
Howard A. Donahoe, pres; David C. Lorimer, gen mgr & coml mgr; William F. Robinson, program director & news director; John Nagy, chief engineer

CAMPBELL, Marion County

WLOT (Oct. 16, 1955): 1570 kc; 250 w-D. (CP for 1 kw-D, DA.) 401 North Blaine Ave, zone 5. Phone Riverside 8-8464. Myron Jones (original owner). (See Myron Jones stations in "Group Ownership").
Rep ForJoe
Myron Jones, pres; William Fleckenstein, gen mgr & chief engineer. William Aey, coml mgr.

CANTON, Stark County

WAND (May 1947): 900 kc; 500 w-D. 106 High Ave., N.W. Phone Glendale 6-8396. TWX CX 194. Dover Broadcasting Co. (acquired station January 1, 1958). (See "Newspaper Ownership" and Agnes Jane Reeves Greer stations in "Group Ownership").
Rep Breen & Ward.
Mrs. Agnes J. Reeves Greer, pres; W. B. Steis, gen mgr; Ace Shaheen, coml mgr; Dick Doll, program director; Barbara Schieb, promotion mgr; Don Graff, chief engineer; Woody May, news director; Bill Murphy, farm director; Gracann Baker, women's director.
WCWV (Aug. 11, 1946): 1060 kc; 1 kw-D. 4601 Hills & Dales Rd. N.W., zone 8. Phone Glendale 5-9475. Stark Broadcasting Corp. (original owner).
Rep Masla; Ohio Stations Representatives. S. L. Huffman, pres; Clark L. Dozer, gen

mgr; Jack R. Hale, station mgr & program director; Richard Bremkamp, sales mgr; Don Peters, promotion mgr; Alwyn James, chief engineer; Joe Saxon, news director & farm director; Gene Dillon, sports director; Ruth Helenic, women's director.

WHBC (1925): 1480 kc; 5 kw-DA-N. 550 Market Ave. S., zone 2. Phone Glendale 6-7166. TWX CX 036. Ohio Broadcasting Co. (acquired station 1938). (See "Newspaper Ownership").
Network ABC. Rep Venard, Rintoul & McConnell.

Eugene Carr, pres; Robert C. Fehlman, gen mgr; Paul E. Gilmor, coml mgr; Lee Atwell, program director; Nancy Schneider, promotion mgr; John Schen, chief engineer; Al Frances, news director; Bob Krahlmg, farm director; Carol Adams, women's director; Jim Muzzy, sports director.

WHBC-FM (1948): 94.1 mc; 15 kw. Duplicates WHBC (above).

CHILLICOTHE, Ross County

WBEX (September 1947): 1490 kc; 250 w. P. O. Box 244. Phone Prospect 3-2244. Shawnee Broadcasting Co.
Network MBS.

Truman A. Morris, pres & gen mgr; Al Batteiger, coml mgr; Mary Morris, program director; Don Hughes, promotion mgr; Jerry Ashley, chief engineer; Terry Leedom, news director; Sue Stafford, women's director.

WCHI (1956): 1350 kc; 500 w-D. 800 Eastern Ave. Phone Prospect 4-2385. Chillicothe Broadcasting Co. (acquired station 1957).
Joseph H. McGilvra & Agnes J. McGilvra, partners; George J. Fox, station & coml mgr.

CINCINNATI, Hamilton County

WCIN (Oct. 21, 1953): 1480 kc; 1 kw-D, DA. 3301 Beekman St., zone 25. Phone Mulberry 1-7800. Rounsaville of Cincinnati Inc. (original owner). (See R. W. Rounsaville stations in "Group Ownership").

Rep Gill-Perna; Dora-Clayton.
Specialty programs: Negro, 100%.
Robert W. Rounsaville, pres; Ralph B. Johnson, gen mgr; Charles Scruggs, program director; Joe McCormack, chief engineer; Tom Knoux, news director; Kathy Curry, women's director.

WCKY (Sept. 16, 1929): 1530 kc; 50 kw, DA-N. Hotel Sheraton Gibson, zone 1. Phone Cherry 1-6565. TWX CI 281. L. B. Wilson Inc. (original owner).

Rep T. A. Welstead (New York); AM Radio Sales (Midwest and West Coast).
Charles H. Topmuller, pres & chief engineer; Thomas A. Welstead, vp & eastern sales mgr; Jeanette Heinze, sec-treas; John Gordon, local sales mgr; Paul Miller, program director; Robert M. Fleming, promotion mgr; John Murphy, news director; Paul Sommerkamp, sports director; Essie Rupp, chief librarian.

WCPO (1927): 1230 kc; 250 w. 2345 Symmes St., zone 6. Phone Capitol 1-9777. TWX CI-327. Scripps-Howard Radio Inc. (original owner). (See Scripps-Howard group in "Group Ownership"). See also "Newspaper Ownership".
Rep Blair.

Jack R. Howard, pres; M. C. Watters, vp & gen mgr; Patrick H. Crafton, station director; William Dawes, program director; Robert Ristman, local sales mgr; Paul Adams, chief engineer; Jack Fogarty, news director.

WCPO-FM (1949): 105.1 mc; 12.5 kw. Duplicates WCPO (above).

WCPO-TV: Tv companion of WCPO-AM-FM.
WKRC (1921): 550 kc, 5 kw-D, 1 kw-N, DA-2. Hotel Alms, zone 6. Phone Woodburn 1-9750. Radio Cincinnati Inc. (See Taft stations in "Group Ownership").
Network CBS. Rep Katz.

Hubert Taft Jr., pres; David G. Taft, executive vp; Hubbard Hood, gen mgr; Ken Church, vp & director of national sales; Don Chapin, national sales mgr; Herbert M. Heilbrun, local sales mgr; Ed Kennedy, program director.

WKRC-FM (1947): 101.9 mc; 15.5 kw. Duplicates WKRC (above).

WLW (1922): 700 kc; 50 kw. 140 W. Ninth St., zone 2. Phone Cherry 1-1822. TWX CI 376. Crosley Broadcasting Corp. (original owner). (See Crosley Broadcasting Corp. stations in "Group Ownership").
Network NBC. Rep Crosley; NBC Spot; Roman Lawrence; Tracy Moore.

James D. Shouse, chmn; R. E. Dunville, pres & gen mgr; H. P. Lasker, vp sales; Scott McLean, radio sales mgr; K. T. Murphy, vp & treas; Al Bland, vp & gen program mgr; Gene Dailey, radio program mgr; R. J. Rockwell, vp technical administration; Jack Frazier, director merchandising & sales promotion; Marge Kemme, director, press relations; Joe Cellar, promotion mgr; Paul Lausford, news director.
WLWT (TV): Tv companion of WLW.

WSAI (1923): 1360 kc; 5 kw, DA-N. Hotel Sinton, zone 2. Phone Main 1-1068. TWX CI-458. Gordon Broadcasting Co. (acquired station July 1953). (See Sherwood Gordon stations in "Group Ownership").
Rep Young.

Sherwood R. Gordon, pres; Harold O. Parry, vp & local sales mgr; Howard Eicher, gen mgr; L. G. Bassett, national sales mgr; Bill Burns, program director; Marian E. Knight, promotion

mgr; Jonas E. Heiser, chief engineer. Bill Robbins, news director.

WSAI-FM (1955): 102.7 mc; 14.7 kw. Duplicates WSAI (above).

WZIP (Covington, Ky.) (1947): 1050 kc; 250 w-D, DA. Vernon Manor Hotel. Phone University 1-6067. WZIP Broadcasting Inc. (acquired station March 15, 1958).

Network MBS. Rep Venard, Rintoul & McConnell; Ohio Stations Representatives. Kentucky Radio Sales.

Ed Weston, vp & gen mgr; Charles Read, vp & station director; Len Gorian, coml mgr; George Winters, program director; Gloria Glassmeyer, promotion mgr; Dick Stapleton, chief engineer; Bill Felker, news director; John Bruce, farm director; Dotty Mack, women's director.

CLEVELAND, Cuyahoga County

KYW (1922): 1100 kc; 50 kw, DA-1. 815 Superior Ave., zone 14. Phone Cherry 1-0942. Westinghouse Broadcasting Co. (acquired station, February 1956). (See Westinghouse Broadcasting Co. stations in "Group Ownership").

Rep Peters, Griffin, Woodward.
Donald H. McGannon, pres; Gordon Davis, gen mgr; Ed Wallis, sales mgr; Mark Olds, program mgr; Janet Byers, promotion mgr; Sid Stadig, chief engineer; Sanford Markey, news director; Gloria Brown, women's director.

KYW-FM (February 1948): 105.7 mc; 27 kw. Same address, licensee and staff as KYW (above).

KYW-TV: Tv companion of KYW-AM-FM.
***WBOE (FM)** (October 1935): 90.3 mc; 10 kw. 1380 E. Sixth St., zone 14. Phone Cherry 1-3660. Cleveland City School District.

Leo Battin, director; Wolcott B. Louis, chief engineer.

*Non-commercial educational.

WCRP-FM (not on air, target date unknown): 103.3 mc; 21.5 kw. Moody Bible Institute of Chicago.

WDOK (March 30, 1950): 1260 kc; 5 kw, DA-2. 1515 Euclid Ave., zone 15. Phone Main 1-2890. TWX CV 158. Civic Broadcasters Inc. (original owner).

Network MBS. Rep Broadcast Time Sales. Specialty programs: Hungarian, 3 hrs.; Polish, 2 hrs.; Italian, 1 hr.; German, 1 hr.; Czech, 1 hr.; all wkly. Lithuanian, Slovenian, Slovak, Greek, all ½ hr. each, wkly.

Frederick C. Wolf, pres & gen mgr; Norman Wain, program director & promotion mgr; Ralph Quay, chief of operations; Clifford Ormston, chief engineer; Brian Hodgkinson, news director.

WDOK-FM (October 3, 1954): 102.1 mc; 31 kw. Duplicates WDOK (above).

WERE (July 6, 1949): 1300 kc; 5 kw, DA-1. 1501 Euclid Ave., zone 15. Phone Superior 1-9500. TWX CV 715. Cleveland Broadcasting Inc. (original owner).

Rep Venard, Rintoul & McConnell.
Ray T. Miller Jr., pres; Richard M. Klaus, vp & gen mgr; Edward Paul, coml mgr; Sam Elber, program director; Pete Roper, promotion mgr; Harry Dennis, chief engineer; Jerry Bowman, news & farm director; Louise Winslow, women's director.

WERE-FM (Oct. 23, 1948): 98.5 mc; 40 kw. Duplicates WERE (above).

WGAR (Dec. 15, 1930): 1220 kc; 50 kw, DA-1. Hotel Statler, zone 15. Phone Prospect 1-0200. TWX CV 35. Peoples Broadcasting Corp. (acquired station January 9, 1954). (See Peoples Broadcasting stations in "Group Ownership").
Network CBS. Rep Christal.

Carl E. George, vp & gen mgr; Robert B. Forker, sales mgr; Robert Smiley, program director; Donald C. Mitrovich, promotion mgr; Lloyd Wingard, chief engineer; Charles Day, news director; Ruth Allen, women's director.

WGAR-FM (July 22, 1952): 99.5 mc; 31 kw. Duplicates WGAR (above).

WHK (July 26, 1921): 1420 kc; 5 kw, DA-N. 5000 Euclid Ave., zone 3. Phone Express 1-5060. TWX CV 486. Metropolitan Broadcasting Corp. (acquired station June 1, 1958). (See Metropolitan Broadcasting Corp. stations in "Group Ownership").
Rep Eastman.

R. E. Buckley, pres; H. W. Simmen, gen mgr; W. K. Brusman, coml mgr; L. P. Biehl, program director; J. A. Wyman, promotion mgr; R. Delany, chief engineer; J. R. Pluntze, news director.

WHK-FM (1947): 100.7 mc; 11.5 kw. Duplicates WHK (above).

WJMO (1948): 1540 kc; 1 kw-D. 2157 Euclid Ave. Phone Superior 1-4424. Friendly Broadcasting Co. (acquired station 1952). (See United Broadcasting Co. stations in "Group Ownership").

Rep United Broadcasting Co. (New York); Dora-Clayton (Atlanta); Oakes (Los Angeles).
Specialty programs: Negro, 84 hrs. wkly.; German, 1½ hrs.; Italian, 1 hr.; Lebanese, ¼ hr.; Czech, ½ hr.; Serbian, ½ hr., all wkly.

Richard Eaton, pres & gen mgr; C. C. Courtney, vp, coml mgr & chief engineer; Paul Nakel, station mgr, sports & news director.

WJMO-FM (not on air; target date not announced): 106.5 mc; 16.5 kw.

WJW (1943): 850 kc; 5 kw, DA-1. 1630 Euclid Ave. zone 15. Phone Tower 1-6080. TWX CV 196. Storer Broadcasting Co. (acquired station

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Radio Stations CONTINUED

OHIO CONTINUED

November 1954). (See Storer Broadcasting Co. stations in "Group Ownership." See also "Newspaper Ownership").

Network NBC. Rep Katz.
George B. Storer, pres; Reginald P. Merridew, managing director; Harold Mathews, local sales mgr; Bruce MacDonald, program director; Harold Brinkman, chief engineer.

WJW-FM (1948): 104.1 mc; 2.8 kw. Duplicates WJW (above).

WJW-TV: TV companion of WJW-AM-FM.

WRSR (December 12, 1947): 1490 kc; 250 w; 2156 Lee Rd. zone 18. Phone Erieview 1-2095. TWX CV 434. WRSR Inc. (original owner). (See John W. Kluge stations in "Group Ownership").

Network ABC. MBS. Rep Dore.
Specialty programs: Scandinavian, 3½ hrs. wkly.; Negro, 2 hrs. wkly.; Yiddish, 1 hr. wkly.; Italian, ½ hr. wkly.

Samuel R. Sague, pres & gen mgr; Myron T. Wilde, vp. coml mgr & program director; Joe Kish, chief engineer; Ted Lawrence, news director.

WRSR-FM (December 19, 1947): 95.3 mc; 1 kw. Duplicates WRSR (above).

COLUMBUS, Franklin County

WBNS (1924): 1460 kc; 5 kw-D, 1 kw-N DA-N. 33 N. High St. zone 15. Phone Capital 4-9265. Radio Ohio Inc. (See "Newspaper Ownership").

Network CBS. Rep Blair.
Richard A. Borel, pres & gen mgr; W. I. Orr, sales mgr; Geer Parkinson, program director; James O. Yerian, promotion mgr; Lester N. Nafziger, chief engineer; Chet Long, news director; Bill Zipf, farm director; Fern Sharp, women's director.

WBNS-FM (1957): 97.1 mc; 54 kw. Duplicates WBNS (above).

WBNS-TV: TV companion of WBNS-AM-FM.
***WCBE (FM)** (September 24, 1956): 90.5 mc; 11 kw. 270 E. State St. zone 15. Phone Capital 8-3821. Board of Education.

John H. Sittig, station director; Rosena M. Lewis, program director; William F. Justus Jr., chief engineer.

*Non-commercial educational.

WCOL (1922): 1230 kc; 250 w. E. Broad at Young St. zone 15. Phone Capital 1-4581. Air Trails Inc. (acquired station Jan. 1, 1952). (See Air Trails Network stations in "Group Ownership." See also "Newspaper Ownership").

Network ABC, Air Trails Network. Rep H-R. Charles Sawyer, pres; J. P. Williams, executive vp; Alex Buchan, vp; Collis A. Young, gen mgr; John Osborne, promotion mgr; Tilford C. Carpenter, chief engineer; Cliff Oliver, news director.

WCOL-FM (1947): 92.3 mc; 6.8 kw. Duplicates WCOL (above).

WMI (April 26, 1958): 920 kc; 500 w, DA-1. Southern Hotel, zone 15. Phone Capital 1-1351. North American Broadcasting Co. (original owner).

Rep Broadcast Time Sales.
William R. Mnich, pres & gen mgr; Thomas H. Morgan, program director; John Piet, promotion mgr; John D. Brookbank, chief engineer; Kenneth P. Ellis, news director; Sue Rust, women's director.

***WOSU** (1926): 820 kc; 5 kw. L-WFAA, WBAF. Ohio State University zone 19. Phone Axminster 9-3148. The Ohio State University (original owner).

Specialty programs: Spanish, 2½ hrs.; German, 2½ hrs.; French, 2½ hrs.; Italian, ½ hr.; all wkly.

Richard B. Hull, director, radio & television; Dr. William H. Ewing, associate director, programming; Donald R. Quayle, program director; Al Boggioni, chief engineer; Al Hulsen, news director; Art Smith, farm director; Helen Ross, women's director.

***WOSU-FM** (January 1949): 89.7 mc; 14 kw. Duplicates WOSU (above).

WOSU-TV: TV companion of WOSU-AM-FM.

*Non-commercial educational.

WRFD (See Worthington for listing).

WTVM (1924): 610 kc; 5 kw, DA-N. 22 East Gay St. zone 15. Phone Capital 4-1271. TWX CL 540. Radio Columbus Inc. (acquired station August 1954). (See "Newspaper Ownership" and Taft stations in "Group Ownership").

Rep Katz.
Hulbert Taft Jr., pres; Samuel T. Johnston, gen mgr; Robert Adkins, program director; Ray Owen, chief engineer; Bill Jorgensen and Bert Stille, co-news directors; Nita Hutch, women's director.

WTVN-TV: TV companion of WTVN.

WVKO (Nov. 16, 1951): 1580 kc; 1 kw-D, DA 274 South 3rd St. zone 15. Phone Capital 1-5247. Skyway Broadcasting Corp. (original owner).

Rep Venard, Rintoul & McConnell.
Specialty programs: Negro, 9 hrs. wkly.

Gustav Hirsch, pres; Bert Charles, gen mgr & program director; Bill Selander, coml mgr; Shirley Dunham, promotion mgr & women's director; J. William Hammett, chief engineer; John Terry, news director

WVKO-FM (November 14, 1948): 94.7 mc; 52 kw. Duplicates WVKO (above).

COSHOCTON, Coshocton County

WTNS (November 9, 1947): 1560 kc; 1 kw-D. 114 N. Sixth St. Phone Main 2-5432. Coshocton Broadcasting Co. (original owner). (See "Newspaper Ownership").

Rep Webb.
Frederick Bruce Wallace, pres & gen mgr; Arthur E. Jost, coml mgr; Herman L. Philabaum, chief engineer.

DAYTON, Montgomery County

WAVI (March 1, 1954): 1210 kc; 250 w-D. 1428 Cincinnati St. zone 3. Phone Baldwin 2-1291. WAVI Broadcasting Corp. (original owner).

Rep Broadcast Time Sales.

Specialty programs: Negro, 3½ hrs. wkly.
H. K. Crowl, pres & gen mgr; G. F. Wadsworth, coml mgr; D. D. Campbell, program director & promotion mgr; Charles Dreher, chief engineer; John Fram, news director; Suzanne Dysart, women's director.

WHIO (1935): 1290 kc; 5 kw, DA-N. 1414 Wilmington Ave. zone 1. Phone Clearwater 4-5311. TWX DY 116 & 117. Miami Valley Broadcasting Corp. (original owner). (See "Newspaper Ownership" and Cox stations in "Group Ownership").

Network CBS. Rep Hollingsbery.
James M. Cox Jr., pres; Robert H. Moody, gen mgr; Stanley G. Mause, coml mgr; Wade H. Alley, director of radio; Charles Gay, promotion mgr; Ernest Adams, chief engineer; Tom Frawley, news director; Madeline Wise, women's director.

WHIO-FM: 99.1 mc; 19 kw. Duplicates WHIO (above).

WHIO-TV: TV companion of WHIO-AM-FM.
WING (1921): 1410 kc; 5 kw, DA-N. 121 N. Main St. zone 2. Phone Baldwin 2-3773. TWX DY 143. Great Trails Broadcasting Corp. (See "Newspaper Ownership" and Air Trails Network stations in "Group Ownership").

Network ABC. Rep H-R Representatives.
Charles Sawyer, pres; J. P. Williams, executive vp; Alex Buchan, vp; Dale Moudy, gen mgr; Mac Richards, coml mgr; George Dunlevy, program director; Larry Marker, promotion mgr; Howard Ryan, chief engineer; Jack Wymer, vp special events; Robert Barron, news director; Les Bodine, farm director; Lillian Jeffries, women's director.

WONE (1949): 980 kc; 5 kw, DA-2. 380 West First St. zone 2. Phone Baldwin 4-6501. Skyland Broadcasting Corp.

Rep Headley-Reed.
Ronald B. Woodyard, pres & gen mgr; Louis G. Froelich, coml mgr; C. J. Thornquest, national sales mgr; John H. Gordon, program director; Stanley A. Beck, chief engineer.

DEFIANCE, Defiance County
WONW (1949): 1280 kc; 500 w, DA-N. P. O. Box 278. Phone 3-2776. Tri-State Broadcasting Co. (original owner).

Rep Devney.
Specialty programs: Spanish, 1 hr. wkly.

Glenn K. Thayer, vp, gen mgr & coml mgr; Paul R. Murphy, program director; Paul Hershey, news director.

DELAWARE, Delaware County

***WLSL (FM)**: 91.1 mc; 10 w. Trustees of Ohio Wesleyan U.

*Non-commercial educational.

DOVER, Tuscarawas County

WJER (February 1951): 1450 kc; 250 w. 210 Boulevard. Phone New Philadelphia 4-2126. TWX NPHLA 059. Dover Broadcasting Co. (original owner). (See "Newspaper Ownership" and Agnes Jane Reeves Greer stations in "Group Ownership").

Rep Breen & Ward.
Mrs. Agnes J. Reeves Greer, pres; W. B. Steis, gen mgr; Eugene A. Barr, coml mgr; James L. Shipley, program director & farm director; Norman Witherspoon, promotion mgr; Donald K. Graf, chief engineer; Rex J. Ridenour, news director; Brigid Humphreys, women's director.

EAST LIVERPOOL, Columbiana County
WOHI (Dec. 1, 1949): 1490 kc; 250 w. P. O. Box 760. zone 1. Phone Fulton 5-1490. East Liverpool Broadcasting Co. (original owner).

Network ABC. Rep Webb.
Richard V. Reatty, pres; Robert E. Metcalfe, gen mgr; George T. Farrall, coml mgr; James Lowery, program director & news director; George T. Kelly, chief engineer; Michael Turk, farm director; Sadie Gitschier, women's director.

ELYRIA, Lorain County
WEOL (1948): 930 kc; 1 kw, DA-2. 417 E.S.T. Bldg. Phone Fairfax 2-3761. Elyria Lorain Broadcasting Co. (original owner). (See "Newspaper Ownership").

Rep Walker-Rawalt.
Otto B. Schoepfle, pres; Richard E. Barrett, gen mgr & coml mgr; Hugh Coburn, chief engineer; Tony Thomson, news director; Harold Thoburn, farm director.

WEOL-FM (1948): 107.3 mc; 15 kw. Duplicates WEOL (above).

FINDLAY, Hancock County

WFIN (Dec. 11, 1941): 1330 kc; 1 kw-D. 101½ W. Sandusky St. Phone Garden 2-4545. Findlay

Publishing Co. (acquired station Sept. 1, 1949). (See "Newspaper Ownership").

Rep Clark.
R. L. Heminger, pres; Harold H. Heminger, gen mgr; Clyde Johnson, station mgr & program director; Richard E. Daugherty, coml mgr; Allen Dudley, promotion mgr; Edgar Smith, chief engineer; Clair Meekins, news director; John Hutson, farm director.

WFIN-FM (June 1948): 100.5 mc; 8.2 kw. Duplicates WFIN (above).

FOSTORIA, Seneca County

WFOB (Dec. 9, 1952): 1430 kc; 1 kw, DA-2. P. O. Box 589. Phone Hemlock 5-5666. Seneca Radio Corp. (original owner).

Rep Webb.
Specialty programs: Spanish, 1 hr. wkly.
Andrew Emerine, pres; Melvin L. Murray, gen mgr; Roger V. Wise, coml mgr; Farrell Elsea, chief engineer; Neal Clardy, farm director; Mary Lou McGriff, women's director.

WFOB-FM (1946): 96.7 mc; 1 kw. Duplicates WFOB (above).

FREMONT, Sandusky County

WFRO (December 1949): 900 kc; 500 w-D, DA. 905 W. State St. Phone Federal 2-3951. Wolfe Broadcasting Corp. (original owner).

Rep Best.
Robert F. Wolfe, pres & gen mgr; R. C. Force, station mgr & director; J. W. Kerr, coml mgr & promotion mgr; Frank Swartz, program director; Allen C. Kauble, chief engineer; Art Smith, news director; Earl Hurst, farm director.

WFRO-FM (December 1946): 99.3 mc; 1 kw. Duplicates WFRO (above); also does some independent nighttime programming.

GALLIPOLIS, Gallia County

WJEH (June 19, 1950): 900 kc; 250 w, 1 kw. Canadian Restricted, D. Portsmouth Road. Phone 1160. Ohio Valley on the Air Inc. (original owner).

Network Keystone. Rep Sears & Ayer.
Specialty programs: Negro, 3 hrs. wkly.
John E. Halliday, pres; Marianne B. Campbell, gen mgr, coml mgr & program director; Edgar L. Atkins, chief engineer; J. Sherman Porter, news director & farm director.

HAMILTON, Butler County

WMOH (Aug. 15, 1944): 1450 kc; 250 w. Second National Bank Bldg. Phone TwinBrook 4-6543. Fort Hamilton Broadcasting Co. (original owner).

Rep Rameau, Vance, Hopple.
Robert J. Briede, pres; Robert L. Odson, gen mgr; Raymond Motley, coml mgr; Norm Keller, program director; Robert Bullo, chief engineer; Ted Richardson, farm director.

WMOH (FM) (not on air; target date not announced): 103.5 mc; 8.7 kw. Same address, licensee as WMOH (above).

WQMS (FM) (not on air; target date unknown): 96.7 mc; 290 w. Community Broadcasting Co.

HILLSBORO, Highland County

WSEW (July 15, 1956): 1590 kc; 500 w-D. P. O. Box 176. Phone 1590. David C. Winslow (original owner).

Network Keystone.
David C. Winslow, pres & chief engineer; Bob Mahaffey, gen mgr & news director; Jack Collins, coml mgr & farm director; Willard Parr, program director.

IRONTON, Lawrence County

WIBO (Oct. 15, 1951): 1230 kc; 250 w. Radio Plaza. Phone 360. Iron City Broadcasting Co. (acquired station June 15, 1952).

Network MBS, Keystone. Rep Best.
C. A. Baker, pres & chief engineer; Clinton E. McElroy, gen mgr; Joseph Klarke, coml mgr; Marlene Ferguson, program director & women's director; A. F. Riggs, news director & farm director.

JACKSON, Jackson County

WLMJ (Dec. 23, 1953): 1280 kc; 1 kw-D. Court & Broadway. Phone 859. Radio Jackson Inc. (acquired station Jan. 1, 1957).

Network Keystone. Rep McGavren-Quinn.
J. E. Willis, pres & gen mgr; Bill Dawson, program director; Jerry Ashley, chief engineer; Jeanne Arnold, women's director.

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Radio Stations CONTINUED

OHIO CONTINUED

KENT, Portage County

***WKSU-FM** (July 17, 1950): 88.1 mc; 10 w. East Main & South Lincoln Sts. Phone Orchard 3-3411. Kent State U.

George A. Bowman, pres; Walton D. Clarke, director of broadcasting; John A. Weiser, program supervisor; Norman P. Streeby, chief engineer.

*Non-commercial educational.

LANCASTER, Fairfield County

WHOK (Oct. 9, 1948): 1320 kc; 1 kw. D. Memorial Dr. Phone Olive 3-4373. Hocking Valley Broadcasting Co. (original owner).

Nelson R. Embrey, pres & gen mgr; Mark Lucas, coml mgr; Elnore Blazer, program director & women's director; Dick Westbrook, promotion mgr & news director; Charles Houston, chief engineer; Roy Stingley, farm director.

WHOK-FM (not on air, target date, unknown): 95.5 mc; 16 kw. Address, license & staff same as WHOK (above).

LIMA, Allen County

WIMA (December 1948): 1150 kc; 1 kw. DA-N. 223 N. Main St. Phone Catherine 32060. TWX LI 262. Northwestern Ohio Broadcasting Corp. (original owner).

Network ABC. Rep H-R Representatives. G. E. Hamilton, pres; R. W. Mack, gen mgr; C. B. Heller, station mgr & coml mgr; Easter Straker, program director; William Harrison, chief engineer; Don Sherwood, news director; Hank Harvey, farm director.

WIMA-FM (June 1948): 102.1 mc; 15 kw. Duplicates WIMA (above).
WIMA-TV: Tv companion of WIMA.

LORAIN, Lorain County

WVIZ (not on air, target date December 1953): 1380 kc; 500 w-D. Box 150, (Farrell, Pa.) Phone Diamond 6-4171 (Sharon, Pa.). Sanford A. Schafitz (original owner).
Network Keystone.
Sanford A. Schafitz, pres.

MANSFIELD, Richland County

WCLW (1957): 1570 kc, 250 w-D, DA. 791 McPherson St. Mansfield Broadcasting Co (original owner).

Rep Devney.
Frederick Eckhardt, owner, pres & gen mgr; Don Holzappel, coml mgr.

WMLN (1939): 1400 kc; 250 w. 144 1/2 Park Ave. W. Phone Lafayette 4-2211. TWX 040. Richland Inc. (original owner).
Network ABC. Rep Venard, Rintoul & McConnell.

J. M. O'Hara, pres, gen mgr & coml mgr; Robert A. James, program director & promotion mgr; William E. Morrison, chief engineer; Rex V. Hess, news director; Pres Roper, farm director; Miss Billie Worden, women's director; Jerry Gross, sports director.

MARIETTA, Washington County

WMOA (June 1946): 1490 kc; 250 w. Hotel Lafayette. Phone Frontier 3-7527. Marietta Broadcasting Co. (acquired station 1954).
Network MBS. Rep Devney.

R. Sanford Guyer, gen mgr; Thomas B. Eutscher, coml mgr; Leah Thorla, program director; Lee Kendrick, promotion mgr & women's director; Charles E. Clark, chief engineer; Charles Wise, news director; Phil Emmert, farm director.

MARION, Marion County

WMRN (December 23, 1949): 1490 kc; 250 w. P. O. Box 518. Phone 3-1131. TWX 475. Robert T. Mason (original owner).

Network ABC.
Robert T. Mason Sr., pres & gen mgr; Arthur Martin, coml mgr; Madge Cooper, program director & women's director; Virginia Lynch, promotion mgr; Joseph Peters, chief

engineer; Joseph Ionue, news director; Charles Micht, farm director.

WMBN-FM (May 6, 1953): 106.9 mc; 25 kw. Duplicates WMRN (above).

MASSILLON, Stark County

WTIG (Aug. 1, 1957): 990 kc; 250 w-D, DA. P. O. Box 573. Phone Temple 2-5023. Massillon Broadcasting Co. (original owner).

Network Keystone.
Specialty programs: Italian, 1 hr. wkly.; Serbian, 1/2 hr. wkly.

Joel W. Rosenblum, pres; Nick Barry, gen mgr; Richard J. Scholem, coml mgr; Ted Wesley, program director; Benita Kilper, promotion mgr; William A. Motter, chief engineer; Ray H. Rosenblum, news director; Robert Valliquette, farm director; Nancy J. Barnhouse, women's director.

MIDDLETOWN, Butler County

WPEB (Sept. 1, 1947): 910 kc; 1 kw-D, 100 w-N. 4401 Coles Rd. Phone Garden 23625. Paul F. Braden (original owner).

Rep Breen & Ward.
Paul F. Braden, owner & gen mgr; Tom Hogan, assistant gen mgr; Joseph LeMoyné, sales mgr; Bill Hart, program director; Charles Reeder, production director; Larry Beckwith, chief engineer; Bob Cordray, news director; Homer Tingle, farm director; Fern Troutvine, women's director.

WPEB-FM (not on air, target date unknown): 105.9 mc; 30 kw. Address, license and staff same as WPEB (above).

MOUNT VERNON, Knox County

WMVO (November 26, 1953): 1300 kc; 500 w-D, DA. P. O. Box 36, Coshocton Road Route 36. Phone Express 3-4991. Mount Vernon Broadcasting Co. (original owner).

Mrs. Charles Zelkowitz, pres & gen mgr; Lewis Wagner, coml mgr & program director; Rudy Maxwell, chief engineer; George Bennett, news director; Vern McKinley, farm director; Ota Morain, women's director.

WMVO-FM (May 26, 1951): 93.7 mc; 2.9 kw. Duplicates WMVO (above).

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AM-FM AND WMRN FARMS

Radio Stations CONTINUED

OHIO CONTINUED

NEWARK, Licking County

WCLT (January 4, 1949): 1430 kc; 500 w-D. Jacksontown Pike. Phone Fairfax 4-0071. Advocate Printing Co. (original owner). (See "Newspaper Ownership").

Rep Meeker.
Frank W. Spencer, pres; Thomas A. Rogers, gen mgr; Robert H. Pricer, coml mgr; Arnauld Fleming, program director & farm director; Ben E. Windle, chief engineer; Ned C. Stout, news director.

WCLT-FM (Aug. 7, 1947): 100.3 mc; 8.5 kw. Duplicates WCLT (above), during day, but does own night programming.

OXFORD, Butler County

***WMUB (FM)** (November 1949): 88.5 mc; 830 w. Oak-at-Spring St. Miami University.

John D. Millett, pres; Stephen C. Hathaway, director of broadcasting; Paul G. Yeazell, station mgr; Charles A. Myers, program mgr; William L. Utter, production director; Andrew F. Bruck, chief engineer.

WMUB-TV: Tv companion of WMUB (FM).

*Non-commercial educational.

PAINESVILLE, Lake County

WPVL (April 25, 1956): 1460 kc; 500 w-D. 102 S. Park Place. Phone Elmwood 2-3155. Somerset Broadcasting Co. (original owner).

Rep Devney.
Carl R. Lee, partner, gen mgr & chief engineer; Harry Griffiths, coml mgr & promotion mgr; Elwood S. Thompson, program director; James Ahlstrom, news director; Sally Platz women's director.

PIQUA, Miami County

WPTW (1947): 1570 kc; 250 w-D. 1625 Covington Ave. Phone Prospect 3-3513. Miami County Broadcasting Co. (original owner).

Network Keystone. Rep Best.
Richard E. Hunt, pres; Lewis M. Shrover, gen mgr, program director & chief engineer; Eleanor Mills, coml mgr; William Fox, news director; Bob Cook, farm director; Minabelle Hutchins, women's director.

PORTSMOUTH, Scioto County

WNXT (1951): 1260 kc; 5 kw-D. 1 kw-N. DA-2. P. O. Box 1228. Portsmouth Broadcasting Co.

Network ABC. Rep McKinney; Dora-Clayton (Southern); Ohio Stations.
Marshall Rosene, pres & gen mgr.

WPAY (April 15, 1935): 1400 kc; 250 w. 1009 Gallia St. Phone Elmwood 3-5176. TWX 578. Paul F. Braden (acquired station February 1, 1956).

Network CBS. Rep Breen & Ward; William J. Reilly (Chicago).

Paul F. Braden, owner; O. T. Dresbach, gen mgr; Joseph LeMoyné, coml mgr; John T. Baker, program director; Maurice L. Myers, chief engineer; Frank Balmerl, news director; George E. Wood, farm director; Polly Daehler, women's director.

WPAY-FM (1948): 104.1 mc; 7 kw. Duplicates WPAY (above).

SALEM, Columbiana County

WSOM (FM) (not on air, target date unknown): 105.1 mc; 100 kw. 1090 Jones Dr. Russell C. Jones.

SANDUSKY, Erie County

WLEC (Dec. 7, 1947): 1450 kc; 250 w. P. O. Box 1209. Phone Main 6-2000. Lake Erie Broadcasting Co. (acquired station May 30, 1950).

Network MBS. Rep Holman (Chicago); Devney (New York).

Specialty programs: Negro, ½ hr. wkly.; French, ½ hr. wkly.

Jay E. Wagner Jr., pres & gen mgr; Louis E. Mahla, coml mgr; Robert Hanners, program director; Bette Wohler, promotion mgr; Jay Leibach, chief engineer; Joseph Vaughn, news director; Jack Percival, farm director; Nancy Lake, women's director.

SPRINGFIELD, Clark County

WBLY (May 1947): 1600 kc; 1 kw-D. Chamber of Commerce Bldg. Phone Fairfax 3-4676. Champion City Broadcasting Co. (acquired station December 1955).

Rep Clark.
Robert L. Yontz, gen mgr; Paul Kintzel, coml mgr; James Bissey, program director & news director; Carl Egbert, chief engineer; Lew Fields, farm director.

WBLY-FM (1958): 103.9 mc; 1 kw. Duplicates WBLY (above).

WIZE (November 1, 1940): 1340 kc; 250 w. 117 W. High St. Phone Fairfax 3-4955. TWX 174. Radio Voice of Springfield Inc. (See "Newspaper Ownership" and Air Trails Network stations in "Group Ownership").

Network ABC, Air Trails Net. Rep H-R Representatives.

Specialty programs: Negro, 3 hrs. wkly.
Charles Sawyer, pres; J. P. Williams, executive vp; Alexander Buchan, vp, Ernest A.

(Gudridge, gen mgr; Edwin I. Kaufman, program director; Sheila Dickerson, promotion mgr; Victor L. Bushong, chief engineer; Dave Marvin, news director & farm director; Alice Bahman, women's director.

STEUBENVILLE, Jefferson County

WSTV (November 1949): 1340 kc; 250 w. Exchange Realty Bldg. Phone Atlantic 2-6265. TWX 60. WSTV Inc. (original owner). (See Friendly Group in "Group Ownership").

Network MBS. Rep Avery-Knodel.
Specialty programs: Italian, 2 hrs. wkly.; Negro, ½ hr. wkly.

Jack N. Berkman, pres; John J. Laux, executive vp & gen mgr; Joseph M. Troesch, assistant gen mgr; Louis W. Shapiro, coml mgr; Scott McMurray, program director; Robert Harris, promotion mgr; Charles Shepard, chief engineer; Gordon Bishop, news director; Francis Taylor, farm director; Beula Goldrein, office mgr.

WSTV-FM (1947): 103.5 mc; 3.1 kw. Duplicates WSTV (above).

WSTV-TV: Tv companion of WSTV-AM-FM.

TOLEDO, Lucas County

WMEB (FM) (October 1957): 92.5 mc; 10 kw. 4665 W. Bancroft St. zone 7. Phone Jefferson 1-1681. Hillebrand Electronics.

William A. Hillebrand, pres & gen mgr; Donald Howard, chief engineer.

WOHO (October 1954): 1470 kc; 1 kw, DA-2. 2965 Pickle Rd. zone 5. Phone Oxford 3-6576. Midwestern Broadcasting Co. (acquired station Oct. 1, 1955).

Rep Pearson.
Arthur W. Weber, pres & gen mgr; William C. Wester, coml mgr; George M. Mishler, program director; Sam W. Sloan, promotion mgr; Edwin J. Powell, chief engineer; Thomas Finn, news director.

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JOHN E. PEARSON CO.
NATIONALLY

W. C. WESTER, SALES MGR.
TOLEDO, OHIO

Radio Stations CONTINUED

OHIO CONTINUED

TOLEDO (Continued)

WSPD (1921): 1370 kc; 5 kw, DA-N. 136 Huron St. zone 4. Phone Cherry 8-6201. TWX TO 91. Storer Broadcasting Co. (acquired station January 1928). (See Storer Broadcasting Co. stations in "Group Ownership" and see "Newspaper Ownership").

Network NBC. Rep Kutz.
George B. Storer, pres; Reginald E. Martin, managing director; Emerson W. Kimble, national sales mgr; Edward C. Kutz, program director; William M. Stringfellow, chief engineer.

WSPD-FM (Aug 11, 1947): 101.5 mc; 23 kw. Same address, licensee and staff as WSPD.

WSPD-TV: Tv companion of WSPD-AM-FM.
***WYDS (FM)** (May 6, 1948): 91.3 mc; 730 w. 1901 W. Central Ave. zone 6. Phone Greenwood 9-5373. Board of Education.

Specialty programs: French, 1 hr. wkly.; Harry D. Lamb, director, radio & tv education & mgr; Dorothy Maloney, operations mgr; Betty Mack, program director; Bernard R. Shonebarger, chief engineer.

*Non-commercial educational.

WTOD (June 16, 1946): 1560 kc; 1 kw-D. 3225 Arlington Ave. zone 7. Phone Evergreen 2-2507. Booth Broadcasting Co. (acquired station August 19, 1957). (See Booth stations in "Group Ownership" and see "Newspaper Ownership").

Network CBS. Rep Weed.
Specialty programs: Polish, 6 hrs. wkly.; Negro, 3 hrs. wkly.; German, 1 hr. wkly.; Spanish, ½ hr. wkly.; Czechoslovakian, ½ hr. wkly.

John L. Booth, pres; Sunne Miller, gen mgr, coml mgr & women's director; Orris Taberner, program director; Robert Sowers, chief engineer; Joe Gillis, news director & farm director.

WTBT (FM) (Dec. 7, 1947): 99.9 mc; 8.8 kw. Duplicates WTOD (above).

WTOL (Feb. 28, 1938): 1230 kc; 250 w. Bell Bldg. zone 2. Phone Cherry 3-3291. TWX 184. Community Broadcasting Co.

Network ABC. Rep Gill-Perna.
Frazier Reams, pres; Thomas S. Bretherton, gen mgr; Rus Stone, sales mgr; Robert Kriehoff, program director; Harold Holmes, chief engineer; Peter Hahn, news director.

WTOL-FM (1949): 104.7 mc; 1.3 kw. Duplicates WTOL (above).

WARREN, Trumbull County

WHHH (Nov. 11, 1941): 1440 kc; 5 kw, DA-2. Second National Bldg. Phone 2-2529. Warren Tribune Radio Station Inc. (acquired station January 1949). (See "Newspaper Ownership").

Rep Rambeau, Vance, Hoppie; Ohio Stations. Specialty programs: Greek, 1 hr. wkly.

Helen Hart Hurlbert, pres & gen mgr; Robert E. Hardy, station mgr & chief engineer; John Peterson, program director; John Strausbaugh, farm director; Betty Jayne Brown, women's director.

WASHINGTON COURT HOUSE, Fayette County

WCHO (February 1952): 1250 kc; 500 w-D. S. Main St. Phone 5-6211. Court House Broadcasting Co. (original owner).

Network Keystone. Rep Best.
W. N. Nungesser, pres, gen mgr & chief engineer; R. L. Anderson, coml mgr, program director & news director; Edna Hunter, women's director.

WAVERLY, Pike County

WPKO (1954): 1380 kc; 1 kw-D. DA. P. O. Box 67. Phone Piketon 2781. HI-Kinco Broadcasters (original owner).

W. W. Cooper, co-owner, gen mgr & coml mgr; Art Layne, station mgr, program director & news director; Ken Cardew, sports director; D. E. Kinker, co-owner & chief engineer; R. O. McFerrin, farm director; Bea Hawhee, women's director.

WELLSTON, Jackson County

WKOY (June 1952): 1330 kc; 500 w-D. P. O. Box 190. Phone 4-2000. Family Broadcasting Co. (acquired station January 1958).

Network Keystone. Rep Best.
W. N. Nungesser, pres, gen mgr & chief engineer; Kenneth O. Williams, coml mgr; David R. Gruesser, program & farm director; Harold Deck, promotion mgr & news director; Pitt Downard, women's director.

WESTERVILLE, Franklin County

***WOBX (FM)** (not on air, target date: September 1958): 91.5 mc; 10 w. c/o Otterbein College. Phone Tuxedo 2-3611. Otterbein College.

James A. Grussinger, chairman, speech department.

*Non-commercial educational

WOOSTER, Wayne County

WWST (September 1947): 960 kc; 1 kw-D. 136 S. Hillcrest Dr. Phone Angelos 3-5075. Wooster Republican Printing Co. (original owner). (See "Newspaper Ownership").

Network Keystone.
R. E. Dix, pres; B. B. Evans, gen mgr; Quentin Welty, coml mgr; Robert Hecter, program director; R. L. Bowman, chief engineer; William Ridenour, sports director.

WWST-FM (1947): 104.5 mc; 13 kw. Duplicates WWST (above).

WORTHINGTON, Delaware County

WRPD (September 27, 1947): 880 kc; 5 kw-D. Worthington. Phone Tuxedo 3-5342. Peoples Broadcasting Corp. (acquired station September 27, 1957). (See Peoples Broadcasting stations in "Group Ownership").

Rep Gill-Perna.
Murray Lincoln, pres; Herbert E. Evans, vp & gen mgr; Joseph D. Bradshaw, resident vp & mgr; Dale Lutz, coml mgr; Phil Sheridan, program director & promotion mgr; Harold Schaaf, chief engineer; Bill Arthurs, news director; Clyde Keathley, farm director; Mary Lou Pfeiffer, women's director.

YELLOW SPRINGS, Greene County

***WYSO (FM)** (Feb. 8, 1958): 91.5 mc, 10 w. c/o Antioch College. Phone Rockwell 7-3871. Antioch College of Yellow Springs.

Harold W. Roeth, station mgr; Thomas Dickinson, chief engineer.

*Non-commercial educational.

YOUNGSTOWN, Mahoning County

WBBW (February 20, 1949): 1240 kc; 250 w. Warner Theatre Bldg. zone 3. Phone Riverside 4-4421. TWX YO 068. Mahoning Valley Broadcasting Corp. (original owner).

Network ABC. Rep Weed.
John Cherpack, pres & chief engineer; Gene Trace, vp, gen mgr & coml mgr; Anthony N. Ross, program director; Isabel Meyer, promotion mgr & women's director; Norman Wagy, news director; Hugh Johnston, farm director.

WFMJ (1939): 1390 kc; 5 kw, DA-N. 101 W. Boardman St. zone 3. WFMJ Broadcasting Co. (See "Newspaper Ownership").

Network NBC. Rep Headley-Reed.
William F. Maag Jr., pres; Mitchell F. Stanley, mgr.

WHOT (See Campbell, Ohio, listing).

WKBN (1926): 570 kc; 5 kw, DA-N. 3930 Sunset Blvd. zone 1. Phone Sterling 2-1145. TWX YO 081 (U). WKBN Broadcasting Corp. (original owner).

Network CBS. Rep Raymer.
Warren P. Williamson Jr., pres & gen mgr; J. L. Bowden, station director; John Moses, program director; Warren Williamson III, public relations director; Bernard Wilkens, chief engineer; Sid Davis, news director; Stu Wilson, farm director.

WKBN-FM (1947): 98.9 mc; 25 kw. Duplicates WKBN (above).

WKBN-TV: Tv companion of WKBN-AM-FM.

WBED (FM) (not on air, target date: Jan. 1, 1959): 101.1 mc; 24.5 kw. Same address, licensee and staff as WHOT Campbell, Ohio.

ZANESVILLE, Muskingum County

WHIZ (1924): 1240 kc; 250 w. Lind Arcade Bldg. Phone Gladstone 2-5431. TWX 67. Southeastern Ohio Broadcasting System (acquired station July 1, 1947). (See Zanesville Publishing Co. stations in "Group Ownership" and see "Newspaper Ownership").

Network NBC. Rep Pearson.
Clay Littleck, pres; Allen Land, managing director; Nate Milder, director of sales; Stan Robinson, program director; Naomi Lorton, promotion mgr; William A. Hunt Sr., chief engineer; Art Schreiber, news director; Dick Keys, farm director.

WHIZ-TV: Tv companion of WHIZ.

OKLAHOMA

ADA, Pontotoc County

KADA (Sept. 24, 1934): 1230 kc; 250 w. P. O. Box 642. Phone Federal 2-1212. TWX 288. KADA Broadcasting Inc. (acquired station December 1949).

Network ABC. Rep Venard, Rintoul & McConnell; Clarke Brown (Southwest).
Brown Morris, pres; Bill Hoover, vp & gen mgr; Fred L. Thompson, station mgr; Glynn Massey, chief engineer.

KTEN (TV): Tv companion of KADA.

ALTUS, Jackson County

KWHW (April 2, 1947): 1450 kc; 250 w. P. O. Box 551. Hudson 2-1450. Altus Broadcasting Co. (original owner). (See "Newspaper Ownership").

Network Keystone. Rep Pearson.
Frank E. Wimberly, pres & gen mgr; Albert Houpe, commercial mgr; Ernest Baucum, chief engineer.

ALVA, Woods County

KALV (Oct. 17, 1946): 1430 kc; 500 w, DA-1. P. O. Box 328. Phone 1662. John H. Goss & Aubrey D. Conrow (original owner).

A. D. Conrow, co-owner; John H. Goss, co-owner, gen mgr & chief engineer; Eldon Easterly, commercial mgr; Harold Armstrong, program director; Laverne Johnson, news director; Rita Martin, women's director.

ARDMORE, Carter County

KVSO (1935): 1240 kc; 250 w. 116 N. Washington St. Phone 3030. Ardmore Publishing Co. (John E. Risen, executor of the estate of John F. Easley) (original owner). (See "Newspaper Ownership").

Network ABC. Rep Devney.
Douglas C. Dillard, general mgr.
KVSO-TV: Tv companion of KVSO.

W W S T "RADIO WOOSTER"
"Serving Ohio's Foremost Agricultural Area"

HERE'S PROOF OF RESULTS:

The eleven daily news programs, solid sponsorship by the SAME local advertisers for over five years!

HERE'S PROOF OF PROMOTIONS:

For five straight years, State Headquarters for the "Miss Ohio" Pageant of the "Miss America" Organization; just one of many outstanding promotions that build and hold listener interest!

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over \$80,000,000

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• 960 KC
• FM-13,000 ERP
• 104.5 MG
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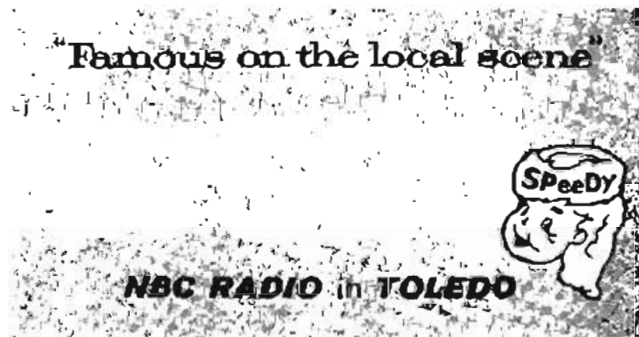


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By whatever yardstick you want to measure radio in Toledo, you'll find WSPD head and shoulders on top. Ratings, community acceptance, around-the-clock news reporting, public interest programming, established personalities . . . you name it, WSPD has it! And when buying time to capture the Toledo market, it's important to remember that SPeeDy carries more national advertising than all other Toledo stations combined. Reason: SPeeDy is Toledo radio—and has been for 37 years!

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WSPD
Toledo

WJW
Cleveland

WJBK
Detroit

WIBG
Philadelphia

WWVA
Wheeling

WAGA
Atlanta

WGBS
Miami

Radio Stations CONTINUED

OKLAHOMA CONTINUED

BARTLESVILLE, Washington County

KWON (1942): 1400 kc; 250 w. P. O. Box 69, zone 1. Phone 1400. Bartlesville Broadcasting Co. (original owner).
Network MBS.

J. Fred Case, pres, gen mgr & coml mgr; Jay Collins, program director.

BLACKWELL, Kay County

KLTR (December 1952): 1580 kc; 250 w-D. P. O. Box 70. Phone 308. Star Broadcasting Co. (acquired station Dec. 6, 1956).
Network Keystone.

Dr. Forrest G. Conley, pres & gen mgr; Ray Bush Jr., commercial mgr; Lawrence V. Eck, program director; Cecil Tanner, chief engineer.

CHICKASHA, Grady County

KWCO (1946): 1560 kc; 1 kw-D, 250 w-N, DA-N. 2030 S. 4th St. Phone Castle 4-2390. Washita Valley Broadcasting Co. (acquired station Nov 1, 1953).

Jack L. Pink, owner & gen mgr; Marjorie Richards, program director; William K. Berry, chief engineer; Ben DeKinder, news director; Bob Thompson, farm director.

CLAREMORE, Rogers County

KWPR (Jan. 7, 1958): 1270 kc; 500 w-D. Hotel Will Rogers. Phone Rogers 3-1281. Claremore Broadcasting Co. (original owner).
Network Keystone.

Specialty programs: Negro, 15 hrs. wkly.
Robert I. Harley, pres; John M. Mahoney, general mgr; Gladys Purdy, coml mgr & women's director; Paul Gentry, program director & chief engineer; Jimmy Williams, sales mgr; Jack Herrington, news director; Bill Whitten-ton, sports director.

CLINTON, Custer County

KWOE (1949): 1320 kc; 1 kw-D. Neptune Park. Phone 618. Western Oklahoma Broadcasting Co. (original owner).
Network Keystone. Rep Best.

V. M. Preston, general mgr.

CUSHING, Payne County

KUSH (1953): 1600 kc; 1 kw-D. P. O. Box 791. Phone Capitol 5-0922. Cimarron Broadcasters Inc. (acquired station Aug. 1, 1955). (See "Newspaper Ownership").
Rep Best.

Gordon R. Rocket, pres & gen mgr; Clayton Vaughn, coml mgr, program director, promotion mgr & news director; Harold Kinkead, chief engineer; Carolyn Brownlee, women's director.

DUNCAN, Stephens County

KRHD (October 1947): 1350 kc; 250 w-D. 100 w-N. Highway 81 and Pine. Phone 1350. Duncan Broadcasting Co. (original owner). (See R. H. Drewry stations in "Group Ownership").
Network MBS: Keystone. Rep Keller.

Specialty programs: Negro, 15 min. wkly.
R. H. Drewry, pres; W. M. Brubaker, gen mgr; Morgan (Tiny) Duval, commercial mgr; John Moon, program director & promotion mgr; Les Apee, chief engineer & news director; Ed Gregory, farm director.

DURANT, Bryan County

KSEO (May 1947): 750 kc; 250 w-D. Durant Democrat Bldg. Phone 2200. Durant Publishing-Broadcasting Corp. (acquired station October 1957). (See "Newspaper Ownership").
Network Keystone.

Robert V. Peterson, pres; Lewis W. Coleman, gen mgr; Richard Furman, coml mgr; Glen Burke, program director; Leonard M. Brown, chief engineer; June Abbott, women's director.

ELK CITY, Beckham County

KASA (1932): 1240 kc, 250 w. P. O. Box 189. Phone 730. WSM Broadcasting Co.

Ted Shearer Jr., general mgr; Bob Brewer, station mgr; Herbie Carnahan, coml mgr; Daryl Taylor, program director.

ENID, Garfield County

KCBC (Feb. 19, 1928): 1390 kc; 1 kw, DA-1. 318 E. Willow. Phone Adams 3-1390. TWX 290. Enid Radiophone Co. (acquired station 1934). (See "Newspaper Ownership").

Network ABC: Keystone. Rep Pearson.
Milton B. Garber, pres; Pat Murphy, gen mgr & coml mgr; Bill B. Marshall, program director & promotion mgr; David Tennyson, chief engineer; Phil Brown, news director; Marvin Livingston, farm director.

KGWA (1950): 960 kc; 1 kw, DA-1. 115½ E. Broadway. Phone Adams 4-4230. Public Broadcasting Service Inc. (acquired station in 1955). (See R. H. Drewry stations in "Group Ownership").

Rep Venard, Rintoul & McConnell.
Allan Page, pres & gen mgr; Bob O'Brien, coml mgr; Tom Gilmore, program director; Milton Wentworth, chief engineer; Rex Walker, news director.

FREDERICK, Tillman County

KTAT (Dec. 10, 1948): 1570 kc; 250 w-D. P. O. Drawer 920. Phone Edison 5-2131. Frederick Broadcasting Co. (acquired station Nov 20, 1956, partner since December 1948).

Network Keystone. Rep Best.
Specialty programs: Negro, 15 min wkly.
Ronald W. Wheeler Jr., owner & gen mgr; Mary Wheeler, program director; Wendy Wheeler, promotion mgr; Herman Vosburgh, farm director; Marilyn Wheeler, women's director.

GUTHRIE, Logan County

KWBW (Nov. 15, 1955): 1490 kc; 100 w. Ione Hotel. Phone Butler 2-2321. Weldon Lawrence Sledge (acquired station July 20, 1957).

Network Keystone.
Specialty programs: Negro, 10 hrs. wkly.
Weldon Sledge, owner, gen mgr & chief engineer; Richard M. Carroll, commercial mgr, program director & news director; Wally Seeds, promotion mgr; Gary Dark, farm director; Violet Sledge, women's director.

GUYMON, Texas County

KGYN (Dec. 14, 1948): 1220 kc; 1 kw-D. P. O. Box 130. Plains Broadcasting Co. (original owner).
Network Keystone. Rep Best.

John B. Gray, pres & gen mgr; Ed Slater, commercial mgr; Herb Noyes, chief engineer; Don Strasner, news director.

HENRYETTA, Okmulgee County

KHEN (1956): 1590 kc; 500 w-D. 121 N. 5th St. Phone 1590. Henryetta Radio Co. (original owner).

J. LeLand Gourley, pres; Marvin Hull, gen mgr.

HOBART, Kiowa County

KTJS (June 21, 1947): 1420 kc; 250 w-D. P. O. Box 796. Phone 1420. Alfred Ray Fuchs (acquired station March 1954).

Specialty programs: Indian, 30 min. wkly.
Alfred R. Fuchs, owner, gen mgr, program director & chief engineer; Wayne Robison, coml mgr, promotion mgr, news director farm director; Jenaice Fuchs, women's director.

HOLDENVILLE, Holdenville County

KWSH (1948): (See Wewoka, Okla., listing.)

HUGO, Choctaw County

KIHN (November 1948): 1340 kc; 250 w. P. O. Box 248. Phone 1140. Little Dixie Broadcasting Co.

O. A. Brewer, pres; Joe L. Anderson, gen mgr, coml mgr & news director; Jerry Hammons, program director; James Clark, promotion mgr; Dik McClendon, chief engineer; Tish Whatley, women's director.

IDABEL, McCurtain County

KBEL (June 8, 1953): 1240 kc; 250 w. P. O. Box 1072. Phone 892. Idabel Broadcasting Co. (original owner).

Specialty programs: Negro, 1 hr. wkly.
Winston O. Ward, pres & co-gen mgr; J. E. Stanley, co-general mgr & coml mgr; Bob Green, program director & news director; Ernest Burgin, chief engineer; Lou Delle Stanley, women's director.

LAWTON, Comanche County

KCGO (May 27, 1958): 1050 kc; 250 w-D, DA. Vaska Bldg. Phone Elgin 5-1050. Progressive Broadcasting Co. (acquired station Sept. 21, 1956).

Rep Best.
Specialty programs: German, 1 hr. wkly.
Dr. G. G. Downing, pres; Morgan Roberts, gen mgr & coml mgr; Alta Monroe, program director; Gale Roberts, promotion mgr; Robert Stabler, chief engineer; C. J. McDonald, news director.

KSWO (May 1, 1911): 1380 kc; 1 kw, DA-2. Lawton Hwy. 7. Phone Elgin 5-1380. TWX Lawton 472. Oklahoma Quality Broadcasting Co. (acquired station May 1, 1945). (See R. H. Drewry stations in "Group Ownership").
Network ABC: Rep Pearson.

R. H. Drewry, principal partner; Emmett L. Keough, gen mgr; Ronnie Stone, program director; Jim Lockard, chief engineer.

KSWO-TV: Tv companion of KSWO.

McALESTER, Pittsburg County

KNED (May 14, 1950): 1150 kc; 1 kw-D, 500 w-N, DA-N. P. O. Box 780. Phone Garden 3-1460. Pittsburg County Broadcasting Co. (original owner).

Rep Pearson.
Ray Van Hooser, pres & gen mgr; Phil Reed, commercial mgr; Dud Stallings, program director & news director; Frank Hopkins, promotion mgr; Dexter Perry, chief engineer; Deane Keith Jr., farm director; Elaine Brown, women's director.

KTMC (March 3, 1946): 1400 kc; 250 w. Earle Hotel. Phone Garden 3-1400. McAlester Broadcasting Co. (acquired station 1950).

Network Keystone.
Irvin Gladstein, pres; Bob Baggett, gen mgr & commercial mgr; Sharon Sorrels, program director; Harold Duncan, chief engineer; Larry Kraft, news director; Sam Criswell, farm director; Bobbie Gladstein, women's director.

MIAMI, Ottawa County

KGIC (April 17, 1947): 910 kc; 1 kw, DA-1. Miami Hotel Bldg. Phone Kimball 2-3303. Miami Broadcasting Co. (original owner). (See Kenyon Brown stations in "Group Ownership").

Network Keystone, Magic Circle Net.
M. K. Huttis, pres; William A. Searle, gen mgr; Mike Murdock, program director; Louis E. Stone, chief engineer; Charles L. Butler, news director.

MUSKOGEE, Muskogee County

KBIK (May 1, 1936): 1490 kc; 250 w. Barnes Bldg. Phone Murray 2-1331. TWX MU 8587. Oklahoma Press Publishing Co. (acquired station May 1, 1956). (See "Newspaper Ownership").

Network ABC. Rep Burn-Smith.
Specialty programs: Negro, 11 hrs. wkly.
Tams Bixby Jr., pres & co-gen mgr; Tams Bixby III, co-gen mgr; Earleen Cook, coml mgr, program director & promotion mgr; Edsell Griffin, chief engineer; Bill Owens, news director; Darrel Huddleston, farm director.

KMUS (June 3, 1948): 1380 kc; 1 kw-D, 500 w-N, DA-N. P. O. Box 1588. Phone Murray 2-2488. Horace C. Boren (acquired station June 9, 1958).

Specialty programs: Negro, 1½ hrs. wkly.
Horace C. Boren, owner; James E. Keitel, gen mgr & chief engineer; William B. Parker, commercial mgr; Kenneth Parker, program director; Mel Waldorf, city sales mgr; Leo Tremblay, sales promotion mgr; James Keitel, chief engineer; Bailey Hutchins, news, sports & farm director; Nancy Howard, women's director.

NORMAN, Cleveland County

KNOR (November 1949): 1400 kc; 250 w. P. O. Box 542. Jefferson 4-8474. Cleveland County Broadcasting Co. (acquired station June 1956).

Network Keystone. Rep Keller.
Wm. S. Morgan, pres, gen mgr & coml mgr; Ed Rinner, chief engineer; Jim Willaford, news director.

***WNAD** (1923): 640 kc; 1 kw-D. Faculty Exchange, U. of Oklahoma campus. Phone Jefferson 4-6900. TWX 424. U. of Oklahoma (original owner).

Specialty programs: German, 45 min. wkly.; French, 30 min. wkly.

George L. Cross, pres; Hugh M. Mix, gen mgr; William Boren, program director; Mima McCandles, promotion manager; Walter E. Morris, chief engineer; Jack Ogle, news director.

***WNAD-FM** (1945): 90.9 mc; 7 kw. Duplicates WNAD (above).

*Noncommercial educational.

OKLAHOMA CITY, Oklahoma County

KBYE (April 1947): 890 kc; 1 kw-D. 5508 N. Eastern Ave. Phone Garfield 7-6524. TWX OC 84. Great Empire Broadcasting Corp. (acquired station Aug 1, 1957).

Network ABC. Rep Weed.
Specialty programs: Negro, 6 hrs. wkly.
F. E. (Mike) Lynch, vp & general mgr; Glenn Valentine, program director; Lou Emerson Ruetsch, promotion mgr & news director.

KCFE (FM) (granted May 29, 1958; not on air; target date unknown): 92.3 mc; 6.6 kw. 117 N. W. 23rd St. Musicord Inc.

William Jackson, Cecil Friendlander and R. Kent Ogilvie, co-owners.

KCFM (FM) (granted April 2, 1958; not on air; target date fall 1958): 94.7 mc; 17 kw. 730 E. Reno. Phone Forest 5-4567. Carl E. Williams (original owner).

Carl Williams, owner; Earl M. Thomas, gen mgr; Bill Marshall, coml mgr; Bill Wilson, chief engineer.

KLFB (May 23, 1947): 1140 kc; 1 kw-D 128½ W. Commerce. Phone Forest 5-6358. Big Chief Broadcasting Co. (acquired station April 2, 1958).

Rep Devney.
L. M. (Jack) Beasley, pres & gen mgr; Monty Wells, commercial mgr; Carolee Axtell, program director & women's director; Bob Allen, promotion mgr; Jay Davis, chief engineer; Fred Collins, news director; Gene Stansberry, farm director.

KOCY (1922): 1340 kc; 250 w. Plaza Court Bldg., zone 3. Phone Forest 5-4333. Plaza Court Broadcasting Co. (acquired station 1938).

Rep Pearson.
Matthew H. Bonebrake, pres & gen mgr;

OKLAHOMA BROADCASTERS

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Radio Stations CONTINUED

OKLAHOMA CONTINUED

Carlton Beck, coml mgr; Dale Wena, program director; Elmo Black, chief engineer.
***KOKE (FM)** (October 1953): 88.9 mc; 1.5 kw. 1901 N. Ellison. Board of Education, Oklahoma City (original owner)
 Dr. T. H. Broad, gen mgr
 *KTQV (TV): Tv companion of KOKE.

*Noncommercial educational.
KOMA (1927): 1520 kc; 50 kw. DA-N. Globe Life Bldg., zone 1. Phone Forest 5-6653. Radio Oklahoma (acquired station Dec 29, 1956) (Sale to Todd Storz pending; see Storz stations in "Group Ownership").
 Rep Gil-Perne.

Arnold S. Lerner, Burton Levine, Myer Feldman, Raymond Ruff, Harold Thurman, M. Van Zampfi, partners; Raymond Ruff, gen mgr, coml mgr & promotion mgr; Bill Bailey, program director & news director; George Berry, chief engineer; Harold Mock, farm director; Barbara Asbrook, women's director.

KTOK (Jan. 29, 1927): 1060 kc; 5 kw. DA-2. 1800 W. Main, zone 1. Phone Forest 5-8351. TWX OC 302. KTOK Inc. (acquired station 1954). (See "Newspaper Ownership" and Mayes-Woodson stations in "Group Ownership").
 Network CBS. Rep Raymer.

Wendell Mayes, pres & co-owner; C. C. Woodson, vp & co-owner; Tom Johnson, gen mgr; George Collisson, coml mgr; Bill Bryan, program director & news director; Harv Page, promotion mgr; Clifford Easum, chief engineer; John Knight, farm director.

KTOW (1948): 800 kc; 250 w-D. Fifth and Robinson Sts. Phone Central 2-6367. Citizens Broadcasting Co. of Oklahoma (acquired station July 1955).

Network MBS. Rep Meeker.
 W. P. Wright, pres; L. O. Peak, gen mgr; James C. Treat, commercial mgr & chief engineer; Dean Ward, program director; Charles Burton, promotion manager.

KYFM (FM) (July 8, 1956): 98.9 mc; 1.5 kw. 4516 N. Libby, zone 12. Phone Whitney 2-7907. Capitol City Broadcasting Co. (original owner).

Rep Best
 Edwin P. Nall, owner, gen mgr & coml mgr; Charlene Nall, program director; Walter Quittler, chief engineer; Dale Ransford, sports director.

WKY (January 1920): 990 kc; 5 kw. DA-N. P. O. Box 868. Britton Station, zone 20. Phone Trinity 8-2161. TWX OC 568. WKY Television System Inc. (acquired station August 1928). (See "Newspaper Ownership" and WKY Television System in "Group Ownership").

Network NBC. Rep Katz.
 E. K. Gaylord, pres; Norman P. Bagwell, station mgr; John Moler, assistant mgr in charge of radio; W. J. Wheatley, program director; Jim Willis, promotion mgr; Gene Lyons, chief engineer; Bob Flournoy, news director; Jack Stratton, farm director.
 WKY-TV. Tv companion of WKY.

OKMULGEE, Okmulgee County

KMOG (1937): 1240 kc; 250 w. P. O. Box 1350. Phone 3646. Okmulgee Broadcasting Corp. (See Donald W. Reynolds stations in "Group Ownership"; also see "Newspaper Ownership").

Network Keystone. Rep Best.
 Specialty programs: Negro, 9 hrs. wkly.
 Donald W. Reynolds, pres; Roy Rowman, gen mgr; Dewey Johnson, station mgr, program director, promotion mgr & farm director; Stan Welsberger, commercial mgr; Larry Ferguson, chief engineer; Victor Karsner, news director; Betty Moon, women's director.

PAULS VALLEY, Garvin County

KVLE (1947): 1470 kc; 250 w-D. P. O. Box 610. Phone 1470. Garvin Broadcasting Co. (acquired station May 1956).

Network Keystone. Rep Continental.
 Warren J. Fortler, pres; L. L. Wilder, gen mgr.

PONCA CITY, Kay County

WBBK (1927): 1230 kc; 250 w. 1601 E. Oklahoma. Phone Rogers 5-9311. Ponca City Publishing Co. (acquired station February 1949). (See "Newspaper Ownership").

Network Keystone. Rep Continental.
 Allan W. Muchmore, gen mgr; Bill Maugans, program & news director; G. J. Overall, chief engineer.

POTEAU, LeFlore County

KLCO (Nov. 25, 1953): 1280 kc; 1 kw-D. P. O. Box 511. LeFlore Broadcasting Co. (original owner).

Network Keystone.
 R. B. Bell, owner & gen mgr; V. F. Nowlin, coml mgr; Bernice Bell, program director; Jim Bull, chief engineer.

PRYOR, Mayes County

KOLS (July 3, 1950): 1570 kc, 1 kw-D. Fifth & S. Mill Sts. Phone Valley 5-2783. Lakes Area Broadcasting Co. (original owner).

Network Keystone; Dingie (Grete Net). Rep Best.
 L. L. Gaffney, owner, gen mgr & chief engineer; Mrs. L. L. Gaffney, commercial mgr & women's director; Merle Caldwell, program director; Glenn Chapman, promotion mgr & farm director; T. Jack Bailey, news director.

SEMINOLE, Seminola County

KWSH (1948): (See Wowoka, Okla., listing).

SHAWNEE, Pottawatomie County

KGFF (December 1930): 1450 kc; 250 w. P. O. Box 2059. Phone 4300. KGFF Broadcasting Co. (original owner). (See Stauffer stations in "Group Ownership"; also see "Newspaper Ownership").

Network MBS. Rep Avery-Knodel.
 Oscar S. Stauffer, pres; William A. Weaver, gen mgr & news director; Jeral C. Ziegler, coml mgr & promotion mgr; James Meyer, program director; Gilla J. Wood, chief engineer.

STILLWATER, Payne County

***KAMO-FM** (March 27, 1956): 91.7 mc; 380 w. Oklahoma State U.

Rep Ellsworth Chunn, director of communications

*Noncommercial educational.

KSPFI (1947): 780 kc; 250 w-D. P. O. Box 231. Phone Frontier 2-7800. Stillwater Publishing Co. (original owner). (See "Newspaper Ownership").

Rep Thomas F. Clark
 J. R. Ballatt, gen mgr; Lewis Pearce, station mgr & program director; Bill Platt, coml mgr

& sports director; Paul A. McCollum, chief engineer; Leon Matthews, news director; Jim Wells, farm director.

KSPI-FM (1947): 93.9 mc; 4 kw. Repeats programming of KSPI (above) and originates special and nighttime programming. Same address, licensee and staff as KSPI.

TAHLEQUAH, Cherokee County

HTLQ (Aug 8, 1957): 1350 kc; 500 w-D. P. O. Box 126. Phone 1500. Tahlequah Broadcasting Co. (original owner)

Network Keystone. Rep Continental.
 Specialty programs Cherokee, 1 hr. wkly.
 Galen O. Gilbert, pres, gen mgr, program director & chief engineer; Bill Bentley, coml mgr, promotion mgr & news director; Mike Malone, farm director; Eimora Gilbert, women's director.

TULSA, Tulsa County

KATC (1946): 870 kc; 1 kw-D. 500 w-N. DA-2. 970 S. Boston, zone 19. Phone Luther 7-2401. TWX TU 99. Public Radio Corp.

Rep Weed.
 Lester Kamin, pres; Bob Holt, vp, gen mgr, coml mgr & promotion mgr; Chris Lane, program director; Charles Laughton, chief engineer; Bud Curry, news director; Jon Albert, farm director; Mary Collier, women's director.



a Difference that counts

★ in programming

Tulsa's only balanced program station

★ in audience

Tulsa's largest by every measurement

★ in believability

The trusted "Voice of Oklahoma" since 1925. NBC since 1927.

★ in sell-ability

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★ in facilities

Finest equipment and studios in the southwest

★ in personnel

Experienced, Tulsa "home folks" who know Tulsa and the Southwest and accept community responsibility.

Today, when advertising dollars must deliver full value, KVOO RADIO is your *outstanding must* in Oklahoma. After all, *markets* are people with *spendable income* who hear and *respond* to advertising — the KVOO kind of market — *your* kind of prospect!

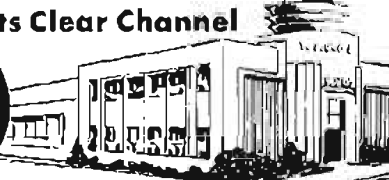
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KVOO



OKLAHOMA'S GREATEST RADIO STATION SINCE 1925

Radio Stations CONTINUED

OKLAHOMA CONTINUED

TULSA (Continued)

KPMJ (Nov. 6, 1946): 1050 kc; 1 kw-D. 1242 S. Boston. Phone Luther 5-5555. Fred Jones Broadcasting Co. (original owner).
Rep Masia.

Fred Jones, pres; Lawson Taylor, gen mgr; Keith W. Frank, coml mgr & program director; Allen Collier, chief engineer; Marie Power, women's director.

KOME (1938): 1300 kc; 5 kw-D, 1 kw-N, DA-2, 86th & S. Harvard Sts. Phone Diamond 3-4121. Charles W. Holt & Assoc. (acquired station June 5, 1958). (See Holt stations in "Group Ownership").

Rep Gill-Perna.
Charles W. Holt, Connie I. Holt, William R. Taylor and Robert N. Robinson, co-owners; William R. Tyler, gen mgr.

KRMG (Dec. 23, 1949): 740 kc; 50 kw-D, 25 kw-N, DA-2, 311 S. Denver, zone 3. Phone Luther 4-4291. Meredith KRMG Inc. (acquired station Dec. 1, 1957). (See Meredith Publishing Co. stations in "Group Ownership"; also see "Newspaper Ownership").

Rep Blair.
Frank S. Lane, gen mgr & coml mgr; Keith Bretz, program director & promotion mgr; Wm H. Bradley, chief engineer; Glenn Condon, news director; Martha Stewart, women's director.

KTUL (Jan. 24, 1934): 1430 kc; 5 kw, DA-N, 2601 E. 56 St. North, zone 15. Phone Fillmore 6-1311. TWX TU 198. Consolidated Radio Enterprises (original owner). (See John T. Griffin stations in "Group Ownership").

Network CBS. Rep Avery-Knodel.
John T. Griffin, pres; James P. Walker, gen mgr; Edward T. Neibling, coml mgr; Karl F. Janssen, program director; Jay L. Jones, promotion mgr; Lloyd W. Cowan, chief engineer; James Naughton, news director.

KTUL-TV: Tv companion of KTUL.
KVOO (Jan. 23, 1925): 1170 kc; 50 kw, DA-N, 3701 S. Georgia. Phone Riverside 2-5551. Southwestern Sales Corp. (acquired station 1928).
Network NBC. Rep Peary.

Harold C. Stuart, pres; Gustav Brandborg, vp & gen mgr; Joseph O'Neill, program director; John Bushnell, director of engineering; Howard Phillips, chief engineer; Forest Brokaw, news director; Carl Meyerdirk, farm director.

KVOO-TV: Tv companion of KVOO.
KWGS (FM) (Oct. 19, 1947): 90.3 mc; 4.1 kw, 600 S. College, zone 4. Phone Webster 9-6361. U. of Tulsa.

Network NAER.
Edward S. Dumit, gen mgr; Robert Comstock, program director; Claude Hill, chief engineer.

*Non-commercial educational.

VINITA, Craig County

KVIN (1954): 1470 kc; 500 w-D, 601 S. Foreman. Phone 407. Vinita Broadcasting Co.
Network Keystone.

John Q. Adams and John Mahoney, co-owners; George S. Lanham, gen mgr; Jerry Webber, commercial mgr & farm director; Merle Weisinger, program director & promotion mgr; Jon Paul Gentry, chief engineer; Leon Shear, news director; Varna Weisinger, women's director.

WEWOKA, Seminole County

KWSH (1948): 1260 kc; 1 kw, DA-2, P. O. Box 1260. Phone 1260. Tri-Cities Broadcasting Co. (original owner).

Network ABC. Keystone. Rep Venard, Rintoul & McConnell.
Bill Hoover, pres & gen mgr; Brown Morris, secretary-treasurer; Ray Judge, station mgr.

WOODWARD, Woodward County

KSIW (September 1947): 1450 kc; 250 w, 22nd and Cedar St. Phone 1450. Woodward Broadcasting Co. (original owner).
Rep Pearson.

Edward A. Ryan, pres & gen mgr; Lenora Woods Ryan, program director; Harry McFarland, chief engineer.

OREGON

ALBANY, Linn County

KWIL (Jan. 14, 1941): 790 kc; 1 kw, DA-2, P. O. Box 485. Phone Wabash 6-2233. Albany Radio Corp. (acquired station July 1, 1957).

Network MBS. Don Lee. Rep Art Moore & Assoc. (Oregon-Washington); Ayres (California).

Larry Gordon, pres & gen mgr; Warren E. Stoffer, coml mgr; Joanne Forbes, program director; Jan Charnell, chief engineer; Ken McCoy, news director; Lindon Gordon, women's director.

ASHLAND, Jackson County

KWIN (1946): 1400 kc; 250 w, P. O. Box 227. Murdock 2-4381. Rogue Valley Broadcasters Inc.

Network MBS. Don Lee. Rep Pearson.
Douglas Kahle, pres; Elliott Molschenbacher, gen mgr; Henry Peck, coml mgr; Bill Lively, program director; Joanne Molschenbacher, women's director.

ASTORIA, Clatsop County

KAST (1922): 1270 kc; 1 kw, DA-N, P. O. Box 445. Phone Fairfax 6-2911. Astoria Broadcasting Co. (acquired station 1935). (See "Newspaper Ownership").

Network MBS; Keystone; Don Lee. Rep Art Moore & Assoc. (Northwest); Ayres (California).

Robert B. Chessman, pres & gen mgr; Mary Ristola, business mgr & women's director; Warren Grimberg, sales mgr; Herman Robison, program director, news & farm director; George Ristola, chief engineer.

KVAS (Feb. 1, 1952): 1930 kc; 250 w, 1418 Commercial St. Phone Fairfax 5-6221. Lower Columbia Broadcasting Co. (acquired station January 1954).

Rep Holman.
Specially programs: Finnish, ½ hr. wkly.
Wm. Tracy Moore, pres; T. R. Williams, gen mgr, program director & promotion mgr; Kent S. Freeman Jr., coml mgr; Warren O. Weathers, chief engineer; Dorothy Radich, news & women's director.

BAKER, Baker County

KBBR (1939): 1490 kc; 250 w, 2030 Auburn Ave. Phone Jackson 3-4431. Oregon Trail Broadcasting Co.

Network MBS; Keystone; Don Lee. Rep McGavren-Quinn; Art Moore & Assoc. (Northwest).
Kenneth B. Lockwood, gen mgr.

BEND, Deschutes County

KBND (1938): 1110 kc; 5 kw-D, 1 kw-N, DA-2, 5000 Studio Rd. Phone Evergreen 2-4821. Central Oregon Broadcasting Co. (original owner).

Network MBS. Keystone, Don Lee. Rep McGavren-Quinn, Art Moore & Assoc. (Northwest).

Frank H. Loggan, pres, gen mgr & promotion mgr; Douglas Gaines, coml mgr; Kessler Cannon, program & farm director; Robert Dickinson, chief engineer; Jack Thornton, news director; Helen Byam, women's director.

BROOKINGS, Curry County

KURY (May 2, 1958): 910 kc; 500 w-D, Oceanview Drive. Phone 4911. Joseph F. Sheridan (original owner).

Joseph F. Sheridan, owner; Norman Oberst, gen mgr; Lawrence Vittu, coml mgr; Robert Vitto, program director; Glenn Bryan, promotion mgr & news director; Lee Smallwood, chief engineer; Hannah Andes, women's director.

BURNS, Harney County

KBNS (Sept. 28, 1957): 1230 kc; 250 w, 544 Broadway. Phone 7300. Radio Burns (original owner).

Network Keystone. Rep Art Moore & Assoc. Howard McDonald, co-owner & co-mgr; James Ward, co-owner & co-mgr.

COOS BAY, Coos County

KOOS (1928): 1230 kc; 250 w, (CP for 1260 kc; 1 kw, DA-N), P. O. Box 180. Phone Congress 7-2121. KOOS Inc. (See Sheldon F. Sackett stations in "Group Ownership" and "Newspaper Ownership").

Network MBS, Don Lee. Reps Webb (East); Tracy Moore & Assoc. (California); Art Moore & Assoc. (Northwest).

Sheldon F. Sackett, pres; Robert Chopping, gen mgr; F. J. McDonough, coml mgr; Margaret Chopping, program director, promotion mgr & women's director; Bryce Johnston, chief engineer.

KOOS-TV: Tv companion to KOOS.
KYNG (Dec. 21, 1956): 1420 kc; 1 kw-D, P. O. Box 657. Phone Congress 7-7055. KYNG Radio Inc. (acquired station Dec. 21, 1957).

Rep H. S. Jacobson.
Phillip F. Waters, pres, gen mgr & coml mgr; Nate Olson, program director & chief engineer; Pave Crabtree, promotion mgr; Glenn Moore, news director; John Hickox, farm director.

COQUILLE, Coos County

KWRO (1945): 630 kc; 1 kw-D, Box 396. Phone 3961. KWRO Inc.

Network Keystone. Rep Ayres; Art Moore & Assoc.

William E. Waish, pres; Leonard F. Epling, gen mgr, coml mgr & promotion mgr; Ted Thompson, program & news director; Drew Walker, chief engineer; Richard Moody, farm director; Alice Mobley, women's director.

CORYALLIS, Benton County

KFLY (August 1954): 1240 kc; 250 w, P. O. Box 689. Phone Plaza 3-8633. Midland Broadcasting Co. (acquired station Feb. 25, 1958).

Network MBS. Reps Everett-McKinney, Headley-Reed (Calif); Hugh Peltis & Assoc. (Seattle-Tacoma); H. S. Jacobson (Portland, Ore.).

Dave Hoss, pres, gen mgr & coml mgr; Lee Borer, program & farm director; Howard Spidle, chief engineer, Hal Wehmeier, news director.

KZOO (1947): 1340 kc; 250 w, P. O. Box 731.

Phone Plaza 3-3322. Benton Broadcasters Inc. (acquired station April 23, 1957).

Rep McGilvra.
Robert G. Beattie, pres & gen mgr; Dale K. Allison, coml mgr & program director, Donald C. Wilkinson, chief engineer.

*KOAC (Dec. 7, 1922): 560 kc; 5 kw, DA-2, Phone Plaza 3-7236. Oregon State College (original owner).

Network N.A.E.B.
Specially programs: German ¼ hr. wkly.
James M. Morris, gen mgr & program director; Grant S. Feikert, chief engineer; Robert Hinz, news director; William Smith, farm director; Gladys Chambers, women's director.

*KOAC-TV: Tv companion of KOAC.

*Noncommercial educational.

COTTAGE GROVE, Lane County

KOMB (August 1953): 1400 kc; 250 w-SH, P. O. Box 606. Phone Whitney 2-2468. Radio Station KOMB (acquired station June 1, 1954).

Rep Devney, Ayres.
Ordo Bagley, owner & gen mgr; Jim Bunch, program director; Mill Viken, chief engineer, Dorothy Grisham, women's director.

DALLAS, Polk County

KPLK (April 15, 1955): 1160 kc; 500 w-D, P. O. Box 396. Phone Mayfair 2-2342. Polk County Broadcasters Inc. (acquired station Aug. 1, 1957).

Ray L. Kozak, pres & gen mgr; E. C. McElroy Jr., coml mgr; George Morrison, program director & chief engineer.

EUGENE, Lane County

KASH (Sept. 19, 1947): 1600 kc; 1 kw, DA-N, P. O. Box 1600. Phone Diamond 5-3357. TWX EG 143. Radio Air Ways Inc. (original owner).

Network ABC; Keystone. Rep Cooke.
E. L. Kincaid, pres & gen mgr; Paul Plank, coml mgr & farm director; Pat Madden, program director; Clare Kincaid, promotion mgr, news & women's director; Ralph Cook, chief engineer.

KBED (See Springfield, Ore., listing).
KBERG (Nov. 18, 1949): 1280 kc; 5 kw-D, 1 kw-N, DA-N, P. O. Box 506. Phone Diamond 5-4304. Guard Publishing Co. (acquired station Feb. 1, 1957). (See "Newspaper Ownership").

Network CBS. Rep Weed; Wagner & Assoc. (Northwest).

Alton F. Baker Jr., pres; Robert C. LaBonte, gen mgr; C. S. Shulda, coml mgr; Clinton C. Cole, program director; William H. Green, chief engineer; Jack J. Craig, news director.

KORE (September 1937): 1450 kc; 250 w, 2598 S. Willamette St. Phone Diamond 4-4214. Lane Broadcasting Co. (acquired station September 1948).

Network MBS, Don Lee. Rep Everett-McKinney; Headley-Reed (Calif); Hugh Peltis (Seattle); H. S. Jacobson (Portland).

Lec Bishop, pres & gen mgr; Herb Olson, coml mgr; Buzz Florip, program director; Bob Davis, promotion manager; Floyd Viken, chief engineer; Dolph Jones, news & farm director; Betty Kane, women's director.

*KRYM (FM) (Dec. 8, 1947): 91.9 mc 400 w, 761 W. 4th Ave. Phone Diamond 5-3377. School District 4, Lane County, Ore., (Eugene Public Schools).
Roger J. Houghlum, gen mgr & chief engineer.

*Non-commercial educational.

KUGN (July 1916): 590 kc; 5 kw-D, 1 kw-N, DA-N, P. O. Box 112. Phone Diamond 4-6216. KUGN Inc. (original owner). (See Fisher stations in "Group Ownership").

Network NBC. Rep Meeker; Art Moore & Assoc. (regional).

Carl Fisher, pres & gen mgr; John Tasnady, local sales mgr; Robert Houghlum, program director; George Hathaway, chief engineer; Wendell Ray, news director.

KUGN-FM (1947): 99.1 mc 390 w. Same address, license and staff as KUGN (above).

*KWAX (FM) (March 1951): 91.1 mc; 10 w, Dept. of Speech, University of Oregon, Phone Diamond 2-1411, Ext. 400. State of Oregon for State Board of Education.

Network NAEB.
John R. Shepherd, director of radio; Elwood K. Kretsinger, chief engineer.

*Noncommercial educational.

FOREST GROVE, Washington County

KRWC (Nov. 16, 1950): 1570 kc; 1 kw-D, Route #2, Box 59, Sunset Drive. Phone Elgin 7-2144. Irving Vincent Schmidtko (original owner).

Rep Ayres.
Irving V. Schmidtko, owner, gen mgr, chief engineer; F. Demcy Mylar, mgr; Robert Ball Jr., coml mgr; Jerry Johnson, program director; Albert Cherry, promotion mgr; Paul Baker, news director.

GRANTS PASS, Josephine County

KAJO (Aug. 15, 1958): 1270 kc; 1 kw-D, P. O. Box 230. Phone Greenwood 6-6608. Grants Pass Broadcasting Co. (See K stations in "Group Ownership").

Rep Grant.
Jim Wilson, partner, gen mgr; Jim Jackson, coml mgr; Elsie Parker, program & news director; Keith Snodgrass, chief engineer; Ruth Kane, women's director.

KJUN (Dec. 16, 1939): 1310 kc; 250 w, P. O. Box 118. Phone Greenwood 6-4477. TWX 194-U. Southern Oregon Broadcasting Co. (ac-

Radio Stations CONTINUED

OREGON CONTINUED

quired station Feb. 1, 1957). (See "Newspaper Ownership" and California-Oregon stations in "Group Ownership").

Reps Grant; Art Moore & Assoc. (Northwest).

Amos E. Voorhies, pres; Myron Keith Ball, gen mgr; Tommy Olsen, coml mgr; Margaret Nelson, program director; Del Cantrall, chief engineer; Chris Hansen, news director.

KGPO (FM) (1948): 96.9 mc; 31 kw. Duplicates KUIN (above).

GRESHAM, Multnomah County

KGRO (Sept. 28, 1956): 1230 kc; 250 w-D. 100 w-N. P. O. Box 32. Phone Mohawk 5-4153. Gresham Broadcasting Co. (original owner).

T. B. Purcell, pres; Alex deSchweinitz, gen mgr; R. E. Ruan II, program & news director; A. C. Walker, chief engineer; Elise Darfus, women's director.

HERMISTON, Umatilla County

KOHU (Feb. 6, 1956): 1570 kc; 250 w-D. P. O. Box 1. Phone Jordan 7-6500. Carl F. Knierim and Sarah Knierim (original owners).

Reps Hugh Feltis & Assoc. (Seattle); H. S. Jacobson (Portland, Ore.).

Carl F. Knierim, co-owner, gen mgr & chief engineer; Sarah Knierim, co-owner & promotion mgr; Dick Gohman, coml mgr; Eleanor Davis, program director; Dave Stone, news director; Frank Woodman, farm director; Pat Anderson, women's director.

HILLSBORO, Washington County

KUIK (1954): 1360 kc; 1 kw-D. 155A S. Second Ave. Phone Midway 8-4181. Tualatin Valley Broadcasters Inc. (acquired station Jan. 1, 1957). (See Singleton stations in "Group Ownership").

Network Keystone. Rep Grant; Elkins & Stillier.

Harold C. Singleton, pres; Jerry Colkitt, gen mgr; Wally Cooper, coml mgr; Bennie Murphy, chief engineer.

HOOD RIVER, Hood River County

KIHR (1950): 1340 kc; 250 w. 22nd Street. Phone 5561. Oregon-Washington Broadcasters, Inc. (original owner).

Rep Meeker.

C. J. McCredie, pres, gen mgr, coml mgr & news director; Mar Jean Stave, program director, promotion mgr & women's director; James Bradley, chief engineer.

KLAMATH FALLS, Klamath County

KFJI (July 19, 1923): 1150 kc; 5 kw-D. 1 kw-N. DA-N. P. O. Box 692. Phone Tuxedo 2-2551. KFJI Broadcasters (acquired station 1946).

Network MBS, Don Lee. Rep Meeker; Art Moore & Assoc. (Northwest).

W. Don Miller, pres; Robert H. Bartlett, gen mgr & coml mgr; Dan Dillon, program director; Larry Jones, promotion mgr; Wayne Loerke, chief engineer & farm director; George Callison, news director; Vera Powell, women's director.

KFLW (April 1, 1946): 1450 kc; 250 w. 327 Main. Phone Tuxedo 2-4656. TWX KF 78. Southern Oregon Publishing Co. (original owner). (See "Newspaper Ownership").

Network CBS. Rep Everett-McKinney. Frank Jenkins, pres; Bud Chandler, gen mgr & coml mgr; Edith Patton, program director & promotion mgr; William P. Grimes, chief engineer; Charles McFarlan, news director; Robert Inch, farm director; Helene Hornby, women's director.

KLAD (1955): 900 kc; 1 kw-D. P. O. Box 979. Phone Tuxedo 4-7794. KLAD Broadcasters. (acquired station April 7, 1958).

Reps Grant; Hugh Feltis & Assoc. (Seattle) and H. S. Jacobson (Portland). Gene Riesen, gen mgr; Doug Walker, chief engineer.

LA GRANDE, Union County

KLBM (1938): 1450 kc; 250 w. P. O. Box 907. Phone Woodland 3-2911. Inland Radio Inc. (acquired station September 1944).

Network Keystone. Rep Grant; Art Moore & Assoc. (regional).

Gordon L. Capps, pres; Ken Lillard, gen mgr & coml mgr; Jim Harris, program & farm director; Warren Curry, chief engineer; Jim Thomas, news director; Lea Luft, women's director.

LAKEVIEW, Lake County

KQIK (Dec. 21, 1956): 1230 kc; 250 w. 411 North 1st St. Phone Whitehall 7-2164. Pacific Northwest Radio Inc. (original owner).

Network Keystone. Rep Art Moore & Assoc. A. E. Freeman, pres; Don Anderson, gen mgr & chief engineer; Don Taylor, coml mgr; Bernice McCormick, program & news director.

LEBANON, Linn County

KGAL (1950): 920 kc; 1 kw. DA-1. P. O. Box 578. Phone Alpine 8-2134. Linn County Broadcasting Co. (original owner). (See W. Gordon Allen stations in "Group Ownership").

Rep Holman (East); O'Connell-Palmer; Jacobson (Portland).

W. Gordon Allen, pres; Nate Bridges, gen mgr & coml mgr; James Hughes, program & news director; Don Wellman, promotion mgr; N. I. Bridges, chief engineer; Tom Boyd, farm director; Shirley Lichtenhaler, women's director.

McMINNVILLE, Yamhill County

KMCM (June 18, 1949): 1260 kc; 1 kw. DA-N. P. O. Box 207. Yamhill Broadcasters Inc. (original owner). (See "Newspaper Ownership").

Network Keystone. Rep Continental.

Philip N. Bladine, pres; Glasco P. Bransom, gen mgr & coml mgr; Craig Singletary, program & news director; Edwin Nuhring, chief engineer.

MEDFORD, Jackson County

KBOY (May 1954): 730 kc; 1 kw-D. P. O. Box 1109. Phone Spring 3-5355. Clarence E. Wilson (original owner). (See K stations in "Group Ownership").

Rep Grant; H. S. Jacobson.

Clarence E. Wilson, owner, gen mgr & program director; Win Marks, coml mgr & promotion mgr; Charles B. Field, chief engineer & farm director; Rick Schuchard, news director.

KBOY-FM (not on air, target date not announced): 95.3 mc; 650 w. Same address, licensee and staff as KBOY (above).

KDOV (Aug. 1, 1958): 1300 kc; 5 kw-D. 2471 South Pacific Highway. Phone Spring 3-5000. K. C. Laurance (original owner).

Kenneth C. Laurance, pres & gen mgr; Paul M. Ward, program director; Vernon G. Ludwig, chief engineer.

KMED (1922): 1440 kc; 5 kw-D. 1 kw-N. P. O. Box 1306. Phone Spring 3-7373. Radio Medford Inc. (acquired station 1950).

Network NBC. Rep Meeker; Art Moore & Assoc. (regional).

V. J. Robinson, pres; Ray Johnson, executive vp & gen mgr; Gene Barlow, coml mgr; Ed Lewis, program director; Ellis Feinstein, chief engineer; Frank Pinnock, news director; Phyllis Pesenti, women's director.

KYJC (1947): 1230 kc; 250 w. Barnett Road. Spring 2-6544. TWX 7259. Medford Printing Co. (original owner) (See "Newspaper Ownership").

Network ABC, CBS. Rep Webb; Hugh Feltis (Northwest).

R. W. Ruhl, pres; Tom MacLeod, gen mgr; Tom Tubbs, coml mgr & promotion mgr; Monty Morriss, program & news director; Vic Califf, chief engineer; Louis Nessburg, farm director; Laurette Seitz, women's director.

NEWPORT, Lincoln County

KNPT (June 24, 1948): 1310 kc; 1 kw DA-N. 1940 N. Coast Highway. Phone Newport 560. Yaquina Radio Inc. (original owner).

Network Keystone. Rep Continental; Ayres (San Francisco & Los Angeles); Art Moore & Assoc. (Portland & Seattle).

Tom Becker, pres; Bob Saugler, gen mgr; Del Kruger, chief engineer; Ron Phillips, news director; Mo Niemi, women's director.

NORTH BEND, Coos County

KFBF (1952): 1240 kc; 250 w. 1956 Meade. Phone Skyline 9-7351. TWX 752. Bay Broadcasting Co. (original owner).

Network CBS. Rep Grant.

Josephine Edwards, pres; Jack Hampton, gen mgr & coml mgr; Spencer Snow, program director; Arthur Schuldt, chief engineer & farm director; Clair Gilnett, news director; Patsy Barkwell, women's director.

OCEANLAKE, Lincoln County

KBCH (May 27, 1955): 1400 kc; 250 w. Corner Columbus & Knobb View Ave. Phone Delake 3591. Lincoln Electronics Inc. (original owner).

Network Keystone.

Clayton S. Comer, pres; William B. Comer, gen mgr, coml mgr & program director; Hazel Smith, promotion mgr; Ralph Keyser, chief engineer & farm director; Don Lyle, news director; Connie Comer, women's director.

ONTARIO, Malheur County

KSEV (Nov 23, 1946): 1380 kc; 1 kw. DA-N. Box 540. Phone 212. Inland Radio Inc. (original owner).

Network Keystone, Oregon Trail Net. Gordon L. Capps, pres, co-owner & gen mgr;

John R. Humphreys, coml mgr; Clint Bellows, program director; Charles Harland, promotion mgr & chief engineer; Keith Swanson, news director.

OREGON CITY, Clackamas County

KGON (July 7, 1947): 1520 kc; 10 kw. DA-1. P. O. Box 5865, Portland, Ore. Phone Olive 6-1441. Clackamas Broadcasters Inc.

Network NBC. Reps Weed; Wagner & Assoc. (Washington).

R. J. Hartke, co-owner, pres; Irwin S. Adams, co-owner, gen mgr, coml mgr & promotion mgr; Sonora B. Hoffman, program director; Sidney Roach, chief engineer & farm director; Frank Faro, news director.

ORETECH, Klamath County

***KTEC (FM)** (1951): 88.1 mc; 10 w. Oregon Technical Institute.

*Noncommercial educational.

PENDLETON, Umatilla County

KUBE (June 24, 1956): 1050 kc; 1 kw-D. P. O. Box 391. Phone Crestview 6-1961. Umatilla Broadcasting Enterprises Inc. (acquired station 1958).

Rep O'Connell, Palmer.

John M. Carroll, pres, news director & farm director; R. E. Thomlinson, gen mgr; Jack Webb, coml mgr & program director; Tom Warner, promotion mgr; Paul A. Schumacher, chief engineer; Loretta Liefeld, women's director.

KUMA (Aug 26, 1955): 1290 kc; 5 kw. DA-2. 1815 S. W. Emigrant Ave. Phone Crestview 6-1511. Pendleton Broadcasting Co. (acquired station January 1, 1956). (See Fisher stations in "Group Ownership").

Rep Meeker.

C. O. Fisher, pres; T. A. Smith, vp & gen mgr; R. R. Rummion, coml mgr; Howard C. Rhoads, program director; J. H. Platz, chief engineer; Murray Westgate, news director; Tom Courtwright, farm director; Norma Lane, women's director.

KWRC (1941): 1240 kc; 250 w. P. O. Box 178. Western Radio Corp. (See V. P. Kenworthy stations in "Group Ownership").

Reps Ayres; Hugh Feltis & Assoc.; Jacobson, V. P. Kenworthy, pres & gen mgr.

PORTLAND, Multnomah County

KBEV (not on air, target date not announced): 1010 kc; 1 kw-D. DA. P. O. Box 933. Beverly Hills, Calif. Coast Broadcasting Corp. (acquired CP July 1958).

Dawkins Espy, owner.

***KBPS** (March 23, 1923): 1450 kc; 250 w-SH. 546 N.E. 12th Ave. zone 14. Phone Belmont 4-5469. Benson Polytechnic School (acquired station 1929).

Network NAEB.

Specialty programming: French, ½ hr. wkly.; Spanish, ¼ hr. wkly.

Dr. Patricia Green Swenson, gen mgr; Dale Wile, assistant producer, Harold Potter, chief engineer.

*Noncommercial educational.

KEX (1926): 1190 kc; DA-1. 1230 S.W. Main, zone 5. Phone Capitol 2-1881. TWX PD 133. Westinghouse Broadcasting Co. (acquired station 1945). (See Westinghouse Broadcasting Co. stations in "Group Ownership").

Rep Peters, Griffin, Woodward.

Donald H. McGannon, pres; Herbert L. Bachman, gen mgr; Robert E. Rudolph, sales mgr; Mel Bailey, program director; Clark E. Kelsey, promotion mgr; Jack Irwin, chief engineer; Pat Wilkins, news director; George McGowan, news editor; Ben Bultman, farm director; Kay West, women's director.

KEX-FM (1948): 92.3 mc; 56 kw. Same address, licensee and staff as KEX (above).

KGON (see Oregon City listing).

KGW (March 25, 1922): 620 kc; 5 kw. DA-1. 1139 S.W. 13th Ave. Phone Capital 3-6364. TWX PD 48. King Broadcasting Co. (See King Broadcasting Co. stations in "Group Ownership").

Network ABC. Rep John Blair & Co.

Mrs. A. Scott Bullitt, pres & chief owner; Henry B. Owen, executive vp; Otto P. Brandt, vp & gen mgr; John H. Eichhorn, station mgr; Robert Franklin, program director; William R. Nutt, promotion mgr; Frederick J. Eichhorn III, merchandising mgr; James L. Middlebrooks, director of engineering; Clare Hanawalt, chief engineer; James B. Miller, news director; Ivan H. Jones, farm director; Gloria Chandler, public service director.

KGW-TV, Tv companion of KGW.

KLIQ (Aug. 15, 1957): 1290 kc; 1 kw-D. Oaks Park. Phone Belmont 4-8440. KLIQ, Inc. (acquired station Dec. 4, 1957).

Reps Dore; John Palmer Co. (West Coast).

Robert E. Bollinger, pres; Richard Morgans, gen mgr & program director; Al Zack, coml mgr; Walt Kobek, sales mgr; Joe Mitchell, production director; Hank Henry, promotion mgr; Loyal E. W. Conley, chief engineer; Weh Russell, news director; Bruce Vanderhoof, women's director.

Radio Stations CONTINUED

OREGON CONTINUED

PORTLAND (Continued)

KOIN (1925): 970 kc; 5 kw. DA-N. 140 S.W. Columbia. Phone Capitol 8-3333. TWX TT 7359. Mt. Hood Radio & TV Broadcasting Corp. (acquired station 1952). (See Newhouse Newspaper stations, Gamble Lane stations and John C. Cohan stations in "Group Ownership").

Network CBS. Rep CBS Radio Spot Sales. Ted R. Gamble, pres; C. Howard Lane, vp; Harry H. Buckendahl, managing director; Robert Whitely, national sales mgr; Willard (Bill) Mears, program director; Robert McGill, promotion mgr; Louis S. Bookwaller, director of engineering; Lester Halpin, news director.

KOIN-FM (1948): 101.1 mc; 48 kw. Duplicates KOIN (above).

KOIN-TV: Tv companion of KOIN-AM-FM. **KPAM** (Sept. 1, 1951): 1110 kc; 1 kw-D. P. O. Box 1230. Capitol 8-0106. Broadcasters Oregon Ltd. (original owner).

Stanley M. Goard, station mgr; James T. McGuire, assistant mgr & program director; Gordon Larson, chief engineer.

KPFM (FM) (Sept. 1, 1946): 97.1 mc; 3.3 kw (1.2-2.3 kw). Duplicates KPAM (above) till local sunset, continues own programming to 11 p.m. Same licensee, address and staff as KPAM.

Rep FM Unlimited. **KPDQ** (July 31, 1947): 890 kc; 1 kw-D. 4903 N.E. Sandy Blvd. Phone Atlantic 2-3232. John W. Davis (original owner).

John W. Davis, owner & gen mgr; James Hartman, coml mgr; Dan MacDonald, program director; Dan McPeak, chief engineer.

KPOJ (1923): 1330 kc; 5 kw. DA-1. P. O. Box 31. Phone Capitol 7-3484. KPOJ Inc. (acquired station 1910). (See "Newspaper Ownership").

Network MBS. Don Lee. Rep Petry.

William W. Knight, pres; E. M. Brown, vp & gen mgr; Don Parr, coml mgr; Vern Mueller, program & news director; Jack Wilbur, promotion mgr; Herbert A. Davidson, chief engineer.

KPOJ-FM (1948): 98.7 mc; 4.4 kw. Duplicates KPOJ (above).

KQFM (FM) (May 7, 1946): 100.3 mc; 17 kw. 1234 S. W. Morrison. Phone Capitol 3-6181. TWX PD 672. H. Quenton Cox (acquired station November 1954).

H. Quenton Cox, owner & gen mgr; Helen Cox, program director; Charles K. Dickson, chief engineer.

KRRC (FM) (May 1, 1958): 89.3 mc; 10 w. Reed College, zone 2. Phone Prospect 1-1112. Reed Institute.

John Hancock, station mgr; John Davies, business mgr; Steve Adams, Mary Jane Robertson, Linda Edmund, Luthar Vocano, program directors; William Brack, technical director.

*Noncommercial educational **KWJJ** (1923): 1080 kc; 10 kw. DA-2. 931 S.W. King Ave. Phone Capitol 8-4393. Rodney D. Johnson. (acquired station Feb. 17, 1952).

Rep Forjoe.

Specially programs: Italian, 1 hr. wkly. Rodney F. Johnson, owner & gen mgr; Ben T. Crosby, coml mgr; Jerry Speerstra, program director; Harold C. Singleton, chief engineer; Don Kneass, news director.

KXL (1925): 760 kc; 10 kw. DA-1. L-WSB. P. O. Box 4886. Olive 4-3141. TWX Milwaukee, Oregon 174. Mount Rainier Radio & Television Broadcasting Corp. (acquired station December 1955). (See Seattle, Portland & Spokane group in "Group Ownership").

Rep McGavren-Quinn. Lester M. Smith, pres & gen mgr; Wally Rossman, coml mgr; Robert McCarl, program director; Ed Mundt, chief engineer; Lyle Finney, news director.

PRINEVILLE, Crook County

KRCC (November 1949): 690 kc; 1 kw-D. P. O. Box 188. Phone Hillcrest 7-6239. Radio Central Oregon Inc. (original owner).

Rep Feltis & Assoc. (Seattle). N. A. Miksche, co-owner, pres; Collin R. Matheny, co-owner, gen mgr & farm director; Les McKay, coml mgr & promotion mgr; Elsie Miksche, program director; Dale Sundholm, chief engineer.

REDMOND, Deschutes County

KPRB (1953): 1240 kc; 250 w-SH. P. O. Box 787. Phone Lincoln 8-5100. Commerce 9788. Orlo Bagley and Thelma Bagley d/b as Radio Station KPRB. (acquired station June 1, 1958).

Reps Doyney (East & Midwest); Ayres (San Francisco & Los Angeles).

Orlo M. Bagley, co-owner; Rod Walter, station mgr & program director; Jack Ledbetter, sports director; Norm Sandberg, area sales mgr; Bill Resare, chief engineer; Bill Sanders, news director & farm director; Barbara Marrs, women's director.

ROSEBURG, Douglas County

KRNR (1945): 1490 kc; 250 w. Kohlhaugen Bldg. Phone Orchard 3-5551. T.W.N. RS 74. James E. Doyle (acquired station Nov. 1, 1956).

Network CBS. Reps Meeker (national); Art Moore & Assoc. (Northwest).

James E. Doyle, owner & gen mgr; Doug. Seltorberg, coml mgr; John H. Doyle, program director & news director.

KEXI (Sept. 19, 1950): 1240 kc; 250 w. P. O. Box 847. Phone Orchard 3-4464. Umpqua Broadcasters Inc. (original owner).

Network MBS. Don Lee. Donn Radabaugh, pres; Iris Rice Helliwell, gen mgr & women's director; Del McKay, coml mgr; Sam D. Wade, program director; Mildred Moore, promotion mgr; Lon D. Hunt, chief engineer; Bob Grant, news director; Robert Landis, farm director.

KYES (November 1955): 950 kc; 1 kw-D. P. O. Box 1138. Phone Orchard 3-6678. Douglas Broadcasters Inc. (original owner).

Reps Grant, H. S. Jacobson (Portland); Wagner & Assoc. (Seattle).

Leroy Hintz, pres, gen mgr & chief engineer; Warren C. Ward, coml mgr.

SALEM, Marion County

KBEY (1947): 1490 kc; 250 w. P. O. Box 308. Phone Empire 4-6748. Salem Broadcasting Co. (acquired station February 1957). (See Fisher stations in "Group Ownership").

Network NBC. Rep Meeker.

Carl O. Fisher, owner; Alvin D. Bauer, gen mgr & farm director; Don McCutcheon, program mgr & news director; Gene Harrison, chief engineer; Clarine Harp, women's director.

KGAY (1956): 1430 kc; 5 kw-D. P. O. Box 768. Phone Empire 3-7121. KGAY Inc. (original owner). (See W. Gordon Allen stations in "Group Ownership").

Reps Holman; Wagner & Assoc. (Seattle). W. Gordon Allen, pres; Arne G. Peterson, gen mgr; Ed Sullivan, coml mgr; Rollie Smith, program director; Roger Carroll, promotion mgr; Keith Samples, chief engineer.

KSLM (1934): 1390 kc; 1 kw. West Hills Way. N.W. Phone Empire 4-8433. (acquired station March 1, 1911).

Network MBS.

Glenn McCormick, pres & gen mgr; Theodore G. Carlson Jr., coml mgr; Esther Konautz, program director; Clyde Carlton, chief engineer; Bob Morse, news director; Scott Lamb, farm director; Joan Ross, women's director.

KSLM-TV: Tv companion of KSLM.

SPRINGFIELD, Lane County

KEED (Sept. 7, 1954): 1050 kc; 1 kw-D. P. O. Box 696. Phone Diamond 5-0168. KEED Inc. (acquired station May, 1955).

Network Tri-Ore Stations. Rep John Palmer (West); Radio-TV Reps (East).

Glen M. Stadler, pres; Rodney V. Loudon, gen mgr; Marion J. Redfern, coml mgr; J. Robert Litten, program director; Ron Ogle, promotion mgr; Robert Curtis, chief engineer; Charles Searl, news director; J. R. Poone, farm director; Helene N. Stadler, women's director.

KSLM-TV: Tv companion of KSLM.

THE DALLES, Wasco County

KDLB (not on air, target date not announced): 930 kc; 1 kw. DA-N. 405 W. Ninth St. The Dalles Broadcasting Co. (see Fisher stations in "Group Ownership").

C. H. Fisher, Edna E. Fisher, partners. **KODL** (1941): 1440 kc; 1 kw. DA-N. KODL Bldg. Phone Cypress 6-2300. Western Radio Corp. (See V. P. Kenworthy stations in "Group Ownership").

Network Keystone. Rep Ayres; Hugh Feltis & Assoc.; Jacobson.

V. B. Kenworthy, pres; Paul Walden, gen mgr.

KRMW (June 3, 1955): 1390 kc; 1 kw-D. P. O. Box 516. Phone Cypress 8-9661. Radio Mid-Columbia, Inc. (original owner).

Rep Art Moore & Assoc. (Seattle & Portland); O'Connell-Palmer (Los Angeles & San Francisco).

Oliver D. Earl, pres & gen mgr; Harold L. Newhouse, coml mgr & promotion mgr; Gerald Webb Sr., program, news & farm director; Gordon Hall, chief engineer.

TILLAMOOK, Tillamook County

KTIL (1947): 1590 kc; 250 w. P. O. Box 1590. Phone Victor 2-4122. Tillamook Broadcasting Co.

Reps Continental; Ayres; Art Moore & Assoc. F. H. Guyton, pres; Jack Webb, gen mgr.

TOLEDO, Lincoln County

KLUU (not on air, target date not announced): 1380 kc; 250 w. 230 Allen Lane, Corvallis, Ore. Phone Plaza 3-6215. Toledo Broadcasters.

PENNSYLVANIA

ALLENTOWN, Lehigh County

WAEB (1949): 790 kc; 500 w-D. 1 kw-N. DA-2. 7th & Hamilton Sts. Phone Hemlock 4-9364. WAEB Broadcasters Inc. (acquired station Aug. 10, 1957). (See Good Neighbor stations under "Group Ownership").

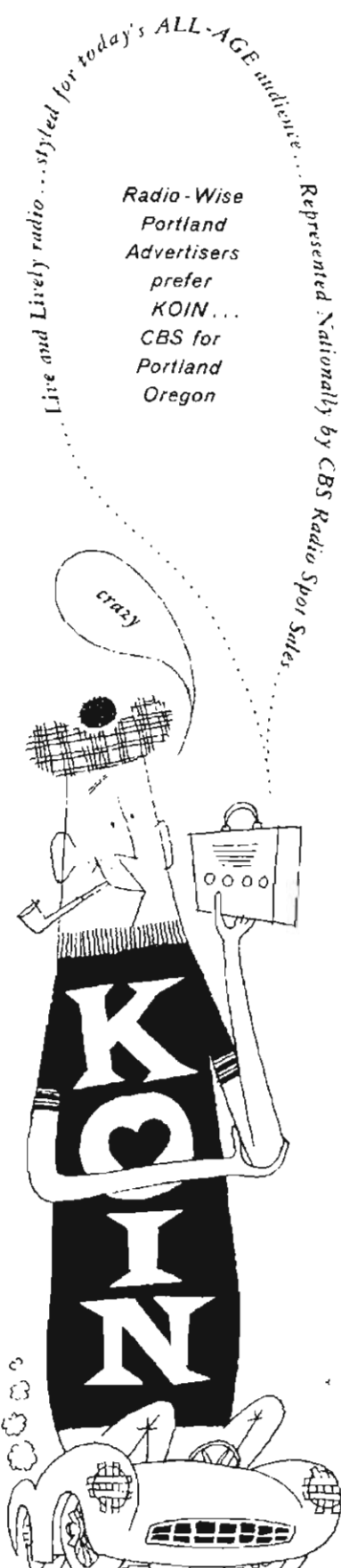
Rep Radio-TV Representatives.

William F. Rust, pres; Ralph Gottlieb, gen mgr; S. Robert Ackley Jr., station mgr; William R. Gottshall, chief engineer.

WFMZ (FM) (July 30, 1947): 100.7 mc; 4.8 kw. East Rock Road. Phone Swift 7-4530. WFMZ Inc.

Raymond F. Kohn, pres, gen mgr & program director; Omar C. Miller Jr., coml mgr; Frederick W. Siffon, chief engineer.

WHOL (Sept. 12, 1948): 1600 kc; 500 w-D. P.A. Colorado & Poplar Sts. Phone Hemlock



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Radio Stations CONTINUED**PENNSYLVANIA CONTINUED**

4-4801. Allentown Broadcasting Corp. (original owner). (See Vic Diehm Assoc. stations under "Group Ownership").

Rep. Raymond.
Charles H. Helwig, pres; Vic Diehm, executive vp; James F. Chambers, gen mgr & coml mgr; Willard Camperson, program director; Jay Bechtel, promotion mgr; Gerald B. Werst, chief engineer; Roy Goshorn, news director.

WKAP (March 1947): 1320 kc; 1 kw, DA-N. P. O. Box 659. Phone Hemlock 3-3166. WKAP Inc. (original owner). (See Rahall stations under "Group Ownership").

Rep. Weed.
Specialty programs: Spanish, 1 hr. wkly.; Italian, ½ hr. wkly.

N. Joe Rahall, pres; Ogden R. Davies, gen mgr; Alan D. Raber, program director; C. Frank Corlano, chief engineer.

WQCY (TV): Tv companion of WKAP.

WSAN (May 10, 1923): 1470 kc; 5 kw, DA-N. 39-41 N. 10th St. Phone Hemlock 4-9511. Olivia M. Barnes & Reuel H. Musselman (estate of B. Bryan Musselman). (acquired station 1937).

Network CBS. Rep H-R Representatives Inc.
Specialty programs: Spanish, 1 hr. wkly.; Greek, 1 hr. wkly.

Reuel H. Musselman, partner, gen mgr; Olivia P. Barnes, partner; A. R. Dreisbach, local coml mgr; George Y. Snyder, program director; Chas. R. Petri, promotion mgr & national coml mgr; John T. Van Sant, special events director; John Ashworth, news director.

ALTOONA, Blair County

WFBG (1924): 1340 kc; 250 w. 1320 Eleventh Ave. Phone Windsor 4-2931. TWX AO 89. Triangle Pub. Inc. (acquired station Feb. 20, 1956). (See "Newspaper Ownership" and Triangle Publications stations under "Group Ownership").

Network NBC. Rep McGavren-Quinn.
Frank Palmer, gen mgr; Jack Snyder, station mgr; Dob Miller, sales mgr; Lou Cate, program mgr.

WFGB-TV: Tv companion of WFBG.

WETA (June 12, 1946): 1240 kc; 250 w. Penn Alto Hotel. Phone Windsor 3-6112. TWX AO 82. Altoona Trans-Audio Corp. (acquired station April 1, 1956).

Network ABC. Rep Everett-McKinney.
Martin F. Malarkey, Jr., pres; Louis H. Murray, executive vp & gen mgr; Carl Y. Coriell, coml mgr; David R. Wolf, station mgr; S. Carlton Ayers, promotion mgr; Albert Merritts, chief engineer.

WVAM (July 1948): 1430 kc; 1 kw, DA-N. 2727 W. Albert Dr. Phone Windsor 4-8127. TWX AO 92. General Broadcasting Corp. (original owner).

Network CBS. Rep Weed.
Specialty programs: Italian, ½ hr. wkly.; French, ½ hr. wkly.

D. S. Leopold, pres; Will Ketner, gen mgr, program & farm director; Will Union, coml mgr & promotion mgr; John Schiele, chief engineer; Warren Welner, news director.

WVAM-FM (July 1948): 100.1 mc; 360 w. Duplicates WVAM (above).

AMBRIDGE, Beaver County

WMBA (March 1, 1958): 1460 kc; 500 w-D. DA. 304 Duss Ave. Phone Congress 6-1110. Miners Broadcasting Service Inc. (original owner). (See Miners Broadcasting stations in "Group Ownership").

Joseph L. Maguire, pres; John W. Angst, gen mgr; Larry O'Toole, station mgr.

APOLLO, Armstrong County

WAVL (Dec. 13, 1947): 910 kc; 1 kw-D. Box 277. Phone Grover 2-3921. Tri-Borough Broadcasting Co. (original owner).

Cecil F. Clifton, pres & co-news director; Floyd L. Skinner, promotion mgr; H. Edgar Smith, chief engineer; Len Sayers, co-news director; Ed Smith, farm director.

BARNESBORO, Cambria County

WNCC (Oct. 15, 1950): 950 kc; 500 w-D. American Legion Home. Maple Ave. Phone Williams 8-9200. North Cambria Broadcasters Inc. (original owner).

Network MBS.
Specialty programs: Italian, French, Polish, each 1 hr. wkly.

Richard Todhunter Jr., pres; William J. Thomas, gen mgr; William R. Raihall, coml mgr & promotion mgr; Joanne E. Tibbott, Program director; Francis Krug, chief engineer; Herbert Turndrup, farm director; Mildred Tatters, women's director.

BEAVER FALLS, Beaver County

WBVP (May 25, 1948): 1240 kc; 250 w. P. O. Box 719. Phone Tild-n 5-4100. WBVP Inc. (original owners).

Specialty programs: Italian and Croatian (Tamburizza), each ½ hr. wkly.

Frank R. Smith, pres & gen mgr; Thomas B. Price, station mgr; Charles H. Wilson, program director; E. A. Sekeres, promotion

mgr; Andrew Sivak, chief engineer; Ernie Kline & George Allen, news directors; Gertrude E. Trobe, womens' director.

BEDFORD, Bedford County

WBFD (July 2, 1955): 1310 kc; 1 kw-D. RD-2. Phone 1130. Inquirer Printing Co. (original owner). (See "Newspaper Ownership").

John H. Biddle, pres; Hugo K. Frear, gen mgr; Robert S. Harrison Jr., station mgr & coml mgr; Sherwood B. Hawley, program & farm director; Ronald Lorence, promotion mgr; William A. Smith, chief engineer; Paul Imgrund, news director; Edythe B. Arnold, women's director.

BELLEFONTE, Centre County

WBLF (July 15, 1958): 1330 kc; 500 w-D. 107 N. Allegheny St. Phone Elgin 5-4761. Bellefonte Broadcasting Co. (original owner). (See Cary H. Simpson stations in "Group Ownership").

Network Allegheny Mountain Net.
Cary H. Simpson, pres; Lee C. Kay, station mgr; Harold Green, sales mgr; William E. Moses, coml mgr; John P. Knorr, program director; Glenn Daugherty, chief engineer; Kermit H. Peters, news director; Arnold Kuhn, farm director; Sandra Cain, women's director.

BERWICK, Columbia County

WBBX (Aug. 11, 1957): 1280 kc; 500 w-D. Jackson Bldg., Front & Market Sts. Phone 4546. Columbia County Broadcasters Inc. (original owner). (See T. K. Cassel stations under "Group Ownership").

Network Keystone.
John S. Booth, pres & gen mgr; Gene Jay Myers, station mgr; Charles Buffington, program director & chief engineer; D. J. Dooley, promotion mgr; Pete Kozich, news & farm director.

BETHLEHEM, Northampton County

WGPA (1946): 1100 kc; 250 w-D. 428 Broadhead Ave. Phone University 6-8074. Bethlehems' Globe Publishing Co. (original owner). (See "Newspaper Ownership").

Specialty programs: Hungarian, 1 hr. wkly.
Roland L. Adams, pres; Arthur C. McCracken, gen mgr; Frank Collie, coml mgr & promotion mgr; Robert Wolken, program & news director; L. Edwin Rybak, chief engineer; Elizabeth Librandi, women's director.

WGPA-FM (1946): 95.1 mc; 10 kw. Same address, licensee & staff as WGPA (above).

BLOOMSBURG, Columbia County

WCNR (Sept. 26, 1947): 930 kc; 1 kw-D. 38 W. Main St. Phone Sterling 4-1200. Columbia-Montour Broadcasting Corp. (original owner). (See "Newspaper Ownership").

Ed Darlington, gen mgr, coml mgr & women's director; James Lehman, program director; Robert Fulton, chief engineer; Robert Hilber, news director; Stan Hummer, farm director.

WHLM (January 1948): 550 kc; 500 w, DA-2. The Square Bldg. Phone Sterling 4-5500. Bloom Radio (original owner). (See Vic Diehm stations in "Group Ownership").

Network MBS; Keystone. Rep Raymond.
Harry L. Magee, owner; Victor C. Diehm, management consultant; Robert R. Williams, gen mgr; L. J. Pat Campbell, coml mgr; Dale Fulmer, program director; R. J. Calabrese, promotion mgr; Anthony Hogg, chief engineer; Jim Evans, news director; Hal Miller, farm director; Gayle Martz, women's director.

WHLM-FM (Sept. 15, 1956): 106.5 mc; 8.8 kw. Duplicates WHLM (above).

BRADDOCK, Allegheny County

WLOA (1947): 1550 kc; 1 kw-D. 1233 Braddock Ave. Phone Electric 1-1100. Matta Broadcasting Co. (original owner).

Network Keystone. Rep Good Music Broadcasters.
Specialty programs (wkly): German, ½ hr.; Lithuanian, ½ hr.; Yugoslav, ½ hr.; Slovenian, 1 hr.

William G. Matta, pres & gen mgr; George C. Matta, coml mgr; Bill Brown, program director; W. W. Martin, promotion mgr; Elmer L. Hirsch, chief engineer; Joe Reich, news director; Blanch Anderson, women's director.

WLOA-FM (not on air; target date Sept. 1, 1958): 95.9 mc; 68 kw. To duplicate WLOA (above).

BRADFORD, McKean County

WESB (April 5, 1957): 1490 kc; 250 w. 43 Main St. Phone 2-4545. Radio Station WESB.

Rep Burn-Smith.
Joseph M. Cleary, gen mgr, co-promotion mgr & co-news director; Lee D. Morehouse, coml mgr & co-promotion mgr; William Winn, program & farm director, chief engineer & co-news director; Vivien Krieger & Ruth Walker, co-women's directors.

BUTLER, Butler County

WBUT (March 13, 1949): 1050 kc; 250 w-D. P. O. Box 1048. Phone 75-778. WBUT Radio (acquired station Jan. 1, 1957). (See J. Patrick Beacom stations in "Group Ownership" and see "Newspaper Ownership").

Rep Gill-Perna.
J. Patrick Beacom, pres; H. W. Critchlow,

vp & gen mgr; Paul Critchlow, coml mgr; Rick Hanna, station mgr, program director & promotion mgr; Gus Gour, chief engineer; Earl Sadlon, news & farm director; Gertrude Baker, womens' director.

WBUT-FM (March 13, 1949): 97.7 mc; 720 w. Duplicates WBUT (above).

WISR (1941): 680 kc; 250 w-D. 357 N. Main St. Phone 7-4701. Butler Broadcasting Co. (original owner).

Network Keystone.
Joel W. Rosenblum, pres; Robert L. Kaufman, gen mgr; J. Victor O'Brien, coml mgr; Warren E. Ihlenfeld program & news director; Gerald D. Coleman, promotion mgr; Paul F. Rex, chief engineer; Don O. Oesterling, farm director; Margo B. Pitts, women's director.

CANONSBURG, Washington County

WCNG (Nov. 27, 1957): 540 kc; 250 w-D. DA. P. O. Box 480. Phone Sherwood 5-5400. Douglas & Assoc. Inc. (original owner).

Rep Indie Sales.
Specialty programs: Polish, 7½ hrs. wkly.; Greek, 1 hr. wkly.

R. A. Douglas, pres; John K. Miller, vp & gen mgr; James D. Psihoulis, station mgr & coml mgr; George Jackovic, chief engineer; Richard Barnes, news director.

CARBONDALE, Lackawanna County

WC DL (Jan. 29, 1950): 1410 kc; 5 kw-D. 127 Salem Rd. Phone 1230. Carbondale Broadcasting Co. (original owner).

Network Keystone. Rep Cooke.
Specialty programs: Polish, 3 hrs. wkly.

William H. Ware, pres; W. Stanley Buehler, vp & sec; Anthony P. Perry, gen mgr; Robert C. Adams Jr., vp & treas; Paul J. Oles, coml mgr; Joe Martin, program, news & farm director; William J. Yakely, chief engineer; Gerald Pittaway, women's director.

CARLISLE, Cumberland County

WHYL (1948): 960 kc; 1 kw-D (CP, 5 kw-D, DA). P. O. Box 520. Phone 1785. Richard F. Lewis Jr. Inc. of Carlisle (acquired station Sept. 25, 1957). (See Richard Field Lewis Jr. stations in "Group Ownership").

Network Keystone. Rep Green Valley Group, Mid-Atlantic Net. Rep Forjee; Morton Lowenstein (Philadelphia).

Marion P. Lewis, pres; James B. Holder, gen mgr & coml mgr; Clint Morse, program director; Ed Maddon, promotion mgr; Jack Simmons, chief engineer; Leonard Walte, news director; Bernice Bitner, women's director.

WHYL-FM (not on air, target date Sept. 1, 1958): 102.3 mc; 760 w. To duplicate WHYL (above).

CHAMBERSBURG, Franklin County

WCBG (1956): 1590 kc; 5 kw-D. South Mountain, Pa. Phone Colony 3-4131. James R. Reese Jr.

James R. Reese Jr., owner; Buddy E. Starcher, gen mgr; Bud Messner, sales mgr; Bob Walter, program director; George Jennings, chief engineer.

WCHA (Aug. 11, 1946): 800 kc; 1 kw-D. Craft Press Bldg. Phone Colony 4-7121. Chambersburg Broadcasting Co. (See T. K. Cassel stations under "Group Ownership").

Rep Forjee.
John S. Booth, pres & gen mgr; Earl P. Strine, coml mgr; William Sullivan, program director; David Myers, promotion mgr; James A. McCurdy, chief engineer; Robert Keith, news director; John Baschore, farm director; Ruth Keller, women's director.

WCHA-FM (April 15, 1948): 95.9 mc; 700 w. CP for 95.1 mc; 2.8 kw. Duplicates WCHA (above).

CHARLEROI, Washington County

WESA (Nov. 11, 1947): 940 kc; 250 w-D. Recreation Park. Phone Hudson 3-6551. Monongahela Valley Broadcasting Corp. (original owner).

Network Keystone. Rep Clark.
Specialty programs: Italian, 1 hr. wkly.
A. S. Sickman, pres; George D. Gailly, gen mgr & coml mgr; William C. Richards, program director, promotion mgr & news director; Stanley Crawford, chief engineer; Linda Dial, women's director.

CHESTER, Delaware County

WDRF (1947): 1590 kc; 1 kw, DA-N. 3500 Edmont Ave (Brookhaven). Phone Chester 4-4321. Eastern Broadcasting Co. (acquired station November 1954).

Network Quaker Net.
Specialty programs: Negro, 4 hrs. wkly.
Louis Kapelski, pres; Cy J. Swingle, gen mgr; John Talley, coml mgr; Del Parks, program director; Kay Kapelski, promotion mgr; Harry Simmington, chief engineer; Jack Stant, news director; William Moss, farm director; Marion Pedlow, women's director.

WVCH (April 4, 1948): 740 kc; 1 kw-D. Wolf Bldg. Phone Chester 2-8861. James M. Tisdale (original owner).

Rep Webb.
Specialty programs: Negro, 1 hr. wkly.
James M. Tisdale, owner, gen mgr & chief engineer; Martin Peltzman, coml mgr; Robert A. Hibbert, station mgr & program director; Don Baron, news director; Earl Goodman, farm director; Anne Norheim, women's director.

Radio Stations CONTINUED

PENNSYLVANIA CONTINUED

CLEARFIELD, Clearfield County

WCFA (December 1947): 900 kc; 1 kw-D. Church St. & Healy Ave. Phone 5-5541. Clearfield Broadcasters Inc. (original owner). (See "Newspaper Ownership" and Clearfield Broadcasters stations in "Group Ownership").

Network MBS; Laurel Net.
William K. Ulerich, pres; Joe Millsop, gen mgr; George Mastrian, program director; Lew Duck, chief engineer; Ed Morgan, news director; Margaret Nemeth, women's director.

COATESVILLE, Chester County

WCOJ (November 1949): 1420 kc; 5 kw, DA-N. 809 E. Lincoln Hwy. Phone 2100. Chester County Broadcasting Co. (original owner).

Network Quaker.
Louis N. Seltzer, pres & chief engineer; William S. Halpern, gen mgr; Donald Kimes, coml mgr & promotion mgr; Bruce Morgan, news director; Ruth Rubincam, women's director.

COLUMBIA, Lancaster County

WCOY (Nov. 1, 1957): 1580 kc; 500 w-D. 343 Poplar St. Phone Mutual 4-2591. Radio Columbia Inc. (original owner).

Rep Burn-Smith.
Lester P. Etter, pres; M. Leonard Savage, gen mgr & chief engineer; John P. Weiss, coml mgr; Joseph T. Bortell, program director; Bill Punk, farm director.

CONNELLSVILLE, Fayette County

WCVI (April 1946): 1340 kc; 250 w. 133 East Crawford Ave. Phone Market 8-4600. Connelleville Broadcasters (acquired station 1949).

Network Keystone. Rep Hopewell.
Dr. Cam Trollo, pres; Charles T. Snowdon, gen mgr, promotion mgr & news director; Amy Canton, coml mgr; Esther Blasey, program & women's director; Robert Ray, chief engineer.

CORRY, Erie County

WOTR (April 30, 1955): 1370 kc; 500 w-D. CP for 1 kw-D, 500 w-N, DA-N. 25½ N. Center St. Phone 3-6611. Olivia T. Rennekamp (original owner). (See Rennekamp stations in "Group Ownership").

Network Keystone.
Olivia T. Rennekamp, owner; John J. Wellenhofer, gen mgr & coml mgr; Guy Davis, program director; Howard Bycroft, promotion mgr; David E. Hubertz, chief engineer; Mary Shannon, women's director.

COUDERSPORT, Potter County

WFRM (1953): 600 kc; 1 kw-D. 9 N. Main St. Phone 611. Farm & Home Broadcasting Co. (original owner). (See Cary H. Simpson stations in "Group Ownership").

Cary H. Simpson, pres; John A. Fay, gen mgr; George Kuratomi, coml mgr; Mary Rubar, program & women's director; Martin Weiss, promotion mgr & farm director; P. Kenyon Reed, chief engineer; Edward Easton, news director.

DOYLESTOWN, Bucks County

WBUX (May 1948): 1670 kc; 1 kw-D, DA. Box 512. Phone Fillmore 8-3583. WBUX Broadcasting Co. (acquired station July 1955).

Rep Indie Sales.
Specialty programs: Hungarian, 1 hr. wkly.
George Steiner, pres; James Stolcz, gen mgr; George Pleasants, station mgr; James Wood, program director & news director; Marion Granger, promotion mgr & farm director; Richard Wright, chief engineer; Nonnie Crawford, women's director.

DuBOIS, Clearfield County

WCED (1941): 1420 kc; 5 kw-D, 500 w-N, DA-2. 80 N. Park Place. Phone 1700. TWX DuBois 16. Tri-County Broadcasting Co. (original owner). (See "Newspaper Ownership").

Network CBS. Rep McGillivray.
Specialty programs: Polish, 1 hr. wkly.
Harold T. Gray, co-owner; Jason S. Gray, co-owner, vp & gen mgr; George Williams, station & coml mgr; Ken Johnson, program director & promotion mgr; George Donahue, chief engineer; Ed Paul Finger, news & farm director; Pat McCarthy, women's director.

WCED-FM (1948): 102.1 mc; 3.3 kw. Duplicates WCED (above).

EASTON, Northampton County

WEEX (May 10, 1956): 1230 kc; 250 w. Chestnut Hill. Phone 6155. Easton Publishing Co. (original owner). (See "Newspaper Ownership").

Rep Headley-Reed.
J. L. Stackhouse, pres; Charles R. Thon, gen mgr; William Latham, Jr., national sales mgr; Brad Bradford, local mgr & farm director; Art Burns, program director; Robert A. Francett, chief engineer; James Eyer, news director.

WEEX-FM (Feb. 8, 1948): 98.3 mc; 1 kw. CP for 99.9 mc; 3.3 kw. Duplicates WEEX (above).

WEST (1938): 1400 kc; 250 w. 516 Northampton St. Phone 6131. Associated Broadcasters Inc. (original owner). (See Steinman stations under "Group Ownership"; also "Newspaper Ownership").

Network NBC. Rep Meeker.

Clair R. McCollough, station executive; J. Robert Gulick, assistant gen mgr charge of sales; Thomas R. Nunan Jr., national sales mgr; Theodore Pieroc, station mgr; Paul J. Woodland, promotion mgr; J. E. Mathiot, technical director.

WEST-FM (1948): 107.9 mc; 11 kw. Duplicates WEST (above).

ELIZABETHTOWN, Lancaster County

WEZN (May 23, 1958): 1600 kc; 500 w-D, DA. P. O. Box 192. Phone Empire 7-1511. Colonial Broadcasting Co. (original owner).

J. Lowell W. Williams, pres; Richard E. Burg, vp & gen mgr; Will Groff, program director; William Lacey, chief engineer.

EMPORIUM, Cameron County

WLEM (March 2, 1958): 1250 kc; 1 kw-D. P. O. Box 309. Phone 712. Emporium Broadcasting Co. (original owner).

Bernard J. Erskine, pres; James A. Spotts, gen mgr & coml mgr; Dean L. Close, program director; Kenneth W. Coleman, chief engineer.

EPHRATA, Lancaster County

WGSA (July 26, 1955): 1310 kc; 1 kw-D, DA. P. O. Box 419. Phone Republic 3-2226. Garden Spot Broadcasters Inc. (original owner).

Rep Broadcast Time Sales.
Lester Grenewalt, pres; John Norris, vp; Samuel R. Youse, sec-treas, gen mgr & chief engineer; Frank Short, promotion mgr; Ed Loder, news director; Ralph Haneman, farm director; Kitty Short, women's director.

ERIE, Erie County

WERC (June 1941): 1200 kc; 5 kw, DA-2. R. D. 4, Robison Road. Phone 99-647. WERC Broadcasting Corp. (acquired station May 1956).

Network ABC. Rep Weed.
Joseph L. Brechner, pres; Gene Conrad, gen mgr; William Babcock, program director; Ken Hestor, chief engineer; James Dewart, news director.

WERC-FM (1941): 99.9 mc; 9.7 kw. Duplicates WERC (above).

WICU (1949): 1330 kc; 5 kw, DA-2. 3514 State St. Phone 2-3248. Community Service Broadcasting Co. (acquired station April 22, 1952). (See Edward Lamb Enterprises, Inc. in "Group Ownership").

Network NBC. Rep Petry.
Edward Lamb, pres; Ben McLaughlin, gen mgr; Robert Lanquist, coml mgr; Bruce Flaherty, program director; James Spence, promotion mgr; Kenneth Husband, chief engineer.

WICU-TV: Tv companion of WICU.

WJET (October 1951): 1400 kc; 250 w. 18th & Ash Sts. Phone 2-8741. Jet Broadcasting Co. (original owner). (See Myron Jones stations in "Group Ownership").

Rep Forjoe.
Myron Jones, pres & gen mgr; Pete Cotichia, executive vp, operations mgr & coml mgr; Ari Arkelian, assistant coml mgr & merchandising director; Richard Zahniser, chief engineer; Dave Gifford, news director; Landy Landacre, farm director; Kay Pfadt, women's director.

WLBU (1933): 1450 kc; 250 w. Commerce Bldg. Phone 22-129. L. E. U. Broadcasting Co. (acquired station October 1956).

Rep Radio-TV Representatives.
Specialty programs: Italian, 2 hrs. wkly.; Polish, 2 hrs. wkly.

J. Pat Wardlaw, pres; Gene Kline, mgr & sales mgr; Robert Holmes, program director; William Sebenick, chief engineer; David G. Buckle, news director; Mary Barnhart, women's director.

FARRELL, Mercer County

WPAR (Oct. 3, 1954): 1470 kc. 1 kw-D. P. O. Box 150. Phone Diamond 6-4171. Sanford A. Schaftz (original owner).

Network Keystone.
Sanford A. Schaftz, pres; Albert Zippay, gen mgr & news director; Arthur Simmers, coml mgr; Louise Gray, program director & women's director; Al DeJulio, promotion mgr & farm director.

WXTV (TV) Youngstown, Ohio: Tv companion of WPAR.

FRANKLIN, Venango County

WFRA (April 13, 1958): 1430 kc; 500 w-D. Oil City-Franklin Rd. Phone Idlewood 2-2188. Robert H. Sauber (original owner).

Specialty programs: Italian, ½ hr. wkly.
Robert H. Sauber, pres & gen mgr; Richard Frame, vp; F. Earle Magee Jr., secy-treas; Harold W. Martin, program director; Phillip Hawks, chief engineer; James Luce, news director; William H. Lazar, farm director; Joan Himes, women's director.

GETTYSBURG, Adams County

WGEB (1950): 1450 kc; 250 w. Box 28. Phone 850. Times & News Pub Co. (original owner). (See "Newspaper Ownership").

P. H. Cunningham, gen mgr; Marc Starkins, coml mgr; L. M. Blair, program director & chief engineer.

GLENSIDE (Philadelphia) Montgomery County

WIFI (FM) (1958): 92.5 mc; 29 kw. Potshot Rd. & Germantown Plk, Norristown, Pa. Phone Broadway 9-6460. High-Fidelity Broadcasters Corp.

Melvin Gollub, pres & chief engineer; Ada E. Elian, program director; Fred Gollub, chief engineer.

GREENSBURG, Westmoreland County

WHJB (Oct. 28, 1934): 620 kc; 1 kw-D, 500 w-N, DA-2. 128 N. Pennsylvania Ave. Phone 3740. WHJB Inc.

Specialty programs: Italian, 1 hr. wkly.

GROVE CITY, Mercer County

WSAJ (November 1921): 1340 kc; 100 w-SH. Hall of Science, Grove City College. Phone 763. Grove City College (acquired station July 18, 1957).

Dr. J. Stanley Harker, pres; Dale G. Smock, chief engineer.

*Non-commercial educational.

HANOVER, York County

WHVR (Jan. 1, 1949): 1280 kc; 5 kw-D, 500 w-N, DA-2. P. O. Box 268. Phone Melrose 7-3831. Radio Hanover Inc. (original owner).

John D. Bare, pres, gen mgr & coml mgr; Daniel E. Rutledge, program director; Philip A. Rohrbach, chief engineer; Patricia L. Orris, women's director.

HARRISBURG, Dauphin County

WCMB (Feb. 19, 1948): 1460 kc; 5 kw, DA-2. 228 Court St. Phone Cedar 4-3005. Ross-moyne Corp. (original owner).

Network MBS. Rep Gill-Perna.
Ed K. Smith, vp & gen mgr; Henry Traugh, coml mgr; Ed Gonzalez, program director; Ramon Musheno, promotion mgr; J. Howard Bair, chief engineer; Ed Murphy, news director; John A. Smith, farm director; Louise Adams, women's director.

WHGB (1945): 1400 kc; 250 w. 112 Market St. Phone Cedar 4-4988. TWX HB 182. Kendrick Broadcasting Co. (original owner). (See "Newspaper Ownership" and Triangle stations in "Group Ownership").

Network ABC; Quaker Network. Rep McGavren-Quinn.
Herbert Kendrick, pres & gen mgr; Ralph Hartman, coml mgr; Jack Hooper, program & news director; W. O. Kuntz, chief engineer; Bobby Yanich, farm director; Diane Williams, women's director.

WHP (1924): 680 kc; 5 kw, DA-N. 216 Locust St. Phone Cedar 4-3211. TWX HB 194. WHP Inc. (original owner).

Network CBS. Rep Bolling.
Richard A. Redmond, station mgr & program director; Mrs. A. K. Redmond, business mgr & coml mgr; George Gottschalk, promotion mgr; E. Dan Leibensperger, chief engineer; John Price, news director; Harry Hunkley, farm director.

WHP-FM (1946): 97.3 mc; 1.55 kw. Duplicates WHP (above).

WHP-TV: Tv companion of WHP-AM-FM.

WKBO (1922): 1230 kc; 250 w. 31 N. Second St. Phone Cedar 4-0191. Keystone Broadcasting Corp. (See Steinman stations in "Group Ownership". See also "Newspaper Ownership").

Network NBC. Rep Meeker.
Clair R. McCollough, station executive; J. Robert Gulick, assistant gen mgr in charge of sales; Thomas R. Nunan Jr., national sales mgr; W. Eugene Garman, station mgr; Paul I. Woodland, promotion mgr; J. E. Mathiot, technical director.

HAVERTON, Montgomery County

***WHHS (FM)** 89.3 mc; 10 kw. Havertown Township Senior High School.

*Non-commercial educational.

HAZLETON, Luzerne County

WAZL (Dec. 19, 1932): 1490 kc; 250 w. Hazleton National Bank Bldg. Phone Gladstone 43-531. TWX 42. Hazleton Broadcasting Co. (original owner). (See Vic Diehm Assoc. stations in "Group Ownership").

Network MBS; NBC. Rep Raymer.
Victor C. Diehm, pres & gen mgr; Thomas A. Tito, national sales mgr; Robert J. Sacco, coml mgr; Don Murray, program director; Bernie Blier, promotion mgr; Elwood Tito, chief engineer; Paul Cerula, news director; George Leib, farm director; Francis Carter, women's director.

WAZL-FM (1947): 97.9 mc; 2.6 kw. Duplicates WAZL (above).

HOMESTEAD (Pittsburgh), Allegheny County

WAMO (1948): 860 kc; 250 w-D, 105 B. Eighth Ave. Phone Homestead 2-6000. Dynamic Broadcasting Inc. (acquired station July 1956).

Rep Forjoe.
Specialty programs (wkly): Negro, 12 hrs.; German, ½ hr.; Italian, ½ hr.

Leonard Walk, pres & gen mgr; Joseph Bassett, coml mgr; Carl Stuart, program director; James Herbert, chief engineer.

HUNTINGDON, Huntingdon County

WHUN (March 2, 1947): 1150 kc; 1 kw-D. 490 Washington St. Phone Mitchell 3-3340. Joseph F. Riddle Pub. Co. (original owner). (See "Newspaper Ownership").

Network Keystone.
John H. Biddle, pres; William E. Germann,

Radio Stations CONTINUED

PENNSYLVANIA CONTINUED

gen mgr; Barbara Chy, coml mgr; Suana German, program director; Blair Shore, promotion mgr; Ernest Craig, chief engineer; Donald Stuller, news director.

INDIANA, Indiana County

WDAD (Nov. 4, 1945): 1450 kc; 250 w. 632 Philadelphia St. Phone Hopkins 5-5511. WDAD Inc. (acquired station August 1953). (See "Newspaper Ownership" and Clearfield Broadcasters stations in "Group Ownership").

Network CBS; Keystone; Laurel Net.
William K. Uerlich, pres; Jonas Termin, gen mgr & coml mgr; Clifford Porter, program director; Dial Miller, chief engineer; Winston Heonner, news director; William Cochran, farm director; Ruth Piquenot, women's director.

JOHNSTOWN, Cambria County

WARD (August 1946): 1490 kc; 250 w. 235 Franklin St. Phone 8-1216. TWX 502. Central Broadcasting Co. (original owner).

Network CBS. Rep Weed.
George D. Gartland, pres; Richard W. Lee, gen mgr; Joseph Cavanaugh, coml mgr; Bill Santoro, program director; Jim Molloy, promotion mgr; Dick Klune, chief engineer; Frank Jordan, news director; Alma Cramer, women's director.

WARD-FM (1949). 92.1 mc; 285 w. Duplicates WARD (above).

WARD-TV: Tv companion of WARD-AM-FM.

WCRO (September 1947): 1230 kc; 250 w. 332 Main St. Phone 9-5117. Century Broadcasting Corp. (original owner).

Network MBS. Rep Forjce.
Specialty programs: Polish, ¾ hr. wkly.
John J. Keel, pres; John D. Reilly, gen mgr; Kacoly Schippers, program director; John J. Kershesky, chief engineer; Gary Hagerich, news director.

WJAC (April 1925): 1400 kc; 250 w. 329 Main St. Phone 5-1262. TWX JNTN 79. WJAC Inc. (acquired station 1932). (See "Newspaper Ownership").

Network NBC. Reps Richard O'Connell (New York); Bill Reilly (Chicago); Tracy Moore (Hollywood).
Walter W. Krebs, pres. Park Claycomb, gen mgr & coml mgr; Ronald Stephenson, program & news director; Don Moore, promotion mgr; Theodore Campbell, chief engineer; Frank Dell, farm director; Margaret Ossola, women's director.

WJAC-FM (1948): 95.5 mc; 8.3 kw. Duplicates WJAC (above).

WJAC-TV: Tv companion of WJAC-AM-FM.

KANE, McKean County

WADP (June 7, 1954): 960 kc; 500 w-D. Penn Kane Hotel Bldg. Phone 1520. Northern Allegheny Broadcasting Co. (original owner).

David Potter, pres; Richard E. Feit, gen mgr; David Sill, program & news director; Jack Nordine, chief engineer.

KITTANNING, Armstrong County

WACB (Dec. 5, 1948): 1380 kc; 1 kw-1. 325 Market St. Phone Liberty 3-1381. Armstrong County Broadcasting Corp.

Rep Bambau, Vance, Hoppie.
Sheridan W. Pruett, pres; Charles M. Erhard Jr., vp & gen mgr; Harold H. Stoops, coml mgr & program director; Kenneth Riker, chief engineer; David Marsh, news director; Samuel Shenk, farm director; Ethel Bechtel, women's director.

LANCASTER, Lancaster County

WGAL (1922): 1490 kc; 250 w. 24 South Queen St. Phone Express 7-0333. WGAL Inc. (acquired station 1929). (See Steinman stations in "Group Ownership"; see "Newspaper Ownership").

Network NBC. Rep Meeker.
Clair R. McCollough, pres & gen mgr; J. Robert Gulick, assistant gen mgr in charge of sales; Thomas R. Nunan Jr., national sales mgr; Kenneth L. Kreider, station mgr; Paul I. Woodland, promotion mgr; J. E. Mathiot, technical director.

WGAL-FM (1944): 101.3 mc; 3.8 kw. Duplicates WGAL (above).

WGAL-TV: Tv companion of WGAL-AM-FM.

WLAN (August 1946): 1390 kc; 1 kw, DA-N. 252 N. Queen St. Phone Express 4-7261. TWX LN 06. Peoples Broadcasting Co. (original owner).

Network ABC; MBS. Rep Headley-Reed.
Frank A. Altdorffer, pres; Samuel M. Altdorffer, gen mgr; J. Stanley Baker, coml mgr; Dick Sherbahn, program director; Jim Forney, promotion mgr; Ramon Sherman, chief engineer; Guy Barry, news director; Dick Orkin, farm director; Dorothy Stevens, women's director.

WLAN-FM (February 1948): 96.9 mc; 6.7 kw. Duplicates WLAN (above).

LANSFORD, Carbon County

WLSE (Dec. 24, 1952): 1410 kc; 1 kw-D. Box D. Phone 1440. Miners Broadcasting Service Inc. (original owner). (See Miners Broadcasting stations in "Group Ownership").
Joseph L. Maguire, pres; John W. Angst, gen mgr.

LATROBE, Westmoreland County

WAKU (Dec. 12, 1951): 1570 kc; 1 kw-D. 200 Depot St. Phone Keystone 7-7744. WAKU Inc. (acquired station July 1, 1956).

Network MBS, Keystone.
Harry P. Reed, pres; W. J. Thomas, gen mgr; Robert Johnston, coml mgr; Manuel Alvarez, program director & chief engineer; Nancy Palmer, news director; Lydia Ann Coulter, women's director.

WTRA (Aug. 11, 1956): 1480 kc; 500 w-D. 202 Main St. Phone Keystone 7-3333. Latrobe Broadcasters Inc. (original owner). (See Renskamp stations in "Group Ownership").
Rep McGilvra.

Specialty programs: Italian, 1 hr. wkly.; Polish, 4½ hrs. wkly.

Louis Rosenberg, pres; William Dymond, gen mgr; Richard Crosby, coml mgr; Janet Mahady, promotion mgr; Bernard Guidos, chief engineer; Loren Fleck, news director; H. Joseph Welsh, farm director; Mrs. Alex G. Smith, women's director.

LEBANON, Lebanon County

WLBB (Nov. 13, 1946). 1270 kc; 1 kw, DA-N. Route 20. Phone Crestview 2-7651. Lebanon Broadcasting Co. (original owner).

Rep Burn-Smith.
H. Raymond Stadium, pres; Lester P. Etter, managing director; Philip J. Reilly, coml mgr & promotion mgr; Howard VanVoorhis, program director; William Zehring, chief engineer; Henry Homan, news director; Robert Keller, farm director.

WLBB-FM (January 1948): 100.1 mc; 720 w. Duplicates WLBB (above).

LEWISTOWN-FAIRLESS HILLS, Bucks County

WBCE (Dec. 8, 1957): 1490 kc; 250 w. 200 Magnolia Dr. Phone Windsor 9-1490. O'Keefe Broadcasting Co. (original owner).

Jack J. Dash, pres & gen mgr; William F. Waterbury, director of operations.

LEWISBURG, Union County

WIT (Sept. 9, 1957): 1010 kc; 250 w-D. 34 South 8th St. Phone Jackson 3-1222. Wireline Radio Inc. (original owner).

Network Keystone.
William R. De Wire, gen mgr; C. E. Miller, coml mgr; William R. Lawson, program director; Peter E. Farrell, promotion mgr; Fred C. Hopkins, chief engineer. William Dyer, news director; Bunny DeWire, women's director.

LEWISTOWN, Mifflin County

WKVA (Dec. 4, 1949): 920 kc; 1 kw-D. 19 S. Wayne St. Phone 8-6771. Central Pennsylvania Broadcasting Co. (acquired station May 1952).

Robert L. Wilson, pres & gen mgr; William A. Musser, coml mgr; Robert E. Hyle, program director; Mary Bolich, promotion mgr & news director; Jack Sanders, chief engineer; Jack Reinhart, farm director; Vera Snook, women's director.

WMRF (1941): 1490 kc; 250 w. 5 W. Market St. Phone 8-6757. Lewistown Broadcasting Co. (original owner). (See "Newspaper Ownership").

Network NBC. Rep Burn-Smith.
James S. Woods, pres; T. W. Metzger, gen mgr; Frank P. Troiani, coml mgr; Thelma M. Loeper, program director; Kenneth Callahan, chief engineer; Lynn Bloom, farm director; Dale Smith, sports director.

LOCK HAVEN, Clinton County

WBPE (1946): 1230 kc; 250 w. 132½ Main St. Lock Haven Broadcasting Corp.

Network MBS. Rep Devney.
Harris Lipez, mgr.

McKEESPORT, Allegheny County

WEDO (August 1946): 810 kc; 1 kw-D. 547 Fifth Ave. Phone North 4-7167. TWX MCK 159. Tri-City Broadcasting Co. (original owner).

Network CBS. Rep Weed.
Edward J. Hirschberg, pres & gen mgr; Earl Buncher, coml mgr; Bill Brant, program director & promotion mgr; Wilkes Hurley, chief engineer; Al Abrams Jr., news director & farm director; Anna Mae Cunningham, women's director.

WMCK (April 30, 1947): 1360 kc; 1 kw, DA-N. 315 Market St. Phone Orchard 8-8883. Mon-Yough Broadcasting Co. (original owner).

Network MBS. Rep Jack Masla.
Specialty programs: Italian and Polish, 1 hr. each wkly.; Scandinavian, ½ hr. wkly.; Negro, 3 hrs. wkly.

Robert M. Cox, pres; Samuel R. Vidnovic, gen mgr; M. W. Whitmore, coml mgr; Pat Hales, program director; Charles W. White, chief engineer; Stephen A. Chontos, news director; Sally Mossman, women's director.

MEADVILLE, Crawford County

WMGW (1947): 1490 kc; 250 w. Chestnut St. Phone 61-111. Regional Broadcasters Inc. (acquired station 1957).

James H. Strickler, gen mgr & program director; Frederick P. Tascone, coml mgr; Eugene Phillips, chief engineer; Bob Cameron, news director.

WMGW-FM (1948): 100.3 mc; 10 kw. Duplicates WMGW (above).

MEXICO, Juniata County

WJUN (Sept. 4, 1953): 1220 kc; 1 kw-D. Box 97, Mifflintown, Pa. Phone 295. Juniata-Perry Broadcasting Co. (See "Newspaper Ownership").

Rep Burn-Smith.
J. S. Woods, pres; T. W. Metzger, gen mgr; Ralph S. Parker, station mgr & coml mgr; Donald Lorenz, program director; Tim Palm, promotion mgr & farm director; Kenneth Callahan, chief engineer; Miles Heckendorn, news director.

MILTON, Northumberland County

WABC (not on air, target date not announced): 1380 kc; 1 kw-1. Williamsport Radio Broadcasting Assoc. (See "Newspaper Ownership").

WMLP (October 1955): 1570 kc; 1 kw-D. 42 Broadway. Phone 1594. WMLP Inc. (original owner). (See T. K. Cassel stations in "Group Ownership").

John S. Booth, pres; John P. Fester, gen mgr & coml mgr; Denzil Bayer, chief engineer.

MONTROSE, Susquehanna County

WPBL (May 30, 1953): 1250 kc; 1 kw-D. Locust St. Phone 397. Montrose Broadcasting Corp. (original owner).

Specialty programs: Ukrainian, ¼ hr. wkly.
W. Douglas Roe, pres & gen mgr; William Ohman, program director; William M. Farley, promotion mgr; Richard J. Gage, chief engineer; M. Claire Patterson, news director; Edward Dieffenbach, farm director; Ruth M. Ohman, women's director.

WPBL-FM (not on air, target date unknown): 96.5 mc; 57 kw.

NANTICOKE (Wilkes-Barre), Luzerne County

WNAK (February 1957): 730 kc; 1 kw-D. Woolworth Bldg, Nanticoke; 70 S. Main St., Wilkes-Barre. Phone Valley 2-6108. Wyoming Radio Inc. (acquired station Sept. 1, 1958).

Rep Forjce.
E. D. McWilliams, pres; Milton Laughlin, gen mgr.

NEW CASTLE, Lawrence County

WKST (October 1938): 1280 kc; 1 kw, DA-N. First Federal Plaza. Phone Oliver 4-5001. WKST Inc. (original owner).

Network MBS. Rep Everett-McKinney.
Specialty programs: Lithuanian, ½ hr. wkly.
S. W. Townsend, pres & gen mgr; H. M. Reith, station mgr & coml mgr; E. E. Rety, chief engineer; Lou Dayton, farm director; Ruth Ray, women's director.

WKST-TV: Tv companion of WKST.

NEW KENSINGTON-TARENTUM, Westmoreland County

WKPA (1940): 1150 kc; 1 kw-D, DA. 810 Fifth Ave. Phone Edison 7-3588. Allegheny-Kiski Broadcasting Co. (original owner).

C. Russell Cooper, pres; Melvin A. Goldberg, gen mgr; Joseph Hannan, coml mgr; Paul Brooks, program director; W. W. Weeley, chief engineer; Michael Felock, news director; James O. Gray, farm director; Laura Yohe, women's director.

NORRISTOWN, Montgomery County

WNAB (Aug. 15, 1946): 1110 kc; 500 w-D. P. O. Box 431. Phone Broadway 2-7600. Norristown Broadcasting Co. (original owner). (See Rahall stations in "Group Ownership").

Rep Weed.
N. Joe Rahall, pres; Ogden R. Davies, gen mgr; John M. Banzhoff, station mgr; Bernard Brode, program director, farm director & women's director; Donald L. Jones, promotion mgr; Anthony DeSola, chief engineer; James Klash, news director.

OIL CITY, Venango County

WKRZ (Feb. 14, 1946): 1340 kc; 250 w-SH. Broadcast Hill. Phone 4-1269. WKRZ (original owner). (See Renskamp stations in "Group Ownership").

Network NBC, Keystone.
Kenneth E. Renskamp, pres; R. Edward Erickson, gen mgr; Joan M. Firster, coml mgr; Donald E. Loebelenz, program director; John Remus, promotion mgr; Robert Harmon, chief engineer; Fred H. Peterson Jr., news director; William H. Stanley, farm director; Honora Myers, women's director.

WDBE (FM) (1953): 98.5 mc; 2.973 kw. Duplicates WKRZ (above).

TWO MEN WITH MORE THAN 600,000 FRIENDS IN PHILADELPHIA

Alex Klein, National Sales Manager, WDAS • Bill Vogt, Commercial Manager, WDAS

BV:

Philadelphia's Negro market is a city within a city—larger than 90% of all other American cities. Its population exceeds 600,000 people, that's 23% of Philadelphia's total population, with a spendable annual income of one half billion dollars.

AK:

Negroes do not want cheap, second-rate imitations. When they buy food, they prefer the best brands. When they buy automobiles, appliances, and other home furnishings, they buy the best. Branded merchandise has always enjoyed the strongest acceptance. Keep in mind the Negro Market can make or break the sales program of even the biggest advertiser.

BV:

Ever since Negro listening has been measured in Philadelphia, WDAS has always been the top-rated Negro Pulse station. Our Negro ratings have increased in the past two years by percentages ranging from 21.2% to 106.7%.

AK:

WDAS has more Negro Pulse quarter hour firsts than all other Philadelphia stations combined. No one, but no one, can deliver your message, motivate listeners and gain their acceptance for you, as can these top Negro performers communicating directly with and programming specifically for their community. Our Negro on-the-air staff is not a hit or miss, on and off group of changeover personalities, but a team of professionals whose longevity in the business is unequalled by any similar group.

BV:

Here at WDAS we are proud to work for BEECHNUT BABY FOODS, BOSCU COFFEE, CARNATION MILK, COCA-COLA, DULANY FROZEN FOODS, GILLETTE, KREY, QUAKER OATS, TETLEY TEA, UNITED FRUIT AND WRIGLEYS among others.

AK:

Advertisers who know, realize that the recognition they afford the Negro as an individual and a consumer, through a station utilizing Negro personalities, pays off in sales.

BV:

At WDAS your on-the-air campaign will be backed up by the first and only full time, fully staffed Merchandising Department in Philadelphia, devoted exclusively to furthering the cause of your product at the consumer level of the Negro Market.

AK:

Be sure you get your share of PHILADELPHIA'S VITAL CENTER, the size and importance of which is growing while you read this.



WDAS

Radio Stations CONTINUED

PENNSYLVANIA CONTINUED

PHILADELPHIA, Philadelphia County

WCAU (May 10, 1922): 1210 kc. 50 kw. Monument & City Line, zone 11. Phone Greenwood 7-8300. TWX 7258. Columbia Broadcasting System Inc. (acquired station Aug 29, 1958). (See CBS owned stations in "Group Ownership").

Network CBS. Rep CBS Radio Spot Sales. Frank Stanton, pres, CBS Inc.; Joseph T. Connolly, gen mgr; John S. deRussy, coml mgr; Frederic L. Karch, program director; Leo V. Collins, audience promotion mgr; Fred Birnbaum, sales promotion mgr; John G. Leitch, chief engineer; Charles C. Shaw, news director; Amos Kirby, farm director.

WCAU-FM (1941): 98.1 mc; 4.7 kw. Duplicates WCAU (above).

WCAU-TV: Tv companion of WCAU-AM-FM.

WDAS (1922): 1430 kc; 1 kw. DA-2. Belmont Ave. & Edgely Road. Phone Trinity 8-2000. Max M. Leon Inc. (acquired station June 1950). Rep Pearson.

Specialty programs (wkly.): Negro, 135 hrs.; Ukrainian, 1 hr.; Armenian, 1/2 hr.; Lithuanian, 1/2 hr.; Jewish, 1 1/2 hrs.; Polish, 1/2 hr.

Max M. Leon, owner; Robert A. Klein, gen mgr, executive vp in charge of operations; William H. Vogt, coml mgr; Jerry Grove, program director; Alexander S. Klein Jr., national sales mgr; Frank Unterberger, chief engineer; Randy Dixon, news director; Bernice Thompson, women's director.

WDAS-FM (not on air, target date unknown): 103.3 mc; 20 kw. Will duplicate WDAS (above).

WFIL (1922): 560 kc; 5 kw. DA-2. 46th & Market Sts. Phone Evergreen 2-4700. TWX PH 670 Triangle Publications Inc. (acquired station March 1, 1946). (See Triangle stations in "Group Ownership"; See "Newspaper Ownership").

Network ABC. Rep Blair. Roger W. Clipp, vp & gen mgr; George A. Kochler, station mgr; Clyde R. Spitzner, director of sales and programming; Kenneth Stowman, gen sales mgr; Henry E. Rhea, chief engineer; John C. Harlan, business mgr.

WFIL-FM (1941): 102.1 mc. 6.3 kw. Licensee and address same as WFIL (above).

Rep FN Unlimited. Roger W. Clipp, gen mgr; Joseph J. Novenson, station mgr; Alfred I. Rosenthal, program director.

WFIL-TV: Tv companion of WFIL-AM-FM.

WFLN (July 1, 1958): 900 kc; 1 kw-D. DA. S200 Ridgo Ave. Phone Ivyridge 2-6000. Franklin Broadcasting Co. (original owner).

Rep Good Music Broadcasters Inc. Lawrence M. C. Smith, owner; Raymond S. Green, vp & gen mgr; Joseph C. Winkler, coml mgr; Michael O'Donnell, program director; Frederick Chassey, chief engineer.

WFLN-FM (March 15, 1949): 95.7 mc; 20 kw. Address, licensee and staff same as WFLN (above).

WHAT (1925): 1340 kc; 250 w. WHAT Bldg. zone 31. Phone Trinity 8-1500. Independence Broadcasting Co. (acquired station 1944).

Rep Stars National.

Specialty programs: Negro, 168 hrs. wkly. (100%).

William A. Banks, pres & gen mgr; Dolly Banks, station mgr; Paul Abrams, coml mgr; Robert Ardrey, program director; John Nicholson, promotion mgr; Charles Lehman, chief engineer; B. Curtis, news director; Mary Mason, women's director.

WHAT-FM (1950): 96.5 mc; 20 kw. Duplicates WHAT (above).

WHYY (FM): 90.0 mc; 20 kw. Metropolitan Philadelphia Educational Radio & Television Corp.

*Non-commercial educational.

WIBG (1924): 900 kc; 10 kw. DA-2. (CP 50 kw-D, 10 kw-N, DA-2). 1617 Pennsylvania Blvd. Phone Rittenhouse 6-2300. TWX PH 720. Seaboard Radio Broadcasting Corp. (parent corporation acquired station May 23, 1957). (See Storer Broadcasting stations in "Group Ownership"; See "Newspaper Ownership").


Rep Katz. George B. Storer, pres; Lionel F. Baxter, managing director; John R. Mahoney, coml mgr; Joseph T. Conway, national sales mgr; Grady Ednoy, program director; Roy Schwartz, promotion mgr; John H. Henninger, chief engineer; Frederick DeBloovere, news director.

WIBG-FM (1948): 94.1 mc; 20 kw. Duplicates WIBG (above).


WIFI (FM) (See Glenside, Pa. listing).

A POWERFUL PENNSYLVANIA 3 STATION COVERAGE

AT A SINGLE RATE CARD PRICE!



A Vic Diehm RADIO GROUP



MBS
WHLM
BLOOMSBURG, PA
550kc 500wts

NBC - MBS
WAZL
HAZLETON, PA
1490kc 250wts

INDEPENDENT
WHOL
ALLENTOWN, PA
1600kc 500wts

Represented by **PAUL H. RAYMER CO., INC.**

Pennsylvania's JET NET Radio Stations

Radio Stations CONTINUED

PENNSYLVANIA CONTINUED

PHILADELPHIA (Continued)

WIP (March 16, 1922): 610 kc; 5 kw, DA-1, 35 S. Ninth St. Phone Walnut 2-6800. TWX PH 168. Pennsylvania Broadcasting Co.

Network MBS. Rep Petry.
Benedict Gimbel Jr., pres & gen mgr; Ralf Brent, vp & director of sales; Varner Paulsen, program director; Sam Roseta, public relations director; Mitch Krauss, sales promotion director; Jack Faber, Kitchen Kapers sales mgr; Clifford C. Harris, chief engineer; Reginald K. Harris, assistant chief engineer; Sam Ettinger, news director; Jim Leaming, sports director.

WIP-FM (April 20, 1942): 93.3 mc; 20 kw. Duplicates WIP (above).

WJMJ (July 1948): 1540 kc; 1 kw-D, (CP for 50 kw-D, DA), 2043 Locust St. Phone Locust 4-2300. WJMJ Broadcasting Corp. (acquired station June 1955).

Specialty programs: (wkly.): Italian, 20 hrs.; Polish, 7 hrs.; Greek, 1½ hrs.; Spanish, ½ hr.

Patrick J. Stanton, pres & gen mgr; Josephine Oristaglio, administrative assistant to president; James L. Rubenstone, national com'l mgr; Charles Stahl, local com'l mgr; Michael Deegan, program director; Christopher McAteer, chief engineer; Douglas Henson, news director; Joan Norris, women's director.

WPEN (April 1929): 950 kc; 5 kw, DA-N, 2212 Walnut St. Phone Locust 4-6000. Wm. Penn Broadcasting Co. (acquired station Dec. 18, 1947).

Rep Gill-Perna.
Williams H. Sytk, pres; William B. Caskey, executive vp; Erwin Rosner, gen sales mgr; Murray Arnold, station mgr; James M. Kiss, promotion director; John E. Surrick, development mgr; Charles W. Burtis, chief engineer; William S. Gailmor, news editor.

WPEN-FM (1942): 102.9 mc; 20 kw. Address, license & staff same as WPEN (above).

***WPWT (FM)**: 91.7 mc; 180 w. Philadelphia Wireless Technical Institute.

*Non-commercial educational.

WQAL (FM) (not on air, target date November 1958): 106.1 mc; 20 kw, 835 N. 19th St. Phone Poplar 5-6300. George Voron & Co. George Voron, pres; Abe Voron, gen mgr.

WRCV (1921): 1060 kc; 50 kw, DA-1, 1619 Walnut St. Phone Locust 4-3700. TWX PH 267. National Broadcasting Co. (acquired station Jan. 22, 1956). (See NBC owned stations in "Group Ownership").

Network NBC. Rep NBC Spot Sales.
Robert W. Sarnoff, bd chmn; Robert E. Kintner, pres; Raymond W. Welpott, gen mgr; Harold J. Pannepacker, station mgr & sales director; Robert C. Benson, program mgr; Bob Fillmore, advertising & promotion mgr; William A. Howard, mgr technical operations; Ernest Leiss, news director.

WRCV-TV: Tv companion of WRCV.
***WRTI (FM)** (Oct. 10, 1953): 90.1 mc; 10 w. Park Avenue and Norris St. Phone Stevenson 7-4000. Temple University (Radio & Television Division).

Network NAEB. Philadelphia Collegiate Network.
Specialty programs: French, 1 hr. wkly.
Prof. John B. Roberts, director; William Seibel, operations mgr; Delwin Dusenbury, production supervisor; Norman Childs, program director; Carmen Gentile, chief engineer.

*Non-commercial educational.

WTET (1925): 860 kc; 250 w-D. WTET Bldg. Phone Gladstone 5-1310. Foulkrod Radio Engineering Co.

E. Douglas Hibbs, pres & program director.
***WKPN (FM)** (1957): 88.9 mc; 10 w. 3417 Spruce St. Phone Evergreen 6-4333. Trustees of U. of Pennsylvania.

John Roberts, station mgr; Joseph Weisenfeld, business mgr; George M. Jacobs, program director; Henry N. Longley Jr., technical director.

*Non-commercial educational.

PHILIPSBURG, Centre County

WPHB (June 1, 1956): 1260 kc; 1 kw-D. P. O. Box 361. Phone Dickens 2-2300. Moshannon Valley Broadcasting Co. (original owner).
Rev. William Emert, owner, gen mgr & com'l

mgr; Mrs. William Emert, program director; Dean Sharpless, chief engineer; Jerry Woodring, news director.

WPHB-FM (March 1, 1958): 94.9 mc; 4.6 kw. Duplicates WPHB (above).

PITTSBURGH, Allegheny County

KDKA (November 2, 1920): 1020 kc; 50 kw. 1 Gateway Center. Phone Express 1-3000. TWX PG 250. Westinghouse Broadcasting Co. (parent company original owner). (See Westinghouse Broadcasting Co. stations in "Group Ownership").

Rep Peters, Griffin, Woodward.
D. H. McGannon, pres; H. C. Lund, vp, Pittsburgh; L. R. Rawlins, gen mgr; D. J. Trageser, sales mgr; Guy S. Harris, program mgr; Miss J. L. Buzzelli, advertising & sales promotion mgr; T. C. Kenney, chief engineer; James L. Snyder, news supervisor; Owen S. Simon, publicity mgr.

KDKA-FM (April 1, 1942): 92.9 mc; 5 kw. Duplicates KDKA (above) 7 a.m. to 4 p.m.; separate 4 p.m. to midnight.

KDKA-TV: Tv companion of KDKA-AM-FM.
KQV (1922): 1410 kc; 5 kw, DA-2, 411 Seventh Ave. Phone Atlantic 1-9100. TWX PG 87. Allegheny Broadcasting Corp. (parent company acquired station Dec. 5, 1957). (See ABC stations in "Group Ownership").

Network ABC. Rep Adam Young.
Leonard H. Goldenson, pres; Ralph Beaudin, gen mgr; Robert Thompson, com'l mgr; John D. Gibbs, program director; Fred Zellner Jr., chief engineer.

WAMO (See Homestead, Pa., listing).

WAMP (Oct. 19, 1921): 1320 kc; 5 kw, DA-N, 1406 Chamber of Commerce Bldg. Phone Grant 1-8600. National Broadcasting Co. (acquired station Nov. 1, 1957). (See NBC owned stations in "Group Ownership").

Network NBC. Rep NBC Spot Sales.
Robert W. Sarnoff, bd chmn; Robert E. Kintner, pres; H. W. Shepard, gen mgr; Martin S. Pullins, sales mgr; John C. Hierlihy, program supervisor; Thomas D. Tyson, press & promotion mgr; Matthew M. Bracic, chief engineer; Beckley Smith, news & special events supervisor.

WFMP (FM) (March 8, 1948): 90.7 mc; 24 kw. Duplicates WAMP (above).

WCAE (1922): 1250 kc; 5 kw, DA-N, 530 Carlton House. Phone Atlantic 1-6900. WCAE Inc. (acquired station June 1, 1931). (See Hearst stations in "Group Ownership"; See "Newspaper Ownership").

Rep Katz.
Leonard Kapner, pres & gen mgr; Roger O'Connor, com'l mgr; R. Clifton Daniel, program director; William Thieman, promotion mgr; James H. Greenwood, chief engineer; Harry Carroll, news director; Gloria Abdou, women's director.

WTAE-TV: Tv companion of WCAE.

***WDUQ (FM)** (Dec. 15, 1949): 91.5 mc; 2.75 kw, 801 Bluff St. Phone Grant 1-4600. Dunquese U. (Executive Committee).
B. Kendall Crane, station director; Fred McWilliams, chief engineer.

*Non-commercial educational.

WEPP (Oct. 1, 1957): 1080 kc; 1 kw-D, 220 North Highland Ave. Phone Emerson 1-5000. Pittsburgh Broadcasting Co. (original owner). (See John W. Kluge stations in "Group Ownership").

Rep Eastman.
Specialty programs: Negro, 5 hrs. wkly.
John Kluge, pres; James P. Hensley, vp & gen mgr; Julius Goltz, com'l mgr; Dave Lebo, program director; Victor G. Klein, chief engineer; Merle Pollis, news director.

WKJF (FM) (July 15, 1948): 93.7 mc; 40 kw, 1715 Grandview Ave. Phone Hubbard 1-2626. Agnes J. Reeves Greer. (See Agnes Reeves Greer stations in "Group Ownership"; See "Newspaper Ownership").

Rep FM Unlimited.
Agnes J. Reeves Greer, owner; Malcolm A. Campbell Jr., gen mgr; Thomas J. Daugherty, mgr; Alfred R. Ritz, com'l mgr; Robert C. Clarke, program director; Peter E. Pappas, chief engineer.

WKJF-TV: Tv companion of WKJF (FM).
WPIT (May 1947): 730 kc; 1 kw-D, 213 Smithfield St. Phone Atlantic 1-1900. WPIT Inc. (original owner). (See Friendly Group in "Group Ownership"; See "Newspaper Ownership").

Specialty programs (wkly.): German, ¾ hr.; Italian 6½ hrs.; Polish, 3 hrs.; Lithuanian, 1 hr.; Ukrainian, 1 hr.; Greek, 5½ hrs.

John J. Laux, pres; Don Ioset, vp, gen mgr & com'l mgr; Clifford Charles, program director, promotion mgr & news director; Michael Komichak, chief engineer; Dick Norwicke, farm director.

WWSW (May 30, 1931): 970 kc; 5 kw, DA-2, Hotel Sherwyn, zone 22. Phone Grant 1-5200. TWX PG 548. WWSW Radio Inc. (acquired station 1932). (See "Newspaper Ownership").

Rep Blair.
O. M. Schloss, pres; Ben W. Muros, gen mgr, com'l mgr & program director; Philip L. Davis, promotion mgr; Henry Kaiser, chief engineer; Ray Schneider, news director.

WWSW-FM (1941): 94.5 mc; 20 kw. Duplicates WWSW (above).

PITTSBURGH, Luzerne County

WPTS (June 21, 1953): 1540 kc; 1 kw-D. Newrose Bldg, 50½ So. Main St. Phone Olympic 4-3388. Midway Broadcasting Co.

Rep Continental Radio Sales.
Specialty programs: (wkly.): Italian, 8 hrs.; Polish, 8 hrs.; Lithuanian, ½ hr.; Slovak, ½ hr.

Angelo W. Fiorani, co-owner, pres & gen mgr; R. E. Florey, com'l mgr; J. Fiore, program director; R. F. Gallagher, promotion mgr; John P. McGoldrick, chief engineer; Frank Silva, news director; Gerald Gilroy, farm director; Ellie Pagnotti, women's director.

POTTSTOWN, Montgomery County

WPAZ (Oct. 1, 1951): 1370 kc; 1 kw-D, 247 High St. Phone Faculty 6-4000. Pottstown Broadcasting Co. (original owner).

Network Keystone. Rep Indie Sales.
Specialty programs: Polish, 1 hr.
Herbert Scott, pres, gen mgr & program director; Robert Eppheimer, com'l mgr; Thelma Mellon, promotion mgr; Ralph Mellon, chief engineer; Mike Siman, news director; Bud Bentz, farm director; Bonnie Borrelli, women's director.

POTTSVILLE, Schuylkill County

WPAM (Jan. 19, 1947): 1450 kc; 250 w. Lawton's Hill, P. O. Box 629. Phone Market 2-1450. Miners Broadcasting Service Inc. (original owner). (See Miners Broadcasting stations in "Group Ownership").

Joseph L. Maguire, pres; John W. Angst, gen mgr; Westley G. Kimble, station mgr; Al Gregson, program director.

WPPA (May 9, 1946): 1360 kc; 1 kw-D, 500 w-N, DA-N, 212 South Centre St. Phone Market 2-1360. Pottsville Broadcasting Co. (original owner).

Network MBS.
A. V. Tidmore, pres & gen mgr; Ralph L. Price, com'l mgr; Ed Romance, program director; William Tidmore, chief engineer; James Thompson, news director; Sydney McIlvain, farm director.

WPPA-FM (1948): 101.9 mc; 2.8 kw. Duplicates WPPA (above).

PUNXSUTAWNEY, Jefferson County

WPME (March 18, 1953): 1540 kc; 1 kw-D, 103 North Gilpin St. Phone 1221. Punxsutawney Broadcasting Co. (original owner).

Rep Rambeau, Vance, Hopple.
Sheridan W. Pruett, pres; Charles M. Erhard Jr., vp, gen mgr & com'l mgr; Gilbert Carney, program director; Ted Clarke, promotion mgr; Joseph A. Pelletier, chief engineer; Sid Carlton, news director; Dale Morley, farm director; Virginia Bailey, women's director.

READING, Berks County

WBEU (1931): 850 kc; 1 kw, DA-N, 433 Penn St. Phone Franklin 6-7335. TWX RD 25. WBEU Broadcasting Co. (acquired station Dec. 1, 1946). (See "Newspaper Ownership").

Network ABC. Quaker. Rep Headley-Read.
Specialty programs: Pennsylvania Dutch, ½ hr. wkly.
William J. Rohn, pres; K. Richard Creitz, vp, gen mgr, com'l mgr & promotion mgr; Jack B. Gounder, program director & farm director; Harold Scheerer, chief engineer; Joseph Shivers, news director; Gloria Holland, women's director.

WHUM (Sept. 1, 1946): 1240 kc; 250 w. Berkshire Hotel. Phone Franklin 6-3987. TWX RD 35. Eastern Radio Corp. (original owner).

Network CBS. Rep Weed.
Robert G. Magee, pres & gen mgr; Warren C. Ruffner, com'l mgr & promotion mgr; Alan Lane, program director; Daniel J. Donohue, chief engineer; Paul Barclay, news director; Theodore Rickenbach, farm director.

WHUM-TV: Tv companion of WHUM.

WRAW (1922): 1340 kc; 250 w. 19 North Fifth St. Phone Franklin 6-7173. Reading Broadcasting Co. (acquired station 1946). (See "Newspaper Ownership"; See Steinman stations in "Group Ownership").

Network NBC. Rep Mecker.
Clair R. McCollough, station executive; J. Robert Gulick, assistant gen mgr in charge of sales; Thomas R. Nunan Jr., national sales mgr; Robert S. Reider, station mgr; Paul I. Woodland, promotion mgr; J. E. Mathiot, technical director.

RED LION, York County

WGCB (1950): 1440 kc; 1 kw-D. P. O. Box 85. Phone 3-3471. John M. Norris.
John H. Norris, station mgr.

ROARING SPRING, Blair County

WKMC (June 13, 1955): 1370 kc; 1 kw-D. Phone 690. Cove Broadcasting Co. (original owner).

Carl W. Kensing, pres; Sheldon F. Horton, gen mgr, com'l mgr, promotion mgr & farm director; Merle Ebersole, program director & news director; C. I. Metzger, chief engineer; Julia M. Gerhart, women's director.

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PENNSYLVANIA CONTINUED

ST. MARY'S, Elk County

WKBI (July 23, 1950): 1400 kc; 250 w. 41 Erie Ave. Phone Terminal 4-2821. Elk-Cameron Broadcasting Co. (original owner). (See *Republic stations and Cary H. Simpson stations in "Group Ownership"*).
Network MBS, Allegheny Mountain Network.
Cary H. Simpson, gen mgr; Wesley A. Herbstritt, sales mgr; B. B. Smith, program director; John J. Kain, promotion mgr; Anson F. King, production supervisor; Gilbert A. Hoffman, news director; Arnold Kuhn, farm director; Mary Schreiber, women's director.

SAYRE, Bradford County

WATS (July 1950): 960 kc; 1 kw-D. 110 No. Elmer Ave. Phone Turner 2-2401. Thompson K. Cassel (original owner). (See T. K. Cassel stations in "Group Ownership").
Network Keystone. Rep Indie Sales.
Thompson K. Cassel, owner; Walter D. Knowles, gen mgr & coml mgr; Charles L. Snyder, program director & news director; Benjamin A. Franklin, chief engineer.

SCRANTON, Lackawanna County

WARM (1940): 590 kc; 5 kw. DA-2. 717 Linden St. zone 10. Phone Diamond 6-4646. WARM Broadcasting Co. (acquired station June 18, 1958).
Rep Bolling.
Louis J. Appell Jr., pres; Arthur W. Carlson, gen mgr; Donald Stevens, program director; George Gilbert, production mgr; William Musser, sales promotion mgr; Jackson Gower, local sales mgr; Nicholas Hudak, chief engineer; Frances Siebert, publicity director; Harry Newman, news director; Walter Beemer, farm director; Judith Hodge, women's director.

WEJL (April 16, 1950): 630 kc; 500 w-D. 149 Penn Ave. Phone Diamond 2-9131. Scranton Times (original owner). (See "Newspaper Ownership").

Network Rural Radio Network. Rep Meeker.
Edward J. & Elizabeth R. Lynett, co-owners; Cecil Woodland, gen mgr & coml mgr; Hugh J. Connor, program mgr; Bill Pierce, promotion mgr; Guy Rauer, chief engineer; Robert Flanagan, news director; Jesse Landenberger, farm director.

WGBI (Jan. 12, 1925): 910 kc; 1 kw-D. 500 w-N. 1000 Wyoming Ave. Phone Diamond 2-7634. TWX SN 10. WGBI Radio Inc. (original owner).

Network CBS Rep H-R Reps.
Mrs. M. E. Megargee, pres; Richard E. Nason, gen mgr & coml mgr; Frank Monoghan, program director; Doug Holcomb, promotion mgr; Ken Cooke, chief engineer; Tom Powell, news director; Bill Longworth, farm director; Mary Megargee, women's director.

WGBI-FM (Dec. 25, 1948): 101.3 mc; 1.8 kw. Duplicates WGBI (above).

WDAU-TV: Tv companion of WGBI-AM-FM.
WICK (April 17, 1954): 1400 kc; 250 w. 221 N. Washington Ave. Phone Diamond 6-1202. Scranton Radio Corp. (acquired station September 1957).

Rep Walker-Rawalt.
Joseph W. Dobbs, pres & gen mgr; Albert Soma, coml mgr; Edward Hughes, program director; James D. Pottinato, chief engineer.

WSCR (May 2, 1947): 1320 kc; 1 kw-D. 500 w-N. DA-N. 116 Adams Ave. zone 3. Phone Diamond 7-3358. Lackawanna Valley Broadcasting Co. (acquired station March 3, 1952).
Network NBC. Rep Headley-Reed.

Specialty programs: Italian, 1 hr. wkly.
David M. Baltimore, pres; Barry Sherman, gen mgr & promotion mgr; Joseph P. Kimble, coml mgr; David L. Griffiths, program director & news director; Willard Shlmski, chief engineer; Jesse Landenberger, farm director; Betty Parks Strutin, women's director.

***WUSY (FM)** (Oct. 1, 1950): 89.9 mc; 1.35 kw. 4 Ridge Row. Phone Diamond 7-3321. U. of Scranton.

Specialty programs: French, 30 min. wkly.
Richard P. Grady S.J., pres & program director; John P. McGoldrick, chief engineer.

*Non-commercial educational.

SHAMOKIN, Northumberland County

WISL (1948): 1480 kc; 1 kw. DA-N. Rock & Sunbury Sts. Phone 8-6831. TWX 7760-06. Radio Anthracite Inc.
Rep Forjoe.
Henry W. Lark, pres; Maurice E. Fidler, mgr.

SHARON, Mercer County

WPIC (Oct. 25, 1938): 790 kc; 1 kw-D. P. O. Box 541. Phone Diamond 6-4113. Sharon Herald Broadcasting Co. (original owner). (See "Newspaper Ownership").

Rep William J. Reilly (Chicago); Richard O'Connell (New York)

Specialty programs: German, 30 min. wkly.
John Fahnline Jr., pres & gen mgr; Jack Sandstrom, program director; A. C. Heck, chief engineer.

WPIC-FM (1947): 102.9 mc; 20 kw. Same address, licensee and staff as WPIC (above).

SOMERSET, Somerset County

WVSC (Jan. 15, 1951): 590 kc; 250 w-D. Box 231. Phone 4186. Somerset Broadcasting Co. (original owner).
Carl R. Lee, partner; T. El. Oppgaard, partner & gen mgr; C. R. Taylor, coml mgr; Robert L. French, program director, chief engineer & news director; Yvonne Kaufman, women's director.

SOUTH WILLIAMSPORT (Williamsport) Lycoming County

WMPT (Feb. 22, 1958): 1450 kc; 250 w. 301 Percy St., South Williamsport. Phone 3-3608. Will-Mont Broadcasting Co. (original owner).
Network ABC, Allegheny Mountain Network. Rep George T. Hopewell.
Specialty programs: Polish, ½ hr. wkly.
Galen David Castlebury Jr., owner, gen mgr & chief engineer; Leon L. Bair, coml mgr; Fred Blankenhorn, program director; Don Coleman, promotion mgr; Kerby Confer, news director; Joanne M. Castlebury, religion director & women's director.

STATE COLLEGE, Centre County

***WDFM (FM)**: 91.1 mc; 250 w. Pennsylvania State U.
WMAJ (October 1945): 1450 kc; 250 w. P. O. Box 588. Phone Adams 7-4959. Centre Broadcasters Inc. (original owner).
Network MBS, Keystone, Laurel Network.
W. K. Ulerich, pres; M. J. Bergstein, gen mgr; J. A. Dame, sales mgr; S. Fishbein, program director & news director; W. Files, chief engineer.

STROUDSBURG, Monroe County

WVFO (1947): 840 kc; 250 w-D. 578 Main St. Phone 1161. Pocomo Broadcasting Inc. (acquired station Oct. 1, 1948). (See "Newspaper Ownership" and James H. Ottaway stations in "Group Ownership").
Rep Radio-TV Representatives.
James H. Ottaway, pres; Chester S. Miller, gen mgr; Edward J. Somers, sales mgr; Joseph B. Whalen, program director; Francis H. Brankley, managing director; Ernest Transue, chief engineer; Bryden Taylor, news director.

SUNBURY, Northumberland County

WKOK (1933): 1240 kc; 250 w. 1150 North Front St. Phone Atlantic 6-5838. Sunbury Broadcasting Corp. (original owner). (See "Newspaper Ownership").
Network CBS, Keystone, Quaker Network.
Specialty programs: German, ½ hr. wkly.
Kasse A. Beck, pres; Homer R. Smith, gen mgr; C. Donald Walther, coml mgr; Michael J. Kane, program director & promotion mgr; John W. Keller Jr., chief engineer; Malcolm E. Arter, news director.

WKOK-FM (1948): 94.1 mc; 4.4 kw. Duplicates WKOK (above).

TITUSVILLE, Crawford County

WTVV (Nov. 27, 1955): 1290 kc; 500 w-D. Second National Bank. Phone 7-2265 Crawford County Broadcasting Co. (original owner). (See Myron Jones stations in "Group Ownership").
Robert H. Sauber, vp, gen mgr & chief engineer; Paul R. Ruffan, coml mgr; Robert Spaulding, music director; Gene Karol, production mgr; Tim Nelson, news director; Gwin Bench, music librarian; Jim Pound, farm director; Joan Wakefield, continuity director.

TYRONE, Blair County

WTRN (Jan. 12, 1955): 1290 kc; 1 kw-D. S W. Tenth St. Phone Mutual 4-3200. Tyrone Broadcasting Co. (original owner). (See Cary H. Simpson stations in "Group Ownership").
Network MBS, Allegheny Mountain Network.
Cary H. Simpson, pres; Lee C. Ray, station mgr; William E. Moses, sales mgr; William E. Ducey, program director; Greta Lynne Rorabaugh, promotion mgr; Gilbert H. Wogan, chief engineer; John W. Eschbach, news editor; Edward N. Davenport, farm director; Judy Wike, women's editor.

UNIONTOWN, Fayette County

WMBS (July 15, 1937): 590 kc; 1kw. DA-N. Fayette National Bank Bldg. Phone Geneva 8-3900. TWX 176. Fayette Broadcasting Corp. (original owner).
Network CBS. Rep Meeker.
Specialty programs: Polish, ½ hr. wkly.; Slovak, ½ hr. wkly.
Joseph C. Burwell, pres; James F. Gismond, mgr & program director; Harry C. Burwell, coml mgr; William Henzly, chief engineer; Rex E. Carter, farm director; Heister Nagy, women's director.

WARREN, Warren County

WNAE (December 1946): 1310 kc; 5 kw-D. 310 Second Ave. Phone 3032. TWX 3159. Northern Allegheny Broadcasting Co. (original owner).
A. David Potter Jr., pres & gen mgr; James W. Potter, coml mgr; W. LeRoy Schneck, program director; Frank D. Foster, promotion mgr; Homer M. Haines, chief engineer; Conrad LaFrance, news director; Dick Bove, farm director.
WBRN (FM) (March 1948): 92.3 mc; 3 kw. Same address, licensee and staff as WNAE (above).

WASHINGTON, Washington County

WJPA (February 1941): 1450 kc; 250 w. George Washington Hotel, Phone Baldwin 2-2112. Washington Broadcasting Co. (original owner).
Network MBS. Rep Devney.
A. Boyd Siegel, managing director; John L. Merdian, gen mgr, coml mgr & program director; Bill Wilson, promotion mgr; James E. Berkheimer, chief engineer; Mitchell Grey, news director; Lysle Carter, farm director; Marilyn Williams, women's director.

WAYNESBORO, Franklin County

WAYZ (Aug. 10, 1953): 1380 kc; 1 kw-D. W. Main St. Phone 1900. Richard Field Lewis Jr. Inc. of Waynesboro. (original owner). (See Richard Field Lewis Jr. Inc. stations in "Group Ownership").
Network Green Valley Group, Mid-Atlantic Net. Rep Forjoe.
Marian P. Lewis, executrix of Richard F. Lewis (deceased), owner; Samuel Hanshaw, gen mgr & coml mgr; Peter Coolbaugh, program director & news director; Ted Harding, promotion mgr; Fred Brabrandt, chief engineer; Robert Rider, farm director.

WAYNESBURG, Greene County

WANB (Sept. 1, 1956): 1580 kc; 250 w-D. First Federal Bldg. Phone 981. Commonwealth Broadcasters Inc. (original owner). (See T. K. Cassel stations in "Group Ownership").
John S. Booth, pres; George E. McGary Jr., gen mgr & coml mgr; John M. Beinhardt, program director & promotion mgr; Paul Shank, chief engineer; Dolores Markulff, women's director.

WELLSBORO, Tioga County

WNBZ (May 13, 1955): 1490 kc; 250 w. 89 Main St. Phone 2113. Farm & Home Broadcasting Co. (See Cary H. Simpson stations in "Group Ownership").
Network MBS.
Cary Simpson, pres; John Fay, gen mgr; John Zellner, coml mgr; Carol Makin, program director; Richard Roeder, chief engineer; Bob Grossenbacher, news director & sports director.

WILKES-BARRE, Luzerne County

WBAZ (May 1, 1922): 1240 kc; 250 w. 85 West Union St. Phone Valley 3-0196. Anna Stenger (original family owner).
Network MBS. Rep Burn-Smith.
Specialty programs: Polish, ½ hr. wkly.
Anna Stenger, owner; John H. Stenger 3rd, gen mgr & coml mgr; Edward Kuzina, program director; Daniel J. Stenger, promotion mgr; Milan J. Krupa, chief engineer; John C. Foster, news director; Nancy C. Jackson, women's director.

WBRE (1924): 1340 kc; 250 w. 762 N. Franklin St. Phone Valley 3-3101. WBRE Radio Inc.
Network NBC. Rep Headley-Reed.
David M. Baltimore, pres & gen mgr; Ernest Lewis, coml mgr; Franklin D. Coslett, operations & news director; Charles Sakoski Sr., chief engineer; Don Steven, sports director.

WBRE-FM (1947): 98.5 mc; 2.25 kw. Duplicates WBRE (above).

WBRE-TV: Tv companion of WBRE-AM-FM.
WILK (Feb. 13, 1957): 950 kc; 5 kw-D, 1 kw-N, DA-N. 88 North Franklin St. Phone Valley 4-4666. TWX 65. Wyoming Valley Broadcasting Co. (original owner).
Network ABC. Rep Avery-Knodel; McDermott (Canada).

Roy E. Morgan, executive vp; Emerson H. Ramage, business mgr; Lee Vincent, sales mgr; Tom Bigler, program director & news director; Ted French, chief engineer; Jim Hutchison, farm director; Emily Hutchison, women's director.

WYZZ (FM) (Sept. 8, 1958): 103.3 mc; 3.1 kw. 156 Prospect St. Phone Valley 2-5274. Richard G. Evans.

Richard G. Evans Sr., chief owner, gen mgr & coml mgr; Frances E. Evans, program director; John McGoldrick, chief engineer.

WILLIAMSPORT, Lycoming County

WLYC (June 1951): 1050 kc; 1 kw-D. 331 Pine St. Phone 2-4676. Lycoming Broadcasting Co. (original owner).
Network Keystone, Quaker. Rep Cooke.
Specialty programs: Italian, ½ hr. wkly.; J. T. Keliher, pres; W. Richard Carlson, gen mgr; Vincent Campana, coml mgr; Vernon L. Hester, program director; Ed Kirchner, promotion mgr; Norman Briggs, chief engineer; Sue Schreck, news director; Paul Roth-

Radio Stations CONTINUED

PENNSYLVANIA CONTINUED

rock, farm director; Norah Carlson, women's director

WLYC-FM (June 1949): 165.1 mc; 540 w. Duplicates WLYC (above).

WMPT (See South Williamsport, Pa., listing).

WRAX (1930): 1490 kc; 250 w. 1559 West Fourth St. Phone 2-6115. **WGAL Inc.** (acquired station 1937). (See Steinman stations in "Group Ownership". See "Newspaper Ownership").

Network NBC. Rep Meeker
Clair R. McCollough, pres & gen mgr; J. Robert Gulick, assistant gen mgr in charge of sales; Thomas R. Numan Jr., national sales mgr; J. Wright Mackey, station mgr; Paul I. Woodland, promotion mgr; J. E. Mathiot, technical director.

WRAK-FM (1947): 100.3 mc; 3.2 kw. Duplicates WRAK (above).

WRAK-TV: Tv companion of WRAK-AM-FM.

WWFA (May 22, 1919): 1340 kc; 250 w. 330 Government Place. Phone 7118. **TWN WMPT** 65. Williamsport Radio Broadcasting Assn. Inc. (original owner). (See "Newspaper Ownership").

Network CBS. Rep Burn-Smith.
Harry J. W. Kiessling, pres; Woodrow W. Ott, gen mgr; Philip D. Lane, coml mgr; John H. Archer, program director; Robert G. Schooley, promotion mgr; Carl W. Steinbacher, chief engineer; Gordon K. Thomas, news director; James K. Stock, farm director, Gertrude Mauden, women's director.

YORK, York County

WNOW (1948): 1250 kc; 1 kw-D. P. O. Box 1747. **WNOW Inc.** (original owner). (See Good Neighbor stations in "Group Ownership").

Rep Radio-TV Representatives.
W. F. Rust Jr., treas; Ralph Gottlieb, gen mgr; E. Richard Hill Jr., station mgr & coml mgr; Jack Schmitt, program director; Jack Schuster, chief engineer; Pete Johnson, news director.

WNOW-FM (1948): 105.7 mc; 1.2 kw. Duplicates WNOW (above).

WORX (1932): 1350 kc; 5 kw-D. 1 kw-N. DA-N. 13 South Beaver St. Phone 6629. **Associated Broadcasters Inc.** (original owner). (See

Steinman stations in "Group Ownership" and "Newspaper Ownership").

Network NBC. Rep Meeker.
Clair R. McCollough, station executive; J. Robert Gulick, assistant gen mgr in charge of sales; Thomas R. Numan Jr., national sales mgr; Clara Miller, station mgr; Paul I. Woodland, promotion mgr; J. E. Mathiot, technical director.

WSBA (Sept. 1, 1942): 910 kc; 1 kw, DA-2. P. O. Box 910. Phone 25-521. **TWN YK 69**, Susquehanna Broadcasting Co.

Network ABC. Rep Headley-Reed.
Louis J. Appell Jr., pres; Philip K. Eberly, coml mgr & promotion mgr; Robert Shipley, program director; Glen Winter, chief engineer; Donny Kaye, news director; Herman Stebbins, farm director; Al Saunders, operations mgr.
WSBA-TV: Tv companion of WSBA.

RHODE ISLAND

CRANSTON, Providence County

WLOV (FM) (not on air, target date September 1958): 99.9 mc; 10 kw. 188 Gansett Ave. Zone 19. Phone Plantations 1-5095. **Neighborly Broadcasting Co.**

Network Rhode Island State-Wide Net.
Specialty programs: Italian, 7 hrs. wkly; French, 1 hr. wkly.

Jack C. Salera, pres & gen mgr; Lorraine Miller, coml mgr; Jack Miller, program director; Peter B. Gemma, chief engineer.

EAST GREENWICH, Kent County

WSBR (see Warwick listing).

NEWPORT, Newport County

WADE (Nov. 8, 1945): 1540 kc; 1 kw-D. P. O. Box 367. Phone Viking 6-1540. **Aquidneck Broadcasting Corp.** (acquired station Nov. 16, 1953).

Rep Everett-McKinnoy; Foster-Creed.
Specialty programs: Portuguese, 2 hrs. wkly.
Milton E. Miller, pres & gen mgr; Frank Bowth, coml mgr; George McNameara, promotion mgr; Allan Bowen, chief engineer; Gerry Navins, news director; Dona March, women's director.

PAWTUCKET, Providence County

WPAW (Feb. 12, 1950): 650 kc; 1 kw-D. P. O. Box 84, Cumberland, R. I. Phone 5-9000. **Roger**

Williams Broadcasting Co. (original owner).
Network ABC. Rep Walker-Rowatt.

Specialty programs: Italian, 7 hrs; French, 2 hrs.; Polish, 30 min.; Portuguese, 2 hrs.; Negro, 30 min. all wkly.

Dominick A. Hysko, pres, gen mgr & promotion mgr; Donald R. Hysko, coml mgr; Fred Grady, program director; John Costa, chief engineer; Bruce Whitney, news director & farm director; Carol Mundi, women's director.

PROVIDENCE, Providence County

WEAN (June 2, 1922): 790 kc; 5 kw. DA-2. 75 Fountain St., zone 2. Phone Dexter 1-0600. **Providence Journal Co.** (acquired station Oct. 3, 1954). (See "Newspaper Ownership").

Network MBS. **Yankee**. Rep Venard, Rintoul & McConnell.

Henry S. Chafee, pres; H. William Koster, gen mgr; Hervey C. Carter, coml mgr; Donald W. Morton, program director; Arthur C. Lathrop Jr., promotion mgr; George W. Sharp, chief engineer; Harry V. McKenna, news director; Sue Bailey Reid, women's program director.

WPJB-FM (July 11, 1948): 105.1 mc; 20kw. Same address. License and staff as WEAN (above).

WHIM (April 15, 1947): 1310 kc; 144 Westminster St., zone 3. Phone Union 1-4211. **Buckley-Jaeger Broadcasting Corp.** (acquired station Aug. 1, 1957).

Rep Hensley-Reed; Kettell-Carter.
Richard Gerken, pres & gen mgr; E. James McEnaney Jr., sales mgr; John E. Metts, program director; Milo J. Borking, promotion mgr; Carroll A. Philbrook, chief engineer; Bruce L. Williamson, news director.

WICE (Dec. 10, 1917): 1290 kc; 500 w-D. Crown Hotel. Phone Jackson 1-6666. **Providence Radio Inc.** (acquired station Aug. 22, 1956).

Rep Avery-Knodel; Harry Wheeler (New England).

Tim Elliot, pres; John F. Crohan, vp & station mgr; Gus Farnet, coml mgr; James Holt, program director; Bill Steffy, promotion mgr; Paul Garver, chief engineer; Bob Lape, news director.

WJAR (September 1922): 920 kc; 5 kw. DA-N. 176 Weybosset St., zone 2. Phone Gaspee 1-8255. **TWX PR 42** Outlet Co. (original owner).

Network NBC, New England Regional Net. Rep Petry.

George O. Griffith, vp & treasurer; David J. Shurtleff, gen mgr; James E. Gleason, program director; Thomas C. J. Prior, chief engineer; Warren W. Walden, news director.

WJAR-TV: Tv companion of WJAR.

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Radio Stations CONTINUED

RHODE ISLAND CONTINUED

PROVIDENCE (Continued)

WPFM (FM) (June 5, 1955): 95.5 mc; 3.2 kw. 108 State Street, zone 8. Phone Plantations 1-3170. Golden Gate Corp. (acquired station July 30, 1958).

Rep Fine Music Hi-Fi Broadcasters.
Harold C. Arcaio, pres; Karl S. Kritz, gen mgr; Don Stuart, program director; Kenneth E. Bickford, chief engineer; Joseph N. Lafreniere, production mgr.

WPRO (1924): 630 kc; 5 kw. DA-N. WPRO Bldg., zone 2. Phone Plantations 1-9776 TWX PR 95. Cherry & Webb Broadcasting Co. (acquired station 1931). (See William S. Cherry stations in "Group Ownership").

Network CBS. Rep Blair.
William S. Cherry Jr., pres; Arnold F. Schoen Jr., gen mgr; Joseph O. Jasmijn, radio operations coordinator; Frederick J. Boynton, coml mgr; John A. Owen Jr., program director; John V. Ferri, chief engineer.

WPRO-FM (1948): 92.3 mc; 15 kw. Same address, license and staff as WPRO (above).
WPRO-TV: Tv companion of WPRO-AM-FM.
WRIB (June 1947): 1220 kc; 1 kw-D. Water St., East Providence. Phone Geneva 4-2223. Rhode Island Broadcasting Co. (original owner).

Rep Indie Sales.
Specialty programs: Italian, 18 hrs.; Portuguese, 6 hrs.; Yiddish, 6 hrs.; Armentan, 45 min., all wkly.

Frank Rao, pres; Harold A. Pace, gen mgr & promotion mgr; Earl Castleman, coml mgr; Paul DeCaro, program director; Fred Weiss, chief engineer; Charlie Bowdoin, news director.

WKCN (FM) (May 30, 1956): 101.5 mc; 20 kw. P. O. Box 1015, zone 1. Phone Niagara 7-4827. Concert Network Inc. (See Concert Network stations in "Group Ownership").

T. Mitchell Hastings Jr., pres; Roger Snowbridge, assistant to pres & sales mgr; William Hlavaz, chief engineer.

WARWICK, Kent County

WSBR (East Greenwich) (not on air; target date unknown): 1590 kc; 1 kw D. 30 Hannah Drive, Warwick. West Shore Broadcasting Co. David L. Stackhouse, Anna F. Stackhouse, James C. Coffey and Mrs. James C. Coffey, partners.

WESTERLY, Washington County

WBEI (June 1, 1949): 1230 kc; 250 w. 11 Railroad Ave., zone 1. Phone Lyric 6-2283. Radio Westerly Inc. (acquired station Nov. 1, 1950).

Network MBS. Yankee. Rep Walker-Rawalt.
Specialty programs: Italian, 1½ hrs. wkly.
William R. Sweeney, pres, gen mgr & coml mgr; Denny Mitchell, program director; Margaret A. McDowall, promotion mgr; Charles W. Austin, chief engineer; Thomas N. Thomas, news director; Jane A. Pohl, women's director.

WEST WARWICK, Kent County

WWRI (Aug. 1, 1956): 1150 kc; 250 w. 1501 Main St. Phone Valley 1-6200. Grein Broadcasting Inc. (acquired station Oct. 8, 1957).
Rep Broadcast Time Sales; Nona Kirby (Boston).
Specialty programs: Italian, 1 hr. wkly; French, 30 min. wkly.

Melvin C. Green, pres, gen mgr & promotion mgr; Robert F. McDonald, coml mgr; Patrick J. Fallon, program director; Curtis Parker, chief engineer; Day Sandstrom, news director.

WOONSOCKET, Providence County

WNRI (Nov. 28, 1954): 1380 kc; 1 kw-D. 786 Diamond Hill Road. Phone Poplar 9-0600. Friendly Broadcasting Co. (original owner).
Specialty programs: French, 6 hrs. wkly.; Portuguese, 30 min. wkly.

Joseph Britt, pres, gen mgr & chief engineer; Richard Bouchard, program director; Robert Dionne, news director; Donald Raltray, farm director.

WWON (Nov. 11, 1916): 1240 kc; 250 w. 39 Main St. Phone Poplar 2-1240. Woonsocket Broadcasting Co. (acquired station July 12, 1950). (See "Newspaper Ownership").

Rep Nona Kirby (Boston).
Specialty programs: French, 1 hr. wkly.
Buell W. Hudson, pres; Zel Levin, gen mgr, program director & promotion mgr; Gene Mailoux, coml mgr; Harold Belknap, chief engineer; Gene O'Neill, news director; Rory Graziari, women's director.

WWON-FM (Nov. 11, 1946): 106.3 mc; 390 w. Same address, license and staff as WWON (above).

SOUTH CAROLINA

ABBEVILLE, Abbeville County

WABY (1956): 1590 kc; 1 kw-D. Abbeville, S. C. Phone Gladstone 9-3155. Abbeville Broadcasting Co. (acquired station May 1958). (See J. A. Gallimore stations in "Group Ownership").

Network Keystone. Rep Best.
J. A. Gallimore, pres; George W. Settles Jr.,

gen mgr & coml mgr; Robert E. Liverance, chief engineer; Polly Newell, women's director.

AIKEN, Aiken County

WAKN (April 4, 1952): 990 kc; 1 kw-D. Phone Midway 8-5464. Aiken Electronics Advertising Corp. (original owner).

Network Keystone. Savannah Valley Net.
John Mare, pres; W. Randall Davidson, gen mgr; Doyle Satterthwaite, coml mgr & promotion mgr; Earle Brodie, program director & news director; Allen Askins, chief engineer; Elliott Kaplan, farm director.

ANDERSON, Anderson County

WAIM (April 1935): 1230 kc; 250 w. 321 Kingsley Road. Phone Canal 6-1511. TWX 6030. Wilton E. Hall (original owner). (See "Newspaper Ownership").

Network CBS; Keystone. Rep Headley-Reed.
Specialty programs: Negro, 4 hrs. wkly.
Wilton E. Hall, owner; Glenn P. Warnock, gen mgr; G. Paul Browne, coml mgr; Marshall Gaillard, program director; V. Barath, promotion mgr; Earl Cosens, chief engineer.

WCAC (FM) (1947): 101.1 mc; 6.4 kw. Same address, license and staff as WAIM (above).
WAIM-TV: Tv companion of WAIM & WCAC (FM).

WANS (1949): 1260 kc; 1 kw. DA-N. P. O. Box 211. Phone Canal 4-3424. Radio Anderson Inc. (acquired station Aug. 1, 1957).

Network MBS. Rep Rambeau, Vance, Hopple.
Specialty programs: Negro 21 hrs. wkly.
W. Ennis Dray, pres & gen mgr; A. B. Robinson, coml mgr; Dave McKee, program director; Walt Schober, promotion mgr; Bud Arkell, chief engineer; Carroll Lee, news director; James Lafferty, farm director; Beth Harris, women's director.

BAMBERG, Bamberg County

WWBD (June 23, 1957): 790 kc; 1 kw-D. Rt. 601 S. Phone Chestnut 5-2411. Bamberg County Broadcasting Corp. (original owner).

(See Speidel stations in "Group Ownership" and "Newspaper Ownership")
Rep Walker-Rawalt; Dora Clayton.
A. T. Fisher Jr., pres; Frank B. Estes Jr., gen mgr, coml mgr, program director, promotion mgr, news director & farm director; H. D. Steedly Jr., chief engineer; Evelyn K. Brabham, women's director.

BARNWELL, Barnwell County

WBAW (Oct. 19, 1953): 740 kc; 500 w-D. Jackson St. Phone 3507. Radio WBAW Inc. (acquired station Sept. 1, 1956). (See J. A. Gallimore stations in "Group Ownership").

Network Keystone.
Specialty programs: Negro, 8 hrs. wkly.
J. A. Gallimore, pres; Joe Wilder, gen mgr, news director & farm director; Al Dunbar, coml mgr; Victor Whelstone Jr., program director; Ernest Williams, chief engineer; Carrie Stevens, women's director.

BATESBURG, Lexington County

WBLS (May 10, 1956): 1430 kc; 5 kw-D. East Church St. Phone Kellor 2-4001. Ridge Broadcasting Co. (original owner). (See James Olin Tice Jr. stations in "Group Ownership").

J. Olin Tice Jr., pres & gen mgr; Ted Outlaw, mgr & coml mgr; Jack Dorn, program director; Claude Casey, promotion mgr; Hoyt Lewis, chief engineer; Tommy Wilson, news director; Red Reynolds, farm director; Willo Taylor, women's director.

BEAUFORT, Beaufort County

WBEU (April 1, 1954): 960 kc; 1 kw-D. P. O. Box 951. Phone 812. Beaufort Broadcasting Co. (original owner).

Network Keystone.
Specialty programs: Negro, 8 hrs. wkly.
John M. Trask, pres; Louis M. Neale, gen mgr & chief engineer; Carson Rembert, coml mgr; Hugh Ward, program director; Steve Lindberg, news director; Polly Trodgen, women's director.

BELTON, Anderson County

WHPB (1956): 1390 kc; 500 w-D. P. O. Box 426. Phone 7786. TWX 7551-35-1A. Community Broadcasting Co. (original owner).

Specialty program: Negro, 2½ hrs. wkly.
Cleatus O. Brazzell, co-owner & pres; Henry O. McDonald, co-owner & chief engineer; Clyde Laughter, gen mgr & news director; Charles L. Smith, coml mgr & program director; Kenneth Dockins, promotion mgr; Charles Moore, farm director; Mollie Holliday, women's director.

BENNETTSVILLE, Marlboro County

WBSC (1947): 1530 kc; 10 kw-D. 5 kw-N. DA-N. Box 629. Phone 1080. Atlantic Coast Life Insurance Co. (acquired station March 1, 1955).

Network MBS. Rep Indie Sales.
Specialty programs: Negro, 12 hrs. wkly.
Y. W. Scarborough Jr., pres; Neil Terrell, gen mgr & coml mgr; Tommy Herndon, program director; John S. Gronert, chief engineer.

BISHOPVILLE, Lee County

WAGS (1954): 1380 kc; 1 kw-D. P. O. Box 168. Phone Hunter 4-5415. Lee County Broadcasting Co. (See Coggins-Oshone stations in "Group Ownership").

Network Keystone.
John Martin, gen mgr.

CAMDEN, Kershaw County

WACA (July 23, 1918): 1590 kc; 1 kw-D. Camden, S. C. Phone Hemlock 2-2311. Camden Broadcasting Corp. (acquired station Dec. 1, 1957).

Rep Continental.
Specialty programs: Negro, 7½ hrs. wkly.
Haygood S. Bowden, pres; Tom Richards, vp & gen mgr; Raymond L. Price Jr., coml mgr; A. A. Amadio, program director & chief engineer.

CAYCE, Lexington County

WCAY (Aug. 22, 1958): 620 kc; 500 w-D. 1393 State St. Phone Alpine 6-2000. Lexington County Broadcasters. (original owner). (See James Olin Tice Jr. stations in "Group Ownership").

J. O. Tice Sr., executive director; J. Olin Tice Jr., pres; William Turner, gen mgr; Ryan Shealy, coml mgr; Jay Nagel, program director; Jim Seay, promotion mgr; Hoyt Lewis, chief engineer; Al Newman, news director; Grace Brissey, women's director.

CHARLESTON, Charleston County

WCSC (1930): 1390 kc; 5 kw, DA-N. 485 E. Bay St. Raymond 2-7611. TWX CS 336. WCSC Inc. (acquired station July 1, 1944).

Network CBS. Rep Peters, Griffin, Woodward.
John M. Rivers, pres; John B. Hearne, gen mgr & coml mgr; Phil Sutterfield, program director; Annie Lee Small, promotion mgr; A. R. Hughes, chief engineer; Ken Klyce, news director; Bob Tamblin, farm director; Alma Davis, women's director.

WCSC-FM (1948): 96.9 mc; 36 kw. Same address, license and staff as WCSC (above).

WCSC-TV: Tv companion of WCSC-AM-FM.
WCHAN (1916): 1340 kc; 250 w. P. O. Box 183. Phone Raymond 3-1642. TWX CS 81. Charleston Broadcasting Co. (acquired station July 1955).

Network ABC, MBS, Keystone. Rep Clark.
Specialty program: Negro, 1 hr. wkly.

Harry C. Weaver, pres & gen mgr; William P. Birchfield, coml mgr & chief engineer; Marion McGrath, news director.

WPAL (1947): 730 kc; 1 kw-D. Edgewater Park Rd., St. Andrews Parish. Phone South 6-5584. Speidel-Fisher Broadcasting Corp. (acquired station August 1956). (See Speidel stations in "Group Ownership").

Rep Walker-Rawalt, Dora-Clayton (regional).
Specialty program: Negro, 90 hrs. wkly.

Joe Speidel III, pres; Bob Chrystie, gen mgr, coml mgr & promotion mgr; Louise Withrock, program director; Joe Sarno, chief engineer.

WQSN (1948): 1450 kc; 250 w. 42 Tenth Ave. Phone 2-2652. Low Country Broadcasting Co. (acquired station October 1955).

Rep Radio-TV Representatives.
Sol Panitz, pres; Barry Winton, vp; E. H. Keown, gen mgr, coml mgr & promotion mgr; Dub Phillips, program director & news director; John B. Retallack, chief engineer; Duke Roberts, farm director; Dorothy Chapman, women's director.

WTMA (1939): 1250 kc; 5 kw-D. 1 kw-N. DA-N. 123 Church St. Phone Raymond 2-2951. TWX CS 317. Atlantic Coast Broadcasting Corp. of Charleston (acquired station July 15, 1954).

Network NBC. Rep Hollingbery.
Charles E. Smith, pres & gen mgr; Ralph Shade, station mgr & coml mgr; Bill Walton, program director; Joe Loring, promotion mgr & news director; David W. Jefferies, chief engineer; Jack Leland, farm director; Nancy Rutledge, women's director.

WTMA-FM (1945): 95.1 mc; 10 kw. Same address, license and staff as WTMA (above).
WTMA-TV: Tv companion of WTMA-AM-FM.

CHERAW, Chesterfield County

WCBE (July 16, 1953): 1420 kc; 1 kw-D. P. O. Box 631. Phone 7837. Pee Dee Broadcasting Co. (acquired station Dec. 1, 1957).

Network Keystone.
Specialty programs: Negro, 6 hrs. wkly.
William R. Wagner, gen mgr; Brent Hill, coml mgr & farm director; Heuly McElvin, program director; Beman Mears, chief engineer.

CHESTER, Chester County

WGCD (July 9, 1948): 1490 kc; 250 w. Harris St. Phone 2171. Dispatch Pub. Co., Lexington, N. C. (acquired station July 1, 1955). (See "Newspaper Ownership").

Network Piedmont Group of S. C. Rep Continental.

Specialty programs: Negro, 4 hrs. wkly.
Charles B. Slink, pres; John T. Cashion, gen mgr & program director; James L. Kennedy, coml mgr, news director & farm director; Wayne P. Sawyer, promotion mgr; William D. Taylor, chief engineer; Jean C. McWatters, women's director.

CLINTON, Laurens County

WPCC (Sept. 11, 1957): 1410 kc; 500 w-D. Box 565. Phone 1410. Radio Station WPCC Inc. (original owner).

Network Keystone.
J. D. Drinkley, pres; Ted Y. Prevatte, gen mgr; Jim Furr, coml mgr; Jean Cannon, program director; Don Williams, chief engineer; Bettie Hendrix, women's director.

27 YEARS

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Radio Stations CONTINUED

SOUTH CAROLINA CONTINUED

COLUMBIA, Richland County

WCAY (see Cayce listing).

WCOS (September 1939): 1400 kc; 250 w. Cornell Arms Bldg. Phone Alpine 2-2177. TWX CO-7074. WCOS Inc. (acquired station Feb. 1, 1958).

Network ABC, Central South Carolina Radio Net. Rep Headley-Reed.

George H. Buck Jr., pres & gen mgr; Hub Terry, coml mgr; Robert Lambert, chief engineer; Robert Truere, news director; Elizabeth Alford, women's director.

WCOS-FM (1951): 97.9 mc; 5.3 kw. Duplicates WCOS (above).

WIS (July 10, 1930): 560 kc; 5 kw, DA-N. 1111 Bull St. Phone Alpine 3-6431. TWX CO-7146. Broadcasting Co. of the South (acquired station 1931).

Network NBC. Rep Peters, Griffin, Woodward.

B. Calhoun Hipp, pres; G. Richard Shafto, exec vp; W. Frank Harden, managing director; James K. Whitaker, sales mgr; J. Dudley Saumenig, director of administrative services; John Wrisley, program director; John Thorne, promotion mgr; John W. Watts, chief engineer; Ken Kurtz, news director; Audrey Hunt, women's director.

WIS-TV: Tv companion of WIS.

WMSC (June 15, 1945): 1320 kc; 1 kw, DA-N. 1127 Lady St. Phone Alpine 2-8659. TWX

7094. WMSC Radio Corp. (acquired station May 25, 1950).

Network CBS. Rep H-R Representatives; Ayres (southeast).

C. Wallace Martin, pres, gen mgr & coml mgr; Gray Olive, program director; Francis DuBose, promotion mgr; C. E. Stone Jr., chief engineer; Mac Sheheen, news director; Ruth Gottlieb, women's director.

WNOK (January 1947): 1230 kc; 250 w. 1811 Main St. Phone Alpine 3-9401. TWX CO 7076. Palmetto Radio Corp. (original owner).

Rep Raymer.

H. Moody McElveen Jr., vp & gen mgr; Gerry Quick, coml mgr; Jack Cook, program director; C. W. Bowers, chief engineer; Winter Kimes, news director.

WNOK-TV: Tv companion of WNOK.

WOIC (July 1, 1951): 1470 kc; 5 kw-D. P. O. Box 565 Phone Alpine 6-1551. Spidel-Fisher Broadcasting Corp. (acquired station Sept. 1, 1955). (See Spidel stations in "Group Ownership").

Rep Walker-Rawalt; Dora-Clayton (southeast).

Specialty programs: Negro, 90 hrs. wkly.

Albert T. Fisher Jr., pres; Joe Spidel, sec-treas; Russell George, gen mgr & coml mgr; James Carter, program director & news director; Frankie Porter, promotion mgr; W. W. Eridges, chief engineer; Isaac McGraw, farm director; Ethel Taylor, women's director.

***WUSC-FM** (1952): 89.9 mc; 10 w. 1316 Pendleton St. Phone Alpine 2-5641, Ext. 370. U. of South Carolina.

Dr. Nicholas P. Mitchell, director extension division, U. of South Carolina; Alice Wyman, coordinator of community services for the extension division; Esther Graydon, program director; Barnett Goldberg, chief engineer.

CONWAY, Horry County

WLAT (1944): 1330 kc; 1 kw-D. P. O. Box 799. Phone 340. Coastal Broadcasting Co.

Rep McGilvra.
L. M. Hawley, gen mgr.

DARLINGTON, Darlington County

WFFD (July 1955): 1350 kc; 1 kw-D. 14½ Public Square. Phone 1398. Community Broadcasters (acquired station May 1, 1957).

Specialty programs: Negro, 3 hrs., 45 min. wkly.

Ralph W. Hoffman, co-owner, gen mgr & chief engineer; Emily G. Hoffman, co-owner & station mgr.

DILLON, Dillon County

WLSC (1946): 800 kc; 1 kw D. Highway 301 South. Phone 470. Border Broadcasting Co.

Reps Gill-Perna; Dora-Clayton (southeast). Joseph Martin, pres & gen mgr; Johnny Quick, assistant mgr, program director & publicity director.

WLSC-FM (1950): 92.9 mc; 3.8 kw. Address, licensee & staff same as WLSC (above).

EASLEY, Pickens County

WELP (1951): 1360 kc; 1 kw-D. P. O. Box 522. Phone 9288. Pickens County Broadcasting Co.

Network Keystone. Rep Indie Sales.

Specialty programs: Negro, 1½ hrs. wkly. Cleatus O. Brazzell, pres, treas. & gen. mgr; Henry O. McDonald Jr., vp & chief engineer; Betty R. McDonald, program director; Marion Charles Owens, news director.

On Top

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	1957	1958
WNOK	25.2	29.3
Station A	13.0	10.3
Station B	21.7	24.3
Station C	19.7	15.3
Station D	23.0	24.0



* Pulse, Inc., Columbia Metropolitan Area Survey—Monday through Friday April, 1958

Radio Stations CONTINUED

SOUTH CAROLINA CONTINUED

FLORENCE, Florence County

WJBLX (July 15, 1947): 970 kc; 5 kw-D, 1 kw-N, DA-N. P. O. Box 1211. Phone Mohawk 9-8351. TWX CS-287. Atlantic Broadcasting Co. (original owner).

Network ABC. Rep Walker-Rawalt; Dora-Clayton.

Specialty programs: Negro, 3 hrs. wkly. Paul H. Benson Jr., chief owner & gen mgr; Eugene E. Stone, pres; Frank A. Jenne, chief engineer.

WOLS (1937): 1230 kc; 250 w. 151 S Dargan St. Phone Mohawk 2-3271. Florence Broadcasting Co. (acquired station 1941).

Network Keystone. Rep Dore. Specialty programs: Negro, 10 1/2 hrs. wkly. Melvin Purvis, pres; A. P. Skidner, gen mgr & coml mgr.

WYNN (September 1958): 540 kc; 250 w-D. Twin Carolina Broadcasting Co. (original owner).

Rep Rambeau; Forjoe (southeast). Specialty programs: Negro, 100%. Vernon H. Baker, pres & chief engineer. Durwood Powell, gen mgr & coml mgr.

FOUNTAIN INN, Greenville County

WFIS (September 1956): 1600 kc; 1 kw-D. P. O. Box 271. Phone Worth 3-5991. Fountain Inn-Simpsonville Enterprises Inc. (original owner).

Network Southeastern Key Market Net. Rep Best.

Specialty programs: Negro, 6 hrs. wkly. L. Wayne Davis, chief owner & gen mgr; Charles A. Rush, coml mgr; Louise M. Davis, program director & women's director; James O. Roper, chief engineer; Jack O. Brunch, news director; David Thomason, farm director.

GAFFNEY, Cherokee County

WRGN (1948): 1570 kc; 250 w-D. P. O. Box 769. Phone Ivanhoe 9-4796. Cherokee Radio Co. (acquired station December 1957).

Network Keystone. A. Ray Goodshall, pres; Morton E. Green, gen mgr, chief engineer & news director; Harold Kirby, coml mgr; Billy Gibbons, program director; Bill Reid, promotion mgr; Guy

Kirby, farm director; Bettye Blayke, women's director.

GEORGETOWN, Georgetown County

WGTM (July 1, 1949): 1400 kc; 250 w. 216 S. Fraser St. Phone 3-3431. Georgetown Broadcasting Co. (original owner).

Network MBS, Keystone. Rep Cooke. J. E. Delzell, pres & gen mgr; M. A. Delzell, program director & women's director; David Ross, chief engineer; Vince Hayes, news director.

GREENVILLE, Greenville County

WBSO (March 1947): 660 kc; 5 kw-D, 1 College St. Phone Cedar 2-8211. Broadcasting Co. of the Carolinas. (acquired station April 8, 1958).

Rep Rambeau, Vance, Hopple; Clarke Brown Co. (southeast).

Specialty program: Negro, 13 hrs. wkly. Robert A. Schmidt, pres; J. Davenport, gen mgr; Bill Ingram, coml mgr; Allen Riddle, program director; Harold White, chief engineer; Wally Mullinax, news director; Joe Jones, farm director; Betty Barton, women's director.

WESC-FM (March 1947): 92.5 mc; 12 kw. Duplicates WESC (above).

WFBC (1933): 1330 kc; 5 kw. DA-N. P. O. Box 1140. Phone Cedar 9-1321. WMRC Inc. (See "Newspaper Ownership").

Rep Avery-Knodel. R. A. Jolley, pres; Bruce Buchanan, gen mgr; Keener Garrett, coml mgr; Mrs. Julie Ferguson, program director; Bill Garrison, chief engineer.

WFBC-FM (1947): 93.7 kc, 16.5 kw. Address, licensee and staff same as WFBC.

WFBC-TV. Tv companion of WFBC-AM-FM **WBER** (Feb. 8, 1954): 1490 kc; 250 w. 400 Mayberry St. Phone Cedar 3-2751. TWX 6005. Paramount Broadcasting Co. (acquired station April 21, 1950).

CBS, MBS. Rep Burn-Smith. C. F. Cope, pres, gen mgr & coml mgr; Wm. T. Arrington, program director & chief engineer; Max E. Mace, promotion mgr & news director; David E. Daniel, farm director; Sarah S. Thompson, women's director.

WMTU (Sept. 15, 1949): 1260 kc; 1 kw-D. Phone Cedar 9-9001. Bob Jones U. (original owner).

Dr. Bob Jones Jr., pres; Dr. R. K. Johnson, gen mgr; Jim Ryerson, station mgr; Dave Yearick, coml mgr; Barbara Rumminger, program director; Jack Buttram, production director; William Greaves, chief engineer; George Sprout, news director & farm director; Velma Eubanks, women's director.

WQOK (1950): 1440 kc; 5 kw. DA-N. P. O. Box 298. Phone Cedar 5-7406. Dick Broadcasting Co. (acquired station July 1, 1957).

Rep Stars National. James A. Dick, pres; T. C. Hooper, gen mgr; C. A. Dick, coml mgr; Jerry Mosteller, program director.

GREENWOOD, Greenwood County

WORS (Sept. 1, 1941): 1450 kc; 250 w. P. O. Box 368. Phone 9-1300. TWX 6037. Greco Inc.

Network MBS; NBC. Rep Clark. Douglas Featherston, pres; Dan Crosland, gen mgr & promotion mgr; Ralph Norman, coml mgr; Carroll Sexton, program director; C. M. Sparks, chief engineer.

WGSW (1953): 1350 kc; 1 kw-D. Edward Arms Bldg. Phone 9-7372. Radio Greenwood Inc.

Rep Indie Sales; Dora-Clayton (southeast). W. C. Woodall Jr., pres; George E. Cook Jr., gen mgr.

GREER, Greenville County

WCEI (March 3, 1955): 1300 kc; 1 kw-D. N. Main St. Phone Trinity 7-4451. Vernon T. Fox (acquired station June 14, 1957).

Specialty program: Negro, 4 hrs. wkly. Vernon T. Fox, pres & gen mgr; James L. Massey, coml mgr; Hugh Cooper, program director; Clyde McClure, chief engineer.

WEAH (June 1, 1919): 800 kc; 250 w-D. Box 151. Phone Trinity 7-3141. Greer Broadcasting Co. (original owner). (See "Newspaper Ownership").

Specialty programs: Negro, 10 hrs. wkly. W. R. Frier, partner; E. A. Burch, partner & gen mgr; Johnny Salter, coml & promotion mgr; Betty Beers, program & women's director; Leon Southerland, chief engineer; James Pitts, news director; Karon Edwards, farm director.

HAMPTON, Hampton County

WBMC (Sept. 27, 1957): 1270 kc; 1 kw-D. Box 316. Phone 2831. Hampton County Broadcasters Inc. (acquired station Dec. 4, 1957). (See J. A. Gallimore stations in "Group Ownership").

Network Keystone. Specialty programs: Negro, 3 hrs. wkly. J. A. Gallimore & J. B. Wilder, owners; Bill Hollingsworth, gen & coml mgr, program, news & farm director; Jim Bulls, assistant mgr; Ernest Church, chief engineer; Harriett Johnson, women's director.

a string of pearls à la wis

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G. Richard Shafto, Executive Vice President
W. Frank Harden, Managing Director

Radio Stations CONTINUED

SOUTH CAROLINA CONTINUED

HARTSVILLE, Darlington County

WBSC (Oct. 1, 1946): 1450 kc; 250 w. U.S. Highway 15. Hartsville Broadcasting Co. (original owner).

Network MBS; Keystone. Rep Dora-Clayton. Specialty programs: Negro, 1½ hrs. wkly. Raymond Caddell, vp & gen mgr; Oby B. Lyles, coml mgr; Eleanor Flowers, program director; Lamar Caldwell, promotion mgr & news director; J. E. Parker, chief engineer; J. D. Hunt Jr., farm director; Janice King, women's director.

KINGSTREE, Williamsburg County

KDDW (Aug. 1, 1949): 1310 kc; 5 kw-D. P. O. Box 450. Phone 6761. Palmetto Broadcasting Co. (original owner).

Network Keystone. Specialty programs: Negro, 25 hrs. wkly. E. G. Robinson Jr., owner, gen mgr & coml mgr; Doug Williams, program director; Walter B. Turner, chief engineer; Charlie Walker, news director & farm director.

LAKE CITY, Florence County

WJOT (Oct. 23, 1953): 1260 kc; 1 kw-D. P. O. Box 656. Phone 7631. Lake Broadcasting Corp.

Rep Harry J. Cannon. Specialty programs: Negro, 10 hrs. wkly. John and Charles Dowdy, owners; James Clark, gen mgr; Clarence Jackson, coml mgr; Joseph Grimsley, program director; Van Williams, promotion mgr; C. E. Jackson, chief engineer; Hap Palmer, farm director; Mary Etta Cockfield, women's director.

LANCASTER, Lancaster County

WLCM (November 25, 1951): 1360 kc; 1 kw-D. 103 South Catawba St. Phone 2031. Royal Broadcasting Co. (acquired station 1953).

Rep Harry J. Cannon (Atlanta). Specialty programs: Negro 8 hrs. wkly. Charles K. Connelly, pres; A. Paris Giles, gen mgr & promotion mgr; J. Paul Wade, coml mgr & news director; Joanne McManus, program & women's director; Robert Shackenau-ski, chief engineer.

LAURENS, Laurens County

WLBG (March 1, 1947): 860 kc; 250 w-D. Greenville Highway. Phone 2-5212. Laurens-Clinton Broadcasting Co. (acquired station Jan. 1, 1956).

Rep Indie Sales. Specialty programs: Negro, 5 hrs. wkly. C. W. Hogan, pres & gen mgr; Paul Wynn, coml mgr; Herbert Strickland, program director; Jack Bishop, promotion mgr; J. A. Taylor, chief engineer; C. B. Cannon, farm director.

LEESVILLE, Lexington County

WBLR (see Batesburg listing).

LORIS, Horry County

WLSC (July 1958): 1570 kc; 1 kw-D. P. O. Box 1677. Loris Broadcasting Co. (original owner).

Tertell J. Rozier, pres & gen mgr; Arthur D. Nix, coml mgr & chief engineer.

MANNING, Clarendon County

WYMS (July 15, 1957): 1410 kc; 1 kw-D. Box 262. Phone 7880. Clarendon County Broadcasting Co. (original owner).

Network Keystone. Specialty programs: Negro, 20 hrs. wkly. J. M. Soles Jr., pres; Harry Hyman, gen mgr; Russ Mellette, program director; Donald Bryant, chief engineer; A. D. Grainger, farm director; Maxine Hyman, women's director.

MARION, Marion County

WATP (July 24, 1957): 1430 kc; 1 kw-D. P. O. Box 717. Phone 595. Pee Dee Broadcasting Co. (acquired station Dec 4, 1957).

Specialty programs: Negro, 7½ hrs. wkly. Al G. Stanley, pres; Frank L. Martin, gen mgr; Robert L. East III, coml & promotion mgr; Rosine Jones, program & women's director; D. Eugene West, chief engineer; Philip

Rice, news director; Michael Green, farm director.

MULLINS, Marion County

WJAY (June 1, 1943): 1290 kc; 1 kw-D. Highway 76. Phone 3901. Mullins & Marion Broadcasting Co. (original owner).

Network Keystone. Tobacco. Specialty programs: Negro, 12 hrs. wkly. Mrs. W. G. Smith, pres; James F. Ramsey, gen mgr; Dwight Snyder, coml mgr; Gene Lewis, program director; C. E. Marera, chief engineer; Dale Hawkinson, news director; Mrs. Roy Shaw, women's director.

MYRTLE BEACH, Horry County

MYBY (1954): 1450 kc; 250 w. Oak St. at 28th Ave. Phone Hillcrest 8-3180. Coastal Carolina Broadcasting Corp. (original owner). (See James Olin Tice Jr. stations in "Group Ownership")

Network Keystone. Rep Cooke. Specialty programs: Negro, 5 hrs. wkly. J. Olin Tice Jr., pres; John G. Kenworthy, gen mgr & coml mgr; Jacques Triplett, program director & news director; William Martin, chief engineer.

NEWBERRY, Newberry County

WKDK (1946): 1240 kc; 250 w. P. O. Box 211. Phone 143. Newberry Broadcasting Co. (See Coggins-Osborne Radio Group in "Group Ownership").

James F. Coggins, pres.

NORTH AUGUSTA, Aiken County

WGUS (June 30, 1958): 1600 kc; 500 w-D. 611 Georgia Ave., N. Augusta S. C. Phone Taylor 2-3576. Dixie Broadcasting System (original owner).

Rep Clark. Howard C. Gilreath, pres; William B. Hill, gen & coml mgr; Ray H. Beale, program director; Bob Ritter, promotion mgr; Lorenborough, chief engineer; Jim Barnes, news director; Emily Raab, women's director.

ORANGEBURG, Orangeburg County

WEPD (not on air; target date not announced): 1580 kc. 1 kw-D. Radio Orangeburg.

Clarence Everett Jones and Gus Browning, co-owners.

WDIX (Dec. 9, 1946): 1150 kc; 5 kw-D. 500 w-N, DA-2. Whitman St. Extension. Phone 1150. WDIX Inc. (original owner).

Network ABC; MBS. Rep Devney; Holman. Frank B. Best, owner & gen mgr; Norman Matthews, coml mgr; Frank B. Best Jr., program director; Gus Browning, chief engineer.

WTND (June 13, 1946): 920 kc; 1 kw-D. 1 Memorial Plaza. Phone Jefferson 4-1301. WTND Inc. (original owner). (See "Newspaper Ownership").

Network Keystone. Rep Clark. Specialty programs: Negro, 10 hrs. wkly. J. L. Sims, pres; L. Richard Rhume, gen mgr; Ed Paulling, coml mgr; Herb Price, news director; Reeves Cook, farm director; Edna Williams, women's director.

WORG-FM (Nov. 4, 1952): 102.7 mc; 4.6 kw. Duplicates WTND (above).

ROCK HILL, York County

WRHI (1944): 1340 kc; 250 w. P. O. Box 429. Phone 2077. York County Broadcasting Co.

James S. Beaty Jr., gen mgr; William C. Beaty, station mgr.

WRHI-FM (1944): 98.3 mc; 650 w. Address, licensee & staff same as WRHI (above).

WTYC (1949): 1150 kc; 1 kw-D. P. O. Box 1091. Phone 3175. Tri-County Broadcasting Co. (original owner).

Network Southeastern Key Market Net, Piedmont Group. Rep Harry J. Cannon. Specialty programs: Negro, 7 hrs. wkly. T. Lamar Simmons, pres & part owner; A. L. Faulk, vp & part owner; Ted Burwell, gen mgr; W. A. Warner, coml mgr; Jack Howe, program & news director; E. A. Roberts, chief engineer; C. M. Fant, farm director.

SENECA, Oconee County

WSNW (June 1, 1949): 1150 kc; 1 kw-D. Phone 2388. Blue Ridge Broadcasting Co. (See J. A. Gallimore stations in "Group Ownership").

Network NBC. Rep Best; Harry Cannon. Specialty programs: Negro, 2½ hrs. wkly. J. A. Gallimore, pres; G. A. Gallimore, gen mgr; Frank Harmon, coml mgr & program director; Evelyn Orr, promotion mgr; Herbert Hosea, chief engineer; Virginia F. Gallimore, women's director.

WSNW-FM (1949): 98.1 mc; 9.4 kw. Duplicates WSNW (above).

SPARTANBURG, Spartanburg County

WORD (1940): 910 kc; 1 kw, DA-2. 219 E. Main St. WORD Inc. (acquired station July 24, 1958).

Network NBC. Rep Raymer. W. C. Bachman, gen mgr. **WSPA** (1929): 950 kc; 5 kw, DA-N. 224 E. Main St. Phone 3-3621. TWX ZP 89. The Spartan Radiocasting Co. (acquired station March 16, 1954).

Network CBS. Rep Hollingbery. Walter J. Brown, pres; Roger A. Shaffer, gen mgr; Ross M. Holmes, coml mgr; Charles W. Newcomb, program & news director; Harold

R. Beckholt, chief engineer; Cliff Gray, farm director; Jane Dalton, promotion mgr & women's director.

WSPA-FM (1946): 98.9 mc; 4.9 kw. Duplicates WSPA (above).

WSPA-TV: Tv companion of WSPA-AM-FM. **WTBE** (March 18, 1953): 1400 kc; 250 w. P. O. Box 486. Phone 3-2727. Spartanburg Broadcasting Co. (original owner).

Rep Forje. John K. L. Peterson, pres; Rik Rogers, assistant gen mgr; Ralph W. Sklar, coml mgr; Clyde J. McClure, chief engineer.

SUMTER, Sumter County

WFIG (March 16, 1940): 1290 kc; 1 kw, DA-N. 22 N. Main St. Phone Spruce 3-7305. Radio Station WFIG Inc. (original owner).

Network MBS, Central South Carolina Radio Net. Rep McGilvra. Fulton B. Creech Sr., pres; T. Doug Youngblood, gen mgr; Fulton B. Creech Jr., vp & coml mgr; Kathryn Gaillard, program director; Richard Elam, chief engineer; William Griffin, news director; T. O. Bowen, farm director; Henri Merritt, women's director.

WSSC (1953): 1340 kc; 250 w. E. Calhoun St. Phone Spruce 3-7369. Radio Sumter Inc. (original owner). (See J. A. Gallimore stations in "Group Ownership").

Network ABC, Southeastern Key Market Net. Rep Clark.

Specialty programs: Negro, 24 hrs. wkly. J. A. Gallimore, pres; C. Edward Damron, vp & gen mgr; Harry W. Fowler, coml mgr; Lillian Davis Marcoux, program director; George W. Foxworth, promotion mgr; William H. Beatty, chief engineer; Sid Trosin, news director; Julian McDonald, farm director.

UNION, Union County

WBCU (1949): 1460 kc; 1 kw-SH, DA-N. 210 E. Main St. Phone 1200. Broadcasting Co. of Union Inc. (See Coggins-Osborne Radio Group in "Group Ownership").

Rep Harry J. Cannon (Atlanta). Edward L. B. Osborne, pres & gen mgr; James F. Coggins, vp & secretary.

WALTERBORO, Colleton County

WALD (October 1947): 1220 kc; 1 kw-D. Box 533. Phone 3661. Walterboro Radiocasting Co. (acquired station January 1957).

Network MBS. Rep Cooke. Specialty programs: Negro, 12 hrs. wkly. Robert S. Taylor, pres; Klein B. Beach Jr., gen mgr & chief engineer; William Ireland, program director; Bill Griffith, news director & farm director; Earldine Rainey, women's director.

YORK, York County

WYCL (April 19, 1956): 1580 kc; 250 w-D. Box 398. Phone Murry 4-4241. York-Clover Broadcasting Co. (original owner).

Network Southeastern Key Market Net. Specialty programs: Negro, 6 hrs. wkly. C. Blaine Sigmon, pres; Harvey Laughter, gen mgr; Archie E. Warren, coml mgr & chief engineer; Larry Bumgarner, program director & news director; William Nichols, farm director; Archie Warren, women's director.

SOUTH DAKOTA

ABERDEEN, Brown County

KABE (1962): 1230 kc; 250 w-D. P. O. Box 527. Phone Baldwin 5-1420. Yankton Broadcasting Corp. (acquired station March 1, 1957).

Network Keystone. Rep Dore. William Smith, pres; Neal Edwards, gen mgr; coml mgr & chief engineer; Jeff Solem, program director; Jim Dafnis, promotion mgr; Ed Welsh, news director; Jim Barnes, farm director; Myrtle Young, women's director.

KBDN (April 16, 1948): 930 kc; 1 kw, DA-N. 12 Third Ave. S. E. Phone Baldwin 5-5930. TWX AD 63-212. Aberdeen News Co. (original owner). (See "Newspaper Ownership" and Ridder Publications stations in "Group Ownership").

Network ABC. Rep Weed. Henry J. Schmidt, pres; Byron J. McElligott, gen mgr; E. C. Pieplow, coml mgr & program director; George Crocker, chief engineer; Paul Rahders, news director; Laurel Howe, farm director; Helen Holzgate, women's director.

BROOKINGS, Brookings County

KBBK (July 23, 1955): 1430 kc; 500 w-D. Northwest Bank Bldg. Phone Myrtle 2-6233. Brooklyn Broadcasting Co. (original owner).

Network Keystones. Specialty programs: Scandinavian, 30 min. wkly.

E. C. Stangland, gen mgr, coml mgr & farm director; Robert Reimers, program director & chief engineer; Eugene Platek, news director; Mary Holmes, women's director.

DEADWOOD, Lawrence County

KDSJ (1946): 980 kc; 1 kw DA-N. 745 Main St. Phone 186. Heart of the Black Hills. (See Heart of the Black Hills stations in "Group Ownership").

John Daniels, partner; Eli Daniels, partner, gen mgr; Harry Daniels, partner, coml mgr. **KDSJ-TV**: Tv companion of KDSJ.

HOT SPRINGS, Phillips County

KOBH (July 1, 1958): 580 kc; 1 kw-D. Hot

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Phone 3-1100	Phone 3-1100

Radio Stations CONTINUED

SOUTH DAKOTA CONTINUED

Springs, S. D. Fall River Broadcasting Corp. (original owner).

Rep Holman.
Russell M. Stewart, pres; Fred Walgren, gen mgr & chief engineer; Del Brandt, coml mgr; Dick Groff, promotion mgr.

HURON, Beadle County

KLVJ (July 1, 1947): 1340 kc; 250 w. 1726 Dakota Ave. S. Phone Elgin 2-8621. Max F. Staley (original owner).

Network NBC.
Max F. Staley, pres; Dwight Coursey, coml mgr; Dale Larson, program director; John Smith, chief engineer.

MITCHELL, Davison County

KORN (1947): 1490 kc; 250 w. 217 N. Main St. Phone Wyman 6-5621. Mitchell Broadcasting Assn. (original owner).

Network MBS.
R. V. Eppel, pres, gen mgr; M. A. Johnson, coml mgr & promotion mgr; J. R. Doherty, chief engineer; Dean Sorenson, news director.

MOBRIDGE, Walworth County

KOLY (August 1936): 1300 kc; 1 kw-D. 114 Third St. E. Phone 654. Mobridge Broadcasting Corp. (original owner). (See "Newspaper Ownership").

Network Keystone.
L. L. Coleman, pres & gen mgr; Q. P. Coleman, coml mgr, program director, promotion mgr, news director & farm director; R. L. Cory, chief engineer; Hal Coleman, sports director; Dorothy Schmidt, women's director.

PIERRE, Hughes County

KGFX (1927): 630 kc; 200 w-SH-1. 203 W. Summit Ave. Phone 2351. Ida A. McNeil (administratrix estate Dana McNeil, deceased). (acquired station 1936).

Network Keystone.
Ida A. McNeil, gen mgr, coml mgr, program director, promotion mgr, news director & women's director; Hugo Conrath Jr., chief engineer.

RAPID CITY, Pennington County

KOTA (November 1936): 1380 kc; 5 kw. DA-N. 521½ 6th St. Phone Fillmore 2-2000. TWX RC 8481. Duhamel Enterprises Inc. (acquired station May 1951). (See Duhamel Enterprises stations in "Group Ownership").

Network CBS. Rep Headley-Reed.
Helen S. Duhamel, pres & gen mgr; William F. Turner, coml mgr; Abner H. George, program director; Arthur L. Jones, promotion mgr; Robert H. Musfeldt, chief engineer; Stewart Steele, news director; Gene Taylor, farm director; Polly Weedman, women's director.

KOTA-TV: Tv companion of KOTA.
KRSD (1955): 1340 kc; 250 w. 1438 Mountain View Rd. Phone Fillmore 2-6050. Heart of the Black Hills. (See Heart of the Black Hills stations in "Group Ownership").

John Daniels, pres; Eli Daniels, gen mgr.
KRSD-TV: Tv companion of KRSD.

SIOUX FALLS, Minnehaha County

KELO (1937): 1320 kc; 5kw. DA-N. KELO Bldg. Phone 4-5841. TWX SX 8314 Midcontinent Broadcasting Co. (acquired station 1952). (See EFR stations in "Group Ownership").

Network NBC. Rep H-R: Wayne Evans (Minneapolis).
Joe Floyd, pres; Evans A. Nord, gen mgr & coml mgr; Jim Molohon, station director; Jack Townsend, promotion mgr; Les Froke, chief engineer; Merle Thiele, now director; Les Harding, farm director; Guen Gustad, women's director.

KELO-TV: Tv companion of KELO.
KIHO (1948): 1270 kc; 1 kw. DA-N. 113 N. Main Ave. Phone 4-7736. Sioux Empire Broadcasting Corp. (acquired station 1958). (See William F. Johns Family stations in "Group Ownership").

Rep Pearson.
William F. Johns Jr., pres; James R. Duryea, vp; LeRoy Okerlund, coml mgr; W. Thomas Logan, program director; Robert McDermott, promotion mgr; Roman Kramer, chief engineer.

KISD (May 6, 1918): 1230 kc; 250 w. 3631 W. 12th St. Phone 4-5571. KISD Inc. (original owner).

Network Keystone. Rep. Cooke.
Vel Thomson, pres & gen mgr; Vince Casey, vp & coml mgr; Lloyd Lewis, program director; John Youngberg, promotion mgr; John Vick, chief engineer; Bob Henderson, news director & farm director.

KSOO (1926): 1140 kc; 10 kw-D, 5 kw-N. DA-N. 317 S. Phillips Ave. Phone 4-5601. TWX SX 83-23 Sioux Falls Broadcast Assn. Inc. (original owner).

Network ABC. Rep Avery-Knodel.
Morton H. Henkin, pres; George R. Hahn, vp & gen mgr; Orrin Melton, coml mgr & news director; Ray Leftness, program director; Danny Olson, sports director; Max Pierce, chief engineer; Russ Bailey, farm director; Nina Wright, women's director.

VERMILLION, Clay County

***KUSD** (March 8, 1952): 690 kc; 1 kw-D. DA. Phone Market 441-11. U. of South Dakota (original owner).

Network NAEB.
Specialty programs; German, 1¼ hrs. wkly.; French, 1¼ hrs. wkly.

Edward J. Slack, gen mgr; Marlin Busch, program director; Morton B. Miller, production mgr; James E. Prusha, chief engineer; Gary Marx, news director; Earl Smith, farm director; Ruth Adkins, women's director.

*Noncommercial educational.

WATERTOWN, Codington County

KWAT (March 18, 1940): 950 kc; 1 kw. DA-N. P. O. Box 827. Phone Turner 6-8144. Midland National Life Broadcasting Co. (acquired station May 15, 1958).

Network MBS. Keystone. Rep Gill-Perna.
Lee V. Williams, pres; Ross E. Case, gen mgr, coml mgr & promotion mgr; Gene Brantner, program director; Francis Alwin, chief engineer; Max Witcher, news director; Elwood Ewy, farm director; Mildred Swenson, women's director.

WINNER, Tripp County

KWYE (Sept. 23, 1957): 1260 kc; 5 kw-D. 333 W. Third St. Phone 727. Midwest Radio Corp. (original owner).

Network MBS. Keystone.
William H. Finch, pres; Tom Broderson, gen mgr; Norbert Ruhkamp, coml mgr & promotion mgr; Don DeMonbrun, program & news director; Jerry Dunn, chief engineer; Ben Viedt, farm director.

YANKTON, Yankton County

KYNT (March 15, 1953): 1450 kc; 250 w. P. O. Box 105. Phone 3623. Yankton Broadcasting Co. (original owner).

Network Keystone. Rep Dore Assoc.
William M. Smith, pres; William E. Johnson, gen mgr; Harold Happe, coml mgr; Alice Horlyk, promotion mgr; John Briggs, chief engineer; Muriel Titus, women's director.

WNAX (1922): 570 kc; 5 kw. DA-N. WNAX Bldg. Phone 442. Peoples Broadcasting Corp. (acquired station Dec 1, 1957). (See Peoples Broadcasting stations in "Group Ownership").

Network CBS. Rep Katz.
Herbert E. Evans, vp; Donald D. Sullivan, resident vp & gen mgr; Clair W. Giles, resident mgr; L. D. Bolton, coml mgr; Jack Vaughn, program director; Roland Peterson, promotion mgr; Clifton M. Todd, chief engineer; Robert D. Hill, news director; Rex Messersmith, farm director; Wynn D. Speere, women's director.

TENNESSEE

ALCOA, Blount County

WEAG (Aug. 25, 1957): 1470 kc; 1 kw-D. P. O. Box 127. Phone Yukon 3-0890. Blount County Broadcasting Co. (original owner).

Network Keystone.
Specialty programs; Negro 10 hrs. wkly.
Louis A. Chiles, pres & gen mgr; Herman Petre, coml mgr; James C. Moncier, chief engineer; T. E. Teffeteller, news director; Fred L. Pelle, farm director; Anne Mortensen, women's director.

ATHENS, McMinn County

WLAR (May 1946): 1450 kc; 250 w. N. Jackson St. Phone 1450. Athens Broadcasting Co. (original owner). (See "Newspaper Ownership").

Network MBS. Keystone.
Lowell F. Arterburn, pres; Wm. P. Atkins, gen mgr & coml mgr; Andrew Bates, chief engineer.

BRISTOL, Sullivan County

WOPI (June 15, 1929): 1490 kc; 250 w. 316 State St. Phone South 3730. TWX 272. Radio-phone Broadcasting Station WOPI Inc. (original owner).

Network NBC. Tennessee Valley Net. Rep Burn-Smith.

W. A. Wilson Sr., pres & gen mgr; James C. Wilson, coml mgr; W. A. Wilson Jr., promotion mgr; George E. Potter, chief engineer.
WOPI-FM (December 1946): 96.9 mc; 9.7 kw. Duplicates WOPI (above).

CAMDEN, Benton County

WFWL (1958): 1220 kc; 250 w-D. Camden Broadcasting Co., 1102 W. South St., Mayfield, Tenn.

CENTERVILLE, Hickman County

WHLE (1955): 1570 kc 1 kw-D. Tri-County Broadcasting Co.

CHATANOOGA, Hamilton County

WAGO (January 20, 1946): 1450 kc; 250 W. Hotel Patten, zone 2. Phone Amherst 7-1128. WAGO Broadcasting Co. (acquired station Aug. 1, 1955).

Network MBS. Rep Burn-Smith; Dora-Clayton; Clyde Melville Co.
Prentiss E. Furlow, pres; John Sanders, gen mgr; Polly Breen, assistant mgr; Gaylord McPherson, program director; George McMurtrie, chief engineer.

WAPO (1931): 1150 kc; 5 kw-D, 1 kw-N. DA-N. New Read House, zone 2. Phone Amherst 6-6141. TWX CT 7023. WAPO Broadcasting Service Inc. (acquired station August 1955).

Network ABC. Rep H-R.
Gordon W. Gambill, pres & gen mgr; Walter H. Stamper Jr., coml mgr; Frank Hubbs, operations mgr; Fred Goodner, promotion mgr; Lamar Reed, chief engineer; Roy Morris, news

director; "Peanut" Faircloth, farm director; Farol Faye, women's director.

WDEF (Jan. 1, 1911): 1370 kc; 5 kw. DA-N. 425 Volunteer Bldg., zone 2. Phone Amherst 7-3393. TWX CT 7056. WDEF Broadcasting Co. (acquired station February 1951). (See Arthur D. Smith Stations in "Group Ownership").

Network NBC. Rep Branham.
Carter M. Parham, pres; Ken Flenniken, gen mgr & coml mgr; Joe W. Bagwell, promotion mgr; Bob Briscoe and Buford Young, chief engineers; Steve Conrad, news director; Warren Herring, farm director.

WDFB-TV: Tv companion of WDEF (above).
WDOD (April 25, 1925): 1310 kc; 5 kw. DA-N. Hamilton Bank Bldg., zone 2. Phone Amherst 6-5117. TWX CT 71010. WDOD Broadcasting Corp. (original owner).

Network CBS. Rep Raymer.
H. C. E. Johnson, pres; H. F. Wehrmann, gen mgr; B. J. Bush, coml mgr; E. Feagans, program director; E. Walker, chief engineer; W. Schoocraft, news director; L. Barger, farm director; Joan Barry, women's director.

WDXB (July 4, 1918): 1490 kc; 250 w. Dome Bldg. Phone Amherst 61114. French Inc. d/b/a WDXB. (acquired station July 29, 1956).

Rep Venard, Rintoul & McConnell.
Steve and Carlin French, co-owners; Steve French, gen mgr; Luke Wilson, coml mgr; Lloyd Payne, program director; Carlin French, promotion mgr; Bill Robison, chief engineer; Don Reamer, news director.

WMFS (1951): 1260 kc; 1 kw-D. 835 McCallie Ave. Phone Amherst 6-4146. WMFS Inc. (See E. F. Tims stations in "Group Ownership").

Rep Pearson.
Specialty programs; Negro, 100%.
Fred J. Webb, gen mgr; Gilbert Kelly, promotion mgr; Glenn Channells, chief engineer; Dave Oliver, news director; Evelyn Cato, women's director.

WRIP (See Rossville, Ga.)

CHURCH HILL, Hawkins County

WMCH (May 8, 1954): 1260 kc; 1 kw-D. Phone Elgin 7-2601. Wallace Broadcasting. (acquired station Aug. 1, 1955).

Network Keystone.
Specialty programs; Negro 12 hrs. wkly.
Thales E. Wallace, pres & gen mgr; James M. Smith, coml mgr & program director; Robert Heath, chief engineer; Leroy Alley, news director & farm director; Bettye Jane Russell, women's director.

CLARKSVILLE, Montgomery County

WDXN (1951): 540 kc; 250 w. 111 S. Second St. Phone Midway 5-2411. Clarksville Broadcasting Co. (original owner). (See Aaron E. Robinson stations in "Group Ownership").

Network Dixie Net. Rep Burn-Smith.
Specialty programs; Negro 2 hrs. wkly.
Aaron B. Robinson, pres; J. M. Cecil, gen mgr; W. H. Hamby, station & coml mgr; Harold Baker, chief engineer; Gerald Hundley, news director; Plummer Hodgees, farm director.

WJZM (October 1941): 1400 kc; 250 w. 411 Madison St. Phone Midway 5-6414. Campbell & Sheftall (acquired station April 1947).

Network MBS. Rep Masia.
Specialty programs; Negro, 12 hrs. wkly.
J. P. Sheftall, pres; John H. Bailey, gen mgr & chief engineer; Charles E. Malone, coml mgr; C. E. Simmons, program director; John S. Berwind, promotion mgr; Dick McCullough, news director; Paul Horton, farm director; Gladys Olson, women's director.

CLEVELAND, Bradley County

WBAC (June 18, 1945): 1340 kc; 250 w. 180 Central Ave. Phone Greenwood 6-7593. Fitch & Kile Inc. (acquired station Oct. 1, 1956).

Network MBS.
Susan M. Fitch, gen mgr; Reba Wilson, coml mgr; Paul R. Kirksey, program, news & farm director; Elizabeth Rankin, promotion mgr; W. D. Stuart, chief engineer; Mary Gene Kelley, women's director.

WOLE (May 2, 1957): 1570 kc; 1 kw-D. 33 Ocoee St. N.W. Phone Greenwood 2-6511. South-eastern Enterprises Inc. (original owner).

Network Keystone.
Carl J. Hoskins, pres & gen mgr; William E. Stamps, station mgr; Bland Sells, coml mgr; Mike Dodd, program director; Rosella Patton, promotion mgr; Robert L. Carr, chief engineer; Doris Tyner, news director; Marcine D. Bendtson, women's director.

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Radio Stations CONTINUED

TENNESSEE CONTINUED

COLUMBIA, Maury County

WKRM (1946): 1310 kc; 250 w. P. O. Box 71. Phone Evergreen 8-3636. Middle Tennessee Broadcasting Co.

Network Keystone. Rep Walker. R. M. McKay Jr., pres. gen mgr & coml mgr; Bob Blackwood, program director; Melvin Dugger, promotion mgr; Cameron McKay, chief engineer; Dick Davis, news director; Jim Keiran, farm director; Mary Loftin, women's director.

WMCP (1956): 1280 kc; 1 kw-D. 716 N. Main. Phone Evergreen 8-3241. Maury County Boosters Corp. (acquired station March 1, 1958). Rep Best.

J. H. Dowling, pres; W. J. (Bill) Harris Jr., gen mgr & coml mgr; Jay Anderson, program director & chief engineer; Barren Daimwood, news director; Barbara Grissom, women's director.

COOKEVILLE, Putnam County

WHUB (1940): July 20, 1940. 1400 kc; 250 w. 315 E. Spring St. Phone 789. WHUB Inc. (original owner).

Network CBS, Keystone. M. Luke Medley, pres & gen mgr; Stacey Mott, station director; Claud Haston, chief engineer; Tom Harris, farm director.

COVINGTON, Tipton County

WBBL (Aug. 16, 1955): 1250 kc; 1 kw-D. Roper Bldg. Phone Greenwood 6-9635. Tipton County Broadcasters (acquired station July 1957).

Network Keystone. Specialty programs: Negro, 6 hrs. wkly. Bob Whiteley, pres. gen mgr & chief engineer; Maurice Turnage, coml mgr; Dave Stewart, program director; Mary Nelle Thomas, women's director.

COWAN, Franklin County

WZYX (1957): 1440 kc; 1 kw-D. Cumberland Broadcasting Co. (original owner). (See A. D. Smith Jr. stations in "Group Ownership"). Rep Best.

A. D. Smith Jr., pres.

CROSSVILLE, Cumberland County

WABW (1952): 1330 kc; 1 kw-D. 10th & School Sts. Phone 333. Dr. H. F. Lawson. (acquired station June 2, 1958).

Network Keystone. Dr. H. F. Lawson, pres; James V. Hamby, gen mgr & promotion mgr; Fairla J. Hamby, coml mgr & program director; Eddie Lane, chief engineer; Verrill Norris, news & farm director.

DAYTON, Rhea County

WDNT (Dec. 6, 1957): 1280 kc; 1 kw-D. P. O. Box 294. Phone 1540. Dayton Broadcasting Co. (original owner). Network Keystone.

Specialty programs: Negro, ½ hr. wkly. Norman A. Thomas, pres; Jack S. Pullin, gen mgr; Vance A. Travis, coml mgr; Eddie Lane, chief engineer; Bill Watts, news director; E. L. Tipps, farm director; Lois Massengill, women's director.

DICKSON, Dickson County

WDXN (Jan. 1, 1955): 1260 kc; 1 kw-D. P. O. Box 71. Phone Hickory 6-2852. Dickson County Broadcasting Co. (original owner).

Network Keystone. Specialty programs: Negro, 18 hrs. wkly. William A. Potts, pres & gen mgr; Warren G. Medley, coml mgr; William Phillips, program director; William T. Barrett, assistant mgr; Leslie D. Filson, chief engineer; Dave Tucker, farm director; Mrs. M. O. Shepard, women's director.

DYERSBURG, Dyer County

WDSG (July 13, 1946): 1450 kc; 250 w. N. Mill Ave. Phone Atwater 5-1294. State Gazette Broadcasting Co. (original owner). (See "Newspaper Ownership").

Network Keystone. Robert W. Ward & Russell M. D. Bruce, co-owners; Robert W. Ward, gen mgr; Robert O. Smith, assistant mgr; Shirley Jones, program director; Jimmy D. Townsend, promotion mgr; James Stutts, chief engineer; William J. Bryant, news director; Ed O'Neill, farm director; Jo Ann Ward, women's director.

WTRO (March 1, 1957): 1330 kc; 500 w-D. Cordell Hull Hotel. Phone Atwater 5-4173. Southern General Broadcasting Co. (acquired station 1958).

Rep Best.

Specialty programs: Negro, 2 hrs. wkly. Pinkney B. Cole Jr., pres & gen mgr; Jim Brasfield, coml mgr; Clara Bradshaw, program director; William E. Davis, chief engineer; Mack Sherrod, farm director; Anita Sutton, women's director.

ELIZABETHTON, Carter County

WBEJ (July 18, 1946): 1240 kc; 250 w. P. O. Box 829. Phone 2-1211. WBEJ Inc. (acquired station Feb. 18, 1956).

Rep Gill-Perna. Specialty programs: Negro, 10 hrs. wkly. Raymond C. Turcotte Jr., pres; William E. Haje, gen mgr; James P. Austin, coml mgr; Harold E. Hienley, program director; Lynn R. Williams, chief engineer; Mack Morris, news director; Ruth Ritchie, women's director.

ERWIN, Unicoi County

WEMB (1956): 1420 kc; 1 kw-D. P. O. Box 280. Phone 2-2011. Unicoi Broadcasting Co.

Network Keystone. Max M. Blakemore, pres & chief engineer; Deibert Evans, coml mgr; Dave Bruce, program director.

ETOWAH, McMinn County

WCPH (1955): 1220 kc; 1 kw-D. 109 Ninth St. Phone 3401. Morgan Broadcasting Co. (acquired station 1955).

Rep Best. Harry J. Morgan, pres & gen mgr; Geraldine Faye Morgan, coml mgr & program director; Henry Hoffman, chief engineer.

FAYETTEVILLE, Lincoln County

WEKB (Oct. 1, 1948): 1240 kc; 250 w. P. O. Box 625. Phone H-mlock 3-3545. Fayetteville Broadcasting Co. (acquired station July 1, 1950).

Network MBS, Keystone. Specialty programs: Negro, 1¼ hrs. wkly. John R. Crowder, partner & gen mgr; Jim Tate, partner, station mgr & coml mgr; Porter Clark, partner & sports director; Charles W. Shewry, program director; James R. Parks, news director; Ernest J. Tucker, chief engineer; Josephine M. Owen, women's director.

FRANKLIN, Williamson County

WAGG (March 11, 1953): 950 kc; 1 kw-D. Mal-lory Rd. Phone Swift 4-1594. Williamson County Broadcasting Co. (original owner).

Network Keystone. Specialty program: Negro, 6 hrs. wkly. William R. Ormes, pres & gen mgr; Ellis F. Jones Jr., coml mgr & chief engineer; John Haeberle, program director; Nathan Lowe, farm director; Lois Crowley, women's director.

GALLATIN, Sumner County

WHIN (Aug. 2, 1948): 1010 kc; 1 kw-D. P. O. Box 811. Phone 1010. Sumner County Broadcasting Co. (original owner).

Network Keystone. Southeastern Key Market Net. Specialty program: Negro, 2¼ hrs. wkly. Charles W. Brewer, gen mgr; Lottie Shaw, assistant mgr; Lee Raines, chief engineer & news director; Evelyn Chenault, women's director.

GREENEVILLE, Greene County

WGRV (1946): 1340 kc; 250 w. Box 243. Phone 4147. Radio Greeneville (acquired station 1947).

Paul O. Metcalfe, pres & gen mgr; Hugh Pickel, coml mgr; Kenney Dearstone, program director & promotion mgr; Raymond Smeleer, chief engineer; Maxine Humphreys, women's director. **WGRV-FM**: Fm companion of WGRV.

HARRIMAN, Roane County

WHBT (1946): 1600 kc; 5 kw-D. P. O. Box 221. Phone 661. Folkways Broadcasting Co. (acquired station July 1956).

Network MBS, Keystone. Ernest Tubb, pres; Kenneth J. Crosthwait, gen & coml mgr; Charles Phillips, program & news director; Leon Stage, chief engineer; Bob Poole, farm director; Eloise Pyle, women's director.

HUMBOLDT, Gibson County

WIRJ (February 1949): 740 kc; 250 w-D. 210 N. 22 Ave. Phone Sunset 4-1740. Gibson County Broadcasting Co. (original owner). (See "Newspaper Ownership").

Network Keystone. J. Frank Warmuth, pres; Howard E. Byrum, gen mgr; Carroll Wilson, coml mgr; Bill Carter, program director; Gerald Hicks, chief engineer; Ted Gee, news director; Ann Gill, women's director.

JACKSON, Madison County

WDXI (1948): 1310 kc; 5 kw-D, 1 kw-N, DA-N. Williams Bldg. Phone 7-9611. TWX JA 16. Dixie Broadcasting Co. (original owner). (See Aaron B. Robinson stations in "Group Ownership").

Network Dixie. Rep Venard, Rintoul, McConnell. Specialty program: Negro, 6 hrs. wkly. Aaron B. Robinson, pres; Jack M. Cecil, gen mgr; Doris Freeman, coml mgr; Lawrence Dunne, program & promotion director; James S. Thomas, chief engineer; Russ Honeyman, news director; Tom Williams, farm director; Marg Borg, women's director.

WDNI-TV: Tv companion of WDXI. **WJAK** (1954): 1460 kc; 1 kw-D. 416 Poplar St. Phone 7-7436. Jackson Broadcasting Co. (acquired station Jan. 1, 1956).

Network Southeastern Key Market Net. Rep Dora-Clayton.

Specialty program: 100% Negro. Dr. Alexander Leech, pres; Robert G. Blow, gen mgr; Bill Winsett, coml mgr; John Diggs, program director; Charles J. Wingate, chief engineer; Al Johnson, news & farm director; Joan Madden, women's director.

WTJS (1951): 1390 kc; 5 kw-D, 1 kw-N, DA-N. 255 W. Lafayette St. Phone 7-3316. TWX JA-12. Sun Pub. Co. (original owner). (See "Newspaper Ownership").

Network ABC. Rep Branham. Albert A. Stone, vp & gen mgr; Frank S. Proctor, mgr; Leslie R. Brooks, assistant mgr; Vince Tapler, program director & news director; Mrs. John Parish, promotion mgr; James Ellzey, chief engineer; Dorothy Midyett, women's director.

WTJS-FM (1947): 104.1 mc; 50 kw. Duplicates WTJS (above).

JAMESTOWN, Fentress County

WCLC (Oct. 28, 1957): 1260 kc; 1 kw-D. P. O. Box 127. Phone Tremont 9-2825. Jamestown Broadcasting Co. (original owner).

Network Keystone. Dr. Gene Cravens, pres; Clarence Stinnett, gen mgr; Helen Williams, coml mgr; Andrew Mitchell, chief engineer; Amon Voiles, news director; Opal Cravens, women's director.

JOHNSON CITY, Washington County

WETB (Oct. 1, 1947): 790 kc; 1 kw-D. Box 927. Phone 2993. Press Inc. (original owner). (See "Newspaper Ownership").

Network MBS. Rep Devney. Carl A. Jones, pres; Arthur Kelsey, gen mgr; Berney Burleson, program director; E. B. Jones, chief engineer; Lucile Brand, women's director.

WJHL (December 1938): 910 kc; 5 kw-D, 1 kw-N, DA-N. 145 W. Main St. Phone 2780. TWX 316. WJHL Inc. (original owner).

Network CBS. Rep Pearson. W. Hanes Lancaster Sr., chief owner & chrmn of brd; W. Hanes Lancaster Jr., pres & gen mgr; Ken Marsh, coml mgr; Herbert Howard, program & farm director; Wm. A. McDonald, promotion mgr; Rolland Medler, chief engineer; Hal Youngblood, news director; Margaret Shurtz, women's director.

WJHL-FM (1946): 100.7 mc; 81 kw. Duplicates WJHL (above). **WJHL-TV**: Tv companion of WJHL-AM-FM (above).

JONESBORO, Washington County

WJSO (1958): (not on air; target date unknown); 1590 kc; 5 kw-D. Mountain View Broadcasting Co.

KINGSPORT, Sullivan County

WKIN (1951): 1320 kc; 5 kw-D. E. Market & Westler St. Phone Circle 6-8131. Radio Station WKIN (original owner). (See Cy N. Bahakel stations in "Group Ownership").

Specialty programs: Negro 6 hrs. wkly. Cy N. Bahakel, pres; Les J. Tackett, gen mgr; Giles W. Brown, chief engineer.

WKPT (1940): 1400 kc; 250 w. 222 Commerce St. Phone Circle 6-4161. Kingsport Broadcasting Co. (original owner). (See "Newspaper Ownership").

Network NBC. Rep Burn-Smith. C. P. Edwards Jr., pres; Paul L. Overbay, gen mgr; Phil J. Weaver, coml mgr; Martin Karant, program director & news director; Tom Phillips, chief engineer; Ike Upchurch, farm director.

WKPT-FM (February 1948): 98.5 mc; 10 kw. Duplicates WKPT (above).

KNOXVILLE, Knox County

WATE (Feb. 12, 1927): 620 kc; 5 kw. DA-2. 612 Gay St. S. W., zone 2. Phone 2-7111. TWX KX-95. WATE Inc. (acquired station Oct. 1, 1956).

Network NBC. Rep Avery-Knodel. Paul Mountcastle, pres; W. H. Linebaugh, gen mgr; J. T. McCloud, coml mgr; Wayne Hudson, program director; Carl Huster, promotion mgr; Fred Andrews, chief engineer; Raleigh Powell Jr., news director; Lemuel Wilson, farm director; Mary S. Walker, women's director.

WBIR (Jan. 21, 1941): 1240 kc; 250 w. 1513 Hutchison Ave., zone 17. Phone 5-8101. TWX KX 83. WBIR Inc. (acquired station 1944). (See Taft stations in "Group Ownership").

Network ABC. Rep Gill-Perna. John P. Hart, pres & gen mgr; Leon Ridings, coml mgr; Robert E. Agee, program director; Robert Wilson, promotion mgr; J. Rex Horton, chief engineer; Robert Wesley, news director. **WBIR-FM** (October 1949): 93.3 mc; 3.3 kw. Duplicates WBIR (above).

WBIR-TV: Tv companion of WBIR-AM-FM. **WVVK** (1953): 860 kc; 1 kw-D. 319 N. Gay St., zone 17. Phone 4-3693. Dick Broadcasting Co. (original owner).

Rep Stars National. James A. Dick, pres & gen mgr; David Carpenter, station mgr; Claude Tomlinson, program director; Milton Jones, chief engineer; William Hoops, news director & farm director; Maxine Bowman, women's director. **WECS (FM)** (December 1952): 91.1 mc; 310 w.

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Radio Stations CONTINUED

TENNESSEE CONTINUED

2509 Broadway NE., zone 17, Fulton High School.

William Davis, principal; Penny Winham, program director; Noel Alexander, chief engineer.

WKGN (1946): 1340 kc; 250 w. 2200 Cumberland Ave. Phone 4-0766. WKGN Inc. (acquired station Jan. 21, 1955).

Network MBS.
George P. Mooney, pres & gen mgr; E. G. Parrin, coml mgr; Hugh Branson, program director; Robert Goodman, chief engineer; John Ward, news director.

WKVY (1953): 900 kc; 1 kw-D. 411½ W. Main St. Phone 4-9866. Knoxville Ra-Tel Inc. B. L. Boring, pres; Marvin Thompson, coml mgr.

WNOX (1921): 990 kc; 10 kw. DA-N. 4100 Whittle Springs Rd., N. E., zone 17. Phone 3-3171. TWX KX 183. Scripps-Howard Radio Inc. (acquired station December 1935). (See "Newspaper Ownership" and Scripps-Howard stations in "Group Ownership").

Network CBS. Rep Blair.
Specialty program: Negro, 1 hr. wly.
Jack R. Howard, pres; Richard B. Westergaard, gen mgr; O. L. Smith, coml mgr; Charles McMahon, program director; Gene Miller, promotion mgr; Ray Evans, chief engineer; Woody Hirsch, news director; Cliff Allen, farm director.

***WUOT (FM)** (October 1949): 91.9 mc; 70.5 kw. 14 Ayres Hall. Phone 4-2981 ext. 236. U. of Tennessee.

C. E. Brehm, pres; Kenneth D. Wright, director; Frank A. Lester, assistant director; Philip A. Thompson, program director; Ray Shirley, chief engineer.

*Non-commercial educational station.

LAFOLLETTE, Campbell County

WLAF (May 1953): 1450 kc; 250 w. Fleet Oil Bldg. Phone 1060. Lafollette Broadcasting Co. (original owner).

Network Keystone.
Ed Wheeler, pres; John H. Carr, gen mgr & coml mgr; Tony Gross, program director; Hillard Mattie, promotion mgr & farm director; Marvin L. Paul, chief engineer.

LAWRENCEBURG, Lawrence County

WDXE (July 1951): 1370 kc; 1 kw-D. Locke Bldg. Phone South 2-4111. Aaron B. Robinson, (original owner). (See Aaron B. Robinson stations in "Group Ownership").

Network Keystone, Dixie Network. Rep. Vinard, Rintoul & McConnell.
J. Ken Marston, gen mgr; Bud Sawyer, coml mgr & farm director; Bryan F. Bellar, program director; Milton Griffin, promotion mgr; Philip Kemper, chief engineer & news director; Frances Baxter, women's director.

LEBANON, Wilson County

WCOB (1949): 900 kc 250 w-D. Truesdale Ferry Pike. Phone 1540.

Thomas F. Exell Jr., mgr; Jack Hendrickson, coml mgr.

LENOIR CITY, Loudon County

WLII (May 30, 1950): 730 kc; 1 kw-D. P. O. Box 151, Phone Yukon 6-7536. WLII, Inc. (original owner).

Network Keystone.
Arthur Wilkerson, pres & gen mgr; Allen Breazeale, chief engineer.

LEWISBURG, Marshall County

WJMJ (May 15, 1947): 1490 kc; 250 w. 314 East Church. Phone 780. Louis D. Lingner.

Network MBS, Keystone. Rep Best.
Louis D. Lingner, pres & gen mgr; R. A. Davidson, coml mgr; Barbara Matthews, program director; R. C. Wiley, chief engineer; Bill McConnell, farm director.

LEXINGTON, Henderson County

WDXL (July 3, 1954): 1490 kc; 250 w. Broad at Church St. Phone Woodland 8-3500. Lexington Broadcasting Service Inc. (acquired station October 1955).

Network Keystone, Dixie Network.
Guy B. Amis, pres; Ben Enoch, gen mgr, coml mgr & chief engineer; Ev Flagg, program director; Aubrey Booth, sports director.

LIVINGSTON, Overton County

WLIV (1956): 920 kc; 1 kw-D. P. O. Box 131. Phone Talbot 3-4438. Audio Broadcasters (original owner).

Network MBS.
R. H. McCain & F. L. Crowder, co-owners & gen mgrs; W. A. Mann, program director; Donald Norris, chief engineer.

LOOKOUT MOUNTAIN, Hamilton County

WFLI (not on air, target date unknown): 10 kw-D, 1 kw-N, DA-2. Lookout Broadcasters.

MADISON, Davidson County

WENO (1957): 1430 kc; 5-kw-D. Nesbitt Lane. Phone Madison 7-5401. Central Broadcasting Corp. (original owner).

Rep Grant.
H. C. (Cal) Young Jr., pres, Jerry Glasser, gen mgr; Wallace Boeham, program & news

director; John Talley, promotion mgr; Andrew Jones, chief engineer; Walter Duke, engineering director; Charles Blankenship, farm director; Dorothy Schmittou, women's director.

MANCHESTER, Coffee County

WMSR (1955): 1320 kc; 1 kw-D. Manchester Broadcasting Co.

MARTIN, Weekly County

WCMT (June 17, 1957): 1410 kc; 1 kw-D. P. O. Box 483. Phone 460. J. T. Sudbury (original owner).

Earl B. Neal Jr., mgr. & chief engineer, Fred Walker, program director; Bill Lauey, news director; Dorris Gill, women's director.

MARYVILLE, Blount County

WGAP (Aug. 13, 1947): 1400 kc, 250 w. WGAP Bldg. Phone Yukon 3-4310. Aluminum Cities Broadcasting Co. (acquired station July 1950).

Rep Best.
Frank H. Corbett, pres & gen mgr; Horace B. McGill, coml mgr; Ken Johnson, promotion mgr; Henry McDonald, chief engineer; Robert Neil, news director.

McKENZIE, Carroll County

WHDM (Jan. 29, 1951): 1410 kc; 500 w-D. Box 188. Phone Elgin 2-3371. Tri County Broadcasting Co. (acquired station March 15, 1955).

Network Keystone, Southeastern Key Net. Rep Best.
Earl S. Nolting, pres & gen mgr; Doyle Owen, coml mgr; Kent Jones, program director; J. Martin Dill, chief engineer; Bill Scratt, news director; Earl S. Nolting, farm director; Gladys Nolting, women's director.

McMINNVILLE, Warren County

WBMC (May 1, 1955): 960 kc; 500 w-D. South Court Sq. Phone 2101. Cumberland Valley Broadcasting Co. (original owner).

Harold Laws, pres; Dr. C. H. Cope, vp; Frank Howard, sec; Franklin H. (Chick) Brown, treas & gen mgr; Sammy Hale, program mgr; Audie Ashworth, promotion director; Roy E. Pearsall, chief engineer; James R. Eastman, news & special events director; Joe L. Kuhn, farm director; Elaine Terrell, women's director.

WMMT (June 1, 1947): 1230 kc; 250 w. North Chancery St. Phone 2223. McMinnville Broadcasting Co. (original owner).

Network CBS.
Sam J. Albritton, pres; Royce E. Richards, gen mgr; W. A. Gracey, coml mgr; Harold Durham, program director; Roy E. Wood, promotion mgr & news director; Hubert A. Beasley, chief engineer; H. V. Massey, farm director; Shirley Whittaker, women's director.

MEMPHIS, Shelby County

KWEM (1947): 990 kc; 1 kw-D. P. O. Box 142. Phone Fairfax 3-2679. KWEM, Inc. (See Dee Rivers stations in "Group Ownership").

Rep Charles Bernard.
Specialty programs: Negro 16 hrs. wly.
E. D. Rivers, Jr., pres & gen mgr; Otto N. Bie, coml & promotion mgr; Kurt Alexander, program director; J. B. Scanlon, chief engineer; Sid Leak, news & farm director.

WDIA (June 7, 1947): 1070 kc; 50 kw-D, 5 kw-N. DA-2. 2074 Union Ave., zone 12. Phone Broadway 6-3703 TWX ME 148. WDIA Inc. (acquired station Nov. 1, 1957). (See Sonderling stations in "Group Ownership").

Rep Pearson.
Specialty programs: Negro, 140 hrs. wly.
Egmont Sonderling, pres; Bert Ferguson, exec vp & gen mgr; Harold E. Walker, vp & coml mgr; David James Mattis, production director; Frank Armstrong, promotion mgr; Henry Fones, chief engineer; Marie Wathen, news director; Ernest Brazzle, farm director; Gwen McCollum, women's director.

WBBQ (1926): 660 kc; 1 kw-N, 5 kw-D, DA 2. P. O. Box 176. Phone Jackson 5-6306. RKO Teleradio Pictures, (acquired station July 8, 1954). (See RKO Teleradio Pictures in "Group Ownership").

Network MBS. Rep H-R Representatives.
Specialty programs: Negro, 1 hr. wly.
Thomas F. O'Neil, pres; William H. Grumbles, gen mgr; Bonac F. Nevin, gen sales mgr; Max Michel Jr., coml mgr; Mark Forrester, program & promotion director; Weldon M. Roy, chief engineer; Charley Sullivan, news director; Bea Armistead, women's director.

WBBQ-TV: Tv companion of WBBQ.
WHEB (Oct. 19, 1955): 1430 kc; 1 kw-D. 972 S. 3rd St. Phone Jackson 5-6831. Tri-State Broadcasting Service Inc. (original owner).

Rep Dory Assor.
Sam C. Phillips, pres; William S. Decker Jr., gen mgr; W. D. Cousar, chief engineer; Rena Franklin, news director; Janie Joplin, women's director.

WHHM (1946): 1340 kc; 250 w. 930 Madison Ave. Phone Jackson 7-4422. Cy Blumenthal (Continental Broadcasters, HQ in Arlington, Va.) (acquired station June 1, 1958). (See Cy Blumenthal stations in "Group Ownership").

Network ABC. Rep Webb; Dora-Clayton (Atlanta).

Cy Blumenthal, pres; George Aubrey Crump, gen mgr; Allan Avery, coml mgr; John Carr, program director; Vernon Batsy, promotion mgr; Ronnie Goss, chief engineer; William Reeves, news director; Ruth Miller, women's director.

WLOK (1952): 1180 kc; 5 kw-D. 378 Beale St., zone 5. Phone Jackson 5-7545. WLOK Inc.

(acquired station March 1956). (See Paglin-Ray stations in "Group Ownership").

Rep Stars-National.
Specialty programs: Negro, 100%.
Jules Paglin and Stanley Ray Jr., co-owners; Eugene P. Weil, gen mgr & coml mgr; Bill Jones, program director & chief engineer; Bob Bartusch, assistant gen mgr & promotion mgr; Bill Lee, farm director; Joan Golden, women's director.

WMC (Jan. 20, 1923): 790 kc; 5 kw. DA-N. P. O. Box 311, zone 1. Phone Jackson 6-7164. TWX ME 470. Memphis Pub. Co. (original owner). (See "Newspaper Ownership" and Scripps-Howard stations in "Group Ownership").

Network NBC. Rep Blair.
H. W. Slavick, gen mgr; Stan Torgerson, station mgr; Ray Gill Jr., sales mgr; Dean Osmondson, program mgr; Eddie Frase, promotion & publicity director; E. C. Frase Jr., chief engineer; Steve Warren, news director; Walter Durham, farm director; Olivia Brown, women's director.

WMCP (FM) (1947): 99.7 mc; 300 kw. Duplicates WMC (above).

WMCT (TV): Tv companion of WMC and WMCP (FM).

WMPS (1925): 680 kc; 10 kw-D, 5 kw-N. DA-N. 112 Union Ave. zone 1. Phone Jackson 5-2663. TWX ME 392. Radio Station WMPS Inc. (See Plough stations in "Group Ownership").

Rep Radio-Tv Reps.
H. R. Krelstein, pres; Charles T. DeVois, gen mgr & coml mgr; William E. Crump, program director; Richard E. McClary, promotion mgr; Joseph G. Deaderick, chief engineer; Tys Terwey, news director.

WREC (September 1922): 600 kc; 5 kw. DA-2. Hotel Peabody Bldg., zone 3. Phone Jackson 5-1313. TWX 280. WREC Broadcasting Service (original owner).

Network CBS. Rep Katz.
Hoyt B. Wooten, chief owner & gen mgr; Hollis R. Wooten, national spot sales mgr; Charles B. Brakefield, local sales mgr; Jack Michael, program director; Henry Clark, promotion mgr; Wilson Rancy, chief engineer; Russ Hodges, news director; Louis Fosse, farm director; Kitty Kelly, women's director.

WREC-TV: Tv companion of WREC (above).

MILAN, Gibson County

WBBJ (April 28, 1955): 1600 kc; 1 kw-D. P. O. Box 238. Phone Murray 6-24N1. West Tennessee Broadcasting Co. (original owner).

Ben I. King, pres; Jack C. Merrill, gen mgr & coml mgr; Bill Haney, program director; Larry H. Dunphy, promotion mgr & farm director; Bill Markham, chief engineer.

MILLINGTON, Shelby County

WHEY (Dec. 28, 1957): 1220 kc; 250 w-D. 4962 Navy Rd. Phone Canal 3-3000. Millington Broadcasting Co. (original owner).

Network Keystone. Rep Best.
Specialty programs: Negro, 11 hrs. wly.
Earl W. Daly, owner; & gen mgr; John Chad Lassiter, coml mgr; George Klein, program director; Keith Sherriff, promotion mgr; Leonard Boucher, chief engineer; Bill Hyder, news director; Hy Davis, farm director; Norma Belton, women's director.

MORRISTOWN, Hamblen County

WCRK (October 1947): 1150 kc; 1 kw-D, 500 w. DA-N. Brown Ave. Phone Juniper 6-9101. Cherokee Broadcasting Corp. (original owner).

Network CBS, Keystone. Rep Holman.
Herbert S. Walters, pres; Howell Ashford Jr., gen mgr; Edward F. Dodson, program director; James A. Redden, chief engineer; James F. Stair, news director.
WMTN (1957): 1300 kc; 5 kw-D. DA-D. P. O. Box 2146 Radio Center Station. Phone Juniper 6-7993. East Tennessee Broadcasting Corp.

George R. Guertin, pres; Bill Holland, gen mgr; Jim Fleming, farm director.

MURFREESBORO, Rutherford County

WGNS (1947): 1450 kc 250 w P. O. Box 456. Phone Twinbrook 3-5373. WGNS Inc. (original owner).

Network Keystone. Regional network Tennessee Valley Broadcasters. Rep Hal Holman.
Specialty programs: Negro, 12 hrs. wly.
Cecil Elrod Jr., pres & gen mgr; Larry Edwards, coml mgr; Edith Luna, program director; Mary Lynn Sharpe, promotion mgr; William Montgomery, chief engineer; Don Hauser, news director; David Moore, farm director; Joy Mankin, women's director.

WMTS (Nov. 1, 1953): 860 kc; 250 w-D. 120 N. W. Broad St. Phone Twinbrook 3-6611. A. D. Smith Jr. (original owner). (See Arthur D. Smith Jr. stations in "Group Ownership").

Rep Best.
Arthur D. Smith Jr., pres; Virgil Triann, gen mgr; Neil Lancaster, coml mgr; John Hood, program director & news director; Harry Heigt, chief engineer; Clyde Major, farm director; Mabel Brock, women's director.

NASHVILLE, Davidson County

WFMB (FM) (1953): 105.9 mc; 31 kw. Third National Bank Bldg., zone 3. Phone Alpine 5-5526. Great Southern Broadcasting Co.

Rep FM Unlimited Inc.
William O. Barry, pres & gen mgr; Will C. Baird Jr., vp & coml mgr; Edward Bauer, program director; Marvin Holdt, promotion mgr; Glenn Esslinger, chief engineer; Fred Edling, news director; June Hunt, women's director.

Radio Stations CONTINUED

TENNESSEE CONTINUED

WKDA (1917): 1240 kc; 250 w. American National Bank Bldg., zone 3. Phone Alpine 4-6511. Capitol Broadcasting Co. (acquired station June 11, 1951). (See John W. Kluge stations in "Group Ownership").

Rep Stars National; Radio-TV Representatives.
John W. Kluge, pres; Jack S. Stapp, gen & coml mgr; Charles P. Walker, program director; Oscar Griffin Jr., chief engineer; Howell Smith, news director.

WLAC (Nov. 21, 1926): 1510 kc; 50 kw, DA-N, 159 Fourth Ave., North, zone 3. Phone Alpine 6-6161. TWX NV 60. Life & Casualty Insurance Co. (acquired station 1952).

Network CBS. Rep Katz.
Specialty programs: Negro, 50 hrs wkly.
E. C. Sowell Jr., vp & gen mgr; E. G. Blackman, coml mgr; Paul Oliphant, program director; Thrale Warren, promotion mgr; E. D. Bunn, chief engineer; Jim Miller, news director; Bob Jennings, farm director; Mary Manning, women's director.

WLAC-TV: Tv companion to WLAC (above).
WMAK (1918): 1300 kc; 5 kw, DA-N, Maxwell House, Phone Alpine 4-3111. Volunteer State Broadcasting Corp. (acquired station 1953).

Rep Broadcast Time Sales.
Howard D. Steere, pres; Emil J. Popke Jr., vp & gen mgr; Robert S. Hamilton, station mgr; Chuck Melford, program director & promotion mgr; Homer Cole, chief engineer; Jim Kent, news director.

WNAH (December 1919): 1360 kc; 1 kw-D, James Robertson Hotel, zone 3. Phone Alpine 4-7611. Hermitage Broadcasting Corp. (original owner).

Network MBS, Keystone. Rep Best.
Specialty programs: Negro, 1½ hrs wkly.
Van T. Irwin Jr., pres & gen mgr; Herman Rippey, coml mgr; James Williams, program director; Howard Woodard, chief engineer; Gene Farrell, news director.

WSIX (1927): 980 kc; 5 kw, DA-N, Nashville Trust Bldg., zone 3. Phone Alpine 5-5431. TWX NV 80. WSIX Inc. (original owner).

Network ABC. Reps H-R Reps; Clark Brown, Louis R. Draughon, pres; E. S. Tanner, executive vp & gen mgr; Clarence Waggoner, radio sales mgr; Robert S. Larimer, program director; Bill A. Jones, promotion mgr; Charles R. Duke, chief engineer; Jack Joyner, news director.

WSIX-TV: Tv companion of WSIX.
WSM (1925): 650 kc; 50 kw, 7th & Union St., zone 3. Phone Alpine 4-5636. TWX NV 77. WSM Inc. (original owner).

Network NBC. Rep Blair.
John H. DeWitt, pres; Robert E. Cooper, gen & coml mgr; Ott Devine, program director; Roy McCullough, promotion & sales mgr; George A. Reynolds, chief engineer; Bill Williams, news director; John McDonald, farm director; Jane Dabney Hopkins, women's director.

WVOL (1951): 1170 kc; 1 kw-D, 400 Davidson St. Phone Chapel 2-0489. Rounsaville of Nashville Inc. (acquired station October 1956). (See Rounsaville stations in "Group Ownership").

Rep Gill-Perna; Dora-Clayton.
Specialty programs: 100% Negro.
Robert W. Rounsaville, pres; Carter S. Jones, vp; William D. Salmon, coml mgr; Marian J. Simpson, program director; James B. Ragan, promotion mgr; Wayne Robinson, chief engineer; Charles Mitchell, news director; Robbie Greene, women's director.

NEWPORT, Cocke County

WLIK (April 1954): 1270 kc; 5 kw-D, Knoxville Highway. Phone 3096. WLIK Inc. (original owner).

Network Keystone.
Arthur Wilkerson, pres & gen mgr; Ira R. Crisp, coml mgr; Alben J. Evans, program director; G. S. Loving, chief engineer; Hugh Russell, farm director.

OAK RIDGE, Anderson County

WATO (1948): 1490 kc; 250 w. Office Concourse. Phone Oak Ridge 5-3535. WATO Inc. (original owner).

Network MBS. Rep Dore & Assoc.
Samuel P. Thrower, pres & gen mgr; Leonard M. McCoig, coml mgr; Bob Young, program director; Hurry A. Deltrick, promotion mgr; Paul E. Lewis, chief engineer; Ruth G. Jamieson, women's director.

WOKE (1951): 1290 kc; 1 kw-D, 509 w-N, DA-N, Oak Terrace, Grove Center, Phone 5-1333. (See Arthur D. Smith Jr. stations in "Group Ownership").

Virgil K. Trimmer, gen mgr; Hughes H. Brewer, station mgr.

PARIS, Henry County

WTPR (February 1946): 710 kc; 250 w. North Poplar. Phone 1700. Paris Broadcasting Co. (acquired station 1951). (See Aaron B. Robinson stations in "Group Ownership").

Network Keystone. Rep Venard, Rintoul, McConnell.
A. B. Robinson, pres; Joe P. Van Dyke, gen mgr; Don Somerville, chief engineer.

PULASKI, Giles County

WKSX (May 6, 1917): 1420 kc; 1 kw, DA-N, 159 Bldg. Phone 1066. TWX Pulaski 344. Richland Broadcasting Co. (acquired station May 1, 1953).

Network ABC. Rep Clarke.
John R. Stephens, pres & gen mgr; Mrs. John L. Cane, coml mgr; George Martin, program director; Norris Hammond, promotion mgr; Noble Morgan, chief engineer; Helen Abernathy, news director; Terrill Jackson, farm director; Alma Meyers, women's director.

RIPLEY, Lauderdale County

WTRB (1954): 1570 kc; 250 w-D, P. O. Box 302. Phone 1000. Lauderdale Broadcasting Co. Rep Best.

L. B. Fuqua, gen and coml mgr.

ROCKWOOD, Roane County

WRKH (May 12, 1957): 560 kc; 500 w-D, P. O. Box 239. Phone 317. Roane Broadcasting Co. (original owner).

Herman Spivey, pres; Willard W. Wilson, gen mgr & coml mgr; Hugh L. Allen, program director; Shirley Graves Hooper, promotion mgr; Regzie L. Honey, chief engineer; Bob R. Perry, news director & farm director; Geraldine Lee, women's director.

ROGERSVILLE, Hawkins County

WRGS (1951): 1370 kc; 1 kw, Phone 6191. Rogersville Broadcasting Co. (original owner).

Rep Best.
Specialty programs: Negro 5 hrs. Wkly.
John E. Beal, pres; George Beal, gen mgr; Charles W. Beal, coml mgr; Fred A. Berry, chief engineer; Harry Wilson, news director; Harry M. Beal, farm director; Janette Dykes, women's director.

SAVANNAH, Hardin County

WORM (June 29, 1956): 1010 kc; 250 w-D, Cravens Landing Rd. Phone 1981. Savannah Broadcasting Service Inc. (acquired station August 1, 1957).

Network Keystone. Southeastern Key Market.
Neal B. Bunn, vp, gen mgr & coml mgr; Charles E. Foley, program director; Wesley Jackson, chief engineer; T. B. Garth, farm director; Edith Stricklin, women's director.

SEVIERVILLE, Sevier County

WSEV (1955): 930 kc; 5 kw, P. O. Box 192. Smoky Mountain Broadcasting Corp.
James McAfee, pres; Hugh Trotter, coml mgr.

SHELBYVILLE, Bedford County

WHAL (1946): 1100 kc; 250 w, P. O. Box 211. Phone Murry 4-1400. Shelbyville Broadcasting Co. (original owner).

Network Southeastern Key.
Charles Christian, vp & gen mgr; Louise B. Christian, program director; Dan Smith, promotion mgr; T. R. Marsh, chief engineer; W. L. Riek Jr., news director; Jack Miller, farm director.

SOUTH PITTSBURG, Marion County

WEPG (1954): 910 kc; 500 w-D, Railroad St. phone Te. 7-6185. Marion County Broadcasting Co.

Eaton P. Govan Jr., pres & gen mgr.

SPARTA, White County

WSMT (1953): 1650 kc; 1 kw-D, P. O. Box 390. Phone 3751. Sparta Broadcasting Co. (original owner).

Rep Best.
Dr. Sam J. Albritton, pres; Mrs. Sam J. Albritton, gen mgr; Van L. Slack coml mgr; Ivory O. Hillis, program director; Gordon L. Moore, chief engineer; Bill Parsons, news & farm director; Rebecca B. Moore, women's director.

SPRINGFIELD, Robertson County

WDBL (July 21, 1950): 1590 kc; 1 kw-D, P. O. Box 464. Phone 1287. Springfield Broadcasting Co. (original owner).

Network Keystone.
W. N. Locke, pres, mgr & partner; Joe Webb, coml mgr; Billy Gray, program director; Mrs. Hoyt Bell, promotion mgr; Walter Duke, chief engineer; Sally Phipps, women's director.

SWEETWATER, Monroe County

WDEH (1954): 800 kc; 1 kw-D, P. O. Box 182. Phone 5025. A. D. Smith Jr. & Frank Mullinax (acquired station Sept 1, 1956). (See Arthur D. Smith Jr. in "Group Ownership").

Network Keystone. Rep Best.
Specialty programs: Negro, 2½ hrs. wkly.
A. D. Smith Jr., pres; Virgil Trimm, gen mgr; Lewis Penuel, station mgr & coml mgr; Happy Blanchard, promotion mgr; J. R. Blair, chief engineer; Bob Leonard, news director; Hurl Hensly, farm director; Phyllis Wolfe, women's director.

TULLAHOMA, Coffee County

WJIG (1952): 740 kc; 250 w-D, P. O. Box 1117. Phone Glendale 5-2607. Radio Tullahoma, Inc. (acquired station 1957). (See Smith Broadcasting stations in "Group Ownership").

Rep Best.
M. D. Smith III, pres; Henry Beam, station & coml mgr; Joe Hatcock, program director & promotion mgr; R. D. Fessner, chief engineer; Dave Ralston, news & farm director; Martha Grider, women's director.

UNION CITY, Obion County

WENK (1946): 1240 kc; 250 w, 303 S. First St. Phone Turner 5-1240. Union City Broadcasting Co. (original owner). (See Aaron B. Robinson stations in "Group Ownership").

Network Keystone, Dixie Network. Rep Venard, Rintoul & McConnell; James S. Ayers (southeast).

Aaron B. Robinson, pres; E. B. Fritts, station mgr & coml mgr; Don Hickman, program director; Charles R. Holland, chief engineer; Joe Hendren, news director; J. R. (Jay) Moore, farm director; Sandra Cheatham, women's director.

WTUC (1956): 1580 kc; 250 w, 227 S. Second St. Phone Turner 5-1580. J. H. Harpole & H. M. Parks (original owners).

Rep Continental.
Specialty programs: Negro, 15 hrs. wkly.
Joseph H. Harpole & W. Hamilton Parks, chief owners, Louis C. Wrather, gen mgr; David J. Capps, coml mgr & news director; Dorothy Boyd, program director; Harvey Inman, chief engineer; Charles Williams, farm director.

WINCHESTER, Franklin County

WCDD (March 8, 1948): 1340 kc; 250 w, P. O. Box 1103. Phone Woodlawn 7-2201. Franklin County Radio & Broadcasting Co. (acquired station Aug 1, 1956).

Network Keystone.
Francis Prassand, pres; Harry W. Sullivan, sec-treas, gen mgr & coml mgr; Lynn Dawson, program director; William F. Jones, chief engineer; Mildred Crawford, women's director.

TEXAS

ABILENE, Taylor County

***KAOO-FM** (1953): 91.1 mc; 160 w. McKenzie Dormitory. Abilene Christian College.

*Non-commercial educational.
KNIT (June 15, 1957): 1280 kc; 500 w-D, Box 383. Windsor Hotel. Phone Orchard 1-7211. Key City Broadcasters Inc. (acquired station Aug 1, 1957).

Rep Pearson.
Howard Barrett, pres & gen mgr; Forest Lane, coml mgr; Virgil Terry, program director; John E. Turner, chief engineer.

KRBC (October 1936). 1470 kc; 5 kw-D, 1 kw-N, 4510 S. 14th St. Phone Owen 2-4242. TWX AE 10. Abilene Radio & Television Co. (acquired station March 1, 1953). (See Texas State Network Owned stations in "Group Ownership").

Network ABC, Texas State Network. Rep Baymer.
Dale Ackers, pres; Bill Fox, gen mgr & coml mgr; Brett Allison, program director & promotion mgr; Troy Mallon, chief engineer; Jim Batson, news director; Harry Holt, farm director; Anne Smart, women's director.

KRBC-TV: Tv companion of KRBC (above).
KWEC (June 19, 1948): 1340 kc; 250 w, 2509 Butterut St. Phone Orchard 3-2515. Citizens Broadcasting Co. (original owner).

Network MBS. Rep Venard, Rintoul & McConnell; Melville (Southwest).
Specialty programs: Negro, 1 hr. wkly.
W. P. Wright, pres; A. C. Eitter, gen mgr & promotion mgr; E. Tyler Stewart, coml mgr; Robert G. Chappell, program director; Forrest W. Tipton, chief engineer; Bill Shannon, news director.

ALICE, Jim Wells County

KOPY (1947): 1070 kc; 1 kw, DA-N, 65 N. Johnson St. Phone Mohawk 4-4321. Jules J. Paglin & Stanley W. Ray Jr. (See Paglin-Ray stations in "Group Ownership").

Rep Stars National.
Specialty programs: Spanish, 35 hrs. wkly.
Jules J. Paglin, pres; Stanley W. Ray Jr., exec vp & gen mgr; Robert Grimes, station mgr; H. B. Green, chief engineer.

ALPINE, Brewster County

XVLF (February 1947): 1240 kc; 250 w, Box 779. Phone Tennyson 7-2144. Big Bend Broadcasters (acquired station 1956). (See "Newspaper Ownership" and Hawkins-Hubbs stations in "Group Ownership").

Network NBC, Keystone.
Specialty programs: Spanish, 6 hrs. wkly.
Gene Hendryx, pres, majority stockholder, gen mgr & coml mgr; Phil Wayne, program director; Sherman Newsom, chief engineer; Bill Williams, ranch director.

AMARILLO, Potter County

KAMQ (Nov. 1, 1948): 1010 kc; 5 kw-D, 500 w-N, DA-2, 1301 Peck St. Phone Drake 2-6543. Top of Texas Broadcasting Co. (original owner).

Network CBS. Rep Venard, Rintoul & McConnell.
Specialty programs: Negro, 1½ hrs. wkly.
Hoyt Houck and Robert Houck, co-owners; Robert D. Houck, gen mgr; Doyle Henry, coml mgr; Webster Smith, program director; Edith Eckhart, promotion mgr; Richard Hedgecock, chief engineer; Bill Cox, news director; Smokey Joe Barnes, farm director.

KVII-TV: Tv companion of KAMQ (above).
KFDA (1933): 1440 kc; 5 kw-D, 1 kw-N, DA-N, 3500 Tee Anchor Blvd. Phone Drake 4-1637. TWX AM 31. Lone Star Broadcasting Co. (acquired station Jan. 1, 1958). (See Texas State

Radio Stations CONTINUED

TEXAS CONTINUED

Network Owned stations in "Group Ownership".

Network ABC, Texas State Network. Rep Raymer.

Charles B. Jordan, pres; Robert R. Zeller-mayer, gen mgr; Bill Rogers, program director; Bill Denny, chief engineer; Bill Crisswell, news director.

KGNC (1922): 710 kc; 10 kw. DA-2. 2000 N. Polk St. Phone Drake 4-4601. Plains Radio Broadcasting Co. (acquired station 1936). (See "Newspaper Ownership").

Network NBC. Rep Katz.
B. E. Walker, pres; Jack D. Liston, gen mgr; Leon Krupp, coml mgr; Bill Lane, program director; William Torrey, chief engineer; Bob Izzard, news director; Cotton John, farm director; Pat Denton, women's director.
KGNC-TV: Tv companion of KGNC.

KLYN (June 1947): 940 kc; 1 kw. DA-1. (CP 5 kw-D. 1 kw-N. DA-2). 112 W. 5th. Phone Drake 2-6773. Nichols-Whitney Broadcasters. (acquired station October 1957).

Rep Bob Dore Assoc.
E. Boyd Whitney, pres & program director; Joe Rumay, gen mgr, news director & farm director; George Oliver, coml mgr; Gene Fennimore, chief engineer; Colleen Galther, women's director.

KEAY (Sept. 15, 1955): 1360 kc; 500 w-D. Paramount Bldg. Phone Drake 4-5235. Raymond D. Hollingsworth (original owner).

Rep Grant; Clyde H. Melville.
Raymond D. Hollingsworth, gen mgr; Robert Lemke, coml mgr; Bob Musgrave, program director; William Claack, chief engineer; Nita Krupp, women's director.

KZIP (1955): 1310 kc; 1 kw. D. 808 Charlotte St. Panhandle Broadcasting Co. (See David P. Pinkston stations in "Group Ownership").

Network Great Plains Trio. Rep Bernard Ray Winkler, co-owner, gen mgr & coml mgr.

ANDREWS, Andrews County

KACT (Dec. 21, 1954): 1360 kc; 1 kw-D. P. O. Box 638. Phone Lambert 3-2845. Joseph E. Young (original owner).

Network Keystone.
Joseph E. Young, pres, gen mgr & chief engineer; Del Kirby, coml mgr; Jacqui Young, program director; Sam Galloway, promotion mgr.

ATHENS, Henderson County

KBUD (May 1948): 1410 kc; 250 w-D. Highway 19 South. Phone 2277. Henderson County Broadcasting Co. (original owner).

Specialty programs: Negro, 1 hr. wkly.
J. B. McNutt Jr., pres, gen mgr, coml mgr & chief engineer.

ATLANTA, Cass County

KALT (Oct. 18, 1950): 900 kc; 1 kw-D. Bivins Highway. Phone 909. Ark-La-Tex Broadcasting Co. (original owner).

Network Keystone. Rep Best.
Herman H. Wommack Jr., pres; David A. Wommack, mgr, owner & chief engineer; Alvis N. Dowd, coml mgr; George H. Wommack, program director; Jeane Wommack, news director & women's director.

AUSTIN, Travis County

KAZZ (FM) (1957): 95.5 mc; 135 kw. 3006 Guadalupe St. Phone Greenwood 6-2642. Audio Land Broadcasting Corp. (acquired station July 1958).

James E. Moore Jr., pres & gen mgr; Frederick Kruse, coml mgr.

KHEI (FM) (1956): 98.3 mc; 750 w. 3006 Guadalupe St. Phone Greenwood 6-1202. Koderick E. Kennedy.

KNOW (1927): 1480 kc; 250 w. Capital National Bank Bldg., zone 16. Phone Greenwood 2-6213. TWX AZ 15. Pioneer Broadcasting Co. (acquired station June 1, 1949). (See Wendell Mayes stations in "Group Ownership").

Network ABC; Texas State Network. Rep Pearson.
Wendell Mayes, pres; Louis R. Cook, vp & gen mgr; M. H. Coleman, coml mgr; Lloyd Riddle, program & news director; Willis Morter, chief engineer.

KOKB (1948): 1370 kc; 1 kw-D. P. O. Box 1102, zone 66. Phone Greenwood 6-8873. Radio KOKE Inc. (acquired station Aug. 12, 1958).

Rep Melville (Dallas).
Giles E. Miller, pres; Jack J. G. Schatz, vp; Joe Roddy Jr., exec vp & gen mgr; Paul Crawford, program director; Dick Laine, promotion mgr; Buck C. Brown, chief engineer; Dennis James, news director; Elmer Allen, farm director.

KTBC (1939): 590 kc; 5 kw-D, 1 kw-N, DA-N. 6th and Brazos Sts. zone 63. Phone Greenwood 2-2424. TWX AZ 74. The LBJ Co. (acquired station 1947). (See LBJ stations in "Group Ownership").

Network CBS. Rep Raymer.
Mrs. Claudia T. Johnson, chmn of bd; J. C. Kellam, pres & gen mgr; O. P. (Bob) Bobbitt,

gen sales mgr; Richard (Cactus) Tryor, program director; Elmo Brown, promotion mgr; Ben Hearn, chief engineer; Paul Bolton, news director; Dave Shanks, farm director; Mary Gay Hoos, women's director.

KTBC-TV: Tv companion of KTBC (above).
***NEW** (not on air, target date unknown): 90.7 mc; 4.1 kw. Phone Greenwood 8-6491. U. of Texas.

R. C. Narin, assistant director, radio-tv.

*Non-commercial educational.

KVET (Oct. 1, 1946): 1300 kc; 1 kw. DA-N. 113 W. 5th St. zone 68. Phone Greenwood 8-5521. Austin Broadcasting Co. (original owner).

Network MRS. Rep ForJoe.
Specialty programs: Negro, 6 hrs. wkly.
Willard Deason, pres & gen mgr; H. W. Dunlop, local sales mgr; Dave Smith, national-regional sales mgr; Willis Morter, chief engineer.

BALLINGER, Runnels County

KBYN (August 1947): 1400 kc; 250 w-D. Box 351. Phone 3151. Central West Broadcasting Co. (original owner).

Network Keystone. Rep Best.
Specialty programs: Spanish, 1 hr. wkly.
M. M. Rochester, pres; R. F. McGarvey, gen mgr; Clayton Jay, coml mgr; W. C. Kelly, chief engineer; W. R. Gray, farm director.

BAY CITY, Matagorda County

KIOX (1947): 1270 kc; 1 kw. DA-N. P. O. Box 1391. Phone Circle 5-4642. Bay City Broadcasting Co. (original owner). (See J. G. Long stations in "Group Ownership").

Network MBS.
Specialty programs: Negro, 7 hrs. wkly.
J. G. Long, pres; Harry L. Becker, gen mgr; Don Rhea, coml mgr; Jerry Weella, program director; John Nash, promotion mgr; Robert Hemphill, chief engineer; Robert McMurrey, news director; Rayford Kay, farm director.

BAYTOWN, Harris County

KREL (1947): 1360 kc; 1 kw. DA-2. P. O. Box 419. Phone 2111 E. O. Roden & Associates. (See E. O. Roden stations in "Group Ownership").

E. O. Roden, pres; W. I. Duve, vp; Zane D. Roden, gen mgr.

BEAUMONT, Jefferson County

KFDM (1924): 560 kc; 5 kw. DA-N. 1420 Calder Ave. Phone Terminal 8-4731. TWX BO 8004. Beaumont Broadcasting Corp. (acquired station Feb. 1, 1939).

Network ABC. Rep Peters, Griffin, Woodward.
D. A. Cannan, pres; C. B. Locke, gen mgr; Ed E. Carroll, coml mgr; Dick McAdoo, program director & farm director; H. F. Caldwell, promotion mgr; Harold W. Bartlett, chief engineer; Ralph Ramos, news director.

KFDM-TV: Tv companion to KFDM (above).

KJBT (July 1947): 1380 kc; 1 kw-D. P. O. Box 2673. Phone Terminal 2-0201. KJTBX Broadcasting Co. (acquired station December 1954).

Rep ForJoe; Clyde Melville (Texas).
Specialty programs: Negro, 98 hrs. wkly.
Walter L. Rubens, pres, gen mgr & coml mgr; Ross Wilder Jr., program director; Jim Saxon, promotion mgr; William Carr, chief engineer; Tom Vance, news director; Elva Dubv, women's director.

KRIC (1938): 1450 kc; 250 w. 3130 Blanchette. Phone Terminal 3-9421. Enterprise Co. (original owner). (See "Newspaper Ownership").

Rep Branham.
Specialty programs: Negro, 24 hrs. wkly.
Eugene Davis, pres; Frank Dusenbury, gen mgr & coml mgr; Jack Easterwood, chief engineer; Jay Elson, news director.

KRIC-FM (1948): 97.5 mc; 9.1 kw. FM companion of KRIC (above).

KTRM (May 1, 1947): 990 kc; 1 kw. DA-1. 230 Orleans St. Phone Terminal 2-0092. KTRM Inc.

Rep O'Connell (New York); William Reilly (Chicago); Tracy Moore & Assoc. (Los Angeles).
Jack Neil, pres, gen mgr & coml mgr; Roy D. Shotts, station mgr; J. P. Richardson, program director & news director; Mary Bond Belk, promotion mgr; Ben F. Hughes, chief engineer; Charlie Schmucker, farm director; Virginia Moon, women's director.

BEEVILLE, Bee County

KIBL (Oct. 20, 1949): 1480 kc; 250 w. P. O. Box 650. Phone Fleetwood 8-2197. Bee Broadcasting Co. (original owner).

Specialty programs: Spanish, 25 hrs. wkly.
John D. Rossi & V. L. Rossi, partners; John D. Rossi, gen mgr; James V. Rossi, station mgr; James M. Goodman, coml mgr & sports director; Bill James, program director; H. E. Bertram, chief engineer; Arthur Athey, farm director.

BIG LAKE, Reagan County

KBLT (May 16, 1958): 1290 kc; 1 kw-D. P. O. Box 276. Phone 129. TWX 7551. Big Lake Broadcasting Co. (original owner).

Network Keystone. Rep Continental Radio Sales; Weed (regional).

Specialty programs: Spanish, 3 1/2 hrs. wkly.
Jim Sample, co-owner; Donald Boston, co-owner, gen mgr & chief engineer; Claud Barnett, coml mgr; Rickey Darling, program director; Riley Proctor, news director; E. O. (Dusty) Nevills, farm director.

BIG SPRING, Howard County

KBST (1936): 1490 kc; 250 w. 702 Johnson St. Phone 4-6391. Affiliated Newspapers Inc. (acquired station July 1958). (See "Newspaper Ownership").

Rep Pearson.
R. W. Whipkey, pres.
KBST-TV: Tv companion of KBST.

KBYG (Sept. 12, 1949): 1400 kc; 100 w. 117 Park Rd. Phone Amherst 4-1326. Maples-McAllister Broadcasting Co. (acquired station July 25, 1958).

Network Keystone. Rep Best.
Grady Franklin Maples, co-owner & news director; R. B. McAllister, co-owner; Jim Richardson, gen mgr, coml mgr & program director; Marvin Williams, chief engineer; Ellen Richardson, women's director.

KHEM (July 9, 1958): 1270 kc; 1 kw-D. P. O. Box 1066. Phone Amherst 4-2523. Elm Broadcasting Corp. (original owner).

Rep Clark.
J. Homer McKinley, pres & farm director; Walt Lawson, gen mgr, coml mgr & chief engineer; Hank Hatrell, program director & news director; Truett Thomas, promotion mgr.

BONHAM, Fannin County

KFYB (1918): 1420 kc; 250 w-D. 903 E. Fourth St. Phone Justice 3-3151. Charles L. Cain.
Charles L. Cain, gen mgr; Jessie Mae Cain, assistant mgr; Tommy Grisham, traffic mgr.

BORGER, Hutchinson County

KBBS (Nov. 18, 1957): 1600 kc; 500 w-D. Box 1478. Phone Broadway 3-7575. R. L. McAllister (original owner).

Network Keystone.
Specialty programs: Negro, 1 hr. wkly.
R. L. McAllister, gen mgr & chief engineer; Bill Gordon, coml mgr; Barney Groven, program director & news director; June M. Hoopes, women's director.

KHUE (1946): 1450 kc; 250 w. P. O. Box 110. Phone Broadway 3-3744. KHUE Inc.

Network MBS.
R. G. Hughes, pres; Jack Roberts, gen mgr.

BRADY, McCulloch County

KNEL (December 1955): 1490 kc; 250 w. 509 S. Bridge. Phone 7277. TWX 4040. Gene M. Burns. (acquired station May 14, 1958).

Network Keystone. Rep Best.
Specialty programs: Negro, 1 hr. wkly.; Spanish, 1 hr. wkly.
Gene M. Burns, pres, gen mgr & coml mgr; Joe McMurry, program director; Frank Jones, chief engineer; Larry Brannan, news director; J. D. Hampton, farm director; Monty Burns, women's director.

BRECKENRIDGE, Stephens County

KSTB (September 1947): 1430 kc; 1 kw-D. Miller Bldg. Phone HI 8-3331. Hugh M. McBeath. (acquired station June 1957).

Network Keystone. Rep Best.
Hugh M. McBeath, gen mgr & coml mgr; Jay Thompson, program director.

BRENHAM, Washington County

KWEL (1947): 1280 kc; 1 kw-D. 19 1/2 Main St. Phone Greenheld 6-2655. Tom S. Whitehead (original owner). (See "Newspaper Ownership").

Tom S. Whitehead, pres & gen mgr; Richard H. Chaney, coml mgr & program director; Louie Schlottmann, chief engineer; Tommie Blake, news director; J. W. Stoffelme Jr., farm director; Betty Beaumier, women's director.

BROWNFIELD, Terry County

KTFY (Aug. 8, 1949): 1300 kc; 1 kw-D. P. O. Drawer 1032. Phone 2111. Mike Allen Barrett (original owner).

Rep Best.
Specialty programs: Spanish, 21 hrs. wkly.
Mike A. Barrett, gen mgr & coml mgr; Crawford Taylor, program director; Cal McAdams, chief engineer; Ernest E. Barton, farm director; Marg Williams, women's director.

BROWNSVILLE, Cameron County

KBOR (Feb. 22, 1949): 1600 kc; 1 kw. DA-2. P. O. Box 472. Phone Lincoln 2-5677. TWX B 017. Brownsville Broadcasting Co. (original owner).

Network ABC. Rep Best.
Specialty programs: Spanish, 20 hrs. wkly.
Minor J. Wilson, pres & gen mgr; Vance C. Wilson, coml mgr; John Harrison, program director & promotion mgr; Willis A. Wilson, chief engineer; Joe Oliveira, news director; Duke Palmer, farm director; Connie Green, women's director.

KZO (See Matamoros, Mexico).

Radio Stations CONTINUED

TEXAS CONTINUED

BROWNWOOD, Brown County

KBWD (Aug. 17, 1941): 1380 kc; 1 kw-D, 500 w-N 800 Hawkins St. Phone 2401. Brown County Broadcasting Co. (original owner). (See Wendell Mayes stations in "Group Ownership").

Network MBS, Texas State Network. Rep Avery-Knodel.

Wendell Mayes, pres; Bill Jamar, station mgr & program director; J. Fred Perry, coml mgr; Barbara Taylor, promotion mgr & women's director; Jim Bowen, chief engineer; Bob Duncan, farm director.

KEAN (1953): 1240 kc; 100 w. P. O. Box 666. Phone 4372. KEAN Radio Corp. (acquired station July 1956).

Rep Best. Specialty programs: Spanish, 1 hr. wkly.; Negro, 1½ hrs. wkly.

Pat Farren Davidson, pres; Eddy Farren, gen mgr & program director; Jimmy Farren, coml mgr; Max Donnell, chief engineer; Pat Davidson, news director; J. Hartsell, farm director.

BRYAN, Brazos County

KORA (1947): 1240 kc; 250 w. 310 E. 25th St. Phone Taylor 3-1240. Bryan Broadcasting Co. (original owner).

Network MBS. Rep Best. Specialty programs: Spanish, 6 hrs. wkly.; Negro, 1 hr. wkly.

David C. Jones Jr., pres; Roy Greer, gen mgr & coml mgr; James L. Harvey, chief engineer.

CAMERON, Milam County

KMIL (1955): 1330 kc; 500 w-D. P. O. Box 832. Milam Broadcasters Ltd.

Milton F. Brown Jr., partner & gen mgr.

CARRIZO SPRINGS, Dimmit County

KBEN (1955): 1450 kc; 250 w. 104 S. Fourth St. Phone Tremont 6-2210. Walter H. Herbert Jr. (acquired station March 1, 1956).

Network Keystone. Specialty programs: Spanish, 3½ hrs. wkly. Walter H. Herbert Jr., pres, gen mgr & chief engineer; Mrs. Walter H. Herbert Jr., coml mgr & women's director; John D. Costello, program director & news director; Ramon Montemayor, promotion mgr.

CARTHAGE, Panola County

KGAS (Oct. 20, 1955): 1590 kc; 1 kw-D, 107½ N. St. Marys St. Phone 876. Carthage Broadcasting Co. (acquired station Dec. 11, 1957).

Network Keystone. Specialty programs: Negro, 6 hrs. wkly. Bev E. Brown, pres, gen mgr & coml mgr; Franklin Battles, promotion mgr; Elmer Joe Grainger, chief engineer; J. C. Kelly Jr., news director; Joe Ben Lagrone, farm director; Joyce Ann Brown, women's director.

CEDAR HILL, Dallas County

KDFW (FM) (1956): 107.9 mc; 88 kw. 2820 N. 16 St. Phoenix, Ariz. Phone Crestwood 4-7656. C&F Musiccasting Co. E. V. Cole, pres; M. H. Frostram, gen mgr.

CENTER, Shelby County

KDET (Feb. 22, 1949): 930 kc; 1 kw-D, 205 Austin St. Phone Lyric 8-3305. Center Broadcasting Co. (original owner).

Network East Texas Network. Rep Clarke Brown Co. (South).

Tom B. Foster, pres, gen mgr & coml mgr; Charles Hancock, program director & news director; Jack Bell, promotion mgr; Morris Stagner, chief engineer; Charlie Slate, farm director; Mrs. Reg G. Payne, women's director.

CHILDRESS, Childress County

KCTX (1947): 1510 kc; 250 w-D, 200 Main St. Phone Webster 7-2563. Golden West Broadcasting Co.

Network Keystone. Rep Best. R. Malone Hagan, pres; George E. Morey, gen mgr.

CLARKSVILLE, Red River County

KCAR (April 23, 1955): 1350 kc; 500 w-D, P. O. Box 609. Phone 58. KCAR Inc. (acquired station Jan. 1, 1956).

Network Keystone. Rep Best. Maurice Wooley, pres; Paul H. Daniels, gen mgr, coml mgr & chief engineer; J. Mac Varley, program director & news director; Paul Herscher, farm director; Katherine Wallace, women's director.

CLEBURNE, Johnson County

KCLE (April 1947): 1120 kc; 250 w-D, 919 North Main. Phone Milton 5-6643. Marti Inc. (original owner).

Rep Best. George W. Marti, pres, gen mgr, coml mgr & chief engineer; D'Voe Lee Smith, program director; John S. Rutner, news director.

KCLE-FM (April 1949): 94.9 mc; 6.4 kw. Partially duplicates KCLE (above).

CLEVELAND, Liberty County

KVLB (Feb. 5, 1954): 1410 kc; 500 w. DA-2. P. O. Box 437. Phone Lyric 2-3535. Cleveland Broadcasting Co. (original owner).

Network Keystone, Southeastern Key Market Network.

Harvard C. Bailes, pres & gen mgr; Will Coker, coml mgr; Jimmy Hogg, program director; Glen Dodson, chief engineer.

COLEMAN, Coleman County

KSTA (Nov. 1, 1947): 1000 kc; 250 w-D, P. O. Box 432. Phone 8406. Coleman County Broadcasting Co. (original owner).

Network Keystone. Rep Melville (Southwest).

Specialty programs: Spanish, 5 hrs. wkly. Floyd Shelton, pres, gen mgr, news director & farm director; Paul Johnson, coml mgr; Jay Starks, program director; J. D. Larson, chief engineer; Lola Johnson, women's director.

COLLEGE STATION, Brazos County

WTAW (1922): 1150 kc; 1 kw-D, 3707 S. College Ave. Phone Victor 6-7788. WTAW Broadcasting Corp. (Oct. 1, 1957).

Network Keystone, Southeastern Key Market network.

Arthur H. Holt Jr., gen mgr & chief engineer; Bill Hummell, coml mgr; Don Friedrich, program director; Gladys Steshko, promotion mgr; Roy Fulkerson, news director.

COLORADO CITY, Mitchell County

KVMC (June 16, 1950): 1320 kc; 1 kw-D, P. O. Box 590. Phone Randolph 8-3320. Colorado City Broadcasting Co. (acquired station Aug. 1, 1951).

Rep Best: Clyde Melville. Eldon B. Mahon, pres & gen mgr; Lyle Shuman, coml mgr; Drew Ballard, program director; Porter Richardson, station mgr & chief engineer.

CONROE, Montgomery County

KMCO (April 16, 1951): 900 kc; 500 w-D, DA. 324½ N. Main St. Phone Pleasant 6-4466. Montgomery County Broadcasting Co. (acquired station April 16, 1951).

Rep Best. Specialty programs: Negro, 7½ hrs. wkly. Reagan Smith, pres; David L. Oglesby, gen mgr & coml mgr; Lee Meredith, program director; Dave White, promotion mgr; John W. Neathery Jr., chief engineer; Hal Coley, news director; George Clyburn, farm director.

CORPUS CHRISTI, Nueces County

KANN (See Sinton).

KATR (January 1944): 1030 kc; 50 kw. 402 S. Chaparral. Phone Tulip 4-5258. Broadcasters Inc. (acquired station Nov. 5, 1956).

Specialty programs: Spanish, 16 hrs. wkly. Glenn Alexander, pres; Harry H. Hayes, gen mgr, coml mgr & promotion mgr; Jack R. Reynolds, program director, news director & farm director; Paul H. Waller, chief engineer.

KCCF (1951): 1150 kc; 1 kw. DA-D, P. O. Box 5266. Phone Tulip 4-2426. International Radio Co.

Network National Spanish Language Network, Texas Spanish Language Network. Rep National Times Sales; Oakes (west coast).

Manuel Ramirez, pres; C. V. Guzman, vp; Dr. A. C. Garcia, gen mgr.

KDMC (FM) (August 1957): 95.5 mc; 4 kw. 1107 Agnes St. Phone Tulip 4-1532. Master Music Inc. (Background Music).

Donald M. Corley, pres; C. M. Goode, gen mgr; Oliver Seale, coml mgr; Lynn Pentony, program director; Ron Williams, chief engineer.

KEYS (1942): 1440 kc; 1 kw-D, 500 w-N, DA-N, Centre Theatre Bldg. zone 1. Phone Tulip 2-7411. Nueces Broadcasting Co. (original owner).

E. C. Hughes, pres & gen mgr; Allan Dale, coml mgr; Dick Lahm, program director & promotion mgr; H. B. Lockhart, chief engineer; Jerry Fisher, news director.

KRYS (1927): 1360 kc; 1 kw. 6102 S. Staples. Phone Hysses 2-7341. TWX CC 120. South Texas Broadcasting Co. (acquired station October 1956).

Network NBC; Texas Quality Network. Rep Peters, Griffin, Woodward.

Robert Straus, pres; A. C. Lloyd Jr., gen mgr & coml mgr; Robert Blase, program director; Mary Whitsett, promotion mgr; L. L. Stewart, chief engineer; Bob Dickson, news director; Doris Chandler, women's director.

KSKX (1947): 1230 kc; 250 w. Show Room Bldg. Phone Tulip 4-1616. Corpus Christi Broadcasting Co.

Network ABC; CBS. Rep ForJoe; Clarke Brown (Southern).

Vann M. Kennedy, gen mgr; Charlie R. Manning, coml mgr; Eugene Looper, program director.

KUNO (March 1950): 1400 kc; 250 w. P. O. Box 4286. Phone Tulip 4-5203. KUNO Radio Inc.

Network Sombbrero Network. Rep O'Connell (New York); Wm. J. Reilly Inc. (Chicago); Tracy Moore & Assoc. (Los Angeles); Harry Wheeler & Co. (Boston); Clarke Brown Co. (south).

Specialty programs: Spanish, 17½ hrs. daily.

McHenry Tichenor, pres; Sterling Zimmer-

man, vp & gen mgr; Herb Garrett, coml mgr & promotion mgr; Hector Elpidio Barrera, program director; Franklin Smith, chief engineer; Victor Lara Ortega, news director; Ponce de Leon, women's director.

CORSICANA, Navarro County

KAND (May 1937): 1340 kc; 250 w. 609 W. 7th Ave. Phone Tremont 4-7421. Alto Inc. (acquired station August 1956).

Rep Branham. R. E. Lee Glasgow, pres; Luther A. Johnson Jr., exec vp & gen mgr.

CRANE, Crane County

KCBN (not on air; target date not announced): 1380 kc; 1 kw-D, P. O. Box 638, Andrews, Texas. Joseph E. Young (original owner).

CROCKETT, Houston County

KIVY (Jan. 19, 1950): 1290 kc; 500 w-D, P. O. Box 670. Phone 222. Pioneer Broadcasting Co. (original owner).

Network Keystone, East Texas Network. Specialty programs: Negro, 7 hrs. wkly. James H. Gibbs, owner & mgr; Bill Carter, coml mgr & chief engineer; Bob Mattox, farm director; Betty Gibbs, women's director.

CUERO, DeWitt County

KCFH (1949): 1600 kc; 500 w-D. Phone 5-3430. A. M. Respondek.

Rep Best: Biddick (west coast). A. M. Respondek, gen mgr.

DALHART, Dallam County

KXIT (1948): 1410 kc; 500 w-D. Highway 51 North. Phone 740. Dalhart Broadcasters. (acquired station Aug. 1, 1956).

Network Keystone. Rep Best. Robert J. Beller, pres, gen mgr & chief engineer; Leonard J. Beller, program director; Carl M. Cumming, farm director.

DALLAS, Dallas County

KBOX (1952): 1480 kc; 5 kw-D, 500 w-N, DA-2, 5900 McCrae Rd. zone 18. Phone Diamond 8-3530. TWX DL 1086. KBOX Radio Station (acquired station July 14, 1958). (See H. & E. Balaban stations in "Group Ownership").

Rep Eastman. John P. Box Jr., exec vp & managing director; Dick Morrison, gen sales mgr; Harriet Baker, administrative assistant; Robb Robbins, program director; Charles Boland, promotion mgr; Gordon Vaughan, chief engineer; Pat Conway, news director; Bill Jenkins, farm director; Irene Rummels, women's director.

KXKL (June 3, 1947): 1040 kc; 1 kw-D, 1401 S. Akard St. zone 15. Phone Riverside 1-5016. Variety Broadcasting Co.

Rep Richard O'Connell (New York); William J. Reilly (Chicago); Clarke Brown (south).

Lee Segall, pres; Dan Hayslett, assistant mgr & national sales mgr; Don Robinson, program director & news director; John Wilson, promotion mgr; Bob E. Tripp, chief engineer; Meg Healy, women's director.

KXKL-FM (Nov. 15, 1947): 104.5 mc; 25 kw. Duplicates KXKL (above).

KLIF (1947): 1190 kc; 50 kw-D, 1 kw-N, DA-2, 2104 Jackson, zone 1. Phone Riverside 2-7121. McLendon Corp. (original owner). (See McLendon stations in "Group Ownership").

Rep Blair.

Gordon McLendon, pres; Bill Morgan, gen mgr; Al Lurie, coml mgr; Ken Knox, program director; Don Newbury, promotion mgr; Glenn Callison, chief engineer; Dave Muhlsteln, news director; Charles Jordan, farm director; Rowanie Chinn, women's director.

***KNER (FM)** (October 10, 1955): 88.1 mc; 10 w. Buckner Orphan Home.

Dr. E. L. Carnett, pres; Rev. Marvin D. Miller, station supervisor.

KRLD (1926): 1080 kc; 50 kw, DA-N, Herald Square. Phone Riverside 2-6811. KRLD Radio Corp. (See "Newspaper Ownership").

Network CBS. Rep Branham.

John W. Runyon, chmn of bd. Clyde W. Rembert, pres; W. A. Roberts, gen mgr & coml mgr; Ted Parrino, program director; Lloyd Price, promotion director.

KRLD-FM (1926): 92.5 mc; 40 kw. Duplicates KRLD (above).

KRLD-TV: Ty companion of KRLD-AM-FM.

KSPM (FM) (January 1958): 105.3 mc; 11 kw. White-Plaza Hotel, zone 1. Phone Riverside 2-4764. Metropolitan Broadcasting Corp.

Adele Needham, gen mgr & coml mgr; Perry Q. Needham, program director; Frank Haahn, chief engineer.

KSXY (September 1941): 660 kc; 1 kw-D, Stoneleigh Hotel. Phone Riverside 2-6193. Sky Broadcasting Service. (original owner).

Specialty programs: Czechoslovakian, 1 hr. wkly.

A. L. Chilton, pres; R. G. Terrill, gen mgr & coml mgr; F. Andrew Bell, program director & news director; Carl E. McDaniel, promotion mgr; Morris M. Ming, chief engineer; L. H. Chilton, women's director.

KVTT (FM) (1950): 91.7 mc; 780 w. 1316 W. Commerce St. Texas Trade School.

WFAP (June 26, 1922): 820 kc; 50 kw. 570 kc; 5 kw, DA-2, S-WRAP, 1122 Jackson St., zone 2. Phone Riverside 1-9631. TWX 295. A. H. Belo

*Non-Commercial.

TEXAS CONTINUED

(Corp. (original owner). (See "Newspaper Ownership").

Network WFAA-570, ABC; WFAA-820, NBC. Rep. Petry.

E. M. Dealey, pres; Alex Keese, managing director; Karl Lambert, assistant to the director; George K. Utley, station mgr & coml mgr; Bill Crowder, program director; Winona Portwood, promotion mgr; Jim Webb Couper, chief engineer; Elroy Owens, news director; Murray Cox, farm director.

WFAA-FM (not on air, target date unknown): 97.9 mc; 38 kw.

WFAA-TV: Tv companion of WFAA-AM-FM. (above).

WRR (1920): 1310 kc; 5 kw, DA-N. Fair Park, zone 10. Phone Taylor 3-6101. TWX ZR. City of Dallas (original owner).

Network MBS, Texas State Network. Rep Avery-Knodel.

Durward J. Tucker, gen mgr & chief engineer; Charles Frauman, sales coordinator; Richard Weeks, program director; John York, news director.

WRR-FM (1948): 101.1 mc; 68 kw. Duplicates WRR (above).

DEL RIO, Val Verde County

KDLX (1947): 1230 kc; 250 w. P. O. Box 1162. Phone 5-2431. Del Rio Broadcasting Co. (acquired station 1953).

Network Keystone. Rep Don Howard & Co. Don Howard, pres, gen mgr & coml mgr; Ernest Morriss, program director; Roy Herbert, chief engineer & farm director; Lloyd Richardson, news director; Mary Hays, women's director.

KERF (See Mexico).

DENISON, Grayson County

KDSX (Sept. 26, 1948): 950 kc; 500 w. DA-2. P. O. Box 263. Phone-Homestead 5-1600. KDSX Inc. (original owner).

Rep Clyde Melville Co.
E. V. Hammond Jr., pres; L. L. Hendrick, vp; William A. Duke, station director; William A. Jaco, coml mgr; Joseph D. Knight, chief engineer; Richard G. Wood, news director.

KREY (See Sherman).

KTXO (See Sherman).

DENTON, Denton County

KDNT (1938): 1440 kc; 1 kw-D, 600 w-N, DA-N. Radio Center Bldg. Phone Dupont 2-4144. Harryell V. Shepard.

Harwell V. Shepard, pres & gen mgr.
KDNT-FM (1945): 108.3 mc; 760 w. Same address. Hearnes and personnel as KDNT (above).

DIBOLL, Angelina County

KSPB (June 2, 1958): 1260 kc; 1 kw-D. Box 336. Phone Myrtle 8-5533. Arthur Temple Jr. (original owner). (See "Newspaper Ownership").

Tommy Ward Lanyon, gen mgr; Evelyn Lanyon, coml mgr; Don Wier, program director; Billy Christie, chief engineer; Ullman McMullen, farm director.

DUMAS, Moore County

KDDD (May 1, 1948): 500 kc; 250 w-D. P. O. Box 337. Phone Webster 5-4141. North Plains Broadcasting Corp. (original owner).

Rep Best; Melville (Southwest)
Lucian W. Spencer, pres; Ken Duke, gen mgr; Al Tremble, coml mgr; Del Maurer, program director; Granville Murphey, chief engineer; Coy Jensen, news director; John James, farm director.

EAGLE PASS, Maverick County

KEPS (July 11, 1957): 1270 kc; 1kw-D. 209 Adams. Phone Prospect 3-3729. Uvalde Broadcasters. (acquired station Oct. 10, 1957). (See Harpole stations in "Group Ownership").

Specialty programs: Spanish, 12 hrs. wkly.
E. J. Harpole, pres; Donn S. Mitchell, gen mgr.

EASTLAND, Eastland County

KERC (August 1953): 1590 kc; 500 w-D. P. O. Box 590. Phone 162. Tri Cities Inc. (acquired station March 6, 1957).

Specialty programs: Negro, 6 hrs. wkly.
Hugh Neeld, pres; R. H. Ross, gen mgr, coml mgr & promotion mgr; Vern Meroney, program director & news director; Dale Chick, chief engineer; Allen Miller, farm director; Mrs. M. Johnson, women's director.

EDINBURG, Hidalgo County

KURV (October 1947): 710 kc; 250 w. DA-N. P. O. Box 480. Phone Dudley 3-2777. KURV Inc. (acquired station October 1953).

Specialty programs: Spanish, 32 hrs. wkly.
Rogers Kelley, pres; J. M. McDonald, gen mgr & coml mgr; Harold M. Jeffcoat, pro-

gram director; Edgar McBurney, chief engineer; David Black, news director.

EL CAMPO, Wharton County

KULP (February 1949): 1390 kc; 500 w-D. P. O. Box 1390. Phone Lincoln 3-3303. TWX 396. Wharton County Broadcasting Co. (original owner).

Specialty programs: Spanish, 8 hrs. wkly.; German, 1 hr. wkly.; Czechoslovakian, 4 hrs. wkly.

Culp Krueger, pres; V. Frank Jones, gen mgr & coml mgr; Bob Coughlin, program director; A. T. Lindecum, promotion mgr; Joe H. Miller, chief engineer; Chuck Schwartzkopf, news director; Henry Smith, farm director; Yvonne Schwarz, women's director.

EL PASO, El Paso County

KELP (1947): 920 kc; 1 kw-D, 500 w-N, DA-N. 4530 Delta. Phone Keystone 3-5911. TWX EP 43. KELP Radio Corp.

Rep Young.
Richard E. Jones, pres; Herb Golombek, gen mgr; Johnny Fairchild, program director; Mike D. Gaglio, chief engineer; Dick Richmond, news director.

KELP-TV: Tv companion of KELP (above).

KHEY (1947): 690 kc; 10 kw, DA-2. P. O. Box 3368. Phone Logan 5-2731. KEPO Broadcasting Co. (acquired station July 15, 1957).

Rep Bolling.
Specialty programs: Spanish 6 hrs. wkly.

E. O. Smith, Ray Odom, A. V. Bamford, co-owners; Joe Thompson, gen mgr; Virgil Bond, program director; William Hilbert, chief engineer; John Thompson, news director.

KHMS (FM) (not on air; target date fall 1958): 94.7 mc; 2.55 kw. 725 Mills Bldg. Phone Keystone 3-8731. H-M Service Co.

Logan D. Matthews, partner, coml mgr & program director; Albert C. Hynes, partner & chief engineer.

KINT (not on air; target date not announced): 1590 kc; 1 kw-D. c/o Denver Baseball Club, Bears Stadium, W. 20th Ave. at Decatur St., Denver, Colo.

Robert L. Howsam.

KOYE (May 24, 1958): 1150 kc; 1 kw-D. 470 S. Glenwood St. Phone Prospect 2-5211. Coronado Broadcasters (original owner).

Rep Webb.
Specialty programs: Spanish, 92½ hrs. wkly.; Italian, 1 hr. wkly.; Hebrew, ½ hr. wkly.

John S. Chavez, pres, gen mgr & coml mgr; Mario Pechini, program director; Charles Croft, chief engineer; Jose Eduardo Ramirez, news director; Lupe Caballero, women's director.

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CBS FOR DALLAS-FORT WORTH

Radio Stations CONTINUED

TEXAS CONTINUED

EL PASO (Continued)

KBOD (1940): 600 kc; 5 kw, DA-N. Wyoming at Walnut. Roderick Broadcasting Co. (See "Newspaper Ownership").
Network CBS; CPRN, Southwest Net. Rep Branham.

Val Lawrence, gen mgr; Bruce Barnard, station mgr; Audian Paxson, coml mgr.

KSET (1949): 1340 kc; 250 w, 904 Magoffin Ave. Phone Keystone 2-4974. Rio Grande Broadcasting Co. (original owner).

Network MBS. Rep McGavren-Quinn; Clyde Melville (Dallas).

Fred Hervey, pres; Tom McKenna, gen mgr; Richard Lee, chief engineer.

KTSM (Aug. 22, 1929): 1380 kc; 1 kw-D, 500 w-N, 801 N. Oregon St. Phone Keystone 2-5423. TWX 193. Tri State Broadcasting Co. (original owner).

Network NBC. Rep Hollingbery.

Karl O. Wyler, pres & gen mgr; Jack Chapman, station mgr; Rudy Tellez, program director; Jack Elliott, promotion director; Ray Watkins, radio engineering supervisor; Jack Salem, news director.

***KVOF-FM** (Sept. 14, 1959): 88.5 mc; 10 kw. Texas Western College.

Dr. Dysart Holcomb, pres; Virgil C. Hicks (faculty supervisor); Frank Jordan, chief engineer.

*Non-commercial educational.

KEJ (See Mexico).

FALFURRIAS, Brooks County

KPSO (Jan. 1, 1953): 1260 kc; 500 w-D, P. O. Box 307. Phone 555. Radio Station KPSO Ltd. (acquired station Nov. 1, 1955).

Network Keystone.
Specialty programs: Spanish, 20 hrs. wkly.

Bob Hicks, pres & gen mgr; Marvin Propes, coml mgr; Paul Brown, program director; H. Gomez, chief engineer; Bill Bennett, news director; Don Hood, farm director; Thelma Glaze, women's director.

FLOYDADA, Floyd County

KPLD (April 13, 1951): 900 kc; 250 w-D, P. O. Box 1006. Phone Yukon 3-2841. West Texas Broadcasters Inc. (original owner).

Network Keystone. Rep Continental.

Specialty programs: Spanish, 8 hrs. wkly.
B. A. Robertson, pres; Glen Amburn, gen mgr & coml mgr; Pauline Webb, program director; B. K. Barker Jr., chief engineer & farm director; Alma Holmes, women's director.

FORT STOCKTON, Pecos County

KFST (1954): 860 kc; 250 w-D, P. O. Box 651. Phone Ed 6-2228. KFST Inc. (See Hawkins-Hubbs stations in "Group Ownership"; also see "Newspaper Ownership").

Network Keystone. Rep Best.
Dennis Fisher, gen mgr; James Fromme, program director; M. L. Baze, chief engineer.

FORT WORTH, Tarrant County

KFUL (1946): 1540 kc; 10 kw-D, 1 kw-N, DA-2, P. O. Box 2049. Phone Edison 6-5641. Dalworth Broadcasting Co. (acquired station January 1957).

Rep Bernard.
Specialty programs: Spanish, 6 hrs. wkly.

Kurt A. Meer, pres & gen mgr; Stuart H. Barondess, station mgr; Horace L. Logan, program director & farm director; S. J. Spiegel, promotion mgr; John Lemons, chief engineer; Carl Logan, news director; Rita Reynolds, women's director.

KFJZ (1932): 1270 kc; 5 kw, DA-1, 4801 West Freeway, zone 7. Phone Pershing 7-6631. Tarrant Broadcasting Co. (acquired station 1931). (See Texas State Network stations in "Group Ownership").

Network Texas State Network. Rep Blair.
Gene L. Cagle, pres; Charles R. Jordan, gen mgr; Clyde Pemberton, coml mgr; Dave Naugle, program director; James T. Peterson, chief engineer; Porter Randall, news director.
KFJZ-TV: Tv companion to KFJZ (above).

KJIM (Feb. 15, 1947): 870 kc; 250 w-D, 2212 E. Fourth, zone 11. Phone Edison 6-7175. Trinity Broadcasting Co. (acquired station April 1, 1958). (See Houston Broadcasting Co. stations in "Group Ownership").

Rep Richard O'Connell (New York); William J. Reilly (Chicago); Clarke Brown (south).

William D. Schueler, pres; Dick Osburn, coml mgr; Walter W. Jones, program director; Chester Grubbs, chief engineer; Jackie Brown, news director; Charlotte McCall, women's director.

KNOH (Dec. 4, 1946): 970 kc; 1 kw-D, 3601 Kimbo Rd zone 11. Phone Terminal 1-1278. Associated Broadcasters Inc. (acquired station Feb. 15, 1957). (See John W. Kluge stations in "Group Ownership").

Rep Stars National; Dora-Clayton
Specialty programs: Negro, 105 1/4 hrs. wkly.
John W. Kluge, pres; Stuart J. Hepburn,

gen mgr & coml mgr; Gerald Max Lowrie, chief engineer.

KXOL (1947): 1360 kc; 5 kw-D, 1 kw-N, DA-N, 3004 West Lancaster. Phone Edison 5-9511. KXOL Inc. (acquired station July 1955). (See Wendell Mayes stations in "Group Ownership"; also see "Newspaper Ownership").

Rep Avery-Knodel.

Wendell Mayes, pres; Earle Fletcher, gen mgr; Howell Jones, local mgr; Bill Enis, program director; Jim Morgan, promotion mgr; John R. Crouse, chief engineer; Bill Hightower, news director.

WBAP (May 2, 1922): 820 kc; 50 kw, 570 kc, 5 kw, DA-2, S-WFAA Dallas, 3900 Barnett, zone 3. Phone Jefferson 5-1941. TWX FT 8012. Carter Publications Inc. (See "Newspaper Ownership").

Network (WBAP-570) ABC, (WBAP-820) NBC. Rep Peters, Griffin, Woodward.

Amos Carter Jr., pres; Harold Hough, director; George Cranston, gen mgr; Roy I. Bacus, coml mgr; A. M. Woodford, program director; Margaret McDonald, promotion mgr; R. C. Stinson, chief engineer; James A. Byron, news director; W. A. (Doc) Ruhmann, farm director.

WBAP-FM (March 1949): 96.3 mc; 52 kw. Duplicates WBAP (above).

WBAP-TV: Tv companion of WBAP-AM-FM.

FREDERICKSBURG, Gillespie County

KNAF (1947): 1340 kc; 250 w, Security State Bank Bldg. Phone 311. Gillespie Broadcasting Co.

Network MBS, Keystone. Rep Best.
Norbert A. Fritz, gen mgr & coml mgr.

FREEMONT, Brazoria County

KBRZ (1952): 1460 kc; 500 w-D, P. O. Box 1077. Phone 3-2655. KBRZ Inc.

William D. Schueler, pres; Kenneth Ferguson, gen mgr.

GAINESVILLE, Cooke County

KGAF (Oct. 1, 1947): 1580 kc; 250 w-D, State School Bldg. Phone Howard 5-5546. Gainesville Broadcasting Co. (original owner). (See "Newspaper Ownership").

Rep Melville.

Joe M. Leonard Sr., pres; Joe M. Leonard Jr., gen mgr; Earl Leonard, coml mgr & news director; Bob Couch, program director; Lloyd Ridner, promotion mgr; J. O. Miller, chief engineer; Marie Wade, women's director.

KGAF-FM (not on air; target date not announced): 94.5 mc; 2.48 kw. Same address and licensee as KGAF (above).

GALVESTON, Galveston County

KGBC (February 1947): 1540 kc; 1 kw-D, 250 w-N, DA-N, 715 Marine Ave. Phone Southfield 3-1329. Galveston Broadcasting Co. (original owner).

Rep Pearson.
Specialty programs: Spanish, 4 1/2 hrs. wkly.; Negro, 27 hrs. wkly.

James W. Bradner Jr., pres; George D. (Steve) Cowan, gen mgr; Louis E. Johnson, coml mgr; Louis Jay, program director; Gordon Peters, promotion mgr; Luke Stripling, chief engineer; Cecil Tuck, news director; Francis Kay Harris, women's director.

KILE (1922): 1400 kc; 250 w, 6092 Broadway. Phone Southfield 5-6676. Island Broadcasting Co. (acquired station Aug. 5, 1957).

David Nathan, pres; Robert L. McClellan, gen mgr; Martin E. Griffin, coml mgr; Thomas Dycus, program director; Larry Moore, promotion mgr; Lee Clough, chief engineer; Tom Lewis, news director; Thom Beck, farm director; Merial Johnson, women's director.

GLADEWATER, Gregg County

KSIJ (Jan. 2, 1949): 1430 kc; 1 kw-D, P. O. Box 1426. Phone 2181. Gladewater Broadcasting Co. (acquired station November 1949).

Network East Texas Network. Rep Best.
C. A. Lee, pres & gen mgr; John Bill Lowry, coml mgr; Tom Perryman, program director; promotion mgr, news director & farm director; Lloyd W. Johnson, chief engineer; Shirley Graham, women's director.

GONZALES, Gonzales County

KCTI (Dec. 17, 1947): 1450 kc; 250 w, 425 St. George St. Phone 770. Gonzales Broadcasting Co. (original owner).

Network Keystone. Rep Cooke.
Specialty programs: Spanish, 6 hrs. wkly.; Negro, 1 1/2 hrs. wkly.

Frank Wilson Jr. and Lawrence M. Walshak, partners; Mr. Walshak, gen mgr & coml mgr; Mr. Wilson, program director & chief engineer; Frank E. Seivers, farm director.

GRAHAM, Young County

KSWA (1948): 1330 kc; 500 w-D, P. O. Box 1950. Phone Lincoln 9-1230. Webb Enterprises. (acquired station Aug. 1, 1956).

Network Keystone. Rep Continental.
Gilbert T. Webb and J. Earl Webb, co-owners; Gilbert Webb, gen mgr; J. Earl Webb, coml mgr & chief engineer; J. W.

Hazelton, program director; Gerald Franklin, news director; Alfred Evans, farm director; Sybil Evans, women's director.

GRAND PRAIRIE, Dallas County

KBCS (Aug. 3, 1957): 730 kc; 500 w-D, DA, P. O. Box 730. Phone Andrew 4-1515. Three Cities Radio Inc. (acquired station Oct. 9, 1957).

E. N. Bodine, pres, gen mgr & chief engineer; Melbadean Wells, coml mgr; Ken Rowe, program director; Dennis Bruton, news director.

GREENVILLE, Hunt County

KGVL (March 26, 1946): 1400 kc; 250 w, 1400 Wolfe City Dr. Phone Gladstone 5-1400. KGVL Inc. (original owner).

Network Keystone, Texas State Network. Rep Pearson.

Truett Kinzey, chief owner; Leo Hackney, gen mgr & coml mgr; Jimmy Jones, program director; Hal Ellis, promotion mgr; Raymond Sampson, chief engineer; Paul Robinson, news director; Frank Melton, farm director; Barbara Hines, women's director.

HAMILTON, Hamilton County

KCLW (June 1948): 900 kc; 250 w-D, P. O. Box 592. Phone 500. Coy Perry (acquired station Aug. 29, 1957). (See "Newspaper Ownership").

Coy Perry, pres; Dick Meehan, gen mgr & coml mgr; Carl Knelly, program director & chief engineer; Eddy Swinson, farm director; Pat Scott, women's director.

HARLINGEN, Cameron County

KGBT (1940): 1530 kc; 50 kw-D, 10 kw-N, DA-N, P. O. Box 711. Phone 3-3910. Harbenito Radio Corp.

Network CBS, Sombrero Network. Rep H-R Reps; Clarke Brown.

Specialty programs: Spanish, 30 hrs. wkly.
McHenry Tichenor, pres; Troy McDaniel, gen mgr; Otis Shumate, station mgr & retail sales mgr; Joe Yowell, gen sales mgr; Jim Williams, program director & news director; Al Beck, chief engineer.

KGBT-TV: Tv companion of KGBT.

HENDERSON, Rusk County

KGRI (June 11, 1947): 1000 kc; 250 w-D, P. O. Box 311. Phone 4528. Henderson Broadcasting Corp. (original owner).

Rep Best.
Roy B. Cannon, pres; W. C. Crawford, gen mgr & coml mgr; John T. Cauley, program director; John M. Bolin, chief engineer; Calvin Hancock, farm director; Wanda Moore, women's director.

KWRD (March 1956): 1470 kc; 500 w-D, Box 219. Phone 2321. Wes Dean & Co. (original owner).

Rep Continental.
Wes Dean, pres gen mgr, coml mgr & promotion mgr; Pat Eudstley, program director & news director; Lynn Roy, chief engineer; Charlie Slate, farm director; Mrs. Wes Dean, women's director.

HEREFORD, Deaf Smith County

KPAN (July 1948): 860 kc; 250 w-D, Box 868. Phone Emerson 4-1860. KPAN Broadcasters (original owner).

Rep Best.
Specialty programs: Spanish, 6 hrs. wkly.
Clint and Marshall Formby, partners; Clint Formby, gen mgr; Chris Clark, coml mgr; Bill Woodford, promotion mgr; Clayton Fuchs, chief engineer; Terry McRight, news director; Betty Roberts, women's director.

HILLSBORO, Hill County

KHBB (1948): 1560 kc; 250 w-D, P. O. Box 317. Phone 2-3431. Nelson W. Galle.

Network Keystone. Rep Best; Melville.
Nelson W. Galle, gen mgr; J. K. Lane Jr., coml mgr & chief engineer; Gordon Guest, program director; Dewey Beal, news director.

HOUSTON, Harris County

KCOH (1948): 1430 kc; 1 kw-D, 1 Main St. zone 2. Phone Capitol 1-1888. Call of Houston Inc.

Network National Negro Net; Negro Radio South. Rep Pearson.
Robert C. Meeker, owner & gen mgr

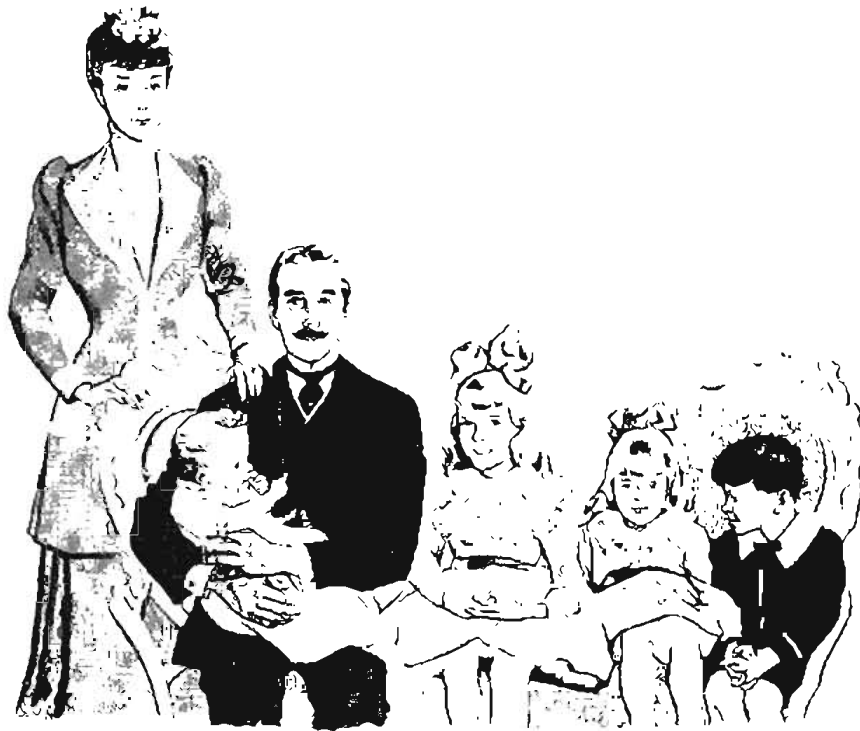
KHMK (FM) (Jan. 31, 1958): 97.9 mc; 10.5 kw. Medical Towers Bldg. Phone Jackson 4-4316. James R. Corry.
James R. Corry, owner; Robert Sheppard, chief engineer.

KILT (May 14, 1957): 610 kc; 5 kw, DA-2, 902 Texas Ave, zone 1. Phone Capitol 7-1161. McLendon Corp. (original owner). (See McLendon stations in "Group Ownership").

Rep Blair.
Gordon B. McLendon, pres; Bill Weaver, gen mgr; Jack Lee, coml mgr; Joe Somerset, program director; Bob Stevens, promotion mgr; Glenn Cook, chief engineer; Joe Long, news director.

KLVL (1950): (See Pasadena, Tex.).

THE THINGS FAMILIES DO TOGETHER...



Like posing for pictures... Like playing games... Like listening to radio
IN FORT WORTH FAMILIES LISTEN TO KFJZ

... a station programmed for family living and family enjoyment; a station that brings advertisers and agencies a direct line to a billion dollar market; *the* station that year after year nails down the highest ratings!

Only *results* can prove the effective-

ness of advertising... and only KFJZ CAN BRING SO MANY ADVERTISERS SO MUCH PROOF! Your advertising hits home on KFJZ because KFJZ is one of the family... the more you compare, the more you'll agree — KFJZ is the BEST way to sell FORT WORTH.

kfjz radio

FORT WORTH, TEXAS

Sold in combination with KLIF-RADIO, Dallas

Represented by John Blair Company

TEXAS CONTINUED

HOUSTON (Continued)

KNUZ (Feb. 18, 1948): 1230 kc; 250 w. P. O. Box 2135. Phone Jackson 3-2581. Veterans Broadcasting Co. (original owner).

Rep Forjoe; Clarke Brown.
David H. Morris, gen mgr; Forrest Patton, coml mgr; Ken Grant, program director; Eennie Hill, promotion mgr; Ed Martin, chief engineer; Gene Echols, news director.
KNUZ-TV: Tv companion of KNUZ.

KPRC (1925): 950 kc; 5 kw. DA-N, Box 1234, zone 1. Phone Madison 3-9271. TWX HO 58. Houston Post Co. (original owner). (See "Newspaper Ownership").

Network NBC. Rep Petry.
W. P. Hobby, chmn of bd; Jack Harris, vp & gen mgr; Jack McGraw, station mgr; Lee Norton, program director; Kirt Harriss, promotion mgr; H. T. Wheeler, chief engineer; Pat Flaherty, news director; George Roesner, farm director.

KPRC-FM (1946): 102.9 mc; 29.5 kw. Duplicates KPRC (above).

KPRC-TV: Tv companion of KPRC-AM-FM.

KTHT (Oct. 16, 1944): 790 kc; 5 kw, DA-2. 4005 Travis St. zone 1. Phone Jackson 3-5535. TWX HO 424. Texas Radio Corp. (acquired station April 4, 1953).

Rep Young.
Sam H. Bennett, vp & gen mgr; Grace M. Spanihel, assistant mgr; Hal Vester, station mgr; Milt Willis, production mgr; O. B. Johnson, chief engineer; Jack London, news director; Peggy Craycraft, women's director.

KTRH (1930): 740 kc; 50 kw, DA. Rice Hotel, zone 1. Phone Capital 7-4361. TWX HO 851. KTRH Broadcasting Co. (See "Newspaper Ownership").

Network CBS. Texas State Network, Texas Broadcasting System. Rep Peters, Griffin, Woodward.

B. F. Orr, pres; Wm. C. Bryan, gen mgr; Larry Rasco, coml mgr; Tom Osborne, program director; Bryon Beaseley, promotion mgr; Lester Mullan, chief engineer; John Smith, news director; Dewey P. Compton, farm director.

KTRH-FM (1947): 101.1 mc; 29.5 kw. Duplicates KTRH (above).

***KUHF (FM)** (Nov. 6, 1950): 91.3 mc; 9.8 kw. 3801 Cullen Blvd. zone 4. Phone Capitol 4-0141. U. of Houston.

John W. Meaney, director, Radio-Tv-Film Center; Richard H. Albitz, station mgr; O. C. Crossland, chief engineer.

*KUHT (TV): Tv companion of KUHF (FM).

*Non-commercial educational.

KXYZ (1931): 1320 kc; 5 kw. DA-N. Gulf Bldg. zone 2. Phone Capitol 2-6151. TWX HO 370. Houston Broadcasting Corp. (acquired station April 1, 1957). (See Houston Broadcasting Corp. stations in "Group Ownership").

Network ABC. Rep Avery-Knodel.
Milton R. Underwood, chief owner; Fred Nahas, pres & gen mgr; Ted Hill, station mgr; Bill Rozan, coml mgr; Ken Duran, program director; Ken Collins, promotion mgr; Gerald Chinski, chief engineer; Vic Emmanuel, news director.

KXYZ-TV: Tv companion of KXYZ.

KYOK (1947): 1530 kc; 5 kw, DA-N 618 Preston Ave. zone 2. Phone Capitol 7-3108. KYOK Inc. (acquired station March 1, 1954). (See Paglin-Ray stations in "Group Ownership").

Rep Stars National.
Specialty programs: Negro, 130 hrs. wkly.
Jules J. Paglin, pres; Stanley W. Ray Jr., vp & gen mgr; Bruno Leonard, station mgr; Robert E. Mabry, assistant mgr; William A. Cameron, program director; John E. Shipp, chief engineer.

HUNTSVILLE, Walker County

KSAM (1938): 1480 kc; 250 w. P. O. Box 312. Phone Garfield 5-2651. Huntsville Broadcasting Co. (acquired station Jan. 1, 1950).

Network Keystone.
Specialty programs: Negro, 3½ hrs. wkly.
B. B. Cauthen, owner; Jack Nichols, gen mgr & chief engineer; C. C. Springfield, coml mgr & promotion mgr; I. J. Waldon Jr., news director; Wesley Sherrill, farm director.

JACKSONVILLE, Cherokee County

KEBE (Jan. 12, 1947): 1400 kc; 250 w. Box 1071, zone 1. Phone 22-11. KEBE, Inc. (acquired station May 1, 1956).

Network Keystone; East Texas Network.
Leta Moye Laurie, pres & gen mgr; Jerry D. Spencer, coml mgr & promotion mgr; Mervin H. Dawson, program director; William E. Phillips, chief engineer; Jo Ann Spencer, women's director.

* **NIELSEN-**

(Jan.-Feb. 1958) Places K-NUZ in No. 1 position Monday thru Friday 6 A.M. to 6 P.M. for total broadcast day average.

* **PULSE-**

(Jan.-Feb. 1958) Places K-NUZ in No. 1 position Monday thru Friday for total broadcast day average 6 A.M. to 12 midnight.



No. 1 ADULT AUDIENCE
(Nielsen and Pulse,
Jan.-Feb., 1958)
in HOUSTON!

BEST SELLER for over 10 years
STILL THE LOWEST COST
PER THOUSAND BUY!



National Reps.:

Forjoe & Co.—

New York • Chicago
Los Angeles • San Francisco
Philadelphia • Seattle

Southern Reps.:

CLARKE BROWN CO.
Dallas • New Orleans • Atlanta
In Houston:
Call Dave Morris
JA 3-2581

KPRC IN HOUSTON

Serving a

... **DIAL 950**

FULL-COURSE FEAST

for the whole family!

Mom, Pop, Junior, Sis . . . even
Uncles, Aunts, Grandparents . . . all enjoy what
they hear on KPRC, Houston's only
well-rounded radio station. The bill of fare is
so varied everyone can get his fill
every day . . . For KPRC serves a
full-course feast for the whole family!
To reach most Houstonians, KPRC is
a radio MUST!



- One Man's Family—NBC
- Tom Fox—KPRC
- Nightline—NBC
- KPRC News
- Morgan Beatty—NBC
- Bruce Layer—KPRC
- Bob Hope—NBC
- KPRC Sports
- Madeleine Carroll—NBC
- Tim and Bob Show—KPRC
- Dave Garroway—NBC
- Monitor—NBC
- Grand Ole Opry—NBC
- Pat Flaherty—KPRC
- Bert Parks—NBC
- NBC Bandstand—NBC
- Dick Eason—KPRC
- Billy Graham—NBC
- Lee Norton—NBC
- National Farm and Home Hour—NBC
- Meet the Press—NBC
- Groucho Marx—NBC
- KPRC Farm Bureau
- The Telephone Hour—NBC
- Ray Miller—KPRC
- Bob and Ray—NBC
- Walter Jefferson—KPRC
- George Gobel—NBC
- Dave Chase—KPRC
- The Affairs of Dr. Gentry—NBC



EDWARD PETRY AND CO.; National Representatives

Radio Stations CONTINUED

TEXAS CONTINUED

JASPER, Jasper County

KTTJ (April 1948): 1360 kc; 1 kw-D. P. O. Box 6090. Phone Dudley 4-2544. Jasper Broadcasting Co. (original owner).

Network East Texas Network. Rep Continental.

Specialty programs: Negro, 6½ hrs. wkly. Joe J. Fisher and Joe H. Tonahill, partners; Harold G. Pendergast, gen mgr; II. T. Davidson Jr., coml mgr; James Brasher, program director; Fred E. Smith, chief engineer & news director; Charlie Slate, farm director.

JUNCTION, Kimble County

KMBL (1950): 1450 kc; 250 w. Box 384. Phone 2768. Junction Broadcasting Co. (acquired station June 1, 1958).

Network Keystone. Rep Best. Specialty programs: Spanish, 6 hrs. wkly. Charles Wayne Evans II, pres & gen mgr; Robert Metcalf, coml mgr & news director; Merrill E. Waddell, chief engineer; Jo Fred Evans, women's director.

KENEDY-KARNES, Karnes County

KAMI (Nov. 19, 1954): 990 kc; 250 w-D. P. O. Box 990. Phone Olive 9-2900. Camel Co. (acquired station February 1957).

Network Keystone. Rep Avery-Knodel. Specialty programs: Spanish, 14 hrs. wkly. Charles W. Balthorpe, pres & gen mgr; Ed C. Balthorpe, station mgr & coml mgr; Charles Blumrenauer, program director; Luciano Gutierrez, Spanish program director; John Siercevic, chief engineer; Chuck Martin, news director; Herman Welch, farm director; Lil Jean Chapman, women's director.

KERMIT, Winkler County

KERB (June 1950): 600 kc; 1 kw-D, DA. Box 456. Phone Juniper 6-3481. Radio Station KERB Inc. (acquired station Nov. 23, 1955).

Network Keystone. Rep Best. H. V. Brinson & E. S. Walden, owners; H. V. Brinson, gen mgr; E. A. Stedghill, coml mgr; Durwood Haddock, program director; S. N. Strickland, chief engineer; P. C. Foraker, news director.

KERRVILLE, Kerr County

KERV (Nov. 5, 1948): 1230 kc; 250 w. P. O. Box 591. Phone Clearwater 7-4003. Kerrville Broadcasting Co. (acquired station Jan. 1, 1950).

Network Keystone. Rep Best. Albert F. Mason Jr., pres & gen mgr; C. L. McClish, coml mgr; Clyde Jones, program director & chief engineer; Jim Kennington, promotion mgr; Carol Woodward, news director; Florence Mason, women's director.

KILGORE, Gregg County

KOCA (Dec. 23, 1936): 1240 kc; 250 w. Box 989. Phone 2001. Radio Station KOCA Inc. (original owner).

Network Keystone. Specialty programs: Negro, 6 hrs. wkly. Roy G. Terry, pres; H. A. Degner, gen mgr; Bob Brazier, coml mgr & promotion mgr; J. Wes Jones, program director; Karem O. Soule, chief engineer; Darrell Davis, news director; Rex Lawrence, farm director; Nancy Killen, women's director.

KILLEEN, Bell County

KLEN (July 4, 1955): 1050 kc; 250 w-D. P. O. Box 935. Phone Mercury 4-3181. Highlite Broadcasting Co. (original owner).

Network MBS; Keystone. Specialty programs: Spanish, 2½ hrs. wkly.; German, 2½ hrs. wkly. Alton W. Stewart, pres, gen mgr & promotion mgr; G. M. Wilde, coml mgr; Ladelle Drake, program director; Billy Francis, chief engineer; Sammy Lillibridge, news director; Louis Gonzales, farm director; June Stubblefield, women's director.

KINGSVILLE, Kleberg County

KINE (Dec. 24, 1948): 1330 kc; 1 kw-D. 205 East King St. Phone Lyric 2-2822. Radio Station KINE, Inc. (original owner).

Rep Best. Specialty programs: Spanish, 17 hrs. wkly. James H. Clement, pres; Ben A. Glushing, gen mgr; Eston R. Pace, coml mgr, program director & promotion mgr; R. T. (Troy) Whitaker, chief engineer.

LAMESA, Dawson County

KPET (May 21, 1947): 690 kc; 250 w. Box 30. Phone 2494. Lamesa Broadcasting Co. (original owner).

Network Keystone. Specialty programs: Spanish, 3 hrs. wkly. R. O. Parker, pres; Bob Bradbury, gen mgr; Hal Fees, coml mgr; Geneva Crutcher, program director; Mrs. Louise Schmidt, promotion mgr; Bill Mathis, chief engineer; Morel Humes, news director; E. J. Watkins, farm director.

LAMPASAS, Lampasas County

KCYL (September 1948): 1450 kc; 250 w. P. O.

Box 140. Phone Chapel 2-3671. Lampasas Broadcasting Corp. (acquired station Nov. 15, 1952).

Rep Best. Specialty programs: Spanish, ¼ hr.; Negro, 3 hrs., both wkly. Dean Turner, pres; Mrs. Dean Turner, vp.

LAREDO, Webb County

KVOZ (April 6, 1952): 1490 kc; 250 w. Box 1498. Phone Randolph 3-4396. Border Broadcasters Inc. (see Harpole stations in "Group Ownership").

Network MBS; Keystone. Rep Pearson. Specialty programs: Spanish, 7 hrs. wkly. E. J. Harpole, pres; Burney Jones, gen mgr; Neil Gilligan, coml mgr; Frank Manuel, chief engineer.

LEVELLAND, Hockley County

KLVT (1949): 1230 kc; 250 w. P. O. Box 566. Phone Twilight 4-3134. Herald Broadcasting Co. (See "Newspaper Ownership").

Network Keystone. Jeff Chandler, gen mgr; B. W. Chadwick, coml mgr; M. Dwayne Grimes, program director; Jack Sims, chief engineer.

LITTLEFIELD, Lamb County

KVOW (1947): 1490 kc, 250 w. P. O. Box 192. Southwestern Broadcasters. J. B. McShan, partner & gen mgr.

LIVINGSTON, Polk County

KPTX (July 1, 1957): 1440 kc; 1 kw-D. Box 111. Phone Terminal 7-8916. Polk County Broadcasting Co. (original owner).

Rep Best. Specialty programs: Negro, 3 hrs. wkly. Harold J. Haley, owner & gen mgr; Eugene Hanson, coml mgr; Wiley K. Poston, program director & news director; Harold J. Haley, chief engineer; J. E. Seamans, farm director; Peggy Haley, women's director.

KTET (Nov. 13, 1957): 1220 kc; 250 w-D. c/o Station KTLU Rusk, Texas. Polk County's Broadcasting Service.

Emmett H. Whitehead and Tommy Cole Stripling, partners.

LONGVIEW, Gregg County

KFRD (1935): 1370 kc; 1 kw, DA-N. P. O. Drawer 702. Phone Plaza 3-4461. Voice of Longview (original owner).

Network ABC; Keystone; Texas State Network. Rep Cooke. James R. Curtis, pres.

KLVI (September 1948): 1280 kc; 1 kw-D. Box 1866. Phone Plaza 8-4496. LeTourneau Radio Corp. (original owner).

Rep Pearson. R. G. LeTourneau, pres; Bob Geordes, gen mgr; Brad Redfearn, chief engineer; Carol Molzan, women's director.

LUBBOCK, Lubbock County

KBFM (FM) (granted May 1958; not on air; target date not announced): 96.3 mc; 3.59 kw. 503 Great Plains Life Insurance Bldg. Jack W. Blankenship.

KCRD (1946): 1590 kc, 1 kw, DA-2. P. O. Box 1507. Phone Sherwood 4-1414. TWX LU 8093. Bryant Radio & Television Inc.

Network NBC. Rep Raymer. Joe H. Bryant, pres; Gerald H. Sanders, gen mgr; Ray Poindexter, national sales mgr; Al Goodnight, program director.

KCRD-TV: Tv companion of KCRD. **KDAV** (Sept. 19, 1953): 580 kc; 500 w, DA-D. 66th & Quilf Ave. Phone Porter 3-2853. Western Broadcasting Co. (original owner). (See David Pinkston stations in "Group Ownership").

Rep Charles Benard. D. P. Pinkston, pres & gen mgr; Hal Ragan, coml mgr; Wes Youngblood, program director & news director; Mel Lisman, promotion mgr; Clem Clements, chief engineer.

KDUB (Jan. 29, 1955): 1340 kc; 250 w. 7400 College Ave. Phone Sherwood 4-2345. TWX LU 8111. Texas Telecasting Inc. (original owner). (See Texas Telecasting stations in "Group Ownership").

Rep Branham. W. D. (Dub) Rogers, pres; W. H. Shipley, vp; E. A. (Buzz) Hassett, gen sales mgr; John Kreiger, station mgr; Ray Huffer, promotion mgr; Rudy Starnes, chief engineer; Duncan Ellison, news director; Shirley Henne, women's director. KDUB-TV: Tv companion of KDUB.

KFYD (Sept. 6, 1927): 790 kc; 5 kw-D. 1 kw-N. DA-2. 914 Avenue J. Phone Porter 5-5567. TWX LU 8036. Plains Radio Broadcasting Co. (acquired station April 7, 1936). (See "Newspaper Ownership").

Network CBS. Rep Katz. W. B. Walker, pres; Gordon Thompson, coml mgr; Bob Nash, program director; Dan Tarpley, promotion mgr & news director; Scott Bledsoe, chief engineer; Bob Stephens, farm director.

KSEL (November 1946): 950 kc; 1 kw-D, 500 w-N. DA-N. 1916 Avenue Q. Phone Porter 3-0484. TWX LU 8038. Lubbock Broadcasting Co. (original owner).

Network ABC. Rep Rambeau, Vance, Hopple. Specialty programs: Negro, 12 hrs. wkly. Walter G. Russell, pres; M. M. Rochester, vp, gen mgr & sec; R. C. Hughes, coml mgr & promotion mgr; Max Mott, program director;

Roger Hively, chief engineer; Bill Womack, news director.

KSEL-FM (July 15, 1957): 93.7 mc; 9.6 kw. Address same as KSEL (above). Southwestern Broadcasting Co.

M. M. Rochester, pres; Robt. C. Hughes, gen mgr; Winton H. Kyle, coml mgr; Dave McGee, program director; Roger Hively, chief engineer.

KLLI (1953): 1460 kc; 1 kw-D. Great Plains Life Bldg. Phone Corbin Broadcasting Co. (acquired station May 1, 1958).

Network MBS, Keystone. Rep. Indie Sales. Specialty programs: Spanish 7½ hrs.; Negro, 2 hrs., both wkly.

Glenn E., Ray C., and H. E. Corbin, co-owners; Glenn Corbin and Ray Corbin, co-mgrs; Wendall Bagwell, coml mgr; Waylon Jennings, program director; Iff- Pockets Duncan, promotion mgr; J. R. Potts, chief engineer; Fredda Gage, news director; Horace Krebbs, farm director; Fredda Gage, women's director.

LUFKIN, Angelina County

KRBA (1938): 1340 kc, 250 w. 120 Cotton Square. Phone 3-6661. Darrell E. Yates.

Network ABC, Keystone, East Texas Net. Rep Continental Radio Sales. Darrell E. Yates, gen mgr.

KTRE (Dec. 5, 1947): 1420 kc; 1 kw, DA-N. P. O. Box 701. Phone Neptune 4-7771. TWX 778. Forest Capital Broadcasting Co. (original owner).

Network MBS. Rep Venard. Rintoul & McConnell, Melville (Southwest).

Specialty programs: Negro, ½ hr. wkly. R. W. Wortham Jr., pres; Richman Lewin, gen mgr; Royce Christenson, coml mgr; Mark Kennedy, promotion mgr, program director, & news director; E. C. Gresham, chief engineer; Hamp Keathley, farm director; Elizabeth Callaway, women's director. KTRE-TV: Tv companion of KTRE (above).

MARLIN, Falls County

KMLW (1953): 1010 kc; 250 w-D. Waco Highway. Phone Westmore 8-2551. KMIW Inc. (acquired station October 1954). (See "Newspaper Ownership").

Specialty programs Czech, ½ hr.; Negro, 2½ hrs., both wkly. Louis F. Leurig, pres, gen mgr & program director.

MARSHALL, Harrison County

KADO (October 1957): 1410 kc; 500 w-D, DA. P. O. Box 961. Phone Webster 5-6789. Marshall Broadcasting Corp. (acquired station July 22, 1958).

Network East Texas Network. Rep Joe Harry (San Antonio). William N. Slinkin, pres; Harvey J. Tate, program & coml mgr; Joe Granger, chief engineer.

KMHT (March 11, 1947): 1450 kc; 250 w. P. O. Box 791. Phone Webster 5-7826. Harrison County Broadcasting Co. (acquired station June 2, 1955).

Network Keystone; Texas State Network. Rep Sears & Ayer; Melville.

Specialty programs: Negro, 15 hrs. wkly. E. W. Mahone Jr., pres; H. A. Bridge Jr., vp & gen mgr; V. L. Stevens, coml mgr; T. K. Hewlett, sales mgr; Sam Stringfellow Jr., program, news & farm director; Mrs. H. A. Bridge Jr., promotion mgr; Charles Mathis, chief engineer; Alice Morgan, women's director.

McALLEN, Hidalgo County

KRIO (1947): 910 kc; 1 kw, DA-1. 500 East Beaumont. Phone Murray 6-5454. Valley Broadcasting Inc. (acquired station 1950). (See Texas State Network in "Group Ownership").

Network CBS, MBS, Texas State Network. Rep Best.

Gene L. Cagle, pres; C. T. (Chuck) McKaslon, gen mgr; Charles Morrill, coml mgr; Bill Clark, program director; Maurice Coter, chief engineer; Don Mallory, news director; Maurice (Cotton) Howell, farm director.

McCAMEY, Upton County

KCMR (March 18, 1954): 1450 kc; 250 w, SH. Phone Olive 2-4693. McCamey Broadcasting Co. (acquired station Aug. 15, 1957).

Network MBS. Rep Continental Radio Sales. Don Boston, co-owner & general mgr; Jim Sample, co-owner; Claud Barnett, coml mgr, chief engineer, program & news director; Doc Lankford, promotion mgr; Doris Boston, farm & women's director.

McKINNEY, Collin County

KMAE (Sept. 29, 1947): 1600 kc; 1 kw-D. 218 E. Virginia St. Phone Linden 2-2651 McKinney Air Enterprises, Inc. (original owner).

Specialty programs: Spanish, 14½ hrs. wkly. Geo. W. Smith Jr., pres, gen mgr, chief engineer & news director; Melvin Belcw, coml mgr; Mrs. Denise (Adkins) Smith, program & women's director.

MEXIA, Limestone County

KBUS (May 23, 1956): 1590 kc; 500 w. P. O. Box 227. Phone Gypsy 6-3874. Bi-Stone Broadcasting Co. (original owner).

Network Keystone. J. B. McNutt Jr., owner, gen mgr & chief engineer; Ralph Weedon, station mgr.

Radio Stations CONTINUED

TEXAS CONTINUED

MIDLAND, Midland County

KCRS (Dec. 20, 1935): 550 kc; 5 kw-D, 1 kw-N, DA-2, P. O. Box 1072, Phone Mutual 2-4393 Midland Broadcasting Co. (acquired station Aug. 1, 1957). (See Wendell Mayes stations under "Group Ownership").

Network ABC; Texas State Network. Rep Avery-Knodel.

Wendell Mayes, pres; Wendell Mayes Jr., vp & gen mgr; Jerry Hahn, assistant mgr; Dean Orton, program & news director; Tom Yates, chief engineer.

KJBC (Aug. 6, 1950): 1150 kc; 1 kw D. South Lamesa Road. Phone Mutual 4-5152. Jack Cecil (original owner).

Network Keystone. Rep Best. Specialty programs (weekly): Negro, 6 hrs; Spanish, 6 hrs.

Jack Cecil, pres, gen mgr & chief engineer; Naomi Boswell, coml mgr; Keith Ward, program director; Mildred Thomason, promotion mgr; Richard Reynolds, news director; Lou Gibbs, women's director.

KWEL (1957): 1580 kc; 1 kw-D. (CP-1600 kc, 1 kw-D). Petroleum Life Bldg. Petty Durwood Johnson (acquired station, June 1958).

Rep Gill-Perna. Bu Johnson, pres & gen mgr; John Allan Wolfe, program director.

MINERAL WELLS, Palo Pinto County

KORC (1946): 1140 kc; 250 w-D. Box 31, Phone Fairfax 5-3384, Action Broadcasting Co. (acquired station Dec. 1, 1957).

Network Keystone. Rep Clyde Melville Co. Bill Stinson, executive vp & gen mgr; John Slaughter, program & farm director; William McCreary, chief engineer; Thelma Doss, news & women's director.

MISSION, Hidalgo County

KIRT (Feb. 24, 1957): 1580 kc; 1 kw D. Shary Building. Phone Justice 5-1529. KIRT Inc. (acquired station April 1, 1958).

Rep Clyde Melville Co.

Specialty programs: Spanish, 100%. Rav V. Jensen, pres & executive mgr; Dale H. Elliott, station mgr; Fred F. Vela, program director; Walter R. Parker, chief engineer.

MONAHANS, Ward County

KVKM (February 1947): 1340 kc; 250 w. P. O. Box 1118, Phone Wilson 3-4347. Monahans Broadcasters (original owner).

Network MBS, Cactus State Network. Rep Everett-McKinney, Clyde Melville Co. (regional).

Specialty programs: Spanish, 6 hrs wkly. J. Ross Rucker, pres, gen mgr; Ken Welch, coml mgr; Jean Welch, program & women's director; Inis Steen, promotion mgr; Clyde Benjamin, chief engineer; Olie Carriker, news director; Bill Mitchell, sports director. KVKM-TV, Tv companion of KVKM.

MT. PLEASANT, Titus County

KIMP (October 7, 1948): 960 kc; 1 kw-D. P. O. Box 990, Phone Parkway 4-4726. Mt. Pleasant Broadcasting Co. (original owner).

Network Keystone. Winston O. Ward, pres & gen mgr; Charles Monk, coml mgr; Ruby Stanley, program director & women's director; Clarence C. Taylor, chief engineer; Bobby Howell, farm director.

MULESHOE, Bailey County

KMUL (1956): 1380 kc; 500 w-D. W. 8th St. & Avenue F. Station KMUL. (see Burroughs-Randolph Stations in "Group Ownership").

John Burroughs, partner; Leola Randolph, partner; Gilbert Lamb, partner and station mgr.

KZOL (April 17, 1958): 1570 kc; 250 w DA-N. P. O. Box 1295. KZOL Broadcasting Co. (original owner).

Network Keystone. Theodore Rozzell, pres, gen mgr & promotion mgr; Bill Heinz, coml mgr; J. W. Rozzell, program director; Bill McDonnell, chief engineer; Dave Shepherd, farm director; Pauline Tunnell, news director & women's director.

NACOGDOCHES, Nacogdoches County

KELS (FM) (1956): 100.1 mc; 330 w. P. O. Box 248, Lee Scarborough.

Lee Scarborough, gen mgr. **KOSF** (March 27, 1947): 1230 kc; 250 w. Box 8, Phone Logan 4-4633. Stone Fort Broadcasting Co. (original owner).

Network ABC, East Texas Net. Specialty programs: Negro, 10 hrs wkly. Kelly Bell, co-owner; J. C. Stallings, co-owner & gen mgr; R. C. Atherton, coml & promotion mgr; Franklin Stewart, program director; B. C. Barber, chief engineer; Edwin W. Rice, news & farm director; Billie Stallings, women's director.

KSTA (June 2, 1947): 860 kc; 1 kw-D. 2107 North St. Phone Logan 1-3723. Nacogdoches Broadcasting Co. (original owner).

Rep Bob Dore Assoc. Specialty programs: Negro, 1/2 hr wkly. W. C. Fouts, pres & gen mgr & farm di-

rector; Sarah Jane Moon, coml mgr, promotion mgr & women's director; Diana Fouts, program director; Royce Smith, chief engineer; Danny Speegle, news director.

NEW BRAUNFELS, Comal County

KGNB (April 1, 1950). 1420 kc; 1 kw-D. P. O. Box 593, Phone Madison 5-3443. Comal Broadcasting Co. (original owner). (see "Newspaper Ownership").

Network Keystone.

Specialty programs (weekly): Spanish, 12 hrs; German, 21 hrs.

F. T. Wilson, pres, gen mgr & promotion mgr; Arlon Moeller Jr., program, news & farm director; Bob Stewart, chief engineer; Patricia H. Kanz, women's director.

ODESSA, Ector County

KECK (1947): 920 kc; 1 kw-D, 500 w-N, DA-N. P. O. Box 1369, Phone Federal 2-5791. Ector County Broadcasting Co. (original owner).

Network Mutual, Rep Forjoe, Clarke Brown (Southwest).

Specialty programs: Spanish, 3 hrs. wkly. Ben Nedow, pres & promotion mgr; Roy A. Elsner, mgr & coml mgr; Charles Strauss, chief engineer; Garland Green, news director; Tom Music, farm director; Carroll Lee, women's director.

KOSA (1947): 1230 kc, 250 w. 1300 S Crane. Phone Federal 2-4301. Odessa Broadcasting Co.

Network CBS. Rep Bolling. Cecil L. Trig, pres & gen mgr; D. G. Scribner, station mgr; Brunell Harvey, assistant mgr.

KOSA-TV: Tv companion of KOSA.

KOYL (Sept. 7, 1957): 1310 kc; 500 w D. P. O. Box 2228, Phone Emerson 6-2801. Mid-Cities Broadcasting Co. (original owner).

Rep Ranbeau.

Specialty programs: Spanish, 6 hrs wkly.

Edward L. Roskelley, pres, gen mgr.

KRIG (June 14, 1946): 1410 kc, 1 kw, DA-N. P. O. Box 231, Phone Federal 2-6871. Radio Odessa, Inc. (acquired station Sept. 1, 1957).

(see Houston Broadcasting Corp. stations in "Group Ownership").

Network NBC. Rep Clyde Melville Co. Milton R. Underwood, board chairman; Carl S. Goodwin, pres & gen mgr; Marquette La Rue, station manager & women's director; Carl Boone, coml mgr; John Logan, program director; William R. Mettler, chief engineer; James Simon, news director.

ORANGE, Orange County

KOGT (August 1947): 1600 kc; 1 kw. DA-N. Newton County Road. Phone Tuxedo 3-4381. Sabine Area Broadcasting Corp. (original owner).

Network Keystone. East Texas Network. Rep Best.

Ed Lovelace, pres & gen mgr; John Derrick, coml mgr; Gordon Clark, program director; Marie Hofman, promotion mgr; Hugh Smith, chief engineer; Richard Corder, news director.

PALESTINE, Anderson County

KNET (January 1937): 1450 kc; 250 w. P. O. Box 649, Phone 6077. Palestine Broadcasting Corp. (acquired station June 1954).

Network Keystone. East Texas Network.

Specialty programs: Negro, 1 1/2 hrs wkly.

Allen E. Vinson, pres, gen mgr, promotion mgr & news director; Milton M. Evans, coml mgr; Marvin Crain, program director & chief engineer; Evelyn Hinkle, women's director.

PAMPA, Gray County

KHHH (1951). 1230 kc; 250 w-D. P. O. Box 1779, Mohawk 4-2531. Garrison-Huntley Enterprises (acquired station April 1, 1958).

Network Keystone. Rep Clyde Melville; Mid-Continent.

Specialty programs: Negro, 1 hr wkly.

Bobby D. Garrison, co-owner, gen mgr &

promotion mgr; Hank Huntley, co-owner, coml mgr & chief engineer; Joyce Owens, program director; A. C. Higgins, news director; Bob Carney, farm director; Barbara Owens, women's director.

KPDN (April 1936): 1340 kc; 250 w. Hughes Bldg. Phone Mohawk 4-7461. Top O' Texas Broadcasting Co. (acquired station September 1952).

Network MBS. Rep Best.

Coy Palmer, partner, gen mgr & coml mgr; Warren L. Hasse, partner & program director; Dennis I. Dehn, chief engineer; Charles Cross, news director; Jim Terrell, farm director; Liz Holt, women's director.

PARIS, Lamar County

KFTV (September, 1950): 1250 kc; 500 w D. First National Bank Building. Phone Sunset 4-6676. Lamar Broadcasting Co. (acquired station Nov. 16, 1952).

Network Keystone. Rep Best.

Specialty programs: Negro, 12 hrs wkly.

David W. Brawner, pres; James F. Hendrix, vp, gen mgr & coml mgr; Thomas W. Seay, program, news & farm director; Pee Wee Reid, promotion mgr; Ross Babigan, chief engineer; Helen Means, women's director.

KPLT (Dec. 15, 1936): 1490 kc; 250 w. P. O. Box 235, Phone Sunset 4-3311 North Star Broadcasting Co. (acquired station Oct. 23, 1949).

Rep Pearson.

Fred Kincaid, pres & gen mgr; Willard Marshall, coml mgr; John Kunsak, program director; Virginia Jessee, promotion mgr; Jeff Methven, chief engineer; Larry Sanville, news director; Lloyd Neal, farm director; Margie Lou Hubbard, women's director.

PASADENA, Harris County

KLVL (May 5, 1950): 1430 kc; 1 kw D, 500 w N. DA-N. 2903 Canal, Houston 3, Texas. Phone Capitol 5-3200 (Houston). Felix H. Morales (original owner).

Rep Harlan G. Oakes (Los Angeles); National Time Sales (New York).

Specialty programs (weekly): Spanish, 93 hrs; Negro, 21 hrs.

Felix H. Morales, pres & gen mgr; Johnny P. Hernandez, coml mgr & co-promotion mgr; Joe Morales, program & news director; Albert Rodriguez, co-promotion mgr; Mrs. Felix Morales, women's director.

KRCT (1947): 650 kc; 250 w D. 223 East Sterling, Phone Greenwood 3-4423. Industrial Broadcasting Co. (acquired station April 1958).

Rep Charles Bernard Co.

John H. Touchstone, pres; Leroy J. Gloger, vp; Mac M. Thomas, station mgr; Ruth Johnson, program director; Gabe Tucker, promotion mgr; Clyde Trevey, chief engineer; Bill McCaskill, sports & news director; Earl Aycock, farm director; Polly Tofte, women's director.

PECOS, Reeves County

KIUN (October 1935): 1400 kc; 250 w. Box 469, Phone Hickory 5-2497. KIUN Inc. (original owner). See "Newspaper Ownership" and Hawkins-Hubbs stations in "Group Ownership".

Network NBC; Keystone. Rep Best.

Specialty programs: Spanish, 6 hrs wkly.

Barney H. Hubbs, pres & gen mgr; David Martin, coml mgr; Harry Boehmann, program & chief engineer; Lyn Garrett, promotion mgr; Joe Ben Hudgens, news director; Bill Boyd, farm director; Elba Gibson, women's director.

PERRYTON, Ochiltree County

KEYE (Nov. 1948): 1400 kc; 250 w. P. O. Box 917, Phone General 5-5771 Great Plains Broadcasting Co. (original owner).

Network MBS.

Irvin R. Buchanan, gen mgr, coml mgr, & farm director; Kenneth Roller, program & news director; Glenn E. Lemon, promotion mgr; Max W. McLarty, chief engineer.

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MARSHALL, TEXAS

Radio Stations CONTINUED

TEXAS CONTINUED

PLAINVIEW, Hale County

***KHBL-FM** (1952): 88.1 mc; 10 w. Wayland Baptist College (original owner).
Dr. A. Hope Owen, pres; M. W. Landers, gen mgr, program director & chief engineer.

*Non-commercial education.

KPLA (not on air; target date not announced): 1050 kc, 1 kw, DA-D. P. O. Box 323. Plainview Radio.

Earl S. Walden, partner; Homer T. Goodwin, partner; Leroy R. Durham, partner.

KVOP (1944): 1400 kc; 250 w. 1100 W. 21th St. Phone Capitol 4-2771. KVOP Inc. (original owner).

Network MBS, Keystone.
W. J. Harpole, pres; Kermit Ashby, gen mgr; Tut Tawwater, coml mgr; Wes Carpenter, program & news director; Jack Griggsby, promotion mgr; Hugh Smith, chief engineer.

PLEASANTON, Atascosa County

KBOP (Feb. 8, 1951): 1380 kc; 1 kw-D. Box 247. Phone Locust 9-4871. Atascosa Broadcasting Co. (original owner).

Network Keystone.
Specialty programs: Spanish, 36 hrs.; Polish, 2 hrs., both wkly.

Ben L. Parker, owner, gen mgr, news director & farm director; Tom Everit, coml mgr; Mary Elizabeth Parker, program director & women's director; Mona Parker, chief engineer.

PORT ARTHUR, Jefferson County

KOLE (March 31, 1947): 1340 kc; 250 w. P. O. Box 1126. Phone Yukon 2-9436. Port Arthur Broadcasting Co. (original owner).

Specialty programs: Negro, 12 hrs. wkly.
Soes Vratlis, gen mgr; Mary A. Petru, station

mgr; Bob Tucker, coml mgr; Lulu Belle Davis, program director; Glenn Hewitt, promotion mgr; Floyd Badeaux, chief engineer; Glenn Earle, news director.

KPAC (Aug. 12, 1932): 1250 kc; 5 kw-D. 1 kw-N, DA-N. 1515 Lakeshore Drive. Phone Yukon 5-7458. Port Arthur College (original owner).

Network MBS. Rep Pearson.
Specialty programs: French, ½ hr. wkly.
W. Madison Monroe, pres; Marjorie R. Vickers, gen mgr; George Crouchet Jr., sales mgr; Corinne Enos, program director & promotion mgr; Morris Glenn Boatright, chief engineer; Donald Lyons, news director.
KPAC-TV: Tv companion of KPAC.

POST, Garza County

KPOS (September 1955): 1370 kc; 500 w-D. 201 East Main St. Phone 550. Maples-McAllister Broadcasting Co. (acquired station August 1958).

Network Keystone.
Specialty programs: Spanish, 3 hrs. wkly.
H. J. Porter, gen mgr, coml mgr, program director & promotion mgr; Hal Callaway, chief engineer; Gary Gregory, news & farm director.

QUANAH, Hardeman County

KOLJ (May 11, 1951): 1150 kc; 500 w-D. Box 589. Phone Montrose 3-2672. Orville L. Jenkins (original owner).

Network Keystone. Rep Best.
Specialty programs: Spanish, 15½ hrs. wkly.
Orville L. Jenkins, owner, gen mgr, coml mgr, program director, promotion mgr & chief engineer; Gay R. Newton, news & farm director; Winnie S. Chancellor, women's director.

RAYMONDVILLE, Willacy County

KSOX (June 1, 1957): 1240 kc; 250 w. P. O. Box 1240. Phone Murray 9-3333. Hale Schalaben-Van N. Culpepper (original owners).

Network Keystone.
Specialty programs: Spanish, 26½ hrs. wkly.
Van N. Culpepper-Hale Schalaben, owners; James J. Parr, gen mgr, promotion mgr & chief engineer; Frances Parr, coml mgr & women's

director; Winn Eldridge, program director; James Suddeth, news director; Jim Seiman, farm director.

ROSENBERG, Fort Bend County

KFRD (December 1918): 980 kc; 1 kw-D. P. O. Box 832. Phone Northfield 2-3776. Fort Bend Broadcasting Co. (original owner).

Specialty programs: Spanish, 13½ hrs.; Czechoslovakian, 8 hrs., both wkly.
Mart Cole Sr., pres; Jim Hairgrove, gen mgr, coml mgr & promotion mgr; Paul Collins, program director; Frank Wood, chief engineer; Morgan Jeffreys, news director; Bob Nutter, farm director; Bill Sloan, local sales mgr.

RUSK, Cherokee County

KTLU (1955): 1580 kc; 500 w-D. P. O. Box 316. Phone 533. E. H. Whitehead. (See "Newspaper Ownership").

Rep Best.
E. H. Whitehead, gen mgr.

SAN ANGELO, Tom Green County

KGKL (1928): 960 kc; 5 kw-D, 1 kw-N, DA-N. P. O. Box 1878. Phone 6715. Angelo Broadcasting-Telecasting Inc. (acquired station 1954).

Network ABC; Texas State Network. Rep Pearson.
Lewis O. Selbert, pres, gen & promotion mgr; Tom Mullins, coml mgr; Charles Gibson, program & news director; William B. Poteet, chief engineer; Ed Hyman, farm director; Jerris Harris, women's director.

KPEP (November 1954): 1420 kc; 1 kw-D. Box 1350. Phone 8116. Concho Broadcasting Co. (original owner). (See David Pinkston stations in "Group Ownership").

Rep Broadcast Time Sales.
Specialty programs: Spanish, 1 hr. wkly.
D. P. Pinkston, co-owner; C. H. (Joe) Tread-



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Radio Stations CONTINUED

TEXAS CONTINUED

way, co-owner & gen mgr; Milton Dova, coml mgr; Fred Carrouth, program director; Jonny Thurman, promotion mgr; Jerry Jackson, chief engineer; Neil Baird, news director; Lea Wilson, farm director; Gerry Maybary, women's director.

KTML (1947): 1340 kc; 250 w. Box 2139 Phone 318. San Angelo Broadcasting Co. (acquired station 1956).

Network Keystone. Rep Indie Sales
Specialty programs: Spanish 10½ hrs. wkly.
Warren J. Fortier, owner & gen mgr; Russell G. Harlow, program director; L. J. Navarro, chief engineer; Joecile C. Harlow, women's director.

KWFE (November 1954): 1260 kc; 1 kw-D. 421 West 26th St. Phone 2-2388. Solar Broadcasting Co. (original owner).

Rep Thomas F. Clark.
Arthur R. Foster, pres; Walton A. Foster, gen mgr; Richard Dean, coml mgr; Starcel Skelton, program director; D. R. Crow, promotion mgr; R. L. Smith, chief engineer; Corwin Riddell, news director; Marcelynn Gates, women's director.

SAN ANTONIO, Bexar County

KAKI (1922): 660 kc; 5 kw, DA-N. 1130 Broadway, zone 2. Phone Capitol 7-1251. Sunshine Broadcasting Co. (acquired station 1956). (See McLendon stations in "Group Ownership").

Network Texas Triangle. Rep Blair.
Barton R. McLendon, chmn of bd; Gordon B. McLendon, pres; Jack Fiedler, vp & gen mgr; Jim Hamby, coml mgr; Larry Elischer, program & news director; Coloman Barber, chief engineer.

KCOR (February 1946): 1350 kc; 5 kw-D, 1 kw-N, DA-2. 111 Martinez. Phone Capitol 5-2751. TWX SA 223. KCOR Inc. (original owner).

Rep O'Connell.
Specialty programs: Spanish, 112 hrs.; Negro, 14 hrs., both wkly.

Raoul A. Cortez Sr., pres; Nathan Saffr, exec vp & gen mgr; Ben Tamborello, coml mgr; Emilio Nicolas, program director; Raoul A. Cortez Jr., promotion mgr; Marvin E. Fiedler, chief engineer; Guillermo Lozano, news director; Eddie Morano, farm director; Caroline Villalongins, women's director.

KCOR-TV: Tv companion of KCOR.

KEEE (FM) (1951): 97.3 mc; 8.3 kw. 411 N. Stephenson Road. Musical KITE Inc.

KENS (1926): 680 kc; 50 kw-D, 10 kw-N, DA-N. P. O. Box 217, zone 4. Phone Capitol 5-7411. TWX SA-100. Express Publishing Co. (acquired station Nov. 1, 1954). (See "Newspaper Ownership").

Network CBS; Texas Broadcasting System. Rep Peters, Griffin, Woodward.

Frank K. Huntress Jr., pres; Albert D. Johnson, gen mgr; Bill Joekel, coml mgr; Barney W. Orle, asst. mgr & program director; Kenneth McClure, promotion mgr; Bill Shomette, farm director; Leona C. Bender, women's director.

KENS-TV: Tv companion of KENS.

KEKE (1953): 1260 kc, 500 w-D, 501 W Quincy. Phone Capitol 7-6373. Leal Broadcasting Co.

Rep McHittora.

Manuel D. Leal, pres & gen mgr; Louie M. Muro, asst gen mgr; Rafael Chavez, program director; Manual Davila, merchandising mgr.

KITE (October 1947): 930 kc; 1 kw-D. (CP 5 kw-D, 1 kw-N, DA-N). Transit Tower Bldg., zone 5. Phone Capitol 6-0335. Connie B. Gay Inc. (acquired station July 1958). (See Town & Country stations in "Group Ownership").

Rep Avery-Knodel.
Connie B. Gay, bd chmn; Jana E. Trimmer, pres; Alex Coe, gen mgr; Kelly Wofford, coml mgr; Glen Krueger, program director; John Storcovich, chief engineer; Harry Van Slycke, news director.

KIWW (1948): 1640 kc; 250 w-D. (CP-1310 kc, 5 kw, DA-D). 518 W. Houston. Phone Capitol 6-5254. Radio KIWW Inc. (acquired station July 1956).

Network Texas Spanish Language Net; National Spanish Language Net.

Specialty programs: Spanish, 91 hrs. wkly.
R. N. Pinkerton, pres; Bill Simpson, gen & commercial mgr; Juan Galias, program director; Bill Ellis, chief engineer.

KMAC (Dec. 26, 1936): 630 kc; 5 kw, DA-2. 222 West Commerce, zone 5. Phone Capitol 3-6211. Waimac Co. (acquired station 1933).

Network ABC; MRS; Texas State Net.

Howard W. Davis, owner, gen & coml mgr; Tony Russan, program director; Genevieve Hunt, promotion mgr; Al Knight, chief engineer; Clayton Hill, news director; Charlie Walker, farm director; Carol Lay, women's director.

KISS (FM) (Dec. 1, 1946): 99.5 mc; 3 kw. Same address and licensee as KMAC (above).

Howard W. Davis, owner, gen & coml mgr; Larry Pearlstone, program director; Al Knight, chief engineer.

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DAY TIME

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Radio



Radio Stations CONTINUED

TEXAS CONTINUED

SAN ANTONIO (Continued)

KONO (January 1927): 860 kc; 5 kw-D, 1 kw-N, DA-N, P. O. Box 2338, zone 6. Phone Capitol 6-5171. TWX 122 Mission Broadcasting (original owner).

Reps H-R Representatives (national); Clarke Brown (southern).

Eugene J. Roth, pres; Jack Roth, gen mgr; Bob Roth, coml mgr; Herb Carl, program director; Ed Castillo, promotion mgr; George Ing, chief engineer; John Wilson, news director.

KONO-FM (February 1947): 92.9 mc; 3.8 kw. Same address, licensee and staff as KONO (above).

KONO-TV: Tv companion of KONO-AM-FM. **WOAI** (Sept. 25, 1922): 1200 kc; 50 kw, 1031 Navarro St., zone 6. Phone Capitol 7-4221. TWX SA37, Southland Industries Inc.

Network NBC. Rep Petry. Hugh Hall Jr., bd chmn; James M. Gaines, pres; Rex Preiss, coml mgr; Robert R. Reed, program mgr; Bill N. Yancy, promotion mgr; Charles L. Jeffers, vp engineering; Henry Howell, news director; Bill McIlreynolds, farm director.

WOAI-TV: Tv companion of WOAI.

SAN MARCOS, Hays County

KCNY (1948): 1470 kc; 250 w-D. P. O. Box 32. Phone Export 2-3545. Central Broadcasting Co. (acquired station July 29, 1957).

Network Keystone. Rep Best. Specialty programs: Spanish, 14 hrs. wkly. Dr. Forest L. Whan, owner; Bill Veidt, gen & coml mgr; Knox Williams, program & news director; Don Whan, chief engineer; Bert Johnson, farm director; Jerri Veidt, women's director.

SAN SABA, San Saba County

KBAL (Dec. 15, 1956): 1410 kc; 500 w-D. P. O. Box 209. Phone 166. San Saba County Broadcasting Co. (acquired station May 21, 1958).

Specialty programs: Spanish, 1 hr. wkly. H. A. Stephens, gen mgr, coml mgr, program director, news director & farm director; Joe Morgan, chief engineer.

SEGUIN, Guadalupe County

KWED (Sept. 9, 1943): 1580 kc; 1 kw-D. P. O. Box 269. Phone Franklin 9-2234. TWX 68. Seguin Broadcasting Co. (original owner).

Specialty programs: Spanish, 13 hrs. wkly. Carfield Kiel, pres & gen mgr; Stan McKonzie, station, coml & promotion mgr; Henry Lehnhoff, program director; Louie Sowders, chief engineer; Tom Ellis, news director; Henry New, farm director; Faye Chessher, women's director.

SEMINOLE, Gaines County

KSML (1955): 1250 kc; 1 kw-D. 402 S. Main St. Seminole Broadcasters.

Network Keystone. Marshall Formby, owner; Hal Blymiller, gen mgr.

SEYMOUR, Baylor County

KSEY (Oct. 26, 1950): 1230 kc; 250 w. Box 191. Phone Tuxedo 8-2523. William C. Moss (original owner).

Network Keystone. William C. Moss, owner & gen mgr.

SHAMROCK, Wheeler County

KEVA (1949): 1580 kc; 250 w-D. P. O. Box 21. Phone 620. Shamrock Texas Broadcasting Co. (See "Newspaper Ownership").

Network Keystone. Rep Best. Bill Day, station mgr & program director.

SHERMAN, Grayson County

KDSX (See Denison).

KEBY (Oct. 16, 1936): 910 kc; 1 kw, DA-1. P. O. Box 665, Sherman, Tex.; P. O. Box 94, Denison, Tex. Phone Twinbrook 2-5115 (Sherman); Homestead 5-3612 (Denison). Red River Valley Broadcasting Corp. (original owner). (See T. B. Lanford stations in "Group Ownership").

Network MBS; Texas State Network. Rep Pearson.

Tom Spellhoan, pres & gen mgr; George M. Myers, coml mgr; Earl Ellington, program & news director; Tom John, chief engineer; Jerry Talley, farm director; Dorothy Cox, women's director.

KTXO (1947): 1500 kc; 250 w-D. P. O. Box 661. Phone Twinbrook 2-8138. KTAN Broadcasting Co. (acquired station Aug. 1, 1953).

Rep Bogner & Martin. K. M. Fisher, pres; J. P. Fisher, sec-treas; Harry O'Connor, vice president & gen mgr; Ray Lewis, coml mgr; Chuck Edwards, program director; Hal Cochran, chief engineer; Dick Carr, news director.

SINTON, San Patricio County

KANN (1954): 1590 kc; 1 kw, DA-D. (CF-1 kw-D, 500 w-N, DA-2). P. O. Box 1366. Phone Emerson 4-1488. San Patricio Broadcasting Co.

Rep Best. Tom C. Fleet, pres & gen mgr.

SNYDER, Scurry County

KBMY (1949): 1450 kc; 250 w. Box 1468. Phone Hillcrest 3-9322. Snyder Broadcasting Co. (acquired station 1952). (See Wendell Mayes stations in "Group Ownership").

Network MBS; Keystone. Rep Continental. Flora Hughes, pres; Mel Z. Gilbert, gen mgr; Frank Taylor, coml mgr; Jewel Sumerlin, program director; Coy Thompson, chief engineer; Frank Taylor, news director.

STAMFORD, Jones County

KDWT (April 6, 1947): 1400 kc; 250 w. Box 1123. Phone Prospect 3-3401. A. Boyd Kelley. (acquired station July 1958).

Fred Faour, coml & promotion mgr & farm director; Bill Cole, program & news director; Harold McDonald, chief engineer; Jewel Lafferty, women's director.

STEPHENVILLE, Erath County

KSTV (1947): 1510 kc; 250 w-D. P. O. Box 102. Phone Lindsey 3141. Dixie Broadcasters. (See Cyril W. Reddoch stations in "Group Ownership").

Rep Best; Clyde Melville (Southwest). Mel Bennett, coml mgr.

SULPHUR SPRINGS, Hopkins County

KBST (1947): 1230 kc; 250 w. Radio Road. Phone Tuxedo 5-3111. Hopkins County Broadcasting Co. (acquired station 1948).

Network Keystone. Specialty programs: Negro, 2 hrs. wkly. William E. Bradford, pres & gen mgr; William N. Edwards, chairman of the board; Clovis Pinlon, coml mgr; Jeanne Johnson, program & women's director; Buddy Punderburke, promotion mgr; Bill Bradford, chief engineer & farm director; Margaret Thomas, news director.

SWEETWATER, Nolan County

KXOX (1939): 1240 kc; 250 w. Highway 70. Phone Belmont 4-4655. Radio Station KXOX (acquired station April 15, 1956).

Network Keystone. Rep Clyde Melville Co. (regional). Specialty programs: Spanish, 5 hrs. wkly. Myrl Stein, gen mgr; Elwood Fritsch, coml mgr; Maxine Stein, program director; Jack Stein, promotion mgr; Walter Tabler, chief engineer; Don Brooks, farm director; Libby Wetzel, women's director.

TAYLOR, Williamson County

KTAE (April 1, 1948): 1260 kc; 1 kw, D. P. O. Box 191. Phone Elmwood 2-3631. KTAE Inc. (original owner).

Network Keystone. Specialty programs: Spanish, 7 hrs. wkly. Gillix Conoley, pres & gen mgr; John Wehby, coml mgr & promotion mgr; Fred Switzer Jr., program & news director; Bob Sitman, chief engineer; Tommie Griffith, farm director; Karine Gilstrap, women's director.

TEMPLE, Bell County

KTEM (1935): 1400 kc; 250 w. 17 South 3rd St. Phone Prospect 3-5252. Bell Broadcasting Co. (original owner). (See "Newspaper Ownership").

Rep Wm. F. Reilly Co. (Chicago). Specialty programs: Czech, 1 hr.; Negro, 1 hr., both wkly.

Frank W. Mayborn, pres; Harry O'Connor, gen mgr & coml mgr; Bob Sunderland, program director & promotion mgr; Paul Gardner, chief engineer; Tom Matis, news director; T. B. Linn, farm director; Lynn Cater, women's director.

KCEN-TV: Tv companion of KTEM.

TERRELL, Kaufman County

KTEE (Nov. 6, 1949): 1570 kc; 250 w-D. P. O. Box 431. Phone Jordan 3-4497. Terrell Broadcast Corp. (original owner).

Specialty programs: Negro, 4 hrs. wkly. Paul A. Wnorowski, pres & gen mgr; Dean F. Tiller, coml mgr; Fred A. Wnorowski, program director & promotion mgr; Martin L. Pitts, chief engineer; Vester J. Turner, news director; Claude Dagley, farm director.

TEXARKANA, Bowie County

KCMC (1939): 1230 kc; 250 w. 316 Pine St. Phone 3-6151. KCMC Inc. (acquired station in 1935). (See "Newspaper Ownership").

Network ABC; Texas State Network; Arkan-

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in Texas

Paul H.
CHAPMAN COMPANY
1182 W. Peachtree
Atlanta

Radio Stations CONTINUED

TEXAS CONTINUED

sas Network. Rep Venard, Rintoul & McConnell.

Frank O. Myers, general mgr; James Webb, program director; Harvey Robertson, chief engineer.

KCMC-FM (1945): 98.1 mc; 1.4 kw. Duplicates programming of KCMC (above).

KCMC-TV: Tv companion of KCMC-AM-FM (above).

KOBY (1951): 790 kc; 1 kw-D, 500 w-N, DA-N. Wadley Bldg. Gateway Broadcasting Co. Network MBS. Rep Pearson.

Tom Dillahunt, gen mgr.

KTFB (Nov. 7, 1947): 1400 kc; 250 w. 4305 North State Line. Phone 3-5123. KTFB Inc. (acquired station Oct. 6, 1955).

Network Diamond State Network, Razorback Network. Rep Walker-Rawall.

Specialty programs: Negro, 6 hrs. wkly. Robert S. Bieloh, pres, chief owner & gen mgr; W. L. Brantley, coml mgr; DeWitt Jim Waites, John T. Bieloh, promotion mgr; John H. Crawford, chief engineer; Jack Reeves, news director; Ival Bieloh, women's director.

TEXAS CITY, Galveston County

KTW (1947): 920 kc; 1 kw-D. Show Boat Bldg. Phone 5-4418. Texas City Broadcasting Service. (See J. G. Long Stations in "Group Ownership").

Network Keystone. Rep Best. J. G. Long, pres; Roy E. Hanson, station mgr; J. Lawrence Neal, coml mgr.

TULIA, Swisher County

KTUE (November 1954): 1260 kc; 1 kw-D. 110 North Armstrong. Phone Wydown 5-3531. KTUE Broadcasters (original owner).

Network Keystone. Rep Best. Marshall and Clint Formby, owners; D. L. McKinney, gen mgr & coml mgr; Clayton Fuchs, chief engineer.

TYLER, Smith County

KDOK (May 11, 1956): 1330 kc; 1 kw-D. 808 Peoples Bank Bldg. Phone Lyric 3-2519. KDOK Broadcasting Co. (original owner).

Rep Devncy. Specialty programs: Negro, 28 hrs. wkly.

Dana W. Adams, owner, gen mgr & program director; Sam Matthews, vp & coml mgr; Lynn Williams, promotion mgr; Robie Morgan, chief engineer; Rusty Reynolds, news director; Bill Atkins, farm director; Mary Adams, women's director.

KGKB (Nov. 10, 1930): 1490 kc; 250 w. P. O. Box 957. Phone Lyric 2-3873. Ron Litteral Enterprises, Inc. (acquired station July 1, 1957).

Rep William Reilly (Chicago). Ron Litteral, pres & gen mgr; Ed Smith, coml mgr; Tig Williford, program director; Frank Bonner, chief engineer.

KTBB (July 28, 1947): 600 kc; 1 kw. DA-N. Blackstone Hotel. Phone Lyric 4-7278. Blackstone Broadcasting Co. (original owner). (See "Newspaper Ownership").

Network ABC; Texas State Network. Reps Clyde Melville Co. (Southwest); Venard, Rintoul & McConnell (national).

Mrs. Calvin Clyde, pres; M. E. Danbom, gen, coml & promotion mgr; Don Tausch, program director; Bob Wileman, chief engineer; Walt Evans, news director; Bob Murdoch, farm director; Alice Hartnett, women's director.

KEBY (January 4, 1953): 690 kc; 250 w-D. DA-D Lake Park Drive. Phone Lyric 3-1744.

Edward E. McLemore (original owner).

R. Thomas Gibson, gen mgr; Max Hinds, coml mgr; Jimmy Dixon, program director; Pat Thornton, promotion mgr; Leon Thigpen, chief engineer; Leigh Cardwell, news director.

UVALDE, Uvalde County

KVOU (April 4, 1947): 1400 kc; 250 w. 1400 Batesville Road. Phone Broadway 8-4555. Uvalde Broadcasters (original owner). (See Harpole stations in "Group Ownership").

Network Keystone. Specialty programs: Spanish, 12 hrs. wkly.

E. J. Harpole, pres; Edward Lee Williams, station mgr; Bill Woods, coml mgr & farm director; George Cooper, program & news director; Sidney King, promotion mgr; William Hensarling Jr., chief engineer; Mary Harpole, women's director.

VERNON, Wilbarger County

KVWC (1939): 1490 kc; 250 w. Box 1419. Phone Linden 2-6221. Johnson-Garrison Co. (acquired station April 1956).

Joe Garrison, gen mgr & chief engineer; George Bantau, coml mgr; Micky Harrod, program director; John Craft, promotion mgr.

VICTORIA, Victoria County

KNAL (April 1949): 1410 kc; 500 DA-N. P. O. Box 178. Phone Hillcrest 3-9176. Victoria Broadcasting Co. (original owner).

Rep Best. Specialty programs: Spanish, 14 hrs. wkly.

A. B. Alkek, pres; James A. Traber, gen mgr; Robert A. Tharp, coml mgr; Bob Nance, program director; Vernon Townsend, promotion mgr; Douglas E. Smith, chief engineer;

Jimmy Traber, news director; C. L. Lewis, farm director; Ima Dell Kovar, women's director.

KVIC (1939): 1340 kc; 250 w. P. O. Box 725. Phone Hillcrest 3-9171. KVIC Broadcasting Co. (acquired station 1947). (See J. G. Long stations under "Group Ownership").

Network MBS. Specialty programs: Spanish, 8 hrs. wkly.

J. G. Long, pres; Harry L. Becker, gen mgr; Wilburn (Bill) Jackson, coml mgr; Gene Feathers, program director; Victor Boldt, promotion mgr & chief engineer; Bill Slater, news director; Cliff Berkman, farm director.

WACO, McLennan County

KWTX (May 1, 1946): 1230 kc; 250 w. P. O. Box 3128. Phone Plaza 6-4451. TWX 3450. KWTX Broadcasting Co. (original owner). (See L. B. J. stations in "Group Ownership").

Network MBS. Rep Raymer. M. N. (Buddy) Bostick, pres; Chuck Hinkle, gen mgr; Frank Fallon, program director;

Chuck Hardin, promotion mgr; William Moore, chief engineer; Joe Saragusa, news director; Johnny Watkins, farm director; Marvel Russel, women's director.

KWTX-TV: Tv companion of KWTX.

WACO (July 1922): 1460 kc; 1 kw, DA-N. 3620 Franklin Ave. Phone Plaza 2-6571. TWX 1-2382. WACO Broadcasting Corp. (acquired station Jan. 1, 1956). (See Wendell Mayes, stations in "Group Ownership"; also see "Newspaper Ownership").

Network ABC. Rep Weed; Clarke Brown (regional).

Specialty programs: Negro, ½ hr. wkly.

Wendell W. Mayes, pres; R. E. Lee Glasgow, gen mgr & coml mgr; Philip G. Harlow, program & news director; Jack Vinson, chief engineer; Mary L. Spillman (Holiday), women's director.

WAXAHACHIE, Ellis County

KBEC (July 6, 1955): 1390 kc; 500 w, DA-D. Highway 287, East. Phone Westmore 7-2710. Richard Tuck Enterprises (acquired station March 1957).

Network Keystone. Richard Tuck, owner & gen mgr; Charles Leon Joslin, coml mgr; Gene Kelly, program director; Jerry West, chief engineer; Faye Tuck, women's director.

WEATHERFORD, Parker County

KZEE (Aug. 12, 1956): 1220 kc; 250 w-D. P. O. Box 306. Phone Lyric 4-3826. Horace C. Boren (acquired station June 6, 1958).

Horace C. Boren, owner; Gene Stanley, gen mgr, coml mgr & chief engineer; Jerry Parks, program director; Mel Waldorf, promotion mgr; Norman Perry, news director; Nell Owen, women's director.

WESLACO, Hidalgo County

KRGV (April 27, 1927): 1290 kc; 5 kw, DA-N. Phone Woodlawn 8-3131. TWX WESLACO 072. KRGV Television Inc. (acquired station May 1, 1957). (See L. B. J. stations in "Group Ownership").

Network NBC. Rep Raymer. J. C. Kellam, pres; Charles L. Brooks, station mgr; Bill Rucker, national sales mgr;

Dallas Wales, program director; Hank Page, promotion mgr; Lewis Hartwig, chief engineer; Charlie Rankin, farm director.

KRGV-TV: Tv companion of KRGV.

WICHITA FALLS, Wichita County

KSYD (December 1947): 990 kc; 10 kw-D, 1 kw-N, DA-2. P. O. Box 2130. Phone 723-0791. Grayson Enterprises (acquired station April 1955).

Rep Venard, Rintoul & McConnell. Syd Grayson, pres & gen mgr; Earl Burnam, station mgr & coml mgr; Dick Laine, production director; Abe Lincoln, promotion mgr; Herbert T. Wiley, chief engineer; Lon Williams, news director; Billie Foreman, women's director.

KSYD-TV: Tv companion of KSYD.

KTEN (1949): 1290 kc; 6 kw-D, 1 kw-N, DA-N 917½ Scott St. Phone 322-5214. Texoma Broadcasting Co. of Wichita Falls (acquired station March 1, 1955).

Network Texas State Net. Rep Bolling; Clarke Brown.

Boyd Kelley, pres & gen mgr; Roger Stoner, coml mgr; Bill Gordon, program director, promotion mgr & news director; Robert A. Harmon, chief engineer; Glenn Shelton, farm director.

KWFT (1939): 620 kc; 5-kw, DA-N. P. O. Box 420. Phone 723-4181. TWX 8364. North Texas Radio Inc. (acquired station Nov. 1, 1957).

Network CBS. Rep H-R Representatives. Ben Ludy, pres & gen mgr; Lewis Dicken-

sheets, asst mgr & director of engineering; A. L. Pierce, sales mgr; Homer L. Cunningham, program director; Owanah Shelton, promotion mgr & women's director; Dave Dary, news director; Earl Sargent, farm director.

UTAH

BRIGHAM, Box Elder County

KBUE (February 1948): 800 kc; 250 w-D. 948 W. Forrest St. Phone 948. R. M. Bone (original owner).

Network Keystone.

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Network Keystone.

R. M. Bone, owner; Wade M. Ebeling, gen mgr & chief engineer; Arthur Fishler, coml mgr & promotion mgr; Dorothy Knudson, program director.

CEDAR CITY, Iron County

KSUB (July 3, 1937): 590 kc; 1 kw, DA-N. P. O. Box 811. Phone 590. TWX 262. Southern Utah Broadcasting Co. (acquired station Oct. 1, 1956). (See Corp. of President, Church of Jesus Christ of Latter Day Saints under "Group Ownership").

Network CBS. Rep Raymer. Samuel E. Nissley, pres; Louis T. Sayre, gen mgr; Walter V. Lowe, coml mgr; Donald E. Cartwright, program director; Richard Gunn, chief engineer; J. Sheldon Monsen, news & farm director.

CENTERVILLE, Davis County

KBBC (Dec. 1, 1957): 1600 kc; 1 kw-D. P. O. Box 44. Bountiful, Utah. Phone Axtell 5-5551. Davis Broadcasting Co. (original owner).

J. Fred Pingree, co-owner & pres; Howard W. Pingree, co-owner & gen mgr; Bill Curtis, asst mgr; Mitzi Bailey, program director; Ed McCleery, chief engineer; Tommy Greenhow, news director.

EPHRAIM, Sanpete County

***KDPH (FM)**: 88.9 mc; 10 w. Utah State University of Agriculture & Applied Science.

*Non-commercial educational.

LOGAN, Cache County

KLGN (Oct. 22, 1954): 1390 kc; 1 kw-D. R. R. #1, Box 362-A. Phone 2600. Atlas Engineering Corp. (original owner).

Rep George T. Hopewell. Obed C. Haycock, pres & chief engineer; Bruce R. Hymas, gen mgr, program director & promotion mgr; Dee F. Jensen, coml mgr & farm director; Maye Meservy, women's director.

KVNU (Nov. 20, 1938): 610 kc; 1 kw, DA-N. 1393 N. Main St. Phone 1400. Cache Valley Broadcasting Co. (original owner).

Network Keystone; Intermountain. Rep Avery-Knodel. Herschel Bullen, pres; Reed Bullen, gen mgr, promotion mgr & farm director; W. W. Kirkland, coml mgr; Fred Critchfield, program & news director; William Jones, chief engineer.

***KVCB (FM)** (October 1953): 88.1 mc; 10 w. Box 357, Utah State University; Phone 100, ext. 387. Utah State University (original owner).

Dr. Burrell F. Hansen, director; Robert Heyburn, chief engineer.

*Non-commercial educational.

MOAB, Grand County

KURA (1958): 1450 kc; 250 w. Moab Broadcasting & Television Corp.

Network MBS, Intermountain.

MURRAY, Salt Lake County

KMUR (1948): 1230 kc; 250 w. 4646 S. State St., Salt Lake City 7. Phone Amherst 6-4419. Oral J. Wilkinson.

Rep George T. Hopewell.

OGDEN, Weber County

KKOG (1947): 730 kc; 1 kw-D. P. O. Box 107. Phone Export 4-3476. KOPF Inc.

Rep Radio-TV Representatives Inc. Robert K. Hansen, gen mgr.

KLO (1924): 1430 kc; 5 kw, DA-1. Hotel Ben Lomond. Phone Export 4-5721. Interstate Corp. (See A. L. Glasman stations in "Group Ownership" and See "Newspaper Ownership").

Network Intermountain. Rep Avery-Knodel. Mrs. Edris A. Glasman, pres; Cecil Heftel, gen mgr; W. Kimball Ward, mgr; Rex Wallgren, program & farm director; Len Allen, promotion mgr; Wayne H. Moss, chief engineer; Harry Iland, news director; Mona Bramwell & Charlotte Brace, women's directors.

KVOG (April 1, 1948): 1490 kc; 250 w. 1538 Gibson Ave. Phone Export 2-7535. United Broadcasting Co. (original owner).

Rep Webb. Specialty programs: Spanish, 2 hrs. wkly.

Arch G. Webb, pres & gen mgr; David B. Affleck, coml mgr; Carol Von Facer, program director; Jay Livingood, promotion mgr & news director; C. L. Ruthstrum, chief engineer.

UTAH

BROADCASTERS

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Radio Stations CONTINUED

UTAH CONTINUED

PRICE Carbon County

KOAL (October 1936): 1230 kc; 250 w. P. O. Box 591. Phone Midford 7-0407. Eastern Utah Broadcasting Co. (acquired station 1940).
Network Keystone; Intermountain. Rep Avery-Knodel.

Jack Richards, pres, gen. coml, promotion mgr, program & news director; Leo E. Reid, chief engineer.

PROVO, Utah County

KEYY (1952): 1450 kc; 250 w. 307 S. 16th W. Phone Franklin 3-2174. Mid-Utah Broadcasting Co. (original owner). (See D. Spencer Grow stations in "Group Ownership").

D. Spencer Grow, pres; Edwin A. Nichay, gen mgr; David A. Weiser, coml mgr; Hal Parkes, program director; Joe Meier, station mgr; Lovell Killpack Jr., chief engineer.

KIKX (Nov. 24, 1947): 1400 kc; 250 w. P. O. Box 550. Phone Franklin 3-3336. Central Utah Broadcasting Co. (original owner).

Network ABC. Reps Webb (New York); Hollingbery (west coast).

Frank A. Van Wageningen, pres & co-owner; Harold E. Van Wageningen, co-owner, gen. coml & promotion mgr, & program director; Francis O. Boyer, chief engineer; Robert Chambers, news & farm director; JoAnn Zabrtskie, women's director.

KOVO (1939): 960 kc; 5 kw-D, 1 kw-N, DA-N, 651 W. 16th S. Phone Franklin 3-8551. KOVO Inc. (acquired station Oct. 1, 1956).

Network MBS; Intermountain. Rep Avery-Knodel.

Ashley Robison, pres; Glenn Shaw, gen mgr; L. H. Curtis, coml mgr; Don Spainhower, program director; Russ Grange, promotion mgr; Leland K. Davies, chief engineer.

RICHFIELD, Sevier County

KSVC (Oct. 1, 1947): 980 kc; 1 kw, DA-N. Phone Twin Oaks 6-4456. Sevier Valley Broadcasting Co. (original owner).

Network Intermountain. Rep Avery-Knodel.
Homer R. Bandle, pres; Arthur R. Tucker, gen mgr, coml mgr & news director; Bill King, program director & chief engineer; Hal Hansen, promotion mgr; Joe Gentry, news director; Sally Hansen, women's director.

ST. GEORGE, Washington County

KDKU (1957): 1450 kc; 250 w. P. O. Box 179. Phone 800. St. George Broadcasting Co.
Network Keystone.

Robert L. Kahle, gen mgr.

SALT LAKE CITY, Salt Lake County

KALL (September 1945): 910 kc; 1 kw, DA-N, 146 S. Main St. Phone Empire 4-3561. TWX SU 391. Salt Lake City Broadcasting Co. (original owner). (See "Newspaper Ownership"; also see L. L. Glasmann stations under "Group Ownership").

Network MBS; Intermountain. Rep Avery-Knodel.

George C. Hatch, pres; Homer K. Peterson, gen mgr & coml mgr; Robert Whitney, program director & promotion mgr; W. D'Orri Cozzens, chief engineer; Florian Wineriter, news director; Roger Barkley, farm director.

KLTV (TV): Tv companion of KALL.

KDYL (1922): 1320 kc; 5 kw, DA-1. 130 Social Hall Ave. Phone Davis 2-6681. TWX DA 25681. Intermountain Broadcasting & Television Corp. (acquired station July 1, 1953). (See "Newspaper Ownership" and Time Inc. stations in "Group Ownership").

Network NBC; Great Western Net. Rep Katz.

Specialty programs: German, 1 hr. wkly.
G. Bennett Larson, pres & gen mgr; Del Leeson, station mgr & national sales representative; Jack Adamson, local sales mgr; Ed Kemp, program director; Edward T. Hinstreet, promotion mgr; Allen L. Gunderson, chief engineer; Jack White, news director; Olive Milner, women's director.

KDYL-FM (1948): 98.7 mc; 1.2 kw. Duplicates KDYL (above).

KTVT (TV): Tv companion of KDYL-AM-FM.

KLUB (Aug. 1, 1938): 570 kc; 5 kw, DA-1. 166 Social Hall Ave. Phone Elgin 9-7794. KLUB Broadcasting Co. (acquired station Aug. 1, 1958).

Network ABC. Rep Hollingbery.
Frank C. Carman, pres & gen mgr; Allan Thomas, coml mgr; Del Williams, chief engineer; Paul Droubay, news director.

KLUB-FM (not on air; target date unknown): 97.1 mc; 23 kw. (Address, licensee and staff same as KLUB above).

KNAK (February 1945): 1280 kc; 5 kw-D, 500 w-N, DA-N, 1042 S. 6th W. Phone Empire 1-2685. Granite District Radio Broadcasting Co. (original owner).

Network Keystone. Rep Forjoo.

Howard D. Johnson, pres & chief engineer; William E. Wright, gen mgr, coml mgr & promotion mgr; Mildred Baker, program & women's director; Joe Lee, news & farm director.

KSL (April 21, 1922): 1160 kc; 50 kw. 10 S. Main St. Phone Elgin 5-4641. TWX PT 7259. Radio Service Corp. of Utah. (acquired station July 1924). (See Corp. of President, Church of Jesus Christ of Latter Day Saints in "Group Ownership").

Network CBS; CBS Radio Spot Sales.

J. Reuben Clark Jr., pres; J. W. Wright, executive vp; Joseph A. Kjar, gen mgr & coml mgr; Rex L. Campbell, program director; Robert O. Pusey, promotion mgr; Vincent E. Clayton, chief engineer; Rulon L. Bradley, news director; Elvon W. Orme, farm director; Melva Searle, women's director.

KSL-FM (March 15, 1946): 100.3 mc; 6.1 kw. Address, licensee and staff same as KSL (above).

KSL-TV: Tv companion of KSL-AM-FM.

KSOP (Feb. 1, 1955): 1370 kc; 1 kw-D, 2320 S. 13th W. Phone Hunter 4-4435. Seagull Broadcasting Co. (original owner).

Network MBS; Keystone; Intermountain.

Rep Charles Bernard & Co.
Specialty programs: Spanish, ¾ hrs. wkly.
R. E. Winn, co-owner & pres; M. H. Hilton, co-owner, gen mgr, coml mgr & promotion mgr; Sam Moll, program & news director; Lyle O. Wahlquist, co-owner & chief engineer; Robert Wooten, farm director; Rose Garahana, women's director.

KWHO (Nov. 15, 1955): 360 kc; 1 kw-D, 510-512 East Second S. Phone Davis 2-5819. Radio Station KWHO. (acquired station June 4, 1956).

Rep Grant.
Reese C. Anderson, owner & mgr; Marvin C. Zitting, chief engineer.

KWIC (Jan. 14, 1957): 1570 kc; 500 w-D, 1247 Wilmington Ave. Phone Hunter 4-8791. Marvin R. & Dale R. Curtis D/BA Sugarhouse Broadcasting Co.

Dale R. and Marvin R. Curtis, co-owners; Thomas M. Ivory, gen mgr & program director; Stanley D. Bush, coml mgr & promotion mgr; Kay D. Turner, chief engineer.

TOOELE, Tooele County

KTUT (1956): 990 kc, 1 kw-D. Ritz Theatre Bldg. Phone 390. Tooele County Radio & Tv Broadcasting.

Network Keystone.
George J. Smith, gen mgr.

VERNAL, Uintah County

KVEL (Jan. 19, 1947): 1250 kc; 1 kw-D, 120 E. Main. Phone 494. Uintah Broadcasting & Tv Co. (original owner).

Network MBS; Keystone; Intermountain.

Rep Forjoo.
Francis Felch, pres; Lee Walker, gen & coml mgr; La Von M. Wall, program & women's director; Wallace D. Raker, chief engineer & farm director; Frank H. Judd, news director.

VERMONT

BENNINGTON, Bennington County

WBTV (Sept. 13, 1953): 1370 kc; 500 w-D. Harwood Hill Rd. Phone 6321. Catamount Broadcasters Inc. (original owner).

Rep Kirby.
J. Gordon Keyworth, pres & chief engineer; Bolva C. Keyworth, station mgr, program director & women's director; Roy M. Anderson, coml mgr; Ross Wilson, news director.

BRATTLEBORO, Windham County

WKVT (not on air, target date not announced): 1490 kc; 250 w. 17 Dunbar St., Keene, N. H. WKNE Corp. (See Highland stations in "Group Ownership").

Joseph K. Close, pres.
WISA (April 19, 1950): 1450 kc; 250 w. Putney Road. Phone Alpine 4-4567. Tri State Area Broadcasting Corp. (acquired station October 1953). (See Theodore Feinstein stations in "Group Ownership").

Network Puritan. Rep Walker-Rawalt.
Theodore Feinstein, owner & pres; Phillips G. Terhune, exec vp, gen mgr & promotion mgr; Edward Somes, assistant mgr & chief engineer; Edwin Ellis, program director & news director; Carl Hill, farm director; Clara Antonetti, women's director.

BURLINGTON, Chittenden County

WCAX (Nov. 1931): 620 kc; 5 kw, DA-2. 100 Market Square, South Burlington. Phone University 2-5761. TWX 10. WCAX Radio Inc. (acquired station March 1939).

Network CBS. Rep Weed.
C. P. Hasbrook, pres; S. T. Martin, gen mgr; J. W. Miller, coml mgr; W. C. Dow, program director; C. S. Lewis, promotion mgr; J. W. Tierney, chief engineer; J. A. Sullivan, news director; Joel Chandler, farm director; Carol King, women's director.

WCAX-TV: Tv companion of WCAX.

WDOT (1954): 1400 kc; 250 w. 109 S. Winooski Ave. Phone 2-5776. WDOT Corp.

Rep Walker-Rawalt.
Val Carter, pres & gen mgr.
WJOY (Sept. 14, 1946): 1230 kc; 250 w. 633 Main St. Phone University 4-5774. TWX 42. Vermont Broadcasting Corp. (original owner).

Network ABC. Rep Everett-McKinney; Kettell-Carter (Boston).
David W. Howe, pres; Frank A. Balch, gen mgr & coml mgr; Dean Slack, program director; Ted Barker, promotion mgr & farm director; Donald Wheatley, chief engineer; Robert Leavitt, news director; Wynne Casey, women's director.

MONTPELIER, Washington County

WSKI (Dec. 7, 1947): 1240 kc; 250 w. 94 Main St. Phone Capital 3-5275. Green Mt. Broadcasting Co. (acquired station Nov. 1, 1957).

Network ABC. Rep Walker-Rawalt.
Specialty programs: Italian, 1 hr. wkly.
Ellis E. Erdman, pres; Fred Haggerty, gen mgr & coml mgr; Robert Bannon, assistant mgr & news director; John Brunnel, program director; Robert Furlong, promotion mgr; Gerald Marcott, chief engineer; Dixie Buttura, women's director.

NEWPORT Orleans County

WIKE (Sept. 12, 1952): 1490 kc; 250 w. P. O. Box 711. Phone 832. Memphremagog Broadcasting Co. (original owner).

Network North Country Stations. Rep Devney; Foster & Creed (Boston); Lorrie Potts (Canada).

E. Dean Finney, pres; Donald A. Trurston, gen mgr & chief engineer; William Graham, program director; Douglas Cole, promotion mgr; Donald J. Barry, news director; Helen Bowman, women's director.

RUTLAND, Rutland County

WHWB (June 1949): 1000 kc; 1 kw-D, P. O. Box 691. Phone Prospect 3-3200. Central Vermont Broadcasting Corp. (acquired station June 6, 1955).

Rep Gill-Perna; Nona Kirby (New England).
Specialty programs: Polish, 1 hr. wkly.; Italian, 1 hr. wkly.

John H. Bennett, gen mgr & chief engineer; Frank M. Cormack, coml mgr; David J. Corey, program director.

WSYB (December 1930): 1380 kc; 5 kw-D, 1 kw-N, DA-N, 35 Washington St. Phone Prospect 3-8140. Philip Weiss Music Co. (original owner).

Network MBS, Yankee. Rep Devney (New York); Foster & Creed (Boston).
Philip Weiss, owner & coml mgr; Jack H. Weiss, gen mgr.

ST. ALBANS, Franklin County

WWSR (Feb. 1941): 1420 kc; 1 kw-D, 75 N. Main St. Phone Lakeview 4-2157. Vermont Radio Corp. (original owner).

Network Yankee. Rep Walker-Rawalt.
Lloyd E. Squier, pres & gen mgr; Mrs. Earl C. Fahl, coml mgr & women's director; Robert Schmidt, promotion mgr; Theodore H. Boisvert, chief engineer; Stu Perry, news director & farm director.

ST. JOHNSBURY, Caledonia County

WTWN (July 10, 1949): 1340 kc; 250 w. Concord Ave. Phone Pioneer 8-2344. Twin State Broadcasters Inc. (original owner).

Network North Country Stations. Rep Devney; Foster & Creed (New England).

Specialty programs: French, 1 hr. wkly.
E. Dean Finney, pres & gen mgr; John E. Byrne, station mgr; Stan Douglas, program director & news director; Ken Lara, chief engineer; Pat Steeves, women's director.

SPRINGFIELD, Windsor County

WCER (May 1954): 1480 kc; 1 kw-D, 106 Park St. Phone Turner 5-4555. Connecticut Valley Broadcasting Co. (acquired station Jan. 15, 1958).

Rep Bolling.
Carlo F. Zezza, pres; John F. McPadden, program director; Daniel W. Churchill, chief engineer; Martha Mortenson, women's director.

WATERBURY, Washington County

WDBV (July 16, 1931): 550 kc; 1 kw, DA-2 (CP for 5 kw-D, 1 kw-N, DA-2). 9 Stone St. Phone Cherry 4-7321. Lloyd E. Squier. (acquired station 1947).

Network MBS, Yankee Net. Rep Everett-McKinney; Kettell-Carter (Boston).
Lloyd E. Squier, owner & gen mgr; Craig S. Parker, coml mgr & program director; Warren C. Chase, chief engineer; David H. Crane, news director; Harold M. Grout, farm director; Constance D. Graves, women's director.

VERMONT BROADCASTERS

TO BUY OR SELL

see

Wm. T. Stubblefield

1737 DeSales St., N.W., Washington 6, D.C.

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or any office of

HAMILTON-STUBBLEFIELD-TWINING & ASSOCIATES, INC.

Radio Stations CONTINUED

VIRGINIA

ABINGDON, Washington County

WBBI (December 10, 1956): 1230 kc; 250 w. P. O. Box 509. Phone Market 8-2147. Burley Broadcasting Inc. (original owner).

Nelson T. Barker, pres; Lindy M. Seamon, gen mgr, coml mgr & chief engineer; Phil Doran, program director; Sam Thacker, promotion mgr; Dave Taylor, news director; Jack Potter, farm director; Maxine Hilton, Anne Butt, women's directors.

ALEXANDRIA

WPXK (Dec. 10, 1945): 730 kc; 1 kw-D. 523 First St. Phone Overlook 3-3000. Potomac Broadcasting Corp. (original owner).

Carl L. Lindberg, pres; Howard B. Hayes, gen mgr; John C. Moran, national sales mgr; William J. A. Smith, program director; Robert E. L. Moore, promotion mgr; Charles Roudabush, chief engineer; Earl Hague, news director.

ARLINGTON, Arlington County

WABL (Nov. 7, 1946): 780 kc; 1 kw-D. 5232 Lee Highway, zone 7. Phone Kenmore 6-9000. Northern Virginia Broadcasters Inc. (acquired station Sept. 15, 1951). (See Cy Blumenthal stations in "Group Ownership").

Rep Bernard.
Specialty programs: Yiddish, 1 1/4 hrs. wkly.; Negro, 1/2 hr. wkly.

Cy Blumenthal, pres; Ray Armand, gen mgr & program director; George A. Henning, coml mgr; Warren Brill, promotion mgr; James Petty, chief engineer; Bill Dagg, news director; Don Owens, farm director; Margaret A. Radford, women's director.

WARL-FM (Nov. 7, 1946): 105.1 mc; 2.05 kw. Duplicates WARL (above).

WARL-TV: Tv companion of WARL-AM-FM.

WEAM (1947): 1390 kc; 5 kw, DA-2. Arlington Trust Bldg., zone 1. Phone Jackson 7-7100. Arlington-Fairfax Broadcasting Co. (See Harold H. Thoms stations in "Group Ownership").

Rep Broadcast Time Sales.
Harold H. Thoms, pres; Kenneth L. Wood, gen mgr; Frank Pipes, program-production director; Phyllis Van Alstine, promotion director; Don Holt, chief engineer; Don Date, news director.

BEDFORD, Bedford County

WBLT (Feb. 9, 1950): 1350 kc; 1 kw-D. P. O. Box 406. Phone 8245. Bedford Broadcasting Corp. (original owner).

James E. Synan, pres & gen mgr; George H. Melton, coml mgr; Douglas B. Catlin, program director; John P. Laughlin, chief engineer; Frances Owen, women's director.

BIG STONE GAP, Wise County

WBSD (Aug. 20, 1953): 1220 kc; 1 kw-D. P. O. Box 244. Phone 800. Gap Broadcasting Co. (original owner).

W. H. Wren, Jr., pres, gen mgr & promotion mgr; Gerald C. Dokka, coml mgr, program & news director; Gene Hopkins, chief engineer; Mrs. C. E. Frazier, women's director.

BLACKSTONE, Nottoway County

WBLV (April 23, 1947): 1440 kc; 5 kw-D. P. O. Drawer 192. Phone 478. Blackstone Broadcasting Corp.

Network Keystone.
Specialty programs: Negro, 6 hrs. wkly.
Harris L. Umstead, pres & coml mgr; John M. Williams, gen mgr & farm director; John R. Clement, program director & news director; Charles E. Brown, chief engineer; Carol Quinn, women's director.

BRISTOL, Washington County

WCYB (1946): 690 kc; 10 kw-D. Front & Cumberland Sts. Phone North 3560. Appalachian Broadcasting Corp.

Robert H. Smith, pres & gen mgr.
WCYB-TV: Tv companion of WCYB.
WFEG (1946): 980 kc; 5 kw-D. 1 kw-N, DA-N. Valley Drive. Phone North 3620. Bristol Broadcasting Co. (acquired station 1948).

Network MBS. Rep Walker-Rawalt.
W. C. Ninger, pres; W. L. Ninger, gen mgr; Jack Martin, coml mgr; Robert Fleming, program director; John Hughlett, chief engineer; George Dixon, news director; Verlin Mays, farm director; Judy Weston, women's director.

CHARLOTTESVILLE, Albemarle County

WCEV (Aug. 28, 1933): 1260 kc; 5 kw-D. 1 kw-N, DA-2. Rose Hill Drive. Phone 2-5121. TWX Charlottesville 98. Barham & Barham (acquired station 1940).

Network ABC. Rep Clark.
Charles Barham Jr., pres; Robert C. Walker II, gen mgr & coml mgr; R. G. Sketchley, program director; Charles Smith Jr., local sales & promotion mgr; Dan Spitzer, chief engineer; W. C. Gentry, news & farm director; Gail Bazarre, women's director.

WELK (Nov. 15, 1957): 1010 kc; 1 kw-D. Harris Road. Phone 2-8080. Lawrence Kennedy (original owner).

Lawrence Kennedy, owner, gen mgr, coml mgr & chief engineer; Gordon Cropp, program

director & promotion mgr; Charlie Doll, news director; V. W. Graves, farm director.

WINA (Sept. 28, 1949): 1400 kc; 250 w. P. O. Box 1230. Phone 2-6177. Charlottesville Broadcasting Corp. (original owner).

Network NBC; Keystone. Rep Walker-Rawalt.

Donald G. Heyne, pres & gen mgr; Thomas M. Behrendt, coml mgr; Edward M. Desmond, program & news director; Eugene V. Bossleux, Jr., chief engineer; Barbara Brown, women's director.

WINA-FM (1954): 95.3 mc; 620 w. Same address, licensee and staff as WINA (above).

***WTJU (FM)** (April 15, 1957): 91.3 mc; 10 w. U. of Virginia. Phone 2-2166. U. of Virginia. Roderick G. Collins, gen mgr & program director; John C. Alderman, chief engineer.

*Non-commercial educational.

CHRISTIANSBURG, Montgomery County

WBCR (1954): 1260 kc; 1 kw-D. Box 1260. Phone Evergreen 2-2946. WBCR Inc. (acquired station July 1, 1958).

Network Keystone. Rep Cooke.
A. Hundley Griffith Jr., pres & gen mgr; A. H. Griffith Sr., vp; Ruby B. Moss, sec-treas; John F. Murphy, program director & chief engineer; Richard Ezell, assistant mgr & news director; Lewis S. Kanode, Jr., farm & country music director.

CLIFTON FORGE, Alleghany County

WCFV (Oct. 19, 1951): 1230 kc; 250 w. Fairview Heights. Phone 2147. Clifton Forge Broadcasting Corp. (original owner).

Network MBS. Rep Hopewell.
C. H. Lawler, pres; Claude F. James, gen mgr, coml mgr, promotion mgr & chief engineer; Robert Reed, program & news director; Clair Howser, farm director; Isabelle Harrel, women's director.

COLONIAL HEIGHTS, Dinwiddie County

WFVA (See Petersburg, Va.).

COVINGTON, Alleghany County

WKEX (May 1941): 1340 kc; 250 w. Phone 8351. TWX 29. Earl M. Key (acquired station March 1942).

Network ABC. Rep Devney.
Earl M. Key, pres & gen mgr; Kenneth L. Bryant, coml mgr & promotion mgr; John Lee Davis, program, news & farm director; Donnell D. Dickson Jr., chief engineer.

CREWE, Nottoway County

WWSV (1947): 800 kc; 1 kw-D. P. O. Box 47. Phone 7811. Southern Virginia Broadcasting Corp. (original owner).

Calvin S. Willis, pres; Freeman H. Stewart, gen mgr; Harold F. Payne, coml mgr; Tom Roland, program director, promotion mgr & news director; E. C. Wilson, chief engineer; Jody Rainwater, farm director.
WWSV-FM (1949): 104.7 mc; 14 kw. Duplicates WWSV (above).

CULPEPER, Culpeper County

WCVA (February 1949): 1490 kc; 250 w. 1 Radio Lane. Phone 8338. Culpeper Broadcasting Corp. (original owner).

Network MBS; Keystone. Rep Indie Sales.
Specialty programs: Negro, 1 hr. wkly.
Len T. Preston, pres; John T. Rogers, gen mgr & promotion mgr; Tucker Butler, coml mgr; Ed Gombos, program director; Oscar Gildemann, chief engineer; Marvin Bates, farm director; Ann W. Rogers, women's director.

DANVILLE, Pittsylvania County

WBTM (May 24, 1930): 1330 kc; 5 kw-D. 1 kw-N. 710 Grove St. Phone Swift 3-4411. TWX DANV VA 76. Piedmont Broadcasting Corp. (original owner).

Network ABC. Rep Gill-Perna.
Specialty programs: Negro, 10 hrs. wkly.
W. E. Gardner Jr., pres; Milton N. Adams, mgr; Eddie Allgood, coml mgr; Jim Crawford, program director; Sam P. Cobb, promotion mgr; Lyle C. Motley, assistant mgr & chief engineer; Leon Smith, news director; Ned Richardson, farm director.

WBTM-TV: Tv companion of WBTM.
WDVA (June 29, 1947): 1250 kc; 5 kw-D. 1 kw-N, DA-N. Lexington Ave. Phone Swift 2-9311. Virginia-Carolina Broadcasting Corp. (original owner). (See "Newspaper Ownership").

Network: MBS; Keystone; Tobacco. Rep Keller.

Specialty programs: Negro, 1 hr. wkly.
Emerson J. Fryor, pres & gen mgr; Stover J. Morris, Jr., coml mgr; Dick Campbell, program director; Jeff Waugh, continuity director; Howard Clendenen, chief engineer; Charles Craig, news director; Frank Raymond, farm director; Nadine Wright, women's director.

WILA (Aug. 25, 1957): 1580 kc; 500 w-D. P. O. Box 1055. Phone Swift 2-2133. WILA Inc. (original owner). (See S. L. Goodman stations in "Group Ownership").

Rep Dora-Clayton; Walker-Rawalt.
Specialty programs: Negro, 7 hrs. wkly.
S. L. Goodman, pres; George J. Lund, gen mgr; Ed Browning, coml mgr; Earle Stogner, program director; Jane Brann, promotion mgr; Bill Purcell, chief engineer; Joe Merritt, news & farm director; Sally Bendall, women's director.

EMPORIA, Greensville County

WEVA (Nov. 4, 1952): 860 kc; 1 kw-D. Washington St. Phone 2133. Stone Broadcasting Corp. (original owner).

Network Keystone.
Specialty programs: Negro, 1 1/4 hrs. wkly.
Maxey E. Stone, owner & gen mgr; Sallie J. Whitlock, coml mgr & women's director; Will Stone, program director & sports editor; Dick Phillips, promotion mgr; Elton A. Short, chief engineer; Eddie Anderson, news director & farm director.

FAIRFAX, Fairfax County

WFCR (October 1955): 1310 kc; 1 kw-D. 2nd & Oak Sts. Phone Crescent 3-4000. OK Broadcasting Corp. (original owner).

Rep Best.
George E. Oleson, pres; Arthur Kellar, gen mgr; James Larkin, coml mgr; Jules Henry, program director; Joe Terrier, chief engineer; Dave Festress, news director; Glenna Wallace, women's director.

FALLS CHURCH, Fairfax County

WFAX (1948): 1220 kc; 1 kw-D. Tower Square. Phone Jefferson 2-1220. Lamar A. Newcomb (original owner).

Network Keystone.
Specialty programs: Greek, 1/2 hr. wkly.
Lamar A. Newcomb, owner, gen mgr & chief engineer; Bruce F. Rhodes, sales mgr & station mgr; Genevieve Newcomb, program mgr; Arthur D. Stamler, promotion & assistant station mgr; Richard J. Fanning, technical director; Howard Sheldon, news & sports director; Kay Ferrell, women's director; John Allen, local coml mgr.

FARMVILLE, Prince Edward County

WFLO (August 1947): 870 kc; 1 kw-D. Cumberland Road. Phone 870. Colonial Broadcasting Co. (original owner).

Mrs. Carla B. Keys, owner; John D. Wilson, station mgr; Al Smith, program director; O. C. Covington, engineer; Henry Fulcher, farm director.

FRANKLIN, Southampton County

WYSR (1956): 1250 kc; 1 kw-D. P. O. Box 464. WYSR Inc. (See S. L. Goodman stations in "Group Ownership").

Howard Keller, gen mgr.

FREDERICKSBURG

WFVA (1939): 1230 kc; 250 w. 707 Princess Anne St. Phone Essex 3-7721. Fredericksburg Broadcasting Corp. (original owner). (See Richard Field Lewis Jr. stations in "Group Ownership").

Network ABC.
Marion Park Lewis, exec vp & chief owner; John Carl Morgan, gen mgr, national coml mgr & chief engineer; Jack H. Tucker, local coml mgr; Arch Harrison, program director & promotion mgr; Eddie Allen, farm director; Dorothy Grantham, women's director.

FRONT ROYAL, Warren County

WFTR (Sept. 19, 1948): 1450 kc; 250 w. P. O. Box 192. Phone Melrose 5-4121. Sky-Park Broadcasting Corp. (original owner).

Network MBS, Keystone.
J. G. Hillidge, pres; Ken Gordon, gen mgr & coml mgr; Bill Poole, assistant mgr & chief engineer; Frank Donaldson, news & farm director; Drayton Norcom, women's director.

GALAX, Carroll County

WBOB (Feb. 1, 1947): 1360 kc; 1 kw-D. Poplar Knob Road. Phone Belmont 6-2921. Carroll-Grayson Broadcasting Corp. (original owner).

Network MBS, Keystone. Rep Continental.
Robert V. Morris, pres; Joe F. Crockett, gen mgr; Brice Parks, sales mgr; Mrs. Mueli M. Bell, program director & women's director; E. Marguerite Vass, promotion mgr; W. Edward Boyer, chief engineer & farm director; Frank E. Osborne, news director.

GLOUCESTER, Gloucester County

WDDY (Jan. 20, 1957): 1420 kc; 1 kw-D. P. O. Box 673. Phone Oxford 3-4302. Cape Radio Inc. (acquired station June 16, 1958).

Network Keystone.
Arthur Lazarow, pres & gen mgr; Hollis Ines, coml mgr; Kenneth Bradby, chief engineer; Kenneth Morrells, news director.

GRETNA, Pittsylvania County

WMNA (Aug. 12, 1956): 730 kc; 1 kw-D, DA-D. P. O. Box 730. Phone 4-730. Central Virginia Broadcasting Co. (original owner).

Network Keystone.
James E. Parsons, pres; G. W. (Bill) Sandefur, gen mgr & program director; Ed Wilson, coml mgr; Charles Lingafelt, chief engineer & farm director; Virginia Sandefur, news director.

GRUNDY, Buchanan County

WNRG (Nov. 16, 1955): 1250 kc; 1 kw-D. P. O. Box 245. Phone Webster 5-7581. Virginia-Kentucky Broadcasting Co. (acquired station September 1957).

Herman Dotson, pres; David B. Jordan, gen mgr; Aubrey Garber, assistant mgr; Jean Scott, program director; Glen Woodward, promotion mgr; Clyde Varney, local news editor; Marge Jordan, women's director.

Radio Stations CONTINUED

VIRGINIA CONTINUED

HAMPTON

WVEC (July 1948): 1490 kc; 250 w. 1930 Pembroke Ave. Phone 6331. Peninsula Broadcasting Corp.

Network NBC. Rep Avery-Knodel. Thomas P. Chisman, pres & gen mgr; Harrol A. Brauer Jr., director of sales; Jerry Sanford, program director; Beverly Avery, promotion mgr; William C. King, chief engineer; Lewis T. Jester, news director. WVEC-TV: Tv companion of WVEC.

HARRISONBURG, Rockingham County

WBMO (FM) (Dec. 16, 1954): 91.7 mc; 1 kw. Eastern Mennonite College. Phone 4-7331. Board of Trustees of Eastern Mennonite College.

John R. Mumaw, pres; Robert C. Lehman, gen mgr; Paul Wenger Jr., program director; Roy Hartzler, chief engineer.

*Non-commercial educational.

WBBG (August 1956): 1360 kc; 5 kw-D. 75 E. Market St. Phone 4-7394. Valley Broadcasters Inc. (acquired station August 1957).

Rep Pearson. Robert C. Currie Jr. & Frederick R. Griffiths, chief owners; Will Hall, gen mgr & coml mgr; Jack FitzSimons, program director; Dave Wayne, promotion mgr; William S. Shaver, farm director; Connie J. Kibler, women's director.

WSVA (1935): 550 kc; 5 kw-D, 1 kw-N, DA-N. Rawley Pike. Phone 4-4431. TWX HBG 85. Shenandoah Valley Broadcasting Inc. (acquired station June 29, 1956). (See "Trans-continental Television stations in "Group Ownership").

Network NBC. Rep Peters, Griffin, Woodward.

Specialty programs: Negro, 1 1/4 hrs. wkly. Hamilton Shea, pres & gen mgr; Richard Johnson, coml mgr; James MacNeil, program director; Andy McCaskey, promotion mgr; N. L. Royster, merchandising mgr; J. Mac Foley, chief engineer; Wip Robinson III, news director; Homer Quann, farm director; Virginia C. Lindamood, women's director.

WSVA-FM (1945): 100.7 mc; 7.2 kw. Duplicates WSVA (above). WWSVA-TV: Tv companion of WSVA-AM-FM.

HOPEWELL, Prince George County

WHAP (July 1948): 1340 kc; 250 w. Box 621. Phone Cedar 9-7301. Hopewell Broadcasting Co. Inc. (acquired station July 1954).

Network Keystone. Specialty programs: Negro, 12 hrs. wkly. Calvin S. Willis, pres; William R. Craig, gen mgr & coml mgr; Robert B. Peterson, program director; Mrs. Mary Bogaerde, promotion mgr; C. Victor Johnson, chief engineer; Calvin Townes, news director; Mrs. Virginia Washburn, women's director.

LAWRENCEVILLE, Brunswick County

WLBS (not on air, target date unknown): 380 kc; 500 w-D. Harry A. Epperson Sr.

LEESBURG, Loudoun County

WAGE (March 6, 1958): 1290 kc; 1 kw-D. Phone Spring 7-1290. Marion Park Lewis, executrix of estate of Richard Field Lewis

Jr., deceased (original owner). (See Richard Field Lewis Jr. stations in "Group Ownership").

Marion Park Lewis, pres; Wallace L. Hankin, gen mgr; Edwin Meyer, program director & news director; Edward Ivory, promotion mgr; John Gill, chief engineer; Worthy Caulk, women's director.

LEXINGTON, Rockbridge County

WBEL (Nov. 14, 1948): 1450 kc; 250 w. Drawer 902. Phone Hobart 3-2161. Rockbridge Broadcasting Corp. (original owner).

Network NBC. Keystone. Rep Indie Sales. Marshall L. Wilmer, pres; Milton B. Henson, gen mgr; J. B. Trainer, coml mgr; Joseph E. Lynn Jr., program director; James I. Bray Jr., chief engineer; Ernest Houff Jr., news director; Louise W. Oder, women's director.

LYNCHBURG, Campbell County

WBBG (Sept. 7, 1956): 1050 kc; 1 kw-D. P. O. Box 1079. Phone Victor 6-8541. Harry A. Epperson Sr. (original owner).

Rep Clarke. Specialty programs: Negro, 20 hrs. wkly. Harry A. Epperson Sr., owner; Thomas L. Buckley, gen mgr, coml mgr & news director; Mrs. Eddie M. Raymond, program director; Bryant J. Pinkerton, chief engineer; Berk Forest, farm director.

WLVA (April 21, 1930): 590 kc; 1 kw, DA-2. 2320 Langhorne Road. Phone 2-1242. TWX LY 80. Lynchburg Broadcasting Corp. (original owner).

Network ABC. Rep Hollingbery. Philip P. Allen, pres & gen mgr; Thomas L. Turner, coml mgr; Warren Uttal, program & promotion director; John T. Orth, chief engineer; Fran Russell, news director; Wayne Tyler, farm director.

WLVA-TV: Tv companion of WLVA. **WWOD** (1947): 1390 kc; 5 kw-D, 1 kw-N, DA-N. P. O. Box 1300. Phone 2-3441. Lynchburg Independent Broadcasters (See Cy N. Bahakel stations in "Group Ownership").

Cy N. Bahakel, pres; Henry Hughes, mgr. **WWOD-FM** (1948): 100.1 mc; 940 w. Same licensee as WWOD (above).

MANASSAS, Prince William County

WRW (Oct. 1, 1957): 1460 kc; 500 w-D. Drawer 151. Phone 931. Prince William Broadcasting Corp. (original owner).

Network Keystone. Rep Devney. Harold H. Hersch, pres & gen mgr; Woody Merchant, coml mgr & promotion mgr; C. A. Sinclair III, program director; Harry Voorhaer, chief engineer; Norman Vaughn, farm director.

MARION, Smyth County

WMEV (Dec. 12, 1948): 1010 kc; 1 kw-D. Route 737. Phone State 3-9001. Mountain Empire Broadcasting Corp. (original owner).

Network ABC. Keystone. Rep Indie Sales. Robert C. Wolfenden, pres & gen mgr; Mrs. Robert C. Wolfenden, program director; Edward Surface, chief engineer; Wayne Clements, news director; Don Sludor, farm director.

MARTINSVILLE, Henry County

WHEE (Aug. 4, 1954): 1370 kc; 1 kw-D. Setback Bldg. Phone Mercury 2-9811. Mecklenburg Broadcasting Co. (original owner).

Specialty programs: Negro, 7 1/2 hrs. wkly. John W. Shultz, pres & gen mgr; Charles F. Adams, coml mgr; Grace P. Uram, program director; Thomas W. Patterson, pro-

motion mgr; T. E. Tatum, chief engineer; Lee Gilbert, news director; Jim Eanes, farm director.

WMVA (1941): 1450 kc; 250 w-D. Chatham Heights. Phone Mercury 2152. TWX Martinsville 32. Martinsville Broadcasting Co. (original owner).

Network NBC. Keystone. Rep McGavrin-Quinn.

Specialty programs: Negro, 8 hrs. wkly. H. Grady Moore, pres; Maynard E. Dillaber, exec vp & gen mgr; Charles S. Cooper, coml mgr; Barbara H. Zimmerman, program director; John Bouldin, promotion mgr; B. Edward Boyer, chief engineer; David Goller, news director; H. P. Bluhm, farm director; Ross Lee Chaffin, women's director.

WMVA-FM (1950): 96.3 mc; 2.9 kw. Duplicates WMVA (above).

MT. JACKSON, Shenandoah County

WSIG (April 27, 1954): 790 kc; 1 kw-D, DA, CP 5 kw, DA-D. WSIG Bldg. Phone 790. Richard F. Lewis Jr. Inc. of Mt. Jackson (original owner). (See Richard Field Lewis Jr. stations in "Group Ownership").

Marion P. Lewis, pres; Philip J. Potter, gen mgr & coml mgr; Melvin Bakner, program director; Alfred Antlitz, chief engineer; Robert Harrington, farm director.

NARROWS-PEARISBURG, Giles County

WNRV (August 1958): 990 kc; 1 kw-D. Phone Park 6-2211 (Narrows), 256 (Pearisburg). Giles Broadcasting Co. (original owner).

Rep George T. Hopewell. H. J. Romanus, owner; H. T. Hicks, station mgr & news director; J. E. Holland II, coml mgr & promotion mgr; L. P. Williams, program director; Washington Elitchko, chief engineer; William Snidow, farm director; Maxine Elitchko, women's director.

NEWPORT NEWS

WGH (1928): 1310 kc; 5 kw. DA-N. 739 Boush St., Norfolk; P. O. Box 98, Newport News. Phone Madison 2-3353 (Norfolk), 4-7333 (Newport News). Hampton Roads Broadcasting Corp. (original owner). (See "Newspaper Ownership").

Network ABC. Rep Blair. Edward E. Bishop, vp & gen mgr; Dan Hydrick Jr., mgr; Sidney M. Oman, coml mgr; Ambert Dail, program director; George Sokol, chief engineer; Dick Kidney, news director.

WGH-FM (1956): 97.3 mc; 36 kw. Same licensee and staff as WGH (above).

WYOU (1947): 1270 kc; 1 kw-D. 114 24th St. Phone 5-1864. United Broadcasting Co. of Eastern Virginia Inc. (See United Broadcasting Co. stations in "Group Ownership").

Rep United Broadcasting Co.; Dora-Clayton; Oakes.

Specialty programs: Negro, 8 1/2 hrs. wkly. Richard Eaton, pres & gen mgr; Joseph E. Gathings, station mgr; Chet Munson, coml mgr; Al Clark, sports director; Ernest Hooper, chief engineer; Pearl Harris, women's director.

NORFOLK

WCMS (July 1, 1954): 1050 kc; 1 kw-D. Helena Bldg. zone 10. Phone Madison 5-0525. WCMS Radio Norfolk Inc. (original owner). (See Cy Blumenthal stations in "Group Ownership").

Rep Bernard. Cy Blumenthal, owner; Roy La Mere, gen mgr; Al Lynn, director of operations; Joe Hoppel, program director; Ted Spivgy, chief

WYOU

Serving the metropolitan Norfolk area. The most complete coverage of any race station in the area. WYOU broadcasts to more than 500,000 people including an audience of 200,000 negroes with more than \$300,000,000 retail dollars to spend. Ask Bob Wittig at UBC, New York office, Plaza 5-9145 or UBC at 8th & Eye Streets, Washington, D. C.

Radio Stations CONTINUED

VIRGINIA CONTINUED

engineer; Lon Backmon, news director; Olivia Barbee, women's director.

WLOW (See Portsmouth, Va. listing).

***WMTI (FM)**: 91.5 mc; 1.45 kw. College of William & Mary.

*Non-commercial educational.

WNOR (March 1949): 1230 kc; 250 w. 1019 Boissevain Ave. zone 7. Phone Madison 2-7071. Norfolk Broadcasting Corp. (original owner). Rep Weed.

Louis Peterson, pres; Earl Harper, gen mgr; Jack H. Harris, coml mgr; William D. Montgomery, program director; Howard Sheets, chief engineer; Lloyd C. Story, news & sports director.

WRAP (1951): 850 kc; 5 kw-D. 1 kw-N, DA-2. Portlock Bldg. Phone Madison 7-8307. Rollins Broadcasting-Teletasting of New York Inc. (original owner). (See Rollins stations in "Group Ownership").

Rep Rollins.
Specialty programs: Negro, 100%.
O. Wayne Rollins, pres; Paul von Hagel, gen mgr & program director; Wally Voigt, coml mgr; Tim Crow, promotion mgr; Glen Frazier, chief engineer; Sid Woods, news director; Mrs. Leloa Dyson, women's director & director of public relations.

WRVC-FM (July 1954): 102.5 mc; 8.7 kw. 2712 Colley Ave. Phone Madison 7-1100. Virginia Good Music Corp.

Norman C. Willcox, pres & sales mgr; Charles G. Massie Jr., program mgr & sec-treas; Richard D. Holland, chief engineer.

WTAR (Sept. 21, 1923): 790 kc; 5 kw, DA-N. 720 Boush St. zone 10. Phone Madison 5-6711. TWX NF 91. WTAR Radio Corp. (original owner). (See "Newspaper Ownership").

Network CBS. Rep Petry.
Campbell Arnoux, pres & gen mgr; Robert M. Lambe, vp in charge of sales; John C. Pepper, vp in charge of operations; William S. Johnson, program director; Hal Powell, promotion mgr; Richard L. Lindell, chief engineer; Clayton Edwards, news director; Mildred Alexander, women's director.
WTAR-TV: Tv companion of WTAR.

NORTON, Wise County

WNVA (March 6, 1946): 1350 kc; 5 kw-D. Progress Bldg. Phone 700. Radio WISE Inc. (acquired station 1956).

Network Keystone.
R. E. Helms, pres; Jack T. Helms, vp, gen mgr & promotion mgr; Jack Darnell, coml mgr & program director; William Gregory, chief engineer; Bill Stallard, news director; Jim True, farm director; Irene Hale, women's director.

ORANGE, Orange County

WJMA (1949): 1340 kc; 250 w. P. O. Box 271. Phone 7263. Charlottesville Broadcasting Corp. (acquired station July 1, 1957).

Network NBC, Keystone.
Donald G. Healyne, pres; Bob C. Wagner, gen mgr & coml mgr; Robert Russell, program director; Eugene Bossieux Jr., chief engineer; Robert Shipley, farm director.

PENNINGTON GAP, Lee County

WSWV (not on air, target date not set): 1570 kc; 1 kw-D. c/o Dr. Daniel E. Gabriel, Box 217. Lee County Broadcasting Co.

PETERSBURG, Dinwiddie County

WPVA (1955): 1290 kc; 5 kw-D. Box 87. Phone Regent 2-3478. Harry A. Epperson Jr. (original owner).

Rep Clark.
Specialty programs: Negro, 12 hrs. wkly.
Harry A. Epperson Jr., owner; Ray Frazier, coml mgr; Olive P. Epperson, program director; Bob Utley, promotion mgr; John Dicks, chief engineer; Dale Cleveland, news director; John Driver, farm director; Betty Smith, women's director.

WSSV (May 7, 1945): 1230 kc; 250 w. 112 W. Tabb St. Phone Regent 3-4567. Petersburg Broadcasting Co. Inc. (acquired station May 29, 1958).

Network MBS. Rep Gill-Perna.
Specialty programs: Negro, 14 hrs. wkly.
Roger A. Beane, pres & gen mgr; Desmond McBride, program director; Johnny Stevens, promotion mgr; Jerry Devore, chief engineer; Thacher Lascelle, news director; Pete Ward, farm director; Katherine Nunnally, women's director.

PORTSMOUTH

WAVY (1943): 1350 kc; 5 kw, DA-2. 709 Boush St., Norfolk. Phone Madison 7-2345. TWX 161. Tidewater Teleradio Inc. (acquired station 1953).

Network NBC. Rep H-R Representatives.
Hunter C. Phelan, pres; Edward G. Sheridan Jr., gen mgr; Clayton W. Eley Jr., sales mgr; Lee Allan, program mgr; Mike Schaffer, promotion mgr; Gilbert Hoffman, radio supervisor; John C. Baker, news director.
WAVY-TV: Tv companion of WAVY.

WLOW (1946): 1400 kc; 250 w. 731 Boush St., Norfolk. Phone Madison 7-5677. James Broadcasting Corp. (acquired station July 1957).

Network MBS. Rep Headley-Reed.
Michael Henry, gen mgr; Paul M. Enright, coml mgr; Bruce Miller, program director; Tom Byrnes, promotion mgr; John Pearson, chief engineer; Bill Diehl, news & farm director.

PULASKI, Pulaski County

WPUV (May 30, 1946): 1580 kc; 5 kw-D. P. O. Box 351. Phone 3-3931. WPUV Inc. (acquired station July 1, 1957).

Network Keystone. Rep Dora-Clayton.
John A. Columbus, pres, gen mgr & chief engineer; Larry Schoenfeld, coml mgr & promotion mgr; Bob Fulcher, news director; Hal Irwin, farm director.

RADFORD, Pulaski County

WRAD (1950): 1460 kc; 5 kw-D, 500 w-N DA-N. Box 1207. Phone Neptune 9-2461. Wrad Broadcasting Co. (acquired station Oct. 9, 1957).

Ted Evans, gen mgr; Ray Hatley, station mgr; Tom Atkinson, coml mgr; Lee Whitehead, program director; Robert O. Terry, promotion mgr; Charles D. Lawrence, chief engineer; Vic Ayers, news director.

RICHLANDS, Tazewell County

WRIC (1951): 540 kc; 1 kw-D. Box 218. Phone Woodlawn 1-4066. Clinch Valley Broadcasting Corp. (original owner).

Rep Kambeau, Vance, Hopple.
J. Powell Royall Jr., pres; Jimmy Lee, gen mgr & coml mgr; Earl Graham, chief engineer; Russell Ward, farm director; Betty McCall, women's director.

RICHMOND, Henrico County

WANT (1951): 990 kc; 1kw-D. 513 N. Main St. Phone 3-8368. United Broadcasting Co. of Virginia (original owner). (See United Broadcasting Co. stations in "Group Ownership").

Network United Broadcasting Co. Rep Oakes (West); Dora-Clayton (South).
Specialty programs: Negro, 34 hrs. wkly.
Richard Eaton, pres; Silas J. Bell, gen mgr.
***WBBL** (1924): 1480 kc; 5 kw, DA-2, S-WLEE. 1627 Monument Ave. Grace Covenant Presbyterian Church.
C. H. Liesfeld, gen mgr.

*Non-commercial educational.

WEZL (April 20, 1958): 1590 kc; 5 kw-D. 305 W. Grace St. zone 20. Phone Milton 4-4577. Chesterfield Broadcasting Co. (original owner).

Rep Radio-TV Representatives.
William E. Bennis Jr., pres; James Canyon, gen mgr & promotion mgr; Virginia Pie, office mgr; J. Boyd Jackson, local sales director; James Proctor, news director; Jess Dubay, farm director; Carolyn Burnette, women's director.

WLEE (Oct. 1, 1945): 1480 kc; 5 kw, DA-2, S-WRBL. 6200 Broad St. Road, zone 28. Phone Atlantic 8-2835. TWX PTSEB 321. Lee Broadcasting Corp. (See Thomas G. Tinsley Jr. stations in "Group Ownership").

Network NBC. Rep Select Station Representatives (New York); Clarke Brown (South); Simmons Assoc. (Midwest & New England); McGavren-Quinn (West Coast).

Specialty programs: Negro, 2 hrs. wkly.
Tom Tinsley, pres; Irvin G. Abeloff, vp; Harvey L. Hudson, gen mgr; Robert De-Bardelaben, program director; Don P. Lee, promotion mgr; Thomas Kita, chief engineer; Jack Hurst, news director; George Prescott, farm director; Virginia Lee, women's director.

WLLY (August 1955): 1320 kc; 1 kw-D. Broad-Grace Arcade. Phone Milton 9-1223. WLLY Inc. (original owner).

Rep Masla.
Louis Adelman, pres & gen mgr; Charles Quillian, coml mgr; Gene Creasy, program director; Bob Joyce, promotion mgr; Ken Shelton, chief engineer; Robert Mitchell, news director.

WMBG (1926): 1380 kc; 5 kw, DA-N. 3301 W. Broad St. zone 20. Phone Elgin 5-8611. TWX RH 87. Havens & Martin Inc. (original owner).

Network ABC. Rep Bolling.
Wilbur M. Havens, pres & gen mgr; Walter A. Bowry, coml mgr; Frank Wilson, program director; W. J. Filer, promotion mgr; James W. Kyle, chief engineer; Roy Roman, news director; Robert Flannagan, farm director.

WCOD (FM) (1946): 98.1 mc; 34 kw. Duplicates WMBG (above).

WTVR (TV): Tv companion of WMBG and WCOD (FM).

***WREK (FM)** (May 1957): 91.1 mc; 10 w. CP 3.6 kw. 3401 Brook Road, zone 27. Phone Elgin 5-7252. Union Theological Seminary in Virginia.

Robert W. Kirkpatrick, director; E. V. Wolstenholme Jr., chief engineer.

*Non-commercial educational.

WRNL (Nov. 15, 1937): 910 kc; 5 kw, DA-N. 111 N. Fourth St. zone 13. Phone Milton 3-3436. TWX Richmond 191. Richmond Newspapers Inc. (See "Newspaper Ownership").

Network MBS. Rep Petry.
D. Tennant Byran, pres; E. S. Whitlock, gen mgr; Frank Soden, gen sales mgr; William Morrison, program director; Mrs. Jane Creasy, publicity & promotion mgr; E. V. Wolstenholme Jr., chief engineer; Frank Messer, news & sports director; Lou Garris, farm director.

WRNL-FM (March 4, 1949): 102.1 mc; 50 kw. Duplicates WRNL (above).

WRAD

RADFORD, VA.

**5,000 watts, daytime

** 500 watts, night

ON 1460 KC

"The Mighty Voice of the Beautiful Virginia Highlands"

SERVING: Radford, Christiansburg, Dublin, Pulaski,
Blacksburg and Southwest Virginia!

POWER — PROGRAMMING — PERFORMANCE — PROMOTIONS

PLUS: A PROVEN AUDIENCE THAT BUYS! BIG RESULTS ON LOW RATES!

Radio Stations CONTINUED

VIRGINIA CONTINUED

RICHMOND (Continued)

WRVA (Nov. 2, 1925): 1140 kc; 50 kw, DA-N. Hotel Richmond, zone 19. Phone Milton 3-6633. TWX RH 283. Larus & Brother Co. Inc. (original owner).

Network CBS. Rep CBS Radio Spct Sales. Specialty programs: Negro, 20 min. wkly.

C. T. Lucy, vp in charge of radio & television; John B. Tansey, gen mgr; Harold B. Barre, sales mgr; Raymond L. Kennedy, program director; Irby N. Hollans Jr., promotion mgr; R. W. Raabe, chief engineer; Jack B. Clements, news director; Alden Aaroe, farm director.

WRVA-FM (Aug. 12, 1948): 94.5 mc; 25 kw. Same address, licensee and staff as WRVA (above).

WRVA-TV: Tv companion of WRVA-AM-FM.

WXGI (Oct. 1, 1947): 950 kc; 1 kw-D. 300 German School Road, zone 25. Phone Belmont 3-7666. Radio Virginia Inc. (original owner). Rep Webb.

D. H. Robertson, pres; David M. Wilburn, gen mgr & coml mgr; Charles Charnesky, chief engineer.

ROANOKE, Roanoke County

WDBJ (June 20, 1924): 960 kc; 5 kw, DA-N. 201 W. Campbell Ave. Phone Diamond 3-8031. TWX RV 18. Times World Corp. (acquired station May 1931). (See "Newspaper Ownership").

Network CBS. Rep Peters, Griffin, Woodward.

M. W. Armistead III, pres; Ray P. Jordan, vp for broadcasting; John W. Harkrader, assistant vp for broadcasting; Paul E. Reynolds, program director; Frank E. Koehler, radio sales mgr; Katherine Grifey, promotion mgr; J. Dexter Mills, program mgr; J. E. Newman, chief engineer; Don Murray, news director.

WDBJ-FM (July 11, 1948): 94.9 mc; 14.5 kw. Duplicates WDBJ (above).

WDBJ-TV: Tv companion of WDBJ-AM-FM.

WHYE (1957): 910 kc; 1 kw-D. American Theater Bldg. Phone Diamond 5-0988. Jefferson Broadcasting Corp. (original owner). (See Tarlow Assoc. stations in "Group Ownership").

Rep Simmons; Clarke Brown (South); Wheeler (New England).

Specialty programs: Negro, 5 hrs. wkly. Sherwood J. Tarlow, pres; Allan W. Roberts, gen mgr & exec vp; Ken Manley, operations mgr; Art Lawrence, program director; Glen Lewis, production director; Dave Hart, promotion mgr; Ray Mills, chief engineer; Fred Anderson, news director; Dick Vaughn, farm director; Winnie Ahrens, women's director.

WRIS (1953): 1410 kc; 5 kw-D. P. O. Box 702. Phone 2-3131. Roanoke Independent Broadcasters Inc. (See Cy N. Bahakel stations in "Group Ownership").

Cy N. Bahakel, gen mgr.

WROV (1946): 1240 kc; 250 w. P. O. Box 4005. Phone Diamond 3-4444. TWX RV 75. WROV Broadcasters Inc. (acquired station May 1955). (See Cy Blumenthal stations in "Group Ownership").

Network ABC. Rep Burn-Smith.

Burton L. Levine, pres & gen mgr; Thomas Aheron, coml mgr; Jack Allyn, program director; Barbara Felton, promotion mgr; Alfred Beckley, chief engineer; Jim Gearhart, news director.

WSLS (Oct. 1, 1940): 610 kc; 5 kw-D, 1 kw-N. DA-2. Church Ave. & Third St. Phone Diamond 4-9226. TWX RV 25. Shenandoah Life Stations Inc. (original owner).

Network NBC. Rep Avery-Knodel.

Blake T. Newton Jr., pres; James H. Moore, gen mgr; Horace S. Fitzpatrick, station mgr; A. S. Trevilian, coml mgr; George Chernaault, program director; Fred L. Corstaphney, promotion mgr; J. P. Briggs, chief engineer; Tom Wright, news director; Glenn Howell, farm director; Betty Bond, women's director.

WSLS-FM (Dec. 7, 1947): 99.1 mc; 21 kw. Same address, licensee and staff as WSLS (above).

WSLS-TV: Tv companion of WSLS-AM-FM.

ROCKY MOUNT, Franklin County

WEWS (not on air, target date unknown): 1290 kc; 1 kw-D. P. O. Box 110. Radio Franklin Inc. (See "Newspaper Ownership").

Arthur A. Moran Jr., Dr. F. B. Wolf, K. W. Salyer and E. Kyle Farmer, owners.

WYTI (April 1, 1957): 1570 kc; 1 kw-D. P. O. Box 471. Phone Hudson 3-9955. WYTI Inc. (original owner). (See S. L. Goodman stations in "Group Ownership").

Network Keystone. Rep Best.

Specialty programs: Negro, 12 hrs. wkly. S. L. Goodman, pres; Lester L. Williams, gen mgr; Bill Jefferson, coml mgr; Dan Traner, program director & promotion mgr; Bill Farley, chief engineer; Linda Williams, news director; Joyce Fuller, women's director.

SALEM, Roanoke County

WBLU (September 1956): 1480 kc; 1 kw-D. P. O. Box 408. Phone Dupont 9-5443. Salem Broadcasting Co. (original owner).

M. C. Bowers Jr., owner, gen mgr & chief engineer; Ray Bentley, coml mgr.

SOUTH BOSTON, Halifax County

WHLF (Dec. 12, 1947): 1400 kc; 250 w. Webster St. Phone 2-9988. Halifax Broadcasting Co. (original owner).

Network ABC. Keystone.

Specialty programs: Negro, 8 hrs. wkly. John L. Cole Jr., owner & gen mgr; Henry Preston Young Jr., coml mgr & station mgr; Arthur A. Moran Jr., chief engineer; James D. Enderley, news director; Julie Maxwell, women's director.

SOUTH HILL, Mecklenburg County

WJWS (Nov. 1, 1953): 1370 kc; 1 kw-D. P. O. Box 216. Phone Hillside 7-4007. Old Belt Broadcasting Corp. (acquired station June 1, 1954).

Network Keystone.

C. B. Pennington Jr., pres; W. B. Hofler, gen mgr & coml mgr; A. W. Walthall, program director & promotion mgr; C. E. Brown, chief engineer; Ed Turney, farm director; Merian Ingram, women's director.

SOUTH NORFOLK, Norfolk County

***WFOS (FM)** (May 18, 1958): 90.5 mc; 10 kw. Rogers St. Phone Kimbell 5-5414. School Board of the City of South Norfolk.

Larry Floyd, gen mgr; Linda Curling, program director; William Kimmons, chief engineer.

*Non-commercial educational.

STAUNTON, Augusta County

WAFC (April 30, 1954): 900 kc; 1 kw-D. P. O. Box 448. Phone Tuxedo 6-0100. American Home Broadcasting Corp. (acquired station January 1955).

Rep Clark.

Specialty programs: Negro, 1 hr. wkly. Lloyd Gochenour, pres & gen mgr; Glenn Thomas, chief engineer & farm director.

WTON (March 9, 1946): 1240 kc; 250 w. Morrison Bldg. Phone Tuxedo 6-6666. Charles P. Blackley (original owner).

Network ABC.

Charles P. Blackley, owner; Charles E. Seebeck, gen mgr & coml mgr; Ray H. Howaker Jr., program director; Rex C. Houser, chief engineer; Keith James, farm director.

SUFFOLK, Nansemond County

WLPM (1940): 1450 kc; 250 w. Radio Bldg. Phone 2394. Suffolk Broadcasting Corp.

Network MBS.

Fred L. Hart, pres & gen mgr; L. Earl Hundley, coml mgr & news director; Ted Potter, program director; Don Burnett, promotion mgr; Veryl W. Rupp, chief engineer; L. E. Pettyjohn, farm director.

TASLEY, Accomack County

WSEB (Jan. 23, 1958): 1330 kc; 1 kw, DA-D. Box 1330. Phone Sunset 7-3200. Accomack-Norhampton Broadcasting Co. (original owner).

Network Keystone.

Vernon H. Baker, pres; C. Brooks Russell, vp & gen mgr; Stanley Sommers, chief engineer; Basil Chandler Jr., news director; Glen Kellam, farm director; Ruth Russell, women's director.

VIRGINIA BEACH, Princess Anne County

WBOF (Dec. 11, 1954): 1600 kc; 1 kw-D. Box 536. Phone Garden 8-3435. Virginia Beach Broadcasting Corp. (original owner).

Rep Best.

Leo Hoarty, pres & gen mgr; Ron Phillips, coml mgr; Bob Gheza, program director & promotion mgr; Jack Garrison, chief engineer & farm director; Judy Ochmann, women's director.

WARRENTON, Fauquier County

WEER (Nov. 20, 1957): 1570 kc; 500 w-D. P. O. Box 817. Phone 1500. OK Broadcasting Corp. (original owner).

Network Keystone. Rep Best.

George Olson, pres; Arthur Kellar, gen mgr; Ramon C. Curry, station mgr; Donald Herman, program director; Peter T. Simpson, promotion mgr; Joseph Terrien, chief engineer; Dorothy Lowmax, women's director.

WKTF: 1420 kc; 5 kw-D. Warren Green Hotel. WKTF Inc. (original owner).

Rep Weed.

Martha Rountree, pres; Stan Karas, gen mgr.

WARSAW, Richmond County

WNNT (July 2, 1949): 690 kc; 250 w-D. Phone Edgewater 3-6000. Northern Neck & Tidewater Broadcasting Co. (original owner).

Network Keystone.

Grayson Headley, owner & gen mgr; Ruth Rouze, coml mgr; Christine Naumann, program director; Dean Loudy, chief engineer; Bill Allison, news director; Fred Burdige, farm director; Pat Parker Headley, women's director.

WAYNESBORO, Augusta County

WAYB (December 1947): 1490 kc; 250 w. 526 W. Main St. Phone Whitehall 3-6066. Waynesboro Broadcasting Corp.

Network MBS. Keystone. Rep Cooke.

N. Wilbur Kidd, pres & gen mgr; Al Charles, coml mgr; Gene Daugherty, program director; Donald D. Curtis, chief engineer.

WINCHESTER, Frederick County

WINC (June 1941): 1400 kc; 250 w. Kerr St. Phone Mohawk 2-4855. Richard F. Lewis Jr. Inc. (original owner). (See Richard Field Lewis Jr. stations in "Group Ownership").

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Paul H.
CHAPMAN COMPANY
1182 W. Peachtree
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UBC Station

Richmond's Leading
Independent

Most ears are tuned
to Richmond's most
popular independent
station. Don't over-
look the Negro Mar-
ket.

VIRGINIA CONTINUED

Network ABC, Mid Atlantic.
Mrs. R. F. Lewis Jr., pres & women's director; Philip Whitney, gen mgr, coml mgr & chief engineer; Gordon Walsh, program director; Roy Nestor, promotion mgr; Joe Pasquali, news & farm director.
WBFL (FM) (October 1946): 92.5 mc; 13.4 kw. Same address, licensee and staff as WJNC (above).

WOODBIDGE, Prince William County

WBVA (FM) (not on air, target date not set): 105.9 mc; 11 kw. S&W Enterprises Inc. Carroll M. White, pres.

WYTHEVILLE, Wythe County

WYVE (Sept. 21, 1949): 1280 kc; 1 kw-D. 195 S. First St. Phone Capitol 8-3185. Wythe County Broadcasting Co. (acquired station February 1950).

Network Keystone.
Arthur M. Gates Jr., chief owner & gen mgr; Edward A. Zuber, coml mgr & news director; Frank Fox Lindamood, program director; W. Jack Fleming, chief engineer.

WASHINGTON

ABERDEEN, Grays Harbor County

KBKW (August 1949): 1450 kc; 250 w. 701 E. Heron. Phone Aberdeen 1015. KBKW Inc. (acquired station January 1957). (See Taft Family stations in "Group Ownership").
Rep Devney; Jacobson (Portland, Ore.). Feltis (Seattle).

Archle Taft, pres; Mahlon Taft, gen mgr & coml mgr; Dale Gunderson, program director; Robert Smading, chief engineer; Douglas Oleson, news director.

KXRO (May 28, 1928): 1320 kc; 1 kw, DA-N. 207½ E. Market. Phone Aberdeen 4098. KXRO Inc. (original owner).

Network Keystone. Rep Walker-Kawalt; Art Moore (Washington, Oregon).

Mrs. Harry R. Spence, pres; Fred G. Goddard, gen mgr; Roy Johnson, coml mgr; Phil Wacker, program director; Monte Cook, promotion mgr; Bob McNamara, chief engineer; William Koski, news director; Mike Evans, farm director; Pat Bailey, women's director.

ANACORTES, Skagit County

KAGT (Nov. 3, 1956): 1340 kc; 250 w. 2920 Commercial. Phone Cypress 4-2345. Fidalgo Broadcasting Inc. (original owner).

Network Keystone.
James C. Fritts, pres & gen mgr; Donald Van Veltzer, coml mgr; Donald Knutson, chief engineer.

AUBURN, King County

KASY (not on air, target date, late 1955): 1220 kc; 250 w-D. 122 South Division. Phone Temple 3-4706. Auburn Broadcasters (original owner).

Ed Garre, pres, gen mgr & coml mgr; John Mowbray, sec-treas; Charles Cook, chief engineer; Joel Buffington, news director & farm director.

BELLEVUE, King County

KPKP (March 1958): 1330 kc; 1 kw-D. DA. P. O. Box 835. Phone Glencourt 4-1330. Bellevue Broadcasters (original owner).

Kemper Freeman and Elwell C. Case, partners; William Cohen, gen mgr; Robert Piquette, coml mgr; Richard Stokke, program director; James McGavick, chief engineer.

BELLINGHAM, Whatcom County

KENY (April 3, 1955): 930 kc; 1 kw-D. 220-A Unity St. Phone Regent 3-2410. Whatcom County Broadcasters Inc. (original owner).

Rep Grant.
Donald T. Haveman, pres, gen mgr & chief engineer; Edgar Marroy, coml mgr; Clate Holm, program director & women's director; James Bailey, promotion mgr & farm director; Ed Triplett, news director.

KPUG (Feb 29, 1948): 1170 kc; 1 kw, DA-1. 2340 E. Sunset Dr. Phone Regent 4-1170. KPUG Inc. (original owner). (See "Newspaper Ownership" and Jessica L. Longston stations in "Group Ownership").

Network MBS. Rep Everett-McKinney; Lee O'Connell (Regional).

Jessica Longston, pres; John R. DiMeo, gen mgr; O. E. Lundgren, coml mgr; John K. Munroe, program director; James Tincker, promotion mgr; Donald R. Pinney, chief engineer; Jack Pierce, news director; Dave Hall, farm director; Elaine Horn, women's director.

KVOS (1927): 790 kc; 1 kw, DA-N. 1151 Ellis St. Phone Regent 3-4567. TWX BX 01. KVOS Inc. (acquired station 1929).

Network ABC. Rep Forjoc; Art Moore (Seattle-Portland).

Rogan Jones, pres; Hamilton Brosious, gen mgr & coml mgr; John Sherman, program director; Ernest Harper, director of engineering; William Hoyt, news director; Hal Reeves, farm director.

KVOS-TV: Tv companion of KVOS.

IMAGE . . . ATTENTION .

Interest . . . RESPECT .

Belief . . . RESPONSE!

OUR STATION'S IMAGE IN LISTENERS' MINDS IS IMPORTANT TO YOU!

On the parking lots of eight leading Roanoke area supermarkets shopping housewives were asked (among other things):

1. In your family — which Roanoke Radio Station is listened to most?
Ans.: WDBJ — 33.9%
(Nearest competitor — 21.8%)
2. ———next most?
Ans.: WDBJ — 30.8%
(Nearest competitor — 21.8%)
3. What is your favorite station?
Ans.: WDBJ — 44.7%
(Nearest competitor — 18.9%)
4. Which Roanoke station do you think of as most "dependable", — "believable", — "best all-around"?
Ans.: WDBJ — 61.1%
(Nearest competitor 15%)
5. ———and if you could have only one?
Ans.: WDBJ — 52.9%
(Nearest competitor — 15.5%)

Those housewives interviewed listen an average 3 hours and 53 minutes each day.

WDBJ's image can furnish the best Radio climate for your product's sales in Roanoke and Western Virginia.



WDBJ

radio

CBS

ROANOKE, VIRGINIA

AM **960** KC
5000 WATTS

FM **94.9** MC
14,350 WATTS

Owned and Operated by TIMES-WORLD CORPORATION
PETERS, GRIFFIN, WOODWARD, INC., National Representatives

Radio Stations CONTINUED

WASHINGTON CONTINUED

BREMERTON, Kitsap County

KBBO (May 10, 1947): 1490 kc; 250 w. 205 Washington Ave., Phone Essex 7-3955. Bremerton Broadcast Co. (original owner).
Rep Hugh Feltis.

Bruce Bartley, owner; Linc Perry, gen mgr; Bruce Perry, sales mgr; Bill Luckhurst, program director; Shirley Seid, office mgr; Bob Adams, chief engineer; Jack Rogers, news director; Al Showalter, assistant news director.

CAMAS, Clark County

KPVA (1955): 1480 kc; 1 kw-D. Crown-Zellerbach Hotel. Phone Camas 6431. Wm. B. and Cathryn C. Murphy (acquired station February 1955).

Wm. B. Murphy, co-owner, gen mgr & chief engineer; Cathryn C. Murphy, co-owner & coml mgr; Sandy Rhodes, program director; Vincent Ast Jr., promotion mgr; Tom Sawyer, farm director; Christmas Early, women's director.

CENTRALIA-CHEHALIS, Lewis County

KELA (Nov. 1, 1937): 1470 kc; 5 kw-D, 1 kw-N. P. O. Box 720, Centralia; P. O. Box 827, Chehalis. Phone (Centralia) Pershing 6-3321; (Chehalis) Sherwood 8-3321. Central Broadcasting Corp. (original owner). (See J. Elroy McCaw stations in "Group Ownership").

Network MBS. Rep Walker-Rawalt (East); Lee F. O'Connell (Los Angeles); McGavren-Quinn (San Francisco); Art Moore (Seattle-Portland).

J. Elroy McCaw, pres; Mabel A. Gwinn, treas; Joe Chyill, gen mgr & coml mgr; Don Youngmans, program director; William Tilton, promotion mgr; Lloyd Hannah, chief engineer; Bryan Johnson, news director & farm director.

CHEHALIS-CENTRALIA, Lewis County

KITI (October 1954): 1420 kc; 1 kw-D. 804 Market St., Chehalis. Phone Sherwood 8-3319. KITI Corp. (acquired station July 1, 1955). (See Singleton stations in "Group Ownership"). (See "Newspaper Ownership").

Rep Grant; Feltis (Seattle).
Donald P. Whitman, pres & gen mgr; Phil Rowe, station mgr; Edward F. Kelley, chief engineer.

CHELAN, Chelan County

KOZI (March 1, 1957): 1220 kc; 1 kw-D. Morse Bldg. Phone 410. Lake Chelan Broadcasting Corp. (original owner).

Rep McGillivray; Hugh Feltis (regional).
Stuart S. Maus, pres & gen mgr; H. Dean Rhodes, coml mgr; Marjorie Crill, program director; Everett Skubinna, promotion mgr; Warren C. Brown, chief engineer & news director.

CLARKSTON, Asotin County

KBLC (See Lewiston, Idaho).

COLFAX, Whitman County

KCLX (1950): 1450 kc; 250 w. P. O. Box 710. Phone Exbrook 7-3441. Adrian DeVries (acquired station April 1, 1955).

Network Keystone. Rep Best.
Adrian DeVries, owner, gen mgr & coml mgr; Roy Moore, program director & promotion mgr; E. V. McVay, chief engineer; Wama Moore, news director; Mary Wilson, women's director.

COLVILLE, Stevens County

KCVL (November 15, 1955): 1270 kc; 1 kw-D. P. O. Box 208. Phone Mutual 4-6481. Colville Broadcasting Co. (original owner).

Network Keystone. Rep Continental Radio Sales; Art Moore (regional).
Merle E. Peterson, pres, gen mgr, program director & chief engineer; Clyde E. Miller, Jr., coml mgr & promotion mgr; Robert W. Maker, sports director; Thomas L. Lewis, news director; Joe S. Maxwell, farm director; Sally J. Tuttle, women's director.

EDMONDS, King County

KGDN (Nov. 14, 1954): 630 kc; 1 kw-D. Seattle, Wash. Phone Lincoln 2-3131. King's Garden Inc. (acquired station Nov. 14, 1954).

A. B. Martin, pres; A. Orville Helgeson, gen mgr; Russ Reid, coml mgr & program director; Jerry Swanson, promotion mgr; Walter Jamison, chief engineer; Ham Moffatt, news director; Jean Swanson, women's director.

ELLENBURG, Kittitas County

KBLE (1947): 1240 kc; 250 w. P. O. Box 600. Phone Woodland 2-3488. Washington Broadcasting Co. (acquired station Oct. 1, 1957).

Rep McGillivray; Art Moore (Pacific Northwest).
Bill Harpel, pres; Bill Allen, gen mgr; Grace Rice, coml mgr & women's director; Steve Wray, program director & promotion mgr; Al Edwards, chief engineer; Joe Arney, news & farm director.

EPRHATA, Grant County

KULE (August, 1951): 730 kc; 1 kw-D. 118 B. St., N.W. Phone Skyline 4-4686. Columbia Basin Broadcasting Co. (acquired station November 1952).

R. E. Billingsley, pres; Bob Moore, gen mgr & promotion mgr; Jerry Hawkins, coml mgr; Dorothy McCue, program director & women's director; Len Brown, chief engineer & farm director; Wey Simpson, news director.

EVERETT, Snohomish County

KQTY (July 21, 1957): 1230 kc; 250 w. 3021 Rockefeller. Phone Alpine 9-8111. Snohomish County Broadcasting Co. (original owner). (See Walter N. Nelskog stations in "Group Ownership").

Rep Grant.
Wally Nelskog, pres; Paul Crain, vp & gen mgr; William Love, coml mgr; Ray Courtmanch, program director; Earle Gerdon, station mgr; Don Gay, chief engineer; Richard Welch, news director; Nancy Spaeth, women's director.

KREO (1920): 1380 kc; 1 kw, DA-N. P. O. Box 816. Phone Alpine 9-1144. Everett Broadcasting Co. (acquired station 1937). (See Taft Family stations in "Group Ownership").

Rep Devney; Art Moore (Seattle-Portland).
William R. Taft, pres, gen mgr & program director; Charles E. Sullivan, sales mgr; Dave Foley, chief engineer; Shirley Bartholomew, news director.

GRAND COULEE, Grant County

KIDE (Sept. 15, 1950): 1400 kc; 250 w. P. O. Box 355. Phone Coulee Dam 140. Ralph A. Nachtmann (acquired station Feb. 20, 1957).

Rep Best.
Specialty programs: Nez Perc (Indian), 4 hr. wkly.
Ralph A. Nachtmann, owner, gen mgr & coml mgr; Alvin P. Thomsen, program director; Frank Van Hemert, chief engineer; Bill Brown, news director.

KELSO, Cowlitz County

KLOG (1949): 1490 kc; 250 w. P. O. Box 90. Phone Exbrook 3-4900. KLOG Inc. (acquired station Aug. 1, 1957).

Rep Walker-Rawalt (East); Art Moore (Seattle-Portland); Harlan Oakes (California).
J. J. Flanagan, pres; John F. Carlson, vp, gen mgr; Warren Peterson, sales mgr & farm director; Robert Van Roy, program director; Robert Meers, chief engineer; Charles Sturman, news director.

KENNEWICK-RICHLAND-PASCO, Benton County

KEPR (January 1948): 610 kc; 5 kw, DA-2. P. O. Box 437. Phone Justice 6-6184. TWX 45. KEPR Inc. (acquired station Feb. 15, 1958). (See Cascade Broadcasting Co. stations in "Group Ownership").

Network CBS. Rep Weed.
Thomas C. Bostic, pres; Monte L. Strohl, gen mgr; William Crogan, coml mgr; William Moody, program & women's director; Ed Morrissey, promotion mgr; Mike Rastovich, chief engineer; Dean Mitchell, news director; Holly Bishop, farm director.

KEPR-TV: TV companion of KEPR.

KIRKLAND, King County

KMBX (1948): 1050 kc; 1 kw-D. P. O. Box 338. Phone Vandyke 2-1201. Eastside Broadcasting Co. (acquired station December 1949).

Network Keystone.
Specialty programs: Negro, 10 hrs. wkly; Scandinavian, 1 hr. wkly.
W. A. Chaninss & L. N. Ostrander, co-owners; George A. Wilson, gen mgr; Herb A. Hu Kie, coml mgr; Anita Busek, program director; E. A. Lawrence, promotion mgr; A. W. Lehnhoff, chief engineer; Harry Christensen, news director; Marguerite Hall, women's director.

LONGVIEW, Cowlitz County

KBAM (Aug. 15, 1955): 1220 kc; 1 kw-D. (CP -1270 kc, 5 kw-D.). P. O. Box 31. Phone Hamilton 3-1210. Paul D. Wickre (acquired station March 1, 1958).

Reus Holman (Chicago & New York); Grant (West Coast); Irving Lusk (Seattle); Jacobson (Portland).
Paul D. Wickre, owner & acting chief engineer; William A. Hoftyzer, gen mgr; Charles F. Nelson, program director; R. H. Metzke, consulting engineer; Garold L. Burns, news director.

KWLE (May 1933): 1400 kc; 250 w. P. O. Box 779. Phone Hamilton 5-1500. Triad Broadcasting Corp. (acquired station Nov. 1, 1957).

Network MBS; Don Lee. Rep Everett-McKinney (New York-Chicago); John Palmer (San Francisco); Lee F. O'Connell (Los Angeles).

Merton Grant, pres & gen mgr; Don Veuh, program director, promotion mgr, news & farm director; Betty Trinneer, women's director.

MOSES LAKE, Grant County

KSEM (Nov. 25, 1947): 1470 kc; 5 kw-D, 1 kw-N, DA-2. West 2240 Main St. Phone Rockwell 5-3441. KSEM Inc. (original owner). (See "Newspaper Ownership" and Jessica L. Longston stations in "Group Ownership").

Network Keystone. Rep Lee F. O'Connell.
Jessica Longston, pres; John DiMeo, gen mgr; Roy Robinson, station mgr; Neil Richards, program director; Ken Hansen, chief engineer; Don Atkinson, news & sports director; June James, women's director.

KWIQ (February 1956): 1260 kc; 1 kw-D. P. O. Box 1696. Phone Rockwell 5-7841. Central Basin Broadcasting Co. (acquired station March 1, 1958). (See Cascade Broadcasting stations in "Group Ownership").

Rep Weed.

Thomas Bostic, pres; Jim Schroeder, gen mgr; Dale Hazen, coml mgr; Gus Platz, program director; Edward Morrissey, promotion mgr; Howard Hammond, chief engineer; Ron Randall, news director; Art Jensen, farm director; Francis King, women's director.

MOUNT VERNON, Skagit County

KBRC (1946): 1430 kc; 5 kw-D, 1 kw-N, DA-N. P. O. Box 240. Phone Garfield 4-2430. Beckley Radio Co. (original owner).

Rep McGillivray; Art Moore (Seattle-Portland).
Leo Beckley, pres & gen mgr; Frank Snyder, coml mgr; Dwayne Burke, program director & promotion mgr; T. L. Frayling, chief engineer; Carl Langewich, news director & farm director; Dolores Healy, women's director.

OLYMPIA, Thurston County

KGY (1922): 1240 kc; 250 w. Radio Center, State & Washington Sts. Fleetwood 6-6636. Tom Olson.

Network MBS; Don Lee, Keystone. Rep Walker-Rawalt; Lee F. O'Connell (California); Art Moore (Washington & Oregon).

Tom Olson, owner & gen mgr; Herb Anderson, station mgr.
KITN (October 1956): 1440 kc; 500 w-D. 610 S. Columbia. Phone Fleetwood 7-7718. KITN Corp. (original owner). (See Singleton stations in "Group Ownership").

Rep Grant; Feltis (Seattle).
Donald P. Whitman, pres & gen mgr; Harold C. Singleton, chief engineer.

OMAK, Okanogan County

KOMW (Sept. 30, 1947): 650 kc; 1 kw, D. P. O. Box 161. Phone 00. KOMW Inc. (acquired station 1947).

R. L. McNett, pres; Dean C. Nichols, gen mgr; Jerry Weaver, coml mgr; Betty Uht, program director; S. C. Pennington, news director; Anne Petersen, women's director.

OPPORTUNITY, Spokane County

KZUN (Nov. 18, 1955): 630 kc; 500 w-D. S. 23 Pines Road, Spokane, Wash., zone 63. Walnut 4-2400. Voice of the Spokane Valley (original owner).

Rep Rambeau, Vance & Hopple.
Robert L. Swartz, gen mgr; Arthur R. MacKelvie, co-owner, station mgr & program director; Dick Wright, coml mgr; Jack Feldhausen, chief engineer; Henry Koslowski, news director.

OTHELLO, Adams County

KRSO (April 11, 1958): 1450 kc; 100 w. Othello, Wash. Othello Radio (original owner). (See "Newspaper Ownership" and Jessica L. Longston stations in "Group Ownership").

Kathleen Brownlow Ward, partner; R. E. Pollock, partner & gen mgr; Charles Sheppard, station mgr; William Dru, chief engineer.

PASCO, Franklin County

KALE (See Richland).
KORD (July 30, 1956): 910 kc; 1 kw-D. P. O. Box 485. Phone Liberty 7-3791. Music Broadcasters (acquired station Dec 26, 1957). (See Singleton stations in "Group Ownership").

Rep Grant.
Harold Singleton, H. B. Murphy, Gerald Collett, partners; Wallace K. Reid, partner & gen mgr; Rich Osborne, program director; H. B. Murphy, chief engineer; Frank Morris, news director.

KEPW (Aug. 10, 1945): 1340 kc; 250 w. P. O. Box 233. Phone Liberty 7-7110. Western Radio Corp. (original owner). (See V. P. Kenworthy stations in "Group Ownership").

Network Keystone.
V. P. Kenworthy, pres; G. W. Broz, station mgr; Robert Rorkie, program director & chief engineer; Don McKinnis, promotion mgr; Jim Shultz, news director; Della Hanks, women's director.

PORT ANGELES, Clallam County

KOMP (1945): 1450 kc; 250 w. 313 W. First St. Phone Glencourt 7-4200. Radio Pacific Inc. (See "Newspaper Ownership").

Network Keystone; Rep Art Moore (Seattle-Portland, Ore.).
George Buck, gen mgr; Jack K. Proctor, station mgr.

PROSSER, Benton County

KARY (Dec. 14, 1956): 1310 kc; 1 kw-D. P. O. Box 1310. Phone Yukon 4-7310. Prosser-Grandview Broadcasters Inc. (original owner).

Network Keystone. Rep Best.
Ray Rockstrom, pres; Jack L. Quinn, chief owner & gen mgr; Robert Wilson, coml mgr & promotion mgr; Dewey Trustel, chief engineer.

PULLMAN, Whitman County

KOFE (1950): 1150 kc; 1 kw-D. P. O. Box 318. Phone Logan 4-5251. KOFE Inc. (acquired station January 18, 1958).

Rep Continental Radio Sales.
Herbert Everitt, pres, gen mgr & coml mgr; Rae Everitt, program director & women's director; Merrill Price, chief engineer; Dan McGreav, farm director.

***KWBC** (Dec. 10, 1922): 1250 kc; 5 kw, D. ST-KTWN. Arts Hall, State College of Washington. Phone Logan 7-3501. State College of Washington (original owner).
Network NAEB.
Allen Miller, gen mgr; Burt Harrison, mgr & program director; Cal Watson, sports and

Radio Stations CONTINUED

WASHINGTON CONTINUED

production director; Bob Mott, promotion mgr & news director; Hugh Rundell, director of announcers; Glen Southworth, chief engineer; Jim Hansen, farm director; Elmer Erickson music supervisor; Nancy Hopf, women's director.

*Non-commercial educational.

PUYALLUP, Pierce County

KAYE (1951): 1450 kc; 250 w. 1520 E. Main. Thornwall 5-1711. KAYE Limited (acquired station Aug. 9, 1958).

Rep Art Moore.

Specialty program: Spanish, ¼ hr. wkly. Henry Perrozzo, owner, gen mgr, chief engineer; Marvin A. Young, coml mgr; Janet Lee Kelly, program & women's director; E. L. O'Hearn, promotion mgr; J. D. Brant, news director; Mel Keely, farm director.

QUINCY, Grant County

KPOE (Sept. 10, 1957): 1370 kc; 1 kw-D. P. O. Box 1378. Phone Sunset 7-8731. Quincy Valley Broadcasters (original owner).

Donald Nelson, pres, gen mgr, coml mgr, program director, promotion mgr, news & farm director; Bill Fisher, chief engineer; Ann Adcox, women's director.

RAYMOND, Pacific County

KAPA (September 1950): 1340 kc; 250 w. P. O. Box 626. Phone 1010. Willapa Broadcasting Co. (acquired station Aug. 16, 1956).

Network Keystone. Rep Walker-Rawalt; O'Connell; McGavren-Quinn; Art Moore. Robert E. Clauch, co-owner & gen mgr; John W. Reavley, co-owner & coml mgr; Robert E. Sheetz, chief engineer.

RENTON, King County

KLAN (1947): 910 kc; 1 kw. DA-1. 615 3rd Ave. Phone Alpine 5-8245. Interlake Broadcasting Corp. (acquired station 1953). (See Walter N. Nelskog stations in "Group Ownership").

Rep Grant.

R. J. Sander, pres; Clifford H. Hansen, gen mgr; Charles E. Sullivan, coml mgr; Walt Ejerke, chief engineer; Rosemary Taylor, women's director.

RICHLAND, Benton County

KALE (April 1, 1950): 960 kc; 1 kw. DA-N. P. O. Box 767. Pasco, Wash. Phone Liberty 7-3388. KALE Inc. (Original owner). (See J. Elroy McCaw stations in "Group Ownership"). Rep Walker-Rawalt; William Wagner (Seattle).

Robert S. McCaw, pres; Don L. Huber, gen mgr & coml mgr; Joseph Muench, chief engineer; Bob Parnell, news director; Tom Wood, sports director.

SEATTLE, King County

KAYO (1926): 1150 kc; 5 kw-D, 1 kw-N. 2939 4th Ave. S., zone 4. Phone Main 3-2480. Washington Telecasters Inc. (acquired station 1953). (See Jessica L. Longston stations in "Group Ownership"). (See "Newspaper Ownership").

Rep Young.

Jessica L. Longston, pres; Robert E. Pollock, gen mgr; James L. Hamstreet, station & promotion mgr; Gilbert C. Bond, coml mgr; Ted Bell, program director; Verle Jones Jr., chief engineer; Bob Enkler, news director.

KING (1927): 1090 kc; 50 kw. DA-1. 320 Aurora Ave. zone 9. Phone Mutual 2-3555. TWX SE 240. King Broadcasting Co. (acquired station May 1947). (See King Broadcasting Co. stations in "Group Ownership").

Network ABC. Rep Blair.

Mrs. A. Scott Bullitt, pres; Henry B. Owen, executive vp; Otto P. Brandt, vp & gen mgr; Gibbs Lincoln, sales mgr; Jack Link, program mgr; George William Parker, merchandising mgr; Jack MacDonald, promotion mgr; James L. Middlebrooks, director of engineering; Art Shultz, chief engineer; Charles Herring, news director; Gloria Chandler, public service director; Elizabeth Leonard, women's director.

KING-FM (1947): 98.1 mc; 15 kw. Duplicates KING (above) except between 6 p.m.-midnight Monday-Saturday.

KING-TV Tv companion of KING-AM-FM. **KIRO** (1926): 710 kc; 50 kw. DA-N. 1507 Queen Anne Ave., zone 9. Phone Atwater 3-9800. TWX SE 180. Queen City Broadcasting Co. (acquired station 1935).

Network CBS. Rep Peters, Griffin, Woodward.

Saul Haas, pres & gen mgr; Lincoln W. Miller, vp; William F. Tucker, vp & station mgr; Leo F. Daily, coml mgr & local sales mgr; Don Courtnay, production mgr; Paul Smith, promotion; Charles R. Morris, director of engineering; Jim Upthegrove, chief engineer; Pat Hayes, news director; John L. King, farm director; Helen Kimball, women's director.

KIRO-FM (1949): 100.7 mc; 10.5 kw. Duplicates KIRO (above).

KIRO-TV Tv companion of KIRO-AM-FM. **KISW (FM)** (Jan. 29, 1950): 99.9 mc; 2.1 kw. 9201 Roosevelt Way, zone 15. Phone Lakeview 5-6255. Ellwood W. Lippincott.

Rep FM Unlimited. Ellwood W. Lippincott, owner, pres, gen mgr & chief engineer; Jack Mighell, program director.

KJB (1924): 950 kc; 5 kw. DA-N. P. O. Box 3726, zone 24. Phone West 7-5100. TWX SE 28. Seattle, Portland & Spokane Radio (acquired station June 6, 1958). (See Seattle, Portland & Spokane Radio in "Group Ownership").

Rep McGavren-Quinn. Lester M. Smith, gen mgr; Gaylen S. Blackford, station mgr; Homer Pope, program director; John G. Murphy, promotion mgr; George Newton, chief engineer; Lou Gillette, news director.

KMCS (FM) (May 16, 1958): 98.9 mc; 10.5 kw. 708 5th Ave. S., zone 4. Phone Main 2-8980. FM Broadcasters Inc.

James G. Talbot, pres; Sydney A. Abrams, gen mgr; Levin M. Lyuchi, coml mgr; Larry Collins, program director; Robert Zirk, chief engineer.

KNBX (See Kirkland).

KOL (1925): 1300 kc; 5 kw. DA-N. 1100 W. Florida, zone 4. Phone Main 2-2312. Seattle Broadcasting Co. (original owner). (See Taft Family stations in "Group Ownership").

Rep Bolling. Marie Storm Taft, pres; Archie G. Taft Jr., gen mgr; William L. Simpson, sales mgr; Phyllis O. Miller, program director; Robert N. Ward, promotion mgr; Dallas Barnard, chief engineer; Merrill Ash, news director.

KOMO (1926): 1000 kc; 50 kw. DA-N. 100 4th Ave. N., zone 9. Phone Main 4-8000. TWX SE 71. Fisher's Blend Station Inc. (original owner). (See Gamble-Lane stations in "Group Ownership").

Network NBC. Rep NBC Spot Sales. O. W. Fisher, pres; W. W. Warren, executive vp & gen mgr; Maitland Jordan, station mgr; James McLoughlin, coml mgr; Fred Patterson, program mgr; Margaret Frey, promotion mgr; Cliff Miller, chief engineer; Millard Ireland & Hugh McIntosh, news editors; Bill Moshier, farm director; Katherine Wise, women's director.

KOMO-TV Tv companion of KOMO. **KTIX** (Sept. 10, 1956): 1590 kc; 5 kw-D. 101 Bellevue Ave. N. Phone East 2-1590. KTIX Inc. (acquired station Aug. 1, 1958).

Hugh Ben LaRue, pres & gen mgr; Jack S. Hemingway, chief engineer.

KTW (Aug. 20, 1920): 1250 kc; 1 kw-D, ST-KWSC. 710 Madison, zone 4. Phone Mutual 2-1250. First Presbyterian Church of Seattle (original owner).

Rep Don R. Pickens Co. Specialty programs: Japanese, ¼ hr. wkly. Don Bevilacqua, gen mgr; George Boucher, coml mgr; Bill McMillen, program director; Harold Links, promotion mgr; James S. Ross, chief engineer; Kearney Barton, news director; Pat Young, women's director.

KUOW (FM) (Jan. 16, 1952): 94.9 mc; 44 kw. U. of Washington, Seattle, zone 5. Phone Lakeview 4-6000. Board of Regents, U. of Washington.

Ken Kager, mgr; Roy Sillencé, program director; Hal Svrstad, chief engineer.

*KCTS-TV: Tv companion of KUOW (FM).

*Non-commercial educational.

KVI (Nov. 24, 1926): 570 kc; 5 kw. 1619 9th Ave., zone 1. Phone Main 4-4848. Puget Sound Broadcasting Co. (acquired station 1928).

Network MBS, Don Lee. Rep H-R Representatives.

Vernice Irwin, pres & gen mgr; Earl T. Irwin, coml mgr; Harry Long, program director; D. M. McDonough, chief engineer.

KKA (1926): 770 kc; 1 kw-D. L-WABC. 320 2nd Ave. W., zone 99. Phone Atwater 4-8600. KKA Inc. (acquired station 1946).

Rep Meeker. Wesley I. Dumm, pres; John H. Dubuque, gen mgr & chief engineer; Gilbert Wellington, coml mgr; James Warren, program director; Bruce Calhoun, farm director; Ann Sterling, women's director.

SPOKANE, Spokane County

KGA (1926): 1510 kc; 50 kw. DA-N. 6228 S. Regal. Phone Keystone 4-9631. TWX SP 141. Gran Broadcasting Co. (acquired station Feb. 1, 1958).

Rep H-R Representatives. L. F. Gran, pres; Arthur M. Vogel, vp & gen mgr; Len Greensword, coml mgr; Ollie Schell, program director; Dick White, promotion mgr; Val Strange, chief engineer & farm director; Herb Hunter, news director; Anita Ramsey, women's director.

KHQ (1922): 590 kc; 5 kw. Radio Central Bldg. Phone Madison 4-5131. TWX SP 197. KHQ Inc. (acquired station March 1, 1946). (See "Newspaper Ownership").

Network NBC. Rep Katz. Richard O. Dunning, pres & gen mgr; Wm. R. Merrill, coml mgr; John R. Fahey, program director; Rex R. Gerlach, promotion mgr; Dee Waymire, chief engineer; Patrick J. Cullen, news director; Tom Templeton, farm director.

KHQ-TV Tv companion of KHQ. **KLYK** (1921): 1230 kc; 250 w. DA-N. Realty Bldg., zone 1. Phone Riverside 7-8033. KLYK Inc. (acquired station July 1, 1958). (See Williams-Berthold stations in "Group Ownership").

Rep Moore & Assoc. Harold Lampel, pres; Ray Bennett, coml mgr & promotion mgr; Bob Fleming, program director.

KNEW (1947): 790 kc; 5 kw, DA-N. P. O. Box 3033, zone 36. Phone Keystone 4-9363. TWX SP 244. Seattle, Portland & Spokane Radio (acquired station March 15, 1957). (See Seattle, Portland & Spokane Radio in "Group Ownership").

Rep McGavren-Quinn. Lester M. Smith, pres & gen mgr; William C. Rhodes, station mgr; Hugh McPherson, sales mgr; William Gratton, program director; Vince Hoffert, chief engineer; Frank Herron, news director; Ken Hutchinson, farm director. **KPEG** (Feb. 14, 1957): 1380 kc; 5 kw-D. 1527 W. 2nd Ave., zone 4. Phone Madison 4-9454. Bellevue Broadcasters (acquired station Aug. 16, 1957).

F. Kemper Freeman, pres; Larry Lester, gen mgr & chief engineer; Frances St. Dennis, program director.

KREM (January 1947): 970 kc; 5 kw-D, 1 kw-N, DA-N. 4103 S. Regal, zone 34. Phone Keystone 4-0466. TWX SP 08. KREM Broadcasting Co. (acquired station Jan. 31, 1958). (See King Broadcasting Co. stations in "Group Ownership").

Rep Forjoe. Louis W. Wasmor, pres; Robert Temple, gen mgr & coml mgr; Ed Mosley, program director; Ted Richeson, promotion mgr; Hommer Mead, chief engineer; Dick Hoover, news director.

KREM-FM (1954): 92.9 mc; 4.8 kw. Duplicates KREM (above).

KREM-TV Tv companion of KREM-AM-FM. **KXLY** (1922): 920 kc; 5 kw-D, W. 315 Sprague Ave., zone 4. Phone Madison 4-1215. Northern Pacific Radio Corp. (acquired station January 1954). (See Harris-Alexander-Jones stations in "Group Ownership").

Network CBS. Rep Avery-Knodel. Norman Alexander, pres; Richard E. Jones, vp & gen mgr; James Agostino, coml mgr; George Anthony, program director, promotion mgr & news director; George Langford, chief engineer.

KXLY-TV Tv companion of KXLY.

SUNNYSIDE, Yakima County

KREW (April 1950): 1230 kc; 250 w. 7th & Deatur. Phone Temple 7-2277. Cole E. Wylie (original owner).

Rep Tracy Moore & Assoc. Specialty programs: Spanish, 4 hrs. wkly. Cole E. Wylie, pres; Don G. Bennett, gen mgr, coml mgr & promotion mgr; Jean Runyon, program director; John P. Berg, chief engineer; Bill Gasman, news director & farm director.

TACOMA, Pierce County

KCPS (FM) (Feb. 1, 1955): 90.9 mc; 70 w. 5214 Steilacoon Blvd., zone 99. Phone Juniper 8-5261. Clover Park School Dist. 40.

Fred Miner, gen mgr; Ronald Manning, program director; Cloise H. Turner, chief engineer.

*Non-commercial educational.

KPHA (not on air; target date, fall 1958): 1480 kc; 1 kw-D. DA. P. O. Box 262. Paris, Ill. Adlai C. Ferguson Jr. & Robert E. Hall, partners.

KMO (1926): 1360 kc; 5 kw. P. O. Box 1651. Phone Waverly 2-8733. TWX TA 013. Tacoma Radio Corp. (acquired station Oct. 1, 1954).

Rep Avery-Knodel. J. Arch Morton, pres & gen mgr; Herbert L. Pollock, coml mgr; Win McCracken, program director, promotion mgr & farm director; Duane White, chief engineer; Ed Purcell, news director; Loni Smith, women's director.

KTAC (Aug. 1942): 850 kc; 1 kw, DA-N. Winthrop Hotel, zone 2. Phone Broadway 2-3241. Tacoma Broadcasters Inc. (acquired station May 1954).

Rep Gill-Perna; Duncan A. Scott & Co. (Calif.); Hugh Feltis & Assoc. (Seattle).

Jerry Geehan, pres & gen mgr; John Condon, assistant mgr; Dick Weeks, program director; Archie Heany, merchandising mgr; Dick Volo, chief engineer; Bud Bond, news director; Doug McArthur, sports director; Vera Sadler, women's director; Gene Wagner, special events director.

KTNT (Oct. 14, 1952): 1400 kc; 250 w. 1701 S. 11th St., zone 6. Phone Fulton 3-2561. TWX TA 010. Tribune Publishing Co. (original owner). (See "Newspaper Ownership").

Rep Weed. F. S. Baker, pres; Lawrence M. Carino, gen mgr; John Upham, national sales mgr; Stanley Johnson, local sales mgr; Donald St. Thomas, program director; Robert Lyte, promotion mgr; Max H. Bice, director of engineering; Bob Cleland, news director.

KTNT-FM (Oct. 26, 1948): 97.3 mc, 10.2 kw. Duplicates KTNT (above).

KTNT-TV Tv companion of KTNT-AM-FM.

***KTOY (FM)** (1950): 91.7 mc; 3.5 kw. 1101 S. Yakima Ave., zone 5. Phone Broadway 2-9367. Tacoma Public Schools.

Merle Kimball, gen mgr & program director; John McClamrock, chief engineer.

*Non-commercial educational.

KTWR (FM) (June 2, 1958): 103.9 mc; 550 w. Peck Bldg. Phone Juniper 8-1606. Thomas Wilnot Read.

Thomas Wilnot Read, gen mgr; J. Howard Thomas, program director-producer; Dean P. Havig, operations director; Kenneth Williams Jr., director of engineering; Arthur W. Lindsay, advertising consultant.

Radio Stations CONTINUED

WASHINGTON CONTINUED

TOPPENNISH, Yakima County

KENE (May 1953): 1490 kc; 250 w. P. O. Box 350. Phone Townsend 5-7272. Radio Broadcasters Inc. (acquired station June 30, 1955). Network Keystone. Rep Best. Specialty programs: Spanish, 10 hrs. wkly. John Woodroffe, pres; Robert A. Sumbardo, gen mgr; Don Downing, coml mgr; Darlene Thalheimer, program director; Charles Peterson, chief engineer; Carol Downing, women's director.

VANCOUVER, Clark County

KKEY (July 4, 1954): 1150 kc; 1 kw-D. 5500 4th Plain Road. Phone Oxford 3-2565. Western Broadcasting Co. (original owner). Rep Grant.

Ralph C. Weagant, pres; Ernest Crater, gen mgr; Jack Luetjen, coml mgr; Wally Thornton, program director; Sam Jones, promotion mgr; Bryce Howard, chief engineer; Gordon Shaw, news director; Clarence Hecox, farm director; Marian Olney, women's director.

KVAN (1939): 910 kc; 1 kw, DA-N. P. O. Box 910. KVAN Inc. (See Sheldon F. Sackett stations in "Group Ownership" and see "Newspaper Ownership"). Rep Young.

Sheldon F. Sackett, pres; Jack Irvine, vp; Larry Lau, gen mgr; Jim Gunn, coml mgr.

WALLA WALLA, Walla Walla County

KHIT (Dec. 5, 1956): 1320 kc; 1 kw-D. Denny Bldg. Phone Jackson 5-3190. Leader Broadcasting Co. (acquired station May 3, 1957). Rep Grant. Hugh Feltis (Seattle).

Arch Le Roux, pres, gen mgr, coml mgr, program director, promotion mgr; Lee Ashworth, chief engineer; Herb Kennedy, news director & farm director.

KTEL (1946): 1490 kc; 250 w. Book Nook Bldg. Phone Jackson 5-4103. Walla Walla Broadcasting Co. (acquired station July 1957). Network ABC. Rep Rambeau, Vance, Hopple; H. Quenton Cox & Assoc. (Northwest).

Jack Keating, pres, gen mgr, coml mgr & promotion mgr; Frederick D. Lammers, program director & news director; Beven F. Roth, chief engineer & farm director; Adaline Busard, women's director.

KUJ (1932): 1420 kc; 5 kw, DA-N. P. O. Box

276. Phone 1230. KUJ Inc. (original owner). Rep Forjoe.

H. E. Studebaker, pres & gen mgr; Ken Brooks, production mgr & program director; Norval Armes, promotion mgr; Glenn Dubbe, chief engineer; LaVerne Russell, news director & farm director; Dorothy Shannon, women's director.

WENATCHEE, Chelan County

KMEL (1948): 1340 kc; 250 w. P. O. Box 638. Phone Normandy 2-7135. Frontier Broadcasting Co. (acquired station May 1, 1958). Rep McGillivra.

John S. Goslin, pres; Phil Rather, vp; Craig Lawrence Jr., news director & sec-treas.

KPQ (Jan. 1, 1930): 560 kc; 5 kw, DA-N. KPQ Bldg. Phone Normandy 3-5121. TWX WN 18. Westcoast Broadcasting Co. (original owner). Network ABC. Rep Forjoe.

James W. Wallace, co-owner, pres & gen mgr; Rogan Jones, co-owner; Pat O'Halloran, coml mgr & promotion mgr; Marc Bowman, program director; Doug Whipple, chief engineer; Warren Kemper, news director; John Gilliland, farm director; Dorothy Lee, women's director.

KUEN (Nov. 17, 1956): 900 kc; 600 w-D. 209 Orondo Ave. Phone Normandy 3-5186. Queen Broadcasting Co. (original owner).

Rep Walker-Rawalt; Feltis (Seattle); H. S. Jacobson (Portland).

Dale R. Woods, partner & gen mgr; Wynn Cannon, partner, coml mgr & farm director; Bill Moeller, partner, program director & chief engineer; Vern McCorkle, promotion mgr; Jim Johnson, news director; Meryle Thompson, women's director.

YAKIMA, Yakima County

KIMA (1944): 1460 kc; 5 kw, DA-N. P. O. Box 702. Phone Glencourt 2-9111. TWX YA 39. Cascade Broadcasting Co. (original owner).

(See Cascade Broadcasting Co. stations in "Group Ownership").

Network ABC; CBS. Rep Weed. A. W. Talbot, pres; William B. Hansen, gen mgr; Gene Grischow, program-sales director; Dovel DeVon, chief engineer; John Knievel, news director; Dick Passage, farm director.

KIMA-TV: Tv companion of KIMA.

KIT (April 27, 1929): 1280 kc; 5 kw-D, 1 kw, N. 414 1/2 East Yakima Ave. Phone Glencourt 7-8115. KIT Inc. (original owner). Rep Branham.

Carl E. Haymond, pres; Jack H. Goetz, gen mgr & coml mgr; John Puckett, program director & promotion mgr; Dave Hubert, chief

engineer; Pete Wick, news director; Grant McDaniel, farm director.

KLOQ (1947): 1390 kc; 1 kw-D, 500 w-N, DA-N. P. O. Box 172. Phone Glencourt 2-7143. Yakima Broadcasting Corp. (See J. Elroy McCaw stations in "Group Ownership").

Network Don Lee. Rep Walker-Rawalt; Grant (Pacific Coast); William J. Wagner (Seattle).

Robert S. McCaw, pres; Warren J. Durham, gen mgr.

KUTI (October 1954): 980 kc; 1 kw-D. 316 Butterfield Road. Phone Chestnut 3-0930. Harrison A. Roddick (acquired station Aug. 1, 1958).

Rep Forjoe. Harrison A. Roddick, pres & gen mgr; Jack McMahan, coml mgr; Kay Arnold, program director & women's director; Lee Hurley, chief engineer; Hal Thomas, news director; Bill Bainter, farm director.

WEST VIRGINIA

BECKLEY, Raleigh County

WJLS (March 9, 1939): 560 kc; 5 kw-D, 500 w-N, DA-N. WJLS Bldg. Phone Clifford 3-7311. TWX BC 20. Joe L. Smith Jr. (original owner).

Network CBS. Rep Burn-Smith. Specialty programs: Negro, 1 1/2 hrs. wkly. Joe L. Smith Jr., owner & gen mgr; J. Kent Hackloman, mgr; Omar Bowyer, chief engineer.

WBKW (FM) (1946): 99.5 mc; 34 kw. (Address, license and staff same as WJLS (above)).

WWNR (1946): 620 kc; 1 kw-D, 500 w-N, DA-N. 1565 Harper Road. Phone Clifford 3-8307. Rahall Broadcasting Co. (original owner). (See Rahall stations in "Group Ownership").

Rep Weed. N. Joe Rahall, pres; Richard H. Booth, gen mgr; Paul M. Harless, sales mgr; William G. Dancy, program director; Betty J. Hatcher, promotion mgr; Anthony P. Gonzalez, chief engineer; Robert Harvit, news director; C. P. Vogel Jr., farm director; Hazel S. Phillips, women's director.

BERKELEY SPRINGS, Morgan County

WOST (not on air; target date not announced): 1010 kc; 250 w-D. Berkeley Springs Radio Station Corp.

Thomas B. Butscher, Kenneth E. Robertson and Gary L. Daniels, principal owners.

BLUEFIELD, Mercer County

WHIS (June 27, 1929): 1440 kc; 5 kw-D, 500 w-N. Municipal Bldg. Phone Davenport 7-7115. Daily Telegraph Printing Co. (See "Newspaper Ownership").

Network NBC; Keystone. Rep Katz. Hugh Ike Shot Jr., pres; Mel Barnett, gen mgr, program & news director; George Hendricks, coml & promotion mgr; Pat Flanagan, chief engineer; Jane Meadows, women's director.

WHIS-TV: Tv companion of WHIS.

WKOY (1948): 1240 kc; 250 w. P. O. Box 800. Phone Davenport 7-6124. WKOY Inc. Network MBS. Rep Devney (New York and Chicago).

J. Lindsey Alley, pres & gen mgr.

CHARLESTON, Kanawha County

WCAW (Jan. 1, 1947): 1400 kc; 250 w. P. O. Box 2791. Phone Dickens 3-7503. Capitol Broadcasting Corp. (acquired station Feb. 1, 1956).

Rep Bob Dore Assoc. E. M. (Pete) Johnson, pres; Bert Files, gen mgr; Elaine Johnson, vp, national sales & promotion mgr & women's director; Al Walker, program director; Frank Allender, chief engineer; Cliff Tobey, news director.

WCHS (1927): 580 kc; 5 kw, DA-N. 1111 Virginia St., zone 1. Phone Dickens 28-131. TWX 83. The Tierney Co. (acquired station January 1950).

Network CBS. Rep Branham. Hawthorne D. Battle, pres; John T. Gelder Jr., vp & gen mgr; Robert M. Sinclair, station mgr; Joe Farris, program director; Harry M. Brawley, promotion mgr; Gene Brick, chief engineer.

WCHS-TV: Tv companion of WCHS.

WHMS (1939): 1490 kc; 250 w. Professional Bldg. Phone Dickens 3-9544. Joseph L. Brechner (acquired station in 1958).

Network ABC; Repts Stars National, James S. Ayres (Southeast). Joseph L. Brechner, owner.

WKAZ (February 1957): 950 kc; 5 kw-D, 1 kw-N, DA-2. 210 Dickinson St., zone 23. Phone Dickens 3-7541. TWX CH 185. Kanawha Valley Broadcasting Co. (original owner). (See "Newspaper Ownership").

Network NBC. Rep Katz. Lawrence H. Rogers II, pres; Leroy E. Kilpatrick, vp; Thomas J. Murray, station mgr; Don O. Hayes, program director; William Ford, chief engineer; Robert Horan, news director; Nell Frazier, women's director.

WKAZ-FM (February 1957): 97.5 mc; 9 kw. (Duplicates WKAZ above).

WTIF (1946): 1240 kc; 250 w. Capitol & Fife

FERRY

FRANKLIN **KLICKITAT** **OKANOGAN**

GRANT

'2 County Inland Washington* includes 136,000 homes and 439,000 people...nearly 20,000 farms and hundreds of diversified industries...year 'round payroll stability and a healthy growth...\$748,540,000 annual income and \$466,404,000 in retail sales

DOUGLAS

KPQ RADIO COVERAGE Guarantees Results 2 to 1!

KITITAS

We'll guarantee 2 to 1 results over any other North Central Washington advertising medium, and we challenge any to disprove us. When you buy Inland Washington, there's no need to experiment. Buy one that **GUARANTEES RESULTS**, buy KPQ Wenatchee... selected network programs interspersed with local shows for which the people express preference.

CHELAN

KPQ WENATCHEE 5000 W 560 KC EST. 1929

LINCOLN

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ADAMS *A DISTINCT AND SEPARATE MARKET FROM SEATTLE'S COASTAL REGION, AND SPOKANE'S INLAND EMPIRE.

YAKIMA

NATIONAL REPS.
Forjoe & Co.

PACIFIC NORTHWEST
Art Moore & Assoc.

NATIONAL SALES
Pat O'Halloran

Date Source: Sales Management, May 10, 1958.
"Survey of Buying Power"
Farm Counts: U.S. Agricultural Census

NOrmandy 3-5121, Wenatchee

Radio Stations CONTINUED

WEST VIRGINIA CONTINUED

Sta. Phone Dickens 2-3136. Chemical City Broadcasting Co. (original owner).
 Network MBS. Rep Rambeau, Vanco & Hopple; Dora-Clayton (Southeastern).
 Gus Zaharis, pres; Mel S. Burka, gen mgr; Bud Burka, coml mgr; Fred Griffith, program & news director; Bob Bower, promotion mgr; Paul Sullivan, chief engineer; George Jokers, farm director; Shirley Spradlin Wolfe, women's director.

CLARKSBURG, Harrison County

WBQY (Prior to 1938): 1400 kc; 250 w. 912 West Pike St. Phone Main 4-7571. TWX CB-21. WSTV Inc. (acquired station Aug. 1, 1957). (See "Friendly stations in "Group Ownership").

Network NBC. Rep Branham.
 Specialty programs: Italian, 1 hr. wkly.
 Jack N. Barkman, pres; George H. Clinton, coml mgr; Richard Husted, coml mgr; Robert W. Toothman, program director; Carl Loose, promotion mgr; Vlah G. Brooks, chief engineer.

WBQY-TV: Tv companion of WROV.
 WHAB (1946): 1310 kc; 250 w. WHAB Bldg. Phone Main 4-5325. Harrison Corp.

Network MBS. Rep Durn-Smith. Dora-Clayton (southern).
 Charles Gaylord, chief owner.

WPDX (Aug. 17, 1947): 750 kc; 1 kw-D. 339 W. Main St. Phone Main 4-6425. Clarksburg Broadcasting Corp. (original owner).
 Glen B. Hamilton, pres; Joseph M. Larosa, gen. coml & promotion mgr; Dewitt H. Wyatt, program & farm director; Robert D. Hough, chief engineer; Joe Fredericks, news director; Sue Graham, women's director.

ELKINS, Randolph County

WDNE (February 1948): 1230 kc; 250 w. Washington & Davis Streets. Phone 1300. Marja Broadcasting Corp. (acquired station Dec. 1, 1955).

Network Keystone.
 John P. Carr, pres & gen mgr; Grady F. Guye, sales mgr; John F. O'Brien, program director & promotion mgr; Paul N. McLaughlin, chief engineer.

FAIRMONT, Marion County

WMMN (1928): 920 kc; 5 kw. DA-N. 208 Adams St. Phone 3100. TWX 8226. Peoples Broadcasting Corp. (acquired station October 1953). (See Peoples Broadcasting stations in "Group Ownership").

Network CBS. Rep Hollingsbery.
 Herbert E. Evans, vp & gen mgr of Peoples Broadcasting Corp.; A. Garen Ferrise, resident vp & gen mgr of WMMN; Frank Lee, program director; Harry W. Jackson, chief engineer; Helen Bickel, women's director.

WTCS (January 1948): 1400 kc; 250 w. Box 1549 Leonard Ave. Phone 5000. Fairmont Broadcasting Co. (acquired station April 1956).
 Network ABC; Keystone. Rep Gill-Perna.

Specialty programs: Italian, 2 1/4 hrs. wkly.
 Paul Bitrolo, pres; Nick Fantasia, gen & coml mgr; Josephine Trotta, program & women's director; Ray Hayes, promotion mgr & news director; Richard L. McBride, chief engineer; Roy Henderson, farm director.

FISHER, Hardy County

WBLD (Aug. 1, 1956): 690 kc; 500 w-D. Phone Lehigh 8-8062. Estate of Richard F. Lewis Jr.

(original owner) (See Richard Field Lewis Jr. Inc. stations in "Group Ownership").

Network ABC.
 Marion Park Lewis, pres, executrix estate of Richard F. Lewis Jr.; Kimberley Johnson, gen. coml & promotion mgr & program director; Philip Whitney, chief engineer; Louisa Joyce Johnson, women's director.

GRAFTON, Taylor County

WVWV (July 1957): 1260 kc; 500 w-D. Radio Center, West Main St., Grafton, W. Va. Broadcast House, 400 Quincy St., Fairmont, W. Va. Phone (Grafton) 2000; (Fairmont) 8000. WVWV Inc. (original owner). (See "Newspaper Ownership" and J. Patrick Beacom stations under "Group Ownership").

Rep Gill-Perna.
 Specialty programs: Italian, 1 hr. wkly.
 J. Patrick Beacom, pres; Robt. E. Frazier, gen mgr; Numa Fabro Jr., coml mgr; Charles Carroll, program director; Joe C. Stralauki, promotion mgr; Phil Braken, news director; Jane Wyndom, women's director.

HUNTINGTON, Cabell County

WCNI (See Ashland, Ky., listing).
 WHTN (1947): 800 kc; 1 kw-D. 625 4th Ave. zone 16. Phone Jackson 5-7651. TWX HT 73. Cowles Broadcasting Co. (acquired station June 1956). (See "Newspaper Ownership" and Cowles stations in "Group Ownership").

Network ABC. Rep Gill-Perna.
 Luther Hill, pres; Robert A. Timber, vp & gen mgr; John S. Phillips, station mgr; Joe Hergel, program director; Chas. Dinkins, promotion mgr; Chas. Prohaska, chief engineer; Arthur J. Smith, news director; Jeanne McCay, women's director.

WHTN-FM (1947): 100.5 mc; 53 kw. Address, license and staff same as WHTN (above).
 WHTN-TV: Tv companion of WHTN-AM-FM.

WFLH (1946): 1470 kc; 5 kw-D. 1046 Third Ave. Phone Jackson 3-3121. The Tierney Co. (acquired station Aug. 1, 1956).

Network MBS. Rep Branham.
 Hawthorne D. Battle, pres; John T. Gelder Jr., vp & gen mgr; James F. McDonald Jr., station mgr; Clint Powell, program director; Louis Rowen, chief engineer.

WSAZ (1923): 930 kc; 5 kw-D, 1 kw-N, DA-N. 201 Ninth St. Phone Jackson 3-8101. WSAZ Inc. (See "Newspaper Ownership").
 Network NBC. Rep Katz.

Lawrence H. Rogers, pres; George R. Andrick, station mgr; C. Bosworth Johnson, program director; George Greenwood, promotion mgr; Carroll Keasell, chief engineer; Nick Basso, news director; W. D. Click, farm director.

WSAZ-TV: Tv companion of WSAZ.

KEYSER, Mineral County

WKYR (June 21, 1953): 1270 kc; 5 kw-D. P. O. Box 231. Phone 2011. WKYR Inc. (acquired station 1954).

Rep Burn-Smith.
 Waller Patterson, pres; William W. Robinson, gen & coml mgr; Allen Dripps, chief engineer; Jack Husson, farm director.

LOGAN, Logan County

WLOG (May 18, 1940): 1230 kc; 250 w. Kanada Street. Phone 761. Robert O. Greaver and Clarence H. Frey (original owners). (See "Newspaper Ownership").

Network MBS.
 Robert O. Greaver and Clarence H. Frey, owners & gen mgrs; C. H. Murphy, coml mgr; Lucille Gaffon, program director; Lewis J.

Frey, chief engineer; Bill Sheridan, news director.

WLOG-FM (1940): 103.3 mc; 2.1 kw. Duplicates WLOG (above).
 WVOW (May 27, 1958): 1290 kc; 5 kw-D, 1 kw-N, DA-2. 62 Water St. Phone 3123. Logan Broadcasting Corp. (original owner).

Network Keystone.
 W. Carson Browning Jr., pres; William F. Becker, gen mgr; Martha Jane Becker, coml mgr; Audie Albright, program director; John LaMont, chief engineer.

MARTINSBURG, Berkeley County

WEPM (Oct. 13, 1948): 1340 kc; 250 w. Peoples Trust Co. Bldg. Phone Amburst 3-5252. Martinsburg Broadcasting Co. (original owner).
 Rep McCallum.

C. M. Zinn, partner; C. Leslie Golliday, partner & gen mgr; George N. O'Brien, coml mgr; John E. Taylor, program director; Sheridan Campbell, chief engineer; Edward W. Dockney, news & farm director.

WEPM-FM (1948): 94.3 mc; 510 w. Duplicates WEPM (above).

MATEWAN, Mingo County

WVJO (December 1951): 1360 kc; 1 kw-D. Phone Williamson 4771. Three States Broadcasting Co.

Specialty programs: Negro, 1 hr. wkly.
 Fred Morningstar, pres & gen mgr; John Stewart, coml mgr; F. M. Watkins, program director; Leonard Dykema, chief engineer; Don Chapel, news director; Eva Watkins, women's director.

MONTGOMERY, Fayette County

WMON (July 14, 1946): 1340 kc; 250 w. 1028 First Ave. Phone Hillsdale 2-4620. Fayette Associates Inc. (original owner).
 Network MBS.

Arnold M. Vickers, pres; Andrew W. Vickers, gen & coml mgr; Richard A. Rhodes, program director; J. C. Craver, chief engineer; Ray Husson, news director; Charlotte Frisby, women's director.

MORGANTOWN, Monongalia County

WAJR (December 1940): 1410 kc; 5 kw-D. 500 w-N, DA-2. 416 Spruce Street. Phone 9488. West Virginia Radio Corp. (original owner). (See Agnes Jane Reeves Grear stations in "Group Ownership"; See "Newspaper Ownership").

Network NBC. Rep Tom Clark.
 Mrs. H. C. Greer, pres; Malcolm A. Campbell Jr., gen mgr; James Redmond, coml mgr; Jack Tennant, promotion mgr & program, news & farm director; Albert Novak, chief engineer.

WAJR-FM (1948) 99.3 mc; 1 kw. Duplicates WAJR (above).
 WCLG (Dec. 26, 1954): 1300 kc; 1 kw-D. P. O. Box 885. Phone 2-2222. Morgantown Broadcasting Co. (original owner).

C. Leslie Golliday, owner; Robert F. Mattox, coml mgr; James McEwuen, program director & chief engineer.

MOUNDSVILLE, Marshall County

WMOD (Oct. 1, 1950): 1270 kc; 1 kw-D. 505 Seventh St. Phone Tilden 5-1230. Miracle Valley Broadcasting Co. (acquired station March 1, 1956).

Network Keystone.
 Specialty programs: Polish, 7 hrs. wkly.
 John T. Taylor, pres, gen mgr & program director; Henry N. Petersen, coml mgr; Charles Barger, promotion mgr; Felice Rogoli, chief engineer; John Allen, news director; Mariys McCoy, women's director.

AMERICA'S No. 1 COUNTRY MUSIC STATION AGAIN
 THE No. 1 INDEPENDENT IN THE
 HUNTINGTON-ASHLAND MARKET

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GROSS INCOME IN OUR PRIMARY COVERAGE AREA

5,490,000 Worth Saving Over
 10 Million People
 in the Markets of Kentucky & Ohio

Member of CONNIE B. GAY'S TOWN & COUNTRY NETWORK



WTGR

Good Country Music
 All Day Long

Radio Stations CONTINUED

WEST VIRGINIA CONTINUED

NEW MARTINSVILLE, *Wetzel County*

WETS (May 25, 1953): 1330 kc; 1 kw-D. P. O. Box 391. Phone Gladstone 5-3080. Magnolia Broadcasting Co. (acquired station March 30, 1955). (See "Newspaper Ownership and J. Patrick Beacom stations in "Group Ownership").

Network Keystone; Miracle Valley Radio Net. Rep Gill-Perna.

Harry G. Bright, pres & gen mgr; C. R. Bright, vp; George K. Eubanks, coml mgr; Terry Lee Anderson, program director; Joann Hubbard, office mgr; J. W. Jones, chief engineer; Lorraine Eubanks, news director.

OAK HILL, *Fayette County*

WOAY (February 1947): 860 kc; 10 kw-D (5 kw-CR). P. O. Box 251. Phone Hobart 9-3361. TWX Oak Hill 78. Robert R. Thomas Jr. (original owner).

Rep Pearson.

Specialty programs: Negro, 4 hrs. wkly. Robert R. Thomas Jr., owner & gen mgr; Curtis Horton, chief engineer; Elmer Hickman, farm director.

WOAY-FM (1948): 94.1 mc; 14.5 kw. Duplicates WOAY (above).

WOAY-TV: Tv companion of WOAY-AM-FM.

PARKERSBURG, *Wood County*

WCFF (April 1954): 1650 kc; 1 kw-D. 219 8th St. Phone Hudson 5-4401. Franklin Broadcasting Co. (acquired station Dec. 16, 1956).

Rep Broadcast Time Sales.

C. E. Franklin, pres, gen mgr & chief engineer; Morris Leon, coml mgr; Gary Brookhart, program director; Tom Scott, promotion mgr; Calvin Dalley, news director; Howard Gribble, farm director; Dorothy Leon, women's director.

WCOM (Sept. 8, 1947): 1230 kc; 250 w. 317 Ninth St. Phone Hudson 5-4191. Valley Broadcasters Inc. (original owner).

Network ABC. Rep McGillvra.

Joseph M. Handlan, pres; William E. Collins, gen & coml mgr & chief engineer; Bob Lee, program director; Jack See, promotion mgr; H. B. Kenny, news director; Tom Noale, farm director; Fran Klover, women's director.

WPAB (1935): 1450 kc; 250 w. 211 Fifth St. Phone Hudson 5-5475. TWX PA 68. WSTV Inc. (original owner). (See "Friendly Group in "Group Ownership").

Network CBS. Rep Branham.

Jack Berkman, pres; George H. Clinton, gen mgr. (WBOY—Clarksburg, W. Va.); Bert L. Walter, coml & promotion mgr; Sherman A. Grimm, program & news director; A. J. English, chief engineer.

WAAM-FM (Oct. 16, 1948): 106.5 mc; 8.0 kw. Duplicates WPAR (above).

PINEVILLE, *Wyoming County*

WWYO (1949): 970 kc; 1 kw-D. Box 184. Phone 2711. Wyoming Broadcasting Co. (original owner).

R. D. Bailey, pres; Edward D. Hawley, gen & coml mgr; Elaine Taylor, program & women's director; Jack D. Mullens, chief engineer; Joseph Baum, news director; Vincent Hartnett, farm director.

PRINCETON, *Mercer County*

WLOH (1947): 1490 kc; 250 w. P. O. Box 1011. Phone Garden 5-2151. Mountain Broadcasting Co. (acquired station Feb. 3, 1955).

Network Keystone.

Robert L. Harrison, owner & gen mgr; Gene Bowen, coml mgr & program director; Bob Harrison, promotion mgr; Earle Graham, chief engineer; Harry Gentry, news director; A. Harbert, farm director; Peggy Harrison, women's director.

RAVENSWOOD, *Jackson County*

WMOV (Oct. 14, 1957): 1360 kc; 1 kw-D. Gibbs and Gallatin Sts. Phone Browning 3-2544. Valley Broadcasters Inc. (original owner).

Joseph M. Handlan, pres; Lloyd R. Daugherty, gen & coml mgr; William M. Watterson, program director & promotion mgr; Junius Guy Caplinger, chief engineer; Odie O'Donnell, news director; Roger Hutton, farm director.

RICHWOOD, *Nicholas County*

WRNF (Nov. 16, 1957): 1280 kc; 1 kw-D. Cemetery Road, Box 508. Phone Viking 6-0411. Royal Broadcasting Co. (original owner).

Rep Kentucky Radio Sales (Louisville).

Herman Dotson, pres; Art Grunewald, gen & coml mgr; Jennings Mullens, program & news director.

RONCEVERTE, *Greenbrier County*

WRON (1947): 1400 kc; 250 w. Phone Midway 5-1327. Blake Broadcasting Co. (original owner).

Network Keystone; West Va. Net. Rep McGillvra.

William E. Blako, owner; James C. Putnam, gen & coml mgr; Herman King, program director; Jess Lucas, chief engineer; Gladys C. Livesay, women's director.

ST. ALBANS, *Kanawha County*

WKLC (Jan. 14, 1956): 1300 kc; 1 kw-D. 109 Sixth Ave. Phone Parkway 7-1300. The Kandel Corp. (acquired station Oct. 1, 1957).

Raymond I. Kandel, pres & gen mgr; Robert Entley, program director; Harry R. Bowen, chief engineer; Nial Davis, farm director; Gloria Johnson, women's director.

WEIRTON, *Hancock County*

WEIR (1950): 1430 kc; 1 kw. DA-2. 8992 Main St. Phone 2814. Tri State Broadcasting Co.

Network NBC. Rep Weed.

Specialty programs: Italian, 2 hrs. wkly.; Greek, 1 hr. wkly.

Thomas E. Millson, pres; E. J. Hirschberg, gen mgr; Robert E. Badger, station mgr; Tom Abernathy, program director; James Mark, chief engineer; Lou Serra, news director; Oliver Johnston, farm director; Margaret Cattel, women's director.

WELCH, *McDowell County*

WELC (Aug. 19, 1950): 1150 kc; 1 kw-D. Route 52. Phone 1150. Pocahontas Broadcasting Co. (original owner).

Network Keystone. Rep McGillvra.

Specialty programs: Negro, 3 hrs. wkly.

Sam Sidole, pres & gen mgr; James A. French Jr., coml mgr; John J. Villant, program director; Howard R. King, chief engineer.

WMCD (1955): 1340 kc; 250 w. c/o Alice Shein. Radio Station WBTH, Williamson, W. Va. Williamson Broadcasting Corp.

WESTON, *Lewis County*

WHAW (Feb. 14, 1948): 1450 kc; 250 w. Harrison Ave. Phone 1556. Central W.Va. Service Corp. (acquired station June 1954). (See "Newspaper Ownership").

Network MBS; Keystone.

R. H. Ralston, co-owner & pres; F. E. Andrew, co-owner & vp; Edwin L. Doyle, gen mgr; D. L. Beard Jr., coml mgr; Gil David, chief engineer; Elissa Holt, women's director.

WHEELING, *Ohio County*

WHLL (Dec. 5, 1949): 1500 kc; 5 kw-D. P. O. Box 989. Phone Cedar 3-1300. Wheeling Broadcasting Co. (acquired station Feb. 3, 1950).

Rep Gill-Perna.

Kenneth Forney, pres; Fred A. Crewe Jr., gen mgr; Paul Miles, coml mgr; Donn Caldwell, program director; Jim Smith, promotion mgr; Fred Baker, chief engineer; Bill Waller, news director; Gloria Rogerson, women's director.

WKWK (May 2, 1941): 1400 kc; 250 w. 16th & Market Sts. Phone Cedar 2-2250. TWX WG 62. Community Broadcasting Inc. (original owner).

Network ABC. Rep Walker-Rawalt.

John B. Reynolds, pres & gen mgr; Elsie M. Cook, coml mgr; Dale M. Schussler, program & news director; Charles F. Brand, promotion mgr; William Jones, chief engineer; Evelyn Haden, women's director.

WKWK-FM (March 17, 1948): 97.3 mc; 16 kw. Duplicates WKWK (above).

WTRX (See Bellaire, Ohio, listing).

WWVA (1926): 1170 kc; 50 kw. DA-N. 1025 Main Street. Phone Cedar 2-1170. TWX WG 23. Storer Broadcasting Co. (acquired station March 1951). (See "Newspaper Ownership" and Storer Broadcasting Co. stations in "Group Ownership").

Network CBS. Rep John Blair & Co.

George B. Storer, pres; Paul J. Miller, managing director; Andrew Hofmann, coml mgr; Paul A. Myers, program director; Edwin L. Keim, chief engineer.

WWVA-FM (1947): 98.7 mc; 7.4 kw. Duplicates WWVA (above).

WILLIAMSON, *Mingo County*

WBTH (April 19, 1939): 1400 kc; 250 w. 5½ East 2nd Ave. Phone Belmont 6-3600. Williamson Broadcasting Corp. (original owner).

Network MBS.

Phil Beinhorn, pres; John Blair, gen & coml mgr & news director; Sherwin Rubenstein, program director & promotion mgr; Clifton Branham, chief engineer.

WISCONSIN

ANTIGO, *Langlade County*

WATK (1947): 900 kc; 250 w-D. Journal Office Bldg. Phone Market 3-4121. Antigo Broadcasting Co. (acquired station March 15, 1948). (See "Newspaper Ownership").

Network Wisconsin Net.

A. F. Berner, pres; W. F. Helms, gen, coml & promotion mgr; Gil Clark, program, news & farm director; W. Woolsey, chief engineer; LaYonne Knapp, women's director.

APPLETON, *Outagamie County*

WAPL (Dec. 6, 1952): 1570 kc; 1 kw-D. 124 W. Washington St. Phone Regent 4-9226. WAPL Radio Inc. (acquired station July 1, 1957).

Rep Walker-Rawalt (New York & Chicago). Connie Forster, pres & gen mgr; Raymond A. Versteegen, coml mgr; Rex Munger, program director; Robert Falkner, promotion mgr; James Markham, chief engineer; Bill Day, news & farm director; Phyllis J. Gauger, women's director.

WBYB (1925): 1230 kc; 250 w. 600 S. Lawe St. Phone Regent 3-6639. WBYB Inc. (original owner).

Network MBS; Wisconsin Net. Rep Burn-Smith.

Rev. M. J. Beamster, director; Lewis Process, gen mgr; Leon Gabriel, coml mgr; Raymond Brock, program director; Ken Randall, promotion mgr; George Merkl, chief engineer; Leon Jensen, news director; Jack Powers, farm director; Penny Saver, women's director.

***WLFM (FM)** (March 10, 1956): 91.1 mc; 10.5 kw. Lawrence College. Phone Regent 3-5577 Exchange 34. Lawrence College.

Network NAEB.

Joseph Allen Hopfensperger, director; Gregory Smith, program director; Frederick Hervey, chief engineer.

*Non-commercial educational.

ASHLAND, *Ashland County*

WATW (May 1, 1940): 1400 kc; 250 w. Northern State Bank Bldg. Phone Murdock 2-2727. WATW Inc. (acquired station July 1, 1956). Rep Thomas F. Clark.

Gene Halker, pres & gen mgr; Bud Huber, coml mgr; Arnold Peterson, program director; Bob Murphy, promotion mgr; Russ Johnston, chief engineer; Warren Macanz, news & farm director; Carol Erickson, women's director.

AUBURNDALE, *Wood County*

***WLBL** (1922): 930 kc; 5 kw-D. Madison 6, Wis. Phone Alpine 5-2988. Wisconsin State Radio Council.

H. B. McCarty, gen mgr; H. A. Engel, public relations mgr; Cliff Eblen, program director; John Stiehl, chief engineer.

*Non-commercial educational.

BARABOO, *Sauk County*

WABO (FM) (See WIBU listing under Poyntette).

BEAVER DAM, *Dodge County*

WBEV (April 21, 1951): 1430 kc; 1 kw-D. 109½ Front St. Phone Turner 5-4412. Beaver Dam Broadcasting Co. (original owner).

Rep Hal Holman.

William E. Walker, pres; Charles R. Dickoff, gen mgr; Thomas Faile, coml mgr; Duane Wendt, program director; Robert Knous, promotion mgr; Donald Moran, chief engineer; Don Christensen, news director; Roy Clark, farm director; Doreen Kaiser, women's director.

BELOIT, *Rock County*

WBEL (May 18, 1948): 1330 kc; 5 kw. 430 State St. Phone Emerson 5-5525. Beloit Broadcasters Inc. (original owner).

Rep Gill-Perna.

Russell G. Salter, pres; Robert O. Moran, gen mgr; Joseph E. Moen, coml & station mgr; Bill Greener, program director; Irv Andreoni, promotion mgr; Leo Wilson, chief engineer; Maynard Schneider, news director; Bob Scholz, farm director; Christie Thomsen, traffic mgr; Marian Heiden, continuity director.

WGEZ (1948): 1490 kc; 250 w. Hotel Hilton. Phone Emerson 5-8865. Beloit Broadcasting Co. (original owner). (See "Newspaper Ownership").

Network MBS; Wisconsin Net. Rep Everett-McKinney.

Sidney Bliss, pres; Tom Anderson, station mgr; Bill Bessire, coml mgr; Lou Wendlandt, program director; Wayne Clay, chief engineer; Jim Boutet, news director.

BLACK RIVER FALLS, *Jackson County*

WWIS (Aug. 23, 1958): 1260 kc; 1 kw-D. Rt. 3. Phone 4645. Clarkwood Broadcasting Corp. (original owner).

Network Hometown Radio Net. Rep Grant Webb & Co.

Hartley L. Samuels, pres; Walter H. Boller, gen mgr & chief engineer; Arlie Davison, program director; Robert Benedict, news director.

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Radio Stations CONTINUED

WISCONSIN CONTINUED

CHILTON, Calumet County

***WKW (FM)** (Jan. 1, 1949): 89.3 mc; 51 kw. Madison 6, Wis. Phone Alpine 5-2988. Wisconsin State Radio Council.

H. B. McCarty, gen mgr; H. A. Engel, public relations mgr; Cliff Eblen, program director; John Stiehl, chief engineer.

*Non-commercial educational.

CHIPPEWA FALLS, Chippewa County

WAXX (October 1954): 1150 kc; 5 kw-D. Radio Chippewa (acquired station Aug. 12, 1958). (See Bellinger-Townsend-Kemper stations in "Group Ownership").

Rep Webb.
Specialty program: Polish, 1 hr. wkly.
Stephen P. Bellinger, Joel W. Townsend, Ben H. Townsend, Morris E. Kemper, T. Keith Coleman, Vernon R. Nunn & Charles K. Green, partners.

COLFAX, Dunn County

***WHWC (FM)** (June 28, 1950): 88.3 mc; 50 kw. Madison 6, Wis. Phone Alpine 5-2988. Wisconsin State Radio Council.

H. B. McCarty, gen mgr; H. A. Engel, public relations mgr; Cliff Eblen, program director; John Stiehl, chief engineer.

*Non-commercial educational.

DELAFIELD, Waukesha County

***WHAD (FM)** (May 30, 1948): 90.7 mc; 52 kw. Madison 6, Wis. Phone Alpine 5-2988. Wisconsin State Radio Council.

H. B. McCarty, gen mgr; H. A. Engel, public relations mgr; Cliff Eblen, program director; John Stiehl, chief engineer.

*Non-commercial educational.

EAU CLAIRE, Eau Claire County

WBIZ (November 1947): 1400 kc; 250 w. 609 Cameron St. Phone Temple 5-5111. WBIZ Inc. (original owner).

Network MBS. Rep Pearson.
Howard G. Bill, pres, gen & promotion mgr; Jack Kelly, coml mgr; Harold A. Jahnke, program & news director & chief engineer.

WEAU (April 19, 1937): 790 kc; 5 kw, DA-N. 2415 S. Hastings Way. Phone Temple 2-3474. TWX EU 8811. Central Broadcasting Co. (original owner). (See Morgan Murphy-Walter C. Bridges Stations in "Group Ownership" and see "Newspaper Ownership").

Network NBC, Arrowhead Network. Rep Hollingbery.

Walter C. Bridges, pres; Leo Howard, gen mgr; Norman Haugenson, coml mgr; Al Young, program director; T. O. Jorgenson, chief engineer; Carl Johnson, farm director.

WEAU-FM (Dec. 25, 1946): 94.1 mc; 60 kw. Same address, licensee and staff as WEAU (above).

WEAU-TV: Tv companion of WEAU-AM-FM.

WBCL (April 21, 1948): 1050 kc; 1 kw-D. Rudolph Road, Phone Temple 2-1629. Chippewa Valley Radio & Television Corp. (acquired station Feb. 1, 1958). (See Group Ownership").

Network Keystone. Rep Sears & Ayer; Harry S. Hyett (Minneapolis).

Harry S. Hyett, pres; Robert E. Nelson, gen & coml mgr; Steve Henry, program & news director; Frank Kinsman, promotion mgr; Everett Burrows, chief engineer.

FOND DU LAC, Fond du Lac County

KFIZ (1922): 1450 kc; 250 w. 18 West First St. Phone Walnut 1-3770. KFIZ Broadcasting Co. (acquired station 1945). (See "Newspaper Ownership").

Network MBS, Wisconsin Network. Rep Hal Holman (Chicago & New York).

A. H. H. Lange, pres; Emery W. Martin, gen mgr; Robert Carey, coml mgr; Clarence Goesser, program & farm director; Ron Harvey, promotion mgr; Wendell S. Meyers, chief engineer; William Carey, news director.

GLENDALE, Monroe County

WFMR (FM) (June 1956): 96.5 mc, 24.5 kw. 696 West Wisconsin Ave. zone 3. Phone Broadway 3-5100. High Fidelity Broadcasting Corp.

Specialty programs: French, ½ hr. wkly.
James G. Baker, pres & gen mgr; James Schweitzer, coml mgr; Richard Miller, program director; Martin K. Franke, chief engineer.

GREEN BAY, Brown County

WBAY (1922): 1360 kc; 5 kw, DA-N. 115 So. Jefferson. Phone Hemlock 2-3331. TWX GB 8366. Norbertine Fathers (original owner).

Network CBS. Rep Weed; Harry Hyett (Minneapolis).

Haydn R. Evans, gen mgr; Joe DeYoung, coml mgr; Rog Mueller, program director; Bob Meister, promotion mgr; Wallace E. Stangel, chief engineer; Bob Houle, news director; Bob Parker, farm director.

WBAY-TV: Tv companion of WBAY.

WDUZ (1947): 1400 kc; 250 w. 225 N. Adams St. Phone Hemlock 5-5331. TWX 8321. Green Bay Broadcasting Co. (original owner). (See "Newspaper Ownership").

Network ABC. Rep McGavren-Quinn.
Ben A. Laird, pres & gen mgr; Allen H. Embury, vp & station mgr; Kenneth Sorensen, coml mgr; James McClelland, program director; Leo C. Westerman, chief engineer; Donald A. Vander Kelen, news director; Ann C. Schauer, women's director.

WJPG (December 1947): 1440 kc; 5 kw-D, 500 w-N, DA-2. P. O. Box 766. Phone Hemlock 5-7575. Green Bay Newspaper Co. (See "Newspaper Ownership").

Network Wisconsin Network. Rep Gill-Perna.

A. B. Turnbull, pres; John M. Walter, station mgr; Glen R. Holznecht, coml mgr; Clair Stone, program & news director; William McCarthy, promotion mgr; Elmo Reed, chief engineer; Elliott Tipps, farm director.

GREENFIELD TOWNSHIP, Sauk County

WWCF (FM) (See WIBU listing under Poynette).

HARTFORD, Washington County

WTKM (1951): 1540 kc; 500 w-D. P. O. Box 176. Times Press Radio Inc. (acquired station 1958). (See "Newspaper Ownership").

Network Keystone.
John J. Shinnors, pres; George A. Dodge, station mgr.

HAYWARD, Sawyer County

WISM (Dec. 20, 1957): 910 kc; 1 kw-D. Phone 303. WJMC Inc. (original owner).

Network Arrowhead-Wisconsin Network. Rep Hollingbery.

W. C. Bridges, pres; Russell J. Brown, gen mgr; George Palo, coml mgr; Allen Carraway, program director, news director, farm director & promotion mgr; Robert Kolsky, chief engineer; Elois Baldrige, women's director.

HIGHLAND TOWNSHIP, Iowa County

***WHSA (FM)** (Sept. 14, 1952): 89.9 mc; 38 kw. Madison 6, Wis. Phone Alpine 5-2988. Wisconsin State Radio Council.

H. B. McCarty, gen mgr; H. A. Engel, public relations mgr; Cliff Eblen, program director; John Stiehl, chief engineer.

*Non-commercial educational.

HOLMEN, La Crosse County

***WHLA (FM)** (Nov. 21, 1950): 90.3 mc; 39 kw. Madison 6, Wis. Phone Alpine 5-2988. Wisconsin State Radio Council.

H. B. McCarty, gen mgr; H. A. Engel, public relations mgr; Cliff Eblen, program director; John Stiehl, chief engineer.

*Non-commercial educational.

JANESVILLE, Rock County

WCLO (1930): 1230 kc; 250 w. 200-204 E. Milwaukee Ave. Phone Pleasant 4-3316. Southern Wisconsin Radio Inc. (See "Newspaper Ownership").

Network MBS, Wisconsin Network. Rep Everett McKinney.

Sidney H. Bliss, pres; Vern W. Williams, gen mgr; Bill Bessire, coml mgr; Bill Gargano, program director & promotion mgr; Wayne Clay, chief engineer; Pat McJoynt, women's director.

WCLO-FM (1947): 94.9 mc; 15.5 kw. Gazette Printing Co. Duplicates WCLO (above).

KENOSHA, Kenosha County

WLIP (May 11, 1947): 1050 kc; 250 w-D. 625 57th St. Phone Olympic 7-6162. Kenosha Broadcasting Inc. (original owner).

Rep Everett McKinney.
Specialty program: Italian, ½ hr. wkly.

William L. Lipman, pres & gen mgr; Hugh L. Gately, vp & station mgr; Casimer Lubinski, chief engineer; Virginia Taylor, news director; Irene Buri Nelson, women's director.

LA CROSSE, La Crosse County

WKBH (1923): 1410 kc; 5 kw, DA-N. 141 So. 6th St. Phone 2-4678. TWX LC 8718. WKBH Inc. (See "Newspaper Ownership").

Network NBC. Rep H-R Representatives.
Howard Dahl, gen mgr; Robert Z. Morrison Jr., coml mgr; Berniece Callaway, program director; Leonard Anderson, promotion mgr; Al Leeman, chief engineer.

WKRT (TV): Tv companion of WKBH.

WKTY (May 1948): 580 kc; 1 kw, DA-1 (holds CP for 5 kw-D, 1 kw-N, DA-2). P. O. Box 751. Phone 2-6042. TWX LC 8720. Lee & Associates Inc. (acquired station April 1954).

Network ABC. Rep Everett-McKinney; Wayne Evans & Assoc. (formerly Bulmer & Johnson).

Herbert H. Lee, pres & gen mgr; Phil Dyer, coml mgr; Marilyn Bahwell, program director; Charles R. Kearns, promotion mgr; production mgr & sports director; Phil Uehling, chief engineer; Milo G. Knutson, news director; Earl Hunter, farm director.

WLCK (June 20, 1947): 1490 kc; 250 w. P. O. Box 821. Phone 4-4521. La Crosse Radio Inc. (acquired station April 8, 1957).

Network Keystone. Rep Jack Masla.

Joseph H. Rohrer, pres, gen mgr, coml mgr, promotion mgr & chief engineer; Jean Gitz, program director, ucws director & women's director.

LADYSMITH, Rusk County

WLIDY (May 1948): 1340 kc; 250 w. Hi-way 8, West. Phone 584-607. Flambeau Broadcasting Co. (acquired station 1955).

Rep Thomas J. Clark.
Specialty programs: Polish, 1 hr. wkly.

Charles H. Nelson, owner & gen mgr; Ruth R. Nelson, pres & promotion mgr; John Lovely, coml mgr; Thomas Olson, program director; Stuart Mercer, chief engineer; Don Plaza, news director; Pat Cronick, women's director.

MADISON, Dane County

***WHA** (1922): 970 kc; 5 kw-D. Madison 6, Wis. Phone Alpine 5-2988. Wisconsin State Radio Council.

H. B. McCarty, gen mgr; H. A. Engel, public relations mgr; Cliff Eblen, program director; John Stiehl, chief engineer.

***WHA-FM** (March 30, 1947): 88.7 mc; 22 kw.
*WHA-TV: Tv companion of WHA-AM-FM.

*Non-commercial educational.

***WHHI (FM)** (Sept. 14, 1952): 89.9 mc; 50 kw. Madison 6, Wis. Phone Alpine 5-2988. Wisconsin State Radio Council.

H. B. McCarty, gen mgr; H. A. Engel, public relations mgr; Cliff Eblen, program director; John Stiehl, chief engineer.

*Non-commercial educational.

WIBA (April 1925): 1310 kc; 5 kw, DA-N. 3800 Regent St. zone 5. Phone Cedar 3-5311. TWX 8510. Badger Broadcasting Co. (acquired station 1931). (See "Newspaper Ownership" and Lee stations in "Group Ownership").

Network NBC. Rep Avery-Knodel.
William T. Evjue, pres; Kenneth F. Schmitt, gen mgr; H. A. Johnson, business mgr; Howard Norland, promotion mgr; Norman Iahn, chief engineer.

WISC (September 1948): 1480 kc; 1 kw, DA-1. 4801 West Beltline Highway. zone. Phone Cedar 3-9791. TWX MN 8512. Radio Wisconsin Inc. (See "Newspaper Ownership" and Morgan Murphy-Walter C. Bridges stations in "Group Ownership").

Network ABC, MBS, Wisconsin Network. Rep Peters, Griffin, Woodward.

Ralph Immell, pres; Ralph O'Connor, gen mgr; Jerry Bassett, coml mgr; Phoebe Rogers, program director; Walter Harju, chief engineer; Cliff Conahan, news director; Lee Wesner, farm director.

WISC-FM (September 1948): 98.1 mc; 1 kw. Duplicates WISC (above).

WKOW (Jan. 24, 1948): 1070 kc; 10 kw-D, 5 kw-N, DA-2. 215 West Washington Ave. zone 3. Phone Alpine 7-2261. TWX MN 8537. Monona Broadcasting Co. (original owner).

Network CBS. Rep Headley-Reed.
Stewart Watson, pres; Ben F. Hovel, gen mgr; Thomas A. Riggs, station mgr; James Roy Miller, promotion mgr; Robert Wickhem, chief engineer; Jack Davis, news director; Roy Gumtow, farm director; Luella Mortenson, women's director.

WKOW-TV: Tv companion WKOW.

WLMF (1947): 104.1 mc; 7.5 kw. 2047 Winnebago St. zone 4. Phone Cherry 4-2847. Earl W. Fessler.

Network MBS. Rep Continental Radio Sales (Philadelphia).

Earl W. Fessler, gen mgr & chief engineer; Gene Edwards, coml mgr; Mark Burns, programming & public relations director; Audrey Powers, program director.

MANITOWOC, Manitowoc County

WCUB (1952): 980 kc; 1 kw-D. Business Management Inc.

WOMT (October 1926): 1240 kc; 250 w. 1118 Washington St. Phone Murray 4-6015. Francis M. Kadow (original owner).

Network MBS, Wisconsin Network. Rep Hal Holman.

Francis M. Kadow, owner & gen mgr; George Erdman, coml mgr; Ralph Norman, program director; Hubert Willis, chief engineer; Mordica Morgan, farm director; Donna Wodak, women's director.

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Radio Stations CONTINUED

WISCONSIN CONTINUED

MARINETTE, Marinette County

WAGN (See Menominee, Mich.).

WMAM (Oct. 14, 1939): 570 kc; 250 w-D. 100 w-N. 400 Wells St. Phone Redwood 5-6631. TWX 8332. M&M Broadcasting Co. (See Morgan Murphy-Walter C. Bridges stations in "Group Ownership").

Network NBC, Wisconsin Network. Rep Hollingbery; Bill Hurley (Minneapolis).

Morgan Murphy, pres; Joseph D. Mackin, gen mgr; John H. Borgen, station mgr; Howard L. Emich, program director & news director; Yvonne Frongee, promotion mgr; A. S. Alexander, chief engineer; John Bell, farm director.

WMBV-TV: Tv companion of WMAM.

MARSHFIELD, Wood County

WDLB (Feb. 2, 1947): 1450 kc; 250 w. 1710 N. Central Ave. Phone 1450. Clarkwood Broadcasting Corp. (acquired station April 1, 1936). Rep Grant Webb.

Hartley L. Samuels, pres & gen mgr; John R. L. Thornton, assistant mgr; Jack Hackman, promotion mgr; Richard D. Hanneman, chief engineer; Glenn Brown, news director.

MEDFORD, Taylor County

WIGM (October 1941): 1490 kc; 250 w. Box 59. Phone 255. WIGM Inc. (acquired station 1951). (See "Newspaper Ownership").

Network Keystone. Rep Thomas F. Clark. Paul Allman, pres & gen mgr; Joe Dahlvig, coml mgr; Don Seehafer, program director; Dick Johnson, promotion mgr & farm director; Ray Bohnert, chief engineer; Galen Brunner, news director; Elaine Czerniak, women's director.

MENOMONIE, Dunn County

WMNE (1951): 1360 kc; 1 kw-D. 603½ Broadway. Phone 1156. Menomonee Broadcasting Co. (acquired station 1954).

Network Keystone. Rep George Hopewell. Charles Whitford, Chris Hansen & Wendell Hansen, partners; Don Mortwedt, gen mgr & news director; Thor Edgeberg, coml mgr; LaVern Carton, program director; Joe Dziomski, chief engineer; Carol Bender, women's director.

MERRILL, Lincoln County

WLIN (FM) (1947): 100.7 mc; 9.35 kw. (address, licensee & staff same as WSAU Wausau, Wis.).

MILWAUKEE, Milwaukee County

WEMP (Oct. 14, 1935): 1250 kc; 5 kw. DA-2. 1701 W. Wisconsin Ave. zone 3. Phone Division 2-4040. TWX GARDEN 5-4545. Milwaukee Broadcasting Co. (original owner). Rep Headley-Reed.

A. M. Spheris, pres; Hugh K. Boice Jr., gen mgr & vp; John C. Gagliano, coml mgr; Tom Shanahan, program director; Roland Paske, chief engineer; Gene Bernhardt, news director.

WTMR (FM) (See Glendale listing).

WTOX (Aug. 15, 1946): 860 kc; 250 w-D. 208 East Wisconsin Ave. zone 2. Phone Broadway 2-1272. Wisconsin Broadcasters Inc. (acquired station July 2, 1953).

Specialty programs: Negro, ½ hr. wkly. Howard Miller, pres, gen & promotion mgr & program director; Dave Jones, coml mgr; Robert Mayer, chief engineer.

WISN (June 22, 1922): 1150 kc; 5 kw. DA-1. 759 N. 19th St. zone 3. Phone Division 2-3000. TWX 245. Hearst Corp. (acquired station 1929). (See "Newspaper Ownership" and Hearst stations in "Group Ownership").

Network ABC. Rep Petry. John E. Soell, gen mgr; James T. Butler, assistant mgr & program director; George Ingraham, coml mgr; Arthur H. Barnes, promotion mgr; Donald A. Weller, chief engineer; Donald O'Connor, news director; Patt H. Barnes, farm director.

WISN-TV: Tv companion of WISN.
WMIL (1947): 1290 kc; 1 kw-D. 2625 W. Wisconsin Ave., zone 3. Phone West 3-1290. Rep Masla.

Gene Posner, pres; Sol Radoff, exec vp.

WOXY (1947): 920 kc; 1 kw. DA-1. 522 W. Wisconsin Ave., zone 3. Phone Broadway 1-8480. TWX MI 169. Bartell Broadcasters Inc. (acquired station 1950). (See Bartell Family Radio Group in "Group Ownership").

Rep Young. Gerald A. Bartell, pres; Melvin M. Bartell, vp & gen mgr; John A. Reddy, program director; Ralph E. Evans, director of engineering; Don Sherwood, news director.

WQFM (FM) (June 1, 1958): 93.3 mc; 30 kw. 606 W. Wisconsin Ave. zone 3. Phone Broadway 3-1320. Koeth Broadcasting Corp. Rep FM Unlimited (Chicago).

Hugo Koeth Jr., pres, gen mgr & program director; William Jenkins, coml mgr; Martin K. Franke, chief engineer.

WBIT (1955): 1240 kc; 250 w. 5407 W. Martin Drive. Phone Spring 1-1140. Radio Milwaukee

Inc. (acquired station August 1956). (See II. & E. Balaban stations in "Group Ownership").

Rep Eastman. John F. Box Jr., executive vp & managing director; Bernie Strachota, gen sales mgr; Robert Larson, assistant gen mgr; Lee Rothman, program director; Charles O'Malley, promotion mgr; Ralph Ingraham, chief engineer; James Wallace, news director; Irene Rummels, women's director.

WTMJ (July 25, 1927): 620 kc; 5 kw. DA-N. 720 E. Capitol Drive, zone 12. Phone Broadway 1-6000. TWX MI 297. The Journal Co. (original owner). (See "Newspaper Ownership").

Network NBC. Rep Christal. George Conte, gen mgr of radio & tv; R. J. Heiss, mgr; L. W. Horzog, administrative assistant; Joseph Killeen, sales mgr; Don Loose, program mgr; Bruce Wallace, promotion mgr; Phillip Laeser, am-tv engineering mgr; Jack Krueger, news editor; William McCormack, continuity mgr; Esther Hooton, women's director; William Hoefft, farm director; William Carlson, weather director.

WTMJ-TV: Tv companion of WTMJ.

MONROE, Green County

WEKZ (July 1951): 1260 kc; 1 kw-D. Schuetze Bldg. Phone 1260. Green Co. Broadcasting Co. (original owner).

Rep W. Donald Roberts (Chicago). Specialty programs: Swiss, 3 hrs. wkly. Kenneth W. Stuart, pres; Joseph G. Urban, gen mgr; Stanley J. Neuberger, coml mgr; Rex Elyer, chief engineer; Vern Falk, news director; Eileen Steensrud, women's director.

NEENAH (MENASHA), Winnebago County

WNAM (May 23, 1947): 1280 kc; 1 kw. DA-N. Radio Park. Phone Parkway 2-6471. Neenah-Menasha Broadcasting Co. (acquired station Sept. 5, 1957).

Rep Everett-McKinney. Don C. Wirth, vp & gen mgr; Don E. Harrington, coml & promotion mgr; Tom Collins, program & news director; Gordon Dailey, chief engineer.

NEILLSVILLE, Clark County

WCCN (Sept. 23, 1957): 1370 kc; 1 kw-D. 140 W. 5th St. Phone 333. Central Wisconsin Broadcasting. (original owner).

Herman North, pres; Howie Sturtz Jr., vp & gen mgr; Wayne Grap, coml mgr; Robert Julloff, program, news & farm director; Gary Gall, promotion mgr; Charles E. Marvin, chief engineer; Therese Hannan, women's director.

OSHKOSH, Winnebago County

WOSH (Dec. 31, 1941): 1490 kc; 250 w. 2333 Bowen Street Road. Phone Beverly 54-3150. Oshkosh Broadcasting Co. (acquired station April 13, 1943). (See William F. Johns Family stations in "Group Ownership").

William F. Johns Jr., pres; William I. McDonald, gen mgr & coml mgr; Roland McBain, program & news director; Robert Schulz, sales mgr; Robert Holtmeier, chief engineer; Jessie Miller, women's director.

PARK FALLS, Price County

WFPF (July 1953): 1450 kc; 250 w. Box 309. Phone 2-3959. Northland Broadcasting Co. (acquired station March 1955).

Rep Continental Radio Sales. Gordon Schluter, pres & gen mgr; Gordon Locke, coml mgr & news director; Donald Williams, program & farm director; Robert Sonne, chief engineer.

PLATTEVILLE, Grant County

WSWW (February 22, 1958): 1590 kc; 1 kw-D. P. O. Box 1. Phone 2775. Southwest Wisconsin Co. (original owner).

John F. Monroe, vp; Robert J. Bodden, gen & coml mgr & program director; Lloyd Nowak, promotion mgr & chief engineer; Harold Anderson, farm director; Dave Mergen, sports director.

PLYMOUTH, Sheboygan County

WFLY (1954): 1420 kc; 500 w-D. Box 222. Phone Twinbrook 32-661. CMB Inc. (acquired station Aug. 1, 1957).

Network Wisconsin Network. R. Bunker Rogoski, pres; Dalton C. Hille, vp; Frank Hollenberger, coml mgr; Paul Elchenberg, program director; Chuck Laue, promotion mgr; Chris Markworth, chief engineer; Bob Boisen, news director; Wallace Klennhans, farm director; Rosanna Neidermeier, women's director.

PORTAGE, Columbia County

WFDE (July 31, 1952): 1350 kc; 1 kw-D. Box 142. Phone Riverside 2-2350. Portage Broadcasting Co. (acquired station April 20, 1953). (See "Newspaper Ownership").

Rep W. Donald Roberts. W. T. Comstock, pres; Robert D. Hutchings, gen & promotion mgr; Robert Hoffman, coml mgr; Berwyn Ableman, program & farm director; Don Bender, chief engineer; Lavin Morgan, news director; Carol Mork, women's director.

POYNETTE, Columbia County

WIBU (July 1925): 1240 kc; 250 w. Route 2. Phone 98. Wm. C. Forrest. (See William C. Forrest stations in "Group Ownership").

Network MBS; Wisconsin Network. Wm. C. Forrest, pres, gen & coml mgr; Sarah Forrest, program director; Leonard Doese, chief engineer.

WWCF (FM) (1948): 94.0 mc; 37 kw. Same address, licensee and staff as WIBU (above).

PRAIRIE DU CHIEN, Crawford County

WPBE (Dec. 11, 1952): 980 kc; 500 w-D. Box 36. Phone 637. Prairie Broadcasting Co. (original owner).

Rep Hal Holman. W. C. Schlaugman Jr., pres, gen & promotion mgr & chief engineer; Thomas Multerer, sales mgr; Jerry Key, program director; Nancy Hendricks, news writer; Mary Ellen, women's director.

RACINE, Racine County

WRAC (June 3, 1951): 1460 kc; 500 w-D. 423 Main St. Phone Melrose 2-1627. WRAC Inc. (acquired station Dec. 18, 1953).

Rep Devney. Specialty programs: Spanish, ¾ hrs; Armenian, ¼ hr., both wkly.

William J. Prialux, pres & gen mgr; Raymond J. Pawzun, coml mgr; Edward J. Ruetz Jr., program director; Ronald Liedick, chief engineer; Jacob J. Erdmann, news director; Wilda Grim Quimby, women's director.

WRJN (December 1926): 1400 kc; 250 w. Radio Park. Phone Melrose 4-3311. TWX RACINE 375. Racine Broadcasting Corp. (original owner). (See "Newspaper Ownership").

Network ABC; Wisconsin Network. Rep Walker-Rawalt.

Specialty programs: German, ½ hr.; Polish, 6 hrs.; Scandinavian, 3 hrs., all wkly.

J. Donald McMurray, pres; Harry R. LePoidevin, gen mgr; Harold J. Newcomb, station & coml mgr; Lyman Merens, program & news director; Amelia French, promotion mgr; Stanley Fisher, chief engineer; Isabel Monk, women's director.

WRJN-FM (August 1948): 100.7 mc; 15 kw. Duplicates WRJN (above).

REEDSBURG, Sauk County

WRDB (January 1953): 1400 kc; 250 w. Box 207. Phone 400. William C. Forrest (See William C. Forrest stations in "Group Ownership").

Network MBS; Wisconsin Network; Keystone.

William C. Forrest, owner; Michael J. Flaherty; Bob Sands, program director; Douglas Beaudoin, chief engineer; Lee Olson, news director.

RHINELANDER, Oneida County

WOBT (March 1947): 1240 kc; 250 w. Route 2. Phone Forest 2-6140. Oneida Broadcasting Co.

Network Wisconsin Network. Rep Devney. James E. Cleary, pres; George F. Thoma, gen mgr; Howard A. Koenitzer, coml mgr; Lee Zimmer, program & women's director; William G. Anderson, chief engineer; John M. Wadd, news director.

RICE LAKE, Barron County

WJMC (1938): 1240 kc; 250 w. P. O. Box 352. Phone 550. WJMC Inc. (See Morgan Murphy-Walter C. Bridges stations in "Group Ownership").

Network Wisconsin Network; Rep Hollingbery, W. L. Hurley (Minneapolis).

Walter C. Bridges, pres; Russell J. Brown, station mgr.

WJMC-FM (1947): 96.3 mc; 50 kw. Address, licensee & staff same as WJMC (above).

RICHLAND CENTER, Richland County

WRCO (Aug. 1949): 1450 kc; 250 w. Box 192 (Route 2). Phone Midway 7-2111. Richland Broadcasting Corp. (Jan. 15, 1955).

Network Keystone. Wisconsin Net; R.F.D. Net.

Hala D. Peebles, pres, gen mgr & program director; Gerald Cook, coml mgr; Peter Athanas, chief engineer; Joseph Koelsch, news director; Mildred McIntyre, women's director.

RIPON, Fond du Lac County

WCWC (Sept. 15, 1957): 1600 kc; 5 kw. DA-D. Radio Road. Phone Black 818. Central Wisconsin Co. (original owner).

Rep Walker-Rawalt. John Monroe Jr., pres; Francis J. Stratman, gen mgr; Chas. Heath, program director; Gordon Alsum, chief engineer; Richard Schulze, news director; James Densmoor, farm director; Henrietta Butzin, women's director.

SHAWANO, Shawano County

WTCH (1948): 960 kc; 1 kw. DA-N. 107 E. Green Bay St. Phone 666. Shawano Co. Leader Pub. Co. (original owner). (See "Newspaper Ownership").

Network Keystone. Rep Best. Specialty programs: German, 2 hrs. wkly. Jeanne P. Donald, gen mgr; R. G. Gruetz-macher, station mgr.

SHEBOYGAN, Sheboygan County

WHBL (1926): 1330 kc; 1 kw-D. 250 w-N. 930 N. 8th St. Phone Glinecourt 8-2107. TWX 368. WHBL Inc. (original owner). (See "Newspaper Ownership").

Network ABC; Wisconsin Net. Rep Burn-Smith. Paul F. Skinner, pres & gen mgr; Ray L.

Radio Stations CONTINUED

WYOMING CONTINUED

RAWLINS, Carbon County

KRAL (1947): 1240 kc; 250 w. Box 385. Phone East 4-2711. Rawlins Broadcasting Co. (original owner). (See "Newspaper Ownership" and Frontier Broadcasting Co. stations in "Group Ownership").

Network MBS, Intermountain. Rep McGilvra.

Specialty programs: Spanish, 1 hr. wkly. Tracy McCracken, pres; Donald D. Stanczyk, gen & coml mgr; Juvana Wheeler, program director; Robert E. Williams, chief engineer; Dick Johnson, news director; Len Lewis, farm director; Ramona Nelson, women's director.

RIVERTON, Fremont County

KWBL (1948): 1450 kc; 250 w. Box 303. Phone Ulster 6-2251. Joseph P. Ernst (original owner). (See Ernst stations in "Group Ownership").

Network Chief Washakie Net. Rep Devney. Joseph P. Ernst, owner; William G. Stewart, gen mgr & news director; John Hickok, coml & promotion mgr; Dave Griesel, chief engineer; Fred Cirmmel, farm director; Mary Ann Sviller, women's director.

KWRB-TV: Tv companion of KWRL.

ROCK SPRINGS, Sweetwater County

KVRS (1938): 1360 kc; 1 kw-D, 500 w-N, DA-N. P. O. Box 1067. Phone Empire 2-3799. Wyoming Broadcasting Co. (See "Newspaper Ownership" and Frontier Broadcasting Co. stations in "Group Ownership").

Rep Avery-Knodel.

SHERIDAN, Sheridan County

KWYO (July 9, 1934): 1410 kc; 1 kw-D, 500 w-N, 21 N. Main. Phone Orchard 4-4461. Bighorn Broadcasting Co. (original owner).

Network MBS, Intermountain. Rep Avery-Knodel.

Jim Carroll, pres & gen mgr; F. C. Zeke Taggart, coml mgr; Bill Thompson, program director; Don Tannehill, promotion mgr; Bob Crosthwaite, chief engineer; Bob Wilson, news director.

THERMOPOLIS, Hot Springs County

KRTR (May 23, 1955): 1490 kc; 250 w. 500

Broadway. Phone 800. Mildred V. Ernst (original owner). (See Ernst stations in "Group Ownership").

Network Western Regional Nct. Rep Gill-Perna.

Mildred V. Ernst, owner, gen mgr, coml mgr & program director; Philip Ernst, chief engineer.

KTHE (July 18, 1958): 1240 kc; 250 w. 320 North Railroad Ave. Phone 386. Big Horn Basin Broadcasting Co. (original owner).

Hugh R. Graham, pres & co-gen mgr; B. D. Petersen, co-gen mgr; Sharon Liesch, program director; Joe C. Henry, promotion mgr & chief engineer; Ken Clark, news director.

TORRINGTON, Goshen County

KGOS (May 15, 1950): 1490 kc; 250 w. Box 271. Phone Jefferson 2-2158. Kermit G. Kath (acquired station March 1, 1956).

Specialty programs: Spanish, 1 hr. wkly. Kermit G. Kath, owner, gen mgr, coml mgr & program director; Jack Jolly, promotion mgr; Wayne McFarland, chief engineer; Vic Crandell, news director; Al Anderson, farm director; Deloris Kath, women's director.

WORLAND, Washokie County

KWOB (1946): 1340 kc; 250 w. Route 20. Phone 303. Joseph P. Ernst (See Ernst stations in "Group Ownership").

ALASKA

ANCHORAGE

KBYR (1949): 1270 kc; 1 kw. P. O. Box 1960. Phone 6-8201. Radio Anchorage Inc. (acquired station April 1957).

Rep National Time Sales; Pan-American Broadcasting.

J. Chester Gordon, pres; E. Pournelle, gen mgr; Kal LeMaster, coml mgr; Merril Mael, program director; Ed Stevens, news director.

KENI (May 1948): 550 kc; 5 kw. P. O. Box 1160. Phone 20301. Midnight Sun Broadcasting Co. (original owner) (See Midnight Sun Broadcasting Co. stations in "Group Ownership").

Network ABC; NBC. Rep Fletcher (New York); Day (Seattle).

Harry Hill, pres; Alvin O. Bramstedt, gen mgr; James B. Lawson, coml mgr; Kay Guthrie, promotion mgr; Charles M. Gray, chief engineer; Ty Clark, news director; Ruth Briggs, women's director.

KFQD (1924): 730 kc; 10 kw. P. O. Box 1040. Phone 24101. Anchorage Broadcasters Inc. (acquired station November 1, 1956).

Network CBS. Rep Alaska Radio-Tv Sales. Claude M. Bentz, pres; Ernest Spink, gen mgr; Edward R. Mack, program director; William E. Duck, chief engineer; Tarje M. Grinstad, news director; Valerie Antoine, women's director.

CORDOVA

KLAM (1954): 1450 kc; 250 w. S.H. P. O. Box 278. Phone 209. Northern Light Broadcasting Corp. (original owner).

Rep Del Day (Seattle); Fletcher (New York). Charles L. Buck, pres, gen mgr & news director; Dona Buck, program & women's director; Jesse Gates, chief engineer.

FAIRBANKS

KFAR (1939): 660 kc; 10 kw. Lathrop Bldg. Midnight Sun Broadcasting Co. (See Midnight Sun Broadcasting Co. stations in "Group Ownership").

Network ABC; MBS; NBC. Rep Fletcher (New York); Day (Seattle).

Harry J. Hill, pres; Donald Andon, mgr.

KFRB (1948): 900 kc; 10 kw. P. O. Box 950. Phone 2155. Fairbanks Radio Broadcasters Inc. (acquired station April 4, 1957) (See William J. Wagner stations in "Group Ownership").

Network CBS. Rep National Times Sales; Alaska Radio-Tv Sales.

J. Chester Gordon, pres; E. Pournelle, gen mgr; Dick Garvin, station mgr; Elmer J. Emery, program director; James D. King, chief engineer.

JUNEAU

KINY (1935): 800 kc; 5 kw. 231 S. Franklin St. Alaska Broadcasting System Inc. (acquired station 1948) (See William J. Wagner Stations and Northern TV Stations in "Group Ownership").

Network CBS, Alaska Broadcasting System. Rep Wagner (Seattle); Ray W. Smith.

William J. Wagner, pres & gen mgr; Frank Shannon, coml mgr; Richard Peter, program director; J. W. McKinley, chief engineer.

KJNO (October 1952): 630 kc; 1 kw-D, 500 w-N. P. O. Box 2231. Phone 6-3630. Baranof Broadcasters Inc. (acquired station Feb. 1, 1958).

Network ABC; MBS; NBC. Rep Fletcher (New York); Day (Seattle).

Specialty programs: Thlinget, 15 min. wkly. Joseph B. Mangau, pres, gen mgr & coml mgr; Dave Vincent, program director; Dodie Wheeler, promotion mgr & women's director; Franklin W. Butte, chief engineer; Milt Furness, Jr., sports director & news director.

KETCHIKAN

KTKN (1942): 930 kc; 1 kw. P. O. Box 1308. Phone 2191. Midnight Sun Broadcasting Co. (See Midnight Sun Broadcasting Co. stations in "Group Ownership").

Network ABC; CBS; MBS; NBC. Rep Fletcher (New York); Day (Seattle). Chuck Jensen, station mgr.

SEWARD

KIBH (November 1948): 1340 kc; 250 w. S.H. P. O. Box 575. Phone Main 25. Seward Broadcasting Corp. (acquired station January 1957).

Network CBS. Rep Alaska Radio Tv Sales. Don Lowell, gen mgr & chief engineer; James Travers, program director.

SITKA

KIFW (1949): 1230 kc; 250 w. S.H. P. O. Box 299. Alaska Broadcasting System Inc. (acquired station Nov. 27, 1957) (See William J. Wagner stations and Northern TV stations in "Group Ownership").

Network Alaska Broadcasting System. Rep Alaska Radio-Tv Sales.

Specialty programs: Thlinget, 15 min. wkly. William J. Wagner, pres & gen mgr; Harry Lanz, station mgr; Alvin B. Larson, chief engineer.

KSEW (1954): 1400 kc; 250 w. Sitka. Voice of Sheldon Jackson Inc. (original owner).

Brian Cleworth, pres; Herb Wells, gen mgr; Randolph McCluggage, coml mgr; John Mead, program director; Keith LeMay, chief engineer.

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DoW: Landis RI 8-1175	Jack Maurer TO 1-6727

Radio Stations CONTINUED

WISCONSIN CONTINUED

Witthuhn, coml mgr; Dick Rouleau, promotion mgr; Christ Bauer, chief engineer; Charles Fisher, news director.

WSHE (Jan. 5, 1956): 950 kc; 500 w. DA-D. 1210 North 5th St. Phone Glencourt 2-4671. Lake Shore Broadcasting Co. (original owner). Rep Walker-Rawalt.

David A. Bensman, pres & gen mgr; Al Stern Jr., coml mgr; Stuart Olson, program director; Mary Benz, promotion mgr; Walt Adams, chief engineer; David O. Scott, news director; Raymond R. Fallo, farm director; Beatrice Hulbert, women's director; Rose S. Bensman, sec-treas.

SPARTA, Monroe County

WCOW (June 1951): 1290 kc; 1 kw-D. 124½ South Water St., zone 1. Phone 3307. Sparta-Tomah Broadcasting Co. (acquired station 1957).

Network Keystone. Rep Rambau, Vance, Hopple.

John D. Rice, pres, gen mgr & news director; Charles P. Sullivan, coml mgr; Tom Dorsey, program director; Roger Belke, chief engineer; Bill Lahn, sports director; Mary Hoogerhous, women's director.

STEVENS POINT, Portage County

WSPT (1945): 1010 kc; 1 kw-D. 411½ Main St. Phone Diamond 4-9778. Stevens Point Broadcasting Co. (acquired station 1952).

Rep Hal Holman.
Wm. F. Johns Sr., pres; Peter A. Barnard, vp & gen mgr; David A. Silverman, sales mgr; Dick Canney, program director; Jack Ducart, chief engineer; Bob Schuman, news director.

STURGEON BAY, Door County

WDOZ (Sept. 8, 1951): 910 kc; 500 w-D. 15th and Utah. Phone Pioneer 3-4411. Door County Broadcasting Co. (original owner).

Network Keystone.
Edward Allen Jr., pres, treas, gen mgr & news director; Frank Ullsperger, coml mgr; Dolores Allen, program & women's director & promotion mgr; Len Koskubar, farm director.

SUPERIOR, Douglas County

WDSM (1939): 710 kc; 5 kw, DA-N. 921 Tower Ave. Phone Export 4-4451. Northwest Publications Inc. (See "Newspaper Ownership" and Riddler Publications stations in "Group Ownership").

Rep Peters, Griffin, Woodward.
Specialty programs: Finnish, 1½ hrs. wkly. Bernard H. Riddler, pres; Tom Gavin, gen mgr; Mike Daley, coml mgr; James Dayton, program director; Dick Francis, news director. WDSM-TV (Duluth, Minn.): Tv companion of WDSM.

WQMN (not on air; target date unknown): 1320 kc; 1 kw-D. Quality Radio Inc.

TWO RIVERS, Manitowoc County

WTRW (Nov. 16, 1951): 1500 kc; 1 kw-D. 1817 Washington St. Phone TR 324 or Murray 2-4521 (Manitowoc). Two Rivers Broadcasting Co. (acquired station June 1, 1953).

Rep Grant Webb.
Kenneth A. Daum, pres & coml mgr; Raymond F. Kassenich, gen mgr; Alvin R. Anderson, program director & chief engineer; Lorraine Zelinski, office mgr; Craig McCoy, news & farm director; Eleanore Daum, women's director.

VIROQUA, Vernon County

WISV (1958): 1360 kc; 500 w-D. Parks Robinson.

WATERTOWN, Jefferson County

WTTN (April 2, 1956): 1580 kc; 250 w-D. 104 West Main St. Phone 2215. Watertown Radio Inc.

Network Keystone. Rep George T. Hope-well.
Carl V. Kolata, pres & gen mgr; Clifford Scott, coml mgr; Ernie Siegrist, program director; Harold Winkenwerder, chief engineer; Wilford (Bill) James, news director; Florence Harold, women's director.

WAUKESHA, Waukesha County

WAUX (March 27, 1947): 1510 kc; 250 w-D. 319 W. Main. Phone Liberty 2-6836. Waukesha Broadcasting Co. (original owner).

Network Keystone. Rep Hal Holman.
Mig Figi, co-owner, gen mgr & program director; C. E. Williams, co-owner & coml mgr; Adin Randall, chief engineer; Jim Murphy, news director.

WAUPACA, Waupaca County

WDUX (April 29, 1956): 500 kc; 1 kw-D. P. O. Box 94. Phone 83. Laird Broadcasting Co. (original owner).

Network Keystone. Rep McGavren-Quinn.
Dorothy Laine, pres; Noel N. Frauen, gen mgr; Tom Karavakis, coml mgr; Cal Cheek, program & news director; Cliff Graft, chief engineer; Joan Imry, farm & women's director.

WAUSAU (RIB MOUNTAIN PARK), Marathon County

***WBEM (FM)** (June 10, 1949): 91.9 mc; 111 kw. Madison 6, Wis. Phone Alpine 5-2988. Wisconsin State Radio Council.

H. B. McCarty, gen mgr; H. A. Engel, public relations mgr; Cliff Ehlen, program director; John Stechl, chief engineer.

*Non-commercial educational.

WHVF (Aug. 1, 1953): 1230 kc; 250 w. P. O. Box 447. Phone 2-1188. Lakeland Broadcasting Corp. (original owner).

Network Keystone. Rep Indie Sales.
Specialty programs: German, ¼ hr. wkly.
Hilding V. Forcen, pres & chief engineer; Harold Golding, gen & coml mgr.

WRIG (1937): 1400 kc; 250 w. 531 Third St. WRIG Inc. (acquired station 1958).

Duey K. Wright, pres.
WSAU (Jan. 30, 1937): 550 kc; 5 kw, DA-2. 427 4th St. Phone 2-2111. TWX WS 8869. Wisconsin Valley Television Corp. (acquired station Aug. 1, 1958). (See "Newspaper Ownership").
Network NBC; Wisconsin Network; Rep Meeker.

George T. Frechette, pres; Richard D. Dudley, gen mgr; George Bundner, mgr; James Frey, coml mgr; Donald DeByle, program director; Thomas Bolger, promotion mgr; Roland Richardt, chief engineer; Walter John Childen, news director; Buck Lovetson, Chuck Summers, farm directors; Carol Green, women's director.

WSAU-TV: Tv companion of WSAU.

WLN (FM) (See Merrill, Wis.)

WEST BEND, Washington County

WBKV (November 1950): 1470 kc; 500 w-D. P. O. Box 60. Phone Federal 4-2344. West Bend Broadcasting Co. (original owner).

Rep Thomas F. Clark.
August C. Borkholtz, pres; Harold H. Borkholtz, mgr; Paul J. Mueller, coml mgr & chief engineer; Robert Becker, program director; Jack Skidmore, promotion mgr; Willard Weegman, news director; Dave Bethke, farm director; Van Dehne, women's director.

WBKV-FM (August 1958): 92.5 mc; 6 kw. Same address, licensee and staff as WBKV (above).

WISCONSIN RAPIDS, Wood County

WFHR (Nov. 1, 1940): 1340 kc. 250 w 230 First Ave. South. Phone Harrison 3-1340. William F. Huffman Radio Inc. (original owners). (See "Newspaper Ownership").

Network MBS; Wisconsin Network. Rep Devney.
Louise F. Huffman, pres; Geo. T. Frechette, vp, gen & promotion mgr; L. J. Zurawski, coml mgr; Arnie Stroppe, program, news & farm director; Gordon Miller, chief engineer; Rita Tierney, women's director.

WFHR-FM (Nov. 1, 1947): 103.3 mc; 2 1 kw. Duplicates WFHR (above).

WYOMING

BUFFALO, Johnson County

KBBS (April 16, 1956): 1450 kc; 250 w. 98 South Main. Phone Mutual 4-7169. Northern Wyoming Broadcasting Corp. (original owner).

Network Keystone. Western Regional Net.
Specialty programs: Basque, 1 hr. wkly.
George W. Knepper, pres; Jack Rosenthal, gen mgr & coml mgr; Vivienne Mauck, program & women's director; Ralph P. Burger, chief engineer; Jim Adams, news director.

CASPER, Natrona County

KATI (May 5, 1956): 1400 kc; 250 w. Box 2006. Phone 2-2200. KATI Corp. (acquired station November 1957).

Kenneth G. Prather, pres & gen mgr; Misha Prather, women's & program director; John Cheatham, chief engineer.

KSPR (Jan. 2, 1930): 1470 kc; 5 kw-D. 1 kw-N. Box 930. Phone 3-5777. TWX CP 190X. Donald Lewis Hathaway (original owner).

Network CBS. Rep Walker-Rawalt.
Donald L. Hathaway, pres & gen mgr; Marcus R. Nichols, assistant mgr; James Thompson, coml mgr; John Terrill, program director & promotion mgr; Fred Meeks, news director; Velma Mumper, women's director.

KSPR-TV: Tv companion of KSPR.
KVOC (Oct. 1, 1946): 1230 kc; 250 w. Phone 2-4511. TWX CP 94. KVOC Broadcasting Co. (original owner).

Network ABC, MBS, Intermountain Network. Rep Devney.
William F. Shuttis, partner & gen mgr; Duane W. Shouns, partner, coml mgr & chief engineer; Robert Paul Turner, program director; Marjorie W. Hileman, women's director.

CHEYENNE, Laramie County

KFBC (1946): 1240 kc; 2023 E. Lincolnway. Phone 4-4461. Frontier Broadcasting Co. (See Frontier Broadcasting Co. stations in "Group Ownership"; See "Newspaper Ownership").

Network ABC, Intermountain. Rep Avery-Knodel.
Specialty programs: Spanish, 1 hr. wkly.
Robert S. McCracken, pres; William C. Grove, gen mgr & chief engineer; Charles P. Cahill, coml mgr; Betty Willis, program director &

promotion mgr; Bob Verdon, news director; Keith E. Shelley, farm director; Margie O'Brien, women's director.

KFBC-TV: Tv companion of KFBC.

KVWO (1962): 1370 kc; 1 kw-D. P. O. Box 926. Phone 2-6433. Great West Co.
Network MBS. Rep Devney.
William T. Brack, gen mgr.

CODY, Park County

KODI (1947): 1400 kc; 250 w. P. O. Box 762. Phone 1400. Park Broadcasters Inc. (acquired station May 1955).

Network Western Regional Net.
Dr. R. B. Croft, co-owner & pres; Wayne E. Killmer, co-owner, vp, sales mgr & coml mgr; Robert B. Beall, co-owner, sec-treas & business mgr; Kay Decker, traffic mgr & women's director; Gabby Barrus, sports director; Phil Barnhart, chief engineer & farm director; Jim Street, news director.

DOUGLAS, Converse County

KWIV (June 22, 1957): 1050 kc; 250 w-D. West Yellowstone Highway, Box 114. Phone 500. Douglas Broadcasting Inc. (original owner).

Network Keystone, Western Regional Net.
J. Howard Jones, pres, gen, coml & promotion mgr & program director; James R. Wheeler, chief engineer.

EVANSTON, Uinta County

KLUK (June 27, 1953): 1240 kc; 250 w. Box 193. Phone 700. BBI Enterprises (acquired station June 1, 1956).

Network MBS, Intermountain. Rep Avery-Knodel.

Dr. Maurice Buchen, pres; Albert Pyatt, gen mgr; Ellen M. Wheeler, program director; Harry L. Albers, chief engineer; Marie Pyatt, women's director.

GILLETTE, Campbell County

KIML (Sept. 13, 1957): 1490 kc; 250 w. 405 Lakeside Ave. Phone Mutual 2-1717. Gillette Broadcasting Co. (acquired station Nov. 21, 1957).

Rob Ostlund, pres; James Lambros, gen mgr; Robert Allen, program director; A. D. Gaddis, chief engineer; Lois K. Allen, women's director.

LANDER, Fremont County

KOVE (Nov. 8, 1948): 1330 kc; 1 kw, DA-N. Box 436. Phone 488. Fremont Broadcasting Inc. (acquired station June 1957).

Network Keystone, Intermountain. Rep Continental Radio Sales.
Dan Breese, pres, gen mgr & news director; Dorothy Reed, coml mgr; Jim Fitzgerald, program director; Bill Ross, chief engineer; Harriett Bagley, women's director.

LARAMIE, Albany County

KOWB (Feb. 20, 1948): 1340 kc; 250 w. West Laramie, Box 972. Phone Franklin 5-4833. Kowboy Broadcasting Co. (original owner).

Network MBS, Keystone, Intermountain. Rep Gill-Perna.

John C. Hunter, co-owner, pres & gen mgr; W. Britt Davis, co-owner & assistant mgr; Charles Bell, co-owner, promotion & coml mgr; Larry Cobb, program director; Lee Kaser, chief engineer; Bob Scott, news director; Bob Kenney, farm director; Coleen Ralston, women's director.

NEWCASTLE, Weston County

KASL (July 10, 1953): 1240 kc; 250 w. Masonic Bldg. Phone Sherwood 6-2721. Northeast Wyoming Broadcasters Inc. (acquired station July 1955).

Network Keystone. Rep McGilvra.
Stella Sue Parrott, pres; Roy Marsh, gen mgr, coml mgr & sports director; Dorothy Accola, program & women's director; John Itowe, promotion mgr; Ben Rinehardt, chief engineer & farm director; Rick Stevens, news director.

POWELL, Park County

KPOW (March 31, 1941): 1260 kc; 5 kw-D. 1 kw-N. DA-N. Box 879. Phone Skyline 4-2421. A. J. Meyer (original owner).

Network Keystone, Intermountain. Rep Avery-Knodel.
A. J. Meyer, owner & gen mgr; Kenneth Meyer, coml mgr; Agnes Fields, program director; J. S. Kilness, chief engineer.

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Radio Stations CONTINUED

GUAM

AGANA

KUAM (March 14, 1954): 610 kc; 1 kw. P. O. Box 68, Zone 8. Phone 7-961. Radio Guam (original owner).

Network ABC; NBC. Rep Intercontinental Services.

Specialty programs: Chamorro, 6 hrs. wkly; Tagalog; 1½ hrs. wkly.

Harry M. Engel jr., pres; John P. Barton, gen mgr; Mary C. Chappelle, coml mgr; Edgar A. Olson, assistant mgr; Douglas Murray, promotion mgr & news director; Stuart I. Rider, chief engineer; Sheldon Anderson, production mgr; Melba Shriver, women's director.

HAWAII

HILO

KHBC (1936): 970 kc; 1 kw. Hawaiian Broadcasting System (See Hawaiian Broadcasting System stations in "Group Ownership"); also see "Newspaper Ownership").

Network CBS; CRPN. Rep Peters, Griffin, Woodward.

J. Howard Worrall, pres.

KILA (April 1, 1951): 850 kc; 1 kw. 495 Kilo-hana St. Phone 4372. James Emile Jaeger (acquired station 1954).

Network Keystone. Rep Scott.

Specialty programs: Japanese, 27 hrs. wkly.; Tagalog, 3 hrs. wkly.

James E. Jaeger, owner & gen mgr; Lillian Isa, coml mgr & program director; Freddie Winn, promotion mgr; Sam Nakamura, chief engineer; Alexander Noh, news director & women's director.

KIPA (1947): 1110 kc; 1 kw. P. O. Box 1602. Phone 1-0225. Big Island Broadcasting Co. (acquired station 1948).

Network MBS. Rep Hollingbery.

Specialty programs: Japanese, 21 hrs. wkly.; Tagalog, 3½ hrs. wkly.

Alan Harper Pollock, pres, gen mgr & coml mgr; James K. Miyahishi, program director; R. W. Jaderstrom, chief engineer.

HONOLULU

KAIM (Aug. 31, 1956): 870 kc; 1 kw. 1148 12th Ave. Zone 16. Phone 7-1985. Christian Broadcasting Assn. (original owner).

Network Keystone. Rep Best; Moore.

Specialty programs: Japanese, 2 hrs. wkly.; Chinese, 15 min. wkly.

Rev. Robert C. Loveless, pres; Cornelius Keur, gen mgr; Henry E. Fallert, station mgr; Donald E. Lowther, program director; Frederick J. May, production mgr; Robert L. Lyon, chief engineer; Audrey Miretti, women's director.

KAIM-FM (1953): 95.5 mc; 5.6 kw. Duplicates KAIM (above).

KGMB (1929): 590 kc; 5 kw. 1534 Kapiolani Blvd. Zone 9. Phone 9-2011. Hawaiian Broadcasting System (original owners) (See Hawaiian Broadcasting stations in "Group Ownership"); also see "Newspaper Ownership").

Network CBS. Rep Peters, Griffin, Woodward.

Specialty programs: Japanese, 19½ hrs. wkly.; Tagalog, 30 min. wkly.

J. Howard Worrall, pres; Melvin B. Wright, station mgr; C. C. Crockett, coml mgr; Robert Miller, program director; Colleen Ng, promotion mgr; Dan Hunter, chief engineer; Wayne Collins, news director.

KGMB-TV: Tv companion of KGMB.

KGU (May 11, 1922): 760 kc; 10 kw. P. O. Box 3110. Phone 5-2977. TWX HU 159. Advertiser Publishing Co. (original owner) (See "Newspaper Ownership").

Network NBC; All Islands Radio Net. Rep NBC Spot Sales.

Specialty programs: Japanese, 5½ hrs. wkly.; Tagalog, 5 hrs. wkly.

Lorrie P. Thurston, pres; William O. Paine, gen mgr; George C. Mansfield, coml mgr; Yvonne Dehrens, program director; George Zimmerman, promotion mgr; Takumi Shigetani, chief engineer; Don Carter, news director.

KONA-TV: Tv companion of KGII.

KHON (1946): 1380 kc; 5 kw. 1701 Ala Wa. Blvd. Phone 995395. South Pacific Broadcasting Co.

H. G. Wells Jr., pres; Richard H. Lee, gen mgr; Eric Rolde, program director; James Engle, chief engineer.

KHVV (April 26, 1957): 1040 kc; 5 kw. Hawaiian Village Hotel. Phone 991011. Kaiser Hawaiian Village Radio Inc. (acquired station Oct. 31, 1957).

Henry J. Kaiser Sr., pres; Richard C. Block, gen mgr; Vince Priore, program director; Henry Taylor, promotion mgr; Ernest K. Lindemann, chief engineer; Mason Allery, news director.

KHVV-TV: Tv companion of KHVV.

KIKI (1951): 830 kc; 250 w. 320 Ward Ave. Phone 6-3456. KIKI Ltd.

Rep Grant.

Royal V. Howard, pres; Angelo J. Rossi, executive vp.

KPOA (1946): 630 kc; 5 kw. (CP 650 kc; 10 kw). 575 Kamoku St. Zone 14. Phone 95236. Radio Hawaii Inc. (See Founders Corp. stations in "Group Ownership").

Network MBS; Inter-Island Net. Rep Hollingbery.

Specialty programs: Japanese, 20 hrs. wkly.; Tagalog, 10 hrs. wkly.

John M. Shaheen, pres; Fin Hollinger, executive vp & gen mgr; Perry W. Carle, coml mgr; Ronald Jacobs, program director & promotion mgr; Robert L. Lang, chief engineer; Hardy Hutchinson, news director; Betty Smyser, women's director.

KULA (1947): 690 kc; 10 kw. P. O. Box 1479. Phone 6-3666. Burnett Broadcasting Co. (acquired station 1958).

Net ABC. Rep McGavren-Quinn.

Jack Burnett, gen mgr.

NEW (not on air; target date unknown). 990 kc; 1 kw. 156 S. School St.

Robert H. Pearson and Mary K. Wong, owners.

***KUOH (FM)**: 90.5 mc; 10 w. U. of Hawaii.

*Noncommercial educational.

***KVOK (FM)** (Oct. 6, 1953): 88.1 mc; 10 w. c/o The Kamehameha Schools. Zone 17. Phone 83931. The Kamehameha Schools.

Specialty programs: French, 30 min. wkly.

Harold W. Kent, pres; Robert F. Ritterhoff, gen mgr; George Boross, chief engineer.

*Noncommercial educational.

KAILUA

KANI: 1240 kc; 250 w. Windward Broadcasting Co.

LIHUE

KTOH (1940): 1490 kc; 250 w. Garden Island Pub. Co. (See "Newspaper Ownership").

C. J. Fern, gen mgr.

WAILUKU

KMVI (1946): 550 kc; 1 kw. P. O. Box 374. Phone 3-3981. Maui Pub. Co. (See "Newspaper Ownership").

Rep Clark.

Ezra J. Crane, gen mgr.

WAIPAHU

KAHU (Sept. 20, 1950): 920 kc; 1 kw. P. O. Box 1007. Phone 27-3121. Rural Broadcasting Co. (original owner).

Rep Rambeau, Vance, Hopple.

Specialty programs: Japanese, 35½ hrs. wkly.; Tagalog, 1½ hrs. wkly.; Chinese, 2 hrs. wkly.; Samoan, 30 min. wkly.

Timothy Wee, pres; Harry En Chu, gen mgr & coml mgr; John Livingston, program director & news director; Jackson McBride, promotion mgr; Robert Pearson, chief engineer.

PUERTO RICO

AGUADILLA

WABA (1951): 550 kc; 500 w. P. O. Box 188. Phone 241. Hector Reichard.

F. Bonnet Valez, gen mgr.

WGRF (1956): 1340 kc; 250 w. 17 Progreso St. Jaioca Broadcasting Corp.

ARECIBO

WCMN (June 24, 1947): 1280 kc; 1 kw. P. O. Box 7. Phone 589. Caribbean Broadcasting Corp. (original owner).

Antonio Esteva Vidal, pres; Nabal Barreto, gen mgr; Francisco Lopez Oronoz, gen mgr; Hector M. Somohano, program director; Jose Soler, chief engineer.

WMLA (Feb. 21, 1957): 1070 kc; 500 w. P. O. Box 126. Phone 463. Abacoa Radio Corp. (original owner).

Rep Pan American.

Carlos Piralto-Lopez, pres & gen mgr; Epifanio Rodriguez Velez, coml mgr & program director; Jose Emerito Medina, chief engineer; Gilberto Rodriguez, news director.

WNYK (not on air; target date not announced): 1230 kc; 250 w. Arecibo Radio Corp.

BAYAMON

WBNA (1947): 1560 kc; 250 w. Catano-Bayamon Road. Phone 161. Gustavo Diaz Atilas.

Gustavo Diaz Atilas, owner & mgr; Ramon Alberto Rodriguez, coml mgr.

CAGUAS

WNEL (July 21, 1947): 1450 kc; 250 w. P. O. Box 487. Phone 677. Inter-American Radio Corp. (original owner).

Eduardo Biscochoea, pres, gen mgr & chief engineer; Enrique Caballero, coml mgr; Emilia P. Biscochoea, program director; Hector R. Vazquez, news director & sports director.

WVJP (1947): 1110 kc; 250 w. P. O. Box 207. Phone 789. Borinquen Broadcasting Co.

Hector Pereira, gen mgr; Federico E. Virella, station mgr.

FAJARDO

WMDD (May 31, 1947): 1490 kc; 250 w. P. O. Box 387. Phone 132. WMDD Inc. (acquired station Feb. 1, 1951).

Jose R. Madrazo, pres; Agustín R. Camunas, gen mgr; Saul Maldonado, coml mgr; David Ortiz, program director; Aurelio Pego, promotion mgr; Carmelo Soto, chief engineer; Lucy Calderon, women's director.

GUAYAMA

WXRJ (1948): 1590 kc; 1 kw. 42 Hostos St. Phone 243. Guayama Broadcasting Co.

Gumersindo Cordero Jr., gen mgr.

HUMACAO

WALO: 1240 kc; 250 w. Antonio L. Ochoa.

MAYAGUEZ

WAEI (1948): 600 kc; 1 kw, DA-1. P. O. Box 297. Phone 600. WAEI Inc.

Rep Pan-American.

Mario Acosta, gen mgr; Manuel Piralto, coml mgr.

WKEJ (1946): 710 kc; 1 kw-D, 550 w-N. P. O. Box 1293. Phone 983. Jose Bechara Jr. (original owner).

Rep Intercontinental Services.

Jose A. Bechara Jr., pres.; Arturo Cortes, gen mgr; J. Sanjurjo, coml mgr; A. Basora, program director; I. Roman, promotion mgr; Jose Rodriguez, chief engineer; I. Mendez, news director; R. Casiano, farm director; D. Rivera, women's director.

WORA: 1150 kc; 1 kw. P. O. Box 43. Phone 1150. Radio Americas Corp.

Rep Inter-American.

Alfredo R. de Arellano Jr., pres; Reinaldo M. Dupont, assistant mgr, coml mgr & promotion mgr; Cesar F. Larancuent, program director; Jesus M. Aviles, chief engineer; Nelson del Valle, news director; Luis A. Rios, farm director; Natty Lopez, women's director.

WORA-FM: 97.5 mc; 400 w. Same address, licensee and staff as WORA (above).

WORA-TV: Tv companion of WORA-AM-FM.

WPRB (1937): 990 kc; 10 kw, DA-1. P. O. Box 869. WPRB Inc.

Andres Camara, pres; Ederlinda Camara de Ramos, gen mgr.

WTIL (Nov. 1950): 1300 kc; 1 kw. P. O. Box 1346. Phone 1290. Mayaguez Radio Corp. (original owner).

Rep Continental.

William G. Mamary, pres; Gilbert Mamary, gen mgr & coml mgr; Rafael Colon Diaz, program director; Aristides Zapata Jr., chief engineer.

PONCE

WEUC: 1420 kc; 1 kw. Catholic U. of Puerto Rico Service Assn.

WISO (Sept. 15, 1953): 1260 kc; 1 kw. Roosevelt Ave. & Torres St. Phone 2-1257. South Puerto Rico Broadcasting Corp. (original owner).

Andres Grillasca Salas, pres; Luis E. Freyre, gen mgr, coml mgr, chief engineer & news director; Angel L. Ramos, program director; Manuel Piralto, promotion mgr.

WLEO (Nov. 3, 1956): 1170 kc; 250 w. Torres and Villa Sts. Phone 2-0136. Ponce Broadcasting Corp.

Charles Cordero, pros & gen mgr; Felix Irizarry, program director; J. H. Conesa, chief engineer.

WPAB (1939): 550 kc; 5 kw-D, 1 kw-N. P. O. Box 786. Phone 2-3260. Portorican American Broadcasting Co. (original owner).

Rep Intercontinental.

A. Gimenez-Aguayo, pres & gen mgr; Sergio Negron, program director; Alfonso Santos, chief engineer; Juan B. Roman, news director.

WPRP (1947): 910 kc; 5 kw. DA-N. P. O. Box 430. Phone 2-0166. Voice Of Porto Rico Inc. (original owner).

Rep Inter-American.

Alfredo Ramirez de Arellano, pres & gen mgr; Antonio Miro, coml mgr & promotion mgr; Vicente Lianza, program director; Pedro M. Conesa, chief engineer; Carlos Morales, news director.

RIO PIEDRAS

WFID (FM) (not on air; target date not announced): 95.9 mc. Fidelity Broadcasting Corp.

WRIO (October 1949): 1320 kc; 5 kw-D, 1 kw-N. P. O. Box 335. Phone 6-2450. Master Broadcasting Corp. (original owner).

Isidro Quinones Vidal, owner, pres & gen mgr; Julio Morales Ortiz, yp & chief engineer; Diego Acevedo, program director; Osvaldo Torres Velazquez, news director.

WWWV (1949): 1520 kc; 250 w. P. O. Box 935. Frank A. Gandia.

Frank A. Gandia, owner & gen mgr.

SAN JUAN

WAPA (1947): 680 kc; 10 kw. P. O. Box 4563. Phone 3-3000. Jose Ramon Quinones (original owner).

Network ABC; MBS. Rep Caribbean networks.

Jose Ramon Quinones, pres; Segismundo Quinones, gen mgr & coml mgr; Francisco Aranzamendi Jr., program director; Segismundo Quinones Jr., promotion mgr; Jose A. Arzuaga, chief engineer; Manuel Negron Noguera, news director.

WHOA (Nov. 1, 1954): 1400 kc; 250 w. P. O. Box 168. Phone 6-3182. Continental Broadcasting Corp. (original owner).

Network Keystone. Rep Pan-American.

William R. Anthony, pres, gen mgr & chief engineer; Richard Ledesma, coml mgr.

***WIPR** (1949): 940 kc; 10 kw, DA-1. P. O. Box 4893. Phone 6-6095. Dept. of Education of Puerto Rico (original owner).

WIPR-TV: Tv companion of WIPR (above).

*Noncommercial educational.

WITA (1947): 1140 kc; 500 w. Comercio 450. Phone 3-3594. Electronic Enterprises Inc. (original owner) (See "Newspaper Ownership").

Rep International Newspapers.

Antonio Ayuso Valdivieso, pres; Jose Luis Nunez, gen mgr & coml mgr; Pedro A. Vazquez, program director & news director; Luis Prado Martorell, chief engineer.

Radio Stations CONTINUED

PUERTO RICO CONTINUED

SAN JUAN (Continued)

WKAQ (Dec. 3, 1922): 580 kc; 5 kw. 664 Ponca de Leon. Phone 2-2023. El Mundo Broadcasting Corp. (acquired station Oct. 31, 1949) (See "Newspaper Ownership").
 Network CBS. Rep Inter-American Pub. Angel Ramos, pres; V. Lamas Jr., gen mgr; Esther Pales de Rodriguez, program director; Jose A. Fernandez, chief engineer; Juan Ortiz Jimenez, news director.

WKAQ-FM (1958): 104.7 mc; 350 w. Same address, licensee and staff as WKAQ (above).
WKAQ-TV: Tv companion of WKAQ-AM-FM.

WKVM (1961): 810 kc; 25 kw, DA-1. P. O. Box 4189. Phone 3-0840. American Colonial Broadcasting Corp. (See American Colonial Broadcasting stations in "Group Ownership").
 Rep Pan-American.
 Ralph Perez Ferry, pres & gen mgr.

SANTRUCE

WIAC (1947): 740 kc; 10 kw, DA-1. Radio Station. WIBS Inc.

VIEQUES

WIVV (Dec. 8, 1956): 1370 kc; 1 kw. Phone 2517. Calvary Baptist Mission of Puerto Rico (original owner).
 Donald D. Luttrell, pres, gen mgr, coml mgr & promotion mgr; Ruth Luttrell, program director; Gordon Baldwin, chief engineer.

VIRGIN ISLANDS

CHARLOTTE AMALIE, St. Thomas County

WSTA (1950): 1340 kc; 250 w. P. O. Box 338. Phone 489. William N. Greer.
 Rep Intercontinental.
 William N. Greer, owner, chief engineer.

CHRISTIANSTED, St. Croix County

WDTV (not on air, target date not announced): 1190 kc; 500 w. Box 46, Kings Hill P. O. Phone 156. Virgin Islands Broadcasting System.
 Mary Louise Vickers, owner; Edward M. Vickers, gen mgr.

WIUS-FM (not on air, target date not announced): 100.1 mc; 780 w. Same address, licensee and staff as WDTV (above).

WIVI (1952): 1040 kc; 250 w. P. O. Box 931, St. Croix. Radio American West Indies Inc.
 Rep Pan-American Broadcasting Co.
 Hazel M. Higdon, pres & gen mgr.

International Radio Stations Operating in the U. S.

Note: These stations, located in the U.S. but beaming overseas, operate in the 6-25 mc band with powers up to 200 kw.

Crosley Broadcasting Corp.—**KQ2XAU** Cincinnati, Ohio (special experimental station).

KGEI Inc.—**KGEI** Belmont, Calif. (ep granted 7/24/58).

World Wide Broadcasting System Inc.—**WRUL**, five installations at Scituate, Mass.

Other privately-operated international stations owned by or leased to the Voice of America are as follows (operating firms in parentheses): ***WLWO** Bethany, Ohio (Crosley), 6 transmitters; **WBOU** Bound Brook, N. J. (NBC), 6 transmitters; **WDSL**, 3 transmitters in Brentwood, N. Y.; 2 in Wayne, N. J. (both CBS); **WGEO** Schenectady, N. Y. (G.E.), 3 transmitters; ***KCBH** Delano, Calif. (CBS), 5 transmitters; ***KNBH** Dixon, Calif. (NBC), 5 transmitters.

*Stations which are owned 100% by U.S.

U. S. Am Radio Stations Grouped by Frequencies

Key to symbols:

*Construction permit granted for increase in power.
 †Construction permit granted for new station.
 ‡Special authorization for power or frequency.
 CP—Construction permit for frequency.
 L—Limited time; operates night hours only when dominant station is not operating.
 DA—Directional antenna.
 D—Daytime operation.
 LS—Local sunset.
 N—Night.
 U—Unlimited time.
 SH—Specified hours.
Note: Class of station is shown in parentheses. For explanations of various station classes see FCC Rules, page B-12.

Call Letters	City	Power in Watts
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540 KC (Canadian) I-A

KVIP Redding, Calif. (II)	D-1,000
KFMB San Diego, Calif. (II)	DA-N-5,000
WGTO Cypress Gardens, Fla. (II)	DA-D-10,000
	*DA-D-50,000
KBRV Soda Springs, Ida. (II)	D-500
KMMT Ft. Dodge, Ia. (II)	DA-D-1000
WDVM Pocomoke City, Md. (II)	D-500
	*DA-D-1,000
†.....Islip, N. Y. (II)	D-250
†VETC Wendell-Zebulon, N. C. (II)	D-250
WCNG Canonsburg, Pa. (II)	DA-D-250
†WYNN Florence, S. C. (II)	D-250
WDXN Clarksville, Tenn. (II)	D-250
WRIC Richland, Va. (II)	D-1,000

550 KC. REGIONAL

KOY Phoenix, Ariz. (III-A)	LS-5,000
	N-1,000
KAFY Bakersfield, Calif. (III)	DA-1,000
KRAI Craig, Colo. (III)	LS-1,000
	DA-N-500
WGGA Gainesville, Ga. (III)	LS-5,000
	DA-N-500
WCBI Columbus, Miss (II)	LS-1,000
	DA-U-N-500
KFRM Kansas City, Mo. (III)	DA-D-5,000
KSD St. Louis, Mo. (III-A)	DA-N-5,000
KOPR Butte, Mont. (III-B)	DA-N-1,000
WGR Buffalo, N. Y. (III-A)	DA-N-5,000
WDBM Statesville, N. C. (III)	D-500
KFYR Bismarck, N. D. (III-A)	DA-N-5,000
WKRC Cincinnati, Ohio (III-B)	LS-5,000
	DA-U-N-1,000
KOAC Corvallis, Ore. (III-A)	DA-5,000
WHLM Bloomsburg, Pa. (III)	DA-500
WPAW Pawtucket, R. I. (III)	D-1,000
KCRS Midland, Tex. (III-B)	LS-5,000
	DA-U-N-1,000
KTSA San Antonio, Tex. (III-A)	DA-N-5,000
WDEV Waterbury, Vt. (III-B)	DA-1,000
	*LS-5,000
	DA-U-N-1,000
WSVA Harrisonburg, Va. (III)	LS-5,000
	DA-N-1,000
WOSA Wausau, Wis.	DA-5,000
KENI Anchorage Alaska (III-A)	5,000
KMVI Wailuku, T. H. (III-A)	1,000
WPAE Ponce, P. R. (III)	LS-5,000
	N-1,000

560 KC REGIONAL

WOOF Dothan, Ala. (III)	D-5,000
KYUM Yuma, Ariz. (III-B)	DA-N-1,000
KSFO San Francisco, Calif. (III-A)	LS-5,000
	N-1,000
KLZ Denver, Colo. (III-A)	DA-5,000
WQAM Miami, Fla. (III-A)	LS-5,000
	N-1,000
WIND Chicago, Ill. (III-A)	DA-5,000
WMK Middletown, Ky. (III)	D-500
WGAN Portland, Me. (III-A)	DA-5,000
WHYN Springfield, Mass. (III-B)	DA-1,000
WMC Monroe, Mich. (III)	DA-D-500
WEBC Duluth, Minn. (III)	DA-5,000
KWTO Springfield, Mo. (III-B)	DA-N-5,000
KMON Great Falls, Mont. (III-A)	DA-N-5,000
WGAI Elizabeth City, N. C. (III-A)	LS-1,000
	DA-U-N-500
WFIL Philadelphia, Pa. (III-A)	DA-5,000
WIS Columbia, S. C. (III-A)	DA-N-5,000
WHBQ Memphis, Tenn. (III-B)	LS-5,000
	DA-U-N-1,000
KPDM Beaumont, Tex. (III-A)	DA-N-5,000
KPQ Wenatchee, Wash. (III-A)	DA-N-5,000
WJLS Beckley, W. Va. (III-B)	LS-5,000
	DA-N-500

570 KC. REGIONAL

WCAS Gadsden, Ala. (III)	D-5,000
KCNO Alturas, Cal. (III)	D-1,000
KLAC Los Angeles, Cal. (III-A)	LS-5,000
	N-1,000
WACL Waycross, Ga.	LS-5,000
	DA-N-1,000
WKYB Paducah, Ky.	LS-1,000
	DA-U-N-500
WGMS Bethesda, Md. (III)	LS-5,000
	DA-U-N-1,000
WVMI Biloxi, Miss. (III)	D-1,000
KGRF Las Cruces N. M. (III)	D-1,000
WMCA New York, N. Y. (III-A)	DA-5,000

Call Letters	City	Power in Watts
WSYR Syracuse, N. Y. (III-A)		DA-5,000
WWNC Asheville, N. C. (III-A)		DA-N-5,000
WMSN Raleigh, N. C. (III)		D-500
WKRN Youngstown, Ohio (III-A)		DA-N-5,000
WNAX Yankton, S. D. (III-A)		DA-N-5,000
WFAA Dallas, Tex. (III-A)		DA-5,000
	(See 820 kc)	
WBAP Ft. Worth, Tex. (III-A)		DA-5,000
	(See 820 kc)	
KLUB Salt Lake City, Utah (III-A)		DA-5,000
KVI Seattle, Wash. (III-A)		5,000
WMAM Marinette, Wis. (IV)		LS-250
		N-100

580 KC REGIONAL

WTUS Tuskegee, Ala. (III)	D-500	
KCNA Tucson, Ariz. (III)	LS-5,000	
	DA-N-500	
KMJ Fresno, Cal. (III-A)	5,000	
KURC Montrose, Colo. (III)	LS-5,000	
	DA-N-1,000	
WDBO Orlando, Fla. (III-A)	DA-N-5,000	
WGAC Augusta, Ga. (III-B)	LS-5,000	
	DA-N-1,000	
KFXD Nampa, Ida (III-B)	DA-N-5,000	
WILL Urbana, Ill. (III)	DA-D-5,000	
KSAC Manhattan, Kan. (III-B)	LS-5,000	
	N-500	
WIBW Topeka, Kan. (III-A)	DA-N-5,000	
KALB Alexandria, La. (III-B)	LS-5,000	
	DA-N-1,000	
WTAG Worcester, Mass. (III-A)	DA-5,000	
WELO Tupelo, Miss (III)	LS-1,000	
	DA-U-N-500	
	(CP from 1490 kc)	
WHP Harrisburg, Pa. (III-A)	DA-N-5,000	
KOBH Hot Springs, S. D. (III)	D-1,000	
WRKH Rockwood, Tenn. (III)	D-500	
KDAV Lubbock, Tex. (III)	DA-D-500	
†WLCH Laurenceville, Va. (III)	D-500	
WCHS Charleston, W. Va. (III-A)	DA-N-5,000	
WKTY La Crosse, Wis. (III-B)	DA-1,000	
	*LS-5,000	
	*DA-U-N-1,000	
KABI Ketchikan, Alaska (III)	LS-1,000	
	N-500	
WKAQ San Juan, P. R. (III-A)	5,000	

590 KC. REGIONAL

WRAG Carrollton, Ala.	D-1,000
KBHS Hot Springs, Ark. (III)	D-5,000
KFXM San Bernardino, Cal. (III-B)	DA-1,000
KCSJ Pueblo, Colo. (III-B)	DA-1,000
WDLP Panama City, Fla. (III-B)	DA-N-1,000
WAGA Atlanta, Ga. (III-A)	DA-N-5,000
KID Idaho Falls, Ida. (III)	LS-5,000
	DA-N-1,000
WVLK Lexington, Ky. (III-B)	DA-1,000
WEEI Boston, Mass. (III-A)	DA-5,000
WKZO Kalamazoo, Mich. (III-A)	DA-N-5,000
WOW Omaha, Neb. (III-A)	5,000
WROW Albany, N. Y. (III-B)	LS-5,000
	DA-U-N-1,000
WGTM Wilson, N. C. (III-A)	DA-5,000
KUGN Eugene, Ore. (III)	LS-5,000
	DA-N-1,000
WARM Scranton, Pa. (III)	DA-5,000
WMBS Uniontown, Pa. (III-B)	DA-N-1,000
KTBC Austin, Tex. (III-B)	LS-5,000
	DA-N-1,000
KSUB Cedar City, Utah (III-B)	DA-N-1,000
WLVA Lynchburg, Va. (III-B)	DA-1,000
KHQ Spokane, Wash. (III-A)	5,000
KGMB Honolulu, T. H. (III-A)	5,000

600 KC. REGIONAL

WIRB Enterprise, Ala. (III)	D-1,000
KCLS Flagstaff, Ariz. (III)	LS-5,000
	DA-N-500
KVCV Redding, Cal. (III-B)	DA-1,000
KFSD San Diego, Cal. (III-B)	DA-5,000
WICC Bridgeport, Conn. (III-B)	LS-1,000
	DA-U-N-500
WPDQ Jacksonville, Fla. (III-A)	DA-N-5,000
WMT Cedar Rapids, Iowa (III-A)	DA-N-5,000
WYLD New Orleans, La. (III)	D-1,000
WFSr Caribou, Me. (III)	D-5,000
WCAO Baltimore, Md. (III-A)	DA-5,000
†WLST Escanaba, Mich. (III)	DA-D-1,000
WTAC Flint, Mich. (III-B)	LS-1,000
	DA-U-N-500
KGEZ Kalispell, Mont. (III)	DA-1,000
†.....Murphy, N. C. (III)	D-1,000
WSJS Winston-Salem, N. C. (III-A)	DA-5,000
KSJB Jamestown, N. D. (III-A)	DA-5,000
WFRM Connersport, Pa. (III)	D-1,000
WREC Memphis, Tenn. (III-A)	DA-5,000
KROD El Paso, Tex. (III-A)	DA-N-5,000
KERB Kermit, Tex.	DA-D-1,000
KTBB Tyler, Tex. (III)	DA-N-1,000
WAEL Mayaguez, P. R. (III)	DA-1,000

610 KC. REGIONAL

WSGN Birmingham, Ala. (III-B)	LS-5,000
	DA-N-1,000
KAVL Lancaster, Col. (III)	LS-1,000
	DA-U-N-500
KFRC San Francisco, Cal. (III-A)	5,000
WCKR Miami, Fla. (III-A)	DA-5,000
WCEH Hawkinsville, Ga. (III)	D-500
WRUS Russellville Ky. (III)	D-500
KDAL Duluth, Minn. (III-A)	DA-N-5,000
WDAF Kansas City, Mo. (III-A)	5,000
KOJM Havre, Mont. (III)	DA-1,000
WGIR Manchester, N. H. (III-B)	LS-5,000
	DA-U-N-1,000
KGGM Albuquerque, N. M. (III-A)	DA-N-5,000

Am Frequencies CONTINUED

Call Letters	City	Power in Watts	Call Letters	City	Power in Watts
WAYS Charlotte, N. C. (III-B)		LS-5,000	WHEB Portsmouth, N. H. (II)		LS-1,000
WTVN Columbus, O. (III-A)		DA-U-N-1,000			N-L-1,000
WIP Philadelphia, Pa. (III-A)		DA-N-5,000	KSEO Durant, Okla. (II)		D-250
KILT Houston, Tex. (III-A)		DA-5,000	KXL Portland, Ore. (II)		LS-10,000
KVNU Logan, Utah (III-B)		DA-N-1,000			DA-L-N-L-10,000
WLSL Roanoke, Va. (III-B)		LS-5,000	WPDX Clarksburg, W. Va. (II)		D-1,000
KEPR Kennewick, Wash. (III)		DA-U-N-1,000			
KUAM Agana, Guam. (III)		1,000			
620 KC. REGIONAL					
KTAR Phoenix, Ariz. (III-A)		DA-N-5,000	760 KC. CLEAR		
KNGS Hanford, Calif. (III-B)		DA-N-1,000	WJR Detroit, Mich. (I-A)		50,000
KWSD Mt. Shasta, Calif. (III)		D-1,000	WCPS Tarboro, N. C. (II)		D-1,000
			KGU Honolulu, T. H. (II)		10,000
KSTR Grand Junction, Colo. (III)		D-5,000			
WSUN St. Petersburg, Fla. (III-A)		DA-N-5,000	770 KC. CLEAR		
WTRP La Grange, Ga. (III)		D-1,000	KUOM Minneapolis, Minn. (II)		D-5,000
KWAL Wallace, Idaho (III-B)		DA-N-1,000	WCAL Northfield, Minn. (II)		D-5,000
KMNS Sioux City, Ia. (III-B)		DA-1,000	WEW St. Louis, Mo. (II)		D-1,000
WTMT Louisville, Ky. (III)		DA-D-500	KCOB Albuquerque, N. M. (II)		LS-50,000
WLBZ Bangor, Me. (III-A)		DA-N-6,000			(Also see 1030 kc)
WJDX Jackson, Miss. (III-B)		LS-5,000	WABC New York, N. Y. (I-A)		N-25,000
			KXA Seattle, Wash. (II)		50,000
WFNJ Newark, N. J. (III-A)		DA-N-1,000	KXA Seattle, Wash. (II)		LS-1,000
WHEN Syracuse, N. Y. (III-B)		LS-5,000			N-L-1,000
WDNC Durham, N. C. (III-B)		DA-U-N-1,000	780 KC. CLEAR		
KGW Portland, Ore. (III-A)		DA-5,000	WBBM Chicago, Ill. (I-A)		50,000
WHJB Greensburg, Pa. (III-B)		DA-U-N-500	WJAG Norfolk, Neb. (II)		LS-1,000
WCAV Cayce, S. C. (III)		D-500			N-L-1,000
WATE Knoxville, Tenn. (III-A)		DA-5,000	WCKB Dunn, N. C. (II)		D-1,000
KWFT Wichita Falls, Tex. (III-A)		DA-N-5,000	WBO Forest City, N. C. (II)		D-1,000
WCAX Burlington, Vt. (III-A)		DA-5,000	KSPI Stillwater, Okla. (II)		D-250
WVNR Beckley, W. Va. (III)		DA-N-500	WARL Arlington, Va. (II)		D-1,000
WTMJ Milwaukee, Wis. (III-A)		DA-N-5,000			
630 KC. REGIONAL					
WAVU Albertville, Ala. (III)		D-1,000	790 KC. REGIONAL		
WJDB Thomasville, Ala. (III)		D-1,000	WRBS Tuscaloosa, Ala. (III)		D-500
KVMA Magnolia, Ark. (III)		D-1,000	KCEE Tucson, Ariz. (III)		DA-D-1,000
KIDD Monterey, Cal. (III)		DA-1,000	KOSY Texarkana, Ark. (III)		LS-1,000
EHOW Denver, Colo. (III-A)		DA-N-5,000			DA-N-500
WMAL Washington, D. C. (III-A)		DA-5,000	KDAN Eureka, Colo. (III)		D-5,000
WSAV Savannah, Ga. (III-A)		DA-N-5,000	KABC Los Angeles, Cal. (III-A)		DA-N-5,000
KPDS Boise, Idaho (III)		DA-5,000	WLBD Leesburg, Fla. (III-B)		DA-1,000
WLAP Lexington, Ky. (III)		LS-5,000	WPFA Pensacola, Fla. (III)		D-1,000
			WQXI Atlanta, Ga. (III)		LS-5,000
KTIB Thibodaux, La. (III)		D-500			DA-N-1,000
WJMS Ironwood, Mich. (III-B)		DA-N-1,000	WGRA Cairo, Ga. (III)		D-1,000
WJSK St. Paul, Minn. (III)		DA-D-1,000	KXXX Colby, Kan. (III)		D-5,000
			WAKY Louisville, Ky. (III-B)		LS-5,000
KNOK St. Louis, Mo. (III-A)		DA-5,000			DA-U-N-1,000
KOH Reno, Nev. (III-A)		DA-N-1,000	WRUM Rumford, Me. (III)		D-1,000
			WSGW Saginaw, Mich. (III-B)		DA-1,000
KLEA Lovington, N. M. (III)		D-500	KGHL Billings, Mont. (III-A)		DA-N-5,000
WIRC Hickory, N. C. (III)		D-1,000	WVNY Watertown, N. Y. (III-B)		DA-N-1,000
WMFD Wilmington, N. C. (III-B)		DA-1,000	WLSV Wellsville, N. Y. (III)		D-500
KWRO Coquille, Ore. (III)		D-1,000	WTNC Thomasville, N. C. (III)		D-1,000
WEIL Scranton, Pa.		D-500	WKLM Wilmington, N. C. (III)		D-500
WPRO Providence, R. I. (III-A)		DA-N-5,000			(CP for 980 kc)
KGFX Pierre, S. D. (IV)		D-200	KFGO Fargo, N. D. (III-A)		DA-N-5,000
KMAC San Antonio, Tex. (III-A)		DA-5,000	KWIL Albany, Ore. (III)		DA-1,000
KGDN Edmonds, Wash. (III)		D-1,000	VAEB Allentown, Pa. (III-B)		LS-500
KZUN Opportunity, Wash. (III)		D-500			DA-U-N-1,000
KJNO Juneau, Alaska (III)		LS-1,000	WPIC Sharon, Pa. (III)		D-1,000
			WEAN Providence, R. I. (III-A)		DA-5,000
KFOA Honolulu, T. H. (III-A)		6,000	WWBD Bamberg, S. C. (III)		D-1,000
			WETE Johnson City, Tenn. (III)		D-1,000
			WMC Memphis, Tenn. (III-A)		DA-N-5,000
			KTHT Houston, Tex. (III-A)		DA-5,000
			KPYO Lubbock, Tex. (III)		LS-5,000
					DA-U-N-1,000
			WSIG Mt Jackson, Va. (III)		D-1,000
					*DA-D-5,000
			WTAR Norfolk, Va. (III-A)		DA-N-5,000
			KVOS Bellingham, Wash. (III-B)		DA-N-1,000
			KNEW Spokane, Wash. (III)		DA-N-5,000
			WEAU Eau Claire, Wis. (III-A)		DA-N-5,000
			800 KC. (Mexican) CLEAR		
			WIOS Decatur, Ala. (II)		D-1,000
			WMGY Montgomery, Ala. (II)		D-1,000
			KAGH Crossett, Ark. (II)		D-250
			KVOM Morrilton, Ark. (III)		D-250
			KIKK Bakersfield, Calif. (II)		D-250
			KDAD Weed, Calif. (II)		D-1,000
			KHIL Brighton, Colo. (II)		D-500
			WLAD Danbury, Conn. (II)		D-250
			WMBM Miami Beach, Fla. (II)		D-1,000
			VSUZ Palatka, Fla. (II)		D-1,000
			WJAT Swainsboro, Ga. (II)		D-1,000
			KXIC Iowa City, Ia. (II)		DA-D-1,000
			WBOK New Orleans, La. (II)		DA-D-1,000
			WCCM Lawrence, Mass. (II)		D-1,000
			KREI Farmington, Mo.		D-1,000
			KDBM Dillon, Mont. (II)		D-1,000
			WKDN Camden, N. J. (II)		D-1,000
			KTOW Oklahoma City, Okla. (II)		D-250
			KPDQ Portland, Ore. (II)		D-1,000
			WCHA Chambersburg, Pa. (II)		D-1,000
			WDSC Dillon, S. C. (II)		D-1,000
			WEAB Greer, S. C. (II)		D-250
			WDEH Sweetwater, Tenn. (II)		D-1,000
			KDDD Dumas, Tex. (II)		D-250
			KBUH Brigham City, Utah (II)		D-250
			WVSV Crewe, Va. (II)		D-1,000
			WHTN Huntington, W. Va. (II)		D-1,000
			WDUX Waupaca, Wis. (II)		D-1,000
			KINY Juneau, Alaska (II)		5,000
			810 KC. CLEAR		
			KGO San Francisco, Cal. (I-B)		DA-50,000
			WIFA Annapolis, Md. (II)		D-250
			KCMO Kansas City, Mo. (II)		LS-50,000
					DA-N-10,000
			WGY Schenectady, N. Y. (I-B)		50,000
			WKBC N. Wilkesboro, N. C. (II)		D-1,000
			WCEC Rocky Mount, N. C. (II)		D-1,000
			WEDO McKeesport, Pa. (II)		D-1,000
			WKVM San Juan, P. R.		DA-25,000

Am Frequencies CONTINUED

Call Letters	City	Power in Watts		
WOAP	Owosso, Mich. (II)	D-250		
WINE	Kenmore, N. Y. (II)	D-1,000		
WEWO	Laurinburg, N. C. (II)	D-1,000		
KWJJ	Portland, Ore. (II)	DA-10,000		
WEPP	Pittsburgh, Pa. (II)	D-1,000		
KRLD	Dallas, Tex. (I-B)	DA-N-50,000		
1090 KC. (U. S. & Mexican) CLEAR				
KTBS	Little Rock, Ark. (I-B)	DA-N-50,000		
WCRA	Effingham, Ill. (II)	D-250		
KNWS	Waterloo, Iowa (II)	D-1,000		
WBAL	Baltimore, Md. (I-B)	DA-N-50,000		
WILD	Boston, Mass. (II)	D-1,000		
WMUS	Muskegon, Mich. (II)	D-1,000		
KING	Seattle, Wash. (II)	DA-50,000		
1100 KC. CLEAR				
KJBS	San Francisco, Cal. (II)	LS-1,000		
		N-L-1,000		
WLBB	Carrollton, Ga. (II)	D-250		
WILI	Hempstead, I. I. (II)	DA-D-10,000		
KYW	Cleveland, Ohio (I-A)	DA-50,000		
WGPA	Bethlehem, Pa. (II)	D-250		
1110 KC. CLEAR				
KXLA	Pasadena, Cal. (II)	DA-10,000		
WALT	Tampa, Fla. (II)	DA-N-10,000		
WMBI	Chicago, Ill. (II)	LS-5,000		
		N-L-5,000		
KEAB	Omaha, Neb. (I-D)	DA-N-50,000		
WBT	Charlotte, N. C. (I-B)	DA-N-50,000		
KFND	Bend, Ore.	LS-5,000		
		DA-U-N-1,000		
WNAR	Norristown, Pa. (II)	D-500		
WHIM	Providence, R. I.	D-1,000		
KIPA	Hilo, T. H. (II)	1,000		
WVJP	Caguas, P. R. (II)	250		
1120 KC. CLEAR				
VVUST	Bethesda, Md. (II)	D-250		
KMOX	St. Louis, Mo. (I-A)	50,000		
VVWL	Buffalo, N. Y. (II)	D-1,000		
KCLF	Cleburne, Tex. (II)	D-250		
1130 KC. (U. S. & Canadian) CLEAR				
KSDO	San Diego, Cal. (II)	LS-5,000		
		DA-U-N-1,000		
KWKH	Shreveport, La. (I-B)	DA-N-50,000		
WCAR	Detroit, Mich. (II)	LS-50,000		
		DA-U-N-10,000		
WDGY	Minneapolis, Minn. (II)	LS-50,000		
		DA-U-N-25,000		
WNEW	New York, N. Y. (I-B)	DA-N-50,000		
1140 KC. (U. S. & Mexican) CLEAR				
KRAK	Stockton, Cal. (II)	DA-N-5,000		
		*DA-50,000		
WMIE	Miami, Fla. (II)	LS-10,000		
		DA-U-N-5,000		
KGEM	Boise, Idaho (II)	DA-10,000		
WSIV	Pekin, Ill. (II)	D-1,000		
KLPR	Oklahoma City, Okla. (II)	D-1,000		
KSOO	Sioux Falls, S. D. (II)	LS-10,000		
		DA-N-5,000		
KORC	Mineral Wells, Tex. (II)	D-250		
WRVA	Richmond, Va. (I-B)	DA-50,000		
WITA	San Juan, P. R. (II)	500		
1150 KC. REGIONAL				
WRCA	Bay Minette, Ala. (III)	D-1,000		
WGEA	Geneva, Ala. (III)	D-1,000		
WJRD	Tuscaloosa, Ala. (III-B)	LS-5,000		
		DA-N-1,000		
KCKY	Coolidge, Ariz. (III-B)	DA-N-1,000		
KXLR	N. Little Rock, Ark. (III)	LS-5,000		
		DA-N-1,000		
KFSG	Los Angeles, Cal. (III-A)	LS-2,500		
		N-1,000		
KRKD	Los Angeles, Cal. (III-A)	LS-5,000		
		N-1,000		
†.....	Santa Rosa, Cal. (III)	LS-5,000		
		DA-U-N-500		
KGMC	Englewood, Colo. (III)	D-1,000		
WCNX	Middletown, Conn. (III)	D-500		
WDEL	Wilmington, Del. (III-A)	DA-5,000		
WNDB	Daytona Beach, Fla. (III)	DA-N-1,000		
WTMP	Tampa, Fla. (II)	D-1,000		
		*DA-D-5,000		
WFPM	Ft. Valley, Ga. (III)	D-1,000		
WJEM	Valdosta, Ga. (III)	D-1,000		
WGGH	Marion, Ill. (III)	DA-D-5,000		
KWDM	Des Moines, Ia. (III-B)	DA-1,000		
KSAL	Salina, Kan. (III-A)	DA-N-5,000		
WMST	Mt. Sterling, Ky. (III)	D-500		
WLOC	Murfreesboro, Ky. (III)	D-1,000		
WJBO	Baton Rouge, La. (III-A)	DA-5,000		
WGHM	Skowhegan, Me. (II)	D-1,000		
WCOP	Boston, Mass. (III-A)	DA-5,000		
WCEN	Mount Pleasant, Mich. (III)	LS-1,000		
		DA-N-500		
KASM	Albany, Minn. (III)	D-500		
KRMS	Osage Beach, Mo. (III)	D-1,000		
KIYI	Shelby, Mont. (III)	LS-1,000		
		DA-N-500		
KDEF	Albuquerque, N. M. (III)	D-1,000		
WRUN	Utica, N. Y. (III-B)	LS-5,000		
		DA-U-N-1,000		
WFNS	Burlington, N. C. (III-B)	D-1,000		
WGBR	Goldsboro, N. C. (III)	LS-5,000		
		DA-U-N-1,000		
WCUE	Akron, Ohio (III-B)	DA-D-1,000		
WIMA	Lima, Ohio (III-B)	DA-N-1,000		
KNED	McAlester, Okla. (III)	LS-1,000		
		DA-N-500		
KFJI	Klamath Falls, Ore. (III-B)	LS-5,000		
WHUN	Huntingdon Pa. (III)	DA-N-1,000		
		D-1,000		
WKPA	New Kensington Pa. (IV)	DA-D-1,000		
WDIX	Orangeburg, S. C. (III)	LS-5,000		
		DA-U-N-500		
WTYC	Rock Hill, S. C. (III)	D-1,000		
WSNW	Seneca, S. C. (III)	D-1,000		
WPO	Chattanooga Tenn. (III-B)	LS-5,000		
		DA-N-1,000		
WCRK	Morristown, Tenn. (III)	LS-1,000		
		DA-N-500		
WTAW	College Station, Tex. (III)	D-1,000		
KCCT	Corpus Christi, Tex. (III)	DA-D-1,000		
KOYE	El Paso, Tex. (III)	D-1,000		
KJBC	Midland, Tex. (III)	D-1,000		
KOLJ	Quanah, Tex. (III)	D-500		
KOFE	Pullman, Wash. (III)	D-1,000		
KAYO	Seattle, Wash. (III-A)	LS-5,000		
		N-1,000		
KKEY	Vancouver, Wash. (III)	D-1,000		
WELC	Welch, W. Va. (III)	D-1,000		
WCHF	Chippewa Falls, Wis. (III)	D-5,000		
WISN	Milwaukee, Wis. (III-A)	DA-5,000		
WORA	Mayaguez, P. R. (III-B)	1,000		
1160 KC. CLEAR				
WJJD	Chicago, Ill. (II)	LS-50,000		
		DA-L-N-L-50,000		
KSL	Salt Lake City, Utah (I-A)	50,000		
1170 KC. CLEAR				
WCOV	Montgomery, Ala. (II)	LS-10,000		
		DA-U-N-1,000		
KCBQ	San Diego, Cal. (II)	LS-5,000		
		DA-N-1,000		
		*LS-50,000		
		*DA-U-N-5,000		
KLOK	San Jose, Cal. (II)	LS-5,000		
		DA-N-1,000		
		*LS-10,000		
		*DA-U-N-1,000		
WLBH	Maitoon, Ill. (II)	D-250		
KSTT	Davenport, Iowa (II)	DA-1,000		
KVOO	Tulsa, Okla. (I-B)	DA-N-50,000		
KPUG	Bellingham Wash. (II)	DA-1,000		
WVVA	Wheeling, W. Va. (I-B)	DA-N-50,000		
WLEO	Ponce P. R. (II)	250		
1180 KC. CLEAR				
WLDS	Jacksonville, Ill. (II)	D-1,000		
WHAM	Rochester N. Y. (I-A)	50,000		
1190 KC. (U. S. & Mexican) CLEAR				
KGYW	Vallejo, Cal. (II)	D-250		
WOWO	Ft. Wayne, Ind. (I-B)	DA-N-50,000		
WANN	Annapolis, Md. (II)	D-1,000		
WKOX	Framingham, Mass. (II)	D-1,000		
WLTB	New York, N. Y. (II)	LS-1,000		
		N-L-1,000		
KEX	Portland, Ore. (I-B)	DA-50,000		
KLIF	Dallas Tex. (II)	LS-5,000		
		DA-N-1,000		
		*LS-50,000		
		*DA-U-N-1,000		
†WDTV	St. Croix, V. I. (II)	500		
1200 KC. CLEAR				
WOAI	San Antonio, Tex. (I-A)	50,000		
1210 KC. CLEAR				
WCNT	Centralia, Ill. (II)	D-1,000		
WKNX	Saginaw, Mich. (II)	D-1,000		
WADE	Wadesboro, N. C. (II)	D-1,000		
WAVI	Dayton, Ohio (II)	D-250		
WCAU	Philadelphia, Pa. (I-A)	50,000		
1220 KC. (Mexican) CLEAR				
WEDR	Birmingham, Ala. (II)	D-1,000		
KVSA	McGehee, Ark. (II)	D-1,000		
KIBE	Palo Alto, Calif. (II)	D-1,000		
KFSC	Denver, Colo. (II)	D-1,000		
WPEG	Arlington, Fla. (II)	D-250		
WRWB	Kissimmee, Fla. (II)	D-250		
WFEC	Miami, Fla. (II)	D-250		
WCLB	Camilla, Ga. (II)	D-1,000		
WSFT	Thomaston, Ga. (II)	D-250		
KWET	Weiser, Ida. (II)	D-1,000		
WLPO	La Salle, Ill. (II)	DA-D-1,000		
WKRS	Waukegan, Ill. (II)	DA-D-1,000		
WSLM	Salem, Ind.	D-1,000		
KJAN	Atlantic, Iowa (II)	D-250		
KOFO	Ottawa, Kans. (II)	D-250		
WFKN	Franklin, Ky. (II)	D-250		
KBCL	Bossier City, La. (II)	D-250		
WSME	Sanford, Me. (II)	D-1,000		
WAHL	Hastings, Mich. (II)	DA-D-250		
WAVN	Stillwater, Minn. (II)	D-1,000		
WMDC	Hazlehurst, Miss. (II)	D-250		
KBHM	Branson, Mo. (II)	D-1,000		
KGMO	Cape Girardeau, Mo. (II)	D-250		
KI,FW	Union, Mo. (II)	D-250		
WGNU	Newburgh, N. Y. (II)	D-1,000		
WKMT	Kings Mt., N. C. (II)	D-1,000		
WREY	Reidsville, N. C. (II)	D-250		
WENC	Whiteville, N. C. (II)	D-1,000		
WGAR	Cleveland, Ohio (II)	DA-50,000		
KGYN	Guyton, Okla. (II)	D-1,000		
WJUN	Mexico, Pa. (II)	D-1,000		
WRIB	Providence, R. I. (II)	D-1,000		
WALD	Walterboro, S. C. (II)	D-1,000		
KABR	Aberdeen, S. D. (II)	D-250		
WFWL	Camden, Tenn. (II)	D-250		
WCPH	Eltowah, Tenn. (II)	D-1,000		
WHEY	Millington, Tenn. (II)	D-250		
KTET	Livingston, Tex. (II)	D-250		
KZEE	Weatherford, Tex. (II)	D-250		
WLSD	Big Stone Gap, Va. (II)	D-1,000		
WFAX	Falls Church, Va. (II)	D-1,000		
*KASY	Auburn, Wash. (II)	D-250		
KOZI	Chelan, Wash. (II)	D-1,000		
KBAM	Longview, Wash. (II)	D-1,000		
		(CP for 1270 kc)		
1230 KC. LOCAL				
WAUD	Auburn, Ala. (IV)	250		
WJBB	Haleyville, Ala. (IV)	250		
WBHP	Huntsville, Ala. (IV)	250		
WHTB	Talladega, Ala. (IV)	250		
WTBC	Tuscaloosa, Ala. (IV)	250		
KSUN	Bisbee, Ariz. (IV)	250		
KAAA	Klingman, Ariz. (IV)	250		
KRIZ	Phoenix, Ariz. (IV)	250		
KCON	Conway, Ark. (IV)	250		
KFPW	Ft. Smith, Ark. (IV)	250		
KBTM	Jonesboro, Ark. (IV)	250		
KGEE	Bakersfield, Cal. (IV)	250		
KWTC	Barstow, Cal. (IV)	250		
KTBS	Bishop, Cal. (IV)	250		
KXO	El Centro, Cal. (IV)	250		
KDAC	Fort Bragg, Cal. (IV)	250		
KGJF	Los Angeles, Cal. (IV)	250		
KPRL	Paso Robles, Cal. (IV)	250		
KRDG	Redding, Cal. (IV)	250		
KWG	Stockton, Cal. (IV)	250		
KEXO	Grand Junction, Colo. (IV)	250		
KLVG	Leadville, Colo. (IV)	250		
KDZA	Pueblo, Colo. (IV)	250		
KGFK	Sterling, Colo. (IV)	250		
WINE	Manchester, Conn. (IV)	250		
WGGG	Gainesville, Fla. (IV)	250		
WONN	Lakeland, Fla. (IV)	250		
WMAF	Madison, Fla. (IV)	SH-250		
WSBR	New Smyrna Beach, Fla. (IV)	250		
WNVY	Pensacola, Fla. (IV)	250		
WCNH	Quincy, Fla. (IV)	250		
WJNO	West Palm Beach, Fla. (IV)	250		
WBIA	Augusta, Ga. (

Am Frequencies CONTINUED

Call Letters	City	Power in Watts	Call Letters	City	Power in Watts
WKYR	Keyser, W. Va. (III)	D-1,000	WICE	Providence, R. I. (III)	D-500
WBYS	Anchorage, Alaska (III)	1,000	WFIG	Suiter, S. C. (III)	DA-N-1,000
1280 KC. REGIONAL			WFOE	Oak Ridge, Tenn. (III)	LS-1,000
WPID	Piedmont, Ala. (III)	D-1,000	DA-N-500		
WNP1	Tuscaloosa, Ala. (III)	LS-5,000	KBLT	Big Lake, Tex. (III)	D-1,000
KIEP	Phoenix, Ariz. (III)	D-1,000	KIVY	Crockett, Tex. (III)	D-500
KNBY	Newport, Ark. (III)	D-1,000	KRGV	Weslaco, Tex. (III-A)	DA-N-5,000
KFOX	Long Beach, Cal. (III-A)	1,000	KTRN	Wichita Falls, Tex. (III-B)	LS-5,000
KJOY	Stockton, Cal. (III-B)	DA-N-1,000	WPVA	Colonial Heights- Petersburg, Va. (III)	D-5,000
KTLN	Denver, Colo. (III)	DA-5,000	WAGE	Leesburg, Va. (III)	D-1,000
WSUX	Seaford, Del. (III)	D-1,000	†WKWS	Rocky Mount, Va. (III)	D-1,000
WDSP	DeFuniak, Fla. (III)	D-5,000	WVOW	Logan, W. Va. (III-B)	LS-5,000
WQJK	Jacksonville, Fla. (III)	D-1,000	WMIL	Milwaukee, Wis. (III)	DA-V-N-1,000
WIPC	Lake Wales, Fla.	D-1,000	WCOW	Sparta, Wis. (III)	D-1,000
WIBB	Macon, Ga. (III)	D-1,000	1300 KC. REGIONAL		
WMRO	Aurora, Ill. (IV)	D-250	WTLS	Tallassee, Ala. (III)	D-1,000
WGBF	Evansville, Ind. (III-B)	LS-5,000	KWCB	Searcy, Ark. (III)	D-1,000
KCOB	Newton, Iowa (III)	DA-N-1,000	KROP	Brawley, Cal. (III-B)	LS-1,000
KSOK	Arkansas City, Kan. (III)	D-1,000	N-500		
WCPM	Cumberland, Ky. (III)	D-1,000	KYNO	Fresno, Cal. (III-B)	DA-1,000
WDSU	New Orleans, La. (III-A)	DA-5,000	KWKW	Pasadena, Cal. (III-B)	DA-N-1,000
†KWCL	Oak Grove, La. (III)	D-500	KVOR	Colorado Springs, Colo. (III-A)	1,000
WEIM	Fitchburg, Mass. (III)	1.5-5,000	WAVZ	New Haven, Conn. (III)	DA-N-1,000
WFYC	Alma, Mich. (III)	DA-U-N-1,000	WWTB	Tampa, Fla. (III)	DA-D-5,000
WTCN	Minneapolis, Minn. (III-A)	LS-5,000	†WTVT	Titusville, Fla. (III)	D-1,000
KVOX	Moorhead, Minn. (III)	LS-1,000	WMTM	Moultrie, Ga. (III)	D-5,000
WSJC	Magee, Miss. (III)	D-500	WIMO	Winder, Ga. (III)	D-1,000
KDKD	Clinton, Mo. (III)	D-1,000	KOZE	Lewiston, Idaho, (III)	LS-5,000
KCNI	Broken Bow, Nebr. (III)	D-1,000	WTAQ	La Grange, Ill. (III)	DA-N-500
KTOO	Henderson, Nev. (III)	D-5,000	WFRX	West Frankfort, Ill. (III)	D-1,000
WHBI	Newark, N. J. (III-B)	LS-2,500	WHIT	Huntington, Ind. (III)	DA-D-500
KZUM	Farmington, N. M. (III)	N-1,000	WMPT	Terre Haute, Ind. (III)	D-500
KHOR	Hobbs, N. M. (III)	D-5,000	KGLO	Mason City, Iowa (III-A)	DA-N-5,000
WVOV	New York, N. Y. (III-A)	D-1,000	WBLG	Lexington, Ky. (III-B)	DA-N-1,000
WVET	Rochester, N. Y. (III-A)	DA-N-5,000	WJBR	Baton Rouge, La. (III)	DA-1,000
WBSA	Saratoga Springs, N. Y. (III)	D-1,000	KLUE	Shreveport, La. (III)	D-1,000
WSAT	Salisbury, N. C. (III)	DA-N-1,000	WFBR	Baltimore, Md. (III-A)	DA-5,000
WONW	Defiance, Ohio (III)	DA-N-500	WJDA	Quincy, Mass. (III)	D-1,000
WLMJ	Jackson, Ohio (III)	D-1,000	WOOD	Grand Rapids, Mich. (III-A)	DA-N-5,000
KLCO	Poteau, Okla. (III)	D-1,000	WRBC	Jackson, Miss. (III-A)	LS-5,000
KERG	Eugene, Ore. (III-B)	LS-5,000	KMMO	Marshall, Mo. (III)	D-1,000
WBRX	Berwick, Pa. (III)	D-500	KBRM	McCook, Neb. (III)	D-1,000
WHVR	Hanover, Pa. (III)	LS-5,000	KPTL	Carson City, Nev. (III)	LS-5,000
WKST	New Castle, Pa. (III-A)	DA-N-1,000	(CP from 1400 kc)		
WANS	Anderson, S. C. (III)	DA-N-1,000	WTNJ	Trenton, N. J. (IV)	D-250
WJAY	Mullins, S. C. (III)	D-1,000	WQSC	Fulton, N. Y. (III)	D-1,000
WMCP	Columbia, Tenn. (III)	D-1,000	WGOJ	Goldsboro, N. C. (III)	D-1,000
WDNT	Dayton, Tenn. (III)	D-1,000	WSYD	Mt. Airy, N. C. (III)	LS-5,000
KNIT	Ablene, Tex. (III)	D-500	DA-N-1,000		
KWHI	Brenham, Tex. (III)	D-1,000	WERE	Cleveland, O. (III-A)	DA-5,000
KLTI	Longview, Tex. (III)	D-1,000	WMOV	Mt. Vernon, O. (III)	DA-D-500
KNAK	Salt Lake City, Utah (III-B)	LS-5,000	LS-5,000		
WYVE	Wytheville, Va. (III)	D-1,000	†KDOV	Medford, Ore. (III)	D-5,000
KIT	Yakima, Wash. (III-A)	LS-5,000	KRMW	The Dalles, Ore. (III)	D-1,000
WMNF	Richwood, W. Va. (III)	D-1,000	WCKI	Greer, S. C. (III)	D-1,000
WNAM	Neehan, Wis. (III)	DA-N-1,000	KOLY	Moblidge, S. D. (III)	D-1,000
WCMN	Arecibo, P. R. (III-A)	1,000	WMTN	Morristown, Tenn. (III)	DA-D-5,000
1290 KC. REGIONAL			WMAK	Nashville, Tenn. (III-A)	DA-N-5,000
WPBB	Jackson, Ala. (III)	D-1,000	KVET	Austin, Tex. (III-B)	DA-N-1,000
WMLS	Sylacauga, Ala. (III)	D-1,000	KTFY	Brownfield, Tex. (III)	D-1,000
†KEOS	Flagstaff, Ariz. (III)	D-1,000	KOL	Seattle, Wash. (III-A)	DA-N-5,000
KVOA	Tucson, Ariz. (III-A)	1,000	WCLG	Morgantown, W. Va. (III)	D-1,000
KDMS	El Dorado, Ark.	D-5,000	WKLC	St. Albans, W. Va. (III)	D-1,000
KUOA	Siloam Springs, Ark. (III)	D-5,000	WTIL	Mayaguez, P. R. (III)	1,000
KHSL	Chico, Cal. (III-A)	DA-N-5,000	1310 KC. REGIONAL		
KPER	Gilroy, Cal. (III)	D-500	WIEP	Foley, Ala. (III)	D-1,000
KITO	San Bernardino, Cal. (III-A)	DA-5,000	WJAM	Marion, Ala. (III)	D-5,000
WCCO	Hartford, Conn. (III)	D-500	KBUZ	Mesa, Ariz. (III)	LS-5,000
WTUX	Wilmington, Del. (III)	D-1,000	DA-N-500		
WTMC	Ocala, Fla. (III-B)	LS-5,000	KBOK	Malvern, Ark. (III)	D-1,000
†WSCM	Panama City Beach, Fla. (III)	D-500	KWBR	Oakford, Cal. (III-A)	1,000
WIRK	W. Palm Beach, Fla. (III-B)	LS-5,000	KTKK	Taft, Cal. (III)	D-500
WDEC	Americus, Ga. (III)	D-1,000	DA-N-1,000		
WCIB	Canton, Ga. (III)	D-1,000	WOOO	Deland, Fla. (III)	D-5,000
WTOC	Savannah, Ga. (III-A)	DA-N-5,000	WAUC	Wauchula, Fla. (III)	D-500
KYTE	Pocatello, Ida. (III)	D-1,000	WSIZ	Douglas, Ga. (III)	D-1,000
WIRL	Peoria, Ill. (III-A)	DA-5,000	WBRO	Waynesboro, Ga. (III)	D-1,000
WCBL	Benton, Ky. (III)	D-1,000	†WBMK	West Point, Ga. (III)	D-1,000
KJEF	Jennings, La. (III)	LS-1,000	KLIX	Twin Falls, Ida. (III)	DA-1,000
WHGR	Houghton Lake, Mich. (III)	D-5,000	LS-5,000		
WNIL	Niles, Mich. (III)	D-500	DA-N-1,000		
WOIA	Saline, Mich. (III)	DA-D-500	KOKX	Keokuk, Iowa (III)	LS-1,000
KBMO	Benson, Minn. (III)	D-500	DA-U-N-500		
WBLE	Batesville, Miss. (III)	D-1,000	WTTI	Madisonville, Ky. (III)	D-500
KALM	Thayer, Mo. (III)	D-1,000	WDOC	Prestonburg, Ky. (III)	D-5,000
KGVO	Missoula, Mont. (III-A)	DA-5,000	KSUL	Sulphur, La. (III)	DA-D-500
KOIL	Omaha, Neb. (III-A)	DA-N-5,000	KUZN	W. Monroe, La. (III)	D-1,000
WKNE	Keene, N. H. (III-A)	DA-5,000	WLOB	Portland, Me. (III)	D-1,000
KSRC	Socorro, N. M. (III)	D-1,000	WORC	Worcester, Mass. (III-B)	LS-5,000
†WGLI	Babylon, N. Y. (III)	DA-1,000	DA-U-N-1,000		
WNBF	Binghamton, N. Y. (III-A)	DA-N-5,000	WKMH	Dearborn, Mich. (III-B)	DA-5,000
WHKY	Hickory, N. C. (III-B)	LS-5,000	KREI	St. Peter, Minn. (III)	DA-D-1,000
WEYE	Sanford, N. C. (III)	D-1,000	WXXX	Hattiesburg, Miss. (III)	D-1,000
WTRX	Bellaire, Ohio (III)	D-1,000	LS-5,000		
WHIO	Dayton, O. (III-A)	DA-N-5,000	DA-U-N-1,000		
KUMA	Pendleton, Ore. (III)	DA-5,000	KFBB	Great Falls, Mont. (III-A)	DA-N-5,000
KLIQ	Portland, Ore. (III)	D-1,000	WJLK	Asbury Park, N. J. (IV)	250
WTIV	Titusville, Pa. (III)	D-500	WCAM	Camden, N. J. (IV)	250
WTRN	Tyrone, Pa. (III)	D-1,000	WVIP	Mt. Kisco, N. Y. (III)	DA-D-1,000
			WTLB	Utica, N. Y. (III-B)	LS-1,000
			DA-N-500		
			WISE	Asheville, N. C. (III)	LS-5,000
			DA-N-1,000		
			†WKTC	Charlotte, N. C. (III)	D-1,000
			WTKI	Durham, N. C. (III-B)	LS-1,000
			DA-N-500		
			KNOX	Grand Forks, N. D. (III)	DA-N-5,000
			WFAH	Alliance, Ohio (III)	DA-D-1,000
			DA-N-1,000		
			KNPT	Newport, Ore. (III)	DA-N-1,000
			*LS-5,000		
			*DA-N-1,000		
			WBFJ	Bedford, Pa. (III)	D-1,000
			WGSA	Ephrata, Pa. (III)	DA-D-1,000
			WNAE	Warren, Pa. (III)	D-5,000
			WDKD	Kingstree, S. C. (III)	D-5,000
			WDOD	Chattanooga, Tenn. (III-A)	DA-N-5,000
			WDXI	Jackson, Tenn. (III-B)	LS-5,000
					DA-N-1,000
			KZIP	Amarillo, Tex. (III)	D-1,000
			WRR	Dallas, Tex. (III-A)	DA-N-5,000
			KOYL	Odesa, Tex. (III)	D-500
			KIWW	San Antonio, Tex. (III)	DA-D-5,000
					(CP from 1540 kc)
			WFGR	Fairfax, Va. (III)	D-1,000
			WGH	Newport News, Va. (III-A)	DA-N-5,000
			KARY	Prosser, Wash. (III)	D-1,000
			WIBA	Madison, Wis. (III-A)	DA-N-5,000
			1320 KC. REGIONAL		
			WAGF	Dothan, Ala. (III-B)	DA-N-1,000
			WEZB	Homewood, Ala. (III)	D-1,000
			KWHN	Ft. Smith, Ark. (III-A)	DA-N-5,000
			KRLW	Walnut Ridge, Ark.	D-1,000
			KUDE	Oceanside, Cal. (III)	DA-500
			KCRA	Sacramento, Cal. (III-B)	LS-5,000
			DA-U-N-1,000		
			KAVI	Rocky Ford, Colo. (III)	D-1,000
			WATR	Waterbury, Conn. (III-B)	DA-1,000
			WGMA	Hollywood, Fla.	D-1,000
			WZOK	Jacksonville, Fla. (III-A)	DA-N-5,000
			WHIE	Griffin, Ga. (III)	D-1,000
			WNEG	Toccoa, Ga. (III)	D-1,000
			WKAN	Kankakee, Ill. (III)	D-1,000
			†KMAQ	Maquoketa, Ia. (III)	D-500
			KLWN	Lawrence, Kan. (III)	D-500
			WBRT	Bartlett, Ky. (III)	D-1,000
			WNGO	Mayfield, Ky. (III)	D-1,000
			KVHL	Homers, La. (III)	D-1,000
			WCO	Salisbury, Md. (III)	D-500
			WARA	Attleboro, Mass. (III)	DA-1,000
			WLS	Lansing, Mich.	LS-5,000
			DA-U-N-1,000		
			WDMJ	Marquette, Mich. (III)	DA-N-1,000
			WCPC	Houston, Miss. (III)	D-5,000
			WRJW	Picayune, Miss. (III)	D-5,000
			KXLW	Clayton, Mo. (III)	D-1,000
			KOIT	Scottsbluff, Neb. (III-B)	LS-5,000
			DA-U-N-1,000		
			WWHG	Hornell, N. Y. (III)	D-5,000
			WCOG	Greensboro, N. C. (III-B)	LS-5,000
			DA-U-N-1,000		
			KQDY	Minot, N. D. (III)	D-1,000
			WHOK	Lancaster, Ohio (III)	D-1,000
			KWOE	Clinton, Okla. (III)	D-1,000
			WKAP	Allentown, Pa.	DA-N-1,000
			WAMP	Pittsburgh, Pa. (III-A)	DA-N-5,000
			WSCR	Scranton, Pa. (III)	LS-1,000
			DA-N-500		
			WMSC	Columbia, S. C. (III-A)	DA-N-1,000
			KELO	Sioux Falls, S. D. (III-A)	DA-N-5,000
			WKIN	Kingsport, Tenn. (III)	D-5,000
			WMSR	Manchester, Tenn. (III)	D-1,000
			KVMC	Colorado City, Tex.	D-1,000
			KXYZ	Houston, Tex. (III-A)	DA-N-5,000
			KDYL	Salt Lake City, Utah (III-A)	DA-5,000
			WLLY	Richmond, Va. (III)	D-1,000
			KXRO	Aberdeen, Wash. (III-B)	DA-N-1,000
			KHIT	Walla Walla, Wash. (III)	D-1,000
			WRIO	Rio Piedras, P. R. (III)	LS-5,000
			N-1,000		
			1330 KC. REGIONAL		
			WROS	Scottsboro, Ala. (III)	D-1,000
			KMOP	Tucson, Ariz. (III)	D-500
			KFAC	Los Angeles, Cal. (III-A)	DA-N-5,000
			WARN	Ft. Pierce, Fla. (III)	D-1,000
			WYSE	Lakeland, Fla. (III)	D-1,000
			WBEY	Milton, Fla. (III)	D-5,000
			WMEN	Tallahassee, Fla. (III)	D-5,000
			WMLT	Dublin, Ga. (III)	D-1,000
			WEAW	Evanston, Ill. (III)	DA-D-1,000

Am Frequencies CONTINUED

Call Letters	City	Power in Watts	Call Letters	City	Power in Watts
WREL S. Beloit, Ill. (III)		DA-5,000	KIUN Pecos, Tex. (IV)		250
WKJG Ft. Wayne, Ind. (III-A)		DA-5,000	KEYE Perryton, Tex. (IV)		250
KCIW Carroll, Iowa (III)		DA-1,000	KVOP Plainview, Tex. (IV)		250
WMTA Central City, Ky. (III)		D-500	KDVT Stamford, Tex. (IV)		250
WWKY Winchester, Ky. (III)		D-1,000	KTEM Temple, Tex. (IV)		250
WEND Baton Rouge, La. (III)		D-500	KTFB Texarkana, Tex. (IV)		250
WTHH Port Huron, Mich. (III-B)		DA-1,000	KVOU Uvalde, Tex. (IV)		250
KLIZ Brainerd, Minn. (III)		D-1,000	KIXX Provo, Utah (IV)		250
KAGE Winona, Minn. (III)		DA-1,000	WDOT Burlington, Vt. (IV)		250
WNLA Indianola, Miss. (III)		D-500	WINA Charlottesville, Va. (IV)		250
WTUL Tupelo, Miss. (III)		D-1,000	WLOW Portsmouth, Va. (IV)		250
	(CP for 1400 kc)		WHLF South Boston, Va. (IV)		250
KUDL Kansas City, Mo. (III)		D-1,000	WINC Winchester, Va. (IV)		250
KWK St. Louis, Mo. (III-A)		DA-N-5,000	KFRD Grand Coulee, Wash. (IV)		250
KUVR Holdrege, Neb. (III)		D-500	KWLK Longview, Wash. (IV)		250
WAWZ Zarephath, N. J. (III-A)		DA-5,000	KTNT Tacoma, Wash. (IV)		250
WRNN New York, N. Y. (III-A)		(ST-WRNX) DA-5,000	WCAW Charleston, W. Va. (IV)		250
	(ST-WAWZ)	DA-5,000	WBOY Clarksburg, W. Va. (IV)		250
WLOS Asheville, N. C. (III-B)		LS-5,000	WRON Ronceverte, W. Va. (IV)		250
WTOB Winston-Salem, N. C. (III)		DA-N-1,000	WKWK Wheeling, W. Va. (IV)		250
		LS-5,000	WBTH Williamson, W. Va. (IV)		250
†WVIZ Lorain, O. (III)		D-500	WATW Ashland, Wis. (IV)		250
WPKO Waverly, Ohio (III)		DA-D-1,000	WBIZ Eau Claire, Wis. (IV)		250
KSWO Lawton, Okla. (III-B)		DA-1,000	WDUZ Green Bay, Wis. (IV)		250
KMUS Muskogee, Okla. (III-C)		LS-1,000	WRIN Racine, Wis. (IV)		250
		DA-N-500	WRDB Reedsburg, Wis. (IV)		250
KSRV Ontario, Ore. (III)		DA-N-1,000	WSAU Wausau, Wis. (IV)		250
WACB Kittanning, Pa. (III)		D-1,000	KATI Casper, Wyo. (IV)		250
†WABC Milton, Pa. (III)		D-1,000	KODI Cody, Wyo. (IV)		250
WAYZ Waynesboro, Pa. (III)		D-1,000	KSEW Sitka, Alaska (IV)		250
WNRI Woonsocket, R. I. (III)		D-1,000	WFOA San Juan, P. R. (IV)		250
WAGS Bishopville, S. C. (III)		D-1,000			
KOTA Rapid City, S. D. (III-A)		DA-N-5,000	1410 KC. REGIONAL		
KHET Beaumont, Tex. (III)		D-1,000	WALA Mobile, Ala. (III-A)		DA-N-5,000
KBWD Brownwood, Tex. (III-B)		LS-1,000	KTCS Ft. Smith, Ark. (III)		D-500
		N-500	KERN Bakersfield, Cal. (III-A)		1,000
KTSM El Paso, Tex. (III-B)		LS-1,000	KTEE Carmel, Cal. (III)		D-500
		N-500	KMYC Marysville, Cal.		LS-5,000
KMUL Muleshoe, Tex. (III)		D-500			DA-U-N-1,000
KGCP Pheasanton, Tex. (III)		D-1,000	KCAL Redlands, Cal. (III)		D-1,000
WSVB Rutland, Vt. (III-B)		LS-5,000	KCOL Ft. Collins, Colo. (III-B)		DA-N-1,000
		DA-N-1,000	WPOP Hartford, Conn. (III-A)		DA-5,000
WMBO Richmond, Va. (III-A)		DA-N-5,000	WPOV Dover, Del. (III)		D-1,000
KRKO Everett, Wash. (III-A)		DA-N-1,000	WMYR Ft. Myers, Fla.		LS-5,000
KPEG Spokane, Wash. (III)		D-5,000			DA-U-N-500
KHON Honolulu, T. H. (III-A)		5,000	WBII Leesburg, Fla. (III)		D-1,000
			WDAX McRae, Ga. (III)		D-1,000
1390 KC. REGIONAL			WLAQ Rome, Ga.		DA-N-1,000
WHMA Anniston, Ala. (III-B)		LS-5,000	WRMN Elgin, Ill. (III)		D-500
		DA-N-1,000	WTIM Taylorville, Ill. (III)		DA-D-1,000
KDGN Do-Queen, Ark. (III)		D-500	KGRN Grinnell, Ia. (III)		D-500
KAMO Rogers, Ark. (III)		D-1,000	KLEM La Mars, Ia. (III)		D-1,000
KGER Long Beach, Cal. (III-A)		DA-N-5,000	KCLO Leavenworth, Kan. (III)		D-500
KTLR Torlock, Cal. (III-B)		DA-N-1,000	KWES Wichita, Kan. (III-B)		DA-1,000
KFML Denver, Colo. (III)		D-1,000	WLEB Bowling Green, Ky.		LS-5,000
WAVP Avon Park, Fla. (III)		D-1,000			DA-U-N-1,000
† W Lado City, Fla. (III)		D-1,000	WHLN Harlan, Ky. (III)		D-500
WGES Chicago, Ill. (III-A)		DA-5,000	KDPS Alexandria, La. (III)		D-1,000
WFAW Fairfield, Ill. (III)		D-500	WGRD Grand Rapids, Mich. (III)		DA-5,000
WJLD Seymour, Ind. (III)		D-1,000	KLFD Highfield, Minn. (III)		D-500
KJLN Clinton, Ia. (III)		DA-D-1,000	WPSK Cleveland, Miss. (III)		DA-D-1,000
KCBC Des Moines, Ia. (III-B)		DA-1,000	WBKN Newton, Miss. (III)		D-500
KNKK Concordia, Kan. (III)		D-500	WHTG Eatonville, N. J. (III)		D-500
WJAN Albany, Ky. (III)		D-1,000	WDDK Dunkirk, N. Y. (III-B)		DA-500
WKIC Hazard, Ky. (III)		D-500	WEGO Concord, N. C. (III)		D-1,000
KNDE Monroe, La. (III-A)		DA-N-5,000	WSRC Durham, N. C. (III)		D-1,000
WCAT Orange, Mass. (III)		D-1,000	WNGD Dayton, O. (III-A)		DA-N-5,000
WPEM Plymouth, Mass. (III)		D-500	KPAM Portland, Ore. (III)		D-1,000
WCLR Charlotte, Mich. (III)		DA-D-1,000			*D-5,000
KHFO Owatonna, Minn. (III)		D-500	WLSH Lansford, Pa. (III)		D-1,000
WROA Gulfport, Miss. (III)		D-1,000	KQV Pittsburgh, Pa. (III-A)		DA-5,000
WVIC Meridian, Miss. (III)		D-5,000	WPCX Clinton, S. C. (III)		D-500
KVLC Farmington, N. M. (III)		LS-5,000	WYMB Manning, S. C. (III)		D-1,000
		DA-N-1,000	WCMT Martin, Tenn. (III)		D-1,000
WEOK Poughkeepsie, N. Y. (III)		D-1,000	KBLD Athens, Tex. (IV)		D-500
WRIV Riverhead, N. Y. (III)		D-1,000	KVLB Cleveland, Tex. (III)		DA-500
WELB Syracuse, N. Y. (III-A)		DA-N-5,000	KNIT Dalhart, Tex. (III)		D-500
WFNC Fayetteville, N. C. (III)		LS-5,000	KADO Marshall, Tex. (III)		DA-D-500
		DA-U-N-1,000	KRIG Odessa, Tex. (III-B)		DA-N-1,000
†WRRK Murphy, N. C. (III)		D-1,000	KBAL San Saba, Tex. (III)		D-500
WEED Rocky Mount, N. C. (III)		LS-5,000	KNAL Victoria, Tex. (III)		DA-N-500
		DA-U-N-1,000	WRSR Roanoke, Va. (III)		D-5,000
†WADA Shelby, N. C. (III)		DA-D-500	KUEN Wenatchee, Wash. (III)		D-1,000
KLPM Minot, N. D. (III-A)		LS-5,000			(CP for 900kc)
		N-1,000	WKBH La Crosse, Wis. (III-A)		DA-N-5,000
WOHT Bellefontaine, Ohio (III)		D-500	KWYO Sheridan, Wyo. (III-B)		LS-1,000
WEMJ Youngstown, Ohio (III-A)		DA-N-5,000			N-500
KCRC Enid, Okla. (III-B)		DA-1,000	1420 KC. REGIONAL		
KSLM Salem, Ore. (III-A)		1,000	†WACT Tuscaloosa, Ala. (III)		D-5,000
WLAN Lancaster, Pa. (III-B)		DA-N-1,000	KHEF Fry, Ariz. (III)		D-1,000
WHPB Belton, S. C. (III)		D-500	KPOC Pocahtontas, Ark. (III)		D-1,000
WCSC Charleston, S. C. (III-A)		DA-N-5,000	KSTN Stockton, Cal. (III-B)		DA-1,000
WTJS Jackson, Tenn. (III-B)		LS-5,000			*LS-5,000
		DA-N-1,000			*DA-U-N-1,000
KULP El Campo, Tex. (III)		D-500	WLIS Old Saybrook, Conn. (III)		D-500
KBEC Waxahachie, Tex. (III)		DA-D-500	WBRD Bradenton, Fla. (III)		DA-D-1,000
KLGN Logan, Utah (III)		D-1,000	WDBF Delray, Fla. (III)		D-500
WEAM Arlington, Va. (III-A)		DA-5,000	WSTN St. Augustine, Fla. (III)		D-1,000
WWOOD Lynchburg, Va. (III-B)		LS-5,000	WAVO Avondale Estates, Ga. (III)		DA-D-500
		DA-N-1,000	WREL Columbus, Ga. (III-A)		DA-N-5,000
KLOQ Yakima, Wash. (III)		LS-1,000	WLET Tooele, Ga. (III)		D-5,000
		DA-N-500	WINI Murphysboro, Ill. (III)		D-500
			WIMS Michigan City, Ind. (III)		LS-1,000
			WOC Davenport, Ia. (III-A)		DA-5,000
			KJCK Junction City, Kan. (III)		D-1,000
			WTCR Ashland, Ky. (III)		D-5,000
			WHEN Harrodsburg, Ky. (III)		D-1,000
			WVJS Owensboro, Ky. (III-B)		DA-1,000
			KPEL Lafayette, La. (III)		LS-1,000
					DA-N-500
			WBSM New Bedford, Mass. (III)		DA-1,000
			WBEC Pittsfield, Mass. (III)		DA-1,000
			WAMM Flint, Mich. (III)		DA-D-500
			KTOF Mankato, Minn. (III-A)		DA-N-5,000
			WSUH Oxford, Miss. (III)		D-1,000
			WQBC Vicksburg, Miss. (III-B)		LS-1,000
					N-500
			KBTN Neosho, Mo. (III)		D-500
			KOOO Omaha, Neb. (III)		DA-D-500
			WALY Herkimer, N. Y. (III)		D-1,000

Am Frequencies CONTINUED

Call Letters	City	Power in Watts	Call Letters	City	Power in Watts	Call Letters	City	Power in Watts
1470 KC. REGIONAL								
WBLO	Evergreen, Ala. (III)	D-1,000	WANA	Anniston, Ala. (IV)	250	KORN	Mitchell, S. D. (IV)	250
KBLO	Hot Springs, Ark. (III)	D-1,000	WAJF	Decatur, Ala. (IV)	250	WOPI	Bristol, Tenn. (IV)	250
KBMX	Coalinga, Cal. (III)	D-500	WRLD	Lanett, Ala.-West Point, Ga. (IV)	250	WDXB	Chattanooga, Tenn. (IV)	250
KUTY	Palmdale, Cal. (III)	D-1,000	WHBB	Selma, Ala. (IV)	250	WJJM	Lewisburg, Tenn. (IV)	250
KXOA	Sacramento, Cal. (III-B)	DA-N-1,000	KYCA	Prescott, Ariz. (IV)	250	WDXL	Lexington, Tenn. (IV)	250
WMMW	Meriden, Conn. (III)	D-1,000	KATR	Tucson, Ariz. (IV)	250	WATO	Oak Ridge, Tenn. (IV)	250
WPOM	Pompano Beach, Fla. (III)	DA-D-5,000	KXAR	Hope, Ark. (IV)	250	KNOW	Austin, Tex. (IV)	250
WDCL	Tarpon Springs, Fla. (III)	D-5,000	KTLO	Mt. Home, Ark. (IV)	250	KIBL	Beeville, Tex. (IV)	250
WAAG	Adel, Ga. (III)	D-1,000	KDRS	Paragould, Ark. (IV)	250	KBST	Big Spring, Tex. (IV)	250
WDOL	Athens, Ga. (III)	D-1,000	KOTN	Gene Bluff, Ark. (IV)	250	KHUZ	Borger, Tex. (IV)	250
WCLA	Claxton, Ga. (III)	D-1,000	KXRJ	Russellville, Ark. (IV)	250	KNEL	Hampton, Tex. (IV)	250
WRGA	Rome, Ga. (III-A)	DA-N-5,000	KMAP	Bakersfield, Cal. (IV)	250	KSAM	Huntsville, Tex. (IV)	250
WMBD	Peoria, Ill. (III-A)	DA-5,000	KPAS	Banning, Cal. (IV)	250	KVOZ	Laredo, Tex.	250
WCBC	Anderson, Ind. (III)	D-1,000	KOWL	Bijou, Cal. (IV)	250	KVOW	Littlefield, Tex. (IV)	250
KTEI	Sioux City, Ia. (III-A)	DA-5,000	KBLA	Burbank, Cal. (IV)	250	KPLT	Paris, Tex. (IV)	250
KWVY	Waverly, Ia. (III)	DA-D-1,000	(CP for 1500 KC)			KGKR	Tyler, Tex. (IV)	250
KARE	Atchison, Kan. (III-B)	DA-1,000	KICG	Calexico, Cal. (IV)	250	KVWC	Vernon, Tex. (IV)	250
WSAC	Radcliff, Kv. (III)	D-1,000	KAFP	Petaluma, Cal. (IV)	250	KVOG	Ogden, Utah (IV)	250
KPLC	Lake Charles, La. (III-B)	LS-5,000	KBLF	Red Bluff, Cal. (IV)	250	WKVT	Brattleboro, Vt. (IV)	250
WLAM	Lewiston, Me. (III-A)	DA-5,000	KDB	Santa Barbara, Cal. (IV)	250	WIKE	Newport, Vt. (IV)	250
WJDY	Salisbury, Md. (III)	DA-D-5,000	KSYC	Yreka, Cal. (IV)	250	WCVA	Culpeper, Va. (IV)	250
WTRT	Westminster, Md. (III)	D-1,000	KROL	Boulder, Colo. (IV)	250	WVEC	Hampton, Va. (IV)	250
WAAAN	Marlborough, Mass. (III)	DA-D-1,000	KCMS	Manitou Springs, Colo. (IV)	100	WAYB	Waynesboro, Va. (IV)	250
WNEF	Newburyport, Mass. (III)	D-500	KOLR	Sterling, Colo. (IV)	250	KBRO	Bremerton, Wash. (IV)	250
WKCF	Flint, Mich. (III)	DA-1,000	WNLC	New London, Conn. (IV)	250	KLOG	Kelso, Wash. (IV)	250
WKLZ	Kalamazoo, Mich. (III)	D-500	WTOR	Torrington, Conn. (IV)	250	KENE	Toppensish, Wash. (IV)	250
KANO	Anoka, Minn. (III)	D-1,000	WTRI	Bradenton, Fla. (IV)	250	KTEL	Walla Walla, Wash. (IV)	250
WCHJ	Brookhaven, Miss. (III)	D-1,000	WJRS	Deland, Fla. (IV)	250	WHMS	Charleston, W. Va. (IV)	250
WNAU	New Albany, Miss. (III)	D-500	WMET	Miami Beach, Fla. (IV)	250	WTCS	Fairmont, W. Va. (IV)	250
KGHM	Brookfield, Mo. (III)	DA-D-500	WRGR	Starks, Fla. (IV)	SH-250	WLOH	Princeton, W. Va. (IV)	250
KTCB	Malden, Mo. (III)	D-1,000	WTTB	Yero Beach, Fla. (IV)	250	WGFZ	Blount, Wis. (IV)	250
WTKO	Ithaca, N. Y. (III)	D-1,000	WTRJ	Winter Haven, Fla. (IV)	250	WLX	La Crosse, Wis. (IV)	250
WPDW	Pottsdam, N. Y. (III)	D-1,000	WMOG	Brunswick, Ga. (IV)	250	WIGM	Medford, Wis. (IV)	250
WBIG	Greensboro, N. C. (III-A)	DA-N-5,000	WMJM	Cordele, Ga. (IV)	250	WOSH	Oshkosh, Wis. (IV)	250
WFNC	Plymouth, N. C. (III)	D-1,000	WMRE	Monroe, Ga. (IV)	250	KJML	Gillette, Wyo. (IV)	250
WTOE	Spruce Hill, N. C. (III)	D-1,000	WSFB	Quitman, Ga. (IV)	D-250	KRTR	Thermopolis, Wyo. (IV)	250
WOHO	Toledo, Ohio (III)	DA-1,000	WSNT	Sandersville, Ga. (IV)	250	KGOS	Torrington, Wyo. (IV)	250
KVJI	Pauls Valley, Okla. (IV)	D-250	WSYL	Sylvania, Ga. (IV)	SH-250	KTOH	Lihue, T. H. (IV)	250
KVIN	Vinita, Okla. (III)	D-500	KCID	Caldwell, Idaho (IV)	250	WMDD	Fajardo, P. R. (IV)	250
WSAN	Allentown, Pa. (III-A)	DA-N-5,000	WKRO	Cairo, Ill. (IV)	250	1500 KC. CLEAR		
WFAR	Farrall, Pa. (III)	D-1,000	WDAN	Danville, Ill. (IV)	250	KBLA	Burbank, Cal. (II)	DA-10,000
WOIC	Columbia, S. C. (III)	D-5,000	WAMV	E. St. Louis, Ill. (IV)	250	(CP from 1490 kc)		
WEAG	Alcoa, Tenn. (III)	D-1,000	WOPA	Oak Park, Ill. (IV)	250	KXRN	San Jose, Cal. (I)	DA-1,000
WVOL	Nashville, Tenn. (III)	D-1,000	WKBN	Richmond, Ind. (IV)	250	WTOP	Washington, D. C. (I-B)	DA-50,000
KRRC	Abilene, Tex. (III-B)	LS-5,000	WNBU	South Bend, Ind. (IV)	250	WFKB	Key West, Fla. (II)	DA-250
KWRD	Henderson, Tex. (III)	D-500	KBUR	Burlington, Iowa (IV)	250	WJBK	Detroit, Mich. (II)	LS-10,000
KCNY	San Marcos, Tex. (IV)	D-250	WDBQ	Dubuque, Iowa (IV)	250	DA-U-N-1,000		
KELA	Centralia-Chehalis, Wash. (III-A)	LS-5,000	KRIB	Mason City, Iowa (IV)	250	KSTP	St. Paul, Minn. (I-B)	DA-50,000
KSEM	Moses Lake, Wash. (III)	N-1,000	KTOP	Topeka, Kan. (IV)	250	KTAN	Sherman, Tex. (II)	D-250
WDLH	Huntington, W. Va. (III)	D-5,000	WPKY	Frankfort, Ky. (IV)	250	1510 KC. CLEAR		
WBKV	West Bend, Wis. (III)	D-500	WKAY	Glasgow, Ky. (IV)	250	KOCS	Ontario, Cal. (II)	D-250
KSPR	Casper, Wyo. (III-B)	LS-5,000	WOMI	Owensboro, Ky. (IV)	250	KTIM	San Rafael, Cal. (II)	D-1,000
1480 KC. REGIONAL								
WABB	Mobile, Ala. (III-A)	DA-N-5,000	WSIP	Paintsville, Ky. (IV)	250	KUDY	Littleton, Colo. (II)	DA-1,000
KHAT	Phoenix, Ariz. (III)	D-500	WJKC	Bogalusa, La. (IV)	250	WKAI	Macomb, Ill. (II)	D-250
KGLU	Safford, Ariz. (III-A)	1,000	KEUN	Eunice, La. (IV)	250	WMBX	Boston, Mass. (II)	DA-5,000
KTCN	Berryville, Ark. (III)	D-1,000	KCII	Houma, La. (IV)	250	KINO	Independence, Mo. (II)	D-1,000
KLEM	Eureka, Cal. (III-A)	DA-5,000	KRUS	Ruston, La. (IV)	250	WLAC	Nashville, Tenn. (I-B)	DA-N-50,000
KYOS	Merced, Cal. (III-A)	DA-N-5,000	WPOR	Portland, Me. (IV)	250	KCTX	Childress, Tex. (II)	D-250
KWZG	Santa Ana, Cal. (III-B)	DA-N-1,000	WTVL	Waterville, Me. (IV)	250	KSTV	Stephenville, Tex. (II)	D-250
WAPZ	Arcadia, Fla. (III)	D-1,000	WARK	Hagerstown, Md. (IV)	250	KGA	Spokane, Wash. (I-B)	DA-N-50,000
WEZY	Cocoa, Fla. (III)	D-1,000	WHAV	Haverhill, Mass. (IV)	250	WAUX	Waukesha, Wis. (II)	D-250
WREA	East Palatka, Fla. (III)	D-500	WMRC	Milford, Mass. (IV)	250	1520 KC. CLEAR		
WTHR	Panama City, Fla. (III)	D-500	WTXL	W Springfield, Mass. (IV)	250	FKAC	Port Hueneke, Cal. (II)	DA-250
WYZE	Atlanta, Ga. (III)	D-5,000	WABJ	Adrian, Mich. (IV)	250	WHOW	Clinton, Ill. (II)	D-1,000
WRDW	Augusta, Ga. (III-A)	DA-N-5,000	WBPC	Fremont, Mich. (IV)	250	KSIB	Creston, Iowa (II)	D-1,000
WTHI	Terre Haute, Ind. (III-B)	DA-1,000	WMDN	Midland, Mich. (IV)	250	WKBW	Buffalo, N. Y. (I-B)	DA-50,000
WRSW	Warsaw, Ind. (III)	DA-500	KXFA	Alexandria, Minn. (IV)	250	WKIT	Mincola, N. Y. (II)	D-250
KLEF	Ottumwa, Iowa (III)	D-500	KOZY	Grand Rapids, Minn. (IV)	250	KOMA	Oklahoma City (I-B)	DA-N-50,000
KRKC	Mission, Kan. (III)	DA-D-500	KLGR	Redwood Falls, Minn. (IV)	100	KGON	Oregon City, Ore. (II)	DA-10,000
KANS	Wichita, Kan. (III-B)	LS-5,000	WLOX	Biloxi, Miss. (IV)	250	WWWV	Rio Piedras, P. R. (II)	250
WKOA	Hopkinsville, Ky. (III)	DA-U-N-1,000	WCLD	Cleveland, Miss. (IV)	250	1530 KC. CLEAR		
WPKY	Neon, Ky. (III)	D-1,000	WHOC	Philadelphia, Miss. (IV)	250	KFBK	Sacramento, Cal. (I-B)	DA-50,000
WTLO	Somerset, Ky. (III)	D-1,000	WELO	Tupelo, Miss. (IV)	250	WCKY	Cincinnati, Ohio (I-B)	DA-N-50,000
KLEC	Jonesville, La. (III)	D-500	(CP for 580 kc)			KGBT	Harlingen, Tex. (II)	DA-U-N-10,000
KJJO	Shreveport, La. (III)	D-1,000	WTUP	Tupelo, Miss. (IV)	250	1540 KC. (Bahama Island) CLEAR		
WSAR	Fall River, Mass. (III-A)	DA-5,000	WVIM	Vicksburg, Miss. (IV)	250	KPOL	Los Angeles, Cal. (II)	DA-N-10,000
WMAJ	Grand Rapids, Mich. (III)	D-1,000	KDMO	Carthage, Mo. (IV)	250	WSMI	Litchfield, Ill. (II)	D-1,000
WVOS	Tawas City—E. Tawas, Mich. (III)	DA-D-1,000	KTRR	Rolla, Mo. (IV)	250	WBNL	Boonville, Ind.	D-250
KAUS	Austin, Minn. (III-B)	DA-1,000	KDRD	Sedalia, Mo. (IV)	250	WLOI	La Porte, Ind. (II)	D-250
KGCN	Sidney, Mont. (III-A)	DA-5,000	KBOW	Butte, Mont. (IV)	250	KXEL	Waterloo, Ia. (II)	DA-N-50,000
KLMS	Lincoln, Neb. (III-B)	DA-1,000	KVCK	Wolf Point, Mont. (IV)	250	KNEX	McPherson, Kan. (II)	D-250
KWFW	Hobbs, N. M. (III)	DA-N-1,000	KRON	Omaha, Neb. (IV)	250	KLKC	Parsons, Kan. (II)	D-250
WLEA	Hornell, N. Y. (III)	D-1,000	WLDB	Atlantic City, N. J. (IV)	250	WDOX	Wheaton, Md. (II)	D-250
WHOM	New York, N. Y. (III-A)	DA-5,000	KRSN	Los Alamos, N. M. (IV)	250	WPTR	Albany, N. Y. (II)	DA-50,000
WREM	Remsen, N. Y. (III)	D-1,000	KRTN	Raton, N. M. (IV)	250	WFMJ	Elkin, N. C. (II)	D-250
WVOK	Charlotte, N. C. (III)	D-1,000	WCSS	Amsterdam, N. Y. (IV)	250	WJMO	Cleveland, Ohio (II)	D-1,000
WYRN	Louisburg, N. C. (III)	D-500	WBTA	Batavia, N. Y. (IV)	250	WJMJ	Philadelphia, Pa. (II)	D-1,000
WAGR	Lumberton, N. C. (III)	DA-1,000	WKNY	Kingston, N. Y. (IV)	250	*DA-D-50,000		
WMSJ	Sylva, N. C. (III)	D-5,000	WICY	Malone, N. Y. (IV)	250	WPTS	Pittston, Pa. (II)	D-1,000
WHRO	Canton, O. (III-A)	DA-N-5,000	WDLG	Port Jervis, N. Y. (IV)	250	WPME	Punxsutawney, Pa.	D-1,000
WCIN	Cincinnati, O. (III)	DA-D-1,000	WOLF	Syracuse, N. Y. (IV)	250	WADK	Newport, R. I. (II)	D-1,000
WTRA	Latrobe, Pa. (III)	D-500	WSSB	Durham, N. C. (IV)	250	KCUL	Fort Worth, Tex. (II)	LS-10,000
WDAS	Philadelphia, Pa. (III)	DA-1,000	WFLB	Fayetteville, N. C. (IV)	250	DA-U-N-1,000		
WISL	Shamokin, Pa. (III-B)	DA-N-1,000	WLOE	Leaksville, N. C. (IV)	250	KGBC	Galveston, Tex. (II)	LS-1,000
WLOK	Memphis, Tenn. (III)	D-5,000	WRNB	New Bern, N. C. (IV)	250	DA-N-250		
KREB	Borger, Tex. (III)	D-500	WRMT	Rocky Mount, N. C. (IV)	250	KIWW	San Antonio, Tex.	D-250
KBCX	Dallas, Tex. (III)	LS-5,000	WSTP	Salisbury, N. C. (IV)	250	(CP for 1310 kc)		
KLVL	Pasadena, Tex.	LS-1,000	KNDG	Hettinger, N. D. (IV)	250	WTKM	Hartford, Wis. (II)	D-500
WCFR	Springfield, Vt. (III)	D-1,000	KOVG	Valley City, N. D. (IV)	250	1550 KC. (Mexican) CLEAR		
WBBL	Richmond, Va. (III)	SH-DA-5,000	WREN	Chillicothe, Ohio (IV)	250	WAAY	Huntsville, Ala. (II)	LS-5,000
WLEE	Richmond, Va. (III-A)	DA-5,000	WSES	Cleveland Hts., Ohio (IV)	250	KOBY	San Francisco, Cal. (II)	DA-N-500
WBLU	Salem, Va. (III)	D-1,000	WOHI	East Liverpool, Ohio (IV)	250	KENT	Shreveport, La. (II)	LS-1,000
KPVA	Camas, Wash. (III)	D-1,000	WMOA	Marietta, Ohio (IV)	250	DA-N-500		
FKPHA	Tacoma, Wash. (III)	DA-D-1,000	WMRN	Marion, Ohio (IV)	250	KRES	St. Joseph, Mo. (II)	DA-N-5,000
WISC	Madison, Wis. (III-B)	DA-1,000	KWRW	Guthrie, Okla. (IV)	100	WLOA	Bradock, Pa. (II)	D-1,000
1490 KC. LOCAL								
WANA	Anniston, Ala. (IV)	250	KBIX	Muskogee, Okla. (IV)	250	WBSB	Bennettsville, S. C. (II)	LS-10,000
WAJF	Decatur, Ala. (IV)	250	KBKR	Baker, Ore. (IV)	250	DA-N-5,000		
WRLD	Lanett, Ala.-West Point, Ga. (IV)	250	KRNR	Roseburg, Ore. (IV)	250	KPMC	Bakersfield, Cal. (I-B)	DA-10,000
WHBB	Selma, Ala. (IV)	250	KRZY	Salem, Ore. (IV)	250	WBYS	Canton, Ill. (II)	D-250
KYCA	Prescott, Ariz. (IV)	250	WESB	Bradford, Pa. (IV)	250	KSWI	Council Bluffs, Iowa (II)	D-500
KATR	Tucson, Ariz. (IV)	250	WAZL	Hazleton, Pa. (IV)	250	WDXR	Paducah, Ky. (II)	DA-1,000
KXAR	Hope, Ark. (IV)	250	WARD	Johnstown, Pa. (IV)	250	1560 KC. (Cuban) CLEAR		
KTLO	Mt. Home, Ark. (IV)	250	WGAT	Lancaster, Pa. (IV)	250	KPMC	Bakersfield, Cal. (I-B)	DA-10,000
KDRS	Paragould, Ark. (IV)	250	WBCB	Levittown-Fairless Hills, Pa. (IV)	250	WBYS	Canton, Ill. (II)	D-250
KOTN	Gene Bluff, Ark. (IV)	250	WMRF	Lowistown, Pa. (IV)	250	KSWI	Council Bluffs, Iowa (II)	D-500
KXRJ	Russellville, Ark. (IV)	250	WMGW	Meadville, Pa. (IV)	250	WDXR	Paducah, Ky. (II)	DA-1,000
KMAP	Bakersfield, Cal. (IV)	250	WNBT	Wellsboro, Pa. (IV)	250	1570 KC. (Cuban) CLEAR		
KPAS	Banning, Cal. (IV)	250	WGCD					

Call Letters	City	Power in Watts	Call Letters	City	Power in Watts	Call Letters	City	Power in Watts
WQXR	New York, N. Y. (I-B)	DA-50,000	WVKO	Columbus, O. (II)	DA-D-1,000	KATZ	St. Louis, Mo. (III)	LS-5,000
WTNS	Coshocton, Ohio (II)	D-1,000	KLTR	Blackwell, Okla. (II)	D-250			DA-N-1,000
WTOD	Toledo, Ohio (II)	D-1,000	WCOY	Columbia, Pa. (II)	D-500			*DA-N-5,000
KWCO	Chickasha, Okla. (II)	LS-1,000	WANB	Waynesboro, Pa. (II)	D-250	KTTN	Trenton, Mo. (III)	D-500
		DA-N-250	WYCL	York, S. C. (II)	D-250	WWRL	New York, N. Y. (III-A)	DA-5,000
KHBR	Hillsboro, Tex. (II)	D-250	WTUC	Union City, Tenn. (II)	D-250	WONG	Oneida, N. Y. (III)	D-1,000
WENA	Bayamon, P. R. (II)	250	KGAF	Gainesville, Tex. (II)	D-250	WGIV	Charlotte, N. C. (III)	D-1,000
			KWEL	Midland, Tex. (II)	D-1,000	WIDU	Fayetteville, N. C. (III)	D-1,000
				(CP for 1600 kc)		WFRG	Reidsville, N. C. (III-A)	DA-N-1,000
			KIRT	Mission, Tex. (II)	D-1,000	WBLV	Springfield, O. (III)	D-1,000
			KTLU	Rusk, Tex. (II)	D-500	KUSH	Cushing, Okla. (III)	D-1,000
			KWED	Seguin, Tex. (II)	D-1,000	KASH	Eugene, Ore. (III-B)	DA-N-1,000
			KEYA	Shamrock, Tex. (II)	D-250	WHOL	Allentown, Pa. (III)	DA-D-500
			WILA	Danville, Va. (II)	D-500	WEZN	Elizabethtown, Pa. (III)	DA-D-500
			WPUV	Pulaski, Va. (II)	D-5,000	WFIS	Fountain Inn, S. C. (III)	D-1,000
			WTTN	Watertown, Wis.	D-250	†WGUS	North Augusta, S. C. (III)	D-500
				1590 KC. REGIONAL		WHBT	Harriman, Tenn. (III)	D-5,000
			WATM	Atmore, Ala. (II)	D-1,000		(CP from 1230 kc)	
			WVNA	Tuscumbia, Ala. (II)	D-5,000	WKBJ	Millan, Tenn. (III)	D-1,000
			KPBA	Pine Bluff, Ark. (III)	D-1,000	†.....	Borger, Tex. (III)	D-500
			KSJO	San Jose, Cal. (III-B)	LS-1,000	KBOR	Brownsville, Tex. (III)	DA-1,000
					DA-N-500	KCFH	Cuero, Tex. (III)	D-500
			KUDU	Ventura-Oxnard, Cal. (III-B)	DA-1,000	KMAE	McKinney, Tex. (III)	D-1,000
			WBRY	Waterbury, Conn. (III-A)	DA-5,000	KWEL	Midland, Tex. (III)	D-1,000
			KUDU	Ventura-Oxnard, Cal. (III-B)	DA-1,000		(CP from 1580 kc)	
			WERY	Waterbury, Conn. (III-A)	DA-5,000	KOGT	Orange, Tex. (III-B)	DA-N-1,000
			WILZ	St. Petersburg Beach, Fla. (III)	DA-D-1,000	KBBC	Centerville, Utah (III)	D-1,000
					D-1,000	WBOF	Virginia Beach, Va. (III)	D-1,000
			WDAT	South Daytona, Fla. (III)	D-1,000	WHLL	Wheeling, W. Va. (III)	D-5,000
			WALB	Albany, Ga. (III-A)	DA-N-1,000	WCWC	Ripon, Wis. (III)	DA-D-5,000
			WLFA	Lafayette, Ga. (III)	D-5,000			
			WNMP	Evanston, Ill. (III)	D-1,000			
			WQUB	Galesburg, Ill. (III)	DA-D-5,000			
			WGEE	Indianapolis, Ind. (II)	DA-D-5,000			
			WPCO	Mt. Vernon, Ind. (III)	D-500			
			KWBG	Boone, Ia.	LS-1,000			
					DA-N-500			
			KVGB	Great Bend, Kan. (III-A)	DA-N-5,000			
			WLBV	Lebanon, Ky. (III)	D-1,000			
			KFVL	White Castle, La. (III)	D-1,000			
			WTVB	Coldwater, Mich. (III)	LS-5,000			
					DA-U-N-500			
			WDOG	Marine City, Mich. (III)	DA-D-1,000			
			†WCBQ	St. Helen, Mich. (III)	D-500			
			WISK	S. St. Paul, Minn.	D-5,000			
				(CP for 630 kc)				
			WOKJ	Jackson, Miss. (III)	D-5,000			
			KDEX	Dexter, Mo. (III)	D-1,000			
			KPRS	Kansas City, Mo. (III)	D-1,000			
			WSMN	Nashua, N. H. (III)	DA-D-5,000			
			KMAM	Tularosa, N. Mex. (III)	D-1,000			
			†WAUB	Auburn, N. Y. (III)	DA-D-500			
			WEHH	Elmira Hts.-Horseheads, N. Y. (III)	D-500			
					D-1,000			
			WGGG	Salamanca, N. Y. (III)	D-1,000			
			WGTC	Greenville, N. C. (III)	LS-5,000			
					DA-N-1,000			
			WNOS	High Point, N. C. (III)	D-1,000			
			WAKR	Akron, O. (III-A)	DA-N-5,000			
			WSRW	Hillsboro, O. (III)	D-500			
			KHEN	Henryetta, Okla. (III)	D-500			
			KTIL	Tillamook, Ore. (IV)	250			
			WCBG	Chambersburg, Pa. (III)	D-5,000			
			WDRF	Chester, Pa. (III)	DA-N-1,000			
			WSBR	Warwick, R. I. (III)	D-1,000			
			WABV	Abbeville, S. C. (III)	D-1,000			
			WACA	Camden, S. C. (III)	D-1,000			
			†WJSO	Jonesboro, Tenn. (III)	D-5,000			
			WDRL	Springfield, Tenn. (III)	D-1,000			
			KGAS	Carthage, Tex. (III)	D-1,000			
			KERC	Eastland, Tex. (III)	D-500			
			†KINT	El Paso, Tex. (III)	D-1,000			
			KYOK	Houston, Tex. (III-A)	DA-N-5,000			
			KCBP	Lubbock, Tex. (III-B)	DA-1,000			
			KBUS	Mexia, Tex. (III)	D-500			
			KANN	Sinton, Tex. (III)	DA-D-1,000			
					*LS-1,000			
					*DA-U-N-500			
			WEZL	Richmond, Va. (III)	D-5,000			
			KTIX	Seattle, Wash. (III)	D-5,000			
			WSWW	Platteville, Wis. (III)	D-1,000			
			WTRW	Two Rivers, Wis. (III)	D-1,000			
			WXRF	Guayama, P. R. (III-A)	1,000			
				1600 KC. REGIONAL				
			WEUP	Huntsville, Ala. (III)	D-1,000			
			WAPX	Montgomery, Ala. (III-A)	DA-N-1,000			
			KGST	Fresno, Cal. (III)	D-1,000			
			KWOW	Pomona, Cal. (II-B)	LS-1,000			
					N-500			
			KUBA	Yuba City, Cal. (III)	LS-1,000			
					DA-N-500			
			KLAK	Lakewood, Colo. (III)	DA-N-1,000			
			WKEN	Dover, Del. (III)	D-500			
			WKTX	Atlantic Beach, Fla. (III)	D-1,000			
			WKWF	Key West, Fla. (III-B)	500			
			†WHEW	Riviera Beach, Fla. (III)	D-1,000			
			WGOA	Winter Garden, Fla. (III)	D-1,000			
			WGKA	Atlanta, Ga. (III)	D-1,000			
			WMCW	Harvard, Ill. (III)	D-500			
			WBTO	Linton, Ind. (III)	D-500			
			WARU	Peru, Ind. (III)	D-1,000			
			KLGA	Algonia, Ia. (III)	DA-D-5,000			
			KCRG	Cedar Rapids, Ia. (III-A)	DA-N-5,000			
			KMDO	Fort Scott, Kan. (III)	D-500			
			WNES	Central City, Ky. (III)	D-500			
			WSTL	Eminence, Ky. (III)	D-500			
			KFNV	Ferriday, La. (III)	D-1,000			
			KLET	Golden Meadow, La. (III)	D-1,000			
			KLVI	Vivian, La. (III)	D-500			
			WLNK	Rockville, Md. (III)	LS-1,000			
					DA-U-N-500			
			WBOS	Brookline, Mass. (III-A)	DA-5,000			
			WTYM	East Longmeadow, Mass. (III)	D-5,000			
			WHRV	Ann Arbor, Mich. (III-A)	DA-1,000			
			WTRU	Muskegon, Mich. (III-A)	DA-N-5,000			
			WKDL	Clarksdale, Miss. (III)	D-1,000			
			WLAU	Laurel, Miss. (III)	D-5,000			

Group Ownership of Broadcast Stations in the United States

Note: Listed here are individuals and companies with multiple station holdings. Included are all those controlling three or more am radio stations and/or two or more television stations. FCC rules limit multiple ownership to seven radio stations and seven television stations, of which not more than five tv stations can be vhf. Unless otherwise noted, the first station listed is group headquarters.

ABC OWNED STATIONS—WABC-AM-FM-TV New York, WLS (50%) and WENR-FM, WBKB (TV) Chicago, KGO-AM-FM-TV San Francisco, KABC-AM-FM-TV Los Angeles, WXYZ-AM-FM-TV Detroit and KQV Pittsburgh, Pa. ABC is a subsidiary of American Broadcasting-Paramount Theatres Inc., which also owns a chain of motion picture theatres. For executives, see ABC network listing, page A-436.

AIR TRAILS NETWORK STATIONS—WEZE Boston, Mass.; WKLO and WEZI (TV) Louisville, Ky.; WING Dayton, WCOL-AM-FM Columbus and 52% of WIZE Springfield, all Ohio. Charles Sawyer, president; J. P. Williams, executive vice-president; Alexander Buchan, vice president. Headquarters: Dayton, Ohio.

W. GORDON ALLEN STATIONS—KCAL Lebanon (70%), KGAY Salem (66%), both Oregon; KMAR Winnboro, La. (48%). Headquarters: KGAY Salem, Ore.

AMERICAN COLONIAL BROADCASTING STATIONS—WKBM-TV Caguas, WSUR-TV Ponce, and WKVM San Juan, all Puerto Rico. Owned by Ralph Perez Perry.

GEORGE BASIL ANDERSON STATIONS—KLIR-AM-FM Denver, Colo.; KJRG-AM-FM Newton and KCLO Leavenworth, Kan., and KJSK Columbus, Neb.

ARNOLD STATIONS—WALT Tampa and WMFJ Daytona Beach, both Fla.; WIIN Atlanta Ga.; WINN Louisville, Ky. Emil J. Arnold owns 50% of WALT, 100% of WIIN, 50% of WINN and 50% of WMFJ. Jack Siegel owns 25% of WALT, 16.6% of WINN and 25% of WMFJ. Robert Wasdon owns 25% of WALT and 16.6% of WINN.

JAMES D. ASHER STATIONS—WJDA Quincy, WESX Salem and WGAW Gardner, all Mass.

GENE AUTRY STATIONS—KOOL-AM-TV Phoenix (55.38%), KOLD-AM-TV Tucson (48%), Ariz., KMPC Los Angeles (51%) and KSFO San Francisco (50%). Ownership: KOOL-AM-TV, Gene Autry, 55.38%; Tom Chauncey, 20.19%; Tom and Anne Long Kerney, 19.47%; Frank W. Beer, 4.96%; KOLD-AM-TV, Gene Autry, 48%; Tom Chauncey and Tom Kerney, each 20%; Harold C. Tovrea, 10%.

CY N. BAHAKEL STATIONS—WRIS Roanoke, Va., WKOZ Kosciusko, WABC-AM-TV Greenwood, Miss.; WKIN Kingsport, Tenn., WWOOD-AM-FM Lynchburg, Va., and WLBK-AM-FM Bowling Green, Ky.

H. & E. BALABAN STATIONS—Owns 50% each of following stations: WICS (TV) Springfield, WTVO (TV) Rockford, WHCT (TV) Champaign, all Ill.; WBMG Birmingham, Ala.; WRIT Milwaukee,

Group Ownership CONTINUED

Wis.; WMCN(TV) Grand Rapids, Mich.; owns 33 1/3% each of following stations: WIL St. Louis, Mo.; KBOX Dallas, Texas. Ownership Harry and Elmer Balaban, who also own chain of motion picture theatres in midwest. John F. Box, executive vice president.

W. W. BANKHEAD STATIONS—WWWB Jasper, WVF Fayette and WWR Russellville, all Ala. Mr. Bankhead owns 80% of all three stations.

BARTELL FAMILY RADIO GROUP—WOKY Milwaukee, Wis.; WAKE Atlanta, Ga.; KCBQ San Diego, Calif.; WILD Boston, Mass.; WYDE Birmingham, Ala.; KYA San Francisco. Gerald A. Bartell, president; Melvin Bartell, vice-president. Headquarters: Milwaukee, Wis. Represented by: Adam Young Inc.

J. PATRICK BEACON STATIONS—WJPB-TV Fairmont, WVW Grafton, and 10% of WETZ, New Martinsville, all W. Va.; and WBUT-AM-FM Butler, Pa.

BELLINGER-TOWNSEND-KEMPER STATIONS—WVMC Mt. Carmel, WIZZ Streator, and WRAM Monmouth (30%), all Ill.; WAWX Chippewa Falls, Wis. Stephen P. Bellinger, Ben H. and Joel W. Townsend, Morris E. Kemper.

BFR STATIONS—KELQ-AM-TV Sioux Falls, S.D.; WLWL-AM-FM Minneapolis, Minn.; KSO Des Moines, Iowa. Ownership: N. L. Bentson, Joseph L. Floyd, Edmund R. Ruben.

GEORGE W. BINGHAM STATIONS—WSLR Ogdenburg (58%), WGNV Newburgh (52%), WKIP-AM-FM Poughkeepsie (50.5%), all New York

RI-STATES STATIONS—KHOL-TV Kearney and KHPL-TV Hayes Center, both Neb., and NEW (TV) Sterling, Colo. Stockholders: F. Wayne Brewster, 55.5%; C. E. Freas, Jr., 13.9%; Willard F. Anderson, 10%; Donald E. Brewster, 11.1%; and Harold J. Hamilton, 5.6%.

CY BLUMENTHAL STATIONS—WARL-AM-FM-TV Arlington (Washington, D. C. area), WCMS Norfolk, WROV Roanoke (10%), all Va.; KCKN Kansas City, Kan.; WHHM Memphis, Tenn.; WABB Mobile, Ala.

BOOTH STATIONS—WJLB, WMZK (FM) Detroit, WBBC Flint, WSWG Saginaw, WIBM, WMKZ (FM) Jackson, WTOP, WTRT (FM) Toledo, all Michigan, WJVA South Bend, and WIOU Kokomo, both Ind. John L. Booth.

PAUL A. BRANDT STATIONS—WCBQ St. Helen, WCEN Mt. Pleasant and WBFC Fremont, all Mich.

KENYON BROWN STATIONS—KGLC Miami, Okla.; 40% of KIMO Independence, Mo.; 25% of KCOP (TV) Los Angeles, Calif.; 17% of KFOX Long Beach, Calif. Mr. Brown is associated with Harry L. (Bing) Crosby, George L. Coleman and Joseph A. Thomas in the ownership of KCOP and KFOX. Messrs. Crosby and Coleman each own 6% of KGLC. Mr. Brown is associated with Kevin B. Sweeney in the ownership of KIMO and KFOX. Mr. Sweeney owns 40% of KIMO and 32% of KFOX.

BURROUGHS-RANDOLPH STATIONS—KENM Portales, KZUM Farmington, both N.M.; KMUL Muleshoe, Texas. John Burroughs owns 50% of KENM, 40% of KMUL and 30% of KZUM. Leola Randolph owns 50% of KENM, 40% of KMUL and 20% of KZUM.

CALIFORNIA-OREGON STATIONS—KIEM-AM-TV and KRED (FM) Eureka, Calif.; KBES-TV Medford, Ore.; KUIN and KGPO (FM) Grants Pass, Ore.; KOTI-TV Klamath Falls, Ore., and KPIC-TV Roseburg, Ore. Ownership: California-Oregon TV Inc. (of Calif.) owns KIEM-TV and is wholly owned by Redwood Broadcasting Co. Redwood Broadcasting Co. owns KIEM and KRED (FM). California-Oregon TV Inc. (of Oregon) owns KBES-TV and KOTI-TV and is wholly owned by Southern Oregon Broadcasting Co. Southern Oregon owns KUIN and KGPO (FM) and, through Oregon Broadcasting Co., 50% of KPIC-TV. Southern Oregon is 50% owned by Redwood Broadcasting and 50% by Amos Voorhies and family. Redwood Broadcasting is owned by William B. Smullin, 78.65%; C. Edward Goodwin, 3%; Donald H. Telford, 5% and John G. Bauredidol, 5%.

CAPITAL CITIES STATIONS—WROW and WTEM (TV) Albany, N. Y.; WCDC (TV) Adams, Mass., and WTVD (TV) Durham, N. C. Ownership: Lowell J. Thonias, 16.2%; Frank M. Smith, 12.10%; John P. McGrath, 5.1%; William J. Casey, 4.4%; Leo W. O'Brien, 2.03%; Dean P. Taylor, 2.6%. Mr. Thomas is the CBS commentator. Messrs. O'Brien and Taylor are Congressmen from New York districts.

CAROLINA BROADCASTING STATIONS—WNCT (TV) Greenville, and 49% of WECT (TV) Wilmington, both N. C. Ownership: Earl McD. Westbrook, 26.82%; Wilson Press, Inc., (Wilson N. C. Times), 13.75%; Josh L. Horne, 3.75%; John H. Adams and wife, 10.7% and others. Mr. Horne is publisher of Rocky Mount (N.C.) Telegram and owns 53.85% of WCEC and WFMA (FM) Rocky Mount.

CASCADE BROADCASTING CO. STATIONS—KIMA-AM-TV Yakima, KEPR-AM-TV Kennewick-Pasco-Richland, KWIQ Moses Lake, KBAS-TV Ephrata, all Washington, and KLEW-TV, Lewiston, Ida. Ownership: A. W. Talbot, 73.5%; Thomas C. Bostic, 16.5%; Ralph Sundquist, 8% and others.

T. K. CASSELL STATIONS—WCHA-AM-FM Chambersburg, WBRX Berwick, WATS Sayre, all Pa.; WTOK Ithaca, WACK Newark, WTVE (TV) Elmira, all N. Y.; WGGG Gainesville, Fla. Mr. Cassel is associated with others in the ownership of these stations, including John S. Booth,

who also owns WMLP Milton, Pa.; 49.9% of WAQE and WTOW-FM Towson, Md., and 45% of WANE Waynesburg, Pa.
CBS OWNED STATIONS—WCBS-AM-FM-TV New York, KNX-AM-FM, KNXT (TV) Los Angeles, WBBM-AM-FM-TV Chicago, WCAU-AM-FM-TV Philadelphia, KCBS-AM-FM San Francisco, KMOX-AM-TV St. Louis, WEEI-AM-FM Boston, WXIX (TV) Milwaukee, and WBCT (TV) Hartford, Conn. All represented nationally by CBS Spot Sales. CBS also owns Columbia Records Inc. For CBS executives, see page A-442.
CENTRAL KANSAS STATIONS—KCKT (TV) Great Bend and KGLD (TV) Garden City, both Kan., and KOMC (TV) McCook, Neb. Stockholders: E. C. Wedell and family, 38.49%; Vyrl Levan, 6.97%; H. P. and Fred Thies and families, 6%; R. R. Rinker, 5%; C. L. Roberts, 4.44%; and others.

WILLIAM S. CHERRY STATIONS—WPRO-AM-FM-TV Providence, R.I., and WDBO-AM-FM-TV Orlando, Fla. Mr. Cherry owns 85% of Cherry Broadcasting Co. Cherry Broadcasting Co. owns 44.9% of WPKO stations and 100% of Orlando stations. Other Cherry Broadcasting Co. stockholders are William H. Goodman, 10% and Arnold F. Schoen Jr., 5%.

CHRONICLE PUBLISHING CO. STATIONS—(San Francisco Chronicle)—KRON-TV San Francisco, KBAK-TV Bakersfield, Calif.

CLEARFIELD BROADCASTERS STATIONS—WCPA Clearfield and WDAF Indiana (32%), both Pa., and WJCM Sebring, Fla. Ownership: Wholly owned subsidiary of Progressive Publishing Co. (Clearfield Progress and Danville [Pa.] News), 19.8% each by William K. Ulerich, Richard J. Kennard, Bratton R. Gardner and John H. Biddle.

COGGINS-OSBORNE RADIO GROUP STATIONS—WBCU Union and WAGS Bishopville, S. C. Mr. Coggins also owns WKDK Newberry, S. C. James F. Coggins and Edward L. B. Osborn.

JOHN C. COHAN STATIONS—KSBW-TV Salinas-Monterey; KVEC, KSBY-TV San Luis Obispo, both Calif. Stockholders: John C. Cohan, 37.57%; William M. Oates, 25.6%; C. Howard Lane, 6%, and others. Mr. Cohan owns KVEC. Mr. Lane also holds interests in KOIN-AM-FM-TV Portland, Ore.; KOMO-TV Seattle, Wash. (See Gamble-Lane Stations in "Group Ownership").

COLORADO NETWORK—KRAI Craig, KSLV Monte Vista-Alamosa, KUCC Montrose-Delta, all Colo. George O. Cory, president.

COMMUNITY BROADCASTING SERVICE STATIONS—WABI-AM-TV Bangor, WAGM-AM-TV Presque Isle, WABM Houlton, and WPOR Portland, all Maine. Stockholders: Horace Hildreth, Henry Oliver Rea and associates, who also have varying interests in WMTW-TV Poland Spring, Maine (Mt. Washington, N.H.). Mr. Rea and associates also have interests in WENS (TV) Pittsburgh, Pa.

CONCERT NETWORK INC. STATIONS (all fm)—WBCN Boston, Mass.; WXCN Providence, R.I.; WHCN Hartford, Conn.; WNCN New York, N. Y. Executive offices: 171 Newbury St., Boston 16, New York offices: 28 W. 44th St., New York 36. T. Mitchell Hastings Jr., president; Roger H. Strawbridge, asst. to president; Lawrence Wynn, New York sales manager.

CONFEDERATE BROADCASTING STATIONS—WLS Tallahassee and WJHB Talladega, both Ala., WMBC Macon, Miss. Ownership: Ned Butler and James Hemphill, co-partners.

CORINTHIAN STATIONS—KOTV (TV) Tulsa, Okla.; WISH-AM-TV Indianapolis, Ind.; WANE-AM-TV Fort Wayne, Ind.; KGUL-TV Houston, Texas. All owned by J. H. Whitney & Co. (C. Wrede Petersmeyer, in charge of broadcasting), except KGUL-TV which is 90% owned by Whitney company. Ownership: J. H. Whitney & Co., J. H. Whitney (ambassador to Great Britain), 48.5%; Benno C. Schmidt, 12%; Walter N. Thayer, 9%; C. Wrede Petersmeyer, 6%; John K. Schemmer, 6%, and others.

CORP. OF PRESIDENT, CHURCH OF JESUS CHRIST OF LATTER DAY SAINTS (Mormon Church)—KSL-AM-FM-TV Salt Lake City (63.3%), KID-AM-TV Idaho Falls, Idaho (31.78%), KBOI-AM-FM Boise, Idaho (14.24%).

SHERRILL CORWIN STATIONS—KDAY-AM-FM-TV San Francisco, KFMX (FM) San Francisco, KPAZ (FM) San Bernardino, NEW (FM) Santa Barbara, and 11% of KPRO Riverside, KREO Indio, KROP Brawley and KYOR Blythe, all Calif.

COWLES STATIONS—KRNT Des Moines, Iowa; WHTN-AM-TV Huntington, W. Va., owned and operated by Cowles Broadcasting Co.; KRNT-TV Des Moines, Iowa, owned and operated by KRNT-TV Co. (60% owned by Cowles Broadcasting Co.; 40% by trustees of Kingsley H. Murphy estate); WCCO-AM-TV Minneapolis, Minn. (47% owned by Minneapolis Star and Tribune Co.), KTVH (TV) Hutchinson (Wichita), Kan. (80% owned by Minneapolis Star and Tribune Co.).

JAMES M. COX STATIONS—WSB-AM-FM-TV Atlanta, WHIO-AM-FM-TV Dayton, Ohio, WKCT (TV) Miami, Fla. (42.5%) Headquarters: Atlanta. James M. Cox Jr., president; J. Leonard Reusch, executive director.

CROSLLEY BROADCASTING CORP.—WLW and WLWT (TV) Cincinnati, WLWD (TV) Dayton and WLWC (TV) Columbus, all Ohio; WLWA (TV) Atlanta, Ga. and WLWI (TV) Indianapolis, Ind. Robert E. Dunville, president (Cincinnati). Crosley is a subsidiary of Avco Mfg. Corp., which owns companies manufacturing home appliances, radio-TV and other electronics products, airplane engines, farm implements and other heavy machinery.

VIC DIEHM ASSOC. STATIONS—WAZL-AM-FM-TV Hazelton, WHOL Allentown, WHLM-AM-

FM Bloomsburg, all Pa.; WTAL Tallahassee, Fla., and WIDE Biddeford, Maine. Principal stockholders: Victor C. Diehm, George M. Chisnell and Hilda M. Deisroth. Mr. Diehm controls WIDE.

DIXIE RADIO STATIONS—WDLF-AM-FM Panama City, WCOA Pensacola, Fla.; KCIL Houma, La. Ownership: Denver T. Brannen, 100%.
R. H. DREWRY STATIONS—KSWO-AM-TV Lawton, KGWA Enid, KRHD Duncan, all Okla., WMID-TV Midland, Texas. Ownership: KSWO stations, R. H. Drewry, 53.5%; T. R. Warkentin, 15.5%; J. R. Montgomery, 15.5%; R. P. Scott, 15.5%; KMID-TV, R. H. Drewry, 29%; T. R. Warkentin, 18.4%; J. Conrad Dunagan, 10.5%; E. G. Rodman, 12.3% and others. KSWO principals own 90% of KRHD. Messrs. Drewry and Warkentin respectively own 64% and 15.5% of KGWA.

DUHAMEL ENTERPRISES STATIONS—KOTA-AM-TV Rapid City, S.D.; KDUH-TV Hay Springs, Neb. Stockholders: Mrs. Helen S. Duhamel, 91% and others.

ERNST STATIONS—KWOR Worland, KWRL and KWRE-TV Riverton, KRTR Thermopolis, all Wyoming, Joseph P. and Mildred V. Ernst.

DAWKINS ESPY STATIONS—KBEV Portland, Ore.; KIKK Bakersfield, Calif. (90%); KINK Phoenix, Ariz. (50%).

EDWIN H. ESTES STATIONS—WEDR Birmingham, WMOZ Mobile, both Ala.; WPFA Pensacola, Fla.

FARM & HOME STATIONS—KFNF Shenandoah, Iowa; KMMJ Grand Island, Neb.; KXXX Colby, Kan. Ownership: Don Searle, 17.4%; William A. Martin, 17.4%; K. C. Titus, 17.4%; W. A. Mosier, 17.4%; H. A. Searle Jr., 10.1%; Helen Searle Blanchard, 10.2%; J. Herbert Hollister, 10.1%. Mr. Hollister owns KCOL Fort Collins, and KBOL Boulder, both Colo.

THEODORE FEINSTEIN STATIONS—WLYN Lynn and WNEP Newburyport, Mass.; WOTW-AM-FM Nashua, N.H.; W7SA Brattleboro, Vt.

J. J. FENLON STATIONS—KPGC Cedar Rapids, KTRI Sioux City, both Iowa, and KOOO Omaha, Neb.

JOHN E. FETZER STATIONS—WKZO-AM-TV Kalamazoo, WWTW (TV) Cadillac, and WJEF-AM-FM Grand Rapids, all Mich.; KOLN-TV Lincoln, Neb., and 49% of WMBD-AM-FM Lincoln, Ill.

FISHER STATIONS—KUGN-AM-FM Eugene, KUMA Pendleton, KBZY Salem, all Ore. C. H. Fisher, Edna Fisher, C. O. Fisher and Jane Fisher, C. H. Fisher owns 50% of KDLS The Dalles, Ore.; Edna Fisher owns 26% and C. H. Fisher 0.5% of KVAL-TV Eugene, Ore.

WILLIAM C. FORREST STATIONS—WIBU Poynette; WWFC (FM) Baraboo, and WRDB Reedsburg, all Wisconsin.

FOUNDERS CORP. STATIONS—KPOA Honolulu; WFBL Syracuse, N. Y.; WTAC Flint, Mich.; 50% of KTVR (TV) Denver, Colo., and 50% of WSMB New Orleans, La. Harold E. Anderson, president. Ownership: John M. Shateen, principal stockholder.

FRIENDLY GROUP—WSTV-AM-FM-TV Steubenville, Ohio; WHTO-TV Atlantic City, N. J.; WPIT Pittsburgh, Pa.; KODE-AM-FM-TV Joplin, Mo.; WBOY-AM-FM Clarksburg and WPAR and WAAM (FM) Parkersburg, both W. Va.; KMLB-AM-FM Monroe, La. John J. Laux, managing director. Ownership: Jack N. Berkman and wife, 20.1%; Louis Berkman and wife, 20.1%; Allen H. Berkman, 8.4%; John J. Laux and wife, 14.3%; Carl A. Winman, 5.2% and others. Allen H. Berkman has a 4.4% interest in WJPA Washington, Pa. Minority WSTV stockholder John S. Williamson (1.03%) owns 0.9% of WEIR Weirton, W. Va.

FRONTIER BROADCASTING CO. STATIONS—KFBC-AM-TV Cheyenne, KRAL Rawlins, KVRB Rock Springs (45.4%), all Wyoming, and KSTF (TV) Scottsbluff, Neb. Bill Grove, general manager, is majority owner of KSID Sidney, Neb. Ownership: Cheyenne Newspapers Inc. (Cheyenne Eagle and State-Tribune and other Wyoming newspapers), 24.6%; F. H. Ricketson Jr., 12.5%; D. E. Woodson, 4.8%; Tracy S. McCracken and family, 15.7%; Raymond F. List and wife, 5.6%. Mr. Ricketson is also a 1% stockholder of National Theatres Inc. (WDAF-AM-TV Kansas City, Mo.). Mr. McCracken and family control Cheyenne Newspapers Inc.

J. A. GALLIMORE STATIONS—WSNW-AM-FM Seneca, WSSC Sumter, WBAW Barnwell, WABY Abbeville, and WHBC Hampton, all South Carolina; WLFA Lafayette, Ga.

JOSEPH GAMBLE STATIONS—KJOY Stockton, KWIP Merced, NEW Santa Rosa (50%), NEW Carmichael (75%), all Calif.

GAMBLE-LANE STATIONS—KOIN-AM-FM-TV Portland, Ore. (50%); KOMO-TV Seattle, Wash. (33 1/3%). Theodore R. Gamble, C. Howard Lane, Mr. Lane also owns 6% of KSBW-AM-TV Salinas and of KSBY-TV San Luis Obispo, both Calif. (See John C. Cohan Stations).

GANNETT NEWSPAPERS STATIONS—WHEC-AM-TV Rochester, WINR-AM-TV Binghamton, WENY Elmira, all N. Y.; W DAN-AM-TV Danville, Ill.; KOVR (TV) Stockton, Calif. Headquarters: Rochester, N. Y. Frank E. Tripp, chairman; Paul Miller, president; Lynn N. Bliner, general manager; C. Glover DeLaney, managing director, radio group.

GILA BCTG. CO. STATIONS—KCKY Coolidge, KWJB Globe, KGLU Safford, KVNC Winslow, KCLF Clifton, all Arizona. Lewis F. Long, president.

A. L. GLASMANN STATIONS—KJMN Denver, KUTV (TV) Salt Lake City (51%) and KLO Ogden, both Utah; KLIK-AM-TV Twin Falls and KGEM Boise, both Idaho, and KMOM Great Falls, Mont. Mr. and Mrs. George C. Hatch (Mrs. Hatch is Mr. Glasmann's daughter) own KALL Salt Lake City, 15% of KUTV (TV) Salt Lake City, and 67% of KOPR Butte, Mont. Mr. and Mrs. Cecil L. Hefel (Mrs. Hefel is Mr. Glasmann's

daughter) own KIMN, and 24% of KLO, KGEM, KJXX-AM-TV.

GOOD NEIGHBOR STATIONS—WKBR-AM-FM Manchester, WTSV-AM-FM Claremont, WTSL, Hanover-Lebanon, WTSN Dover, all New Hampshire; WNOW-AM-FM-TV York and WAEB Allentown, both Pa. Headquarters: 155 Front St., Manchester, N. H. W. F. Rust Jr., president; Ralph Gottlieb, vice president-gen. mgr. Ownership: William F. Rust Jr., 51%; Margaret D. Rust, 19%; Ralph Gottlieb, 30%.

S. L. GOODMAN STATIONS—WYSR Franklin, WILA Danville, and WYTI Rocky Mount, all Va. **SHERWOOD CORDON STATIONS**—WSAI-AM-FM Cincinnati, Ohio; KBUZ and KTYL-FM Mesa and KCUB Tucson, both Ariz.

CARY L. GRAHAM STATIONS—WETO Gadsden, WANA Anniston, WPID Piedmont, all Alabama. **AGNES JANE REEVES GREER STATIONS**—WAJR-AM-FM Morgantown, W. Va.; WJER Dover, and WAND Canton, both Ohio, and WKJF-FM-TV Pittsburgh, Pa.

JOHN T. GRIFFIN STATIONS—KWTU (TV) Oklahoma City (50%); KTUL-AM-TV Tulsa, both Okla.; KATV (TV) Pine Bluff-Little Rock, Ark. Ownership: KWTU, Video Investment Co. (John T. Griffin), 50%; Roy J. Turner, 12.5%; Luther T. Dulaney, 12.5%; F. E. Harper, 12.5%; Video Independent Theatres (motion picture chain and operator of community antenna systems in south-west), 12.5%. KTUL stations, John T. Griffin, 56.5%; Marjory Griffin Leake, 39.45%; James C. Leake, 3.61%. KATV, John T. Griffin, 45%; James C. Leake, 45%; Byron Mathes, 10%.

D. SPENCER CROW STATIONS—KEYY Provo, Utah. KEEP Twin Falls, Idaho. KEXO Grand Junction, Colo. Mr. Crow and wife own 90% of KEYY, 50% of KEEP, and Mr. Crow owns 43% of KEXO.

HARPOLE STATIONS—KVOU Uvalde, KVOZ, Laredo, KVOP Plainview, and KEPS Eagle Pass, all Tex. E. J. and W. J. Harpole.

HARRIS-ALEXANDER-JONES STATIONS—KELP-AM-TV El Paso, Tex., and KXLY-AM-TV Spokane, Wash. Ownership: KELP stations, Joseph Harris, 40%; Norman Alexander, 40%; Richard E. Jones, 20%. KXLY stations, Joseph Harris, 45%; Norman Alexander, 45%; Richard E. Jones, 10%.

HAWAIIAN BROADCASTING SYSTEM STATIONS—KGM-AM-TV Honolulu, KHBC-AM-TV Hilo, KMAU (TV) Waialua, all T.H. Ownership: Consolidated Amusement Co. (motion picture theatres), 75.5%; Honolulu Star-Bulletin, 24.5%.

HAWKINS-HUBBS STATIONS—KIUM Pecos, KVLV Alpine, KFST Fort Stockton, all Tex., and KVFC Cortez, Colo. Ownership: KIUM, Barney Hubbs, 74%; Jack Hawkins, 25%; Billy H. Hawkins, 1%. KVLV, Gene Hendryx, 55%; Jack Hawkins, 15%; Barney H. Hubbs, 15%. KFST, George Bakert, 10%; James Hawkins, 5%. KFST, George Bakert, 56%; Jack Hawkins, 20%; Barney H. Hubbs, 20%. KVFC, Jack Hawkins, 67%; Barney H. Hubbs, 25%; James Hawkins, 8%.

HEARST STATIONS—WBAL-AM-TV Baltimore; WISN-AM-TV Milwaukee; WCAE and 50% of WTAE (TV) Pittsburgh. WBAL and WISN licensed to Hearst Corp. WCAE licensed to WCAE Inc. WTAE licensed to Television City Inc. D. L. Provost, vice president and general manager for radio and television, Hearst Corp. Leonard Kapner, president, WCAE Inc.

HEART OF THE BLACK HILLS STATIONS—KDSJ-AM-TV Deadwood; KRSD-AM-TV Rapid City, both S. D. John, Eli and Harry Daniels, 33% each.

HIGHLAND STATIONS—WKNE-AM-TV Keene and 50% of WKXL Concord, both N. H.; WKVT Brattleboro, Vt., and WKNY Kingston, N. Y. Ownership: Joseph K. Close and wife, 76.6%; Lyman Spitzer, 6.8%; Robert T. Colwell, 4.6% and others. Note: Sale of WKXL interest pending and purchase WBRK Pittsfield, Mass., pending FCC approval.

OSCAR C. HIRSCH STATIONS—WHCO Sparta, Ill.; KFVS-AM-TV Cape Girardeau, Mo.; KFMO Flat River, Mo., and minority interest in KSIM Sikeston, Mo.

HOLT STATIONS—WHSY Hattiesburg and WINY McComb, both Miss.; WHY Montgomery, Ala.; WIXY Bogalusa, La., and KOMT Tulsa, Okla. Charles W. Holt, president and managing director.

HOOK STATIONS—WDOB Canton, WELZ Belzoni, WMAG Forest, all Miss.; WRUS Russellville, Ky., and 49% of WRAG Carrollton, Ala. Roth E. Hook and wife.

HORTON-KINCAID STATIONS—WFKY Frankfort, WVLC Lexington, both Ky.; WHOO-AM-FM Orlando, Fla. Donald J. Horton owns 15.5% of WVLC, 25% of WFKY and 50% of WHOO; G. D. Kincaid owns 35% of WVLC, 27% of WFKY and 50% of WHOO.

REX G. HOWELL STATIONS—KREX-TV Grand Junction, KFXJ-TV Montrose and KGLN Glenwood Springs (50%), all Colo.

STANLEY E. HUBBARD STATIONS—KSTP-AM-TV Minneapolis-St. Paul, Minn.; KOB-AM-TV Albuquerque, N. M.; WGTQ Cypress Gardens, Fla. Stockholders: Stanley E. Hubbard, 59.7%; Didrikke S. Hubbard, 15.2%; Thomas E. Bragg, 7.8%; Vera Bragg, 7.8%; Paulette E. Godfrey, 5.54%.

BIRNEY JES JR. STATIONS—WCBI-AM-TV Columbus, WMOX Meridian, WELO Tupelo, WNAG Granada, and WROX Clarksdale, all Mississippi.

IMPERIAL BROADCASTING SYSTEM—KPRO Riverside-San Bernardino, KROP Brawley-El Centro, KREO Indio-Palm Springs, KYOR Blythe, all Calif. Office: 633 Hollywood Blvd., Hollywood 28, Calif. Telephone: Hollywood 2-6464. Frank K. Danzig, president-general manager; A. Bartlett Ross Jr., vice president-general sales manager.

ROBERT E. INGSTAD-MARTIN OBIE STATIONS—KEYJ Jamestown, KBMW Wahpeton, KOVC Valley City, all N. D.; KWAD Wadena, Minn. Ownership: Mr. Ingstad, 60%; Mr. Obie, 33%.

JEFFERSON STANDARD LIFE INSURANCE CO. STATIONS WBT and WBTV (TV) Charlotte, N. C.; WBTW (TV) Florence, S. C.; WBIG Greensboro, N. C.; 16.2% interest in WFMY-TV Greensboro, N. C.

WILLIAM F. JOHNS FAMILY STATIONS—WOSH Oshkosh, Wis.; WMIN-AM-FM St. Paul, Minn.; KHSI Sioux Falls, S. D., and KRIB Mason City, Iowa. William F. Johns Sr. and Jr., Mr. Johns Sr. also owns 9% of WSPT Stevens Point, Wis.

MYRON JONES STATIONS—WRED Youngstown and WHOT and WYNS-FM Campbell, both Ohio; WJET Erie (63.5%) and WTIV Titusville, (32%), both Pa.

K STATIONS—KBOY Medford, KAJO Grants Pass, both Ore.; KPAP Redding and KDAD Weed, both Calif. C. E. Wilson and Phil Jackson. **V. P. KENWORTHY STATIONS**—KODI, The Dalles, KWRC Pendleton, both Ore.; KPKW Pasco, Wash. (all 50%).

KERR-MCGEE STATIONS—WEEK-AM-TV Peoria, and WEEQ-TV La Salle, both Ill., and 45% of KVOO-TV Tulsa, Okla. Ownership: WEEK stations and WEEQ-TV, U. S. Sen. Robert S. Kerr (D-Okla.), 50.8%; D. A. McGee, 15.5%; T. M. Kerr, 11.1%; and others. KVOO-TV, Sen. Kerr, 13.1%; Grayce B. Kerr, 14.8%; D. A. McGee, 7.4% and others in same group.

KICKAPOO PRAIRIE STATIONS—KICK Springfield, KLRS Mountain Grove and KBIN Neosho, all Mo. Ownership: Floyd W. Jones, Lester Strauss and Roger H. Taylor.

HAROLD AND HELEN KING STATIONS—WPED Arlington, WDAT South Daytona, WTHR Panama City Beach, all Fla.; KGHI Little Rock, Ark.

KING BROADCASTING CO. STATIONS—KING-AM-FM-TV Seattle, Wash.; KGW-AM-TV Portland, Ore., and 60% of KREM-AM-FM-TV Spokane, Wash. Mrs. Dorothy S. Bullitt is controlling stockholder.

JOHN W. KLUGE STATIONS—WGAY-AM-FM Silver Spring, Md. (100%), KNOK Fort Worth, Tex. (100%), WILY Pittsburgh, Pa. (77%); WKDA Nashville, Tenn. (73%); WINE-AM-FM Buffalo, N. Y. (90%). Mr. Kluge also owns 37% of Class B stock in WLOF-TV Orlando, Fla. Note: Purchase of WRSR-AM-FM Cleveland pending FCC approval.

JOHN S. KNIGHT STATIONS—WAKR-AM-FM-TV Akron, Ohio (45%), and 42.5% interest in WCKT (TV) Miami.

KNORR STATIONS—WKM-AM-FM Detroit-Dearborn, WKMF Flint, WKIM Jackson and WSAM-AM-FM Saginaw, WELL Battle Creek, all Mich. Fred A. Knorr, president and general manager.

LACKEY STATIONS—WRAJ-AM-FM Anna, Ill.; WPAD-AM-FM Paducah, WHOP-AM-FM Hopkinsville and WSON-AM-FM Henderson, all Ky. Pierce E. and F. E. Lackey jointly own WRAJ. Pierce E. Lackey owns WPAD stations; F. E. Lackey owns WHOP stations. Hecht S. Lackey owns WSON.

CHARLES W. LAMAR STATIONS—WPPA-TV Pensacola, Fla.; 46.5% of KTAG-TV Lake Charles, La. Ownership: WPPA-TV, Mr. Lamar, 100%. KTAG-TV, Mr. Lamar, 46.5%; Warren Berwick, 32.4%; R. B. McCall Jr., 10.7%; Harold Knox, 10.7%.

EDWARD LAMB ENTERPRISES INC.—WICU-AM-TV Erie, Pa.; WMAC-TV Massillon, Ohio. Headquarters: 500 Edward Lamb Bldg., Toledo. Washington office: 605 Southern Bldg. Edward Lamb, president; Frank Oswald, vice president; Ben McLaughlin, general manager.

T. B. LANFORD STATIONS—KALB-AM-FM and 51% of KALB-TV Alexandria, KPCL-AM-TV Lake Charles (33.3%), KRMD-AM-FM Shreveport (85%), all La.; WSLI and WJTV (TV) Jackson, Miss. (13.8%), and KRRV Sherman, Tex. (98%).

LBJ STATIONS—KTBC-AM-TV Austin, KRGV-AM-TV Weslaco, and 29% of KWTX-AM-TV Waco, all Tex. Ownership: Mrs. Claudia T. Johnson (wife of U. S. Sen. Lyndon Johnson (D-Tex.)), 60.8%; J. C. Kellam, 5.5% and others.

LEE STATIONS—KHQA-TV Hannibal, Mo.-Quincy, Ill.; WTAD-AM-FM Quincy, Ill.; KGLO-AM-FM-TV Mason City, Iowa; WMTV (TV) Madison, Wis.; 41% of WKBT (TV) LaCrosse, Wis., and minority interests in both WIBA Madison, Wis. and KFAB Omaha, Neb. Ownership: Lee Radio Inc., Lee P. Loomis, 8.75%; Elizabeth Norris, 25.75%; Wanda Eighmey, 4.6%; Earl Hall, 5%; Laura Lee, 12%; James F. Powell, 5.1% and others. Lee Radio Inc. and principals have varying interest in these stations.

RICHARD FIELD LEWIS JR. INC. STATIONS—WINC, WRFL (FM) Winchester, WSIC Mt. Jackson, WAGE Leesburg, and WFWA Fredericksburg (60%), all Virginia; WAYZ Waynesboro and WHYL Carlisle, both Pennsylvania; WELD Fisher, W. Va. Ownership: Marion Park Lewis, executrix.

HARRY WILLARD LINDER STATIONS—KLGR Redwood Falls, KMHM Marshall, KWLM Willmar (63.3%), KDMA Montevideo (58%), and KTOE Mankato (10%), all Minnesota.

J. G. LONG STATIONS—KIOX Bay City, KVIC Victoria and KTLW Texas City, all in Texas.

JOHN J. LOUIS STATIONS—KVAR (TV) Phoenix-Mesa, KSTAR Phoenix, KYUM Yuma and KYCA Prescott, all Arizona. Ownership: John J. Louis and family, 68.2%; Richard O. Lewis, 17.7%; Sam Kahan, 7.4% and others.

JESSICA L. LONGSTON STATIONS—KBAR Burley, Ida. (86%); KSEM Moses Lake, Wash. (56%); KAYO Seattle, Wash. (32%); KPUG Bellingham, Wash. (50%). Mrs. Kathleen Brownlow Ward and R. E. Pollock, who are associated with Mrs. Longston in the ownership of some of these stations, own KRSC Olhella, Wash.

MALCO THEATRES STATIONS—WTMV (TV) Utica, N. Y.; WAMT (TV) Memphis, Tenn., and KMPH (TV) Oklahoma City, Okla. Stockholders: M. A. Lightman, 75.8% and others.

MARTIN THEATRES OF GEORGIA—WTVM (TV) Columbus, Ga., and WTVC (TV) Chattanooga, Tenn. Ownership: E. D. Martin and R. E. Martin Jr., 50% each.

MATISON STATIONS—WXXX and 25% of WDAM-TV Hattiesburg, WAML Laurel and WABO Waynesboro, all Miss. David A. Matison Jr.

HERBERT MAYER STATIONS—WXEL (TV) Boston and WPHD (TV) Philadelphia.

WENDELL MAYES STATIONS—KBWD Brownwood, KNOW Austin, KCRS Midland, 40% of KSNY Snyder, 40% of WACO Waco, and 35% of KXOL Fort Worth, all Tex., and 50% of KTKO Oklahoma City, Okla.

J. ELROY MCCAW STATIONS—KTVW (TV) Tacoma-Seattle, Wash.; WINS New York, KDAY Santa Monica, 50% of KONA (TV) Honolulu and 50% of KTVR (TV) Denver (with John D. Keating); 50% of KELA Centralia, 33% of KALE Richland, both Wash., and KDAY Santa Monica, Calif. Cousin Robert S. McCaw owns KLOQ Yakima, Wash.

MCCLATCHY BROADCASTING CO. STATIONS—KFBK-AM-FM Sacramento, KMJ-AM-FM-TV Fresno, KERN-AM-FM Bakersfield, KBEE-AM-FM Modesto, all Calif.; KOH Reno, Nev. Headquarters: 21st & Q Sacramento 4, Calif. Eleanor McClatchy, president.

C. A. MCCLURE STATIONS—WCHK Canton and WGBA Columbus, both Ga.; WULA Eutaw, Ala. **LOYD C. MCKENNEY STATIONS**—KMDO Fort Scott, Kan.; KRMO Monett, KBHM Branson (50%), both Mo.

MCLENDON STATIONS—KLIF Dallas, KILT Houston, KISA San Antonio, all Tex.; KEFL Shreveport, La., and WAKY Louisville, Ky. Barton R. McLendon, chairman; Gordon H. McLendon, president; W. S. Morgan Jr., C. W. Weaver, Donald Keyes and Glenn Callison, all vice presidents.

MCLENDON EBONY STATIONS—WOKJ Jackson, Miss.; KOKY Little Rock, Ark.; KZEA Shreveport, La.; WENN Birmingham, Ala. John M. McLendon and associates.

MCAUGHTON STATIONS—WCRA Ettingham, WRMN Elgin, both Illinois; KXGI Fort Madison, Iowa. Joseph E. McNaughton and family.

BOB MCERANEY STATIONS—WAMY Amory, WROB West Point (50%) and WONA Winona (50%), all Mississippi.

MEREDITH PUBLISHING CO. STATIONS—KCMO-AM-FM-TV Kansas City, Mo.; KPHO-AM-TV Phoenix, Ariz.; WOW-AM-TV Omaha, Neb.; WHEN-AM-TV Syracuse, N. Y.; KRMG Tulsa, Okla. Headquarters: Des Moines, Iowa. Payson Hall, director, and C. A. Larson, asst. director, radio-TV.

MERRIMAN-GOBER-TOBEY STATIONS—KOTS Deming, KOBE Las Cruces, and KWYK Farmington, all N. M.; Edwin E. Merriman, Jimmie D. Gober, Robert W. Tobey.

METROPOLITAN BROADCASTING CO. STATIONS—WNEW-AM-FM-TV New York; WTTG (TV) Washington, D. C.; WHK Cleveland, Ohio. WNEW-TV and WTTG represented by Weed & Co.; WNEW and WHK by Robert E. Eastman Co. Bernard Goodwin, president; Richard D. Buckley, vice president; Bennet Korn, vice president-general manager; John M. Grogan, vice president (radio programming); David Yarnell, program manager. Jones, Kreger & Hewitt, 23.7%; Paramount Pictures Inc., 21.75%; Richard D. Buckley, 10.8%; Carl M. Loeb, Rhoades & Co., 3.57%, and others.

MEYER BROADCASTING CO. STATIONS—KFYR-AM-TV Bismarck, KUMV-TV Williston, and KMOT (TV) Minot, all N. D. William A. Ekberg, president. Ownership: Marietta M. Ekberg Trust (Eta Hoskins Meyer, mother of Marietta Ekberg, trustee), 35.3%, and others.

MID-AMERICA BROADCASTING STATIONS—KOSI Aurora-Denver, Colo.; WGVM Greenville, Miss., and KOBY-AM-FM San Francisco, Calif. All owned or controlled by David M. Segal.

MIDNIGHT SUN BROADCASTING CO. STATIONS—KFAF-AM-TV Fairbanks, KENI-AM-TV Anchorage, KTKN Ketchikan, all Alaska. Harry Hill, president; Alvin O. Bramstedt, general manager. Ownership: Lathrop Co., 80%, and others.

MIDWESTERN BROADCASTING CO. STATIONS—WTCM, WPBN-TV Traverse City, WBDC-TV Cheboygan, WATT Cadillac, WATC Gaylord, WATZ Alpena, and WMBN Petoskey, all in Michigan. Ownership: Les Blederman, 30%; Edward Biederman, 25.5%; Drew McClay, 15%; William Kiker, 16.25%; Fred Zierle, 16.25%.

MINERS BROADCASTING STATIONS—WPAM-AM-FM Pottsville, WLSH Lansford and WMBA Ambridge, all Pa. Joseph L., Kenneth F. and John T. Maguire.

MINING JOURNAL STATIONS—WDMJ-AM-TV Marquette, WMIQ Iron Mt., WIRN (TV) Ironwood, and WLST Escanaba, all Mich. Frank J. Russell Jr., principal stockholder. Purchase of 50% interest in WROD Daytona Beach, Fla., pending FCC approval.

CARLETON W. MORRIS STATIONS—KSUN Bisbee, KAWT Douglas and KHFH Sierra Vista, all Arizona.

MORGAN MURPHY-WALTER C. BRIDGES STATIONS—WEAU-AM-FM-TV Eau Claire, WISC-AM-FM-TV Madison, WMAM, WMBV-TV Green Bay-Marquette, all Wis.; KVOL-AM-FM-TV Lafay-

Group Ownership CONTINUED

ette, La.; KGTU (TV) Des Moines, Iowa; WEBC Duluth, WMFG Hibbing, WHLB Virginia, all Minn. Note: Sale of WMFG and WHLB pending FCC approval. Morgan and Elizabeth Murphy own 54.6% and Mr. Bridges 18.6% of WEAU stations; Murphys, directly and indirectly, own 50% of WISC stations; 50% of KVOL stations, 100% of KGTU, and 52.25% of WEBC, WMFG and WHLB. Mr. Bridges owns 10% of WEBC, WMFG and WHLB and 78% of WJMC-AM-FM Rice Lake, Wis.

NATIONAL TELEFILM ASSOC. STATIONS—WNTA-AM-FM-TV Newark, N. J.; KMSP (TV) Minneapolis, Minn. NTA is tv film distributor; also owns 50% of NTA Film Network (with 20th Century-Fox owning other 50%). Ownership: Ely A. Landau, 7.9%; Oliver A. Unger, 3.5%; Harold Goldman, 3.1% and others.

NBC OWNED STATIONS—WRCA-AM-FM-TV New York, WRC-AM-FM-TV Washington, WMAQ-AM-FM, WNBC (TV) Chicago, WRCV-AM-TV Philadelphia, KNBC-AM-FM San Francisco, KRCA (TV) Los Angeles, WBUF (TV) Buffalo, N. Y. (suspends Oct. 1), WKNE-WNBC (TV) New Britain, Conn.; WAMP-AM-FM Pittsburgh, Pa. All represented by NBC Spot Sales except WKNE, represented by Bolling Co. Ownership: NBC is a subsidiary of Radio Corp. of America, which manufactures electronic equipment, phonographs (RCA Victor), owns and operates RCA Communications Inc. and Radiomarine Corp. of America (communications), RCA Institutes (school), and RCA Service Co. For NBC executives, see page A-452.

ROBERT F. NEATHERY STATIONS—KWPM-AM-FM West Plains, KBHM Branson (50%), KALM Thayer, and KUKU Willow Springs, all Mo., and KAMS (FM) Mammoth Spring, Ark.

WALTER N. NELSKOG STATIONS—KUDE Oceanide, Calif. (80%); KQTY Everett, Wash. (58%); KUDI Great Falls, Mont. (25%); KQDY Minot, N. D. (25%). Note: Purchase of KLAN Renton, Wash., pending FCC approval.

NEWHOUSE NEWSPAPER STATIONS—WSYR-AM-FM-TV Syracuse, N. Y.; WAPI, WAFM (FM) and WABT (TV) Birmingham, Ala.; WPTA (TV) Harrisburg, Pa.; 50% of KOIN-AM-FM-TV Portland, Ore.; 22.71% of KTVI (TV) St. Louis, Mo. Ownership: S. I. Newhouse and family.

NEW SOUTH BROADCASTING STATIONS—WLSM Louisville, WNSL Laurel, WOKK Meridian, all Miss., and WACT Tuscaloosa, Ala. Frank E. Holladay, Joseph W. Carson and John S. Primm.

NORTH DAKOTA BCSTG. CO. STATIONS—KCJB-TV Minot, KXJB-TV Valley City, KBMB-TV Bismarck, all N. D., and KXAB-TV Aberdeen, S. D. John W. Boler, president-general manager and principal stockholder.

NORTHERN TV STATIONS—KTFA (TV) Anchorage and KTVF (TV) Fairbanks, both Alaska. Stockholders: A. G. Hibbert, 22.49%; William J. Wagner, 9.86%, and others. Mr. Wagner also owns 69.55% of KINY-AM-TV Juneau, which owns KIFW Sitka, both Alaska.

NORTHWESTERN COLLEGE STATIONS—KTIS-AM-FM Minneapolis, Minn.; KNWS Waterloo, Iowa, and KFNW Fargo, N. D.

GEORGE W. NORTON STATIONS—WAVE-AM-FM-TV Louisville, Ky., and WFTE-TV Evansville, Ind.

J. E. O'NEILL STATIONS—KJEO (TV) Fresno and KTRB-TV Modesto, both Calif. Owned 100% by J. E. O'Neill.

JAMES H. OTTAWAY STATIONS—WENE Binghamton-Endicott, N. Y.; WDOS Oneonta, N. Y.; WVPO Stroudsburg, Pa.

PAGLIN-RAY STATIONS—WBOK New Orleans KAOX Lake Charles, WXOK Baton Rouge, all Louisiana; KYOK Houston and KOPY Alice, both Tex., and WLOK Memphis, Tenn.; WGOK Mobile, Ala. WBOK, WXOK, WLOK, WGOK and KOPY are owned jointly by Jules J. Paglin and Stanley W. Ray Jr.; KAOX and KYOK are owned by Messrs. Paglin, Ray and Ed Prendergast, Thomas Gresham and others. Note: Sale of KOPY pending FCC approval.

B. J. PALMER STATIONS—WOC-AM-FM-TV Davenport, WHO-AM-FM-TV Des Moines, KMA Shenandoah, all Iowa (25%), and KFAB (48.6%) and KMTV (TV) Omaha (25%). Ownership: B. J. and D. D. Palmer, 82.8%; Ralph Evans, 1.6%; F. A. Loyet, 2.6%; Herbert C. Hender, 2.5%; Hugh C. Chance, 2.5%.

PEOPLES BROADCASTING STATIONS (Nationwide Insurance Co.)—WRFD Worthington, Ohio; WTTM Trenton, N. J.; WMMN Fairmont, W. Va.; WGAR-AM-FM Cleveland, Ohio; WNAX Yankton, S. D., and KQTV (TV) Sioux City, Iowa. Ownership: Peoples Broadcasting is subsidiary of Nationwide Insurance Co.

JOHN H. PERRY STATIONS—WJHP-TV Jacksonville, WESH-TV Daytona Beach and 40% of WNDP-AM-FM Daytona Beach, all Fla.

JOHN H. PRIPPS STATIONS—WKTG, WCTV (TV) Thomasville, Ga.; WTVS Marianna and WPTV (TV) West Palm Beach, both Fla.

DAVID P. PINKSTON STATIONS—KDAV Lubbock, KPEP San Angelo, KZIP Amarillo, all Tex.; KPIK Colorado Springs, Colo. Mr. Pinkston owns 50% of all these stations except KPEP, of which he owns 75%. Leroy Elmore owns 50% of KDAV and KPIK.

PLOUGH BCSTG. STATIONS—WMPs Memphis, Tenn.; WJJD Chicago, Ill.; WCOP-AM-FM Boston, Mass., and WCAO-AM-FM Baltimore, Md. Harold R. Krelstein, president, broadcasting subsidiaries. Ownership: Abe Plough, 13.9%, and others.

POLAN INDUSTRIES STATIONS—WPTV (TV) Ashland, Ky.; WLTV (TV) Wheeling, W. Va. Theodore M. Nelson, general manager, Tv Divi-

slon. Ownership: Albert S. E. G., Lincoln M. Charles M. and Lake Polan.

JOHN POOLE STATIONS—KBIG Avalon and KBIQ (FM) and KBIC-TV Los Angeles, KBIF and KBID-TV Fresno, Calif.

WILLIAM L. PUTNAM STATIONS—WWLP (TV) Springfield, WRLP (TV) Greenfield, both Mass. Note: Purchase of WWOR-TV Worcester, Mass., pending FCC approval. Stockholders: Roger L. Putnam Sr., 27.25%; William L. Putnam, 5.63%; WSPR Inc. (WSPR Springfield, Mass.), 8.13%; Joseph J. Deliso, 5.5%; James J. Fitzgerald, 8.3% and others. William L. Putnam, president-general manager.

RAHALL STATIONS—WKAP, WQCY-TV Allentown, WNAR Norristown, both Pa.; WWRN Beckley, W. Va.; WFEA Manchester, N. H. and WTSP-AM-FM St. Petersburg, Fla. N. Joe Rahall, president. Ownership: N. Joe Ferris E., Sam G. and the estate of Deem P. Rahall.

HENRY RAU STATIONS—WOL Washington, D. C.; WDOV Dover, Del.; WNAV Annapolis, Md. Mr. Rau owns 81% of WOL, 54% of WDOV. WOL licensee owns 91% of WNAV.

CYRIL W. REDDOCH STATIONS—KREH Oakdale, La.; KSTV Stephenville, Tex.; KDLA Deridder, La. Mr. Reddoch owns 66.66% of KREH and KSTV, and 50% of KDLA. Ralph L. Hooks owns 33 1/3% of KREH and KSTV. John McCrary owns 50% of KDLA.

RENEKAMP STATIONS—WKRZ and WDJR (FM) Oil City, WOTR Corry, WKBI St. Mary's (50%) WTRA Latrobe (20%), all Pa. Kenneth E. and Olivia Renekamp.

DONALD W. REYNOLDS STATIONS—KFSA-AM-FM Fort Smith, Ark.; KOLO-AM-TV Reno, KORK Las Vegas, KLRJ-TV Henderson, all Nev.; KHBG Okmulgee, Okla.; KBRB Springdale, Ark.; KHAD-TV Laredo, Tex. Mr. Reynolds is principal owner of Southwestern Publishing Co., which publishes newspapers in the southwest.

RIDDER PUBLICATIONS STATIONS—WDSM-AM-TV Superior, Wis. (Duluth, Minn.); WCCO-AM-TV Minneapolis-St. Paul, Minn. (26.5%); KSDN Aberdeen, S. D.; KILQ Grand Forks, N. D. Ownership: Victor F. Ridder and sons, B. H. Ridder Sr. and sons, Joseph E. Ridder and sons and their families.

ADELINE B. RINES STATIONS—WRDO Augusta, WLBZ-AM-TV Bangor, and WCSH-AM-TV Portland, all in Maine.

DEE RIVERS STATIONS—WJTV Savannah, Ga.; KWEM Memphis, Tenn.; WSWN Belle Glade, Fla. E. D. Rivers Jr., chairman.

JAMES RIVERS STATIONS—WLMJ Cordele, WJAZ Albany, WDOL Athens, WTH East Point, WACL Waycross, all in Georgia. Latter two stations are controlled by Mr. Rivers. William Blizard, WLMJ Cordele, Ga.

RKO TELERADIO PICTURES INC. (General Tele-radio Div.)—WOR-AM-FM-TV New York, WNAC-AM-FM-TV Boston, KHJ-AM-FM-TV Los Angeles, KFRC-AM-FM San Francisco, WHBQ-AM-TV Memphis, and WGMS-AM-FM Washington, D. C. Also owns and operates Don Lee and Yankee Networks. Thomas F. O'Neill, chairman, president and treasurer; John B. Poor, vice president; Norman Knight, vice president (general mgr., Yankee Network); George Steffy, vice president (Yankee Network); Gordon Gray, vice president (WOR-TV); Robert Leder, vice president (WOR-AM-FM); William Grumbles, vice president (general mgr.; WHBQ stations); Alfred Berry, general mgr., WGMS; John Hayes, general mgr., recording div.; Robert Manby and Gerald Kaufman, vice presidents (RKO); Wendell B. Campbell, vice president (general mgr., KFRC). Owned by General Tire & Rubber Co.

CECIL W. ROBERTS STATIONS—KREI Farmington, KCHI Chillicothe, KBIA Columbia, all Mo.; KCRB Chanute, Kan.; KCFI Cedar Falls, Iowa. Son-in-law Robert D. Rapp and wife own WINI Murphysboro, Ill.

AARON B. ROBINSON STATIONS—WDXE Lawrenceburg, WDXN Clarksville, WDXI-AM-TV Jackson, WTPR-AM-FM Paris, WENK Union City, all Tenn.; WCMR Corinth, Miss. Ownership: WDXI stations, Aaron B. Robinson, 57.3%; Harold L. Simpson, 13.3%; Frank M. Davis, 6.66%; Dave M. Palmer, 6.66%; Cecil G. Murdock, 6.66%; D. F. Prince, 6.66% and others. Messrs. Robinson, Simpson and Davis own varying interests, but all adding up to majority control, in other stations listed.

ROCKY MOUNTAIN TELE STATIONS—KTWO-TV Casper and KTWX-TV Sheridan, both Wyoming. Stockholders: Harricope Inc., 33 1/3%; Irving B. Harris, 13 1/3%; Donald P. Nathanson, 13 1/3%; Benjamin Berger, 40%. Harricope is 40% owned by Burt I. Harris, 40% by Irving B. Harris and 20% by Mr. Nathanson.

E. O. RODEN STATIONS—WBEP Booneville, WGCM Gulfport (40%), WTUP Tupelo (30%), all Miss.; KREL-AM-FM Baytown, Tex. (40%) and WBOP Pensacola, Fla. (40%).

ROLINS STATIONS—WNRJ Newark, N. J.; WBEH Harvey, Ill.; KATZ St. Louis, Mo.; WRAP Norfolk, Va.; WGEE Indianapolis, Ind.; WAMS Wilmington and WJWL Georgetown, both Delaware, and WPTZ (TV) Plattsburgh, N. Y. O. Wayne and John W. Rollins.

R. W. ROUNSAVILLE STATIONS—WQXI and WATL-TV Atlanta, Ga.; WLOU and WFAM-TV Louisville, Ky.; WCIN and WSOK-TV Cincinnati, Ohio; WMBM Miami Beach and WTMP Tampa, both Fla.; WVOL Nashville, Tenn., and WYLD New Orleans, La.

RURAL RADIO NETWORK STATIONS (all fm)—WRRL Wethersfield, WRRE Bristol Center, WRRR Ithaca, WRRD DeRuyter, WRRR Cherry Valley, all New York.

SHELDON F. SACKETT STATIONS—KROW Oakland, Calif.; KVAN-AM-TV Vancouver, Wash.; KOOS-AM-TV Coos Bay, Ore. Ownership: KVAN stations, Sheldon F. Sackett, 75%;

D. Elwood Caples, 20% (held in treasury, 5%). KOOS stations, Mr. Sackett, 95% (held in treasury, 5%). Mr. Sackett owns 65% of KROW.

HENRY C. SANDERS & NORMAN HALL STATIONS—WBNL Boonville, WBTO Linton and WPCO Mt. Vernon, all Indiana.

SCRIPPS-HOWARD GROUP—Scripps Howard Radio Inc. is the licensee of WEWS (TV) Cleveland, WCPO-AM-TV Cincinnati, and WNOX Knoxville. Memphis Publishing Co. is the licensee of WMC, WMCF (FM) and WMCT (TV) Memphis. All are operated separately. Officials: Jack R. Howard, president, Scripps-Howard Radio Inc., (230 Park Ave., New York); James C. Hanrahan, vice president and general manager, WEWS; Mortimer C. Watters, vice president and general manager, WCPO-AM-FM-TV; Richard B. Westergaard, vice president and general manager, WNOX; Henry W. Slavick, general manager, WMC, WMCF (FM) and WMCT (TV).

SEATON STATIONS—KHAS and control of KHAS-TV Hastings, Neb.; KMAN Manhattan and KGGF Coffeyville, Kans. Ownership: KHAS-TV, Seaton Publishing Co., 51.7%; J. M. Donald Jr., 3.55%; Morrison-Quirk Grain Corp., 3.55%; D. H. Meves, 4.15%, and others. Seaton Publishing Co. is owned by Fred A. and Richard M. Seaton, who also control other stations listed. Fred A. Seaton is Secretary of Interior.

SEATTLE, PORTLAND & SPOKANE RADIO GROUP—KXL Portland, Ore.; KJR Seattle and KNEW Spokane, Wash. Corporation owned by Frank Sinatra and Danny Kaye. Lester M. Smith, president.

CARY H. SIMPSON STATIONS—WBFL Bellefonte, WTRN Tyrone, WFRM Coudersport (69%), WNBW Wellsboro (69%) and WKBI St. Marys (50%), all Pa.

SINGLETON STATIONS—KUTY Palmdale, Calif. (100%); KUIK Hillsboro, Ore. (80%); KITT Olympia (50%), KORD Pasco (16 2/3%), KITI Chehalis (14%), all Wash.; KYSS Missoula, Mont. (25%). Ownership: Harold C. Singleton.

ARTHUR D. SMITH JR. STATIONS—WMTS Murfreesboro, WOKK Oak Ridge (50%), WDEH Sweetwater (50%), WZYK Cowan (33 1/3%), all Tenn. Carter Parham owns 50% of WOKK and 22% of WDEH-AM-TV Chattanooga. Note: Sale of WDEH pending FCC approval.

SMITH BROADCASTING STATIONS—WAAY Huntsville and WBYE Calera, both Ala., and WJIG Tullahoma, Tenn. M. Davidson Smith III, CHARLES SMITHGALL STATIONS—WCGA Gainesville and WRCA Rome, both Ga., and WCAS Gadsden, Ala.

SONDERLING STATIONS—WOPA Oak Park, Ill.; WOPT (TV) Chicago; KXEL Waterloo, Iowa; WDIA Memphis, Tenn. Egmont Sonderling, 25%; Richard Goodman, 55%; Mason Lounny, 20%.

SOUTHWESTERN BROADCASTING STATIONS—WDAL Meridian, WAPF McComb and WMDC Hazlehurst, all Miss.; NEW Pine Bluff, Ark. Ownership: Louis Alford, Philip D. Brady and Albert Mack Smith.

SPELDEL STATIONS—WOIC Columbia, WPAL Charleston, and 50% of WWED Bamberg, all S. C. Joe Spedel III.

STAR BROADCASTING STATIONS—WGVA Geneva, WTLB Utica and WBBF and WCBF-TV Rochester, all New York. Stockholders: Maurice R. Forman, 71.59%; Thomas L. Brown, 11.84%; R. Carleton Greene, 4.73% and Edward Menden, 11.84%.

STAR STATIONS—KMYR Denver, Colo.; KOIL Omaha, Neb.; KWIK Pocatello, Ida. Ownership: KMYR, Don Burden, 58.84%; J. D. Buehler, 11.76%; L. Fargo Wells, 11.76%; M. T. Deaton, 11.76%; J. P. Wilkerson, 5.88%; KOIL, Mr. Burden 42.1%; Charles S. Crabtree, 29%; Mr. Deaton, 5.26%; Mr. Wells, 5.26%; KWIK, owned by same stockholders as KOIL.

STAUFFER PUBLICATIONS STATIONS—WIBW AM-TV Topeka, KSOK Arkansas City, KSEK Pittsburg, all Kan., and KGFF Shawnee, Okla. Ownership: Oscar S. Stauffer, 33.9%; Stanley H. Stauffer, 2.07%, and others.

STEINMAN STATIONS—WGAL-AM-FM-TV Lancaster, Pa.; WDEL-AM-FM Wilmington, Del.; WLEV-TV Bethlehem, Pa.; WKBO Harrisburg, WOKY York, WRAW Reading, WEST-AM-FM Easton, WRAC-AM-FM-TV Williamsport, all Pa. Headquarters: 8 W. King St., Lancaster. Clair R. McCollough, general manager. Ownership: John F. and J. Hale Steinman, 50% each.

STEVENS-WISMER STATIONS—WHLS-AM-TV Port Huron, WBSE Hillsdale and WLEW Bad Axe (66 2/3%), all Mich. Note: Purchase of WLAU-AM-FM Grand Rapids, Mich., pending FCC approval. Ownership: WHLS stations, Harmon L. Stevens and John F. Wismer, 50% each.

MELVIN STONE AND FAUST COUTURE STATIONS—WGUY Bangor, WGHM Skowhegan, WRUM Rumford, WCOU-AM-FM Lewiston, WFAU Augusta, WLOB Portland and WSME Sanford, all Maine. Mr. Stone owns 33 1/3% of WGUY, 55.5% of WGHM, 80% of WRUM, 25% of WLOB and 33 1/3% of WSME. Mr. Couture owns 25% of WGUY, 83% of WCOU and 83% of WFAU.

STORER BROADCASTING CO. STATIONS—WCBS-AM-FM-TV Miami, Fla.; WJBK-AM-FM-TV Detroit, Mich.; WSPD-AM-FM-TV Toledo, Ohio; WAGA-AM-FM-TV Atlanta, Ga.; WVUE (TV) Wilmington, Del.; WJW-AM-TV Cleveland, Ohio; WWVA-AM-FM Wheeling, W. Va., and WBG-AM-FM Philadelphia, Pa. Note: Purchase of WITI-TV Milwaukee, and sale of WVUE (TV) pending FCC approval. George B. Storer, president; Lee B. Wallis, executive vice president (planning and finance); Stanton P. Kettler, vice president (operations); John E. McCoy, vice president and secretary; Harry A. Steensen, treasurer; George B. Storer Jr., vice president (tv operations); William E. Rine, vice president (radio operations); Glenn G. Boundy, vice president (engineering); Ewald Kockritz, vice president (national program director); Arthur C. Schofield, vice

president (director, advertising and sales promotion); Bertha C. Prestler, A. A. Church, asst. secretaries; Allen L. Haid, vice president (managing director, WSPD-TV); James E. Bailey, vice president (managing director, WSPD); J. Robert Kerns, vice president (managing director, WAGA-TV); Claude Frazier, vice president (managing director, WJBK-TV); Harry R. Lipson, vice president (managing director, WJBK); Paul P. Miller, vice president (managing director, WWVA); Lionel F. Baxter, vice president (managing director, WJBG); Ben Wickham, managing director, WJW-TV; Reginald P. Merridew, managing director, WJW; Terry Lee, managing director, WVUE; Bernard E. Neary, managing director, WCBS. Headquarters: 1177 Kane Concourse, Miami Beach 54, Fla. New York office: 625 Madison Ave. Maurice E. McMurray, national sales director, Chicago office: 230 N. Michigan Ave.

STORZ STATIONS—WKB Kansas City, WTLX New Orleans, WDGW Minneapolis-St. Paul, WQAM Miami, Fla. Note: Purchase of KOMA Oklahoma City pending FCC approval. Todd Storz, president; Bill Stewart, director of programming; Bob Tilton, director of engineering; George W. Armstrong, vice president and managing director, WKB; Fred Berthelson, vice president and managing director WTLX; Jack Thayer, managing director, WDGW; Jack Sandler, managing director, WQAM. Ownership: Robert H. Storz, 60%; Todd Storz, 40%.

STUART INVESTMENT STATIONS—KMNS Sioux City, Iowa; KFOR Lincoln and KRGI Grand Island, Neb. Ownership: James Stuart, 89%.

SUNSHINE STATIONS—WZRO Jacksonville Beach, WMOP Ocala and WCNH Quincy, all Fla. Ownership: A. B. Letson owns 100% of WZRO and WMOP and 78.5% of WCNH.

TAFT FAMILY STATIONS—KOL Seattle, KBKW Aberdeen and KRKO Everett, all Wash. Ownership: Archie G. Taft Jr.; William R. Taft; Mrs. Marie S. Taft.

TAFT STATIONS—WKRC-AM-FM-TV Cincinnati and WTVN-AM-TV Columbus, both Ohio; WBR-AM-FM-TV Birmingham, Ala.; WBIR-AM-FM-TV Knoxville, Tenn.; WKYT (TV) Lexington, Ky. Hulbert Taft Jr., president; David G. Taft, executive vice president; Kenneth W. Church, vice president in charge of national advertising and advertising consultant to WBIR stations; Roger Read, asst. general manager, WKRC-TV; Hubbard Hood, general manager, WKRC-AM-FM; J. Walter McCough, general manager, WTVN-TV; Samuel Johnson, general manager, WTVN; Robert T. Schlunkert, general manager, WBR-AM-FM; Richard Bevington, general manager, WBR-AM-FM; Robert Weigand, general manager, WKYT.

TARLOW ASSOC. STATIONS—WHIL Medford and WARE Ware, both Mass.; WHYE Roanoke, Va.; WWOX Charlotte, N. C., and WLOB Portland, Maine. Note: Purchase of WJBW New Orleans, La., pending FCC approval. Ownership: Sherwood Tarlow, 51%; Joseph Kruger, 24.5% Allan Roberts, 24.5%. Mr. Tarlow owns 100% of WLOB. Executives: Mr. Kruger, vice president, Northern Div.; Mr. Roberts, vice president, Southern Div.

SARKES TARZIAN STATIONS—WTTS and WTVV (TV) Bloomington and WPTA (TV) Roanoke, both Ind. Ownership: Sarkes and Mary Tarzian. Sarkes Tarzian Co. manufacturers electronic components.

TEDESCO BROTHERS STATIONS—WISK St. Paul, KWEB Rochester, KCUE Red Wing, all Minn. Headquarters: St. Paul. Victor J. Tedesco, Brother Albert Tedesco owns KDUZ Hutchinson, and KAGE Winona, Minn., but has no connection with other Tedesco properties.

TELE-BROADCASTERS INCORPORATED STATIONS—WPOW New York, N. Y.; KALI Pasadena, Calif.; WPOF Hartford, Conn.; and KUDL Kansas City, Mo. Tele-broadcasters holds two-year lease on XEGM Tijuana, Mexico (San Diego, Calif.). H. Scott Killgore, president-general manager. Headquarters: 41 East 42nd St., New York, N. Y.

TEXAS STATE NETWORK OWNED STATIONS—KFJZ-AM-TV Fort Worth, KRIO McAllen, KFDA-AM-TV Amarillo, all in Texas. Headquarters: Fort Worth. Gene Cagle, president and general manager. Ownership: Sid W. Richardson, 62.07%; Gene L. Cagle, 19.59% and others. Mrs. Cagle owns 25% of KRBC-TV Abilene, Tex.

TEXAS TELECASTING STATIONS—KDUB-AM-TV Lubbock, KPAR-TV Sweetwater, both Tex. Also holds lease on KEDY-TV Big Spring, Tex., with option to purchase. Stockholders: W. D. Rogers Jr., 33.4%; Vernice Ford, 25.22% and others.

HAROLD H. THOMS STATIONS—WISE-AM-TV Asheville, WCOG Greensboro, WKLM Wilmington, WAYS Charlotte (33.1%), and WMSJ Sylva (75%), all N. C., and WEAM Arlington, Va. (76%).

JAMES OLIN TICE JR. STATIONS—WBLR Batesville, WYMB Myrtle Beach (51%), NEW Cayce (60%), all S. C., and WKEN Dover, Del. (51%).

TIME INC. STATIONS—KLZ-AM-TV Denver, Colo.; WTCN-AM-TV Minneapolis, Minn.; WFBR-AM-TV Indianapolis, Ind.; WOOD-AM-TV Grand Rapids, Mich.; and 80% of KDYL-AM-FM and KTVT (TV) Salt Lake City, Utah. Weston C. Pullen Jr., vice president (broadcasting operations), Time Inc.; Hugh B. Terry, president-general manager, Denver stations; Phil Hoffman, vice president-general manager, Minneapolis; Eldon Campbell, vice president-general manager, Indianapolis; Willard Schroeder, president-general manager, Grand Rapids; G. Bennet Larson, president-general manager, Salt Lake City. TLF Broadcasters Inc., wholly owned by Time Inc., controls Time Inc. stations.

B. F. J. TIMM STATIONS—WDMG Douglas Ga.;

WMES Chattanooga, Tenn. (75%); WMEN Tallahassee, Fla. (45%).

THOMAS G. TINSLEY JR. STATIONS—WTH-AM-FM-TV Baltimore, WLEE-AM-FM Richmond, and WKEK-TV Petersburg, both Va. Ownership: WITH stations, owned by Thomas G. Tinsley Jr. and family; WLEE stations, owned by Mr. Tinsley and family; WKEK-TV, Mr. Tinsley, 44.93%; Irvin G. Abelson, 6.78%; J. C. Wheat & Co. 16.28% (for beneficial owners).

TOWN & COUNTRY STATIONS—WTCR Ashland, Ky.; WFTC Kinston, N. C.; KITE San Antonio, Tex. Connie B. Gay, chairman; Jane E. Trimmer, president; Donald J. Tucker, vice president; Thomas R. Sawyers, secretary. Headquarters: 1122 N. Irving St., Arlington 1, Va.

TRANSCONTINENT STATIONS—WGR-AM-TV Buffalo and WROC-TV Rochester, both N. Y.; 60% of WNEP-TV Scranton, Pa., and 50% of WWSA-AM-TV Harrisonburg, Va. Headquarters: 15 E. 47th St., New York, N. Y. Ownership: Transcontinent Television Corp., J. Fred Schoellkopf IV, 9.6%; George F. Goodyear, 10%; David G. Forman, 2.2%; Seymour H. Knox, 2.8%; Arthur Victor Jr., 1.5%; Paul A. Schoellkopf Jr., .89%; David C. Moore, .06%, and others.

TRANSCONTINENTAL PROPERTIES INC.—WFTV (TV) Duluth, Minn., and 50% of WICS (TV) Springfield and WCHU (TV) Champaign, Ill. Ownership: Herbert Scheffel, 44.8%; Alfred G. Burger, 44.8%, and others.

TRIANGLE STATIONS—WFIL-AM-FM-TV Philadelphia, WFBC-AM-TV Altoona, WLBR-TV Lebanon and 50% of WHGB Harrisburg, all Pa.; WNBF-AM-FM-TV Binghamton, N. Y., and WNHC-AM-FM-TV New Haven, Conn. Owned by Walter H. Annenberg and family. Headquarters: Philadelphia Pa. Radio & TV Division Executives: Roger W. Clipp, vice president and general manager; David J. Bennett, exec. asst. to general manager; Edward H. Benedict, director, national sales; John D. Scheuer Jr., director, public relations and programming; Henry E. Rhea, director, engineering; John C. Harlan, business manager; Richard W. Gideon, research manager.

TRIBUNE CO. STATIONS—WGN-AM-TV Chicago and WPIX (TV) New York. J. Howard Wood, president, WGN; Ward Quaal, vice president and general manager, Chicago; F. M. Flynn, president, WPIX; Fred M. Thrower, vice president and general manager, New York.

TRUTH PUBLISHING CO. STATIONS—WTRC-AM-FM Elkhart, WSJV (TV) South Bend-Elkhart and WKJG-AM-TV Fort Wayne, all Ind. Ownership: John F. Dille Jr., 45%; Walter R. Beardsley and First National Bank of Elkhart, Ind., as trustees of A. H. Beardsley Trust No. 3, 40%; Carl D. Greenleaf, 14.43%; Charles W. Greenleaf, 6%. Albert G. Wade II owns 15% of WKJG stations.

UNITED BROADCASTING CO. STATIONS—WOOK-AM-TV, WFAN (FM), Washington, D. C.; WSID-AM-TV Baltimore. WARK-AM-FM Hagerstown. WINX Rockville, all Md.; WJMO Cleveland, Ohio. WANT Richmond, and WYOU and WACH-TV Newport News, Va. Richard Eaton, president-owner. New York office: Robert L. Wittig, manager, 420 Madison Ave.

WILLIAM J. WAGNER STATIONS—KINY-AM-TV Juneau, KIFW Sitka; 10% of KTVA (TV) Anchorage; 10% of KTVF (TV) Fairbanks, and 8% of KFRB Fairbanks, all Alaska.

LESLIE P. WARE STATIONS—KLPW Union, KOKO Warrensburg, and NEW Potosi, all Mo.

WASHINGTON POST STATIONS—WTOP-AM-FM-TV Washington, WJXT (TV) Jacksonville, Fla. John S. Hayes, president, Broadcast Div.; Clyde M. Hunt, vice president (engineering); Laurence E. Richardson, general executive; Edwin A. Roberts, advertising director.

WDSU BROADCASTING CORP. STATIONS—WDSU-AM-FM-TV New Orleans, 68.87% of WAFB-AM-FM-TV Baton Rouge, both La., and 51% of WDM-AM-TV Hattiesburg, Miss. Ownership: Edgar B. Stern Jr., 67%; Robert D. Swezey, 20%; A. Louis Read, 10%; Lester E. Kabacoff, 3%.

WESTINGHOUSE BROADCASTING CO. STATIONS—WBZ-AM-FM-TV Boston, KYW-AM-FM-TV Cleveland, KPX (TV) San Francisco, WBZA-AM-FM Springfield (Mass.), KDKA-AM-FM-TV Pittsburgh, WOWO Fort Wayne, KEX-AM-FM Portland (Ore.), WIND-AM-TV Chicago, and WJZ-TV Baltimore. WBC is a subsidiary of Westinghouse Electric Corp. Headquarters: 122 E. 42nd St., New York 17, N. Y. Officers: Donald E. McGannon, president; Ralph N. Harmon, vice president (engineering); A. W. Dannenbaum, Jr., vice president (sales); P. B. Bascom, national radio sales mgr.; Thomas W. Judge, national tv sales mgr.; E. M. Blain, midwest sales mgr.; Richard M. Pack, vice president (programming); William J. Kaland, national program mgr.; David E. Partridge, advertising sales promotion mgr.; John J. Kelly, asst. advertising sales promotion mgr.; Melvin Goldberg, research director; I. C. Ruby, auditor; A. H. Bates, asst. auditor; Gordon Hawkins, educational director; J. O. Schertler, industrial relations mgr.; John Steen, attorney, 40 Wall St., New York 5, N. Y. Washington Office: 1625 K St., N.W., J. E. Baudino, vice president. W. C. Swartley, vice president (Boston). P. E. Mills, mgr., WBZ; F. A. Tooke, mgr., WBZ-TV; H. C. Lund, vice president (Pittsburgh), L. R. Rawlins, general mgr., KDKA; J. R. Reeves, mgr., KDKA-TV; R. V. Tooke, vice president (Cleveland) and general manager, KYW-TV; Gordon W. Davis, mgr., KYW; C. W. Vandagriff, mgr., WOWO; P. G. Lasky, executive in charge, west coast operations and general mgr., KPX; H. L. Bachman, mgr., KEX; Ralph Alass, vice president (Chicago) and general manager, WIND-AM-TV; L. H. Israel, general manager, WJZ-TV. Ownership: WBS is subsidiary of Westinghouse Electric Corp., which manufactures electronics

and communications equipment, home appliances, air brakes, x-ray machines, electric light bulbs, elevators, etc.

MEL WHEELER STATIONS—WSCM Panama City Beach, WJDM (TV) Panama City, WYTT Titusville, WFNM DeFuniak Springs (25%), WEAR-TV Pensacola (25%), all Fla.

WINSTON-SALEM BROADCASTING CO. STATIONS—WTOB-AM-TV Winston-Salem, N. C.; WSGN-AM-FM and 50% of WBMG (TV) Birmingham, Ala., and 80% of WAPA-TV San Juan, P. R. Ownership: Earl F. Slick, 20%; Albert L. Butler Jr., 14.85%; James W. Coan, 11.63%; Thomas B. Rice, 10.99%; Jonas S. Rice, 10.34%; John G. Johnson, 10.20% and others.

WKY TELEVISION SYSTEM—WKY-AM-TV Oklahoma City, WSFA-TV Montgomery, Ala., WTVT (TV) Tampa, Fla. Ownership: Oklahoma Publishing Co., 100%.

WOLFSON-MEYER STATIONS—WTVJ (TV) Miami and 20% of WFGA-TV Jacksonville, both Fla.; and 72.1% of WLOS-AM-TV Asheville, N. C. Ownership: Mitchell Wolfson and Sidney Meyer.

WOODWARD BROADCASTING CO. STATIONS—WBID-TV Detroit, WTOH-TV Toledo, Max Osnos, president-principal stockholder.

WRATHER STATIONS—KFMB-AM-TV San Diego and KERO-TV Bakersfield, both Calif.; KYAT (TV) Yuma, Ariz. Jack D. Wrather also holds permit for WJDW (TV) Boston, Mass. Ownership: Marietta Investment Corp., Jack D. Wrather, 63.64%; Edward Petry & Co., 36.36%. Mr. Wrather also is motion picture producer (Lone Ranger, Lassie, Sgt. Preston of the Yukon), has investments in oil wells, real estate.

Z NET STATIONS—KXLF-AM-TV Butte, KXLJ Helena, KXLL Missoula, all Mont. Ownership: Ed Craney, 41.41%; Frances Symons, 11.41%; estate of T. W. Symons, 11.41%; Barclay Craighead, 7.5%, and others.

ZANESVILLE PUBLISHING CO. STATIONS—WHIZ-AM-TV Zanesville, Ohio; WTAP (TV) Parkersburg, W. Va. Zanesville Publishing Co. owns 80% of WHIZ and 63% of WHIZ-TV; 100% of WTAP. Principal stockholders: Clay, Arthur S. and William O. Littick.

ZUGSMITH STATIONS—KRKD-AM-FM Los Angeles, KOFY San Mateo, both Calif.; KBMI Henderson, Nev. Ownership: Albert Zugsmith owns 55.5% of KRKD, 37.5% of KOFY and 25% of KBMI; Frank Oxarart owns 21.5% of KRKD, 10% of KOFY and 23% of KBMI; John D. Feldman owns 20% of KRKD, 10% of KOFY, 25% of KBMI; Arthur E. Hogan owns 37.5% of KOFY, 25% of KBMI.

Broadcast Stations Identified With Newspaper or Magazine Ownership

The following tabulation, showing newspaper and magazine ownership or affiliation of am, fm and tv broadcast stations in the United States, Hawaii and Alaska, is based on information procured from the operating companies or from official sources. Minority interests are indicated where the information is available. In many instances stations and publications are owned by the same interests but operations are entirely separated.

ALABAMA

WHMA-AM-FM Anniston—Licensed to Anniston Bcstg. Co. Harry M. Ayers, principal owner of Anniston Star, is the majority stockholder.

WBCA Bay Minette—Licensed to Southwest Alabama Broadcasting Co. James H. Faulkner, 25% owner, is 50% owner of Southwest Alabama Publishing Co. (weeklies Baldwin Times, Bay Minette, and Monroe Journal, Monroeville, Ala.-WMPG)

WAPT, WAFFM (FM), WABT (TV) Birmingham—Licensed to Alabama Broadcasting System Inc., same ownership as Birmingham News Co. (Birmingham News-S. I. Newhouse). Same company owns Huntsville (Ala.) Times. See WSYR Syracuse, N. Y., for Newhouse holdings. WEEJ Brewton—Licensed to Brewton Broadcasting Co., under same ownership as Brewton Standard.

WCAS Gadsden—Licensed to Etowah Broadcasters Inc. Charles Smithgall, controlling stockholder, is president-publisher of Gainesville (Ga.) Times (WGGA). See also WRGA Rome, Ga.

WRUD-AM-FM Lanett—Licensed to Valley Broadcasting Co. President J. C. Henderson is publisher of semi-weekly Alexander City Outlook.

WMFC Monroeville—Licensed to Monroe Broadcasting Co. William M. Stewart and James H. Faulkner, majority stockholders, publishers of weekly Monroe Journal and Baldwin Times. See also WBCA Bay Minette, Ala.

WSFA-TV Montgomery—Licensed to WKY Television Systems Inc. (WKY-AM-TV Oklahoma City). Same ownership as Oklahoma City Oklahoman and Times, Farmer Stockman. See WKY Oklahoma City and WTVT (TV) Tampa, Fla.

WHTB-AM-FM Talladega—Licensed to Voice of Talladega Inc., 80% owned by Talladega Pub. Co., publisher of Talladega Daily Home and weekly Talladega News.

ARIZONA

KOOL-AM-TV Phoenix—Licensed to KOOL Radio Television Inc. Gene Aulry, 35.38% owner, is 12.5% owner of Phoenix Republic and Gazette. Tom Kerney, 19.5% owner, is 12.5% owner of Phoenix Republic and Gazette. See also KOLD Tucson, Ariz., and KMPC Los Angeles, Calif.

KPHO-AM-TV Phoenix—Licensed to Meredith Engineering Co., owned by Meredith Publish-

Newspaper Ownership CONTINUED

ing Co., publisher of *Better Homes & Gardens* and *Successful Farming*. See also WHEN Syracuse, N. Y., WOW Omaha, Neb., KCMO Kansas City, Mo., and KRMG Tulsa, Okla.
KOLD-AM-TV Tucson—Licensed to Old Pueblo Broadcasting Co. Gene Autry, 48% owner, is 12.5% owner of *Phoenix Republic* and *Gazette*. See also KOOL Phoenix, Ariz., and KMPC Los Angeles, Calif.
KVOA-TV Tucson—Licensed to Arizona Broadcasting Co., 25% owned by Clinton D. McKinnon, publisher of weekly *San Diego North Shores Sentinel* and *Coronado Journal*, both Calif. See also KOAT-TV Albuquerque, N. M.

ARKANSAS

KFSA Fort Smith—Licensed to Fort Smith Broadcasting Co. Same ownership as KFSA-TV Fort Smith. (see below).
KFSA-TV Fort Smith—Licensed to South-Western Radio & TV Inc.; subsidiary of Southwestern Publishing Co., publisher of *Fort Smith Times Record* and *Southwest American*. Donald W. Reynolds, owner, also publishes *Bartlesville (Okla.) Examiner* and *Enterprise, Okmulgee (Okla.) Times* and *Times-Democrat (KHBG) Las Vegas (Nev.) Review Journal (KORK and KLRJ-TV), Fly (Nev.) Times, Blackwell (Okla.) Journal-Tribune, Chickasha (Okla.) Express, Rogers (Ark.) News, Natchez (Miss.) Times* and *Fallon (Nev.) Standard and Eagle*. See also KBRS Springdale, Ark.; KHBG Okmulgee, Okla., KOLQ-AM-TV Reno, KORK-KLRJ-TV Las Vegas, and KNDK (TV) Elko, all Nev.; and KHAD-TV Laredo, Tex.
KXAR Hope—Licensed to the Hope Broadcasting Co. A. H. Washburn, principal owner, is publisher of *Hope Star*.
KTHS Little Rock—Licensed to Radio Broadcasting Inc. Chief owners identified with the Times Publishing Co. Inc., publishers of *Shreveport (La.) Times* and parent company of International Bcstg. Corp. (KWKH). Same ownership as *Mouroe (La.) World and News-Star*.
KTHV (TV) Little Rock—Licensed to Arkansas Television Co., 42% owned by Radio Broadcasting Inc. (KTHS) and 32% owned by Arkansas Democrat Co. (Arkansas Democrat). Principal owners of KTHS identified with Times Pub. Co., publisher of *Shreveport (La.) Times (KWKH)*. See also KTHS Little Rock and KWKH Shreveport, La.
KBRS Springdale—Licensed to N. W. Arkansas Bcstg. & TV Co., subsidiary of Southwestern Publishing Co. President is Donald W. Reynolds (see KFSA Ft. Smith).

CALIFORNIA

KBAK-TV Bakersfield—Licensed to Bakersfield Bcstg. Co., 87 1/2% owned by *San Francisco Chronicle (KRON-TV)*.
KERN-AM-FM Bakersfield—Licensed to McClatchy Broadcasting Co.; same ownership as *Sacramento Bee, Fresno Bee, Modesto Bee (McClatchy Newspapers)*. Also KMJ-AM-FM-TV Fresno, KBEA-AM-FM Modesto, KFBK-AM-FM Sacramento, KOH Reno.
KMJ-AM-FM-TV Fresno—Licensed to McClatchy Broadcasting Co. (See KERN Bakersfield.)
KMPC Los Angeles—Licensed to Golden West Broadcasters, Gene Autry, 51% owner, is 12.5% owner of *Phoenix (Ariz.) Republic* and *Gazette*. See also KOOL Phoenix and KOLD Tucson, both Ariz.
KTTV (TV) Los Angeles—Licensed to KTTV Inc., 75% owned by *Los Angeles Times* and *Mirror-News*.
KBEA-AM-FM Modesto—Licensed to McClatchy Broadcasting Co. (See KERN Bakersfield.)
KLX Oakland—Licensed to Tribune Building Co.; affiliated with *Oakland Tribune*.
KROW Oakland—Licensed to KROW Inc., owned by Sheldon F. Sackett, chief owner of *KVAN Vancouver, Wash.*, owner of *KOOS Coos Bay, Ore.*, publisher of *Coos Bay World* and weekly *Olympic Press, Oakland, Calif.*
KOCs, KEDO (FM) Ontario—Licensed to Daily Report Co., same ownership as *Ontario-Upland Report*.
KDES Palm Springs—Licensed to George E. Cameron Jr., 40% owner of *Palm Springs Desert Sun*.
KFBK-AM-FM Sacramento—Licensed to McClatchy Broadcasting Co. (See KERN Bakersfield.)
KRON-TV San Francisco—Licensed to Chronicle Publishing Co., publisher of *San Francisco Chronicle*. See also KBAK Bakersfield, Calif.
KSJO-AM-FM San Jose—Licensed to Santa Clara Broadcasting Co. Chairman Patrick H. Peabody is co-publisher of *Gilroy Dispatch, Los Gatos Times* and weekly *Pleasanton Times, Sunnyvale Standard* and *Mountain View Register-Leader*.
KTIM San Rafael—Licensed to Marin Broadcasting Co.; 75% owned by *San Rafael Independent Journal*.
KTMS Santa Barbara—Licensed to News-Press Publishing Co., publisher of *Santa Barbara News-Press (T. M. Storke, publisher, owns 51% of common stock)*.
KSCO Santa Cruz—Licensed to Radio Santa Cruz, Fred D. McPherson Jr., publisher of *Santa Cruz Sentinel*, is a partner.
KSRO Santa Rosa—Licensed to Finley Broadcast-

ing Co. Ruth W. Finley, president, is affiliated with *Santa Rosa Press-Democrat*. Operated independently of newspaper.

COLORADO

KVFC Cortez—Licensed to KVFC Inc. Barney H. Hubbs, 50% owner, is 86 2/3% owner of semi-weekly *Pecos (Tex.) Enterprise*. See also KJUN Pecos, Tex.
KIMN Denver—Licensed to KIMN Inc. Same ownership (A. L. Glasmann and family) as Ogden (Utah) *Standard-Examiner (KJ.O)*. See also KMON Great Falls, Mont., and KUTV (TV), and KALL, Salt Lake City, Utah; KLIK-AM-TV Twin Falls, Idaho; KGEM Boise, Idaho; KOPR Butte, Mont.
KLZ-AM-TV Denver—Licensed to Aladdin Bcstg. Corp., subsidiary of Time Inc., publisher of *Time, Life, Fortune* and *Sports Illustrated*. See also KDYL Salt Lake City, Utah, WFBM Indianapolis, Ind., WOOD Grand Rapids, Mich., and WTCN Minneapolis, Minn.
KLMR Lamar—Licensed to Southeast Colorado Broadcasting Co., Inc. Fred M. Betz 14 2/3% owner, owns *Lamar Daily News*.

CONNECTICUT

WNHC-AM-FM-TV New Haven—Licensed to Tri-angle Publications Inc. (*Philadelphia Inquirer*). See WFIL Philadelphia, Pa.
WSTC-AM-FM Stamford—Licensed to Western Connecticut Broadcasting Co. Kingsley Gillespie, publisher of *Stamford Advocate*, is president.
WERY Waterbury—Licensed to the American-Republican Inc., publisher of *Waterbury Republican* and *American*.

DELAWARE

WDEL-AM-FM Wilmington—Licensed to Delaware Broadcasting Inc., same ownership as Lancaster (Pa.) *Intelligencer-Journal* and *New Era (WGAL)*. Stations operated independently. See WGAL Lancaster, Pa.
WVUE (TV) Wilmington—Licensed to Storer Broadcasting Co. George B. Storer, president, is publisher of *Miami Beach Sun*. See also WGBS Miami.

DISTRICT OF COLUMBIA

WMAL-AM-FM-TV Washington—Licensed to Evening Star Broadcasting Co. Inc., same ownership as *Washington Star*.
WTOP-AM-FM-TV Washington—Licensed to Washington Post Co. (*Washington Post & Times-Herald*). See also WJXT (TV) Jacksonville, Fla.

FLORIDA

WESH-TV Daytona Beach—Licensed to Telrad Inc., owned by J. H. Perry interests. See WJHP-TV Jacksonville, Fla.
WNDE-AM-FM Daytona Beach—Licensed to the News-Journal Corp., publisher of *Daytona Beach Journal* and *News (40% owned by Perry interests)*. See WJHP-TV Jacksonville.
WJHP-TV Jacksonville—Licensed to Jacksonville Journal Co. (*Jacksonville Journal*). Owned by John H. Perry interests. Other Perry newspapers are *Pensacola Journal* and *News, Deland Sun-News, Ocala Star-Banner, Panama City News-Herald, Palm Beach Post-Times, Leesburg Commercial, Palatka News, Melbourne Times, 40% of Dutton Beach Journal* and *News (WNDE and WESH-TV)* and various weekly newspapers in Florida. Perry interests also own *Frankfort (Ky.) State Journal* and *Western Newspaper Union*, a newspaper syndicate.
WJXT (TV) Jacksonville—Licensed to Washington Post Co., publisher of *Washington (D. C.) Post & Times-Herald*. See also WTOP Washington, D. C.
WMMB Melbourne—Licensed to Melbourne Broadcasting Corp., 16% owned by Harlan G. Murrill, publisher *New Jersey weeklies Ocean City Sentinel-Ledger* and *Cape May Courthouse Gazette*. See also WOND Pleasantville, N. J.
WCKR-AM-FM, WCKT (TV) Miami—Licensed to Biscayne Television Corp., 42.5% owned by Cox interests (*Miami News*) and 42.5% by Knight interests (*Miami Herald*). For other Cox properties see WHIO Dayton, Ohio. For other Knight interests see WAKR Akron, Ohio. Sale of WCKR-AM-FM pending FCC approval.
WGBS-AM-FM-TV Miami—Licensed to Storer Broadcasting Co. Miami Beach Sun Pub. Co. (*Miami Beach Sun*) is subsidiary of Storer Broadcasting Co. See also WJBC Detroit, WSPD Toledo, WAGA Atlanta, WVVA Wheeling, WJW-AM-TV Cleveland, WVUE (TV) Wilmington (Del.) and WJBC-AM-FM Philadelphia.
WJCM Sebring—Licensed to Clearfield Broadcasters Inc. Same ownership as *Clearfield (Pa.) Progress* and *Danville (Pa.) News*. See also WCPA Clearfield, WDAW Indiana, Pa.
WDAE-AM-FM Tampa—Licensed to Tampa Times Co., publisher of *Tampa Times*.
WFLA-AM-FM-TV Tampa—Licensed to Tribune Co. (*Tampa Tribune*). D. Tennant Bryan family holds approximately 50% interest in *Richmond Times-Dispatch* and *News-Leader (WRNL-AM-FM Richmond)*.
WTVT (TV) Tampa—Licensed to WKY Television Systems Inc. Same ownership as *Oklahoma City Oklahoman* and *Times, Farmer Stockman-WKY-AM-TV*. See also WSFA-TV Montgomery, Ala.

WDCL Tarpon Springs—Licensed to Clearwater Broadcasting Corp., owned 25% each by Hodging Carter and John Gibson, publisher and editor respectively of *Greenville (Miss.) Delta Democrat-Times*. See WDDT Greenville, Miss.

GEORGIA

WALB-AM-TV Albany—Licensed to Herald Publishing Co. (*Albany Herald*).
WAGA-AM-FM-TV Atlanta—Licensed to Storer Broadcasting Co. Same interests (George B. Storer) as *Miami Beach Sun*. See WGBS Miami.
WSB-AM-FM-TV Atlanta—Licensed to Atlanta Newspapers Inc., publisher of *Atlanta Journal* and *Constitution*. Same interests (James M. Cox) publish *Dayton (Ohio) News* and *Journal-Herald (WHIO), Miami News (WCKR), Springfield (Ohio) News* and *Sun*.
WBHF Cartersville—Licensed to W. R. Frier, owner of weekly *Bartow Herald*. See also WEAB Greer, S. C.
WRBL-AM-FM-TV Columbus—Licensed to Columbus Broadcasting Co., 51% owned by R. W. Page Corp. (*Columbus Enquirer and Ledger* and *Bradenton (Fla.) Herald*).
WJJC Commerce—Licensed to Jackson Co. Broadcasting Co. President Albert S. Hardy is owner of weekly *Commerce News*.
WGGG Gainesville—Licensed to Blue Ridge Broadcasting Co. Charles Smithgall, publisher *Gainesville Daily Times*, is president and majority stockholder. See also WRGA Rome, Ga., and WCAS Gadsden, Ala.
WKLY Hartwell—Licensed to WKLY Broadcasting Co. Same ownership as weeklies *Hartwell Sun* and *Royston (Ga.) Record*.
WLAG-AM-FM La Grange—Licensed to La Grange Broadcasting Co., 33 1/3% of stock owned by Roy C. Swank, publisher of *La Grange News*.
WNEX Macon—Licensed to Macon Broadcasting Co.; 16% held by the Telegraph Publishing Co., publisher of *Macon Telegraph* and *News*.
WRGA Rome—Licensed to Rome Bcstg. Corp. Controlling stockholder Charles Smithgall, owner of *Gainesville (Ga.) Daily Times*. See also WGGG Gainesville, Ga. and WCAS Gadsden, Ala.
WSFT Thomaston—Licensed to the Thomaston Broadcasting Co. J. B. Hardy, S. J. Carswell, co-owners, weekly *Thomaston Times* and *Free-Press*, own 40% of station.
WTWA Thomson—Licensed to Hickory Hill Broadcasting Co. Inc. Majority owner Frank Hash owns weekly *McDuffie Progress* and *Columbia News*.
WVOP Vidalia—Licensed to Vidalia Broadcasting Co. R. E. Ledford, 50% owner, is publisher of weekly *Vidalia Advance*.
WAYX Waycross—Licensed to Ethel Woodward Williams, et al, executrix, estate of Jack Williams. Same ownership as *Waycross Journal-Herald*.

IDAHO

KGEM Boise—Licensed to Idaho Bcstg. & TV Co., owned by A. L. Glasmann interests (see KIMN Denver, Colo.).
KBAR Burley—Licensed to KBIO Inc. Owned 86% by Jessica L. Longston, publisher of bi-weekly *Burley Bulletin* and *St. Helens (Ore.) Sentinel* and *Othello (Wash.) Outlook*. See also KPUG Bellingham, KSEM Moses Lake, KRSC Othello, and KAYO Seattle, Wash.
KIFI Idaho Falls—Licensed to Eastern Idaho Bcstg. & TV Co., 90% owned by J. Robb Brady Trust Co., owner of *Idaho Falls Post-Register*.
KLIK-AM-TV Twin Falls—Licensed to Southern Idaho Bcstg. & Television Co., owned by A. L. Glasmann interests. (See KIMN Denver, Colo.)

ILLINOIS

WJBC-AM-FM Bloomington—Licensed to Bloomington Broadcasting Corp., 50% owned by Daily Pantagraph Co. (*Bloomington Pantagraph*).
WBYS Canton—Licensed to Fulton County Broadcasting Co., 51% owned by H. B. Winsor, president-publisher *Canton Ledger* and *Booneville (Mo.) Advertiser*.
WCIA (TV) Champaign—Licensed to Midwest Television Inc., 20% owned by *Champaign News-Gazette*. (WDSW) and 20% by Lindsay-Schaub Newspapers Inc. (WSOY Decatur, Ill.).
WDWS-AM-FM Champaign—Licensed to The Champaign News-Gazette Inc., publisher of *Champaign News-Gazette*.
WAAF Chicago—Licensed to Corn Belt Publishers Inc. (*Drivers Journal* division).
WGN-AM-TV Chicago—Licensed to WGN Inc., same ownership as *Chicago Tribune, New York News (WPIX) (TV)*.
WLS Chicago—Licensed to WLS Inc., 50% owned by Prairie Farmer Publishing Co., publisher of *Prairie Farmer*, semi-monthly, and 50% by American Bcstg.-Paramount Theatres Inc. (which owns WBKB [TV] Chicago among other stations).
WHFC-AM-TV, WEHS (FM) Cicero—Licensed to WHFC Inc. Owned by Rep. Richard W. Hoffman (R-Ill.), publisher of tri-weeklies *Cicero Life, Beryn Life* and *Stickney Life* and *Community Reporter (Chicago)* and bi-weekly *Suburban Life*.
WDAN-AM-TV Danville—Licensed to Northwestern Publishing Co. (*Danville Commercial News-Gazette*). For other Gannett newspapers, see WHEC Rochester, N. Y.
WSOY-AM-FM Decatur—Licensed to Illinois Broadcasting Co., 100% of stock owned by Lindsay-Schaub Newspapers Inc., publisher of

Newspaper Ownership CONTINUED

Decatur Herald and Review; same ownership as **Champaign-Urbana (Ill.) Evening Courier, East St. Louis Journal**, and **Carbondale-Herrin-Murphysboro, Southern Illinoisan**, and owner. **WSEI (FM)**, Effingham, Ill. **WVLN-AM-FM** Olney, and 20% of **WCIA (TV)** Champaign, all Ill.

WCRA Effingham—Licensed to the Effingham Bcstg. Co. Ownership (Joseph E. McNaughton) identified with **Effingham News** and **Pekin Times**, both Ill. See also **WRMN** Elgin, Ill.; **KXGI** Fort Madison, Iowa.

WSEI (FM) Effingham—Licensed to Illinois Broadcasting Co., owned by Lindsay-Schaub Newspapers Inc. (See **WSOY** Decatur, Ill.).

WRMN Elgin—Licensed to Elgin Bcstg. Co. Same ownership as **WCRA** Effingham, Ill. (See above.)

WGIL Galesburg—Licensed to Galesburg Broadcasting Co., controlled by Galesburg Printing & Publishing Co., publisher of **Galesburg Register-Mail**.

WLDS-AM-FM Jacksonville—Licensed to Jacksonville Radio & Television Bcstg. Corp. 90% owned by Jacksonville Journal and Courier Co., publisher of **Jacksonville Journal and Courier**.

WKAN Kankakee—Licensed to the Kankakee Daily Journal Co., publisher, **Kankakee Daily Journal**.

WLPO La Salle—Licensed to La Salle County Broadcasting Corp., 100% owned by Peter Miller, publisher of **La Salle News-Tribune**. See also **KMLW** Marlin, Tex.

WKAI Macomb—Licensed to WKAI Broadcasting Co., 100% owned by William H. Rudolph, publisher of **Macomb Journal**.

WVLN-AM-FM Olney—Licensed to Illinois Broadcasting Co., owned by Lindsay-Schaub Newspapers Inc. (See **WSOY** Decatur, Ill.).

WTVH-TV Peoria—Licensed to Hilltop Bcstg. Co., 91% owned by the **Peoria Journal-Star**.

WGEM-AM-FM-TV Quincy—Licensed to Quincy Bcstg. Co., 92% owned by **Quincy Herald Whig**.

WTAD-AM-FM, KHQA-TV (Hannibal, Mo.) Quincy—Licensed to Lee Broadcasting Inc.; 20% owned by **Hannibal Courier Post**. For other Lee holdings, see **KGLO** Mason City, Iowa.

WRFK-TV Rockford—Licensed to Greater Rockford Television Inc. 100% owned by Rockford Broadcasters Inc. (**Rockford Star** and **Register-Republic**—**WROK**).

WROK-AM-FM Rockford—Licensed to Rockford Broadcasters Inc. Same ownership as **Rockford Star** and **Register-Republic**.

WBBF-AM-FM-TV Rock Island—Licensed to Rock Island Broadcasting Co., J. W. Potter Co. (**Rock Island Argus**) principals are also principal stockholders of **KBCN** Bemidji, Minn.

WKRS Waukegan—Licensed to News-Sun Broadcasting Corp., subsidiary of **Waukegan News-Sun**.

WFRX West Frankfort—Licensed to Pyramid Radio Broadcasting & Television Co., 25% owned by Paducah Newspapers Inc. (**Paducah [Ky.] Sun-Democrat**). See also **WPSD-TV** Paducah, Ky.

INDIANA

WCSI-AM-FM Columbus—Licensed to White River Broadcasting Co., 100% owned by Findlay Publishing Co. (**Findlay [Ohio] Republican Courier**). See also **WFN** Findlay, Ohio.

WCNB-AM-FM Connersville—Licensed to News Examiner Co., publisher of **Connersville News-Examiner**.

WTRC-AM-FM, WSJV (TV) Elkhart—Licensed to Truth Publishing Co. (**Elkhart Truth**). See also **WKJG** Fort Wayne, Ind.

WANE-AM-TV Fort Wayne—Licensed to Indiana Broadcasting Corp., owned by J. H. Whitney & Co. Mr. Whitney controls **New York Herald-Tribune** and owns **Parade Magazine**, Sunday newspaper supplement.

WGL Ft. Wayne—Licensed to News Sentinel Broadcasting Co., which is owned by News Publishing Co. (**Fort Wayne News-Sentinel**).

WKJG-AM-TV Fort Wayne—Licensed to WKJG Inc., 60% owned by Truth Publishing Co. (**Elkhart Truth**—**WTRC-AM-FM** and **WSJV (TV)**).

WFBM-AM-TV Indianapolis—Licensed to Twin State Broadcasting Inc., owned by Time Inc. (**Time, Life, Fortune, Sports Illustrated**). See also **KLZ** Denver, Colo.; **KDYL** Salt Lake City, Utah; **WOOD** Grand Rapids, Mich.; and **WTCN** Minneapolis, Minn.

WIRE Indianapolis—Licensed to Indianapolis Bcstg. Inc., 100% owned by Central Newspapers Inc. (Eugene C. Pulliam, 54% owner). Central Newspapers Inc. owns **Vincennes (Ind.) Sun-Commercial (WAOV)** and **Huntington Herald-Press**. Central Newspapers Inc. also owns majority stock of Indianapolis Newspapers Inc. (**Indianapolis Star** and **News**). Indianapolis Newspapers Inc. owns majority stock in Muncie Newspapers Inc. (**Muncie Star and Press**). Central Newspapers Inc. also owns minority stock of **Phoenix (Ariz.) Republic and Gazette**. Mr. Pulliam is also an officer and director of each of the above newspapers.

WISH-AM-TV Indianapolis—Licensed to Indiana Broadcasting Corp., owned by J. H. Whitney & Co., controls **New York Herald-Tribune** and Mr. Whitney owns **Parade Magazine**, Sunday newspaper supplement.

WIOU Kokomo—Licensed to Booth Radio & Television Stations Inc. See **WJLB** Detroit, Mich.

WMRI-AM-FM Marion—Licensed to Chronicle Publishing Co., Inc., publisher of **Marion Leader-Tribune** and **Chronicle**.

WCTW New Castle—Licensed to Courier-Times Inc., publisher of **New Castle Courier-Times**.

WJVA South Bend—Licensed to Booth Radio & TV Stations Inc. See **WJLB** Detroit, Mich.

WSBT-AM-TV South Bend—Licensed to **South Bend Tribune**.

WAOV Vincennes—Licensed to Vincennes Sun Co. (**Vincennes Sun-Commercial**). Vincennes Sun Co. is owned by Central Newspapers Inc. See **WIRE** Indianapolis.

WRSW-AM-FM Warsaw—Licensed to Reub Williams & Sons Inc., publisher of **Warsaw Times-Union**.

WAMW, WFML (FM) Washington—Licensed to Washington Radio Inc., 61% owned by Mrs. Paul R. Dausman, owner of **Washington Herald**.

IOWA

KWBG Boone—Licensed to Boone Broadcasting Co. Stockholders Harold A. and Mary Garvey control **Boone News-Republican**.

KCRG-AM-TV Cedar Rapids—Licensed to Cedar Rapids Television Co., owned by **Cedar Rapids Gazette**.

KPIG Cedar Rapids—Licensed to Cedar Rapids Broadcasting Corp., principally owned by John C. Kelly and brothers, who also have minority interest in **Stour City Journal** and **Journal-Tribune**. See also **KTRI** Sioux City, Iowa.

KSWI Council Bluffs—Licensed to the Nonpareil Broadcasting Co., affiliated with the **New Nonpareil** Co., publisher **Council Bluffs Nonpareil**.

KGTV (TV) Des Moines—Licensed to Rib Mt. Television Inc., 100% owned by Central Bcstg. Co. (Morgan Murphy). For Murphy newspaper ownership, see **WECB** Duluth, Minn.

KRNT Des Moines—Licensed to Cowles Broadcasting Co., which also owns **WHTN-AM-TV** Huntington, W. Va. and 80% of **KRNT-TV** Des Moines, Iowa. Members of the Cowles family have majority interest in **Minneapolis Star & Tribune Co.**, **Minneapolis Star & Tribune Co.** owns 47% of **WCCO-AM-TV** Minneapolis and 80% of **KTVH (TV)** Hutchinson, Kan. Cowles newspapers are **Des Moines Register** and **Tribune**, **Minneapolis Star** and **Tribune**. Cowles family also controls **Look** magazine.

KRNT-TV Des Moines—Licensed to **KRNT-TV Co.**, controlled by Cowles Broadcasting Co. See **KRNT** Des Moines (above).

KDTH Dubuque—Licensed to **Dubuque Telegraph-Herald**.

KXGI Ft. Madison—Licensed to **KXGI Inc.**, 60% owned by Joseph E. McNaughton (see **WCRA** Effingham, Ill.).

KFJB Marshalltown—Licensed to Marshall Electric Co., owned by the **Marshalltown Times-Republican**.

KGLQ-AM-FM-TV Mason City—Licensed to Lee Radio Inc., affiliated with ownership of **WTAD** Quincy, Ill. Lee P. Loomis, president, also publisher of **Mason City Globe-Gazette**. Other Lee newspapers are **Hannibal (Mo.) Courier-Post (KHQA-TV)**; **La Crosse (Wis.) Tribune (WKBT (TV))**; **Davenport (Iowa) Democrat** and **Times**; **Ottumwa (Iowa) Courier**, **Muscatine (Iowa) Journal**, **Madison (Wis.) State Journal (WIBA)** and **WMTV (TV)**; **Kewanee (Ill.) Star-Courier** and **Lincoln (Neb.) Star (KFAB Omaha, Neb.)**.

KSCJ Sioux City—Licensed to Perkins Brothers Co. Interlocking ownership through individual stockholders in **Sioux City Journal** and **Journal-Tribune**. See also **KTIV (TV)** Sioux City, Iowa.

KTIV (TV) Sioux City—Licensed to **KTIV Television Co.** owned 50% by Perkins Brothers Co. Interlocking ownership through individual stockholders in **Sioux City Journal** and **Journal-Tribune**. See also **KSCJ** Sioux City.

KTRI Sioux City—Licensed to Sioux City Broadcasting Co., owned by John C. Eugene F. Fred T. and Lennon Kelly, who also have minority interest in **Sioux City Journal** and **Journal-Tribune**. See also **KPIG** Cedar Rapids, Iowa.

KANSAS

KSOK Arkansas City—Licensed to **KSOK Bcstg. Co.**, owned by Stauffer Publications Inc. (see **WIRW** Topeka, Kan.).

KGGF Coffeyville—Licensed to Midwest Broadcasting Co. Same majority ownership as **Coffeyville Journal**. See **KHAS**, Hastings, Neb.

KGNO Dodge City—Licensed to Dodge City Broadcasting Co. Inc. President J. C. Denibus Jr. and other stockholders also own **Dodge City Globe**.

KIUL Garden City—Licensed to **KIUL Inc.** owned by John P. and estate of Sidney Harris, owners of **Garden City Telegram**, **Hutchinson News-Herald**, **Ottawa Herald**, **Chautau Tribune**, **Salina Journal (KSAL)**, all Kansas, and **Burlington (Iowa) Hawkeye-Gazette**.

KVGB Great Bend—Licensed to **KVGB Inc.**, 46% owned by Will L. and Russell T. Townsend, owners of **Great Bend Tribune** and **Russell (Kan.) News**.

KTVH (TV) Hutchinson—Licensed to **Wichita-Hutchinson Co.**, 80% owned by **Minneapolis Star & Tribune Co.** See **KRNT** Des Moines, Iowa.

KMAN Manhattan—Licensed to **Manhattan Broadcasting Co.** Same ownership as **Manhattan Mercury**. See **KHAS** Hastings, Neb.

KNDY Marysville—Licensed to **Marshall Transmitter Inc.**, 15.6% owned by Byron Everett Guise, owner of weekly **Marysville Advocate**.

KNEX McPherson—Licensed to K. R. Krehbiel, publisher of **McPherson Republican**.

KOAM-TV Pittsburg—Licensed to Mid-Continent Telecasting Inc., 66% owned by **KOAM** and 33% by **Japlin (Mo.) Globe and News-Herald**.

KSEK Pittsburg—Licensed to the **KSEK Broadcasting Co.**, owned by Stauffer Publications (see **WIBW** Topeka, Kan.).

KSAL Salina—Licensed to **KSAL Inc.**, owned by John P. and estate of Sidney Harris, owners of **Salina Journal** (for other newspaper holdings, see **KIUL** Garden City, Kan.).

WIBW-AM-TV Topeka—Licensed to Topeka Bcstg. Assn., owned by Stauffer Publications Inc., publisher of **Topeka State Journal** and **Capital, Kansas City Kansan, Arkansas City Traveler, Pittsburg Headlight** and **Sun, Newton Kansan**, all Kan.; **Shawnee (Okla.) News and Star**; **Grand Island Independent**, and **York News-Times**, both Neb.; **Maryville Forum, Nevada Mail, Independence Examiner**, all Mo. See also **KSEK** Pittsburg, and **KSOK** Arkansas City, both Kan., and **KCFE** Shawnee, Okla.

KFH-AM-FM Wichita—Licensed to **Radio Station KFH Co.**, 50% of stock owned by **Wichita Eagle Inc.**, publisher of **Wichita Eagle**.

KWBB Wichita—Licensed to **Wichita Beacon Broadcasting Co.** Minority stockholders are owners of **Beacon Publishing Co.**, publisher of **Wichita Beacon**.

KENTUCKY

WKCT Bowling Green—Licensed to **Daily News Broadcasting Co.**, controlled by **Park City News**.

WMTA Central City—Licensed to **Central City-Greenville Broadcasting Co.**, owned by L. L. and A. E. Stone and R. G. Utley, owners of weekly **Central City Messenger & Times-Argus**.

WCTT Corbin—Licensed to **Corbin Times-Tribune Inc.**, Publisher **Corbin Tribune** and **Times** and 50% owner of **Harlan (Ky.) Enterprise**.

WFKN Franklin—Licensed to **The Franklin Favorite-WFKN Inc.** (weekly **Franklin Favorite**).

WFUL Fulton—Licensed to **Ken-Tenn Broadcasting Corp.** Robert Paul Westpheling Jr. and wife own station, publish weekly **Fulton News**.

WKOA Hopkinsville—Licensed to **Pennyrile Broadcasting Co.**, 66% owned by A. W. and Thomas F. Wood, owners of **Hopkinsville (Ky.) New Era**.

WHAS-AM-TV Louisville—Licensed to **WHAS Inc.**, same ownership as **Louisville Courier-Journal** and **Times**.

WKLO and **WEZI (TV)** Louisville—Licensed to **Mid-America Broadcasting Corp.**, owned by Charles Sawyer, publisher of **Lancaster (Ohio) Eagle-Gazette**. See **WIZE** Springfield, **WCOL** Columbus, **WING** Dayton, all Ohio, and **WEZE** Boston.

WFMW-AM-FM Madisonville—Licensed to **Messenger Broadcasting Co.**, owned 50% by **Madisonville Messenger**.

WMIK Middlesboro—Licensed to **Cumberland Gap Broadcasting Co.** Some stockholders also own stock in **Middlesboro News**.

WOMI-AM-FM Owensboro—Licensed to **Owensboro Broadcasting Co.** Stock owned by principal stockholders of **Owensboro Publishing Co.**, publisher of **Owensboro Messenger** and **Inquirer**.

WPSD-TV Paducah—Licensed to **Paducah Newspapers Inc.** (**Paducah Sun-Democrat**). See also **WFRX** West Frankfort, Ill.

WLSI Pikeville—Licensed to **Cumberland Pub. Co.**, publisher of weekly **Pike County News**.

LOUISIANA

KTRY Bastrop—Licensed to **Morehouse Broadcasting Co.** Co-owner **Nathan Bolton** is publisher of **Bastrop Enterprise**.

WBRZ (TV) Baton Rouge—Licensed to **Louisiana Television Bcstg. Co.**, 50% owned by **Baton Rouge Broadcasting Co.** (**WJBO** and **WBRL (FM)**), which has same ownership as **Baton Rouge Advocate** and **State-Times**.

WJBO, WBRL (FM) Baton Rouge—Licensed to **Baton Rouge Broadcasting Co. Inc.**, same ownership as **Baton Rouge Advocate** and **State-Times**.

KTCC Jonesboro—Licensed to **Jackson Parish Broadcasters**, Owners **Anslie** and **Theodore Colvin** also publish weekly **Jackson Independent**.

KVOL Lafayette—Licensed to **Evangeline Bcstg. Co.**, 50% owned by **Lafayette Advertiser** (Morgan Murphy). For Murphy newspaper ownership, see **WECB** Duluth, Minn.

WTPS New Orleans—Licensed to **Times Picayune Publishing Co.**, publisher of **New Orleans Times-Picayune** and **States**.

KRUS Ruston—Licensed to **C. E. Faulk Jr.**, publisher **Ruston Leader**.

KWKH-AM-FM Shreveport—Licensed to **International Broadcasting Corp.**, 100% of stock owned by **Times Publishing Co. Ltd.**, publisher of **Shreveport Times**; same ownership as **Monroe (La.) World and News-Star** (See also **KTHS** and **KTHV (TV)** Little Rock, Ark.)

MAINE

WCAN-AM-TV Portland—Licensed to **Guy Gannett Broadcasting Services**, owned by **Guy Gannett Publishing Co.**, publisher of **Portland Press Herald** and **Express**, **Augusta Kennebec Journal** and **Waterville Sentinel**.

MARYLAND

WBAL-AM-TV Baltimore—Licensed to **The Hears: Corp.**, affiliated with **Baltimore News-**

Newspaper Ownership CONTINUED

Post, New York Journal-American and Mirror, Albany (N.Y.) Times-Union, Boston Record and American, Pittsburgh Sun-Telegraph (WCAE), Milwaukee Sentinel (WISN), Detroit Times, San Francisco Examiner and Call-Bulletin, Los Angeles Examiner and Herald Express, San Antonio Light, Seattle Post-Intelligencer.
 WMAZ-TV Baltimore—Licensed to A. S. Abell Co., publisher of Baltimore Sunpapers.

MASSACHUSETTS

WEZE Boston—Licensed to Air Trails Broadcasting Inc., owned by Charles Sawyer, publisher of Lancaster (Ohio) Eagle-Gazette. See also WKLO and WEZI Louisville, Ky.; WJZF Springfield, WCOL Columbus and WING Dayton, all Ohio.
 WHDH-AM-FM-TV Boston—Licensed to WHDH Inc. owned by Boston Herald-Traveler Corp., publisher Boston Herald and Traveler.
 WBET-AM-FM Brockton—Licensed to Enterprise Pub. Co., publisher, Brockton Enterprise & Times.
 WSAR Fall River—Licensed to Fall River Broadcasting Co., owned by Fall River News Publishing Co., publisher of Fall River Herald News.
 WNBH-AM-FM New Bedford—Licensed to E. Anthony & Sons Inc., publisher of New Bedford Standard Times and Hyannis (Mass.) Cape Cod Standard-Times.
 WBEC Pittsfield—Licensed to Western Mass. Broadcasting Co., owned by Berkshire Eagle.
 WHYN-AM-FM-TV Springfield-Holyoke—Licensed to Hampden-Hampshire Corp.; 50% owned by same interests as Holyoke Transcript-Telegram and Northampton (Mass.) Hampshire Gazette and 50% owned by employee pension funds of Springfield News and Union.
 WCOB-AM-FM West Yarmouth—Licensed to E. Anthony & Son Inc. See WNBH New Bedford.
 WTAG-AM-FM Worcester—Licensed to WTAG Inc. affiliated with Worcester Telegram Publishing Co. Inc., publisher of Worcester Telegram and Gazette.

MICHIGAN

WALM Albion—Licensed to Calhoun Bestg. Co. Jack C. Bedient, 35% stockholder, is owner of Albion Recorder; James Moses, 35%, is publisher of Marshall (Mich.) Chronicle.
 WHBF-AM-FM Benton Harbor-St. Joseph—Licensed to Palladium Pub. Co., publisher of Benton Harbor News-Palladium, St. Joseph (Mich.) Herald-Press.
 WJBK-AM-FM Detroit—Licensed to Storer Broadcasting Co. Same interests (George B. Storer) own Miami Beach Sun. See WGBS Miami, Fla.
 WJLB-WMZZ (FM) Detroit—Licensed to Booth Radio & Television Stations Inc. J. L. Booth, president, personally owns 4.8% Booth Newspapers Inc. (Grand Rapids Press, Flint Journal, Muskegon Chronicle, Kalamazoo Gazette, Saginaw News, Bay City Times, Jackson Citizen-Patriot, Ann Arbor News.) See WBBC Flint, WSGW Saginaw, WIBM Jackson, all Mich.; WJVA South Bend and WIOU Kokomo, both Ind. and WTOD Toledo, Ohio.
 WWJ-AM-FM-TV Detroit—Licensed to Evening News Association, publisher of Detroit News.
 WLST Escanaba—Licensed to Frank J. Russell Jr. (Mining Journal, Marquette, Mich.). See WDMJ Marquette, Mich.
 WBBC Flint—Licensed to Booth Radio and Television Stations Inc. See WJLB Detroit.
 WOOD-AM-TV Grand Rapids—Licensed to WOOD Broadcasting Inc., owned by Time Inc. (Time, Life, Fortune and Sports Illustrated.) See also WFEM Indianapolis, Ind.; WTCN Minneapolis, Minn.; KLZ Denver, Colo. and KDYL Salt Lake City, Utah.
 WMIQ and WIRN (TV) Iron Mountain—Licensed to the Iron Mountain-Kingsford Bestg. Co. President Frank J. Russell (principal owner Marquette (Mich.) Mining Journal) is publisher of Iron Mountain News. See also WDMJ Marquette, Mich.
 WIBM Jackson—Licensed to Booth Radio & Television Stations Inc. See WJLB Detroit.
 WDMJ-AM-TV Marquette—Licensed to Lake Superior Broadcasting Co. Inc. wholly owned by the Mining Journal Co. Ltd., publisher Marquette Mining Journal. See also WMIQ Iron Mt., and WLST Escanaba, both Mich.
 WMDN Midland—Licensed to Rich Publishing House Inc., publisher of Midland News.
 WMAB Munising—Licensed to Munising-Alger Bestg. Co. owned by Charles Symon and Stanley Sadak, publisher of weekly Munising News.
 WOAP Owosso—Licensed to Owosso Bestg. Co., subsidiary of Argus Press Co., publisher of Owosso Argus Press.
 WSGW Saginaw—Licensed to Booth Radio & Television Stations Inc. (See WJLB Detroit.)
 WSOO Sault Ste. Marie—Licensed to Hiawatha-Land Broadcasting Co. George A. Osborn, publisher of Sault Ste. Marie News, owns 30%.

MINNESOTA

KBUN Bemidji—Licensed to Paul Bunyan Broadcasting Co., owned by J. W. Potter Co. interests (Rock Island Argus-WHBF-AM-FM-TV Rock Island, Ill.)
 WECB Duluth—Licensed to Head of the Lakes Broadcasting Co.; 32% of stock owned by Evening Telegram Co., Superior, Wis., publisher of

Superior Telegram; 32% by Northwest Paper Co.; 20% by Morgan Murphy, president of Evening Telegram Co.; 10% by W. C. Bridges, manager, Head of the Lakes Bestg. Co. Mr. Murphy is also interested in WMFG Hibbing, Minn.; WHLB Virginia, Minn.; WISC Madison, Wis.; WEAU Eau Claire, Wis.; KVOL Lafayette, La.; KGTV (TV) Des Moines, Iowa, and the Manitowoc Herald-Times, Chippewa Falls Herald-Telegram, Two Rivers Reporter, Ashland Press, all Wis. Virginia (Minn.) Mesabi News and Range Facts, Lafayette (La.) Advertiser. Note: Sale of WMFG Hibbing and WHLB Virginia pending FCC approval.

WMFG Hibbing—Licensed to Head of the Lakes Bestg. Co. See WECB Duluth.
 KIFD Litchfield—Licensed to Meeker County Radio, 100% owned by Lee Favreau, publisher of weekly Loyal Tribune.
 WCCO-AM-TV Minneapolis—Licensed to Midwest Radio Television Inc., 53% owned by Mid Continent Radio Television Inc., and 47% owned by Minneapolis Star & Tribune Co. Mid Continent is 50% owned by Northwest Publications Co. (Ridder interests), and 50% by Minnesota Tribune Co. Ridder interests own St. Paul Pioneer-Press and Dispatch, Duluth News-Tribune and Herald (WDSM Superior, Wis.). New York Journal of Commerce, Aberdeen (S. D.) American and News (KSDN), Grand Forks (N. D.) Herald (KILQ), San Jose (Calif.) Mercury and News, Long Beach (Calif.) Independent and Press-Telegram, Pasadena (Calif.) Star, News, minority interest in Seattle Times, Minneapolis Star & Tribune Co. (Minneapolis Star and Tribune) also owns 80% of KTVH (TV) Hutchinson, Kan. Members of the Cowles family hold controlling interest in Minneapolis Star & Tribune Co. Cowles family also owns Cowles Broadcasting Co. (see KRNT Des Moines, Iowa).
 WTCN-AM-TV Minneapolis—Licensed to Twin State Broadcasting Inc., owned by Time Inc. (Time, Life, Fortune and Sports Illustrated.) See also WFBN Indianapolis, Ind.; WOOD Grand Rapids, Mich.; KLZ Denver, Colo. and KDYL Salt Lake City, Utah.
 KNUJ New Ulm—Licensed to KNUJ Inc., affiliated with New Ulm Journal.
 KFAM-AM-FM St. Cloud—Licensed to Times Publishing Co., publisher of St. Cloud Times.
 WJON St. Cloud—Licensed to Granite City Broadcasting Co. William T. Comstock, 49.5% owner, is publisher of Portage (Wis.) Register & Democrat (WPDR) and weekly Oconto (Wis.) Reporter.
 WFLB Virginia—Licensed to Head of the Lakes Broadcasting Co.; see WECB Duluth.
 KWNO-AM-FM Winona—Licensed to Winona Radio Service, 80% owned by M. H. White, publisher of Winona News.

MISSISSIPPI

WJMB Brookhaven—Licensed to Brookhaven Broadcasting Co., owned 43% by Dalton Brady, editor of Brookhaven Leader Times.
 WROX Clarksdale—Licensed to Mrs. Eunice T. Imes, mother of Birney Imes Jr., owner of Columbus (Miss.) Commercial Dispatch. See WCBI Columbus, Miss.
 WCJU Columbia—Licensed to WCJU Inc. Lester Williams, president, is editor and publisher of weekly Columbia Progress and Sunday Mirror.
 WCBI-AM-TV Columbus—Licensed to Birney Imes Jr., owner of Columbus Commercial Dispatch. See also WELO Tupelo; WROX Clarksdale; WNAG Grenada; WMOX Meridian, all Miss.
 WDDT Greenville—Licensed to WDDT Radio Co., owned 50% each by Hodding Carter and family and John Gibson. Mr. Carter is publisher and Mr. Gibson editor of Greenville Delta Democrat-Times. See also WDCL Tarpon Springs, Fla.
 WNAG Grenada—Licensed to Birney Imes Jr., owner of Columbus (Miss.) Commercial Dispatch. See WCBI Columbus, Miss.
 WJQS Jackson—Licensed to Dunas Milner Broadcasting Co. Mr. Milner is president Citizens Publishing Co. (Jackson State Times).
 WSLJ, WJTV (TV) Jackson—Licensed to Capitol Broadcasting Co., 40% owned by Mississippi Publishing Co. (Jackson Clarion-Ledger and News.)
 WAML Laurel—Licensed to New Laurel Radio Station Inc., 11.8% owned by T. M. Gibbons, publisher Laurel Leader-Call. See also WTLM (TV) Laurel, Miss.
 WTLM (TV) Laurel—Licensed to Laurel Television Co., 16.67% owned by T. M. Gibbons, publisher, Laurel Leader-Call. See also WAML Laurel, Miss.
 WCOC-AM-TV Meridian—Licensed to Mississippi Broadcasting Co. Owned by Withers Gavin, publisher of weekly Meridian Record and Clarke County Tribune (Quitman, Miss.).
 WMOX Meridian—Licensed to Birney Imes Jr., owner of Columbus (Miss.) Commercial Dispatch. See WCBI Columbus, Miss.
 WTOK-TV Meridian—Licensed to Southern Television Corp. James H. Skewes, 13% Class A owner is publisher of Meridian Star and president, Laurel (Miss.) Leader-Call.
 WELO Tupelo—Licensed to Tupelo Broadcasting Co. Inc. President Birney Imes Jr. is owner of Columbus (Miss.) Commercial Dispatch. See WCBI Columbus, Miss.
 WQBC Vicksburg—Licensed to Delta Broadcasting Co. Inc., 96% owned by L. P. Cashman and family. Mr. Cashman is publisher of Vicksburg Post.
 WABO Waynesboro—Licensed to New Laurel Radio Station Inc., 11.8% owned by T. M. Gib-

bons, publisher of Laurel (Miss.) Leader-Call. See also WAML Laurel and WTOK-TV Meridian, Miss.

MISSOURI

KGHM Brookfield—Licensed to Green Hills Broadcasting Co., owned by Ira J. Williams, publisher Brookfield News Bulletin.
 KFRU Columbia—Licensed to KFRU Inc.; controlled by H. J. Waters Jr., publisher of Columbia Tribune.
 KHQA-TV Hannibal—Licensed to Lee Bestg. Inc., which is also licensee of WTAD-AM-FM Quincy, Ill., 20% owned by Hannibal Courier-Post, and 52% owned by Lee Radio Inc., licensee KGLO-AM-FM-TV Mason City, Iowa. For other Lee holdings see KGLO Mason City, Iowa.
 KRCC (TV) Jefferson City—Licensed to Jefferson Television Co. Mrs. W. H. Weldon, executive vice president of licensee, is also vice president and stockholder of Jefferson City Capital News and Post-Tribune.
 KWOS-AM-FM Jefferson City—Licensed to the Capital Broadcasting Co. Mrs. R. C. Goshorn, president, is also president of the News Tribune Co., publisher of Jefferson City Capital News and Post-Tribune.
 KCMO-AM-FM-TV Kansas City—Licensed to Meredith Engineering Co., subsidiary of Meredith Publishing Co. (Better Homes & Gardens and Successful Farming). See also WOW Omaha, KPHO Phoenix, WHEN Syracuse, N. Y. and KRMG Tulsa.
 KSD-AM-TV St. Louis—Licensed to Pulitzer Publishing Co., publisher of St. Louis Post-Dispatch.
 KTVI (TV) St. Louis—Licensed to Signal Hill Telecasting Corp., 25% owned by St. Louis Globe-Democrat.
 KGBX Springfield—Licensed to Springfield Broadcasting Co.; owned 99% by Springfield Newspapers Inc. (Springfield News and Leader-Press).
 KYTV (TV) Springfield—Licensed to Springfield Television Inc., 49.6% owned by Springfield Newspapers Inc., publisher of Springfield News and Leader & Press (KGBX). Tams Bixby Jr., treasurer of licensee and vice president of Springfield Newspapers Inc., is president and 40% owner of Muskogee (Okla.) Phoenix and Times-Democrat (KBIX).

MONTANA

KOPR Butte—Licensed to Copper Bestg. Co., 67% owned by Mr. and Mrs. George Hatch (see KIMN Denver, Colo. and KALL Salt Lake City, Utah).
 KFBB-AM-TV Great Falls—Licensed to Wilkins Broadcast Inc., 27% owned by Fairmont Corp. (subsidiary of Anaconda Copper Co.), publisher of Missoula Missoulian and Sentinel, Butte Post and Montana Standard, Anaconda Standard, Livingston Enterprise, Helena Independent Record (72.5% ownership), Billings Gazette (66.67% ownership) and weekly Libby Western News (33 1/3% ownership).
 KMOM Great Falls—Licensed to the Montana Farmer Broadcasting Corp., affiliated with Montana Farmer Stockman, semi-monthly farm journal and Great Falls Tribune and 40% owned by Ogden (Utah) Standard-Examiner-Glasman. For Glasman interests see KIMN Denver, Colo.
 KATL Miles City—Licensed to Star Printing Co., publisher of Miles City Star.

NEBRASKA

KTNC Falls City—Licensed to Craig Stegried, owner of Independence (Mo.) News and Pictorial Shopper.
 KHAS Hastings—Licensed to Nebraska Broadcasting Co. Owned by Fred A. and Richard M. Seaton, publishers of Hastings Tribune, Manhattan (Kan.) Mercury (KMAN), Coffeyville (Kan.) Journal (KCGF), Winfield (Kan.) Courier, Alliance (Neb.) Times-Herald, Deadwood (S. D.) Pioneer-Times, Lead (S. D.) Call, Sheridan (Wyo.) Press and the magazine Western Farm Life (Denver). See also KHAS-TV Hastings, Neb.
 KHAS-TV Hastings—Licensed to Nebraska Television Co., 51% owned by Seaton Publishing Co. (See KHAS Hastings, above).
 WJAG Norfolk—Licensed to WJAG Inc., associated with Huse Pub. Co., publisher of the Norfolk News.
 KFAB Omaha—Licensed to KFAB Broadcasting Co., 48.86% of stock owned by Journal-Star Printing Co. (Lincoln Star and Journal). See KGLO Mason City, Iowa.
 KOWH Omaha—Licensed to National Weekly Inc. (American Mercury magazine.)
 WOW-AM-TV Omaha—Licensed to Meredith WOW Inc., owned by Meredith Publishing Co., publisher of Better Homes & Gardens, Successful Farming. See also WHEN Syracuse, N. Y., KPHO Phoenix, Ariz.; KCMO Kansas City, Mo. and KRMG Tulsa, Okla.
 KSTF (TV) Scottsbluff—Licensed to Frontier Bestg. Co., one-third owned by Cheyenne Newspapers Inc. (Wyoming Eagle and State Tribune). See KFBC Cheyenne, Wyo.

NEVADA

KELK Elko—Licensed to Elko Broadcasting Co. Chris H. Sheerin, 50% owner of Elko Free Press is president and 16% owner of station.
 KNDA (TV) Elko—Licensed to Nevada Radio-

Television Inc. Owned by Southwestern Publishing Co. (see KFSA-TV Fort Smith, Ark.). KLRJ-TV Henderson—Licensed to Southwestern Publishing Co. (Donald W. Reynolds). For newspaper ownership, see KFSA Fort Smith, Ark.
KLAS-TV Las Vegas—Licensed to Las Vegas Television Inc. Herman Greenspun, publisher of *Las Vegas Sun*, owns 67.5%.
KORK Las Vegas—Licensed to Southwestern Broadcasting Co. (Donald W. Reynolds). For Reynolds' newspaper interests see KFSA Fort Smith, Ark.
KOH Reno—Licensed to McClatchy Broadcasting Co. of Nevada. Same ownership as *Sacramento Bee*, *Fresno Bee*, *Modesto Bee*, all in California (McClatchy Newspapers). See KERN Bakersfield, Calif.
KOLO-AM-TV Reno—Licensed to Western Broadcasting Co., owned by Donald W. Reynolds (see KFSA Fort Smith, Ark.).

NEW JERSEY

WJJK-AM-FM Asbury Park—Licensed to Asbury Park Press Inc., publisher of *Asbury Park Press*.
WVJN Newark—Licensed to Newark Broadcasting Co., wholly owned subsidiary of Newark News Publishing Co. (*Newark News*).
WOND Pleasantville—Licensed to South Jersey Radio Inc. Harlan G. Murrelle, 16.66% owner, is publisher of New Jersey weeklies *Ocean City Sentinel-Ledger* and *Cape May Courthouse Gazette*. See also WMMB Melbourne, Fla.
WTOA(FM) Trenton—Licensed to the Mercer Broadcasting Co. Owned by Trenton Times Corp., publisher of *Trenton Times*.

NEW MEXICO

KOAT-TV Albuquerque—Licensed to Alvarado Broadcasting Co., owned by Clinton McKinnon (see KVOA-TV Tucson, Ariz.).

NEW YORK

WMBO Auburn—Licensed to WMBO Inc., owned by Auburn Publishing Co. (*Auburn Citizen-Advertiser*).
WMBO-FM Auburn—Licensed to Auburn Publishing Co. (*Auburn Citizen-Advertiser*).
WJNB-AM-TV Binghamton—Licensed to Binghamton Press Co. (*Binghamton Press-Gannett*). See WHEC Rochester, N. Y.
WNEF-AM-FM-TV Binghamton—Licensed to Triangle Publications Inc. (*Philadelphia Inquirer-WFIL*). See WFIL Philadelphia.
WBEN-AM-FM-TV Buffalo—Licensed to WBEN Inc., same ownership as *Buffalo News*.
WEBR Buffalo—Licensed to WEBR Inc. Owned by *Buffalo Courier-Express*.
WCNY-TV Carthage—Licensed to The Brockway Co., publisher of *Watertown (N. Y.) Times (WWNY)*. Also owns WMSA-AM-FM Massena, N. Y.
WENY Elmira—Licensed to Elmira Star-Gazette Inc. publisher of *Elmira Star-Gazette* and *Advertiser* (Gannett Newspapers). See WHEC Rochester, N. Y.
WENE Endicott-Binghamton—Licensed to Ottawa Stations Inc. Major stockholder James H. Ottaway is president-publisher and controlling stockholder of *Endicott Bulletin* and *Oneonta (N. Y.) Star (WDOS)*, *Plattsburgh (N. Y.) Press-Republican*, *Stroudsburg (Pa.) Record (WVPO)*, *Danbury (Conn.) News-Times*. See also WDOS Oneonta, N. Y., and WVPO Stroudsburg, Pa.
WHUC Hudson—Licensed to Colgreene Broadcasting Co. Same principals own weekly *Green City Examiner* and daily *Sagerties Post*.
WUSJ Lockport—Licensed to Lockport Union Sun and Journal Inc., publisher of *Lockport Union Sun and Journal*.
WMSA-AM-FM Massena—Licensed to the Brockway Co., owned and operated by the *Watertown (N. Y.) Times*. See WWNY Watertown, N. Y., and WCNY-TV Carthage, N. Y.
WEVD New York—Licensed to Debs Memorial Radio Fund Inc.; among cooperative backers are directors of the *Jewish Forward*; the newspaper company itself has no interest or control.
WIOM-AM-FM New York—Licensed to Progress Broadcasting Corp., same ownership as *Il Progresso Italiano*.
WPIX (TV) New York—Licensed to WPIX Inc., same ownership as *New York News, Chicago Tribune (WGN)*.
WQXR-AM-FM New York—Licensed to the Interstate Broadcasting Co., subsidiary of *New York Times*.
WHDL-AM-FM Olean—Licensed to WHDL Inc., 100% of stock owned by Olean Times-Herald Corp., publisher of *Olean Times-Herald*.
WDOS Oneonta—Licensed to Ottawa Stations Inc. Major stockholder James H. Ottaway is president-publisher and controlling stockholder of *Oneonta Star*, *Endicott (N. Y.) Bulletin (WENE)*, *Plattsburgh (N. Y.) Press-Republican*, *Stroudsburg (Pa.) Record (WVPO)*, *Danbury (Conn.) News-Times*. See also WENE Endicott, N. Y., and WVPO Stroudsburg, Pa.
WALK-AM-FM Patchogue—Licensed to Suffolk Broadcasting Co., owned by W. Kingsland Macy who is publisher of weekly newspapers in Long Island. See WRIV Riverhead, N. Y.
WRIV Riverhead—Licensed to Suffolk Broadcasting Co., owned by W. Kingsland Macy who is publisher of weekly newspapers in Long Island. See WALK Patchogue, N. Y.
WHEC-AM-TV Rochester—Licensed to WHEC Inc., owned by Gannett Co., publisher of *Rochester Times-Union* and *Democrat & Chron-*

icle. Other Gannett newspapers are *Albany Knickerbocker News*, *Utica Press* and *Observer-Dispatch*, *Newburgh News*, *Beacon News*, *Ithaca Journal*, *Ogdensburg Journal*, *Malone Telegram*, *Saratoga Springs Saratogan*, *Musena Observer*, *Elmira Star-Gazette* and *Advertiser (WENY)*, *Binghamton Press*, (WJNB-AM-TV), *Niagara Falls Gazette*, all New York; *Hartford (Conn.) Times*, *Plainfield (N. J.) Courier-News*, *Danville (Ill.) Commercial News (WDAN)*.

WHEN-AM-TV Syracuse—Licensed to Meredith Syracuse Radio Corp., same ownership as Meredith Publishing Co., publisher of *Better Homes & Gardens*, *Successful Farming*. See also WOW, Omaha, Neb., KPHO Phoenix, Ariz.; KCMO Kansas City, Mo. and KRMG Tulsa, Okla.

WSYR-AM-FM-TV Syracuse—Licensed to Central New York Broadcasting Corp., same ownership (S. I. Newhouse) as *Syracuse Post-Standard* and *Herald-Journal*, *Newark (N. J.) Star-Ledger*, *Jersey City (N. J.) Jersey Journal*, *Long Island Press* and *Star-Journal*, *Staten Island (N. Y.) Advance*, *Harrisburg (Pa.) Patriot* and *News (WPTA [TV])*, *Portland (Ore.) Oregonian* (50% of KOIN-AM-TV); *St. Louis Globe-Democrat* (25% of KTVI [TV]); *Birmingham (Ala.) News (WAPI and WABT [TV])*.

WFLY(FM) Troy—Licensed to the Troy Record Co., publisher of *Troy Record* and *Times-Record*.

WRUN-AM-FM Utica—Licensed to Rome Sentinel Co., publisher of *Rome (N. Y.) Sentinel*.

WWNY Watertown—Licensed to the Brockway Co., owned and operated by the *Watertown Times*. See WMSA Massena, and WCNY-TV Carthage, N. Y.

WFAS-AM-FM White Plains—Licensed to Westchester Broadcasting Corp. J. Noel Macy and Valentine F. Macy Jr., co-owners, publishers of *White Plains Reporter Dispatch*, *Yonkers Herald-Stutesman*, *Tarrytown News*, *Port Chester Item*, *Ossining Citizen-Register*, *Mt. Vernon Argus*, *New Rochelle Standard-Star*, *Mamaroneck Times*, all N. Y.

NORTH CAROLINA

WGWR-AM-FM Ashboro—Licensed to the Asheboro Broadcasting Co., owners including Roy Cox, publisher *Asheboro Courier Tribune*, a semi-weekly newspaper.

WWNC Asheville—Licensed to Asheville Citizen-Times Publishing Co., publisher of the *Asheville Citizen-Times*. See also WFBC Greenville, S. C.

WPNF Brevard—Licensed to Pisgah Broadcasting Co.; same newspaper ownership association as WBOO Forest City, below.

WBT, WBTW (TV) Charlotte—Licensed to Jefferson Standard Bstg. Co., subsidiary of Jefferson Standard Life Insurance Co. which owns WBIG Greensboro, N. C., and 16% of *Greensboro News and Record (WFMY-TV)*. Jefferson Standard also owns WBTW (TV) Florence, S. C.

WDNC-AM-FM Durham—Licensed to the Durham Radio Corp. 100% owned by the *Durham Herald Co.*, publisher *Durham Herald* and *Sun*.

WIFM-AM-FM Elkin—Licensed to Tri-County Broadcasting Co., owned one-third each by Harvey F. Lafoon, publisher of semi-weekly *Elkin Tribune*; Edward M. Anderson, publisher of weeklies *West Jefferson Skyland Post*, *Sparta Alleghany News*, *Brevard Transylvania Times* and *Forest City Courier*, and W. P. Erwin.

WBBO-AM-FM Forest City—Licensed to Rutherford County Radio Co. Inc., stockholders affiliated with following weekly newspapers: *Forest City Courier*, *Spindale Sun*. See WPNF Brevard.

WFMY-TV Greensboro—Licensed to Greensboro News Co. (*Greensboro News and Record*).

WNCT (TV) Greenville—Licensed to Carolina Broadcasting System Inc., 5% owned by Josh Horne, publisher of *Rocky Mt. (N.C.) Telegram* and 10% by Wilson (N.C.) *Times*. See also WECT (TV) Wilmington, N. C.

WHKY Hickory—Licensed to Catawba Valley Broadcasting Co.; stockholders include Lester C. Gifford, publisher of *Hickory Record*.

WNAO-TV Raleigh—Licensed to Sir Walter Television Co., 14% owned by *Raleigh News & Observer* and 12.5% by principals associated in ownership of WSEE-AM-TV Erie, Pa. (*Erie News and Times*).

WREV-AM-FM Reidsville—Licensed to Reidsville Broadcasting Co. W. M. and W. M. Oliver Jr., owners, also own stock in *Reidsville Review*.

WCEC, WFMA (FM) Rocky Mount—Licensed to Eastern Carolina Electronics Inc., affiliated with *Rocky Mount Telegram*.

WECT (TV) Wilmington—Licensed to New Hanover Broadcasting Co. Inc., 49% owned by Carolina Broadcasting Co. (See WNCT [TV] Greenville, N. C.).

WSJS-AM-FM Winston-Salem—Licensed to Piedmont Publishing Co., publisher of *Winston-Salem Journal* and *Twin City Sentinel*. See also WSJS-TV Winston-Salem.

WSJS-TV Winston-Salem—Licensed to Triangle Broadcasting Co., publisher of *Winston-Salem Journal* and *Twin City Sentinel*. See also WSJS-AM-FM Winston-Salem.

NORTH DAKOTA

WDAY-AM-TV Fargo—Licensed to WDAY Inc. N.D. Black Jr., who with family owns 35.1%,

is president-publisher of *Fargo Forum* and *Moorhead (Minn.) News*.

KILO Grand Forks—Licensed to Grand Forks Herald Inc., publisher of *Grand Forks Herald* which is 60% owned by Ridder Publications. See WCCO Minneapolis.

OHIO

WAKR-AM-FM-TV Akron—Licensed to Summit Radio Corp., owned 45% by *Akron Beacon-Journal* (Knight newspaper). Other Knight newspapers are *Chicago Daily News*, *Detroit Free Press*, *Miami Herald (WCKR)* and *Charlotte (N.C.) Observer*.

WFAH-AM-FM Alliance—Licensed to the Review Pub. Co., publisher of *Alliance Review*.

WICA-AM-FM-TV Ashtabula—Licensed to WICA Inc. Same ownership as *Ashtabula Star-Beacon*, *Conneaut News-Herald*, *Geneva Free Press*, *Painesville Telegraph*, all Ohio.

WHBC-AM-FM Canton—Licensed to Ohio Broadcasting Co., subsidiary of Brush-Moore Newspapers Inc., publisher of *Canton Repository*, *Steubenville Herald-Star*, *Marion Star*, *East Liverpool Review*, *Portsmouth Times*, *Ironton Tribune* and *Salem News*, all in Ohio; *Salisbury (Md.) Times*.

WAND Canton—Licensed to Dover Broadcasting Co. See WAJR Morgantown, W. Va.

WTLC (TV) Canton—Licensed to Tri-Cities Telecasting Inc., 28% owned by Morton Frank, owner of weeklies *Canton Economist* and *Stark County Times*, and 9.4% owned by Oral S. Pfug, owner of weekly *Steubenville (Ohio) Jeffersonian*.

WCPO-AM-FM-TV Cincinnati—Licensed to Scripps-Howard Radio Inc., affiliated with *Cincinnati Post*. See WEWS Cleveland.

WEWS (TV) Cleveland—Licensed to Scripps-Howard Radio Inc. Scripps-Howard newspapers are *Cleveland Press*, *New York World Telegram & Sun*, *Cincinnati Post & Times-Star (WCPO)*, *Pittsburgh Press*, *Columbus (Ohio) Citizen*, *San Francisco News*, *Washington (D. C.) News*, *Indianapolis Times*, *Knoxville News-Sentinel (WNOX)*, *Memphis Commercial Appeal* and *Press-Scimitar (WMC)*, *Houston Press*, *Fort Worth Press*, *El Paso Herald-Post*, *Albuquerque Tribune*, *Covington (Ky.) Post*, *Denver Rocky Mountain News*, *Evansville Press*, *Birmingham Post-Herald*. See also WCPO Cincinnati, Ohio; WMC Memphis and WNOX Knoxville, Tenn.

WJW-AM-FM Cleveland—Licensed to Storer Broadcasting Co. Same ownership (George B. Storer) as *Miami Beach Sun*. See WGBS Miami, Fla.

WBNS-AM-FM Columbus—Licensed to Radio Ohio Inc.; same ownership as *Columbus Dispatch* (see WBNS-TV below).

WBNS-TV Columbus—Licensed to Dispatch Printing Co., publisher of *Columbus Dispatch*.

WCOL Columbus—Licensed to Air Trails Inc., owned by Charles Sawyer, publisher of *Lancaster (Ohio) Eagle-Gazette*. See WIZE Springfield and WING Dayton, Ohio, WKLO Louisville, Ky., and WEZE Boston, Mass.

WTNS Coshocton—Licensed to Coshocton Broadcasting Co. William and Frederick Wallace control both licensee and *Coshocton Tribune*.

WHIO-AM-FM-TV Dayton—Licensed to Miami Valley Broadcasting Corp., same ownership (James M. Cox) as *Dayton News and Journal Herald*, *Atlanta Journal* and *Constitution (WSB)*, *Miami News (WCKR)*, *Springfield (Ohio) News* and *Sun*.

WING Dayton—Licensed to Great Trails Broadcasting Corp., owned by Charles Sawyer, publisher of *Lancaster Eagle-Gazette*. See WIZE Springfield and WCOL Columbus, Ohio, WKLO Louisville, Ky., WEZE Boston, Mass.

WJER Dover—Licensed to Dover Broadcasting Co. Inc. See WAJR Morgantown, W. Va.

WEOL-AM-FM-TV Elyria—Licensed to Elyria-Lorain Broadcasting Co., 25.8% owned by Lorain County Printing & Publishing Co. (*Elyria Chronicle-Telegram*).

WFN-AM-FM Findlay—Licensed to Findlay Publishing Co., publisher of *Findlay Republican Courier*. See also WCSI Columbus, Ind.

WCLT-AM-FM Newark—Licensed to the Advocate Printing Co., publisher of *Newark Advocate* and *American Tribune*.

WIZE Springfield—Licensed to Radio Voice of Springfield Inc., controlled by Charles Sawyer, publisher of *Lancaster (Ohio) Eagle-Gazette*. See WING Dayton and WCOL Columbus, Ohio, and WKLO Louisville, Ky., and WEZE Boston, Mass.

WSPD-AM-FM-TV Toledo—Licensed to Storer Broadcasting Co. Same ownership (George B. Storer) as *Miami Beach Sun*. See WGBS Miami, Fla.

WTOD, WTRT (FM) Toledo—Licensed to Booth Broadcasting Co. (see WJLB Detroit, Mich.).

WHHH Warren—Licensed to Warren Tribune Radio Station Inc., owned by Tribune Co., publisher of *Warren Tribune-Chronicle*.

WWST-AM-FM Wooster—Licensed to Wooster Republican Printing Co., publisher of the *Wooster Record*. Interlocking ownership with WTRF-TV Wheeling, W. Va.

WFMJ-AM-TV Youngstown—Licensed to Vindi-

Newspaper Ownership CONTINUED

ator Printing Co. (*Youngstown Vindicator*).
WHIZ-AM-TV Zanesville—Licensed to Southeastern Ohio Television System. Majority ownership also owns *Zanesville Times-Recorder* and *Signal*. See WTAP (TV) Parkersburg, W. Va.

OKLAHOMA

KWHW Altus—Licensed to Altus Broadcasting Co. 50% owned by Altus Times-Democrat.
KVSO-AM-TV Ardmore—Licensed to estate of John F. Easley, publisher of *Ardmore Ardmoreite*.
KUSH Cushing—Licensed to Cimarron Broadcasters Inc., 66% owned by Gordon R. Rockett, co-owner of weekly *Drumwright* (Okla.) *Derrick* and *Journal*.
KSFO Durant—Licensed to Democrat Publishing-Broadcasting Co., publisher *Durant Democrat*, *Durant Weekly News*.
KCRC Enid—Licensed to Enid Radiophone Co.; all stock owned by same interests owning Enid Publishing Co., publisher of *Enid News* and *Eagle*.
KDIX Muskogee—Licensed to Oklahoma Press Publishing Co., publisher of *Muskogee Phoenix* and *Times-Democrat*.
KTOK Oklahoma City—Licensed to KTOK Inc., 50% owned by C. C. Woodson, owner of *Bronwood Bulletin*, *Lamesa Reporter*, *Del Rio News-Herald*, *Waxahachie Daily Light*, all Texas, and *Miami* (Okla.) *News-Record*. See also KXOI, Fort Worth and WACO Waco, both Tex.
WKY-AM-TV Oklahoma City—Licensed to WKY Television System Inc., same ownership as *Oklahoma City Oklahoman* and *Times Farmer-Stockman*. See also WSFA-TV Montgomery, Ala. and WTVT (TV) Tampa, Fla.
KHG Okmulgee—Licensed to Okmulgee Broadcasting Corp., subsidiary of *Okmulgee Times*. See KFSA Fort Smith, Ark.
WBBZ Ponca City—Licensed to Ponca City Publishing Co., publisher of the *Ponca City News*.
KGFF Shawnee—Licensed to KGFF Broadcasting Co. Inc. Controlling stock interest (94%) owned by Stauffer Publications Inc. (see WIBW Topeka, Kan.).
KSPI-AM-FM Stillwater—Licensed to Stillwater Pub. Co., publisher *Stillwater News-Press*.
KOTV(TV) Tulsa—Licensed to KOTV Inc., owned by J. H. Whitney & Co. Mr. Whitney controls *New York Herald-Tribune* and owns *Parade Magazine*, Sunday newspaper supplement.
KRMG Tulsa—Licensed to Meredith KRMG Inc., subsidiary of Meredith Publishing Co. (*Better Homes & Gardens* and *Successful Farming*). See also KCMO Kansas City, WOW Omaha, KPHO Phoenix and WHEN Syracuse, N.Y.

OREGON

KAAT Astoria—Licensed to Astoria Broadcasting Co. Interlocking ownership (R. B. Chessman, Mrs. E. B. Aldrich, Dorothy Engle, Daphne Chessman) with *Astoria Astorian-Budget* and *Pendleton* (Ore.) *East Oregonian*.
KOOS-AM-TV Coos Bay—Licensed to KOOS Inc. Sheldon F. Sackett, owner is publisher of *Coos Bay World*. See KROW Oakland, Calif. and KVAN Vancouver, Wash.
KERG Eugene—Licensed to Guard Publishing Co., publisher of *Eugene Register-Guard*.
KUIN, KGPO (FM) Grants Pass—Licensed to Southern Oregon Bestg. Co., 50% owned by A. E. Voorhies, publisher of *Grants Pass Courier*.
KOTI-TV Klamath Falls—Licensed to California Oregon TV Inc. Same ownership as KBES-TV Medford, Ore.
KMCM McMinnville—Licensed to Yamhill Broadcasters Inc. Same ownership as *McMinnville News-Register*.
KBES-TV Medford—Licensed to Southern Oregon Bestg. Co.; 50% owned by Amos Voorhies and family. Mr. Voorhies is publisher of *Grants Pass* (Ore.) *Courier*.
KGIN-AM-FM-TV Portland—Licensed to Mt. Hood Radio & Television Bestg. Co., 50% owned by Central New York Bestg. Corp. (WSYR Syracuse N. Y.). Same ownership (S. I. Newhouse) as *Portland Oregonian*. For other Newhouse newspapers, see WSYR Syracuse, N. Y.
KPOJ-AM-FM Portland—Licensed to KPOJ Inc.; stock owned by *Portland Oregon Journal*.
KPIC(TV) Roseburg—Licensed to South-West Oregon TV Broadcasting Corp., half owned by California-Oregon TV Inc., which is 50% owned by Amos Voorhies and family. Mr. Voorhies is publisher of *Grants Pass* (Ore.) *Courier*. See also KUIN-KGPO Grants Pass; KBES-TV Medford. KOTI-TV Klamath Falls, all Oregon.

PENNSYLVANIA

WFBG-AM-TV Altoona—Licensed to Triangle Publications Inc. (*Philadelphia Inquirer*-WFIL).
WBFD Bedford—Licensed to Inquirer Printing Co. (*Bedford Inquirer*).
WGPA-AM-FM Bethlehem—Licensed to Bethlehem's Globe Pub. Co., publisher *Bethlehem Globe-Times*.

WLEV-TV Bethlehem—Licensed to Associated Broadcasters Inc. Ownership same as *Lancaster New Era* and *Intelligencer*. Operated independently. See also WGAI, Lancaster, Pa.
WCNR Bloomsburg—Licensed to Columbia-Montour Broadcasting Corp., affiliated with the *Bloomsburg Press*.

WBUT-AM-FM Butler—Licensed to Beacom Broadcasting Enterprises. Co-owner J. Patrick Beacom is owner of weekly *Mannington* (W. Va.) *Times*. See also WJPB-TV Fairmont, WETZ New Martinsville, W. Va.

WCPA Clearfield—Licensed to Clearfield Broadcasters Inc., wholly owned by publishers of *Clearfield Progress* and *Danville* (Pa.) *News*. See also WDAD Indiana, Pa., and WJCM Sebring, Fla.

WCED-AM-FM DuBois—Licensed to the Tri-County Bestg. Co. Inc., owned by Jason and Harold Gray, publishers of the *DuBois Courier Express*.

WEEK-AM-FM Easton—Licensed to Easton Publishing Co., publisher of *Easton Express*. See also WGLV (TV) Easton, Pa.

WEST-AM-FM Easton—Licensed to Associated Broadcasters Inc. Operated independently. Ownership affiliated with Steinman & Steinman Inc. See WGAL Lancaster (*Lancaster Intelligencer-Journal* and *New Era*).

WGLV (TV) Easton—Licensed to WGLV Inc., subsidiary of Easton Publishing Co. (*Easton Express*). See WEEK Easton, Pa.

WSEE (TV) Erie—Licensed to Great Lakes Television Co., 20.66% owned by George J. Mead and John J. Mead Jr., co-publishers of *Erie News* and *Times*. Interlocking ownership with WNAO-TV Raleigh, N. C.

WGET Gettysburg—Licensed to Times & News Publishing Co. (*Gettysburg Times*).

WHGB Harrisburg—Licensed to Kendrick Bestg. Co. Half-owned by Triangle Publications Inc., publisher of *Philadelphia Inquirer* (WFIL-AM-FM-TV Philadelphia).

WKBO Harrisburg—Licensed to Keystone Broadcasting Corp. Operated independently. Ownership affiliated with *Lancaster Intelligencer-Journal* and *New Era*. See WGAL Lancaster.

WTPA-TV Harrisburg—Licensed to Patriot-News Co., publisher of *Harrisburg Patriot* and *News* (Newhouse newspapers). For other Newhouse newspapers see WSYR Syracuse, N. Y.

WHUN Huntingdon—Licensed to Joseph F. Biddle Pub. Co., publisher *Huntingdon News*.

WDAD Indiana—Licensed to WDAD Inc. 32% owned by Clearfield Broadcasters Inc. Same ownership as *Clearfield Progress* and *Danville News*, both Pa. See also WCPA Clearfield, Pa., and WJCM Sebring, Fla.

WJAC-AM-FM-TV Johnstown—Licensed to WJAC Inc., same ownership as *Johnstown Tribune*.

WGAL-AM-FM-TV Lancaster—Licensed to WGAL Inc., same ownership (J. Hale and John F. Steinman) as *Lancaster Intelligencer-Journal* and *New Era*. See also WDEL Wilmington, Del. and WLEV-TV Bethlehem, WORK York, WRAW Reading, WEST Easton, WKBO Harrisburg, WRAC-AM-FM-TV Williamsport, all Pa. Stations operated independently.

WLBR-TV Lebanon—Licensed to Triangle Publications Inc. (*Philadelphia Inquirer*-WFIL).
WMRF Lewistown—Licensed to Lewistown Broadcasting Co., 31.6% of stock owned by the Sentinel Co., publisher of *Lewistown Sentinel*. See also WJLN Mexico, Pa.

WJUN Mexico—Licensed to Juniata-Perry Broadcasting Co., 31.6% owned by Sentinel Co. (*Lewistown* (Pa.) *Sentinel*). See also WMRF Lewistown, Pa.

WARC Milton—Licensed to Williamsport Radio Bestg. Assoc. Inc. Harry J. W. Kriessing, Grit Publishing Co. executive, is president and owns 32%. See also WWPA Williamsport, Pa.

WFIL-AM-FM-TV Philadelphia—Licensed to Triangle Publications Inc., publisher of *Philadelphia Inquirer*, *Seventeen Magazine*, *Official Detective*, *Tv Guide*, *Morning Telegraph* and *Daily Racing Form*. See also WNEF Binghamton, N. Y.; WHGB Harrisburg, WLBR-TV Lebanon and WFBG Altoona, all Pa., and WNIIC New Haven, Conn.

WIBG-AM-FM Philadelphia—Licensed to Storer Broadcasting Co. George B. Storer, president, is publisher of *Miami Beach Sun*. See also WGBS Miami.

WCAE Pittsburgh—Licensed to WCAE Inc. Owned by Hearst Publishing Co., publisher of *Pittsburgh Sun-Telegraph*. For other Hearst newspapers see WBAL Baltimore.

WHIC(TV) Pittsburgh—Licensed to WHIC Inc., 50% owned by *Pittsburgh Post-Gazette* and 50% by H. K. Brennan and family. See also WWSW-AM-FM Pittsburgh.

WKJF-FM-TV Pittsburgh—Licensed to Agnes J. Reeves Greer, controlling stockholder of *Morgantown* (W. Va.) *Dominion News* and *Post* (WAJR) and weekly *New Martinsville* (W. Va.) *Wetzel Republican*.

WTAE-TV Pittsburgh—Licensed to Tv City Inc., 50% owned by Hearst Publishing Co. (*Pittsburgh Sun-Telegraph*). For other Hearst newspapers see WBAL Baltimore.

WWSW-AM-FM Pittsburgh—Licensed to WWSW Radio Inc. owned by the *Pittsburgh Post-Gazette*. (Same ownership [Paul Block] as *Toledo* (Ohio) *Blade*.)

WEEU Reading—Licensed to WEEU Broadcasting Co., affiliated with *Reading Times and Eagle*.

WRAW Reading—Licensed to the Reading Broadcasting Co. Operated independently. Ownership affiliated with *Lancaster Intelligencer-Journal* and *New Era*. See WGAL Lancaster.

WDAU-TV Scranton—Licensed to Scranton Broadcasters Inc. WCAU Inc. (*Philadelphia Bulletin*) owns 75% common voting and 33% preferred non-voting stock.

WEJL Scranton—Licensed to the *Scranton Times*.

WPIC-AM-FM Sharon—Licensed to Sharon Herald Broadcasting Corp. (*Sharon Herald*)

WPVO Stroudsburg—Licensed to Pocono Broadcasting Inc. James H. Oltaway, majority stockholder, is also president-publisher of *Stroudsburg Record*. See also WENE Endicott-Binghamton, N. Y., and WDOS Oneonta, N. Y.

WKOK-AM-FM-TV Sunbury—Licensed to Sunbury Broadcasting Corp. Stockholders Harry H. Haddon and Basse A. Beck have an interest in *Sunbury Item*.

WRAC-AM-FM-TV Williamsport—Licensed to WGAL Inc. (See WGAL Lancaster, Pa.).

WWPA Williamsport—Licensed to Williamsport Radio Broadcasting Associates Inc. Harry J. W. Kriessing, Grit Publishing Co. executive, is president and owns 32%. See also WARC Milton Pa.

WORK York—Licensed to Associated Broadcasters Inc. Operated independently. Ownership affiliated with *Lancaster Intelligencer-Journal* and *New Era*. See WGAL Lancaster.

RHODE ISLAND

WEAN, WPJB-FM Providence—Licensed to Providence Journal Co., publisher of the *Providence Journal-Bulletin*.

WWON-AM-FM Woonsocket—Licensed to Woonsocket Broadcasting Co., whose principals include stockholders of *Woonsocket Call*.

SOUTH CAROLINA

WAIM-AM-TV, WCAC (FM) Anderson—Licensed to Wilton E. Hall, publisher of *Anderson Independent* and *Mail*.

WWBD Bamberg—Licensed to Bamberg County Broadcasting Corp. 50% owned by Lewis F. and E. P. Brabham, owners weekly *Bamberg Herald*. Mr. E. P. Brabham is part-owner weeklies *Farmer* and *South Carolina Levistor*.

WCCD Chester—Licensed to Dispatch Publishing Co. (*Lexington* [N. C.] *Dispatch*).

WBTW (TV) Florence—Licensed to Jefferson Standard Bestg. Co., subsidiary of Jefferson Standard Life Insurance Co., 10% owner of *Greensboro* (N. C.) *News* and *Record*. See also WBT Charlotte, WFMV-TV Greensboro, N. C.

WFBC-AM-FM-TV Greenville—Licensed to WMRC Inc., 48.71% owned by *Greenville News-Piedmont*.

WEAB Greer—Licensed to Greer Bestg. Co. Partner E. A. Burch is publisher of the weekly *Greer Citizen*. Partner W. R. Frier is owner of *Bartow Herald* (WBHF Cartersville, Ga.).

WTND Orangeburg—Licensed to WTND Inc. Same ownership (J. L. Sims and family) as *Orangeburg Times & Democrat*.

SOUTH DAKOTA

KSDN Aberdeen—Licensed to Aberdeen News Co., publisher of the *American News* (identified with Ridder Publications). For other Ridder newspapers see WCCO Minneapolis.

KOLY Mobridge—Licensed to Mobridge Broadcasting Corp. Interlocking ownership with weekly *Mobridge Tribune*.

TENNESSEE

WLAR Athens—Licensed to Athens Broadcasting Co., owned by Lowell F. Arterburn, publisher *Athens Post-Athenian*.

WDSG Dyersburg—Licensed to State Gazette Broadcasting Co. Interlocking ownership with *Dyersburg State Gazette*.

WTJS-AM-FM Jackson—Licensed to Sun Publishing Co. Inc., publisher of *Jackson Sun*.

WETB Johnson City—Licensed to Press Inc., publisher of *Johnson City Press-Chronicle*.

WKPT-AM-FM Kingsport—Licensed to Kingsport Broadcasting Co. Identified with ownership of *Kingsport News* and *Times*.

WNOX Knoxville—Licensed to Scripps-Howard Radio Inc., subsidiary of Scripps-Howard Newspapers (*Knoxville News-Sentinel*). See WCPO Cincinnati.

WMC, WMCB (FM), WMCT (TV) Memphis—Licensed to Memphis Publishing Co., publisher of *Memphis Commercial Appeal* and *Press-Scimitar* (Scripps-Howard newspapers). See WCPO Cincinnati.

TEXAS

KVLF Alpine—Licensed to Big Bend Broadcasters, 30% owned by Barney H. Hubbs, 66% owner of semi-weekly *Pecos* (Tex.) *Enterprise*. See KIUN Pecos, Tex.

KGNC-AM-TV Amarillo—Licensed to Globe News Publishing Co., publisher of *Amarillo News* and *Globe-Times*, *Lubbock* (Tex.) *Avalanche* and *Journal*. See KFYO Lubbock, Tex.

KRIC-AM-FM Beaumont—Licensed to Enterprise Co. (*Beaumont Enterprise* and *Journal*).

KBST Big Spring—Licensed to Affiliated Newspapers Inc., which comprises the following newspapers: *San Angelo Standard-Times*, *Corpus Christi Caller and Times*, *Big Spring Herald*, *Paris News*, *Greenville Herald-Banner* and 56% of *Marshall News-Messenger*, 51% of *Denison Herald* and 30% of *Wichita Falls Record News and Times*, all Texas.

KRLD-AM-FM-TV Dallas—Licensed to KRLD Radio Corp., same ownership as *Dallas Times-Herald*.

WFAA-AM-TV Dallas—Licensed to A. H. Belo Corp., publisher of *Dallas News*.

KROD-AM-TV El Paso—Licensed to Roderick Broadcasting Co. Same ownership (Dorance Roderick) as *El Paso Times*.

KFST Fort Stockton—Licensed to KFST Inc., 80% owned by George Baker, publisher weekly *Fort Stockton Pioneer*, and 20% owned by Barney H. Hubbs, 66% owner of semi-weekly *Pecos (Tex.) Enterprise*. See **KIUN Pecos, Tex.**

KXOL Fort Worth—Licensed to **KXOL Inc.**, 20% owned by C. C. Woodson, owner of *Brownwood Bulletin*, *Lamesa Reporter*, *Del Rio News-Herald*, *Waxahachie Daily Light*, all Texas, and *Miami (Okla.) News-Record*. See also **KTOK Oklahoma City and WACO Waco, Tex.**

WBAP-AM-FM-TV Fort Worth—Licensed to Carter Publications Inc. (*Fort Worth Star-Telegram*).

KGAF Gainesville—Licensed to Gainesville Broadcasting Corp. President Joe M. Leonard is part owner of *Gainesville Register*.

KCLW Hamilton—Licensed to Hamilton Broadcasting Co., owned by Coy Perry who owns controlling interest in weekly *Dublin (Tex.) Progress*.

KGUL-TV Houston—Licensed to Gulf Television Corp., owned by J. H. Whitney & Co. Mr. Whitney controls *New York Herald-Tribune* and owns *Parade Magazine*, Sunday newspaper supplement.

KPRC-AM-FM-TV Houston—Licensed to Houston Post Co., publisher of *Houston Post*. Owner W. P. Hobby holds option to purchase 32.5% of **KFDM-TV Beaumont, Tex.**

KTRH-AM-FM-TV Houston—Licensed to **KTRH Broadcasting Co.**, subsidiary of *Houston Chronicle Pub. Co.*, publisher of *Houston Chronicle*.

KIAD-TV Laredo—Licensed to Southwestern Publishing Co. (see **KFSA-TV Fort Smith, Ark.**).

KLVT Levelland—Licensed to *Herald Broadcasting Co.* Forrest Weimhold, owner, also owns *Levelland Sun-News* and weekly *Hockley County Herald (Levelland)*.

KFYO Lubbock—Licensed to Plains Radio Broadcasting Co., 81% owned by Globe News Publishing Co., publisher of *Lubbock Avalanche and Journal*, *Amarillo (Tex.) News and Globe-Times*. See **KGNC Amarillo, Tex.**

KMLW Marlin—Licensed to M-L Radio Inc., 50% owned by Peter and Frederick C. Miller, owners of *LaSalle (Ill.) News-Tribune*. See also **WLPO LaSalle, Ill.**

KGNB New Braunfels—Licensed to Comal Broadcasting Co. Claude W. Scruggs, 20% stockholder, owns *New Braunfels Herald*.

KIUN Pecos—Licensed to Jack W. Hawkins and Barney Hubbs, Mr. Hubbs is 66% owner of semi-weekly *Pecos Enterprise*. See also **KVLF Alpine, Tex.**, and **KVFC Cortez, Colo.**

KTLU Rusk—Licensed to E. H. Whitehead, publisher of the weekly *Rusk Cherokee* and monthly *Citizen*.

KENS-AM-TV San Antonio—Licensed to Express Publishing Co. (*San Antonio Express and News*).

KEVA Shamrock—Licensed to Shamrock Broadcasting Co. Albert Cooper, 60% stockholder of station, owns 52% of weekly *Shamrock Texan* and 44% of *Wheeler Times*.

KCEN-TV Temple—Licensed to Bell Publishing Co., publisher of *Temple Telegram*. Frank W. Mayborn, 95% owner, is 85% stockholder of **KTEM Temple, Tex.**

KTEM Temple—Licensed to Bell Broadcasting Co. Frank W. Mayborn, president and 85% owner, also president and 95% owner of *Bell Pub. Co.* publisher of *Temple Telegram*, *Sherman Democrat* and 50% owner of *Killeen (Tex.) Herald*.

KCMC-AM-FM-TV Texarkana—Licensed to **KCMC Inc.**, 50% owned by W. E. Hussman-Camden News Publishing Co. (*Camden [Ark.] News*), and 32% by estate of C. E. Palmer (*Texarkana Gazette and News*, *Hol Springs Sentinel Record* and *New Era, Eldorado Times and News, Hope Star [50%], Magnolia Banner News [50%]*, all Ark., and *Jacksonville [Tex.] Daily Progress [25%]*).

KTBB Tyler—Licensed to Blackstone Broadcasting Co. whose principal owners are also principal owners of *Tyler Courier-Times* and *Telegraph*.

WACO Waco—Licensed to **WACO Broadcasting Corp.**, 40% owned by C. C. Woodson, owner of *Brownwood Bulletin*, *Lamesa Reporter*, *Del Rio News-Herald*, *Waxahachie Daily Light*, all Texas; *Miami (Okla.) News-Record*. See also **KXOL Fort Worth, Tex.**, and **KTOK Oklahoma City, Okla.**

UTAH

KLO Ogden—Licensed to Interstate Corp., owned by A. L. Glasmann, publisher of *Ogden Standard-Examiner*. See **KIMN Denver, Colo.**

KALL Salt Lake City—Licensed to Salt Lake City Bestg. Co., owned by Mr. and Mrs. George C. Hatch. Mrs. Hatch is a 12½% owner of *Ogden (Utah) Standard-Examiner*. See also **KIMN Denver, Colo.**

KDYL-AM-FM, KTUV (TV) Salt Lake City—Licensed to Inter-Mountain Broadcasting & Tele-

vision Corp., 80% owned by TLF Broadcasters Inc., subsidiary of Time Inc., publisher of *Time*, *Life*, *Fortune*, *Architectural Forum*, *Sports Illustrated* and *House & Home*. See also **KLZ Denver, Colo.**; **WFBM Indianapolis, Ind.**; **WVOD Grand Rapids, Mich.**, and **WTCN Minneapolis, Minn.**

KUTV (TV) Salt Lake City—Licensed to KUTV Inc., 51% owned by Ogden (Utah) *Standard-Examiner* (Glasmann) and 35% by *Salt Lake Tribune*. See **KIMN Denver, Colo.**

VIRGINIA

WDVA Danville—Licensed to Virginia-Carolina Broadcasting Corp. Publisher of *Danville Register* is stockholder.

WGH-AM-FM Newport News—Licensed to Hampton Roads Broadcasting Corp.; 80% of stock owned by Daily Press Inc., publisher of *Newport News Press* and *Times-Herald*; 20% by Edward E. Bishop.

WTAR-AM-TV Norfolk—Licensed to WTAR Radio Corp., same ownership as *Norfolk Virginian-Pilot* and *Ledger-Dispatch & Star*.

WRNL-AM-FM Richmond—Licensed to Richmond Newspapers Inc. (*Richmond Times Dispatch* and *News-Leader*).

WDBJ-AM-FM-TV Roanoke—Licensed to Times-World Corp., publisher of *Roanoke Times* and *World-News*.

WKWS Rocky Mt.—Licensed to Radio Franklin Inc. K. W. Salyer, 33 1/3% partner, is publisher of weekly *Franklin (Va.) News Post*.

WASHINGTON

KPUG Bellingham—Licensed to **KPUG Inc.**, owned 50% by Jessica L. Longston, publisher of bi-weeklies *Burley (Ida.) Bulletin* and *St. Helens (Ore.) Sentinel Mist* and weekly *Othello (Wash.) Outlook*. See **KBAR Burley, Ida.**

KAYO Seattle, **KSEM Moses Lake**, **KRSC Othello**, all Wash.

KITI Chehalis—Licensed to **KITI Corp.**, 25% owned by Centralia Printing Co., publisher of *Centralia Chronicle*.

KSEM Moses Lake—Licensed to **KSEM Inc.**, owned 56% by Jessica L. Longston, publisher of bi-weeklies *Burley (Ida.) Bulletin* and *St. Helens (Ore.) Sentinel Mist* and weekly *Othello (Wash.) Outlook*. See **KBAR Burley, Ida.**

KPUG Bellingham, **KAYO Seattle**, **KRSC Othello**, all Wash.

KRSC Othello—Licensed to *Othello Radio*, owned by Jessica L. Longston, publisher of bi-weeklies *Othello (Wash.) Outlook*, *Burley (Ida.) Bulletin* and *St. Helens (Ore.) Sentinel Mist*. See also **KBAR Burley, Ida.**; **KPUG Bellingham**, **KSEM Moses Lake** and **KAYO Seattle**, all Wash.

KONP Port Angeles—Licensed to *Radio Pacific Inc.*, subsidiary of *Port Angeles News*.

KAYO Seattle—Licensed to *Washington Broadcasters Inc.*, 52% owned by Jessica L. Longston, publisher of bi-weeklies *Burley (Ida.) Bulletin* and *St. Helens (Ore.) Sentinel Mist* and weekly *Othello (Wash.) Outlook*. See **KPUG Bellingham**, **KSEM Moses Lake**, **KRSC Othello**, all Wash. and **KBAR Burley, Ida.**

KHQ-AM-TV Spokane—Licensed to **KHQ Inc.**, same ownership as *Spokane Spokesman-Review* and *Chronicle*.

KTNT-TV Tacoma—Licensed to *Tribune Publishing Co.*, publisher of *Tacoma News-Tribune*. Alton F. Baker, 12.46% owner, owns *Eugene (Ore.) Register-Guard (KFRG)*.

KVAN Vancouver—Licensed to **KVAN Inc.**, controlled by Sheldon F. Sackett, publisher of *Coos Bay (Ore.) Times (KOOS)*, and owner of **KROW Oakland, Calif.**

WEST VIRGINIA

WHIS-AM-TV Bluefield—Licensed to *Daily Telegraph Printing Co.*, publisher of *Bluefield Telegraph* and *Sunset News-Observer*.

WKAZ-AM-FM Charleston—Licensed to *Kanawha Valley Broadcasting Co.* Interlocking ownership with *Huntington (W. Va.) Herald-Dispatch* and *Advertiser*. See **WSAZ Huntington, W. Va.**

WJPB-TV Fairmont—Licensed to **WJPB-TV Inc.**, owned by J. Patrick Beacom, publisher of weekly *Mannington (W. Va.) Times*. See **WVWV Grafton, W. Va.**, and **WBUT Butler, Pa.**

WVWV Grafton—Licensed to **WVWV Inc.**, owned by J. Patrick Beacom. See **WJPB-TV Fairmont, W. Va.**

WSAZ-AM-TV Huntington—Licensed to **WSAZ Inc.**, 89% owned by *Huntington Publishing Co.* (*Huntington Herald-Dispatch* and *Advertiser*). See also **WKAZ Charleston, W. Va.**

WLOG-AM-FM Logan—Licensed to Clarence H. Frey, publisher of the *Logan Runner*, and Robert O. Greever, partners.

WAJR-AM-FM Morgantown—Licensed to *West Virginia Radio Corp.* Mrs. A. J. R. Greer, president, owns stock in *West Virginia Publishing Co.*, publishers of *Morgantown Post* and *Dominion News*; *New Martinsville Wetzel Republican*. (See **WJER Dover, WAND Canton, both Ohio**, and **WKJF (FM) Pittsburgh, Pa.**)

WTAP (TV) Parkersburg—Licensed to *Zanesville Publishing Co.*, publisher of *Zanesville (Ohio) Signal* and *Times-Recorder*. See also **WHIZ Zanesville, Ohio**.

WHAW Weston—Licensed to *Central W. Virginia Service Corp.*, 50% owned by Richard H. Ralston, owner of weekly *Buckhannon (W. Va.) Record*.

WTRF-TV Wheeling—Licensed to *Tri-City Broadcasting Co.*, 30% owned by *News Publishing Co.*, publisher of *Wheeling Intelligencer* and *News-Register*, *Fairmont Times* and *West Virginian*, *Point Pleasant Register*, *Weirton Times*, and *Williamson News*, all West Virginia, and 30% owned by A. V., G. C., R. E., and R. L.

Dix, publishers of *Martins Ferry-Bellaire Times-Leader*, *Wooster Record (WVST)* and *Ravenna Courier-Tribune*, *Defiance Crescent-News*, all Ohio

WVVA-AM-FM Wheeling—Licensed to *Storck Broadcasting Co.* (*Miami Beach Sun*). See **WGBS Miami, Fla.**

WISCONSIN

WATK Antigo—Licensed to *Antigo Broadcasting Co.* Artemas F. Berner, 90% owner, is publisher of *Antigo Journal*. See also **WSAU Wausau**.

WGEZ Beloit—Licensed to *Beloit Broadcasting Co.* owned by Sidney H. Bliss and family, owners of *Janesville (Wis.) Gazette*. See **WCLO Janesville, Wis.**

WEAU-AM-FM-TV Eau Claire—Licensed to *Central Bestg. Co.*, 23% owned by *Eau Claire Leader and Telegram*, and 54.5% owned by Morgan Murphy and wife (see **WEBC Duluth, Minn.**).

KFIZ Fond du Lac—Licensed to *KFIZ Broadcasting Co.* Same owners as *Fond du Lac Commonwealth Reporter*.

WDUZ Green Bay—Licensed to *Green Bay Broadcasting Co.*, 49% owned by Harold R. Murphy, co-owner *Northshore Publishing Co.* (weeklies *Shorewood Herald*, *Whitefish Bay Herald* and *Glendale Town Times*). See also **WIGM Medford, Wis.**

WPGJ Green Bay—Licensed to *Green Bay Newspaper Co.*, publisher of *Green Bay Press Gazette*.

WTKM Hartford—Licensed to *Times Press Radio Inc.*, publisher of *Hartford Times Press*.

WCLO-AM-FM Janesville—Licensed to *Southern Wisconsin Radio Inc.*, subsidiary of *Gazette Printing Co.*, publisher of *Janesville Gazette*. See also **WGEZ Beloit, Wis.**

WKBT (TV) LaCrosse—Licensed to **WKBT TV Inc.**, 27.5% owned by *La Crosse Tribune* (a Lee Newspaper, see **KGLO Mason City, Iowa**, for other Lee holdings).

WIBA-AM-FM Madison—Licensed to *Badger Broadcasting Co. Inc.*, 66% owned by the *Capital Times Co.*, publishers of *Madison Capital Times*. Other stockholders and directors include officers of the *Wisconsin State Journal Publishing Co.*, publisher of the *Wisconsin State Journal* (Lee Syndicate). See **KGLO Mason City, Ia.**

WISC-AM-FM-TV Madison—Licensed to *Radio Wisconsin, Inc.*, 50% owned by Morgan Murphy-Superior (Wis.) *Telegram*. See **WFBC Duluth, Minn.**

WMTV (TV) Madison—Licensed to *Forward Television Inc.* Interlocking ownership with Lee newspapers (see **KGLO Mason City, Iowa**, for Lee newspapers).

WMBV-TV Marinette—Licensed to *M&M Broadcasting Co.*, 53% owned by *Evening Telegram Co.* (*Superior [Wis.] Evening Telegram*—Morgan Murphy). For list of Mr. Murphy's newspapers, see **WEBC Duluth, Minn.**

WIGM Medford—Licensed to **WIGM Inc.**, 57% owned by Harold R. Murphy, co-owner *Northshore Publishing Co.* (weeklies *Shorewood Herald*, *Whitefish Bay Herald* and *Glendale Town Times*). See also **WDUZ Green Bay, Wis.**

WISN-AM-TV Milwaukee—Licensed to *Hearst Corp.* Affiliated with *Milwaukee Sentinel* for other Hearst Newspapers see **WEAL Baltimore, Md.**

WTMJ-AM-TV Milwaukee—Licensed to *The Journal Co.* (*Milwaukee Journal*)

WPDR Portage—Licensed to *Portage Bestg. Co.* W. T. Comstock, president and 80% stockholder, is general manager and majority stockholder of *Comstock Pub. Co.*, publisher of *Portage Register* and president, *Oconto Pub. Co.*, publisher of weekly *Oconto Co. (Wis.) Reporter*. Mr. Comstock is also publisher of *Badger Sportsman*. See also **WJON St. Cloud, Minn.**

WRJN-AM-FM Racine—Licensed to *Racine Broadcasting Corp.* Same ownership as *Racine Journal Times*.

WTCH Shawano—Licensed to *Shawano County Leader Pub. Co.*, publisher of *Shawano Leader*.

WDSM-AM-TV Superior—Licensed to *Northwest Publications (Ridder Publications Inc.)*. Affiliated with *Duluth Herald* and *News-Tribune*. For other Ridder publications see **WCCO Minneapolis, Minn.**

WSAU-AM-TV Wausau—Licensed to *Wisconsin Valley Television Corp.*, 25% owned by *Wausau Record Herald*, 12.5% by *Marshfield News Herald*, 8.32% owned by *Merrill Herald*, 8.32% by *Rhineland News*, 6.25% by *Wisconsin Rapids Tribune (WFHR)* and 25% by Charles Lemke.

WFHR-AM-FM Wisconsin Rapids—Licensed to *Wm. F. Huffman Radio Inc.* Mrs. Louise H. Huffman is principal owner *Wisconsin Rapids Tribune Co.*, publishers *Wisconsin Rapids Tribune*.

WYOMING

KFBC-AM-TV Cheyenne—Licensed to *Frontier Broadcasting Co.* *Cheyenne Newspapers Inc.* (*Wyoming Eagle and State Tribune*) is minority owner. President Robert S. McCracken and family control *Cheyenne Newspapers Inc.* Mr. McCracken and associates also publish *Laramie Republican Boomerang* and *Bulletin*, *Rawlins Times (KRAL)*, *Rock Springs Rocket (KVRIS)* (45.4%), *Worland Northern Wyoming News*. See also **KSTF (TV) Scottsbluff, Neb.**

KRAL Rawlins—Licensed to *Rawlins Broadcasting Co.*, affiliated with *Rawlins Times*. See **KFBC Cheyenne, Wyo.**

KVRS Rock Springs—Licensed to *Wyoming Bestg. Co.*, 60% owned by *Rock Springs News-*

Newspaper Ownership CONTINUED

papers Inc. (Rock Springs Rocket), which is 45.4% owned by D. G. Richardson, and 45.4% owned by Tracy S. McCracken. Mr. Richardson owns 25% of licensee. For Mr. McCracken's holdings see KFBC Cheyenne, Wyo.

HAWAII

KHBC-AM-TV Hilo—Licensed to Hawaiian Broadcasting System Ltd. See KGMB Honolulu.

KGMB-AM-TV Honolulu—Licensed to Hawaiian Broadcasting System Ltd., 24.55% owned by Honolulu Star-Bulletin. See also KHBC Hilo and KMAU-TV Wailuku, Hawaii.

KGU Honolulu—Licensed to Advertiser Publishing Co. Ltd., publisher of Honolulu Advertiser. See also KONA (TV) Honolulu.

KONA (TV) Honolulu—Licensed to Radio Honolulu Ltd., 50% owned by Honolulu Advertiser. See also KGU Honolulu.

KTOH Lihue—Licensed to Garden Island Publishing Co. Ltd., publisher of Garden Island (weeklv).

KMAU-TV Wailuku—Licensed to Hawaiian Broadcasting System Ltd. (see KGMB Honolulu).

KMVI-AM-TV Wailuku—Licensed to Maui Publishing Co. Ltd., publisher of Maui News.

PUERTO RICO

WKAQ-AM-TV San Juan—Licensed to El Mundo Inc., publisher of San Juan El Mundo.

Radio and Television Station Representatives

Note: Lists of stations represented by individual firms were provided by the firms themselves.

Airspot Sales, 64 E. Lake St., Chicago 1. State 2-0460. Joseph Kapps, gen mgr, radio and tv. (No station list released.)

Alaska Radio-Tv Sales (Weed Television), 579 Fifth Ave., New York. Plaza 9-4700. Roy V. Smith.

Radio Stations: KINY Juneau, Alaska; KIFW Sitka, Alaska; KIBH Seward, Alaska; KFQD Anchorage, Alaska.

Television Stations: KTVA (TV) Anchorage, Alaska; KTVE (TV) Fairbanks, Alaska; KINY-TV Juneau, Alaska.

All-States Radio & Tv Reps, 5007 N. Hermitage St., Chicago 40, Uptown 8-5937. Barrett Martin, F. Bert Martin. (No station list released.)

AM Radio Sales Co., 415 Madison Ave., New York. Plaza 3-9630. Wilnot H. Losee.

Chicago: 400 N. Michigan Ave. Mohawk 4-8555. John Carey; Jerry Glynn.

Los Angeles: 5939 Sunset Blvd. Hollywood 5-0695. Bob Block.

San Francisco: 950 California St. Garfield 1-0716. Ken Carey.

Radio Stations: WIND Chicago; WMCA New York; KOLD Tucson, Ariz.; WLOL Minneapolis; KMPC Los Angeles; KOOL Phoenix, Ariz.; KSFO San Francisco; WCAR Pontiac, Mich.

American Sales & Servicing Agency, 370 Lexington Ave., New York 17. Mulberry 5-1300. Guy Polam, pres; I. O.C. Craigmile, vp.

London, England: 38 Hertford St., London W1. Legation 5961. R. A. Belcher, gen mgr.

Paris, France 1: 3 Place de Valois. Central 42.81. P. G. Duprat, director gen.

Radio Stations: Radio Luxembourg (European coverage).

Television Stations: Tele Luxembourg.

Avery-Knodel, 720 Fifth Ave., New York 19. Judson 6-5536. Lewis H. Avery, pres; Arthur H. Sherin, director tv sales; John J. Tormey, director radio sales; John W. Owen, director sales promotion.

Chicago 1: 3125 Prudential Plaza. Whitehall 4-6869. J. W. Knodel, executive vp; Raymond M. Neihengen, director tv sales; Roger O'Connor, director radio sales.

San Francisco 4: 235 Montgomery St. Yukon 2-2053. David H. Sandberg, vp, Pacific Coast mgr; David Meblin.

Los Angeles 5: 3325 Wilshire Blvd. Dunkirk 5-6394. William E. Moore; Douglas MacLachie.

Atlanta 3: 41 Marietta St. NW. Charles C. Coleman Jr., vp, southeast mgr; James Gossett.

Dallas 1: 320 Fidelity Union Life Bldg. Wallis S. Ivoy.

Detroit 26: 1446 National Bank Bldg. Glenn Gilbert.

Seattle 1: Tower Bldg. Hugh Feltis.

Radio Stations: WCUE Akron, Ohio; WROW Albany, N. Y.; WGAC Augusta, Ga.; KBWD Brownwood, Tex.; WKBW Buffalo; KEYS Corpus Christi, Tex.; WRR Dallas; KIMN Denver; KDAL Duluth, Minn.; KFPW Fort Smith, Ark.; KXOL Fort Worth; WJEF Grand Rapids, Mich.; WFBC Greenville, S. C.; WVEC Hampton, Va.; KXYZ Houston; WKZO Kalamazoo, Mich.; WATE Knoxville, Tenn.; KORK Las Vegas, Nev.; WJNN Louisville, Ky.; WMAZ Macon, Ga.; WIBA Madison, Wis.; WKRK Mobile, Ala.; KOIL Omaha, Neb.; KCRS Midland, Tex.; WNOE New Orleans; KTAR Phoenix, Ariz.; WGAN Portland, Me.; WICE Providence, R. I.; WKIX Raleigh, N. C.; WSLR Roanoke, Va.; WHBF Rock Island, Ill.; KALL Salt Lake City; KITE San Antonio; WTOC Savannah, Ga.; KSOO Sioux Falls, S. D.; KXLY Spokane, Wash.; WSTV Steuvenville, Ohio; KMO Tacoma, Wash.; WALT Tampa, Fla.; WIBW Topeka, Kan.; KTUL Tulsa, Okla.; WRUN Utica, N. Y.; WBRV Waterbury, Vt.; KWWL Waterloo, Ia.; KFBI Wichita, Kan.; WILK Wilkes-Barre, Pa.

Television Stations: WBOY-TV Clarksburg, W. Va.; WGAN-TV Portland, Me.; WSTV-TV Steuvenville, Ohio; WNEP-TV Scranton-Wilkes-Barre, Pa.; KMMT (TV) Austin, Minn.; WHBF-TV Rock Island, Ill.; KDAL-TV Duluth, Minn.; WKZO-TV Kalamazoo, Mich.; KODE-TV Joplin, Mo.; KOLN-TV Lincoln, Neb.; KATV (TV) Pine Bluff, Ark.; KWTV (TV) Oklahoma City, Okla.; WIBW-TV Topeka, Kan.; KTUL-TV Tulsa, Okla.; KWWL-TV Waterloo, Ia.; WESH-TV Daytona Beach, Fla.; WATE-TV Knoxville, Tenn.; WMAZ-TV Macon, Ga.; WKRK-TV Mobile, Ala.; WVEC-TV Norfolk, Va.; WSLR-TV Roanoke, Va.; WTOC-TV Savannah, Ga.; KHSL-TV Chico, Calif.; KLRJ-TV Las Vegas, Nev.; KVAR (TV) Phoenix, Ariz.; KUTV (TV) Salt Lake City; KXLY-TV Spokane, Wash.

Regional Groups: New England (Ken & Carolyn Show); Intermountain Network; Arizona Broadcasting System; Rural Radio Network (N. Y.).

James S. Ayers Co., 414 Glenn Bldg., Atlanta 3, Ga. Jackson 5-0459. James S. Ayers, pres.

Charlotte, N. C.: 205 S. Church St. Franklin 5-6146. Guy Vaughn Jr., mgr.

Radio Stations: WSGN Birmingham; WCAS Gadsden, Ala.; WCOV Montgomery, Ala.; KFSA Fort Smith, Ark.; WPDQ Jacksonville, Fla.; WFEC Miami; WLOF Orlando, Fla.; WBSR Pensacola, Fla.; WSUN St. Petersburg, Fla.; WALB Albany, Ga.; WGST Atlanta, Ga.; WDAK Columbus, Ga.; WFRP Savannah, Ga.; WLOS Asheville, N. C.; WWOK Charlotte, N. C.; WMFD Wilmington, N. C.; WTOB Winston-Salem, N. C.; WMSC Columbia, S. C.; WDXB Chattanooga, Tenn.; WMAK Nashville, Tenn.

Television Stations: WCOV-TV Montgomery, Ala.; KFSA-TV Fort Smith, Ark.; WINK-TV Fort Myers, Fla.; WSUN-TV St. Petersburg, Fla.; WEAT-TV W. Palm Beach, Fla.; WALB-TV Albany, Ga.; WTVM (TV) Columbus, Ga.; WCBI-TV Columbus, Miss.; WLOS-TV Asheville, N. C.; WITN-TV Washington, N. C.; WECT-TV Wilmington, N. C.; WAPA-TV San Juan, P. R.; WUSN-TV Charleston, S. C.; WTVC (TV) Chattanooga, Tenn.; KCM-TV Texarkana, Tex.

William A. Ayres Co., 233 Sansome St., San Francisco 4. Yukon 6-2981. William A. Ayres, owner-mgr.

Hollywood 28: 5880 Hollywood Blvd. Hollywood 2-1133. Jack DeBar, So. Calif. mgr. (No station list released.)

Elisabeth M. Beckjorden, 235 E. 46th St., New York 17. Plaza 5-4262. Elisabeth M. Beckjorden.

Radio Stations: WLEX Lexington, Ky.; WVIP Mount Kisco, N. Y.

Television Stations: KROC-TV Rochester, Minn.; WIMA-TV Lima, Ohio; KELO-TV Sioux Falls, S. D.

Charles Bernard & Co., 730 Fifth Ave., New York 19. Circle 6-7242. Charles Bernard, pres; Rita Hughes, asst to pres; Joseph Antel, sales promotion mgr.

Kansas City 6: 601 Merchandise Mart. Baltimore 1-5175. M. Marion.

Baltimore 1: 8 N. Howard St. Lexington 9-1680. L. Wentworth.

Dallas: 1000 Main St. Riverside 1-5217. Stu Barondess. (No station list released.)

Hil F. Best Co., 1009 Park Ave. Bldg., Detroit 26. Woodward 2-7258. Hil F. Best, owner; Thomas W. Corless, gen mgr.

New York 17: 101 Park Ave. Lexington 2-3783. George T. Hopewell, Joseph Cannon.

Chicago 6: 205 W. Wacker Dr. State 2-5098. Hooper Jones.

Beverly Hills, Calif.: 111 N. LaCienega. Oleaner 5-8326. James Walsh.

Atlanta 3: Mortgage Guarantee Bldg. Alpine 5-084. Tom Atkinson.

Radio Stations: Alabama—WWWF Fayette; WTCB Flomaton; WHEP Foley; WFPA Fort Payne; GSVV Greenville; WFRH Hamilton; WWWB Jasper; WMFC Monroeville; WWWW Russellville; WMLS Sylacauga.

Arizona—KCLF Clifton; KCKY Coolidge; KAWT Douglas; KDJI Holbrook; KNOG Nogales.

Arkansas—KVRC Arkadelphia; KBTA Batesville; KPLN Camden; KCON Conway; KDQN DeQueen; KFFA Helena; KVSA McGehee; KTLO Mountain Home; KCLA Pine Bluff; KWCB Searcy; KBBS Springdale; KWRF Warren; KWYN Wynne.

California—KCNO Alturas; KIBS Bishop; KGLA Los Angeles; KOCS Ontario; KTIM San Rafael; KAGR Yuba City.

Colorado—KVFC Cortez; KLIR Denver.

Florida—WTRL Bradenton; WKKO Cocoa; WGGG Gainesville; WGMA Hollywood; WZRO Jacksonville Beach; WFLC Lake Wales; WLBK Leesburg; WNOG Naples; WHYS Ocala; WSUZ Palatka; WPLA Plant City; WDCL Tarpon Springs.

Georgia—WLFA Lafayette; WFDR Manchester; WIMO Winder.

Idaho—KART Jerome; KRPL Moscow; KYTF Pocatello.

Illinois—WKFI Kewanee; WSMI Litchfield; WINI Murphysboro; WTAY Robinson.

Indiana—WCMR Elkhart; WILO Frankfort; WORX Madison; WLRP New Albany; WSLM Salem; WAMW Washington.

Iowa—KCHF Cherokee; KSMN Mason City; KJFJ Webster City.

Kansas—KCRB Chanute; KNCK Concordia; KMDO Fort Scott; KCLO Leavenworth; KSCB Liberal; KNDY Marysville; KJRG Newton; KRSL Russell.

Kentucky—WBVL Barbourville; WTCO Campbellsville; WMTG Central City; WAIN Columbia; WCPM Cumberland; WIEL Elizabethtown; WFKN Franklin; WFUL Fulton; WLEN Lebanon; WFTG London; WFMW Madisonville; WNGO Mayfield; WSP Paintsville; WPRT Prestonsburg; WRUS Russellville; WLCK Scottsville.

Louisiana—KLFT Golden Meadow; KDBC Mansfield; KAPB Marksville; KRUS Ruston; KBSF Springhill; KTLT Tallulah; KEVL White Castle; KUZN W. Monroe; KAPK Minden; KVHL Homer.

Maryland—WAYE Baltimore; WDON Wheaton.

Michigan—WBRN Big Rapids; WCBY Boycegan; WTVB Coldwater; WMKL Dowagiac; WBFC Fremont; WGHN Grand Haven; WMPL Hancock; WHTC Holland; WHGR Houghton Lake; WHMI Howell; WION Ionia; WKBK Iron River; WJMS Ironwood; WKLA Ludington; WMTE Manistee; WMDN Midland; WCEN Mt. Pleasant; WMAB Munising; WMUS Muskegon; WSTR Sturgis.

Minnesota—KDUZ Hutchinson; KAGF Winona.

Mississippi—WMPA Aberdeen; WCHJ Brookhaven; WBLF Batesville; WBIP Boonville; WACR Columbus; WKXB Corinth; WNLA Indianola; WMBC Macon; WSUH Oxford; WPMP Pascagoula; WHOC Philadelphia; WTUP Tupelo; WABO Waynesboro; WAZF Yazoo City.

Missouri—KBHM Branson; KCHR Charleston; KCHI Chillicothe; KBIA Columbia; KIMO Independence; KREI Farmington; KRMO Monett; KLRN Mountain Grove; KBTN Neosho; KNEM Nevada; KICK Springfield; KALM Thayer;

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Station Reps CONTINUED

KOKO Warrensburg, KWPM W. Plains.
 Nebraska—KJSC Columbus; KAWL York.
 New Jersey—WNNJ Newton.
 New Mexico—KHFM Albuquerque.
 New York—WOSC Oswego; WGGC Delevan.
 North Carolina—WRCS Ahsokke; WWIT Canton; WCDJ Edenton; WBLA Elizabethtown; WBBO Forest City; WHVH Henderson; WHKP Hendersonville; WFTC Kinston; WSYD Mt. Airy; WRNB New Bern; WNCA Siler City.
 North Dakota—KNDC Hettinger.
 Ohio—WOHP Bellefontaine; WFRO Fremont; WIRO Ironton; WPTW Piqua; WCHO Washington Court House; WKOV Wellston.
 Oklahoma—KALV Alva; KWCO Chickasha; KWEO Clinton; KUSH Cushing; KTAT Frederick; KGYN Guymon; KCCO Lawton; KHBG Okmulgee; KVLH Pauls Valley; KOLS Pryor; KGFF Shawnee.
 Oregon—KHCO Prineville; KRMW The Dalles.
 South Carolina—WABV Abbeville; WBAW Barnwell; WCRC Cheraw; WFIS Fountain Inn; WHSC Hartsville; WSNW Seneca; WSSC Sumter.
 Tennessee—WHLP Centerville; WMCH Church Hill; WMCP Columbia; WZYX Cowan; WTRD Dyersburg; WCPH Etowah; WJMM Lewisburg; WMSR Manchester; WGAP Maryville; WHDM McKenzie; WHFY Millington; WMTS Murfreesboro; WRCS Rogersville; WOKE Oak Ridge; WTRB Ripley; WDEH Sweetwater; WSMT Spartanburg; WJIG Tallahassee; WNAH Nashville.
 Texas—KVLV Alpine; KALT Atlanta; KRUN Ballinger; KIOX Bay City; KRCT Baytown; KREL Baytown; KTXC Big Spring; KNEL Brady; KSTB Breckenridge; KTFY Brownfield; KBOR Brownsville; KEAN Brownwood; KORA Bryan; KCTX Childress; KCAR Clarksville; KMCO Conroe; KCLE Cleburne; KVMC Colorado City; KCFH Cuero; KXIT Dalhart; KDDD Dumas; KERC Eastland; KPST Fort Stockton; KNAF Fredericksburg; KBRZ Freeport; KSJG Gladewater; KGRI Henderson; KPAN Hereford; KHBR Hillsboro; KTXJ Jasper; KMBL Junction; KERB Kermit; KERV Kerrville; KLEN Killeen; KINE Kingsville; KCYL Lampasas; KETX Livingston; KRIO McAllen; KCMR McCamey; KJBC Midland; KVKM Monahans; KRIG Odessa; KOGT Orange; KPDN Pampa; KFTV Paris; KIUN Pecos; KBOP Pleasanton; KOLJ Quanah; KTLU Rusk; KPEP San Angelo; KCNY San Marcos; KWED Seguin; KSEY Sevmour; KEVA Shamrock; KANN Sinton; KSTV Stephenville; KXOX Sweetwater; KTLW Texas City; KTUE Tulia; KVOU Uvalde; KNAL Victoria.
 Virginia—WFCR Fairfax; WDDY Gloucester; WYTI Rocky Mount; WBOF Virginia Beach; WFR Warrenton.
 Washington—KPVA Camas; KITI Chehalis; KCLX Colfax; KCVL Colville; KFDH Grand Coulee; KNBX Kirkland; KARY Prosser; KPOR Quincy; KENE Toppenish; KHFS Vancouver.
 West Virginia—WCFE Parkersburg.
 Wisconsin—WCHF Chippewa Falls; WTCH Shawano.
 Hawaii—KAIM Honolulu; KANI Kaneohe; Oahu.
 Ontario—CJSP Leamington.

Walter Biddick Co. 1046 S. Olive St., Los Angeles 15. Richmond 9-8800. Guy Biddick, mgr; Barbara McNey, office mgr; Burton Zoul, traveling representative.
 Radio Stations: KJSC Columbus, Neb.; KLIR Denver; KNBR North Platte, Neb.; KDBS Alexandria, La.; KJAN Atlantic, Ia.; KJRG Newton, Kan.; WCHF Chippewa Falls, Wis.; KCFH Cuero, Tex.

John Blair & Company, 415 Madison Ave., New York 17. Plaza 3-4250. John P. Blair, pres; Arthur H. McCoy, executive vp.
 Chicago 11: 520 N. Michigan Ave. Superior 7-8659. Clifford J. Barborka, mgr.
 Boston 16: 118 Newbury St., Kenmore 6-1472. Ernest W. Kitchen, mgr.
 St. Louis: 937 Paul Brown Bldg. Chestnut 1-5636. Carlos Reese, mgr.
 Los Angeles 5: 3160 Wilshire Blvd. Dunkirk 7-1333. Carlton E. Coveny, vp-mgr.
 San Francisco 4: 2502 Russ Bldg. Douglas 2-3188. Heber Smith, mgr.
 Detroit: 617 Book Bldg. Woodward 1-6030. Charles Fritz, mgr.
 Dallas: 457 Rio Grande National Bldg. Riverside 1-4228. Frank Carler, mgr.
 Atlanta: 101 Marietta St. Bldg Jackson 5-6482. Charles F. Dilcher, vp and mgr.
 Seattle: 3319 White-Henry-Stuart Bldg. Main 3-6270. John Burr, mgr.
 Radio Stations: WTRY Troy, N. Y.; WFBR Baltimore; WBNF Binghamton, N. Y.; KFVR Bismarck, N. D.; KIDO Boise, Idaho; WHDH Boston; WLS Chicago; WCOPO Cincinnati; WBNS Columbus, Ohio; KLIF Dallas; KTFN Denver; WXYZ Detroit; KFJZ Fort Worth; KFRE Fresno, Calif.; KILT Houston; WHC Indianapolis; WJAX Jacksonville; WHB Kansas City; WNOX Knoxville, Tenn.; KFNB Los Angeles; WAKY Louisville, Ky.; WMC Memphis; WQAM Miami; WDGW Minneapolis; WSM Nashville, Tenn.; WDSU New Orleans; WABC New York; WGH Newport News, Va.; WOW Omaha, Neb.; WDBO Orlando, Fla.; WFIL Philadelphia; KOY Phoenix, Ariz.; WWSW Pittsburgh; KGW Portland, Ore.; WPRO Providence, R. I.; KXOK St. Louis; KTSA San Antonio; KGO San Francisco; KING Seattle; KEEL Shreveport, La.; WFLA Tampa; KRMG Tulsa, Okla.; WWDC Washington; WWSA Wheeling, W.

Va.; KFH Wichita, Kans.; Arizona Radio Network.

Blair Television Associates, 415 Madison Ave., New York 17. Plaza 1-1922. John P. Blair, pres; Richard L. Foote, executive vp-gen mgr; W. Ward Dorrell, vp-research director; Martin Katz, director sales development.
 Chicago 1: 333 N. Michigan Ave. Franklin 2-3819. Arthur C. Stringer, mgr-vp.
 Detroit 26: 617 Book Bldg Woodward 1-6030. Gabriel Dype, mgr.
 Los Angeles 5: 3160 Wilshire Blvd. Dunkirk 1-3811. David Lundy, mgr.
 San Francisco: 2504 Russ Bldg. Yukon 2-7068. Lindsey Spight, mgr.
 Boston 16: 118 Newbury St. Kenmore 6-1472. Bruce Pattison, mgr.
 Dallas 2: Rio Grande National Bldg. Riverside 1-4228. Steve Beard, mgr.
 Jacksonville, Fla.: 1402 Barnett Bank Bldg. Elgin 6-5570. Harry Cummings, mgr.
 St. Louis: 937 Paul Brown Bldg. Chestnut 1-5686. Richard Quigley, mgr.
 Seattle: White-Henry-Stuart Bldg. Elliott 6270-1. John Burr, mgr.
 Television Stations: KFDA-TV Amarillo, Tex.; WAFB-TV Baton Rouge, La.; KFVR-TV Bismarck, N. D.; KIDO-TV Boise, Ida.; KTVR (TV) Denver; KIEM-TV Fureka, Calif.; KPBR-TV Great Falls, Mont.; KRCC-TV Jefferson City, Mo.; KOTI-TV Klamath Falls, Ore.; WLBR-TV Lebanon, Pa.; WITI-TV Milwaukee; KBES-TV Medford, Ore.; KOCO-TV Oklahoma City, Okla.; WDBO-TV Orlando, Fla.; WPTX-TV Plattsburgh, N. Y.; WTVR (TV) Richmond, Va.; KOVR (TV) Stockton, Calif.; KFEQ-TV St. Joseph, Mo.; WSAV-TV Savannah, Ga.; WCTV (TV) Thomasville, Ga.; KCEN-TV Temple, Tex.; KVOO-TV Tulsa, Okla.; WPTV (TV) W. Palm Beach, Fla.; KTVH (TV) Wichita, Kan.; KSYD-TV Wichita Falls, Tex.

Blair-TV, 415 Madison Ave., New York 17. Templeton 8-5800. John P. Blair, pres; Edward P. Shurick, executive vp; John P. Denninger, vp-eastern sales mgr; W. Ward Dorrell, vp-research director; Martin Katz, director sales development; Paul Blakemore, advertising mgr; Joseph G. Rose, business mgr.
 Chicago 11: 520 N. Michigan Ave. Superior 7-5580. John W. Davis, vp-mgr; Harry Smart, midwestern sales mgr.
 San Francisco 4: 2504 Russ Bldg Yukon 2-7608. Lindsey Spight, vp-mgr.
 Los Angeles 5: 3160 Wilshire Blvd. Dunkirk 1-3811. Dave Lundy, mgr.
 St. Louis: 937 Paul Brown Bldg. Chestnut 1-5686. Richard Quigley Jr, mgr.
 Dallas 2: Rio Grande National Bldg. Riverside 1-4228. Steve Beard, mgr.
 Jacksonville 2, Fla.: 1402 Barnett Bank Bldg. Elgin 6-5570. Harry E. Cummings, mgr.
 Seattle: 3319 White-Henry-Stuart Bldg. Main 3-6270. John Burr, mgr.
 Boston 16: 118 Newbury St. Kenmore 6-1472. Bruce G. Pattison, mgr.
 Television Stations: WEN (TV) Albany, N. Y.; WJZ-TV Baltimore; WBNF-TV Binghamton, N. Y.; WHDH-TV Boston; WBKB (TV) Chicago; WCOPO-TV Cincinnati; WEWS (TV) Cleveland; WBNS-TV Columbus, Ohio; KFJZ-TV Ft. Worth; WXYZ-TV Detroit; KFRF-TV Fresno, Calif.; WNHC-TV New Haven, Conn.; WFBG-TV Altona, Pa.; KTTV (TV) Los Angeles; WMCT (TV) Memphis; WDSU-TV New Orleans; WABC-TV New York; WOW-TV Omaha, Neb.; WFIL-TV Philadelphia; WIIC (TV) Pittsburgh; KGW-TV Portland, Ore.; WPRO-TV Providence, R. I.; KCO-TV San Francisco; KING-TV Seattle; KTVI (TV) St. Louis; WFLA-TV Tampa, Fla.

Bogner & Martin, 295 Madison Ave., New York 17. Murray Hill 9-2586. P. J. Bogner, E. J. Farrell, P. J. Bogner Jr.
 Chicago: 435 N. Michigan Ave. Superior 7-6048. Clem G. O'Neill Jr.
 Atlanta: 411 Glenn Bldg. Murray 8-3988. J. D. Whitehead.
 Radio Stations: KLPI, Lake Providence, La.; WCCM Gulfport, Miss.; WQBC Vicksburg, Miss.; KIRX Kirksville, Mo.; KITT Trenton, Mo.; WNCN Elizabeth City, N. C.; WELS Kinston, N. C.; WFRS Reidsville, N. C.; KTAN Sherman, Tex.

The Bolting Co. 247 Park Ave., New York 17. York 6-4545. George W. Bolting, pres; Robert H. Bolting, vp radio; G. Richard Swift, vp tv; Morton A. Barrett, in charge of sales development.
 Chicago 11: 435 N. Michigan Ave. Whitehall 3-2040. John D. Stebbins, vp-mgr.
 Boston 16: 80 Boylston St. Hubbard 2-0346. Richard Keating, mgr.
 Beverly Hills, Calif.: 204 S. Beverly Dr. Bradshaw 2-0544. George W. Bolting III, mgr.
 San Francisco 3: 5 Third St. Garfield 1-6740. John T. Coy, mgr.
 Dallas 1: 1008 Vaughn Bldg. Riverside 8-2172. Thomas Murphy, mgr.
 Radio Stations: WHKK Akron, Ohio; KDEF Albuquerque, N. M.; KIKK Bakersfield, Calif.; WCBM Baltimore; WKOP Binghamton, N. Y.; KVOD Denver; KHEY El Paso, Tex.; WJPS Evansville, Ind.; KFBE Great Falls, Mont.; WHP Harrisburg, Pa.; WKNE West Hartford, Conn.; WISH Indianapolis; KFAC Los Angeles; WJLH Lowell, Mass.; WBSM New Bedford, Mass.; KOSA Odessa, Tex.; WPEO Peoria, Ill.; WMBG Richmond, Va.; WVET Rochester, N. Y.; WEW

St. Louis: KRNO San Bernardino, Calif.; WARM Scranton, Pa.; KOL Seattle; WMAS Springfield, Mass.; KWG Stockton, Calif.; WTHI Terre Haute, Ind.; KMOP Tucson, Ariz.; KXEL Waterloo, Iowa; KTRN Wichita Falls, Tex.; WILM Wilmington, Del.; WNEB Worcester, Mass.
 Television Stations: KOAT-TV Albuquerque, N.M.; KKTV (TV) Colorado Springs; KCKT (TV) Great Bend, Kan.; WHP-TV Harrisburg, Pa.; WLEX-TV Lexington, Ky.; WISH-TV Indianapolis; KOSA-TV Odessa, Tex.; WVET-TV/WHEC-TV Rochester, N. Y.; WTHI-TV Terre Haute, Ind.

Branham Co. 99 Park Ave., New York 16. Murray Hill 2-4608. Monroc H. Long Sr., chairman of board; Joseph F. Timlin, executive vp.
 Chicago 1: 360 N. Michigan Ave. Central 6-5726. Eugene F. Corcoran, pres; L. S. Greenberg, vp-treas.
 St. Louis 1: Title Guaranty Bldg. Chestnut 1-6192. John J. Schwarz.
 Memphis 3, Tenn.: 1028 Sterick Bldg. Jackson 6-2344. Sidney L. Nichols.
 Charlotte 2, N. C.: 2001 Liberty Life Bldg. Edison 2-8839. Bertram C. Finch.
 Detroit 2: 6-235 General Motors Bldg., Trinity 1-0440. Fred A. Weber.
 Dallas 3: 1005 Fidelity Union Life Bldg. Riverside 8-5831. George Harding, vp.
 Atlanta 3: Rhodes-Haverty Bldg. Jackson 2-3025. H. L. Ralls, vp.
 San Francisco 3: 703 Market St. Yukon 2-1582. James M. Lowman.
 Los Angeles 48: 6399 Wilshire Blvd. Olive 3-6363. Norman E. Noyes.
 Miami, Fla.: 496 N. E. 29th Terrace. Franklin 9-4685. Dan Gattoni.
 Radio Stations: WRDW Augusta, Ga.; WNEK Macon, Ga.; WTBO Cumberland, Md.; WHYN Springfield, Mass.; WJQS Jackson, Miss.; KGGM Albuquerque, N. M.; KVSE Santa Fe, N. M.; WDEF Chattanooga, Tenn.; WTJS Jackson, Tenn.; KRIC Beaumont, Tex.; KGIL San Fernando, Calif.; KRLD Dallas; KROD El Paso, Tex.; KDUB Lubbock, Tex.; KIT Yakima, Wash.; WCHS Charleston, W. Va.; WBOY Clarksville, W. Va.; WPAR Parkersburg, W. Va. Southwest Network.
 Television Stations: KVOA-TV Tucson, Ariz.; KTHV (TV) Little Rock, Ark.; KJEO-TV Fresno, Calif.; WRDW-TV Augusta, Ga.; WHYN-TV Springfield, Mass.; KGGM-TV Albuquerque, N. M.; WDEF-TV Chattanooga, Tenn.; KPAR-TV Sweetwater, Tex.; KEDY-TV Big Spring, Tex.; KRLD-TV Dallas; KROD-TV El Paso, Tex.; KDUB-TV Lubbock, Tex.; WCHS-TV Charleston, W. Va.

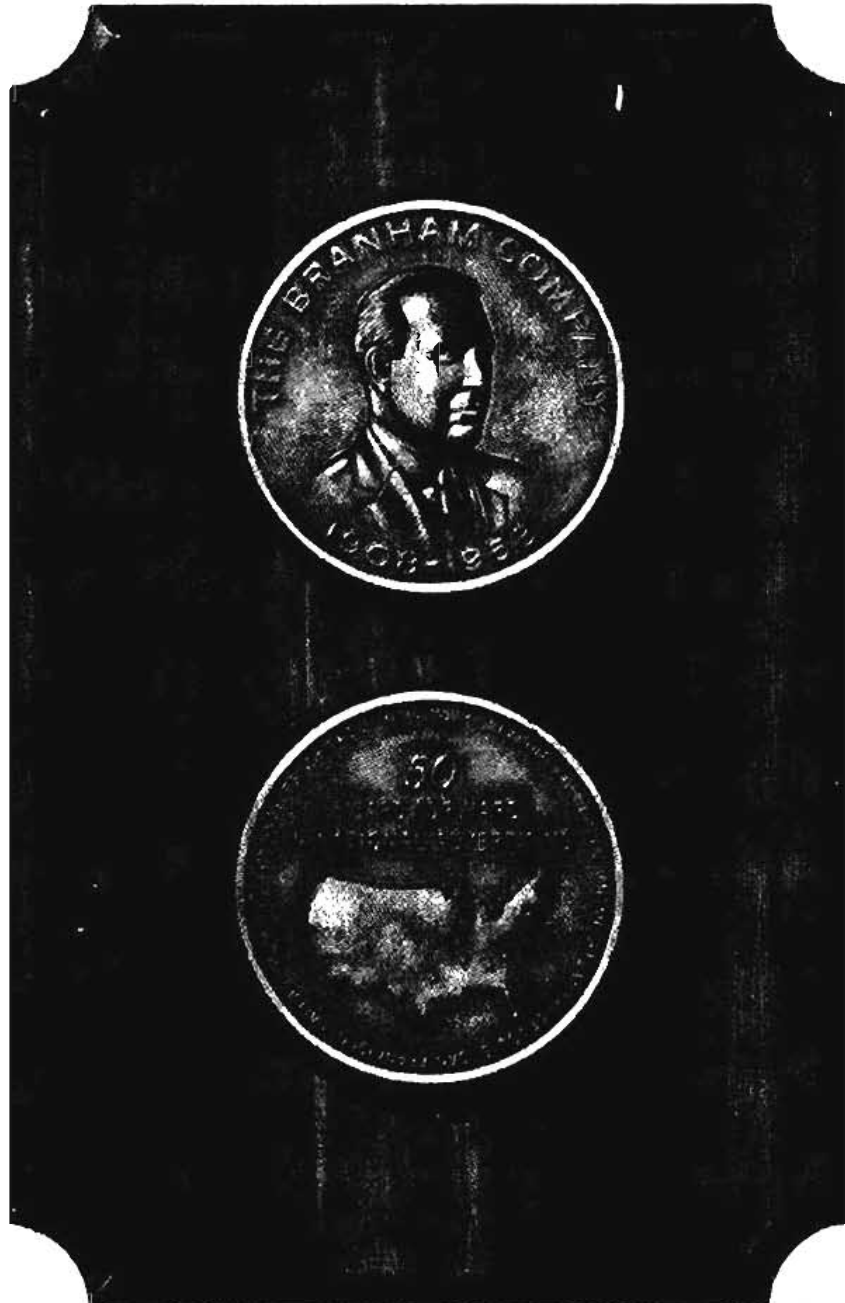
Breen & Ward, 400 Madison Ave., New York 17. Plaza 1-5075. Edward J. Breen, partner; Harry Ward.
 Chicago 2: 55 E. Washington St. Andover 3-6137. William J. Reilly.
 San Francisco: 2149 Larkin St. Prospect 5-2725. Frank T. Creannan. (No station list released.)

Mary A. Briley, 945 Marion St., Denver, Colo. Acoma 2-7040. Mary A. Briley.
 Radio Stations: KWB Colorado Springs, Colo.; KSPR Casper, Wyo.
 Television Stations: KKTU (TV) Colorado Springs, Colo.; KSPR-TV Casper, Wyo.

Broadcast Services, International Merchandise Mart Bldg., El Paso, Tex. Keystone 2-6979. Jack R. McVeigh, pres. (No station list released.)

Broadcast Time Sales, 280 Madison Ave., New York 16. Murray Hill 4-6740. Carl L. Schuele, gen mgr; Don C. Waterbury, sales mgr; Sam Brownstein.
 Chicago 1: 333 N. Michigan Ave. State 2-1405. Earl Glickman, mgr.
 Los Angeles: 1540 N. Highland. Hollywood 5-1755. Ethel Cole, business mgr; Bob Kecker.
 San Francisco: 681 Market St. Sutler 1-8656. Ward Glenn, mgr.
 Dallas: 2020 Live Oak. Sterling 4671.
 Detroit 26: 286 Penobscot Bldg. Woodward 5-7618.
 St. Louis 1: 496 Arcade Bldg. Main 1-5019.
 Radio Stations: WISE Asheville, N. C.; WAYE Baltimore; WAYS Charlotte, N. C.; WCOG Greensboro, N. C.; WKMI Kalamazoo, Mich.; KPPO Los Angeles; WMAK Nashville, Tenn.; WVNJ Newark; KXLA Pasadena, Calif.; WWRI Providence, R. I.; KSAV San Francisco; WEAM Arlington, Va.; WKLM Wilmington, Del.

Clarke Brown Co. 416 Rio Grande National Bldg., Dallas 2. Riverside 2-5418. Clarke R. Brown, pres; Andrew E. Peranni, vp; Robert E. Stuart, vp.
 Atlanta, Ga.: 1182 W. Peachtree St. Trinity 5-9539. Bill R. McRae, executive vp; John Hicks.
 Houston: 3520 Montrose, Jackson 8-1801. John L. Eisele, mgr.
 Denver: 233 Guaranty Bank Bldg. Cherry 4-8191. John L. McGuire, mgr.
 New Orleans: 910 Royal St. Jackson 2-3917. Clarke R. Brown, mgr; Thomas J. Craig.
 Radio Stations: KDEF Albuquerque, N. M.; KBIM Roswell, N. M.; KTLN Denver, Colo.; KGHF Pueblo, Colo.; KWBB Wichita, Kan.; KADA Ada, Okla.; KAKC Tulsa, Okla.; KVLK Little Rock, Ark.; KAMQ Amarillo, Tex.; KVET Austin, Tex.; KTRM Beaumont, Tex.; KSIX Cor-



*W*ith sincere appreciation to our associate properties and the countless advertisers whose continued support and encouragement have made possible these five decades of service... *The Branham Company*.

Station Reps CONTINUED

pus Christi, Tex.: KIXL Dallas; KTSM El Paso, Tex.; KGBT Harlingen, Tex.; KNUZ Houston; KECK Odessa, Tex.; WACO Waco, Tex.; KSYD Wichita Falls, Tex.; KSYL Alexandria, La.; KPFL Lafayette, La.; KIKS Lake Charles, La.; KJOE Shreveport, La.; WSIX Nashville, Tenn.; WAUG Augusta, Ga.; WGTW Wilson, N. C.; WESC Greenville, S. C.; WLEE Richmond, Va.; WITH Baltimore.

Television Stations: KGUN-TV Tucson, Ariz.; KOAT-TV Albuquerque, N. M.; KKTU (TV) Colorado Springs, Colo.; KTVN (TV) Ada, Okla.; KRBB (TV) El Dorado, Ark.; KVIT-TV Amarillo, Tex.; KSIX-TV Corpus Christi, Tex.; KTSM-TV El Paso, Tex.; KGBT-TV Harlingen, Tex.; KMID-TV Midland, Tex.; KONO-TV San Antonio; WJMR-TV New Orleans; KLFY-TV Lafayette, La.; WSIX-TV Nashville, Tenn.; WTVY (TV) Dothan, Ala. WXXE-TV Petersburg, Va.

Burn-Smith Co. 19 W. 44th St., New York 36. Murray Hill 2-3124. C. Stanley Bailey, vp-eastern mgr.

Chicago 1: 307 N. Michigan Ave. Central 6-4437. John A. Toothill, pres.

San Francisco 4: 110 Sutter St. Sutter 1-7971. William E. Gilmore, mgr.

Los Angeles 57: 672 S. Lafayette Park Pl. Dun-

kirke 2-3200. Harlan G. Oakes, mgr.

Radio Stations: KRIZ Phoenix, Ariz.; KXJK Forrest City, Ark.; KBMT Jonesboro, Ark.; WRUF Gainesville, Fla.; WTHR Panama City, Fla.; WALB Albany, Ga.; WITY Danville, Ill.; WPKY Frankfort, Ky.; WHLN Harlan, Ky.; WVLK Lexington, Ky.; WOMI Owensboro, Ky.; WJEJ Hagerstown, Md.; WBOC Salisbury, Md.; WELM Elmira, N. Y.; WJOC Jamestown, N. Y.; WFLB Fayetteville, N. C.; WGBG Greensboro, N. C.; WMFR High Point, N. C.; WEED Rocky Mount, N. C.; WAIR Winston-Salem, N. C.; WMFD Wilmington, N. C.; KBIX Muskogee, Okla.; WESB Bradford, Pa.; WCOY Columbia, Pa.; WLBR Lebanon, Pa.; WMRF Lewistown, Pa.; WJUN Mexico, Pa.; WBAX Wilkes-Barre, Pa.; WUPA Williamsport, Pa.; WMRB Greenville, S. C.; WOPI Bristol, Tenn.; WAGC Chattanooga, Tenn.; WJAK Jackson, Tenn.; WKPT Kingsport, Tenn.; WROV Roanoke, Va.; WJLS Beckley, W. Va.; WHAR Clarksville, W. Va.; WKYR Keyser, W. Va.; WTRX Bellair, Ohio; WBBY Appleton, Wis.; WOSH Oshkosh, Wis.; WHBL Sheboygan, Wis.

Television Stations: WBLN (TV) Bloomington, Ill.; WFLB-TV Fayetteville, N. C.

Caribbean Networks, 200 W. 57th St., New York 19. Circle 7-8224. A. M. Martinez, pres; Juan J. Cerna, vp; Mildred Chafey, sec-treas.

Radio Stations and Networks: TIW Costa Rica; CMQ Radio Network, Cuba; Radio Reloj, Cuba; YSEB Radio Network, El Salvador; TGO Guatemala; HRN Honduras; YNUW Nicaragua; RPC Radio Network, Panama; Onda Popular Radio Network, Panama; WAPA Radio, San Juan, Puerto Rico

Television Stations and Networks: CMQ-TV Network, Cuba; YSEB-TV El Salvador; WAPA-TV San Juan, Puerto Rico.

Carter-Lee & Associates, 2503 St. Paul St., Baltimore 18. Belmont 5-2467. Ken Carter, Henry Lee, partners.

Radio Stations (Maryland area): WMAL Washington; WBOC Salisbury, Md.; WAPA San Juan, Puerto Rico.

Television Stations (Maryland area): WMAL-TV Washington; WBOC-TV Salisbury, Md.

CBS Radio Spot Sales, 485 Madison Ave., New York 22. Plaza 1-2345. Gordon F. Hayes, gen mgr; Milton F. Allison N. Y. sales mgr.

Chicago 11: 630 N. McClurg Court, Whitehall 4-6000. Thomas H. Peterson, sales mgr.

Los Angeles 28: 6121 Sunset Blvd. Hollywood 9-1212. Roland McClure, sales mgr.

San Francisco 5: Sheraton Palace Hotel, Yukon 2-7000. Byron Nelson, sales mgr.

Atlanta 8: 805 Peachtree St. N. E. Trinity 4-4407. George Swearingen, sales mgr.

Detroit 2: 932 Fisher Bldg. Trinity 2-5500. Ralph H. Patt Jr., sales mgr.

St. Louis 4: Ninth & Sidney Sts. Prospect 3-1120. Eugene R. Myers, sales mgr.

Radio Stations and Networks: CBS Radio New England Network; CBS Radio Pacific Network; KMOX St. Louis; KNX Los Angeles; KSL Salt Lake City; KOIN Portland, Ore.; WBBM Chicago; WBT Charlotte, N. C.; WCBZ New York; WCAU Philadelphia; WCCO Minneapolis; WEEI Boston; WRVA Richmond, Va.; WTOP Washington; KCBS San Francisco; WMBR Jacksonville, Fla.

CBS Television Spot Sales, 485 Madison Ave., New York 22. Plaza 1-2345. Bruce Bryant, gen mgr.; Ben Margolis, business mgr.; W. Thomas Dawson, director sales promotion; Robert F. Davis, research mgr.

Chicago 11: 630 N. McClurg Court, Whitehall 4-6000. Arthur C. Elliot, midwestern sales mgr.

Atlanta 8: 805 Peachtree Bldg., N.E. Trinity 5-6677. H. H. Holshouser, mgr.

Detroit 2: 932 Fisher Bldg. Trinity 2-5500. Richard R. Loftus, mgr.

Los Angeles 28: 1313 N. Vine St. Webster 8-3011. Edward A. Larkin, mgr.

San Francisco 5: Sheraton Palace Hotel, Yukon 2-7000. John H. White, mgr.

Television Stations: WCBS-TV New York; WHCT (TV) Hartford, Conn.; WCAU-TV Philadelphia; WTOP-TV Washington; WBTW (TV) Charlotte, N. C.; WBTW (TV) Florence, S. C.; WJXT-TV Jacksonville, Fla.; WBBM-TV Chicago; WXIX (TV) Milwaukee; KMOX-TV St. Louis; KSL-TV Salt Lake City; KGUL-TV Houston; KOIN-TV Portland, Ore.; KNXT (TV) Los Angeles.

Henry I. Christal Co. 579 Fifth Ave., New York 17. Murray Hill 8-4414. Henry I. Christal, pres; Irvin Gross, vp; Thomas C. Harrison, sales mgr; Philbin S. Flanagan, eastern sales mgr.

Chicago 1: 333 N. Michigan Ave. Central 6-6357. Neil D. Cune, mgr.

Detroit 26: 2107 Book Bldg. Woodward 3-2365. Joseph R. Spadea, mgr.

Boston 16: 381 Boylston St. Copley 7-1180. Robert N. Cloutier, mgr.

Atlanta 9: 972 Peachtree St., N. E. Trinity 5-9311. Kirk Munroe, mgr.

San Francisco 4: 1646 Russ Bldg. Yukon 2-1204. Richard E. Green, mgr.

Radio Stations: KFI Los Angeles; KOA Denver; KTHS Little Rock, Ark.; KWKH Shreveport, La.; WAPI Birmingham; WBAL Baltimore; WBBN Buffalo; WCKE Miami; WDAF Kansas City; WGAR Cleveland; WGY Schenectady, N. Y.; WHAM Rochester, N. Y.; WHAS Louisville, Ky.; WJR Detroit; WSYR Syracuse, N. Y.; WTAC Worcester, Mass.; WTIC Hartford, Conn.; WTMJ Milwaukee.

Thomas F. Clark Co. 608 Fifth Ave., New York 20. Judson 2-1622. Thomas F. Clark, pres.

Chicago: 35 E. Wacker Drive. State 2-1663. Paul Elsherry, mgr.

Detroit: 1928 Guardian Bldg. Woodward 1-6036. Paul Pequinot, mgr.

Atlanta: 1021 William-Oliver Bldg. Jackson 4-7088. Harry J. Cannon, mgr.

San Francisco 8: 168 Geary St. Yukon 8-0621. Don R. Pickens, mgr. (No station list released.)

College Radio Corp. 135 E. 42nd St., New York 17. Oxford 7-0880. Edwards R. Hopple, pres; Robert R. Vance Jr., vp.

Chicago: 185 N. Wabash St. Andover 3-5568.

San Francisco: 511 Merchants Exchange Bldg. Exbrook 2-4073. (Represents about 100 campus radio stations.)

Continental Radio Sales, 545 Fifth Ave., New York 17. Murray Hill 7-6865. R. Butche. Philadelphia 3: 21st & Panama Sts. Rittenhouse 6-8139. S. Marshall.

Chicago 1: 228 N. LaSalle St. Franklin 2-2095. R. Olson.

Radio Stations:

Alabama—WATM Atmore; WBCA Bay Minette; WRAG Carrollton; WKLF Clanton; WGEA Geneva; WMFC Monroeville; WHTB Talladega; WTUS Tuskegee.

Arkansas—KQUN De Queen; KTML Marked Tree; KOSE Osceola.

California—KRDU Dinuba; KWSD Mt. Shasta; KSFE Needles; KUDU Ventura; KUBA Yuba City.

Colorado—KYOU Greeley; KLMR Lamar; KLMO Longmont; KFEL Pueblo.

Florida—WARN Ft. Pierce; WRWB Kissimmee; WMMA Miami; WPRY Perry.

Georgia—WAAG Adel; WDMF Buford; WSGC Elberton; WFPM Ft. Valley; WBCR Jesup; WMGE Madison; WMRE Monroe; WSNL Sandersville; WVOP Vidalia; WRPR Warner Robins; Idaho—KYTE Pocatello; KPST Preston.

Illinois—WBBA Pittsfield; WTIM Taylorville.

Indiana—WBTO Linton.

Iowa—KWEG Boone.

Kansas—KNCO Garden City.

Kentucky—WCBL Benton; WHBN Harrodsburg; WFLW Monticello; WTTL Madisonville; WKIX Paris; WPKE Pikeville; WMLF Pineville; WMTG Van Cleave.

Louisiana—KMAR Winnsboro.

Mexico—XEBK Nuevo Laredo Tamps.; XERG Nuevo Laredo Tamps.; XEHD Miguel Aleman Tamps.; XEWV Calexico.

Michigan—WMPH Hancock; WNIL Niles.

Minnesota—KASM Albany; KDLM Detroit Lakes; WMCP Pine City; KLOH Pipestone.

Mississippi—WJMB Brookhaven, WGLC Centerville.

Missouri—KDMO Carthage; KCHR Charleston; KLWT Lebanon; KWRE Warrenton.

Nebraska—KCNB Broken Bow; KCSR Chadron.

Nevada—KVLV Fallon.

New Mexico—KHAM Albuquerque; KCHS Truth or Consequences.

New York—WGGG Salamanca.

North Carolina—WABZ Albemarle; WFVG Fuquay Springs; WGNB Gastonia; WNOS High Point; WKMT Kings Mountain; WTSB Lumberton; WMAP Monroe; WCBT Roanoke Rapids; WCEC Rocky Mount; WEYE Sanford; WTAB Tabor City; WTNC Thomasville.

Ohio—WSRW Hillsboro.

Oklahoma—KLTR Blackwell; KTMC McAlester; KGLC Miami; KVLH Pauls Valley; KTLQ Tahlequah; KVIN Vinita.

Oregon—KRWC Forest Grove; KMCM McMinnville; KNPT Newport; KFIR North Bend; KBCH Oceanlake; KTLT Tillamook.

Pennsylvania—WKPA New Kensington; WPTS Pittston.

Puerto Rico—WTLI Mayaguez; WISO Ponce.

South Carolina—WACA Camden; WGLD Ches-

ter; WDSC Dillon; WATP Marion.

South Dakota—KWYR Winner.

Tennessee—WBUE Cookeville; WHBT Harri-

man; WDXL Lexington; WTUC Union City.

Texas—KXIT Dalhart; KFEL Floydada; KSWA Graham; KWRD Henderson; KTXJ Jasper; KRBA Lufkin; KORC Mineral Wells; KHHH Pampa; KEOP Pleasanton; KPEP San Angelo; KSNY Snyder; KCMR McCamey; KBLT Big Lake.

Utah—KDXU St. George.

Virginia—WBOB Galax.

Washington—KCVL Colville; KOFE Pullman; KAPA Raymond.

West Virginia—WHJC Matewan.

Wisconsin—WLDY Ladysmith; WMFM Madison; WPPF Park Falls.

Wyoming—KATI Casper; KOVE Lander.

Donald Cooke Inc. 666 Fifth Ave., New York 19. Judson 2-2727. Donald Cooke, pres; Dorothy McLaughlin, assistant to pres.

Los Angeles 36. 111 N. LaCienega Blvd. Olympia 2-1313. Lee O'Connell, mgr.

Chicago: 205 W. Wacker Drive. Hooper Jones, mgr.

San Francisco: 110 Sutter St. John Palmer, mgr.

Radio Stations: WTBS Deland, Fla.; WGMA Hollywood, Fla.; WQNN Lakeland, Fla.; WBIL Leesburg, Fla.; KROX Crookston, Minn.; KMRS Morris, Minn.; KDIO Ortonville, Minn.; KXRA Alexandria, Minn.; KBOW Butte, Mont.; KGEZ Kalispell, Mont.; WCLI Corning, N. Y.; WQVA Geneva, N. Y.; WKAI Rome, N. Y.; KASH Eugene, Ore.; WCDL Carbondale, Pa.; WLYC Williamsport, Pa.; WBLR Batesburg, S. C.; WGTN Georgetown, S. C.; WMYB Myrtle Beach, S. C.; WALD Wallerburg, S. C.; KISD Sioux Falls, S. D.; KCTI Gonzales, Wash.; KFRO Longview, Wash.; WAYB Waynesboro, Va.

Television Station: WKTU (TV) Utica, N. Y.

H. Quenton Cox & Associates, Terminal Sales Bldg., Portland 5, Ore. Capital 3-6181. H. Quenton Cox. (No station list released.)

F. T. Crennan & Associates, 2449 Larkin St., San Francisco 9. Prospect 3-2725. F. T. Crennan.

Radio Stations: KALI Pasadena, Calif.; WPOW New York; KEGM Tijuana, Mexico. (San Francisco representative for all stations handled by Breen & Ward and Rambeau, Vance, Hopple.)

Crosley Broadcasting Corp. 140 W. Ninth St., Cincinnati 2. Cherry 1-1822. James D. Shouse, chairman of board; Robert E. Dunville, pres; Kieran T. Murphy, vp-treas; John T. Murphy, vp

iv; Al Bland, vp programming.

New York 22: 3 E. 54th St. Plaza 1-5353. H. Peter Lasker, vp sales; P. Scott McLean, general sales mgr. WLW-Radio.

Chicago 1: 360 N. Michigan Ave. State 2-8693. Harry Albrecht, vp Central Div.

Cleveland 14: 1953 E. Sixth St. Main 1-7758. James Seferl, mgr. (Represents Crosley-owned stations.)

Harry E. Cummings, 1402 Barnett Bank Bldg., Jacksonville 2, Fla. Elgin 6-5770.

Radio Stations (southeastern representative): WJAX Jacksonville, Fla.; WQAM Miami; WDBO Orlando, Fla.; WSAV Savannah, Ga.; WTAL Tallahassee, Fla.; WFLA Tampa, Fla.

Del Day, 421 Vance Bldg., Seattle 1.

Represents: Midnight Sun Broadcasting Co. (KFAR-AM-TV; Fairbanks, Alaska; KJNO Juneau, Alaska; KABI Ketchikan, Alaska; KENI-AM-TV Anchorage, Alaska).

Devney Inc. 368 Madison Ave., New York 17. Yukon 6-4390. Edward J. Devney, pres; Arthur O'Connor, sales mgr.

San Francisco 1: 233 Sansome St. Yukon 6-2981. William Ayres, mgr.

Los Angeles 5: 612 S. Serrano Ave. Dunkirk 4-7352. Fred E. Crawford Jr., mgr.

Chicago 1: 185 N. Wabash Ave. State 2-5287. Gerard J. Kelly Jr., mgr. (No station list released.)

Dixieland Stations, Atlanta 9: 1182 W. Peachtree St., N.W. Trinity 5-1032. Charles E. Trainor, gen mgr; Joann Oswalt. (No station list released.)

Dora-Clayton Agency, 3 Mortgage Guarantee Bldg., Atlanta 3. Jackson 3-7841. Clayton J. Cosse, pres-gen mgr; Dora C. Cosse, vp-sec. (No station list released.)

Bob Dore Associates, 420 Madison Ave., New York 17. Plaza 3-8372. Robert M. Dore.

Chicago 1: 360 N. Michigan Ave. Financial 6-6828.

Dallas: 4214 Colc Ave. Lakeside 8-6363. E. Howard Gondwin.

Detroit 26: 319 Broadway Market Bldg. Woodward 3-2590. James Panagos.

Hollywood 28: 5880 Hollywood Blvd. Hollywood 2-1133. Jack Smith.

San Francisco 4: 233 Sansome St. Yukon 6-2981. William A. Ayres.

New Orleans 12: 434 Balter Bldg. Magnolia 4532. Guy Banister.

Radio Stations: WEDR Birmingham; WMOZ Mobile, Ala.; WAPX Montgomery, Ala.; WJRD Tuscaloosa, Ala.; WFEC Miami; WKIS Orlando, Fla.; WFRCA Athens, Ga.; WGBA Columbus, Ga.;



Some
trees
are seen
in spite
of the
forest!

The unknown sage who noted that "sometimes you can't see the trees for the forest" might well had today's television industry in mind. The "forest" has been growing steadily thicker — and the job of making your station stand out from the rest gets correspondingly harder.

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WABT Birmingham **WBEN-TV** Buffalo **WJRT** Flint
WFMY-TV Greensboro/Winston-Salem **WTPA** Harrisburg
WTIC-TV Hartford **WDAF-TV** Kansas City **WHAS-TV** Louisville
WTMJ-TV Milwaukee **WMTW** Mt. Washington
WRVA-TV Richmond **WSYR-TV** Syracuse

Station Reps CONTINUED

WGIG Brunswick, Ga.; WWIN Baltimore; WCCM Lawrence, Mass.; WACE Springfield, Mass.; KLOS Albuquerque, N. M.; WSRB Cleveland; KLIQ Portland, Ore.; WOLS Florence, S. C.; KABR Aberdeen, S. D.; KYNT Yankton, S. D.; WHER Memphis; WATO Oak Ridge, Tenn.; KLYN Amarillo, Tex.; WCAW Charleston, W. Va.; WCHB Detroit; KLRA Little Rock, Ark.

Robert E. Eastman & Co. 527 Madison Ave., New York 22. Plaza 9-7760. Robert E. Eastman, pres. Chicago: 333 N. Michigan Ave. Financial 6-7640. Richard C. Arbuckle, Midwest mgr. San Francisco: 1043 Russ Bldg. Yukon 2-9760. Richard H. Schutte, West Coast mgr. Radio Stations: WHK Cleveland; KGKO Dallas; WRIT Milwaukee; WNEW New York; WIL St. Louis; WSAV Savannah, Ga.; WKLO Louisville, Ky.; WEEP Pittsburgh.

Everett-McKinney. 40 E. 49th St., New York 17. York 3-9332. Max M. Everett, pres; Powell H. Ensign, vp. Chicago 11: 410 N. Michigan Ave. Superior 7-9052. John B. Shelton, vp. Beverly Hills: 111 N. LaCienega Blvd. Crestview 5-2022. Lee F. O'Connell. San Francisco 4: 110 Sutter St. Garfield 1-6936. John Palmer.

Radio Stations: WRMA Montgomery, Ala.; Imperial Broadcasting System, Calif.; WICH Norwich, Conn.; WSTC Stamford, Conn.; WBBQ Augusta, Ga.; WFRP Savannah, Ga.; WDAN Danville, Va.; WBAT Marion, Ind.; WKRV Richmond, Ind.; KCRG Cedar Rapids, Ia.; KTRF Sioux City, Ia.; KWHK Hutchinson, Kan.; KSYL Alexandria, La.; WFGM Fitchburg, Mass.; WBEC Pittsfield, Mass.; WPAQ Ann Arbor, Mich.; Mid-South Network, Miss.; WDDT Greenville, Miss.; WNR Binghamton, N. Y.; WENY Elmira, N. Y.; WHDL Olean, N. Y.; WEOK Poughkeepsie, N. Y.; WHEC Rochester; WSKY Asheville, N. C.; KILQ Grand Forks, N. D.; WNXT Portsmouth, Ohio; KFLY Corvallis, Ore.; KORE Eugene, Ore.; KFLW Klamath Falls, Ore.; KSLM Salem, Ore.; WRTA Altoona, Pa.; WKST New Castle, Pa.; WADK Newport, R. I.; KVKM Monahan, Tex.; WJOY Burlington, Vt.; WDEV Waterbury, Vt.; KWLK Longview, Wash.; WGEZ Beloit, Wis.; WCLQ Janesville, Wis.; WLIP Kenosha, Wis.; WKTY La Crosse, Wis.; WNAM Neenah, Wis. Television Stations: WDAN-TV Danville, Ill.; WCBI-TV Columbus, Miss.; WHEC-TV, WRET-TV Rochester; WNR-TV Binghamton; WKST-TV New Castle, Pa.; KVKM-TV Odessa, Tex.

Hugh Feltis & Associates. 1102 Tower Bldg., Seattle 1. Main 3-1868. Hugh M. Feltis, owner; John Mowbray, Doug Dove, associates. Portland, Ore.: 806 Wilcox Bldg. Capitol 3-0151. Howard S. Jacobson.

Radio Stations: Alaska—KBYR Anchorage; KFRB Fairbanks. California—KCEE Bakersfield; KINS Eureka; KARM Fresno; KBIG Los Angeles; KMYC Marysville; KWIP Merced; WFV Modesto; KIDD Monterey; KLX Oakland; KCMJ Palm Springs; KVIP Redding; KROY Sacramento; KDON Salinas; KITO San Bernardino; KYA San Francisco; KXRX San Jose; KIST Santa Barbara; KSRO Santa Rosa; KSTN Stockton. Idaho—KGEM Boise; KIFI Idaho Falls; KOZE Lewiston-Clarkston; KWIK Pocatello; KAYT Rupert; KBRV Soda Springs; KLIX Twin Falls; KWFI Weiser.

Montana—KBMV Billings; KBMN Bozeman; KOPR Butte; KMON Great Falls; KOJM Havre; KXLI Helena; KXLO Lewistown; KPRK Livingston; KATL Miles City; KBTM Missoula; KMSO Missoula; KIVI Shelby. Oregon—KVAS Astoria; KFLY Corvallis; KORE Eugene; KOHU Hermiston; KFLW Klamath Falls; KYJC Medford; KFIR North Bend; KWRC Pendleton; KPOJ Portland; KRCC Prineville; KRXL Roseburg; KSLM Salem; KODL The Dalles.

Washington—KBBW Aberdeen; KENY Bellingham; KBRO Bremerton; KITI Chehalis; KOZI Chelan; KOZE Lewiston; KQTY Everett; KITN Olympia; KOMW Omak; KORD Pasco; KREW Sunnyside; KTAC Tacoma; KHIT Walla Walla; KUEN Wenatchee; KIT Yakima. Hawaii—KILA Hilo; KPOA Honolulu. Mexico—KEAK Tijuana.

British Columbia—CFUN Vancouver; CKWX Vancouver; CJVI Victoria. Television Stations: KBAK-TV Bakersfield, Calif.; KVIQ-TV Eureka, Calif.; KVIP-TV Redding, Calif.; XETV (TV) Tijuana, Mexico; KNTV (TV) San Jose, Calif.; KEYT (TV) Santa Barbara, Calif.; KPTV (TV) Portland, Ore.; KUTV (TV) Salt Lake City; KRTV (TV) Great Falls, Mont.; KMSO-TV Missoula, Mont. Groups: Columbia Empire, Oregon Empire, Tri-Mart, A-Buy, Tri-Buy; Intermountain Network; Arizona Broadcasting System.

Fine Music Hi-Fi Broadcasters. 17 W. 44th St., New York 36. Murray Hill 7-7040. Joel B. Fairfax, vp-sales director. Radio Stations: WBFM (FM) New York; WLOL-FM Minneapolis; WFMA (FM) Rocky Mount, N. C.; WPFM (FM) Providence, R. I.; CHFI-FM Toronto, Ont.

James C. Fletcher Jr. 60 W. 46th St., New York 36. Circle 6-4084. Radio Stations: KJNO Juneau, Alaska; KTKN Ketchikan, Alaska; KENI Anchorage, Alaska; KPAR Fairbanks, Alaska. Television Stations: KENI-TV Anchorage, Alaska. KPAR-TV Fairbanks, Alaska.

FM Unlimited. 161 E. Erie St., Chicago 11. Superior 7-5262. Charles W. Kline, pres. Boston 38: 439 Concord Ave. Eliot 4-3079 Wallace Dunlap, mgr. St. Louis 12: 532 DeBaliviere. Volunteer 1-1077. Don Levine, mgr. (No station list released.)

Forjoe & Co. 580 Fifth Ave., New York 36. Judson 6-3100. Joseph Bloom, pres; Carlos Franco, executive vp; Howard Rothenberg, assistant sales mgr. Frank Carlson, Leonard Ostrow, Paul Campbell, Douglas Brown, sales executives. Chicago 11: 435 N. Michigan Ave. Delaware 7-3504. Robert A. Lazar, gen mgr.; Wilbert Bauer, sales executive.

Los Angeles 48: 451 LaCienega Blvd. Oleander 5-7755. Lawrence Krasner, vp. San Francisco 5: 593 Market St. Sutter 1-7569 Charles F. Haddix, mgr. Atlanta 3: 120 Marietta St. Jackson 3-0518 Bernard I. Ochs, mgr. Philadelphia 19: 310 W. Glen Echo Rd. Chestnut Hill 7-4510. Morton Lowenstein, gen mgr. Portland, Ore.: Commerce 9735. Charles F. Haddix, mgr. Seattle: Zenith 9496. Charles F. Haddix, mgr. (No station list released.)

Forjoe-TV Inc. 580 Fifth Ave., New York 36. Judson 6-3100. Joseph Bloom, pres; Carlos Franco, executive vp; Howard Rothenberg, assistant sales mgr.; Douglas Brown, director of sales; Frank Carlson, assistant director of sales; Leonard Ostrow, Paul Campbell, sales executives. Chicago 11: 435 N. Michigan Ave. Delaware 7-3504. Robert W. Alexander, mgr.; Robert A. Lazar, assistant mgr.; Wilbert Bauer, sales executive.

Los Angeles 48: 451 LaCienega Blvd. Oleander 5-7755. Lawrence Krasner, vp. San Francisco 5: 593 Market St. Sutter 1-7569. Charles F. Haddix, mgr. Atlanta 3: 120 Marietta St. Jackson 3-0518 Bernard I. Ochs, mgr. Philadelphia 19: 310 W. Glen Echo Rd. Chestnut Hill 7-4510. Morton Lowenstein, gen mgr. Portland, Ore.: Commerce 9735. Charles F. Haddix, mgr. Seattle: Zenith 9496 Charles F. Haddix, mgr. (No station list released.)

Foster & Creed. 414 Staller Office Bldg., Boston 16. Hubbard 2-4845. Robert C. Foster, treas; William A. Creed, pres. New York: 400 Madison Ave. Plaza 1-5075. Radio Stations: WARA Attleboro, Mass.; WBET Brockton, Mass.; WFCM Fitchburg, Mass.; WCCM Lawrence, Mass.; WNBH New Bedford, Mass.; WOCB Cape Cod, Mass.; WESO Southbridge, Mass.; WBEC Pittsfield, Mass.; WCOP Boston. WDRG Hartford, Conn.; WICH Norwich, Conn.; WMRC Milford, Mass.; WELI New Haven, Conn.; WSTC Stamford, Conn.; WGAN Portland, Me.; WKXL Concord, N. H.; WKNE Keene, N. H.; WSYB Rutland, Vt.; WADK Newport, R. I.; North Country Stations of Vermont.

Television Station: WGAN-TV Portland, Me. Gill-Perina. 634 Madison Ave., New York 21. Murray Hill 8-4740. Helen Gill, pres; John J. Perina Jr., executive vp. Chicago 1: 75 E. Wacker Drive. Franklin 2-8665. Walter Beadell, midwest sales mgr. Detroit 26: 2915 Book Bldg. Woodward 2-7022. Daniel W. Bowen, mgr. Los Angeles: 730 South Western Ave. Dunkirk 7-4388. Bamble Herrington. San Francisco 57: Post St. Sutter 1-5568. Allan S. Young. Boston: 80 Boylston St. Liberty 2-6481. Harry Wheeler. (No station list released.)

Good Music Broadcasters. 8200 Ridge Ave., Philadelphia 25. Ivyridge 2-8000. Raymond S. Green, pres; Lawrence M. C. Smith, vp. New York 16: 52 Vanderbilt Ave. Murray Hill 3-2295. Roy H. Holmes, national sales mgr.

Radio Stations: WEAW Evanston, Ill.; WFLN Philadelphia; KCBH (FM) Los Angeles; WLDM (FM) Oak Park, Mich.; WCRB Waltham, Mass.; WASH (FM) Washington and WDON Wheaton, Md. (simultaneous fm-am); WVCG Coral Gables, Fla.; WITH-FM Baltimore; WLOA Braddock, Pa.; WGKA Atlanta; KDFC (FM) Sausalito and KIBE Palo Alto, Calif. (simultaneous fm-am).

W. S. Grant Co. 703 Market St., San Francisco 3. Exbrook 2-6685. Sam Elkins, pres, gen mgr; Herb Stiller, vp. Los Angeles 28: 6606 Selma Ave. Hollywood 3-7914. Sam Elkins, pres, gen mgr. New York 17: 7 E. 48th St. Plaza 3-1433 John Rooney, mgr.

Chicago 1: 35 E. Wacker Drive. Dearborn 2-2448. Don Roberts. Detroit 38: 15485 James Couzens Hwy. University 4-1074. Charles Garfield. Radio Stations: KUEQ Phoenix, Ariz.; KUDY

Denver; KSTR Grand Junction, Colo.; KFEL Pueblo, Colo.; KUPI Idaho Falls; KTOP Topeka, Kan.; KRAY Amarillo, Tex.; KWHO Salt Lake City; KNLR Little Rock, Ark.; WENO Madison, Tenn.; WPCP Putnam, Conn.; WILI Willimantic, Conn.; KIKI Honolulu; KAHI Auburn, Calif.; KLYD Bakersfield, Calif.; KRE Berkeley, Calif.; KCRE Crescent City, Calif.; KENL Eureka, Calif.; KEAP Fresno, Calif.; KTYM Los Angeles, Calif.; KUDE Oceanside, Calif.; KUTY Palmdale, Calif.; KDES Palm Springs, Calif.; KATT Pittsburg, Calif.; KPRL Paso Robles, Calif.; KPAP Redding, Calif.; KHCK Redgecrst, Calif.; KOMY Salinas, Calif.; KCSB San Bernardino, Calif.; KEEN San Jose, Calif.; KSMA Santa Maria, Calif.; KROG Sonoma, Calif.; KGEN Tulare, Calif.; KUKI Ukiah, Calif.; KACY Ventura, Calif.; KAVR Victorville, Calif.; KBKR Baker, Ore.; KAJO Grants Pass, Ore.; KLAB Klamath Falls, Ore.; KLBK La Grande, Ore.; KBOY Medford, Ore.; KFIR North Bend, Ore.; KSRV Ontario, Ore.; KKEY Portland, Ore.; KYES Roseburg, Ore.; KENY Bellingham, Wash.; KITI Chehalis, Wash.; KQTY Everett, Wash.; KBAM Longview, Wash. (West); KITT Olympia, Wash.; KORD Pasco, Wash.; KLAN Seattle; KZUN Spokane; KHIT Walla Walla; KLOQ Yakima (West); XEMO Tijuana, Mexico.

Melchor Guzman Co. 45 Rockefeller Plaza, New York. Circle 7-0624. Melchor Guzman, pres. (Represents stations in Central and South America.)

Arthur H. Hagg & Associates. 360 N. Michigan Ave., Chicago 1. Central 6-7553. Arthur H. Hagg, pres; Kern W. Hagg, mgr. New York 17: 366 Madison Ave. Murray Hill 2-8665. P. A. Biederick, mgr. Kansas City 41: P. O. Box 182. Colfax 2-4604. Robert J. Anderson, mgr.

Radio Stations: KSWI Council Bluffs, Iowa; WPIN Casa Grande, Ariz.

Theo. B. Hall & Co. 681 Market St., San Francisco. Exbrook 2-1507. Ted Hall. (No station list released.)

Harrington, Righter & Parson. 589 Fifth Ave., New York 17. Murray Hill 8-7050. John E. Harrington Jr., pres; Volney Righter vp-treas; James O. Parsons Jr., vp-sec.

Chicago 11: Tribune Tower. Whitehall 4-0510 Carroll R. Layman, vp-mgr. Atlanta 9: 1430 W. Peachtree St. NW. Trinity 5-8458. Frank B. Rice, mgr. Boston 16: 80 Boylston St. Liberty 2-7537. Carter S. Knight, mgr. San Francisco 4: Russ Bldg. Sutter 1-4125. Frank Dougherty, mgr. Detroit 26: Penobscot Bldg. Woodward 3-0910. William Snyder, mgr.

Television Stations: WART (TV) Birmingham, Ala.; WBEN-TV Buffalo; WDAF-TV Kansas City; WFMV-TV Greensboro, N. C.; WHAS-TV Louisville, Ky.; WJR-TV Flint, Mich.; WRVA-TV Richmond, Va.; WSYR-TV Syracuse, N. Y.; WTEN (TV) Albany, N. Y.; WTCI-TV Hartford, Conn.; WTMJ-TV Milwaukee; WTPA (TV) Harrisburg, Pa.

Headley-Rood Co. 750 Third Ave., New York 17. Yukon 6-5800. Frank W. Miller Sr., chairman; Frank W. Miller Jr., director; Sterling B. Beeson, pres; Jack Hardingham, vp-eastern sales mgr.

Chicago 1: 230 N. Michigan Ave. Franklin 2-4686. John H. Wrath, executive vp-mgr. Atlanta 8: 673-800 Peachtree St. Bldg. Trinity 4-2736. George P. Crumbley Jr., mgr. Hollywood 28: Taft Bldg. Hollywood 4-8248. N. Arthur Astor, mgr. Philadelphia 7: Phila. National Bank Bldg. Locust 4-6027. Robert S. Dime, mgr. San Francisco 4: 110 Sutter St. Yukon 2-4912. St. Louis 1: 915 Olive St. Central 1-9151. William H. Shaw, mgr.

Radio Stations: WHHY Montgomery, Ala.; KPMC Bakersfield, Calif.; KYNO Fresno, Calif.; KYOS Merced, Calif.; KRAK Stockton, Calif.; WOL Washington; WDAK Columbus, Ga.; WAIT Chicago; WFRF Freeport, Ill.; WEEK Peoria, Ill.; WGL Fort Wayne, Ind.; WORL Boston; WSAR Fall River, Mass.; WELL Battle Creek, Mich.; WKMH Detroit; WKMF Flint, Mich.; WKHM Jackson, Mich.; WSAM Saginaw, Mich.; KFVS Cape Girardeau, Mo.; KOOK Billings, Mont.; WSJS Winston-Salem, N. C.; WRRF Washington, N. C.; WONE Dayton, Ohio; WFMJ Youngstown, Ohio; WEEH Easton, Pa.; WLAN Lancaster, Pa.; WEEU Reading, Pa.; WSCR Scranton, Pa.; WBRE Wilkes-Barre, Pa.; WBSA York, Pa.; WHIM Providence, R. I.; KOTA Rapid City, S. D.; WLOW Portsmouth-Norfolk, Va.; WKOW Madison, Wis.; WEMP Milwaukee.

Television Stations: KGUN-TV Tucson, Ariz.; KEYS (TV) Santa Barbara, Calif.; WEEK-TV Peoria, Ill.; WTVO (TV) Rockford, Ill.; WBOC-TV Salisbury, Md.; WTKO-TV Meridian, Miss.; KFVS-TV Cape Girardeau, Mo.; KOOK-TV Billings, Mont.; WITN (TV) Washington, N. C.; WSJS-TV Winston-Salem, N. C.; WFMJ-TV Youngstown, Ohio; WBRF-TV Wilkes-Barre, Pa.; WAIM-TV Anderson, S. C.; KOTA-TV Rapid City, S. D.; WFRV-TV Green Bay, Wis.; WKOW-TV Madison, Wis.

George P. Hollingbery Co. 500 Fifth Ave., New York 16. Oxford 5-5560. George P. Hollingbery, chairman of board; F. E. Spencer Jr., vice chair-

working



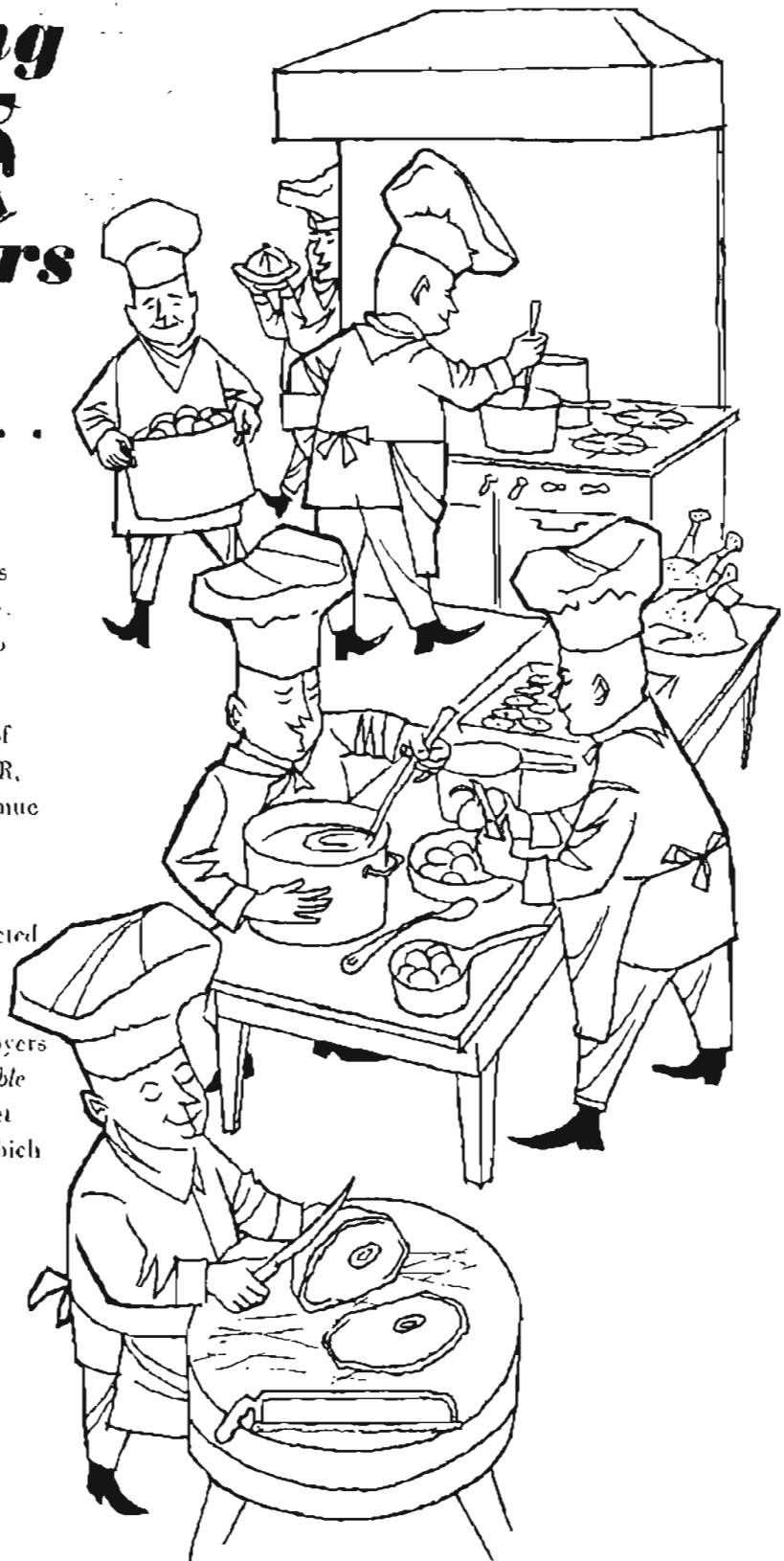
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There is a distinguishing *flavor* about representative organizations which comes principally from the type of men who actively head up each firm.

Here, this consists of the group of Working Partners who started H-R, and who today still actively continue to serve all of our stations and buyers of time.

Supplemented by a carefully selected staff of *properly aged* and sales *seasoned* men, each following the H-R practice of providing time buyers with a complete and *easily digestible* presentation of station and market facts, we have a *recipe* for sales which appeals to the *business appetites* of the stations we serve.



FRANK HEAOLEY, President
DWIGHT REED, Vice President
FRANK PELLEGRIN, Vice President
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NEW ORLEANS

Station Reprs CONTINUED

man; Fred Hague, pres (radio); Harry Wise Jr. pres (tv).

Chicago 1: 307 N. Michigan Ave. Dearborn 2-6060. Frank McCarthy, radio sales mgr; Warren Nelson, tv sales mgr.

Atlanta 3: 134 Peachtree St. Jackson 4-5710. Richard N. Hunter, executive in charge.

Detroit 26: 2214 Guardian Bldg. Woodward 1-3555. Joseph D. Payne Jr., executive in charge.

Los Angeles 14: 3325 Wilshire Blvd. Dunkirk 5-2071. Ray Edwards, executive in charge.

San Francisco 4: 417 Montgomery St. Douglas 2-2541. George Lindman, executive in charge.

Seattle 1: Tower Bldg. Elliott 1868. Hugh Feltis, executive in charge.

Radio Stations: WADC Akron, Ohio; WGPC Albany, Ga.; WCMI Ashland, Ky.; KGEZ Bakersfield, Calif.; WABI Bangor, Me.; WJBO Baton Rouge, La.; WBCK Battle Creek, Mich.; WBCM Bay City, Mich.; WIDE Bideford, Me.; WEZE Boston, Mass.; WTMA Charleston, S. C.; KFBC Cheyenne, Wyo.; KPAY Chico, Calif.; KGGF Coffeyville, Kan.; WRBL Columbus, Ga.; WHIO Dayton, Ohio; WECB Duluth, Minn.; WEAU Eau Claire, Wis.; KTSM El Paso, Tex.; KINS Eureka, Calif.; WMMN Fairmont, W. Va.; WTAC Flint, Mich.; KARM Fresno, Calif.; WQUB Galesburg, Ill.; KVGB Great Bend, Kan.; WBIG Greensboro, N. C.; WHSM Hayward, Wis.; WMFG Hibbing, Minn.; KILA Hilo, T. H.; KPOA Honolulu, T. H.; WAEM Houlton, Me.; WJDX Jackson, Miss.; KBKC Kansas City; KLOG Kelso, Wash.; WAML Laurel, Miss.; WLVA Lynchburg, Va.; WMAM Marinette, Wis.; KFIV Modesto, Calif.; WQUA Moline, Ill.; KIDD Monterey, Calif.; WAVZ New Haven, Conn.; WSMB New Orleans; WMGM New York; WKIS Orlando, Fla.; WDLF Panama City, Fla.; WCOA Pensacola, Fla.; KOAM Pittsburg, Kan.; WPOP Portland, Me.; WAGM Presque Isle, Me.; KVIP Redding, Calif.; WJMC Rice Lake, Wis.; KROY Sacramento, Calif.; KLBK Salt Lake City; KITO San Bernardino, Calif.; KEAK San Diego, Calif.; KIST Santa Barbara, Calif.; WSGA Savannah, Ga.; KSCJ Sioux City, Iowa; WSPA Spartanburg, S. C.; WSPR Springfield, Mass.; KSTN Stockton, Calif.; WFBL Syracuse, N. Y.; WREN Topeka, Kan.; WAXE Vero Beach, Calif.; WHLB Virginia, Minn.; WTVL Waterville, Me.; KWBB Wichita, Kan.; WAAB Worcester, Mass.

Television Stations: WJBF (TV) Augusta, Ga.; WABI-TV Bangor, Me.; WBRZ (TV) Baton Rouge, La.; WCIA (TV) Champaign, Ill.; WWTW-TV Cadillac, Mich.; WRBL-TV Columbus, Ga.; WHIO-TV Dayton, Ohio; WEAU-TV Eau Claire, Wis.; KTSM-TV El Paso, Tex.; KVAL-TV Eugene, Ore.; KVIQ-TV Eureka, Calif.; WTVW (TV) Evansville, Ind.; WNCT (TV) Greenville, N. C.; KTRK (TV) Houston; WLBT (TV) Jackson, Miss.; WLVA-TV Lynchburg, Va.; WMBV-TV Marinette, Wis.; KTVQ (TV) Ottumwa, Iowa; WJDM (TV) Panama City, Fla.; WEAR-TV Pensacola, Fla.; KOOL-TV Phoenix, Ariz.; WAGM-TV Presque Isle, Me.; KVIP (TV) Redding, Calif.; KPIC (TV) Roseburg, Ore.; KTVW (TV) Seattle; KTTV (TV) Sioux City, Iowa; WSPA-TV Spartanburg, S. C.; WWLP (TV) Springfield, Mass.; KYTV (TV) Springfield, Mo.; KOLD-TV Tucson, Ariz.; WTRF-TV Wheeling, W. Va.; KIVA (TV) Yuma, Ariz.

Hal Holman Co. 64 E. Lake St., Chicago 1. Franklin 2-0016. Hal Holman.

New York 17: 366 Madison Ave. Yukon 6-4390. E. J. Devney.

Los Angeles 28: 8381 Hollywood Blvd. Hollywood 2-2551. Tracy Moore.

San Francisco 8: 260 Kearney St. Exbrook 2-6444. John Funk.

Radio Stations: KFXD Boise, Idaho; WCVS Springfield, Ill.; WFRX West Frankfort, Ill.; WJPF Herrin, Ill.; KCLN Clinton, Iowa; WJBL Holland, Mich.; KWBE Rochester, Minn.; KLTZ Glasgow, Mont.; KRBO Las Vegas, Nev.; KMIN Grants, N. M.; KSRC Socorro, N. M.; KEYZ Williston, N. D.; KOBH Hot Springs, S. D.; WGWC Selma, Ala.; KBOL Boulder, Colo.; KIUP Durango, Colo.; KGLN Glenwood Springs, Colo.; KREX Grand Junction, Colo.; KFKA Greeley, Colo.; KOLR Sterling, Colo.; WAYX Waycross, Ga.; KWAL Wallace, Idaho; WHOW Clinton, Ill.; WLDS Jacksonville, Ill.; WLBH Mattoon, Ill.; WMOK Metropolis, Ill.; WVLN Olney, Ill.; WLBC Muncie, Ind.; KIUL Garden City, Kan.; KAYS Hays, Kan.; WHIR Danville, Ky.; WHFB Benton Harbor, Mich.; WTCM Traverse City, Mich.; WLOX Biloxi, Miss.; KGFV Kearney, Neb.; KNEB Scottsbluff, Neb.; WEEB Southern Pines, N. C.; KDLR Devils Lake, N. D.; KDIX Dickinson, N. D.; WLEC Sandusky, Ohio; KVAS Astoria, Ore.; KGAL Lebanon, Ore.; KGAY Salem, Ore.; KEED Springfield-Eugene, Ore.; WCRK Morristown, Tenn.; WGNM Murfreesboro, Tenn.; KBAM Longview, Wash.; WBEV Beaver Dam, Wis.; KFIZ Fond du Lac, Wis.; WQMT Manitowoc, Wis.; WPRE Prairie du Chien, Wis.; WSPT Stevens Point, Wis.; WAUX Waukesha, Wis.; Paul Bunyan Network (WATZ Alpena, Mich.; WATT Cadillac, Mich.; WATC Gaylord, Mich.; WMEN Petoskey, Mich.; WTCM Traverse City, Mich.).

Television Stations: KREX-TV Grand Junction, Colo.; KFXJ-TV Montrose, Colo.; WPBN-TV Traverse City, Mich.; WLBC-TV Muncie, Ind.; KDIX-TV Dickinson, N. D.; KEYS-TV Hays, Kan.

George T. Hopewell Inc. 101 Park Ave. New York 17. Lexington 2-3783. George T. Hopewell, pres; Joseph S. Cannon, gen mgr.

Chicago 6: 205 W. Wacker Dr. State 2-5096. Hooper Jones, mgr; Laurie Dahlstrom.

Detroit 26: Park Ave. Bldg. Woodward 2-7298. Tom Corlett, mgr.

Beverly Hills, Calif.: 111 N. LaCienega Blvd. Oleander 5-8326. Jim Walsh, mgr.

Radio Stations: KDTA Delta, Colo.; KVRH Salida, Colo.; WOCH N. Vernon, Ind.; WFYC Alma, Mich.; KRFO Owatonna, Minn.; KCRV Caruthersville, Mo.; KCLV Clovis, N. M.; WMNW Olean, N. Y.; WFLR Penn Yan, N. Y.; WDLF Port Jervis, N. Y.; WLFH Little Falls, N. Y.; WBUV Lexington, N. C.; WMPT S. Williamsport, Pa.; WCVI Connelisville, Pa.; WNRI Woonsocket, R. I.; KLGK Salt Lake City; WKLV Blackstone, Va.; WCFV Clifton Forge, Va.; WNRV Narrows, Va.; WLOH Princeton, W. Va.; WMNE Menomonic, Wis.; WTTN Watertown, N. Y.

H-R Representatives and H-R Television. (Note—Both firms have same executives and branch offices.) 380 Madison Ave., New York 17. Oxford 7-3120. (Effective Oct. 1, 1958: 375 Park Ave., New York. Plaza 9-6900.) Frank M. Headley, pres-treas; Frank E. Pellegrin, vp-sec; Paul R. Weeks, vp.

Chicago 1: 35 E. Wacker Drive. Financial 6-6440. Dwight S. Reed, vp.

Hollywood 28: Equitable Bldg., Hollywood 2-8453. Harold Lindley, vp.

San Francisco 4: 155 Montgomery St. Yukon 2-5837. James M. Alspaugh.

Detroit 26: 1065 Penobscot Bldg. Woodward 1-4148. Andrew M. Gent.

Atlanta 9: 1182 W. Peachtree St. NW. Trinity 5-9539. Bill R. McRae.

Dallas 2: Rio Grande National Bldg. Riverside 2-5148. Clarke R. Brown.

Houston 6: 3520 Montrose Blvd. Jackson 8-1601. Jack Eisele.

New Orleans: 910 Royal St. Jackson 2-3917. Thomas J. Craig.

Radio Stations: KQUE Albuquerque, N. M.; WSN Allentown, Pa.; WNCN Asheville, N. C.; WNBC Boston; WSOC Charlotte, N. C.; WAO Chattanooga, Tenn.; KXXX Colby, Kan.; WMSC Columbia, S. C.; WCOL Columbus, Ohio; WING Dayton, Ohio; KSO Des Moines; WTRC Elkhart, Ind.; WKJG Fort Wayne, Ind.; KMMJ Grand Island, Neb.; KGBT Harlingen, Tex.; WPOP Hartford, Conn.; WKBH La Crosse, Wis.; WIMA Lima, Ohio; KHJ Los Angeles; WHBQ Memphis; WSKP Miami, Fla.; WALA Mobile, Ala.; KNOE Monroe, La.; WSIX Nashville, Tenn.; WELI New Haven, Conn.; WOR New York (West Coast only); WAVY Norfolk, Va.; WIRL Peoria, Ill.; WRAL Raleigh, N. C.; WROK Rockford, Ill.; KONO San Antonio, Tex.; KGB San Diego, Calif.; KFRC San Francisco; WGBI Scranton, Pa.; KVI Seattle; KPNF Shenandoah, Iowa; KELO Sioux Falls, S. D.; KGA Spokane, Wash.; WIZE Springfield, Ohio; WMAL Washington; KWFT Wichita Falls, Tex.

Radio Groups: Don Lee Broadcasting System; Yankee Network.

Television Stations: WNBC-TV Boston; WSOC-TV Charlotte, N. C.; WRGP-TV Chattanooga, Tenn.; KOMU-TV Columbia, Mo.; KZTV (TV) Corpus Christi, Tex.; KNAC-TV Fort Smith, Ark.; WKJG-TV Fort Wayne, Ind.; KGBT-TV Harlingen, Tex.; WKBT (TV) LaCrosse, Wis.; WIMA-TV Lima, Ohio; KHJ-TV Los Angeles; WHBQ-TV Memphis; WALA-TV Mobile, Ala.; KNOE-TV Monroe, La.; WSIX-TV Nashville, Tenn.; WAVY-TV Norfolk, Va.; WOR-TV New York; KETV (TV) Omaha, Neb.; WRAL-TV Raleigh, N. C.; WREX-TV Rockford, Ill.; KBET-TV Sacramento, Calif.; KSBW-TV Salinas-Monterey, Calif.; KSBY-TV San Luis Obispo, Calif.; KONO-TV San Antonio; KTVU (TV) San Francisco; WDAU-TV Scranton, Pa.; KELO-TV Sioux Falls, S. D.; (KDLO-TV) (Satellite Florence, S. D.); (KPLP-TV) (Satellite Reliance, S. D.); WSJW-TV Elkhart, Ind.; KLTV (TV) Tyler, Tex.; WMAL-TV Washington; KMSP-TV Minneapolis.

Don Howard & Co. Roswell Hotel, Del Rio, Tex. 5-2431. Don Howard, owner.

Nozales, Ariz.: Box 55. Leopold Felix.

Radio Stations: XEDM Hermosillo, Sonora; XEKD Acuna, Coah.; XEMU Piedras Negras, Coah.; XEFW Tampico, Tamps.

Harry S. Hyett Co. Minneapolis 2: 314 Baker Bldg. Federal 9-7179. Harry S. Hyett, pres.

Radio Stations: KFVR Bismarck, N. D.; KDAL Duluth, Minn.; WBAY Green Bay, Wis.; WKBH LaCrosse, Wis.; WDMJ Marquette, Mich.; KROC Rochester, Minn.; WHBF Rock Island, Ill.; KSOO Sioux Falls, S. D.; WSAU Wausau, Wis.

Television Stations: KFVR-TV Bismarck, N. D.; KDAL-TV Duluth, Minn.; WBAY-TV Green Bay, Wis.; WKBT (TV) LaCrosse, Wis.; WDMJ-TV Marquette, Mich.; KMOT (TV) Minot, N. D.; KROC-TV Rochester, Minn.; WHBF-TV Rock Island, Ill.; WSAU-TV Wausau, Wis.; KUMV-TV Williston, N. D.

Indie Sales Inc. 60 E. 42d St., New York 17. Murray Hill 2-4813. Jack Koste, pres.

Chicago 6: 205 W. Wacker Dr. State 2-5096.

Detroit 26: Park Ave. Bldg. Woodward 2-7298. Beverly Hills, Calif.: 111 N. La Cienega Blvd. Oleander 5-8326.

(No station list released.)

Inter-American Publications Inc. 41 E. 42d St., New York 17. Murray Hill 2-0884. A. Ramos, pres; Jose Oviedo, vp; Mrs. Argentina S. Ramos, sec.

Radio Stations: WKAQ (Radio El Mundo), San Juan, P. R.; WORA Mayaguez, P. R.; WPRP Ponce, P. R.

Television Stations: WKAQ-TV (Telemundo) San Juan, P. R.; WORA-TV Mayaguez, P. R.; WRIK-TV Ponce, P. R.

Intercontinental Services, 15 E. 48th St., New York 17. Plaza 3-7930. Stephen A. Mann, gen mgr; Jeanette F. Systma, assistant mgr.

Chicago 2: 55 E. Washington St. Andover 3-6137. William J. Reilly.

Los Angeles 28: 6331 Hollywood Blvd. Hollywood 2-2289. William Wallace.

San Francisco 4: Russ Bldg. Yukon 6-6769.

Radio Stations: ZNS Nassau, Bahamas; Barbados Redifusion, Bridgetown, British West Indies; ZEM-1, ZEM-2 Hamilton, Bermuda; Radio Demerara, Georgetown, British Guiana; HIN Ciudad Trujillo, Dominican Rep.; KUAM Agana, Guam; Radio 1210, TGBD Guatemala City, Guatemala; 4VM, 4VYM Port-au-Prince, Haiti; 4VW, 4VHW, 4VRV Port-au-Prince, Haiti; Radio America, HILP Tegucigalpa, Honduras; Radio Jamaica & Redifusion, Cross Roads, Jamaica; Radio Mundial, YNW Managua, Nicaragua; WKJB Mayaguez, P. R.; WPAB Ponce, P. R.; Cardena YSU San Salvador, El Salvador; Radio Trinidad & Redifusion, Port of Spain, Trinidad; WSTA St. Thomas, Virgin Islands; Redifusion Service, Guardamanga, Malta; Redifusion Service, Hong Kong; Redifusion Service, Singapore; Redifusion Service, Kuala Lumpur, Malaya; Redifusion Service, Penang, Malaya.

Television Stations: ZEM-TV Hamilton, Bermuda; KUAM-TV Agana, Guam.

The Katz Agency, 666 Fifth Ave., New York 19. Judson 2-9200. Eugene Katz, pres; Scott Donahue Jr., vp tv sales; Morris S. Kellner, vp radio sales; Daniel Denenholz, vp promotion-research.

Chicago 1: Prudential Plaza. Mohawk 4-7150. Ray Miller, vp-office mgr; William W. Joyce, Chicago tv sales mgr.

Detroit 26: Penobscot Bldg. Woodward 3-8420. Arthur J. Underwood Jr., mgr.

St. Louis 1: 915 Olive St. Central 1-1868. Alan T. Axtell, mgr.

Atlanta 3: 1321 Fulton Bank Bldg. Jackson 5-1637. Keith Byerly, mgr.

Dallas 1: 2006 Bryan St. Riverside 1-4036. David Rutledge, mgr.

San Francisco 4: Russ Bldg. Douglas 2-7628. Stanley J. Reulman, mgr.

Los Angeles 5: 3325 Wilshire Blvd. Dunkirk 5-6284. Richard Hasbrook, mgr.

Radio Stations: KGNC Amarillo, Tex.; WAGA Atlanta; KGHJ Billings, Mont.; WBRC Birmingham; WHIS Bluefield, W. Va.; WEBR Buffalo; WMT Cedar Rapids, Iowa; WKRC Cincinnati; WJW Cleveland; WTVN Columbus, Ohio; KLZ Denver; KRNT Des Moines; WJBK Detroit; WFDF Flint, Mich.; WOOD Grand Rapids, Mich.; WSAZ Huntington, W. Va.; WKAZ Charleston, W. Va.; WFBM Indianapolis; KCMO Kansas City; KABC Los Angeles; KFYO Lubbock, Tex.; WREC Memphis; WGBS Miami, Fla.; WTCN Mineapolis; WLAC Nashville, Tenn.; WWL New Orleans; WINS New York; WKY Oklahoma City; WIBG Philadelphia; KPHO Phoenix, Ariz.; WCAE Pittsburg. KDYL Salt Lake City; KFSD San Diego, Calif.; KHQ Spokane, Wash.; WHEN Syracuse, N. Y.; WDAE Tampa, Fla.; WSPD Toledo, Ohio; WNAK Yankton, S. D.

Television Stations: KGNC-TV Amarillo, Tex.; WAGA-TV Atlanta; WMAR-TV Baltimore; WBRC-TV Birmingham; WHIS-TV Bluefield, W. Va.; WWM-TV Cedar Rapids, Iowa; WKRC-TV Cincinnati; WJW-TV Cleveland; WTVN-TV Columbus, Ohio; KLZ-TV Denver; KRNT-TV Des Moines; WJBK-TV Detroit; KMJ-TV Fresno, Calif.; WOOD-TV Grand Rapids, Mich.; WSAZ-TV Huntington, W. Va.; WFBM-TV Indianapolis; WJTV (TV) Jackson, Miss.; WJAC-TV Johnson, Pa.; KCMO-TV Kansas City; WBRV-TV Knoxville, Tenn.; KABC-TV Los Angeles; WREC-TV Memphis; WTCN-TV Minneapolis; WFAA-TV Montgomery, Ala.; WLAC-TV Nashville, Tenn.; WWL-TV New Orleans; WNTA-TV New York; WKY-TV Oklahoma City; WVUE (TV) Wilmington, Del.; KPHO-TV Phoenix, Ariz.; KOAM-TV Pittsburg, Kans.; WTAE (TV) Pittsburg; KPTV (TV) Portland, Ore.; KTVT (TV) Salt Lake City; KFSD-TV San Diego, Calif.; KPIX (TV) San Francisco; KVTU (TV) Sioux City, Iowa; KHQ-TV Spokane Wash.; WHEN-TV Syracuse, N. Y.; WTVT (TV) Tampa, Fla.; WSPD-TV Toledo, Ohio; KAKE-TV Wichita, Kans.

Robert S. Keller Inc. 72 Barrow St., New York 14. Watkins 4-6599. Robert S. Keller, pres.

Chicago 6: 205 W. Wacker Drive. State 2-5096. Hooper Jones, mgr.

(No station list release.)

Kentucky Radio Sales, 1420 Eastern Parkway, Louisville 4. Ky. Highland 3779. Harry McKigue, pres.

Radio Stations: Kentucky—WBRT Bardstown; WVLC Lexington; WLCK Scottsville; WCMI Ashland; WKCT Bowling Green; WTCO Campbellsville; WNES Central City; WZIP Covington; WCPM Cumberland; WHIR Danville; WIEL Eliz-

abestown; WSTL Emmene; WFKY Frankfort; WFKN Franklin; WGOR Georgetown; WKAY Glasgow; WHLN Harlan; WRBN Harrodsburg; WKIC Hazard; WSON Henderson; WKOA Hopkinsville; WLBW Lebanon; WFTC London; WFMW Madisonville; WWXL Manchester; WFTM Maysville; WMIK Middletown; WMOR Morehead; WMST Mt. Sterling; WLOC Mumfordsville; WNKY Neen; WOMI Owensboro; WPAD Paducah; WSP Paintsville; WLSI Pikeville; WMLF Pineville; WDOC Prestonsburg; WRVK Renfrew Valley; WSFC Somerset; WBVL Barbourville; WFUL Fulton. Other states—WJNF Richmond, Va.; WNRG Grundy, Va.; WMTN Morristown, Tenn.; WSLM Salem, Ind.; WBTH Williamson, W. Va.

Kettell-Carter, 118 Newbury St., Boston 16. Kenmore 6-1966. Elmer Kettell, pres; Marjorie Carter, treas-sec. (No station list released.)

A. Lewis King, 351 Fifth Ave., New York 17. Murray Hill 2-8276. A Lewis King, owner.

Radio Station: WBNX New York. Nona Kirby Co., 507 Statler Bldg., Boston 16. Hubbard 2-6117. Nona Kirby, pres; Kay Chille, vy-treas; Irene Kellcher, office mgr.

Radio Stations: Massachusetts—WJDA Quincy; WESX Salem; WGAW Gardner; WHIL Malden; WTYM Springfield; WHMP Northampton; WMBN North Adams; WEIM Fitchburg; WPLM Plymouth; WPEP Taunton. Other states—WCMC Brunswick, Me.; WHEB Portsmouth, N. H.; WSMN Nashua, N. H.; WBTN Bennington, Vt.; WHWB Rutland, Vt.; WWON Woonsocket, Conn.; WWRI W. Warwick, Conn.; WNAB Bridgeport, Conn. "Ken & Carolyn" program—WHDH Boston; WTAG Worcester, Mass.; WEAN Providence, R. I.; WSPR Springfield, Mass.; WHAT Hartford, Conn.; WGAN Portland, Me.; WGUY Bangor, Me.

Bomar Lowrance & Assoc. 710 Peachtree St., Atlanta 8. Trinity 6-3726. Bomar A. Lowrance, pres; William M. Scruggs, vp-mgr; Clyde L. Glen, vp-assistant to pres.

Dallas: Fidelity & Union Life Bldg., Riverside 2-8206. Robert F. Keefe, vp-mgr.

Radio Stations: WRCA New York; WRCV Philadelphia; WRC Washington; WMAQ Chicago; KNBC San Francisco; KSD St. Louis; WAVE Louisville; WHK Cleveland; KOMO Seattle; KGU Honolulu; WLW Cincinnati; WAMP Pittsburgh.

Television Stations: WRCA-TV New York; WRCV-TV Philadelphia; WRC-TV Washington; WNBQ (TV) Chicago; KRCA (TV) Los Angeles; KSD-TV St. Louis; WAVE-TV Louisville; KOA-TV Denver; KOMO-TV Seattle; KONA (TV) Honolulu; WRGB (TV) Schenectady; WBUF (TV) Buffalo; WNBC (TV) New Britain-Hartford; WCKT (TV) Miami; WLWT (TV) Cincinnati; WLWD (TV) Dayton, Ohio; WLWC (TV) Columbus, Ohio; WLWA (TV) Atlanta; WLWI (TV) Indianapolis.

Jack Masla & Co. 551 Fifth Ave., New York 17. Yukon 6-7370. Jack Masla, pres.

Chicago: 435 N. Michigan Ave., Superior 7-6048. Clem O'Neill, gen mgr.

Los Angeles: 111 N. LaCienega Blvd., Beverly Hills, Olympia 2-1313. Lee F. O'Connell, mgr.

San Francisco 4: 110 Sutter St., Garfield 1-6936. John E. Palmer. (No station list released.)

McGavren-Quinn Corp. 60 E. 56th St., New York. Plaza 1-4650. Donald J. Quinn, executive vp; Ralph Gould, vp.

San Francisco 4: 110 Sutter St., Yukon 6-4112. Daren McGavren, pres.

Los Angeles: 1741 Ivar Ave., Hollywood 4-6146. Walter B. Lake, mgr.

Detroit: 920 Dime Bldg., Woodward 1-1675. Wendell Parmelee, mgr.

Chicago: 35 E. Wacker Drive, Franklin 2-1370. William T. Heaton, mgr.

Radio Stations: California—KDAN Eureka; KAFY Bakersfield; KBIF Fresno; KWIP Merced; KTRB Modesto; KWSN Mount Shasta; KDAY Los Angeles; KXOA Sacramento; KSEB Salinas; KFXM San Bernardino; KSDO San Diego; KJBS San Francisco; KXRX San Jose; KVEC San Luis Obispo; KDB Santa Barbara; KCOY Santa Maria; KSRO Santa Rosa; KJOY Stockton; KUD(I) Ventura; KVCV Redding; KHSL Chico. Other states: WNAB Bridgeport, Conn.; WATR Waterbury, Conn.; WHNC New Haven, Conn.; WCFL Chicago; WPAD Paducah, Ky.; WITB Baltimore; WLAV Grand Rapids, Mich.; WWBC Bay City, Mich.; WPRC Minneapolis; WIRY Plattsburgh, N. Y.; WALL Middletown, N. Y.; KONE Reno, Nev.; WAKR Akron, Ohio; WMIN Columbus, Ohio; WLMJ Jackson, Ohio; KXL Portland, Ore.; KBND Bend, Ore.; WHGB Harrisburg, Pa.; WFBG Altoona, Pa.; WPKA Alexandria, Va.; WMVA Martinsville, Va.; WLEE Richmond, Va.; KJR Seattle; KNEW Spokane, Wash.; WDUZ Green Bay, Wis.; WDUX Waupaca, Wis.; KAIR Tucson, Ariz.

Television Station: WSEX-TV Petersburg, Va.

John L. McGuire & Co. 233 Guaranty Bank Bldg., Denver 2. Tabor 5-7585. John L. McGuire, owner. (No station list released.)

Media Representatives, 120 E. 56th St., New York 22. Murray Hill 8-4777. Edwin Seymour.

Radio Stations (Philippines): DZRH Manila; DZPI Manila; DZMB Manila; DYRC Cu City; DYBU Cebu City.

The Meeker Co. 521 Fifth Ave., New York 17. Murray Hill 2-2170. Robert D. C. Meeker, pres; Edgar B. Filion, vp; Charles E. Standard, eastern sales mgr; Vic Plano, promotion director; Miami Joy von Zelowitz, research director; George Olsen; Robert Dudley; Claude Piano. Chicago 1: 333 N. Michigan Ave., Central 6-1742. Carlton F. Jewett, vp-midwest mgr; Charles Compton; Robert Manning.

San Francisco 4: 928 Russ Bldg., Yukon 6-4940. Donald L. Pontius, west coast mgr.

Los Angeles 28: 6381 Hollywood Blvd., Hollywood 2-2351. Tracy Moore, mgr; Jerry Moore.

Radio Stations: WDEL Wilmington, Del.; WKXL Concord, N. H.; WKNE Keene, N. H.; WKNY Kingston, N. Y.; WIBX Utica, N. Y.; WEST Easton, Pa.; WKBO Harrisburg, Pa.; WKBO Harrisburg, Pa.; WGAL Lancaster, Pa.; WRAW Reading, Pa.; WEJL Scranton, Pa.; WMBN Uniontown, Pa.; WORK York, Pa.; WRAK Williamsport, Pa.; KFML Denver; WDWS Champaign, Ill.; WTTT Bloomington, Ind.; WDBQ Dubuque, Iowa; WKBE Muskegon, Mich.; KATE Albert Lea, Minn.; KYSM Mankato, Minn.; KROC Rochester, Minn.; KFBS Joplin, Mo.; KSWB Roswell, N. M.; WCLT Newark, Ohio; KTOW Oklahoma City; WSAU Wausau, Wis.; WBRD Bradenton-Sarasota, Fla.; WKAT Miami; WTAL Tallahassee, Fla.; WJNO West Palm Beach, Fla.; KVOL Lafayette, La.; KPQP Los Angeles; KTAY San Luis Obispo, Calif.; KYME Boise, Idaho; KUGN Eugene, Ore.; KHRH Hood River, Ore.; KFJI Klamath Falls, Ore.; KMED Medford, Ore.; KUMA Pendleton, Ore.; KRNR Roseburg, Ore.; KBZY Salem, Ore.; KXA Seattle.

Television Stations: WGAL-TV Lancaster, Pa.; WTV Chattahoochee, Tenn.; WTTV (TV) Bloomington, Ind.; KROC-TV Rochester, Minn.; WSAU-TV Wausau, Wis.; KHOL-TV Holdrege, Neb. (and satellite KHPL-TV Hayes Center, Neb.); KSWB-TV Roswell, N. M.; KTWO-TV Casper, Wyo.

Clyde Melville Co. Melba Bldg., Dallas 1. Riverside 8-5239. Clyde B. Melville, pres.

Radio Stations: KWKC Abilene, Tex.; KJET Beaumont, Tex.; KHFM Big Spring, Tex.; KSET El Paso, Tex.; KGAF Gainesville, Tex.; KTHH Houston; KSEL Lubbock, Tex.; KTRE Lufkin, Tex.; KORC Mineral Wells, Tex.; KRIG Odessa, Tex.; KDSX Denison, Tex.; KCMC Texarkana, Tex.; KTBB Tyler, Tex.; KSYD Wichita Falls, Tex.; KFSA Fort Smith, Ark.; KGWA Enid, Okla.; KTOW Oklahoma City; KPBM Carlsbad, N. M.; KSWB Roswell, N. M.; KNOE Monroe, La.

Television Stations: KTRE-TV Lufkin, Tex.; KVKM-TV Monahans, Tex.; KCTV (TV) San Angelo, Tex.; KCMC-TV Texarkana, Tex.; KFTA-TV Fort Smith, Ark.; KSWB-TV Roswell, N. M.

Michigan Spot Sales, 15001 Michigan Ave., Dearborn, Mich. Tiffany 6-2362. Charles J. Sitta, pres; Frederick A. Knorr, vp; George M. Millar, sec-treas.

Radio Stations: Michigan—WABJ Adrian; WHRV Ann Arbor; WELL Battle Creek; WLEW Bad Axe; WHLS Port Huron; WHFB Benton Harbor; WKMH Dearborn; WKMF Flint; WMAX Grand Rapids; WBSE Hillsdale; WKHM Jackson; WKMI Kalamazoo; WJLS Lansing; WKBZ Muskegon; WPON Pontiac; WSAM Saginaw; Paul Bunyan Network (WATZ Alpena; WATT Cadillac; WATC Gaylord; WMBN Petoskey; WTCM Traverse City).

Television Stations: WREM-TV Bay City, Mich.; WPBN-TV Traverse City, Mich.

Mid-America Spot Sales, Box 4833, Kansas City 9. Mo. Westport 1-3322. Ralph Meador, pres; N. E. Paton Jr., executive vp.

Radio Stations: KMMO Marshall, Mo.; KSSS Sedalia, Mo.; KLEX Lexington, Mo.; KOKO Warrensburg, Mo.; KRES St. Joseph, Mo.; KDKD Clinton, Mo.; KWRT Boonville, Mo.; KRMS Osage Beach, Mo.; KBTO Ft. Dorado, Kan.; KOFO Ottawa, Kan.; KARE Atchison, Kan.; KLVN Lawrence, Kan.

Art Moore & Associates, Jones Bldg., Seattle 1. Mutual 2-3377. Art Moore, pres.

Portland 4: Cascade Bldg., Capital 8-7289.

Radio Stations: (In Seattle and Portland): Washington—KXRO Aberdeen; KACT Anacortes; KVOS Bellingham; KELA Centralia; KCLX Colfax; KCVL Colville; KXLE Ellensburg; KRKO Everett; KFRD Grand Coulee; KLOG Kelso; KEDR Kennewick; KNBX Kirkland; KWIQ Moses Lake; KBRM Mt. Vernon; KGY Olympia; KOPN Port Angeles; KOFE Pullman; KAPA Raymond; KOMO Seattle; KIIQ Spokane; KMO Tacoma; KUJ Walla Walla; KPQ Wenatchee; KIMA Yakima, Oregon—KWIL Albany; KAST Astoria; KBKR Baker; KBND Bend; KOOS Coos Bay; KWRO Coquille; KUGN Eugene; KUIN Grants Pass; KUIK Hillsboro; KHRH Hood River; KFJI Klamath Falls; KLBM La Grande; KQIK Lakeview; KMCM McMinnville; KMED Medford; KNPT Newport; KBCH Oceanlake; KSRV Ontario; KUMA Pendleton; KOIN Portland; KRNR Roseburg; KBZY Salem; KRMW The Dalles; KTIL Tillamook, Idaho—KBOI Boise; KBAR Burley; KID Idaho Falls; KRCL Lewiston; KRPL Moscow; KSEI Pocatello; KSPT Sandpoint; KWAL Wallace, Montana—KOOK Billings; KLCB Libby; KXLF Butte; KXLQ Bozeman; KXKX Great Falls; KXLJ Helena; KXLL Missoula; Z-Bar Net (KXLF, KXLQ, KXKX, KXLJ, KXLL). KHSL Chico, Calif.; KVCV Redding, Calif.; CKNW New Westminster, B. C.

Television Stations: KVOS-TV Bellingham, Wash.; KBAS-TV Ephrata, Wash.; KEPR-TV Pasco, Wash.; KOMO-TV Seattle; KHQ-TV Spo-

kane, Wash.; KIMA-TV Yakima, Wash.; KVAL-TV Eugene, Ore.; KOIN-TV Portland, Ore.; KPIC-TV Roseburg, Ore.; KBOI-TV Boise, Idaho; KID-TV Idaho Falls, Idaho; KLEW-TV Lewiston, Idaho; KLIX-TV Twin Falls, Idaho; KOOK-TV Billings, Mont.; KXLF-TV Butte, Mont.; KXLJ-TV Helena, Mont.; KHSL-TV Chico, Calif.

Tracy Moore & Associates, 6381 Hollywood Blvd., Los Angeles 28. Hollywood 2-2351. Tracy Moore, Jerome Moore.

San Francisco 8: 260 Kearny St., Exbrook 2-6444. John Funk. (No station list released.)

National Time Sales, 370 Lexington Ave., New York 17. Murray Hill 5-1300. Arthur Gordon, gen sales mgr.

Los Angeles 5: 672 S. Lafayette Park Place, Dunkirk 2-3200. Harlan G. Oakes.

San Francisco 4: 110 Sutter St., Sutter 1-7971. William Gilmore.

Chicago: (Contact New York office.)

Radio Stations: KIWW San Antonio; XEJ Juarez, Mexico; KTXN Austin, Tex.; KLVJ Pasadena, Tex.; KCCT Corpus Christi, Tex.; KWKW Los Angeles; KGSF Fresno, Calif.; XEXX Tijuana, Mexico; KABQ Albuquerque, N. M.; KIFN Phoenix, Ariz.; WSBC Chicago; KEXO Grand Junction, Colo.; KBYR Anchorage, Alaska; KFBE Fairbanks, Alaska; KEVT Tucson, Ariz.; XEOR Reynosa, Mexico; XEO Matamoros, Mexico.

NBC Spot Sales, 30 Rockefeller Plaza, New York 20. Circle 7-8300. Thomas B. McFadden, vp in charge of NBC Spot Sales; Edwin T. Jameson, tv spot sales director; George Dietrich, radio spot sales director; Richard Close, director, represented stations; Mort Gaffin, new business and promotion director; John Ryan, eastern division mgr-tv spot sales; Fred Lyons, eastern division mgr-radio spot sales; Caroline Wynkoop, sales service mgr.

Chicago 54: Merchandise Mart, Superior 7-8300. John Mulholland, central division mgr-tv spot sales; Frank De Rosa, central division mgr-radio spot sales.

Hollywood 28: Sunset & Vine, Thornwall 5-7000. Walter Davison, tv sales representative; Doty Flouarde, radio sales representative.

San Francisco 2: Taylor & O'Farrell Sts., Graystone 4-8700. Robert Anderson, Kenneth Johnson, tv sales reps; Ed Macaulay, western division mgr (radio).

Detroit 1: Penobscot Bldg., Woodward 1-1610. John C. Treacy, tv sales representative; Bill Buschgen, radio sales representative.

West Hartford 10: 1422 New Britain Ave., Jackson 5-0801. David Scott, radio-tv mgr for New England.

Atlanta: 710 Peachtree St. NE, Elgin 3726. Bomar Lawrence & Assoc.

Dallas: Fidelity Union Bldg., Riverside 2-8206. Bomar Lawrence & Assoc.

Radio Stations: WRCA New York; WMAQ Chicago; KNBC San Francisco; KSD St. Louis; WRC Washington; KOMO Seattle; WAVE Louisville; KGU Honolulu, Hawaii; WRCV Philadelphia; WAHP Pittsburgh.

Television Stations: WRCA-TV New York; WNBQ (TV) Chicago; KRCA (TV) Los Angeles; WRCV-TV Philadelphia; KSD-TV St. Louis; WRC-TV Washington; WBUF (TV) Buffalo; WNBC (TV) Hartford-New Britain, Conn.; KOA-TV Denver; WAVE-TV Louisville; WRGB (TV) Schenectady-Albany-Troy; WCKT (TV) Miami; KONA-TV Honolulu, T. H.; KOMO-TV Seattle.

Harlan G. Oakes & Associates, 672 S. Lafayette Park Pl., Los Angeles 57. Dunkirk 2-3200. Harlan G. Oakes.

San Francisco 4: 110 Sutter St., Sutter 1-7971. Bill Gilmore.

San Antonio: Box 8194. Joe Harry. (No station list released.)

Lee F. O'Connell Co. 111 N. LaCienega Blvd., Beverly Hills, Calif., Olympic 2-1313. Lee F. O'Connell, pres-mgr. (No station list released.)

Richard O'Connell Inc. 527 Madison Ave., New York 22. Plaza 5-7161. Richard O'Connell, pres; Ralph Myers, vp; Paul Wilson, account exec. (No station list released.)

Ohio Stations Representatives, 1900 Terminal Tower, Cleveland 13. Superior 1-0036. Leonard F. Auerbach, gen mgr.

Radio Stations: WJET Erie, Pa. Ohio stations—WAKR Akron; WFAH Alliance; WATG Ashland; WCMW Canton; WBEX Chillicothe; WZIP Cincinnati; WERE Cleveland; WVKO Columbus; WAVI Dayton; WONW Defiance; WEOL Elyria; WFIN Findlay; WFOB Fostoria; WCLT Newark; WPKV Painesville; WNXR Portsmouth; WBLV Springfield; WHHH Warren; WWSR Wooster; WHOT Youngstown.

Pan American Broadcasting Co. 370 Lexington Ave., New York 17. Murray Hill 5-1300. E. Bernald, vp; Arthur Gordon, gen sales mgr; Allen Alpert, promotion director.

Los Angeles 57: 672 S. Lafayette Park Pl., Dunkirk 2-3200. Harlan G. Oakes.

San Francisco 4: 110 Sutter St., Sutter 1-7971. William Gilmore. (Represents stations in Europe, Africa, Asia,

Station Reps CONTINUED

South America, Central America, Virgin Islands, Fiji Islands, Australia, Philippines, Okinawa.)

John E. Pearson Co. and John E. Pearson Television. 405 Park Ave., New York 22. Plaza 1-3366. John E. Pearson, pres; Russel Walker, vp.

Chicago 1: 333 N. Michigan Ave. State 2-7494. James Bowden, vp.

Atlanta: 508 Glenn Bldg. Jackson 5-2912. Robert Baird, vp.

Dallas 1: Fidelity Union Life Bldg. Riverside 7-3723. Ralph Widman, mgr.

Des Moines 9: 432 Des Moines Bldg. Cherry 4-7143. Frank Frost, mgr.

Los Angeles 5: 3242 West 8th St. Dunkirk 5-5084. Clark N. Barnes, mgr.

San Francisco 4: 58 Sutter St. Douglas 2-7159. F. A. Wurster, mgr.

Television Stations: KRDO-TV Colorado Springs, Colo.; KCSJ-TV Pueblo, Colo.; KQTV (TV) Fort Dodge, Iowa; WKYT (TV) Lexington, Ky.; WPSD-TV Paducah, Ky.; KTAG-TV Lake Charles, La.; WDAM-TV Hattiesburg, Miss.; KDRO-TV Sedalia, Mo.; KOLO-TV Reno, Nev.; KICA-TV Clovis, N. M.; WHIZ-TV Zanesville, Ohio; KVSQ-TV Ardmore, Okla.; KSWO-TV Lawton, Okla.; WJHL-TV Johnson City, Tenn.; WTVK (TV) Knoxville, Tenn.; KHAD-TV Laredo, Tex.; WOAY-TV Oak Hill, W. Va.; WTAP (TV) Parkersburg, W. Va.
(No radio list released)

Peters, Griffin, Woodward. 250 Park Ave., New York 17. Yukon 6-7900. H. Preston Peters, pres; Russell Woodward, executive vp; Lloyd Griffin, vp-tv director; Robert H. Teter, vp-radio director; John A. Thompson, radio sales mgr; Charles R. Kinney, Arthur E. Muth, assistant sales mgrs.

Chicago 1: Prudential Plaza. Franklin 2-6373. John A. Cory, vp; Arthur W. Bagge, midwest radio sales mgr; William J. Tynan, midwest tv sales mgr.

Atlanta 3: Glenn Bldg. Murray 8-5667. Barton C. Isbell Jr., radio; William J. Stubbs, tv.

Detroit 26: Penobscot Bldg. Woodward 1-4255. William W. Bryan, vp radio; Louis J. Hummel Jr., tv.

Dallas 1: 335 Merchandise Mart. Riverside 7-2398. Charles F. Payne, radio.

Fort Worth 2: 406 W. Seventh St. Edison 6-3349. W. Hal Thompson, tv.

Hollywood 28: 1750 N. Vine St. Hollywood 9-1688. Hal W. Hoag, vp radio; John P. Haskell, tv sales mgr.

San Francisco 4: Russ Bldg. Yukon 2-9188. Frank A. Tessin Jr., radio; Joseph L. Scanlan, tv sales mgr.

Radio Stations: WBZ-WBZA Boston/Springfield; WGR Buffalo; KYW Cleveland; WWJ Detroit; WJIM Lansing, Mich.; KDKA Pittsburgh; WISC Charlotte, S. C.; WIST Charlotte; WIS Columbia, S. C.; WSWA Harrisonburg, Va.; WPTF Raleigh, N. C.; WDBJ Roanoke, Va.; WHO Des Moines, Iowa; WOC Davenport, Iowa; WDF Decatur, Ill.; WDSM Duluth, Minn.; WDAY Fargo, N. D.; WOWO Fort Wayne, Ind.; WINE Indianapolis; KMBC-KFRM Kansas City; WISC Madison, Wis.; WMBD Peoria, Ill.; WAOV Vincennes, Ind.; KFDM Beaumont, Tex.; KRYC Corpus Christi, Tex.; WBAP Ft. Worth; KTRH Houston; KENS San Antonio; KBOI Boise, Idaho; KGMB-KHBC Honolulu-Hilo, T. H.; KEX Portland Ore.; KIRO Seattle.

Television Stations: WBZ-TV Boston; WGR-TV Buffalo; KYW-TV Cleveland; WWJ-TV Detroit; WJIM-TV Lansing, Mich.; WPTX (TV) New York; KDKA-TV Pittsburgh; WROC-TV Rochester; WCCS-TV Charleston, S. C.; WIS-TV Columbia, S. C.; WSWA-TV Harrisonburg, Va.; WFGA-TV Jacksonville, Fla.; WTJV (TV) Miami; WDBJ-TV Roanoke, Va.; WHO-TV Des Moines, Iowa; WOC-TV Davenport, Iowa; WDSM-TV Duluth, Minn.; WDAY-TV Fargo, N. D.; KMBC-TV Kansas City; WISC-TV Madison, Wis.; WCCO-TV Minneapolis; WMBD-TV Peoria, Ill.; KFDM-TV Beaumont, Tex.; KRIS-TV Corpus Christi, Tex.; WBAP-TV Fort Worth; KENS-TV San Antonio; KBOI-TV Boise, Idaho; KDTV (TV) Denver; KGMB-TV KMAU-KHBC-TV Honolulu-Hilo, T. H.; KTLA (TV) Los Angeles; KRON-TV San Francisco; KIRO-TV Seattle.

Edward Petry & Co., Radio Div. 3 E. 54th St., New York 22. Murray Hill 8-0200. Edward Petry, pres; Edward Voynow, executive vp; Chicago; Ernest Lee Jahncke, vp-assistant to pres; William Maillefert, radio vp; E. E. Eshleman, mgr eastern radio sales; William Steese, mgr sales promotion.

Chicago 11: 400 N. Michigan Ave. Whitehall 4-0011. John Ashenurst, sales mgr.

Detroit 26: 645 Griswold St. Woodward 3-0125. William Cartwright, sales mgr.

San Francisco 4: Russ Bldg. Yukon 2-3631. Lloyd McGovern, sales mgr.

Los Angeles 14: 530 W. Sixth St. Tucker 3171. Garrett Hollihan, sales mgr.

St. Louis 1: 915 Olive St. Chestnut 1-7191. William Oldham, sales mgr.

Atlanta 3: 101 Marietta St. Jackson 4-8861. Joseph Sierer, sales mgr.

Boston 16: 801 Statler Bldg. Hubbard 2-6440. Frank Howard, sales mgr.

Dallas. Adolphus Tower Bldg. David C. Milam, sales mgr.

Radio Stations: KOB Albuquerque, N. M.; WSB Atlanta; WGN Chicago; WFAA* Dallas; KOSI Denver; WICU Erie, Pa.; WANE Ft. Wayne, Ind.; KPRC* Houston; KARK Little Rock, Ark.; WINZ

Miami; WISN Milwaukee; KSTP St. Paul; WTAR Norfolk, Va.; KFAB Omaha, Neb.; WIP Philadelphia; KPOJ Portland, Ore.; WJAR Providence, R. I.; WRNL Richmond, Va.; KCRA Sacramento, Calif.; WOAI* San Antonio; KFMB San Diego, Calif.; KOBY San Francisco; KMA Shennandoah, Iowa; WNDU South Bend, Ind.; WGTO Tampa-Orlando-Haines City; KVOO Tulsa, Okla. (*Texas Quality Network.)

Edward Petry & Co., Television Div. 3 E. 54th St., New York 22. Murray Hill 8-0200. Edward Petry, pres; Edward E. Voynow, executive vp; Chicago; Ernest Lee Jahncke, vp-assistant to pres; Martin Nierman, vp-national sales mgr; Edward C. Page, assistant sales mgr; Robert L. Hutton Jr., promotion mgr.

Chicago 11: 400 North Michigan Ave. Whitehall 4-0011. Louis A. Smith, sales mgr.

Atlanta 3: 101 Marietta St. Bldg. Jackson 4-8861. Richard Hughes, sales mgr.

Boston 16: 801 Statler Bldg. Hubbard 2-6440. William D. Walsh, sales mgr.

Detroit 26: 645 Griswold St. Woodward 3-0125. Bruce Mayer, sales mgr.

Los Angeles 15: 530 West Sixth St. Tucker 3171. Bill Larimer, sales mgr.

San Francisco 4: Russ Bldg. Yukon 2-3631. George Ledell, sales mgr.

St. Louis 1: 915 Olive St. Chestnut 1-7191. Fred W. Johnson, sales mgr.

Dallas: Adolphus Tower Bldg. Hugh O. Kerwin, sales mgr.

Television Stations: KOB-TV Albuquerque, N. M.; WSB-TV Atlanta; KERO-TV Bakersfield, Calif.; WBAL-TV Baltimore; WGN-TV Chicago; WFAA-TV Dallas; WICU-TV Erie, Pa.; WNEM-TV Flint-Bay City, Mich.; WANE-TV Fort Wayne, Ind.; KPRC-TV Houston; WHTN-TV Huntington, W. Va.; KARK-TV Little Rock, Ark.; KCOF (TV) Los Angeles; WPST-TV Miami; WISN-TV Milwaukee; KSTP-TV St. Paul; WSM-TV Nashville, Tenn.; WTAR-TV Norfolk, Va.; KWTV (TV) Oklahoma City; KMTV (TV) Omaha, Neb.; KIVH (TV) Peoria, Ill.; WJAR-TV Providence, R. I.; WTVJ (TV) Durham, N. C.; KCRA-TV Sacramento, Calif.; WOAI-TV San Antonio; KFMB-TV San Diego, Calif.; KTRS-TV Shreveport, La.; WNDU-TV South Bend, Ind.; KREM-TV Spokane, Wash.; KOIT (TV) Tulsa, Okla.; KARD-TV Wichita, Kan.

Radio-TV Representatives. 7 E. 47th St., New York 17. Murray Hill 8-4340. Harry S. Goodman, chairman of bd; Peggy Stone, pres; Tom Carroll, vp.

Chicago 1: 75 E. Wacker Drive. Financial 6-0922. Ed Nicky, vp.

Atlanta 9: 1182 W. Peachtree St. N.W. Trinity 5-7032. Charles E. Trainor, mgr.

Boston 16: Statler Office Bldg. Hubbard 2-4845. Robert Foster, William Creed.

Seattle 1: Tower Bldg. Main 3-1368. Hugh Felts.

Los Angeles: 111 N. LaCienega Blvd. Oleander 5-7597. Lee F. O'Connell.

San Francisco 4: 110 Sutter St. Garfield 1-6936. John Palmer.
(No station list released)

Rambeau, Vance, Hoppie Inc. 405 Lexington Ave., New York 17. Oxford 7-0890. William G. Rambeau, pres; Robert R. Vance Jr., vp; Edwards R. Hoppie, vp.

Chicago 1: 185 N. Wabash Ave. Andover 3-5566.

San Francisco 9: 2449 Larkin St. Prospect 5-2725.

Los Angeles 28: 1350 N. Highland Ave. Hollywood 4-6017.

(No station list released)

Paul H. Raymer Co. 444 Madison Ave., New York 22. Plaza 9-5570. Paul H. Raymer, pres; Fred C. Brokaw, executive vp; Mitchell B. DeGroot, mgr radio; Stuart M. Kelley, vp-tv sales mgr.

Chicago 11: 435 N. Michigan Ave. Superior 7-4473. Clay E. Forker, mgr; Fred C. Brokaw, executive vp.

Detroit 26: 2949 Penobscot Bldg. Woodward 3-0764. Robert B. Rains, mgr.

Dallas 1: 1006 Mercantile Securities Bldg. Riverside 1-5663. John H. Hicks Jr.

Atlanta 3: Glenn Bldg. Jackson 5-6508. Edward D. Brandt, mgr.

Hollywood 28: 1660 Vine St. Hollywood 2-2376. John D. Gale, mgr.

San Francisco: 2613 Russ Bldg. Douglas 2-8909. L. Ray Rhodes, vp-mgr.

Radio Stations: WDRC Hartford, Conn.; WQXR New York; WSBT South Bend, Ind.; WKBN Youngstown, Ohio; KRRC Abilene, Tex.; KFDA Amarillo, Tex.; KCBF Lubbock, Tex.; KJOK Oklahoma City; KRGV Weslaco, Tex.; WDDO Chattanooga, Tenn.; WNOK Columbia, S. C.; WDNK Durham, N. C.; KERN Bakersfield, Calif.; KXO El Centro, Calif.; KMJ Fresno, Calif.; KBBE Modesto, Calif.; KROW Oakland, Calif.; KOH Reno, Nev.; KFBC Sacramento, Calif.; KTMS Santa Barbara, Calif.; KTBC Austin, Tex.

Television Stations: KRRC-TV Abilene, Tex.; KTBC-TV Austin, Tex.; KPAC-TV Beaumont, Tex.; WNOK-TV Columbia, S. C.; WFIE-TV Evansville, Ind.; KCBF-TV Lubbock, Tex.; KSLA-TV Shreveport, La.; WSBT-TV South Bend, Ind.; KWTX-TV Waco, Tex.; KBTX-TV Bryan, Tex.; KRGV-TV Weslaco, Tex.; KFDX-TV Wichita Falls, Tex.; WKBN-TV Youngstown, Ohio.

William J. Reilly Inc. 55 E. Washington St., Chicago 2. Andover 3-6137. William J. Reilly

Radio Stations (Midwest only): KIXL Dallas; KJIM Fort Worth; WORC Worcester, Mass.

W. Donald Roberts. 35 E. Wacker Drive, Chicago 1. Dearborn 2-2448.
(No station list released.)

Scheerer & Co. 35 E. Wacker Drive, Chicago 1. State 2-7942.
(No station list released.)

Duncan Scott & Co. 85 Post St., San Francisco 4. Garfield 1-7950. Duncan A. Scott, owner; William E. Marshall Jr., sales rep.

Los Angeles 57: 1901 W. Eighth St. Dunkirk 8-4151. Peter Schulz, mgr; Glenn F. McIntyre, sales representative.

Radio Stations: KFQD Anchorage, Alaska; KIBH Seward, Alaska; KIFW Sitka, Alaska; KINY Juneau, Alaska; KHVH Honolulu, T. H.; KILA Hilo, T. H.; KUIK Hillsboro, Ore.; KTAC Tacoma, Wash.

Television Stations: KTVA (TV) Anchorage, Alaska; KTVF (TV) Fairbanks, Alaska; KINY-TV Juneau, Alaska; KHVH-TV Honolulu, T. H.

Sears & Ayer. 612 N. Michigan Ave., Chicago 11. Superior 7-8177. Burton H. Sears.

New York: 370 Lexington Ave. Bryant 9-1374. Arthur Gordon.
(No station list released.)

Select Station Representatives. 400 Madison Ave., New York 17. Plaza 8-1850. Zang Golobe, vp.

Baltimore 3: 7 E. Lexington St. Lexington 9-9-7808. George Shaffer, mgr.

Richmond 28: 6200 Broad St. Road. Atlantic 8-2835. Larry Slon, mgr.

Radio Stations: WITH Baltimore; WLEE Richmond, Va.

Television Stations: WXEX-TV Petersburg, Va.; WUSN-TV Charleston, S. C.

Simmons Associates Inc. 509 Madison Ave., New York 22. Murray Hill 8-2821. David N. Simmons, pres.

Chicago 1: 333 N. Michigan Ave. Dearborn 2-2375. Calc Block Jr., vp.

San Francisco 5: 681 Market St. Yukon 2-7738. Theo. B. Hall, mgr.

Los Angeles: 1350 N. Highland Ave. Hollywood 7-6492. James Gates, mgr.

Radio Stations: KBAB San Diego; KBYE Oklahoma City; KFOX Long Beach; KHMO Hannibal, Mo.; KIJK Jefferson City, Mo.; KMYC Marysville, Calif.; KSJO San Jose, Calif.; WGMS Washington; WHYE Roanoke, Va.; WITH Baltimore; WLEE Richmond, Va.; WPET Greensboro, N. C.

Television Stations: WUSN-TV Charleston, S. C.; WXEX-TV Richmond, Va.

Skyline Advertiser Sales Inc. Box 191, Idaho Falls, Idaho. Jackson 3-4567. A. W. Scheider, pres; Edward Crancy, vp; C. N. Lavne, gen mgr; Myrtle Asper, assistant mgr.

Television Stations: KID-TV Idaho Falls, Idaho; KLIJ-TV Twin Falls, Idaho; KXLF-TV Butte, Mont.; KXLJ-TV Helena, Mont.; KFBB-TV Great Falls, Mont.; KOOK-TV Billings, Mont.

Stars National. 400 Madison Ave., New York 17. Plaza 8-0555. Bernard Howard, pres; Larry Wasserstein; Jack Davis.

Chicago 1: 35 E. Wacker Dr. Central 6-2135. Alan Bress, mgr.

Los Angeles: 6381 Hollywood Blvd. Hollywood 2-2531. Jerome Moore, mgr.

San Francisco: 260 Kearny St. Exbrook 2-6444. John Funk, mgr.
(No station list released.)

Storecast Corp. of America. 11 W. 42d St., New York 36. Longacre 5-7715. Stanley Josefoff, pres; Nate Safferstein, executive vp; William Macormac, gen mgr.

Philadelphia 30: 1811 Callowhill St. Locust 7-7609. M. G. Millman, branch mgr.

Chicago 1: 230 North Michigan Ave. Central 6-5080. Ray Marinangel, branch mgr.

Hartford 3: 252 Asylum St. Jackson 2-1105. Tom Mulligan, branch mgr.

Jersey City, N. J. 6: 100 Larch Ave. Oldfield 6-1505. Art McGarrity, branch mgr.

Syracuse, N. Y.: 325 Thompson Rd., E. Syracuse. Gibson 6-1490. Joe Sposi, branch mgr.

Wilkes-Barre, Pa.: 560 Warren Ave., Kingston, Pa. Butler 8-4625. Joe Kennelly, branch mgr.

Johnstown, Pa.: 636 Scalp Ave. Johnstown 32-2057. William Cole, branch mgr.
(No station list released.)

Storer Broadcasting Co. 625 Madison Ave., New York 22. Plaza 1-3940. Maurice E. McMurray, national sales dir.

Chicago 1: 230 N. Michigan Ave. Franklin 2-6498. Floyd E. Beaton, midwest tv sales mgr.

Radio Stations: WAGA Atlanta; WGBS Miami, Fla.; WJBK Detroit; WJW Cleveland; WSPD Toledo, Ohio; WWVA Wheeling, W. Va.; WJBG Philadelphia.

Television Stations: WAGA-TV Atlanta; WJBK-TV Detroit; WJW-TV Cleveland; WSPD-TV Toledo, Ohio; WVUE (TV) Wilmington-Philadelphia.

Tallcorn Network. c/o KBOE, Oskaloosa, Iowa, Glen Stanley, pres; E. M. Horning, KSIB Creston, Iowa, western vp; Robert Erickson, KOKX Keokuk, Iowa eastern vp.
Iowa City, Iowa: c/o KXIC. Mrs. Jennie B. Owen, treas.
Carroll, Iowa: c/o KCIM. Leo Mayer, sec.
Radio Stations (represents John E. Pearson Co. Iowa stations): KSAI Ames; KCLM Carroll; KROS Clinton; KSIB Creston; KATH Dubuque; KVFD Fort Dodge; KXIC Iowa City; KOKX Keokuk; KFJB Marshalltown; KWPC Muscatine; KOEL Oelwein; KBOE Oskaloosa; KICD Spencer.

Tele-Broadcasters Inc. 41 E. 42d St., New York. Murray Hill 7-8436. H. Scott Kilgore, pres; Si Lewis.
Pasadena, Calif.: 758 E. Colorado. Ryan 1-7148. Jim Coyle.
Kansas City: 1012 Baltimore. Baltimore 1-0077. Irv Schwartz.
Hartford, Conn.: 600 Asylum Ave. Jackson 7-9131. Phil Zoppi.
Radio Stations: WPOW New York; WPOP Hartford, Conn.; KUDL Kansas City; KALI Pasadena, Calif.; KEGM Tijuana, Mexico; KTXI Seattle.
United Broadcasting Co. 420 Madison Ave., New York 17. Plaza 5-9145. Robert L. Wittig, sales mgr.
(No station list released.)

Upper Midwest Broadcasting System. 512 Nicolet Bldg., Minneapolis 2. Federal 6-5121. L. M. Knapp, pres; Betty Ziminski, office mgr.
(No station list released.)

Venard, Rintoul & McConnell. 579 Fifth Ave., New York 17. Murray Hill 8-1088. Lloyd George Venard, pres; Stephen R. Rintoul, vp; James V. McConnell, vp.
Chicago 1: 35 E. Wacker Drive. State 2-5260. Howard B. Meyers, vp.
Los Angeles 57: 1901 W. Eighth St. Dunkirk 8-4151. Peter Schulz.
San Francisco 4: 85 Post St. Garfield 1-7950. Duncan A. Scott.
Dallas 1: 1915 Elm St. Riverside 8-5230. Clyde Melville.

Radio Stations: WSGN Birmingham, Ala.; WCOV, Montgomery, Ala.; KFSA, Fort Smith, Ark.; KWFC Hot Springs, Ark.; KVOR Colorado Springs, Colo.; WPDQ Jacksonville, Fla.; WHOO Orlando, Fla.; WBSR Pensacola, Fla.; WSUN St. Petersburg, Fla.; WEAT West Palm Beach, Fla.; WGST Atlanta; KGNO Dodge City, Kan.; KAKE Wichita, Kan.; WLS Lansing, Mich.; WPN Pontiac, Mich.; KGBX Springfield, Mo.; KFEQ St. Joseph, Mo.; WJTN Jamestown, N. Y.; WBBF Rochester, N. Y.; WTLB Utica, N. Y.; WLOS Asheville, N. C.; WTOB Winston Salem, N. C.; WHBC Canton, Ohio; WZIP Cincinnati; WERE Cleveland; WVKO Columbus, Ohio; WMAN Mansfield, Ohio; WTLG Toledo, Ohio; WEAN Providence, R. I.; WDXB Chattanooga, Tenn.; KWKC Abilene, Tex.; KAMQ Amarillo, Tex.; KTRE Lufkin, Tex.; KCMC Texarkana, Tex.; KTBB Tyler, Tex.; KSYD Wichita Falls, Tex.; Dixie Network, Jackson, Tenn.
Television Stations: KFSA-TV Fort Smith, Ark.; WSUN-TV Tampa-St. Petersburg, Fla.; WEAT-TV West Palm Beach, Fla.; WALB-TV Albany, Ga.; WLBZ-TV Bangor, Me.; WTRI-TV Albany, N. Y.; WLOS-TV Asheville, N. C.; KTEN (TV) Ada, Okla.; WDXI-TV Jackson, Tenn.; KTRE-TV Lufkin, Tex.; KMID-TV Midland, Tex.; KCTV (TV) San Angelo, Tex.; KCMC-TV Texarkana, Tex.; KVIT-TV Amarillo, Tex.

Walker-Rawalt Co. 347 Madison Ave., New York 17. Murray Hill 3-5830. J. Wythe Walker, pres; C. Otis Rawalt, vp; Lionel Colton, account executive.
Chicago 1: 360 N. Michigan Ave. Anderson 3-5771. N. J. Cavanaugh, vp.
Boston: 100 Boylston St. Hubbard 2-4370. George Bingham, vp.
Atlanta: Mortgage Guarantee Bldg. Jackson 5-7841. Dora and Claton Cossé.
Los Angeles: 672 S. Lafayette Park Pl. Dunkirk 2-3200. Harlan Oakes.
San Francisco: 110 Sutter St. Yukon 6-5420. William Gillmore.
(No station list released.)

Wayne-Evans & Associates. Northwestern Bank Bldg., Minneapolis 2. Federal 8-7017. Calden P. Stitt, executive vp, general mgr.
Radio Stations: KELO Sioux Falls, S. D.; WDSM Duluth, Minn.; KWOA Worthington, Minn.; KWAD Wadena, Minn.; KGDE Fergus Falls, Minn.; WKTY La Crosse, Wis.; KSO Des Moines; KTRF Thief River Falls, Minn.
Television Stations: KELO-TV Sioux Falls, S. D. (KDLO-TV, Aberdeen; KPLO-TV Pierre, satellites); WDSM-TV Duluth, Minn.

Grant Webb & Co. 509 Madison Ave., New York 22. Murray Hill 8-7550. John E. Baker, in charge of sales.
San Francisco 4: 605 Market St. Yukon 2-3954. A. S. Babcock, in charge of sales.
Chicago 2: 25 E. Washington St. State 2-3155. Mabel Lucas, in charge of sales.
Los Angeles: 140 N. Robertson Blvd., Beverly Hills. Olander 2-0494.
Boston: 419 Boylston St. Kenmore 6-0440.
Seattle 2: 1243 E. Newton St. Minor 8-3155.
Radio Stations: WMGR Ambridge, Ga.; WFAW Evanston, Ill.; WFIW Fairfield, Ill.; WLPO La

Salle, Ill.; WJBD Salem, Ill.; WCMR Elkhart, Ind.; WHIL Boston, Mass.; WKOX Framingham, Mass.; WCAP Lowell, Mass.; WHMP Northampton, Mass.; KFRT Columbia, Mo.; KCAP Helena, Mont.; WALK Patchogue, N. Y.; WMNS Olean, N. Y.; WSAY Rochester, N. Y.; WOHI East Liverpool, Ohio; KOOS Kees Bay, Ore.; WVCH Chester, Pa.; KVGO Ogden, Utah; WDLB Marshfield, Wis.; WXGI Richmond, Va.; WFAH Alliance, Ohio; WKEN Dover, Del.; KOYE El Paso, Tex.; CCKN Kansas City, Kan.; WHAM Memphis, Tenn.; WCMS Norfolk, Va.; WARL Arlington, Va.

Weed Radio Corp. 579 Fifth Ave., New York 17. Plaza 9-4700. C. C. Weed, pres; Joseph J. Weed, vp; Edwin J. Fitzsimmons, vp-gen mgr.
Chicago 1: Prudential Plaza. Whitehall 4-3434. C. C. Weed, mgr.
Detroit 26: 1610 Book Bldg. Woodward 1-2635. B. P. Pearce, mgr.
Atlanta 3: Glenn Bldg. Jackson 3-4081. George L. Griesbauer, mgr.
Hollywood 28: 6331 Hollywood Blvd. Hollywood 2-6676. Ralph Jones, mgr.
San Francisco 5: 625 Market St. Exbrook 7-0535. Don Carr, mgr.
Boston 16: Statler Bldg. Hubbard 2-5677. Robert R. Reardon, mgr.
Des Moines 9: 509 Grand Ave. Atlantic 2-0201. Donald G. Peterson, mgr.
Dallas 2: 1309 Main St. Riverside 8-1888. Homer H. Odom, mgr.

Radio Stations: KAKC Tulsa, Okla.; KALB Alexandria, La.; KANS Wichita, Kans.; KATR Corpus Christi, Tex.; KBIG Hollywood, Calif.; KCJB Minot, N. D.; KEPR Kennewick, Wash.; KERG Eugene, Ore.; KGGH Little Rock, Ark.; KGLO Mason City, Iowa; KGON Portland, Ore.; KHON Honolulu, T. H.; KIMA Yakima, Wash.; KIOA Des Moines, Iowa; KLAS Las Vegas, Nev.; KLV Oakland, Calif.; KPLC Lake Charles, La.; KRMD Shreveport, La.; KSDN Aberdeen, S. D.; KSEI Pocatello, Idaho; KSJB Jamestown, N. D.; KTFI Twin Falls, Idaho; KTXI Seattle, Wash.; KTNT, Tacoma, Wash.; KTTS Springfield, Mo.; KUDL Kansas City, Mo.; WACO Waco, Tex.; WAIL Baton Rouge, La.; WAMV East St. Louis, Ill.; WARD Johnstown, Pa.; WBAV Green Bay, Wis.; WBBC Flint, Mich.; WBOW Terre Haute, Ind.; WBRW Youngstown, Ohio; WCAX Burlington, Vt.; WCSH Portland, Me.; WCYB Bristol, Va.; WDOK Cleveland; WEDO McKeesport, Pa.; WEIR Weirton, W. Va.; WERC Erie, Pa.; WFEA Manchester, N. H.; WGBF Evansville, Ind.; WGRC Louisville, Ky.; WHUM Reading, Pa.; WIBM Jackson, Mich.; WIIN Atlanta, Ga.; WIOU Kokomo, Ind.; WKAP Allentown, Pa.; WKTF Warrenton, Va.; WLAM Lewiston, Me.; WLBZ Bangor, Me.; WMEN Tallahassee, Fla.; WMSA Massena, N. Y.; WNOR Norfolk, Va.; WRDO Augusta, Me.; WSIJ Jackson, Miss.; WSOY Dacatur, Ill.; WTAD Quincy, Ill.; WTAX Springfield III.; WTOD Toledo, Ohio; WTSP St. Petersburg, Fla.; WVAM Altoona, Pa.; WWNR Beckley, W. Va.; WWNV Watertown, N. Y.; Great Western Network; Marjorie Mills Hour

Weed Television Corp. 579 Fifth Ave., New York 17. Plaza 9-4700. Joseph J. Weed, pres; C. C. Weed, vp; E. J. Fitzsimmons, vp.
Chicago 1: Prudential Plaza. Whitehall 4-3434. C. C. Weed, mgr.
Detroit 26: 1610 Book Bldg. Woodward 1-2685. B. P. Pearce, mgr.
Atlanta 3: Glenn Bldg. Jackson 3-4081. George L. Griesbauer, mgr.
Hollywood 28: 6331 Hollywood Blvd. Hollywood 2-6676. E. C. Metcalfe, mgr.
San Francisco 5: 625 Market St. Exbrook 7-0535. Boyd Rippey, mgr.
Boston 16: Statler Bldg. Hubbard 2-5677. R. R. Reardon, mgr.
Des Moines 9: 509 Grand Ave. Atlantic 2-0201. Donald G. Peterson, mgr.
Dallas 2: 1309 Main St. Riverside 8-1888. Homer H. Odom, mgr.

Television Stations: KXJB-TV Fargo, N. D.; WABD (TV) New York; WARD-TV Johnstown, Pa.; WBAV-TV Green Bay, Wis.; WCAX-TV Burlington, Vt.; WCNY-TV Watertown, N. Y.; WCSH-TV Portland, Me.; WCYB-TV Bristol, Va.; WDMJ-TV Marquette, Mich.; WFBC-TV Greenville, S. C.; WJMR-TV, New Orleans; WMTV (TV) Madison; WOI-TV Ames, Iowa; WTTG (TV) Washington; WUSN-TV Charleston, S. C.; XETV Tijuana, Mexico; KALB-TV Alexandria, La.; KBK-TV Bakersfield, Calif.; KBMB-TV Bismarck, N. D.; KCJB-TV Minot, N. D.; KCRG-TV Cedar Rapids, Iowa; KGLO-TV Mason City, Iowa; KHAS-TV Hastings, Neb.; KHQA-TV Quincy, Ill.; KIMA-TV Yakima, Wash.; KLAS-TV Las Vegas, Nev.; KNTV (TV) San Jose, Calif.; KPLC-TV Lake Charles, La.; KTNT-TV Tacoma, Wash.; KTTS-TV Springfield, Mo.; KTVK (TV) Phoenix, Ariz.

Weed & Co. 579 Fifth Ave., New York 17. Plaza 9-4700. Peter A. McGurk, vp-gen mgr.
Chicago 1: Prudential Plaza. Whitehall 4-3434. C. C. Weed, mgr.
Detroit 26: 1610 Book Bldg. Woodward 1-2685. B. P. Pearce, mgr.
Atlanta 3: Glenn Bldg. Jackson 3-4081. George L. Griesbauer, mgr.
Hollywood 28: 6331 Hollywood Blvd. Hollywood 2-6676. E. C. Metcalfe, mgr.

San Francisco 5: 625 Market St. Exbrook 7-0535. Boyd Rippey, mgr.
Boston 16: Statler Bldg. Hubbard 2-5677. R. R. Reardon, mgr.
Des Moines 9: 509 Grand Ave. Atlantic 2-0201. Donald G. Peterson, mgr.
Dallas 2: 1309 Main St. Riverside 8-1888. Homer H. Odom, mgr.

Canadian Radio Stations: CFAC Calgary, Alta.; CFGP Grande Prairie, Alta.; CHAT Medicine Hat, Alta.; CJCA Edmonton, Alta.; CJOC Lethbridge, Alta.; CFJC Kamloops, B. C.; CHWK Chilliwack, B. C.; CJAT Trail, B. C.; CJVI Victoria, B. C.; CKOV Kelowna, B. C.; CKPG Prince George, B. C.; CKWX Vancouver, B. C.; CKRC Winnipeg, Man.; CFNB Fredericton, N. B.; CHSJ Saint John, N. B.; CJEM Edmundston, N. B.; CKNB Campbellton, N. B.; CJON St. John's, Nfld.; CHNS Halifax, N. S.; CJCB Sydney, N. S.; CJLS Yarmouth, N. S.; CFCY Charlottetown, P.E.I.; CFCB North Bay, Ont.; CFPA Port Arthur, Ont.; CFPL London, Ont.; CFRA Ottawa, Ont.; CHEX Peterborough, Ont.; CJCS Stratford, Ont.; CJKL Kirkland Lake, Ont.; CKFH Toronto, Ont.; CKGB Timmins, Ont.; CKOC Hamilton, Ont.; CKSO Sudbury, Ont.; CKWS Kingston, Ont.; CFCF Montreal, Que.; CJMT Chicoutimi, Que.; CKAC Montreal, Que.; CKCI Hull, Que.; CKCV Quebec; Radio Nord, Rouyn, Que.; CHAB Moose Jaw, Sask.; CKBI Prince Albert, Sask.; CKCK Regina, Sask.; CKOM Saskatoon, Sask.

Canadian Television Stations: CHCT-TV Calgary, Alta.; CJLH-TV Lethbridge, Alta.; CHAT-TV Medicine Hat, Alta.; CFCR-TV Kamloops, B. C.; CHBC-TV Kelowna, B. C.; CKX-TV Brandon, Man.; CHSJ-TV Saint John, N. B.; CJON-TV St. John's, Nfld.; CJCB-TV Sydney, N. S.; CFCJ-TV Port Arthur, Ont.; CFPL-TV, London, Ont.; CJIC-TV Sault Ste. Marie, Ont.; CHEX-TV Peterborough, Ont.; CKCO-TV Kitchener, Ont.; CKSO-TV Sudbury, Ont.; CKWS-TV Kingston, Ont.; CFCY-TV Charlottetown, P.E.I.; CFCM-TV Quebec, Que.; CKMI-TV Quebec, Que.; CKRN-TV Rouyn, Que.; CKCK-TV Regina, Sask.; CKBI-TV Prince Albert, Sask.

WGN-AM-TV Chicago. 220 E. 42d St., New York. Murray Hill 2-7545. Ben H. Berentson, radio sales mgr; Joseph A. Flahive, tv sales mgr

Harry Wheeler & Co. 80 Boylston Street, Boston 16. Liberty 2-6481. Harry Wheeler, owner; Gay Swankin, office mgr; Peter Kadetsky, acct. exec.
Radio Stations: Lobster Network; WLOB Portland, Me.; WFAU Augusta, Me.; WCOU Lewiston, Me.; WGUW Bangor, Me.; WFST Caribou, Me.; WRUM Rumford, Me.; WGHM Waterville, Me.; WMMS Bath, Me.; WSME Sanford, Me.; Granite State Network (WKBR Manchester, N.H.; WTSV Claremont, N. H.; WTSN Dover, N. H.; WTSL Hanover, N. H.; WLNH Laconia, N. H.); WHYN Springfield, Mass.; WORC Worcester, Mass.; WALE Fall River, Mass.; WARE Ware, Mass.; WICE Providence, R. I.; WELI New Haven, Conn.
Television Stations: WHYN-TV Springfield, Mass.

Joe Woolton Associates. 2171 Madison Ave., New York 37. Adirondack 4-8811. Joe Woolton, pres.
(No station list released.)

Adam Young Inc., Young Television Corp., Young Canadian Ltd. 3 E. 54th St., New York 22. Plaza 1-4848. Adam Young, pres; Stephen A. Macheinski Jr., executive vp (except tv); William B. Crumley vp (advertising, publicity); Frank G. Boehm, vp (research and promotion); Thomas F. Malone, vp (Canada).
Chicago 1: Prudential Plaza. Michigan 2-6190. James F. O'Grady Jr., vp.
Atlanta: 1182 W. Peachtree St. Trinity 3-2564. Harold M. Parks.
St. Louis: 317 N. 11th St. Main 1-0250. Joan B. Hetherington.
Los Angeles 28: 6331 Hollywood Blvd. William L. Wallace.
San Francisco 4: Russ Bldg. Richard J. Kellher.

Radio Stations (Adam Young Inc.): CKLW Detroit; KAYO Seattle; KCBQ San Diego, Calif.; KJAY Topeka, Kan.; KLAC Los Angeles; KMYR Denver; KOWH Omaha, Neb.; KQV Pittsburgh; KRUX Phoenix, Ariz.; KVAN Portland, Ore.; KYA San Francisco; WAKE Atlanta; WICC Bridgeport, Conn.; WILD Boston; WKAR Mobile, Ala.; WOKY Milwaukee; WPTV Albany, N. Y.; WSAI Cincinnati; WTIW New Orleans; WYDE Birmingham; KULA Honolulu.
Television Stations (Young Television Corp.): CKLW-TV Windsor, Ont.-Detroit; KGGH-TV Billings, Mont.; WCOV-TV Montgomery, Ala.; WEHT-TV Evansville, Ind.; WGEN-TV Quincy, Ill.; WICC-TV Bridgeport, Conn.; WICS (TV) Springfield, Ill.; WLOF-TV Orlando, Fla.; WPTA-TV Fort Wayne, Ind.; WSEE-TV Erie, Pa.; WTVM (TV) Columbus, Ga.; KHVH (TV) Honolulu.
Radio Stations (Young Canadian Ltd.): CFAB Windsor, N. S.; CFAR Fin Flon, Man.; CFBC Saint John, N. B.; CFBR Sudbury, Ont.; CFCN Calgary, Alta.; CFDA Victoriaville, Ont.; CFJR

Station Reprs CONTINUED

Brockville, Ont.; CFOR Orillia, Ont.; CFOS Owen Sound, Ont.; CFQC Saskatoon, Sask.; CFRB Toronto, Ont.; CFRN Edmonton, Alta.; CHLN Tree Rivers, Que.; CHLT Sherbrooke, Que.; CHML Hamilton, Ont.; CHNC New Carlisle, Que.; CHNO Sudbury, Ont.; CHOV Pembroke, Ont.; CHRC Quebec, Que.; CJAD Montreal, Que.; CJBC Belleville, Ont.; CJCH Halifax, N. S.; CJFP Riviere-du-Loup, Que.; CJFX Antigonish, N. S.; CJGX Yorkton, Sask.; CJOB Winnipeg, Man.; CJOR Vancouver, B. C.; CKBB Barrie, Ont.; CKBC Bathurst, N. B.; CKBL Matane, Que.; CKSL London, Ont.; CKCY Sault Ste Marie, Ont.; CKDM Dauphin, Man.; CKLD Theford Mines, Que.; CKLN Nelson, B. C.; CKCW Windsor, Ont.; CKNX Wingham, Ont.; CKPR Fort William, Ont.; CKRD Red Deer, Alta.; CKRM Regina, Sask.; CKRS Jonquiere, Que.; CKTS Sherbrooke, Que.; CKVM Ville-Marie, Que.; CKX Brandon, Man.; VOCM St. John's, Nfld.

Television Stations (Young Canadian Ltd.): CFQC-TV, Saskatoon, Sask.; CFRN-TV, Edmonton, Alta.; CHCH-TV, Hamilton, Ont.; CHLT-TV, Sherbrooke, Que.; CKBL-TV, Matane, Que.; CKCW-TV, Moncton, N. B.; CKGN-TV, North Bay, Ont.; CKLW-TV, Windsor, Ont.; CKNX-TV, Wingham, Ont.; CKRS-TV, Jonquiere, Que.; CKVR-TV, Barrie, Ont.

CANADIAN REPRESENTATIVES

All-Canada Radio & Television Ltd. 80 Richmond St. W., Toronto, Ont. Empire 6-7691. Guy Herbert, vp; J. Stuart MacKay, gen mgr; William Brennan, mgr radio time sales; Ross McCreath, mgr, tv time sales.

Montreal: 922 Dominion Square Bldg. University 6-9868. Ken Baker, mgr; Burt Hall, mgr Quebec Div.

Winnipeg: 706 Electric Railway Chambers. Whitehall 2-6861. Bruce Pirie, mgr.

Calgary: Taylor, Pearson & Carson Bldg. Amherst 2-7691. Jack Cavanaugh, mgr.

Vancouver 5: 1161 Melville St. Mutual 4-7461. (No station list released.)

Canadian Broadcasting Corp. 354 Jarvis St., Toronto. Walnut 5-3311. W. E. Powell, commercial mgr

Montreal: Radio Canada Bldg. University 6-2571. M. Valiquette, commercial mgr, French Network.

Radio Stations: CBC-owned stations—CBN St. John's, Nfld.; CBG Gander, Nfld.; CBT Grand Falls, Nfld.; CBY Corner Brook, Nfld.; CBI Sydney, N. S.; CBH Halifax, N. S.; CBA Sackville, N. B.; CBJ Chicoutimi, Que.; CVB Quebec, Que.; CBM Montreal, Que.; CBF Montreal, Que.; CBO Ottawa, Ont.; CBL Toronto, Ont.; CJBC Toronto, Ont.; CBE Windsor, Ont.; CBW Winnipeg, Man.; CRK Watrous, Sask.; CBX Edmonton, Alta.; CBU Vancouver, B. C.; CFPR Prince Rupert, B. C.

Television Stations: CBC-owned stations—CBLT (TV) Toronto, Ont.; CBOT (TV) Ottawa, Ont.; CBOFT (TV) (French language), Ottawa, Ont.; CBFT (TV) (French language), Montreal, Que.; CBMT (TV) Montreal, Que.; CBIT (TV) Halifax, N. S.; CBUT (TV) Vancouver, B. C.; CBWT (TV) Winnipeg, Man.

Joseph A. Hardy & Co. Ltd. 19 Richmond St. W., Toronto. Empire 3-9433. A. C. Harrison, mgr.

Quebec: 37 St. John St. 5-7373.

Montreal: 1489 Mountain St. Plateau 1101. Giles Losier, mgr.

Radio Stations: CHRC Quebec, Que.; CKNB Campbellton, N. B.; CKRS Jonquiere, Que.; CHNC New Carlisle, Que.; CKLD Theford Mines, Que.; CKBL Matane, Que.; CKVM Ville-Marie, Que.; CHRL Roberval, Que.; CJSO Sorel, Que.; CKSM Shawinigan Falls, Que.

Television Stations: CFCM-TV Quebec, Que.; CKCO-TV Kitchener, Ont.; CKRS-TV Jonquiere, Que.; CKTM Trui-Rivieres, Que.; CKBL-TV Matane, Que.; CKMI-TV Quebec, Que.

John N. Hunt & Associates. 1030 W. Georgia St., Vancouver 5, B. C. Mutual 4-6277. John N. Hunt, pres; C. A. Brian Scharf, gen mgr.

Radio Stations: CHUB Nanaimo, B. C.; CKSB St. Boniface, Man.; CHNO Sudbury, Ont.; CKCH Hull, Que.; CKLE LaSarre, Que.; CHLT Sherbrooke, Que.; KPUC Bellingham, Wash.; CKLG North Vancouver, B. C.; CFAR Flin Flon, Man.; CKPC Brantford, Ont.; CFTJ Galt, Ont.; CHML Hamilton, Ont.; CKCR Kitchener, Ont.; CKLY Lindsay, Ont.; CHVC Niagara Falls, Ont.; CKLE Oshawa, Ont.; CKOY Ottawa, Ont.; CFPA Port Arthur, Ont.; CHLO St. Thomas, Ont.; CHOK Sarnia, Ont.; CJET Smith Falls, Ont.; CFCL Timmins, Ont.; CKOX Woodstock, Ont.; CHAD Amos, Que.; CKRS Jonquiere, Que.; CKRN Rouyn, Que.; CKTS Sherbrooke, Que.; CKVD Val D'Or, Que.; CKDM Dauphin, Man.; CKX Brandon, Man.; CFAM Altona, Man.; CKEK Cranbrook, B. C.; CJDC Dawson Creek, B. C.; CJAV Port Alberni, B. C.; CKDA Victoria, B. C.; CFCW Camrose, Alta.; CHED Edmonton, Alta.; CKYL Peace River, Alta.; CFGR, CFRG Gravelbourg, Sask.; CHAB Moose Jaw, Sask.; CFNS, CKOM Saskatoon, Sask.; CKMR Newcastle, N. B.; CKEN Kentville, N. S.; CKEC New Glasgow, N. S.; CKCL Truro, N. S.; CFAB Windsor, N. C.; VOCM St. John's, Nfld.

Television Stations: KOMO-TV Seattle; CKCO-TV Kitchener, Ont.; CHEK-TV Victoria, B. C.; CHLT-TV Sherbrooke, Que.; CKVR-TV Barrie, Ont.; CKGN-TV North Bay, Ont.; CFCM-TV Quebec City, Que.; CHCA-TV Red Deer, Alta.

Interprovincial Broadcast Sales Ltd. 199 Bay St., Toronto, Ont. Empire 4-1197. K. W. Davis, gen mgr; R. A. S. Munro, sales mgr; R. A. Bishop, promotion director

Montreal: 1411 Stanley St. Victoria 9-5221. L. Morin, mgr; M. Legault, sales mgr.

Radio Stations: CKAC Montreal; CKCH Hull, Que.; KCV Quebec; CJMT Chicoutimi, Que.; CJER Rimouski, Que.; CHLN Three Rivers, Que.; CKRB St. Georges de Beauce, Que.; CFGT Alma, Que.; CHRS St. Jean, Que.; CJFP Liviere-du-Loup, Que.; CHGB Ste. Anne de la Pocatiere, Que.; CJEM Edmundston, N. B.; CFBR Sudbury, Ont.; CFCL Timmins, Ont.; CKSB St. Boniface, Man.; CFRG Gravelbourg, Sask.; CFNS Saskatoon, Sask.; CHFA Edmonton, Alta.

Andy McDermott, 10 Adelaide St. E., Toronto, Ont. Empire 6-8945. Andy McDermott.

Montreal, P. Q.: 1543 Crescent St. Belaire 7042. E. G. Richmond, mgr.

Radio Stations: WNHC New Haven, Conn.; WNAC Boston; WBAD New York; WNEF Binghamton; WIRY Plattsburgh, N. Y.; WRUN Utica, N. Y.; WHEN Syracuse; WHAM Rochester; WGY Schenectady; WGR Buffalo; WLEA Hornell, N. Y.; WGAL Lancaster, Pa.; WSN Allentown, Pa.; WFBC Altoona, Pa.; WLBR Lebanon, Pa.; WICU Erie, Pa.; WFIL Philadelphia; KDKA Pittsburgh; WILK Wilkes-Barre, Pa.; WHUM Reading, Pa.; WJW Cleveland; WHIO Dayton, Ohio; WSTV Steubenville, Ohio; WHKK Akron, Ohio; WRFD Worthington, Ohio; WTRV Ann Arbor, Mich.; WWJ Detroit; WOOD Grand Rapids, Mich.; WBCK Battle Creek, Mich.; WSGW Saginaw, Mich.; WDFD Flint, Mich.; WJIM Lansing, Mich.; WDSM Duluth, Minn.; WTCN Minneapolis; WDAY Fargo, N. D.; WFBM Indianapolis; WOWO Fort Wayne, Ind.; WGBF Evansville, Ind.; WLBC Muncie, Ind.; WCMR Elkhart, Ind.; WOW Omaha; WGN Chicago; WIRL Peoria, Ill.; WEMP Milwaukee; WBAY Green Bay, Wis.; WIKOW Madison, Wis.; KIOR Portland, Ore.; KING Seattle; KMBC Kansas City; KLFJ Dallas; WFLA Tampa, Fla.; WQAM Miami; WTSP St. Petersburg, Fla.

Television Stations: WMTW (TV) Poland Spring, Me.; WNHC-TV Hartford, Conn.; WNAC-TV Boston; WNEW-TV New York; WNEF-TV Binghamton, N. Y.; WPTZ (TV) Plattsburgh, N. Y.; WKTU-TV Utica, N.Y.; WHEN-TV Syracuse; WCNY-TV Watertown, N. Y.; WGRB (TV) Schenectady, N. Y.; WGR-TV Buffalo; WROC (TV) Rochester; WICU-TV Erie, Pa.; WGAL-TV Lancaster, Pa.; WFBC-TV Altoona, Pa.; WLBR-TV Lebanon, Pa.; WFIL-TV Philadelphia; WIUM-TV Reading, Pa.; WHIO-TV Dayton, Ohio; WSTV (TV) Steubenville, Ohio; WJW-TV Cleveland; WCPQ-TV Cincinnati; WWJ-TV Detroit; WOOD-TV Grand Rapids, Mich.; WJIM-TV Lansing, Mich.; WDSM-TV Duluth, Minn.; WTCN-TV Minneapolis; WFBM-TV Indianapolis; WIBC-TV Muncie, Ind.; WOW-TV Omaha; WGN-TV Chicago; KIOR-TV Portland, Ore.; WTUV (TV) Miami, Fla.; WFLA-TV Tampa, Fla.

Paul Mulvihill & Co. Ltd. 77 York St., Toronto. Empire 3-8814. Paul Mulvihill, N. Bonnell, William Wallace.

Montreal: 1543 Crescent St. Plateau 1097. Murray MacIvor.

Radio Stations: CJCH Halifax, N. S.; CHOK Sarnia, Ont.; CJFX Antigonish, N. S.; CKTB St. Catharines, Ont.; CKBB Barrie, Ont.; CFPA Port Arthur, Ont.

Television Stations: CKVR-TV Barrie, Ont.; CKGN-TV North Bay, Ont.; CFCL-TV Timmins, Ont.

National Broadcast Sales Ltd. 430 King St. W., Toronto 2-B. Empire 6-3718. R. A. Leslie, gen mgr; W. C. Tierney, assistant gen mgr.

Radio Stations: CFUN Vancouver, B. C.; CKSA Lloydminster, Alta.; CKRD Red Deer, Alta.; CFSL Weyburn, Sask.; CFAM Altona, Man.; CKDM Dauphin, Man.; CKCR Kitchener, Ont.; CKSL London, Ont.; CKWS Kingston, Ont.; CHEX Peterborough, Ont.; CKGB Timmins, Ont.; CFCH North Bay, Ont.; CJKL Kirkland Lake, Ont.; CHNO Sudbury, Ont.; CKOY Ottawa, Ont.; CFBC Saint John, N. B. Lorrie Potts & Co. 1454A Yonge St., Toronto. Walnut 1-8951. Lorrie Potts, mgr.

Montreal: Drummond Bldg. Victor 5-6448. James Sheridan, mgr.

Radio Stations: CKPC Brantford, Ont.; CHVC Niagara Falls, Ont.; CKLE Oshawa, Ont.; CJIC Sault Ste. Marie, Ont.; CKNX Wingham, Ont.; CKEN Kentville, N. S.; CFAB Windsor, N. S.; CKYL Peace River, Alta.; CJET Smith Falls, Ont.; CKBC Bathurst, N. B.; CECW Camrose, Alta.; CKJL St. Jerome, Que.; CKEC New Glasgow, N. S.; CKOX Woodstock, Ont.; CFAR Flin Flon, Man.; CFRY Portage La Prairie, Man.; CKFH Toronto, Ont. (Montreal only).

Radio Representatives Ltd. 76 St. Clair Ave. W., Toronto 7. Walnut 4-0727. T. G. Ferris, pres-gen mgr; A. A. Murphy, vp; R. D. Munro, sales mgr.

Montreal: 1411 Crescent St. Avenue 8-4257. W. C. Dippie, branch mgr.

Vancouver, B. C.: 1407 W. Broadway. Cedar 1171. W. E. J. Hall, branch mgr.

Winnipeg, Man.; Lindsay Bldg. 9-6374. R. M. MacLennan, branch mgr.

Radio Stations: CKDA Victoria, B. C.; CKNW New Westminster, B. C.; CJDC Dawson Creek, B. C.; CKCQ Quesnel, B. C.; CFRN Edmonton, Alta.; CFCN Calgary, Alta.; CKSW Swift Current, Sask.; CFQC Saskatoon, Sask.; CKRM Regina, Sask.; CKX Brandon, Man.; CJOB Winnipeg, Man.; CFOB Fort Frances, Ont.; CKPR Fort William, Ont.; CKOT Tillsonburg, Ont.; CJOY Guelph, Ont.; CHOW Welland, Ont.; CKAR Huntsville, Ont.; CJRH Richmond Hill, Ont.; CKBW Bridgewater, N. S.; CJRW Summerside, P.E.I.; CKFH Toronto, Ont.

Radio Time Sales (Ont.) Ltd. 147 University Ave., Toronto, Ont. Empire 6-6680. Norman D. Brown, pres; Alex E. Bedard, sales mgr; Merle Wilson, traffic mgr.

Radio Stations: CKLY Lindsay, Ont.; CFTJ Galt, Ont.; CFJB Brampton, Ont.; CJAD Montreal; CHEF Granby, Que.; CKCL Truro, N. S.; CKMR Newcastle, N. B.; WJR Detroit; WGAR Cleveland.

Television Station: WCAX-TV Burlington, Vt.

Radio Time Sales (Que.) Ltd. 1440 St. Catherine St. W., Montreal. University 6-2012. Ralph J. Judge, pres.

Radio Stations: CJAD Montreal; CKCL Truro, N. S.; CFTJ Galt, Ont.; CHAB Moose Jaw, Sask.; WJR Detroit; WGAR Cleveland; CFJB Brampton, Ont.

Television Station: WCAX-TV Burlington, Vt.

Stevens & Towndrow Ltd. 4 Albert St., Toronto 1. Empire 6-4221. W. A. Stephens, sec-treas; E. P. Towndrow, pres.

Montreal: 1434 St. Catherine St. W. University 6-5205. L. J. Kennedy, mgr.

Radio Stations: CHML Hamilton, Ont.; CFRA Ottawa, Ont.; CHUM Toronto, Ont.; CKCY Sault Ste. Marie, Ont.; CFOR Orillia, Ont.; CHLO St. Thomas, Ont.; CHUB Nanaimo, B. C.; CJAV Port Alberni, B. C.; CKLG Vancouver, B. C.; CHED Edmonton, Alta.; CHAB Moose Jaw, Sask.

Stovin-Byles Ltd. 406 Jarvis St., Toronto, Ont. 5. Walnut 4-5766. W. D. Byles, pres; J. L. Raeburn, mgr, tv div.

Montreal: 608 Keefer Bldg. University 6-3992. J. R. Genin; F. Calder.

Winnipeg, Man.: 1111-211 Portage Ave. Whitehall 2-5097. C. E. Montgomery.

Vancouver, B. C.: 517 Crown Bldg. Tatlow 4831. J. W. Stovin.

Television Stations (represented in Canada): WSPD-TV Toledo, Ohio; WHEC-TV Rochester, N. Y.; WVET-TV Rochester, N. Y.; WHIO-TV Dayton, Ohio; WBNS-TV Columbus, Ohio; WJAC-TV Johnstown, Pa.; WGAL-TV Lancaster, Pa.; WFIL-TV Philadelphia; WBRE-TV Wilkes-Barre, Pa.; WCUE (TV) Wilmington, Del.; WABC-TV New York; WBZ-TV Boston; WLEV-TV Bethlehem, Pa.; WEWS (TV) Cleveland; KROC-TV Rochester, Minn.; KHOL-TV Kearney, Neb.; WKYZ-TV Detroit; WSAU-TV Wausau, Wis.; ZEM-TV Bermuda; CMQ-TV Network, Havana; KVOS-TV Bellingham, Wash.; CHAT-TV Medicine Hat, Alta.; CKOS-TV Yorkton, Sask.; CJBR-TV Rimouski, Que.; CKCW-TV Moncton, N. B.; CJON-TV St. John's, Nfld., and CJOX-TV Argentina (satellite); KGO-TV San Francisco; KABC-TV Los Angeles; KTVZ (TV) Salt Lake City; KMTV (TV) Omaha, Neb.; WOC-TV Davenport, Iowa; WTTV (TV) Bloomington, Ind.; WJIM-TV Lansing, Mich.; WKNY-TV Kingston, N. Y.; WNDU-TV South Bend, Ind.; WEHT (TV) Evansville, Ind.; KSWs-TV Roswell, N. W.; CMBF-TV, Havana, Cuba.

Television Representatives Ltd. 76 St. Clair Ave. W., Toronto, Ont. 7. Walnut 4-0727. T. G. Ferris, pres-gen mgr; A. A. Murphy, vp

Montreal: 1411 Crescent St. Avenue 8-4257. W. C. Dippie, branch mgr.

Vancouver, B. C.: 1407 W. Broadway. Cedar 1171. W. E. J. Hall, branch mgr.

Winnipeg, Man.; Lindsay Bldg. 9-6374. R. M. MacLennan, branch mgr.

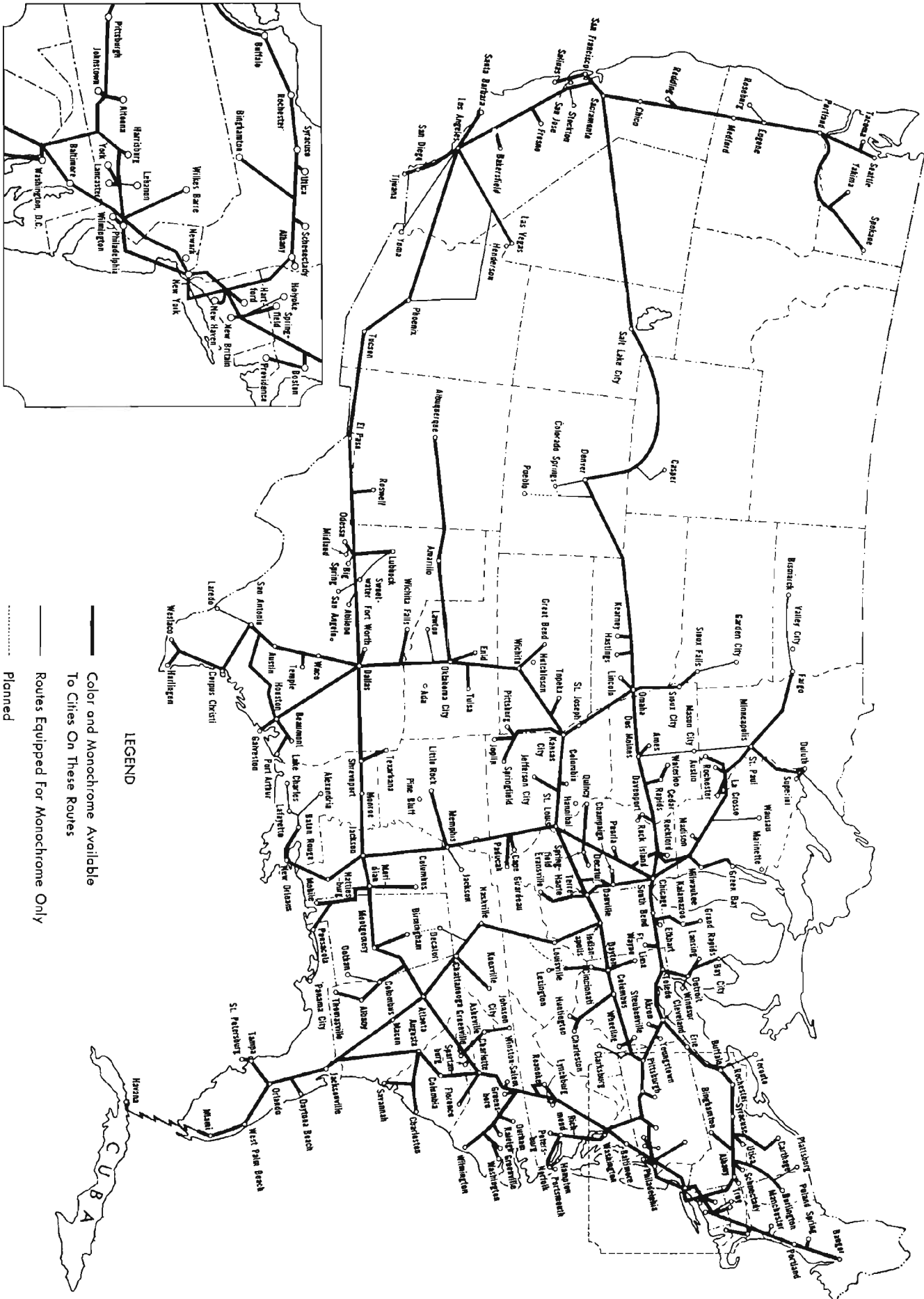
Television Stations: CHEK-TV Victoria, B. C. (except Vancouver); CFRN-TV Edmonton, Alta.; CFQC-TV Saskatoon, Sask.; CFJB-TV Swift Current, Sask.; KXLY-TV Spokane, Wash.

Trans Ocean Radio & Tv Representatives Ltd. 219 Bay St., Toronto. Empire 6-5455. Ted Peppier, Alex Stewart.

Radio Stations: CHLT Sherbrooke, Que.; CKTS Sherbrooke, Que.; CHCA Red Deer, Alta.; CKRN Rouyn, Que.; CKVD Val D'Or, Que.; CKLS LaSarre, Que.; CHAD Amos, Que.

Television Stations: CHLT-TV Sherbrooke, Que.

BELL SYSTEM TELEVISION NETWORK ROUTES



LEGEND

- Color and Monochrome Available To Cities On These Routes
- - - Routes Equipped For Monochrome Only
- Planned

Directories of Radio, Tv Networks, their Personnel, Rates Begin Next Page

American Broadcasting—Paramount Theatres Inc.

Headquarters: 7 West 66th St., New York 23, N. Y. Susquehanna 7-5000.

BOARD OF DIRECTORS

Earl E. Anderson, A. H. Blank, John A. Coleman, E. Chester Gersten, Leonard H. Goldenson, Robert H. Hinkley, Robert L. Huffines, Jr., Sidney M. Markley, Walter P. Marshall, H. Hugh McConnell, Edward J. Noble, James G. Riddell, Simon B. Siegel, R. B. Wilby.

OFFICERS

Leonard H. Goldenson, pres; Robert H. Hinkley, vp; Edward L. Hyman, vp; Sidney M. Markley, vp; Simon B. Siegel, financial vp; James L. Brown, comptroller and assistant treasurer; Omar E. Elder, assistant secretary; Edith Schaffer, assistant secretary; Mortimer Weinbach, assistant secretary; Stephen Riddleberger, assistant treasurer.

American Broadcasting Co.

(A Division of American Broadcasting-Paramount Theatres Inc.)

Headquarters: 7 W. 66th St., New York 23, N. Y. Susquehanna 7-5000.

OFFICERS

Leonard H. Goldenson, pres, AB-PT, and acting pres, ABC; Simon B. Siegel, financial vp of AB-PT and vp and treasurer of ABC; James G. Riddell, executive vp, ABC; Oliver Treyz, pres of tv network; James W. Bush, vp; Alfred Beckman, vp; Slocum Chapin, vp; Grand Chester, vp; Donald W. Coyle, vp; John Daly, vp; Edward DeGray, vp; Theodore H. Fetter, vp; Michael J. Foster, vp; Robert H. Hinkley, vp; Earl Hudson, vp; Frank Mark, vp; John H. Mitchell, vp; Thomas W. Moore, vp; William P. Mullen, vp; Sterling C. Quinlan, vp; Stephen Riddleberger, assistant treasurer of AB-PT and vp and comptroller of ABC; Schip Seligman, vp; Robert L. Stone, vp; Thomas Velotta, vp; Mortimer Weinbach, vp and general counsel; Omar Elder, secretary and assistant general counsel; Michael P. Boland, assistant treasurer; J. Russell Gavin, assistant treasurer.

Engineering: Frank Marx, vp in charge; John Bourcier, operations supervisor; George Milne, director, traffic and communications; Richard Hamilton, supervisor of communications; Clure Owen, administrative assistant; John Preston, director of engineering facilities; Lawrence A. Ruddell, recording director; William Treynard, director, engineering operations; Reginald Willecks, traffic mgr; Merle Worster, eastern engineering tv operations mgr.

Continuity Acceptance: Grace Johnson, director.

Finance, Personnel and General Services: Simon B. Siegel, financial vp of AB-PT and treasurer of ABC; Michael P. Boland, assistant treasurer; Joseph Fitzpatrick, internal auditor; J. Russell Gavin, assistant treasurer; Edward Graessle, mgr, treasury affairs; Catherine Lynch, librarian; Marie McWilliams, director of personnel; Stephen Riddleberger, assistant treasurer of AB-PT and vp and comptroller of ABC; Edmund R. Samuels, purchasing agent; Joseph J. Spagnola, director, office and studio services.

Legal and Labor Relations: Mortimer Weinbach, vp and general counsel; Omar Elder, secretary and assistant general counsel; Richard L. Freund, director, labor relations.

News, Special Events, Sports and Public Affairs: John Daly, vp in charge; Donald G. Coe, director, special events and operations; Wiley Hance, mgr, public affairs; Francis X. Littlejohn, director, news and public affairs; William Whitehouse, director, sports.

Press Information: Michael J. Foster, vp in charge; Stephen Strassberg, director; Phillip Bernstein, assistant director; Robert Grebe, trade news editor; Ellen Hagerty, supervisor of audience information; Sidney R. Mesibov, director, special exploitation projects and coordinator, marketing activities, between ABC-TV and ABC Merchandising Inc.

ABC Film Syndication Inc.: 1501 Broadway, New York, N. Y. Luekayana 4-5050. George T. Shupert, pres; Richard P. Morgan, vp in charge of operations; Philip Williams, vp in charge of syndication sales; John B. Burns, vp and director of national sales; William L. Clark, vp and director of western division; Joseph F. Greene, assistant to vp in charge of syndicated sales; Lee Francis, advertising and promotion mgr; Raymond Fox, comptroller; Howard Anderson, sales mgr, central division; Robert Duleau, southern sales mgr; Sherman Gregory, sales mgr, New York division.

Chicago 1: 190 N. State St. Andover 3-0800. James Duffy, director of radio network for central division; James W. Beach, director,

tv network, central division; Manuel Fingerhut, controller of central division; Marcella C. Braun, mgr, script and continuity acceptance; William G. Gillogly, director of sales, tv network, central division; Clar Heider, national spot sales mgr; Elliott W. Henry Jr., director, publicity and promotion; William P. Kusack, mgr, engineering department; Rex Maupin, director of music, WBKB (TV) and central division; Con O'Dea, news and special events; Harold Wettersten, special account representative. [For full WBKB personnel, see television station directory]

Detroit 26: Stroh Bldg., Woodward 3-8321. John Pival, tv vp; Harold Neal, radio vp; Robert Baker, radio studio mgr; Robert Baldrien, assistant radio sales mgr; Joseph C. Cassel, comptroller; Harold Christian, vp in charge of merchandising and research; Ralph Dawson, tv sales mgr; Hal Gordon, music director; Charles Kocher, chief engineer; John Lee, tv studio mgr; Peter Strand, tv executive producer. [For full WXYZ-AM-FM-TV personnel, see radio and television station directory]

Hollywood 27: ABC Television Center, Normandy 3-3311. Earl J. Hudson, vp, western division; Harry Woodworth, western sales mgr, ABC Radio; Thomas Velotta, vp; M. Robert Adams, executive producer; Eliot F. Alexander, mgr, advertising and promotion, tv network, western division; J. Clifford Anderson, director, labor relations; Dorothy L. Brown, continuity acceptance mgr of western division; Sanford C. Cummings, mgr, tv program department; Dresser Dahlstead, mgr, radio network and KABC programming; Ralph Demachand, mgr, radio engineering operations; Hollywood; Allen R. Elrod, sal s promotion art director; Mitchell L. Gimson, ABC coordinator, Warner Bros., Hollywood; Paul Gates, supervisor, guest relations, Hollywood; Rowe S. Giesen, ABC-Disney coordinator; Theodore Grenier, chief engineer, western division; Thomas M. Luffon, program service mgr, western division; Courtney McLeod, director, tv and radio network traffic, western division; James J. Mandulay, production mgr, ABC-TV studios, Hollywood; Allan E. Maynard, mgr, purchasing department, Hollywood; Robert P. Myers, ABC Pacific Coast counsel; Norma T. Olsen, director, tv program operations; Daniel P. O'Reilly, director, tv and radio news department, network and local, Hollywood; Frank G. Ralston, director, network film department; Louis F. Sanman Jr., tv network program production coordinator, Hollywood; Florence T. Schiro, personnel director; Ernest E. Stern, director, tv network press information, western division; Robert Trachinger, manager, tv engineering operations, Hollywood; John C. Wagner, controller, western division. [For full KABC-AM-FM-TV personnel, see radio and television station directories].

San Francisco 2: 277 Golden Gate Ave., Underhill 3-0077. John H. Mitchell, vp in charge, San Francisco office; Vincent Francis, western division sales mgr, tv network; Deane Banta, radio sales mgr; Hal Berger, mgr of news and special events; Robert Cooper, radio program mgr; Harry Jacobs, chief engineer and building maintenance mgr; Edith Kirby, traffic mgr; Chandler R. Meloy, tv sales operations mgr; Lorraine Pederson, continuity acceptance editor; George Rice, program director, KGO-TV; Henry Sarovan, controller and purchasing agent; Edward Smith, production mgr. [For full KGO-AM-FM-TV personnel, see radio and television station directories].

(Note: Above personnel handle both radio and tv except where otherwise indicated.)

Washington 6: 1735 DeSales St., N.W. Republic 7-6013. Robert H. Hinkley, vp in charge, Washington office; Edgar Shelton Jr., assistant,

Station Clearance: Donald Shaw, director; Joseph Giacchino, mgr.

Station Relations: Alfred Beckman, vp in charge; Ralph S. Hatcher, mgr.

Research and Sales Development: Donald W. Coyle, vp in charge; Julius Barnathan, director of research; Bert Briller, director of sales development; Rosario Calabrese, art director; Robert Engolke, mgr of sales development.

ABC-TV STATIONS AFFILIATES ASSOCIATION

Joseph C. Drilling, KJEO-TV Fresno, Calif., chmn; William Walbridge, KTRK (TV) Houston, Tex., vice chmn; Joseph Herold, KBTU Denver, Colo., secretary; Joseph Bernard, KTVI (TV) St. Louis, Mo., treasurer; Donald Davis, KMBC-TV Kansas City, Mo.; Frederick Houwink, WMAL-TV Washington; Joseph Hladky, KCRG-TV Cedar Rapids, Iowa; Harry LeBrun, WLVA (TV) Atlanta, Ga.; J. W. McGough, WTVN-TV Columbus, Ohio.

ABC Radio Network Inc.

Headquarters: 7 W 66th St., New York 23, N. Y. Susquehanna 7-5000.

Edward DeGray, vp in charge; Clayton B. Shields, business mgr.

Programming: Walter A. Gustafson, supervisor, sound effects; Charles Manno, eastern program director; James McConnochie, mgr, announcing office; William T. Katal, script editor; George Sax, national director of program operations and cooperative programs mgr; Ruth B. Smith, supervisor, production control unit; Frank Vagnoni, mgr, music division.

Research and Sales Development: Hal Cranton, director of sales development and research.

Sales and Sales Service: John H. White, director of national sales; Elizabeth B. Kelley, director of sales service.

Stations: Earl Mullin, national mgr and regional mgr for central area.

RADIO AFFILIATES ADVISORY BOARD

Simon Goldman, WJTN Jamestown, N. Y., District 1; J. P. Williams, WING Dayton, Ohio, District 2; Phil Hoffman, WTCN Minneapolis, Minn., District 3; T. D. Lanford, KRMD Shreveport, La., District 4; C. B. Locke, KFDM Beaumont, Tex., District 5; William Grove, KFBC Cheyenne, Wyo., District 6; James Wallace, KPQ Wenatchee, Wash., District 7; J. S. Younts, WEBB Southern Pines, N. C., District 8.

ABC RADIO NETWORK RATES (As of Sept 15, 1958)

ABC Radio has a single rate. Discounts, however, are higher at night than in the morning and higher yet in the afternoon. Rates for periods less than one hour are charged at the following percentages of the hour rate: 55 minutes 93-1/3%; 50 minutes 86-2/3%; 45 minutes 80%; 40 minutes 73-1/3%; 35 minutes 66-2/3%; 30 minutes 60%; 25 minutes 53-1/3%; 20 minutes 46-2/3%; 15 minutes 40%; 10 minutes 26-2/3%; 5 minutes 13-1/3%. Rates for news, sports and "Breakfast Club" programs available on request.

These are gross hour rates.

Eastern Stations

WAKR Akron, Ohio	\$ 105
WALB Albany, Ga.	18
WOKO Albany, N. Y.	95
WRTA Altoona, Pa.	42
WLOS Asheville, N. C.	32
WHKP Hendersonville, N. C.	
Bonus with WLOS Asheville, N. C.	
WGST Atlanta, Ga.	126
WMID Atlantic City, N. J.	42
WGAC Augusta, Ga.	33
WWIN Baltimore, Md.	109
WABI Bangor, Me.	63
WELL Battle Creek, Mich.	21
WBCM Bay City, Mich.	42
WTAO Boston, Mass. (D)	160
WNAB Bridgeport, Conn.	42
WCVB Bristol, Va. (D)	60
WMEV Marion Va. (D)	
Bonus with WCVB Bristol, Va.	
WGR Buffalo, N. Y.	170
WJOY Burlington, Vt.	21
WSKI Montpelier, Vt.	
Bonus with WJOY Burlington, Vt.	
WFBC Canton, Ohio	74
WHAN Charleston, S. C.	42
WHMS Charleston, W. Va.	35
WCCG Charlotte, N. C.	70
WSAT Salisbury, N. C.	
Bonus with WCCG Charlotte, N. C.	
WCHV Charlottesville, Va.	21
WAPQ Chattanooga, Tenn.	63
WLW Cincinnati, Ohio	549**

**Rates for WLW are 8 a.m. 6 p.m. time period. Rates for other time periods and peri-

ABC Television

Headquarters: 7 W. 66th St., New York 23, Susquehanna 7-5000. Oliver Treyz, pres.

Programming and Production Services: Thomas W. Moore, vp in charge of tv network programming and talent; Grand Chester vp in charge of daytime programming; Theodore H. Fetter, vp and program director; Ruth K. Blahney, operations mgr; Thomas P. DeVito, program service mgr; Armand Grant, director of daytime programming; John B. Green, mgr, program department; Frederick P. Luffex, business mgr and budget officer for tv programming; Leonard Maskin, business mgr for tv production services; James McNaughton, executive art director; Daniel Melnick, program development mgr; Bernard Paulson, mgr production services; Frederick Schuhman, studio services coordinator; William Seaman, program production mgr.

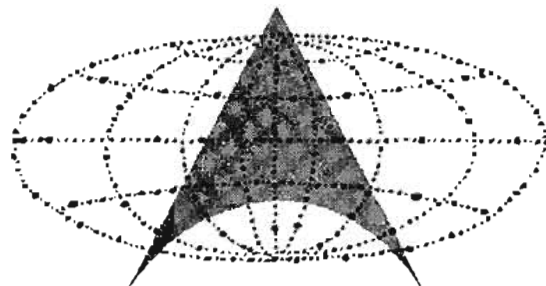
Advertising: Dean D. Linger, director.

Sales: William Mullen, vp and general sales mgr; Slocum Chapin, vp in charge of client relations; Charles T. Ayres, eastern sales mgr; Harold Day, sales mgr, western division; Aaron Beckwith, program sales mgr; Henry T. Heide, administration mgr; Alice Stamatis, director of sales service.

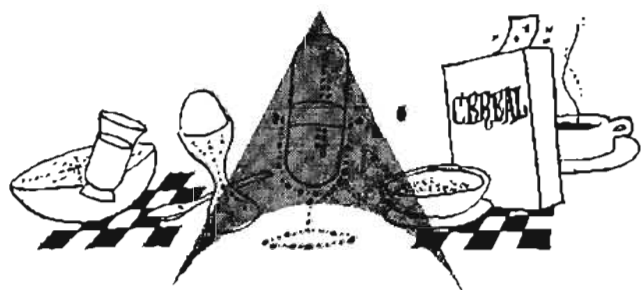
ABC RADIO • DESIGN IT TO FIT • YOUR SELLING PLANS



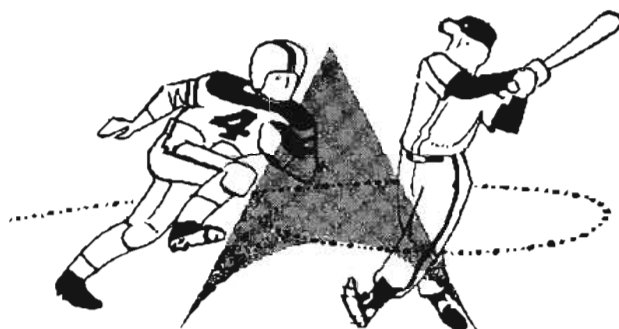
Sell all around the clock — daytime, nighttime, weekends — in low-cost, high cumulative schedules.



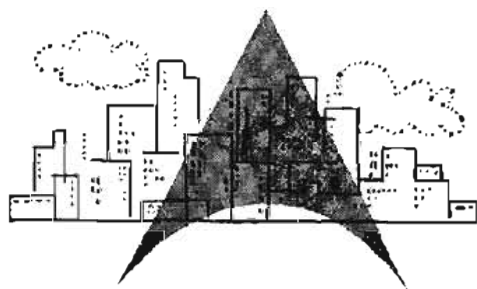
Associate with famous John Daly and his award-winning 125-man news staff and 22 overseas reporters.



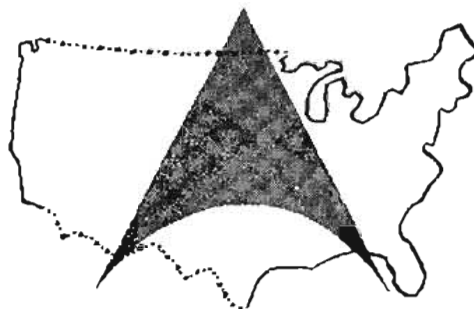
Cash in on Don McNeill's Breakfast Club audiences, which make him radio's biggest success story.



Score with play-by-play audiences and with listeners to exclusive sports interviews by Howard Cosell.



Make network cut-ins more effective with ABC's superior inside coverage of nation's top 200 markets.



Use low-cost ABC radio for full national coverage — "make sure" in areas covered by high-cost media.

There's a place for ABC Radio in every sales planner's profit picture. Use ABC as your major advertising-media buy, or as low-cost protection against lower-than-expected sales from expensive media buys. ABC Radio Network and its strategically located affiliates are ready to fit into your plans for sales success — in a variety of ways — whatever your product.

ABC RADIO NETWORK



Networks CONTINUED

ABC RADIO RATES (Continued)

eds of time other than 1, 1/2, 1/4 hour furnished on request.

WSRS	Cleveland, Ohio.....	\$ 150
WCOS	Columbia, S. C.....	42
WDIX	Orangeburg, S. C.....	
	Bonus with WCOS Columbia, S. C.	
WSSC	Sumter, S. C.....	
	Bonus with WCOS Columbia, S. C.	
WPNX	Columbus, Ga.....	42
WCOL	Columbus, Ohio.....	84
WKBY	Covington, Va.....	5
WBTM	Danville, Va.....	32
WHLF	South Boston, Va.....	
	Bonus with WBTM Danville, Va.	
WING	Dayton, Ohio.....	84
WNDE	Daytona Beach, Fla.....	21
WXYZ	Detroit, Mich.....	315
WTKI	Durham, N. C.....	21
WGBR	Goldboro, N. C.....	
	Bonus with WTKI Durham, N. C.	
WENE	Endicott-Bhamton, N. Y.....	60
WERG	Erie, Pa.....	58
WTCS	Fairmont, W. Va.....	16
WFLE	Fayetteville, N. C.....	11
WTAC	Flint, Mich.....	58
WJMX	Florence, S. C.....	21
WDSC	Dillon, S. C. (D).....	
	Bonus with WJMX Florence, S. C.	
WEEB	Southern Pines, N. C. (D).....	
	Bonus with WJMX Florence, S. C.	
WGNC	Gastonia, N. C.....	11
WWSC	Glens Falls, N. Y.....	11
WLAV	Grand Rapids, Mich.....	63
WJEJ	Hagerstown, Md.....	32
WHGB	Harrisburg, Pa.....	53
WPOP	Hartford, Conn.....	105
WHKY	Hickory, N. C.....	32
WNER	High Point, N. C.....	26
WHTN	Huntington, W. Va. (D).....	40
WIEM	Jackson, Mich.....	21
WZOK	Jacksonville, Fla.....	80
WGIG	Brunswick, Ga.....	
	Bonus with WZOK Jacksonville, Fla.	
WGCC	Gainesville, Fla.....	
	Bonus with WZOK Jacksonville, Fla.	
WJTN	Jamestown, N. Y.....	42
WFTC	Kinston, N. C.....	11
WBIR	Knoxville, Tenn.....	63
WLAN	Lancaster, Pa.....	63
WJIM	Lansing, Mich.....	60
WLAM	Lewiston-Auburn, Me.....	32
WJMA	Lima, Ohio.....	32
WLYA	Lynchburg, Va.....	42
WNEA	Macon, Ga.....	32
WMAN	Mansfield, Ohio.....	26
WMRN	Marion, Ohio.....	21
WMSA	Massena, N. Y.....	11
WKAT	Miami, Fla.....	105
WKWF	Key West, Fla.....	
	Bonus with WKAT Miami, Fla.	
WKEZ	Muskegon, Mich.....	42
WKLA	Ludington, Mich.....	
	Bonus with WKEZ Muskegon, Mich.	
WNHC	New Haven, Conn.....	80
WABC	New York, N. Y.....	882
WGH	Norfolk, Va.....	84
WLPM	Suffolk, Va.....	
	Bonus with WGH Norfolk, Va.	
WDHL	Olean, N. Y.....	21
WHOO	Orlando, Fla.....	42
WQNT	Palm Beach, Fla.....	32
WCOM	Parkersburg, W. Va.....	21
WFIL	Philadelphia, Pa.....	350
KQV	Pittsburgh, Pa.....	188
WBEC	Pittsfield, Mass.....	40
WEAV	Plattsburg, N. Y.....	30
WNEZ	Saranac Lake, N. Y.....	
	Bonus with WEAV Plattsburg, N. Y.	
WTH	Port Huron, Mich.....	20
WPOR	Portland, Me.....	53
WNXT	Portsmouth, Ohio.....	21
WKIP	Poughkeepsie, N. Y.....	21
WPAW	Providence, R. I. (D).....	85
WKIX	Raleigh, N. C.....	67
WRFU	Reading, Pa.....	74
WMBG	Richmond, Va.....	100
WFVA	Fredericksburg, Va.....	
	Bonus with WMBG Richmond, Va.	
WROV	Roanoke, Va.....	42
WVET	Rochester, N. Y.....	105
WGVA	Geneva, N. Y.....	
	Bonus with WVET Rochester, N. Y.	
WEPD	Rocky Mount, N. C.....	16
WLAQ	Rome, Ga.....	11
WFRP	Savannah, Ga.....	42
WMGA	Moultrie, Ga.....	
	Bonus with WFRP Savannah, Ga.	
WTXL	Springfield, Mass.....	60
WIZE	Springfield, Ohio.....	42
WSTC	Stamford, Conn.....	26
WTON	Staunton, Va.....	10
WFBL	Syracuse, N. Y.....	120
WSUN	Tampa-St. Petersburg, Fla.....	84
WTOH	Toledo, Ohio.....	63
WTLB	Utica, N. Y.....	50
WMAL	Washington, D. C.....	160
WRRF	Washington, N. C.....	21
WRRZ	Clinton, N. C. (D).....	
	Bonus with WRRZ Washington, N. C.	
WATR	Waterbury, Conn.....	53
WTVL	Waterville, Me.....	21
WRKD	Rockland, Me.....	
	Bonus with WTVL Waterville, Me.	
WRLD	West Point, Ga.....	11
WKWK	Wheeling, W. Va.....	53

WILK	Wilkes-Barre, Pa.....	63
WMPT	Williamsport, Pa.....	30
WILM	Wilmington, Del.....	63
WMFD	Wilmington, N. C.....	21
WINC	Winchester, Va.....	11
WELD	Fisher, W. Va. (D).....	
	Bonus with WINC in Winchester, Va.	
WAAB	Worcester, Mass.....	90
WSBA	York, Pa.....	63
WBBW	Youngstown, Ohio.....	63
WOHI	E. Liverpool, Ohio.....	
	Bonus with WBBW Youngstown, Ohio	
WCLI	Corning, N. Y.....	
	Bonus with Eastern Group	
WFRC	Reidsville, N. C.....	
	Bonus with Eastern Group	
WGL	Ft. Wayne, Ind.....	63
WLAP	Lexington, Ky.....	74
WKBY	Richmond, Ind.....	16

Total 140 Eastern Stations \$7,762

Central Stations

KSDN	Aberdeen, S. D.....	\$ 21
KREB	Abilene, Tex.....	42
KRBT	Rig Spring, Tex.....	
	Bonus with KREB Abilene, Tex.	
KADA	Ada, Okla.....	10
KATE	Albert Lea, Minn.....	21
KALB	Alexandria, La.....	32
KSLO	Opelousas, La.....	
	Bonus with KALB Alexandria, La.	
KPDA	Amarillo, Tex.....	47
WHMA	Annona, Ala.....	11
KVSO	Armore, Okla.....	11
KNOA	Austin, Tex.....	37
KFDM	Beaumont, Tex.....	89
WCRB	Birmingham, Ala. (D).....	80
WNPT	Tuscaloosa, Ala.....	
	Bonus with WCRB Birmingham, Ala.	
WJBC	Bloomington, Ill.....	21
WKCT	Bowling Green, Ky.....	20
KBOR	Brownsville, Tex.....	21
KBUR	Burlington, Iowa.....	21
WLS	Chicago, Ill.....	567
KGGF	Coffeyville, Kan.....	74
KSIX	Corpus Christi, Tex.....	42
KCBF	Des Moines, Iowa.....	66
KDPH	Dubuque, Iowa.....	40
KJRC	Enid, Okla.....	32
WJPS	Evansville, Ind.....	74
KFGO	Fargo, N. D.....	63
KNRA	Alexandria, Minn.....	
	Bonus with KFGO Fargo, N. D.	
KPSA	Ft. Smith, Ark.....	21
KBRB	Springdale, Ark.....	
	Bonus with KPSA Ft. Smith, Ark.	
WEAP-WFAA	Ft. Worth-Dallas, Tex.....	168
WGAD	Gadsden, Ala.....	21
WOWL	Florence, Ala.....	
	Bonus with WGAD Gadsden, Ala.	
KMMJ	Grand Island, Neb. (D).....	74
WDUZ	Green Bay, Wis.....	42
WGCM	Gulfport, Miss.....	11
WHSY	Hattiesburg, Miss.....	25
KWFC	Hot Springs, Ark.....	16
KELD	El Dorado, Ark.....	
	Bonus with KWFC Hot Springs, Ark.	
KXYZ	Houston, Tex.....	126
WHBS	Huntsville, Ala.....	11
WKSJ	Pulaski, Tenn.....	
	Bonus with WHBS Huntsville, Ala.	
WFBM	Indianapolis, Ind.....	150
WTTT	Bloomington, Ind.....	
	Bonus with WFBM Indianapolis, Ind.	
WSLJ	Jackson, Miss.....	63
WJJS	Jackson, Tenn.....	32
KMBC	Kansas City, Mo.....	280
KFRM	Concordia, Kan. (D).....	
	Bonus with KMBC Kansas City, Mo.	
WKTY	La Crosse, Wis.....	60
KSOW	Lawton, Okla.....	32
KFOR	Lincoln, Neb.....	53
KLRA	Little Rock, Ark.....	90
KFRO	Longview, Tex.....	26
WKLO	Louisville, Ky.....	105
KSLB	Lubbock, Tex.....	39
WISC	Madison, Wis.....	53
KTOE	Mankato, Minn.....	36
KDMA	Montevideo, Minn.....	
	Bonus with KTOE Mankato, Minn.	
WHHM	Memphis, Tenn.....	100
KCRS	Midland, Tex.....	16
WISN	Milwaukee, Wis.....	160
WTCN	Minn.-St. Paul, Minn.....	158
WABB	Mobile, Ala.....	53
WQUA	Moline, Ill.....	63
KMLR	Monroe, La.....	32
WAPX	Montgomery, La.....	50
WAUD	Auburn, Ala.....	
	Bonus with WAPX Montgomery, Ala.	
KBIX	Muskogee, Okla.....	11
WSIX	Nashville, Tenn.....	105
WSMB	New Orleans, La.....	105
KSUI	Omaha, Neb.-Council Bluffs, Iowa. (D).....	100
WOSH	Oshkosh, Wis.....	26
KBIZ	Ottumwa, Iowa.....	20
KIRX	Kirksville, Mo.....	
	Bonus with KBIZ Ottumwa, Iowa	
WVIS	Owensboro, Ky.....	20
WNVY	Pensacola, Fla.....	21
WGEM	Quincy, Ill.....	32
WRJN	Racine, Wis.....	32
WROK	Rockford, Ill.....	53
WAMV	St. Louis, Mo.....	135
KFRU	Columbia, Mo.....	
	Bonus with WAMV St. Louis, Mo.	

KGKL	San Angelo, Tex.....	32
KMAC	San Antonio, Tex.....	160
WHBL	Sheboygan, Wis.....	32
KMA	Shenandoah, Iowa.....	100
KRMD	Shreveport, La.....	53
KSCJ	Sioux City, Iowa.....	84
KSOO	Sioux Falls, S. D.....	53
WNDU	South Bend, Ind.....	42
WCVS	Springfield, Ill.....	42
KWTO	Springfield, Mo.....	84
KCMC	Texarkana, Tex.....	26
WREN	Topeka, Kan.....	63
KTBB	Tyler, Tex.....	20
WACO	Waco, Tex.....	37
KRBA	Lufkin, Tex.....	
	Bonus with WACA Waco, Tex.	
KOSF	Nacogdoches, Tex.....	
	Bonus with WACA Waco, Tex.	
KXEL	Waterloo, Iowa.....	131
WOSA	Wausau, Wis.....	40
KWSH	Wewoka, Okla.....	20
KWLM	Willmar, Minn.....	21
KMHL	Marshall, Minn.....	
	Bonus with KWLM Willmar, Minn.	
KWNO	Winona, Minn.....	16
WMIQ	Iron Mt., Mich.....	
	Bonus with WBCM Bay City, Mich.	
WLAU	Laurel, Miss. (D).....	
	Bonus with Central Group	
WBYS	Canton, Ill. (D).....	
	Bonus with Central Group	

Total 105 Central Stations \$5,318

Mountain Stations

KHAM	Albuquerque, N. M. (D).....	\$ 35
KRSN	Los Alamos, N. M.....	
	Bonus with KHAM Albuquerque, N. M.	
KBAR	Burley, Idaho.....	11
KVOC	Casper, Wyo.....	11
KFCB	Cheyenne, Wyo.....	21
KSID	Sidney, Neb.....	
	Bonus with KFBC Cheyenne, Wyo.	
KVOD	Denver, Colo.....	130
KIFI	Idaho Falls, Idaho (D).....	21
KFUN	Las Vegas, N. M.....	5
KTRC	Santa Fe, N. M.....	
	Bonus with KFUN Las Vegas, N. M.	
KOY	Phoenix, Ariz.....	125
KGHF	Pueblo, Colo.....	32
KRTN	Raton, N. M.....	5
KIXX	Provo, Utah.....	
	Bonus with Mountain Group	
KART	Jerome, Idaho.....	
	Bonus with Mountain Group	

Total 14 Mountain Stations \$396

Pacific Coast Stations

KPMC	Bakersfield, Cal.....	\$ 68
KTIP	Porterville, Cal.....	
	Bonus with KPMC Bakersfield, Cal.	
KVOS	Bellingham, Wash.....	21
KROP	Brawley, Cal.....	21
KASH	Eugene, Ore.....	32
KARM	Fresno, Cal.....	74
KFLW	Klamath Falls, Ore.....	16
KENO	Las Vegas, Nev.....	11
KABC	Los Angeles, Cal.....	284
KYJC	Medford, Ore.....	11
KFVJ	Modesto, Cal.....	21
KGW	Portland, Ore.....	147
KFBK	Sacramento, Cal.....	130
KSYC	Yreka, Cal.....	
	Bonus with KFBK Sacramento, Cal.	
KCAL	San Bernardino-Redlands, Cal.....	40
KBAB	San Diego, Cal.....	74
KGO	San Francisco, Cal.....	284
KTMS	Santa Barbara, Cal.....	42
KING	Seattle, Wash.....	168
KGA	Spokane, Wash.....	105
KWG	Stockton, Cal.....	32
KTEL	Walla Walla, Wash.....	11
KPQ	Wenatchee, Wash.....	26
KIMA	Yakima, Wash.....	30
KWTC	Barstow, Cal.....	
	Bonus with Pacific Group	
KYOR	Blythe, Cal.....	
	Bonus with Pacific Group	
KREO	Indio, Cal.....	
	Bonus with Pacific Group	

Total 27 Pacific Stations \$1,648

Grand Total 287 U.S. Stations \$15,231

Non-Territorial

CFCE	Montreal, Que., Can.....	
CJBC	Toronto, Ont., Can.....	
KENI	Anchorage, Alaska.....	
KFAR	Fairbanks, Alaska.....	
KJNO	Juneau, Alaska.....	

(D) Station operates daytime only.

ABC-TV NETWORK RATES

(As of Sept. 15, 1958)

Below are gross rates for Class A hour. Class A time is 6-11 p.m., Sunday through Saturday. Class B rate (75% of Class A rate) applies to stations not primarily affiliated with ABC-TV. Class C time (50% of Class A rate) is 11 p.m. to sign-off Sunday through Saturday, 9 a.m. to 6 p.m. Saturday and Sunday, and 5-6 p.m. Monday through Friday. Class D time (33 1/3% of Class A rate) is daytime hours up to 5 p.m. Monday through Friday, except for special programs on national holidays, which are charged as Class C. Rates for periods less than one hour are charged at these percentages of the hour rate: 80% for 45 minutes; 60% for 30 minutes; 40% for 15 minutes; 33 1/3% for 10 minutes and 25% for 5 minutes. One-minute participations are priced as follows: in Class A time 22%; in Class C and D (1 commercial per half-hour) 16 2/3%; in Class C and D (6 commercials per half-hour) 15%.

ABC has no must-buy list of basic stations. Its rate card states: "Advertisers are required to purchase for each program a minimum cleared gross for station time equivalent to \$66,000 for each Class A hour telecast."

Primary Affiliated Stations

KTEN-TV Ada, Okla.	\$ 200
WAKR-TV Akron, Ohio	150
WTRI Alb.-Schen.-Troy, N. Y.††	400
KOAT-TV Albuquerque, N. M.*	200
KVII-TV Amarillo, Tex.†	250
WAIM-TV Anderson, S. C.	Bonus
(Bonus to WLOS-TV)	
WLOS-TV Asheville, N. C.-Greenville-Spartanburg, S. C.	450
WLVA Atlanta, Ga.	950
KMMT Austin-Rochester, Minn.-Mason City, Ia.	200
WJZ-TV Baltimore, Md.	1,450
WHDH-TV Boston, Mass.	2,500
WICC-TV Bridgeport, Conn.	200
WGR-TV Buffalo, N. Y.	1,300
KCRG-TV Cedar Rapids-Waterloo, Ia.	525
WCHS-TV Charleston, W. Va.	750
WTVC Chattanooga, Tenn.	350
WBKB Chicago, Ill.	3,300
WCPO-TV Cincinnati, Ohio	1,300
WEWS Cleveland, Ohio	2,300
WTVN-TV Columbus, Ohio	1,025
WFAA-TV Dallas-Ft. Worth, Tex.	1,400
WDAN-TV Danville, Ill.	Bonus
WTVP Decatur, Ill.	350
KBTW Denver, Colo.	750
WOI-TV Des Moines, Iowa	650
WXYZ-TV Detroit, Mich.	2,400
WTVD Durham-Raleigh, N. C.	550
KELP-TV El Paso, Tex.†	500
WTVW Evansville, Ind.	400
WPTA Ft. Wayne, Ind.	400
KJEO-TV Fresno, Calif.	525
WFRV-TV Green Bay, Wis.	500
WTPA Harrisburg, Pa.	300
KTRK-TV Houston, Tex.	1,100
WLWI Indianapolis, Ind.	1,250
KMBC-TV Kansas City, Mo.	1,300
WTVK Knoxville, Tenn.	300
KSHO-TV Las Vegas, Nev.	100
KSWO-TV Lawton, Okla.	150
WLBR-TV Lebanon, Pa.	300
KATV Little Rock, Ark.	400
WBPZ-TV Lock Haven, Pa.	Bonus
(Bonus to WILK-TV)	
KABC-TV Los Angeles, Cal.	2,600
WLVA-TV Lynchburg-Roanoke, Va.	350
WKOW-TV Madison, Wis.	280
WMUR-TV Manchester, N. H.	600
WHBQ-TV Memphis, Tenn.	1,050
WPST-TV Miami, Fla.	850
WISN-TV Milwaukee, Wis.	1,350
WTCN-TV Minneapolis-St. Paul, Minn.	1,250
KVKM-TV Manahans, Tex.*	Bonus
WSIN-TV Nashville, Tenn.	650
WNHC-TV New Haven, Conn.	1,400
WJMR-TV New Orleans, La.**	300
WABC-TV New York, N. Y.	4,800
WAVY-TV Norfolk, Va.	850
WOAT-TV Oak Hill, W. Va.†	200
KOCO-TV Oklahoma City-Enid, Okla.	600
KETV Omaha, Neb.	900
WLOF-TV Orlando, Fla.	350
WTVH-TV Peoria, Ill.	450
WPIL-TV Philadelphia, Pa.	3,300
KTYE-TV Phoenix, Ariz.	450
WTAE-TV Pittsburgh, Pa.††	2,000
WMTW-TV Portland, Me.-Mt. Washington, N. H.	450
KGW-TV Portland, Ore.	800
WTVR Richmond, Va.	875
KOVR Sacramento-Stockton, Cal.	650
KTVI St. Louis, Mo.	650
KUTV Salt Lake City, Utah	600
KONO-TV Sant Antonio, Tex.	650
XFTV San Diego, Cal. (Tijuana, Mex.)	700
KGO-TV San Francisco, Cal.	2,100
WNBP-TV Scranton-Wilkes-Barre, Pa.	500
KING-TV Seattle, Wash.	1,200
WSJV-TV South Bend-Elkhart, Ind.	400
KREM-TV Spokane, Wash.	500
WSUN-TV Tampa-St. Petersburg, Fla.	350
KGUN-TV Tucson, Ariz.†	200
KTUL-TV Tulsa, Okla.	620
WMAL-TV Washington, D. C.	1,350
WATR-TV Waterbury, Conn.	200
WEAT-TV West Palm Beach, Fla.	225
KAKE-TV Wichita, Kan.	700

WSBA-TV York, Pa.	250
WKST-TV Youngstown, Ohio-New Castle, Pa.	350

Other Affiliate Stations

WALB-TV Albany, Ga.†	\$ 175
WFRG-TV Altoona, Pa.	700
WJBF-TV Augusta, Ga.	400
KTBC-TV Austin, Tex.†	525
KBAK-TV Bakersfield, Cal.	225
WABI-TV Bangor, Me.†	375
WBRZ-TV Baton Rouge, La.	450
WNEM-TV Bay City, Mich.	775
KFDM-TV Beaumont, Tex.†	400
KOOK-TV Billings, Mont.*	150
WNBF-TV Binghamton, N. Y.	900
WABT-TV Birmingham (Ala.)	950
KFYR-TV Bismarck, N. D.†	150
KIDO-TV Boise, Idaho*	225
WCYB-TV Bristol, Va.-Johnson City, Tenn.	300
KBTX-TV Bryan, Tex.†	Bonus
(Bonus to KWTX-TV)	
KXLF-TV Butte, Mont.*	150
WWTV Cadillac, Mich.	300
KTWO-TV Casper, Wyo.†	Bonus
WCSC-TV Charleston, S. C.	400
WSOC-TV Charlotte, N. C.	900
KFBC-TV Cheyenne, Wyo.†	150
KHSL-TV Chico, Cal.	250
KKTV Colorado Springs, Colo.†	250
KOMU-TV Columbia, Mo.†	275
WIS-TV Columbia, S. C.†	450
WRBL-TV Columbus, Ga.	400
KRIS-TV Corpus Christi, Tex.†	300
KZTV Corpus Christi, Tex.†	300
WLW-D Dayton, Ohio	1,100
WTVY Dothan, Ala.†	150
KDAL-TV Duluth, Minn.-Superior, Wis.†	500
WDSM-TV Duluth, Minn.-Superior, Wis.†	450
WBAU-TV Eau Claire, Wis.†	200
WICU Erie, Pa.	600
KIEM-TV Eureka, Cal.**	150
WDAY-TV Fargo, N. D.†	400
WFLB-TV Fayetteville, N. C.†	50
WBTW Florence, S. C.†	400
WINK-TV Ft. Myers, Fla.*	50
KFSA-TV Ft. Smith, Ark.†	120
WOOD-TV Grand Rapids, Mich.	1,100
KFBB-TV Great Falls, Mont.*	150
WFMY-TV Greensboro, N. C.	900
WNCT Greenville, N. C.†	450
KGTB-TV Harlingen, Tex.*	300
WSPA-TV Harrisonburg, Va.	250
WDAM-TV Hattiesburg, Miss.*	100
KVIQ-TV Eureka, Cal.	Bonus
(Bonus to KVIP-TV)	
KID-TV Idaho Falls, Idaho*	175
WJTV Jackson, Miss.	450
WLBT Jackson, Miss.	400
WMBR-TV Jacksonville, Fla.	750
KRCQ-TV Jefferson City, Mo.†	325
WJHL-TV Johnson City, Tenn.-Bristol, Va.†	350
KODE-TV Joplin, Mo.†	300
WKZO-TV Kalamazoo, Mich.	1,300
KHOL-TV Kearney, Neb.	300
WKBT La Crosse, Wis.†	350
KPLC-TV Lake Charles, La.†	200
WJIM-TV Lansing, Mich.	900
WLEX-TV Lexington, Ky.†	150
WIMA-TV Lima, Ohio†	150
KOLN-TV Lincoln, Neb.	450
WAVE-TV Louisville, Ky.	1,175
KCBD-TV Lubbock, Tex.†	350
WMAZ-TV Macon, Ga.	350
KBES-TV Medford, Ore.††	150
WTOK-TV Meridian, Miss.†	325
KCJB-TV Minto, N. D.†	150
WALA-TV Mobile, Ala.†	500
KNOE-TV Monroe, La.	400
WSFA-TV Montgomery, Ala.†	450
WLBC-TV Muncie, Ind.†	200
WJDM-TV Panama City, Fla.†	70
WTAP-TV Parkersburg, W. Va.†	100
WEAR-TV Pensacola, Fla.-Mobile, Ala.†	250
KOAM-TV Pittsburg, Kan.†	325
WPTZ Plattsburgh, N. Y.-Burlington, Vt.†	325
WAGM-TV Presque Isle, Me.†	Bonus
(Bonus to WABI-TV)	
WJAR-TV Providence, R. I.	1,300
WGEM-TV Quincy, Ill.†	400
KVIP-TV Redding, Cal.	275
KOLO-TV Reno, Nev.†	150
WHEC-TV, WVET-TV Rochester, N. Y.	750
WROC-TV Rochester, N. Y.	975
WREX-TV Rockford, Ill.	450
WHBF-TV Rock Island, Ill.	900
KSWB-TV Roswell, N. M.*	225
KSBW-TV Salinas, Cal.	450
WBOC-TV Salisbury, Md.†	Bonus
KSBY-TV San Luis Obispo, Cal.†	Bonus
(Bonus to KSBW-TV)	
KEYT Santa Barbara, Cal.	350
WTOC-TV Savannah, Ga.	275
KSLA-TV Shreveport, La.	525
KTRS-TV Shreveport, La.	350
KVTY Sioux City, Iowa†	500
KTV Sioux City, Iowa†	400
KELO-TV Sioux Falls, S. D.†	500
WICS-TV Springfield, Ill.†	175

KYTV Springfield, Mo.†	325
WSTV-TV Steubenville, Ohio	500
WIEN-TV Syracuse, N. Y.	900
WSYR-TV Syracuse, N. Y.	975
WTHI-TV Terre Haute, Ind.†	500
KCMC-TV Texarkana, Tex.	200
WCTV Thomasville, Ga.*	275
WSPD-TV Toledo, Ohio	875
KLTV Tyler, Tex.	225
WKTV Utica, N. Y.	550
KWTX-TV Waco, Tex.	350
KCNY-TV Watertown-Carthage, N. Y.	225
WSAU-TV Wausau, Wis.†	300
KRGV-TV Weslaco, Tex.*	300
KFDX-TV Wichita Falls, Tex.	350
WBCT-Wilmington, N. C.†	200
WJSJ-TV Winston-Salem, N. C.	750
KIMA-TV Yakima, Wash.†	275
WHIZ-TV Zanesville, Ohio	100

†Limited Live Service (limited live service stations are subject to change in classification).

*Non-Interconnected.
**Combination rate will be \$250.00 if both KIEM-TV Rureka and KBIS-TV Medford are ordered and available.

††May shift to Channel 13 in late Spring 1958.
***Operates experimentally on Channel 12 (VHF) in addition to its operation on Channel 20 (UHF).

†††Estimated Air Date 9/1/58.

Advertisers using any Bonus station by film, pre-film or delayed telecast will pay a service charge of \$15.00 net (non-commissionable) per telecast, while station is furnished as a Bonus station.

Alaska-Hawaii-Puerto Rico Service

KENI-TV Anchorage, Alaska*	\$ 200
KFAR-TV Fairbanks, Alaska*	200
KULA-TV Honolulu, T. H.*	275
WAPA-TV San Juan, P. R.*	200

(Honolulu, T. H. and San Juan, P. R. subject to an additional charge for shipping and handling.)

*Non-Interconnected.

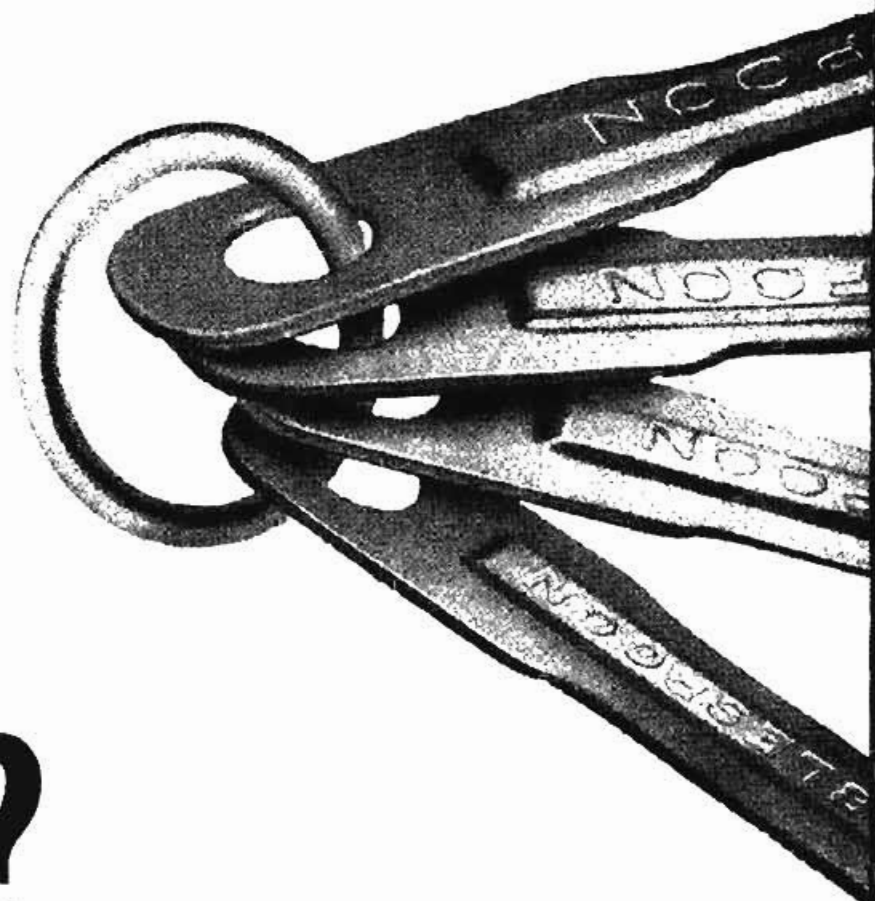
Canadian Service

CKVR-TV Barrie, Ont.	\$ 325
CKX-TV Brandon, Man.	170
CHCT-TV Calgary, Alta.	380
CFCY-TV Charlottetown, P. E. I.	185
CFRN-TV Edmonton, Alta.	450
CFLA-TV Goose Bay, Labd.*	Bonus
CBHT Halifax, N. S.	340
CHCH-TV Hamilton, Ont.	600
CFSN-TV Harmonfield, Nfld.*	Bonus
CFCR-TV Kamloops, B. C.*	75
CHBC-TV Kelowna, B. C.*	100
Satellite Vernon, B. C.	
Satellite Penticton, B. C.	
CKWS-TV Kingston, Ont.	310
CKCO-TV Kitchener, Ont.	480
CJLH-TV Lethbridge, Alta.	200
CFPL-TV London, Ont.	485
CHAT-TV Medicine Hat, Alta.	75
KCKW-TV Moncton, N. B.	250
CBMT Montreal, P. Q.	890
KCGN-TV North Bay, Ont.	165
CBOT Ottawa, Ont.	475
CHEX-TV Peterboro, Ont.	280
CFCJ-TV Port Arthur, Ont.	220
CKBI-TV Prince Albert, Sask.*	145
CKMI-TV Quebec, P. Q.	200
CHCA-TV Red Deer, Alta.*	100
CKCK-TV Regina, Sask.	250
CKRN-TV Rouyn, P. Q.*	100
CISJ-TV Saint John, N. B.	300
CJON-TV St. John's, Nfld.*	240
Satellite Argentina, Nfld.	
CFQC-TV Saskatoon, Sask.	255
CJIC-TV Saulte Ste. Marie, Ont.	170
CKSO-TV Sudbury, Ont.	250
Satellite Elliot Lake, Ont.	
CJFB-TV Swift Current, Sask.*	75
CJCR-TV Sydney, N. S.	255
CFCL-TV Timmins, Ont.	190
Satellite Kapuskasing, Ont.	
CBLT Toronto, Ont.	1,100
CBUT Vancouver, B. C.	680
CHEK-TV Victoria, B. C.	250
CKNX-TV Wingham, Ont.	245
CBWT Winnipeg, Man.	490
CKOS-TV Yorkton, Sask.*	90

*Non-Interconnected.

Canadian stations are not subject to ABC discounts or rebate. Special frequency and group discounts allowed by CBC will be given on request. Rate classification and percentage of the hour are not the same as the ABC Television rates and percentages. All other charges (such as microwave, CBC kinescope recordings, sales tax, distribution, telecine rehearsal, editing, importation, cut-ins, production and facilities services for commercial messages and billboards, etc.) will be billed to the Agency by CBC.

**How
do you
measure
a
network?**





BY COST?

ABC-TV's cost per thousand is consistently the lowest of the three networks.

BY ADVERTISING?

ABC-TV's billing gains are consistently larger than those of the other two networks.

BY PROGRAMMING?

ABC-TV's vital programming is aimed at the young, large-family audience. Personalities like Bing Crosby, Maverick, Pat Boone and Donna Reed keep it right on target.

BY AUDIENCE?

ABC-TV's audience is the most valuable for advertisers because it's made up mostly of GGT AGE families—the most acquisitive families in America!

ABC TELEVISION

Networks CONTINUED

Columbia Broadcasting System Inc.

Headquarters: 485 Madison Ave., New York 22, N.Y. Plaza 1-2345.

BOARD OF DIRECTORS

William S. Paley, chmn of bd; Leon Levy, Samuel Paley, J. A. W. Iglehart, Ralph F. Cohn, Frank Stanton, Robert A. Lovett, Arthur Hull Hayes, Henry C. Bonfig, Mrs. Rustin McIntosh, Goddard Lieberson, Merle S. Jones, Arthur L. Chapman, Louis G. Cowan.

OFFICERS

William S. Paley, chmn of bd; Frank Stanton, pres; James Aubrey, vp; Henry C. Bonfig, vp; Arthur L. Chapman, vp; L. Byron Cherry, vp; Louis G. Cowan, vp; William C. Fitts Jr., vp; Peter C. Goldmark, vp; Lewis Gordon, vp; Arthur Hull Hayes, vp; Clarence H. Hopper, vp; Merle S. Jones, vp; Goddard Lieberson, vp; Lawrence W. Lowman, vp; Everard Kidder Meade Jr., vp; Sig Mickelson, vp; Joseph H. Ream, vp; Richard S. Salant, vp; Julius F. Brauner, secretary; Samuel R. Dean, treasurer; Harold C. Lang, controller; Walter J. Hungerford, assistant secretary; Richard W. Jencks, assistant secretary; Milton Neaman, assistant secretary.

CBS International: 485 Madison Ave., New York 22, N.Y. Plaza 1-2345, Lewis Gordon, pres.
CBS Laboratories: Officers—Dr. Peter C. Goldmark, pres; Joseph E. Bambara, vp; Benjamin B. Bauer, vp; John W. Christensen, vp.

CBS News: Officers—Sig Mickelson, vp, CBS Inc., and gen mgr, CBS News Div. (see listing below).

CBS Radio: Officers—Arthur Hull Hayes, pres. (for others see CBS Radio listing below).
CBS Television Network: Officers—Louis G. Cowan, pres (for others see CBS Television Network listing below).

CBS Television Stations: Officers—Merle S. Jones, pres (for others see CBS Television Stations listing below).

Columbia Records: 709 Seventh Ave., New York 19, N.Y. Circle 5-7300. Officers—Goddard Lieberson, pres; Herbert M. Greenston, executive vp; Albert B. Earl, vp, administration; Norman A. Adler, vp and gen mgr, Columbia LP Record Club; Alfred B. Lorber, vp, legal and business affairs; A. J. Schrader, vp, West Coast operations; Kenneth E. Ratne, executive director, Bridgeport operations and industrial relations; W. G. Wilkins, controller.

CBS Hytron: 100 Endicott St., Danvers, Mass. Spring 4-2360. Officers—Arthur L. Chapman pres; John Q. Adams, vp in charge of sales; Michael F. Callahan, vp and gen mgr, receiving tube operations; Robert G. Marchisio, vp and gen mgr, semi-conductor operations; Walter J. Hungerford, controller.

Finance & Management Services: William J. Feunessy, mgr & acting controller, accounting dept.; Reed M. Roberts Jr., director of budgeting; John F. Antoniazzi, management consultant; James G. Hendrick, director, procedures & systems; Kenneth W. Hoehn, director of taxes.

Manufacturing Services: Louis R. LaPorte, director, facilities engineering; W. Bennett Sharp, industrial engineer; Milton L. Maier, director, real estate.

Personnel & Labor Relations Services: Robert E. Kalaidjian, director, personnel relations services; Charles J. Burt, salary & personnel policy administrator; Richard C. Stanley Jr., employment mgr; C. Donald McCullen, mgr personnel records & research; Dr. W. Q. Brinckerhoff, director, salary administration.

CBS Radio Division

Headquarters: 485 Madison Ave., New York 22, N.Y. Plaza 1-2345.

OFFICERS

Arthur Hull Hayes, pres; James M. Seward, exec vp; H. Leslie Atlass, vp in charge of central division; Howard G. Barnes, vp in charge of network programs; I. S. Becker, vp in charge of business affairs; Jules Dundes, vp in charge of station administration; Lucian Davis, executive producer of network programs, Hollywood; Horace R. Guillotte, vp in charge of operations; Louis Hausman, vp in charge of advertising and promotion; John Karol, vp in charge of network sales; William A. Schudt Jr., vp in charge of affiliate relations; Geraldine B. Zorbaugh, vp and general attorney; Walter P. Rozell, director of financial and administrative operations.

Accounting: George B. Stadtmuller, director of accounting.

Business Affairs, Network Programs: I. S. Becker, vp in charge; Preston Pumphrey, assistant to vp; Frank Crowley, assistant director, Hollywood; Anne Nelson, director of business affairs, Hollywood.

Editing: Don Ball, director.

Legal: Geraldine Zorbaugh, vp and general attorney; Robert Dunne, assistant general attorney.

Network Programs: Howard G. Barnes, vp, net-

work programs; Gerald Maulsby, mgr of network broadcasts; Harlan Dunning, program supervisor; James Fassett, supervisor of music; Charles S. Monroe, director, program writing.

Network Sales: John Karol, vp in charge of network sales; Ben S. Lochridge, national sales mgr; William W. Firman, eastern sales mgr.

Pacific Coast Office: Jack Donahue, sales mgr. **Los Angeles Office:** Jack Donahue, mgr.

Chicago Office: Roger K. Huston, mgr. **Detroit Office:** Cornelius Knox, mgr.

Operations: Horace R. Guillotte, vp in charge; Arthur G. Peck, mgr of network operations; Davidson Vorhes, mgr, technical operations and chief engineer, WCBS; Julius Matfield, mgr, music library; Lawrence Gumbinner, traffic mgr; Lucile Singleton, mgr of record and script library; W. C. Harrington, mgr, music clearance section.

Press Information: Sid Garfield, director; Melvin Spiegel, assistant director; Lloyd Brownfield, director of press information, Hollywood; Phil Cohan, trade news editor; Anne Harding, mgr, service division.

CBS-Owned Radio Stations (for full information on facilities and personnel see Radio Station Directory):

WCBS-AM-FM: 485 Madison Ave., New York 22, N.Y. Plaza 1-2345.

KCBS-AM-FM: Palace Hotel, San Francisco 5, Calif. Yukon 2-7000.

KMOX: 401 S. 12th Blvd., St. Louis 5, Mo. Prospect 3-1120.

KNX-AM-FM and Columbia Pacific Network: 6121 Sunset Blvd., Los Angeles 28, Calif. Hollywood 9-1212.

WCAU-AM-FM: City & Monuments Aves., Philadelphia 31, Pa. Greenwood 7-8360.

WBBM-AM-FM: 410 N. Michigan Ave., Chicago 11, Ill. Whitehall 4-6000.

WBEI-AM-FM: 182 Tremont St., Boston 12, Mass. Hubbard 2-2323.

Housewives' Protective League: Edward W. Wood Jr., gen mgr.

CBS Radio Spot Sales: Gordon Hayes, gen mgr; Milton F. Allison, eastern sales mgr; Edward O'Berst, research mgr; Fred Heywood, sales promotion mgr. **Chicago Office** (410 N. Michigan Ave.): Thomas Peterson, sales mgr; Gilbert Christison, sales development. **Atlanta Office** (800 Peachtree St.): George R. Swearingen Jr., sales mgr. **Detroit Office** (Fisher Bldg.): Ralph H. Patt Jr., sales mgr; John S. Logan, sales development. **Los Angeles Office** (Columbia Square): Roland H. McClure, sales mgr. **San Francisco Office** (Palace Hotel): Byron Nelson, sales mgr. **St. Louis Office** (9th & Sidney Sts.): Eugene R. Myers, sales mgr.

Research: Harper Carraine, director of research; Edward Reeve, mgr of sales and promotion research; Howard Miller, mgr of coverage and market research.

Sales Promotion and Advertising: Louis Dorfman, director of art, advertising and promotion; William S. Brower Jr., mgr of program promotion and merchandising; Robert Rafelson, director, station promotion service; Henry R. Pester, director, network sales presentations; Edward Kaylin, assoc director of network sales presentations; Naomi Andrews, network copy chief; Joseph Tule, production mgr.

Affiliate Relations: William A. Schudt Jr., vp in charge; Eric Salline, mgr.

CBS RADIO AFFILIATES ASSN.
Board of Directors: Charles C. Caley, WMBD Peoria, Ill., chairman; John S. Hayes, WTOP Washington, vice chairman; Joseph M. Higgins, WTHI Terre Haute, Ind.; J. Maxim Ryder, WBRY Waterbury, Conn.; C. Glover DeLaney, WHEC Rochester, N.Y.; Harold P. Danforth, WDBO Orlando, Fla.; Host B. Wooten, WREC Memphis, Tenn.; Frank P. Fogarty, WOW Omaha, Neb.; J. C. Kellam, KTCB Austin, Tex.; Westerman Whillock, KBOI Boise, Idaho; Worth Kramer, WJR Detroit, Mich.; Lee B. Wailes, Storer Broadcasting Company, Miami Beach, Fla.; John M. Rivers (ex officio member), WCSC Charleston, S.C.

CBS TELEVISION AFFILIATES ASSN.
Board of Directors: Charles C. Caley, WMBD Peoria, Ill., chairman; John S. Hayes, WTOP Washington, vice chairman; Joseph M. Higgins, WTHI Terre Haute, Ind.; J. Maxim Ryder, WBRY Waterbury, Conn.; C. Glover DeLaney, WHEC Rochester, N.Y.; Harold P. Danforth, WDBO Orlando, Fla.; Host B. Wooten, WREC Memphis, Tenn.; Frank P. Fogarty, WOW Omaha, Neb.; J. C. Kellam, KTCB Austin, Tex.; Westerman Whillock, KBOI Boise, Idaho; Worth Kramer, WJR Detroit, Mich.; Lee B. Wailes, Storer Broadcasting Company, Miami Beach, Fla.; John M. Rivers (ex officio member), WCSC Charleston, S.C.

CBS Television Network

Headquarters: 485 Madison Ave., New York 22, N.Y. Plaza 1-2345.

Production Center: 524 W. 57th St., New York 19, N.Y. Judson 6-6000.

OFFICERS

Louis G. Cowan, pres; Hubbell Robinson Jr., executive vp; William H. Hyman, vp, sales administration; Thomas H. Dawson, vp, network sales; Harry G. Ommert, vp in charge of network programs; William Dozier, vp in charge of network programs, Hollywood; Robert M. Weitman, vp in charge of program development; Oscar Katz, vp in charge of daytime programs; Michael Dann, vp, network programs, New York; Guy della Cioppa, vp, and program director, Hollywood; H. Leslie Atlass, vp in charge of central division; Edward L. Saxe, vp, operations; William B. Lodge, vp affiliate relations and engineering; W. Spencer Harrison, vp and business mgr, talent and contract properties; Phillip Feldman, vp and business manager, talent and contract properties, Hollywood; Thomas K. Fisher, vp and general attorney; Edmund C. Bunker, vp and director of affiliate relations.

Network Sales: William H. Hyman, vp, sales administration; Thomas H. Dawson, vp, net-

work sales; George F. Klayer, gen sales mgr; Sam Maxwell, daytime sales mgr; Robert Hoag, program sales mgr; Novell T. Schwinn, sales mgr-special projects; John W. Purves Jr., sales mgr-sports; Leonard F. Morreale, EMP sales mgr; Robert Livingston, Pacific sales mgr; Bud Swats, Detroit sales mgr; William J. Fagan, business mgr; Edward F. Lethen Jr., director of network sales development; George Zurich, sales service mgr; George A. Kolpin, contract mgr.

Programs: Hubbell Robinson Jr., executive vp; Harry G. Ommert, vp in charge of network programs; Michael Dann, vp, network programs, N.Y.; William Dozier, vp, programs, Hollywood; Robert M. Weitman, vp in charge of program development; Lester Gottlieb, general program executive; Oscar Katz, vp in charge of daytime programs; Bertram Berman, director, daytime program development; Edwin S. Friendly Jr., director, daytime programs; Guy della Cioppa, vp and program director, Hollywood; Robert Milford, gen mgr; Charles F. Holden, production mgr; William G. Morwood, executive producer, dramatic programs; Gilbert A. Ralston, executive producer, drama programs; Mario Lewis, executive producer, music and variety programs; Robert Dale Martin, talent and casting director, New York; Richard Levine, director, special programs; John Fleming Ball, coordinator, special programs.

Engineering: William B. Lodge, vp affiliate relations and engineering; A. B. Chamberlain, dir. of engineering; H. A. Chinn, chief engineer; J. D. Parker, dir. radio frequency engineering; Richard S. O'Brien, dir. audio-video engineering.

Editing: Herbert A. Carlborg, director; William Tankersley, mgr of editing, Hollywood.

Business Affairs: W. Spencer Harrison, vp and business mgr, talent and contract properties; Phillip Feldman, vp and business mgr, talent and contract properties, Hollywood; Merritt H. Coleman, director of business affairs; Geoffrey Barr, business mgr, story department.

Accounting: Harold Lang, controller; Norman C. Hadley, director.

Network Services, Hollywood: Lester H. Bowman, director of technical operations, Hollywood; James Melick, director of budgeting, business operations, Hollywood.

Operations: Edward L. Saxe, vp operations; Henry Grossman, director, facilities operations; R. G. Thompson, director, technical operations; H. C. Meier, director, broadcast operations; H. Grant Theis, director of tv operations, Hollywood; Gordon Shadwick, director, film services; Walter R. Pierson, director, facilities planning; Anthony Boschetti, business mgr, production control; Ira G. DeLumen, director, administrative services; F. Carlton Winckler, director production operations; John P. Burrell, executive art director; Harry A. Murray, mgr, scenic construction; George Olden, art director, graphic arts; Albert J. Raymond, mgr, production services; M. Clay Adams, mgr, film production; Paul Wittig, mgr, production development; Orville Sather, mgr, technical operations; John W. Hundley, mgr, program services.

Affiliate Relations: William B. Lodge, vp in charge of affiliate relations and engineering; Edmund C. Bunker, vp and director of affiliate relations; Carl Ward, national mgr; Robert F. Jameson, mgr, affiliate contacts; Bert Wood, mgr, contracts & records; Bert Lown, western mgr; Ed Scoville, midwest mgr; David R. Williams, eastern mgr; Donald Clancy, business mgr; Larry B. Gumbinner, mgr, network transmission facilities.

Advertising and Sales Promotion: William Golden, creative director; George Bristol, operations director; Robert Strunsky, copy chief; Alex Kennedy, director of program promotion; Richard Golden, director of sales presentations; Edward Side, production mgr.

Press Information: Charles S. Steinberg, director, information services; Hank Warner, gen mgr; Leonard Spinrad, executive editor; Larry Lowenstein, director, special services; Robert F. Blake, director, press information, Hollywood; Dorothy Teffler, mgr, magazine division; Harry J. Feeney, mgr, business and trade news; James J. Kane, mgr, local station publicity.

Research: Jay Eliasberg, director; Leonard DeNooyer, mgr of coverage; Rose Marie O'Reilly, mgr of ratings; Tore Hallonquist, director, program analysis.

CBS TV AFFILIATES ASSN.

Board of Directors: Howard Lane, KOIN-TV Portland, Ore., chmn; Paul Adanti, WHEN-TV Syracuse; Richard Rorel, WENS-TV Columbus, Ohio; Glenn Marshall Jr., WMBR-TV Jacksonville, Fla.; J. B. Lanford, WJTV (TV) Jackson, Miss.; Leslie C. Johnson, WIIB-TV, Rock Island, Ill.; William Quarton, WMT-TV Cedar Rapids, Iowa; James Russell, KKTU (TV) Colorado Springs; Clyde Rembert, KRLL-TV Dallas; Rex Howell, KFXJ-TV Grand Junction, Colo.; F. E. Busby, WTVY (TV) Dothan, Ala.

CBS Television Stations Division

Headquarters: 485 Madison Ave., New York 22, N.Y. Plaza 1-2345.

OFFICERS

Merle S. Jones, pres; John Cowden, vp; sales promotion and advertising; Leslie Harris, vp,

CBS Television Film Sales Inc.; Craig Lawrence, vp, CBS-Owned Stations and CBS Television Spot Sales; William Weiss, vp and gen mgr, Terrytoons; William J. Flynn, comptroller.

Advertising and Sales Promotion: John Cowden, vp, sales promotion and advertising; Thomas Means, director of sales promotion and advertising; Mort Rubenstein, art director; Marvin Fuchs, production mgr.

CBS Television Film Sales: Leslie Harris, vp; John Howell, sales mgr; Fred Mahlstedt, director of operations; Eugene Moss, sales promotion mgr; Walter Scanlon, merchandising mgr.

CBS Television Enterprises: Sydney Rubin, director; Murray Benson, sales mgr.

Press Information: Charles J. Oppenheim, director, information services.

CBS Television Spot Sales: Bruce R. Bryant, gen mgr; Ben Margolis, business mgr; Robert F. Davis, research mgr; W. Thomas Dawson, director of sales promotion; Arthur C. Elliot, eastern sales mgr; Edward A. Larkin, Los Angeles sales mgr; John H. White, mid-western sales mgr; Richard R. Loftus, San Francisco sales mgr; H. H. Holtshouser, Atlanta sales mgr.

CBS-Owned Tv Stations (for full information on facilities and personnel see Television Station Directory):

WCBS-TV: 485 Madison Ave., New York 22, N. Y. Plaza 1-2345.

WBBM-TV: 630 N. McClurg Court, Chicago 11, Ill. Whitehall 4-6000.

WHCT (TV): 555 Asylum St., Hartford 5, Conn. Jackson 5-2611.

KMOX-TV: 12th & Cole Sts., St. Louis 6, Mo. Main 1-9100.

KXNT (TV): 1313 N. Vine St., Los Angeles 28, Calif. Webster 5-3011.

WKIX (TV): 5445 N. 27th St., Milwaukee 9, Wis. Uptown 3-1919.

WCAU-TV: City & Monument Aves., Philadelphia, Pa. Greenwood 7-8300.

CBS News Division

Headquarters: 485 Madison Ave., New York 22, N.Y. Plaza 1-2315.

EXECUTIVES

Sig Mickelson, gen mgr; John F. Day, director of public affairs; Elmer W. Lower, director of operations; William C. Ackerman, director of special projects; Jack Bush, mgr., film production; Michael Horton, director of information services; Howard Kany, mgr., Newsfilm syndication; David Klinger, director of business affairs; Robert Lang, director of program sales; Paul Levitan, director of special events; William C. MacPhail, director of sports; Theodore F. Koop, director of news, Washington; George Crothers, director of public service broadcasts; Robert Skedgell, assistant director of news, radio; Robert Hess, mgr., motion picture photography; David Zellmer, executive producer of tv news; John Jefferson, assistant director, public affairs; Lewis Shollenberger, director of special events, Washington; James Burke, assignment editor of tv news.

CBS RADIO NETWORK RATES

(As of Sept. 1, 1958)

These are gross rates for daytime hour.

Daytime rates are charged for broadcasts originating before 6:30 p.m.

Nighttime rates (63 1/2% of applicable daytime rates) are charged for broadcasts originating after 6:30 p.m.

Fractional periods of less than one hour are priced at these percentages of the applicable hour rate: 5 minutes, 13 1/3%; 7 1/2 minutes, 20%; 10 minutes, 26 2/3%; 12 1/2 minutes, 33 1/3%; 15 minutes, 40%; 20 minutes, 46 2/3%; 25 minutes, 53 1/3%; 30 minutes, 60%; 45 minutes, 80%.

Basic Network

WCBS New York	\$ 675
WADC Akron	97
WRGW Albany	100
WCBM Baltimore	150
WEEI Boston	263
WBEN Buffalo	176
WMT Cedar Rapids	139
WBBM Chicago	449
WKRC Cincinnati	176
WGAR Cleveland	250
WBNS Columbus	106
WHIO Dayton	100
KRNT Des Moines	120
WJR Detroit	650
WHP Harrisburg	88
WDRG Hartford	108
WISH Indianapolis	113
KCMO Kansas City	176
WIAS Louisville	276
WTAR Norfolk	90
WOW Omaha	190
WCAU Philadelphia	299
WEDO Pittsburgh-McKeesport	188
WPRO Providence	120
WHEC Rochester	100
KMOX St. Louis	288
WHEN Syracuse	110
WTOP Washington	188
WTAC Worcester	100
WCED Du Bois	Bonus with basic network
Total 30 basic stations	\$5,785

Supplementary Group

WSAN Allentown	53
WVAM Altoona, Pa.	43
WHBU Anderson, Ind.	26
WCMJ Ashland	39
WFPG Atlantic City	50
WGUY Bangor	43
WJLS Beckley	26
WNBF Binghamton	77
WCAN Burlington, Vt.	50
WDWS Champaign	30
WDAN Danville	30
WCHS Charleston, W. Va.	86
WCUM Cumberland	26
WSOY Decatur	30
WTAX Springfield	30
WELM Elmira	30
WEOA Evansville	63
WMMN Palmont	63
WANE Fort Wayne	43
WFMD Frederick	39
WENT Gloversville	26
WJEF Grand Rapids	39
WARK Hagerstown, Md.	28
WHOP Hopkinsville	26
WPAD Paducah	26
WIICU Ithaca	50
KODE Joplin, Mo.	39
WARD Johnstown, Pa.	43
WDAD Indiana	Bonus with Johnstown
WKZO Kalamazoo	77
WKNE Keene	39
WKXL Concord, N. H.	Bonus with Keene
WIOU Kokomo	26
WGIR Manchester	50
WBAT Marion, Ind.	26
WLEU Muncie	26
WPAR Parkersburg	50
WMBD Peoria	88
WGAN Portland, Me.	77
WFAY Portsmouth, O.	30
WTAD Quincy	63
WHUM Reading	50
WRVA Richmond	176
WHBF Rock Island	95
WGBI Scranton	88
WSBT South Bend	63
WHYN Springfield-Holyoke	77
KTTS Springfield, Mo.	29
WTHI Terre Haute	43
WIBW Topeka	113
WMBS Uniontown	63
WIBX Utica	63
WBRV Waterbury	63
WNNY Watertown	50
WWVA Wheeling	180
KFH Wichita	100
WWPA Williamsport	30
WKOK Sunbury	Bonus with Williamsport
WBN Youngstown	100
Total 59 stations	\$3,013

Southeastern Group

WAIM Anderson	50
WWNC Asheville	63
WRDW Augusta	50
WCSC Charleston, S. C.	63
WBT Charlotte	200
WMSC Columbia, S. C.	39
WDNC Durham	63
WFAI Fayetteville, N. C.	Bonus with Durham
WBIG Greensboro	63
WMRB Greenville, S. C.	39
WDRB Roanoke	77
WTCC Savannah	77
WSPA Spartanburg	77
WGTM Wilson, N. C.	40
Total 14 stations	\$901

Southcentral Group

WAGA Atlanta	113
WBRC Birmingham	88
WDOD Chattanooga	70
WBRL Columbus, Ga.	50
WGEC Albany, Ga.	Bonus with Columbus
WHUR Cookeville	16
WJQS Jackson	89
WJHL Johnson City	63
WNOX Knoxville	113
KTHS Little Rock	167
WMAZ Macon	77
WREC Memphis	126
WCOG Meridian	50
WKRG Mobile, Ala.	50
WCOV Montgomery	50
WGWC Selma	Bonus with Montgomery
WLAC Nashville	150
WWL New Orleans	226
WBSR Pensacola	30
WAIF Athens	
Total 20 stations	\$1,468

Bonus with Southcentral Group

Southwestern Group

KAMQ Amarillo	50
KTBC Austin	63
KSIX Corpus Christi	44
KRLD *Dallas	226
KPPW Fort Smith	26
KGBT Harlingen	34
KTRH *Houston	176
KFYO Lubbock	34
KTOK Oklahoma City	139
KENS San Antonio	113
KWKH Shreveport	150
KTUL Tulsa	83
KWFT Wichita Falls	88
Total 13 stations	\$1,226

(* Available only with Shreveport.)

Florida Group

WMBR Jacksonville	77
WGBS Miami	100
WDBO Orlando	63
WTNT Tallahassee	26
WDAE Tampa	53
WINK Fort Myers	Bonus Station with Florida Group
WSPB Sarasota	Bonus Station with Florida Group
WFOY St. Augustine	Bonus Station with Florida Group
WJNO West Palm Beach	Bonus Station with Florida Group
Total 9 stations	\$349

Northwestern Group

KDAL Duluth	77
KILO Grand Forks	Bonus with Duluth
WBAY Green Bay	63
WSJB Jamestown	77
WKOW Madison	70
KGLO Mason City	63
WCCO Minneapolis	263
KCJB Minot	26
KOTA Rapid City	50
KOLT Scottsbluff	Bonus with Rapid City
WNAX Yankton	139
KSPR Casper	Bonus with Northwestern Group
Total 12 stations	\$828

Mountain Group

KGGM Albuquerque	77
KVSF Santa Fe	Bonus with Albuquerque
KOOK Billings	50
KBOW Butte	26
KBOI Boise	50
KLZ Denver	139
KVOR Colorado Springs	Bonus with Denver
KSL Salt Lake City	188
KSLB Cedar City	Bonus with Salt Lake City
KID Idaho Falls	Bonus with Salt Lake City
KROD El Paso	77
KAYE Carlsbad	Bonus with El Paso
KSTL Silver City	Bonus with El Paso
KOSA Odessa	Bonus with El Paso
KFRB Great Falls	50
KGVO Missoula	50
KOOL Phoenix	77
KOLD Tucson	Bonus with Phoenix
KCKY Coolidge	Bonus with Phoenix
KLAS Las Vegas	Bonus with Mountain Group
Total 20 stations	\$784

Pacific Coast Group

KERN Bakersfield	39
KHSL Chico	30
KVCV Redding	Bonus with Chico
KERC Eugene	34
KINS Eureka	22
KFRE Fresno	110
KEPR Kennewick	17
KFLW Klamath Falls	14
KXX Los Angeles	288
KYJC Medford	14
KONN Portland, Ore.	120
KOLO Reno	39
KRNR Roseburg	14
KROY Sacramento	39
KFMB San Diego	70
KCBS San Francisco	238
KMBY Monterey	Bonus with San Francisco
KIRO Seattle	180
KXLY Spokane	88
KIMA Yakima	30
KFIR North Bend	Bonus with Pacific Coast Group
KCMJ Palm Springs	Bonus with Pacific Coast Group
Total 22 stations	\$1,386

Total base hour rate:

200 U.S. stations \$15,740

Canada

CJAD Montreal	87
CKAC Montreal	123
CFRB Toronto	163

In addition to Montreal and Toronto the stations of the Canadian Broadcasting Corporation are available to CBS Radio advertisers (Rates upon application).

Philippine Islands

DZPI Manila	108
DYBU Manila and Cebu	139

Alaska

KFQD Anchorage	60
KFRB Fairbanks	36
KINY Juneau	47
KTKN Ketchikan	36
KIRB Seward	Bonus with Group
KIFW Sitka	Bonus with Group
Alaska group total:	6 stations \$179

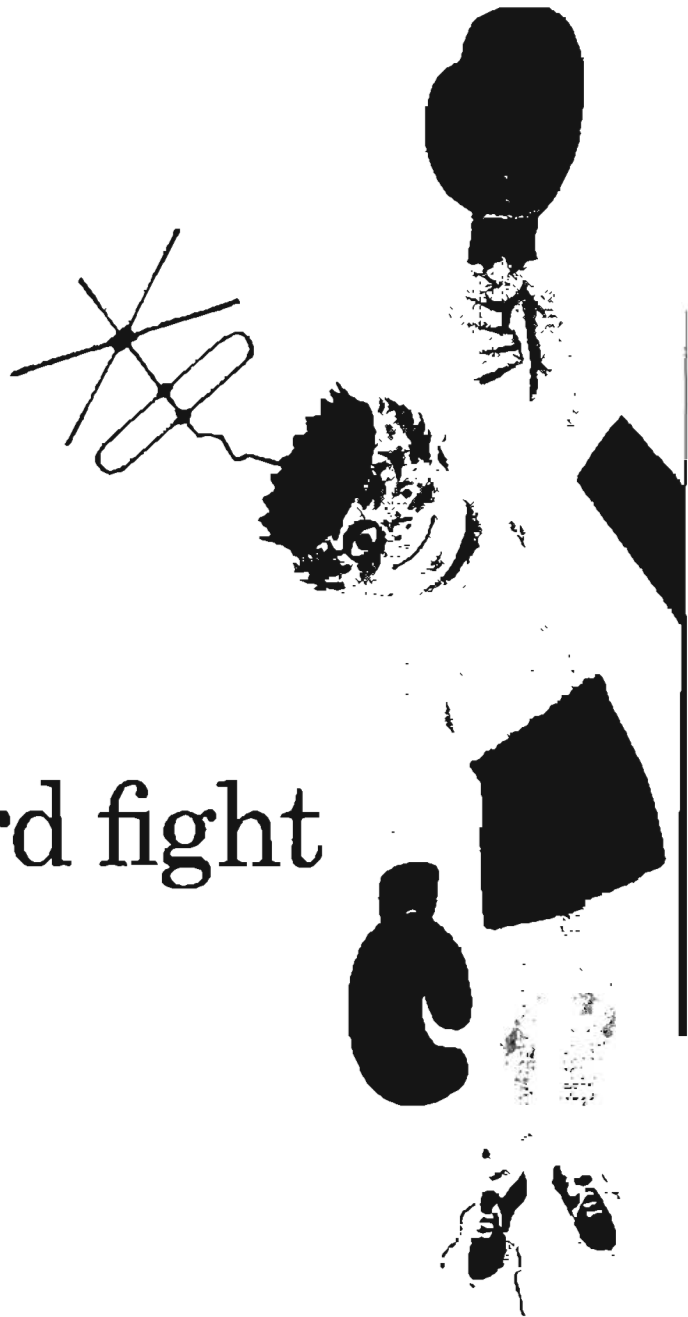
Hawaii

KGMB Honolulu	100
KHEC Hilo	Bonus with KGMB, Honolulu

Puerto Rico

WKAQ San Juan	69
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It was a hard fight





Still is. In television the competition never lets up. It keeps going day and night, 52 weeks a year. And each year it gets tougher.

The figures for the latest 12-month period (July 1957–June 1958) show that all three networks delivered larger audiences than ever – an average of 15% more at night and 14% more during the day.

They also show that in the same period the CBS Television Network – again attracted the largest average audiences in broadcasting

– achieved the largest average audience for a single program, the 48 million who watched a Gunsmoke show

– presented more of the most popular programs than any other network, a monthly average of 7 of the top 10

– won the largest number of program awards for adding new dimensions to the presentation of entertainment and the promotion of public information and understanding, a total of more than 60

– earned a 19.3% larger investment from advertisers than the second largest advertising medium.

Whether you consider it in terms of the biggest audiences, the most important awards, or the largest advertising investment, the decision is plain. The winner and still champion in every round, as it has been for the last 72 consecutive Nielsen Reports, is still . . .

THE CBS TELEVISION NETWORK

Networks CONTINUED

CBS-TV NETWORK RATES

(Note: In following, effective Sept. 29, 1958, all time designated as Class B becomes Class C and will be sold at Class C rate. Class B will be eliminated.) Following are gross rates for Class A hour. Class A time is 6-11 p.m. Monday through Sunday. Class B time (for which rate is 75% of Class A rate) is 5-6 p.m. Monday-Friday, 2-6 p.m. Saturday and Sunday. Class C time (50% of Class A rate) is all other times except between sign-on and 9 a.m. in eastern and central time zones. Class D time (37 1/2% of Class A rate) is between sign-on and 9 a.m. in eastern and central time zones. All rates are based on local time in each city. Rates for periods less than one hour are the following percentages of the applicable hour rate: 80% for 45 minutes; 60% for 30 minutes; 50% for 20 minutes; 40% for 15 minutes; 33-1/3% for 10 minutes; 30% for 5 minutes.

Basic Required

WTEN Albany, N. Y.	1000
WCDC Adams, Mass. (off air WTEN)	
WAGA-TV Atlanta, Ga.	1200
WMAR-TV Baltimore, Md.	1600
WBRC-TV Birmingham, Ala.	1100
WNAC-TV Boston, Mass.	2800
WBEN-TV Buffalo, N. Y.	1400
WBTW Charlotte, N. C.	1250
WBBM-TV Chicago, Ill.	4500
WKRC-TV Cincinnati, Ohio	1300
WJW-TV Cleveland, Ohio	2400
WBNS-TV Columbus, Ohio	1100
KRLD-TV Dallas, Texas	1450
WHIO-TV Dayton, Ohio	1100
KLZ-TV Denver, Colo.	850
KRNT-TV Des Moines, Iowa	700
WJBK-TV Detroit, Mich.	2800
WTVD Durham, N. C.	550
KFEF-TV Fresno, Calif.	600
WFMY-TV Greensboro-Winston-Salem, N. C.	900
WHCT Hartford, Conn.	700
KGUL-TV Houston-Galveston, Texas	1100
WHTN-TV Huntington-Charleston, W. Va.	600
WISN-TV Indianapolis, Ind.	1400
WJXT Jacksonville, Fla.	750
WKZO-TV Kalamazoo-Grand Rapids, Mich.	1300
KCMO-TV Kansas City, Mo.	1400
WJIM-TV Lansing, Mich.	800
KNXT Los Angeles, Calif.	3750
WHAS-TV Louisville, Ky.	1000
WREC-TV Memphis, Tenn.	1100
WTVJ Miami, Fla.	1150
WXIX Milwaukee, Wis.	800
WCCO-TV Minneapolis, Minn.	1650
WLAC-TV Nashville, Tenn.	950
WWL-TV New Orleans, La.	1000
WCBS-TV New York, N. Y.	8250
WTAR-TV Norfolk, Va.	925
KWTV Oklahoma City, Okla.	850
WOW-TV Omaha, Neb.	950
WCAU-TV Philadelphia, Pa.	3500
KDKA-TV Pittsburgh, Pa.	2400
KOIN-TV Portland, Ore.	1100
WPRO-TV Providence, R. I.	1200
WRVA-TV Richmond, Va.	650
WHEC-TV Rochester, N. Y.	750
& WVET-TV	
WHBF-TV Rock Island-Davenport	900
KBET-TV Sacramento, Calif.	750
KMOX-TV St. Louis, Mo.	1750
KSL-TV Salt Lake City, Utah	650
KENS-TV San Antonio, Texas	700
KFMB-TV San Diego, Calif.	850
KPIX-TV San Francisco, Calif.	2300
KIRO-TV Seattle, Wash.	1000
KSLA-TV Shreveport, La.	900
WHEN-TV Syracuse, N. Y.	525
WTVT Tampa, Fla.	800
WSPD-TV Toledo, Ohio	950
KOTV Tulsa, Okla.	875
WTOP-TV Washington, D. C.	1650
KTVH Wichita-Hutchinson, Kan.	700
Total	\$83,925

Basic Optionals

WFBG-TV Altoona, Pa.	700
WRDW-TV Augusta, Ga.	350
KTEC-TV Austin, Texas	525
KBAK-TV Bakersfield, Calif.	225
WAFB-TV Baton Rouge, La.	350
KFDM-TV Beaumont, Texas	400
WNEF-TV Binghamton, N. Y.	775
WCAX-TV Burlington, Vt.	450
KFVS-TV Cape Girardeau, Mo.	500
WMT-TV Cedar Rapids, Iowa	700
WCIA-TV Champaign, Ill.	850
WCSC-TV Charleston, S. C.	400
WDEF-TV Chattanooga, Tenn.	500
WNOK-TV Columbia, S. C.	200
WRBL-TV Columbus, Ga.	400
KZTV-TV Corpus Christi, Texas	300

KDAL-TV Duluth, Minn.	500
KROD-TV El Paso, Texas	350
WSBE-TV Erie, Pa.	250
WBHT-TV Evansville, Ind.	350
WBTW-TV Florence, S. C.	400
WANE-TV Ft. Wayne, Ind.	500
WBAY-TV Green Bay, Wis.	750
WNCT-TV Greenville, N. C.	450
WHP-TV Harrisburg, Pa.	325
WJTV-TV Jackson, Miss.	450
WJHL-TV Johnson City, Tenn.	350
WBIR-TV Knoxville, Tenn.	550
KOLN-TV Lincoln, Neb.	450
KTHV-TV Little Rock, Ark.	450
WMAZ-TV Macon, Ga.	350
WISC-TV Madison, Wis.	600
WKRG-TV Mobile, Ala.	525
WCOV-TV Montgomery, Ala.	225
WDBO-TV Orlando, Fla.	500
WMBD-TV Peoria, Ill.	450
KOOL-TV Phoenix, Ariz.	550
WGAN-TV Portland, Me.	450
WDBJ-TV Roanoke, Va.	675
WREX-TV Rockford, Ill.	450
WDAU-TV Scranton, Pa.	550
KVTY-TV Sioux City, Iowa	500
KELO-TV Sioux Falls, S. D.	500
KDLO-TV Florence, S.D. (off air KELO-TV)	
KPLO-TV Reliance, S.D. (off air KELO-TV)	
WBBT-TV South Bend, Ind.	450
WSPA-TV Spartanburg-Greenville, S.C.	525
KXLY-TV Spokane, Wash.	500
WHYN-TV Springfield-Holyoke, Mass.	450
KTTS-TV Springfield, Mo.	325
WSTV-TV Steubenville-Wheeling	500
WPHI-TV Terre Haute, Ind.	500
WIBW-TV Topeka, Kan.	300
WKBN-TV Youngstown, Ohio	500
Total	\$24,025

Supplementary Interconnected

KGGM-TV Albuquerque, N. M.	300
KFDA-TV Amarillo, Texas	300
WAIM-TV Anderson, S. C.	150
WLBZ-TV Bangor, Me.	275
KOOK-TV Billings, Mont.	150
KBOI-TV Boise, Idaho	250
WWTW-TV Cadillac, Mich.	300
KFBC-TV Cheyenne, Wyo.	150
KSTF-TV Scottsbluff, Neb. (off air KFBC-TV)	
KHSL-TV Chico, Calif.	250
WBOY-TV Clarksburg, W. Va.	200
KKTU-TV Colorado Springs, Colo.	250
KIEM-TV Eureka, Calif.	150
KNAC-TV Fort Smith, Ark.	150
KGAT-TV Harlingen, Texas	300
WSPA-TV Harrisonburg, Va.	250
KID-TV Idaho Falls, Idaho	175
KRCG-TV Jefferson City, Mo.	325
WARD-TV Johnstown, Pa.	200
KODE-TV Joplin, Mo.	300
KHOL-TV Kearney, Neb.	300
KHPL-TV Hayes Center, Neb. (off air KHOL-TV)	
WKBT-TV La Crosse, Wis.	350
KLFY-TV Lafayette, La.	200
WQAL-TV Lancaster, Pa.	1350
KDUB-TV Lubbock, Texas	350
KEDY-TV Big Spring, Texas (off air KDUB-TV)	
KGLO-TV Mason City, Iowa	425
KBES-TV Medford, Ore.	150
WTOK-TV Meridian, Miss.	425
KCJB-TV Minot, N. D.	150
KNOE-TV Monroe, La.	400
KOSA-TV Odessa, Texas	225
KHQA-TV Quincy-Hannibal, Ill.	450
KOLO-TV Reno, Nevada	150
WKNN-TV Saginaw, Michigan	300
KFEQ-TV St. Joseph, Mo.	350
KSBW-TV Salinas-Monterey, Calif.	450
KSBY-TV San Luis Obispo, Calif. (off air KSBW-TV)	
KCTV-TV San Angelo, Texas	200
WTOC-TV Savannah, Ga.	275
KCMC-TV Texarkana, Texas-Ark.	200
KOLD-TV Tucson, Ariz.	225
KXJB-TV Valley City, N. D.	400
KBMB-TV Bismarck, N. D. (off air KXJB-TV)	
KWTX-TV Waco, Texas	300
WCNY-TV Watertown-Carthage, N.Y.	225
WSAU-TV Wausau, Wis.	300
KSYD-TV Wichita Falls, Texas	350
KIMA-TV Yakima, Wash.	275
Total	\$13,275

Supplementary Non-Interconnected

KFBF-TV Great Falls, Mont.	150
Total	\$150

Extended Market Plan

KUAM-TV Agana, Guam, M. I.	50
KVOS-TV Bellingham, Wash.	100
KBTX-TV Bryan, Texas	100
KAVB-TV Carlsbad, N. M.	70
KSPR-TV Casper, Wyo.	50
KICA-TV Clovis, N. M.	50
WCBI-TV Columbus, Miss.	100
WMSL-TV Decatur, Ala.	70
KDIX-TV Dickinson, N. D.	50
WTVY-TV Dothan, Ala.	150
KBAS-TV Ephrata, Wash.	50

WOWL-TV Florence, Ala.	50
WINK-TV Fort Myers, Fla.	50
KXCN-TV Glendive, Mont.	50
KWGB-TV Goodland, Kan.	50
KREX-TV Grand Junction, Colo.	100
KFXJ-TV Montrose, Colo. (off air KREX-TV)	
WDXI-TV Jackson, Tenn.	125
KINY-TV Juneau, Alaska	50
KOTI-TV Klamath Falls, Ore.	50
WFAM-TV Lafayette, Ind.	85
KTAG-TV Lake Charles, La.	60
KHAD-TV Laredo, Texas	50
KLAS-TV Las Vegas, Nev.	125
KLEW-TV Lewiston, Idaho	50
WKYT-TV Lexington, Ky.	100
WDMJ-TV Marquette, Mich.	100
KMSO-TV Missoula, Mont.	100
KTVO-TV Ottumwa, Iowa	135
WJDM-TV Panama City, Fla.	80
WTAF-TV Parkersburg, W. Va.	100
KEPR-TV Pasco, Wash.	100
ZBM-TV Pembroke, Bermuda	50
KOTA-TV Rapid City, S. D.	120
KDUH-TV Hay Springs, Neb. (off air KOTA-TV)	
KWRB-TV Riverton, Wyo.	50
WBOC-TV Salisbury, Md.	70
KPAR-TV Sweetwater-Abitene, Tex.	150
KLIX-TV Twin Falls, Idaho	65
KUMV-TV Williston, N. D.	50
KIVA-TV Yuma, Ariz.	100
Total	\$3,105
Grand Total 197 U.S. Stations	\$124,480

Canadian Interconnected

CKVR-TV Barrie, Ontario	325
CKCO-TV Kitchener, Ontario	480
CFPL-TV London, Ontario	485
CBMT-TV Montreal, Quebec	890
CBOT-TV Ottawa, Ontario	475
CHEX-TV Peterboro, Ontario	280
CKMI-TV Quebec City, Quebec	200
CKSO-TV Sudbury, Ontario	250
CBLT-TV Toronto, Ontario	1100
CKNX-TV Wingham, Ontario	245
Total	\$4,730

Canadian Non-Interconnected

CKX-TV Brandon, Manitoba	170
CHCT-TV Calgary, Alberta	380
CFCY-TV Charlottetown, P.E.I.	185
CFRN-TV Edmonton, Alberta	450
CBHT-TV Halifax, Nova Scotia	340
CFER-TV Kamloops, British Columbia	75
CHBC-TV Kelowna, British Columbia	100
CHBC-TV-1 Penticton, British Columbia	*
CHBC-TV-2 Vernon, British Columbia	*
CJLH-TV Lethbridge, Alberta	200
CHAT-TV Medicine Hat, Alberta	75
CKCW-TV Moncton, New Brunswick	250
CKGN-TV North Bay, Ontario	165
CFCJ-TV Port Arthur, Ontario	220
CKBI-TV Prince Albert, Saskatchewan	145
CKCR-TV Regina, Saskatchewan	290
CHCA-TV Red Deer, Alberta	100
CKCK-TV Regina, Saskatchewan	290
CJBR-TV Rimouski, Quebec	240
CKRN-TV Rouyn, Quebec	100
CJIC-TV Sault Ste. Marie, Quebec	170
CHSJ-TV St. John, New Brunswick	300
CJON-TV St. John's, Newfoundland	240
CFQC-TV Saskatoon, Saskatchewan	255
CJFB-TV Swift Current, Saskatchewan	75
CJCB-TV Sydney, Nova Scotia	255
CFCL-TV Timmins, Ontario	190
CBUT-TV Vancouver, British Columbia	680
CBWT-TV Winnipeg, Manitoba	490
CKOS-TV Yorkton, Saskatchewan	90
Total	\$6,230

Alaska-Cuba-Hawaii-Mexico-Puerto Rico Group (6 Stations)

KTVA Anchorage, Alaska	150
KTVF Fairbanks, Alaska	150
KGMB-TV Honolulu, Hawaii	400
KHBC-TV Hilo, Hawaii	
KMAU-TV Walluku, Hawaii	
WORA-TV Mayaguez, Puerto Rico	150
XHTV-TV Mexico City, Mexico	350
WKAQ-TV San Juan, Puerto Rico	250
Total	\$1,450

Combination Rates

KIEM-TV Eureka, Calif., and KBES-TV Medford, Ore.	\$250
KOTI-TV Klamath Falls, Ore., no charge-no rebate with above	
KTVA Anchorage, KTVF Fairbanks, Alaska	\$250
KINY-TV Juneau, Alaska	275
KWTX-TV Waco and KBTX-TV Bryan, Texas	350
KIMA-TV Yakima; KEPR-TV Pasco, KBAS-TV Ephrata, Wash. and KLEW-TV Lewiston, Idaho	425
Total	\$1,550

Alternate Affiliate

WHDH-TV, Boston, Mass.	\$2500
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Keystone Broadcasting System

Headquarters: 111 W. Washington St., Chicago 2, Ill. State 2-8900.

OFFICERS & DIRECTORS

Sidney J. Wolf, pres (director); Joseph Bayer, vp (director); Noel A. Rhys, executive vp; Edwin R. Peterson, senior vp; William Bayer, vp; Charles A. Hammarstrom, vp; Arthur Wolf, sec-treas (director).

New York 22: 527 Madison Ave. Eldorado 5-3720. Noel A. Rhys, executive vp and eastern sales director; Charles A. Hammarstrom vp; Eve Waldo, office mgr; Martin Mills, research director.

Chicago. Sidney J. Wolf, pres; Edwin R. Peterson, senior vp and midwestern sales director; Arthur Wolf, sec-treas; Paul Kolar, controller; William Wolf, account executive; E. Richard Peterson, Jr., account executive; Blanche Stein, director of station relations; Jane McFadden, traffic mgr and program director; Anita Larie, auditor.

Los Angeles 5: 3142 Wilshire Blvd. Dunkirk 3-2910. William Bayer, vp; Henry G. Eschen, account executive.

San Francisco: 57 Post St. Sutter 1-7440. S. Howard Taylor, account executive.

KEYSTONE RATES

Highest one-minute average rate per station per broadcast per week—\$3.236, one-time, 100 stations, 13 weeks.

Lowest one-minute average rate per station per broadcast per week—\$2.773, one-time, 500 or more stations, 52 weeks.

(Time also sold in 5-, 15-, 30- and 60-minute segments)

Average Rates Per Station Per Broadcast Per Week for One Minute One-Time (Rates for six or more times in parenthesis):

(13 weeks)—100 stations, \$3.236 (\$3.18); 150 stations, \$3.23 (\$3.147); 200 stations, \$3.225 (\$3.114); 250 stations \$3.219 (\$3.08); 300 stations, \$3.213 (\$3.047); 350 stations, \$3.208 (\$3.014); 400 stations, \$3.202 (\$2.98); 450 stations, \$3.197 (\$2.947); 500 or more stations, \$3.191 (\$2.914).

(26 weeks)—100 stations, \$3.141 (\$3.03); 150 stations, \$3.13 (\$2.964); 200 stations, \$3.119 (\$2.897); 250 stations, \$3.108 (\$2.831); 300 stations, \$3.097 (\$2.764); 350 stations, \$3.086 (\$2.697); 400 stations, \$3.075 (\$2.631); 450 stations, \$3.064 (\$2.564); 500 or more stations, \$3.053 (\$2.498).

(39 weeks)—100 stations, \$3.047 (\$2.88); 150 stations, \$3.03 (\$2.731); 200 stations, \$3.014 (\$2.681); 250 stations, \$2.997 (\$2.631); 300 stations, \$2.98 (\$2.481); 350 stations, \$2.964 (\$2.331); 400 stations, \$2.947 (\$2.281); 450 stations, \$2.93 (\$2.181); 500 or more stations, \$2.914 (\$2.10).

(52 weeks)—100 stations, \$2.953 (\$2.731); 150 stations, \$2.93 (\$2.597); 200 stations, \$2.908 (\$2.464); 250 stations, \$2.886 (\$2.331); 300 stations, \$2.864 (\$2.198); 350 stations, \$2.842 (\$2.10); 400 stations, \$2.819 (\$2.10); 450 stations, \$2.787 (\$2.10); 500 or more stations, \$2.775 (\$2.10).

KEYSTONE AFFILIATES

As of July 18, 1958

Alabama—WRFS Alexander City; WCTA Andalusia; WANA Anniston; WBCA Bay Minette; WEBJ Brewton; WRAG Carrollton; WKLF Clanton; WKUL Cullman; WMSL Decatur; WXAL Demopolis; WULA Eufaula; WBLO Evergreen; WWWF Fayette; WJOI Florence; WZOB Fort Payne; WFTO Gadsden; WGEA Geneva; WGYV Greenville; WGSV Guntersville; WJBB Haleyville; WERH Hamilton; WBHP Huntsville; WPBB Jackson; WWWB Jasper; WMOZ Mobile; WMFC Monroeville; WURL Oneonta; WJHO Opelika; WPID Piedmont; WELR Roanoke; WWWR Russellville; WROS Scottsboro; WHBB Selma; WFEB Sylacauga; WHTB Talladega; WJDB Thomasville; WTEF Troy; WTBC Tuscaloosa; WTUS Tuskegee; WETU Wetumpka.

Arizona—KCKY Coolidge; KAWT Douglas; KCLS Flagstaff; KDDI Holbrook; KNOG Nogales; KRIZ Phoenix; KZOK Prescott; KVNC Winslow; KOFA Yuma.

Arkansas—KVRK Arkadelphia; KBTA Batesville; KBBA Benton; KTCN Berryville; KAMD Camden; KCON Conway; KAGH Crossett; KDQN De Queen; KELD El Dorado; KXJK Forrest City; KHQZ Harrison; KPFA Helena; KXAR Hope; KBHS Hot Springs; KBTM Jonesboro; KGGH Little Rock; KBOK Malvern; KTML Marked Tree; KUSA McGehee; KENA Mena; KBHM Monticello; KTLQ Mountain Home; KOSE Osceola; KDRS Paragould; KOTN Pine Bluff; KPQC Pochontas; KXRJ Russellville; KWCB Searcy; KUOA Siloam Springs; KBRS Springdale; KWAK Stuttgart; KRLW Walnut Ridge; KWRP Warren.

California—KIBS Elshope; KBMX Coalinga; KRDU Dinuba; KICO El Centro (Calxico); KDAC Fort Bragg; KPER Gilroy; KCVR Lodi; KNEZ Lompoc; KYOS Merced; KSEF Needles; KDES Palm Springs; KIBE Palo Alto; KPRL Paso Robles; KAFP Petaluma; KRKS Ridgecrest; KITO San Bernardino; XERB San Diego

(Tijuana, Mexico); KROG Sonora; KSUE Susanville; KTKR Taft; KGEN Tulare; KTUR Turlock; KUDU Ventura; KWSO Wasco; KAGR Yuba City.

Colorado—KGIW Alamosa; KIII Brighton-Fort Lupton; KRIN Canon City; KAFA Colorado Springs; KVFC Cortez; KRAI Craig; KLIR Denver; KIUP Durango; KFTM Fort Morgan; KYOU Greeley; KENZ La Junta; KLMR Lamar; KLVC Leadville; KLOV Loveland; KSLV Monte Vista; KVRH Salida KOLR Sterling; KCRT Trinidad.

Florida—WAPG Arcadia; WTRL Bradenton; WKTS Brooksville; WTAN Clearwater; WKKO Cocoa; WCNU Crestview; WDCF Dade City; WDSF De Funiak Springs; WOOO Deland; KDEF Delray Beach; WFBF Fernandina Beach; WINK Fort Myers; WARM Fort Pierce; WGGG Gainesville; WGMA Hollywood; WZRO Jacksonville Beach (Jacksonville); WKWF Key West; WRWB Kissimmee; WDSR Lake City; WIPC Lake Wales; WJBE Leesburg; WNER Live Oak; WMAF Madison; WTVS Marianna; WNOG Naples; WSBB New Smyrna Beach; WTMCO Ocala; WKIS Orlando; WWFP Palatka; WDLF Panama City; WPPA Pensacola; WPRY Perry; WFOY St. Augustine; WTRR Sanford; WKXY Sarasota; WJCM Sebring; WRGR Starke; WSTU Stuart; WWTB Tampa (Formerly WEBK). WAXE Vero Beach; WAUC Wauchula.

Georgia—WAAG Adel; WJAZ Albany; WCQS Alma; WDEC Americus; WDOL Athens; WBAI Augusta; WMGR Bainbridge; WHAB Baxley; WMOG Brunswick; WGRA Cairo; WCLB Camilla; WCHK Canton; WLBB Carrollton; WBHF Cartersville; WGAA Cedartown; WMJM Cordele; WGPS Covington; WBLJ Dalton; WDWD Dawson; WDMG Douglas; WMLT Dublin; WSGG Elberton; WBHB Fitzgerald; WFPM Fort Valley; WGGC Gainesville; WKEU Griffin; WCEI Hawkinsville; WBGR Jesup; WLFA Lafayette; WLGA La Grange; WMGE Madison; WFDR Manchester; WFOM Marietta; WDXA McRae; WMVG Mill-Edgeville; WMRE Monroe; WMGA Moultrie; WBBN Perry; WSFB Quitman; WRGA Rome; WSNT Sandersville; WFRP Savannah; WWSN Statesboro; WSYL Sylvania; WSFT Thomas- ton; WTWA Thomson WWSG Tifton; WLFT Toccoa; WJEM Valdosta; WVOP Vidalia; WAYX Waycross; WBRO Waynesboro; WRLD West Joint; WIMO Winder.

Hawaii—KILA Hilo; KAIM Honolulu.

Idaho—KABR Burley; KCID Caldwell; KORT Grangeville; KIFI Idaho Falls; KRPI, Moscow; KPID Payette; KWIK Pocatello; KPST Preston; KRXX Rexburg; KSPT Sandpoint; KEEP Twin Falls; WVNI Coeur d'Alene.

Illinois—WBYS Canton; WEIC Charleston; WITY Danville; WDQN Duquoin; WFIW Fair- field; WEBQ Harrisburg; WJPF Herrin; WKEL Kewanee; WPRC Lincoln; WKAI Macomb; WMOK Metropolis; WVMC Mt. Carmel; WINI Murphysboro; WVLN Olney; WTAY Robinson.

Indiana—WCBC Anderson; WBNL Boonville; WCMR Elkhart; WILQ Frankfort; WITZ Jasper; WBTO Linton; WORX Madison; WPCO Mount Vernon; WARU Peru; WPGW Portland; WSLM Salem; WJCD Seymour; WJVA South Bend; WTCT Tell City; WAMW Washington.

Iowa—KIGA Algona; KASI Ames; KJAN Atlantic; KWBG Boone; KCOG Centerville; KCHA Charles City; KCHF Cherokee; KSWI Council Bluffs; KSIB Creston; KDEC Decorah; KLLL Estherville; KXGI Fort Madison; KGRN Grinnell; KXIC Iowa City; KSMN Mason City; KLEE Ottumwa; KAYL Storm Lake; KJFJ Webster City.

KANSAS—KARE Atchison; KCRB Chanute; KNCK Concordia; KBTO El Dorado; KVOE Emporia; KMDO Fort Scott; KIUL Garden City; KWGB Goodland; KAYS Hays; KWBW Hutchinson; KIND Independence; KJCK Junction City (Fort Riley); KCOLO Leavenworth; KMAN Manhattan KNDY Marysville; KNEK McPherson; KJRG Newton; KLKC Parsons; KSEK Pittsburg; KWSK Pratt; KRSL Russell; KTOP Topeka.

Kentucky—WBRT Bardstown; WCBL Benton; WLEJ Bowling Green; WTCO Campbellville; WNES Central City; WAIN Columbia; WCTT Corbin; WZIP Covington (Cincinnati, Ohio); WCPM Cumberland; WCYN Cynthia; WHIR Danville; WIEL Elizabethtown; WFKY Frankfort; WFKN Franklin; WKAY Glasgow; WHLN Harlan; WHBN Harrodsburg; WKIC Hazard; WSON Henderson; WKOA Hopkinsville; WJBN Lebanon; WLEX Lexington. WFMW Madisonville; WWXL Manchester; WNGO Mayfield; WFM Maysville; WMK Middleboro; WFLW Monticello; WMOR Morehead; WNKY Neon; WOMI Owensboro; WSP Paintsville; WKLL Paris; WPKE Pikeville; WPRT Prestonsburg; WPKY Princeton; WEKY Richmond; WRUS Russellville; WLCK Scottsville; WSFC Somerset.

Louisiana—KDBS Alexandria; KTRY Bastrop; WEND Baton Rouge; WIKC Bogalusa; WARB

Covington; KSIG Crowley; KDLA De Ridder; KLFT Golden Meadow; WFPR Hammond; KVHL Homer; KCIL Houma; KJEF Jennings; KLEU Jonesville; KLPL Lake Providence; KLLA Leesville; KDBC Mansfield; KAPB Marksville; KLIC Monroe; KMRC Morgan City; KNOC Natchitoches; KANE New Iberia; KREH Oakdale; KSLO Opelousas; KCLP Ray- ville; KRUS Ruston; KBSF Springhill; KKS Sulphur (Formerly KSUL); KTLD Tallulah; KVPI Ville Platte; KEVL White Castle; KVCL Winnfield; KMAR Winnsboro.

Maine—WRUM Rumford; WGHM Skowhegan.

Maryland—WAYE Baltimore; WCEM Cambridge; WPTX Lexington Park; WTRR Westminster; WDON Wheaton.

Massachusetts—WREB Holyoke (Springfield); WMOO Milford; WBEW Pittsfield; WTYM Springfield; WARE Ware.

Michigan—WALM Albion; WLEW Bad Axe; WERN Big Rapids; WMRP Flint; WBFC Fremont; WMPL Hancock; WAHL Hastings; WBSE Hillsdale; WKID Iron River; WJMS Ironwood; WJPD Ishpeming; WKLA Luding- ton; WMTE Manistee; WDMJ Marquette; WAGN Menominee; WCEN Mt. Pleasant; WMAB Munising; WXIL Niles; WHLS Port Huron.

Minnesota—KASM Albany; KXRA Alexandria; KANO Anoka; KBUN Bemidji; KBMO Benson; KBMW Breckenridge; WKLK Cloquet (Duluth- Superior); KROX Crookston; KDLM Detroit Lakes; WELY Ely; WEVE Eveleth (Virginia); KOZY Grand Rapids; KDUZ Hutchinson; CFOB International Falls; KLTF Little Falls; KMRS Morris; KNUJ New Ulm; KRFO Owatonna; WCMP Pine City; KLOH Pipestone; WAWN Stillwater; KFAM St. Cloud; KAGE Winona.

Mississippi—WAMY Amory; WBLE Batesville; WBCM Biloxi-Gulfport; WBIP Booneville; WJMB Brookhaven; WDOB Canton; WGLC Centerville; WROX Clarksdale; WCLD Cleveland; WCJU Columbia; WCBI Columbus; WCMA Corinth; WMAG Forest; WJPR Green- ville; WGRM Greenwood; WNAG Grenada; WFOR Hattiesburg; WMDC Hazlehurst; WCPC Houston; WNLA Indianola; WKOZ Kosciusko; WAML Laurel; WMBC Macon; WSJC Magee; WAPF McComb; WMOX Meri- dian; WMS Natchez; WNAU New Albany; WSUH Oxford; WPMP Pascagoula; WRJW Picayune; WSSO Starkville; WELO Tupelo; WQBC Vicksburg; WABO Waynesboro; WROB West Point; WAZF Yazoo City.

Missouri—KWRT Boonville; KBHM Branson; KGMO Cape Girardeau; KDMO Carthage; KCRV Caruthersville; KCHR Charleston; KCHL Chillicothe; KDKD Clinton; KBIA Col- umbia; KDEFX Dexter; KREI Farmington; KWOS Jefferson City; KIRX Kirksville; KLWT Lebanon; KTCC Malden; KNIM Mary- ville; KNCM Moberly; KRMO Monett; LRS Mountain Grove; KBTN Neosho; KNEM Nevada; KWOC Poplar Bluff; KTTR Rolla; KSGM Sta. Genevieve; KRES St. Joseph; KSMO Salem; KDRO Sedalia; KICK Spring- field; KALM Thayer; KTTN Trenton; KLPW Union; KOKO Warrensburg; KWRE Warren- ton; KWPM West Plains.

Montana—KANA Anaconda; KBMY Billings; KBMN Bozeman; KDBM Dillon; KUDI Great Falls; KOJM Havre; KCAP Helena; KGEZ Kalispell; KLCB Libby; KPRK Livingston; KATL Miles City; KBTB Missoula; KIYI Shel- by; KVCK Wolf Point.

Nebraska—KCOW Alliance; KCSR Chadron; KJSK Columbus; KEFT Fremont; KHAS Hastings; KUVR Holdrege; KGFV Kearney; KLMS Lincoln; KBRL McCook; KODY North Platte; KOGA Ogallala; KOOO Omaha KVHC O'Neill; KSID Sidney; KAWL York.

Nevada—KPTL Carson City; KVLV Fallon; KRAM Las Vegas; KATO Reno.

New Hampshire—WMOU Berlin; WKXL Con- cord; WLNH Laconia.

New Jersey—WLDB Atlantic City; WNNJ Newton.

New Mexico—KALG Alamogordo; KHAM Al- buquerque; KSVP Artesia; KNAVE Carlsbad; KLMB Clayton; KCLV Clovis; KOTS Deming; KMIN Grants; KWEW Hobbs; KOBE Las Cruces; KRNS Los Alamos; KENM Portales; KRTN Raton; KBIM Roswell; KSIL Silver City; KCHS Truth or Consequences; KTNM Tucumcari.

New York—WMOB Auburn; WBRV Boonville (Rome-Utica); WFLR Dundee; WOSC Fulton; WJOC Jamestown; WLFH Little Falls; WICY Malone; WALL Middletown; WIRY Platts- burgh; WNYS Salamanca; WNBZ Saranac Lake; WRSA Saratoga Springs; WDLA Walton.

North Carolina—WRCS Ahsokie; WABZ Albe- marle; WGRW Asheville; WBBB Burlington; WFGO Concord; WCKB Dunn; WCDJ Edenton; WCNC Elizabeth City; WBLA Elizabethtown; WFAI Fayetteville-Fort Bragg; WBOB Forest

Networks CONTINUED

City; WFSC Franklin; WFVG Fuquay Springs (Raleigh); WLTC Gastonia; WFMC Goldsboro; WKDX Hamlet; WHNC Henderson; WHKJ Hendersonville; WHPE High Point; WJNC Jacksonville; WELS Kinston; WEWO Laurinburg; WLOE Leaksville; WJRI Lenoir; WBUY Lexington; WTSB Lumberton; WMMH Marshall; WMAP Monroe; WHIP Mooresville; WMBL Morehead City; WMNC Morganton; WPAQ Mount Airy; WRNB New Bern (Formerly WOOW); WNNC Newton; WKBC No. Wilkesboro; WERC Reidsville; WCBT Roanoke Rapids; WCEC Rocky Mount; WSTP Salisbury; WWGP Sanford; WOHs Shelby; WEEB Southern Pines; WMSJ Sylva; WTYN Tryon; WADE Wadesboro; WLSE Wallace; WHED Washington; WHCC Waynesville. WENC Whiteville.

North Dakota—KDLR Devils Lake; KDIX Dickinson; KNDC Hettinger; KEYJ Jamestown; KOVC Valley City.

Ohio—WATG Ashland; WILE Cambridge; WBEX Chillicothe; Cincinnati (See Covington, Kentucky); WJER Dover; WOHI East Liverpool; WJFH Gallipolis; WSRW Hillsboro; WIRO Ironton; WLMJ Jackson; WTIG Massillon; WFTW Piqua; WCHO Washington Court House; WKOV Wellston; WWST Wooster; Youngstown (See Farrell, Pennsylvania).

Oklahoma—KADA Ada; KWHW Altus; KVSO Ardmore; KLTR Blackwell; KWCO Chickasha; KWPR Claremore; KWOB Clinton; KUSH Cushing; KRHD Duncan; KCBC Enid; KTAT Frederick; KWRW Guthrie; KGCN Guymon; KTJS Hobart; KIHN Hugo; KTCM McAlester; KGLC Miami; KNOR Norman; KBYE Oklahoma City; KHBC Okmulgee; KVLH Pauls Valley; KLCO Poteau; KOLS Pryor; KTLQ Tahlequah; KWSE Tri-City; (Wewoka-Seminole-Holdenville); KWJN Vinita.

Oregon—KWJN Ashland; KAST Astoria; KBKR Baker; KBND Bend; KRNS Burns; KWRO Coquille; KPLK Dallas; KASH Eugene; KUIK Hillsboro (Portland); KLDK Klamath Falls; KLEB La Grande; KQIK Lakeview; KGAL Lebanon; KMCM McMinnville; KBOY Medford; KNPT Newport; KBCH Oceanlake; KSRV Ontario; KWRC Pendleton; KLIQ Portland; KODL The Dalles.

Pennsylvania—WNCC Barnesboro; WBFD Bedford; WBRX Berwick; WLOA Braddock (Pittsburgh); WCDD Carbonate (Scranton); WHYL Carlisle; WESA Charleroi; WCVI Conneville; WOTR Corry; WPAR Farrell (Youngstown, Ohio); WHUN Huntingdon; WDAD Indiana; WADP Kane; WACB Kittanning; WAKU Latrobe; WITT Lewisburg; WMGV Meadville; WKRZ Oil City; WEAZ Pottstown; WPMI Punxsutawney; WKMC Roaring Spring; WKBI St. Marys; WATS Sayre; WNAJ State College; WAYZ Waynesboro; WLYC Williamsport.

Puerto Rico—WFOA San Juan.

South Carolina—WABV Abbeville; WAKN Aiken; WAIN Anderson; WBAW Barnwell; WBLR Batesburg; WBEU Beaufort; WAGS Bishopville; WACA Camden; WHAN Charleston; WCRE Cheraw; WGCD Chester; WPCC Clinton; WDSC Dillon; WELP Easley; WOLS Florence; WFGN Gaffney; WGTN Georgetown; WGSW Greenwood; WEAB Greer (Greenville); WBHC Hampton; WHSC Hartsville; WDKD Kingstree; WLCM Lancaster; WYMB Manning; WJAY Mullins; WMYB Myrtle Beach; WKDK Newberry; WTND Orangeburg; WRHI Rock Hill; WSNW Seneca; WTHE Spartanburg (Formerly WJAN); WFJG Sumter; WBCU Union; WAJD Walterboro.

South Dakota—KABR Aberdeen; KBRK Brookings; KIJV Huron; KOLY Mobridge; KGFX Pierre; KISD Sioux Falls; KWAT Watertown; KWYR Winner; KYNT Yankton.

Tennessee—WEAG Alcoa; WLAR Athens; WFHG Bristol (Bristol, Tenn.—Va.); WMFS Chattanooga; WMCH Church Hill; WJZM Clarksville; WCLE Cleveland; WKRM Columbia; WHUB Cookeville; WKBL Covington; WAEP Crossville; WDNT Dayton; WDKN Dickson; WDSG Dyersburg; WEMB Erwin; WEKR Fayetteville; WAGG Franklin; WHIN Gallatin; WGRV Greeneville; WHBT Harman; WIRJ Humboldt; WDXI Jackson; WCCL Jamestown; WKXV Knoxville; WLAJ La Follette; WDNE Lawrenceburg; WCOR Lebanon; WLLI Lenoir City; WJMJ Lewisburg; WDXL Lexington; WMMT McMinnville; WHEY Millington; WCRK Morristown; WGNS Murfreesboro; WNAH Nashville; WLJK Newport;

WOKE Oak Ridge; WTPR Paris; WTRB Ripley; WORM Savannah; WEPG South Pittsburg; WDBL Springfield; WDEH Sweetwater; WJIG Tullahoma; WENK Union City; WCDDT Winchester.

Texas—KVLF Alpine; KZIP Amarillo; KACT Andrews; KBUD Athens; KALT Atlanta; KRUN Ballinger; KIOX Bay City; KREL Baytown; KBLT Big Lake; KTNC Big Spring; KEYN Bonham; KBBB Borger; KNEL Brady; KSTB Breckenridge; KWHI Brenham; KBOR Brownsville; KBWD Brownwood; WTAW Bryan (College Station); KBEN Carrizo Springs; KGAS Carthage; KCTX Childress; KCAR Clarksville; KVLB Cleveland; KSTA Coleman; KVMC Colorado City; KAND Corsicana; KIVY Crockett; KXIT Dalhart; KDLK Del Rio; KDNT Denton; KDDD Dumas; KEPS Eagle Pass; KERC Eastland; KPSS Palfurias; KFLD Floydada; KFST Ft. Stockton; KNAF Fredericksburg; KBRZ Freeport; KGAF Gainesville; KILE Galveston (Formerly KLUF); KSWA Graham; KCTI Gonzales; KGVJ Greenville; KCLW Hamilton; KPAN Hereford; KHBR Hillsboro; KSAM Huntsville; KEBE Jacksonville; KTXJ Jasper; KMBL Junction; KAML Kennedy-Karnes City; KERB Kermit; KERV Kerrville; KOCA Kilgore; KLEN Kleen; KPET Lamesa; KVOZ Laredo; KLYT Levelland; KVOW Littlefield; KLET Livingston; KFRO Longview; KLLJ Lubbock; KRBA Lufkin; KMHT Marshall; KIRT McAllen (Mission); KCMR McCombs; KBUS Mexia; KJBC Midland; KQRC Mineral Wells; KVKM Monahan; KIMP Mt. Pleasant; KZOL Muleshoe; KOSF Naacogdoches; KGNB New Braunfels; KRIG Odessa; KOGT Orange; KIUN Pecos; KVOP Plainview; KBOP Pleasanton; KRWS Post; KOLJ Quanah; KNET Palestine; KPAT Pampa; KFTV Paris; KSOX Raymondville; KTXL San Angelo; KCNY San Marcos; KBAL San Saba; KSML Seminole; KSEY Seymour; KEVA; Shamrock; KTAN Sherman; KSNY Snyder; KDWT Stamford; KSTV Stephenville; KSST Sulphur Springs; KXOX Sweetwater; KTAJ Taylor; KTFB Texarkana; KTLV Texas City; KTUE Tulsa; KTBK Tyler; KVQU Uvalde; KWVC Vernon; KVIC Victoria; KBEC Waxahatchie.

Utah—KBUH Brigham City; KVNU Logan; KKOG Ogden; KOAL Price; KEYY Provo; KSOP Salt Lake City; KDXU St. George; KTUT Tooele City; KVET Vernal.

Virgin Islands—WIVI Christiansted (St. Croix).

Virginia—WKLK Blackstone; WINA Charlottesville; WECR Christiansburg; WKYE Covington; WCVA Culpeper; WEVA Emporia; WFAX Falls Church; WYSR Franklin; WFVA Fredericksburg; WFTR Front Royal; WBOB Galax; WDDY Gloucester; WMNA Gretna; WHAP; Hopewell; WREL Lexington; WBRG Lynchburg; WPRW Manassas; WMEV Marlon; WMVA Martinsville; WSGI Mount Jackson; WNYA Norton; WJMA Orange; WSSV Petersburg; WPUV; Pulaski; WRIC Richlands; WHYE Roanoke (Formerly WRKE); WYTI Rocky Mount; WHLF South Boston; WLPM Suffolk; WESR Tasley; WBOF Virginia Beach; WEER Warrenton; WNNT Warsaw; WAYB Waynesboro; WLNC Winchester; WYVE Wytheville.

Washington—KXRO Aberdeen; KACT Anacortes; KPUG Bellingham; KELA Centralia; KCLX Colfax; KCVL Colville; KXLE Ellensburg; KNBX Kirkland (Seattle); KWLK Longview; KSEM Moses Lake; KGY Olympia; KPKW Pasco; KONP Fort Angeles; KARY Prosser; KAPA Raymond; KENE Toppenish; KKEY Vancouver (Formerly KHPS); KTEL Walla Walla; KUEN Wenatchee.

West Virginia—WTIP Charleston; WHAR Charlesburg; WDNE Elkins; WTCS Fairmont; WPLH Huntington; WKYR Keyser; WEPM Martinsburg; WHJC Matewan; WMOD Moundsville (Wheeling); WETZ New Martinsville; WCEF Parkersburg; WLOH Princeton; WRON Roncoverte; WHAW Weston; WELC Welch.

Wisconsin—WHBY Appleton; WATW Ashland; WECL Eau Claire (Formerly WRFW); WDUZ Green Bay; WTKM Hartford; WHSM Hayward; WLXK La Crosse (Formerly WLDL); WLDY Ladysmith; WIGM Medford; WMNE Menomonie; WFOX Milwaukee; WOSH Oshkosh; WPPF Park Falls; WSWW Platteville; WPLY Plymouth (Sheboygan); WIBU Poyntette; WRDE Reedsburg; WRCO Richland Center; WCWC Ripon; WTCH Shawano; WCOW Sparta; WDOR Sturgeon Bay; WTRW Two Rivers; WTTN Watertown; WRVF Wausau.

Wyoming—KBBS Buffalo; KATI Casper; KWVO Cheyenne; KWIV Douglas; KLUK Evanston; KIML Gillette; KOVB Lander; KOWB Laramie; KASL Newcastle; KPWW Powell; KRAL Rawlins; KVRB Rock Springs; KWYO Sheridan; KRTR Thermopolis; KGOS Torrington; KWOR Worland.

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MUTUAL NETWORK RATES (As of Sept. 1, 1958)

These are gross rates for one hour. Day and night rates are the same (although full network costs about 7% less at night because some MBS affiliates are daytime only). Mutual has special rate schedules for shorter periods. Five-minute periods in premium time (9:30 a.m., 10:30 a.m., 12:30 p.m., 1:30 p.m., 5:30 p.m., 6:30 p.m. and 7:30 p.m.) cost \$725 (full network). Five-minute periods at other times are \$500. Twenty-second announcements are \$300 in premium time, \$200 at other times. Eight-second announcements are \$150 in premium time, \$100 at other times.

ALABAMA

WEZB Birmingham (D)	150
WMSL Decatur	10
WXAL Demopolis	10
WDIG Dothan (Dual)	15
WULA Eufaula	10
WJOT Florence	10
WJBB Haleyville	10
WBPH Huntsville	10
WAPX Montgomery (Dual)	50
WJHO Opelika	10
WFEB Sylacauga	10

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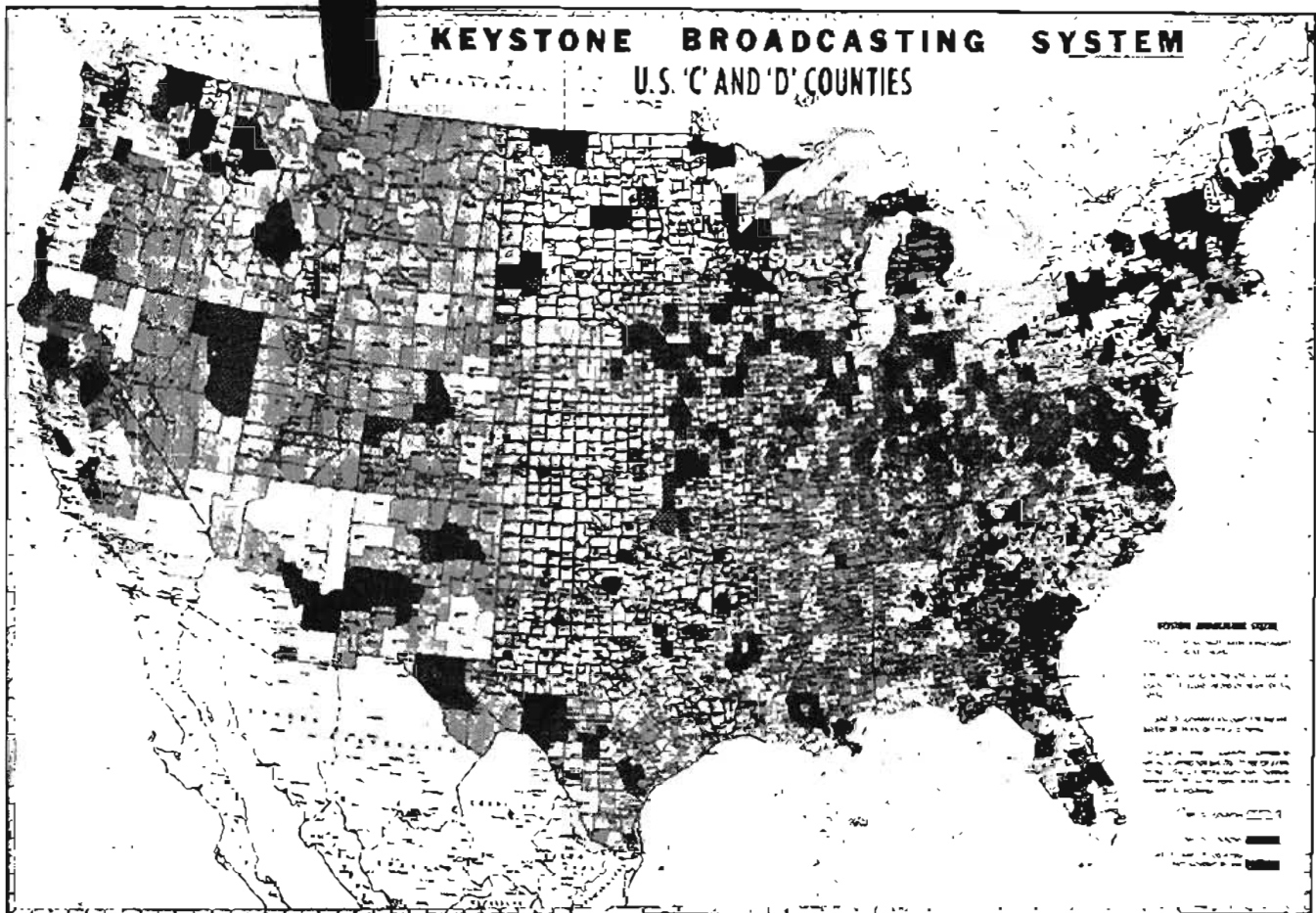
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Here are a few quick facts gleaned from our brand new C & D marketing map—yours for the asking:

- Total retail sales in 275 "A" and "B" Counties—132 Billions of dollars or 68.6% of the total.
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KEYSTONE BROADCASTING SYSTEM
111 West Washington St., Chicago 2, Illinois

Name _____

Address _____

City _____ State _____ Zone _____

Networks CONTINUED

MUTUAL RATES (Continued)

WHTB Talladega	10
WTBF Troy	13
WTBC Tuscaloosa	10

ARIZONA

KSUN Bisbee	10
KAWT Douglas	10
KVNA Flagstaff	10
KOY Phoenix	75
KHFH Sierra Vista	10
KTUC Tucson	25
KVNC Winslow	10
KVOY Yuma (Dual)	15

ARKANSAS

KAMD Camden	10
KFAY Fayetteville (D)	10
KTCS Fort Smith (D)	20
KFFA Helena	15
KFTM Jonesboro	20
KGHI Little Rock	45
KVMA Magnolia (D)	10
KOTN Pine Bluff	20
KWAK Sultzgari	10
KUOA Siloam Springs (D)	10

CALIFORNIA

KPAY Chico	30
KXO El Centro	20
KIEM Eureka	25
KYNO Fresno	80
KHJ Los Angeles	250
KMYC Marysville	25
(D) Daytime Station	
KYOS Merced	25
KPRL Paso Robles	10
KRDG Redding	15
KGMS Sacramento	55
KSEW Salinas-Monterey	25
KITO San Bernardino	40
KGB San Diego	105
KFPC San Francisco	200
KVEC San Luis Obispo	20
KTMS Santa Barbara	35
KWG Stockton	40
KCOK Tulare-Visalia	20
KVEN Ventura	10

COLORADO

KIMN Denver	100
KGLN Glenwood Springs (D)	10
KREX Grand Junction	30

CONNECTICUT

WNAB Bridgeport (Dual)	60
WPCP Hartford (Dual)	100
WNLC New London	40
WTOR Torrington	10
WWCO Waterbury	50

DISTRICT OF COLUMBIA

WGMS Washington	150
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FLORIDA

WRUF Gainesville	40
WKWF Key West	10
WDSR Lake City	15
WONN Lakeland	10
WLBE Leesburg	15
WTYS Marianna	10
WMMB Melbourne	10
WKAT Miami	80
WEBY Milton-Pensacola (D)	10
WSBB New Smyrna Beach	20
WHOO Orlando	50
WPCF Panama City (Dual)	10
WGNH Quincy	10
WTSP St. Petersburg-Tampa	60
WSTU Stuart	10
WIPK West Palm Beach	20
WSIR Winter Haven	10

GEORGIA

WYZE Atlanta (D)	100
WBBQ Augusta	30
WBHF Cartersville	10
WGPA Columbus (D)	50
WMJM Cordele	10
WRLJ Dalton	10
WBHE Fitzgerald	10
WGA Gainesville	20
WKEU Griffin	10
WLAG La Grange	10
WNEX Macon (Dual)	30
WNVG Milledgeville	10
WCOH Nowman	10
WRGA Rome	30
WCCP Savannah	40
WTWA Thomson	10
WGOV Valdosta	30
WAYX Waycross	10

IDAHO

KGEM Boise	40
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ILLINOIS

WLS Chicago (Dual)	550
WJPF Herrin	18
WIRL Peoria (Dual)	70
WCVS Springfield (Dual)	40

INDIANA

WASK Lafayette	10
WSAL Logansport	10
WVA South Bend (D)	20
WAOV Vincennes	20

IOWA

KCRG Cedar Rapids	55
KROS Clinton	30
KSWI Council Bluffs, Iowa	
(Omaha, Neb.) (D)	80
KSTT Davenport	65
KWDM Des Moines	88
WDRQ Dubuque	30
KVFD Fort Dodge	33
KWWL Waterloo	50

KANSAS

KGNO Dodge City	10
KVGB Goodland (D)	10
KIND Independence (D)	10
KSAL Salina	45
KTOP Topeka	25
KAKE Wichita	50

KENTUCKY

WLBJ Bowling Green	20
WCTT Corbin	10
WHIR Danville	10
WFKY Frankfort	10
WVLK Lexington	50
WTMT Louisville	60
WPTM Maysville	10
WOMI Owensboro	25
WKYR Paducah	35
WSP Palmitville	10
WPKE Pikeville	10
WEKY Richmond	10
WSFC Somerset	10

LOUISIANA

WAIL Baton Rouge	50
WKFC Bogalusa	10
KEUN Eunice	10
KPEL Lafayette	20
KAOK Lake Charles	10
KLIC Monroe	18
KNOG Natchitoches	10
WTPS New Orleans	100
KENT Shreveport	50

MAINE

WFAU Augusta	30
WABI Bangor (Dual)	60
WIDE Biddeford	20
WCOH Lewiston-Auburn	30
WPOR Portland (Dual)	50

MARYLAND

WWIN Baltimore	100
WJEJ Hagerstown (Dual)	30

MASSACHUSETTS

WNAC Boston	250
WALE Fall River	40
WEIM Fitchburg	60
WHAJ Greenfield	23
WLLH Lowell-Lawrence	60
WHMP Northampton	24
WBK Pittsfield	50
WMAS Springfield	60
WARE Ware (D)	20
WOCB West Yarmouth	30
WAAB Worcester (Dual)	90

MICHIGAN

CKLW Detroit	300
WBBC Escanaba	20
WRBC Flint	60
WLAV Grand Rapids	68
WKHM Jackson	33
WDMJ Marquette	13
WMUS Muskegon (D)	40
WCGW Saginaw-Bay City	40

MINNESOTA

KAUS Austin	35
KBUN Bemidji	10
WDSM Duluth-Superior (Dual)	60
WEVE Eveleth	10
KSUM Fairmont	15
KGDE Fergus Falls	15
KOZY Grand Rapids	10
St. Paul (D)	100
WISK Moorhead (see Fargo, N. D.)	
KWAD Wadena	10

MISSISSIPPI

WAMY Amory (D)	10
WLOX Biloxi-Gulfport	10
WJMB Brookhaven	10
WHOX Clarksdale	10
WCHI Columbus	10
WJPR Greenville	25
WNAG Grenada	10
WRBC Jackson	15
WMOX Meridian	20
WNAT Natchez	10
WTEL Tupelo	13
WQBC Vicksburg	15
WROB West Point	10
WAZF Yazoo City	10

MISSOURI

KWOS Jefferson City	30
WMBH Joplin	35
KXEO Mexico	10
KRES St. Joseph	65

MONTANA

KOPR Butte	50
KOJM Havre	10
KIYI Shelby	10
KCCX Sidney	20
KVCK Wolf Point	10

NEBRASKA

KGFV Kearney	23
KLMS Lincoln	60
KBRL McCook (D)	10
Omaha (See Council Bluffs, Iowa)	

NEVADA

KORK Las Vegas	10
KATO Reno	25

NEW JERSEY

WLDB Atlantic City	40
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NEW MEXICO

KALG Alamogordo	10
KSVP Artesia	10
KWEW Hobbs	5
KGEL Roswell	10
KTNM Tucumcari	10

NEW YORK

WOKO Albany	95
WMBO Auburn	10
WBTA Batavia	10
WKOP Binghamton	40
WEBR Buffalo	138
WLEA Hornell (D)	10
WEIH Horseheads-Elmira	
Heights (D)	25
WJOC Jamestown	20
WKNY Kingston	20
WICY Malone	10
WOR New York	700
WSLB Ogdensburg	20
WIRY Plattsburg	10
WKAL Rome-Ltica	30
WNDR Syracuse	88

NORTH CAROLINA

WBBE Burlington (D)	20
WCGC Belmont-Charlotte	70
WWIT Canton (D)	20
WBLA Elizabethtown (D)	10
WFNC Fayetteville	20
WFBG Fuquay Springs (D)	30
WGBG Greensboro	25
WGTC Greenville	10
WHNC Henderson (D)	10
WJNC Jacksonville	10
WISP Kinston	10
WLOE Leeksville	10
WJRI Lenoir	10
WTSB Lumberton	10
WSYD Mt. Airy	10
WHIT New Bern	10
WKIX Raleigh	50
WCBT Roanoke Rapids	10
WSTP Salisbury	25
WOHS Shelby (D)	20
WGNI Wilmington	20
WVOT Wilson	20
WTOB Winston-Salem (Dual)	38

NORTH DAKOTA

KDLR Devils Lake	20
KVOX Fargo (Moorhead, Minn.)	38
KNOX Grand Forks	13
KEYJ Jamestown	10
KLPM Minot (Dual)	30
KOVC Valley City	10

OHIO

WHKK Akron (D)	75
Bellaire (See Wheeling, W. Va.)	
WBEX Chillicothe (Dual)	10
WZIP Cincinnati	100
WDOK Cleveland	110
WIRO Ironton	10
WMOA Marietta	20
WLEC Sandusky	20
WSTV Steubenville	40
WTOD Toledo (D)	65
Youngstown (See New Castle, Pa.)	

OKLAHOMA

KWON Bartlesville	13
KRHD Duncan	10
WBBZ Ponca City	20
KGFF Shawnee	10
KTOW Oklahoma City (D)	60

OREGON

KWIL Albany	15
KWIN Ashland	15
KAST Astoria	20
KEND Bend	20
KOOS Coos Bay	20
KORE Eugene	25
KUIN Grants Pass	15
KFJI Klamath Falls	20
KPOJ Portland	100
KRXL Roseburg	15
KSLM Salem	30

PENNSYLVANIA

WCPA Clearfield (D)	10
WCMB Harrisburg	60
WAZL Hazleton (Dual)	25
WCRO Johnstown (Dual)	45
WLAN Lancaster (Dual)	60
WAKU Latrobe (D)	20

WBPZ Lock Haven	19
WKST New Castle-Youngstown, Ohio	45
WIP Philadelphia	205
WMCK Pittsburgh-McKeesport	150
WPPA Pottsville	20
WKBI St. Marys	20
WNAJ State College	10
WTRN Tyrone- Altoona (D)	30
WJPA Washington	15
WNBT Wellsboro	10
WBAX Wilkes-Barre	38

RHODE ISLAND

WEAN Providence (Dual)	110
WERI Westerly	15

SOUTH CAROLINA

WANS Anderson	15
WBSC Bennettsville	20
WHAN Charleston	42
WLAT Conway (D)	10
WGTN Georgetown	10
WMBB Greenville	25
WHSC Hartsville	10
WRHI Rock Hill	10
WFIG Sumter	10
WALD Walterboro	10

SOUTH DAKOTA

KORN Mitchell	10
KWAT Watertown	15

TENNESSEE

WLAR Athens	10
WAGC Chattanooga	60
WJZM Clarksville	10
WBAC Cleveland	10
WEKR Fayetteville	10
WETE Johnson City (D)	20
WKGK Knoxville	50
WJMM Lewisburg	10
WMMT McMinnville	10
WHBQ Memphis	95
WCRK Morristown	20
WNAH Nashville (D)	30
WATO Oak Ridge	10

TEXAS

KWKC Abilene	20
KAMO Amarillo	60
KVET Austin	45
KIOX Bay City	20
KTXC Big Spring	10
KHUZ Borger	10
KBVD Brownwood	20
KORA Bryan	10
WRR Dallas-Fort Worth	175
KSET El Paso	38
KNAF Fredericksburg	10
KTHT Houston	110
KLEN Kilcien (D)	10
KVOZ Laredo	15
KLLL Lubbock (D)	35
KFRE Lufkin	10
KRIO McAllen (Dual)	25
KVKM Monahans	10
KFCK Odessa	25
KPDM Pampa	10
KEYE Perryton	10
KVOP Plainview	10
KPAC Port Arthur-Beaumont	55
KMAC San Antonio	120
KRRV Sherman-Denison	25
KSNY Snyder	10
KOSY Snyder	10
KVIC Victoria	10
KVTX Waco	30
KSYD Wichita Falls	43

UTAH

KALL Salt Lake City	55
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VERMONT

WSYB Rutland	40
WDEV Waterbury	30

VIRGINIA

WFHG Bristol	20
WINA Charlottesville	13
WCFV Clifton Forge	10
WCVA Culpeper	10
WDVA Danville	38
WFTR Front Royal	10
WBOB Galax (D)	10
WWOD Lynchburg	38
WLOW Norfolk	50
WSSV Petersburg	15
WRNL Richmond	100
WRIS Roanoke (D) (Dual)	50
WLPM Suffolk	10
WAYB Waynesboro	10

WASHINGTON

KPUG Bellingham	25
KFLA Centralia-Chehalis	20
KWLK Longview	15
KGY Olympia	20
KVI Seattle	115

WEST VIRGINIA

WKOY Bluefield	15
WTIP Charleston	30
WHAR Clarksburg	15
WPLH Huntington (D)	40
WLOG Logan	10
WMON Montgomery	10
WHAW Weston	10

WTRX Wheeling-Bellaire, Ohio (D)	25
WBTH Williamson	10

WISCONSIN

WBBY Appleton	25
WGEZ Beloit	10
WBIZ Eau Claire	20
KFJZ Fond du Lac	10
WCLO Janesville	10
Madison (Dual)	50
WISC Madison (Dual)	50
WOMT Manitowoc	18
WFOK Milwaukee (D)	130
WFHR Winconsin Rapids	13

WYOMING

KVVO Cheyenne (D)	15
Total number MBS Stations—Daytime	431
Total number MBS Stations—Nighttime	337

(D) Daytime Station.
(Dual) Station also affiliated with another network. It clears time on a "first-come—first-served" basis.
The following Intermountain Network stations are now directly serviced by Mutual. Rates upon request.

COLORADO

KGIW Alamosa	
KRLN Union City	
KAFA Colorado Springs (D)	
KFKA Greeley	
KBNZ La Junta	
KLMR Lamar	
KGHF Pueblo	
KVRH Salida	
KOLR Sterling	
KCRT Trinidad	

IDAHO

KIFI Idaho Falls (D)	
KWIK Pocatello	
KLIX Twin Falls	

MONTANA

KBMY Billings	
KMON Great Falls	
KXLJ Helena	
KXLO Lewiston	
KPRK Livingston	
KATL Miles City	
KBTK Missoula	

NEBRASKA

KNEB Scottsbluff	
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NEVADA

KELK, Elko	
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UTAH

KVNU Logan	
KLO Ogden	
KOAL Price	
KOVO Provo	
KURA Moab	
KSVC Richfield	
KVEL Vernal (D)	

WYOMING

KVOC Casper	
KFBC Cheyenne	
KLUK Evanston	
KOVE Lander	
KOWB Laramie	
KPOW Powell	
KRAL Rawlins	
KVRS Rock Springs	
KWYO Sheridan	

SPECIAL MARKETS (rates on request):

KENI Anchorage, Alaska	
KFAR Fairbanks, Alaska	
KJNO Juneau Alaska	
ZBM Hamilton, Bermuda	
KIPA Hilo, Hawaii	
KPOA Honolulu, Hawaii	
DYBU Cebu, Philippine Islands	
DZPI Manila, Philippine Islands	
WAPA San Juan, Puerto Rico	
CKEY Toronto, Can.	
CKWX Vancouver, British Columbia, Can.	

Radio Corp. of America

Headquarters: 30 Rockefeller Plaza, New York 20, N. Y. Columbus 5-5900.

BOARD OF DIRECTORS

David Sarnoff, Chmn; John L. Burns, John T. Cahill, Elmer W. Engstrom, Frank M. Folsom, Harry C. Hagerty, John Hays Hammond Jr., Mrs. Douglas Horton, Harry C. Ingles, Charles B. Jolliffe, Paul M. Mazur, Edward F. McGrady, Andre Meyer, Charles M. Odorizzi, Robert W. Sarnoff, Walter B. Smith.

OFFICERS

David Sarnoff, chmn of bd; Frank M. Folsom, chmn of bd executive committee; John L. Burns, pres; Elmer W. Engstrom, senior executive vp; Ewen C. Anderson, executive vp, public relations; A. L. Malcarney, executive vp, defense electronic products; Charles M. Odorizzi, executive vp, sales and services; Robert A. Seidel, executive vp, consumer products; Theodore A. Smith, executive vp, industrial electronic products; W. Walter Watts, executive vp, electronic components.
Martin F. Bennett, vp, merchandising; Meade Brunet, staff vp; Wm. W. Bullock, vp commercial records creation dept., RCA Victor Record Div.; Herbert T. Brunn, vp, administration RCA International Div.; George W. Chane, vp, management engineering; Conway P. Coc, vp, patents; R. H. Coffin, vp, advertising and sales promotion; R. A. Correa, vp, commercial department; J. R. Davis, vp and mgr, record operations dept., RCA Victor Record Div.; C. R. Denny, vp, product planning.

Orrin E. Dunlap Jr., vp, institutional advertising and publications; Douglas H. Ewing, vp, research and engineering; E. Dorsey Foster, vp and gen mgr, Electronic Data Processing Division; Ernest B. Gorin, vp and treasurer; V. de P. Goubeau, vp, materials; O. B. Ilanson, vp, engineering services; J. M. Hertzberg, vp, defense marketing; James Hillier, vp, RCA Laboratories; Charles B. Jolliffe, vp and technical director; Harold R. Maag, vp and western mgr; G. R. Marek, vp and gen mgr, RCA Victor Record Div.; P. E. Reed, vp, educational electronics; R. W. Saxon, vp and gen mgr, RCA Victor Radio and "Victrola" Div.; Dominic F. Schmit, vp, product engineering.

Frank Sleeter, vp, manufacturing services; Douglas Y. Smith, vp and gen mgr, RCA Electron Tube Div.; James M. Toney, vp and gen mgr, RCA Victor Television Div.; Edward M. Tuft, vp, personnel; Robert L. Werner, vp and general attorney; George Y. Wheeler II, staff vp; I. Wolff, vp, research, RCA Laboratories; Thomas P. Wynkoop, vp, commercial marine distribution; John Q. Cannon, secretary; Walter S. Holmes Jr., controller.

RCA Industrial Electronic Products: Front and Cooper Sts., Camden, N. J.; T. A. Smith, executive vp, **Industrial Electronic Products Manufacturing Plants:** Camden, N. J., Front and Cooper Sts., communications equipment, broadcasting, theatre, sound and industrial equipment, tv apparatus, Bizmac equip. Detroit, Mich., 6545 St. Antoine St., film projectors. **Sales and Services:** Charles M. Odorizzi, executive vp.

RCA International Div.: 30 Rockefeller Plaza, New York 20, N. Y. Douglas C. Lynch, gen mgr; Herbert T. Brunn, vp, administration.

Associated Companies in other Countries: RCA Victor Argentine, S.A., in Buenos Aires; RCA of Australia, Pty., Ltd., in Sydney; RCA Victor Radio, S. A., in Sao Paulo; RCA Victor Company, Ltd., in Montreal; Corporation de Radio de Chile, in Santiago; RCA Great Britain Ltd., in Middlesex, England; Radio Fernseh Elektro Gmsh, Frankfurt; American Radio Television (Hellas) A.A., in Athens; Photophone Equipments Ltd., in Bombay; RCA Italiana, S. p.A., in Rome; American Electronic Enterprises Ltd., Tokyo; RCA Victor Mexicana, S.A. de C. V., in Mexico City; RCA Espanola, S.A., in Madrid; RCA de Venezuela, C. A., in Caracas.

RCA Communications Inc: 60 Broad St., New York, N. Y. Hanover 2-1811, Thompson H. Mitchell, pres.

RCA Service Co.: Cherry Hill, Delaware Tp., Camden 8, N. J. E. C. Cahill, pres.

RCA Victor Distributing Corp.: 1181 Merchandise Mart Plaza, Chicago 54, Ill. W. M. Norton, pres. **Distribution Offices:** Atlanta 2, Ga., 1500 Northside Dr., N.W.; Buffalo 25, N. Y., 1680 Walden Ave.; Chicago 32, Ill., 5050 S. Kedzie Ave.; Davenport, Iowa, 1074 S. Dittmar St.; Detroit 4, Mich., 7400 Intervale Ave.; Kansas City 15, Kan., Fairfax and Funston Roads; Los Angeles 22, Calif., 6051 Telegraph Rd.; Wichita, Kan., Lincoln St.

RCA Institutes Inc.: 350 West 4th Street, New York 14, N. Y. George F. Maedel, pres.

RCA Exhibition Hall: 40 West 49th St., New York, N. Y. H. P. O'Brien, mgr.

Consumer Products: Robert A. Seidel, executive vp.

RCA Victor Television Div.: Cherry Hill, Delaware Tp., Camden 8, N. J. James M. Toney, vp & gen mgr.

RCA Victor Radio and "Victrola" Div.: Cherry Hill, Delaware Tp., Camden 8, N. J. Raymond W. Saxon, vp & gen mgr.

RCA Victor Record Div.: 155 East 24th Street, New York 10, N. Y. George R. Marck, vp & gen. mgr. **Consumer Products Manufacturing Plants:** Bloomington, Ind., 1300 S. Rogers St., tv receivers; Cambridge, Ohio, record players, receiver parts, tape recorders; Canonsburg, Pa., Adams Ave., radio receivers, "Victrola" phonographs; Hollywood, Calif., 1016 N. Sycamore Ave., custom record pressing, film recording; Indianapolis, Ind., 501 N. LaSalle St., tv receivers, phonograph records; Monticello, Ind., Box 242, Nanawalt Rd., tv cabinets; Rockaway, N. J., phonograph records.

Electronic Components: W. Walter Watts, executive vp.

RCA Electron Tube Div.: 415 South Fifth St., Harrison, N. J. Douglas Y. Smith, vp & gen mgr.

RCA Semiconductor and Materials Div.: Somerville, N. J. Dr. Alan M. Glover, vp & gen mgr. **Electronic Components Manufacturing Plants:** Camden, N. J., Front & Cooper Sts., component parts; Cincinnati, Ohio, 5040 Lester Rd., miniature electron tubes; Findlay, Ohio, Box 246, Fostoria Rd., electronic component parts; Harrison, N. J., 415 South Fifth St., electron receiving tubes; Indianapolis, Ind., 501 North LaSalle St., electronic receiving tubes; Lancaster, Pa., Box 1140, New Holland Pike, color tv kinescopes, power tubes, tv camera and special purpose tubes; Marion, Ind., 3301 South Adams St., black-and-white tv kinescopes and luminescent powder; Somerville, N. J., semi-conductors; Woodbridge, N. J., electron receiving tubes.

RCA Defense Electronic Products: Front & Cooper Sts., Camden, N. J. A. L. Malcarney, executive vp.

Defense Electronic Products Manufacturing Plants: Camden, N. J., Front and Cooper Sts., government communications and special equipment; Los Angeles, Calif., 11819 W. Olympic Blvd., government communications equipment; Moorestown, N. J., Marne Hwy., aviation, radar and special government equipment.

Networks CONTINUED

National Broadcasting Co.

Headquarters: 30 Rockefeller Plaza, New York 20, N. Y. Circle 7-8300.

BOARD OF DIRECTORS

David C. Adams, John L. Burns, John T. Cahill, Dr. Elmer W. Engstrom, Frank M. Folson, Harry C. Hagerly, Mrs. Douglas Ilorton, Paul M. Mazur, Andre Meyer, Harry C. Ingles, Charles E. Jolliffe, Robert E. Kintner, Edward F. McGrady, David Sarnoff, Robert W. Sarnoff, Walter Bedell Smith, John K. West.

OFFICERS

Robert W. Sarnoff, chmn. of bd.; Robert E. Kintner, pres.; David C. Adams, executive vp.; Harry Bannister, vp.; Hugh M. Beville, vp.; Kenneth W. Bilby, executive vp.; J. M. Clifford, executive vp.; Charles H. Colledge, vp.; Matthew J. Culligan, vp.; Jerry A. Danzig, vp.; James E. Denning, vp.; Don Durgin, vp.; Sydney H. Elges, vp.; Thomas E. Ervin, vp.; Richard H. Graham, vp.; Andrew L. Hammerschmidt, vp.; William S. Hedges, vp.; Jules Herbuveaux, vp.; Edward R. Hitz, vp.; B. Lowell Jacobsen, vp.; Thomas E. Knode, vp.; Howard L. Letts, vp.; Robert F. Lewine, vp.; Alan W. Livingston, vp.; George D. Matson, vp. and treasurer; William R. McAndrew, vp.; Thomas C. McCray, vp.; William K. McDaniel, vp.; Thomas B. McFadden, vp.; Thomas W. Sarnoff, vp.; Walter D. Scott, vp.; Carleton D. Smith, vp.; P. A. Sugg, vp.; John K. West, vp.; Lloyd E. Yoder, vp.; William A. Williams, assistant treasurer; John Q. Cannon, secretary; Paul B. Lynch, assistant secretary; John V. Shute, assistant secretary; Raymond E. Simonds, assistant secretary.

DIVISIONS AND DEPARTMENTS

EXECUTIVE: Robert W. Sarnoff, chmn. of bd.; Robert E. Kintner, pres.

ADMINISTRATION: J. M. Clifford, executive vp., administration.

Treasurer's: George D. Matson, vp. & treasurer; Aaron Rubin, controller; Robert H. Barnaby, mgr. capital budgets; Helen Davis, mgr. general office services; Anthony J. Dente, mgr. operating budgets and financial evaluation; Dick T. Hollands, director, budgets and financial planning; James Jurist, chief accountant; John E. McDermott, mgr. audits; Harry F. McKeon, director, tax office; Randall R. McMillin, director, purchasing and materials; Charles J. Ochsreiter, mgr. systems; Richard J. Raburn, Jr., director, accounting; Albert E. Walker, mgr. transportation; William A. Williams, assistant treasurer.

Engineering & Facilities Administration: Andrew L. Hammerschmidt, vp. engineering and facilities administration; Joseph J. Arnone, mgr. design and construction; William A. Clarke, director, facilities administration & services; William S. Duttera mgr., allocations engineering; Raymond F. Guy, senior staff engineer; Albert Humbert, mgr. building maintenance; Edward M. Lowell, mgr., administration; George M. Nixon, director, engineering development; Chester A. Rackey, director, facilities engineering; John L. Seibert, mgr., construction coordination; James L. Wilson, mgr., engineering administration and services.

Law: Thomas E. Ervin, vp. and general attorney; John V. Shute, assistant general attorney; Benjamin D. Raub, assistant general attorney.

Personnel: B. Lowell Jacobsen, vp. personnel; George H. Fuchs, director, labor relations; H. O. Lumb, director, personnel.

Talent: James E. Denning, vp. talent and program contract administration; Thomas H. Belviso, mgr., music and literary rights; Charles J. Moos, mgr., talent and program contract operations; James A. Stabile, director, talent and program contract administration.

International Operations: Alfred Stern, director, international operations; Richard L. Berman, mgr., facilities, international operations; Alvin Feleger, mgr., administration and sales development, international operations; William J. Schmitt, business mgr.

CORPORATE RELATIONS: David C. Adams, executive vp., corporate relations.

Planning & Research: Hugh M. Beville, vp. planning & research; Dr. Thomas E. Coffin, director, research; Allen R. Cooper, director, corporate planning; Marvin Baiman, mgr., research studies; James Cornell, staff assistant, program planning; Robert D. Daubenspeck, mgr. research services; Jack B. Landis, mgr., development; William S. Rubens, mgr., audience measurement; Barry Rumble, mgr., plans development.

Station Relations: Harry Bannister, vp. station relations; Thomas E. Knode, vp. station relations; Donald J. Mercer, director, station relations.

NBC Owned Stations & NBC Spot Sales: P. A. Sugg, vp. NBC owned stations and NBC Spot Sales; Thomas S. O'Brien, director, business affairs.

NBC Spot Sales: Thomas B. McFadden, vp. NBC Spot Sales; Richard Arbuckle, mgr., radio

spot sales, central office; William Buschgen, mgr., radio spot sales, Detroit; Richard Close, director, represented stations; George Dietrich, director, radio spot sales; Morton Gaffin, director, new business and promotion; Frederick Lyons, mgr., radio spot sales, eastern office; Edward H. Macaulay, mgr., radio spot sales, western.

NBC Owned and Operated Stations (for full information on facilities and personnel see Radio and Television Station Directories):
WRCA-AM-FM-TV: 30 Rockefeller Plaza, New York 20, N. Y. Circle 7-8300.

WMAQ-AM-FM, WNBO(TV): Merchandise Mart, Chicago 54, Ill. Superior 7-8300.

WKNE, WNBC(TV): 1422 New Britain Ave., West Hartford, Conn. Adams 3-8661.

WRCV-AM-TV: 1619 Walnut St., Philadelphia, Pa. Locust 4-3700.

KECA(TV): Sunset Blvd. and Vine St., Hollywood 28, Calif. Hollywood 9-6161.

WAMP, WZMP(FM): Chamber of Commerce Bldg., Pittsburgh 10, Pa. Grant 1-8600.

KNBC-AM-FM: Taylor and O'Farrell Sts., San Francisco 2, Calif. Greystone 4-8700.

WRC-AM-FM-TV: 4001 Nebraska Ave., N. W., Washington 16, D. C. Emerson 2-4000.

WBUF(TV): 2077 Elmwood Ave., Buffalo, N. Y. Victoria 8300. (Note: NBC announced last June it would close WBUF Oct. 1, 1953.)

PUBLIC RELATIONS: Kenneth W. Bilby, executive vp., public relations.

Continuity Acceptance: Stockton Helffrich, director, continuity acceptance; Carl Watson, mgr., continuity acceptance.

Advertising: John H. Porter, director, advertising; Donald J. Foley, mgr., trade and NBC owned stations advertising; John Graham, art director; Edwin Vane, mgr., audience advertising and promotion.

Exploitation: Alexander S. Rylander, director, exploitation; Peter M. Tintle, mgr., guest relations.

Press and Publicity: Sydney H. Elges, vp. press and publicity; Lester Bernstein, director, information; Milton Brown, mgr., program publicity; Kathryn Cole, mgr., information; Sidney Desfor, mgr., photo unit; Charles A. Henderson, mgr., publicity, radio network, NBC owned stations and NBC Spot Sales; William Burke Miller, night executive officer; Ellis Moore, director, press dept; Joseph A. Ryan, mgr., business and trade publicity; Cornelius K. Sullivan, mgr. services and information.

General Services: William S. Hedges, vp. general services; Edwin L. Dunham, mgr., music library and services; Mildred Joy, librarian.

News: William McAndrew, vp. NBC News; Joseph O. Meyers, director, news; Julian Goodman, mgr. news & special events, Washington; Eugene Juster, mgr. news film; William Ray, mgr. news, central; Stanley G. Rotkewicz, mgr., budgets and pricing; Samuel M. Sharkey Jr., editor NBC news; Edward Stanley, director, public affairs; Leslie C. Vaughan, mgr., administration, news.

Foreign Representatives:
2 Mansfield Street, London W.1, England. Joseph Harsch, Robert Abernathy.

32 Avenue des Champs Elysees, Room 533, Paris 8, France. Leif Eid, Paul Archinard.

Nikkatsu Building, Number 1-1, Yura Kuchō Chiyodaku, Tokyo, Japan. James G. Robinson.

Kurfuerstandamm-26-A, Berlin, Germany. John Rich.

Hotel National, Moscow, USSR. Irving R. Levine.

Secondo Piano AP, Piazza Grazioli 5, Rome, Italy. Edwin Newman.

Opernringhoff—Room E-434, Vienna 1, Austria. Frank Bourgholtzer.

Sports: Thomas S. Gallery, director, sports.

Pacific Division: 3000 West Alameda Ave., Burbank, Calif., Thornwall 5-7000.

John K. West, vp. Pacific division; Richard H. Graham, vp. law; Alan W. Livingston, vp. television network programs Pacific;

Thomas W. Sarnoff, vp. production and business affairs; John E. Burrell, mgr., technical operations; Blake Chatfield, mgr., broadcast promotion; Fenton Coe, director, film production;

Maurice J. Corwin, mgr. broadcast facilities and operations; Frank V. Dellett, assistant treasurer; Paul Gale, mgr., traffic; Frank Geriz, business mgr., network programs; Helen Hall, mgr. advertising & promotion; Fred Hamilton, director, film programs; Sheldon B. Hickox Jr., director stations relations; Fred W. Jacobs, attorney; Harold Kemp, director, nighttime programs; John R. Kennedy, liaison engineer; Joseph L. Kubin, assistant controller; Henry Maas, mgr., sales and program services; Malcolm E. Madden, mgr. production services; John W. Nelson, director, daytime programs; Edward A. Rosenberg, mgr., contract administration; Ralph F. Shawhan, director, press and publicity; Scott Shott, attorney; John H. Thompson, mgr., news and special events; Robert D. Thompson, mgr., general services; Oscar C. Turner, mgr., personnel and labor relations; Richard C. Welsch, director, production; Robert Wood, mgr., continuity acceptance.

CALIFORNIA NATIONAL PRODUCTIONS, INC., 663 Fifth Ave., New York 22, N. Y.

Board of Directors: J. M. Clifford, chairman; Thomas E. Ervin, H. Weller Keever, Earl Rettig, Thomas W. Sarnoff.

Officers: J. M. Clifford, chmn. of bd.; Earl Rettig, pres.; Thomas E. Ervin, secretary; Robert A. Forrest, assistant secretary; H. Weller Keever, vp.; George D. Matson, vp.; treasurer; Joseph L. Kubin, assistant treasurer; Herbert S. Schlosser, assistant secretary.

Executive and Services: Earl Rettig, pres.; H.

Weller Keever, vp. and gen. mgr.; John J. Brennan, director, business affairs.

Programs: Gerald Adler, director, European programs; Frank Cleaver, program executive; Robert A. Forrest, director, program plans and development, West Coast; Herbert Solow, director, program planning & development; Theodore Markovic, mgr. film services.

Promotion: Arthur Perles, director, promotion.

Merchandising: Robert R. Max, mgr., merchandising.

NBC Television Film Sales: Daniel Curtis, mgr. regional program sales; John Tobin, mgr. eastern sales; Edward Montanus, mgr. central sales; Clifford Ogden, mgr. western sales; John Bechtel, administrative sales mgr.

Victory Program Sales: Jacques Liebenuth, mgr.

NBC RADIO NETWORK: Matthew J. Culligan, vp. radio network; Jerry A. Danzig, vp. radio network programs; William K. McDaniel, vp. radio network sales; Albert L. Capstaff, director, Monitor and special projects; George W. Diefenderfer, mgr., central sales; David A. Engles, mgr., western sales; William F. Fairbanks, national sales mgr.; Howard Gardner, mgr., sales development; George A. Graham, director, sales planning; Murray Hellwell, director, marketing; Robert C. Hitchens, mgr., radio sales presentations; Harry E. Hobbs, Jr., mgr., eastern sales; Frederic L. Horton, general sales executive; Norman S. Livingston, director, radio program sales; Paul Mensing, mgr. sales, Detroit; Ludwig Simmel, mgr., sales service & traffic; Robert Wogan, mgr., program operations; Theodore Zaer, director, business affairs.

Radio Network Facilities Operations: Gerald M. Sellar, director; James Chenard, business mgr.; Paul Gallant, mgr., radio technical operations; Henry P. Hayes, mgr., radio recording sales.

NBC RADIO AFFILIATES

Executive Committee

George W. Harvey, WFLA Tampa, Fla., chairman; Douglas Manship, WJBO Baton Rouge, sec-treas.; David M. Baltimore, WBRE Wilkes-Barre, Pa., William Grant, KOA Denver; Harold Hough, WBAF Fort Worth, Tex.; Willard Schroeder, WOOD Grand Rapids, Mich.; George Wagner, KFI Los Angeles.

NBC TELEVISION NETWORK

Television Network Business Affairs: Howard L. Letts, vp. business affairs; John J. Heywood, director, unit mgrs.; Norman Racusin, director, budgets and planning; Richard N. McHugh, mgr., rates and program evaluations; Joseph M. Milroy, mgr., pricing.

Facilities Operations: Charles H. Colledge, vp. facilities operations; Nicholas C. Gilles, director, business affairs; Sherman Hildreth, director, station facilities operations.

Design, Art and Scenic Production: Walter E. Giebelhaus, director, tv network design, art and scenic production; Richard Aimone, mgr., special effects; Edward J. Bennett, mgr., design and art; Curtis Blank, mgr., production services; Peter Bonardi, mgr., scenic construction and painting; John P. Seibert, business mgr.

Film Operations: James A. Glenn, director, tv network film operations; Arthur Garbade, business mgr.; Frank C. Lepore, mgr., film services; Stanley Parlan, mgr., film coordination and preparation; Charles L. Townsend, mgr., film and kinescope facilities; Edward A. Whitney Jr., mgr., broadcast routines.

Live Operations: Anthony M. Hennig, director, TV network live operations; Frederick G. Knopfke, mgr., sound effects; Thomas H. Phelan, mgr., maintenance and plant facilities; Humbert Rodomista, mgr., scheduling and administration; John B. Rogers, mgr., studio and theatre operations; Courtney A. Snell, mgr., N. Y. field operations; Thomas G. Tart, business mgr.; Van Woodward, mgr., staff script writers.

Operations Control and Planning: Norman H. Grant, director, operations control and planning; Reid R. Davis, mgr., color control; Richard H. Edmondson, mgr., technical and operations planning; Robert MacKichan, mgr., show requirements and estimating; George McElrath, mgr., broadcast central; Vincent Mitchell, mgr., facilities planning and utilization; Henry Moss, mgr., methods and standards; John J. P. Weir, mgr., broadcast operations.

Television Network Sales: Walter D. Scott, vp. television network sales; Don Durgin, vp. national sales mgr.; Edward R. Hitz, vp. television sales, central division; Charles R. Abry, mgr., eastern sales; Robert Daubenspeck, mgr., sales development & presentations, central division; Raymond F. Dichman, director, sales presentations & promotion; Stephen Flynn, director, television sales services; Harry T. Floyd, mgr., television sales, western division; Walter W. Gross, mgr., television sales, Detroit; David H. Hedley, mgr., television sales presentations; James Herzer, mgr., participating program sales; Joseph Iartec, mgr., contract services; Richard L. Linkroum, director, special program sales; Dave Lown, mgr. telesales; Robert McFadyen, director, tv sales development; Hamilton Robinson, mgr., office services; Andrew Ross, art director, sales planning; Dean Shaffner, director, sales planning; Ira Wolff, mgr., sales promotion.

Television Network Programs: Robert F. Levine, vp. tv network programs; Robert F.

Aaron, mgr., daytime program administration; Louis B. Ames, mgr., NBC opera unit; Julian Bercovici, mgr., nighttime program operations; Alan Courtney, director, nighttime programs; Joseph P. Cuneff, mgr., nighttime program operations; Ross Donaldson, mgr., program submissions; Donald B. Hyatt, acting director, special projects; Richard B. Jackson, mgr., participating programs; John W. Kiermaier, mgr., administration, special projects; Carl Lindemann Jr., director, daytime programs; Thomas Loeb, director, special programs; Kirk H. Logie, mgr., programs, central; Albert McCleery, executive producer.

Roger E. Muir, executive producer; James H. Nelson, mgr., program services, special projects; George M. Rogers Jr., mgr., administration, participating programs; William Sargent, director, participating programs; David Tebet, mgr., special programs; Ernest V. Theiss, mgr., nighttime program administration; Frederick L. Wilson, mgr., daytime program operations.

Music: Samuel Chotzinoff, general music director.

FIGARO, INC.

Board of Directors: Joseph L. Mankiewicz, chmn. of bd.; Bert Allenberg, Abraham Biestock, James E. Denning, Robert Lantz, Robert F. Lewine, Alan Livingston, Earl Rettig.

Officers: Joseph L. Mankiewicz, pres.; Earl Rettig, executive vp and treasurer; Robert Lantz, vp; Richard Reiss, secretary.

NBC-TV AFFILIATES

Board of Delegates

Walter Damm, WTMJ-TV Milwaukee, chairman; Jack Harris, KPRC Houston, vice chairman (basics); Harold Essex, WSJS-TV Winston-Salem, vice chairman (optionals); Harold Stuart, KVOO-TV Tulsa, sec.-treas.; Richard O. Dunning, KHQ-TV Spokane; Robert Ferguson, WTRF-TV Wheeling, W. Va.; Ewing C. Kelly, KCRA-TV Sacramento, Calif.; Ralph Evans, WQC-TV Davenport, Iowa; John H. DeWitt, WSM-TV Nashville, Tenn.; Joseph H. Bryant, KCBD-TV Lubbock, Tex. [Note: Mr. Damm retires from WTMJ-AM-TV Sept. 27, 1958.]

NBC RADIO NETWORK RATES

NBC Radio does not list rates for affiliates individually. It sells on a "full network" basis. Privately it has set up a schedule of percentages to compute rebates to advertisers for stations that fail to clear. These percentages are not made public.

Gross costs of participations, full network, follow:

Participation or Segment	Mon-Fri Sign On to 8 p.m. and "Monitor"	Mon-Fri 8 p.m. to Sign Off
5 minutes	\$1,300	\$1,150
1 minute	1,150	1,000
30 seconds	850	750
6 seconds	300	250

These prices guarantee clearances of stations whose aggregate percentage is equivalent to 5% of the full network rate.

Gross costs of five-minute units, full network, effective Oct. 1, 1958, follow:

Number of 5-minute Units Used Weekly	Cost per 5-minute unit
1 unit	\$1,735.74
2 units	1,633.62
3 units	1,531.50
4 units	1,429.41
5 units	1,352.82
6 units	1,276.25
7 units	1,225.20
8 units	1,174.16
9 units	1,123.10
10 units	1,072.05
Over 10	1,021.00

Larger time units are computed as multiples of five-minute units. Thus gross time charges for a quarter-hour are three units times \$1,531.50 or \$4,594.50. A half-hour is six times \$1,276.25 or \$7,657.50. An hour is 12 times \$1,021 or \$12,252. Programs of 15 minutes and longer cost 75% of quoted prices at or after 8 p.m. Monday through Friday.

NBC Radio Affiliates

Eastern: WFBG Altoona, Pa.; WLOS Asheville, N. C.; WSB Atlanta, Ga.; WBIA Augusta, Ga.; WRDO Augusta, Me.; WBAL Baltimore, Md.; WLBZ Bangor, Me.; WINR Binghamton, N. Y.; WIHS Bluefield, W. Va.; WEZE Boston, Mass.; WOPI Bristol, Tenn.; WGR Buffalo, N. Y.; WTMA Charleston, So. Car.; WKAZ Charleston, W. Va.; WSOC Charlotte, N. Car.; WDEF Chattanooga, Tenn.; WLW Cincinnati, O.; WBOY (Clarksburg), W. Va.; WJW Cleveland, O.; WIS Columbia, So. Car.; WDAK Columbus, Ga.; WTBO Cumberland, Md.; WJBS DeLand, Fla.; WWJ Detroit, Mich.; WEST Easton, Pa.; WENY Elmira, N. Y.; WICU Erie, Pa.; WDFE Flint, Mich.; WIRA Fort Pierce, Fla.; WOOD Grand Rapids, Mich.; WFBC Greenville, So. Car.; WCRS Greenwood, So. Car.; WRUF Gainesville, Fla.; WVEC Hampton, Va.; WKBO Harrisburg, Pa.; WSWA Harrisonburg, Va.; WTIC Hartford, Conn.; WAZL Hazelton, Pa.; WHDF Houghton, Mich.; WABM Houlton, Me.; WSAZ Huntington, W. Va.; WJAX Jacksonville, Fla.;

WJAC Johnstown, Pa.; WKPT Kingsport, Tenn.; WATE Knoxville, Tenn.; WLAK Lakeland, Fla.; WGAL Lancaster, Pa.; WJIM Lansing, Mich.; WMRF Lewistown, Pa.; WREL Lexington, Va.; WMVA, Martinsville, Va.; WCKR Miami, Fla.; WAJR Morgantown, W. Va.; WRCA New York, N. Y.; WAVY Norfolk, Va.; WTCM Ocala, Fla.; WKRZ Oil City, Pa.; WKIS Orlando, Fla.; WRCV Philadelphia, Pa.; WAMP Pittsburgh, Pa.; WCSH Portland, Me.; WAGM Presque Isle, Me.; WJAR Providence, R. I.; WPTF Raleigh, N. Car.; WRAW Reading, Pa.; WLEE Richmond, Va.; WSLR Roanoke, Va.; WHAM Rochester, N. Y.; WSAW Saginaw, Mich.; WSAV Savannah, Ga.; WGY Schenectady, N. Y.; WSCR Scranton, Pa.; WORD Spartanburg, So. Car.; WSYR Syracuse, N. Y.; WFLA Tampa, Fla.; WSPD Toledo, O.; WTCM Traverse City, Mich.; WATZ Alpena, Mich.; WATT Cadillac, Mich.; WMEN Petoskey, Mich.; WTTM Trenton, N. J.; WRC Washington, D. C.; WEIR Weirton, W. Va.; WEAT West Palm Beach, Fla.; WERE Wilkes-Barre, Pa.; WRAK Williamsport, Pa.; WDEL Wilmington, Del.; WSJS Winston-Salem, N. Car.; WAAB Worcester, Mass.; WORK York, Pa.; WFMJ Youngstown, O.; WHIZ Zanesville, O.

Central: KSYL Alexandria, La.; KGNC Amarillo, Tex.; WJO Baton Rouge, La.; WAPI Birmingham, Ala.; KFYR Bismarck, N. Dak.; WMAQ Chicago, Ill.; KRYS Corpus Christi, Tex.; WFAA-WBAP Dallas-Ft. Worth, Tex.; WOC Davenport, Ia.; WHO Des Moines, Ia.; WEEB Duluth Superior, Minn.; WEAU Eau Claire, Wis.; WTRC Elkhart, Ind.; WGBF Evansville, Ind.; WDAY Fargo, N. Dak.; WKJG Fort Wayne, Ind.; KIUL Garden City, Kans.; KVGK Great Bend, Kans.; WGRM Greenwood, Miss.; WFOR Hattiesburg, Miss.; WMFG Hibbing, Minn.; KPRC Houston, Tex.; KJIV Huron, So. Dak.; KWBW Hutchinson, Kans.; WIRE Indianapolis, Ind.; WJDX Jackson, Miss.; WDAF Kansas City, Mo.; WKBH LaCrosse, Wis.; KVOL Lafayette, La.; KPLC Lake Charles, La.; WAML Laurel, Miss.; KARK Little Rock, Ark.; WAVE Louisville, Ky.; KCBD Lubbock, Tex.; KVLV Alpine, Tex.; KIUN Pecos, Tex.; WIBA Madison, Wis.; KYSM Mankato, Minn.; WMAM Marinette, Wis.; WMC Memphis, Tenn.; WTMJ Milwaukee, Wis.; KSTP Minn.-St. Paul, Minn.; WALA Mobile, Ala.; KMLB Monroe, La.; WHHY, Montgomery, Ala.; WSM Nashville, Tenn.; WMIS Natchez, Miss.; WDSU New Orleans, La.; KODY North Platte, Neb.; WKY Oklahoma City, Okla.; KFAB Omaha, Neb.; WDXR Paducah, Ky.; WCOA Pensacola, Fla.; WEEK Peoria, Ill.; KOAM Pittsburg, Kans.; KROC Rochester, Minn.; KFAM St. Cloud, Minn.; KSD St. Louis, Mo.; WOI St. Antonio, Tex.; WHBB Selma, Ala.; KELO Sioux Falls, So. Dak.; WMAV Springfield, Ill.; KGBX Springfield, Mo.; WBOW Terre Haute, Ind.; KVOO Tulsa, Okla.; WHLH Virginia, Minn.; WSAU Wausau, Wis.; KRGV Weslaco, Tex.; KANS Wichita, Kans.; KRIG Odessa, Tex.; KENT Shreveport, La.

Mountain and Pacific: KOB Albuquerque, N. M.; KTAR Phoenix, Ariz.; KCLS Flagstaff, Ariz.; KIKO Globe, Ariz.; KYCA Prescott, Ariz.; KAWT Douglas, Ariz.; KVOA Tucson, Ariz.; KAYM Yuma, Ariz.; KGHJ Billings, Mont.; KIDO Boise, Idaho; KXLF Butte Mont.; KXLQ Bozeman, Mont.; KXLK Great Falls, Mont.; KXLJ Helena, Mont.; KXLL Missoula, Mont.; KOA Denver, Colo.; KTSM El Paso, Tex.; KGEZ Kalispell, Mont.; KSEI Pocatello, Idaho; KSWB Roswell, N. M.; KDYL Salt Lake City, Utah; KTFI Twin Falls, Idaho; KUGN Eugene, Ore.; KMJ Fresno, Calif.; KORK Las Vegas, Nev.; KFI Los Angeles, Calif.; KMED Medford, Ore.; KGON Portland, Ore.; KOH Reno, Nev.; KCRA Sacramento, Calif.; KBZY Salem, Ore.; KIST Santa Barbara, Calif.; KFSD San Diego, Calif.; KNRC San Francisco, Calif.; KOMO Seattle, Wash.; KHQ Spokane, Wash.

Canada and Non-Interconnected: CBM Montreal, Que.; CBL Toronto, Ont.; CBC Trans-Canada Network; KENI Anchorage, Alaska; KPAR Fairbanks, Alaska; KJNO Juneau, Alaska; KIPA Hilo, T. H.; KGU Honolulu, T. H.; KTOH Kaula, T. H.; KMVI Maui, T. H.; KUAM Guam.

NBC-TV NETWORK RATES

(As of Sept. 1, 1958)

Class A time is Monday through Sunday, 6-11 p.m., local time.

Class B time classification eliminated as of Sept. 1, 1958.

Class C time (50% of Class A rates) is all periods except those listed for Class A and D.

Class D time (40% of Class A rates) is Monday-Friday, 7-9 a.m., local time.

Fractional periods of less than one hour are priced at these percentages of the applicable hour rate: 45 minutes, 90%; 30 minutes, 60%; 20 minutes, 50%; 15 minutes, 40%; 10 minutes, 35%; 5 minutes, 25%.

These are gross time charges for Class A hour.

57 Basic Interconnected

WSB-TV Atlanta	\$1300
WBAL-TV Baltimore	1550

WABT Birmingham	950
WBZ-TV Boston	2800
WBUF Buffalo	625
WNBQ Chicago	4300
WLW-TV Cincinnati	1500
KYW-TV Cleveland	2400
WLW-TV Columbus	1100
WOC-TV Davenport	950
WLW-TV Dayton	1025
KOA-TV Denver	875
WHO-TV Des Moines	750
WWJ-TV Detroit	2800
WBAP-TV Fort Worth	1400
KMJ-TV Fresno	600
WOOD-TV Grand Rapids	1100
WNBC Hartford-New Britain	600
KPRC Houston	1400
WSAZ-TV Huntington-Charleston	1000
WFBM-TV Indianapolis	1450
WFGA-TV Jacksonville	750
WJAC-TV Johnstown	900
WDAF-TV Kansas City	1400
WGAL-TV Lancaster-Harrisburg-York	1350
KRCA Los Angeles	3750
WAVE-TV Louisville	1175
WMCT Memphis	1200
WCKT Miami	950
WTMJ-TV Milwaukee	1750
KSTP-TV Minneapolis-St. Paul	1650
WSM-TV Nashville	950
WDSU-TV New Orleans	1100
WRCA-TV New York	8200
WKY-TV Oklahoma City	1050
KMTV Omaha	950
WRCV-TV Philadelphia	3500
WHIC-TV Pittsburgh	2200
KPTV Portland	800
WJAR-TV Providence	1300
WXEX-TV Richmond-Petersburg	750
WROC-TV Rochester	975
WCRA-TV Sacramento	750
KTVT Salt Lake City	650
WOAI-TV San Antonio	800
KFSD-TV San Diego	800
KRON-TV San Francisco	2400
WRBG Schenectady	1350
KOMO-TV Seattle-Tacoma	1250
KSD-TV St. Louis	1900
WSYR-TV Syracuse	975
Elmira, N. Y. (WSYE-TV) #	
WFLA-TV Tampa-St. Petersburg	825
KVOO-TV Tulsa	775
WRC-TV Washington, D. C.	1750
KARD-TV Wichita	600
WBRE-TV Wilkes-Barre-Seranton	625
WFMJ-TV Youngstown	450
Total 57 basics	\$83,025

122 Optional Interconnected

KRBC-TV Abilene, Tex. (3) (P)	\$ 175
WALB-TV Albany, Ga. (3) (P)	225
KOB-TV Albuquerque	350
KALB-TV Alexandria (3) (P)	200
KGNC-TV Amarillo	350
KVSO-TV Ardmore (3) (P)	100
WISE-TV Asheville (3) (P)	150
WJBF Augusta, Ga.	400
KTBC-TV Austin	525
KERO-TV Bakersfield	400
WABI-TV Bangor	375
Presque Isle, Me. (WAGM-TV) #	
WBRZ Baton Rouge	450
KPAC-TV Beaumont-Port Arthur	350
WINR-TV Binghamton	175
KFYR-TV Bismarck (3) (P)	200
WHIS-TV Bluefield (3) (P)	250
WCYB-TV Bristol, Va.	
Johnson City, Tenn.	300
KTWO-TV Casper, Wyo. (3) (P)	100
WCIA Champaign-Urbana	850
WUSN-TV Charleston, S. C.	400
WSOC-TV Charlotte	900
WRGP-TV Chattanooga	500
WFBC-TV Cheyenne (3) (P)	150
Scotts Bluff, Neb. (KSTF) #	
WBOY-TV Clarksburg, W. Va. (3) (P)	200
KRDO-TV Colorado Springs (3) (P)	100
KOMU-TV Columbia, Mo.	275
WIS-TV Columbia, S. C.	450
WTVM Columbia, Ga.	225
WCBI-TV Columbus, Miss. (3) (P)	100
KRIS-TV Corpus Christi	300
WESH-TV Daytona Beach-Orlando, Fla.	350
WMSL-TV Decatur, Ala. (3) (P)	100
WDSM-TV Duluth, Minn.—	
Superior, Wisc.	450
WEAU-TV Eau Claire (3) (P)	200
KRRB Eldorado (3) (P)	100
KTSM-TV El Paso	350
WICU-TV Erie	600
KVAL-TV Eugene (3) (P)	225
Roseburg, Ore. (KPIC-TV) #	
KIEM-TV Eureka (C)	150
WFIE-TV Evansville	350
WDAY-TV Fargo	400
WOWL-TV Florence, Ala. (3) (P)	100
KQTV Fort Dodge (3) (P)	100
NKAC-TV Fort Smith (3) (P)	150
WKJG-TV Fort Wayne	525
KCKT-TV Great Bend (3) (P)	200
WFBC-TV Greenville-Spartanburg, S. C.	600
WSIL-TV Harrisburg, Ill. (3) (P)	100
WSVA-TV Harrisonburg	250
KHAS-TV Hastings-Kearney (3) (P)	250
WDAM-TV Hattiesburg-Laurel (3) (P)	100
KID-TV Idaho Falls (3) (P)	175

Entertaining or selling, Dave Garroway and Jack Paar give it everything! The warmth, excitement and enthusiasm they generate is ready *now* to sell for you.

These gentlemen are natural-born audience-builders. TODAY's audiences are up 34% since last year—a single participation now nets you 4,500,000 all-family viewer impressions! The JACK PAAR SHOW now clocks

3,750,000 adult viewer impressions per participation. Jack's audience has zoomed 125% in just one year to hit the all-time high for any late-evening network show!

And Dave and Jack get *results* for their sponsors, results that keep leading advertisers coming back for more. On TODAY: The Insurance Co. of North America (4th year); Evinrude Motors (4th year); Grove Labs. (4th



they
really throw
themselves
into their
work

!

THE JACK PAAR SHOW, Monday-Friday, 11:30 PM-12:30 AM (NYT)

year); Beltone Hearing Aids (4th year); Time, Inc. (3rd year). On the JACK PAAR SHOW: Polaroid; Bristol-Myers; Marlboro Cigarettes; Norelco; Coopers, Inc.; Block Drugs — all with Jack for his second year!

These shows are *specifically* designed to deliver network television with maximum flexibility. What's more, the TODAY-JACK PAAR SHOW Dividend Plan gives

you 10 bonus participations for every 30 purchased.

As showmen and as salesmen, Dave and Jack are *personal* friends to millions and millions of viewers who like them, look up to them, and — more important — *believe* them. They'll sell your product to beat the band!

NBC TELEVISION NETWORK

Networks CONTINUED

WLET-TV Jackson	400
WATE-TV Knoxville	550
WKBT-TV La Crosse	350
KPLC-TV Lake Charles (3) (P)	200
WJAM-TV Lansing	800
KHAD-TV Laredo, Tex.	
KLRJ-TV Las Vegas-Henderson (3) (P)	150
WLEX-TV Lexington (3) (P)	150
WIMA-TV Lima (3) (P)	150
KARK-TV Little Rock	500
KCBD-TV Lubbock	350
WMAZ-TV Macon	350
WMTV Madison, Wis.	300
WMBV-TV Marinette-Green Bay	450
KRES-TV Medford (O)	150
Klamath Falls, Ore. (KOTI-TV)#	
WTOK-TV Meridian	325
KMID-TV Midland-Odessa (3) (P)	240
KMOT-TV Minot (3) (P)	125
Williston (KUMV-TV)#	
WALA-TV Mobile, Ala.-Pensacola, Fla.	500
KNOE-TV Monroe	400
WSFA-TV Montgomery	450
WLBC-TV Muncie	200
WAVY-TV Norfolk, Va.	850
WVEC-TV Norfolk, Va.	400
KTVA-TV Ottumwa, Ia.	
Kirkville, Mo. (3) (P)	135
WPSD-TV Paducah, Ky.	350
WPTV Palm Beach (3) (P)	250
WTAP-TV Parkersburg (3) (P)	100
WFEK-TV Peoria	500
La Salle, Ill. (WEEQ-TV)#	
KVAR Phoenix-Mesa	550
KOAM-TV Pittsburg, Kan. Joplin, Mo.	325
WPTZ Plattsburgh, N. Y. Burlington, Vt.	325
WCSH-TV Portland, Me.	600
KCSI-TV Pueblo (3) (P)	100
WGEM-TV Quincy, Ill.-Hannibal, Mo.	400
WRAL-TV Raleigh-Durham	600
KVIP-TV Redding (3) (P)	225
KOLO-TV Reno (3) (P)	150
WSLS-TV Roanoke	725
KROC-TV Rochester, Minn. (8) (P)	225
WTVO Rockford	325
KSWB-TV Roswell	225
WSEM-TV Saginaw-Bay City	775
KSBW-TV Salinas-Monterey	450
San Luis Obispo (KSDY)#	
KEYT Santa Barbara	350
WSAV-TV Savannah	325
KTBS-TV Shreveport	550
KTIV Sioux City	400
KELO-TV Sioux Falls	500
Florence, S. D. (KDLO-TV)#	
Reliance, S. D. (KPLO-TV)#	
WNDU-TV South Bend-Elkhart	475
KHQ-TV Spokane	550
WICS Springfield, Ill. (3) (P)	175
KYTV Springfield, Mo.	325
WWLP Springfield-Holyoke, Mass.	500
Greenfield, Mass. (WRLP)#	
WCTV Tallahassee, Fla.-Thomasville, Ga.	275
KVEN-TV Temple-Waco	350
KVOA-TV Tucson (3) (P)	235
KITV Tyler	225
WKTU Utica	530
WITN Washington-Greenville, N. C.	400
KWWL-TV Waterloo-Cedar Rapids	525
WSAU-TV Wausau	300
KRGV-TV Weslaco	300
WTRF-TV Wheeling	600
KFDX-TV Wichita Falls	350
WGBT-Wilmington, N. C.	250
WSJS-TV Winston-Salem-Greensboro	750
KIMA-TV Yakima	425
Ephrata (KBAS-TV)#	
Lewiston (KLEW-TV)#	
Pasco (KEPR-TV)#	
KIVA Yuma (3) (P)	100
WHIZ-TV Zanesville (3) (P)	100
Total 122 optionals	\$30,910

15 Optional Non-Interconnected

KENI-TV Anchorage (3)	\$ 200
KFAR-TV Fairbanks (3)	200
KGHL-TV Billings (3) (P)	150
KIDO-TV Boise (3) (P)	225
KNLF-TV Butte (3)	150
Helena (KNLJ-TV)#	
KREX-TV Grand Junction (3) (P)	100
Montrose, Colo. (KFNJ-TV)#	
KFBB-TV Great Falls (3) (P)	150
KONA Honolulu	350
KUAM-TV Agana, Guam # (3)	
Individual order	100
KHAD-TV Laredo (3) (P)	100
WJDM Panama City, Fla. (3) (P)	100
KRSD-TV Rapid City (3) (P)	100
KCTV San Angelo	200
WAPA-TV San Juan P.R. (3)	200
KLIX-TV Twin Falls, Idaho (3) (P)	100
Total 15 non-interconnected	\$2,475

Legend

(3) Stations using third play kinescope.
 (P) Stations included in Program Extension Plan group.
 # Unless an advertiser is specifically notified to the contrary, this station for which no additional time charge is made, will schedule for simultaneous telecast network programs carried by the ordered associated station.
 (C) Combined rate is applicable when both stations carry program simultaneously: \$250.

NTA Film Network

(Subsidiary of National Telefilm Assoc.)
 Headquarters: 10 Columbus Circle, New York 17, N. Y. Judson 2-7300

OFFICERS

Ely A. Landau, pres; Oliver A. Unger, executive vp; Harold Goldman, vp; Edythe Rein, vp; Berne Tabakin, executive director of sales.

EXECUTIVES

William Koblenzer, director of sales; Anthony Azzato, director of station relations; Leonard Holstad, comptroller; George Crandall, director of public relations; Jay Schiller, director of research; Lynn Cleary Christenson, director of sales service.

Regional Radio Networks, Groups

ABC Western Division Radio Network—Comprising California stations: KABC Los Angeles, KGO San Francisco, KBAB San Diego, KTMS Santa Barbara, KWTC Barstow, KCAL Redlands, KYOR Blythe, KREO Indio, KPOP Brawley, KPNC Bakersfield, KTIP Forterville, KARM Fresno, KFBK Sacramento, KSYC Yreka, KBLF Red Bluff, KPVI Modesto, KWC Stockton. Coast stations: KENO Las Vegas, KFLW Klamath Falls, KASH Eugene, KYJC Medford, KGW Portland, KING Seattle, KVOS Bellingham, KIMA Yakima, KPQ Wenatchee, KGA Spokane, KTEL Walla Walla. Mountain states: KVOD Denver, KIXX Provo, KPBC Cheyenne, KOY Phoenix, KSID Sidney, KVOC Casper, KEAR Burley, KART Jerome, Idaho, KRSN Los Alamos, N. M.; KFI Idaho Falls, KGHF Pueblo, KHAM Albuquerque, KFUN Las Vegas, KRTN Raton, KTRC Santa Fe, plus KENI Anchorage, KFAR Fairbanks, KJNO Juneau, KABI Ketchikan. Headquarters: 1539 North Vine St., Hollywood 28, Calif. Harry Woodworth, director of radio.

Air Trails Network—Comprising WEZE Boston, Mass.; WKLO Louisville, Ky.; WING Dayton, WCOL Columbus, WIZE Springfield, all Ohio. Charles Sawyer, pres; J. P. Williams, executive vp; Alexander Buchan, vp, WING Dayton.

Alabama Community Network—Comprising WAVU Albertville, WCRI Scottsboro, both Alabama. Pat M. Courington, gen mgr, WAVU Albertville, Ala.

Alabama Key Market Network—Comprising WABR Mobile, WAPX Montgomery, WCAD Gadsden, WQWL Muscle Shoals (Florence), WTBC Tuscaloosa, WBHP Huntsville, WAGF Dothan, WHMA Anniston, WHBB Selma, WHOS Decatur, WMLS Sylacauga, WCTA Andalusia, WRFS Alexander City and WBLO Evergreen. Supplementary group: WAVU Albertville, WJMW Athens, WATM Atmore, WAUD Auburn, WEBJ Brewton, WRAG Carrollton, WKLF Clanton, WFMH Cullman, WXAL Demopolis, WTRD Enterprise, WULA Eufala, WUWF Fayette, WHEP Foley, WZOB Fort Payne, WGEA Geneva, WGYV Greenville, WGSV Guntersville, WJBB Haleyville, WERH Hamilton, WPBD Jackson, WVWB Jasper, WRLD Lanett, WJAM Marion, WMFC Monroeville, WCRL Oneonta, WJHO Opelika, WAMI Opp, WQZK Ozark, WPID Piedmont, WELR Roanoke, WVWR Russellville, WCRI Scottsboro, WHTB Talladega, WTLS Tallahassee, WTBF Troy, WTUS Tuskegee, WETU Wetumpka, WLAQ Rome (Ga.), WTUP Tupelo (Miss.), Richard B. Bidde, pres; Bill Mapes, mgr, P.O. Box 600, Florence, Ala. Represented nationally by Rambeau, Vance, Hopple, Inc.; southeast by Forjoe & Co. (See also Southeastern Key Market Network).

Alaska Broadcasting System—Comprising KPQD Anchorage, KINY Juneau, KIBH Seward, K1FW Sitka. Headquarters: 1001 Tower Bldg., Seattle, Wash. Main 4-6333. William J. Wagner, gen mgr. Represented nationally by Alaska Radio-TV Sales Inc.

All Islands Radio Network—Comprising KGU Honolulu, KTOH Kauai, KMVI Maui, KHCB, Hilo. William O. Paine, mgr, KGU Honolulu, T. H.

Appalachian Network—Comprising WFTG London, WCPM Cumberland, both Kentucky; WNRG Grundy, Va., WMNF Richwood, W. Va. Elvo Mills, WFTG gen mgr. Represented by Kentucky Radio Sales, 1420 Eastern Parkway, Louisville 4.

Arizona Broadcasting System—Comprising KTAR Phoenix, KVOA Tucson, KYUM Yuma, KGLD Safford, KWJB Globe, KYCA Prescott, KCLS Flagstaff, KVNC Winslow. Executive officers: Dick Lewis, KTAR, mgr; Ray Smucker, KTAR, conl mgr; Jack Willis, KTAR, program mgr; Carol Ackerman, KTAR, promotion mgr; John Harrington, KTAR, news director. Represented nationally by Avery-Knodel Inc.

Arizona Network—Comprising KOY Phoenix, KTUC Tucson, KSUN Bisbee, KYMA Yuma, KVNA Flagstaff, KVNC Winslow, KAWT Douglas. Available as a regional network. Exec. officers: John L. Hogg, KOY; C. Van Haften, KTUC; Arlo Woolery, KSUN; William L. Lindsey, KYMA; Ed Whelan, KVNA; Chuck Mizner, KVNC; Ed Williams, KAWT. Represented nationally by John Blair & Co.

Arkansas Network—Comprising KARK Little Rock and all other stations in the State of Arkansas. Two or more stations may be used; one or more outlets in cities with multiple stations. Costs are combined station time and line charge. General Office 1001 Spring St., Little Rock, Ark. T. K. Barton, gen mgr; Ernest Howard, conl mgr.

Arrowhead Network—Comprising WEBC Duluth, WMFG Hibbing, WHLB Virginia, all Minnesota; WEAU Eau Claire, WJMC Rice Lake, WISC Madison, all Wisconsin. Available as a hookup. Headquarters: WEBC Bldg., Duluth 2, Minn. Executive officer: Walter C. Bridges, mgr. Represented nationally by George P. Hollingbery Co.

Blair Group—Comprising WABC New York, WLS Chicago, KFWR Los Angeles, WFIL Philadelphia, WXZZ Detroit, WHDH Boston, KGO San Francisco, WWSW Pittsburgh, KXOK St. Louis, WDDC Washington, WFBF Baltimore, KLIFF Dallas, KFJZ Fort Worth, WDGY Minneapolis, KILT Houston, WPRO Providence, KING Seattle, WCPO Cincinnati, WKB Kansas City, WQAM Miami, WDSU New Orleans, KGW Portland, WGIF Norfolk, Va., KTLN Denver, WAKY Louisville, WIBC Indianapolis, WBNS Columbus, O., KTSA San Antonio, WFLA Tampa, WTRY Albany, WMC Memphis, KOY Phoenix, WOV Omaha, WJAX Jacksonville, WNOX Knoxville, WSM Nashville, WVVA Wheeling, W. Va., KFRE Fresno, KRMG Tulsa, KFH Wichita, Kan.; KEEL Shreveport, WNEF Binghamton, WDBO Orlando, KIDO Boise, KIEM Eureka, Calif., KTYR Bismarck. Represented nationally by John Blair & Co.

Blue Ridge Network—Comprising WBAW Barnwell, WSNW Seneca, WSSC Sumter, WBHC Hampton, WABU Abbeville, all South Carolina; WLFA Lafayette, Ga. Represented regionally by Harry Cannon, William Oliver Bldg., Atlanta 3, Ga.

Booth Michigan Group—Comprising WBBC Flint, WSGW Saginaw, WIBM Jackson, all Michigan; WJVA South Bend and WIOU Kokomo, both Indiana. Headquarters: 700 Buhl Bldg., Detroit. John L. Booth, pres. Represented by Weed & Co. (WBBC, WIBM and WIOU) and John E. Pearson Co. (WSGW and WJVA).

California Farm Network—Comprising KFI Los Angeles, KFBK Sacramento, KMJ Fresno, KBEE Modesto, KERN Bakersfield, KATY San Luis Obispo, KOMY Watsonville, KXO El Centro, KRF Berkeley. Headquarters: 2223 Fulton St., Berkeley 4, Calif. Milton L. Levy, mgr; Al Tiffany, producer.

California Northern Group—Comprising KSYC Yreka, KBLF Red Bluff, KSUE Susanville, West Coast Representative: Tracy Moore & Assoc.

Carolina Farm Service Network—Comprising WVOT Wilson, WGTC Greenville, WRCS Aheskie, WRRZ Clinton, WGBR Goldsboro, WBNC Henderson, WELS Kinston, WCBT Roanoke Rapids, WFFD Rocky Mount, WPM Smithfield, WPCS Tarboro, WRRF Washington, WIAM Williamston, all North Carolina. Headquarters: WVOT, P. O. Box 170, Wilson. Harry Severance, mgr. Represented nationally by Devney Inc.

CBS Radio New England Network—Comprising WEEI Boston, Mass., WTAG Worcester, WHYN Springfield-Holyoke, all Mass., WDRS Hartford, WBRY Waterbury, both Conn., WPRO Providence, R. I., WKNE Keene, WFEA Manchester, WKXL Concord, all N. H., WGAN Portland, WGVY Bangor, both Maine, WCAX Burlington, Vt. Represented nationally by CBS Radio Spot Sales.

CBS Radio Pacific Network—Basic California group: KNX Los Angeles, KCBS San Francisco, KFRE Fresno, KFMB San Diego; KROY Sacramento; KMBY Monterey; KCMJ Palm Springs. Basic Pacific group: includes Basic California group plus KOIN Portland, KFIR North Bend, Ore., KIRO Seattle, Wash., KXLY Spokane, Wash. Supplementary Pacific Coast stations: KERN Bakersfield, KHSL Chico, KVCV Redding, KHUM Eureka, KERG Eugene, Ore., KFLW Klamath Falls, Ore., KYJC Medford, Ore., KRNR Roseburg, Ore., KEPR Kennewick, Wash., KIMA Yakima, Wash., KOLO Reno, Nev. Headquarters: Columbia Square, Los Angeles 28. Fred Ruegg, gen mgr.

Colorado Network—Comprising KRAI Craig, KSLV Monte Vista, KUBC Montrose-Delta, all Colorado. George O. Cory, KUBC Montrose.

Concert Network—Comprising WBCN-FM Boston, WHCN-FM Hartford, WXCN-FM Providence, WNCN-FM New York. Headquarters: 171 Newbury St., Boston 16. T. Mitchell Hastings Jr., pres; Roger H. Strawbridge, asst to pres; Norman Nelson, director of sales.

Connecticut State Network—Comprising WSTC Stamford, WNAB Bridgeport, WNHC New Haven, WNLG New London, WATR Waterbury, WTOR Torrington, WHAY New Britain, WICH Norwich. Headquarters: 74 Pratt St., Hartford. Samuel R. Elman, pres.

Dairyland Network—Comprising KWLM Willmar, KTOE Mankato, KDMA Montevideo, KLGR Redwood Falls, KMHL Marshall, KWNO Winona, KPAM St. Cloud, all Minnesota. Represented by John E. Pearson Co., Des Moines, Iowa.

Dixie Broadcasting System—Comprising WHSY Hattiesburg, Miss., key station; WHNY McComb, WNSL Laurel, WQBC Vicksburg, WNAT Natchez, WABG Greenwood, WCLD Cleveland, WROX Clarksdale, WGVM Greenville, all

Mississippi; WHXY Bogalusa and WARB Covington, both Louisiana; WMEN Tallahassee, Fla.; WFUN Huntsville; WAGF Dothan and WHHY Montgomery, all Alabama. Headquarters: WHSY Hattiesburg, Miss. P. O. Box 1009.

Dixie Network—Comprising WDXI Jackson, WENK Union City, WPTP Paris, WDXE Lawrenceburg, WDXL Lexington, WDXN Clarksville, all Tennessee, and WCMA Corinth, Miss. Headquarters: Williams Bldg., Jackson, Tenn. Aaron B. Robinson, pres.; Jack Cecil, vp & gen mgr. Represented by Venard, Rintoul, and McConnell Inc.

Don Lee Broadcasting System—Comprising KHJ Los Angeles, KGB San Diego, KTMS Santa Barbara, KFRC San Francisco, KMYC Marysville, KYNO Fresno, KSBW Salinas-Monterey, KCOK Tulare-Visalia, KXO El Centro, KPAY Chico, KVEE San Luis Obispo, KPHL Paso Robles, KYOS Merced, KGMS Sacramento, KRDG Redding, KVG Stockton, KITO San Bernardino, all California; KRXL Roseburg, KPOJ Portland, KFJI Klamath Falls, KORE Eugene, KBNB Bend, KOOS Coos Bay, KWIL Albany, KAST Astoria, KSIM Salem, KWIN Ashland-Medford, all Oregon; KVI Seattle, KGY Olympia, KEA Centralia-Chehalis, KWLK Longview, KPUG Bellingham, all Washington; KATO Reno, Nev. Fol-Arizona Network—KQY Phoenix, KTUC Tucson, KSUN Bisbee, KVOY Yuma, KVNA Flagstaff, KVNC Winslow, KAWT Douglas, Hawaii—KPOA Honolulu, KILA Hilo, Canada—CKVN Vancouver, Alaska—KFAR Fairbanks, KENI Anchorage, KJNO Juneau, KABI Kotchikan. Headquarters: 1313 N. Vine St., Hollywood 28, Calif. Willet H. Brown, pres.; Norman Boggs, vp & gen mgr.; Norman J. Ostby, station relations vp. Represented nationally by H-R Representatives Inc.

East Coast Network—Comprising WCDJ Edenton, WMBL Moorehead City, WOOV New Bern, WTAB Tabor City, WHED Washington, all North Carolina. Represented nationally by Interstate United Newspapers Inc.

East Texas Network—Comprising KDET Center, KIVY Crockett, KRBA Lufkin, KOSF Nacogdoches, KNET Palestine, KFBE Jacksonville, KSIJ Gladwater, KADO Marshall, KTNJ Jasper, KOGT Orange, KWRD Henderson, all Texas. Represented regionally by Clarke Brown Co.

Farm & Home Radio—Comprising KFNF Shenandoah, Iowa, KXXX Colby, Kan., and KMMJ Grand Island, Neb. Headquarters: KMMJ Grand Island, Neb. Don Searle, pres. Represented nationally by H-R Reps. Inc.

Good Neighbor Stations—Comprising WKBR Manchester, WTSN Dover, WFSI Hanover-Lebanon, WTSV Claremont, all New Hampshire. Headquarters: 155 Front St., Manchester, N. H. W. F. Rust Jr., pres-treasurer; Ralph Gottlieb, gen mgr.; James M. McCann, national sales mgr.

Great Northern Broadcasting System—Comprising KVON Moorhead, Minn., and Fargo, N. D., and KGDE Fergus Falls, Minn. KLPB Minot, KOVC Valley City, KDLR Devils Lake, KNXG Grand Forks, KBOM Mandan-Bismarck, and KEYJ Jamestown, all North Dakota, and KGCN Sidney, Mont. Headquarters: P. O. Box 1226, Fargo, N. D. E. J. McKellar, pres.; R. L. Owens, sec-treas.

Great Western Network—Comprising KDYL Salt Lake City, KLCN Logan, KVGO Ogden, KBYV Provo, KVEL Vernal, all Utah; KIDO Boise, KTFI Twin Falls, KSEI Pocatello, all Idaho; KOOK Billings; Z Network Stations—KXLF Butte, KXLL Helena, KXLK Great Falls, KXLL Missoula, KNLQ Bozeman, all Montana; KLAS Las Vegas, KFLY Ely, both Nevada. Headquarters: 130 Sorial Hall Ave., Salt Lake City 11, Utah, Del Leeson, sales mgr. Represented nationally by Weed & Co.

Hildreth Radio & Television Network—Comprising WARI Bangor, WAGM Presque Isle, WABM Houlton, WPOH Portland, all Maine. Represented nationally by George F. Hollingbery Co.; in New England states by Kellell-Carter Inc.

Imperial Broadcasting System Inc.—Comprising KPHO Riverside, KPBP Brawley, KRFO Indio, KYOR Blythe, all California. Headquarters: 6831 Hollywood Blvd., Hollywood 28, Calif. Frank K. Danzig, pres & gen mgr.; A. Bartlett Ross Jr., vp & gen sales mgr.

Intercollegiate Broadcasting System—Comprising college campus operated radio stations. Headquarters: 3107 Westover Drive, S. E., Washington 20, D. C. Ludlow 2-7210. David W. Borst, pres.; Herbert B. Barlow, sec.; Richard H. Crompton, business mgr & treas.; Richard E. Pittenger, sales mgr. Represented nationally by Hill F. Best Co.

Intermountain Network—Utah Group: KATL Salt Lake City, KLO Ogden, KOVO Provo, KOAT Pricer, KURA Moab, KVEL Vernal, KVVU Logan, KSVK Richfield, Idaho Group: KWIK Pocatello, KTRP Idaho Falls, KLIK Twin Falls, KGEM Boise, Nevada Group: KORK Las Vegas, KELK Elko, Wyoming Group: KLUK Evanston, KVRB Rock Springs, KOVE Lander, KVOC Casper, KPOW Powell, KWTW Sheridan, KPBC Cheyenne, KOWB Laramie, KRAL Rawlins, Montana Group: KBYM Billings, KATL Miles City, KPRK Livingston, KOPR Butte, KXLL Helena, KXLO

Lewistown, KOJM Havre, KMON Great Falls, KOFZ Kalispell, KBTK Missoula. Colorado Group: KIMN Denver, KCHF Pueblo, KBNZ LaJunta, KCRT Trinidad, KYOU Greeley, KCOL Ft. Collins, KDGO Durango, KYSN Colorado Springs, KGIW Alamosa, KVRH Salida; KLMP Lamar, KOLR Sterling, KRLN Sterling. Nebraska Group: KNEB Scottsbluff, KSID Sidney. Main Office: 146 S. Main St., Salt Lake City, with branch office at Box 1408 Edgewater Branch, Denver 14, Colorado. Officers: George C. Hatch, chmn of hd; Lynn L. Meyer, pres; Jack Paig, exec vp; W. D'Orri Cozzens, engineering director.

Knorr Broadcasting Group—Comprising WKMH Detroit-Dearborn, WSAM Saginaw, WKHM Jackson, WELI Battle Creek, WKMF Flint, all Michigan. Fred A. Knorr, pres & gen mgr. Represented nationally by Headley-Reed Co.

Linder Group—Comprising KWLM Willmar, KMIL Marshall, KIGR Redwood Falls, KTOE Mankato, KDMA Montevideo, all Minnesota. Executive offices: Box 393, Willmar, Minn. Represented nationally by John E. Pearson Co.

Lobster Network—Comprising WLOB Portland, WGUW Bangor, WCOU-AM-FM Lewiston, WPST-AM-FM Caribou (Aroostook), WGHM Waterville-Skowhegan, WFAU Augusta, WSME Sanford (York County), WRUM Rumford-Farmington, all Maine. Headquarters: Falmouth Hotel, Portland, Maine. Represented in New York by Richard O'Connell, Inc.; in Boston by Harry Wheeler Co.; West Coast, Chicago and Detroit by McGavren-Quinn.

Long Radio Enterprises—Comprising KIOX Bay City, KVIC Victoria, KTLW Texas City, all Texas and available as a package group. Harry L. Becker, managing director. P. O. Box 1391, Bay City.

Maine Broadcasting System—Comprising WCSH Portland, WLBZ Bangor, WRDO Augusta, WIAM Lewiston-Auburn. Headquarters: 157 High St., WCSH Portland 3, Me.

McClatchy Beeline—Comprising KFBE-AM-FM Sacramento, KMJ-AM-FM, Fresno, KERN-AM-FM Bakersfield, KBFF-AM-FM, Modesto, all Calif., and KOH Reno, Nev. Headquarters: 21st St. & Q St., Sacramento, Calif. Eleanor McClatchy, pres; Keith Collins, sales director.

Michigan Radio Network—Comprising WXYZ Detroit (key station) and network of radio stations in major Michigan markets. Sold as unit of ABC Network. Headquarters: Mutual Bldg., Detroit. Executive: James G. Riddell, pres.

Mid-South Network—Comprising WCBI Columbus, WELO Tupelo, WMOX Meridian, WROX Clarksdale, WVAG Grenada, WROB West Point, WAMY Amory, all Mississippi. Headquarters: WELO Tupelo. Bob Evans, gen mgr.

Miracle Valley Radio Network—Comprising WMOD Moundsville, WETZ New Martinsville, WCFB Parkersburg, all West Virginia. John T. Taylor, WMOD, represented nationally by Thomas F. Clark Co.

Montana Metropolitan Markets Group—Comprising KBMY Billings, KMON Great Falls, KOPR Butte, all Montana. Headquarters: 146 S. Main St., Salt Lake City. Lynn L. Meyer, sales mgr. Represented nationally by Avery-Knodel Inc.

National Spanish Language Network—Comprising KWKW Pasadena, KGST Fresno, both Calif.; KABQ Albuquerque, N. M.; KIFN Phoenix, KBYT Tucson, both Ariz.; KIVI Houston, KCCT Corpus Christi, KIIWW San Antonio, all Texas; KEXX Tijuana (San Diego), XEJ Juarez (El Paso), XEO Matamoros (Brownsville), XEOR Reynosa (McAllen) all Mexico. Represented nationally by National Time Sales.

New England Regional Network—Special regional network of NBC-affiliated stations, comprising WTIC Hartford, WJAR Providence, WCSH Portland, WLBZ Bangor, WRDO Augusta, Me. Oper. director: Paul W. Moroney, WTIC. Represented nationally by Weed & Co.

Northeast Radio Network—Northeast Radio Corp. owns and operates fm stations WRLL Webersfield, WRRE Bristol Center, WRRR Ithaca, WRID De Ruyter, WTRC Cherry Valley, all New York. Fm affiliates: WHLD-FM Niagara Falls, WRUN-FM Utica-Rome, WHDL-FM Olean, and WFLY (FM) Troy, all New York. Am associated stations: WHLD Niagara Falls, WJTN Jamestown, WHAM Rochester, WHEN Syracuse, WHCU Ithaca, WELM Elmira, WBNF Binghamton, WDLA Walton, WRUN Utica-Rome, WWNV Watertown, WMSA Massena, WWHG Hornell, WGY Schenectady, WKIP Poughkeepsie, WGNV Newburgh, WEAV Plattsburg, all New York, and WELF Scranton, Pa. Headquarters: 206 E. State St., Ithaca, N. Y. H. S. Brown, network mgr.

OK Group—Comprising WBOK New Orleans, KYOK Houston, KAOK Lake Charles, WXOK Baton Rouge, WLOK Memphis, WGOK Mobile. Headquarters: 505 Baronne St., New Orleans. Jules J. Paglin, pres; Stanley W. Ray Jr., vp and gen mgr. Represented by Stars National.

Oregon Empire Group—Comprising KFOJ Portland, KSLM Salem, KFLY Corvallis, KORE Eugene, all Oregon. Headquarters: P. O. Box 689, Corvallis. Dave Hoss, sales mgr. Represented regionally by Hugh Felts & Associates, Seattle; H. S. Jacobson, Portland.

Oregon Trail Network—Owned and operated by Inland Radio Inc. KSRV Ontario, KBKR Baker, KIBM LaGrande, Gordon Capps, gen mgr Ontario, Ore.

Ozark Network—Comprising KICK Springfield, KBTN Neosho, KRMO Monett, KWPM West Plains, KALM Thayer, KLRS Mountain Grove, KBHM Branson, and KMDO Fort Scott, Kan. Headquarters: KICK Springfield, Mo., 1037 S. Glenstone. Richard Bradley, gen mgr. Represented nationally by Hill F. Best Co.

Paul Bunyan Network—Michigan regional network comprising WTCM Traverse City; WATT Cadillac; WATZ Alpena; WMBN Petoskey; WATC Gaylord. Headquarters: Paul Bunyan Bldg., Traverse City. Les Biederman, pres and gen mgr.

John Poole Group—Comprising KBIG Avalon (Catalina), and KBIF Fresno, both Calif. Headquarters: 6540 Sunset Blvd., Hollywood, Calif. Represented nationally by Weed & Co.

Puritan Network—Comprising WLYN Lynn, WNEP Newburyport, both Massachusetts; WOTW Nashua, N. H., WTSA Brattleboro, Vt. Headquarters: 156 Broad St., Lynn, Mass. Theodore Feinstein, pres. Represented by Walker-Rowatt Inc.

Sombrero Network (Spanish)—Comprising KALI Los Angeles and KLOK San Jose, both California; KCOR San Antonio, KGBT Harlingen, XELO Juarez, Mex., El Paso area; KUNO Corpus Christi, XEK Nuevo Laredo, Mex., Laredo area. Headquarters: 111 Martinez St., San Antonio, Tex. Capitol 4-8792. Richard O'Connell, executive director; Nathan Safr, executive secretary. Represented by Richard O'Connell Inc.

Southeastern Key Market Network—Comprising more than 280 stations in Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee and Texas. Headquarters: P. O. Box 600, Florence, Ala. Atwater 2-7714, TWX FLO 8523. Dick Biddle, pres; Bill Mapes, gen mgr; Bobbie McGill, traffic mgr. Represented nationally by Rambeau, Vance, Hopple Inc.; Southeast by Forjoe & Co.

Southern Michigan Network—Comprising WTVB Coldwater, WSTR Sturgis, both Michigan. E. H. Munn Jr., network mgr, WTVB. Represented nationally by Hill F. Best Co.

Southern Minnesota Network—Comprising KYSM Mankato; KROC Rochester and KATE Albert Lea, all Minnesota. Represented nationally by The Meeker Co.

Southwest Network—Comprising KROD El Paso, Tex., KAVE Carlsbad, KWEW Hobbs, KCFI Roswell, KSIL Silver City, all New Mexico. Headquarters: KROD El Paso, Tex. Represented nationally by Branham Co.

Steelman Stations—Comprising WDEL Wilmington, Del.; WORX York, WGAL Lancaster, WRAW Reading, WEST Easton, WKBO Harrisburg, WRAC Williamsport, all Pennsylvania. Represented nationally by The Meeker Co. Headquarters: WGAL Lancaster. Clair R. McCullough, gen mgr.

Tall Corn Network—An Iowa Network comprising KROS Clinton, KSIB Creston, KDTH Dubuque, KVFD Fort Dodge, KFJB Marshalltown, KWPC Muscatine, KICD Spencer, KCMJ Carroll, KOEL McLevin, KBOE Oskaloosa, KSAI Ames, KOKX Keokuk, KXIC Iowa City, Glen Stanley, KBOE pres. Represented nationally by John E. Pearson Co.

Texas Broadcasting System (TBS)—Comprising KRLD Dallas, KENS San Antonio, KTRH Houston. Headquarters: KRLD, Herald Square, Dallas 2. Clyde W. Rembert, gen mgr.

Texas Quality Network—Comprising WFAA Dallas, WOAI San Antonio, KPRC Houston. Represented nationally by Edward Petry Co. Stations sold under one rate, one contract, one bill.

Texas Spanish Language Network—Comprising KIIWW San Antonio, KLVH Houston, KCCT Corpus Christi, all Texas; XEJ Juarez (El Paso), XEO Matamoros (Brownsville), XEOR Reynosa (McAllen), all Mexico. Represented nationally by National Times Sales Inc.

Texas State Network—Regional network comprising KFJZ Fort Worth; WRR Dallas, KENS San Antonio, KBST Big Spring, KGKL San Angelo, KFDA Amarillo; KRBC Abilene, KPLT Paris, KRRV Sherman, KCMC Texarkana, WACO Waco, KNOW Austin, KFRO Longview, KBWD Brownwood, KCRS Midland, KGVL Greenville, KTRH Houston, KRIO McAllen, KTBB Tyler. Gene L. Cagle, pres; Dale Drake, sales mgr. Headquarters: 4801 W. Freeway, Fort Worth 1.

Tobacco Network Inc.—Eastern North Carolina regional network comprising WRAL Raleigh, WTIC Durham, WFNC Fayetteville, WGNI Wilmington, WCEC Rocky Mount, WRCS Ahoskie, WELS Kinston, WGER Goldsboro, WHIT New Bern, WFMO Farmington WEYB Sanford, WHVH Henderson, WJAY Mullins-Marion, S. C. Headquarters: P. O. Box 1988, Raleigh. Represented nationally by Grant Webb & Co. Vassie G. Balkcom, WGBR pres; Jack P. Hankins, WELS vp; William H. Currie, WRAL sec-treas.

Tri-Mart Radio Network—Comprising KSLM Salem, KFLY Corvallis, KORE Eugene, all Oregon. Headquarters: P. O. Box 689, Corvallis. Dave Hoss, sales mgr. Represented by Everett-McKinney Inc.; Headley-Reed Co. (California).

Networks CONTINUED

Tri-W Network—Comprising WVVVB Jasper, WVWF Fayette, WVVVR Russellville, all Alabama. W. W. Bankhead, pres. WVVVR. Represented nationally by Keystone Broadcasting System.

United Broadcasting Network—Comprising WOKK and WFAN (FM) Washington, D. C.; WARK Hagerstown, WSID Baltimore, and WINK Rockville, all Maryland; WANT Richmond and WYOU Newport News, both Virginia; WJMO Cleveland, Ohio. Headquarters: Eighth and Eye Sts., N.W., Washington, D. C. Richard Eaton, pres. New York office: 420 Madison Ave. (Room 101), Bob Wittig, rep. Newport, WSYD Rutland, WTVN St. Johnsbury, WNTX Springfield, all Vermont. Represented nationally by Joseph Hershey McGilivray Inc.

Upper Midwest Broadcasting System Inc.—Comprising KASM Albany, KKRA Alexandria, KBCN Bemidji, KLJZ Brainerd, KBMW Brainerd, WKLK Cloquet, KRXX Crookston, KDLM Detroit Lakes, WEVE Eveleth, KDHL Faribault, KSUM Fairmont, CKFI International Falls, KNUJ New Ulm, WSHB Stillwater, all Minnesota; KDLR Devils Lake, KNLC Hettinger, both North Dakota; KARR Aberdeen, KDSJ Deadwood, KJIV Huron, KORN Mitchell, KRSD Rapid City, KISD Sioux Falls, all South Dakota; WHBY Appleton, WATW Ashland, WJPG Green Bay, WKTM Hartford, WLXC La Crosse, WLDY Ladysmith, WDLB Marshfield, WJGM Medford, WMNE Menomonie, WOSH Oshkosh, WFFP Park Falls, WPDH Portage, WIBU Poyonette, WPRE Prairie du Chien, WRJN Racine, WRGO Richland Center, WTCH Shawano, WSPT Stevens Point, WTRW Two Rivers, WBKV West Bend, WFHP Wisconsin Rapids, all Wisconsin; WHDF Houghton, WKBK Iron River, WJMS Ironwood, all Michigan; KASI Ames, KJAN Atlantic, KCOG Centerville, KSTT Day-entorp, KFAD Fairfield, KSMN Mason City, KAYL Storm Lake, KJFJ Webster City, all Iowa; KCNI Broken Bow, KJSK Columbus, KFGT Fremont, KNEB Scottsbluff, all Nebraska; WMRO Aurora, WCAZ Carthage, WJRK De Kalb, all Illinois. Headquarters: 512 Nicollet Bldg., Minneapolis, Minn. Federal 6-9631. Louis M. Knopp, pres; Betty Zimiuske, office mgr.

Vermont State Network—Comprising WIKK Newport, WSYD Rutland, WTVN St. Johnsbury, WNTX Springfield, all Vermont. Represented nationally by Joseph Hershey McGilivray Inc.

Wisconsin Network—Network comprising WHBY Appleton, KFIZ Fond du Lac, WCLO Janesville, WIBU Poyonette-Madison, WFCP Baraboo, WRJN Racine, WHBL Sheboygan, WFHR Wisconsin Rapids, WJPG Green Bay, WGEZ Beloit, WSAU Wausau. Supplementary stations: WMAM Marinette, WEAU Eau Claire, WJMS Ironwood, Mich.; WATW Ashland, WEBC Superior, WISN Milwaukee, WKBH La Crosse, WOSH Oshkosh, WJMC Rice Lake, WOBT Rhineland, WATK Antigo, WRGO Richland Center, WSAU Wausau, WRBD Reedsburg, WJGM Medford, WFFP Park Falls, WLDY Ladysmith, WOSA—WLIN Merrill. Main office: 230 First Avenue South, Wisconsin Rapids. George T. Frechette, WFHR, managing director and sec-treas.

WQXB Network—Comprising WQXR-FM New York; WFLY (FM) Troy; WKOL-FM Binghamton, WRRL (FM) Wethersfield (Buffalo); WRRR (FM) Ithaca; WJTN-FM Jamestown; WRRR (FM) Cherry Valley; WHLD Olean; WHLD-FM Niagara Falls; WRRE (FM) Bristol Center (Rochester); WRRD (FM) De Ruyter (Syracuse); and WRUN-FM Utica-Rome, all New York. Headquarters: 229 W. 43rd St., New York, N. Y. Lackawanna 1-1109. James Sondheim, sales mgr.

Yankee Network (division of RKO Teleradio Pictures Inc.)—Comprising WNAC Boston Mass.; WFAU Augusta, Me.; WABI Bangor, Me.; WIDE Biddeford, Me.; WNAB Bridgeport, Conn.; WALE Fall River, Mass.; WEIM Fitchburg-Leominster, Mass.; WHAI Greenfield, Mass.; WPOP Hartford, Conn.; WABM Houlton, Me.; WOCB Hyannis, Mass.; WKXL Concord, N. H.; WKNE Keene, N. H.; WCOU Lewiston-Auburn, Me.; WLLH Lowell, Mass.; WGR Manchester, N. H.; WNLC New London, Conn.; WBRK Pittsfield, Mass.; WHMP Northampton, Mass.; WPOR Portland, Me.; WAGM Presque Isle, Me.; WEAN Providence, R. I.; WSYB Rutland, Vt.; WWSR St. Albans, Vt.; WMAS Springfield, Mass.; WTOR Torrington, Conn.; WARE Ware, Mass.; WWCO Waterbury, Conn.; WDEV Waterbury, Vt.; WERI Westerly, R. I. WAAB Worcester, Mass. Represented nationally by H-R Reps. Inc. Headquarters: WNAC Boston. Norman Knight, exec. vp and gen mgr.

Z-Bar-Net—Comprising KXLF Butte; KXLL Helena; KXLL Bozeman; KXLL Great Falls; KXLL Missoula, all Montana. Available as a hookup. Managing director: Ed Crane, KXLF.

Regional Television Networks, Groups

ABC-TV Western Regional Network—Comprising (Cont.) KABC-TV Los Angeles, KGO-TV San Francisco, KEYT (TV) Santa Barbara, KSBY-TV San Luis Obispo, KBAK-TV Bakersfield, KJEO-TV Fresno, KSBW-TV Salinas, KOVR (TV) Sacramento, KHSL-TV Chico, KIEM (TV) Eureka, all California. XETV (TV) Tijuana, Mex. KOLQ-TV Reno, Nev.; KBES-TV Medford, KVAL-TV Eugene, KGW-TV Portland, all Ore.; KIMA-TV Yakima, KING-TV Seattle, KRIS-TV Spokane, all Wash. (Mountain) KUTV (TV) Salt Lake City, Utah; KBTX (TV) Denver, Colo.; KTVK (TV) Phoenix, KQUN-TV Tucson, both Ariz.; KERP-TV El Paso, Tex.; KSHO-TV Las Vegas, Nev.; KIKTV (TV) Colorado Springs, Colo.; KSWB-TV Roswell, KOAT-TV Albuquerque, both N. M.; KIDO-TV Boise, KID-TV Idaho Falls, both Idaho; KFBC-TV Cheyenne, Wyo.; KXLF-TV Butte, KFBB-TV Great Falls, KOOK-TV Billings, all Mont.; KTWQ-TV Casper, Wyo. KFAR-TV Fairbanks, KENI-TV Anchorage, both Alaska. (Territorial) KULA-TV Honolulu, T.H. Headquarters: ABC Television Center, Prospect & Talmadge, Hollywood 27, Calif. Normandie 3-3311. Earl J. Hudson, vp. Western Div. Joseph L. Merkle, regional mgr. station relations, ABC-TV, 7 W. 66th St., New York. Susquehanna 7-5909.

Alaska Television Network—Comprising KTVA (TV) Anchorage, KTVE (TV) Fairbanks and KINY-TV Juneau, all Alaska. Headquarters: Tower Bldg., Seattle 1, Wash. Main 4-6333. William J. Wagner, pres. Represented by Alaska Radio-TV Sales Corp. (Roy V. Smith Assoc.)

Arizona Telecasting System—Comprising KVAR (TV) Phoenix and KIVA (TV) Yuma, both Arizona. Headquarters: 1101 N. Central Ave., Phoenix. Alpine 4-4161. Ray Smucker, coml mgr. Represented by Avery-Knodel, Inc.

California-Oregon Television—Comprising KIEM-TV Eureka, Calif.; KBES-TV Medford, Ore., and KOTI (TV) Klamath Falls, Ore. Headquarters: P. O. Box 1021, Eureka. Hillside 3-3123. TWX EK16. W. B. Smullin, gen mgr. Don Telford, vp & mgr. Represented by Blair Television Assoc.

CBS Television Pacific Network—Comprising KBET-TV Sacramento, KBAK-TV Bakersfield, KIEM-TV Eureka, KFRE-TV Fresno, KNXT (TV) Los Angeles, KSBW-TV Salinas-Monterey, KFMB-TV San Diego, KPIS (TV) San Francisco, KSDY-TV San Luis Obispo, KHSL-TV Chico, all Calif.; KIVA (TV) Yuma, KOOL-TV Phoenix, KOLD-TV Tucson, all Ariz.; KCCM-TV Albuquerque, N. M.; KIMA-TV Yakima, KVUS-TV Bellingham, KIRO-TV Seattle-Tacoma, KXLY-TV Spokane, all Wash.; KOOK-TV Billings, KFBB-TV Great Falls, KMSO-TV Missoula, all Mont.; KBOI-TV Boise, KID-TV Idaho Falls, KLIJ-TV Twin Falls, Idaho; KFBC-TV Cheyenne, Wyo.; KKTU (TV) Colorado Springs, KLTZ-TV Denver, KHEX-TV Grand Junction, all Colo.; KRQD-TV El Paso, Tex.; KLAS-TV Las Vegas, KOLQ-TV Reno, both Nev.; KBES-TV Medford, KOIN-TV Portland, both Ore.; KSL-TV Salt Lake City, Utah; KTVA (TV) Anchorage, KTVF (TV) Fairbanks, both Alaska; KGMD-TV Honolulu, T.H. Headquarters: 1313 N. Vine St., Los Angeles. Olive 1-2345. Clark B. George, gen mgr; Robert Wood, sales mgr.

Crosley Broadcasting Corp.—Comprising WLVA (TV) Atlanta, Ga.; WLWC (TV) Columbus, WLWD (TV) Dayton, and WLWT (TV) Cincinnati, all Ohio, and WLWI (TV) Indianapolis, Ind. General sales headquarters: 3 East 5th St., New York City; H. P. Lasker, vp. in charge of sales. Chicago Sales Office: 360 N. Michigan Ave. Television headquarters: 110 W. Ninth St., Cincinnati.

Gulf Combination—Comprising WEAR-TV Pensacola and WJDM-TV Panama City, both Florida. Headquarters: WEAR-TV, U. S. Hwy. 90, West of Pensacola. Mel Wheeler, gen. mgr.; Milt de Reyna, assistant gen mgr and national sales mgr. Represented by George P. Hollingbery Co.

Market Maker Stations—Comprising KCJB-TV Minot, KXJB-TV Valley City and KBMB-TV Bismarck, all N. D. Headquarters: 4000 Main Ave., Fargo, N. D. Adams 5-4161. Sales office: Roanoke Bldg., Minneapolis. Federal 5-1341. John W. Boler, pres; William L. Hurley, vp in charge of sales. Represented by Weed TV Corp.

Silver Dollar Stations—Comprising KCSJ-TV Pueblo and KRDO-TV Colorado Springs, both Colo. Headquarters: Tv Lane, Pueblo. Jim Croll, national sales mgr. Represented nationally by John E. Pearson Co.; Denver representative. John L. McGuire & Co.

Skyline Network—Comprising KLIJ-TV Twin Falls, KID-TV Idaho Falls, both Idaho; KXLF-TV Butte, KXLL-TV Helena, KFBB-TV Great Falls and KOOK-TV Billings, all Montana. Headquarters: 1275 E. 17th St., Idaho Falls, Idaho. A. W. Schwieder, pres.

West Texas TV Network—Comprising KDUB-TV Lubbock, KPAR-TV Sweetwater-Abilene and KEDY-TV Big Spring, all Tex. (connected by microwave with KDUB-TV, originating station). Headquarters: 7400 College Ave., Lubbock. W. D. Rogers, pres-gen mgr; E. A. Hassett, general sales mgr. Represented by The Branham Co.

Canadian Broadcasting Corp.

Executive Offices: 140 Wellington St., Ottawa, Ont. Central 6-7331

Business Offices and Studios: 354 Jarvis St., Toronto 5, Ont. Walnut 5-8311.

Board of Governors: Post of chairman (temporarily vacant): Dean Adrien Pouliot, Quebec, vice-chmn.; Prof. J. A. Corry, Kingston, Ont.; F. J. Crawford, Toronto, Ont.; Dr. G. Douglas Stool, Charlottetown, P. E. I.; K. G. Montgomery, Edmonton, Alta.; Gerard Gingras, Montreal, Que.; Mrs. Ruth S. Honck, Brampton, Ont. Secretary to board: L. Barry MacDonald.

CBC National Executives:

(At Ottawa) J. A. O'Neill, gen mgr; E. L. Bushnell, assistant gen mgr; Col. R. P. Landry, controller of administration; Charles Jennings, controller of broadcasting; Marcel Ouhmet, assistant controller of broadcasting; J. P. Gilmore, controller of operations; A. K. Morrow, assistant controller of operations; M. Carter, controller of management planning & development; R. E. Keady, assistant to controller of management planning & development; A. M. Henderson, comptroller; R. C. Fraser, director of public relations; P. Meggs, director of information services; George Young, director of station relations & mgr broadcasting regulations; D. C. McArthur, director special program projects; Harry Bramah, treasurer; Andrew Cowan, supervisor troop bests.; C. E. Stiles, director personnel & administrative services; N. M. Morrison, director audience research; W. G. Richardson, director of engineering.

(At Toronto) P. McDonald, director tv network programming; E. S. Hallman, director radio network programming; W. E. Powell, coml mgr; G. Rugheimer, director of sales; Ira Dilworth, director of program evaluation; Hugh Kemp, script supervisor; Geoffrey Waddington, director music; W. H. Hogg, chief news editor; C. Gunning, general news editor; D. J. MacDonald, general supervisor tv news; A. E. Powell, supervisor special events; F. W. Peers, supervisor talks & public affairs; Helen James, supervisor women's interests talks & public affairs; R. S. Lambert, supervisor school broadcasting dept.; W. J. Dunlop, supervisor International exchange, institutional, religious & children's broadcasts; Esse Ljungh, acting supervisor drama; O. C. Wilson, mgr national tv film service; W. H. Brodie, supervisor language broadcasts; R. G. Knowles, supervisor farm & fisheries broadcasts; R. W. McCall, supervisor variety; W. C. Anderson, supervisor program clearance & traffic; H. E. S. Hamilton, supervisor network ops. (At Montreal) J. E. Hayes, chief eng; D. G. McKinstry, chief architect.

CBC Regional Officers:

Newfoundland Region: T. A. Bilg. St. John's. W. F. Calgary, dir for Province of Newfoundland.

Maritime Region: United Services Bldg., 100 Sackville St., Halifax. W. E. S. Briggs, dir for Maritime Provinces.

Prairie Region: 541 Portage Ave., Winnipeg, Man. J. R. Finlay, dir for Prairie Provinces.

British Columbia Region: 701 Hornby St., Vancouver, B. C. K. P. Caple, dir for Province of British Columbia.

Quebec Region: 1425 Dorchester St., Montreal. Gerard Lamarche, dir for Province of Quebec.

Ontario Region: 354 Jarvis St., Toronto. H. G. Walker, dir for Province of Ontario.

European Offices: The Langham, Portland Place, London, W.1. D. L. Bennet, CBC representative; 59 Avenue Hoche, Paris 8. J. M. Beaudet, CBC representative.

United Nations Office: c/o United Nations, New York, N. Y. John Dunn, CBC representative.

Canadian Tv Station Call Letters

(Corrected to July 1)

CBFT Montreal, Que.	CFPL-TV London, Ont.
CBHT Halifax, N. S.	CFQC-TV Saskatoon, Sask.
CBLT Toronto, Ont.	CFRN-TV Edmonton, Alta.
CBMT Montreal, Que.	CFSN-TV Harmon Field, Nfld.
CBOT Ottawa, Ont.	*CHAB-TV Moose Jaw, Sask.
CBUT Vancouver, B. C.	CHAT-TV Medicine Hat, Alta.
CBWT Winnipeg, Man.	CHBC-TV Kelowna, B. C.
CFQJ-TV Port Arthur, Ont.	CHBC-TV-1 Penticton, B. C.
CFCL-TV Timmins, Ont.	CHFC-TV-2 Vernon, B. C.
CFCL-TV-1 Kapuskasing, Ont.	CHCH-TV Hamilton, Ont.
CFCL-TV-2 Elk Lake, Ont.	CHCT-TV Calgary, Alta.
CFCM-TV Quebec City, Que.	CHCK-TV Victoria, B. C.
CFCR-TV Kamloops, B. C.	CHEX-TV Peterborough, Ont.
CFCV-TV Clermont, Que.	CHLT-TV Sherbrooke, Que.
CFCY-TV Charlotte-town, P. E. I.	
CFLA-TV Goose Bay, Labrador	

Continued



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THE FINEST OF TELEVISION AT REASONABLE COST

Produced by CBC-TV, using the finest of talent, writers and the most modern production techniques, Canadian television programs are now available to sponsors in the United States.

These prestige properties offer exciting sales possibilities for sponsors—in fact, a unique opportunity to obtain a very fine commercial vehicle—at surprisingly low cost.

Whether you're in the market for a special program or a series, sixty minutes or half-hour, live or recorded, contact the CBC.

CBC TELEVISION

COMMERCIAL DIVISION

Halifax Montreal Ottawa Toronto Winnipeg Vancouver

Canadian Tv Calls CONTINUED

CHSJ-TV St. John, N. B.
 CJBR-TV Rimouski, Que.
 CJCJ-TV Sydney, N. S.
 *CJDC-TV Dawson Creek, B. C.
 *CJES-TV Estcourt, Que.
 CJFB-TV Swift Current, Sask.
 CJIC-TV Sault Ste. Marie, Ont.
 CILH-TV Lethbridge, Alta.
 CJON-TV St. John's, Nfld.
 CJOX-TV Argentinia, Nfld.
 CKBI-TV Prince Albert, Sask.
 CKBL-TV Matane, Que.
 CKCK-TV Regina, Sask.
 CKCO-TV Kitchener, Ont.

CKCW-TV Moncton, N. B.
 CKGN-TV North Bay, Ont.
 CKLW-TV Windsor, Ont.
 CKMJ-TV Quebec City, Que.
 CKNX-TV Wingham, Ont.
 CKOS-TV Yorkton, Sask.
 CKRN-TV Rouyn, Que.
 CKRS-TV Jonquiere, Que.
 CKSO-TV Sudbury, Ont.
 CKSO-TV-1 Elliot Lake, Ont.
 CKTM-TV Three Rivers, Que.
 CKVR-TV Barrie, Ont.
 CKWS-TV Kingston, Ont.
 CKXN-TV Brandon, Man.

Directory of Television Stations in Canada

ALBERTA

CALGARY

CHCT-TV (Oct. 2, 1954): ch. 2; power—100kw visual, 50kw aural; antenna height—989 feet above average terrain, 633 feet above ground. Address: 555 Rideau Road. Phone: Chestnut 3-3491.
 Licensee: Calgary Television Ltd.
 Network: CBC-TV.
 Rep: All-Canada.
 Highest hour rate: \$380.
 Executives: Frederick Shaw, pres; Herbert S. Stewart, gen mgr; Bob Watson, sales mgr; Ron Chase, program director; Barry Gordon, production mgr; Barry Nicholls, promotion mgr; Ed Whalen, news director; Lee Crawley, chief engineer.

EDMONTON

CFRN-TV (Oct. 17, 1951): ch. 3; power—180.5 kw visual, 90.1kw aural; antenna height—481 feet above average terrain, 480 feet above ground. Address: C.P.R. Bldg., zone 1. Phone: 89-2572.
 Licensee: Sunwapa Broadcasting Co. Ltd.
 Network: CBC-TV.
 Rep: Canadian Station Representatives: Cakes (California).
 Highest hour rate: \$450.
 Color facilities: network.
 Executives: G. H. A. Rice, pres & gen mgr; S. S. Lancaster, station mgr; B. D. Alloway, coml mgr; G. Kidd, program director & film buyer; J. P. Rippe, promotion mgr; W. Hogle, news director; Ted Watson, chief engineer.
 Radio affiliates: CFRN-AM-FM.

LETHBRIDGE

CJLE-TV (Nov. 29, 1954): ch. 7; power—96 kw visual, 44.9kw aural; antenna height—562 feet above average terrain, 500 feet above ground. Address: Lethbridge, Alta. Phone: Fairfax 7-1321.
 Licensee: Lethbridge Television Ltd. (original owner).
 Network: CBC-TV.
 Rep: All-Canada; Weed Television (U.S.).
 Highest hour rate: \$160.
 Executives: Hugh P. Buchanan, pres; N. Botterill, managing director; Lloyd Crittenden, coml mgr; Sam Pitt, production mgr & film buyer; Eabs Pitt, promotion mgr; Norm Young, news director; V. C. Reed, chief engineer.
 Radio affiliate: CJOC.

MEDICINE HAT

CHAT-TV (Sept. 16, 1957): ch. 6; power—5.7kw visual, 3kw aural; antenna height—400 feet above average terrain, 300 feet above ground. Address: Box 480. Phone: Jackson 7-2467.
 Licensee: Monarch Broadcasting Co. Ltd. (original owner).
 Network: CBC-TV.
 Rep: Stovin-Byles Ltd.; Weed (U.S.).
 Highest hour rate: \$100.
 Color facilities: network.
 Executives: J. H. Yuill, pres; R. J. Buss, gen mgr; Jack Oldham, coml mgr; Merv Stone, program director & film buyer; Tom Gunter, promotion mgr; Bob Burns, news director; Syd Gaffney, chief engineer.
 Radio affiliate: CHAT.

RED DEER

CHCA-TV (Dec. 9, 1957): ch. 6; 6.6kw visual; 3.3kw aural; antenna height—711 feet above average terrain, 321 feet above ground. Address: Box 668. TWX 3525.
 Licensee: CHCA Television Ltd. (original owner).
 Network: CBC-TV.

Rep: Butler & Assoc. (Eastern Canada); Hunt & Assoc. (Vancouver); Forjoe (U.S.).
 Highest hour rate: \$130.
 Executives: G. A. Bartley, pres & gen mgr; C. G. Harju, coml mgr; Ray D. Torgrud, program director; L. G. Purnell, film buyer; A. Sole, promotion mgr; L. Arcand, news director; J. Junkman, chief engineer.

BRITISH COLUMBIA

DAWSON CREEK

CJDC-TV (not on air; target date late 1958): ch. 6; power—173.6 visual; 86.75 aural; antenna height—60 ft. above average terrain. Address: Radio Bldg.
 Licensee: Radio Station CJDC Ltd.
 Reps: Radio Representatives Ltd. (Toronto); Messner (Winnipeg); Hunt & Assoc. (Vancouver); Cooke (U.S.).
 Executives: H. L. Michaud, pres; M. Lavern, gen mgr.
 Radio affiliate: CJDC.

KAMLOOPS

CFCR-TV (April 8, 1957): ch. 4; power—100w visual; 50w aural; antenna height—110 feet above average terrain, 100 feet above ground. Address: Radio-Television Bldg. Phone 1021.
 Licensee: Twin Cities Television Ltd.
 Network: CBC-TV.
 Reps: All-Canada; Weed Television (U.S.).
 Highest hour rate: \$75.
 Executives: Ian G. Clark, pres & gen mgr; Walter Harwood, coml mgr & promotion mgr; Jean Ross, program director & film buyer; Tom Koch, news director; Fred Weber, chief engineer.
 Radio affiliate: CFJC.

KELOWNA

CHBC-TV (Sept. 21, 1957): ch. 2; power—3.7kw visual; 1.65 kw aural; antenna height—2704 feet above average terrain, 77 feet above ground. Address: 342 Leon Ave. Phone: 4335.
 Licensee: Okanagan Valley Tv Co. (original owner).
 Network: CBC-TV.
 Reps: All-Canada; Weed Television (U.S.).
 Highest hour rate: \$170.
 J. H. B. Browne, pres; Roy G. Chapman, gen mgr; R. L. Sharp, coml mgr; Russ Richardson, program director; Norm Williams, promotion mgr; Stan Lettner, news director; Tom E. Wyatt, chief engineer.
 Radio affiliate: CKOW.

PENTICTON

CHBC-TV-1 (1957): ch. 13; power—300w visual, 150w aural; antenna height—2,717 feet above average terrain, 91 feet above ground. Address: c/o CHBC-TV Kelowna, B.C.
 Licensee: Okanagan Valley Tv Co. (original owner).
 Other information: see CHBC-TV, parent station of CHBC-TV-1's satellite operation.

VANCOUVER

CBUT-TV (Dec. 16, 1953): ch. 2; power 47.6kw visual; 26.4kw aural; antenna height—2,400 feet above average terrain, 190 feet above ground. Address: 1200 W. Georgia St. Phone Mutual 1-0246.
 Licensee: Canadian Broadcasting Corp. (original owner).
 Network: CBC-TV.
 Rep: National Selective Television Sales.
 Highest hour rate: \$680.
 Hugh Palmer, television director; Ross L. Whiteside, technical director; M. L. Munro, commercial representative; R. L. Elson, news-reel editor-in-charge; Stanley Fox, film director; Cliff Robinson, design director; R. G. Jessup, press & information representative; Peter Garvie, program director.
 Radio affiliates: CBUT-AM-FM.

VERNON

CHBC-TV-2 (1957): ch. 7; power—310w visual; 160w aural; antenna height—865 feet above average terrain, 93 feet above ground. Address: c/o CHBC-TV Kelowna, B. C.
 Licensee: Okanagan Valley Tv Co. Ltd. (original owner).
 Other information: see CHBC-TV, parent station of CHBC-TV-2's satellite operation.

VICTORIA

CHET-TV (Dec. 1, 1956): ch. 6; power—1.8kw visual; 900w aural; antenna height—310 feet above average terrain, 203 feet above ground. Address: 3693 Epsom Drive. Phone: Victoria 7-1821.
 Licensee: David M. Armstrong.
 Network: CBC-TV.
 Reps: Broadcast Representatives (Winnipeg); Television Representatives Ltd. (Toronto and Montreal); Hunt & Assoc. (Vancouver); Forjoe (New York).
 Highest hour rate: \$210.
 Executives: David M. Armstrong, pres; Russell L. Purse, gen mgr & coml mgr; Edward A. Biskland, director of operations, film buyer & news director; Norman E. Bergquist, chief engineer.
 Radio affiliate: CKDA.

LABRADOR

(Dependency of Newfoundland)

GOOSE BAY

***CFLA-TV** (Oct. 29, 1956): ch. 8; power—348w visual, 174w aural; antenna height—103 feet above average terrain, 97 feet above ground. Address: Goose Bay, Labrador, Canada, Sub A. Phone: 5163.
 Licensee: Canadian Broadcasting Corp. (original owner).
 Network: CBC-TV; AFRS-TV.
 Executives: David J. Gunn, CBC management representative.

*Non-commercial operation.

MANITOBA

BRANDON

CKX-TV (Jan. 28, 1955): ch. 6; power—10.3kw visual; 9.65kw aural; antenna height—259 feet above average terrain, 277 feet above ground. Address: 2940 Victoria Ave. Phone: Parkway 6-5393.
 Licensee: Western Manitoba Broadcasters Ltd. (original owner).
 Network: CBC-TV.
 Rep: Weed Television (U.S.).
 Highest hour rate: \$170.
 Executives: John B. Craig, pres & managing director; Eric Davies, assistant mgr; Archie Olson, coml mgr; Doug Lee, program director & film buyer; Marvin Freeman, promotion mgr; Jim Struthers, news director; Al Gomez, chief engineer.
 Radio affiliate: CKX.

WINNIPEG

CBWT (May 31, 1954): ch. 3; power—57.5kw visual; 34.7 kw aural; antenna height 196 feet above average terrain, 203 feet above ground. Address: Box 160. Phone 742-541.
 Licensee: Canadian Broadcasting Corp. (original owner).
 Network: CBC-TV.
 Rep: National Selective Television Sales.
 Highest hour rate: \$520.
 Executives: W. G. Charpentier, director of tv; B. D. McPherson, program director; H. C. Heywood, technical director; R. L. Horley, commercial representative; A. W. Dentry, editor-in-charge; C. E. L'Ami, supervisor press & information.
 Radio affiliate: CBW.

NEW BRUNSWICK

MONCTON

CKCW-TV (Dec. 4, 1954): ch. 2; power—25kw visual, 15 kw aural; antenna height—990 feet above average terrain, 325 feet above ground. Address: Halifax St. Phone: Evergreen 4-9601.
 Licensee: Moncton Broadcasting Ltd. (original owner).
 Network: CBC-TV.
 Rep: Stovin-Byles; Young Canadian Ltd. (U.S.).
 Highest hour rate: \$350.
 Executives: P. A. Lynds, pres & gen mgr; Bill Ritchie, coml mgr; J. S. Irvine, program director & film buyer; Mrs. P. J. Beer, promotion mgr; Claude Cain, news director; Keith McConnell, chief engineer.
 Radio affiliate: CKCW.

SAINT JOHN

CHSJ-TV (1954): ch. 4; power—100kw visual; 50kw aural; antenna height—1200 feet above average terrain, 82 feet above ground. Address: 14 Church St. Phone: 3-3304.
 Licensee: New Brunswick Broadcasting Co. Ltd.
 Network: CBC-TV.
 Highest hour rate: \$340.
 Executives: George A. Cromwell, gen mgr; William A. Stewart, program director; William Cooper, news director; J. C. Bishop, chief engineer.
 Radio affiliate: CHSJ.

NEWFOUNDLAND

ARGENTIA

CJOX-TV: ch. 10; power—100w visual, 97w aural; antenna height—321 feet above average terrain, 64 feet above ground.
 CJON-TV is owned and operated satellite of CJON-TV St. John's.

ST. JOHN'S

CJON-TV (July 1955): ch. 6; power—21kw visual; 11 kw aural; antenna height—606 feet above average terrain, 246 feet above ground. Address: Prince of Wales Street. Phone: 7105.
 Licensee: Newfoundland Broadcasting Co. Ltd. (original owner).
 Networks: CBC-TV, ABC-TV, CBS-TV, NBC-TV.
 Reps: Stovin-Byles; Weed Television (U.S.).
 Highest hour rate: \$300. (includes satellite

Canadian Tv CONTINUED

NEWFOUNDLAND CONTINUED

CJOX-TV (Argonia).

Executives: G. Stirling, pres; Don Jamieson, vp & gen mgr; Colin Jamieson, operations mgr; G. Wiggins, program director; Judith Curtis, promotion mgr; Jim Thomas, news director; Oscar Hierlihey, chief engineer.
Radio affiliate: CJON.

STEPHENVILLE

***CFSN-TV** (Feb. 18, 1957): ch. 5; 490w visual; 250w aural; antenna height 8 feet above average terrain, 71 feet above ground.
Address: Box 106, Canadian P.O. Harmon Air Base.
Licensee: Canadian Broadcasting Corp.
Executive: A. W. Barrett, CBC management representative.

*Non-commercial operation.

NOVA SCOTIA

HALIFAX

CBHT (Dec. 20, 1954): ch. 3; power—56kw visual, 33.8kw aural; antenna height—734 feet above average terrain, 434 feet above ground.
Address: 70 Bell Road. Phone: 2-8311.
Licensee: Canadian Broadcasting Corp. (original owner).
Network: CBC-TV.
Rep: National Selective Television Sales.
Highest hour rate: \$340.
Executives: C. F. Brickenden, director; Donald G. LeBland, coml representative; J. Simonson, technical director; Carl MacCaul, program director; C. Pottle, news director; G. W. Hames, film director; A. W. Wilson, pres & information representative.
Radio affiliate: CBII.

SYDNEY

CJCB-TV (Sept. 30, 1954): ch. 4; power—100kw visual, 60kw aural; antenna height—322 feet above average terrain, 223 feet above ground.
Address: Mira Road. Phone: 3431.
Licensee: Cape Breton Broadcasters Ltd. (original owner).
Network: CBC-TV.
Rep: All-Canada; Weed Television (U.S.).
Highest hour rate: \$275.
J. Marvon Nathanson, pres & gen mgr; Max Quinton, coml mgr; M. C. MacQuarrie, program director & film buyer; J. C. McVicar, promotion mgr; Lowell Murray, news director; M. E. Bowles, chief engineer.
Radio affiliates: CJCB-AM-FM.

ONTARIO

BARRIE

CBVE-TV (Sept. 23, 1955): ch. 3; power—26.6 kw visual, 13.33kw aural; antenna height—810 feet above average terrain, 704 feet above ground.
Address: P. O. Box 69. Phone Parkway 6-6467.
Licensee: Ralph Snelgrove Television Ltd.
Network: CBC-TV.
Rep: Young Canadian Ltd. (U.S.); Mulvihill & Co. (Toronto & Montreal); Hunt & Assoc. (Vancouver).
Highest hour rate: \$350.
Executives: Ralph Snelgrove, pres & gen mgr; Charles Tierney, coml mgr & promotion mgr; Everett Smith, program director; Jack Mattenley, film buyer & chief engineer; William Harrington, news director.
Radio affiliate: CKBB.

ELK LAKE

CFCL-TV-2 (June 15, 1953): ch. 2; power—3.52kw visual, 1.76kw aural; antenna height—462 feet above average terrain.
Address: P.O. Box 630.
Licensee: J. Conrad Lavigne Enterprises Ltd.
Network: CBC-TV.
Rep: Mulvihill (Toronto); Hunt & Assoc. (Vancouver); McGillivra (U.S.).
CFCL-TV-2 is satellite of CFCL-TV Timmins, Ont.
Executives: J. Conrad Lavigne, pres; Rene Barrette, gen mgr; Jean DeVilliers, program director; Roch Demers, technical director.
Radio affiliate: CFCL.

ELLIOT LAKE

CKSO-TV-1 (October 1957): ch. 3; power—4kw visual, 2kw aural; antenna height—432 feet above average terrain; 96 feet above ground.
CKSO-TV-1 operates as 100% satellite of CKSO-TV Sudbury, Ont.

HAMILTON

CHQE-TV (June 7, 1954): ch. 11; power—150kw visual, 90kw aural; antenna height—

654 feet above average terrain, 550 feet above ground.

Address: 163 Jackson St. West. Phone Jackson 2-1101.

Licensee: Niagara Television Ltd. (original owner).

Network: CBC-TV.
Rep: All-Canada; Young Canadian Ltd. (U.S.).

Highest hour rate: \$650.
Executives: K. D. Soble, pres & gen mgr; S. J. Bibby, assistant mgr; J. R. Peters, coml mgr; J. S. Purvis, program director; Sam Hebscher, film buyer; S. E. Habberfield, promotion mgr; D. C. Rogers, news director; W. E. Jaynes, director of engineering.

KAPUSKASING

CFCL-TV-1 (Jan. 30, 1958): ch. 3; power—44w visual, 207w aural; antenna height—113 feet above average terrain, 100 feet above ground.
Address: P.O. Box 620, Timmins, Ont.
Licensee: J. Conrad Lavigne Enterprises Ltd. (original owner).
Network: CBC-TV.
Rep: Mulvihill (Toronto); Hunt & Assoc. (Vancouver); McGillivra (U.S.).
CFPL-TV-1 is satellite of CFCL-TV Timmins, Ont.
Executives: J. Conrad Lavigne, pres; Rene Barrette, gen mgr; Jean DeVilliers, program director; Roch Demers, technical director.
Radio affiliate: CFCL.

KINGSTON

CKWS-TV: ch. 11; power—10kw visual, 60.6 kw aural; antenna height 469 feet above average terrain, 377 feet above ground.
Address: 170 Queen St. Phone Liberty 2-4977.
Frontenac Broadcasting Co. Ltd.
Network: CBC-TV.
Rep: All-Canada; Weed Television (U.S.).
Highest hour rate: \$280.
Executives: Senator W. R. Davis, pres; R. W. Hofstetter, gen mgr & film buyer; Jim Gibson, coml mgr; D. Natta, program director & promotion mgr; F. Patterson, news director; Bert Cobb, chief engineer.
Radio affiliate: CKWS.

KITCHENER

CKCO-TV (March 1, 1954): ch. 13; power 100kw visual, 51.5kw aural; antenna height 928 feet above average terrain, 625 feet above ground.
Address: 864 King St. W. Phone Sherwood 3-4325; Empire 6-0852 in Toronto.
Licensee: Central Ontario Television Ltd.
Network: CBC-TV.
Highest hour rate: \$485.
Executives: Carl A. Hlock, pres; Eugene E. Fitzgibbons, gen mgr; William D. McGregor, operations mgr; Don Martz, program director & film buyer; William Whiting, promotion mgr; Alan G. Hodge, news director; Alexander G. Dav, chief engineer.

LONDON

CFPL-TV (Nov. 28, 1953): ch. 10; power—325kw visual, 195kw aural; antenna height—514 feet above average terrain, 375 feet above ground.
Address: Box 488, Commissioners Road. Phone: General 4-2115.
Licensee: London Free Press Printing Co. Ltd. (original owner).
Network: CBC-TV.
Rep: All-Canada; Weed Television (U.S.).
Highest hour rate: \$525.
Color facilities: network, local film, local slides.
Executives: Walter J. Blackburn, pres; Murray T. Brown, Electronic Div. gen mgr; R. A. Reinhart, CFPL-TV mgr & film buyer; W. C. Wingrove, assistant mgr & director of sales & promotion; Kevin L. Knight, program director; H. Warren Blahout, promotion supervisor; Ron Laidlaw, news director; Glen A. Robitaille, chief engineer.
Radio affiliate: CFPL-AM-FM.

NORTH BAY

CKGN-TV (Dec. 19, 1955): ch. 10; power—28.5kw visual, 14.25kw aural; antenna height—459 feet above average terrain, 355 feet above ground.
Address: Box 1000. Phone Grover 2-9000.
Licensee: Ted-Ad Company Ltd. (original owner).
Network: CBC-TV.
Rep: Mulvihill (Toronto & Montreal); Hunt & Assoc. (Vancouver); Young Canadian Ltd. (U.S.).
Executives: Gerald A. Alger, pres; Bruce McLeod, gen mgr & film buyer; Gordon Beavis, coml mgr; Dave Mee, operations mgr; Shirley Morin, promotion mgr; Tom Kervin, news director; Gordon Ballantyne, chief engineer.

OTTAWA

CBOFT (June 24, 1955): ch. 9; power—31kw visual, 17kw aural; antenna height—403 feet above average terrain, 485 feet above ground.
Address: Lanark Ave. Phone Parkway 8-1771.
Licensee: Canadian Broadcasting Corp. (original owner).
Network: CBC-TV.
Rep: National Selective Television Sales.
Highest hour rate: \$200.
Executives: C. P. Wright, station mgr; Maurice Valiquette, coml mgr (Quebec);

Georges Huard, mgr of tv operations; Dennis Townsend, program director; Maxted Gilbert, chief operator; J. H. Book, technical director; H. P. Morin, news editor; Jean Charpentier, press & information.

Radio affiliates: CBO-AM-FM.

CBOF (June 2, 1953): ch. 4; power—50.1kw visual, 26.7kw aural; antenna height—321 feet above average terrain, 406 feet above ground.
Address: Lanark Ave. Phone: Parkway 8-1771.

Licensee: Canadian Broadcasting Corp. (original owner).

Network: CBC-TV.
Rep: National Selective Television Sales.
Highest hour rate: \$475.

Executives: C. P. Wright, station mgr; George Huard, mgr of tv operations; Dennis Townsend, program director; L. G. MacDonald, news editor; Larry O'Neill, sales representative; Maxted Gilbert, chief operator; J. H. Book, technical director; C. E. Wright, press & information.
Radio affiliates: CBO-AM-FM.

PETERBOROUGH

CHEX-TV (March 26, 1955): ch. 12; power—102kw visual; 61kw aural; antenna height—396 feet above average terrain, 378 feet above ground.
Address: P. O. Box 657. Phone Riverside 3-3925.
Licensee: Kavartha Broadcasting Corp. (original owner).
Network: CBC-TV.
Rep: All-Canada; Weed Television (U.S.).
Highest hour rate: \$260.
Videotape recorder: in operation.
Executives: Senator W. R. Davies, pres; Keith Packers, gen mgr; Beverley Young, national coml mgr & promotion mgr; Bob Kinsman, local coml mgr; Gordon Shale, program director & film buyer; John Power, news director; Bert Crump, chief engineer.

PORT ARTHUR

CFQJ-TV (Sept. 1954): ch. 2; power—28kw visual, 15kw aural; antenna height—174 feet above average terrain, 225 feet above ground.
Address: 87 N. Hill St. Phone: 4-2404.
Licensee: Thunder Bay Electronics Ltd. (acquired station February 1957).
Network: CBC-TV.
Rep: All-Canada; Weed Television (U.S.).
Highest hour rate: \$225.
Executives: H. E. Dougall, pres. Ralph H. Parker, gen mgr.

SAULT STE MARIE

CJIC-TV (November 1954): ch. 2; power—28kw visual, 15 kw aural; antenna height—19 feet below average terrain, 225 feet above ground.
Address: P.O. Box 370.
Licensee: Hyland Radio-TV Ltd. (original owner).
Network: CBC-TV.
Rep: All-Canada; Weed Television (U.S.).
Highest hour rate: \$200.
Executives: Mrs. J. G. Hyland, pres; R. H. Ramsay, gen mgr; E. W. Plouffe, coml mgr & film buyer; John Rhodes, program director; Paul Fockler, promotion mgr; Lionel McAuley, news director; David Irwin, chief engineer.
Radio affiliate: CJIC.

SUDBURY

CKSO-TV (October 1953): ch. 5; power—30kw visual, 16 kw aural; antenna height—284 feet above average terrain, 278 feet above ground.
Address: 336 Ash St. Phone: Osborne 4-0711.
Licensee: CKSO Radio Ltd. (original owner).
Network: CBC-TV.
Rep: All-Canada; Weed Television (U.S.).
Highest hour rate: \$270. (Includes CKSO-TV-1, satellite at Elliot Lake, Ont.)
Color facilities: network.
Executives: George M. Miller, pres; W. J. Woodill, gen mgr; Ralph Connor, national coml mgr & promotion mgr; Frank Paterson, local coml mgr; Richard Madsen, program director; Jim Boyd, film buyer; Robert Evans Jr., news director; Wally Robert, chief engineer.
Radio affiliate: CKSO.

TIMMINS

CFCL-TV (July 1, 1956): ch. 6; power—18.5kw visual, 9.25 kw aural; antenna height—362 feet above average terrain, 302 feet above ground.
Address: Mont Sacré-Coeur. Phone: 577.
Licensee: J. Conrad Lavigne Enterprises Ltd.
Network: CBC-TV.
Rep: Mulvihill; Devney (U.S.).
Highest hour rate: \$200.
Executives: J. Conrad Lavigne, pres; Rene Barrette, gen mgr & film buyer; Harry Charbonneau, coml mgr; Jean DeVilliers, program director; Stephanie Andry, promotion mgr; Betty Shields, news director; Roch Demers, chief engineer.
Radio affiliate: CFCL.

Canadian Tv CONTINUED

ONTARIO CONTINUED

TORONTO

CBLT (Sept. 8, 1952): ch. 6; power—99.5kw visual, 53.6kw aural; antenna height—402 feet above average terrain, 471 feet above ground.
Address: 354 Jarvis St. Phone Walnut 5-3311.

Licensee: Canadian Broadcasting Corp. (original owner).

Network: CBC-TV.
Rep: National Selective Television Sales.
Highest hour rate: \$1,250.
Fergus Nutrie, director; J. R. W. Graham, assistant director; Reginald Horton, technical director; Peter McDonald, network program director; W. K. Moyer, film procurement officer; John Malloy, supervisor of tv sales; Leonard Cranford, supervisor of design; L. E. Duffey, news editor.
Radio affiliates: CBL, CJBC, CBC-FM.

WINDSOR (Detroit, Mich.)

CKLW-TV (Sept. 14, 1954): ch. 9; power—178kw visual, 107kw aural; antenna height—631 feet above average terrain, 626 feet above ground.

Studios: 825 Riverside Dr. West Windsor, Ont.; Business Address: 3300 Guardian Bldg., Detroit. Phone Woodward 1-7200. TWX Detroit 48.

Licensee: Western Ontario Broadcasting Co. Ltd. (original owner).

Network: CBC-TV.
Rep: Young Television.
Highest hour rate: \$1,400.
Executives: J. E. Campeau, pres & gen mgr; S. C. Ritchie, operations mgr & program director; N. Hawkins, national sales mgr; C. Gunn, local sales mgr; Art MacColl, film buyer; Art Gloster, promotion mgr; Austin Grant, news director; Stewart Clark, chief engineer.
Radio affiliates: CKLW-AM-FM.

WINGHAM

CKNX-TV (Nov. 18, 1955): ch. 8; power—20kw visual, 12kw aural; antenna height—793 feet above average terrain, 823 feet above ground.

Address: Curling Terrace. Phone: 158.
Licensee: Radio Station CKNX Ltd. (original owner).

Network: CBC-TV.
Rep: All-Canada; Young (U.S.).
Highest hour rate: \$250.
Executives: W. T. Cruickshank, pres; G. W. Cruickshank, gen mgr; C. R. Hamilton, coml mgr; D. G. Hildebrand, program director & film buyer; Helen Fleury, promotion mgr; John A. Strong, news director; S. C. Reid, chief engineer.
Radio affiliate: CKNX.

PRINCE EDWARD ISLAND

CHARLOTTETOWN

CFCY-TV (July 1, 1956): ch. 13; power—38.8kw visual, 19.3kw aural; antenna height—771 feet above average terrain, 540 feet above ground.
Address: 85 Kent St. Phone: 7347.

Licensee: Island Radio Broadcasting Co. Ltd. (original owner).

Network: CBC-TV.
Reps: All-Canada; Weed Television (U.S.).
Highest hour rate: \$190.
Mrs. K. S. Rogers, pres; R. F. Large, mgr & film buyer; E. P. Williams, program traffic mgr; M. E. Large, promotion mgr; A. S. Dickson, news director; J. G. Jay, chief engineer.
Radio affiliate: CFCY.

QUEBEC

CLERMONT

CJVC-TV (1958): ch. 75; power—45.1w visual, 22.5w aural; antenna height—491.5 feet above average terrain.

Licensee: Societe Video de Clermont (original owner).

Rep: Hardy.
Highest hour rate: CJVC-TV operates as satellite of CFCM-TV Quebec City, Que.

ESTCOURT

CJES-TV (March 24, 1958): ch. 70; power—45.1w visual, 27.55w aural; antenna height 123.4 feet above average terrain.

Licensee: La Compagnie de Television Pohenegamooke Inc. (original owner).

Rep: Interprovincial.
Highest hour rate: CJES-TV operates as satellite of CJBR-TV Rimouski, Que.
Executive: Treffe Ouellet, pres.

JONQUIERE

CKRS-TV (Dec. 1, 1955): ch. 12; power—20kw visual, 10kw aural; antenna height—311 feet above average terrain, 228 feet above ground.

Address: 175 Sir Wilfrid Laurier St. Phone: Liberté 2-4551.

Licensee: Radio Saguenay Limitée.
Network: CBC-TV.

Reps: Hardy (Montreal & Toronto); Young Canadian Ltd. (New York & Chicago).

Highest hour rate: \$265.
Executives: Henri Lepage, pres; Tom Burham, gen & promotion mgr; Paul J. Audette, coml mgr; Odette Arseneau Schultz, program director; Eugene Michaud, film buyer; Lionel Tremblay, news director; Gerurd Lemieux, chief engineer.
Radio affiliate: CKRS.

MATANE

CKBL-TV (not on air; target date late 1958): ch. 9; power—160kw visual, 95kw aural; antenna height—621 feet above average terrain, 206 feet above ground.

Address: 4 St. Sacrament St. Phone: 802.
Licensee: La Cie de Radiodiffusion de Matane Limitée.

Network: CBC-TV.
Reps: Hardy (Montreal); Hunt & Assoc. (Vancouver); Young Canadian Ltd. (U.S.).

Highest hour rate: \$160.
Executives: Rene Lapointe, pres & gen mgr; Octave Lapointe, vp and coml mgr; Yvan Fortier, technical director.
Radio affiliate: CKBL.

MONTREAL

CBFT (Sept. 8, 1952): ch. 2; power—100kw visual, 50kw aural; antenna height—912 feet above average terrain, 239 feet above ground.

Address: 1425 Dorchester St. W. Phone: University 6-2571.

Licensee: Canadian Broadcasting Corp. (original owner).

Network: CBC-TV.
Rep: National Selective Television Sales.
Highest hour rate: \$1,250.
Executives: Andre Oumet, director; Yves Vien, assistant director; Fernand Guerdard, program director; Charles Frenette, technical director; Maurice Valiquette, coml mgr; J. P. LePailleur, film director; J. J. Trudeau, press & information.
Radio affiliates: CRF-AM-FM.

CBMT (Jan. 10, 1954): ch. 6; power—43.8kw visual, 26.2kw aural; antenna height—820 feet above average terrain, 187 feet above ground.

Address: 1425 Dorchester St. W. Phone University 6-2571.

Licensee: Canadian Broadcasting Corp. (original owner).

Network: CBC-TV.
Rep: National Selective Television Sales.
Highest hour rate: \$1,000.
Executives: Andre Oumet, tv director; Yves Vien, assistant director; D. E. McGill, program director; Maurice Valiquette, coml mgr (Quebec); C. Frenette, technical director; J. J. Trudeau, press & information.
Radio affiliates: CRM-AM-FM.

NEW CARLISLE

NEW (not on air; target date late 1958): ch. 5; power—52kw visual, 27kw aural; antenna height—1,613 feet above average terrain.

Licensee: La Television de la Baie des Chaleurs Inc.

NORANDA

CKRN-TV (Dec. 24, 1957): ch. 4; power—50kw visual, 25kw aural; antenna height—833 feet above average terrain, 698 feet above ground.

Address: P.O. Box 70, Rouyn, Que. Phone: Roger 2-7741.

Licensee: Northern Radio-Radio Nord, Inc.

Network: CBC-TV.
Reps: Butler & Assoc. (Toronto & Montreal); Hunt & Assoc. (Vancouver); Weed Television (U.S.).

Highest hour rate: \$180.
Color facilities: network.
Executives: D. A. Gourd, pres & gen mgr; George A. Chartrand, coml & promotion mgr; Bernard Valiquette, program director & film buyer; Jean-Guy Langevin, chief engineer.
Radio affiliate: CKRN.

QUEBEC CITY

CFCM-TV (July 17, 1954): ch. 4; power—12.7kw visual, 6.3kw aural; antenna height—473 feet above average terrain, 420 feet above ground.

Address: 200 Avenue St. Jean Bosco, Ste Foy. Phone: Murray 3-4985.

Licensee: Television de Québec Limitée.

Network: CBC-TV.
Reps: Hardy; Weed Television (U.S.).
Highest hour rate: \$525.
Executives: Gaston Pratte, pres; Jean-A. Pouliot, gen mgr; Arthur P. Fitzgibbons, director of operations & film buyer; Jacques Filteau, program director; Andrew N. McLellan, public relations & publicity mgr; Gaetan Plante, news director; Marcel Chabot, director of engineering.

CKMI-TV (March 17, 1957): ch. 5; power—5.6kw visual, 2.8kw aural; antenna height—457 feet above average terrain, 420 feet above ground.

Address: 200 Avenue St. Jean Bosco, Ste Foy. Phone: Murray 3-4985.

Licensee: Television de Québec Limitée.

Network: CBC-TV.
Reps: Hardy; Weed Television (U.S.).
Highest hour rate: \$250.
Executives: Same as CFCM-TV (above) except that Gerald Taoff is CKMI-TV program director.

RIMOUSKI

CJBR-TV (Nov. 21, 1954): ch. 3; power—34kw visual, 19.4kw aural; antenna height—952 feet above average terrain, 76 feet above ground.

Address: 6 St. Jean St. Phone: Raymond 3-2217.

Licensee: The Central Service Corp.

Network: CBC-TV.

Reps: Stovin-Byles; Weed Television (U.S.).

Highest hour rate: \$260.

Executives: Jacques Brillant, pres; André Lecomte, gen & coml mgr; François Raymond, program director, film buyer & promotion mgr; Guy Ross, news director; Réal Therrien, chief engineer.

Radio affiliates: CJBR-AM-FM.

SHERBROOKE

CHLT-TV (Aug. 12, 1956): ch. 7; power—170kw visual, 100kw aural; antenna height—1,920 feet above average terrain, 106 feet above ground.

Address: 221 Dufferin St. Phone: Lorraine 9-2525.

Licensee: LaTribune Ltd. (original owner).

Executives: Paul Desruiseaux, pres; Alphee Gauthier, gen mgr.

Radio affiliate: CHLT.

THREE RIVERS

CHTM-TV (April 15, 1958): ch. 13; power—3,07kw visual, 1,53kw aural; antenna height—591 feet above average terrain, 298 feet above ground.

Address: P. O. Box 277. Phone: 4-3556.

Licensee: Television St. Maurice Inc. (original owner).

Network: CBC-TV.

Reps: Hardy; Weed Television (U.S.).

Highest hour rate: \$275.

Executives: Henri Audet, pres & gen mgr; Claude Blain, program director & film buyer; Ernest Brunelle, chief engineer.

SASKATCHEWAN

MOOSE JAW

CHAB-TV (not on air; target date late 1958): ch. 4; power—54kw visual, 27kw aural; antenna height—830 feet above average terrain.

Address: 127 Main St. North. Phone: Oxford 2-6464.

Licensee: Radio Station CHAB Ltd.

Network: CBC-TV.

Rep: Stephens & Townsend (Toronto); Hunt & Assoc. (Vancouver); Messner (Winnipeg); Weed Television (U.S.).

Executives: Sid Boyling, mgr.

Radio affiliate: CHAB.

PRINCE ALBERT

CKBI-TV (Jan. 27, 1958): ch. 5; power—61kw visual, 36.5kw aural; antenna height 798 feet above average terrain, 542 feet above ground.

Address: CKBI Bldg. Phone Roger 3-7421.

Licensee: Central Broadcasting Co. Ltd. (original owner).

Network: CBC-TV.

Reps: All-Canada; Weed Television (U.S.).

Highest hour rate: \$175.

Executives: E. A. Rawlinson, pres & gen mgr; G. O. Johnson, coml mgr; J. J. Cannon, program director & film buyer; G. Prest, promotion mgr; J. Spooner, news director; T. Van Nes, chief engineer.

Radio affiliate: CKBI.

REGINA

CKCK-TV (July 28, 1954): ch. 2; power—100kw visual, 53.5kw aural; antenna height—588 feet above average terrain, 624 feet above ground.

Address: Regina, Phone Lakeside 3-6671.

Licensee: Trans-Canada Communications Ltd. (original owner).

Network: CBC-TV.

Reps: All-Canada; Weed Television (U.S.).

Highest hour rate: \$300.

Executives: Clifford Sifton, pres; H. A. Crittenden, gen mgr; Lloyd Westmoreland, coml mgr; Larry Glover, operations mgr & film buyer; Van Wiebe, program director; Norman Aldred, production mgr; William Rees, promotion mgr; Betty Neiszner, news director; E. A. Strong, chief engineer.

Radio affiliate: CKCK.

SASKATOON

CFQC-TV (Dec. 5, 1954): ch. 8; power—100kw visual, 60kw aural; antenna height—866 feet above average terrain, 625 feet above ground.

Address: 216 First Ave., North. Phone: Cherry 2-6611.

Licensee: A. A. Murphy & Sons Ltd. (original owner).

Networks: CBS-TV, NBC-TV.

Reps: Television Representatives; Young Canadian (U.S.).

Highest hour rate: \$280.

Executives: A. A. Murphy, pres; G. Blair Nelson, gen mgr; Will Klein, sales mgr; Walter Romanow, program director & film buyer; Geoff Jamieson, promotion mgr; Bill Cameron, news director; Lyn Hoskins, chief engineer.

Radio affiliate: CFQC.

SWIFT CURRENT

CJFB-TV (Dec. 20, 1957): ch. 5; power—13.3kw visual, 6.6kw aural; antenna height—511 feet

SASKATCHEWAN CONTINUED

above average terrain, 313 feet above ground. Address: 825 Lehigh Ave. Phone: Prospect 3-8364.

Licensee: Swift Current Telecasting Co. Ltd. (original owner).

Network: CBC-TV. Repr: Television Representatives: Forjoe (U.S.).

Highest hour rate: \$120.

Executives: William D. Forst, pres & gen mgr; Walter S. Buffam, sales mgr; Mrs. Julio Forst, production director & promotion mgr; Ernie Carefoot, film buyer; Don Hoskins, news director; George Merchant, chief engineer.

YORKTON

CKOS-TV (June 1958): ch. 3; power—5kw visual, 2.5kw aural; antenna height—529 feet above average terrain, 525 feet above ground. Address: 95 East Broadway. Phone 3-3688.

Licensee: Yorkton Television Co. Ltd. (original owner).

Highest hour rate \$135.

Executives: Norman Robuck, pres & promotion mgr; Ronald Leigh Skinner, gen mgr; Harold Olson, coml mgr; Kristin Olson, program director & film buyer; Allan Clasky, news director; George S. Skinner, chief engineer.

Canadian Am Station Call Letters

Column 1	Column 2
CBA Sackville, N. B.	CFYK Yellowknife, N. W. T.
CBAF Moncton, N. B.	CFYT Dawson, Y. T.
CBE Windsor, Ont.	CHAJ Moose Jaw, Sask.
CBF Montreal, Que.	CHAD Amos, Que.
CBG Gander, Nfld.	CHAK Aklavik, N. W. T.
CBH Halifax, N. S.	CHAT Medicine Hat, Alta.
CBI Sydney, N. S.	CHED Edmonton, Alta.
CBJ Chicoutimi, Que.	CHEF Granby, Que.
CBK Watrous, Sask.	CHEN Peterborough, Ont.
CBL Toronto, Ont.	CHFA Edmonton, Alta.
CBM Montreal, Que.	CHGB St. Anne de la Pointe, Que.
CBN St. John's, Nfld.	CHLN Three Rivers, Que.
CBO Ottawa, Ont.	CJLO St. Thomas, Ont.
CBU Vancouver, B. C.	CJLT Sherbrooke, Que.
CST Grand Falls, Nfld.	CHML Hamilton, Ont.
CBV Quebec, Que.	CHNC New Carlisle, Que.
CBW Winnipeg, Man.	CHND Sudbury, Ont.
CBX Edmonton, Alta.	CHNS Halifax, N. S.
CBXA Edmonton, Alta.	CHOK Sarnia, Ont.
CBY Corner Brook, Nfld.	CHOW Welland-Port Colborne, Ont.
CFAB Windsor, N. S.	CHRC Quebec, Que.
CFAC Calgary, Alta.	CHRD Drummondville, Que.
CFAD Moncton, N. B.	CHRI Roberval, Que.
CFAM Altona, Man.	CHRS St. Jean, Que.
CFAR Fin Flon, Man.	CHSL St. John, N. B.
CFBC St. John, N. B.	CHUP Nanaimo, B. C.
CFBR Sudbury, Ont.	CHUT Port Hope, Ont.
CFCE Montreal, Que.	CHUM Toronto, Ont.
CFCH North Bay, Ont.	CHVN Niagara Falls, Ont.
CFCL Timmins, Ont.	CHWK Chilliwack, B. C.
CFCN Calgary, Alta.	CHWO Oakville, Ont.
CFCC Chatham, Ont.	CHAD Montreal, Que.
CFCW Camrose, Alta.	CJAT Trail, B. C.
CFCY Charlottetown, P. E. I.	CJAV Port Alberni, B. C.
CFDA Victoriaville, Que.	CJBT Toronto, Ont.
CFDP Grand Prairie, Alta.	CJBQ Belleville, Ont.
CFDR Gravelbourg, Sask.	CJBR Rimouski, Que.
CFDT St. Joseph d'Alma, Que.	CJCA Edmonton, Alta.
CFHE Hay River, N. W. T.	CJCE Sydney, N. S.
CFHF Brampton, Ont.	CJCH Halifax, N. S.
CFJC Kamloops, B. C.	CJCS Stratford, Ont.
CFJR Brockville, Ont.	CJDC Dawson Creek, B. C.
CFNB Fredericton, N. B.	CJEM Edmundston, N. B.
CFNS Saskatoon, Sask.	CJFT Smith Falls, Ont.
CFOD Fort Frances, Ont.	CJFP Riviere du Loup, Que.
CFOR Orillia, Ont.	CJFN Antigonish, N. S.
CFOS Owen Sound, Ont.	CJGN Yorkton, Sask.
CFPA Port Arthur, Ont.	CJIB Vernon, B. C.
CFPR Prince Rupert, B. C.	CJIC Sault Ste. Marie, Ont.
CFPL London, Ont.	CJKI Kirkland Lake, Ont.
CFQC Saskatoon, Sask.	CJLS Yarmouth, N. S.
CFRA Ottawa, Ont.	CJMS Montreal, Que.
CFRB Toronto, Ont.	CJMT Chicoutimi, Que.
CFRC Kingston, Ont.	
CFRG Gravelbourg, Sask.	
CFRN Edmonton, Alta.	
CFRS Simcoe, Ont.	
CFRY Portage la Prairie, Man.	
CFSL Weyburn, Sask.	
CFST Galt, Ont.	
CFUN Vancouver, B. C.	

Column 3	Column 4
CJNB North Battleford, Sask.	CKLW Windsor, Ont.
CJNR Blind River, Ont.	CKLY Lindsay, Ont.
CJOB Winnipeg, Man.	CKMR Newcastle, N. B.
CJOC Lethbridge, Alta.	CKNB Campbellton, N. B.
CJON St. John's, Nfld.	CKNW New Westminster, B. C.
CJOR Vancouver, B. C.	CKNX Wingham, Ont.
CJOY Guelph, Ont.	CKOC Hamilton, Ont.
CJQC Quebec, Que.	CKOK Penticton, B. C.
CJRH Richmond Hill, Ont.	CKOM Saskatoon, Sask.
CJRL Kenora, Ont.	CKOT Tillsonburg, Ont.
CJRW Summerside, P. E. I.	CKOY Kelowna, B. C.
CJSO Sorel, Que.	CKOX Woodstock, Ont.
CJSP Leamington, Ont.	CKOY Ottawa, Ont.
CJVI Victoria, B. C.	CKPG Prince George, B. C.
CKAC Montreal, Que.	CKPC Brantford, Ont.
CKAR Huntsville, Ont.	CKPK Port William, Ont.
CKBB Barrie, Ont.	CKRB St. Georges de Beauce, Que.
CKBC Bathurst, N. B.	CKRC Winnipeg, Man.
CKBI Prince Albert, Sask.	CKRD Red Deer, Alta.
CKBL Matane, Que.	CKRM Regina, Sask.
CKBM Montmagny, Que.	CKRN Rouyn, Que.
CKBW Bridgewater, N. S.	CKRS Jonquiere, Que.
CKCH Hull, Que.	CKSA Lloydminster, Alta.
CKCK Regina, Sask.	CKSB St. Boniface, Man.
CKCL Truro, N. S.	CKSF Cornwall, Ont.
CKCQ Quessnel, B. C.	CKSM Shawinigan Falls, Que.
CKCR Kitchener, Ont.	CKSO Sudbury, Ont.
CKCV Quebec, Que.	CKSL London, Ont.
CKCW Moncton, N. B.	CKSW Swift Current, Sask.
CKCY Sault Ste. Marie, Ont.	CKTB St. Catharines, Ont.
CKDA Victoria, B. C.	CKTR Three Rivers, Que.
CKDH Amherst, N. S.	CKTS Sherbrooke, Que.
CKDM Dauphin, Man.	CKUA Edmonton, Alta.
CKEC New Glasgow, N. S.	CKVD Val d'Or, Que.
CKEK Cranbrook, B. C.	CKVL Verdun, Que.
CKEN Kentville, N. S.	CKVM Ville Marie, Que.
CKEY Toronto, Ont.	CKWS Kingston, Ont.
CKFH Toronto, Ont.	CKWX Vancouver, B. C.
CKGB Timmins, Ont.	CKX Brandon, Man.
CKJL St. Jerome, Que.	CKYL Calgary, Alta.
CKLB Ottawa, Ont.	CKY Winnipeg, Man.
CKLC Kingston, Ont.	CKYL Peace River, Alta.
CKLD Theford Mines, Ont.	VOCM St. John's, Nfld.
CKLG North Vancouver, B. C.	
CKLN Nelson, B. C.	
CKLS La Sarre, Que.	

Directory of Radio Stations in Canada

ALBERTA

CALGARY

CFAC (May 3, 1922): 960 kc; 5 kw, DA-N. Greyhound Bldg. Phone Amherst 6-1036. Calgary Broadcasting Co. Ltd. (acquired station November 1947).
Network CBC. Rep All-Canada; Weed (U.S.).
Basil Dean, pres; A. M. Cairns, mgr; D. H. Hartford, coml mgr; G. A. Brown, program director; G. B. Mannix, promotion mgr; E. C. Connor, chief engineer; D. McDermaid, news director; John Church, farm director; Florence Thorpe, women's director.

CFCN (May 18, 1922): 1060 kc; 10 kw, DA-N. 712-12th Ave. E. Phone Amherst 2-1161. The Voice of the Prairies, Ltd. (acquired station 1928).
Network CBC. Rep Canada Radio Representatives; Young Canadian (New York, Chicago); Oakes (Los Angeles).
H. Gordon Love, pres & managing director; Gordon L. Carter, managing director & operations mgr; Ned B. Corrigan, program director; Jas. A. Love, vp & promotion mgr; Robert W. Lamb, chief engineer; Leslie D. Saul, news director; Ross J. Henry, farm director; Alveria Larson, women's director.

CKXL (1951): 1140 kc; 1 kw, DA-N. 210 9th Ave., S.W. Phone Amherst 6-3026. CKXL Ltd.
Rep Stovin-Byles; Forjoe (U.S.).
Al MacKenzie, pres. & gen mgr; Allan J. Barker, coml mgr; Peter Edwards, broadcast mgr; Ross L. Craig, production mgr; Gordon R. Morrison, chief engineer; Dick Tregillus, news director.

CAMROSE

CFCW (Nov. 2, 1954): 1230 kc; 1 kw-D, 250 w-N. Phone 3041. Harold J. Yerxa (original owner).
Rep Hunt; Potts; Messner.
Specialty programs: German, ¼ hr.; Scan-

dinavian, 1½ hrs.; Ukrainian, 3½ hr. all wkly.
Harold J. Yerxa, owner; Eugene Ross, gen mgr & farm director; Warren Holte, coml mgr; Ross Arthur, program director; Jerry Harris, promotion mgr; Kenneth Anholt, chief engineer; Joe Meyers, news director; Mabel Sallee, women's director.

DRUMHELLER

NEW (not on air, target date not announced): 910 kc; 1 kw, DA-N. Dinosaur Broadcasting Ltd.

EDMONTON

CBX (1948): 1010 kc; 50 kw. P. O. Box 290. Canadian Broadcasting Corp.
Network CBC.
J. R. Finlay, director for Prairie provinces (Winnipeg); D. E. Cameron, regional program director (Winnipeg); R. L. Horley, senior sales representative (Winnipeg); D. Claringbull, station mgr; B. C. Deaville, presentation officer; R. D. Cahoon, regional engineer (Winnipeg); N. J. Lacey, regional editor in charge; F. L. Moore, regional farm and fisheries producer (Winnipeg).

CBXA (1953): 740 kc; 250 w. Same address, licensee and staff as CBX (above).

CFRN (Nov. 1, 1934): 1260 kc; 10 kw. 102 CPR Bldg. Phone 2-2101. G.R.A. Rice (original owner).
Network CBC. Rep Radio Representatives; Canadian Station Representatives (New York); Oakes (San Francisco).
G.R.A. Rice, owner & gen mgr; A. J. Hopps, coml mgr; G. A. Duffield, broadcast mgr; H. Farmer, program director; Mrs. C. Noonan, promotion mgr; F. Makepeace, chief engineer; W. H. Hogle, news director; Eve Henderson, women's director.

CFRN-FM (1948): 100.5 mc; 250 w. Duplicates CFRN (above).
CFRN-TV: Tv companion of CFRN-AM-FM.

CHED (1954): 1080 kc; 10 kw-D, 1 kw-N. 10005-10710 St. Phone 4-2111. CHED Ltd. Rep Stephens & Townsend; Hunt; Messner; Forjoe (U.S.).
H. Sibbald, pres; Murray Dyck, gen mgr; Lewis Roskin, coml mgr; Jerry Forbes, program director; Clint Nichols, chief engineer.

CHFA (Nov. 20, 1949): 680 kc; 5 kw, DA-1. 10012-109th St. Phone 4-2157. Radio-Edmonton Ltd. (original owner).
Network CBC. Rep Interprovincial Broadcast Sales (Montreal, Toronto); McGillivra (U.S.).
Specialty programs (French station): German, 3½ hrs.; Ukrainian, 3½ hrs.; Italian, 1½ hrs.; Polish, 1 hr.; Dutch, ½ hr.; Hungarian, ½ hr.; all wkly.
André M. Déchenc, pres; B. J. Gagnon, gen mgr & coml mgr; Marcel Couture, program director & promotion mgr; Larry Leclair, chief engineer; René Gohlot, news director & farm director; Margaret Kemper, women's director.

CJCA (May 22, 1922): 950 kc; 5 kw, DA-N. Birks Bldg. Phone 4-4131. Edmonton Broadcasting Co. Ltd. (acquired station Nov. 8, 1947).
Network CBC. Rep All-Canada; Weed (U.S.).
W. A. MacDonald, pres; Gerry Gaetz, gen mgr; Cameron Perry, national sales mgr; Rolfe Barnes, asst. mgr; Dalt Elton, program director; William McNabb, promotion mgr; Frank Hollingworth, chief engineer; Russ Sheppard, news director.

CJCA-FM (1949): 99.5 mc; 427 kw. Duplicates CJCA (above).

***CKUA** (Nov. 21, 1927): 580 kc; 1 kw. 10526 Jasper Ave. Phone 2-5161. University of Alberta (original owner).
Specialty programs: Scandinavian, 1 hr.; German, ½ hr.; Polish, ½ hr.; Dutch ½ hr.; Ukrainian, ½ hr., all wkly.
G. E. Taylor, minister of telephones; J. W. Hagerman, gen mgr & program director; W. Pinko, chief engineer; P. Tatarewicz, news director.

***CKUA-FM** (1948): 98.1 mc; 252 w. Duplicates CKUA (above).
*Non-commercial educational.

GRANDE PRAIRIE

CFGP (Nov. 2, 1927): 1550 kc; 10 kw, DA-1. Northern Broadcasting Bldg. Phone 2311. Northern Broadcasting Corp. Ltd. (original owner).
Network CBC. Rep All-Canada; Weed (U.S.).
H. E. Pearson, pres; A. J. Balfour, gen mgr; J. E. Soars, assistant mgr & program director; G. L. Peary, coml mgr; J. deRoaldes, chief engineer; Gertrude Charters, news director.

LETHBRIDGE

CJOC (May 1926): 1220 kc; 10 kw-D, 5 kw-N; DA-N. 1015 Third Ave. S. Phone Fairfax 7-3161. Lethbridge Broadcasting Ltd. (original owner).
Network CBC. Rep Trans-Canada Net. Rep All-Canada (Canada); Weed (U.S.).
H. R. Carson, pres; N. Botterill, gen mgr; Joe Budd, coml mgr; Wally Stambuck, program director; Mary Pioschuk, promotion mgr; Doug Card, chief engineer; Bill Skelton, news director; Richard Barton, farm director; Daphne Manson, women's director.
CJLH-TV: Tv companion of CJOC.

Canadian Radio CONTINUED

ALBERTA CONTINUED

LLOYDMINSTER

CKSA (1957): 1150 kc; 1 kw, DA-2. Sask-Alta Broadcasters Ltd.
Rep National Broadcast Sales (Toronto, Montreal); Messner (Winnipeg); Hunt (Vancouver).
Arthur F. Shortell, pres & gen mgr; Alice Patzer, assistant mgr; Rex Brooks, coml mgr; Dan Taylor, program director; Howard Slimmonds, chief engineer; Libbie Young, women's director.

MEDICINE HAT

CHAT (1946): 1270 kc; 1 kw, DA-N. 520 First St. Phone 6-2821. Monarch Broadcasting Co.
Network CBC. Rep All-Canada; Weed (U.S.).
J. H. Yuill, pres; R. J. Buss, gen mgr; Orville Kope, coml mgr; Bill Saviak, program director; Sid Gaffney, chief engineer; Stan Weiler, news director; Barbara Morrison, women's director.
CHAT-TV: Tv companion of CHAT.

PEACE RIVER

CKYL (1954): 630 kc; 1 kw. Radio Bldg. Peace River Broadcasting Co.
Network CBC. Rep Lorrie Poits (Toronto, Montreal); A. J. Messner (Winnipeg); John N. Hunt (Vancouver).
Oscar Moro, pres; William C. Gliege, gen mgr; Dave Lilwall, coml mgr; Bob Guy, chief engineer.

RED DEER

CKED (1949): 830 kc; 1 kw, DA-1. Foster Block. Phone 2093. Central Alberta Broadcasting Co.
Network CBC. Rep Radio Representatives; Young Canadian (U.S.).
Gordon S. Henry, pres & gen mgr; W. R. Scott, coml mgr; Jim Younie, production mgr; Bob Sears, chief engineer; Jay Smith, news director; Sherm Stewart, farm director; Julie Brown, women's director.

BRITISH COLUMBIA

CHILLIWACK

CHWK (1927): 1270 kc; 1 kw, DA. P. O. Box 50. Phone 3200. Fraser Valley Broadcasters Ltd.
Network CBC. Rep All-Canada; Weed (U.S.).
Jack Pilling, pres & gen mgr; W. G. Teetzel, commercial mgr; J. M. MacLachlan, production mgr & farm director; Gordon Rose, promotion mgr; Robert Cartmel, chief engineer; Vance Hull, news director; Betty Needs, women's director.

CRANBROOK

CKEK (not on air, target date Oct. 17): 570 kc; 1 kw, DA-N. P. O. Box 1570. Phone Juniper 6-2224. East Kootenay Broadcasting Ltd.
Rep Hunt & Assoc. (Vancouver); Messner (Winnipeg); Radio & Tv Repts (Toronto and Montreal).
Robert A. Reagh, pres, gen mgr & chief engineer; J. A. Fetherston, coml mgr; Tom Davidson, program director & promotion mgr; R. S. Inglis, news director; W. Coultish, farm director; Mary Leadbetter, women's director.

DAWSON CREEK

CJDC (1947): 1350 kc; 1 kw. 2nd Ave & 9th St. Radio Station CJDC Ltd.
J. L. Michaud, pres; Mike LaVern, gen mgr & coml mgr.

KAMLOOPS

CFJC (1927): 910 kc; 1 kw. Radio-Tv Bldg. Phone 1021. Inland Broadcasters Ltd.
Network CBC. Rep All-Canada; Weed (U.S.).
Ronald White, pres; Ian G. Clark, gen mgr; Fred Weber, assistant mgr & chief engineer; Walter Harwood, coml mgr & promotion mgr; Gordon Rye, news director; Irene Orton, women's director.
CFCR-TV: Tv companion of CFJC.

KELOWNA

CKOV (Nov. 3, 1931): 630 kc; 1 kw. P. O. Box 1481. Phone 3331. Okanagan Broadcasters Ltd. (original owner).
Network CBC. Rep All-Canada; Weed (U.S.).
Mrs. G. T. B. Browne, pres; J. H. Browne, gen mgr; J. D. Bews, coml mgr; A. G. Hall, program director; Ed Boyd, promotion mgr; A. Vipond, chief engineer; R. J. Hall, news director; H. Caley, farm director.
CHBC-TV: Tv companion of CKOV.

KITIMAT

NEW (not on air, target date not announced): 1140 kc; 1 kw. International Radio & Television Corp. Ltd.
Network CBC.

NANAIMO

CHUB (May 24, 1949): 1570 kc; 1 kw, DA-2 (CP-10 kw). Malaspina Hotel. Phone 2630.

Standard Broadcasting Co. (original owner).
Reps Stephens & Townsend (Toronto, Montreal); Stovin-Byles (Winnipeg); Hunt & Assoc. (Vancouver); Cooke (U.S.).
Specialty programs: Finnish, ½ hr. wkly.
D. Cronia, owner; C. J. Rudd, managing director; Sheila Hassell, coml & promotion mgr; Vic Fergie, program & news director; E. Ross MacIntyre, chief engineer; Lew Fox, farm director; Nyra Groves, women's director.

NELSON

CKLN (July 1939): 1390 kc; 1 kw, DA. P. O. Box 250. Phone 19. News Publishing Co. Ltd. (original owner).
Network CBC. Reps Stovin-Byles; Young Canadian Ltd. (U.S.).
Alan R. Ramsden, gen mgr & chief engineer; Julia Dawne, women's director.

NEW WESTMINSTER

CKNW (1944): 1320 kc; 5 kw. 227 Columbia St. Phone 3000. Radio Northwest Ltd.
Frank A. Griffith, pres; William J. Hughes, gen mgr; Hal Davis, assistant mgr & program director.

PENTICTON

CKOK (September 1948): 800 kc; 1 kw-D. 500 w-N. 125 Nanaimo Ave. W. Phone 2800. CKOK Ltd. (acquired station 1951).
Network CBC. Reps All-Canada; Weed (U.S.).
Specialty program: Scandinavian, ½ hr. wkly.
Maurice P. Finnerty, pres; Ralph J. Robinson, mgr & coml mgr; Leland Faebish, program director; Ken Compton, promotion mgr; George Cameron, chief engineer; Mike Mangan, news director; Bjorn Bjornson, farm director.

PRINCE GEORGE

CKPG (Feb. 8, 1946): 650 kc; 250 w. 1220 Sixth Ave. Phone Logan 4-2626. Radio Station CKPG Ltd. (original owner).
Network CBC. Reps All-Canada; Weed (U.S.).
Frank H. Elphicke, pres; Cecil G. Elphicke, managing director; R. T. Harkins, coml mgr; R. A. East, program & women's director; L. G. Fraser, chief engineer; J. E. Carbutt, news director.

PRINCE RUPERT

CFPR (1938): 1240 kc; 250 w. 343 W. Second Ave. Canadian Broadcasting Corp.
Network CBC.
K. P. Caple, director for province of British Columbia (Vancouver); Peter Garvie, regional program director (Vancouver); M. L. Munro, commercial representative (Vancouver); William C. Hankinson, station mgr; R. G. Jessup, supervisor of information services; F. B. C. Hilton, regional engineer (Vancouver).

QUESNEL

CKCQ (Aug. 28, 1957): 830 kc; 1 kw, DA-2. P. O. Box 699. Phone 485. Cariboo Broadcasters Ltd. (original owner).
Reps Radio Representatives; Cooke (U.S.).
James H. Ritchie, pres & farm director; Dennis Reid, gen mgr & news director; John Boates, coml & promotion mgr; Robert R. Leckie, program director; J. Fred Weber, chief engineer; Mona Neilsen, women's director.

TRAIL

CJAT (1932): 610 kc; 1 kw. 815 Victoria St. Phone 1810. Kootenay Broadcasting Co. Ltd.
A. S. Mawdley, pres; John W. Loader, gen mgr; Joseph P. Kobluk, coml mgr; Jack M. Molyneux, chief engineer.

VANCOUVER

CBU (1936): 690 kc; 10 kw, DA. 701 Hornby St., zone 1. Phone Tatlow 0246. Canadian Broadcasting Corp.
Network CBC.
Kenneth P. Caple, director for British Columbia; Peter Garvie, regional program director; M. L. Munro, coml representative; R. G. Harlow, director of radio; R. G. Jessup, supervisor of information services; F. B. C. Hilton, regional engineer; R. Elson, news supervisor for British Columbia; T. A. L. Leach, regional farm & fisheries producer.
CBU-FM (1947): 105.7 mc; 1.4 kw. Duplicates CBU (above).
CBUT (TV): Tv companion of CBU-AM-FM.
CFUN (April 20, 1922): 1410 kc; 1 kw. 1900 W. Fourth Ave. Phone Bayview 6511. Radio C-FUN Ltd.
Reps National Broadcast Sales (Toronto, Montreal); Devney (New York).
R. R. Keay, pres; John L. Sayers, gen mgr; Fin Anthony, coml & promotion mgr; Terry Garner, program director; Dave Rogers, chief engineer; Hal Rodd, news director; Agnes Thom, women's director.
CJOB (1926): 600 kc; 5 kw. 346 Howe St. Marine 6461. CJOR Ltd.
George Chandler, pres & gen mgr; Art Chandler, assistant mgr & chief engineer; Don Laws, coml mgr.
CKLG (1955): 730 kc; 1 kw. 143 E. 11th St. York 1101. Lions Gate Broadcasting Ltd.
Earson A. Gibson, pres; John N. Hunt, gen mgr; Jim Mantell, coml mgr; Peter Mackintosh, chief engineer.
CKWX (1923): 1130 kc; 50 kw. 543 Seymour St. Phone Tatlow 5131. CKWX Ltd.
Network MBS. Rep All-Canada; Weed (U.S.).
Arthur H. Holstead, pres; Frank H. Elphicke, gen mgr; Sam Ross, assistant mgr; Clare Copeland, coml mgr; Charles Smith, chief engineer.

VERNON

CJTB (1947): 940 kc; 1 kw. 3330 Barnard Ave. Phone 3900. Interior Broadcasters Ltd.
Network CBC. Reps All-Canada; Weed (U.S.).
Dick Peters, pres; Gil Seabrook, gen mgr; Ann Gaustin, coml mgr; Jack Pollard, program director; Marg Manville, promotion mgr; Laurie Wright, chief engineer; Mabel Johnson, news & farm director; Dagmar Kilpatrick, women's director.
CHBC-TV: Tv companion of CJTB.

VICTORIA

CJVI (1926): 900 kc; 10 kw, DA-1. 817 Fort St. Phone Evergreen 2-6221. Island Broadcasting Co. (acquired station Oct. 1, 1941).
Network CBC. Reps All-Canada; Weed (U.S.).
W. M. Guild, gen mgr; Fred G. Usher, coml mgr; Walter Cownden, program director; W. S. Allen, promotion mgr; Joseph Sommers, chief engineer; Gordon Williamson, news director.
CKDA (Jan. 13, 1950): 1220 kc; 10 kw, DA-1. Douglas Hotel. Phone 4-9311. Capital Broadcasting System Ltd. (original owner).
Reps Radio Representatives (Toronto, Montreal); Broadcast Representatives (Winnipeg); Hunt & Assoc. (Vancouver); ForJoe & Co. (U.S.).
David M. Armstrong, pres; David G. Hill, gen, coml & promotion mgr; Andy Stephen, program, news & farm director; Norman Bergquist, chief engineer.
CKDA-FM (Nov. 12, 1954): 98.5 mc; 370 w. Duplicates CKDA (above).
CHEK-TV: Tv companion of CKDA-AM-FM.

MANITOBA

ALTONA

CFAM (1957): 1290 kc; 1 kw, DA-1. Phone 285. Southern Manitoba Broadcasting Co. Ltd.
Rep National Broadcast Sales; Messner; Hunt & Assoc.; Cooke (U.S.).
Walter E. Kroecker, pres; D. K. Friesen, gen mgr & sec-treas; Dennis Barkman, production mgr & news director; John J. Pauls, chief engineer; Dr. P. J. Olson, farm director; Esther Horch, women's director.

BRANDON

CKX (January 1928): 1150 kc; 5 kw-D. 1 kw-N. 2940 Victoria Ave., Phone 5393. Western Manitoba Broadcasters Ltd. (acquired station April 1, 1948).
Network CBC. Rep Young Canadian Ltd. (U.S.A.); Radio Repts Ltd. (Toronto, Montreal); Messner (Winnipeg); Hunt & Assoc. (Vancouver).
John B. Craig, pres & managing director; Eric Davies, assistant mgr; Ernie Holland, coml mgr; Frank Bird, program director; Marvin Freeman, promotion mgr; Humphrey Davies, chief engineer; Jim Struthers, news director; Doug Johnson, farm director.
CKX-TV: Tv companion of CKX.

DAUPHIN

CKDM (1951): 730 kc; 1 kw-D, 250 w-N. Third Avenue Northeast. Phone 3239. Dauphin Broadcasting Co. Ltd.
A. T. Warnock, pres; Michael Hopkins, gen mgr; Jack Henderson, coml mgr; Harold Balduck, chief engineer.

FLIN FLON

CFAR (Nov. 13, 1937). 590 kc; 1 kw. 75 Callinan St. Phone 4422. Arctic Radio Corp.
Network CBC. Rep Messner (Winnipeg); Poits (Montreal, Toronto); Hunt & Assoc. (Vancouver); Young Canadian Ltd. (U.S.).
Specialty programs: French, ½ hr. wkly.
J. Gray Mundie, pres; C. H. Wilney, gen mgr; Alec Cobban, coml mgr; Ev. Smallwood, program & news director; Clare Powell, women's director.

PORTAGE LA PRAIRIE

CFRY (Oct. 18, 1956): 1570 kc; 250 w. Portage la Prairie. Phone 7-6447. Portage-Delta Broadcasting Co. Ltd.
Rep Poits.
Specialty programs: Ukrainian, ¾ hr. wkly.
R. D. Hughes, pres, gen mgr & chief engineer; Dolores Kustra, coml mgr; Ted Meseyton, program director, promotion mgr & news & farm director; Nancy Lane, women's director.

ST. BONIFACE

CKSB (May 27, 1946): 1250 kc; 1 kw, DA-1. 607 Langevin St. Phone Chapel 7-4855. Radio Saint Boniface Ltd. (original owner).
Network CBC-French. Rep Interprovincial (Toronto, Montreal); Hunt & Assoc. (Vancouver); McGillivray (U.S.).
Specialty programs (French station): German, 2½ hrs.; Ukrainian, 1½ hrs.; Yiddish ¾ hrs.; Hungarian, ½ hr.; Polish, ½ hr., all wkly.
Auguste Dansereau, pres; Roland Couture, gen mgr & coml mgr; Denis Belair, program director; Yves Savigneau, chief engineer; Maxime Désaulniers, news director.

THOMPSON

NEW (not on air, target date not announced): 610 kc; 1 kw. Marlene Beaudoin, Ottawa.

Canadian Radio CONTINUED

MANITOBA CONTINUED

WINNIPEG

CBW (1948): 990 kc; 50 kw. P. O. Box 160. Phone Spruce 4-2541. Canadian Broadcasting Corp.

Network CBC.
J. R. Finlay, director for Prairie provinces; D. E. Cameron, regional program director; R. L. Horley, senior sales representative; L. S. McIlhagga, director of radio; C. E. L'Aml, supervisor of information services; R. D. Cahoon, Prairie regional engineer; N. J. Lacey, regional editor in charge; F. L. Moore, regional farm & fisheries producer.

CBWT (TV): Tv companion of CBW.

CJOB (1946): 680 kc; 5 kw-D, 2.5 kw-N. Lindsay Bldg. Blick Broadcasting Ltd.

John O. Blick, pres & gen mgr; Rorie MacLennan, coml mgr; Reg V. Durie, chief engineer.

CKBC (1934): 630 kc; 5 kw. DA-2. Free Press Bldg. zone 1. Phone Whitehall 2-2201. Trans Canada Communications (acquired station 1940).

Network CBC. Rep All-Canada; Weed (U.S.). Clifford Sifton, pres; Bill Speers, gen mgr; Bob Tait, coml mgr; Bob Bye, program director; Gord Walker, sales promotion mgr; Bill Edge, audience promotion mgr; Burt Hooper, chief engineer; Ev Dutton, news director; Ron Oakes, farm director; Ethel Halpenny, women's director; Johnny Esaw, sports director.

CKY (Jan. 1, 1950): 580 kc; 5 kw, DA-2. 432 Main St., N., zone 2. Phone Whitehall 3-1531. Broadcasting Station CKY, Ltd. (original owner).

Lloyd E. Moffat, pres; Jack Davidson, gen mgr; Don McDermid, national coml mgr; Reg Stapley, local commercial mgr; J. R. Stewart, program director; Bill Liska, production mgr; Andy Malowanchuk, chief engineer; Jack Stewart, news director.

NEW BRUNSWICK

BATHURST

CKBC (April 15, 1955): 1400 kc; 250 w. 455 Golf St. Phone Liberty 6-4161. Bathurst Broadcasting Co. Ltd. (original owner).

Reps Potts (Montreal, Toronto); Young Canadian (U.S.).

Specialty programs: French, 6 hrs. wkly. J. Leo Hachey, pres & gen mgr; Richard J. Gallagher, coml mgr & promotion mgr; Raymond Bourque, program director & news director; Phil. Pacquet, chief engineer; Ted Daigle, farm director; Marty Elliott, women's director.

CAMPBELLTON

CKNB (1939): 960 kc; 1 kw. DA-1. 110 Water St. Phone 3-4415. Restigouche Broadcasting Co.

Network CBC. Reps Hardy; Weed (U.S.). John Alexander, pres; Bob Richards, gen mgr & coml mgr; Ben Dalfen, news director; Ruby Mann, women's director.

EDMUNDSTON

CJEM (1944): 570 kc; 1 kw. DA-N. 91 Canada Road. Phone RE 5-3351. Edmundston Radio Ltd.

Network CBC French. Reps Interprovincial Broadcast Sales; Weed (U.S.).

George Michaud, pres; Jacques Brillant, gen mgr; George Guerrette, station & coml mgr; Guy Theriault, program director; Marcel Vallee, chief engineer; Hermel Dumont, news director & sports director; Rev. Father Gedeon, farm director.

FREDERICTON

CFNB (Jan. 12, 1923): 550 kc; 5 kw. DA-N. York St. Phone Granite 5-5501. James S. Neill & Sons Ltd. (original owner).

Network CBC Reps All-Canada; Weed (U.S.). J. Stewart Neill, pres; D. Malcolm Neill, gen mgr; Jack T. H. Fenety, station & coml mgr; Harold L. McFee, program director; Glen D. Love, chief engineer; Larry Knowles, news director; George W. Brown, farm director & retail sales mgr; Murna Carpenter, women's director.

MONCTON

CBAP (1954): 1300 kc; 5 kw. 232 St. George St. Canadian Broadcasting Corp.

Network CBC.
W. E. S. Briggs, director for the Maritime provinces (Halifax); S. R. Kennedy, regional program director (Halifax); M. Valliquette, coml mgr (Montreal); Y. Roy, chief operator.
CKCW (1934): 1220 kc; 10 kw. K of P Bldg. Phone EV 4-9111. Moncton Broadcasting Ltd.
Network CBC. Reps Stovin-Byles; Young Canadian (U.S.).
Fred A. Lynds, pres & gen mgr; T. H. Tonner, coml mgr; Robert Reid, program director; Keith MacConnell, chief engineer; Claude

Caine, news director; Margaret Crosby, women's director.

CKCW-TV: Tv companion of CKCW.

NEWCASTLE

CKMR (April 4, 1949): 790 kc; 1 kw, DA-1. Phone 690. Miramichi Broadcasting Co. Ltd. (original owner).

Network CBC. Rep Radio Time Sales (Montreal, Toronto); Hunt & Assoc. (Vancouver).

L. W. Flett, pres; R. J. Wallace, gen & coml mgr, program director & chief engineer; Fred L. Haining, promotion mgr & news director; Phyl Sweezey, women's director.

ST. JOHN

CFBC (Nov. 20, 1946): 930 kc; 5 kw, DA-1. 68 Carleton St. Phone Oxford 2-3301. Fundy Broadcasting Co.

Network CBC. Rep National Broadcast Sales (Toronto, Montreal); Young Canadian Ltd. (U.S.); Hunt & Assoc. (Vancouver).

R. T. Bowman, gen mgr; Vincent Saunders, coml mgr; Donald Armstrong, program director; Marita McNulty, promotion mgr; Harold Stout, chief engineer; Bently Hunter, news director; Margaret Williams, women's director.

CHSJ (1947): 1150 kc; 5 kw. 14 Church St. Phone 3-3304. New Brunswick Broadcasting Co.

Network CBC. Reps All-Canada; Weed (U.S.). Earl McCarron, gen & promotion mgr; James Morrow, production mgr; John G. Bishop, chief engineer; Ralph Costello, news director; Len Rudolph, farm director; Ruth Crosbie, women's director.

CHSJ-TV: Tv companion of CHSJ.

SACKVILLE

CBA (1939): 1070 kc; 60 kw. P. O. Box 130. Canadian Broadcasting Corp.

Network CBC.
For executives, see CBH Halifax, N.S.

NEWFOUNDLAND

CORNER BROOK

CBY (1949): 790 kc; 1 kw. Cobb Lane. Canadian Broadcasting Corp.

Network CBC.
W. F. Galgay (St. John's), director for the Province of Newfoundland; C. V. Hierlhy, station mgr, CBY; G. D. Halley (St. John's), coml representative; E. D. Witherstone (St. John's), area engineer; M. Rowe, senior editor; T. J. Watts (St. John's), regional farm and fisheries producer.

GANDER

CBG (1949): 1450 kc; 250 w. Bldg. 39, Roosevelt St. Canadian Broadcasting Corp.

Network CBC.
W. F. Galgay (St. John's), director for the Province of Newfoundland; C. Mardel, mgr CBG; G. D. Halley (St. John's), coml representative; E. D. Witherstone (St. John's), area engineer; M. Rowe (St. John's), senior editor; T. J. Watts (St. John's), regional farm and fisheries producer.

GRAND FALLS

CBT (1949): 990 kc; 1 kw. High St. Canadian Broadcasting Corp.

Network CBC.
W. F. Galgay (St. John's), director for the Province of Newfoundland; J. J. Grace, station mgr; G. D. Halley (St. John's) coml representative; E. D. Witherstone (St. John's), area engineer; M. Rowe (St. John's), senior editor; T. J. Watts (St. John's), regional farm and fisheries commentator.

ST. JOHN'S

CBN: 640 kc; 10 kw. P. O. Box E5372. Phone 7181. Canadian Broadcasting Corp.

Network CBC.
W. F. Galgay (St. John's), director for the Province of Newfoundland; G. D. Halley, coml representative; E. D. Witherstone, area engineer; M. Rowe, senior editor; T. J. Watts, regional farm and fisheries producer.

CJON (1951): 930 kc; 5 kw. Prince of Wales St. Newfoundland Broadcasting Co. Ltd.

Geoff Sterling, pres; Don Jamieson, gen mgr. CJON-TV: Tv companion of CJON.

VOAB (1929): 1230 kc; 100 w-D. 106 Freshwater Road. Seventh Day Adventists Corp.

W. A. Nelson, pres; G. O. Adams, gen mgr; George Rabbitts, chief engineer.

VOGM (1936): 590 kc; 1 kw. McBride's Hill at Water St. Phone 3149. Colonial Broadcasting System Ltd.

Walter B. Williams, pres & chief engineer; Harold N. Butler, gen mgr; Joseph V. Butler, station mgr; Mengie Shulman, coml mgr.

NOVA SCOTIA

AMHERST

CKDH (not on air; target date, Nov. 1958): 1400 kc; 250 w. 32 Church St. Phone 3875. Amherst Broadcasting Co.

W. R. Nelson, pres; Joan P. H. Watson, gen mgr & women's director; George Reid, program director; William Watson, promotion mgr; Gerald MacKay, chief engineer; William Wall, news director.

ANTIGONISH

CJFX (1943): 580 kc; 5 kw, DA-1. St. Ninian St. Phone 580. Atlantic Broadcasters Ltd. Network CBC. Rep Mulvihill; Young Canadian (U.S.).

Dr. Dan MacCormack, pres; J. Clyde Nunn, gen mgr; Bruce Rafuse, coml mgr; Charles O'Brien, program director; Gordon MacDougall, chief engineer; Bill MacKinnon, news director.

BRIDGEWATER

CKBW (Dec. 24, 1947): 1000 kc; 1 kw, DA-N. 399 King St. Phone Liberty 3-2401. Acadia Broadcasting Co. (original owner).

Network CBC. Rep Radio Representatives Cooke (U.S.).

C. J. Morrow, pres; J. F. Hirtle, gen mgr; J. A. MacLeod, station mgr & news director; A. M. Ramey, program director; David Flack, promotion mgr; Douglas Hirtle, chief engineer; Hugh Godfrey, farm director; Norma Rafuse, women's director.

HALIFAX

CBH (1947): 1330 kc; 100 w. 100 Sackville St. Phone 2-8311. Canadian Broadcasting Corp.

Network CBC.
W. E. S. Briggs, director for the Maritime Provinces; S. R. Kennedy, regional program director; D. G. LeBlanc, sales representative; J. A. MacEwan, CBH program director; A. W. Wilson, supervisor of information services; H. M. Smith, regional engineer; R. Toye, regional editor-in-charge; K. Russell, regional farm & fisheries producer.

CBHT (TV): Tv companion of CBH.

CHNS (1926): 960 kc; 5 kw, DA-N. 10 Tobin St. Phone 3-8318. Maritime Broadcasting Co. Network CBC. Rep All-Canada; Weed (U.S.).

Graham W. Dennis, pres; Gerald J. Redmond, gen mgr; Douglas A. Grant, coml mgr; John A. Funston, program director; Arthur W. Greig, chief engineer.

CJCE (Nov. 13, 1944): 920 kc; 5 kw, DA-N. 741 Robie St. Phone 5-5443. CJCH Ltd.

Rep Young Canadian (New York, Chicago, Los Angeles); Paul Mulvihill (Montreal, Toronto).

Gerald E. Martin, pres; E. Finley MacDonald, gen mgr; Howard E. Gerard, coml mgr; Leonard J. Chapple, production mgr; A. Reginald MacWilliams, chief engineer; Hugh Dunlop, news director.

CJCH (1947): 1350 kc; 1 kw, DA-N. 11 Webster St. Phone 2111. Evangeline Broadcasting Co. Ltd. (acquired station 1953).

Rep Potts (Montreal, Toronto).
F. J. Burns, pres; J. A. C. Lewis, gen mgr; Eleanor Macmillan, coml mgr; Willard Bishop, program & farm director; Ron Pulsifer, promotion mgr & news director; A. M. Bishop, chief engineer; Ann Ramey, women's director.

KENTVILLE

CKEN (1948): 1350 kc; 1 kw, DA-N. 11 Webster St. Phone 2111. Evangeline Broadcasting Co. Ltd. (acquired station 1953).

Rep Potts (Montreal, Toronto).
F. J. Burns, pres; J. A. C. Lewis, gen mgr; Eleanor Macmillan, coml mgr; Willard Bishop, program & farm director; Ron Pulsifer, promotion mgr & news director; A. M. Bishop, chief engineer; Ann Ramey, women's director.

NEW GLASGOW

CKEC (Dec. 22, 1953): 1230 kc; 250 w. P. O. Box 410. Phone 2-4200. Hector Broadcasting Co. (original owner).

Network CBC. Rep Cooke (New York); Lorrie Potts (Toronto & Montreal).

James M. Cameron, pres & gen mgr; Margaret Almon, coml mgr & women's director; William Graham, program director; Lew Wright, chief engineer; Bob Hale, news director; Bill Desbarres, farm director.

SYDNEY

CBI (1948): 1140 kc; 5 kw. P. O. Box 700. Phone 4495. TWX 21187. Canadian Broadcasting Corp.

Network CBC.
W. E. S. Briggs, Director for the Maritime Provinces; S. R. Kennedy, regional program director; R. Toye (Halifax), coml representative; F. G. Cooke, station mgr CBI; A. W. Wilson (Halifax), supervisor of information; H. M. Smith (Sackville), Maritimes regional engineer; R. Toye (Halifax), regional editor in charge; K. Russell (Halifax), regional farm & fisheries commentator.

CJCB (1929): 1270 kc; 5 kw. Radio Bldg. Phone 5-596. Cape Breton Broadcasters Ltd.

Network CBC. Rep All-Canada; Weed (U.S.). J. Marven Nathanson, pres; Norris L. Nathanson, gen mgr; Florence MacLeod, coml mgr; Lloyd Taylor, program director; Thomas L. Robertson, news director; Alfred Vernon, chief engineer; Ann T. McLellan, women's director.

CJCB-TV: Tv companion of CJCB.

TRURO

CKCL (1947): 600 kc; 1 kw. 7 Pleasant St. Phone 4491. Colchester Broadcasting Co. Rep Radio Time Sales; John N. Hunt.

J. A. Manning, pres & gen mgr; H. C. Deryk Upton, coml mgr; Jack Armstrong, program director; Harry Dewar, news director; Sidney Bernasconi, chief engineer.

WINDSOR

CFAB (1945): 1450 kc; 250 w. Evangeline Broadcasting Co. Ltd. Same staff as CKEN Kentville, N.S. (above).

YARMOUTH

CJLS (1934): 1340 kc; 250 w. 222 Main St. Phone 500. Gateway Broadcasting Co.

Donald L. Smith, pres & gen mgr; Gene Alton, chief engineer.

Canadian Radio CONTINUED

ONTARIO CONTINUED

BARRIE

CKBB (Oct. 31, 1949): 950 kc; 5 kw-D. 2.5 kw-N. DA-1. P. O. Box 67. Phone Parkway 6-6466. Ralph T. Snelgrove (original owner).
Reps: Mulvihill (Toronto and Montreal); Hunt (Vancouver); Young Canadian (U.S.).
Ralph T. Snelgrove, pres; Robert C. Hunter, gen mgr & coml mgr; Jack Ruttie, program director; Jack Mattenley, chief engineer; Bill Harrington, news director; Karen Johnston, women's director.
CKVR-TV: Tv companion of CKBB.

BELLEVILLE

CJBO (1916): 800 kc; 1 kw. 11 Victoria Ave. Woodland 8-5555. Quinte Broadcasting Co.
A. McLean Haig, pres; Bill Stovin, gen mgr; Hamie MacDonald, coml mgr; Jack Buchanan, chief engineer.

BLIND RIVER

CJNR (March 1955): 730 kc; 1 kw. Lawton St. Phone EL 6-2209. Nash Radio & Tv Broadcasting Co.
Rep Radio & Television Sales (Toronto).
Thomas C. Nash, gen mgr; Barbara Johnston, coml mgr; Gene Marcon, program director; Jack Reid, chief engineer; Gwen Mayling, women's director.

BRAMPTON

CFJB (Dec. 23, 1953): 1090 kc; 250 w. 2 Ellen St. Phone Glendale 1-3110. Broadcasting Station CFJB Ltd. (original owner).
Reps Radio Time Sales (Toronto & Montreal); Cooke (New York & Chicago).
Specialty programs: Dutch, ½ hr.; Finnish, ½ hr.; Estonian, ½ hr.; Greek, ½ hr.; Italian, 3 hrs., all wkly.
Emerson McKinney, pres; John Fox, gen mgr, coml mgr & program director; Terry Coles, promotion mgr & farm director; Bob McBean, chief engineer; Frank Russell, news director; Mary Ludner, women's director.

BRANTFORD

CKPC (1933): 1380 kc; 1 kw. DA-N. 525 Colborne St. Phone Plaza 3-2664. Telephone City Broadcast Ltd. (original owner).
Network CBC. Rep Potts & Co. (Toronto & Montreal); Hunt (Vancouver).
Specialty programs: Dutch, ½ hr. wkly; Hungarian, ½ hr. wkly.
Mrs. F. M. Buchanan, pres; R. Buchanan, gen mgr; Russ Waters, coml mgr; Arnold Anderson, program director; Bill Brady, promotion mgr; Jim Featherston, chief engineer & farm director; Al Chandler, news director; Mrs. Marion George, women's director.
CKPC-FM (1949): 92.1 mc; 250 w. Duplicates CKPC (above).

BROCKVILLE

CFJR (1926): 1450 kc; 250 w. 17 King St. West. Phone 4628. Eastern Ontario Broadcasting Co. Ltd.
Jack R. Radford, pres & gen mgr; Tom Statham, assistant mgr; Keith Felton, coml mgr; Sid Penstone, chief engineer.

CHATHAM

CFCO (1926): 630 kc; 1 kw. P. O. Box 277. Phone 2626. John Beardall.
John M. Beardall, owner & gen mgr; Arch Ferris, coml mgr & production director; Gordon Brooks, chief engineer.

COBourg-PORT HOPE

CHUC: 1500 kc; 1 kw. Radio Station CHUC Ltd.
Don Williamson, pres & chief engineer; Al d'Eon, gen mgr & coml mgr.

CORNWALL

CKSF (1945): 1230 kc; 250 w. 36 Pitt St. Phone 4800. Daily Standard-Freeholder Ltd.
George Fleming, pres; Fred H. Pemberton, gen mgr; Carl Fisher, assistant mgr; Fred Ellis, coml mgr; Mahlon Clark, chief engineer.
CKSF-FM (1917): 101.3 mc; 600 w.

FORT FRANCES

CFOB (Nov. 11, 1944): 800 kc; 1 kw-D. 500 w-N. DA-N. Border Theatre Bldg. Phone Atlas 3-3311. Border Broadcasting Ltd. (acquired station Feb. 22, 1951).
Network Kustonic. Rep Cooke.
T. O. Peterson, pres; D. A. Fawcett, gen mgr & coml mgr; Kieth Vettergreen, promotion mgr; Oscar Petsnick, chief engineer; Kevin Frillman, news director; Dennis Soar, farm director; Brenda Carpenter, women's director.

FORT WILLIAMS

CKPB (1931): 580 kc; 5 kw-D. 1 kw-N. Radio Hall. Phone 3-3477. H. F. Dougal Co. Ltd.
Hecktor F. Dougal, pres & gen mgr; George D. Jeffrey, coml mgr; Tom Ross, chief engineer.
CKPB-FM (1950): 34.3 mc; 250 w.

GALT

CFTV (Sept. 17, 1954): 1110 kc; 250 w-D. 3 Ainslie N. Phone 4318. Galt Broadcasting Co. Ltd. (acquired station Aug. 1, 1956).

Reps Radio Time Sales (Toronto, Montreal); Hunt (Vancouver).
Specialty programs: German, ½ hr. wkly.
John V. Evans, pres, gen & coml mgr; John Wilkinson, program director & promotion mgr; Paul Kemper, chief engineer; Michael Matthews, news director; Dawn Rycroft, women's director.

GUELPH

CJOY (June 14, 1948): 1450 kc; 250 w. Bond Bldg. Phone Taylor 4-0670. CJOY Ltd. (original owner).
Reps Radio Representatives Ltd.; Cooke (New York).
Specialty programs: Italian, 2½ hrs. wkly.; Dutch, ½ hr. wkly.
W. O. Slatter, pres; F. T. Metcalf, vp & gen mgr; J. A. Jackson, coml mgr; J. D. Le Blanc, program director; Norman Jary, promotion mgr; Jack Milligan, chief engineer; Ralph Errington, news director; James Pierson, farm director; Tari Tolman, women's director.

HAMILTON

CHML (1926): 900 kc; 5 kw. 545 Main St. West. Phone Liberty 9-2411. Maple Leaf Broadcasting Co. Ltd.
Rep Stephens & Towndrow (Toronto); National Broadcast Sales (Montreal); Hunt & Assoc. (Vancouver); Young Canadian (U.S.).
Ken D. Soble, pres; Thomas E. Darling, gen mgr; W. Denis Whitaker, coml mgr; Hugh Potter, chief engineer.
CHML-TV: Tv companion of CHML.
CKOC (1922): 1150 kc; 5 kw. 32 John St. North. Jackson 7-1483. Wentworth Radio Broadcasting Co. Ltd.
Reps All-Canada; Weed (U.S.).
Clifford Sifton, pres; William T. Cranston, gen mgr; J. Norman Inkster, coml mgr; Leslie Horton, chief engineer.
CHCH (TV): Tv companion of CKOC.

HUNTSVILLE

CKAR (June 14, 1958): 590 kc; 1 kw. P. O. Box 1016. Phone 934. Muskoka-Parry Sound Broadcasting Ltd.
Rep Radio Representatives Ltd.
Robert Dean, gen mgr; Lloyd G. Olan, sales mgr; Don Wilcox, program director; Garry Somers, news director; Nadeen Mosbaugh, women's director.

KENORA

CJRL (1938): 1220 kc; 1 kw. Johnson Block. Phone 7850. Lake of The Woods Broadcasting Ltd.
Stuart King, pres; William Wylie, gen mgr; Dick Queen, chief engineer.

KINGSTON

CFRC: 1190 kc; 100 w. Queens University.
CKLC (1953): 1380 kc; 5 kw. 99 Brock St. Phone 2-1927. St. Lawrence Broadcasting Co. Ltd.
Robert S. Grant, pres; Terry French, gen mgr; John French, coml mgr; Jim Featherston, chief engineer.
CKLC-FM (1953): 99.5 mc; 250 w.
CKWS (September 1912): 960 kc; 5 kw. 170 Queen St. Phone Liberty 2-4977. Frontenac Broadcasting Co. (original owner).
Network CBC.
Arthur Davies, pres; Wally Rewegan, mgr; Bill King, coml mgr; Allan Brooks, program director; Rita Lloyd, promotion mgr; Bert Cobb, chief engineer; Floyd Patterson, news director; Carl Cogan, farm director; Joyce McKenzie, women's director.
CKWS-TV: Tv companion of CKWS.

KIRKLAND LAKE

CJKL (March 1, 1934): 560 kc; 5 kw. DA-N. Woolworth Bldg. Phone 27. Kirkland Lake Broadcasting Ltd. (original owner).
Rep National Broadcast Sales (Montreal, Toronto); All Canada (Western Canada); Weed (U.S.).
Specialty program: French, ¼ hr. wkly.
Irma Brydson, pres; H. C. Freeman, gen mgr; K. C. Billings, station mgr; Dave Clark, coml mgr; Don O'Neil, program director; Stan Leverre, promotion mgr; Cy Spence, chief engineer; Meyer Murray, news director; Ron Smith, farm director; Anita Thompson, women's director.

KITCHENER

CKXG (June 29, 1929): 1490 kc; 250 w. 125 King St. W. Phone Sherwood 3-3528. K. W. Broadcasting Ltd. (original owner).
Network CBC. Reps National Broadcast Sales (Toronto, Montreal); Devney (New York); Hunt (Vancouver).
Specialty programs: German, 5½ hrs. wkly.; Polish, ¾ hr. wkly.
James C. Mitchell, pres & gen mgr; Jack G. Liddle, coml mgr; Ken MacKinnon, program director; John Hodges, promotion mgr; Ion Hartman, chief engineer; Dick Melville, news director; Gordon Neil, farm director; Kay Simons, women's director.
CKCR-FM (1948): 96.7 mc; 350 w. Duplicates CKCR (above).
CKCO-TV: Tv companion of CKCR-AM-FM.

LEAMINGTON

CJSP (Feb. 19, 1955): 710 kc; 250 w-D. DA. P. O. Box 710. Phone 2780. Sun Parlor Broadcasters Ltd. (original owner).
Reps Radio & Tv Sales; Best (U.S.).
Specialty programs: German, 1½ hrs.; Italian, 50 mins.; Ukrainian, ½ hr., all wkly.

George P. Whaley, pres; John L. Moore, gen mgr & program director; Albert A. Bruner, coml mgr & promotion mgr; Edwin V. Derkach, chief engineer; Arthur S. Gadd, news director; J. Clem Fisher, farm director.

LINDSAY

CKLY (December 1955): 910 kc; 1 kw. DA-1. 219 Kent St. W. Phone Fairview 4-3585. Greg-May Broadcasting Co. (original owner).
Reps Radio Time Sales (Toronto); Hunt (Vancouver).
E. N. Gregory, pres; C. A. Gregory, gen mgr; R. Willan, coml mgr; Thelma Gilson, women's director.

LONDON

CFPL (1933): 980 kc; 5 kw. Free Press Bldg. Phone 2-5201. London Free Press Printing Co. Ltd.
Reps All-Canada; Weed (U.S.).
Walter J. Blackburn, pres; Murray T. Brown, gen mgr; Douglas C. Trowell, station mgr & coml mgr; Glen Robitaille, chief engineer.
CFPL-FM (1948): 95.9 mc; 4.5 kw.
CFPL-TV: Tv companion of CFPL-AM-FM.
CKSL (June 24, 1956): 1290 kc; 5 kw. 313 Richmond St. Phone General 2-4181. London Broadcasters Ltd. (original owner).
Reps National Broadcast Sales (Toronto, Montreal); Stovin-Byles Ltd. (Winnipeg & Vancouver); Young Canadian (New York).
J. Lyman Potts, gen mgr; W. E. Robinson, assistant mgr; Fred Ursel, coml mgr; Vaughn Bjerre, program director; Pat Dorey, promotion mgr; Ron Turnpenny, chief engineer; Ed Blake, news director.

NIAGARA FALLS

CHVC (June 1, 1947): 1600 kc; 5 kw. DA-N. Rainbow Bridge. Phone Elgin 8-7151. Radio Station CHVC Ltd. (original owner).
Reps Potts (Toronto, Montreal); Hunt (Vancouver); Cooke (U.S.).
Specialty programs: Greek, 1 hr.; Slovak, 1 hr.; Italian, 5¼ hrs.; Serbian, 1 hr.; Ukrainian, 1 hr.; Hungarian, 1 hr.; German, 55 min.; French, ¼ hr., all wkly.
B. Howard Bedford, pres; Arthur W. Blakeley, production director; L. H. Rooke, chief engineer; Ross Kenzie, news director; Joseph Wilson, farm director; Erica Campbell, women's director.

NORTH BAY

CFCH (March 7, 1932): 600 kc; 1 kw. DA. Fraser St. Phone Grover 4-2000. Northern Broadcasting Ltd. (original owner).
Network CBC. Reps National Broadcast Sales (Toronto); Weed (U.S.).
Mrs. P. Campbell, pres; Harry Edgar, gen mgr; Clarence Houston, coml mgr; Bill O'Halloran, program director; Bruce Anderson, promotion mgr; J. W. Barnaby, chief engineer; Steve Hooper, news director; George Barr, farm director; Lorna Brown, women's director.

OKAVILLE

CHWO (Nov. 17, 1956): 1250 kc; 1 kw-D. 500 w-N. DA-1. 34a Colborne St. W. Phone Victor 2-2821. CHWO Radio Ltd. (original owner).
Rep Radio & Television Sales (Toronto).
Specialty programs: Italian, 1¼ hrs.; German, 1¼ hrs.; Czech, ¼ hr.; Croatian, ½ hr., all wkly.
Howard C. Caine, pres, gen mgr & coml mgr; Bob McLaughlin, program director; Hans J. Wecke, chief engineer; Cy Young, news director & farm director; Jean E. Caine, women's director.

ORILLIA

CFOR (Sept. 1, 1945): 1570 kc; 10 kw-D. 1 kw-N. 241 West St. N. Phone Fairview 4-3511. Radio Station CFOR Ltd. (original owner).
Network CBC. Reps Stephens & Towndrow (Toronto, Montreal); Radio Representatives (Vancouver); Messner (Winnipeg); Young Canadian (U.S.).
Gordon E. Smith, pres & gen mgr; William J. Pratt, coml & promotion mgr; James A. McGarvey, program & farm director; George S. Slinn, chief engineer; Barty Norman, news director; Nora North, women's director.

OSHAWA

CKLB (1950): 1350 kc; 5 kw. 16 Centre St. Phone Randolph 3-3415. The Lakeland Broadcasting Co. Ltd.
Alfred H. Collins, pres; Gordon G. Garrison, gen mgr & coml mgr; William C. Marchand, chief engineer.
CKLB-FM: 93.5 mc; 8.8 kw.

OTTAWA

CBO (1924): 910 kc; 5 kw. P. O. Box 1045. Phone Central 2-1151. Canadian Broadcasting Corp.
Network CBC.
Ira Dilworth, director for the province of Ontario & English networks; C. P. Wright, station mgr; L. M. O'Neill, sales representative; S. H. Dale, presentation officer; C. Edward Wright, information services representative; M. Gilbert, area engineer.
CBO-FM (1948): 103.3 mc; 380 w. Duplicates CBO (above).
CBO-TV (TV), CBOFT (TV): Tv companions of CBO-AM-FM.
CFBA (May 1, 1947): 560 kc; 5 kw. 150 Isabella St. Phone Central 3-6291. Frank Ryan. Rep Stephens & Towndrow; Weed (U.S.). (U.S.).
Frank Ryan, pres & farm director; D. L.

Martin, assistant mgr; George Gowling, coml mgr; Tom Foley, program mgr; Terry Kieley, program director; Don McKinnon, promotion mgr; Harold Peerenboom, chief engineer; Campbell McDonald, news director; Joan Baxter, women's director.

CFRA-FM (1947): 93.9 mc; 250 w.
CKOY (June 1, 1949): 1310 kc; 5 kw-D. 1 kw-N. DA-N. 635 Richmond Road, Westboro. Phone Parkway 2-5601. TWX Province 1-1373. CKOY Ltd. (original owner).

Network CBC. Rep National Broadcast Sales (Toronto, Montreal); Cooke (U.S.); Hunt (Vancouver).

D. Irving Cameron, pres; Jack Tural, gen mgr; Jack Daly, station mgr; Donald Hamilton, coml mgr; Keith Sterling, program director; Ann Hammell, promotion mgr & women's director; Ken Puttock, chief engineer; Mac Lipson, news director.

OWEN SOUND

CFSO (March 1, 1940): 560 kc; 1 kw. DA-2. 270 Ninth St. E. Phone 1940. Grey & Bruce Broadcasting Ltd.

Network CBC. Rep Stovin-Byles; Young Canadian (U.S.).

Specialty programs: Dutch, ½ hr. wkly.
C. J. McTavish, pres; W. N. Hawkins, gen mgr; R. Tomlinson, coml mgr; D. Danard, program director; L. Phillips, promotion mgr & farm director; R. Speck, chief engineer; E. Kentner, news director; J. Doyle, women's director.

PETERBOROUGH

CHEX (March 31, 1942): 980 kc; 5 kw. DA. P. O. Box 657. Phone Riverside 2-7708. Kawartha Broadcasting Ltd. (original owner).

Network CBC. Rep National Broadcast Sales (Toronto, Montreal); Weed (New York); All-Canada (Western Canada).

Rupert Dayies, pres; H. C. Freeman, gen mgr; N. J. Weatherwax, station mgr; Reginald Carne, coml mgr; William Williamson, program director; Josephine McMeekin, promotion mgr; Bert Crump, chief engineer; John Power, news director.

CHEX-TV: Tv companion of CHEX.

PEMBROKE

CHOV (1942): 1350 kc; 1 kw. 319 Pembroke St. E. Phone Regent 2-3657. Ottawa Valley Broadcasting Co. Ltd.

E. Gordon Archibald, pres & gen mgr; Ramsay F. Garrow, coml mgr; Edwin Schmidt, chief engineer.

PORT ARTHUR

CFPA (Sept. 3, 1944): 1230 kc; 250 w. P. O. Box 747. Phone 4-2404. Ralph H. Parker Ltd. (original owner).

Network CBC. Reps Weed (U.S.); Mulvihill (Toronto, Montreal); Messner (Winnipeg); Hunt (Vancouver).

Specialty programs: Italian, ½ hr.; Finnish, ½ hr.; Ukrainian, ½ hr., all wkly.
Ralph H. Parker, pres & gen mgr; Don Willis, coml mgr; Doug Phillips, program director.

RICHMOND HILL

CSEH (July 1, 1957): 1300 kc; 500 w-D. 30 Yonge St. N. Phone Avenue 5-4915. Radio Richmond Hill Ltd. (original owner).

Rep Radio Representatives Ltd.

Specialty programs: German, 6 hrs. wkly.
John O. Graham, pres & coml mgr; Stewart H. Coford, gen mgr; Stephen K. Appleby, program director; John O. Graham, promotion mgr; William McDougall, chief engineer; Gary Parkhill, news director; Hal Burns, farm director; Marjorie Chadwick, women's director.

ST. CATHARINES

CKTB (Nov. 7, 1933): 620 kc; 1 kw. DA-1. (CP-610 kc, 5 kw, DA-1). 12 Yates St. Phone Mutual 4-1174. Niagara District Broadcasting Ltd. (acquired Oct. 1, 1944).

Network CBC. Rep McGillivra (U.S.); Mulvihill (Toronto, Montreal).

Specialty programs: Ukrainian, 2 hrs.; Polish, 1½ hrs.; German, 1 hr.; Dutch, 1 hr., all wkly.

W. E. C. Burgoyne, pres; Mary C. Burgoyne, managing director; Vincent A. Lococo, coml mgr; Jack Dawson, program director; Roy Bonisteel, promotion mgr & farm director; William H. Allen, chief engineer; Jay Glover, news director; Elda McBride, women's director.

CKTB-FM (1954): 97.7 mc; 250 w. Duplicates CKTB (above).

ST. THOMAS

CHLO (1948): 680 kc; 1 kw. 133 Curtis St. Phone 3696. Radio Station CHLO Ltd.

Clarence Nichols, pres; Eldred M. Smith, gen mgr.

SARNIA

CHOK (1946): 1070 kc; 5 kw-D. 1 kw-N. 148½ N. Front St. Digby 1121. Sarnia Broadcasting Ltd.

Claude Irvine, pres; Karl E. Monk, gen mgr; Art O'Hagan, coml mgr; Robert Cooke, chief engineer.

SAULT STE. MARIE

CJIC (October 1934): 1050 kc; 250 w. 119 East

St. Phone Algoma 3-1121. Hyland Radio-TV Ltd. (original owner).

Network CBC Trans-Canada. Rep Potts (Toronto); Devney (New York).

Specialty program: Polish, 1 hr.; Italian, 1½ hrs.; German, ¾ hr.; Ukrainian, ½ hr.; Yiddish, ¼ hr., all wkly.

Mrs. J. G. Hyland, pres; E. G. Vance, gen & coml mgr; Tom McWatters & George Jones, program directors; Terrence O'Connell, promotion mgr; David Irwin, chief engineer; Lionel McAuley, news director; Donald Ramsay, farm director; Grace Pitt, women's director.

CJIC-TV: Tv companion of CJIC.

CKCY (1953): 1400 kc; 250 w. 254 Queen St. East. Algonquin Radio & TV Co. Ltd.

Carleen P. Greco, pres; Allen Bestall, gen mgr & coml mgr; Joseph Marinelli, chief engineer.

SIMCOE

CFRS (June 23, 1956): 1560 kc; 250 w. P. O. Box 98. Phone Garfield 6-3240. Simcoe Broadcasting Ltd. (original owner).

Rep Radio & Television Sales (Toronto, Montreal).

Theodore M. Fielder, pres, gen mgr & program director; Frederick G. Sherratt, coml mgr; Phil G. Clayton, promotion mgr & news director; Douglas W. Barnet, farm director; Eette Barber, women's director.

SMITH FALLS

CJET (October 1955): 630 kc; 1 kw. DA-1. Phone 1070. Rideau Broadcasting Ltd.

Rep Potts; McGillivra (U.S.).

Jack Pollie, pres & gen mgr; Don Slater, coml mgr; Ron McKee, program director; Fred Roney, chief engineer; Bill Falkner, news director; Art Grubbe, farm director; Marjorie Girdwood, women's director.

STRATFORD

CJCS (1924): 1240 kc; 250 w. 125 Ontario St. Phone 1675. CJCS Ltd. (acquired station Sept. 1, 1937).

Network CBC. Rep All-Canada; Weed (U.S.)

Frank M. Squires, pres; Stanley E. Tapley, station mgr & coml mgr; William Inkol, program director & news director; Gerald Huntley, promotion mgr; John Grigg, chief engineer; Don Manson, farm director; Mrs. Marion McKay, women's director.

SUDBURY

CFBR (1957): 550 kc; 1 kw. 166 Elm St. West. The Sudbury Broadcasting Co. Ltd.

F. Baxter Ricard, pres; Rene Riel, gen mgr & coml mgr; Henry Albert, chief engineer.

CHNO (June 24, 1947): 900 kc; 1 kw. DA-1. P. O. Box 700. Phone Osborne 4-6401. TWX OS 39111. F. Baxter Ricard (acquired station June 1948).

Network CBC. Rep National Broadcast Sales (Toronto, Montreal); Hunt (Vancouver); Young Canadian (New York)

Specialty programs: Italian, 2 hrs.; Polish, 1 hr.; German, 1 hr.; Ukrainian, 2 hrs.; Finnish, 1 hr.; Croatian, ½ hr., all wkly.

F. Baxter Ricard, pres & gen mgr; Peter Scott, coml mgr & program director; Larry Bodnar, promotion mgr; Henry Albert, chief engineer; John Marret, news director; Phil Brown, farm director; Judy Jacobson, women's director.

CKSO: 790 kc; 5 kw. 336 Ash St. Phone Osborne 4-0711. CKSO Radio Ltd.

Network CBC Trans-Canada. Rep All Canada; Weed (U.S.).

Specialty programs: Italian, 3 hrs.; Finnish, 1 hr.; Ukrainian, 1 hr.; German, ½ hr., all wkly.

George M. Miller, pres; W. J. Woodill, gen mgr; Ralph Connor, national sales & promotion mgr; Ken Dobson, local sales mgr; Robert Alexander, program director; James McRae, chief engineer; Bob Evans Jr., news director; Trudy Manchester, women's director.
CKSO-TV: Tv companion of CKSO.

TILLSONBURG

CKOT (April 30, 1955): 1510 kc; 1 kw. DA-2. 20 Baldwin St. Phone Victor 2-4281. Tillsonburg Broadcasting Ltd. (original owner).

Rep Radio Representatives Ltd. (Toronto).

Specialty programs: German, 55 min.; Hungarian, 55 min.; Belgian, 55 min., all wkly.

Ralph Hawkins, pres; John Tamers, gen & promotion mgr; Jack K. Campbell, coml mgr; A. Kenneth Orton, program director & chief engineer; John Mather, news & farm director; Thelma Hyatt, women's director.

TIMMINS

CFCL (1951): 580 kc; 1 kw. DA-N. J. Conrad Lavigne Enterprises Ltd. (acquired station Dec. 21, 1956).

Network CBC. Rep Interprovincial Broadcast Sales; Devney (U.S.).

Specialty programs: French, 80%; Italian, 2 hrs.; German, ½ hr.; Ukrainian, ½ hr., all wkly.

J. Conrad Lavigne, pres; René Barrette, gen mgr; Ted Mcunier, coml mgr; Gérald Lefebvre, program director; Robert Bordeleau, promotion & production mgr; Roch Demers, chief engineer; Ray Lemay, news director; Jeanne Larcher, music director; Marguerite Philion, women's director.

CFCL-TV: Tv companion of CFCL.

CKGB (1933): 680 kc; 5 kw-D, 1 kw-N. Cedar

St. South. Phone 680. Timmins Broadcasting Ltd.

Kenneth R. Thomson, pres; Gerry Hall, gen mgr; Gino Cicci, coml mgr; Ernie Mott, chief engineer.

CKGB-FM (1948): 99.1 mc; 11.9 kw.

TORONTO

CBL (1927): 740 kc; 50 kw. P. O. Box 500. Phone Walnut 3-3311. Canadian Broadcasting Corp.

Ira Dilworth, director for the Province of Ontario and English Networks; J. M. Kananawin, director of radio; R. S. Joynt, supervisor of radio sales; N. Hollingshead, station mgr; W. C. Walls, mgr of information services; H. R. Hilliard, regional engineer; E. D. Roberts, chief operator; C. H. Spraggett, editor in charge.

CBO-FM (1947): 99.1 mc; 11.9 kw. Duplicates CBL (above).

CBLT (TV): Tv companion of CBL and CBL-FM.

CFRB (1927): 1010 kc; 50 kw. 37 Bloor St. West. Phone Walnut 4-5711. Rogers Radio Broadcasting Co.

Network CBC. Rep All-Canada; Young Canadian (U.S.).

Harry Sedgwick, pres; Lloyd Moore, gen mgr; Waldo Holden, coml mgr; Clive Eastwood, chief engineer.

CFRB-FM (1949): 99.9 mc; 200 w.

CHUM (1945): 1050 kc; 1 kw-D. 250 Adelaide St. West. University 1-4441. York Broadcasters Ltd.

Allan F. Waters, pres & gen mgr; Wes Armstrong, coml mgr; George Jones, chief engineer.

CHFI-FM (Feb. 1, 1957): 98.1 mc; 9.45 kw. 13 Adelaide St. E., zone 1. Phone Empire 3-1317. CHFI-FM Ltd.

Network CBC. Rep Radio & Television Sales (Toronto, Montreal).

Specialty programs: German, 1 hr. wkly.

E. J. Piggott, pres; Don E. Wright, vp & gen mgr; Gordon Kent, coml mgr; David Amer, program director; Harry Verlinden, chief engineer.

CJBC (1936): 860 kc; 50 kw. P. O. Box 500. Phone Walnut 3-3311. Canadian Broadcasting Corp.

Network CBC.

Ira Dilworth, director for the Province of Ontario and English Networks; J. M. Kananawin, director of radio; R. S. Joynt, supervisor of radio sales; N. Hollingshead, station mgr; W. C. Walls, mgr of information services; H. R. Hilliard, regional engineer; E. D. Roberts, chief operator; C. H. Spraggett, editor in charge.

***CJRT-FM** (September 1949): 91.1 mc; 9 kw. 50 Gould St., zone 2. Phone Empire 8-0161. Ryerson Institute of Technology.

Sydney Perlmutter, director; Wallace Ford, mgr; Maurice Desourdy, program director; Andrew Kufuk, chief engineer.

*Non-commercial educational.

CKEY (Aug. 28, 1944): 580 kc; 5 kw-D. 1 kw-N. Phone Hickory 4-2589. Frybrook Ltd. (original owner).

Rep National Broadcast Sales; Cooke (U.S.)

Jack Kent Cooke, pres; Hal E. Cooke, gen mgr; James Armstrong, coml mgr; Donald Insley, program director; Jack Oldham, promotion mgr & news director; Allan Taylor, chief engineer.

CKFH (Feb. 21, 1951): 1400 kc; 250 w. DA-1. 1 Grenville St., zone 5. Phone Walnut 3-0921. Foster Hewitt Broadcasting Ltd. (original owner).

Rep Radio Representatives; Weed (U.S.).

Specialty programs: Italian, 13 hrs.; German, 3½ hrs.; Macedonian, 2½ hrs.; Greek, Hungarian, Lithuanian, Polish, each 1 hr.; Japanese, Latvian, each ½ hr., all wkly.

Foster W. Hewitt, owner; F. W. A. Hewitt, station mgr; Keith Davey, sales mgr; Barry Nesbitt, program director; Gerald Wilson, chief engineer; Allan Small, news editor; Mona Gould, women's director.

WELLAND

CHOW (May 1958): 1470 kc; 500 w. P. O. Box 518. Phone Regent 2-4433. Wellport Broadcasting Ltd.

Rep Radio Representatives Ltd.

Gordon W. Burnett, pres; R. E. Redmond, managing director, sales & promotion mgr & news director; D. T. Manning, managing, program & farm director.

WINDSOR

CBE (1950): 1550 kc; 10 kw. Security Bldg., London. Phone Clearwater 4-5116. Canadian Broadcasting Corp.

Network CBC.

Ira Dilworth, director for the Province of Ontario and English Networks; J. M. Kananawin, director of radio; R. S. Joynt, supervisor of radio sales; W. C. Walls, mgr of information services; H. R. Hilliard, regional engineer; C. H. Spraggett, editor in charge.

CKLW-AM-FM: (See listing in Detroit, Mich.)

Canadian Radio CONTINUED

ONTARIO CONTINUED

WINGHAM

CKNX (Feb. 20, 1926): 920 kc; 1 kw, DA-N. Carling Terrace, Phone 158. Radio Station CKNX Ltd. (original owner).

Rep Potts; Young Canadian (U.S.).
W. T. Cruickshank, pres & gen mgr; John Cruickshank, station mgr; John Langridge, program director; Roger West, promotion mgr; Scott Reid, chief engineer; John Strong, news director; Bob Carbert, farm director; Margaret Brophy, women's director.
CKNX-TV: Tv companion of CKNX.

WOODSTOCK

CKOK (December 1947): 1340 kc; 250 w. 290 Dundas St. Phone Lennox 7-3414. Oxford Broadcasting Co. Ltd. (original owner).

Rep Potts (Toronto, Montreal); Hunt (Vancouver).
Specialty programs: Hungarian, 1 hr. wkly.
M. J. Werry, pres & gen mgr; John Black, coml mgr; William Touner, program director; Paul Hunter, chief engineer; Ross Marshall, news director; Alice Munro, women's director.

PRINCE EDWARD ISLAND

CHARLOTTETOWN

CFCY (1924): 630 kc; 5 kw, DA-N. 85 Kent St. Phone 7347. Island Radio Broadcasting Co. (original owner).

Network CBC; Maritime Net. Rep Weed (U.S.); All-Canada.
Mrs. K. S. Rogers, pres; R. F. Large, mgr & coml mgr; E. P. Williams, program-traffic director; M. E. Large, promotion mgr; J. G. Jay, chief engineer; A. S. Dickson, news director; Ches Cooper, farm director; Jane Weidner, women's director.
CFCY-TV: Tv companion of CFCY.

SUMMERSIDE

CJBW (Nov. 17, 1918): 1240 kc; 250 w. 218 Water St. Phone 2201-02. Gulf Broadcasting Co. Ltd.

Rep Radio Representatives Ltd.
R. C. Schurman, vp. gen mgr, coml mgr & farm director; L. E. Huestis, program director & promotion mgr; Angus MacKie, chief engineer; Dave Biggar, news director; Jo Ann Tupper, women's director.

QUEBEC

ALMA

CFGT (1953): 1270 kc; 1 kw DA-N. 112 St. Joseph St. Radio Lac St. Jean.
Jules Collard, pres; Jean-Jacques Fortin, gen mgr; Marius Girard, chief engineer.

AMOS

CHAD (1942): 1230 kc; 250 w. Phone 313. Northern Radio-Radio Nord Inc. (acquired station 1948).

Network CBC. Rep Butler & Assoc. Ltd. (Montreal, Toronto); Hunt (Vancouver); Weed (U.S.).
David-Armand Gourd, pres & gen mgr; Yvon Martel, coml & promotion mgr; Bernard Valiquette, program, news & farm director; Jean-Guy Langevin, chief engineer; Lise Aubé, women's director.

CHICOUTIMI

CBJ (1933): 1580 kc; 10 kw. 121 E. Racine St. Canadian Broadcasting Corp.

Network CBC.
G. Lamarche, director for province of Quebec and French networks; V. Fortin, station mgr; M. Valiquette, coml mgr (Quebec, Montreal); R. Rolland, regional program director (Montreal); J. J. Trudeau, supervisor of information services (Montreal); J. E. Roberts, chief operator; R. Bourbonnais, supervisor of news (Montreal); A. Berube, supervisor of farm & fisheries broadcasts (Montreal).

CJMT (Feb. 2, 1954): 1420 kc; 1 kw, DA. 365 Racine St. Phone Liberty 3-1517. CJMT Ltd. (Acquired station Jan. 31, 1958).

Interprovincial Broadcast Sales Ltd. (Toronto, Montreal); Weed (U.S.).
J. O. Masse, pres; J.-Marcel Houle, gen mgr; Denise Fortin, coml mgr; Raymond Labrecque, program director; Germaine Fillion, promotion mgr; Lucien Simard, chief engineer; Gilles Paradis, news director; André Jean, farm director; Thérèse Tremblay, women's director.

DRUMMONDVILLE

CHRD (1955): 1340 kc; 250 w. Radio Drummond Ltee. 248 Lindsay St. Phone 2-5158. Radio Drummond Ltee.

M. Sigouin, pres; Benoit Vanler, gen mgr & coml mgr; Gerald Paul, chief engineer.

GRANBY

CHGF (1946): 1450 kc; 250 w. 13 Centre St. La Cie Radiodiffusion de Granby Ltee.
Marcel Provost, gen mgr & coml mgr; Gerard Laliberte, chief engineer.

HULL

CKCH (June 30, 1933): 970 kc; 5 kw, DA. 121 Notre-Dame St. Phone Province 7-2771. Compagnie de Radiodiffusion CKCH de Hull Limitee (original owner).

Network CBC. Repts Interprovincial (Montreal, Toronto); Weed (U.S.).
Specialty programs: Italian, ½ hr. wkly.
Jean-Paul Lemire, gen & coml mgr; Bernard Charbonneau, program director; Henri W. Allard, promotion mgr; Jean-Louis Guérin, chief engineer; Jean-Pierre Sanche, news director; Pierre Thibault, farm director; Simone Lanctôt, women's director.

JONQUIERE

CKRS (June 27, 1947): 1290 kc; 1 kw, DA. 735 Hubert St. Phone Liberty 2-4551. Radio Saguenay Ltee. (acquired station February 1947).

Reps Hardy (Quebec, Montreal, Toronto); Young Canadian Ltd. (U.S.).
Specialty programs: French, 100%.
Henri Lepage, pres; Tom Burham, gen & coml mgr; Guy Boivin, mgr & promotion mgr; Gérard Lemieux, chief engineer; Lionel Tremblay, news director; Maurice Hamel, farm director; Bernadette Dufresne, women's director.
CKRS-TV: Tv companion of CKRS.

LA SARRE

CKLS (1950): 1210 kc; 250 w. Northern Radio-Radio Nord.

David A. Gourd, pres; Yvon Martel, gen mgr & coml mgr; Jean-Guy Langevin, chief engineer.

MANTANE

CKBL (1948): 1250 kc; 5 kw, DA-1. 144 St. Jerome St. Phone 355. La Cie de Radiodiffusion de Mantee Ltee.

Rene Lapointe, pres & gen mgr; Octave Lapointe, coml mgr; Yvan Fortier, chief engineer.
CKBL-TV: Tv companion of CKBL.

MONTMAGNY

CKBM (January 1954): 1190 kc; 250 w. 8 St. Thomas St., zone 579. Phone 801. Radio Alléghuys Inc. (original owner).

Rep Radio & Télévision Sales Inc.
Henri Deschênes, pres & program director; André Mercier, gen. coml & promotion mgr; Marcel Coulombe, chief engineer; José Rettino, news & farm director; Henriette Michon, women's director.

MONTREAL

CBFT (1937): 690 kc; 50 kw. P. O. Box 6000. Phone University 6-2571. Canadian Broadcasting Corp.

Network: CBC-French.
G. Lamarche, director for province of Quebec and French networks; R. Rolland, regional program director; M. Valiquette, coml mgr (Quebec); J. M. Dugas, CBF program director; J. J. Trudeau, supervisor of information services; R. Bourbonnais, supervisor of news; A. Berube, supervisor of farm & fisheries broadcasts.
CBF-FM (1947): 95.1 mc; 3.86 kw. Duplicates CBM (above).
CBFT (TV): Tv companion of CBF-AM-FM.

CBM (1933): 940 kc; 50 kw. P. O. Box 6000. Phone University 6-2571. Canadian Broadcasting Corp.

Network CBC.
Gerard Lamarche, director for province of Quebec; B. Laffeur, director of sound broadcasting; R. S. Joynt, supervisor of radio sales (Toronto); Ken Withers, program director; J. Tremblay, editor in charge.
CBM-FM (1947): 100.7 mc; 3.86 kw. Duplicates CBM (above).
CBMT (TV): Tv companion of CBM-AM-FM.

CFCE (1919): 600 kc; 5 kw, DA-1. 4824 Cote des Neiges Rd. Regent 1-1101. Canadian Marconi Co.

Network CBC, ABC. Repts All-Canada; Weed (U.S.).
S. M. Finlayson, pres; R. E. Misener, gen mgr; Keith Dancy, coml mgr; J. C. Douglas, chief engineer.
CFCE-FM (1948): 106.5 mc; 7.7 kw. Duplicates CFCE (above).

CJAD (Dec. 8, 1945): 800 kc; 10 kw; DA. 1191 Mountain St., zone 25. Phone University 6-6821. CJAD Ltd. (original owner).

Network CBC. Repts Radio Time Sales Young Canadian (U.S.).

J. Arthur Dupont, pres, owner & gen mgr; H. T. McCurdy, station mgr; Miss B. Poulet, coml mgr; Ned Conlon, program director; R. L. Laurion, promotion mgr; Aurèle Boisvert, chief engineer; Hamilton Grant, news director; Doris Clark, women's director.

CJMS (1951): 1280 kc; 5 kw, DA-N. 188 Dorchester St. E. Phone University 1-3456. La Bonne Chanson Inc. (original owner).

Rep Forjoe (U.S.).
F. Guay, pres; J. Nadon, gen mgr; J. LaJole, coml mgr; J. Beaulieu, program director; C. Dumont, promotion mgr; J. Garceau, chief engineer; F. Jerraud, news director; J. Antoons, farm director; H. Boileau, women's director.

CKAC (September 1922): 730 kc; 50 kw, DA. 960 St. Catherine St. W. Phone University 6-7301. Compagnie de Publication de La Presse Limitée (original owner).
Networks CBC, Trans-Quebec Net. Repts Interprovincial; Weed (U.S.).

Mrs. A. DuTremblay, pres; Phil Lalonde, gen mgr; George Bourassa, coml mgr; Ferdinand Biondi, program director; Paul Gélinas, promotion mgr; Len Spencer, chief engineer; Paul Boudreau, news director; Jeanette Brouillet, women's director.

CKVL-AM-FM (See Verdun listing).

NEW CARLISLE

CHNC (1933): 610 kc; 5 kw, DA-2. Phone 63 Gaspesia Radio Broadcasting Co. Ltd.

Dr. Charles Dumoulin, pres; John R. Peloquin, gen & coml mgr; Bruce MacDonald, chief engineer.

QUEBEC

CBV (1938): 980 kc; 5 kw, DA. Palais Montcalm. Phone Lafontaine 5-8155. Canadian Broadcasting Corp. (original owner).

Network CBC-French.
Alphonse Ouimet, gen mgr; Maurice Valiquette, coml mgr; René Dussault, program director; Honoré Massé, chief engineer; Guy Dumais, news & farm director.

CHBC (1926): 800 kc; 10 kw. 1143 St. John St., zone 4. Phone Lafontaine 2-8177. CHRC Ltd. (original owner).

Network French Radio Assoc. Net. Repts Hardy (Montreal, Toronto, Quebec); Hunt & Assoc. (Vancouver); Young Canadian Ltd. (U.S.).

Henri Lepage, gen mgr; Aurèle Pelletier, station mgr; Magella Alain, program director; F. Richard Thibodeau, national sales & promotion mgr; Arsène Nadeau, chief engineer.

CHBC-FM (1949): 95.1 mc; 595 w. Duplicates CHRC (above).

CJQC (1953): 1340 kc; 250 w. 39 St. John St. The Goodwill Broadcasters of Canada Inc.

Howard Wert, pres; George MacDonald, gen mgr; Mike Lavallee, chief engineer.

CKCV (September 1926): 1280 kc; 5 kw, DA. 978 St. John St., zone 4. Phone Lafontaine 2-1585. CKCV Limitee (acquired station December 1934).

Network CBC-French. Repts Interprovincial; Weed (U.S.).
Gaston Pratte, pres; Paul Lepage, gen mgr; Marcel Leboeuf, coml & station mgr; Michel Gariépy, program director; Jean Guy Bernier, promotion mgr; Lucien Gobeil, chief engineer; Roger Bruneau, news & farm director; Marie-Paul Vachon, women's director.

RIMOUSKI

CJBR (Nov. 15, 1937): 900 kc; 10 kw, DA-N. 6 St. Jean St. Phone Raymond 3-2217. Central Public Service Corp. (original owner).

Network CBC-French. Repts Interprovincial; Weed (U.S.).

Jacques Brillant, mgr; André Lecomte, gen & coml mgr; Sandy Burgess, program director & promotion mgr; Réal Therrien, chief engineer; Guy Ross, news director; Arthur Rioux, farm director; Louise Lavallée, women's director.

CJBR-FM (November 1947): 101.5 mc; 1 kw. Duplicates CJBR (above).
CJBR-TV: Tv companion of CJBR-AM-FM.

RIVIERE-DU-LOUP

CJFP (1947): 1400 kc; 250 w. 322 Rue Lafontaine. Phone 2727. Radio Temiscouata Ltee.

Armand Belle, pres; Henri Bourdeau, gen mgr & coml mgr; Raymond Lavoie, chief engineer.

ROBERVAL

CHBL (1949): 910 kc; 1 kw. Radio Roberval Inc.

George Gagnon, pres; J. Wilfred Mondoux, gen mgr; Normand Gagnon, coml mgr; Marcel Bolduc, chief engineer.

ROUYEN

CKRN (1939): 1400 kc; 250 w. Phone Roger 2-7741. Northern Radio-Radio Nord Inc. (acquired station 1948).

Network CBC. Repts Butler & Assoc. (Montreal, Toronto); Hunt (Vancouver); Weed (U.S.).

David-Armand Gourd, pres & gen mgr; Yvon Martel, coml & promotion mgr; Bernard Valiquette, news director & farm director; Jean-Guy Langevin, chief engineer; Lise Aubé, women's director.
CKRN-TV: Tv companion of CKRN.

STE. ANNE DE LA POCATIERE

CHGB (1938): 1350 kc; 1 kw-D. 250 w-N. Main St. Phone 101. CHGB Ltee.

George Desjardins, pres, gen mgr & chief engineer; Paul Emile Hudon, coml mgr.

SCHEFFERVILLE

NEW (not on air; target date not announced): 1230 kc; 250 w. Hollinger Ungava Transport Ltd.

ST. GEORGE DE BEAUCE

CKRB (1953): 1250 kc; 5 kw. Phone 751. Radio Beauce Inc.

Yvon Thibodeau, pres; Charles A. Thibodeau, gen mgr; Jean Barbeau, coml mgr; Armande Catellier, chief engineer.

ST. JEAN

CHBS (1958): 1090 kc; 1 kw-D. Radio Ibergville Ltee.
Jean-Paul Auclair, pres; Bernard Turcot,

Canadian Radio CONTINUED

QUEBEC CONTINUED

gen mgr; Jack Turcot, coml mgr; Guy de Valter, chief engineer.

ST. JEROME

CKJL (1956): 900 kc; 1 kw-DA-1. Hotel Lapointe. Radio Laurentides Inc.
Jean Lalonde, pres & gen mgr; Jean Senecal, chief engineer.

SHAWINIGAN FALLS

CKSM (1951): 1220 kc; 1 kw, DA-N. Box 69. Shawinigan Falls Broadcasting Co. Ltd.
A. Gelin, pres; Allan Rogerson, gen mgr; Ernest Brunelle, chief engineer.

SHERBROOKE

CHLT (1937): 630 kc; 5 kw. 221 Dufferin St. Lorraine 9-2525. La Tribune Ltd.
Paul Desruisseaux, pres; Alphe Gauthier, gen mgr; J. L. Gauthier, coml mgr; Marcel Lyonnais, chief engineer.

CHLT-TV: Tv companion of CHLT.

CKTS (1946): 900 kc; 1 kw. 221 Dufferin St. Lorraine 9-2525. Telegram Printing & Publishing Co.

Sen. Charles B. Howard, pres; Alphe Gauthier, gen mgr; J. L. Gauthier, coml mgr; Marcel Lyonnais, chief engineer.

SOREL

CJSO (June 1945): 1320 kc; 1 kw, DA. 72 Rue du Rot. Phone R1 3-3518. Radio Richelieu Limitée (original owner).

Rep Hardy.
J.-Arthur Villeneuve, pres; Maurice Boullanne, gen mgr; Maurice Bérubé, coml mgr; Claude Rochon, program director; Lorenzo Brouillard, promotion mgr; Joseph Cardin, chief engineer.

THETFORD MINES

CKLD (Feb. 12, 1950): 1230 kc; 250 w. Ave. Labbé. Phone Federal 5-7533. Radio Megantic Ltee. (acquired station November 1955).

Network CBC. Rep Hardy.
Specialty programs: French, 100%.
Henri Lagueux, pres, gen mgr & coml mgr; Raymond Buri, program director; Will Dugré, promotion mgr; Paul Cloutier, chief engineer; Bertrand Potvin, news director; Irenée Goulet, farm director; Elizabeth Bolduc, women's director.

TROIS-RIVIERES

CHLN (1937): 550 kc; 5 kw. 522 Bonaventure St. Phone Frontenac 4-3556. Radio Trois-Rivières Inc. (acquired station August 1951).

Rep Interprovincial (Montreal, Toronto); Young Canadian Ltd. (U.S.).
Jacob Nicol, pres; Léon Trépanier, gen mgr; Maurice Duval, coml & promotion mgr; Maurice Dansereau, program director; Oric LeFebvre, chief engineer; Sylvio St. Amant, news director.

CKTR (1954): 1350 kc; 1 kw, DA-1. 543 Gervais St. Phone Frontenac 5-4855. CKTR Ltee.

Paul Aboud, pres; J. Fernand Rufange, coml mgr; Charles Couture, coml mgr; Herve Lapointe, chief engineer.

VAL D'OR

CKVD (1939): 1230 kc; 250 w. P. O. Box 70. Northern Radio—Nord Radio Inc.

David A. Gourd, pres; Yvon Martel, gen mgr & coml mgr; Jean-Guy Langevin, chief engineer.

VERDUN (Montreal)

CKVL (Nov. 3, 1946): 850 kc; 50 kw-D. 10 kw-N, DA-2. 211 Gordon Ave., zone 19. Phone Pontiac 6-2311. Jack Tietolman (original owner).

Network French Radio Assoc. Net. Reps McDermott; Cooke (U.S.).

Jack Tietolman, pres; Corey Thomson, gen

& promotion mgr; Judah Tietolman, coml mgr; Marcel Provost, program director; Maurice Rousseau, chief engineer; Marcel Beauregard, news director; J. A. Lapointe, farm director; Pierrette Champoux, women's director.
CKVL-FM (Nov. 3, 1946): 96.9mc; 10 kw. Duplicates CKVL (above).

VICTORIAVILLE

CFDA (Oct. 19, 1951): 1380 kc; 1 kw, DA-N. 150-A Notre-Dame, E. Phone Plateau 2-5545. Radio Victoriaville Limitée (acquired station April 1, 1955).

Rep Radio & Television Sales Inc.
Dr. C. A. Gilbert, pres; Roger Gilbert, gen & coml mgr; J. Maurice Bilodeau, program director & promotion mgr & news director; Roger Paul, chief engineer; Marcel Rheault, Vincent Lanouette, farm directors.

VILLE-MARIE

CKVM (1950): 710 kc; 1 kw, DA-N. Ste. Anne St. Phone 710. Radio Temiscamingue.

Herve Leblanc, pres; Guy Burelle, gen mgr; Ernie Fauvelle, coml mgr; Gaston Tasset, chief engineer.

SASKATCHEWAN

GRAVELBOURG

CFGR (1952): 1230 kc; 250 w-N. Edifice Villeneuve. Phone 155. Radio-Gravelbourg Ltee.

Dr. Rosario Morin, pres; Dumont Lepage, gen mgr; Joseph E. DeGagne, coml mgr; Marc Riou, chief engineer.

CFRG (1955): 710 kc; 5 kw-D. Other information same as CFGR (above) which operates as nighttime affiliate.

MOOSE JAW

CHAB (1922): 800 kc; 10 kw-D, 5 kw-N, DA-1. 127 Main St., N. Phone Oxford 2-6464. Radio Station CHAB Ltd. (acquired station 1947).

Network CBC. Rep Stephens & Towndrow.
Sid Boyling, gen mgr; Nev Skingle, coml & assistant mgr; Jay Luddy, program director; Terry McBurney, promotion mgr; Merv Pickford, chief engineer; John McManus, news director; George Price, farm director.

NORTH BATTLEFORD

CJNB (Jan. 28, 1947): 1460 kc; 1 kw. P. O. Box 1460. Phone 2477. Northwestern Broadcasting Co. Ltd. (original owner).

Rep Stovin-Byles; Devney (U.S.).
Harry S. Hay, pres; Harry G. Dekker, gen & coml mgr; Lee Sage, program & news director; Mrs. Chris Dekker, promotion mgr; Al Ruddell, chief engineer; Lawrence Branter, farm director; Bob Hildebrand, women's director.

PRINCE ALBERT
CKBI (1933): 900 kc; 10 kw, DA. CKBI Bldg. Phone Roger 3-7421. Central Broadcasting Co. Ltd. (acquired station Oct. 1, 1946).

Network CBC. Rep All-Canada; Weed (U.S.).
E. A. Rawlinson, pres; F. F. Rawlinson, gen mgr; G. Prest, coml & promotion mgr; I. Barrie, program director; T. Van Nes, chief engineer; J. Spooner, news director; G. Palmer, farm director; M. Sherman, women's director.

CKBI-TV: Tv companion of CKBI.

REGINA

CKCK (July 29, 1922): 620 kc; 5 kw, DA-N. 1853 Hamilton St. Phone Lakeside 2-8525. Transcanada Communications Ltd. (acquired station April 10, 1940).

Network CBC. Rep All-Canada.
Clifford Sifton, pres; Harold A. Crittenden, gen mgr; Don R. Dawson, station mgr; Roy Malone, coml mgr; Robert K. Macdonald, production mgr; Lorle Molter, promotion mgr;

E. A. Strong, chief engineer; Jim McLeod, news director.

CKCK-TV: Tv companion of CKCK.

CKRM (1926): 980 kc; 5 kw, DA-N. 2060 Halifax St. Phone Lakeside 3-5661. Western Communications Ltd.

Emmett McCusker, pres; Wilf Collier, gen mgr; Harry Dane, coml mgr; Len Cozine, chief engineer.

SASKATOON

CENS (1952): 1170 kc; 1 kw. 1902 Broadway. Phone 9-3776. Radio Prairies-Nord Ltee.

Rep J. A. Beaulac, pres; Charles Papan, gen mgr; John Lacroix, chief engineer.

CFQC (1923): 600 kc; 5 kw. 216 First Ave. North. Phone 2-6611. A. A. Murphy & Sons Ltd.

A. A. Murphy, pres; Vern Dallin, gen mgr. CFQC-TV: Tv companion of CFQC.

CKOM (June 8, 1951): 1420 kc; 5 kw, DA-N. Empire Hotel Bldg. Phone Oliver 2-1420. Saskatoon Community Broadcasting Co. Ltd.

Reps Stovin-Byles (Toronto, Montreal); Hunt & Assoc. (Vancouver); Messner (Winnipeg); Weed (U.S.).

Specialty programs: German, ½ hr. wkly.
Robert A. Hossie, pres & gen mgr; G. D. Tunnelcliffe, assistant & coml mgr; Gordon E. Walburn, program director; Arnold E. Stilling, production mgr; Maynard Greer, chief engineer; Jarvis J. Whitney, news director; H. R. Worden, farm director.

SWIFT CURRENT

CKSW (June 1, 1956): 1400 kc; 250 w. 134 Central Ave. Phone Prospect 3-4605. Frontier City Broadcasting Co. Ltd. (original owner).

Reps Radio Representatives Ltd. (Toronto, Montreal, Vancouver); Broadcast Representatives Ltd. (Winnipeg).

Doug Scott, pres & gen mgr; William Friest, coml mgr; Wilf Gilbey, station mgr; Mac Hanna, chief engineer; George Lazarenko, news & farm director; June Smith, women's director.

WATROUS

CBK (July 29, 1939): 510 kc; 50 kw. 1840 McIntyre St., Regina. Canadian Broadcasting Corp. (original owner).

Network CBC.
J. R. Finlay, director for Prairie provinces (Winnipeg); R. H. Roberts, mgr (Regina); R. L. Horley, coml representative (Winnipeg); D. E. Cameron, regional program director (Winnipeg); C. E. L'Ami, supervisor of information services (Winnipeg); R. D. Cahoon, regional engineer (Winnipeg); N. L. Lacey, senior news editor (Winnipeg); Lionel Moore, farm director (Winnipeg); Paul Wright, talks producer (Winnipeg).

WEYBURN

CFSL (Aug. 16, 1957): 1340 kc; 250 w. P. O. Box 1330. Phone 4666. Soo Line Broadcasting Co. Ltd. (original owner).

Rep Stovin-Byles (Winnipeg, Vancouver); National Broadcast Sales (Toronto, Montreal).
Gordon H. Russell, pres; Keith D. Baker, gen mgr & director of engineering; George Sillery, program director; D. John Badham, news director; Bill Hart, farm director; Don Olsen, women's director.

YORKTON

CJGX (March 19, 1927): 940 kc; 10 kw-D, 1 kw-N. Tower Bldg. Phone 3-2258. Yorkton Broadcasting Co. Ltd. (original owner).

Network CBC. Reps Young Canadian (U.S.); Stovin-Byles Ltd. (Toronto, Montreal, Vancouver); Messner (Winnipeg).

Specialty programs: Ukrainian, 3 hrs. wkly.; Czech, ½ hr. wkly.

Dawson Richardson, pres; F. K. Tully, vp & managing director; J. M. Shortreed, gen mgr; G. G. Gallagher, coml mgr; M. G. Phillips, program director; J. C. Goodman, promotion mgr; H. F. McKee, chief engineer; R. U. Reynolds, news director; Doug Sherwin, farm director.

Canadian Am Frequencies

Licensed or Authorized by Canadian Dept. of Transport as of July 1, 1958.

Symbols: N—night power, D—day power, DA—directional antenna, asterisk (*) indicates construction permit for new station.

Call Letters	Location	Power in Watts
540 Kilocycles		
CRK	Watrous, Sask.	50,000
550 Kilocycles		
CFNB	Fredericton, N. B.	5,000-DA-N
CHLN	Three Rivers, Que.	5,000-DA-2
CKPG	Prince George, B. C.	250
CFBR	Sudbury, Ont.	1,000
560 Kilocycles		
CJKL	Kirkland Lake, Ont.	5,000-DA-N
CFRA	Ottawa, Ont.	5,000-DA-1
CFOS	Owen Sound, Ont.	1,000-DA-2

Call Letters	Location	Power in Watts
570 Kilocycles		
CJEM	Edmonton, N. B.	1,000-DA-N
CKCQ	Quesnel, B. C.	1,000-DA-2
CKEK	Cranbrook, B. C.	1,000
580 Kilocycles		
CJFX	Antigonish, N. S. (DA)	5,000
CKUA	Edmonton, Alta.	1,000
CKPR	Fort William, Ont.	1,000-N, 5,000-D
CKEY	Toronto, Ont. (DA)	5,000-D
CKY	Winnipeg, Man.	1,000-N-DA-2
CFCL	Timmins, Ont.	5,000-DA-N
590 Kilocycles		
CFAR	Flin Flon, Man.	1,000
VOCM	St. John's Nfld.	10,000-D
CKRS	Jonquiere, Que.	1,000-N
CKAR	Huntsville, Ont.	1,000-DA-1
600 Kilocycles		
CJOR	Vancouver, B. C.	5,000-DA
CFQC	Saskatoon, Sask.	5,000-DA-N
CFCF	Montreal, Que.	5,000-DA

Call Letters	Location	Power in Watts
CFCH	North Bay, Ont.	1,000-DA
CKCL	Truro, N. S.	1,000-DA-1
610 Kilocycles		
CJAT	Trail, B. C.	1,000
CKTB	St. Catharines, Ont.	5,000-DA-1
CHNC	New Carlisle, Que.	5,000-DA
*.....	Thompson, Man.	1,000
620 Kilocycles		
CKCK	Regina, Sask.	5,000-DA-N
630 Kilocycles		
CFCY	Charlottetown, P. E. I.	5,000-DA-N
CFCO	Chatham, Ont.	1,000-DA
CJET	Smiths Falls, Ont.	1,000
CKOV	Kelowna, B. C.	1,000
CKRC	Winnipeg, Man.	5,000-DA-N
CKYL	Peace River, Alta.	1,000-DA-N
CHLT	Sherbrooke, Que.	5,000
640 Kilocycles		
CBN	St. John's, Nfld.	10,000
680 Kilocycles		
CKGB	Timmins, Ont.	5,000-DA-N
CHLO	St. Thomas, Ont.	1,000-DA

Call Letters	Location	Power in Watts
CHFA	Edmonton, Alta.	5,000-DA
CJOB	Winnipeg, Man.	10,000-D
690 Kilocycles		
CBF	Montreal, Que.	50,000
CBU	Vancouver, B. C.	10,000
710 Kilocycles		
CKVM	Ville Marie, Que.	1,000-DA-N
CJSP	Leamington, Ont.	250-DA-D
CFRG	Gravelbourg, Sask.	5,000-D
730 Kilocycles		
CKAC	Montreal, Que.	50,000
CKDM	Dauphin, Man.	1,000
CJNR	Blind River, Ont.	1,000
CKLG	North Vancouver, B. C.	10,000
740 Kilocycles		
CBL	Toronto, Ont.	50,000
CBXA	Edmonton, Alta.	250
790 Kilocycles		
CKSO	Sudbury, Ont.	5,000-DA-N
CBY	Corner Brook, Nfld.	1,000
CKMR	Newcastle, N. B.	1,000-DA-1

Canadian Am Station Frequencies CONTINUED

Call Letters	Location	Power in Watts	Call Letters	Location	Power in Watts	Call Letters	Location	Power in Watts	Call Letters	Location	Power in Watts
800 Kilocycles											
CJAD	Montreal, Que.	10,000-DA	CEV	Quebec, Que.	5,000	CFPA	Port Arthur, Ont.	250	CHOV	Pembroke, Ont.	1,000-DA
CHAB	Moose Jaw, Sask.	10,000-D, 5,000-N	CFPL	London, Ont.	5,000-DA-2	CFYT	Dawson, Y. T.	100	CJDC	Dawson Creek, B. C.	1,000
CKLW	Windsor, Ont.	50,000-DA-2	CHBX	Peterborough, Ont.	5,000	CKVD	Val d'Or, Que.	250	CBT	Grand Falls, Nfld.	1,000
CHRC	Quebec, Que.	10,000-DA	CKNW	New Westminster, B. C.	5,000-DA-1	CKLD	Theftford Mines, Que.	250	CKLB	Oshawa, Ont.	5,000-DA-2
CKOK	Penticton, B. C.	1,000-D 500-N	990 Kilocycles			CKEY	Hay River, N. W. T.	100	CKEN	Kentville, N. S.	1,000-DA-N
CFOB	Fort Francis, Ont.	1,000-DA 500-N	CEW	Winnipeg, Man.	50,000	CKEC	New Glasgow, N. S.	250	1380 Kilocycles		
CJBQ	Belleville, Ont.	1,000-DA-1	1000 Kilocycles			CFCW	Camrose, Alta.	1,000-D 250-N	CKTC	Brantford, Ont.	1,000-DA-N
850 Kilocycles											
CKRD	Red Deer, Alta.	1,000-DA-N	CKEY	Schefferville, Que.	250	CFGR	Gravelbourg, Sask.	250-N	CFDA	Victoriaville, Que.	1,000-DA-N
CKVL	Verdun, Que.	50,000-DA-2	CKEY	Bridgewater, N. S.	1,000-DA-N	1240 Kilocycles			CKLC	Kingston, Ont.	3,000-DA-1
860 Kilocycles											
CJBC	Toronto, Ont.	50,000	1010 Kilocycles			CFPR	Prince Rupert, B. C.	250	1390 Kilocycles		
900 Kilocycles											
CJVI	Victoria, B. C.	10,000-DA	CBX	Edmonton, Alta.	50,000-DA	CJCS	Stratford, Ont.	250	CKLN	Nelson, B. C.	1,000-DA-1
CJRR	Rimouski, Que.	10,000-DA-N	CFRB	Toronto, Ont.	50,000-DA-2	CJAW	Port Alberni, B. C.	250	1400 Kilocycles		
CHML	Hamilton, Ont.	5,000-DA-N	CHUM	Toronto, Ont.	5,000-D, DA-1 2,500-N	CJRW	Summerside, P. E. I.	250	CKRN	Rouyn, Que.	250
CKBI	Prince Albert, Sask.	10,000-DA-2	CFGP	Grande Prairie, Alta.	19,000	CKLS	La Sarre, Que.	250	CKSW	Swift Current, Sask.	250
CKTS	Sherbrooke, Que.	1,000-DA-N	CFJG	Sault Ste. Marie, Ont.	250	1850 Kilocycles			CJRP	Riviere du Loup, Que.	250
CKJL	St. Jerome, Que.	1,000-DA-1	CFN	Calgary, Alta.	10,000-DA-N	CKSB	St. Boniface, Man.	(DA) 1,000	CKFH	Toronto, Ont.	250
CHNO	Sudbury, Ont.	1,000	CFN	Calgary, Alta.	10,000-DA-N	CKEI	Matane, Que.	5,000-DA-1	CKBC	Bathurst, N. B.	250
910 Kilocycles											
CBO	Ottawa, Ont.	5,000	CFN	Calgary, Alta.	10,000-DA-N	CHWO	Oakville, Ont.	1,000-D 500-N	CKCY	Sault Ste. Marie, Ont.	250
CFJC	Kamloops, B. C.	1,000	CFN	Calgary, Alta.	10,000-DA-N	CKRE	St. Georges de Beauce, Que.	5,000-DA-D 1,000-N	CKDH	Amherst, N. S.	250
CKLY	Lindsay, Ont.	1,000-DA-1	CFN	Calgary, Alta.	10,000-DA-N	1260 Kilocycles			1410 Kilocycles		
CHRL	Roberval, Que.	1,000-DA-N	CFN	Calgary, Alta.	10,000-DA-N	CFRN	Edmonton, Alta.	10,000-DA-2	CFUN	Vancouver, B. C.	1,000
*.....	Drumheller, Alta.	1,000	CFN	Calgary, Alta.	10,000-DA-N	1270 Kilocycles			1420 Kilocycles		
920 Kilocycles											
CJCH	Halifax, N. S.	10,000-D 5,000-DA-N	CFN	Calgary, Alta.	10,000-DA-N	CJCB	Sydney, N. S.	5,000-D 1,000-N	CKOM	Saskatoon, Sask.	5,000-DA-N
CKNX	Wingham, Ont.	2,500-D 1,000-DA-N	CFN	Calgary, Alta.	10,000-DA-N	CHAT	Medicine Hat, Alta.	1,000-DA	CJMT	Chicoutimi, Que.	1,000-DA-1
930 Kilocycles											
CJCA	Edmonton, Alta.	10,000-D 5,000-DA-N	CFN	Calgary, Alta.	10,000-DA-N	CFGT	St. Joseph d'Alma, Que.	1,000-DA-N	1450 Kilocycles		
CFBC	St. John, N. B.	5,000-DA	CFN	Calgary, Alta.	10,000-DA-N	CHWK	Chilliwack, B. C.	1,000	CFIR	Brockville, Ont.	250
CJON	St. John's, Nfld.	5,000-DA-N	CFN	Calgary, Alta.	10,000-DA-N	1280 Kilocycles			CFIF	Granby, Que.	250
940 Kilocycles											
CBM	Montreal, Que.	50,000	CFN	Calgary, Alta.	10,000-DA-N	CKCV	Quebec, Que.	5,000-DA-1	CFAB	Windsor, N. S.	250
CJGX	Yorktown, Sask.	10,000-D 1,000-N	CFN	Calgary, Alta.	10,000-DA-N	CJMS	Montreal, Que.	5,000-DA-1	CJOY	Geuph, Ont.	250
CJIB	Vernon, B. C.	1,000	CFN	Calgary, Alta.	10,000-DA-N	CJAM	Aitona, Man.	5,000-DA-1	CBG	Gander, Nfld.	250
950 Kilocycles											
CKNB	Campbellton, N. B.	(DA) 1,000 DA-5,000-D 2,500-N	CFN	Calgary, Alta.	10,000-DA-N	1300 Kilocycles			1460 Kilocycles		
960 Kilocycles											
CFAC	Calgary, Alta.	5,000-DA-N	CFN	Calgary, Alta.	10,000-DA-N	CRAF	Moncton, N. B.	5,000-DA-1	CJNB	North Battleford, Sask.	10,000-DA-N
CHNS	Halifax, N. S.	5,000-DA-N	CFN	Calgary, Alta.	10,000-DA-N	CJRH	Richmond Hill, Ont.	500-D	CHOW	Welland, Ont.	600
CKVS	Kingston, Ont. (DA)	5,000	CFN	Calgary, Alta.	10,000-DA-N	1310 Kilocycles			1470 Kilocycles		
970 Kilocycles											
CKCH	Hull, Que.	5,000-DA-1	CFN	Calgary, Alta.	10,000-DA-N	CKOY	Ottawa, Ont.	5,000-D 1,000-DA-N	CKCR	Kitchener, Ont.	250
980 Kilocycles											
CKRM	Regina, Sask.	3,000-DA-N	CFN	Calgary, Alta.	10,000-DA-N	1320 Kilocycles			CFRC	Kingston, Ont.	100
			CFN	Calgary, Alta.	10,000-DA-N	CJSD	Sorel, Que.	1,000-DA-N	CFBM	Montmagny, Que.	250
			CFN	Calgary, Alta.	10,000-DA-N	1330 Kilocycles			CHAK	Aklavik, N. W. T.	100
			CFN	Calgary, Alta.	10,000-DA-N	1340 Kilocycles			1500 Kilocycles		
			CFN	Calgary, Alta.	10,000-DA-N	CHAD	Amos, Que.	250	CHUC	Port Hope, Ont.	1,000-DA-D
			CFN	Calgary, Alta.	10,000-DA-N	CJLS	Yarmouth, N. S.	250	CKOT	Tillsonburg, Ont.	1,000
			CFN	Calgary, Alta.	10,000-DA-N	CKOX	Woodstock, Ont.	250	1510 Kilocycles		
			CFN	Calgary, Alta.	10,000-DA-N	CJQC	Quebec, Que.	250	CKBE	Windsor, Ont.	10,000-DA
			CFN	Calgary, Alta.	10,000-DA-N	CFYK	Yellowknife, N. W. T.	150	1550 Kilocycles		
			CFN	Calgary, Alta.	10,000-DA-N	CHRD	Drummondville, Que.	250	CFRS	Simcoe, Ont.	250
			CFN	Calgary, Alta.	10,000-DA-N	CFSL	Weyburn, Sask.	250	1560 Kilocycles		
			CFN	Calgary, Alta.	10,000-DA-N	1350 Kilocycles			1570 Kilocycles		
			CFN	Calgary, Alta.	10,000-DA-N	CHGB	St. Anne de la Focatiere, Que.	1,000-D, 250-N	CHUR	Nanaimo, B. C.	10,000-DA
			CFN	Calgary, Alta.	10,000-DA-N				CFOR	Orillia, Ont.	10,000-D 1,000-N
			CFN	Calgary, Alta.	10,000-DA-N				CJRY	Portage La Prairie, Man.	250
			CFN	Calgary, Alta.	10,000-DA-N				1620 Kilocycles		
			CFN	Calgary, Alta.	10,000-DA-N				CBJ	Chicoutimi, Que.	10,000-DA
			CFN	Calgary, Alta.	10,000-DA-N				1600 Kilocycles		
			CFN	Calgary, Alta.	10,000-DA-N				CHVC	Niagara Falls, Ont.	5,000-DA-N

Radio Stations in Mexico And the Caribbean Area

Note: The following list of Mexican and Caribbean radio stations is based on available data from the U. S. Federal Communications Commission, the communications ministries of the various countries and from other sources. Like other countries in the North American Regional Broadcasting Agreement area, most follow the 1950 NARBA, although all are not signatory. The 1950 NARBA has not yet been ratified by the U. S. Senate.

BAHAMAS

1540 kc ZNS Nassau, Bahamas Government, 5 kw I-A.

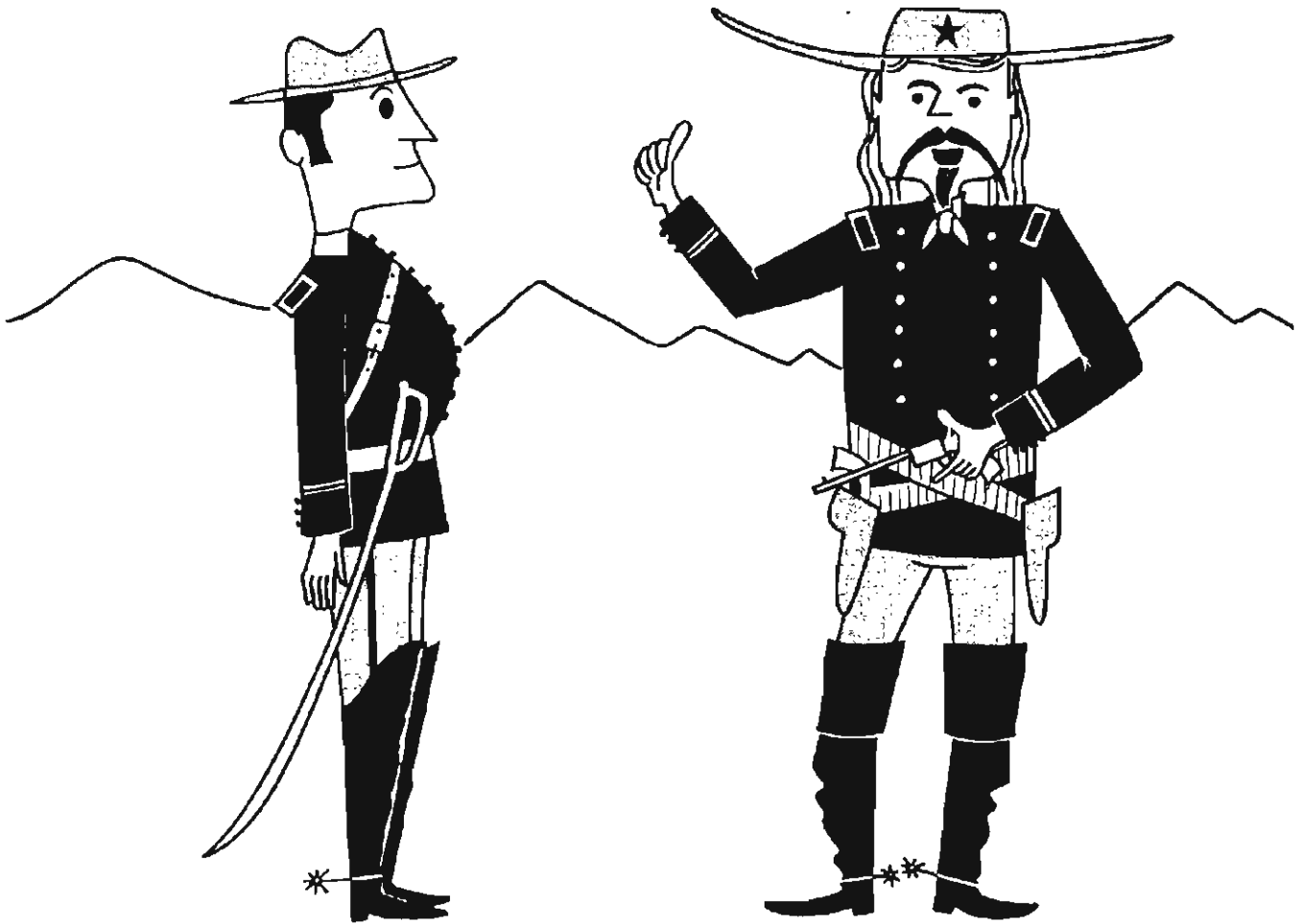
CUBA

540 kc CMJJ Jajibonico, Nicolas Rios Miera, 0.25 kw II.
 550 kc CMCY Habana, Radio Siboney S.A., 2.5 kw.
 560 kc CMKM Holguin, Union Radio S.A., 5 kw III.
 570 kc CMHI Santa Clara, Circuito Nacional Cubano S.A., 10 kw (DA) I-D.
 580 kc CMJP Giego de Avila, Armando A. Jimenez Finales, 0.5 kw-D, 0.25 kw-N, III.
 590 kc CMW Habana, Circuito Nacional Cubano S.A., 15 kw (DA).
 600 kc CMKV Holguin, Circuito Nacional Cubano S.A., 1 kw.
 620 kc CMBF Camaguey, Cia Insular de Radiodifusion S.A., 0.25 kw.
 630 kc CMKU Santiago de Cuba, Circuito CMQ S.A., 2 kw II.
 630 kc CMQ Habana, Circuito CMQ S.A., 50 kw (DA).
 640 kc CMHQ Santa Clara, Circuito CMQ S.A., 15 kw (DA) I-C.
 660 kc CMCU Habana, Radio Garcil Serra S.A., 5 kw II-E.
 670 kc CMHG Santa Clara, Estaciones Radiodifusoras, Radio Progreso S.A., 1 kw-D, II.
 670 kc CMKP Holguin, Estaciones Radiodifusoras Radio Progreso S.A., 1 kw II-E.
 680 kc CMAF Pinar del Rio, Ests. Radiodifusoras, Radio Progreso S.A., 1 kw-D 0.5 kw-N II.
 680 kc CMDB Santiago de Cuba, Estaciones Radiodifusoras, Radio Progreso S.A., 1 kw-D, 0.5 kw-N, II.

680 kc CMHN Cienfuegos, Estaciones Radiodifusoras, Radio Progreso S.A., 1 kw-D, 0.5 kw-N, II.
 680 kc CMJE Camaguey, Estaciones Radiodifusoras Radio Progreso S.A., 1 kw II.
 690 kc CMBC Gbncoa, Estaciones Radiodifusoras, Radio Progreso S.A., 50 kw (DA) I-C.
 700 kc CMJT Ciego de Avila, Estaciones Radiodifusoras Radio Progreso S.A., 1 kw-D II.
 710 kc CMDU Guantanamo, Cia Insular de Radiodifusion S.A., 0.25 kw.
 720 kc CMHU Cienfuegos, Modesto R. Vazquez, 0.25 kw.
 730 kc CMCA Habana, Radio Mambi S.A., 10 kw (DA) II.
 740 kc CMAB Pinar del Rio, Simcon Ferro Martinez, 5 kw-D II.
 740 kc CMKJ Holguin, Circuito CMQ S.A., 10 kw II.
 760 kc CMCD Habana, La Voz del Aire S.A., 10 kw (DA) II-E.
 760 kc CMJY Ciego de Avila, Ricardo Miranda Cortes, 1 kw.
 770 kc CMDC Holguin, Radio Oriente S.A., 1 kw II.
 780 kc CMHB Sancti Spiritus, Union Radio S.A., 0.25 kw.
 790 CMCH Habana, Radio Onda Musical Espanola S.A., 10 kw III-E.
 800 kc CMAW Pinar del Rio, Pedro Redondo Fernandez, 0.25 kw.
 800 kc CMJS Ciego de Avila, Cadena Oriental de Radio S.A., 1 kw.
 800 kc CMKL Santiago de Cuba, Cadena Oriental de Radio S.A., 2 kw II.
 810 kc CMHW Santa Clara, Circuito Nacional S.A., 1 kw-D, 0.25 kw-N, II.
 820 kc CMTD Bayamo, Reloj del Aire S.A., 0.25 kw II.
 830 kc CMBZ Habana, Manuel y Guillermo Salas, 5 kw-D 1 kw-N (DA-N) II-E.
 840 kc CMAN Pinar del Rio, Circuito Nacional, Cubano S.A., 1 kw.
 840 kc CMDQ Victoria de las Tunas, V. Luis Lima Delgado, 1 kw-D.
 840 kc CMJM Ciego de Avila, Circuito Nacional Cubano S.A., 1 kw.
 850 kc CMKC Santiago de Cuba, Radio Oriente S.A., 1 kw II.
 860 kc CMBL Habana, Radio Cadena Suaritos S.A., 15 kw (DA) I-C.
 870 kc CMDY Holguin, Reloj del Aire S.A.

880 kc CMAG Consolacion del Sur, Union Radio S.A., 1 kw II.
 880 kc CMJB Camaguey, Union Radio S.A., 1 kw II.
 890 kc CMCQ Habana, Radio Onda Musical, 0.25 kw II.
 890 kc CMDZ Santiago de Cuba, Radio Cadena Santiago S.A., 0.25 kw II.
 890 kc CMHD Santa Clara, Union Radio S.A., 1 kw.
 900 kc CMJV Ciego de Avila, Circuito CMQ S.A., 1 kw, II.
 910 kc CMCY Habana, Union Radio S.A., 10 kw III-E.
 910 kc CMGX Matanzas, Union Radio S.A., 1 kw.
 920 kc CMAQ Pinar del Rio, Circuito CMQ S.A., 1 kw-D 0.25 kw-N III.
 920 kc CMJL Camaguey, Circuito CMQ S.A., 10 kw (DA) III.
 930 kc CMGF Matanzas, Circuito Nacional Cubano S.A., 0.25 kw IV.
 930 kc CMKN Santiago de Cuba, Circuito Nacional Cubano S.A., 1 kw III.
 940 kc CMHH Cienfuegos, Radio Garcia Serra, 0.25 kw II.
 950 kc CMBF Habana, CMBF-Cadena Nacional S.A., 10 kw (DA) I-D.
 950 kc CMDJ Guantanamo, Radio Oriente S.A., 0.25 kw IV.
 960 kc CMGN Jovellanos, Circuito Nacional Cubano S.A., 0.5 kw III.
 960 kc CMJN Camaguey, Circuito Nacional Cubano S.A., 1 kw III.
 970 kc CMHZ Santa Clara, Mario Gonzalez Cuesta y Garcia, 0.25 kw.
 970 kc CMKD Holguin, Cadena Oriental de Radio S.A., 1 kw III.
 980 kc CMCK Habana, Cia Radiodifusora COCO y CMCK S.A., 5 kw.
 990 kc CMAS Pinar del Rio, Radio Garcia Serra S.A., 0.25 kw II.
 990 kc CMHT Sancti Spiritus, Juan M. Santana Padron, 1 kw-D, II.
 1000 kc CMJG Camaguey, Cadena Oriental de Radio S.A., 1 kw II.
 1000 kc CMKW Santiago de Cuba, Reloj del Aire S.A., 0.25 kw II.
 1010 kc CMBQ Habana, Radio Continental CMBQ S.A., 5 kw-D, 1 kw-N.
 1020 kc CMDO Banes, Radio Banes S.A., 0.25 kw-D.
 1020 kc CMHS Catharien, Alberto Aragonés Machado, 0.1 kw-D.

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BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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Mexico-Caribbean CONTINUED

1030 kc CMAC San Cristobal, Guillermo Garcia, 0.25 kw II.
 1030 kc CMDW Palma Sorieno, Ricardo Miranda Cortes, 0.5 kw II.
 1030 kc CMGO Colon, Cia Insular de Radiodifusion S.A., 0.25 kw II.
 1030 kc CMJR Camaguey, Noticiero Radio Legendario S.A., 1 kw.
 1040 kc CMHF Santa Clara, Humberto Valdes Yero, 0.1 kw-D. II.
 1050 kc CMKF Holguin, Manuel de J. Gongora, 0.25 kw II.
 1060 kc CMCK Habana, Espacio Aereo S.A., 10 kw-D. II.
 1060 kc CMDH Santiago de Cuba, E. Hernandez Callard, 0.25 kw II.
 1060 kc CMJA Camaguey, Rafael Valdes Jimenez, 0.25 kw II.
 1070 kc CMKS Guantanamo, Radio Savon S.A., 0.25 kw II.
 1090 kc CMBS Habana, Radio Capital Artalejo S.A., 0.25 kw II.
 1090 kc CMHE Encrucijada, Humberto Valdes Yero, 0.25 kw-D. II.
 1090 kc CMKR Santiago de Cuba, J. Nadal Aguirrezabal, 1 kw-D. 0.25 kw-N. II.
 1100 kc CMGW Matanzas, Ramon A. Zayas Lopez, 0.5 kw.
 1110 kc CMDN Guantanamo, Circuito Nacional Cubano S.A., 0.25 kw II.
 1110 kc CMFA Camaguey, Pablo A. Alejo, 1 kw-D. 0.25 kw-N. II.
 1120 kc CMBY Habana, Pages y Cia, 0.25 kw II-E.
 1120 kc CMDK Santiago de Cuba, Radio Turquino S.A., 0.25 kw II.
 1130 kc CMHM Santa Clara, Cadena Oriental de Radio S.A., 1 kw II.
 1130 kc CMKH Guantanamo, Luis Coronado Estrada, 0.25 kw II.
 1150 kc CMBK Habana, Cia Inmobiliaria UCARO S.A., 0.25 kw IV.
 1150 kc CMDL Holguin, Edwin Acosta Pita, 1 kw-D. III.
 1160 kc CMJK Camaguey, Jones Castrillon y Cia, 1 kw II.
 1170 kc CMBR Habana, Columbo Rodriguez, 0.25 kw II.
 1170 kc CMKB Santiago de Cuba, Union Radio S.A., 1 kw-D. 0.25 kw-N. II.
 1180 kc CMHV Santa Clara, Cia Insular de Radiodifusion S.A.
 1190 kc CMAR Pinar del Rio, Cia. Insular de Radiodifusion S.A., 0.25 kw II.
 1190 kc CMJD Ciego de Avila, Union Radio S.A., 0.25 kw II.
 1200 kc CMDD Bayamo, Radio Oriente S.A., 0.25 kw II.
 1200 kc CMK Habana, Fausto Montiel, 0.25 kw II.
 1210 CMAP Guane, Juan Escobar, 0.25 kw.
 1210 kc CMHK Cruces, Virgilio Villanueva Fernandez, 1 kw.
 1220 kc CMKO Holguin, Manuel Angulo Farran, 0.25 kw II.
 1230 kc CMCO Habana, Edelberto Perez Rubio, 0.25 kw IV.
 1230 kc CMDI Santiago de Cuba, Cia Insular de Radiodifusion S.A., 0.25 kw IV.
 1230 kc CMJX Moron, Pablo Castellanos Caballero, 0.25 kw IV.
 1240 kc CMAD Pinar del Rio, Columbo Rodriguez, 0.25 kw IV.
 1240 kc CMGY Matanzas, Radlotiempo S.A., 0.25 kw IV.
 1240 kc CMKE Victoria de las Tunas, Ricardo Miranda Cortes, 0.25 kw IV.
 1250 kc CMHP Santi Spiritus, F. Gloria de las M. Enriquez, 0.25 kw IV.
 1250 kc CMKA Guantanamo, Cadena Oriental de Radio S.A., 0.25 kw.
 1260 kc CMCI Habana, Cadena Oriental de Radio S.A., 5 kw.
 1260 kc CMDE Bayamo, Cadena Oriental de Radio S.A., 0.25 kw.
 1270 kc CMJC Camaguey, Cadena de Radio S.A., 1 kw III.
 1280 kc CMDF Victoria de las Tunas, Cadena Oriental de Radio S.A., 0.25 kw.
 1280 kc CMHA Santa Clara, Jose M. Vazquez Gonzalez, 1 kw III.
 1290 kc CMCW Habana, Gilberto y Mario Lavin Dominguez, 0.25 kw.
 1290 kc CMDG Guantanamo, Carlos Abrutia Arada, 0.25 kw.
 1300 kc CMAE Pinar del Rio, Columbo Rodriguez, 0.25 kw.
 1300 kc CMJQ Nuevititas, Juan Filgueiras Caballero, 0.25 kw.
 1310 kc CMHO Santa Clara, Organizacion Insular de Radio, 1 kw III.
 1320 kc CMDA Santiago de Cuba, Red Provincial de Radio S.A., 1 kw III.
 1320 kc CMFC Moron, Cia Insular de Radiodifusion S.A., 0.25 kw.
 1330 kc CMCB Habana, Radio Reloj S.A., 1 kw.
 1340 kc CMAL Pinar del Rio, Radio Occidente, 0.25 kw IV.
 1340 kc CMJF Camaguey, Radio Camaguey S.A., 1 kw IV.
 1340 kc CMGU Colon, Cadena Oriental de Radio S.A., 0.25 kw.
 1350 kc CMHJ Cienfuegos, Telerrape S.A., 0.25 kw III.
 1350 kc CMKY Puerto Padre, Pedro Zacca Cheda, 0.25 kw III.
 1360 kc CMKI Santiago de Cuba, Red Provincial de Radio S.A., 0.25 kw.
 1360 kc CMBG Habana, Antonio Fuentes Rodriguez, 0.25 kw.

1370 kc CMEN Santa Fe, Isla de Pinos, Cia Operadora Circuitos Radiales S.A., 0.25 kw.
 1370 kc CMJH Ciego de Avila, Luis Marauri Mendoza, 0.25 kw.
 1390 kc CMBX Habana, Alberto Alvarez Ferrara, 0.25 kw.
 1390 kc CMKX Bayamo, Aristides Gervet de Villafane, 0.25 kw IV.
 1400 kc CMAX Consolacion del Norte, G. Blanco Pi, 0.25 kw IV.
 1400 kc CMGL Matanzas, Cadena Oriental de Radio S.A., 0.25 kw IV.
 1400 kc CMJI Florida, Gomez y Osvaldo Moran Arteaga, 0.25 kw IV.
 1400 kc CMKI Guantanamo, Union Radio S.A., 0.25 kw IV.
 1410 kc CMDR Holguin, Cia Insular de Radiodifusion S.A., 0.25 kw.
 1410 kc CMHC Santa Clara, Mario Perez Marrero, 1 kw III.
 1420 kc CMCG Habana, Radio Memoria S.A., 0.25 kw IV.
 1420 kc CMJU Moron, Emilio F. Fernandez, 0.25 kw IV.
 1430 kc CMKZ Palma Soriano, Maria Dominguez Dossou, 0.25 kw IV.
 1440 kc CMGM Colon, Osvaldo Menocal Santana, 0.25 kw IV.
 1440 kc CMJW Camaguey, Admor. Antonio A. Moran Arteaga, sucesores de Andres Moran Cisneros, 0.25 kw IV.
 1450 kc CMDC Baracoa, J. Amable Martinez, 0.25 kw III.
 1450 kc CMHL Sancti Spiritus, Radio Tiempo S.A., 0.25 kw IV.
 1460 kc CMCM Habana, Transradio Columbia S.A., 0.25 kw IV.
 1460 kc CMKQ San Luis, R. de Armas Trompeta, 0.5 kw III.
 1470 kc CMGE Cardenas, Genaro Sabater Fox, 0.25 kw.
 1470 kc CMJO Ciego de Avila, Bonifacio Idelfonso Morales, 0.25 kw.
 1480 kc CMHX Santa Clara, Danilo G. Garcia Rodriguez, 0.25 kw IV.
 1490 kc CMKG Guantanamo, Red Provincial de Radio, S.A., 0.25 kw IV.
 1490 kc CMOX Habana, Cia Electronica S.A., 0.25 kw IV.
 1520 kc CMBD Habana, Luis Perez Garcia, 0.25 kw II.
 1520 kc CMKT Victoria de las Tunas, Alfredo Sanchez Morejon, 1 kw-D. 0.25 kw-N.
 1550 kc CMDV Santiago de Cuba, J. Camacho Porro, 0.25 kw II.
 1560 kc CMZ Habana, Ministerio de Educacion, 5 kw.
 1570 kc CMHR Sagua la Grande, Radio Tiempo, 0.25 kw-D. II.
 1580 kc CMDS Holguin, Radio Norte S.A., 0.25 kw II.
 1580 kc CMGB Cardenas, Roberto Rodriguez Aragon, 0.25 kw II.
 1580 kc CMJZ Ciego de Avila, Pablo Castellanos Caballero, 0.25 kw II.
 1590 kc CMDF Manzanillo, Francisco J. Sanz Valdes, 0.25 kw IV.
 1590 kc CMHY Cabaiguan, Cia Martin y Perez, 1 kw.
 1590 kc CMOA Habana, Juan Fdz. Duran, 0.25 kw III.

DOMINICAN REPUBLIC

620 kc HIT Ciudad Trujillo, J. Arismendi Trujillo, 10.0 kw I-C. (Will continue on 1040 kc, 10 kw, pending change of WKAQ, San Juan, P. R., to 810 kc.)
 790 kc HIL Ciudad Trujillo, Joaquin C. Pellicer, 0.5 kw III.
 820 kc HI9Z Santiago, Luis F. Moscoso C., 1.0 kw-D II.
 950 kc HIG Ciudad Trujillo, Andres Cordero Puello, 0.25 kw IV.
 1050 kc HI8B Santiago, 1.0 kw II.
 1050 kc HI5K Barahona, 0.25 kw II.
 1220 kc HIIN Santiago, Partido Dominicano, 0.75 kw III.
 1220 kc HIN Siudad Trujillo, 0.5 kw III.
 1230 kc HI3A Barahona, Exped. Pou, 0.25 kw IV.
 1240 kc HI8U Puerto Plata, Luis A. Pelegrin, 0.25 kw IV.
 1250 kc HI4C San Francisco de Macoris, Manuel R. Perla, 1.0 kw-D 0.1 kw-N III-D. IV-N.
 1310 kc HI3V Bani, Manuel Bello Hijo, 0.5 kw III.
 1310 kc HIF Puerto Plata, 1.0 kw III.
 1330 kc HI4B Santiago de los Caballeros, Abraham Vanderhorst, 0.5 kw III.
 1350 kc HIZ Ciudad Trujillo, Frank Hatton, 1.0 kw III-B.
 1360 kc HI8T La Vega, 1.0 kw-D 0.1 kw-N 0.1 kw-N III-D. IV-N.
 1380 kc HI6T Santiago, 1.0 kw III.
 1400 kc HIT Ciudad Trujillo, Francisco A. Sana-bia, 0.25 kw IV.
 1400 kc HIIL La Vega, Joaquin C. Pellicer, 0.25 kw IV.
 1440 kc HI2A Salcedo, 0.04 kw IV.
 1440 kc HI5K Ciudad Trujillo, 0.25 kw IV.
 1440 kc HI9T Monsenor Novel, 0.5 kw III.
 1450 kc HI2R San Cristobal, Luis Alberti, 0.25 kw IV.
 1490 kc HI2H Ciudad Trujillo, Raf. F. Tavarez L., 0.25 kw IV.
 1490 kc HI1A Moca, 0.25 kw IV.

HAITI

1080 kc 4VK Leogane, 10.0kw.
 1250 kc 4VYM Port au Prince, 0.25 kw.
 1260 kc 4VHL Petionville, 0.1 kw.
 1300 kc 4VW Port au Prince, Ricardo Widmaier, 0.5 kw.
 1470 kc 4VGM Port au Prince, Frank C. Magloire, 0.5 kw.
 1500 kc 4VMD Gonaives, 0.4 kw.

JAMAICA

880 kc ZQI Kingston, Jamaica Bcstg. Co., 0.5 kw II.

MEXICO

540 kc XEWA S. Luis Potosi, S. L. P., Cadena Radiodif. Mex. S.A., 150 kw. (DA-N) I-A.
 550 kc XEAF Tala, Jal., 0.15 kw IV.
 111-A.
 550 kc XEKL Jalapa, Ver., Carlos Ferraez Matos., 1.0 kw-D 0.25 kw-N IV.
 550 kc XEPX La Paz, B. C., 0.25 kw IV.
 550 kc XEQW Merida, Yuc., 5.0 kw (DA-N) III-A.
 550 kc XEUC Tehuantepec, Oax., 0.25 kw IV.
 560 kc XEAF S. Rosalia, B. C., 0.1 km IV.
 560 kc XECC Tecate, B. C., 0.25 kw IV.
 560 kc XEIO Aquascalientes, Aguas, 1.0 kw-D 0.25 kw-N IV.
 560 kc XEJU Manzanillo, Colima, 0.5 km-D 0.25 kw-N IV.
 560 kc XEOF Mexico, D. F., 1.0 kw III-B.
 560 kc XEPL Ciudad Cuauhtemoc, Chih., 0.5 kw III-B.
 570 kc XELQ Morelia, Mich., Francisco Laris Iturbide, 1.0 kw IV.
 570 kc XERR Monterrey, N. L., 5.0 kw-D 0.1 kw-N IV.
 570 kc XETJ Torreon, Coah., 1.0 kw-D 0.1 kw-N IV.
 570 kc XECY Comalcalco, Tab., 1.0 kw-D III.
 570 kc XENZ Culiacan, Sin., 1.0 kw-D 0.25 kw N IV.
 570 kc XEOA Oaxaca, Oax., 5.0 kw-D 0.25 kw-N IV.
 580 kc XEMU Piedras Negras, Coahu., Alfonso L. Bres., 5.0 kw-D, I 0.25 kw-N III-B.
 580 kc XEFL Chihuahua, 5.0 kw-D 0.25 kw-N IV.
 580 kc XEDZ Cordoba, Ver., 1.0 kw-D 0.45 kw-N III-B.
 580 kc XEHP Ciudad Victoria, Tamaulipas, 1.0 kw-D 0.15 kw-N IV.
 580 kc XEAV Guadalupe, Jal., Manuel Lopez Diaz, 25.0 kw (DA-1) III-A.
 580 kc XEUE Tuxtla Gutierrez, Chia., 1.0 kw-D 0.2 kw-N.
 590 kc XEHQ Hermosillo, Son., Radio Hermosillo, 1.0 kw III-B.
 590 kc XEPH Mexico, D. F., Cia. Mexico de Radiodif. S. A., 5.0 kw III.
 590 kc XERT Rio Bravo, Tam., Ignacio Magallon, 5 kw-D 0.25 kw-N IV.
 590 kc XEE Durango, 2.0 kw-D 0.15 kw-N III.
 600 kc XEBB Acapulco, Guerrero, 5.0 kw-D, 1.0 kw-N III-A.
 600 kc XEDN Torreon, Coah., Difusora del Norte, S. A., 1.0 kw III-B.
 600 kc XEDS Tehuantepec, Oax., 0.5 kw-D 0.1 kw-N IV.
 600 kc XEEH Monterrey, N. L., 0.5 kw-D III.
 600 kc XEZ Merida, Yuc., Jorge L. Palomeque, 10.0 kw (DA-1) III-A.
 600 kc XEWZ Guanajuato, Cto., Gonzalo Sanchez Gomez, 0.25 kw IV.
 610 kc XEBX Sabinas, Coahu., Radiodif. Coahuila S. A., 5.0 kw-D 0.5 kw-N III-B.
 610 kc XECV Ciudad Valles, S.L.P., 1.0 kw-D 0.25 kw-N IV.
 610 kc XEJA Jalapa, Ver., 1.0 kw-D 0.05 kw-N III-B.
 610 kc XELR Veracruz, Ver., 0.1 kw IV.
 610 kc XEUF Uruapan, Mich., Ignacio Navarro, 0.5 kw-D 1.0 kw-N III-A.
 610 kc XEGS Guasave, Sin., 5.0 kw-D 0.75 kw-N III-B.
 620 kc XEBU Chihuahua, Chih., Roberto O. Stevenson, 5.0 kw-D 0.25 kw-N IV.
 620 kc XECK Durango, 1.0 kw-D 0.1 kw-N IV.
 620 kc XEKG Fortin de la Flores, Vera, 1.0 kw-D III-B.
 620 kc XEGH Reynosa, Tam., 0.25 kw-D. IV.
 620 kc XENK Mexico, D. F., Gral. Brig. P. A. F. Prual Pardo, 10.0 kw-D 5.0 kw-N III-A.
 620 kc XEEF Tepic, Nay., 1.0 kw-D 0.25 kw-N IV.
 630 kc XEFB Monterrey, N. L., Emis. Inc. de Monterrey S. A., 10.0 kw (DA-2) III-A.
 630 kc XEFU Cosamaloapan, Ver., 2.0 kw-D 0.75 kw-N III-B.
 630 kc XEFX Guaymas, Son., 0.25 kw IV.
 630 kc XEJB Guadalupe, Jal., State Government, 0.5 kw III-B.
 630 kc XETK Mazatlan, Sin., 1.0 kw D 0.25 kw-N IV.
 630 kc XETS Tapachula, Chla., Napoleon Correa, 0.5 kw-D 0.25 kw-N IV.
 630 kc XEID Cananea, Son., 5.0 kw (DA-N) III-A.
 630 kc XEIZ Chilpancingo, Gro., 5.0 kw-D 0.25 kw-N IV.
 650 kc XEZM Zamora, Mich., La Voz del Comercio de Zamora, 5.0 kw-D II.
 650 kc XEEI Los Mochis, Sin., 0.25 kw-D II.
 650 kc XEEJ Puerto Vallarta, Jal., 0.25 kw-D II.
 650 kc XEEK Oaxaca, Oax., 1.0 kw-D II.
 660 kc XEAY Ciudad Delicias, Chih., 0.5 kw-D II.
 660 kc XERPM Mexico, D. F., Vocero Mexicano S. A., 50.0 kw (DA-2) II.
 660 kc XEEM Rio Verde, S. L. P., 0.1 kw-D II.
 660 kc XEEL Fresnillo, Zac., 0.25 kw-D II.
 670 kc XEKQ Tapachula, Chiapas., 1.0 kw-D 0.5 kw-N II.
 670 kc XEPM Gomez Palacio, Dur., 0.5 kw-D II.
 670 kc XEIS Ciudad Guzman, Jal., 1.0 kw-D II.
 680 kc XELG Leon Gto., Radio Impuls. del Centro S. A., 10.0 kw (DA-N) II.
 680 kc XEFO Chihuahua, Chih., 0.1 kw-D II.
 680 kc XEFG Tezuiltan, Pue., 1.0 kw (DA-N) II.
 680 kc XESN Guasave, Sin., 1.0 kw-D II.
 690 kc XEAK Tijuana, B. C., Jorge I. Rivera, 50.0 kw (DA-N) I-B.
 690 kc XEN Mexico, D. F., Guillermo P. de Del Conde, 5.0 kw II.

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3. **More income** . . . Family income after taxes is at an all-time high of \$5300—is expected to pass \$7000 by 1975.

4. **More production** . . . U. S. production *doubles* every 20 years. We will require millions more people to make, sell and distribute our products.

5. **More savings** . . . Individual savings are at highest level ever—*\$340 billion*—a record amount available for spending.

6. **More research** . . . *\$10 billion* spent each year will pay off in more jobs, better living, whole new industries.

7. **More needs** . . . In the next few years we will need *\$500 billion* worth of schools, highways, homes, durable equipment. Meeting these needs will create new opportunities for everyone.

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BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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A member of the Audit Bureau of Circulations

Mexico-Caribbean CONTINUED

690 kc XEEO Monterrey, N. L., 0.25 kw-D 0.2 kw-N II-D, IV-N.
 690 kc XEEN Progreso, Yuc., 50.0 kw II.
 700 kc XEDV Zapopan, Jal., 1.0 kw II.
 700 kc XEGI Gomez Palacio, Dur., 1.0 kw-D II.
 710 kc XEON Tuxtla Gutierrez, Chih., Enrique Valero Arambula, 2.0 kw-D 1.0 kw-N II.
 710 kc XEIE Parral, Chih., 0.5 kw-D II.
 710 kc (New) Mexico, D. F., 1.0 kw-D 0.5 kw-N II.
 730 kc XEX Leon, Guanajuato, Radio de Mexico S. A. de C. V., 500.0 kw (DA) I-A.
 750 kc XEEQ San Luis Potosi, 0.25 kw-D II.
 760 kc XEEZ Tonala, Jal., 1.0 kw-D III.
 760 kc XEIP Mexico, D. F., 10.0 kw (DA-N) II.
 760 kc XEEG Torreon, Coah., 1.0 kw-D II.
 760 kc XECO Zapopan, Jal., 0.5 kw-D II.
 770 kc XEHB San Francisco del Oro, Chih., 0.5 kw-D II.
 770 kc XEML Lagos de Moreno, 0.15 kw-D IV.
 770 kc XEDI Queretaro, Quer., 1.0 kw-D II.
 780 kc XESU Mexicali, B. C., 1.0 kw-D III.
 790 kc XEBI Aguascalientes, Ags., Pedro C. Rivas, 1.0 kw-D 0.25 kw-N IV.
 790 kc XEFE Nuevo Laredo, Tam., Ruberto Villarreal, 1.0 kw-D 0.5 kw-N III-B.
 790 kc XENT LaPaz, B. C., 2.0 kw-D 0.75 kw-N III-A.
 790 kc XERC Mexico, D. F., Radio Popular de Mexico, 1.0 kw III-A.
 790 kc XEGZ Ciudad Lendo, Dur., 0.25 kw-D II.
 800 kc XEAN Ocotlan, Jal., Radio Ocotlan S. de R. L., 1.0 kw II.
 800 kc XEBE Tijuana, B. C., 0.5 kw-D II.
 800 kc XELO Ciudad Juarez, Chih., Cia Radio de Piedras Negras, 150.0 kw I-A.
 810 kc XEFW Tampico, Tam., Flores y Martinez, 50 kw (DA-N) II.
 810 kc XERI Ciudad Reynosa, Tam., 0.25 kw-D II.
 810 kc XEES Santa Barbara, Chih., 0.5 kw-D II.
 810 kc XEFU Tepic, Nay., 1.0 kw-D II.
 830 kc XELA Mexico, D. F., Radio Metropolitan S. A., 10.0 kw-D 5.0 kw-N (DA-N) II.
 840 kc XEBA Guadalajara, Jal., Jesus D. Gonzales, 1 kw-D II.
 840 kc XECB Coatzacoalcas, Ver., 0.25 kw I-D II.
 850 kc (New) Tapachula, Chih., 0.4 kw II.
 850 kc XETQ Orizaba Ver., 10.0 kw (DA-2) II.
 860 kc XEDU Durango, Dur., Carlos C. Armas, 1.0 kw-D 0.5 kw-N II.
 860 kc XEMO Tijuana, B. C., Fernando Frederico Ferreira, 5.0 kw II.
 860 kc XEUN Mexico, D. F., Universidad Nacional de Mexico, 5.0 kw II.
 860 kc XEIN Tepic, Nay., 1.0 kw-D IV.
 860 kc XENL Tepic, Nayarit, 1 kw-D 0.175 kw-N IV.
 870 kc XEEV Villahermosa, Tab., 1.0 kw-D II.
 880 kc (New) Zapopan, Jal., 0.5 kw-D II.
 900 kc XEW Mexico, D. F., Cadena Radio Difusora S. A., 250.0 kw I-A.
 910 kc XEAO Mexicali, B. C., Juan C. Chavez, 0.25 kw IV.
 910 kc XEHO Ciudad Obregon, Son., 1.0 kw-D 0.25 kw-N IV.
 920 kc XEBH Hermosillo, Son., Carlos Balderama, 5.0 kw-D 1.0 kw-N III-B.
 920 kc XEEY Ensenada, B. C., 0.25 kw-D IV.
 920 kc XEBM S. Luis Potosi, S. L. P., Benjamin Briones, 5.0 kw-D 1.0 kw-N III-B.
 920 kc XECQ Culiacan, Sin., 5 kw-D 0.1 kw-N III.
 920 kc XEGK Papantla, Ver., 0.25 kw II.
 920 kc XELT Guadalajara, Jal., Eduardo Reynoso Gonzalez, 0.25 kw IV.
 920 kc XEMJ Piedras Negras, Coah., Jesus L. Elizondo, 1.0 kw-D 0.25 kw-N IV.
 920 kc XEOK Monterrey, N. L., Carlos Roa Montes de Oca, 1.0 kw-D 0.25 kw-N IV.
 920 kc XEMD Gomez Palacio, Dur., 0.1 kw IV.
 920 kc XEIM Chihuahua, Chih., 0.25 kw-D IV.
 920 kc XEBD Saltillo, Coah., 0.25 kw IV.
 930 kc XEXV Veracruz, Ver., 5.0 kw-D 0.25 kw-N IV.
 940 kc XEWV Mexicali, B. C., 1.0 kw-D II.
 940 kc XEQ Mexico, D. F., Radio Panamericana S. A., 150.0 kw-D 50.0 kw-N I-B.
 940 kc XEJN Ciudad Reynosa, Tam., 0.2 kw-D IV.
 950 kc XEGM Tijuana, B. C., Gustavo Faist Fernandez, 3.5 kw-D 2.5 kw-N (DA-N) III-A.
 960 kc XECS Manzanillo, Colima, 1.0 kw-D 0.1 kw-N IV.
 960 kc XEK Nuevo Laredo Tamaulipas, Rafael Tijerina Carranza, 0.5 kw-D 1.0 kw-N (DA-1) III-A.
 960 kc XEHK Guadalajara, Jal., Francisco E. Fregoso, 1.0 kw-D 0.25 kw-N III-A.
 960 kc XEKS Saltillo, Coahuila, 2.0 kw-D 0.1 kw-N III.
 960 kc XEIJ Hermosillo, Son., 0.5 kw III.
 960 kc XEU Veracruz, Ver., Fernando Pazos Sosa, 0.5 kw III-B.
 960 kc XENO Ciudad Lerdo, Dur., 0.1 kw-D IV.
 960 kc XEOS Chetumal, Q. R., 0.5 kw III-B.
 970 kc XEUQ Zihuatanejo, Guer., 5.0 kw-D 0.25 kw-N IV.
 970 kc XECJ Apatzingan, Mich., 1.0 kw-D 0.25 kw-N IV.
 970 kc XEJ Ciudad Juarez, Chih., Pedro Meneses Jr., 10.0 kw-D 5.0 kw-N III-A.
 970 kc XEDE Mexico, D. F., Arturo Martinez, 1.0 kw-D 0.5 kw-N III-B.
 970 kc XEMW Minclova, Coah., 0.15 kw IV.
 970 kc XEO Matamoros, Tamaulipas, Can. Mario Gonzalez, 1.0 kw III-B.
 970 kc XEUG Guanajuato, Guan., 5.0 kw-D.

970 kc XEVT Villahermosa, Tab., 5.0 kw-D 0.4 kw-N III-B.
 970 kc XEEZ Caborca, Con., 0.25 kw-D 0.1 kw-N IV.
 970 kc XEOW Mazatlan, Sin., 1.0 kw-D 0.25 kw-N IV.
 980 kc XEFQ Cananea, Son., Pedro I. Diaz, 0.5 kw III-B.
 980 kc XEKE Navojoa, Son., 1.0 kw-D 0.25 kw-N IV.
 980 kc XEJC Cuernavaca, Mor., Ed. Jimenez de la Cuesta, 0.25 kw IV.
 980 kc XETU Tampico, Tam., Impuls. Moderna del Radio S. A., 5.0 kw-D 1.0 kw-N III-B.
 980 kc XEXT Tepic, Nay., State Government, 1.0 kw III-A.
 980 kc XELC La Piedad, Mich., 5.0 kw-D 0.2 kw-N IV.
 980 kc XEPA San Andres Tuxtla, Ver., 0.25 kw IV.
 980 kc XENR Nueva Rosita, Coah., 5.0 kw-D 0.5 kw-N III-B.
 980 kc XEIR Ocotlan, Jal., 1.0 kw-D III.
 980 kc XEIA San Andres Tuxtla, Veraeruz, 0.25 kw IV.
 990 kc XEBC Ciudad Guzman, Jal., Roberto Chavez Gonzalez, 1.0 kw-D 0.1 kw-N II.
 990 kc XECL Mexicali, B. C., Alfonso A. Lacarra, 5.0 kw II.
 990 kc XET Monterrey, N. L., El Pregonero del Norte, 50.0 kw-D 5.0 kw-N II.
 990 kc XEER Ciudad Cuauhtemoc, Chih., 0.5 kw-D II.
 990 kc XEUB Oaxaca, Oax., 5.0 kw-D 0.5 kw-N III-B.
 990 kc XEUM Valladolid, Yuc., 0.25 kw II.
 1000 kc XEOY Mexico, D. F., Fomento de Radio S. A., 50.0 kw I-B.
 1010 kc El Sauzal, B. C., 0.5 kw-D 0.25 kw-N II.
 1010 kc XEHL Guadalajara, Jal., Radiodif. de Occidente S. A., 10.0 kw-D 5.0 kw-N II.
 1010 kc XEPB Hermosillo, Son., 0.25 kw-D II.
 1010 kc XETX Nuevo Casas Grandes, Chih., Laureano Molinar Contreras, 1.0 kw-D 0.25 kw-N II.
 1010 kc XEKD Ciudad Acuna, Coah., 0.5 kw-D 0.25 kw-N II.
 1010 kc XEWS Culiacan, Sin., 5.0 kw-D 0.25 kw-N III-B.
 1030 kc XEQR Mexico, D. F., Corp. Mexicana de Radio S. A., 10.0 kw-D 1.0 kw-N II.
 1040 kc XEIV La Piedad, Mich., 1.0 kw-D II.
 1050 kc XED Mexicali, B. C., Carlos Blanco, 10.0 kw (DA-N) II.
 1050 kc XEG Monterrey, N. L., La Voz de Norteamerica S. A., 150.0 kw I-A.
 1060 kc XEDP Mexico, D. F., Radio Gobernacion, 50.0 kw (DA-N) I-B.
 1080 kc XEGY Tehuacan, Pue., 1.0 kw-D 0.5 kw-N II.
 1080 kc XETA Zitacuaro, Mich., 0.5 kw-D 0.15 kw-N II-D, IV-N.
 1080 kc XEGQ Irapuato, Gto., 1.0 kw-D II.
 1090 kc XEHR Pueblo, Pue., Manuel R. Canale, 0.25 kw II.
 1090 kc XELB La Barca, Jal., Ramon Alvarez Lopez, 0.25 kw-D II.
 1090 kc XERB Rosarito, B. C., Interamericana de Radio S. A., 50.0 kw (DA-N) I-B.
 1090 kc XERG Nuevo Laredo, Tam., Reynoldo Garza Alvarez, 2.5 kw-D II.
 1090 kc XEOD Boca del Rio, Ver., 0.5 kw (DA-N) II.
 1100 kc XEGP Cosamaloapan, Ver., 1.0 kw (DA-N) II.
 1110 kc XEFL Rio Bravo, Tam., 0.25 kw-D II.
 1110 kc XERCN Mexico, D. F., Radio Central de Mexico, 50.0 kw (DA-I) II.
 1110 kc XELJ Lagos de Moreno, Jal., 0.25 kw-D II.
 1110 kc XEGQ San Luis de la Paz, Gto., 0.5 kw-D II.
 1110 kc XEVS Villa de Seris, Son., 0.25 kw-D II.
 1130 kc XEPN Uruapan, Mich., 0.25 kw-D II.
 1130 kc XEJW Jalapa, Ver., Mariano Caraza, 10.0 kw (DA-N) II.
 1140 kc XEFZ Monterrey, N. L., 50.0 kw (DA-N) I-B.
 1150 kc XEAD Guadalajara, Jal., Alejandro Diaz, 1.0 kw-D 0.125 kw-N IV.
 1150 kc XEJO Monterrey, N. L., 1.0 kw-D III.
 1150 kc XEJP Mexico, D. F., Radio America S. A., 10.0 kw (DA-N) III-A.
 1150 kc XEJS Hidalgo del Parral, Chih., Alfonso Perez Porras, 0.5 kw III-B.
 1150 kc XERY Merida, Yuc., 0.5 kw-D 0.35 kw-N III-B.
 1150 kc XESO Ciudad Obregon, Son., 5.0 kw-D 0.3 kw-N III-B.
 1150 kc XEXZ Zacatecas, Zac., 1.0 kw-D 0.2 kw-N IV.
 1160 kc XEIV Uruapan, Mich., 1.0 kw-D II.
 1160 kc XEGR Coatepec, Ver., 1.0 (DA-N) II.
 1170 kc XECD Puebla, Pue., Roberto Canedo, 0.35 kw II.
 1170 kc XERT Rio Bravo, Tamaulipas, 5.0 kw-D II.
 1170 kc XEIV Aguascalientes, Ags., 0.5 kw-D II.
 1170 kc XEGV Nogales, Son., 0.25 kw-D II.
 1190 kc XEWK Guadalajara, Jal., 10.0 kw I-B.
 1200 kc XELC La Piedad, Mich., 5.0 kw-D II.
 1220 kc XEB Mexico, D. F., El Buen Tono S. A., 100.0 kw I-A.
 1240 kc XEBN Ciudad Delicias, Chih., 1.0 kw-D 0.25-N IV.
 1240 kc XEBQ Empalme, Son., Roberto Gonzalez Mata., 1.0 kw-D 0.25 kw-N IV.
 1240 kc XECE Oaxaca, Oax., 0.25 kw IV.
 1240 kc XECG Nogales, Son., 0.25 kw IV.
 1240 kc XEFV Ciudad Juarez, Chih., Darlo Cordo Rocha, 0.25 kw IV.
 1240 kc XEFP Reynosa, Tam., 1.0 kw-D 0.25-N IV.

1240 kc XEMQ Merida, Yuc., Lazaro Achurra, Suarez, 1.0 kw-D 0.25 kw-N IV.
 1240 kc XEHZ Leon, Gto., Carlos Obregon Padilla, 0.25 kw IV.
 1240 kc XES Tampico, Tam., Radio Televisora de Tampico, 1.0 kw-D 0.25 kw-N IV.
 1240 kc XESI Santiago Ixcuintla, Nayarit, 0.3 kw IV.
 1240 kc XETC Torreon, Coah., 0.25 kw IV.
 1240 kc XECG Nogales, Son., 0.25 kw IV.
 1240 kc XEHC Ensenada, B. C., 1.0 kw IV.
 1240 kc XEIN San Blas, Sin., 0.1 kw IV.
 1240 kc XEIG Tuxtla Gutierrez, Chiapas, 1.0 kw-D 0.25 kw IV.
 1250 kc XEAT Hidalgo del Parral, Chih., Sucre de Jorge Perez, 0.25 kw IV.
 1250 kc XEIK Guadalajara, Jal., Manuel Lopez Diaz, 1.0 kw-D III-B.
 1250 kc XEEL Hermosillo, Son., Eufemia Esquer de Vidal, 1.0 kw-D 0.5 kw-N III-B.
 1250 kc XEUI Quaretero, Quer., 1.0 kw-D 0.1 kw-N IV.
 1250 kc XESJ Saltillo, Coah., Froylan Mier Narro, 1.0 kw-D 0.5 kw-N III-B.
 1250 kc XEFF Veracruz, Ver., Sucre de Jose Rodr. Lopez, 0.5 kw III-B.
 1250 kc XEUA Iguala, Guer., 1.0 kw-D 0.25 kw-N IV.
 1250 XEUO Chetumal, Q. R., 0.25 kw IV.
 1260 kc XEMF Minclova, Coah., Alfonso L. Bres., 0.25 kw IV.
 1260 kc XER Linares, N. L., Radio Linares S. A., 1.0 kw-D 0.25 kw-N IV.
 1260 kc XEBL Culiacan, Sin., 5.0 kw-D 0.5 kw-N III-B.
 1260 kc XECV Ciudad Valles, S. L. P., 1.0 kw-D III.
 1260 kc XECG Ojinaga, Chih., 0.5 kw-D 0.1 kw-N IV.
 1260 kc XEJ Mexico, D. F., Herdez, S. A., 5.0 kw-D 1.0 kw-N III-B.
 1260 kc XEDW Minatitlan, Sucre de Hector Silva Canto, 0.25 kw IV.
 1260 kc XEJR Culiacan, Sin., 5.0 kw-D 0.5 kw-N III-B.
 1270 kc XEAX Oaxaca, Oax., Delia Rodriguez de Marquez, 5.0 kw-D 0.5 kw-N III.
 1270 kc XEAZ Tijuana, B. C., Fernando Sanchez Mayans, 0.5 kw III-B.
 1270 kc XECL Navajoa, Son., Fausto M. Gomez, 0.5 kw II-B.
 1270 kc XEME Merida, Yuc., 0.5 kw III-B.
 1270 kc XEOH Ciudad Camargo, Chih., 0.15 kw IV.
 1270 kc XEZU Zacapu, Mich., Guillermo Calzada Cervantes, 1.0 kw-D 0.25 kw-N IV.
 1270 kc XENX Mazatlan, Sin., 0.25 kw IV.
 1270 kc XEKK Leon, Gto., 0.7 kw-D 0.15 kw-N IV.
 1270 kc XEIN Nogales, Sonora, 0.25 kw-D 0.1 kw-N IV.
 1270 kc XEFO San Luis R., Colorado, Son., 0.25 kw-D IV.
 1270 kc XEIV Papantla, Veracruz 1.0 kw-D 0.25 kw-N IV.
 1280 kc XEAG Cordoba, Ver., Luz Maria Zuniga de Miguel, 1.0 kw III-B.
 1280 kc XEAW Monterrey, N. L., Jesus D. Gonzalez, 5.0 kw-D 0.5 kw-N III-B.
 1280 kc XEAW Chihuahua, Chih., Radioemisora del Norte, 1.0 kw-D 0.6 kw-N III-B.
 1280 kc XEJG Guadalajara, Jal., Quirino Francisco Gonzalez, 0.25 kw IV.
 1280 kc XEIK Xacatecas, Zac., Macias y Acevedo, 0.25 kw IV.
 1280 kc XESQ San Miguel Allende, Gto., 0.5 kw-D 0.25 kw-N IV.
 1280 kc XEUT Colima, 0.25 kw IV.
 1280 kc XEIS Los Mochis, Sin., 0.25 kw IV.
 1290 kc XEAP Ciudad Obregon, Son., Emilio Manzanilla, 0.1 kw IV.
 1290 kc XEDA Mexico, D. F., Publ. Com. de Mexico S. A., 1.0 kw III-A.
 1290 kc XEIK Jiquilpan, Mich., 1.0 kw-D III.
 1300 kc XEIA San Andres Tuxtla, Ver., 0.5 kw III-B.
 1290 XELE Tampico, Tam., 1.0 kw-D 0.15 kw-N IV.
 1290 kc XELP, Jojutla, Morelos, 1.0 kw-D DA-D III.
 1300 kc XEP Ciudad Juarez, Chih., Esteban Parra, 1 kw-D 0.5 kw-N III-B.
 1300 kc XESF Morelia, Mich., Jose Martinez Ramirez, 0.5 kw III-B.
 1300 kc XEXW Nogales, Son., 5.0 kw-D 0.10 kw-N IV.
 1300 kc XEUI Martinez de la Torre, Ver., 0.25 kw-D 0.1 kw-N IV.
 1300 kc XEYJ Nueva Rosita, Coah., 1.0 kw-D 0.1 kw-N IV.
 1310 kc XEEK La Paz, B. C., 0.5 kw III-B.
 1310 kc XEAM Matamoros, Tamaulipas, Manuel L. Salinas, 1.4 kw-D 0.25 kw-N IV.
 1310 kc XEHP Torreon, Coah., La Voz de la Laguna S. A., 10.0 kw-D 0.25 kw-N IV.
 1310 kc XEC Tijuana, B. C., Luis Enrique Enciso, 0.25 kw IV.
 1310 kc XEPI Agua Prieta, Son., Jesus Rodriguez Verdugo, 1.0 kw-D III.
 1310 kc XEHV Veracruz, Ver., Sucre de Juan A. Palavicini, 1.0 kw III-A.
 1310 kc XEIE Guadalajara, Jal., Difusoras de Occidente S. A., 0.25 kw IV.
 1310 kc XEPO San Luis Potosi, S. L. P., 1.0 kw-D 0.25 kw-N IV.
 1310 kc XERU Chihuahua, 1.0 kw-D III.
 1320 kc XEAI Mexico, D. F., G. N. Medina y Loc. Ag. Ramos, 1.0 kw III-B.
 1320 kc XEJZ Ciudad Jimenez, Chih., 0.5 kw-D 0.25 kw-N III-B-D, IV-N.
 1320 kc XEIN Nueva Italia, Mich., 1.0 kw-D 0.25 kw-N IV.
 1320 kc XER Mazatlan, Sin., Oscar Perez E., 5.0 kw-D 0.5 kw-N III-B.
 1320 kc XESI Santa Rosalia, B. C., 0.5 kw III-B.
 1320 kc XES Magdalena, Son., 0.2 kw IV.

1320 kc XERN Montemorelos, N. L., 0.25 kw-D 0.1 kw IV.

1320 kc XETN Tuxtepec, Oax., 1.0 kw-D 0.1 kw-N.

1320 kc XEUI Teapa, Tab., 0.5 kw III-B.

1330 kc XEBO Irapuato, Gto., Alfonso Martinez, 1.0 kw (DA-N) III-B.

1330 kc XEEA Salina Cruz, Oax., 0.5 kw III-B.

1330 kc XEFC Merida, Yuc., Rafael Rivas Franco., 1.0 kw III.

1330 kc XEFJ Tezuitlan, Pue., 1.0 kw-D 0.1 kw-N III-B.

1330 kc XEHZ Martinez de la Torre, Ver., 1.0 kw-D 0.1 kw-N IV.

1330 kc XEKS Saltillo, Coah., Elfrain Lopez, 0.1 kw IV.

1330 kc XERP Ciudad Madero, Tam., 1.0 kw-D III.

1330 kc XEWQ Monclova, Coahuila, 1.0 kw-D III.

1340 kc XEAA Mexicali, B. C., Consuelo Tonnela King, 0.25 kw IV.

1340 kc XEBJ Ciudad Victoria, Tam., Fernando Elizalde, 0.25 kw IV.

1340 kc XEBK Nuevo Laredo, Tam., Juan Manuel Cortes, 0.1 kw IV.

1340 kc XECI Acapulco, Gro., 0.25 kw IV.

1340 kc XECR Morelia, Mich., 0.25 kw-D 0.1 kw-N IV.

1340 kc XEDH Villa Acuna, Coah., Oscar Gonzalez Galindo, 0.25 kw IV.

1340 kc XEFA Jalapa, Ver., Adolfo Alvarez, 0.25 kw IV.

1340 kc XEJC Guernavaca, Morelos, 0.5 kw-D 0.25 kw-N IV.

1340 kc XEJK Ciudad Delicias, Chih., Amador Ronquillo Reza, 0.25 kw IV.

1340 kc XEFZ Colima, Colima, 1.0 kw IV.

1340 kc XELU Ciudad Serdan, Puebla, 0.25 kw IV.

1340 XELW Guadalajara, Jal., Salvador Galindo de la Torre, 1.0 kw-D 0.25 kw-N IV.

1340 kc XEMA Fresnillo, Zac., Jose Miguel Acevedo Moya, 0.25 kw IV.

1340 kc XEMT Matamoros, Tamaulipas, Severo Garza Sanchez, 0.25 kw IV.

1340 kc XEOM Coatzacoalcos, Ver., Daniel Schact Perez, 1.0 kw-D 0.25 kw-N IV.

1340 kc XESL San Luis Potosi, S. L. P., Guadalupe Delgado Ramirez, 1.0 kw-D 0.25 kw-N IV.

1340 kc XEUX Tuxpan, Nay., Salvador Hrcna Benitez, 1.0 kw-D 0.25 kw-N IV.

1340 kc XEKH Ciudad del Carmen, Camp., 0.25 kw IV.

1340 kc XEDB Ciudad Obregon, Son., 0.25 kw IV.

1340 kc XEBY Tuxpan, Ver., 0.25 kw IV.

1350 kc XEFJ Tierra Blanca, Vera., 0.25 kw-D 0.1 kw-N IV.

1350 kc XEQK Mexico, D. F., Guillermo Morales B., 1.0 kw III-A.

1350 kc XFTB Torreon, Coah., Radio Laguna, S. A., 5.0 kw-D 0.5 kw-N III-B.

1350 kc XETM Naco, Son., Jesus Manuel Franco, 1.0 kw III-B.

1350 kc XEHY Oaxaca, Oax., 1.0 kw-D III.

1350 kc (New) Tierra Blanca, 0.25 kw-D 0.1 kw-N IV.

1360 kc XEKF Iguala, Gro., Rafael Campos Marquina, 1.0 kw-D 0.5 kw-N III-B.

1360 kc XEUD Tuxtla Gutierrez, Chia., 1.0 kw-D 0.5 kw-N III-B.

1360 kc XESA Culiacan, Sin., Pablos y Elizalde, 5.0 kw-D 0.5 kw-N III-B.

1360 kc XEY Celaya, Gto., 1.0 kw-D 0.175 kw-N IV.

1360 kc XETR Ciudad Valles, S. L. P., 5.0 kw-D III.

1360 kc (New) Manzanillo, Colima, 1.0 kw-D 0.1 kw-N IV.

1370 kc XEA Campeche, Camp., Casanoba Brito, 1.0 kw III-B.

1370 kc XEDG Guadalajara, Jal., 0.5 kw III-B.

1370 kc XEHF Nogales, Son., Gaston Mascarenas, 5.0 kw III-A.

1370 kc XEHG Mexicali, B. C., 0.5 kw-D III-B.

1370 kc XEMR Monterrey, N. L., Enrique Serna Martinez, 10.0 kw (DA-N) III-A.

1370 kc XENU Nuevo Laredo, Tam., 0.25 kw-D IV.

1370 kc XERM San Andres Tuxtla, Ver., 0.5 kw-D 0.1 kw-N IV.

1370 kc XEFY Fortin de Las Flores, Ver., 0.5 kw-D 0.25 kw-N IV.

1370 kc XEXL Patzcuaro, Mich., 10.0 kw-D 0.1 kw-N IV.

1380 kc XEGF Ciudad Victoria, Tama., 1.0 kw-D II.

1380 kc XELF Nueva Rosita, Coah., 0.25 kw IV.

1380 kc XEMX Mexico, D.F., Publ. Com. de Mexico S.A., 5.0 kw III-A.

1380 kc XERK Tepic, Nay., Dario Mondragon, 1.0 kw-D 0.5 kw-N III-B.

1380 kc XETZ Villahermosa, Tab., 1.0 kw-D 0.5 kw-N III-B.

1380 kc XEJH La Paz, B. C., 0.25 kw IV.

1380 kc XERS Gomez Palacio, Dur., 2.5 kw (DA-N) III-A.

1380 kc XEKT Tecate, B. C., 0.25 kw-D 0.1 kw-N IV.

1390 kc XEM Chihuahua, Chih., Pedro Meneses Jr., 0.5 kw III-B.

1390 kc XEOR Reynosa, Tam., Cond. S. Vda. de Gonzalez, 1.0 kw III.

1390 kc XERW Leon, Gto., Augustin Obregon Padilla, 0.25 kw IV.

1390 kc XETL Tuxpan, Ver., Calixte Almazan, 5.0 kw-D III-B.

1390 kc XEJI Tehuantepec, Oax., 1.0 kw-D 0.35 kw-N III-B.

1400 kc XEAB Santa Ana, Son., Alfredo Marin Castro, 1.0 kw-D 0.25 kw-N IV.

1400 kc XEAJ Navojoa, Son., 0.1 kw IV.

1400 kc XECN Progreso, Yuc., 0.25 kw IV.

1400 kc XEDE Saltillo, Coah., Enrique Martinez y Martinez, 1.0 kw-D 0.25 kw-N IV.

1400 kc XENG Huachinango, Puebla, 0.25 kw IV.

1400 kc XEDT Durango, Dur., Carlos C. Armas, 0.25 kw IV.

1400 kc XEI Morelia, Mich., Tiburcio Ponce, 1.0 kw-D IV; 0.25 kw-N III.

1400 kc XELH Acaponeta, Nay., 0.1 kw IV.

1400 kc XENG Huachinango, Puebla, 0.25 kw IV.

1400 kc XESH Nueva Rosita, Coah., 0.5 kw-D 0.15 kw-N IV.

1400 kc XEKJ Acapulco, Gro., Ramon Ortega Escobedo, 1.0 kw-D 0.25 kw-N IV.

1400 kc XESB Santa Barbara, Chih., Domingo Salayandia Nejera, 0.2 kw IV.

1400 kc XESP San Pedro Tlaquepaque, Jal., Herminio Macias Alonso, 1.0 kw-D 0.25 kw-N IV.

1400 kc XETO Tampico, Tam., Radio Tiempo S. de R. L. de C. V., 1.0 kw-D 0.25 kw-N IV.

1400 kc XEWF Cuautla, Mor., Fernando Dlaz Enriquez, 0.25 kw IV.

1400 kc XEXB Jalapa, Ver., 0.5 kw-D 0.25 kw-N IV.

1400 kc XEJL Guamchil, Sin., 1.0 kw-D 0.25 kw-N IV.

1400 kc XEIH Fresnillo, Zac., 0.25 kw IV.

1410 kc XEAS Nuevo Laredo, Tam., Jose Maria Villarreal, 1.0 kw-D 0.25 kw-N IV.

1410 kc XEBS Mexico, D. F., Hispano-Mexicano S.A., 5.0 kw-D 1.0 kw-N III-A.

1410 kc XECF Los Mochis, Sin., Francisco Perez H., 1.0 kw-D 0.5 kw-N III-B.

1410 kc XEWM Villahermosa, Tab., 5.0 kw-D 0.5 kw-N III-B.

1410 kc XEFB San Pedro de las Colonias, Coah., 0.25 kw IV.

1410 kc XEIT Puerto Vallarta, Jal., 1.0 kw-D 0.25 kw-N IV.

1420 kc XEEP La Paz, B. C., 0.5 kw II.

1420 kc XEF Ciudad Juarez, Chih., Jose Carlos Amaya, 5.0 kw-D 0.5 kw-N III-B.

1420 kc XEH Monterrey, N. L., Radio Tamava S. de R. L., 1.0 kw III-A.

1420 kc XEPS Cuernavaca, Mor., Miguel Angel T. Benitez, 0.25 kw IV.

1420 kc XEPK Pachuca, Hgo., 1.0 kw-D 0.15 kw-N IV.

1420 kc XEWE Irapuato, Gto., Felipe Gallardo, 5.0 kw-D 0.175 kw-N IV.

1420 kc XEWJ Tehuacan, Pue., Jaime Retif Del Morel, 0.25 kw IV.

1420 kc XEXX Tijuana, B. C., Jose J. Clark, Fern. Fed. Ferrei, 2.0 kw III-A.

1420 kc XEEW Matamoros, Tamaulipas, 1.0 kw III.

1420 kc XEUP Cozumel, Q. R., 0.25 kw IV.

1420 kc XEGF Gutierrez Zamora, Ver., 0.5 kw-D 0.1 kw-N IV.

1420 kc New: Chihuahua, Chih., 5.0 kw-D 0.5 kw-N III-B.

1430 kc XECZ San Luis Potosi, S. L. P., Radiodif. Mexicana, 1.0 kw III-A.

1430 kc XEOX Ciudad Obregon, Son., Felipe G. de Leon, 5.0 kw-D 0.5 kw-N III-B.

1430 kc XEKR Nueva Rosita, Coah., 0.1 kw IV.

1430 kc XEHD Ciudad Miguel Aleman, Tam., 2.0 kw-D 0.15 kw-N IV.

1430 kc XELL Veracruz, Vera., 5.0 kw-D 0.25 kw-N IV.

1430 kc XENP Salamanca, Gto., 0.25 kw-D IV.

1430 kc XEUK Campeche, Camp., 0.25 kw IV.

1440 kc XEHA C. Carmargo, Chih., 5.0 kw-D 1.0 kw-N III-A.

1440 kc XELZ Mexico, D. F., Maria Cardena de Zethina, 5.0 kw-D 1.0 kw-N III-A.

1440 kc XEHW Rosario, Sin., 0.25 kw IV.

1440 kc XEJQ Parras, Coah., 5.0 kw-D III.

1440 kc XEVG Villahermosa, Tab., 0.15 kw IV.

1450 kc XEFC San Luis Rio, Colorado, Son., Carlos Elando, 0.25 kw IV.

1450 XECM Ciudad Mante, Tam., 1.0 kw-D 0.25 kw-N IV.

1450 kc XECP Ciudad Victoria, Tam., 0.1 kw IV.

1450 kc XECT Ojinaga, Chih., 0.25 kw IV.

1450 kc XEDJ Magdalena, Son., Jesus L. Rochin, 0.1 kw IV.

1450 kc XEDY Merida, Yuc., 0.25 kw IV.

1450 kc XETD Tecuala, Nay., 0.25 kw IV.

1450 kc XESS Ensenada, B. C., 0.1 kw IV.

1450 kc XEGC Sahuayo, Mich., Alberto Barragan Degollado, 0.5 kw-D 0.25 kw-N IV.

1450 kc XENW Culiacan, Sin., 0.25 kw IV.

1450 kc XEJM Monterrey, N. L., 0.25 kw IV.

1450 kc XENA Queretaro, Qro., Ramon Rodriguez Familiar, 1.0 kw-D 0.25 kw-N IV.

1450 kc XEPP Orizaba, Ver., Radio Impulsora de Orizaba, 0.25 kw IV.

1450 kc XESZ Zihuatanejo, Gro., 0.25 kw IV.

1450 kc XEVH Vallehermoso, Tamaulipas, 0.25 kw IV.

1450 kc XEFK Gomez Palacio, Dur., 0.5 kw-D 0.25 kw-N IV.

1450 kc XEJW Chilpancingo, Gro., 1.0 kw-D 0.25 kw-N IV.

1450 kc XESD Huatabampo, Son., 1.0 kw-D 0.25 kw-N IV.

1450 kc XEKM Minatitlan, Ver., 0.25 kw IV.

1450 kc XEJD Poza Rica, Ver., 1.0 kw-D 0.25 kw-N IV.

1450 kc XEPY Progreso, Yuca., 0.25 kw IV.

1460 kc XEHX Ciudad Obregon, Son., 1.0 kw-D 0.25 kw-N IV.

1460 kc XELX Zitacuaro, Mich., 10.0 kw (DA-N) III-A.

1460 kc XEJT Tampico, Tam., Difusora Portena S. de R. L., 1.0 kw III-B.

1460 kc XEXQ San Luis Potosi, S. L. P., 0.25 kw IV.

1460 kc XEYC Ciudad Juarez, Chih., Ysela Fern. Caball. de Yancz, 1.0 kw III-B.

1460 kc XEJZ Ciudad del Carmen, Cam., 0.25 kw IV.

1460 kc XEHE Atotomilco el Alto, Jal., 0.25 kw IV.

1460 kc XERD Nueva Rosita, Coah., 1.0 kw-D III.

1460 kc XEGN Oaxaca, Oax., 0.5 kw-D 0.25 kw-N IV.

1470 kc XEAU Tijuana, B. C., Manuel Acuna Varela, 5.0 kw III-A.

1470 kc XECU Los Mochis, Sin., Luis Perez Gomez, 0.25 kw IV.

1470 kc XEHI Ciudad Miguel Aleman, Tam., 0.5 kw-D 0.25 kw-N IV.

1470 kc XERL Colima, Col., 1.0 kw (DA-N) III.

1470 kc XESM Mexico, D. F., Salvador San Martin, 10.0 kw-D 5.0 kw-N III-A.

1470 kc (New) Durango, Dur., 0.35 kw IV.

1480 kc XEAR Monterrey, N. L., Alfonso Flores Lopez, 1.0 kw-D 0.5 kw-N III-B.

1480 kc XENS Navojoa, Son., 1.0 kw (DA-N) III.

1480 kc XEPR Poza Rica, Ver., 5.0 kw-D 0.5 kw-N III-B.

1480 kc XECA Ciudad Ixtepec, Oax., 5.0 kw-D 0.25 kw-N III-B.

1480 kc XEGX San Luis de la Paz, Gto., 0.5 kw-D 0.2 kw-N IV.

1490 kc XEAL Manzanillo, Colima, 0.5 kw-D 0.25 kw-N IV.

1490 kc XEAQ Agua Prieta, Son., Manuel Rodriguez, 0.25 kw IV.

1490 kc XECH Toluca, Mex., Rodolfo Llamas, 0.25 kw IV.

1490 kc XECW Veracruz, Ver., 0.1 kw IV.

1490 kc XEDR Guaymas, Son., Sucrs. de Modesto Ortega., 0.5 kw-D 0.25 kw-N IV.

1490 kc XEFF Matehuala, S. L. P., 0.25 kw IV.

1490 kc XEGT Zamora, Mich., Radio Zamora S. de R. L., 1.0 kw-D 0.25 kw-N IV.

1490 kc XEGU Huachinango, Pue., 0.25 kw-D IV.

1490 kc XEJR Hidalgo del Parral, Chih., 0.1 kw IV.

1490 kc XEMH Merida, Yuc., Alvaro Barquet Y., 1.0 kw-D 0.25 kw-N IV.

1490 kc XEOB Torreon, Leon, 0.25 kw IV.

1490 kc XERA Chihuahua, Chih., Red Nacional Radiomora S. A., 1.0 kw-D 0.25 kw-N IV.

1490 kc XERO Aguascalientes, Ags., Radio Hidrotermopolitana, 0.25 kw IV.

1490 kc XEWG Ciudad Juarez, Chih., Carlos Mendez, 0.25 kw IV.

1490 kc XEXU Saltillo, Coah., 0.1 kw IV.

1490 kc XEMS Matamoros, Tamaulipas, 0.25 kw IV.

1490 kc XEJU Culiacan, Sin., 0.25 kw IV.

1490 kc XEIB Todas Santos, B. C., 0.25 kw IV.

1490 kc XEED Ameca, Jal., 0.25 kw IV.

1490 kc XEKN Hueltamo, Mich., 0.25 kw IV.

1500 kc XERH Mexico, D. F., "A.R.S.E." S.A., 20.0 kw (DA-N) II.

1500 kc XEUI Villahermosa, Tab., 0.25 kw II.

1500 kc XEJV Ensenada, B. C., 0.5 kw-D II.

1500 kc XEFG Tapatitlan de Morelos, Jal., 0.5 kw-D II.

1500 kc XEEB Esperanza, Son., 0.25 kw-D II.

1510 kc XEKI Villa de Seris, Son., 0.25 kw-D II.

1510 kc (New) San Andres Tuxtla, Ver., 1.0 kw-D II.

1520 kc XECX Tehuacan, Pue., 0.25 kw II.

1520 kc XEGD Hidalgo del Parral, Chih., 1.0 kw-D III.

1520 kc XEHT Huamantla, Tlax., Alf. Macla y Mario Pardo S., 0.25 kw-D II.

1520 kc XEIG Mazatlan, Sin., 0.5 kw-D II.

1520 kc XETH Huimantla, Tab., 1.0 kw-D 0.1 kw-N II.

1530 kc XEFR Mexico, D. F., 5.0 kw (DA-N) II.

1540 kc XENC Celaya, Gto., El Heraldo del Bajio, 0.25 kw II.

1540 kc XEQN Hermosillo, Son., 5.0 kw II.

1540 kc XEJY El Grullo, Jal., 0.5 kw-D II.

1540 kc XEJY Cardenas, S. L. P., 0.25 kw-D II.

1550 kc XEBG Tijuana, B. C., Octavio B. Lelevier, 1.0 kw II.

1550 kc XEXO Nuevo Laredo, N. L., 50.0 kw (DA-N) I-B.

1550 kc XEJJ Jalapa, Ver., 10.0 kw I-B.

1550 kc XEIL Minatitlan, Ver., 0.5 kw-D II.

1560 kc XEDC Aguascalientes, Ags., 0.25 kw II.

1560 kc XEDD Monterrey, N. L., 0.5 kw-D II.

1560 kc XEQZ Ciudad Cuauhtemoc, Chih., 5.0 kw-D 2.0 kw-N II.

1560 kc XERX Salamanca, Gto., Ernesto Bravo Vargas, 1.0 kw-D 0.25 kw-N II.

1560 kc XEKA Tonantzinla, Puebla, 0.25 kw-D 0.1 kw-N II.

1570 kc XERF Villa Acuna, Coah., Cia. Radiodif. de Coahuila S.A., 250.0 kw III-A.

1570 kc XEGE Mexicali, Baja Cal., 1.0 kw II.

1570 kc XEIK Panuco, Ver., 0.5 kw-D II.

1570 kc XEIM San Blas, Nay., 0.6 kw-D II.

1580 kc XEDM Hermosillo, Son., Cia. Radio Pacifico, 50.0 kw II.

1580 kc XENQ Tulancingo, Hgo., 5.0 kw-D 0.5 kw-N II.

1580 kc XEUL Progreso, Yuca., 0.25 kw II.

1580 kc XEQL Zamora, Mich., 1.0 kw-D 0.1 kw-N II.

1590 kc XEKC Mexicali, B. C., 5.0 kw-D 1.0 kw-N III.

1590 kc XEBZ Meoqui, Chi. 1.0 kw III.

1590 kc XEMB Monterrey, N. L., 5.0 kw (DA-N) III-B.

1590 kc XEEE Tecate, B. C., 1.0 kw-D III.

1590 kc XEMC Mexico, D. F., Dol. G. Estrada de Ferreiro, 10.0 kw-D 5.0 kw-N III-A.

1590 kc XEKB Atemajac, Jal., 0.25 kw-D 0.12 kw-N IV.

1600 kc XEAE Villa Acuna, Coah., 5.0 kw III-A.

1600 kc XEDO Acapulco, Gro., Heriberto Guizar Castro, 0.5 kw III-B.

1600 kc XEVW Acambaro, Gto., 0.5 kw-D 0.2 kw-N IV.

1600 kc XEFM Veracruz, Ver., 0.25 kw IV.

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RADIO CORPORATION of AMERICA

BROADCAST AND TELEVISION EQUIPMENT

CAMDEN, N. J.

Regulation, imposed and voluntary

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How to Apply for a Broadcasting Station

Any qualified citizen, firm, or group may apply to the Federal Communications Commission for authority to construct a standard (am), frequency modulation (fm), or television (tv) broadcast station.

Licensing of these facilities is prescribed by the Communications Act of 1934, as amended, which sets up certain basic requirements. In general, applicants must satisfy the Commission that they are legally, technically and financially qualified, and that operation of the proposed station would be in the public interest.

The licensing procedure is detailed in Part 1 of the Commission's Rules, "Practice and Procedure," while station operation is covered by Part 3, "Radio Broadcast Services." The latter includes technical standards for am, fm, and tv stations; fm frequency allocations by classes of stations, and tv channel assignments by states and communities.

Following is a summary of the consecutive steps to be followed in applying for authorization to build and operate a broadcast station. The application procedure is substantially the same whether the facility sought is am, fm, or tv.

Selecting a Frequency

Am broadcast stations operate on "local," "regional," or "clear" channels. Stations of 250 watts power serve small communities; stations of 500 watts to 5 kilowatts power cover centers of population and surrounding areas; stations of 10 to 50 kilowatts power are for large area coverage, particularly at night. There is no separate classification for am operation by educational stations. To determine whether an am frequency is available for assignment in a particular area, it is necessary for the applicant to have a frequency search made by a competent engineer. The Commission does not make such studies for prospective applicants.

An applicant for a commercial fm station must specify a frequency available to the area to be served. The Commission has allocated geographic blocks of frequencies to accommodate Class A stations, 250 watts to 1 kilowatt in power, for community service; and Class B stations, up to 20 kilowatts power, for metropolitan or rural coverage. Operating fm stations may apply for a "Subsidiary Communications Authorization" to furnish background music and other supplemental program service. Noncommercial educational fm stations are in a separate category.

An applicant for a commercial tv station must request a vhf (very high frequency) or a uhf (ultra high frequency) channel assigned to the community involved for operation there or a place within a 15-mile radius. "Satellite" and tv "translator" stations serve communities unable to afford regular tv stations. They pick up and rebroadcast locally the programs of outside stations, with the latter's permission. "Satellites" operate on channels assigned to the places in which they are located; "translators" operate on the upper 14 uhf channels. Channels are set apart for noncommercial educational tv operation.

Applying for a Construction Permit

Once a prospective licensee has decided upon the type of station he desires, and the place where it would be located, the next step is to apply for a construction permit. This is done on FCC Form 301, "Application for Authority to Construct a New Broadcast Station or Make Changes in an Existing Broadcast Station," which covers am, fm, or tv broadcast. This form requires information about the citizenship and character of the applicant, as well as his financial, technical, and other qualifications, plus details about the transmitting apparatus

to be used, antenna and studio locations, and the service proposed. A specific channel or frequency must be requested. Triplicate copies are required, one of which must be executed under oath or affirmation.

Application Processing

Applications for new broadcast stations are twice reported by the Commission—when first tendered and, again, when accepted for filing. Such an application is not acted upon until at least 30 days after public notice is given of its acceptance.

Applications are, in general, processed in the order in which accepted. They are reviewed in their engineering, legal, and financial aspects by the Broadcast Bureau, which makes recommendations to the Commission.

If, upon examination of an application, the Commission determines that there are no engineering or other conflicts, that the applicant is qualified, and that all other requirements are met, the application is granted without hearing and a construction permit is issued. All such grants are announced publicly.

Any grant made by the Commission without hearing is subject to protest within 30 days, during which the protesting party may request a hearing. Within 30 days thereafter the Commission determines whether the objection merits a hearing.

The law requires that, in general, decision on noncontested applications be made within three months from the date of the original filing, and within six months from the conclusion of a hearing in those cases which go through a hearing.

Hearings

Where it appears that an application violates the Commission's rules and regulations; that serious interference would be caused; or that the minimum separation requirements for tv stations are not met; or if other serious questions of a technical, legal, or financial character are involved, a hearing is usually required. The Commission must accord a hearing to competing applicants.

If unable to grant an application, the Commission is required to notify the applicant and other known parties in interest as to the reason. The applicant is usually given 30 days in which to reply. After that, if the Commission is still unable to make a grant, a hearing is ordered.

In designating an application for hearing, the Commission gives public notice of the issues for the information of the applicant and others concerned. Findings are made upon the basic qualifications (legal, financial, and technical) of the applicant in the hearing order. The hearing notice generally allows the applicant 60 days or more in which to prepare. Even after being designated for hearing, an applicant may find it possible to amend his application to resolve engineering or other problems.

Hearings are customarily conducted by an examiner. The hearing examiner has authority to administer oaths, examine witnesses and rule upon the admission of evidence. A prehearing conference is generally held within a few weeks after a case has been designated for hearing, either at the request of one of the

parties or on the examiner's own initiative. Additional prehearing conferences may be held as needed.

Within 20 days after the close of a record by the hearing examiner, each party and the chief of the Broadcast Bureau of the Commission has the privilege of filing proposed findings of fact and conclusions to support their contentions. After review of the evidence and statements, the hearing examiner issues an initial decision.

If he wishes to contest the initial decision, the applicant or any other interested party has 30 days from the date on which the initial decision was announced to file exceptions. In all cases heard by an examiner, the Commission will hear oral argument on timely request of any party. After oral argument, the Commission may adopt, modify, or reverse the hearing examiner's initial decision. Within 30 days thereafter, any party involved may petition for rehearing.

If no exceptions are filed, and the Commission does not initiate a review of the hearing examiner's initial decision, the latter becomes effective 30 days after its issuance, unless otherwise ordered by the Commission. Court appeals can be taken within 30 days following announcement of the Commission decision.

Construction Permit

When and if an application meets requirements, it is granted and a construction permit is issued. The permittee may then suggest call letters which, if available and conforming to the rules, are issued. A maximum of 60 days from date of the construction permit is provided in which construction shall begin, and a maximum of 6 months thereafter as the time for completion (or 8 months in all). Application to modify a broadcast construction authorization, or to make changes in an existing station, or to modify a license, is made on the same form (301) used in seeking initial construction authorization. If the permittee is unable to build his station within the time specified, he must apply for extension of time on Form 701 ("Application for Additional Time to Construct a Radio Station"), giving the reasons. Upon completion of construction the permittee conducts equipment tests.

License

The final step is to apply for the actual license on Form 302 ("Application for New Broadcast Station License"). Applicants must show compliance with all terms, conditions, and obligations set forth in the original application and the construction permit. After applying for a license and receiving authority from the Commission, the holder of a construction permit then conducts program tests. A station license is issued if no new cause or circumstance has come to the attention of the Commission that would make operation of the station contrary to public interest.

Am, fm, and tv broadcast stations are licensed for the statutory limit of three years. Applications for renewal of license are made on Form 303 ("Application for Renewal of Broadcast Station License").

Forms for Other Purposes

If the holder of a construction permit or license desires to assign the same to someone else, he makes application on Form 314 ("Application for Consent to Assignment of Radio Broadcast Station Construction Permit or License").

Should the permittee or the licensee wish to transfer corporate control, he applies on Form 315 ("Application for Consent to Transfer Control of Corporation Holding Radio Broadcast Station Construction Permit or License"). In certain cases Form 316 ("Application for Assignment or Transfer—Short Form") may be used when the transfer or assignment involves no substantial changes in interest.

CONCERNING FCC RULES AND REGULATIONS

"How to Apply for a Broadcast Station License" is a concise report prepared by the FCC Office of Reports & Information as a lay language guide. Serious applicants will also wish to study the FCC Rules & Regulations. Excerpts of the rules begin on page B-12.

The Television Code of the National Assn. of Broadcasters

Preamble

Television is seen and heard in every type of American home. These homes include children and adults of all ages, embrace all races and all varieties of religious faith, and reach those of every educational background. It is the responsibility of television to bear constantly in mind that the audience is primarily a home audience, and consequently that television's relationship to the viewers is that between guest and host.

The revenues from advertising support the free, competitive American system of telecasting, and make available to the eyes and ears of the American people the finest programs of information, education, culture and entertainment. By law the television broadcaster is responsible for the programming of his station. He, however, is obligated to bring his positive responsibility for excellence and good taste in programming to bear upon all who have a hand in the production of programs, including networks, sponsors, producers of film and of live programs, advertising agencies, and talent agencies.

The American businesses which utilize television for conveying their advertising messages to the home by pictures with sound, seen free-of-charge on the home screen, are reminded that their responsibilities are not limited to the sale of goods and the creation of a favorable attitude toward the sponsor by the presentation of entertainment. They include, as well, responsibility for utilizing television to bring the best programs, regardless of kind, into American homes.

Television and all who participate in it are jointly accountable to the American public for respect for the special needs of children, for community responsibility, for the advancement of education and culture, for the acceptability of the program materials chosen, for decency and decorum in production, and for propriety in advertising. This responsibility cannot be discharged by any given group of programs, but can be discharged only through the highest standards of respect for the American home, applied to every moment of every program presented by television.

In order that television programming may best serve the public interest, viewers should be encouraged to make their criticisms and positive suggestions known to the television broadcasters. Parents in particular should be urged to see to it that out of the richness of television fare, the best programs are brought to the attention of their children.

Advancement of Education and Culture

1. Commercial television provides a valuable means of augmenting the educational and cultural influences of schools, institutions of higher learning, the home, the church, museums, foundations, and other institutions devoted to education and culture.

2. It is the responsibility of a television broadcaster to call upon such institutions for counsel and cooperation and to work with them on the best methods of presenting educational and cultural materials by television. It is further the responsibility of stations, networks, advertising agencies and sponsors consciously to seek opportunities for introducing into telecasts factual materials which will aid in the enlightenment of the American public.

3. Education via television may be taken to mean that process by which the individual is brought toward informed adjustment to his society. Television is also responsible for the presentation of overtly instructional and cultural programs, scheduled so as to reach the viewers who are naturally drawn to such programs, and produced so as to attract the largest possible audience.

4. In furthering this realization, the television broadcaster:

a) Should be thoroughly conversant with the educational and cultural needs and desires of the community served.

b) Should affirmatively seek out responsible and accountable educational and cultural institutions of the community with a view toward providing opportunities for the instruction and enlightenment of the viewers.

c) Should provide for reasonable experimentation in the development of programs specifically directed to the advancement of the community's culture and education.

Acceptability of Program Material

Program materials should enlarge the horizons of the viewer, provide him with wholesome entertainment, afford helpful stimulation, and remind him of the responsibilities which the citizen has towards his society. Furthermore:

a) (1) Profanity, obscenity, smut and vulgarity are forbidden, even when likely to be understood only by part of the audience. From time to time, words which have been acceptable, acquire undesirable meanings, and telecasters should be alert to eliminate such words. (2) Words (especially slang) derivative of any race, color, creed, nationality or national derivation, except wherein such usage would be for

the specific purpose of effective dramatization such as combating prejudice, are forbidden, even when likely to be understood only by part of the audience. From time to time, words which have been acceptable, acquire undesirable meanings, and telecasters should be alert to eliminate such words. (3) The Television Code Review Board (see Regulations and Procedures of the Code, VI, Section 3, Authority and Responsibilities) shall maintain and issue to subscribers, from time to time, a continuing list of specific words and phrases which should not be used in keeping with this subsection. This list, however, shall not be considered as all-inclusive.

b) (1) Attacks on religion and religious faiths are not allowed. (2) Reverence is to mark any mention of the name of God, His attributes and powers. (3) When religious rites are included in other than religious programs the rites are accurately presented and the ministers, priests and rabbis portrayed in their callings are vested with the dignity of their office and under no circumstances are to be held up to ridicule.

c) (1) Contests may not constitute a lottery. (2) Any telecasting designed to "buy" the television audience by requiring it to listen and/or view in hope of reward, rather than for the quality of the program, should be avoided. (see Contests).

d) Respect is maintained for the sanctity of marriage and the value of the home. Divorce is not treated casually nor justified as a solution for marital problems.

e) Illicit sex relations are not treated as commendable.

f) Sex crimes and abnormalities are generally unacceptable as program material.

g) Drunkenness and narcotic addiction are never presented as desirable or prevalent.

h) The administration of illegal drugs will not be displayed.

i) The use of liquor in program content shall be de-emphasized. The consumption of liquor in American life, when not required by the plot or for proper characterization, shall not be shown.

j) The use of gambling devices or scenes necessary to the development of plot or as appropriate background is acceptable only when presented with discretion and in moderation, and in a manner which would not excite interest in, or foster, betting nor be instructional in nature. Telecasts of actual sport programs at which on-the-scene betting is permitted by law should be presented in a manner in keeping with Federal, state and local laws, and should concentrate on the subject as a public sporting event.

k) In reference to physical or mental afflictions and deformities, special precautions must be taken to avoid ridiculing sufferers from similar ailments and offending them or members of their families.

l) Exhibitions of fortune-telling, astrology, phrenology, palm-reading, and numerology are acceptable only when required by a plot or the theme of a program, and then the presentation should be developed in a manner designed not to foster superstition or excite interest or belief in these subjects.

m) Televised drama shall not simulate news or special events in such a way as to mislead or alarm. (see News).

n) Legal, medical and other professional advice, diagnosis and treatment will be permitted only in conformity with law and recognized ethical and professional standards.

o) The presentation of cruelty, greed and selfishness as worthy motivations is to be avoided.

p) Excessive or unfair exploitation of others or of their physical or mental afflictions shall not be presented as praiseworthy.

q) Criminality shall be presented as undesirable and unsympathetic. The condoning of crime and the treatment of the commission of crime in a frivolous, cynical or callous manner is unacceptable.

r) The presentation of techniques of crime in such detail as to invite imitation shall be avoided.

s) The use of horror for its own sake will be eliminated; the use of visual or aural effects which would shock or alarm the viewer, and the detailed presentation of brutality or physical agony by sight or by sound are not permissible.

t) Law enforcement shall be upheld, and the officers of the law are to be portrayed with respect and dignity.

u) The presentation of murder or revenge as a motive for murder shall not be presented as justifiable.

v) Suicide as an acceptable solution for human problems is prohibited.

w) The exposition of sex crimes will be avoided.

x) The appearances or dramatization of persons featured in actual crime news will be permitted only in such light as to aid law enforcement or to report the news event.

y) The use of animals, both in the production of television programs and as a part of television program content, shall at all times, be in conformity with accepted standards of humane treatment.

Responsibility Toward Children

1. The education of children involves giving them a sense of the world at large. Crime, violence and sex are a part of the world they will

be called upon to meet, and a certain amount of proper presentation of such is helpful in orienting the child to his social surroundings. However, violence and illicit sex shall not be presented in an attractive manner, nor to an extent such as will lead a child to believe that they play a greater part in life than they do. They should not be presented without indications of the resultant retribution and punishment.

2. It is not enough that only those programs which are intended for viewing by children shall be suitable to the young and immature. (Attention is called to the general items listed under Acceptability of Program Materials). Television is responsible for insuring that programs of all sorts which occur during the times of day when children may normally be expected to have the opportunity of viewing television shall exercise care in the following regards:

a) In affording opportunities for cultural growth as well as for wholesome entertainment.

b) In developing programs to foster and promote the commonly accepted moral, social and ethical ideals characteristic of American life.

c) In reflecting respect for parents, for honorable behavior, and for the constituted authorities of the American community.

d) In eliminating reference to kidnapping of children or threats of kidnapping.

e) In avoiding material which is excessively violent or would create morbid suspense, or other undesirable reactions in children.

f) In exercising particular restraint and care in crime or mystery episodes involving children or minors.

Decency and Decorum in Production

1. The costuming of all performers shall be within the bounds of propriety and shall avoid such exposure or such emphasis on anatomical detail as would embarrass or offend home viewers.

2. The movements of dancers, actors, or other performers shall be kept within the bounds of decency, and lewdness and impropriety shall not be suggested in the positions assumed by performers.

3. Camera angles shall avoid such views of performers as to emphasize anatomical details indecently.

4. Racial or nationality types shall not be shown on television in such a manner as to ridicule the race or nationality.

5. The use of locations closely associated with sexual life or with sexual sin must be governed by good taste and delicacy.

Community Responsibility

A television broadcaster and his staff occupy a position of responsibility in the community and should conscientiously endeavor to be acquainted fully with its needs and characteristics in order better to serve the welfare of its citizens.

Treatment of News and Public Events

News

1. A television station's news schedule should be adequate and well-balanced.

2. News reporting should be factual, fair and without bias.

3. Commentary and analysis should be clearly identified as such.

4. Good taste should prevail in the selection and handling of news: Morbid, sensational or alarming details not essential to the factual report, especially in connection with stories of crime or sex, should be avoided. News should be telecast in such a manner as to avoid panic and unnecessary alarm.

5. At all times, pictorial and verbal material for both news and comment should conform to other sections of these standards, wherever such sections are reasonably applicable.

6. Pictorial material should be chosen with care and not presented in a misleading manner.

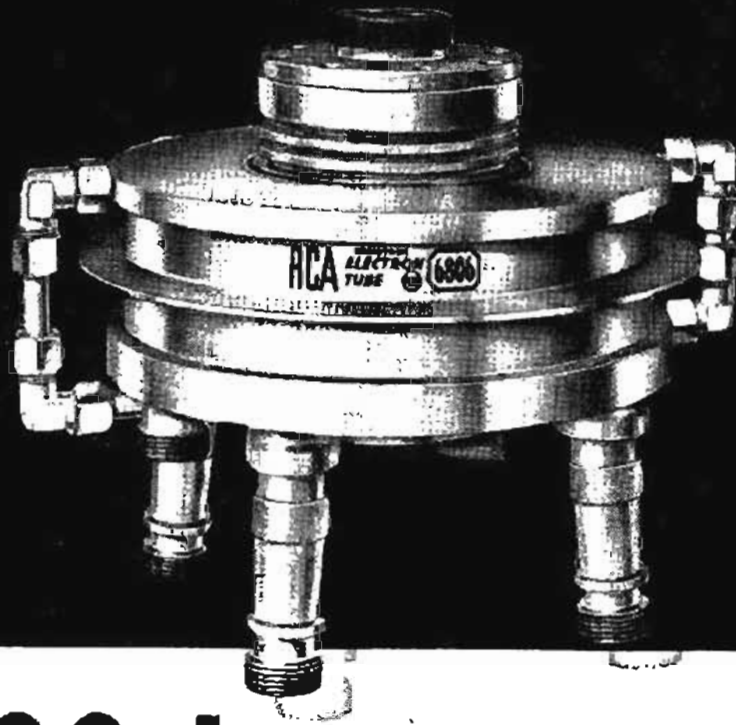
7. A television broadcaster should exercise due care in his supervision of content, format, and presentation of newscasts originated by his station, and in his selection of newscasters, commentators, and analysts.

8. A television broadcaster should exercise particular discrimination in the acceptance, placement and presentation of advertising in news programs so that such advertising should be clearly distinguishable from the news content.

9. A television broadcaster should not present fictional events or other non-news material as authentic news telecasts or announcements, nor should he permit dramatizations in any program which would give the false impression that the dramatized material constitutes news. Expletives (presented aurally or pictorially) such as "flash" or "bulletin" and statements such as "we interrupt this program to bring you . . ." should be reserved specifically for news room use. However, a television broadcaster may properly exercise discretion in the use in non-news programs of words or phrases which do not necessarily imply that the material following is a news release.

Public Events

1. A television broadcaster has an affirmative responsibility at all times to be informed of



11,000 hours on Ch. 28



...and still going strong!

Chief Engineer Charles Sakoski, Sr. checking life records of the RCA-6806 (note the 6806 in the PA cavity).

Read what WBRE-TV's Chief Engineer Charles Sakoski, Sr. says about the RCA-6806 high-power beam tube:

"It is my candid opinion that you have something big in the 6806. One of our 6806 final amplifiers has passed its 11,000th hour of highly satisfactory transmission at full output power and the other 6806 is approaching its 10,000th hour of useful life. The drive power required and output efficiency of these tubes are the same as the day they were installed.

"I wish to point out that we are not squeezing out the last few hours of life from these tubes. All applied voltages including filament remain the same as the day the tubes were installed. Considering the initial cost of the 11,000 plus hour tube, the cost per hour to us is approxi-

mately 56 cents and is still going down each hour it is used. Consider the fact that UHF frequencies, one megawatt of power, and color transmission are involved."

Authorized to operate with a visual power of 1000 kw, ERP, and an aural power of 515 kw, ERP. WBRE-TV is not only making TV station history on Channel 28—WBRE-TV also is setting a record for long tube life in high-power UHF.

WBRE-TV's enthusiastic report on low tube cost per hour of transmitter operation is just one instance among many in which broadcast and television stations are getting "high mileage" on RCA power tubes.

Where lower transmitter tube cost is the goal, RCA power tubes are the answer. Your RCA Electron Tube Distributor stands ready to serve your needs promptly. Just call him.



RADIO CORPORATION OF AMERICA

Electron Tube Division

Harrison, N. J.

public events, and to provide coverage consonant with the ends of an informed and enlightened citizenry.

2. Because of the nature of events open to the public, the treatment of such events by a television broadcaster should be effected in a manner to provide for adequate and informed coverage as well as good taste in presentation.

Controversial Public Issues

1. Television provides a valuable forum for the expression of responsible views on public issues of a controversial nature. In keeping therewith the television broadcaster should seek out and develop with accountable individuals, groups and organizations, programs relating to controversial public issues of import to its fellow citizens; and to give fair representation to opposing sides of issues which materially affect the life or welfare of a substantial segment of the public.

2. The provision of time for this purpose should be guided by the following principles:

- a) Requests by individuals, groups or organizations for time to discuss their views on controversial public issues, should be considered on the basis of their individual merits, and in the light of the contribution which the use requested would make to the public interest, and to a well-balanced program structure.
- b) Programs devoted to the discussion of controversial public issues should be identified as such, and should not be presented in a manner which would mislead listeners or viewers to believe that the program is purely of an entertainment, news, or other character.

Political Telecasts

Political telecasts should be clearly identified as such, and should not be presented by a television broadcaster in a manner which would mislead listeners or viewers to believe that the program is of any other character.

Religious Programs

1. It is the responsibility of a television broadcaster to make available to the community as part of a well-balanced program schedule adequate opportunity for religious presentations.

2. The following principles should be followed in the treatment of such programs: a) Telecasts which reaches men of all creeds simultaneously should avoid attacks upon religion. b) Religious programs should be presented respectfully and accurately and without prejudice or ridicule. c) Religious programs should be presented by responsible individuals, groups and organizations. d) Religious programs should place emphasis on broad religious truths, excluding the presentation of controversial or partisan views not directly or necessarily related to religion or morality.

3. In the allocation of time for telecasts of religious programs it is recommended that the television station use its best efforts to apportion such time fairly among the representative faith groups of its community.

Subliminal Perception

The use of the television medium to transmit information of any kind by use of the process called "subliminal perception," or by the use of any similar technique whereby an attempt is made to convey information to the viewer by transmitting messages below the threshold of normal awareness, is not permitted.

Presentation of Advertising

1. Ever mindful of the role of television as a great in the home, a television broadcaster should exercise unceasing care to supervise the form in which advertising material is presented over his facilities. Since television is a developing medium, involving methods and techniques distinct from those of radio, it may be desirable from time to time to review and revise the presently suggested practices:

a) Advertising messages should be presented with courtesy and good taste; disturbing or annoying material should be avoided; every effort should be made to keep the advertising message in harmony with the content and general tone of the program in which it appears.

b) A sponsor's advertising messages should be confined within the framework of the sponsor's program structure. A television broad-

caster should avoid the use of commercial announcements which are divorced from the program either by preceding the introduction of the program (as in the case of so-called "cow-catcher" announcements) or by following the apparent sign-off of the program (as in the case of so-called "trailer" announcements). To this end, the program itself should be announced and clearly identified, both audio and video, before the sponsor's advertising material is first used, and should be signed off, both audio and video, after the sponsor's advertising material is last used.

c) Advertising copy should contain no claims intended to disparage competitors, competing products, or other industries, professions or institutions.

d) Since advertising by television is a dynamic technique, a television broadcaster should keep under surveillance new advertising devices so that the spirit and purpose of these standards are fulfilled.

e) Television broadcasters should exercise the utmost care and discrimination with regard to advertising material, including content, placement and presentation, near or adjacent to programs designed for children. No considerations of expediency should be permitted to inlay upon the vital responsibility towards children and adolescents, which is inherent in television, and which must be recognized and accepted by all advertisers employing television.

f) Television advertisers should be encouraged to devote portions of their allotted advertising messages and program time to the support of worthy causes in the public interest in keeping with the highest ideals of the free competitive system.

g) A charge for television time to churches and religious bodies is not recommended.

Acceptability of Advertisers and Products—General

1. A commercial television broadcaster makes his facilities available for the advertising of products and services and accepts commercial presentations for such advertising. However, a television broadcaster should, in recognition of his responsibility to the public, refuse the facilities of his station to an advertiser where he has good reason to doubt the integrity of the advertiser, the truth of the advertising representations, or the compliance of the advertiser with the spirit and purpose of all applicable legal requirements. Moreover, in consideration of the laws and customs of the communities served, each television broadcaster should refuse his facilities to the advertisement of products and services, or the use of advertising scripts, which the station has good reason to believe would be objectionable to a substantial and responsible segment of the community. The foregoing principles should be applied with judgment and flexibility, taking into consideration the characteristics of the medium and the form and content of the particular presentation. In general, because television broadcast is designed for the home and the family, including children, the following principles should govern the business classifications listed below:

a) The advertising of hard liquor should not be accepted.

b) The advertising of beer and wines is acceptable only when presented in the best of good taste and discretion, and is acceptable subject to Federal and local laws.

c) Advertising by institutions or enterprises which in their offers of instruction imply promises of employment or make exaggerated claims for the opportunities awaiting those who enroll for courses is generally unacceptable.

d) The advertising of firearms and fireworks is acceptable only subject to Federal and local laws.

e) The advertising of fortune-telling, occultism, spiritualism, astrology, phrenology, palm-reading, numerology, mind-reading or character-reading is not acceptable.

f) Because all products of a personal nature create special problems, such products, when accepted, should be treated with special emphasis on ethics and the canons of good taste; however, the advertising of intimately personal products which are generally regarded as unsuitable conversational topics in mixed social groups is not acceptable.

g) The advertising of tip sheets, race track publications, or organizations seeking to advertise for the purpose of giving odds or promoting betting or lotteries is unacceptable.

2. Diligence should be exercised to the end that advertising copy accepted for telecasting complies with pertinent Federal, state and local laws.

3. An advertiser who markets more than one product should not be permitted to use advertising copy devoted to an acceptable product for purposes of publicizing the brand name or other identification of a product which is not acceptable.

4. "Bait-switch" advertising, whereby goods or services which the advertiser has no intention of selling are offered merely to lure the customer into purchasing higher-priced substitutes, is not acceptable.

Advertising of Medical Products

1. The advertising of medical products presents considerations of intimate and far-reaching importance to the consumer, and the following principles and procedures should apply in the advertising thereof: a) A television broadcaster should not accept advertising material which in his opinion offensively describes or dramatizes distress or morbid situations involving ailments, by spoken word, sound or visual effects; b) Because of the personal nature of the advertising of medical products, claims that a product will effect a cure and the indiscriminate use of such words as "safe," "without risk," "harmless," or terms of similar meaning should not be accepted in the advertising of medical products on television stations.

Contests

1. Contests should offer the opportunity to all contestants to win on the basis of ability and skill, rather than chance.

2. All contest details, including rules, eligibility requirements, opening and termination dates should be clearly and completely announced and/or shown, or easily accessible to the viewing public, and the winners' names should be released and prizes awarded as soon as possible after the close of the contest.

3. When advertising is accepted which requests contestants to submit items of product identification or other evidence of purchase of product, reasonable facsimiles thereof should be made acceptable.

4. All copy pertaining to any contest (except that which is required by law) associated with the exploitation or sale of the sponsor's product or service, and all references to prizes or gifts offered in such connection should be considered a part of and included in the total time allowances as herein provided. (See Time Standards for Advertising Copy.)

Premiums and Offers

1. Full details of proposed offers should be required by the television broadcaster for investigation and approved before the first announcement of the offer is made to the public.

2. A final date for the termination of an offer should be announced as far in advance as possible.

3. Before accepting for telecast offers involving a monetary consideration, a television broadcaster should satisfy himself as to the integrity of the advertiser and the advertiser's willingness to honor complaints indicating dissatisfaction with the premium by returning the monetary consideration.

4. There should be no misleading descriptions or visual representations of any premiums or gifts which would distort or enlarge their value in the minds of viewers.

5. Assurance should be obtained from the advertiser that premiums offered are not harmful to person or property.

6. Premiums should not be approved which appeal to superstition on the basis of "luck-bearing" powers or otherwise.

Time Standards for Advertising Copy

1. In accordance with good telecast advertising practices, the time standards for advertising copy are as follows (see chart below):

2. Reasonable and limited identification of prize and statement of the donor's name within formats wherein the presentation of contest awards or prizes is a necessary and integral part of program content shall not be included as commercial time within the meaning of paragraph 1, above; however, any oral or visual presentation concerning the product or its donor, over and beyond such identification and statement, shall be included as commercial time within the meaning of paragraph 1, above.

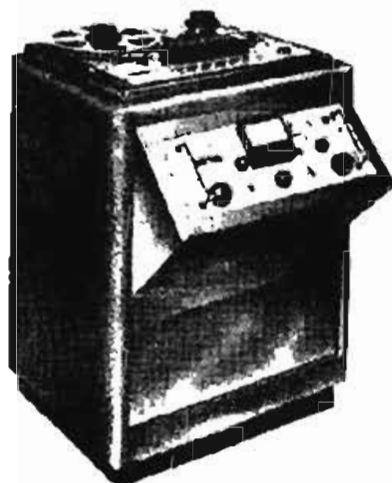
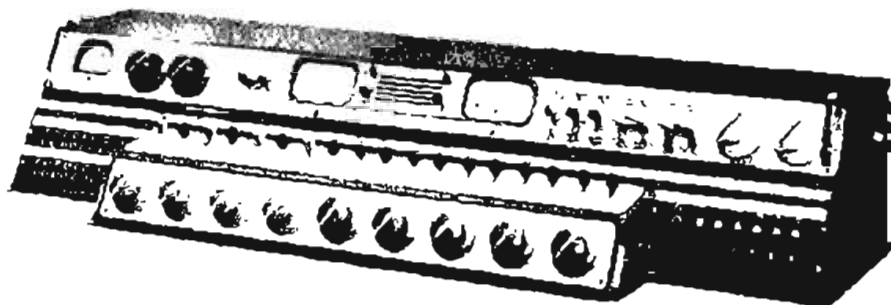
3. The time standards set for (in chart) do not affect the established practice of reserving

Time Standards for Advertising Copy

Length of Program (in Minutes)	5:00	10:00	15:00	20:00	25:00	30:00	35:00	40:00	45:00	50:00	55:00	60:00
"AA" and "A" Time	1:00	2:00	2:30	2:40	2:50	3:00	3:30	4:00	4:30	5:00	5:30	6:00
All Other Time	1:15	2:10	3:00	3:30	4:00	4:15	4:45	5:15	5:45	6:10	6:45	7:00
Length of Program (in Minutes)	65:00	70:00	75:00	80:00	85:00	90:00	95:00	100:00	105:00	110:00	115:00	120:00
"AA" and "A" Time	6:30	7:00	7:30	8:00	8:30	9:00	9:30	10:00	10:30	11:00	11:30	12:00
All Other Time	7:15	8:10	8:45	9:20	9:55	10:30	11:05	11:40	12:15	12:50	13:25	14:00

Above time standards are for sponsored programs, "Participation" programs, carrying announcements for different individual advertisers,

may not exceed one minute of advertising per five minutes of program-
ming. (See paragraph 4.)



Broadcasters can benefit

by Graybar's wealth of experience in selecting and supplying thousands of maintenance and equipment items

Graybar suppliers and Graybar Broadcasting Specialists were active participants in the beginning of radio broadcasting and telecasting. Graybar aided in the choice of original equipment for many famous radio and TV stations, and Graybar's ground-floor knowledge of these fast growing plants led naturally to the supply of everything electrical for their maintenance.

That's the sort of experience that goes to work for you today when you order any piece of apparatus or equipment from Graybar. At each of more than 130 offices and warehouses, men

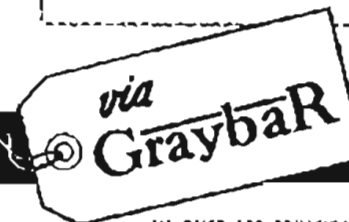
familiar with your electrical needs will furnish you with complete catalog and price information. And, at nineteen strategically located district offices, Graybar Communications Specialists are available for consultation on technical problems.

Call Graybar for technical help with anything you need. Supplement your own broad experience with the scientific and practical broadcasting know-how of the Graybar organization. *Graybar Electric Company, Inc., Graybar Building, 420 Lexington Avenue, New York 17, N. Y.*

Everything Electrical for Broadcasting

Amplifiers • Consoles • Frequency and Modulator Monitors Test Equipment • Loudspeakers and Accessories • Microphones and Accessories • Receivers and Accessories • Speech Lipid Equipment • Towers • Tower and Studio Lighting Equipment • Transmission Line and Accessories • AM Transmitters • Tubes • Turntables, Reproducers and Accessories • Video and Audio Monitors • Wiring Supplies and Devices

EVERYTHING ELECTRICAL TO KEEP YOU ON THE AIR



IN OVER 130 PRINCIPAL CITIES

PHILCO TV Microwave



... provides reliable, low-cost, unattended TV relaying!

Philco television microwave systems provide economical transmission of NTSC compatible color or monochrome TV signals . . . plus full audio channel. Here is modern microwave . . . especially designed to meet the needs of community TV operators for thoroughly dependable operation. Philco TLR systems provide S-T-L relaying in the 5900 to 7400 mc bands.

Heavy duty power supply provides 1 full watt output to insure outstanding operational reliability in continuous unattended service.

All components mount in standard 19" racks.

Unitized circuit construction simplifies maintenance. Built-in test and metering circuits combine with automatic stand-by to assure uninterrupted service at all times.

Here is reliability of performance unaffected by severe weather, free from the many limitations of wire and pole lines, unhampered by problems of difficult terrain, overwater transmission or expensive rights-of-way.

Philco engineers will be happy to help you with your special Microwave requirements. Please contact us for further information. Look ahead . . . and you'll choose Philco.

- Highly reliable, unattended one-watt operation
- Field proven in extended multi-hop applications
- True repeater permits top quality, long haul operation
- Highest power in the industry
- Full voice channel multiplexing
- Philco offers complete turnkey service . . . surveys . . . installation . . . maintenance

◀ **Repeater**—The Philco TLR-4 Microwave Repeater is a true repeater utilizing the heterodyne principle to produce high performance quality and simplicity of operation and maintenance.

Because video performance of a microwave system is determined mainly by the transmitting and receiving terminals, the introduction of the TLR-4 Heterodyne Repeater, which is essentially transparent, results in optimum overall system performance.

The output frequency of the TLR-4 Repeater is derived from the input signal (± 190 mc) provided by a crystal. Therefore, the output frequency is independent of adjustment or drift of the microwave local oscillator.

Field maintenance testing of the TLR-4 Repeater is rapid, consisting only of RF and IF bandpass checks. Only simple IF sweep equipment is needed to obtain original factory alignment of the IF strips for differential phase and differential gain requirements. No special phase testing nor phase correction adjustments need be made.

▶ **Transmitter**—The Philco Model TLR-6 Transmitter consists of three basic units: (1) a transmitter chassis, (2) a +750 volt dc power supply and (3) a +300 volt dc power supply. All units are designed for rack mounting in a standard 19" relay rack.

Transmitter chassis contains the reflex klystron r-f generator and associated modulator, a-f-c circuits, wavemeter and amplifier, metering circuits for monitoring within the equipment, a built-in test signal generator, and a -500 volt power supply. All operating controls and the more frequently used maintenance controls are located on the front panel of the transmitter chassis.

◀ **Receiver**—The Philco Model TLR-6 Receiver consists of seven basic units: (1) a Pre-Amplifier and Mixer Assembly, (2) a Receiver Chassis, (3) an Automatic Frequency Control Chassis, (4) a Local Oscillator Chassis, (5) a Video Chassis, (6) a 300 Volt Power Supply and (7) a 105 Volt Power Supply.

The Pre-Amplifier and Mixer Assembly is connected to the waveguide support at the rear of the rack, while the remaining six units are rack mounted.

The Receiver Chassis contains an IF amplifier plus metering circuits for monitoring critical points within the equipment.

The Automatic Frequency Control Chassis contains a repeller power supply in addition to the AFC circuits.

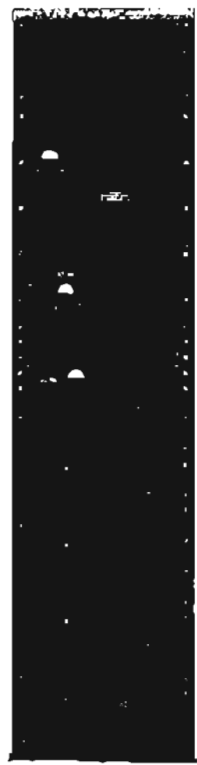
To meet the challenge of advancing technology, support the rapid expansion of scientific education. At Philco, opportunities are unlimited in electronic research and engineering—transistor circuit applications—computer logic design, test and evaluation and input/output equipment design.

PHILCO

GOVERNMENT & INDUSTRIAL DIVISION

4708 Wissahickon Avenue • Philadelphia 44, Pennsylvania

In Canada: Philco Corporation of Canada Limited, Don Mills, Ontario



TV Code CONTINUED

for station use the last 30 seconds of each program for station break and spot announcements.

4. Announcement programs are designed to accommodate a designated number of individual live or recorded announcements, generally one minute in length, which are carried within the body of the program and are available for sale to individual advertisers. Normally not more than 3 one-minute announcements (which should not exceed approximately 125 words if presented live) should be scheduled within a 15-minute period and not more than six such announcements should be scheduled within a 30-minute period in local announcement programs; however, fewer announcements of greater individual length may be scheduled, provided that the aggregate length of the announcements approximates three minutes in a 15-minute program or six minutes in a 30-minute program. In announcement programs other than 15 minutes or 30 minutes in length, the proportion of one minute of announcement

within every five minutes of programming is normally applied. The announcements must be presented within the framework of the program period designated for their use and kept in harmony with the content of the program in which they are placed.

5. Programs presenting women's services, features, shopping guides, market information, and similar materials, provide a special service to the listening and viewing public in which advertising material is an informative and integral part of the program content. Because of these special characteristics the time standards set forth above may be waived to a reasonable extent.

6. More than two back-to-back announcements plus the conventional sponsored 10 second station ID are not acceptable between programs or within the framework of a single program. Announcements scheduled between programs shall not interrupt a preceding or following program.

7. Any casual reference by talent in a program to another's product or service under any trade name or language sufficiently descriptive to identify it should, except for normal guest identifications, be condemned and discouraged.

8. Stationary backdrops or properties in television presentations showing the sponsor's name or product, the name of his product, his trade-mark or slogan may be used only incidentally. They should not obtrude on program interest or entertainment. "On Camera" shots of such materials should be fleeting, not too frequent, and mindful of the need of maintaining a proper program balance.

Dramatized Appeals and Advertising

1. Appeals to help fictitious characters in television programs by purchasing the advertiser's product or service or sending for a premium should not be permitted, and such fictitious characters should not be introduced into the advertising message for such purposes.

2. Dramatized advertising involving statements or purported statements by physicians, dentists, or nurses must be presented by accredited members of such professions.

Sponsor Identification

Identification of sponsorship must be made in all sponsored programs in accordance with the requirements of the Communications Act of 1934, as amended, and the Rules and Regulations of the Federal Communications Commission.

Portable
Versatile
Dependable

CECO* Vidicon SUPPORT EQUIPMENT

gives top performance—Indoors or Outdoors

Expressly designed for the ever increasing TV field, this equipment consists of a pan and tilt Tripod Head with internal Balancing spring. Vidicon Cameras with electronic viewfinder can be easily mounted and operated. The head mounts on the CECO Professional Tripod (or any other standard mounting flange) and the CECO Pro Senior Collapsible Three Wheel Dolly makes this a complete versatile package.



Specifications:

CECO Vidicon Head designed for use with a variety of Vidicon cameras, weighing from 45 pounds up. Vertical and horizontal movement of tilt head controlled by independent friction locking devices. Super-smooth action.

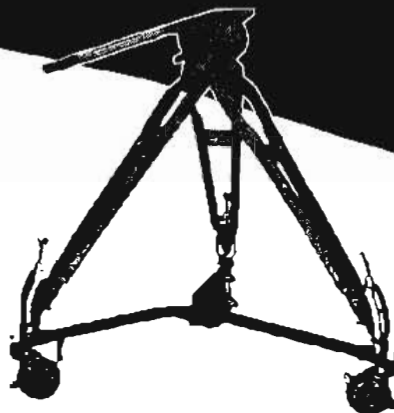
Tripod folds quickly and compactly. Offers a height range from 36 to over 53 inches. Double leg locks.

Pro Senior Collapsible Dolly is lightweight and compact. Rubber-tired wheels may be locked or set in a straight line position.



Professional Jr. Spring Head

Ideal for Viewfinder Vidicon Cameras weighing up to 35 lbs. Internal balancing spring. Built-in spirit level. Fits standard Pro Jr. Tripod, Baby and Hi-Hat (low mount).



*CECO trademark of
Camera Equipment Company

FRANK C. ZUCKER

CAMERA EQUIPMENT CO., INC.

Dept. B 315 West 43rd St., N. Y. 36, N. Y. JUdson 6-1420

The Radio Code of the National Assn. of Broadcasters

The Radio Broadcaster's Creed

We Believe:

That radio broadcasting in the United States of America is a living symbol of democracy; a significant and necessary instrument for maintaining freedom of expression, as established by the First Amendment to the Constitution of the United States;

That its influence in the arts, in science, in education, in commerce, and upon the public welfare is of such magnitude that the only proper measure of its responsibility is the common good of the whole people;

That it is our obligation to serve the people in such manner as to reflect credit upon our profession and to encourage aspiration toward a better estate for all mankind; by making available to every person in America such programs as will perpetuate the traditional leadership of the United States in all phases of the broadcasting art;

That we should make full and ingenious use of man's store of knowledge, his talents, and his skills and exercise critical and discerning judgment concerning all broadcasting operations to the end that we may, intelligently and sympathetically:

Observe the proprieties and customs of civilized society;

Respect the rights and sensitivities of all people;

Honor the sanctity of marriage and the home;

Protect and uphold the dignity and brotherhood of all mankind;

Enrich the daily life of the people through the factual reporting and analysis of news, and through programs of education, entertainment, and information;

Provide for the fair discussion of matters of general public concern; engage in works directed toward the common good; and volunteer our aid and comfort in times of stress and emergency;

Contribute to the economic welfare of all by expanding the channels of trade, by encouraging the development and conservation of natural resources, and by bringing together the buyer and seller through the broadcasting of information pertaining to goods and services.

Toward the achievement of these purposes we agree to observe the following:

PROGRAM STANDARDS

News

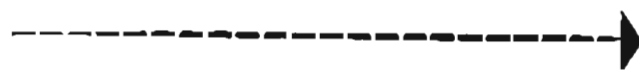
Radio is unique in its capacity to reach the largest number of people first with reports on current events. This competitive advantage bespeaks caution—being first is not as important as being right. The following standards are predicated upon that viewpoint.

NEWS SOURCES. Those responsible for news on radio should exercise constant professional care in the selection of sources—for the integrity of the news and the consequent good reputation of radio as a dominant news medium depend largely upon the reliability of such sources.

NEWSCASTING. News reporting should be factual and objective. Good taste should prevail in the selection and handling of news. Morbid, sensational, or alarming details not essential to factual reporting should be avoided. News should be broadcast in such a manner as to avoid creation of panic and unnecessary alarm. Broadcasters should be diligent in their supervision of content, format, and presentation of news broadcasts. Equal diligence should be exercised in selection of editors and reporters who direct news gathering and dissemination, since the station's per-

*There must be
a reason why...*

**MORE AND MORE
BROADCASTERS...
AM and TV
...ARE BUYING
STAINLESS TOWERS**



*Stainless will be pleased to
provide the facts on how you
can get*

- TOP PERFORMANCE
- DEPENDABILITY
- ECONOMY

*when you buy
Stainless*

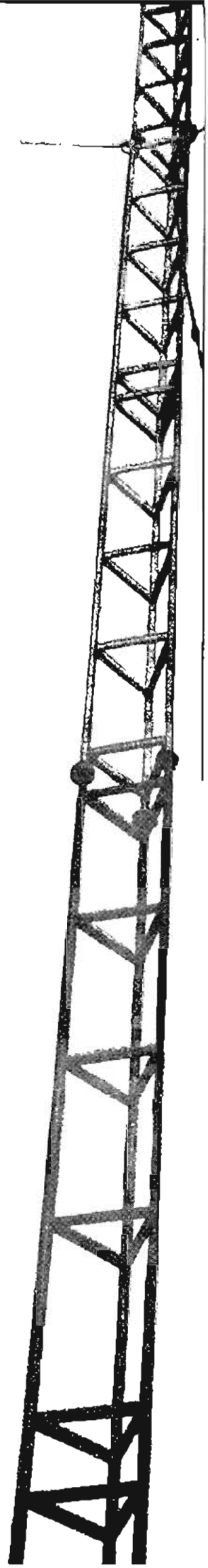
* *A partial list—AM in black, TV in red*



Stainless, inc.

NORTH WALES • PENNSYLVANIA

WHOM	WAGA
* WGBS	KTVO
WLTR	KARD
WDOS	KCJB
WICE	WFBM
WKRT	KELO
WKCT	WKRK
KMUS	WXEX
KTRY	WVUE
WCRB	WJIM
WHAW	KGBT
WHBO	WSIX
WOBS	WOOD
WKOY	WITN
WMMB	WIN
KCOH	WHTN
KDDD	KOA
KXIT	WMBV
WSPD	KDAL
WKLY	KUMV
WPPA	WUNC
KBON	WNBF
WJBS	WBAY
WGMS	WBRC
WDOV	WCOV
KPAN	WABT
WGYV	WTIQ
WAZL	WTVY
WKLO	KVEC
WRHI	KHSL
WKID	KCCC
WHSY	KFRE
WBIS	KCSJ
WLSI	KRDO
WGIG	WNBC
WIDE	WATR
KGYN	WMBR
WGVM	WDBO
WIRC	WJHP
WOLS	WINK
WGLS	WFTL
WIRJ	WMAZ
WCVA	WETV
WFEC	WDAK
WWHG	WALB
KNEX	WEEK
WNAV	WTVP
KXLW	WGEM
WJCD	WREX
WBRM	WDAN
WEPM	WFIE
WPLI	WRAY
WMIK	WDAL
WJAY	WPFH
WWWR	WNEX
KLMX	WKJG
WKXY	KWWL



formance in this vital informational field depends largely upon them.

COMMENTARIES AND ANALYSES. Special obligations devolve upon those who analyze and/or comment upon news developments, and management should be satisfied completely that the task is to be performed in the best interest of the listening public. Programs of news analysis and commentary should be clearly identified as such, distinguishing them from straight news reporting.

EDITORIALIZING. Some stations exercise their rights to express opinions about matters of general public interest. Implicit in these efforts to provide leadership in matters of public consequence and to lend proper authority to the station's standing in the community it serves, is an equal obligation to provide opportunity for qualified divergent viewpoints.

The reputation of a station for honesty and accuracy in editorializing depends upon willingness to expose its convictions to fair rebuttal.

Station editorial comment should be clearly identified as such.

Public Issues

A broadcaster, in allotting time for the presentation of public issues, should exert every effort to insure equality of opportunity.

Time should be allotted with due regard to all elements of balanced program schedules, and to the degree of interest on the part of the public in the questions to be presented or discussed. (To discuss is "to sift or examine by presenting considerations pro and con.") The broadcaster should limit participation in the presentation of public issues to those qualified, recognized, and properly identified groups or individuals whose opinions will assist the general public in reaching conclusions.

Presentation of public issues should be clearly identified.

Political Broadcasts

Political broadcasts, or the dramatization of political issues designed to influence an election, should be properly identified as such.

Advancement of Education and Culture

Because radio is an integral part of American life, there is inherent in radio broadcasting a continuing opportunity to enrich the experience of living through the advancement of education and culture.

The radio broadcaster, in augmenting the educational and cultural influences of the home, the Church, schools, institutions of higher learning, and other entities devoted to education and culture:

- Should be thoroughly conversant with the educational and cultural needs and aspirations of the community served;
- Should cooperate with the responsible and accountable educational and cultural entities of the community to provide enlightenment of listeners;
- Should engage in experimental efforts designed to advance the community's cultural and educational interests.

Religion and Religious Programs

Religious programs should be presented respectfully and without prejudice or ridicule.

Radio broadcasting, which reaches men of all creeds simultaneously, should avoid attacks upon religion.

Religious programs should be presented by responsible individuals, groups, or organizations.

Religious programs should place emphasis on broad religious truths, excluding the presentation of controversial or partisan views not directly or necessarily related to religion or morality.

Dramatic Programs

In determining the acceptability of any dramatic program containing any element of crime, mystery, or horror, proper consideration should be given to the possible effect on all members of the family.

Radio should reflect realistically the experience of living, in both its pleasant and tragic aspects, if it is to serve the listener honestly. Nevertheless, it holds a concurrent obligation to provide programs which will encourage better adjustments to life.

This obligation is apparent in the area of dramatic programs particularly. Without sacrificing integrity of presentation, dramatic programs on radio should avoid:

- Techniques and methods of crime presented in such manner as to encourage imitation, or to make the commission of crime attractive, or to suggest that criminals can escape punishment;
- Detailed presentation of brutal killings, torture, or physical agony, horror, the use of supernatural or climatic incidents likely to terrify or excite unduly;
- Episodes involving the kidnapping of children;
- Sound effects calculated to mislead, shock, or unduly alarm the listener;
- Disrespectful portrayal of law enforcement;
- The portrayal of suicide as a satisfactory solution to any problem.

Children's Programs

Programs specifically designed for listening by children should be based upon sound social concepts and should reflect respect for parents, law and order, clean living, high morals, fair play, and honorable behavior.

They should convey the commonly accepted moral, social, and ethical ideals characteristic of American life.

They should contribute to the healthy development of personality and character.

They should afford opportunities for cultural growth as well as for wholesome entertainment.

They should be consistent with integrity of realistic production, but they should avoid material of an extreme nature which might create undesirable emotional reaction in children.

They should avoid appeals urging children to purchase the product specifically for the purpose of keeping the program on the air or which, for any reason, encourage children to enter inappropriate places.

General

Sound effects and expressions characteristically associated with news broadcasts (such as "bulletins," "flash," etc.) should be reserved for announcement of news, and the use of any deceptive techniques in connection with fictional events and non-news programs should not be employed.

When plot development requires the use of material which depends upon physical or mental handicaps, care should be taken to spare the sensibilities of sufferers from similar defects.

Stations should avoid broadcasting program material which would tend to encourage illegal gambling or other violations of Federal, State and local laws, ordinances, and regulations.

Simulation of court atmosphere or use of the term "court" in a program title should be done only in such manner as to eliminate the possibility of creating the false impression that the proceedings broadcast are vested with judicial or official authority.

When dramatized advertising material involves statements by doctors, dentists, nurses, or other professional people, the material should be presented by members of such profession reciting actual experience, or it should be made apparent from the presentation itself that the portrayal is dramatized.

In cases of programs broadcast over multiple station facilities, the originating station or network should assume responsibility for conforming such programs to these Radio Standards of Practice.

ADVERTISING STANDARDS

Advertising is the principal source of revenue of the free, competitive American system of radio broadcasting. It makes possible the presentation to all American people of the finest programs of entertainment, education, and information.

Since the great strength of American radio broadcasting derives from the public respect for and the public approval of its programs, it must be the purpose of each broadcaster to establish and maintain high standards of performance, not only in the selection and production of all programs, but also in the presentation of advertising.

Time Standards for Advertising Copy

As a guide to the determination of good broadcast advertising practice, the time standards for advertising copy are established as follows:

The maximum time to be used for advertising, allowable to any single sponsor, regardless of type of program, should be—

5 minute programs	1:15
10 " "	2:10
15 " "	3:00
25 " "	4:00
30 " "	4:15
45 " "	5:45
60 " "	7:00

The time standards allowable to a single advertiser do not affect the established practice of allowance for station breaks between programs.

Any reference in a sponsored program to another's products or services under any trade name, or language sufficiently descriptive to identify it, should, except for normal guest identifications, be considered as advertising copy.

While any number of products may be advertised by a single sponsor within the specified time standards, advertising copy for these products should be presented within the framework of the program structure. Accordingly, the use on such programs of simulated spot announcements which are divorced from the program by preceding the introduction of the program itself, or by following its apparent sign-off should be avoided. To this end, the program itself should be announced and clearly identified before the use of what have been known as "cow-catcher" announcements, and the programs should be signed off after the use of what have been known as "hitch-hike" announcements.

Presentation of Advertising

The advancing techniques of the broadcast art have shown that the quality and proper integration of advertising copy are just as important as measurement in time. The measure of a station's service to its audience is determined by its over-all performance, rather than by any individual segment of its broadcast day.

Programs of multiple sponsorship presenting commercial services, features, shopping guides, marketing news, and similar information, may include more material normally classified as "commercial" or "advertising," if it is of such nature as to serve the interests of the general public and, if properly produced and intelligently presented, within the established areas of good taste.

The final measurement of any commercial broadcast service is quality. To this, every broadcaster should dedicate his best efforts.

Acceptability of Advertisers and Products

1. A commercial radio broadcaster makes his facilities available for the advertising of products and services and accepts commercial presentations for such advertising. However, he should, in recognition of his responsibility to the public, refuse the facilities of his station to an advertiser where he has good reason to doubt the integrity of the advertiser, the truth of the advertising representations, or the compliance of the advertiser with the spirit and purpose of all applicable legal requirements. Moreover, in consideration of the laws and customs of the communities served, each radio broadcaster should refuse his facilities to the advertisement of products and services, or the use of advertising scripts, which the station has good reason to believe would be objectionable to a substantial and responsible segment of the community. The foregoing principles should be applied with judgment and flexibility, taking into consideration the characteristics of the medium and the form of the particular presentation. In general, because radio broadcasting is designed for the home and the entire family, the following principles should govern the business classifications listed below:

- a) The advertising of hard liquor should not be accepted.
- b) The advertising of beer and wines is acceptable only when presented in the best of good taste and discretion, and is acceptable subject to existing laws.
- c) The advertising of fortune-telling, occultism, spiritualism, astrology, phrenology, palm-reading, numerology, mind-reading, or character-reading is not acceptable.
- d) All advertising of products of a personal nature, when accepted, should be treated with special concern for the sensitivities of the listeners.
- e) The advertising of flip sheets, publications, or organizations seeking to advertise for the purpose of giving odds or promoting betting or lotteries is unacceptable.

2. An advertiser who markets more than one product should not be permitted to use advertising copy devoted to an acceptable product for purposes of publicizing the brand name or other identification of a product which is not acceptable.

3. Care should be taken to avoid presentation of "bait-switch" advertising whereby goods or services which the advertiser has no intention of selling are offered merely to lure the customer into purchasing higher-priced substitutes.

Contests

Contests should offer the opportunity to all contestants to win on the basis of ability and skill, rather than chance.

All contest details, including rules, eligibility requirements, opening and termination dates, should be clearly and completely announced or easily accessible to the listening public; and the winners' names should be released as soon as possible after the close of the contest.

When contestants are required to submit items of product identification or other evidence of purchase of product, reasonable facsimiles thereof should be made acceptable.

All copy pertaining to any contest (except that which is required by law) associated with the exploitation or sale of the sponsor's product or service, and all references to prizes or gifts offered in such connection should be considered a part of and included in the total time limitations heretofore provided.

All such broadcasts should comply with pertinent federal, state, and local laws and regulations.

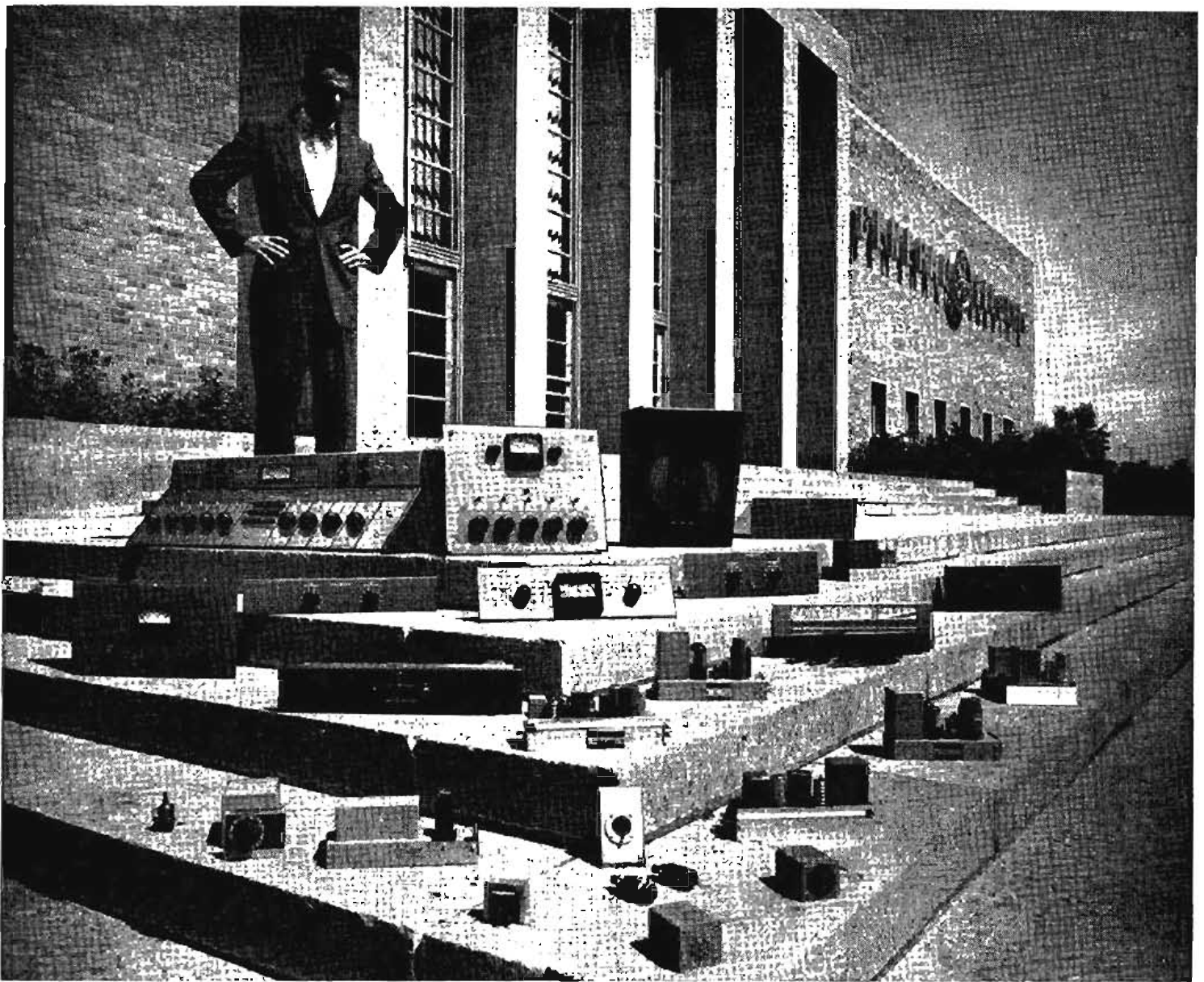
Premiums and Offers

The broadcaster should require that full details of proposed offers be submitted for investigation and approval before the first announcement of the offer is made to the public.

A final date for the termination of an offer should be announced as far in advance as possible.

If a consideration is required, the advertiser should agree to honor complaints indicating dissatisfaction with the premium by returning the consideration.

There should be no misleading descriptions or comparisons of any premiums or gifts which will distort or enlarge their value in the minds of the listeners.



Take your pick from the industry's most complete, most advanced line of audio equipment

At the entrance to Electronics Park, Syracuse, New York, Hal Condo, Broadcast Sales, is shown surrounded by representative pieces from the most advanced line of audio equipment in broadcasting. Many of these units represent significant breakthroughs in broadcast engineering design.

Consider the AGC units. Tried-true and available, hundreds are in use in studios throughout the country.

The Uni-Level Amplifiers—either the plug-in or self-powered rack-mounted model—automatically control level differences between two or more program sources. The Audiomatic Limiting Amplifier practically eliminates "thumping," gives greater range. The exclusive Plug-in Uni-Level Preamplifier maintains near constant signal output, even when the talent moves around.

Find out how and where General Electric audio equipment can pay off for you. Call your Broadcast Equipment representative or write Broadcast Sales Manager, Technical Products Dept., Electronics Park, Syracuse, New York. In Canada, Canadian General Electric Company, Broadcast Equipment Sales, 830 Lansdowne Ave., Toronto, Ontario.

Lower step, left to right: Bridging volume control; transcription equalizer; plug-in relay assembly; line-to-voice coil transformer; microphone plugs and receptacle; bridging-to-line transformer; line-to-line transformer; plug-in pre-amplifier; plug-in program/monitoring amplifier; and equalized transcription pre-amplifier.

Second step, left to right: audiomatic limiting amplifier (AGC); rack-mounted uni-level amplifier (AGC); plug-in uni-level pre-amplifier (AGC); plug-in uni-level amplifier (AGC); jock strip, includ-

ing jack panel and patch cords; and switch and fuse panel.

Third step, left to right: equalizer panel; program level indicator panel; sound effects filter panel; plug-in power supply.

Top step, left to right: transistorized audio console; audio control panel; studio wall speaker; and broadcast shelf. (The transistorized audio console will be available in early 1959, has 18 inputs, and not a tube in the circuitry.)

Equipment shown, plus other items are described in the Audio Data Book. For your free copy, write Section 1Y8 at the above address.

GENERAL  ELECTRIC

FCC Rules Regulating Radio-Television

(Selected sections amended to July 1, 1958.
Compiled with the cooperation of Pike & Fischer Inc., publisher of Pike & Fischer Radio Regulation.)

ALLOCATIONS AND DEFINITIONS

In am rules . . .

§3.1 Standard broadcast station.—The term "standard broadcast station" means a station licensed for the transmission of radio-telephone emissions primarily intended to be received by the general public and operated on a channel in the band 535-1605 kilocycles, inclusive.

§3.2 Standard broadcast band.—The term "standard broadcast band" means the band of frequencies extending from 535-1605 kilocycles.

§3.3 Standard broadcast channel.—The term "standard broadcast channel" means the band of frequencies occupied by the carrier and two side bands of a broadcast signal with the carrier frequency at the center. Channels shall be designated by their assigned carrier frequencies. The 107 carrier frequencies assigned to standard broadcast stations shall begin at 540 kilocycles and be in successive steps of 10 kilocycles.

§3.4 Dominant station.—The term "dominant station" means a class I station, as hereinafter defined, operating on a clear channel.

§3.5 Secondary station.—The term "secondary station" means any station except a class I station operating on a clear channel.

§3.6 Daytime.—The term "daytime" means that period of time between local sunrise and local sunset.

§3.7 Nighttime.—The term "nighttime" means that period of time between local sunset and 12 midnight local standard time.

EDITOR'S NOTE: On March 11, 1954, the FCC proposed to amend this section to specify that "nighttime" means that period from local sunset to local sunrise.

§3.8 Sunrise and sunset.—The term "sunrise and sunset" means for each particular location and during any particular month, the time of sunrise and sunset as specified in the instrument of authorization.

§3.9 Broadcast day.—The term "broadcast day" means that period of time between local sunrise and 12 midnight local standard time.

§3.10 Experimental period.—The term "experimental period" means that time between 12 midnight and local sunrise. This period may be used for experimental purposes in testing and maintaining apparatus by the licensee of any standard broadcast station on its assigned frequency and with its authorized power, provided no interference is caused to other stations maintaining a regular operating schedule within such period. No station licensed for "daytime" or "specified hours" of operation may broadcast any regular or scheduled program during this period.

§3.11 Service areas.—(a) The term "primary service area" of a broadcast station means the area in which the ground wave is not subject to objectionable interference or objectionable fading.

(b) The term "secondary service area" of a broadcast station means the area served by the sky wave and not subject to objectionable interference. The signal is subject to intermittent variations in intensity.

(c) The term "intermittent service area" of a broadcast station means the area receiving service from the ground wave but beyond the primary service area and subject to some interference and fading.

§3.12 Portable transmitter.—The term "portable transmitter" means a transmitter so constructed that it may be moved about conveniently from place to place, and is in fact so moved about from time to time, but not ordinarily used while in motion. In the standard broadcast band, such a transmitter is used in making field intensity measurements for locating a transmitter site for a standard broadcast station. A portable broadcast station will not be licensed in the standard broadcast band for regular transmission of programs intended to be received by the public.

§3.13 Auxiliary transmitter.—The term "auxiliary transmitter" means a transmitter maintained only for transmitting the regular programs of a station in case of failure of the main transmitter.

Allocations—(am)

§3.21 Three classes of standard broadcast channels.

(a) Clear channel: A "clear channel" is one on which the dominant station or stations render service over wide areas and which are cleared of objectionable interference within their primary service areas and over all or a substantial portion of their secondary service areas.

(b) Regional channel: A "regional channel" is one on which several stations may operate with powers not in excess of 5 kilowatts. The primary service area of a station operating on any such channel may be limited, as a consequence of interference, to a given field intensity contour.

(c) Local channel: A "local channel" is one on which several stations operate with powers not in excess of 1 kilowatt daytime, and 250

watts nighttime. The primary service area of a station operating on any such channel may be limited as a consequence of interference to a given field intensity contour.

NOTE: The power ceiling for Class IV stations under the North American Regional Broadcasting Agreement (NARBA) is 250 watts. The Agreement between the United States of America and the United Mexican States Concerning Radio Broadcasting in the Standard Broadcast Band would permit daytime operation of Class IV stations with a maximum power of 1 kilowatt in all areas of the United States more than 100 kilometers (62 miles) from the United States/Mexican border. Accordingly, before the Commission will take final action with respect to an application proposing the use of daytime power in excess of 250 watts by a Class IV station, appropriate coordination of the rules providing for the use of such power must be effected with other North American countries. (See Note under Section 3.22(b).)

§3.22 Classes and power of standard broadcast stations.—(a) Class I station: A "class I station" is a dominant station operating on a clear channel and designed to render primary and secondary service over an extended area and at relatively long distances. Its primary service area is free from objectionable interference from other stations on the same and adjacent channels and its secondary service area free from interference except from stations on the adjacent channel, and from stations on the same channel in accordance with the channel designation in section 3.25 or in accordance with the Engineering Standards of Allocation. The operating power shall be not less than 10 kilowatts nor more than 50 kilowatts. (Also see section 3.25 (a) for further power limitation.)

(b) Class II station: A "class II station" is a secondary station which operates on a clear channel (see section 3.25) and is designed to render service over a primary service area which is limited by and subject to such interference as may be received from class I stations. A station of this class shall operate with power not less than 0.25 kilowatt nor more than 50 kilowatts. Whenever necessary, a class II station shall use a directional antenna or other means to avoid interferences with class I stations and with other class II stations, in accordance with §3.182.

EDITOR'S NOTE: Since 1945 the FCC has been considering various changes in the Clear Channel assignments, including the question of a daytime skywave. On April 15, 1953, FCC issued a Notice of Further Rule-Making in which it proposed to breakdown various clear channels. This is still pending FCC action.

(c) Class III station: A "class III station" is a station which operates on a regional channel and is designed to render service primarily to a metropolitan district and the rural area contiguous thereto. Class III stations are subdivided into two classes:

(1) Class III-A station: A "class III-A station" is a class III station which operates with power not less than 1 kilowatt nor more than 5 kilowatts, and the service area of which is subject to interference in accordance with §3.182.

(2) Class III-B station: A "class III-B station" is a class III station which operates with a power not less than 0.5 kilowatt and not more than 1 kilowatt night and 5 kilowatts daytime, and the service area of which is subject to interference in accordance with the Engineering Standards of Allocation.

NOTE: The term "metropolitan district" as used in this paragraph is not limited in accordance with the definition given by the Bureau of the Census but includes any principal center of population in any area.

(d) Class IV station: A "class IV station" is a station operating on a local channel and designed to render service primarily to a city or town and the suburban and rural areas contiguous thereto. The power of a station of this class shall not be less than 0.1 kilowatt and not more than 0.25 kilowatt nighttime, and 1 kilowatt daytime, and its service area is subject to interference in accordance with Section 3.182.

§3.23 Time of operation of the several classes of stations.—The several classes of standard broadcast stations may be licensed to operate in accordance with the following:

(a) "Unlimited time" permits operation without a maximum limit as to time.

(b) "Limited time" is applicable to class II (secondary stations) operating on a clear channel only. It permits operation of the secondary station during daytime, and until local sunset if located west of the dominant station on the channel, or if located east thereof, until sunset at the dominant station; and in addition during night hours, if any, not used by the dominant station or stations on the channel.

EDITOR'S NOTE: On March 11, 1954, the FCC proposed to amend this section in line with its proposed new definition of "nighttime." See Sec. 3.7 above. It also proposes other changes.

(c) Daytime permits operation during the hours between average monthly local sunrise and average monthly local sunset. Daytime stations operating on local channels with a power of 0.1 kw or 0.25 kw may, upon notification to the Commission and to the Engineer in Charge of the radio district in which they are located, operate at hours beyond those specified in their license.

(d) "Sharing time" permits operation during hours which are so restricted by the sta-

tion license as to form a division of time with one or more other stations using the same channel.

(e) Specified hours means that the exact operating hours are specified in the license. (The minimum hours that any station shall operate are specified in Section 3.71.) Specified hours stations operating on local channels with a power of 0.1 kw or 0.25 kw, except those sharing time with other stations may, upon notification to the Commission and the Engineer in Charge of the radio district in which they are located, operate at hours beyond those specified in their license.

§3.24 Broadcast facilities; showing required.—(a) Applications for new stations or for modifications of existing authorizations shall be filed on FCC Form 301; for licenses, on FCC Form 302; for renewal of licenses, on FCC Form 303.

(b) An authorization for a new standard broadcast station or increase in facilities of an existing station will be issued only after a satisfactory showing has been made in regard to the following, among others:

(1) That the proposed assignment will tend to effect a fair, efficient, and equitable distribution of radio service among the several states and communities.

(2) That objectionable interference will not be caused to existing stations or that if interference will be caused the need for the proposed service outweighs the need for the service which will be lost by reason of such interference. That the proposed station will not suffer interference to such an extent that its service would be reduced to an unsatisfactory degree (For determining objectionable interference, see §§3.182 and 3.186).

(3) That the applicant is financially qualified to construct and operate the proposed station.

(4) That the applicant is legally qualified. That the applicant (or the person or persons in control of an applicant corporation or other organization) is of good character and possesses other qualifications sufficient to provide a satisfactory public service.

(5) That the technical equipment proposed, the location of the transmitter, and other technical phases of operation comply with the regulations governing the same, and the requirements of good engineering practice. (See technical regulations of this subpart and §3.188.)

(6) That the facilities sought are subject to assignment as requested under existing international agreements and the rules and regulations of the Commission.

(7) That the population within the 1 v/m contour does not exceed 1.0 percent of the population within the 25 mv/m contour; Provided, however, that where the number of persons within 1 v/m contour is 300 or less the provisions of this subparagraph are not applicable.

(8) That the public interest, convenience, and necessity will be served through the operation under the proposed assignment.

§3.25 Clear channels: Class I and II stations.—The frequencies in the following tabulations are designated as clear channels and assigned for use by the classes of stations given:

(a) To each of the channels below there will be assigned one class I station and there may be assigned one or more class II stations operating limited time or daytime only: 640, 650, 660, 670, 700, 720, 750, 760, 770, 780, 820, 830, 840, 870, 880, 890, 1020, 1040, 1100, 1120, 1160, 1180, 1200 and 1210 kilocycles. There also may be assigned to these frequencies class I stations operating unlimited time in Alaska, Hawaii, Virgin Islands and Puerto Rico which will not deliver over 5 microvolts per meter groundwave day or night or 25 microvolts per meter 10 percent time skywave at night at any point within the continental limits of the United States. The power of the class I stations on these channels shall not be less than 50 kilowatts.

(b) To each of the channels below there may be assigned class I and class II stations: 680, 710, 810, 850, 940, 1000, 1030, 1060, 1070, 1080, 1090, 1110, 1130, 1140, 1170, 1190, 1500, 1510, 1520, 1530, 1540, 1560, and 1560 kilocycles.

NOTE: Class I and II stations on 1640 kilocycles shall deliver not over 5 microvolts per meter groundwave or 25 microvolts per meter 10 percent time skywave at any point of land in the Bahama Islands, and such stations operating nighttime (i.e., sunset to sunrise at the location of the class II station) shall be located not less than 650 miles from the nearest point of land in the Bahama Islands.

(c) For class II stations which will not deliver over 5 microvolts per meter groundwave or 25 microvolts per meter 10 percent time skywave at any point on Canadian border and provided that such stations operating nighttime (i.e., sunset to sunrise at the location of the class II station) are located not less than 650 miles from the nearest Canadian border: 640, 690, 740, 860, 990, 1010, and 1530 kilocycles.

NOTE: A station on 1010 kilocycles shall also protect a class I-B station at Havana, Cuba.

(d) In continental United States, for class II stations which operate daytime only with power not in excess of 1 kilowatt and which will not deliver over 5 microvolts per meter groundwave at any point on the Mexican border, and in Alaska, Hawaii, Puerto Rico, and the Virgin Islands, for class II stations which will not deliver over 5 microvolts per meter groundwave or 25 microvolts per meter 10 per

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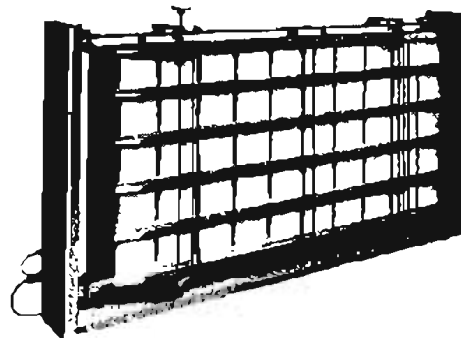
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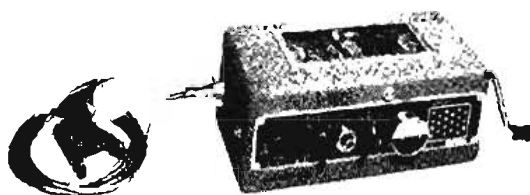
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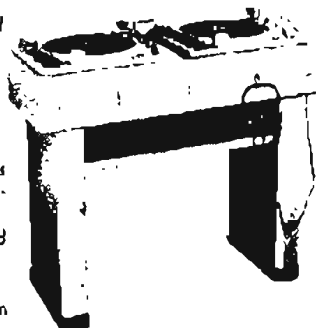
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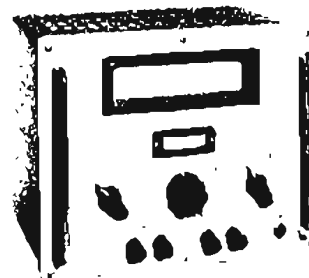
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rent time skywave at any point on the said border: 730, 800, 900, 1050, 1220 and 1570 kilocycles.

NOTE: See North American Regional Broadcasting Agreement for use of 1050 kc by a station in New York (Appendix I, Table IV).

NOTE: See agreement with Mexico for further use of 1220 kc.

§3.26 Regional channels: Classes III-A and III-B stations.—The following frequencies are designated as regional channels and are assigned for use by class III-A and III-B stations: 550, 560, 570, 580, 590, 600, 610, 620, 630, 790, 910, 920, 930, 950, 960, 970, 980, 1150, 1250, 1260, 1270, 1280, 1290, 1300, 1310, 1320, 1330, 1450, 1360, 1370, 1380, 1390, 1110, 1420, 1430, 1440, 1460, 1470, 1480, 1500, and 1600 kilocycles.

NOTE: See North American Regional Broadcasting Agreement for special provisions concerning the assigning of class II stations in other countries of North America to 560, 570, 590, 630 and 1270 Kcs. Such stations shall be protected from interference in accordance with Appendix II, Table I, of said agreement.

§3.27 Local channels: Class IV stations.—The following frequencies are designated as local channels and are assigned for use by class IV stations: 1230, 1240, 1400, 1450, and 1490 kilocycles.

§3.28 Assignment of stations to channels.—(a) The individual assignments of stations to channels which may cause interference to other United States stations only shall be made in accordance with the provisions of this Part for the respective classes of stations involved. (For determining objectionable interference see §§ 182 and 3.186.)

(b) In all cases where an individual station assignment may cause interference with or may involve a channel assigned for priority of use by a station in another North American country, the classifications, allocation requirements and engineering standards set forth in the North American Regional Broadcasting Agreement shall be observed.

NOTE: Pending action with respect to ratification and entry into force of the North American Regional Broadcasting Agreement, Washington, 1950 (referred to herein as NARBA) and the agreement between the U.S.A. and the United Mexican States Concerning Radio Broadcasting in Standard Broadcast Band (referred herein to as the U.S./Mexican Agreement), no assignment for a standard broadcast station will be made which would be inconsistent with the terms of those agreements. (Remainder of footnote describes procedures to carry this out.)

(c) Upon showing that a need exists, a class II, III or IV station may be assigned to a channel available for such class, even though interference will be received within its normally protected contour, provided: (1) no objectionable interference will be caused by the proposed station to existing stations or that if interference will be caused, the need for the proposed service outweighs the need for the service which will be lost by reason of such interference; and (2) primary service will be provided to the community in which the proposed station is to be located; and (3) the interference received does not affect more than 10% of the population in the proposed station's normally protected primary service area. However, in the event that the nighttime interference received by the proposed station would exceed this amount, then an assignment may be made if the proposed station would provide either a standard broadcast nighttime facility to a community not having such a facility or if 25% or more of the nighttime primary service area of the proposed station is without primary nighttime service.

§3.29 Class IV stations on regional channels.—No license will be granted for the operation of a class IV station on a regional channel, provided, however, that class IV stations presently authorized to operate on regional channels will not be required to change frequency or power but will not be protected against interference from class III stations.

In fm rules . . .

§3.201. Numerical designation of fm broadcast channels.—For convenience, the frequencies available for fm broadcasting (including those assigned to non-commercial educational broadcasting) are given numerical designations which are shown in the table below.

EDITOR'S NOTE: The band is 88-108 mc. Non-commercial educational fm occupies 88-92 mc. Class A commercial channels are shown in §3.203 (b), below. The rest are class B.

§3.202 Areas of the United States.—For the purpose of allocation the United States is divided into two areas. The first area—Area I—includes southern New Hampshire; all of Massachusetts, Rhode Island, and Connecticut; southeastern New York as far north as Albany-Troy-Schenectady; all of New Jersey, Delaware and the District of Columbia; Maryland as far west as Hagerstown, and eastern Pennsylvania as far west as Harrisburg. The second area—Area II—comprehends the remainder of the United States not included in Area I.

NOTE: In some of the territory contiguous to Area I, the demand for frequencies requires that applications be given careful study and

consideration to insure an equitable distribution of facilities throughout the region. This region includes the remainder of Maryland, Pennsylvania, and New York (except the northeastern corner) not included in area I; Virginia, West Virginia, North Carolina, South Carolina, Ohio and Indiana; southern Michigan as far north as Saginaw, eastern Illinois as far west as Rockford-Decatur; and southwestern Wisconsin as far north as Sheboygan. Other regions may be added as required.

§3.203 Class A Stations.—(a) A class A station is a station which operates on a class A channel and is designed to render service primarily to a community or to a city or town other than the principal city of an area, and the surrounding rural area. The coverage of a class A station shall be not more than the equivalent of 1 kilowatt effective radiated power and antenna height of 250 feet above average terrain, as determined by the methods prescribed in §3.311.

(NOTE: For the purpose of determining equivalent coverage, the 1 mv/m contour should be used.)

A class A station will not be licensed with more than 1 kilowatt effective radiated power. The power rating of the transmitter used for a class A station shall be not less than 250 watts nor more than 1 kilowatt. The signal intensity requirements of §3.311 shall determine the minimum coverage of a class A station. Class A station will normally be protected to the 1 mv/m contour; however, assignments will be made in a manner to insure, insofar as possible, a maximum of service to all listeners, whether urban or rural, giving consideration to the minimum signal capable of providing service.

(b) The following frequencies, except as provided in paragraphs (c) and (d) of this section, are designated as class A channels and are assigned for use by class A stations:

Frequency	Channel	Frequency	Channel	Frequency	Channel
92.1	221	96.7	244	102.3	272
92.7	224	97.7	249	103.1	276
93.5	228	98.3	252	103.9	280
94.3	232	99.3	257	104.6	285
95.3	237	100.1	261	105.5	288
95.9	240	100.9	265	106.3	292
		101.7	269	107.1	296

These channels are available for assignment (1) in cities which are not the central city or cities of a metropolitan district, and (2) in central cities of metropolitan districts which have fewer than six class B stations.

(c) In the Territory of Hawaii, the frequency band 98-108 mc is allocated for non-broadcast use. The frequencies 93.1 through 107 mc, inclusive, (channels 251 through 800 inclusive) will not be assigned in the Territory of Hawaii for use by fm broadcast stations.

(d) In the Territory of Alaska the frequency band 88-108 mc is allocated to Government radio services and the non-Government fixed service only. The frequencies 88.1 mc through 92.0 mc (channels 201 through 260 inclusive) will not be assigned in the Territory of Alaska for use by fm broadcast stations.

§3.204 Class B Stations.

(a) A class B station is a station which operates on a class B channel and is designed to render service primarily to a metropolitan district or principal city and the surrounding rural area, or to rural areas removed from large centers of population. The service area of a class B station will not be protected beyond the 1 mv/m contour, however, class B assignments will be made in a manner to insure, insofar as possible, a maximum of service to all listeners, whether urban or rural, giving consideration to the minimum signal capable of providing service. Standard power ratings of transmitters used for class B stations shall be 1 kw or greater. The signal intensity requirements of §3.311 shall determine the minimum coverage of a class B station. In the following sub-sections, antenna height above average terrain and effective radiated power are to be determined by the methods prescribed in the technical standards of this subpart.

(1) The coverage of a class B station in Area I shall be not more than the equivalent of 20 kilowatts effective radiated power and antenna height of 600 feet above average terrain. A class B station in Area I will not be licensed with an effective radiated power greater than 20 kilowatts. (NOTE: For the purpose of determining equivalent coverage, the 1 mv/m contour should be used.)

(2) The coverage of a class B station in Area II shall normally be not more than the equivalent of 20 kilowatts effective radiated power and antenna height of 500 feet above average terrain. The use of greater power and antenna height will be encouraged in those portions of Area II where such use would not result in undue interference to stations already authorized or to probable assignments insofar as can be determined at the time of the grant. In such case, the power, antenna height, and area will be determined on the merits of each application with particular attention being given to rural areas which would not otherwise receive service. (NOTE: For the purpose of determining equivalent coverage, the 1 mv/m contour should be used.)

(b) The following frequencies, except as provided in paragraphs (c) and (d) of this sec-

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tion, are designated as class B channels and are assigned for use by class B stations.

[EDITOR'S NOTE: Class B channels are those channels between 92 mc and 108 mc which are not designated as class A channels in §3.203(b).]

(c) In the Territory of Hawaii the frequency band 98-108 mc is allocated for nonbroadcast use. The frequencies 98.1 through 107.9 mc inclusive (channels 251 through 300 inclusive) will not be assigned in the Territory of Hawaii for use by fm broadcast stations.

(d) In the Territory of Alaska the frequency band 88-100 mc is allocated exclusively to Government radio services and the non-Government fixed service. The frequencies 88.1 mc through 99.9 mc (channels 201 through 260 inclusive) will not be assigned in the Territory of Alaska for use by fm broadcast stations.

In tv rules . . .

§3.603. Numerical designation of television channels.—(a)

Channel No.	Frequency band (Megacycles)	Channel No.	Frequency band (Megacycles)
2	54-60	43	644-650
3	60-66	44	650-656
4	66-72	45	656-662
5	76-82	46	662-668
6	82-88	47	668-674
7	174-180	48	674-680
8	180-186	49	680-686
9	186-192	50	686-692
10	192-198	51	692-698
11	198-204	52	698-704
12	204-210	53	704-710
13	210-216	54	710-716
14	476-482	55	716-722
15	476-482	56	722-728
16	482-488	57	728-734
17	488-494	58	734-740
18	494-500	59	740-746
19	500-506	60	746-752
20	506-512	61	752-758
21	512-518	62	758-764
22	518-524	63	764-770
23	524-530	64	770-776
24	530-536	65	776-782
25	536-542	66	782-788
26	542-548	67	788-794
27	548-554	68	794-800
28	554-560	69	800-806
29	560-566	70	806-812
30	566-572	71	812-818
31	572-578	72	818-824
32	578-584	73	824-830
33	584-590	74	830-836
34	590-596	75	836-842
35	596-602	76	842-848
36	602-608	77	848-854
37	608-614	78	854-860
38	614-620	79	860-866
39	620-626	80	866-872
40	626-632	81	872-878
41	632-638	82	878-884
42	638-644	83	884-890

(b) In the Territories of Alaska and Hawaii the frequency bands 76-82 mc and 82-88 mc are allocated for nonbroadcast use. These frequency bands (Channels 5 and 6) will not be assigned in the Territories of Alaska and Hawaii for use by television broadcast stations.

§3.606. Table of Assignments. (a) The following Table of Assignments contains the channels assigned to the listed communities in the United States, its Territories, and Possessions. Channels designated with an asterisk are assigned for use by non-commercial educational broadcast stations only. A station on a channel identified by a plus or minus mark is required to operate with its carrier frequencies offset 10 kc above or below, respectively, the normal carrier frequencies.

§3.607. Availability of channels.—(a) Subject to the provisions of paragraph (b) of this section, applications may be filed to construct television broadcast stations only on the channels assigned in the Table of Assignments and only in the communities listed therein. Applications which fail to comply with this requirement, whether or not accompanied by a petition to amend the Table, will not be accepted for filing provided, however, that applications specifying channels which accord with publicly announced Commission orders changing the Table of Assignments will be accepted for filing even though such applications are tendered before the effective dates of such channel changes.

(b) A channel assigned to a community listed in the Table of Assignments is available upon application in any unlisted community which is located within 15 miles of the listed community. In addition, a channel assigned to a community listed in the Table of Assignments and not designated for use by noncommercial educational stations only, is available upon application in any other community within 15 miles thereof which, although listed in the Table, is assigned only a channel designated for use only by noncommercial educational stations. Where channels are assigned to two or more communities listed in combina-

tion in the Table of Assignments the provisions of this paragraph shall apply separately to each community so listed. The distance between communities shall be determined by the distance between the respective coordinates thereof as set forth in the publication of the United States Department of Commerce entitled "Air Line Distances Between Cities in the United States." (This publication may be purchased from the Government Printing Office, Washington, D. C.) If said publication does not contain the coordinates of either or both communities, the coordinates of the main post office in either or both of such communities shall be used. The method to be followed in making the measurements is set forth in Section 3.611 (d).

§3.609. Zones. (a) For the purpose of allocation and assignment, the United States is divided into three zones as follows:

(1) Zone I consists of that portion of the United States located within the confines of the following lines drawn on the United States Albers Equal Area Projection Map (based on standard parallels 29½° and 45½°; North American datum): Beginning at the most easterly point on the State boundary line between North Carolina and Virginia; thence in a straight line to a point on the Virginia, West Virginia boundary line located at North Latitude 37° 49' and West Longitude 80° 12' 30"; thence westerly along the southern boundary lines of the States of West Virginia, Ohio, Indiana and Illinois to a point at the junction of the Illinois, Kentucky, and Missouri State boundary lines; thence northerly along the western boundary line of the State of Illinois to a point at the junction of the Illinois, Iowa, and Wisconsin State boundary lines; thence easterly along the northern State boundary line of Illinois to the 90th meridian; thence north along this meridian to the 43.5° parallel; thence east along this parallel to the 71st meridian; thence in a straight line to the intersection of the 69th meridian and the 45th parallel; thence east along the 45th parallel to the Atlantic Ocean. When any of the above lines pass through a city, the city shall be considered to be located in Zone I. (See Figure 1 of §3.609.)

(2) Zone II consists of that portion of the United States which is not located in either Zone I or Zone III, and Puerto Rico, Alaska, Hawaiian Islands and the Virgin Islands.

(3) Zone III consists of that portion of the United States located south of a line, drawn on the United States Albers Equal Area Projection Map (based on standard parallels 29½° and 45½°; North American datum), beginning at a point on the east coast of Georgia and the 31st parallel and ending at the United States-Mexican border, consisting of arcs drawn with a 150 mile radius to the north from the following specified points:

North Latitude	West Longitude
a) 29°40'00"	83°24'00"
b) 30°07'00"	84°12'00"
c) 30°31'40"	86°30'00"
d) 30°48'00"	87°58'30"
e) 30°00'00"	90°38'30"
f) 30°04'30"	92°19'00"
g) 29°46'00"	95°05'00"
h) 28°43'00"	96°30'30"
i) 27°52'30"	97°32'00"

When any of the above arcs pass through a city, the city shall be considered to be located in Zone II. (See Figure 2 of §3.609.)

§3.610. Separations. (a) The provisions of this section relate to assignment separations and station separations. Petitions to amend the Table of Assignments (§3.606(b)) (other than those also expressly requesting amendment of this section or §3.609) will be dismissed and all applications for new television broadcast stations or for changes in the transmitter sites of existing stations will not be accepted for filing if they fail to comply with the requirements specified in paragraphs (b), (c) and (d) of this section.

NOTE: Licensees and permittees of television broadcast stations which were operating on April 14, 1952 pursuant to one or more separations below those set forth in §3.610 may continue to so operate, but in no event may they further reduce the separations below the minimum. As the existing separations of such stations are increased, the new separations will become the required minimum separations until separations are reached which comply with the requirements of §3.610. Thereafter, the provisions of said section shall be applicable.

(b) Minimum co-channel assignment and station separations:

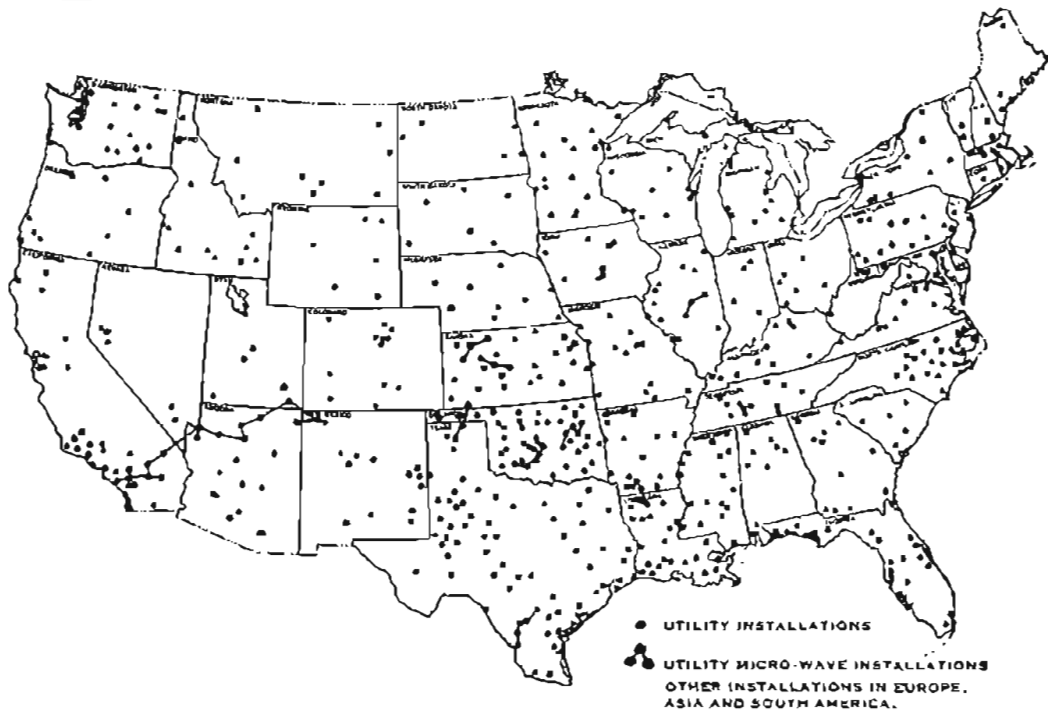
(1) Zone	Channels 2-13	Channels 14-83
I	170 miles	165 miles
II	190 miles	175 miles
III	220 miles	205 miles

(2) The minimum co-channel mileage separation between a station in one zone and a station in another zone shall be that of the zone requiring the lower separation.

(c) Minimum assignment and station adja-

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FCC Rules CONTINUED

cent channel separations applicable to all zones:

(1) Channels 2-13 60 miles
Channels 14-83 55 miles

(2) Due to the frequency spacing which exists between Channels 4 and 5, between Channels 6 and 7, and between Channels 13 and 14, the minimum adjacent channel separations specified above shall not be applicable to these pairs of channels (see §3.603).

(d) In addition to the requirements of paragraphs (a), (b) and (c) of this section, the minimum assignment and station separations between stations on Channels 14-83, inclusive, as set forth in Table IV of §3.698 must be met in either rule making proceedings looking towards the amendment of the Table of Assignments (§3.606(b)) or in licensing proceedings. No channel listed in column (1) of Table IV of §3.698 will be assigned to any city, and no application for an authorization to operate on such a channel will be granted unless the mileage separations indicated at the top of columns (2)-(7), inclusive, are met with respect to each of the channels listed in those columns and parallel with the channel in column (1).

(e) The zone in which the transmitter of a television station is located or proposed to be located determines the applicable rules with respect to co-channel mileage separations where the transmitter is located in a different zone from that in which the channel to be employed is located.

§3.614. Power and antenna height requirements.—(a) Minimum requirements. Applications will not be accepted for filing if they specify less than—10 dbk (100 watts) visual effective radiated power in any horizontal direction. No minimum antenna height above average terrain is specified.

(b) Maximum power. Applications will not be accepted for filing if they specify a power in excess of that provided for in this paragraph. Except as provided in subparagraph (1) below, the maximum effective radiated powers of television broadcast stations operating on the channels set forth below with antenna heights not in excess of 2000 feet above average terrain shall be as follows:

Channel Nos.	Maximum visual effective radiated power in db above one kilowatt (dbk)
2-6	20 dbk (100 kw)
7-13	25 dbk (316 kw)
14-83	37 dbk (5000 kw)

(1) In Zone I, on Channels 2-13, inclusive, the maximum powers specified above for these channels may be used only with antenna heights not in excess of 1000 feet above average terrain. Where antenna heights exceeding 1000 feet above average terrain are used on Channels 2-13, or antenna heights exceeding 2000 feet above average terrain are used on Channels 14-83, the maximum power shall be based on the chart designated as Figure 3 of §3.699.

NOTE: This limitation shall not apply to any licensee or permittee in Zone I who received an authorization after March 22, 1951, to relocate its transmitter site and construct a new tower and antenna to a height in excess of 1000 feet above average terrain and who constructed or who had substantially completed construction of said tower and antenna prior to April 14, 1952. In such case, maximum power may be utilized at the height above average terrain specified in the authorization. The limitation shall apply, however, where the tower or other principal supporting structure had been constructed prior to the date of such authorization.

(2) In Zones II and III, the maximum powers which may be used by television broadcast stations operating on the respective channels set forth in the above table with antenna heights exceeding 2000 feet above average terrain shall be based on the chart designated as Appendix III, Figure 2b.

(3) The effective radiated power in any horizontal or vertical direction may not exceed the maximum values permitted by this section and Appendix III, Figures 2(a) and 2(b).

(4) The maximum effective radiated power in any direction above the horizontal plane shall be as low as the state of the art permits and may not exceed the effective radiated power in the horizontal direction in the same vertical plane.

(c) The zone in which the transmitter of a television station is located or proposed to be located determines the applicable rules with respect to maximum antenna heights and powers for vhf stations when the transmitter is located in Zone I and the channel to be employed is located in Zone II, or the transmitter is located in Zone II and the channel to be employed is located in Zone I.

MULTIPLE OWNERSHIP

In am rules . . .

§3.35 Multiple ownership.—No license for a standard broadcast station shall be granted to any party (including all parties under common control) if

TABLE IV

(1) Channel	(2) 20 miles (I.F. band)	(3) 20 miles (Intermod- ulation)	(4) 55 miles (Adjacent channel)	(5) 60 miles (Oscil- lator)	(6) 60 miles (Sound image)	(7) 75 miles (Picture image)
14	22	16-19	15	21	28	29
15	23	17-20	14,16	22	29	30
16	24	14,18-21	15,17	23	30	31
17	25	14-15,19-22	16,18	24	31	32
18	26	14-16,20-23	17,19	25	32	33
19	27	14-17,21-24	18,20	26	33	34
20	28	15-18,22-25	19,21	27	34	35
21	29	16-19,23-26	20,22	28,14	35	36
22	30,14	17-20,24-27	21,23	29,15	36	37
23	31,15	18-21,25-28	22,24	30,16	37	38
24	32,16	19-22,26-29	23,25	31,17	38	39
25	33,17	20-23,27-30	24,26	32,18	39	40
26	34,18	21-24,28-31	25,27	33,19	40	41
27	35,19	22-25,29-32	26,28	34,20	41	42
28	36,20	23-26,30-33	27,29	35,21	42,14	43
29	37,21	24-27,31-34	28,30	36,22	43,15	44,14
30	38,22	25-28,32-35	29,31	37,23	44,16	45,15
31	39,23	26-29,33-36	30,32	38,24	45,17	46,16
32	40,24	27-30,34-37	31,33	39,25	46,18	47,17
33	41,25	28-31,35-38	32,34	40,26	47,19	48,18
34	42,26	29-32,36-39	33,35	41,27	48,20	49,19
35	43,27	30-33,37-40	34,36	42,28	49,21	50,20
36	44,28	31-34,38-41	35,37	43,29	50,22	51,21
37	45,29	32-35,39-42	36,38	44,30	51,23	52,22
38	46,30	33-36,40-43	37,39	45,31	52,24	53,23
39	47,31	34-37,41-44	38,40	46,32	53,25	54,24
40	48,32	35-38,42-45	39,41	47,33	54,26	55,25
41	49,33	36-39,43-46	40,42	48,34	55,27	56,26
42	50,34	37-40,44-47	41,43	49,35	56,28	57,27
43	51,35	38-41,45-48	42,44	50,36	57,29	58,28
44	52,36	39-42,46-49	43,45	51,37	58,30	59,29
45	53,37	40-43,47-50	44,46	52,38	59,31	60,30
46	54,38	41-44,48-51	45,47	53,39	60,32	61,31
47	55,39	42-45,49-52	46,48	54,40	61,33	62,32
48	56,40	43-46,50-53	47,49	55,41	62,34	63,33
49	57,41	44-47,51-54	48,50	56,42	63,35	64,34
50	58,42	45-48,52-55	49,51	57,43	64,36	65,35
51	59,43	46-49,53-56	50,52	58,44	65,37	66,36
52	60,44	47-50,54-57	51,53	59,45	66,38	67,37
53	61,45	48-51,55-58	52,54	60,46	67,39	68,38
54	62,46	49-52,56-59	53,55	61,47	68,40	69,39
55	63,47	50-53,57-60	54,56	62,48	69,41	70,40
56	64,48	51-54,58-61	55,57	63,49	70,42	71,41
57	65,49	52-55,59-62	56,58	64,50	71,43	72,42
58	66,50	53-56,60-63	57,59	65,51	72,44	73,43
59	67,51	54-57,61-64	58,60	66,52	73,45	74,44
60	68,52	55-58,62-65	59,61	67,53	74,46	75,45
61	69,53	56-59,63-66	60,62	68,54	75,47	76,46
62	70,54	57-60,64-67	61,63	69,55	76,48	77,47
63	71,55	58-61,65-68	62,64	70,56	77,49	78,48
64	72,56	59-62,66-69	63,65	71,57	78,50	79,49
65	73,57	60-63,67-70	64,66	72,58	79,51	80,50
66	74,58	61-64,68-71	65,67	73,59	80,52	81,51
67	75,59	62-65,69-72	66,68	74,60	81,53	82,52
68	76,60	63-66,70-73	67,69	75,61	82,54	83,53
69	77,61	64-67,71-74	68,70	76,62	83,55	84,54
70	78,62	65-68,72-75	69,71	77,63	84,56	85,55
71	79,63	66-69,73-76	70,72	78,64	85,57	86,56
72	80,64	67-70,74-77	71,73	79,65	86,58	87,57
73	81,65	68-71,75-78	72,74	80,66	87,59	88,58
74	82,66	69-72,76-79	73,75	81,67	88,60	89,59
75	83,67	70-73,77-80	74,76	82,68	89,61	90,60
76	68	71-74,78-81	75,77	83,69	90,62	91,61
77	69	72-75,79-82	76,78	70	91,63	92,62
78	70	73-76,80-83	77,79	71	92,64	93,63
79	71	74-77,81-83	78,80	72	93,65	94,64
80	72	75-78,82-83	79,81	73	94,66	95,65
81	73	76-79,83	80,82	74	95,67	96,66
82	74	77-80	81,83	75	96,68	97,67
83	75	78-81	82	76	97,69	98,68

(1) such party directly or indirectly owns, operates or controls another standard broadcast station, a substantial portion of whose primary service area would receive primary service from the station in question, except upon a showing that public interest, convenience and necessity will be served through such multiple ownership situation; or

(2) such party, or any stockholder, officer or director of such party, directly or indirectly owns, operates, controls, or has any interest in, or is an officer or director of any other standard broadcast station if the grant of such license would result in a concentration of control of standard broadcasting in a manner inconsistent with public interest, convenience, or necessity. In determining whether there is such a concentration of control, consideration will be given to the facts of each case with particular reference to such factors as the size, extent and location of area served, the number of people served, classes of stations involved and the extent of other competitive service to the areas in question. The Commission, however, will in any event consider that there would be such a concentration of control contrary to the public interest, convenience or necessity for any party or any of its stockholders, officers or directors to have a direct or indirect interest in, or be stockholders, officers, or directors of, more than seven standard broadcast stations.

NOTE: The word "control" as used herein, is not limited to majority stock ownership but includes actual working control in whatever manner exercised.

NOTE: In applying the foregoing provisions to the stockholders of a corporation which has more than 50 voting stockholders, only those stockholders need be considered who are officers or directors or who directly or indirectly own 1% or more of the outstanding voting stock.

In fm rules . . .

§3.240 Multiple ownership.—No license for an fm broadcast station shall be granted to any party (including all parties under common control) if

(1) such party directly or indirectly owns, operates, or controls another fm broadcast station which serves substantially the same service area; or

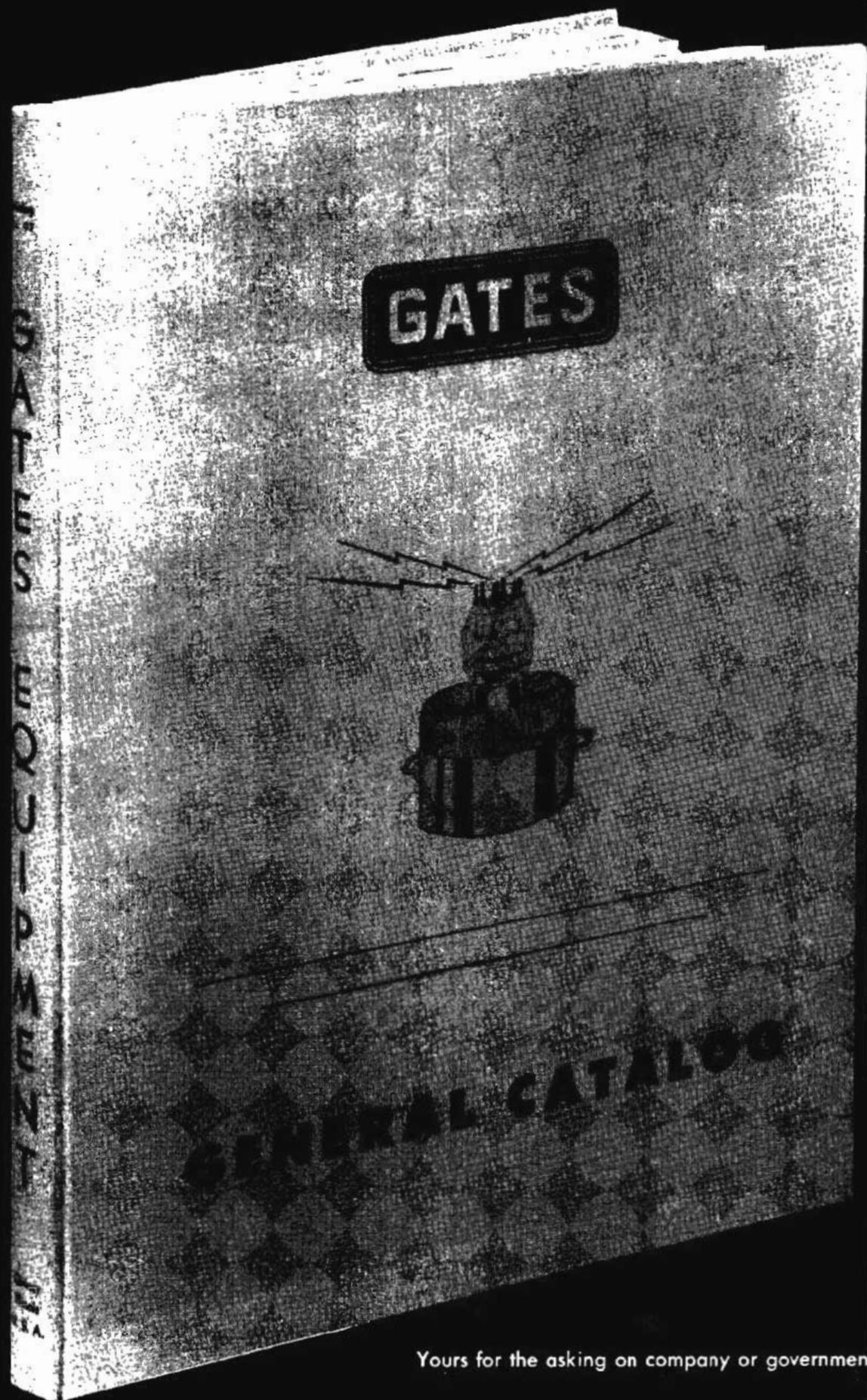
(2) such party, or any stockholder, officer or director of such party, directly or indirectly owns, operates, controls, or has any interest in, or is an officer or director of any other fm broadcast station if the grant of such license would result in a concentration of control of fm broadcasting in a manner inconsistent with public interest, convenience or necessity. In determining whether there is such a concentration of control, consideration will be given to the facts of each case with particular reference to such factors as the size, extent and location of areas served, the number of people served, classes of stations involved, and the extent of other competitive service to the areas in question. The Commission, however, will in any event consider that there would be such a concentration of control contrary to the public interest, convenience or necessity for any party or any of its stockholders, officers or directors to have a direct or indirect interest in, or be stockholders, officers, or directors of, more than seven fm broadcast stations.

NOTE: The word "control" as used herein, is not limited to majority stock ownership but includes actual working control in whatever manner exercised.

NOTE: In applying the foregoing provisions to the stockholders of a corporation which has more than 50 voting stockholders, only those stockholders need be considered who are officers or directors or who directly or indirectly own 1% or more of the outstanding voting stock.

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FCC Rules CONTINUED

In tv rules . . .

§3.830. Multiple ownership.—(a) No license for a television broadcast station shall be granted to any party (including all parties under common control) if:

(1) such party directly or indirectly owns, operates, or controls another television broadcast station which serves substantially the same area; or

(2) such party, or any stockholder, officer or director of such party, directly or indirectly owns, operates, controls, or has any interest in, or is an officer or director of any other television broadcast station if the grant of such license would result in a concentration of control of television broadcasting in a manner inconsistent with public interest, convenience, or necessity. In determining whether there is such a concentration of control, consideration will be given to the facts of each case with particular reference to such factors as the size, extent and location of areas served, the number of people served, and the extent of other competitive service to the areas in question. The Commission, however, will in any event consider that there would be such a concentration of control contrary to the public interest, convenience or necessity for any party or any of its stockholders, officers or directors to have a direct or indirect interest in, or be stockholders, officers, or directors of, more than seven television broadcast stations, no more than five of which may be in the vhf band.

(b) Paragraph (a) of this section is not applicable to non-commercial educational stations.

NOTE 1: The word "control" as used herein is not limited to majority stock ownership, but includes actual working control in whatever manner exercised.

NOTE 2: In applying the provisions of paragraph (a) of this section to the stockholders of a corporation which has more than 50 voting stockholders, only those stockholders need be considered who are officers or directors or who directly or indirectly own 1% or more of the outstanding voting stock.

STUDIO LOCATION ORIGINATIONS

In am rules . . .

§3.30 Station location and program origination.—(a) Except as provided in paragraph (b) of this section, each standard broadcast station will be licensed to serve primarily a particular city, town, or other political subdivision, which will be specified in the station license and the station will be considered to be located in such place. Unless licensed as a synchronous amplifier transmitter, each station shall maintain a studio, which will be known as the main studio, in the place where the station is located, provided that the main

studio may be located at the transmitter site whether or not the transmitter site is in the place where the station is located. A majority (computed on the basis of duration and not number) of a station's programs or in the case of a station affiliated with a network two-thirds of such station's non-network programs, whichever is smaller, shall originate from the main studio or from other studios or remote points situated in the place where the station is located.

(b) Stations will be licensed to serve more than one city, town, or other political subdivision only where a satisfactory showing is made that such place meets all the requirements of the Rules and Standards of Good Engineering Practice with respect to the location of main studios; that the station can and will originate a substantial number of local live programs from each such place; and that the requirements as to origination of programs contained in paragraph (a) of this section would place an unreasonable burden on the station if it were licensed to serve only one city, town, or other political subdivision. A station licensed to serve more than one place shall be considered to be located in and shall maintain main studios in each such place. With respect to such station the requirements as to origination of programs contained in paragraph (a) of this section shall be satisfied by the origination of programs from any or all of the main studios or from other studios and remote points situated in any or all of the places in which the main studios are located.

(c) The transmitter of each standard broadcast station shall be so located that primary service is delivered to the borough or city in which the main studio is located in accordance with the Standards of Good Engineering Practice, prescribed by the Commission.

§3.31 Authority to move main studio.—The licensee of a station shall not move its main studio outside the borders of the borough or city, state, district, territory, or possession in which it is located, unless such move is to the location of the station's transmitter, without first securing a modification of construction permit or license. The licensee shall promptly notify the Commission of any other change in location of the main studio.

In fm rules . . .

§3.205—EDITOR'S NOTE: In substance the same as §3.30, above, except that subsection (c) reads as follows:

"The transmitter of each fm broadcast station shall be so located that satisfactory service is delivered to the city where the main studio is located in accordance with the technical standards of this subpart; provided, however, upon special showing of need, authorization may be granted to locate the transmitter so that adequate service is not rendered to this city, but in no event shall this city be beyond the 59 uv/m contour."

In tv rules . . .

§3.613 Main studio location.—(a) The main studio of a television broadcast station shall be located in the principal community to be served. Where the principal community to be served is a city, town, village or other political subdivision, the main studio shall be located within the corporate boundaries of such city, town, village or other political subdivision. Where the principal community to be served does not have specifically defined political boundaries, applications will be considered on a case-to-case basis in the light of the particular facts involved to determine whether the main studio is located within the principal community to be served.

(b) In cases where an adequate showing is made that there is good cause for locating a main studio outside the principal community to be served and that to do so would not be inconsistent with the operation of the station in the public interest, the Commission will permit the use of a main studio location other than that specified in paragraph (a) of this section. The licensee or permittee of a television broadcast station shall not move his main studio outside the principal community in which it is located without first securing a modification of construction permit or license. Such a licensee or permittee shall notify the Commission promptly of any change of the location of the main studio within the community. In any case where the main studio is located outside the principal community to be served, the licensee or permittee of a television broadcast station shall not move his main studio without first securing a modification of construction permit or license.

OPERATING SCHEDULES

For am stations . . .

§3.71 Minimum operating schedule.—Except Sundays, the licensee of each standard broadcast station shall maintain a minimum operating schedule of two-thirds of the total hours that it is authorized to operate between 6 a.m. and 6 p.m., local standard time, and two-thirds of the total hours it is authorized to operate between 6 p.m. and midnight, local standard time, except that in an emergency when, due to causes beyond the control of the licensee, it becomes impossible to continue operating, the station may cease operation for a period of not to exceed 10 days, provided that the Commission and the engineer in charge of the radio district in which the station is located shall be notified in writing immediately after the emergency develops.

§3.72 Operation during experimental period.—The licensee of each standard broadcast station shall operate or refrain from operating its station during the experimental period as directed by the Commission in order to facilitate frequency measurement or for the determination of interference.

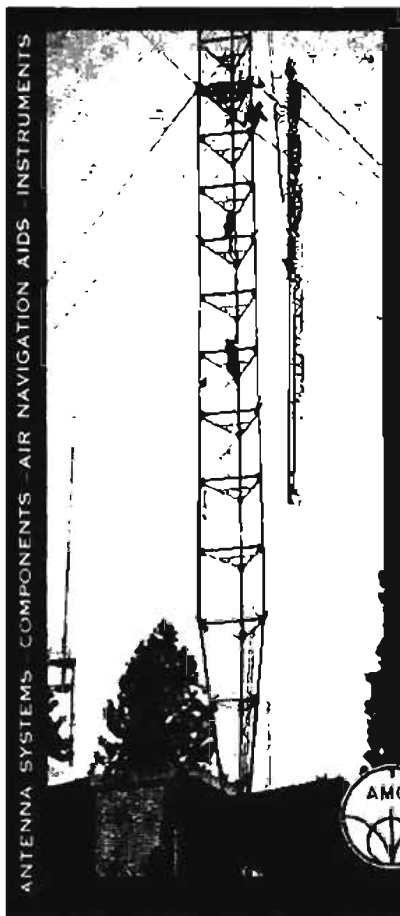
§3.73 Specified hours.—If the licensee of a station specifies the hours of operation, the schedule so specified shall be adhered to except as provided in sections 3.71 and 3.72.

§3.75 License to specify sunrise and sunset hours.—If the licensee of a broadcast station is required to commence or cease operation, or to change the mode of operation of the station at the times of sunrise and sunset at any particular location, the controlling times of each month of the year are set forth in the station's instrument of authorization. Uniform sunrise and sunset times are specified for all of the days of each month, based upon the actual times of sunrise and sunset for the fifteenth day of that month adjusted to the nearest quarter hour. In accordance with a standardized procedure described therein, actual sunrise and sunset time are derived by interpolation in the tables of the 1916 American Nautical Almanac, issued by the Nautical Almanac Office of the United States Naval Observatory.

§3.80 Secondary station; filing of operating schedule.—The licensee of a secondary station authorized to operate limited time and which may resume operation at the time the dominant station (or stations) on the same channel ceases operation shall, with each application for renewal of license, file in triplicate a copy of its regular operating schedule, bearing a signed notation by the licensee of the dominant station of its objection or lack of objection thereto. Upon approval of such operating schedule, the Commission will affix its file mark and return one copy to the licensee authorized to operate limited time, which shall be posted with the station license and considered as a part thereof. Departure from said operating schedule will be permitted only in accordance with the procedure set forth in section 3.77.

§3.81 Secondary station; failure to reach agreement.—If the licensee of a secondary station authorized to operate limited time and a dominant station on a channel are unable to agree upon a definite time for resumption of operation by the station authorized limited time, the Commission shall be so notified by the licensee of the station authorized limited time. After receipt of such statement the Commission will designate for hearing the applications of both stations for renewal of license, and pending the hearing the schedule previously adhered to shall remain in full force and effect.

§3.82 Departure from schedule; material violation.—In all cases where a station licensee is required to prepare and file an operating schedule, any deviation or departure from such schedule, except as herein author-



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ized, shall be considered as a violation of a material term of the license.

§3.83 Local standard time.—All references herein to standard time or local standard time refer to local standard time as determined and fixed by the Interstate Commerce Commission.

§3.84 Daylight saving time.—If local time is changed from standard time to daylight saving time at the location of all stations sharing time on the same channel, the hours of operation of all such stations on that channel shall be understood to refer to daylight saving time, and not standard time, as long as daylight saving time is observed at such location. This provision shall govern when the time is changed by provision of law or general observance of daylight saving time by the various communities, and when the time of operation of such stations is specified in the license or is mutually agreed upon by the licensees; provided, however, that when the license specifies average time of sunrise and sunset, local standard time shall be observed. In no event shall a station licensed for daytime only operate on regular schedule prior to local sunrise, or shall a station licensed for greater daytime power than nighttime power or for a different radiation pattern for daytime operation than for nighttime operation operate with the daytime power or radiation pattern prior to local sunrise.

§3.85 Changes in time; agreement between licensees.—Where the local time is not changed from standard time to daylight saving time at the location of all stations sharing time on the same channel, the hours of operation of such stations shall be understood to have reference to standard time, and not daylight saving time, unless said licensees mutually agree upon a new schedule which shall be effective only while daylight saving time is observed at the location of some of these stations.

§3.86 Local standard time; license provisions.—The time of operation of any broadcast station which does not share time with other stations on the same channel shall be understood to have reference to local standard time unless modification of such license with respect to hours of operation is authorized by the Commission.

§3.87 Program transmission prior to local sunrise.—(a) The provisions of sections 3.6, 3.8, 3.9, 3.10, 3.23, 3.79 and 3.84 shall not prevent the transmission of programs between four o'clock a.m., local standard time, and local sunrise of standard broadcast stations with their authorized daytime facilities, provided that the provisions of this rule shall not extend to:

(1) Stations regularly sharing time during daytime hours either under licenses pursuant to which time-sharing agreements have been entered into or licenses specifying hours of operation, unless time-sharing agreements have been reached covering such operation prior to local sunrise. Sections 3.74, 3.77, and 3.78 of these rules shall be applicable to such agreements.

(2) Any class II station causing interference as determined by the standard broadcast technical standards of this part by use of its daytime facilities within the 0.5 mv/m 50% skywave contour of any class I station either of the United States or of any country party to the North American Regional Broadcasting Agreement, except (a) where the class I station is located East of the class II station, in which case operation may begin at local sunrise at the class I station; (b) where an agreement has been reached with the class I station to begin operation prior to local sunrise.

(3) Operation by use of its daytime facilities of any class II station on any class I-A channel not assigned to the United States under the North American Regional Broadcasting Agreement.

(b) Any station operating during such hours receiving notice from the Commission that undue interference is caused shall refrain from such operation during such hours pending further notice from the Commission.

(c) Nothing contained in outstanding instruments of authorization for such stations shall prohibit such operation except as herein provided.

(d) The period 4 a.m. to 6 a.m., local standard time, shall not be included in determining compliance with section 3.71.

§3.88 Blanketing interference.—The licensee of each broadcast station is required to satisfy all reasonable complaints of blanketing interference with the 1 v/m contour.

For fm stations . . .

§3.261 Time of operation.—All fm broadcast stations will be licensed for unlimited time operation. A minimum of 36 hours per week during the hours of 6 a.m. to midnight consisting of not less than 5 hours in any one day, except Sunday, must be devoted to the fm broadcast operation; time devoted to operations conducted pursuant to a Subsidiary Communications Authorization (see § 3.293-3.295) shall not be included in meeting this 36-hour broadcast requirement. In an emergency, however, when due to causes beyond the control of the licensee, it becomes impossible to continue operation, the station may cease operation for a period not to exceed 10 days, provided that the Commission and the engineer in charge of the radio district in which the sta-

tion is located shall be notified in writing immediately after the emergency develops.

§3.262 Experimental operation.—The period between 1:00 a.m. and 6:00 a.m., local standard time, may be used for experimental purposes in testing and maintaining apparatus by the licensee of any fm broadcast station on its assigned frequency and not in excess of its authorized power, without specific authorization by the Commission.

For tv stations . . .

§3.651 Time of operation.—(a) All television broadcast stations will be licensed for unlimited time operation. Each such station shall maintain a regular program operating schedule as follows: not less than two hours daily in any five broadcast days per week and not less than a total of twelve hours per week during the first eighteen months of the station's operation; not less than two hours daily in any five broadcast days per week and not less than a total of sixteen hours, twenty hours and twenty-four hours per week for each successive six month period of operation, respectively; and not less than two hours in each of the seven days of the week and not less than a total of twenty-eight hours per week thereafter. "Operation" includes the period during which a station is operated pursuant to special temporary authority or during program tests, as well as during the license period. Time devoted to test patterns, or to aural presentations accompanied by the incidental use of fixed visual images which have no substantial relationship to the subject matter of such aural presentation, shall not be considered in computing periods of program service. If, in the event of an emergency due to causes beyond the control of a licensee, it becomes impossible to continue operation, the Commission and the Engineer in Charge of the radio district in which the station is located shall be notified in writing immediately after the emergency develops and immediately after the emergency ceases and operation is resumed.

(b) Noncommercial educational television broadcast stations are not required to operate on a regular schedule and no minimum number of hours of operation is specified; but the hours of actual operation during a license period shall be taken into account when considering the renewal of noncommercial educational television broadcast licenses.

(c) (1) The aural transmitter of a television station shall not be operated separately from the visual transmitter except for the following purposes:

(i) For actual tests of station equipment or actual experimentation in accordance with Section 3.656; and

(ii) For emergency "fills" in case of visual equipment failure or unscheduled and unavoidable delays in presenting visual programs. In such situations the aural transmitter may be used to advise the audience of difficulties and to transmit for a short period program material of such nature that the audience will be enabled to remain tuned to the station; for example, music or news accompanying a test pattern or other visual presentation.

(2) During periods of transmission of a test pattern on the visual transmitter of a television station, aural transmission shall consist only of a single tone or series of variable tones. During periods when still pictures or slides are employed to produce visual transmissions which are accompanied by aural transmissions, the aural and visual transmission shall be integral parts of a program or announcement and shall have a substantial relationship to each other. Provided, That nothing herein shall preclude the transmission of a test pattern, still picture or slides for the following purposes and periods:

(i) To accompany aural announcements of the station's program schedule and aural news broadcasts or news commentaries, for a total period not to exceed one hour in any broadcast day.

(ii) To accompany aural transmissions for a period of time not to exceed fifteen minutes immediately prior to the commencement of a programming schedule.

Examples: (1) Duplication of am or fm programs on the aural transmitter of a television station while the same program is broadcast on the visual transmitter (i.e., a "simulcast") is consistent with this paragraph.

(2) Duplication of am or fm programs on the aural transmitter of a television station while a test pattern is broadcast on the visual transmitter is not consistent with this paragraph, except for the specific purposes and periods specified in paragraph (c) (2).

(3) A travel lecture in which the words of the lecturer are broadcast simultaneously with still pictures or slides of scenes illustrating the lecture, and a newscast in which the words of the newscaster are broadcast simultaneously with still pictures or slides of the news events, are examples of programs in which the aural and visual transmission are integral parts of the same program having a substantial relationship to each other, within the meaning of paragraph (c) (2). Mood music unrelated to the visual transmission is not consistent with this paragraph.

(4) The broadcast of a test pattern accompanied by a musical composition for the purpose of demonstration, sale, installation or orientation of television receivers, or receiving

antennas is not consistent with this paragraph.

(5) Music accompanying the transmission of a test pattern upon which is visually imposed a moving text consisting of continuous program material, such as a running newscast or news commentary, is consistent with this paragraph.

(6) Music accompanying the transmission of a test pattern upon which is visually imposed a clock indicating the time of day, or a text that is changed at spaced intervals, is not consistent with this paragraph.

OPERATOR REQUIREMENTS

In am rules . . .

§3.93 Operator requirements.—(a) One or more radio operators holding a valid radiotelephone first-class operator license, except as provided in paragraph (b) of this section, shall be in actual charge of the transmitting apparatus and shall be on duty either at the transmitter location or remote control point.

(b) A station which is authorized for non-directional operation with power of 10 kilowatts or less may be operated by persons holding commercial radio operator license of any class, except an aircraft radiotelephone operator authorization or a temporary limited radiotelegraph second-class operator license, when the equipment is so designed that the stability of the frequency is maintained by the transmitter itself within the limits of tolerance specified, and none of the operations, except those specified below, necessary to be performed during the course of normal operation may cause off-frequency operation or result in any unauthorized radiation. Adjustments of transmitting equipment by such operators, except when under the immediate supervision of a radiotelephone first-class operator, shall be limited to the following: (1) Those necessary to commence or terminate transmitter emissions as a routine matter. (2) Those external adjustments that may be required as a result of variations of primary power supply. (3) Those external adjustments which may be necessary to insure modulation within the limits required. (4) Those adjustments necessary to effect any change in operating power which may be required by the station's instrument of authorization. Should the transmitting apparatus be observed to be operating in a manner inconsistent with the station's instrument of authorization and none of the above adjustments are effective in bringing it into proper operation, a person holding other than a radiotelephone first-class operator license and not acting under the immediate supervision of radiotelephone first-class operator, shall be required to terminate the station's emissions.

NOTE: A person holding any class of radio operator license or permit who is authorized thereunder to perform limited operation of a standard broadcast station may, when a Conelrad Radio Alert is called, make adjustments necessary to effect operation on a Conelrad authorization; provided, that the station's full-time radiotelephone first-class operator shall have previously instructed such person in the adjustments to the transmitter which are necessary to accomplish Conelrad operation.

(c) The licensee of a station which is operated by one or more operators holding other than a radiotelephone first-class operator license shall have one or more operators holding a radiotelephone first-class operator license in regular full-time employment at the station whose primary duties shall be to effect and insure the proper functioning of the transmitting equipment. In the event that the licensee also operates an fm broadcast station in the same community, a regular full-time radiotelephone first-class operator or operators employed in connection with the standard broadcast station may concurrently be employed to satisfy the requirements of § 3.265 (c) or 3.565 (c); provided, that the duties of such operator or operators concerning the fm broadcast transmitting equipment shall in no wise interfere with the proper performance of his duties with respect to the standard broadcast transmitter.

(d) The licensed operator on duty and in charge of a standard broadcast transmitter may, at the discretion of the licensee, be employed for other duties or for the operation of another radio station or stations in accordance with the class of operator's license which he holds and the rules and regulations governing such other stations; provided, however, that such duties shall in no wise interfere with the proper operation of the standard broadcast transmitter.

In fm rules . . .

§3.265 Operator requirements.
[EDITOR'S NOTE: Substantially the same as §3.93.]

In tv rules . . .

§3.661. Operator requirements. One or more licensed radiotelephone first-class operators shall be on duty at the place where the transmitting apparatus of each station is located and in actual charge thereof whenever it is being operated. The original license (or FCC Form No. 759) of each station operator shall be posted at the place where he is on duty. The licensed operator on duty and in charge of a television broadcast transmitter may, at the discretion of the licensee, be employed for other duties or for the operation of an-



How many puffs in a station break— *or when does sales resistance become resentment?*

Here's another place where film comes into the picture . . . because pre-testing is easy with commercials on film—lets you test to your heart's content before you show them. Important, too—film gives you full control of time and station . . . keeps you in the driver's seat all the way.

Use black-and-white—or color . . . there's an Eastman Film for every purpose. For complete information write to:

Motion Picture Film Department

EASTMAN KODAK COMPANY, Rochester 4, N. Y.

East Coast Division
342 Madison Avenue
New York 17, N. Y.

Midwest Division
130 East Randolph Drive
Chicago 1, Ill.

West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, Calif.

or **W. J. GERMAN, Inc.** Agents for the sale and distribution of
Eastman Professional Motion Picture Films, Fort Lee, N. J.; Chicago, Ill.; Hollywood, Calif.

Be sure to shoot in COLOR . . . You'll be glad you did

other station or stations in accordance with the class of operator's license which he holds and by the rules and regulations governing such stations. However, such duties shall in no wise interfere with the operation of the broadcast transmitter.

FACSIMILE

§3.266 Facsimile broadcasting and multiplex transmission.—(a) Fm broadcast stations may transmit simplex facsimile in accordance with transmission standards set forth in §3.318 during periods not devoted to fm aural broadcasting. Such transmissions may not exceed one hour during the period between 7 a.m. and midnight (no limit for the hours between midnight and 7 a.m.) and may not be counted toward the minimum operation required by section 3.261. The Commission shall be notified by the licensee of the fm broadcast station of its intent to transmit such facsimile.

(b) Fm broadcast stations may, upon securing authorization from the Commission, transmit multiplex facsimile in accordance with transmission standards set forth in §3.318; provided that the transmission of such facsimile does not reduce the quality of aural programs simultaneously transmitted by the licensee below that required by the technical standards of this subpart and that no degradation of such aural programs will result from such facsimile transmissions when received on fm receivers not equipped with filter or other additional equipment.

NETWORK AFFILIATION

In am rules . . .

§3.131 Exclusive affiliation of station.—No license shall be granted to a standard broadcast station having any contract, arrangement, or understanding, express or implied, with a network organization under which the station is prevented or hindered from, or penalized for, broadcasting the programs of any other network organization. (The term "network organization" as used herein includes national and regional network organizations. See Chapter VII, J of Report on Chain Broadcasting.)

§3.132 Territorial exclusivity.—No license shall be granted to a standard broadcast station having any contract, arrangement, or understanding, express or implied, with a network organization which prevents or hinders another station serving substantially the same area from broadcasting the network's programs not taken by the former station, or which prevents or hinders another station serving a substantially different area from broadcasting any program of the network organization. This section shall not be construed to prohibit any contract, arrangement, or understanding between a station and a network organization pursuant to which the station is granted the first call in its primary service area upon the programs of the network organization.

§3.133 Term of affiliation.—No license shall be granted to a standard broadcast station having any contract, arrangement, or understanding, express or implied, with a network organization which provides, by original term, provisions for renewal, or otherwise for the affiliation of the station with the network organization for a period longer than two years; provided, that a contract, arrangement, or understanding for a period up to two years, may be entered into within six months prior to the commencement of such period.

§3.134 Option time.—No license shall be granted to a standard broadcast station which options for network programs any time subject to call on less than 56 days' notice, or more time than a total of three hours within each of four segments of the broadcast day, as herein described. The broadcast day is divided into four segments, as follows: 8:00 a.m. to 1:00 p.m.; 1:00 p.m. to 6:00 p.m.; 6:00 p.m. to 11:00 p.m.; 11:00 p.m. to 8:00 a.m. (These segments are to be determined for each station in terms of local time at the location of the station but may remain constant throughout the year regardless of shifts from standard to daylight saving time or vice versa.) Such option may not be exclusive as against other network organizations and may not prevent or hinder the station from optioning or selling any or all of the time covered by the option, or other time, to other network organizations.

NOTE: As used in this section, an option is any contract, arrangement, or understanding, express or implied, between a station and a network organization which prevents or hinders the station from scheduling programs before the network agrees to utilize the time during which such programs are scheduled, or which requires the station to clear time already scheduled when the network organization seeks to utilize the time.

NOTE: All time options permitted under this section must be for specified clock hours, expressed in terms of any time system set forth in the contract agreed upon by the station and network organization. Shifts from daylight saving to standard time or vice versa may or may not shift the specified hours correspondingly as agreed by the station and network organization.

§3.135 Right to reject programs.—No license

shall be granted to a standard broadcast station having any contract, arrangement, or understanding, express or implied, with a network organization which (a) with respect to programs offered pursuant to an affiliation contract, prevents or hinders the station from rejecting or refusing network programs which the station reasonably believes to be unsatisfactory or unsuitable; or which (b) with respect to network programs so offered or already contracted for, prevents the station from rejecting or refusing any program which, in its opinion, is contrary to the public interest, or from substituting a program of outstanding local or national importance.

§3.136 Network ownership of stations.—No license shall be granted to a network organization, or to any person directly or indirectly controlled by or under common control with a network organization, for more than one standard broadcast station where one of the stations covers substantially the service area of the other station, or for any standard broadcast station in any locality where the existing standard broadcast stations are so few or of such unequal desirability (in terms of coverage, power, frequency, or other related matters) that competition would be substantially restrained by such licensing. (The word "control" as used herein, is not limited to full control but includes such a measure of control as would substantially affect the availability of the station to other networks.)

NOTE: Effective date of this section with respect to any station may be extended from time to time in order to permit the orderly disposition of properties; and it shall be suspended indefinitely with respect to regional network organizations.

§3.137 Dual network operation.—No license shall be issued to a standard broadcast station affiliated with a network organization which maintains more than one network; provided, that this section shall not be applicable if such networks are not operated simultaneously, or if there is no substantial overlap in the territory served by the group of stations comprising each such network.

§3.138 Control by networks of station rates.—No license shall be granted to a standard broadcast station having any contract, arrangement, or understanding, express or implied, with a network organization under which the station is prevented or hindered from, or penalized for, fixing or altering its rates for the sale of broadcast time for other than the network's programs.

In fm rules . . .

§3.231-3.238, inclusive.—[EDITOR'S NOTE: Same as §3.131-3.138, above, with the following exceptions: (1) references are to fm rather than standard stations and networks; and (2) the section on "Network Ownership of Stations" is changed to read as follows:

§3.236 Network ownership of stations.—No license shall be granted to a network organization, or to any person directly or indirectly controlled by or under common controls of a network organization, for an fm broadcast station in any locality where the existing fm broadcast stations are so few or of such unequal desirability (in terms of coverage, power, frequency, or other related matters) that competition would be substantially restrained by such licensing.]

NOTE: The word "control" as used herein, is not limited to full control but includes such a measure of control as would substantially affect the availability of the station to other networks.

In tv rules . . .

§3.658. Affiliation agreements.—(a) **Exclusive affiliation of station.** No license shall be granted to a television broadcast station having any contract, arrangement, or understanding, express or implied, with a network organization under which the station is prevented or hindered from, or penalized for, broadcasting the programs of any other network organization.

(The term "network organization" as used herein includes national and regional network organizations. See ch. VII, J. of Report on Chain Broadcasting.)

(b) **Territorial exclusivity.** No license shall be granted to a television broadcast station having any contract, arrangement, or understanding, express or implied, with a network organization which prevents or hinders another broadcast station in the same community from broadcasting the network's programs not taken by the former station, or which prevents or hinders another broadcast station located in a different community from broadcasting any program of the network organization. This regulation shall not be construed to prohibit any contract, arrangement, or understanding between a station and a network organization pursuant to which the station is granted the first call in its community upon the program of the network organization. As employed in this paragraph the term "community" is defined as the community specified in the instrument of authorization as the location of the station.

(c) **Term of Affiliation.** No license shall be granted to a television broadcast station having any contract, arrangement, or understanding, express or implied, with a network organization which provides, by original terms, provisions for renewal, or otherwise for the affiliation of the station with the network

organization for a period longer than 2 years; Provided, that a contract, arrangement, or understanding for a period up to 2 years may be entered into within 6 months prior to the commencement of such period.

(d) **Option time.** No license shall be granted to a television broadcast station which options for network programs any time subject to call on less than 56 days' notice, or more time than a total of 3 hours within each of four segments of the broadcast day, as herein described. The broadcast day is divided into four segments, as follows: 8 a.m. to 1 p.m.; 1 p.m. to 6 p.m.; 6 p.m. to 11 p.m.; 11 p.m. to 8 a.m. (These segments are to be determined for each station in terms of local time at the location of the station but may remain constant throughout the year regardless of shifts from standard to daylight saving time or vice versa.) Such options may not be exclusive as against other network organizations and may not prevent nor hinder the station from optioning or selling any or all of the time covered by the option, or other time, to other network organizations.

NOTE 1: As used in this section, an option is any contract, arrangement, or understanding, express or implied, between a station and a network organization which prevents or hinders the station from scheduling programs before the network agrees to utilize the time during which such programs are scheduled, or which requires the station to clear time already scheduled when the network organization seeks to utilize the time.

NOTE 2: All time options permitted under this section must be specified clock hours, expressed in terms of any time system set forth in the contract agreed upon by the station and network organization. Shifts from daylight saving to standard time or vice versa may or may not shift the specified hours correspondingly as agreed by the station and network organization.

(e) **Right to reject programs.** No license shall be granted to a television broadcast station having any contract, arrangement or understanding, express or implied, with a network organization which (1) with respect to programs offered pursuant to an affiliation contract, prevents or hinders the station from rejecting or refusing network programs which the station reasonably believes to be unsatisfactory or unsuitable; or which (2) with respect to network programs so offered or already contracted for, prevents the station from rejecting or refusing any program which, in its opinion, is contrary to the public interest, or from substituting a program of outstanding local or national importance.

(f) **Network ownership of stations.** No license shall be granted to a network organization, or to any person directly or indirectly controlled by or under common control of a network organization, for a television broadcast station in any locality where the existing television broadcast stations are so few or of such unequal desirability (in terms of coverage, power, frequency, or other related matters) that competition would be substantially restrained by such licensing. (The word "control" as used in this section, is not limited to full control but includes such a measure of control as would substantially affect the availability of the station to other networks.)

(g) **Dual network operation.** No license shall be issued to a television broadcast station affiliated with a network organization which maintains more than one network of television broadcast stations; Provided, That this section shall not be applicable, if such networks are not operated simultaneously, or if there is no substantial overlap in the territory served by the group of stations comprising each such network.

(h) **Control by networks of station rates.** No license shall be granted to a television broadcast station having any contract, arrangement or understanding, express or implied, with a network organization under which the station is prevented or hindered from, or penalized for, fixing or altering its rates for the sale of broadcast time for other than the network's programs.

[EDITOR'S NOTE: FCC proposed additional "temporary" rules, "to remain effective while the scarcity of television broadcast stations persists," designed to balance competition among tv networks. FCC suggested this might be done by limiting the number of program hours which stations in one-, two- and three-station markets might accept from any one network, or affirmatively by setting a minimum number of hours to be taken from each network. Following this proposal, the networks in conjunction with AT&T worked out an arrangement to share intercity networking facilities. But, as of July 15, the FCC's proposal was still pending.]

COMMON ANTENNA SITE

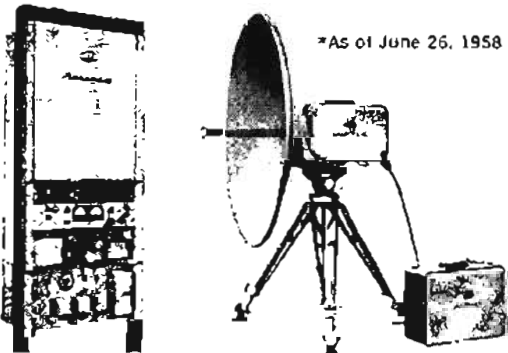
§3.635. Use of common antenna site. No television license or renewal of a television license will be granted to any person who owns, leases, or controls a particular site which is peculiarly suitable for television broadcasting in a particular area and (a) which is not available for use by other television licensees; and (b) no other comparable site is available in the area; and (c) where the exclusive use of such site by the applicant or licensee would unduly limit the number of television stations that can be authorized in a

WHO'S USING IT?

WATR-TV, WATERBURY, CONN. • WBZ-TV, BOSTON, MASS. • WGLV-TV, EASTON, PA.
 KUHT-TV, HOUSTON, TEXAS • KLFY-TV, LAFAYETTE, LA. • KCCC-TV, SACRAMENTO,
 CALIF. • WABI-TV, BANGOR, MAINE • WGAN-TV, PORTLAND, ME. • WGBH-TV,
 BOSTON, MASS. • WGTH-TV, HARTFORD, CONN. • WHYN-TV, SPRINGFIELD, MASS.
 WMUR-TV, MANCHESTER, NEW HAMPSHIRE • WWLP, SPRINGFIELD, MASS.
 WPTZ, PLATTSBURG, N. Y. • WARM-TV, HARRANTON, PA. • WHCT-TV, HARRIS-
 BURG, PA. • WDBI-TV, ROANOKE, VA. • WTTG, WASHINGTON, D.C.
 WKNX-TV, SAGINAW, MICHIGAN • WTPBN-TV, TRAVERSE CITY, MICH.
 WTAP, PARKERSBURG, WEST VIRGINIA • WTVS, DETROIT, MICH. • WWTV,
 CADILLAC, MICHIGAN • WACHTON, MISSOURI • WFLB-TV, PANAMA CITY, FLORIDA
 GREENVILLE, S. C. • WFLB-TV, PANAMA CITY, FLORIDA • WFLB-TV, PANAMA CITY, FLORIDA
 BILE, ALA. • WLAC-TV, NASHVILLE, TENN. • WITN, WASHINGTON, D.C.
 N. C. • KTIV, SIOUX CITY, IOWA • WIA, CHAMPAIGNE, ILL. • KHOL-TV,
 HOLDREGE, NEBR. • KTVH, HUTCHINSON, KANSAS • WFIE, EVANSVILLE,
 INDIANA • KDUB-TV, LUBBOCK, TEXAS • WFDL-TV, AMARILLO, TEXAS • KFJZ-TV,
 FT. WORTH, TEXAS • KATV, PINE BLUFF, ARK. • KIEM-TV, EUREKA, CALIFORNIA
 KDWI-TV, TUSCON, ARIZONA • WDR, MARQUETTE, MICH. • KOMU-TV, COLUM-
 BIA, MISSOURI • KHPL-TV, HAYES CENTER, NEB. • KALB-TV, ALEXANDRIA, LOUISIANA
 KFSM-TV, FORT SMITH, ARK. • KOAT-TV, MONROE, LOUISIANA • KATV, SHREVE-
 PORT, LA. • WTOW, BANGOR, ME. • WCBS-TV, NEW YORK • KTVX, MUSKOGEE, OKLAHOMA
 XYOO-TV, TULSA, OKLA. • WEWS, CLEVELAND, OHIO • WJIR, DETROIT, MICH. • KBOI-TV, BOISE,
 IDAHO • KFBC-TV, CHEYENNE, WYO. • KID-TV, IDAHO FALLS, IDAHO • KTVW, TACOMA, WASHINGTON • KFSI-TV,
 SAN DIEGO, CALIFORNIA • KSNB-TV, SAN FRANCISCO, CALIFORNIA • KPHO-TV, PHOENIX, ARIZONA • KVEC-TV, SAN LUIS OBISPO, CALIFORNIA
 KVVU, TULARE, CALIFORNIA • KLRI-TV, LAS VEGAS, NEVADA • KSHO, LAS VEGAS, NEVADA • KSNX-TV, GRAND FORKS, NORTH DAKOTA • KQTV, FORT
 DODGE, IOWA • KXJB-TV, FARGO, NORTH DAKOTA • KTVW, CHICAGO, ILL. • KBOI-TV, DENVER, COLORADO • WDXI-TV, JACKSON, TENN.

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particular area or would unduly restrict competition among television stations.

REPORTS TO BE FILED

All broadcast stations . . .

§1.341 Financial report.—Each licensee or permittee of a commercially operated standard, FM, television, or international broadcast station (as defined in Part 3 of this chapter) shall file with the Commission on or before April 1 of each year, on FCC Form 324, broadcast revenue and expense statements for the preceding calendar year together with a statement as to investment in tangible broadcast property as of Dec. 31 of such calendar year.

§1.342 Filing of contracts.—Each licensee or permittee of a standard, FM, television, or international broadcast station (as defined in Part 3 of this chapter), whether operating or intending to operate on a commercial or non-commercial basis, shall file with the Commission copies of the following contracts, instruments, and documents together with amendments, supplements, and cancellations, within 30 days of execution thereof. The substance of oral contracts shall be reported in writing.

(a) Contracts relating to network service. All network affiliation contracts, agreements, or understandings between a station and a national, regional, or other network shall be filed. Transcription agreements or contracts for the supplying of film for the television stations which specify option time must be filed. This section does not require the filing of transcription agreements or contracts for the supplying of film for television stations which do not specify option time, nor contracts granting the right to broadcast music such as ASCAP, BMI, or SESAC agreements.

(b) Contracts relating to ownership or control. Contracts, instruments, or documents relating to the present or future ownership or control of the licensee or permittee or of the licensee's or permittee's stock, rights, or interests therein, or relating to changes in such ownership or control. This paragraph shall include but is not limited to the following:

(1) Articles of partnership, association, and incorporation, and changes in such instruments;

(2) Bylaws, and any instruments effecting changes in such bylaws;

(3) Any agreement, document, or instrument (i) providing for the assignment of a license or permit or (ii) affecting, directly or indirectly, the ownership or voting rights of the licensee's or permittee's stock (common or preferred, voting or non-voting), such as: (a) Agreements for transfer of stock; (b) Instruments for the issuance of new stock; or (c) Agreements for the acquisition of licensee's or permittee's stock by the issuing licensee or permittee corporation. Pledges, trust agreements, options to purchase stock and other executory agreements are required to be filed.

(4) Proxies with respect to the licensee's or permittee's stock running for a period in excess of one year; and all proxies, whether or not running for a period of one year, given without full and detailed instructions binding the nominee to act in a specified manner. With respect to proxies given without full and detailed instructions, a statement showing the number of such proxies, by whom given and received, and the percentage of outstanding stock represented by each proxy shall be submitted by the licensee or permittee within 30 days after the stockholders' meeting in which the stock covered by such proxies has been voted; Provided, however, that when the licensee or permittee is a corporation having more than 50 stockholders, such complete information need be filed only with respect to proxies given by stockholders who are officers or directors, or who have 1% or more of the corporation's voting stock; in cases where the licensee or permittee is a corporation having more than 50 stockholders and the stockholders giving the proxies are neither officers or directors nor hold 1% or more of the corporation's stock, the only information required to be filed is the name of any person voting 1% or more of the stock by proxy, the number of shares voted by proxy by such person, and the total number of shares voted at the particular stockholders' meeting in which the shares were voted by proxy;

(5) Mortgage or loan agreements containing provisions restricting the licensee's or permittee's freedom of operation, such as those affecting voting rights, specifying or limiting the amount of dividends payable, the purchase of new equipment, the maintenance of current assets, etc.; or

(6) Any agreement reflecting a change in the officers, directors, or stockholders of a corporation, other than the licensee or permittee, having an interest, direct or indirect, in the licensee or permittee as specified by §1.343.

(c) Contracts relating to the sale of broadcast time to "time brokers" for resale.

(d) Contracts relating to Subsidiary Communications Authorization Operation, except contracts granting licensees or permittees engaged in SCA the right to broadcast copyright music.

(e) Time sales contracts. Time sales contracts with the same sponsor for 4 or more

hours per day, except where the length of the events (such as athletic contests, musical programs, and special events) broadcast pursuant to the contract is not under control of the station.

(f) Contracts relating to personnel.

(1) The following contracts, agreements, or understandings shall be filed: management consultant agreements with independent contractors; contracts relating to the utilization in a management capacity of any person other than an officer, director, or regular employee of the licensee or permittee station; management contracts with any persons, whether or not officers, directors, or regular employees which provide for both a percentage of profits and a sharing in losses, or any similar agreements.

(2) The following contracts, agreements, or understandings need not be filed: agreements with persons regularly employed as general or station managers or salesmen; contracts with program managers or program personnel; contracts with chief engineers or other engineering personnel; contracts with attorneys, accountants, or consulting radio engineers; contracts with performers; contracts with station representatives; contracts with labor unions; or any similar agreements.

§1.343 Ownership reports.—(a) Each licensee of a standard, FM, or television station (as defined in Part 3 of this chapter), whether operating or intending to operate on a commercial or non-commercial basis, shall file an Ownership Report (FCC Form 323) at the time the application for renewal of station license is required to be filed; Provided, however, that licensees owning more than one standard, FM, or television broadcast station need file only one Ownership Report at three-year intervals. Ownership Reports shall give the following information as of a date not more than 30 days prior to the filing of the Ownership Report:

(1) In the case of an individual, the name of such individual;

(2) In the case of a partnership, the names of the partners and the interest of each partner;

NOTE: Any change in partners or in their rights will require prior consent of the Commission upon an application for consent to assignment of license or permit. If such change involves less than a controlling interest, the application for Commission consent to such change may be made upon FCC Form 316 (Short Form).

(3) In the case of a corporation, association, trust, estate, or receivership, the data applicable to each:

(i) The name, residence, citizenship, and stock-holdings of officers, directors, stockholders, trustees, executors, administrators, receivers, and members of any association;

(ii) Full information as to family relationship or business association between two or more officers, and/or stockholders, trustees, executors, administrators, receivers, and members of any association;

(iii) Capitalization with a description of the classes and voting power of stock authorized by the corporate charter or other appropriate legal instrument and the number of shares of each class issued and outstanding; and

(iv) Full information on FCC Form 323 with respect to the interest, and identity of any person having any direct, indirect, fiduciary, or beneficiary interest in the licensee or any of its stock;

For example: (a) Where A is the beneficial owner or votes stock held by B, the same information should be furnished for A as is required for B.

(b) Where X corporation controls the licensee, or holds 25% or more of the number of issued and outstanding shares of either voting or non-voting stock of the licensee, the same information should be furnished with respect to X corporation (its capitalization, officers, directors, and stockholders and the amount of stock [by class] in X held by each) as is required in the case of the licensee, together with full information as to the identity and citizenship of the person authorized to vote licensee's stock in case of voting stock.

(c) The same information should be furnished as to Y corporation if it controls X corporation or holds 25% or more of the number of issued and outstanding shares of either voting or non-voting stock of X, and as to Z corporation if it controls Y corporation or holds 25% or more of the number of issued and outstanding shares of either voting or non-voting stock of Y and so on back to natural persons.

(4) In the case of all licensees:

(i) A list of all contracts still in effect required to be filed with the Commission by §1.342 showing the date of execution and expiration of each contract; and

(ii) Any interest which the licensee may have in any other broadcast station.

(b) A permittee shall file an Ownership Report (FCC Form 323) within 30 days of the date of grant by the Commission of an application for original construction permit. The Ownership Report of the permittee shall give the information required by the applicable portions of paragraph (a) of this section.

(c) A supplemental Ownership Report (FCC Form 323) shall be filed by each licensee or permittee within 30 days after any change occurs in the information required by the Ownership Report from that previously reported.

Such report shall include without limitation:

(1) Any change in capitalization or organization;

(2) Any change in officers and directors;

(3) Any transaction affecting the ownership, direct or indirect, or voting rights of licensee's or permittee's stock, such as:

(i) A transfer of stock;

(ii) Issuance of new stock or disposition of treasury stock; or

(iii) Acquisition of licensee's or permittee's stock by the issuing corporation; or

(4) Any change in the officers, directors, or stockholders of a corporation other than the licensee or permittee such as X, Y, or Z corporation described in the example in paragraph (a)(3) of this section.

NOTE: Before any change is made in the organization, capitalization, officers, directors, or stockholders of a corporation other than licensee or permittee, which results in a change in the control of the licensee or permittee, prior Commission consent must be received under Section 310(b) of the Communications Act and §1.329. A transfer of control takes place when an individual, or group in privacy, gains or loses affirmative or negative (50%) control. See instructions on FCC Form 323 "Ownership Report."

(d) Exceptions: Where information is required under paragraphs (a), (b), or (c) of this section with respect to a corporation or association having more than 50 stockholders or members, such information need be filed only with respect to stockholders or members who are officers or directors of the corporation or association, or to other stockholders or members who have 1% or more of either the voting or non-voting stock of the corporation or voting rights in the association.

LICENSE RENEWALS

General . . .

§1.328 Application for renewal of license.—

(a) Unless otherwise directed by the Commission, an application for renewal of license shall be filed at least 90 days prior to the expiration date of the license sought to be renewed except that applications for renewal of license of an experimental or developmental broadcast station or a television broadcast translator station shall be filed at least 60 days prior to the expiration date of the license sought to be renewed.

(b) No application for renewal of license of any broadcast station will be considered unless there is on file with the Commission the information, if any, currently required by §§1.341 to 1.343, inclusive, for the particular class of station. The renewal application shall include a reference by date and file number to such information on file.

(c) Whenever the Commission regards an application for a renewal of license as essential to the proper conduct of a hearing or investigation, and specifically directs that it be filed by a certain date, such application shall be filed within the time thus specified. If the licensee fails to file such application within the prescribed time, the hearing or investigation shall proceed as if such renewal application had been received.

(d) The following application forms shall be used:

[EDITOR'S NOTE: There follows a list of forms to be used in filing for license renewals.]

In am rules . . .

§1.334 Normal license period.—(a) All standard broadcast station licenses will be issued for a normal license period of three years. Licenses will be issued to expire at the hour of 3:00 a.m., Eastern Standard Time, in accordance with the following schedule, and three-year intervals thereafter:

[EDITOR'S NOTE: Expiration dates for licenses are grouped geographically.]

In fm rules . . .

§1.318 Normal license period.—(a) All fm broadcast station licenses will be issued for a normal license period of three years. Licenses will be issued to expire at the hour of 3:00 a.m., Eastern Standard Time, in accordance with the following schedule and at three-year intervals thereafter:

[EDITOR'S NOTE: Expiration dates for licenses are grouped geographically.]

In tv rules . . .

§1.630. Normal license period. (a) All television broadcast station licenses will be issued for a normal license period of three years. Licenses will be issued to expire at the hour of 3:00 a.m., Eastern Standard Time, in accordance with the following schedule and at three year intervals thereafter.

(1) For stations located in Delaware and Pennsylvania, August 1, 1957.

(2) For stations located in Maryland, District of Columbia, Virginia, West Virginia, October 1, 1957.

(3) For stations located in North Carolina, South Carolina, December 1, 1957.

(4) For stations located in Florida, Puerto Rico and Virgin Islands, February 1, 1958.

(5) For stations located in Alabama and Georgia, April 1, 1958.

(6) For stations located in Arkansas, Louisiana and Mississippi, June 1, 1958.

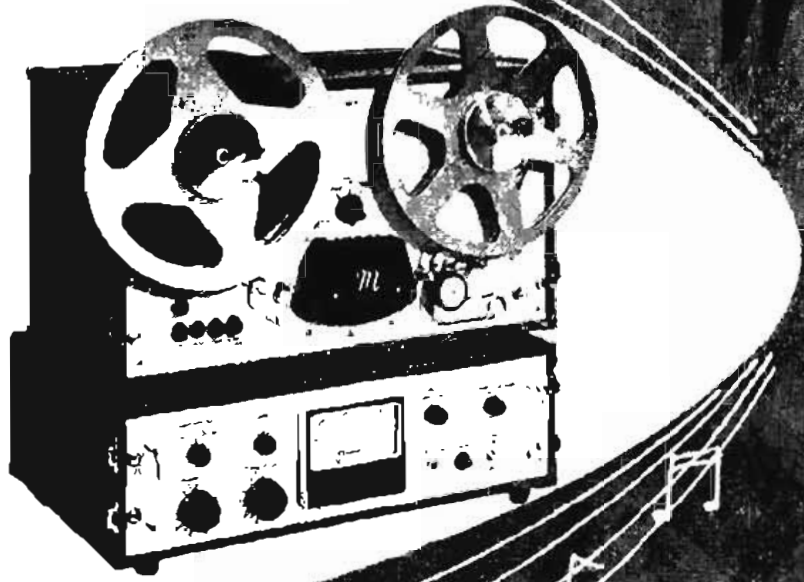
(7) For stations located in Tennessee, Kentucky and Indiana, August 1, 1958.

M

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P-75

EDITOR II



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- (8) For stations located in Ohio and Michigan, October 1, 1958.
- (9) For stations located in Illinois and Wisconsin, December 1, 1958.
- (10) For stations located in Iowa and Missouri, February 1, 1956.
- (11) For stations located in Minnesota, North Dakota, South Dakota, Montana and Colorado, April 1, 1956.
- (12) For stations located in Kansas, Oklahoma, Nebraska, June 1, 1956.
- (13) For stations located in Texas, August 1, 1956.
- (14) For stations located in Wyoming, Nevada, Arizona, Utah, New Mexico and Idaho, October 1, 1956.
- (15) For stations located in California, December 1, 1956.
- (16) For stations located in Washington, Oregon, Alaska, Guam, and Hawaii, February 1, 1957.
- (17) For stations located in Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont, April 1, 1957.
- (18) For stations located in New Jersey and New York, June 1, 1957.

STATION IDENTIFICATION

In am rules . . .

§3.117 Station identification.—(a) A licensee of a standard broadcast station shall make station identification announcement (call letters and location) at the beginning and ending of each time of operation and during operation (1) on the hour and (2) either on the half hour or at the quarter hour following the hour and at the quarter hour preceding the next hour; Provided:

(b) Such identification announcement need not be made on the hour when to make such announcement would interrupt a single consecutive speech, play, religious service, symphony concert, operatic production or forum of longer duration than 30 minutes. In such cases the identification announcement shall be made at the beginning of the program, at the first interruption of the entertainment continuity, and at the conclusion of the program.

(c) Such identification announcement need not be made on the half hour or quarter hours when to make such an announcement would interrupt a single consecutive speech, play, religious service, symphony concert, or operatic production. In such cases an identification announcement shall be made at the first interruption of the entertainment continuity and at the conclusion of the program; provided, that an announcement within 5 minutes of the time specified in paragraph (a) (2) of this section will satisfy the requirements of identification announcements.

(d) In the case of variety show programs, baseball game broadcasts, or similar programs of longer duration than 30 minutes, the identification announcement shall be made within 5 minutes of the hour and of the times specified in paragraph (a) (2) of this section.

(e) In the case of all other programs the identification announcement shall be made within 2 minutes of the hour and of the times specified in paragraph (a) (2) of this section.

(f) In making the identification announcement the call letters shall be given only on the channel of the station identified thereby, except as otherwise provided in §3.287 of the Commission's Rules Governing Fm Broadcast Stations.

In fm rules . . .

§3.287 Station identification.—(a) A licensee of an fm broadcast station shall make separate station identification announcement (call letters and location) for such station; provided, however, that if the same licensee operates an fm radio broadcasting station and a standard broadcast station and simultaneously broadcasts the same programs over the facilities of both such stations, station identification announcements may be made jointly for both stations for periods of such simultaneous operation. If the call letters of the fm station do not clearly reveal that it is an fm station, the joint announcement shall state that one of the stations is an fm station. Station identification announcements shall be made at the beginning and ending of each time of operation and during operation (1) on the hour and (2) either on the half hour or at the quarter hour following the hour and at the quarter hour preceding the next hour; Provided:

[EDITOR'S NOTE: Remainder is identical with paragraphs (b), (c), (d), (e), and (f) of §3.117 above.]

In tv rules . . .

§3.652. Station identification.— (a) A licensee of a television broadcast station shall make station identification announcements (call letters and location) at the beginning and ending of each time of operation and during the operation on the hour. The announcement at the beginning and ending of each time of operation shall be by both aural and visual means. Other announcements may be by either aural or visual means.

(b) Identification announcements during operation need not be made when to make such

announcement would interrupt a single consecutive speech, play, religious service, symphony concert, or any type of production. In such cases, the identification announcement shall be made at the first interruption of the entertainment continuity and at the conclusion thereof.

**SPONSORED PROGRAMS
(Announcement of)**

In am rules . . .

§3.119 Sponsored programs, announcement of.—(a) In the case of each program for the broadcasting of which money, services, or other valuable consideration is either directly or indirectly paid or promised to, or charged or received by, any radio broadcast station, the station broadcasting such program shall make, or cause to be made, an appropriate announcement that the program is sponsored, paid for, or furnished, either in whole or in part.

(b) In the case of any political program or any program involving the discussion of public controversial issues for which any records, transcriptions, talent, scripts, or other material or services of any kind are furnished, either directly or indirectly, to a station as an inducement to the broadcasting of such program, an announcement shall be made both at the beginning and conclusion of such program on which such material or services are used that such records, transcriptions, talent, scripts, or other material or services have been furnished to such station in connection with the broadcasting of such program, provided, however, that only one such announcement need be made in the case of any such program of five minutes' duration or less, which announcement may be made either at the beginning or the conclusion of the program.

(c) The announcement required by this section shall fully and fairly disclose the true identity of the person or persons by whom or in whose behalf such payment is made or promised, or from whom or in whose behalf such services or other valuable consideration is received, or by whom the material or services referred to in subsection (b) hereof are furnished. Where an agent or other person contracts or otherwise makes arrangements with a station on behalf of another, and such fact is known to the station, the announcement shall disclose the identity of the person or persons in whose behalf such agent is acting instead of the name of such agent.

(d) In the case of any program, other than a program advertising commercial products or services, which is sponsored, paid for or furnished, either in whole or in part, or for which material or services referred to in subsection (b) hereof are furnished, by a corporation, committee, association or other unincorporated group, the announcement required by this section shall disclose the name of such corporation, committee, association or other unincorporated group. In each such case the station shall require that a list of the chief executive officers or member of the executive committee or of the board of directors of the corporation, committee, association or other unincorporated group shall be made available for public inspection at one of the radio stations carrying the program.

(e) In the case of programs advertising commercial products or services, an announcement stating the sponsor's corporate or trade name or the name of the sponsor's product, shall be deemed sufficient for the purposes of this section and only one such announcement need be made at any time during the course of the program.

In fm rules . . .

§3.289. [EDITOR'S NOTE: Identical with §3.119 above.]

In tv rules . . .

§3.654 [EDITOR'S NOTE: Identical with §3.119 above.]

[EDITOR'S NOTE: In a statement issued in 1950, the FCC warned that the sponsor or his product must be identified by a distinctive name and not by one merely descriptive of the type of business or product. The following are acceptable, the Commission said: "Henry Smith offers you . . ." or "Smith Stove Co. offers you . . ." or "Ajax Pens brings you . . ." The following are not acceptable: "Write to the Comb Man . . ." or "Send your money to Nylons, Box . . ." or "This program is sponsored by your Sink Man . . ."]

**RECORDINGS and TRANSCRIPTIONS
(Identification of)**

In am rules . . .

§3.118 Mechanical reproductions.—(a) No mechanically reproduced program consisting of a speech, news event, news commentator, forum, panel discussion, or special event in which the element of time is of special significance, or any other program in which the element of time is of special significance and presentation of which would create, either intentionally or otherwise, the impression or belief on the part of the listening audience that the event or program being broadcast is in fact occurring simultaneously with the broadcast, shall be broadcast without an appropriate announcement being made either at the beginning or end of such reproduction or at the beginning or end of the program in which such reproduction is used that it is a

mechanical reproduction or a mechanically reproduced program; Provided, however, That each such program of one minute or less need not be announced as such.

(b) The exact form of identifying announcement is not prescribed, but the language shall be clear and in terms commonly used and understood. Any other program mechanically reproduced or series of mechanical reproductions, including a mechanical reproduction used for background music, sound effects, station identification, program identification (theme music of short duration) or identification of sponsorship of the program proper, need not be announced as provided in subsection (a), but the licensee shall not attempt affirmatively to create the impression that any program being broadcast by mechanical reproduction consists of live talent.

(c) The requirements of subsection (a) are waived with respect to network programs, transcribed and rebroadcast at a later hour because of the time zone differentials between the place where the program originates and where it is rebroadcast, this waiver being applicable whether the off-the-line recording is made by the network itself at one of its key stations or by an individual station, but only when the off-the-line recording is for broadcast at an hour not exceeding the time zone differential between the place where the program originates and where it is rebroadcast. Each station which broadcasts network programs at a later hour in accordance with this waiver shall make an appropriate announcement at least once each day between the hours of 10:00 a.m. and 10:00 p.m., stating that some or all of the network programs which are broadcast by that station are delayed broadcasts by means of transcription. This waiver provision also applies during the annual period in which daylight saving time will be effective with respect to network programs transcribed and rebroadcast one hour later because of the time differential resulting from the adoption of daylight saving time in some areas.

In fm rules . . .

§3.288—[EDITOR'S NOTE: Identical with §3.118, above.]

In tv rules . . .

§3.653—[EDITOR'S NOTE: Identical with §3.118 above.]

POLITICAL BROADCASTS

For am, fm and tv . . .

§3.120 Definitions.—(a) A "legally qualified candidate" means any person who has publicly announced that he is a candidate for nomination by a convention of a political party or for nomination or election in a primary, special, or general election, municipal, county, state or national, and who meets the qualifications prescribed by the applicable laws to hold the office for which he is a candidate, so that he may be voted for by the electorate directly or by means of delegates or electors, and who

(1) has qualified for a place on the ballot or

(2) is eligible under the applicable law to be voted by sticker, by writing in his name on the ballot, or other method, and (1) has been duly nominated by a political party which is commonly known and regarded as such, or (2) makes a substantial showing that he is a bona fide candidate for nomination or office, as the case may be.

(b) General requirements.—No station licensee is required to permit the use of its facilities by any legally qualified candidate for public office, but if any licensee shall permit any such candidate to use its facilities, it shall afford equal opportunities to all other such candidates for that office to use such facilities; provided, that such licensee shall have no power of censorship over the material broadcast by any such candidate.

(c) Rates and practices.—(1) The rates, if any, charged all such candidates for the same office shall be uniform and shall not be rebated by any means direct or indirect. A candidate shall in each case, be charged no more than the rate the station would charge if the candidate were a commercial advertiser whose advertising was directed to promoting its business within the same area as that encompassed by the particular office for which such person is a candidate. All discount privileges otherwise offered by a station to commercial advertisers shall be available upon equal terms to all candidates for public office.

(2) In making time available to candidates for public office no licensee shall make any discrimination between candidates in charges, practices, regulations, facilities, or services for or in connection with the service rendered pursuant to this part, or make or give any preference to any candidate for public office or subject any such candidate to any prejudice or disadvantage; nor shall any licensee make any contract or other agreement which shall have the effect of permitting any legally qualified candidate for any public office to broadcast to the exclusion of other legally qualified candidates for the same public office.

(d) Records: inspections.—Every licensee shall keep and permit public inspection of a complete record of all requests for broadcast time made by or on behalf of candidates for public office, together with an appropriate notation showing the disposition made by the



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EXCLUSIVE:**

Four-position plug-in head assemblies offer optimum flexibility. Can be instantly interchanged without realignment.

licensee of such request, and the charges made, if any, if request is granted. Such records shall be retained for a period of two years.

[EDITOR'S NOTE: In fm this is §3,290; in tv, §3.657.]

REBROADCASTS

In am rules . . .

§3.121 Rebroadcast.—(a) The term "rebroadcast" means reception by radio of the program of a radio station, and the simultaneous or subsequent retransmission of such program by a broadcast station.

NOTE: As used in this section, program includes any complete program or part thereof, or any signals if other than A-3 emission. In case a program is transmitted from its point of origin to a broadcast station entirely by telephone facilities in which a section of such transmission is by radio, the broadcasting of this program is not considered a rebroadcast.

(b) The licensee of a standard broadcast station may, without further authority of the Commission, rebroadcast the program of a United States standard or high frequency broadcast station, provided the Commission is notified of the call letters of each station rebroadcast and the licensee certifies that express authority has been received from the licensee of the station originating the program.

NOTE: The notice and certification of consent shall be given within three (3) days of any single rebroadcast, but in case of the regular practice of rebroadcasting certain programs of a standard broadcast station several times during a license period, notice and certification of consent shall be given for the ensuing license period with the application for renewal of license, or at the beginning of such rebroadcast practice if begun during a license period.

(c) (1) The licensee of a standard broadcast station located within a state or the District of Columbia may, without further authority of the Commission, rebroadcast on a noncommercial basis a noncommercial program of a United States international broadcast station.

(2) The licensee of a standard broadcast station located in any territory or insular possession of the United States may, without further authority of the Commission, rebroadcast any program of a United States international broadcast station.

(3) In the case of any rebroadcast under the provisions of this paragraph (c), the Commission shall be notified of the call letters of each station whose programs are rebroadcast and the licensee shall certify that express authority has been received from the licensee of the station originating the program.

(d) No licensee of a standard or high frequency broadcast station shall rebroadcast the program of any other class of United States radio station without written authority having first been obtained from the Commission upon application accompanied by written consent or certification of consent of the licensee of the station originating the program.

NOTE: The broadcasting of a program relayed by a remote pickup broadcast station (section 4.401) is not considered a rebroadcast. Informal application may be employed. By Order No. 82, dated and effective June 24, 1941, until further order of the Commission, section 3.121 (d) is suspended only insofar as it requires prior written authority of the Commission for the rebroadcasting of programs originated for that express purpose by U. S. Government radio stations.

(e) In case of a program rebroadcast by several standard broadcast stations, such as a chain rebroadcast, the person legally responsible for distributing the program or the network facilities may obtain the necessary authorization for the entire rebroadcast both from the Commission and from the person or licensee of the station originating the program.

Attention is directed to section 325(b) of the Communications Act of 1934, which reads as follows:

No person shall be permitted to locate, use, or maintain a radio broadcast studio or other place or apparatus from which or whereby sound waves are converted into electrical energy, or mechanical or physical reproduction of sound waves produced, and caused to be transmitted or delivered to a radio station in a foreign country for the purpose of being broadcast from any radio station there, having a power output of sufficient intensity, and/or being so located geographically that its emissions may be received consistently in the United States, without first obtaining a permit from the Commission upon proper application therefor. [See §1.327.]

In fm rules . . .

§3.291—[EDITOR'S NOTE: Identical in terms with §3.121, above, with two exceptions: Paragraph (c) of §3.121 is deleted in §3.291, and Paragraph (b) relates to rebroadcast of programs of U.S.: "standard, fm or noncommercial educational" stations.]

In tv rules . . .

§3.655. Rebroadcast.—(a) The term "rebroadcast" as used below means reception by radio of the program of a television broadcast station, and the simultaneous or subsequent re-

transmission of such programs by a broadcast station. The broadcasting of a program relayed by an auxiliary broadcast station licensed to the television broadcast station is not considered a rebroadcast. (As used in this section, program includes any complete program or part thereof.)

(b) The licensee of a television broadcast station may, without further authority of the Commission, rebroadcast the program of a United States television broadcast station, provided the Commission is notified of the call letters of each station rebroadcast and the licensee certifies that express authority has been received from the licensee of the station originating the program.

NOTE 1: The notice and certification of consent shall be given within 3 days of any single rebroadcast, but in case of the regular practice of rebroadcasting certain programs of a television broadcast station several times during a license period, notice and certification of consent shall be given for the ensuing license period with the application for such rebroadcast practice if begun during a license period.

NOTE 2: By Order No. 82, dated and effective June 24, 1941, until further order of the Commission, Section 3.655(c) is suspended only insofar as it requires prior written authority of the Commission for the rebroadcasting of programs originated for that express purpose by U. S. Government radio stations.

(c) No licensee of a television broadcast station shall rebroadcast the program of any United States radio station not designated in paragraph (b) of this section without written authority having first been obtained from the Commission upon application (informal) accompanied by written consent or certification of consent of the licensee of the station originating the program.

REVOCATIONS, MODIFICATIONS, SUSPENSIONS

(All Classes of Station Licenses)

§1.61 Notice of violations.—(a) Any licensee who appears to have violated any provision of the Communications Act or any provision of this chapter shall be served with a written notice calling the facts to his attention and requesting a statement concerning the matter. FCC Form 793 may be used for this purpose.

(b) Within 10 days from receipt of notice or such other period as may be specified, the licensee shall send a written answer, in duplicate, direct to the office of the Commission originating the official notice. If an answer cannot be sent nor an acknowledgment made within such 10-day period by reason of illness or other unavoidable circumstances, acknowledgment and answer shall be made at the earliest practicable date with a satisfactory explanation of the delay.

(c) The answer to each notice shall be complete in itself and shall not be abbreviated by reference to other communications or answers to other notices. If the notice relates to violations that may be due to the physical or electrical characteristics of transmitting apparatus, the answer shall state fully what steps, if any, have been taken to prevent future violations, and, if any new apparatus is to be installed, the date such apparatus was ordered, the name of the manufacturer, and the promised date of delivery. If the installation of such apparatus requires a construction permit, the file number of the application shall be given, or if a file number has not been assigned by the Commission, such identification shall be given as will permit ready identification of the application. If the notice of violation relates to lack of attention to or improper operation of the transmitter, the name and license number of the operator in charge shall be given.

§1.62 Revocation of station licenses and construction permits and issuance of cease and desist orders.—(a) Whenever it appears that a station license or construction permit should be revoked for any of the reasons set forth in Section 312(a) of the Communications Act, or a cease and desist order should be issued for any of the reasons specified in Section 312(b) of the Communications Act, the Commission will, except in cases of willfulness or those in which the public health, interest, or safety require otherwise, either by notice of violation as provided for in §1.61 or by any other written warning, call to the attention of the licensee or permittee the facts or conduct which may warrant revocation of the license or construction permit or the issuance of a cease and desist order, and the Commission will accord to the licensee or permittee a reasonable opportunity to demonstrate or achieve compliance with the said warning. In case of failure to timely comply therewith or in cases of willfulness or those in which public health, interest or safety requires, the Commission will issue an order directing the licensee, permittee, or person to show cause why an order of revocation or a cease and desist order, as the case may be, should not be issued.

(b) Any order to show cause issued in accordance with paragraph (a) of this section will contain a statement of the matters with respect to which the Commission is inquiring and will call upon the licensee, permittee, or person to appear before the Commission at a time and place stated in the order, but in no event less than 30 days after the receipt of such order, and give evidence upon the matter specified therein; except, that where safety of life or property is involved, the Commission may provide in the order for a shorter period.

(c) In order to avail himself of the opportunity to be heard, the licensee, permittee, or person, in person or by his attorney, shall, within 30 days of the receipt of the order or such shorter period as may be specified therein if the safety of life or property is involved, file with the Commission a written statement stating that he will appear at the hearing and present evidence on the matter specified in the order. If the licensee, permittee or person fails to file such an appearance within the time specified in this paragraph the right to a hearing shall be deemed waived.

(d) Hearings on the matters specified in the order to show cause and the practice and procedure in connection therewith shall accord with the provisions of this subpart and Subpart B of this part, except that in all such hearings the burden of proceeding with the introduction of evidence and burden of proof shall be upon the Commission, and except that the Commission may, where the circumstances of the proceeding require expedition, specify in the show cause order times less than those specified in §§1.153 and 1.154 within which the initial decision in such proceedings shall become effective, within which exceptions to such initial decision or replies thereto may be filed, and within which parties may file notice of intent to seek and participate in oral argument.

(e) Where a hearing is waived and no written statement has been filed within 30 days of the receipt of the order to show cause or such shorter period of time as may be specified therein, the allegations of fact contained in the order to show cause will be deemed as correct and the Hearing Examiner will issue an initial decision invoking the sanctions specified in the order to show cause.

(f) Where a hearing is waived, a written statement in mitigation or justification may be submitted within 30 days of the receipt of the order to show cause or within such shorter period of time as may be specified therein. The Hearing Examiner may, if the statement contains, with particularity, factual allegations denying or, in the Hearing Examiner's opinion, justifying the facts upon which the show cause order is based, call upon the submitting party to furnish additional information, and the Hearing Examiner shall request all opposing parties to file an answer to the written statement and/or additional information. The Hearing Examiner will then, unless he orders that further pleadings be filed, close the record and issue, on basis of the procedure lineated in this paragraph, an initial decision.

(g) Corrections or promise to correct the condition complained of in the order to show cause shall not preclude the issuance of an order to cease and desist.

(h) Any order of revocation or cease and desist order issued pursuant to this section shall include a statement of findings and the grounds therefor, shall specify the effective date of the order, and shall be served on the licensee, permittee or person.

§1.63 Modification of licenses or construction permits on motion of the Commission.—(a) Whenever it appears that a station license or construction permit should be modified, the Commission will notify the licensee or permittee in writing of the proposed action and the grounds and reasons therefor and direct him to show cause why an order modifying the license or construction permit in the manner proposed by the Commission should not be issued.

(b) Any order to show cause issued in accordance with paragraph (a) of this section will notify the licensee or permittee that he may request, within a period of time to be stated in the order to show cause, that a hearing be held on the proposed modification. In case of timely request, a hearing will be held on the proposed modification, in no event less than 30 days after the receipt of the order to show cause, unless the Commission finds that safety of life or property require the fixing of a shorter period.

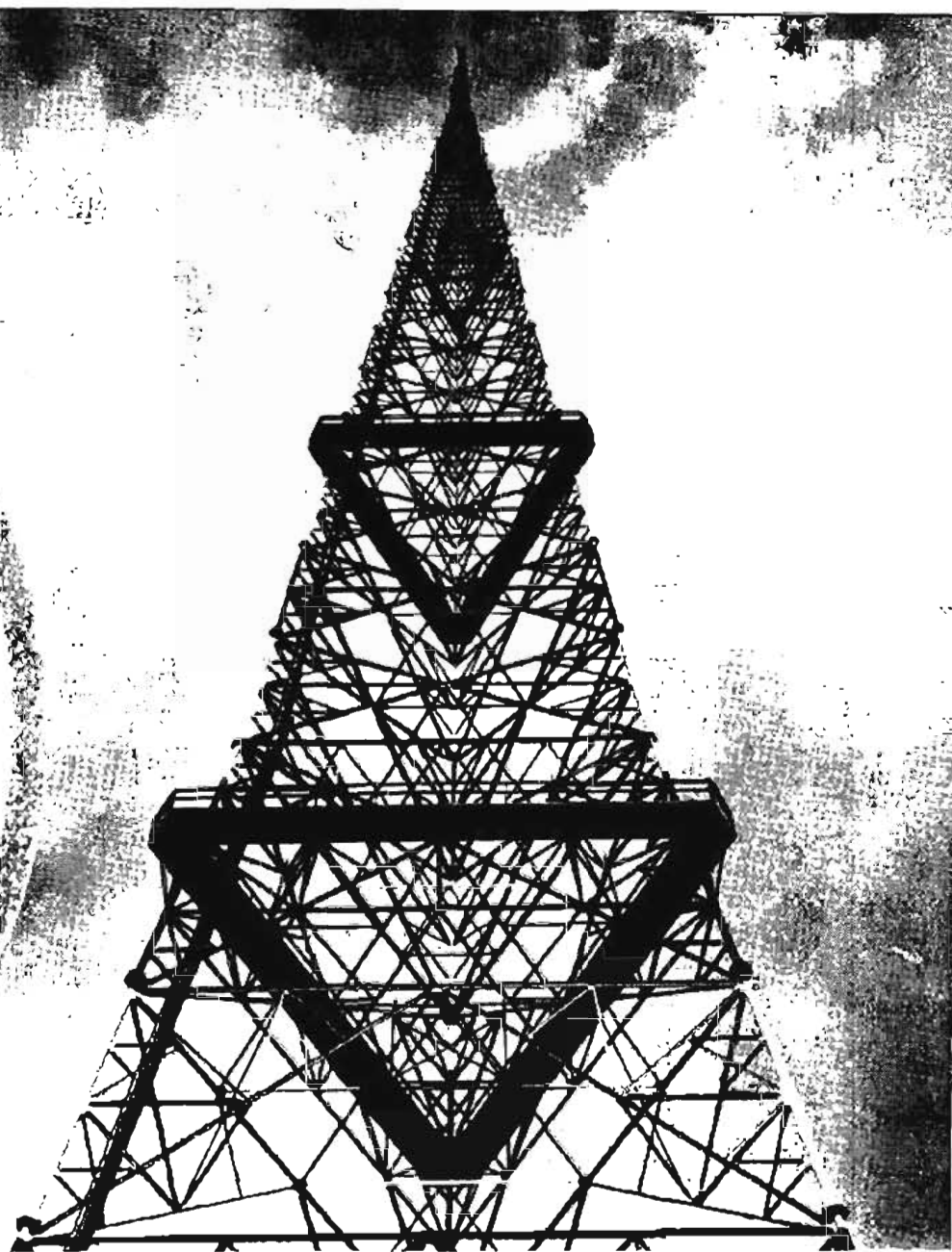
(c) In order to avail himself of the right to request a hearing and of the opportunity to appear and give evidence upon the matters specified in the order to show cause, the licensee or permittee, in person or by his attorney shall, within the period of time as may be specified in the order to show cause, file with the Commission a written statement stating that he requests a hearing and will appear at the hearing and present evidence on the matter specified in the order to show cause. Such written statement must contain a detailed response to the matter specified in the order to show cause and the permittee or licensee shall be limited in the hearing to matters fairly encompassed within the issues raised by the response.

(d) The right to request a hearing shall, unless a good cause is shown in a petition to be filed not later than 5 days before the lapse of the time specified in paragraph (c) of this section, be deemed waived:

- (1) In case of failure to timely file a written statement as required by paragraph (c) of this section.
- (2) In case of filing the written statement provided for in paragraph (c) of this section but failure to appear at the hearing, either in person or by counsel.

839' self-supporting tower for WBNS-TV, Columbus, Ohio, supports RCA TF 12 AH antenna. Two outside platforms give easy access to microwave equipment.

**Reasons why
"It's good
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Look as long and as hard as you will at this tower—or the hundreds of others by Dresser-Ideco, serving broadcasting stations all over the country—and you just won't be able to see that really unique "something" that makes every Dresser-Ideco tower different from towers of any other make.

But there are many very real differences which add up to a safer tower, with lower maintenance costs than you'll find in other towers on the market. For example,

Dresser-Ideco uses *structural rib bolts* for connections throughout each tower. These bolts are specially designed to stay tight as the tower moves and vibrates in the wind. They won't work loose as other types of bolts tend to do, won't allow the tower and antenna to slip out of alignment.

Dresser-Ideco engineers *plan the layout* for the installation of broadcast equipment and supply detailed equipment installation drawings to the erection contractor. Long-experienced Dresser-Ideco tower engineers know this step in the erection process should not be left to extemporaneous "fitting up" on the job.

Complete final inspection is given every Dresser-Ideco tower by a field engineer, who makes certain that erection and equipment installation is carried out in accordance with the designer's specifications. Here again, experienced Dresser-Ideco tower builders know this final step is necessary to insure that you get a completely safe and satisfactory tower.

Just 3 examples . . . 3 details among many . . . that serve to illustrate the careful planning and attention to detail that goes into every Dresser-Ideco tower and that serve to illustrate why we think you'll agree "it's good business to buy from an experienced tower company."

So when your new tower is in the offing . . . look to experience you can believe in and results you can see. Better than 50% of all TV towers over 1,000 feet tall are towers by Dresser-Ideco . . . *twice as many* as the second tower company's total . . . *more than all* the rest of the tower companies combined.

Put Dresser-Ideco's unparalleled 38-year record of tower experience to work for you . . . write Dresser-Ideco, or contact your broadcast equipment representative.



Write for this new Dresser-Ideco Tower Catalog T-57—the first complete broadcast antenna tower story.



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(e) Where the right to request a hearing is waived and no written statement has been filed within the period of time specified in the order to show cause, the licensee or permittee will be deemed to consent to the modification as proposed in the order to show cause and a final decision will be issued by the Commission accordingly.

(f) Where the right to request a hearing has been waived, a written statement may be filed within the period of time to be specified in the order to show cause, showing with particularity why the license or construction permit should not be modified or not so modified as proposed in the order to show cause. In this case, the Commission may, depending upon the facts alleged and proof offered, either call upon the submitting party to furnish additional information under oath, designate the proceeding for hearing, or issue without further proceedings an order modifying the construction permit or license as proposed in the order to show cause or in said written statement. The order to show cause will advise the person against whom it is directed of procedure set forth in this paragraph.

(g) Any order of modification issued pursuant to this section shall include a statement of the findings and the grounds and reasons therefor, shall specify the effective date of the order and shall be served on the licensee or permittee.

(Of Operator Licenses)

§1.72 Suspension of operator licenses.—When ever grounds exist for suspension of an operator license, as provided in Section 303(m) of the Communications Act, the Chief of the Safety and Special Radio Services Bureau, with respect to amateur operator licenses, or the Chief of the Field Engineering and Monitoring Bureau, with respect to commercial operator licenses, may issue an order suspending the operator license. No order of suspension in any operator's license shall take effect until 15 days' notice in writing of the cause for the proposed suspension has been given to the operator licensee, who may make written application to the Commission at any time within said 15 days for a hearing upon such order. The notice to the operator licensee shall not be effective until actually received by him, and from that time he shall have 15 days in which to mail the said application. In the event that physical conditions prevent mailing of the application before the expiration of the 15-day period, the application shall then be mailed as soon as possible thereafter, accompanied by a satisfactory explanation of the delay. Upon receipt by the Commission of such application for hearing, said order of suspension shall be designated for hearing by the Chief, Safety and Special Radio Services Bureau or the Chief, Field Engineering and Monitoring Bureau, as the case may be, and said order of suspension shall be held in abeyance until the conclusion of the hearing. Upon the conclusion of said hearing, the Commission may affirm, modify or revoke said order of suspension. If the license is ordered suspended, the operator shall send his operator license to the office of the Commission in Washington, D. C., on or before the effective date of the order, or, if the effective date has passed at the time notice is received, the license shall be sent to the Commission forthwith.

LOTTERIES

for all stations . . .

§1.122 Lotteries.—(a) An application for construction permit, license, renewal of license, or any other authorization for the operation of a broadcast station, will not be granted where the applicant proposes to follow or continue to follow a policy or practice of broadcasting or permitting "the broadcasting of any advertisement of or information concerning any lottery, gift enterprise, or similar scheme, offering prizes dependent in whole or in part upon lot or chance or any list of the prizes drawn or awarded by means of any such lottery, gift enterprise, or scheme, whether said list contains any part or all such prizes." (See 18 U.S.C. §1304.)

(b) The determination whether a particular program comes within the provisions of paragraph (a) of this section depends on the facts of each case. However, the Commission will in any event consider that a program comes within the provisions of paragraph (a) of this section if in connection with such program a prize consisting of money or thing of value is awarded to any person whose selection is dependent in whole or in part upon lot or chance, if as a condition of winning or competing for such prize, such winner or winners, are required to furnish any money or thing of value or are required to have in their possession any product sold, manufactured, furnished or distributed by a sponsor of a program broadcast on the station in question.

§1.304 (of U. S. Criminal Code) Broadcasting Lottery Information.—Whoever broadcasts by means of any radio station for which a license is required by any law of the U. S., or whoever, operating any such station, knowingly permits the broadcasting of any advertisement of or information concerning any lottery, gift enterprise, or similar scheme, offering prizes dependent in whole or in part upon lot or

chance, or any list of the prizes drawn or awarded by means of any such lottery, gift enterprise or scheme, whether said list contains any part or all of such prizes, shall be fined not more than \$1,000 or imprisoned not more than one year, or both.

Each day's broadcasting shall constitute a separate offense.

CENSORSHIP

For all stations . . .

§326 (of Communications Act.)—Nothing in this Act shall be understood to give the Commission the power of censorship over the radio communications or signals transmitted by any radio station, and no regulation or condition shall be promulgated or fixed by the Commission which shall interfere with the right of free speech by means of radio communication.

INDECENT LANGUAGE

§1464 (of U. S. Criminal Code) Broadcasting obscene language.—Whoever utters any obscene, indecent, or profane language by means of radio communication shall be fined not more than \$10,000 or imprisoned not more than two years, or both.

TRANSFERS and ASSIGNMENTS

Voluntary . . .

§1.329 Applications for voluntary assignment or transfer of control.—(a) Application for consent to the assignment of construction permit or license, or for consent to the transfer of control or a corporation holding such a construction permit or license, shall be filed with the Commission on FCC Form 314 (Assignment of License), FCC Form 315 (Transfer of Control), or FCC Form 316 (Short Form). Such application should be filed with the Commission at least 45 days prior to the contemplated effective date of assignment or transfer of control.

(b) The following assignment or transfer applications may be filed on FCC Form 316.

- (1) Assignment from an individual or individuals (including partnerships) to a corporation owned and controlled by such individuals or partnerships without any substantial change in their relative interests;
- (2) Assignment from a corporation to its individual stockholders without effecting any substantial change in the disposition of their interests;
- (3) Assignment or transfer by which certain stockholders retire and the interest transferred is not a controlling one;
- (4) Corporate reorganization which involves no substantial change in the beneficial ownership of the corporation;
- (5) Assignment or transfer from a corporation to a wholly owned subsidiary thereof or vice versa, or where there is an assignment from a corporation to a corporation owned or controlled by the assignor stockholders without substantial change in their interests; or
- (6) Assignment of less than a controlling interest in a partnership.

[EDITOR'S NOTE: In a statement issued by the FCC in 1948, licensees were warned that no transfers of station control are permitted until after Commission approval. The FCC also asked that licensees who are in doubt whether a transfer application is necessary bring ownership changes to the attention of the Commission to determine whether they are changes in control before consummating the transfer action.]

Involuntary transfers and assignments

§1.330 Application for involuntary assignment of license.—(a) The Commission shall be notified in writing promptly of the death or legal disability of an individual permittee or licensee, a member of a partnership, or a person directly or indirectly in control of a corporation which is a permittee or licensee.

(b) Within 30 days after the occurrence of such death or legal disability, an application on FCC Form 316 shall be filed requesting consent to involuntary assignment of such permit or license or for involuntary transfer of control of such corporation to a person or entity legally qualified to succeed to the foregoing interests under the laws of the place having jurisdiction over the estate involved.

Federal Communications Commission Executives and Staff Personnel

Headquarters: New Post Office Bldg., Washington 25, D. C. Executive 3-3620.

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term expires June 30, 1959. **Dee W. Pincock,** legal assistant; **Vera F. Nordness,** confidential assistant; **Iona Wickham** and **Jane T. Hungerford,** secretaries.

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District 1: 1600 Customhouse, Boston 9, Mass. Hubbard 2-6200, Extension 377. Nathan A. Hallenstern, engineer in charge.
District 2: 641 Washington St., New York 14, N. Y. Watkins 4-1060, Extension 392. Emory H. Lee, engineer in charge.
District 3: 1005 New U. S. Customhouse, Philadelphia 6, Pa. Market 7-6000, extension 137. Roger E. Phelps, engineer in charge.
District 4: 400 E. Lombard St., Baltimore 2, Md. Plaza 2-8460, extension 816. Hyman A. Cohen, engineer in charge.
District 5: Room 402, Federal Bldg., Norfolk 10, Va. Madison 2-4963. Edward Bennett, engineer in charge.
District 6: 50 Whitehall St., S.W., Atlanta 3, Ga. Jackson 2-4121, extension 4081. Arthur T. Cline Jr., engineer in charge. Sub-Office: Room 211 Post Office Bldg., Savannah, Ga.

Members of Former Federal Radio Commission

Feb. 23, 1927—July 10, 1934
Admiral W. H. G. Bullard, Pennsylvania
March 15, 1927—November 24, 1927 (Deceased)
Orestes H. Caldwell, New York
March 15, 1927—February 23, 1929
Eugene O. Sykes, Mississippi
March 15, 1927—July 10, 1934 (Deceased)
Henry A. Bellows, Minnesota
March 15, 1927—October 31, 1927 (Deceased)
Colonel John F. Dillon, California
March 15, 1927—October 8, 1927 (Deceased)
Sam Pickard, Kansas
November 1, 1927—January 31, 1929
Harold A. Lafount, Utah
November 14, 1927—July 10, 1934 (Deceased)
Ira C. Robinson, West Virginia
March 29, 1928—January 10, 1932 (Deceased)
General C. M. K. Saltzman, Iowa
May 2, 1929—July 19, 1932 (Deceased)
William D. J. Starbuck, New York
May 2, 1929—February 23, 1934 (Deceased)
Thad H. Brown, Ohio
January 21, 1932—July 10, 1934 (Deceased)
James H. Hanley, Nebraska
April 1, 1933—July 10, 1934 (Deceased)

Former Members of Federal Communications Commission

Hampson Gary, Texas
July 11, 1934—December 24, 1934 (Deceased)
Anning S. Pratt, New York
January 17, 1935—July 23, 1937 (Deceased)
Irvin Stewart, Texas
July 11, 1934—June 30, 1937
Frank R. McNeish, North Carolina
October 1, 1927—August 31, 1939 (Deceased)

Adams 2-7602. John W. Crews, engineer in charge.

District 7: 312 Federal Bldg., Miami 1, Fla. Franklin 9-3900. Arthur G. Gilbert, engineer in charge. Marine Office: 409-410 Post Office Bldg., Tampa 2, Fla. 2-1773. Alfred L. Ritter, marine supervisor.

District 8: 600 South St., New Orleans 12, La. Express 2411, extension 594. Walter M. Hammond, engineer in charge. Sub-Office: 419 U. S. Courthouse & Customhouse, Mobile 10, Ala. 2-3541, extension 209. George E. Franklin, radio engineer.

District 9: 7300 Wingate St., Houston 11, Tex. Woodcrest 1966. Everett H. Marshall, engineer in charge. Sub-Office: 300 Willow St., Beaumont, Tex. 2-3141. Eric D. Coburn, radio engineer.

District 10: 708 Jackson St., Dallas 22, Tex. Riverside 8-5611. Gerald M. Howard, engineer in charge.

District 11: 1425 U. S. Post Office & Courthouse Temple and Spring Sts., Los Angeles 12, Calif. Madison 5-7411, extension 1126. Bernard H. Linden, engineer in charge. Sub-Office: 15-C, U. S. Customhouse, San Diego 1, Calif. Belmont 4-6211, extension 383. Vergue L. Hoke, radio engineer. Marine Office: 326 U. S. Post Office & Courthouse, San Pedro, Calif. Terminal 2-2389. William E. Clyne, marine supervisor.

District 12: 323-A Customhouse, San Francisco 26, Calif. Yukon 6-4141. Francis V. Sloan, engineer in charge.

District 13: 620 S. W. Main St., Portland 5, Ore. Capital 6-3361, extension 541. Joseph H. Hallock.

District 14: 806 Federal Office Bldg., Seattle 4, Wash. Mutual 3-3000, extension 448. Herbert H. Arlows, engineer in charge.

District 15: 321 New Customhouse, Denver 2, Colo. Keystone 4-4151, extension 227. Andrew Bahaly, engineer in charge.

District 16: 208 Uptown Post Office & Federal Courts Bldg., St. Paul 2, Minn. Capitol 2-8011, extension 261. Donald A. Murray, engineer in charge.

District 17: 911 Walnut St., Kansas City, Mo. Baltimore 1-7000, extension 8-253. Harold W. Hourell, engineer in charge.

District 18: 219 S. Clark St., Chicago 4, Ill. Harrison 7-4700, extension 275. H. D. Hayes, engineer in charge.

District 19: 1029 New Federal Bldg., Detroit 26, Mich. Woodward 3-9330, extension 441. Edwin S. Heiser, engineer in charge.

District 20: 328 Post Office Bldg., Buffalo 3, N. Y. Washington 1711. Paul A. Holloway, engineer in charge.

District 21: 502 Federal Bldg., Honolulu 13, Hawaii 5-2931, extension 260. Paul R. Fenner, engineer in charge.

District 22: 322 Federal Bldg., San Juan 13, Puerto Rico, 2-4562. Eugene W. Klein, engineer in charge.

District 23: U. S. Post Office & Courthouse Bldg., Anchorage, Alaska. 3-8464. Harold D. DeVoe, engineer in charge. Sub-Office: 6 Shattuck Bldg., Juneau, Alaska. 721. Hal S. Weidner, radio engineer.

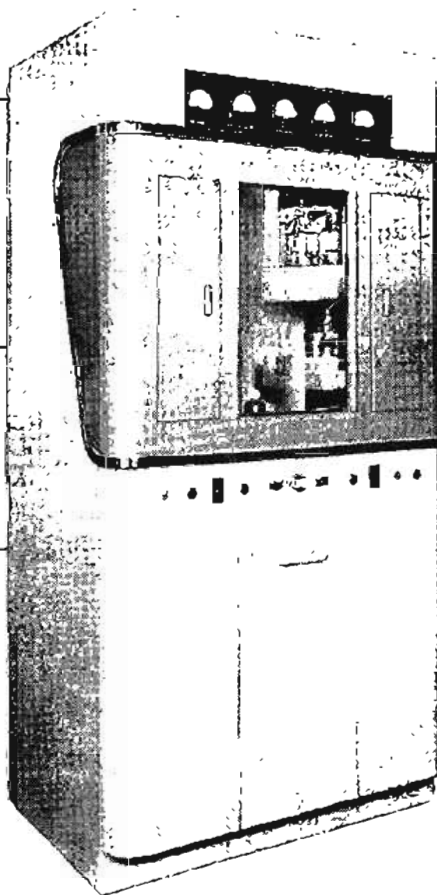
District 24: 718 Jackson Pl., N.W. Washington, D. C. Executive 3-3620, extension 229. Alfred H. Kleist, engineer in charge.

Eugene O. Sykes, Mississippi
July 11, 1934—April 5, 1939 (Deceased)
Thad H. Brown, Ohio
July 11, 1934—June 30, 1940 (Deceased)
Frederick L. Thompson, Alabama
April 3, 1939—June 30, 1941
George H. Payne, New York
July 11, 1934—June 30, 1943 (Deceased)
*T. A. M. Crover, District of Columbia
August 21, 1937—June 30, 1944
Norman S. Case, Rhode Island
July 11, 1934—June 30, 1945
James Lawrence Fly, Texas
September 1, 1939—November 13, 1944
William H. Willis, Vermont
July 1, 1945—March 6, 1948 (Deceased)
Paul A. Porter, Kentucky
December 31, 1941—February 27, 1946
Charles R. Denny Jr., District of Columbia
March 30, 1945—October 31, 1947
Ewell K. Jett, Maryland
February 15, 1944—December 31, 1947
Ray C. Wakefield, California
March 22, 1941—June 30, 1947 (Deceased)
Clifford J. Durr, Alabama
November 1, 1941—June 30, 1948
Albert Wayne Coy, Indiana
December 29, 1947—February 21, 1952 (Deceased)
Robert Franklin Jones, Ohio
September 3, 1947—September 19, 1952
Eugene H. Merrill, Utah
October 14, 1952—April 15, 1953 (Recess Appointee)
Paul Albee Walker, Oklahoma
July 11, 1934—June 30, 1953
George Edward Sterling, Maine
January 2, 1948—September 30, 1954
Frieda Barkin Hennock, New York
July 6, 1948—June 30, 1955
Edward Mount Webster, District of Columbia
April 10, 1947—June 30, 1956
George C. McCunnaughy, Ohio
Oct. 4, 1954—June 30, 1957
Richard A. Mack, Florida
July 7, 1955—March 3, 1958
*Reappointed July 2, 1956. Current term expires June 30, 1963.

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The 1 kw 20V, 500 watt 550A and 250 watt 300J are each housed in a single identical cabinet (pictured at left). They feature: full coverage, 540-1600 kc; instantly selectable power; simplified oscillator eliminates use of crystal ovens, assures dependability; tetrode tubes operate below rated dissipation levels;

precise metering; only 7 tube types; all controls on front, easy access to interior and all tubes visible at a glance; blower cooling, adaptability to remote control; a Collins power increase package makes possible overnight conversion of the 300J to a 550A or 20V, also overnight conversion of the 550A to a 20V.

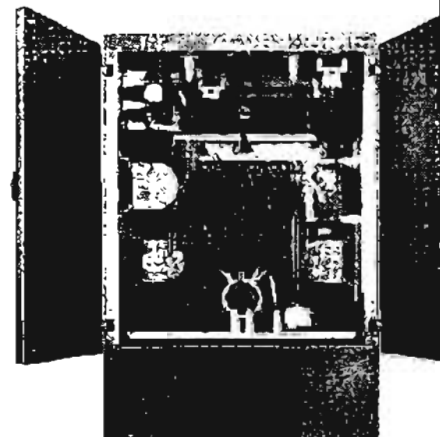
5/10 KW TRANSMITTERS

Feature for feature, the 21E/M is the most economical transmitter available, no crystal ovens, no external equipment, easy access to all relays, forced air cooling, visible tubes, compact size with three bays similar to cabinet at left.

Circuitry is simplified, with only 9 tube types in the 5 kw 21E and 10 in the 10 kw 21M. Spurious radiation is held to a minimum. Collins power increase package allows overnight conversion from 5 kw to 10 kw.

DIRECTIONAL ANTENNA EQUIPMENT

Collins 81M Phasors are individually designed to each broadcaster's requirements as specified by his consulting engineer. Housed in cabinets to match Collins or other transmitters, the 81M features easily adjusted networks, highest stability, ease of maintenance, adequate voltage and current safety, and maximum economy. Collins 42E-7/8 Antenna Tuners are housed in weatherproof heavy-gauge welded steel cabinets and feature accessibility.



The equipment listed on these pages is but a cross section of the full Collins line — a combination of time-tested leaders and new designs. The full line is presented in a new fully illustrated catalog which also has reference charts and tables for use by station engineering and management personnel. If you have not yet received your copy or if you desire additional copies, contact the Collins office nearest you.

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SPEECH INPUT CONSOLES

Collins Consoles are designed for high fidelity AM, FM and TV service or program control in audio systems.

212F — Supplies complete control over simultaneous broadcasting and auditioning from any 5 of 12 inputs. The 212F also monitors remote lines, and controls speakers and warning lights.

212E — Dual channel unit provides simultaneous mixing of 9 of 22 inputs, including mikes, remote lines, high level tape and network line. Also supplies monitoring of program lines and remote lines and control of speakers and warning lights.

REMOTE AMPLIFIERS

212Z — The lightest full-function remote available, this 4-channel transistorized unit weighs only 22 lbs. with battery in carrying case. Other features: printed circuitry, automatic power changeover, typewriter-size carrying case.

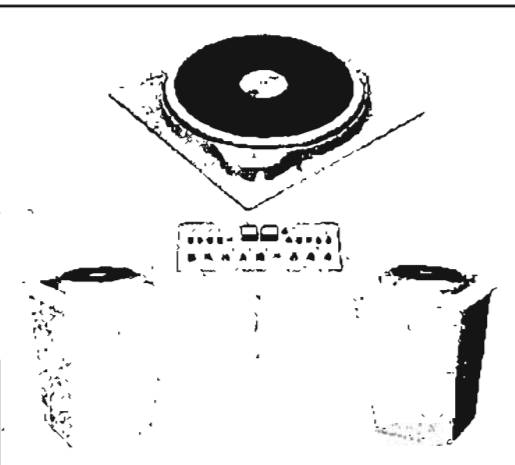
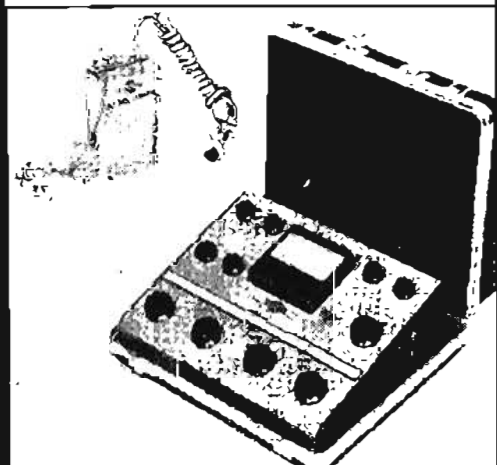
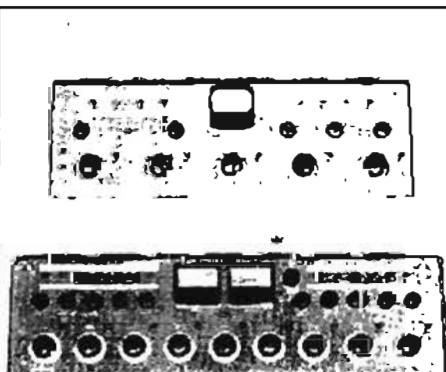
MICROMOTE — This is the ideal unit for a one-man, one-mike situation. It weighs only 10 oz. complete with ear-plug headphone and mike connector and fits easily into a breast pocket or on belt. Contains 6 transistors and 4 mercury batteries (with average life of over 200 hours) and has built in battery test light.

TURNTABLE EQUIPMENT

TT-400/200 — These new tables feature simplicity with only 3 moving parts in the drive mechanism; heavy cast aluminum construction; gear shift (3) speed selector with neutral positions between speeds; unique indentation for 7" 45 rpm discs, eliminating spindle adapter, double-ball thrust bearing. Available in 16" 4-pole (TT-400) or synchronous (TT-400S) and 12" 4-pole (TT-200) or synchronous (TT-200S).

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Collins now offers attractively styled custom-built control desks, individually designed to your requirements at a surprisingly low cost. Ask your Collins representative for a proposal.



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WBKB, CHICAGO — (1 Recorder)
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WISH-TV, INDIANAPOLIS — (1 Recorder)
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KHI-TV, LOS ANGELES — (1 Recorder)
KENS, SAN ANTONIO — (1 Recorder)
WHAS-TV, LEXINGTON, KY — (1 Recorder)
WEAR, PENSACOLA, FLA. — (2 Recorders)
WOAI, SAN ANTONIO — (2 Recorders)
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KITV, LOS ANGELES — (1 Recorder)
WGN, CHICAGO — (2 Recorders)
KPX, SAN FRANCISCO — (1 Recorder)
SAKATA SHUKAI, KOBE, JAPAN — (1 Recorder)
SAKATA SHUKAI, YOKOHAMA, JAPAN — (4 Recorders)
WBZ-TV, BOSTON — (1 Recorder)
WUSN-TV, CHARLESTON — (1 Recorder)
SIEMENS & HANSE, WESE, GERMANY — (6 Recorders)
KYW-TV, CLEVELAND — (1 Recorder)
TELESTUDIOS, INC., NEW YORK — (1 Recorder)
KDKA, PITTSBURGH, PA. — (1 Recorder)
KQUB, LUBBOCK — (1 Recorder)
ASSOC. REDEFUSION, LONDON, ENG. — (2 Recorders)
ELLIOT, UNGER, AND ELLIOT, N.Y. — (1 Recorder)
WRAL-TV, RALEIGH — (1 Recorder)
BRITISH BDCG, LONDON, ENGLAND — (1 Recorder)
GRANADA TV, MANCHESTER, ENGLAND — (2 Recorders)
FILMWAYS, NEW YORK — (1 Recorder)
WFLA, TAMPA — (1 Recorder)
TUNKER'S RACE WAY, NEW YORK — (1 Recorder)
VIDEOTAPE PRODUCTIONS OF N.Y., INC. — (2 Recorders)
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WTAR, NORFOLK — (1 Recorder)
WFAA, DALLAS — (1 Recorder)
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Radio-Tv Equipment Manufacturers, Distributors; Construction Services

Aome Camera Corp., 2704 W. Olive Ave., Burbank, Calif. Victoria 9-3114. John Red, sales mgr.

Products (for tv): Recording cameras, kine-photo monitors.

Adler Electronics Inc., 1 Le Fevre Lane, New Rochelle, N. Y. 6-1629. Alfred Strugoff, vp. (radio & tv).

Products (for radio): Studio control equipment, recording consoles.

Products (for tv): Low power chf and uhf transmitters, translators, microwave relay equipment, studio control equipment, antennas and regulated power supplies.

Aerial Tower Manufacturing Co., 8309 Spinyland Rd., Orange 7-8880. Earl Griffith, pres.

Products (radio & tv): Complete line of radio, communication, tv, community tv towers.

Affiliated Photographic Co., 21 W. 15th St., New York 36, N. Y. Judson 2-9722. Irwin Goldman, owner.

Products (for tv): Slides, telops, flip cards, bulbs.

Alford Manufacturing Co., 299 Atlantic Ave., Boston 10, Mass. HUmbuck 6-2150. Harold H. Leach, senior engineer (tv).

Products (for tv): Antennas, duplexers, coaxial switches, vertical sideload filters, impedance measuring equipment.

All Star Products Inc., Squire Ave., DeBane, Ohio. 2-1065. W. F. Foster, vp. sales mgr.

Products (for radio): Variable gang condensers, air trimmer condensers.

Allied Radio Corp., 190 N. Western Ave., Chicago 80, Ill. HAYmarket 1-6800. S. H. Levey, sales mgr.

Products (for radio & tv): Station equipment and supplies for immediate shipment, large orthicons, kinoscopes and all transmitting tubes, audio equipment, amplifiers, condensers, CAA approved tower light control, attenuators, equalizers, disc and tape recording equipment, resistors, patch panels and cords, pick-ups and turntables, public address systems, receivers, microphones, noise and distortion measuring equipment, test equipment, transformers, transcription players, RCA camera cable, connectors.

Allied Recording Products Co., 32-32 Greenpoint Ave., Long Island City 1, N. Y. SUllwell 4-2718. J. Struss, pres.

Products (for radio & tv): Professional recording discs.

Alpay Manufacturing Corp., 2914 Spring St., Redwood City, Calif. EMerison 8-4701. R. V. Landrup, sales mgr.

Products (for radio): Towers, accessories, associated equipment.

Altec Lansing Corp., 1517 S. Marchester Ave., Anaheim, Calif. PRospect 4-2900.

New York 13, N. Y.: 161 Sixth Ave. H. S. Morris, products sales mgr. (radio & tv)

Products (for radio & tv): Amplifiers, console mixers, microphones, tuners, loudspeakers, transformers.

American Electronics Inc., Audio Div., 655 W. Washington Blvd., Los Angeles, Calif. GILchmond 3-3391. Howard Leach.

Products (for radio & tv): Tape recording equipment.

American Ladder & Scaffold Co., 1507 N.W. Seventh Ave., Miami, Fla. Plaza 4-2600. M. Goldstein, mgr.

Products (for radio & tv): Ladders, scaffolds.

Ampex Electronic Corp., 230 Dolly Ave., Hicksville, N. Y. FRank Randall, pres. and gen-

eral sales mgr. (radio & tv).

Products (for radio & tv): Electron tubes, power and rectifier tubes, thyratrons, magnetic rods, transmitting and special purpose tubes.

Ampex Corp., Professional Products Div., 344 Charter St., Redwood City, Calif. EMerison 9-4181. C. R. Paulson, national sales mgr.

Products (for radio): Magnetic tape recorders (Models 601, 851 and 300 Model 620 model), speaker-amplifiers, automatic programming equipment.

New York 17, N. Y.: 315 E. 18th St. Plaza 7-8405. Tom Merson.

Products (for tv): Model VI-1000 videotape recorder and color conversion accessories.

Amplifier Corp. of America., 328 Broadway, New York 13, N. Y. WOrth 6-2929. A. J. Gillette.

Products (for radio): Battery-operated, spring-motor tape recorders, AVC amplifiers.

Andrew Corp., 363 E. 75th St., Chicago 19, Ill. TRiangle 4-4400. Robert P. Lamons, director of marketing (radio & tv).

Claremont, Calif.: (Andrew California Corp.) 911 E. Maryland Ave. National 6-3505. Jeff D. Montgomery, mgr.

Westwood, Mass.: P. O. Box 296. Davis 9-6500. C. Robert Lane, eastern regional mgr.

Redwood, N. J.: P. O. Box 416. Gilbert 7-2500. Harold J. DeLois, sales engineer.

Wholly, Cal.: (Andrew Antenna Corp. Ltd.) 606 Birch St., Mohawk 8-3448. John W. McLeod, gen mgr.

Products (for radio): Coaxial transmission line, coaxial switches, for transmitting antennas.

Products (for tv): Coaxial transmission line, coaxial switches, waveguides, low power antennas.

Animation Equipment Corp., 28 Hudson St., New Rochelle, N. Y. 6-8138. A. Kid Livingston, vp and gen mgr.

Products (for tv): Motion picture optical printers, animation stands, process cameras, registration devices.

Ansoco Div., General Aniline & Film Corp., 405 Lexington Ave., New York 17, N. Y. OXford 7-6161. Dr. Leopold Becker, gen mgr. P. J. Daly, sales mgr.

Binghamton, N. Y.: 215 Clinton St. 7-4221. James P. DeWore.

Atlanta, Ga.: 12 Williams St. N. W. TRinity 6-0751. J. D. Gill.

Boston, Mass.: 80 Federal St. HUbbard 2-8750. L. H. Purcell.

Chicago, Ill.: 217 E. Ontario St. WHitehall 4-7410. H. Dean.

Dallas, Tex.: 1199 Hi-Line Dr. RIVERside 4617. V. V. DeGraff.

Dayton, Ohio: Pennabank Bldg. E. H. McInerity. WOODward 2-7928.

Los Angeles, Calif.: 1001 N. LaBrea Ave. OLIfield 4-0550. W. J. Hughes.

San Francisco, Calif.: 610 Second St. SUtter 1-8517. M. A. Snow.

Toronto, Ont.: 1150 Queens Way. New Toronto Postal Station. OLIfield 5-0141. F. A. Grippes.

Washington, D. C.: 2408 Wisconsin Ave., N. W. EMerison 2-6115. H. Pike.

New York Export Sales Office: 245 Hudson St. WATkins 4-0600. F. Davis.

Aristo Import Co., 630 Fifth Ave., New York 20, N. Y. Circle 7-0720. F. W. Morris, mgr. (radio & tv).

Products (for radio & tv): Stop watches, filmometer (stop watch).

Atlantic Corp., Harbor & Jackson Sts., Cincinnati, Ohio. 22-656. G. Leonard Werner, director of sales.

Products (for radio): Phonograph cartridges, phonograph pick-ups, microphones, microphone accessories.

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Atlas Sound Corp., 1449 39th St., Brooklyn 18, N. Y. Gedney 8-3500. R. C. Reinhardt, sales mgr. (radio & tv).

Products (for radio): Microphone stands, booms, supports.

Products (for tv): Large booms
Audio Accessories, 279 Broadway, Amityville, N. Y. Myrtle 1-7030. F. Sumner Hall, chief engineer (radio & tv).

Products (for radio & tv): Jack panels, patch cords, plugs, designation strips, designation cards, jack mountings, cord and cable test sets, video patch panels.

Audio Devices Inc., 444 Madison Ave., New York 32, N. Y. Plaza 1-6640. Bryce Haynes, vp. (radio & tv).

Chicago 49, Ill.: 5428 N. Milwaukee Ave. Newcastles 1-9589. B. N. Freifeld, regional sales mgr.

Hollywood 46, Calif.: 640 N. Fairfax Ave. Olive 3-2254. Alvin H. Bougie, vp.

Products (for radio): Audiotape, audiodiscs (instantaneous recording discs).

Products (for tv): Audiotape (magnetic recording film), audiotape.

Audio Instrument Co., 135 W. 14th St., New York 11, Oregon 5-7820. C. J. LeBel, pres.

Products (for radio & tv): Reverberation generating inter-modulation meters, other audio test equipment.

Audio & Video Products Corp., Special Effects Div., 730 Fifth Ave. New York 19, N. Y. Plaza 7-3691. C. Robert Paulson, mgr.

Products (for tv): Special effects equipment and consulting service, inanimate and air still background projectors, T-Vu-Graph multipurpose projector, photo backgrounds, slide library and processing service, rear projection screens and mobile frames, Vidi-Script prompting system, other special effects gimmicks.

Austin Co., 16112 Euclid Ave., Cleveland 12, Ohio. Glenville 1-5400. Allan S. Austin, pres. L. M. Drueckebush, mgr. of broadcasting sales.

Services (for tv): Engineers, designers and builders of tv facilities.

B

Semon Baile & Co., 646 Greenwich St., New York 11, N. Y. Watkins 1-2120. Benjamin Newton, sales mgr. (radio), 1523b Schenfeld, assistant treasurer (tv).

Chicago 5, Ill.: 694 S. Dearborn St. Harrison 7-1213. Mathis S. Krieger.

Products (for radio & tv): Glass lens and mirror items for radio equipment, finished radio and tv apparatus.

Bauer Electronic Mfg. Co., 3728 Southwood Ave., San Mateo, Calif. Firoside 5-0897. Fritz

Hauer, owner.

Products (for radio): Am broadcast transmitters (1, 5, 10 kw output).

E. J. Baughman Co., 1514 N. Cogswell Rd., El Monte, Calif. Gilbert 4-7586. E. J. Baughman.

Products (for tv): Spindler & Sauppe Selectrosides, lenses, Kliegl lighting, Century lighting, Mole Richardson lighting, Bardwell McAlister lighting, 1 & 3 chair gyrotors, microphone booms, hydraulic pedestal camera dolly, viewer hoods for tv cameras, monitor carts, remote pan & tilt mounts, camera weatherproof housings, remote pan & tilt for tower.

Bansch & Lomb Optical Co., 631 St. Paul St., Rochester 2, N. Y. Locust 2-3000.

Los Angeles 11, Calif.: 314 W. Sixth St. Tucker 1161. F. R. Abbott.

San Francisco 2, Calif.: 20 Jones St. Underhill 3-1660. E. S. Bissell.

Washington 6, D. C.: 1324 I St. N. W. Republic 7-1815. F. H. Galtner.

Atlanta, Ga.: 78 Marietta St., N. W. Jackson 5-0791.

Chicago 6, Ill.: 710 W. Washington Blvd. State 2-9232. M. Seelinger.

Boston 16, Mass.: 131 Clarendon St. Hubbard 2-3520. P. W. Hayes.

New York 19, N. Y.: 730 Fifth Ave. Circle 7-5400. J. A. Scheick.

Philadelphia 3, Pa.: 1811 Chestnut St. Rittenhouse 6-0831. J. L. Wealsh.

Products (for radio & tv): Vidicon lenses, balopticon projectors, optical systems, optical components.

John F. Beasley Construction Co., P. O. Box 162, Muskogee, Okla. Murray 2-6331. B. V. Pruden, vp. (radio & tv).

Dallas, Texas: Mercantile Bank Bldg. Riverside 1-3228. L. E. Berg, executive vp.

Chicago, Ill.: 20 N. Wacker Dr. State 2-7589. A. B. Ly' a, sec-treas.

Service (for radio & tv): Erection and maintenance of radio and tv towers.

Bell & Howell Co., 7109 McCormick Rd., Chicago 47, Ill. Ambassador 2-1600. G. L. Oakley, sales mgr.

Glendale, Calif.: 623 Rodney Dr. Chapman 7-6631. H. W. Remerscheid, vp. western operations.

Woodside, N. Y.: 37-15 61st St. Illinois 7-1700. E. S. Lindfors, vp. eastern operations.

Toronto 15, Ont.: 58 Industry St. Roger 7-3121. G. T. Bright, vp & gen. mgr. Canada Ltd.

Products (for tv): Projectors, printers, cameras, editing equipment.

Blaw-Knox Equipment Div., Blaw-Knox Co. Blaw Ave., Pittsburgh 36, Pa. Sterling 1-2700. R. A. Troman, mgr. lower sales (radio & tv).

Chicago 3, Ill.: 36 S. Wabash St. State 1-4430. J. C. McQuide, district mgr.

New York, N. Y.: 230 Park Ave. Murray Hill 6-0680.

Products (for radio & tv): Towers for tv, am, fm, microwave; parabolic reflectors.

Blonder-Tongue Labs Inc., 9-26 Alling St., Newark 2, N. J. Market 2-6151. Joseph H. Kerker, sales mgr. (radio & tv).

Products (for radio): Am-fm radios, am-fm tuners, audio amplifiers, speaker systems.

Products (for tv): Vhf amplifiers, uhf converters, tv cameras, tv couplers, video monitors, field strength meters, master tv systems, projection tv receivers.

Bodde Projector Co., Bodde Screen Co., 11541 Bradley Ave., San Fernando, Calif. Empire 5-2551. E. M. Bodde Jr.

Products (for tv): Background projectors, 1x5 slides, including attachments for 3 1/2 x 4 slides, 1/2 in. stripfilm and special effects; automatic 3 1/2 x 1 and 1x5 slide projectors with available remote control, stop-motion and variable speed controls; seamless translucent screens, wide viewing and camera pick-up angles, custom-cast to size and color type up to 42x92 ft.

William Brand & Co., North & Valley Sts., Williamstie, Conn. Harrison 2-6301.

Products (for radio & tv): Hook-up wires, cables, insulation.

Broadcast Equipment Specialties Corp., P. O. Box 149, Beacon, N. Y. 9-4587. Albert C. Travis Jr.

Products (for radio & tv): Tapak spring-driven, self-powered tape recorders.

Browning Labs Inc., 100 Union Ave., Laconia, N. H. 2869. Gardiner G. Greene, pres.

Products (for radio): Fm broadcast receivers, tuners; fm multiplex-simplex receivers, tuners, other background-music equipment.

Bryg Inc., 321 S. McKean St., Butler, Pa. 72-793. Samuel H. Depew, pres-gen. mgr.

Newark, N. J.: 69 12th Ave. Mitchell 3-8116. Adolph Ruzdaw.

New York 17, N. Y.: 220 E. 32nd St. Murray Hill 7-1181. M. H. Hoepfl.

Products (for tv): Three-vidicon color equipment using panchromatic negative or positive (black-and-white) film for color telecasting, including projectors, film cameras and electronic units (16 mm and 35 mm), automatic gamma control unit for compensation of various film densities, black-and-white film recorder for color telecasts, Bryg lenses for 16mm or 35mm cameras.

Burke & James Inc., 321 S. Wabash Ave., Chicago 4, Ill. Harrison 7-3393. Edward W. Hoy, vp; Albert Drucker, mgr.

Products (for tv): Tv lenses, sun shades, adapters, mounts.

Burnell & Co., 10 Pelham Parkway, Pelham Manor, N. Y. 3-5000. L. Schwartz, sales mgr.

South Pasadena, Calif.: 720 Mission St. Ryan 1-2819. W. A. Brown, pres.

Products (for radio): Audio filters, toroidal coils, variable inductors.

Bussmann Manufacturing Div., McGraw-Edison Co., University at Jefferson, St. Louis 7, Mo. Garfield 1-1740. J. C. Ingram (radio & tv).

Los Angeles 13, Calif.: 1004 E. Fourth St. Madison 5-1954. O. A. Alderman.

Chicago 6, Ill.: 9 S. Clinton St. Dearborn 2-1333. A. A. Sommer.

Jersey City 2, N. J.: 93 Montgomery St. Henderson 5-3609. L. E. Edwards.

Products (for radio & tv): Fuses.

C

Callione Corp., 1041 N. Sycamore Ave. Hollywood 28, Calif. Hollywood 2-2353. Robert C. Matzner.

Products (for radio): Portable transcription players.

Camera Equipment Co., 315 W. 43rd St., New York 36, N. Y. Judson 6-1420. Burton H. Zucker.

Products (for tv): Color balanced "tv" heads, balanced vidicon heads, remote pan and tilt heads for vidicon cameras.

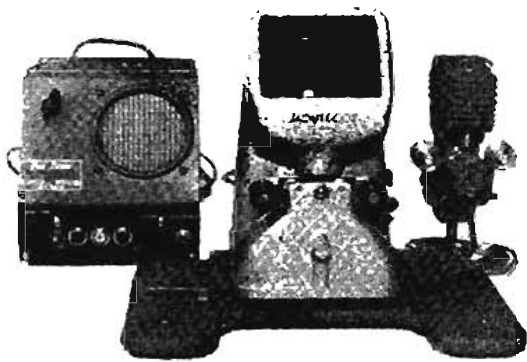
Camera Mart Inc., 1845 Broadway, New York 23, N. Y. Plaza 7-6377.

Products (for tv): Camera dollies, microphone booms, tripods, special optical effects prisms and lenses, television film editing and handling equipment.

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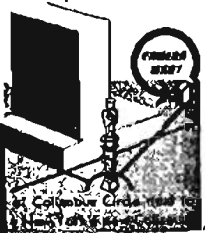
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Calgary, Alta.: 3638 Manchester Rd. Chestnut 3-7696. K. R. Fowler.

Halifax, N. S.: 131 Howe Ave. 5-0551. W. A. Piekarski.

Montreal, Que.: P. O. Box 907, Station O. Regent 3-9911. J. D. Pugsley.

Products (for radio & tv): Transmitters, antenna systems, studio systems, engineering consulting, installation.

Canadian Marconi Co. 6035 Cote de Liesse Rd., Montreal 8, Que. Riverside 8-7710. J. H. Martin, sales & contracts mgr.

Calgary, Alta.: 1710 Third St. N.E. 7-7571. R. N. P. Evans, mgr.

Vancouver, B. C.: 3594 Main St. Empire 4174. J. S. Baxter, mgr.

St. John's, Nfld.: 26 James Rd. 2834. M. D. MacGraw, mgr.

Halifax, N. S.: 572 Harrington St. 3-1325. D. J. Murphy, mgr.

Ottawa, Ont.: 77 Metcalfe St. Central 5-4842. H. W. Britton, mgr.

Toronto, Ont.: 830 Bayview Ave. Hudson 1-5221. T. V. Sweeney, sales mgr.

Products (for radio): Transmitter studio equipment; turntables, remote control equipment; transmitting and receiving tubes; Omnisatellite antennas, transmitters; facsimile transmitters, recorders.

Canaan Electric Co. 5208 Humboldt St., Los Angeles 31, Calif. Capitol 5-2251. Floyd M. Cox, general sales mgr.

Salem, Mass.: Pingree & Leavitt Sts. Pioneer 5-9700. Robert B. Davison.

Products (for radio): Audio connectors for radio stations, microphones and low level circuits.

Products (for tv): Television camera connectors, connectors for video equipment, cables and modular plug-in systems.

Caterpillar Tractor Co. Peoria, Ill. 6-3211.

Products (for radio & tv): Diesel electric sets for prime or standby power.

CBS-Hytron Div. of CBS Inc. 100 Endicott St., Danvers, Mass. Spring 4-2360. John Q. Adams, v-p sales (radio & tv).

Los Angeles, Calif.: 2120 S. Garfield Ave. Raymond 2-9651. Walter J. Fitzpatrick, regional mgr.

Chicago, Ill.: 1920 N. Mannheim Rd. Eastbrook 9-2100. Herbert L. Reichert, regional mgr.

Newark, N. J.: 22 Green St. Market 3-5832. Frank M. Hickey, regional mgr.

Products (for radio & tv): Electron tubes, semiconductor.

Century Lighting Inc. 521 W. 136th St., New York 18, N. Y. Chatterbox 1-7050. Nathan J. Sonnenfeld, New York sales mgr.

Santa Monica, Calif.: 1820 Berkeley St. Lou Ehrhardt, branch mgr.

North Miami, Fla.: 1177 N.E. 129th St. Plaza 1-6675. George Gull, southern branch mgr.

Products (for radio): Microphone beams.

Products (for tv): Complete studio lighting facilities, microphone beams.

Cinematic Developments 2125 32nd Ave., San Francisco, Calif. Montrose 4-2145. Arthur H. Hart, pres.

Products (for tv) Photo equipment and services.

Clebar Watch Co. 15 W. 14th St., New York 36, N. Y. Murray Hill 2-3850. Richard J. Trauner.

Products (for radio & tv): Timers, stop-watches, chronographs.

Collins Radio Co. 315 Second Ave. S. E., Cedar Rapids, Iowa Empire 3-2661. John Hearle, broadcast sales mgr.

Buffalo, Calif.: 2700 W. Ohio, Thornwall 5-1951. G. T. Tasto, regional sales mgr.

Dallas, Tex.: 1930 Hu-Lane Dr. Riverside 7-5151. T. A. Farnell, regional sales mgr.

East Point, Ga.: 2801 Dodson Dr. Poplar 8-6218. J. N. Hunt, sales engineer.

Fort Wayne, Ind.: 1334 Forest Ave. Eastbrook 6-610. R. H. Edwards, sales engineer.

Kansas City, Mo.: 4103 W. 73rd Terrace, Niagara 2-9610.

Knoxville, Tenn.: Dogwood Rd., Fountain City. Alford 1-4378. J. E. Stobery, sales engineer.

Miami Springs, Fla.: 1711 N. W. 36th St. Tuxedo 7-1728. L. G. Embree, sales engineer.

New York, N. Y.: 261 Madison Ave. Murray Hill 7-6740. W. J. McKnight, regional sales mgr.

San Mateo, Calif.: 205 E. Third Ave., Suite 109. Diamond 2-2131. E. L. Grandison, sales engineer.

Seattle, Wash.: 1318 Fourth Ave. Main 5278. W. A. Weiland, sales engineer.

Washington, D. C.: 1209 18th St. N. W. National 8-5415. R. C. Dutton, regional sales mgr.

Toronto, Ont.: 11 Bermuda Rd. Plymouth 7-1101. A. I. O. Davies, director of sales.

Products (for radio): Am and fm transmitters, fm antennas and complete line of studio equipment.

Products (for tv): TV-STL equipment and weather radar.

Commercial Radio-Sound Corp. 652 First Ave., New York 16, N. Y. Oregon 9-0400. Arthur W. Schneider, gen mgr.

Products (for radio): Broadcast audio systems (consoles, racks, etc.), public address systems, audio operated switching systems.

Products (for tv): RF distribution systems, video distribution systems.

Communication Products Co. State Highway 79, Marlboro, N. J. Freehold 8-1880. J. L. Ber-

nard Jr.

Los Angeles 65, Calif.: 3043 Rosslyn St. Chapman 5-1144. E. Floyd Bryant, Pacific Coast mgr.

Jacksonville 7, Fla.: Prudential Bldg. Exbrook 8-8011. Mrs. Grace Jones, executive secretary.

Products (for radio): Antennas for mobile radio base station and vehicular use; coaxial cable and connectors, Q-MAX A-27 RF inverter, ceramic insulated rotary switches, Auto-Dryaire dehydrators.

Products (for tv): Coaxial cable and connectors, Auto-Dryaire dehydrators.

Community Engineering Corp. Box 824, State College, Pa. Adams 7-7221. Floyd B. Fischer, vp.

Products (for tv): Electronic equipment for RF distribution of tv signals (closed-circuit, community, educational) wide band sweep generators, low noise pre-amplifiers.

Conrac Inc. 19217 E. Foothill Blvd., Glendora, Calif. Edgewood 5-1211. W. J. Moreland, pres.

Products (for tv): Video monitors (monochrome, color), off-the-air receivers for monitoring and rebroadcast application.

Consolidated Tower Service 1123 Michigan Ave., Fort Wayne 6, Ind. Anthony 7-0202. Nelson T. Swager, gen mgr (radio & tv).

Products (radio & tv): Sell, erect and service towers and allied equipment, specializing in complete package deals.

Continental Electronics Mfg. Co. 4212 S. Buckner Blvd., Dallas 27, Tex. Rivergreen 1-1337. Thomas B. Moseley, director of sales.

New York 16, N. Y.: 131 Fifth Ave. Murray Hill 5-2100. Arthur J. Rock, export department.

New York 18, N. Y.: 542 W. 16th St. Longacre 4-0518. James E. Thorne.

Products (for radio): Am broadcast transmitters, transmitter remote control equipment, accessories.

Crouse-Hinds Co. Wolf & Seventh North Sts., Syracuse, N. Y. Granite 4-1911. H. M. Pattat, assistant distribution sales mgr., aviation.

Branches of representatives in 37 cities.

Products (for radio & tv): Tower lighting, control and lamp failure warning equipment, complete lighting kits, beacons, obstruction lights, photoelectric control, beacon flashers.

D

Dage Television Div. Thompson Products Inc., 10th & Sheridan Sts., Michigan City, Ind. Triangle 4-3251. John R. Howland.

Products (for tv): Cameras, camera equipment, slide generators, monitors, microwave relay systems, industrial equipment.

Daven Co. 539 W. Mount Pleasant Ave., Livingston, N. J. 6-4200. E. L. Grayson, sales mgr (radio & tv).

Products (for radio): Audio, rotary tap switches, precision wire wound resistors, metal film resistors, vacuum tube voltmeters, transmission sets, decade resistance boxes.

Products (for tv): Video and RF attenuators, precision wire wound resistors, metal film resistors, vacuum tube voltmeters, transmission sets, decade resistance boxes, rotary tap switches.

Downing Crystal Co. 191 Shaffer Ave., Westminster, Md. Tilden 8-7500. G. Earlow, vp; J. E. Eager, engineer (quartz crystals).

Products (for radio): Quartz crystals, ovens.

Dresser-Idesco Co. 875 Michigan Ave., Columbus 2, Ohio. Examiner 9-2143. J. Roger Hayden, mgr (radio & tv).

Los Angeles 11, Calif.: 3509 S. Vermont Ave. Phasani 8-1191. K. H. Gouss, mgr.

Products (for radio & tv): Tv, am, microwave towers.

M. Ducommun Co. 5th Fifth Ave., New York 36, N. Y. Plaza 7-2510. A. G. Stophuk, mgr (radio & tv).

Products (for radio & tv): Minerva radio precision timers, Minerva tv precision timers, service and repair of all makes of timers.

E. I. DuPont de Nemours & Co. Wilmington 58, Del. W. A. Tall, sales director.

New York, N. Y.: 218 W. 15th St. Watkins 1-3100. J. H. Koryz Jr, district mgr. S. G. Headley, motion picture sales supervisor.

Atlanta 8, Ga.: Peachtree Bldg. Trinity 5-2841. William M. Springer.

Chicago 30, Ill.: 4560 Touhy Ave. Orchard 5-5500.

Cleveland 16, Ohio: 20950 Center Ridge Rd. Edison 1-0375. W. D. Baker.

Dallas 7, Tex.: 1625 Oaklawn Ave. Riverside 1-1494. P. H. Smith.

Los Angeles 36, Calif.: 7051 Santa Monica Blvd. Hollywood 9-5117. M. A. Hatfield.

Philadelphia, Pa.: 208 E. Lancaster Ave. R. K. Perrine, Trinity 5-2700.

E

Eastman Kodak Co. 343 State St., Rochester 4, N. Y. Lucent 2-6000. D. E. Hyndman, sales mgr., motion picture film department.

Hollywood 38, Calif.: 6706 Santa Monica Blvd. Hollywood 9-3101. Emory Huse, mgr.

Chicago 1, Ill.: 130 E. Randolph Dr. Randolph 6-7476. K. M. Maslin, mgr.

New York 17, N. Y.: 312 Madison Ave. Murray Hill 7-7089. E. M. Stuber, mgr.

Products (for tv): Cameras, projectors, special optical equipment, lenses.

Edison Electronic Co. 1902 N. Third St., Temple, Tex. Prospect 3-3901. Merrill Edison, general mgr.

Products (for radio & tv): Quartz radio crystals, communications receivers and transmitters, station frequency measuring service.

Eitel-McCullough Inc. 795 San Mateo Ave., San Bruno, Calif. Uno 8-0250. O. H. Brown, director of marketing.

Products (for radio): Electron power tubes and components, vacuum switches.

Electrical Tower Service Inc. 325 S.W. Washington St., Peoria, Ill. 2-8819. Stanley Benstead, pres.

Services (for radio & tv): Erection, maintenance and painting of towers.

Electron Corp. 747 S. Central Expressway, Richardson, Tex. Adams 5-3424. Mort Zimmernann, pres.

Products (for tv): Closed-circuit cameras.

Electronic Applications Inc. 191 Richmond Hill Ave., Stamford, Conn. Davis 5-1574. Vincent J. Sloo, pres.

Los Angeles, Calif.: P. O. Box 201. Ryan 1-9768. Ralph Aitken, sales representative.

Products (for radio): EMT reverberation muffs, turntables, wow and flutter test sets, microphones, microphone wind assemblies, monitor loudspeakers, level recorders, Revox tape recorders, Nagra portable tape recorders, transistorized condenser microphone power supplies, fm deviation monitors, fm transmitters, fm dummy antennas, fm receivers.

Electro-Voice Inc. Buchanan, Mich. Dexton 5-9811. Web Samples, mgr., microphone division.

Buffalo, Calif.: 4108 Broadway Blvd. Victoria 9-1155. L. R. Steyer.

San Francisco, Calif.: 113 10th St. Hancock 1-0652. C. Meyer.

Atlanta 3, Ga.: 208 11th St. N.W. Trinity 5-8931. Maudlin K. Smith.

Fort Washington, N. Y.: 5th Shore Rd. 7-7700. Gene Carduney.

Dallas 26, Tex.: 2731 Taylor St. Riverside 8-2158. Jack Vannit.

Seattle 1, Wash.: 3215 Western Ave. Atwater 4-8100. William R. Leaphear.

Products (for radio & tv): All types of microphones.

Elmor Co. 29 E. Madison St., Chicago 2, Ill. Central 6-3672. H. Weimer, mgr.

Products (for radio & tv): Stop watches, chronographs.

Engineering Assoc. 421 Patterson Rd., Dayton 19, Ohio. Examiner 3-1682. Charles C. Littell Jr, pres.

Products (for radio): Special purpose test equipment, research and development equipment for laboratories, precision laboratory receivers through 1000 mc, special power supplies, rectifiers, inverters, converters.

E-Z Way Towers Inc. 5901 E. Broadway, Tampa, Fla. 4-2171. Edward A. Stanley, sales mgr.

Products (for radio): Towers for am, fm, microwave and two way, mechanically actuated antenna supports.

Products (for tv): Towers for receiving and transmitting.



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F
Fairchild Recording Equipment Corp. 10-40 45th Ave., Long Island City 1, N. Y. Stillwell 4-6163. Ruben E. Carlson, gen mgr (radio & tv).

Products (for radio): Professional playback transcription tables, arms, pick-ups and audio components; professional disc recorders, cutters, limiters, amplifiers, pre-amplifiers, power amplifiers.

Products (for tv): Equipment for studio facilities.

C. K. Fisher & Assoc. 6100 N.E. Columbia Blvd., Portland 18, Ore. Atlantic 7-7303. C. H. Fisher.

Products (for radio & tv): Towers, erecting, lighting, painting and ground systems.

Photo-Video Labs Inc. 36 Commerce Rd., Cedar Grove, N. J. Center 9-6100. John Mahler, asst. sales mgr.

Products (for tv): Cameras, video amplifiers, sync generators, keyed video generators, power supplies, test patterns, special slide opaques for film and live cameras in monochrome and color, test equipment, complete camera systems, image orthicon orbiters.

G
Gates Radio Co. 123 Hampshire St., Quincy 11, Baldwin 2-8208. Larry Cervone, general sales mgr (radio & tv).

Washington 1, D. C.: Warner Bldg. Metropolitan 8-0522. Philip Nesbitt, sales engineer.

Atlanta, Ga.: 1133 Spring St., N.W. Trinity 6-0269. Howard Decker, store mgr.

Houston 3, Tex.: 2700 Polk Ave. Capitol 8-8536. J. E. Woods, store mgr.

Products (for radio): Broadcast transmitters and complete station equipment, transmitter control consoles, audio and amplifiers, patch panels, racks, custom built audio consoles, audio preset master controls, turntables, recording equipment, microphones, towers, transmission lines, fm transmitters, fm studio equipment, fm antennas.

Products (for tv): Transmitters (uhf), studio equipment, towers, antennas, transmission lines, complete video equipment.

General Communications Inc., Broadcast Div., Janesville Rd., Fort Atkinson, Wis. Jordan 3-5547. E. D. Peterson.

Products (for tv): Camera and program switching systems, dual-operated monitor switching systems, power supplies, sync and clamp aphbers, video distribution and pulse amplifiers, console, rack equipment.

General Electric Co. Technical Products Dept. Electronics Park, Syracuse, N. Y. Granite 6-4411. John Wall, manager of sales, broadcast equipment; William J. Morlock, gen mgr; Harold G. Towison, mgr of engineering; M. Alves, mgr of manufacturing; Frank P. Barnes, mgr of marketing, industrial television; Paul L. Chamberlain, mgr of marketing, broadcast equipment; Marshall E. Minich, mgr of finance; William G. Urben, mgr of employee relations; Raymond E. Baker, legal counsel.

San Francisco, Calif.: 235 Montgomery St. C. T. Haist Jr., regional sales mgr.

Detroit 21, Mich.: 16247 Wyoming Ave. W. R. Chapin, regional sales mgr.

Dallas, Tex.: 3200 Maple Ave. J. H. Douglas, regional sales mgr.

Pasadena, Calif.: 232 N. Lake Ave. R. W. Cochran, district sales mgr.

Washington 5, D. C.: Wyatt Bldg. J. F. Watter, district sales mgr.

Atlanta 9, Ga.: 1330 W. Peachtree St., N.W. J. M. Comer, T. F. Post, district sales mgrs.

Chicago 6, Ill.: Engineering Bldg. G. E. Webster, district sales mgr.

Kansas City, Mo.: 2926 Main St. R. E. Lauterbach, district sales mgr.

New York, N. Y.: 429 Lexington Ave. L. F. Page, district sales mgr.

Schenectady 7, N. Y.: 201 S. Brandywine Ave. W. G. Broughton, district sales mgr.

Syracuse, N. Y.: Electronics Park. H. H. Condo, district sales mgr.

Cleveland, Ohio: 1013 Williamson Bldg. E. H. Platt, district sales mgr.

Houston, Tex.: 1100 E. Holcombe Blvd. H. W. Grauberry, district sales mgr.

Seattle, Wash.: 705 Second Ave. V. H. Russell, district sales mgr.

Products (for radio): Complete transmitting and studio equipment.

Products (for tv): Complete line of tv broadcast equipment (antennas, transmitters and studio gear for monochrome and color, uhf and vhf), complete line of closed-circuit equipment for monochrome and color, automatic program control systems, audio equipment, microwave equipment.

General Electronic Labs. 195 Massachusetts Ave., Cambridge 39, Mass. University 4-7920. Robert T. Pritchard, sales mgr.

Products (for radio): Multiple transmitting equipment.

General Precision Lab Inc. 63 Bedford Rd., Pleasantville, N. Y. Rogers 9-5000. N. M. Marshall, national sales mgr.

Pasadena, Calif.: 21 N. Santa Anita Ave. Sycamore 5-5869. R. K. Hunsicker, western regional mgr.

Products (for tv): Studio and telecine equipment.

General Radio Co. 275 Massachusetts Ave., Cambridge 39, Mass. Trowbridge 6-4400. Myron T. Smith, sales mgr (radio & tv).

Los Altos, Calif.: 1182 Los Altos Ave. Whitecliff 8-8233. James G. Hussey.

Los Angeles, Calif.: 1000 N. Seward St. Hollywood 9-6201. William R. Saylor.

Oak Park, Ill.: 6605 W. North Ave. Village 8-9400. William H. Hyde.

Silver Spring, Md.: 8055 12th St. Juniper 5-1088. C. William Harrison.

Ridgely, N. J. Broad Ave. at Linden. Whitney 3-3140. George G. Ross, mgr.

Abington, Pa.: 1159 York Rd. Turner 7-8486. Kipling Adams.

Toronto, Ont., Canada: 93 Floral Parkway. Cherry 4-6221. Arthur Kingsnorth.

Products (for radio & tv): Station frequency monitors, modulation monitors, distortion and noise meters, test oscillators, signal generators, vacuum tube voltmeters, impedance measuring equipment, coaxial elements and measuring equipment, lighting control dimmers.

Graphic Systems. 55 W. 42nd St., New York 36, N. Y. Wisconsin 7-8444. Hines Hatchett, Pres.

Products (for radio & tv): Boardmaster visual traffic control.

Gray Manufacturing Co. 16 Arbor St., Hartford, Conn. Adams 3-1271. Norman Barnes, sales mgr.

Products (for radio): Turntables, pre-amplifiers, tone arms, equalizers.

Products (for tv): Studio projectors for transparencies and opaques, semi-remote and remote control equipment for projectors.

Gray Research & Development Co. 656 Hilliard St., Manchester, Conn. Mitchell 9-1506. John F. Gibbs, general sales mgr.

Products (for tv): Telep and telejector slide projectors, sound effect consoles.

Graybar Electric Co. 420 Lexington Ave., New York 17, N. Y. Lexington 2-4000. L. J. O'Connell, mgr, electronics sales.

Offices in more than 130 locations.

Products (for radio & tv): Microphones, amplifiers, equalizers, loudspeakers and speech input systems, magnetic tape recorders, antennas, tower lighting material, electron tubes, electronic test equipment, studio lighting equipment and switching.

Grinnan Fixture Co. R. D. #3, Minerva, Ohio University 2-3951 (Paris, Ohio). John F. Grinnan.

Products (for radio & tv): Cabinets for storing records, film, tape; control consoles; office partitions; reception desks, custom cabinet work.

H

J. M. Hamilton Inc. P. O. Box 2432, Gastonia, N. C. University 4-2115. J. M. Hamilton, pres.

Services (for radio & tv): Erection, maintenance and painting radio and tv towers.

Hammarlund Manufacturing Co. 460 W. 34th St., New York 1, N. Y. Longacre 5-1300. Frank I. Lester, sales mgr, communications products.

Mars Hill, N. C. (Factory) 2121. Don Nolte, plant mgr.

Products (for radio): Complete line of communications receivers consisting of HQ-170, HQ-160, HQ-110, HQ-100 and HC-10 units; complete line of capacitors.

Harvey Radio Co. 103 W. 43rd St., New York 36, N. Y. Judson 2-1500. Harvey E. Sampson Jr.

Products (for radio & tv): RCA, Collins, Ampex, Pultec equalizers; Weston, Daven microphones, booms, reverberation units.

Harwald Co. 1245 Chicago Ave., Evanston, Ill. Davis 8-7070. Robert Grunwald, pres.

Products (for radio): Storage cabinets for discs and tapes.

Products (for tv): 16mm sound motion picture projectors, automatic film inspection machines, rewinds, splicers, film cleaning machines and chemicals, developing machines, film storage cabinets and variety of editing room supplies.

Hewlett-Packard Co. 275 Page Mill Rd., Palo Alto, Calif. Davenport 5-4451. W. Noel Eldred, vp, marketing (radio & tv).

Products (for radio): Oscilloscopes, oscillators, wave analyzers, square wave and pulse generators, voltmeters, frequency counters, signal generators, power supplies, attenuators.

Products (for tv): Pulse and square wave generators, voltmeters, frequency counters, signal generators, power supplies, attenuators.

Hogan Labs Inc. 155 Perry St., New York 14, N. Y. Chelsea 2-7855.

Services (for radio): Research and development in facsimile.

Houston Fearless Div., Color Corp. of America, 11801 W. Olympic Blvd., Los Angeles 64, Calif. Bradshaw 2-4331. E. K. Elliott, vp.

New York, N. Y.: 527 Lexington Ave. Circle 7-2810. J. L. Jiruska, eastern regional sales mgr.

Products (for tv): Film processing and printing equipment, tv studio and motion picture studio accessory items.

Hughey & Phillips Inc. 3200 N. San Fernando Blvd., Burbank, Calif. Victoria 9-1104. J. H. Gaudenhuber, vp and gen mgr.

Products (for radio & tv): 300mm beacons, obstruction lights, photo-electric controls, beacon flashers, special junction boxes, microwave tower light control and alarm systems, complete kits for tower lighting, sleet melter power and control.

I

Industrial Television. 5910 Parholm Jr., Los Angeles 16, Calif. Oldfield 6-1000. Robert J. Myers, sales mgr (radio & tv).

Products (for radio): Fm transmitters, audio equipment.

Products (for tv): Flying spot scanners, video amplifiers, transmitters, translators, studio equipment, microwave relays, vidicon cameras, motor generator sets, antennas, transmission line, tv distribution systems.

International Register Co. 2620 W. Washington Blvd., Chicago 12, Ill. Van Buren 6-4242. Howard H. Rosenheim, general sales mgr.

Long Island City 1, N. Y. 41-14 24th St. Stillwell 6-5732. Robert N. Clark.

Products (for radio & tv): Clock timers.

International Telephone & Telegraph Corp. 67 Broad St., New York 4, N. Y. Perry R. Roehm, vp in charge of marketing.

Industrial Products Div., 15191 Bledsoe St., San Fernando, Calif.

Federal Telephone & Radio Co. (Div.), 100 Kingsland Rd., Clifton, N. J.

Kellogg Switchboard & Supply Co. (Div.), 6630 S. Cleora Ave., Chicago 38, Ill.

Farnsworth Electronics Co. (Div.), 3700 E. Pontiac St., Fort Wayne 1, Ind.

ITT Labs, (Div.), 500 Washington Ave., Nutley 10, N. J.

Components Div., 109 Kingsland Rd., Clifton, N. J.

Products: Mobile radio systems, closed-circuit tv systems, microwave and over-the-horizon equipment, power and high frequency tubes, travelling wave tubes, hydrogen thyatrons, special purpose tubes, power rectifiers, condensers, hermetic seals, other broadcast components.

International Telemeter Corp. 2006 Stoner Ave., Los Angeles 25, Calif. Granite 8-7751. Howard G. Minsky, eastern sales mgr; Will Baitin, western sales mgr.

New York 18, N. Y.: 1501 Broadway. Bryant 9-8700. Louis A. Novins, pres.

Products (for tv): Attachments for Telemeter pay tv system and closed-circuit tv equipment.

J

Jenfred Inc. 35 W. 57th St., New York 19, N. Y. Circle 7-1429. Claude Frederick Jr., pres.

Products (for tv): Rear and front (Scotch-Hite) projection equipment, display equipment, slides and pictures, slide films.


Jennings Radio Manufacturing Corp. 970 McLaughlin Ave., San Jose 5, Calif. Cypress 2-4025. Roderick W. Neibaur, sales mgr.

Products (for radio & tv): Vacuum variable and fixed capacitors, vacuum delays.

Jensen Manufacturing Co. 6501 S. Laramie Ave., Chicago 38, Ill. Portsmouth 7-7600. Horace L. White, industrial sales mgr (radio & tv).

Products (for radio & tv): Loudspeakers.

Jerrold Electronics Corp. 23rd & Chestnut St., Philadelphia 3, Pa. Locust 1-0707. William Miller, sales mgr.



- DESIGN
- ENGINEERING
- MANUFACTURING
- SERVICE

Industrial Television

TELEVISION TRANSMITTERS

TELEVISION TRANSLATORS

MICROWAVE RELAYS

FM TRANSMITTERS

TELEVISION STUDIO EQUIPMENT

FLYING SPOT SCANNERS

VIDICON CAMERAS

TELEVISION MONITORS

TELEVISION DISTRIBUTION SYSTEMS

ANTENNAS & TRANSMISSION LINES

AUDIO EQUIPMENT

MOTOR GENERATOR SETS

CUSTOM STROBO-LITES

WIRE & CABLE

METAL BUILDINGS

Industrial Television has provided equipment and engineering for 60 UHF Television Translator installations and has completed an inter-city television microwave relay between Los Angeles and Las Vegas. Industrial Television personnel have supervised construction and installation of 30 Television Broadcast Stations and 38 Television Microwave Relays.

OLDFIELD 6-1000

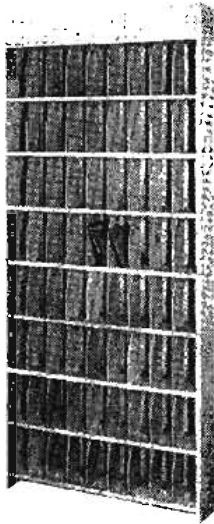
7940 FAREHOLM DRIVE

ROBERT J. MYERS SALES MANAGER LOS ANGELES 46, CALIF

Broadcast - Industrial - Medical - Educational
Closed Circuit

NOW!! A Complete Record Library of Matched Units

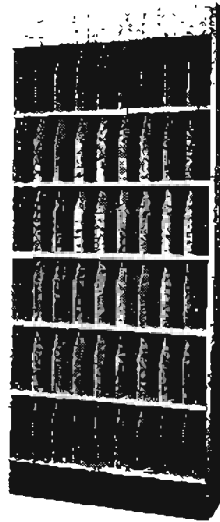
Model
GS0736
Shown



FOR 7" RECORDS or TAPE

Model GS072—24" wide—\$69.50
Model GS0736—36" wide—\$84.50
Model GS0748—48" wide—\$99.50

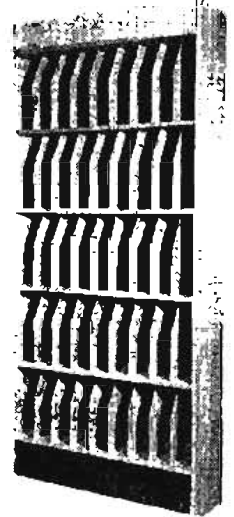
Model
GS3610
Shown



FOR 10" RECORDS or TAPE

Model GS2410—24" wide—\$64.50
Model GS3610—36" wide—\$79.50
Model GS4810—48" wide—\$94.50

Model
GS3612
Shown

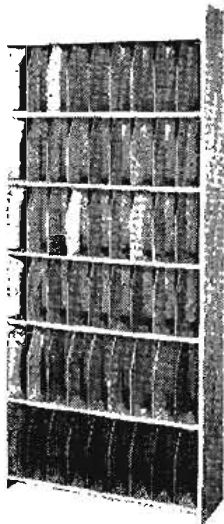


FOR 12" RECORDS or TAPE

Model GS2412—24" wide—\$64.50
Model GS3612—36" wide—\$79.50
Model GS4812—48" wide—\$94.50

WALNUT OFFICE PARTITIONS • CONTROL CONSOLES • FORMICA WORK
Special Record Cabinets or Other Cabinet Work Made to Your Specifications

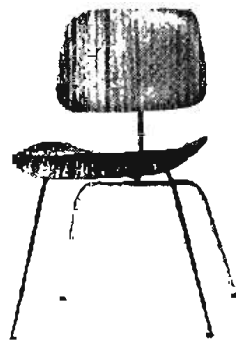
Model
GS1236
Shown



FOR 10" and 12" RECORDS

Model GS1224—24" wide—\$64.50
Model GS1236—36" wide—\$79.50
Model GS1248—48" wide—\$94.50

CHARLES EAMES CHAIRS



\$29.95
Each

AVAILABLE IN WALNUT, ASH,
BIRCH—RED, BLACK
Choice of Chrome or Black Legs

Model
GS1636
Shown



FOR 16" TRANSCRIPTIONS

Model GS1624—24" wide—\$69.50
Model GS1636—36" wide—\$84.50
Model GS1648—48" wide—\$99.50

GRINNAN FIXTURE CO.
MINERVA, OHIO

PHONE: PARIS, OHIO
UNiversity 2-3951
L. D. Dial: 216+UN+23951

All above prices include crating and freight prepaid in the Continental United States. Add \$5 to each of the above prices (\$2 on chairs) for freight to Alaska, Canada or Mexico.

WINNIPEG FREE PRESS MONDAY, APRIL 4, 1954

Have you noticed the difference?

During the past ten years, great strides have been made in the field of electronics. In step with these advances and without publicity . . .

CKRC

began broadcasting with a new transmitter about two months ago. This transmitter, the first of its kind in commercial broadcast use, features a revolutionary system of modulation — a new concept in broadcast transmission that beams THE REAL SOUND to your radio. We wanted to know if the public would notice first class quality of broadcast. We are delighted to tell you that during these weeks, hundreds of people have telephoned and written to ask for an explanation of the excellent tone. The following is from one of the letters received:

"One evening more than two weeks ago I tuned to '430' and noted a marked improvement in the signal quality of CKRC.

My curiosity about this pleasing 'new sound' was aroused to the point where I called your station and learned from your very courteous contact operator, Mr. Roy Plett, that you were on the air with a new transmitter.

I have since made a trip out to your transmitter station to have a look at this compact source of sound quality.

As I hear it, your new transmitter must be working at about optimum — quiet, clear, beautiful modulation, and really 'clean' signal."

Listen today . . . a new excellence of sound plus news every half hour and music made up from the current hits and a liberal sprinkling of the all time great tunes — giving you . . .

an extra measure of listening pleasure

CKRC

"The 114 & Continental (A) Ltd. Toronto
Manufactured by
Continental Electronics Manufacturing Co.
Edison, N.J.
Sold through
Canadian Wireless Co. Ltd.



QUALITY YOU CAN DEPEND ON

CONTINENTAL ELECTRONIC
MOST MODERN AM BROADCASTERS

ACCEPTED BY MAJOR STATIONS



50,000 watts

WJR	Detroit
WOAI	San Antonio
KLIF	Dallas
CKRC	Winnipeg
CKRM	Regina
CKCK	Regina
CJCA	Edmonton
CJAD	Montreal
CJNB	N. Battleford
CKSB	St. Boniface
KPAM	Portland

10,000 watts

5,000 watts

POWER WITHOUT EQUAL ANYWHERE!

One of a series of ads placed in Canadian papers and trade journals by Station CKRC, Winnipeg, Manitoba, Canada

Installation of Continental Electronics 50,000 watt transmitter at CKWX Vancouver, B. C.



THE POWER OUTPUT OF THE RADIO TRANSMITTERS BUILT BY CONTINENTAL ELECTRONICS, DURING THE PAST FIVE YEARS ALONE, IS GREATER THAN THE TOTAL COMBINED POWER OF ALL THE STANDARD BROADCAST STATIONS IN THE UNITED STATES, CANADA, ALASKA, PUERTO RICO AND HAWAII COMBINED

TY
ND ON!

BUILDS THE MOST RELIABLE,
TRANSMITTERS IN ANY POWER.

ANCE
EVERYWHERE!

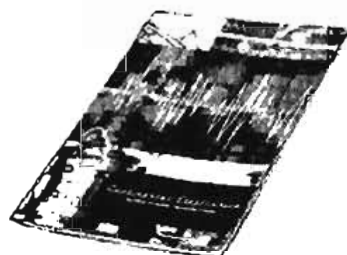
These stations have recently ordered
Continental Electronics' new 3158, 316B or
317B AM broadcast transmitters.

3158-316B
5-10 Kw transmitter



317B
50 Kw transmitter

105B
1,000 Kw transmitter



Send for this new booklet:
Continental Electronics
Super Power Transmitters

Continental Electronics
MANUFACTURING COMPANY
DALLAS, TEXAS



Home Office: Continental Electronics Mfg. Co.—Box 12551, Dallas 27, Texas
Representative: Dallas, Detroit, Los Angeles, Seattle, Graybar Electric Company, Inc.
Other areas: Visual Electronics Corp.—342 West 40th St., New York 18, N. Y.
Canadian Distributor: Northern Electric Company, Ltd., 1600 Dorchester St., West; Montreal, Quebec, Canada
Export: Continental Electronics Mfg. Co., 431 Fifth Ave., New York 16, N. Y.



Specialists in Obstruction Lighting Equipment and Controls

BEACON OBSTRUCTION LIGHTS, designed to meet specifications of CAA, FCC, and Canadian DOT.

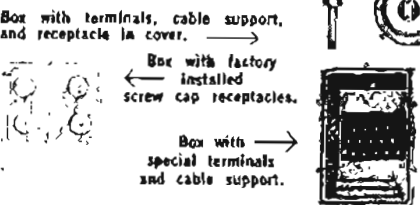


300MM Beacon Single Obstruction Light Double Obstruction Light

You'll find Hughey & Phillips have obstruction lights for every job. The engineering of each light offers maximum efficiency and simplified installation and maintenance. Whether you need bottom or side entrance conduit fitting types, there is a model to meet your requirements.

SPECIAL CAST ALUMINUM WATERTIGHT JUNCTION BOXES, offering a wide choice in types of terminals, cable support, and factory installed screw cap receptacles.

Hughey & Phillips have pioneered in the use of adequate junction boxes with proper terminals, and built in cable support to meet NEC requirements.



SPECIAL CONTROL UNITS, designed for both indoor and outdoor installation.

- Photo Electric Control Units
- Beacon Flashers
- Combination Photo Control & Beacon Flashers
- Lamp Failure Indicator System
- Controls with Autotransformer system pioneered by Hughey and Phillips for tall towers . . . increases lamp life.

Photo Control, three circuit flasher, with autotransformers. (outdoor housing)

MICROWAVE TOWER LIGHTING CONTROL

Special control and alarm systems for unattended stations

- Photo-Electric Control
- Beacon Flasher
- Lamp Failure Alarm

Photo control, flasher and Lamp Failure Alarm

Complete kits for: Tower Obstruction lighting, sleet melting power and control. **SPECIAL KITS** prepared to meet your individual requirements.

Send for descriptive literature When your plans specify tower lighting . . . You should specify

HUGHEY & PHILLIPS, INC.
3200 N. SAN FERNANDO BLVD.
BURBANK, CALIFORNIA

Equipment CONTINUED

Baltimore 18 Md.: 312 E. 26th St. Hopkins 7-6894. Jerry Hastings, mgr.
Dallas, Tex.: 3107 Routh St. Riverside 8-4967. James Sillwell, mgr.
Denver 2, Colo.: Mining Exchange Bldg. Acoma 2-0953. Elmer Metz.
New York 62, N. Y.: 7 Hugh Grant Circle. Sycamore 2-3700. Leo Zennick, mgr.
Pittsburgh 6, Pa.: 5911 Baum Blvd. Highland 1-2050. Leo Zennick, mgr.
St. Louis, Mo.: 314 N. Sarah St. Olive 2-1032. L. F. Waechterman, mgr.
San Carlos, Calif.: 1042 Terminal Way Lytel 3-8273. Jordan Beyer.
Seattle 99, Wash.: 129 W. Thomas St. Murdoch 7117. Anthony Katona, mgr.
Toronto 10, Ont.: 55 Wingold Ave. Russell 1-6174. Allen Dworkin, mgr.
Products (for tv): Community antenna systems, (closed-circuit industrial systems). **Johns-Manville Sales Corp.**, 22 E. 40th St., New York, N. Y. Lexington 2-7600. P. J. Washburn.
Products (for radio & tv): Acoustical materials.

E. F. Johnson Co., Waukegan, Minn. 990. C. Willson, in charge of radio & tv sales.
Products (for radio & tv): Components—capacitors, inductors, sockets, connectors, etc. Equipment—RF contractors, sampling loops, tower lighting filters, isolation filters, iso-impeders.

Kear Engineering Corp., 2395 Middlefield Rd., Palo Alto, Calif. Davenport 6-6050. Frank Benachio.

Products (for radio & tv): Mobile radio-telephone equipment am and fm transmitters, receivers.

Kay Electric Co., Maple Ave., Pine Brook, N. J. Capital 6-4000. J. Gilmore, sales mgr.

Products (for radio): Sweeping oscillators.

Products (for tv): Mega-Lix, tv sound picture transmitter (color-black-and-white), tuner alignment, noise figure measure.

Kin Tel Div. of Cohu Electronics Inc., 6725 Kearny Villa Rd., San Diego 12, Calif. Browning 7-6700. Stanley S. Sievers, sales mgr.

New York 18, N. Y.: (c/o Visual Electronics) 342 W. 40th St. Longacre 4-0518. (See separate listing.)

Products (for tv): Viewfinder studio camera (vidicon type), studio monitors, sync generators, portable camera chains, film chains, video distribution equipment.

Kingdon Products Ltd., 614 Broadway, New York 12, N. Y. Worth 6-0800. Milton D. Thalberg pres.

Products: FI-Cord transistorized miniature tape recorders, high-fidelity speakers and enclosures.

Kleigl Bros. Lighting, 321 W. 50th St., New York 19, N. Y. Columbus 5-0130. Herbert R. More, mgr., tv dept.

Los Angeles 17, Calif.: (Kleigl Lighting of California), 1228 W. Sixth St. Michigan 6821. Chet Glass, mgr.

San Francisco, Calif.: (C. J. Holmuller Co.), 1108 Howard St. Underhill 1-2050. James B. Jewel, mgr., tv dept.

Products (for tv): Complete line of studio lighting equipment (spotlights, floodlights; wiring devices; Saf-patch and Rotoflector cross-connecting boards; auto-transformer, kliegtronic and magnetic amplifier dimmer boards; Menny switchers, and No-Heat glass filters.)

Kline Iron & Steel Co., 1225 Huger St., Columbia, S. C. Alpine 4-0301. B. H. Kline, pres.

Products (for radio & tv): Towers.

Lambda Electronics Corp., 11-11 131st St., College Point 58, N. Y. Independence 1-5300. Simeon Weston, sales mgr.

Products: Power supplies
Lambda-Pacific Engineering Inc., 11726 Armita St., Van Nuys, Calif. Stanley 2-2400. John Becker.

Products (for tv): Lambda-Link, Ku-Link microwave relay equipment, microwave test equipment, Lambda-Tele Remote, low cost complete mobile tv remote pick-up unit.

Lampkin Labs Inc., Mobile Radio Dept. Bradenton, Fla. 6-1996. George C. Craig, sales mgr.

Products (for radio): Mobile radio equipment, fm modulation meter, micro-meter frequency meter.

Langovin Div., W. L. Maxson Corp., 47-37 Austell Pl., Long Island City 1, N. Y. Ravenswood 9-1850. Albert Schneider, mgr.

West Hartford, Conn.: (c/o Zaslav Sales Co.) 108 Foxcroft Rd. Jackson 3-7394. Joe Zaslav.

New York, N. Y.: (c/o Robert J. Marcy Assoc.) 1776 Broadway. Circle 5-3880. Robert J. Marcy.

Products (for radio): Audio amplifiers, power supplies and accessory equipment.

Products (for tv): Video amplifiers.

Lehigh Structural Steel Co., 17 Battery Pl., New York 4, N. Y. Whitehall 4-1424.

Products (for radio & tv): Supporting towers.

Liberty Tower Erection Co., 8200 Sunnylane Rd., Oklahoma City 15, Okla. Orange 7-3881. Earl Griffith, pres.

Products (for radio) Complete line of radio and communication towers.
Products (for tv): Complete tower and lighting equipment.

Liberty Tower Manufacturing Co., P. O. Box 292, Dieterich, Ill. 2-37. Glen D. Griffith, Mrs. Griffith.

Products (for radio): Complete towers, installations, lighting equipment.

Products (for tv): Complete towers, lighting kits, installations, antenna installations.

Ling Systems Inc., 11949 Vose St., North Hollywood, Calif. Poplar 5-9041. R. H. Goodwin, vp. sales.

San Diego, Calif.: 3703 Ingraham, Pacific Beach. R. V. Palmer.

Products (for tv): Microwave relay systems for S1L or remote, Microwave remote unit.

John E. Lingo & Son Inc., 2814 Buren Ave., Camden 5, N. J. Woodlawn 4-0487.

Products (for radio): Antenna supporting poles.

Products (for tv): Transmitting antennas.

Lumitron Div., Metropolitan Electric Manufacturing Co., 2250 Steinyway St., Long Island City 5, N. Y. Astoria 8-3200. R. Drumheller, sales mgr., Lumitron Div.

Products (for tv): Magnetic amplifier lighting control systems for studios with manual or infinite pre-setting controls, electrical distribution systems, panelboards, etc.

Machlett Labs Inc., 1063 Hope St., Springdale, Conn. Fireside 8-7511. R. E. Nelson, mgr., power tube sales.

Chicago 10, Ill.: 510 N. Dearborn St. Michigan 2-3376. David S. Frankel, mgr. central district sales and field engineering.

Los Angeles 21, Calif.: 1248 Wholesale St. Madison 2-3801. George J. Taylor, field engineer.

Products (for radio): Modulator, amplifier, oscillator and rectifier tubes for medium and high power am and fm broadcast transmitters.

Products (for tv): Medium and high power transmitting tubes and rectifiers for tv equipment, image orthicon and vidicon tubes.

Magnasync Manufacturing Co. Ltd., 5346 Salsuma Ave., North Hollywood, Calif. Stanley 7-5493. Howard V. Auchstetter, sales mgr.

Products (for tv): Motion picture film recorders, related accessories.

Magnecord Div., Midwestern Instruments Inc., 1101 S. Kibbourn Ave., Chicago 24, Ill. Van Buren 6-9301. Hugh J. Daly, general sales mgr.

Products (for radio & tv): Tape recording equipment.

J. G. McAllister Inc., 1117 N. McCadden Pl., Hollywood 28, Calif. Hollywood 9-5317. L. M. Combs, vp.

Products (for tv): Lighting equipment, camera dollies.

Melectron Co., 166 Ridge Ave., North Plainfield, N. J. 6-6513. James P. Cosgrove, sales mgr. (radio & tv).

Roselle, N. J.: (Factory) 501 E. First Ave. Chestnut 5-1068. Saul Esocoff, production mgr.

Products (for radio): Copper coaxial transmission lines, air dielectric, replacement parts for RMA coaxial line, fittings.

Products (for tv): Standard 50 ohm coaxial transmission lines and fittings; 50 ohm and 75 ohm; vhf. 51.5 ohm; Teflon insulated air dielectric coax, also available in rigid aluminum sheath, coaxial balloons, manual coaxial patch panels, coaxial specialties.

Metropolitan Telephone Supply Corp., 964 Dean St., Brooklyn 33, N. Y. Nevins 8-5900. S. Beldler, pres.

Products (for tv): Cameramen's telephone head and chest sets, telephone jacks, plugs, switchboards and associated equipment.

Micro Record Corp., 457 South Ave., Beacon, N. Y. 2750. Samuel Rose, pres.

Products (for tv): Tanks and dryers for developing film.

Microtab., 71 Okner Parkway, Livingston 69, N. J. 6-0692. H. Augenblick, sales mgr.

Products (for radio & tv): Coaxial attenuators, filters, power dividers.

James Millen Mfg. Co., 150 Exchange St., Malden 48, Mass. Davenport 4-4108. E. E. Williams, general sales mgr.

Products (for radio): Comprehensive line of electronic components and hardware; various items of electronic equipment.

Automatic Daylight Processing

DEVELOPING TANK

- Processes up to 400 Ft.
- 8mm-16mm-35mm-70mm
- Movie—X-Ray—Microfilm
- Motor driven portable
- Tough plastic tanks
- Uniform Density Assured

FILM DRYER

- Motor driven—Heated
- Speedy drying
- Automatic shrinkage allowance
- Stainless steel and aluminum construction
- Easily assembled without tools
- Compact, Portable

Guaranteed. Write for Free Literature

Micro Record Corp. 487-19 South Ave. Beacon, N. Y.

Milo Electronics Corp., 530 Canal St., New York 13, N. Y. Milton A. Putterman, pres.

Distributes Audio components, test instrument, tubes, recording and playback equipment, wire, cable, connectors.

Minnesota Mining & Manufacturing Co., 500 Bush Ave., St. Paul 6, Minn. Prospect 6-8411. W. H. Madden sales mgr, magnetic production div.

Atlanta 18, Ga.: 732 Ashby St., N. W. Newton Center 79, Mass.: 1339 Centre St.

Buffalo 6, N. Y.: 330 Greene St. Bedford Park, Ill.: 6850 South Harlem Ave.

Cincinnati 37, Ohio: 4835 Paris Dr. Cleveland 39, Ohio: 12299 Brookpark Rd.

Dallas 28, Tex.: 2321 Santa Anna Ave. Detroit 13, Mich.: 8825 Grinnel Ave.

Los Angeles 22, Calif.: 6023 S. Garfield Ave. Philadelphia 29, Pa.: 5078 Rising Sun Ave.

Bridgefield, N. J.: 700 Grand Ave. St. Louis 8, Mo.: 4709 Forest Park Blvd.

St. Paul 1, Minn.: 397 Grove St. San Francisco, Calif.: 326 Shaw Rd.

Products (for radio & tv): Scotch brand magnetic tape and video tape.

Miratel Inc., 3080 Dulong St., St. Paul 13, Minn. Humboldt 2-7117, N. C. Ritter.

Products (for radio): Two models General receivers, voice operated relay.

Products (for tv): Video monitors, cabinet models, rack and custom models.

Mitchell Camera Corp., 695 W. Harvard St., Glendale 1, Calif.; Chairman 5-1983; J. D. McCall, vp.

Products (for tv): Tripods.

Mole-Richardson Co., 937 N. Sycamore Ave., Hollywood 33, Calif. Godfield 4-3600 Warren K. Parker, first vp.

Products (for tv): Lighting equipment.

Motorola Inc., 4545 W. Augusta Blvd., Chicago 51, Ill. Spaulding 2-6506. Alan Williams, gen sales mgr (radio), Chuck Lloyd, national tv sales mgr.

Products (for radio): Automobile, home, table, clock and portable radios.

Products (for tv): Portable, table and console black and white and console color tv sets.

Mycalex Corp. of America, 125 Clifton Blvd., Clifton, N. J. Prescott 9-8366. J. H. Duffels, vp, engineering.

Chicago, Ill.: 6677 Northwest Hwy. Newcastle 1-7069. L. F. Thompson, mgr.

Cuyton, Ohio: 181 W. First St. Harry D. Lake, mgr.

Los Angeles, Calif.: 6637 Wilshire Blvd. Webster 8-2189. K. V. Tindall, mgr.

Washington, D. C.: 1111 Pennsylvania Ave., N.W. Republic 7-7910. J. Nalls, mgr.

Products (for radio & tv): Glass-bonded mica insulation components, tube sockets and bases, synthetic mica.

Narda Microwave Corp., 118 Horricks Rd., Mineola, N. Y. Pioneer 6-4650. William A. Bourke, pres.

Products (for tv): Antenna horns and microwave test equipment.

National Engineering & Manufacturing Inc., 1579 Morrisstown St., Orlando, Fla. Gayden 4-8715. Don L. Dine, Robert D. Stowell.

Products (for radio & tv): Towers, on-air lights and electronic fabrication.

Noma-Clarke Co., Div. of Vitro Corp. of America, 919 Jesup-Blair Dr., Silver Spring, Md. Juniper 5-1000. A. D. Babbitt.

Canoga Park, Calif.: 7713 Oakdale Ave. Diamond 5-5120. E. Triangler.

Products (for radio): Field intensity meters, phase monitors.

Products (for tv): TR-11 tv rebroadcast receiver, video jack strips.

Penmade Products Corp., 250 W. 57th St., New York 19, N. Y. Judson 4-5810.

Products (for tv): Accessory equipment line for storing, shipping, editing and cleaning of film.

Newark Electric Co., 223 W. Madison St., Chicago 8, Ill. State 2-2914. F. J. McAllister, sales mgr.

Inglwood, Calif.: 4747 W. Century Blvd. Orchard 4-8440. Herbert Poncher, vp in charge of operations.

Products (for radio & tv): Distributor of radio tv parts and accessories.

O'Connor Engineering Labs., 9854 Highland Ave., Alta Loma, Calif. Anton 2-8311. Thomas W. Oglesby, sales mgr.

Products (for tv): O'Connor fluid pan and tilt tripod head.

Gunnar A. Olsen Corp., 215-11 42nd Ave., Bayside 61, N. Y. 9-6092. Gunnar A. Olsen, pres.

Products (for radio & tv): Tower erection, antenna installation, lighting, painting, maintenance service.

OEB Radio Industries Inc., Shawrock Circle, Opelika, Ala. Sherwood 5-5771. Nat Welch, vp in charge of sales.

Los Angeles, Calif.: 4217 W. Jefferson Blvd. Republic 1-2228. Claub Erlangen, mgr.

Manhasset, N. Y.: 1 Park Ave. 4-1423. Preston W. Mack, mgr.

Products (for radio): Irish brand magnetic recording tape and accessories.

Products (for tv): Videotape (rationally distributed by Ampex Professional Products Div.)

Pembrex Theatre Supply Corp., 1909 S. Vermont St., Los Angeles 7, Calif. Republic 1-3111. Louis M. Wutke.

Products (for tv): GiantView projection, Pomare, Femine and R. I. projectors.

Prodelin Pioneers an All-American!



AND Spir-O-line FOR

Transmission Line Assembly with 90% Less Work • Consistent, Low VSWR

Here's Prodelin's revolutionary design approach to coaxial transmission line connectors... *Spir-O-lok!* Its unique construction makes assembly with the Prodelin combination many times faster than with any other line and connector assembly in the industry... while providing consistently reliable VSWR.

See how easy a Spir-O-lok installation is:



CUT — With a common tubing cutter, cut the outer conductor of the *Spir-O-line*. Remove. The soft aluminum tubing cuts cleanly and easily.



TRIM — With an ordinary jack knife, trim the six dielectric tubes flush to the outer conductor. This is Prodelin's unique construction that simplifies connector assembly while affording best broadband performance, highest power handling, lowest attenuation and VSWR. The 8 tubes keep the *Spir-O-line* inner conductor perfectly centered on bands.



ASSEMBLE — So simple, one man can do it in a few minutes. Slide the nut assembly on cable, hold body while tightening nut with wrench. This forms a pressure-tight joint that cannot distort outer aluminum sheath. The connection can be re-made repeatedly without redressing cable or affecting VSWR. Insert inner conductor connector. **MATE WITH ANY EIA (RETMA) OR MILITARY SPEC CONNECTORS**



ELIMINATE TERMINAL CONNECTOR; SIMPLIFY CONNECTION PROCEDURE
Incorporate *Spir-O-lok* in original design of equipment panel or bulkhead to save time, trouble and expense later.



Spir-O-line and *Spir-O-lok*...

ALL-AMERICAN FROM DESIGN TO MANUFACTURE

WRITE TODAY FOR TECHNICAL BULLETIN

Dept. B-7, 307 Bergen Avenue, Kearny, N.J.



Equipment CONTINUED

Pentron Corp. 777 S. Tripp St., Chicago 24, Ill. Sacramento 2-3201. Irving Rossman, pres.

Products (radio & tv): Tape recorders, magazine repeaters.

Phelps Dodge Copper Products Corp. 300 Park Ave., New York 22, N. Y. Plaza 1-3200. E. P. Dunlaevy, executive vp.

Branch offices in 29 principal U. S. cities.

Products (for radio & tv): Styrofoam, Spirafil and Foamflex air dielectric, semi-flexible, aluminum sheathed coaxial cables.

Philco Corp. 4700 Wissahickon Ave., Philadelphia 43, Pa. Tennessee 9-4000. Kenneth C. Moritz, sales mgr.

Washington 6, D. C. 1707 H St., N.W. Executive 3-1500. George A. Swaney, regional mgr.

Dayton 1, Ohio: Talbot Bldg., First & Ludlow Sts. Baldwin 4-6578. John Kinnally, regional mgr.

Colorado Springs, Colo.: 1422 N. Hancock St., Suite S-4. Melrose 2-3559. John Temoyen, regional mgr.

Dallas 35, Tex.: Exchange Bank Bldg., 100 Exchange Park North. Fleetwood 1-0740. Richard Howes, regional mgr.

Palo Alto, Calif.: 3875 Fabian Way. Donald J. O'Keefe.

Products (for tv): CineScanner studio equipment, studio switches, STL microwave, industrial tv, color test equipment.

Piezo Crystal Co. 265 E. Pomfret St., Carlisle, Pa. 1955. Herman Shall, pres.

Products (for radio & tv): Quartz crystal frequency control units and ovens.

Polarad Electronics Corp. 43-20 34th St., Long Island City 1, N. Y. Exceter 2-4500.

Products (for tv): Test equipment, monitors (video and waveform scanners, color).

Precision Apparatus Co. 70-31 84th St., Glendale 27, N. Y. Davenport 6-3952. J. M. Kirshbaum, G. N. Goldberg.

Products (for radio): Electronic test and measuring instruments such as oscilloscopes, tube testers, circuit testers (V-O-M's), VTVM's, transistor testers.

Products (for tv): Color bar generators, wide band oscilloscopes, sine-square waves.

Precision Piezo Service. 427 Mayflower St. Baton Rouge 2, La. Dickens 2-3359. C. E. Pearce, mgr.

Products (for radio & tv): Quartz crystals for frequency control.

Precon Process & Equipment Corp. 900 Maryland Casualty Bldg., New Orleans 12, La. Tulane 3391. Hal C. Becker, vp.

Garden Grove, Calif.: 5701 Adah St. Lehigh 9-8174. Dr. Robert E. Corrigan, vp.

Products (for radio & tv): Precon insertion equipment (for subliminal communication).

Presto Recording Co. P. O. Box 509, Paramus, N. Y. Diamond 3-5700. Thomas L. Aye, sales mgr.

Products (for radio): Monaural and stereo disc recorder, monaural and stereo tape recorders, transcription turntables, tape playback machines, blank recording discs, cutting stylus.

Prodein Inc. 307 Bergen Ave., Kearny, N. J. 2-8600. L. A. Bondon, pres.; A. Hinselmann, general sales mgr.

Products (for radio & tv): Rigid and semi-flexible coaxial transmission lines and accessories, parabolic antennas for microwave, telemetering devices.

Pro-Tex Reel Band Co. 2108 Payne Ave., Cleveland 11, Ohio. Prospect 1-6574. Thomas S. Kikka, proprietor.

Products (for radio & tv): Non-magnetic metal fastening clip for tape reels, plastic protective band for all length film reels.

R

Radex Corp. 2075 Elston Ave., Chicago 14, Ill. Armitage 6-6900. R. H. Cook, pres.

Products (for radio): Test equipment.

Radio Corp. of America. Front & Cooper Sts., Camden, N. J. Woodlawn 3-8000. A. M. Miller, mgr. of all equipment, field sales; J. E. Hill, mgr. of tv equipment, field sales; P. Bergonzi, mgr. of closed-circuit tv field sales.

Atlanta 3, Ga.: 134 Peach Tree St. N.W. Jackson 4-7703. W. Darwin, W. Marsh, C. Ogil, J. M. Walters, P. G. Walters.

Boston 10, Mass.: 200 Berkeley St. Hubbard 2-1700. J. R. Sims, A. S. Timms, J. Blasiewicz.

Chicago 54, Ill.: Merchandise Mart Plaza. Delaware 7-0700. G. M. Robinn, M. M. Carpenter, W. G. Eberhart, W. K. Frank, J. L. Nickels, F. A. Timberlake.

Cleveland 15, Ohio: Keith Bldg., Cherry 1-3470. J. E. Landy, J. Meyers, D. S. Newborg.

Dallas, Tex.: 7901 Empire Freeway. Fleetwood 2-3011. J. N. Barclay, B. Fincher, E. H. Hoff, M. Norton, W. Wenger.

Kansas City 6, Mo.: 1066 Grand Ave. Harrison 1-5480. G. W. Bricker, C. L. Gardner, E. B. Gleystein.

Hollywood 28, Calif.: 1560 N. Vine St. 9-2154. E. Frost, R. Smith, H. W. Jury.

New York 20, N. Y.: 38 W. 49th St. Judson 6-3500. A. Josephsen, A. W. Power, G. E. Rector, N. R. Vander Dussen.

San Francisco 2, Calif.: 420 Taylor St. Ordway 2-8027. W. K. Charles, R. J. Newman, J. P. Palmquist.

Seattle 2, Wash.: 2250 First Ave. S. Main 2-8370. D. W. Kilbrith, O. E. Wagner.

Washington 6, D. C.: 1625 K St. N.W. District 7-1260. E. S. Clammer, J. Keachie, O. J. McReynolds, R. S. Enoch.

Products (for radio): Am and fm transmitters, audio equipment, monitoring equipment, test equipment, antennas, antenna phasing equipment, transmission line equipment, tower lighting equipment, accessories.

Products (for tv): Color equipment, ufb and vhf transmitters, audio and monitoring equipment, test equipment, mobile equipment, cameras, control room equipment, distribution amplifiers, antenna systems, transmission line equipment, tower lighting equipment, accessories; microwave equipment, video tape recorder.

Radio Music Corp. 54 S. Water St., Port Chester, N. Y. (Bryant, Conn. Jefferson 1-8620). G. Waters.

Mount Vernon, N. Y.: 9 W. Prospect Ave. John Kopple Assoc.

Burbank, Calif.: 330 S. San Fernando Blvd. Victoria 9-5638. Bill Ames.

Products (for radio): Transcription reproducers, arms, equalizers, turntables.

Rangertone Inc. 73 Winthrop St., Newark 4, N. J. Humbolt 5-2550. R. H. Rauger, pres.

Products (for radio and tv): Magnetic tape recorders.

Raven Screen Corp. 124 E. 124th St., New York 35, N. Y. Lehigh 4-8408. Ernest D. Reif, sec-treas.

Products (for tv): Projection screens, front and rear projection.

Raytheon Manufacturing Co. Commercial Equipment Div., 100 River St., Waltham 34, Mass. Twinbrook 3-5860. Joseph J. Sedik, mgr.

Atlanta, Ga.: 3155 Maple Dr., Cedar 3-2763.

Boston, Mass.: 1315 Boylston St. Kenmore 6-2326.

Brooklyn, N. Y.: 243 26th St. Plaza 9-3906.

Camden, N. J.: 291 N. Sixth St. Woodlawn 4-0346.

Chattanooga, Tenn.: Signal Mountain. Tucker 6-2487.

Chicago, Ill.: 7107 W. Addison St. Mulberry 5-6575.

Cleveland, Ohio.: 3076 W. 117th St. Winton 1-7005.

Dallas, Tex.: 6825 Del Norte Lane. Emerson 1-1894.

Duluth, Minn.: 2913 W. Superior St. Market 4-3350.

Fairhaven, Mass.: 58 Middle St. Wyman 9-6809.

Galveston, Tex.: 505 Eighth St. Southfield 5-8055.

Glen Burnie, Md.: 100 Roesler Rd. Southfield 1-1237.

Gloucester, Mass.: 401 Main St. 2200.

Jacksonville, Fla.: 1317 Miami Rd. Exbrook 5-5359.

Kansas City, Mo.: P. O. Box 2033. Finley 2-3975.

Liverpool, N. Y.: 15 Foxberry Lane. Hyatt 2-0562.

Los Angeles-Wilmington, Calif.: 114 W. E St., Terminal 4-8575.

New Orleans, La.: 4032 Thalia St. Jackson 2-7611.

New York, N. Y.: 559 Fifth Ave. Plaza 3-3900.

Norfolk, Va.: 709 Front St. Madison 2-1729.

San Diego, Calif.: 2216 Imperial Ave. Belmont 4-5464.

San Francisco, Calif.: 645 Seventh St. Market 1-1458.

Seattle, Wash.: Fishermen's Terminal. Atwater 3-4893.

Shelby, Mont.: 214 Main St.

Stamford, Conn.: 200 Fifth St. Davis 4-7409.

Products (for tv): Tv microwave relay systems for portable or fixed applications, relay accessory and remote alarm equipment, automatic carrier interrupters, remote control heads, duplexers, wave guides, antennas.

Reeves Soundcraft Corp. 10 E. 52nd St., New York 22, N. Y. Plaza 9-2644. William H. Deacy, vp.

Los Angeles 36, Calif.: 342 N. La Brea. Webster 3-6181. Bruce L. MacPherson, mgr.

Products (for radio & tv): Magnetic recording tapes, recording blanks, styli, magnetic recording films, magnetic recording accessories.

Rex-O-Kut Co. 38-19 108th St., Corona 65, N. Y. Defender 5-3500. Clifford P. Shearer, marketing director.

Products (for radio): High fidelity components.

Rissi Electronic Supply Co. 14405 Wyoming Ave., Detroit 38, Mich. Texas 4-8429. V. A. Wilton, mgr.

Grand Rapids 3, Mich.: Radio Electronic Supply Co. 505 Jefferson S.E. Glendale 9-1611. N. MacPhail, mgr.

Products (radio & tv): RCA and GE tubes, magnecorders, electro-voice microphones, multi-ops and audiodiscs, maintenance supplies.

Robinson Recording Labs. 35 S. Ninth St., Philadelphia 7, Pa. Walnut 2-6500. W. P. Robinson, proprietor.

Products (for radio): Robinson precision turntable.

Rohn Manufacturing Co. 116 Limestone, Bellevue, Peoria 5, Ill. 4-9156. Richard A. Kluene, sales mgr.

Products (for radio & tv): Towers, masts and accessories.

Roblab Labs Walnut Tree Hill, Sandy Hook, Conn. Garden 6-2458. Henry Roger, owner-director.

Products, services (for tv): Ready-Paddy sound film computer, equipment for time-lapse (stop motion) cinematography, cinematography, special timing and remote control devices, Roger camera timer, Roger cine sync timer, Roblab microcinema apparatus.

Rust Industrial Co. 130 Silver St., Manchester, N. H. National 3-3596. Donald G. Inman, sales mgr.

Products (for radio & tv): Rust remote control systems, Rusttrak recorders for automatic logging.

S

S.O.S. Cinema Supply Corp. 602 W. 52nd St., New York 19, N. Y. Plaza 7-9449. Dom Capano, vp.

Hollywood 28, Calif.: 6331 Hollywood Blvd. Hollywood 7-2124. Alan C. Macaulay, western representative.

Products (for tv): Bridgamatic film processors, Ediola 16mm action viewer, Tel-Animaprint hot press (tinting machine), Tel-Animastand animation and special effects camera stand, hydraulic lift, sound readers, film editing machines, film edge numbering machines, microphone booms, tripods, back-drops, background projectors, etc.

Schafer Custom Engineering. 235 S. Third St., Burbank, Calif. Thornwall 5-3561. Paul C. Schafer, pres.

Products (for radio): Automation, automatic logging, remote control and automatic programming equipment.

Scientific Radio Products Inc. 215 S. 11th St., Omaha 2, Neb. Atlantic 9787. G. Crawford Fahlmer, vp and mgr.

Loveland, Colo.: P.O. Box 35. Normandy 7-2267.

Products (for radio): Quartz crystals, crystal filters, packaged oscillators, filter crystals and broadcast crystals.

Semi-Elements Inc. Saxonburg Blvd., Saxonburg, Pa. Joseph V. Fisher, pres.

Products (for radio & tv): Diodes and transistors.

Setchell-Carlson Inc. New Brighton, St. Paul 12, Minn. Melrose 3-3131. Cal Karnstedt, national sales director.

Products (for tv): Console and table model receivers, instantaneous plug-in stereo with record changer and companion stereo speaker, monitor and associated tv parts and equipment.

Shallcross Manufacturing Co. Preston St., Smithfield, N. C. Woodlawn 5-2311.

Products (for radio & tv): Resistors, switches, attenuators, delay lines.

Shields Studio. 5537 Suburban Tracks, St. Louis 12, Mo. Forest 7-2337. Tom M. Shields, owner.

Products (for tv): Painted tv drops, St. Louis Stagette draperies, rigging, curtain tracks and tv green rep drapes.

Shure Bros. Inc. 222 Hartrey, Evanston, Ill. Davis 8-9000. R. E. Ward, distributor sales mgr.

Products (for radio & tv): Microphones.

Sierra Electronic Corp. 3585 Bohannon Dr., Menlo Park, Calif. Davenport 6-2960. C. A. Walter, sales mgr.

Products (for radio): Test equipment, amplifiers.

Products (for tv): Test equipment, amplifiers, transmitters.

Skiatron Electronics & Television Corp. 150 Varick St., New York 14, N. Y. Watkins 4-7000.

Products (for tv): Subscriber-Vision system of subscription television and closed-circuit television systems.

Small Motors Inc. 2076 Elston Ave., Chicago 14, Ill. Armitage 6-6909. R. R. Cook, sales mgr.

Products (for radio): Fractional HP motors, blowers, dynamotors.

South River Metal Products Co. 377-379 Turnpike, South River, N. J. Clifford 4-2552. Martin L. Roth, sales mgr.

Products (for radio & tv): Fm and tv antenna mountings, aluminum ground wire and aluminum cruying wire.

Stainless Inc. Third St., North Wales, Pa. Oxbow 9-4871. Henry J. Guzowicz, vp.

Products (for radio & tv): Radio towers (communication and microwave), tv towers.

Standard Electronics Div., Radio Engineering Labs Inc. 29-01 Borden Ave., Long Island City 1, N. Y. Stillwell 6-2100. Frank Gunther, vp (radio); William H. Zilger, vp (tv).

Washington, D. C.: 1026 17th St. N.W. Republic 7-2243. J. T. Campbell.

Los Angeles, Calif.: 432 S. Curson. Webster 1-4382. L. E. Pett.

Palo Alto, Calif.: 258 Creekside Dr. York-shire 3-1281. H. D. Peckham Jr.

Davenport, Iowa: Kahl Bldg. 2-4040. R. C. Hutchins.

Products (for radio): Fm-am transmitters, multiplex gear, harmonic filters.

Products (for tv): Tv transmitters, harmonic filters, duplexers, color equipment, dummy loads, tv station packages.

Stancil-Hoffman Corp. 921 N. Highland Ave., Hollywood 38, Calif. Hollywood 4-7461. William V. Stancil, pres.

Products (for radio): Professional magnetic tape recording and reproducing equipment, Minifape self-contained, portable, battery-operated recorder.

Products (for tv): Magnetic film recorder-reproducers, electrical interlock motors.

Swager Tower Co. R. R. #2, Fremont, Ind. 4625. William E. Swager.

Products (for radio & tv): Am, fm, tv broadcast towers.

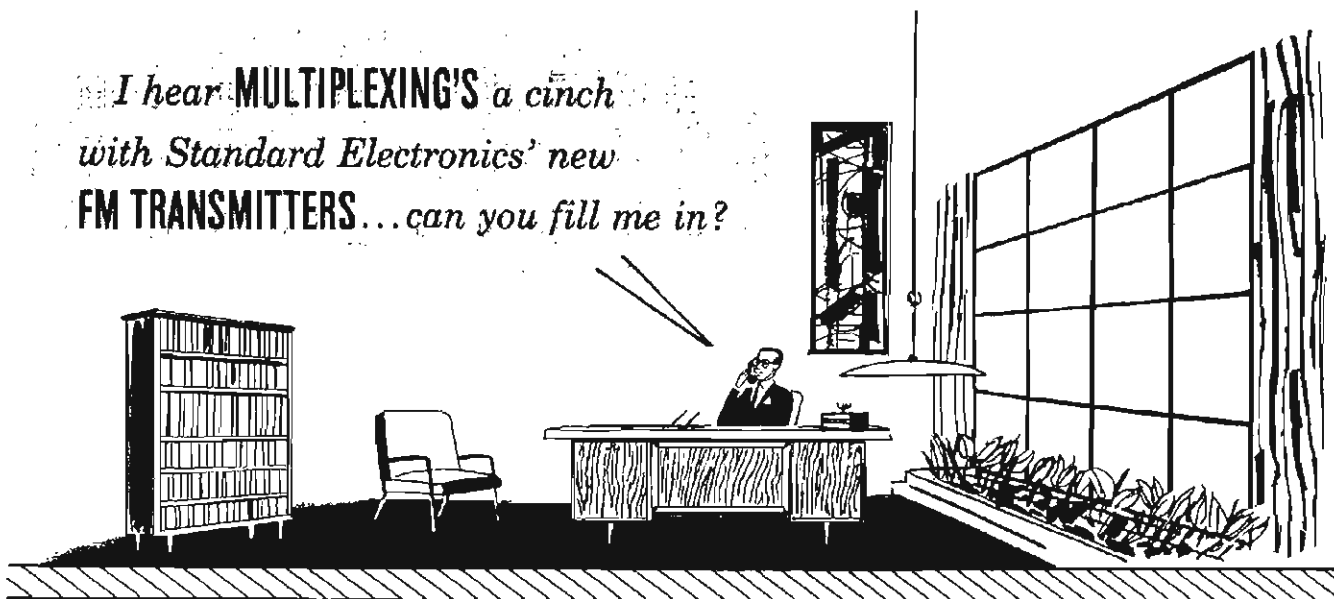
T

Taro Electronics Inc. 48 Urban Ave., Westbury, N. Y. Edgewood 4-3900. George Gordon, general sales mgr.

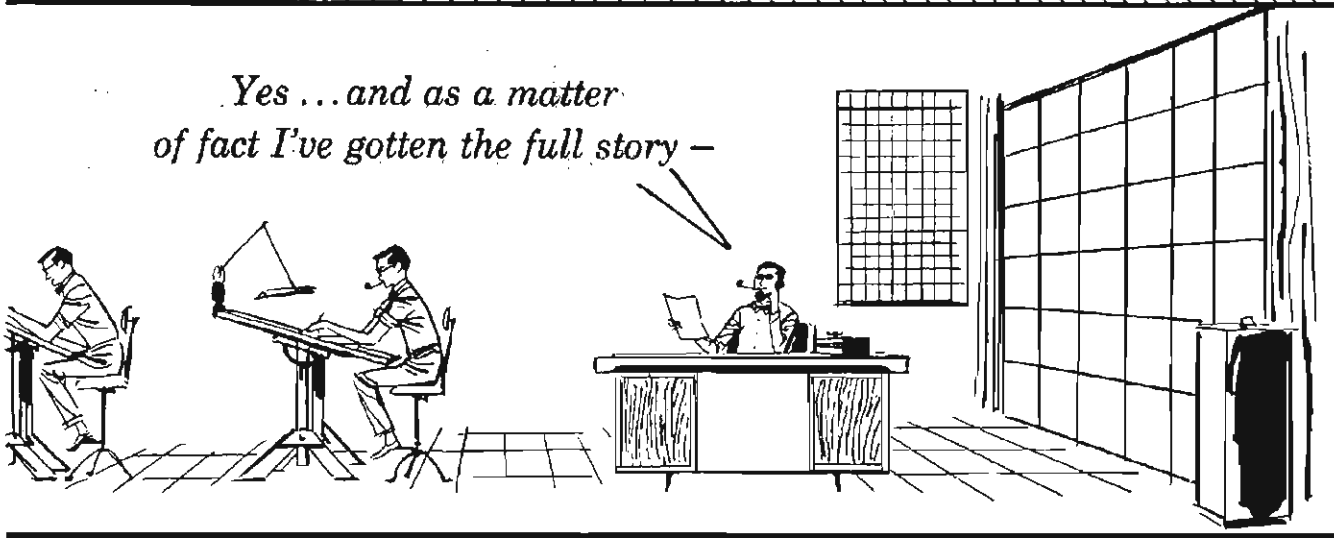
Products (for radio): Power supplies.

Products (for tv): Color and monochrome

*I hear MULTIPLEXING'S a cinch
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FM TRANSMITTERS... can you fill me in?*



*Yes ... and as a matter
of fact I've gotten the full story -*



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Equipment CONTINUED

equipment, monitoring equipment, switching equipment, distribution amps, line amps, sync generators, AGC gamma amps, power supplies, stabilizing amps, video and pulse D.A.'s, complete video system amps, effects generators and amplifiers.

Sarkes Tarzian Inc., Broadcast Equipment Div., E. Hillside Dr., Bloomington, Ind. 7211. Biagio Presti, general sales mgr.

Fort Wayne, Ind.: 7501 Ideal Ave. Harrison 7-6291. Russ Ide, district sales mgr.

El Cajon, Calif.: 519 Verdin St. Hickory 2-2454. Fred Steiner, district sales mgr.

Madison 4, Wis.: 2010 Yahara Place. Richard Swan, district sales mgr.

Albuquerque, N. M.: 941-C Louisiana S.E. Mel Bersler, district sales mgr.

Don Mills (Toronto), Ont.: Phileo Corp. of Canada Ltd.

Products (for tv): Image orthicon cameras, vidicon cameras, microwave equipment, transmitters, film and slide projectors and complete station packages.

Technical Appliance Corp. 1 Taco St., Sherburne, N. Y. 7-2211. Tore Lundahl, executive vp.

Products (for radio & tv): Antennas and installation accessories for fm and tv.

Technicraft Labs Inc. Thomaston-Waterbury Rd., Thomaston, Conn. Atlas 3-4315. Robert P. Carleton.

Costa Mesa, Calif.: 1093 Baker St. Kimberly 5-9461. H. J. O'Donoghue Jr.

Products (for radio & tv): Microwave components.

Tektronix Inc. 9150 S. W. Barnes Rd., Portland 7, Ore. Cypress 2-2511. W. K. Dallas, vp, marketing.

Products (for tv): Oscilloscopes, waveform monitors and color tv vectorscopes.

Telechrome Manufacturing Corp. 28 Ranick Dr., Amityville, N. Y. Lincoln 1-3600. H. Charles Riker, vp.

Van Nuys, Calif.: 13635 Victory Blvd. State 2-1779. S. S. Krinsky, director of western engineering div.

Chicago, Ill.: 670 N. Elizabeth St. Lombard 6926. David Chapman, engineer.

Products (for tv): Monochrome and color tv broadcasting and testing facilities, video transmission test equipment.

Telectro Industries Corp. 35-16 37th St., Long Island City 1, N. Y. Yellowstone 2-8600. Harry Sussman, pres.

Products (for radio): Magnetic tape recording equipment.

TelePrompter Corp. 311 W. 43rd St., New York 36, N. Y. Judson 2-3800. Herbert W. Holler, vp.

Los Angeles, Calif.: 357 N. La Brea Ave. Webster 6-6195. Fred Barton, vp.

Washington, D. C.: 1735 DeSales St. N.W. Oliver 4-0984. Robert Doyle, mgr.

Chicago, Ill.: 177 N. State St. Franklin 2-8826. Ted Boisumbeau.

Detroit 2, Mich.: New Center Bldg. Trinity 1-2900. Frank Noble.

Products (for tv): TelePrompter cueing equipment, TelePro 6,000 rear screen projector, Polaroid film and accessories and large screen closed-circuit projectors.

Telescript-CSP Inc. 155 W. 72nd St., New York, N. Y. Susquehanna 7-8311. Curt Howard, vp, sales; Trygve Lund, mgr. New York television and film.

Hollywood, Fla.: 2714 Coolidge St. Wabash 2-0925. Charles Krumm, gen mgr.

Products (for tv): Cueing and prompting equipment, rear screen projectors, optical effects kit.

Television Equipment Co. 161 E. Grand Ave., Chicago 11, Ill. Michigan 2-2281. M. A. and Jack Behrmd.

Products (for radio): Sound and editing equipment.

Products (for tv): Diamond power equipment and accessories (motion picture, production and projection equipment).

Television Specialty Co. 350 W. 31st St., New York 1, N. Y. Longacre 4-2334. K. Alfred Jenkins, pres.

Toronto, Ont.: (c/o S.W. Caldwell Ltd.) 117 Jarvis St. S.W. Caldwell, pres.

Havana, Cuba: Calle 9 No. 251. G. A. Vasquez.

Products (for tv): Kinescope recording cameras and equipment, rear screen projectors, screens and rear projection slides, motion picture cameras and equipment, lighting and studio equipment.

Television Utilities Corp. 112-33 Colonial Ave., Corona 68, N. Y. Twining 8-1000. A. E. Siegel.

Products (for tv): Private Eye monitors, pulse cross monitors, kinescope recording systems, video line and distribution amplifiers, industrial sync generators, flying spot scanners, Scan-a-Graph visual tv communication systems.

Television Zoomer Corp. 500 Fifth Ave., New York 36, N. Y. Bryant 9-5835. Bill Pegler, sales mgr.

Products (for tv): Television lens (super studio, studio, super universal, universal and field Zoomer).

Tel-Instrument Electronics Corp. 728 Garden St., Carlstadt, N. J. Webster 3-1600. E. W. Brinkerhoff, vp-sales mgr.

Products (for tv): Tv studio and laboratory test equipment (consisting of sync generators, mixer and encoder, monoscope camera and monitor).

Terminal Radio Corp. 85 Cortlandt St., New

York 7, N. Y. Worth 4-3311. William Filler, pres and Hy Kahn, mgr.

Products (for radio): Electronic components. Products (for tv): Fleetwood (Conrac) tv chassis.

Texan Translator and Tv Network 438 E. Crockett St., San Antonio 2, Tex. Capitol 1-7297. Richard R. Hayes, owner.

Products (for tv): Translators, transmitting antennas, non-polarized receiving bays for translators, DC and tone control units for translator control.

Tower Construction Co. 2700 Hawkeye Dr., Sioux City 1, Iowa. 5-7653. C. A. Wright, sales mgr.

Products (for radio & tv): Radio, microwave and tv support towers, reflectors-erection service.

Tower Sales & Erecting Co. 6100 N. E. Columbia Blvd., Portland 18, Ore. Atlantic 7-7303. C. J. Fisher.

Products (for radio & tv): Towers, erecting, lighting, painting and ground systems.

Trans-Lux Corp. 625 Madison Ave., New York 22, N. Y. Plaza 1-3110. Bert W. Roth, sales director.

Torrance, Calif.: 1111 W. Sepulveda Blvd. Day-report 6-1422. Roy Stewart

Toronto, Can.: 80 King St. W. Empire 1-1431. Derek Stodart.

Products (for tv): Trans-Lux projectors and accessories, rear and front projection screens.

John D. Trilsch Inc. P. O. Box 14201, Houston 21, Tex. Republic 4-2545. John D. Trilsch, pres.

Products (for radio & tv): Towers and lighting equipment.

The Turner Co. 909 17th St., N.E. Cedar Rapids, Iowa. Empire 3-8144. Tom Moss, sales mgr.

Products (for radio & tv): Microphones and stands.

U

United States Tower Co. Union Trust Bldg., Petersburg, Va. Regent 2-9350. John J. Hoke, owner.

Products (for radio): Self-supporting and guyed-type towers.

Products (for tv): Towers.

United Transformer Corp. 150 Varick St. New York 13, N. Y. Algonquin 5-3500. H. Russell, sales mgr.

Products (for radio): Transformers, filters, high Q coils, equalizers.

University Loudspeakers Inc. 80 S. Kensico Ave., White Plains, N. Y. 6-7700. Lawrence J. Epstein.

Products (for radio & tv): High fidelity monitoring speakers for broadcast studios, loudspeakers, systems, networks and accessories, weatherproof high fidelity speakers.

Utility Tower Co. 3140 N.W. 38th St., Oklahoma City 12, Okla. Windsor 3-4303. C. E. Nelson, owner; Verle G. Duvall, mgr.

Products (for radio): Am and fm towers, base insulators, lighting kits, ground systems, installation and maintenance service.

Products (for tv): Tv and microwave towers, installation and maintenance service.

V

Visual Electronics Corp. 342 W. 40th St., New York 18, N. Y. Longacre 4-0518. James B. Tharpe, pres, home office sales; Morris A. Mayers, mgr, closed-circuit tv systems; Bert Kupperman, mgr, export sales.

Products (for radio): 5, 10, 50 kw am transmitters, remote control equipment; fm multiplex equipment.

Products (for tv): Complete line of tv broadcast equipment including antennas, transmitters, microwave relay, studio cameras, studio switching equipment, video and pulse distribution amplifiers, sync generators, tv film projectors, tv film cameras, studio lighting, all accessory equipment and supplies.

W

Wallach & Assoc. 1589 Addison Rd., Cleveland 3, Ohio Sweetbriar 1-5580. Charles D. Wallach, sales mgr (radio & tv).

Products (for radio): Discabinets for phonograph record storage, tape recording reel cabinets.

Products (for tv): Film storage cabinets, open type film storage cabinets, film separator racks for 16mm and 35mm film reels and cans from 100 ft. through 2,000 ft., Reelmobile mobile unit for storing and transporting films.

Westbury Electronics Inc. 300 Shames Dr., Westbury, N. Y. Edgewood 4-8300. Harry R. Clark, general sales mgr (radio & tv).

Products (for radio & tv): Miniature radio receiver; tv distribution equipment for hotel, motel, apartment house, community tv, radios.

Westinghouse Electric Corp. 2519 Wilkens Ave., Baltimore 3, Md. Edmondson 6-2300. G. H. Phelps, mgr, radio sales.

Atlanta 2, Ga.: 1299 Northside Dr. N.W. Atwood 1642. A. W. Rose, mgr.

Boston 10, Mass.: 10 High St. Liberty 2-6600. E. S. Mielke.

Chicago 51, Ill.: Merchandise Mart Plaza. Whitehall 4-3860. W. E. Berkey, mgr.

Cleveland 13, Ohio: 1370 Ontario St. Cherry 1-7600. H. N. Runkle.

New York 5, N. Y.: 40 Wall St. Whitehall 3-4321. A. T. Lattanzio.

Philadelphia 4, Pa.: 3001 Walnut St. Evergreen 2-1200. P. F. Buckler.

St. Louis 1, Mo.: 411 N. Seventh St. Central 1120. A. F. Buck.

San Francisco 8, Calif.: 410 Bush St. Exbrook 2-5353. S. H. Harrison, mgr.

Products (for radio): 50kw transmitters, transmitter consoles, transmitting tubes, instruments, meters, relays, studio and tower lighting equipment, transformers, capacitors, circuit breakers, regulators, precipitrons and switchgear.

Weston Instruments Div. of Davstrom Inc. 614 Frelinghuysen Ave., Newark 12, N. J. Bigelow 3-4700.

Los Angeles 7, Calif.: 2001 S. Grand Ave. Richmond 9-2361.

San Francisco 3, Calif.: 147 10th St. Underhill 3-4250.

Washington 4, D. C.: Pennsylvania Bldg. District 7-3636. L. F. Parachini, mgr.

Chicago 6, Ill.: 205 W. Wacker Dr. Franklin 2-4656. W. E. Matchett, mgr.

Boston, Mass.: 66 Central St., Wellesley 81, Mass. Cedar 5-4300.

Detroit 21, Mich.: 16607 James Couzens Hwy. Diamond 1-2121.

Buffalo 2, N. Y.: 130 W. Chippewa St. Mohawk 3243.

New York 7, N. Y.: 50 Church St. Worth 4-3510. J. D. MacNamara, mgr.

Cincinnati 37, Ohio: 7613 Reading Rd. Valley 1-9165.

Cleveland 28, Ohio: 3951 Lee Rd. Skyline 2-3030.

Dayton 2, Ohio: 11 W. Monument Ave. Baldwin 2-8164.

Philadelphia 4, Pa.: 101 N. 33rd St. Baring 2-6453.

Milwaukee 3, Wis.: 617 N. Second St. Broadway 2-1338.

Products (for radio & tv): Test equipment, vu and db meters, calibrators, sweep generators, tube checkers, oscilloscopes, vacuum tube voltmeters, circuit analyzers.

White Diesel Engine Div., White Motor Co., 1401 Sheridan Ave., Springfield, Ohio.

Products (for radio & tv): Diesel engines, natural gas or propane engines, engine-generator sets, mobile generating plants (trailer-mounted units containing complete power plant).

Wickes Engineering & Construction Co. 12th St. & Ferry Ave., Camden 1, N. J. Woodlawn 4-1912.

Products (for tv): Color studio test equipment.

Wind Turbine Co. E. Market St. & Pa. R. R., West Chester, Pa. Owen 6-3110. David B. Oat, sales mgr.

Toronto 9, Ont.: (c/o Wind Turbine Co. of Canada Ltd.) 51 McCormack St. Rodger 9-1129. A. C. Veldhuis, vp.

Products (for radio): Am radiators, microwave towers, supply and installation.

Products (for tv): Supporting towers for tv transmitting and receiving antennas, microwave towers, supply and installation.

Wollensak Optical Co. 850 Hudson Ave., Rochester 21, N. Y. Congress 6-1000. A. A. Wollensak, vp; N. E. Kuegler.

Products (for tv): Camera lenses for image orthicon and vidicon; projection lenses for 8, 16 and 35mm film.

Firms Renting Equipment For Radio and Television

Acme Camera Corp. 2704 W. Olive Ave., Burbank, Calif. Victoria 9-3141. John Kiel, sales mgr.

Rents (for tv): Recording cameras, kinephoto monitors.

Alford Manufacturing Co. 299 Atlantic Ave., Boston 19, Mass. Hancock 6-1250. Harold H. Leach, senior engineer.

Rents (for tv): AMCI Type 1020 standby antennas.

Amplex Corp., Professional Products Div., 531 Charter St., Redwood City, Calif. Emerson 9-1481. C. R. Paulson, national sales mgr.

Rents (for tv): VK-1000 videotape recorder.

Background Engineers Inc. 7313 Santa Monica Blvd., Hollywood 46, Calif. Hollywood 5-4161. Peggy Bourne (tv).

Rents (for tv): Rear projection equipment with 4x5 in. slides, 35 mm motion picture units and rear screens; library of rear projection slides.

E. J. Baughman Co. 1914 N. Cogwell Rd., El Monte, Calif. Gilbert 4-7586. E. J. Baughman.

Rents (for tv): Hydraulic pedestal camera dolly.

Bodde Projector Co., Bodde Screen Co. 11541 Bradley Ave., San Fernando, Calif. Empire 5-2551. B. M. Bodde Jr.

Rents (for tv): Background projectors, 4x5 slides including attachments for 3 1/4 x 4 1/2 in. stripfilm and special effects; automatic 3 1/4 x 4 and 4x5 slide projectors with available remote control, stop-motion and variable speed controls; seamless translucent screens, wide viewing and camera pick-up angles, custom-cast to size and color type up to 42x92 ft.

Broadcast Equipment Specialties Corp. P. O. Box 149, Beacon, N. Y. 9-4537. Albert C. Travis Jr.

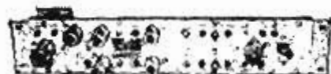
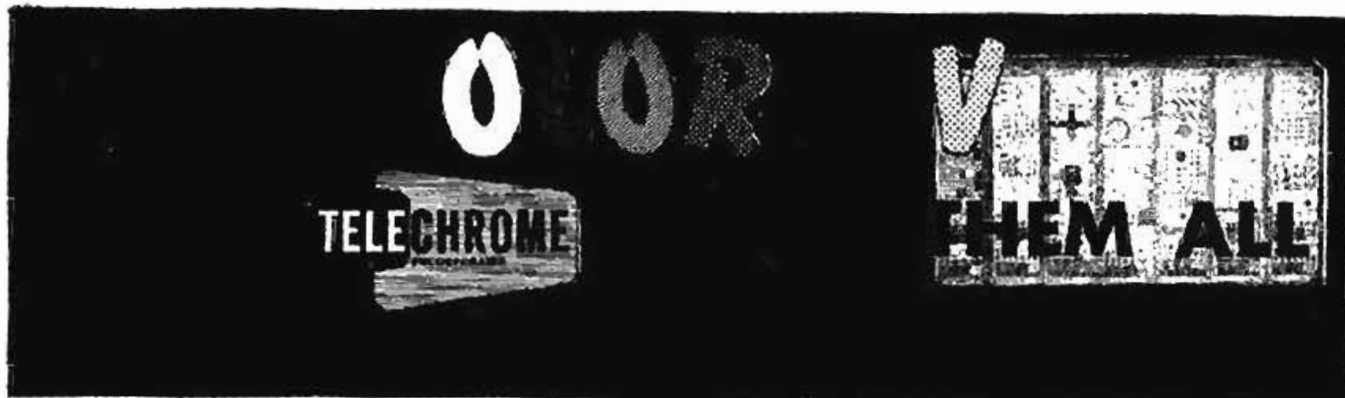
Rents (for radio & tv): Tapak spring-driven, self-powered tape recorders.

Browning Labs Inc. 100 Union Ave., Laconia, N. H. 2809. Gardiner G. Greene, pres.

Rents (for radio): Fm-multiplex receivers, tuners.

Burke & James Inc. 321 S. Wabash Ave., Chicago 4, Ill. Harrison 7-8393. Edward W. Hoy, vp; Albert Drucker, mgr.

Rents (for tv): Lenses.



617-BR AUTOMATIC BALANCE CONTROL FOR ALL COLORPLEXERS
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An ingenious circuit locks the entire encoding equipment in balance within 20 seconds after being turned on. Thereafter balance is held under even the most difficult operating conditions.



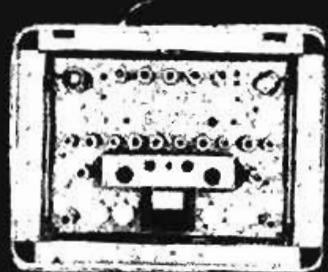
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Completely self-contained, portable. Produces multi-frequency burst, stairstep, modulated stairstep, white window, composite synch. Regulated power supply. 12 1/4" standard rack mounting or in carrying case.



700-A 3V COLOR FILM CHAIN

Finest in quality, lowest in price. 3V provides greatest latitude in selection of color films. Designed specifically for broadcast application, requires little space. Multiplexes 35 or 16mm film, slides, opaques.



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Direct FM Transmitters Crystal controlled 215-235 megacycles. 125kc deviation.



Model 1462
6" x 4 1/2" x 3 3/4"
50 to 80 Watts



Model 1463
5 1/2" x 3 1/2" x 4"
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Model 1472
4" x 1.5" x 2.7"
2 Watts



Model 1460
5" x 4 1/2" x 3 1/4"
RF Amplifier
15 to 30 Watts



Model 800—4.5" x 1.3" x 1.4"

SUB-CARRIER OSCILLATOR. Deviation stability $\pm 1\%$ of band width. Deviation linearity less than 1% of band width under all conditions measured from a straight line drawn between end points.



636-B CHROMALYZER

Portable Precision Color Bar Generator for checking color broadcast studio and transmission facilities, receivers and monitors. Can be tied into a system. Provides complete composite color signals at 100 or 75% chroma.



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V-148 Image Orthicon Orbiter-Tracker

- New, All-transistor design
- Precise Centering Correction
- Miniaturized to fit inside most TV cameras
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V-72A 800 Mil Regulated Power Supply (250-300 v.)

- Silicon Rectifiers
- 0.3% Regulation
- Less than 3 mv ripple
- Less than 0.5 ohm source impedance
- 5 1/2" rack space
- Meter function switch

V-31 Master Monitor

- 14" picture and 5" waveform display
- Picture: 8 mc. flat response
- Pulse cross (normal and expanded)
- Waveform response: flat, and IRE color
- Triggered by Video, Sync, or drive
- Keyed-clamp (picture) on "back porch"
- Switchable keyed-clamp (waveform)
- Push-button pulse calibration

V-7B 525 Line TV Sync Generator

- Pos. and Neg. signals
- ALL RETMA sync signals
- Binary counter
- No tube selection
- Color—converted by V-8A
- Built-in dot generator
- Dot output separate
- Computer tubes
- 5 lock-in sources
- terminal boarded
- many test points
- powered by one V-72A

V42A 4-Channel Video Distribution Amplifier

- Designed for color
- 10 MC bandwidth
- Sending-end termination
- Input capacity compensation
- 3 1/2" Rack space

V-44A 4 In 8 Out Pulse Distribution Amplifier

- 4 Independent Inputs . . . May be paralleled
- 8 Independent Outputs
- Individual Level Controls of the 8 Outputs
- Sharpening and Squaring of the Pulses
- 75 Ohm Sending—End Impedance
- 3 1/2" x 19" Deep Dish Chassis

SYSTEM FINAL TESTING
Part of Rigid Quality Control

V-3B Keyed Video Signal Generator

- Response of Transmitter, Link, and Studio
- Full composite signal
- No disabling of clamps
- Direct response of Waveform monitor
- Direct resolution test of picture monitor
- Timing and pulse width measurements
- Differential gain and phase throughout color band
- Full-range 90 kc to 10 mc
- Built-in regulated power supply

Partial List of Equipment Users STATIONS (300+)

KFVS-TV	Mo.
KING-TV	Wash.
KOIN-TV	Ore.
KPIX	Cal.
KQTV	Iowa
KTNT-TV	Wash.
KTVI	Mo.
KTUU	Cal.
KXJB-TV	N. D.
CKVR-TV	Can.
CFQC-TV	Can.
WABC-TV	N. Y.
WABD	N. Y.
WAGA	Ga.
WALB-TV	Ga.
WBAL-TV	Md.
WCAE	Pa.
WCKT	Fla.
WBTU	N. C.
WCCO-TV	Minn.
WEWS	Ohio
WFIL-TV	Pa.
WFBC-TV	S. C.
WGAL-TV	Pa.
WGBH-TV	Mass.
WFRV-TV	Wis.
WHEN-TV	N. Y.
WHIZ-TV	Ohio
WHO-TV	Iowa
WKAQ-TV	P. R.
WKRC-TV	Ohio
WLVA-TV	Va.
WMUR-TV	N. H.
WLOS-TV	N. C.
WPIX	N. Y.
WTTG	D. C.
WTVN-TV	Ohio
WSPA-TV	Ala.
WGEM-TV	Ill.
WTTV	Ind.

NETWORKS (All)

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CBC
CBS
NBC

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Equipment for Rent CONTINUED

TelePrompTer Corp. 311 W. 43rd St., New York 36, N. Y. Judson 2-2809. Herbert W. Hober, vp.

Los Angeles, Calif.: 357 N. La Brea Ave. Webster 6-6154. Fred Barton, vp.

Washington, D. C.: 1735 DeSales St. N.W. Oliver 4-9984. Robert Doyle, mgr.

Chicago, Ill.: 177 N. State St. Franklin 2-8826. Ted Bokumann.

Detroit 2, Mich.: New Center Bldg. Trinity 1-2999. Frank Noble.

Rents (for tv): TelePrompTer cueing equipment, TelePro 3,000 rear screen projector, Polaroid film and accessories and large screen closed-circuit projectors.

Teletext-CSP Inc. 118 W. 57th St., New York 1, N. Y. Curt Howard, vp, sales.

Hollywood, Fla.: 2714 Cozlidge St. Charles Kraum, gen mgr.

Products (for tv): Cueing and prompting equipment, rear screen projectors.

Television Equipment Co. 161 E. Grand Ave., Chicago 11, Ill. Michigan 2-2281. M. A. and Jack Behrend.

Rents (for radio): Sound and editing equipment.

Rents (for tv): Diamond power equipment and accessories (motion picture, production and projection equipment).

Television Specialty Co. 356 W. 21st St., New York 1, N. Y. Longacre 4-3331. K. Alfred Jenkins, pres.

Rents (for tv): Rear screen projectors, screens, kinescope recorders.

Television Utilities Corp. 112-83 Colonial Ave., Corona 28, N. Y. Twining 8-1909. A. E. Siegel.

Rents (for tv): Monitors (8, 12, 17, 27-in.).

Trans-Lux Corp. 625 Madison Ave., New York 22, N. Y. Plaza 1-3119. Bert W. Roth, sales director.

Torrance, Calif.: 1111 W. Sepulveda Blvd. Inverport 6-1422. Roy Stewart.

Toronto, Can.: 80 King St. W. Empire 4-1431. Derek Stodart.

Rents (for tv): Trans-Lux projectors and accessories, rear and front projection screens.

Rents (for radio): Towers for rental space.

United Electronics Labs. Park Dr., Louisville 16, Ky. Emerson 8-3365. W. L. Rector, pres; V. E. Baxter, chief engineer.

Rents (for tv): Mobile unit (Dual RCA TK-29 L. O. chain and associated gear) and crew of operators and directors.

Visual Electronics Corp. 342 W. 40th St., New York 18, N. Y. Longacre 4-0518. James B. Tharpe, pres, home office sales; Morris A. Mayers, mgr, closed-circuit tv systems; Bert Kupperman, mgr, export sales.

Rents (for tv): Live pick-up facilities for closed-circuit tv operations.

Attorneys in Radio-TV Practice

In Metropolitan Washington, D. C.:
(Postal Zone numbers in parentheses.)

Adams, Eva B., Senate Office Bldg. (25).
Albertson, Fred W., Dow, Lohnes & Albertson, Munsey Bldg. (4). Sterling 3-1009.

Altman, Norman S., Krooth & Altman, 1091 15th St., N.W. (5). Executive 3-0900.

Anello, Douglas A., NAB, 1771 N St., N.W. (6). Decatur 2-2309.

Arnold, Thurman, Arnold, Fortas & Porter, 1229 19th St., N.W. (6). Executive 3-7309.

Bader, Michael H., Haley, Wollenberg & Kenehan, 1735 DeSales St., N.W. (6). District 7-2724.

Balley, Clyde S., Pennsylvania Bldg. (4). National 8-6512.

Baker Philip M., Pennsylvania Bldg. (4). District 7-5581.

Baldwin, James W., 6203 Wilmette Rd., Bethesda, Md.

Ball, Frederic J., Pierson, Ball & Dowd, Ring Bldg. (6). Republic 7-2566.

Banks, John P. Jr., Miller & Schroeder, Munsey Bldg. (4). Metropolitan 8-2193.

Barker, Robert W., Wilkinson, Cragun & Barker, 744 Jackson Pl., N.W. National 8-1114.

Barlow, Joel, Covington & Burling, Union Trust Bldg. (5) Republic 7-5909.

Barnes, Maurice R., Barnes & Neilson, Munsey Bldg. (4) Sterling 3-7670.

Baron, Theodore, Scharfeld & Baron, National Press Bldg. (4). Sterling 3-4115.

Bauer, William A., 5411 41st St., N.W. Woodley 6-8235.

Beaty, Richard N., Cahill, Gordon, Reindel & Ohl, 1099 Vermont Ave., N.W. (5). District 7-7189.

Bechhofer, Bernard G., Scharfeld & Baron, National Press Bldg. Sterling 3-4115.

Becker, A. Harry, Pennsylvania Bldg. (4). Executive 3-3993.

Becker, Ralph E., Brookhart, Becker & Dorsey, 1799 K St., N.W. Sterling 3-1865.

Beelar, Donald C., Kirkland, Fleming, Green, Martin & Ellis, 16th & K Sts., N.W. (6). Sterling 3-3200.

Bergson, Philip, Lyon, Wilner & Bergson, Wyatt Bldg. (5). Metropolitan 8-6909.

Bernton, William P., Sher, Oppenheimer & Harris, Woodward Bldg. (5). Republic 7-3028.

Bilger, Donald E., Welch, Mott & Morgan, 710 14th St., N.W. (5). Executive 3-4600.

Bingham, Herbert M., Bingham, Collins, Porter & Kistler, Tower Bldg. (5) District 7-2141.

Blair, Forbes W., Welch, Mott & Morgan, 710 14th St., N.W. (5). Executive 3-4600.

Blooston, Arthur, 903 20th St., N.W. Sterling 3-5531.

Blum, William Jr., Powell, Dorsey, Blum & White, 1741 K St., N.W. (6). Republic 7-6373.

Blume, Jack P., Fly, Shuebruk, Blume & Gaguine, 1091 Connecticut Ave., N.W. (6). Metropolitan 8-6199. Also, 39 Rockefeller Plaza, New York, Circle 7-3040.

Booth, Robert M. Jr., 815 15th St., N.W. (5). Republic 7-8154.

Borghesani, William H. Jr., Dow, Lohnes & Albertson, Munsey Bldg. (4). Sterling 3-1909.

Brady, John B., McLachlen Bldg. National 8-1806.

Broadbent, Lorin, Wilkinson, Cragun & Barker, 744 Jackson Pl., N.W. National 8-1114.

Brooks, Leon R., Assistant General Attorney, CBS-TV, 1735 DeSales St., N.W. (6). Emerson 2-3300.

Brown, Darwin C., Ginsburg, Levant, Brown & Morrison, 1622 K St., N.W. Sterling 3-6781.

Brown, Russell M., Southern Bldg. Sterling 3-7309.

Brown, Thad H. Jr., NAB, 1771 N St., N.W. (6). Decatur 2-9369.

Bunn, George, Arnold Fortas & Porter, 1229 19th St., N.W. (6). Executive 3-7309.

Burke, Eugene L., 821 15th St., N.W. (5). Sterling 3-3717.

Burroughs, J. Edwin, Hill & Burroughs, Tower Bldg. Republic 7-5236.

Burt, William C., Koteen & Burt, Wyatt Bldg. (5). Republic 7-5566.

Carson, Byron G., Tower Bldg., National 8-0950.

Chase, Seymour M., Wyatt Bldg. (6). Executive 3-2299.

Clagett, John F., 301 E. Capitol St. (3). Lincoln 4-8918.

Cohen, Harold D., Pierson, Ball & Dowd, Ring Bldg. (6). Republic 7-2566.

Cohen, Lester, Hogan & Hartson, Colorado Bldg. (5). National 8-2996.

Cohen, Stanley B., Cohn & Marks, Cafritz Bldg. (6). Sterling 3-5880.

Cohen, Wallace M., Landis, Cohen, Rubin & Schwartz, 1822 Jefferson Pl., N.W. (6). Sterling 3-5595.

Cohn, Marcus, Cohn & Marks, Cafritz Bldg. (6). Sterling 3-5880.

Colby, Lauren A., Fly, Shuebruk, Blume & Gaguine, 1091 Connecticut Ave., N.W. (6). Metropolitan 8-6199. Also, 39 Rockefeller Plaza, New York, Circle 7-3040.

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Coll, Robert W., McKenna & Wilkinson, 1735 DeSales St., N.W. (6). National 8-2931.

Collier, Robert A., Steadman & Collier, 1700 K St., N.W. Executive 3-7899.

Collins, Linton M., Bingham, Collins, Porter & Kistler, Tower Bldg. (5). District 7-2141.

Collins, Wallace C. Jr., 3163 Wheat Court, Alexandria, Va., Clearbrook 6-5197.

Connor, J. Parker, Rhynes, Mullin, Connor & Rhynes, 839 17th St., N.W. (6). District 7-1350.

Cooley, Thomas M. II, Weaver & Glassie, 1225 19th St., N.W. (6). Sterling 3-4355.

Cordon, Alfred C. Jr., Dow, Lohnes & Albertson, Munsey Bldg. (4). Sterling 3-1009.

Cottone, Benedict P., Cottone & Scheiner, 1829 Jefferson Pl., N.W. (6) Executive 3-4477.

Courtney, Jeremiah, 903 20th St., N.W. (6). Sterling 3-5531.

Cragun, John W., Wilkinson, Cragun & Barker, 744 Jackson Pl. (6). National 8-1114.

Crook, Omar L., May, Shannon & Morley, 1700 K St., N.W. (6). Republic 7-4123.

Cutler, Charles R., Kirkland, Fleming, Green, Martin & Ellis, World Center Bldg. (6). Sterling 3-3200.

Czarr, Edgar P. Jr., Covington & Burling, Union Trust Bldg. (5). Republic 7-5909.

Daly, Harry J., Pennsylvania Bldg. (4). National 8-3269.

Davis, Clarence A., 1625 K St., N.W. District 7-1909.

Daubin, Meredith M., Sutton & Daubin, National Press Bldg. (4). National 8-7949.

David, Nathan H., 425 13th St., N.W. National 8-4736.

de Grazia, Edward, Kirkland, Fleming, Green,

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Martin & Ellis, World Center Bldg. (6). Sterling 3-3200.

DeLany, Frank J., 1817 F St., N.W. (4). Sterling 3-1234.

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Dobin, Paul, Cohn & Marks, Cafritz Bldg. (6). Sterling 3-5880.

Donaldson, Ray S., Weaver & Glassie, 1225 19th St., N.W. Executive 3-8476.

O'Connell, Quinn, Weaver & Glassie, 1225 19th St., N.W. (6). Executive 3-8476.

Dowd, Thomas N., Pierson, Ball & Dowd, Ring Bldg. Republic 7-2566.

Drain, Dale D., 1195 G St., N.W. (5). National 8-0299.

DuCoour, Joseph, Kirkland, Fleming, Green, Martin & Ellis, World Center Bldg. (6). Sterling 3-3200.

Duvall, Charles F., Fisher, Wayland, Duvall & Southmayd, Perpetual Bldg. (4). Republic 7-1450.

Eagan, R. Russell, Kirkland, Fleming, Green, Martin & Ellis, World Center Bldg. (6). Sterling 3-3200.

Eden, Fred J. Jr., Welch, Mott & Morgan, 710 14th St., N.W. (5). Executive 3-4600.

Egolf, Willard D., 6991 Brookside Dr., Chevy Chase 15, Md. Oliver 2-1216.

Ehrig, Lenore G., Pennsylvania Bldg. (4). National 8-3260.

Ellicott, John V. L., Covington & Burling, Union Trust Bldg. (5). Republic 7-5909.

Fanelli, Joseph A., 1701 K St., N.W. (6). Sterling 3-5921.

Fischer, Henry G., Fischer, Willis & Panzer, 1735 DeSales St., N.W. (6). Sterling 3-3560.

Fisher, Ben C., Fisher, Wayland, Duvall & Southmayd, Perpetual Bldg. (4). Republic 7-1450.

Fletcher, Frank U., Spearman & Roberson, Munsey Bldg. (4). Metropolitan 8-0923.

Forrest, Herbert E., Welch, Mott & Morgan, 710 14th St., N.W. (5). Executive 3-4600.

Fortas, Abo, Arnold, Fortas & Porter, 1229 19th St., N.W. (6). Executive 3-7309.

Foules, Ronald J., American Telephone & Telegraph Co., 1091 Connecticut Ave., N.W. National 4-9909.

Freeman, Milton V., Arnold, Fortas & Porter, 1229 19th St., N.W. (6). Executive 3-7309.

Freret, Julian P., Roberts & McInnis, Continental Bldg. (5). National 8-0932.

Gaguine, Benito, Fly, Shuebruk, Blume & Gaguine, 1091 Connecticut Ave., N.W. (6). Metropolitan 8-6199. Also, 39 Rockefeller Plaza, New York, Circle 7-3040.

Granik, Theodore, Granik & Marshall, 1627 K St., N.W. National 8-4600.

Grealey, James E., Cahill, Gordon, Reindel & Ohl, 1099 Vermont Ave., N.W. (5). District 7-7189.

Green, Robert N., Welch, Mott & Morgan, 710 14th St., N.W. (5). Executive 3-4600.

Green, William S., Pierson, Ball & Dowd, Ring Bldg. (6). Republic 7-2566.

Griffith, Kelley E., Kirkland, Fleming, Green, Martin & Ellis, World Center Bldg. (6). Sterling 3-3200.

Groner, Samuel B., 501 13th St., N.W. Republic 7-3390.

Haley, Andrew G., Haley, Wollenberg & Kenehan, 1735 DeSales St., N.W. (6). District 7-2724.

Hancock, Parker D., Hogan & Hartson, Colorado Bldg. (5). National 8-2996.

Hardy, Russell Sr., Hardy & Hardy, 1757 K St., N.W. Republic 7-0437.

Hardy, Russell Jr., Hardy & Hardy, 1757 K St., N.W. Republic 7-0437.

Harris, Abraham J., Sher, Oppenheimer & Harris, Woodward Bldg. (5). Republic 7-3028.

Harris, Stanley S., Hogan & Hartson, Colorado Bldg. (5). National 8-2996.

Hayes, John C., Munsey Bldg. District 7-5376.

Heald, Robert L., Spearman & Roberson, Munsey Bldg. (4). Metropolitan 8-0923.

Heckman, Jerome H., Dow, Lohnes & Albertson, Munsey Bldg. (4). Sterling 3-1009.

Hedrick, F. Cleveland Jr., Hedrick & Lane, 1901 Connecticut Ave., N.W. (6). National 8-5823.

Hennessey, Philip J. Jr., Smith, Hennessey & McDonald, 1240 19th St., N.W. (6). Executive 3-7242.

Hennock, Frieda B., 1025 Connecticut Ave., N.W. (6). Sterling 3-1403.

Hildreth, Richard, Fisher, Wayland, Duvall & Southmayd, Perpetual Bldg. (4). Republic 7-1450.

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Hilmer, Lucien, Hilmer & Cooper, 1025 Connecticut Ave., N.W. (6). Republic 7-1881.
Hodson, Robert E., Pierson, Ball & Dowd, Ring Bldg. (6). Republic 7-2566.

I

Irwin, Robert L., Dow, Lohnes & Albertson, Munsey Bldg. (4). Sterling 3-1000.

J

Jacob, John B., Dow, Lohnes & Albertson, Munsey Bldg. (4). Sterling 3-1000.
Jansky, Maurice M., Loucks, Zias, Young & Jansky, The American Bldg. (4). Sterling 3-4004.
Jennes, Ernest W., Covington & Burling, Union Trust Bldg. (5). Republic 7-5900.
Johnston, Everett D., Roberts & McInnis, Continental Bldg. (5). National 8-0032.
Jones, Robert P., Perpetual Bldg. (4). Metropolitan 8-6632.
Jorgensen, Norman E., Krieger & Jorgensen, Wyatt Bldg. (5). Executive 3-1635.
Juntilla, James O., Arnold, Fortas & Porter, 1229 19th St., N.W. (6). Executive 3-7506.

K

Kearney, Edward F., Rhyne, Mullin, Connor & Rhyne, Hill Bldg. (6). District 7-1380.
Kearney, William R., National Press Bldg. (4). Sterling 3-2917.
Keppnews, Lawrence W., 1000 Vermont Ave., District 7-4189.
Kehoe, William A. Jr., 1331 G St., N.W. District 7-3640.
Keller, Joseph E., Dow, Lohnes & Albertson, Munsey Bldg. (4). Sterling 3-1000.
Kenehan, Edward P., Halcy, Wollenberg & Kenehan, 1735 DeSales St., N.W. (6). District 7-2724.
Kenkel, John B., Miller & Schroeder, Munsey Bldg. (4). Metropolitan 8-2193.
Kertz, Harold A., Bowen Bldg. (5). District 7-0558.
Kessler, Sylvia D., Washington Bldg. (5). Sterling 3-0118.
Kistler, H. Donald, Bingham, Collins, Porter & Kistler, Tower Bldg. (5). District 7-2141.
Kittner, Joseph M., McKenna & Wilkinson, 1735 DeSales St., N.W. (6). National 8-2931.
Knowles, Miles H., National Press Bldg. (4). Metropolitan 8-3224.
Kohlhaas, Vernon C., Pierson, Ball & Dowd, Ring Bldg. (6). Republic 7-2566.
Koplovitz, William C., Dempsey & Koplovitz, Bowen Bldg. (5). Republic 7-6363.
Koteen, Bernard, Koteen & Burt, Wyatt Bldg. (5). Republic 7-5994.
Kramer, Milton, Schoene & Kramer, 1625 K St., N.W. National 8-6926.
Krieger, Seymour, Krieger & Jorgensen, Wyatt Bldg. (5). Executive 3-1635.

L

Larocca, Raymond J., Kirkland, Fleming, Green, Martin & Ellis, World Center Bldg. (5). Sterling 3-3200.
Letterman, John B., Colorado Bldg. (5). District 7-0458.
Lesseno, Gilbert B., Lyon, Wilner & Bergson, Wyatt Bldg. (5). Metropolitan 8-6900.
L'Heureux, Robert D., Albee Bldg. (5). Metropolitan 8-4575.
Litschgi, Albert, Byrne, Hedrick & Layne, 1001 Conn. Ave. (5). National 8-2923.
Littlepage, James H., Littlepage & Littlepage, Investment Bldg. District 7-3723.
Littlepage, John M., Littlepage & Littlepage, Investment Bldg. District 7-3723.
Litvin, Faaney N., 2800 Quebec St., N.W. (8). Emerson 2-6614.
Lockwood, Corwin R. Jr., Hogan & Hartson, Colorado Bldg. National 8-2006.
Loucks, Philip G., Loucks, Zias, Young & Jansky, The American Bldg. Sterling 3-4004.
Lovett, Eliot C., 734 15th St., N.W. (5). Sterling 3-5168.
Luxford, Ansel P., Pehle, Lesser, Mann, Riemer & Luxford, 1210 18th St., N.W. (6). Republic 7-7643.
Lyon, Richard K., Lyon, Wilner & Bergson, Wyatt Bldg. (5). Metropolitan 8-6900.

M

MacDonald, Donald P., Smith & Pepper, 1111 E St., N.W. (4). Executive 3-5333.
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Russell, Percy H., Kirkland, Fleming, Green, Martin & Ellis, World Center Bldg. (5). Sterling 3-3200.

S

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Sims, William P. Jr., Dow, Lohnes & Albertson, Munsey Bldg. (4). Sterling 3-1000.
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Rosenman, Samuel L., Rosenman & Goldmark & Collin & Kaye, 575 Madison Ave., New York 22. Murray Hill 8-7800.

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Schlosser, Arnold, State & City Bldg., Roanoke, Va.
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Scott, William Ralph, Oughterson, Scott & Oughterson, Oughterson Bldg., Stuart, Fla.
Segal, Bernard C., Schnader, Harrison, Segal & Lewis, Packard Bldg., Philadelphia.
Seton, Charles E., Rosen & Seton, 15 W. 46th St., New York 36. Plaza 5-6105.
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Sherbow, Joseph, Sherbow & Sherbow, Munsey Bldg., Baltimore, Md.
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Smith, Bernard E., 551 5th Ave., New York.
Smith, Samuel Burrows, Lippincott, Smith & Ralls, 24 California St., San Francisco 11. Yukon 6-4953.
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Stevens, Sterling W., Oil & Gas Bldg., Ft. Worth.
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Wyatt, Wilson W., Wyatt, Grafton & Grafton, Marion E. Taylor Bldg., Louisville, Ky. Juniper 2-1881.

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Armentrout, C. E., See Lohnes & Culver.
Arnold, Eugene E., See L. H. Carr & Assoc.

B

Bailey, Stuart L., See Jansky & Bailey Inc.
Baker, Marvin C. Jr., See Gantney & Jones.
Barrett, Stuart, See Commercial Radio Equipment Co.
Barrington, Wayne, See A. Earl Cullum Jr.
Beecher, Willis C., See Kear & Kennedy.
Begue, George P., See Jansky & Bailey Inc.
Benedick, Marlet H., See Jansky & Bailey Inc.
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Bode, G. F., See Kear & Kennedy.
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C

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Cappers, William F. Jr., See Kear & Kennedy.
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Cavegn, Ambrose J., See Kear & Kennedy.
Clarke, Fred C., See L. H. Carr & Assoc.
Cohen, Jules, See Vandivier & Cohen.
Cohen, Julius, See George C. Davis.
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Culver, Ronald H., See Lohnes & Culver.

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D'Amico, Thomas A., See George P. Adair.
Daniell, C. M., See A. Earl Cullum Jr.
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Davis, George C., See George C. Davis.
Davis, Walter L., See George C. Davis.
Deeters, Edward W., See William L. Foss Inc.
Dettra, John E., See George P. Adair.
Dewire, Kenneth S., See Jansky & Bailey Inc.
Dickinson, William T., See Jansky & Bailey Inc.
Dillard, Everett L., See Commercial Radio Equipment Co.
Dippell, Ralph E. Jr., See George C. Davis.
Dodge, John E., See Jansky & Bailey Inc.
Dordal, Raymond, See A. D. King & Assoc.
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Godley, Paul F. Jr., See Paul Godley Co.
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Ledford, Donald, See Silliman, Moffet & Rohrer.

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Page, Esterly C., See Page, Creutz, Steel & Waldschmitt.

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Sparks, A. E., See A. D. Ring & Assoc.

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T

T & T Radio Measurements Co., 2357 Atlantic Ave., Long Beach 6, Calif. Garfield 4-2015. Jay E. Tapp.

Tapp, Jay E., See T & T Radio Measurements Co.

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Vandivere, Edgar F. Jr., See Vandivere & Cohen.

Vothmeyer, Fred D., See Lohnes & Culver.

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Wright, T. A. Jr., See A. Earl Cullum Jr.

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Commercial Radio Monitoring Co., P. O. Box 7937, Kansas City 13, Mo. Jackson 3-3302. Robert F. Wolfkill, mgr.; Walter H. Campbell, William L. Biskeley, Walter V. Nitcher, Leo G. Andrews, associates.

Edison Electronic Co., 1992 N. Third St., Temple, Tex. Prospect 2-3901. Merrill Edson, owner-mgr.

Claude M. Gray, P. O. Box 602, Birmingham, Ala. Tremont 1-3570.

Hutton Monitoring Service, Buckwell and Westchester Aves., Catonsville 28, Md. Ridgeway 7-9078. J. W. Hutton, owner.

Northwest Monitoring Service, P. O. Box 12, Pendleton, Ore. CN 6-2281.

Phelps Precision Laboratory, 4232 Scott Terrace, Minneapolis 16, Minn. Walnut 2-1290. Boyd Phelps, owner & director.

Precision Frequency Service, 1426 S. Flower St., Santa Ana, Calif. Kimberly 5-3636. John R. Schick, engineer.

Southwest Frequency Measurements, Route 7, Box 65, Austin, Tex. Greenwood 7-8004. C. M. Bartholomew, mgr.

C. E. Strain Engineering Service, 4556 Northside Drive, N.W., Atlanta 5, Ga. Blackburn 5-4556.

T & T Radio Measurements Co., 2357 Atlantic Ave., Long Beach 6, Calif. Garfield 4-2015.

Van Nostrand Radio Engineering Service, 339 Leland Terrace, N.E., Atlanta 17, Ga. Drake 3-4774.

Martin R. Williams, 7461 E. 14th St., Indianapolis 13, Ind. Fleetwood 6-0388.

Williams Frequency Measurements, 110 Algoma Blvd., Oshkosh, Wis. Beverly 5-3590.

Tv and Radio Station Brokers

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Haskell Bloomberg, 208 Fairmount St., Lowell, Mass. Glenview 5-5823. Haskell Bloomberg, gen mgr; Muriel Joan Bloomberg, assistant gen mgr.
Robert Carpenter Enterprises Inc., 527 Madison Ave., New York 22, N. Y. Plaza 4-2842. Robert Carpenter, pres.
Paul H. Chapman Co., 1182 W. Peachtree St., Atlanta 9, Ga. Trinity 5-5581. J. William Chapman Jr., G. Paul Crowder, J. McCarthy Miller, Paul H. Chapman.
1270 Ave. of the Americas, New York 20, N. Y. Circle 7-2926. Henry S. Hoyland, Ralph B. Hunter.
33 W. Michelmorena St., Santa Barbara, Calif. Woodland 6-7713. Edgar H. Twanley.
R. C. Crisler & Co., Fifth-Third Bank Bldg., Cincinnati 2, Ohio. Dunbar 1-7755. Richard C. Crisler, pres; Paul E. Wagner, vp.
41 E. 42nd St., New York, N. Y. Murray Hill 7-3437.
Daniels & Assoc., 1115 Mile High Center, Den-

ver 2, Colo. Amherst 6-3636. Bill Daniels, senior associate. (Negotiates sales and purchases of community antenna systems.)
Charles Denny, 626 Kenmore Ave., Buffalo, N. Y. 3-4028.
Howard S. Frazier Inc., 1736 Wisconsin Ave., N.W., Washington 7, D. C. Hobart 2-1720. Howard S. Frazier, pres; Horace W. Gross, vp.
Wilt Gunzendorfer & Assoc., 8630 W. Olympic Blvd., Los Angeles 35, Calif. Olympic 2-5676. Wilt Gunzendorfer, gen mgr.
Hamilton, Stubblefield, Twining & Assoc., 1737 DeSales St., N.W., Washington 6, D. C. Executive 3-3456. William T. Stubblefield, partner. Tribune Tower Bldg., Chicago 11, Delaware 7-2754. Ray V. Hamilton, partner. 111 Sutter St., San Francisco, Calif. Exbrook 2-5671. W. R. Twining, partner. Fidelity Union Life Bldg., Dallas, Tex. Riverside 8-1175. DeWitt Landis, partner. Healey Bldg., Atlanta, Ga. Jackson 3-3431. Terminal Tower Bldg., Cleveland, Ohio. Tower 1-6727. Jackson B. Maurer.
Allen Kander & Co., 1025 Eye St., N.W., Washington 6, D. C. National 8-1990. Allen Kander,

Attorney - 31 years

Broadcasting 25 years

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Denver	1700 Broadway	AComa 2-3623

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Walter Grimes, Donald Hogate, James Lobrod, John Alden Grimes.

69 E. 42nd St., New York, N. Y. Murray Hill 7-4242. Allen Kander, Edwin Tornberg, George J. Cooper, Edward Weller.

Y. E. Wacker Dr., Chicago, Ill. Randolph 6-6760. Richard A. Shaheen, Warren Chahart, 1700 Broadway, Denver, Colo. Acoma 2-3623. Timothy A. O'Connor, Douglas Kahle.

Philip L. Kelsner & Assoc., 277 Park Ave., New York 17, N. Y. Plaza 5-7600. Philip L. Kelsner, partner.

Kidder, Peabody & Co., 33 S. Clark St., Chicago 3, Ill. Andover 3-7356. Fred A. Taylor, department director. Offices and correspondents in New York, Boston, Philadelphia, San Francisco and 30 other principal cities.

May Bros., 172 Washington St., Binghamton, N. Y. 2-5667. Charles May, mgr.

Norman & Norman, Security Bldg., Davenport, Ia. 3-5442. Hugh R. Norman, pres; George B. Norman, mgr.

Howard E. Stark, 50 E. 58th St., New York 22, N. Y. Eldorado 5-9495. Howard E. Stark, mgr.; Vincent J. Manro, associate, (newspapers).

Jack L. Stoll & Assoc., 6381 Hollywood Blvd., Los Angeles 28, Calif. Hollywood 4-7279. Jack L. Stoll, mgr.; Bruce Arnold Stoll, Jerome Allen Stoll, associates.

Albert Zugsmith Corp., 6705 Sunset Blvd., Hollywood 28, Calif. Hollywood 5-6171. Arthur R. Hogan, pres & treasurer; Albert Zugsmith, chmn of b'd; Ruth Zugsmith, secretary.

Television Program Producers Television Program Distributors Television Production Services

(Key to symbols: PLP—producer of live programs; PFP—producer of film programs; PLC—producer of live commercials; PFC—producer of film commercials; DFF—distributor of feature films; DFS—distributor of tv film series.)

A

A.A.P. Inc. (Associated Artists Productions), 345 Madison Ave., New York 9, N. Y. Murray Hill 6-2323. Elliot Hyman, pres.

Chicago 1, Ill.; 75 E. Wacker Dr., Dearborn 2-2439. John McCormick, midwest division mgr.

Dallas 1, Tex.; 1511 Bryan St., Riverside 7-8553. Norman C. (Buck) Long, southwest division mgr.

Los Angeles 46, Calif.; 9116 Sunset Blvd., Crestview 6-5856. Ben Elrod, west division mgr.

Services: DFF; DFS.

Academy Films, 896 N. Seward St., Hollywood 38, Calif. Hollywood 2-9741. James A. Larsen, pres.

Services: producer of motion pictures in color or monochrome for advertising, education, industry, public relations; scripts, photography, artwork, animation, sound recording and re-recording; editing, lab work, 60 x 100 sound stage.

Academy Film Productions Inc., 123 W. Chestnut St., Chicago 10, Ill. Michigan 2-3577. Bernard Howard, executive producer.

Services: PLP; PLC; DFF; PFC; PFP; producer of industrial, sales training and sales promotion films; editing services; studios and equipment rental. Representative of several European film studios for animation and live action films. Creator-producer of commercials, shows and audio-visual presentations for agencies.

Academy Pictures Inc., 49 W. 45th St., New York 36, N. Y. Plaza 7-9711. C. Moray Foutz, pres.

Los Angeles 36, Calif.; 433 S. Fairfax Ave., Webster 1-8156. William Lightfield, producer.

Services: PFC; industrials, slide films and filmographs (animation and live action).

Acme Film Labs Inc., 1161 N. Highland Ave., Hollywood 38, Calif. Hollywood 4-7471. Samuel Sawelson, pres.

Services: 16mm-35mm film processing laboratory.

Acus Pictures Corp., 165 W. 46th St., New York 36, N. Y. Plaza 7-2265. Patrick E. Shanahan, pres.

Services: DFF.

Adelphia Booking Service, 509 N. 13th St., Philadelphia 7, Pa. Locust 7-2698. Robert E. Gabriel, sales mgr.

Services: DFF; DFS.

Advertisers Broadcasting Co., 117 W. 46th St., New York 36, N. Y. Plaza 7-3569. Sholom Rubinstein, executive producer.

Services: PLP; PFP; PLC; PFC.

Aladdin Television Productions Inc., 346 N. Larchmont, Los Angeles 4, Calif. Hollywood 2-6886. Julius F. Taebler, vp-gen mgr.

Services: PFP; DFS.

Alcoma Productions, 1211 Gaston Ave., Dallas 10, Taylor 1-5901. Dr. Charles H. Edwards, pres.

Services: PLP; DFF; PLC; PFC; DFF; DFS; producer of telethons; fund-raising campaigns for civic, charity organizations.

Alexander Film Co., Alexander Film Bldg., Colorado Springs Colo. Melrose 3-1771. Keith Munroe, pres.

New York 36, N. Y.; 500 5th Ave. Longacre 5-1350. Maxine Cooper, resident vp.

Birmingham, Mich.; 16997 Georgina, Midwest 4-1212. Donald Ringsred, resident vp.

Chicago 11, Ill.; 472 Wrigley Bldg., Whitehall 4-5980. William Hillhouse, mgr.

Services: PFC.

M & A Alexander Productions Inc., 6040 Sunset Blvd., Hollywood 28, Calif. Hollywood 4-7571. Arthur Alexander, pres.

New York, N. Y.; 12 W. 72nd St., Trafalgar 2-5115 Larry Stern, vp.

Services: PFP; PFC; DFS.

All-Canada Radio & Tv Ltd., 89 Richmond St. W. Toronto, Ontario, Empire 6-7251. Guy Herbert, vp.

Montreal, Quebec; Dominion Square Bldg., University 6-9858. Ken Baker, mgr.

Winnipeg, Manitoba; Electric Railway Clubes, Whitehall 2-6861. Bruce Pirie, mgr.

Calgary, Alberta; Taylor, Pearson & Garsen Bldg., Amherst 2-7651. Jack Cavanaugh.

Vancouver 5, B. C.; 1161 Melville St. Mutual 4-7461. John Baldwin, mgr.

Services: DFS; film servicing and editing.

Allend'or Productions Ltd., 697 N. La Brea Ave., Los Angeles 36, Calif. Webster 8-2191. Algonon G. Walker, pres.

New York 36, N. Y.; 69 W. 46th St. Circle 5-9770. J. L. Siegal, vp.

Services: PFC; Industrial and Public Relations films.

Allen-Moore Productions Inc., 7936 Santa Monica Blvd., Hollywood 46, Calif. Oldfield 4-8015.

Services: PFP; sales of 16mm educational motion pictures.

Paul Alley Productions, 619 W. 54th St., New York 19, N. Y. Judson 6-2393. Paul Alley, pres.

Services: PFP; PFC; producers of educational, information and public relations films; spot news features and stories.

Allied Motion Picture Center Inc., Sheraton-Park Hotel, Washington 8, D. C. Hudson 3-3715. George A. Pursey, mgr.

Services: motion picture production facilities; rental of studio space, cameras, lights; production services.

All-Scope Pictures Inc., commercial film division 20th Century-Fox; 1417 N. Western Ave., Hollywood 27, Calif. Hollywood 2-6231. Gordon S. Mitchell, pres.

Services: PFC.

Alpha Film Productions, P. O. Box 5325, Baltimore 9, Md. Valley 3-6947. W. E. Wood, owner.

Services: PFC; PFP; 16mm reversal processing; work prints; film processing.

Amenic Inc., 2421 N. Ramsey, Springfield, Mo. University 5-1367. Reat R. Younger, vp.

Springfield, Mo. 624 E. Commercial St. Services: PFP; PFC; 16 mm film production; kinescope; animation.

American Film Co., 1329 Vine St., Philadelphia 7, Pa. Walnut 2-1890. Ben Harris, mgr.

Services: DFF; producer of films on special order; distributor of commercial, medical and non-theatrical films; has facilities for storage, booking, inspection, shipping of all types of films.

American Film Reviews Inc., 469 E. Jay St., Dunkirk, Ind. 7261. Herbert J. Shoults, pres.

Services: PFP; PFC; DFS; filming of travelogues, commercials, sound productions, newsreels, location assignments and general advertising; monochrome-color.

Animation Inc., 5564 Melrose Ave., Hollywood 46, Calif. Olympia 2-3540. Earl Klein, pres.

New York 17, N. Y.; 15 Vanderbilt Ave., Murray Hill 3-1181. Jack Siegel, Chicago 1, Ill.; 221 N. LaSalle St. Franklin 2-2628. Joe Edwards.

Detroit 27, Mich.; 14697 Fenkell Ave., Broadway 3-3040. Ted Petok.

Services: PFC; story boards, sound tracks, sound stage.

Animation Equipment Corp., 38 Hudson St., New Rochelle, N. Y. New Rochelle 6-4133. A. Kip Livingston, vp-gen mgr.

Services: manufacturers of professional motion picture equipment; animation stands, optical printers, process cameras, registration devices.

Apollo Productions, 130 Colton St., Toronto, Ontario, WA-2-3163. Richard Rosenberg, pres-gen mgr.

Services: PFP; PFC.

Arco Film Productions, Inc., 580 5th Ave., New York 36, N. Y. Columbus 5-9968. R. J. Oulmann, pres.

Paris 2, France; 29, Rue de La Paix. Opera 9955. Pierre Gradwohl, director.

Services: PFP; PFC; DFS.

J. Armstrong & Co., 19 W. 44th St., New York 36, N. Y. Murray Hill 7-6663. Joseph Armstrong, pres.

Services: PFC; Syndicator of open-end commercials for brewers, banks and dairies, etc.

Arrowhead Productions, 355 N. Beverly Dr., Beverly Hills, Calif. Crestview 6-3728. Burt L. Harris, gen mgr.

Services: PFP.

Artists Recording Studios, 818 Grand Ave., Kansas City 8, Mo. Harrison 1-6109. Bill L. Golden, pres.

Services: tv sound production.

Artransa Pty. Ltd., 132-8 Phillip St., Sydney, Australia. RO369. Studios: Artransa Park, French's Forest, New South Wales, Australia. Robert Lord, mgr.

Melbourne, Australia; 22/46 Bendigo St., JB4121. Len Fillmore, representative.

New York 17, N. Y.; 346 Madison Ave., Murray Hill 7-4344. Paul Talbot, American representative.

Johannesburg, South Africa; Fox & Troye Sts., 22-2188. John Walker, South African representative.

Services: PFP; PFC; DFS.

Association Films Inc., 347 Madison Ave., New York 17, N. Y. Murray Hill 5-8573. J. R. Bingham, pres.

Ridgefield, N. J.; Broad at Elm. Whitney 3-8290. E. K. Pearson, mgr.

La Grange, Ill.; 561 Hillgrove Ave. Fleetwood 4-6578. M. G. Welland, mgr.

San Francisco, Calif.; 799 Stevenson St. Underhill 1-5395. W. O. Siler, mgr.

Dallas, Tex.; 1198 Jackson St. Riverside 2-3144. C. L. Stahl, mgr.

Services: DFS, public service films (individually or in series) on free-loan basis.

Atlantic Television Corporation, 130 W. 46th St., New York 36, N. Y. Judson 2-1287. David A. Bador, vp in charge of sales.

Services: DFF; DFS.

Atlas Film Corp., 1111 S. Boulevard, Oak Park, Ill. Austin 7-8620. J. P. Monnee, pres.

Branch Offices: Chicago 1, Ill.; 225 N. LaSalle St. Andover 3-5672. Edward Schager, vp.

Washington 4, D. C. 501 13th St. Republic 7-2203. R. C. Barrett.

Hollywood 28, Calif.; 6331 Hollywood Blvd. Hollywood 9-5111.

Services: PFP; PFC; 16mm and 35mm

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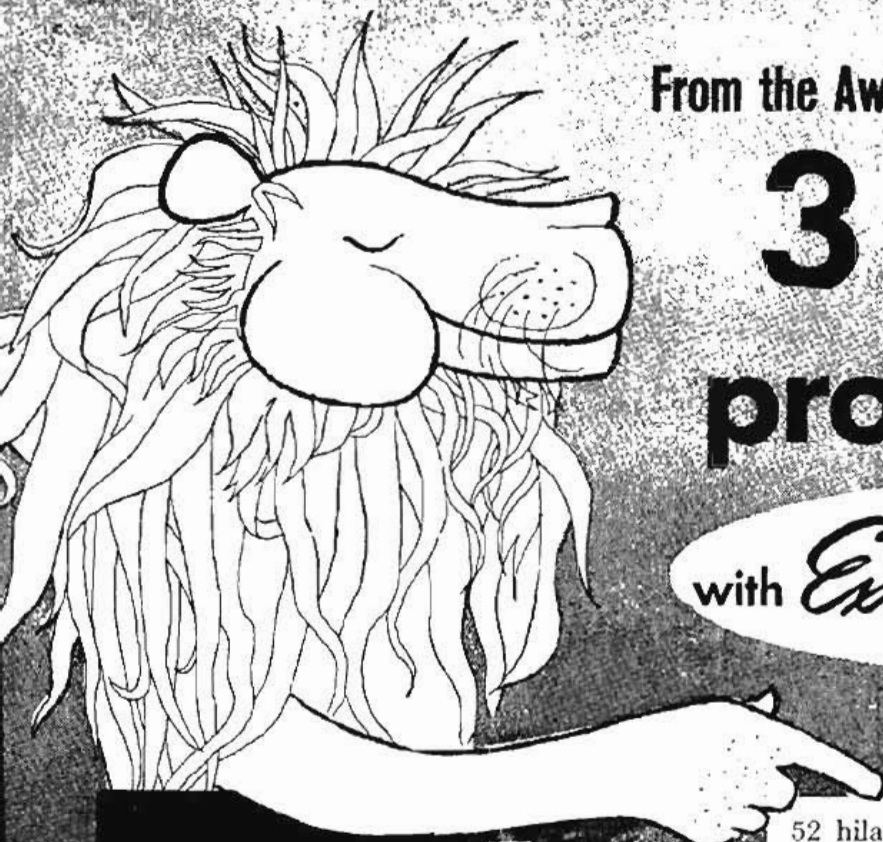
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Extra Profit Potential

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48 exciting crime stories with a point-of-view that makes them ever-timely. Dramatized in a documentary staccato style that provides perfect entertainment for prime evening hours. Starring such famous MGM names as Laraine Day, Robert Taylor, J. Carroll Naish, Van Johnson and others!

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MGM-TV suggests that since each film runs only 21 minutes, they can be programmed as a 25-minute series, offering stations an extra profit-making 5-minute segment in which to slot news or weather reports. Ideal for spotting just before joining or leaving the network.

**JOHN
NESBITT'S**



69 breath-taking adventures in science, history, medicine or geography... scripted and narrated with the dramatic flair that made John Nesbitt famous. Designed for a family audience. Packed with prestige for bank, utility or insurance sponsorship.

Extra Profit Potential

MGM-TV considers these 10-minute films just right for the advertiser with a longer-to-tell message in a quarter-hour segment. Or follow these audience-winners with a 2-minute sponsored weather bulletin for extra profit pick-up.

WRITE... WIRE OR PHONE
TO LOCK-UP YOUR MARKET
BEFORE IT'S SOLD!

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Tv Program Services CONTINUED

public relations and training motion pictures and slidefilms; color and sound; tv commercials; short subjects; theatrical shorts; packaged programs. 16mm and 35mm cameras. RCA 35mm and 16mm direct positive sound recording, art department, time-lapse photography; two sound stages, laboratory; animation; editing; creative staff.

Atlas Television Corp., 225 E. 46 St., New York 17, N. Y. Eldorado 5-7943. Henry Brown, pres. Services: PFP; DFF; DFS.

Audio-Visual Program Services, B-8, Hillside Manor, New Hyde Park, N. Y. Pioneer 2-0500. Dr. Jos. L. Levit, director.

Services: PLP; PFP; PFC; live, remote, on location program services; tape recorded and film featurette programs according to clients requirements; newsreel, special events program services; mobile unit.

Auslander Productions Inc., 8511 Sunset Blvd., Hollywood 16, Calif. Oleander 5-6175. Leland Auslander, pres.

Services: PFP; PFC; PLP.

Austin Productions Inc., 232 N. Main St., Lima, Ohio. Catherine 37881. Otto Austin, pres.

Services: PFC; producer of business and industrial films.

Avis Films, P. O. Box 843, Burbank, Calif. Thornwall 81668. Leslie Helms, owner.

Services: producer and distributor of educational films.

B

Bob Baker (Marionette) Productions, 5087 Sunset Blvd., Hollywood 28, Calif. Hollywood 4-2946. Alton Wood, partner.

Services: PLP; PFP; PFC; PLC.

Baldwin Organization Inc., 133 E. 54th St., New York 22, N. Y. Plaza 5-9830. Ted Baldwin, pres.

Services: PFC; producer of industrial films; distributor of public service tv films.

Thos. J. Barre Productions, 2130 S. Bellaire St., Denver 22, Colo. Skyline 6-8383. Thos. J. Barre, pres-producer.

Services: PFP; PFC; DFS; motion picture producing facilities; writing, photography, recording, editing, printing; sound stage, mobile sync-sound units; producer of business and industrial films.

Barry Grafman & Assoc., 203 N. Wabash Ave., Chicago 40, Ill. Central 6-1805. Ben Barry, Howard Grafman, partners.

Services: DFF; DFS; sales representative.

Basch Radio & Television Productions, 17 E. 45th St., New York 17, N. Y. Murray Hill 2-8877. Charles J. Basch Jr., partner.

Madrid, Spain: Apartado 1246. Joaquin Calvo-Sertello.

Services: PLP; PFP; PFC; PLC; DFS; importer of foreign feature films.

Bass Films Inc., 260 4th Ave., New York 3, N. Y. Gramercy 5-9684. Roger Bass, pres.

Services: kinescope recording; 16mm sound-on-film.

Beacon Tv Features Inc., 115 Newbury St., Boston 18, Mass. Commonwealth 6-6881. J. L. Sanderson, pres.

Services: PFP; PLC; PFC; DFF; radio transcriptions; copy; visual services; storyboards; tv commercials.

V. S. Becker Productions, 557 5th Ave., New York 17, N. Y. Murray Hill 2-0777. Viola S. Becker, executive producer.

Services: PLP; PFP; DFF; PFC; DFS; PLC; casting.

Bell Productions, 507 Fifth Ave., New York 17, Oxford 7-5895. Alan Abel, pres.

Services: PLP; PFP; PFC; DFS; public relations service to film clients.

Bemiller Productions, 749 N. Highland Ave., Hollywood 38, Calif. Webster 5-3346. Richard T. Bemiller, business mgr.

Services: PFP; PFC; syndicated commercials for auto-loan firms, supermarkets.

Bengal Pictures, 1025 N. Western Ave., Hollywood 26, Calif. Hollywood 3-3651. Phil E. Cantonwine, producer.

Services: PFP; PFC; DFF; DFS.

Real Benoit Film Productions, 2161 St. Catherine St. W., Montreal, P. Q.; Quebec. WE. 3-7339. Real Benoit, owner.

Services: PFP; PFC.

Guy Biddick, 1046 S. Olive St., Los Angeles 15, Calif. Richmond 5-8800. Guy Biddick, mgr.

Services: PFC; animation on film; product or trademark brought to life.

Fritz Block Productions, 7266 1/2 Fountain Ave., Hollywood 46, Calif. Hollywood 2-8971. Fritz Block.

Services: PLP.

Bounded Tv Film Service Inc., 830 9th Ave., New York Judson 6-1030. Chester Ross, pres.

Los Angeles, Calif.: 8290 Santa Monica Blvd. Oldfield 1-7575. Stanley Halperin, vp.

Chicago, Ill.: 1391 S. Wabash.

Services: shipping, examination, repair, cleaning and storage of tv films; insertion-deletion of film commercials for ad agencies and stations.

Bramson Entertainment Bureau Inc., 1440 Broadway, New York 18, N. Y. Longacre 4-8900. Nat M. Abramson, mgr.

Services: PLP; closed-circuit tv; producer of shows for private entertainment, cruises, industrial shows, conventions and spectacles.

Bray Studios Inc., 729 7th Ave., New York 19, N. Y. Circle 5-4582. Paul A. Bray, vp.

Services: DFS; industrial, safety, health, educational films; Bray cartoon series in Spanish.

British Broadcasting Corp., 630 Fifth Ave., New York 20, Circle 7-0556. United Nations Bldg., R. F. Walker, W. Barrie Thorne, North American rep.; G. del Strother, tv officer.

Washington, D. C.: National Press Bldg., Executive 2-1465. Christopher Serpell, G. F. Priestland.

British Information Services: 45 Rockefeller Plaza, New York 20, N. Y. Circle 6-5100. Rodney C. Chalk, radio-television division director.

Chicago 11, Ill. 720 N. Michigan Ave., Whitehall 3-1480. Nigel Gaydon, information officer.

San Francisco 15, Calif.: 2516 Pacific Ave., Millmore 6-3033. Donald Stokes, information officer.

Los Angeles 13, Calif.: 448 South Hill St., Madison 6-4411. James MacLeod, information officer.

Washington 4, D. C.: National Press Bldg., Executive 3-8525. David de Boynville, information officer.

Services: PFP; DFS.

Broadcasting & Film Commission of National Council of Churches of Christ in the U.S.A., 220 5th Ave., New York 1, N. Y. Oregon 5-2968-9. Dr. S. Franklin Mack, executive director.

Hollywood 28, Calif.: 5746 Sunset Blvd., Hollywood 4-7464. George A. Heinrich, director.

Services: PLP; PFP; DFS; producer of public service programs (non-commercial) for 35 major Protestant and orthodox denominations constituent in National Council of Churches of Christ in U.S.A.

Bry Kinescope Labs, 3518 Devon Ave., Chicago 45, Ill. Juniper 3-1060. A. Arthur Becker, managing director.

Services: kinescope recording on film of tv programs or commercials; off-air or closed-circuit with mobile unit; kinescopes in color.

Bill Burrud Productions, 1522 N. Van Ness Ave., Hollywood 28, Calif. HO. 3-8181. Reed Bingham, vp.

Services: PLP; PLC; PFC; PFP.

C

C & B Music Library Inc. & Musi-Que Spot Library, 6114 Selma Ave., Hollywood 28, Calif. Hollywood 2-4268. Harry Bluestone, pres.

Services: pre-recorded mood music for tv film productions and especially designed pre-recorded music library for radio-tv commercials.

S. W. Caldwell Ltd., 447 Jarvis St., Toronto 5, Ontario. Walnut 2-2103. S. W. Caldwell, pres.

Montreal, Quebec: 1419 Stanley St. Avenue 8-0528. J. R. DeBow, mgr.

Vancouver, British Columbia: 1111 W. Georgia St. Mutual 5-8733. Florence Ward, mgr.

Ottawa, Ontario: 355 Main St. Central 5-1023. Donald Manson.

Services: PLC; PFC; DFS; owner and operator of Queenway Film Studios: 35-16mm printing and processing laboratory; negative-positive, reversal, reduction, TelePromPTer of Canada Ltd. and Sponsor Film Services Corp. (wholly owned subsidiaries).

Calhoun Studios Inc., 260 E. 78th St., New York 21, N. Y. Lehigh 5-2120. Brian Calhoun, pres.

Washington 5, D. C.: Shoreham Bldg. District 7-1830. P. Bateman Bonis.

Services: PFP; PFC; rental facilities.

California International Productions, 6710 Melrose Ave., Hollywood 38, Calif. Webster 9-1491. Homer O'Donnell, owner.

Services: PFP; PFC.

California National Productions Inc., 663 5th Ave., New York 22, N. Y. Circle 7-8300. Earl Reiff, pres.

Chicago 54, Ill.: Merchandise Mart, Mohawk 4-6565. Edward Montanus, central sales mgr.

Hollywood 28, Calif.: Sunset and Vina, Thornwall 5-7009. Clifford Ogden, western sales mgr.

Services: PFP; DFS; licenses use of NBC, CNP and other companies' programs and personalities for the manufacture and sale of consumer products.

Lars Calonus Productions Inc., 45 W. 45th St., New York 36, N. Y. Plaza 7-0350. Lars Calonus, pres.

Services: PFC.

Campus Film Productions Inc., 14 E. 53rd St., New York 22, N. Y. Plaza 3-3280. Nat Campus, pres-producer.

Services: PFC.

Canyon Films of Arizona, 834 N. 7th Ave., Phoenix, Ariz. Alpine 2-1719.

Services: PFC; educational and industrial shorts; monochrome and color animation, sound and laboratory services.

Capital Film Labs Inc., 1905 Fairview Ave., N.E., Washington 2, D. C. Lawrence 6-4634. James A. Barker, pres.

Services: motion picture laboratory; editorial and sound services; processing and printing; magnetic striping.

Capital Film Service, 224 Abbott Rd., East Lansing, Mich. Edgewood 2-3544. James Robert Hunter, owner.

Services: PFP; PFC; producer services; 16mm monochrome and color processing; sound recording; 1/4 inch, 16 mm, 1 1/2 mm magnetic; disc cutting; recording sound to film; editing; animation; kinescoping.

Captain X-Ro Productions Inc., 225 E. 46 St., New York 17, N. Y. Eldorado 5-7943. Henry Brown, pres.

Services: PFP; DFS.

Carlin Films Inc., 450 W. 56th St., New York 19, N. Y. Plaza 7-0425. Ruth S. Shilin, pres.

Services: DFS.

Cartoon Trading Corp., 15 E. 48th St., New York 22, N. Y. Murray Hill 8-2636. Reuben R. Kaufman, pres.

Services: DFS; DFF.

Cascade Pictures of California Inc., 1027 N. Seward St., Hollywood 38, Calif. Hollywood 2-6151. Bernard J. Carr, pres.

Services: PFC; producer of documentary and training films for industry and government; production, animation, optical and editorial facilities; release print services.

Catholic Apostolate of Radio, Television & Advertising, 453 Madison Ave., New York 22, N. Y. Plaza 9-1100. Very Rev. Timothy J. Flynn, moderator; Edward T. Burns, pres.

Ann Delancy, vp; Vincent J. O'Mullen, treasurer. (Members are Catholics employed in broadcasting and advertising; primary purpose is to encourage members to "practice the principles of their faith to the end that they may be a source of edification in the industries in which they are employed.")

Cathedral Films Inc., 140 N. Hollywood Way, Burbank, Calif. Thornwall 8-6637. Dr. James K. Friedrich, pres.

Services: PFP; DFF; DFS; films and sound filmstrips deal with stories from Bible.

Cavalcade Television Programs, 2904 Santa Monica Blvd., Hollywood 46, Calif. Oldfield 14-1-44. Harvey Pergament, owner.

New York 25, N. Y.: 245 W. 107th St.

Services: PFP; DFF; DFS; exporter of tv film series.

Cavalier Productions, B-8, Hillside Manor, New Hyde Park, N. Y. Pioneer 2-0500. Dr. J. L. Levit, pres.

Services: PFP; PFC; consultants and producers of tv films, stock shots, remote or on location services; mobile vehicle, with vhf transmitter, P. A. system.

Center for Mass Communication of Columbia U. Press, 1125 Amsterdam Ave., New York 25, N. Y. University 5-2000. Dorothy S. Oshlag, mgr.

Services: PFP.

Hu Chain Assoc., 15 E. 48th St., New York 17, N. Y. Plaza 5-5240. Hubert V. Chain, owner.

Services: PFC; producer of industrial films.

Chapel Bell Inc., 2821 Gunckel Blvd., Toledo 6, Ohio. GR. 5-3385. Irv. C. Stoll, pres.

Services: PLP; PFP; DFS; PFC.

The Bruce Chapman Co., 125 W. 41st St., New York 36, N. Y. Wisconsin 7-9244.

Bruce Chapman, pres.

Services: PFP; PLP.

Cheshire & Assoc., 6006 Selma Ave., Hollywood 28, Calif. Hollywood 3-3438. Bob Reichbach, owner-gen mgr.

Services: DFS.

Chetwynd Films Ltd., 21 Grenville St., Toronto, Ontario. Walnut 4-4493. Arthur Chetwynd, pres-gen mgr.

Services: PFP; 16mm and 35mm films for industry, advertising, education, tv; scripts.

Chicago Film Lab Inc., 58 E. Superior St., Chicago 11, Ill. WH. 4-5971. A. G. Dunlap, pres.

Services: PFC; 16mm and 35mm film production; sound stages, RCA sound recording, optical effects, art, processing laboratory.

Christensen-Kennedy Productions, 3553 Farnam St., Omaha 31, Neb. Atlantic 2977. Dennis M. Kennedy, executive director.

Burbank, Calif.: 2321 W. Olive, Thornwall 2-7833. Jack L. Silver, mgr-West Coast rep.

Services: PFP; PFC; DFS; producers-distributors of syndicated film commercials.

Christian Mission Films, 749 N. Highland Ave., Hollywood 38, Calif.; Webster 5-3346. Rev. Richard T. Bemiller, ministry mgr.

Services: PFP; DFS.

The Christophers Inc., 18 E. 48th St., New York 17, N. Y. Plaza 9-4050. Rev. James G. Keller, M.M., director.

Services: PFP; DFS; religious programs.

Cinema Corp. of America, 55 Vaihalla Way, Wayne, N. J. Mt. View 8-2377. Alan F. Martin, vp.

Services: DFF.

Cinema-Vue Corp., 245 W. 55th St., New York 19, N. Y. Judson 6-1336. Joseph P. Smith, pres.

Branch Offices:
Lansing 23, Mich.: 314 Townsend, Ivanhoe 9-2200. W. A. Pomeroy, midwest division mgr.

New Orleans 12, La.: 150 S. Liberty St. Raymond 0755. L. V. Seltschmayre, southern division mgr.

Services: PFP; DFF; DFS; distributors and packagers of tv musical shows.

Cine-Tele Productions (Cine Telescriptions of Hollywood), 6325 Santa Monica Blvd., Hollywood 38, Calif. Hollywood 5-3376. Harry J. Lehman, executive mgr.

Services: PFP; PLC; PFC; commercial, industrial and educational films in monochrome or color; 16mm or 35 mm; sound recording and editing; production services.

Cine-Video Productions Inc., Boston Post Rd. at Cine-Video Lane, Milford, Conn. Trinity 4-5590. Caro W. Ray, pres.

Services: PFP; PFC; producer of industrial, educational, public relations, training, sales programs, industrial and engineering films.

Cinevis, 1008 10th St., Manhattan Beach, Calif. Frontier 4-4005. James Wakeland, gen mgr.

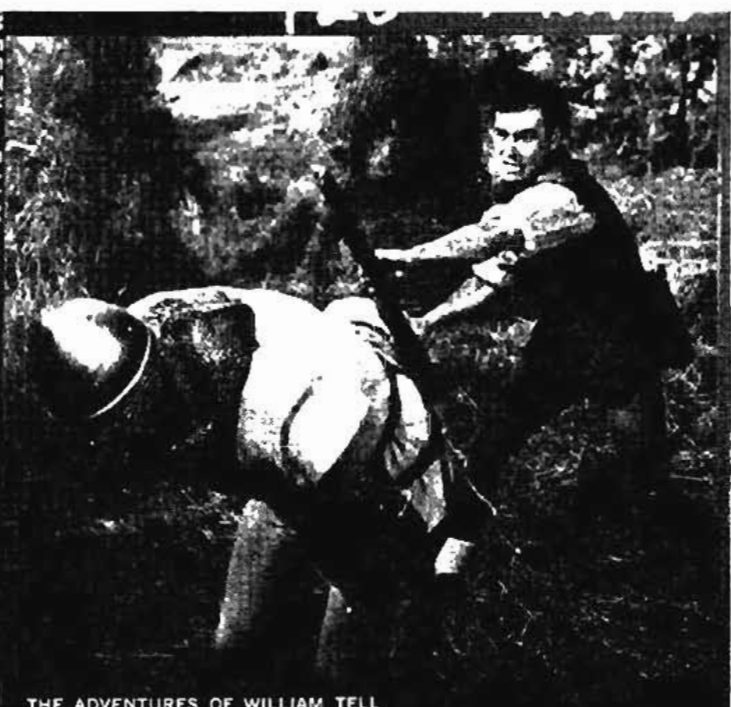
Services: PFP; PFC; 16mm newsreel film; publicity films for tv release.



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120

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THE ADVENTURES OF WILLIAM TELL

124

SHOW BUSINESS



121 30



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7

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Tv Program Services CONTINUED

John Colburn Assoc. Inc. 1122 Central Ave., Wilmette, Ill. Alpine 1-8520. John E. Colburn, pres.

Services: PFP; PFC; 16mm and 35mm film productions; sound stage.

Colmes-Werrenrath Productions Inc. 540 N. Lake Shore Drive, Chicago 11, Ill. Michigan 2-7470. Walter Colmes, pres.

Pittsburgh, Pa.: William Penn Hotel. Grant 1-3696. George Heid, pres.

Milwaukee, Wis.: 1415 N. Victoria Circle, Sunset 6-5744. Charles Parihum, assistant to pres.

New York N. Y.: 52 Vanderbilt Ave. Murray Hill 3-6977. Fred Weber, assistant treas.

Services: PLP; PFP; PFC; PLC; producer of industrial and educational films.

H. D. Colson. 7390 W. 48th Ave., Wheatridge, Colo. Harrison 4-8192. H. D. Colson.

Services: PLP; photo features; still photos.

Commercial Syndicated Films Inc. 1431 N. Wells Ave., Chicago 10, Ill. Superior 7-0077. H. G. Lewis, pres.

Branch offices in 24 principal cities.

Services: PFC; syndicated color tv commercials.

Commonwealth Film & Television Inc. 723 7th Ave. New York 19, N. Y. Circle 5-6456. Mort Sackett, pres.

Services: DFF; DFS; cartoons.

The Concord Co. 9006 Sunset Blvd., Los Angeles 46, Calif. Bradshaw 2-7801. Charles R. Purnell and Lee Atkinson, general partners.

Services: PLP; PLC; PFC; PFP; publicity; public relations; promotion of tv properties.

Concordia Tv Films Dist. 3558 S. Jefferson Ave., St. Louis 18, Mo. Mohawk 4-7000. Melvin F. Schlake, sales mgr.

Services: PFP; DFS.

Condor Films Inc. 1006 Olive St., St. Louis 1, Mo. Main 1-8876. Bradford Whitney, pres.

Phoenix, Ariz.: 6010 Hollyhock Drive, Whitney 5-7594. John Evans, sales representative.

Los Angeles 28, Calif.: 5859 Melrose Ave. Hollywood 2-2480. Douglas George, sales representative.

Services: PLC; PFC; producer of industrial and public relations films.

Consolidated Film Industries. 959 Seward St., Hollywood 38, Calif. Hollywood 9-1441. Sidney P. Solow, vp-gen mgr.

Fort Lee, N. J.: Consolidated Park. Windsor 4-3400. A. A. Duryea, gen mgr.

New York 19, N. Y.: 521 W. 57th St. Circle 6-0210. Douglas T. Yates.

New York 19, N. Y.: 1740 Broadway. Judson 6-1700. Douglas T. Yates.

Services: motion picture processing laboratory.

Contemporary Productions. Box 1141 Kansas City 11 Mo. Mitchell 9-0200. David Green.

Services: station break jingles for radio and television.

Continental Film Productions Corp. 539 Vine St., Chattanooga 3, Tenn. Amherst 7-4302. James E. Webster, pres.

Services: PFC; producers of animation, industrial and training films.

Corelli-Jacobs Film Music Inc. 723 7th Ave., New York 19, N. Y. Judson 6-6673. Fred Jacobs, pres.

Services: music and sound effects library; editing music scores for films and filmstrips from library, original scores.

Coronet Films. 65 E. South Water St., Chicago 1, Ill. Dearborn 2-7676. Ellsworth C. Dent, vp.

Services: DFS; library of 800 short subjects.

Tom Corradine & Assoc. 5746 Sunset Blvd., Hollywood 28, Calif. Hollywood 2-4448. Tom J. Corradine, pres.

New York 36, N. Y.: 15 W. 44th St., Murray Hill 7-5011. Peter Piech, mgr.

Chicago, Ill.: 20 N. Wacker Drive. Central 6-8955. Alfred D. Levine, pres.

Services: DFF; DFS.

Cousens-Blair Productions Inc. 1600 Broadway, New York 19, N. Y. Columbus 5-7380. Clayton W. Cousens, pres.

Toronto, Canada: 38 W. King St. Empire 8-2742. Alan B. Cullmore, mgr.

Services: PFP; PFC; producer of program features; educational, industrial and pilot films.

Cousens Productions of Canada Ltd. 38 King St. Toronto, Ontario. Empire 8-2742. Alan B. Cullmore, pres.

Services: PFC.

Craven Film Corp. 330 E. 56th St., New York 22, N. Y. Murray Hill 8-1585. Thomas Craven, pres.

New York 36, N. Y.: 446 W. 43rd St. Bryant 9-2920. Morton S. Epstein, supervising editor.

New York 36, N. Y.: 630 9th Ave. Circle 7-8277. Wanda Ten Pas Rotz, tv series editor.

Services: PFP; PFC; DFS.

Criterion Film Labs Inc. 33 W. 60th St., New York 23, N. Y. Columbus 5-2180. Fred Todaro, pres.

Services: monochrome and color film processing.

Bing Crosby Productions. 9028 Sunset Blvd., Los Angeles 46, Calif. Crestview 1-1171. Basil F. Grillo, vp.

Services: PFP; PLP.

Crossroads Tv Productions Inc. 1121 S. Glenstone, Springfield, Mo. University 2-4422. John B. Mahaffey, E. E. Siman Jr., managing vps.

Services: PLP; PLC.

CTN Film Productions (division of Commercial Telecast Networks Inc.) 608 5th Ave.,

New York 20, N. Y. Circle 5-8820. Lloyd W. Durant, pres.

Services: PLP; PFP; PFC; PLC.

D

Lee Davis Productions. 299 Madison Ave., New York 17, N. Y. Yukon 6-7290. Lee Davis.

Services: PLP; PLC; packager, producer, director of live tv programs and commercials.

Phil Davis Musical Enterprises Inc. 1650 Broadway, New York 19, N. Y. Columbus 5-8148. Phil Davis, pres.

Services: PFC; producer of musical commercials for tv film soundtracks and radio transcriptions; musical consultants to advertising agencies.

Robert Davis Productions Inc. 1755 Broadway, New York 19, N. Y. Circle 5-0250. Robert E. Davis, pres.

Services: PFP; PFC; distributor of tv film commercials; producer of industrial and documentary films.

Ronald Dawson Assoc. 545 5th Ave., New York 17, N. Y. Murray Hill 7-6865. Ronald Dawson, owner.

Services: PLP; agency for tv writers.

Gordon M. Day Productions. 15 W. 44 St., New York 36, N. Y. Oregon 9-3395. Gordon M. Day, pres.

Services: PFC; writing-production of storyboards and tv-radio jingles.

John del Re. 1101 Vermont Ave., N.W., Washington 5, D. C. Sterling 3-6545.

Rome, Italy.: Via Saticcio, 16. 759683. Dr. Reidi del Re.

Services: PFP; PFC; DFF; producers-consultants of foreign productions for tv.

Demby Productions Inc. 1 W. 58th St., New York 19, N. Y. Plaza 9-2495. Emanuel H. Demby, pres.

Services: PLP; PFP; PLC; PFC; motivation research studies on tv shows; producer of public relations films; script service for advertisers, agencies and other producers; producer of feature films.

Department of Radio & Tv of United Presbyterian Church in U. S. A. 158 5th Ave., New York 10, N. Y. Algonquin 5-5000. Rev. Lawrence W. McMaster Jr., executive director.

Los Angeles 17, Calif.: 1501 Wilshire Blvd. Dunkirk 5-6421. Rev. Clifton E. Moore, D.D., radio-tv director.

East Orange, N. J.: 110 S. Munn Ave. Orange 3-0166. Rev. Charles Brackbill Jr., radio-tv director.

Omaha, Neb.: 8119 Boyd St. Terrace 0614. Rev. Wynn E. Ward, radio-tv director.

Services: PLP; PFP.

Dephore Studios Inc. 782 Commonwealth Ave., Boston 15, Mass. Beacon 2-5722. Joseph Dephore, pres.

Services: PFC; slides, film strips, printing, fades, dissolves, animation, reversal processing monochrome-color dupes and hot press art work.

Depicto Films, Corp. 254 W. 54th St., New York 19, N. Y. Columbus 5-7620. Jack R. vonMaur, pres.

Services: PFC; audio-visual productions, teleps, flip cards, slides, vugraphs, industrial motion pictures, live presentations, package sales training and sales promotion programs, closed-circuit tv shows, conventions, and road shows.

Desin Productions Inc. 780 N. Gower St., Hollywood 38, Calif. Hollywood 9-5911. Desi Arnaz, pres.

Services: PFP; PFC.

Douglas Productions. 1425 S. Racine Ave., Chicago 3, Ill. Haymarket 1-0409. Fred C. Raymond, pres.

Services: PFP; PFC; DFS; production of motion pictures and slide films; laboratory facilities; color and monochrome printing; magnetic and optical sound recording.

Cal Dunn Studios. 159 E. Chicago Ave., Chicago 11, Ill. Whitehall 3-2424. Cal Dunn, pres.

Services: PFC; motion picture and slide films for sales promotion, training, product information and employe indoctrination.

Dynamic Films Inc. 405 Park Ave., New York 22, N. Y. Plaza 1-7447. Nathan Zucker, pres.

Services: PFP; PFC; DFS; sound stages, recording studios, animation and auto racing stock shot library.

E

East West Tv Inc. 2221 Fern Dell Place Los Angeles 28, Calif. Hollywood 7-2371. John S. Daggelt, pres.

Services: PFP; PFC; promotional films produced for general distribution after tv showing.

Economee Television Programs. 488 Madison Ave., New York 22, N. Y. Murray Hill 8-4709. Pierre Weis, gen mgr.

Services: DFS.

Editorial Films Inc. 10 E. 40th St., New York 16, N. Y. Murray Hill 6-3773. Eabette J. Douiger, pres.

Services: PFP; producer of public relations, sales, merchandising, training films; promoter and distributor of own films.

Educational Films Corp. of America. 1501 Broadway, New York 36, N. Y. Pennsylvania 6-1780. Earle W. Hammons, pres.

Services: PFP; PFC; DFS.

Ed-Venture Films. 1122 Calada St., Los Angeles 23, Calif. Angelus 1-1885.

William E. Hines, producer.

Services: PFP; PFC; consultant-producer of packages from preproduction through production to editing and dubbing. Application of video tape to theatrical features and commercials.

Elektra Film Productions Inc. 16 E. 52nd St., New York 22, N. Y. PL 5-3965. Abe Tass, director.

Services: PFP; PFC.

Elliot, Unger & Elliot Inc. 414 W. 54th St., New York 19, N. Y. Judson 6-5582. Stephen Elliot, pres.

Services: PFC.

Charles Elms Productions Inc. 25 Vanderbilt Ave., New York 17, N. Y. Murray Hill 6-8877. Charles D. Elms, pres.

N. Tarrytown, N. Y.: 163 Highland Ave. Medford 1-3363. Charles D. Elms Jr., vp.

Services: PFP; PFC.

Endorsements Inc. 65 E. 55th St., New York 22, N. Y. Plaza 1-0315.

Julius Alberti, pres.

Hollywood 46, Calif.: 9172 Sunset Blvd. Crestview 6-1272.

Services: live or film tv endorsements and testimonials.

Enterprise Productions. 13750 Satcoy St., Van Nuys, Calif. Stanley 3-2730. Sherman L. Weiss, executive producer.

Services: PLP; PFP; PLC; PFC; radio programs and commercials.

John A. Ettlinger Assoc. 6000 Sunset Blvd., Hollywood 28, Calif. Hollywood 2-6635. John A. Ettlinger, owner.

San Francisco 11, Calif.: 2034 Leavenworth St. Prospect 5-5958. Terry Hatch.

Services: DFF; DFS; tv distributors' representative for 12 western states, Hawaii and Guam.

F

Jerry Fairbanks Productions of California Inc. 1330 N. Vine St., Hollywood 28, Calif. Hollywood 2-1101. Jerry Fairbanks, pres.

Branch Offices:

Chicago 11, Ill.: 520 N. Michigan Ave. Whitehall 4-0196. Robert Kemper, eastern representative.

San Antonio, Tex.: 219 Majestic Bldg., Capitol 4-8641. Jack Mullen, southwestern representative.

Services: PFP; PFC.

Famous Artists Assoc. Inc. 9441 Wilshire Blvd., Beverly Hills, Calif.: CR 4-7433.

New York 20, N. Y.: 610 5th Ave. Circle 7-6200. Charles H. Abramson.

London, W.I., England: 16 S. Audley St. Grosvenor 3293. John Shepridge.

Services: tv packagers.

Feature Productions. 1440 N. State Parkway, Chicago 10, Ill. Michigan 2-6015. Charles L. Acre, managing director.

Services: producer-packager of live tv shows.

Don Fedderson Productions. 780 N. Gower, Hollywood 38, Calif. Hollywood 9-5911. Don Fedderson, pres-owner.

New York 36, N. Y.: 28 W. 44th St. Oxford 5-3060. Art Stark.

Services: PLP; PFP.

Gustave Feig & Co. 759 10th Ave., New York 19, N. Y. Columbus 5-0800. Sydney A. Feig, sec.

Services: furniture and props for rent.

Paul J. Fennell Co. 404 N. La Cienega Blvd., Los Angeles 48, Calif. Olympia 2-2612. Paul J. Fennell, producer.

Branch Office:

New York 19, N. Y.: 119 W. 57th St. Circle 5-1070. Al Bruno, sales representative.

Services: PFC; animation.

Film-Aide Co. 509 Harrison St., Amarillo, Tex. Drake 3-3777. George W. Tiffany, mgr.

Services: PFP; PFC; producer of newsfilm, sales, training and industrial films; 16mm laboratory service, processing, editing and printing.

Film Arts Production Inc. 1700 S. 19th St., Milwaukee 4, Wis. MI 5-0523. Harlan P. Croy, pres.

Services: PFP; PFC; producers of industrial films; recording facilities for transcriptions.

Film Corp. of America. 711 Winston St., Dallas, Whitehall 2-2950. Felix C. Tanco, pres.

Services: PLP; PFP; PLC; PFC; DFF; DFS; telethon, musical show producer for charity, civic groups; supermarket shows; rodeo talent.

Film Effects of Hollywood. 1153 N. Highland Ave., Hollywood 38, Hollywood 9-5898. Linwood Dunn, pres.

Services: PFC; specialized color, black-and-white film laboratory; blowups, special effects; film duplication.

Filmack Studios. 1327 S. Wabash Ave., Chicago 5, Ill. Harrison 7-3395. Irving Mack, pres.

Branch Office:

New York 36, N. Y.: 630 9th Ave. Plaza 7-0900. Donald Mack, vp.

Services: PFC; live motion picture photography; animated cartoons; semi-animated films; slides and slide films; titles and announcements; sound recording; laboratory services, color and monochrome.

Filmcraft Productions. 8451 Melrose Ave., Los Angeles 46, Calif. OL 3-2430. Regina Lindenbaum, pres.

Services: PFP; PFC; security sound stage editorial rooms; film or live tv packages; commercial, documentary, feature, industrial, training and security films.

Films of India. 109 S. Edinburgh Ave., Los Angeles 48, Calif. Webster 1-3822. R. M. Bagal, pres.

Services: DFF.



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Tv Program Services CONTINUED

Films of the Nations Distributors Inc. 62 W. 45th St., New York 36, N. Y. Murray Hill 2-0040. Maurice T. Groen, pres.

Services: DFS; distributor of free public service travel films; color stock shot library.

Filmserve Laboratories Inc. 6327 Santa Monica Blvd., Hollywood 38, Calif. Hollywood 2-3237. Gilbert R. Scott, vp-gen mgr.

Services: 16mm and 35mm monochrome-color film laboratory services.

Filmsounds Inc. 103 E. 106th St., New York 29, N. Y. Enright 9-1300. Norman J. Kasow, pres.

Services: sound editorial service.

Filmvideo Releasing Corp. 333 W. 52nd St., New York 19, N. Y. Judson 2-6185. Maurice H. Zouary, pres.

Services: 35mm and 16mm stock footage library.

Filmways Inc. 18 E. 50th St., New York 22, N. Y. Plaza 1-2500. Martin Ransohoff, pres.

Branch Office:
Hollywood, Calif.: 1040 Las Palmas Ave.
Services: PFC; producers of documentary and public relation films.

Fine Arts Productions. 7779 Sunset Blvd., Hollywood 46, Calif. Hollywood 5-3478. John Wilson, pres.

Services: PFC; animation.

Fischer Photographic Lab. Inc. 6555 North Ave., Oak Park, Ill. Columbus 1-2174. Joseph E. Fischer, pres.

Services: 16mm monochrome-color laboratory services.

FitzPatrick Pictures. 8624 Sunset Blvd., Hollywood 46, Calif. Olympia 7-1686. James A. FitzPatrick, owner.

Services: PLP; PFP.

Frieda Fishbein. 353 W. 57th St., New York 19, N. Y. Columbus 5-6100. Frieda Fishbein, owner.

Services: representation of authors; offer manuscripts to tv market.

Alan M. Fishburn Productions. 79 West Monroe St., Chicago 3, Ill. Dearborn 2-0657. Alan M. Fishburn, owner.

Services: PFC; PLP; PLC.

Flamingo Telefilm Sales Inc. 509 Madison Ave., New York 22, N. Y. Murray Hill 8-4800. Herman Rush, pres.

Branch Offices:
Philadelphia, Pa.: 1420 Walnut. Penny-packer 5-3700. Robert A. Conn.
Los Angeles, Calif.: 5501 Wilshire Blvd. Webster 9-2232. Julian Ludwig.

Dallas, Tex.: 10919 Alladin Drive. Fleetwood 1-6380. Ken Rowswell.
Services: DFF; DFS.

Flicka Films. 12 E. Grand Ave., Chicago 11, Ill. Superior 7-2251. Wm. R. Johnson, gen mgr.

Branch Office:
St. Paul, Minn.: 682 Dayton. Capitol 6-3586. John S. Christison, representative.

Services: PFC.

Flying A Productions Inc. 6920 Sunset Blvd., Hollywood 28, Calif. Hollywood 9-1425. Armand Schaefer, executive in charge of production.

Services: PFP.

Fotovox, Inc. 1447 Union Ave., Memphis 4, Tenn. Broadway 5-3192. Elston Leonard, pres.

Branch Office:
Little Rock, Ark.: 216 E. Markham St. Franklin 2-0502. Harry Westlake, vp.

Services: PFP; PFC.

Foundation Films Corp. 16 N. Marengo Ave., Pasadena, Calif. Sycamore 6-2649. John I. Bolen, chmn of bd.

Services: Distributor of 16mm religious films.

Four Star Films Inc. 1417 N. Western Ave., Hollywood 27, Calif. HO 26231. Dick Powell, pres.

Services: PFP; PFC.

Fox-Marquis Productions Inc. 9157 Sunset Blvd., Hollywood 45, Calif. CR 1-9014. Arnold Marquis, vp.

Branch Office:
Salt Lake City, Utah: 73 S. Main St. Elgin 9-5031. S. S. Fox, pres.

Services: PLP; PFP.

Walt Framer Productions. 1150 Ave. of The Americas, New York 36, N. Y. Oxford 7-3322. Walt Framer, senior partner.

Services: PLP; PFP.

Freberg Ltd. 7781 Sunset Blvd., Hollywood 28, Calif. Hollywood 2-6973. Stan Freberg, pres; Bob Klein, gen mgr.

Services: PLC; PFC; animation.

Fremantle International Inc. 366 Madison Ave., New York, N. Y. Murray Hill 7-4344. Paul Talbot, pres.

Branch Offices:
London, England: Axtell House, Warwick St. A. Cuthberton, mgr.
Mexico City, Mexico: Avenida Juarez 100, Piso 10. Rene Anselmo, mgr.

Toronto, Ontario: 17 Dundonald St. Ralph Ellis, mgr.
Montreal, Quebec: 1395 St. Catherine St.
Rome Italy: Piazza di Spagna 20. Avenida Juarez 100. Lionello Torossi, mgr.

Services: distributor of tv programs in international markets.

G

GAC-TV Inc. 640 5th Ave., New York 19, N. Y. Circle 7-7543. Arthur C. Weems, pres.

Branch Offices:
Chicago, Ill.: 8 Michigan Ave. Satte 2-6288. Pat Lomabrd, vp.

Beverly Hills, Calif.: 9650 Santa Monica Blvd. Crestview 1-5101. Henry Miller, vp.
Dallas, Tex.: 1511 Bryan St. Riverside 1-3665. Phil Erown, vp.

Miami Beach, Fla.: 975 Arthur Godfrey Rd. Jefferson 8-6292. Leonard Romm, mgr.

Services: selling agents for national-regional live-film radio-tv programs.

Ross Gaffney Inc. 45 W. 45th St., New York 36, N. Y. JU 2-3744. James Gaffney, vp.

Services: motion picture editorial services and staff; cutting rooms, movietas.

Blanche Gaines. 350 W. 57th St., New York 19, N. Y. Plaza 7-0537. Blanche Gaines, owner.

Services: writers representative.

Galbreath Pictures Inc. 2905 Fairfield Ave., Fort Wayne, Ind.: Harrison 4147. Richard E. Galbreath, pres.

Branch Office:
Chicago 4, Ill.: 141 W. Jackson Blvd. Harrison 7-7447. Clyde L. Krebs, vp.

Services: PFP; producers of industrial motion pictures.

Gallagher Films Inc. 137 N. Oakland Ave. Green Bay, Wis. Hemlock 7-1307. James C. Gallagher, pres.

Services: PFP; PFC; DFS.

Gallucci Brothers & Assoc. Lake Rd., East Hampton, Conn. Andrew 7-9092. Joe Gallucci, pres.

Branch Offices:
Louisville, Ky.: 3129 Hewitt Ave. Glendale 4-6031. N. T. Gallucci.
Waterbury, Conn.: 727 Meridian Rd. Plaza 3-5272. Lou Gallucci.

Services: tv promotions.

William J. Ganz Co. (division of Institute of Visual Training Inc.) 40 E. 49th St., New York 17, N. Y. Eldorado 5-1443. William J. Ganz, pres.

Services: producer-distributor of 16mm and 35mm motion pictures, filmstrips, sound slide-films, animation.

General Service Studios. 1040 N. Las Palmas Ave., Hollywood 38, Calif. Hollywood 7-3111. James Nasser, pres.

Services: PFP; PFC; studio facilities, stages and equipment for filming shows.

Gerald Productions Inc. 421 W. 54th St., New York 19, N. Y. Plaza 7-2125. Gerald Auerbach, executive producer.

Services: PFP; PFC; PLC.

Mitchell Gertz Agency. 338 N. Rodeo Drive, Beverly Hills, Calif. Crestview 4-5491. Mitchell Gertz, producer.

Services: DFS.

Gifford Animation Inc. 165 W. 46th St., New York 36, N. Y. Judson 2-1591. Lewis L. B. Gifford Jr., pres.

Services: PFC; campaigns for tv; experimental presentations; characters designs.

Glenar Productions. 6618 Sunset Blvd., Hollywood 28, Calif. HO 4-0406. Sid Glenar, owner.

Services: PFP; PFC; animated cartoons.

Melvin L. Gold Enterprises. 200 W. 57th St., New York 19, N. Y. Columbus 5-0756. Melvin L. Gold, owner.

Branch Office:
New York 23, N. Y.: 325 West End Ave.

Services: PLP; PFP; PFC; producer of feature films.

Robert A. Gold. 302 E. Fourth St., New York 9, Oregon 7-3880.

Services: Merchandise, prizes, premiums.

Harry S. Goodman Productions. 19 E. 53rd St., New York 22, N. Y. Plaza 5-6131. Harry S. Goodman.

Services: PLP; PFC; DFS; producer of jingles.

Goodson-Todman Productions. 41 E. 57th St., New York 22, N. Y. Plaza 1-0600. Mark Goodson, W. S. Todman, partners.

Branch Office:
Beverly Hills, Calif.: 449 S. Beverly Drive. Crestview 4-7357. Harris Kattelman, vp.

Services: live and film television program producers and packagers.

Gotham Recording Corp. 2 W. 46th St., New York 36, N. Y. Judson 6-5577. Herbert M. Moss, pres.

Services: producer of industrial films.

Governor Television Attractions Inc. 151 W. 46 St., New York 30, N. Y. Judson 6-3675. Arthur Kernan, pres.

Branch Offices:
Chicago, Ill.: 203 N. Wabash Ave. Central 6-1805. Ben Barry and Howard Grafman.
Houston, Tex.: 631 Texas National Bank Bldg. Nathan Zelikow.

Services: DFF; DFS.

Gray-O'Reilly Studio. 480 Lexington Ave., New York 17, N. Y. Yukon 6-4070. John F. O'Reilly and James E. Gray.

Services: PFC.

Ben Greene Film Productions. 318 W. 51st St., New York 19, N. Y. Plaza 7-3858. Ben Greene, owner.

Services: PFP; PFC.

Gross-Krasne Inc. 650 N. Bronson Ave., Hollywood 4, Calif. Hollywood 2-7141. Jack J. Gross, pres; Philip N. Krasne, vp.

Services: PFP.

Gross-Krasne Distributing Co. 5420 Melrose Ave., Hollywood 38, Calif. Hollywood 7-5151. Jack J. Gross, pres; Philip N. Krasne, vp.

Branch Offices:
New York 17, N. Y.: 41 E. 42nd St. Murray Hill 2-7216. Mel Schlank, sales vp; Robert Brahm, eastern mgr-vp.

Chicago 1, Ill.: 360 N. Michigan Ave. Randolph 6-5583. John P. Rohrs, midwestern mgr-vp.

San Francisco 4, Calif.: 155 Montgomery St. Exbrook 7-2682. Robert H. Hill, western mgr-vp.

Minneapolis 2, Minn.: 2255 Rand Tower. Federal 6-2378. Paul Weiss, mgr.

Atlanta, Ga.: Glenn Bldg., Marietta at Spring. Jackson 4-6030. Fred R. Frank Jr., southwestern mgr-vp.

Dallas, Tex.: 2703 Shelby. Allen Hundley, southwestern mgr.

Services: DFS.

Guided Tour Productions. Box 107, Ocala Fla. Marion 9-2618. Chester J. Redfern, production supervisor.

Services: PFP; DFF; PFC; DFS; more than 200 free, 13-minute travel films; non-commercial music cleared for tv.

Guild Films Co. 460 Park Ave., New York 22, N. Y. Murray Hill 8-5365. John J. Cole, pres.

Branch Offices:
New York 22, N. Y.: 460 Park Ave. Murray Hill 8-5365. Herb Pearson, eastern division mgr.

Hollywood 46, Calif.: 8255 Sunset Blvd. Oldfield 6-3370. Dalton Danon, western division mgr.

Dallas, Tex.: 3020 Fairmont St. Riverside 8-1338. Bruce Collier.

Portland, Ore.: 611 N. Tilamook. Capitol 8-5989. Merriman Holtz Jr.

Wheeling, W. Va.: 1823 National Rd. Woodside 1919. Lew Dickey.

Chicago, Ill.: 28 E. Jackson Blvd. Wabash 2-1803. Marvin Lowe.

Kansas City, Mo.: 36th and Broadway. Logan 1-5533. Tony Rizzo.

Atlanta, Ga.: 104 Sheryl Place. Trinity 2-9492. Ed Simmel.

University City 5, Mo.: 7200 Stanford. Parkview 1-0360. Bill Whalen.

Services: PFP; DFF; DFS.

H

Herman Hack Productions, & Scripture Films. 2441 N. Beachwood Drive., Hollywood 28, Calif. Hollywood 7-0557. Herman Hack, owner.

Services: DFS; educational, religious, travel films.

Hardric Productions Inc. 510 Madison Ave., New York 22, N. Y. Academy 2-3354. Ralph F. Craig, pres.

Services: producer of musical radio-tv commercials.

Handel Film Corp. 6926 Melrose Ave., Hollywood 38, Calif. Webster 6-5924. Leo A. Handel, pres.

Services: PFP; PFC.

Jam Handy Organization. 2821 E. Grand Blvd., Detroit 11, Mich. Trinity 5-2450. Oliver Horn, executive vp.

Branch Offices:
New York 19, N. Y. 1775 Broadway. Judson 2-4060. W. J. Riley.

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KVII Amarillo

KONO San Antonio
WTAE Pittsburgh
WBAL Baltimore
WTOP Washington
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*BIG RASCALS HATCH BIG NEW ADULT AUDIENCE

HERE ARE THE FACTS...

In the three station, Philadelphia market, WRCV-TV was trailing Susie in the 9-10 a.m. time slot during the early months of 1958.

With the introduction of the BIG RASCALS, WRCV-TV was lifted 269% to *FIRST PLACE* in the *FIRST MONTH*.

The ratings continued to climb to the point where a recent Nielsen survey showed BIG RASCALS reaching a 228% GREATER ADULT AUDIENCE than Susie, its nearest competitor.

BIG RASCALS not only brought WRCV-TV to first place but increased the total viewership of the 9-10 a.m. time slot.

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GUILD FILMS

460 PARK AVE. N. Y. 22, N. Y. MU 8-5365
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TV Program Services CONTINUED

Chicago 1, Ill.: 230 N. Michigan Ave. State 2-5747. Harold Dash.
Services: PFC; DFS; contractual producers of educational tv and sponsored films.

Hankinson Studio Inc. 15 W. 46th St., New York 36, N. Y. Judson 6-0133. Frederick L. Hankinson, pres.
Services: PFC; animation photography; editing service for industrial and slide films; photographic studio-darkroom and art for telops, flip cards and glass slides.

Byron Harriott, Radio & Tv Sound-Film Production Studios. 5973 N. 37th St., St. Petersburg 14, Fla. Hemlock 6-8411. Byron Harriott, gen mgr.
Services: PFP; PFC; single and double systems of recording; magnetic recording; movies from slides; slides from pictures or negatives, 35mm double frame; producer of documentaries.

Harriscope Inc. 355 N. Beverly Drive, Beverly Hills, Calif. Crestview 6-4632. Burt I. Harris, pres.
Branch Offices:
Chicago 1, Ill.: 392 N. Wabash Ave. Central 6-1895. Ben Barry; Howard Grafman.
San Francisco, Calif.: 821 Market St. Exchange 3-5203. James Diamond.
New York, N. Y.: 151 W. 46th St. Judson 6-3673. Arthur Kermin.
Services: PLP; PFP; DFS.

Harris-Tuchman Productions. 751 N. Highland Ave., Hollywood 38, Calif. Webster 6-7139. Ralph G. Tuchman, gen mgr.
Services: PFC; producers of industrial films.

Hartley Productions Inc. 339 E. 48th St., New York 17, N. Y. Eldorado 5-7762. Irving Hartley, pres.
Services: PFP; PFC; DFS.

Health & Welfare Materials Center. 10 E. 44th St., New York 17, N. Y. Murray Hill 3-0283. Victor Weingarten, pres.
Branch Offices:
Pleasantville, N. Y.: Munson Rd. Rogers 9-2551. Violet Weingarten, vp.
Services: PLP; PFP; DFF.

Hearst Metrotone News Inc. 450 W. 36th St., New York 19, N. Y. Plaza 7-4120. C. B. Stratton, executive vp-gen mgr.
Branch Offices:
Washington, D. C.: 1965 N.E. Fairview Ave. Lawrence 6-5607. Charles E. Shutt, bureau mgr.
Chicago, Ill.: 1325 S. Wabash. Wabash 2-1524. Frank Koza, bureau mgr.
Los Angeles, Calif.: 1151 S. Broadway. Richmond 9-5761. Norman W. Alley, bureau mgr.
Services: PFP; PFC; DFS.

George Heid Productions. Penn-Sheraton Hotel, Pittsburgh 30, Pa. Grant 1-3696. George Heid, pres.
Services: PLP; PLC; PFC; PFP; recording, transcriptions, scripts, talent, air checks.

Holland-Wegman Productions. 197 Delaware Ave., Buffalo 2, N. Y. Madison 7411. Edward J. Wegman and Sheldon C. Holland, partners.
Services: PFP; PFC; motion picture production, processing facilities.

Hollis Productions Ltd. 624 Madison Ave., New York 22, N. Y. Plaza 3-3267. Charles Irving, pres.
Branch Offices:
Los Angeles 49, Calif.: 847 Linda Flora Dr. Granite 2-0855. Charles Irving, pres.
Services: PFP; PFC; PFP; PLC; producer of industrial films, filmstrips; consultant to advertising agencies on live filmed and taped program and commercial production.

Hollywood Film Co. 356 Seward St., Hollywood 38, Calif. Hollywood 2-3284.
Branch Office:
New York, N. Y.: 524 W. 43rd St. Longacre 3-1546. Sheldon Kaplan, mgr.
Services: manufacturer-distributor of film editing supplies and equipment; reels, cans and shipping cases.

Hollywood Film Enterprises Inc. 6060 Sunset Blvd., Hollywood 28, Calif. Hollywood 4-2181. Mickey Kaplan, pres.
Services: DFS; motion picture film processing.

Hollywood Television Service Inc. 4020 Carpenter St., N. Hollywood, Calif. Poplar 3-8411. Earl R. Collins, pres-gen sales mgr.
Branch Offices:
New York, N. Y.: 1740 Broadway. Judson 6-1700. Richard G. Yates, vp.
Atlanta, Ga.: 164 Walton St., N.W. Jackson 4-8611. John V. Forsyth, sales representative.
Los Altos, Calif.: 1009 Eastwood Dr. York-shire 8-2741. H. P. (Hank) Long, sales representative.
Chicago 2, Ill.: 55 E. Washington St. Terrence C. Atkinson, sales representative.
Dallas 1, Tex.: 412 S. Harwood St. Richard Hill.
Services: DFF; DFS.

Howard Radio-Tv Productions. 123 W. Chestnut St., Chicago 10, Ill. Michigan 2-5877. Bernard Howard, executive producer.
Services: PFP; PFC; PFP; PLC; DFS; creator & producer of commercials and shows for agencies; consultant-advisor to agencies and firms on creation and planning of commercials and shows.

Hubbard Hunt Productions. 1459 N. Seward, Hollywood 28, Calif. Hollywood 58444. Hubbard Hunt.
Services: PFP; PFC; PLC.

Milton Hurwitz. 1353 Madrona Dr., Seattle 22, Wash. East 4-3108. Milton Hurwitz, owner.
Services: PFP; PFC; DFS; DFF; syndicated script programs, kinescopes.

I

Ideal Pictures Inc. 58 E. S. Water St., Chicago 1, Ill. Financial 6-5430. Paul R. Foght, gen. mgr.
Branch Offices:
Atlanta 3, Ga.: 52 Auburn Ave. N.E. Jackson 2-7643. George E. Dean, mgr.
Baltimore 18, Md.: 102 W. 25th St. Tuxedo 3-9962. Nelson C. White, mgr.
Berkeley 4, Calif.: 2161 Shattuck Ave. Thornwall 3-6464. Eddie Nakagama, mgr.
Boston 16, Mass.: 40 Melrose St. Hancock 6-1133. Jerry Wells, mgr.
Buffalo 9, N. Y.: 1338 Main St. Garfield 3782. W. C. Kirkpatrick Jr., mgr.
Dallas, Tex.: 1295 Commerce St. Riverside 7-2115. Lyle F. White, mgr.
Denver 2, Colo.: 714 15th St. Tabor 5-5325. Hal F. Stewart, mgr.
Des Moines, Iowa: 1108 High St. Cherry 4-6241. J. Howard Orth, mgr.
Detroit 35, Mich.: 13323 W. McNichols Rd. University 3-7163. Charles W. Dolbertin, mgr.
Honolulu, T. H.: 1376 S. Beretania St. 6336. O. J. Strauser Jr., mgr.
Kansas City 6, Mo.: 1402 Locust St. Harrison 1-2451. W. P. Humston, mgr.
Los Angeles 29, Calif.: 4336 W. Sunset Blvd. Normandy 5-5297. Eugene A. Balcom, mgr.
Louisville 2, Ky.: 422 W. Liberty St. Juniper 3-3559. Carroll M. Hadden, mgr.
Mansfield, Ohio: 137 Park Ave. Latavette 4-2512. Larry E. Skeese, mgr.
Memphis 3, Tenn.: 13 S. 3rd St. Jackson 7-4313. Stanley L. Nolan, mgr.
Miami 32, Fla.: 55 N.E. 13th St. Franklin 4-8173. Jack Spire, mgr.
Minneapolis 4, Minn.: 1915 Chicago Ave. Federal 8-3965. Joe Komarek, mgr.
New Orleans 13, La.: 1526 Terpsichore. Jackson 2-9769. Leonard Prelutsky, mgr.
New York 36, N. Y.: 233-238 W. 43rd St. Lackawanna 4-0916. Walter J. Dauler, mgr.
Pittsburgh 22, Pa.: 14 Wood St. Grant 1-3313. Albert G. Karel, mgr.
Portland 3, Ore.: 1239 S.W. 14th Ave. CA 5-3210. Robert F. Mirabella, mgr.
Richmond 19, Va.: 219 E. Main St. Milton 4-2973. Dan Browning, mgr.
St. Louis 3, Mo.: 3310 Olive St. Jefferson 3-7974. R. L. McArthur, mgr.
Salt Lake City, Utah: 54 Orpheum Ave. Elgin 5-3364. Robert A. Webb, mgr.
Services: distribution of sponsored and educational films.

Impro Inc. Hal Roach Studios, Culver City, Calif. Vermont 92311. Herbert L. Strook, pres.
Services: PFP; PFC.

Independent Producers Film Exchange Inc. 6226 Melrose Ave., Hollywood 28, Calif. Webster 1-0309. Jack Eisenbach, pres.
Services: PFP; PFC; PLC.

International 16mm Corp. 165 W. 46th St., New York 36, N. Y. Plaza 7-2265. Patrick E. Shanahan, pres.
Services: distributor of one-reel films

International Television Programs Inc. (Ziv International) 539 Maxwell Ave., Cincinnati 19, Ohio. University 1-5000. Edward J. Stern, pres.
Branch Offices:
Mexico City, Mexico: Villalongin 196. 114409. Monte Kleban, gen mgr.
Paris, France: 105 Rue Charles Laffitte, Neuilly s/Seine. MAI. 98-61. Joseph M. Brandel, vp.
Services: PFP; production and distribution of American tv film programs revoiced in foreign languages in all markets out of continental U.S.

Interstate Television Corp. (subsidiary of Allied Artists Corp.), 445 Park Ave., New York 22, N. Y. Murray Hill 8-2545. Lloyd L. Lind, vp-national sales mgr.
Branch Offices:
Hollywood 27, Calif.: 4376 Sunset Drive. Normandy 2-9151.
Dallas, Tex.: 2204-6 Commerce St. Riverside 7-1653. Bernard L. Keimend, central sales representative.
Greensboro, N. C.: 3207 Friendly Rd. Greensboro 3-7551. Henri Profenius, southern sales representative.
San Francisco, Calif.: 256 Kearny St. Yukon 2-9049. William L. McGee, western sales representative.
Services: DFF.

Interworld Tv Films Inc. 460 Park Ave., New York 22, N. Y. Murray Hill 8-5362. John J. Cole, chmn of bd.
Branch Offices:
London W.1, England: 40 Brook St. Grosvenor 5378. R. Gould Morrison, vp.
Mexico City 5 D.F., Mexico: Villalongin 196. 11-44-09. Richard I. Guardian, Latin American division director.
Services: DFF; DFS; global distributor for independent packagers and producers.

Lou Irwin Agency Inc. 9165 Sunset Blvd., Hollywood 46, Calif. CR. 1-7131. Lou Irwin, pres.
Services: represents producers, writers; talent and stories for radio-tv.

J

Riley Jackson Productions. 6253 Hollywood Blvd., Hollywood 28, Calif. Hollywood 3-2324. Riley Jackson, pres.
Services: PLP; PFP; PLC; PFC; creative services to advertisers and agencies.

Tv Program Services CONTINUED

The Jaffe Agency Inc. 9441 Wilshire Blvd., Beverly Hills, Calif. CR. 4-7433. Sam Jaffe, pres.

Services: JFP; artists representative.

Japan Broadcasting Corp. (Nippon Hoso Kyokai) 250 W. 57th St., New York 19, Circle 6-3716. Shunsuko Hattuo.

Washington 1: National Press Bldg., Executive 3-1076. Kazuo Yoshida
Services: reports news and special events to home office in Tokyo.

Jayark Corp. 15 E. 18th St., New York 22, N. Y. Murray Hill 8-2636. Reuben R. Kaufman, pres.

Services: PFP; DFF; DFS; production financing.

Jewell Radio & Television Productions. 540 N. Michigan Ave., Chicago 11, Ill. Mohawk 4-2737. James E. Jewell, pres.

Branch Offices:
Detroit 25, Mich.: 3052 Penobscot Bldg., Woodward 3-0617. W. Ralph Jewell, executive in charge.

Hollywood, Calif.: 1040 N. Las Palmas, Hollywood 7-3111. Michael Balrd, mgr. (Landmark Productions).

Services: PLP; PFP; PLC; PFC; DFS; creators and producers of industrial and educational films; consultants to agencies and sponsors; package production services, writing, directing, musical arrangements, supervision, casting, special audition recording studio and screening room; photographic department for storyboards, slides.

Johnson Tele-Visuals. 8844 W. 32nd Pl., Wheatridge, (Denver) Colo. BE 3-6231. Wendell W. Johnson, owner.

Services: PFP; PFC; industrial shorts, animation, laboratory and sound recording, process and print 16 mm film, rent studio and color slides, film strips.

Junior Lunch Club Enterprises Inc. 21 W. Ontario St., Chicago 10, Ill. Michigan 2-1823. Frank J. Savage, pres.

Services: PLP; PFP; DFS; tv merchandising for food manufacturers.

K

Jonathan Karns. 12 Valentine Hill Rd., Durham, N. H. Phone 8. Jonathan Karns.

Services: PLP; PLC; PFC; supply consultants for specialized scientific commercials; producer of tv science programs.

Kasander-Taines Productions. 510 Madison Ave., New York 22, N. Y. Eldorado 5-5633. Paul Kasander, pres.

Services: PLP; PFP; PFC; PLC.

Victor Kayfetz Productions Inc. 1750 Broadway, New York 19, N. Y. Circle 5-4830. Victor Kayfetz, pres-executive producer.

Branch Offices:
Needham, Mass.: 18 Geo. Aggott Rd. Hillcrest 4-0289. H. J. Forbes, executive consultant.

Rochester, N. Y.: 1200 Westfall Rd. Hillside 5-0583. Don Lyon, representative.

Services: PFP; PFC; DFS; producer-distributor of sponsored public service tv films (free to tv).

Stacy Keach Productions. 12754 Ventura Blvd., Studio City, Calif. Poplar 2-0966. Stacy Keach, pres.

Services: PFP; PFC; PLC; PLP.

Keitz & Herndon. 4109 Belmont, Dallas 4, Tex. Taylor 4-2568. H. K. Keitz; L. F. Herndon Jr.

Services: PFP; PFC; PLC; animation service.

Herbert Kerkow Inc. 480 Lexington Ave., New York 17, N. Y. Yukon 6-1286. Herbert Kerkow, pres.

Services: PFC.

Bill Kersey Productions. 2805 N. 77th St., Milwaukee 10, Wis. Greenfield 6-2463. Bill Kersey, owner.

Branch Offices:
Green Bay, Wis.: 1592 Jay Lane. Hemlock 2-4722. John R. Saxe, midwest sales mgr.

Services: PLP; PFP; PLC.

Kling Film Productions. 1058 W. Washington Blvd., Chicago 7, Ill. Sealey 8-4181. Alfred D. Levine, director of syndication.

Branch Offices:
Hollywood, Calif.: 1416 N. LaBrea Hollywood 3-2141. Frances Russell.

Services: PFP; PLC; PFC; DFS; producer of slide film commercials, animation, industrial, training and educational films.

Kluge Film Productions. 3200 N. Richards St., Milwaukee 12, Wis. Franklin 2-0191. Donald R. Kluge, sales mgr.

Services: PFP; PFC; productions for business and industry; newsreels for tv; photographic, recording, editing, scripting and laboratory services.

Knickerbocker Productions Inc. 1600 Broadway, New York 19, N. Y. Circle 5-5710. Howard A. Lesser, pres.

Services: PFP; PFC.

L

Lab-Tv. 247 W. 46th St., New York 36, N. Y. Judson 6-2293. John Edward Asher, owner.

Services: film processing laboratory.

Lakeside Television Co. 1465 Broadway, New York 36, N. Y. Longacre 5-4582. Bernard Schulman, executive vp.

Lausing Mich.: 300 Townsend. Bill Pomeroy.

Los Angeles, Calif.: 3716 Sunset Blvd. Tom Corradine.

Chicago, Ill.: 203 N. Wabash. Ben Barry.

Services: DFF; DFS.

La Mesa Productions. 789 N. Gower St., Hollywood, Calif. Hollywood 9-5911. Alfred J. Scalpone, pres.

Services: tv program production and syndication.

Lance Productions Inc. 353 W. 57th St., New York 19, N. Y. Plaza 7-6167. Lorren Lester, pres.

Services: PFP; PFC; film studio; sound facilities.

Langlois Filmusic Inc. 1755 Broadway, New York 15, N. Y. Judson 6-5705. C. O. Langlois Jr., pres.

Branch Offices:
Toronto 5, Ontario: 417 Jarvis St. Walnut 2-2103. S. W. Caldwell, Ltd. S. W. Caldwell.

Services: music library on tape, film and disc for tv, industrial, and theatrical films; live and pre-recorded music scoring; picture editing, narration, and music recording, mixing and sound effects library.

Laufman Film Productions Inc. 221 N. LaSalle St., Chicago 1, Ill. Randolph 6-4686. Herbert S. Laufman.

Services: PFP; DFS.

Robert Lawrence Productions Inc. 418 W. 54th St., New York 19, N. Y. Judson 2-5212. Robert L. Lawrence, pres.

Branch Offices:
Toronto 1, Ontario: 32 Front St. W. Empire 4-1448. John T. Ross, executive vp.

Hollywood 23, Calif.: 716 N. La Brea. Webster 6-8148. Ray Patterson, pres.

Hollywood 28, Calif.: 1040 N. Las Palmas, Hollywood 2-5577. Gerald Schnitzer, executive vp.

Lawrence-Schnitzer Productions Inc. 1040 N. Las Palmas, Hollywood 38, Calif. Hollywood 7-3111. Gerald J. Schnitzer, executive vp.

Branch Offices:
New York, N. Y.: 418 W. 54th St. Judson 2-5242. Robert L. Lawrence, pres.

Services: PFP; PFC; storyboards, storyboard development; non-verbal technique of visual sell.

Sol Lesser Productions Inc. Paramount Sunset Studios, 5842 Sunset Blvd., Hollywood 28, Calif. Hollywood 2-6232. Sy Weintraub, pres.

Services: producer and distributor of tv and theatrical motion pictures.

Gene Lester Productions. 1487 N. Vine St., Hollywood 28, Calif. Hollywood 4-7237. Gene Lester, owner.

Services: PFP; PFC; PLC; production of promotional films for networks and advertising agencies.

Carol Levene Productions. 2011 Broadway, San Francisco 15, Calif. Walnut 1-4772. Carol Levene, owner.

Services: PLP; PLC; PFC; research and scripting.

Lewis & Martin Films Inc. 1431 N. Wells, Chicago 10, Ill. Whitehall 4-7477. Herschell G. Lewis, pres.

Services: PLP; PFP; PLC; PFC; animation, slides, editing, sound recording, script service, studio rental.

George Liberae Enterprises. 1570 N. Gower, Hollywood 28, Calif. Hollywood 9-8024. George Liberae, pres.

Services: PLP; PFP; PFC; PLC; orchestras, musical variety stage shows; recordings; motion pictures; public relations.

Lou Lilly Productions Inc. 5748 Sunset Blvd., Hollywood 28, Calif. Hollywood 5-6325. Lou Lilly, pres.

Services: PFC; PLC.

Jack Lloyd. 1415 Miller Way, Hollywood 28, Calif. Oldfield 6-4667. Jack Lloyd, executive director.

Services: PFP; PFC; PLC; PLP.

Arthur Lodge Productions Inc. 21 W. 46th St., New York 36, N. Y. Judson 2-5477. Arthur J. Lodge Jr., pres.

Services: PFP; stock-footage library, news-film and publicity releases.

Robert Longenecker Agency. 8428 Melrose Place, Los Angeles 46, Calif. Olive 3-3770. C. Robert Longenecker, pres.

Services: PLP; talent; commercial announcements, salesmen.

Loncks & Norling Studios Inc. 418 W. 54th St., New York 19, N. Y. Circle 7-2366. Howard M. Lawrence, vp.

Services: producer of industrial and government films (Navy, Air Force, Army); RETMA television alignment charts, optical wipes, special effects sequences for commercials. Audio consultants.

James Love Productions Inc. 115 W. 45th St., New York 36, N. Y. Judson 2-4633. James A. Love, pres.

Services: PFP; PFC; PLC; producers of industrial motion pictures; developers of storyboards; consultant to agencies without tv film department; complete packaging of film programs. Slide films.

Lutheran Television Productions. 210 N. Broadway, St. Louis 2, Mo. Central 1-6969. Melvin F. Schlake, executive secretary.

Services: PFP; DFS.

M

Magic Circle Productions. 7027 Pacific View Dr., Hollywood 28, Calif. Hollywood 4-9818. Sam R. Seby, producer.

Services: PLP.

Magna Film Productions Inc. 278-280 Orchard Street, Watertown 72, Mass. Watertown 3-1188-89. Robert Beriman, pres.

Services: PFP; PLP; PLC; PFC; television

newsreel coverage, features and public relations films.

Major Television Productions Inc. 1270 6th Ave. New York 20, N. Y. Plaza 7-6990. Irving M. Lesser, pres.

Affiliated Offices:
Pittsburgh 16, Pa. (George Bagnall & Assoc. [Affiliate]) 2820 W. Liberty Ave. Locust 1-7445. Les Anthony

Services: DFF; DFS.

Marathon Tv Newsreel Inc. 10 1/2 49th St., New York 17, N. Y. Murray Hill 8-0985. Konstantin Kaiser, pres-executive producer.

Services: PFP; PFC; producer and distributor of newsreels, public information films and shorts; worldwide news service. Offices in London, Paris, Berlin and Rome.

Mark VII Ltd. 4024 Radford Ave. N., Hollywood, Calif. Stanley 7-0621. Jack Webb, pres.

Services: PFP; PFC; producer of feature-length motion pictures.

The Marshall Organization Inc. 750 3rd Ave., New York 17, N. Y. Murray Hill 7-2722. Anthony W. Marshall, pres.

Services: PFP; PFC; PLC; PLP.

Master Motion Picture Co. 50 Piedmont St., Boston 16, Mass. Hancock 6-3592. Avner Rakov, pres.

Services: PFC; 35mm and 16mm laboratory and sound studio production facilities.

Masterpiece Productions Inc. 45 W. 45th St., New York 36, N. Y. Judson 2-4717. Frances Kaplan, mgr.

Services: DFF.

McGowan Productions Inc. 915 N. LaBrea Ave., Los Angeles 38, Calif. Oldfield 4-0711. Dorrell McGowan, pres.

Services: PFP; PFC.

McGraw-Hill Text-Films. 330 W. 42nd St., New York 36, N. Y. Longacre 4-3000. Albert J. Rosenberg, mgr.

Services: producer-distributor of educational films.

McLarty Picture Productions (to merge with Academy Radio Tv Productions, Syracuse, N. Y.), 45 Stanley St., Buffalo 6, N. Y. Taylor 0322. Henry D. McLarty, executive producer.

Branch Offices:
Syracuse 1, N. Y.: Academy Radio Tv Productions, 333 S. Warren St., Hamilton 2-6212. Franz E. Hartmann.

Services: PLP; PFP; PLC; PFC; educational, industrial and public relations motion pictures.

Frank McNaughton & Assoc. 14 E. Jackson Blvd., Chicago 4, Ill. Harrison 7-4072. Frank McNaughton.

Services: producers of documentary and educational features; special events; political spot announcements and interviews.

Medallion Tv Enterprises Inc. 6000 Sunset Blvd., Hollywood 28, Calif. Hollywood 2-8635. John A. Ettlinger, pres.

Branch Offices:
Dallas, Tex.: 10918 Aladdin Drive Fleetwood 1-6380. Ken Rowswell.

Chicago 1, Ill.: 203 N. Wabash Ave. Central 6-1805. Ben Barry.

San Francisco 11, Calif.: 2034 Leavenworth. Prospect 5-5958. Terry Hatch.

New York, N. Y.: 444 Madison Ave. Eldorado 5-4325.

Services: PFP; DFF; DFS.

Ray Mercer & Co. 4241 Normal Ave., Hollywood 29, Calif. Normandy 3-9331. Ray Mercer, general partner.

Services: opticals, special effects, titles, inserts, trick photography, miniatures and specialized motion picture shooting for television, wide screen, cinemascope in 16mm or 35mm, monochrome or color.

Meridian Films Ltd. 1202 Woodbine Ave., Toronto 12, Ontario. Oxford 8-1628. Ralph Foster, pres.

Services: PFP; PFC; producer of industrial and educational films; sound stage and equipment rentals.

Methodist Church, Television, Radio & Film Commission. 1525 McGavock St., Nashville 3, Tenn. Chapel 2-3561. Dr. Harry C. Spencer, general secretary; Dr. Howard E. Tower, associate general secretary and director of program and production; Rev. W. Carlisle Walton Jr., director of tv ministry development; Rev. Royer H. Woodburn, director of utilization and field service; Rev. William A. Meadows, director of radio and television services and training; Joe W. Davis, treasurer and business mgr.; Rev. John Clayton, associate director of program and production.

Metro Artist Bureau. 4 W. 57th St., New York 19, N. Y. Circle 6-8470. T. M. Nelson, mgr.

Services: PLP; talent.

MGM-TV, (service of Loew's Inc.) 1540 Broadway, New York 36, N. Y. Judson 2-2000. Charles C. (Bud) Barry, vp.

Culver City, Calif.: MGM Studios, Texas 0-3311. Maurice Gresham, western sales mgr.

Services: PFP; PFC; DFF; DFS.

Charles Michelson Inc. 45 W. 45th St., New York 36, N. Y. Plaza 7-0695. Charles Michelson, pres.

Sydney, Australia: 60 Hunter St. EW 4661. Grace Gibson, managing director.

London E. C. 4, England: Northcliffe House, Fleet Street 6090. Frank Coven, mgr.

Beirut, Lebanon: Ave. Allembly. William Malluk, mgr.

Services: DFS; DFF; American representatives for overseas tv interests; distributors of Speedy-Q and E. M. I. Sound effects records; background and mood music records. U. S. A. tv film buying agents for Australian tv stations. U. S. A. representatives for British ABC-TV network.

What's on their minds

?



(What's on yours?)

There's a raft of laughter on TV in their area tonight, and they've got it firmly on their minds. They're not going to miss it!

For "I Married Joan", with Joan Davis and Jim Backus, is *now available* . . . a natural for the whole family to watch . . . including the family breadwinner, who's had to miss the day-time showings up to now.

Nothing sells better than laughter — and here are 98 wacky and ingeniously-plotted segments cram-packed full of laughs. Watch 'em, clock 'em —there's a laugh a minute!

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DALLAS, TEXAS, 2204-06 Commerce St.
GREENSBORO, N. C., 3207 Friendly Road

For night-time showing . . . for strip showing . . . "I Married Joan" is a honey of a show, just right to make sponsors in your area awaken with interest.

Call your Interstate Television representative about "I Married Joan" now!

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CHICAGO, ILL., Allied Artists Pictures Inc., 1250 S. Wabash Avenue
TORONTO, CANADA, Sterling Films Ltd., King Edward Hotel

Tv Program Services CONTINUED

Midwest Film Studios. 6808 N. Clark St. Chicago 26, Ill. Sheldrake 3-1233. Alfred K. Levy, production mgr.
Services: PLP; PFC; slides, slidefilms, film strips and motion pictures for advertising; public relations, training, information, sales promotion.

Milner Productions Inc. 3800 Liberty Heights Ave. Baltimore 15, Md. Mohawk 4-4221. Ervin M. Milner, pres.

Washington 1, D. C.: 714 9th St. N. W. Sterling 3-4650. Ed Hopper, district mgr.

Services: PFP; PFC; commercial radio spot productions; musical jingles.

Mizrachi Women's Organization of America. 212 4th Ave., New York 3, N. Y. Gramercy 7-4720. Marc Siegel, national public relations director.
Services: PFP.

Mode-Art Pictures Inc. 1022 Forbes Ave., Pittsburgh 19, Pa. Express 1-1846. James L. Baker, pres.

Cleveland 13, Ohio: W. 9th and Superior. Superior 1-3333. Donald C. Jones, vp.

Hollywood 28, Calif.: 6963 Sunset Blvd. Hollywood 4-3183. Frederick K. Rockett, West Coast representative.
Services: PFC.

Modern Tv (division of Modern Talking Picture Service Inc.), 3 E. 54th St., New York 22, N. Y. Plaza 8-2900. Ralph J. Del Coro, tv mgr.

Atlanta 8, Ga.: 714 N.W. Spring St. Trinity 5-5666. James McPoland, mgr.

Chicago 11, Ill.: 216 E. Superior St. Superior 7-9585. Calla McLellan, mgr.

Dallas 7, Tex.: 1308 Slocum St. Riverside 2-4196. E. O. Gilstrap, mgr.

Kansas City 11, Mo.: 3718 Broadway. Logan 1-1298. Fontaine Kincheloe Jr., mgr.

New York 23, N. Y.: 21 W. 60th St. Judson 6-5530. Rose Lee, mgr.

San Francisco 5, Calif.: 444 Mission St. Yukon 2-1712. Phillip Di Meo, mgr.

Washington 6, D. C.: 927 19th St. N.W. Sterling 3-6611. William Gallagher, mgr.

Services: DFS; tv packages of free public relations films in 13-week series.

Modern Teleservice Inc. 219 E. 44th St., New York 17, N. Y. Oxford 7-2753. J. R. Riténour, pres.

New York 17, N. Y.: 219 E. 44th St. Oxford 7-2753. Jack Boyet, mgr.

Chicago 11, Ill.: 237 E. Ontario. Delaware 7-3781. Peter Markovich, mgr.

Hollywood 38, Calif.: 7031 Melrose Ave. Webster 2-5674. John Lipsky, mgr.

Services: traffic and distribution service of television film programs, spot commercials and procurement of positive and negative film elements.

Moran Film Co. P. O. Box 808, Phoenix, Ariz. Alpine 4-1335. George A. Moran, pres.

Branch Office:
Hollywood 38, Calif.: 1040 N. Las Palmas. Hollywood 7-3111. George A. Moran, pres.

Services: PLC; DFS; PFC.

Dwight Morris Motion Picture Productions & Lab. 1611 S. Boston, Tulsa 19, Okla. Diamond 3-6424. Dwight Morris.

Services: PFP; PFC; processing and duplicating 16mm motion picture film; sound-on-film recording.

Nelson Morris Productions Inc. 11 E. 48th St., New York 17, N. Y. Plaza 3-1434. Nelson Morris, pres.

Services: PFP.

Carlton E. Morse Enterprises Inc. 1680 N. Vinc St., Hollywood 28, Calif.: Thornwall 5-7000. Carlton E. Morse, pres.

Services: PLP; PFP; script writing; live and recorded programs.

Morton Productions. 64 E. Lake St., Chicago 1, Ill. Central 6-4144. Morton Jacobson, pres.

Services: PFP.

Motion Pictures For Industry. 2543 Kelton Ave. Los Angeles 64, Calif. Brighton 0-4757. Harry O. Hoyt, pres.

Services: PFP; PFC; organization and preparation of scripts for industrial, documentary and institutional film shows; spots; producer of tv series.

Motion Picture Service Center Ltd. Biltmore Hotel, Honolulu, T. H. 996432. Ed Carlson, Pres.

Services: PLP; PFP; PLC; PFC; location service; 750 amp generator; lighting equipment; casting; writing; music; film editing.

Movielab Film Labs Inc. 619 W. 54th St., New York 19, N. Y. Judson 6-0360. Frank S. Berman, production mgr.

Services: 16mm and 35mm monochrome and color commercial first print motion picture film laboratory; vaults, cutting rooms and screening facilities.

MPA-Service Co. (Motion Picture Advertising Service Co.), P. O. Box 550, New Orleans, La. JA 5-2253. C. J. Mabry, pres.

Services: PFP; PFC; DFS.

MPO Television Films Inc. (MPO Productions Inc.), 15 E. 53rd St., New York 22, N. Y. Murray Hill 3-7830. Judd L. Pollock, pres.

Branch Offices:
Detroit 2, Mich.: 6560 Cass Ave. Trinity 2-2280. Ross M. Sutherland.

N. Hollywood, Calif.: 4110 Radford Ave. Poplar 6-9579. Mel Dellar.

Services: PFC; producers of live industrial shows and industrial films.

Mundell Productions. 4207 Gaston Ave., Dallas 10, Tex.: Taylor 1-0770. Jimmie Mundell, managing director.

Services: PFP; PFC; production-distribution of sponsored newsfilm releases, regional and national.

N

Nassour Studios Inc. 8460 W. 3rd St., Los Angeles 48, Calif.: Olive 3-0400. Edward Nassour, vp.

Services: PFP; PFC; studio and equipment for tv-theatre films.

National Film Board of Canada. Canada House, 580 5th Ave., New York 19, N. Y. Judson 6-2400. J. W. Cosman, U. S. representative.

Services: DFS; distributor of own tv films.

National Film Board of Canada. 3255 Cote de Liesse Rd., Montreal 3, Quebec, Riverside 7-5511. Dean Smith, tv representative.

New York 19, N. Y.: 680 3th Ave., Judson 6-2400. Lyall S. Stewart, representative.

Chicago 2, Ill.: 111 N. Wabash Ave. Franklin 2-1251. Robert Monteith, representative.

London, W.L., England: Colquhoun House, Broadwick St. Gerrard 6394. Carl Lochman, European representative.

Services: PFP; DFS; distributor of short film subjects for tv.

National Film Studios. 105 11th St., S. E., Washington 3, D. C. Lincoln 6-8822. F. William Hart, vp-treas.

Services: PFP; PFC; rental of motion picture production equipment and stage facilities.

National Religious Broadcasters (affiliated with National Assn. of Evangelicals) 3558 S. Jefferson Ave., St. Louis 18, Mo. Dr. Eugene R. Bertermann, pres; Rev. T. F. Zimmerman, 1st vp; Dr. Earl P. Paulk, 2nd vp; Dr. Quentin J. Everest, secretary; Dr. T. W. Williamson, treasurer; Dr. Theodore H. Eisner, chairman, public relations.

National Screen Service Corp. (Tv & Industrial Films Div.), 509 Madison Ave., 1600 Broadway, New York 22, N. Y. Circle 6-3700. Robert L. Gruen, vp in charge.

Studios:
Hollywood 38, Calif.: 7026 Santa Monica Blvd. Hollywood 5-3136. Den Ashe.

London, England: Soho Square. Antony Haynes.

Services: PFC; producer of industrial films.

National Studios. 42 W. 48th St., New York 36, N. Y. JU 2-1926. Sunny Rosenberg, production mgr.

Services: lantern slides, balloons or telops, flip cards, crawls, art, hot press (for tv), commercial photography, contact prints in quantity, enlargements, color prints, transparencies, 35mm film strips.

National Telefilm Assoc. Inc. 10 Columbus Circle., New York 19, N. Y. Judson 2-7300. Ely A. Landau, chm of bd.

Branch Offices:
Los Angeles, Calif.: 8721 Sunset Blvd. Olympia 2-7222. Berne Tabakin, vp.

Chicago, Ill.: 612 N. Michigan Ave. Michigan 2-5581. E. Jonny Graft, vp.

Services: PLP; PFP; DFF; DFS; network service via NTA Film Network; theatrical releases via NTA Pictures, Inc.; non-theatrical releases.

National Television Films. 300 W. 3rd St., Charlotte 1, N. C. Edison 4-6426. J. Francis White, pres.

Services: DFS; DFF.

Harriett Babcock Neill. 217 E. 26th St., New York 10, N. Y. Murray Hill 4-6447.

Services: ventriloquists' dummies, marionettes, puppets, stop action figures; miniature props.

Nelco Productions. 405 E. 63rd St., New York 21, N. Y. Templeton 8-9178. Maggi Nelson, executive producer.

Services: PFP; PFC; PLC; PLP.

Ted Nemeth Studios. 729 7th Ave., New York 19, N. Y. Circle 5-5147. Ted Nemeth, producer.

Services: PFP; PFC; film production facilities and services for tv films and commercials.

Byron Nelson Golf. 20 N. Wacker Drive, Chicago 6, Ill. Central 6-8955. Alfred D. LeVine, sales mgr.

Branch Office:
Wichita Falls, Tex.: 1900 Bluff Street. Charles E. King.

Services: PFP; DFS; golf instruction films.

Neuro Film Corp. 846 7th Ave., New York 19, N. Y. Plaza 7-5322. Leland M. Haas, vp-executive producer.

Services: PFP; PFC; editorial; musical scoring; recording; re-recording; optical transfer; consultation.

Oliver W. Nicoll Productions. 37 W. 46th St., New York 36, N. Y. Judson 2-5130. Oliver W. Nicoll, executive director.

Services: PLP; PFP; live and film package tv shows; tv talent, tv scripts; consultation.

Fred A. Niles Productions Inc. 22 W. Hubbard St., Chicago 10, Ill.: Superior 7-0760. Fred A. Niles, pres.

Branch Office:
Hollywood 28, Calif.: 5530 Sunset Blvd. Hollywood 3-8154. Dan Norton, sales mgr.

Services: PFP; PFC; DFS: storyboards, commercials, live action, animation, sound facilities, syndicated commercials; sales training programs; public relations, industrial and product training films; slidefilms.

North American Television Productions Inc. 222 E. 46th St., New York 17, N. Y. MU 7-2913. R. M. Glucksman.

Services: PFP; DFS; sport films library, newsreels and documentaries.

Northern Motion Picture Labs. Ltd. 10 Dell Park Ave., Toronto 19, Ontario. Russell 3-5603. S. L. Clemson, pres.

Services: 16mm monochrome and color printing; processing; 35mm reduction printing; editing, sound services.

Northwestern Recording Inc. 411 S.W. 13th Ave., Portland 5, Ore. Capitol 3-4107. Robert M. Lindahl, pres.

Services: production of motion pictures for tv or industrial use.

O

Oberline Inc. P. O. Box 921, Beverly Hills, Calif. Crestview 6-2726. Oliver Berliner, pres.

Services: PFP; PLP; audio recording service; studio audio system engineering service.

Odyssey Productions Inc. 439 Madison Ave., New York 22, N. Y. Plaza 1-6760. Milton A. Fruchtman, vp in charge of production.

Services: PFP; PFC.

Lilian Okun. 165 E. 35th St., New York 16, N. Y. Murray Hill 3-5354. Lilian Okun, pres.

Services: PLP.

Omega Productions Inc. 1960 W. Dorchester St., Montreal 25, Quebec. WE 7-3525. Pierre Harwood, vp.

Services: PFP; PFC; educational, industrial, sales promotion, theatrical and television films.

Onyx Pictures Corp. 60 W. 46th St., New York 36, N. Y. Plaza 7-7417-18. Sam Lake, pres.

Services: DFF; DFS.

John Ott Pictures Inc. 85 Hibbard Rd., Winnetka, Ill. Hillcrest 6-5126. John Ott, pres.

Services: PLP; PLC; DFS; PFC; PFP; time-lapse photography.

Del Owen Productions. 333 N. Michigan Ave., Chicago 1, Ill. Franklin 2-1311. Delos Owen, pres.

Services: PLP; DFF; PFC; PLC; creators-producers of tv-radio spots, slugging commercials and jingles; directors of sales conventions, trade shows, dramatized sales presentations, industrial theatrical productions and business fairs.

Harry Owens Television Productions. 6710 Melrose Ave., Hollywood 38, Calif. Webster 9-1491. Homer O'Donnell, vp.

Services: PFP; PFC.

P

Packaged Programs Inc. 634 Penn Ave., Pittsburgh 22, Pa. Grant 1-4756. M. E. Fierst, gen mgr.

Services: PFP; PFC; sound studios; film processing, printing and editing.

Lindsay Parsons Productions Inc. 3459 Cahuenga Blvd., Hollywood 28, Calif.: Hollywood 9-3641. Lindsay Parsons, pres.

Services: PFP; PFC.

Paramount Television Productions, Inc. 5800 Sunset Blvd., Hollywood 28, Calif. Hollywood 9-3181. James A. Schulke, vp in charge.

Branch Office:
New York 36, N. Y.: 1591 Broadway. Bryant 9-5700. Paul Raibourn, pres.

Services: PLP; PLC; PFP.

Paul Parry Productions Inc. 7417 Sunset Blvd., Hollywood 46, Calif. Hollywood 7-4774. Paul Parry, pres.

Services: PFP; PFC; producer of theatrical, sales promotion, sales training, and documentary films.

Pathoscope of America, Inc. 10 Columbus Circle, New York 19, N. Y. Plaza 7-5200. Edward J. Lamm, pres.

Branch Office:
Long Island City 1, N. Y.: 21-29 45th Rd. Stillwell 4-3053. John K. Ball, studio mgr.

Services: PFC; producers of documentary, industrial and educational films.

Ray Patin Productions. 6650 Sunset Blvd., Los Angeles 28, Calif. Hollywood 2-1147. Ray Patin, pres.

Services: PFC; producers of live and animated commercials.

Peerless Film Processing Corp. 165 W. 46th St., New York 36, Plaza 7-3630. Kern Moyse, pres.

Services: treatments to safeguard new prints, stretch shrunken negatives and to protect original prints; film cleaning, inspection, reconditioning; film distribution and library servicing; film shipping service to tv stations; distributor of reels, cans, shipping cases.

Pelican Films, Inc. 46 W. 46th St., New York 36, N. Y. Circle 6-1751. Thomas J. Dunford, pres.

Services: PFC; sales promotion; public relations; animated and live action films.

Tony Petri Studios. 144 Westminster St., Providence 3, R. I. Gaspee 1-9242. Tony Petri, pres.

Services: PFP; PFC; producer of industrial and sales films.

Photo-Art Commercial Studios. 420 S. W. Washington St., Portland 4, Ore. CA 7-5411. Claude F. Palmer, pres.

Services: PFC; 16mm film services; still services.

Pintoff Productions. 64 E. 55th St., New York 22, N. Y. EL 5-1431. Ernest Pintoff, pres.

Services: PFC; facilities for production of animated and live action commercials; industrial and public relations films.

Pix Enterprises. 12148 Hillside St. Studio City, Calif. Poplar 2-9173. George Grenville, production supervisor.

Services: PFC; producers of industrial and documentary films.

Playhouse Pictures. 1401 N. La Brea Ave. Hollywood 28, Calif. Hollywood 5-2193. Adrian Woulery, pres.

Chicago 1, Ill.: 360 N. Michigan Ave. State 2-3686. Peter Del Negro, sales executive.

New York, N. Y.: 18 E. 50th St. Plaza 1-2500. Services: PFC; animated films for business, entertainment, public relations and television; production.

Polaris Pictures Inc. 5859 W. 3rd St., Los Angeles 36, Calif.: Webster 8-2131. Perry King, pres.

Services: PFP; PFC; creators and producers of sponsored documentary, public relations, training, educational and technical motion pictures.

W. A. Pomeroy & Assoc. Inc. 300 Townsend, Lansing 23, Mich. JV 9-2200. W. A. Pomeroy, pres.

Detroit 26, Mich.: 424 Book Building. Woodward 1-9085. W. A. Pomeroy, pres.

Services: DFF; DFS.

Post Pictures Corp. 171 E. Post Rd., White Plains, N. Y. WH. 6-8161. Harry A. Post, pres.

Services: DFS.

Andy Potter-Stereo-Tv Productions. 5746 Sunset Blvd., Hollywood 28, Calif. Hollywood 7-9913. Andy Potter, owner.

Services: PLP; PFP; producer of live stereophonic am-tv programs; stereophonic film and tape am-tv programs.

Jules Power Productions Inc. 612 N. Michigan Ave., Chicago 11, Ill. DE 7-7422. Bernard I. Miller.

New York 19, N. Y.: 35 W. 52nd St. Circle 5-3260. Jules Power.

Services: PLP.

Leland Powers School Inc. 31 Evans Way, Boston 15, Mass. Aspinwall 7-2900. Haven M. Powers, pres.

Services: Radio-tv personnel and talent.

Premier Pictures Co. 60 W. 46th St., New York 36, N. Y. Plaza 7 7417-8. Sam Lake, pres.

Services: DFF; DFS.

Princess Pictures Inc. 11 W. 42nd St., New York 36, N. Y. Longacre 3-7560. Burt Balaban, pres.

Services: PFP; producers of institutional, documentary and theatrical feature films.

Producers Film Studios 540 N. Lake Shore Dr., Chicago 11, Ill. Whitehall 3-1440. Jack H. Lieb, pres.

Miami Beach 54, Fla.: 10251 E. Bay Harbor Drive. Union 6-3009. Jack H. Lieb, pres.

Services: PFP; PFC; DFS; producers of sound-on-film for industry, tv, training, educational and safety use; creators of travel film sales programs; sound slidefilms; 16mm-35mm sound and camera equipment; sound stages, cutting; projection; interlock, lighting and music library facilities; optical and magnetic sound, both 16mm and 35mm.

Production Center Inc. 221 W. 26th St., New York 24, N. Y. Oregon 5-2211. Himan Brown, pres.

Services: PFP; PFC.

Project-O-Fex Inc. 535 5th Ave., New York 17, N. Y. MU 7-1881. Paul F. Adler, pres.

Services: PFC; producers of strip film; live tv commercials; sales meetings.

Pyramid Productions Inc. 221 W. 57th St., New York 17, N. Y. JU 6-7040. Leonard Loewinthal, pres.

Services: PLP; PFP.

Q

Quality Films Inc. 1040 N. Las Palmas, Los Angeles 38, Calif. Hollywood 7-3111. Charles Weintraub, pres.

Services: DFF.

Quartet Films Inc. 8490 Melrose Ave., Hollywood 46, Calif. Olive 3-4466. Art Babbitt, pres.

San Francisco 4, Calif.: 9 Sutter St. Yukon 2-0840. Malcolm Dewees.

Services: PFC; motion picture animation for tv and industrial films.

R

Radio-Video Programme Producers. 1440 W. St. Catherine St. Montreal, Quebec. University 6-8751. Paul L'Anglais, pres.

Services: producer of tv films in France; adaptor of English features and commercials into French.

Rarig Motion Picture Co. 5510-14 (University Way. Seattle 5, Wash. Lakeview 2-0707. Max H. Rarig, pres.

Services: PFP; PFC; public relations, sales promotion and training films; finishing department, music library, 16mm editing and recording; animation, writing script and narration.

Ray & Berger. 5938 Sunset Blvd. Hollywood 28, Calif. Hollywood 2-4202. Howard Ray and Jack Berger, partners.

Services: prizes for giveaway, quiz shows and station promotions.

RCA Recorded Program Services (RCA Victor Record Div.). 155 E. 24th St., New York 10, N. Y. Murray Hill 9-7200. A. B. Sambrook, mgr.

Chicago 11, Ill.: 445 N. Lake Shore Drive. Whitehall 4-3693. W. F. Reilly, central division mgr.

Hollywood 38, Calif.: 1016 N. Sycamore Ave. Oldfield 4-1660. W. C. Gartland, western representative.

Atlanta, Ga.: Rhodes-Havert Bldg. Jackson 4-7703. W. D. Cochran, southeastern representative.

Dallas 35, Tex.: 7901 Empire Freeway. Fleetwood 2-3911. John Alves, southwestern representative.

Nashville, Tenn.: 800 S. 17th Ave. Alpha 5-6991. Jack Dill, east central representative.

Services: producer-distributor of tv films.

Rebel Randall Productions. 8255 Beverly Blvd., Hollywood 48, Calif. Webster 3-8133. Rebel Randall, sales vp.

Palm Springs, Calif.: 32132 Rancho Vista Drive. Fairview 8-2702. T. W. Brandes, pres.

Services: PFP; PJP.

Reela Films Inc. 17 N.W. 3rd St., Miami, Fla. J. van Hearn, mgr.

Services: 16mm and 35mm monochrome motion picture processing; sound recording studio; kinescope for rent.

tion picture processing; sound recording studio; kinescope for rent.

Regis Films. 1637 N. Cole Ave., Los Angeles 38, Calif.: HO 5-5171. Lee A. Orgel, vp in charge of sales.

Chicago 11, Ill.: 612 N. Michigan Ave. Michigan 2-1179. Robert B. McKenna, mgr of mid-west operations.

New York 22, N. Y.: 8 E. 32nd St. Plaza 5-4807. Verne W. Behnke, eastern operations mgr.

Services: DFF; DFS.

Republic Television Features. 64 E. Lake St., Chicago 1, Ill. State 2-0460. Capico Kapps, pres.

Services: PLP; PFP; DFF; PFC; DFS; PLC.

Revus Productions Inc. 4024 Radford Ave. N. Hollywood, Calif. Poplar 6-4151. Alan J. Miller Sr., vp.

Services: PFP; PFC.

Stuart Reynolds Productions. 195 S. Deverly Dr., Beverly Hills, Calif. CR. 4-7863. Stuart Reynolds, owner.

Services: PFP.

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Tv Program Services CONTINUED

Rights Assoc. Inc. 485 Lexington Ave., New York 17, N. Y. Max Lerner, pres.

Services: packagers of tv shows; literary agent.

Walter A. Rivers & Assoc. 125 Hyde St., San Francisco 2, Calif. SU. 1-1284. Walter A. Rivers, owner.

Services: PFP; PFC; producer of industrial motion pictures for sales promotion, personnel training, documentaries.

Riviera Productions. 29 Miraleste Plaza, San Pedro, Calif. Terminal 1-3131. F. W. Zens, executive producer.

Milwaukee 14, Wis.: 230 N. Westmoor Blvd. Sunset 2-8815. Robert Zens, midwest representative.

Cleveland, Ohio: 566 Birch Dr. Redwood 1-6074. Pat Rancatt, eastern representative.

Services: PFP; PFC; DFS; producer of business, industrial, sales, advertising, medical, religious, travel, and promotional motion pictures; rental facilities for sound recording, production, editing; musical and sound effects libraries; writing staff; production facilities.

RKO Teleradio Pictures Inc. (WOR Recording Div.). 1440 Broadway, New York 18, N. Y. Longacre 4-8000. John B. Hayes, WOR recording division mgr.

Services: sound and videotape recordings; duplicates, masters and pressings.

Hal Roach Studios. 8822 W. Washington Blvd., Culver City, Calif. Texas 0-3341. Hal Roach Jr., pres.

New York 19, N. Y.: 729 7th Ave. Circle 6-4135. Herbert R. Gelbspan, vp.

Services: PFP; PFC.

Richard S. Robbins. 163 Bleecker St., New York Spring 7-2568.

Services: Merchandising, prizes, contests, special promotions and productions.

Roffman Associates. 675 West End Ave., New York 25, N. Y. Riverside 9-3647. Maurice Roffman, chmn of hd.

Los Angeles, Calif.: 7755 Hollywood Blvd. Alan Winston, division mgr.

Philadelphia, Pa.: 5229 Belmar Terrace, Sara Colton, division mgr.

Services: PLP; PFP; DFF; PFC; DFS; PLC; talent representative; supply talent, lecturers and experts of all types; public relations, publicity and promotion; supply products for prizes, and contest ideas.

Rocket Pictures Inc. 6108 Santa Monica Blvd., Los Angeles 29, Calif. HO. 7-7131. Harlow Wilcox, executive vp.

Services: PFC.

Robab Studios. Walnut Tree Hill, Sandy Hook, Conn. Garden 6-2466 Henry Roger.

Services: PLP; PFP; PFC; rent of sound stage, camera service, sound service, set design and construction; special effects.

Roquemore Films. P. O. 44 Mt. Vernon Blvd., Hamburg, N. Y. Frontier 3876. Everett E. Roquemore, director.

Buffalo, N. Y.: 42 Pearl St. MO. 3512. E. E. Roquemore, director.

Services: PFP; PFC; producers of industrial, sales, advertising, educational and tv motion pictures; slidefilms.

Milt Rosner Agency. 9110 Sunset Blvd., Hollywood 46, Calif. Crestview 6-7023. Milt Rosner, owner.

Services: PLP; PFP; talent representation (actors, directors, writers, producers)

Ross-Danzig Productions. 6331 Hollywood Blvd., Hollywood 28, Calif. Hollywood 2-6464. Frank K. Danzig, partner.

Services: PFP; PLC; PLP.

Cy Roth Productions. 1225 S. Hudson Ave., Los Angeles 19, Calif. Webster 5-2895. Cy Roth, producer.

Services: PFP; DFS; DFF.

Art Rush Inc. 357 N. Canon Dr., Beverly Hills, Calif. Crestview 4-6341. W. Arthur Rush, pres-owner.

Services: PLP; PFP.

Jack Russell & Assoc. 203 N. Wabash Ave., Chicago 28, Ill. State 2-2318. Jack Russell, pres.

Services: PLP; PLC; DFS; talent.

S

Sam Samuels. 1564 Broadway, New York 36, N. Y. Judson 6-9012. Sam Samuels.

Services: PLP; talent; scripts.

James L. Saphier Agency Inc. 9538 Brighton Way, Beverly Hills, Calif. Crestview 1-7231. James L. Saphier, pres.

Services: PLP; PFP.

Sarra, Inc. 200 E. 56th St., New York 22, N. Y. Murray Hill 3-0035. Valentino Sarra, pres.

Chicago 11, Ill.: 16 E. Ontario St. Whitehall 4-3151. Robert Foster, mgr.

Services: PFC; producer of filmed tv commercials; live action; animation; stop motion; motion pictures and sound slide films monochrome and color.

Saturn Films Inc. 1225 S. Hudson Ave. Los Angeles 19, Calif. Webster 5-2895. Cy Roth, pres.

Services: PFP; DFF; overseas production; completion guarantees for tv and feature films.

Robert Saudek Assoc. Inc. 635 Madison Ave., New York 22, N. Y. Plaza 1-6750. Robert Saudek, pres.

Services: PLP; PFP.

Walter Schwimmer Inc. 75 E. Wacker Dr., Chicago 1, Ill. Franklin 2-4392. Walter Schwimmer, pres.

New York 22, N. Y.: 527 Madison Ave. Eldorado 5-4616. Jack Arden, office mgr.

Services: DFS; tv-radio package programs.

Scope Inc. 146 Almeria, Coral Gables, Fla. Highland 4-7202. Michael Brown, executive vp.

Williams Bay, Wis.: 94 Conference Point Rd. Circle 5-5743. M. E. Mogg, midwest representative.

Services: PFP; PFC; DFS; air conditioned studios, remote facilities, truck.

Screencraft Pictures Corp. 15 W. 44th St., New York 36, N. Y. Murray Hill 7-5011. Edward Berkson, pres.

Services: PFP.

Screen Gems Inc. 711 5th Ave. New York 22, N. Y. Plaza 1-4432. Ralph M. Cohn, pres.

New York 22, N. Y.: 711 5th Ave. Plaza 1-4432. Ben Colman, eastern sales mgr.

Chicago, Ill.: 230 N. Michigan Ave. Franklin 2-5595. Stanley Dudelson, midwestern sales mgr.

Detroit, Mich.: 709 Fox Theatre Bldg. Woodward 1-3979. William Young, north central sales mgr.

Miami, Fla.: 8801 N. Bayshore Dr. Plaza 4-3686. Frank Stone, southern sales mgr.

Houston, Tex.: 1502 Latexo Dr. Overland 6-1677. Frank Parton, southwestern sales mgr.

Hollywood, Calif.: 1334 N. Beachwood Dr. Hollywood 2-3111. Richard Dinsmore, western sales mgr.

London W.1, England: 142-150 Wardour St. Gerard 4-321. John B. Cron.

Mexico D. F., Mexico: Apartado Postal 911, Insurgentes #263, Mexico City 1-18804. John Manson.

Toronto, Ontario: 102-108 Peter St., Empire 8-8643. Lloyd Burns.

Services: PFP; DFF; PFC; DFS.

Sesac Inc. 10 Columbus Circle, New York 19, N. Y. Judson 6-3450. Paul Heinecke, pres.

Services: PFP.

William R. Sheekey. 150 Broadway, New York, N. Y. Cortlandt 7-2913. William R. Sheekey, owner.

Services: DFS; "Pearl White" serials produced by Pathe in 1917

Shilin Film Service Corp. 450 W. 56th St., New York 19, N. Y. Plaza 7-1270. Ruth S. Shilin, pres.

Services: DFS.

Simmel-Meservey Inc. 6113 W. Pico Blvd., Los Angeles 35, Calif. Bradshaw 2-3874. Louis C. Simmel, pres.

Services: PFP; DFS.

Al Simon Productions. 1040 N. Las Palmas, Hollywood 38, Calif. Hollywood 4-2141. Al Simon, pres.

Services: PFP; PFC.

Sixteen Screen Service Co. 6710 Melrose Ave., Hollywood 38, Calif. Webster 9-1491. Homer O'Donnell, owner.

Services: PFP; PFC.

Skibo Productions Inc. 165 W. 46th St., New York 36, N. Y. Plaza 7-2265. Patrick E. Shanahan, pres.

Services: distributor of short subject films.

Sleeping Giant Films Inc. 3019 Dixwell Ave., Hamden, Conn. New Haven CII. 8-3236. David K. Harris, pres.

Services: PFP; PFC; PLP; PLC; film processing; editorial services; studio rental; scripting; slide film production; production assistance.

Fletcher Smith Studios Inc. 319 E. 44 St., New York 17, N. Y. Murray Hill 5-9010. Fletcher Smith, pres.

Services: PFP; PLC; PFC; producer of industrial films.

Walter Harrison Smith Productions Inc. 136 E. 57 St., New York 22, N. Y. El 5-7212. Walter Harrison Smith, pres.

Services: PLP; PFP; PFC; distributor of free informational films.

Warren E. Smith Inc. 210 Temple St., Pittsburgh 13, Pa. Museum 3-6300. Warren E. Smith, pres.

Washington 8, D. C.: 1001 Connecticut Ave. Republic 7-7990. Ray Krouse.

Services: PFP; PFC; DFS; animation; 16mm laboratory; sound stages; music library; closed circuit tv; Telecam; radio spot production.

Joseph I. Sonnenreich. 205 W. 89th St., N. Y. 24, N. Y. Susquehanna 7-1797. Joseph I. Sonnenreich.

Services: PLP.

Soundac Productions Inc. 2133 N. W. 11th Ave., Miami 37, Fla. Franklin 4-2655. Robert D. Buchanan, pres-gen mgr.

Services: PLP; PFP; PFC; producer of film series for syndication; animation production; consultants to advertising agencies in ad campaign creation and planning; Spanish language commercials and film series.

Sound Masters Inc. 165 W. 46th St., New York 36, N. Y. Plaza 7-6600. Francis Carter Wood Jr. pres.

Services: PFP; PFC; producer of industrial motion pictures of all types; sound recording studio services for motion pictures; sale of repeater projectors.

Southern Baptist Convention (Radio-Tv Commission). 6243 Camp Bowle Blvd., Fort Worth 16, Tex. Pershing 8-2158. Paul M. Stevens, executive secretary-director.

Services: PFP; DFS.

Southwest Film Lab. Inc. 3024 Fort Worth Ave. Dallas 11, Tex. Whitehall 6-2184. Jack A. Hopper, vp.

Services: PFP; PFC; laboratory and producers' services for 16mm color and monochrome productions.

Spotlite News Inc. 607 N. La Brea Ave., Los Angeles 36, Calif. Webster 8-2191. Algernon G. Walker, executive director.

New York 36, N. Y.: 60 W. 46th St. Circle 5-0770. J. L. Siegal, pres.

Services: television newsfilm service; producers of public relations and documentary films.

Spotlight Promotions. 1150 Sixth Ave., New York. Oxford 7-3323. Sydney J. DuBroff, gen mgr.

Services: Merchandise, prizes for tv shows.

Sportlite Inc. 20 N. Wacker Drive, Chicago 6, Ill. Central 6-8955. Alfred D. LeVine, gen mgr.

Orchard Lake, Michigan: 6150 Commerce Road, RFD #1. Jack VanCoevering.

Services: DFS; distributor of tv commercials; sports libraries.

Square Deal Pictures Corp. 297 Main St., Chappaqua, N. Y. Chappaqua 1-1900. Donn Marvin, vp.

Services: PFP; DFS.

Standard Radio Transcription Services Inc. 360 N. Michigan Ave., Chicago 1, Ill. State 2-5322. Olga Blohm, gen mgr.

Services: Must-Que spot library; sound effects.

Standard Television. 6040 Sunset Blvd., Hollywood 28, Calif. Hollywood 4-7571. Arthur Alexander, pres.

New York, N. Y.: 12 W. 72nd St., Trafalgar 3-5115. Larry Stern, vp.

Services: DFS.

Stanley-Marshall Productions. 1454 Peerless Pl. Los Angeles 35, Calif. CR 5-4279. John Jay Franklin, producer.

Hollywood, Calif.: 7904 Santa Monica Blvd., OL. 4-4144. Harvey Pergermint.

Services: PLP; PFP; PFC; PLC; DFS; stock shots of Hawaiian, western stock in color and monochrome; zoo subjects; Hawaiian skies, ocean scenes.

Sterling-Movies U.S.A. 6 E. 39th St., New York 16, N. Y. Murray Hill 3-6300. Charles F. Dolan, pres.

Chicago, Ill.: 100 W. Monroe. Financial 6-0155. Gordon Hempel, mgr.

Services: PFP; DFF; distributor of free public service films to tv stations; newsfilm.

Sterling Television Co. 6 E. 39th St., New York 16, N. Y. Murray Hill 3-6300. Nat Liebeskind, gen mgr.

Branch Offices:
Chicago, Ill.: 100 W. Monroe St., Financial 6-1918. Elliott Abrams, mgr.

Hollywood 28, Calif.: 6715 Hollywood Blvd. Hollywood 4-6111. Alan Gleitsman, mgr.

Services: DFS; distributor of educational films to schools, churches.

Stock Shots to Order Inc. 113 W. 57th, New York 19, N. Y. Circle 6-0690. Raymond A. Phelan, mgr.

Services: PFC; background footage; inserts and rear projection material, 16mm and 35mm, sound and silent monochrome and color; stock film library.

Stockdale & Co. (Photo Tech Lab.). 729 W. 6th St. S., Salt Lake City 4, Utah. Elgin 5-5511. Charles L. Stockdale, pres.

Services: PFP; PFC.

Mike Stokey Enterprises Inc. 4202 Benedict Canyon Drive, Sherman Oaks, Calif. State 4-0458. Mike Stokey, pres.

New York 19, N. Y.: 40 W. 55th St. Circle 7-2266. Mike Stokey, pres.

Services: PLP.

Irv Stoll Co. Inc. 2821 Gunkel Blvd., Toledo 5, Ohio. Greenwood 5-3385. Irwin C. Stoll, pres.

Services: PFP; PLP; PLC.

Storyboard Inc. 10 W. 74th St., New York 23, N. Y. Trafalgar 3-7207. John Hubley, pres.

Services: producers of animated films and animated film commercials.

John G. Stratford Film Corp. 113 W. 57th St., New York 19, N. Y. Judson 6-7390. John G. Stratford, pres.

Services: PFP; PFC; DFS; production sequence library and stock shot footage.

Wilbur Streech Productions Inc. 135 W. 52nd St., New York 19, N. Y. JU 2-3816. Wilbur J. Streech, pres.

Services: PFC; creation and production of commercials; animation; industrial, public relation and slide films.

Strickland Films Inc. 220 Pharr Rd., N.E., Atlanta 5, Ga. Cedar 3-5317. C. L. Strickland, pres.

Services: PFP; PFC; laboratory services and sound recording.

Sturgis-Grant Productions Inc. 322 E. 44th St., New York 17, N. Y. Murray Hill 9-4994. Benedict Magnes, vp.

Services: PFP; PFC; educational, scientific, medical films and filmstrips; documentaries, public relations, industrial films; animation department.

Bill Sturm Studios Inc. 723 7th Ave., New York 19, N. Y. Judson 6-1650. Orestes Calpini, creative head-secretary.

Branch Office:
New York 3, N. Y.: Kineo-Graphics Inc., 8 E. 12th St. Judson 6-1650. William A. Sturm, creative head-secretary.

Services: PLC; PFC; live action, stop motion, animation, animated stop-motion Animkins; educational, training, industrial films.

Sun Dial Films Inc. 341 E. 43rd St., New York 17, N. Y. Murray Hill 6-2046. Samuel A. Datlowe, pres.

Services: PFC; educational, scientific and public relations films.

Sunshine Films 225 S. 4th St., St. Petersburg 1, Fla. 7-7701. Jo Frohock.

Services: DFF; distributor for St. Petersburg Chamber of Commerce, producers of color-monochrome, educational and feature films.

John Sutherland Productions Inc. 201 N. Occidental Blvd., Los Angeles 26, Calif. Dunkirk 8-5121. John Sutherland, pres-gen mgr.

Branch Office:
New York 22, N. Y.: 136 E. 55th St. Plaza 5-1875. MacDonald MacPherson, vp.

Services: PLC; PFC; producer of industrial, documentary and public relations films for industry.

Syndicated Films. 1022 Forbes St., Pittsburgh 19, Pa. Express 1-1846. Charles O. Connell, gen mgr.

Services: DFS; free educational film service.

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Technisonic Studios Inc. 1201 Brentwood Blvd., St. Louis 17, Mo. Parkview 7-1053.

Services: sound recording studios; sound stage; 35mm and 16mm motion picture production; record processing and pressing.

Telecine Film Studios Inc. 100 S. Northwest Highway, Park Ridge, Ill. Talcot 3-1418. Byron L. Friend, pres.

Branch Office:
Burbank, Calif.: 830 N. Myers, Thornwall 2-6463. Henry Ball.

Services: PFP; PFC; film effects (stock film) library, sound facilities, rent studio and facilities, sound effects and music library.

Telefilm of Canada. 130 Carlton St., Toronto, Ontario, WA. 2-3163. Richard Rosenberg, gen mgr.

Services: DFF; DFS; programming for stations.

Telemat. 433 S. Fairfax Ave., Los Angeles 36, Calif. Webster 3-5731. Alan Wise; Dan Gertsman, partners.

Branch Offices:
New York, N. Y.: 1600 Broadway. Circle 6-5760. Burton Robbins, vp.

Services: PFC; producer of syndicated animated cartoons.

Telemated Motion Picture Productions. 70 E. 45th St., New York 17, N. Y. Murray Hill 6-8923. Saul S. Taffet producer-director.

Services: PFC; program main-titles; special effects on film; animation and live action inserts; industrial, educational, sales promotional films.

Telemount Pictures Inc. P. O. Box 1106, Santa Monica, Calif. Henry B. Donovan, producer.
New York 22, N. Y.: 509 Madison Ave. Ira Gottlieb, executive vp.

Services: PFP; PLC; PFC; color telefilms.

Telenews (Hearst-Metro News Inc.). 235 E. 45th St., New York 17, N. Y. MU 2-5600. Robert H. Reid, gen sales mgr.

Services: PFP; DFS; newsfilm; sports; news review; farm-fashion newsreel; special assignments; stock footage.

Tele-Películas Independientes De Mexico, S.A. De C.V. Ave. Insurgentes SUR #194, Mexico 7, D.F. Mexico. 25-12-04. W. T. Clemons, pres.

Branch Offices:
New York 22, N. Y.: 510 Madison Ave. Eldorado 5-5633 W. T. Clemons, pres.

Services: PFP; PFC; PLC; PLP.

Telepix Corp. 1515 N. Western Ave., Hollywood 27, Calif. Hollywood 4-7391. Robert P. Newman.

Branch Offices:
Chicago 35, Ill.: 6620 Diversey Ave. Tuxedo 9-6636. Stanley F. Anderson, pres. Telepix-Anderson Inc.

New York 17, N. Y.: 420 Madison Ave. Paul Fitzpatrick Jr. Telepix of Hollywood.

Portland 4, Ore.: 704 Wilcox Bldg. Capitol 8-0151. H. S. Jacobson, sales representative, Telepix Corp.

Services: PFC; industrial, slide, educational films; stage facilities for production of television or feature films.

Telestars Films Inc. 509 Madison Ave. New York 22, N. Y. Murray Hill 8-0940. David Savage, executive vp.

Branch Offices:
Los Angeles, Calif.: 5501 Wilshire Blvd. Webster 9-2232. Julian Ludwig.

Dallas, Tex.: 10919 Aladdin Dr. Fleetwood 1-6380. Ken Rowswell.

Chicago 11, Ill.: 919 N. Michigan Ave. Whitehall 4-6956. Frank O'Driscoll.

Atlanta, Ga.: 3265 Greenglade Rd., N.E. Melrose 6-2903. Bill McDonald.

Pittsburgh 16, Pa.: 120 Elatan Dr. Walnut 1-2922. Ken Israel.

Services: PLP; PFP; DFS.

Telestudios Inc. 1481 Broadway, New York 36, N. Y. Longacre 3-6333. George K. Gould, pres.

Services: PLP; PFP; PFC; DFS; PLC; sales presentations, training films; closed-circuit and telecine facilities; off-air and off-line video recordings; creative and production consulting; auditions and pilot production.

Television & Radio Features of America. 37 W. 46 St., New York 36, N. Y. Judson 2-5130. Oliver W. Nicoll, executive director.

Services: PLP; PLC; PFC; PFP; package live and film tv shows; tv talent; tv scripts; consultation.

Television Broadcasting Service Inc. 91 W. Central Park, New York 23, N. Y. Trafalgar 7-2372. William R. Riddle, pres.

Branch Offices:
Pt. Lee 1, N. J.: 1450 Palisade Ave. Windsor 4-5523. Edith L. Riddle, secretary.

Services: PFP; DFF; PFC; PLP; animation; training films; package shows.

Television Clearing House. 7162 Melrose Ave., Hollywood 46, Calif. Webster 5-7079. S. S. Liggett, pres.

Services: DFF; DFS; booking, shipping, inspection, screening, storage; handling of release prints.

Television Graphics Inc. 245 W. 55 St., New York 19, N. Y. Judson 6-1922. Bernard Rubin, executive producer.

Services: PFC; live action, animation, special effects.

Television Industries Inc. 445 Park Ave., New York 22, N. Y. Plaza 1-6800. Matthew M. Fox, pres.

Services: DFF.

Television Mat Service Corp. 129 E. 18th St., New York 3, N. Y. Gramercy 3-8384. Charles E. Woodruff, pres.

Services: PFC; DFS; syndicated commercial material to tv stations, producers and distributors of TV-Mat; slide syndicate to tv stations with catalogue reference with national advertisers art and copy, prepared by their own agencies.

Television Programs of America Inc. 488 Madison Ave., New York 22, N. Y. Plaza 5-2109. Milton A. Gordon, pres.

Branch Offices:
Hollywood 38, Calif.: 5420 Melrose Ave. Hollywood 2-6525. Walter Plant, vp.

Chicago 11, Ill.: 612 N. Michigan Ave. Whitehall 4-4767. Arthur Spirt, vp.

Services: PFP; DFS.

Television Screen Productions. 17 E. 45th St., New York 17, N. Y. Murray Hill 2-3577. Charles J. Basch Jr., pres.

Branch Offices:
New York 17, N. Y.: 329 E. 47th St. Plaza 5-0808. Clarence Schmidt, treasurer.

Services: PFP; PFC; DFS.

Tel National Inc. 5880 Hollywood Blvd., Hollywood 28, Calif. Hollywood 21133. Don Estey, pres.

Services: PLP; PFC; PLC; rent transcribed commercials to radio stations.

Tel Ra Productions. 1518 Walnut St., Philadelphia, Pa. Kingsley 6-1140. W. Wallace Orr, pres.

Services: PFP; PFC; DFS; producer of sports film programs; library of filmed sports sequences.

Michael Terr Inc. 1272 N. Crescent Hgts., Los Angeles 46, Calif. OL 4-7506. Michael Terr, pres.

Services: PLC; PFC.

Terrytoons. (division of CBS Television Film Sales Inc.) 38 Centre Ave., New Rochelle, N. Y. New Rochelle 2-3466. William M. Weiss, vp-gen mgr.

Branch Offices:
New York, N. Y.: 501 Madison Ave. Plaza 1-2345. John J. Heffernan, sales mgr.

Services: PFP; PFC; producer of animated film tv commercials.

Texas Basslin' Films Inc. Cadiz and Industrial Blvd., Dallas, Tex. Riverside 8-3261. Maurice Beck, gen mgr.

Services: PFP; DFS; wrestlers available for commercials.

The Theatre Guild. 27 W. 53rd St., New York 14, N. Y. Columbus 5-6170. H. William Pitelson, managing director.

Services: PLP; producer of legitimate plays.

Thoroughbred Productions. 718 S. 42nd St., Louisville 11, Ky. Spring 4-5502. James R. Finegan, executive producer.

Services: PLP; PFP; PLC; PFC; producer-director of industrial films; air checks; radio programs, commercials; sales, industrial filmstrips, slidefilms; still photography; convention entertainment, sound service; newsletters, direct mail, public relations; general editorial film service.

Toddy Pictures Co. 143 N.W. Walton St., Atlanta 1, Ga. Murray 8-3117. Ted Toddy, pres.

Services: PFP; PLC; producer of industrial shorts; package tv film shows; sound or laboratory facilities and services.

Town & Country Network Inc. 1122 N. Irving St., Arlington, Va. JA 5-5087. Connie B. Gay, chmn of bd.

Services: PLP; PFP; PFC; PLC; country-music productions.

Transfilm Inc. 35 W. 45th St., New York 36, N. Y. Judson 2-1400. Walter R. Lowendahl, pres.

Services: PFP; PFC; producer of motion pictures; live action, animation and stop-motion, for business and industry; sound slidefilms.

Trans-Lux Television Corp. 625 Madison Ave., New York 22, N. Y. Plaza 1-3114. Richard Carlton, vp in charge of sales.

Branch Offices:
Chicago 9, Ill.: 1314 S. Wabash. Webster 9-0628. Murray Oken, Midwest sales mgr.

Los Angeles 7, Calif.: 1966 S. Vermont. Republic 1-2309. Richard Carlton, vp in charge of sales.

Services: PFP; DFF; DFS; distributor of Encyclopaedia Britannica Film Library (Short Subjects).

Tressel Studio. 7905 S. Burnham Ave., Chicago 17, Ill. Regent 4-7100. George W. Tressel.

Services: PFP; PFC; institutional, technical and technical animation films.

Tribune Films Inc. 141 E. 44th St., New York 17, N. Y. MU 7-2599. Roma Sfreddo, pres.

Services: DFS; distributor of free-loan films to organized adult groups, travel agencies and schools.

Trident Films Inc. 510 Madison Ave., New York 22, N. Y. Plaza 9-3580. Charles F. Schwep, pres.

Services: PFP; PFC; DFS; creator-producer of tv and business films; script writing.

Tri-State 16mm Productions. 244 1st Ave., Pittsburgh 22, Pa. Atlantic 1-5575. George LaRay, production mgr-owner.

Services: PFP; PFC; PLC; DFS; transcriptions, studio, sound effects, industrial and visual air films animation rear process filming, art work, package deals.

Tulsa Recording Studio. 115 W. 3rd. Tulsa, Okla. Luther 48714. Claude H. Hill.

Services: tape or disc recording and duplicating; air checks; broadcasting studio; custom spot commercials.

Tv & Motion Picture Productions Inc. 117 E. Main St., Richmond 19, Va. Milton 3-4444. John C. Wood, pres.

Services: PFP; PFC; film handling service; laboratory facilities and services; producer of newsreels, special events; slides; editing services.

Tv Cartoon Productions. 222 Kearny St., San Francisco 5, Calif. Yukon 6-6075. Robert L. Hovorka, Robert J. Mills, partners.

Branch Offices:
Detroit 26, Mich.: 1928 Guardian Bldg. Woodward 3-8706. Stanley C. Harris.

Service: PFC; industrial animation slide and strip films.

Tv Spots Inc. 1037 N. Cole Ave., Los Angeles 38, Calif. HO 5-5171. Shull Bonsall, pres.

Branch Offices:
Chicago 11, Ill.: 520 N. Michigan Ave. Whitehall 4-0196. Robert F. Kemper, mid-western representative

New York 22, N. Y.: 8 E. 52nd St. Plaza 5-4807.

Services: PFP; PLC; PFC.

Tv Stations Inc. 9 E. 75th St., New York 21, N. Y. Trafalgar 9-5250. Herb Jacobs, executive vp-gen mgr.

Services: television station-owned film buying organization.

U

UBS Corp. 11531 Hamilton Ave., Detroit 2, Mich. Townsend 6-1122. John L. Mayer, gen mgr.

Branch Offices:
Boston 35, Mass.: 2193 Commonwealth Ave., Algonquin 4-6990. Richard L. Colten, vp.

Paris, France: 52 Ave. Duquesne. SUF 38-58. Madame Golda G. Antignac, chief of foreign services.

Services: closed circuit tv; rental cameras for remote telecasting.

Richard H. Ullman Inc. 295 Delaware Ave., Buffalo 2, N. Y. Cleveland 2066. Richard H. Ullman, pres.

Branch Office:
Miami 2, Fla.: 2133 N. W. 11th Ave. Franklin 4-2655. Robert D. Buchanan, tv production mgr.

Services: PFP; PLP; PFC; DFS; producers of animated cartoons; Col. Bleep outer-space cartoons.

United Artists Television Inc. (subsidiary of United Artists Corp.). 729 7th Ave., New York 19, N. Y. Circle 5-6000. Herbert L. Golden, pres.

Branch Offices:
Los Angeles, Calif.: 1980 S. Vermont Ave. Republic 1-8331.

Dallas, Tex.: 2015 Young St., Riverside 2-6174. George Mitchell, sales representative.

Chicago, Ill.: 1301 S. Wabash. Harrison 7-6310.

Services: PLP; PFP; DFF.

United Film & Recording Studios. 301 E. Erie St., Chicago 14, Ill. Superior 7-9114. William L. Klein, pres.

Branch Offices:
New York, N. Y.: 17 E. 45th St. Oxford 7-0725. H. Rosen, representative.

Washington, D. C.: 425 13th St., N.W. Sterling 3-2951. K. Buchanan, representative.

Services: PFP; PFC; PLC; creators and producers of filmed spots, musical jingles, motion pictures for tv and industry; air-conditioned studios for 16mm/35mm monochrome and color film work; recording studios (tape, disc and film); processing and pressing work.

United Lutheran Church in America, Dept. of Press, Radio & Tv. 231 Madison Ave., New York 16, N. Y. Lexington 2-3110. Charles C. Hushaw, executive director; Richard T. Sutcliffe, associate director in charge of radio and television.

United Nations. 42nd St. & 1st Ave., New York 17, N. Y. Plaza 4-1234. Michael Hayward, chief, Operations & Facilities Services Radio and Visual Services Div., Office of Public Information.

Services: PLP; PFP; DFS; processed news clips of UN activities.

United Presbyterian Church in the U.S.A., Radio & Television Dept. 156 Fifth Ave., New York 10, N.Y. Algonquin 5-5000. Rev. Lawrence W. McMaster Jr., executive director; John Groller, secretary of broadcasting, Board of National Missions; W. Burton Martin, secretary of broadcasting and films, Board of Foreign Missions; Marcella Pambrun, traffic mgr.

Tv Program Services CONTINUED

United States Productions Inc. 5 E. 57th St., New York 22, N. Y. Plaza 1-1719. Francis C. Thayer, pres.

Branch Offices:
Washington, D. C.: 4000 Massachusetts Ave. Emerson 3-4941. John Holman, mgr.

Albany, N. Y.: 116 Washington Ave. Albany 3-4827. Thomas G. Carroll.

Houston 19, Tex.: 1714 Huldj. Jackson 2-6544. Barbara Atwood.

Services: PFP; PFC; producer of industrial and educational films.

United Sound Systems. 5840 2nd Ave., Detroit 2, Mich. Trinity 1-2570. James V. Syracuse, pres.

Services: studio facilities; disc and tape recordings for advertising agencies for radio-tv.

Universal Pictures Co. Tv Dept. 445 Park Ave., New York 22, N. Y. Plaza 9-8990. Norman E. Black, v. gen. sales mgr.

Branch Offices:

Atlanta, Ga.: 287 Teckwood Dr. Cypress 629. Lennie Boren.

Miami, Fla.: 1311 N.E. Bayshore Dr. Miami 3-2464. Al Myles.

Portland, Ore.: 5023 N.E. Sandy Blvd. Garfield 9732. Herman Block.

Dallas, Tex.: 2227 Bryan St. Sterling 4277. G.O. Remels.

Chicago, Ill.: 512 S. Dearborn St. Wabash 2-7849. Frank Marnerelli.

Los Angeles, Calif.: 5605-10 Melrose Ave. Webster 3-6125. Frank Harrington.

Services: PFC; PFP; producer of sales promotion and industrial films.

UFA Pictures Inc. 4410 Lakeside Dr., Burbank, Calif. Thornwall 2-7171. Stephen Gosustow, executive producer.

Branch Offices:

New York 22, N. Y.: 60 E. 56th St. Plaza 8-1465. Herb Klym, vp-producer.

Chicago 1, Ill.: 369 N. Michigan Ave. Andrew 2-7556. Jerry Abbot, sales executive.

London W-1, England: 140 Park Lane. Mayfair 2957. Roy Lotts, secretary.

Services: PFC; creator-producer of commercial, industrial and theatrical animated cartoons.

V

Van Praag Productions. 1600 Broadway, New York 19, N. Y. Plaza 7-2687. William Van Praag, pres.

Branch Offices:

Hollywood 28, Calif.: 1010 N. Las Palmas Ave. Hollywood 2-1191. Donald G. Krantz, vp.

Detroit 26, Mich.: 2301 Dime Bldg. Woodward 2-4896. Fred F. Frink, gen mgr.

Miami, Coral Gables, Fla.: 3143 Ponce de Leon Blvd. Highland 4-3191. Maurice Van Praag, gen mgr.

Chicago 11: 737 N. Michigan Ave. N. Jay Norman.

Services: PFP; PFC; 16mm and 35mm monochrome and color motion pictures for commercial, industrial, educational, promotional, documentary and theatrical presentation, slide films and distribution.

Vavin Inc. 124 E. 57th St., New York 22, N. Y. Murray Hill 8-5397. Richard de Rochemont, ld chmn.

Branch Offices:

Paris 11, France: 32 Ave. de l'Opera. Opera 71-58. Andre Schwoh, vp.

Biederich-Lusseldorf, Germany: 9 Blumenstrasse. Euderich 626. N. Z. Moreno, vp.

Services: ILP; PFP; PFC; public relations films, closed-circuit telecasts.

The Venard Organization. 113 N. Madison Ave., Peoria, Ill. 4-2499. C. L. Venard.

Services: PFP; producer-distributor of educational films for public service programming, specializing in agricultural subjects.

Versatile Television Productions Inc. 324 Broadway, Cape Girardeau, Mo. Edgewater 5-8816. Elaine Baker, mgr.

Services: PFP; PFP; PFC; industrial films and newsfilm service.

Videart Inc. 343 Lexington Ave., New York 16, N. Y. Lexington 2-7373. Joe Zuckerman, pr. s-gen. mgr.

Services: optical effects; animation; title photography and art work in 35mm and 16mm; monochrome and color.

Video Crafts Inc. 116 E. 30th St., New York 16, N. Y. Oregon 9-6039. Arthur Rankin Jr., pres.

Branch Offices:

Washington, D. C.: 1240 N.W. 27th St. Dupont 7-9680. Rene Mechin, account executive.

Tokyo, Japan: 132-chome Higashi Giza, Chuo-ku. 51-3811. F. Kawamoto.

Services: PFP; PFC; art and animation studios; live and film commercials; projection arts; slides, telops, flip cards; animation and stop-motion puppet films.

Video Films. 1004 E. Jefferson Ave., Detroit 7, Mich. Woodward 2-3499. Clifford Haun, sales mgr.

Services: PFC; producer of industrial films.

Video Pictures Inc. 509 5th Ave., New York 36, N. Y. Lackawanna 4-2912. Paul A. Wagner, pres.

Branch Office:

New York, N. Y.: 510 W. 57th St. Lackawanna 4-2912.

Services: PFP; PFC; industrial, documentary, public relations, government films, animation facilities, VideoBoards.

Videotape Productions Midwest Inc. 9236 Sunset Blvd., Los Angeles 46, Calif. Crestview 6-4946. Howard S. Meighan, pres.

Videotape Productions of California Inc. 9236 Sunset Blvd., Los Angeles 46, Calif. Bradshaw 2-6874. Howard S. Meighan, pres.

Branch Office:

New York 17, N. Y.: 60 E. 42nd St. Murray Hill 2-3841. Howard S. Meighan, pres.

Services: producer of videotaped commercials and programs.

Videotape Productions of New York Inc. 9236 Sunset Blvd., Los Angeles 46, Calif. Crestview 6-4946. Howard S. Meighan, pres.

Branch Office:

New York 17, N. Y.: 60 E. 42nd St. Murray Hill 2-3841. Peter A. Schlenger, controller.

Services: producer of videotaped commercials and programs.

Video-View Inc. 5746 Sunset Blvd., Hollywood 28, Calif. Hollywood 3-4179. Bradley Kemp, pres.

Services: kinescoping of tv shows; air checks of competitive products, and competitive surveys; transfer of videotape to film.

Video Vittles Inc. 135 E. 95th St., New York 28, N. Y. Trafalgar 6-9826. Kit Kinne, gen mgr.

Services: PFC; PFC; specialize in preparing food for live and filmed commercials.

Vidicam Pictures Corp. 210 E. 5th St., New York 3, N. Y. Algonquin 4-7192. Al Justin, pres.

Services: PFC.

Viking Films Inc. 203 E. 43rd St., New York 17, N. Y. ON 7-1932. Israel M. Berman, pres.

Services: PFP.

Vision Films (division of WDSU Broadcasting Corp.) 520 Royal St., New Orleans 16, La. Express 1191. Reginald W. Smith, production mgr.

Services: PFC; PFC; producer of industrial films.

Vogue Film Productions Inc. Bowman Field, Louisville 5, Ky. Glendale 4-3682. Hal Vinson, pres.

Services: PFP; PFC.

Volcano Productions Inc. 1040 N. Las Palmas, Hollywood 28, Calif. Hollywood 7-3111. James A. Rank, pres.

Services: PFP; PFC; producer of industrial films.

W

Roger Wade Productions Inc. 15 W. 46th St., New York 36, N. Y. Circle 5-3949. Roger Wade, pres.

Services: PFC; PFC; producer of industrial films, commercials, sound slide-films, slides and film sales presentations. Scripts, art casting, etc.

Walden Productions Inc. 780 Gower St., Hollywood 28, Calif. Hollywood 3-4327. Jules C. Goldstone, pres.

Services: PFP.

Warner Bros. Commercial & Industrial Films Inc. Burbank, Calif. HO. 9-1251. Jack Warner Jr., executive in charge.

Services: producer of industrial films.

Warner Bros. Television Inc. Burbank, Calif. HO. 9-1251. William T. Orr, executive producer.

Branch Office:

New York, N. Y. 666 5th Ave. CI 6-1000. Joseph D. Lammack, gen mgr.

Services: PFP; PFC.

Washington Video Productions Inc. Theater Wing, Sheraton Park Hotel, Washington 8, D. C. Adams 4-5737. George F. Johnston, pres.

Branch Offices:

Tokyo, Japan: CPO Box 719. Ian Mutsu, representative.

London, England: 203 Regent St. Regent 5681-2-3. Howard Connell, representative.

Services: PFP; PFC.

Adrian Weiss Productions. 655 N. Fairfax Ave., Los Angeles 36, Calif. Olive 3-6350. Adrian Weiss, producer.

Services: PFP; PFC.

Louis Weiss & Co. 655 N. Fairfax Ave., Los Angeles 36, Calif. Olive 3-6350. Adrian and Louis Weiss, partners.

Branch Offices:

Chicago 1, Ill.: 203 N. Wabash Ave. Central 6-1805. Ben Barry and Howard Grafman (Barry-Grafman & Assoc.)

Minneapolis 1, Minn.: 830-831 Lumber Exchange Bldg. Federal 2-8963. (A. L. Aved) (Aved Theatre Service).

Toronto 2, Ontario: 130 Carlton St. Wavorly 2-3163. Richard Rosenberg, (Telefilm Of Canada).

Services: DFS; DFF.

Welgot Trailer Service. 630 9th Ave., New York 38, N. Y. Circle 6-6450. Martin Gottlieb, production chief-partner.

Services: PFP; PFC; titles, trailers, spots; 35mm and 16mm.

Western Cine Service Inc. 114 E. 8th Ave., Denver 3, Colo. Amherst 6-3061. Herman Urschel, pres.

Services: PFP; PFC; 16mm film laboratory, sound recording studio and motion picture production division.

Ross Wetzel Studios Inc. 515 N. Wabash Ave., Chicago 11, Ill. Superior 7-2755. Ross Wetzel, pres.

Services: PFC, animation, animation photography and title stand photography, general art services, Oxberry Optical Printer, animation stands, still photography, cutting rooms, Moviolas, insert live action shots, etc.

van praag productions

NEW YORK
1600 Broadway

HOLLYWOOD
1040 N. Las Palmas

DETROIT
2301 Dime Building

MIAMI
3143 Ponce de Leon

CHICAGO
737 N. Michigan

WFB Productions, 837 E. Broad St., Souder-ton, Pa. Parkway 3-3412. Walter Baghurst, owner-mgr.

Services: recording, mastering, transcriptions, tape duplication

Wilding Picture Productions Inc., 1315 Argyle St., Chicago 49, Ill. Longbeach 1-8410.

Branch Offices:

New York, N. Y.: 405 Park Ave., Plaza 9-0854. T. H. Westermann, vp.

Detroit, Mich.: 4825 Cadillac Rd., Tuxedo 2-3749. Dean Coffin, vp.

Cleveland, Ohio: 1010 Euclid Ave., Tower 1-6449. Larry Young, district mgr.

Cincinnati, Ohio: 617 Vine St., Garfield 1-0477. R. L. McMillan.

Pittsburgh, Pa.: 3 Gateway Center, Grant 1-6210. Karl Kuechenmeister.

Twin-Cities, St. Paul-Minn.: 1821 University Ave. Midway 6-1955. Arnie Brassett.

Hollywood, Calif.: 6981 Venice Blvd., Web-ster 8-0183. Al Cardenas.

Chicago, Ill.: 445 Argyle St., Hugh Gage, district mgr.

Services: PFC; PLC; creators-producers of motion pictures, slidefilms and live stage shows for industry.

Willard Pictures Inc., 45 W. 45th St., New York 36, N. Y. Judson 2-0130. John M. Squires Jr., pres.

Services: PFP; PFC; producer of industrial, training and propaganda films, 16-35mm printing, microchrome and color.

Frank Willard Productions, 2223-B N.W. Cairns Hill Pl., Atlanta 6, Ga. Cedar 7-2882. Frank Willard, owner.

Services: PFP; PFC; industrial and business film production; sound recording services 16mm and 1-inch tape; sound stage rental.

Williams & Hill Ltd., 1 Albert St., Toronto, Ont. Empire 2-1931. Richard H. Hill, vp.

Services: PFC; slides and pictorial commercials on film.

Williams & Meyer Co., 130 Randolph St., Chicago 1, Ill. Wabash 2-3800. William S. Meyer, pres.

Services: slides for projection, color and mono beam; rear projection balloons, telons, flip cards and photographic backgrounds.

Window-Glen Production Co., 4024 Radford, N. Hollywood, Calif. Poplar 6-1151. John Payne, executive producer.

Services: PFP; producer of "Restless Gun."

Wink Films Corp., 250 W. 57th St., New York 19, N. Y. Circle 6-7369. Leslie Wink, pres.

Branch Offices:

Portland 12, Ore.: 511 N. Tillamook St., At-lanta 1-4211. Merriman Holtz Jr.

Chicago 6, Ill.: 20 N. Wacker Drive, Central 6-8255. Alfred D. Levine.

Services: PFP; PFC; PFS. Library of sports stock shots.

Raphael G. Wolff Studios Inc., 5631 Hollywood Blvd., Hollywood 28, Calif. Hollywood 7-6126. Raphael G. Wolff, pres.

Services: PFP; PFC; DFP.

Wondsel, Carlisle & Dunphy Inc., 1009 Broad-way, New York, N. Y. Circle 7-1600. Harold E. Wondsel, pres.

Services: PFP; PFC.

World Broadcasting System Inc., 488 Mad-ison Ave., New York 22, N. Y. Murray Hill 8-4700. Dick Lawrence, gen. mgr.

Branch Offices:

Cincinnati 6, Ohio: 1429 Madison Rd., Plaza 1-1223. Leo Gutman, advertising director.

Hollywood 46, Calif.: 7324 Santa Monica Blvd., Oldfield 4-2800. Herb Gordon, radio production vp.

Services: PFP; PFC; PLC; program production; recording; syndicate transcriptions, scripts.

World Horizon Films, Maryknoll, N. Y. Wil-son 1-7590. Roy Albert J. Nevins, director.

Services: PFP.

World Wide Information Services, 730 5th Ave., New York 19, N. Y. Judson 2-1370. Richard W. Hubbell, director.

Services: producer of newsfilm and newsreels on order.

Carter Wright Enterprises, 6523 Hollywood Blvd., Hollywood 28, Calif. Hollywood 9-0944. Carter Wright, pres.

Services: PFP; PLC; PFC; PFP.

Wrightcrafter Agency, 5880 Hollywood Blvd., Hollywood 28, Calif. Hollywood 9-7855. Carl Coolidge, director.

Services: TV scripts.

Wurtele Film Productions, 2302 Diversified Way, Orlando, Fla. Garden 2-9755. Harold S. Wurtele, owner.

Services: PFC; producer and distributor of 15mm educational and industrial films offered to television stations on free-loan basis.

Y

Marvin Young Assoc., 1346 N. Highland Ave., Hollywood 28, Calif. Hollywood 2-2684. Mar-vin Young, head associate.

Services: PFP; PFC; PLC; represen-tation of eastern advertising agencies.

Z

Ziv Television Programs Inc., 488 Mad-ison Ave., New York 22, N. Y. Murray Hill 8-4700. M. J. Rifkin, vp in charge of sales.

Branch Offices:

New York 22, N. Y.: 488 Madison Ave. Mur-ray Hill 8-4700. M. J. Rifkin, vp in charge of sales.

Cincinnati 5, Ohio: 1529 Madison Rd., Plaza 1-1323. H. Ray McGuire, north central sales mgr.

Dallas 1, Tex.: Mercantile Dallas Bldg. Riv-erside 2-3399. Don Brogdon, south central sales mgr.

Los Angeles 46, Calif.: 7324 Santa Monica Blvd., Oldfield 4-2800. Allen Martin, western sales division, mgr.

Chicago 11, Ill.: 520 N. Michigan Ave., Whitehall 4-1030. A. Unger, vp.

Services: PFP; PFC; PFS.

Maurice H. Zonary Tv-Film Productions, 323 W. 32nd St., New York 19, N. Y. Circle 6-4821. Maurice H. Zonary, owner.

Services: PFP; PFC; PLC; stock foot-age.

Radio Program Producers, Radio Program Distributors, Radio Production Services

Key to symbols: PFP—producer of live radio programs, PTP—producer of transcribed programs, PRC—producer of recorded commercials, STP—syndicator of transcribed programs.

A

Academy Film Productions Inc., 123 W. Chest-nut St., Chicago 10, Ill. Michigan 2-5877. Ber-nard Howard, executive producer.

Services: PFP; PTP; PRC; consultant.

All-Canada Radio & Television Ltd., 80 Rich-mond St. W., Toronto, Ont. Empire 6-7691. Guy Herbert, vp.

Montreal: Dominion Square Bldg., University 6-9868. Ken Baker, mgr.

Winnipeg: Electric Railway Chambers, Whitehall 2-6861. Bruce Piele, mgr.

Calgary: Taylor Pearson and Carson Bldg., Amherst 2-7691. Jack Cayanaugh, mgr.

Vancouver: 1161 Melville St., Mutual 1-7461. John Baldwin, mgr.

Services: PFP; station representative, pro-gram distributor & film servicing and editing.

American Baptist Convention, Radio-TV De-partment, 152 Madison Ave., New York 16, N. Y. Murray Hill 4-1700. Frederick L. Esser, director.

Services: PTP; religious broadcasting work-shops.

American Foundation for the Blind Inc., 15 W. 16th St., New York 11, N. Y. Watkins 4-9429. Dr. Greger Zinner, director of public educa-tion.

Services: PFP; PTP; STP.

American Jewish Broadcasting Co., 239 Fourth Ave., New York 3, N. Y. Gramercy 5-6553. Herman Younglieb, pres.

Services: PFP; PTP; PRC; STP, foreign language programs.

Arizona Recording Productions, 831 N. 7th Ave., Phoenix, Ariz. Alpine 2-1719. Raymond A. Foley, owner & mgr.

Services: PRC; sound for slide and motion picture film.

Artists Recording Studios, 818 Grand Ave., Kansas City 6, Mo. Harrison 1-6109. Bill J. Godden, pres.

Services: PRC; recording; air checks.

Associated Program Service (Div. of Muzak Corp.), 229 Fourth Ave., New York 3, N. Y. Oregon 4-7400. Edward Hockhauser Jr., gen mgr.

Services: transcribed music libraries, in-cluding spots and jingles.

Audio-Master Corp., 17 E. 45th St., New York 17, N. Y. Oxford 7-0725. Herbert Rosen, pres.

Services: STP; background music and sound effects records.

Audio-Video Recording Co., 730 Fifth Ave., New York 19, N. Y. Judson 6-5095. Arthur Shaer, executive vp.

Services: recording services.

Audio-Visual Program Services, B-8, Hillside Manor, New Hyde Park, L. I., N. Y. Pioneer 2-0500. Dr. Joseph L. Levit, director; Robert Miles Master, executive producer.

Services: PFP; PRC; STP.

B

Basch Radio & Television Productions, 17 E. 15th St., New York 17, N. Y. Murray Hill 2-8877. Charles J. Basch Jr., partner.

Madrid, Spain: Apartado 1246. Joaquin Calvo-Sotello.

Services: PFP; PTP; PRC; STP.

V. S. Becker Productions, 551 Fifth Ave., New York 17, N. Y. Murray Hill 2-0777. Viola S. Becker, executive producer.

Services: PFP; PTP; PRC; STP; represents out-of-town companies.

Bible Productions, Box 5622, Tucson, Ariz. Bill Pennell, producer.

Services: syndicates non-denominational Bi-ble reading programs.

Walter Biddick Co., 1016 S. Olive St., Los Angeles 15, Calif. Richmond 9-8800. Guy Bid-dick, mgr.

Services: PTP; PRC; STP; Sacred and Hawaiian music libraries.

Boyd Enterprises, Box 305, Austin 62, Tex. Greenwood 7-7982. Harvey R. Boyd, owner and mgr.

Services: PTP; PRC; STP; news reporting.

Broadcast Music Inc., 580 Fifth Ave., New York 17, N. Y. Plaza 9-1560. Carl Haverlin, pres.

Services: program scripts, sent monthly to BMI licensed member stations.

Broadcasting Program Service, 17 E. 45th St., New York 17, N. Y. Oxford 7-0725. Herbert Rosen, pres.

Services: PFP; STP.

C

S. W. Caldwell Ltd., 447 Jarvis St., Toronto 5, Ontario, Walnut 2-2103. Spence Caldwell, pres.

Montreal, Que.: 1110 Stanley St., Avenue 8-0628. J. R. "Bud" DeLlaw, mgr.

Vancouver, B. C.: 1111 West Georgia St. Mutual 5-8733. Florence Ward, office mgr.

Ottawa, Ont.: 335 Main St., Central 5-1023. Donald Manson, office mgr.

Services: PTP; PRC; STP; tape duplication.

California Recorders, 6351 Selma Ave., Holly-wood 28, Calif. Hollywood 2-1118. Edward Truman, mgr.

Services: recording services; air checks; sound effects; music library.

Capitol Records-Library Services, 1750 N. Vine St., Hollywood, Calif. Hollywood 2-6252. William Loose, mgr.

Services: PFP; PTP; PRC; background music.

Hu Chain Assoc., 15 E. 46th St., New York 17, N. Y. Plaza 5-2210. Hubert V. Chain, owner.

Services: PFP; PTP; PRC.

The Bruce Chapman Co., 125 W. 41st St., New York 36, N. Y. Wisconsin 7-9211. Bruce Chap-man, pres.

Services: PFP; PTP; STP.

Cheshire & Assoc., 6696 Selma Ave., Holly-wood 28, Calif. Hollywood 2-1586. Bob Reich-enbach, gen. mgr.

Services: PFP; PTP; PRC; STP; sound ef-fects records.

Children's Chapel Productions, 2353 Henlon Ave., St. Paul 8, Minn. Midway 1-9343. Rolf Hoestad, director.

Services: non-denominational children's pro-gram production.

Coastal Recording Co., Coastal "52", 136 W. 52nd St., New York 19, N. Y. Circle 6-4900.

Coastal "40", 80 W. 40th St., New York; Circle 6-3900. Arthur Shaer, exec. vp.

Services: radio transcription service for ad-vertising agencies.

Columbia Artists Management Inc., 113 W. 57th St., New York 19, N. Y. Circle 7-6900. Humphrey Lantons, vp, director of TV and ra-dio.

Los Angeles: 127 W. 5th St., Madison 6-2327. David Ferguson, mgr.

Services: booking of corporation's artists.

Columbia Transcriptions (Service of Columbia Records), 789 Seventh Ave., New York 19, N. Y. Circle 5-7309. Albert E. Schulman, direc-tor.

Chicago 11: 410 Michigan Ave., Whitehall 4-6000. Michael Conlidge, mgr.

Los Angeles: 8723 Alden Drive, Crestview 6-1034. Ed Matthews, mgr.

Services: PFP; PTP; STP; recording; scripts, package programs; talent.

Contemporary Productions, Box 1144, Kansas City 41, Mo. Mitchell 3-6200. David Green.

Services: station break jingles for radio and television.

Cramer Productions, Box 75872 Sanford Sta-tion, Los Angeles 5, Calif. Hollywood 9-9749. Douglas Cramer, pres.

Services: PFP; PTP; STP.

Crosley Broadcasting Corp., 110 W. Ninth St., Cincinnati 2, Ohio. Cherry 1-1822. Robert E. Dunville, pres.

New York 22: 3 E. 54th St., Plaza 1-5353. Scott McLean, radio sales mgr.

Chicago 11: 369 N. Michigan Ave., State 2-6593. Harry Albrecht, vp, central division.

Services: PFP; PTP.

D

Damon Recording Studios Inc., 117 W. 14th St., Kansas City 6, Mo. Victor 2-2585. Vic Damon, pres.

Services: PRC; rent, sell and lease sound equipment.

Phil Davis Musical Enterprises Inc., 1650 Broadway, New York 19, N. Y. Columbus 5-8148. Phil Davis, pres.

Services: producer of musical commercials for radio transcriptions.

Ronald Dawson Assoc., 545 Fifth Ave., New York 17, N. Y. Murray Hill 7-6865. Ronald Dawson, owner.

Services: PFP; PTP; scripts.

Gordon M. Day Productions, 15 W. 44th St., New York 36, N. Y. Oregon 9-3595. Gordon M. Day, pres.

Services: PRC; consultants.

SPRINKLE SPICE INTO YOUR PROGRAMMING

UP **TEMPO**

**STATION
BREAKS**

by

**C
Contemporary
P
Productions**

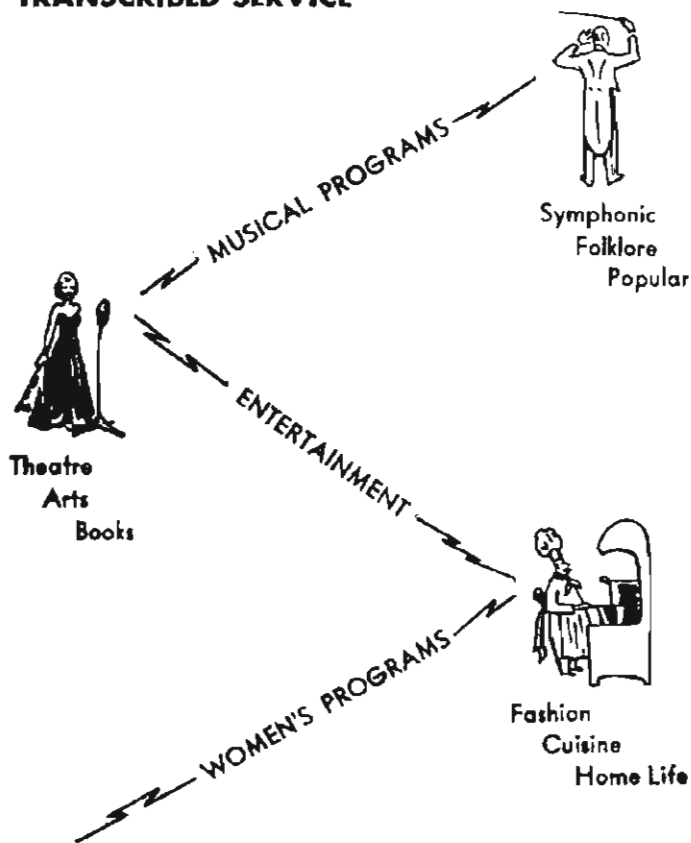
AM • FM • TV
6 FOR \$75
SAMPLE \$25

BOX 1144
KANSAS CITY
41, MISSOURI

Direct From Paris

RDF

**THE FRENCH BROADCASTING SYSTEM (RDF)
BRINGS YOU FREE OF CHARGE A REGULAR
TRANSCRIBED SERVICE**



**BY SPECIAL SHORTWAVE FEED
ON-THE-SPOT NEWS • INTERVIEWS • REPORTS**

The French Broadcasting System

PIERRE CRENESSE—Director in North America

972 Fifth Avenue • New York 21, N. Y. • REgent 4-1501

Radio Program Services CONTINUED

Decca Records Inc. 50 W. 57th St., New York 19, N. Y. Columbus 5-2300. Lou Sebok, mgr, special services.

Services: records; transcriptions; studios available.

John del Es. 1101 Vermont Ave. N. W., Washington 5, D. C. Sterling 3-6545.

Rome, Italy: Via Satrico 16, 759683. Dr. Rudi del Re

Services: PLP; JTP.

Dolph Radio & Television Productions Inc. 910 17th St., N.W., Washington 6, D. C. District 7-2717. William B. Dolph, pres.

Services: PLP; PTP.

Dominion Broadcasting Co. 4 Alberi St., Toronto, Ont. Empire 3-2383. Hal B. Williams, pres.

Services: PLP; PTP; PRC; disc and tape recording facilities.

E

Feature Productions. 1440 N. State Parkway, Chicago 10, Ill. Michigan 2-6051. Charles L. Acree, managing director.

Services: PLP; PTP; PRC; STP.

Empire Broadcasting Corp. 480 Lexington Ave. New York 17, N. Y. Yukon 6-5700. Mrs. Helen D. Kelleher, pres.

Services: PRC.

Endorsements Inc. 65 E. 55th St., New York 22, N. Y. Plaza 1-0315. Jules Alberti, pres.

Hollywood, 46: 9172 Sunset Blvd. Crestview 6-1272. Harold Layton, mgr.

Services: endorsements and testimonials.

Lyle Kenyon Engel Assoc. 211 W. 58th St. New York 19, N. Y. Circle 7-8382. Lyle Kenyon Engel, pres.

Services: PLP; PTP; PRC; music and promotion consultants.

Enterprise Productions. 13750 Saticoy St., Van Nuys, Calif. Stanley 3-2730. Sherman L. Weiss, executive producer.

Services: PLP; PRC

F

Fidelity Sound Inc. 1127 Landon Avenue, Jacksonville 7, Fla. Flanders 9-6081. Wallace Ybanez, vp.

Services: PRC; recording services.

Frieda Fishbein. 333 West 57th St. New York 19, N. Y. Circle 7-1398. Frieda Fishbein, owner.

Services: script authors' representative.

Foster-Ferguson Agency. 141 E. 44th St. New York 17, N. Y. Yukon 6-4330. Jean Collieran Foster, Babs Ferguson, partners.

Services: supply talent for commercials.

Fox-Marquis Productions Inc. 9157 Sunset Blvd., Hollywood 46, Calif. Crestview-w 1-9314. Salt Lake City: Deseret Bldg. Elgin 5-7603.

S. S. Fox, pres.

Services: PLP; PTP.

Freberg Ltd. 7781 Sunset Blvd., Hollywood 28, Calif. Hollywood 2-6973. Stan Freberg, pres.

Services: PRC; creative services.

Fremantle International Inc. 366 Madison Ave., New York 17, N. Y. Murray Hill 7-4344. Paul Talbot, pres.

London: Axtell House, Warwick St., A. Cuthbertson, mgr.

Mexico City: Avenida Juarez 100. Rene Anselmo, mgr.

Rome: Piazza di Spagna 20. Lionello Torrossi, mgr.

Toronto: 17 Dundonald St. Ralph Ellis, mgr. Montreal: 1396 St. Catherine St. Mr. Hen, mgr.

Services: STP.

French Broadcasting System. 972 Fifth Ave., New York 21, N. Y. Regent 4-1501. Pierre Crenesse, director.

Services: PTP.

G

GAC-TV Inc. 640 Fifth Ave., New York 19, N. Y. Circle 7-7543. Arthur C. Weems, pres.

Chicago: 8 S. Michigan Ave. State 2-6288. Pat Lombard, vp.

Beverly Hills: 9650 Santa Monica Blvd. Crestview 1-8101. Henry Miller, vp.

Dallas: 1511 Bryan St. Riverside 1-3665. Phil Brown, vp.

Miami Beach: 975 Arthur Godfrey Rd. Jefferson 8-6292. Leonard Romm, mgr.

Services: selling agents for national and regional live and film tv and radio programs.

Gainsborough Assoc. 435 E. 57th St., New York 22, N. Y. Plaza 1-0013. Mitchell Jablons, pres.

Services: PLP; PTP; program consultation.

Gallucci Bros. & Assoc. 727 Meriden Road, Waterbury 4, Conn. Plaza 3-5272. Joe Gallucci, pres.

Louisville, Ky.: 3129 Hewitt Ave. Glendale 4-6031.

Services: PLP; PTP; PRC; STP; promotions.

Grace Gibson Radio Productions. 6506 Selma Ave., Hollywood 28, Calif. Hollywood 9-4530. Bob Reichenbach, gen mgr.

Services: PTP.

Harold R. Gingrich Productions. 111 N. Marion St., Oak Park 1, Ill. Village 5-9444. Harold R. Gingrich, owner-director.

Services: PLP; PRC.

Harry S. Goodman Productions. 19 E. 53rd St. New York 22, N. Y. Plaza 5-6131. Harry S. Goodman, gen mgr.

Toronto: 519 Jarvis St. Walnut 1-7272. Norris Mackenzie, mgr.

Services: PTP; PRC; STP.

Gotham Recording Corp. 2 West 46 St., New

York 36, N. Y. Judson 6-5577. Herbert M. Moss, pres.

Services: PLP; PTP; PRC; STP; jingles.

H

Mitchell J. Hamilburg Agency. 8776 Sunset Blvd., Hollywood 46, Calif. Olympia 2-5160. Mitchell J. Hamilburg, pres.

New York 22, N. Y.: 444 Madison Ave. Plaza 3-2720. Marvin H. Sugarman, merchandising director.

Services: tv & radio packaging.

Byron Harriott, Radio & Tv Sound-Film Production Studios. 5075 37th St. N., St. Petersburg 11, Fla. Hemlock 6-8411. Byron Harriott, gen mgr.

Services: PLP; PTP; magnetic recording; producer of documentaries.

Laurence Hammond Productions Inc. 400 E. 49th St. New York 22, N. Y. Plaza 9-2210. Laurence Hammond, pres.

Services: PLP; PTP

Harold Productions Inc. 510 Madison Ave., New York 22, N. Y. Academy 2-3354. Ralph F. Craig, pres.

Services: musical commercials.

George Heid Productions. Penn-Sheraton Hotel, Pittsburgh 30, Pa. Grant 1-3696. George Heid, pres.

Services: PLP; PTP; PRC; scripts, talent, air checks.

Hollis Productions Ltd. 621 Madison Ave. New York 22, N. Y. Plaza 3-3267. Charles Irving, pres.

Los Angeles, 49: 817 Linda Flora Dr. Granite 2-0865. Charles Irving, pres.

Services: PLP; PTP; PRC.

Howard Radio-Tv Productions. 123 W. Chestnut St., Chicago 10, Ill. Michigan 2-5877. Bernard Howard, owner.

Services: PLP; PTP; PRC; consultants.

Richard W. Hubbell and Assoc. 360 First Ave., New York 10, N. Y. Oregon 7-8358. Richard Hubbell, chmn.

Services: consulting services.

I

Ind-O-Pro Productions. 709 Eighth Ave., New York 36, N. Y. Judson 6-0296. Bert Gruen, pres.

Services: PTP; PRC; STP, recording facilities for commercial records.

J

Frederick Jacky Productions. 230 N. Michigan Ave., Chicago 1, Ill. Dearborn 2-3230. Frederick Jacky, pres.

Services: PTP; PRC.

Jewell Radio and Television Productions. 540 N. Michigan Ave. Chicago 11, Ill. Mohawk 4-5757. James E. Jewell, pres.

Detroit: Penobscot Bldg. Woodward 3-0617. W. Ralph Jewell, executive-in-charge.

Hollywood: Landmark Productions. 1040 N. Las Palmas. Hollywood 7-3111. Michael Baird, mgr.

Services: PLP; PTP; PRC; consultants; package-production services.

The Jingle Mill Inc. 201 W. 49th St., New York 19, N. Y. Plaza 7-5730. Mort Van Brink, pres.

Services: PRC.

K

Bill Kersey Productions. 2809 N. 77th St., Milwaukee 10, Wis. Greenfield 6-2463. Bill Kersey, owner.

Green Bay: 1593 Jay Lane. Hemlock 2-4722. John R. Saxe, midwest sales mgr.

Services: PLP; PTP; PRC.

William L. Klein Productions. 301 E. Erie St., Chicago 14, Ill. Superior 7-9114. William L. Klein, pres and executive producer.

Services: PLP; PTP; PRC.

L

Lang-Worth Feature Programs Inc. 1775 Broadway, New York 19, N. Y. Judson 6-5700. John D. Langlois, pres.

Toronto, Ont.: 447 Jarvis St. Walnut 2-2103. S. W. Caldwell.

Services: PLP; PTP; PRC; STP.

Herbert S. Laufman & Co. 221 N. LaSalle St., Chicago 1, Ill. Randolph 6-4086. Herbert S. Laufman, pres.

Services: PTP; STP.

Lester Lewis Assoc. 11 E. 48 St., New York 17, N. Y. Plaza 3-5082. Lester Lewis, partner.

Services: PLP; represents actors and actresses.

Jack Lloyd. 1145 Miller Way, Hollywood 28, Calif. Oldfield 6-4607. Jack Lloyd, executive producer.

Services: PLP; PTP; PRC; STP.

Robert Longenecker Agency. 8428 Melrose Place, Los Angeles 46, Calif.: Olive 3-3770. C. Robert Longenecker, pres.

Services: PLP; talent agent.

Lutheran Broadcasting Center (The Evangelical Lutheran Church). 422 S. Fifth St. Minneapolis 15, Minn. Federal 2-3474. James V. Anderson, radio-tv director.

St. Paul: 2353 Hendon Ave. Midway 6-7026. Warren L. Holmen, mgr.

Services: PTP; STP.

M

M.J. Productions. 2899 Templeton Road, Columbus 9, Ohio. Belmont 5-8043. Robert M. Geis, Mary Jo Cobbs, co-owners.

Services: PTP; PRC.

C. F. MacGregor Co. 729 S. Western Ave., Los Angeles 5, Calif. Dunkirk 4-4191. C. F. MacGregor, owner.

Services: PTP; PRC; STP; studio rental; recording services; record processing and pressing facilities.

Magne-Tronics Inc. 49 W. 45th St. New York 36, N. Y. Circle 7-0210. Thomas L. Clarke, Jr., pres.

Services: PTP, background music service. **Marshall Organization Inc.** 750 Third Ave., New York 17, N. Y. Murray Hill 7-2722. Anthony W. Marshall, pres.

Services: PLP; PTP; PRC.

Mastertone Recording Studios Inc. 130 W. 42 St., New York 36, N. Y. Wisconsin 7-2940. Sidney Feldman, chief engineer.

Services: recording-mastering facilities.

Frank McNaughton & Assoc. 11 E. Jackson Blvd., Chicago 4, Ill. Harrison 7-4072. Frank McNaughton, pres.

Services: PRC; documentaries, interviews, special events and educational features.

Methodist Church, Television, Radio & Film Commission. 1525 McGavock St., Nashville 3, Tenn. Chapel 2-3551. Dr. Harry C. Spencer, general secretary; Dr. Howard E. Tower, associate general sec and director of program and production; Rev. W. Carlisle Walton Jr., director of tv ministry development; Rev. Royer H. Woodburn, director of utilization and field service; Rev. William A. Meadows, director of radio and television services and training; Joe W. Davis, treas and business mgr; Rev. John Clayton, associate director of program and production.

Metro Artist Bureau. 4 W. 57th St., New York 19, N. Y. Circle 6-8470. T. M. Nelson, mgr.

Services: PLP; PTP; talent.

Charles Michelson Inc. 45 W. 45th St., New York 36, N. Y. Plaza 7-6695. Charles Michelson, pres.

Services: PTP; STP; distributors of sound effects record libraries.

Michelson & Sternberg Inc. 45 W. 45th St., New York 36, N. Y. Plaza 7-1269. Aaron Michelson, pres.

Services: records for export; sound effects.

Midwestern Broadcasting School. 238 S. Wabash Ave., Chicago 4, Ill. Wabash 2-0712. Fred H. Robbins, director.

Services: recording; train announcers.

Carlton E. Morse Enterprises Inc. 1630 N. Vine St., Hollywood 28, Calif. Thornwall 5-7000. Carlton E. Morse, pres.

Services: PLP; PTP; scripts.

Morton Productions. 64 E. Lake St., Chicago 1, Ill. Central 6-4144. Morton Jacobson, pres.

Services: PTP.

N

National Council of Churches, Broadcasting & Film Commission. 220 Fifth Ave., New York 1, N. Y. Oregon 9-2968. Dr. S. Franklin Mack, Hollywood 28: 5746 Sunset Blvd. Hollywood 4-7464. George Heimrich.

Services: PLP; PTP; STP.

National Research Bureau Inc. 415 N. Dearborn St., Chicago 10, Ill. Superior 7-5000. William H. Wood, pres.

Sarasota, Fla.: 1465 Main St. Ringling 6-0131. W. H. Wood.

Burlington, Iowa: 802 Washington St. Plaza 2-5415. Milton Phule.

Canoga Park, Calif.: 7333 Remmet Ave. Al Lottman.

Services: syndicated station promotion newsletters; continuity service; sales and program ideas.

National Retail Radio Spots Inc. 6331 Hollywood Blvd., Hollywood 28, Calif. Hollywood 9-1989. Philip B. Singer, pres in charge of sales.

Services: PRC; STP.

News Services Div.-Assoc. Services. B-3, Hillside Ave., New Hyde Park, L. I., N. Y. Pioneer 2-0500. Dr. J. L. Levit, pres.

Services: PTP; mobile radio & recording for covering feature news & special events.

Oliver W. Nicoll Productions. 37 W. 46th St., New York 36, N. Y. Judson 1-5230. Oliver W. Nicoll, executive director.

Services: PLP; PTP; STP; phonograph records and albums; talent; scripts, consultation.

Nola Penthouse Sound Studios. 113 W. 57th St., New York 13, N. Y. Judson 6-0040. V.

Thomas Nola, gen mgr.

Services: film-tape-disc-recording services. **Northwestern Recording Inc.** 411 S.W. 13th Ave., Portland 5, Ore. Capitol 3-4107. Robert M. Lindahl, pres.

Services: PTP; PRC.

O

Lilian Okun. 165 E. 35th St., New York 16, N. Y. Murray Hill 3-5354. Lilian Okun, pres.

Services: PLP; PTP.

P

Packaged Programs Inc. 634 Penn Ave., Pittsburgh 22, Grant 1-1756. M. E. Pierst, gen mgr.

Services: PTP; PRC; STP.

Andy Potter-Stereo-Tv Productions. 5746 Sunset Blvd., Hollywood 28, Calif. Hollywood 7-9913. Andy Potter, owner.

Services: PTP; PRC; STP.

Leland Powers School Inc. 31 Evans Way, Boston 15, Mass. Aspinwall 7-3900. Haven M. Powers, principal.

Services: personnel and talent.

George Logan Price Inc. 20323 Pacific Coast Highway, Malibu, Calif. Globe 6-2135. George Logan Price, pres.

Services: PTP; PRC; STP; copy and ideas.

Q

Que Recording Co. 6233 Hollywood Blvd., Hollywood 28, Calif.: Hollywood 4-8351. Norman Houle & Arthur M. Sucheski, owners.

Services: sound & production services.

R

Radio Free Europe. 2 Park Ave., New York 10, Lexington 2-8902. Thomas H. Brown, acting director; John L. Dunning, assistant director; Joseph Rauff, New York program mgr; Alton Kastner, director of public relations; Claude Harris, director of engineering; Erik Hazelhoff, European director; Gerald Steibel, director of research and information.

Services: overseas broadcasting (28 transmitters and relay stations in West Germany and Portugal). Private organization supported by Crusade for Freedom.

RCA Recorded Program Services (RCA Victor Record Div.). 155 E. 24th St., New York 10, N. Y. Murray Hill 9-7200. A. B. Sambrook, mgr.

Chicago 11: 445 N. Lake Shore Dr. Whitehall 4-3693. W. F. Reilly, central division mgr.

Hollywood 38: 1016 N. Sycamore Ave. Oldfield 4-1660. W. C. Garland, western rep.

Atlanta: Rhodes-Havert Bldg. Jackson 4-7703. W. D. Cochran, southeastern rep.

Dallas 35: 7501 Empire Freeway. Fleetwood 2-3911. John Alves, southwestern rep.

Nashville, Tenn.: 800 17th Ave. S. Alpine 5-6691. Jack Dill, east central rep.

Services: PTP; PRC; STP; produce & distribute RCA Thesaurus, transcription library.

RKO Telesradio Pictures Inc. 1440 Broadway, New York 18, N. Y. Longacre 4-8000. Thomas F. O'Neil, pres and chmn of bd.

Boston: 21 Brookline Ave., Commonwealth 6-0800. Norman Knight, vp.

Hollywood 28: 1813 Vine St. Hollywood 2-2133. Norman Bugs, vp.

Memphis: Hotel Chisca. Jackson 5-6306. William Grumbles, vp.

Services: PLP; PTP; PRC; broadcasting, telecasting, production of motion pictures, recording.

RKO Telesradio Pictures Inc.—Wor Recording Div. 1440 Broadway, New York 18, N. Y. Longacre 4-8000. John B. Hayes, mgr.

Services: custom recording service.

Radio Features Inc. 75 E. Wacker Dr., Chicago 1, Ill. Franklin 2-4392. Walter Schwimmer, pres.

New York 22: 527 Madison Ave. Eldorado 5-4616. Jack Arden, office mgr.

Services: PLP; STP.

Radio Features of America. 37 W. 46th St., New York 36, N. Y. Judson 2-5130. Oliver W. Nicoll, executive director.

New York 22: production unit: Hotel New Weston, Madison Ave. at 49th St. Plaza 3-4800. John Henry Macdonell, managing director.

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Radio Program Services CONTINUED

Services: PTP; PRC; STP; international radio service; talent, scripts.

Radio Providence Productions Inc. Rocky Hill Road, No. Scituate, R. I. Niagara 7-6933. Frank Jones, pres.

Services: PTP; PRC; scripts.

Radio Recorders. 7096 Santa Monica Blvd., Hollywood 38, Calif. Hollywood 3-5282. J. Joseph Sameth, vp in charge of sales.

Services: recording.

Radio Recording Studios. 1241 Curmeo Ave., Chicago 40, Ill. Edgewater 4-6451. Myron Bachman, owner.

Services: air-checks.

Radio Script Services. 213 N. Duke St. Lancaster, Pa. Express 3-4337. Dorothy S. Brown, owner-director.

Services: commercial copy; seasonal shows.

Radio-Video Programme Producers. 1440 St. Catherine St. W. Montreal, Quebec. University 6-8751. Paul L'Anglais, pres.

Services: PTP; PRC; producer of live tv programs, producer of tv films in France; adapt English films, commercials to French.

Radiozark Enterprises Inc. 1121 South Gleason, Springfield, Mo. University 2-4122. John B. Mahaffey, E. E. Suman Jr., managing vp's.

Services: PTP; PRC; STP.

Ray and Berger. 5348 Sunset Blvd., Hollywood 28, Calif. Hollywood 2-4202. Howard Ray and Jack Berger, partners.

Services: prizes for station promotions, contests and quiz programs.

Recorded Publications Labs. 1509-1550 Pierce Ave., Camden 5, N. J. Woodlawn 3-3000. David H. Goodman, vp in charge of sales.

Services: PTP; PRC; STP.

Reeves Sound Studios Inc. 304 E. 41th St., New York 17, N. Y. Oregon 9-3550. Chester L. Stewart, vp & gen mgr.

Services: recording.

Religious News Service. 43 W. 25th St., New York 19, N. Y. Murray Hill 5-7094. Lillian R. Block, managing editor.

Services: scripts.

Republic Radio & Television Features. 64 E. Lake St. Chicago 1, Ill. State 2-0460. Capico Kapps, pres.

Services: PTP; PRC; STP; represents program and commercial producers.

Richard S. Robbins. 163 Bleeker St., New York. Spring 7-2508.

Services: Merchandising, prizes, contests.

Robbins Bros. 67 W. 44th St., New York 36, N. Y. Murray Hill 7-2033. Fred Robbins, pres.

Services: PTP; manages & books artists & shows.

Robinson Recording Laboratories. 35 S. 9th

St. Philadelphia 7, Pa. Walnut 2-6809. W. P. Robinson, proprietor.

Services: PTP; PRC.

Roffman Assoc. 675 West End Ave., New York 25, N. Y. Riverside 9-3517. Richard B. Roffman, pres.

Los Angeles: 7755 Hollywood Blvd. Alan Winston, division mgr.

Philadelphia: 5229 Behar Terr. Sara Colton, division mgr.

Services: PTP; PRC; STP; talent; public relations.

Rolab Studios. Walnut Tree Hill, Sandy Hook, Conn. Garden 6-2166. Henry Roger, owner.

Services: PTP; PRC; recording.

Royal Recording Co. 601 Ashby Ave., Berkeley 10, Calif. Ashberry 3-5153. Don Hambly, operations mgr.

Services: tape & disc duplication.

Jack Russell & Assoc. 203 N. Wabash Ave., Chicago 1, State 2-2818. Jack Russell, pres.

Services: PRC; talent.

S

Sam Samuels. 1584 Broadway, New York 35, N. Y. Judson 6-9012. Sara Samuels, pres.

Services: PTP.

James L. Saphier Agency Inc. 9538 Brighton Way, Beverly Hills Calif. Crestview 1-7231. James L. Saphier, pres.

Services: PTP; PRC.

Sesac Inc. 10 Columbus Circle, New York 19, N. Y. Judson 6-3450. Paul Heinicke, pres.

Services: PTP.

Joseph I. Sonnenreich. 20 W. 89th St., New York 24, N. Y. Susquehanna 7-1797. Joseph I. Sonnenreich, pres.

Services: PTP; PRC.

Soundac Productions Inc. 2133 N.W. 11th Ave., P. O. Box 605, Biscayne Annex, Miami 37, Fla. Franklin 4-2555. Robert D. Buchanan, president mgr.

Services: PTP; PRC; STP; creators of programs; Spanish language commercials.

Southern Baptist Convention, Radio & Television Commission. 6248 Camp Bowie Blvd., Fort Worth 16, Tex. Forshing 8-2185. Paul M. Stevens, executive secretary-director.

Services: PTP.

Sigmund Spaeth. 400 E. 58th St. New York 22, N. Y. Plaza 8-0879. Sigmund Spaeth, pres.

Services: PTP; PRC; personal appearances by Mr. Spaeth.

Standard Radio Transcription Services Inc. 360 N. Michigan Ave., Chicago 1, Ill. State 2-5322. Olga Blohm, gen mgr.

Services: library of all-instrumental music for commercial uses and sound effects.

Studio & Artists Recorders. 5687 Sunset Blvd., Hollywood 28, Calif. Hollywood 4-8241. Lewis Finston, mgr.

Services: PTP; PRC.

T

T B C Recording Co. 1262 Don Mills Road, Toronto, Ont., Hackley 4-2580. William H. McAlpine, mgr.

Services: PTP; PRC.

Technisonic Studios Inc. 1201 Brentwood Blvd., St. Louis 17, Mo. Parkview 7-1055. Charles B. Harrison, pres.

Services: PTP; PRC; record processing and pressing; sound recording studios.

Telepix Corp. 1515 N. Western Ave., Hollywood 27, Calif. Hollywood 1-7391. Robert P. Newman, pres.

Chicago 35: 8620 Divisway Ave. Toledo 9-6636. Stanley P. Anderson, pres of Telepix-Anderson Inc.

Portland 4, Ore.: 704 Wilcox Bldg. Capitol 3-0151. H. S. Jacobson, sales rep.

Services: PRC.

Tel National Inc. 5886 Hollywood Blvd., Hollywood 28, Calif. Hollywood 2-1133. Don Estey, pres.

Services: rent transcribed commercials to radio stations.

Tv-Radio-Film Services. 516 Fifth Ave., New York 36, N. Y. Oxford 7-7763. Arthur J. Daly, owner.

Services: musical jingles.

Thoroughbred Productions. 718 S. 12nd St., Louisville 11, Ky. Spring 4-5592. James R. Finegan, executive producer.

Services: PTP; PRC; film, sound.

Transcription Sales Inc. 121 N. Main St., Dayton 2, Ohio. Baldwin 2-3772. J. P. Williams, executive vp.

Services: transcribed shows, package programs.

U

U. S. Recording Co. 1121 Vermont Ave., N.W., Washington 5, D. C. Lincoln 3-2705. Joseph Tait, gen mgr.

Services: custom recording.

United Film & Recording Studios Inc. 203 E. Erie St., Chicago 11, Ill. Superior 7-9114. William L. Klein, pres & executive producer.

New York: 17 E. 45th St. Oxford 7-0725. Herbert Rosen, rep.

Washington: 125 13th St., N.W. Sterling 3-2951. Kenneth Buchanan, rep.

Services: PTP; PRC; film and sound studios; musical jingles; spot announcements; music & effects libraries.

United Lutheran Church in America, Dept. of Press, Radio & Tv. 231 Madison Ave., New York 16. Lexington 2-3410. Charles C. Hushaw, executive director; Richard T. Snelliffe, associate director in charge of radio and television.

United Nations Radio, Office of Public Information. United Nations, New York 17. Plaza 4-1234. Ahmed Bokhari, under-sec for public information; Peter Ayten, director, radio and visual services division; Thorold Dickinson, chief, film service; William Benson, chief, tv service; Gohl Oberst, chief, radio service; Michael Hayward, chief, operations; Irving Berenson, chief, english language radio.

Services: broadcast programs and information.

United Presbyterian Church in the U.S.A., Radio & Television Dept. 356 Fifth Ave., New York 19. Algonquin 5-5600. Rex Lawrence W. McMaster Jr., executive director; John Groller, sec of broadcasting; Board of National Missions; W. Burton Martin, sec of broadcasting and films; Board of Foreign Missions; Marcella Pambrun, traffic mgr.

Universal Recording Corp. 46 E. Walton St., Chicago 11, Ill. Michigan 2-6465. A. G. Clapper, executive vp.

Services: facilities for phonograph records (monaural and/or stereo), transcribed spot announcements and program recording, tape duplicating, stereo disc mastering, location recording, magnetic recording and screening.

Upper Room Radio-Television Parish. 1903 Grand Ave., Nashville 5, Tenn. Broadway 7-7300. Leslie J. Ross, director.

Services: PTP.

V

Thomas J. Valentino Inc. 150 W. 43rd St., New York 36, N. Y. Circle 6-4675. Thomas J. Valentino, pres.

Services: library of background mood music, sound effects; industrial and documentary films.

Owen Vinson & Co. 503 19th St., Santa Monica, Calif. Exbrook 3-1305. Owen Vinson, owner.

Services: PTP; PRC; ideas, scripts and production services.

W

Deryck Waring Recordings. 37 E. 19th St., New York 17, N. Y. Plaza 8-2910. Deryck H. Waring, owner.

Services: recording, film synchronization 15 min.

Western Recorders. 8000 Sunset Blvd., Hollywood 28, Calif. Hollywood 3-6311. Donald D. Blake, Wm. M. Kirkpatrick, partners.

Services: recording.

Wiederhold Recording Studio. 11 S. Trust Bldg., Louisville 2, Ky. Juniper 4-7509. George Wiederhold, owner and manager.

Services: PTP; PRC; recording; air checks.

World Broadcasting System Inc. 488 Madison Ave., New York 22, N. Y. Murray Hill 3-4700. Dick Lawrence, gen mgr, Jim Weathers, sales mgr.

Services: PTP; STP; recording; scripts.

Writerafter Agency. 5880 Hollywood Blvd., Hollywood 28, Calif. Hollywood 9-7855. Carl Coolidge, director.

Services: scripts.

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Radio and Tv News Services

Associated Press—50 Rockefeller Plaza, New York 20. Plaza 7-1111. Executives: Frank J. Starzel, gen mgr; Oliver Gramling, assistant gen mgr; Lloyd Stratton, secretary; John Aspinwall, radio news editor. (Continuous worldwide news; business and market reports; specialized feature scripts; sports news, spot and commentary; complete weather reports; for tv, AP Wirephoto and AP Photofax for spot and feature picture coverage).

British United Press Ltd.—575 University St., Montreal, Que. University 6-9357. R. W. Keyserling, managing director and general business mgr; Dennis Landy, editor; Fred A. Darrell, coml mgr; W. D. Eberhart, exec news editor; T. G. McQuaid, bureau mgr; John Chartier, business mgr.

Broadcast News Ltd. (subsidiary of Canadian Press)—55 University Ave., Toronto 1, Ont. Empire 4-2692. Gillis Purcell, chief executive; Charles Edwards, mgr; C. A. Day, treasurer. (Worldwide news and features to radio and tv stations by teletype).

CBS News (division of Columbia Broadcasting System Inc.)—485 Madison Ave., New York 22. Plaza 1-2345. Executives: Sig Michelson, vp, news & public affairs. CBS Inc.; and gen mgr, CBS News Div.; John F. Day, director of news; Irving Gittlin, director of public affairs; William C. Ackerman, director, special projects; Howard Kany, mgr, newfilm; Theodoro F. Kcop, director, news and public affairs. (Produces news, public affairs, special events, sports programs for CBS Radio and CBS Television networks; supplies syndicated news-film service to stations in U. S. and abroad).

National Catholic Welfare Conference News Service—1312 Massachusetts Ave., N.W. Washington 5, D. C. Republic 7-3553. Frank A. Hall, director. (Issues weekly 15 minute Catholic radio-tv newscast script condensed from full daily news service; pictures also available for use of script on tv).

News Associates Inc.—National Press Bldg., Washington 4, D. C. National 8-4919. Executives: Herbert Gordon, pres; J. Harley Murray, vp; Amelia Albright, associate editor. (Washington news and feature coverage; provides exclusive service to stations; handles special news and feature assignments with still and motion pictures).

Press Assn. (Associated Press subsidiary)—50 Rockefeller Plaza, New York. Plaza 7-1111. Frank J. Starzel, pres; Oliver Gramling, vp; Lloyd Stratton, secretary.

Reuters Ltd. of London—229 W. 43rd St., New York. Bryant 9-8558. D. K. Rogers, North American mgr; Julian Bates, U. S. news editor.

Telenews (produced by Hearst Metrotone News Inc.)—Sales office: 235 E. 45th St., New York 17. Murray Hill 2-5600. Robert H. Reid, general sales mgr; Saul Reiss, national tv sales. New York Production Office: 450 W. 56th St., New York 19. Plaza 7-4120. C. B. Stratton, executive vp; Marshall E. Davidson, executive news editor. (Telenews Daily Newfilm, Telenews "Weekly News Review," Telenews "This Week in Sports," Telenews "Farm Newsreel" and Telenews "Fashion Newsreel").

United Press International (including United Press Movietone Television News and United Press International Newspictures)—220 E. 42d St., New York 17. Murray Hill 2-0400. Officers (New York): Frank H. Bartholomew, pres-gen mgr; Earl J. Johnson, vp-gen news mgr; LeRoy Keller, vp general sales mgr; Mims Thomason, vp general business mgr; Frank Tremaine, gen mgr. United Press International Newspictures: William R. Higginbotham, mgr, United Press Movietone. Regional executives: Atlanta, Lowry Bowman, southern division newspaper mgr; Boston, Alan R. Wade, New England radio editor; David Wurzel, New England newspapers mgr; Chicago, Dean C. Miller, national radio news mgr; Harold W. Gully, central division newspapers mgr; Dallas, Charles J. McCarthy, southwestern division newspapers mgr; Los Angeles, William F. Tyree, Pacific division tv editor; San Francisco, Cliff McDowell, Pacific division newspapers mgr; Washington, George Gaylin, Washington newspapers mgr; Robert J. Serling, Washington radio bureau mgr; Bryce Burke, Washington tv editor. (Services for radio: news, news features on sports, women's interests, human interests, recreation, farming, business, science, religion, commentary and review of outstanding news events, national and international affairs, Sunday show. For tv, motion picture news film comprising sound and silent film with teletyped scripts and 24-hour news wire; spot newspapers by Telephoto, Unifax [facsimile], mail, messenger or courier, 7 x 9, 8 x 10, 3 x 4 telop and balop prints; sports shows, week-end sports review, baseball scorecard, including cartoons; weather shows, weather maps, slides of films, with scripts).

World Wide Information Services—730 - 5th Ave., New York. Judson 2-1370. Richard W. Hubbell, director. (Services include special research projects, executive level interviews, technical surveys, promotion services, news film and photos).

Talent Agents and Managers

NEW YORK

Ashley-Steiner Inc. 579 Fifth Ave., New York 17. Murray Hill 8-3330. Ted Ashley, pres; Ira Steiner, vp; Leonard Sittomer, secretary-treasurer; Arthur Joel Katz, general counsel. Beverly Hills—449 S. Beverly Dr. Crestview 1-8511. Ira Steiner, vp and mgr.

Baum-Newborn Agency. 743 Fifth Ave., New York 22. Murray Hill 8-1350. Martin Baum, Abe Newborn, partners; Donald G. Wolff, Tom Korman, tv associates.

V. S. Becker Productions. 551 Fifth Ave. New York 17, N. Y. Murray Hill 2-0777. Viola S. Becker, executive producer. Services: casting.

Briscoe, Goldsmith & Arthur 522 Fifth Ave., New York 36. Murray Hill 2-6244. Johnson Briscoe, pres, Hartney Arthur and George Goldsmith, vps.

Louis W. Cohan Inc. 7 W. 24th St., New York 10, N. Y. Watkins 9-0670. Louis W. Cohan, pres.

Services: packager; talent management.
Columbia Artists Management Inc. 113 W. 57 St., New York 19. Circle 7-6900. F. C. Schank, pres; Humphrey Douzens, vp and director of television and radio.

Branch Office: 427 W. 5th St., Los Angeles. Madison 6-2327. David Ferguson, vp and Pacific Coast mgr.; Cleone Pottenger, assistant mgr.

Services: Booking radio and television engagements for artists under management of Columbia Artists.

Harry Conover Agency. 52 Vanderbilt Ave., New York. Murray Hill 4-0825. Candy Jones, managing director.

Frank Cooper Assoc. (branch office) 17 E. 54th St., New York. Plaza 1-0725. Sy Fischer. (See headquarters listing under Los Angeles.)

Jane Deacy Agency. 60 E. 42nd St., New York 17. Murray Hill 7-3365. Jane Deacy, pres.

Milton Deutsch Agency (branch office) 200 W. 57th St., New York 19. Circle 7-1627. Phil Grae. (See headquarters listing under Los Angeles.)

Carl Eastman. 80 Park Ave., New York 16. Murray Hill 2-4986. Carl Eastman, proprietor; Margaret Garber, associate.

Services: Representation for tv commercial talent and casting consultant for radio-tv commercials.

Famous Artists Assoc. 610 Fifth Ave., New York 20. Circle 7-8200. Charles H. Abramson, in charge (see headquarters listing under Los Angeles).

Frieda Fishbein. 353 W. 57th St. New York 19, N. Y. Columbus 5-6100. Frieda Fishbein, owner. Services: Tv writer representative.

Foster-Ferguson Agency. 141 E. 44th St., New York 17. Yukon 6-4330. Jean Colteran Foster and Babs Ferguson, partners.

Services: Supply talent for live and filmed commercials, radio, soap operas and transcriptions.

Gabbe, Lutz, Heller & Loeb. 119 W. 57th St., New York 19. Circle 5-7998. In partnership: Richard Gabbe, Sam Lutz, Seymour Heller, William Loeb.

Branch Office: 1626 N. Vine St., Hollywood 28. Hollywood 9-1993.

Services: Talent managers.
General Artists Corp. 640 Fifth Ave., New York 19. Circle 7-7550. L. W. Kanaga, pres; M. W. Krasny, executive vp.

Miami Beach: 975 Arthur Godfrey Road. Jefferson 4-6292. L. Romm.

Beverly Hills: 9650 Santa Monica Blvd. Crestview 1-8101. H. Miller.

Chicago: 3 S. Michigan Ave. State 2-6288. P. Lombard.

Dallas: 1511 Bryan St. Riverside 1-3665. J. Brown.

Services: Represents talent; produces radio and tv shows.
Hartford Agency. 18 E. 48th St., New York. Plaza 3-6500. Edward Collins pres; Cye Perkins, Barbara Scott, Jane Benford, tv mgrs.

John Robert Powers Agency. 681 Fifth Ave., New York. Plaza 5-1070. Ruth T. Walters, director.

Martin Goodman Productions. 36 Central Park South, New York 19. Plaza 1-3555. Martin Goodman, George Spota, Arthur Willi, Billie Biederman.

Services: Talent representatives; independent packagers and producers.
Jeff Hunter. 420 Madison Ave., New York 17. Plaza 5-9611. Jeff Hunter, principal (maintains various West Coast affiliations).

Harriet Kaplan-Lily Veldt Inc. 527 Madison Ave., New York 22. Plaza 5-2214. Harriet Kaplan, pres; Lily Veldt, vp.

Services: Talent and scripts for tv.

Lee-Draper Agency. 113 W. 57th St., New York 19. Judson 6-4180. Olga Lee, Stephen Draper, partners (maintains various West Coast affiliations).

Lenny-Debin. 140 W. 58th St., New York 19. Judson 2-0270. Jack Lenny, Nat Debin, partners; Bruce Savan, Robert Scheer, associates.

Services: (Bob Scheer) casting for television commercials; (Bruce Savan) casting dramatic and musical television shows. West

Coast affiliation: (see Mitchell Gertz Agency, in Los Angeles listing).

Lester Lewis Assoc. 11 E. 43rd St., New York 17. Plaza 3-5082. Lester Lewis & Juliet Lewis, partners.

Services: Agents for tv performers (actors, actresses, commercial spokesmen and spokeswomen); package producers.

***MCA Artists Ltd.** 598 Madison Ave., New York 22. Plaza 9-7500. Jules Stein, chmn; Lou Wasserman, executive chmn. Herbert I. Rosenthal, pres, Freddy Fields, vp.

Beverly Hills—9370 Santa Monica Blvd. Crestview 6-2001. Mike Levce Jr., vp
Chicago 1—430 N. Michigan Ave. Delaware 7-1100. James Sturton, vp.

London WC 1—139 Piccadilly. Mayfair 7211. Cecil Tennant, vp.

Offices also in Pittsburgh, Dallas, Detroit, Minneapolis, Paris and Rome.

*Separate entity of MCA Ltd.; not to be confused with MCA Tv Ltd., program packagers.

William McCaffrey Agency. 501 Madison Ave., New York 22. Eldorado 5-1076. William McCaffrey, principal.

William Morris Agency. 1740 Broadway, New York 19. Judson 6-5100. Abe Lastvogel, pres; Morris Stoller, secretary; Nat Lefkowitz, treasurer; Wallace S. Jordan, N. Y. radio-tv head.

Chicago 1—435 N. Michigan Ave. Whitehall 3-1744. Howard Reilly, radio-tv director. Beverly Hills—151 El Camino. Crestview 4-7451. Samuel Weisbord, George Gruskin, L. A. co-directors, radio-tv.

Metro Artist Bureau. 4 W. 57th St., New York 19, N. Y. Circle 6-8470. T. M. Nelson, mgr.

Services: Talent for tv.

National Artists Corp. 711 Fifth Ave., New York 22, N. Y. Plaza 9-6000. Luben Vichey, pres.

Services: Talent; produce shows.

Meyer B. North. 1564 Broadway, New York 36, Plaza 7-3445. Meyer B. North, owner.

Max Richard Inc. 1776 Broadway, New York 19. Plaza 7-6414. Max Richard, executive producer, sec-treas; Robert Richard, casting director.

Services: Talent and modeling for radio and television programs and commercials.

Roffman Assoc. 675 West End Ave., New York 25, N. Y. Riverside 9-3647. Richard H. Roffman, pres.

Los Angeles: 7755 Hollywood Blvd., Alan Winston, division mgr.
Philadelphia: 5229 Belmar Terrace, Sara Colton, division mgr.

Gloria Safier 667 Madison Ave., New York 21. Templeton 8-4868. Gloria Safier, pres. (maintains various West Coast affiliations).

Sam Samuels 1564 Broadway, New York 36. Judson 6-9012.

William Schuller Agency (branch office) 200 W. 57th St., New York 19. Judson 2-3434. Dorothy B. Lohman, mgr. (See headquarters listing under Los Angeles.)

Wilbur Stark-Jerry Layton, Inc. 6 E. 45th St., New York 17. Oxford 7-6860. Wilbur Stark, pres; Jerry Layton, vp.

Services: Producers and talent agents.

Douglas F. Storer. 1270 Avenue of the Americas, New York 20. Circle 7-6325.

Services: Personal manager for following radio and television properties and personalities: Bob Considine, Frank Coniff, Inez Robb, Hearst Headline Service, Ripley's "Believe It Or Not," "Renfrew of the Mounted," "Fu Manchu," "This You Can Believe."

Television Artists Corp. 527 Madison Ave., New York 22. Plaza 3-2153. Jack Bertell, pres; John Greenhut, vp.

Services: Personal management of performers in television and radio; handling and packaging of scripts.

Ziegler, Hellman & Ross. 65 E. 55th St., New York 22. Plaza 3-7715. Jerome Hellman, pres; James Merrick, Marion Searchinger, associates.

Beverly Hills: 321 S. Beverly Dr. Crestview 1-5963. Everts Ziegler, Hal Ross, partners.

CHICAGO

Harry Greben. 203 N. Wabash Ave., Chicago 1. Dearborn 2-0996.

Services: Manages artists appearing on tv.

MCA Artists Ltd. 430 N. Michigan Ave., Chicago 1. Delaware 7-1100. James Sturton, vp. (See also listing under New York and Los Angeles).

Models' Bureau. 75 E. Wacker Dr., Chicago 1. Dearborn 2-7330. Al Seaman, Connie Seaman. Services: Talent for radio and television commercials.

William Morris Agency. 435 N. Michigan Ave., Chicago 1. Whitehall 3-1744. Howard Reilly, Chicago radio-tv director. (also see listing under New York and Los Angeles).

Jack Russell & Assoc. 203 N. Wabash Ave., Chicago 1. State 2-2818. Jack Russell, pres.

Services: Talent representative, jingle production.

LOS ANGELES AREA

Lane Allan Agency. 8746 Sunset Blvd., Los Angeles 46. Olympia 2-7953. Lane Allan. Services: Artists' manager.

Ashley-Steiner Inc. 449 S. Beverly Dr., Beverly Hills. Crestview 4-8511. Ira Steiner, vp and mgr. (See also New York listing).

Talent Agents CONTINUED

Miles Bohm Auer. 5205 Hollywood Blvd. (suite 216), Hollywood 27. Hollywood 2-6416. Miles Bohm Auer, owner.

Services: Represents actors, writers, composers, conductors, arrangers, choreographers, producers, directors, vocal groups; specializing in multiple and trick voice actors.

Vy Barry Agency. 1717 N. Vine St. (Room 19), Hollywood. Hollywood 9-0989. Vy Barry, owner; William A. (Bill) Pierce, associate in charge of talent and literary departments.

Services: Represents talent, producers, writers, and directors.

Herman Bernie Agency. 260 S. Beverly Dr., Beverly Hills. Crestview 5-0117. Herman Bernie.

Services: Producer of television packages; furnish actors and actresses to radio and television.

Bob Brandies Agency. 11559 Ventura Blvd., Studio City. Poplar 2-4872. Bob Brandies, owner.

Services: Actors' management.

Alex Brewis Agency. 8518½ Sunset Blvd., Hollywood 46. Olympia 2-7020. Alex Brewis, owner.

Services: Actors' representative.

Columbia Artists Management Inc. (branch office) 427 W. 5th St., Los Angeles. Madison 6-2327. David Ferguson, vp and Pacific Coast mgr; Cleone Pottenger, assistant mgr. (See headquarters listing under New York.)

Frank Cooper Assoc. 9145 Sunset Blvd., Hollywood 46. Crestview 4-6321. Frank Cooper, pres; Dick Irving Hyland, vp.

Branch Office: 17 E. 54th St., New York. Plaza 1-0725. Sy Fischer, vp.

Services: Literary and talent agency.

Ray Cooper Agency. 139 S. Beverly Dr. (suite 333), Beverly Hills. Crestview 6-9769. Ray Cooper and Doug Cooper, partners.

Services: Artists' management.

Mary Webb Davis Inc. 8532 Sunset Blvd., Los Angeles 46. Oleander 5-6747. Mary Webb Davis.

Services: Supply models and actors for television commercials.

Milton Deutsch Agency. 9034 Sunset Blvd., Hollywood 46. Crestview 4-7321. Milton Deutsch, Cliff Aronson.

Branch Office: 200 W. 57th St., New York 19. Circle 7-1627. Phil Grae.

Services: Artists' representative.

Virginia Doak Agency Inc. 9172 Sunset Blvd., Hollywood 46. Crestview 4-8121. Virginia Doak, pres.

Services: Represents talent, directors and writers.

Famous Artists Assoc. California Bank Bldg., Beverly Hills, Calif. Crestview 4-7433. Charles Feldman, pres; Jack Gordean, vp; Grace Dobish, secretary. New York 20--610 Fifth Ave. Circle 7-6200. Charles H. Abramson, in charge.

The Fleire Agency Inc. 8165 Sunset Blvd., Hollywood 46. Oldfield 6-3060. Betty Collins, pres.; Peter J. Thompson, vp; Henry Chandler Gross, sec-treas.

Services: Henry Chandler (Chan) Gross, director of talent, represents some 350 actors, models, announcers and pitch artists, both male and female.

Hugh French Agency. 468 N. Bedford Dr., Beverly Hills. Crestview 6-7766. Hugh French and Robin French, partners.

Services: Artists' manager and agent for artists, directors, writers and properties, television packages.

Kurt Frings Agency. 242 N. Canon Dr., Beverly Hills. Crestview 4-8881. Kurt Frings.

Services: Placement of talent, sale of shows, packaging, literary properties, writers.

Gabbe, Lutz, Heller & Loeb (branch office) 1626 N. Vine St., Hollywood 28. Hollywood 9-1093. (See headquarters office listing under New York.)

Mitchell Gertz Agency. 338 N. Rodeo Dr., Beverly Hills. Crestview 4-8641. Mitchell Gertz, owner; Jack R. Cuss, Arlen Sinton, Hy Sieger, associates.

Services: Talent agency.

Sid Gold Agency. 8961 Sunset Blvd., Hollywood 46. Crestview 4-7247. Sid Gold.

Services: Actors' representative.

Goldstone-Tobias Agency. 404 N. Roxbury Dr., Beverly Hills. Crestview 6-1671. Nat Goldstone, Herb Tobias, partners. New York affiliation: (see Baum-Newborn Agency).

Ivan Green Agency. 292 S. La Cienega Blvd., Beverly Hills. Olympia 2-4010. Ivan Green.

Services: Representation and management of actors, writers, directors and programs.

Mitchell J. Hamilburg Agency. 8776 Sunset Blvd., Hollywood 46. Olympia 2-5180. Mitchell J. Hamilburg, pres; Michael S. Hamilburg, partner.

Branch Office: 444 Madison Ave., New York 22. Plaza 3-2720. Marvin H. Sugarman, merchandising director.

Services: Television and radio packaging; talent representation.

George Ingersoll Agency. 7167½ Sunset Blvd., Hollywood 46. Hollywood 7-0862. George K. Ingersoll, owner.

Services: Represents actors, singers, writers and packages.

Lou Irwin Inc. 9165 Sunset Blvd., Hollywood

46. Crestview 1-7131. Lou Irwin, pres; associates: Ted Wilk, Chloe Elrod, Jay Schlein, Frances Manson.

Services: Represents artists, writers, directors, producers; creates packages for both radio and television.

Edith Jackson Agency. 6605 Hollywood Blvd., Hollywood 28. Hollywood 7-0155. Edith Jackson, pres; Sam Sebby, literary associate.

Services: Represent actors, directors, producers, singers, writers.

Jaffe Agency Inc. 9441 Wilshire Blvd., Beverly Hills. Crestview 4-7133. Sam Jaffe, pres; Mary Baker vp; Philip Gorsh, secretary.

Fred Katz Agency. 9171 Sunset Blvd., Hollywood 46. Crestview 6-3189. Lester Kendall, vp; Thelma White, sec-treas.

Services: Placement of actors in television. **Al Kingston Enterprises.** 9171 Sunset Blvd., Hollywood 46. Crestview 4-8853. Alfred Kingston, pres; Arnold L. Rose, sec-treas.

Services: Management artists, writers, directors, stories; television packaging.

Kumin-Olenick Agency. 400 S. Beverly Dr., Beverly Hills. Crestview 4-3221. Irving Kumin, Julian Olenick.

Services: Managers for actors, actresses and writers for television.

Fred J. Leonard Agency. 7441 Sunset Blvd., Los Angeles 46. Hollywood 4-7546. Fred J. Leonard, owner; Edna Kelly, associate.

Lester Linsk. 195 S. Beverly Dr., Beverly Hills. Crestview 5-4396. Lester Linsk, owner.

Services: Management of writers and talent; packaging.

Alvin G. Manuel Agency. 468 N. Bedford Dr., Beverly Hills. Crestview 4-5288. Alvin G. Manuel, Michael Plant.

Services: Literary agents.

James McHugh Jr. Agency. 121 S. Beverly Dr., Beverly Hills. Crestview 4-3167.

Services: Represents talent in radio and tv. **Wallace Middleton Agency.** 8278 Sunset Blvd., Hollywood 46. Oldfield 6-4460. Wallace F. Middleton.

Services: Represents artists in radio and television.

William Morris Agency. 151 El Camino, Beverly Hills. Crestview 4-7151. Samuel Weisbord, George Gruskin, Los Angeles co-directors, radio-tv. (see also New York listing).

MCA Artists Ltd. 9370 Santa Monica Blvd., Beverly Hills. Crestview 6-2001. Mike Levee Jr., vp. (see also New York listing).

Al Ochs Agency. 1651 Cosmo St., Hollywood 28. Hollywood 9-6470. Al Ochs, owner.

Services: Artist management.

Maurine Oliver & Assoc. 8218 Sunset Blvd., Los Angeles 46. Oldfield 6-3651. Associates: Maxine Anthony, Jack Cushingham; Story Dept., George Pelling.

Services: Actors' agent.

Bob Payton Agency. 8272 Sunset Blvd., Hollywood 46. Oldfield 6-1880. Bob Payton.

Services: Talent agent.

Ben Pearson Agency. 1016 N. Carol Dr., Los Angeles. Crestview 4-5488. Ben Pearson, pres. New York affiliation: (see Baum-Newborn Agency).

Premiere Artists & Productions Agency. 1046 Carol Dr., Hollywood 28. Crestview 4-5488. Harold Jovian, owner; Bill Putney, associate.

Services: Representation of artists and programs.

Preminger-Stuart Agency. 8462 Sunset Blvd., Hollywood 46. Oldfield 6-2360. Ingo Preminger, pres. Malcolm Stuart, vp.

Services: Representation of writers, literary properties, producers, directors, cameramen, actors and package deals.

Danny Richards Agency. 1610 N. Wilcox Ave., Hollywood 28. Hollywood 7-5295. Danny Richards and Eloise Richards, partners.

Services: Artists' management.

Rosen-Finger Agency. 468 N. Bedford Dr., Beverly Hills. Crestview 4-5861. Jerry Rosen, Jay Finger, partners. New York affiliation: (see Baum-Newborn Agency).

Milt Rosner Agency. 9110 Sunset Blvd., Hollywood 46. Crestview 6-7923. Milt Rosner, owner.

Services: Represents actors, writers, directors and producers.

Art Rush Inc. 357 N. Canon Dr., Beverly Hills. Crestview 4-6841. W. Arthur Rush, pres and owner.

Services: Represents artists in radio and television.

Lester Salkow Agency. 5741 Sunset Blvd., Los Angeles 46. Olympia 2-6756. Lester Salkow, pres.; Arthur Kennard, vp; Maury Calder.

Services: Talent management and television packages.

James L. Saphier Agency. 9538 Brighton Way, Beverly Hills. Crestview 1-7231. James L. Saphier, pres.

Services: Radio and television productions, sale of package programs and talent.

William Schuller Agency. 9151 Sunset Blvd., Hollywood 46. Crestview 4-6949. William Schuller, pres.

Branch Office: 200 W. 57th St., New York 19. Judson 2-3434. Dorothy B. Lohman, mgr.

Services: Artist representative.

Melville A. Shauer Agency. 9110 Sunset Blvd., Los Angeles 46. Crestview 1-1103. Melville A. Shauer, owner.

Services: Artists' agent and personal manager.

Glenn Shaw Agency. 8746 Sunset Blvd., Los Angeles 46. Oleander 5-6953. Glenn E. Shaw, owner.

Services: Artists' manager for actors, writers and composers.

Paul Small Artists Ltd. 270 N. Canon Dr., Beverly Hills. Crestview 4-5877. Lillian Schar Small, pres; Edgar Small, executive vp. New York affiliation: (see Baum-Newborn Agency).

Services: Representation of actors, writers, directors, producers, composers.

Sodaro Agency. 9400 Culver Blvd., Culver City, Texas 0-6001. Joseph E. Sodaro, owner; Lorraine Sodaro and Ethel Stone, sub-agents.

Services: Represents actresses and actors in television and radio.

Rosalie Stewart Agency. 441 S. Beverly Dr., Beverly Hills. Crestview 4-6123. Rosalie Stewart, Stuart Stewart, Lee Stewart.

Services: Agent for actors and writers.

Harold Swoverland Agency. 1032 N. Fairfax, Los Angeles 46. Oldfield 6-0900. Charles Collins, technical placement (cameramen, directors, producers); Bessie Lee, Chinese placement; Eleanor Pettebone, children placement; Tilda Forster, literary placement.

Services: Talent management.

Theatre Arts Agency. 8853 Sunset Blvd., Hollywood 46. Olympia 2-8779. James Arthur Morgan, pres.; Joannie Poffenbarger, vp; E. Holt Jones, vp; Fernande Marbais, sec-treas.

Services: Artists' management.

George Ullman Agency. 8979 Sunset Blvd., Los Angeles 46. Crestview 4-5238. George Ullman, owner and pres; Jack Easton, vp.

Services: Packaging representation of performers, writers and directors.

Jack Weiner Agency. 8981 Sunset Blvd., Hollywood 46. Crestview 6-7081. Jack Weiner, owner.

Services: Artists' representative.

Westwood Artists Agency. 1516 Westwood Blvd. (suite 202), Los Angeles 24. Brighton 0-3287. Regina Cash, pres & agent; Dick Drasen, vp; Anne Cronland, artists' representative; James Grimm, director, model's bureau.

Services: Placing of models, actors, and actresses in all phases of television (commercial and dramatic).

Paul Wilkins Agency. 9006 Sunset Blvd., Hollywood 46. Crestview 1-6188. Paul Wilkins, owner and agent; Donna Wilkins, sub-agent.

Services: Artists' manager.

Betty Wookey Agency. 8743 Sunset Blvd.,

I need top Country and Western talent.
Where's the best place to get it?



Connie B. Gay has the answer...

"Just write, wire or phone me at Town & Country Network, 1122 North Irving Street, Arlington, Va.— Jackson 5-5087. For 12 years I've been America's largest independent producer and packager of Country and Western talent."

Talent Agents CONTINUED

Hollywood 48 Hollywood 2-2391. Betty Wooley, Richard Wooley.
Services: Sale and promotion of performing, writing & directing talent.

Ziegler, Hellman & Ross. 321 S. Beverly Dr., Beverly Hills. Westview 4-5963. Everts Ziegler, Hal Ross, partners. (See also New York listing).

Herman Zimmerman Agency. 9172 Sunset Blvd., Los Angeles 16. Crestview 6-9266. Herman Zimmerman and Nellie H. Zimmerman, co-owners.
Services: Talent agency.

OTHER CITIES

Leland Powers School Inc. 31 Evans Way, Boston 15. Asponall 7-2960.
Services: Talent

George Heid Productions. Penn-Sheraton Hotel, Pittsburgh 20. Pa. Grant 1-3696. George Heid, Pres.
Services: Talent

Town & Country Network Inc. 1122 N. Irving St., Arlington 1, Va. Jackson 5-5057. Connie E. Day, chmn of board; Jane E. Trimmer, pres.
Services: Represents country, western and popular talent packages shows for radio and television.

Motion Picture Service Center Ltd. Baltimore 101 E. Honolulu. 986132. Ed Carlson. Pres.

Research Services

American Research Bureau Inc. 4326 Ammen-dale Rd., Bethesda, Md. Webster 3-2660. James W. Sells, director; Roger Cooper, station relations director.
2-23 Selma St., Hollywood, Calif. Hollywood 2-4582. William Stafer, mgr.
109 Park Ave., New York N. Y. Murray Hill 7-3787. Jack L. Gross, mgr.
Advertiser Service Dept.: 341 Madison Ave., New York, N. Y. Murray Hill 1-2982. Lorin Myers, director.
2195 Tribune Tower, Chicago, Ill. Superior 7-3378. Elliott Johnson, sales representative. (Audience measurement.)

Attitude Research Bureau Inc. Central Bldg., Seattle 1. Wash. Main 3-4489. Joseph E. Ward, pres. Media effectiveness research, point-of-sale, and traffic studies.

Audit Bureau of Circulations. 123 N. Wacker Dr., Chicago 5 Ill. Central 6-7991. James N. Shrock, pres. and managing director; Alan T. Wolfott, vp. Carl Gazley, Leo H. Smith, assistant managing directors.
7-4 Broad St., Newark 2, N. J. Market 2-3822. New York phone Longacre 3-2322.
Cooperative association of advertisers, advertising agencies and publishers for verification of circulation of newspapers and periodicals.

Bennett-Chalkin Inc. 574 5th Ave., New York 36 N. Y. Plaza 1-9199. Cy Chalkin, pres; Alan H. Steinberg, research director; Robert M. Fraik, research mgr. (Marketing, advertising, and once and media research.)

E. H. Bruskin Assoc. 96 Bayard St., New Brunswick, N. J. Charter 9-1800. Richard Bruskin, principal; Howard Grossman, Jerome McAnford, junior partners & project directors. (Media, consumer, marketing and industrial research.)

Bureau of Broadcast Measurement. 95 Eglinton Ave. E., Toronto 12, Ont. Canada. Hudson 5-9164. George S. Bertram, Swift Canadian Co., pres; Ross A. McCreath, All-Canada Radio & Television Ltd., vp; Wilfred L. Hudson, research and development director; Charles J. Follett, sec-treas; Charles C. Hoffman, executive vp.

Canadian Facts Ltd. 49 Wellington St., W. Toronto 1, Ont., Canada. Empire 4-8273. John P. Graydon, pres; Lewis Gray, vp; John Craig, vp; E. Tulving, psychological consultant; Griffin E. Thompson, executive director. the Schwerin system. (Among services, administrators in Canada Schwerin research system of pre-testing programs and commercials.)

Robert S. Conlan Assoc. 1715 Wyandotte St., Kansas City, Mo. Victor 2-3038. Mrs. Robert S. Conlan, pres; Robert E. West, director of sales. (Local and national radio and television audience surveys, market research.)

Crossley, S-D Surveys Inc. 405 Park Ave., New York 22, N. Y. Plaza 5-1606. Arthur B. Dougall, chmn of bd; Archibald M. Crossley, pres; Carl H. Henrikson Jr., vp & gen mgr; Robert C. Montgomery, treasurer; Carol A. Cruikshank, client service mgr.

Datamaps. 17 Washington St., Middlebury, Vt. Dudley 3-2832. Walter P. Burn, proprietor. (Coverage maps, market data.)

Elliott-Haynes Ltd. 515 Broadview Ave., Toronto, Ont., Canada. Howard 3-1144. Walter E. Elliott, pres; J. Myles Leckie, vp.
1500 St. Catherine St. W., Montreal, Que., Canada. Wellington 2-1913. E. R. Comte, mgr.
1632 Harwood St., Vancouver, B. C., Canada. Bayview 8900. Walter A. Stanford, mgr. (Radio and tv audience measurements.)

Gould, Gleiss & Benn Inc. 17 W. Ontario St., Chicago, Ill. Superior 7-9168. Howard L. Benn, pres; Henry O. Gleiss, executive vp.
308 Monterey Rd., South Pasadena, Calif. Ryan 1-3373. Robert L. Biggs, vp.
Russ Bldg., San Francisco, Calif. Douglas 2-1912. William H. Gacke, vp.
(Tv and radio commercial measurements; preview reaction measurements; audience measurements.)

Guide-Post Research. 7401 Schover Ave., Pittsburgh 18, Pa. C. E. Ackenhell, director.

C. E. Hooper Inc. 579 5th Ave., New York 17, N. Y. Murray Hill 8-2230. Frank Stisser, pres; Mrs. C. E. Hooper, treasurer; W. Bruce McEwen, executive vp; Lucy Woodworth, Dorothy Behrens, Fred H. Kenkel, vps.
Production office and plant: Dry Hill, Norwalk, Conn. Victor 7-2461.

International Surveys Ltd. 1440 St. Catherine St., W. Montreal, Que., Canada. University 6-1579. Paul Haynes, pres.
88 Dupont St., Toronto, Ont. Lennox 4-7919. Peter Gules, vp.
(Market research monthly national and area radio and tv station and program reports.)

Institute for Motivational Research. Croton-on-Hudson, N. Y. Croton 1-4721. Dr. Ernest Dichter, pres; Albert Sheppard, executive vp; Irving Gilman, vp; Dr. Tibor Konecs, vp. (Motivational research in advertising, marketing, sales.)

Richard Manville Research Inc. 230 Park Ave., New York 17, N. Y. Oregon 9-2435. Consultant on advertising and marketing research. Studies of radio and tv markets, programs, audiences and commercial effectiveness.)

Market Facts Inc. 29 LaSalle St., Chicago, Ill. Wabash 2-2886. William E. O'Dell, pres; David K. Hardin, vp; Morris J. Gottlieb, vp. (Marketing, advertising, product, opinion, media research.)

Market Psychology Inc. 510 Madison Ave., New York, N. Y. Plaza 1-1466. David Mayer, pres. David A. Dietz, executive vp.

Market Research Corp. of America. 122 E. 42nd St., New York 17, N. Y. Oxford 7-5240. Samuel G. Bacton, pres; C. C. Rogers, pres. National Consumer Panel Div.; W. W. Higgins, pres. Distribution Research Div.; J. V. Slattery, pres. Advanced Audit Analysis Div.; L. S. Strom, pres. Controlled Mail Survey Div.; S. Payne, pres. Interview Research Institute; Wayne Lee, pres. Merchandising Research Div.
125 N. Michigan Ave., Chicago, Ill. Mohawk 4-4696.
2 Pine St., San Francisco, Calif. Sutter 1-2239

Market Research Services. 565 Hippodrome Bldg. Annex, Cleveland 15, Ohio. Prospect -1828. Morris Darnovsky, director. (Advertising and marketing research.)

Media Records Inc. 63 Vesey St., New York 7, N. Y. Worth 4-0070. John Halpin, pres; L. H. Collins, vp.
257 E. Broad St., Columbus 15, Ohio. Capital 1-7784. Francis Davis, mgr.
172 W. Madison St., Chicago, Ill. Andover 2-1852. Ladonius Siwak, mgr.
375 Stockton St., San Francisco 3, Calif. Garfield 1-4959. Harold E. Gannon, mgr.

Moffett Research Co. 5723 Melrose Ave., Hollywood 33, Calif. Hollywood 3-5653. Jessie Locks Moffett, pres. (Opinion polls, sales audits, motivation studies, advertising and media research, product and package development, employee attitude studies.)

National Field Service. 40 E. 54th St., New York 22, N. Y. Plaza 1-0730. Thomas M. Newell, director; Dr. Reuben Swartz, associate director; Teda Altman, field director; Helen Wyde, assistant field director. (National, regional, local surveys, research interviewing, sample design, coding and tabulating. Affiliated with Alfred Politz Research Inc.)

National Television Monitor. 541 Lexington Ave., New York 17, N. Y. Plaza 3-3815. Kenneth Jaffe, pres. (Monitoring in 90 cities of both tv and radio.)

A. C. Nielsen Co. 2101 Howard St., Chicago 15, Ill. Hollywood 5-1400. A. C. Nielsen, chmn of bd; A. C. Nielsen Jr., pres. Broadcast Div. (providing national and local television and radio audience measurements and station and network coverage surveys); H. A. Rahmel, executive vp and gen mgr; C. G. Shaw, executive vp; J. K. Churchill, vp; W. S. Ahrbeck, vp; W. R. Wyatt, vp. (Loop office, Franklin 2-3810); H. W. Bussman, promotion director.
575 Lexington Ave., New York 22, N. Y. Murray Hill 8-1020. T. R. Shearer, vp; G. E. Blechta, vp; E. E. Sundquist, vp, press relations.
70 Willow Rd., Menlo Park, Calif. Davenport 5-0021. J. R. Matthews, vp.
(Other divisions provide marketing research on food, drugs, pharmaceuticals, photographic supplies; special-order research, coupon clearing and redemption.)

Edward J. Noonan Market Research Organization. 157 Federal St., Boston 10, Mass. Liberty 2-1870. Edward J. Noonan, pres; Arthur Silver, vp and director of field operations; Foster Slayton, director of research; James G. Ryan, director of sales. (Local, regional and national radio and tv audience surveys; media, program and product analyses.)

O'Connor Audience Surveys. P. O. Box 2045, Knoxville, Tenn. 5-2272. Berpice M. O'Connor, director. (Radio and tv audience surveys.)

Psychological Corp. 391 E. 45th St., New York 17, N. Y. Oregon 9-7079. Paul S. Achilles, chmn of bd; George K. Bennett, pres; Robert L. French, director, Div. of Marketing & Social Research; Charles L. Vaughn and Elinor J. Barnes, assistant directors; Richard P. Bromer, staff psychologist; Bernard J. Goldstein, staff associate. (Research on consumer behavior and motivations, media and communications and public relations.)

Publishers Information Bureau. 271 Madison Ave., New York 16, N. Y. Murray Hill 5-2219. W. H. Mullen, director. (Advertising volume measurements and other information about periodicals.)

The Pulse Inc. 739 5th Ave., New York 36, N. Y. Judson 5-3316. Dr. Sydney Roslow, director; David Klein, mgr; Lawrence Roslow, associate director; George Sternberg, service director; Irma Roslow, service mgr; Robert Collins, director of client relations.
6499 Wilshire Blvd., Los Angeles, Calif. Olive 3-7733. Edwin Cahn, Pacific Coast director.
43 N. Michigan Ave., Chicago, Ill. Superior 7-7140. George Herro, midwest director. (Radio, tv, market research.)

Qualitative Research Inc. 535 5th Ave., New York 17, N. Y. Murray Hill 2-1182. Jack Boyle, pres; Edward G. Hynes Jr., Robert B. Rogers, vps; Mary Smith, vp and secretary; John P. List, treasurer.

Radio Reports Inc. 220 E. 42nd St., New York 17, Murray Hill 7-8658. Officers: Edward F. Loomis, pres; Gordon V. Carruth, vp; David Fins, vp and gen mgr; George W. Loomis, vp. sec; George Magee, vp; Carl Hirschfeld, midwest vp in charge of Chicago and Detroit. Branch offices: 5050 Joy Road, Detroit 4; 1550 E. 53rd St., Chicago 15; 36 Springfield St., Wilbraham, Mass.; 2024 W. 6th St., Los Angeles 3; 3333 Connecticut Ave., N.W., Washington 5, D. C.; 264 Arlington Ave., Berkeley, Calif.; 5387 W. Montgomery Ave., Philadelphia 31, Pa. (Transcripts, digests and analyses of radio and tv news and comments, surveys of program content; monitoring of commercials in about 200 markets; off-the-air tv photography service; tape and disc recordings.)

Research Co. of America. 570 5th Ave., New York 36, N. Y. Plaza 7-1865. A. Edwin Fein, managing director; E. dePiano, director, international development; John H. Dahn, director, research; W. H. McDermid, executive staff consultant; A. W. Zelomok, consulting economist.

Research Consultants Inc. Norwalk, Conn. John Peatman, pres.

Elmo Roper & Assoc. 30 Rockefeller Plaza, New York 20, N. Y. Plaza 7-4900. Elmo Roper, Burns Roper, Carolyn Crusius, Joel Brooke, Gerhart D. Wiebe, partners; Oliver A. Quayle III, research executive.

N. C. Rorabaugh Co. 347 Madison Ave., New York 17, N. Y. Murray Hill 6-2183. N. C. (Duke) Rorabaugh, publisher; Frances Swift, tv editor. (Publishers quarterly Rorabaugh Report on Spot TV Advertising, also special reports on spot tv expenditures by advertisers, brands markets.)

Schwerin Research Corp. 276 Madison Ave., New York 16, N. Y. Oregon 9-5858. Horace S. Schwerin, pres; Leonard Kudisch, executive vp; Henry H. Newell, Raymond K. Maneval, Donald H. McCollum, vps.
1 Old Burlington St., London, W.I., England. Toronto, Canada. (See Canadian Facts Ltd.) (Radio, tv, motion picture qualitative research, commercial studies.)

Sindlinger & Co. 11 E. Hinckley Ave., Ridley Park Pa. Lehigh 2-4100. Albert E. Sindlinger, pres.
441 Lexington Ave., New York, N. Y. Murray Hill 7-8883.
(Radio-tv, entertainment industry research.)

Seymour Smith Assoc. 205 E. 42nd St., New York, N. Y. Seymour Smith, principal; Marvin J. Rothenberg, associate director; Milton Gerard, project director. (Advertising, marketing, media research.)

Southwest Research Inc. 2529 W. Mockingbird Lane, Dallas 35, Tex. Fleetwood 1-6469. Mary H. Winters, pres; Verna C. Brock, sec-treas.

Daniel Starch & Staff. Boston Post Rd. and Beach Ave., Mamaroneck, N. Y. Owens 8-0800. Daniel Starch, chairman; Howard A. Stone, pres; D. Morgan Neu, vp and director of television research. (Marketing, advertising, product, opinion media research; national, regional, local surveys.)

Storyboard Reports. 200 W. 57th St., New York 19, N. Y. Robert Richardson, pres. (Monitoring: off-air picture and sound reports of tv commercials in New York area in form of storyboard.)

Trendex Inc. 535 5th Ave., New York 17, N. Y. Murray Hill 2-1182. Edward G. Hynes Jr., pres and treasurer; Robert B. Rogers, executive vp; Mary I. Smith, vp and secretary; John P. List, treasurer. (Telephone coincidental and other audience surveys.)

Videodex Inc. 342 Madison Ave., New York 17, N. Y. Murray Hill 7-8837. Allan V. Jay, mgr. (TV audience research.)

Research Services CONTINUED

A. J. Wood & Co. 1518 Walnut St., Philadelphia 2, Pa. Kingsley 5-5159. Albert J. Wood, pres; Michael J. McCudden, vp, research; Dr. Fred T. Schreier, director of research; Phillip W. Wenig, director of media research.

347 Madison Ave., New York 17, N. Y. Murray Hill 1-5950. T. J. Plessner, director of project development.

134 S. LaSalle St., Chicago, Ill. John A. Weichert, director, Midwestern Div.
11535 Aldea Ave., Los Angeles, Calif. William Fendrich, director, Farwestern Div.

(Motivation analysis, research in sponsor identification, commercial effectiveness, audience characteristics.)

World Wide Information Services. 730 5th Ave., New York, N. Y. Judson 2-1370. Richard W. Hubbell, director. (Services include special research projects, executive level interviews, technical surveys, promotion services, newsfilm and photos.)

Public Relations, Publicity And Promotion Services

John B. Adams. National Press Bldg., Washington 4, D. C. Metropolitan 8-4248. Jessie Stearns, associate.

David O. Alber Assoc. 44 E. 53rd St., New York 21, N. Y. Templeton 8-8309. Gene Shefferin, executive vp; Dan Blumenthal, vp.

William J. (Bill) Bailey. 415 E. 52nd St., New York 22, N. Y. Plaza 9-5479. Te-radio representative for Society for the Propagation of the Faith, Bishop Fulton J. Sheen, national director.

Baldwin & Merney. 205 E. 42nd St., New York 17, N. Y. Murray Hill 1-4549. William H. Baldwin, Maurice Merney, partners.

Banner & Greif. 359 Lexington Ave., New York 17, N. Y. Murray Hill 6-6622. Jack Banner, Ed Greif, partners.

Bev Barnett Publicity. 8750 Sunset Blvd., Los Angeles 46, Calif. Olympia 2-6560.

Buddy Basch Office. 17 E. 45th St., New York 17, N. Y. Murray Hill 7-8351. Buddy Basch, owner; West W. Wilcox, executive assistant; Henri Adan, assistant.

Aleon Bennett. 2722 Sunset Blvd., Hollywood 46, Calif. Oldfield 6-1616.

Bentley & Livingstone Inc. 22 W. Monroe St., Chicago 3, Ill. Dearborn 2-7317. George Livingstone, pres; E. W. Welch, sec-treas.

Edward L. Bernays. 26 E. 64th St., New York 21, N. Y. Templeton 8-5900.

Ivan Black Assoc. 400 Madison Ave., New York 17, N. Y. Plaza 5-4760.

Robert W. Bloch Public Relations. 1 E. 57th St., New York 22, N. Y. Plaza 5-8947.

H. A. Bruno & Assoc. 39 Rockefeller Plaza, New York, N. Y. Circle 6-8049. Harry Bruno, pres.

Carl Byoir & Assoc. 800 2nd Ave., New York 17, N. Y. Yukon 6-1100. Gerry Swinehart, chmn of bd; George Hammond, pres; C. Stuart Hall, Frank Gavitt, executive vps; Muriel Fox Aronson, radio and tv director.

National Press Bldg., Washington, D. C. Sterling 3-6565. Lyle Youngstrom, vp.

33 N. LaSalle St., Chicago, Ill. Dearborn 2-6300. Harry Schaden, vp.

727 W. 7th St., Los Angeles, Calif. Madison 7-6421. Roger Johnson, mgr.

Harry Coleman & Co. 664 N. Michigan Ave., Chicago 11, Ill. Mohawk 4-3883. Harry M. Coleman, pres.

Communications Counselors Inc. 750 3rd Ave., New York 17, N. Y. Oxford 7-7330. W. Howard Chase, pres; Murray Martin, senior vp; Edward N. Mayer Jr., executive vp.

1430 W. Peachtree St., N.W., Atlanta, Ga. Trinity 5-0313. William Corley.

200 Berkeley St., Boston 16, Mass. Hubbard 2-2230. Fletcher Booraem.

318 S. Michigan Ave., Chicago 4, Ill. Webster 9-7676. Warren Cromwell.

335 Euclid Ave., Cleveland 14, Ohio. Cherry 1-5666. Paul Douglas.

647 Griswold St., Detroit 26, Mich. Woodward 5-7550. Frank Hedge.

8720 Sunset Blvd., Los Angeles 46, Calif. Oleander 5-6945. Harry Bennett.

1012 14th St., N.W., Washington, D. C. Executive 3-5707. Gen. Frank Allen.

114 Sansone St., San Francisco, Calif. Ned Burman.

Other branches abroad.

Hal Copeland Co. Wilson Bldg., Dallas 1, Tex. Riverside 3-2330.

James A. Cowan. 20 Carlton, Toronto 2, Ont., Canada. Empire 4-5561.

Cowan-Berkman & Assoc. 9163 Sunset Blvd., Hollywood 46, Calif. Crestview 6-3103. Stanley Cowan, Arthur Berkman.

Phil Dean Assoc. 6 E. 39th St., New York, N. Y. Murray Hill 5-1895. Phil Dean, pres.

Dine & Kalmus. 430 Park Ave., New York. Plaza 3-1370. Josef C. Dine, Allan H. Kalmus, partners.

Dorrance & Co. 126 E. 37th St., New York, N. Y. Murray Hill 3-7851. Dick Dorrance, Bill

Leonard, partners; Jean Swain, Allan Pospisil, account executives.

Arthur Eddy Public Relations. 8584 Sunset Blvd., Hollywood 46, Calif. Olympia 2-7155.

Robert J. Enders Inc. 1001 Connecticut Ave., N. W., Washington 6, D. C. Sterling 3-2222. Robert J. Enders, pres; Howard A. Enders, executive vp; Rudy Valke, vp; Robert J. Friend, vp in charge of Hollywood office; Melvin Alan Bank, sec-treas; Marshall Schaecker, gen mgr; New York office: Fred Waller, art director; Stanley S. Bass, production mgr.

Lyle Kenyon Engel. 211 W. 58th St., New York 19, N. Y. Circle 7-6382.

Dave A. Epstein. 6777 Hollywood Blvd., Hollywood 28, Calif. Hollywood 2-6851. David A. Epstein, owner; John Copeland, Marguerite Duerr, assistants.

Alex Evelove. 223 S. Beverly Dr., Beverly Hills, Calif. Bradshaw 2-7858.

Milton Fenster Assoc. 16 W. 55th St., New York 19, N. Y. Judson 2-6070. Milton Fenster, pres; Fred Rayfield, vp.

Foladare, Greer & Assoc. 1711 Ivar Ave., Hollywood 28, Calif. Hollywood 9-8135. Maury Foladare, Norman Greer, partners.

Freeman & Wick. 6696 Sunset Blvd., Hollywood, Calif. Mickey Freeman, Ted Wick.

Gardner, Jones & Cowell. 105 W. Madison St., Chicago 2, Ill. State 2-5904. Robert H. Gardner, Scott Jones, Don Cowell, partners.

General Public Relations Inc. 666 5th Ave., New York 19, N. Y. Judson 2-7113. Ward B. Stevenson.

607 S. Hobart Blvd., Los Angeles 5, Calif. Dunkirk 5-3061. Burns W. Lee, executive vp.

Edward Gottlieb & Assoc. 649 5th Ave., New York 19, N. Y. Judson 2-7540. Edward Gottlieb, pres; Phil Klarnet, executive vp; Charlotte Klein, vp; Robert J. Sullivan, vp; Elmer M. Borsuk, director, radio-tv.

Harshe-Rotman Inc. 105 N. State St., Chicago 2, Ill. Financial 6-8865. Morris Rotman, pres; Alfred M. Gertler, vp & editorial director; LeRoy J. Beringer, executive vp; Robert J. Salins, William I. Flanagan, Samuel L. Austin, Abram J. Rose, Norman Dolnick, vps.

212 Cutler Bldg., Rochester, N. Y.
50 W. 57th St., New York, N. Y.

6399 Wilshire Blvd., Los Angeles 48, Calif. Olive 3-2995.

Hill & Knowlton Inc. 150 E. 42nd St., New York, N. Y. Oxford 7-5600. John W. Hill, chmn of bd; Bert C. Goss, pres; Richard W. Harrow, executive vp; John G. Mages, chairman, executive committee; Harry S. Cooper, sec-treas; William A. Hsieh, director, radio-tv film.

Bernard F. Kamins. 299½ Beverly Dr., Beverly Hills, Calif. Crestview 1-8111.

Robert S. Keller Inc. 72 Barrow St., New York 14, N. Y. Watkins 4-6599. Bob Keller, pres.

Mark Larkin. 83-15 Lefferts Blvd., Kew Gardens 15, N. Y. Virginia 9-6349.

Joe Leighton. 6253 Hollywood Blvd., Hollywood 28, Calif. Hollywood 4-2141.

Philip Lesly Co. 100 W. Monroe St., Chicago 3, Ill. Central 6-9520. Philip Lesly, pres.

424 Madison Ave., New York, N. Y. Plaza 8-1525.

6399 Wilshire Blvd., Los Angeles, Calif. Olive 3-9510.

1931 Book Tower, Detroit, Mich. Woodward 5-7134.

Lowin/Kaufman/Schwartz. 259 S. Beverly Dr., Beverly Hills, Calif. Bradshaw 2-0744.

Bernard L. Lewis Inc. Empire State Bldg., New York 1. Lackawanna 4-5865. Bernard L. Lewis, pres.

Hal Leyshon & Assoc. 122 E. 42nd St., New York, N. Y. Murray Hill 7-0272.

Leyshon Assoc. of Florida Inc., Miami. Franklin 4-0623.

Frank Liberman & Assoc. 3733 Sunset Blvd., Los Angeles 48, Calif. Olympia 2-2347.

Mayer & O'Brien. Tribune Tower, Chicago 11, Ill. Superior 7-6670. Howard G. Mayer, chmn of bd; Dale O'Brien, pres; Ross DeLue, vp; Charles Vance, secretary.

6331 Hollywood Blvd., Hollywood, Calif. Hollywood 3-5658. Ruth Siegel.

386 4th Ave., New York, N. Y. Murray Hill 3-8913.

Howard Mendelsohn. 612 N. Michigan Ave., Chicago 11, Ill. Michigan 2-0244.

Irving Miller. 141 E. 51st St., New York 22, N. Y. Plaza 5-1270.

Reg Mitchell & Assoc. National Press Bldg., Washington 4, D. C. National 8-4157. Reginald P. Mitchell, director.

Network Public Relations Inc. 420 Lexington Ave., New York, N. Y. Oregon 9-6760. Jim Scanlan, pres. (Composed of former radio-tv staff of Robinson-Hannagan Assoc.)

Jack Perlis. 310 West End Ave., New York 23, N. Y. Trafalgar 3-5284.

Promotion Assoc. 734 15th St., N.W., Washington 5, D. C. District 7-1534. Arthur D. Stamler, pres; Bruce F. Johnson, executive vp; William Dennis, mgr, Broadcast Services Div.; John Trotta, art director; William Curtis, associate art director.

13 Summit Ave., Boston 49, Mass. Dunkirk 7-1981. Alan W. Potter, vp, New England.

S. Jay Reiner Co. 155 Mineola Blvd., Mineola, N. Y. Pioneer 7-5300. S. Jay Reiner, pres; Richard Kane, vp; Bernard A. Marden, vp.

Robert K. Richards. 1737 DeSales St., N.W., Washington 6, D. C. Sterling 3-4630. Robert K. Richards, pres; Leonard H. Lieberman, associate.

Robinson-Hannagan Assoc. (See listing under Network Public Relations Inc.)

Richard H. Roffman. 675 West End Ave., New York 25, N. Y. Riverside 9-3647. Richard H. Roffman, pres; Maurice Roffman, vp; Sophie Spenser, secretary; Malvina Cohn, treasurer.

Joseph S. Saldana & Assoc. 1127 Wilshire Blvd., Los Angeles 17, Calif. Huntley 2-4623

Sands Assoc. 425 Bush St., San Francisco 3, Calif. Sutter 1-7875. Leo G. Sands, pres; Robert M. Austin, vp.

Newsweek Bldg., New York 36, N. Y. Bryant 9-3125.

A. A. Schechter & Assoc. 580 5th Ave., New York, N. Y. Judson 6-2420.

Tribune Tower, Chicago 11, Ill.
Guaranty Bldg., Los Angeles 28, Calif.

2 Mansfield St., London W.1., England.

Selva & Lee Inc. 500 5th Ave., New York 36, N. Y. Oxford 5-6290. James P. Selva, pres; Morris M. Lee Jr., executive vp.

221 N. LaSalle St., Chicago 3, Ill. Central 6-7818. J. Jandley Wright.

1625 Eye St., N.W., Washington 6, D. C. Republic 7-4040. S. B. Bledsoe.

Len Simpson & Assoc. 6331 Hollywood Blvd., Hollywood 28, Calif. Hollywood 3-5175.

Taylor-Walker Assoc. 1270 6th Ave., New York 20, N. Y. Circle 6-9036. John H. Taylor, Mary T. Walker, partners.

Thompson-McDonald Co. 6612 Sunset Blvd., Hollywood 28, Calif. Hollywood 2-7249. Ed Thompson, Neil McDonald, partners.

Jack Tierney Agency. 1418 N. Highland, Hollywood 28, Calif. Hollywood 2-1946

Bernie Williams-Kay Mulvey. 1508 Crossroads-of-the-World, Hollywood 28, Calif. Hollywood 2-1739.

Music Licensing Groups

American Composers Alliance. 2121 Broadway, New York 23, N. Y. Trafalgar 3-1250. Robert Ward, pres; Avery Chaffin, treasurer.

American Society of Composers, Authors & Publishers (ASCAP). 575 Madison Ave., New York 22, N. Y. Murray Hill 8-8899. Paul Cunningham, pres; Louis Bernstein, vp; Otto A. Harbach, vp; Deems Taylor, secretary; Frank H. Connor, treasurer; George W. Meyer, assistant secretary; J. J. Brogman, assistant treasurer; Board of directors: Stanley Adams, Louis Bernstein, Bonnie Bourne, J. J. Brogman, Irving Caesar, Frank H. Connor, Paul Cunningham, Max Dreyfus, H. Wolfe Gilbert, Oscar Hammerstein II, Otto A. Harbach, John Tasker Howard, Alex C. Kramer, John D. Marks, George W. Meyer, Jack Mills, Douglas Moore, Gustave Schirmer, Maurice Scopp, Hermann Starr, Deems Taylor, Adolph Vogel, Ned Washington, Jack Yellen.

Broadcast Music Inc. (BMI) 589 Fifth Ave., New York 17, N. Y. Plaza 9-1500. Sydney M. Kaye, chmn of bd, vp and general counsel.

Carl Haverlin, pres; Charles A. Wall, vp, finance; Robert J. Burton, secretary and vp, domestic performing rights administration; Jean Geiringer, vp, foreign relations; Roy Harlow, vp, station service; Glenn Deiberg, vp, station relations; Harry P. Somerville, vp, non-radio licensing; Robert E. Sour, vp, writer relations; Theodora Zavin, assistant vp; publisher relations; Richard Kirk, assistant vp, publisher & writer relations; Edward Moll-nell, comptroller; Robert Higgins, assistant treasurer & assistant secretary; Directors: Sydney M. Kaye, chairman, Joseph E. Baudio, Alfred K. Beckman, John Elmer, Carl Haverlin, William S. Heddes, Herbert Hollister, Leonard Kapper, Paul W. Morency, William Regan, J. Leonard Reinsch, J. Harold Ryan, G. Richard Shafro.

Composers, Authors & Publishers Assn. of Canada Ltd. 182 St. George St., Toronto, Ont. Walnut 3-8457. Sir Ernest MacMillan, pres; W. S. Low, gen mgr; John V. Mills, executive assistant; C. R. Matheson, mgr, licensing; J. K. Bailey, auditor.

Copyright Society of the U.S.A. 40 Washington Square S., New York 12, N. Y. Walter J. Dorenberg, pres; John Schulman, Horace G. Manges, vps; Alfred H. Wasserstrom, secretary; Leonard Zissu, assistant secretary; William Klein II, treasurer; Sigrid H. Pedersen, assistant treasurer. Publishes "The Bulletin of the Copyright Society of the U.S.A.," bi-monthly reports on domestic and foreign legislation, administrative developments, conventions, treaties, case digests, also articles and translations of foreign articles.

Harry Fox. 460 Park Ave., New York 23, N. Y. Plaza 1-1930. (Agent and trustee, music clearances.)

Ricordi & Co. 16 W. 61st St., New York 23, N. Y. Judson 2-5300. Franco Colombo, pres. (Represents Editions Salabert, Bessel & Cie., Paris, Forlivesi, Florence.)

Sesac Inc. 10 Columbus Circle, New York 19, N. Y. Judson 6-3450. Paul Heinecke, pres; R. C. Heinecke, treasurer; E. S. Prager, assistant to pres; W. F. Myers, director of station relations; Robert S. Stone, director of program services; Alice J. Heinecke, publicity and promotion services; S. B. Candlora, office administrator.

The 50 Advertising Agencies That Bill Most in Radio-Tv

McCann-Erickson led the nation's advertising agencies in combined television and radio billing in 1957 with a year-end figure of \$103 million, according to results of BROADCASTING's sixth annual survey of the top broadcast agencies in the U. S.

M-E drove to its dominance on the steam of a \$26.6 million increase over its 1956 billings, when the agency checked in as No. 3.

Young & Rubicam, three years the leader in the year-end tabulations, was bumped into the runner-up position in 1957 despite an \$18 million gain that raised its tv-radio expenditure to an even \$100 million.

J. Walter Thompson Co. emerged third with a broadcast billing total of \$92 million, a \$22 million advance over its 1956 outlay.

BBDO placed fourth in 1957 while adding \$5 million to bring its tv-radio billing total to \$85 million.

Ted Bates retained its No. 5 ranking on the strength of a \$21.5 million rise, lifting its billing figure to \$76.5 million.

The other leaders among the Top 10: Benton & Bowles, \$54.5 million; Leo Burnett, \$49 million; Dancer-Fitzgerald-Sample, \$47 million; Compton, \$42 million, and Foote, Cone & Belding, \$40 million.

Ted Bates for the third consecutive year held its dominance in tv-radio spot billing with a year-end tally of \$43.5 million, an advance of \$8.5 million over its 1956 total. McCann-Erickson registered \$42 million to place second in spot spending, well ahead of Y&R and BBDO which shared third rank with a spot total of \$27 million each.

In the "television only" category, McCann-Erickson led the standings with \$91 million, followed—as in the combined figures—by Young & Rubicam and J. Walter Thompson. The Y&R tv total: \$65 million; JWT: \$60 million.

Young & Rubicam edged BBDO by \$1 million in the "radio only" designation, finishing the year with \$15 million. McCann-Erickson and J. Walter Thompson shared third position with identical \$12 million outlays in radio.

The figures represent expenditures for time and talent, in both network and spot, during the 1957 calendar year.

Following is a summary of 1957 activity in each of the agencies listed in the compilation:

MCCANN-ERICKSON: Combined tv-radio billing \$103 million; \$91 million in television (\$61 million in network, \$30 million in spot); \$12 million in radio (all spot); tv-radio share of overall billing: 52%.

In registering its \$26.6 million increase over 1956, McCann-Erickson spent more than \$5 million on television specials alone for Standard Oil, Bulova, John Hancock and others.

New to the agency in '57: Helene Curtis (*What's My Line?* on CBS-TV), *Tams* (*Wagon Train*, NBC-TV) and John Hancock (*Producers Showcase*, NBC-TV).

Even more significant than the new entries was the formidable increase of tv spending among established clients at the agency.

Regular network sponsors at the agency included: Chrysler (*Climax*, *Shower of Stars*, both CBS-TV), Chesebrough-Ponds (*Bob Cummings Show*, NBC-TV), Derby Foods (*Disneyland*, ABC-TV), Liggett & Myers (*Dragnet*, *Club Oasis*, NBC-TV; *Frank Sinatra*, ABC-TV), Mennen Co. (*Wednesday*

TOP 50 AGENCIES...

1. MCCANN-ERICKSON
2. YOUNG & RUBICAM
3. J. WALTER THOMPSON CO.
4. BBDO
5. TED BATES
6. BENTON & BOWLES
7. LEO BURNETT
8. DANCER-FITZGERALD-SAMPLE
9. COMPTON ADV.
10. FOOTE, CONE & BELDING
11. WILLIAM ENY & CO.
12. KENYON & ECKHARDT
13. N. W. AYER & SON
14. SULLIVAN, STAUFFER, COLWELL & BAYLES
15. CAMPBELL-EWALD
16. LENNEN & NEWELL
17. CUNNINGHAM & WALSH
18. CAMPBELL-MITHUN
MAXON INC.
20. GRANT ADV. ^A
21. GREY ADV.
22. PARKSON
ERWIN WASEY, RUTHRAUFF & RYAN
24. D'ARCY ADV.
NEEDHAM, LOUIS & BROBBY
26. GEOFFREY WADE
27. TATHAM-LAIRD
28. NORTH ADV.
29. GARDNER ADV.
30. NORMAN, CRAIG & KUMMEL
31. DOHERTY, CLIFFORD, STEEB & SHENFIELD
KUDNER
33. BRYAN HOUSTON
34. EDWARD H. WEISS CO.
35. FULLER & SMITH & ROSS
36. EMIL MOGUL
37. DONAHUE & COE
MACMANUS, JOHN & ADAMS
39. KEYES, MADDEN & JONES
40. GORDON BEST
41. GUILD, BASCOM & BONFIGLI
42. COHEN & ALESRIE
43. DOYLE DANE BERNBACH
44. OGILVY, BENSON & MATHER
45. WARWICK & LEGLER
D. P. BROTHER
47. EARLE LUDGIN
48. GEYER INC.
49. FITZGERALD
50. RAYMOND SPECTOR

... AND THEIR RADIO-TV BILLINGS

All Dollar Figures Are Millions and Are for the Year 1957

Combined Broadcast Billing	Total T ^v	Tv Spot	Tv Network	Total Radio	Radio Spot	Radio Network	Broadcast Share of Agency's Total Billing	Broadcast Billing Change From 1956
\$103	\$91	\$30	\$61	\$12	\$12	—	52%	+\$26.6
100	85	18	67	15	9	6	45%	+ 18
92	80	15	65	12	8	4	37%	+ 22
85	71	25	46	14	2	12	40%	+ 5
76.5	69.5	36.5	33	7	7	—	75%	+ 21.5
64.6	51.5	15.5	36	3	2	1	58%	+ .7
49	43	9	34	6	5	1	61%	+ 6
47	39.5	10	29.5	7.5	4	3.5	55%	+ 9.5
42	39.9	15.0	24.3	2.1	1.6	.5	60%	+ 10.1
40	33.3	8	25.3	6.7	1	5.7	35%	+ 7.5
38	32	4	28	4	2.5	1.5	50%	— 4
31.5	24.7	5.7	19	6.8	6	.8	55%	— 4.1
31	20	10	10	11	9	2	25%	+ 3
26.7	21.4	4.8	16.6	5.3	4.5	.8	65%	+ 2.2
25	21	3	18	4	2.5	1.5	27%	+ 4
24.5	21.1	4	17.1	3.4	2.9	.5	54%	+ 3.5
17	10	7.8	2.2	7	5	2	35%	+ 2.5
16.8	15.3	5.5	9.8	1.5	1	.5	48%	+ 2.8
16.8	15.8	2	13.8	1	.3	.7	60%	+ 2.8
16	13	3	10	3	2.8	.2	22%	+ 2
15.4	14.4	7.4	7	1	.8	.2	30%	+ 4.4
15	14.5	1	13.5	.5	.5	—	95%	*
15	10	7	3	5	4	1	20%	*
14	8.5	3	5.5	5.5	5.5	—	28%	same
14	11.8	3	8.8	2.2	2	.2	43%	+ 2
12.8	11.8	5	6.8	1	.5	.5	85%	+ 1.8
11.2	11	1	10	.2	.2	—	48%	— 2.6
11	10.6	2.1	8.4	.5	—	.5	88%	+ 2
10.4	8.3	3	5.3	2.1	1.1	1	48%	*
10.3	8	2	6	2.3	2.3	—	30%	+ .7
10	9.1	1.6	7.5	.9	.9	—	50%	+ 3.3
10	7	.5	6.5	3	2.7	.3	35%	— 3
9	8.3	2	6.3	.7	.7	—	48%	— 1.8
8.3	8	.8	7.2	.3	.3	—	45%	*
8.2	7	.5	6.5	1.2	.2	1	24%	*
8	5.9	2.7	3.2	2.1	2.1	—	75%	+ .5
7.7	5.9	5.9	—	1.8	1.8	—	25%	*
7.7	5.6	1.8	3.8	2.1	1.4	.7	19%	+ .7
7.4	6.8	2.1	4.5	.8	.8	—	49%	+ .4
7.3	6	2.5	3.5	1.3	.5	.8	60%	*
6.9	5.3	1.5	3.8	1.6	1.2	.4	70%	*
6.8	5.1	4.6	.5	1.5	1	.5	80%	+ 1.1
6.5	6.1	2.2	3.9	.4	.4	—	32%	*
6.4	4	2.1	1.9	2.4	2.4	—	38%	*
6.2	3.7	.7	3	2.5	.2	2.3	40%	same
6.2	6	.5	5.5	.2	.2	—	21%	*
6	5	2	3	1	1	—	46%	— 1
5.5	4	1	3	1.5	1	.5	30%	— 2.5
5.3	4.8	2	2.8	.5	.5	—	35%	*
5	5	.3	4.7	—	—	—	95%	— .5

* Agency did not appear in listings in 1956.



famous on the local scene...

Spanning the Harbor at San Francisco, the Oakland Bay Bridge is an inspiring symbol of achievement. Storer, too, is recognized for achievement... in the world of broadcasting. This recognition has been earned through consistent sales results on Storer stations in the communities they serve. These individual achievements prove that a Storer station is a local station.



NEW YORK—625 Madison Ave., New York 22
CHICAGO—230 N. Michigan Ave., Chicago 1, FRanklin 2-6498

yet known throughout the nation



Storer Broadcasting Company

WSPD-TV
Toledo, Ohio

WJW-TV
Cleveland, Ohio

WJBK-TV
Detroit, Mich.

WAGA-TV
Atlanta, Ga.

WVUE-TV
Wilmington-Philadelphia

WSPD
Toledo, Ohio

WJW
Cleveland, Ohio

WJBK
Detroit, Mich.

WIBG
Philadelphia, Pa.

WWVA
Wheeling, W. Va.

WAGA
Atlanta, Ga.

WGBS
Miami, Fla.

Top 50 Agencies CONTINUED

Night Fights, OSS, both ABC-TV) and Westinghouse (*Studio One*, CBS-TV).

YOUNG & RUBICAM: Combined tv-radio billing \$100 million; \$85 million in television (\$67 million in network, \$18 million in spot); \$15 million in radio (\$6 million in network, \$9 million in spot); tv-radio share of overall billing: 45%.

Up \$18 million from its 1956 total, the agency shares with McCann-Erickson the distinction of cracking the \$100 million mark in tv-radio billing. New business in 1957: Beechnut, from Kenyon & Eckhardt. Lost: Kent and Newport cigarettes to Lennen & Newell. New entrants to tv: Drackett (*Wagon Train*, NBC-TV); Royal Typewriter (*Sally*, NBC-TV). Among leading network advertisers: Goodyear (*Goodyear Anthology*, NBC-TV), Remington Rand (*Gunsmake, What's My Line?*, both CBS-TV), Bristol-Myers (*Alfred Hitchcock Presents*, CBS-TV; *Tombstone Territory*, ABC-TV), Singer (*The Californians*, NBC-TV), General Electric (*Chycenne*, ABC-TV), General Foods (*Disneyland*, ABC-TV); Procter & Gamble (*The Lineup*, CBS-TV), Kaiser (*Maverick*, ABC-TV), Borden and American Home Products (*People's Choice*, NBC-TV), Time Inc. (*Person to Person*, CBS-TV), Johnson & Johnson (*Robin Hood*, CBS-TV), Royal McBee (*Sally*, NBC-TV), Lipton (*Talent Scouts*, CBS-TV). Among top spot clients at agency: General Foods, Borden, General Electric, Johnson & Johnson, Procter & Gamble.

J. WALTER THOMPSON CO.: Combined tv-radio billing \$92 million; \$80 million in television (\$65 million in network, \$15 million in spot); \$12 million in radio (\$4 million in network, \$8 million in spot); tv-radio share of overall billing: 37%.

JWT's impressive roster of network tv sponsorships and a \$4 million-plus contract by Ford Div. on CBS Radio highlighted an upward climb in broadcast billing (up \$22 million)—the agency moving from fourth to third in ranking.

The bigger blue chips in network tv that JWT handled: Pharmcraft (*Steve Allen Show*, NBC-TV), Lever Bros. (*Eve Arden Show*, CBS-TV; *Rosemary Clooney Show*, NBC-TV), Scott Paper (*Father Knows Best* and *Giselle Mackenzie Show*, NBC-TV), Ford (*Tennessee Ernie Ford* and *Suspicion*, NBC-TV); *Zane Grey Theatre*, CBS-TV), Kraft Foods (*Kraft Television Theatre*, NBC-TV), Eastman Kodak (*Ozzie & Harriet*, ABC-TV; *Ed Sullivan Show*, CBS-TV), Sylvania (*The Real McCoys*, ABC-TV), Schlitz (*Schlitz Playhouse*, CBS-TV) and Seven Up (*Zorro*, ABC-TV).

Among the new accounts gained by JWT during the year were two airlines, Northeast and Continental, and Sealy Mattress.

BBDO: Combined tv-radio billing \$85 million; \$71 million in television (\$46 million in network, \$25 million in spot); \$14 million in radio (\$12 million in network, \$2 million in spot); tv-radio share of overall billing: 40%.

Symptomatic of the competitive pace in television, BBDO, with a respectable increase of \$5 million in billing over 1956, found itself back two places in the 1957 rankings, finishing fourth.

Chief defection in 1957 was the Revlon account, which transferred its business to Warwick & Legler and its other agencies (Mogul, LaRoche and Dowd, Redfield & Johnstone). Gains for the agency included Air France from Buchanan and part of the W. A. Sheaffer pen account. BBDO tied for

third place in the combined tv-radio spot billing. Accounting for part of the huge spot billing were activities on behalf of American Tobacco's Hit Parade cigarettes, Campbell's new soups, Bristol-Myers' Ban, Lever Bros. and General Mills, among others.

BBDO's roster of network activities included *Armstrong Circle Theatre* on CBS-TV for Armstrong Cork; *Jack Benny Show* and *Bachelor Father* on CBS-TV for American Tobacco; *Colt 45* on ABC-TV for Campbell Soups; *Burns and Allen* on CBS-TV for General Mills; *GE Theatre* on CBS-TV for General Electric; *Life of Riley* on NBC-TV for Lever Bros.; *Playhouse 90* on CBS-TV for Bristol-Myers; *Robin Hood* on CBS-TV for Wildroot Co.; *Trackdown* on CBS-TV and *Your Hit Parade* on NBC-TV for American Tobacco and *You Bet Your Life* on NBC-TV for DeSoto.

TED BATES & CO.: Combined tv-radio billing \$76.5 million; \$69.5 million in tv (\$33 million in network, \$36.5 million in spot); \$7 million in radio (all spot); tv-radio share of overall billing: 75%.

Ranking first in spot for the third year in succession, Ted Bates chalked up an overall tv-radio increase of \$21.5 million over its 1956 billing. Spot spending by the agency in 1957 came to \$43.5 million, with the entire radio outlay of \$7 million going to local stations. Product acquisitions by Bates in 1957 included Colgate's Fab and Rapid shave cream from William Esty and Uncle Ben's rice from Leo Burnett. Top spending client at the agency—and leading spot sponsor in the nation—was Brown & Williamson. B&W network efforts included sponsorship of *Lineup* on CBS-TV and *News on the Hour* on NBC Radio. Other Bates network broadcast activities included *Have Gun, Will Travel* for Lever Bros., *Millionaire* for Colgate-Palmolive and *Name That Tune* for American Home Products, all on CBS-TV; *Jim Bowie* and *Sugarfoot*, both on ABC-TV for American Chicle, and *Thin Man* on NBC-TV for C-P.

BENTON & BOWLES: Combined tv-radio billing \$54.5 million; \$51.5 million in tv (\$36 million in network, \$15.5 million in spot); \$3 million in radio (\$1 million in network, \$2 million in spot); tv-radio share of overall billing: 58%.

Benton & Bowles' combined billing rose \$700,000 over its 1956 total. Figuring importantly in the agency's strong stance was the acquisition from Procter & Gamble of several new products: Zest, Winterset and Summerset. In addition B & B acquired Schiek from Warwick & Legler while losing French Government Tourist to Grey and the Studebaker account to Burke Dowling Adams.

The agency placed the following programs: *December Bride*, *Danny Thomas Show* and *Zane Grey Theatre*, all on CBS-TV for General Foods, and *Meet McGraw* and the *Loretta Young Show* on NBC-TV for Procter & Gamble.

LEO BURNETT: Combined tv-radio billing \$49 million; \$43 million in television (\$34 million in network, \$9 million in spot); \$6 million in radio (\$1 million in network, \$5 million in spot); tv-radio share of overall billing: 61%.

Burnett, up \$6 million over 1956 in combined broadcast billing, shifted a considerable number of radio-using accounts into television. Burnett lost \$8 million worth of Pabst Brewing Co. billing—\$7 million Blue Ribbon, Old Tankard Ale, Andeker Draught Supreme; \$1 million Eastside Brewing Co. subsidiary—to Norman, Craig & Kummel and Young & Rubicam. But Tea Council

allocated its entire \$2 million ad budget to tv spot (as against a sizeable print campaign supplemented by tv in 1956); All-State Insurance redistributed print money to participations in CBS-TV's *Playhouse 90*, which made up to some degree the loss of network commissions formerly accrued through Pabst and ABC's Wednesday night fights and NBC-TV's *Mystery Theatre*; Kellogg dropped Arthur Godfrey simulcasts and CBS-TV's *Lassie* and picked up an ABC-TV across-the-board children's strip of adventure reruns and continued in CBS-TV's *House Party* and *Name That Tune*, also buying into *The Big Record*. Bauer & Black used CBS Radio's "Impact" plan on *Gunsmake, Amos 'n' Andy*, and also used ABC Radio's *Breakfast Club*; Procter & Gamble picked up alternate weeks of CBS-TV's *Phil Silvers Show*, some CBS-TV daytime serials, NBC-TV's *Matinee, The Web*, and renewed *Loretta Young*; Pure Oil and Philip Morris (Marlboro) expanded tv sports coverage (Marlboro continuing on *Playhouse 90*); Pillsbury also went in for CBS-TV daytime serials as well as *The Big Record* and bought into ABC-TV's *Mickey Mouse*; Campbell Soup stayed on CBS-TV and so did Hoover Co.

Most of the foregoing advertisers used radio-tv spot, as did Pfizer Co. in farm radio. **DANCER-FITZGERALD-SAMPLE:** Combined tv-radio billing \$47 million; \$39.5 million in television (\$29.5 million in network, \$10 million in spot); \$7.5 million in radio (\$3.5 million in network, \$4 million in spot); tv-radio share of overall billing: 55%.

The pickup in billing of \$9.5 million at D-F-S is traced to greater activity of existing accounts. With its radio billing strong, D-F-S increased in tv as well. Among the leading tv network accounts were: General Mills, for which D-F-S placed business in five network tv shows (*Wyatt Earp, The Lone Ranger, Disneyland, Mickey Mouse Club* and *American Bandstand*, all on ABC-TV); American Chicle (*Sugarfoot* and *Jim Bowie* on ABC-TV); Liggett & Myers' L & M cigarettes (*Gunsmake* on CBS-TV; *Dragnet* and *George Gobel* on NBC-TV); Nestle's association with the *Garry Moore Show* on CBS-TV; Peter Paul on CBS-TV's *Arthur Godfrey*; Sterling Drug with a daytime show, and others.

COMPTON ADV.: Combined tv-radio billing \$42 million; \$39.9 million in television (\$24.3 million in network, \$15.6 million in spot); \$2.1 million in radio (\$0.5 million in network, \$1.6 million in spot); tv-radio share of overall billings: 50%.

Compton upped its billings by \$10.1 million in 1957. The agency gained G. H. P. Cigar Co. from Norman, Craig & Kummel and G. Heileman Brewing Co. from Earle Ludgin. The increase in billing came from additional expenditures of such major accounts as Procter & Gamble with *Wyatt Earp* on ABC-TV and *This Is Your Life* on NBC-TV, Remington-Rand's *Leave It to Beaver* on CBS-TV and such spot advertisers as American Can, Bond Clothes, Goodyear, Nehi, Socony Mobil Oil Co., Standard Brands, Sterling Drug and Sterling Brewers. **FOOTE, CONE & BELDING:** Combined tv-radio billing \$40 million; \$33.3 million in television (\$25.3 million in network, \$8 million in spot); \$6.7 million in radio (\$5.7 million in network, \$1 million in spot); tv-radio share of overall billing: 35%.

An increase of \$7.5 million in tv-radio business at FC&B was attributable in large part to its new blue chip accounts, including Edsel Div. of Ford Motor Co (*Wagon Train* on NBC-TV, special on CBS-TV in October), Tidewater Oil Co., Hawaiian Pineapple

(Dole), Savarin coffee, Shulton's Pharmaceutical Div. and Norwich Pharmacal (Nebs and another product as yet untitled).

The following accounts also contributed to the billings rise: Lever Bros. (Imperial margarine) representation on NBC-TV's *Lux Show* with Rosemary Clooney, *Truth or Consequences* and *The Price Is Right*, and CBS-TV's *Eve Arden Show*; Gillette's Paper Mate pens (NBC-TV's *Cavalcade of Sports* and *You Bet Your Life*); Armour & Co., which dropped out of George Gobel, picked up participations for Dial Soap on NBC-TV's *It Could Be You* and CBS-TV's *The Big Record*; Kleenex on *Perry Como Show* on NBC-TV and *Playhouse 90* on CBS-TV; S. C. Johnson's wax on *Red Skelton Show* on CBS-TV; Hallmark Cards on its NBC-TV specials and Purex Ltd., together with Edward H. Weiss Co., on CBS-TV's *Perry Mason* and *Beat the Clock*.

WILLIAM ESTY: Combined tv-radio billing \$36 million; \$32 million in television (\$28 million in network, \$4 million in spot); \$4 million in radio (\$1.5 million in network, \$2.5 million in spot); tv-radio share of overall billing: 59%.

At William Esty & Co. the billing picture centered on its big account—R. J. Reynolds Tobacco Co. Reynolds, for example, was represented in these network shows: *Bob Cummings Show* and *People Are Funny* on NBC-TV; *Harbourmaster* (alternating weeks), *I've Got a Secret*, *Mr. Adams & Eve* and *Phil Silvers Show*, all CBS-TV.

Among its top spot advertisers were Thomas Leeming-Pacquin (radio spot), P. Ballantine & Sons (*Highway Patrol* in regional markets) and National Carbon Co. (Prestone antifreeze and Eveready flashlight batteries). Prestone also participated in a battery of network tv shows during October only and had a very active spot campaign in radio. Eveready is a heavy spot radio advertiser. The agency lost Colgate's Vel and Fab to Lennen & Newell and Ted Bates Inc., respectively.

KENYON & ECKHARDT: Combined tv-radio billing \$31.5 million; \$24.7 million in television (\$19 million in network, \$5.7 million in spot); \$6.8 million in radio (\$0.8 million in network, \$6 million in spot); tv-radio share of overall billing: 55%.

K & E dropped \$4.1 million in combined tv-radio billing under the 1956 total. Figuring significantly in the dip was the loss of the Warner-Lambert account, which sponsored *Your Hit Parade* on NBC-TV, to SSC&B and Norman, Craig & Kummel. K & E's network programming in 1957 included: *Perry Como Show*, *Tic Tac Dough*, *The Price Is Right* and *The George Gobel Show* on NBC-TV for RCA Whirlpool; *Rin Tin Tin* on ABC-TV for National Biscuit, and the *Ed Sullivan Show* on CBS-TV for Mercury. The agency also placed large spot schedules for Mercury, Ford and Lever Bros. among others.

N. W. AYER & SON: Combined tv-radio billing \$31 million; \$20 million in television (\$10 million in network, \$10 million in spot); \$11 million in radio (\$2 million in network, \$9 million in spot); tv-radio share of overall billing: 25%.

Ayer upped its billing by \$3 million from 1956's \$28 million by acquiring all food divisions of Armour & Co. (spot business plus CBS-TV's *Arthur (Godfrey Time)* as well as the Corning Glass Works (Pyrex) and several new divisions of Johnson & Johnson, which brought spot tv-radio business to the agency. The gains were accomplished even though Ayer lost Bissell Carpet Sweeper to Leo Burnett and Hawaiian Pineapple to Fnote, Cone & Belding.

Bell Telephone remained active through *Telephone Time* on CBS-TV, *Bell Telephone Hour* on NBC Radio and occasional science-education programs on CBS-TV. Philip Morris added to the network total with *Mike Wallace Show* on ABC-TV and *Suspicion* on NBC-TV and at year's end Plymouth agreed to sign as a sponsor of the *Bob Hope Show*. Active spot advertisers during the year were Gordon Baking, Hill Bros., Ohio Oil, Atlantic Refining, B-C Remedy and Howard Johnson restaurants.

SULLIVAN, STAUFFER, COLWELL & BAYLES: Combined tv-radio billing \$26.7 million; \$21.4 million in television (\$16.6 million in network, \$4.8 million in spot); \$5.3 million in radio (\$0.5 million in network, \$4.8 million in spot); tv-radio share of overall billing: 65%.

SSC&B in 1957 scored a gain of \$2.2 million over last year's billing. Accounting chiefly for the advance was the capture of four new clients during the year: Duffy-Mott from Young & Rubicam, Warner-Lambert from Kenyon & Eckhardt, Lever Bros.' Breeze from BBDO and Salada Tea from Hermon W. Stevens Agency.

The agency's 1957 network activity included: *Tales of Wells Fargo* and *M Squad*, both on NBC-TV for American Tobacco; *Restless Gun* and *Tic Tac Dough* on NBC-TV for Warner-Lambert; *Perry Como Show* on NBC-TV for Noxzema, and *West Point* on ABC-TV for Carter Products.

SSC&B continued actively in spot for Smith Bros., Carter Products, Lever Bros. and American Tobacco, among others.

CAMPBELL-EWALD: Combined tv-radio billing \$25 million; \$21 million in television (\$18 million in network, \$3 million in spot); \$4 million in radio (\$1.5 million in network, \$2.5 million in spot); tv-radio share of overall billing: 27%.

Campbell-Ewald's upward climb in broadcast business was a reflection, in large measure, of the stepping-up of the *Chevy Show* (with Dinah Shore three weeks out of four) to a weekly schedule on NBC-TV from its twice-a-month presentation in 1956. In addition, Chevrolet dropped *Crossroads* on ABC-TV but substituted the more costly *Pat Boone Chevy Showroom* on the same network. Another additional network tv effort this year—for GM's Delco-Remy and other divisions serviced by C-E—was the CBS-TV *High Adventure* one-hour program featuring Lowell Thomas. Chevrolet also continued its sponsorship of a CBS Radio news schedule on weekends.

Campbell-Ewald resigned the Flagg shoes account which had been active in spot, but acquired certain divisions of Kroger Co. (grocery chain), which sponsored half-hour programs in local markets. Goebel beer was a substantial tv-radio spot advertiser of professional baseball and football games.

LENNEN & NEWELL: Combined tv-radio billing \$21.5 million; \$21.1 million in television (\$17.1 million in network, \$4 million in spot); \$3.1 million in radio (\$0.5 million in network, \$2.9 million in spot); tv-radio share of overall billing: 54%.

Up \$3.5 million in broadcast billing over 1956, L&N scored with a rash of new broadcast accounts. Among them: consolidated P. Lorillard tobacco account (Kent and Newport) from Young & Rubicam, Gunther Brewing from SSC&B, Cinzano Inc. from Burke Dowling Adams and Colgate-Palmolive's Vel from William Esty, Emerson Drug Div., Warner-Lambert Pharmaceutical (Bromo-Seltzer), and Lorillard (Old Gold) took on a 130-station lineup of NTA Film Network for *Premiere Performance*. C-P,

for Vel and Lustre-Creme, picked up CBS-TV's *Mr. Adams & Eve*; American Gas Assn. picked up part of CBS-TV's *Playhouse 90*, and with the Lorillard consolidation, Old Gold bought NBC TV's *Court of Last Resort* and CBS Television Film's *Assignment: Foreign Legion*. L&N also got alternate-week billing for Kent on CBS-TV's \$64,000 *Challenge*. Heavy spot users were Dromedary Div., National Biscuit; American Airlines; Benrus Watch; Consolidated Cigar; Stokely-Van Camp foods and Gunther Brewing.

CUNNINGHAM & WALSH: Combined tv-radio billing \$17 million; \$10 million in television (\$2.2 million in network, \$7.8 million in spot); \$7 million in radio (\$2 million in network, \$5 million in spot); tv-radio share of overall billing: 35%.

Although the last Chesterfield billing at C & W ended in 1956 (the account went to McCann-Erickson), the agency managed to increase its tv-radio billing about \$2.5 million.

Texas Co. (Texaco), which C&W started billing in 1957, was in spot radio and tv and also sponsored its *Command Performances* specials on NBC-TV. Another advertiser new to network tv was Sunshine Biscuit (*Garry Moore Show* and *Beat the Clock*, both CBS-TV). New accounts included American Cyanamid (spot user) and Colgate-Palmolive's Brisk, which was added to C&W's handling of Colgate's Super Suds. Among other big spot-spending accounts were Sunshine, Folger coffee, Chase Manhattan Bank, Narragansett Brewing and the *New York Daily News*.

CAMPBELL-MITHUN: Combined tv-radio billing \$16.8 million; \$15.3 million in television (\$9.8 million in network, \$5.5 million in spot); \$1.5 million in radio (\$0.5 million in network, \$1 million in spot); tv-radio share of overall billing: 48%.

Campbell-Mithun upped its billing in 1957 by \$2.8 million, assisted in part by addition of several divisions of Kroger Co. (grocery store chain). Its leading tv network advertisers were Pillsbury Mills, which sponsored Thursday segments of daytime serials including *As the World Turns*, *Edge of Night* and *Art Linkletter's House Party* on CBS-TV; the Gold Seal Co. for alternate weeks of *I Love Lucy* re-runs on CBS-TV; Hamm Brewing Co. for *Person to Person* on CBS-TV in the West and Midwest, and American Dairy Assn. for one-third sponsorship of the *Perry Como Show* on NBC-TV.

In network radio, Northwest Airlines was active in participation on NBC Radio's *Monitor* and American Dairy Assn. on various NBC participating shows. Prominent spot tv-radio advertisers included Hamm Brewing, Gold Seal, Malt-O-Meal Co., (cereals), Ballard Flour Co., Kroger Grocery, John Morrell Co. (Red Heart dog food), Top Value Stamps (trading stamps), McCormick spices, Armstrong Rubber Co. and Chicopee Mills.

MAXON: Combined tv-radio billing \$16.8 million; \$15.8 million in television (\$13.8 million in network, \$2 million in spot); \$1 million in radio (\$0.7 million in network, \$0.3 million in spot); tv-radio share of overall billing: 60%.

Maxon picked up in tv billings—about \$2.8 million, representing the first combined broadcast billing increase at the agency in more than two years. Active broadcast clients at Maxon included Gillette in both tv-radio sports events (*Cavalcade of Sports* on NBC-TV and NBC Radio, etc.); General Electric with *Cheyenne* on ABC-TV; Heinz

Text continued page B-94.
Five-year record of leading broadcast agencies
pages B-92, B-93.

FIVE YEARS WITH THE TOP BROADCAST

1952

Rank	Agency	Combined Radio-Tv	Radio Only	Tv Only	Rank	Agency	Combined Radio-Tv	Radio Only	Tv Only
1.	BBDO	\$40	\$13.5	\$26.5	9.	FOOTE, CONE & BELDING	\$20	\$10	\$10
2.	YOUNG & RUBICAM	36	12	24	10.	LEO BURNETT CO.	18	9	9
3.	BENTON & BOWLES	30	10.5	19.5	11.	LENNEN & NEWELL	15	3	12
	BIOW CO.	30	10.5	19.5		TED BATES	15	6	9
5.	WILLIAM ESTY & CO.	28	10	18	13.	KENYON & ECKHARDT	14.5	5.5	9
6.	J. WALTER THOMPSON	27	13.5	13.5	14.	N. W. AYER & SON	12	6	6
7.	DANCER-FITZGERALD-SAMPLE	26	17.5	8.5	15.	MAXON INC.	11	4.4	6.6
8.	MC CANN-ERICKSON	25	8.7	16.3					

1953

Rank	Agency	Combined Radio-Tv	Radio Only	Tv Only	Rank	Agency	Combined Radio-Tv	Radio Only	Tv Only
1.	BBDO	\$49.5	\$14.5	\$35	9.	TED BATES	\$24	\$6	\$18
2.	YOUNG & RUBICAM	49	15	34		LEO BURNETT CO.	24	7.2	16.8
3.	J. WALTER THOMPSON CO.	35	13.5	21.5	11.	FOOTE, CONE & BELDING	18	8	10
4.	BENTON & BOWLES	32	11.8	20.2		LENNEN & NEWELL	18	4	14
	BIOW CO.	32	8	24	13.	KENYON & ECKHARDT	15.2	5.6	9.6
6.	WILLIAM ESTY & CO.	29	8	21	14.	KUDNER	15	4.8	10.2
7.	DANCER-FITZGERALD-SAMPLE	27	18	9	15.	CUNNINGHAM & WALSH	14	4	10
8.	MC CANN-ERICKSON	25.5	8	17.5		MAXON INC.	14	4.2	9.8
					17.	N. W. AYER & SON	13.4	6.5	6.9

1954

Rank	Agency	Combined Radio-Tv	Radio Only	Tv Only	Rank	Agency	Combined Radio-Tv	Radio Only	Tv Only
1.	YOUNG & RUBICAM	\$60	\$15	\$45	11.	KENYON & ECKHARDT	\$22.5	\$7.5	\$15
2.	BBDO	59	13	46	12.	COMPTON ADV.	22.3	5.5	16.8
3.	J. WALTER THOMPSON CO.	50	12	38	13.	FOOTE, CONE & BELDING	22	5.5	16.5
4.	MC CANN-ERICKSON	46	9	37	14.	LENNEN & NEWELL	20	4	16
5.	BIOW CO.	33.4	5.6	27.8	15.	N. W. AYER & SON	18	7.5	10.5
6.	LEO BURNETT CO.	33.3	6	27.3	16.	CUNNINGHAM & WALSH	16	3.5	12.5
7.	WILLIAM ESTY & CO.	31	5	26	17.	KUDNER	14	2.6	11.4
8.	BENTON & BOWLES	29.2	8.4	20.8		MAXON INC.	14	3	11
9.	DANCER-FITZGERALD-SAMPLE	28.5	15.5	13	19.	SULLIVAN, STAUFFER, COLWELL & BAYLES	13.8	3.8	10
10.	TED BATES	27.5	7	20.5					

1955

Rank	Agency	Combined Radio-Tv	Radio Only	Tv Only	Rank	Agency	Combined Radio-Tv	Radio Only	Tv Only
1.	YOUNG & RUBICAM	\$72	\$12	\$60	10.	BIOW-BEIRN-TOIGO	\$30	\$ 5	\$25
2.	BBDO	60	10.5	49.5		DANCER-FITZGERALD-SAMPLE	30	13	17
	MC CANN-ERICKSON	60	10.5	49.5	12.	COMPTON ADV.	25.5	4.5	21
4.	J. WALTER THOMPSON CO.	58	5	53	13.	N. W. AYER & SON	21	10	11
5.	LEO BURNETT	42.1	5.8	36.3	14.	FOOTE, CONE & BELDING	20.5	3.5	17
6.	BENTON & BOWLES	39	4	35	15.	LENNEN & NEWELL	20	4	16
	WILLIAM ESTY & CO.	39	4	35	16.	SULLIVAN, STAUFFER, COLWELL & BAYLES	17.8	3.3	14.5
8.	TED BATES	37	7	30	17.	CUNNINGHAM & WALSH	17	3.5	13.5
9.	KENYON & ECKHARDT	34.5	4.5	30	18.	RUTHRAUFF & RYAN	15.5	4	11.5

1956

Rank	Agency	Combined Radio-Tv	Radio Only	Tv Only	Rank	Agency	Combined Radio-Tv	Radio Only	Tv Only
1.	YOUNG & RUBICAM	\$82	\$ 8	\$74	12.	COMPTON ADV.	\$31.9	\$ 2.3	\$29.6
2.	BBDO	80	10	70	13.	N. W. AYER & SON	28	10	18
3.	MC CANN-ERICKSON	76.4	9.9	66.5	14.	SULLIVAN, STAUFFER, COLWELL & BAYLES	24.5	4.4	20.1
4.	J. WALTER THOMPSON CO.	70	10	60	15.	CAMPBELL-EWALD	21	4	17
5.	TED BATES	55	6	49		LENNEN & NEWELL	21	1.5	19.5
6.	BENTON & BOWLES	53.8	3.1	50.7	17.	RUTHRAUFF & RYAN	15	4	11
7.	LEO BURNETT	43	5	38	18.	CUNNINGHAM & WALSH	14.5	2.8	11.7
8.	WILLIAM ESTY & CO.	40	6	34	19.	CAMPBELL-MITHUN	14	1	13
9.	DANCER-FITZGERALD-SAMPLE	37.5	6.5	31		D'ARCY ADV.	14	3	11
10.	KENYON & ECKHARDT	35.6	4.5	31.1		GRANT ADV.	14	2.5	11.5
11.	FOOTE, CONE & BELDING	32.5	7	25.5		MAXON INC.	14	1	13

AGENCIES

The listings on these two pages show activity of the top billing broadcast agencies for 1952-1956. All figures are in millions.

Rank	Agency	Combined Radio-Tv	Radio Only	Tv Only	Rank	Agency	Combined Radio-Tv	Radio Only	Tv Only
16.	SULLIVAN, STAUFFER, COLWELL & BAYLES	\$10	\$4	\$6	23.	CAMPBELL-EWALD	\$7	\$1.8	\$5.2
	CUNNINGHAM & WALSH	10	4	6		D'ARCY ADV.	7	3.5	3.5
18.	NEEDHAM, LOUIS & BRORBY	8	3	5		WARWICK & LEGLER	7	3	4
	CECIL & PRESBREY	8	3.6	4.4	23.	WARD WHEELLOCK CO.	6	3.5	2.5
	COMPTON ADV.	8	4.5	3.5	27.	HARRY B. COHEN CO.	4.5	1.8	2.7
21.	SHERMAN & MARQUETTE	7.5	2.5	5	28.	WILLIAM WEINTRAUB	4	2	2
	RUTHRAUFF & RYAN	7.5	3.2	4.3	29.	ERWIN, WASEY & CO.	3.5	1.5	2
					30.	FULLER & SMITH & ROSS	3.4	.9	2.5

Rank	Agency	Combined Radio-Tv	Radio Only	Tv Only	Rank	Agency	Combined Radio-Tv	Radio Only	Tv Only
18.	SULLIVAN, STAUFFER, COLWELL & BAYLES	\$13	\$3	\$10	26.	WARWICK & LEGLER	\$7	\$1.5	\$5.5
19.	COMPTON ADV.	12.5	5	7.5	27.	D'ARCY ADV.	6.5	2.5	4
20.	NEEDHAM, LOUIS & BRORBY	11	4.5	6.5	28.	DOHERTY, CLIFFORD, STEERS & SHENFIELD	6	1.5	4.5
	SHERMAN & MARQUETTE	11	3.5	7.5		FULLER & SMITH & ROSS	6	1.5	4.5
22.	GEOFFREY WADE	10	6.5	3.5		MAC MANUS, JOHN & ADAMS	6	2	4
	RUTHRAUFF & RYAN	10	5	5		WARD WHEELLOCK CO.	6	2.5	3.5
24.	CECIL & PRESBREY	9.5	1.5	8		WEISS & GELLER	6	2	4
25.	CAMPBELL-EWALD	8.5	1.8	6.7					

Rank	Agency	Combined Radio-Tv	Radio Only	Tv Only	Rank	Agency	Combined Radio-Tv	Radio Only	Tv Only
20.	RUTHRAUFF & RYAN	\$13	\$4	\$9	29.	MAC MANUS, JOHN & ADAMS	\$7	\$.5	\$3.5
21.	NEEDHAM, LOUIS & BRORBY	11.9	3.6	8.3	30.	DOHERTY, CLIFFORD, STEERS & SHENFIELD	6	2.2	3.8
22.	BRYAN HOUSTON INC.	11.5	4	7.5		GEYER INC.	6	2	4
23.	GEOFFREY WADE	11	7	4	32.	FULLER & SMITH & ROSS	5.7	.5	5.2
24.	CAMPBELL-EWALD	10	2.2	7.8	33.	GRANT ADV.	5.5	1.5	4
	WEISS & GELLER	10	2	8		WARWICK & LEGLER	5.5	1.3	4.2
26.	TATHAM-LAIRD	9.5	1	8.5	35.	GREY ADV.	5.1	1.5	3.6
27.	D'ARCY ADV.	8	3.6	4.5	33.	HARRY B. COHEN	5	2	3
	ERWIN, WASEY	8	3	5					

Rank	Agency	Combined Radio-Tv	Radio Only	Tv Only	Rank	Agency	Combined Radio-Tv	Radio Only	Tv Only
19.	CAMPBELL-EWALD	\$14	\$3	\$11	28.	BRYAN HOUSTON	\$9.8	\$2.8	\$7
	KUDNER	14	2.5	11.5	29.	MAC MANUS, JOHN & ADAMS	8.5	.7	7.8
	MAXON INC.	14	3	11	30.	ERWIN, WASEY & CO.	8	3	5
22.	TATHAM-LAIRD	12.2	.9	11.3		GREY ADV.	8	1.7	6.3
23.	NEEDHAM, LOUIS & BRORBY	12	3	9	32.	GEYER INC.	7	2	5
24.	GRANT ADV.	11.1	2.6	8.5	33.	EARLE LUDGIN & CO.	6.3	.3	6
25.	GEOFFREY WADE	11	4	7	34.	NORMAN, CRAIG & KUMMEL	6	2	4
26.	D'ARCY ADV.	10	3.5	6.5		DOHERTY, CLIFFORD, STEERS & SHENFIELD	6	2	4
	WEISS & GELLER	10	2	8	36.	WARWICK & LEGLER	5.7	1.2	4.5

Rank	Agency	Combined Radio-Tv	Radio Only	Tv Only	Rank	Agency	Combined Radio-Tv	Radio Only	Tv Only
23.	TATHAM-LAIRD	\$13.8	\$.6	\$13.2	33.	EMIL MOCUL	\$7.5	\$2.5	\$5
24.	KUDNER	13	4	9	34.	MAC MANUS, JOHN & ADAMS	7	1.5	5.5
25.	NEEDHAM, LOUIS & BRORBY	12	2.5	9.5		RUSSEL M. SEEDS	7	1.5	5.5
26.	GEOFFREY WADE	11	2	9		EARLE LUDGIN	7	.8	6.2
	GREY ADV.	11	2.2	8.8	37.	DOHERTY, CLIFFORD, STEERS & SHENFIELD	6.7	1.2	5.5
28.	BRYAN HOUSTON	10.8	1.3	9.5	38.	WARWICK & LEGLER	6.2	1.3	4.9
29.	NORMAN, CRAIG & KUMMEL	9.6	2.6	7	39.	RAYMOND SPECTOR	5.6	1	4.6
30.	NORTH ADV.	9	1	8	40.	HARRY B. COHEN	5.5	1.2	4.3
31.	GEYER INC.	8	2	6					
	ERWIN, WASEY	8	2	6					

Top 50 Agencies CONTINUED

57 foods (*Captain Gallant* on NBC-TV and *Studio 57* tv film series in regional markets), and Pittsburgh Paint (*Garry Moore Show* on CBS-TV). Pittsburgh Paint was new to network tv. New accounts were Charles E. Hires, active in spot tv, and Climaxine Co., active in tv-radio spot.

GRANT ADV.: Combined tv-radio billing \$16 million; \$13 million in tv (\$10 million in network, \$3 million in spot); \$3 million in radio (\$0.2 million in network, \$2.8 million in spot); tv-radio share of overall billing: 22%.

Grant broadcast business was up \$2 million over 1956, attributed largely to a bigger lineup of stations for the Chrysler Corp. sponsorship of the *Lawrence Welk Show* and *Top Tunes and New Talent*, both on ABC-TV, and an accompanying accentuated spot tv-radio drive for the Dodge Motors and Plymouth Divisions, which were advertised on the network shows. Plymouth also sponsored *A Date With the Angels*. Grant placed Tilford Toiletries on NBC-TV's *Queen for a Day* for participations on alternate weeks. Active spot advertisers were Dodge, Plymouth and the Florists' Telegraph Delivery Assn.

GREY ADV.: Combined tv-radio billing \$15.1 million; \$14.1 million in television (\$7 million in network, \$7.4 million in spot); \$1 million in radio (\$0.2 million in network, \$0.8 million in spot); tv-radio share of overall billing: 30%.

Grey bettered by \$4.4 million its 1956 broadcast billing. New business included Chunky Chocolates, Procter & Gamble's Pin It, Block Drug's Denturcream, Mennen Electric Preshave, Greyhound Corp. and Ronson shaver and appliances. The agency lost no accounts during the year.

Highlights of Grey's broadcast action in 1957: *Steve Allen Show* on NBC-TV for Greyhound; *West Point* on ABC-TV and *Shirley Temple* on NTA Network, both for Van Heusen shirts; *Masquerade Party* on NBC-TV and *Broken Arrow* on ABC-TV for Five Day Deodorant; *Meet McGraw* and *People's Choice* on NBC-TV for Procter & Gamble, and specials on NBC-TV for Exquisite Form Brassieres.

PARKSON ADV.: Combined tv-radio billing \$15 million; \$14.5 million in television (\$13.5 million in network, \$1 million in spot); \$0.5 million in radio (all spot); tv-radio share of overall billing: 95%.

Parkson Adv., formed last August as an outgrowth of Edward Kjetter Assoc., placed its billing primarily in network tv. Parkson added J. B. Williams to its Pharmaceuticals Inc. account. Both are associated with *Twenty One* and *What's It For?* on NBC-TV and *To Tell the Truth* on CBS-TV. Spot tv activity was chiefly on behalf of Williams' Kreml, Conti and Skol, while spot radio was used for a number of products.

ERWIN WASEY, RUTHRAUFF & RYAN: Combined tv-radio billing \$15 million; \$10 million in television (\$3 million in network, \$7 million in spot); \$5 million in radio (\$1 million in network, \$4 million in spot); tv-radio share of overall billing: 20%.

The merger of Erwin, Wasey and Ruthrauff & Ryan took place in 1957 with broadcast billing of \$15 million, the same total R & R alone achieved last year.

Gains for EWR&R in 1957 include American Cyanamid, Cellulose Products, Safeway Stores, KLM Airlines and Roots Motors. Lost in 1957: American Home Products, Carling Brewery, Hamilton Beach Appliances and Penn Salt Co.

Broadcast activity over the year: Burns & Allen for Carnation on NBC-TV, and Bon Ami spot and regional buys.

D'ARCY ADV.: Combined tv-radio billing \$11 million; \$8.5 million in television (\$5.5 million in network, \$3 million in spot); \$5.5 million in radio (all spot); tv-radio share of overall billing: 28%.

D'Arcy's billing remained the same as 1956 despite a \$2.5 million cut in television, which was offset by an addition of \$2.5 million in radio. The agency stepped up its spot radio activity for such clients as Gerber's Foods, Anheuser-Busch Brewing Co. (Budweiser Beer), Standard Oil of Indiana and General Tire & Rubber Co., which also were active in spot tv. The bulk of the agency's business in network tv was for Gerber's, which used such CBS-TV daytime programs as *Captain Kangaroo* and *Garry Moore* and the early-evening *Beat the Clock*, also on CBS-TV. Patterson-Sargent (paints) used participations in *Today* on NBC-TV.

NEEDHAM, LOUIS & BROBBY: Combined tv-radio billing \$14 million; \$11.8 million in television (\$8.8 million in network, \$3 million in spot); \$2.2 million in radio (\$0.2 million in network, \$2 million in spot); tv-radio share of overall billing: 43%.

NL&B's gain was \$2 million. Its network shows included S. C. Johnson & Son on *Steve Allen* (NBC-TV), State Farm Insurance on *Red Barber's Corner* (NBC-TV) and Quaker Oats on *Jane Wyman Show* (NBC-TV).

GEOFFREY WADE ADV.: Combined tv-radio billing \$12.8 million; \$11.8 million in television (\$6.8 million in network, \$5 million in spot); \$1 million in radio (\$0.5 million in network, \$0.5 million in spot); tv-radio share of overall billing: 85%.

Wade's combined tv-radio billing showed a higher level for the first time in four years, the billing increasing \$1.8 million above 1956. But the agency continued the shift from radio to television (from \$2 million last year in radio to \$1 million this year). In network tv, Miles Labs was active in *Wednesday Night Fights* and *Broken Arrow* on ABC-TV and in daytime shows on NBC-TV. Also in the daytime programs (five in all) was Alberto-Culver Co.

TATHAM-LAIRD: Combined tv-radio billing \$11.2 million; \$11 million in television (\$10 million in network, \$1 million in spot); \$0.2 million in radio (all spot); tv-radio share of overall billing: 48%.

Broadcast billings at the agency dipped \$2.6 million from 1956, resulting largely from a decrease in spot spending. Network clients, who bought shared sponsorship or participations on a host of tv programs, included the Toni Co., Armour & Co., Wander Co. (Ovaltine), General Mills, Campbell Soup and Procter & Gamble. Spot advertisers were Campbell Soup, General Mills, Parker Pen, Wander Co., Toni and Procter & Gamble.

NORTH ADV.: Combined tv-radio billing \$11 million; \$10.5 million in television (\$8.4 million in network, \$2.1 million in spot); \$0.5 million in radio (all network); tv-radio share of overall billing: 88%.

North Adv. completed its second year of operation with a broadcast total of \$11 million, exceeding its 1956 total by \$2 million. Its billing reflects largely the Toni (Div. of Gillette Co.) account, which sponsored on alternate weeks *You Bet Your Life* and *People Are Funny* on NBC-TV and *Arthur Godfrey's Talent Scouts* on CBS-TV. Toni and Lanvin perfumes used various network radio shows for the summer only. A substantial spot tv advertiser during the year was Jewel Food Stores.

GARDNER ADV.: Combined tv-radio billing \$10.1 million; \$8.3 million in television (\$5.3 million in network, \$3 million in spot); \$2.1 million in radio (\$1 million in network, \$1.1 million in spot); tv-radio share of overall billing: 48%.

One account gained, none lost, was Gardner's record for 1957. From Benton & Bowles, Gardner gained Grove Labs' Bromo-Quinine, a heavy NBC Radio *Monitor* client. Monsanto, last in tv for "All" detergents (which was sold this past spring to Lever Bros.) and starches, took a corporate plunge into network tv with a \$2 million CBS-TV *Conquest* project to last two years. Pet Milk co-sponsored Red Skelton's CBS-TV program, participated on that network's *Edge of Night* serial and was an advertiser on NBC Radio's *Grand Ole Opry*. Purina Dog Chow co-sponsored, with Miles Labs, ABC-TV's *Broken Arrow*, and Procter & Gamble's Duncan Hines Foods began testing spot tv late in the year. Anheuser-Busch's Busch-Bavarian beer again sponsored regional simulcasts of St. Louis Cardinals' home games.

NORMAN, CRAIG & KUMMEL: Combined tv-radio billing \$10.3 million; \$8 million in television (\$6 million in network, \$2 million in spot); \$2.3 million in radio (all in spot); tv-radio share of overall billing: 30%.

NC&K increased its billing \$700,000 over last year's tally. The agency acquired the Pabst Blue Ribbon account and suffered no losses in its client list. Action in 1957 included placement of Ronson Products in NBC-TV news shows; purchase of *Price Is Right* on NBC-TV for Spicdel; sponsorship of *Restless Gun* on NBC-TV for Warner-Lambert, and *Maverick* on ABC-TV for Willys Trucks. Warner-Lambert also is represented on *Tic Tac Dough* on NBC-TV.

DOHERTY, CLIFFORD, STEERS & SHENFIELD: Combined tv-radio billing \$10 million; \$9.1 million in television (\$7.5 million in network, \$1.6 million in spot); \$0.9 million in radio (all in spot); tv-radio share of overall billing: 50%.

A gain of \$3.3 million in billing in 1957 can be explained largely by increased use of network tv by Bristol-Myers, which shared sponsorship on a host of programs, including *Mickey Mouse Club* and *Tombstone Territory* on ABC-TV, *NCAA Football Game of the Week* on NBC-TV and *Playhouse 90* and *Alfred Hitchcock Presents* on CBS-TV. Bristol-Myers also was a frequent user of participations in NBC-TV's *Tonight*. Pharmaco Inc. utilized daytime network tv with sponsorship of *It Could Be You and Comedy Time* on NBC-TV. Spot tv-radio clients were McCormick & Co. (spices), Fulham Bros. (frozen foods) and Borden Co.

KUDNER AGENCY: Combined tv-radio billing \$10 million; \$7 million in television (\$6.5 million in network, \$0.5 million in spot); \$3 million in radio (\$0.3 million in network, \$2.7 million in spot); tv-radio share of overall billing: 35%.

Continued drop in tv-radio billing for Kudner in 1957, following a dip in 1956 from 1955, was attributed mainly to the loss of the Texaco account at the beginning of the year to Cunningham & Walsh and a reduction in activity for several General Motors accounts. Radio-conscious Texaco had been a sponsor of ABC Metropolitan Opera broadcasts, regional sports shows and news programs, but in 1957 Kudner's only billing in radio came from limited spot campaigns for several General Motors products. Kudner's broadcast business was overwhelmingly in network tv during the year, coming from the *Prigidaire* and Buick alternate week sponsorship of the *Patrice Munsel Show* on

announcing...

American Research Bureau's TV MARKET SUMMARIES

	SURVEY CITY, U. S. A.						March 1958	
	WAAA (NBC)		WBBB (CBS)		WCCC (ABC)		OTHER	Net Weekly Cume, Viewing 3 Different Days or more per Wk.
	S	R	S	R	S	R		
MONDAY THRU FRIDAY								
Sign-on to 9:00 AM	35.7*	4.5	41.7	4.7	72.1*	11.5		
9:00 AM to 12:00 Noon	40.5	8.9	26.9	5.9	32.6	7.2	0.3	WAAA 84%
Sign-on to Noon	39.2*	7.2	30.9	5.4	36.8*	7.8	0.3	WBBB 85%
Noon to 3:00 PM	32.1	6.2	39.7	7.6	28.0	5.4	0.3	WCCC 80%
3:00 PM to 6:00 PM	29.3	7.5	26.0	6.7	44.6	11.4	0.3	
Noon to 6:00 PM	30.5	6.8	31.8	7.1	37.5	8.4	0.3	
6:00 PM to 10:00 PM	35.2	20.3	31.3	18.1	33.4	19.2	0.5	
10:00 PM to Midnight	24.6	5.4	53.0	11.8	21.9	4.9	0.4	
6:00 PM to Midnight	33.5	15.3	34.8	16.0	31.5	14.4	0.5	
SATURDAY								
Sign-on to 6:00 PM	32.7*	7.0	40.4	8.1	34.4*	7.3	0.3	
6:00 PM to 10:00 PM	31.8	19.3	41.8	25.4	25.8	15.6	0.5	
10:00 PM to Midnight	22.9	8.6	62.5	23.5	15.7*	6.2	0.3	
SUNDAY								
Sign-on to 6:00 PM	20.5*	5.9	47.3	9.2	36.6*	9.9	0.5	
6:00 PM to 10:00 PM	28.2	17.3	39.4	24.2	32.0	19.6	0.4	
10:00 PM to Midnight	13.5	3.2	56.0	13.5	30.4	7.3	0.3	
SUNDAY THRU SATURDAY								
6:00 PM to 10:00 PM	33.6	19.7	34.1	20.0	37.0	18.8	0.5	
10:00 PM to Midnight	22.6	5.6	55.5	13.7	21.8*	5.4	0.3	
6:00 PM to Midnight	31.7	15.0	37.8	17.9	30.3*	14.4	0.4	
SIGN-ON TO SIGN-OFF	31.7	9.7	36.9	10.2	33.0	10.7	0.4	

... Average Share of Audience By Day Parts

... Average Ratings By Day Parts

... Net Weekly 'Cumes'-based on viewing to a station 3 or more days a week

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Top 50 Agencies CONTINUED

ABC-TV, Buick's alternate week sponsorship of *Wells Fargo* on NBC-TV and General Motors' special two-hour program on NBC-TV Nov. 17.

BRYAN HOUSTON: Combined tv-radio billing \$9 million; \$8.3 million in television (\$6.5 million in network, \$1.8 million in spot); \$0.7 million in radio (all spot); tv-radio share of overall billing: 48%.

Bryan Houston was off nearly \$2 million in tv-radio billing in 1957 compared to 1956, the decrease showing up in both tv and radio. Among its network tv sponsors: Nestle in *Beat the Clock* and *Gale Storm Show* on CBS-TV, Colgate-Palmolive in *The Big Pay-off* on CBS-TV.

EDWARD H. WEISS CO.: Combined tv-radio billing \$8.3 million; \$8 million in television (\$7.2 million in network, \$0.8 million in spot); \$0.3 million in radio (all spot); tv-radio share of total billing: 45%.

Making its debut among the top 50, Weiss in 1957 experienced some shuffling in the Helene Curtis account structure, lost Lenthic (which it gained last year from Grant) to Gordon Best, but gained *Stopette* from Earle Ludgin & Co. Curtis enlarged its network buys, adding to CBS-TV's *What's My Line?*, the *Gale Storm Show* and alternate sponsorship of *Dick and the Duchess* (with Mogen David and Key wines). Key wine also participated in CBS-TV's *Beat the Clock*. Purex Ltd. picked up part of CBS-TV's *Perry Mason* series with Libby-Owens-Ford. Spot users included Corina Cigars, College Inn foods, Curtis' Ender shampoo, Perk dog food and the H. W. Gossard Co. (foundations), which went into spot this month after dropping out of NBC-TV's *Queen for a Day*. Weiss lost the \$1.3 million Sealy Mattress account. Weiss added Carling Brewing Co. from the former Erwin, Wasey, Chicago, and has placed Carling in sports shows.

FULLER & SMITH & ROSS: Combined tv-radio billing \$8.2 million; \$7 million in television (\$6.5 million in network, \$0.5 million in spot); \$1.2 million in radio (\$1 million in network, \$0.2 million in spot); tv-radio share of overall billing: 21%.

F&S&R billing in tv and radio totaled \$8.2 million for 1957. The agency placed Libby-Owens-Ford Glass Co. in network television—*Perry Mason* on CBS-TV and football games on NBC-TV—for the first time this year. Alcoa sponsored *Alcoa Theatre* on NBC-TV. New accounts gained during the year: Pan American and Sterling Silver, both spot advertisers.

EMIL MOGUL CO.: Combined tv-radio billing \$8 million; \$5.9 million in television (\$3.2 million in network, \$2.7 million in spot); \$2.1 million in radio (all spot); tv-radio share of overall billing: 75%.

Mogul made no drastic strides forward in billing increase, but continued to fatten on accounts already in the shop. Although the biggest setback was the mid-summer loss of Monarch Wine Co. (Manischewitz) to Lawrence C. Gumbinner, it continued to prosper on Revlon. With approximately \$3 million worth of Revlon, Mogul introduced Top Brass (men's line) on the West Coast and gained Aquamarine as a new Revlon product; it also shared on commercial commissions on both CBS-TV *Question* quiz programs but lost out on Revlon's proposed ABC-TV *Guy Mitchell Show* on which it was to have been the agency of record. Mogul gained new broadcast accounts in Dr. Pierce's Proprietarys, Barracini candies and Bakers Franchise (Lite Diet bread). Ron-

zoni went in for syndicated tv film properties. Rayco enlarged its spot buys and Knor-mark Mfg. Co. (Esquire polishes) returned to NBC-TV on the *Perry Como Show*. Park & Tilford bought into the network's *Queen for a Day*. P&T expanded its toiletries but assigned the new products to Grant Adv. because of possible product conflict with Revlon at Mogul.

DONAHUE & COE: Combined tv-radio billing \$7.7 million; \$5.9 million in television (all spot); \$1.8 million in radio (all spot); tv-radio share of overall billing: 25%.

Making its debut among the top 50 agencies with a total tv-radio billing of \$7.7 million, Donahue & Co. gained several new accounts during the year. Among them: \$2 million worth of B. T. Babbitt Co. billing (Bab-O, Acme, Am-O, Cameo copper cleaner) from Dancer-Fitzgerald-Sample and Cohen & Aleshire, Pearson Pharmaceutical Co.'s Eye-Gene from Al Paul Lefton Co. and Chemway Corp.'s Lady Esther face creams and powders from D-F-S, Chicago. (D&C already serviced Chemway's Dunbar Labs and Pearson's Ennds and Sakrin when the new products were assigned.) No D&C advertiser spent money in network, but spot activity was considerable; it included Corn Products Refining Co.'s Bosco, which hit the western trail in 57 markets with CBS Tv Film Sales' *Annie Oakley*; Corn Products' Kasco dog food, spot announcements; E. F. Drew & Co.'s Tri-Nut margarine, tv spot; Loew's Inc. and Columbia Pictures Corp., radio-tv spot; Scholl Mfg. Co., radio spot, and Scripto Inc., tv spot.

MACMANUS, JOHN & ADAMS: Combined tv-radio billing \$7.7 million; \$5.6 million in television (\$3.8 million in network, \$1.8 million in spot); \$2.1 million in radio (\$0.7 million in network, \$1.4 million in spot); tv-radio share of overall billing: 19%.

MJ&A in 1957 increased its radio business, primarily for Pontiac, Dow Chemical Co. (Saran Wrap), and the New York accounts, such as S. B. Thomas bread, Medaglia d'Oro coffee, Good Humor Corp. and White Rock Corp. MJ&A inherited from Kudner Agency \$5.5 million worth of General Motors institutional tv billing for *Wide World* (NBC-TV). Other network advertisers: Minnesota Mining & Mfg. Co. (new Scotchard stain repellent), using eight NBC-TV daytime shows for Christmas promotion; Pontiac Motors Div. of GM re-entered network tv with "specials" such as *Annie Get Your Gun* and radio sports coverage; Noxzema in *Perry Como Show* as well as NBC Radio's *Red Foley Show*; Dow Chemical in CBS-TV's *Garry Moore Show*, and Cadillac Motor Car Div., GM, which stepped up its radio network schedule. Big spot buyers: Good Humor, S. S. Kresge, Squirt Bottling, Minnesota Mining, White Rock and Pontiac.

KEYES, MADDEN & JONES: Combined tv-radio billing \$7.4 million; \$6.6 million in television (\$4.5 million in network, \$2.1 million in spot); \$0.8 million in radio (all spot); tv-radio share of overall billing: 49%.

Known until early fall as Russel M. Seeds Co., KM&J was formed by International Latex and former NBC executive Ed Madden, Grant Adv.'s Howard Jones and Seeds' President Freeman Keyes. The Seeds account structure was retained intact, except for the loss earlier in the year of the Lanolin Plus account to Kastor, Farrell, Chesley & Clifford. It gained several small broadcast accounts from Joseph Katz Co., New York-Baltimore along with that agency's vice president-general manager, David Hale

Halpern. W. A. Sheaffer Pen Co. signed for the *Lucy* re-runs on CBS-TV, and Brown & Williamson Tobacco, in addition to spot, bought participations for Raleigh cigarettes on NBC-TV's *It Could Be You* and *Queen for a Day*. Spot buyers included Pinex Co. and Taste-Freez Corp. of America.

GORDON BEST: Combined tv-radio billing \$7.3 million; \$6 million in tv (\$3.5 million in network, \$2.5 million in spot); \$1.3 million in radio (\$0.8 million in network, \$0.5 million in spot); tv-radio share of overall billing: 60%.

This was Gordon Best's first year among the top 50 agencies. New accounts included Comstock Foods, Lenthic Lines, Curtis Pharmacal and Mystic Foam and Mystic Clean. The agency's network shows included *Dick and the Duchess* on NBC-TV for Helene Curtis and special events for Maybelline on both NBC-TV and CBS-TV.

GUILD, BASCOM & BONFIGLI: Combined tv-radio billing \$6.9 million; \$5.3 million in television (\$3.8 million in network, \$1.5 million in spot), \$1.6 million in radio (\$0.4 million in network, \$1.2 million in spot); tv-radio share of overall billing: 70%.

GB&B pushed into recognition with an imposing roster of acquisitions. New products included: Breast O' Chicken tuna, Best Foods' Nucoa, Heidelberg beer, Mary Ellen's jams and jelly and Max Factor cosmetics. The agency gave up one regional account, Regal Pale beer. The firm placed *You Asked for It* for Best Foods and *Bold Journey* for Skippy peanut butter, both on ABC-TV. In addition GB&B has placed spot campaigns for Nucoa and Breast O' Chicken tuna, among others.

COHEN & ALESHIRE: Combined tv-radio billing \$6.6 million; \$5.1 million in television (\$0.5 million in network, \$4.6 million in spot); \$1.5 million in radio (\$0.5 million in network, \$1 million in spot); tv-radio share of overall billing: 80%.

During the year, C&A lost Babbitt Co. and Doeskin Products accounts but picked up Dormin Inc. and Edro Products, among others, while handling a new Grove Labs product—4-Way liquid. The agency during the year changed its name from Harry B. Cohen Adv. to Cohen & Aleshire Inc. and also gained \$1.1 million over 1956. Grove Labs is the primary network sponsor at C&A, although it also is heavy in spot. Among shows: CBS Radio's "Impact" package and NBC Radio's *Monitor*; in tv, *Panorama Pacific* on CPTN and *Today* on NBC-TV.

DOYLE DANE BERNBACH: Combined tv-radio billing \$6.5 million; \$6.1 million in television (\$3.9 million in network, \$2.2 million in spot); \$0.4 million in radio (all spot); tv-radio share of overall billing: 32%.

DDB entered the ranks of top broadcast agencies for the first time in 1957 with several network placements. Chemstrand Corp. made its first network buys with NBC-TV's *Sally* and segments of that network's *Steve Allen Show*; Polaroid Land cameras continued participations in NBC-TV's *Tonight* and *Steve Allen*, while Max Factor of Hollywood dropped co-sponsorship of NBC-TV's *Panic* and continued on Polly Bergen and Dean Martin programs.

E. & J. Gallo Winery, heretofore spot tv only, entered tv film syndication sponsorship nationally. Dreyfus & Co. made its tv debut as an investment banking house. DDB picked up the Glim portion of the B. T. Babbitt account, began heavy radio spot and planned tv spot.

DDB also picked up American Export

Lines from Cunningham & Walsh, retaining it on local radio and entering AEL in local tv via WBAL-TV Baltimore and WTTG (TV) Washington. McCall Corp. began using more spot radio. Among other spot radio users: A. Goodman & Sons, Barton's, Henry S. Levy Sons and Fairmont Foods; tv spot: Venus Pen & Pencil and Gallo.

OGILVY, BENSON & MATHER: Combined tv-radio billing \$6.4 million; \$4 million in television (\$2.1 million in spot, \$1.9 million in network); \$2.4 million in radio (all spot); tv-radio share of overall billing: 38%.

OB&M experienced a "growth year" in 1957 as more of its advertisers expanded broadcast use and as Philip Morris' new menthol Spud cigarettes and Lever Bros.' Dove soap made their debuts. Network-wise, ODM shared billboard space and commissions for Lever on CBS-TV's *Art Linkletter's House Party* (Good Luck margarine), *Sir Lancelot*, *Private Secretary* re-runs and that program's fall substitution, *The Eve Arden Show*.

For Armstrong Cork Co.'s ceilings, OB&M sat in every third week on CBS-TV's *Armstrong Circle Theatre*. It resigned spot user Diamond Crystal Salt in summer, but expanded radio spot lineups (regionally) for Pepperidge Farm bread and Tetley tea. Nationally, Thom McAn shoes went after teenagers with d.j. shows and Schweppes USA Ltd. enlarged both tv-radio spot campaigns in major markets.

WARWICK & LEGLER: Combined tv-radio billing \$6.2 million; \$3.7 million in television (\$2 million in network, \$0.7 million in spot); \$2.5 million in radio (\$2.3 million in network, \$0.2 million in spot); tv-radio share of overall billing: 40%.

W&L closed out the year with more or less the same billing as in 1956, its gains for 1957 registering on par with its calendar-year losses. While it gained in excess of \$5 million worth of Revlon business from BBDO, only a very small part of the billing showed up last year; it lost \$5 million worth of Schick Inc. business in mid-year, but only about half of Schick billing was registered up to the time this account left for Benton & Bowles. With Revlon, it was agency of record on both CBS-TV \$64,000 quizzes and partook in C. J. La Roche's *Walter Winchell File* (ABC-TV). It lost \$200,000 worth of George W. Luft Co. (Tangee lipstick) business to Calkins & Holden but gained an additional \$1 million Seagram business (non-broadcast). Ex-Lax expanded its use of radio and Jacob Ruppert Brewery sponsored simulcasts of the New York baseball home games of the Giants.

D. P. BROTHER: Combined tv-radio billing \$6.2 million; \$6 million in television (\$5.5 million in network, \$0.5 million in spot); \$0.2 million in radio (all spot); tv-radio share of overall billing: 21%.

D. P. Brother showed up in the top 50 agencies for the first time with a combined tv-radio billing of \$6.2 million. Network activity for its clients included: A. C. Sparkplug's *Wide Wide World* on NBC-TV and Oldsmobile's NBC-TV *Color Carnival*, two political conventions on NBC-TV and Sugar-bowl football coverage on ABC-TV.

EARLE LUDGIN: Combined tv-radio billing \$6 million; \$5 million in television (\$3 million in network, \$2 million in spot); \$1 million in radio (all spot); tv-radio share of overall billing: 46%.

Earle Ludgin dropped \$1 million in combined tv-radio billing under the 1956 figure. The agency lost Helene Curtis to Gordon Best, Edward H. Weiss and McCann-Erickson and gained Tidy House products from

McCann-Erickson. Ludgin had portions of *Dick and the Duchess* and *What's My Line?* for Helene Curtis, both on CBS-TV, for a portion of the year.

GEYER ADV.: Combined tv-radio billing \$5.5 million; \$1 million in television (\$3 million in network, \$1 million in spot); \$1.5 million in radio (\$0.5 million in network, \$1 million in spot); tv-radio share of overall billing: 30%.

Geyer dropped \$2.5 million under its 1956 total. With the cancellation of ABC-TV's *Disneyland*, American Motors Corp. began pouring more allocations into network radio but did not compensate for its previous tv expenditures. American Home Products Corp. (Boyle-Midway and American Home Foods Divs.) picked up some network showcasing with CBS-TV's *Have Gun, Will Travel*, NBC-TV's *Tic Tac Dough* and some daytime serials. It resigned Paul Masson vineyards (an occasional broadcast user) and gained Doyle Packing Co. (New Jersey), which it promptly placed in spot throughout the East.

FITZGERALD ADV.: Combined tv-radio billing \$5.3 million; \$4.8 million in television (\$2.8 million in network, \$2 million in spot); \$0.5 million in radio (all spot); tv-radio share of overall billing: 35%.

Fitzgerald Adv. appeared among the first 50 agencies for the first time with a combined \$5.3 million in television and radio. The agency had Wesson Oil on *Caesar's Hour* on NBC-TV for the first part of the year. Fitzgerald also placed the following accounts in tv and radio spots: Jackson Brewing Co., Snowdrift Div. of Wesson Oil, Louisiana State Rice, Blue Plate Foods, Louisiana Coca-Cola, Pioneer Flour Mills and Austex.

RAYMOND SPECTOR: Broadcast billing \$5 million, all in television (\$4.7 million in network, \$0.3 million in spot); tv share of overall billing: 95%.

Spector, agency for Hazel Bishop, dropped \$600,000 under its 1956 billing. The cosmetic firm was represented over the year on *M Squad*, *Jane Worman Show* and *Ted Mack Amateur Hour*, all on NBC-TV. END

Advertising Agencies Handling Radio and/or Television Accounts

A

Ackerman Assoc. Inc. Classen Terrace Bldg., Oklahoma City, Trinity 8-2113.
Radio-Television Media Buyer: Al Fiegel, vp and radio-tv director.

A. D. Adams Adv. 37 W. 53 St., New York 19, Circle 6-2940.

Radio-Television Dept.: A. D. Adams, Lawrence D. McKay.

Burke Bowling Adams Inc. 992 W. Peachtree St., N.W., Atlanta, Trinity 5-0121.

New York 22: 3 E. 54th St., Plaza 1-5630.

Upper Montclair, N. J.: 203 Bellevue Ave.

Pilgrim 6-6100.

Los Angeles 5: 3440 Wilshire Blvd., Dunkirk 8-9335.

John A. Addison & Co. 549 W. Washington Blvd., Chicago 6 Franklin 2-6446.

Radio-Television Dept.: John A. Addison, owner and account executive.

Radio-Television Media Buyer: L. L. Zambo, timebuyer.

William Hart Adler Inc. 919 N. Michigan Ave., Chicago 11, Whitehall 4-5210.

Radio-Television Dept.: Alford R. Belskis, co-creative director and director of radio-tv, films.

Advertising Agencies Inc. 12412 Ventura Blvd., Studio City, Calif., Stanley 7-9941.

Radio-Television Dept.: Kent Goodman, pres; Bill Wolff, Radio-television director.

Advertising Assoc. Inc. 10-A W. Grace St., Richmond, Va., Milton 3-0157.

Radio-Television Dept.: Jack D. Lewis, chmn of bd, pres; Don Martin, executive vp and radio director.

Aitkin-Kynett Co. Inc. 1400 S. Pennsylvania Sq., Philadelphia 2, Rittenhouse 6-7810.

Radio-Television Dept.: Allen Gray, radio-tv production director; Richard Olanoff.

Radio-Television Media Buyers: Alan Bobbe, broadcast media research director; Edna M. Gretz, timebuyer.

B. H. Alber Co. 439 N. Larchmont Blvd., Los Angeles 4, Hollywood 9-3273.

Radio-Television Dept.: Pauline Hagen, executive vp-radio director; Cy Jackson, public relations-publicity director.

Radio-Television Media Buyers: Pauline Hagen.

Allen & Reynolds. W. O. W. Bldg., Omaha 2, Atlantic 4445.

Radio-Television Dept.: Milton J. Stephan, partner and director of radio-tv.

Radio-Television Media Buyers: Milton J. Stephan, Jean Segelberg, Don Amsden.

Allied Adv. Agencies Inc. 4643 Beverly Blvd., Los Angeles 4, Hollywood 2-0837.

Radio-Television Dept.: W. F. Gardner, pres; Richard Gardner, gen mgr.

Radio-Television Media Buyers: Maxine Blankenship.

Allied Adv. Agency Inc. 100 Boylston St., Boston 16, Hubbard 2-4100.

Radio-Television Dept.: Howard Shamban, Marc F. Shamban.

The Allman Co. Inc. Free Press Bldg., Detroit 26, Woodward 2-8750.

Amundson-Bolstein Inc. Benson Bldg., Sioux City 1, Iowa, 5-8968.

Anderson & Cairns Inc. 130 E. 59th St., New York 22, Murray Hill 8-3800.

Radio-Television Dept.: Victor Seydel, vp, director of radio-tv; Anne Bradley, assistant.

Anderson-McConnell Adv. Agency Inc. 729 N. La Brea, Los Angeles 38, Webster 6-6161.

Radio-Television Dept.: Walter Tibbals, director.

Radio-Television Media Buyers: Faythe Vent, media director.

Anthracite Adv. Inc. Scranton Times Bldg., Scranton 3, Pa., Diamond 7-9328.

Radio-Television Dept.: L. L. Russoniello, pres and account executive; I. L. Dailey, sec-treas.

Radio-Television Media Buyer: I. L. Dailey.

Applegate Adv. Agency Inc. 100 Minnetrista Blvd., Muncie, Ind., Atlas 4-7707.

Radio-Television Dept.: Harry L. Bird, vp-radio.

Applestein, Levinstein & Golnick Adv. Agency Inc. 342 N. Charles St., Baltimore 1, Saratoga 7-1166.

Radio-Television Dept.: Leon S. Golnick, pres; Cas Applestein, executive vp; Morton Levinstein, sec-treas; Ernest K. Schultz, radio-tv director.

Arndt, Preston, Chapin, Lamb & Keen Inc. 160 N. 15 St., Philadelphia, Locust 4-4400.

Radio-Television Dept.: K. G. Kcen Jr., vp.

Arnold & Co. Redding-Miller Bldg., Denver 6, Colo., Fr-7-6002.

Radio-Television Dept.: Samuel P. Arnold; Elizabeth A. Arnold; Marion Greathouse.

Radio-Television Media Buyers: Samuel P. Arnold; Marion Greathouse.

Arnold & Co. Inc. 262 Washington St., Boston 8, Richmond 2-1220.

Radio-Television Dept.: Edward Jancewicz, radio-tv director; Carol Braverman, assistant radio-tv director.

Associated Adv. Agency Inc. First National Bank Bldg., Cincinnati 2, Main 1-2811.

Radio-Television Dept.: Sam Malcolm Levy, pres; Brice Metcalfe, vp in charge of radio and television; George Service, vp.

Radio-Television Media Buyers: Brice Metcalfe, George Service.

Atherton & Currier Inc. 420 Lexington Ave., New York 17, Oregon 9-5055.

Radio-Television Dept.: John P. Atherton, vp, radio-television director and radio talent buyer; Richard King, assistant.

Radio-Television Media Buyers: Hubert Sweet, broadcast media buyer, N. C. Rothstein, assistant.

Toronto 1: 100 Adelaide St., West, Empire 3-5418.

Radio-Television Dept.: William E. McDonald, vp and gen mgr.

Aubrey, Finlay, Marley & Hodgson Inc. 230 N. Michigan Blvd., Chicago, Financial 6-1600.

Radio-Television Dept.: Dixon L. Harper.

Axelsen Adv. Agency Inc. Continental Bank Bldg., Salt Lake City, 1, Elgin 5-1766.

Radio-Television Dept.: Kay W. Richins, vp.

Ayer & Gillett Adv. 1022 S. Tryon, Charlotte 3, Edison 4-9729.

Radio-Television Dept.: Beth Laney Smith, director.

Radio-Television Media Buyer: Joyce Clark.

N. W. Ayer & Son Inc. W. Washington Sq., Philadelphia 6, Walnut 5-0100.

Radio-Television Media Buyers: Leslie D. Farnath, vp in charge; Helen Hartwig, Frank Carvel, Harlan Radford, George Burrows, Chalmers Gates, media supervisors; William Kane, Don Heller, J. Coverly-Smith, Alice Wolf, Isabel Ziegler, Arnold Ramberg, Martha Gehring, Joseph Fierro, Douglas Parker and Paul Kizenberger, timebuyers.

New York 20: 30 Rockefeller Plaza, Plaza 7-6700.

Radio-Television Dept.: James E. Hanna, vp in charge; Thomas J. McDermott, vp; Thomas H. Calhoun, program production (live); William J. Ruteliff, commercial production; G. D. Gudebrod, film chief; George F. Harrington, assistant film chief; George H. McCoy Jr., liaison with media staff in Philadelphia.

Boston 16: Staller Office Bldg., Hubbard 2-4970. Raymond W. Heffron, vp and mgr.

Detroit 26: Penobscot Bldg., Woodward 5-3322. John W. Garberson, vp and mgr.

Chicago 3: 135 South LaSalle St., Andover 3-7111. Allen R. Memhard Jr., vp and mgr.

Advertising Agencies CONTINUED

San Francisco 4: 235 Montgomery St. Sutter 1-2534. Carl Zachrisson, vp and mgr; Harry C. Graybill, vp.
 Hollywood 28: Hollywood Taft Bldg. Hollywood 3-4871. Glenhall Taylor, mgr for radio-tv.
 Honolulu 13: 1060 Bishop St., James P. Smith, mgr.
Aylin Agency. 904 Lovett Blvd., Houston 6. Jackson 9-3766.
 Radio-Television Dept.: Josephine Moore, tv-radio director.
Azrael Productions. 913 N. Charles St., Baltimore 1. Lexington 9-7575.
 Radio-Television Dept.: Carl G. Brenner, vp; Helen J. Wolff, administrative assistant.

B

Henry Bach Assoc. Inc. 245 11th Ave., New York 18. Lexington 2-1277.
Melvin E. Bach & Co. Adv. 1325 Raymond Blvd., Newark 2. Market 3-2130.
 Radio-Television Dept.: Melvin E. Bach, Joseph Paskow.
 Radio-Television Media Buyers: Melvin E. Bach, Joseph Paskow.
Badger & Browning & Patcher Inc. 75 Federal St., Boston. Liberty 2-3364.
Balsch Adv. Agency. 3737 Chester Ave., Cleveland. Endicott 1-3216.
 Radio-Television Dept.: W. J. Gabriel, Paul Balsch, Margaret Morris.
 Radio-Television Media Buyers: Paul Balsch, W. J. Gabriel.
Baker Adv. Agency Ltd. 670 Bayview Ave., Toronto 17. Ont. Hudson 7-1511.
 Radio-Television Dept.: J. F. Horler, radio-tv director; Mrs. H. Blair, television mgr; J. McCadden, tv commercial production mgr.
 Radio-Television Media Buyers: J. Powell, I. Neve, timebuyers.
 Montreal: 1255 University St. University 6-3049.
Lynn Baker Inc. 720 Fifth Ave., New York 19. Hudson 6-3990.
Barlow Adv. Agency Inc. 742 James St., Syracuse 1. N. Y. Granite 9-6644.
 Radio-Television Dept.: Edward C. Jones, radio-tv director; Payne Williams, radio-tv production mgr.
G. M. Basford Co. 60 E. 42nd St., New York 17. Murray Hill 2-2838.

Ted Bates & Co., Inc. 656 Fifth Ave., New York 19. Judson 6-0509.
 T. L. Bates, honorary chmn of bd; R. Reeves, chmn of bd; W. H. Kearns, pres.
 Radio-Television Dept.: James C. Douglas, senior vp-director; Richard A. R. Pinkham, vp in charge of tv-radio; Herbert Gunter, vp, director of tv commercials; Harold J. Sz, vp, business mgr; Thomas F. McAndrews Jr., assistant vp, director of tv-radio operations; Charles M. Kebbe, casting director.
 Radio-Television Media Buyers: Edward A. Grey, vp; William Kennedy, Winston Kirchet, John Kucera, Martin Murphy, Albert Skolnik, assistant vps and media supervisors; Norman Chester, Albert Petravage, media supervisors; Robert Bruskey, John Calanese, Frank Daniels, George Detel, Lawrence Domino, John Dougherty, Robert Graf, Nathaniel Gayster, Eileen Greer, Chris Lynch, Paul Reardon, Conant Sawyer, Chester Slaybaugh, Jack Sinnott, Gregory Sullivan, Charles Theiss, Frank Thompson, Charles Valentine, Gerald Van Hosen, William Werner.
 Los Angeles 28: 1750 North Vine St. Hollywood 9-2161. H. Austin Peterson, vp in charge.
Barton, Barton, Durstine & Osborn Inc. 333 Madison Ave., New York 17. Eldorado 5-5800.
 Bruce Barton, chmn of bd; Bernard C. Duffy, vice chmn of bd; Charles H. Brower, pres.
 Radio-Television Dept.: R. L. Foreman, executive vp in charge of plans and; Hermilio Traviesas, vp-mgr tv-radio dept.; George Polk, vp in charge tv-radio programming and planning; William Hoffman, radio director; Peter Hanson, business mgr tv-radio; John Dean, vp in charge of radio production; Art Bellaire, vp in charge tv-radio copy; Larry Berger, in charge of tv art; Ed Marshall, programming and talent contracts; George Kondolf, chief story editor.
 Radio-Television Media Buyers: Fred Barrett, vp-media director; Dick McKeever, in charge of network broadcast; Ed Fleri, in charge of spot broadcast; Trow Eilman, Ted Wallower, M. Michael, Hal Davis, timebuyers; Hope Martinez supervisor; William Beste, Richard Wright, Joe Harris, Herb Manelover, A. Brew, group media supervisors; Jackie Moore, Bob Wilson, H. Mados, assistant spot buyers.

Atlanta 8: 805 Peachtree St., N.E. Trinity 5-8654. W. R. MacDonald, mgr.
 Boston 16: 462 Boylston St. Copley 7-7800. Richard O. Howe, vp-gen mgr.
 Buffalo 3: Rand Bldg. Cleveland 7915. D. G. Casto, vp-mgr.
 Chicago 11: 919 N. Michigan Ave. Superior 7-9290. W. R. Gillen, vp-mgr.
 Cleveland 14: 106 National City Bank Bldg. Tower 1-7270. J. M. Bristol, vp-mgr.
 Dallas 1: 223 Mercantile Commerce Bldg. Riverside 7-3431. T. L. Hasbrouck, mgr.
 Detroit 26: 1800 Penobscot Bldg. Woodward 5-0240. R. E. Anderson, vp-mgr.
 Hollywood 28: 1650 N. Vine St. Hollywood 2-6723. W. Tiss, vp-mgr.

Los Angeles 48: 6363 Wilshire Blvd. Webster 1-1234. T. C. Dillon, vp-mgr.
 Minneapolis 2: Northwestern Bank Bldg. Federal 8-8401. Bobb Chaney, vp-mgr.
 Pittsburgh 19: Grant Bldg. Grant 1-9900. Burton E. Vaughan, vp-mgr.
 San Francisco 4: 120 Montgomery St. Exbrook 7-1122. J. G. Motheral, vp-gen mgr.
 Seattle 1: 1318 Fourth Ave. Elliott 5500. Walter Fitzsimmons, mgr.
 Syracuse 2: 205 Harrison St. Syracuse 2-5319. Mrs. Helen Conn, mgr.
 Toronto: 160 Bloor St. Walnut 4-3780. Leslie Chitty, vp-gen mgr.

Adrian Bauer & Alan Tripp Inc. 1523 Walnut St., Philadelphia 2. Kingsley 5-7870.
 Radio-Television Dept.: Elmer F. Jaspan, vp in charge of radio-tv.
Bausler Inc. Ibernia Bldg., New Orleans 12. La. Canal 5461.
Don L. Baxter Inc. Melba Bldg., Dallas 1. Riverside 7-4854.
 Radio-Television Dept.: Larry Coulter, vp.
 Radio-Television Media Buyers: Larry Coulter, Joy Holley.

Beal Radio, TV & Public Relations Agency. 114 S. Ocean Ave., Atlantic City, Atlantic City 5-8880.
 Radio-Television Dept.: Joseph Carleton Beal, pres; James Boothe, associate mgr; Robert Singer, associate director.
Bean Advertising Agency. 136 N. Delaware St., Indianapolis 4. Melrose 7-4248.
 Radio-Television Dept.: Harold Bean.
Bearden-Thompson-Frankel & Eastman, Scott. 22 Eight St., N.E., Atlanta 3. Ga. Trinity 6-5557.

Beaumont, Heller & Sperling Inc. 6th & Walnut St., Reading, Pa. Franklin 5-4311.
 Radio-Television Dept.: Dee Hassler, radio-tv director.
Beaumont & Hochman Inc. 1299 Bush St., San Francisco 9. Graystone 4-8146.

Beeson-Reichert Inc. Toledo Trust Bldg., Toledo 4, Ohio. Cherry 8-3353.
Beltaire, Vincent & Hall Inc. 6525 Third Ave., Detroit 2, Mich. Trinity 2-0114.
Louis Benito Adv. Inc. 708 Franklin St., Tampa 1, Fla. 2-2747.
Herbert S. Benjamin Assoc. Inc. 234 Main St., Baton Rouge 6, La. DI 3-2847.

Bennett-Adv. Inc. 268 W. Green St., High Point, N. C. 2-4151.
 Raleigh, N. C.: Raleigh Bldg. Temple 4-8903.
 Charlotte, N. C.: 223 S. Church St. Franklin 6-1874.
Victor A. Bennett Co. Inc. 6 E. 45th St., New York 17. Murray Hill 7-2186.

Walter F. Bennett & Co. 20 N. Wacker Drive, Chicago 6, Ill. Franklin 2-1131.
Bennett & Northrop Inc. 711 Boylston St., Boston 16. Kenmore 6-3820.
 Radio-Television Dept.: Nelson Bennett, pres; Elizabeth D. Parsons, media director.
 Radio-Television Media Buyer: Elizabeth D. Parsons.

Benton & Bowles. 666 Fifth Ave., New York 19. Judson 2-6200.
 Atherton, W. Hubler, chmn of executive committee; William R. Baker Jr., chmn of bd; Robert E. Lusk, pres.
 Radio-Television Dept.: Thomas J. McDermott, vp in charge of tv and radio; Olive Barbour, vp-director of programming; Larry White, supervisor of tv programs; William Schneider, business mgr of tv and radio; William Moore, director of operations.

Radio-Television Media Buyers: Lee M. Rich, director of media; Lee Curran, Michael Donovan, Don Harris, Milton Kiebler, Hall Miller, associate media directors; Rudy Maffei, Tom Mahon, Bern Kanner, Hank Linden, John Collins, David Wedeck, assistant media directors; David Allen, Rodger Klapp, Robert Innes, Stan Kreiser, Grace Porterfield, Richard Walken, Peter Dalton, Joel Davis, Sam Haven, Paul Roth, Sam Tarricone, Peter Van Steeden, Alan Yoblin, Jack Giebel, John Nuccio, Howard Gerber, Alan Hornell, David Lambert, Peter Berla, timebuyers.

Hollywood 28: 6253 Hollywood Blvd. Hollywood 4-9151. Al E. Kaye, vp in charge of west coast operations.
 Toronto: 1407 Yonge St. Walnut 4-9328. Ralph Butler, Canadian tv operations.

Berghoff Assoc. Inc. 511 N. La Cienega Blvd., Los Angeles 48. Olympia 2-2850.
 Radio-Television Dept.: Jerry Berghoff, pres; Harold Ross, radio-tv director; Barry Ziff, time and talent director; Stella Garcia, tv-radio assistant director; Frances H. Berghoff, vp; Diane C. Berghoff, sec-treas; Per Henriksen, art director.

Radio-Television Media Buyers: Jerry Berghoff, Harold Ross, Barry Ziff.
Jack Berman Co. Inc. 1501 Broadway, New York 36. Oxford 5-3180.
 Radio-Television Dept.: Jack Berman, in charge; Frances S. Stern, production mgr.
 Radio-Television Media Buyer: Minerva Newmark, timebuyer.

Birmingham, Castleman & Pierce Inc. 136 E. 38th St., New York 16. Lexington 2-7550.
Ted Bernstein Assoc. 112 W. 34th St., New York 1. Lackawanna 4-7711.
 Radio-Television Dept.: Sylvester J. Bernstein, media director.

Bo Bernstein & Co. 21 Mason St., Providence 3. R.I. Jackson 1-5900.
Gordon Best Co. 228 N. LaSalle St., Chicago 1. State 2-5060.

Gordon Best, pres, treas.
 Radio-Television Dept.: Shepard Chartoc, vp in charge of radio-tv.

Radio-Television Media Buyers: Edwin A. Trzill, media director; Katharine L. Knight, timebuyer.
Betteridge & Co. Penobscot Bldg., Detroit 26. Mich. Woodward 3-0780.
Ralph Bing Adv. Co. Frederick Bldg., Cleveland 15, Ohio. Superior 1-2773.

Bishopric-Green-Fielden Inc. 3361 S.W. 3rd Ave., Miami 45. Franklin 1-1475.
 Radio-Television Dept.: W. Arthur Fielden, radio-tv director; Norman Sweetman, radio-tv producer.
 Radio-Television Media Buyer: Natalie Guerra, media director.

Ted Black Agency. Medical Arts Bldg., Reading, Pa. Franklin 3-4287.
Blaine-Thompson Co. 234 W. 44th St., New York 36. N. Y. Longacre 4-0800.
Ben E. Bliss & Co. Times Tower, Times Square, New York 36. Bryant 9-6228.

Art Blum Agency. 706 Montgomery St., San Francisco 11. Exbrook 2-6532.
The Bogerts Inc. 842 Seward, Los Angeles 38. Hollywood 3-5871.
 Radio-Television Dept.: Tom Ebbeson, radio-tv director.
 Radio-Television Media Buyers: Tom Ebbeson, Thelma Lager.

Boone & Cummings. 3003 Louisiana, Houston 6. Jackson 8-5577.
 Radio-Television Dept.: Lauri Reese, radio-tv director.
 Radio-Television Media Buyers: Lauri Reese, Dana Glover.

Botsford, Constantine & Gardner. 115 S.W. Fourth Ave., Portland 4, Ore. Capitol 3-9511.
 Seattle 1. Wash.: 1400 Tower Bldg. Elliott 3523.
 San Francisco 5, Calif.: Exbrook 2-7565.
 New York 16: 261 Madison Ave. Oxford 7-2797.

Leo P. Bott Jr., Adv. 64 E. Jackson Blvd., Chicago 4. Harrison 7-9157.
 Radio-Television Dept.: Leo P. Bott, Jr.
 Radio-Television Media Buyer: Marty Polcin.

Bozell & Jacobs Inc. Electric Bldg., Omaha 2, Neb. Jackson 8030.
 Radio-Television Dept.: Clair J. Gross, broadcast media director.
 Chicago: 205 N. LaSalle St. Central 6-0870.
 Philip Roudie, vp and radio-tv director; Anthony Smith Jacobs, producer-timebuyer; Paul H. Brown, broadcasting assistant; Ellen Korngräbel and Omar H. Odle, timebuyers.

New York 36: 2 W. 45 St. Murray Hill 7-6210.
 Harold Fair, radio-tv director; Burt Landon and Bob Karen, timebuyers.
 Indianapolis 2, Ind.: 1303 N. Meridian St. Walnut 3-4524.

Joe Ledlie, Bob Hunker, Ernie Grosdidier, Dean Murphy, and Dick Lovell, broadcast media buyers.
 Seattle, Wash.: Tower Bldg. Mutual 6027.
 E. C. Hines, timebuyer.

Shreveport, La.: Fairfield Bldg. 3-6124.
 Harvie Chapman, Anne Cherry and Leah Miller, timebuyers.
 Minneapolis: Pillsbury Bldg. Federal 9-8621.
 Jo Hohman, timebuyer.

Baltimore: 2110 N. Charles St. Belmont 5-2053. Arthur Booth and Peter Torrieri, timebuyers.
Arthur Braitsch Adv. Hospital Trust Bldg., Providence, R. I. Dexter 1-4115.
 Radio-Television Dept.: Arthur Braitsch, mgr.
 Radio-Television Media Buyer: John A. Lorimer, timebuyer.

The J. Carson Brantley Adv. Agency. Owen Bldg., Salisbury, N. C. 900.
R. C. Breth Inc. 310 Pine St., Green Bay 1, Wis. Hemlock 2-4650.
 Radio-Television Dept.: R. C. Breth, pres; R. C. Geisel, vp.

Bruce B. Brewer & Co. 900 Walnut St., Kansas City 6, Mo. Harrison 1-4890.
Julian Brightman Co. 534 Beacon St., Boston 15. Commonwealth 6-9430.
 Radio-Television Dept.: Sidney Kerbar.

Brimley-Roth Inc. Hook Tower, Detroit 26. Woodward 1-8295.
Brimley Advertising Agency. 4602 Cedar St., Bellaire, Tex. Madison 3-8656.
 Radio-Television Dept.: J. F. Brimley, mgr; V. H. Brimley, sec-treas.

Brooks, Smith, French & Dorrance. 8463 E. Jefferson Ave., Detroit, Valley 2-0700.
 New York 17: 52 Vanderbilt Ave., Murray Hill 6-1800.
Brooks Adv. Ltd. 21 Dundas Sq. Toronto, Em. 8-2396.
 Radio-Television Dept.: Roy Partridge, radio-tv director; Herbert Brooks, commercial mgr.

Radio-Television Media Buyer: Jane de Munnik, media director.
D. P. Brother & Co. General Motors Bldg., Detroit 2. Trinity 2-8250.
 D. P. Brother, pres.
 Radio-Television Dept.: K. G. Manuel, vp in charge of radio-tv; Richard Reynolds, assistant in charge of radio-tv.

Radio-Television Media Buyers: C. Watts Wacker, media director, John J. Walsh Jr., Richard Hoffman, timebuyers.
 Los Angeles 5: 3540 Wilshire Blvd. Dunkirk 5-8283. T. H. Moriarty, west coast mgr.
 New York 19: 720 Fifth Ave. Columbus 5-1004. F. E. Egan, New York mgr; Melvis G. Farney, in charge of tv production.

Brown & Butcher Inc. 630 Fifth Ave., New York 20. Plaza 7-4610.

Radio-television dept.: Joel Malone, vp of radio-tv; Robert P. Cranc Jr., vp and creative director.

Radio-Television media buyers: Raymond B. Healy, vp and media director; Rose-Marie Vitanza, timebuyer.

Buchanan & Co. Inc. 1501 Broadway, New York 36. Bryant 9-7900.

Radio-Television Dept.: Nat Storm, director, radio-tv; Edwin G. Koehler.

Radio-Television Media Buyer: Mildred Ingvall.

Los Angeles 48: 451 N. La Cienega Blvd. Olympia 5-8200.

San Francisco 4: Russ Bldg. Yukon 6-2927.

The Buchen Co. 400 W. Madison St., Chicago 6. Randolph 6-9305.

Radio-Television Dept.: Joseph H. Care, senior vp; John K. Cole, director of radio-tv; Mary Jane Carry, assistant director of radio-tv.

Radio-Television Media Buyers: Howard W. Kese, vp, media; Lee Carlson, timebuyer.

The Buckley Organization. Philadelphia National Bank Bldg., Philadelphia 7. Rittenhouse 6-0180.

Frank Bull & Co. 1239 N. Highland Ave., Los Angeles 38. Hollywood 5-4194.

Radio-Television Dept.: Frank Bull, owner; Bill Asay, radio-tv director.

Radio-Television Media Buyer: Jane T. Darden.

Burlingame-Grossman Adv. 207 S. Wabash Ave., Chicago. Wabash 2-3383.

Leo Burnett Co. Inc. Prudential Plaza, Chicago 1. Central 6-4115.

Leo Burnett, chmn of bd; Richard N. Heath, pres.

Radio-Television Dept.: William J. McIlvain, vp in charge; Lee Bland, vp in charge programming div.; David W. Dole, vp in charge business division; Harry W. McMahan, vp in charge of tv commercials; Glan Heisch, production supervisor; Edmund B. Abbott, Robert V. Brown, Pete Katz, Milton Slater, Budd Wedding, Richard Wold, broadcast supervisors; E. G. Eisenmenger, negotiations; Robert M. Boyer, Richard Zimbert, radio-tv attorneys.

Radio-Television Media Buyers: Leonard S. Matthews, vp in charge of media; Thomas A. Wright Jr., media dept. mgr; Dr. Seymour Banks, media research & planning mgr; George Stanton, Gus Pfeiffer, Hal Tillson, Dick Coons, John Setear, media supervisors; George Miller, Don Seidel, George Wilcox, Jo Hall, Dave Arnold, Rex French, asst. media supervisors; Cal Wilcox, Mary Lou Ruxton, Ted Giovan, Bill Oberholtzer, Bill Chrisman, Eloise Beatty,

Ken Eddy, Bill Lind, Bill Harmon, Jack Tukey, Tom Marshall, Don J. Keller, Arne Nordmark, Mahlon Saxon, John Holland, timebuyers.

New York 22: 677 Fifth Ave. Murray Hill 8-9480.

Paul Louis, vp for network relations, programming and N. Y. office mgr; Frank Dodge, Wilson Fieldhouse, Charles E. Strother, Ernest Caldeira, producers.

Detroit 26: Buhl Bldg. Woodward 1-5959. Robert Leonard, acting mgr and executive on Chrysler Motors account.

Hollywood 28: 1680 N. Vine St. Hollywood 4-7374. Wendell Williams, vp in charge; Wallace B. Ruggles, production supervisor; John Christ, Bernard Ebert, Robert L. Johnston, David Hanson, producers.

Toronto 1: 133 Richmond St. Empire 6-5801 (Leo Burnett Co. of Canada Ltd.) E. M. Sinclair, vp and director of operating committee; E. W. Hudson, vp and member of operating committee; Howard Whiting, mgr of media; James McRae, mgr of broadcasting.

George Burt Adv. 6000 Sunset Blvd., Hollywood 28. Hollywood 5-1183.

Radio-Television Dept.: George Burt, Gwendolyn Schultz.

Byer & Bowman Adv. Agency. 66 S. Sixth St., Columbus 15, Ohio. Capital 1-7751.

Radio-Television Dept.: S. N. Hallock II, director and timebuyer; Gus K. Bowman Jr., Owen Carroll, Ann Duffy, James Keislo, Robert W. Stailey and Martha Sullivan, account executives and timebuyers; John Metzger, timebuyer.

C

C. T. N. Adv. Counselors. Div. of Commercial Telecast Networks Inc. 608 Fifth Ave., New York 20. Circle 5-8820.

Radio-Television Dept.: Lloyd W. Durant, pres and radio-tv director; William F. Hogan, vp; II. Don Reynolds, vp; Ruth Kitchen, tv copy chief; Richard Ross, tv art director.

Cabat-Gill Adv. Agency. 627 N. 4th Ave., Tucson, Ariz. Main 2-6362.

Radio-Television Media Buyer: Sally Schloss.

Harold Cabot & Co. 136 Federal St., Boston. Hancock 6-7600.

Radio-Television Dept.: Harold Cabot Jr., radio-tv director; David R. Williams, media director.

Radio-Television Media Buyers: Gene del Bianco, assistant media director; Marcelena Celiz.

Caldwell, Larkin & Sidener-Van Riper Inc. Merchants Bank Bldg., Indianapolis. Melrose 2-6501.

Radio-Television Dept.: Guernsey Van Riper, chmn of bd; Howard C. Caldwell, pres; Story M. Larkin, executive vp; Edward L. Van

Riper, first vp and treasurer; Don Howell, radio-tv director.

Radio-Television Media Buyers: V. James Story, Omer Foust, Don Howell.

Calkins & Holden Inc. 247 Park Ave., New York. Plaza 5-6900.

Radio-Television Dept.: Peter A. Krug.

Radio-Television Media Buyer: Robert N. Rowell.

Gamm, Costigan Inc. 1324 W. Wisconsin Ave., Milwaukee 3. Division 2-3055.

J. M. Camp & Co. 213 W. Wesley St., Wheaton, Ill. Montrose 8-8000.

New York 21: 1360 York Ave. Racine, Wis.: 1408 Washington St.

Campbell-Ewald Co. General Motors Bldg., Detroit 2. Trinity 2-6200.

Henry G. Little, chmn of bd; Thomas B. Adams, pres.

Radio-Television Dept.: P. L. McHugh, vp and director; H. L. Lucas, account executive; K. Jones, tv creative director.

Radio-Television Media Buyers: J. J. Hartigan, senior vp; C. Georgi Jr., vp and director; R. H. Crooker, assistant media director and timebuyer; R. E. Fischer, L. N. Harabadian, timebuyers.

New York 22: 488 Madison Ave. Murray Hill 8-3400. Radio-Tv Dept.: Alfred J. Miranda III, radio-tv producer.

Hollywood: 1750 N. Vine St. Hollywood 9-2931. Radio-Tv Dept.: R. L. Eastland, mgr.

Atlanta 3: 11 Pryor St., S.W. Jackson 4-3858. Arthur T. Duhalme, mgr.

Cincinnati 2: Carew Tower. Main 1-0500. James E. Defebaugh, mgr.

Denver 2: 1700 Broadway. Keystone 4-4281. Richard H. Katerndahl, mgr.

Chicago 1: 230 N. Michigan Ave. Central 6-1946. Reginald W. Carey, vp-mgr.

Dallas 1: Bryan & Bullington Sts. Riverside 2-6889; Lorne T. Denton, mgr.

Kansas City 11: 4010 Washington St. Jefferson 1-5601. Lawrence Amos, mgr.

Los Angeles 5: 3460 Wilshire Blvd; Dunkirk 9-1334. Richard C. Francis, vp-mgr.

San Francisco 4: 235 Montgomery St. Exbrook 2-0145. T. Milburn Johnston, vp-mgr.

Washington 6, D. C.: 1625 Eye St. Republic 7-0015. Ross Lindsay, mgr.

Campbell-Mithun Inc. Northwestern Bank Bldg., Minneapolis 2. Federal 9-7383.

Ray O. Mithun, pres and gen mgr.

Radio-Television Dept.: Richard L. Stevens, business mgr; Cleo W. Hovel, tv creative supervisor; Donald H. Grawert, tv copy film supervisor; Gerard F. (Scott) Park, tv art film supervisor; Robert F. Berg, George M. Hill, William P. Johnston, broadcast coordinators; D. P. Eastansen, George Zimbelman, tv art directors.

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Advertising Agencies CONTINUED

Radio-Television Media Buyers: Harry M. Johnson, media director; Roger C. Bumstead, Robert C. Hood, Robert F. Thompson, Robert Zschunke, media planners; Patricia Brouwer, Benjamin Leighton, Rudolph Marti, Evon Prose, Katherine Thulin, timebuyers; Charles E. Anderson, media research-analysis supervisor.

Chicago 11: 919 N. Michigan Ave. Delaware 7-7553.

Lee A. Terrill, executive vp and bureau mgr; Clayton H. Rossland, media director; Marlan C. Manzer and William Stenson, timebuyers; Paul Ingvaldson, tv production business mgr; Robert Clark, tv art director; Theodore R. LeMaire, radio-tv copy supervisor.

Hollywood 28: 1680 N. Vine St. Hollywood 2-0715. Paul E. Morgan, vp and gen mgr; Ernest P. Andrews, radio-tv production director; Jane Baker, radio-tv production assistant.

New York 17: 420 Lexington Ave. Oregon 9-8741. M. Oakley Bidwell, vp and gen mgr; Joseph C. Sperry, radio-tv mgr.

Caples Co. 216 E. Ontario St. Chicago 11. Superior 7-6106.

New York: 10 E. 40 St. Murray Hill 4-6800. J. A. Terry, radio-tv director.

Cargill, Wilson & Acree Inc. 201 E. Franklin St., Richmond 19, Va. Milton 3-3485.

Radio-Television Dept.: E. Manning Rubin, radio-tv director.

Radio-Television Media Buyer: Robert C. Hall Jr., media director.

Milton Carlson Co. 3150 Wilshire Blvd., Los Angeles 5. Dunkirk 8-9464.

Radio-Television Media Buyer: Ruth Johnson.

Carson-Roberts Inc. 8811 Alden Dr. Los Angeles 48. Bradshaw 2-3356.

Radio-Television Media Buyer: Beverly Plotkin.

Cavanaugh-Morris Adv. Inc. 2994 W. Liberty Ave., Pittsburgh 16. Locust 1-7616.

Cayton Inc. 9 E. 40th St., New York 16. Lexington 2-1711.

Chambers, Wiswell, Shattuck, Clifford & McMillan Inc. Park Square Bldg., Boston 12. Hubbard 2-7350.

Radio-Television Dept.: David M. Guinee, media director.

Chapin-Damm Adv. 1112 S. St., Sacramento 14. Gilbert 1-6111.

Charles J. Charney & Co. Inc. 101 W. 55th St., New York 19. Plaza 7-0955.

Radio-Television Dept.: Alvin George, radio-tv director.

Nelson Chesman Adv. 240 E. 11th St., Chattanooga 2, Tenn. Amherst 6-4942.

Radio-Television Dept.: Richard H. Lelper, pres-media director; Vann Campbell, radio-television vp; John A. Goss, sec-treas.

Radio-Television Media Buyer: Merin Roberts.

James T. Chirug Co. Park Sq. Bldg., Boston 16. Hancock 6-7310.

Radio-Television Dept.: Charles Harrell.

Christiansen Adv. Agency Inc. 135 S. LaSalle St., Chicago 3. Central 6-2184.

Darwin H. Clark Co. 1145 W. 6th St., Los Angeles 17. Madison 5-2441.

Clenaghan & Mount Adv. 614 Corbett Bldg., Portland 4, Ore. Capitol 7-0618.

Radio-Television Dept.: James A. Mount, partner; Jack Clenaghan, partner; Nancy Stuart, director of radio-tv.

Cockfield, Brown & Co. Canada Cement Bldg., Montreal 2. University 1-1771.

Radio-Television Dept.: H. M. Findlay, R. W. Harwood.

Radio-Television Media Buyer: E. W. Box.

Cohen & Aleshire Inc. 41 E. 42nd St., New York 17. Oxford 7-0660.

Harry B. Cohen, chmn of bd; Edward Aleshire, pres.

Radio-Television Dept.: Robert Wahl, radio-tv production writer; Doris Majeska, radio-tv production business mgr.

Radio-Television Media Buyers: Beth Black, head of timebuying dept.; Manny Klein, time-buyer; Walter Reed and Bob Turner, assistant timebuyers.

L. C. Cole Co. 106 Sutter St., San Francisco 8. Embarcadero 2-2565.

Cole & Weber. Corbett Bldg., Portland 4, Ore. Capitol 6-2821.

Radio-Television Dept.: Helen Alexieve.

Compton Adv. Inc. 625 Madison Ave., New York 22. Plaza 4-1100.

R. D. Holbrook, chmn of bd; Barton A. Cummings, pres.

Radio-Television Dept.: Lewis H. Titterton, vp-director (tv-radio programming); John Egan, vp-executive producer; Frank Brandt, vp in charge of commercial production; Richard Dunn, executive producer; Marjorie Irwin, business mgr.

Radio-Television Media Buyers: Frank Kemp, vp-media director; Walter Barber, Henry Clochessy, Maurice Scullfort, Julia Brown, Tom Carson, associate media directors; Bertrand F. Mulligan, head broadcast buyer; Graham Hay, Ethel Wieder, Robert Liddel, Richard Zuver, Genevieve Schubert, Joseph Burbeck, Robert Lamkin, William Morris, Robert Pape, broadcast timebuyers.

Chicago 4: 141 W. Jackson Blvd. Harrison 7-6935. L. O. Holmberg, vp-gen mgr; A. E. Zeis, media director; H. G. Atkinson, radio-tv supervisor.

Milwaukee 3: 744 N. 4th St. Broadway 1-9475. R. F. Gombor, vp-mgr.

Los Angeles 48: 6505 Wilshire Blvd. Olive

3-1000. W. H. Hunt, vp-mgr; Alvin Kabacker, vp in charge of radio-tv dept; Jean Carroll, media director.

San Francisco: 703 Market St. Garfield 1-4854. Thomas R. Santacroce, vp in charge of west coast operations.

Portland 1: 1604 S. W. 10th Ave. Capitol 2-1821. Carvel Nelson, mgr.

Comstock & Co. 651 Delaware Ave., Buffalo 2. Lincoln 6187.

Radio-Television Dept.: Everett L. Thompson, radio-tv director; Howard C. Schellenberg, radio-tv creative director.

Connor Assoc. Inc. Route 25, Montgomery, Ill. Aurora 7-1127.

Radio-Television Dept.: R. L. Conner, pres; A. C. Sager, vp.

Thomas F. Conroy Inc. Majestic Bldg., San Antonio, Tex. Capitol 7-3456.

Radio-Television Dept.: Dick Carr, vp-gen mgr.

Houston: 1400 McKinney. Capitol 7-1201. Clyde Burleson, timebuyer.

Conti Adv. Agency Inc. 20 W. Ridgewood Ave., Ridgewood, N. J. Gilbert 4-4400.

Coordinated Marketing Agency Inc. 16 W. 46th St., New York. Judson 2-2100.

Radio-Television Dept.: Arthur Arnold Peltz, vp in charge of radio-tv dept; Lester L. Wolff, executive producer; Irving Herz, executive producer; Wally Reed, associate producer.

Radio-Television Media Buyers: Irving Herz, Virginia Ruggerio, Lester L. Wolff, Arthur A. Peltz.

Allan Copeland & Garnitz Inc. 75 E. Wacker Dr., Chicago 1. Central 6-8586.

Radio-Television Dept.: Allan J. Copeland, Howard Garnitz.

Cox & Tanz. 333 S. 21 St., Philadelphia 3. Rittenhouse 6-7502.

Radio-Television Dept.: Eugene R. Tanz, director; R. DiCarlo, program mgr and media director; James Kirkconnell, radio-tv director; Paul Stern, continuity director.

Radio-Television Media Buyers: Eugene R. Tanz, John Lillback, Norman Morris, Joseph Carra.

John Gilbert Craig Adv. Inc. 913 Washington St., Wilmington 99, Del. Olympia 5-6185.

Radio-Television Dept.: J. Gorman Walsh, pres; Kathleen A. Walsh, sec-treas.

Radio-Television Media Buyer: Ralph R. Swann.

Craig & Reid Inc. 6000 Sunset Blvd., Hollywood 28. Hollywood 4-8218.

Craig & Webster Adv. Co. 204 Park Lane, Lubbock, Texas. Porter 3-2238.

Radio-Television Dept.: T. Bruce Craig, Rex Webster, Howard Welborn and Leon Harris, partners; Anna Reed, copywriter.

Radio-Television Media Buyers: T. Bruce Craig, Rex Webster, Leon Harris, Howard Welborn, Bob Clark.

The Cramer-Krasselt Co. 733 N. Van Buren St., Milwaukee 2. Wis. Broadway 6-3500.

Radio-Television Dept.: Roger LeGrand, vp in charge; Ken Hegard, John Pritchard, radio-tv account executives.

Radio-Television Media Buyer: Loretta Mahar.

Arthur Crosby Service. 616 Fifth Ave., New York 36. Murray Hill 7-5268.

Radio-Television Dept.: B. F. Landsman.

Robert C. Culbertson Adv. 111 N. La Cienega Blvd., Beverly Hills, Calif. Oleander 5-514.

Radio-Television Dept.: Robert C. Culbertson, owner.

Radio-Television Media Buyer: Alice A. Helker.

Cunningham & Walsh Inc. 260 Madison Ave., New York 16. Murray Hill 3-4900.

John B. Cunningham, pres and chmn of bd.

Radio-Television Dept.: Edward H. Mahoney, vp in charge; Jerome Feniger, vp in charge of programming; William LaCava, vp in charge of commercial tv; Edward Moore, business mgr; Fred Carney, Kenneth Anders, John Keown, Sanford Levy, tv commercial producers; Vernon Steffen, head of tv art; John Milligan, Martin Nodell, Richard Burton, tv art directors.

Radio-Television Media Buyers: Ed Buczewski, John Lucinatelli, William White, supervisors; Jeremy Sprague, Jack Bray, Robert Palmer, Gary Franzo, Herman Braumuller, Frank Martin, Jim Geifert, Robert Morton, Cliff Grossman, Val Ritter, Al Randall, Steve Semons, buyers.

Chicago 2: 6 N. Michigan Ave. Andover 3-3138. Elmer Farenholz, director of radio-tv; Howard Phillips, tv production.

Hollywood 46: 8721 Sunset Blvd., Crestview 4-7241. William Peterson, vp in charge; Ruth Lewis, tv coordinator.

San Francisco 9: 1650 Bush St. Prospect 6-2600. Robert Matthes, mgr, radio-tv; Dick Clark, director of media; Jerry Gilley, asst. media director.

D

Dancer-Fitzgerald-Sample Inc. 347 Madison Ave., New York 17. Oregon 9-0600.

H. M. Dancer, chmn of bd; Clifford L. Fitzgerald, pres.

Radio-Television Dept.: J. James Neale, vp and director; David O. Nyren, vp in charge of programming; Norman Mathews, vp in charge of commercial production; James S. Ennis, administrator; Eugene Patterson, senior show supervisor; Joseph Shaw, senior commercial supervisor; Herbert L. Berger, business affairs mgr; Sally Boulton, operations mgr.

Radio-Television Media Buyers: Louis T. Fischer, vp, media director; Shelton Pogue,

Kenneth P. Torgerson, Peter Triolo, Robert A. Wulffhorst, associate media directors.

Hollywood 16: 1680 N. Vine St. Hollywood 2-3256. Betty O'Hara, vice president; William Bohan, Mildred Hamilton, show supervisors; William Watkins, commercial supervisor; Sylvia Ruter, office administrator.

Chicago 1: 221 N. LaSalle St. Financial 6-4700. F. Se-wall Gardner, executive vp.

San Francisco 4: Russ Bldg. Douglas 2-5107. Lawrence Dunham, vp and gen mgr.

Dayton 2: 333 W. First St. Baldwin 6-2492. Clyde E. Rapp, mgr.

Toronto 7: 209 St. Clair Ave. W. Walnut 4-8425. Gilbert Nunnis, vp and gen mgr.

Daniel & Charles Inc. 185 Madison Ave., New York 16. Murray Hill 6-7288.

D'Arcy Adv. Co. Missouri Pacific Bldg., St. Louis 3. Central 1-6700.

Radio-Television Dept.: Harry K. Renfro, radio-tv director.

Radio-Television Media Buyers: J. Dolan Walsh, Don Brady, Don Amos, timebuyers.

New York 22: 430 Park Ave. Plaza 8-2600. Frank S. Ott, vp-media director; J. V. Marino, timebuyer.

Atlanta 9: 75 8th St., N.E. Trinity 2-8815. M. L. Boyd, mgr.

Chicago 1: Prudential Plaza. Michigan 2-5332. Peter A. Cavallo Jr., vp-director of radio-tv; David Haughey, timebuyer.

Cleveland 13: Terminal Tower Bldg. Tower 1-3911. Stanley P. Seward, vp-mgr.

Dallas 1: Gibraltar Life Bldg. Riverside 8-5817. J. T. Dwyer, mgr.

Houston 2: Texas National Bank Bldg. J. Bob Wilson, vp-mgr.

Los Angeles 5: 3540 Wilshire Blvd. Dunkirk 5-3171. Vern Eastman, vp-mgr.

Allan David Adv. Agency. 21 W. Huron St., Chicago 10, Ill. Michigan 2-6353.

David Inc. Adv. First National Bank Bldg., St. Paul, Minn. Capital 4-3372.

Radio-Television Dept.: Q. J. David Sr., pres; Q. J. David Jr., vp; Rosemary M. Castor, radio-tv director.

Henry L. Davis Adv. Agency. 12 E. 41st St., New York 17. Murray Hill 3-1657.

Radio-Television Dept.: Henry L. Davis, proprietor; Lou Ascuitto, assistant.

Leonard Davis Adv. Inc. 107 Front St., Worcester 8, Mass. Pleasant 7-3617.

Radio-Television Dept.: Leonard Davis, mgr; Marion Caine, media director; Dolores Labonte, copy chief; Andrea King and Shelia Dix, women's programs.

Radio-Television Media Buyers: Leonard Davis, Marion Caine.

Davis-Daniels Inc. 139 Cadillac Square, Detroit 26, Mich. Woodward 5-9874.

Radio-Television Dept.: Monroe Molner; Harry H. Goldberg Jr.

Radio-Television Media Buyers: Lenore Upton.

Dawson & Turner Inc. 522 Pittock Block, Portland 5, Ore. Capitol 8-8428.

Radio-Television Dept.: J. Gerald Fortis, radio-tv director.

de Bruyn Adv. Agency. 205 Blumenthal Bldg., El Paso, Tex. Keystone 3-5495.

Radio-Television Dept.: Erich de Bruyn, account executive, owner; Dick de Bruyn, account executive.

Radio-Television Media Buyers: Erich de Bruyn, Dick de Bruyn.

Diener & Dorskind Inc. 1501 Broadway, New York 36. Bryant 9-8300.

Doherty, Clifford, Steers & Shenfield Inc. 530 5th Ave., New York 36. Yukon 6-6500.

Donald K. Clifford, chmn of bd; William E. Steers, pres-sec.

Radio-Television Dept.: Hal James, vp in charge of tv-radio programming; Harry Bresler, vp in charge of tv commercial copy; Robert Nathe, vp in charge of commercial production.

Radio-Television Media Buyers: Sam B. Vitt and Jack K. Carver, media supervisors; Robert Widholm, senior timebuyer; Jeff Fine, time-buyer.

Ralph L. Dombrower Co. Inc. 11 E. Franklin St., Richmond 19, Va. Milton 3-1113.

Washington, D. C.: Woodward Bldg. Republic 7-1420.

Donahue & Coe Inc. 1270 Avenue of the Americas, New York 20. Columbus 5-2772.

Edward J. Churchill, pres.

Radio-Television Dept.: Evelyn Lee Jones, business mgr; A. Carl Rigrod, producer-director (motion picture div.); John Held Jr., producer-director (general accounts).

Radio-Television Media Buyers: Daniel Gordon, media director; Marie Coleman, Charlotte Corbett and Art Topol, timebuyers; Jane Furlong and Richard Waller, assistant timebuyers.

Atlanta 3: 253 Hurt Bldg. Murray 3-5662. Harry L. Morrill Jr., vp in charge.

Chicago 54: Merchandise Mart Plaza. Superior 7-9609. Arthur Grossman, pres (D&C Inc. of Illinois); Mary Petr, media mgr.

Los Angeles 5: 3243 Wilshire Blvd. Dunkirk 1-2221. Richard Moses, vp in charge.

Montreal 2: 1010 St. Catherine St. W. University 6-8851. Wilfred J. LaVigne, mgr.

W. B. Doner & Co. Washington Blvd. Bldg., Detroit 26. Woodward 5-7400.

Baltimore 18, Md.: 2225 N. Charles St. Belmont 5-1212.

Chicago 1, Ill.: 35 E. Wacker Drive. Andover 3-7800.

Milwaukee 3, Wis.: 1321 W. Wisconsin. West 3-9315.

Doramus & Co. 120 Broadway, New York 5. Worth 4-0780.
 Chicago 4, Ill.: 208 S. LaSalle St. Central 6-9132.
 Boston 10: 60 Batterymarch St. Hubbard 2-5666.
 Philadelphia 2: 1616 Walnut St. Kingsley 6-0700.
 San Francisco 8: 425 Rush St. Yukon 2-4080.
Dorland Adv. Agency. 2 S. Ohio Ave. Atlantic City, N. J. 4-5278.
John C. Dowd Inc. Park Square Bldg., Boston 16. Hubbard 2-8050. (Also see Dowd, Redfield & Johnstone Inc.)
Dowd, Redfield & Johnstone Inc. 501 Madison Ave. New York 22. Murray Hill 8-1275.
Doyle Dane Bernbach Inc. 20 W. 43rd St., New York 36. Longacre 5-7373.
 William Bernbach, pres.
 Radio-Television Dept.: Marvin Corwin, vp, plans board; Don Trevor, producer-director in charge; Joan Walker, business mg., Jean Malone, traffic forwarding head; Gerald Kreeger and Milton Houston, assistant producers.
 Radio-Television Media Buyers: Harry Parnas, media director; Jerry Sachs, Jeanne Jaffe, Otis Hutchins, timebuyers.
 Los Angeles 48: 4399 Wilshire Blvd. Olive 3-5080. Ted Factor, vp in charge of office; Ben Norman, radio-television director; Robert Gips, producer; Claire Koren, timebuyer.
Monroe F. Dreher Inc. 30 Rockefeller Plaza, New York 20. Circle 6-8875.
Dubin Adv. Inc. Bigelow Bldg., Bigelow Square, Pittsburgh 15, Pa. Atlantic 1-1252.
 Radio-Television Dept.: Barry Farnol, radio and television director.
 Radio-Television Media Buyers: Florence Herlick, media director
Dundes & Frank Inc. 64 W. 48th St., New York 36. Plaza 7-0750.
 Radio-Television Dept.: Harold Dundes.
 Radio-Television Media Buyer: Daisy Gros-wirth.
Dunnan & Jeffrey Inc. 45 Edison St., Newark, N. J. Market 1-8853
Boy S. Durstine Inc. 455 Madison Ave., New York 21. Templeton 8-4500.
 San Francisco 11: 1236 Stockton St. Exbrook 7-0156.
 Los Angeles 6: 3416 Wilshire Blvd. Dunkirk 8-3111.

Ellington & Co. Inc. 535 Fifth Ave., New York 17. Murray Hill 7-4300.

Radio-Television Dept.: A Burke Crotty, vp in charge of radio-television; Dan Kane, media director, radio-tv; Harry Bailey, creative director; Tom Ellington, executive producer.

Radio-Television Media Buyers: Mary Dowling, timebuyer; Joan Oberdorf, assistant time-buyer.

Embry, Tally Inc. 150 S.E. Third Ave., Miami 32, Fla. Franklin 1-3621.

Robert J. Enders Adv. Inc. 1001 Connecticut Ave., Washington 6, D. C. Sterling 3-2222.

Erwin Wasey, Ruthrauf & Ryan Inc. 711 Third Ave., New York 17. Oxford 7-4500.

Radio-Television Dept.: Rollo W. Hunter, vp in charge.

Radio-Television Media Buyers: Harry D. Way, vp-media chief; William Hunter, Anthony Gee, media group supervisors; Vincent De Luca, chief timebuyer.

Chicago 1: 260 N. Michigan Ave. Financial 6-1833. Frederick J. Wachtel, vp & gen mgr; George R. Anderson, vp for radio-tv; Holly Shively, chief timebuyer; John L. Gwynn, vp for media; Elliott M. Moore, radio-tv director.

Los Angeles 36: 5945 Wilshire Blvd. Webster 1-1211. Emmett C. McGaughey, executive vp and Pacific Coast mgr; Roger M. Johnson, vp-media and research; Robert L. Redd, vp, radio-tv director; Charles F. Lowe, assistant radio-tv director; Edwin T. Morgan, radio-tv production director; Edward Simmons, radio-tv producer; Jack Wormser, radio-tv producer; Jules W. Haack, radio-tv creative director.

Cincinnati 2: Carew Tower, Garfield 1-5500. John L. Magro, vp-mgr.

Dallas 2: 1412 Main St. Riverside 1-6453. Alex Pappas, vp-mgr.

Houston 4: 5615 Fannin St. Jackson 4-7531. T. F. Keady, vp-mgr.

St. Paul 14: 2650 University Ave. Midway 5-7111. James A. Walker, senior vp-mgr.

San Francisco 4: 140 Montgomery St. Exbrook 2-4616. Frank A. Helton, vp-mgr.

Washington 4, D. C.: National Press Bldg. Executive 2-6730. Donald J. Wilkins, vp-mgr.

Philadelphia 2: 3 Penn Center; Locust 4-3561. Horace D. Nalle, vp-mgr; Frank C. Murphy, media director; Theresa Falgouta, timebuyer.

Toronto 5: 610 Church St. Walnut 1-1187. Ralph L. Lawson, vp-managing director.

William Hsty Co. 100 E. 42nd St., New York 17. Oxford 7-1600.

James J. Houlahan, pres.
 Radio-Television Dept.: Joseph Forest, vp in charge of tv commercials; Mitchell Johnson, vp, director

Radio-Television Media Buyers: Richard Grahl, Harold Simpson, Richard Driscoll, James Scanlon, spot timebuyers.

Hollywood 28: 6331 Hollywood Blvd. Hollywood 2-6365. Arnold J. Wester, vp, tv commercial director, producer.

Ettinger Adv. Agency Inc. 320 Fifth Ave., New York 1, Pennsylvania 6-0930.

David W. Evans & Assoc. 110 Social Hall Ave., Salt Lake City 11, Utah. Davis 8-8663.

Radio-Television Dept.: Emmanuel A. Floor, media director.

Radio-Television Media Buyer: S. Kenneth Robbins, timebuyer.

Seattle: Colman Bldg. Main 3-6636. Doris Eckley, timebuyer.

Evans & Assoc. Adv. Dan Waggoner Bldg., Fort Worth 2, Tex. Edison 2-2201.

Radio-Television Dept.: Barbara Seever, media director.

Evans, McClure & Assoc. 161 Market St., San Francisco 5. Yukon 6-0196.

Mike Fadel Adv. Agency. Northwestern Bank Bldg., Minneapolis 2. Atlantic 3418.

Farquhar and Co. First National Bank Bldg., Utica 2, N. Y. 2-6190.

Radio-Television Dept.: John T. Farquhar, radio-television director.

Radio-Television Media Buyers: Eleanor Crimmins, media director; John T. Farquhar, radio-television director; Ted R. Darvoc, time-buyer.

Feigunbaum & Wormen Adv. Agency Inc. 1922 Spruce St., Philadelphia 4, Pa. Locust 7-1466.

Radio-Television Dept.: Mort Yanow, radio-television director.

Radio-Television Media Buyers: Mort Yanow, radio-television director; Joan Zogoff, assistant timebuyer.

Courland D. Ferguson Inc. National Press Bldg., Washington 4, D. C. National 8-7713.

Radio-Television Dept.: Courland D. Ferguson, pres.; Mrs. Lucille Pierce Ferguson, vp and secretary; Gilbert Meekins, art director; Bertram J. Cleaves, auditor.

Radio-Television Media Buyer: Mrs. Nan Hannum, timebuyer.

Fiore & Fiore Adv. 128 Mallory Ave., Jersey City 1, N. J. Henderson 2-8200.

Fitzgerald Adv. Agency Inc. Lee Circle Bldg., New Orleans 13, La. Tulane 3131.

Joseph L. Killeen, pres.
 Radio-Television Dept.: William H. Thomas, radio-tv director; Walter Collins, radio-tv creative director.

Radio-Television Media Buyers: Harley B. Howcott, vp in charge of media; David G. Morse, assistant media director; Margaret Stair, timebuyer; Shirley Lafaye, media coordinator.

L. C. Fitzgerald Inc. 228 Weybosset St., Providence 2, R.I. Gaspee 1-6760.

Fitzmorris Adv. Inc. 8 N. Michigan Ave., Chicago 2. Central 6-6902.

Flack Adv. Agency Inc. 433 S. Warren St., Syracuse 2, N. Y. Harrison 2-6191.

Radio-Television Dept.: Daniel W. Casey, radio-tv director.



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Advertising Agencies CONTINUED

Radio-Television Media Buyers: William P. Conklin Jr., pres. Grover H. Hubbell, vp; Edward J. Labs Jr., Alexander J. Booth.
Richard A. Foley Adv. Agency Inc. 1528 Walnut St., Philadelphia 2, Pennypacker 6-6392.
Foots, Cone & Belding, 247 Park Ave., New York 17, Yukon 6-8000.

Robert F. Carney, chmn of bd; Fairfax M. Cone, chmn of executive committee; Rolland W. Taylor, pres.

Radio-Television Dept.: John B. Simpson, vp, national director of radio-tv; Roger Fryor, vp in charge of broadcast production; Robert L. Simpson, George Tompkins, Robert Steen, Thomas McDonnell, Theodore Storb, Margaret Hill, Gordon Kolvenbach, production supervisors; Jack Jones, production assistant.

Radio-Television Media Buyers: Paul E. J. Gerhold, vp in charge; Frank J. Gromer Jr., mgr; Arthur S. Pardoll, Charles B. Hoffman, group media directors; Marian Jackson, media supervisor; Emily Schultz, estimating supervisor; Peter Bardach, Paul Clark, Richard Pickett, Penelope Simmons, broadcast buyers; Alfred Cohen, Nathan Rind, John Twiddy, assistant broadcast buyers.

Chicago 11: 155 E. Superior St. Superior 7-4800. Radio-Television Dept.: Homer Heck, vp, director of broadcasting; Harry F. Dieter, broadcast business mgr. Radio-Television Media Buyers: Edward M. Stern, vp, media director; Genevieve Lemper, Gwen Dargel, Dorothy Fronhartz, timebuyers.

Detroit 26: National Bank Bldg. Woodward 3-9770. Charles S. Winston, vp, office mgr and account supervisor.

Hollywood 28: 6233 Hollywood Blvd. Hollywood 9-6265. Edmund L. Cashman, vp, director of broadcasting.

Houston 2: 806 Main St. Capital 8-6395. Edwin H. Badger, vp, mgr.

San Francisco 4: 235 Montgomery St. Sutter 2-2355. John R. Little, vp in charge; Ilew A. Jones, media director.

Toronto: 10 St. Marys St. Walnut 4-4477. Patrick Freeman, vp, gen mgr.

London W. 1: 27 Hill St. Mayfair 0131. Brian F. McCabe, chairman, managing director.

Mexico City 6: Ave. Insurgentes Sur No. 102. 25-70-00. P. Martin Klek, executive vp, gen mgr. Latin American Div.

Herbert W. Frank Adv. 314 Stuart St., Boston 16, Mass. Hancock 6-4463.

Radio-Television Dept.: Harold Turin, time-buyer; Janet Wilson, assistant timebuyer.

Julian Frank & Assoc. 22 Elm St., Chicago 11, Superior 7-9117.

Albert Frank-Guenther Law Inc. 131 Cedar St., New York 6, Cortland 7-5060.

Clinton E. Frank Inc. Merchandise Mart, Chicago 34, Whitehall 1-5900.

Jones Frankel Co. 150 N. Wabash Ave., Chicago 1, Dearborn 2-6745.

The Frederick-Olinton Co. 545 Fifth Ave., New York 17, Murray Hill 2-7433.

Curt Freiberger & Co. 1439 Court Place, Denver 2, Colo. Alpine 5-2048.

Ad Fried & Assoc. 160 Santa Clara Ave., Oakland 10, Calif. Olympic 4-3773.

Radio-Television Dept.: Ad Fried, owner and radio-tv director; Allison Clark, copy production director; Kay Bachrach, art director.

Radio-Television Media Buyer: Kathryn Blagborne, timebuyer.

Friend-Reiss Adv. Inc. 221 W. 57 St., New York 19, Plaza 7-8030.

Radio-Television Dept.: Edward Ratner vp in charge of radio-tv; Gloria Greenberg, assistant timebuyer.

Dave Fris Adv. Inc. 277 Lark St., Albany 10, N. Y. 5-1420.

Radio-Television Dept.: R. David Fris, pres; Donald J. Moore, vp; Harry B. Rezzemini, account executive and media buyer; Catherine A. O'Connor, account executive and media buyer.

L. W. Frohlich & Co. Inc. 34 E. 51st St., New York 22, Plaza 9-1900.

Harry M. Frost Co. Inc. 260 Tremont St., Boston 16, Mass. Liberty 2-6140.

Fuller & Smith & Boss Inc. 230 Park Ave., New York 17, Murray Hill 6-5600.

Radio-Television Dept.: Arthur E. Duram, vp and director; G. T. Arthur, vp, media director; Bernard Rasmussen, mgr, broadcast media; Peter Cardozo, vp, creative director; Byron McKinney, vp, production director; Gil Morris, K. Moore, account executives.

Radio-Television Media Buyers: Bernard Rasmussen, William Caffey, Warren Erhardt, Beverly Hills; 8300 Wilshire Blvd., Olive 3-6240. Willson M. Tuttle, vp, tv director.

Chicago 2: 105 W. Adams St. Andover 3-5020. Edward Lauesen, mgr.

Cleveland 15: 1501 Euclid Ave. Cherry 1-6700. Kirk Tuttle, tv director.

Pittsburgh 22: 211 Oliver Ave. Grant 1-9565. Thomas Slater, vp, tv director.

San Francisco 4: 244 Pine St. Yukon 6-5955. William Dumont, tv director.

Furman, Feiner & Co. Inc. 117 W. 46th St., New York 36, Plaza 7-7393.

G

Galloway-Wallace Adv. Agency Inc. 1216 N.E. 23rd St., Oklahoma City 11, Jackson 4-2269.

Gardner Adv. Co. 915 Olive St., St. Louis 1, Central 1-3206.

Elmer G. Marshutz, chmn bd; Charles E. Claggett, pres.

Radio-Television Dept.: Roland Martini, vp

and executive radio-tv director, Ralph Pasek, assistant director and commercial production mgr; Beatrice Adams, vp in charge of special radio-tv assignments; Fred Czuphin and Trent Elerts, commercial visual directors.

Radio-Television Media Buyers: Robert R. Riemenschneider, media director; Gordon Hendry and Warren Heithaupt, media group supervisors; William A. Lahrmann Jr., assistant media group supervisors; Pat Schinzling, chief timebuyer; Mary Howard, chief network buyer; Ralph J. Neugebauer and Larry Day, timebuyers; Arlene Tice, assistant network buyer.

New York 20: 9 Rockefeller Plaza, Columbus 5-2000. Roland Martini, vp in charge of New York office and executive radio-tv director; Lois Martini, assistant New York office mgr.

Los Angeles 28: 7000 Hollywood Blvd. Hollywood 9-4210. Roland Martini, vp in charge of Hollywood office and executive radio-tv director; Alfred Chance, production mgr for West Coast operations.

Donald W. Gardner Adv. Inc. 41 Mount Vernon St., Boston 8, Capital 7-5517.

Roy Garn Co. 35 W. 43 St., New York 36, Yukon 5-6830.

Radio-Television Dept.: Bert Knapp, radio-tv director; Roy Garn, plans director.

Radio-Television Media Buyer: Joe Zaro, account executive.

W. B. Gelsinger & Co. Inc. 311 N. Flores St., Los Angeles 48, Webster 3-7178.

General Adv. Agency Inc. 7033 Sunset Blvd., Hollywood 28, Hollywood 3-5128.

Radio-Television Dept.: Ralf M. Spangler, pres; Stan Brown, vp.

H. J. Gerdtz Co. 60 E. 42 St., New York 17, Murray Hill 2-6677.

Radio-Television Dept.: None.

Gerth, Brown, Clark & Elkus of Los Angeles Inc. 8421 Wilshire Blvd., Beverly Hills, Calif. Olive 3-2320.

Radio-Television Media Buyer: Dolores Jordan, media director.

The Getechal Co. Inc. 49 E. 51st St., New York 22, Plaza 8-1100.

Geyer Adv. Inc. 595 Madison Ave., New York 22, Plaza 1-3360.

Sam M. Ballard, pres.

Radio-Television Dept.: Ray J. Mauer, vp and assistant creative director; Donald McGuinn, business mgr; LeRoy Emmerich, production mgr; James Harkey, film production supervisor.

Radio-Television Media Buyers: Lewis H. Happ, media director; Elizabeth Powell and Ed Richardson, timebuyers.

Detroit 32: 14250 Plymouth Rd. Webster 2-5320. John F. Henry Jr., vp in charge; Daniel A. Packard, vp and marketing director.

Dayton 2: Third National Bldg. Ralwin 8-4145. E. G. Frost, vp in charge.

Gibbons Adv. Agency Inc. Daniel Bldg., Tulsa 3, Okla. Luther 7-2444.

J. J. Gibbons Ltd. 46 St. Clair Ave., East, Toronto, Ont., Canada, Walnut 4-8391.

Radio-Television Dept.: Frank Robinson, radio-tv director and timebuyer.

Edmonton, Alta.: Petroleum Bldg. 2-7512. Thomas McMillan, office mgr; C. Tauchman, timebuyer.

Calgary, Alta.: 513-8th Avenue West. 2-5437. W. A. Bell, office mgr and timebuyer.

Vancouver, B. C.: 1553 W. Pender St. Mutual 1-9157. E. T. Wilson, vp; Hazel Bakes, timebuyer.

Montreal, Que.: 1440 St. Catherine St. West. University 6-7482. Peter H. Ross, office mgr; Marjorie Hurley, timebuyer.

Winnipeg, Man.: 272 Main St. Whitehall 2-7373. A. Bruce Johnston, vp and timebuyer.

Regina, Sask.: 2070 Albert St. Lakeside 2-6141. R. P. Wilson, vp; Harold Ellis, timebuyer.

Gibraltar Adv. Agency Inc. 17 E. 45th St., New York 17, Murray Hill 7-7896.

Radio-Television Dept.: Frances Scott, vp and time and copy chief; Charles J. Basch Jr., executive producer; Ronald Dawson, director; Charles J. Basch III, radio-tv, publicity and promotion; Clarence Schmidt, director of film activities and treasurer.

Radio-Television Media Buyer: Frances Scott.

Gilbert & Assoc. Adv. 317 1/2 W. Gold Ave., S.W., Albuquerque, N. M. 2-8972.

Clifford Gill Agency. 8701 Wilshire Blvd., Beverly Hills, Calif. Olympia 2-3840.

Radio-Television Dept.: Dorothy Gill, media director.

Radio-Television Media Buyers: Dorothy Gill, William Jennings.

Gillham Adv. Agency. Continental Bank Building, Salt Lake City 1, Utah. Empire 4-5518.

Radio-Television Dept.: Marlon C. Nelson, pres; Lon Richardson Sr., senior vp; Robert F. Rohlfing, vp; Jay Y. Tipton, vp; Wendell J. Ashton, vp and public relations director; Heber G. Wolsey, vp and radio-television director; Lon Richardson Jr., director of research.

Radio-Television Media Buyers: Heber G. Wolsey, Arthur W. Atack, Robert F. Rohlfing.

Gislason-Reynolds Ltd. 21 Park Rd., Toronto 5, Walnut 4-7364.

Radio-Television Media Buyer: Ronald A. Gee, media director.

Bert S. Gittins Adv. Inc. 739 N. Broadway, Milwaukee 2, Wis. Broadway 6-5934.

Radio-Television Dept.: Gerald L. Scaman,

radio-television director; Vern Laustson, assistant director.

Radio-Television Media Buyers: Don Looper, Esther Block.

Gleason Adv. Agency. Fisher Bldg., Detroit 2, Trinity 3-8181.

Godwin Adv. Agency. Electric Bldg. Annex, Jackson 5, Miss. Fleetwood 4-5711.

Radio-Television Dept.: Thomas L. Spengler, mgr; Doris T. Jayroe, assistant mgr.

Radio-Television Media Buyers: Thomas L. Spengler.

New York 6: 149 Broadway. Worth 4-2762. Albert F. Hand, mgr and timebuyer.

New Orleans: American Bank Bldg. Jackson 2-4371. Ray Samuel, director of client service and timebuyer.

Goldman & Shoop Inc. William Penn Hotel, Pittsburgh 19, Atlantic 1-4320.

Goldman & Walter Adv. Agency Inc. 19 Clinton Ave., Albany 1, N. Y. 5-8864.

Goodman Adv. Inc. 614 South San Vicente Blvd., Los Angeles 48, Olive 2-6400.

Radio-Television Dept.: Perry E. Pasmazoglou, radio-tv director.

Radio-Television Media Buyer: Bernice Walker, media director.

Tom P. Gordon Co. Midwest Bldg., Oklahoma City 2, Regent 9-0543.

Gotham-Vladimir Adv. Inc. 342 Madison Ave., New York 17, Oxford 7-4390.

Radio-Television Dept.: Sally Allen, account executive.

Radio-Television Media Buyers: Robert J. Riglane, media director.

Chicago 2: 1 N. La Salle St. Andover 3-2890.

Richard H. Hobbs, senior vp and branch mgr.

San Francisco 8: 251 Kearny St. Yukon 6-0920. Frank A. Birdsall, vp and branch mgr.

Santurce, Puerto Rico: P. O. Box 8676, Fernandez Jimenez Station, San Juan 2-0780.

Andrew N. Vladimir, vp and branch mgr.

Ted Gotthelf & Assoc. Ltd. 16 E. 40th St., New York 16, Oregon 8-1210.

Grant Adv. Inc. 919 N. Michigan Ave., Chicago 1, Superior 7-6500.

Radio-Television Dept.: Jeanne Ruzek, radio-tv director.

Radio-Television Media Buyers: Reginald Dellow, media director; Denny Voigt, timebuyer.

New York 17: 711 Third Ave. Oxford 7-5800.

Paul L. Bradley, vp-gen mgr; Rudy Behlmer, radio-tv director; Thomas J. Ellis, media director.

Detroit 26: Guardian Bldg. Woodward 3-9400. Lawrence McIntosh, executive vp; Robert Mack, vp, radio-tv; Albin Yagley, media director.

Dallas 2: Davis Bldg. Prospect 8121. Robert Dellinger, mgr; Leonard Herbert, media director.

Dayton 2: Hulman Bldg. Michigan 7644. Vincent P. Black, vp-mgr.

San Francisco 4: 405 Montgomery St. Exbrook 2-6275. Alfred Ducato, vp-mgr; Francis J. Knorr, media director.

Seattle 9: 120 Sixth Ave. Main 1-3232. William M. Burke, vp-mgr; Louis Van Norman, media director.

Miami 36: 13th St. at 2d Ave., S.W. Franklin 3-6611. John A. Dey, executive vp; Ray Lipe, media-research director.

Hollywood 28: Tift Bldg. Hollywood 1-9231. John Cody, vp-mgr; John E. Gaunt, vp in charge of radio-tv for all offices; Addison Yeaman, media director.

Grant, Schwenck & Baker Inc. 520 N. Michigan Ave., Chicago 11, Whitehall 3-1033.

Gray & Rogers. 12 S. 12th St., Philadelphia 7, Walnut 2-4508.

Radio-Television Dept.: Edmund H. Rogers, partner and radio-tv supervisor; Walter M. Brickson, radio-tv director; David E. Hendersson, production director; R. Lawrence Ziegler, creative script director.

Radio-Television Media Buyer: Edward Papazian, media director.

Newark: 744 Broad St. Market 3-7345.

Monroe Greenhall Co. Inc. 595 Madison Ave., New York 22, Plaza 9-8610.

Gregory-Glezenander Co., Adv. & Public Relations. 3005 Louisiana, Houston 6, Tex. Jackson 6-1071.

Radio-Television Dept.: Jo Ann Geis, radio-tv director.

Radio-Television Media Buyers: Dave Lenke, account executive and production mgr; Jo Ann Geis.

Gregory & House & Jansen Inc. 2157 Euclid Ave., Cleveland 15, Ohio. Main 1-7822.

Radio-Television Dept.: Bromley House, radio and tv director; Bernice Smith, assistant.

Radio-Television Media Buyer: Bertha Gold

Gresh & Kramer. 1717 Sansom St., Philadelphia 3, Locust 4-2629.

Grey Adv. Agency Inc. 430 Park Ave., New York 22, Plaza 1-3500.

Lawrence Valenstein, chmn of bd-exec committee; Arthur Fall, pres.

Radio-Television Dept.: Al Hollender, vp; Hal Davis, vp; Rogers Brackett, production director; Sid Hertzol, business mgr; Frank Knight, art director.

Radio-Television Media Buyers: Dr. E. L. Deckinger, director of media; Philip Branch, personnel administrator; Gene Accas, associate media director; Helen Wilbur, Joan Stark, supervisors; Allan Reed, Mal Ochs, Ken Kearns, Dorothy Houghley, Andy Zipprich, Aileen Barry, Tom Reilly, Jo Napoli, Joan Kutman, John Kriete, Ruth Zozula, David Kegan, Marie Scott, Jack Cummings, Jerry

Firestone, Tom Flannigan, Dan Borg, Ken Allen, Don Gren, media buyers.
 Hollywood 28: 1750 N. Vine St. Hollywood 4-7347. Robert D. Wolfe, vp.
 San Francisco 4: 235 Montgomery St. Exbrook 7-1695. L. V. Bernardini, mgr.
The Griswold-Eshleman Co. Terminal Tower, Cleveland 13, Tower 1-3232.
 Radio-Television Dept.: Ralph A. Borzi, director of radio-tv production.
 Radio-Television Media Buyers: Heinz A. Stadthagen, media director; George L. Young, Helen Lott, timebuyers.
Charles Anthony Gross Adv. Agency. 901 N.E. Second Ave., Miami 32. Franklin 1-5071.
Julian Gross & Assoc. Inc. 770 Asylum Ave., Hartford 5, Conn. Chapel 9-8491.
Gross-Fry Adv. Agency. 163 W. Olney Rd., Norfolk 10, Va. Madison 5-8229.
Grubb & Petersen Adv. 111 North Market St., Champaign, Ill. Fleetwood 6-3766.
 Radio-Television Dept.: Dale R. Arvidson, radio-tv director; Earl Brohier, assistant radio-tv director; Robert E. Smith, radio-tv production mgr.
 Radio-Television Media Buyer: Helen Huley, timebuyer.
Guenther, Brown, Berne, Calkin & Wittenbury Inc. 811 Ract St., Cincinnati 2. Garfield 1-4241. Wheeling, W. Va.: Bank of West Virginia Bldg. 2300.
Guerin, Johnstone, Jeffries Inc. 6465 York Blvd., Los Angeles 42. Clinton 7-7373.
Guild, Bascom & Bonfigli Inc. 130 Kearny Street, San Francisco 8. Yukon 2-6040. Walter Guild, pres; David Bascom, chmn of bd; Dan Bonfigli, executive vp.
 Radio-Television Dept.: Courtenay Moon, vp, tv director; Maxwell Arnold, vp in charge of copy; Rod Macdonald, vp in charge of media; Richard Tyler, media director.
 Los Angeles 28: 1750 North Vine St. Hollywood 9-8217. Dave Fulmer, program director and head of tv staff; George Allen, business mgr.
 Seattle 1: 603 Stewart St. Main 4-3711. Tom Killilea, mgr.
 New York 22: 515 Madison Ave. Plaza 1-3979. Ruggie Schuebel, director, network relations; Hank Buccello, account supervisor.
Gulf State Adv. Agency Inc. 2714 Danville St., Houston 5. Jackson 6-2111.
Lawrence C. Gumbinner Agency Inc. 655 Madison Ave., New York 21. Templeton 8-1717.
 Radio-Television Dept.: Paul G. Gumbinner, vp in charge of radio-tv; Michael Sasanoff, creative director; Mort Kasman, production supervisor; Hugh Cohn, business administrator.
 Radio-Television Media Buyers: Gail Myers, Janet Murphy, Albert Sessions, Anita Wasserman, timebuyers.
Gutman Adv. Co. Peoples Federal Bldg., 12th and Main St., Wheeling, W. Va. Cedar 3-4700.
 Radio-Television Media Buyers: D. Milton Gutman Sr., D. Milton Gutman Jr., Ivan E. Myers.

H

William J. Hackenberg Adv. 206 Main St., Wheeling, W. Va. Cedar 3-3336.
 Radio-Television Media Buyer: William J. Hackenberg.
Hall & Co. Inc. 211 W. Franklin St., Richmond 20, Va. Milton 4-1927.
 Radio-Television Dept.: Ralph W. Smith, director of radio-tv; Elliott H. Barden, E. T. Moore, account executives.
Hall & Thompson Inc. First National Bldg., Oklahoma City 2. Rgent 6-1425.
John L. Halpin Adv. 277 State St., Schenectady 5, N. Y. Franklin 2-0492.
 Radio-Television Dept.: John L. Halpin and Marion G. Halpin, partners and media buyers.
Halsted & Van Vechten Inc. 11 Wharf Ave., Red Bank, N. J. Shady Side 7-0997.
The Hammer Co. 171 Church St., Hartford 3, Conn. Jackson 7-0182.
 Radio-Television Dept.: M. H. Hammer, pres; Herbert Sherman, account executive; Patricia Wilcox, program coordinator.
 Radio-Television Media Buyer: Roberta Rossman.
Benet Hanau & Assoc. 1011 Park Ave., San Jose, Calif. Cypress 3-1513.
James F. Hanaway Inc. Hospital Trust Bldg., Providence 3, R.I. Gaspee 1-3117.
Hankey & Moon Adv. 715 Grove St., Boise, Idaho 2-7791.
 Radio-Television Dept.: William Moon, Robert A. Hankey, partners.
Harper Adv. Co. 518 Pioneer Bldg., St. Paul 1, Minn. CA 4-7854.
 Radio-Television Dept.: Fran Harper, media director and buyer; Paul R. Ginther, media supervisor and buyer.
George H. Hartman Co. 307 N. Michigan Ave., Chicago 1. Andover 3-0130.
 New York 17: 420 Lexington Ave. Murray Hill 9-8637.
Tom Harvey Agency. 3125 Glenview St., Philadelphia 49. Devonshire 3-2482.
 Radio-Television Dept.: Tom Harvey, media director.
Harwood Adv. 248 W. Elm St., Tucson 10, Ariz. Main 4-4126.
William A. Hatch Inc. 907 St. Paul St., Baltimore 2. Plaza 2-6887.
Hathaway Adv. Agency & General Adv. Assoc. Inc. Rookery Bldg., Evansville, Ind. Harrison 4-2454.
Hazard Adv. 441 Madison Ave., New York 22. Plaza 9-3100.

Headen, Horrell & Wentzel. 2209 Prudential Plaza, Chicago 1. Dearborn 2-0020.
 Radio-Television Media Buyers: Judson Horrell, Hazel G. Joy.
Heinsman, Kleinfeld, Shaw & Joseph Inc. 1270 Ave. of Americas, New York 20. Circle 7-7660.
 Los Angeles 4: 532 N. Cherokee Ave. Hollywood 3-8892.
Heintz & Co. Inc. 611 Wilshire Blvd., Los Angeles 17. Madison 9-3181.
 Radio-Television Dept.: Kenneth Higgins and Mary Mercalis, radio-tv copy and production.
 Radio-Television Media Buyer: Diana M. Wear, media director.
 San Francisco 8: 240 Stockton St. Exbrook 7-2850. Anita C. Forrette, media director.
Heinze & Penfound. 22 W. Monroe St., Chicago 3. Central 6-0056.
Paul Lynn Heller Adv. Inc. 1128 18 St., N.E., Washington 6, D. C. National 5-7638.
 Radio-Television Dept.: Paul Lynn Heller, Nadine Liljegen.
Scott Henderson Adv. Agency. Arizona Land Title Bldg., Tucson, Ariz. Main 3-5425.
 Radio-Television Dept.: Scott Henderson, radio-tv director; Nancy W. Hardy, copywriter.
 Radio-Television Media Buyers: Scott Henderson, Jean C. Henderer.
Henderson Adv. Agency Inc. 135 S. Main St., Greenville S. C. Cedar 2-7611.
 Radio-Television Media Buyers: Betty McCowan, broadcast media buyer; Margaret D. Hill, assistant media buyer.
Henri, Hurst & McDonald Inc. 121 W. Wacker Dr., Chicago 1. Franklin 2-9180.
Hepworth Adv. Co. 3403 McKinney Ave., Dallas 4, Tex. Lakeside 6-7785.
 Radio-Television Dept.: S. W. Hepworth, J. W. Ball Jr., C. P. Porteus.
Al Herr Adv. Agency Inc. 225 E. Michigan St., Milwaukee 2, Br. 1-2710.
 Radio-Television Dept.: Elton W. Koclan, radio-tv director.
 Radio-Television Media Buyers: Ruth E. Walter, Howard A. Klatt.
J. M. Hickerson Inc. 531 Fifth Ave., New York 17. Oxford 7-6330.
 Radio-Television Dept.: William A. Miller, timebuyer.
Ward Hicks Advertising. 315 Gold Ave., S.W., Albuquerque, N. M. Chapel 7-8544.
 Radio-Television Dept.: Thomas F. Jones, account executive.
Hicks & Greist Inc. 155 Fifth Ave., New York 17. Murray Hill 7-5600.
 Radio-Television Dept.: Theodore J. Grunewald, vp and director of radio-television; Arlene Hirsch, traffic coordinator.
 Radio-Television Media Buyers: Vincent J. Daralo, chief timebuyer; Sanford B. Gasman, assistant timebuyer; David Miller, time estimator.
Hilton & Biggio Inc. 4 W. 58th St., New York 19. Plaza 1-3900.
Hirsch, Tamm & Ullman Inc. 309 N. 11th St., St. Louis 1, Mo. Central 1-2389.
Hixson & Jorgensen Inc. 3540 Wilshire Blvd., Los Angeles 5. Dunkirk 8-3121.
 Radio-Television Dept.: Dorr Walsh, vp in charge of radio-tv.
 Radio-Television Media Buyer: Harriet M. Weigand, timebuyer.
 Seattle, Wash.: 500 Wall St. Mutual 9393.
Koefler, Dieterich & Brown Inc. 414 Jackson Square, San Francisco 11. Yukon 2-0575.
 Radio-Television Dept.: James Nelson, radio-tv creative director; Wallace C. Riddell, radio-tv media director; Blair Collett, radio-tv creative art director.
 Radio-Television Media Buyer: Kay McNamara.
Hoffman & York Inc. 5130 W. Vliet St., Milwaukee 3. Spring 1-2600.
Huber Hoge & Sons Inc. 626 Broadway, New York 12. Gramercy 7-8480.
William F. Holland Agency. 2530 Auburn Ave., Cincinnati 19. CA 1-1252.
 Radio-Television Dept.: Earl L. Holland, buyer.

Jack T. Holmes & Assoc. 927 Eighth Ave., Ft. Worth, Tex. Edison 2-7635.
 Radio-Television Dept.: K. L. Miller, radio and television mgr and buyer.
Holst & Male Inc. 1370 Kapiolani Blvd., Honolulu, Territory of Hawaii. 95-291.
 Radio-Television Dept.: Trent Christman, director of radio and television and timebuyer; Robert W. Sevey, production mgr and timebuyer; Anita Kirby, timebuyer.
Honig-Cooper, Harrington & Miner. 1275 Columbus Ave., San Francisco 11. Orway 3-4469.
 Radio-Television Dept.: Charles Larrance, radio-tv production mgr.
 Radio-Television Media Buyers: John W. Davis, media directors; Clarice McCreary, timebuyer.
 Los Angeles 5: 304 S. Kingsley Dr. Dunkirk 3-3301. Hildred Sanders, director of broadcast media; Sylvia Goodfriend and June Kirkpatrick, timebuyers.
 Seattle 1: Tower Bldg. Main 2-1800. Donald B. Kraft, vp; Warren E. Kraft Jr., vp; Mel Lucas, media director.
Hoot, Kirk & Halle. 251 W. 34 St., New York 16. Murray Hill 6-3714.
 Radio-Television Dept.: Dexter D. Halle, Harold Kirk.
Horan-Daugherty Inc. 8012 Bonhomme, St. Louis 5. Volunteer 3-4524.
 Radio-Television Dept.: Barbara Block, radio-tv director.
Horton, Church & Goff Inc. 123 Georgia Ave., Providence 5, R. I. Stuart 1-5458.
Bryan Houston Inc. 730 Fifth Ave., New York 19. Plaza 7-6490.
 Bryan Houston, chmn of bd; William R. Hillenbrand, pres.
 Radio-Television Dept.: William B. Templeton, vp in charge; Jules Bundgus, mgr; Chet Kulca, executive commercial producer; Elyn R. Waitshe, supervisor program production; Peter Smith, commercial film producer-director.
 Radio-Television Media Buyers: John Ennis, vp and director; Robert Boulware, vp and associate media director; Richard A. Stevens, dept mgr; Frances John, assistant media director; Eugene Grelish, media buyer; Margaret Hughes Reed, media buyer; Joshua A. Wills, assistant media buyer; Elizabeth Griffiths, assistant to dept mgr.
Howard Adv. Agency Inc. 309 W. Morgan St., Raleigh, N. C. Temple 3-3069.
 Radio-Television Dept.: Michael J. Silver, radio-television director and timebuyer.
E. T. Howard Co. Inc. 40 E. 49th St., New York 17. Plaza 3-8720.
Charles W. Hoyt Co. Inc. 380 Madison Ave., New York 17. Murray Hill 2-2009.
 Radio-Television Dept.: William P. Smith, vp and radio-tv director.
 Radio-Television Media Buyers: Cornelius B. Donovan, vp and media director; Douglas H. Hume, timebuyer.
 Miami 32. Chamber of Commerce Bldg. Franklin 1-2165; John McAter, vp.
The Hubbell Adv. Agency Inc. 1900 Euclid Ave., Cleveland 15. Cherry 1-0212.
Christy Humburg Adv. 742A N. Forest St., Webster Grove, Mo. Woodland 1-3707.
 Radio-Television Dept.: Christy C. Humburg, owner.
Hume, Smith, Mickelberry Adv. Inc. 126 S.E. Second St., Miami. Franklin 9-8453.
 Radio-Television Dept.: George Henry Smith, director.
H. B. Humphrey, Alley & Richards Inc. 370 Lexington Ave., New York 17. Lexington 2-3020.
 Radio-Television Dept.: Ransom P. Dunnell, vp and director of television and radio.
 Radio-Television Time Buyer: Elaine Akst, Boston 18; 1235 Statler Office Bldg. Liberty 2-6100. Marianne Meoli, timebuyer.
Humphrey, Prentke & Assoc. Inc. 11406 Euclid Ave., Cleveland 6, Ohio. Randolph 1-4582.
 Radio-Television Dept.: Herbert E. Prentke, director.
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Radio-Television Media Buyer: Helen C. Horrigan, media director.

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Industrial Adv. Co. 515 Communipaw Ave., Jersey City, N. J. Henderson 3-5834.
Radio-Television Dept.: None
International Adv. Agency. 5908 Crenshaw Blvd., Los Angeles 43. AX 3-3133.
Radio-Television Dept.: W. J. Roberts, V. M. Rasmussen, John Olson.
Radio-Television Media Buyer: V. M. Rasmussen.
Howard M. Irwin & Assoc. 2306 W. 7 St., Los Angeles 6. Dunkirk 5-1215.
Radio-Television Dept.: Howard M. Irwin, owner.
The Iverson-Ford Assoc. 175 Fifth Ave., New York 10. Gramercy 7-3006.

J

Jackson, Haert, Peterson & Hall. Jefferson Bldg., Peoria, Ill. 6-8758.
Tevie Jacobs Adv. Agency. Morris Plan Bldg., Indianapolis 4. Melrose 6-9139.
Radio-Television Dept.: Tevie Jacobs, pres; Aylis C. Davis, copy chief.
Albert Jarvis Ltd. 91 Yonge St., Toronto 1, Ont., Canada. EM 3-2438.
Ray C. Jenkins Adv. Builders Exchange, Minneapolis 2. Federal 2-4421.
Radio-Television Media Buyer: Ray C. Jenkins, pres.
Johnson & Lewis Adv. 625 Market St., San Francisco 5. Douglas 2-0050.
Radio-Television Dept.: Verne Reynolds, broadcast production mgr.
Radio-Television Media Buyer: Jan Brown, Los Angeles 28; 1680 N. Vine St. Hollywood 5-7105. (Service office.)
Jones, Brunkley & Rockwell Inc. 150 Nassau St., New York 38. Beckman 3-1912.
The Ralph H. Jones Co. 3100 Carew Tower, Cincinnati 2. Garfield 1-2300.
Radio-Television Dept.: Ann Smith, radio-tv director.
Radio-Television Media Buyers: Betty Deria, Eula Reggin.
Jones & Jones Adv. 717 Leonhardt Bldg., Oklahoma City 2. Forest 5-9364.
Radio-Television Dept.: Henry C. Jones, owner.
C. E. Juneau Inc. 8447 Wilshire Blvd., Beverly Hills, Calif. Olive 3-1770.
Ross Journey & Assoc. 178 Social Hall Ave., Salt Lake City 11, Utah. Empire 3-6758.
Radio-Television Dept.: Allen Cornwall, radio-tv director; William J. Brennan, films; Kenn Morris, research.
Radio-Television Media Buyer: (Miss) Ross Journey.

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Kal, Erlich & Merrick Adv. Inc. Star Bldg., Washington, D. C. Executive 3-3700.
Radio-Television Dept.: Alvin Q. Ehrlich, executive vp; David P. Thomas, radio-television director.
Radio-Television Media Buyer: Nellie Manes.
Kameny Assoc. 2 West 45th St., New York 36. Oxford 7-4840.
The Kapps Co. 64 E. Lake St., Chicago 1. State 2-0460.
Radio-Television Dept.: Capico Kapps, pres; Joseph Kapps, vp; Albert Kapps, IL Gordon, account executives; P. Dattler, copy.
Radio-Television Media Buyers: C. Kapps, J. Kapps.
Kastor, Hilton, Chesley & Clifford Inc. 400 Madison Ave., New York 17. Plaza 1-1400.
Radio-Television Dept.: Harry E. Walsh, director of radio-tv production; David E. Baksbaum, producer; Maggie Schaeffer, radio-tv traffic mgr.
Radio-Television Media Buyers: Jack B. Peters, media director; Eeryl Seidenberg, timebuyer.
H. W. Kastor & Sons Adv. Agency. 75 E. Wacker Drive, Chicago 1. Central 6-5331.
Radio-Television Dept.: James H. West, vp and director of radio-tv; John T. Urice, vp; Dear Snow, vp; Weldon O. Yocum, vp; Herman Kastor, vp.
Radio-Television Media Buyer: Harvey Mann, media director.
The Joseph Katz Co. 10 W. Chase St., Baltimore 1. Lexington 9-1500.

Radio-Television Dept.: Jean Mitchell, media director.
New York 17: 555 Fifth Ave. Murray Hill 7-0250.
Radio-Television Dept.: Charles A. Brocker, media director; Edward Kogan, director, tv production; Alice H. Pulver, assistant director, tv production; Vincent Bennett, timebuyer.
Henry J. Kaufman & Assoc. 1419 H St. N. W., Washington 5, D. C. District 7-7400.
Radio-Television Dept.: Jeffrey A. Abel, radio-tv director and media buyer; Barbara Ireton, film buyer; Roberta Koehler, continuity.
Keegan Adv. Agency. Title Guarantee Bldg., Birmingham 3, Ala. Fairfax 4-2417.
Radio-Television Dept.: Forbes McKay, L. S. McKay, Catherine Z. Pitts.
Keeling & Co. Inc. Chamber of Commerce Bldg., Indianapolis 4. Melrose 5-5434.
The Keeler & Stiles Co. 3001 Carew Tower, Cincinnati 2. Parkway 1-3310.
Radio-Television Dept.: Arthur A. Radkey, radio-tv director and buyer; David J. Clarke, assistant radio-tv director and buyer.
Edward S. Kellogg Co. 685 S. Carondelet St., Los Angeles 37. Dunkirk 7-5213.
Radio-Television Dept.: Wallace J. Seidler, radio-tv director; Sue James, assistant radio-tv director and timebuyer.
Kelly & Lamb Adv. Agency. 897 Higgs Ave., Columbus 8, Ohio. Axminster 4-3583.
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Kelly, Zahndt & Kelly Inc. 2348 Hampton Ave., St. Louis 10. Mo. Mission 5-2684.
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Kennedy & Co. 100 E. Ohio St., Chicago 11. Superior 7-5640.
Kenyon & Bokhardt Inc. 247 Park Ave., New York 17. Murray Hill 3-5700.
Edwin Cox, chmn of bd; William E. Lewis, pres.
Radio-Television Dept.: James S. Bealle, vp and director of radio-tv programming; Clinton F. Wheeler, vp and assistant director, radio-tv programming.
Radio-Television Media Buyers: Joseph P. Braun, vp-media director; Philip C. Kenney, vp-associate media director; Harold Cummings, Agnes Del Colle, Mary Dwyer, Louis J. Kennedy, Lucy Kerwin, Edward A. Kobza, John F. Shima, George J. Simko and Richard Treva.
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Robert R. Burton, vp.
Detroit 28: 645 Griswold St. Woodward 5-0300.
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San Francisco 4: 620 Market St. Exbrook 7-0900.
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Toronto: 321 Bloor St. E. Walnut 4-9521.
George B. Macgillivray, vp.
Montreal: 550 Sherbrooke St. W. Plateau 2534.
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Ketchum, MacLeod & Grovo Inc. 411 Seventh Ave., Pittsburgh 18. Court 1-5100.
Radio-Television Dept.: Edgar J. Donaldson, vp.
Radio-Television Media Buyer: Frederick C. McCormack.
New York 17: 135 E. 44th St. Murray Hill 7-5640.
Columbus 15, Ohio: 8 E. Long St. Capitol 4-9632.
Keyes, Madden & Jones (Formerly Russell M. Seeds Co.) 919 N. Michigan Ave., Chicago 11. Whitehall 3-2133.
Freeman Keyes, chmn of bd; Edward D. Madden, pres; Howard A. Jones, exec vp (creative); John T. McIlhugh, exec vp (administration).
Radio-Television Dept.: Russell E. Young, vp, radio-tv director; Janet Welsher, mgr of film traffic.
Radio-Television Media Buyers: Nerle Myers, Virginia Russell, timebuyers.
New York 19: 4 W. 58th St. Plaza 5-1900.
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Kight Adv. Inc. 118 N. Third St., Columbus 15, Ohio. Capital 1-5558.
Kiley & Nicholas Adv. 3445 Central Ave., Indianapolis 5, Ind. Walnut 4-4204.
Radio-Television Dept.: William F. Kiley and Ted L. Nicholas, partners; Frank Fox, art director; Georgianna Strange, copy editor; Ruth Landers, office mgr.
Radio-Television Media Buyers: William F. Kiley, Ted J. Nicholas.

Lew King Adv. 149 W. McDowell Road. Phoenix. AL 4-5548.
Kircher, Helton & Collette, 2600 Far Hills, Dayton 9, Ohio. Axminster 3-3191.
Radio-Television Dept.: Don R. Lyons, director; Betty Butler, assistant.
Radio-Television Media Buyer: John Manning, media director.
Klan-Van Pietersom-Dunlap Inc. 744 N. 4 St., Milwaukee 3. Broadway 1-3730.
Radio-Television Dept.: Robert R. Lang, director, radio-tv dept; Susan Silverman, assistant to director; Roy Hillgoss, radio-tv creative director; Carol Rosenbecker, traffic.
Radio-Television Media Buyers: Ed Ritz, Roy Heckenbach.
Chicago: 520 N. Michigan Ave. Superior 7-3061.
Charles Nesbitt, executive in radio-tv dept; Jeanne Heckscher, timebuyer.
Philip Klein Adv. Inc. Penn Square Bldg., Philadelphia 7. Rittenhouse 6-7070.
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Knox Reeves Adv. Inc. First National Bank Bldg., Minneapolis 2. Federal 9-0071.
Radio-Television Dept.: Russell Neff, vp and director of radio-tv; William S. Shepherd, radio-tv production mgr; James Cooper, radio-tv program director.
Radio-Television Media Buyer: John Hackett.
Albert A. Kohler Co. 210 Sound Beach Ave., Old Greenwich, Conn. Neptune 7-1708. (N.Y.: Westmore 9-1333).
Radio-Television Dept.: Albert A. Kohler, radio director.
M. R. Koppmeyer Co., Inc. Realty Bldg., Louisville 2. Juniper 2-1641.
Robert Kottwitz Adv. Inc. Audubon Bldg., New Orleans 16. Jackson 2-8153.
Radio-Television Dept.: Robert Kottwitz Jr., pres; Margaret A. Dalton, radio-tv director.
Krupnick & Assoc. Inc. 503 N. Grand Ave., St. Louis 3. Jefferson 3-1723.
Kudner Agency Inc. 575 Madison Ave., New York 22. Murray Hill 8-6700.
Radio-Television Dept.: Stuart Ludlum, radio-tv director and director of programming; Robert Betts, mgr, radio-tv commercial dept; Edgar Kahn, mgr, commercial production; Richard Welsh, business mgr, television dept; Richard Clemmer, Raymond Fragasso and Walter Berquist, producers.
Radio-Television Media Buyers: Hugh Johnson, director of media; E. G. Weymouth, associate director of media; Marjorie S. Scanlan, timebuyer.
Kuttner & Kuttner Inc. 646 N. Michigan Ave., Chicago 11. Superior 7-7940.

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Lahr Adv. Agency Inc. 915 N. Pennsylvania St., Indianapolis 4. Melrose 5-5328.
Lake-Spiro-Shurman Inc. Radio Center Bldg., Memphis 3, Tenn. Jackson 5-1571.
Lambert & Feasley Inc. 430 Park Ave., New York 22. Murray Hill 8-6464.
Lance Adv. Agency. 9006 Sunset Blvd., Los Angeles 46. Crestview 5-6158.
Radio-Television Dept.: Joel Douglas, Anita Rogers.
Radio-Television Media Buyer: Toby Carrier.
Lando Adv. Agency Inc. Carlton House. Pittsburgh 19. Atlantic 1-5837.
Radio-Television Dept.: Jane Callomon, radio-tv director, Fred Hedding, production supervisor.
Radio-Television Media Buyers: Joseph C. Gusk, vp in charge of consumer advertising; Howard Rothchild, Edward Bain, account executives.
Erie, Pa.: G. Daniel Baldwin Bldg. Erie 6-2975.
Charles H. Sapper.
Bradley Lane Adv. Agency. 1061 Elati St., Denver 1. Keystone 4-5316.
Radio-Television Media Buyers: Bradley Lane, pres; Steve Demarest, radio-tv director; William Rodgers, account executive.
Raymond I. Lang Adv. 116 New Montgomery St., San Francisco 5. Yukon 2-5028.
Radio-Television Dept.: Raymond I. Lang, owner.
Radio-Television Media Buyers: Estelle H. Griffin.
Lang, Fisher & Stashower Inc. 1010 Euclid Ave., Cleveland 15. Prospect 1-0300.
Radio-Television Dept.: Alvin E. Fisher, director; David M. Baylor, assistant mgr; John L. Rose, assistant mgr—programming, commercials; Edward T. Noll, production mgr; Nan Hall, assistant production mgr, traffic; Clay C. Dopp, sports director.
Radio-Television Media Buyers: G. C. McKelvey, chief timebuyer and field service mgr; Peter Turk, assistant timebuyer.
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Lavenson Bureau of Adv. Inc. 1212 Chestnut St., Philadelphia 7, Walnut 3-1250.

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Leo & Assoc. 8327 Beverly Blvd., Los Angeles 48, Webster 8-9349

Radio-Television Dept.: Leo Pearlstein, Hubert H. Roberts, Zelda Ohm, Alice Stalk, Nestio Valerio.

Al Paul Lefton Co. Inc. 1617 Pennsylvania Blvd., Philadelphia 3, Rittenhouse 6-1500

New York 17: 71 Vanderbilt Ave., Murray Hill 9-7470.

Chicago 11: 435 N. Michigan Ave., Superior 7-9511.

Wayne R. Leland Adv. Agency. 1008 SW 6 Ave., Portland 4, Ore., Capital 7-3431.

Radio-Television Dept.: Wayne R. Leland, principal and senior account executive; Thomas H. Myers, director of radio and television; Rebecca Brown, continuity chief; Malcolm MacEwan, promotion and merchandising; Helen Frelheit, administrative assistant; Robert Clark, art director and visual aids.

Radio-Television Media Buyers: Thomas Myers, Malcolm MacEwan, Wayne R. Leland.

Lennen & Newell Inc. 350 Madison Ave., New York 17, Murray Hill 2-5400.

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Radio-Television Dept.: Nicholas E. Keesely Sr., vp in charge; Francis C. Barton Jr., vp and general mgr; Anthony J. Pan, vp and commercial producer-director; Lou Florence, Ernest Hartman, John Strang, John Capis, Bruce Allen, program supervisors; Max Wylie, script editor; William R. Seth, program supervisor; Connie Ryan, radio-tv publicity-promotion head; Anne Marie Doody, traffic mgr.

Radio-Television Media Buyers: Anthony C. DePierro, vp and media director; Herbert Zeltner, assistant media director; Bennett B. Holmes and Allan Stern, business mgrs; Don Chapman, Daniel Charnas, William D. Smith, Leonard Tacher, associate media directors; Donald Carrabee, Abbott Davis, Sherwood Heath, Frank Howlett, Marion Jones, Robert Kelly, Bob Kutsche, Thomas McCabe, Sally Reynolds, timebuyers.

Beverly Hills, Calif.: 308 N. Rodco Dr. Crestview 1-7221. Frank Woodruff, production supervisor; Theodore Huston, commercial producer-director; Elizabeth M. Williams, mgr.

San Francisco: 315 Montgomery St., Yukon 2-7878. Marshall J. Weigl, senior vp in charge; Robert G. Williams, Kelso Norman, vps; Bradford C. Collins, vp and creative director; Harold Brouse, media director.

H. Lesseraux Adv. 1513 Walnut St., Philadelphia 2, Pennsylvania 5-5423.

Radio-Television Dept.: Richard S. Lesseraux, radio-tv director.

Lessing Adv. Co. Inc. Walnut Bldg., Des Moines 3, Cherry 3-1149.

Ted Levy, Richard Lane & Co. 1837 Marion St., Denver 18, Colorado, Main 3-7133.

Radio-Television Dept.: Barbara Alton, radio-television director.

Radio-Television Media Buyers: Barbara Alton, Jerome Epstein, Phil Karsh.

Lewin, Williams & Saylor Inc. 130 East 59th St., New York 22, Murray Hill 8-6200

Lewis & Gilman Inc. 6 Penn Center Plaza, Philadelphia 3, Locust 8-3775.

Radio-Television Dept.: Peter Kondras, media director and buyer; Evelyn Walmsley, associate media director and buyer; John Bleasdale, radio-television production.

Lewis, Hunter & Hart Inc. 1 North 13th St., Philadelphia 7, Locust 8-0334.

Radio-Television Dept.: Herman A. Tolz, pres. and buyer; S. Milton Tolz and Jules Gross, media executive and buyers; Phyllis Weher, controlling mgr and buyer.

Liller, Neal, Battle & Lindsay Inc. 1371 Peachtree St., Atlanta 9, Jackson 4-8032.

Radio-Television Dept.: Pamela A. Tabborer, media director; Dorothy Lee Nelms, branch office media.

Radio-Television Media Buyers: Patricia Clark, Bobbie Kemp, Mary Jean Meadows, Avrilla Phillips, timebuyers.

New York 22: 495 Madison Ave., Plaza 9-6120.

Richmond 19: 5 N. 8th St., Milton 4-3065.

Lindeman Adv. Inc. 33 W. 9th St., Holland, Mich., Export 2-2381.

Little & Co. 3719 Wilshire Blvd., Los Angeles 5, Triunvir 9-1267.

Radio-Television Dept.: Gayb Little, owner; D. F. Harbridge Jr.

Radio-Television Media Buyers: D. F. Harbridge Jr., E. A. Eaton.

Long Adv. Inc. 691 Market St., San Francisco, Garfield 1-4244

W. E. Long Co. (Independent Bakers Cooperative) 188 W. Randolph, Chicago 1, Randolph 6-4606.

Radio-Television Dept.: David R. Hayes, director; John Pesich, assistant director.

Long-Haynes Adv. Agency. 421 Summit St., Winston-Salem, N. C., Park 3-3618.

Radio-Television Dept.: Curtis E. Long, partner; Austin H. Carr and D. Jack Thrift, account supervisors; Pat B. Jent, media buyer.

Luckoff & Wayburn Inc. 320 W. Lafayette Blvd., Detroit 26, Woodward 2-0707.

Earle Ludwig & Co. 121 W. Wacker Drive, Chicago 1, Anderson 3-1888. Earle Ludwig, chmn of bd and treasurer; Vincent R. Bliss, pres.

Radio-Television Dept.: Jane Daly, vp and

radio-tv director in charge of production.

Radio-Television Media Buyers: Ruth Bablick, chief timebuyer; Charlotte Tucker, Marilyn Durt, timebuyers; Clair Callahan, film buyer, talent contact.

W. D. Lyon Co. 302 Second Ave. S. E., Cedar Rapids, Iowa, Empire 4-2451.

Radio-Television Dept.: Billon Burns, radio-television time buyer; Robert Colburn, radio-television creative director.

Radio-Television Media Buyers: Eileen Burns.

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MacFarland, Aveyard & Co. 333 N. Michigan Ave., Chicago 1, Randolph 6-9360.

MacMannus, John & Adams Inc. Long Lake Rd. & Woodward, Bloomfield Hills (Detroit), Mich., Midwest 6-1000 Ernest A. Jones, pres.

Radio-Television Media Buyers: Elmer W. Froehlich, vp of media; Charles N. Campbell, head timebuyer (Detroit accounts); William A. Bushway and John T. Hartigan, timebuyers.

New York 22: 444 Madison Ave., Plaza 9-5609. Henry G. Fowner, vp and mgr, New York office and supervisor, network tv programs and sales.

Radio-Television Dept.: Mark Lawrence, vp of radio-tv and creative planning; Gene Crainin, vp and creative director (N. Y. accounts); Theodore Allegretti, Pontiac radio-tv account executive; Arthur H. Ehrlich, radio-tv coordinator (packaged goods accounts); Nan W. Zeamer, tv live commercial supervisor; Glenn Paxton, music and recording supervisor; Joseph F. Africano, radio-tv traffic and communications.

Radio-Television media buyers: Henry Halpern, vp, media & research; Ted Czuy and Ruth Prigozy, timebuyers.

Los Angeles 48: 6399 Wilshire Blvd. Olive 3-6130. Robert Guggenheim Jr., vp & mgr, Hollywood office.

Toronto 2: 600 University Ave., Empire 2-1366. Ruth Mitchell, timebuyer.

Al Maescher Adv. Inc. 25 S. Demiston, Clayton 18, Copley 7-5980.

Radio-Television Dept.: Joan Conroy, radio-tv director.

Radio-Television Media Buyers: A. Maescher Jr., pres.; C. Sewell Pangman, vp and account executive; Gene P. Murray, vp and account executive; M. Medeiros, account executive; Peter J. Nikolaisen, vp and account executive.

David Malbel Adv. Inc. 8 Newbury St., Boston 26, Copley 7-5950.

Radio-Television Media Buyers: Julian Malbel, chief timebuyer.

Management Assoc. of Connecticut 91 Prospect St., Stamford, Conn. Fireside 8-7255.

Radio-Television Dept.: Suzanne R. Wells, pres.; Allan S. Klammer, radio-tv director.

J. Gordon Manchester Adv. Inc. 1726 Pennsylvania Ave. N. W., Washington 6, D. C. Metropolitan 8-0060.

Radio-Television Dept.: J. Gordon Manchester, pres.; Richard T. Williams, radio-tv director.

Radio-Television Media Buyers: Richard T. Williams, radio-tv director; Theodore P. Noyes, account executive.

Marshall & Pratt Co. 450 Park Ave., New York 22, Oxford 7-4250.

Radio-Television Dept.: Glen Bammann, television-radio director; Charles Keilus, television production mgr.

Radio-Television Media Buyers: Eugene Cogan, vp and media director; Andrew Purcell, associate media director; Catherine Noble, timebuyer.

Atlanta 8: 795 Peachtree St. N. E. Trinity 5-0221. Mark Bollman, vp and mgr.

Dallas 1, Texas, 1900 N. Akard St., Riverside 1-4571. Bill M. Sansing, vp and mgr.

Louisville, Ky.: Commonwealth Bldg. Juniper 4-6178. J. MacWynn, vp and mgr.

Harwood Martin Adv. Agency. 2619 Connecticut Ave., Washington 8, D. C. Adams 2-1161.

Radio-Television Dept.: Harwood Martin, pres.; Mildred Martin, vp; Laura Hammond, radio-tv director; Marjorie Tucker, copy chief; Margaret Parks, tv production.

Willis S. Martin Co. Inc. 345 W. Wayne St., Fort Wayne, Ind. Anthony 6233.

Radio-Television Dept.: Stanley W. Knapp, A. G. Emshwiller.

J. M. Mathes Inc. 260 Madison Ave., New York 16, Lexington 2-7450.

Joseph Maxwell Co. 87 Weybosset St., Providence 3, R. I. Gaspee 1-4476.

Radio-Television Dept.: Joseph M. Finkle, Archie M. Finkle.

Maxon Inc. 1275 E. Jefferson Ave., Detroit 7, Lorain 7-5710.

Low R. Maxon, pres.

Radio-Television Dept.: P. C. Beatty.

Radio-Television Media Buyer: Raymond Reiss.

Chicago 11: 644 N. Rush St., Whitehall 4-1678. L. Martin Krautter, mgr.

New York 22: 12 E. 53rd St. Plaza 9-7676.

Radio-Television Dept.: Edwin A. Wilhelm, director; Thomas P. Maguire, business mgr; Ray L. Stone, George Heulser, timebuyers.

Mayers Co. 2301 W. Third St., Los Angeles 57, Dunkirk 8-2111.

Radio-Television Dept.: Don C. Johnson, tv director.

Radio-Television Media Buyer: Beth M. Broberg.

McCann-Erickson Inc. Home office: 485 Lexington Ave., New York 17, Oxford 7-6000. Corporate office: 50 Rocketteller Plaza, New York 20, Oxford 7-6000.

H. K. McCann, chmn bd; Marion Harper Jr., pres.

Radio-Television Dept.: C. Terence Oline, senior vp for corporate tv-radio services.

Thomas A. McAvity, vp in charge radio-tv programming; Lansing Lindquist, vp; William A. Wylie, associate director; J. Frank Gilday, director of operations; Mary Harris, senior programming supervisor.

Radio-Television Media Buyers: William C. Dekker, media director; Salvatore Agovino, Judith Bender, Richard Branigan, Virginia Conway, Mildred Fulton, Seymour Goldis, Thomas Hollingshead, T. S. Kelly, John Morera, W. D. Polenz, Jane Podester, Murray Tombs, Jay Schoenfeld, Philip Stumbo, timebuyers.

Los Angeles 5: 3125 Wilshire Blvd. Dunkirk 5-3301. Reginald W. Twigg, mgr, George Haight, vp in charge of tv-radio programming; Paul Davis, media director.

Chicago 4: 318 S. Michigan Ave. Webster 9-3701. Chester L. Posey, mgr; Howard A. Heller, radio-tv director.

Cleveland 14: 335 Euclid Ave. Cherry 1-6805.

Robert Cole, mgr; Francis J. Turk, tv director; G. Bruce Haruy, media director.

Detroit 26: 3500 Penobscot Bldg. Woodward 5-7550. T. Jack Henry, mgr; Kelsie M. Targer, media director.

Houston: 8 500 Lovett Blvd. Jackson 9-4091.

Joseph B. Wilkinson, mgr; Kern Tips, tv director; Dorothy McCormick, media director.

Portland 4: Public Service Bldg. Capitol 8-4305. T. N. Tracy, mgr; R. L. Weber, tv-radio director; D. W. Heathman, media director.

San Francisco 4: 114 Sansome St. Douglas 2-5560. Phipps J. Rasmussen, mgr; Alden S. Nye, tv-radio director; Allen G. Jones, media director.

Toronto 5: 200 Bloor St., East, Walnut 4-9641. Evan W. Hayter, mgr; D. J. MacMillan, tv-radio director; E. MacInnes, media director.

Montreal 2: 2055 Peel St. Victor 4-8341.

James M. Reeve, mgr; W. G. Munro, tv-radio director; G. G. Fowler, media director.

Vancouver 5: 1030 W. Georgia St. Mutual 3-5608. Frank W. Ellis, mgr; Florence Asson, media director.

Mexico 1: Lafragua #4. 46-91-80. Roland W. Welch, mgr.

Also branches in Belgium, London, Paris, Frankfurt, Hamburg, Argentina, Brazil, Chile, Colombia, Cuba, Peru, Puerto Rico, Uruguay and Venezuela.

The McCarty Co. 3-78 Wilshire Blvd., Los Angeles 5, Dunkirk 5-4611.

Radio-Television Dept.: Herb C. Brown, radio-tv director.

Radio-Television Media Buyer: Judith Mauston, timebuyer.

San Francisco 5: 116 New Montgomery St. Sutter 1-3224. Jerry Pierce, Frank Johnson.

Seattle 1: 1117 Second Ave. Mutual 9253.

H. S. Pearson, J. W. Starling.

Dallas 1: 1506 Jackson St. Everside 1-1227.

Russ Jurgens, Cliff Sage

The McCarty Co. of Spokane. 715 Realty Bldg., Spokane 1, Wash. Madison 4-4311.

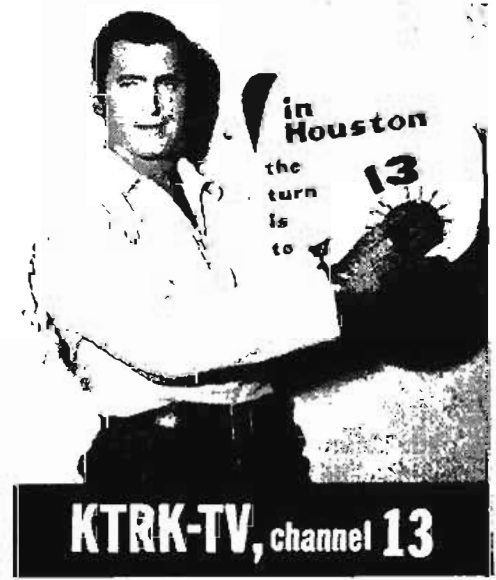
Radio-Television Dept.: Charles B. Devine, vp and mgr; W. R. Miller, vp and account executive.

Radio-Television Media Buyer: Lois M. Krueger, timebuyer

W. A. McCracken Ltd. 153 St. Clair Ave. W., Toronto, Walnut 4-0721.

Radio-Television Dept.: David Battersby, art director; James Matthews, creative and television director.

Radio-Television Media Buyer: Marjorie Graves, vp and media director.



KTRK-TV, channel 13

Advertising Agencies CONTINUED

Walter McCreery Inc., 236 S. La Cienega Blvd., Beverly Hills, Calif. Olympia 2-4489.
Radio-Television Dept.: Howard Flynn, radio-television director.
Radio-Television Media Buyer, Patti Brainard, timebuyer.
McKim Ltd., 1510 Drummond St., Montreal 25, Victor 9-4132.
Radio-Television Dept.: W. L. Charland, vp; P. O. Steven, radio-tv director; J. A. Monte, associate radio-tv director; J. S. Moore, supervisor of production; Clark Lewis, creative director.
Radio-Television Media Buyer, Joan Bridge, timebuyer.
Toronto: 1407 Yonge St., Walnut 4-0981.
G. W. Leach, radio-tv director; Don Hannant, tv production; Beverly Nichol, timebuyer.
Winnipeg, Manitoba: 250, Portage Ave., Whitehall 2-3499. D. D. Davidson, mgr.
Vancouver, B. C.: 1030 W. Georgia St., Mutual 3-8121. J. G. R. Cummings, media director.
McNeill & McCleery, 606 S. Hobart Blvd., Los Angeles 4, Dinkirk 5-7311.
Radio-Television Dept.: James McCleery, production supervisor; Nancy Lundberg, assistant.
Radio-Television Media Buyer, Russ Zeiminger, film and timebuyer.
San Francisco 5, 116 New Montgomery St., Douglas 2-8268. Lee Clayton, branch mgr.
Meldrum & Fewsmith Inc., 1220 Huron Rd., Cleveland 17, Cherry 1-2111.
Radio-Television Dept.: Bruce F. Stauderman, vp, George Hill, writer-producer.
Radio-Television Media Buyer, Muriel Lampert.
Richard N. Meltzer Adv., Russ Bldg., San Francisco 1, Yukon 2-3577.
Radio-Television Media Buyer, Bern Ann Abbaduska.
Los Angeles 36, 7461 Beverly Blvd., Webster 8-2943. Marsa Janofsky, broadcast media buyer.
Denver 6, 2560 E. Third Ave., Dudley 8-1964. Doris Fletcher, broadcast media buyer.
New York: 445 Park Ave., Plaza 3-8137.
Newton Free broadcast media buyer.
David J. Mendelsohn Adv. Agency, 244 Madison Ave., New York 17, Murray Hill 3-7244.
Radio-Television Media Buyer, George Silver, timebuyer.
George T. Metcalf Co., 31 Canal St., Providence 1, R. I., Union 1-2631.
Arthur Meyerhoff & Co., 410 N. Michigan Ave., Chicago 11, Delaware 7-7860.
Radio-Television Dept.: Roger Mohr, radio-tv director.
Radio-Television Media Buyers: Evelyn Vandenberg, chief timebuyer; Robert Penninger, Franche Goldfine, timebuyers.
Milwaukee: 759 N. Milwaukee St., Broadway 1-3144. George Grabin, mgr.
Los Angeles 48, 5167 Beverly Blvd., Olive 3-1633. Joy B. Newell, media director.
Toronto: 33 Bloor St. E., Walnut 3-3507. John Ketter, mgr.
Miller, Mackay, Hoeck & Hartung Inc., 519 Virginia St., Seattle 1, Wash., Mutual 2-3363.
Radio-Television Dept.: Gerald A. Hoeck, vp in charge of radio-tv; Marlowe Hartung, art direction, radio-tv.
Radio-Television Media Buyers: Robert H. Wesson, media director; Irving E. Hill, assistant media director.
C. L. Miller Co., 321 Fifth Ave., New York 17, Murray Hill 2-1090.
Richard L. Mills & Assoc. Inc. (Allstate Adv.), 2794 Waugh Dr., Houston 6, Texas, Jackson 6-2496.
Radio-Television Dept.: Wayne E. Thompson, vp in charge of media; Stanley Starr, radio-tv director.
Los Angeles 34, 5114 Sunset Blvd., Crestview 1-7207. Ned Underwood, office mgr.; David Horowitz, radio-tv director.

Mithoff Adv., 910 N. Mesa St., El Paso, Tex. Keystone 2-5947.
Radio-Television Dept.: Polly Harris, radio director; Joe K. Parrish, television director.
Radio-Television Media Buyer: Richard W. Mithoff, partner.
Emil Mogul Co., 625 Madison Ave., New York 22, Trapholm 5-7100.
Emil Mogul, pres.
Radio-Television Dept.: Leslie L. Dunier, vp in charge; Myron A. Mahler, vp and creative director of all media; William Jacoby, vp and executive art director; Donald S. Hillman, executive radio-tv producer; Jeanne Harmon, executive radio-tv producer; Sanford Semel, radio-tv producer-director.
Radio-Television Media Buyers: Joel L. Martin, vp of media and research; Edward Tashjian, Lynn Diamond and Joyce Peters, timebuyers.
Mohr & Eicon Inc., 400 Madison Ave., New York 17, Plaza 3-7070.
Radio-Television Dept.: Dan Rubin, vp-director of radio-tv dept.; Hal Kirk, radio-tv copy chief.
Radio-Television Media Buyers: Norman Allen, Luz Sacks.
Chicago 11, 112 E. Walton St., Superior 7-9700. Radio-Television Dept.: Alvin Eloff, executive vp; Herb Grayson, radio-television public relations supervisor. Radio-Television Media Buyer: Pat Gray, vp-radio-television media director; Roy Maclene, timebuyer.
Richard G. Montgomery & Assoc., 1126 S.W. 13th Ave., Portland 5, Ore., Capital 3-3168.
Radio-Television Dept.: J. S. Sheard, chief; Beverly Ashlund, assistant.
Radio-Television Media Buyers: J. S. Sheard, Lou Gilson.
Moroy, Hunim & Warwick Inc., 350 5th Ave., New York, Longacre 4-2240.
Radio-Television Dept.: William J. Wernicke, vp; Joe Davis, production mgr.
Radio-Television Media Buyer: Kathryn Shanahan, timebuyer.
Honells & Eison, 321 Fifth Ave., New York 36, Murray Hill 2-1939.
Mottl & Staman Adv., 291 La Cienega Blvd., Beverly Hills, Calif., Olympia 2-5095.
Radio-Television Dept.: Phillip Wolf, radio-tv production director.
Radio-Television Media Buyer: Jacquelin M. Molinaro, timebuyer.
Muller, Brick & Assoc., Falls Bldg., Memphis, Tenn., Jackson 3-5548.
Mulligan Co., 316 W. Liberty St., Louisville 2, Ky., Ju. 3-5883.
Radio-Television Dept.: Howard J. Barry, pres.; Arthur A. Klein, C. K. Merker, Roberta J. Richardson, vps; Elizabeth Diecks, secy.
Radio-Television Media Buyers: Sara Hoge, C. K. Merker, Roberta J. Richardson.
Nari Mullins Assoc. Inc., 3303 Beverly Blvd., Los Angeles 4, Dinkirk 5-9083.
Radio-Television Dept.: Thomas M. Mullins, pres.; Warren Earl, vp.
Radio-Television Media Buyer: Marlene Siman, timebuyer.

N

National Export Adv. Service Inc., 105 Lexington Ave., New York 17, Murray Hill 9-6812.
Nauman Adv. Co., 60 Walnut St., Newark 2, N. J., Mitchell 3-7110.
Needham, Louis & Brorby Inc., Prudential Plaza, Chicago 1, Whitehall 4-3100.
Maurice H. Needham, pres.; Melvin Ironby, senior vp; Paul C. Harper Jr., executive an.
Radio-Television Dept.: James G. Cunniff, vp in charge of radio-tv; John Scott Keck, vp and radio-tv dept. director; Alan Wallace, vp, radio-tv programs; Kenneth C. T. Snyder, vp, commercial production; Arnold Johnson, broad-casting facilities director; John Cole, assistant broadcasting facilities director.
Radio-Television Media Buyers: Blair Vander Jr., vp, media dept. director; P. M. Morrow, Don DeCarlo, Marianne Moudahan, timebuyers.
New York 19, 730 Fifth Ave., Plaza 7-0333.
Frederick A. Mitchell, vp and mgr.; Gordon Vanderwerker, vp, media director.
Hollywood 45, 8106 Hollywood Blvd., Crestview 6-2913. Michael W. Gralle, mgr.
Toronto 1, 121 Richmond St. West, Empire 4-1432. John A. Willoughby, vp, mgr.
Garvel Nelson & Powell Adv. Agency, 1601 S.W. 10th Ave., Portland 1, Ore., Capital 2-1821.
Lloyd W. Nelson Inc., Syndicate Bldg., Minneapolis 7, Federal 8-1773.
Radio-Television Dept.: Lloyd W. Nelson.
Ted Nelson Assoc., 730 Fifth Ave., New York 19, Circle 4-8470.
Radio-Television Dept.: Ted Nelson, director; Sol Lipsel, production.
Nobel-Drury and Assoc. Inc., Life & Casualty Tower, Nashville 3, Tenn., Algonquin 5-6336.
Albert Sidney Noble Adv., 52 Vanderbilt Ave., New York 17, Murray Hill 6-8758.
Radio-Television Media Buyer: Troy Ferguson Jr., media director.
Norman, Craig & Kunzel, 488 Madison Ave., New York 22, Plaza 1-0906.
Norman B. Norman, pres.
Radio-Television Dept.: Walter Craig, vp in charge of radio-tv dept.; Adrian Bryan Courie, tv-radio copy supervisor; William Weltman, tv art director.
Radio-Television Media Buyers: Daniel M. Petteer, director of media; Gladys York, chief timebuyer.
Chicago 54, Merchandise Mart, Whitehall 3-0211. H. G. Bissinger, vp-gen mgr.

North Adv. Inc., Merchandise Mart, Chicago 54, Whitehall 4-5030.
Donald P. Nathanson, pres.
Radio-Television Dept.: John Rundall, producer.
Radio-Television Media Buyers: Lester A. Dettano, director of marketing services; N. T. Garrabrandt, media director; Armella Selsor and John Harper, media supervisors; Betty Lavaty and Al Osirin, timebuyers; Jack Jones, network service supervisor; Robert Stampleman, broadcast business supervisor.
New York 17, 6 E. 45th St., Oxford 7-0414.
Radio-Television Dept.: Bruce M. Dodge, vp, radio-tv, in charge of coast offices; Frank Higgins and Mary Meyers, producers; Robert Gordon, assistant producer.
Beverly Hills, Calif.: 2701 Wilshire Blvd., Olympia 2-3770. Edward Feldman, mgr.; Maxine Anderson, producer.
Noyes & Co., Industrial Bank Bldg., Providence 3, R. I., Empire 1-2087.
Radio-Television Dept.: Henry C. Hart Jr., radio-tv supervisor.
Radio-Television Media Buyer: Theodore Ellenberg.

O

E. T. O'Connell Co., 420 Madison Ave., New York 17, Plaza 3-7170.
Radio-Television Dept.: R. T. O'Connell, Jack W. Cunningham.
Ogilvy, Benson & Mather Inc., 589 Fifth Ave., New York 17, Murray Hill 3-6100.
David Ogilvy, pres.
Radio-Television Dept.: Hendrik Doornem Jr., vp and radio-tv director; Phillip L. Tomalin, associate radio-tv director; Eugene Schless, radio-tv program manager; Walter Sacos and Newt Mitzman, commercial producers; Olga Fabian, stylist and casting supervisor; Cathleen Connelly, casting director.
Radio-Television Media Buyers: Samuel L. Frey, vp and media director; Clifford Ratway and Ann Janowicz, media supervisors; Henry Cleff, Bertrand F. Hopf Jr., Robert Karlen and Walter Kasher, media buyers; Maxine Cohn, Blanche Haeslop, Madeline Kennedy, Marcia Kasechen, Isabella Starnard and Jeanne Fregre, media assistants; Laurie Thompson, Joseph Gagliano, Robert Waldron, statistical analysts and estimators; Suzanne Smullen and Phyllis DiGiorgio, contractors.
Ollan & Brunner Inc., Pure Oil Bldg., Chicago 1, State 2-3381.
Radio-Television Dept.: Robert A. Berman, tv director; Aldea Richman, tv writer-producer.
Radio-Television Media Buyers: Kay Kennedy, timebuyer; Joyce Booth, assistant timebuyer.
Olmstead & Foley Inc., 1756 Hennepin Ave., Minneapolis 3, Federal 9-0441.
Radio-Television Dept.: Bradley G. Morrison, creative director; Warren T. Wav, media director.
O'Neil, Larson & McMahon, 236 N. Michigan Ave., Chicago 1, Anderson 3-4470.
Merritt Owens Adv. Agency Inc., 365 New Brotherhood Bldg., Kansas City 1, Drexel 1-7250.
Radio-Television Dept.: Merritt Owens, pres.; Frank W. Rickey, vp; Fifth St. Liscac, vp.
Oxford Adv., 427 W. Fifth St., Los Angeles 13, Madison 6-4769.
Radio-Television Dept.: Ralph Carnichael, pres.

P

Pacific National Adv. Agency, 2124 Fourth Ave., Seattle 1, Main 3-1401.
Radio-Television Dept.: Grant Merrill, radio-television director.
Radio-Television Media Buyer: Gertrude M. Numan, media director.
Portland, Ore.: 825 Northwest 18th Ave., Capitol 2-1021. David Babbitt, radio-tv director-producer; Shirley Tallit, media buyer.
Spokane, Wash.: West 1115 Broadway, Fairfax 7-9586. Martin G. Boss, vp; Grave Garvey, media buyer.
Pulran Adv., 431 W. Colfax St., Denver 4, Cherry 4-1169.
Radio-Television Dept.: Carlton L. Time and Paul T. Pulran, partners.
Paris & Pearl Inc., 370 Lexington Ave., New York 17, Murray Hill 9-2424.
Radio-Television Dept.: Donald C. Porteous, vp, television and radio; Jules Dass, radio-tv production supervisor.
Radio-Television Media Buyers: Weymouth M. Symmes, media director; Virginia M. Burke, assistant media director; Ruth A. Clinton, timebuyer.
Parker Adv. Inc., 113 N. Michigan, Saginaw, Mich., Pleasant 5-4489.
Radio-Television Dept.: Jack Parker, pres.; Howard W. Flieger, radio-television director.
Radio-Television Media Buyers: Jack Parker, Howard Flieger.
Parkson Adv., 400 Park Ave., New York 22, Plaza 3-6100.
Ted Berkman, pres.
Radio-Television Dept.: Don Blauhart, director; Helen Lawin, tv operations mgr.; Lloyd Durant, director of film; Irving Ross, tv commercial director.
Radio-Television Media Buyers: Fredertek Apt, media director; Herbert Gruber, associate media director; Ruth Bayer, media buyer; Gerald Levy, assistant to associate media director; Alice Douglas, copy coordinator.
George Patton Adv., 6305 Yucca St., Hollywood 28, Hollywood 2-0841.
Radio-Television Media Buyer: Lyn Carr, timebuyer.

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Paulson-Gerlach & Assoc. Inc. 606 W. Wisconsin Ave., Milwaukee 3. Broadway 1-8877.

Radio-Television Dept.: Earl H. Swanson, executive vice president; Ronald W. Hoover, vice president.

Radio-Television Media Buyer: Eleanor B. Weiss, media director.

Peck Adv. 400 Madison Ave., New York 17. Plaza 3-0900.

Perry-Brown Inc. 2881 Vernon Place, Cincinnati 19. Plaza 1-8200.

Radio-Television Dept.: Edward J. Doran, radio-tv director.

Radio-Television Media Buyer: Maggie Stefansson, timebuyer.

Alfred M. Pettler Adv. Agency. 6 Bryant Way, Orange, Calif. Clifford 4-4393.

Pfanz-Finkle Inc. 146 W. Hanover St., Trenton 8, N. J. Lyric 9-2555.

Radio-Television Dept.: Albert Finkle, pres.

Radio-Television Media Buyer: Jane Pfarr Feldmann.

Stanley Pfaum Assoc. 8693 Wilshire Blvd., Beverly Hills, Calif. Olympia 2-0332.

Radio-Television Dept.: Stanley Pfaum, partner.

Radio-Television Media Buyer: Anne Sklar.

Phillips-Ramsey Inc. 304 Ivy St., San Diego 7. Calif. Belmont 4-6401.

Radio-Television Dept.: O. W. Huff, radio and television director.

Radio-Television Media Buyer: Thomas P. Rhodes.

Posner-Zabin. 95 Madison Ave., New York 16. Murray Hill 9-2676.

Radio-Television Dept.: James B. Zabin.

Potts Woodbury Inc. 2233 Grand Ave., Kansas City 8, Mo. Grand 1-5775.

Powell, Schoenbrod & Hall Adv. 430 N. Michigan Ave., Chicago 11. Mohawk 4-0620.

Product Services Inc. 17 E. 45th St., New York 17. Murray Hill 7-0204.

Publicidad Badillo Inc. Fernandez Juncos 1470, Santurce, P. R. 3-2710.

Radio-Television Dept.: Joacin Diaz, director; Feliz Santiesteban, tv assistant; Hilda Vega, radio assistant.

Radio-Television Media Dept.: Teresa J. de Figueroa, media dept. director; Iris Irizarry, assistant.

New York 17: 122 E. 42nd St. Murray Hill 2-0521. Raymond Fornier, vp; Eugenio Rivera, assistant mgr.

Publicis Corp. 133 Champs Elysees, Paris, 8eme, France.

Radio-Television Dept.: Bernard Musnik, pres., 610 Fifth Ave., New York 20. Plaza 7-2273.

Q

Henry Quednan Inc. 404 Thirteenth St., Tampa, Fla. 2-0191.

Radio-Television Dept.: Walter K. Rhoads, director of radio and television; Betty Barthle, media director.

Miami 32: Pan American Bank Bldg. Franklin 1-8643.

Radio-Television Media Buyer: George Chamberlain, branch mgr.

R

Fred M. Randall Co. Book Bldg., Detroit 26. Woodward 1-4662.

Radio-Television Dept.: Harry E. Grady, radio-tv director.

Batcliffe Adv Agency. Mercantile Bldg., Dallas 1, Tex. Riverside 2-8035.

Radio-Television Dept.: Wilma H. Wilson, radio-tv director.

Beach, McClintock & Co. 505 Park Ave., New York 22. Plaza 1-7300.

Radio-TV Dept.: Werner Michel, vp, radio-tv director; Ted Okon, producer, radio-tv productions supervisor; James Graham, producer, radio-tv traffic.

Radio-TV Media Buyers: Macdonald Dunbar, media director; Timothy J. O'Leary, head timebuyer; Emil Zoli, media assistant.

Newark 2, N. J.: 69 Washington St. Market 3-5100. F. R. Risley, senior vp-mgr; Marc Sextias, media director.

Chicago: Prudential Plaza. Delaware 7-5664. Philip M. White, vp-mgr; Helen Schlichter, media director.

Minneapolis: 705 Second Ave. S. Federal 9-8041. George O. Ludtke Jr., vp-mgr; Leo Olstad, media director.

Los Angeles: 6434 Wilshire Blvd. Webster 3-9167. Harry Witt, vp-mgr; Blanche Graham, media director; John A. Potter, radio-tv director.

Boston: 80 Federal St. Douglass Coady, mgr.

Reinhardt Adv. Inc. 1736 Franklin St., Oakland 12, Calif. Templebar 2-2408.

Radio-Television Media Buyer: A. Leo Bowman.

E. W. Reynolds Ltd. 154 University Ave., Toronto 1. Empire 2-2351.

Radio-Television Dept.: Henry E. Karpus, vp radio-tv; Arthur Gaudier, radio-tv co-ordinator; Edward Yanush, radio-tv co-ordinator.

Radio-Television Media Buyers: Helen Anderson, media director; Vera Hopkins, timebuyer.

Montreal: 1440 St. Catherine's St. W. University 6-1775. Jean Tougas, George Grant-Hudon, radio-tv executives; Mildred North, media buyer.

Fletcher D. Richards Inc. 10 Rockefeller Plaza, New York 20. Judson 6-3400.

Television-Radio Dept.: S. J. Frolick, vp & director, Television-Radio Dept.; William Vance, tv-radio copy-production chief; Michael Levin, tv-radio writer-producer; Robert Nugent, tv-radio account executive; Vic Miranda, tv art director; Steve Roppolo, tv-radio writer-producer.

Radio-Television Media Buyers: Sam Gill, vp & director of media and research; James Kelly, broadcast timebuyer.

Chicago 1: 221 N. LaSalle St. Financial 6-3535.

Montreal 2: 550 Sherbrooke W. Belair 8821.

Hollywood 28: 6233 Hollywood Blvd. Hollywood 3-4194.

San Francisco 4: 58 Sutter St. Exbrook 2-6025.

Ridgway Adv. Co. 8008 Carondelet, St. Louis 5. Parkview 1-3755.

Radio-Television Dept.: E. A. W. Schulenburg, media director; Casper S. Yost, pres.

Radio-Television Media Buyer: Tholma L. Lewis, assistant media director.

Riedl & Freed Adv. Inc. 424 Lakeview Ave., Clifton, N. J. Gregory 1-7900.

Radio-Television Dept.: Jan Gilbert Stearns, media director.

Fred Riger Adv. Agency. 66 Hawley St., Binghamton, N. Y. 3-7323.

Radio-Television Dept.: Ruth M. Hider, radio-tv director.

Ritter-Lieberman Inc. 1242 Turner St., Allentown, Pa. Herlock 5-9848.

Radio-Television Dept.: George Lieberman, supervisor; Max Levine, director.

Dan Rivkin Agency. 1418 Walnut St., Philadelphia 31. Pennypacker 5-5766.

Radio-Television Dept.: Dan Rivkin.

Marshall Robertson Adv. 1550 Speer Blvd., Denver 4. Keystone 4-6269.

Radio-Television Dept.: Marshall G. Robertson, pres; Mary A. Robertson, sec-treas; John Eby, vp; Lavern Everson, art director; Jack Helling, tv director; Margaret Pierson, radio director.

Robinson, Adleman & Montgomery. 2016 Walnut St., Philadelphia 3. Locust 8-5885.

Radio-Television Dept.: Edward J. Uhler, vp.

Robinson, Jensen, Fenwick & Haynes Inc. 1111 Wilshire Blvd., Los Angeles 17. Huntley 2-2050.

Radio-Television Dept.: Lee Laufer, tv-radio producer.

Radio-Television Media Buyer: Robert C. Neuman, media director.

Roche, Rickerd & Cleary Inc. 135 S. LaSalle St., Chicago 3. Randolph 6-9760.

Radio-Television Dept.: Kirby Roche, radio-tv director.

Radio-Television Media Buyer: Frank Hake-will, vp and timebuyer.

Irving Rocklin & Assoc. 32 W. Randolph St., Chicago 1. Randolph 6-2324.

Radio-Television Dept.: Marjorie Lovinger, copy chief; Sue Wurtzburg, production; Trina Shuchat, film buyer; Robert Rocklin, traffic; Ira Segall, tv director.

Radio-Television Media Buyer: Irving Rocklin.

The Rockmore Co. 57 W. 57th St., New York 19. Plaza 8-2400.

Robert Sherwin Rodgers & Assoc. Inc. 46 E. Chicago Ave., Chicago 11. Superior 7-5706.

New York: 853 Seventh Ave. Circle 5-6971.

Los Angeles: 8506 Sunset Blvd.

Rogers & Smith. 20 N. Wacker Dr., Chicago 4. Dearborn 2-0020.

Dallas 1, Tex.: Insuromedic Bldg. Riverside 1-6044.

Kansas City 6, Mo.: 903 McGee St. Victor 2-9400.

Roland-Bodee Adv. Co. 10 E. 40th St., New York 16. Murray Hill 3-7143.

Radio-Television Dept.: Jack Roland, Lew Bodee, Walter Buchholz.

Ronalds Adv. Agency Inc. 1440 St. Catherine St. W., Montreal. University 6-9471.

Radio-Television Dept.: P. S. Golick, vp in charge of radio-tv; Arthur Weinthal, mgr of radio-tv dept.

Radio-Television Media Buyer: Mary Laphkas, timebuyer.

Toronto 2E: 108 Peter St. Empire 3-0237.

Radio-Television Dept.: G. B. Lodge, director.

Radio-Television Media Buyer: Lyn Salloum, timebuyer.

Edmonton, Alberta: 218 Tegler Bldg. 2-8356.

Radio-Television Dept.: Garry Stevens, mgr.

Radio-Television Media Buyer: Garry Stevens.

Charles Ross Adv. Agency. 6000 Sunset Blvd., Hollywood 28. Hollywood 2-1184.

S. Lawrence Rothman Adv. Peoples Union Bank Bldg., McKeesport, Pa. Orchard 3-0900.

Radio-Television Dept.: Larry Rothman, radio-tv time and talent buyer.

Rowland Rolles Co. Dan Waggoner Bldg., Fort Worth 2, Tex. Edison 2-2261.

Radio-Television Dept.: Maxwell Goodman, pres; Claudia Bengel, radio-tv director.

Radio-Television Media Buyer: Pat Braud-riek.

Ross Roy Inc. 2751 E. Jefferson Ave., Detroit 7. Lorain 7-3900.

Hollywood 28, Calif.: 1680 N. Vine St., Hollywood 9-6263.

Windsor, Ont. Canada Trust Bldg. Clear-water 6-2371.

The Rumrill Co. Inc. 1895 Mt. Hope Ave., Rochester 20, N. Y. Browning 1-2150.

Radio-Television Media Buyer: Grace Danelo, radio-television co-ordinator.

Buffalo 2: 374 Delaware Ave. Madison 8020.

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Advertising Agencies CONTINUED

Television Dept.: Richard C. Shepard, radio-television director. Radio-Television Media Buyers: Richard C. Shepard.
 Utica 3. 10 Hopper St. Utica 3-7544. Moser & Collins Division.
Lowe Munkle Adv. Liberty Bank Bldg., Oklahoma City. Itagent 6-3521.
 Radio-Television Dept.: Howard Neumann, vp; Monty Mann, vp; Mack Fuller, radio-tv director.
 Radio-Television Media Buyer: Pattie Moreland, media director.

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Ben Sackheim Inc. Plaza Hotel, 2 West 59th St., New York 19, Plaza 1-2200.
 Radio-Television Dept.: William Pitts, vp, radio-tv, William Gauker, media director.
 Radio-Television Media Buyer: Robert A. Glatzer, timebuyer.
Maxwell B. Sackheim Inc. 545 Madison Ave., New York 22. Plaza 1-3151.
 Radio-Television Dept.: Joseph Gans, vp, radio-tv director.
St. Georges & Keyes Inc. 250 Park Ave., New York 17. Yukon 6-7575.
Sanders Adv. Agency Inc. Interurban Bldg., Dallas 1, Tex. Riverside 7-1532.
 Radio-Television Dept.: Tena Cummings, director of radio-tv.
Sanders, Shideler, Frost & Shaffer. 8506 Sunset Blvd., Hollywood 28, Calif. Olympia 2-0770.
 Radio-Television Dept.: Stu Sanders, Hal Shideler, Jack Frost, Bill Shaffer.
Walker Saussey Adv. Inc. 1501 Canal St., New Orleans, La. Jackson 2-9212.
 Radio-Television Dept.: I. J. Vidacovich Sr., creative director of ad needs; John T. Browne, in charge of television and radio production.
 Radio-Television Media Buyers: F. J. Stake-lum Jr., J. C. Shields Jr. and Jules Robert, buyers; Diane Kramer, assistant buyer.
Frank B. Sawdon Inc. 60 E. 60th St. New York 22. Plaza 1-4546.
 Hollywood 28: 6363 Sunset Blvd. Hollywood 4-3129.
Schneider Gordon Ltd. 1234 St. Catherine St. W., Montreal, University 1-4704.
 Radio-Television Dept.: Mrs. Ray Girouard, tv-traffic mgr.
 Radio-Television Media Buyer: Mario Paulo Heroux.
Harry Schneiderman Inc. 111 W. Jackson Blvd., Chicago 4. Webster 9-3924.
Gordon Schonfarber & Assoc. 58 Weybosset St., Providence 3, R. I. Gaspee 1-4813.
 Radio-Television Dept.: Richmond A. Patterson, radio-television director.
 Radio-Television Media Buyers: Gordon Schonfarber, pres; Russell Edwards, vp.
Mark Schreiber Adv. Inc. 1050 Fox St., Denver 1, Alpine 3-2083.
 Radio-Television Media Dept.: Robert E. Hahn, tv director; James Farquhar, radio director.
 Radio-Television Media Buyers: Fran Deller, Brad Batten, Lowell Switzer, Mark Schreiber.
Schwab & Beatty Inc. 455 Madison Ave., New York 22. Murray Hill 8-3813.
 Radio Dept.: 38 E. 57th St. Plaza 1-1657, New York 22.
B. Jack Scott Inc. 814 N. Michigan Ave., Chicago 11. Whitehall 4-6356.
Seltner Assoc. 117 W. Duval St., Jacksonville, Fla. El 4-0461.
 Radio-Television Dept.: Robert L. Seltner Jr., pres; Barbara M. Seltner, sec-treas; Robert Dawson, art director.
Kon Seltz & Assoc. Inc. 2040 W. Wisconsin Ave., Milwaukee 3. West 3-5340.
Sekelomian & North Inc. 18 E. 48th St., New York 17. Plaza 3-9700.
Selders-Jones-Covington Inc. 3253 Broadway, Kansas City 11, Mo. Jefferson 1-5630.

Radio-Television Dept.: David V. Seldors, Albert M. Travis.
 Radio-Television Media Buyer: Geraldine Lay.
Henry Senne Adv. Inc. 75 E. Wacker Dr. Chicago 1. Randolph 6-6932.
 Radio-Television Dept.: Henry Senne, director; William Barth, assistant director.
 Radio-Television Media Buyers: William Barth, Jean Meyers, timebuyers.
Leonard Shave Agency. 6061 Hollywood Blvd., Hollywood 28, Calif. Hollywood 9-2258.
 Radio-Television Dept.: Leonard Shave, J. M. Lench, Peter deLima, Mary Reynolds.
Jack T. Sharp Adv. 2036 E. 22nd St., Cleveland 15, Ohio. Superior 1-1700.
John W. Shaw Adv. Inc. 51 E. Superior St., Chicago 11. Mohawk 4-6223.
 Radio-Television Dept.: Hathaway C. Kemper, radio-television director; Richard L. Rogger, media mgr.
 Radio-Television Media Buyers: Bobbie Landers, Isabel McCauley, timebuyers.
Shay Adv. Agency. 1610 Argyle Ave., Hollywood 28, Calif. Hollywood 4-1133.
 Radio-Television Dept.: Jean G. Shay.
Sheldon Fredericks Adv. Assoc. 175 Fifth Ave., New York 10. Gramercy 7-5393.
Sherrill & Preis Inc. 3200 Maple Ave., Dallas 4, Tex. Riverside 1-6375.
 Radio-Television Dept.: W. W. Sherrill, pres; Robert I. Preis, vp; Sheldon L. Kaplan, radio-tv director.
Silton, Brother, Callaway Inc. 131 Clarendon St., Boston 6, Mass. Copley 7-3730.
Simons-Michelson Co. 1126 Lafayette Bldg., Detroit 26. Woodward 4-3000.
Leonard M. Sive & Assoc. Inc. 710 Broadway, Cincinnati 2. Garfield 1-3000.
Smalley, Levitt & Smith Inc. 643 S. Olive, Los Angeles. Madison 3-5336.
 Radio-Television Dept.: Jack Smalley, Charles Levitt, Helen Sullivan.
Joseph Smith Adv. Agency. 44 Church St., Burlington, Vt. University 2-2391.
 Radio-Television Dept.: Joseph Smith, owner; Donald Boutilier, art director; Marie Edmundson, research director; Jane Hickey, chief of copy.
 Radio-Television Media Buyers: Joseph Smith, George Smith.
Smith & Dorian Inc. 39 W. 56 St., New York. Plaza 3-8770.
 Radio-Television Dept.: Gerald J. Kaufman, radio-tv director.
 Radio-Television Media Buyer: Judith Minster.
 Hartford 5: 69 Cillett St. Chapel 2-2394.
 Alan R. Burman, mgr.
 San Francisco 8: 260 Kearny St. Yukon 6-5671. Paul R. Grinnard, mgr.
Smith, Taylor & Jenkins Inc. 223 Fourth Ave., Pittsburgh 22. Atlantic 1-9312.
 Radio-Television Dept.: Thomas J. MacWilliams, tv director; Leslie B. Sterne, radio director.
Raymond Spector Co. 445 Park Ave., New York 60. Murray Hill 8-4407.
 Raymond Spector, pres-treas.
 Radio-Television Dept.: Charles Goldberg, tv-radio director; Bernard Ludin, production mgr.
Staake & Schoonmaker Co. Kalamazoo Bldg., Kalamazoo, Mich. Flreside 3-1678.
Charles Stahl Adv. 6831 Hawthorn Ave., Hollywood 28, Hollywood 2-7341.
 Radio-Television Media Buyers: Don Lewis, John Perkins, Doris Armstrong, timebuyers.
 New York: 521 Fifth Ave. Murray Hill 7-5490. Robert Franklin, radio-tv executive.
Stanfield, Johnson & Hill Ltd. Dominion Square Bldg., Montreal, University 6-8741.
 Radio-Television Dept.: Berkeley A. Quill, mgr of radio-television creative production.
 Radio-Television Media Buyers: John P. O'Flaherty, Mary McCowan, timebuyers.
 Toronto 5: 255 Davenport Rd. Walnut 4-8481.
 R. Campbell, radio-television director, W. R. Ross, timebuyer.
Stockton, West, Burkhart Inc. First National Bank Bldg., Cincinnati 2. Dunbar 5600.
Stockwell & Marcuse Adv. Agency. Industrial Bldg., Detroit 26. Woodward 1-4484.
 Radio-Television Dept.: William H. Stockwell, Philip R. Marcuse, Donald R. Hodgins.
Stodel Adv. Co. 850 S. Hill St., Los Angeles 14. Madison 2-1193; Stanley 3-3589.
 Radio-Television Dept.: Edward C. Stodel, director; Charlotte Stodel, timebuyer; J. P. Seyster, copy chief.
Stoetzel & Assoc. Inc. 367 N. Michigan Ave., Evanston, Ill. State 3-9277.
 Radio-Television Media Buyer: Leona Murphy, director of media.
Storm Adv. Co. Inc. 72 East Ave., Rochester 4, N. Y. Baker 6-0140.
 Radio-Television Dept.: Morry Storm, pres; Jean E. Schantz, executive vp; Gordon E. Cole, vp; Vincent Marcone, art director and vp.
 Radio-Television Media Buyers: Morry Storm, Gordon E. Cole, Charles Angell, Barbara Herman.
 St. Louis 8: 4971 Maryland Ave. Forest 1-8700. Jean E. Schantz, executive vp and general mgr.
Strauchen & McKim Adv. 6 E. 4th St., Cincinnati 2. Main 1-1818.
 Radio-Television Dept.: Holmes E. Leed, radio-tv director.

Street & Finney Inc. 45 W. 45th St., New York 36. Circle 6-1700.
Sullivan, Stauffer, Colwell & Bayles, Inc. 477 Madison Ave., New York 22. Murray Hill 8-1600.
 Ray Sullivan, ohmn of bd; Brown Bolte, pres.
 Radio-Television Dept.: Donald D. Stauffer, partner in charge of tv-radio; Philip H. Cohen, vp and tv-radio director; George Frey, vp in charge of network operations; Frank Reed, business mgr and director of station relations; Corey Allen, new programs.
 Radio-Television Media Buyers: Frank Minahan, vp-media director; Vera Brennan, chief timebuyer; Jack Canning, Bob Anderson, Jeanne Sullivan, Steve Suren, Ira Gonsler, Tom O'Dea, Don Ross, Fred Spruytenburg, timebuyers.
 Hollywood 28: 6253 Hollywood Blvd. Hollywood 4-2119. John J. Van Nostrand, vp, tv-radio director; Robert Baijin, vp; John G. Cole, director of west coast film production.
Sutherland-Abbott. 681 Boylston St., Boston 16. Copley 7-8600.
 Radio-Television Dept.: Thomas R. Coverly Jr., radio-tv director; Joanne Barbour, assistant radio-tv director.
Sylvester Adv. Agency. 1120 N. Hill Ave., Pasadena 7, Calif. Sycamore 4-1179.
 Radio-Television Dept.: Ellsworth Sylvester, pres; Linda Stay, office mgr.

T

Tatham-Laird Inc. 64 E. Jackson Blvd., Chicago 4. Harrison 7-3700.
 Radio-Television Dept.: Dan Ryan, director of radio-tv commercials.
 Radio-Television Media Buyers: George A. Bolas, director, media activities; John Deacon, Philip Gure, Donald Graese, Murray Rodger, timebuyers.
 New York 22: 3 E. 64th St., Plaza 1-4680.
 John Masterson, mgr.
 Hollywood 28: 1630 Vlna St. Hollywood 1-9228. Victor Hunter, mgr.
George Taylor Adv. Agency. 420 Market St., San Francisco 11. Garfield 1-6312.
 Radio-Television Dept.: George Taylor.
Taylor-Norworthy Inc. Dallas Federal Savings Bldg., Dallas, Texas.
 Radio-Television Dept.: Ben January, radio-tv director.
Teach Agency Inc. 1004 E. Jefferson Ave., Detroit 7. Woodward 2-7368.
 Radio-Television Dept.: M. M. Winthrop, pres; V. L. Marcinak, vp and treas.
J. Walter Thompson Co. 420 Lexington Ave., New York 17. Murray Hill 8-2000.
 Stanley Rosor, ohmn of bd; Henry C. Flower Jr. and Samuel W. Meek, vice chairmen; Norman H. Strouse, pres.
 Radio-Television Dept.: Dan Seymour, vp, director; H. Bart McHugh Jr., vp, associate director; John F. Davine, vp in charge of administration; Robert E. Buchanan, Storrs Haynes, Woodrow Benoit, tv group heads.
 Radio-Television Media Buyers: Arthur Porter, vp, media director; Richard P. Jones, associate media director, media mgr; Ruth Jones, associate media director, broadcast-station relations supervisor; Phillip Birch, Jack Green, Robert Lillian, James Luce, Anne Wright, associate media directors.
 Polly Allen, Marie Barbato, Joseph Barker, Paul Bures, Thomas Glynn, Robert Gorby, Jay Goshen, John Gray, Edward Green, Don Ingram, John Keefe, Mario Kircher, Mike La Terre, Gloria Mahanoy, Frank Marshall, Peg McAuley, Allen Parks, S. Spencer Scott, Carrie Senatore, Jayno Shannon, Joan Shall, John Sisk, Ann Spollen, Dorothy Thornton, Harold Veltman, Richard Vorco, John Waterman, timebuyers; Lucian Chincac, James Gesner, broadcasting analysts.
 Chicago 11: 170 N. Michigan Ave. Mohawk 4-6700.
 Radio-Television Dept.: John Mosman, director of radio-tv; Sarah Frank, broadcasting research.
 Radio-Television Media Buyers: John de Bevoce, vp, media director; A. G. Ensrud, Richard Hyland, Robert Thurmond, E. K. Grady, George Haller, associate media directors; Edward Fitzgerald, senior timebuyer; John Rohrbach, Robert Atwood, Harry Furlong, Marvis Burns, Sylvia Rut, Ellen Curlsen, Marie Rogers, Peggy Willebrand, Bernice McTaggart, timebuyers.
 Detroit 26: 535 Griswold St. Woodward 2-8990. Donaldson Thorburn, account supervisor; Eldon Hazard, John Hainey, account representatives.
 Hollywood 48: 6505 Wilshire Blvd. Olive 3-0300. Cornwell Jackson, mgr; Charles Vanda, vp, director of programming; William Wilgus, vp, production supervisor.
 San Francisco 4: 320 California St. Garfield 1-3510. Forrester Mashbir, group head; Frances Austin, timebuyer.
The Thompson-Koch Co. 1460 Broadway, New York 18. Lackawanna 4-8400.
Thompson-Petersen Adv. Agency Ltd. 216 Victoria St., Toronto 1. Empire 8-8091.
 Montreal: Sun Life Bldg. University 6-9745.
Charles Tumbraw & Assoc. Inc. Fidelity Bank Bldg., Knoxville, Tenn. 5-9424.
 Radio-Television Dept.: John Fitzpatrick, Evan McLean.
Tracy-Looks Co. 2501 Cedar Springs Rd., Dallas 1, Tex. Riverside 8-4741.
 Houston: 2322 W. Holcombe Blvd. Mohawk 7-8352.

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KTRK-TV, channel 13

New Orleans: 521 Royal St. Canal 9278.
Philadelphia: Suburban Station Bldg. Rittenhouse 6-7136.

Robert Traylor Adv. 1525 N. Union Blvd., Colorado Springs, Colo. Melrose 4-3629.
Radio-Television Dept.: Robert D. Traylor, radio-tv director.

The Tullis Co. 6000 Sunset Blvd., Hollywood 28. Hollywood 2-6333.

Radio-Television Dept.: Howard L. Tullis, pres; Harold J. Davis, vp-radio director; Jerry Pomerance, vp-tv director.
Radio-Television Media Buyers: Willy Brasie, timebuyer-radio; Ann Stone, time-buyer-tv.

V

Van der Boom, Hunt, McNaughton Inc. 672 S. Lafayette Park Pl., Los Angeles 57. Dunkirk 2-6293.

Van Sant Dugdals & Co. 15 E. Fayette St., Baltimore 2. Lexington 9-5400.

Radio-Television Dept.: Robert V. Walsh, director of radio-television, F. D. Tillet, production director, Rita G. Eastman, time-program director.

Radio-Television Media Buyers: Rita G. Eastman, chief timebuyer; Evelyn Nutman, timebuyer.

Vickers & Benson Ltd. Keefer Bldg., Montreal, Que. University 6-7701.

Toronto, Ont.: 110 Church St. Empire 4-6301.

Victor & Richards Inc. 565 Fifth Ave., New York 17. Oxford 7-6960.

Carlo Vinti Adv. 551 Fifth Ave., New York 17. Murray Hill 2-8061.

Radio-Television Dept.: Carlo Vinti, pres; Joseph Vinti, vp and production mgr, Augusto Mauro, copy chief.

Radio-Television Media Buyers: Carlo Vinti, Joseph Vinti.

W. L. Vomack Inc. 2620 E. 18th St., Brooklyn 35. N. Y. Dewey 2-1922.

William von Zehle & Co. 441 Lexington Ave., New York 17. Murray Hill 2-9010.

W

WABD Adv. Inc. 730 Fifth Ave., New York 19. Columbus 5-3530.

Radio-Television Dept.: Charles Bernard, pres; Rita L. Hughes, assistant to pres; Phillip Leeds, legal; Leonard Kessler, art director.

Geoffrey Wade Adv. 20 N. Wacker Dr., Chicago 6. State 2-7359.

Albert G. Wade II, executive director; Paul McCluer, gen mgr.

Radio-Television Dept.: Jack Farnell, radio-tv director; Grover J. Allen, assistant to radio-tv director; Booth Luck, tv film director.

Radio-Television Media Buyers: Louis J. Nelson, director of marketing (media and research); Davis S. Williams, media director; Arvid Anderson, Bob Jolly, John Schroeder, media associates.

New York 17: 6 E. 45th St. Oxford 7-9261.

Henry J. Opperman, office mgr (eastern radio-tv director).

Wade Adv. Agency Inc. (Affiliate of Geoffrey Wade Adv.) 6381 Hollywood Blvd., Hollywood 28. Hollywood 4-7457.

Albert G. Wade II, pres; Forrest F. Owen Jr., exec vp and gen mgr.

Radio-Television Dept.: Edgar C. Pierce, radio-tv director.

Hugo Wagenseil & Assoc. Co. Talbot Bldg., Dayton 2, Ohio. Baldwin 2-5542.

Radio-Television Dept.: Frederic R. Harwood, account executive.

W. S. Walker Adv. Inc. Oliver Bldg., Mellon Sq., Pittsburgh 22. Grant 1-1900.

Radio-Television Dept.: Robert D. Stevens, radio-television director.

Wank, Court & Lee Inc. 1405 Industrial Rd., San Carlos, Calif. Lytell 1-1747.

Ward, Frojen Adv. Inc. 3356 Wilshire Blvd., Los Angeles 5. Dunkirk 1-2107.

Radio-Television Dept.: Robert J. Ward, Robert C. Frojen.

Paul C. Warren Adv. Ninth-Chester Bldg., Cleveland 14, Ohio. Superior 1-2454.

William Warren, Jackson & Delaney. 45 W. 45th St., New York 36. Judson 6-0350.

Warren & Litzberger Adv. 805 First National Bldg., Davenport, Iowa. 6-2596.

Radio-Television Dept.: George W. Meister, television director; Roger S. Smith, media director.

Warwick & Legler Inc. 375 Park Ave., New York 22. Plaza 1-4700.

H. Paul Warwick, pres.

Radio-Television Dept.: William P. Warwick, vp and radio-tv director; Grant Tinker, director of tv programming; Andrew Christian, tv-radio executive producer; Evangeline Hayes, film production coordinator; Benjamin Colarossi, tv art director.

Radio-Television Media Buyers: H. H. Dobbertein, vp and media director; Joseph Hudak and John Hughes, timebuyers.

Watts, Payne Adv. Inc. 900 S. Main, Tulsa, Okla. Diamond 3-8108.

Radio-Television Dept.: Don S. Mitchell, radio-tv director; Larry Bettis, production coordinator; Betty Schellhaas, traffic administrator; Eleanor Novac, copywriter.

Radio-Television Media Buyers: Don S. Mitchell, Betty Schellhaas, Don Dyer, Leslie Hauger, Jack Tubbs, George Breidenbach.

Tucker Wayne Co. 1175 Peachtree St., Atlanta 9, Ga. Trinity 1-3856.

Radio-Television Dept.: Anne A. Benton, media director; Leigh Kelley, vp, film buyer.

Radio-Television Media Buyers: Ruth E. Trager, Ann Hutcheson.

New Orleans, Lee Circle Bldg., St. Charles Ave. Magnolia 6567.

Weaver-Gardner Inc. Oppenheim Bldg., St. Paul 1. Capital 4-4715.

Radio-Television Dept.: Luther P. Weaver, tv director; Don Gardner, radio director; Lou Sarbach, senior radio-tv writer.

Radio-Television Media Buyer: June Gilats, timebuyer.

Webb Assoc. Inc. 330 Fifth Ave., New York 17. Longacre 5-6452.

Webber Adv. Agency. 103 College Ave., S.E. Grand Rapids, Glendale 6-1826.

Radio-Television Dept.: C. Reid Webber Sr., principal; D. E. Forney, radio-tv production.

R. W. Webster Adv. 816 W. Fifth St., Los Angeles 17. Madison 9-2283.

Radio-Television Media Buyer: Max Heymann, timebuyer.

John P. Weidenhamer & Assoc. Inc. 1735 Park St., Harrisburg, Pa. Cedar 4-1808.

Milton Weinberg Adv. 6523 Wilshire Blvd., Los Angeles 48. Oliver 3-2300.

Radio-Television Dept.: Joel Stearns, media director; Bette Ward, assistant media director; Bill Zeck, radio-tv production director.

Weiner & Gossage Inc. 145 California St., San Francisco. Yukon 2-2700.

Radio-Television Dept.: Howard L. Gossage, vp and creative director.

Radio-Television Media Buyer: Marilyn Johnson, timebuyer.

Edward H. Weiss & Co. 360 N. Michigan Ave., Chicago 1. Central 6-7252.

Edward H. Weiss, pres.

Radio-Television Dept.: Marvin L. Mann, vp and radio-tv dir.

Radio-Television Media Buyers: Jack Bard, vp in charge of media and marketing; Nora Marcus, Les Goldsmith, Joan Mandel timebuyers.

New York 22: 460 Park Ave. Plaza 8-0992.

Peggy Schilling, mgr.

Weiss & Geller Inc. 400 Madison Ave., New York 17. Plaza 3-4070.

Radio-Television Dept.: Max Tendrich, director of media; Frances Rosen, broadcast traffic mgr.

Radio-Television Media Buyer: Jack Geller, chief timebuyer.

Welch, McKenna Inc. 800 W. 9th Ave., Denver 4. Main 3-5368.

Radio-Television Dept.: A. J. McKenna, vp in charge of radio-tv.

Radio-Television Media Buyers: A. J. McKenna, Don Klock, Wayne A. Welch.

Wendt Adv. Agency. Strain Bldg., Great Falls, Mont. Glendale 2-8581.

Radio-Television Dept.: W. E. Wendt, Zelma H. Schroeder, W. S. Oliver.

Wentzel, Walwright, Foister & Poore Inc. 251 E. Grand Ave., Chicago 11. Delaware 7-3944.

Radio-Television Dept.: Maurice L. Fisher, vp and radio-tv director; John J. Foister, vp; Glenn Heinlein.

Radio-Television Media Buyers: Marjorie Aberg, media supervisor; Sally Ullman, media buyer.

The Wesley Assoc. Inc. 630 Fifth Ave., New York 17. Judson 2-8050.

Radio-Television Dept.: Joseph B. Knapp, media director.

West-Marquis Inc. 1220 Wilshire Blvd., Los Angeles 17. Madison 9-2214.

San Francisco 3: 785 Market St. Garfield 1-1716.

Seattle 4: Dexter Horton Bldg. Mutual 1066.

Western Adv. Agency Inc. 35 E. Wacker Dr., Chicago 1. Andover 3-2545.

Racine, Wis.: 610 Wisconsin Ave. 4-6605.

Wexton Adv. Agency. 444 Madison Ave., New York 22. Murray Hill 3-4050. Larry Schwartz, pres.

Radio-Television Dept.: Adrian Price, vp, chmn of executive committee; John Eckstein, director of broadcast accounts; Josephine Stredler, media dept.

Wheeler-Kight & Galney Inc. 975 S. High St., Columbus 6, Ohio. Hickory 3-6526.

Wherry, Baker & Tilden Inc. 919 N. Michigan Ave., Chicago 11. Delaware 7-8000.

White Adv. 2010 S. Utica St., Tulsa 4. Riverside 2-2428.

Radio-Television Dept.: L. E. White, radio-tv director.

White & Shuford Adv. 1821 Wyoming St., El Paso, Texas. Keystone 3-4181.

Wildrick & Miller Inc. 620 Fifth Ave., New York 20. Judson 6-3310.

Williams & London Adv. 55 Park Pl., Newark 2. N. J. Market 2-6363.

Edwin Bird Wilson Inc. 52 Wall St., New York 6. Digby 4-6780.

Radio-Television Dept.: Howard E. Schneider, executive vp.

Radio-Television Media Buyer: Daniel E. Peterson.

Witnus-Brandon Co. 1706 Olive St., St. Louis 3. Chestnut 1-6380.

Radio-Television Dept.: Herbert P. Halpern, radio-television director.

Wolfe-Jickling-Conkey Inc. 327 John R. Street, Detroit 26. Woodward 1-1865.

Radio-Television Dept.: R. E. Mulvogue, C. M. Jickling.

Wolf Assoc. Inc. First Federal Savings Bldg., Rochester 4, N. Y. Baker 5-2690.

The Albert Woodley Co. 530 Fifth Ave., New York 17. Murray Hill 2-6881.

Wyman Adv. 278 Post St., San Francisco 8. Douglas 2-2135.

Radio-Television Dept.: Ruth J. Wyman, media director.

Radio-Television Media Buyer: Kathryn De Haven, assistant, broadcast media.

Y

Young & Rubicam 235 Madison Ave., New York 17. Murray Hill 9-5000.

Sigurd S. Larmon, pres.

Radio-Television Dept.: Robert P. Mountain, vp-director of radio-tv dept.; David Levy, vp-associate director.

Radio-Television Media Buyers: Peter G. Levathes, vp-media director; Everett H. Erlick, vp; William E. Matthews, vp; Kathryn Brown, Charles P. Buccieri, Thomas M. Conierford, Florence M. Dart, William P. Dollard, Seymour Drantch, John M. Flournoy, Donald C. Foote Jr., Frank T. Grady, Vance D. Hicks, Arthur E. Jones Jr., Robert C. Kowalski, Arthur J. Meagher, Jorraine V. Riggiero, James M. Scala, Thomas Viscardi, Russell A. Young, media timebuyers.

Chicago 1: 331 N. Michigan Ave. Financial 6-0750. Robert H. Brinkerhoff, vp-mgr.

Detroit 26: 645 Griswold St. Woodward 1-0067. Aldus P. Butler, vp-mgr.

San Francisco 4: 120 Montgomery St. Douglas 2-6977. George B. Richardson, vp-mgr.

Hollywood 28: 8253 Hollywood Blvd. Hollywood 9-2731. Walter Bunker, vp-mgr in charge of Hollywood radio-tv.

Los Angeles 17: 211 Wilshire Blvd. Madison 6-1641. Jack W. Smock, vp-mgr.

Montreal 2: 1235 University St. University 6-3941. Wilfrid Taylor, vp-mgr.

Toronto 1: 14 King St. W. Empire 2-2341. Trevor C. Goodman, vp-mgr.

Z

S. E. Zubrow Co. 1420 Walnut St., Philadelphia. Kingsley 6-4710.

Radio-Television Dept.: James Kirkeconnell, media director; Walter Green, copy chief.

Consultants on Management, Personnel, Other Phases of Radio and Television

Edward A. Altshuler. 1555 N. Bronson Ave., Hollywood 28. Calif. Hollywood 7-7176.

Edward A. Altshuler, pres; J. Deutsch, vp. (Consultant on sales promotion, presentations and sales training.)

Budy Bretz head, Television & Radio Div., Dept. of Theatre Arts, U of California at Los Angeles, Los Angeles 24, Calif. (Consultant on programming.)

Henry H. Buba. C.P.A. 104 E. 40th St., New York, N. Y. Oxford 7-5950. (Cost, market and financing surveys for radio and tv stations.)

Carl H. Butman. National Press Bldg., Washington 4, D. C. National 8-7346. (Consultant on regulatory matters.)

Dr. William Kenneth Cumming. 2361 St. Johns Ave., Box 4, Jacksonville 4, Fla. Evergreen 9-8093. (Consultant on educational television.)

Richard P. Doherty Television-Radio Management Corp. 1816 Jefferson Pl., N.W., Washington 6, D. C. District 7-1957. Richard P. Doherty, pres. (Management consultant.)

The Faught Co. Chrysler Bldg., New York, N. Y. Yukon 6-6325. Millard C. Faught, pres. (Management and public relations consultant.)

Hugh Feltis and Assoc. Tower Bldg., Seattle 1, Wash. Main 3-1858. (Management consultant.)

Howard S. Frazier Inc. 1736 Wisconsin Ave., N.W., Washington 7, D. C. Hobart 2-1720.

Howard S. Frazier, pres; Horace W. Gross, vp. (Management consultant, employment agency.)

Earl H. Gammons. 1735 DeSales St., N.W., Washington 6, D. C. Metropolitan 8-6550. (Consultant on regulatory and legislative matters.)

Wilt Gunzendorfer and Assoc. 8630 W. Olympic Blvd., Los Angeles 35, Calif. Olympic 2-5876. (Management consultant.)

Michael B. Hanna. 212 E. State St., Ithaca, N. Y. 4-6301. (Management consultant.)

Huffy, Eubank & Russell. Marsh Bldg., Washington 6, D. C. Sterling 3-2725. William G. Russell, pres. (Radio-tv insurance consultant and broker.)

Robert S. Keller Inc. 72 Barrow St., New York 14, N. Y. Watkins 4-6399.

205 W. Wacker Dr., Chicago 6, Ill. (Consultant on research, public relations, promotion.)

A. Lewis Kling. 511 5th Ave., New York 17, N. Y. Murray Hill 2-8276. (Broadcast advertising consultant.)

Paul B. Mowrey. 30 Central Park S., New York 19, N. Y. Plaza 8-0775. (Tv management consultant.)

National Laugh Enterprises. P. O. Box 835, Grand Central Station, New York 17, N. Y. Spring 7-6210. George Q. Lewis, director. (Consultant on comedy.)

Ted Nelson Assoc. 730 5th Ave., New York 19, N. Y. Circle 6-8470. Ted Nelson, owner; Richard Diamond, Perry Bruskin, Charles Durant, radio-tv directors. (Consultant on production, advertising, public relations.)

Consultants CONTINUED

M. S. Novik, 300 W. 23rd St., New York 11, N. Y. Algonquin 5-4355. (Consultant on public service broadcasting.)

Fred A. Palmer Co. 6800 N. High St., Worthington, Ohio. Franklin 2-7346. Fred A. Palmer, pres. (Sales consultant.)

Palmer-De Meyer Inc. 50 E. 42nd St., New York 17, N. Y. Murray Hill 2-3900. Jay R. Lazarus, director. (Employment agency.)

The Personnel Laboratory, 1 Park Ave., New York 16, N. Y. Murray Hill 5-8738. King Whitney Sr., chairman; King Whitney Jr., pres. (Employment agency specializing in personnel placement through use of aptitude-temperament tests.)

J. R. Poppale, 9 Crest Circle, South Orange, N. J. 2-2983. (Consultant on management and engineering.)

Andy Potter, 5746 Sunset Blvd., Hollywood 28, Calif. Hollywood 7-9913. (Consultant on production and marketing of stereophonic broadcasting and recording.)

Professional Placement 458 Peachtree Arcade, Atlanta, Ga. Jackson 5-4841. Sam Echestein, mgr. (Employment agency.)

S. Jay Reiner Co. 155 Mineola Blvd., Mincola, N. Y. Pioneer 7-5300. S. Jay Reiner, pres.; Richard Kane, Bernard Marden, vps. 1654 Vista Del Mar, Hollywood 28, Calif. (Consultant on national and regional contests.)

Frank M. (Scoop) Russell, 1737 DeSales St., N.W., Washington 6, D. C. District 7-7930. (Consultant on regulatory and legislative matters.)

Henry Schapper Agency, 15 E. 40th St., New York 16, N. Y. Murray Hill 3-8624. Paul Baron, director for advertising, radio, tv, film. (Employment agency.)

Sylvia Spence Assoc. 527 Lexington Ave., New York 17, N. Y. Plaza 5-2584. (Consultant on how to obtain and give awards.)

Charles Wick Co. 120 S. Mapleton Dr., Los Angeles 24, Calif. Crestview 1-2141. Charles Wick, gen mgr. (Personal and business management, financing.)

Wilsten Personnel Agency, 147 W. 42nd St., New York 36, N. Y. Bryant 9-3484. William Olsten, licensee; H. S. Busch, executive mgr. (Employment agency.)

Lowell E. Wright, Munsey Bldg., Washington 4, D. C. District 7-1740. (Consultant on tower and aeronautical problems.)

Unions and Labor Groups

*Organizations affiliated with Associated Actors and Artists of America.

**Organizations affiliated with International Alliance of Theatrical Stage Employees & Moving Picture Operators.

Actors Equity Assn.* (AFL-CIO)—226 W. 47th St., New York 36, Plaza 7-7860. Ralph Bellamy, pres.; Angus Duncan, executive secretary. 6636 Hollywood Blvd., Hollywood 28, Calif. Hollywood 2-2324. Edd X. Russell, West Coast representative. 230 Jones St., San Francisco, Calif. Graystone 4-9311. George Poultnery. 812 N. Michigan Ave., Chicago 11, Whitehall 4-3264. Mrs. Marjorie Dare. 519 Jarvis St., Toronto, Ont. Walnut 4-6279. Larry McCance.

Affiliated Property Craftsmen Local 44 (AFL-CIO)**—7429 Sunset Blvd., Hollywood 46, Hollywood 9-1152. B. C. DuVal, business representative.

American Communications Assn. (ACA) (Ind.)—5 Beekman St., New York, Cortlandt 7-1374. Joseph P. Selly, pres.; William Bender, vp.

American Federation of Labor & Congress of Industrial Organizations (AFL-CIO)—Headquarters: 815 16th St. N.W., Washington 6, D. C. National 8-3870. George Meany, pres.; Wm. F. Schnitzer, sec-treas; Albert J. Zaack, public relations director.

American Federation of Musicians (AFM) (AFL-CIO)—Headquarters: 425 Park Ave., New York. Plaza 8-0690. Herman D. Kenin, pres.; C. L. Bagley, vp; Leo Cluesmann, sec; George V. Clancy, treas. Local 10: 175 W. Washington Blvd., Chicago. State 2-0063. James C. Petrillo, pres; Edward Bankert, recording secretary. Local 802: 261 W. 52d St., New York. Plaza 7-7722. Al Manuti, pres; Al Knopf, vp; Aldo Ricci, sec; Hy Jaffe, treas.

American Federation of Television & Radio Artists (AFTRA)* (AFL-CIO)—15 W. 44th St., New York 36, N. Y. Murray Hill 7-1810. Clayton Collyer, pres; Ken Carpenter, 1st vp; Eleanor Engle, 2d vp; Virginia Payne, 3d vp; Wanda Ramey, 4th vp; Evelyn Freyman, 5th vp; Don Courtney, 6th vp; Gaines C. Batson, 7th vp; Stanley Farrar, recording secretary; Travis Johnson, treasurer; Donald F. Conaway, national executive secretary.

American Guild of Musical Artists* (AFL-CIO)—Headquarters: 247 W. 45th St., New York 36, Columbus 5-3687. John Brownlee,

pres; Hy Faine, national executive secretary. 6636 Hollywood Blvd., Hollywood 28, Hollywood 2-2334. Financial Center Bldg., Oakland 12, Calif. Glencourt 2-1498. 215 S. Broad St., Philadelphia. Kingsley 5-4310. 1 N. LaSalle St., Chicago. Financial 6-6677.

American Federation of Musicians Mutual Protective Assn. Local 47 (AFL-CIO)—817 N. Vine St., Hollywood 38, Hollywood 2-2161. Eliot Daniel, pres; John Tranchitella, vp; Max Herman, recording secretary; Leonard D. Krupnick, financial secretary; Ward Archer, tv-radio rep.; Don Morris, recording representative.

American Guild of Variety Artists (AFL-CIO)—Headquarters and Eastern Regional Office—110 W. 57th St., New York Circle 6-7130. Penny Singleton, acting pres; Joe Campo, 2d vp; Joe Evans, 3d vp; Joe Smith, treas; Sally Winthrop, recording secretary. Eastern Regional Office: Lou Smoley, director. Mid-West Regional Office: 64 W. Randolph St., Chicago. Central 6-5561. Ernie East, director. Western Regional Office: 6513 Hollywood Blvd., Hollywood 28, Hollywood 4-8281. Irvin Mazzel, director.

American Newspaper Guild (AFL-CIO)—1125 16th St. N.W., Washington 6, D. C. Sterling 3-1230. Joseph F. Collis, pres; William J. Farnon, executive vp; Charles A. Perlik Jr., sec-treas. Local 69: 816 W. Olympic Blvd., Los Angeles. Richmond 8-0241. Arthur Atwell, pres; Justin McCarthy, administrative officer. Local 71: 127 N. Dearborn St., Chicago 2. Dearborn 2-6580. Robert Holley, pres. Local 3: 133 W. 44th St., New York 36. Joseph B. Koumer, pres; Thomas J. Murphy, executive vp.

Associated Artists & Artists of America (AFL-CIO)—226 W. 47th St., New York. Circle 5-3046. Paul Dullzell, pres.

Authors League of America. (Ind.)—Headquarters: 6 E. 39th St., New York. Murray Hill 9-4950. Moss Hart, pres; Luise Sillcox, executive secretary.

Building Service Employees Local 278 (AFL-CIO)—1154 N. Western Ave., Hollywood 29, Hollywood 7-3059. John A. Buchanan, business manager.

Cinema Lodge 1185, International Assn. of Machinists (AFL)—2700 N. Highland Ave., Hollywood 28, Hollywood 7-8811. James Robertson, business manager; Richard E. Hardin, local pres.

Communications Workers of America (CWA) (AFL-CIO)—1808 Adams Mill Rd. N.W., Washington. Hudson 3-9200. Joseph A. Belrne, pres; A. E. Herrington, editor; Lee White, public relations director.

Composers & Lyricists Guild of America (Ind.)—1224 Sarah St., North Hollywood, Calif. Poplar 2-3277. Local 1027: 101 Park Ave., New York 17, Lexington 2-2333. Leith Stevens, pres; Winston Sharples, 1st vp; Walter Schumann, 2d vp; David Terry, 3d vp; Jerry Livingston, sec-treas; Ben Ludlow, assistant sec-treas; Elsa Clay, executive secretary.

Film Technicians Local 683 (AFL)**—6721 Melrose Ave., Hollywood. Webster 5-1123. A. Alan Jackson, business representative; David Arbuckle, sec.

Hollywood AFL Film Council (Composed of AFL Unions)—723 N. Western Ave., Hollywood 29, Hollywood 1-9301. Pat Somerset, pres; John W. Lehnert, vp; Edwin T. Hill, treas; H. O'Neil Shaunk, recording secretary.

Illustrators & Matte Artists of the Motion Picture, Television & Amusement Industries Local 790 (IATSE and MPMO of U.S. and Canada) (AFL-CIO)**—6636 Hollywood Blvd., Hollywood 28, Hollywood 7-4107. Zeal Fairbanks, business representative.

International Alliance of Theatrical Stage Employees & Moving Picture Operators (IATSE) (AFL-CIO)—1270 Ave. of the Americas, New York. Circle 5-4370. Richard Walsh, pres; Harland Holmden, sec-treas; Walter F. Diehl, assistant president. 6636 Hollywood Blvd., Hollywood 28, Hollywood 5-3117.

International Brotherhood of Electrical Workers (IBEW) (AFL-CIO)—1200 15th St., N.W., Washington 5, D. C. Columbia 5-8040. Albert O. Hardy, director of radio, tv & recording division. Local 45: 7265 Santa Monica Blvd., Hollywood 46, Hollywood 3-2317. Andrew J. Drachl, business manager. Local 202: 2450 17th St., San Francisco. Market 1-7786. E. J. Bird, business mgr. Local 1212: 11 W. 42d St., New York 36, Pennsylvania 6-8216. Charles A. Calame, business manager. Local 1220: 400 N. Michigan Ave., Chicago 11, Superior 7-5244. Marvin W. Balousek, pres.

International Photographers Local 659 (AFL)**—7614 Sunset Blvd., Hollywood 46, Hollywood 4-0215. Herbert Aller, business agent.

International Sound Technicians Local 695 (AFL)**—7614 Sunset Blvd., Hollywood 46, Hollywood 4-7221. Thomas A. Carman, business representative; Howard P. Knight, assistant business representative.

Make-Up Artists & Hair Stylists Local 706 (IATSE) (AFL)**—2700 N. Cahuenga Blvd., Hollywood 28, Hollywood 9-6351. Fred B. Phillips, business representative.

Motion Picture Costumers Local 705 (IATSE) (AFL-CIO)—2700 N. Cahuenga Blvd., Hollywood 28, Hollywood 9-8207. Elmer Ellsworth, business representative; Carl R. Walker, sec-treas.

Motion Picture Crafts Service Local 727, IATSE & MPMO (AFL-CIO), 7304 Santa Monica Blvd., Hollywood 46, Oldfield 4-1563. Albert K. Erickson, business representative; Orval E. Brown, financial sec-treas; Basil Casabona, local pres.

Motion Picture Film Editors Local 776 (AFL-CIO)**—1462 N. Stanley Ave., Hollywood 46, Calif. Hollywood 4-0275. John W. Lehnert, business representative; Robert F. Joseph, sec.

Motion Picture Screen Cartoonists Local 839 (IATSE) (AFL-CIO)**—13351 Ventura Blvd., Sherman Oaks, Calif. State 8-0470. Don Hillary, business representative.

Motion Picture Studio Ginetechicians Local 789 (AFL-CIO)**—1065 N. Fairfax Ave., Hollywood 46, Oldfield 4-0450. Paul E. O'Bryant, business representative; Percival F. Marston, pres.

Motion Picture Studio Electrical Technicians Local 728 (IATSE) (AFL-CIO)**—7904 Santa Monica Blvd., Hollywood 46, Vermont 8-5615. Al Franklin, business representative; Charles Futoran, local president; Reve E. Houck, sec-treas.

Motion Picture Studio Grips Local 80 (AFL-CIO)**—6928 Melrose Ave., Los Angeles 38, Vermont 8-6432. Wm. Holbrook, business representative; Ray Schultz, sec-treas.

Motion Picture Studio Projectionists Inc. Local 165 (AFL-CIO)**—1067 N. Fairfax Ave., Hollywood 46, Oldfield 4-4340. Albert R. Pullen, sec-treas.

Motion Picture Studio Set Painters Local 729 (IATSE) (AFL-CIO)**—7904 Santa Monica Blvd., Hollywood 46, Oldfield 4-3090. Ralph W. Peckham, business representative; Lenius S. Jorgensen, local president.

National Assn. of Broadcast Employees & Technicians (NABET) (AFL-CIO-CLC)—International Office: 80 E. Jackson St., Chicago 4, Wabash 2-2462. George W. Smith, international president; Arthur Hjorth, international sec-treas; Mary Ellen Trotter, Reg. 4 director; Don Cheney, representative. 35 Court St., Buffalo, Mohawk 6026. Eugene Klumpp, international vp; Edward Lynch, Reg. 2 director. 48 W. 48th St., New York. Plaza 7-3065. G. Tyler Byrne, executive vp; Harold Byers, Reg. 1 director; Eleanor Black, James Harvey, representatives; Clifford Gorsuch, Reg. 3 director, Raleigh, N. C. 335 Hayes St., San Francisco. Underhill 3-6342. Robert Lemihan, representative. 6223 Selma Ave., Hollywood. Hollywood 4-9311. Syd Rose, Reg. 5 director. 1410 Stanley St., Montreal. Plateau 5488. Giacomo Papa, assistant international sec-treas; Adrien Gagnier, Reg. 6 director. 373 Church St., Toronto. Empire 3-5219. T. J. O'Sullivan, Reg. 7 director; David J. Tasker, representative.

National Assn. of Broadcast Unions & Guilds (NABUG) (Ind.)—37 W. 46th St., New York 36, Judson 2-5130. Oliver W. Nicoll, national chmn. 6331 Hollywood Blvd., Hollywood 28, Hollywood 4-4125. Claude L. McCue, chmn. 341 Menomonee St., Chicago 11, Delaware 7-7017. H. Walter Thompson, chmn; Raymond A. Jones, sec-treas.

Corresponding Offices: Washington, D. C.; Albany, N. Y.; Albuquerque, N. M.; Atlanta, Ga.; Baltimore, Md.; Boston; Charlotte, N. C.; Chicago; Cincinnati; Cleveland; Columbus, Ohio; Dallas; Dayton; Denver; Detroit; Durham, N. C.; Erie, Pa.; Ft. Wayne, Ind.; Ft. Worth; Hamilton, Ont.; Honolulu; Independence, Mo.; Indianapolis; Kansas City; Kenosha, Wis.; La Crosse, Wis.; Los Angeles; Louisville; Madison, Wis.; Miami; Milwaukee; Minneapolis; Montreal; Newark, N. J.; New Orleans; New York; Norfolk, Va.; Omaha; Peoria, Ill.; Philadelphia; Pittsburgh; Portland, Ore.; Pueblo, Colo.; Racine, Wis.; Raleigh, N. C.; Rochester, N. Y.; Salt Lake City; San Francisco; Schenectady, N. Y.; Seattle; Sioux City, Iowa; St. Louis; St. Paul; Syracuse, N. Y.; Toronto; Utica, N. Y.

Office Employees International Union, Local 174 (OEUU) (AFL-CIO)—7866 Sunset Blvd., Hollywood 46, Hollywood 7-9178. Herman W. Pope, local pres; Max J. Krug, business representative; Gayne Schenk, assistant business representative.

Publicists Assn. Local 818 (IATSE)—2700 N. Cahuenga Blvd., Hollywood 28, Dan Thomas, pres.; Clary Barbiaux, vp; Lloyd Ritchie, business representative; Anne Wolf, sec.

Radio & Television Directors Guild (RTDG) (AFL-CIO)—International office, 141 E. 52d St., New York 22, Plaza 9-0949. Kirk Alexander, international pres; Stuart Phelps, 1st vp; Clifford Braun, 2d vp; Hal Davis, 3d vp; Tom Donovan, sec; John Dillon, treas; Newman H. Burnett, national executive director. New York Local: 114 E. 52nd St. Plaza

9-0875. Tom Donovan, pres; Martin Hoade, vp.

Chicago Local: P. O. Box 3391, Chicago 54. Clifford Braun, pres.

Hollywood Local: 7016 Hollywood Blvd. Seymour Berns, pres.

Detroit Local: Stephenson Bldg. David O. Tytherleigh, executive secretary.

Washington Local: Emerson 2-4000. Richard M. Cox, pres.

Scenic & Title Artists Local 816 (IATSE)--7429 Sunset Blvd., Hollywood 46. Clayton Thomason, business representative; F. Wayne Hill, pres.

Screen Actors Guild (SAG)--Headquarters: 7750 Sunset Blvd., Hollywood 46. Hollywood 9-7311. Leon Ames, pres; John L. Dalce, national executive secretary.

551 5th Ave., New York 17, Murray Hill 7-4623. Mrs. Florence Marston, regional director; Harold Hoffman, executive secretary.

102 E. Hubbard St., Chicago. Whitehall 2-1344. Ray Jones, representative.

1257 Penobscot Bldg., Detroit. Woodward 1-5214. Boaz Siegel, representative.

760 Market St., San Francisco. Exbrook 2-6990. Bruce Poyer, representative.

11 Beacon St., Rm. 621, Boston. Richmond 2-0298. Robert M. Segal, representative.

809 Atlas Bank Bldg., Cincinnati. James G. Andrews Jr., representative.

513 Bulkley Bldg., Cleveland. Superior 1-1930. Robley D. Evans, representative.

1101 Plaza Bldg., 535 Fifth Ave., Pittsburgh. Atlantic 1-6767. Donald B. Hirsch, representative.

Screen Cartoonists Guild--2700 N. Cahuenga Blvd. Hollywood 28. Hollywood 4-4197. William Perez, pres; Gerald Nevius, vp; Lee Mishkin, financial secretary; Sterling Starveant, recording secretary; John Matthews, warden and conductor; Jerome Bowen, business agent.

Screen Directors Guild of America (Ind.)--7950 Sunset Blvd., Hollywood 41. Oldfield 6-1220. George Sidney, pres; George Stevens, 1st vp; John Sturges, 2d vp; John Rich, sec; Lesley Selander, treas.

Assistant Directors Council: Dick Moder, pres; Ridgeway Callow, 1st vp; Bob Vreeland, 2d vp; Jack Berne, sec; Henry Brill, treas.

Screen Extras Guild (SEG) (AFL-CIO)--723 N. Western Ave., Los Angeles 29. Hollywood 1-9301. Franklin Farnum, pres; H. O'Neil Shanks, executive secretary.

Script Supervisors IATSE Local 871--7429 Sunset Blvd., Hollywood 46. Hollywood 4-1400. Thelma Preece, business representative.

Set Designers & Model Makers of the Motion Picture Television & Amusement Industry Local 847 (IATSE and MPMA of U.S. and Canada) (AFL-CIO)**--6636 Hollywood Blvd., Hollywood 28. Hollywood 7-4107. Zeal Fairbanks, business representative.

Stagehands Local 33 IATSE (AFL-CIO)--2858 W. 8th St., Los Angeles 5. Dunkirk 2-2321. Carl G. Cooper, business agent.

Story Analysts Local 854 (IATSE) (AFL-CIO)--7904 Santa Monica Blvd., Hollywood 46. Oldfield 4-1744. Margaret M. Knott, pres; Sam Thomas, business representative.

Studio Electricians Sound Technicians & Air Conditioning Engineers Local 40 (IBEW) (AFL-CIO)--1225 N. Highland Ave., Hollywood 38. Hollywood 7-5139. Charles L. Thomas, business manager.

Unit Production Managers Guild--1508 Crossroads-of-the-World. Hollywood 28. Hollywood 7-0684. C. Kenneth DeLand, pres; Edward J. Ralph, executive secretary; Eric Stacey, 1st vp; Thomas Andre, 2d vp; Joseph Behm, treas.

Writers Guild of America East (WGAE) 22 W. 48th St., New York 36. Plaza 7-3317. Evelyn F. Burke, executive director.

Writers Guild of America, West (GWAW)--8752 Sunset Blvd., Los Angeles 46. Olympia 2-6309. Edmund Hartmann, pres; Daniel Taradash, 1st vp; David Dortort, 2d vp; Al Martin, sec; Edmund H. North, treas; Michael H. Franklin, executive director. Screen Branch: Ken Englund, pres; Ben Roberts, vp; Winston Miller, sec-treas. Tv-Radio Branch: Donn Mullally, pres; Leonard Freeman, vp; Antony Ellis, sec-treas.

Communications Carriers

American Telephone & Telegraph Co. (Long Lines Dept.) 32 Ave. of the Americas, New York 13, N. Y. Exeter 3-9700. H. T. Killingsworth, vp, Long Lines; J. E. Dingman, director of operations; H. M. Botkin, assistant vp; C. W. Floyd, area commercial mgr. White Plains, N. Y.; L. J. McVey, division commercial mgr. New York; Frank A. Robinson Jr., area commercial mgr. Cincinnati; Leon E. Eastmond, area commercial mgr. Kansas City; J. E. Waidlich, director of publicity; F. W. Shelton Jr., information mgr; J. M. Rosenburg, information supervisor; E. D. North, general attorney; C. E. Martin, assistant general attorney; E. G. Sorensen, attorney.

Canadian National Telegraphs. 151 Front St. W., Toronto 1, Ont. Empire 8-6071. J. R. White, gen mgr; D. H. Hawley, chief of commercial operations; W. T. Sanderson, supervisor of broadcast services.

Globe Wireless Ltd. 141 Battery St., San Francisco, Calif. Exbrook 2-6181. R. Stanley Dollar, pres; R. Stanley Dollar Jr., executive vp; R. H. Anderson, J. D. Hopkins, William H. Phillips, vps; James E. Moriarty, assistant to pres.

International Telephone & Telegraph. 67 Broad St., New York 4, N. Y. Bowling Green 9-3800. Edmund H. Leavey, pres and director.

Press Wireless Inc. 660-1st Ave., New York 16, N. Y. Murray Hill 3-6103. William J. McCambridge, pres and treasurer; D. K. deNeuf, vp; T. J. Reilly, assistant treasurer and secretary.

RCA Communications. 66 Broad St., New York 4, N. Y. Hanover 2-1811. Thompson H. Mitchell, pres; Sidney Sparks, vp, operations and engineering. Program and photo transmission service; Madison P. Rehm, New York; H. E. Austin, San Francisco.

Western Union Telegraph Co. 60 Hudson St., New York 13, N. Y. Worth 2-7300. Walter P. Marshall, pres; T. F. McMains, vp and assistant to pres; H. P. Corwith, vp, development and research; S. M. Barr, vp, planning; J. L. Wilcox, vp, employee relations; K. B. Mitchell, vp, international communications; G. S. Paul, vp, operations; K. W. Heberton, vp, government relations; W. F. Pudney, vp, finance; R. Hoover, vp, plant and engineering; G. G. Creal, vp, sales and services; A. L. Love, comptroller; L. A. Ahlers, treasurer; Wm. G. H. Acheson, secretary; J. H. Waters, general attorney; B. F. Mathews, general purchasing agent; C. L. Gildroy, chief industrial engineer; E. F. Sanger, director of public relations; J. Z. Millar, assistant vp, development and research; F. B. Bramhall, transmission planning engineer; W. B. Sullinger, radio-wire transmission engineer; L. G. Pollard, electronics engineer; W. H. Francis, assistant vp, engineering and installation; A. W. Dickey, electronics applications engineer.

Closed Circuit Tv Operators

Bramson Entertainment Bureau. 1446 Broadway, New York 18, N. Y. Longacre 4-8000. Nat M. Abramson, mgr. (All phases of closed circuit television.)

Commercial Telecast Networks Inc. 608 5th Ave., New York 20, N. Y. Circle 5-8820. Lloyd W. Durant, pres and director of creative program and production; William F. Hogan, vp and director of communications engineering; Edward B. Bell, vp and director of viewing facilities; H. Don Reynolds, vp and general counsel; Neil McCaffrey, sales mgr. (Produces closed circuit telecasts, provides lines and facilities.)

Medical Communications. (division of Paul Klementz & Co.) 151 Washington St., Newark 2, N. J. Market 4-9191. Edward C. Rasp Jr., mgr. (Closed circuit tv service in medical, pharmaceutical fields.)

Selectivision Inc. 5 Tudor City Pl., New York 17, N. Y. Oxford 7-9435. Emanuel H. Demby, pres; Jerry Kent, secretary; Jules Spaulder, treasurer. (Provides closed circuit television on subscription and testing basis for tv commercials and programs.)

Sheraton Closed Circuit Television. (Group Communications Div. of TelePrompter Corp.) 311 W. 43rd St., New York, N. Y. Columbus 5-3830. William P. Rosensohn, vp; Robert Rosenkrans, business mgr. (Produces and arranges closed circuit telecasts.)

Tele-Sessions Inc. 575 Madison Ave., New York 22, N. Y. Murray Hill 8-3220. Nathan L. Halpern, pres; Marc Daniels, director of programs; Edward F. Addis Jr., director of operations; J. B. O'Connor, mgr, Eastern Div. 412 Fisher Bldg., Detroit 2, Mich. Trinity 3-1566. Fred V. Davis, mgr.

612 N. Michigan Ave., Chicago 11, Ill. Whitehall 4-4767. Gordon N. Morford, mgr.

5839 Melrose Ave., Los Angeles 38, Calif. Hollywood 2-2480. Douglas George, mgr.

(Closed circuit television services, facilities and programming for business and industry. See also Theatre Network Television below.)

Theatre Network Television Inc. 575 Madison Ave., New York 22, N. Y. Murray Hill 8-3220. Nathan L. Halpern, pres; Marc Daniels, director of programs; Edward F. Addis Jr., director of operations. (Closed circuit television for paid box office admissions. See also Tele-Sessions Inc. above.)

Subscription Television Interests

Etron Inc. 4902 Lawrence St., Bladensburg, Md. Appleton 7-9585. H. M. Diambra, pres; Robert J. McGehee, vp; H. M. Kannee, sec-treas. (Wired subscription tv system.)

International Telemeter Corp. (subsidiary of Paramount Pictures Corp.) 2000 Stoner St., Los Angeles 25, Calif. Granite 8-7751. Paul Rabourn, chairman; Louis A. Novins, pres; Paul McNamara, Chester J. Lappen, vps; Eugene J. Zukor, treasurer & assistant secretary; Jacob S. Karp, secretary; Stanley A. Wainer, treasurer & assistant secretary; Arthur Israel Jr., assistant secretary. (Coin-operated metered system of closed-circuit or on-the-air subscription tv.)

Jerrold Electronics Corp. Philadelphia 32, Pa. Baldwin 6-3456. Milton J. Shapp, pres; Zalmon Garfield, assistant to pres; Henry J. Arbeiter, vp in charge of engineering; Donald Kirk, vp & director of development and research; Caywood Cooley, vp, field service organization; William H. Miller, mgr, community operations division. (Wired subscription tv system.)

Skiatron Electronics Television Corp. 180 Varick St., New York 14, N. Y. Watkins 4-7050. Arthur Levey, pres; Frank V. Quigley, sec-treas. (Printed circuit and punch-card operated system.)

Skiatron Tv Inc. 400 Park Ave., New York 22, N. Y. Plaza 3-5600. Matthew Fox, pres. (Programming and exploitation of subscription tv using Skiatron and other subscription systems.)

Teleglobe Pay-Tv System Inc. 15 E. 43rd St., New York, N. Y. Eldorado 5-0010. Solomon Sagall, pres. (Video transmitted intact over airwaves; audio scrambled and sent into homes through wires.)

Tele-Movie Development Co. 1914 S. Vermont Ave., Los Angeles 7, Calif. Republic 1-7221. Walter J. Dennis, pres; J. E. Poynter, vp. (Has franchises for closed-circuit pay tv in Ocean-side and Upland, Calif. and franchise applications in numerous other cities.)

Zenith Radio Corp. 6001 W. Dickens Ave., Chicago 39, Ill. Berkshire 7-7500. Hugh Robertson, pres; Joseph S. Wright, executive vp; L. C. Truesdell, vp & director of sales; Pieter E. Van Beek, assistant to pres for Phonovision; Ted Leitzell, director of public relations. (Phonovision and other systems of on-the-air subscription tv.)

Community Antenna Tv Systems

Note: Asterisk (*) indicates system under construction.

ALABAMA

FLORENCE—Muscle Shoals Tv Cable Corp., 121 S. Court St. Milton J. Shapp, pres.
RUSSELLVILLE—Better Tv Cable Co.
TUSCALOOSA—Tv Broadcasting Circuits Inc.*, 1308 17th St. T. H. Todd, pres.

ALASKA

KETCHIKAN—Ketchikan Alaska Tv Inc.

ARIZONA

AJO—Ajo Service Co., 250 Pinal St. V. E. Blow, pres.

BISBEE—Nichols Radio & Tv Service, 90 Main St.

CIJURSTMAS—Antennavision Inc. (See Miami, Ariz.)

CLIFTON—Clifton-Morenci Community Tv Inc., Box 427, Safford, Ariz. Ed Furman. (See Antennavision Inc., Miami, Ariz.)

DOUGLAS—Whitey's Tv & Cable Co., 1908 E. McDowell, Phoenix, Ariz. I. W. Brayer, pres.

FLAGSTAFF—Flagstaff Tv Cable Co., 112 E. Aspen St. Milton J. Shapp, pres.

GLOBE—Antennavision Inc. (See Miami, Ariz.)

HOLBROOK—Winslow-Holbrook Community Tv Inc., 450 N. Navaho Blvd. (See Antennavision Inc., Miami, Ariz.)

MIAMI—Antennavision Inc., 2949 W. Osborn Rd. Phoenix, Ariz. Bruce Merrill, pres.

MORENCI—Clifton-Morenci Community Tv Inc., Box 427 Safford, Ariz. Ed Furman. (See Antennavision Inc., Miami, Ariz.)

NOGALES—Clear-Vision Tv, 324 Grand Ave. J. W. Allen, J. H. Barbee and C. G. Goice, partners.

PRESCOTT—Tv Services Inc., 116 N. Montezuma St., Norman Hendry, pres.

RAY—Arizona Community Tv System Inc. (See Antennavision Inc., Miami, Ariz.)

SAFFORD—Antennavision Inc. (See Miami, Ariz.)

SAFFORD—Priv-o-Line Tv Cable Co. C. H. Haralson, owner.

SAN MANUEL—Arizona Community Tv System Inc. (See Antennavision Inc., Miami, Ariz.)

SILVER CITY—Antennavision Inc. (See Miami, Ariz.)

SNOWFLAKE—Antennavision Inc. (See Miami, Ariz.)

SONORA—Arizona Community Tv System Inc. (See Antennavision Inc., Miami, Ariz.)

WILLIAMS—Whitey's Tv & Cable Co., 1908 E. McDowell, Phoenix. I. W. Brayer, pres.

WINSLOW—Winslow-Holbrook Community Tv Inc., 220 Kinsley Ave. William Ross, pres.

ARKANSAS

BATESVILLE—Community Antenna Co., Box 681. Jim Davidson, pres-gen mgr.

FAYETTEVILLE—Trans-Video Corp. of Ark., 103 W. Mountain St. Fred J. Stevenson, vp-gen mgr.

HARRISON—Twin Lakes Tv Corp., Box 120. Mrs. R. S. Wheeler, pres.

MARSHALL—Jack Treese.

MENA—Tv Signal Service, 515 Mena St. T. C. Masters, owner.

ROGERS—Kamovision, 312 W. Walnut. G. Don Thompson, pres.

SILVAM SPRINGS—Garrett Coaxial Tv Tower Inc.

CALIFORNIA

AUBURN—Master Antenna Systems Inc., 941 Lincoln Way.

BANNING—Banning Communications Corp., Box 315. E. N. Knox, pres & gen mgr.

BARSTOW—Tv Relay Systems Inc., 222 E. Main St., Dean M. DeVoe, pres.

BEVERLY HILLS—Community Tv Reception Co.

BIG BEAR LAKE—Master Tv Distribution System, Box 495. James E. Peardon.

BURBANK—Community Tv Reception Co., 4219 W. Olive. Allan MacDougall Jr., pres.

CARMEI—Alarm Corp., 7th & Lincoln Sts. Howard F. Bruggeman, pres.

DUNSMUIR—Dunsmuir Tv Co., Box 757. John F. Burgess, pres.

Community Tv CONTINUED

EAGLE MOUNTAIN MINES—Kaiser Steel Corp., Box 217, Fontana, Calif.
GLENDALE—Standard Reception Co., 912 W. Glenoaks Blvd. E. Spencer, pres.
IONE—Angier Appliances, Box 564.
LAGUNA BEACH—Tel-1-Clear Systems Inc., 334 Glenoaks St. Lewis L. Lemieux, pres.
MONTEREY—La Mesa Tv Co., 425 Alvarado St. Wm. E. Norris, Leonard Abitante, partners.
PALM SPRINGS—Palm Springs Community Tv Corp., 192 S. Indian Ave. Frank L. Allen, gen mgr.
PLACERVILLE—El Dorado Tv Engineering Inc., 564 Main St. John S. Hocking, pres.
SACRAMENTO—J. W. Brewer Co., 2800 Stockton Blvd.
SAN BERNARDINO—Community Tv, 3315 E. St. Samuel P. Boyd, mgr.
SAN DIEGO—Video Antenna System Inc, 3686 El Cajon Blvd.
SANTA CRUZ—Pacific Telescription System, 924 Soquel Ave. David McKay, pres.
SANTA MONICA—Vision Wire Co., 2919 Santa Monica Blvd. Frank H. Erb & Dick Brown, partners.
SAUSALITO—Sausalito Community Tv, Box 617. Robert C. Rose, owner.
SUSANVILLE—Antenna-Vision, 63 N. Reed St. Jim McQueen, pres.
TAFT—Kern Mutual Telephone Co., 307 Main St. J. P. Maquire, vp.
TUJUNGA—Seven Hills Antenna Corp., 10030 Commerce Ave. Dean M. DeVoe, pres.
UKIAH—Spanish Mt. Tv Corp., 175 Seminary Ave. Milton J. Shapp, pres.
VENTURA—Avenue Tv Coaxial Cable Service, 1963 E. Main. John G. George, owner.
VICTORVILLE—Desert Tv & Appliance Co., 16824 C St. A. M. Gish.
YREKA—Yreka Television Co., 110 W. Miner St. Michael T. Hennessy, pres.

COLORADO

ALAMOSA—Community Tv Systems of Colo. Inc. (See Salida).
ANTONITO—Community Tv Systems of Colo. Inc. (See Salida).
CLIMAX—Climax Molybdenum Co.
DENVER—Collier Electric Co. (owns and operates systems in Sterling, Sidney, Neb., and Laramie, Wyo.) 700 W. 13th Ave. Karl O. Krummel.
DURANGO—Durango Tv Network Inc., 105 W. 10th St. John J. Morrissey Jr., pres.
ESTES PARK—Estes Park Tv Co. Richard N. Statham, owner.
LA JARA—Community Tv Systems of Colo. Inc. (See Salida).
MONTE VISTA—Community Tv Systems of Colo. Inc. (See Salida).
SALIDA—Community Tv Systems of Colo. Inc., 117 W. 2nd St. L. W. Peay (deceased).
STERLING—Sterling Community Tv Co., 127 S. 2d St. J. E. Collier, Karl O. Krummel, owners; Charles H. Pope, mgr.
TRINIDAD—Trinidad Community Tv Co. 305 W. Main St. Pete Ruiz Jr., mgr.

CONNECTICUT

NEW HAVEN—Tv Antenna Systems Inc., 27 Dixwell Ave. Theofanis Jencopoulos, pres.
STAMFORD—CoVideo* 200 5th Ave. Henry Geist, mgr.

FLORIDA

KEY WEST—Key West Cable Vision Inc., 824 Duval St. Charles E. Smith, Jr., gen mgr.
SARASOTA—City Tv Antenna Network Inc., 415 S. Pineapple Ave.

GEORGIA

COLUMBUS—Martin Theatres of Georgia*, 1595 Broadway. Frank L. Brady, mgr.

IDAHO

AVERY—Nolan's Tv Service.
BONNERS FERRY—Tv Sales Inc.
BIRKBE—Tv Cable.
COTTONWOOD—Master Tv Service. Abe Uhlenkott, owner.
CRAIGMONT—Tv & Cable Service.
DEARY—Deary Tv Co-op.
ELK RIVER—Elk River Tv Inc. John N. Morris, mgr.
GRANGEVILLE—Grangeville Tv Service, Inc., 313 W. Main St. Stanley Wright, pres.
KAMIAH—General Sales Service, 405 Maine St. Eldon Hutchins, owner.
KEELLOGG—Kellogg Tv System Inc., Sidney Bldg. J. C. Moore, pres.
KEETCHUM—Wood River Tv Service. C. E. Atkinson, owner.
LEVISTON—Pacific Northwest Tv Inc., 1323 F St. Newell Friess, pres.
MOSCOW—Tv Cable Co.
MOSCOW—U. of Idaho.
MULLAN—Mullan Tv Co., Box 725. B. J. Oetting, pres.
OSBURN—Television Antenna Systems, Box 509.
PIERCE—Eldon Hutchins.
PINEHURST—Everett's Electric Corner.
POCATELLO—Bannock Tv Inc., 616 S. 5th Ave. Howard W. Moffat, mgr.
SMELTERVILLE—E. & F. Tv System.
SUN VALLEY—(See Ketchum).
TROY—Troy Tv Co. Herman Krier, pres.
TWIN FALLS—Cable Vision Inc., 420 Main Ave. E. W. L. Reiher, owner & mgr.
WEIPPE—General Sales & Service.

ILLINOIS

MARENGO—Marengo Tv Inc., 306 S. State St.
PERU—Tv Transmission Co., 301 Peru St. Earl S. Nelson Sr., pres.
TAYLORVILLE—West End Tv Cooperative Assn.

INDIANA

CANNELTON—Channel Towers Inc. Charles Gerber, pres.

IOWA

DUBUQUE—Dubuque Jerrold Division, Bannock Tv Inc., 1943 Main St. Milton J. Shapp, pres.
ESTHERVILLE—Community Tv Signal Co., 6 S. 5th St. L. M. Jensen, pres.
FORT MADISON—Iowa Video Inc., 616 13th St. Sheldon M. Greengs, pres.

KANSAS

CENTRALIA—Johnstone Auto & Electric.
LIBERAL—TV Cable Inc., 29 W. Third St. R. E. Hood.

KENTUCKY

ALVA—Black Star Tv Assn.
BARBOURVILLE—Brown Radio & Tv Co. Dwight L. Brown, mgr.
BENHAM—Benham Community Tv Project. P. W. Cole, pres.
BROOKSIDE—Harlan Coal Co.
CUMBERLAND—Cumberland Tv Inc., 220 W. Main St. Wm. Ridsen, pres.
FRANKFORT—Community Service Inc., 317 Ann St. John Gerard, pres.
HARLAN—Community Tv Inc., Box 126. Joe Gutrie, pres.
IRVINE—Miller's Inc. 157 Broadway. Frank Miller, pres.
LIBERTY—Liberty Tv Co., George E. Wolford, mgr.
MANCHESTER—Perfect Tv Co.
PADUCAH—Midwest Video Corp., Box 199.
PAINTSVILLE—Tv Cable Corp. College St.
PIKEVILLE—Valley Tv Service Inc., Box 128. R. G. Wells Jr., pres.
PINEVILLE—Paintsville Appliance Co.
PINEVILLE—Pineville Tv.
PRESTONBURG—Flanery-Dingus Tv Service Co. Wm. J. Dingus, Dave M. Flanery, owners.
WHEELWRIGHT—Inland Steel Co.
WHITESBURG—Sayer Radio & Tv Co. R. B. Sayer, owner.
WINCHESTER—Tele-Caption of Winchester Inc.

LOUISIANA

ALEXANDRIA—Alpine Community Tv Service, 423 Desoto, Box 483. R. L. Roland, pres.
WEST MONROE—Video Inc., 1215 Cypress St. Max Ruhlen, pres.
PINEVILLE—Alpine Community Tv Service Inc., Box 629. J. M. Hutchinson, mgr.

MAINE

DIXFIELD—Rumford Tv Services Corp.
HOUTON—Houton Tv Inc., Market Square. Malcolm E. York, pres.

MARYLAND

BARTON—Electric Appliance Cable Co., 19 Union St. Lonacoming, Md. T. E. Conroy, owner.
CUMBERLAND—Potomac Valley Tv Co., Inc., 109 S. Liberty St., J. Holland Rannells, pres.
FRIENDSVILLE—Yough Tv Co.
HANCOCK—Community Tv Inc. Stanley Fulton, pres.
LONACONING—Electric Appliance Cable Co., 19 Union St. T. E. Conroy, owner.
LONACONING—Jackson Tv Co., James G. McElvie, sec-treas.

MASSACHUSETTS

ATHOL—Mohawk Valley Tv Inc., 503 Main St. James B. Wright, pres.
MILLERS FALLS—Millers Falls Antenna Corp. Ronald M. Zschau, pres.
NORTH ADAMS—Tele-Cable, Richmond Hotel Bldg. Robert D. Blodeau, pres, mgr.
ORANGE—(See Athol).
PITTSFIELD—Pittsfield Community Antenna Inc., 138 South St. James B. Wright.
SHELburne FALLS—Shelburne Falls Community Antenna Service.

MICHIGAN

ALPENA—Alpena Cable Tv Inc., 311 S. Second. John Bellamy, pres.
CASPIAN—Caspian Community Tv Corp. Art Martini, pres.
FLINT—Great Lakes Community Tv Systems Inc., 2621 N. Saginaw. Gilbert R. Clark, pres.
HOUGHTON—Northern Community Systems, Box 111. Richard E. Junther.
IRON MOUNTAIN—Northern Electronics, Box 766. James A. Klungness.
IRON MOUNTAIN—Northside Tv Corp., 110 Lashman Ave.
NORWAY—Norway Community Tv System, c/o City Hall. Paul J. Trione, city mgr.
PETOSKEY—Great Lakes Community Tv Inc., 413 Waukazoo Ave. Gilbert R. Clark, pres.
STAMBAUGH—Stambaugh Cable Co., Caspian, Mich. Louis B. Ghiggia, Albert Melchioni, partners.

MINNESOTA

BENSON—Community Tv Inc.
BRAINERD—Brainerd Video Inc., 619 Oak St. Paul J. Schmitt, pres.
ELY—Television Cable Co., c/o WELY. Charles L. Persons.
JACKSON—City of Jackson Community Antenna, City Hall. Paul J. Schmitt, pres.
MANKATO—Minnesota Tv Signal Distributing Co., 629 S. Front St. Robert M. Regan, pres.
ROCHESTER—Rochester Video Co.,* 104 Second St. S. E. Joseph Polce, pres, mgr.
WILLMAR—Willmar Video Inc., 516 Litchfield Ave. Paul J. Schmitt, pres.
WINONA—Winona Tv Signal Co., E. M. Allen, vp & gen mgr.

MISSISSIPPI

AMORY—Community Antenna Inc., 126 N. Main St. T. Jefferson Cole Jr.
CLARKSDALE—Clarksdale Community Tv Inc. (See Vumore Co., Ardmore, Okla.)
CLEVELAND—Tv Cables Inc., 220 North St. F. C. Odom, pres.
COLUMBUS—Columbus Tv Cable Corp., 319 2nd Ave. S. Nelson Myers, pres.
DEFW—Delta Valley Antenna Co., 114 Shaw St.
GREENVILLE—Delta Video Co., 428 Highway 82 East. W. D. Gardner, mgr.
GREENWOOD—Community Tv System Inc., Box 503. E. C. Perkins, pres.
GRENADA—Grenada Video Inc., Evans Bldg., Box 719. Hugh M. Stanfill Jr., pres.
GULFPORT—Vumore Co. (See Ardmore, Okla.)
IAATIESBURG—Perfect Video Inc., 594 Corrine St. Robert F. Jernigan.
INDIANOLA—Crosby Home Appliance, Front St.
NATCHEZ—Natchez Video Co., 112 N. Commerce St. Kermit S. Littleton.
TUPELO—Tupelo Community Antenna Inc., Armstrong Arcade Bldg. Frank G. Haley, mgr.

MISSOURI

WEST PLAINS—Community Cable Co., 24 Court Square. Paul E. Thompson, Robert Neathery, partners.

MONTANA

BIG TIMBER—Tv Cable Assn. Inc., Box 315. McLean A. Clark, pres.
BOZEMAN—Bozeman Community Tv Inc., 233 E. Main St.
CUT BANK—Highline Community Antenna Service, Wilkins Bldg. Francis L. Bitney, pres.
GREAT FALLS—Great Falls Community Tv Cable Co., 1720 3rd Ave. N. Herbert C. Anderson, chmn of bd.
HAVRE—Community Tv Assn. of Havre 426 First St. Charlotte H. Brader, pres.
HELENA—Helena Tv Inc., 423 N. Main St. W. L. Pichl, pres.
KALISPELL—Northwest Video, 127 Second St. W. John R. Penwell, pres.
LEWISTON—Perfect Tv Inc., Box 633. Paul B. McAdam, mgr.
LIBBY—Troy Video, 1109 S. Nevada. Albert Cain, gen mgr.
LIVINGSTON—Livingston Community Antenna Assn., Box 691. Paul B. McAdam.
MILES CITY—KATL-TV, Box 720. I. A. Elliott, mgr.
MISSOULA—Missoula Tv Cable Co., 924 S. 3rd St. Richard Gies, pres.
SHELBY—Northwest Radio Laboratories. J. R. Stimpus, gen mgr.
SHELBY—Tv Microwave & Cable Co., 214 Main St. Edward E. Stout, mgr.
WHITEFISH—Big Mountain Tv Inc., Box 577. Fred A. Plummer, pres.

NEBRASKA

CLATONIA—Rokar's Tv Distribution System, Box 355. Myron Rokar, owner.
FALLS CITY—Falls City Tv Distribution System. 614 W. 21st St.
SCOTTSBLUFF—Pioneer Radio & Tv Co., 1317 Broadway.
SIDNEY—Sidney Community Tv Co., 2125 Illinois. J. E. Collier and Karl O. Krummel, owners.

NEVADA

ELKO—Tv Pix Inc., 376 5th St. George M. Plunkett, mgr.
RENO—Community Antenna Co. Inc., 300 S. Center St.
TONOPAH—Tonopah Tv Inc., Box 533. Edward M. Lee, mgr.

NEW HAMPSHIRE

BERLIN—Paper City Tv Cable Corp., 1 Green Square. Richard L. Blais, gen mgr.
CLAREMONT—Bellows Falls Cable Corp., 45 Crescent St.
COLEBROOK—Colebrook Cable Tv Inc., Box 393. Arnold Boucher, owner.
KEENE—Better Tv Inc., 10 Central Square. Albert J. Ricci, pres.
LACONIA—Community Tv Corp., 15 Water St. Thomas J. McIntyre, pres.
TERANON—Twin State Television Inc., 39 North Park St. Stanton B. Priddy.

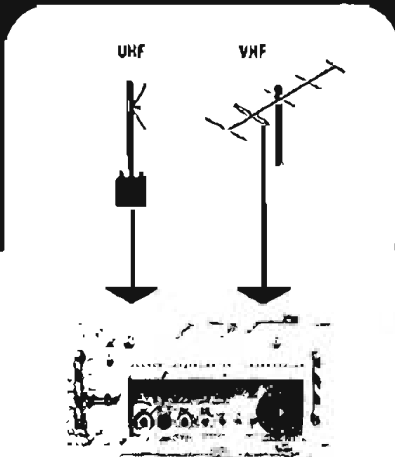
NEW JERSEY

ATLANTIC CITY—Atlantic Coast Tv Cable, 2805 Ventnor Ave. Hugh McGinty, pres.
VENTNOR CITY—South Jersey Tv Cable Co., 5302 Ventnor Ave. Milton J. Shapp, pres.

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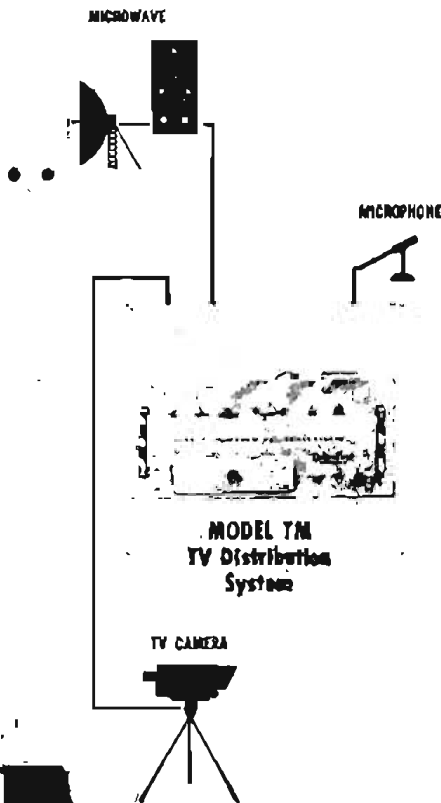
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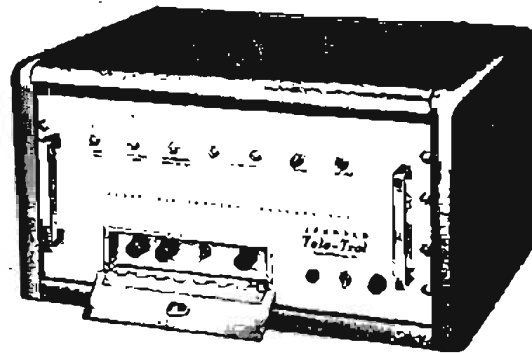
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A truly outstanding VHF television receiver—demodulator featuring low noise "neutrode" input, 60 db LF. rejection of adjacent carriers, noise suppression circuitry, conversion of any VHF channel, station-outage squelch circuitry, crystal controlled lock-in oscillator.



MODEL TM TV Distribution System

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A remarkable, low power transmitter-modulator featuring vestigial side-band filtering, video peaking, phase equalization, crystal controlled output, controllable modulation percentage, internal regulated power supply, video and 4.5 MC sound inputs, 4.5 MC accessory audio modulator.

Designed for N.T.S.C. Color and Full-Time Commercial Service

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Community Tv CONTINUED

NEW MEXICO

AZTEC—Aztec Community Tv Inc., 218 N. Main St. Forrest V. Atwood, pres.
JAYARO—Nichols Tv Service, 400 Railroad Ave. Harold E. Nichols, owner, Charles M. Nichols, mgr.
CLOVIS—Midwest Video Corp., 1425 Main St. C. E. Palmer, pres.
FARMINGTON—Farmington Community Tv Inc., 407 W. Broadway. Bill Daniels, pres.
GRANTS—Tele-Grants Inc., Box 158. C. K. Gunderson, pres.
HOBBS—Hobbs Tv Co., Box 456. Lloyd A. Calhoun, pres.
LOVINGTON—Lovington Antenna Co., 715 S. Main St. David Erwin, managing partner.
LATON—MEF Products Inc.
RUIDOSO—Ruidoso Tv Service, Box 135. V. L. Hutchison, Oran A. Mowrey, A. W. Davis, partners.
SILVER CITY—Antennavision of Silver City Inc., 1014 Pope. (See Miami, Ariz.).
TUCUMCARI—Tucumcari Television Co., Box 3. C. E. Sharp, mgr.

NEW YORK

BAIRBRIDGE—Bairbridge Tv Service, 23 Juliard St. David H. Coe, Orris L. Coe, partners.
CANISTEO—Canisteo Tv Inc., 24 Spruce St. T. F. Sick.
COOPERSTOWN—Cooperstown Video Co., 68 Main St. Raymond Kulsken, owner.
CORNING—Corning Community Tv Corp., 135 Bridge St. Charles W. Fribley Jr., pres.
CORNING—Steuben Television Antenna System Inc., 104 Bridge at Pulleney St. A. E. Scudder, chmn of bd.
CUBA—Cuba Cable Co., 24 W. Main. Loren E. Chamberlain, owner.
DELHI—Delhi Video Inc., 5 Elm St. Onconta, N. Y. William J. Calsam, pres, mgt.
ELLENVILLE—Ellenville Wired Television Co., 180 Canal St. David E. Winer, pres, gen mgr.
ELMIRA—Elmira Video Inc., 156 Lake St. Donald Spencer, pres.
HOESHEADS—Chemung Valley Master Tv Antenna, 205 Grand Central Ave.
HORNELL—Fred Walton Tv Co., 374 Ontario St. Fred Walton, mgr.
HORNELL—Hornell Tv Service Inc., 166 Main St. Jack E. Tryon, pres.
ITHACA—Ceratcra Tv Corp., 518 W. State St. Anthony Ceratcra, pres.
LIBERTY—Liberty Video Corp. Alan Gerry, pres.
LEWISTON—Round Top Television Club Inc. Eric R. Hoos, pres.
MARGARETVILLE—Tv-Viz System. Sheldon A. Bipsall.
MONTOUR FALLS—Montour Falls Master Tv Antenna Corp.
NAPANOECH—Napanoech Tv Service Club Inc. W. C. Smith, pres.
NORWICH—Norwich Video Inc., 23 E. Main St. W. J. Calsam, treas.
OLEAN—Olean Tv Cable Co., 122 W. State St. Joseph Saricks, pres.
ONCONTA—Onconta Video Inc., 5 Elm St. William J. Calsam, vp & gen mgr.
PORT JERVIS—Port Video Corp., 32 Ball St. E. J. Trainor, sec-treas.
ROSENDALE—Rosendale Wired Television Co., 180 Canal St. Ellenville. David E. Winer.
SALANAC LAKE—Resort Cable Tv Inc., 119 Broadway. J. Hugh Sutphen, mgr.
WALTON—Walton Community Antenna System.
WATERLOO—C & H Tv Service Inc., 119 Stone St. C. H. Curtis, pres.
WATKINS GLEN—Watkins Glen Master Tv.
WOODRIDGE—Woodridge Wired Tv Co., 180 Canal St. Ellenville. David E. Winer.

OHIO

ATHENS—T. Cable Co., 11 W. State St.
BENTON—Wired Tv Trans. System.
CAMBRIDGE—Tv Cable System Inc., 934 Steubenville Ave. Claude Stevanus, pres.
COSHICTON—Tower Antennas Inc., 620 Main St. Claude Stevanus, pres.
MURRAY CITY—Tv Cable Service. John Ayres.
NEWCOMERSTOWN—Newcomerstown Tv Cable System, 109 Canal St. Oliver Ortt, mgr & partner. Harvey J. Ortt, partner.
NEW PHILADELPHIA—Tv Antenna System Inc., 617 Tuscarawas Ave.
ST. CINCINNATI—Tower Antennas Inc., Claude Stevanus, pres.
WAVERLY—Beacon Cable Systems. George Adler, Don Butler, owners.

OKLAHOMA

ALTUS—Vumore Co. (See Ardmore, Okla.).
ARDMORE—Vumore Co., Box 986. Larry Boggs, pres.
CLINTON—Vumore Co. (See Ardmore, Okla.).
DURANT—Clear-Vue Tv Inc. Bennett Story, pres.
ELK CITY—Community Tv, 1215 W. 3rd St. I. A. Patterson, partner & mgr. G. M. Patterson, R. H. Pater, partners.
ERICK—Fred Crawford, c/o Crawford's Furniture Co.
GRANITE—Granite Tellvue Co., Box 296. J. R. Willis, H. C. Ford Jr., partners.

GUYMON—Guymon Tv, 212 W. Fifth St. Curtis M. Paris and James R. Laugston.
HOOVER—Hooker Tv Cable. C. J. Hammack, mgr.
HUGO—Vumore Co. (See Ardmore, Okla.).
HOBART—Vumore Co. (See Ardmore, Okla.).
MAGNUM—Vumore Co. (See Ardmore, Okla.).
SENTINEL—Allen's Tv Service, 217 N. Church St. Corbett, Okla. Frank Allen, mgr, owner.
WOODWATER—Tru-Vu Community Tv, 1117 11th St. Roy Butcher, pres.

OREGON

ALBANY—Tv Distributing Corp., Hotel Albany.
ARLINGTON—Community Tv Co-op. Lee D. Connor, pres.
ASTORIA—Clatsop Tv Co., 1036 Duane St.
BAKER—Eastern Oregon Tv Service, 1900 Resort St.
BEND—Tv Cable Inc., 734 Franklin Ave. Everett Rambo, pres.
BURNS—Burns-Hines Tv Inc. 63 East B St.
CONDON—Tv Co-op.
COOS BAY—Bay Tv Co., 250 S. Second St. D. W. Heckathorn, pres.
COQUILLE—Community Cable Tv, Box 397. C. M. Hooker, owner.
THE DALLES—The Dalles Tv Co., 409 Union St. Charles A. Phipps, pres.
ELGIN—Wallowa Community Tv System (Elgin Electric Co.). J. R. Burton, R. F. Miller, partners.
ENTERPRISE—Enterprise Television Service Co., 106 S. River St.
EUGENE—Abar Tv Cable Co., 293 W. Broadway. Ray F. Siegenhalter and Wm. D. Elkins, partners.
EUGENE—Carlson, Halton & Hay Inc., Box 712.
FOSSIL—Community Tv.
HEPPNER—Tv Inc., 113 N. Main St.
HOOD RIVER—Hood River Cable System, 105 1/2 Second St. Clarke A. Brathoud, owner.
IMBLER—Tv Assn.
IONE—Banana Valley Tv System.
IONE CITY—Tv Co-op.
JOHN DAY—John Day-Canyon City Cable Co., W. Main St. Kenneth Scott, partner.
JOHN DAY—Scott's Furniture.
KLAMATH FALLS—Suburban Tv, 4842 S. 6th St. Clyde E. Shaw, pres.
KLAMATH FALLS—City Tv Inc., Box 726. Lloyd A. Derby, pres.
LA GRANDE—Eastern Oregon Tv Inc., 1310 Jefferson. R. S. Stoner, mgr.
LAKEVIEW—Lakeview Tv Cable Co. Carl Clark, mgr.
LEWISTON—Tv Corp.
MADRAS—Rowan's Tv-Radio Service, 205 N. Fifth St. James P. Rowan, owner-mgr.
MEDFORD—Kabest Cable Tv, 32 N. Grape St. Everett L. Faber, vp & gen mgr.
MILL CITY—Sautiam Tv Cable, Box 317. Robert P. Veness, proprietor.
MYRTLE POINT—Television Systems Inc., Box 117. N. W. Perkins, pres.
NEWPORT—Magee Tv Cable Co., 149 S.E. Coast Highway. Ernest Magee, pres.
OAKRIDGE—Northwest Antenna Cable. Box 434. Quentin Norquist, owner.
OCEANLAKE—Lincoln Television System Inc., Box 448. M. F. Berglund, pres.
PENDLETON—Pendleton Community Tv System Inc., Box 577. Morris Temple, pres.
PENDLETON—Weston-Athena Community System, 320 S.W. Court Ave. Harold B. Fetters, vp.
PILOT ROCK—Pilot Rock Tv Corp., Box 676.
PORTLAND—Trans Video Co. of Oregon, 1220 S.W. Stark. Wally Matson, pres and gen mgr.
PRINCEVILLE—Community Tv.
REEDSPORT—Cable Tv Corp., 360 Fir St. Wally Matson, pres.
ROSEBURG—Umpqua Radio & Tv Inc., 326 N.E. Winchester St. Earl Plummer, pres.
SEASIDE—Dynamic Tv, 604 Broadway.
SEASIDE—Seaside Tv Service Co., 304 Avenue A.
SHERIDAN—Stuck Electric Co., 409 N.W. Gardner. Frank B. Stuck, owner.
TILLAMOOK—Radio Sound Service, First St.
TOLEDO—Mac's Tv & Electronics, 195 N. Main St. Howard W. McClure, pres, owner.
WARM SPRINGS—Warm Springs Cable Co., Don Macy, owner.
WYCOMA BEACH—Lincoln Tv Systems Inc., Box 66. Charles M. Trimble, pres.
WHEELER—Prickett's Radio & Tv.
YACHTS—Yachts Community Tv System, Box 123 K. Homer C. Stokes, owner.

PENNSYLVANIA

ASHLAND—Video Co., Box 116. Robert N. Kyles, pres.
AVIS—Charles Tv Cable System.
BANGOR—Clar-V-View Community Tv Inc., 34 Market St. J. Brymer Roberts, pres.
BELLEFONTE—Centre Video, 135 W. High St. James R. Palmer, pres.
BERWICK—Gans Cable Tv Co., 116 E. Front St.
BETHLEHEM—Service Electric Tv Cable Co., 303 Broadway.
BLAIRS MILLS—E. B. King & Co.
BLOOMSBURG—Municipal Tv Corp., 239 Iron St. J. L. Pina Jr., pres.
BLOSSBURG—Williamson Road Tv Corp.
BRADFORD—Bradford Tv Cable Co., 129 Main St. Joseph Saricks, pres.
BRADFORD—Parkway Antenna Co.
BRADONVILLE—Community Tv Assn.
BROCKWAY—Brockway Tv Inc., 957 Fifth Ave. Fred Edwards Sr., chmn.

BROCKTON—Schuykill Valley Trans-Video Co. Dominic Vitelli, pres.
BUCK HILL FALLS—Buck Hill Falls Tv Co.
CANTON—Retail Cable Co. George Hughes.
CLARENDON—Clarendon Tv Assn.
CLARKFIELD—Clearfield Tv Inc., 32 N. Second St. Joseph G. Saricks, pres.
COALDALE—Panther Valley Tv Co., 23 W. Ridge St. Robert J. Tarlton, pres.
CONEMAUGH—Apex Television & Radio Service Inc., 29 Main St. John Chiodo, pres.
COUDERSPORT—Coudersport Tv Cable Co., 7 Cartee St.
CRESSONA—S. L. Tv Corp., 48 Blossom Lane. Schuykill Haven. James A. Seitz, pres.
EASTON—Clear-Pic Electronics Inc., 623 Northampton St. Maxwell S. Flitter, pres.
ELKLAND—Elkland Electric Co.
EVERETT—Tv Corp., 7 East Main St. Wm. E. Coote, pres.
FRANKLIN—Coaxial Cable Co., 523 13th St.
GALETON—Galeton Tv Antenna Inc. William A. Heymann, pres.
HAMBURG—Hamburg Tire Co., 231 N. 3rd St. D. H. Schoener, owner.
HARRISBURG—Perfect Tv Inc., 2015 N. 6th St. Eli Kramer.
HAWLEY—Colville Sales & Service, 206 Main Ave. Les Colville.
HAZLETON—Mountain City Tv Co., 86 N. Wyoming St. Fred Coppale, pres.
BERNDON—Pike's Peak Tv Assn., Box 1043.
HONESDALE—Honesdale Tv Service, 1133 Main St. Henry W. Kalinowski, proprietor.
HOWARD—Mill Hill Cable Co.
HUGHESVILLE—L. C. Gee & Son Cable Co., 17 S. Main St.
ISABELIA—Community Antenna Co., Box 121.
JERSEY SHORE—Hardt's Video Service, 1312 Allegheny St. Anna K. Hardt, owner.
JERSEY SHORE—Houser Tv & Radio Service, 425 Wilson St.
JERSEY SHORE—Jersey Shore Cable Co., Allegheny St.
JOHNSONBURG—Community Tv Inc., Box 248. Lyle E. Anderson, treas.
KINGSTON—Teleservice Co. of Wyoming Valley, 337 Wright Ave. James V. Coffey, mgr.
LACEYVILLE—Valentine Tv & Radio, Box 117. A. P. Valentine.
LANSFORD—Panther Valley Tv Co. Inc. Box 232. Robert J. Tarlton, pres.
LEHIGHTON—Lehigh Trans-Video Corp., 235 N. First St. Joseph Humphries, pres.
LEWISTON—Pennwire Tv Co., 16 S. Dorcas St. G. F. Gardner, pres.
LOCK HAVEN—Susquehanna Valley Tv Corp., 106 Bellefonte Ave. Dale W. Allen, pres.
LYKENS—Lykens Tv Extension Co., 582 Main St.
MAHONEY CITY—City Tv Corp., 100 W. Pine St. William J. McLaughlin, mgr.
MAHONEY CITY—Service Electric Co., Main & Pine Sts. John Walsovich, owner.
MANSFIELD—Tyco Tv Co., 50 W. Wellsboro St.
MEADVILLE—Meadville Master Antenna Inc., 870 Market St. George J. Barco, pres.
MILLHALL—Millhall Cable Co. Bill Thompson, mgr.
MILLERSBURG—Millersburg Tv Co.
MINERSVILLE—Minersville Trans Video Corp., 305 Sunbury St. Francis E. Moser, pres.
MONTGOMERY—Montgomery Video Corp., 6 N. Main St. Francis Heimbach, pres.
MONTROSE—Rozell Tv & Radio Service. South Main St. H. E. Rozell, mgr.
MT. CARMEL—Jepko Community Antenna System, 133 South Oak St.
MT. UNION—Mt. Union Antenna Co., 5 West Shirley St. John H. Kinloch Jr., pres.
MUNCY—Muncy Tv Corp.
NESQUEHONING—Nesquehoning Electronics Inc., 102 E. Catawissa St. Frank Mitchell, pres.
NEWPORT—Newport Tv Co., 26 N. Second St.
NICHOLSON—Television Line Service, Box 212.
OIL CITY—Tv Cable Co., 4 State St. Ned Cogswell.
PALMERTON—Palmerton Tv Signal Corp., 463 Delaware Ave. C. E. Reinhard, pres.
PICTURE ROCKS—Kirby Tv Cable Service, Box 6. R. D. Kirby.
PINE GROVE—Tv Cable Service, 19 W. Pottsville St.
PLYMOUTH—Bawley Tv Service Co., 74 E. Main St.
PLYMOUTH—The Shickshinny Tv Co., 1414 W. Shawnee Ave. N. R. Jones, pres.
POTTSVILLE—Pottsville Trans-Video Corp., Second & Laurel Sts. M. F. Malarkey Jr., pres.
POTTSVILLE—Wire Tele-View Corp., 428 E. Norwegian St. Clarence E. Schoffstall, pres.
RINOV—Greater Renovo Tv Corp., 704 Erie Ave.
RIDGEWAY—Ridgeway Tv Co., 200 W. Main St. R. C. Possinger, pres.
SARGERTOWN—Sargertown Community Antenna, Box 31. L. D. Johnson, owner.
SALONA—Salona Mutual Tv Cable Assn., Main St. Morris Karstetter, pres and gen mgr.
SCHUYKILL HAVEN—Schuykill Haven Trans-Video Corp., 101 E. Main St. Amos M. Strause, pres.
SELINGSGROVE—Municipal Tv Corp., Telephone Bldg. W. M. Kearney, pres.
SELINGSGROVE—River Tv Corp., 19 S. Market St.

SHAMOKIN—Eastern Pennsylvania Relay Stations Inc., 313 N. Shamokin St.
 SHAMOKIN—Tv Extension Corp., 715 W. Walnut St. Fred Bower, pres.
 SHEFFIELD—South Side Tv Assn., 218 Church St. F. E. Feidler, Jr., pres.
 SHENANDOAH—Shenandoah Heights Tv Inc., 200 N. Main St. Frank Brophy, pres.
 SLATINGTON—Kern's Electric & Tv Antenna Inc., 619 Main St. Lawrence J. Kern, pres.
 SMETHPORT—Palmer Electric Co., 215 W. Main St. R. K. Palmer, owner.
 SOUTH RENOVO—S. Renovo Tv Assn. Inc. Charles Simerson, pres.
 ST. CLAIR—St. Clair Tv Corp., 18 E. Ridge St. Lansford, Pa. Charles I. Meil, pres.
 ST. MARY'S—Tv Co.
 STATE COLLEGE—Centre Video, Box 824. Floyd B. Fischer, mgr.
 STEELTON—Better Tv Co., 249 Swatara.
 STROUDSBURG—Pocono Tv Relay Inc., 155 Broad St. John M. Price, pres.
 SUNBURY—B.K.P. Tv Systems Inc., 108 S. Tenth St. John J. Barni Jr., pres.
 SUSQUEHANNA—Schwartz Tv Cable Service, 44 Prospect St. William Schwartz.
 TAMAQUA—Tamaqua Tv Inc., 121 W. Broad St.
 TITUSVILLE—South Side Cable Co., 502 Allen St. Byron McCracken Jr., owner.
 TITUSVILLE—Titusville Cable Co., 332 E. Main St. A. D. Carlson, pres.
 TREVERTON—D & R Radio & Tv, Shamokin St. Anthony DeSantis.
 VALLEY VIEW—Milco Cable Co.
 WARREN—Tv Corp., 207 E. Fifth Ave. Robert E. Dunham, pres.
 WARREN—West Side Tv Corp., 1405 Pennsylvania Ave. (West).
 WELLSBORO—Retel Enterprises, 11 Central Ave. George L. Hughes, F. N. Marquardt, owners.
 WESTFIELD—Community Antenna Assn., c/o Eberle Tanning Co.
 WILLIAMSPORT—Alvo Electronics, 400 Block of 3rd St.
 WILLIAMSPORT—Cole Tv, 88 Cottage Ave. H. L. Cole, owner.
 WILLIAMSPORT—West Branch Tv Services, Inc., 439 William St. Otto L. Stradley, mgr.
 WILLIAMSPORT—Williamsport Tv Cable Corp., 450 William St. Clive Runnells Jr., pres.
 WILLIAMSPORT—Lycoming Tv Corp., 1428 W. Southern Ave.
 YOUNGSVILLE—Youngsville Tv Corp. Rex Young, pres.

SOUTH DAKOTA

CHAMBERLAIN—Missouri Valley Tv Co. T. H. Steen, pres.
 DEADWOOD—Western Tv System Inc., 33 Lincoln. Harlan Jacobsen, pres.
 LEAD—See Deadwood, above.
 MITCHELL—Palace Trans-Video Co., 309 E. 12. Allen C. Harnes, owner.

TENNESSEE

BLOUNTVILLE—J. W. Adams Co.
 COPPERHILL—E. R. Lewis Tv Co.
 ERWIN—C & M Tv Cable Co., 217 S. Main St.
 JOHNSON CITY—Huntsman Tv Cable Co., 407 W. Walnut St. R. M. Huntsman, pres.
 KINGSFORD—Tv Cable Corp., New & Commerce Sts. Wm. A. Crafts, vp & mgr.

TEXAS

ALBANY—King Appliance Co.
 ALPINE—Big Bend Tv-Jewelry & Music Co., 102 West Holland. James H. Logan, owner-manager.
 BRADY—Tv Enterprises, 115 N. Church St. John P. Threadgill, owner.
 BRECKENRIDGE—Breakenridge Tv Distributing Co., 331 W. Walker St. Don E. Crenshaw, pres.
 BROWNWOOD—Brownwood Television Cable Services Inc., 91 Bluffview Drive. Gilbert G. Keith, gen mgr.
 BRYAN—Midwest Video Corp., 3519 Texas Ave. George R. Morrell.
 CANADIAN—Tv Cable Service.
 CHILLDRESS—Vumore Co. (See Ardmore, Okla.)
 DEL RIO—Del Rio Television Cable Corp., 115 W. Losoya St. Robert Cauthorn, pres.
 DENISON—Better Tv Inc., 409 S. Mirick. Charles F. Johnson, pres.
 GATESVILLE—Cable Vision Co., 507 S. Sixth St.
 GRAHAM—Tv Distributing Co., 610 Oak St. Brown Walker, owner.
 JACKSONVILLE—Tv Cable Service Inc., 549 E. Rusk St.
 LAREDO—Vumore Co. (See Ardmore, Okla.)
 MADISONVILLE—Cable Corp. Lee Green.
 MARFA—Marfa Tv Cable Co., Box 745. A. Forrest Hope, pres.
 MATADOR—Tv Signal Service Co., City Hall. V. L. Hutchison, pres.
 MEMPHIS—Master Antenna Service, 611 Noel. Bob Magness, W. A. Simmons, partners.
 MINERAL WELLS—Community Aerial System, 413 E. Hubbard St. John Campbell, owner.
 OZANA—Ozana Tv System, Box 596. W. E. White, pres.
 PADUCAH—Tv Signal Service Co., 8th. & Richards Sts. V. L. Hutchison, pres.
 PALESTINE—Clearview Cable Corp., Box 615. Ray Barnes, pres.
 PARIS—Midwest Video Corp., 128 S. Main St.
 PECOS—Pecos Cable Television Co., Box 1712. V. L. Hutchison, pres.

PERRYTON—Great Plains Community Television Co., Box 917. Irvin R. Buchanan, mgr.
 SHERMAN—Televue Products Co.
 SHERMAN—Vumore Co. (See Ardmore, Okla.)
 SONORA—Sonora Tv Service Co., Main St. Edwin E. Sawyer, pres.
 SULPHUR SPRINGS—Tv Cable System.
 TYLER—Tv Co., 317 N. Broadway. G. H. Flynn, pres.
 UVALDE—Uvalde Tv Cable Corp., 222 N. Getty St. Benjamin J. Conroy Jr., pres.
 VAN HORN—Cable Co.
 VICTORIA—Tele-Tenna Corp. of Victoria, 200 E. Rio Grande St. A. B. Alkek, pres.
 WELLINGTON—Vumore Co. (See Ardmore, Okla.)

UTAH

HELPER—Helper Community Tv. Frank Dalpiaz.
 PRICE—Price Community Tv Inc., 8 W. Main St. Ray Walters, pres.
 PRICE—Vetera Motor & Tv Co., 410 W. 1st. N. Louis Vetera.
 RICHFIELD—Sevier Tv Cable, Box 136. T. Collins Jackson, owner.
 SUNNYSIDE—East Carbon Tv Inc. Oscar Carlson Jr., pres.
 VERNAL—Basin Tv, 55 E. Main St. O. L. Johnson.

VERMONT

BARRE—Vermont Tv Inc., 63 N. Main St. Leo Sauguinell, pres.
 BELLOWS FALLS—Bellows Falls Cable Corp., 105 Rockingham St. George R. Story, pres.
 BRATTLEBORO—Brattleboro Tv Inc., 49 Elliot St. F. Eliot Barber Jr., pres.
 BURLINGTON—Green Mt. Tv Corp., 187 Church St. Richard A. Snelling, pres.
 LUDLOW—Okemo Vue Inc., 41 Depot St.
 MONTPELIER—Montpelier Community Tv Inc., 23 Langdon St. Phillips Lothrop, mgr.
 NORTFIELD—Trans-Video, 37 Park Square. G. L. Goodrich, owner.
 SPRINGFIELD—Young's Community Tv Corp., 201 Union St. S. R. Young, pres.
 ST. JOHNSBURY—St. Johnsbury Community Tv Corp., 83 Eastern Ave. Eugene F. Ellingwood Jr., pres.
 WINDSOR—Windsor Community Antenna Corp., 201 Union St. S. R. Young, pres.

VIRGINIA

APPALACHIA—Paintsville Appliance Co.
 GRINDY—Grundy Tv Co., Box 1045. Barnes B. Rife, owner.
 HARRISONBURG—Harrisonburg Trans-Video Corp., 14 Graham St. M. F. Malarkey Jr., pres.
 MARION—Home & Auto Supply Inc., 209 E. Main St.
 STAUNTON—Staunton Video Corp., 27 Middlebrook Ave., Randolph W. Tucker, pres.

WASHINGTON

ABERDEEN—Harbor Tv Corp., 218 E. Wishkah. Homer Bergren, chmn of bd.
 BELLINGHAM—Telecable, 1059 State St. A. J. Barrett, owner.
 CHEHALIS—KELA Tv Inc.
 CLE ELUM—Casassa Brothers, 216 Penn. Ave. Don Casassa, owner.
 COLVILLE—Colville Video Inc., 261 N. Main St. W. A. Baker, owner.
 CONNELL—Connell Television Co., Box 478. James O. Heitzman, Texas H. German, co-partners.
 COULEE DAM—Tv Assn.
 DAYTON—Touchet Valley Tv Inc.
 ELLENSBURG—Ellensburg-Jerrold Tv Cable Corp., 505 N. Pearl St.
 EPHRATA—Empire Tv Systems Inc., 101 B St. N.W. Harold Callow, pres.
 EVERETT—Tv Cable Inc., 2501 Broadway. Eldon A. Root, pres.
 GOLDDALE—Goldendale Tv Cable Inc., 431 E. Broadway.
 KENNEWICK—Columbia Tv Service, 205 W. Kennewick. Homer Bergren, pres.
 LIND—Lind Tv Service Inc. John Shimck, pres.
 METALINE FALLS—Rest View Cable Video Inc. Box 306. L. W. Copple, pres.
 MOSES LAKE—Moses Lake Tv Inc., 205 W. Ash St. Mrs. Pat Hughes, pres, mgr.
 NORTH BEND—Cascade T-V Signals. J. R. MacManan, pres.
 OKANOGAN—Okanogan Valley Tv Cable Co., Tonasket, Wash. Melvin Rothrock, pres.
 OMAK—Okanogan Valley Tv Cable Co., Tonasket, Melvin Rothrock, pres.
 POMEROY—Christensen-Rauch Co. Main St., William E. Rauch, pres.
 PULLMAN—Williams Tv, 301 Paradise. R. V. Williams, owner.
 QUINCY—Tv Cable Co.
 RAYMOND—Powell's Radio Electric, 301 Duryea St.
 REPUBLICAN—Tv Assn.
 RICHLAND—Richland Tv Cable Corp., 503 Lee Blvd. Milton J. Shapp, pres.
 SEATTLE—Holert Electronics Inc., 2300 W. Spokane St.
 SEDRO WOOLEY—Pat Malone.
 SOAP LAKE—Soap Lake Tv Inc. 404 Main Ave. E. L. A. McNamara, pres.
 STARBUCK—Starbuck Tv Co.
 SUMAS—Town of Sumas. Harry Iverson.
 SUNNYSIDE—Harrie's Tv, Sixth & Edison. Harrie Whatley, owner.

TONASKET—Okanogan Valley Tv Cable Co. Melvin Rothrock.
 WALLA WALLA—Blue Mts. Tv Cable Co., 34 S. Colville. Milton J. Shapp, pres.
 WASHUNTCA—Snyder Electric Co.
 WATERVILLE—Clements Tv, Masonic Bldg. Charles E. Clements, owner-pres-mgr.
 WENATCHEE—Consolidated Tv Cable Corp., 739 S. Mission St. Leland B. Hallett, gen mgr.
 WILSON CREEK—S&S Electronics
 WISHRAM—Wishram Tv Co. Raymond Coffield, mgr.

WEST VIRGINIA

BERKELEY SPRINGS—D&H Community Tv Co., 306 S. Washington St. Ralph Hoover-male, owner.
 BLUEFIELD—Tv Cable Corp., 616 Federal St.
 BURNSIDE—Marlington Cable Co. J. L. Stalnaker, pres.
 CHARLTON HEIGHTS—Jack Knight.
 CHESAPEAKE—Chesapeake Water & Light Co.
 CLARKSBURG—Clarksburg Tv Cable Corp., 233 S. Third St. W. Randolph Tucker, pres.
 COALWOOD—Olga Coal Co.
 EAST GULE—C. H. Meade Coal Co.
 ELKINS—Tygart Valley Cable Corp., 200 Davis Ave. Ralph S. Sheplar, pres.
 FAIRMONT—Fairmont Tv Cable Corp., a division of Consolidated Tv Cable Corp., 217 Fairmont Ave. Bertram Cousins Jr., gen mgr.
 GLENDALE—Glen-Tenna, c/o Daily Echo. Moundsville. W. Va. Sam Shaw, owner.
 GRAFTON—Bennett Refrigerator Co., Main St.
 HINTON—Tv Corp. James V. Coste, pres.
 KEYSER—Keyser Tv Co. 51 N. Main St. A. T. Patrick, vp & mgr.
 LOST CREEK—Lost Creek Tv Co. D. B. Randolph, pres.
 LUMBERPORT—Eagle Television Club, Box 52. J. R. Hornor, pres.
 MAN—Durfec's Inc., Box 458. C. O. Erickson, pres.
 MORGANTOWN—Community Cable Co.
 MOUNDSVILLE—CTV Clear-Tv Inc. Z. A. Zalnoon, owner.
 MT. CLARE—Kreiling Television Sales, Box 6. Walter and Helen Kreiling.
 MULLENS—Mullens Tv Cable Service, Moran Ave. H. E. Lilly, owner.
 NEW MARTINSVILLE—Tv Cable Inc.
 PIEDMONT—Upper Potomac Tv Co., 77 Ashfield St. I. R. Ferrell, pres.
 PHILLIPI—Community Tv.
 PRENTER—Red Parrott Coal Co.
 RICHWOOD—Richwood Tv Co., Box 670. Carl E. Galner, pres.
 RONCEVERTE—Ronceverte Tv Corp., Dr. P. E. Prillaman, pres.
 ROWIESBURG—Community Cable Co.
 SLAB FORK—Slab Fork Coal Co. S. Austin Capertown, pres.
 SPENCER—T. J. Arnold Co.
 WAR—Tv Antenna Service Inc. L. W. Coffey, pres.
 WEBSTER SPRINGS—Belington Television Cable Corp., Box 311. Harold Harkins, owner.
 WEIRTON—Greco Tv Cable, 3225 Main St. Victor A. Greco, pres.
 WELCH—Welch Antenna Co., Box 687. Edmund O. Gates and William Turner, partners.
 WESTON—Weston Tv Cable Corp., Box 168. M. William Adler, pres.
 WHEELING—Wheeling Antenna Co., Box 1043. Donald Levenson, pres.
 WHITESVILLE—Radio & Refrigeration Service.
 WILLIAMSON—Tv Corp.

WISCONSIN

EAU CLAIRE—Central Broadcasting Co., 2413 Hastings Way. W. C. Bridges, pres.
 RHINELANDER—Rhinelander Tv Cable Corp., Box 179. C. W. Gilley, mgr.
 RICE LAKE—Rice Lake Radio Co., 15 W. Knapp St. Earl Cleveland, owner.
 RICHLAND CENTER—Richland Jerrold Cable System, 410 N. Main St. Theron Moon.
 WAUSAU—Community Antenna Inc., 512 Fulton St.

WYOMING

CASPER—Community Tv Systems of Wyoming Inc., 451 S. Durbin St. Bill Daniels, pres.
 CODY—Cody Tv Corp., 1149 Sheridan St. E. T. Melbraaten, sec-treas.
 COKEVILLE—Cokeville Community Tv System. H. L. Carraway and R. L. Langford, partners.
 JACKSON—Jackson Community Tv System, Box 102. E. L. Mains, owner.
 KEMMERER—Kem-Tev Corp., 717 Pine Ave. P. C. Steinhour, pres.
 LARAMIE—Laramie Community Tv Co., 21th & Baker Sts. Karl O. Krummel and J. E. Collier, partners.
 MOUNTAIN VIEW—Uinta Signal Corp., Box 102. E. A. Dahlquist, owner.
 PINE BLUFFS—Pine Bluffs Community Tv System, Box 357. Wm. H. Harrison, owner.
 RAWLINS—Rawlins Community Tv Co., 211 Fourth St. Bill Daniels, pres.
 RIVERTON—Riverton Tv Corp., Box 71. Bill Ross, mgr.
 ROCK SPRINGS—Sweetwater Tv Co., 730 Pilot Butte Ave. A. M. Carollo, pres.
 SHERIDAN—Clouds Peak Radio & Tv Corp., Box 570. Donald Tannehill, pres.

Community Tv CONTINUED

THERMOPOLIS—Thermopolis Television Corp., Box 809, T. W. Mitchell Jr., pres.
WORLAND—Big Radio & Tv, Box 675, J. C. Cosley, owner.
WORLAND—Western Tv Corp., 122 S. 8th St. Roy Bliss.

BRITISH COLUMBIA

BRITTANIA BEACH—West Coast Tv Ltd., 6174 Fraser, Vancouver, B. C. Matthew M. Jemielita, mg's dir.
CRESTON—Creston Cabled-Video Ltd., Box 1170, Tak Toyota, pres and managing director.
HOLSESHEB BAY—Northwest Television Systems Ltd., 6335 Royal Ave. W. S. Thomas, pres & mgr.
KELOWNA—Black Knight Television Co., 1429 Ellis St. Alvin Angus, gen mgr.
NEW DENVER—New Denver-Silvertown Co-operative Television Society, Robert Fairhurst, pres.
PENTICON—South Okanagan Television Distributors Ltd., 441 Main St. A. H. Bent, pres.
POWELL RIVER—Powell River Tv Co. Gordon H. Turner, pres.
SALMO—Salmo Cahlad Programmes Ltd., Box 10, Fruitvale, B. C. Guy L. Wells.
VANCOUVER—CJOR Ltd., 346 Howe St. George C. Chandler, pres.

NEW BRUNSWICK

GRAND FALLS—Grand Falls Community Tv Ltd. C. V. Leclerc, pres.

ONTARIO

ATIHKOKAN—Nor-Video Services Ltd., 108 Main St. Vic Prokopchuk, pres & gen mgr.
DEEP RIVER—Deep River Tv Enterprises Ltd., 791 Somerset St. W. Ottawa, Patrick J. La Martina, pres.
GUELPH—Neighbourhood Tv Ltd., 31 Quebec St. W. F. T. Metcalf, pres.
KITCHENER—Telefusion (Canada) Ltd., 135 Whitney Place, James S. Clark, pres.
LONDON—Cablevision, 13 King St. E. R. Jarman, pres & gen mgr.
PEMBROKE—Pembroke Tv Enterprises Ltd., Box 231, Patrick J. La Martina, pres.

QUEBEC

BAGOTVILLE—J. H. Duchesne, 32 Bagot, J. H. Duchesne, pres.
BAGOTVILLE—Service Multivision Dery Ltee, 26 Rue Bagot, M. Noel Dery, pres.
BLACK LAKE—Black Lake Telediffusion Inc., Box 52, Theford Mines, R. Dostie, pres.
CAP-CHAT VILLAGE—LACTV du Cap-Chat, Eustache Landry, proprietor.
COWANSVILLE—Korman Television Inc., 110 Willard St. Walter J. Korman, pres.
GRAND-MERE—Jules Matteau Television, 1360 6th Ave. Jules Matteau, owner.
LAC ETCHEMIN—Telephone Dorchester Inc. Marcel Begun, pres.
LAC MEGANTIC—Megantic Transvision, C.P. 339 Lac Megantic, M. Henri Latulippe, pres.
LA TUQUE—Systeme Communautaire de Television Inc., 536 Joffre St. F. E. G. Malo, pres.
MAGOG—Magog Television & Service Inc., 465 Main Street, W. J. C. Bergeron, pres.
MESNES—Arthur Briyere.
MONT LAURIER—Mont Laurier Telediffusion, 261 Blvd. Poquette.
MONTREAL—Rediffusion Inc., 6301 Park Ave. A. Cross, pres.
RICHMOND—Tv Cable Inc. R. N. Quinn, pres.
SHAWINIGAN—Shawinigan Radio Television Engineering, 515 4th St. Jean Beauchemin, Romeo Dupres, co-owners.
SHERBROOKE—Transvision (Sherbrooke) Inc., 6 Wellington St. South, Armand Housseau, pres.
ST. GEORGES DE BEAUCHE—Beauce Video Ltd., 352 Promiere Ave. Armand Catellier, pres.
ST. PAMPHILE—Chouinard Television Ltee, J. Flavien Chouinard, pres.
ST. PASCAL—Paradis Tv Engineering, Ls. G. Paradis, proprietor.
STE ANNE DE LA POCATIÈRE—Chouinard Television Ltee, J. Flavien, pres.
TROIS-RIVIERES—La Belle Vision Inc., 953 Rue Champlain, Richard Rioux, pres.
VAL D'OR—Paul Television Service Ltd., 336 3-Ave. L. Paul Mailhot, pres.
VICTORIAVILLE—Tele Rediffusion Victoria Inc., 3 St. Dominique, J. Claude Couture, pres.
VILLE-MARIE—Ville-Marie Tv Engineering, Box 123, Romeo Ethier & Alphonse Piche.
WINDSOR MILLS—Transvision Windsor Inc., 79 St. George St. Lionel Morin, pres.

SASKATCHEWAN

PRINCE ALBERT—Community Tv Limited, 331 21st St. W. B. B. Torchinsky, pres.

Schools Specializing in Radio-Tv

(This list includes only those schools which specialize in professional or technical courses in broadcasting. Many colleges and universities also offer courses in radio and television. Current information on college and university radio-tv courses is maintained by the Office of Education, United States Dept. of Health,

Education & Welfare, 330 Independence Ave., S.W., Washington, D. C.)

Alabama Polytechnic Institute Auburn, Ala. Courses offered: Fundamentals of tv-radio; tv workshop; advanced production.

Brown Institute of Broadcasting and Electronics, 3123 E. Lake St. Minneapolis 6, Minn. Parkway 1-1639.

Courses offered: Announcing; engineering. **California Institute of Radio & Television**, 5127 Sunset Blvd., Hollywood 28, Calif. Hollywood 9-1928.

Courses offered: Production, Engineering. **Cambridge School of Radio & Television Broadcasting**, 545 Fifth Ave. New York 17, N. Y. Murray Hill 7-6865.

Courses offered: production; direction; writing; studio operations; sales. **Capitol Radio Engineering Institute**, 3224 16th St. N.W. Washington 10, D. C. Hobart 2-1520.

Courses offered: Electronic engineering technology; television engineering technology; aeronautical electronic engineering technology; radar and servo engineering technology; specialized advanced mathematics; broadcasting engineering technology. **Central Technical Institute**, 1644 Wyandotte St. Kansas City 8, Mo. Harrison 1-5852.

Courses offered: Electronics, radio and tv technology; master radio, tv and electronics training, radio and electronics. **Cleveland Institute of Radio Electronics**, 4900 Euclid Ave. Cleveland 3, Ohio. Express 1-5387.

Courses offered: The master course (electronic fundamentals and preparation for the FCC license exams); advanced engineering. **Coyne Electrical School**, 500 South Paulina St. Chicago 12, Ill. Seeley 3-7722.

Courses offered: Service technicians. **DeVry Technical Institute**, 4141 Belmont Ave. Chicago 41, Ill. Kildare 6-2700.

Courses offered: communications, including tv-radio broadcasting, studio techniques, preparation for 1st class radiotelephone operators license. **Elkins Radio License School**, 2603 Inwood Rd. Dallas 35, Tex. Fleetwood 2-2733, 2-9565.

Courses offered: Training in radio and tv necessary for the passing of FCC commercial license examinations. **Grantham School of Electronics**, Hollywood Division, 1505 N. Western Ave. Hollywood 27, Calif. Hollywood 2-1411, 7-7727. Washington Division: 321 19th St., N.W. Washington 6, D. C. Sterling 3-3611. Seattle Division: 408 Marion St. Seattle 4, Wash. Main 2-7227.

Courses offered: Preparation for FCC operator license examinations. **Lincoln School of Radio & Television**, 1851 Broadway, New York 23, N. Y. Circle 4-5300.

Courses offered: Radio communications; fm & television technician; radio mathematics; radio technician; electrical inspector; electronic technician. **Leland Powers School of Radio, Television and Theatre**, 31 Evans Way, Boston 15, Mass. Aspinwall 7-2900.

Courses offered: Radio announcing; commercial copy; continuity writing; microphone technique; program analysis; acting; music; production station routine; television announcing; acting; make-up. **Don Martin School of Radio & Television Arts & Sciences**, 1653 North Cherokee, Los Angeles 28, Calif. Hollywood 2-3281.

Courses offered: Complete tv production and engineering. **Mid-South Electronics Institute Inc.**, 1800 West End Ave. Nashville 4, Tenn. Alpine 4-5049.

Courses offered: Radio & tv servicing (including color); radio engineering; radio announcing & production. **Midwestern Broadcasting School**, 228 S. Wabash Ave. Chicago 4, Ill. Wabash 2-0712.

Courses offered: Announcing only. **National Academy of Broadcasting, Inc.**, 3338 16th St., N.W. Washington 10, D. C. Decatur 2-6580.

Courses offered: Production; promotion; management and sales; tv announcing; tv dramatic writing; tv continuity; tv public speaking. **New School for Social Research**, 66 West 12th St. New York 11, N. Y. Oregon 5-2700.

Courses offered: Tv writing workshop; script writing clinic. **New York Technical Institute, Inc.**, 500 Pacific St. Brooklyn 17, N. Y. Main 5-5220.

Courses offered: Fundamentals of electronics (radio, fm, tv servicing); communications and industrial electronics. **Northwest Schools**, 1221 N.W. 21st Ave. Portland 9, Ore. Capitol 3-7246, 737 N. Michigan Ave., Chicago; 1440 N. Highland, Hollywood, Calif.

Courses offered: Tv production; tv broadcasting; principles and practices; radio-tv service & maintenance; radio tv announcing; FCC license preparation. **William B. Ogden Radio Operational Engineering School**, 1150 West Olive Ave. Burbank, Calif. Thornwall 2-8291.

Courses offered: Concentrated preparation for first class radiotelephone operator (FCC). **Pathfinder School of Radio and Television**, Oakland, California.

Courses offered: Basic instruction in telecasting. **Pierce School of Radio & Television**, 52 E. 19th St. New York 3, N. Y. Oregon 7-7390.

Courses offered: Radio; fm & tv technician; tv cameraman & studio technician; color tv. **Portland Tv-Electronics College**, 1017 S.W. Washington St. Portland 5, Ore. Capital 8-7777.

Courses offered: Radio & tv repair; electronics; radio & tv broadcasting engineering. **Radio Institute of Chicago**, 308 W. Randolph St. Chicago 6, Ill. Andover 3-9131.

Courses offered: Drama; production & direction; announcing; advertising; television engineering; television repair. **Radio-Television Training Associates**, 52 E. 19th St. New York 3, N. Y. Oregon 7-7390.

Courses offered: Radio-tv-fm (also given in Spanish); studio technician; color tv course (sponsored by Sylvania). **RCA Institutes**, 350 W. 4th St., New York 4, N. Y. Watkins 4-7845.

Courses offered: Advanced electronics; television & general electronics; radio and television servicing; radio telegraph operating. **Frederick H. Speare Professional School**, 1447 N. Las Palmas Ave., Hollywood 28, Calif. Hollywood 5-5813.

Courses offered: Radio-tv announcing; radio operational engineering. **SRT-TV Studios**, 316 West 57th St. New York 19, N. Y. Plaza 7-3211.

Courses offered: Tv broadcasting (prog & prod.); motion picture photography for tv; writing for tv; FCC license course. **Television Workshop, Inc.**, 1780 Broadway, New York 19, N. Y. Plaza 7-3721.

Courses offered: Tv studio training; tv production training; tv studio maintenance; film production; announcing for radio & tv. **Theatre of Arts**, 6040 Wilshire Blvd. Los Angeles 36, Calif. Webster 6-5205, 6-9165.

Courses offered: Live and filmed tv acting; corresponding motion picture technique. **United Electronics Labs Inc.**, 3947 Park Dr. Louisville 16, Ky. Emerson 8-3305.

Courses offered: Electronic technicians; cameramen; control room work (switcher, video and audio controls); film technicians; film processors; projectionists; continuity writers; traffic aides; floor directors; stage crewmen; announcers; producers; directors; production assistants.

U.S. Information Agency

Headquarters: 1776 Pennsylvania Ave., N.W., Washington, D. C. Republic 7-8340. George V. Allen, director; Abbott Washburn, deputy director; Eugene S. Staples, special assistant to the director; Richard G. Cushing, director, Office of Public Information; Henry Loomis, director, Broadcasting Service (Voice of America) (see below); Robert P. Speer, director, Press Service; Turner B. Shelton, director, Motion Picture Service; James L. Meader, director, Information Center Service; Conger Reynolds, director, Office of Private Cooperation; Seymour I. Nadler, director, Office of Research and Intelligence.

Voice of America

Health, Education & Welfare Bldg., 4th & Independence Ave., S.W., Washington, D. C. Republic 7-7500, Ext. 3363. Henry Loomis, director of broadcasting; Gordon A. Ewing, deputy director of broadcasting; Barry Zorthian, acting tv mgr; Edgar T. Martin, engineering mgr.

Voice of America Fact Sheet

The work of the Voice of America, a part of the U.S. Information Agency, is, in the words of President Eisenhower, "to submit evidence to the peoples of other nations . . . that the objectives and policies of the United States are in harmony with and will advance their legitimate aspirations for freedom, progress and peace." Equally the Voice exposes Soviet imperialism and the fraud of international communism, while combatting their anti-American slanders and lies.

Radio is the fastest, most effective day-by-day medium for achieving these objectives: it speaks directly to people abroad, instantaneously surmounting barriers of distance, censorship, illiteracy, foreign exchange, paper shortages and tariffs.

Facilities

The Voice has a network of 80 transmitters of which 30 are in the United States. These latter are shortwave stations, ranging in power from 25 thousand to 200 thousand watts, and operated under contract to VOA by private broadcasting companies. Government-owned or controlled relay stations are located at Munich, Salonika, Tangier, Ceylon, Honolulu (the Philippines and Okinawa). These installations comprising short, medium and longwave stations, include million-watt transmitters—the world's most powerful known broadcasting facilities—in the Philippines, Okinawa and Munich.

Relay facilities are also leased from BBC in England. Other relays or rebroadcasts are made through arrangements with local broadcasters of France, Italy, Germany, Austria, Switzerland, Trieste, Greece, Belgian Congo, Viet-Nam, Japan, Korea, the Philippines, Formosa and Latin America.

The Voice has a floating broadcasting station, the U. S. Coast Guard Cutter Courier, which uses high powered medium wave and

Voice of America CONTINUED

shortwave transmitters. The Courier provides VOA with a mobile and flexible relay station to meet the demands of the changing world situation and to combat Soviet jamming.

Program Content

Voice broadcasts consist of news, news analyses and features, which include political commentaries, press reviews, round-table discussions, documentaries and special events. Although the breakdown varies from area to area, the program content in general is balanced as follows: News: 50%; Analyses and Features: 50%.

Approximately 75% of VOA's total program effort is directed to the Iron Curtain countries and Communist China. In addition to direct shortwave programming, the Voice regularly broadcasts transcribed programs air shipped to its relay stations. Other transcribed programs, music recordings, script material, television kinescopes and films are also furnished to U. S. Information Service offices throughout the free world for local distribution and broadcast.

Audience Information

Programs are beamed to areas having a potential audience of over 400,000,000. Scientific surveys, letters from listeners, interviews with Iron Curtain defectors, efforts by the Communist press and radio to discredit the broadcasts, reports from United States missions, correspondents and travelers provide convincing evidence of a regular listening audience of many millions.

Operations Information

The Broadcasting Service is responsible for the planning, execution and content of programs. Programs are written, produced and broadcast from studios in Washington, D. C., Munich, Germany and Cairo.

Voice of America Daily Broadcasts

More than 85 separate programs, ranging up to two hours and amounting to about 108 broadcasting hours are broadcast via shortwave daily in 39 languages as follows:

	Total Hrs.-mins.		Total Hrs.-mins.
Europe			
Albanian	2:00	Bengali	:45
Armenian	:30	Malayalam	:30
Bulgarian	3:00	(3 times wk.)	
Czech-Slovak	3:00	Tamil	:30
English	3:15	(4 times wk.)	
Estonian	2:30	Hindu	:45
French	1:00	Urdu	:30
Georgian	:30	Persian	1:00
German (to East Germany)	1:45	Turkish	1:00
Hungarian	3:30		
Far East			
Latvian	:30	Amoy	3:00
Lithuanian	2:30	Burmese	1:30
Polish	4:00	Cantonese	3:00
Rumanian	3:30	English	2:30
Russian	10:30	Indonesian	1:00
Serbo-Croat	:30	Japanese	2:30
Slovene	:45	Korean	1:30
Ukrainian	2:30	Mandarin	4:00
Uzbek	:30	Russian	3:00
		Thai	1:00
		Ukrainian	1:30
		Vietnamese	2:00
Worldwide			
		"Music—USA"	12:00
		Total	82:05
Near East, South Asia, Africa			
Arabic	2:15		
English	2:30		
Greek	:45		
Indian/Pakistani Languages:			

Other Government Agencies Of Interest to Broadcasting

(All addresses are Washington, D. C., unless otherwise specified.)

Executive Office of the President

The White House Office. 1600 Pennsylvania Ave., N.W., National 8-1414. Sherman Adams, assistant to the President; Maj. Gen. Willson B. Persons, deputy assistant to the President; James C. Hagerty, press secretary to the President; Anne W. Wheaton, associate press secretary; Thomas E. Stephens, secretary to the president; Gerald D. Morgan, special counsel to the President; Gordon Gray (national security affairs), Lewis L. Strauss, Amos J. Peaslee, Maj. Gen. John S. Bragdon, Meyer Kestelbaum, Clarence B. Randall, E. R. Quesada, Arthur Larson, James R. Killian Jr., Karl G. Harr Jr., Rocco C. Siciliano (personnel management), special assistants to the President; Clarence Francis, John H. Stambaugh, special consultants to the President; I. Jack Martin, Bruce N. Harlow, Howard Pyle, Jack Z. Anderson, administrative assist-

ants to the President, Brig. Gen. A. J. Goodpaster, staff secretary; Robert K. Gray, secretary to the cabinet; Ann C. Whitman, personal secretary to the President.

Dept. of Agriculture

Headquarters 14th & Independence Ave., S.W. Republic 7-4142. Ezra Taft Benson, secretary. Office of Information: R. Lyle Webster, director; James H. McCormick (publications), Harold R. Lewis (press, special reports, radio-TV), J. Kendall McClarren (visual media), assistant director; Layne R. Bealy, chief, radio and tv; Jules Renaud, Ann O'Toole, tv information specialists; Jack H. Towers, radio information officer.

Dept. of Commerce

Headquarters 14th & Constitution Ave., N.W. Sterling 3-9200. Sinclair Weeks, secretary. Office of Public Information: Albert Leman, director; Henry Scherer, deputy director of information; Harry Weiss, chief, news section.

Consus Bureau: Ludlow 4-3000. Robert W. Burgess, director; A. Ross Eckler, deputy director; Howard C. Grieves, Dr. Conrad Taeuber, assistant director; A. W. Von Struve, acting information officer; Conrad Shamel, information specialist.

National Bureau of Standards: Emerson 2-4040. A. V. Astin, director; W. R. Tilley, chief, Office of Technical Information; Frederick W. Brown, chief, Boulder Center Labs (Boulder, Colo.); Dr. F. B. Silsbee, chief, Electricity and Electronics Div.

Civil Aeronautics Administration: Sterling 3-9200. James T. Pyle, administrator; E. R. Mehrling, chief, Airspace Utilization Branch; Chet C. Spurgeon, press and publications officer.

U. S. Weather Bureau: Adams 2-3200. Norman R. Hagen, public information coordinator; Herbert Lieb, assistant.

Dept. of Defense

Headquarters Pentagon Bldg. Liberty 5-6700. Neil McElroy, secretary; Donald A. Quarles, deputy secretary; Murray Snyder, assistant secretary (public affairs); Chauncey Robbins, deputy assistant secretary (public affairs); John E. Carland, executive officer; Brig. Gen. Clarence J. Hauck, assistant to the secretary for legislative affairs.

News Div.: Extension 5-3201. Orville S. Splitt, chief; Allan A. Howell, defense news branch; Herbert Schon, Army News Branch; Cmdr. Remi O'Connor, Navy News Branch; Moncel Monts, Air Force News Branch; Maj. Ben Fern, Magazine and Book Branch; Capt. Orbin D. Newton, assistant for Marine Corps. **Audio-Visual Div.:** extension 7-6241. Col. Bertram Kalisch, chief; Donald Baruch, chief, Production Branch.

Dept. of the Army: Wilber M. Brucker, secretary. Office of Public Information: extension 5-5135. Maj. Gen. Harry P. Storke, chief; Maj. Robert Cranston, chief, Radio-TV Branch; Maj. William T. Ellington, assistant chief. New York Office: 663 Fifth Ave., N. Y. 22. Murray Hill 3-7572. Maj. William V. Schmitt, chief; Capt. Ed Tait, Radio-TV Branch.

Dept. of the Air Force: James H. Douglas, secretary. Office of Public Information: extension 7-6061. Maj. Gen. A. H. Luehman, director; Maj. W. E. Holmes, chief, Radio-TV Branch.

Dept. of the Navy: Thomas S. Gates Jr., secretary. Office of Navy Information: extension 7-7391. Rear Adm. C. C. Kirkpatrick, chief; Capt. J. D. Lamade, deputy chief; Public Information Division: Cmdr. J. S. Dowdell, director; Cmdr. J. B. Smith, assistant director; Cmdr. N. J. Pope, News Branch head; Lt. Cmdr. P. K. Troban, Radio-TV Branch head; Cmdr. G. M. Hall, Still & Motion Pictures Branch head.

Marine Corps: Division of Information: extension 4-2958. Col. D. R. Nugent, director; Maj. William L. McCulloch, Radio-TV Branch head; Lt. Col. D. D. Nicholson, News & Periodicals Branch head.

Dept. of Health, Education & Welfare

Headquarters 320 Independence Ave., S.W. Executive 3-6300. Marion B. Folsom, secretary; Charles E. Barrett, assistant to the secretary for public affairs. Office of Publications & Reports: Harvey A. Bush, director; H. C. John Russell, press officer.

Food & Drug Administration: Wallace Janssen, assistant to the commissioner and information officer.

Office of Education: Carroll B. Hanson, director, publications.

Social Security Administration: William Galvin, information officer.

Public Health Service: J. Stewart Hunter, chief, information services.

Office of Vocational Rehabilitation: W. Oliver Kinnannon, information officer.

National Institutes of Health: Bethesda 14, Md. Oliver 6-4000, extension 787. Jack Fletcher, information officer.

Dept. of Justice

Headquarters 9th & Pennsylvania Ave., N.W. Republic 7-8200. William F. Rogers, attorney general; Lawrence E. Walsh, deputy attorney general; assistant attorneys general: Charles K. Rice (Tax Div.), Victor R. Hansen (Anti-trust Div.), Malcolm Anderson (Criminal Div.), George Cochran Doub (Civil Div.), Perry W. Morton (Lands Div.), Malcolm R. Wilkey (Office of Legal Counsel), W. Wilson White (Civil Rights Div.), J. Walter Yeagley (acting, Internal Security Div.); Luther A. Huston, director of public information; J. Lee Rankin, solicitor general.

Dept. of Labor

Headquarters 14 & Constitution Ave., N. W. Executive 3-2420. James P. Mitchell, secretary; George C. Lodge, director, Office of Information, Publications and Reports.

Dept. of State

Headquarters 21st & Virginia Ave., N. W. Republic 7-5600. John Foster Dulles, secretary; Christian A. Herter, under secretary; Loy W. Henderson, deputy under secretary for administration; Robert Murphy, deputy under-secretary; Andrew Berding, assistant secretary of state for public affairs; Lincoln White, chief, News Div.; Joseph Reap, chief, Press Branch; David J. Waters, chief, Radio-TV Branch.

Telecommunications Div.: Francis Colt de-Wolf, chief; Arthur Lebel, chief, Safety Services, International Wire Communications and Foreign Broadcasting Branch; Helen Kelly, assistant to the chief.

Dept. of the Treasury

Headquarters 15 & Pennsylvania Ave., N. W. Executive 3-5400. Robert B. Anderson, secretary.

U. S. Savings Bond Div.: extension 4252. James F. Stiles Jr., national director; Edmund J. Lineham, director, Advertising & Promotion Branch; Harold Boyer, mgr, Advertising Section (radio and tv); Robert W. Reese, director; Public Information Section; Jacob Mogelevor, mgr, Promotion Section.

Office of Defense and Civilian Mobilization

Headquarters Battle Creek, Mich. Woodward 2-6511. Leo A. Hoegh, director; John S. Patterson, deputy director; Harry E. Roderick, director; Warning Office; W. E. Skinner, director, Warning Operations Div.; W. D. Kelly, director; Warning Requirements Div.; Ira Brewster Terry, acting director, Public Affairs Div.; Nat S. Linden, director, Audio-Visual Div.; Richard C. Rasmussen, acting director, Briefing Div.; Herbert Moore, director, Information Div.; John C. Kirby, acting director, Program Support Div.

2000 Florida Ave., N.W., Washington, D. C. Executive 3-0994. Harvey L. Mott, director, public affairs.

Atomic Energy Commission

Headquarters 1901 Constitution Ave., N. W. St-rling 3-3000. John A. McCone, chairman. Div. of Information Services: Morse Salisbury, director; Shelby Thompson, deputy director; Duncan Clark, assistant director for public information service; Charter Heschel, senior information specialist (radio-visual).

Federal Communications Commission

Headquarters New Post Office Bldg. Executive 3-3620. (For full listing of commissioners and staff see page B-32.)

Federal Trade Commission

Headquarters 6th St. & Pennsylvania Ave., N. W. Executive 3-6800. Members: John W. Gwynne, chairman, Robert T. Secret, Sigurd Anderson, William C. Kern, Edward T. Tait, Robert M. Parrish, secretary; Harry A. Babcock, executive director; Joseph E. Sheehy, director, Bureau of Litigation; Charles E. Grandey, director, Bureau of Consultation; Simon Newcomb Whitney, director, Bureau of Economics; Sherman R. Hill, director, Bureau of Investigation; William H. Cook, legal adviser to chairman; Earl W. Kintner, general counsel; Seymour F. Stowe, director, Office of Public Information; T. Harold Scott, chief, Radio-TV Monitoring Unit.

National Labor Relations Board

Headquarters 3rd & C Sts., S. W. Sterling 3-7373. Members: Boyd Leedom, chairman, Philip Ray Rodgers, John I. Fanning, Joseph A. Jenkins, Stephen S. Bean.

Office of Public Information: Louis G. Silverberg, director; Jay E. Shanklin, associate director.

Trade associations, professional groups

The National Assn. of Broadcasters see below

State Associations of Broadcasters page B-119

The Radio Advertising Bureau page B-119

The Television Bureau of Advertising page B-120

The Radio-TV Galleries of Congress page B-120

Other Associations of Broadcasters page B-120

Associations, Societies in Other Fields page B-121

National Assn. of Broadcasters

OFFICERS, DIRECTORS, COMMITTEES

Headquarters: 1771 N Street, N.W.,
Washington 6, D. C.
Phone Decatur 2-9300

DIRECTORY of PERSONNEL

President

Harold E. Fellows
Howard H. Bell, assistant to president in
charge of joint affairs
Florence Mitchell, administrative assistant

Secretary-Treasurer

Everett E. Revercomb
William L. Walker, assistant treasurer
Ella Nelson, administrative assistant

Vice President for Radio

John F. Meagher
Thomas E. Coulter, assistant

Vice President for Television

Thad H. Brown Jr.
Dan W. Shields, assistant

Broadcast Personnel & Economics

Charles H. Tower, mgr
James H. Hulbert, assistant mgr

Engineering

A. Prose Walker, mgr
George L. Bartlett, assistant mgr

Government Relations

Vincent T. Wasilewski, mgr
Jerome P. McGranahan, assistant mgr

Legal

Douglas A. Anello, chief attorney
Walter R. Power Jr., attorney
Robert V. Cahill, attorney

Organizational Services

Frederick H. Garrigus, mgr

Production

LaRue M. Courson, mgr

Public Relations Service

Donald N. Martin, assistant to president in
charge of public relations
John M. Couric, mgr of news and
publications
Larry Sims, chief writer
David Seerest, publications editor
Stanley Raiff, promotional assistant

Research

Richard M. Allerton, mgr
Louise K. Aldrich, librarian

Station Relations

William Carlisle, mgr
Al King, field representative
Russ Severin, field representative
Gordon L. Ward, field representative

Television Code Affairs

Edward H. Bronson, director
Charles Cady, assistant director

1958-1959 BOARD of DIRECTORS

President-Chairman: Harold E. Fellows, NAB
Secretary-Treasurer: Everett E. Revercomb, NAB
Vice President for Radio: John F. Meagher, NAB
Vice President for Television: Thad H. Brown Jr., NAB

RADIO BOARD

(Expiration date of terms are in parentheses)

- Dist. 1: Daniel W. Kops, WAVZ
New Haven, Conn. (1959)
Dist. 2: Simon Goldman, WJTN
Jamestown, N. Y. (1960)
Dist. 3: Donald W. Thornburgh, WCAU
Philadelphia (1959)
Dist. 4: Jack S. Younts, WEEB
Southern Pines, N. C. (1960)
Dist. 5: Hugh M. Smith, WCOV
Montgomery, Ala. (1959)
Dist. 6: F. C. Sowell, WLAC
Nashville, Tenn. (1960)
Dist. 7: Robert T. Mason, WMRN
Marion, Ohio (1959) vice chmn of bd.
Dist. 8: J. M. Higgins, WTHI
Terre Haute, Ind. (1960)
Dist. 9: William Holm, WLPO
LaSalle, Ill. (1959)
Dist. 10: Ben B. Sanders, KICD
Spencer, Iowa (1960)
Dist. 11: Raymond V. Eppel, KORN
Mitchell, S. D. (1959)
Dist. 12: Robert L. Pratt, KGGF
Coffeyville, Kans. (1960)
Dist. 13: Alex Keese, WFAA
Dallas (1959)
Dist. 14: George C. Hatch, KALL
Salt Lake City (1960)
Dist. 15: Joe D. Carroll, KMYC
Marysville, Calif. (1959)
Dist. 16: Robert J. McAndrews, KBIG
Avalon, Calif. (1960)
Dist. 17: Thomas C. Bostic, KIMA
Yakima, Wash. (1959)

Directors-at-Large

Large Stations: Harold Hough, WBAP Fort
Worth (1959) and John H. DeWitt Jr.,
WSM Nashville, Tenn. (1960)
Medium Stations: J. Frank Jarman, WDNC
Durham, N. C. (1959) chmn of bd. and
Fredrick A. Knorr, WKMH Dearborn, Mich.
(1960)
Small Stations: William C. Grove, KFBC
Cheyenne, Wyo. (1959) and J. R. Livesay,
WLRH Mattoon, Ill. (1960)
Fm Stations: Ben Strouse, WWDC-FM Wash-
ington, D. C. (1959) and Merrill Lindsay,
WSOY-FM Decatur, Ill. (1960)
Network: E. J. DeGray, ABC, New York (1959);
Arthur Hull Hayes, CBS-Radio, New York
(1959); Armand Hammer, MBS, New York
(1959) and P. A. Sugg, NBC-Radio, New
York (1959)

TELEVISION BOARD

Joseph E. Baudino
Westinghouse Broadcasting Co. (1960)
John E. Fetzer, WKZO-TV
Kalamazoo, Mich. (1960)
Payson Hall, Meredith Publishing Co.,
Radio & Television Div. (1960)
C. Howard Lane, KOIN-TV
Portland, Ore. (1960) chmn of bd.
Dwight W. Martin, WAFB-TV
Baton Rouge, La. (1960)
James D. Russell, KKTU (TV)
Colorado Springs, Colo. (1960)
G. Richard Shafto, WIS-TV
Columbia, S. C. (1960) vice chmn of bd.
J. J. Bernard, KTVI (TV)
St. Louis, Mo. (1959)
Henry B. Clay, KTHV (TV)
Little Rock, Ark. (1959)
C. Wrede Petersmeyer
Corinthian Broadcasting Corp. (1959)
Willard E. Walbridge, KTRK-TV
Houston (1959)
Network: Alfred Beckman, ABC-TV New York
(1959); William B. Lodge, CBS-TV New
York (1959) and David C. Adams, NBC-TV
Washington, D. C. (1959)

BOARD COMMITTEES

Convention—Richard T. Mason, WMRN Marion,
Ohio, and G. Richard Shafto, WIS-TV Colum-
bia, S. C., co-chmn; J. Frank Jarman, WDNC,
Durham, N. C.; John H. DeWitt, WSM, Nash-
ville, Tenn.; William Holm, WLPO, LaSalle,
Ill.; Fred A. Knorr, WKMH, Dearborn, Mich.;
Joseph E. Baudino, Westinghouse Broad-
casting Co.; C. Howard Lane, KOIN-TV, Port-
land, Ore.; James D. Russell, KKTU (TV), Colorado
Springs, Colo.; C. Wrede Petersmeyer, Corin-
thian Broadcasting Corp. (Mr. DeWitt and
Mr. Russell are liaison members with the
Broadcast Engineering Conference Committee.)
General Fund Finance—Alex Keese, WFAA,
Dallas, chairman; Raymond V. Eppel, KORN,
Mitchell, S. D.; Robert T. Mason, WMRN,
Marion, Ohio; Merrill Lindsay, WSOY-FM,
Decatur, Ill.; William C. Grove, KFBC,
Cheyenne, Wyo.; Robert L. Pratt, KGGF,
Coffeyville, Kans.; John E. Fetzer, WKZO-TV,
Kalamazoo, Mich.; Payson Hall, Meredith Pub-
lishing Co.; C. Howard Lane, KOIN-TV, Port-
land, Ore.

Membership—Ben B. Sanders, KICD, Spencer,
Iowa, and Joseph J. Bernard, KTVI (TV), St.
Louis, co-chairmen; Thomas C. Bostic, KIMA,
Yakima, Wash.; J. R. Livesay, WLRH, Mat-
toon, Ill.; Daniel W. Kops, WAVZ, New Haven,
Conn.; Robert J. McAndrews, KBIG, Avalon,
Calif.; J. M. Higgins, WTHI, Terre Haute,
Ind.; Henry B. Clay, KTHV (TV), Little Rock,
Ark.; Dwight W. Martin, WAFB-TV, Baton
Rouge, La.; Willard E. Walbridge, KTRK-TV,
Houston.

Television Finance—C. Howard Lane, KOIN-
TV, Portland, Ore., chairman; John E. Fetzer,
WKZO-TV, Kalamazoo, Mich.; Payson Hall,
Meredith Publishing Co.; G. Richard Shafto,
WIS-TV, Columbia, S. C.; C. Wrede Peters-
meyer, Corinthian Broadcasting Corp.

By-Laws—Joseph E. Baudino, Westinghouse
Broadcasting Co., chairman; Harold Hough,
WBAP, Fort Worth; Hugh M. Smith, WCOV,
Montgomery, Ala.; Jack S. Younts, WEEB,
Southern Pines, N. C.; Payson Hall, Meredith
Publishing Co.; Dwight W. Martin, WAFB-TV,
Baton Rouge, La.

TELEVISION CODE REVIEW BOARD

Roger W. Clipp, Triangle Stations, chairman;
Mrs. Hugh McClung, KHSI-TV, Chico, Calif.;
Richard A. Borel, WBNS-TV, Columbus, Ohio;
E. K. Hartenbower, KCMO-TV, Kansas City,
Mo.; Donald H. McGannon, Westinghouse
Broadcasting Co.

PRESIDENTS

*Eugene F. McDonald Jr. (WJAZ)	1923-1925
Frank W. Elliott (WIFO)	1925-1926
Earle C. Anthony (KFI)	1926-1928
William S. Hedges (WMAQ)	1928-1930
Walter J. Damm (WFMJ)	1930-1931
*Harry Shaw (WMT)	1931-1932
Alfred J. McCosker (WOR)	1932-1934
J. Truman Ward (WLAC)	1934-1935
Leo J. Fitzpatrick (WJR)	1935-1936
*Charles W. Myers (KOIN)	1936-1937
John Elmer (WCBM)	6-23-37—2-16-38
Mark Ethridge (WHAS)	3-30-38—7-1-38
Neville Miller	7-1-38—3-1-44
J. Harold Ryan (WSPD)	4-15-44—9-30-45
Justin Miller	10-1-45—6-4-51
Harold E. Fellows (WEEI)	6-4-51—
*Deceased	

State Associations of Broadcasters

Alabama Broadcasters Assn.—P. O. Box 6174, University. Officers: William A. Mapes, WOWL Florence, pres; John C. Cooper Jr., WJHD Tuscaloosa, vp; William S. Baskerville Jr., WKRG Mobile, sec-treas; Mrs. Angie M. Youngson, executive secretary.

Arizona Broadcasters Assn.—c/o pres or secretary. Officers: Tom Wallace Sr., KTKT Tucson, pres; Arlo Woolery, KSDN Bisbee, vp; John L. Hogg, KOY Phoenix, sec-treas; Lucy Krug, KPHO Phoenix, executive secretary.

Arkansas Broadcasters Assn.—c/o pres. Officers: R. J. Parrish, KOTN Pine Bluff, pres; C. R. Horne, KXRX Russellville, vp; Don Thompson, KAMO Rogers, secretary; June S. Spann, KWAK Stuttgart, executive secretary.

California State Radio & Television Broadcasters Assn.—6047 Hollywood Blvd., Hollywood 28. Officers: George Whitney, KFMB San Diego, pres; J. C. Paltridge, KABC Los Angeles, 1st vp; Loyd Sigmon, KMPC Los Angeles, vp (radio); Joe Drilling, KJEO (TV) Fresno, vp (TV); Robert McAndrews, KBIG Avalon, sec-treas.

Colorado Broadcasters & Telecasters Assn.—c/o pres. Officers: Harry W. Hoth, KRDO Colorado Springs, pres; Al Ross, KGEK Sterling, vp; Robert S. Hix, KOA Denver, secretary; Ed Koepke, KDEN Denver, treasurer.

Connecticut Broadcasters Assn.—c/o pres. Officers: Julian Schwartz, WSTC Stamford, pres; Walter Johnson, WTIC Hartford, vp; Peter E. Kennedy, WNBC New Britain, sec-treas.

Delaware Assn. of Broadcasters—c/o pres. Officers: Harvey C. Smith, WDEL Wilmington, pres; Wayne Rollins, WAMS Wilmington, vp; Gordon MacIntosh, WTUX Wilmington, sec-treas.

Florida Assn. of Broadcasters—214 Center Bldg., Tallahassee. Officers: Charles J. Fernandez, WKXY Sarasota, pres; Larry Rollins, WSHR Winter Haven, 1st vp; Tom S. Gilchrist Jr., WESH-TV Daytona Beach, 2nd vp; Frank W. Hazelton, WTNT Tallahassee, sec-treas; J. Kenneth Ballinger, executive secretary and counsel.

Georgia Assn. of Broadcasters—Henry W. Grady School of Journalism, U. of Georgia, Athens. Officers: John W. Jacobs Jr., WDUN Gainesville, pres; Frank Gaither, WSB Atlanta, 1st vp; Ralph N. Edwards, WWSG Tifton, 2d vp; Robert L. Patrick, secretary-mgr.

Idaho Broadcasters Assn.—c/o pres. Officers: K. Clark, KBAR Burley, pres; Gene Shumate, KRNK Resburg, vp; Mervin L. Ling, KAYT Rupert, sec-treas.

Illinois Broadcasters Assn.—c/o sec-treas. Officers: Charles R. Cook, WJPF Herrin, pres; R. Karl Baker, WLDS Springfield, vp; M. H. Stuckwisch, WSOY Decatur, sec-treas.

Indiana Broadcasters Assn.—c/o pres or secretary. Officers: Joseph Higgins, WTHI Terra Haute, pres; Richard E. Jackson, WSAI Logansport, vp (am); Elmer G. Sulzer, WFIU (FM) Bloomington, vp (fm); Eldon Campbell, WFIJ-TV Indianapolis, vp (tv); Roy L. Hickox, WLRP New Albany, sec-treas; Ronn Ross, WPTA-TV Roanoke, assistant treasurer; William C. Fowler, WBAT Marion, assistant secretary; Helen E. Huber, WIRE Indianapolis, corresponding secretary.

Iowa Broadcasters Assn.—c/o pres or secretary. Officers: George Volger, KWPC Muscatine, pres; William White, KFIJ Marshalltown, vp; Glen Stanley, KBOE Oskaloosa, sec-treas.

Kansas Assn. of Radio Broadcasters—c/o pres. Officers: Arden Booth, KLAN Lawrence, pres; Max Falkenstein, WREN Topeka, vp; Thomas Bashaw, KFII Wichita, sec-treas.

Kentucky Broadcasters Assn.—P. O. Box 539, Hopkinsville. Officers: Dee Huddleston, WIEL Elizabethtown, pres; Al Temple, WKGT Bowling Green, 1st vp; Francke Fox, WIFLN Harlan, 2d vp; Katherine Peden, WHOP Hopkinsville, sec-treas.

Louisiana Assn. of Broadcasters—830 Commerce Bldg., Baton Rouge. Officers: Dierrell Hamm, KLFY-TV Lafayette, pres; John A. Chauvin, KEUN Eunice, vp (radio); Douglas Manship, WBRZ-TV Baton Rouge, vp (TV); Gene Jones, KSLA-TV Shreveport, treasurer; Rolfe H. McCollister, executive secretary.

Maine Radio & Television Broadcasters Assn.—c/o sec-treas. Officers: Elden Shute Jr., WKTO South Paris, pres; Donald Powers, WCSH Portland, vp; Norman G. Gallant, WFAU Augusta, sec-treas.

Maryland-D. C. Broadcasters Assn.—c/o pres or secretary. Officers: Frederick S. Houwink, WMAL Washington, pres; R. C. Embry, WTHI Baltimore, vp; Jason T. Pato, WASA Havre de Grace, sec-treas.

Massachusetts Broadcasters Assn.—c/o pres. Officers: Roy V. Whisnand, WCOP Boston, pres; W. C. Swartley, WBZ Boston, vp; Lawrence A. Reilly, WTXL West Springfield, secretary; George H. Jaspert, WCCM Lawrence, treasurer.

Michigan Assn. of Radio & Television Broadcasters—c/o pres. Officers: Martin Giaino, WJEF Grand Rapids, pres; George M. Millar, WKMH Dearborn, vp; Eugene Cahill, WBEK Battle Creek, sec-treas.

Minnesota Broadcasters Assn.—c/o sec-treas. Officers: Kenneth M. Hance, KSTP St. Paul, pres; Wayne Williams, WLOR Minneapolis, 1st vp; Harry Linder, KJLW Minn. 2d vp; Robert DeHaven, KYSM Mankato, 3d vp; Larry Haeg, WCCO Minneapolis, sec-treas.

Mississippi Broadcasters Assn.—c/o pres or sec. Officers: John Bell, WCMA Corinth, pres; Joe Carson, WOKK Meridian, vp; Harold E. McCarley, WBLE Batesville, sec-treas.

Missouri Broadcasters Assn.—c/o pres. Officers: Bruce Barrington, WEW St. Louis, pres; William Clark, KFSB Joplin, vp; A. E. Dahl, KLIK Jefferson City, sec-treas.

Montana Radio Stations Inc.—c/o pres. Officers: Jeff Kuehli, KGHJ Billings, pres; John Lyons, K1Y1 Shelby, vp; Mrs. Charlotte H. Brader, KOJM Havre, sec-treas.

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Southern California Broadcasters Assn.—c/o Arthur Holbrook, managing director, 6047 Hollywood Blvd., Hollywood 28. Officers: Fred

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NBC-WRC-AM-FM-TV Washington (4001 Nebraska Ave., N.W.) John E. Connolly, Wallace R. Fanning Jr., W. J. Gribben, Cassius M. Keller, Bryson B. Rash, W. B. Sprague Jr., David A. Van Sothen, Russell H. Ward.

NBC-Meet the Press (4001 Nebraska Ave., N.W.) Betty A. Cole, Lawrence E. Spivak.

NBC-Three Star Extra (1625 K St., N.W.) Ned Brooks, Ray Henle, Hazel Markel, Fred Morrison, John G. Stringer.

NBC-Youth Wants to Know (1627 K St., N.W.) Julian A. Bartoloni, Marjorie V. McGrannahan.

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Drew Pearson Radio-TV Programs (1313 29th St., N.W.) William Neel.

Spot News (4913 Albemarle St., N.W.) LeRoy Anderson, Alfred J. O'Eth.

Time, Life, Fortune Stations (Wire Bldg.) John W. (Bill) Roberts.

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United Press Movietone News (413 Third Street, N.W.) Bryce W. Burke, Thomas J. Craven Sr., H. M. Lambert, Arthur V. Lodovichetti, Ellen E. McDonnell, Ronald H. Nessen, Jack Schultz, William K. Smythe, Malcolm Williams.

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WGMS Washington (National Press Bldg.) Gabriel R. Vogliotti.

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WTOF (Washington) News (40th & Brandywine Sts., N.W.) Julian Barber, Lawrence Rookerman, Stephen W. Cushing, Roger H. Mudd, Henry B. Norton, Edward F. Ryan, Harold E. Saylor, Scott Sutton.

WTTG (TV) Dumont Washington (Raleigh Hotel) Matthew Warren.

WTTR Washington (3725 Macomb St., N.W.) Ray Martin.

WWDC Inc. Washington (8500 Brookville Rd., Silver Spring, Md.) Ken Evans, Joe K. Phipps, Robert Robinson, Thomas L. Slinkard, Richard E. Whitaker.

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Sales Branch: 200 St. Clair Ave., W. Toronto, Ont. Walnut 2-3334.

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Assn. for Professional Broadcasting Education, 1771 N. St., N.W., Washington 6, D. C. Decatur 2-9300. Frederick H. Garrigus (National Assn. of Broadcasters), executive secretary.

Broadcasting Foundation of America, 312 Madison Ave., New York 17, N. Y. Yukon 6-8514. Basil Thornton, executive director; Chloe Fox, associate executive director; Robert Redford, chmn of bd; Frank N. Freeman, pres; Seymour N. Siegel, executive vp; George E. Probst, vp. (Non-profit, educational organization sponsoring exchange of cultural radio and tv programs between U. S. stations and those abroad.)

Educational Television & Radio Center, 2820 Washlelaw Ave., Ann Arbor, Mich. Normandy 3-2475. Dr. H. K. Newburn, pres.

Institute for Education by Radio-Television, Ohio State U., Columbus 10, Ohio. Axminster 9-3148. J. Keith Tyler, director; Bette Wallace, secretary.

Joint Council on Educational Television, 1785 Massachusetts Ave., N.W., Washington 6, D. C. Hudson 3-6620. Ralph Steetle, executive director. Members: Dr. Albert N. Jorgensen, National Assn. of State Universities, chairman; James H. Denison, Assn. of Land-Grant Colleges, State Universities, vice chairman; Dr. Carroll V. Newsom, American Council on Education; Dr. Edgar Fuller, Council of Chief State School Officers; Dr. Harry K. Newburn, Educational Television & Radio Center; Burton Paulu, National Assn. of Educational Broadcasters; Edward L. Ryerson, National Citizens Committee for Educational Television; Mrs. Cecil S. Garey, National Congress of Parents and Teachers; Dr. Lyb. Ashby, National Education Assn. of the U. S.

National Assn. of Educational Broadcasters, 14 Gregory Hall, Urbana 11, Frank E. Schooley, pres; Jack McBride, vp; Robert Coleman, treasurer; Haskell Boyter, secretary; Dr. Harry J. Skorma, executive director; Harold Hill, associate director.

National Education Assn. 1201-16th St., N.W., Washington 6, D. C. Adams 4-1855. William G. Carr, executive secretary; Roy K. Wilson, director, press, radio relations; Mrs. Terrey Baker, assistant for radio-tv.

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Allied States Assn. of Motion Picture Exhibitors, Dupont Circle Bldg., Washington 6, D. C. Dupont 7-7400. Abram F. Myers, chmn of bd & general counsel; Horace Adams (711 NBC Bldg., Cleveland), pres; Edward W. Linder (250 Tremont St., Boston), treasurer; Abe Berenson (215 Liberty St., New Orleans), secretary; W. A. Carroll (512 N. Illinois St., Indianapolis), recording secretary.

American Assn. of Film Producers, 7061 N. Sheridan Rd., Chicago 26, Ill. L. Mercer Francisco, pres; James Kellack, vp; Marvin Loring, treasurer; G. H. Coelln, executive secretary. Members are producers of commercial, educational and tv films.)

American Cinema Editors, 6772 Hollywood Blvd., Hollywood 28, Calif. Hollywood 5-8527. George Amy, pres; Fred Berger, vp; Terry Morse, secretary; Stanley Johnson, treasurer.

American Society of Cinematographers, 1782 N. Orange Dr., Hollywood 28, Calif. Hollywood 7-2135. Walter Stronge, pres; Arthur Edson, 1st vp; Hal Mohr, 2nd vp; William Daniels, 3rd vp; Arthur Miller, treasurer; Robert Pittack, secretary; Robert McGrassy, sergeant-at-arms.

Film Producers Assn. of New York, 15 E. 18th St., New York 17, N. Y. Plaza 1-4920. Nathan Zucker, pres; Lee Blair, vp; Mrs. Maxine Culhane, secretary; Edward Lanna, treasurer; Wallace A. Ross, public relations counsel.

Motion Picture Assn. of America, 1600 Eye St., N. W., Washington 6, D. C. Executive 3-5110. Eric Johnston, pres; Edward Cooper, director of television.

28 W. 44th St., New York 36, N. Y. Bryant 6-4000. Ralph D. Hitzel Jr., executive vp. 8180 Beverly Blvd., Hollywood 48, Calif. Olive 3-2200. Y. Frank Freeman, chmn of bd.

Motion Picture Industry Credit Group, (National Assn. of Credit Men) 229-4th Ave., New York 3, Oregon 4-5100. Joseph A. Tauney, chairman; Kern Moyses, vice chairman; W. W. McAdam, secretary.

National Exhibitors Theatre Television Committee, 1585 Broadway, New York 36, N. Y. Circle 5-4800. Simon H. Fabian, chairman; Philip F. Harling, sec-treas.

1625 Eye St., N. W., Washington, D. C. Sterling 3-2880. Cohn & Marks, general counsel.

National Television Film Council, 200 W. 57th St., New York 19, N. Y. Columbus 5-0736. Robert Gross, pres; William J. Hedrick, executive vp; Bernie Haber, executive secretary; Sally Perle, general secretary; Lou Feldman, treasurer; Hal Seeger, vp, production; Sydney A. Mayers, vp, distribution; G. Edward Hamilton, vp, stations; Don E. Widlund, vp, agencies; Ralph Koch, vp, technical services; Joseph T. Dougherty, vp, membership; Marshall G. Rothman, chmn of bd. Directors: Dr. A. N. Gold-

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c/o Zissu & Marcus, 292 Madison Ave., New York 17. N. Y. Murray Hill 3-0966.

Society of Independent Motion Picture Producers. 333 S. Beverly Dr., Beverly Hills, Calif. Crestview 1-7283. Ellis Arnall, pres; Gunther R. Lessing, chmn of bd; Marvin Paris, executive secretary; George Bagnall, treasurer.

Society of Motion Picture Art Directors. 5732 Sunset Blvd., Hollywood 46, Calif. Oleander 5-8223. Serge Krlzman, pres; George Van Marten, vp; Malcolm C. Bert, secretary; Lawrence Klein, treasurer; Leo E. Kuter, administrator; Norman Lowenstein, executive secretary.

Society of Motion Picture & Television Engineers. 55 W. 42nd St., New York 36, N. Y. Longacre 5-0172. Burton Kreuzer, pres; John W. Services, financial vp; Norwood L. Simmons, executive vp; Wilton R. Holm, secretary.

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6331 Hollywood Blvd., Hollywood 28, Calif. Hollywood 2-5761. T. B. Kornblum, executive secretary.

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Audio Engineering Society. P. O. Box 12, Old Chelsea Station, New York 11, N. Y. S. M. Fairchild, pres; Donald J. Plunkett, executive vp; C. J. LeBel, secretary; R. A. Schlegel, treasurer.

Electronic Industries Assn. (formerly Radio-Electronic-Television Manufacturers Assn.) 1721 DeSales St., N. W., Washington 6, D. C. National 8-3502. D. W. Hull, Raytheon Mfg. Co., pres; James D. Sercest, executive vp & secretary; Leslie E. Muter, the Muter Co., treasurer; William L. Reynolds, general counsel; Robert S. Bell, Packard Bell Electronics Corp., senior vp; S. R. Curtis, Stromberg-Carlson Co.; C. Russell Cox, Andrew Corp.; Russell E. Cropper Jr., Radio Condenser Co., and A. L. Chapman, CRS-Hytron, vps.

Headquarters staff: Peter H. Cousins, assistant to executive vp; William F. E. Long, mgr, marketing data; Herbert F. Hodge Jr., mgr, office of information; Tyler Nourse, mgr, International; Capt. Henry Bernstein, military engineering coordinator; Charles Macchling, mgr-counsel, military relations; Edmund Wellington, staff assistant, military products; Carroll M. White, mgr, mobile radio communications; E. B. Redington, staff liaison engineer.

Electronic Industries Assn. of Canada. 200 St. Clair Ave., W., Toronto 7, Ont. Walnut 1-2898. K. M. Robinson, Canadian General Electric, pres & chmn of bd; James Key, Aerovox Canada Ltd., vp and chairman of components; E. W. Leaver, Electronic Assoc., vp and chairman of electronics; S. D. Brownlee, Canadian Admiral Corp., vp and chairman of receivers; R. A. Hackbush, Hackbush Electronics Ltd., director of engineering; F. W. Radcliffe, gen mgr.

Electronic Manufacturers Assn. 55 W. 42nd St., New York 36, N. Y. Pennsylvania 6-3664. Hugh A. McCloskey, Hammatlund Mfg. Co., pres; Arthur Blumenfeld, University Loudspeakers Inc., secretary; Julius Pariser, Adams Labs., treasurer; John W. Martindale, executive secretary.

Institute of High Fidelity Manufacturers. 125 E. 23rd St., New York 10, N. Y. Algonquin 4-3532. Joseph N. Benjamin, pres; George Silber, chmn of bd; Edwin Cornfield, executive secretary.

Institute of Radio Engineers. 1 E. 79th St., New York 21, N. Y. Lehigh 5-5100. D. G. Fink, pres; C. E. Granqvist, vp; W. R. G. Baker, treasurer; Haraden Pratt, secretary; J. D. Ryder, editor.

Joint Technical Advisory Committee. 1 E. 79th St., New York 21, N. Y. (representing the Institute of Radio Engineers) Philip F. Siling, RCA Frequency Bureau, chairman; Ralph Bown; Norman D. Israel, Emerson Radio & Phonograph Corp.; Dr. Ernst Weber, Polytechnic Institute for Brooklyn; (representing Electronics Industries Assn.) John V. L. Hogan, Hogan Labs, vice chairman; Ira J. Kaar, Hoffman Electronics Corp.; Arthur V. Loughren, Airborne Instruments Lab; Dr. William H. Radford, Massachusetts Institute of Technology-Lincoln Lab; L. G. Cumming, non-member and secretary.

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Television Allocations Study Organization. P.O. Box M, Station A, Ames, Iowa. George R. Town, executive director.

The Representatives (of electronic products manufacturers) 600 S. Michigan Blvd., Chicago 5, Ill. Harrison 7-2162. William C. Weber Jr., executive secretary. (Trade association of independent sales representatives of electronic manufacturers.)

West Coast Electronic Manufacturers Assn. 1135 S. LaCienega Blvd., Los Angeles 33, Calif. Oleander 5-8162. Donald C. Duncan, pres; St. George LaFite, vp; Corlandt Van Rensselaer, secretary; S. H. Bellue, treasurer; Richard L. Paulus, mgr.

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Academy of Television Arts & Sciences. Harry Ackerman, pres; Robert F. Lewine, 1st vp; Sheldon Leonard, 2nd vp; Walter Cronkite, secretary; Loren L. Ryder, treasurer.

Los Angeles chapter: 3126 Sunset Blvd., Los Angeles 46, Calif. Crestview 4-5209. Harry Ackerman, pres; Frederick deCordova, 1st vp; Fred Berger, 2nd vp; June Lockhart, secretary; Loren L. Ryder, treasurer; T. Freebairn-Smith, executive secretary.

New York chapter: 200 Central Park S., New York 19, N. Y. Judson 6-3833. Robert F. Lewine, pres; Hubbell Robinson Jr., 1st vp; Walter Cronkite, 2nd vp; Royal E. Blakeman, secretary; Henry S. White, treasurer; Robert M. Carr, assistant treasurer; Kenneth Loomis, executive director.

American Council for Better Broadcasts. 423 N. Pinckney St., Madison 3, Wis. Alpine 5-2009. George C. Johnson, pres; Mrs. Melvin C. Koch, 1st vp; Mrs. Gertrude Broderick, 2nd vp; Mrs. H. B. Faust, recording secretary; Mrs. William F. Haupt, corresponding secretary; H. H. Munger, treasurer; Dr. Leslie Spence, executive director.

American Public Relations Assn. 1010 Vermont Ave., N.W., Washington 5, D. C. District 7-1427. James L. Macwithey, Bristol-Meyers Co., New York, pres; Donald N. Phillips, Capital Airlines, Baltimore, secretary; Miss Ann LaMott, Ford Bros. & Co., Philadelphia, treasurer.

American Radio Relay League. 38 LaSalle Rd., West Hartford 7, Conn. Goodwin L. Dosland, pres; Wayland M. Groves, 1st vp; F. E. Handy, Percy C. Noble, vps; D. H. Houghton, treasurer; A. L. Budlong, secretary.

Assn. of American Railroads. Transportation Bldg., Washington 6, D. C. National 8-3020. Daniel P. Loomis, pres; Robert S. Henry, vp, public relations; Albert R. Beatty, assistant vp, public relations; H. F. McLaury, advertising mgr.

Broadcast Pioneers. 569-5th Ave., New York 17, N. Y. Plaza 9-1500. Frank E. Pellegrin, pres; Merle S. Jones, 1st vp; Charles A. Wall, treasurer; M. H. Shapiro, executive secretary.

California Copyright Conference. 1651 Cosmo St., Hollywood 28, Calif. Hollywood 9-17313. Robert A. McCluskey, pres; Harris Ashburn, vp; John D. McAlpine, treasurer; Gloria Schlesinger, secretary; Jane Wamboldt, assistant secretary.

Conference of Personal Managers. 1626 N. Vine St., Hollywood 28, Calif. Hollywood 9-1493. William Loeb, pres; Sam Lutz, Thomas Shields, vps; Bill Burton, secretary. Stan Zuker, treasurer.

Financial Public Relations Assn. 231 S. LaSalle St., Chicago 4, Ill. State 2-5517. Preston E. Reed, executive vp.

Music Publishers Protective Assn. 160 Park Ave., New York 22, N. Y. Plaza 1-1930. Harry Fox, gen mgr; Walter G. Douglas, chmn of bd.

National Appliance & Radio-TV Dealers Assn. Merchandise Mart, Chicago 54, Ill. Michigan 2-5595. Joseph Fleischaker, pres; Mort Farr, chmn of bd; H. B. Price Jr., chairman of executive committee; Steve Feinstein, George Johnston, Harold A. Witham, vps; John J. Mooney, secretary; Victor P. Joardt, treasurer; A. W. Bernsohn, executive vp; J. A. Cobbe, general counsel.

National Assn. for Better Radio & Television. 882 Victoria Ave., Los Angeles 5, Calif. Webster 4-4245. Clara S. Logan, pres; Dr. Lee deForest, 1st vp; Dr. Francis W. Noel, 2nd vp; Mrs. Victor Roberts, secretary; Gertrude Blackstock, treasurer.

National Assn. of Gagwriters. P. O. Box 835 Grand Central Station, New York 17, N. Y. Spring 7-6210. George Q. Lewis, director.

National Audience Board. 152 East End Ave., New York 28, N. Y. Trafalgar 9-6070. Peter Golet, pres; Carroll Rollinson, public service director, East.

239 1/2 S. Beverly Dr., Beverly Hills, Calif., Crestview 1-8141. Bernard F. Kamins, executive vp; D. Brandon Bernstein, legal counsel; Vera Kaplan, public service director, West.

625 Cheney St., San Francisco, Calif. Juniper 5-7575. Hal Light, coordinator.

National Better Business Bureau. 405 Lexington Ave., New York 17, N. Y. Murray Hill 6-2535. Wallace E. Campbell, chmn of bd; Harry M. Dunlap, 1st vice chairman; Kenneth B. Wilson, pres; Allan E. Backman, executive vp.

National Community Television Assn. 1111 E. St., N.W., Washington, D. C. Metropolitan 8-1415. Lloyd A. Calhoun, Hobbs, N. M., pres; A. J. Malin, Rochester, N.H., vp; Clive Runnells Jr., Williamsport, Pa., treasurer; W. Randolph Tucker, New York, N. Y., secretary; E. Stratford Smith, general counsel; Edward P. Whitney, executive director.

Radio & Television Executives Society. Biltmore Hotel, New York 17, N. Y. Murray Hill 9-3480. Donald H. McGannon, Westinghouse Broadcasting Co., pres; Geraldine Zorbaugh, CBS Radio, 1st vp; Don Durgin, NBC, vp; Frank E. Pellegrin, H-R Repts, vp; Omar F. Elder Jr., ABC, secretary; Jay Smolin, Associated Artists, treasurer. Board of governors: Ted Bergman, Parkson Adv.; John C. Daly, ABC; Josef C. Dine, Dine & Kalmus; Ernest Lee Jahneke Jr., Edward Petry & Co.; Robert J. Leder, WOR New York; Winfield R. Lovt. **BROADCASTING Magazine:** Mary McKenna, Metropolitan Broadcasting Corp.; Alfred L. Mendelsohn, Universal Pictures; David C. Moore, Transcontinent Tv Corp.; Sam J. Slate, WCBS New York; Claude Barrere, executive director.

Sigma Delta Chi (professional journalism fraternity) 35 E. Wacker Dr., Chicago, Ill. Central 6-6577. J. Donald Ferguson, Milwaukee Journal, honorary pres; Robert J. Cavagnaro, Associated Press, pres; James A. Byron, WRAP-AM-TV Fort Worth, vp, professional chapter affairs; Burton W. Marvin, U. of Kansas, vp, undergraduate chapter affairs; Edward Lindsay, Lindsay-Schaub Newspapers, vp, expansion; E. W. Scripps II, Rocky Mountain News, secretary; Buren McCormack, Wall Street Journal, treasurer.

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The ABCs of radio and television

Even the most experienced radio and television executives would find it hard to answer all the questions of how these businesses came about, how they operate, what they consist of. This primer provides the answers. It was prepared by George O. Gillingham, FCC information chief.

HOW RADIO BEGAN

Radio communication was born of many minds and developments. In the 1860's, Maxwell predicted the existence of radio waves. Hertz later demonstrated that rapid variations of electric current can be projected into space in the form of waves similar to those of light and heat. In 1895, Marconi transmitted radio signals for a short distance and, at the turn of the century, conducted successful trans-Atlantic tests.

The first practical application of radio was for ship-to-ship and ship-to-shore telegraphic communication. Marine disasters early demonstrated the speed and effectiveness of radiotelegraphy for safeguarding life and property at sea.

This new communication medium was first known as "wireless." American use of the term "radio" is traced to about 1912 when the Navy, feeling that "wireless" was too inclusive, adopted the word "radiotelegraph." Though the British still cling to the older term, "radio" continues to be the American designation. The word "broadcast" likewise stems from early United States naval reference to "broadcast" of orders to the fleet.

There was some military radiotelephony in World War I—between ground and planes and ship and shore—but most early radio communication was confined to ships

at sea and to amateurs. The latter were highly instrumental in arousing popular interest in radio and otherwise contributing to its progress.

Broadcasting as we know it today was made possible largely by development of the vacuum tube by Fleming in 1904 and its improvement by De Forest in 1906.

The first voice broadcast is a subject for debate. Claims to that distinction range from "Hello, Rainey," said to have been sent by Stubblefield to a partner in a demonstration near Murray, Ky., in 1892, to an impromptu program from Brant Rock, Mass., by Fessenden in 1906, which was picked up by nearby ships.

There were other early experimental audio transmissions—such as De Forest putting Enrico Caruso on the air in 1910 and trans-Atlantic voice tests by the Navy station at Arlington, Va., in 1915—but it was not until after World War I that regular broadcasting began. But here, too, there is controversy. Some radio broadcasting stations developed from experimental operations going back to 1912. However, records of the Dept. of Commerce, which first supervised radio, show KDKA Pittsburgh as the first commercially licensed standard am (amplitude modulation) broadcast station, dating from November 1920.

There was experimental network operation over telephone lines as early as 1922. In that year WJZ Newark, N. J., and WGY Schenectady broadcast the World Series. Early in 1923 WEAJ New York and WNAC Boston picked up a football game from Chicago. Later that same year WEAJ and WGY were connected with KDKA Pittsburgh and KYW Chicago to carry talks made at a dinner in New York. President

Coolidge's message to Congress was broadcast by six stations in late 1923. In 1926 the National Broadcasting Co. started the first regular network with 24 stations. Its first coast-to-coast hookup, in 1927, broadcast a football game. In the latter year the Columbia Broadcasting System was organized. The first round-the-world broadcast was made from Schenectady in 1930. Today, thanks to telephone lines, coaxial cable, microwave and other relay facilities, it is possible to send the same program over many stations at the same time.

Fm (frequency modulation) and tv (television) broadcast emerged from their experimental stage just before World War II. Wartime restrictions retarded normal expansion of radio facilities but that emergency produced new techniques and apparatus which have invaluable peacetime application.

REGULATION OF BROADCASTING

There was a Wireless Ship Act of 1910 which applied to use of radio by ships, but the Radio Act of 1912 was the first domestic law for the control of radio in general. It made the then Secretary of Commerce & Labor responsible for licensing radio stations and operators.

Early broadcasting was experimental and, therefore, noncommercial. In 1919 broadcasters operated as "limited commercial stations." In 1922 the "wavelength" of 360 meters (approximately 830 kilocycles) was assigned for the transmission of "important news items, entertainment, lectures, sermons and similar matter."

Recommendations of the first National Radio Conference in 1922 resulted in further regulations by the Secretary of Com-

The ABCs of Radio and Television CONTINUED

merce. A new type of broadcast station came into being, with minimum power of 500 watts and maximum not to exceed 1,000 watts (1 kilowatt). Two frequencies (750 and 833 kilocycles) were assigned for program transmission.

So rapid was the development of aural broadcasting that, upon recommendation of subsequent National Radio Conferences (1923 and 1924), the Dept. of Commerce allocated 550 to 1500 kilocycles for standard broadcast (am being the only regular broadcast at that time), and authorized operating power up to 5,000 watts (5 kilowatts).

Increase in the number of am stations caused so much interference that, in 1925, a fourth National Radio Conference asked for a limitation on broadcast time and power. The Secretary of Commerce was unable to deal with the situation because court decisions held that the Radio Act of 1912 did not give him this authority. As a result, many broadcasters jumped their frequencies and increased their power and operating time at will, regardless of the effect on other stations. This caused bedlam on the air.

In 1926 President Coolidge urged Congress to remedy matters. The result was the Dill-White Radio Act of 1927.

Federal Radio Commission

The Radio Act of 1927 created a five-member Federal Radio Commission with certain regulatory powers over radio, including the issuance of station licenses, the allocation of frequency bands to various services, assignment of specified frequencies to individual stations and control of station power. The same act also delegated to the Secretary of Commerce authority to inspect radio stations, to examine and license radio operators and to assign radio call signals.

Much of the early efforts of the Federal Radio Commission were devoted to straightening out the confusion in the broadcast band. It was impossible to care for the 732 broadcast stations as then operating. New rules and regulations caused about 150 of them to surrender their licenses.

Communications Act of 1934

At the request of President Roosevelt, the Secretary of Commerce in 1933 appointed an interdepartmental committee to study the overall interstate and international electrical communications situation. The committee reported that "the communications service, as far as Congressional action is involved, should be regulated by a single body." Accordingly, it recommended the establishment of a new agency which would regulate all interstate and foreign communication by wire and radio, including telegraph, telephone and broadcast. The resultant Communications Act of 1934 created the present Federal Communications Commission for this unified regulation.

Federal Communications Commission

The Federal Communications Commission, an independent federal agency composed of seven commissioners appointed by the President, by and with the advice and consent of the Senate, began operating on July 1, 1934.

WHAT THE FCC DOES

One of the FCC's major activities is the general regulation of broadcasting—now visual as well as aural. This regulation, largely technical in nature, may be divided into two phases.

The first phase deals with the allocation of spectrum space to the different types of broadcast services in accordance with Commission policies and rules to carry out the intent of international agreements, the Communications Act and other domestic laws affecting broadcasting.

The second phase is concerned more directly with individual stations, and embraces consideration of applications to build and operate; the assignment of specific frequencies, power, time of operation and call letters; the periodic inspection of equipment and the engineering aspects of operation; passing upon transfers and assignments of facilities; also the many varied changes in existing authorizations; modifying and renewing construction permits and licenses; reviewing the general service of each particular station to determine whether it has been operating in the public interest; licensing radio operators, and otherwise discharging domestic regulatory responsibilities.

Broadcast stations are licensed to serve the public interest, convenience and necessity. Because radio channels are limited and are a part of the public domain, it is important that they be entrusted to licensees who have a high sense of public responsibility.

The Communications Act sets up certain basic requirements which must be met by broadcast applicants. In general, applicants must be legally, technically and financially qualified, and show that their proposed operation will be in the public interest.

The license privilege is limited by law to citizens of the United States. It is denied to corporations wherein any officer or director is an alien or of which more than one-fifth of the capital stock is owned or voted by aliens or their representatives or by any controlling foreign corporation or government or their representatives.

The Commission can issue cease and desist orders and institute revocation proceedings for violations of the act and its rules and regulations. The affected permittee or licensee is afforded opportunity to request a hearing.

Programs: Under the Communications Act it is the responsibility of each broadcast station licensee to arrange his program structure so that his operations will be in the public interest. Pursuant to duties imposed by the act, the Commission periodically reviews the overall performance of stations, usually when they apply for renewal of licenses, to determine whether they have lived up to their obligations and the promises they made in applying for facilities.

Censorship and free speech: This review of broadcast station performance does not, however, give the Commission authority to direct a station to put a particular program on or off the air. The Communications Act states: "Nothing in this Act shall be understood or construed to give the Commission the power of censorship over the radio communications or signals transmitted by any radio station, and no regulation or condition shall be promulgated or fixed by the Commission which shall interfere with the right of free speech by means of radio communication." The Commission has held that freedom of speech on the air must be broad enough to provide full and equal opportunity for the presentation of both sides of public issues. Under such conditions, licensees of broadcast stations have the right to editorialize.

Political broadcasts: The Communications Act (sec. 315) expressly provides: "If

any licensee shall permit any person who is a legally qualified candidate for any public office to use a broadcasting station, he shall afford equal opportunities to all other such candidates for that office in the use of such broadcasting station: Provided, that such licensee shall have no power of censorship over the material broadcast under the provisions of this section. No obligation is hereby imposed upon any licensee to allow the use of its station by any such candidate. The charges made for the use of any broadcasting station for any of the purposes set forth in this section shall not exceed the charges made for comparable use of such station for other purposes."

Lotteries, obscenity and fraud: The United States Criminal Code prohibits (1) broadcast of information concerning "any lottery, gift enterprise or similar scheme," (2) utterance of obscene, indecent or profane language, and (3) fraud by wire, radio or television.

Time charges and station management: The Communications Act declares that broadcasting is not a common carrier operation. Consequently, a broadcast station is not required to sell or to give time to all who seek to go on the air. Because programming is primarily the responsibility of broadcast station licensees, the Commission does not ordinarily monitor or pass upon individual programs, or require the filing of radio scripts. However, broadcast stations are required to keep a program log and a technical log, and a record of all requests for political broadcast time. The Commission does not maintain surveillance of the day-to-day internal management of broadcast stations.

Networks: The Commission does not license networks as such, but issues licenses to individual stations. However, stations are subject to the chain broadcasting regulations adopted by the Commission in 1941 to further competition in broadcasting. The major radio networks are: American Broadcasting Co., Columbia Broadcasting System, Mutual Broadcasting System and the National Broadcasting Co. Network operation is largely dependent upon common carrier facilities—telephone lines (including coaxial cable) and microwave relay. There is some pickup and rebroadcast of aural and visual radio programs (see "Relay Broadcast"). In 1955 the Commission initiated a special study of radio-tv networks. Dean Roseco Barrow of the U. of Cincinnati was in charge. [The Barrow report was released in the fall of 1957 and subsequent hearings on its recommendations were concluded in July.]

Monopoly: There is Commission prohibition against the same interest or group from operating more than one network, or more than one am, fm or tv station in the same area, or more than seven am, seven fm or seven tv commercial stations throughout the country as a whole. Not more than five of these tv stations may be in the vhf band. Certain Commission rules with respect to chain broadcasting were promulgated to insure that the licensees of stations affiliated with networks do not surrender control of their operations to the networks. Persons whose licenses have been revoked by a court for antitrust violations are by law denied authorizations by the Commission.

Receivers: The Commission does not license sets that are for reception only, nor does it regulate their production or sale. However, it does impose limitations on their radiations which may interfere with radio or tv service. The advent of "wireless"

prompted the use of receiving sets by amateurs and others interested in listening-in on Morse code radiotelegraph transmission. Inexpensive crystal detectors boomed the production of home-made and manufactured receivers. The advent of broadcasting aroused public interest in sets (at first battery operated) to receive regular programs. Receiving sets operated by house current came on the market about 1928. A new development called "transistors" is now replacing tubes in many sets.

Call letters: International agreement provides for the national identification of a radio station by the first letter or first two letters of its assigned call signal, and for this purpose apportions the alphabet among different nations. United States stations use the initial letters K, N, and W, exclusively, and part of the A series. Broadcast stations are assigned call letters beginning with K or W. Generally speaking, those beginning with K are assigned to stations west of the Mississippi River and in the territories and possessions, while W is assigned to broadcast stations east of the Mississippi.

During radio's infancy, most of the broadcast stations were in the East. As inland stations developed, the Mississippi River was made the dividing line of K and W calls. KDKA Pittsburgh was assigned the K letter before the present system was put into effect. Most of the early broadcast assignments were three letters. This combination became exhausted, making it necessary to add a fourth letter.

Since many am broadcast licensees also operate fm and tv stations, a common practice is to authorize the use of the call letters of the am station followed by a dash and "fm" or "tv," as the case may be.

HOW RADIO WORKS

Without being too technical, here is how an aural (am or fm) broadcast station works:

A person talks into a microphone as if it were a telephone. His voice sets up vibrations of varying intensity and frequency. The lower the pitch the slower the vibration.

In the microphone these vibrations are converted into electrical impulses like those in the originating sound. At the transmitting station these electrical vibrations are greatly amplified—sometimes millions of times—before being put on the "carrier" wave. The intensity and frequency of the carrier wave are constant and this wave, by itself, does not transmit music or speech. So it is varied to correspond with the fluctuations of the speech or music received at the microphone. This is called "modulation."

In am broadcast the audio waves are impressed on the carrier wave in a manner to cause its amplitude (or power) to vary with the audio waves. The frequency of the carrier remains constant. This is known as "amplitude modulation." In "frequency modulation" (fm), the amplitude remains unchanged but the frequency is varied in a manner corresponding to the voice or music to be transmitted.

These modulated waves radiate from the antenna tower at approximately 186,000 miles per second (the speed of light). Some of them follow the contour of the ground and are called "ground waves." Others dart upward and are called "skywaves." Skywaves are often forced back to earth by a ceiling of electrical particles known as the ionosphere. This rebound gives the listener a choice of more distant am stations at night. Daytime reception is largely dependent upon ground waves.

Radio waves may pass through buildings and other objects but are subject to absorption and interference. As in the case of ripples on water, radio vibrations weaken with distance. Seasonal disturbances and sunspot periods can throw them off their course and cause "freak" reception.

Am broadcast stations use "medium waves." That is, they transmit 540,000 to 1,600,000 waves a second. At 540,000 waves a second, the distance between the crests is approximately 1,800 ft. This is known as "wave length." A station transmitting 540,000 waves a second is said to have a "frequency" of 540,000 cycles or 540 kilocycles.

The so-called "shortwave" (long distance) broadcast stations transmit from 6,000,000 to 25,000,000 waves per second. These waves are sent out one after another so rapidly that the distance between their crests (wave length) is only about 37 to 150 ft.

The modulated radio wave from the radio station is picked up by the home receiving antenna (exterior or set-inclosed). In other words, the wave sets up in the receiving antenna a current having the same frequency characteristics as the one transmitted. In the receiver the audio and carrier waves are separated by a device called a detector or demodulator. The carrier wave, no longer needed, is dissipated while the audio wave is relayed to the loud speaker where it is transformed back into the sound that you hear.

Relays

Relay broadcast depends upon common carrier or private interconnecting facilities. Most live-talent am network programs are sent over wires, many across the continent, for rebroadcast. Am and fm stations also use transcriptions (recordings), and tv stations show many films. Broadcast stations usually employ wire connections between studios and transmitters, but some use radio (see "Auxiliary Broadcast Services").

Besides being transmitted over wire, cable or microwave facilities, broadcast programs can be picked out of the air for rebroadcast. Because of its characteristics, tv cannot be sent over ordinary wire lines for any great distance but must depend upon coaxial cable or microwave relay, which can also handle am and fm transmission, as well as telephone, telegraph and facsimile communication.

Directional Antennas

Directional antennas are devices which enable radio stations to control their service patterns. As broadcast stations began to multiply on shared channels, it became necessary to employ directional antennas to prevent interference. Since 1937, directional antennas have been one factor in helping new stations squeeze into the congested am broadcast band. One complex array includes nine towers. Directional antennas are used also in international communication to beam transmissions to particular points.

Am Broadcasting

Amplitude modulation (am) is the oldest system of program transmission. Besides being used in the standard broadcast band it also is employed in most long-distance shortwave broadcast as well as for the visual part of tv programs.

The 535 to 1605 kilocycles portion of the radio spectrum is now used for am broadcast. This pioneer service started operation on the lower frequencies and, as a result, has continued to occupy the band in which it developed.

The am broadcast band consists of 107 channels, each 10 kilocycles in width. Individual stations are assigned to frequencies in the center of each channel, such as 540 kilocycles, 550 kilocycles, etc.

Am broadcast stations use power of from 100 watts up to 50 kilowatts (50,000 watts). The latter is the present maximum power prescribed by the Commission for this service.

There are four classes of am stations.

A Class I station operates on a clear channel and employs 10,000, 25,000 or 50,000 watts to serve remote rural areas as well as a large center of population.

A Class II station is a secondary station which operates on a clear channel with 250, 500, 1,000, 5,000, 10,000, 25,000 or 50,000 watts. It serves a population center and an adjacent rural area, and is so operated to not interfere with the extensive services rendered by dominant clear channel stations.

A Class III station, which shares a regional channel with several similar stations, uses power of 500, 1,000 or 5,000 watts and serves a center of population and adjacent rural area.

A Class IV station operates on a local channel (shared by many similar stations elsewhere) and employs 100 to 250 watts for purely local service.

"Clear channels" are set apart by international agreement for the operation of maximum-powered am stations to serve remote rural areas. The other channels are shared by so many regional and local stations that people living outside populous communities must at night depend largely upon the strong signals of distant clear channel stations which are protected against night-time interference.

Fm Broadcasting

Fm (frequency modulation) has several advantages over the older am (amplitude modulation). Fm has higher fidelity characteristics and is ordinarily free of static, fading and background overlapping of other station programs.

Fm's greater tonal range capability is due primarily to the fact that it uses a channel 20 times wider than that employed for am broadcast. Then, too, fm occupies a higher portion of the radio spectrum where static and other noise is less prevalent than at lower frequencies. Fm receivers have the peculiar ability to suppress weaker stations and other interference.

Since the frequencies on which fm operates do not ordinarily reflect back to earth from ionospheric layers ("skywaves"), it is possible for many scattered fm stations to use the same frequency without excessive interference with one another. Most fm stations serve areas within a radius of approximately 35 to 75 miles, although high powered fm stations sometimes reach out 100 miles or more. Low-power stations have a limited local coverage.

Fm and am broadcast do not interfere with each other since they are on widely separated bands. Because of the difference in their spectrum locations and the systems used, fm cannot be heard on am receivers without special adapters. Likewise, am broadcast cannot be heard on sets made to receive fm exclusively. However, combination sets cover both bands and systems.

The principle of frequency modulation has long been known but its advantages for broadcasting were not realized until shortly before World War II. Largely as a result of interest evoked by extensive fm develop-

ment work by Edwin H. Armstrong in the 1930's, the Commission authorized increased fm experimentation and, in 1940, after extensive public hearings, provided for commercial fm operation to start Jan. 1, 1941. It set apart 35 channels for commercial fm and 5 channels for noncommercial educational fm use.

There was no "first" individual commercial fm grant because, on Oct. 31, 1940, the Commission authorized construction permits to 15 such stations simultaneously. By the end of 1940 the number of authorizations had increased to 25. The first commercial fm station licensed by the Commission was WSM-FM Nashville (May 29, 1941), which operated until 1951.

Fm stations were initially assigned call letters with added numerals, but in 1943 the present letter system was adopted. There is optional use of the suffix "FM" to distinguish fm stations from am stations under joint operation.

Though all radio construction was frozen by World War II, more than 40 prewar fm stations continued to serve some 400,000 receivers.

Because of skywave interference experienced on the then fm band of 42-50 megacycles, the Commission in 1945, after public hearing, moved fm to its present higher and less vulnerable position in the radio spectrum—88 to 108 megacycles—and at the same time increased the number of channels to 100. This provided 80 channels for commercial fm and 20 channels for nonprofit educational broadcast (see "Educational Broadcast").

Fm commercial stations are of two classes: Class A for community service and Class B for metropolitan or rural coverage.

Commercial fm stations are licensed for unlimited time operation and are required to program a minimum of 36 hours a week.

Fm stations associated with am stations may use the same programs. In other words, am programs can be duplicated over fm stations, or vice versa.

The peak year for commercial fm was 1948, when more than 1,000 such authorizations were outstanding.

To aid fm broadcasters, the Commission in 1955 enabled them to apply for subsidiary authorizations to engage in certain types of nonbroadcast activities typified by "functional (background) music" operations. This service is tailored to business and other subscribers. Owned or rented special receivers are activated by an inaudible "beep" signal which cuts out or amplifies certain portions of the transmissions. Multiplex operation, which places the functional music programs on a separate carrier under conditions where they cannot be picked up on an ordinary home receiver, is the ultimate goal, but simplex operation (i. e., on the same carrier as the regular transmissions of the station) is permitted temporarily. Multiplexing may be done at any time, but simplexing is possible only when the regular fm program is not being broadcast.

The first subsidiary grants were made simultaneously on Oct. 12, 1955, to WPEN-FM Philadelphia and WADC-FM Washington, D. C.

HOW TV WORKS

Television broadcasting involves transmission of visual and aural programs so synchronized that at the receiving set they are seen and heard in a manner resembling talking motion pictures.

The picture phase is accomplished by send-

ing a rapid succession of electrical impulses which the receiver transforms into scenes and images. The method is complex, but the following is a brief explanation of monochrome (black-and-white) video operation.

The scene to be televised is focused on a special tube in the television camera which has a small "screen" covered with approximately 367,000 microscopic dots of a special substance. This "screen" can be likened to a tiny motion picture screen and is called a "mosaic." The varying light from each part of the scene being televised falls upon these dots and charges them with an electrical charge the strength of which depends upon the amount of light falling upon the individual dots. Thus each dot becomes a tiny storage battery and the scene is formed in a pattern of electrical charges on the mosaic.

The mosaic is "scanned" by a tiny beam of electrons, no larger than the head of a pin, moving from left to right and progressing downward (just as the printed page is read by the human eye). This complete process is repeated 60 times per second, and the horizontal lines of alternate complete scanning are interlaced so that 30 complete pictures or "frames" composed of 525 horizontal lines are produced each second. As the electron beam strikes each dot on the mosaic, the dot is discharged through the electron beam and the electrical impulses produced are used to modulate the signals of the tv transmitter. Each time the dots are discharged by the electron beam they are recharged by the light produced by the succeeding scene falling upon them. The succession of individual "still" scenes creates the illusion of motion just as in the case of motion pictures made on film.

The reproduction by the tv receiver of the pictures transmitted is just the reverse of the transmission. The incoming succession of electrical impulses are separated from the "carrier" and, after amplification, impressed on the picture tube grid. The picture tube also has an electron "gun" which shoots out a tiny beam of electrons which moves from left to right and progresses downward on the face of the picture tube.

The face of the tube is coated with a material which fluoresces or gives off light at the point where it is struck by the electron beam. In the absence of a television signal the whole face of the picture tube is illuminated equally by a series of closely spaced horizontal lines. When a television signal is placed on the grid of the picture tube it controls the strength of the electron beam and hence the amount of light on the face of the tube. If the scanning of the electron beam in the picture tube is kept in perfect step with the scanning of the electron beam in the television camera, the picture tube will reproduce the lights and shadows of the subject scene and the succession of such scenes produces the illusion of motion.

In brief, the picture seen by the viewer is actually produced by a flickering spot of light moving rapidly across and down the face of the picture tube. The viewer sees the "whole" picture because the screen continues to glow for a tiny fraction of a second after the electron beam has passed, which coupled with the retentive ability of the eye creates the illusion that the picture is there all the time. The high rate of repetition minimizes flicker and lends smoothness to motion.

The tv transmitter is, in effect, two separate units. One sends out the picture and the other the sound. Visual transmission is by amplitude modulation (am). The sound portion employs frequency modulation (fm)

and operates much like the regular fm broadcast described elsewhere in this primer. The frequency space used for the combined video and sound transmission is about 600 times larger than for an am program.

In addition to live studio presentations, television uses films. The latter include "kinescope" recordings, a rapid filming process which makes it possible to show scenes of events soon after they occur. Magnetic wire and magnetic tape, which would carry both picture and sound, are now being used as a means of tv programming.

HOW TV BEGAN

Many persons in many lands contributed to the development of television. Like other forms of radio, tv was made possible by electronic discoveries in the late 19th century and early 20th century. In 1884 Nipkow, a German, patented a scanning disk for transmitting pictures by wireless. In our own country, Jenkins began his study of the subject about 1890. Rignoux and Fournier conducted "television" experiments in France in the 1900's. In 1915 Marconi predicted "visible telephone." In 1923 Zworykin applied for a patent on the iconoscope (tv camera tube). Two years later Jenkins demonstrated mechanical tv apparatus. There were experiments by Alexanderson, Farnsworth and Baird in 1926-1927. An experimental tv program was sent by wire between New York and Washington by the Bell Telephone Labs in 1927, in which Herbert Hoover, then Secretary of Commerce, participated. The next year the same laboratories experimentally televised outdoor programs.

The Federal Radio Commission (predecessor of the FCC) reported that "a few" broadcast stations were experimenting with video in 1928. In that year, WGY Schenectady experimentally broadcast the first drama by tv. Large-screen tv was demonstrated by RCA at a New York theater in 1930, and RCA tested outdoor tv pickup at Camden, N. J., in 1936.

Seventeen experimental tv stations were operating in 1937. The first experimental mobile tv station was placed in operation that year. The first President seen on tv was Franklin D. Roosevelt, when he opened the New York World's Fair in 1939. That year also saw the first telecast major league baseball game, college football game and professional boxing match. In 1940 the Republican and Democratic conventions were televised, that of the former making pioneer use of coaxial cable for long distance tv relay purposes. Previously, in the same year, WNBT New York and WRGB Schenectady were joined by radio relay for a rebroadcast test.

Meanwhile, in 1939, the *Milwaukee Journal* filed the first application to broadcast tv programs on a commercial basis. At a hearing held in 1940, the FCC found the industry divided on the question of whether tv was ready for commercial use and at odds on engineering standards. At that time various tv systems required different receivers. A National Television System Committee considered standardization and reported in 1941. Subsequent Commission hearings showed the industry to be in substantial agreement on commercialization and standards. The latter fixed the present line and frame frequencies at 525 and 30 respectively. On April 30, 1941, the Commission authorized commercial tv operation to start July 1 of that year.

Meanwhile, a number of tv stations which had been operating experimentally applied for commercial authorization. The first grant looking to regular tv operation was

issued to WNBT (TV) New York on June 17, 1941, effective July 1 of that year. On June 24, 1941, WCBW (now WCBS-TV) New York was authorized to commence program tests July 1 thereafter. By May of 1942, 10 commercial tv stations were on the air. Six of these continued to provide service during the war.

In 1945 the Commission allocated 13 vhf (very high frequency) channels between 44 and 216 megacycles for commercial television. In doing so, it pointed out that there was insufficient spectrum space below 300 megacycles for an adequate nationwide and competitive tv broadcasting system. Twelve of these channels were to be shared with certain nonbroadcast (fixed and mobile) services. At the same time, that portion of the uhf (ultra high frequency) spectrum between 480 and 920 megacycles was made available for experimental tv operation looking to future television expansion, and between 1245 and 1325 megacycles for tv relay.

In 1948, because of interference to commercial tv operation, the Commission stopped the sharing of television vhf channels with other services, and deleted tv channel No. 1 (44-50 mc) by assigning it to the nonbroadcast services affected.

THE TV FREEZE

As predicted by the Commission in 1945, it became increasingly evident that the few available vhf channels were inadequate to provide a truly nationwide competitive tv service. Also, operating stations developed interference which had not been anticipated when tv broadcasting began. As a result, the Commission on Sept. 30, 1948, stopped granting new tv stations pending a study of the situation. This was the so-called television "freeze" order.

The resultant study showed that, before additional stations could be authorized, it was necessary to determine various engineering and other questions which would govern tv operation for years to come. Consequently, on July 11, 1949, the Commission proposed comprehensive changes looking to the improvement and extension of tv service. These included new engineering standards; opening uhf channels for tv broadcasting; consideration of color systems; reservation of channels for noncommercial educational use, and a national assignment plan incorporating vhf and uhf channels.

On April 14, 1952, the Commission (in its Sixth Report and Order) announced the lifting of the tv "freeze," the addition of 70 uhf channels (between 470-890 megacycles) to the 12 vhf channels (between 54-216 megacycles) then in use, and the adoption of a table making more than 2,000 channel assignments (over 1,400 uhf and over 500 vhf) to nearly 1,300 communities throughout the United States and its territories, including 242 assignments for noncommercial educational use.

The first commercial tv grants following the lifting of the freeze were made July 11, 1952, simultaneously, to three Denver stations—KFEL-TV, KDEN (TV) and KBTB (TV). KFEL-TV began program operation on July 19 thereafter. The first uhf commercial tv station to go on the air was KPTV (TV) Portland, Ore., on Sept. 20, 1952.

The initial commercial grant to the territories and possessions was made on July 23, 1952, to WKAQ-TV San Juan, Puerto Rico.

Being in a higher part of the spectrum, uhf television broadcasts cannot be received on vhf sets without changes in the

set or the addition of an adapter. Sets are, however, available which will receive both vhf and uhf stations. In many cases, uhf reception requires some slight changes in home antennas which were installed for vhf use, or may require a new antenna and a more efficient type of antenna lead in.

Steps by the Commission to bring tv to yet unserved areas include authorizing "satellite" rebroadcast of programs of other stations, and "translator" stations to pick up programs and rebroadcast them on the upper 14 uhf channels and proposing "booster" stations to fill the "shadow" areas of uhf stations. Proposal for subscription (toll) tv service is also being considered. In 1955, the Commission initiated a general proceeding to consider possible solutions, on a nationwide basis, to certain problems hindering the expansion of tv service.

Tv Powers, Separations

The minimum effective radiated visual power of tv stations is fixed at 100 watts. No minimum antenna height above average terrain is specified. Tv stations operate in accordance with tables of maximum power which varies with antenna height. Maximum effective radiated power on vhf channels 2-6 is fixed at 100 kilowatts, on vhf channels 7-13 at 316 kilowatts and on uhf channels 14-83 at 5,000 kilowatts. With very high antennas these powers are reduced.

In the matter of interference, the human eye is much more critical than the human ear. A low order of interference which might pass unnoticed on an aural broadcasting station becomes annoying on a tv picture. Consequently, tv stations require greater protection than aural broadcasting stations. This protection is afforded by the geographic spacing between tv stations operating on the same and adjacent channels. (In the uhf television band certain receiver deficiencies preclude the use in a given area of other channels bearing various frequency relationships to an assigned channel.) The spacing required by rule is that which is considered necessary to protect the signals of one tv station from the signals of other tv stations in an area around each station within which its signals are of sufficient strength to provide an acceptable picture on an average tv receiver connected to a conventional roof-top antenna.

Reception is possible in favorable locations beyond this area if more elaborate and elevated receiving antennas are employed, but any attempt to protect such favored locations by means of greater spacing between tv stations would considerably reduce the possible assignments with a corresponding reduction in the total amount of tv service available. The fact that such reception is possible leads many people to attempt reception of distant tv stations. In most cases special precautions must be taken, such as the use of directive receiving antennas, to minimize interference. However, this is a matter of individual initiative.

Each tv station requires a wide band of frequencies (6 megacycles) to transmit the visual and accompanying aural program. Therefore, tv receivers are "wide band" receivers and cannot be made as selective as a radio receiver. Hence, they are more likely to pick up signals on frequencies other than the channel to which they are tuned and suffer interference. In most cases such interference can be reduced or eliminated by additional shielding or the use of external wave-traps connected across the antenna input terminals and tuned to the operating frequency of the interfering sta-

tion. Tv receivers may also be the source of serious interference to other radio services. The most common type of interference is produced by the horizontal sweep oscillator in the tv receiver which radiates an interfering signal in the standard broadcast band and on frequencies immediately above that band. Regulations governing the suppression of such interfering radiation are contained in the Commission's rules.

Station separations are determined by three geographic zones. Minimum co-channel separations are 170 miles for vhf channels and 155 miles for uhf channels in Zone I, which encompasses the entire states of Massachusetts, Rhode Island, Connecticut, New Jersey, Maryland, Pennsylvania, Delaware, District of Columbia, Ohio, Indiana, Illinois, and parts of Maine, New Hampshire, Vermont, New York, Virginia, West Virginia, Michigan and Wisconsin.

Minimum co-channel separations are 190 miles for vhf and 175 miles for uhf in Zone II, which includes the territories and possessions and the entire states of Kentucky, Tennessee, North Carolina, South Carolina, Missouri, Iowa, Minnesota, Arkansas, Kansas, Nebraska, Oklahoma, North Dakota, South Dakota, Utah, Idaho, Arizona, New Mexico, Montana, Wyoming, Nevada, Colorado, Oregon, Washington and California, and parts of Maine, New Hampshire, Vermont, New York, Virginia, West Virginia, Georgia, Alabama, Mississippi, Louisiana, Michigan, Wisconsin and Texas.

Minimum co-channel separations are 220 miles for vhf and 205 miles for uhf in Zone III, which includes Florida and parts of Georgia, Alabama, Louisiana, Mississippi and Texas.

Tv stations engaged in commercial operation are required normally to broadcast a minimum of 28 hours a week except in their initial stages when there is a graduated scale starting with 12 hours.

Tv Networks

Television is no longer limited by local talent and facilities. Network operation is made possible in large measure by the development of coaxial cable and microwave relay facilities. As early as 1937 motion pictures were televised and sent over the coaxial cable link between New York and Philadelphia. Network operation was begun by WNBT (TV) New York; WRGB (TV) Schenectady and WPTZ (TV) Philadelphia in 1944. Regular coaxial cable tv relay service was inaugurated between Washington and New York in 1946. The following year, microwave relay extended this service to Boston. A midwestern relay system, opened in 1948, was joined with the eastern system in 1949. The first link in the transcontinental relay system was opened between New York and Chicago in 1950. It was extended to San Francisco the following year and, on Sept. 4, 1951, carried telecasts of the Japanese peace treaty conference. In many fringe areas, so-called "community" antennas pick tv programs from the air and bring them to local subscribers' homes by means of special cable.

Color Tv

In color television a brightness component is transmitted in much the same manner as the black-and-white picture signal is sent in monochrome and, in addition, a color component is transmitted at the same time on a "subcarrier" frequency which is located between the visual and aural carrier frequencies.

Color tv had been the subject of study

and experimentation for a quarter of a century. In 1928 Baird, in England, demonstrated an early system. The next year color pictures were sent over wire in a test at the Bell Telephone Labs in New York. RCA gave an experimental color tv demonstration in February 1940, and CBS tested color tv broadcast the following August.

The question of color tv was considered initially by the FCC in 1941 when it proposed alternative standards for monochrome and color. In 1945 it allocated certain uhf frequencies for experimentation in developing color and high definition black-and-white tv. It was not until 1946 that it received a formal proposal for the adoption of color. In denying that CBS petition in 1947, the Commission urged further experimentation with particular reference to making color transmission possible in the 6-megacycle band width used by monochrome tv.

Three competitive color systems were offered for Commission consideration in the general tv proceedings which started in 1949. They were the CBS "field sequential" system, the RCA "dot sequential" system and the Color Television Inc. "line sequential" system. Each of these systems would require special or converted sets to receive color. The CBS system could not be received in black-and-white on existing receivers without adapters; the two others claimed they could.

On the basis of testimony and demonstrations, the Commission on Sept. 1, 1950, found that the field sequential system was the only system then presented which met its criteria for color operation. However, in view of the fact that this system could not be received in monochrome on existing receivers, and the possibility of improvements in tv color systems generally, the Commission proposed postponing a color decision and adopting monochrome "bracket standards" which would enable future black-and-white tv sets incorporating those standards to receive color transmissions in black-and-white. This proposal was conditioned upon receiver manufacturers agreeing to equip new tv sets with a switch and an appropriate circuit for that purpose.

But the response from manufacturers was insufficient and, in accordance with its September announcement, the Commission on Oct. 11, 1950, adopted the field sequential system for color tv broadcasting to become effective Nov. 20 thereafter. In so doing, it held the door open for consideration of development of a better system on the basis of practical tests and actual demonstrations.

Start of commercial color broadcasting was delayed when RCA obtained a preliminary injunction in the U. S. District Court at Chicago. On May 28, 1951, the Supreme Court of the United States upheld the validity of the Commission's action and CBS began limited color broadcasts on June 25 of that year. Because of the materials shortage, the National Production Authority on the following Nov. 20 prohibited the manufacture of color tv sets or attachments for general public use, and interest in the field sequential system lagged.

Thereafter, new tv color standards were developed and advocated by the industry through its National Television System Committee. They were adopted by the Commission on Dec. 17, 1953.

These present standards are based on the "simultaneous" system, which transmits three primary colors (red, green and blue)

at one and the same time. They are "compatible" in that they enable existing tv sets to receive color broadcasts in black and white. Color sets are necessary to receive colorcasts in color. Color sets can also receive monochrome transmissions.

EDUCATIONAL BROADCASTING

Educational institutions were among the pioneers in experimental broadcasting, and held a considerable proportion of the early am licenses.

By 1925, educational groups had 171 such licenses. For various reasons, notably the increased competition from commercial broadcasting, most of these stations were off the air when the Federal Communications Commission was created. However, about 35 educational stations still operate in the am broadcast band, a score of them on a voluntary noncommercial basis.

As directed by Sec. 307(e) of the Communications Act, the Commission made a study of the proposal that Congress should allocate fixed percentages of radio facilities for particular types of nonprofit radio programs and activities, including education. On Jan. 22, 1935, the Commission recommended that no such statutory allocation be made at that time. It held that there was "no need for a change in the existing law to accomplish the helpful purposes of the proposal," but recognized the need for extending broadcasting to education and expressed its intention "actively to assist the determination of the rightful place of broadcasting in education and to see that it is used in that place."

To further the development of noncommercial educational broadcasting, the Commission in 1938 set aside certain am channels between 41 and 42 megacycles for the exclusive use of educational institutions. Due, however, to the inability of the ordinary public-held radio set to receive broadcasts on these frequencies, only a few educational institutions secured licenses for such operation. Those which did later changed to frequency modulation operation when provision was made for fm educational broadcasting.

When regular fm broadcasting was authorized to start in 1941, five channels between 42 and 43 megacycles were allocated for noncommercial educational use, in lieu of the educational am facilities previously provided.

In 1945, as part of an extensive revision of frequency allocations, the Commission reserved 20 fm channels between 88 and 92 megacycles for noncommercial educational fm stations. This educational portion of the fm band is contiguous to that containing the commercial fm stations and present fm receivers are capable of tuning in both noncommercial and commercial stations within range. The number of these noncommercial educational fm stations has grown slowly but steadily.

In 1945 the Commission authorized low power (10 watt) operation on these educational fm channels. With such low power equipment easily installed and operated, schools may begin broadcasting to a limited area of from two to five miles in radius for an outlay of a few thousand dollars. Higher power equipment may be added when desired. In 1951, as a further aid, the Commission authorized remote control operation of low-power educational fm stations.

In 1950 the Commission reserved a non-

commercial educational frequency for the use of the United Nations.

Stations in the educational fm broadcast service are licensed principally to school systems, colleges and universities for furnishing educational programs to teachers and students, as well as for public educational and entertainment purposes.

The Commission, for the first time, allocated tv facilities for exclusive noncommercial educational use as a result of its lengthy study of this question in the general television proceedings (discussed under "Tv Broadcast"). The Commission determined therein that "the need for noncommercial educational stations has been amply demonstrated"; that "the record shows the desire and ability of education to make a substantial contribution to the use of television"; that "the actual process of formulating plans and of enacting necessary legislation or of making adequate financing available is one which will generally require more time for educational organizations than for commercial interests . . . and that to insure an extensive rather than a sparse and haphazard development of educational television, channels must be reserved by the Commission at this time." Consequently, in its Sixth Report and Order of April 14, 1952, the Commission made channel assignments to 242 communities exclusively for noncommercial educational purposes. Forty-six of these were made to "primarily educational centers." Of the total of 242 channels then assigned, 80 were vhf and 162 were uhf. There have since been additional assignments.

The Commission expects educational tv licenses to make their station facilities available to other local educational institutions, since such assignments are made to serve the educational and cultural needs of the community. Except in particular cases, tv educational eligibility is not extended to municipal authorities in places where an independent educational authority—such as a board of education—is established. Although there is no requirement that noncommercial educational stations broadcast a specified minimum number of hours, commercial and educational television stations are both subject to the same tv service requirements, such as station separation, antenna height and power, etc.

The first commercial educational tv grant was made July 23, 1952, to the Kansas State College of Agriculture and Applied Science (KSAC-TV) at Manhattan, Kan.

INTERNATIONAL BROADCASTING

Under international agreement, certain high frequency bands are allocated for broadcasts directed between nations. Frequencies used by international broadcast stations are in the bands between 6000 and 21700 kilocycles. Construction permits and licenses for international broadcast stations are issued by the FCC.

During World War II, our international broadcast stations were taken over by the Office of War Information and the Office of Inter-American Affairs of the Dept. of State which operated and programmed them in the interest of the war effort.

"The Voice of America" is the title given to the programs now sent out daily, in many languages, to various parts of the world by shortwave transmitters under the auspices of the United States Information Agency. Transmission is by amplitude modulation.

AUXILIARY BROADCAST SERVICES

In order to give greater flexibility in the program services offered by broadcast stations, the Commission authorizes several

classes of auxiliary broadcast stations. A brief description of these adjuncts follows:

Remote Pickup: Remote pickup broadcast stations are used to relay aural broadcast programs or the aural portion of video programs from temporary points of origination outside of the studio. Employing portable and mobile transmitters, these stations make it possible to broadcast on-the-spot news and other events. In time of disaster they provide emergency communication both in assisting relief and in keeping the public informed. Such stations operate in the 1.6, 26, 153, 166, 170 and 450 megacycle portions of the spectrum.

Studio-Transmitter Links: Studio-transmitter links (abbreviated STL) provide a program circuit by means of radio between the studio and the transmitter of a broadcast station where the transmitter is located in a remote or sparsely settled region and wire lines are not available or are not suitable to carry programs. STL stations permit broadcast stations to use the most desirable transmitting sites without regard to wire link to the studio. Thus, fm stations may be placed on mountain peaks for broader coverage and am stations may be located away from thickly populated areas so as to minimize interference or to permit erection of elaborate directional antenna systems.

Am and fm broadcast stations may use studio-transmitter links at secondary studios as well as at their main studios. This enables them to establish studios in small adjacent communities which are unable to support their own broadcast stations and where existing telephone circuits may be unsuitable for broadcast use.

STL stations operate in the band 925 to 952 megacycles with only a few watts of power. However, by employing highly directional antennas, they can concentrate this energy in the desired direction and communicate over reasonably long distances.

Television Auxiliaries: Three types of tv auxiliary stations are authorized by the Commission.

Tv pickup stations are similar in function to remote pickup stations and are used to pick up video programs or other events that occur outside the studio. Because wide channels are required to transmit tv signals, they operate in the so-called microwave region of the spectrum. Specific bands of frequencies in the vicinity of 2000, 7000, 10000 and 13000 megacycles are allocated for their use.

Television STL stations are used to provide a program circuit between the studio and transmitter. Ordinary wire lines cannot be used for this purpose, and the installation of special coaxial lines is often impractical. Television STL stations operate in the same bands as tv pickup stations. In addition, frequencies in the band 890 to 915 megacycles are available for television STL stations in carrying the aural portion of the video program.

Television intercity relay stations may be authorized to provide a program circuit between tv stations located in different cities in order to permit network programming.

During the present stage of television development, the operation of private intercity relay systems by tv broadcasters is permitted pending the availability of adequate common carrier facilities. Such systems operate in the tv pickup and STL bands on condition that they do not cause interference to pickup and STL stations.

EXPERIMENTAL BROADCAST SERVICES

Whenever an applicant has a program of

research and experimentation that promises substantial contribution to the broadcasting art, the Commission may authorize the operation of a station in one of the experimental broadcast services; i.e., experimental television, experimental facsimile or developmental broadcast.

Experimental Television: Experimental tv stations are used to obtain data or improve equipment that will benefit the tv broadcast industry. Manufacturers use this service from time to time for developing and testing transmitters and antennas for both tv broadcasting and tv auxiliaries. Authorizations are also granted for testing new means of tv broadcast such as tv transmission from aircraft, subscription television, booster operation, etc. The portable, self-contained tv camera popularly known as the "walkie-lookie" or "transceiver" was developed under an experimental tv authorization. Because of their temporary nature, the number of experimental tv stations fluctuates.

Experimental Facsimile: Facsimile broadcast concerns the transmission of black-and-white still pictures and printed or written text. An electronic eye scans the copy to be sent, which is mounted on a revolving drum, and converts each gradation of black into electric impulses. The latter modulate the transmitter in the same way that sound impulses do. At the receiver, these impulses are passed through chemically treated paper and deposit upon it reproductions of the gradations of black in the original copy. A special recorder must be used in conjunction with the radio receiver in order to

produce facsimile transmissions.

Facsimile has been employed for many years by common carriers—telephone and telegraph—and by nonbroadcast services, such as police, press and aeronautical.

Authorizations to broadcast "fax" experimentally were granted by the Commission as early as 1937. In the prewar years, facsimile was tested over am broadcast facilities. After the war, experimental facsimile broadcast shifted to fm operation because the latter gave improved fidelity of reproduction and freedom from atmospheric disturbances. The results caused the Commission to authorize commercial facsimile broadcasting by fm stations starting July 15, 1948. However, there has been little activity of this nature.

Facsimile transmission by fm stations can be on either a "simplex" or a "multiplex" basis. When using simplex facsimile, the regular aural fm program is not transmitted, but with multiplex operation both may be transmitted simultaneously. However, the multiplexing must be done so that there will be no degradation of the aural programs.

Developmental Broadcast: Developmental broadcast stations are utilized for gathering data or developing equipment that will be useful to am and fm broadcast. They are the aural counterpart of the experimental television stations and, as in the case of tv, manufacturers use them for the development and testing of aural broadcast equipment. Like experimental tv stations, they are temporary in nature and their number fluctuates.

HOW STATIONS HAVE MULTIPLIED

All information below is from records of the FCC
COMPARABLE RECORD OF STATION GROWTH SINCE TV BEGAN

	AM		FM		TV	
	Authorized	On Air	Authorized	On Air	Authorized	On Air
1/1/1946*	1,004				9	6
6/30/1946*			456	55		
1/1/1947*	1,517				52	7
6/30/1947*			918	238		
1/1/1948	1,962	1,621	926	458	73	17
1/1/1949	2,127	1,912	966	700	124	50
1/1/1950	2,234	2,086	783	733	111	97
1/1/1951	2,351	2,232	703	676	109	107
1/1/1952	2,408	2,331	650	637	108	108
1/1/1953*	2,524	2,391			273	129
6/30/1953 ¹			601	580		
1/1/1954	2,636	2,521	580	580	567	356
1/1/1955	2,774	2,669	559	552	576	439 ¹
1/1/1956	2,935	2,824	557	540	590	482 ²
1/1/1957	3,125	3,008	554	530	631	511 ³
1/1/1958	3,295	3,195	590	537	657	544 ⁴

*Comparable figures for all services not available this date.

¹ Includes 23 stations with Special Temporary Authorizations which either had not started operation as of this date, had started but had gone dark, or had received authorizations but turned them back with or without operating.

² Includes two licensees which had suspended operation and 37 stations with STAs in same category as foot note 1.

³ Includes 4 licensees which had suspended operation and 34 stations with STAs as in footnote 1 above.

⁴ Includes 7 licensees which had suspended operation and 40 stations with STAs as in footnote 1 above.

AM STATION AUTHORIZATIONS, PRE-TV

Date	Licensed	Total Construction	Authorized	Date	Licensed	Total Construction	Authorized
Jan. 1, 1922		30		Jan. 1, 1934	683	8	591
Mar. 1, 1923		556		Jan. 1, 1935	585	20	605
Oct. 1, 1924		530		Jan. 1, 1936	616	16	632
June 20, 1925		571		Jan. 1, 1937	646	39	685
June 30, 1926		528		Jan. 1, 1938	689	32	721
Feb. 23, 1927		733		Jan. 1, 1939	722	42	764
July 1, 1928		677		Jan. 1, 1940	765	49	814
Nov. 9, 1929		618		June 30, 1941			897
July 1, 1930		612		June 30, 1942			925
July 1, 1931	803	9	612	June 30, 1943			912
Jan. 1, 1932	601	7	608	June 30, 1944			924
Jan. 1, 1933	599	11	610	July 20, 1945	933	23	956

FM STATION AUTHORIZATIONS, PRE-TV

Date	Licensed	Experimental	Total Authorized
June 30, 1940	...	50	...
June 30, 1941	...	69	...
June 30, 1942	...	74	...
June 30, 1943	...	26	74
June 30, 1944	...	6	58
June 30, 1945	...	3	56



YOU MIGHT FIND THE TREASURE OF OAK ISLAND* —

**BUT . . . You Need the Fetzer Stations to
Uncover a Sales Treasure in Western Michigan!**

The Fetzer Stations are the *key* to *all* of Western Michigan BECAUSE: (1) All surveys show that this area is not available from any "outside" medium—either radio or TV. (2) No other stations *inside* the area combine the benefits of CBS and top local programming and public service which are the hallmarks of Fetzer operation.

You need WKZO-TV!

The newest ARB Report (March, 1958) shows WKZO-TV is first again in 55% more quarter hours than the next-best station—272 for WKZO-TV, 176 for the next station!

WKZO-TV telecasts on Channel 3 with 100,000 watts from a 1000' tower. It is the Official Basic CBS Television Outlet for Kalamazoo-Grand Rapids—serves over 600,000 television homes in one of America's top-20 TV markets!

You need WKZO Radio!

WKZO Radio is now and has always been top leader in Kalamazoo and Western Michigan! According to the new 7-County Pulse Report of the Kalamazoo-Battle

Creek Area WKZO Radio averages over 30% of the radio audience all day Monday through Friday (6 a.m. to Midnight). This is 43% more than the second-place station.

Many of WKZO's most impressive ratings are for local shows—with several giving up to 40% Share of Audience—or over twice the share of nearest competition!

You need WJEF Radio!

WJEF is the Fetzer key to the 120,000 radio homes in Metropolitan Grand Rapids. Fetzer programming excellence (plus CBS) has made WJEF a widely-respected and "listened-to" citizen in Grand Rapids. Ask your Avery-Knodel men today for the complete story on Fetzer coverage of Western Michigan!



The Fetzer Stations

WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
KOIN-TV — LINCOLN, NEBRASKA
Associated with
WMBD RADIO — PEORIA, ILLINOIS
WMBD-TV — PEORIA, ILLINOIS

WJEF

**FOR GRAND RAPIDS
AND KENT COUNTY
(CBS RADIO)**

WKZO-TV

**FOR KALAMAZOO, GRAND RAPIDS
AND WESTERN MICHIGAN
(CBS-TV BASIC)**

WKZO

**FOR KALAMAZOO,
BATTLE CREEK AND
WESTERN MICHIGAN
(CBS RADIO)**

ALL THREE OWNED AND OPERATED BY
FETZER BROADCASTING COMPANY
AVERY-KNODEL, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

**Oak Island, Nova Scotia, is reputed to be the hiding place of Captain Kidd's treasure.*

The radio and television audiences

Radio set ownership extended to virtually 97% of all U.S. homes and television saturation was 85% in mid-Summer 1958.

Homes equipped with one or more radio sets numbered 48.9 million. Those with television numbered 43 million.

For latest information on radio and television homes in all U.S. counties, see Market Facts beginning on page A-17.

The county-by-county information beginning on page A-17 was as of March 1958. At that time radio homes totaled 48,699,676, or 96.3% of all U.S. homes. Television homes totaled 42,400,000, or 84% of all homes.

The figures appearing in the chart below are A. C. Nielsen estimates for the summer of 1958. They are updated versions of the March 1958 information.

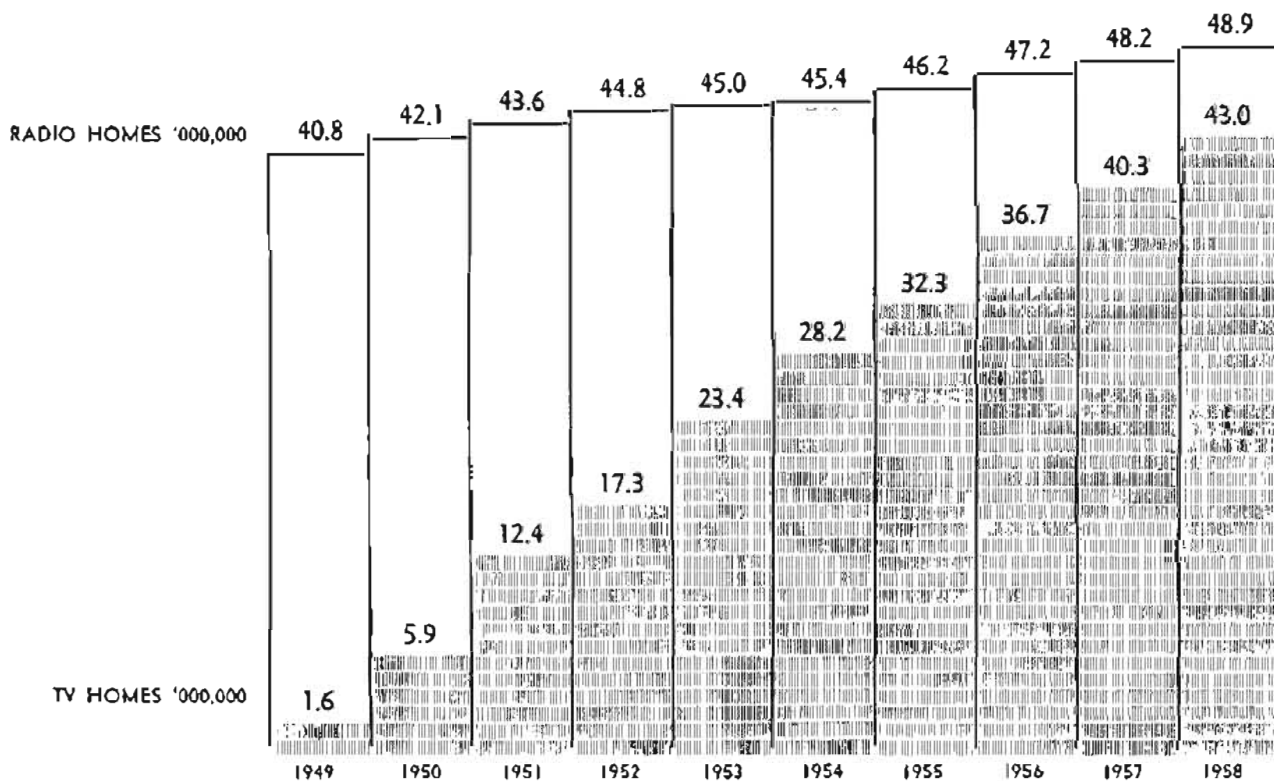
None of the radio homes figures includes literally millions of other radio sets installed in automobiles or in public places outside the

home, or the portables increasingly hand-carried to beaches, amusement parks and the like. Radio Advertising Bureau estimated that as of July 1, 1958, some 37.2 million automobiles had radios in working order. In RAB's estimate, these would represent approximately 74% of all cars on the road. The percentage of new cars that come radio-equipped was placed at 87.5%.

In the following columns is presented basic information on the size and shape of both broadcasting audiences—at different times of the day and night and at different seasons of the year; the extent of looking and listening in terms of homes per minute and minutes per home; the composition of audiences; how audiences cumulate and duplicate; audience trends and some of what, in television, they watch most.

Information in these charts and tables was supplied by A. C. Nielsen Co. and its Nielsen Radio Index (NRI) or Nielsen Television Index (NTI) unless otherwise indicated.

TREND OF RADIO AND TELEVISION OWNERSHIP
MILLIONS OF HOMES
MAY-AUGUST OF EACH YEAR



THE WEEKLY RADIO AND TV AUDIENCE

	RADIO		TELEVISION	
	% Radio Homes	No. of Homes ('000)	% Tv Homes	No. of Homes ('000)
Monday-Friday—6 a.m.-12 noon	69.3	33,749	61.7	26,223
Monday-Friday—12 noon-6 p.m.	61.8	30,097	83.9	35,658
All nights, 6 p.m.-midnight	57.9	28,197	94.2	40,035
Seven days, 24 hours a day	89.5	43,587	94.5	40,163

HOW MANY LOOK AND LISTEN? The respective sizes of the radio and television audiences in the course of an average week are shown above, by day part and by full-week total.

In each case, the count is limited to different homes listening or viewing—duplication has been eliminated. Figures are from the 1958 Nielsen March Week I study.

HOMES USING RADIO BY COUNTY SIZE (During the Average Minute)

NRI March-April 1958

	% Homes Using Radio	A	B	C	D
Monday-Friday—9 a.m.-12 noon	13.5	14.1	12.5	14.3	12.9
Monday-Friday—12 noon-6 p.m.	10.8	10.8	9.9	10.9	11.9
All nights, 6-11 p.m.	7.1	7.9	7.1	6.3	6.4

HOMES USING RADIO BY TERRITORY (During the Average Minute)

	% Homes Using Radio	Northeast	East Central	West Central	South	Pacific
Monday-Friday—9 a.m.-12 noon	13.5	12.0	11.9	16.7	12.6	15.5
Monday-Friday—12 noon-6 p.m.	10.8	8.5	8.5	12.4	11.1	15.5
Sunday through Saturday, 6-11 p.m.	7.1	5.4	4.7	8.3	7.3	11.7

SIZE OF THE RADIO AUDIENCE is spelled out in further detail in the two foregoing tables. Here the measurement (Nielsen Radio Index) is in terms of homes listening during an average minute. The county-size classifications are as follows: Class A, all counties assigned to metro areas having

central cities with populations over 500,000; Class B, all other counties over 100,000 population, plus certain counties that are parts of metro areas whose central city has population less than 500,000; Class C, all other counties having population over 30,000; Class D, all remaining counties.

LISTENING IN RADIO-ONLY vs. LISTENING IN TV HOMES

	Mon.-Fri., 8 a.m.-12 noon		Mon.-Fri., 12 noon-6 p.m.		All nights, 6-11 p.m.	
	Avg. Aud.	No. of Homes (000)	Avg. Aud.	No. of Homes (000)	Avg. Aud.	No. of Homes (000)
All Homes Using Radio	14.2%	6,915	11.4%	5,552	7.4%	3,604
Radio-Only Homes Using Radio	18.4	1,147	19.0	1,195	19.7	1,252
Tv Homes Using Radio	13.5	5,768	10.1	4,357	5.4	2,352

HOW RADIO LISTENING DIFFERS IN TV HOMES. This table, based on Nielsen measurements in January-February 1958, gives the answer. It also shows the extent of radio listening

in all radio homes, those with as well as those without tv, thus providing a norm with which to compare the extent of listening in the sub-categories.

RADIO LISTENING PER HOME PER DAY

	6 a.m.-12 noon	12 noon-6 p.m.	6 p.m.-6 a.m.	Total
All days average	42 min.	41 min.	33 min.	1 hr. 56 min.
Monday-Friday Average	46 min.	41 min.	34 min.	2 hrs. 0 min.
Saturday	37 min.	47 min.	33 min.	1 hr. 57 min.
Sunday	29 min.	39 min.	27 min.	1 hr. 35 min.

EXTENT OF IN-HOME RADIO LISTENING, by day parts as well as by average day, is pointed up in this table (above), based on NRI measurements in January-February 1958. Not

counted: Listening to automobile radios and other out-of-home sets.

NUMBERS OF HOMES TUNED TO RADIO

IN-HOME LISTENING is shown in another way in the table at right depicting number of homes tuned in per average minute of each daytime hour, Monday through Friday. At night the tune-in, over a full week, is 5 million homes in the average minute between 6 and 7 p.m.; 4.1 million at 7-8, 3.3 million at 8-9, 3 million at 9-10, 2.8 million at 10-11 and 2.5 million at 11-12 midnight. Figures are for NRI January-February 1958.

6- 7 a.m.	— 2.7 million
7- 8	— 6.4 "
8-9	— 8.1 "
9-10	— 7.1 "
10-11	— 6.8 "
11-12 Noon	— 5.9 "
12- 1 p.m.	— 6.6 "
1-2	— 6.6 "
2-3	— 5.5 "
3-4	— 5.1 "
4-5	— 4.6 "
5-6	— 4.9 "

RADIO LISTENING: SUMMER vs. WINTER

THE VARIATIONS between summer and winter radio audience sizes are demonstrated in the table at right. Note that afternoon and evening audiences are higher in summer than in winter. Figures represent millions of homes listening per average minute. Source: NRI.

	HOMES (000,000)		
	July 1957	January 1958	Annual Average
Monday-Friday Morning	4.8	6.0	5.8
Monday-Friday Afternoon	5.7	5.4	5.6
Night, All Week	3.6	3.3	3.7

TV VIEWING PER HOME PER DAY

	Monday-Friday	Saturday	Sunday	Full Week
Night	3 hrs. 35 min.	4 hrs. 3 min.	3 hrs. 46 min.	3 hrs. 41 min.
Afternoon	1 hr. 33 min.	1 hr. 52 min.	1 hr. 52 min.	1 hr. 38 min.
Morning	89 min.	47 min.	16 min.	37 min.
Total Hours Per Day	5 hrs. 47 min.	6 hrs. 42 min.	5 hrs. 54 min.	5 hrs. 56 min.

VIEWING PER HOME PER DAY. The time the average tv home spends watching television each day is depicted in the table above, which not only shows the daily average over the

full week but also breaks down the daily average by day part and days of the week. Data is NTI Nov.-Dec. 1957.

TV AUDIENCE COMPOSITION

	Homes Using Tv	Men	Women	Teens	Children
Monday-Friday 9 a.m.-12 Noon	17.6%	10%	49%	3%	38%
Monday-Friday 12 Noon-6 p.m.	25.3	15	46	9	30
All Nights 6-11 p.m.	56.8	30	36	12	22

WHO WATCHES WHEN?—The composition of the television audience during the average minute—morning, afternoon and evening—is reflected in the above table. Figures are for March-

April 1958. The number of homes using tv is a percentage of all U.S. tv homes. Source: NTI complete report.

N.Y. Time	No. viewers for Home	Men	Women	Teens	Children
7:00 p.m.	2.5	26%	33%	11%	30%
7:15	2.5	26	34	11	29
7:30	2.6	26	34	11	29
7:45	2.6	26	34	11	29
Average	2.6	26	34	11	29
8:00	2.6	27	35	11	27
8:15	2.6	27	36	11	26
8:30	2.5	28	36	12	24
8:45	2.5	28	37	11	24
Average	2.6	28	36	11	25
9:00	2.4	30	39	12	19
9:15	2.4	30	40	12	18
9:30	2.4	31	42	11	16
9:45	2.3	32	42	11	15
Average	2.4	31	40	12	17
10:00	2.2	34	44	11	11
10:15	2.2	35	44	11	10
10:30	2.1	36	45	10	9
10:45	2.1	36	45	10	9
Average	2.2	35%	44%	11%	10%

TV AUDIENCE MAKEUP during the prime evening hours is pictured in these figures, compiled in November-December 1957

for the NTI complete report. Measurements are for week nights, Monday through Friday.

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SOUTHWEST
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DeWitt (Judge) Landis
RI 8-1175

WEST
SAN FRANCISCO
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EX 2-5671

TYPES OF TV SHOWS AND THEIR AUDIENCES

THE TABLE BELOW shows percentage of time spent viewing by U.S. tv homes by various show types (Based on total home hours of viewing, winter 1958).

	No. of Shows	Nielsen Average Audience	% Total Home Viewing Hours		No. of Shows	Nielsen Average Audience	% Total Homes Viewing Hours
General Drama				Situation Comedy			
30 Min.	6	24.5	5%	30 Min.	22	23.7	15%
60 Min.	6	20.4	8%				
Variety				Quiz & Audience Participation			
30 Min.	14	17.2	7%	30 Min.*	13	25.4	10%
60 Min.	8	24.6	16%				
Western Drama				Suspense Drama			
30 Min.	10	31.5	10%	30 Min.	13	22.9	10%
60 Min.	4	30.8	5%				
Adventure				Other Programs			
30 Min.	11	18.9	6%	30 Min.	10	16.2	8%

U.S. TV SET PRODUCTION—1946-1958

For U.S. television homes by counties see Market Facts beginning page A-17.

	Total TV Sets Manufactured		Receiving Tubes Used in New TV Sets and for Replacements		Total-TV Picture Tubes Manufactured	
	Number	Retail Value	Number	Retail Value	Number	Retail Value
1946	10,000	\$ 5,000,000	350,000	\$ 588,000	20,000	\$ 1,000,000
1947	250,000	100,000,000	8,500,000	15,000,000	300,000	15,000,000
1948	1,000,000	350,000,000	32,200,000	53,000,000	1,500,000	75,000,000
1949	3,000,000	950,000,000	87,000,000	146,000,000	3,500,000	210,000,000
1950	7,500,000	2,700,000,000	225,000,000	378,000,000	8,000,000	400,000,000
1951	5,600,000	2,100,000,000	161,000,000	270,000,000	6,000,000	300,000,000
1952	6,300,000	2,360,000,000	168,000,000	380,000,000	6,500,000	260,000,000
1953	7,300,000	1,675,000,000	210,000,000	400,000,000	9,000,000	360,000,000
1954	7,300,000	1,278,000,000	215,200,000	409,000,000	10,300,000	360,500,000
1955	7,800,000	1,263,600,000	220,000,000	407,000,000	10,600,000	371,000,000
1956	7,500,000	1,237,500,000	200,000,000	400,000,000	11,000,000	318,000,000
1957	6,500,000	1,270,000,000	175,000,000	371,000,000	10,000,000	340,000,000
*1958	2,672,000	455,000,000	64,000,000	135,000,000	3,620,000	123,000,000

*Estimated for first six months.

U.S. RADIO SET PRODUCTION—1922-1958

For U.S. radio homes by counties see Market Facts beginning page A-17.

	Total Radio Sets Manufactured		Automobile Sets Manufactured		Auto sets in use
	Number	Retail Value	Number	Retail Value	Number
1922	100,000	\$ 5,000,000			
1923	550,000	30,000,000			
1924	1,500,000	100,000,000			
1925	2,000,000	165,000,000			
1926	1,750,000	200,000,000			
1927	1,350,000	168,000,000			
1928	3,281,000	400,000,000			
1929	4,428,000	600,000,000			
1930	3,827,000	300,000,000	34,000	\$ 3,000,000	
1931	3,420,000	225,000,000	108,000	5,940,000	100,000
1932	3,000,000	140,000,000	143,000	7,150,000	250,000
1933	3,806,000	180,500,000	724,000	28,598,000	500,000
1934	4,084,000	214,500,000	780,000	28,000,000	1,250,000
1935	6,026,800	330,192,480	1,125,000	54,562,500	2,000,000
1936	8,248,000	450,000,000	1,412,000	69,188,000	3,500,000
1937	8,064,780	450,000,000	1,750,000	87,500,000	5,000,000
1938	6,000,000	210,000,000	800,000	32,000,000	6,000,000
1939	10,500,000	354,000,000	1,200,000	48,000,000	6,500,000
1940	11,800,000	450,000,000	1,700,000	60,000,000	7,500,000
1941	13,000,000	460,000,000	2,000,000	70,000,000	8,750,000
1942	4,400,000	154,000,000	350,000	12,250,000	9,000,000
1943					8,000,000
1944					7,000,000
1945	500,000	20,000,000			6,000,000
1946	14,000,000	700,000,000	1,200,000	72,000,000	7,000,000
1947	17,000,000	800,000,000	3,200,000	194,000,000	9,000,000
1948	14,000,000	600,000,000	4,100,000	293,000,000	11,000,000
1949	10,000,000	500,000,000	3,500,000	240,000,000	14,000,000
1950	14,600,000	721,000,000	4,760,000	248,000,000	17,000,000
1951	13,000,000	605,000,000	4,800,000	255,000,000	20,000,000
1952	10,000,000	500,000,000	2,750,000	148,000,000	25,000,000
1953	13,400,000	536,000,000	4,800,000	250,000,000	29,000,000
1954	10,000,000	400,000,000	4,300,000	220,000,000	32,000,000
1955	14,400,000	559,000,000	6,900,000	346,000,000	35,700,000
1956	14,000,000	553,000,000	5,000,000	258,000,000	37,500,000
1957	15,500,000	603,000,000	5,500,000	303,000,000	39,600,000
*1958	6,400,000	249,000,000	1,700,000	93,900,000	40,900,000

*Estimated for first six months

Compiled for the 1958 BROADCASTING YEARBOOK by B. F. Osbahr, editor of "Electronic Industries."

Television time sales 1948-1957

These are total billings for all U.S. stations and networks after all frequency and promotional discounts but before payment of commissions to agencies, sales representatives, etc. Figures are those officially reported by the FCC except for 1957 radio figures which are Broadcasting estimates. The FCC radio financial report for 1957 will not be available until late 1958.

Year	National Network	% change from previous year	National non-network	% change from previous year	Local	% change from previous year	Total	% change from previous year
1948*	\$ 2,500,000	\$ 6,200,000	\$ 8,700,000
1949	10,796,000	\$ 7,275,000	9,460,000	27,530,000
1950	35,210,000	226.1	25,034,000	244.1	30,385,000	221.2	90,629,000	229.2
1951	97,558,000	177.1	59,733,000	138.6	51,304,000	68.8	208,595,000	130.2
1952	137,664,000	41.1	80,235,000	34.3	65,171,000	27.0	283,070,000	35.7
1953	171,900,000	24.9	124,318,000	54.9	88,474,000	35.8	384,692,000	35.9
1954	241,224,000	40.3	176,766,000	42.2	120,131,000	35.8	538,122,000	39.9
1955	308,900,000	28.1	222,400,000	25.8	149,800,000	24.7	681,100,000	26.6
1956	367,700,000	19.0	281,200,000	26.4	174,200,000	16.3	823,100,000	20.8
1957	394,200,000	7.2	296,400,000	5.4	178,100,000	2.2	868,700,000	5.5

*In 1948 FCC reported only "total revenues" (from time, talent and services) from "network programs" and from business "sold directly by stations." Hence figures for that first year of television financial reporting are not comparable with figures for time sales in ensuing years.

Radio time sales 1935-1957

Year	National Network	% change from previous year	Regional Network	% change from previous year	National Non-Network	% change from previous year	Local	% change from previous year	Total	% change from previous year
1935 ¹	\$ 39,737,867	1.....	\$ 13,805,200	\$ 26,074,476	\$ 79,617,543
1936 ²
1937	56,192,396	41.4	2,854,047	23,117,136	67.4	35,745,394	37.1	117,908,973	48.1
1938	56,612,925	0.7	2.....	28,109,185	21.6	32,657,349	-8.7	117,379,459	-0.6
1939	62,621,689	10.6	2.....	30,030,563	6.8	37,315,774	14.2	129,968,026	10.7
1940*	71,919,428	13.1	1,869,583	37,140,444	23.8	44,756,792	20.0	155,686,247	20.5
1941	79,621,534	10.7	2,752,073	47.2	45,681,959	23.0	51,697,651	15.5	179,753,217	15.4
1942	81,744,396	2.7	3,444,581	25.2	51,059,159	11.8	53,898,916	4.2	190,147,052	5.8
1943	99,389,177	21.6	6,256,508	81.6	59,352,170	16.2	64,104,309	18.9	228,102,164	20.0
1944	121,757,135	22.5	7,612,366	21.7	73,312,899	23.5	84,960,347	29.3	287,642,747	26.1
1945	125,671,834	3.2	8,301,702	9.1	76,696,463	4.6	99,814,042	17.5	310,484,046	7.9
1946	126,737,727	0.8	8,043,381	-3.1	82,917,505	8.1	116,380,301	16.6	334,078,914	7.6
1947	127,713,942	0.8	7,012,689	-12.8	91,581,241	10.4	147,778,814	27.0	374,086,686	12.0
1948	133,723,098	4.5	7,329,255	4.3	104,759,761	14.4	170,908,165	15.6	416,720,279	11.4
1949	128,903,467	-3.6	5,994,858	-18.2	108,314,507	3.4	182,144,301	6.5	425,357,133	2.1
1950	124,633,089	-3.3	6,897,127	15.0	118,823,880	9.7	203,210,834	11.6	453,564,930	6.6
1951	113,984,000	-8.5	8,481,000	23.0	119,559,000	0.6	214,519,000	5.6	456,543,000	0.6
1952	102,528,000	-10.0	7,334,000	-13.5	123,658,000	3.4	239,631,000	11.7	473,151,000	3.6
1953	92,865,000	-9.4	5,192,000	-29.2	129,605,000	4.8	249,544,000	4.1	477,206,000	0.9
1954	78,917,000	-15.0	4,767,000	-8.2	120,168,000	-7.3	247,478,000	-0.8	451,330,000	-5.4
1955	60,268,000	-23.6	3,809,000	-20.1	120,393,000	0.2	272,011,000	9.9	456,481,000	0.7
1956	44,839,000	-23.6	3,585,000	-5.9	145,461,000	20.8	297,822,000	9.5	491,707,000	7.7
1957†	49,232,000	9.8	3,924,000	9.5	164,301,000	13.0	298,952,000	0.4	516,409,000	5.0

¹Nation-wide and regional networks combined.

²Data not available.

*Figures prior to this date not comparable in all categories.

†1957 figures estimated by BROADCASTING.

FINANCIAL DATA CONTINUED ON PAGE B-136

Where television money goes

Here is a tabulation of FCC reports showing the volume of network, spot and local advertising time placed in individual television markets in 1956 and 1957. These figures represent time sales after all frequency and promotional discounts but before deduction of commissions to advertising agencies and station representatives.

Market (number of operating stations)	Network		Spot		Local	
	1956	1957	1956	1957	1956	1957
Albany-Schenectady-Troy, N.Y. (3)	\$1,064,196	\$1,177,785	\$2,276,346	\$2,230,332	\$ 908,472	\$1,007,144
Albuquerque, N.M. (3)	267,643	524,450	355,407	282,597	650,397	584,359
Amarillo, Tex. (3#)						
Atlanta, Ga. (3)	1,619,681	1,613,433	2,498,168	2,816,263	1,577,921	1,467,625
Baltimore, Md. (3)	2,251,460	2,135,790	3,235,395	3,594,854	2,759,035	2,021,395
Buffalo-Niagara (3#)	1,556,774	1,526,344	3,013,267	3,201,404	2,275,918	2,806,149
Cedar Rapids-Waterloo, Iowa (3)	509,057	578,765	1,334,139	1,267,555	341,425	298,416
Charleston-Oak Hill-Huntington, W. Va. Ashland, Ky. (4)	957,567	967,626	1,457,401	1,393,217	976,465	1,035,398
Chicago, Ill. (4)	5,571,357	5,657,938	15,666,289	16,789,153	8,343,321	7,038,037
Cincinnati (4)	2,000,833	1,760,755	3,190,263	3,481,015	1,942,450	2,130,230
Cleveland, Ohio (3)	3,743,376	3,533,126	5,990,592	6,132,802	2,079,425	3,404,206
Colorado Springs-Pueblo, Colo. (3)	112,554	139,505	288,408	328,276	682,380	584,456
Columbus, Ohio (3)	1,456,087	1,419,183	3,094,819	2,979,337	1,697,053	1,719,551
Corpus Christi, Tex. (3#)						
Dallas-Fort Worth, Tex. (4)	2,026,717	2,025,153	3,124,548	3,375,570	2,792,923	2,793,899
Denver, Colo. (4)	1,105,679	1,162,909	2,216,387	2,371,395	1,911,443	2,083,489
Des Moines-Ames, Iowa (3)	1,415,762	1,399,787	1,646,727	1,776,035	663,505	599,502
Detroit, Mich. (3)	3,942,451	4,046,176	7,125,928	7,956,892	5,072,627	4,856,165
El Paso, Tex. (3)		270,615		653,082		709,159
Evansville, Ind.-Henderson, Ky. (3)		395,537		470,880		643,658
Fort Wayne, Ind. (3#)						
Fresno-Tulare, Calif. (4#)	596,988	863,866	1,477,400	1,534,438	764,569	677,051
Galveston-Houston, Tex. (3)	1,371,774	1,641,120	3,405,270	3,543,899		2,443,496
Green Bay-Marquette, Wis. (3)	446,666	570,987	806,356	868,906	638,772	644,373
Greensboro-High Point-Winston Salem, N.C. (3#)	890,569	*	1,513,244	*	462,847	*
Harrisburg, Pa. (3#)	164,843	*	260,262	*	323,515	*
Hartford-New Haven-Bristol-New Britain, Conn. (4#)	901,371	992,255	2,612,542	3,173,587	1,028,270	960,979
Indianapolis-Bloomington, Ind. (4#)	1,719,853	1,756,536	3,461,270	3,801,438	2,135,418	2,231,935
Jacksonville, Fla. (3#)		717,557		1,576,289		635,694
Kansas City, Mo. (3)	1,990,647	1,922,270	3,978,281	3,978,615	1,211,905	1,317,773
Knoxville, Tenn. (3)	444,303	578,908	699,488	820,121	487,266	593,444
Las Vegas-Henderson, Nev. (3)		56,383		158,229		684,160
Little Rock-Pine Bluff, Ark. (3)	455,786	526,182	824,327	755,707	659,774	592,273
Los Angeles, Calif. (7)	4,848,643	4,764,590	16,698,440	19,378,735	15,442,154	15,796,235
Madison, Wis. (3)	200,192	378,751	488,581	588,689	592,405	629,062
Memphis, Tenn. (3)	1,426,430	1,442,161	2,285,905	2,487,929	575,320	718,317
Miami-Ft. Lauderdale, Fla. (5#)	906,627	1,098,859	2,813,661	3,073,946	2,080,835	2,080,716
Milwaukee, Wisc. (4)	1,719,730	1,701,325	4,455,469	4,257,954	1,338,089	1,362,891
Minneapolis-St. Paul, Minn. (4)	2,108,738	2,195,580	3,530,245	3,700,075	2,958,587	3,238,808
Nashville, Tenn. (3)	977,830	1,004,069	1,124,957	1,198,748	1,287,850	1,499,576
New Orleans, La. (3#)		837,434		2,456,108		1,605,108
New York City, N.Y. (7)	10,573,201	10,806,383	31,704,963	31,695,429	13,424,684	14,959,581
Norfolk-Portsmouth-Newport-News-Hampton, Va. (4#)	921,956	927,212	1,628,336	1,380,745	815,375	879,311
Oklahoma City-Enid, Okla. (3)		1,200,386		2,078,981		1,305,265
Omaha, Neb. (3#)						
Philadelphia, Pa. (3)	4,449,160	4,761,739	9,775,734	10,512,590	4,392,631	4,016,203
Phoenix-Mesa, Ariz. (4)	565,028	569,790	1,003,703	1,161,533	1,097,177	1,220,654
Pittsburgh, Pa. (3#)		1,840,503		6,087,503		2,793,453
Portland, Ore. (4#)	1,116,251	1,162,424	2,856,608	2,863,231	1,075,755	1,109,535
Raleigh-Durham, N.C. (3)		356,232		913,537		327,684
Richmond-Petersburg, Va. (3)	1,026,229	961,355	1,334,439	1,170,246	494,510	516,569
Roanoke-Lynchburg, Va. (3)	701,989	742,392	954,092	967,740	461,932	526,081
Rochester, N.Y. (3)	1,154,173	1,081,573	1,933,985	1,776,210	1,018,198	978,628
Sacramento, Calif. (3#)	744,982	719,711	1,725,677	2,178,732	660,479	604,130
Salt Lake City, Utah (3)	918,994	934,985	1,225,274	1,197,517	1,228,219	1,166,750
San Antonio, Tex. (4#)	891,851	956,767	2,031,609	1,770,885	809,383	1,061,201
San Francisco-Oakland, Calif. (4#)	2,926,136	3,278,702	5,246,102	5,967,286	4,012,190	4,406,733
Seattle-Tacoma, Wash. (4)	1,512,311	1,622,335	3,565,346	3,727,689	1,420,624	1,080,930
South Bend-Elkhart, Ind. (3)	365,568	420,706	711,147	634,966	483,591	474,942
Spokane, Wash. (3)	442,906	516,546	1,634,270	1,472,102	835,128	771,512
St. Louis, Mo. (3)	2,156,951	2,226,034	4,157,438	4,081,290	2,902,037	2,932,311
Tampa-St. Petersburg, Fla. (3)	614,508	731,757	1,428,560	1,758,080	1,003,280	1,157,987
Tucson, Ariz. (3#)	112,788	543,073	168,914	167,309	958,210	661,256
Tulsa, Okla. (3)	1,045,618	1,025,924	1,397,755	1,554,683	1,000,187	935,705
Washington, D.C. (4)	2,265,112	2,227,457	4,867,280	4,548,322	2,055,914	2,333,257
Wilkes Barre-Hazleton, Scranton, Pa. (4)	631,921	725,487	800,766	829,268	902,659	871,206
Wichita-Hutchinson, Kan. (3)	519,187	661,095	1,136,798	1,378,678	981,839	946,167
Youngstown, Ohio-New Castle, Pa. (3#)						
Honolulu, Hawaii (4#)	176,285	213,861	738,994	803,679	1,079,162	1,259,012
Total 70 Markets		102,296,155		225,859,422		130,447,523

#Not all stations in this market operated a full year in 1957.
 *Data withheld because third station in this market operated too short a time in 1957.
 **Data not published for markets having fewer than three stations.

Where radio money goes

Here is a tabulation of FCC reports showing the volume of network, spot and local advertising time placed in individual radio markets in 1955 and 1956. These are the latest figures available. FCC radio financial data for 1957 will not be made public until the end of 1958. These figures represent time sales after all frequency and promotional discounts but before deduction of commissions to advertising agencies and station representatives.

Market (number of operating stations)	Network		Spot		Local	
	1955	1956	1955	1956	1955	1956
Akron, Ohio (4)	\$ 86,622	\$ 53,424	\$ 312,245	\$ 391,062	\$1,161,256	\$1,239,398
Albany-Schenectady-Troy, N.Y. (7)	114,241	59,186	904,057	1,116,989	824,170	872,920
Albuquerque, N.M. (7#)	59,787	34,438	241,004	260,223	667,978	686,880
Allentown-Bethlehem (7)	26,452	7,474	181,942	270,792	852,517	850,009
Altoona, Pa. (4)	30,046	9,623	36,470	55,068	163,911	235,494
Amarillo, Tex. (6)	45,213	18,608	232,847	236,378	611,344	599,403
Asheville, N.C. (4)	41,531	19,501	98,371	98,568	360,757	342,701
Atlanta, Ga. (14#)	166,161	100,714	1,137,899	1,478,900	1,423,976	1,906,637
Atlantic City, N. J. (4)	*	6,779	*	38,662	*	315,495
Augusta, Ga. (6)	21,639	12,362	107,681	102,355	475,614	493,768

WHERE RADIO MONEY GOES CONTINUED

	Network		Spot		Local	
	1955	1956	1955	1956	1955	1956
Austin, Tex. (4)	29,536	22,515	164,289	203,553	526,054	448,984
Baltimore, Md. (13)	94,710	63,227	1,048,191	1,428,151	2,844,765	3,156,972
Baton Rouge, La. (6#)	43,280	26,028	169,202	168,375	669,133	710,879
Bay City, Mich.	*	*	*	*	*	*
Beaumont-Port Arthur, Tex. (6)	7,695	6,242	206,500	169,114	576,630	581,121
Binghamton, N.Y. (4)	48,049	24,844	92,799	115,944	469,112	520,809
Birmingham, Ala. (11)	59,902	27,811	596,474	624,478	946,372	1,179,757
Boston, Mass. (18)	403,933	214,614	2,663,566	3,307,530	3,674,596	3,547,717
Bridgeport, Conn.	*	*	*	*	*	*
Brockton, Mass.	*	*	*	*	*	*
Buffalo, N.Y. (12#)	225,556	11,790	1,186,576	1,507,523	2,165,612	2,560,161
Canton, Ohio (3)	*	47,428	*	266,400	*	375,628
Cedar Rapids, Iowa (3)	51,797	29,853	715,878	727,274	383,073	371,358
Charleston, S.C. (5)	32,894	16,932	148,171	137,985	410,187	378,307
Charleston, W. Va. (8#)	66,877	43,524	192,683	219,817	684,142	745,853
Charlotte, N.C. (6)	101,679	59,629	848,763	902,867	624,132	596,681
Chattanooga, Tenn. (6)	59,699	26,167	229,183	183,194	858,868	858,223
Chicago, Ill. (27)	420,794	594,332	4,706,755	9,826,214	6,124,183	7,983,803
Cincinnati, Ohio (8)	915,191	1,324,841	2,727,063	2,552,797	1,547,124	1,665,854
Cleveland, Ohio (5)	363,472	176,486	1,660,733	2,076,190	2,301,873	2,745,512
Columbia, S.C. (5)	39,681	17,935	206,253	299,669	500,671	485,434
Columbus, Ga. (4)	36,072	15,655	71,984	92,263	385,214	437,590
Columbus, Ohio (5)	102,507	50,167	727,481	978,779	1,320,427	1,371,004
Corpus Christi, Tex. (6)	54,399	24,555	446,684	251,943	463,567	460,711
Dallas, Tex. (7)	214,932	127,058	1,004,398	1,319,567	1,980,439	1,920,304
Davenport, Iowa-Rock Island-Moline, Ill. (5)	54,178	24,943	261,346	288,662	514,855	533,631
Dayton, Ohio (3)	53,970	26,858	321,982	376,132	1,132,273	1,249,517
Decatur, Ill.	*	*	*	*	*	*
Denver, Colo. (13#)	171,685	104,741	841,905	1,230,523	1,848,028	2,095,568
Des Moines, Iowa (5)	187,620	102,433	1,249,623	1,357,159	731,254	708,740
Detroit, Mich. (10)	637,637	489,448	3,373,534	6,544,030	3,090,202	4,405,125
Duluth, Minn.-Superior, Wis. (6)	61,848	33,810	211,580	214,518	601,705	605,804
Durham, N.C. (4)	23,493	15,447	86,200	98,302	271,606	324,316
El Paso, Tex. (5)	46,909	24,719	122,542	189,064	497,780	528,927
Erie, Pa. (4)	29,538	17,241	84,482	119,829	279,869	414,790
Evansville, Ind. (4)	24,040	18,336	146,299	164,352	444,919	456,169
Fall River, Mass.	*	*	*	*	*	*
Flint, Mich. (6)	18,352	14,769	255,825	306,111	1,019,131	1,009,563
Fort Wayne, Ind. (4)	53,242	18,379	403,347	434,932	689,248	755,675
Fort Worth, Tex. (6)	70,310	34,365	347,586	444,631	1,142,874	1,110,210
Fresno, Calif. (7)	97,468	76,182	411,528	484,102	727,911	745,160
Gasden, Ala. (3)	*	24,248	*	33,419	*	186,158
Galveston, Tex. (3)	*	*	33,062	38,250	166,403	176,398
Grand Rapids, Mich. (6)	99,880	22,269	338,526	379,468	615,215	770,218
Green Bay, Wis. (3)	28,245	17,585	109,325	158,808	344,170	361,287
Greensboro-High Point, N.C. (7)	32,066	17,444	107,167	140,062	575,969	582,650
Greenville, S.C. (8#)	25,865	30,133	199,129	217,894	438,568	502,621
Hamilton-Middleton, Ohio	*	*	*	*	*	*
Hampton, Va.	*	*	*	*	*	*
Harrisburg, Penn. (5)	66,999	28,528	220,248	246,479	495,149	534,721
Harrisburg, Pa. (5)	190,360	115,116	1,001,028	1,194,957	416,420	448,874
Houston, Tex. (11)	197,072	154,357	1,283,952	1,489,186	1,960,587	2,210,494
Huntington, W.Va.-Ashland, Ky. (6)	14,083	4,445	155,334	153,888	471,430	454,679
Indianapolis, Ind. (6#)	113,997	71,321	866,004	1,110,564	1,816,030	1,928,015
Jackson, Miss. (6)	15,936	8,965	170,247	159,379	411,944	429,118
Jackson, Mich.	*	*	*	*	*	*
Jacksonville, Fla. (9)	60,315	37,181	310,747	284,751	713,804	769,545
Johnstown, Pa. (5)	29,130	12,779	90,596	110,082	349,625	287,734
Kalamazoo, Mich.	*	*	*	*	*	*
Kansas City, Mo. (3)	203,326	214,213	1,501,002	1,864,416	1,918,994	2,053,903
Kenosha, Wis.	*	*	*	*	*	*
Knoxville, Tenn. (9)	78,341	48,881	238,585	268,441	923,932	966,117
Lancaster, Pa. (3)	*	11,429	*	111,268	*	303,431
Lansing, Mich. (3)	*	*	*	*	*	*
Laredo, Tex.	*	*	*	*	*	*
Lawrence, Mass.	*	*	*	*	*	*
Lexington, Ky.	5,404	*	90,113	*	531,549	*
Lima, Ohio	*	*	*	*	*	*
Lincoln, Neb.	5,083	*	25,543	*	418,166	*
Little-No. Little Rock, Ark. (6#)	26,167	13,649	201,904	213,605	287,567	396,530
Lorain-Elyria, Ohio	*	*	*	*	*	*
Los Angeles, Calif. (26#)	466,562	564,169	2,750,903	5,846,909	8,150,748	10,642,265
Louisville, Ky. (8)	216,180	149,689	764,478	1,059,851	1,471,698	1,569,318
Lowell, Mass.	*	*	*	*	*	*
Lubbock, Tex.	21,457	18,290	93,556	92,492	663,742	650,722
Macon, Ga. (6#)	40,185	21,747	130,224	159,374	401,774	409,860
Madison, Wis. (3)	36,526	24,937	204,264	236,560	590,203	588,581
Manchester, N.Y. (3)	29,378	29,622	68,636	94,644	421,889	429,367
Memphis, Tenn. (8)	135,531	87,178	854,586	965,158	1,290,721	1,352,424
Miami, Fla. (11#)	121,882	107,317	631,829	745,236	1,506,049	1,596,708
Milwaukee, Wis. (7)	124,893	64,685	1,017,358	1,147,876	1,892,613	2,229,754
Minneapolis-St. Paul, Minn. (9)	254,617	163,895	1,543,521	2,057,834	1,840,449	2,435,215
Mobile, Ala. (6)	30,161	10,632	129,987	145,396	642,439	596,001
Montgomery, Ala. (6)	46,267	28,387	179,295	176,343	433,017	416,322
Muncie, Ind.	*	*	*	*	*	*
Nashville, Tenn. (7)	171,896	108,202	690,881	816,791	1,183,356	1,411,820
New Bedford, Mass.	*	*	*	*	*	*
New Britain-Bristol, Conn. (3)	7,560	7,000	75,227	197,190	371,426	368,961
New Haven, Conn. (4#)	18,234	19,197	190,732	277,168	389,612	593,979
New Orleans, La. (11)	227,285	105,137	905,872	1,111,618	1,611,523	1,495,480
New York & NE N.J. (32)	425,682	771,674	9,813,781	18,160,637	9,549,506	13,085,635
Norfolk-Portsmouth, Va. (7)	93,918	55,721	315,915	457,001	1,188,247	1,296,004
Ogden, Utah (3)	*	25,414	*	46,763	*	199,821
Oklahoma City, Okla. (7)	187,309	186,419	571,496	576,452	861,283	975,535
Omaha, Neb. (6)	139,115	56,203	807,893	908,210	1,528,229	1,662,301
Orlando, Fla. (5)	39,239	19,383	129,604	156,221	684,379	497,551
Peoria, Ill. (5)	62,941	34,033	285,003	335,908	618,636	664,048
Philadelphia, Pa. (19)	378,849	231,500	3,934,499	5,045,237	4,663,183	4,893,680
Phoenix, Ariz. (11#)	348,400	192,186	213,264	323,088	1,118,569	1,271,725
Pittsburgh, Pa. (18#)	235,075	154,668	1,999,163	2,773,238	2,711,615	2,010,236
Pittsfield, Mass.	*	*	*	*	*	*
Portland, Me. (3)	98,506	62,401	227,066	260,349	312,457	320,302
Portland, Ore. (16#)	196,524	213,476	691,184	983,499	1,531,014	1,735,500
Providence, R.I. (10)	133,456	83,906	581,465	813,437	1,039,138	1,148,183
Pueblo, Colo. (4#)	35,004	21,810	39,298	67,151	258,194	343,625
Racine, Wis.	*	*	*	*	*	*
Raleigh, N.C. (5)	96,668	69,011	601,277	618,940	278,439	330,767
Reading, Pa. (3)	29,569	13,640	109,969	126,667	420,689	451,967
Richmond, Va. (7)	155,571	76,971	645,988	722,020	792,693	812,969
Roanoke, Va. (5#)	51,132	26,265	208,262	172,953	293,985	427,317
Rochester, N.Y. (6)	131,128	56,647	634,210	776,245	722,120	881,164
Rockford, Ill.	*	*	*	*	*	*
Sacramento, Calif.	57,863	36,701	491,104	548,248	863,053	905,790
Saginaw, Mich. (3)	12,645	6,170	79,073	100,388	356,340	399,432
Salt Lake City, Utah (9)	201,499	132,957	346,493	368,131	963,002	1,008,332
San Angelo, Tex. (4)	5,648	4,646	56,705	101,139	224,632	197,274

WHERE RADIO MONEY GOES CONTINUED

Market (number of operating stations)	Network		Spot		Local	
	1955	1956	1955	1956	1955	1956
San Antonio, Tex. (9)	140,199	82,378	928,432	1,011,071	1,578,273	1,707,297
San Bernardino, Calif. (8)	24,799	2,563	132,732	148,597	503,796	621,318
San Diego, Calif. (8#)	111,748	75,239	469,321	683,047	1,073,794	1,238,782
San Francisco-Oakland, Calif. (18)	321,058	302,125	1,819,769	3,254,246	3,449,019	4,065,770
San Jose, Calif. (6)	•	33,301	72,844	90,136	643,788	704,675
Savannah, Ga. (6)	36,709	23,576	164,267	169,518	975,111	448,377
Scranton, Pa. (6)	•	60,085	214,461	236,640	377,907	417,166
Seattle, Wash. (12#)	252,180	143,806	912,331	1,256,845	1,721,904	1,846,662
Shreveport, La. (7)	117,058	69,750	475,114	454,417	679,264	647,410
Sioux City, Iowa (3)	•	6,268	63,490	78,530	341,113	305,769
Sioux Falls, S.D. (4)	10,827	3,780	110,137	90,298	373,564	327,045
South Bend, Ind. (3)	•	16,217	•	158,785	•	405,067
Spokane, Wash. (6)	105,429	60,590	394,675	487,761	950,415	920,350
Springfield, Ill. (3)	25,363	20,707	74,568	111,045	568,197	589,088
Springfield-Holyoke, Mass. (8)	66,479	45,903	209,826	238,286	716,338	762,585
Springfield, Mo. (4)	36,108	21,277	169,905	166,959	501,936	497,624
Springfield, Ohio (3)	1,802	1,419	28,197	46,647	375,237	492,712
St. Joseph, Mo. (3)	•	52	•	190,850	•	209,209
St. Louis, Mo. (12)	281,593	155,645	2,398,206	2,928,509	3,117,339	3,448,746
Stamford-Norwalk, Conn.	•	12,179	123,291	213,322	342,218	481,873
Stockton, Calif. (5)	19,745	32,440	387,065	524,979	1,038,768	1,087,851
Syracuse, N.Y. (5)	104,588	5,725	70,662	78,599	363,811	418,252
Tacoma, Wash. (4)	•	35,150	360,951	400,360	940,080	985,128
Tampa-St. Petersburg, Fla. (12)	61,244	•	•	•	•	•
Terre Haute, Ind.	•	23,700	409,489	644,186	706,027	693,918
Toledo, Ohio (4)	58,800	15,268	410,578	433,510	288,841	452,191
Topeka, Kan. (4)	35,226	•	•	•	•	•
Trenton, N.J.	•	33,247	127,437	67,966	523,533	529,520
Tucson, Ariz. (6)	22,488	66,379	568,982	602,696	679,871	795,840
Tulsa, Okla. (6)	107,556	25,942	129,501	144,300	462,115	487,841
Utica-Rome, N.Y. (6#)	39,209	•	•	•	•	•
Waco, Tex.	•	•	•	•	•	•
Washington, D.C. (14)	144,904	111,119	1,147,979	2,180,278	3,389,937	3,819,125
Waterbury, Conn. (3)	35,713	25,216	47,369	58,693	281,678	328,838
Waterloo, Iowa	•	•	•	•	•	•
Wheeling, W. Va.-Steubenville, Ohio (7)	81,820	37,020	394,921	456,213	664,022	820,640
Wichita, Kan. (5)	61,528	139,429	367,859	416,934	665,029	673,005
Wichita, Falls, Tex. (3)	36,419	23,106	152,321	175,787	270,290	338,900
Wilkes-Barre-Hazleton, Pa. (6)	28,183	10,349	141,378	169,525	506,350	505,525
Wilmington, Del. (4)	24,055	8,967	115,797	183,746	648,050	708,737
Winston-Salem, N.C. (4)	29,526	15,637	127,829	132,917	479,553	489,544
Worcester, Mass. (5#)	111,331	71,697	364,846	409,712	634,410	691,041
York, Pa. (6)	21,872	9,736	84,372	111,667	528,753	537,650
Youngstown, Ohio (7)	262,463	207,965	313,646	376,776	839,768	1,048,326

#Not all stations in this market operated a full year in 1956.

General television financial data

Note: The Federal Communications Commission annually compiles detailed financial information about networks and stations. The tables below are selected from the FCC's television financial report for the year 1957—the latest available.

BROADCAST FINANCIAL DATA OF 3 TV NETWORKS AND 501 TELEVISION STATIONS — 1957

Item	3 Networks and Their 16 Owned and Operated Tv Stations	485 Other Tv Stations	Total 3 Networks and 501 Tv Stations
A. Revenues from the sale of time:			
1. Network time sales:			
a. Nation-wide networks	\$287,700,000	\$106,500,000	\$394,200,000
b. Miscellaneous networks and stations	•	•	•
Total network time sales	287,700,000	106,500,000	394,200,000
2. Non-network time sales:			
a. Nation wide networks advertisers	\$287,700,000	\$106,500,000	\$394,200,000
b. Local advertisers	23,400,000	154,700,000	178,100,000
Total non-network time sales	81,900,000	392,600,000	474,500,000
Total Time Sales	369,600,000	499,100,000	868,700,000
3. Deduct — Commissions to agencies, representatives, etc.	75,900,000 ¹	66,500,000	142,400,000
Net Time Sales	293,700,000	432,600,000	726,300,000
B. Revenues from incidental broadcast activities:			
Talent	144,500,000	11,500,000	156,000,000
Sundry broadcast revenues	29,700,000	31,200,000	60,900,000
Total incidental broadcast activities	174,200,000	42,700,000	216,900,000
Total broadcast revenues	467,900,000	475,300,000	943,200,000
C. Total broadcast expenses of networks and stations	397,200,000	386,000,000	783,200,000
D. Broadcast income (before Federal income tax)	\$70,700,000	\$89,300,000	\$160,000,000

¹Of this amount \$59.6 million is applicable to the total sale of network time.

BROADCAST REVENUES, EXPENSES AND INCOME OF 3 TV NETWORKS AND 501 TV STATIONS

BROADCAST REVENUES	1957	1956 ²	1955 ¹
3 Networks (including 16 owned and operated stations*)	\$467,900,000	\$442,300,000	\$374,000,000
95 Pre-Freeze television stations	261,300,000	260,700,000	230,000,000
Subtotal	729,200,000	703,000,000	604,000,000
Post-Freeze television stations:			
302 vhf stations	187,300,000	161,400,000	112,200,000
88 uhf stations	28,700,000	32,500,000	28,500,000
Industry total	\$943,200,000	\$896,900,000	\$744,700,000

BROADCAST EXPENSES	1957	1956 ²	1955 ¹
3 Networks (including 16 owned and operated stations*)	\$397,200,000	\$356,900,000	\$306,000,000
95 Pre-Freeze television stations	179,300,000	171,000,000	148,100,000
Subtotal	576,500,000	527,900,000	454,100,000
Post-Freeze television stations:			
302 vhf stations	178,500,000	145,000,000	107,400,000
88 uhf stations	30,200,000	34,400,000	33,000,000
Industry total	\$783,200,000	\$707,300,000	\$594,500,000

BROADCAST INCOME (BEFORE FEDERAL INCOME TAX)	1957	1956 ²	1955 ¹
3 Networks (including 16 owned and operated stations*)	\$70,700,000	\$85,400,000	\$68,000,000
95 Pre-Freeze television stations	82,000,000	89,700,000	81,900,000
Subtotal	152,700,000	175,100,000	149,900,000
Post-Freeze television stations:			
302 vhf stations	10,800,000	16,400,000	4,800,000
88 uhf stations	(3,500,000)	(1,900,000)	(4,500,000)
Industry total	\$160,000,000	\$189,600,000	\$150,200,000

() Denotes loss.

¹1955 data cover 4 networks and 16 owned and operated stations; 93 pre-freeze and 328 post-freeze stations (225 vhf and 103 uhf). Three networks after Sept. 15, 1955, when DuMont ceased network operations.

²1956 data cover 3 networks and 15 owned and operated stations; 95 pre-freeze and 364 post-freeze stations (269 vhf and 95 uhf).

*Includes three post-freeze stations (uhf).

EXPENSES OF 3 TV NETWORKS AND 501 TV STATIONS — 1957

Type of Expense	Networks and Their Owned and Operated Stations		Other Stations	Total
	Stations	Stations		
Number of Networks	3	—	—	3
Number of Stations	16	485	—	501
	(\$ Thousands)			
Technical	\$ 55,216	\$ 66,881	—	\$122,097
Program	274,577	151,463	—	426,040
Selling	23,169	43,362	—	66,531
General and Administrative	44,256	124,316	—	168,572
Total Broadcast Expenses	\$397,218	\$386,022	—	\$783,240

TV STATIONS CLASSIFIED BY VOLUME OF TOTAL BROADCAST REVENUES SHOWING NUMBER REPORTING PROFIT OR LOSS

(Stations operating full year 1957 only)

Total Broadcast Revenues	Pre-Freeze VHF		Post-Freeze VHF		Post-Freeze UHF	
	Profit	Loss	Profit	Loss	Profit	Loss
Over \$8,000,000	5	—	—	—	—	—
6,000,000 - 8,000,000	8	—	—	—	—	—
4,000,000 - 6,000,000	11	1	—	—	—	—
2,000,000 - 4,000,000	47	2	7	2	—	—
1,000,000 - 2,000,000	23	3	28	7	2	1
800,000 - 1,000,000	3	—	27	6	4	4
600,000 - 800,000	—	3	30	10	4	4
400,000 - 600,000	—	1	39	23	4	7
200,000 - 400,000	—	1	24	29	7	12
100,000 - 200,000	—	—	7	24	1	8
Less than 100,000	—	—	—	8	1	12
Total operating full year	97	11	162	109	23	48

¹One station in this group ceased operations by July 1, 1958.

PRINCIPAL EXPENSE ITEMS OF TV STATIONS¹ WITH \$25,000 OR MORE TIME SALES CLASSIFIED BY REVENUES — 1957

Broadcast Revenues	No. of Stations	Total Expenses	Average per Station				
			Salaries and Wages	Film	Talent	Depreciation	All Other
Less than \$1,000,000	8	\$ 911,148	\$ 325,462	\$167,613	\$15,573	\$105,907	\$296,593
1,000,000 - 1,250,000	4	1,122,963	426,326	172,961	38,890	88,230	396,556
1,250,000 - 1,500,000	7	981,921	387,565	148,873	20,763	92,590	332,130
1,500,000 - 2,000,000	15	1,317,377	523,783	158,173	56,407	179,393	399,621
2,000,000 - 2,500,000	20	1,420,340	603,823	168,282	49,164	188,013	511,058
2,500,000 - 3,000,000	12	1,563,227	646,401	188,656	57,214	131,386	539,570
3,000,000 - 3,500,000	9	2,413,645	905,240	477,750	150,463	152,808	727,384
3,500,000 - 4,000,000	5	2,810,504	1,002,572	471,520	300,214	168,307	807,891
4,000,000 - 6,000,000	8	3,162,776	999,911	791,883	145,390	216,364	1,009,228
Over 6,000,000	7	4,658,129	1,482,210	1,246,24	262,711	230,894	1,436,290
Total Pre-Freeze Stations	95	\$1,887,001	\$676,282	\$345,174	\$92,619	\$162,527	\$610,399
Post-Freeze Stations:							
VHF	298	\$592,050	\$213,014	\$71,732	\$13,204	\$96,514	\$197,586
UHF	76	390,647	146,590	57,681	8,639	64,432	133,105
Total Post-Freeze Stations	374	\$551,123	\$199,516	\$64,854	\$12,276	\$89,994	\$184,483

¹Excludes data for 32 stations as follows: 18 stations owned and operated by networks and 16 stations with less than \$25,000 in time sales which are not required to report detailed expense data.

General radio financial data

Note: The FCC annually compiles detailed financial information about radio networks and stations, but its radio tabulations are made public about a year late. Below are selected tables from the FCC's radio financial report for the year 1956. Information for the year 1957 will not be available until late 1958.

BROADCAST REVENUES, EXPENSES AND INCOME OF RADIO BROADCAST SERVICES — 1955-1956

Items	1956		1955		Per Cent Increase or (Decrease) 1956
	(\$ Millions)	(\$ Millions)	(\$ Millions)	(\$ Millions)	
Total Broadcast Revenues					
4 nationwide networks and 3 regional networks (including owned and operated stations) ¹	\$ 70.2	\$ 78.3	(10.4)		
Other radio stations ²	410.4	375.0	9.4		
Total	\$480.6	\$453.3	6.0		
Total Broadcast Expenses					
4 nationwide networks and 3 regional networks (including owned and operated stations) ¹	\$ 69.8	\$ 72.4	(3.6)		
Other radio stations ²	361.6	335.0	7.9		
Total	\$431.4	\$407.4	5.9		
Broadcast Income (before federal income tax)					
4 nationwide networks and 3 regional networks (including owned and operated stations) ¹	\$ 4	\$ 5.9	(93.8)		
Other radio stations ²	48.8	40.1	21.7		
Total	\$ 49.2	\$ 46.0	7.0		

¹Includes the operations of 19 network owned stations in 1955 and 1956.
²Includes 2,724 am, am-fm or independent fm stations in 1955 and 2,947 in 1956.

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COMPARATIVE FINANCIAL DATA OF AM RADIO NETWORKS AND STATIONS — 1955-1956 (\$ THOUSANDS)

Item	Amount 1956	Per Cent of Increase (Decrease)
Number of networks	7 ¹	
Number of stations	2,915 ²	
A. Revenues from the sale of time:		
1. Network time sales:		
a. Nationwide networks	\$ 44,839	(25.6)
b. Regional networks	2,802	(12.4)
c. Miscellaneous networks and stations	783	27.9
Total	48,424	(24.4)
2. Non-network time sales:		
a. National and regional advertisers and sponsors	145,461	20.8
b. Local advertisers and sponsors	297,822	9.5
Total revenues from non-network time sales	443,283	12.9
Total time sale revenues	491,707	7.7
3. Deduct — Commissions to regularly established agencies, representatives, brokers and others		
Net time sale revenues	51,402	12.8
	440,305	7.2
B. Revenues from incidental broadcast activities:		
Talent	24,016	(10.6)
Sundry broadcast revenues	14,639	2.0
Total revenues from incidental broadcast activities	38,655	(6.2)
Total broadcast revenues	479,160	5.9
C. Total broadcast expenses of networks and stations		
D. Broadcast income (or loss) before federal income tax	429,605	5.8
	\$ 49,555	6.9

¹Includes three regional networks: the Yankee Network Inc., the Don Lee Broadcasting System and the Texas State Network Inc.
²2,704 stations reported in 1955.
Note: Excludes 51 independently operated fm stations.

CONTINUED ON PAGE B-140

GENERAL RADIO DATA CONTINUED

NUMBER OF AM RADIO STATIONS CLASSIFIED BY YEAR LICENSED SHOWING THE NUMBER REPORTING AND THE NUMBER REPORTING A LOSS — 1955-1956

Item	All Stations ¹	1941 and Prior Years ²	Year Licensed					
			1946-1951	1952	1953	1954	1955	1956
A. Total Stations Reporting in 1956	2,902	862	1,337	85	142	158	146	172
Number Reporting a Loss in 1956	849	234	353	29	41	42	50	100
Per Cent Loss in 1956	29.3	27.2	26.4	34.1	28.9	26.6	34.2	58.1
B. Total Stations Reporting in 1955	2,892	853	1,326	82	140	153	138	...
Number Reporting a Loss in 1955	741	227	335	22	38	41	78	...
Per Cent Loss in 1955	27.5	26.6	25.3	26.8	27.1	26.8	56.5	...

¹Excludes 13 key stations of networks in 1955 and 1956.
²63 stations, licensed during the war years 1942-1945, are also included in this group.

FM STATIONS REPORTING LOSSES — 1955-1956

36 of 51 fm stations operated by non-am licensees reported losses from operations during 1956 and 31 of 38 such stations reported losses from operations during 1955.

COMPARATIVE FINANCIAL DATA OF AM RADIO STATIONS — 1955-1956 (\$ THOUSANDS)

Item	Amount 1956	Per Cent of Increase (Decrease)
Number of stations	2,896 ¹	
A. Revenues from the sale of time:		
1. Network time sales:		
a. Nationwide networks	\$ 7,302	(40.9)
b. Regional networks	2,348	2.8
c. Miscellaneous networks and stations	783	27.9
Total	10,433	(31.6)
2. Non-network time sales:		
a. National and regional advertisers and sponsors	125,530	20.2
b. Local advertisers and sponsors	287,522 ²	9.4
Total revenues from non-network time sales	413,052	12.4
Total time sale revenues	423,485	10.7
3. Deduct — Commissions to regularly established agencies, representatives, brokers and others	38,422	19.1
Net time sale revenues	385,063	9.9
B. Revenues from incidental broadcast activities:		
Talent	12,575	(4.4)
Sundry broadcast revenues	11,346	7.9
Total revenues from incidental broadcast activities	23,921	1.1
Total broadcast revenues	408,984	9.4
C. Total broadcast expenses of stations	359,793	7.9
D. Broadcast income (or loss) before federal income tax	\$ 49,191	21.8

¹2,686 stations reported in 1955.
²Some small amount of network and national non-network time sales may be included here since stations with less than \$25,000 time sales for the year do not report detailed revenue breakdown.
 Note: Excludes 51 independently operated fm stations.

BROADCAST REVENUES, EXPENSES AND INCOME OF FREQUENCY MODULATION (FM) STATIONS — 1955-1956

Item	1956		1955	
	No. of Stations	Amount (Millions)	No. of Stations	Amount (Millions)
Total Fm Broadcast Revenues				
Fm Stations Operated by:				
Am licensees:				
Reporting no fm revenues	302	—	332	—
Reporting fm revenues	119	\$1.0	123	\$0.9
Non-am licensee	51	1.4	38	1.0
Total Fm Stations	472	\$2.4	493	\$1.9
Total Fm Broadcast Expenses				
Fm Stations Operated by:				
Non-am licensees	51	\$1.8	38	\$1.4
Industry Total	—	—	—	—
Fm Broadcast Income (before federal income tax)				
Fm Stations Operated by:				
Non-am licensees	51	\$(0.4)	38	\$(0.4)
Industry Total	—	—	—	—

() Denotes loss.

¹In view of the difficulty in a joint am-fm operation in allocating fm operation expense separately from am station operation expense, licensees of such stations were not required to report fm station expense separately. As a result, fm industry totals for expense and income are not available. Am-fm licensees, however, were requested to report separately the revenues, if any, attributable to fm station operation if such data was readily available. In only a few instances did am-fm licensees state they were unable to segregate the fm revenues.

The radio-television payroll

There are 71,728 persons employed full-time at U.S. radio and television stations.

There are more than six times as many radio stations as television stations, but 40% of the total broadcast station personnel is employed in tv stations. The figures are: radio stations, 42,523; tv stations, 29,205. The typical television station employs more than five times as many full-time executives and staff people as the typical am station.

The employment figures were obtained in a BROADCASTING YEARBOOK survey of radio and television stations. Of the 3,271 am stations on the air at the time the survey was made, 2,427 reported. Of the 495 commercial television stations, 300 replied. The results were projected to total

operating stations.

A tabulation of the survey showed that the typical am station has 10 full-time employees; the typical television station has 51.

The employment data obtained in the BROADCASTING YEARBOOK survey showed a wide range of staff size in both radio and television.

Several radio stations have a full-time staff of one; 386 stations hire fewer than five persons; 1,706 have 10 or fewer; 758 have 16 or more; 223 have 25 or more. Four radio stations reported staffs of more than 100.

Only 80 tv stations employ 25 or fewer; 237 employ 50 or fewer; 258 employ 51 or more, and 58 employ more than 100. One tv station reported a full-time staff of 220;

two had 200, one 190, one 175, three 160 and three 150.

The YEARBOOK figures do not include the overlap in radio and television stations under common operation where employees work on both stations.

There are 14,620 full-time executives and employees at the national radio and tv networks. Here, as supplied by networks themselves, are the total staff of each (radio and tv combined for those networks having both: ABC 2,525, CBS 6,327, MBS 168 and NBC 5,600.

The employees of stations and networks add to 86,348 full-time staff members in broadcasting. The U. S. Dept. of Commerce estimated that the annual broadcasting payroll in 1957 was \$527,000,000.

RADIO-TELEVISION STATION EMPLOYMENT

In this table, groupings of full-time staffs have been made, and the percentage of total stations employing that number is shown. For example 1% of all television stations and 11.8% of all radio stations employ total full-time staffs of from one to five persons.

Number of Employees	1 to 5	6-10	11-15	16-20	21-25	26-30	31-35	36-40	41-45	46-50	51-60	61-70	71-80	81-90	91-100	Over 100
Television Stations	1.0%	1.0%	2.0%	8.0%	4.3%	10.0%	4.7%	8.0%	4.3%	4.7%	13.3%	12.0%	9.3%	2.7%	3.0%	11.7%
Radio Stations	11.8%	40.2%	24.9%	10.9%	6.4%	1.9%	2.0%	1.0%	0.7%	0.5%	0.2%	0.2%	..	0.1%	0.1%	0.1%

Specialty programming on radio and tv

Extent of Editorializing On Radio and Tv Stations

Radio stations do more editorializing on the air than television stations according to an industrywide survey conducted for the BROADCASTING YEARBOOK.

Based on answered questionnaires supplied by over three-fifths of all the am and tv stations on the air, the survey showed:

- 1,181 am stations, 36% of those on the air, are editorializing daily, weekly or occasionally.

- 131 tv stations reported they are editorializing, 26.4% of those on the air.

A summary of the YEARBOOK tabulation, based on an editorializing query appearing on questionnaires used in compiling station directory listings, is broken down by type of station (am radio and tv) and by frequency (daily, weekly, occasionally). The question read: "Does station editorialize? Yes —; No —. If Yes, how often? Daily —; Weekly —; Occasionally —."

The am radio results follow:

Stations reporting they editorialize	1,181
Total am stations on the air	3,271
Percent editorializing	36.0%
Of stations editorializing 17.9% do so daily, 9.4% weekly, 72.7% occasionally.	

Tv results:

Stations reporting they editorialize	131
Total tv stations on the air	508
Percent editorializing	26.4%
Of stations editorializing 8.4% do so daily, 9.2% weekly, 82.4% occasionally.	

Foreign Language Programming On U. S. Radio Stations

Note: This list is arranged by languages and reports the stations broadcasting each tongue and the number of hours broadcast per week. Each station carrying foreign language programs is also listed in the Directory of Am and Fm Radio Stations in the U.S. beginning on page B-234. In that directory, the complete list of languages carried by each foreign-language station is reported. Asterisk (*) denotes non-commercial educational.

Acoma (Indian)

KMIN Grants, N.M., 1 hr.

Albanian

WBOS Boston, Mass., ½ hr.
WHIL Medford, Mass., ½ hr.

Arabic

WORC Worcester, Mass., ½ hr.

Austrian

KBLO Hot Springs, Ark., 1 hr.

Armenian

KBIF Fresno, Calif., ¾ hr.
KGST Fresno, Calif., 3½ hrs.
KTYM Inglewood, Calif., 1½ hrs.
WBOS Boston, Mass., ½ hr.
WJLB Detroit, Mich., ½ hr.
WPOW New York, N.Y., ¾ hr.
WDAS Philadelphia, Pa., ½ hr.
WRIB Providence, R.I., ¾ hr.
WRAC Racine, Wis., ¼ hr.

Basque

KBOI Boise, Idaho, ½ hr.
KBBS Buffalo, Wyo., 1 hr.

Bohemian

WHFC Chicago, Ill., 11 hrs.
WSBC Chicago, Ill., 5 hrs.

Chamorro

KUAM Agana, Guam, 6 hrs.

Cherokee

KTLQ Tahlequah, Okla., 1 hr.

Chinese

KSAN San Francisco, Calif., 3 hrs.
KLOK San Jose, Calif., 7 hrs.
KAIM Honolulu, T.H., ¼ hr.
KAHU Waipahu, T.H., 2 hrs.

Chippewa (Indian)

KBUN Bemidji, Minn., ¼ hr.
KFNW Fargo, N.D., ¼ hr.

Croatian

WGES Chicago, Ill., 1 hr.
WGRY Gary, Ind., 1 hr.
WJLB Detroit, Mich., ½ hr.
WHLD Niagara Falls, N.Y., ½ hr.
WBVP Beaver Falls, Pa., ½ hr.

Czechoslovak

KTYM Inglewood, Calif., 1 hr.
KJSK Columbus, Neb., ½ hr.
WWRL New York, N.Y., 2 hrs.
WDOK Cleveland, Ohio, 1 hr.
WJMO Cleveland, Ohio, ½ hr.
WTOD Toledo, Ohio, ½ hr.
KSKY Dallas, Tex., 1 hr.
KULP El Campo, Tex., 4 hrs.
KMLW Marlin, Tex., ½ hr.
KFRD Rosenberg, Tex., 8 hrs.
KTEM Temple, Tex., 1 hr.

Dutch

WJBL Holland, Mich., 1 hr.

(Pennsylvania) Dutch

WEEU Reading, Pa., ½ hr.

Finnish

WRKD Rockland, Me., 1 hr.
WMPL Hancock, Mich., 3 hrs.
WHDF Houghton, Mich., 2 hrs.
WJPD Ishpeming, Mich., 2 hrs.
WSOO Sault Ste. Marie, Mich., 1 hr.
WKLK Cloquet, Minn., 2 hrs.
WELY Ely, Minn., ½ hr.
KOZY Grand Rapids, Minn., 1 hr.
WCAL Northfield, Minn., ¾ hr.
KWLM Willmar, Minn., ½ hr.
KFOG Fargo, N.D., ½ hr.
WDSN Superior, Wis., 1¼ hrs.

French

KFSC Denver, Colo., ¾ hr.
WICH Norwich, Conn., 1 hr.
WPCT Putnam, Conn., 3¼ hrs.
WILI Willimantic, Conn., 1 hr.
WMOG Brunswick, Ga., ¼ hr.
*WWKS (FM) Macomb, Ill., 1 hr.
*WPSR (FM) Evansville, Ind., ¼ hr.
*WFPK (FM) Louisville, Ky., ¼ hr.
*WPPL (FM) Louisville, Ky., 1 hr.
KSGI Crowley, La., 12 hrs.
KEUN Eunice, La., 6 hrs.
KLFY Golden Meadow, La., 13¼ hrs.
KCTL Houma, La., 9 hrs.
KPEL Lafayette, La., 1½ hrs.
KVOL Lafayette, La., 3 hrs.
KPIC Lake Charles, La., 1 hr.
KAPB Marksville, La., 6 hrs.
KTIB Thibodaux, La., 1 hr.
KTIB Thibodaux, La., 1 hr.
KVPI Ville Platte, La., 9 hrs.
WFAU Augusta, Me., 1 hr.
WIDE Biddeford, Me., 7¼ hrs.
WCOU Lewiston, Me., 3 hrs.
WLAM Lewiston, Me., 2½ hrs.
WTVL Waterville, Me., ¾ hr.
WALE Fall River, Mass., 1 hr.
WSAR Fall River, Mass., 1 hr.
WGAW Gardner, Mass., ½ hr.
WREB Holyoke, Mass., 8½ hrs.
WACE Springfield-Chicopee, Mass., 1 hr.
WESO Southbridge, Mass., 1 hr.
WARE Ware, Mass., 5 hrs.
*WCFM (FM) Williamstown, Mass., ½ hr.
WORC Worcester, Mass., 1 hr.
*WDTR (FM) Detroit, Mich., ½ hr.
*WFBE (FM) Flint, Mich., 1 hr.
*WOAK (FM) Royal Oak, Mich., 1 hr.
WCAL Northfield, Minn., ¾ hr.
WCCB Berlin, N.H., 2 hrs.
WDCR Hanover, N.H., ½ hr.
WFEA Manchester, N.H., 1¼ hrs.
WGIR Manchester, N.H., 2 hrs.
WKBR Manchester, N.H., 5 hrs.
WSMN Nashua, N.H., 2 hrs.
WNNH Rochester, N.H., ½ hr.
*WSOU (FM) South Orange, N. J., ¼ hr.
KHFH (FM) Albuquerque, N.M., ½ hr.
WSHS-FM Floral Park, N.Y., ½ hr.
WBNX New York, N.Y., 1 hr.
*WFUV (FM) New York, N.Y., ¼ hr.
*WBOE (FM) Cleveland, Ohio, ¼ hr.
WOSU Columbus, Ohio, 2½ hrs.
WLEC Sandusky, Ohio, ½ hr.
*WTDS (FM) Toledo, Ohio, 1 hr.
WNAD Norman, Okla., ¼ hr.
KOKH (FM) Oklahoma City, Okla., 10 hrs.
KBPS Portland, Ore., ¼ hr.
WVAM Altoona, Pa., ½ hr.
WNCC Barnesboro, Pa., 1 hr.
WLOV (FM) Cranston, R.I., 1 hr.
WPAW Pawtucket, R.I., 2 hrs.
WURI West Warwick, R.I., ½ hr.
WNRI Woonsocket, R.I., 6 hrs.
WVON Woonsocket, R.I., 1 hr.
KUSD Vermillion, S.D., 1¼ hrs.
KPAC Port Arthur, Tex., ½ hr.
*KVOK (FM) Honolulu, T.H., ½ hr.
WTVN St. Johnsbury, Vt., 1 hr.
WFMR (FM) Glendale, Wis., ½ hr.
WHA Madison, Wis., ½ hr.

Greek

KBLA Burbank, Calif., 1 hr.
KWBR Oakland, Calif., ¼ hr.
KSAN San Francisco, Calif., 3 hrs.
KLOK San Jose, Calif., 4 hrs.
WPOP Hartford, Conn., ½ hr.
WOL Washington, 1 hr.
WMIE Miami, Fla., 1 hr.
WYZE Atlanta, Ga., ½ hr.
WSBC Chicago, Ill., 3 hrs.
WOPA Oak Park, Ill., 1 hr.
WGRY Gary, Ind., 1 hr.
WWCA Gary, Ind., 1½ hrs.
WIPA Annapolis, Md., 1 hr.
WBMD Baltimore, Md., 1 hr.
WUST-AM-FM Bethesda, Md., 1 hr.
WBOS Boston, Mass., 7½ hrs.
WHAVER Haverhill, Mass., 1 hr.
WLYN Lynn, Mass., 1 hr.
WHIL Medford, Mass., 1½ hrs.
WBNP Newburyport, Mass., 1 hr.
WESO Southbridge, Mass., ½ hr.
WDEW Westfield, Mass., 1 hr.
WORC Worcester, Mass., ½ hr.
WJLB Detroit, Mich., 5¼ hrs.
WFEA Manchester, N.H., 6¼ hrs.
WKDN Camden, N.J., ½ hr.
WWOL-AM-FM Buffalo, N.Y., 1 hr.
WBNX New York, N.Y., ¼ hr.
WLIB New York, N.Y., 2½ hrs.
WWRL New York, N.Y., 1½ hrs.
WCMW Canton, Ohio, 1 hr.
WDOK Cleveland, Ohio, ½ hr.
WHHH Warren, Ohio, 1 hr.
WSAN Allentown, Pa., 1 hr.
WCNG Canonsburg, Pa., 1 hr.
WPIT Pittsburgh, Pa., 5¼ hrs.
WFAX Falls Church, Va., ½ hr.
WEIR Weirton, W. Va., 1 hr.

Hindustani

KAGR Yuba City, Calif., 1 hr.

Hungarian

WNLK Norwalk, Conn., 1 hr.
WMIE Miami, Fla., 1 hr.
WGES Chicago, Ill., 1 hr.
WJOB Hammond, Ind., 1 hr.
WNDU South Bend, Ind., ¾ hr.
WSBT South Bend, Ind., ½ hr.
WJLB Detroit, Mich., 1 hr.
WCTC New Brunswick, N.J., 1 hr.
WTNJ Trenton, N.J., 1 hr.
WTTM Trenton, N.J., 1 hr.

German

KHFH Sierra Vista, Ariz., ¼ hr.
*KASU (FM) Jonesboro, Ark., ¾ hr.
KBLA Burbank, Calif., ½ hr.
KTYM Inglewood, Calif., 2 hrs.
KIDD Monterey, Calif., ½ hr.

Foreign Programming CONTINUED

WBNX New York, N.Y., 1½ hrs.
 WDOK Cleveland, Ohio, 3 hrs.
 WCPA Bethlehem, Pa., 1 hr.
 WBUX Doylestown, Pa., 1 hr.

Italian

KRE Berkeley, Calif., 14 hrs.
 KBLA Burbank, Calif., 7 hrs.
 KTYM Inglewood, Calif., 1 hr.
 KYOS Merced, Calif., 1 hr.
 KIDD Monterey, Calif., 1 hr.
 KMBY Monterey, Calif., 1 hr.
 KWBR Oakland, Calif., 4½ hrs.
 KOCS Ontario, Calif., 1 hr.
 KIST Santa Barbara, Calif., 3 hrs.
 KTMS Santa Barbara, Calif., 1 hr.
 KLOK San Jose, Calif., 1 hr.
 KRAK Stockton, Calif., 2 hrs.
 KIUP Durango, Colo., 3 hrs.
 KCRT Trinidad, Colo., 3 hrs.
 KFLL Walsenburg, Colo., ½ hr.
 WADS Ansonia, Conn., 1½ hrs.
 WNAB Bridgeport, Conn., 1 hr.
 WBIS Bristol, Conn., 1 hr.
 WHAY New Britain, Conn., 19 hrs.
 WNLC New London, Conn., 1 hr.
 WNLK Norwalk, Conn., 3 hrs.
 WICH Norwich, Conn., 2 hrs.
 WSTC Stamford, Conn., 2 hrs.
 WBZY Torrington, Conn., 7 hrs.
 WTOR Torrington, Conn., 3½ hrs.
 WATR Waterbury, Conn., 3 hrs.
 WWCOW Waterbury, Conn., 2 hrs.
 WTUX Wilmington, Del., 1 hr.
 WOL Washington, 2½ hrs.
 WMIE Miami, Fla., 3½ hrs.
 WWTB Tampa, Fla., 5 hrs.
 WGES Chicago, Ill., 7 hrs.
 WHFC Chicago, Ill., 2½ hrs.
 WSBC Chicago, Ill., 8½ hrs.
 WOPA Oak Park, Ill., 12 hrs.
 WRCK Rockford, Ill., ½ hr.
 WJVA South Bend, Ind., 2 hrs.
 KWDM Des Moines, Iowa, 1 hr.
 KBCL Shreveport-Boissier City, La., ½ hr.
 WBMD Baltimore, Md., 1½ hrs.
 WBOS Boston, Mass., 3½ hrs.
 WALE Fall River, Mass., 1 hr.
 WKOX Framingham, Mass., 1 hr.
 WHAV Haverhill, Mass., 1 hr.
 WLYN Lynn, Mass., 2 hrs.
 WHIL Medford, Mass., ½ hr.
 WMNB North Adams, Mass., 1 hr.
 WBEC Pittsfield, Mass., 1 hr.
 WESO Southbridge, Mass., 1 hr.
 WDEW Westfield, Mass., 1 hr.
 WORC Worcester, Mass., 1 hr.
 WJLB Detroit, Mich., 6 hrs.
 WJPD Ishpeming, Mich., 1 hr.
 WEW St. Louis, Mo., ½ hr.
 WMID Atlantic City, N.J., 1 hr.
 WCAM Camden, N.J., 2 hrs.
 *WSOU (FM) South Orange, N.J., ½ hr.
 WTNJ Trenton, N.J., 1 hr.
 WTTM Trenton, N.J., ½ hr.
 WDWL Vineland, N.J., 2 hrs.
 WCSS Amsterdam, N.Y., 1 hr.
 WKOP Binghamton, N.Y., ½ hr.
 WWOL-AM-FM Buffalo, N.Y., 3 hrs.
 WWSC Glens Falls, N.Y., 1 hr.
 WENT Gloversville, N.Y., 1½ hrs.
 WTKO Ithaca, N.Y., 1 hr.
 WJOC Jamestown, N.Y., 1½ hrs.
 WLFH Little Falls, N.Y., 7 hrs.
 WBNX New York, N.Y., 12 hrs.
 *WFUV (FM) New York, N.Y., 1¼ hr.
 WHOM New York, N.Y., 20 hrs.
 WOV New York, N.Y., 63 hrs.
 WHLD Niagara Falls, N.Y., 6½ hrs.
 WEBO Owego, N.Y., 1 hr.
 WPAC Patchogue, N.Y., ½ hr.
 WEOK Poughkeepsie, N.Y., 1 hr.
 WSAY Rochester, N.Y., 2 hrs.
 WIBX Utica, N.Y., ½ hr.
 WRUN Utica, N.Y., 5 hrs.
 WADC Akron, Ohio, ½ hr.
 WTRX Bellaire, Ohio, ½ hr.
 WDOK Cleveland, Ohio, 1 hr.
 WJMO Cleveland, Ohio, 1 hr.
 WSR-AM-FM Cleveland, Ohio ½ hr.
 WOSU Columbus, Ohio, ½ hr.
 WTIC Massillon, Ohio, 1 hr.
 WSTV Steubenville, Ohio, 2 hrs.
 KVAS Astoria, Ore., ¼ hr.
 KOAC Corvallis, Ore., 45 hrs.
 KWJJ Portland, Ore., 1 hr.
 WKAP Allentown, Pa., ½ hr.
 WVAM Altoona, Pa., ½ hr.
 WNCC Barnesboro, Pa., 1 hr.
 WBVP Beaver Falls, Pa., ½ hr.
 WCNG Canonsburg, Pa., 1 hr.
 WESA Charlevoix, Pa., 1 hr.
 WLEU Erie, Pa., 2 hrs.
 WFAR Farrell, Pa., 1 hr.
 WFRF Franklin, Pa., ½ hr.
 WHJB Greensburg, Pa., 1 hr.
 WTRA Latrobe, Pa., 1 hr.
 WMCK McKeesport, Pa., 1 hr.
 WKPA New Kensington, Pa., ½ hr.
 WAMO Pittsburgh, Pa., ½ hr.
 WPIT Pittsburgh, Pa., 6½ hrs.
 WPTS Pittston, Pa., 8 hrs.
 WSCR Scranton, Pa., 1 hr.
 WLYC Williamsport, Pa., ½ hr.
 WLOV (FM) Cranston, R.I., 7 hrs.
 WPAW Pawtucket, R.I., 7 hrs.
 WRIB Providence, R.I., 18 hrs.
 WERI Westerly, R.I., 1¼ hrs.
 WWRI West Warwick, R.I., 1 hr.
 WSKI Montpelier-Barre, Vt., 1 hr.
 WHWB Rutland, Vt., 1 hr.

WBOY Clarksburg, W. Va., 1 hr.
 WTCS Fairmont, W. Va., 2½ hrs.
 WVWV Grafton, W. Va., 1 hr.
 WEIR Weirton, W. Va., 2 hrs.
 WLIP Kenosha, Wis., ½ hr.

Japanese

KBLA Burbank, Calif., 3 hrs.
 KBDU Dinuba, Calif., 2 hrs.
 KGST Fresno, Calif., 1 hr.
 KTYM Inglewood, Calif., 1 hr.
 KLOK San Jose, Calif., 6 hrs.
 KAGR Yuba City, Calif., 1 hr.
 KFSC Denver, Colo., ½ hr.
 KILA Hilo, T.H., 27 hrs.
 KIPA Hilo, T.H., 21 hrs.
 KAIM Honolulu, T.H., 2 hrs.
 KGMB Honolulu, T.H., 19½ hrs.
 KGU Honolulu, T.H., 5½ hrs.
 KPOA Honolulu, T.H., 20 hrs.
 KRAH Waipahu, T.H., 35½ hrs.
 KTW Seattle, Wash., ½ hr.

Laguna (Indian)

KMIN Grants, N.M., 1 hr.
Latvian
 WOPA Oak Park, Ill., ½ hr.
 WBOS Boston, Mass., ½ hr.

Lebanese

WJMO Cleveland, Ohio, ¼ hr.
 KOYE El Paso, Tex., ½ hr.

Lithuanian

KBLA Burbank, Calif., ½ hr.
 WPOP Hartford, Conn., 1 hr.
 WATR Waterbury, Conn., 1 hr.
 WWCOW Waterbury, Conn., 1½ hrs.
 WGES Chicago, Ill., 4½ hrs.
 WHFC Chicago, Ill., 6½ hrs.
 WOPA Oak Park, Ill., 1 hr.
 WBET Brockton, Mass., ½ hr.
 WKOX Framingham, Mass., 1 hr.
 WHIL Medford, Mass., 1 hr.
 WJLB Detroit, Mich., ½ hr.
 WCHB Inkster, Mich., 1 hr.
 WCSN Amsterdam, N.Y., 1 hr.
 WDOCK Cleveland, Ohio, ½ hr.
 WKST New Castle, Pa., ½ hr.
 W DAS Philadelphia, Pa., ½ hr.
 WLOA Pittsburgh, Pa., ½ hr.
 WPIT Pittsburgh, Pa., ½ hr.
 WPTS Pittston, Pa., ½ hr.

Maltese

WJLB Detroit, Mich., ½ hr.

Nez Perce (Indian)

KFOR Grand Coulee, Wash., ¼ hr.

Navajo

KCLS Flagstaff, Ariz., 12 hrs.
 KVCN Winslow, Ariz., 1 hr.
 KHAM Albuquerque, N.M., ¼ hr.
 KVBC Farmington, N.M., 10½ hrs.
 KZUM Farmington, N.M., 3 hrs.
 KGAK Gallup, N.M., 22 hrs.

Polish

KCNA Tucson, Ariz., 1 hr.
 KLOK San Jose, Calif., ½ hr.
 KHIL Brighton, Colo., ½ hr.
 KFSC Denver, Colo., ½ hr.
 KDZA Pueblo, Colo., 5 hrs.
 WADS Ansonia, Conn., 3½ hrs.
 WNAB Bridgeport, Conn., 3 hrs.
 WLAD Danbury, Conn., 1 hr.
 WKNB New Britain, Conn., 3 hrs.
 WNLC New London, Conn., 1 hr.
 WNLK Norwalk, Conn., 1 hr.
 WICH Norwich, Conn., 1 hr.
 WSTC Stamford, Conn., 1 hr.
 WBZY Torrington, Conn., 1 hr.
 WTOR Torrington, Conn., 2 hrs.
 WATR Waterbury, Conn., 3 hrs.
 WWCOW Waterbury, Conn., ½ hr.
 WTUX Wilmington, Del., 1 hr.
 WMIE Miami, Fla., 1 hr.
 WGES Chicago, Ill., 15½ hrs.
 WHFC Chicago, Ill., 36 hrs.
 WSBC Chicago, Ill., 2½ hrs.
 WAMV East St. Louis, Ill., 2 hrs.
 WOPA Oak Park, Ill., 10 hrs.
 WIZZ Streator, Ill., 5 hrs.
 WGRY Gary, Ind., 1 hr.
 WUCA Gary, Ind., ½ hr.
 WJOB Hammond, Ind., 4 hrs.
 WIMS Michigan City, Ind., 5 hrs.
 WJVA South Bend, Ind., 2 hrs.
 WSBT South Bend, Ind., 1 hr.
 WBMD Baltimore, Md., 1 hr.
 WBOS Boston, Mass., 2½ hrs.
 WACE Chicopee, Mass., 9 hrs.
 WALE Fall River, Mass., 1½ hrs.
 WSAR Fall River, Mass., 2 hrs.
 WHAI Greenfield, Mass., ¾ hr.
 WREB Holyoke, Mass., 1 hr.
 WLYN Lynn, Mass., 1 hr.
 WHIL Medford, Mass., 1 hr.
 WHNP Newburyport, Mass., ¾ hr.
 WHMP Northampton, Mass., 2 hrs.
 WBRK Pittsfield, Mass., 1 hr.
 WESX Salem, Mass., 1½ hrs.
 WESO Southbridge, Mass., 1 hr.
 WHYV Springfield, Mass., 1 hr.
 WARE Ware, Mass., 6 hrs.
 WDEW Westfield, Mass., 1 hr.
 WJLB Detroit, Mich., 29 hrs.
 WBBC Flint, Mich., 1 hr.
 WIBM Jackson, Mich., 3 hrs.

WOAP Owosso, Mich., ½ hr.
 WKLK Cloquet, Minn., 1 hr.
 KAGE Winona, Minn., ½ hr.
 KWNO Winona, Minn., 1 hr.
 WKBR Manchester, N.H., 1 hr.
 WKDN Camden, N.J., ½ hr.
 WTTM Trenton, N.J., 1 hr.
 WCSS Amsterdam, N.Y., 9 hrs.
 WBRV Boonville, N.Y., ½ hr.
 WWOL-AM-FM Buffalo, N.Y., 8 hrs.
 WDOE Dunkirk, N.Y., 3 hrs.
 WKNY Kingston, N.Y., 1 hr.
 WLFH Little Falls, N.Y., 3½ hrs.
 WALL Middletown, N.Y., 1 hr.
 WBNX New York, N.Y., 1¼ hr.
 WEVD New York, N.Y., 1 hr.
 WHOM New York, N.Y., 15 hrs.
 WWRL New York, N.Y., ½ hr.
 WHLD Niagara Falls, N.Y., 11 hrs.
 WJLL Niagara Falls, N.Y., 1 hr.
 WONG Oneida, N.Y., 3 hrs.
 WPAG Patchogue, N.Y., ½ hr.
 WSNY Schenectady, N.Y., 2 hrs.
 WIBX Utica, N.Y., 3½ hrs.
 WRUN Utica, N.Y., 5 hrs.
 WTRX Bellaire, Ohio, 1½ hrs.
 WDOK Cleveland, Ohio, 2 hrs.
 WTLG Perrysburg, Ohio, 1 hr.
 WTOP Toledo, Ohio, 6 hrs.
 KBOP Pleasanton, Tex., 2 hrs.
 WMOD Mountsville, W. Va., 7 hrs.
 WAXX Chippewa Falls, Wis., 1 hr.
 WLDY Ladysmith, Wis., 1 hr.
 WRJN Racine, Wis., 6 hrs.

Portuguese

KRE Berkeley, Calif., 10 hrs.
 KPER Gilroy, Calif., 3 hrs.
 KNKS Hanford, Calif., 9 hrs.
 KCVR Lodi, Calif., 1 hr.
 KWIP Merced, Calif., 1 hr.
 KYOS Merced, Calif., 1 hr.
 KFIV Modesto, Calif., 7 hrs.
 KIDD Monterey, Calif., 2 hrs.
 KMBY Monterey, Calif., 1 hr.
 KVON Napa, Calif., 5 hrs.
 KWBR Oakland, Calif., 7½ hrs.
 KROY Sacramento, Calif., ¾ hr.
 KSBW Salinas, Calif., 1 hr.
 KLOK San Jose, Calif., 13½ hrs.
 KTIM San Rafael, Calif., 3¼ hrs.
 CKOK Tulare, Calif., 7 hrs.
 KGEN Tulare, Calif., 5¼ hrs.
 KTUR Turlock, Calif., 13½ hrs.
 WALE Fall River, Mass., 3¼ hrs.
 WSAR Fall River, Mass., 3½ hrs.
 WHIL Medford, Mass., 1 hr.
 WBSM New Bedford, Mass., 2 hrs.
 WNBH New Bedford, Mass., 3½ hrs.
 WADK Newport, R.I., 2 hrs.
 WPAW Pawtucket, R.I., 2 hrs.
 WRIB Providence, R.I., 6 hrs.
 WNRI Woonsocket, R.I., ½ hr.

Rumanian

WOPA Oak Park, Ill., 2 hrs.
 WGRY Gary, Ind., ¼ hr.
 WJLB Detroit, Mich., ½ hr.

Russian

WMPC Lapeer, Mich., ½ hr.
 *WFUV (FM) New York, N.Y., ¼ hrs.
 WHOM New York, N.Y., 5 hrs.
 *WIAN (FM) Indianapolis, Ind., 2½ hrs.
 WPOW New York, N.Y., ½ hr.
 WNCC Barnesboro, Pa., 1 hr.
 WCNG Canonsburg, Pa., 7½ hrs.
 WCDD Carbondale, Pa., 3 hrs.
 WCEL DuBois, Pa., 1 hr.
 WLEU Erie, Pa., 2 hrs.
 WCRO Johnstown, Pa., ¾ hr.
 WTRA Latrobe, Pa., 4½ hrs.
 WMCK McKeesport, Pa., 1 hr.
 W DAS Philadelphia, Pa., ¼ hr.
 WPIT Pittsburgh, Pa., 3 hrs.
 WPTS Pittston, Pa., 8 hrs.
 WPAZ Pottstown, Pa., 1 hr.
 WMBS Uniontown, Pa., ½ hr.
 WBAX Wilkes-Barre, Pa., ½ hr.
 WMPT Williamsport, Pa., ½ hr.
 WPAW Pawtucket, R.I., ½ hr.
 WHWB Rutland, Vt., 1 hr.

Samoa

KAHU Waipahu, T.H., ½ hr.

Scandinavian

(Norwegian, Swedish, Icelandic)

KBLA Burbank, Calif., 1½ hrs.
 KTYM Inglewood, Calif., ½ hr.
 KALI Pasadena, Calif., 1 hr.
 KLOK San Jose, Calif., 1 hr.
 WGES Chicago, Ill., 1 hr.
 WGIL Galesburg, Ill., ½ hr.
 WRCK Rockford, Ill., ½ hr.
 KWLC Decorah, Iowa, 1 hr.
 KWDM Des Moines, Iowa, 3 hrs.
 KWVY Waverly, Iowa, 1 hr.
 WORC Worcester, Mass., 1 hr.
 WJPD Ishpeming, Mich., 1 hr.
 KROK Crookston, Minn., ½ hr.
 KGDE Fergus Falls, Minn., ½ hr.
 KTOE Mankato, Minn., ½ hr.
 WCAL Northfield, Minn., 1½ hrs.

Foreign Programming CONTINUED

KSTL St. Louis, Mo., 6½ hrs.
 KGCK Sidney, Mont., ½ hr.
 KUVR Holdrege, Neb., ½ hr.
 WJTN Jamestown, N.Y., 2½ hrs.
 WJOC Jamestown, N.Y., 2½ hrs.
 WEVD New York, N.Y., 1 hr.
 KFGO Fargo, N.D., ½ hr.
 KLPM Minot, N.D., ½ hr.
 WSR5-AM-FM Cleveland, Ohio, 3½ hrs.
 WMCK McKeesport, Pa., ½ hr.
 KBBK Brookings, S.D., ½ hr.
 KNBX Kirkland, Wash., 1 hr.
 WRJN Racine, Wis., 3 hrs.

Serbian

WOPA Oak Park, Ill., 1 hr.
 WGRY Gary, Ind., 1 hr.
 WWCA Gary, Ind., 1½ hrs.
 WJMO Cleveland, Ohio, ½ hr.
 WTIG Massillon, Ohio, ¼ hr.

Slovak

WSBC Chicago, Ill., ½ hr.
 WJOL Joliet, Ill., 1 hr.
 WWCA Gary, Ind., 1½ hrs.
 WJOB Hammond, Ind., 1 hr.
 WDOK Cleveland, Ohio, ½ hr.
 WPTS Pittston, Pa., ½ hr.
 WMBS Uniontown, Pa., ½ hr.

Slovenian

KCSJ Pueblo, Colo., 1½ hrs.
 WDOK Cleveland, Ohio, ½ hr.
 WLOA Pittsburgh, Pa., 1 hr.

Spanish

KSUN Bisbee, Ariz., ¼ hr.
 KCLF Clifton, Ariz., 14 hrs.
 KCKY Coolidge, Ariz., 14 hrs.
 KAPR Douglas, Ariz., 6 hrs.
 KFSR Flagstaff, Ariz., 2½ hrs.
 KVNA Flagstaff, Ariz., 4 hrs.
 KDJI Holbrook, Ariz., 1½ hrs.
 KIKO Miami, Ariz., 12 hrs.
 KNOG Nogales, Ariz., 4 hrs.
 KIFN Phoenix, Ariz., 100%
 KYCA Prescott, Ariz., 3½ hrs.
 KZOK Prescott, Ariz., 8 hrs.
 KGLU Safford, Ariz., 3 hrs.
 KPOK Scottsdale, Ariz., 12 hrs.
 KEVT Tucson, Ariz., 84½ hrs.
 KOLD Tucson, Ariz., 6 hrs.
 KVOA Tucson, Ariz., 17½ hrs.
 KVNC Winslow, Ariz., 6 hrs.
 KVOY Yuma, Ariz., 6 hrs.
 KWJB Globe, Ark., 8 hrs.
 KGEE Bakersfield, Calif., 10 hrs.
 KMAP, Bakersfield, Calif., 9½ hrs.
 KWTC Barstow, Calif., 8 hrs.
 KYOR Blythe, Calif., 5 hrs.
 KRBP Brawley, Calif., 6 hrs.
 KBLA Burbank, Calif., 8 hrs.
 KBMX Coalinga, Calif., 12 hrs.
 KBUC Corona, Calif., 18 hrs.
 KCHJ Delano, Calif., 10½ hrs.
 KRDU Dinuba, Calif., 26 hrs.
 KPER Gilroy, Calif., 9½ hrs.
 KNBS Hanford, Calif., 12 hrs.
 KCHV Indio, Calif., 14 hrs.
 KREO Indio, Calif., 7 hrs.
 KTYM Inglewood, Calif., 3 hrs.
 KPPO Los Angeles, Calif., 21½ hrs.
 KNEZ Lompoc, Calif., 5 hrs.
 KWBR Oakland, Calif., 6½ hrs.
 KRKD Los Angeles, Calif., 21 hrs.
 KWIP Merced, Calif., 3½ hrs.
 KYOS Merced, Calif., 10½ hrs.
 KFIV Modesto, Calif., 1½ hrs.
 KIDD Monterey, Calif., ½ hr.
 KSFE Needles, Calif., 1 hr.
 KWBR Oakland, Calif., ¼ hr.
 KEDO (FM) Ontario, Calif., 16½ hrs.
 KOCS Ontario, Calif., 16½ hrs.
 KOKR Oxnard, Calif., 12 hrs.
 KALI Pasadena, Calif., 85 hrs.
 KWKW Pasadena, Calif., 138 hrs.
 KTIP Porterville, Calif., 2 hrs.
 KCAL Redlands, Calif., 6 hrs.
 KACE Riverside, Calif., 1 hr.
 KGMS Sacramento, Calif., 4 hrs.
 KROY Sacramento, Calif., 3½ hrs.
 KDON Salinas, Calif., 14 hrs.
 KSEW Salinas, Calif., 9½ hrs.
 KCSB San Bernardino, Calif., 7½ hrs.
 KITO San Bernardino, Calif., 10 hrs.
 KRNO San Bernardino, Calif., 10 hrs.
 KVCR (FM) San Bernardino, Calif., 1 hr.
 KBAB San Diego, Calif., ¼ hr.
 KSNB San Francisco, Calif., 1 hr.
 KLOK San Jose, Calif., 40½ hrs.
 KWIZ Santa Ana, Calif., 13 hrs.
 KIST Santa Barbara, Calif., 18½ hrs.
 KTMS Santa Barbara, Calif., 11½ hrs.
 KCOY Santa Maria, Calif., 9 hrs.
 KSMA Santa Maria, Calif., 2 hrs.
 KSPA Santa Paula, Calif., 100%
 KRAK Stockton, Calif., 3½ hrs.
 KSTN Stockton, Calif., 9½ hrs.
 KWG Stockton, Calif., 1½ hrs.
 KCOK Tulare, Calif., 3½ hrs.
 KGEN Tulare, Calif., 10 hrs.
 KGYW Vallejo, Calif., 2 hrs.
 KDUD Ventura, Calif., 10½ hrs.
 KVEN Ventura, Calif., 14 hrs.
 KONG Visalia, Calif., 15 hrs.
 KOMY Watsonville, Calif., 3 hrs.
 KAGR Yuba City, Calif., 2½ hrs.
 KRDO Colorado Springs, Colo., 1 hr.

KFSC Denver, Colo., 89 hrs.
 KDGO Durango, Colo., 3 hrs.
 KIUP Durango, Colo., 2 hrs.
 KYOU Greeley, Colo., 4 hrs.
 KLMO Longmont, Colo., 5 hrs.
 KCSJ Pueblo, Colo., 1½ hrs.
 KDZA Pueblo, Colo., 8 hrs.
 KGHF Pueblo, Colo., 1 hr.
 KAVI Rocky Ford, Colo., 6 hrs.
 KCRT Trinidad, Colo., 9 hrs.
 KFLJ Walsenberg, Colo., 10½ hrs.
 WNAB Bridgeport, Conn., 2 hrs.
 WPOP Hartford, Conn., 1 hr.
 WOL Washington, D. C., ½ hr.
 WMIE Miami, Fla., 27 hrs.
 *WTUN (FM) Tampa, Fla., 2 hrs.
 WWTB Tampa, Fla., 20 hrs.
 KBLL Blackfoot, Idaho, 1 hr.
 KPID Payette, Idaho, 7 hrs.
 WGES Chicago, Ill., 1 hr.
 WHFC Chicago, Ill., 36 hrs.
 WSBC Chicago, Ill., 10½ hrs.
 WJOL Joliet, Ill., 1 hr.
 *WWKS (FM) Macomb, Ill., 1 hr.
 WOPA Oak Park, Ill., 10 hrs.
 WSDR Sterling, Ill., 2 hrs.
 WGL Fort Wayne, Ind., ½ hr.
 WGRY Gary, Ind., 10 hrs.
 WJOB Hammond, Ind., 1 hr.
 WJOU Kokomo, Ind., ½ hr.
 WJDM Des Moines, Iowa, 1 hr.
 KXGI Ft. Madison, Iowa, 1 hr.
 KKCN Kansas City, Kan., 1 hr.
 KTOP Topeka, Kan., ½ hr.
 WDEW Westfield, Mass., 1 hr.
 WABJ Adrian, Mich., ½ hr.
 *WDFR (FM) Detroit, Mich., ½ hr.
 WJLB Detroit, Mich., 1 hr.
 WMPG Lapeer, Mich., ¾ hr.
 KROX Crookston, Minn., ½ hr.
 KUOM Minneapolis, Minn., ¼ hr.
 KJLT North Platte, Neb., ¼ hr.
 KNEB Scottsbluff, Neb., 3¼ hrs.
 WDCR Hanover, N.H., ½ hr.
 WCAM Camden, N.J., 12 hrs.
 WKDN Camden, N.J., ¼ hr.
 WTNJ Trenton, N.J., 1 hr.
 WTTM Trenton, N.J., 1½ hrs.
 WDVV Vineland, N.J., 2 hrs.
 WWBZ Vineland, N.J., 3 hrs.
 KABO Albuquerque, N.M., 13 hrs.
 KGGM Albuquerque, N.M., 6 hrs.
 KSVP Artesia, N.M., 3 hrs.
 KPRM Carlsbad, N.M., 2½ hrs.
 KOTS Deming, N.M., 12 hrs.
 KMIN Grants, N.M., ¼ hr.
 KWFW Hobbs, N.M., 6 hrs.
 KGRT Las Cruces, N.M., 6 hrs.
 KOBE Las Cruces, N.M., 18 hrs.
 KGEL Roswell, N.M., 3 hrs.
 KTRC Santa Fe, N.M., 13 hrs.
 KVSF Santa Fe, N.M., 1½ hrs.
 KSTL Silver City, N.M., 7 hrs.
 KSRK Socorro, N.M., 10 hrs.
 KTNM Tucumcari, N.M., 2½ hrs.
 KMAM Tularosa, N.M., 6 hrs.
 WSHS-FM Floral Park, N.Y., ½ hr.
 WBUZ Fredonia, N.Y., ¼ hr.
 WALL Middletown, N.Y., 1 hr.
 WRNX New York, N.Y., 36 hrs.
 WEVD New York, N.Y., 7 hrs.
 *WFUV (FM) New York, N.Y., ¼ hr.
 WHOM New York, N.Y., 74 hrs.
 WLIR New York, N.Y., 5 hrs.
 WPOW New York, N.Y., 20 hrs.
 WWRL New York, N.Y., 90½ hrs.
 WHJD Niagara Falls, N.Y., 1 hr.
 WPAC Patchogue, N.Y., ¼ hr.
 *WBOE (FM) Cleveland, Ohio, ¼ hr.
 WOSU Columbus, Ohio, 2½ hrs.
 WONW Defiance, Ohio, 1 hr.
 WFOR Postoria, Ohio, 1 hr.
 WTOP Toledo, Ohio, ½ hr.
 KBPS Portland, Ore., ¼ hr.
 WKAP Allentown, Pa., 1 hr.
 WSAN Allentown, Pa., 1 hr.
 WCMN Allentown, Pa., 100%
 WMIA Arcibo, P.R., great majority.
 WNEL Caguas, P.R., 100%
 WMDD Fajardo, P.R., 16 hrs.
 WKJR Mavaguez, P.R., 16 hrs.
 WORA Mavaguez, P.R., great majority.
 WTTI Mavaguez, P.R., 100%
 WISO Ponce, P.R., 100%
 WPAR Ponce, P.R., 100%
 WPPP Ponce, P.R., 111 hrs.
 WAPA San Juan, P.R., 100%
 WIPR San Juan, P.R., 100%
 WITA San Juan, P.R., 100%
 WRIO San Juan, P.R., 100%
 WKAQ Santurce, P.R., 100%
 KOPY Alice, Tex., 35 hrs.
 KVLV Alpine, Tex., 6 hrs.
 KRUN Ballinger, Tex., 1 hr.
 KIBL Beeville, Tex., 25 hrs.
 KBLT Big Lake, Tex., 3½ hrs.
 KBBB Borger, Tex., 1 hr.
 KNEL Brady, Tex., 1 hr.
 KTFY Brownfield, Tex., 21 hrs.
 KBOR Brownsville, Tex., 20 hrs.
 KEAN Brownwood, Tex., 1 hr.
 KORA Bryan, Tex., 6 hrs.
 KBEN Carrizo Springs, Tex., 32½ hrs.
 KSTA Coleman, Tex., 5 hrs.
 KATR Corpus Christi, Tex., 16 hrs.
 KUNO Corpus Christi, Tex., 122½ hrs.
 KEPS Eagle Pass, Tex., 12 hrs.
 KURV Edinburg, Tex., 32 hrs.
 KULP El Campo, Tex., 8 hrs.
 KHEY El Paso, Tex., 6 hrs.
 KOYE El Paso, Tex., 92½ hrs.
 KP50 Falfurrias, Tex., 20 hrs.
 KFLLD Floydada, Tex., 8 hrs.

KUBA Yuba City, Calif., 8½ hrs.
 KGIW Alamosa, Colo., 7 hrs.
 KCUL Fort Worth, Tex., 6 hrs.
 KGBC Galveston, Tex., 4½ hrs.
 KCTI Gonzales, Tex., 6 hrs.
 KGBT Harlingen, Tex., 30 hrs.
 KPAN Heheford, Tex., 6 hrs.
 KMBL Junction, Tex., 6 hrs.
 KAML Kenedy, Tex., 14 hrs.
 KLEN Killeen, Tex., 2½ hrs.
 KINE Kingsville, Tex., 17 hrs.
 KPET Lamesa, Tex., 3 hrs.
 KCYL Lampasas, Tex., ¼ hr.
 KVOZ Laredo, Tex., 7 hrs.
 KLVT Levelland, Tex., 7 hrs.
 KVOW Littlefield, Tex., 5½ hrs.
 KLLL Lubbock, Tex., 7½ hrs.
 KMAE McKinney, Tex., 14½ hrs.
 KJBC Midland, Tex., 6 hrs.
 KWEL Midland, Tex., 6 hrs.
 KIRT Mission, Tex., 100%
 KVKM Monahans, Tex., 6 hrs.
 KGNB New Braunfels, Tex., 12 hrs.
 KECK Odessa, Tex., 3 hrs.
 KOYL Odessa, Tex., 6 hrs.
 KLVV Pasadena, Tex., 93 hrs.
 KTUN Pecos, Tex., 6 hrs.
 KBOP Pleasanton, Tex., 36 hrs.
 KRWS Post, Tex., 3 hrs.
 KOLJ Quanah, Tex., 12½ hrs.
 KSOX Raymondville, Tex., 26½ hrs.
 KFRD Rosenberg, Tex., 13½ hrs.
 KPSP San Angelo, Tex., 7 hrs.
 KTXL San Angelo, Tex., 10½ hrs.
 KCOR San Antonio, Tex., 112 hrs.
 KIWW San Antonio, Tex., 91 hrs.
 KCNY San Marcos, Tex., 14 hrs.
 KBAL San Saba, Tex., 1 hr.
 KWED Seguin, Tex., 13 hrs.
 KANN Sinton, Tex., 15 hrs.
 KXOX Sweetwater, Tex., 5 hrs.
 KTAE Taylor, Tex., 6 hrs.
 KVOU Uvalde, Tex., 12 hrs.
 KNAL Victoria, Tex., 14 hrs.
 KVIC Victoria, Tex., 6 hrs.
 KVOG Ogden, Utah, 2 hrs.
 KSOP Salt Lake City, Utah, ¾ hr.
 KARY Prosser-Grandview, Wash., 3½ hrs.
 KAVE Puyallup, Wash., ¼ hr.
 KREW Sunnyside, Wash., 4 hrs.
 KENE Toppenish, Wash., 10 hrs.
 KFBC Cheyenne, Wyo., 1 hr.
 KRAL Rawlins, Wyo., 1 hr.
 KGOS Torrington, Wyo., 1 hr.

Syrian

WBOS Boston, Mass., 2 hrs.
 WJLB Detroit, Mich., 1 hr.
 WRWL New York, N.Y., ½ hr.

Tagalog

KSTN Stockton, Calif., ½ hr.
 KILA Hilo, T.H., 3 hrs.
 KIPA Hilo, T.H., 3½ hrs.
 KGMB Honolulu, T.H., ½ hr.
 KGU Honolulu, T.H., ½ hr.
 KPOA Honolulu, T.H., 10 hrs.
 KAHU Waipahu, T.H., 11½ hrs.

Thinget (Alaska Indian)

KJNO Juneau, Alaska, ¼ hr.
 KIFW Sitka, Alaska, ¼ hr.

Ukrainian

WGES Chicago, Ill., 1 hr.
 WSBC Chicago, Ill., ½ hr.
 WOPA Oak Park, Ill., 5 hrs.
 WJLB Detroit, Mich., 1 hr.
 WPON Pontiac, Mich., 1 hr.
 WTNJ Trenton, N.J., 1 hr.
 WWOL-AM-FM Buffalo, N.Y., 1 hr.
 WHLD Niagara Falls, N.Y., 8 hrs.
 WHEN Syracuse, N.Y., ¾ hr.
 WOK Cleveland, Ohio, ½ hr.
 WPFL Montrose, Pa., ¼ hr.
 WDAS Philadelphia, Pa., 1 hr.
 WPIT Pittsburgh, Pa., 1 hr.

Yiddish

KONI Phoenix, Ariz., 2 hrs.
 KBLA Burbank, Calif., 5 hrs.
 WADS Ansonia, Conn., 1 hr.
 WTUX Wilmington, Del., ½ hr.
 WMIE Miami, Fla., 2 hrs.
 WSBC Chicago, Ill., 3½ hrs.
 WOPA Oak Park, Ill., 1 hr.
 WBMD Baltimore, Md., 1 hr.
 WBOS Boston, Mass., 5 hrs.
 WHIL Medford, Mass., ½ hr.
 WJLB Detroit, Mich., 2½ hrs.
 WDVV Vineland, N.J., 1 hr.
 WEVD New York, N.Y., 49 hrs.
 WLIE New York, N.Y., 6½ hrs.
 WSAV Rochester, N.Y., 1½ hrs.
 WSR5-AM-FM Cleveland, Ohio, 1 hr.
 WDAS Philadelphia, Pa., 1½ hrs.
 WRIB Providence, R.I., ¼ hr.
 KOYE El Paso, Tex., ½ hr.
 WARL Arlington, Va., 1½ hrs.

Yugoslav

KLOK San Jose, Calif., 1 hr.
 KOMY Watsonville, Calif., 1½ hrs.
 WGES Chicago, Ill., 1 hr.
 WJOL Joliet, Ill., 1 hr.
 WOPA Oak Park, Ill., 2 hrs.
 WGRY Gary, Ind., 1 hr.
 WLOA Pittsburgh, Pa., ½ hr.

Zuni (Indian)

KGAK Gallup, N.M., 3 hrs.

Negro Programming On U. S. Radio Stations

Note: Number of weekly hours of programming aimed at the Negro audience is given for each station.

ALABAMA

WRFS Alexander City, 12 hrs.
 WANA Anniston, 6 hrs.
 WJMW Athens, 4 hrs.
 WATM Atmore, 10 hrs.
 WAUD Auburn, 20 hrs.
 WBCA Bay Minette, 7 hrs.
 WENN Birmingham, 100%
 WJLD Birmingham, 100%
 WVOK Birmingham, 2 hrs.
 WAJF Decatur, 3 hrs.
 WMSH Decatur, 7 hrs.
 WKAL Demopolis, 10 1/2 hrs.
 WDIC Dothan, 12 hrs.
 WOOD Dothan, 8 1/2 hrs.
 WULA Eufaula, 3 hrs.
 WBLO Evergreen, 20 hrs.
 WTCB Flomaton, 2 hrs.
 WJOI Florence, 7 hrs.
 WOWL Florence, 8 hrs.
 WETO Gadsden, 12 1/2 hrs.
 WGEA Geneva, 7 hrs.
 WGYV Greenville, 7 hrs.
 WEUP Huntsville, 100%
 WFUN Huntsville, 5 hrs.
 WJAM Marion, 1/4 hr.
 WGOK Mobile, 100%
 WMOZ Mobile, 100%
 WMFC Monroeville, 4 hrs.
 WRMA Montgomery, 100%
 WJHO Opelika, 21 hrs.
 WAMI Opp, 1 1/2 hrs.
 WELR Roanoke, 6 hrs.
 WCRI Scottsboro, 2 1/2 hrs.
 WROS Scottsboro, 10 hrs.
 WGWC Selma, 2 hrs.
 WHBB Selma, 10 hrs.
 WFEB Sylacauga, 1/4 hr.
 WMLS Sylacauga, 6 hrs.
 WJHB Talladega, 6 hrs.
 WTLS Talladega, 6 hrs.
 WJDB Thomasville, 9 hrs.
 WNPT Tuscaloosa, 5 hrs.
 WRBS Tuscaloosa, 100%
 WVNA Tusculumbia, 4 hrs.
 WTUS Tuskegee, 15 hrs.
 WETU Wetumpka, 1 hr.

ARKANSAS

KVRC Arkadelphia, 28 hrs.
 KBBA Benton, 12 hrs.
 KLCN Blytheville, 14 hrs.
 KAMD Camden, 3 hrs.
 KXJK Forrest City, 9 hrs.
 KWHN Fort Smith, 1/4 hr.
 KFFA Helena, 12 hrs.
 KXAR Hope, 2 1/2 hrs.
 KBLO Hot Spring, 6 hrs.
 KGHI Little Rock, 1/2 hr.
 KOKY Little Rock, 100%
 KVMA Magnolia, 6 1/2 hrs.
 KHBM Monticello, 6 hrs.
 KCLA Pine Bluff, 10 hrs.
 KOTN Pine Bluff, 8 hrs.
 KPBA Pine Bluff, 16 hrs.
 KWRE Warren, 3 1/2 hrs.
 KWYN Wynne, 21 hrs.

CALIFORNIA

KAFY Bakersfield, 1 hr.
 KBLA Burbank, 5 hrs.
 KICO Colton, 14 hrs.
 KCRE Crescent City, 10 hrs.
 KGST Fresno, 8 hrs.
 KGFI Hollywood, 83 hrs.
 KGER Long Beach, 12 hrs.
 KABC Los Angeles, 1/2 hr.
 KPPO Los Angeles, 23 1/2 hrs.
 KWBR Oakland, 110 hrs.
 KALI Pasadena, 14 hrs.
 KPCC Pasadena, 1 hr.
 KWKW Pasadena, 1 hr.
 KFXM San Bernardino, 2 hrs.
 KSN San Francisco, Calif., 140 hrs.
 KLOK San Jose, 1/2 hr.
 KTIM San Rafael, 6 hrs.

COLORADO

KFSC Denver, 13 hrs.

CONNECTICUT

WSTC Stamford, 1/4 hr.

DELAWARE

WILM Wilmington, 15 hrs.
 WTUX Wilmington, 3/4 hr.

DISTRICT OF COLUMBIA

WOOK Washington, 100%

FLORIDA

WSWN Belle Glade, 12 hrs.
 WBRD Bradenton, 1/4 hr.
 WTAN Clearwater, 1/2 hr.
 WDSP DeFuniak Springs, 14 hrs.
 WFTL Fort Lauderdale, 12 hrs.
 WIRA Fort Pierce, 9 hrs.
 WFBS Fort Walton Beach, 1/2 hr.
 WGGG Gainesville, 5 hrs.
 WSDB Homestead, 6 hrs.
 WOBS Jacksonville, 100%
 WRHC Jacksonville, 50 hrs.
 WDSR Lake City, 5 hrs.
 WNER Live Oak, 5 hrs.

WMAF Madison, 10 1/2 hrs.
 WFEC Miami, 100%
 WMIE Miami, 2 hrs.
 WMBM Miami Beach, 100%
 WEBS Milton, 1 hr.
 WMOP Ocala, 15 hrs.
 WPCF Panama City, 2 1/2 hrs.
 WBOP Pensacola, 100%
 WCNH Quincy, 12 hrs.
 WTRR Sanford, 14 hrs.
 WJCM Sebring, 3/4 hr.
 WTNT Tallahassee, 12 hrs.
 WTMP Tampa, 100%
 WSIR Winter Haven, 3 hrs.

GEORGIA

WAAG Adel, 15 hrs.
 WJAZ Albany, 30 hrs.
 WDEC Americus, 8 hrs.
 WRFC Athens, 5 hrs.
 WAOK Atlanta, 100%
 WAUC Augusta, 45 hrs.
 WBJA Augusta, 9 hrs.
 WAZA Bainbridge, 2 hrs.
 WMGR Bainbridge, 6 hrs.
 WHAB Baxley, 1 1/2 hrs.
 WGIG Brunswick, 8 hrs.
 WMOG Brunswick, 11 hrs.
 WGRA Cairo, 12 hrs.
 WCLB Camilla, 3 hrs.
 WCLA Claxton, 12 hrs.
 WCLS Columbus, 100%
 WDAK Columbus, 20 hrs.
 WMJM Cordele, 10 hrs.
 WGFSS Covington, 1 hr.
 WDWD Dawson, 45 hrs.
 WMLT Dublin, 6 hrs.
 WEHB Fitzgerald, 28 1/2 hrs.
 WFPM Fort Valley, 8 hrs.
 WDUM Gainesville, 8 1/2 hrs.
 WLBA Gainesville, 6 hrs.
 WHIE Griffin, 13 hrs.
 WKLY Hartwell, 1/2 hr.
 WCEH Hawkinsville, 5 1/2 hrs.
 WLAG LaGrange, 9 hrs.
 WTRP LaGrange, 7 hrs.
 WCRY Macon, 100%
 WIBB Macon, 80 hrs.
 WYTH Madison, 12 hrs.
 WFDR Manchester, 6 hrs.
 WMTM Moultrie, 12 hrs.
 WCOH Newnan, 1 1/2 hrs.
 WBBN Perry, 14 hrs.
 WSNT Sandersville, 7 hrs.
 WJIV Savannah, 6 hrs.
 WSAV Savannah, 1/2 hr.
 WSGA Savannah, 26 hrs.
 WSYL Sylvania, 5 1/2 hrs.
 WSFT Thomaston, 7 hrs.
 WKTG Thomasville, 10 hrs.
 WTWA Thomson, 4 hrs.
 WLET Toccoa, 1 hr.
 WGOV Valdosta, 12 hrs.
 WVOP Vidalia, 12 hrs.
 WKLE Washington, 6 hrs.
 WACL Waycross, 12 hrs.
 WAYX Waycross, 1/4 hr.
 WBRO Waynesboro, 18 hrs.
 WPMK West Point, 15 hrs.
 WIMO Winder, 5 hrs.

IDAHO

KBEL Idabel, 1 hr.

ILLINOIS

WIBV Belleville, 1 hr.
 WAAF Chicago, 18 hrs.
 WBEE Chicago, 100%
 WEDC Chicago, 1/2 hr.
 WGES Chicago, 76 hrs.
 WHFC Chicago, 24 hrs.
 WSBC Chicago, 23 hrs.
 WHOW Clinton, 3 1/2 hrs.
 WITY Danville, 2 hrs.
 WAMV East St. Louis, 4 hrs.
 WTAQ LaGrange, 11 1/2 hrs.
 WOPA Oak Park, 60 hrs.
 WROK Rockford, 12 hrs.

INDIANA

WGRY Gary, 17 hrs.
 WWCA Gary, 18 hrs.
 WJOB Hammond, 25 hrs.
 WCEE Indianapolis, 35 1/2 hrs.
 WIMS Michigan City, 1 1/2 hrs.
 WPCO Mt. Vernon, 1/4 hr.
 WKBV Richmond, 1/2 hr.

IOWA

KWDM Des Moines, 5 hrs.
 KXEL Waterloo, 1 1/2 hrs.

KANSAS

KCKN Kansas City, 36 hrs.
 KTOP Topeka, 42 hrs.

KENTUCKY

WBVL Barbourville, 1/2 hr.
 WKCT Bowling Green, 5 hrs.
 WTCO Campbellsville, 1 hr.
 WSTL Eminence, 5 hrs.
 WKIC Hazard, 10 hrs.
 WKOA Hopkinsville, 6 hrs.
 WLBK Lebanon, 3 1/2 hrs.
 WBLG Lexington, 6 hrs.
 WLOU Louisville, 100%
 WMIK Middlesboro, 4 hrs.
 WFLW Monticello, 1/4 hr.
 WLSI Pikesville, 5 hrs.
 WPKE Pikesville, 1/2 hr.
 WMLF Pineville, 42 hrs.
 WDOC Prestonsburg, 6 hrs.
 WEKY Richmond, 1 hr.

LOUISIANA

KDBS Alexandria, 26 hrs.
 KSYL Alexandria, 6 hrs.
 KTRY Bastrop, 6 hrs.
 WXOK Baton Rouge, 100%
 WKIC Bogalusa, 1 hr.
 KSGI Crowley, 3 hrs.
 KEUN Eunice, 7 1/2 hrs.
 KFNV Ferriday, 21 hrs.
 KVHL Homer, 5 hrs.
 KLEC Jonesville, 18 hrs.
 KAOK Lake Charles, 19 hrs.
 KLOU Lake Charles, 1 1/2 hrs.
 KLPL Lake Providence, 12 hrs.
 KDCE Mansfield, 5 hrs.
 KAPK Minden, 2 hrs.
 KLIC Monroe, 15 1/2 hrs.
 KNOC Monroe, 4 hrs.
 KNOC Natchitoches, 7 1/2 hrs.
 KVM New Iberia, 1/2 hr.
 WBOK New Orleans, 100%
 WNOE New Orleans, 1 hr.
 WYLD New Orleans, 100%
 KSLO Opelousas, 12 1/2 hrs.
 KRUS Ruston, 2 1/2 hrs.
 KOKA Shreveport, 100%
 KFLD Tallulah, 12 hrs.
 KTIB Thibodaux, 3 hrs.
 KVPI Ville Platte, 7 hrs.
 KVCL Winnfield, 2 hrs.
 KMAR Winnsboro, 1 hr.

MARYLAND

WANN Annapolis, 100%
 WPA Annapolis, 3 hrs.
 WEBB Baltimore, 100%
 WTH Baltimore, 27 hrs.
 WSD Baltimore, 100%
 WUST Bethesda, 48 hrs.
 WASA Havre de Grace, 1 1/2 hrs.
 WDVV Pocomoke City, 18 hrs.

MICHIGAN

WABJ Adrian, 1/4 hr.
 WJLE Detroit, 88 1/2 hrs.
 WAMM Flint, 32 hrs.
 WBB Flint, 12 hrs.
 WDFD Flint, 1/4 hr.
 WMRP Flint, 7 hrs.
 WCH Inkster, 99 hrs.
 WJBM Jackson, 6 hrs.
 WMPC Lapeer, 1/4 hr.
 WMUS Muskegon, 1 hr.
 WPON Pontiac, 1 hr.
 WHLS Port Huron, 1/4 hr.
 WSGW Saginaw, 1 hr.
 WSJM St. Joseph, 3 1/2 hrs.

MISSISSIPPI

WMPA Aberdeen, 5 hrs.
 WAMY Amory, 5 hrs.
 WGLC Centerville, 10 hrs.
 WKDL Clarksdale, 4 hrs.
 WROX Clarksdale, 32 hrs.
 WCLD Cleveland, 20 hrs.
 WACR Columbus, 15 hrs.
 WCB Columbus, 1 1/2 hrs.
 WCMA Corinth, 8 hrs.
 WMAG Forest, 9 hrs.
 WGVV Greenville, 30 hrs.
 WAEG Greenwood, 5 hrs.
 WNAG Grenada, 3 hrs.
 WMDC Hazlehurst, 8 hrs.
 WCPC Houston, 7 hrs.
 WNLA Indianola, 16 1/2 hrs.
 WOKJ Jackson, 100%
 WKOZ Kosciusko, 9 hrs.
 WAML Laurel, 6 hrs.
 WLAU Laurel, 1 1/2 hrs.
 WESY Leland, 33 hrs.
 WMBC Macon, 13 hrs.
 WSJC Magee, 10 hrs.
 WAPP McComb, 7 hrs.
 WHNY McComb, 9 hrs.
 WMOX Meridian, 4 hrs.
 WOKK Meridian, 4 hrs.
 WQIC Meridian, 100%
 WMIS Natchez, 6 hrs.
 WNAI Natchez, 24 hrs.
 WNAU New Albany, 1/2 hr.
 WHOC Philadelphia, 1 hr.
 WRJW Picaune, 1 1/2 hrs.
 WSSO Starkville, 10 hrs.
 WELO Tupelo, 2 hrs.
 WROB West Point, 8 hrs.
 WAZF Yazoo, 6 hrs.

MISSOURI

KCRV Caruthersville, 7 hrs.
 KCHR Charleston, 3 hrs.
 KJCF Festus, 6 hrs.
 KPAL Fulton, 1 hr.
 KPRS Kansas City, 100%
 KATZ St. Louis, 100%
 KSTL St. Louis, 10 hrs.
 KXLW St. Louis, 100%

NEBRASKA

KOWH Omaha, 1/4 hr.

NEVADA

KENO Las Vegas, 10 hrs.

NEW JERSEY

WMID Atlantic City, 14 hrs.
 WSNJ Bridgeton, 1 hr.
 WCAM Camden, 48 hrs.
 WHBI Newark, 20 hrs.
 WBUD Trenton, 8 hrs.
 WDVL Vineland, 5 hrs.

NEW MEXICO

KWEW Hobbs, 6 hrs.
 KFUN Las Vegas, 13 1/2 hrs.

NEW YORK

WBNK New York, 6 1/2 hrs.
 WEVD New York, 7 hrs.
 WLIB New York, 77 hrs.
 WOV New York, 60 hrs.
 WWRL New York, 50 hrs.
 WHLD Niagara Falls, 1 hr.
 WJLL Niagara Falls, 1 hr.
 WFAC Patchogue, 1/2 hr.
 WRIV Riverhead, 1/2 hr.

NORTH CAROLINA

WLOS Asheville, 5 hrs.
 WCGC Belmont, 2 hrs.
 WBBE Burlington, 10 hrs.
 WFNS Burlington, 5 hrs.
 WBIT Canton, 6 1/2 hrs.
 WBT Charlotte, 1/4 hr.
 WGIV Charlotte, 65 hrs.
 WRZC Clinton, 6 hrs.
 WCKB Dunn, 1 hr.
 WSRK Durham, 100%
 WCDJ Edenton, 8 1/2 hrs.
 WCNC Elizabeth City, 6 hrs.
 WBLA Elizabethtown, 15 hrs.
 WFMO Fairmont, 18 hrs.
 WFAI Fayetteville, 16 1/2 hrs.
 WFLB Fayetteville, 6 hrs.
 WBOB Forest City, 2 hrs.
 WFVC Fuquay Springs, 2 hrs.
 WFMC Goldsboro, 1 1/2 hrs.
 WGBR Goldsboro, 1/2 hr.
 WBGQ Greensboro, 18 hrs.
 WPET Greensboro, 6 1/2 hrs.
 WHNC Henderson, 31 hrs.
 WHVH Henderson, 22 hrs.
 WHKP Hendersonville, 5 hrs.
 WHPE High Point, 10 hrs.
 WMR High Point, 5 hrs.
 WGTL Kannapolis, 7 hrs.
 WKMT Kings Mountain, 7 hrs.
 WELS Kinston, 1 hr.
 WISP Kinston, 12 hrs.
 WEWO Laurinburg, 10 hrs.
 WLOE Leaksville, 3 hrs.
 WJRI Lenoir, 1/4 hr.
 WLON Lincolnton, 1/4 hr.
 WAGR Lumberton, 1 hr.
 WTSB Lumberton, 5 hrs.
 WMAP Monroe, 2 hrs.
 WPAQ Mt. Airy, 9 hrs.
 WHIT New Bern, 5 hrs.
 WRAL Raleigh, 15 hrs.
 WRFV Reidsville, 1/2 hr.
 WCBT Roanoke Rapids, 4 hrs.
 WCEC Rocky Mount, 12 hrs.
 WRXO Roxboro, 6 hrs.
 WSAT Salisbury, 9 hrs.
 WEYE Sanford, 7 hrs.
 WWPB Sanford, 2 hrs.
 WEEB Southern Pines, 18 hrs.
 WDBM Statesville, 3 hrs.
 WTYN Tryon, 1/2 hr.
 WADE Wadesboro, 3 hrs.
 WLSE Wallace, 4 hrs.
 WENC Whiteville, 1 hr.
 WIAM Williamston, 10 hrs.
 WJIM Wilson, 7 1/2 hrs.
 WVOT Wilson, 10 hrs.
 WAAA Winston-Salem, 100%
 WAIR Winston-Salem, 12 hrs.

OHIO

WCIN Cincinnati, 100%
 WJMO Cleveland, 100%
 WRSR Cleveland, 2 hrs.
 WVKO Columbus, 9 hrs.
 WAWI Dayton, 3 1/2 hrs.
 WJEH Gallipolis, 3 hrs.
 WTLG Perrysburg, 2 hrs.
 WLEG Sandusky, 1/2 hr.

OKLAHOMA

KWPR Claremore, 15 hrs.
 WIZE Springfield, 3 hrs.
 WSTV Steubenville, 1/2 hr.
 WTOD Toledo, 3 hrs.
 KRHD Duncan, 1/4 hr.
 KTAT Frederick, 1/4 hr.
 KWRW Guthrie, 2 hrs.
 KBIX Muskogee, 11 hrs.
 KMUS Muskogee, 1 1/2 hrs.
 KBYE Oklahoma City, 6 hrs.
 KHBG Okmulgee, 9 hrs.
 KULH Pauls Valley, 6 hrs.

PENNSYLVANIA

WDRP Brookhaven, 4 hrs.
 WVCH Chester, 1 hr.
 WMCK McKeesport, 3 hrs.
 W DAS Philadelphia, 135 hrs.
 WHAT Philadelphia, 100%
 WAMO Pittsburgh, 42 hrs.
 WEEP Pittsburgh, 5 hrs.

RHODE ISLAND

WPAW Pawtucket, 1/2 hr.

SOUTH CAROLINA

WAIM Anderson, 4 1/2 hrs.
 WANS Anderson, 21 hrs.
 WBAW Barnwell, 8 hrs.
 WBEU Beaufort, 8 hrs.
 WHPE Belton, 2 1/2 hrs.
 WBSC Bennettsville, 12 hrs.
 WACA Camden, 7 1/2 hrs.
 WHAN Charleston, 1 hr.
 WPAL Charleston, 90 hrs.

Negro Programming CONTINUED

WCRE Cheraw, 6 hrs.
 WGCD Chester, 4 hrs.
 WOIC Columbia, 90 hrs.
 WPFJ Darlington, 3 1/2 hrs.
 WELP Easley, 1 1/2 hrs.
 WJMX Florence, 8 hrs.
 WOLS Florence, 10 1/2 hrs.
 WYNN Florence, 100%
 WFIS Fountain Inn, 6 hrs.
 WESC Greenville, 13 hrs.
 WCKI Greer, 4 hrs.
 WEAB Greer, 10 hrs.
 WBHC Hampton, 8 hrs.
 WHSC Hartsville, 1 1/2 hrs.
 WDKD Kingstree, 25 hrs.
 WJOT Lake City, 10 hrs.
 WLCM Lancaster, 8 hrs.
 WLBG Laurens, 5 hrs.
 WYMB Manning, 20 hrs.
 WATB Marion, 7 1/2 hrs.
 WJAY Mullins, 12 hrs.
 WMYB Myrtle Beach, 5 hrs.
 WTND Orangeburg, 10 hrs.
 WTYC Rock Hill, 7 hrs.
 WSNW Seneca, 2 1/2 hrs.
 WSSC Sumter, 24 hrs.
 WALD Walterboro, 12 hrs.
 WYCL York, 6 hrs.

TENNESSEE

WEAG Alcoa, 10 hrs.
 WMFS Chattanooga, 100%
 WMCH Church Hill, 12 hrs.
 WDXN Clarksville, 2 hrs.
 WJZM Clarksville, 12 hrs.
 WKBL Covington, 6 hrs.

WDNT Dayton, 1/2 hr.
 WDKN Dickson, 18 hrs.
 WTRD Dyersburg, 2 hrs.
 WBEJ Elizabethton, 10 hrs.
 WEKR Fayetteville, 1 1/2 hrs.
 WAGG Franklin, 6 hrs.
 WHIN Gallatin, 2 1/2 hrs.
 WDXI Jackson, 6 hrs.
 WJAK Jackson, 100%
 WKIN Kingsport, 6 hrs.
 WNOX Knoxville, 1/2 hr.
 WBMC McMinnville, 10 hrs.
 KWEM Memphis, 16 hrs.
 WDLA Memphis, 140 hrs.
 WLOK Memphis, 100%
 WHEY Millington, 11 hrs.
 WGNS Murfreesboro, 12 hrs.
 WLAC Nashville, 10 hrs.
 WNAH Nashville, 1 1/2 hrs.
 WVOL Nashville, 100%
 WRGS Rogersville, 5 hrs.
 WDEH Sweetwater, 3 1/2 hrs.
 WTUC Union City, 15 hrs.

TEXAS

KWKC Abilene, 1 hr.
 KAMQ Amarillo, 1 1/2 hrs.
 KBUD Athens, 1 hr.
 KVET Austin, 6 hrs.
 KIOX Bay City, 7 hrs.
 KJET Beaumont, 98 hrs.
 KRIC Beaumont, 24 hrs.
 KNEL Brady, 1 hr.
 KEAN Brownwood, 1 1/2 hrs.
 KORA Bryan, 1 hr.
 KGAS Carthage, 6 hrs.

KCAR Clarksville, 1 1/2 hrs.
 KMCO Conroe, 7 1/2 hrs.
 KIVY Crockett, 7 hrs.
 KERC Eastland, 6 hrs.
 KNOK Fort Worth, 105 1/2 hrs.
 KGBC Galveston, 27 hrs.
 KCTI Gonzales, 1 1/2 hrs.
 KYOK Houston, 130 hrs.
 KSAM Huntsville, 3 1/2 hrs.
 KTXJ Jasper, 6 1/2 hrs.
 KOCA Kilgore, 6 hrs.
 KCYL Lampasas, 3 hrs.
 KETX Livingston, 3 hrs.
 KLIL Lubbock, 2 hrs.
 KSEL Lubbock, 12 hrs.
 KTRE Lufkin, 1/2 hr.
 KMLW Marlin, 2 1/2 hrs.
 KMHT Marshall, 15 hrs.
 KJBC Midland, 6 hrs.
 KOSF Nacogdoches, 10 hrs.
 KSFA Nacogdoches, 1/2 hr.
 KNET Palestine, 1 1/2 hrs.
 KHHH Pampa, 1 hr.
 KLVL Pasadena, 21 hrs.
 KFTV Paris, 12 hrs.
 KOLE Port Arthur, 12 hrs.
 KCOR San Antonio, 14 hrs.
 KANN Sinton, 5 hrs.
 KSST Sulphur Springs, 2 hrs.
 KTAE Taylor, 7 hrs.
 KTEM Temple, 1 hr.
 KTER Terrell, 4 hrs.
 KTFS Texarkana, 6 hrs.
 KDOK Tyler, 28 hrs.
 WACO Waco, 1/2 hr.

VIRGINIA

WARL Arlington, 1/2 hr.
 WKLV Blackstone, 6 hrs.
 WCVA Culpeper, 1 hr.
 WBTM Danville, 10 hrs.
 WDMA Danville, 1 hr.
 WILA Danville, 7 hrs.
 WEVA Emporia, 1 1/2 hrs.
 WSWA Harrisonburg, 1 1/2 hrs.
 WHAP Hopewell, 12 hrs.
 WBRG Lynchburg, 20 hrs.
 WHEE Martinsville, 7 1/2 hrs.
 WMVA Martinsville, 8 hrs.
 WYOU Newport News, 100%
 WRAP Norfolk, 100%
 WPSA Petersburg, 12 hrs.
 WSSV Petersburg, 14 hrs.
 WANT Richmond, 100%
 WLEE Richmond, 2 hrs.
 WRVA Richmond, 1/2 hr.
 WHYE Roanoke, 5 hrs.
 WYTI Rocky Mount, 12 hrs.
 WHLF South Boston, 8 hrs.
 WAFC Staunton, 1 hr.

WASHINGTON

KNBX Kirkland-Seattle, 10 hrs.

WEST VIRGINIA

WJLS Beckley, 1 1/2 hrs.
 WTPP Charleston, 1 hr.
 WHJC Matewan, 1 hr.
 WOAY Oak Hill, 4 hrs.
 WELC Weich, 3 hrs.

Fm Stations which Multiplex

Note: The frequency modulation stations listed below have reported the use of multiplex broadcasting for various purposes. For each station, the purposes are shown by symbols: BMS (background music service), SC (stereocasting), S (stereophonic broadcasts). Where no purpose is specified, the station reported multiplex operation without stating the purpose.

KFMM Tucson, Ariz., BMS.
 KQXR Bakersfield, Calif., BMS.
 KMLA Los Angeles, Calif., BMS.
 KAFE Oakland, Calif., S.
 KITT San Diego, Calif., BMS, SC.
 KDFC San Francisco, Calif., BMS.

KDEN-FM Denver, Col.
 WGHF Brookfield, Conn., BMS.
 WMMW-FM Meriden, Conn., BMS.
 WASH Washington, D. C., BMS.
 WMAL-FM Washington, D. C., BMS.
 WWDG-FM Washington, D. C., SC.
 WMBR-FM Jacksonville, Fla., BMS.
 WMET-FM Miami Beach, Fla., BMS.
 WHOO-FM Orlando, Fla., BMS.
 WPKM Tampa, Fla., BMS, SC.
 WAGA-FM Atlanta, Ga., BMS.
 WCLM Chicago, Ill., BMS.
 WKFM Chicago, Ill., BMS, SC.
 WIKY-FM Evansville, Ind., BMS.
 WFMS Indianapolis, Ind.
 WWTM New Orleans, La., BMS.
 WBCN Boston, Mass., BMS.
 WCRB-FM Boston, Mass., BMS.

WLDL-FM Detroit, Mich., BMS.
 WMUZ Detroit, Mich., BMS.
 KWFM Minneapolis, Minn., BMS, SC.
 WLFL-FM Minneapolis, Minn., BMS, SC.
 KCMK Kansas City, Mo., BMS, SC.
 KCMO-FM Kansas City, Mo., BMS.
 WTOA-FM Trenton, N. J., BMS.
 WKOP-FM Birmingham, N. Y., BMS.
 WBNY-FM Buffalo, N. Y., BMS, SC.
 WBFM New York, N. Y., BMS.
 WFFM New York, N. Y., BMS.
 WPUV New York, N. Y., S.
 WNCN New York, N. Y., BMS.
 WHLD-FM Niagara Falls, N. Y., BMS.

WFLY Troy, N. Y., BMS.
 WMTT Charlotte, N. C., BMS.
 WFNC-FM Fayetteville, N. C., BMS.
 WMDE Greensboro, N. C., BMS.
 WCPO-FM Cincinnati, Ohio, GMS.
 WHK-FM Cleveland, Ohio, BMS.
 WPEN-FM Philadelphia, Pa., BMS.
 WPC-FM Sharon, Pa., BMS.
 WYZZ-FM Wilkes-Barre, Pa., BMS, SC, S.
 WLOV Cranston, R. I., BMS, SC.
 WMCF Memphis, Tenn., SC.
 WFMB Nashville, Tenn., BMS, SC.
 KDMC Corpus Christi, Tex., BMS, SC.
 KSEL-FM Lubbock, Tex., BMS, SC.
 WGH-FM Newport News, Va., BMS.
 KMCS Seattle, Wash., BMS, SC.

Fm Stereophonic Broadcasting

Note: The frequency modulation stations listed below have reported broadcasting stereophonic sound. Stereophonic broadcasts require the transmission of two signals. The combination of signals used by each of the following stations is indicated by symbols: Fm-Fm (the originating fm station operating in conjunction with another fm station), Fm-Am (the originating fm station operating in conjunction with an am station), Fm-M (the originating fm station using its main carrier and a multiplex signal), Fm-Tv (the fm station operating in conjunction with a television station).

WTBC-FM Tuscaloosa, Ala., Fm-Fm.
 KWJB-FM Glbe, Ariz., Fm-Am.
 KELE-FM Phoenix, Ariz., Fm-Am.
 KLCN-FM Blytheville, Ark., Fm-Am.
 KPEN Atherton, Calif., Fm-Fm, Fm-Am.
 KQXR Bakersfield, Calif., Fm-Am.
 KPFA Berkeley, Calif., Fm-Fm, Fm-Tv.
 KPFB Berkeley, Calif., Fm-Fm.
 KRE-FM Berkeley, Calif., Fm-Am.
 KCBH Beverly Hills, Calif., Fm-Fm.
 KSPC Claremont, Calif., Fm-Am.
 KRFM Fresno, Calif., Fm-Am.
 KPAC-FM Los Angeles, Calif., Fm-Am.
 KMLA Los Angeles, Calif., Fm-Fm.
 KAFE Oakland, Calif., Fm-M.
 KACF-FM Riverside, Calif., Fm-Am.
 KCRA-FM Sacramento, Calif., Fm-Am.
 KVCR San Bernardino, Calif., Fm-Am.
 KDWD San Diego, Calif., Fm-Am.
 KFSD-FM San Diego, Calif., Fm-Am.
 KITT San Diego, Calif., Fm-M., Fm-Am, Fm-Fm.
 KDFC San Francisco, Calif., Fm-Am.
 KEAR San Francisco, Calif., Fm-Am.
 KRCW Santa Barbara, Calif., Fm-Am.
 KDEN-FM Denver, Col., Fm-Am.

KCMS Manitou Springs, Col., Fm-Am.
 WGHF Brookfield, Conn., Fm-M.
 WTIC-FM Hartford, Conn., Fm-Am.
 WNHC-FM New Haven, Conn., Fm-Am.
 WASH Washington, D. C., Fm-M.
 WPGC-FM Washington, D. C., Fm-Am.
 WRUF-FM Gainesville, Fla., Fm-Am.
 WZOK-FM Jacksonville, Fla., Fm-Am.
 WMET-FM Miami Beach, Fla., Fm-Am.
 WQXT Palm Beach, Fla., Fm-Am.
 WFLA Tampa, Fla., Fm-Am.
 WDUN-FM Gainesville, Ga., Fm-Am.
 WCKA-FM Atlanta, Ga., Fm-Am.
 WRBL-FM Columbus, Ga., Fm-Am.
 WRAJ-FM Anna-Jonesboro, Ill., Fm-Am.
 WBBM-FM Chicago, Ill., Fm-Am.
 WCLM Chicago, Ill., Fm-Fm.
 WFMQ Chicago, Ill., Fm-Fm.
 WFMT Chicago, Ill., Fm-Tv.
 WKFM Chicago, Ill., Fm-Fm.
 WSOY-FM Decatur, Ill., Fm-Am.
 WMIX-FM Mt. Vernon, Ill., Fm-Am.
 WTAX-FM Springfield, Ill., Fm-Am.
 WEAW Evanston, Ill., Fm-Am.
 WIKY-FM Evansville, Ind., Fm-Am.
 WAJC Indianapolis, Ind., Fm-Am.
 WFMS Indianapolis, Ind., Fm-M.
 WITZ-FM Jasper Ind., Fm-Am.
 WOI-FM Ames, Iowa, Fm-Am.
 KSUI-FM Iowa City, Iowa, Fm-Am.
 KGLO-FM Mason City, Iowa, Fm-Am, Fm-Tv.
 KWPC-FM Muscatine, Iowa, Fm-Am.
 WDSU-FM New Orleans, La., Fm-Am.
 WITF-FM Baltimore, Md., Fm-Am.
 WBCN Boston, Mass., Fm-Fm.
 WBRU Boston, Mass., Fm-Fm.
 WCRB-FM Boston, Fm-Am.
 WGBH-FM Boston, Mass., Fm-Fm.
 WXHR Boston, Mass., Fm-Fm.
 WCFM Williamstown, Mass., Fm-Am.
 WTAG-FM Worcester, Mass., Fm-Am.

WHFB-FM Benton Harbor/St. Joseph, Mich., Fm-Am.
 WJBK-FM Detroit, Mich., Fm-Am.
 WLDL-FM Detroit, Mich., Fm-M.
 WXYZ-FM Detroit, Mich., Fm-Am.
 WLAV-FM Grand Rapids, Mich., Fm-Am.
 WIBM-FM Jackson, Mich., Fm-Am.
 WLFL-FM Minneapolis, Minn., Fm-Am.
 KCMK Kansas City, Mo., Fm-Am.
 KCMO-FM Kansas City, Mo., Fm-Am.
 KNEV-FM Reno, Nevada, Fm-Am.
 WPRB Princeton, N. J., Fm-Am.
 WTOA Trenton, N. J., Fm-Am.
 KMFM Tularosa, N. M., Fm-Am.
 WTFM Babylon, N. Y., Fm-Am.
 WKOP-FM Binghamton, N. Y., Fm-M.
 WNEF-FM Binghamton, N. Y., Fm-Am.
 WCLI-FM Corning, N. Y., Fm-Am.
 WYBR Ithaca, N. Y., Fm-Am, Fm-Fm.
 WFFM New York, N. Y., Fm-Am.
 WPUV New York, Fm-M.
 WNCN New York, N. Y., Fm-M., Fm-Fm.
 WOR-FM New York, N. Y., Fm-Am, Fm-Tv.
 WQXR-FM New York, N. Y., Fm-Am.
 WAER Syracuse, N. Y., Fm-Fm.
 WRUN Utica, N. Y., Fm-Am.
 WFAS-FM White Plains, N. Y., Fm-Am.
 WSOC-FM Charlotte, N. C., Fm-Am.
 WMDE Greensboro, N. C., Fm-M.
 WLOE-FM Leaksville, N. C., Fm-Am.
 WBUY-FM Lexington, N. C., Fm-Am.
 WSTP-FM Salisbury, N. C., Fm-Am.
 WAKR-FM Akron, Ohio, Fm-Am.
 WFAH-FM Alliance, Ohio, Fm-Am.
 WICA-FM Ashtabula, Ohio, Fm-Am.
 WQUB Athens, Ohio, Fm-Am.
 WHRC-FM Canton, Ohio, Fm-Am.
 WSAI-FM Cincinnati, Ohio, Fm-Am.
 WDOK-FM Cleveland, Ohio, Fm-Am.
 WERE-FM Cleveland, Ohio, Fm-Am.
 WGAR-FM Cleveland, Ohio, Fm-Am.

WPAY-FM Portsmouth, Ohio, Fm-Am.
 KYFM Oklahoma City, Okla., Fm-Am.
 KOIN-FM Portland, Ore., Fm-Am.
 KPFF Portland, Ore., Fm-Am.
 WCPA-FM Bethlehem, Pa., Fm-Am.
 WCHA-FM Chambersburg, Pa., Fm-Am.
 WERC-FM Erie, Pa., Fm-Am.
 WLAN-FM Lancaster, Pa., Fm-Am.
 WDIR-FM Oil City, Pa., Fm-Am.
 WFIL-FM Philadelphia, Penn., Fm-Am.
 WFLN Philadelphia, Penn., Fm-Am.
 WRTI Philadelphia, Penn., Fm-Fm.
 KUKA-FM Pittsburgh, Penn., Fm-Am.
 WFMP Pittsburgh, Penn., Fm-Am.
 WGBI-FM Scranton, Penn., Fm-Am.
 WYZZ Wilkes-Barre, Penn., Fm-M, Fm-Am, Fm-Fm.
 WLOV Cranston, R. I., Fm-Fm-M.
 WYJB-FM Providence, R. I., Fm-Am.
 WPCN Providence, R. I., Fm-Fm.
 WCSC-FM Charleston, S. C., Fm-Am.
 WSPA-FM Spartanburg, S. C., Fm-Am.
 WRIR-FM Knoxville, Tenn., Fm-Am.
 WFMB Nashville, Tenn., Fm-Am.
 KIXL-FM Dallas, Tex., Fm-Am.
 WBAF-FM Fort Worth, Tex., Fm-Am.
 KTRH-FM Houston, Tex., Fm-Am.
 KUHF Houston, Tex., Fm-Tv.
 KSEL-FM Lubbock, Tex., Fm-Am.
 KISS San Antonio, Tex., Fm-Am.
 WINA-FM Charlottesville, Va., Fm-Am.
 WRNL-FM Richmond, Va., Fm-Am.
 KREM-FM Spokane, Wash., Fm-Am.
 WBKW Beckley, W. Va., Fm-Am.
 WWVA-FM Wheeling, W. Va., Fm-Am.
 WLFM Appleton, Wis., Fm-Am.
 WHKW Chilton, Wis., Fm-Am, Fm-Fm.
 WFMR Milwaukee, Wis., Fm-Fm.
 WQFM Milwaukee, Wis., Fm-Fm.
 WHRM Wausau, Wis., Fm-Am.
 KAIM-FM Honolulu, T.H., Fm-Am.

Film: how much is used

Analyses of the film and live programming, based on reports from U. S. television stations and networks, have been a continuing feature of BROADCASTING since 1953. Current year's statistics cover the week of June 8-14, 1958.

Prior to 1958, the surveys had been conducted semi-annually. With television enjoying a more stable status, the frequency of this live versus film report has been changed to once-a-year.

1. Total Non-Network Film

FILM AND LIVE PROGRAMMING ON THE NETWORKS*

	Dates	FILM		LIVE		Total Weekly Hrs.	
		Weekly Hrs.	On Air	Weekly Hrs.	On Air		
ABC-TV	6/58	20:30	40.4%	21:00	56%	41:30	a. Film Specially Made for Tv
	10/57	20:00	47.1%	22:05	52.9%	42:05	
	3/57	24:00	58.9%	16:45	41.1%	40:45	
	10/56	26:10	63.1%	15:20	36.9%	41:30	
	3/56	25:00	59.8%	16:30	40.2%	41:30	
	10/55	14:30	41.4%	20:30	58.6%	35:00	
	3/55	9:30	40.4%	14:00	59.6%	23:30	
	12/53	14:45	38.6%	23:30	61.4%	38:15	
	6/53	13:45	47.8%	15:00	52.2%	28:45	
CBS-TV	6/58	19:00	24.9%	57:15	75.1%	76:15	b. Film Made for Theatrical Showing
	10/57	17:00	30.5%	65:55	79.5%	82:55	
	3/57	21:00	24.7%	64:00	75.3%	85:00	
	10/56	18:00	20.0%	70:00	80.0%	88:00	
	3/56	15:30	18.5%	70:45	81.5%	86:15	
	10/55	17:15	21.0%	66:45	79.0%	84:00	
	3/55	11:30	13.7%	72:30	86.3%	84:00	
	12/53	5:50	8.2%	65:55	91.8%	71:45	
	6/53	8:00	13.3%	52:00	86.7%	60:00	
NBC-TV	6/58	22:45	25.9%	65:00	74.1%	87:45	2. Total Network Programs
	10/57	19:17	20.7%	73:58	79.3%	93:13	
	3/57	13:30	16.1%	81:30	83.9%	94:00	
	10/56	13:40	18.3%	70:20	83.7%	84:00	
	3/56	8:30	10.0%	75:10	90.0%	83:40	
	10/55	13:30	16.2%	70:00	83.8%	83:30	
	3/55	8:00	8.5%	86:45	91.5%	94:45	
	12/53	14:03	20.8%	53:23	79.2%	67:26	
	6/53	12:20	18.1%	55:40	81.0%	68:00	
ALL TV NETWORKS	6/58	62:15	30.3%	143:15	69.7%	205:30	3. Local Live Programs
	10/57	56:17	25.7%	161:56	74.3%	218:13	
	3/57	58:30	26.5%	162:15	73.5%	220:45	
	10/56	57:50	27.1%	155:40	72.9%	213:30	
	3/56	49:00	23.2%	162:25	76.8%	211:25	
	10/55	45:15		157:15	77.7%	202:30	
	3/55**	29:30	13.3%	193:00	86.7%	222:30	
	12/53**	34:38	17.0%	170:18	83.0%	204:58	
	6/53**	34:05	18.5%	158:10	81.5%	184:15	

* Status of videotape as live or film still is to be finally determined. For purposes of this survey, videotape (ABC-TV, 3 hrs.; CBS-TV, 4¾ hrs.; NBC-TV, 4¾ hrs.) has been tentatively classified with film.

**These totals for these dates include data from the DuMont Television Network, which ceased operating before October 1955.

4. Average Hours and Minutes On Air Per Week For All Programs

Survey Date	NETWORK AFFILIATES		NON-NETWORK STATIONS		ALL STATIONS	
	Average Hrs. Per Week	% of Total Schedule	Average Hrs. Per Week	% of Total Schedule	Average Hrs. Per Week	% of Total Schedule
6/58	30:12	29.4%	52:38	70.9%	31:48	31.6%
10/57	30:42	28.7%	61:16	80.6%	32:38	31.5%
3/57	31:14	29.5%	45:53	60.7%	31:36	30.9%
10/56	31:09	29.4%	61:55	77.5%	34:20	33.7%
3/56	29:22	28.6%	63:32	74.6%	30:57	31.1%
10/55	30:24	31.0%	51:35	72.0%	32:08	34.0%
3/55	27:11	28.9%	21:27	51.4%	27:02	30.4%
12/53	23:38	29.7%	18:51	52.6%	*	*
6/53	25:37	27.3%	31:00	60.8%	*	*

6/58	13:20	19.0%	17:34	23.7%	13:38	13.5%
10/57	14:43	13.7%	29:09	38.3%	16:00	15.6%
3/57	14:55	14.1%	17:00	25.8%	15:15	14.9%
10/56	15:10	14.3%	23:33	20.5%	18:07	17.8%
3/56	14:42	14.3%	32:39	38.3%	15:38	15.7%
10/55	15:18	15.6%	23:05	32.2%	16:24	17.4%
3/55	12:26	13.2%	8:51	21.2%	12:12	13.8%
12/53	9:48	12.3%	7:36	21.2%	*	*
6/53	9:27	10.2%	8:43	17.7%	*	*

6/58	16:52	18.4%	35:04	47.2%	18:10	18.0%
10/57	15:59	14.9%	32:07	42.3%	16:32	16.0%
3/57	16:19	15.4%	28:53	43.9%	16:21	16.0%
10/56	15:58	15.1%	38:22	48.0%	16:13	15.9%
3/56	14:40	14.3%	30:53	36.3%	16:10	16.4%
10/55	15:06	15.4%	28:30	39.8%	15:44	16.8%
3/55	14:45	15.7%	12:36	30.2%	14:50	16.6%
12/53	13:50	17.4%	11:15	31.4%	*	*
6/53	16:10	17.1%	22:17	43.1%	*	*

6/58	59:02	57.5%			54:52	54.5%
10/57	63:35	59.4%			58:23	56.2%
3/57	60:44	57.4%			50:08	54.8%
10/56	59:33	56.3%			52:15	51.4%
3/56	57:23	55.8%			52:28	52.8%
10/55	51:49	52.8%			46:41	49.2%
3/55	47:45	50.7%			42:26	47.9%
12/53	39:31	49.6%			*	*
6/53	48:11	51.6%			*	*

6/58	13:26	13.1%	21:34	29.1%	14:00	13.9%
10/57	12:47	11.9%	14:44	19.4%	12:50	12.4%
3/57	13:53	13.1%	19:58	30.3%	14:37	14.3%
10/56	15:00	14.3%	18:00	22.5%	15:08	14.9%
3/56	16:00	15.6%	21:38	25.4%	16:03	16.1%
10/55	15:56	16.2%	20:05	28.0%	15:59	16.8%
3/55	19:16	20.4%	20:16	48.6%	19:14	21.7%
12/53	16:31	20.7%	17:01	47.4%	*	*
6/53	19:46	21.1%	19:57	39.2%	*	*

6/58	102:04		74:12		100:40	100.0%
10/57	107:04		76:00		103:51	100.0%
3/57	105:51		65:51		102:21	100.0%
10/56	105:41		79:55		101:43	100.0%
3/56	102:41		85:10		99:28	100.0%
10/55	98:09		71:40		94:48	100.0%
3/55	94:12		41:43		88:42	100.0%
12/53	79:49		25:52		*	*
6/53	93:34		50:57		*	*

* Figures for all stations not available for previous years.

Radio and Tv Reference Books

Editor's Note: This bibliography supplements other listings that have been published in BROADCASTING YEARBOOK-MARKET-BOOK volumes. The word "Apply" does not guarantee that material is available. This bibliography is representative of publications of the broadcasting industry, and does not pretend to be all-inclusive. It was prepared by Louise K. Aldrich, librarian, NAB Research Dept.

GENERAL

BEHIND THE SCENES IN TELEVISION. By David C. Cooke. Dodd, Mead & Co., 432 Fourth Ave., New York 16, 1958. 64 p. \$2.25.

Behind the scenes in a large network television studio to show the work, departments, and people involved in producing a television show. Planned for ages 8-12. Well illustrated.

COMMUNICATIONS: KEY TO SO MUCH. John E. Drewry, Editor. U. of Georgia Press, Athens, 1957. 191 p. \$3.00.

Subtitled "press, radio, television, periodicals, public relations, and advertising as seen through institutes and special occasions of the Henry W. Grady School of Journalism."

EMPLOYMENT OUTLOOK IN RADIO AND TELEVISION BROADCASTING OCCUPATIONS. A reprint from the Occupational Outlook Handbook, 1957 edition. Bul. No. 1215-27. Government Printing Office, Washington 25, D. C. 1958. 15 p. 15c.

Describes employment outlook, training requirements, earnings and working conditions in radio and television industry.

ENCYCLOPEDIA OF RADIO AND TELEVISION. 2nd ed. J. H. Reyner, technical consultant. Philosophical Library, 15 E. 40th St., New York 16, 1958. 736 p. \$12.

More than 3,000 entries and nearly 800 illustrations, plus a separate data reference section, are included in the volume designed to help the novice as well as the expert. New entries dealing with fm, vhf broadcasting, color television, and other advances are featured.

FILM MANUAL, 1957-58. National Assn. of Broadcasters, 1771 N St., N.W., Washington 6, D. C. 1958. 35 p. \$1.00.

Members of NAB Television Film Committee participated in preparation of fourth edition of this manual. All facets of film room procedure and film buying are covered.

FIRST DECADE OF TELEVISION IN VIDEOTOWN, 1948-1957. Cunningham & Walsh, Inc., 260 Madison Ave., New York 16, 1957. 44 p. Apply.

10th annual edition of continuing survey of representative community showing impact of television as an advertising medium and its influence on human behavior. Analysis of trends in tv viewing and radio listening, growth of television and radio ownership, etc.

MASS COMMUNICATORS. By Charles S. Steinberg. Harper & Bros., 49 E. 33rd St., New York 16, 1958. 470 p. \$6.

A useful tool for the public relations practitioner as well as any radio and television executive, the volume presents an historical and analytical evaluation of the mass media of communication.

MEASUREMENT OF MEANING. By Charles E. Osgood, George J. Suci, and Percy H. Tannenbaum. U. of Illinois, Urbana, 1957. 342 p. \$7.50.

This book is largely a progress report of seven year's research on the objective measurement of meaning. A thorough analysis of the theoretical background, the logic of semantic measurement, the basic factor research and a critical scientific evaluation of their measurement procedures. Includes a survey of tv viewers and non-viewers to a congressional hearing telecast; discusses effects of background music in broadcast drama and the application of color in advertising.

MIKE AND SCREEN PRESS DIRECTORY. 4th edition. Published by Radio-Newsreel-Television Working Press Assoc., Hotel Shelton, New York 17, 1958. 218 p. \$10.

Designed as a daily reference guide for newsmen in radio, television and newsreels, this volume follows the pattern of other editions in listing key contacts in the news, public relations and government fields.

RADIO AUDIENCE MEASUREMENT. Report of Radio Research Committee, January 1958. National Assn. of Broadcasters, 1771 N St., N.W., Washington 6, D. C. 23 p. Apply.

A re-examination of some of the basic methodological problems involved in radio audience research; description and evaluation of current rating methods; and, possible approaches to sound and fair estimates.

RESPONSIBILITY IN MASS COMMUNICATION. By Wilbur L. Schramm. Harper, 49 E. 33rd St., New York 16, 1957. 414 p. \$4.50.

Study of growth, philosophy, ethics and responsibility of the major mass communications groups, and especially valuable for its stress on the responsibility of the public. Mostly favorable to advertising.

TECHNIQUES FOR MEASURING TELEVISION STATION CIRCULATION. Prepared by

NAB Audit Television Circulation Research Committee. National Assn. of Broadcasters, 1771 N St., N.W., Washington 6, D. C. 1958. Apply.

Presents the results of exploratory research work in the field of circulation measurement which has been conducted under auspices of NAB for several years.

TELEVISION FOR CHILDREN. Foundation for Character Education, Boston U. School of Education, 1957. 56 p. Apply.

Discusses briefly the characteristics of children's programs, concerns of parents, problems of the broadcaster, children's reactions.

TELEVISION TALKS 1957. Transcribed from BMI Tv clinics. Channell Press, 159 Northern Blvd., Great Neck, N. Y. 1957. 429 p. \$12.50.

Report of regional meetings—subjects covered: special events, films, color tv, local service programming, station promotion and management.

THIRTY-YEAR HISTORY OF PROGRAMS CARRIED ON NATIONAL RADIO NETWORKS IN THE UNITED STATES, 1926-1956. Compiled under the supervision of Harrison B. Summers. Dept. of Speech, Ohio State U., Columbus, Ohio, 1958. 228 p. Apply.

A year-by-year record of programs from the first season of formally organized networks through that of 1955-56. Effort made to classify, note sponsorship, seasons on the air, and program length, day, hour.

WORLD RADIO HANDBOOK FOR LISTENERS. 12th edition. Published and edited by O. Lund Johansen, Copenhagen, Denmark. November 1957. 174 p. \$2. Available from Gilfer Assoc., P. O. Box 239, Grand Central Station, New York 17.

This 1958 handbook lists in English the broadcasting companies of the world, their stations, personnel and programming hours.

LEGAL ASPECTS & REGULATION

COPYRIGHT AND PERFORMING RIGHTS. By W. J. Leaper. Stevens & Sons, London, England, 1957. 231 p. 25 shillings.

Intended as a practical guide on the copyright and performing rights, this book deals with the British Copyright Act of 1956, which came into force on June 1, 1957. The new Act, which provides protection for literary, dramatic, musical and artistic works, sound recordings, cinematograph films, tv and sound broadcasts, is dealt with in a concise yet readable manner.

NETWORK BROADCASTING. U. S. 85th Congress, 2nd Session. Government Printing Office, Washington 25, D. C. 1958. 737 p. \$2.

Comprehensive network study report by special FCC staff, headed by Dean Roscoe L. Barrow of the U. of Cincinnati Law School.

RADIO AND TELEVISION. (Law and Contemporary Problems. Vol. 22, No. 4, Part 1; Vol. 23, No. 1, Part 1) Duke U. School of Law, Durham, N. C. 1957-58. \$2 each part.

A symposium on government regulation of radio and television, and operational problems of the industry. Contributors include Emmanuel Celler, Victor R. Hansen, Richard S. Salant, Roscoe L. Barrow, Warren E. Baker, Ben C. Fisher, Harry P. Warner, Charles H. Tower, Robert W. Gilbert.

RADIO LAWS OF THE UNITED STATES. U. S. Congress. Government Printing Office, Washington 25, D. C. 1957. 204 p. 55c.

Contains text of the laws relating to broadcasting from June 24, 1910 to August 6, 1956.

STATISTICAL & FINANCIAL DATA

DIMENSIONS OF RADIO AND TELEVISION. The scope of a great industry. Research Dept., National Assn. of Broadcasters, 1771 N St., N.W., Washington 6, D. C. 1957. 15 p. Apply.

A compilation of data on broadcasting for use by broadcasters.

ELECTRONICS INDUSTRY FACTBOOK. 4th edition. Prepared by Marketing Data Dept., Electronics Industries Assn., 1721 De Sales St., N.W., Washington 6, D. C. 1958. 28 p. 50c.

Statistics for consumer products, military and industrial, parts and tubes, etc.

FINAL AM-FM BROADCAST FINANCIAL DATA—1956. Federal Communications Commission, Washington 25, D. C. 1958. 18 p. Apply.

(Public Notice 54034) Tables contain finan-

SPECIAL SERVICES

There are two companies which provide special publishing services of FCC actions and other engineering and legal matters pertaining to broadcasting. They are:

Pike & Fischer. 1735 DeSales St., N.W., Washington 6, D. C. Sterling 3-3660. Henry G. Fischer, pres; John W. Willis, vp; Irving R. M. Panzer, sec-treas. Publishers of "Pike & Fischer Radio Regulation," comprehensive reports of FCC rules, amendments, decisions and related radio and tv documentary services.

Broadcast Service Bureau Inc. P. O. Box 8, Silver Spring, Md. Juniper 7-7156. Supplies rules and standards to radio and tv stations.

cial data covering operations of am and fm stations and networks during calendar year 1956.

FINAL TV BROADCAST FINANCIAL DATA—1956. Federal Communications Commission, Washington 25, D. C. 1957. 2 p. Apply.

(Public Notice 40308) Tables contain financial data covering operations of television stations and networks during the calendar year 1956.

MASS COMMUNICATIONS; A Statistical Analysis. By Richard E. Chapin. Michigan State U. Press, E. Lansing, Mich. 1957. 156 p. \$5.75.

A compilation of 76 statistical tables of the communication field—newspapers, magazines, books, radio, television, motion pictures—and an analysis of the data.

RADIO 58, some salient dimensions of the medium—nationally and locally. A. C. Nielsen Co., 2101 Howard St., Chicago 45, Ill. 1958. 16 p. Apply.

Advertising, listening and audience coverage.

TELEVISION 58, some salient dimensions of the medium—nationally and locally. A. C. Nielsen Co., 2101 Howard St., Chicago 45, Ill. 1958. 16 p. Apply.

Booklet indicates seasonal variations in use, television program types attracting largest audiences and related facts.

23RD ANNUAL REPORT FOR THE FISCAL YEAR 1957. Federal Communications Commission. U. S. Government Printing Office, Washington 25, D. C. 1958. 166 p. 50c.

The FCC report with its introductory summary and notations of later important developments is an invaluable source of statistical and financial information; other data concerning the regulation of the broadcasting industry.

EDUCATION

AUDIENCE FOR EDUCATIONAL TELEVISION. Ryland W. Cray, Editor. Educational Television and Radio Center, 2320 Washtenaw Ave., Ann Arbor, Mich. 1957. 115 p. Apply.

Includes a summary statement and excerpts from research studies by Wilbur Schramm, Richard J. Evans, J. Stacy Adams, Irving Merrill, Stephen Withey, Kent Getger and Robert Skol.

DIRECTORY OF COLLEGE COURSES IN RADIO AND TELEVISION, 1957-58. By Gertrude G. Broderick. U. S. Dept. of Health, Education and Welfare, Washington 25, D. C. 1958. 44 p. Apply.

A mimeographed list of colleges reporting courses in radio and television, with special designation for those offering degrees in communications and the names of instructors in charge.

EMPIRE STATE FM SCHOOL OF THE AIR: Tenth Anniversary. Radio-Television Center, Syracuse U., Syracuse 10, N. Y. 1958. Apply.

Booklet describes the New York state broadcasting network. Additional information such as costs and programming may be secured from the Executive Secretary.

LIST OF EDUCATIONAL AM AND FM RADIO AND TELEVISION STATIONS BY STATE AND CITY, as of November 1957. Prepared by Gertrude G. Broderick. Office of Education, U. S. Dept. of Health, Education and Welfare, Washington 25, D. C. 1957. Apply.

The listing includes call letters, frequency and power, licensee, and name of general manager and/or program director.

MASS COMMUNICATION AND EDUCATION. Educational Policies Commission, National Education Assn. and American Assn. of School Administrators, 1201 16th St., N.W., Washington 6, D. C. 1958. 137 p. \$1.50.

The book is intended to serve as a guide to the educator in his thinking about, and study of, the field of mass communication.

TELEVISION IN EDUCATION. By Franklin Dunham and others. (U. S. Dept. of Health, Education and Welfare, Bulletin 1957, No. 21) Government Printing Office, Washington 25, D. C. 124 p. 55c.

An over-all view of television as applied to education.

TWO-WAY CLOSED CIRCUIT EDUCATIONAL TELEVISION. By John R. Martin. Case Institute of Technology, Cleveland, Ohio, 1957. (Nos. 948-1 and 948-2) Apply.

The first two of a series concerned with the exploration of areas where closed circuit television can be used to improve the quality of instruction.

TV AND OUR SCHOOL CRISIS. By Charles A. Stepmann. Dodd, Mead, 432 Fourth Ave., New York 16, 193 p. \$3.50.

Extensive use of educational television in the classroom and on the campus is strongly urged by an educator who incorporates the results of several surveys in his discussion.

ADVERTISING & SELLING

ADVERTISING AND MARKETING TO YOUNG PEOPLE. By Eugene Gilbert. Printers' Ink Books, Pleasantville, N. Y. 1957. 882 p. \$7.50.

Study of how advertising influences or is

influenced by young people; the part children of various ages play as consumers is emphasized.

ADVERTISING COPY, LAYOUT AND TYPOGRAPHY. By Hugh G. Wales, Dwight L. Gentry, and Max Wales. Ronald Press Co., 15 E. 26th St., New York 10. 1958. 491 p. \$7.50.

In stressing fundamentals and simplified procedures, this book should be of value to both the beginner and the veteran in advertising. It describes how closely copy, layout and typography are combined to achieve a single effect in the successful advertisement. There are separate chapters on the radio commercial and the television commercial.

AN AD MAN AD-LIBS ON TV. By Robert L. Foreman. Hastings House, Pub., 151 E. 50th St., New York 22. 1957. 173 p. \$4.50.

A collection of magazine articles based on the author's experiences in advertising and television.

MADISON AVE. U. S. A. By Martin Mayer. Harper, 49 E. 33rd St., New York 16. 1958. 332 p. \$4.95.

With wit and finesse, Mr. Mayer has written an uncommonly lucid story of advertising—how it is created, how it is placed, how it is researched and who does all the different jobs.

MAKING ADS PAY. By John Caples. Harper, 49 E. 33rd St., New York 16. 1957. 248 p. \$4.50.

Practical advice for copy writers, manufacturers, teachers and students of advertising. Considers writing headlines, story, and advertising copy, ad appeal, etc.

NEW TECHNIQUES IN MARKETING TECHNIQUES. By Harry Simmons. Prentice-Hall, Englewood Cliffs, N. J. 1958. 264 p. \$7.50.

Covers sales forecasting, advertising, sales promotion, direct mail, public relations, radio selling, and other current sales and marketing management techniques. Discusses the progress of television and automation.

SPOT TELEVISION ADVERTISING EXPENDITURES. Annual Report 1957. Issued by TVB, Television Bureau of Advertising, 444 Madison Ave., New York 22. 1958. 41 p. Apply.

Contains estimates of dollar expenditures, also product and service classifications.

STORY OF ADVERTISING. By James P. Wood. Ronald Press, 15 E. 26th St., New York 10. 1958. 512 p. \$6.50.

The growth of magazine and newspaper advertising in the U. S., rise of the advertising agency and the advent of radio are detailed and illustrated by Mr. Wood. The book is neither a critique nor a defense, but does highlight advertising's contributions during the two great wars. Six page bibliography.

TECHNICAL BOOKS

BOYS' BOOK OF RADIO, TELEVISION AND RADAR. Roy Publishers, 30 E. 74th St., New York 21. 1958. 143 p. \$3.

Scientific principles are explained for the young reader in this book of radio, television, radar, the electron, electronic eye, the use of television in industry. Over 130 diagrams, line drawings and photographic illustrations.

BOYS' SECOND BOOK OF RADIO AND ELECTRONICS. By Alfred P. Morgan. Scribner, 597 Fifth Ave., New York 17. 1957. 287 p. \$3.

Detailed description of radio parts and the construction of radio receivers, from a relatively simple set to a more complicated miniature home broadcasting station. Sections on transducers, transistors, and the method of making phonograph records are included.

CLOSED CIRCUIT TELEVISION SYSTEM PLANNING. By Morris A. Mayers and Rodney D. Chipp. John F. Rider, Pub., 116 W. 14th St., New York 11. 1957. 262 p. \$10.

Designed to answer all evaluation and planning problems in the use of closed circuit television. Stresses the systems aspects rather than equipment design.

ELECTRONICS FOR EVERYONE. By Monroe Upton. Rev. ed. Devin-Adair, 23 E. 26th St., New York 10. 1958. 370 p. \$6.

The subtitle: "the story of electricity in action; transistors, television, radio, radar, high fidelity, and other phases, what they are and how they work."

ELEMENTS OF COLOR IN PROFESSIONAL MOTION PICTURES. Prepared by a special committee of the Society of Motion Picture and Television Engineers, 55 W. 42nd St., New York 36. 1957. 104 p. \$3.50.

An explanation of the fundamentals and characteristics of color photography, films and processes. Also discusses color photography outdoors and in the studio, special visual effects and color television.

ELEMENTS OF MAGNETIC TAPE RECORDING. By N. M. Haynes. Prentice-Hall, Englewood Cliffs, N. J. 1957. 404 p. \$7.95.

Comprehensive compilation of technical information on magnetic tape recording and recording systems. With sections on apparatus and circuits and many diagrams and illustrations.

ESSENTIALS OF TELEVISION. By Morris Sturzberg, William Osterheld, and Elmo N. Voegtlin. McGraw-Hill, 330 W. 42nd St., New York 36. 1958. 687 p. \$8.50.

Of special value to television servicemen, this book is a useful reference for information on the theory of electronic circuits and vacuum tubes and their application in television receivers. The first two chapters present basic principles of television; other chapters describe various sections of receivers.

MICROWAVE PRINCIPLES. By Herbert J. Reich and others. Van Nostrand, Princeton, N. J. 1957. 436 p. \$8.75.

Planned for one-semester course at the advanced student level, the book is essentially an abridgement of "Microwave Theory and Techniques" from which the mathematical details have been eliminated. The sections on vector notation and methods have been rewritten, and problems and laboratory experiments have been added.

SOUND. By Dr. Alexander Efron. John F. Rider, Pub., 116 W. 14th St., New York 11. 1958. 69 p. \$1.25.

Another volume in "Basic Science Series" being issued for students, study-at-home group, and those interested in elementary data on scientific subjects. Book covers hearing, speech, and music, with discussion of the wave nature of sound. Illustrated.

TECHNIQUES OF MAGNETIC RECORDING. By Joel Tall. Macmillan Co., 60 Fifth Ave., New York 11. 1958. 472 p. \$7.95.

There is a foreword by Edward R. Murrow; and Chapter 7, Recording Sound in Nature, is by Peter Paul Kellogg. Theory, general principles of operation, and special techniques of recording sound on wire, tape, and film. Individual chapters by recording experts are devoted to use in medicine, education, public entertainment, and advertising.

TELEVISION IN SCIENCE AND INDUSTRY. By V. K. Zworykin, E. G. Ramberg, and L. E. Flory. John Wiley & Sons, 440 Fourth Ave., New York 16. 1958. 300 p. \$10.

The book explores the functions, present and potential, of closed circuit or industrial television. Various chapters, amply illustrated, outline the application of closed circuit tv in research, medicine, education, commerce, and many other fields.

TRANSISTOR CIRCUIT ENGINEERING. Edited by Richard F. Shea. John Wiley & Son, 440 Fourth Ave., New York 16. 1957. 468 p. \$12.

Written by eight staff members of General Electric, this work shows how transistor theory can be put to work in typical circuits. It provides necessary tools for doing actual circuit designs and developing usable circuits in all potential fields of application. In addition, the book provides data on the newest developments and their application in broad new fields.

TRANSISTOR MANUAL. Second edition. General Electric Co., Syracuse, New York. 1957. 112 p. 50c.

Contains expanded basic information on transistors and their use in electronic circuits. The application section of the manual has been tripled in size and the device circuit diagram section has been almost doubled. Available also from local GE transistor and tube distributors.

ULTRA HIGH FREQUENCY PERFORMANCE OF RECEIVING TUBES. By W. E. Bennam and I. A. Harris. McGraw-Hill, 330 W. 42nd St., New York 36. 1958. 173 p. \$6.50.

Presents theory of the conventional valve as a circuit element, with linear circuit analysis to be applied to the problem of valve amplifiers for small signals at ultra high frequencies and a simple detailed account of the electronic processes in a valve. The U.H.F. theory of the valve and transit time theory of thermionic devices are offered.

TECHNIQUES AND CAREERS

BEST TELEVISION PLAYS 1957. Edited by William J. Kaufman. Harcourt, Brace, 750 Third Ave., New York 16. 1957. 310 p. \$5.75.

This collection of winners of the Harcourt, Brace Awards has the complete scripts of "Requiem for a Heavyweight," "Cracker Money," "The Five-Dollar Bill," "The Trial of Poznan," "Survival," "Lee at Gettysburg," and "Thank You, Edmondo." Also has sections dealing with the television script market.

BEST TV HUMOR OF 1957. Edited by Irving Sattel. Ballantine Books, 101 Fifth Ave., New York 3. 1957. 176 p. 35c.

Scripts from thirteen popular television shows, including "The Steve Allen Show," "Private Secretary," and "Father Knows Best."

COMMERCIAL RADIO OPERATOR'S LICENSE GUIDE—Elements 1 and 2. By Martin Schwartz. American Electronics Co., 1203 Bryant Ave., New York. 1957. 47 p. 75c.

Sample FCC type practice exams are included.

HOW TO GET INTO TELEVISION. By Robert S. Solotaire. Sheridan House, 257 Fourth Ave., New York 10. 1957. 189 p. \$3.75.

Subtitled: A guide to careers in television advertising, management, writing, and acting. Describes the kind of jobs available, how to go about getting a job. Notes opportunities for women in television.

HOW TO WRITE TELEVISION COMEDY. By Irving Sattel. The Writer, Inc., 8 Arlington St., Boston 16, Mass. 1958. 228 p. \$4.

The editor has compiled a number of chapters on various aspects of comedy. Leading script writers tell how to write jokes, dramatic comedy, how to sell the finished product.

HOW YOU CAN BROADCAST RELIGION. Compiled by Clayton Griswold and Charles H. Schmitz. Edited by Lois J. Anderson. National Council of the Churches of Christ in the U.S.A., 297 4th Ave., New York. 1957. 128 p. \$2.

This book outlines types of formats for religious purposes; lists organizations that would be helpful in planning religious programs, and suggests how religious programs can meet the requirements of the broadcast media.

INDEX TO ONE-ACT PLAYS FOR STAGE, RADIO AND TELEVISION. By Hannah Loggasa. Fourth Supplement. 1948-1957. Faxon, 83 Francis St., Boston 15. 1958. 245 p. \$7.00.

Over 2,000 plays are included in this latest supplement, some in collections, and some published separately. Both U. S. and English publications are covered. Many of the plays are for children.

PLAYWRIGHT'S ART: Stage, radio, television, motion pictures. By Roger M. Busfield. Harper, 49 E. 33rd St., New York 16. 1958. 260 p. \$4.

Sound advice offered by a teacher of dramatic writing on such problems as the development of playwriting ability, finding dramatic material, creation of characters, plot construction, writing of dialogue. Exercises and projects, bibliography.

RADIO AMATEUR'S HANDBOOK. 35th edition. American Radio Relay League, 33 La Salle Rd., West Hartford 7, Conn. 1958. 582 p. \$6.

Annual review of latest developments in equipment and operation for amateurs.

RADIO OPERATOR'S LICENSE Q & A MANUAL. By Milton Kaufman. John F. Rider, Pub., 116 W. 14th St., New York 11. 1957. 720 p. \$6.60.

This is the sixth edition of the manual and includes all the latest question revisions, renumbering and deletions made by the FCC. Discussion of many of the questions has been amplified to supply the reader with maximum background information.

TECHNIQUE OF FILM AND TELEVISION MAKE-UP. By Vincent J-R Kehoe. Communication Arts Books, Hastings House, 151 E. 50th St., New York 22. 1958. 260 p. \$9.

The comprehensive treatment of make-up techniques for both color and black-and-white processes makes this book a valuable addition to the practitioner's library. Lavishly illustrated, clearly written and excellently annotated as to specific materials suggested for various jobs.

TELEVISION AND RADIO WRITING. By Stanley Field. Foreword by Franklin D. Houghton, Mifflin, 2 Park St., Boston 7. 1958. 559 p. \$5.

Suggestions for the novice television and radio script writer interested in writing non-dramatic continuity, drama, and special types of programs. Includes information on copy-right and marketing.

TELEVISION PLAYS FOR WRITERS. Edited by Abraham S. Burak. The Writer, Inc., 8 Arlington St., Boston 16. 1957. 402 p. \$5.

Eight dramas of various types which have been presented on television, with comments by the authors. Herbert Brodwin has written a foreword. Writers include Gore Vidal, Rod Serling, Tad Mosel, Horton Foote.

TELEVISION PRODUCTION. The Creative Techniques and Language of Tv Today. By Harry W. McMahan. Hastings House, Pub., 151 E. 50th St., New York 22. 1957. 231 p. \$7.50.

For everyone concerned with the television industry, this dictionary-type handbook interprets the working procedures of sixteen basic operations in television, from the scientific facts about tv image formation to advertising agency services.

Major trends, events

Note: These are brief references, grouped by subject matter, to a few of the major stories appearing in BROADCASTING magazine from mid-1957 to mid-1958. Dates in parentheses refer to issue dates of the magazine.

Advertising: What public really thinks of it (4/25/58).

Advertiser-Agency Relations: Account changes in 1957 (12/30/57); how Max Factor picked an agency (5/12/58); ANA's report (6/2/58); Frey Report—previewed (11/1/57), extolled (12/2/57), commented upon (12/9/57), appraised (2/24/58), analyzed and conclusions condensed (3/3/58).

Who owns an idea when an account changes agencies? Warwick & Legler enjoyed Schick (10/28/57); Schick called idea public domain (11/4/57); case continued (1/13/58); permanent injunction passed against Schick (5/19/58); Schick motion to reopen case denied (8/12/58).

Advertiser-Broadcaster Relations: ANA campaigns against firm 52-week tv contracts (8/19/57); Bowman Gray of R. J. Reynolds and Revlon's George Abrams recite advertiser's worries (9/30/57); tv prices debated (1/13/58); Lever's Sam Thrum says 52-week contracts must go (2/3/58); NBC finds tv not overpriced (2/19/58).

Spot tv program plan developed by SRA Chicago (6/16/58); studied by Burnett and Kellogg (6/23/58); accepted by Kellogg, which will shift \$7 million from ABC-TV (6/30/58).

Three-shilling plan for General Foods-Bristol-Myers feared (7/29/57); won SRA approval (8/26/57); explained (1/20/58).

Triple-spotting: Benton & Bowles' Lee Rich proposed control (11/11/57); ANA denounced (5/26/58); NAB TV Code Review Board reviewed (6/16/58); extent shown (6/23/58); Wade ruled out for its clients (6/30/58).

Allocations: Got much attention, few decisions. Some noteworthy developments: Military needs threaten to take ch. 2-6 from broadcasting (8/12/57). Manufacturers and broadcasters urge sweeping spectrum study (9/16/57); FCC starts review of 25-890 mc (11/11/57). Conflict between FCC and Airspace Panel rules blocks proposals for vhf drop-ins (1/13/58). FCC Comr. Craven proposes consolidation of tv broadcast band (6/2/58, 6/9/58, 6/23/58) and ABC asks FCC to add a third vht station to 14 major markets (6/16/58).

Audience: Aside from ratings (see listing under that heading), radio and tv audience trends were reported in the following articles, among others: Radio—Peters, Griffin, Woodward reports on nighttime radio (7/1/57); so does NBC Spot Sales (12/16/57); Christal-Politz study shows who listens, when and where (2/24/58). Television—TvB reports on the network tv audience (7/1/57); Katz Agency study claims spot tv delivers more for less (7/1/57); NBC finds nighttime viewing up (10/21/57); John P. Cunningham, president of Cunningham & Walsh, warns that the "home-factor" is sapping tv's strength (11/4/57); U.S. TV Census analyzes tv households by types, classes and areas (11/4/57); C & W's 10th annual videotown report shows tv accepted as a routine part of life, shorn of its former novelty and excitement (12/9/57); TvB finds network tv audiences at an all-time high (1/4/58) and Nielsen data shows tv responsible for rises in radio-tv use at home (2/24/58).

Barrow Report: (So-called because it was produced by the special FCC Network Study Staff headed by Roscoe L. Barrow, dean of the U. of Cincinnati Law School) Recommended putting networks under direct FCC regulation, outlawing option time and must-buy practices and other changes in network operation (10/7/57). Richard A. Moore, president of KTTV (TV) Los Angeles, who first proposed the reforms included in the Barrow Report, and congressional leaders endorse the report (10/14/57); Dept. of Justice awaits FCC action (11/11/57); CBS executives attack it (11/18/57, 11/25/57); Barrow replies (12/2/57); Station representative Ed Petry defends option time as FCC asks for comments (1/6/58), sets hearing (1/13/58); Broadcasters deny Barrow conclusions (1/20/58, 2/17/58, 3/3/58, 3/10/58, 3/17/58, 3/24/58, 4/14/58); Station Representatives Assn. opposes network sales representation of non-owned stations (5/26/58); Dept. of Justice calls option time, must-buy illegal (6/9/58). Networks oppose Bricker bill to put them under FCC regulation (6/9/58). Preceding Barrow report, staff report of Senate Commerce Committee, made similar recommendations (7/1/57).

Barter: Became vogue (7/15/57); radio as well as tv (8/12/57); value seen as depending on advertiser's need (10/7/57); ANA survey found little used (1/6/58); debated (1/27/58).

Commercials: Live or film? BROADCASTING surveys agency preferences (6/23/58); package seen as backbone of tv commercial by designer Jim Nash (11/4/57).

Commercials used by broadcast advertisers as described in BROADCASTING, included these:

Radio: Automotive—Cadillac (9/2/57), Dodge (10/14/57), Ford (10/14/57); Beverages—Budweiser (10/14/57), Gluek (6/30/58), Hoffman (10/14/57); Confections—Beechnut Gum (10/14/57); Foods—Pepperidge Farm (bakery) (10/14/57), Nucoa (7/29/57); Gas & Oil—Texaco (10/14/57); Toiletries—Coty (11/4/57), Pepsodent (10/14/57); Tobacco—Dutch Masters (10/14/57), Hit Parade (10/14/57), Marlboro (10/14/57), Winston (10/14/57).

Television: Agricultural—American Cyanamid (1/20/58); Appliances & Accessories—Atlas (water softener) (9/9/57), Delco batteries (11/18/57), Utility Appliance Corp. (12/23/57); Automotive—Chevrolet (5/26/58), Dodge (11/11/57), Edsel (11/18/57), Ford (11/18/57), Pontiac (12/23/57, 2/17/58); Beverages—Ballantine (8/5/57), Budweiser (12/16/57), Coca-Cola (1/13/58), Heidelberg (6/2/58), Pabst (9/30/57), Pepsi-Cola (5/3/58); Foods—American Dairy Assn. (1/6/58), Breast O' Chicken Tuna (1/13/58), Hi-Pro (cereal) (5/26/58); Soaps & Toiletries—Avon (1/6/58), Chiffon (10/14/57), Coty (10/14/57), Dush (8/19/57); Travel—Greyhound (8/5/57), Western Airlines (11/11/57); Miscellaneous—AT&T (Yellow Pages) (4/21/58), Chemstrand (nylon) (5/19/58), Dreyfus Fund (mutual fund) (9/16/57), Prestone (anti-freeze) (9/16/57), Prudential Insurance (12/2/57), Sergeant's (dog care products) (6/9/58), Spratts Dog Food (5/12/58), Union Carbide (Institutional) (1/13/58).

Community Antenna Services: First seen as a boon to tv, by extending program coverage into otherwise inaccessible communities, community antenna operations are now viewed as competitors of broadcasters, operating without regulation to block entry of tv stations into CATV markets. FCC says it lacks authority to regulate CATV (4/7/58); BROADCASTING publishes special report (5/12/58); FCC asks questions (5/26/58); Gov. Johnson blasts FCC for inaction as western broadcasters petition FCC to take authority (6/2/58); FCC urged to get authority from Congress (6/9/58); CATV operators defend themselves (6/16/58, 6/30/58); NAB to support test legislation vs. CATV (6/23/58); Stations tell FCC of CATV troubles (6/30/58).

Conelrad: Converted to storm-warning duty (12/9/57, 12/16/57); progress report (6/23/58).

Congressmen in Radio-TV: Itemized list of radio-tv station interests of Senators and Representatives (4/14/58).

Copyright: Sen. George Smathers (D-Fla.) introduces bill to divest broadcast licensees from ownership of music publishing or recording firms or music licensing agencies (BMI) (8/26/57, 9/2/57); Illinois Broadcasters Assn. deplors bill (10/7/57); to be heard by Senate Commerce Committee (1/27/58, 3/10/58); hearing begins (3/17/58); continues (3/24/58, 4/14/58, 4/21/58, 5/12/58, 5/26/58).

BROADCASTING publishes "ASCAP's War on BMI," an editorial (9/9/57); Bing Crosby blames BMI for degrading American music (7/1/57); House Small Business Committee hears ASCAP and BMI attacked and defended (3/17/58, 3/24/58); sends ASCAP file to Dept. of Justice (5/12/58).

ASCAP tv contract tentatively set (12/23/57); stations favor terms (12/30/57); sign new contracts (1/27/58); radio stations prepare for negotiations with ASCAP (5/5/58); elect a negotiating committee (7/14/58).

BMI, networks, other defendants seek dismissal of \$150 million songwriters' suit, pending for four years (3/31/58).

Courtroom Access: Broadcasters last year continued to fight against Canon 35 of American Bar Assn., barring cameras and microphones from courtrooms. Major events in the struggle were: KCMC-TV Texarkana, Tex., covers murder trial with film (7/15/57); John Daly tells ABA facts of broadcast coverage (7/22/57); Charles Shaw (WCAU-AM-TV Philadelphia) says broadcasters must gain access to courts (9/23/57); Judge Pringle praises KOA-TV Denver trial coverage (10/14/57); American Bar Association committee recommends retention of Canon 35; NAB, Radio-TV News Directors Assn., American Society of Newspaper Editors protest ABA report (11/4/57); so does Radio-TV-Newsreel-Working Press Assn.; Colorado Judge Moore tells ABA to wake up and live in 20th Century; WHAS-AM-TV Louisville gives year-long news-in-depth robbery coverage (11/11/57); Wisconsin Judges question Canon 35 (1/20/58); ABA postpones action on Canon 35 until August convention (3/3/58); Judge Blair praises courtroom manners of KOMU-TV Columbia, Mo. (4/14/58); Illinois judges like Canon 35 (5/19/58); Oklahoma appeals court spurns Canon 35, upholds radio-tv right to enter courtrooms (9/8/58).

Daytime Broadcasters: Block Senate ratification of 1950 NARBA and Mexican radio treaties as endangering their quest for longer hours of operation (7/15/57, 8/19/57); Senate blasts FCC for lack of action on daytime problems (9/16/57); FCC Comr. Lee asks daytimers to drop opposition (12/9/57); FCC asks for comments on daytimers bid for longer hours (12/23/57); comments forecast battle (5/26/58).

Other radio allocations stories included: Local stations say FCC plan to increase their power from 250 w to 1 kw is not enough (12/9/57); FCC proposal to duplicate half of 24 Class 1-A clear channel frequencies (4/21/58) is opposed by 1-B and regional stations (6/16/58).

Editorializing: Urged by Gov. Robert D. Holmes of Oregon (10/21/57), at WBC program

clinic (3/10/58) and NAB convention (5/5/58); hits headlines (5/26/58).

Education: Tv helps build child character, association declared (9/9/57); educational television after five years—a BROADCASTING special report (11/11/57); California Commission commended radio (11/18/57); Ford Foundation gave ETV \$2.5 million in 1957 (1/13/58); "patron" plan for ETV (2/10/58); WOR-TV's daytime education plan (3/17/58); Senate hearings on ETV subsidy (4/28/58) won approval (6/2/58); New York ETV broke (3/26/58); Ford to the rescue (6/2/58).

Facts and Figures: Tv station week breakdown by programming and hours (7/29/57); FCC report on 1956 revenue for tv (8/26/57, 9/23/57, 2/17/58), for radio (1/6/58); radio income to hit \$794 million in 1965 (10/7/57); Commerce Dept. report on U.S. incomes, 1955-56 (10/14/57); top 50 radio-tv agencies and 1957 billings (11/25/57); 1957 time sales and where the money went (2/24/58); set sales for 1957 (2/10/58); spot tv's 1957 billings (3/3/58), top 100 clients (3/17/58); top tv network clients and for network-spot combined (3/31/58).

Federal Communications Commission: It got a new chairman, John C. Doerfer (7/1/57), two new commissioners, Frederick W. Ford (7/8/57, 9/2/57) and John S. Cross (3/17/58, 3/31/58, 5/19/58); lost one member, Richard A. Mack, resigned (3/10/58) as result of charges made by House Legislative Oversight Subcommittee (see separate listing) during investigation of FCC, which itself stirred up broadcasters with its special staff report of network activities (see Barrow Report).

Film: Continued to grow in importance as a source of programming for tv (7/29/57); with all kinds of advertisers sponsoring all types of filmed programs (9/2/57). Films on tv seen as keeping people away from movie theatres (2/3/58). Economics of tv film syndication analyzed (5/5/58). How a pilot was made (5/12/58). A primer of film commercials (5/19/58). Filming a series in Africa (6/2/58). Sale of post-'48 movies to tv was hotly debated: Screen Producers Guild opposed as United Artists planned sale (12/16/57); guilds protested sale by Republic to NBC (1/27/58); UA curbs plans as Paramount's Balaban urges no sale (2/17/58); Screen Directors Guild asked 25% of proceeds (2/17/58), settled for right to hold individual negotiations on sales (7/7/58).

Films vs. Live: Live tv's the best, David Susskind declared (12/30/57); film's good too, responded Leslie Harris (1/13/58).

House Legislative Oversight Subcommittee: To investigate all government regulatory agencies, picks FCC as first target (7/8/57); asks NAB, networks and others for all records of communications with FCC (10/14/57); FCC says what ground it would like to have committee cover (10/21/57). Committee Chairman Morgan Moulder promises not to change FCC decisions (10/28/57). FCC agrees to answer questions on gitts (12/23/57), committee sets course of hearing (1/20/58). Committee Counsel Bernard Schwartz accuses FCC of skulduggery (1/27/58). FCC Chairman Doerfer is grilled about travel expenses (2/3/58). FCC Commissioner Mack denies charges of selling his vote in ch. 10 Miami case (2/10/58, 2/17/58, 2/24/58, 3/3/58), but resigns (3/10/58) while committee drops Schwartz and Rep. Oren Harris, chairman of House Commerce Committee, takes over subcommittee chairmanship from Rep. Moulder (2/17/58); Committee continues review of ch. 10 case (3/17/58, 3/24/58); gets new chief counsel, Robert W. Lishman (3/31/58); indicts FCC behavior in interim report (4/7/58) which arouses limited reaction (4/14/58). Rep. Harris introduces bill (H.R. 1886) to require FCC to adopt a code of ethics (4/21/58). Committee attacks FCC policies on patents (4/28/58) and on license transfers (5/19/58); FCC defends patent practices (5/19/58). Committee looks at ch. 2 Springfield, Ill., grant (5/26/58) and at a grant for ch. 5 Boston (6/9/58, 6/16/58), where FCC is overshadowed by Adams-Goldfine relationship (6/23/58).

Following committee disclosures, U. S. Court of Appeals remands ch. 10 Miami case to FCC for further consideration (4/21/58); FCC asks for clarification of order (4/28/58); court replies for FCC to set its own procedure (5/19/58); FCC instructs staff to draft hearing order (5/26/58); selects Judge Stern as hearing examiner (6/23/58); he sets hearing for Sept. 8 (6/30/58). Dept. of Justice will sit in on hearing (6/2/58, 6/9/58).

In-Store Promotions: by stations attacked in FTC examiner's recommendation (10/28/57); argument (4/14/58); FTC found plans discriminatory (5/26/58); NBC revamped "Chain Lighting" plan to comply (6/30/58).

International: Tv booming in Japan (9/2/57); Siam radio modeled on U.S. (10/21/57); British commercial tv's first two years (12/2/57). Income doubles from 1956 to 1957 (3/31/58).

Investigations: High cost of being investigated—a BROADCASTING special report (3/31/58); Dept. of Justice (3/3/58, 4/14/58) (See also Barrow Report, House Legislative Oversight Subcommittee).

Junkets: Are they worth it? Time-buyers said yes (8/26/57).

Labor Relations: Status and outlook of radio and tv labor relations summarized (2/24/58).

American Federation of Musicians had its veteran president, James C. Petrillo, resign (5/19/58) and elected Herman D. Kenin to succeed him (6/9/58); defended itself against suits brought by rebellious Hollywood musi-

clans to alter AFM's trust fund policies (8/5/57, 11/11/57, 1/12/58); struck against motion picture producers (2/14/58, 3/3/58, 3/10/58); was challenged by a new musicians union, Musicians Guild of America (3/31/58), which asked for NLRB election by musicians employed by major motion picture producers (5/12/58, 5/26/58, 6/16/58) and won it (7/14/58); reduced trust fund requirements in deals with Revue (6-16-58) and Desilu (6/30/58).

American Federation of Television & Radio Artists was charged with illegal boycott in connection with its strike against WCKY Cincinnati (11/18/57, 11/25/57, 1/6/58; disrupted VTR jurisdiction with SAG (See Videotape); struck against WINS New York (6/23/58).

International Brotherhood of Electrical Workers dispute with CBS over blackout of a New York CBS-TV program (11/11/57) found NLRB siding with CBS (12/2/57); struck CBS radio and tv networks (4/14/58, 4/21/58); respected AFTRA picket line at WINS New York (6/23/58).

National Assn. of Broadcast Employees and Technicians struck against KVOO Tulsa (10-14-57); dispute with RTDC caught NBC in the middle (11/11/57); AFL-CIO President Meany agreed to arbitrate (11/18/57) and decided in favor of RTDC (12/2/57); threatened to strike ABC, NBC (2/3/58), but finally negotiated new contracts without work stoppage (5/19/58).

Screen Actors Guild asked scale boosts of up to 100% for work on tv film commercials (1/20/58); negotiated with producers (3/10/58, 3/17/58); agreed on new contract (3/21/58).

Screen Directors Guild began negotiations for new contracts with producers of theatrical and tv films (2/17/58), resumed them after nearly resorting to a strike (5/12/58); signed new agreements (7/7/58).

Medical Advertising: Called distorted on tv (1/27/58); "white coat" commercials condemned by AMA (5/26/58), outlawed by NAB TV Code Review Board (6/23/58).

Music: How disc jockeys select it (3/17/58). Top 40 programming attacked by Ernest Hodges of Guild, Bascom & Bonfigli (4/14/58); defended by Adam Young (6/2/58); disliked by timebuyers, according to NBC survey (6/30/58), which was called biased by station operators and representatives (7/7/58).

NAB 1958 Convention: Program and papers (4/21/58); preview (4/28/58); reported in full (5/5/58); what broadcasters thought of it (5/5/58, 5/12/58).

News: Must be kept free from censorship (7/8/57); little influenced by advertising (7-15/57); farmers depend on radio-tv for it (12/9/57); stations find it profitable (2/24/58); broadcast media get it to public first (3/17/58).

Networks: NBC President Robert Sarnoff explains how NBC charts the course of its radio and tv networks (9/9/57).

Television Networks: Schedules for 1957-58—evening (8/12/57)—daytime (9/16/57); were linked with Cuba (8/19/57); had summer schedules heavy on reruns (4/7/58); adjusted rates (4/21/58); were accused of going sterile (5/26/58). ABC-TV set its goal as evening leadership by April 1958 (11/25/57). CBS-TV divided into stations and network divisions (3/17/58); eased daytime rates (4/21/58).

Radio Networks were seen as on the upgrade by their presidents and by BBDO's director of network radio (12/2/57).

American Broadcasting Network's new look was explained by President Robert Fastman (9/16/57); ARN presented "All-American Package" programming (11/11/57); switched to record shows (1/27/58); modified live program ban (2/3/58); explored press association plan (3/10/58); was tempted to go out of business (8/17/58); James Riddell was made executive vice president of ABC-TV and ARN and ARN reorganized (3/24/58); Eastman resigned (3/31/58); Edward DeGray came in as ARN became ABC Radio (4/7/58).

CBS Radio Network had increased income for first time since 1950 (11/11/57).

Mutual Broadcasting System Considered shutdown (7/15/57) or sale (7/22/57); was sold (7/29/57) and reorganized (8/5/57, 8/19/57); planned an fm network (12/30/57); eliminated bonus stations (1/27/58); formed East Coast auto network (2/3/58); shook up top executives (3/3/58); reassured affiliates (3-10/58); changed its operating head (6/9/58); was sold again (9/15/58).

NBC radio vice president Matthew Culligan saw it as a critical time for network radio (8/5/57); NBC Radio got a new rate structure (9/9/57); increased station compensation (10-28/57); increased sales for year (1/13/58).

Newspaper Strikes: Created special demands on broadcasters in Boston (9/2/57, 9/9/57) and Philadelphia (6/9/58).

Parodies: Feared endangered by Supreme Court ruling in Jack Benny "Gaslight" case (3-24/58).

Ratings: Were used and misused, "cussed and discussed," with more vehemence than understanding by their users, more competitive arguments than education by their makers. Worth recalling: ARB's introduction of Arbitron, instant rating service (12/23/57); J. Walter Thompson's primer on ratings (3/10/58); NRC's survey of what timebuyers think about ratings (3/24/58); Revlon Vice President

George Abram's proposal for a single uniform audience measurement and its chilly reception (3/31/58); the testimony of rating service principals to the Senate Commerce Committee (6/30/58).

Recession: How stations combated it (3/24/58, 3/31/58, 4/7/58, 4/28/58).

Sec. 315 of the Communications Act, forbidding broadcasters to censor political remarks despite their legal liability for those remarks in many states and demanding they give equal time to opposing candidates, continued to cause headaches. One, a \$100,000 libel suit against WDAY-TV Fargo, was assuaged when the North Dakota Supreme Court held the station not liable (4/7/58). WDSU-AM-FM-TV sought to avoid another hassle by asking FCC to clarify two troublesome points (6/23/58).

Stereophonic broadcasts became more numerous, more popular as manufacturers of hi-fi equipment added stereo tapes, records and reproducers. Some stereo highlights were: American Airlines tested stereo in its "Music to Dawn" broadcasts (7/1/57); Southern California has tv-am and fm-fm stereo as well as am-fm (12/23/57); semantics enter stereo competition (4/21/58); manufacturers go all-out with stereo apparatus (6/9/58).

Subliminal advertising, presented in bursts too short to be consciously observed but supposedly making an impression on the viewer's subconscious, hit Madison Ave. last fall (9-16/57, 9/30/57), alarming Congress (11/11/57) and the NAB TV Code Review Board (11/18/57); stations began experimenting (11/25/57); BROADCASTING made a special report (12-2/57); Donahue & Co.'s Walter Weir commented (12/18/57); the Vicary system was shown to government officials in Washington and the Precon system to advertisers and agencies in Los Angeles (1/20/58) where KTLA (TV) made arrangements to install Precon equipment (1/27/58), later postponing project indefinitely (3/17/58).

Subscription Television: Made news in Bartlesville, Okla., where an in-home program service of theatrical motion pictures was offered via closed-circuit on a monthly rental basis (9/9/57), got 500 subscribers (10/28/57), was surveyed by Sen. William Langer (R-N.D.) (11/4/57, 11/18/57, 12/9/57), lost its manager (12/23/57), lost money (2/10/58), reduced its fee (2/17/58) and picked up subscribers (3/10/58), but losses continued to mount (5/12/58) and the experiment was halted (5/26/58).

In Los Angeles, Skiatron's application for a city franchise to install a closed circuit pay tv system (7/1/57) was heard by the public utilities board (7/8/57) and the City Council (7/15/57), whose decision to offer non-exclusive citywide franchises drew an application from International Telemeter (7/22/57) and opposition from Tele Movie Development, which proposed a plan of small integrated community systems (7/29/57); Harriscopie also applied for an L.A. franchise (8/5/57) and hearings continued (8/12/57, 9/2/57, 9/9/57, 10/7/57), until three non-exclusive franchises were issued and the companies asked to submit \$100,000 performance bonds (10/21/57, 10/28/57). Citizens Committee started collecting signatures to force a public referendum (11/8/57); city accepted bonds from Skiatron and Telemeter (12/16/57) and legal formalities were over (12/23/57), but petitions were filed (1/27/58) and pay tv forced to referendum (2/17/58); companies decided to pull out franchises rather than continue fight (3/3/58); city cancelled grants (3/10/58).

Government also kept an eye on pay tv. New York City Council President Abe Stark denounced the Brooklyn Dodgers plan to move west with a toll tv deal (7/1/57); Rep Emanuel Celler (D-N.Y.) warned the FCC not to act on pay tv without Congressional authority (7/15/57) and his committee heard testimony on the subject (7/22/57); Sen. Charles E. Potter (R-Mich.) attacked toll tv (8/26/57); as did Sen Strom Thurmond (D-S.C.) (9/2/57); Sen. Carl T. Curtis (R-Neb.) asked for hearings on control of wired tv (9/9/57); state regulation was pondered (9/16/57); FCC revealed plans to accept applications for toll tv tests in March 1958 (9/23/57) and gave specifications for applicants (10/21/57); WSPS (TV) Philadelphia is first to file (12/30/57); House Commerce Committee set hearings (12/30/57, 1/6/58, 1/13/58); proponents testified (1/20/58) and network heads opposed (1/27/58); FCC was told to hold up action until Congress acts first (2/10/58); FCC hesitated (2/17/58); Senate Commerce Committee approved Thurmond resolution telling FCC not to act without Congressional blessing (2/24/58); Rep. Oren Harris (D-Ark.) warned FCC not to approve toll tv after Congress adjournment (4/14/58); FCC still undecided (6/16/58).

Among unions, AFTRA adopted an anti-toll tv resolution (8/5/57); Writers Guild asked 10% of proceeds from sale of films to toll tv (10/14/57). Pro football head preferred free tv (7/29/57); NBC President Robert Sarnoff said that networks would have to get into toll tv if it comes (10/28/57); ABC opposed it (11/4/58) and public (11/18/57) and Theatre Owners of America (11/25/57) and American Citizens Tv Committee (12/2/57) and NAB (12/16/57). Various systems were demonstrated to New York advertisers and agencies

(7/1/57) and others (8/19/57, 9/2/57); to NCAA (2/3/58). Selectivision was announced (11/25/57), scheduled for trial operation (1/13/58) and charged with fraud (3/17/58). Skiatron signed Sol Hurok as head of cultural entertainment (12/16/57). Photographic Analysis proposed plan to use power lines (2/3/58). WERE Cleveland suggested a subscription service for radio as well as tv (4/14/58).

Success Stories from satisfied users of the broadcast media included:

Radio: Automotive—Luby Chevrolet (dealer) (12/2/57); Sinclair (gas & oil) (10/14/57); Beverages—Budweiser (10/14/57), No-Cold (10/14/57), Pepsi-Cola (10/7/57), Rheingold (8/19/57), Tea Council (3/3/58); Drugs & Toiletries—Grove Labs (10/14/57), Shulton (7/8/57); Financial—Bach (8/9/57), Mid-America National Bank (8/5/57), Seaboard Finance (7/22/57), Talman Federal Savings & Loan (12/2/57), Universal CIT Credit (10/14/57); Foods—Best Foods (10/14/57), Bimbo's Drive-In (restaurant) (9/9/57), Frish (restaurant) (12/2/57), Kitchens of Sara Lee (bakeries) (10/7/57), Red Owl Supermarket (10-7/57); Musical—Gough Industries (hi-fi) (12/2/57); Tobacco—Philip Morris (10/14/57); Miscellaneous—Bamlini Fertilizer (7/22/57), Bekins Van & Storage (12/23/57), Cook County Mobile Homes (3/24/58), Farmland (farm equipment) (9/9/57), Ice Capades (6/2/58), Lehigh Lumber (8/5/57), Short Run Stamping (9/9/57), Soffo Paint (12/2/57), Tampa Tribune (9/9/57), Trans World Airlines (10/14/57), Whitman (candy) (10/14/57); Retail Stores—W. T. Grant (9/9/57, 10/7/57), McAlpin (12-2/57), retail shopping district pre-Christmas promotions in Duluth and Seattle (12/16/57), Spiegel's Carpet & Linoleum Co. (9/9/57), Wayside Country Store (8/5/57).

Television: Automotive—Belcher Buick (dealer) (10/7/57), Dodge (10/28/57), Right Motors (dealer) (9/9/57); Beverages—Tea Council (10/7/57, 3/3/58), Delaware Punch (8/5/57); Financial—McDonald, Holman & Co. (8/5/57), Talman Federal Savings & Loan (12/2/57); Foods—Hough Bakeries (8/5/57), Kitchens of Sara Lee (10/7/57), Ralston Purina (1/20/58); Furniture & Appliances—Riviera (2/16/58), Utility (12/23/57), Waldheim's Furniture Store (11/1/57); Soaps & Toiletries—Lestoil (11/4/57), Shulton (7/8/57); Miscellaneous—Galaban & Katz (movie theatres) (9/9/57), Ice Capades (6/2/58), McCullough's Chain Saws (12/2/57), Myron McIntosh (real estate) (10/7/57), Pacific Gas & Electric (6/16/58), Ron's Cleaners (8/6/57), Tampa Tribune (9/9/57), U. S. Steel (1/20/58).

Talent Agents: A BROADCASTING special report (10/21/58); investigated by Dept. of Justice (3/3/58, 4/14/58).

Tall Towers reared their high heads when FCC proposed rule making on antenna farms (11/25/57). Assn. of FCC Consulting Engineers asked for a year's delay (2/3/58); so did NAB (2/17/58); AFCEE and Federal Communications Bar Assn. initiated a joint study of tall tower locations (5/12/58) and the FCC put the matter off until June 1959 (6/9/58).

Tax write-offs on network affiliation, local and spot advertising contracts, denied in Westinghouse-WPTZ ruling (8/26/57), text (9/2/57).

Tax on Advertising proposed by Baltimore (11/11/57); adopted (11/18/57); faces court test (11/25/57); stations file suits (12/2/57); St. Louis considers similar action (12/2/57); so does Virginia (12/23/57); Van Sant condemns (12/23/57); Idea spreads (12/30/57); media groups oppose (1/6/58); Baltimore tax limited to local advertising (2/3/58) and to 1958 as Maryland acts to stop any future advertising taxes in state (2/17/58, 3/10/58); court finds tax unconstitutional (7/14/58). Internal Revenue Service plan to tax co-op advertising meets opposition (6/2/58).

Ultra High Frequency tv stations had their troubles last year as in previous years, received consideration and sympathy but little relief. Attempts to help included: Bills in both Senate and House to lift 10% excise taxes from all-channel receivers (8/5/57); proposal to delimit New England with varied reactions (11/11/57); Assn. of Maximum Service Telecasters urges FCC to wait for report of Television Allocations Study Organization before disrupting present station assignments (11/25/57); broadcasters also urge delay (12-2/57); NBC decision to drop its uhf station WBCF (TV) Buffalo spurs FCC to reappraise situation (6/16/58).

Videotape Recording: Moved into color with RCA's demonstration (10/28/57, 1/20/58) and NBC's announcement that it would begin taping color programs in the spring (11/11/57) and the first RCA color VTR unit for local use was sold to WBTW (TV) Charlotte. VTR moved into stations as Ampex started delivery of production units, the first to KING-TV Seattle (11/25/57) and promised to fill all orders by April (12/9/57). Howard Meighan left CBS to form VTR commercial companies (3/31/58). Networks prepared to tape programs to solve daylight time problems (4/7-58). Screen Actors Guild and AFTRA got into tape jurisdictional quibble (4/14/58, 5/12/58, 5/26/58, 6/16/58, 6/23/58, 6/30/58). Tape, both monochrome and color, was highspot of NAB convention (5/3/58).

Voice of America: A BROADCASTING special report (1/6/58).

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