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Part Two Of

SPONSOR

16 MAY 1955

Second-class mail privileges authorized at Baltimore, Md.

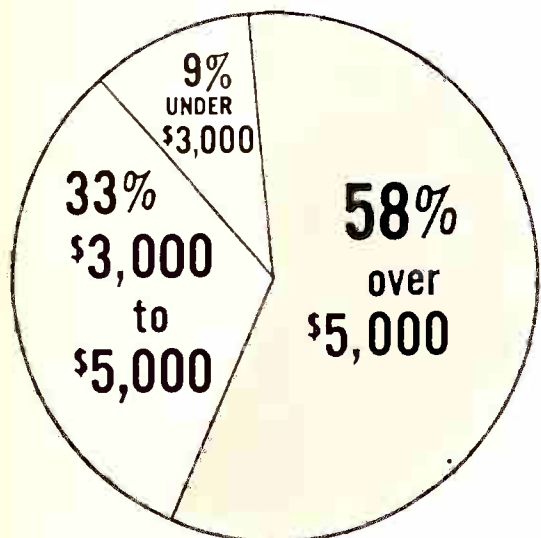
buyers' guide

to radio and tv station programming

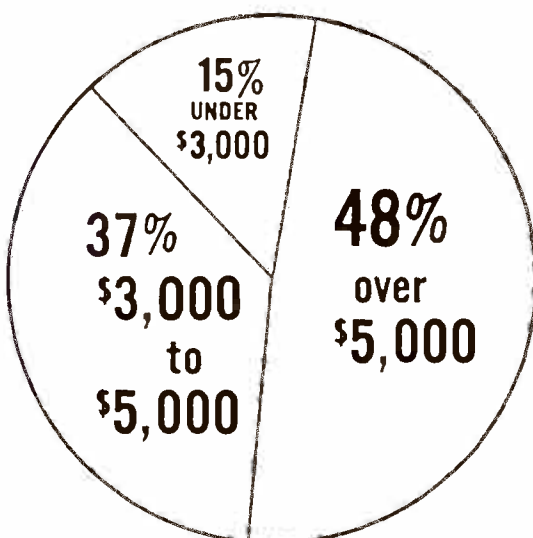
PUBLISHED BY SPONSOR SERVICES INC.

PRESTIGE?

58% of W-I-T-H's audience have incomes of \$5,000 or more!



W-I-T-H's audience by income groups



Audience of Network Station A by income groups

Just about everybody in the business knows that WITH has the biggest listening audience in Baltimore City and Baltimore County. They know, too, that WITH provides the lowest cost-per-thousand listeners of any station in town.

But there's a lot of talk about the quality of this audience. The A. C. Nielsen Company has recently made a survey which shows the composition of the listening audience for WITH and the other Baltimore station. The other station is a powerful network outlet.

The upper group—families with incomes of \$5,000 a year or more—make up 58% of the total WITH audience. Only 48% of the network's audience is in this group. In the middle group—incomes from 3 to 5 thousand dollars a year—WITH has 33%, the network 37%. In the lower group—under \$3,000 a year—WITH has 9%, the network 15%.

So don't worry about "prestige" when you're buying radio time in Baltimore. WITH gives you all the "prestige" you need. Ask your Forjoe man!

—in Baltimore

WITH



TOM TINSLEY, President

REPRESENTED BY FORJOE & CO.

RADIO

1. MASTER DIRECTORY
Local Programming Profiles of 2172 U. S. and Canadian commercial radio stations.

2. CATEGORY DIRECTORIES
Individual listings of stations catering to such special audiences as:

- | | |
|------------|-----------|
| CONCERT | MEXICAN |
| FARM | NEGRO |
| FOLK MUSIC | POP MUSIC |
| FOREIGN | RELIGIOUS |

TELEVISION

3. MASTER DIRECTORY
Local Programming Profiles of 381 U. S. and Canadian commercial TV stations.

4. CATEGORY DIRECTORIES
Individual listings for:

- FARM SERVICE
- FEATURE FILM
- HOMEMAKING
- SPECIAL APPEALS
- SPORTS COVERAGE
- STUDIO FACILITIES
- SLIDE SPECIFICATIONS

THE SYRACUSE INSIDE STORY*

		1953	1954	Increase
TOTAL RADIO	4:00	5.9	8.7	47.5% +
	4:30	6.3	9.8	56.6% +
LISTENING!	5:00	6.6	12.3	86.4% +
	5:30	9.8	14.9	62.2% +
(46% INCREASE	6:00	12.8	18.1	41.4% +
	6:30	11.0	15.2	38.2% +
IN ONE YEAR!)	7:00	9.7	11.1	12.7% +
	7:30 - 8:00 p.m.	7.7	11.9	54.5% +

* WINTER
1954 - 55

- POPULATION • LABOR FORCE
- AUTOMOBILES • BUSINESS FIRMS
- MONTHLY SALES COMPARISONS

- INDUSTRIAL WORK HOURS
- SALES ESTIMATES

- TELEPHONES

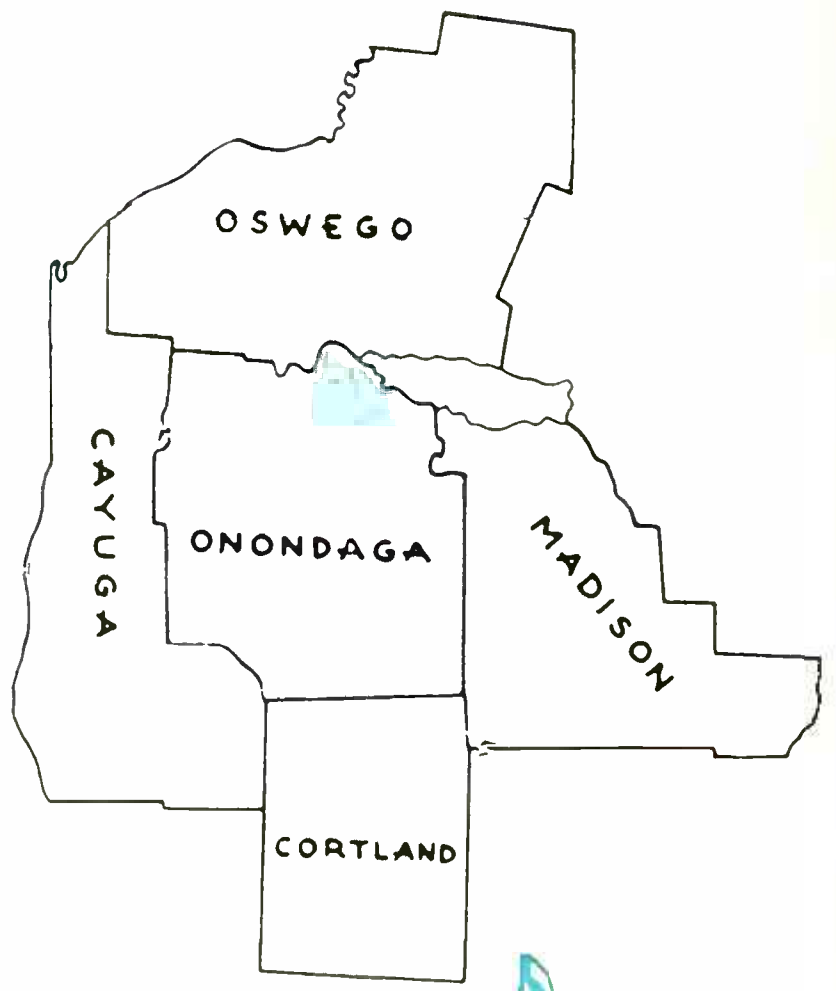
- HOOPER DATA
 - HOME LISTENING
 - AUTO LISTENING
 - STORE LISTENING
 - 4 YEAR TRENDS
 - 8 YEAR AUDIENCE TREND
 - T.V. OPERATING HOURS
 - 4 YEAR SETS-IN-USE
 - COMPARISON BY ½ HOURS
 - SEPTEMBER - DECEMBER INDEX

- PROGRAM SCHEDULE

- RATE CARD

- WOLF SPONSOR BREAKDOWN

- FIELD INTENSITY MAP



*Send for the
Free Complete, detailed
study...*

Van Rensselaer and Kirkpatrick Streets
Syracuse N. Y. Phone 2-2211
1490 K C 250 Watts
ON THE AIR — 6 00 A. M. to 2 00 A. M.

NATIONAL SALES REPRESENTATIVES — THE WALKER COMPANY



Published annually by SPONSOR SERVICES INC. President: Bernard Platt. Project Director: Karolyn L. Richman. Art Director: Donald H. Duffy

1955 BUYERS' GUIDE TO STATION PROGRAMING

The local programing of 2172 radio stations and 381 television stations is catalogued in this second annual edition of the Buyers' Guide. This information, compiled over a period of six months from detailed questionnaires filled out by the stations, is designed to meet the immediate needs of timebuyers, account executives and ad managers. It enables the reader to tell at a glance the programing character, audience interests and the facilities of the individual stations and provides him with complete lists of stations appealing to specific groups and tastes. The book is divided into four sections as follows:



SECTION
1

RADIO MASTER DIRECTORY

All stations responding to Buyers' Guide questionnaire are shown here by states and cities giving program character of each at a glance. Weekly hours each station devotes to 10 principal program categories are shown.

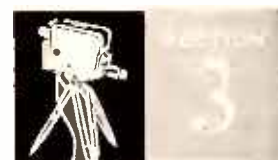
STARTS PAGE 4

RADIO CATEGORY DIRECTORIES

Eight programing categories make up this section, each listing stations emphasizing specialized programing appeals such as concert, folk and popular music, religious, foreign language, Mexican-American, farm and Negro.



STARTS PAGE 65



SECTION
3

TELEVISION MASTER DIRECTORY

The programing composition of 381 stations responding to Buyers' Guide questionnaire is shown by the number of hours devoted to each program category. Station's complete local pattern clearly emerges in this quick analysis.

STARTS PAGE 108

TV CATEGORY DIRECTORIES

Seven separate listings comprising detailed information on stations covering the farm market, other special audience groups, homemaking, sports, feature films, studio facilities and film and slide specifications.



SECTION
4

STARTS PAGE 127

APS=the best in Radio music

Only APS has everything!

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

2. APS is the industry's only *all* high-fidelity full basic transcription library service.

3. APS is the only transcription library actively managed and operated by broadcasters.

4. APS is budget priced.

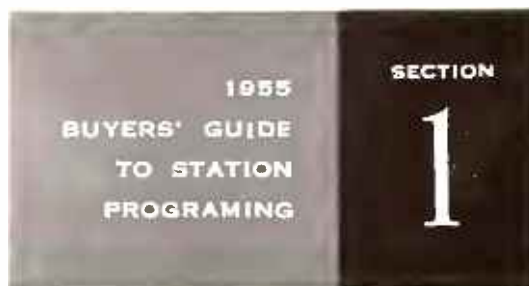
5. More . . . there's much more to the APS story. We'll be pleased to tell it to you if you will write, phone or wire—we'd be proud to have the privilege of serving you and your listeners.

APS—Associated Program Service

223 Fourth Ave., New York 3, N.Y. • ORchard 4-7400

HOW TO USE 1955 BUYERS' GUIDE

- If a timebuyer were setting up a spot radio campaign in a variety of markets for a product appealing to men, and was interested in stations featuring news and sports, he could reduce the planning time of the campaign by using the radio master directory. Here all stations are listed by states and cities, giving complete programing breakdowns. After a comparison of the station programing in each market, he could build a list of stations that answer his needs. By working with this selected list, he could reduce the number of stations to be considered before comparing rates, ratings and availabilities.
- If a timebuyer were planning a spot tv campaign to launch a new beauty preparation, the special category listing for tv homemaking programing would be a good starting point. In this section, each station's homemaking is broken down according to six main appeals—kitchen, do-it-yourself, home decoration, fashion, beauty and child care. The buyer could quickly extract those stations suiting his product's needs. Then, to perfect this list according to his requirements, he could (1) check with the master tv directory for each station's complete programing picture and (2) consult the special category listing on film and slide specifications.
- If a timebuyer were interested in reaching special segments of the population—such as the farm, Negro or foreign language audience, he could consult the special category listings for radio and tv. These lists, in effect, group together stations with common programing appeals. From these directories, the buyer can make up permanent lists for himself. For example he can select from the Negro list the top programers in this field; from the tv sports list the stations featuring live play-by-play coverage of local teams and events.



RADIO MASTER

18 ITEMS OF INFORMATION ABOUT EACH LISTED RADIO STATION appear in this master directory. In a single line across the page you will quickly find the most complete data regarding a station's programing pattern ever compiled. For, in addition to the basic data of call letters, frequency, power, national network, and national representative, the number of hours each station devotes to the 10 principal program categories is highlighted. To complete the station's program picture the daily average of network hours and on-air hours past midnight are shown, and the station's special services or facilities are indicated by suitable symbols. The information was compiled from questionnaires sent to all U. S. and Canadian stations. For other directories and listings, please see information on next page. Your attention is invited to the table on page 6 which compares the programing patterns of 1955 with those of the preceding year, showing a strong continuing trend in the direction of specialized programing.



concert music

Special listing, page 67



news

See master list



foreign language

Special listing, page 83

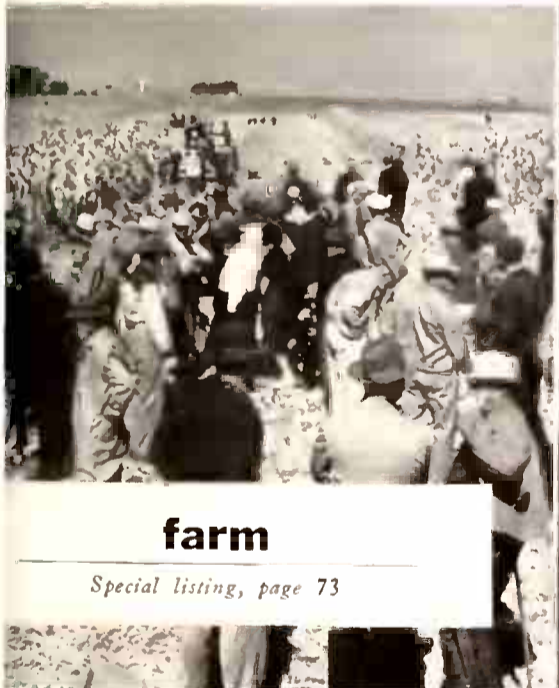
Weekly program hours of the 10 principal program types shown here in line-by-line listing of each of 2172 stations

RECTORY PAGES 7-64



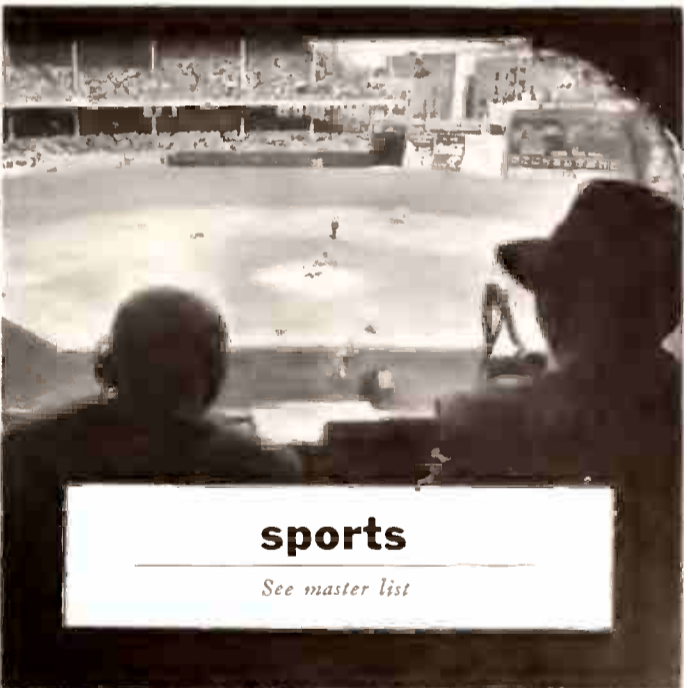
popular music

Special listing, page 102



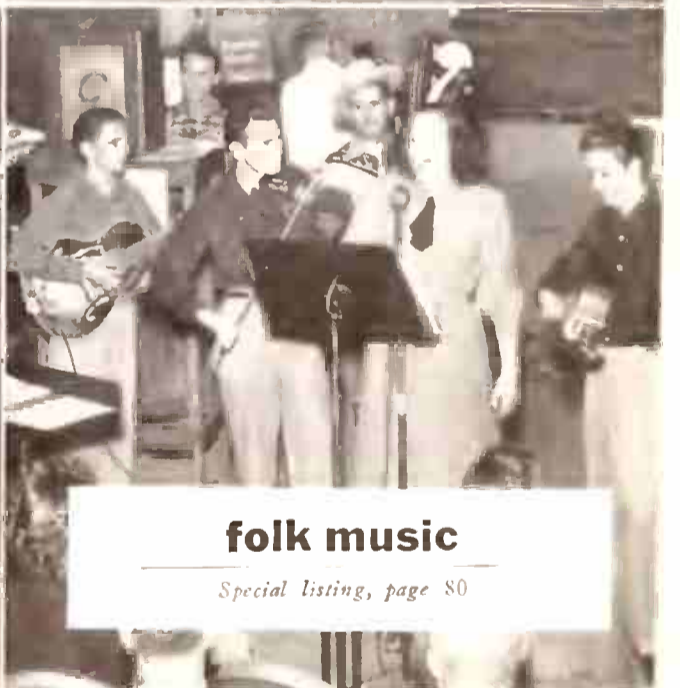
farm

Special listing, page 73



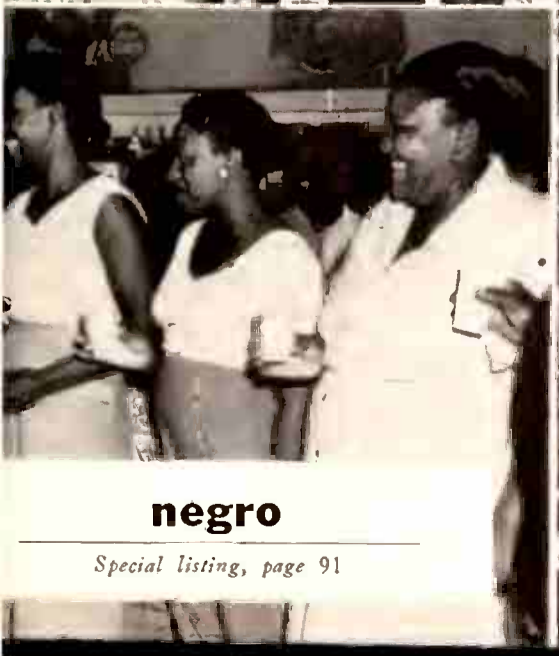
sports

See master list



folk music

Special listing, page 80



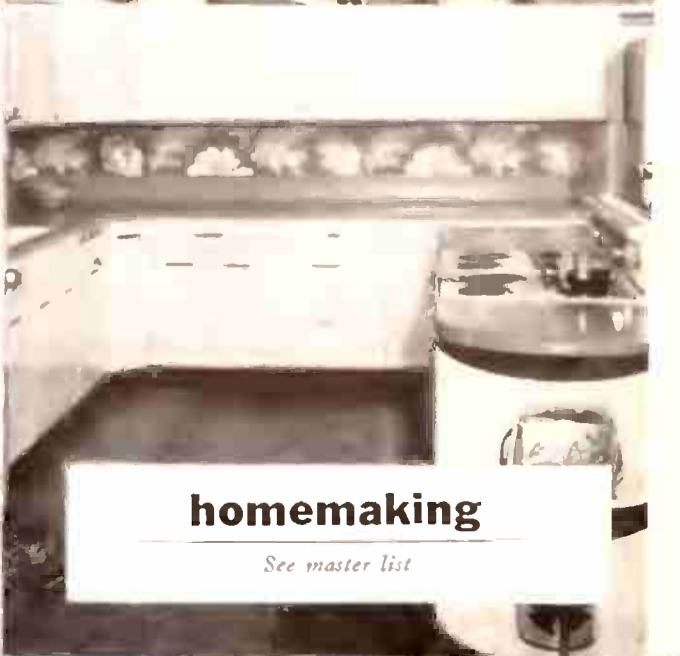
negro

Special listing, page 91



religious

Special listing, page 105



homemaking

See master list

ANALYSIS OF LOCAL PROGRAMING 1954-1955

(including U. S., Alaska, Guam, Hawaii, Puerto Rico and Canada)

	No. of Stations Responding		% Total Respondents			No. of Stations Responding		% Total Respondents	
	1954	1955	1954	1955		1954	1955	1954	1955
Daytime stations—sunrise to sunset	495*	599*	33%*	29%*	Stations scheduling homemaking programs	726	1329	46%	61%
Stations on air to midnight	752*	1118*	51%*	54%*	Stations programing to a Mexican-American Audience	109	139	7%	7%
Stations programing past midnight	264*	332*	18%*	17%*	Stations programing to other foreign language audiences	285	369	19%	17%
Stations on air 24 hours per day	75*	106*	5%*	5%*	Stations programing to a Negro audience	374*	596*	25%*	29%*
Stations affiliated with national networks	758	1082	50%	50%	Stations offering play-by-play sports	831	1296	55%	59%
Independent stations	753	1090	50%	50%	Stations scheduling daily news-casts	1390	2134	92%	98%
Stations programing popular music	1380	2015	88%	92%	Stations subscribing to a national news service	1241	2191	82%	96%
Stations programing concert music	969	1684	61%	78%	Stations subscribing to a transcription library service	1015	1763	67%	81%
Stations programing folk music	1050	1671	66%	77%					
Stations scheduling religious programs	853	1818	54%	83%					
Stations scheduling local farm programs	997	1531	64%	70%					

* totals exclude Canadian respondents

1954. based on questionnaires from 1568 stations: 55% of U. S. stations and 35% of Canadian stations on the air as of April 1, 1954

1955: based on questionnaires from 2172 stations: 77% of U. S. stations and 66% of Canadian stations on the air as of April 1, 1955



on deck, WTCN hits 2nd!

In two years WTCN Radio's Pulse ratings have moved into the second slot in the Upper Midwest's largest and most important market! From 4th place in 1952 to 2nd place in 1954! Keep your advertising eye on "the personality impact" of the stars on "the Station of the Stars" as they make ratings climb even higher!

WTCN radio "the station of the stars"

Minneapolis • St. Paul
1280 kilocycles • 5000 watts • ABC
Represented by John Blair & Co.

radio symbols

- * am station with fm affiliate
- ‡ fm station
- D-Daytime power
- N-Night power
- * local sports covered
- † Mexican-American programing included in foreign language total
- X-category claimed, but hours unspecified
- category unclaimed

SERVICES: AP—Associated Press, UP—United Press, INS—International News Service, BUP—British United Press, BN—Broadcast News, A—Associated Program Service, C—Capitol, Co—Cole, LW—Lang-Worth, McG—MacGregor, Se—Sesac, St—Standard, T—RCA Thesaurus, W—World.

ALABAMA

DAILY HOURS

WEEKLY HOURS

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS						WEEKLY HOURS						Services
						Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro	
BERTVILLE	WAVU	630	500w-D					21	7	13	10	9	5*	1	18			AP;W
ANDERSON CITY	WRFS*	1050	1kw	KBS	Dora-Clayton			56	8	20	10	8	x*		3		10	UP; T
ANDALUSIA	WCTA*	920	1-D,500-N	M,K		5		30		30	4	5		2	3		3	
ANNISTON	WHMA*	1450	250kw	ABC	Sears & Ayer	6		35	5	10	10	12	6*	3	3		3	UP;W,T
	WSPC	1390	5-D,1-N	MBS	Walker; D-C	9		60	5	68	1	20	2*	1/2	2		5	AP;St
ATLANTA	WAUD	1230	250w	ABC	Continental	7		20	9	11	10	25	5*		2		6	AP
BIRMINGHAM	WBCO	1450	250w		Forjoe; D-C							49						122
	WBCO	(See BESSEMER)																
	WBRC	960	5kw	CBS	Katz	9		30	3	12	2	19	2	2	2			INS;AP
	WCRT	1260	1kw-D		Thos. Clark			19	28			7						UP;St
	WEDR	1220	1kw-D		McGillvra						24	8	1	3			84	
	WILD	850	10kw	MBS	Forjoe	5		19	4	18	7	16	37*	2	1			UP; LW
	WILD*	1400	250w	KBS	Interstate			x		x	x	x	x	6			120	
	WLBS	900	1kw-D		Stars; Holman			6		24	21	3	1*					UP
	WYOK	690	50kw-D		Radio-TV Reps			10		45	12	4			3		2	UP
CHICKASAW	WEBI	1240	250w	M,K	Dora-Clayton	8			5	12		24	3					AP
DALE	WVIF	1490	250w		Sears & Ayer			65	4	21	5	17	x	3	3		5	UP;LW
	WHOS*	800	1kw		McGillvra			41	9	12	6	7	x		2		3	AP;T
DONALDSON	WAGF	1320	1kw	NBC	McGillvra	9		52	3	14	8	13	2	3	3			AP
	WDIG	1450	250w	ABC	Schepp-Reiner	9		9				3	1		18		9	UP;T
	WOOF	560	5kw-D	KBS	T. Clark; D-C			21	2	18	7	9	2	3	2		4	UP
ETHEL	WULA	1210	250w	KBS	Indie Sls.			44	8	26	12	x	2*		4		7	UP
FAYETTE	WWWF	990	1kw-D	KBS				30	3	15	6	6			4			UP
GRAND PRUCE	WJOI*	1340	250w	ABC		12		12		16	2	2	2		1		5	
	WOWL	1240	250w	KBS	Rambeau			51	8	21	3	28	9*	2	4		9	AP
HUNTSVILLE	WHPEP	1310	1kw-D		Indie Sales			24	1	27	2	7	2	1	12	1		AP;T
JACKSON	WFPA	1400	250w	KBS	Continental					112	21				2			
	WZOB	1250	1kw-D	KBS				23		19	25	7		3	6			UP;T
MOBILE	WETO	930	1kw-D	KBS	McGillvra			19		18	34	4					9	UP
	WGAD	1350	5-D,1-N	ABC	Rambeau; D-C	x		25	11	12	x	12	22*	7	3		x	AP
	WJBY	1240	250w	NBC	Avery-Knodel	9		63				7	2					INS;W
MOBILE	WGEA	1150	1kw-D					42	1	29	18	10	1*		3		1/2	AP;W
MOBILE	WGSV	1270	1kw-D	KBS				28	10	24	10	14	1*	2	5			UP
MOBILE	WJBB	1230	250w	M,K	Indie Sales	5		39	2	17	26	3	8*		5			
MONTGOMERY	WERH	970	5kw-D		Best			20	1/2	30	12	12	x	2	2		3	UP;Se

10,000 WATTS **WILD** 850 KC MBS

"First in the Heart of Dixie"

BIRMINGHAM, ALABAMA

* 1st IN COVERAGE

* 1st IN CHOICE OF ADVERTISERS

* 1st IN POPULARITY

POPULATION 1,778,130

IN 42 COUNTIES

RADIO HOMES 463,642

** Don't take our word for it—See:*

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

ALABAMA (continued)

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS					WEEKLY HOURS							
						Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Service
HUNTSVILLE	WBHP	1230	250w	M,K		9			10	8	6	3	2*		2		4	UP
	WFUN	1250	250w		Sears & Ayer			65	8	30	6	10	7*	1	3		6	UP
	WHBS*	1550	5-D,500-N	ABC	Gill-Perna	7		28		26		7	4*	3	5			AP
MARION	WJAM	1310	1kw-D		Continental			42	2	18	3	7	x	5	2		10	AP;C
MOBILE	WABB*	1180	5kw	ABC	Branham	6		98	5	2	3	11	x*		2			UP;W
	WKAB	810	1kw-D		Forjoe; D-C			25		42	7	4	2*	2	1		18	AP
	WKRG*	710	1-D,500-N	CBS	Young	9	24	62	4	15	5	13	3*	3	2		5	AP;L
	WMOZ	960	1kw-D	KBS	Pearson			14	6		6	x	2	3			98	
MONROEVILLE	WMFC	1220	250w-D	KBS			18		23	7	8	4*		12		8	AP;W	
MONTGOMERY	WAPX	1600	1kw	ABC	Walker	10		12	6	7		8	6*					AP;St
	WBAM	740	50kw-D		Radio-Tv Reps			6		38	9	3	1	5	11		1	UP
	WCOV	1170	10kw	CBS	Raymer	11		31	2	24	4	15	2*	4	9		5	UP
	WMGY	800	1kw-D		Forjoe; D-C			8		18	6	4	2*		2		18	UP;W
	WRMA	950	1kw-D		McGillyra			30	1		30	4	3*	3	2		87	AP
	WSFA	1410	5-D,1-N	NBC	Headley-Reed	9		16	3	17	8	14	3	4	3			
OPELIKA	WJHO	1400	250w	M,K	Indie Sls; D-C	6	14	45	5	20	7	13	8		2		5	UP;W
PHENIX CITY	WPNX	1270	1kw-D	MBS	Forjoe			7		40	20	4		1	4		21	
RUSSELLVILLE	WWWR	920	100w-D	KBS			33		14	16	10	2	3	2			1	UP;Se
SCOTTSBORO	WCRI	1050	250w-D				29	2	22	1	9	4*	1	8			2	AP;T
SYLACAUGA	WMLS	1290	1kw-D				30	3	22		7	1		2			6	AP
TALLASSEE	WTLS	1300	1kw-D				24	6	24	7	7	2*	2	2			6	AP
TUSCALOOSA	WJRD	1150	5kw	NBC	Rambeau; D-C	9		40	9	19	8	36	8*		9			UP;W
	WNPT	1280	1kw-D		Indie Sales			20		36	15	10	2*		2			AP;LW
TUSKEGEE	WTUS	580	5kw-D	KBS			47	2	5	3	2	2*		1			36	UP

NO INFORMATION: Athens, WJMW; Atmore, WATM; Birmingham, WAFM, WAPI, WJLN, WSGN; Carrollton, WRAG; Clanton, WKLF; Cullman, WFMH, WKUL; Dora, WMSL; Demopolis, WXAL; Enterprise, WIRB; Gadsden, WGWJ; Greenville, WGYV; Homewood, WEZB; Jackson, WPBB; Jasper, WWWB; Mobile, WALA; Montgomery, WMLB; Oneonta, WCRL; Piedmont, WPID; Roanoke, WELR; Selma, WGWC, WHBB; Sylacauga, WFEB; Talladega, WHTB; Troy, WTBF; Tuscaloosa, WTB

ARIZONA

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS					WEEKLY HOURS								
						Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Service	
DOUGLAS	KAWT	1150	250w	MBS	Raymer; Blair	6		37	6	10	4	12	8*	2	1			UP;LW	
FLAGSTAFF	KCLS	600	5-D,500-N	K,M		3		25	14	25	5	11	2*	1	x	12†		UP;T	
	KGPH	690	1-D,500-N	ABC	McGillyra	10		22	9	12		16	6*			3†	7	AP;LW	
GLENDALE	KRIX	1310	250w		L. O'C; Indie		21	31		44	9	1	1*	6	1	10†	11	UP;LW	
GLOBE	KWJB	1240	250w	NBC	Raymer	8		3	3	3	3	2	1/2	1/2		4†			
NOGALES	KNOG	1340	250w	CBS	Oakes	10		58	5		1	11	2*			10†			
PHOENIX	KIFN	860	1kw-D		Oakes						6	5		12		84†		UP	
	KONI	1100	250w					78	40		6	x						INS	
	KOOL	950	5kw	CBS	AM Radio Sales	9		10	5	3		13	2	3	3			UP;St	
	KOY	550	5-D,1-N	MBS	Blair	4	24	108	8	18		9				6		UP;W	
	KPHO	910	5kw	ABC	Katz	10	1	45	3		2	30	5*	3	3			AP;A	
	KRIZ	1230	250w	KBS	Burn-Smith		24	122	2	22	3	12	7*				3†		UP
	KTAR	620	5kw	NBC	Raymer	8		15	3	2	5	22	2*	3	2			AP;T,C	
TUCSON	KCVA	580	5-D,500-N	ABC	Hollingbery	5		35	1	60	1	8	1	1				AP;LW	
	KFTT	690	250w-D		Oakes			55	9		2	17	1/4	3		84†		UP	
	KOPO	1140	250w	CBS	AM Radio Sales			35	9	7	2	11	3					AP	
	KTUC	1100	250w	MBS	Blair	1	1	28	28	18	4	19	10*	5	1	6†		UP;W	
	KVOA	1200	1kw	MBS	Raymer	5		19	7	11		15	3*	3		11†		AP;C,T	
YUMA	KOLD	1240	250w	CBS	Hollingbery	10		50	5	10	3	9		3	5	3†		St	
	KYMA	1100	250w	MBS				90			6	20	x*			6†		W,Se	

NO INFORMATION: Bisbee, KSUN; Chilton, KCLF; Coolidge, KCKY; Kingman, KGAN; Mesa, KTYL; Prescott, KYCA; Safford, KGLU; Tucson, KTCT, KVOA; Winslow, KANG; Yuma, KYMA

SYMBOLS: { * am-fm station / fm station D—daytime power / N—night power * local sports covered / † Mex. Span. included x figure unspecified / category unclaim

ARKANSAS

DAILY HOURS

WEEKLY HOURS

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS					WEEKLY HOURS							Services	
						Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro		
PHILADELPHIA	KVRC	1210	250w	M,K	Best	10		30	5	16	9	27	12*	3	4		4	AP	
DESVILLE	NBTA	1340	250w	M,K	Best	9		16		7	12	10	4		4			AP;W	
THEVILLE	KLCN*	910	5kw-D		Pearson			40	3	21	x	7	5		12			AP	
CAMDEN	KAMD	1150	250w	M,K	Gill-Perna	8		10		2	2	x	1*	2	1			AP	
DESSSETT	KAGH	1340	250w	M,K	Best	10		14	4	25	3	x		3	7		4	AP	
EL DORADO	KDMS	1290	1kw-D	KBS	Devney; D-C			38	3	14	7	8	x		2		3	UP; T	
DETTENVILLE	KGRH	1150	250w	M,K	Walker	7		40	3			9	2*	3	2		3	AP	
FORT SMITH	KFPW*	1230	250w	CBS	Avery-Knodel	8		25	2	5	1	40	1*				3	AP,UP	
	KWIIN	1320	5kw		Rambeau			41	8	19	12	17	4*	3	2		6	AP	
FRISON	KHOZ	1210	250w	M,K	Best	5		40	9	17	10	17	2*					UP;T	
GENA	KFFA	1360	1kw	M,K	Best	8		20				x			8		35	AP;W	
HOT SPRINGS	KBHS	590	1kw-D	KBS	Sears & Ayer			55		9	5	9	2	2	2				UP;W
	KWFC	1340	250w	A,M	Gill-Perna	8		16	7	8	5	14	4*	2			6	AP;T	
HELSBORO	KBTM*	1230	250w	M,K	Best	6		30	9	8	5	22	7*	3	8			AP;W	
	KNEA	970	1kw-D		Gill-Perna			55	7	21	5	10	x*		4			UP;T	
ITTLE ROCK	KARK	920	5kw	NBC	Petry	9		12	5	12	12	14	2*	3	2			UP;AP;W	
	KGHI	1250	1-D,500-N	ABC	Hollingbery	10		15	4	5	3	x	2	2			10		
	KLRA	1010	10-D,5-N	ABC	Raymer	6		51	4	16	8	20	3*	4	6			AP,UP,Se, St	
	KTHS	1090	50kw	CBS	Branham	10		14	1	15	5	13	3	2	8		4	AP,UP;LW	
	KVLC	1050	1kw-D	KBS	McGillvra			45	4	7	3	7	2					UP	
	KXLR	1150	5-D,1-N	MBS	V, R & McC	8		30	5	18	10	11	6*		2		25	UP;T	
GNOLIA	KVMA	630	1kw-D	M,K	Pearson	3		42	4	17	9	18	5*		5		9	AP	
LYVERN	KDAS	1420	1kw-D	KBS				27	5	17	8	7	1*	2	1		3	UP;W	
BEHEE	KVSA	1220	1kw-D	KBS	Best			36	4	18	5	10	x*	1	3		6	AP;C	
BRILTON	KVOM	800	250w-D		Best			19	3	21	4	3	3*				3	AP;St,W	
OUNTAIN HOME	KTLO	1490	250w			7		8	8	18	4	12	3*	1	6			UP;T	
YSPORT	KNBY	1280	1kw-D					20		16	10	15	2	1/4	1		5		
EOALA	KOSE	860	1kw-D	KBS	Best			35	1/2	18	4	10	5*	3	7		6	AP;W	
LAGOULD	KDRS	1490	250w	KBS				50	3	19	11	9	6*	2	3			AP	
E BLUFF	KCLA	1400	250w		Best			70	2	22	7	10	x*				10	LW	
	KOTN	1490	250w	M,K		8		46	11	9	7	20	15*		6		12	AP;T	
AHONTAS	KPOC	1420	1kw-D	KBS				23	2	23	7	4	8*	6	10			AP;W	
ERS	KAMO	1390	500w-D		Best			37	3	12	6	x	x	3	8			UP; T	
RCY	KWCB	1300	1kw-D	KBS	Best			26		28		7	1/2*					AP	
DAM SPRINGS	KUOA	1290	5kw-D	M,K		4		13	8	5	18	13	5*	1/2	4			AP;T	
INGDALE	KBRS	1340	250w	A,K	Pearson	6		35	6	10	15	13	8*	5	10			AP	
TTGART	KWAK	1240	250w	M,K	Best	10		26	3	6		13	x*		2			UP;St,W	
LNUT RIDGE	KRLW	1320	1kw-D					45	6	10	6	10	x	2	2			UP	
RREN	KWRF	860	250w-D					12	3	14	3	9	2	2	2		2	AP;W	

INFORMATION: Benton, KBBA; Camden, KPLN; Conway, KCON; El Dorado, KELD; Forrest City, KNJK; Fort Smith, KFSA; Hope, KXAR; Hot Springs, KBLO; Mena, KA; Russellville, KXRJ; Texarkana, KOSY.

CALIFORNIA

DAILY HOURS

WEEKLY HOURS

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS					WEEKLY HOURS							Services
						Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro	
URAS	KCNO	570	1kw-D		Best			40	12	3	4	7	2*	2	1			UP;St,C,Se
OLON	KBIG	740	10kw-D		Meeker			77				7						
ANA (Ana, Mex.)	XEAC	690	5kw		Oakes											153†		
ERSFIELD	KAFY	550	1kw	MBS	Forjoe	13		18	2	20	2	7		2	1	10†		UP
	KBIS	970	1kw		Young		24	135				14	8			2†	17	
	KERN*	1410	1kw	CBS	Raymer	11		18	3	2	1	25			3			AP;C
	KPMC	1560	1kw	ABC	Hollingbery	10		14	3	14		12	3	3	2	7†		T
STOW	KWTC	1230	250w	ABC	Cooke	x		38	3	10	4	17	2*	3		6†		UP;W
KELEY	KRE	1400	250w					24	38		32	11	x			25†	20	AP
TOP	KIBS	1230	250w	KBS	Bdc-t. Time Sls			60	5	6	10	10	3	3	1			UP;Se,C
THE	KYOR	1450	250w	ABC	Pearson			21	13	8	7	18			3	6†	4	UP
WLEY	KROP	1300	1kw	ABC	Pearson	11		30		9		24	2*		3			
BANK	KBLA	1490	250w		Webb		24	96			27	12	2	1/2	x	16†	3	UP;C
EXICO	KICO	1490	250w		Cooke; L.O'Conl.			70		20		14	3*					AP
CO	KXOC	1060	10kw	MBS	Young	9	1	25		26	12	26	10*		5			UP;St
LINGA	KBIX	1470	500w-D	KBS	Webb			58	5	5	3	4	x*		1			UP

CALIFORNIA (continued)

City	Call letters	Freq.	Power	DAILY HOURS				WEEKLY HOURS											
				Natl network	National rep	Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services	
CORONA	KBUC	1370	1kw					115	1	6	10	14	1	1			20†		
CRESCENT CITY	KCRE	1100	250w		Ayres			80	16	10	6	6	3	6					AP,INS W,S
EL CENTRO	KXO	1230	250w	MBS	Raymer	7		42	6	1	8	23	2*	2	7				UP;St
EUREKA	KHUM	1240	250w	CBS	Pearson	8		36	4	7	3	11	6*	x	3				AP;C
	KIEM	1180	5kw	MBS	Blair	5		40	15	12	6	20	3*	2	2				UP;W
FORT BRAGG	KBIF	(See FRESNO)																	
	KDAC	1230	250w	KBS		14		42	10	6	4	11	2*	1	2	3/4			AP
FRESNO	KBIF	900	1kw-D		Meeker			81			3	7							UP;A
	KFRE	940	50kw	CBS	Avery-Knodel	10		29	6	1	4	16	3	1	7				UP
	KGST	1600	1kw-D		Rambeau			15	1	34		x		3			37†	14	UP
	KMAK	1340	250w		W. S. Grant			117				10							AP
	KMJ	580	5kw	NBC	Raymer	9	24	45	8	5	7	20	2*	2	6			1	AP,UP
	KRFM‡	93.7	70kw		Avery-Knodel			49											
	KYNO	1300	1kw	MBS	Hollingbery	7	2	40	6	10	8	19	16*				6†		UP;T
GLENDALE	KUTE‡	101.9	11kw				24	84	84										UP
HANFORD	KNGS	620	1kw		L. O'Connell		24	21		14	7	14	2		5	15†			UP,INS
LANCASTER	KAVL	1340	250w		Bdest Time Sls			63	17	3	6	18	6*	3	3				UP;LW
LONG BEACH	KFOX*	1280	1kw		Burn-Smith		1	35	7	21	21		3					28	UP
	KGER	1390	5kw	KBS	Gill-Perna		24	20	7		80	5	1/2	2	3			10	AP;T
	KNOB‡	103.1	320w					21	20	1									
LOS ANGELES	KALI	(See PASADENA)																	
	KBIG	(See AVALON)																	
	KFAC*	1330	5kw		Bolling; GMB		24		156		2	8							AP
	KFI	640	50kw	NBC	Christal		7	24	63	18	5	3	x	3	2	7		1	AP,UP
	KFOX	(See LONG BEACH)																	
	KFVD	1020	5kw-D		McGillvra			39	2		16	9	2	3			24†	19	AP,UP LW,M
	KFWB	980	5kw		Branham		4	134			6	10	x						UP;INS
	KGER	(See LONG BEACH)																	
	KGFJ	1230	250w				24	108	4	1	9	9	4				7	18	UP;A
	KHJ	930	5kw	MBS	H-R		8	32	5			29	2	3					All
	KLAC	570	5-D,1-N		Young		24	124			2	14	3						UP,INS
	KMPC	710	50-D,10-N		AM Sales		1	106			1	11	4*		2		3†		INS,UP LW,S
	KNOB	(See LONG BEACH)																	
	KNX*	1070	50kw	CBS	CBS Spot		12	24	17	33		13	3		2				AP,UP LW
	KOWL	(See SANTA MONICA)																	

SYMBOLS: } * am-fm station D—daytime power • local sports covered x figure unspecified
 { ‡ fm station N—night power † Mex. Span. included category unclear

Not just listeners - - BUYING AUDIENCE



Hunter Hancock's Harlematinee topped every other program by far in a special Pulse survey of Los Angeles Negro homes.

The ONLY Los Angeles Station programming to BOTH Mexican-American and Negro audiences.



KFVD
LOS ANGELES



A half-million Mexican-Americans is the buying potential for Los Angeles' best-known Latin disc jockey, Eddie Rodriguez.

*Anywhere
in rich Los Angeles County*

KALI

gives you solid selling coverage of both
**major-minority
markets**

55 hours weekly to the spanish-speaking families

Ten per cent of booming Los Angeles County's 5,000,000 residents are of Mexican heritage. KALI programming takes you to the heart of this profitable market, covering all the interests of the Spanish-speaking family—music, news, homemaking, special events.

19 hours weekly to the big negro family audience

You get county-wide coverage of the important, still-growing Negro community. Specialized programming—plus merchandising—to the substantial Negro family audience, the right audience for results! You make sales here that bebop can't buy.

**5000 WATTS
COVER
THE COUNTY**



KALI

PASADENA

look who likes

KALI

Pepsi-Cola
Sego Milk
White King Detergent
Rheingold Beer
Hunt Foods
Carnation Milk
Regal Pale Beer
L.B. Hair Oil
Dad's Root Beer
Hills Bros. Coffee
Continental Bus System
Monarch Wine
Quaker Masa Harina
and many others

Representatives

LOS ANGELES HARLAN, OAKES & ASSOCIATES
NEW YORK & NATIONAL TIME SALES


CALIFORNIA (continued)

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS				WEEKLY HOURS									
						Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Service	
	KPOL	1540	10kw-D		Keller				55		18	4		6		1	6	AP;A	
	KRKD*	1150	5-D,1-N				24	50	5	8	12	12	3	5				INS;A W,S	
	KUTE	(See	GLENDAL)																
	KVOE	(See	SANTA ANA)																
	KWKW	(See	PASADENA)																
	KALA	(See	PASADENA)																
MERCED	KYOS	1480	5kw	M,K	W. S. Grant	x		9	3	7	x	13	2		3	12†		UP	
MODESTO	KBOX	970	1kw		Rambean			43	3	50	8	6	6*			14†		AP	
	KMOD	1360	1kw	ABC	Meeker		3	10	3	1	8	20	3*	5	3	4†		AP	
MONTEREY	KXXL	630	1kw		Burn-Smith			70	28	21	6	3	1		7	7†		AP;T	
NAPA	KVON	1440	500w		Ayres			26	4	18	12	17	x*		1		5	UP;W	
NEEDLES	KSFE	1310	250w	KBS	Continental			40	12	10	3	12	2			1†		INS;T	
OAKLAND	KLX*	910	5kw		Webb			75	18	5	3	5	x*	3	2	x	2	AP;T	
	KROW	960	1kw		Raymer		24	143			15	3	x*			5		UP	
	KWBR	1310	1kw		Forjoe		24	35	1	1	24	3	1			22†	73	UP;C	
ONTARIO	KOCS	1510	250w-D					65	2		6	6	1	6		2†		UP;W	
OROVILLE	KMOR	1310	250w	KBS	Ayres			75		26		18	3*	3	3			UP;T	
PASADENA	KALI	1430	5kw-D								19	2	x	3		48†	21	UP	
	KWKW*	1300	1kw		R. O'Connell		1	21	9		12	10	3*		1	87†	6	AP	
	KALA	1110	10kw				24			150	14	2		1	1			AP;W	
PETALUMA	KAFP	1490	250w	KBS	Bdest Time Sls			65	7	5	10	12	3*	3	3	3		UP;W	
PITTSBURG	KECC	990	5kw		W. S. Grant			55	2	36	20	6	x*		2	5†	1	UP;W	
POMONA	KPMO	1600	500w					94	3		2	11	x*			6†		UP	
PORTERVILLE	KTIP	1450	250w	A,K															
RED BLUFF	KBLF	1490	250w	KBS	Moore			36	8	3	1	7	3	1				UP	
REDDING	KSDA	1400	250w		W. S. Grant			92	12	2	1	15	2*		1			AP;St	
	KVCV	600	1kw	CBS	Avery-Knodel	10		12	6	7	5	10	4*	3	7			UP;St	
REDLANDS	KCAL	1410	1kw-D		Moore			82	2		3	8	4*		3	7†			
RIVERSIDE	KPRO	1410	1kw		Pearson			120				10	1*			21†		AP	
SACRAMENTO	KCRA*	1320	5kw	NBC	Meeker	10		35	35			20	2	3	5			UP	
	KFBK	1530	50kw	ABC	Raymer	x	24	60	6	17	4	32	7*	2	6			UP,AP	
	KGMS	1380	1kw-D		W. S. Grant			48	10	10	2	7	5*			4†		AP;LW	
	KROY	1240	250w	CBS	Avery-Knodel			42		3	3	16	2			6†		AP;LW	
SALINAS	KSBW	1380	1kw	MBS	Forjoe	8		30		18	8	24	x*	3	2	7†		AP;LW	
SAN BERNARDINO	KCSB	1350	5kw		W. S. Grant			91		9		10	9*			15†	7	UP	
	KFXM	590	1kw	MBS	Blair	x		52	13	3	8	25	1	4	2			UP	
	KITO	1290	5kw	ABC	Hollingbery	6		55	10	2	10	31	3	3	2	8†		UP	
	KOCS	(See	ONTARIO)																
	KRNO	1200	250w		Cooke; BTS			51	8	20	5	9	2		1	10†	12	AP	
	KSFE	(See	NEEDLES)																
SAN BRUNO	KSBR†	100.5	63kw					15	15										
SAN DIEGO	KCBQ	1170	5-D,1-N	ABC	Weed	6	1/2	80			8	10	2		3			UP;Se	
	KFMB	550	5kw	CBS	Petry	7	1	17	20	6	4	16	2					AP;C,St	
	KFSD*	600	5kw	NBC	Katz	10		12	5		2	20	2	3	1			AP	
	KGB	1360	1kw	MBS	H-R	9		37	6	2	4	27	5	4				UP	
	KSDO	1130	5kw		Pearson		1	113		1	2	9	x*		1/2			UP;C	
	KSON*	1210	250w-D		T. Moore; GMB			74	36			2				10†		AP	
SAN FRANCISCO	KCBS*	740	50kw	CBS	CBS Spot	13	24	9	12			14	2	3	5			All	
	KEAR	1550	10kw		GMB		1		119				x						
	KECC	(See	PITTSBURG)																
	KERC	610	5kw	MBS	H-R		10											AP,INS	
	KGO*	810	50kw	ABC	Petry	x	3/4	51	11	6	15	24	2	5	3			AP,INS	
	KGYW	(See	VALLEJO)																
	KJOK	(See	SAN JOSE)																
	KJX*	(See	OAKLAND)																
	KNBC*	680	50kw	NBC	NBC Spot	8	24	36	10	5		24	3*		5			All;T	
	KSAN	1450	250w		Stars Natl						8	1		5		13†	115	UP	
	KSBR	(See	SAN BRUNO)																
	KSFO	560	5kw		Headley-Reed		2	130			5	6	2*	3	2			UP;W,St	

CALIFORNIA (continued)

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS				WEEKLY HOURS									
						Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services	
	KTIM																		
	KWBR																		
	KXRA																		
SAN JOSE	KYA	1260	5-D,1-N		G. W. Clark		3	98		20	1	16	35*	3					UP
	KEEN	1370	1kw		W. S. Grant			120	40	40	4	7	4*	2	2	14†			UP
	KLOK	1170	5kw		Pearson			23	6	12	7	7		2	3	63†	4		UP
	KSJO*	1590	1kw				2	112				7	x*			25†			UP
SAN LUIS OBISPO	KXRX	1500	1kw		Moore; McGav'n		21	152				14							UP
	KVEC	920	1kw	M,K	W. S. Grant	9		50	1	1	8	27	x*		2				AP;St
SAN RAFAEL	KTIM	1510	1kw-D		La Fontesse			21	5	16	10	10	5*	3	1	5	5		UP
SANTA ANA	KVOE*	1480	1kw		Pearson			111	5		1	10	1		1	8†			UP,McG
	KWIZ	1480	1kw					x				x	8*			7†			UP
SANTA BARBARA	KDB	1490	250w	MBS	Pearson	8	1	50	10		8	21	x*	3	3	2†			
	KIST	1310	250w	NBC	Hollingbery	8		37	14	9	2	16		7		12†			UP;T
	KTMS	1250	1kw	ABC	Raymer			33	20	1	6	3	2*	3		8†			AP
SANTA CRUZ	KSCO	1080	1-D,500-N		Bdest Time Sls		83	18	1	3	12	x*		x				AP;T,St	
SANTA MARIA	KCOY	1400	250w	ABC	Raymer	6		65	8	5	3	32	2	3	2	3†			AP
	KSMA	1240	250w	KBS	Tracy Moore			80	20	1	2	11	4*	6	1/2	1			UP
SANTA MONICA	KOWL	1580	10kw-D		Forjoe; D-C			x			4	2		3†		44†	29		
SANTA ROSA	KSRO	1350	1kw		W. S. Grant			70	21	5	2	15	2*	5	3	1			UP
SANTA VERA	KROG	1450	250w	KBS				60	18	16	6	6	4*	3	1				UP;Se,St
STOCKTON	KSTN	1120	1kw		Hollingbery		24	132	12	15	2	23	x*		1/2	8	2		UP
	KXOB	1280	1kw	MBS	Young; McGav	x		40		8	2	11	3	2	3	4†	2		
SUNSVILLE	KSUE	1240	250w		Tracy Moore			36	7	8	4	2	3*	2	2				UP;C,St
SUNNYVALE	KTKR	1310	500w-D	KBS				48	8		1	3	x						UP
SUNNYVALE	KCOK	1270	1kw	MBS	Forjoe	9		12	3	2	11	33	4*		5	11†			UP
SUNNYVALE	KTUR	1390	1kw	KBS	L. O'Connell					42	42	11	2*		21	11			UP;T,Se
SUNNYVALE	KUKI	1400	250w		W. S. Grant			70	10	40	4	7	12*	3	3				AP;St
TULARE	KGYW	1190	250w-D					64		5	1	10		3	2		6		UP
	KVON				(See NAPA)														
TULARE	KUDU	1590	1kw	KBS	Walker; Oakes			70	6	19	8	11	2*	1	1	8†			AP;LW
TULARE	KVEN	1450	250w	MBS	Webb; McGav'n	5		40	5	12	10	18	7*	12	2	16†			UP
TULARE	KONG	1400	250w		Hollingbery			70	12	6	6	14	5		2	4†			UP;C
TULARE	KWSO	1050	1kw-D					10	42	1	15	3	x	3	3	1/4			AP*
TULARE	KUBA	1600	1kw		Cont.; Ayres			42	8	12	4	24	x*	8	2	6†			AP


INFORMATION: Apple Valley, KAVR; Bakersfield, KBAK, KERO; Banning, KPAS; Calexico, XED; Chico, KHSI; Delano, KCIJ; Dinuba, KRDU; Fresno, KARM; Modesto, KFMU, KIEV; Indio, KREO; Lodi, KCVR; Marysville, KMYC; Modesto, KBEE, KTRB; Monterey, KMBY; Mount Shasta, KWSD; Palm Springs, KCMJ; Palo Alto, KIBE; Pasadena, KPPC; Paso Robles, KPRL; Sacramento, KXOA; Salinas, KDON; San Fernando, KGIL; San Francisco, KDFC, KJBS, KRON; San Luis Obispo, KTY; Santa Paula, KSPA; Stockton, KDGM, KWG; Watsonville, KHUB; Yreka, KSYC.




1/4

of the San Francisco Bay area's 3,000,000 people are foreign language speaking!

They multiply, add, subtract and divide; THEY THINK! THEY BUY! in their own language! Sell them with KLOK, the station that reaches them all. . . . KLOK's specialized programming guarantees your message attention-getting IMPACT!



San Jose Studios
P. O. Box 967
San Jose, Calif.



San Francisco Studios
Hotel Lankershim
San Francisco, Calif.

Represented by John E. Pearson Co.

COLORADO

City	Call letters	Freq.	Power	DAILY HOURS						WEEKLY HOURS								
				Natl network	National rep	Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services
ALAMOSA	KGIW	1150	250w	KBS				59	8	18	4	11	2*	1	1	7†	UP	
AURORA	KOSI	1430	5kw-D		Forjoe			68			3	8	2				UP	
BOULDER	KBOL	1190	250w		Holman			40	25	5	4	21	8*		½		UP;T,St	
CANON CITY	KRLN	1100	250w-D	KBS				30	13	9	2	9	5	3	3	½†	UP;C	
COLORADO SP'NGS	KVOR	1300	1kw	CBS	Hollingbery	8		30	8	18	4	22	3	2	½		UP;W	
	KWBY	740	250w					84			2	7	3		2		INS	
DENVER	KFEL*	950	5kw	MBS	Blair	6	24	72	1		4	3	1*		3		INS;A	
	KFSC	1220	1kw-D		Oakes			2			3	1				x†	INS	
	KLIR	990	1kw-D	KBS	Hol; Cont; Bid'k				6		32	7	x		1		½	INS;LW
	KLZ*	560	5kw	CBS	Katz	8						16	2*		2			All;St,C
	KMYR	1340	250w				1	98	7			21	7*					AP;W
	KOA*	850	50kw	NBC	Petry	7		10	7	5	8	33	4*	3	18			AP,INS;†
DURANGO	KTIN	1280	5kw		Radio-TV Reps		2	140			3	10	7*	3			10	UP
	KVOD	630	5kw	ABC	Free & Peters	7		36	11	5	8	18	x	2	4		½	UP;A,LW
	KIUP	930	1kw	M,K	Holman	7		40	2	6		20	3	3	15			UP;T,W
								21	6	45	3	4	x*				3	UP;St
ENGLEWOOD	KGMC	1150	1kw-D		H-R			50	10	22	4	3	12*	2	6			AP;T
FORT COLLINS	KCOL	1410	1kw					45	5	20	5	4	5*	2	4			UP;C,W
FORT MORGAN	KFTM	1260	500w-D	KBS				45	5	20	5	4	5*	2	4			UP;C,W
GLENWOOD SP'NGS	KGLN	1340	250w	MBS	Holman	7		30	7	½	3	15	5	2	8			UP
GREELEY	KFKA	1310	1kw		Holman			48	4	15	12	12	4*	1	12	1†		UP;T
	KYOU	1450	250w	KBS	McGillyvra			60	6	21	6	15	15*		4	9†		
LA JUNTA	KBNZ	1400	250w	M,K		8		28	19	32	8	26	8*		6			UP;St
LAMAR	KLMR	1340	250w		Continental			10	15	15	7	6	8*	5	15			AP;W
MANITOU SP'NGS	KCMS†	101.9	750w				2	20	72	2		2						UP
MONTE VISTA	KSLV	1240	250w	KBS				20	3	5	4	12	2*	2	7			UP;T
MONTROSE	KUBC	1260	1kw	KBS				36	8	5	5	18	8*	4	6			UP;T
PUEBLO	KCSJ	590	1kw	MBS	Avery-Knodel	5		30	8	7	7	16	4*	2	4	1†		UP;T
	KGHF	1350	5-D,1-N	ABC	Gill-Perna			25	5	2	1	21	2		4	2†		UP;W,Se
SALIDA	KVRH	1340	250w	KBS	Cont; T. Clark													UP
STERLING	KGEK	1230	250w					54	16	20	3	12	4*	3	8	6†		UP;LW

NO INFORMATION: Colorado Springs, KRDO; Craig, KRAI; Denver, KIMN; Grand Junction, KEXO, KFXJ; Leadville, KLVC; Longmont, KLMO; Pueblo, KDZA; Trinidad, KCRT.

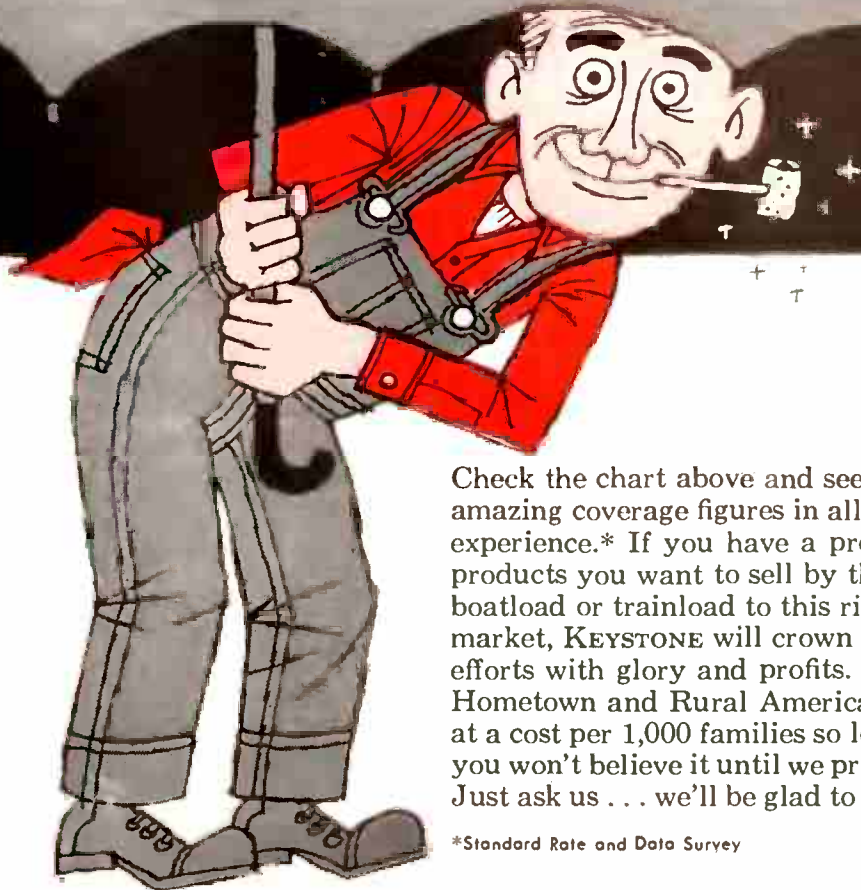
CONNECTICUT

City	Call letters	Freq.	Power	DAILY HOURS						WEEKLY HOURS								
				Natl network	National rep	Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services
BRIDGEPORT	WICC	600	1-D,500-N	MBS	Young	4	24	129	9		3	28	4	4	7			AP;T,A
	WNAB	1450	250w	ABC	Burke-Stuart	6		76	9	8	5	12	3*	3		14		UP
DANBURY	WLAD	800	250w-D		Indie Sales			42	1	1	1	14	2*	5	1	2		AP
HARTFORD	WCCG	1290	500w-D		Walker			55	32		1	7	x					UP
	WDRG*	1360	5kw	CBS	Raymer	10	½	30	3		2	16			2			UP;Se
	WFMO†	93.7	7kw		GMB	9			63			5						NYT;S
	WGTH	1410	5kw	A,M	H-R	10		20	15		8	24	6	4		1		UP
MERIDEN	WONS	1410	5kw	MBS	H-R													UP
	WTIC*	1080	50kw	NBC	Christal	11	1	38	8		4	20	4*	8	9			AP,INS; LW;Se
	WMMW*	1470	1kw-D		Rambeau			43	3	7	1	1	2	8		1		UP
NEW BRITAIN	WHAY	910	5kw		R. O'Connell		½	51	14	19	5	9	3*	6		27		UP
	WKNB	840	1kw-D		Bolling			45	3	6	1	7	1*	5		12		AP
NEW HAVEN	WAVZ	1260	1kw-D		Forjoe			70	3	1	2	8	x					AP
	WELI	960	1kw	ABC	H-R	7		30	2		2	10	12	8		3		UP
NEW LONDON	WNHC*	1340	250w	NBC	Katz			33	11	1	4	12	3					AP,INS
	WNLC	1190	250w	MBS		6		50	3	10	6	18	2	3		3		
NORWALK	WNLK	1350	500w		McGillyvra			50	37	10	3	5				12	1	UP

SYMBOLS: * am-fm station / fm station D—daytime power N—night power * local sports covered † Mex. Span. included x figure unspecified category unclaimed

CONSUMER MARKETS TABULATIONS, 1954

	U. S. TOTALS	NON-KEYSTONE COVERAGE	KEYSTONE COVERAGE	KEYSTONE % OF U. S.
FARM POPULATION	24,559,100	5,109,500	19,449,600	79.4
FARM HOUSEHOLDS	6,307,470	1,373,080	4,934,390	78.2
FARM RADIO HOMES	6,099,100	1,329,670	4,769,430	78.2
GROSS FARM INCOME (\$000)	33,133,071	8,986,733	24,146,338	72.9



*this is
farm family
coverage
plus!*

Check the chart above and see the most amazing coverage figures in all your media experience.* If you have a product or products you want to sell by the carload, boatload or trainload to this rich and ready market, KEYSTONE will crown your sales efforts with glory and profits. There's 800 Hometown and Rural American Stations at a cost per 1,000 families so low that you won't believe it until we prove it to you. Just ask us . . . we'll be glad to show you!

*Standard Rate and Data Survey

• WRITE, WIRE OR PHONE FOR COMPLETE MARKET INFORMATION AND RATES

CHICAGO
111 West Washington St
STate 2-6303

NEW YORK
580 Fifth Avenue
PLaza 7-1460

LOS ANGELES
3142 Wilshire Blvd.
DUnkirk 3-2910

SAN FRANCISCO
57 Post Street
SUtter 1-7440



BROADCASTING SYSTEM, INC.

THE VOICE OF HOMETOWN AND RURAL AMERICA

- ✓ **TAKE YOUR CHOICE**
A handful of stations or the network . . . a minute or a full hour . . . it's up to you, your needs.
- ✓ **MORE FOR YOUR DOLLAR**
No premium cost for individualized programming. Network coverage for less than "spot" cost for same stations.
- ✓ **ONE ORDER DOES THE JOB**
All bookkeeping and details are done by KEYSTONE, yet the best time and place are chosen for you.

CONNECTICUT (continued)

City	Call letters	Freq.	Power	DAILY HOURS							WEEKLY HOURS							
				Natl network	National rep	Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services
NORWICH	WICH	1310	1kw		Webb		24	90	22	15	4	17	13*	5	3	8		UP;INS
PUTNAM	WPCT	1350	500w-D					37	20	4	4	9	2*	3	3	4		UP;W
STAMFORD	WSTC*	1400	250w	ABC	Everett-McK			40	4	2	5	35	3*	3		4	2	UP;LW
TORRINGTON	WLCR	990	1kw-D		Bogner-Martin			10	7	4	2	7	3*	10	4	7		UP;Se
	WTOR	1490	250w	ABC	Rambeau													AP
WATERBURY	WATR	1320	1kw	ABC	Burke Stuart	7		39	5	7	6	18	5*	6		6	12	UP
	WBRY	1590	5kw	CBS	Avery-Knodel	10		45	6		4	15	2	5	1/2			AP;W
	WWCO	1240	250w	MBS	McGillyra	6		60	4			6	2*	3		3		AP

NO INFORMATION: Bristol, WBIS, Middletown, WCNX.

DELAWARE

City	Call letters	Freq.	Power	DAILY HOURS							WEEKLY HOURS							
				Natl network	National rep	Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services
DOVER	WDOV	1410	1kw-D		Rambeau			24	8	9	4	12	3*	3	14			AP;W
GEORGETOWN	WJWL	900	1kw-D		Zimmer			35	3	15	8	23	10*	1/2	22			AP
MILFORD	WKSB	930	500w-D					25	17	13	6	10	3	6	3			UP;LW
WILMINGTON	WAMS	1380	1kw		Zimmer		1	85	7		4	18	12*	3	2		21	AP;T,A
	WDEL	1150	5kw	NBC	Meeker	9	1	60	10	3	5	17	3	3	3			UP;T
	WILM	1450	250w	ABC	Bolling	4	2	50	5	6	6	11	2*	2			12	UP;W
	WTUX	1290	500w-D		Indie Sales			66	1		3	4	1*					AP;T

DISTRICT OF COLUMBIA

City	Call letters	Freq.	Power	DAILY HOURS							WEEKLY HOURS								
				Natl network	National rep	Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services	
WASHINGTON	WANN	(See ANNAPOLIS, MD.)																	
	WARL	(See ARLINGTON, VA.)																	
	WASH#	97.1	15kw	NBC			2		50	10	3	3	5	1	1		5		
	WEAM	(See ARLINGTON, VA.)																	
	WGAY	(See SILVER SPRING, MD.)																	
	WGMS*	570	1kw-D		GMB; T. Clark				4	85	2	2	9		4		1		AP;A
	WINX	(See ROCKVILLE, MD.)																	
	WMAL	630	5kw	ABC	Katz		4	1	63	7		10	13	3	1				AP
	WOL*	1450	250w		Gill-Perna				98	3		3	10	2	2			6	UP
	WOOK	1310	250w		United			2	x				16					133	UP
	WPIK	(See ALEXANDRIA, VA.)																	
	WRC*	980	5kw	NBC	NBC Spot		9	1											All;St,A
	WTOP*	1500	50kw	CBS	CBS Spot		10	24	25	31	2	3	17	2*	2	1/4			All
WUST	(See BETHESDA, MD.)																		
WWDC*	1260	5kw	MBS	Blair		4	24	104	4		5	18	2*	2			12	AP,UP;S	

NO INFORMATION: Washington, WFAN.

WGAR WREF WTTM WMMN

CLEVELAND, OHIO WORTHINGTON, OHIO TRENTON, N. J. FAIRMONT, W. VA.

Great Radio Stations Serving & Selling Rich American Markets!

PEOPLES BROADCASTING CORPORATION

FLORIDA

DAILY HOURS

WEEKLY HOURS

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS						WEEKLY HOURS						Services
						Network	Post-mid	Pop muslo	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro	
BELLE GLADE	WSWN	900	1kw-D					20	4	14		x			3			UP;T,W,Se
BRADENTON	WTRL	1490	250w	KBS	Best			63	12	9	10	14	4*	3	5			AP;W,St
CLEARWATER	WTAN	1340	250w	KBS	McGillvra			x	18	13	6	2	3*	5	1		1	UP;T,C
COCOA	WKKO	860	250w-D	KBS	Best			30	4	9	9	9	2	4	2	2	3	UP;Se
CORAL GABLES	WVCG	(See MIAMI)																
CRESTVIEW	WCNU	1010	1kw-D	KBS				20	4	30	10	7	x		2			AP;W,Se
DADE CITY	WDCF	1350	1kw-D	KBS				27	22	16	5	2	3	3	1		5	AP;St
DAYTONA BEACH	WNDB*	1150	1kw	MBS	Perry	2	1/2	65	7			20	4					AP
DE LAND	WJBS	1490	250w	NBC	Cooke	6		15	15	1	4	21	2*		3			AP;A
DELRAY BEACH	WDBF	1420	500w-D		Webb			60	17		8	9	2					UP;T, LW,C
FT. LAUDERDALE	WFTL	1400	250w					70	2	9	4	12	6				20	AP;W
FT. MYERS	WINK	1240	250w	C,K	Cooke	x		42	5	2	6	24	3*		2			AP
PORT PIERCE	WARN	1330	1kw-D	A,K	Continental	3		33	2	10	2	6	1/2	2			14	AP;St
	WIRA	1400	250w	NBC		8		34	6	2	5	8	2*	4	2			UP;W
FT. WALTON BCH.	WFTW	1260	1kw-D					59	25	1/4	2	10	5*	3				AP;T
GAINESVILLE	WDVH	980	5kw-D		Thos. Clark			35	4	45	7	7	2		1		6	UP
	WCGG	1230	250w	A,K	Best	9		36	12	8	5	15	4*	4			5	AP;W
	WRUF	850	5kw	MBS	Burn-Smith	6		32	16	8	8	17	2*		3			AP;LW,T
HOLLYWOOD	WGMA	1320	500w-D		Best			45		17	2	11	6	6	1/2		15	AP
	WINZ	940	50-D,10-N		Raymer		3	18	1	28		7	x*		12	1/2		INS;St
JACKSONVILLE	WJHP	1320	5kw	MBS	Beecher	5		23	23	22	6	9	1/2	2				AP;LW
	WMBR*	1460	5kw	CBS	CBS Spot Sales	11		79			4	12	2	2	1			UP;Se
	WOBS	1360	1kw-D		Stars Natl					26	17	2			1/2		44	UP
	WPDQ	600	5kw	ABC	V. R. & McC	5		42	4	15	3	8	4	4				AP;W
	WRHC	1400	250w				1	27	4	33	19						36	
JACKVILLE BCH.	WJVB	1010	1kw-D	KBS	Best			65	6		1	14	3	3				AP
LISSIMMEE	WRWB	1220	250w-D	KBS				40	2	26	7	1			6		4	UP;St
LAKE CITY	WDSR	1340	250w					43	15	5	7	14	2*	6	6		4	UP;T,A
LAKELAND	WLAK	1430	1kw	NBC	Pearson	7		40	10	6	8	6	2		1			UP;A,W,St
	WONN	1230	250w	MBS	Cooke	3		65	6	11	4	23	2*		x		3	AP;C
LAKE WALES	WIPC	1280	1kw-D	KBS				30	6	8	4	14	2*	5				AP;Se
LAKE WORTH	WEAT	1490	250w	NBC	Walker	7		72	8			10						AP;C
MARIANNA	WTYS	1340	250w	M,K	Cummings	4		14	1	7	2	7	2					AP
MIAMI	WFEC	1220	250w-D		Rambeau						28	x					84	
	WGBS*	710	50-D,10-N	CBS	Katz	9		38				8	3	2	2	1/4		UP;INS; LW
	WIOD*	610	5kw	NBC	Hollingbery	8		36	5	2	4	17	3*	4	1/2			All; T
	WLRD‡	(See MIAMI BEACH)																
	WMBM	(See MIAMI BEACH)																
	WMIE	1140	10-D,5-N		Stars Natl				12	60	22	3	2		2	10	22	INS
	WQAM*	560	5-D,1-N	ABC	Blair; Cummings	7	3	8	5			25	2	3				AP;INS
	WVCG	1070	1kw-D		T. Clark; GMB			10	55		3	7						AP;A
	WWPB*	1450	250w	KBS	Walker		24	117	7		6	6	1/2		1/4	16	19	AP
MIAMI BEACH	WAHR	1490	250w		Indie Sales		2	28	60			11		10				UP;St
	WLRD‡	93.9	13kw		Indie Sales		2		119									W,St
	WMBM	800	1kw-D		Forjoe; D-C			1	1		27	2	1	3			84	UP
MILTON	WEBY	1330	1kw-D					36	10	15	14	6		1/4	1		2	UP;W
NAPLES	WNOG	1270	500w-D		Best			21	14	10	6	8	2	2	1			UP;W
NEWSMYRNA BCH.	WSBB	1230	250w	KBS	Best			35	6	20	1	12	3				7	UP;T
OCALA	WTMC	1290	1kw	N,K	Perry	9		35	3	8	5	17	2	1	6		3	UP;LW,Se
ORLANDO	WABR	1440	1kw-D		Stars Natl; D-C			29	5	30	6	5					15	UP
	WDBO*	580	5kw	CBS	Blair	x	1/3	20	10	3	4	17	2	5	2			AP;UP;W, T,A
	WHOO*	990	10-D,5-N	ABC	Avery-Knodel	x	1	55	4	6	3	21	4*	2	1		7	AP;St
	WLOF	950	5kw	MBS	Raymer	2	1	112		2	3	16	4*					UP;LW
	WORZ	740	5-D,1-N	M,N	V. R & McC	x		30	8	15	10	9	3	2	2		1/2	INS;C
PALATKA	WWPF	1260	500w	M,K		8		40	12	16	10	14	x	1	2		6	UP;LW
PANAMA CITY	WDLP	590	1kw	N,K	Perry	10		10	2	8	8	15	2*	2	1			UP
	WPCF	1400	250w	A,M,C	Devney; D-C	6		30	4	8	10	18	6	5			3	AP;T

SYMBOLS: { * am-fm station D—daytime power • local sports covered x figure unspecified
 { ‡ fm station N—night power † Mex. Span. included category unclaimed

FLORIDA (continued)

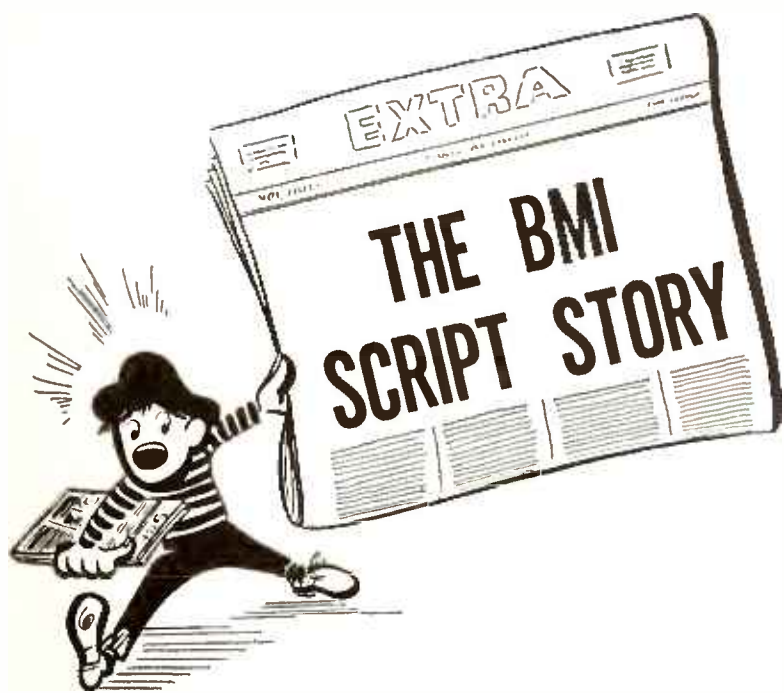
City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS							WEEKLY HOURS						
						Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services	
PENSACOLA	WBSR	1450	250w	CBS	V.R.&McC	8		64	4	2	4	14	3*	2	2			AP;W	
	WCOA	1370	5kw	NBC	Perry	8		39	15		3	10	3	2	1/2		3	AP;LW	
PLANT CITY	WPLA	1570	250w-D	KBS	Best			42	8	16	7	4	7*	3	1		1	UP	
ST. AUGUSTINE	WFOY	1240	250w	C.K.	W. S. Grant	10		30		2	2	26	4	2	2			UP;W	
	WSTN	1420	1kw-D		Indie Sales			32	28	20	6	4	2				9	AP;T	
ST. PETERSBURG	WPIN	630	1kw-D		Indie Sales			70	7			7						AP	
	WSUN	620	5kw	ABC	Weed	6		53	2	8	9	13	1					UP;W,A	
	WTSP*	1380	5kw	MBS	H-R	4		55				19	3*					UP;St	
SANFORD	WTRR	1400	250w	KBS				61	10	14	9	11	2*	2	2		7	UP	
SARASOTA	WKXY	1510	1kw-D	KBS	Best			38	8	6		11	2*	2	1/4		1/2	AP;LW,W	
	WSPB	1150	250w	CBS	Pearson	9	1/2	32	17		2	17	2*	3				UP;T	
TALLAHASSEE	WMEN	1330	1kw-D		Dora Clayton			28		25	8	8	1		2		14	UP	
	WTAL*	1270	5kw	CBS	Meeker, Cum'ngs	6		16	5	4	1	8	4		4			AP	
	WTNT	1450	250w	A.K.	Dora-Clayton	5		60		2		15	4*	2	1			UP;A	
TAMPA	WALT	1110	1kw-D		Pearson			x		x	2	7	2	2		15			
	WFBK	1590	1kw-D	KBS				20	1	32	5	8			1/2	13	12	INS	
	WFLA*	970	5kw	NBC	Blair	9		21	7	5		18	3	3	3			UP;T	
	WHBO	1050	250w-D					17		42	5	4					10	AP	
	WTOK	1150	1kw-D		Forjoe; D-C			7			8	1		4			90	AP	
	WPIN	(See ST. PETERSBURG)																	
	WPLA	(See PLANT CITY)																	
WTSP	(See ST. PETERSBURG)																		
VERO BEACH	WNTM	1370	1kw-D	MBS		x		35	11	16	6	15	1*	2	2		3	INS;A	
W. PALM BEACH	WEAT	850	1kw	NBC	Walker	7		70	2	1	6	26	2		1/2	2		AP	
	WIRK	1290	5-D,1-N	MBS	Cooke, D-C		1	39	4	15	1/2	10	1				12	AP;A	
	WJNO	1230	250w	CBS	Meeker; Ayres	x	1	12	2		3	19	1		1/4		5	AP;W,LW,St	
	WWPG	1340	250w	ABC	Perry	8		30	22	4	6	20	7	3	2			UP	
WINTER HAVEN	WSIR	1190	250w	MBS	Devney	5		41	6	20	10	18	2*	3	2		5	UP	

NO INFORMATION: Bartow, WBAR; Daytona Beach, WMPJ, WROD; Fort Myers, WMYR; Jacksonville, WIVY, WJAX; Key West, WKWF; Leesburg, WLBE; Live Oak, WNER; Melbourne, WMMB; Miami Beach, WKAT; Pensacola, WEAR; Quincy, WCNH; Sebring, WJCM; Tampa, WDAF.

GEORGIA

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS							WEEKLY HOURS						
						Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services	
ALBANY	WGPC	1450	250w	CBS	Hollingsbery	10		35	6		5	11	2*		2			UP;T	
	WIAZ	1050	1kw-D		Forjoe					36	14	2	2		2		30	UP	
AMERICUS	WDFC	1230	250w	M.K.	Indie; D-C	5		28	9	21	2	17	x	1	2		11	AP;W	
ATHENS	WGAI*	1310	250w	C.K.		10		30	8	5	10	15	2*	2	2			AP	
	WRFC	960	1kw		McGillvra		1/2	50	14	17	10	2	2*	2	2		6	UP;W	
ATLANTA	WAGA*	590	5kw	CBS	Katz	9	1/2	45	5	6	2	21	2	3	2			AP;T	
	WAOK	1380	5kw		Forjoe; D-C		2	x			50	31		3			140	UP	
	WBGE*	1310	250w		McGillvra			90			12	1				1	36	LW	
	WEAS	(See DECATUR)																	
	WERD	860	1kw-D		Interstate			42	6	3	8	2	2	3			86		
WGLS	(See DECATUR)																		
WGST*	920	5-D,1-N	ABC	Blau	x		70	4	9	7	9	2*	3					AP	
WQXI	790	5-D,1-N	MBS	Hollingsbery	4	1		1	4		11	2	5					UP	
WSB*	750	50kw	NBC	Petry	12	24	65		10	3		1*		6				AP,UP	
AUGUSTA	WALC*	1050	250w-D	KBS	Interstate			10	1/2	16	23	1					40	AP;LW	
	WBBO	1310	250w	MBS	Walker	5	2	53	10		9	5	30*				9	AP	
	WBFA	1230	250w	NBC	Forjoe	9	1	31		12	3	10		3	1		6	UP;LW	
	WGAC	580	5-D,1-N	ABC	Avery Knodel	7		50	7	17	8	21	1	5	4	1	1	UP;T	
WRDW	1180	5kw	CBS	Headley-Reed			38	5	9	1	16	2*	5	3				AP;W	
BAINBRIDGE	WAGR	930	5kw-D	KBS	Webb			32	2	25	15	13	x*	8	8		7	UP	
BRUNSWICK	WMOG	1190	250w	M.K.	Indie; D-C	3	1/4	50	8	25	9	19	20	1	1/2		6	UP;W	
CAIRO	WGRA	790	1kw-D	A.K.	Indie Sales	8		7	5	10	8	5	1	1/2	1		6	UP;St	

SYMBOLS: * am-fm station, fm station, D—daytime power, N—night power, * local sports covered, † Mex, Span. included, x figure unspecified, category unclaimed



SEVEN COMPLETE BMI PROGRAM PACKAGES

● THE AMERICAN STORY



Prepared by BMI in association with the Society of American Historians. Each fifteen-minute program consists of a single narrative written by an outstanding American historian, expert in the period or subject . . . the fascinating and inspiring stories of our country from the age of discovery to the age of the atom. Top prestige programming.

● STORIES FROM THE SPORTS RECORD



Music and sports team up in this series devoted to eye-witness accounts of dramatic action on the baseball diamond, in the prize ring, on the gridiron and elsewhere. . . . A complete script package available three times weekly as a 15-minute presentation.

● THE BOOK PARADE



Sparkling 15-minute scripts written by the most prominent of literary figures. This series is being hailed as "a conspiracy against ignorance" and has skyrocketed into national prominence. Another BMI script for top prestige programming.

● ACCORDING TO THE RECORD



Timely facts about the unusual, with musical cues that fit neatly into a dynamic 5-minute show. . . . Highly commercial. . . . Available 7 times per week for 52 weeks. Now in its 10th successful year.

Broadcasters are now receiving seven important program scripts from BMI on a regular basis. These scripts are filling a vital role in the daily programming logs of stations in every section of the country.

BMI makes no charge to its licensees for this program service. Each script is designed as a practical program and its use for commercial sale is encouraged.

BMI scripts ranging from five-minute shows to full hour concert music presentations, are mailed to BMI-licensed stations on a monthly basis. They are written for commercial use and tailored to the needs of all types of radio and TV operations.

BMI scripts are perfectly suited both to the station with a small staff, limited facilities and curtailed budgets, as well as to the large operation with full orchestra and complete program staff.

● MILESTONES



Full half-hour presentations . . . simple to do, saleable, excellent listening. Usually four per month, sometimes five. Each script commemorates a special date or event of national importance.

● YOUR CONCERT HALL



The finest in concert music presented as a series of full-hour or half-hour programs, three times weekly. Authoritative scripts which make concert music *popular* music. This series has proved that good music has a loyal and solvent audience. Continuity is held to a minimum—music at a maximum.

● MEET THE ARTIST



Three-a-week 15-minute scripts loaded with factual biographical material about recording artists in the public favor. Fills a vital need in areas where such data is not easily available. Highly commercial.

Your Station Program Department should be receiving these script packages regularly. If not, please write to BMI's Station Service Department for sample scripts and complete details.

BROADCAST MUSIC, INC.

589 FIFTH AVENUE
NEW YORK 17, N. Y.

NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

GEORGIA (continued)

City	Call letters	Freq.	Power	DAILY HOURS								WEEKLY HOURS					
				Natl network	National rep	Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro
COLUMBUS	WDAK	1340	250w	NBC	Headley-Reed	7	1	21	4	25		14	1*		3/4	15	AP;W
	WGBA	1270	1kw-D		McGillvra			60	3	17	5	8	2		1	17	AP;St
	WPXN	(See PHOENIX CITY, ALA.)															
CORNELIA	WRBL*	1420	5kw	CBS	Hollingbery	9	1	25	7	4	3	14	1	4	1		UP
	WCON	1450	250w		Indie Sales	5		30	10	30	25	15	1		1		AP
COVINGTON	WGFS	1430	1kw-D	KBS	Dora-Clayton			32		13		7	2*		3	8	UP;T
DALTON	WBLJ	1230	250w	M,K		7		26	5	24	9	16	2*		3		AP;T
DECATUR	WEAS*	1010	10kw-D		Stars Natl.			25		23	15					25	INS
	WGLS	970	1kw-D	KBS	Rambeau			30	3	10	12	14	8*		3		UP;St
DOUGLAS	WDMG	860	1kw-D	KBS	Dora-Clayton			30	1/2	11	6	6	2*		3	4	UP
DUBLIN	WALT	1340	250w	M,K		4		38	4	20	18	16	2	2	2	6	AP;W
EAST POINT	WTJH	1260	5kw-D	KBS						40	15						
FITZGERALD	WBIB	1240	250w	M,K		6		35		32	10	7	4*	1	3	6	AP;W,LW
FORT VALLEY	WFPM	1150	1kw	KBS				20	1	22	6	21	2*		3		UP
GAINESVILLE	WDUN	1240	250w	ABC	Indie Sales	3		45	3	36	6	19	2*	3	4	6	AP
	WGGG	550	5kw	M,K		4		33	3	24	12	13	2*	2	2	1/4	INS
GRIFFIN	WHIE	1320	1kw-D	M,K				25		26	12	9	2	2	5	11	UP;W
	WKEU	1450	250w	M,K													
JESUP	WBGR	1370	1kw-D	KBS	Dora-Clayton			14		22	16				x		UP;C
LA GRANGE	WLAG*	1240	250w	M,K	Indie Sales	6		20	6	13	1	27	3*	2	1	7	UP;W
	WTRP	620	500w-D		McGillvra			24	9	20	12	10	2	3	8	6	AP
MACON	WBML	1210	250w	NBC	Headley-Reed	4	1/2	25		20	3	9	1	8	1/2	10	AP;W
	WIBB	1280	1kw-D		Walker; D-C			x		24	6					30	
	WNEX	1400	250w	A,M	Branham	6	1	100	2		10	20	3*	1	1/2		AP;T
MILLEDGEVILLE	WMVG	1450	250w	M,K	Griffith	8		30	9	5		4					LW
NEWNAN	WCOH*	1400	250w	MBS	Hunter	9		35	8	16	3	20	2*		3	2	AP;T
MONROE	WMRE	1490	250w	KBS				53	10	30	9	3	2*	3	3		AP
MOULTRIE	WMGA	1400	250w	A,K	Everett-McK	8		39	6	17	17	11	2*	1/2	5		UP
ROME	WLAQ	1410	1kw	ABC		6		30	10	7	15	13	5*			9	AP;Se
	WRGA*	1470	5kw	M,K	Walker, D-C	5		37	3	19	20	19	x*	3	6		UP;LW
	WROM	710	1kw-D		Weed			30	14	33	6	2	x*	2	2		UP
SAVANNAH	WCCP	1450	250w	MBS	Walker	6		45		3	10	12	1*		2	12	UP
	WFRP	1230	250w	ABC	Everett-McK	8		53	12	14	3	12	4	1/2			AP
	WJIV	900	1kw-D		Stars Natl					13	11	4			1/2	25	AP
	WSAV*	630	5kw	NBC	Blair	8		32	11	10	4	23	2*	2	3	3	AP;T
SUMMERVILLE	WTOC	1290	5kw	CBS	Katz	9		20	10	12	5	24	1	2	1		UP;C
	WGTA	950	1kw-D		Stars Natl			35	1	25	22	12	2	6	1		UP;C
	WKTC	730	1kw-D		Thos. Clark			27	4	19	11	6		3	3		AP;T
	WPAX	1240	250w					51	4	17	12	9	2*		1/2	7	UP
THOMSON	WTWA	1240	250w	M,K	Southern	7		36		18	6	6	3*		5		UP;W
TIFTON	WWGS	1340	250w	MBS	Thos. Clark	9		30	10			12	3*			5	UP;W
TOCCOA	WIET*	1420	5kw-D	M,K	Thos. Clark	4		24	10	18	12	22	x	1/2	2	1/2	UP
VALDOSTA	WCAF	910	5kw	ABC	Pearson	6		48	1/2	6	3	13	2*	2	3	3	AP;T
WAYCROSS	WACL	570	1kw		Indie Sales			40		60	14	7	2*		2	14	AP
	WAYX	1230	250w	M,K	Holman	6		18	6	20	6	12	4*	2	2	7	UP;W
WEST POINT	WRLD*	1490	250w	A,K	McGillvra	x		30		15	11	12	1*		1/4		AP;T
WINDER	WIMO	1300	1kw-D	KBS				20	1	40	5	10	4*		3	6	UP

NO INFORMATION: Albany, WALB; Brunswick, WG1G; Calhoun, WCGA; Camilla, WCLB; Carrollton, WLBB; Cartersville, WBHF; Cedartown, WGAA; Cordele, WMJM; Dalton, WRCD; Dawson, WDWD; Elberton, WSGC; Hartwell, WKLY; Hawkinsville, WCEH; Lafayette, WLFA; Macon, WMAZ; Savannah, WDAR; Statesboro, WWNS; Swainsboro, WJAT; Thomaston, WSPT; Valdosta, WGOV; Vidalia, WVOP; Waynesboro, WBRO.

SYMBOLS: * am-fm station D—daytime power * local sports covered x figure unspecified
 † fm station N—night power † Mex. Span. included category unclaimed

WGAR

CLEVELAND, OHIO

WRFD

WORTHINGTON, OHIO

WTTM

TRENTON, N. J.

WMMN

FAIRMONT, W. VA.

Great Radio Stations Serving & Selling Rich American Markets!

PEOPLES BROADCASTING CORPORATION

IDAHO

DAILY HOURS

WEEKLY HOURS

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS		WEEKLY HOURS										Services
						Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro	
BLACKFOOT	KBLI	1490	250w					70	11	12	2	16	4*	3	3			AP
BOISE	KBOI	950	5kw	CBS	Free & Peters	10		35	7	9	3	16	x*	1	3	1/2		UP;W
	KGEM	1110	10kw	A.K	Webb	x	24	60	12	39	6	10	x	3				UP
	KIDO	630	5kw	NBC	Blair	7		48	16	8	6	14	x*		3			UP;T
BLDWELL	KCID	1490	250w		Oakes			60	3	22	3	12	5*	1	10			AP;C
IDAHO FALLS	KIFI	1400	250w	A,M, K	Avery-Knodel			57	2	2	4	19	3*	1	2		1/4	AP;St
LAWTON	KLER	740	250w-D		McGillvra			50		14		7	x		2			AP
	KRLC	1350	1kw	MBS	Weed	9		27	3	15	8	23	3*		5			UP;T
OSCEOLA	KRPL	1400	250w	KBS	Biddick			50	26	10		15	8*	5	9			AP
PRATER	KSEI*	930	5kw	NBC	Weed	9		35		9		20	2*		9			UP;T,LW, St
	KWIK	1240	250w	C,M	Avery-Knodel	12		32	4	4		20	x*					C;W
REYNOLDS	KPST	1340	250w	KBS				25	12	15	3	2	4*	2	3			UP;A
SHARON	KRXK*	1230	250w	KBS				58	4	10		10	9*	1	4			AP;T
TRUMP	KSPT	1400	250w	KBS	Continental			35	9	6	2	14	2*	2	3			UP;St
TWIN FALLS	KEEP	1450	250w	CBS	Gill-P; McGav	9		12	5	5	2	21	3*	2	3			UP;T,W
	KLIX	1310	1kw	A,M, K	Avery-Knodel	6	1	72		15		25	15*		2			AP;A,C, McG
TWIN FALLS	KTFI*	1270	5-D,1-N	NBC	Weed	8		42	2	4	5	23		1	4			UP;LW
	KWEI	1240	250w					60	16	17	4	11	5*		4			UP;C

ADDITIONAL INFORMATION: Burley, KBAR; Coeur D'Alene, KVNI; Idaho Falls, KID; Nampa, KFXD; Wallace, KWAL.

ILLINOIS

DAILY HOURS

WEEKLY HOURS

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS		WEEKLY HOURS										Services
						Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro	
ALTON	WOKZ	1570	1kw-D	KBS				65		6	4	11	3*	2	2			UP
ARLINGTON	WIBV	1260	1kw-D		Indie Sales			40		13	8	5	2		2		1	AP
ARLINGTON	WJBC	1230	250w	ABC	Rambeau			22	15	12	9	x	12*	6	4			UP;T,W
ARLINGTON	WKRO	1490	250w	MBS	Pearson	7		34	1	5	6	19	7*	2	2		1	UP
ARLINGTON	WBYS	1560	250w-D	KBS				47	11	9	6	10	10*	3	3			AP;T,Se
ARLINGTON	WROY*	1460	1kw-D	KBS	Sears & Ayer			24	2	9	4	15	3*	1/2	4			UP;LW,Se
ARLINGTON	WCNT*	1210	1kw-D	KBS				40		24		21	3*		28			UP;T,St
ARLINGTON	WDWS*	1400	250w	CBS	Meeker	9		32	1	6	5	16	4*	3	4			UP;W
ARLINGTON	WEIC	1270	1kw-D	KBS				50	3	22	2	8	2		2			INS;LW
CHICAGO	WAAF	950	1kw-D		Young			66		1	2	2	5		1/2		15	UP
	WBBM*	780	50kw	CBS	CBS Spot Sls.	9	24	11	36	3	1	24	6		3			AP,UP, INS;A
	WCFL	1000	50kw		B. Stuart; L.O'C		24											AP,UP;St
	WEAW	(See EVANSTON)																
	WEDC	1240	250w				24	36	24		1/2	5					16	
	WFMT‡	98.7	28kw				1		70	2								
	WGES	1390	5kw		McGillvra		1/2	51	5	7	11	8		5		32	58	UP;A
	WGN	720	50kw	MBS	Hollingbery	3	1	73	4		4	20	2*	2	5		7	All;Se
	WIND	560	5kw		AM Sales		24	142				21	4*					AP,UP
	WLS	890	50kw	ABC	Blair	4				16		19	4	3	43			AP,UP
	WMAQ*	670	50kw	NBC	NBC Spot Sls.	9	1	30	12		2	5	2	7	1			All;T
	WOPA	(See OAK PARK)																
	WSBC	1240	250w		Stars Natl			8				6		3		36	20	Se
	WTAQ	1300	500w		Gill-Perna		2	86	7	38	2	3	4*				6	
	WWCA	(See GARY, IND.)																
EVANSTON	WHOW	1520	1kw-D		Holman			5		64	15	5	18		3			AP;Se
EVANSTON	WDAN	1490	250w	CBS	Everett-McK	7		18				9	2*	2	1			AP;T
GARY	WDZ	1050	1kw-D		Free & Peters			26	6	6	7	2	1*	6	4			UP;T
	WSOY*	1340	250w	CBS	Weed	7		x	x	x	4	15	2*	2	2			AP;W,St
KALB	WLBK	1360	500w-D					33	3	5	4	9	1/2	2	8			AP;C
QUOIN	WDQN	1580	250w-D		Best			35	3	16	10	9	5*	2	4			UP;Se
ST. LOUIS	WTMV	1490	250w		Bog. & M; GMB			48	29	15	10	6	3		3	15	24	UP;Se
SPRINGFIELD	WCRA	1090	250w-D	KBS				21		34	10	14	3*	2	15			UP
SPRINGFIELD	WRMN	1410	500w-D		McGillvra			60	5	6	6	10	1	3	3			UP
SPRINGFIELD	WEAW*	1330	500w-D		Bogner & Martin				98									
	WNMP	1590	1kw-D					26	80		5	x					1/2	INS;C,St

ABBREVIATIONS: * am-fm station D—daytime power • local sports covered x figure unspecified
 ‡ fm station N—night power † Mex. Span. included category unclaimed

ILLINOIS (continued)

City	Call letters	Freq	Power	DAILY HOURS				WEEKLY HOURS										
				Natl network	National rep	Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services
FAIRFIELD	WFIW	1390	500w-D		Webb			38	2	7	6	13	3	1	6			AP;Se
GALESBURG	WGIL	1400	250w		Rambeau			70			5	20	5*		20	1/2		AP;St
HARRISBURG	WEBQ*	1240	250w	KBS				25	1	14	22	21	2*	4	10			UP
HERRIN	WJPF	1340	250w	M,K	Pearson	4		52	8	18	5	16	7*		2			UP;W
JACKSONVILLE	WLDS*	1180	1kw-D		Holman			41	2	14	9	9	1		5			AP;W
JOLIET	WJOL	1340	250w		Sears & Ayer			40	19	5	6	3	14*	3	2	3	1	UP;T
KANKAKEE	WKAN	1320	1kw-D		Sears & Ayer			67		8	1/2	11	6*		5			AP;St
KEWANEE	WKEI	1450	100w	KBS	Best			75	45	13	12	15	8*	6	6			AP;LW
LINCOLN	WPRC	1370	500w-D	KBS	Rambeau			25	6	4	8	13	12*	2	5			AP;LW
LITCHFIELD	WSMI	1540	1kw-D	KBS	Best							x		3	9			AP
MACOMB	WKAI	1540	250w-D	KBS				25	12	6	1	10	2*	1	1			UP;LW
MARION	WGGH	1150	500w-D					75			6	5	2		1			AP;LW
MATTOON	WLBH*	1170	250w-D		Holman			14	2	4	1	3	x	3	1			AP
METROPOLIS	WMOK	920	1000w-D	KBS	Holman			30	2	23	8	7	1*	5	3		2	UP;Se
MOLINE	WQUA	1230	250w	ABC	Hollingbery	4		53	7	6	8	17	6*	5		1		AP
MT. CARMEL	WJMC	1360	500w-D	KBS	Best			45		14	6	2		6	6			UP
MT. VERNON	WMIX*	940	1kw-D		Pearson			54		4	7	12	5*	3	12			AP;W
OAK PARK	WOPA*	1490	250w		Interstate			10	3		5	x	x			31	23	
OLNEY	WVLN	740	250w-D	KBS	Holman			13	7	6	6	13	10*	2	6			UP;W,S
OTTAWA	WCMY	1430	500w-D					20	14	7	3	7	15*	1	3			UP
PARIS	WPRS*	1440	500w-D	KBS				44	6	6	3	2	5	2	5			AP;C,T
PEORIA	WEEK	1350	1kw	NBC	Headley-Reed	7		52				10	3	1	1			AP;W
	WMBD*	1470	5kw	CBS	Free & Peters	9	1/2	30	1/2	2	5	23	2	4	10			AP,UP
	WPEO	1020	1kw-D					24	1/4	10	10	10	x		18			AP
QUINCY	WGEM*	1440	1kw	ABC	Avery-Knodel	12		42	5	1		12	11	2	4			UP;W
	WTAD*	930	5kw	CBS	Weed			24	2	7	5	19	5*	3	4			AP,UP
ROCKFORD	WBEL	(See BELOIT, WISCONSIN)																
	WROK	1440	1-D,500-N	ABC	H-R	11		34	4	2	10	14	5*		2	2	1/4	AP;T
	WRRR	1330	1kw-D					40	4	14	4	9		2	2			UP;W,S
ROCK ISLAND	WIIFB*	1270	5kw	CBS	Avery-Knodel			20	4	6	3	20	2*	2	1			AP,UP;St,T,L
SPRINGFIELD	WCVS	1450	250w	ABC	Sears & Ayer													AP;W
	WMAY	970	1kw	NBC	Pearson	6		34	3	17	4	19	8*	2	9			UP;T
	WTAX*	1240	250w	CBS	Weed	9	1/2	29	5	3	4	17	2*	1	3			AP;W
STERLING	WSDR	1240	100w					63	9	3	2	14	3*	2	16	6		UP;LW
STREATOR	WIZZ	1250	500w-D		Best			54		3	3	3	2*	1/4	5			UP
TAYLORVILLE	WTIM	1410	1kw-D		Continental			25		12	3	16	6*	5	2			UP;T,St
URBANA	WKID*	1530	250w-D	KBS	Pearson			58		12	6	7	2*	3			4	UP;LW
WEST FRANKFORT	WFRX	1300	1kw-D		Indie Sales			35	5	10	x	10	3*	2	3			UP;T

NO INFORMATION: Carbondale, WCIL; Carthage, WCAZ; Chicago, WAIT, WCB, WCRW, WFMP, WJJD, WMBI, WSEL; Chicago Heights, WCHI; Cicero, WHFC; Danville, WITY; Effingham, WSEI; Elmwood Park, WLEY; Freeport, WFRL; La Salle, WLPO; Pekin, WSIV; Peoria, WIRL; Waukegan, WKRS

INDIANA

City	Call letters	Freq	Power	DAILY HOURS				WEEKLY HOURS										
				Natl network	National rep	Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services
ANDERSON	WHBI	1240	250w	A,C	Bolling	12		14				7	2*					AP;T,St
BEDFORD	WBIW	1340	250w	MBS	W. S. Grant	x		42	14	14	13	20	3*	3	1		3	INS;T
BLOOMINGTON	WTFS	1370	5-D,500-N	ABC	Mecker	5	1	26	4	12	1	14	2*	4	2			AP
COLUMBUS	WCNI	1010	250w-D		Rambeau			42		6	5	6	3*	5	2		1/4	AP;T
CONNERSVILLE	WCNB*	1580	250w-D		Gill-Perna			42	5	1	5	3	6*	6	3			UP;T
ELKHART	WTRC*	1340	250w	NBC	Pearson	6		35	1	5		8	3*	4	6			UP
EVANSVILLE	WEOA	1400	250w	CBS	Katz	8		33	3	4	6	15	2*	1	4			INS
	WGBF*	1280	5-D,1-N	NBC	Weed	8		30	1	7	8	12	5*	3	1			UP;Se
	WKY*	820	250w-D		Pearson			75	7	6		8			1/2			AP;T,C
	WJPS	1330	5-D,1-N	ABC	Hollingbery	6		13	6	4	7	14	12*		8		3	AP;W,St
FT. WAYNE	WANE	1450	250w	CBS	Bolling	7		37	8	9	6	17	7*	3	4		1	AP;St
	WGL	1250	1kw	ABC	Headley-Reed	6		35	6	3	14	11	9*	9	1/2			UP;LW
	WKJG*	1380	5kw	MBS	Raymer	5		45	15	3	8	11	1*		3			AP,UP;C,W
	WOWO	1190	50kw	NBC	Free & Peters	7	1	20	8	6	2	15	x*	5	24			UP;T

SYMBOLS: } * am-fm station D—daytime power * local sports covered x figure unspecified
 } fm station N—night power † Mex. Span. included category unclaimed

FIRST PULSE
ON
50 KW OPERATION
AT

WOWO

476

FIRSTS

... 476 QUARTER HOURS!

The figures tell WOWO's story. They're in the latest Pulse, October-November, 1954. They cover twenty-six counties in prosperous Indiana, Ohio and Michigan. They show that WOWO leads in every quarter hour surveyed—from 6 AM to 11 PM on week-days and from noon to 11 PM on Sundays. Make you want to know more about WOWO? Then consider this—

WOWO

**covers 82
industrial—
agricultural
counties...
a rich market
covered by
no other medium!**

The WOWO market is a well-defined, high-income, important market. Its 3,896,400 people listen more to WOWO than to any other station. They spend over \$3,952,201,000 annually. You don't want to nibble at a market like this. You want to cover it in one swoop. You want WOWO. Call Tommy Longworth at Anthony 2136, Ft. Wayne, or Eldon Campbell, WBC National Sales Manager, at Plaza 1-2700, New York.

WOWO
FORT WAYNE



WESTINGHOUSE BROADCASTING COMPANY, INC.
WOWO, Fort Wayne; WBZ + WBZA • WBZ-TV, Boston; KYW • WPTZ, Philadelphia; KDKA • KDKA-TV, Pittsburgh; KEX, Portland; KPIX, San Francisco
KPIX represented by THE KATZ AGENCY, INC.;
All other WBC stations represented by FREE & PETERS, INC.

INDIANA (continued)

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS						WEEKLY HOURS						
						Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Service
GARY	WWCA	1270	1kw		Pearson		1	90	12	6		14	4*	5		2	24	AP
HAMMOND	WJOB*	1230	250w		McGillyvra			28	12	56	7	20	3*		7	13	24	UP;T
INDIANAPOLIS	WFBM	1260	5kw	CBS	Katz	8		33	3	6	3	15	7*	3	4			AP,IN
	WIBC	1070	50-D,10-N	MBS	Blair	3	1/4	57	1	19	9	17	2*	4	11			AP,UI T,S-
	WIRE	1130	5kw	NBC	Free & Peters	7	2	74	2		3	12	4	3				AP
	WISH	1310	5kw	ABC	Bolling	5		60	2	8	9	12	4*		2			AP;T
	WXLW	950	5kw-D		Pearson			x	x		2	x	x					UP
JASPER	WITZ*	990	1kw-D					58	5	15	4	14	8*	2	11			UP;T
KOKOMO	WIOU	1350	1kw	CBS	Weed	10		28	7	2	3	16	x*	2	9			AP;W
LAFAYETTE	WASK	1450	250w	MBS	Rambeau	8	1/2	45	5	6	5	24	8*	2	4			UP
LOGANSPOUT	WSAL	1230	250w	M,K		7		60		10		16	4		12			AP;St
MADISON	WORX‡	96.7	350w-D	KBS	Best			36	6	16	4	7	8*	1	2			UP;St McG
MARION	WBAT	1100	250w	CBS	Rambeau	5		50	2	5	1	12	1*	1/4	6		1/4	AP;St
	WMRI	860	250w-D					43	6	4	7	12	8*	3	6			AP;C,
	WMRI‡	106.9	34kw					50	30	6	2	5	8*	2	1			C,T
MICHIGAN CITY	WMIS*	1420	1-D,500-N		Rambeau			60	2	2	3	x	5*	3	3	2	5	UP
MUNCIE	WLBC	1310	250w	CBS	Walker; Holman	7						12	1/2*		x			AP;W
NEW ALBANY	WLRP	1570	1kw-D		Best			50	5		5	5	5*	2	3			UP
NEW CASTLE	WCTW‡	102.5	4kw		Scheerer			24				12	1/2*		26			AP;W
PERU	WARU	1600	500kw-D					20	x	x	20	8	x*	4	6			AP;T
PRINCETON	WRAY	1250	1kw-D	KBS	McGillyvra			40	x	x	7	7	2*		2			AP;LV
RICHMOND	WKBV	1490	250w	ABC	Meeker	8	1/4	51	5	2	7	25	7*	4			1/2	UP;T,
SALEM	WSLM	1220	250w-D	KBS	Best			21	2	35	10	9	3*	4	14			AP;T,
SEYMOUR	WJCD	1390	500w-D	KBS				24	2	14	12	8	4*	2	2			AP;W,
SHELBYVILLE	WSRK‡	101.3	5kw		Best			29	6	21	4	12	3*	4	2			UP;W,
SOUTHBEND	WHOT	1490	250w-D	ABC	Bolling	4		55	8	4	4	7	20*	6	1			AP;A
	WJVA	1580	250w	KBS	Burn-Smith			40	6	1	7	2	2*	1	2	8	1	UP
	WSBT	960	5kw	CBS	Raymer	9		26	2	1	5	15	3*	3		2		UP,IN
TERRE HAUTE	WBOW*	1230	250w	NBC	Weed	6		35	11		5	9	8*		2		1/4	UP
	WTHI*	1480	1kw	CBS	Bolling	9		10				12	3*	3	3			UP;W,
VINCENNES	WAOV	1450	250w	MBS	Free & Peters	8		36		6	3	8	3*		12			UP;W
WARSAW	WKAM	1220	250w-D	KBS	Holman			27		7	13	10	2*	1	6			AP;Co
	WRSW*	1480	500w					73		1	2	15	2*	3	5			UP;W, C,LW

NO INFORMATION: Anderson, WCBC; Boonville, WBNL; Frankfort, WILO; Gary, WGRY; Goshen, WKAM; La Porte, WLOI; Muncie, WMUN; Portland, WPGW; Tell WTCJ; Washington, WFML.

IOWA

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS						WEEKLY HOURS						
						Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Service
AMES	KASI	1130	1kw-D	KBS	Best			26	4	8	3	16	18*		4	6		UP;T
BURLINGTON	KBUR	1490	250w	ABC	V,R&McC	9		35	3		3	20	4*	3	5			AP,St
CARROLL	KCIM	1380	1kw		Pearson			55	3	3	4	18	3*	2	3			AP;T
CEDAR RAPIDS	KCRG	1600	5kw	MBS	Burn-Smith	5		70	1	10	1	16	2		1	3		INS,AP
	KPIG	1450	250w		Pearson		1	130				x						
	WMT	600	5kw	CBS	Katz	10	1	40	3	5	5	15	4*	1	14			All;T,A
CENTERVILLE	KCOG	1400	100w	KBS	McGillyvra			58	1	16	7	18	3*		7			AP;T
CHARLES CITY	KCHA	1580	250w-D	KBS	Walker			35	3	13	4	8	7*	6	7			AP;W,
CLINTON	KROS	1340	250w	MBS	Pearson	5		54	12	10	7	21	5*	3	5			UP;W
COUNCIL BLUFFS	KSWI	1560	500w-D		Hagg			70				10						UP;T
CRESTON	KSIB	1520	1kw-D	KBS	Pearson			50		2	3	11	1*		2			INS;T
DAVENPORT	KFMA	1580	250w-D	KBS	Broadcast Assos.			68	13	3	2	7	x*	12		3		UP;C,S
	KSTT	1170	1kw	MBS	Sears & Ayer	2	24	50	3	7	4	13	8*		7			UP
	WOC*	1420	5kw	NBC	Free & Peters	9		40	4		3	21	2*	3	2			UP
DECORAH	KDEC	1240	250w	KBS	Pearson													

IOWA (continued)

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS							WEEKLY HOURS					
						Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services
MOINES	KCBC	1390	1kw				2‡	164				9						INS
	KIOA	940	10-D,5N					86	6	6	6	15	14*	3	12			UP;INS;W
	KRNT*	1350	5kw	CBS	Katz		8	27	5	12	1	14	4*		1			AP,UP;St
	KSO*	1460	5kw	ABC	Avery-Knodel		6	53	11	5	6	18	9*	4	4			AP,INS;C
	KWDM	1150	1kw	MBS			4	21	4	25	30	16	8*	3	6	14	8	UP,INS;A,Se,Co
DUKE	WHIO*	1010	50kw	NBC	Free & Peters	x	24	50	7	9	7	15	4*	5	8			All;T,Se
	KDTH	1370	1kw	NBC	Pearson		7	52	1	4	3	18	4*	2	7			AP
	WDBQ*	1490	250w	A,M	Meeker		8	30	4			16	4*	½	½			UP;T,W
FIELD	KFAD	1570	250w-D	KBS			50	6	10	7	9	2*	3	7			AP;T,W	
DODGE	KVFD	1400	250w	MBS	Pearson		4	35	2	6	3	18	4*	3	4			UP,INS;T
MADISON	KXGI	1360	500w-D		Pearson			36	13	36	5	10	5*	2	3	½		UP;St
A CITY	KXIC	800	1kw-D	KBS	Pearson			36	5	10	4	6	6*	4	9			INS;W
ARS	KLEM	1410	1kw-D					47	2	6	6	15	4*	2	7			AP;T
SHALLTOWN	KFJB	1230	250w	MBS	Pearson	x		28		9	6	20	x*	4	7			UP;T
ON CITY	KGLO*	1300	5kw	CBS	Weed			25	4	3	5	20	3*	1	3			AP,UP;W
	KRIB	1490	250w	M,K	Pearson		7	38	7	13	4	18	9*	2	3			AP;T
	KSMN	1010	1kw-D					36	3	3	5	10		1	2			UP;A
	KWPC*	860	250w-D		Pearson			36	28	4	5	11	3*	2	3			UP,INS;W
VEIN	KOEL	950	500w		Pearson			34	2	30	4	16	12*	3	6			UP,INS;T,Se,W,Co,St
ALOOSA	KBOE	740	250w-D		Pearson		1	38		12	9	13			3			AP;St
MWA	KBIZ	1240	250w	M,A	Webb		7	28	5	3	6	23	6*		6			AP;W
	KLEE	1480	500w-D	KBS	Devney			80		4	2	10	1*					UP;T
SHENANDOAH	KMA	960	5kw	ABC	Petry		3	50	1	6	11	12	x*	11	13			AP,UP;Se
OX CITY	KCOM	620	1kw		Pearson			65				11	3*		6			UP
	KSCJ*	1360	5kw	ABC	Hollingbery		6	26	12	8	3	17	3	1	3			AP;LW,W
	KTRI	1470	5kw		V,R&McC			110				14						UP
CER	KICD	1240	250w		Pearson			75	13	6	2	18	x*		11			AP;St,A,T
WAM LAKE	KAYL*	990	250w-D					42	16	8	3	15	10*	6	10			AP;St,W
ERLOO	KXEL	1540	50kw	ABC	Avery-Knodel		4	44		29	11	12	3	¼	5			INS;C,Se
STER CITY	KJFJ	1570	250w-D	KBS				50	3	8		10	1		2			AP;T,C

INFORMATION: Atlantic, KJAN; Boone, KWBG; Cherokee, KCHE; Estherville, KLIL; Keokuk, KOKX; Shenandoah, KFNF; Waterloo, KWWL.

KANSAS

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS							WEEKLY HOURS					
						Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services
KANSAS CITY	KSOK	1280	1-D,100-N	KBS				25	7	3	3	10	1*	1	5			AP;LW
MISSION	KARE	1470	1kw	KBS	Sears & Ayer			85	3	3	3	21	6*		3			AP;St
WEYVILLE	KGGF	690	10-D,5-N	ABC	Pearson		5	30	2	14	12	18	5*		4			AP,INS;W
WY	KXXX	790	5kw-D		H-R.			40	2	18	9	12	3	5	19			UP
CORDIA	KFRM	550	5kw-D	CBS	Free & Peters (Same as KMBC, KANSAS CITY, MO.)													
	KNCK	1390	500w-D	KBS				49	14	2	3	10	2		2			UP
SE CITY	KGNO	1370	5-D,1-N	MBS	Hagg		10	15	9	5	8	14	7*	5	8			AP,UP;W
ORIA	KTSW	1400	250w	M,K	Gill-Perna		8	50	5	16	6	14	5*	¼	6			AP;T
COTT	KMDO	1600	500w-D	M,K			1	25	10	5	6	14	2	3				AP;LW
EN CITY	KGAR	1050	1kw-D		Continental			25	1	24		7	2	3	6			UP;Se
	KIUL	1240	250w	N,K			8	10	9	8	4	16	8*		2			AP;W,T
T BEND	KVGB	1590	5kw	NBC	Pearson		9	20	8	5	8	23	10*	1	6			AP;W,T
HINSON	KWBW	1150	250w	N,K	V,R&McC		7	18	3	13	8	18	7*	2	3			AP;W
	KWHK	1260	1kw		Everett-McK			50	9	5	3	10	25*	2	5			AP;T
PENDENCE	KIND	1010	250w-D	M,K			4											
AS CITY	KCKN	1310	250w		Capper			100	10		2	10		3				L,W,St
	WDAF	610	5kw	NBC	Christal		9	31	9	3	4	15	2*	2	4			AP;T,St UP,AP;

NOTES: (* am-fm station) (‡ fm station) D—daytime power N—night power * local sports covered † Mex. Span. included x figure unspecified category unclaimed

KANSAS (continued)

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS					WEEKLY HOURS							Service
						Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro	
LAWRENCE	KLWN	1320	500w-D					12	20	2	8	8	3*	2				UP; W
LEAVENWORTH	KULO	1410	500w-D	KBS	Best			6		61		8	2		2	6		UP
LIBERAL	KSCB	1270	1kw-D		Best			36	16	7	5	10	3*	2	3			UP; L
MANHATTAN	KMAN	1350	500w-D	KBS				60	1	5	3	2	1*		2			AP; T
OTTAWA	KOFO	1220	250w-D					12	2	4	7	14	2*		2			UP; W
PARSONS	KLKC	1540	250w-D	KBS				44	5		3	9	4		3			AP
PITTSBURG	KOAM	860	10-D,5-N	NBC	Pearson	9		12	4	20	6	19	2		2			AP
	KSEK	1340	250w	KBS	Cooke	2		89	2		2	26	15*		2			AP
SALINA	KSAL	1150	5kw	MBS	Pearson	5		37	8	18	2	20	4*	3	5			AP; L St, T
TOPEKA	KJAY	1440	5-D,1-N		McGillvra			90		6	3	20	14*					INS
	KTOP	1490	250w	MBS				80	7		5	12	5*			1		
	WREN	1250	5kw	ABC	Pearson			45	11	6	5	23	10*	2	3			UP; W
WICHITA	KAKE	1240	250w	MBS	McGillvra	1		75	2		5	13	8*					AP; W
	KANS	1480	5-D,1-N	NBC	Raymer	10		15	14	18	4	17	2*	3	2		2	AP, UI
	KFBI	1070	10kw	ABC	Avery-Knodel	6		43	13	22	8	25	3*	4	3			AP, UI
	KFII*	1330	5kw	CBS	Blair	10		30	2	7	4	17	2	1	7			AP, UI
	KWBB	1410	1kw		Young		1	76	1	27	6	23	x*	6				AP; T

NO INFORMATION: Chanute, KCRB; El Dorado, KBTO; Goodland, KWGB; Hays, KAYS; Junction City, KJCK; McPherson, KNEX; Newton, KJRG; Pratt, KWSK; T. WIBW

KENTUCKY

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS					WEEKLY HOURS							Service
						Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro	
ASHLAND	WCMI*	1340	250w	CBS	H-R	10		52		6	9	11	2*	4	1/2			UP; W
	WWKO	1420	5kw-D		W. S. Grant			35		35	3	7	2*		1		7	AP; S
BOWLING GREEN	WKCT	930	1-D,500-N	ABC	Pearson	6		30	4	26	7	15	1*	2	7			UP; T
	WLBJ*	1410	5-D,1-N	M,K	Burn-Smith	5		24	2	24	5	14	3*	1	5		10	AP; W
CAMPBELLSVILLE	WTCO	1150	1kw-D	KBS				8	2	13	30	9	3	2	3		2	UP; W
COLUMBIA	WAIN	1270	1kw-D	KBS	Best			18	2	24	6	6	2	3	4		1	UP; T
COVINGTON	WZIP	1050	250w-D	KBS	Indie Sales			22	6	9	7	8	1*	5	3	3	14	UP
CUMBERLAND	WCPM	1490	250w	M,K	Best	5		36	1	17	8	11	15*	1	4		5	UP; T
DANVILLE	WHHR	1230	250w	M,K	Holman	6		34	10	18	3	18	12*	3	18			UP; T
ELIZABETHTOWN	WHEL	1100	250w	KBS	Best			50	7	16	10	16	x*	1/2	2			UP; T
FRANKFORT	WFKY	1490	250w	M,K	Burn-Smith	3		21	17	21	7	14	12*		2		3	UP; T
FULTON	WFUL*	1270	1kw-D		Best			53	1	22	8	7	1*		5		7	UP; T
GLASGOW	WKAY	1190	250w	KBS				51		28	9	10	2	3	3			UP; W
HAZARD	WKIC	1340	250w	M,K	Best	10		8		25	3	15	5*		1			UP; W
HENDERSON	WSON*	860	500w-D	M,K	Mecker	3		35		8	6	9	3*	2	2			UP; W
HOPKINSVILLE	WHOP*	1230	250w	CBS	Mecker	8		x	2	6	5	19	15*	3	5			UP; T
LEXINGTON	WLAP	630	5-D,1-N	ABC	Pearson			35	8	10	6	24	x*	3	12		1	UP; W
	WLFX	1309	1kw	KBS	Forjoe			60		30				4	6		5	AP; L
	WLK	599	1kw	MBS	Burn-Smith	9	1/2	50	4	14	1	18	10*		6			AP; T
LOUISVILLE	WAVE	970	5kw	NBC	NBC Spot	4		13		6	2	13	1*	5	3			AP; T
	WJNN	1210	250w	KBS	Radio-TV Reps		1	69	6	7	7	8	21*	1			2	UP; W
	WKLO	1080	5-D,1-N	ABC	Blair	5	1	45	3	41	1	10						UP
	WKYW	900	1kw		Burn-Smith			56	4	12	1	7						AP; C
	WLOU	1350	1kw-D		Forjoe			5			11	5	2*	8			76	UP
MADISONVILLE	WFMW*	730	250w-D	KBS	Continental			30	1	16	5	14	3*	2	5		5	UP; C
MAYFIELD	WNGO	1320	1kw-D		Benton Paschal			20	9	28	11	7	3*	3	3			AP; I
MAYSVILLE	WFTM	1210	250w	M,K		2		60		10	8	21	12*		9			UP; W
MIDDLESBORO	WMIK	560	500w-D	KBS	Holman			28	3	24	17	7	3	7	4		4	UP
NEWPORT	WNOP	710	1kw-D					11	16	24	11	7	2	3				UP
OWENSBORO	WOMI*	1190	250w	M,K	Burn-Smith			25	3	7	9	13	6*	1	3			AP; T
	WVJS*	1120	1kw	ABC	Rambau	3		57	1	9	8	10	8*		6			UP
PADUCAH	WKYB*	570	1-D,500-N	NBC	Pearson	7		43	8	13	5	12	11*	3	4			AP; W
	WPAD*	1150	250w	CBS	Mecker	8		15	8	4	7	13	15*	2	12			UP; I

SYMBOLS: * am-fm station
 † fm station
 D—daytime power
 N—night power
 * local sports covered
 † Mex. Spon. included
 x figure unspecified category unclassified

KENTUCKY (continued)

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS				WEEKLY HOURS							Services		
						Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign		Negro	
LEXINGTON	WLSI	900	1kw-D					21	2	22	5	10	2	4	2				UP;T
LOUISVILLE	WPRT	960	1kw-D	KBS		1		36	13	20	5	5	2	1/2	2				UP;McG
MADISONVILLE	WRUS	800	1kw-D		Best			31		29	3	11	2	2	10				UP;C
MURKETS	WSFC	1240	250w	MBS	Best			40		40	x	16	5*	1	2				UP;T
NORFOLK	WMTC	730	1kw-D		Continental				9		18	9		2	2				AP;W
OWENSBURG	WTCW	920	1kw-D					6		50	6	7	1*		1				UP;Se
WINCHESTER	WWKY	1380	1kw-D	MBS	Best	3		25	3	28	10	18	1	1/2	6		1		AP;T

INFORMATION: Campbellsville, WLCK; Corbin, WCTT; Franklin, WFKN; Harlan, WHLN; Lebanon, WLBN; Louisville, WGRC, WLAS; Mayfield, WKTM; Murray, WS; Paintsville, WSIP; Pikeville, WPKE; Princeton, WPKY.

LOUISIANA

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS				WEEKLY HOURS							Services		
						Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign		Negro	
MONROE	KALB*	580	5kw	ABC	Weed	5		48	6	8	10	15	4*	2	5				UP,AP;W,McG
	KDBS	1410	1kw-D	KBS				x				x							UP
	KSYL	970	1kw	NBC	Everett-McK	10		33	6	11	5	16	4*		2		18		AP
MONROE	WIBR	1300	1kw		Walker			56	12	23	3	7	2		1/2		16		AP;LW,St
	WJBO*	1150	5kw	NBC	Hollingbery	8		29	7	5	7	20	3*	6	1				AP
	WLCS*	910	1kw	ABC	Rambeau	4		77	10	15	6	21	2*	2					AP;W,A
	WXOK	1260	1kw-D		Forjoe			12		24	3	4	1	6			52		UP
MONROE	KDLA	1010	1kw-D	KBS				25	2	26	16	6	1*				6		UP;McG
MONROE	WHIL	1400	250w	KBS				23	9	25	3	7	2*		1/2		3		AP;Se,W
MONROE	KCIL	1190	250w	N.K	Indie Sales	13		6	2	18	1	8	6	5		8	6		AP;W
MONROE	KLFY	1420	1kw	ABC	Rambeau	5		80		7	3	14	3*			3			UP;W
MONROE	KVOL*	1330	1kw	NBC	Meeker	7		10	1	6	1	3	2*		3/4	2	1		AP;T
MONROE	KAOK	1400	250w	MBS	Forjoe	6		35		40	8	x	4*		2	2	22		UP
MONROE	KPLC	1470	5-D,1-N	NBC	Weed	x		30	x	x		x	x	x		x	x		AP,UP;W
MONROE	KDBC	1360	1kw-D		Benton Paschall			42	4	60	10	1	2*	3	2		8		AP;St
MONROE	KAPK	1240	100w					74		7	15	16	2		1		2		UP
MONROE	KLIC	1230	250w	M,K		8	2	45	3	16	4	15	3*	2			10		AP;C
MONROE	KMLB*	1410	5kw	ABC	Pearson			x		x	10	x	7*	5	4		2		AP;T
MONROE	KNOE	1390	5kw	NBC	H-R	7		30	2	12	5	14	2*	1	6		6		AP;W
MONROE	KMRC	1430	500-D					81	1	7	2	5	2*				14		UP
MONROE	KANE	1210	250w	A,K		7		78	11		6	18	2*	1/2	3				AP;W
MONROE	KVIM	1360	1kw-D					36	4	30	7	6	2	1	2	2	5		UP;C
MONROE	WBOK	800	1kw-D		Forjoe			2		21	35	3	2	6	1/2		60		UP
MONROE	WDSU*	1280	5kw	NBC	Blair	8	1	44	9	4	5	10	1	2	1/2				AP;UP
MONROE	WJBW	1230	250w					121			2					3			
MONROE	WMRY	600	500w-D		Gill-Perna						31	x	x*	3			86		
MONROE	WNOE	1060	50-D,5-N	MBS	H-R	5		30	15	10	2	10	2						UP;Se
MONROE	WSMB	1350	5kw	ABC	Avery-Knodel	6		67	9	1	7	12	3*	1	1/2				AP;W
MONROE	WTIX	1150	250w		Continental		24	168				14							UP
MONROE	WWEZ	690	5kw		Geo. Clark			x			x	x					126		UP
MONROE	WWL	870	50kw	CBS	Katz	9	24	12					2	2	6				AP,UP;T,St
MONROE	KREH	900	250w-D	KBS						x	7	5	1*		1/2		7		UP
MONROE	KSLO	1230	250w	A,K	Sears & Ave	6		30	6	18	15	26	1	2	30	13	7		UP
MONROE	KRUS	1490	250w	M,K	Best	6		35	2	10		11	2*	1/2	6				UP
MONROE	KANV	1050	250w-D		United D.C.			9			22	3	6*	4	1/2		84		
MONROE	KENT	1550	1-D,500-N	MBS	Pearson	5	2	19	14	7	7	15	x*				10		AP;St
MONROE	KJOE	1480	1kw					77			3	7	1						AP;A
MONROE	KTBS*	710	10kw	NBC	Petry	8		33	5	8	7	19	2	2	3				AP,UP;A
MONROE	KWKH	1130	50kw	CBS	Branham	9	1	6	6	37	5	16	2*	2	5		6		AP,UP;St
MONROE	KTIB	630	500w-D					56	4	10		1	2*	2	2				UP

INFORMATION: Abbeville, KROP; Bastrop, KTRY; Baton Rouge, WAFB; Bogalusa, WHXY, WIKC; Covington, WARB; Crowley, KSLG; Eunice, KEUN; Jennings, KJEF; Lake Charles, KLOU; Natchitoches, KWGJ; New Orleans, WRCM, WTSP; Shreveport, KCLJ, KRMD; Tallulah, KTLD.

MAINE

City	Call letters	Freq.	Power	Daily Hours		Weekly Hours										Service		
				Natl network	National rep	Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm		Foreign	Negro
AUGUSTA	WFAU	1340	250w	MBS	R. O'Connell			38	7	6	6	19	15*	6	3	1		AP;W
	WRDO	1400	250w	NBC	Weed	7		26	2	2	6	18	1	4	3			UP
BANGOR	WABI	910	5kw	A.M.	Hollingbery	6		80	9	7	18	27	9*	10	6			AP;W
	WGUY	1230	250w	CBS	Everett-McK	x	1	66	5	4	1/2	14	3*	3	1			UP
	WLWZ	620	5kw	NBC	Weed	10		10						3	3			UP;T
BIDDEFORD	WIDE	1400	250w	MBS	Raymer	6		22	8	5	9	21	2*	4	1/2	8		AP;W
HOULTON	WABM	1340	250w	KBS	Webb	6					7	14	3*		20			AP;T
LEWISTON	WCOU*	1240	250w	MBS	R. O'Connell	7		9	7	4	4	19	11*	4	3	3		UP;W, Se
	WLAM	1470	5kw	ABC	Everett-McK	7		38	7	1	4	18	4*	3	1/4	3		AP;T
PORTLAND	WCSH	970	5kw	NBC	Weed	9		13	5			10	3*	1	5			AP,UP
	WPOR	1190	250w	A.M.	O'Con; Holman	7		48	1		4	14	x*	2				AP
PRESQUE ISLE	WAGM	1150	250w	MBS	Webb	7		29	16	5	11	18	15*	3	8	1/4		AP;T
ROCKLAND	WRKD	1150	250w	ABC	R. O'Connell	9		30	3	6	7	17	7*	3	3	1		UP;St
RUMFORD	WRUM	790	1kw-D	KBS	R. O'Connell			34	10	7	3	6	3*	3	2			UP;W, Se
WATERVILLE	WTVL	1190	250w	ABC	R. O'Connell			36	3	4	3	21	3*	2	1	1/2	1/2	UP;St

NO INFORMATION: Portland, WGAN.

MARYLAND

City	Call letters	Freq.	Power	Daily Hours		Weekly Hours										Services				
				Natl network	National rep	Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm		Foreign	Negro		
ANNAPOLIS	WANN	1190	1kw-D		Pearson, D-C							32	3	1		1		84	UP	
	WNAV*	1430	1kw		Forjoe			90	16	5	7	13	4*	4			8		AP;T	
BALTIMORE	WBAL	1090	50kw	NBC	Christal	8	24	47	5		2	9	2*	2	7		12		All; Se	
	WBMD	750	1kw-D							48	11	6		3		7				
	WCAO	600	5kw	CBS	Raymer	10	1/2	29	3		3	12	2*	5					AP	
	WFBR	1300	5kw	ABC	Blair	5		40	7			10	3	3					AP,UP	
	WITH	1230	250w		Forjoe		24	120	2		4	14	12					19	AP	
	WITH#	101.3	20kw		Forjoe; GMB				91			11								AP;St
	WSID	1010	1kw-D		United			x			6	3						54	UP	
	WWIN	1100	250w					89	6		2	16	24			6			UP	
BETHESDA	WUST	1120	250w-D		Interstate			30			35	4	6				70	UP		
CAMBRIDGE	WCEM	1240	100w	MBS		5		90	8	7	4	13	4*		5				AP;W	
CUMBERLAND	WCUA*	1190	250w	CBS	Forjoe	6		25				13	3*	2					AP;T	
	WDYK	1230	250w	A.M.	Thos. Clark	10		45	3	2	5	15	6*		2				UP;St	
	WTBO	1150	250w	NBC	Branham	10		37	4	5	1	14	4*	3	1	1/2			UP;W	
FREDERICK	WFMD	930	1kw	CBS	Meeker	8		30	3	25	11	11	8*		5				AP	
HAGERSTOWN	WARK	1190	250w	CBS	United; Oakes	9	1	8	x	20		15	2	3	12				UP	
	WHEJ*	1240	250w	A.M.	Walker	7		24	10	1	6	25	11*	1	7				AP;T	
HAVRE DE GRACE	WASV	1330	1kw-D					42	6	12	1	10	15	2	6		2		AP;St	
LEONARDTOWN	WKIK	1370	1kw-D					24		24	3	10	2		3				UP	
LEXINGTON PARK	WPTX	920	500w-D	KBS				68	4		3	9	1	5			2		AP;LW	
POCOMOKE CITY	WESM	1470	1kw-D					24	6	18	3	6	5		6					
ROCKVILLE	WINN	1600	1kw-D		United; Oakes			42		60		7	2						UP	
SALISBURY	WBOC	960	1kw	MBS	Burn-Smith	5	1/2	64	18	8	4	16	1*	3	9				AP;T	
SILVER SPRING	WCAV	1050	1kw-D		Indie Sales			19	3	15	1	6			2	1			AP	
WESTMINSTER	WTTR	1470	1kw-D					13	9	4	3	2	x*	2	6				UP;T	

NO INFORMATION: Annapolis, WASL; Baltimore, WCBM.

MASSACHUSETTS

City	Call letters	Freq.	Power	Daily Hours		Weekly Hours										Services				
				Natl network	National rep	Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm		Foreign	Negro		
ATTLEBORO	WARA	1320	1kw		Walker			75	16			3	22	1*	4	1/4				UP
BOSTON	WBMS	1090	1kw-D		Rambeau			18	11			3	7	2			19	18		UP
	WBZ	1030	50kw	NBC	Free & Peters	8	24	51	4	3	7	19	1*	5	6					AP,UP
	WCOP	1150	5kw		Weed			75	7	5	3	7	2*	3	1					AP
	WCRB	1330	1kw		GMB							10	1*				1			UP
	WEFI*	590	5kw	CBS	CBS Spot	11	24	x	30			x	10	4	1	6				AP,UP
	WHDH	950	50kw		Blair			24	108	9		4	15	3*	5	3				AP

MASSACHUSETTS (continued)

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS					WEEKLY HOURS							Services	
						Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro		
BOSTON (con't.)	WNAC	680	50kw	MBS	H-R	7	1	25	16	6	6	24	3	7	2			UP,INS	
	WORL	950	5kw-D		Headley-Reed			70				7	x					AP	
	WVDA	1260	5kw	ABC	Raymer	5	1	52	2			26	3	1	2			UP;T	
	WVOM	1600	5kw	KBS				18				3	3*			28	5	UP;T	
ROCTON	WBET	1160	1kw		Walker			11	10	1	5	35	x*	6	1	1/2		UP	
AMBRIDGE	WTAO	740	250w-D		Indie Sales			70				7						AP	
	WXIR‡	96.9	8kw						53										
ALL RIVER	WSAR	1480	5kw	ABC	Headley-Reed	2		105	14	3	3	25	3*	2	2	6		UP	
TCHBURG	WFCM	1580	1kw-D		Walker			x		x	3	7	2	15	2			UP	
RAMINGHAM	WKOX	1190	1kw-D		Webb			82	7	5	2	10	1*		1	2		UP;W	
ARDNER	WGAW	1340	250w		Webb			73	26	1	5	5	2*	3		2		UP	
REENFIELD	WHAI*	1240	250w	MBS	Walker	5		23	19			10	26	5*	4	7	2	AP;Se	
AVERHILL	WHAV	1490	250w		Nona Kirby		24	120	13			6	17	2*		3		UP	
OLYOKE	WREB	930	500w-D	KBS				70	14	7	1	25	15*	3		21		AP;Se	
LAWRENCE	WCCM	800	1kw		Walker			75	6	2	5	x	2*	3	3	1/2		AP	
OWELL	WCAP	980	1kw-D		Kettell-Carter			60				11	1*		1	4		UP	
	WLLH	1400	250w	MBS	Haskell Bloomb'g	x		36	14			8	15	x*		1/2		UP	
UNN	WLYN*	1360	1kw-D		Walker			58	3	2	3	9				4		UP	
EDFORD	WHIL	1430	500w-D					65	3	6	2	6	1*			3		UP;T	
EW BEDFORD	WBSM*	1230	100w		Bolling			83	9	10	5	15	2*	3	1/2	1		UP	
	WNBH*	1340	250w	MBS	Walker	7		36	2			20	4*	3	2	4	1/4	AP	
ORTH ADAMS	WMNB	1230	250w		McGillyra			69	6	2	3	11	10*	6	2	3		AP	
	WNAW	860	250w-D					21				19	6		6			UP;A,Co	
ORTHAMPTON	WHMP	1400	250w		Webb			90	6	6	2	3	4*		2	2			
TTSFIELD	WBRK	1340	250w	MBS	Walker	8		37	15			4	22	2*	2	2	1	UP;LW	
JINCY	WJDA	1300	1kw-D		Webb			14	28	10	4	10	3*	4	1			UP;W	
LEM	WESX	1230	250w		Webb, Kirby			40	16	2	5	8	3*	3		3		UP;W	
RINGFIELD	WACE	730	1kw-D		Bolling			63				6	18*	3		9		INS	
	WBZA* (Same as WBZ, BOSTON)																		
	WJKO	1600	250w	MBS	Gill-Perna	6		57	22			7	20	2*	2	1/4			UP
	WMAS*	1450	5kw-D		H-R			27	22	12	4	6	3	3	2	18	7		UP
	WSPR	1270	1kw	ABC	Hollingbery	x		65	6	5		9	3	3	1/4	1			AP;T
	WTXL	1490	250w				1	90	12			1	1					UP;W	
UNTON	WPEP	1570	1kw-D					24	1	2	2	9	3*	4	1	1		UP	
ARE	WARE	1250	1kw	KBS	Webb			35	5	12	2	14	x*		14	7		AP	
YARMOUTH	WOCB*	1240	250w	MBS	Walker			25	28	2	10	17	x*	6					
ORCESTER	WAAB	1140	5kw	MBS	Forjoe	4		60	5	3	5	20	1*					AP	
	WNEB	1230	250w		Bolling			100	6	7	3	3	2	3				UP	
	WTAG*	580	5kw	CBS	Christal	9		26	9	1	3	16	1	7	2			AP;A	

INFORMATION: Boston, WMEX; Brookline, WVOM; Fitchburg, WEIM; Lowell, WCAP; Pittsfield, WBEC; Springfield, WHYN; Worcester, WORC

MICHIGAN

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS					WEEKLY HOURS							Services	
						Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro		
RIAN	WABJ	1490	250w-D		Best			25	2	5	6	8	2*	3	6	2	1		UP;T
MA	WFYC	1280	1kw-D	KBS				36	4	4	5	9	5*	1	2				UP;LW,W
IN ARBOR	WHR	1600	1kw	ABC	Walker	8		30	8	2	3	17	8*	4			3		AP
	WPAC	1050	1kw-D		McGillyra			27	6	2	5	8	2*		12	5	3		AP;T
TTL CREEK	WBCK	930	1kw-D	MBS	Burn-Smith	7		40	7			5	11	9*				UP;W	
NTON HARBOR	WHFB*	1060	1kw-D		Holman			24	6	1/2	8	9	9*	2	6		2		AP;T,W
S RAPIDS	WBRN	1460	1kw-D	KBS	Holman			32	13	6	4	10	3*	1	6		2		AP;LW,Se
DILLAC	WATT	1240	250w	M.K	Holman	x		x		x		x				1			Se
EBOYGAN	WCBY	1240	250w		Best			50	7	10	4	8	10*		1				AP;T
LDWATER	WLP*	1500	1kw		Best		24	80	16	6	10	12	10*		6				T,Co,W
ARBORN	WKMH*	1310	5kw		Headley-Reed		24	133	5		3	6	6*		2				UP
TROT	CKLW*	800	50kw	MBS	Young	5	24	86	4	6	15	19	5	6	6		2		UP,INS, BUP; W,T
	WJBK*	1490	250w				24	158	6		3	10	x*		1/2				INS,UP
	WJLB*	1400	250w		Forjoe		24	48	3	2	17	12	1	2	2	46	46		AP

ABOLLS: { * am-fm station D—daytime power * local sports covered x figure unspecified
 { ‡ fm station N—night power † Mex. Span. included category unclaimed

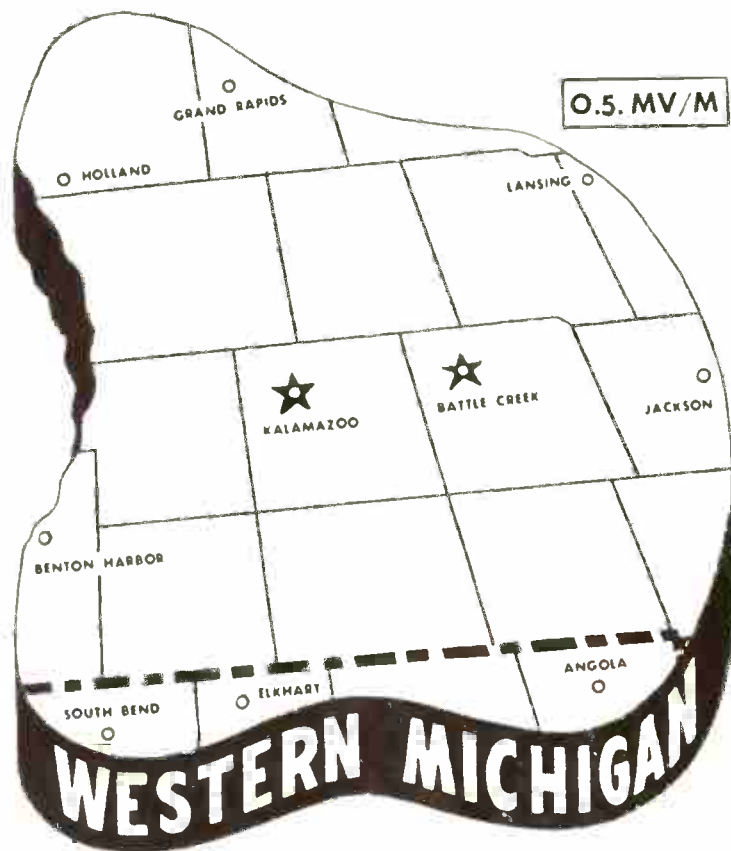
MICHIGAN (continued)

	Ca. letters	Freq	Power	Natl network	National rep	DAILY HOURS										WEEKLY HOURS					Services
						Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro				
DETROIT (con't.)	W1DM	95.5	20kw		GMB		2	100	40											A,St,T,W	
	WWJ	950	5kw	NBC	Hollingbery	8	24	41	45	8	5	14	2*	2	1/2					AP,UP;T LW	
ESCANABA	WYZ	1270	5kw	ABC	Blair		1	85	12		5	10	4	2				18		AP,INS;	
	WDBC	680	1kw	MBS	Walker	5		5	5	10	5	22	x*	3	5						AP
FLINT	WESK	1490	250w	NBC		6		x	x	x	6	9	8*	3						UP;St,T	
	WFDF	910	1kw	NBC	Katz	8	1/2	35	4	7	5	2	3*	4	4	3	1/4			AP;St,T	
GAYLORD	WKMF	1170	1kw		Headley-Reed		24	150			2	10	1*		3					UP	
	WJRP	1510	250w-D	KBS	Best			6	8	12	9	7					2	16		UP;St	
GRAND RAPIDS	WTAC	600	1kw	ABC	Bolling	5		61	20	3	4	32	7*	5	3					UP;LW	
	WATC	910	1kw-D	KBC				21	9	11	11	6	2*	2	2					AP	
HOUGHTON LAKE	WFUR	1510	1kw-D		McGillyra			6	14		32	8	2	3	3					UP;A	
	WGRD	1110	1kw-D		Civil-Perna			49	1	7	2	7		2	2	10				AP;St	
IONIA	WJEF*	1230	250w	CBS	Avery-Knodel	10	1	76	18	4	4	19	4*	3	3			1		AP;T	
	WLAJ*	1310	250w	ABC	Pearson	8		35	6	6	10	13	2*	3				3		UP;St	
JACKSON	WOOD	1300	5kw	NBC	Katz	5	2	43	1	5	8	12	6	5	5					AP;W	
	WHTC	1150	250w		Best			51	21		13	12	6*	7						AP;W,T	
KALAMAZOO	WHGR	1290	1kw-D					65	14	24	8	x	2*	2	2					AP	
	WHON	1130	500w-D		Best			40		12	10	12	4*	1/4	3					AP;T	
KALAMAZOO	WKBB	1230	250w	M.K.	Walker	9		18	11	6	5	16	12*	1/2	1/2					AP;T	
	WJMS	630	1kw	M.K.	Walker	6		30	2	2	9	13	10*	5			2			UP;T	
KALAMAZOO	WJPD	1240	250w	KBS				x	x	x	x	x	x*					3		AP;W	
	WIBM	1150	250w	ABC	Weed	7	24	107	5	3	8	29	12*	5	3	3				AP	
KALAMAZOO	WKMI	1360	5kw		Forjoe		3	120	24		6	12	10*		2					UP	
	WKZO	590	5kw	CBS	Avery-Knodel	9		24	2	2	6	16	9*	3	7					AP;T	

WKMI KALAMAZOO

NOW

5,000 WATTS



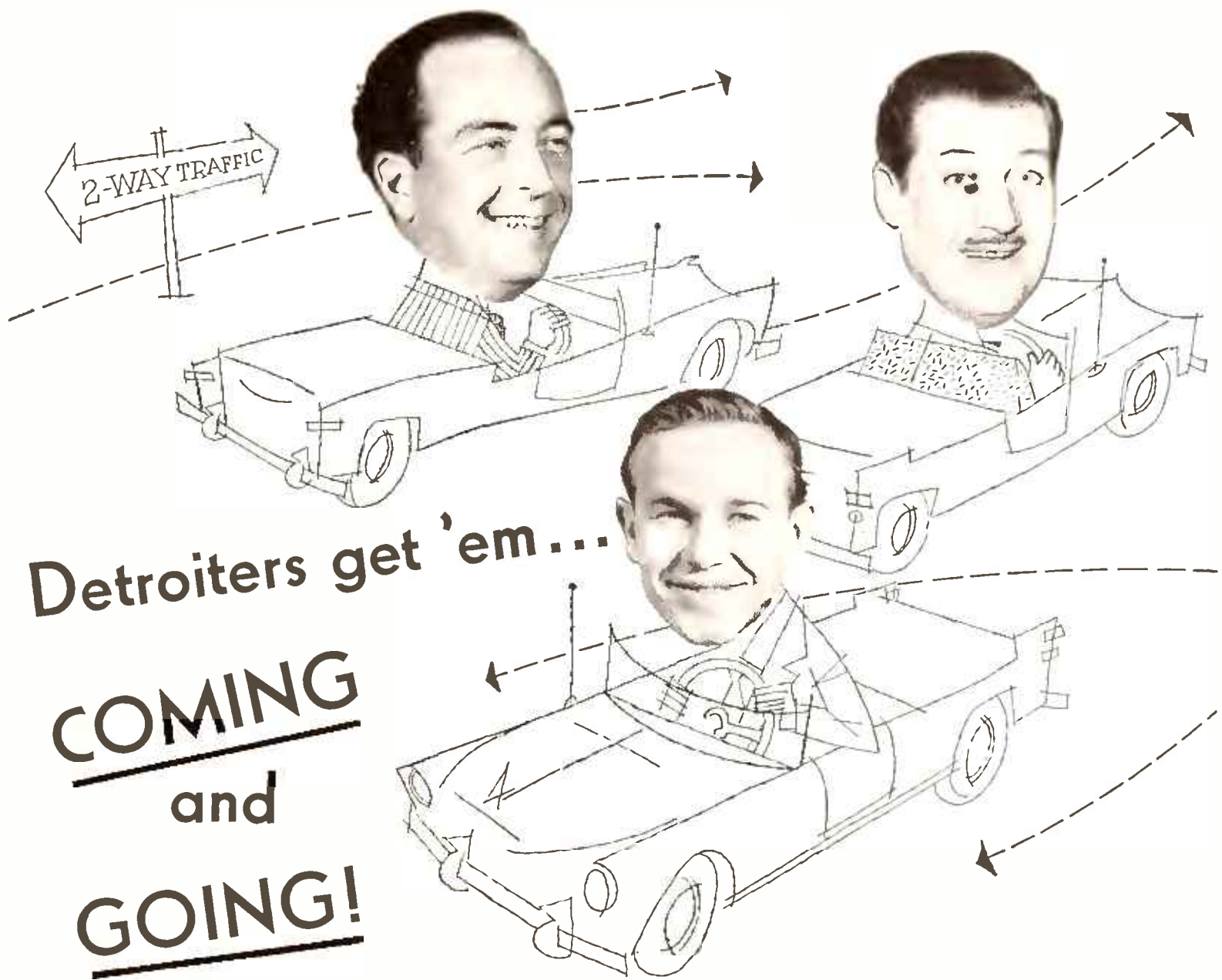
WESTERN MICHIGAN'S MOST POWERFUL INDEPENDENT

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

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

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

WKMI • STEERE BROADCASTING CORP. • KALAMAZOO, MICHIGAN



- **WWJ's Bob Maxwell**
6:30-9:00 A.M. Monday
through Friday
3:00-6:00 P.M. Saturday
- **WWJ's Ross Mulholland**
1:00-2:15 P.M. Monday
through Friday
6:30-7:00 P.M. Monday
through Friday
3:00-5:30 P.M. Sunday
- **WWJ's Jim DeLand**
5:15-6:00 P.M. Monday
through Friday

To drive home your message—to sell those with money to spend as well as time to listen—hop into Detroit's teeming traffic with this high-octane trio.

These gentlemen mean business. They program smartly and intelligently, keep chatter within bounds, appeal to a wide audience rather than to just one age group. That's why Pulse consistently gives them such healthy ratings.

To get folks coming and going—to and from work, on business and shopping trips, on weekdays and weekends—make it Maxwell, Mulholland, and DeLand.

WWJ **AM**
FM

Basic **NBC** Affiliate

AM—950 KILOCYCLES—5000 WATTS

FM—CHANNEL 246—97.1 MEGACYCLES

Associate Television Station WWJ-TV

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

MICHIGAN (continued)

City	Call letters	Freq	Power	DAILY HOURS				WEEKLY HOURS								Services		
				Natl network	National rep	Network	Post-mid 1/2	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm 1/2		Foreign	Negro
LANSING	WILS	1320	5-D,1-N		V.R&McC			98	6	4	6	18	3*					AP;LW
LUDINGTON	WKLA	1450	250w	A,K	Burn-Smith	10		18				6	2*	3	5			UP
MANISTEE	WMTE	1310	250w	M,K	Best	4		25	6	10	7	12	2*	2	2	4		AP;LW
MARINE CITY	WDOG	1590	1kw-D					85		6	3	8	2*			1		INS
MIDLAND	WMDN	1190	250w		Best			50	28	14	9	8	4	3	2	7		AP;LW
MOUNT PLEASANT	WCEN	1150	1kw	KBC	Best			80	12	6	7	7	3*	3	16			AP;LW, Se,T
MUSKEGON	WKBZ*	850	1kw	ABC	Meeker	8		47	5	2		10	2*	2	1			AP;T,LW
	WMUS	1090	1kw		McGillyvra			30	21	6	43	7	3	3	3		1/2	AP
OWOSSO	WOAP	1080	250w-D	KBS	McGillyvra			40	1	3	11	7	1*		1	1		AP;T
PONTIAC	WCAR*	1130	1kw-D		Pearson			45		6	7	x	3					INS,AP
	WPON	1460	500w		Best			110	10	6	11	16	3*		1	2	1	AP;T
PORT HURON	WILS	1450	250w	M,K	Gill-Perna	6	1	24	2	1	1	15	3*		x		2	AP;LW, W,St
ROGERS CITY	WHAK	960	5kw-D					52	12	6	12	11	5	2	3			UP;W
SAGINAW	WKNX	1210	1kw-D		Gill-Perna			49	4	13	5	8	2*	1	3	1/2		UP;T
	WSGW	790	1kw	MBS	Pearson			40	13	15	6	17	18*	3	2	3	3	AP;Se,T
SAULT STE. MARIE	WSOO	1230	250w	ABC		7		30	12	4	7	17	14*	2	2			AP
TRAVERSE CITY	WTCM	1400	250w	M,K	Holman													

NO INFORMATION: Albion, WALM; Alpena, WATZ; Bad Axe, WLEW; Battle Creek, WELL; Bay City, WBCM; Detroit, WJR; Flint, WBBC; Houghton, WHDF; Iron Mountain, WMIQ; Jackson, WKHM; Lansing, WJIM; Marquette, WDMJ; Menominee, WMAW; Muskegon, WKNK; Petosky, WMBN; Port Huron, WTTH; Royal Oak, WEXL; Saginaw, WSAM; Sturgis, WSTR.

MINNESOTA

City	Call letters	Freq	Power	DAILY HOURS				WEEKLY HOURS								Services		
				Natl network	National rep	Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm 1/4		Foreign	Negro
ALBERT LEA	KATE	1450	250w	ABC	Meeker	7		40	20	20	5	12	6*	3	5			UP;T
ALEXANDRIA	KXRA	1490	250w	A,K	Lawson	10		21	12	12	12	17	2*	4	2	1/2		UP
BEMIDJI	KBUN	1450	250w	M,K	Lawson	6		15	8	8	8	24	11*	2	2	1/4		UP;W
BRAINERD	KLIZ	1400	250w	MBS	Walker	5		40	9	6	3	12	7*	2	1			AP
CLOQUET	WKLK	1230	250w					50	26	22	3	11	2*		1	4		UP;LW
CROOKSTON	KROX	1260	1-D,500-N	KBS	Cooke, Lawson			23	5	20	15	10	10*	2	3	1/2		UP;T,W
DULUTH	KDAL	610	5kw	CBS	Avery-Knodel	9	24	49	2	2		5	1	3	1/4			AP;LW
	WDSM	710	5kw	AM	Free & Peters	11		13		2		6	4*			1		UP;St
	WEBC	560	5kw	NBC	Hollingbery	8		25	14	1	9	14	1*		2			UP
	WHLB	(See VIRGINIA)																
FAIRMONT	KSUM	1370	1kw	MBS	Rambeau	3		52	5	11	9	18	6*	5	8	1/2		AP;T
FARIBAULT	KDHL	920	1kw		Lawson			42	9	32	1	12	6*	1	6			AP;C,W
FERGUS FALLS	KGDE	1250	1kw	MBS	Bulmer-Johnson			39	6	8	7	21	x*		3	1/2		AP

WILS DOMINATES LANSING RADIO

The most recent survey (HOOPER, FEB. '55) gives WILS the following share-of-audience in Lansing, Michigan:

	WILS	NETWORK STATION B	NETWORK STATION C
MONDAY THRU FRIDAY 7:00 A.M.—12:00 NOON	38.3	31.8	20.3
MONDAY THRU FRIDAY 12:00 NOON—6:00 P.M.	48.9	18.4	23.9
MONDAY THRU FRIDAY 6:00 P.M.—10:00 P.M.	38.1	28.8	25.9

REPRESENTED NATIONALLY BY VENARD-RINTOUL-McCONNELL, INC.

Lansing's Most Powerful Station

MUSIC • NEWS • SPORTS
5000 WATTS D 1000 WATTS N

WILS

407 N. WASHINGTON AVE.
LANSING, MICHIGAN

MINNESOTA (continued)

City	Call letters	Freq.	Power	DAILY HOURS					WEEKLY HOURS									
				Natl network	National rep	Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services
MINNAPOLIS	WMFC	1240	250w	NBC	Hollingbery	7		45	5	3	9	16	3*		1			UP;W
MINNAPOLIS	KDUZ	1260	1kw	KBS				70	2	4		7	2		5			UP;St
MINNAPOLIS	KTOE	1420	5kw	ABC	Pearson	4		49	8	11	3	19	10*	1	9	1		AP
MINNAPOLIS	KYSM*	1230	250w	NBC	Meeker	7	1/2	57	9	8	1	17	6*	5	6			AP;T
MINNAPOLIS	KEYD	1440	5kw-D		H-R			42	15	11	17	8	2		2			AP,UP;St
MINNAPOLIS	WCCO	830	50kw	CBS	CBS Spot	8	1	34	7	4	3	25	3	2	6			All; LW
MINNAPOLIS	WDGY	1130	50-D,25-N	MBS	Avery-Knodel	3		70	27	2	9	16	10*		10			UP
MINNAPOLIS	WLOL	1330	5kw	MBS	AM Sales		24	162			2	18	8*					UP,AP
MINNAPOLIS	WMN	(See ST. PAUL)																
MINNAPOLIS	WPRC	980	1kw-D		Indie Sales			72			2	7		3				
MINNAPOLIS	WTCN	1280	5-D,1-N	ABC	Blair	4	24	119	2		3	7	3*		2			UP,AP
MINNAPOLIS	ULM	860	1kw-D	KBS				x		70		7	4	1	3			AP;LW,W
MINNAPOLIS	TONNA	1390	500w-D	KBS				50		27	6	8	9*	2	5			UP
MINNAPOLIS	WING	1250	1kw-D					30	10	9	4	14	2	4	12			AP;W
MINNAPOLIS	HESTER	1310	250w	NBC	Meeker	8		15	7	6	1	21	2*	3	11			UP;T
MINNAPOLIS	CLOUD	1450	250w	NBC	Pearson	8		47	4	9	3	18	2	3	3			AP;T
MINNAPOLIS	WJON	1240	250w	ABC	Rambeau	5		43	7	12	5	16	4*	2	4			UP;W
MINNAPOLIS	PAUL	1500	50kw	NBC	Petry	8	1	48	8	3	3	12	2	2	2			AP,UP;T, Se
MINNAPOLIS	WCCO	(See MINNEAPOLIS)																
MINNAPOLIS	WCOW	1590	5kw-D					10		60	3	10	1	2	3	3		UP
MINNAPOLIS	WMN	1400	250w		Geo. Clark		3	72		10		12	1*					AP
MINNAPOLIS	RIVER FALLS	KTRF	250w		Bulmer & Johns'n			39	3	30	16	14	12*	12	12			UP;W
MINNAPOLIS	WINA	1400	250w	NBC	Hollingbery	7		20	4	5	5	18	3*	2	2	3		T,W,Se
MINNAPOLIS	WENA	920	1kw	MBS	Bulmer & Johns'n	6		30	3	25	12	9	3*	2	3			UP;W
MINNAPOLIS	WJMR	1340	250w	ABC	Pearson	4		50	9	9	12	22	9	2	3			
MINNAPOLIS	WTHINGTON	730	1kw		Bulmer & Johns'n			38	6	2	13	18	2	4	14			UP;LW,T

FORMATION: Albany, KASM; Austin, KAUS; Breckenridge, KBMW; Detroit Lakes, KDLM; Eveleth, WEVE; Grand Rapids, KOZY; Little Falls, KLTF; Marshall, ; Montevideo, KDMA; Moorehead, KVOX; Stillwater, WSHB; Winona, KWNO.

MISSISSIPPI

City	Call letters	Freq.	Power	DAILY HOURS					WEEKLY HOURS									
				Natl network	National rep	Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services
DEEN	WMPA	1240	250w	KBS				40	9	30	6	7	2*		1		6	UP;LW
DEEN	WLOX	1490	250w	MBS	Holman	6	24	93	8		4	16	7*	2		1†		UP;LW,St
DEEN	WVMI	570	1kw-D		Natl Tm; D-C			28	2	19	5	1	1	2	3			UP;T,Se
DEEN	WBIP	1400	250w	KBS	Dora-Clayton			67	6	32	8	7	2*	3	2		6	UP;W
DEEN	WDOB	1370	500w-D	KBS	Indie; D-C			24		30	2	2	1		2		10	UP;T
DEEN	WGLC	1580	250w-D	KBS				2	1	4	11	3	x*	1	2		5	UP
DEEN	WROX	1450	250w	MBS	McGillvra	6		60	3	1	7	14	x*	3	3		21	AP
DEEN	WCLD	1490	250w	KBS						27			2*		10		18	AP

NOTES: * am-fm station; † fm station; D—daytime power; N—night power; * local sport; covered; † Mex. Span. included; x figure unspecified category unclaimed

the big catch in MICHIGAN

WHAK for Added Sales

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

WHAK
Rogers City
960 KC 5,000 watts

MISSISSIPPI (continued)

City	Call letters	Freq.	Power	DAILY HOURS						WEEKLY HOURS							
				Natl network	National rep	Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro
COLUMBIA	WCJU	1450	250w	M.K.		6		15		8	6	11	5*	1		3/4	AP;W
COLUMBUS	WACR	1050	1kw-D	KBS	Best			17	3	8	11	6	2*	3	3	6	UP;S
CORINTH	WCMA	1230	250w	M.K.	Burn-Smith; D-C	7		35	1	15		11	2*				UP;W
GREENVILLE	WGAM	1260	1kw-D		Devney			27		10	3	6	2	3	3	35	UP;I
GREENADA	WNAG	1400	250w	MBS	McGillvra	7								x		12	
GULFPORT	WGCM*	1210	250w	A.K.	McGillvra			40	8	3	1	16	4*	1		5	AP
HATTIESBURG	WBKH	950	1kw-D		Indie Sales			49		20	24	12		5		6	INS;I
	WFOR*	1400	250w	N.K.	McGillvra	6		40	12	25	4	27	8*	2	2		UP
	WHSY	1230	250w	A.M.	Thos. Clark	x		36	6	6	2	6	4*	2	4	5	AP
HAZLEHURST	WMDC	1220	250w-D	KBS	McGillvra			27	5	13	10	10	2*	3	3	8	UP;I
INDIANOLA	WNLA	1380	500w-D		Thos. Clark			43	2	14	7	9	5*	1/4	2	6	AP;T
JACKSON	WJDX*	620	5-D,1-N	NBC	Hollingbery	9		5	2	4	3	11	1	2	5		UP;T
	WJAN	1450	250w		Indie Sales		24	40	30	40	3	11				15	INS
	WOKJ	1590	1kw-D		McGillvra			x		x	5	4	2*	5		84	UP
	WRBC	1300	5kw	MBS	Branham	5		15	10	18	6	14	2*	2	4	28	A
LAUREL	WAML	1310	250w	N.K.	Hollingbery	9		39	2	7	6	13	x*	2	3		AP;W
	WLAU	1190	250w	A.M.	McGillvra	8		36	5	25	11	15	12*	2	3	8	UP
LOUISVILLE	WLSM	1270	1kw-D					20		30	8	6	4*	4	6	10	AP;T
McCOMB	WSKB	1250	5-D,500-N	ABC	Rambeau; D-C	9		12		16		1	2		6		AP;C
MERIDIAN	WMOX	1240	250w	MBS	McGillvra	3		69	1	11	16	13	16*		1	10	AP;T
	WTOK	1450	250w	ABC	Headley-Reed	8		37	2	5	3	9	4*	1	1	5	INS;S
PHILADELPHIA	WHOC	1490	250w	KBS	Continental			38	5	30	3	8	2		3	6	UP;C
PICAYUNE	WRJW	1320	5kw-D	KBS				6	1	12	12	6	1	3	2		
TUPELO	WELO	1490	250w	MBS	McGillvra	x		48	10	16	7	11	2*		1	2	AP;T
VICKSBURG	WQBC	1420	1-D,500-N	M.K.	Bogner-Martin			42	14	2	7	12	2				AP;C
WAYNESBORO	WABO	990	250w-D	KBS				28	5	10	5	6	1*		2	1	AP;W
WEST POINT	WROB	1450	250w	MBS	McGillvra	8		30	5	6	5	11	x*		1	8	

NO INFORMATION: Brookhaven, WJMB; Columbus, WCBI; Corinth, WCMA; Greenville, WJPR; Greenwood, WABG, WGRM; Jackson, WJQS, WSLI; Kosciusko, W Macou, WMBC; McComb, WAPP, WHNY; Meridian, WCOU; Natchez, WMLS, WNAT; Pascagoula, WPMP; Starkville, WSSO; Tupelo, WTUP; Vicksburg, WVIM; City, WAZP.

MISSOURI

City	Call letters	Freq.	Power	DAILY HOURS						WEEKLY HOURS							
				Natl network	National rep	Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro
BOONVILLE	KWRT	1370	1kw-D		Indie Sales			42	8	45	4	12	6*	3	3		AP;S
CAPE GIRARDEAU	KFVS	960	1-D,500-N	MBS	Pearson												UP
CARTHAGE	KDMO	1190	250w	KBS	Continental	14		45	3	12	6	9	2		8		AP;LV
CHARLESTON	KCHR*	1350	500w-D	KBS	Best			18	5	12	7	7	8		3	8	AP
CHILLICOTHE	KCHH	1010	250w-D	KBS	Best			50	4	2		16	1*				AP
CLINTON	KDKD	1280	1kw-D	KBS	Devney			40		15		8		2	10		UP;W
COLUMBIA	KFRU	1400	250w	ABC	Webb	6		40	10	4	4	21	4*	2	6		AP;IN LW
FARMINGTON	KREI	800	1kw-D	KBS	Best			55		2	6	3	5*		2		UP
FESTUS	KJCF	1010	250w-D	KBS													UP;C
FLAT RIVER	KFMO	1240	250w	MBS	Pearson			25		10	10	20		2	3		UP
FULTON	KFAL	900	1kw-D					27	2	19		10	1*		9		UP;S
HANNIBAL	KHMO	1070	5-D,1-N	MBS	Pearson	6		18		11	10	14	3*		12		AP;T
JEFFERSON CITY	KLIK	950	5kw-D		Walker			56	3	2		11	2	1	16		UP;S
	KWOS	1240	250w	M.K.	Bogner-Martin			16	9	10	7	15	11*	2	10		AP;T
JOPLIN	KFSB	1310	5-D,1-N		Mecker			75	3	2	4	14	10*		5	1/2	AP;W
	WMBH*	1150	250w	MBS	Sears & Ayer	7		25	25	5	8	35	10*		7		AP;T
KANSAS CITY	KCMO*	810	50-D,10-N	ABC	Katz	7	24	64	26	19	9	20	5*	4	7		AP;A LW
	KMBC	980	5kw	CBS	Free & Peters	9		32	6	14	4	15	2*	3	12	2	AP;UP
	KPRS	1590	1kw-D		McGillvra			7			16	5	1		1	84	AP
	KUDL	1380	1kw-D		Devney			81				8	2			7	UP
	WDAF	610	5kw	NBC	Christal		1/2	17	9			3	1		8		AP;W
	WHB	710	1kw		Blair		24	155				13					AP
KENNETT	KBOA*	830	1kw-D					20		30	16	7	2*		4		AP;LV
KIRKSVILLE	KIRN	1450	250w	KBS				35	12	12	10	16	14*		3		AP;T
MALDEN	KTCB	1470	1kw-D	KBS				49		24	10	11	3*	2	2		UP;T
MARSHALL	KMMO	1300	1kw-D		Pearson			12	1	7	6	7	2*	1	5		UP

SYMBOLS: * am-fm station; † fm station; D—daytime power; N—night power; * local sports covered; † Mex. Span. included; x figure unspecified category unclear

MISSOURI (continued)

City	Call letters	Freq.	Power	Natl network	DAILY HOURS					WEEKLY HOURS								Services
					National rep	Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro	
SPRINGFIELD	KNIM	1580	250w-D	KBS				42	1	11	1	7	x*	5	6			AP
ST. LOUIS	KBTN	1420	500w-D	KBS				30	2	13	10	10	2	2	3			AP;T
ST. LOUIS	KNEM	1240	250w	KBS	Best		1	50	7	3	7	10	3	3	10			UP;Se
SPRING BEACH	KRMS	1150	1kw-D					43	1/2	22	5	9	2*	2	3			AP
WARREN BLUFF	KWOC*	930	1kw	KBS	Pearson			50	3	9	10	2	2*	1	x			UP;Se,W
WARREN BLUFF	KTTR	1490	250w	KBS				21	12	12	15	20	7	6	7			AP;W
WARREN BLUFF	KFEQ	680	5kw	MBS	Headley-Reed		5					10	2		5			AP;W
WARREN BLUFF	KRES	1550	5kw	KBS	Pearson			66	7	4	2	12	1*	6				AP
ST. LOUIS	KMOX	1120	50kw	CBS	CBS Spot Sls.		11	24	33	8	4	5	1		5			AP,UP;A
ST. LOUIS	KSTL	690	1kw-D		Forjoe			9		13	17	2			8	3	18	
ST. LOUIS	KWK	1380	5kw	MBS	Katz		4	65	2	2		7	3*					AP
ST. LOUIS	KXLW	1320	1kw-D		Pearson			53		24	5	2	1/2				53	
ST. LOUIS	KXOK	630	5kw	ABC	Blair		x	43	5	1	8	16	4*	5	3		1/2	UP;St
ST. LOUIS	WEW	770	1kw-D		Gill-P; GMB			10	52		7	10	2	2		1/2		UP;LW
ST. LOUIS	WIL	1430	5kw		Webb			2	116		15	3	12	1*	10	2	2	AP
ST. LOUIS	KSMO	1340	250w	KBS				41		9	8	22	13*	2	3			AP
ST. LOUIS	KDRO	1490	250w	M.K	Pearson		1	24	4	29	3	10	7*	2	2			AP
ST. LOUIS	KSIS	1050	1kw-D		Best			33	5	30	1	7	2	2	3			AP;LW,T
ST. LOUIS	KSIM	1400	250w					46	8	12	7	8	6		3			AP
SPRINGFIELD	KGBX	1260	5kw	NBC	V,R&McC		10	30		5	8	16	2	2	2			T
SPRINGFIELD	KICK	1340	250w	M.K	McGillvra			64	4		9	19	2*					UP;St
SPRINGFIELD	KTTS*	1400	250w	CBS	Sears & Ayer		9	37	4	3	1	15	4*	3	3			AP;W
SPRINGFIELD	KWTO	560	5kw	ABC	Pearson			10	6	35	12	13	3*		8			UP;LW
WARREN BLUFF	KALM	1290	1kw-D	KBC				15	4	17	8	7	2*		1			AP
WARREN BLUFF	KLPW	1220	250w-D		Bolling			56	7	27	12	6	2	6	2			AP
WARREN BLUFF	KOKO	1450	250w	KBS				66	2	10	6	11	3*		10			AP;T
WARREN BLUFF	KWRE	730	500w-D	KBS	Continental				3	24	4	7	2	2	8			UP;T
WARREN BLUFF	KWPM	1450	250w	KBS				20	3	20	10	15	14*		7			AP;St

INFORMATION: Cape Girardeau, KGMO; Caruthersville, KCRV; Clayton, KFUO; Independence, KIMO; Joplin, KSWM; Lebanon, KLWT; Mexico, KXEO; Moberly, KNCM; St. Louis, KRMO; St. Genevieve, KSGM; St. Louis, KATZ, KSD.

MONTANA

City	Call letters	Freq.	Power	Natl network	DAILY HOURS					WEEKLY HOURS								Services
					National rep	Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro	
BOZEMAN	KANA	1230	250w		Gill-Perna			40	8	8	10	11	2*	10	1			UP
BOZEMAN	KBY	1240	250w	M,K	Avery-Knodel		7	51	6	9	2	16	8*	5	1			AP;LW
BOZEMAN	KGHL	790	5kw	NBC	Katz		9	19	1	5	9	20	4	1/2	6			UP;Se,St
BOZEMAN	KOOK	970	5kw	CBS	Headley-Reed		7	1/2	40	5	5	2	10	6*	3	3		UP;W
BOZEMAN	KBMN	1230	250w	M,K	Gill-Perna		1	21	24	14	10	18	3*	2	3			UP;W

A MILLION listeners with
A BILLION dollar pocket book...

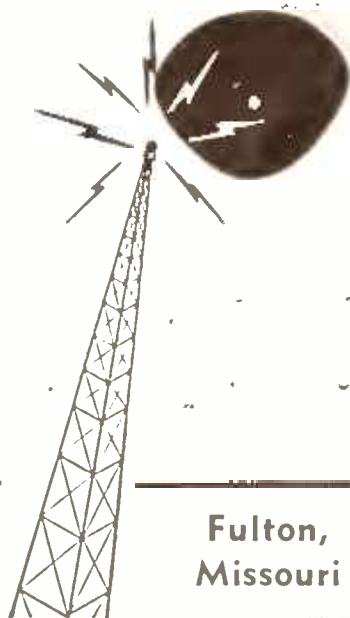
ready
to buy...

Top KFAL personalities attract
a large and loyal midwestern
audience.

KFAL

Dominant in Central Missouri

900 kc 1000 Watts



**Fulton,
Missouri**

MONTANA (continued)

City	Call letters	Freq.	Power	DAILY HOURS					WEEKLY HOURS									
				Natl network	National rep	Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Service
BUTTE	KOPR	550	1kw	A,M	Avery-Knodel	9		51	5	1	6	18	6*					UP
	KMLF	1370	5kw	NBC	Walker	9		30	4	20	3	24	2	3	3			UP;St
GLENDIVE	KXGN	1100	250w					47	6	8	8	23	5*		2			UP;W
GREAT FALLS	KFBF	1310	5kw	CBS	Weed	10		38		1	3	15		1	2	1/2		UP;W
	KMON	560	5kw	A,M	Avery-Knodel	6		14	5	15	11	20	8*	1/2	4			AP;LX
	KMLK	1400	250w	NBC	Walker	15		25				22	4	4	7			
KALISPELL	KGEZ	600	1kw	M,K	Cooke	5		23	19	11	11	13	x*	3				UP;W
LEWISTOWN	KMLD	1230	250w	M,K		8		34	3	3	6	22	4*	1/2	3			UP
LIBBY	KLCB	1230	250w	KBS				30	15	7	6	10	5*	3	5			UP;M Se
MILES CITY	KATL	1310	250w	M,K	Avery-Knodel	x		12	7	10	6	18	6*	1	2			UP;T
MISSOULA	KGOV	1290	5kw	CBS	Gill-Perna	6		40	5	8	5	15	5*	1	7			UP;LX
	KMLL	1150	250w	NBC	Walker	12		18				11	3*					
SIDNEY	KGCN	1480	5kw	M,K	Gill-Perna	8		32	1	17	10	20	6*		10	1/2		UP

NO INFORMATION: Butte, KMLQ; Butte, KBOW; Glasgow, KLTZ; Havre, KOJM; Helena, KCAP; KXLJ; Livingston, KPRK; Shelby, KIYL.

NEBRASKA

City	Call letters	Freq.	Power	DAILY HOURS					WEEKLY HOURS									
				Natl network	National rep	Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Service
ALLIANCE	KCOW	1100	250w	KBS	McGillyra			67	8	2	3	17	2*	1	5			UP;W
BEATRICE	KWBE	1450	250w	M,K		3		11	15	7	10	13	6*	3	6			AP;T,C
BROKEN BOW	KCNI	1280	1kw-D					60	1		1	11		3	3			UP;C
CHADRON	KCSR	1450	250w	KBS				20	10		8	11	4*	10	5			AP;T
COLUMBUS	KJSK	900	1kw-D	KBS	Contra-Biddick			11	2	17	21	10	1		3	16		AP;T
FREMONT	KFGT	1340	100w	MBS		8		21	8		2	3	1/2	4	1	4		AP;C
GRAND ISLAND	KMMJ	750	1kw-D	ABC	H-R	3		10	4	8	3	7	1	3	20			UP;T
	KRGI	1430	1kw		Sears & Ayer			65	8	3	3	12	4	2	4	4		AP;LW
KEARNEY	KGEW	1340	250w	M,K	Holman	8		18				10	1		3			UP;W
LEXINGTON	KRYN	1010	25kw-D		Raymer			28	2	11	9	11		3	11			AP;St
LINCOLN	KFOR	1210	250w	ABC	Raymer	x		47	6		11	17	1*	3	1			AP;St
	KLMS	1180	1kw	KBS	McGillyra			106	5	7	2	14	1*	3				UP;St
McCOOK	KBRL	1360	1kw-D	M,K		3		24	4	8	5	8	x		2			AP;St
NORFOLK	WJAG	780	1kw-D		Walker			18	2	3	7	17	2	6	12			AP;W
NORTH PLATTE	KODY	1210	250w	M,K	Meeker	8		24	2	8	1	12	2	2	3			AP;W
OGALLALA	KOGA	930	500w-D	KBS				8	1	3	2	2*	2*	2	2			UP;T
OMAHA	KEAB	1110	50kw	CBS	Free & Peters	x	24	48	1/2	6	13	22	3*	5	9			AP;INS
	KOHL	1290	5kw	ABC	Avery-Knodel	4		80	10		3	21	4*					INS;A C
	KOWH	660	500w-D		Bolling			82				7						All;W
	WOW	590	5kw	NBC	Blair	6	21	69	1	6	3	22	3*	2	7			UP;INS C
SCOTTSBLUFF	KNEB	960	1kw	MBS	Holman	8	1/2	30	7	6	12	11	10*		12			AP;T,C
	KOLT	1320	5-D,1-N	CBS	Gill-Perna	8		10	2	14	2	11	2*	9	3			UP;W
SIDNEY	KSID	1310	250w	A,K	McGillyra	9		17	4	2	6	16	3*		2			UP;St

NO INFORMATION: Hastings, KHAS; Lincoln, KOLN; North Platte, KNBR; Omaha, KBON.

NEVADA

City	Call letters	Freq.	Power	DAILY HOURS					WEEKLY HOURS									
				Natl network	National rep	Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Service
ELKO	KELK	1210	250w	MBS		7		26	4	5	4	13	3		2			UP
LAS VEGAS	KLAS	1230	250w	CBS	Weed	9	1	50	10	8	3	11	3	6			2	AP;St
	KORK	1310	250w	NBC	Hollingbery	8		67				15	3*					2
	KRAM	920	1kw	M,K	Avery-Knodel	6	1	60	6	1	5	13	x*					UP;T
RENO	KOLO	920	1kw	CBS	Hollingbery	8			2	12	3	8	2	x	2			UP
	KWRN	1230	250w	ABC	W. S. Grant	5		79	10		1	37	x*	5			1	AP;T

NO INFORMATION: Reno, KREY; Henderson, KBME; Las Vegas, KENO; Reno, KATO, KNEV, KOHL.

SYMBOLS: * am-fm station D—daytime power * local sports covered x figure unspecified
 † fm station N—night power † Mex. Span. included category unclear

NEW HAMPSHIRE

City	Call letters	Freq.	Power	DAILY HOURS								WEEKLY HOURS						
				Natl network	National rep	Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services
CONCORD	WKXL	1150	250w	C.K.	Young	9		35	18	25	5	20	2	2	3			AP
DENVER	WKNE	1290	5kw	CBS	Meeker	10		25	3		6	15	2*	3	1			AP;T
CONIA	WLNH	1350	5kw-D	A.K.	Grant			45	10		5	9	1	1	1			AP;LW
MANCHESTER	WFEA	1370	5kw	CBS	Everett-McK	8		43	5	6	1	9	2*	5	1	1		AP;T
	WKBR	1240	250w		Young	1		75	2	2	2	16	2*	4	3	11		UP
	WMUR	610	5-D,1-N	ABC	Weed			56	7	2	5	22	1	1	2	2		UP;W
ASHUA	WOTW*	900	1kw-D		Walker			50	1	1	5	12	3	1	2	5		UP;W
MANCHESTER	WWNH	930	5kw-D		Webb			40	19	11	13	12	x*	3	2	2		UP

INFORMATION: Berlin, WMOU; Claremont, WTSV; Lebanon, WTSL; Portsmouth, WHEB.

NEW JERSEY

City	Call letters	Freq.	Power	DAILY HOURS								WEEKLY HOURS						
				Natl network	National rep	Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services
BURYPARK	WJLK*	1310	250w					40	35		10	11	x*	3	1		2	AP;LW
ATLANTIC CITY	WFPG*	1450	250w	CBS	Pearson	x	1	x			1	x	2*	2	1	8	3	
	WMID	1340	250w	A.M.	Stars Nat'l	6	1	62	12		9	12	10*	3	2		6	AP;A,W
EDGEWATER	WSNJ*	1240	250w	KBS	T. Clark; G.M.B.	1		70	19		9	10	2*	2	10	2	1	UP;T
MORRISTOWN	WCAM	1310	250w				24	84				14				4	71	UP;St.C
	WKDN	800	1kw-D		Rambeau			50	9	18	5	11	1*	2	2	3		AP
ELMISTON	WMLA	1440	1kw-D					35	15	6	7	8	x*	2	3	3		UP;LW
MORRISTOWN	WMTR	1250	1kw-D					35	41	1	2	8	2*	3	2	2		AP;LW
NEWARK	WAAT*	970	5-D,1-N		Weed		1	86		22	4	11					14	AP;A
	WHBI	1280	2.5-D,1-N		(Sunday only)												20	
	WNJR	1430	5kw				1				6	4	5				130	
	WNJ	620	5kw				3	70			12	7	1*					UP;W,St
NEW BRUNSWICK	WCTC	1150	250w					70	10	4	5	18	7*		3	1		AP;LW
ROSELAND	WPAT	930	5kw					38	88			21						UP
ROSELAND	WOND	1400	250w				2	83	14		4	11	2					AP;T,St
ROSELAND	WBUD	1250	1kw		United			89				7	2*	2		13	16	AP;W
	WTNJ	1300	250w-D		Webb			x			3	1	3*		1	4	3	UP
	WTTM	920	1kw	NBC	Forjoe		1	46	7		5	15	2	2	3	2	1/4	AP;T
ROSELAND	WWBZ	1360	1kw		Gill-Perna			60			5	20	6		6	2		UP;W
ROSELAND	WCMC	1230	100w	KBS				110	6	2	4	14	1					AP

NEW MEXICO

City	Call letters	Freq.	Power	DAILY HOURS								WEEKLY HOURS						
				Natl network	National rep	Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services
ALBUQUERQUE	KALG	1230	250w	M,K		5		7	3	9	1	20	14*	2	1/4			UP;T
ALBUQUERQUE	KABQ	1340	250w	M,K	R. O'Connell	5		42	9	32	6	17	8*	3	2	15		AP;T
	KDEF	1280	1kw-D		McGillvra			77				7						AP;St
	KGGM	610	5kw	CBS	Weed	10		15	8	1	1	13	2*			6		AP;UP;W
	KHFM	96.3	1400w						66	2	1	1						C
	KOAT	860	1-D,500-N	ABC		5		50	20	12	3	20	3*	3	2			UP;A,T
ALBUQUERQUE	KOB	770	50-D,25-N	NBC	Branham	7	1/2	45	2	12	5	11	3*		2	3		UP;AP;LW
	KQSV	990	1-D,250-N	M,K		9		25	3	10	7	15	5	5	6	3		UP;St.C
ALBUQUERQUE	KAVE	1240	250w	CBS	Branham	9		33	27	11	4	28	x*		1	2		AP
	KPBM	740	1kw-D		McGillvra			15	15	9	4	7	2*		1	3		AP;LW
ALBUQUERQUE	KLIX	1450	250w	KBS	Best			22	6	18	9	2	4*	2	4			UP;T
ALBUQUERQUE	KCLV	1240	250w		Pearson			56	5	28	14	1	1*		2	3		UP;LW
ALBUQUERQUE	KOTS	1230	250w-D	KBS				42	4	6	1	11	1*	2	2	6		UP
ALBUQUERQUE	KVBC	1240	250w					52	15	24	5	14	7*		1			UP;W
ALBUQUERQUE	KGAK	1230	5-D,1-N		McGillvra			37	11	20	6	22	5*	3		16		UP;LW,
ALBUQUERQUE	KHOB	1280	1kw-D					58	1		3	11	2*					AP
ALBUQUERQUE	KOBE	1150	250w	M,K		5		10	3		2	8	3	2	2	9		
ALBUQUERQUE	KRSN	1490	250w	ABC	Hollingbery	8		46	25	2	4	11	2*	1				UP;A
ALBUQUERQUE	KLEA	630	500w-D		Melville			46	4	22	6	6	5*	1	5	1		UP;St
ALBUQUERQUE	KENM	1450	250w	KBS				48	12	32	6	15	10*	2	2	1		UP;LW, McG

NEW MEXICO *(continued)*

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS					WEEKLY HOURS							Services
						Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro	
ROSWELL	KBIM	910	5kw-D	KBS	T. Clark			35	3	11	4	9	8*	2	3			AP
	KGFL	1400	250w	MBS	Branham	8		40	3	9	6	12	11*	2	6	4†		UP; W, L, V
	KSWN	1230	250	NBC	Meeker	7		25	13	6	3	11	3*	2	4			AP; T
SILVER CITY	KSHL	1310	250w	C.K.	Branham	8		18	3	6		14	3*	2	2	7†		AP
TUCUMCARI	KTNM	1100	250w	M.K.	Melville	5		30	1	7	5	15	4*		1	5†		UP; W
TRUTH OR CONSO.	KCHS	1100	250w	KBS				53	12	10	8	11	7*	2	7			UP

NO INFORMATION: Clovis, KICA; Gallup, KGAK; Hobbs, KWEW; Las Vegas, KFUN; Raton, KRTN; Santa Fe, KTRC, KVSE.

NEW YORK

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS					WEEKLY HOURS							Services
						Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro	
ALBANY	WABY	1400	250w		Rambeau			70	9	3	4	10	1*			1		UP
	WOKO	1460	5kw		McGillvra			70	8	6	2	18	3*	2	2	5		AP
	WPTR	1540	50kw	MBS	Weed	7		45	½	23		14	1	1	1	1		INS, AP; A Se, W
	WROW	590	5-D, 1-N	ABC	Bolling	6	1	25			5	15	2		2			UP; T
	WSNY	(See SCHENECTADY)																
	WTRY	(See TROY)																
AMSTERDAM	WCSS	1190	250w		McGillvra			112	4	7	2	14	5	3	3	15		W
AUBURN	WMBO	1310	250w	M.K.	Thos. Clark	6		47	5	3	9	22	7*	1	3			AP; W
BATAVIA	WBTA	1190	250w	MBS		3		15	5	3	4	25	2*	3	4			AP; W
BINGHAMTON	WENE	(See ENDICOTT)																
	WINR	680	1-D, 500-N	NBC	Hollingbery	7		54	2	1	5	18	4		1		1	UP; LW
	WKOP	1360	1kw	MBS	Headley-Reed	6		80	2	5	6	20	25		2	7		AP; W
	WNBF	1290	5kw	CBS	Bolling	11		21	4	1	8	17	4	2	1	½		AP; T
BUFFALO	WBEN*	930	5kw	CBS	Christal	10	1	40	2		2	15	3	3	3			All; LW
	WBNY*	1100	250w		Young			92	18	8	5	28	2			1		AP, UP; S W, A, T
	WBR	970	5kw	MBS	Katz	4	2	87	5	2	4	15	7*	2				All; Se, T, S
	WGR	550	5kw	NBC	Free & Peters	9	1	37	3		9	18	5*	2	2		¾	UP
	WJL	(See NIAGARA FALLS)																
	WKBW	1520	50kw	ABC	Avery-Knodel	5	24	65	7	11	14	14	4*	3	11	4	4	UP
	WUSJ	(See LOCKPORT)																
	WWOL	1120	1kw-D		Forjoe			34			2	4	1	2		34		UP
	WXRA	(See KENMORE)																
CORNING	WCLI*	1450	250w	ABC	Meeker	9		46	13	3	5	15	6*	3	1		½	AP; T
CORTLAND	WKRT*	920	1kw		Gill-Perna			90	5	9	6	x	2*	3	3	1		UP; LW
DUNKIRK	WFCB	1410	500w		Walker			35	5	10	6	1	3	3	2			UP; W, T
ELMIRA	WELM	1400	250w	C.A.	Meeker	8	24	78	3			17	3*	5			½	AP
	WENY	1230	250w	M.N.	Everett-McK	9	1	36	8		4	18	14*	7	4			AP; W
ENDICOTT	WENE	1430	5kw	ABC	Radio-TV Reps	9		50	8	4	8	18	x*	5	1			UP; A
FULTON	WOSC	1300	1kw-D	KBS	Best			50	5	5	6	2	2*		4	2		UP; T
GLENS FALLS	WWSC	1150	250w	ABC		5		40	12	6		18	1	8				AP; T
GLOVERSVILLE	WENT	1310	250w	CBS	Gill-Perna	10		25	2		25	21	5*	2				UP
HEMPSTEAD	WHLI*	1100	250w		Rambeau			61	27		3	14	2	1	1			UP; W, T, A
HORNELL	WLEA	1480	1kw-D	M.K.	Gill-Perna	1		40	5	9	2	7	x	2	4	2		UP
	WWHG*	1320	1kw		McGillvra			60	12	5	3	11	3*	3	9			AP; T
HUDSON	WHUC	1230	250w		McGillvra			44	10	9	2	18	2*		8			UP; W
HUNTINGTON	WGSM	710	100w-D		Keller			58	7		3	10		2	1			UP; W
ITHACA	WHCU	870	1kw-D	CBS		4		29	6	1	1	16	2*	6	2			UP; A
JAMESTOWN	WJOC	1310	250w	M.K.	Gill-P; Ramb.	6		43	12	½	7	17	21*	2	5	4		AP; W
	WJTN*	1240	250w	ABC	V.R.&McC	7		16	20	6	6	20	6*	6	10			UP
KENMORE	WXRA*	1080	1kw-D		Rambeau			36		1	5	9	2	2		7	1	UP; W
KINGSTON	WKNY	1190	250w	MBS	Meeker	5		36	9	1	7	22	7*	6	2	1	1	UP
LITTLE FALLS	WLFH	1230	250w	M.K.	McGillvra	6		85	8	4	5	11		3		2		AP; W
LOCKPORT	WUSJ	1310	250w		Gill-Perna			64	12	5	9	42	2	3	3			AP; W
MIDDLETOWN	WALL	1310	250w	KBS				65	14	1	3	16	2		3	2		AP
NEWBURGH	WGNY	1220	1kw-D		Kentell-Carter			35	7		1	7	2	1	37			AP
NEW ROCHELLE	WNRC*	1160	500w-D					120	10			7	1			4		UP

SYMBOLS: { * am-fm station D—daytime power * local sports covered x figure unspecified
 / . fm station N—night power † Mex. Span. included category unclaimed

NEW YORK (continued)

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS					WEEKLY HOURS							Services		
						Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro			
NEW YORK	WAAT	(See NEWARK)																		
	WABC*	770	50kw	ABC	Petry	7	..	60	6	..	11	25	5*	5	3	..	1/2	INS,AP		
	WBXX	1380	5kw	..	King-Flamm	20	17	42	9	1	2	50	..	AP;Se		
	WCBS*	880	50kw	CBS	CBS Spot	11	24	26	35	15	x	All;LW		
	WEVD*	1330	5kw	1	2	8	12	57	1	..		
	WGHI‡	101.9	20kw	3	..	70	..	2	x	UP;Se		
	WGSM	(See HUNTINGTON)																		
	WHBI	(See NEWARK)																		
	WHLI	(See HEMPSTEAD)																		
	WHOM*	1480	5kw	2	112	20	..		
	WINS	1010	50kw	24	125	5	10	25*	UP,INS		
	WLIB	1190	1kw-D	..	Forjoe	30	5	..	5	4	18	66	AP;Se		
	WMCA	570	5kw	..	AM Sales	..	24	127	11	9*	2	AP;W		
	WMGM*	1050	50kw	..	Rambeau	..	2	90	2	7	1	21	14*	6	AP,UP		
	WNEW	1130	50-D,10-N	..	Blair	..	24	144	6	..	2	14	3	NY News, AP		
	WNJR	(See NEWARK)																		
	WOR*	710	50kw	MBS	..	6	24	55	17	..	4	25	3*	5	3	UP,INS;A		
	WOV	1280	5kw	..	Radio-TV Rep	..	3	30	4	..	3	x	..	6	..	63	60	AP;St,McG		
	WPAT	(See PATTERSON)																		
	WQXR*	1560	50kw	..	Raymer	..	1	8	104	..	2	9	NYT,A,Se		
WRCA*	660	50kw	NBC	NBC Spot	8	1	45	32	1	2	19	2*	..	4	All;T			
WVNJ	(See NEWARK)																			
WWRL	1600	5kw	24	20	4	1*	3	..	109	51	AP;A,Se			
WWRL‡	105.1	20kw	38	3	1/2	AP;Se			
AGARA FALLS	WJLL	1440	1kw-D	..	Pearson	40	1	8	8	10	2	..	2	..	8	UP		
BRIDGEWICH	WCHN	970	500w-D	..	McGillvra	33	11	12	4	11	2*	3	4	UP;T		
CLIFTON	WSLB*	1400	250w	MBS	..	4	..	36	3	5	12	24	8	3	2	UP		
CLIFTON	WHDL*	1450	250w	ABC	Everett-McK	9	..	28	20	4	6	24	3*	..	2	AP;A,W		
CLIFTON	WDOS	1400	250w	MBS	Radio-TV Reps	6	..	55	16	1	4	16	10*	4	8	UP;A		
CLIFTON	WALK*	1370	500w-D	..	Webb	80	25	..	3	14	3*	1/2	2	2	2	AP;A,C		
CLIFTON	WLNA	1420	1kw-D	30	7	..	2	11	..	3	..	2	..	UP;W,Se		
CLIFTON	WEAV	960	1kw	ABC	Gill-Perna	10	..	13	7	6	5	22	7*	1/4	1/4	UP;W		
CLIFTON	WIRY	1310	250w	M,K	Young	4	..	24	22	2	6	21	2	3	4	AP;A		
CLIFTON	WEOK	1390	1kw-D	..	Everett-McK	71	3	2	..	8	1	2	7	1	..	UP;LW		
CLIFTON	WKIP	1450	250w	ABC	..	4	..	36	5	12	2*	..	1	AP;A		
CLIFTON	WRIV	1390	500w	(Same as WALK, PATCHOGUE)																
CLIFTON	WBBF	950	1kw	MBS	Cooke	5	2	60	12	..	4	15	3*	3	AP;T		
CLIFTON	WHAM	1180	50kw	NBC	Hollingbery	8	1	30	5	2	5	4	3	5	12	UP;W		
CLIFTON	WHEC	1460	5kw	CBS	Everett-McK	10	..	22	4	..	4	13	3	3	..	1/2	..	AP		
CLIFTON	WIFM‡	98.9	20kw	NBC	Hollingbery	5	..	12	3	1	1	6	2	3	12	UP;W		
CLIFTON	WRNY*	680	250w-D	..	Rambeau	30	75	..	1	5	..	2	..	T;Se,A,St,C		
CLIFTON	WSAY	1370	1kw	..	Webb; Walker	..	1/2	86	1	5	8	15	1	2	1/2	9	2	..		
CLIFTON	WVET	1280	5kw	ABC	Bolling	8	..	66	9	3	6	19	6*	4	..	UP;A		
CLIFTON	WNBZ	1450	250w	A,K	Rambeau	8	..	13	19	2	3	7	2*	AP;W,C		
CLIFTON	WSPN	900	250w	45	24	6	3	1	2	..	3	AP;W		
CLIFTON	WGY	810	50kw	NBC	Christal	9	24	30	3	..	6	11	3	7	9	AP,UP		
CLIFTON	WSNY	1240	250w	104	12	10	3*	7	..	AP;LW		
CLIFTON	WAGE	620	5-D,1-N	ABC	V,R&McC	5	..	60	4	1/2	2	15	2	6	1	2	..	AP;St		
CLIFTON	WFBL	1390	5kw	CBS	Free & Peters	11	..	43	7	..	1	7	1	..	12	UP		
CLIFTON	WHEN	620	5kw	ABC	Katz	40	24	..	11	18	3*	5	2	2	..	AP;St		
CLIFTON	WOLF	1490	250w	..	Walker	..	2	82	5	17	1	10	4*	..	6	3	..	AP;St		
CLIFTON	WSYR*	570	5kw	NBC	Christal	9	..	34	4	15	3	18	2	2	17	UP;LW,C		
CLIFTON	WHAZ	1330	1kw		
CLIFTON	WTRY	980	5kw	CBS	Headley-Reed	10	..	30	6	..	2	18	2	..	1	UP;C		
CLIFTON	WGAT	1310	1-D,500-N	..	McGillvra	67	6	11	3	10	10	2	..	8	..	AP		
CLIFTON	WIBX	950	5kw	CBS	Walker	10	1/4	20	8	15	1	16	3*	3	13	6	..	UP;W		
CLIFTON	WRUN	1150	5-D,1-N	ABC	Avery-Knodel	5	..	37	4	46	6	12	x*	6	6	7	..	AP;C		

NORTH CAROLINA *(continued)*

City	Call letters	Freq.	Power	DAILY HOURS										WEEKLY HOURS				
				Natl network	National rep	Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services
RICHMOND	WDNC*	620	5kw	CBS	Raymer	8	29	2	3	17	18	6*	3	2	...	11	UP	
	WSRC	1410	1kw-D		Rambeau; D-C		x	x	x	x	x	x	x			86		
	WSSB	1190	250w	MBS	McGillvra	2	27		33	5	15	x*		2		24		
	WTKI	1310	1kw	ABC	Bolling	6	70	9	11		15	8*	2	8		7	AP;St	
ROSELAND	WCNC	1240	250w	M,K	Burn-Smith	10	36	2	12		6			3			UP;LW,Se	
	WGAI	560	1-D,500-N	ABC		7	22	7	2	8	15	2*	3	5		3	AP;W	
ROSELAND	WIFM*	1510	250w-D				28	4	26	5	7	x*	4	7			UP	
ROSELAND	WFAI	1230	250w	C,K	Thos. Clark		37		19	6	13	4*	1/2	1/2		17	AP;T	
	WFLB	1490	250w	ABC	Burn-Smith	10	40	2	8	10	23	x		2		15	AP;W	
	WFNC*	1390	5-D,1-N	MBS	Walker	6	16	5	11	12	9	6*	2	6		13	UP	
ROSELAND	WGNC*	1450	250w	ABC	Continental												UP;LW	
ROSELAND	WFMC	730	1kw-D	KBS			25	5	31	10	6	1	1	1		10	UP;W,LW,Se	
ROSELAND	WBIG	1470	5kw	CBS	Hollingbery		32	3	7	5	12	8*	3	7		14	UP;W	
	WCOG	1320	1kw	ABC	Bolling	7	64	10	10	10	24	1	2	2			UP	
	WMFR	(See HIGH POINT)																
ROSELAND	WGTC	1590	5-D,1-N	MBS	Pearson	4	60	2	22	6	11	3	1	5		5	UP;A,C,W	
ROSELAND	WIHC	890	1kw-D	M,K		1	40	2	41	6	8	4*		6		11	LW	
ROSELAND	WHKP	1450	250w	A,K	Cooke	9	40	7	8	10	13	7*		3			UP;St,McG	
ROSELAND	WHKY	1290	5-D,1-N	ABC	Walker; D-C	8	25	5	14	5	6	2*		x		x	UP;W	
	WIRC	630	1kw-D		Pearson		30	7	12	4	8	4*	3	3			AP;LW	
ROSELAND	WHPE*	1070	1kw	KBS			40	7	16	6	11	2*	5	3		7	AP;W	
	WMFR*	1230	250w	ABC	Burn-Smith	x	x			10	19	3	2	3		3		
	WNOS*	1590	1kw-D		United		50		16	6	7			4		24	AP;A	
ROSELAND	WJNC	1240	250w	M,K		6	40	10	6	8	14	3*	5	6		1/2	AP;W	
ROSELAND	WGTL	870	1kw-D				x				x	x		x			UP;LW,W	
ROSELAND	WKMT	1220	1kw-D				28		20	10	x					7	UP	
ROSELAND	WELS	1010	1kw-D	KBS	Devney				18		2	2	3	3		15	UP;T	
	WFTC	960	5-D,1-N	ABC	Best	x	51	9	18	1	14	3*	2	15		6	AP;LW	
ROSELAND	WEWO	1080	1kw-D	KBS	Dora-Clayton		43	13	18	13	10	2	3	4		5	AP,UP;T	
ROSELAND	WLOE*	1490	250w	KBS			49	7	22	4	12	x		2			AP	
ROSELAND	WLON	1050	500w-D				25	7	12	6	8	1		3		1	AP	
ROSELAND	WAGR	1480	1kw	ABC	Walker	9	20	4	18	9	16	7*	1	2		3	UP;LW	
ROSELAND	WMNC	1490	250w	NBC		10					x			x			AP	
ROSELAND	WPAQ	740	10kw-D	KBS	Thos. Clark		13	2	23	22	9	1		3			AP;St	
	WSYD	1240	250w	MBS		10	41	6	14	10	12	1*	1	1/2		3		
ROSELAND	WHIT	1450	250w	MBS	Pearson	x	38	13	10	4	15	5*		2		3	UP;LW	
	WOOW	1490	250w	KBS			50	4	70	5	x	1		x		6	AP;T	
ROSELAND	WKBC	810	1kw-D	KBS			34	6	37	3	10	x*	2	4		3	AP;T	
ROSELAND	WMSN	570	500w-D				40		47	25	14			3			AP	
	WNAO	850	10-D,5-N	ABC	Weed	10	30		28		21					10	AP,W	
	WPTF*	680	50kw	NBC	Free & Peters	8	24	3	7	5	9	4*	3	8			AP,UP;T	
	WRAL*	1240	250w		Forjoe		62	8	7	4	3	x*	3	2		9		
ROSELAND	WFRC	1600	1kw	A,K		10	x		12		8					6	AP;T	
	WREV*	1220	250w-D		Webb		26	6	28	10	12	4*	3	3		7	UP;St	
ROSELAND	WCBT*	1230	250w	M,K	Continental	8	10		6		x						UP;Se	
ROSELAND	WAYN	900	1kw-D				36	3	21	6	9	3		2			UP;W	
ROSELAND	WCEC	810	1kw-D	KBS	Pearson	1	21	2	18	12	7	10*	4	6		8	AP	
ROSELAND	WEED*	1390	1kw	ABC	Burn-Smith	7	35				14		4	12			T	
ROSELAND	WRXO	1430	1kw-D				23		21		6		1	6		4	UP;W	
ROSELAND	WSAT	1280	1kw	ABC	McGillvra	8	15	1	22	9	13	11*		2		16	UP	
ROSELAND	WWGP*	1050	1kw-D	KBS			21	11	20	7	21	20*	7	14		7	UP;W	
ROSELAND	WNCA	1570	1kw-D		Best		45	7	14	7	14	2	3	2		5	UP;Se	
ROSELAND	WMPM	1270	1kw-D				35	2	42	7	9	1/2	1	8		4	UP;C	
ROSELAND	WEEB	990	2kw-D		Holman		12	7	4	8	4	2*	3	2		17	AP;A	
ROSELAND	WSIC*	1400	250w	MBS	Southern	5	20	3	20	3	5	3		5			AP;W	
ROSELAND	WCPS	760	1kw-D		Dora-Clayton		31		10	6	12	x*		9		15	UP;T	
ROSELAND	WTNC*	790	1kw-D		Continental		24	12	24	10	10		6				UP;Se	
ROSELAND	WTYN	1580	250w				28	4	28	2	7	1*	1/2	2		7	UP	
ROSELAND	WADE	1210	1kw-D	KBS	Walker			1	41	2	12	4*		3		40	UP;T	
ROSELAND	WLSE	1490	250w	KBS		7	28	2	18	5	14	6*	3	14		6	AP;LW	
ROSELAND	WHED	1340	250w	KBS		1/2	42	7	25	5	15	x*		3		3	UP	
	WRRF	930	5kw	ABC	Walker	8	37	5	9	7	22	2		2		6	AP;T	
ROSELAND	WHCC	1400	250w	M,K	Continental	7	8	1	20	8	8	3	1	3				

NORTH CAROLINA *(continued)*

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS						WEEKLY HOURS						
						Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services
WHITESVILLE	WENC	1240	250w	M,K	Thos. Clark	5		21	8	32	7	15	1*	1	6		11	AP;T,LW CO,Se
WILLIAMSTON	WIAM	900	1kw-D	KBS				36	8	14	8	8	14*	2	2		10	UP
WILMINGTON	WGNI	1340	250w	MBS	Walker	4		74		2	3	14	3*		1		3	UP;T
	WMFD	630	1kw	ABC	Burn-Smith	14		x			10	16	10*	4	7			UP
WILSON	WGTM	590	5kw	CBS	Walker	8		22	11	24	8	11	4*	3	7			UP;T
	WVOT	1420	1-D,500-N	MBS		4		21		7		6	5*		24		14	AP
WINSTON-SALEM	WAAA	980	1kw-D		Forjoe			14			25						84	
	WAIR*	1340	250w	ABC	Meeker	6	1/4	60	13	10		13	x*		2		7	AP;W
	WSJS*	600	5kw	NBC	Headley-Reed	9		36	4	13	7	16	2*	1/2	5		1/4	UP;LW

NO INFORMATION: Ahoskie, WRCS; Boone, WATA; Canton, WWIT; Clinton, WRRZ; Concord, WEGO; Forest City, WBBO; Fuquay Springs, WFVG; Gastonia, WLT; Goldsboro, WEQR, WGBR; Greensboro, WGBG, WPET; Lenoir, WJRI; Lexington, WBUY; Lumberton, WTSB; Marion, WBRM; Monroe, WMAP; Mooresville, WHI; Morehead City, WMRL; Newton, WNOC; Oxford, WOXF; Rocky Mount, WFMA; Salisbury, WSTP; Sanford, WEYE; Shelby, WOIS; Winston-Salem, WTOB.

NORTH DAKOTA

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS						WEEKLY HOURS						
						Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services
BISMARCK	KFYR	550	5kw	NBC	Blair	11		9	6	20	7	14	3*		10			UP;T
DEVILS LAKE	KDLR	1240	250w	M,K	Lawson	6		18	8	7	7	13	6*	2	6			Se,W
DICKINSON	KDIX	1230	250w	KBS	Holman			37	3	24	11	20	5*	5	6			UP,AP;S W,Se
FARGO	KFGO	790	5kw	ABC	Bolling	4		40		7	15	16	1	2	7			AP;St
	KVOX	1280	1kw	MBS	Walker	x	1	72	9	8	5	15	10*	2	3			UP
	WDAY	970	5kw	NBC	Free & Peters	8		23	5	15	1	24	2	2	16			AP,UP;T
GRAND FORKS	KILO	1440	1-D,500-N	CBS	Everett-McK	8		33	5	2	4	17	2	1	2			AP;T
	KNOX	1310	5kw	M,K	Rambeau	5		35	7	6	5	20	15*	3	12			UP
HETTINGER	KNDC	1490	250w		Lawson			30	10	24	14	21	4*	6	16			UP;T
JAMESTOWN	KEYJ	1400	250w	M,K				12	4	3	3	14	10*	3	2			UP
	KSJB	600	5kw	CBS	Weed	11		28	6	3	9	16	4	4	7			UP,AP
MANDAN	KGCU	1270	1-D,250-N	M,K	Walker	10		22	3	8	7	6	18*		2			AP;LW
MINOT	KCJB	910	1kw	CBS	Weed	8		19	15	4	8	28	10*	2	5			UP;A
	KLPM	1390	5-D,1-N	MBS	Walker	8		16	2	6	15	20	4*	3	3	1/2		AP;W
VALLEY CITY	KOVC	1490	250w	M,K		8		35	4	6	10	16	x	2	4			St
WILLISTON	KWBM	1150	250w	KBS				60	4	16	2	15	7*	6	22			UP;St

OHIO

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS						WEEKLY HOURS						
						Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services
AKRON	WADC	1350	5kw	CBS	Hollingbery	11	24	83	9	3	12	23	6	3		1	2	UP;W
	WAKR*	1590	5kw	ABC	Weed	4	1	62	2		6	15	2*	2	3		1	UP,AP
	WCUE	1150	1kw-D		Pearson			72			5	16						UP
	WHKK	610	1kw	MBS	Bolling	3		58		14	14	11	x		3			UP
ALLIANCE	WFAH*	1310	1kw-D		Rambeau			30	20		6	13	x*	3	3			AP;LW,W
ASHLAND	WATC*	1340	250w		McGillvra			51	20	6	9	12	11*	5	1			AP;T
ASHTABULA	WICA*	970	5-D,1-N		Everett-McK			50	8	13	5	16	19*	3	4	1		UP;T
ATHENS	WATH	970	1kw-D		Continental			45	3	22	7	17	2*	1/2	2			UP;Se
BELLAIRE	WTRX	1290	1kw	MBS	Hollingbery	5		50	12		6	10	12*	3	2	10	1/4	UP
BELLEVILLE	WOHP	1390	500w-D	KBS				16	7	23	7	4	4*	1	1			AP;T
CAMBRIDGE	WILE	1270	1kw-D	KBS				40	2	7	8	13	3*	2	2			AP;St
CANTON	WAND	900	500w-D	KBS	Best			40	10			6	2					AP;St
	WCMW	1060	1kw-D		McGillvra			21		18		12	1		2			INS;W,T
	WHBC*	1480	5kw	ABC	V,R&McC	5	1	70	13		6	17	11*	4	2		1/4	AP
CHILLICOTHE	WBEX	1490	250w	A,K	Grant			72		6	12	6	1*	1	2		3	UP

SYMBOLS: } * am-fm station
 { † fm station
 D—daytime power
 N—night power
 * local sports covered
 † Mex. Span. included
 x figure unspecified
 category unclaimed

OHIO (continued)

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS				WEEKLY HOURS									
						Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services	
CINCINNATI	WCIN	1180	1kw-D					2	3		32	7		2			84	INS	
	WCPO	1230	250w	MBS	Branham	1	1	91			3	11	2*					UP	
	WKRC*	550	5-D,1-N	CBS	Katz	x	1	45	12			17	2	2	11			AP;Se	
	WLW	700	50kw	NBC	Crosley	8	24	48	8	30	14	19	1	1	10			AP,INS;T	
	WSAI	1360	5kw	ABC	Weed	3	1	12	6		6	5	7*	3				UP;W	
CLEVELAND	WDOK*	1260	5kw		Everett-McK		4	100	23			7	1			6		INS,UP	
	WERE*	1360	5kw		V,R&McC		1	75		3		10	1*	3		7		AP,INS;St	
	WGAR	1220	50kw	CBS	Christal	9	24	102	15	2	2	16	3*	3	1		1/4	UP,INS	
	WHK*	1420	5kw	MBS	Headley-Reed	4	1	53	2	4	2	11	1	3		2		AP	
	WJMO	1590	1kw-D		United			60			14	6	2			9	75		
	WJW*	850	5kw	ABC	Katz	4	2	45	6	5	8	18	3	5		2	17	UP;St	
	WSRS	1490	250w		Forjoe		24	50				21	1			4	20	AP,INS;A	
	COLUMBUS	WBNS	1460	5-D,1-N	CBS	Blair	9	1	53	2		3	13	2*	4	2			AP
WCOL*		1230	250w	ABC	H-R	4	1	60	15	13	14	19	3*	3	3		1	AP	
WRFD		(See WORTHINGTON)																	
WTVN		610	5kw	MBS	Katz	5	1	50	6		8	17	3*		4			AM;LW,W	
DAYTON	WVCO*	1580	1kw-D		Forjoe			70				14	4*				12	UP;St,C	
	WING	1410	5kw	ABC	H-R	4	1/2	49		10		3	5	3		1/2		W	
DEFIANCE	WONE	980	5kw		Headley-Reed		1	100	5	18	6	6	2*		3			AP;C	
	WONW	1280	500w		Devney			53	10	20	6	13	1*		4			AP;A	
DOVER	WJER	1450	250w	KBS				35	26	2	8	14	6*	12	6			UP;T,W	
EAST LIVERPOOL	WOHI	1490	250w	A,K		x		77	3	4	15	x	14*	5	5		3	AP;W	
LYRIA	WEOL*	930	1kw		Walker			74	21	4	8	4	2		1			UP;T	
OSTORIA	WFOB*	1430	1kw	KBS				89	3	30	3	9	5*		2	1	2	UP;W,Se,C	
REMONT	WFRO*	900	500w-D		Best			30	4	6	5	10	1*	2	2			UP;St	
WALLIPOLIS	WJEH	990	250w-D	KBS	W. S. Grant			12	2	12	12	9	3*	2	12		3	UP;W	
AMILTON	WMOH	1450	250w	KBS	Grant			70	9	5	8	17	2*	2	5		1/2	UP;LW,Se	
ANTON	WIRO	1230	250w	M,K	McGillvra	6		35		14	24	11	4		12			UP;KBS	
ACKSON	WLNJ	1280	1kw-D	KBS	Davis			20	6	8	10	4	x*	2	2			UP	
ANCASTER	WHOK	1320	500w-D					35	3	12	8	10	9*	5	6			UP;T	
MA	WIMA*	1150	1kw	ABC	Weed	4		75	8		6	15	25*	8	8			AP	
MARIETTA	WMOA	1490	250w	MBS	McGillvra			47	2	3	12	15	6	2	5			AP;Se	
MARION	WMRN*	1490	250w	ABC				10	12		5	7	1*	3	9			UP	
MIDDLETOWN	WPFB	910	1kw		Webb		1	30	8	25		11	7*			1		AP;T	
NEWARK	WCLT*	1430	500w		Meeker			40	25		2	4	12*	5	4			AP	
OHIO	WPTW	1570	250w-D	KBS	Best			49	11	4	6	9	10*	1	4			AP;W	
PORTSMOUTH	WNXT	1260	5-D,1-N	ABC	Everett-McK	6	1/2	55	7	9	5	19	15*	1/2	2			UP	
	WPAY*	1400	250w	CBS	V,R&McC	10		30	3	1	3	29	4*	4	1			AP	
SPRINGFIELD	WBLY	1600	1kw-D		McGillvra			70	1	1	1	3	3					A	
	WIZE	1340	250w	ABC	H-R	4		50	1	4	3	9	3*		2		3	AP;W	
TEUBENVILLE	WSTV*	1340	250w	MBS	Avery-Knodel	5	1	80	4		4	21	7*	2	2	2	1/2	UP	
TOLEDO	WOHO	1470	1kw		Pearson			15	8	18	2	18	4*	2	3			AP;T,W	
	WSPD*	1370	5kw	NBC	Katz	x	1/2	52	6	1	7	15	4*	5	3	1/2	3	UP,INS;LW	
	WTOD	1560	1kw-D		Forjoe			55	9	12	2	3	x*	5	2	6	4	AP;LW	
WARREN	WHHH	1440	5kw	MBS	Rambeau	3	2	49	12	4	14	13	4*	2	2	1	10	AP;A	
WASHINGTON C.H.	WCHO	1250	500w-D	KBS	Best			28	2	19	11	2	3*	3	6			AP;Se	
WORTHINGTON	WRFD	880	5kw-D		Meeker			35	5	4	10	7	2*	4	21			AP;T	
YOUNGSTOWN	WBBW	1240	250w	ABC	Weed	4	1	60	5	6	7	20	5	2	3	1		AP	
	WFMJ*	1390	5kw	NBC	Headley-Reed	7	1	50	6	4	2	14	4*	2	3	4		AP;UP;T	
ZANESVILLE	WHIZ	1240	250w	NBC	Pearson	11		30		4		10	3	2	2			St	

ADDITIONAL INFORMATION: Cincinnati, WCKY; Cleveland, WTAM; Coshocton, WTNS; Dayton, WHIO; Findlay, WFIN; Mansfield, WMAN; Mount Vernon, WMVO; Sandusky, WLEC; Springfield, WAVI; Toledo, WTOL; Wellston, WKOV; Wooster, WWST; Youngstown, WKBN.

OKLAHOMA

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS				WEEKLY HOURS									
						Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services	
ADA	KADA	1230	250w	A,K	V,R&McC	8						x	x					AP;ST	
OKLAHOMA CITY	KWHW	1450	250w	MBS	Pearson	3		40	7	20	4	16	x*	2	2			AP	
OKMORE	KVSO	1240	250w	A,K,M	V,R&McC	9		41	8	6	10	15	5*	2	5		1	AP;W,Se	

OKLAHOMA *(continued)*

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS						WEEKLY HOURS						
						Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services
CHICKASHA	KWCO	1560	1-D,250-N	M,K	Best	5		60	3	30	10	23	4*	1	6			AP
CLINTON	KWOE	1320	1kw-D		Best													
DUNCAN	KRIID	1350	250-D	M,K	V,R&McC	7		35		26	6	11	12*	5	2		1/4	UP;W
ENID	KCRC	1390	1kw	A,K	Pearson	6		36	7	8	2	18	6*	2	2			AP;W
	KGWA	960	1kw	MBS	V,R&McC			40	6	12		33	5*		6			UP
FREDERICK	KTAT	1570	250w-D	KBS	Best			35	5	15	2	7	5*	2	2			
GUYMON	KGYN	1220	1kw-D		Best			14	3	6	2	12	1		6			UP;T,W
LAWTON	KSWO	1380	1kw	A,M	Pearson	7		30	5	4	9	17	30*	2	6		3	UP;W,LV St
McALESTER	KNED	1150	1-D,500-N		Pearson			60		25	3	11	x		2			AP;W,T
	KTMC	1400	250w	A,K,MV,R&McC														
MIAMI	KGLC	910	1kw	KBS				75	2	5	12	x	3*					UP;LW
MUSKOGEE	KBIN	1490	250w	A,K,MV,R&McC		7		45	4	7	12	x	1*	1	6		8	UP
	KMU S*	1380	1-D,500-N		Pearson			116	7	5	5	11	3*	3	6		10	UP;W
OKLAHOMA CITY	KBYE	890	1kw-D	KBS	Radio-Tv; D-C			7		10	48	5		2			2	UP
	KOMA	1520	50kw	CBS	Avery-Knodel	x		49	3	8	4	11	2	5	4			UP;W,St
	KTOK	1000	5kw	ABC	Raymer	4	1	x			6	26	x*	4				AP
	KTOW	800	250w-D		Rambeau			64	4		1	11	2	1				
	WKY	930	5kw	NBC	Katz	8		39	4	7	3	16	x*	3	6			UP,AP;S
OKMULGEE	KIIBG	1240	250w	M,K		5		22	8	13	18	17	9*		2		9	AP
PAULS VALLEY	KVLH	1470	250w-D	KBS	Best			31	7	17	10	13	3	1/4	2		1/4	UP;LW
PONCA CITY	WBBZ	1230	250w	MBS	Pearson	x		47	2	17	9	30	16*	4	8			AP;W
PRYOR	KOLS	1570	250w-D	KBS	Best			28	4	28	12	11	x		4			AP;Se
SHAWNEE	KGFF	1450	250w	MBS	Best	5		32	15	10	6	20	8*	8	7	1	5	AP;LW
STILLWATER	KSPI*	780	250w D	MBS	Thos. Clark	2		32	2		5	7	2*	3	6			UP;St,W
TULSA	KFMJ	1050	1kw-D		Bolling			60		12		7						UP;T
	KOME	1300	5-D,1-N	KBS	Gill-Perna				54		23	14	1*		1/4			AP;A
	KRMG	740	50-D,25-N	ABC	Blair	4		41	9	14	9	12	3*	2	15			
	KTUL	1430	5kw	CBS	Avery-Knodel	6		18	9	1	10	10	2	4				UP;W
	KVOO	1170	50kw	NBC	Petry	9	24	55	4	9	13	15	2*		9			INS,UP; St,W
WEWOKA	KWSH	1260	1kw	A,K	Venard	8		28		40		10	3*		1/2		x	AP;St
WOODWARD	KSIW	1450	250w	M,K	Pearson			29	8	7	8	15	x*		3			AP;T

NO INFORMATION: Bartlesville, KWON; Blackwell, KBWL; Cushing, KWHP; Durant, KSEO; Elk City, KASA; Hobart, KTJS; Hugo, KIHN; Idabel, KBEL; Norman, KNOB; Oklahoma City, KLPR, KOCY; Poteau, KLCO; Tri-City, KWSH; Tulsa, KAKC.

OREGON

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS						WEEKLY HOURS						
						Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services
ASHLAND	KWIN	1400	250w	M,K	Grant	10		14	3	10	10	16	2*	1	3			AP
BEND	KBND	1110	1kw	M,K	Grant	6		14	2	4	7	16	4*	2	3			UP;W
COOS BAY	KOOS	1230	250w	MBS														
CORVALLIS	KCOV	1240	250w					78	8	4	2	4	7*	2	x			UP
	KRUL	1340	250w		McGillvra			96	5	6		10	x*		1			AP;C,Se
COTTAGE GROVE	KOMB	1400	250w					48	16	15	6	12	3*	2				UP
EUGENE	KASH	1600	1kw	A,K		7		27	12	13	8	17	x*	1	4			UP;C
	KERC	1280	5-D,1-N	CBS	Weed	9		14	9	2	1	19	3*	2	2			AP;St
	KORE	1450	250w	MBS	Everett-McK	8		75		6	3	10	2*	5	3			UP;W
	KUGN*	590	5kw	NBC	Meeker	7		50	3	10	5	x	x		2			AP
FOREST GROVE	KRWC	1570	250w-D		Ayres			60		20	1/2	3		1	1			St
GRANTS PASS	KUIN*	1340	25kw	MBS	W. S. Grant	10		16	7	15	7	17	3	2	2			AP;W,McC
HOOD RIVER	KIHR	1340	250w					45	16	20	3	15	6*	10	1			AP;W
KLAMATH FALLS	KEJI	1150	5kw	MBS	W. S. Grant	10		18	6	4	3	22	1*		3			UP
LEBANON	KGAL	920	1kw	KBS				105	4	4	2	14	4*		2			AP;Se
McMINNVILLE	KMCM	1260	1kw	KBS	Continental			63	15	3	4	7	4*	1/2	2			AP;W
MEDFORD	KBOY	730	1kw-D	KBS				83	2	6	2	8			2			AP
	KMED	1440	5-D,1-N	NBC	Meeker	x		14	5	3	4	2	2*	2	2			UP;T,McC
	KYJC	1230	250w	A,C	W. S. Grant	10		30	14	10	6	28	12*		3			UP;LW

SYMBOLS: / * am-fm station D—daytime power * local sports covered x figure unspecified
 / † fm station N—night power † Mex. Span. included category unclaimed

OREGON (continued)

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS				WEEKLY HOURS							Services		
						Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign		Negro	
ASHTON	KNPT	1310	1kw	---	Cont'l; Ayers	---	---	85	11	12	3	15	6*	---	---	---	---	---	UP
ASTORIA	KFIR	1340	250w	CBS	W. S. Grant	x	---	13	5	8	2	15	x*	---	x	---	---	---	AP;St
CLATSOP	KSRV	1380	1kw	KBS	Moore & Lund	---	---	60	---	40	3	18	6*	---	6	---	---	---	UP;LW,St
ASTORIA	KGON	1230	250w	---	Meeker	---	24	147	7	5	6	14	8*	---	---	---	---	---	UP;W,St,A
ASTORIA	KWRC	1240	250w	ABC	Moore & Lund	9	---	8	3	---	8	24	6*	---	3	---	---	---	UP
ASTORIA	KEX	1190	50kw	ABC	Free & Peters	5	24	75	20	9	10	x	6	5	3	---	---	---	A
KGON (See OREGON CITY)																			
ASTORIA	KGW	620	5kw	NBC	Petry	10	---	13	7	4	3	27	2	3	5	---	---	---	AP
ASTORIA	KLIQ	1290	1kw-D	---	Forjoe	---	---	77	---	---	---	7	---	---	---	---	---	---	UP
ASTORIA	KOIN*	970	5kw	CBS	CBS Spot Sales	12	---	12	12	1	2	26	2	---	2	---	---	---	All;St,W
ASTORIA	KPAM*	1410	1kw-D	---	---	---	---	20	40	---	---	5	---	---	---	---	---	---	W,A
ASTORIA	KPDQ	800	1kw-D	---	Webb	---	---	77	---	---	---	7	---	---	---	---	---	---	AP
ASTORIA	KPOJ	1330	5kw	MBS	Blair	9	---	38	3	13	4	24	2*	5	2	---	---	---	UP
ASTORIA	KWJJ	1080	10kw	---	Burn-S; Young	---	---	83	2	1	---	8	20*	3	---	---	---	---	INS
ASTORIA	KJUN	1240	250w	ABC	McGillvra	10	---	20	---	---	---	14	5	---	2	---	---	---	AP;LW
ASTORIA	KRRR	1490	250w	CBS	W. S. Grant	7	---	15	3	7	2	8	2	2	2	---	---	---	AP;St
ASTORIA	KGAE	1430	1kw-D	---	Holman	---	---	48	6	9	2	7	---	---	1/2	---	---	---	UP;LW
ASTORIA	KOCO	1490	250w	---	Rambeau	---	---	84	9	1	6	7	12*	1	2	---	---	---	UP
ASTORIA	KSLM	1390	1kw	MBS	Everett-McK	7	1	30	32	11	20	21	3*	1	6	---	---	---	UP;W,LW
ASTORIA	KTIL	1590	250w	KBS	Con'tl; Keating	3	---	60	3	12	4	13	3*	6	9	4	---	---	AP

INFORMATION: Albany, KWIL; Astoria, KAST, KVAS; Baker, KBKR; Coquille, KWRO; Grants Pass, KGPO; Klamath Falls, KFLW; La Grande, KLBM; Portland, KBPS, KFM, KXL; Prineville, KRCC; Roseburg, KRXL; Springfield, KRGA; The Dalles, KODL.

PENNSYLVANIA

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS				WEEKLY HOURS							Services			
						Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign		Negro		
ALTOONA	WAEB	790	500-D,1-N	---	Radio-Tv Reps	---	---	90	6	18	4	12	12*	---	1	4	---	---	UP	
	WFMZ‡	100.7	48kw	---	GMB	7	---	---	62	---	1	4	---	---	---	---	---	---	A	
	WCPA (See BETHLEHEM)																			
	WHOL	1230	250w	CBS	Raymer	9	---	52	6	1	3	12	2	3	1/4	1/2	---	---	UP;T	
ALTOONA	WKAP	1320	1kw	---	Weed	---	---	46	7	44	3	9	2*	3	3	1/2	---	---	AP;A	
	WFBG	1340	250w	NBC	H-R	7	1	30	5	4	3	7	2	3	2	---	---	---	AP;W	
ALTOONA	WVAM	1430	1kw	CBS	Weed	---	---	35	6	8	4	13	4*	2	14	1	---	---	UP;St	
	WBVP	1230	250w	---	---	---	---	71	8	18	6	15	15*	3	---	1	3	---	AP,UP;St,W	
BETHLEHEM	WCPA*	1100	250w-D	---	---	---	---	9	14	2	3	7	15*	4	1/2	---	1	---	UP;T,C	
ALTOONA	WHLM	550	500w	---	Raymer	---	1/2	x	---	x	8	x	x*	2	9	---	---	---	AP,UP;W,LW	
ALTOONA	WLOA	1550	1kw-D	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	
ALTOONA	WESB	1490	250w	MBS	---	8	---	36	8	---	6	16	3*	4	1/4	---	---	---	AP;T	
ALTOONA	WBUT*	1050	250w	---	Gill-Perna	---	---	60	8	---	3	8	2*	---	2	---	---	---	AP	
	WISR	680	250w-D	KBS	---	---	---	50	12	6	8	7	1*	3	6	---	---	---	UP	
ALTOONA	WCDL	1230	240w	KBS	Cooke	---	---	63	8	15	2	4	2*	1	8	6	---	---	UP;W	
ALTOONA	WHYL	960	1kw-D	KBS	---	---	---	60	---	12	---	10	2	1	2	---	---	---	UP	
ALTOONA	WDRF	1590	1kw	---	---	---	2	42	6	8	2	8	6*	5	---	1	18	---	UP	
	WVCH	740	250w-D	---	Webb	---	---	35	16	10	18	8	---	1/2	1/4	---	---	---	UP	
ALTOONA	WCPA	900	1kw-D	---	---	---	---	32	5	3	8	11	3*	2	2	---	---	---	UP;C,LW,T	
ALTOONA	WCOJ	1420	5kw	---	---	---	---	50	2	8	3	3	2*	---	3	---	2	---	UP;Se	
ALTOONA	WCVI	1340	250w	KBS	---	---	---	86	5	8	6	10	4*	3	3	4	---	---	UP;T	
ALTOONA	WFRM*	600	500w-D	---	---	---	---	35	14	11	4	5	1*	8	6	---	---	---	AP;Se,W	
ALTOONA	WBUX	1570	250w-D	KBS	Indie Sales	---	---	23	5	6	5	6	1	8	---	---	---	---	AP;W	
ALTOONA	WCED*	1230	250w	CBS	McGillvra	9	---	28	4	4	12	16	12*	2	2	1	---	---	UP;Se	
ALTOONA	WERC*	1260	5kw	ABC	Weed	6	1	42	16	3	9	17	4*	3	2	---	1/2	---	UP	
	WIKK	1330	5kw	ABC	H-R	8	---	35	---	3	---	19	2	3	1	1	---	---	AP;LW	
	WJET	1570	250w-D	---	Forjoe	---	---	60	2	11	---	8	1	1	---	2	1	---	AP;St	
	WLEU*	1450	250w	M,K	Young	5	24	80	---	---	---	13	3	---	3	7	5	---	AP	
ALTOONA	WFAH	1470	500w-D	KBS	---	---	---	70	---	5	---	8	1	---	---	1/2	---	---	AP	

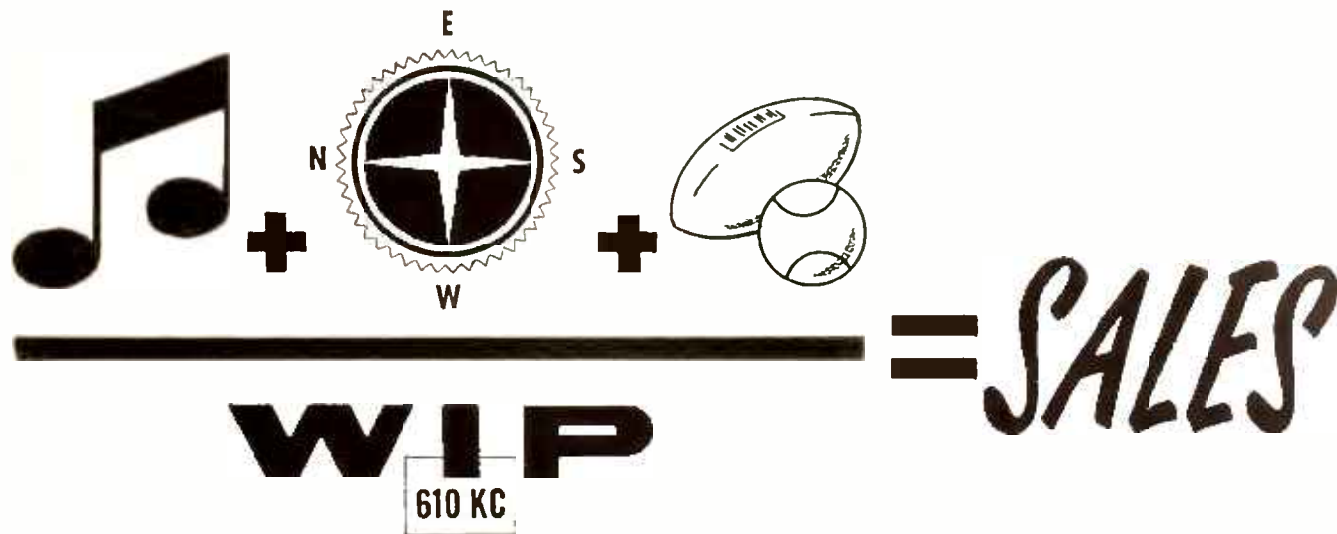
PENNSYLVANIA (continued)

City	Call letters	Freq	Power	Natl network	National rep	DAILY HOURS						WEEKLY HOURS							
						Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services	
GETTYSBURG	WGET	1450	250w	KBS				60	19	5	6	15	x*	2	6			AP;W	
HANOVER	WHVR	1280	1-D,500-N	MBS		5		49	5	12	13	21	8*		3			UP;St	
HARRISBURG	WCMB	1460	5kw	MBS	Cooke	4	1	50	3	4	7	14	2*		4		½	AP;T	
	WHP*	580	5kw	CBS	Bolling	11	1	13	5	2	2	16	3	2	4			AP,UP;St	
HAZLETON	WAZL*	1190	250w	N.M	Raymer	8	¼	49	1	2	4	14	7*	1	1	4		AP;W	
HOMESTEAD	WHOD	(See PITTSBURGH)																	
INDIANA	WDAD	1450	250w	C.K		9		38	2			14	5*		2			UP	
JOHNSTOWN	WARD*	1490	250w	CBS	Weed	9	1	50	12	5	8	22	10*	2	1	1	2	UP;W	
	WGRO	1230	250w	A.M	Radio-TV Reps	6	1	74	3	2	8	14	9*		¼	2		INS	
	WJAC*	1400	250w	NBC	Young	6	1	58	7	6	5	17	6*					AP	
	WADP	960	500w-D	KBS				32	21	1	4	9	7*					AP;T	
KANE	WACB	1380	1kw-D		Rambeau			50		1		9	3		3			AP;T	
KITTANNING	WLAN*	1390	1kw	A.M	Headley-Reed	6	½	43	19	3	19	16	3*	2	2			AP;LW	
LANCASTER	WLSH	1410	1kw-D		Everett-McK			67	1	5	4	7	2*	2	2			UP;AT	
LANSFORD	WAKU	1570	250w-D	KBS				42	3		1	8	2*	1	1	4		AP,W,T	
LATROBE	WLBR*	1270	1kw		Burn-Smith			32	12	19	11	8	6*	2	1			UP;W	
LEBANON	WKVA	920	1kw-D	ABC	Gill-Perna	4		18		10		5	2*	2	7			UP;W	
LEWISTOWN	WMRF	1490	250w	NBC	Burn-Smith	8	½	30	4	10	7	14	x*	2	7			AP	
LOCK HAVEN	WBPZ	1230	250w	MBS	McGillvra	8		40	15	11		24	12*		3			AP,UP;LW	
McKEESPORT	WEDO	810	1kw-D		Rambeau			x		x		x	3*			1		AP;T	
MEADVILLE	WMGW*	1490	250w	ABC		6		70	4	2	2	14	2*	2	2			UP;W	
NEW CASTLE	WKST	1280	1kw	MBS	Everett-McK	9		46	2	4	6	16	3*	2	3			UP	
NORRISTOWN	WNAR	1110	500w-D					44	2	15	5	6	3*	6				AP;Se	
PHILADELPHIA	KYW	1060	50kw	NBC	Free & Peters	7	2	83	6		4	13	1*	4	7			UP-INS	
	WCAU*	1210	50kw	CBS	CBS Spot	8	24	51	14	2	1	18	4*		4			AP,UP;LW,A,G	
	WDAS	1480	1kw		Forjoe		1	28	1		14	7	7			17	90	AP	
	WFIL*	560	5kw	ABC	Blair	5	1	65	9		7	22	3	4	3			UP;T,A	
	WFLN†	95.7	20kw		GMB				100	¼		10						UP	
	WHAT*	1340	250w		Indie Sales		1	120	2		8	10	1	3		16	90	AP	
	WIBC*	990	10kw		Radio-TV Reps.		2	85	2	6	23	15	4*					UP	
	WIP*	610	5kw	MBS	Petry	3	24	110	8			4	x*	2				UP,AP;W	
	WJMJ	1510	1kw-D		McGillvra			12	2	15	8	2	1			34	7	AP;Se	
	WNAR	(See NORRISTOWN)																	
	WPEN*	950	5kw		Gill-Perna		2	109				18	4						AP,UP
	WTEL	860	250w-D		Webb			18	4	½	7	x				29			
	PITTSBURGH	KDKA*	1020	50kw	NBC	Free & Peters	x	24	64	6	7	5	17	2*	4	8			UP,AP;T
		KQV	1410	5kw	CBS	Raymer	10	½	38	11	1	6	15	3		½			UP;W
WCAE		1250	5kw		Katz	x	1	100	6	2	4	7	2	3				INS	
WEDO		(See McKEESPORT)																	
WHOD		860	250w-D		Forjoe						x	12	2*	3		52	52	UP	
WHLY		1080	1kw-D		Stars National						18			3			60		
WJAS*		1320	5kw	ABC	H-R	3	½	84	1		9	21	2	2				UP;LW	
WJPA		(See WASHINGTON)																	
WKJP†		93.7	40kw					125	1			10							UP;LW,W
WPIT		730	1kw-D		Forjoe			12		12	35	x			2	4	3	UP	
PITTSTON	WWSW*	970	5kw		Blair		24	44	14	5	1	14	3		2			UP	
	WPTS	1510	1kw-D		Indie Sales			60	12	4		12	x*	3	2	14		UP;W	
	WPAM	1450	250w	M.K	Everett-McK	4		70	30	8	6	15	15*	3				UP;A	
	WPPA	1360	1kw					88	16	3	8	x	20*	5	1	1		AP	
PUNXSUTAWNEY	WPME	1540	1kw					50	6	4	12	x	2*	3	2			AP;T	
	WPXY	1300	1kw-D	MBS	McGillvra	3		10	1	6	8	5	5*	2	3			UP;Se	
READING	WEEU	850	1kw	ABC	Headley-Reed	6		37	14	11	6	14	4*	3	7	2	½	UP;A	
	WHUM	1210	250w	CBS	H-R	8		35	10		3	12	4*					AP	
	WRAW	1340	250w	NBC	Mecker	8	½	25	2		2	14	2	5				UP;W	
RED LION	WGC.B	1410	1kw-D		Kennedy			10	8	12	15	x		2	3	¼		UP;C,Se	
ST. MARYS	WKBI	1400	250w	MBS		5		26	8	7	8	12	8*	2	3	1		AP;St	
SAYRE	WATS	960	1kw-D	KBS	Indie Sales			40	8	11		1	2	2	12			UP;T	

SYMBOLS: } * am-fm station
 / † fm station
 D—daytime power
 N—night power
 * local sports covered
 † Mex. Span. included
 x figure unspecified
 category unclaimed

The Best **Formula** for

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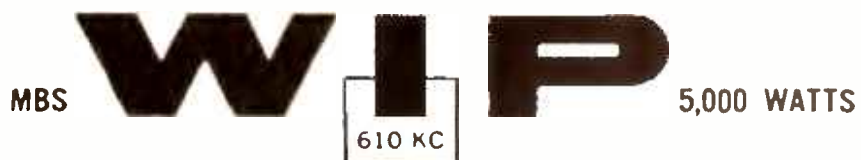


Music plus News plus Sports on WIP equals sales.

These three program elements are today's most essential radio ingredients.

WIP broadcast more music, more news and more sports in 1954 than any other Philadelphia station.

With these three elements dominating our dial . . . music . . . news and sports . . . it is natural that more sponsors invested more money on WIP in 1954 than in any other year in the station's 33 year history.



National Representatives
EDWARD PETRY & CO., INC.

PHILADELPHIA 7, PA.

P H I L A D E L P H I A ' S P I O N E E R V O I C E

PENNSYLVANIA (continued)

City	Call letters	Freq.	Power	DAILY HOURS							WEEKLY HOURS							
				Natl network	National rep	Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services
SCRANTON	WARM	590	5kw	ABC	Hollingbery	7	24	100	10	7	4	16	5*	2	1		1/2	AP;UP
	WCDL	(See CARBONDALE)																
	WGBI	910	1-D,500-N	CBS	Blair	11		15	6	2	5	14	2	5	x			
	WQAN	630	500w-D		Meeker	1		54	11		3	3	2*	3	1			AP;UP
																		LW,S
SHAMOKIN	WISL	1480	1kw	MBS	Forjoe	8		23	7	3	3	12	2	1/4				AP;LW
SOMERSET	WVSC	990	250w-D	KBS	Indie Sales			30	3	6		14			5	2		UP;St
STROUDSBURG	WVPO	840	250w-D		Radio-TV Reps	2		40	4	3	8	3	12*	5	2			UP;A
SUNBURY	WKOK*	1210	250w	CBS		11		15	7	4	6	15	2*	2	3	1		AP
UNIONTOWN	WMBS	590	1kw	CBS	Meeker	9		30	3	10	1	18	4*		1	2		UP;Se
WARREN	WNAE	1310	1kw-D					50	6		x	x	2*	3	3			AP;T
WASHINGTON	WJPA*	1450	250w	MBS		7		37	4			20	5*	2	2	5		UP;W
WILKES-BARRE	WAZL	(See HAZELTON)																
	WBAX	1240	250w	MBS	Burn-Smith	7		25	3	3	10	15	2	5	2			UP;A
	WBRE	1340	250w	NBC	Headley-Reed	9	1	34	3	7	1	13	2			7		AP;LW
	WILK	990	5-D,1-N	ABC	Avery-Knodel	8	1	58	6	5	11	17	3*	5	2	1		AP;T
WILLIAMSPORT	WLYC*	1050	1kw-D	KBS	Radio-TV Prom			16	12	11	15	14	3*	10	3	1		AP;T
	WRAK*	1400	250w	NBC	Everett-McK	10		28	13	2	8	12	1*	2	4			AP
	WWPA	1340	250w	CBS	Burn-Smith	8		39	5	2	5	15	5*		2			W
YORK	WNOW	1250	1kw-D	KBS	Forjoe			60	3	11	8	9	3	2	6			AP;LW
	WSBA	910	1kw	AM	Young	5	1/2	15	5		8	18	1*	6	4			AP;W,A

NO INFORMATION: Allentown, W SAN; Altoona, WR TA; Apollo, WA VL; Barnesboro, WN CC; Bloomsburg, WC NR; Chambersburg, WC HA; Charleroi, WE SA; Easton, WF WEST; Greensburg, WH AB; Harrisburg, WK BO; Huntingdon, WH UN; Lancaster, WG AL; McKeesport, WM CK; Nanticoke, WH WL; New Kensington, WK PA; Oil City, WR Z; Pottstown, WP AZ; Scranton, WE JL; WICK, W SCR; Sharon, WP IC; Tyrone, W TR N; Warren, W RR N; Waynesboro, WA YZ; York, WO RK

RHODE ISLAND

City	Call letters	Freq.	Power	DAILY HOURS							WEEKLY HOURS							
				Natl network	National rep	Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services
NEWPORT	WADK	1510	1kw-D	KBS	Walker			36	8	1	4	6	1*	2		2	3	AP;W
PAWTUCKET	WPAW	550	1kw-D	KBS	Rambeau			36			14	5	7	3			16	UP
PROVIDENCE	WEAN*	790	5kw	MBS	H-R	7		60		3	1	3	4		1			UP;A
	WICE	1290	500w-D					70	9	3	1	10	7*	6	1	2		UP
	WJAR	920	5kw	NBC	Weed	8		39	9		4	23	2	3	1			AP;INS
	WPRO*	630	5kw	CBS	Blair	11		24	4			15	1		3			
	WRIB	1220	1kw-D		Forjoe			21	6	3		8					26	A
	WWON	(See WOONSOCKET)																
WESTERLY	WERI	1230	250w	KBS	Walker			73	1	1	3	12	5*		1	1		UP
WOONSOCKET	WWON	1210	250w-D		Webb			60	20	4	8	25	x*	6	1	6		AP;W

NO INFORMATION: Providence, WHIM.

SOUTH CAROLINA

City	Call letters	Freq.	Power	DAILY HOURS							WEEKLY HOURS							
				Natl network	National rep	Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services
AIKEN	WAKN	990	1kw-D		Rambeau			27	9	11	6	7	2	3	3		3	AP;W
ANDERSON	WAIM*	1230	250w	CBS		9		20	5		9	9	1*	2	3		4	INS;LW
	WANS	1280	1kw	M,K	Devney	7		32	12	15	5	18	3*		2		3	UP;St
BARNWELL	WBAW	740	250w-D	KBS				33	4	16	3	6		2	3		7	UP;T,W
BEAUFORT	WBEU	960	1kw-D	KBS				63	9		3	x	2*		2		7	UP;W
BENNETTSVILLE	WBSC	1550	10kw	MBS	Indie Sales	5		30		30	9	12	3*		1		14	AP
BISHOPVILLE	WAGS	1380	1kw-D	KBS				12		31		5	x*		4		9	AP;W
CAMDEN	WACA	1590	1kw-D	KBS				14	4	18	7	7	1*	3	1		5	UP;W

SYMBOLS: } * am-fm station
 } † fm station
 D—daytime power
 N—night power
 * local sports covered
 † Mex. Span. included
 x figure unspecified category unclaimed

SOUTH CAROLINA (continued)

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS					WEEKLY HOURS								
						Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services	
CHARLESTON	WCSC*	1390	5kw	CBS	Free & Peters	9	1/2	27	7	67	4	11	2	2	1	2	1	UP;W	
	WLAN	1310	250w	A,K	Burn-Smith	6		43	8	2	11	21	2	2	1/2			UP	
	WPAL	730	1kw-D		Forjoe; D-C			30		15	25							55	
	WTMA*	1250	5kw	NBC	Hollingbery	8		115			8	23	6*	2	1			3	AP
	WUSN	1450	250w	MBS	Interstate	1	24	100			20	2	x*					50	UP;A
CHERAW	WCRE	1420	500w-D					18	5	13	30	x	2*	2	2		5	UP;St,Se	
COLUMBIA	WCOS*	1100	250w	ABC	Headley-Reed	6		45	2		8	20	8*				16	AP;W	
	WIS*	560	5kw	NBC	Free & Peters			21	3	9	6	13	6	3	5		3	AP;T,Se	
	WMSC	1320	1kw	CBS	H-R		24	50	2		9	18	2	4			7	UP;A,St	
	WOIC	1470	1kw-D		Forjoe			5	1	13	3			3			63		
COLLON	WDSC	800	1kw-D	ABC	Gill-Perna			15	3	8	8	9		1	4			UP	
CONLEY	WELP	1360	1kw-D	KBS	Indie Sales			14		37	9	3	3*		1			UP	
DORCHESTER	WJMX	970	5-D,1-N	ABC	Walker	6		25	15	12	12	12	2	1/4	5		5	UP;T	
	WOLS	1230	250w	KBS			1	69	4	10	10	6	2*		1/4		9	UP;Se	
DUFFNEY	WFGN	1570	250w-D	KBS				22	2	13	5	6	1*	2	2			UP;LW	
GREENVILLE	WAKE*	1490	250w	CBS	Pearson	8		6	2	22	8	11	5*		2		6	A	
	WESC*	660	5kw-D		Rambeau; D-C			17	9	33	6	4	1*	3	2		10	AP	
	WFBC*	1330	5kw	NBC	Avery-Knodel	10	1/2	22	3	6		4	2	3	7			UP;T	
	WMRB	1490	250w	A,M	Cooke	10		56	1	7	2	9	1				2	AP;LW	
	WMUU	1260	1kw-D							12		33	17			1		INS,AP;A,Se,LW	
GREENWOOD	WCRS*	1450	250w	NBC	Clarke; Ayers	8		30	2	18	8	11	x*		2		3	AP;W,T,A	
	WGSW	1350	1kw-D	MBS	Indie Sales	2		10		16	11	6	2*	1	2		10	UP	
HEER	WEAB	800	250w-D	KBS				20	2	13	10	5	2*	5	3		3	UP;LW	
MULLINS	WJAY	1280	1kw-D	KBS				28		22	10	7	1*	2	2			AP;LW	
MYRTLE BEACH	WMYB	1450	250w	N,K	Best	7		35	5	5	6	19	2*	2	5			UP;T	
NEWBERRY	WKDK	1240	250w	M,K	D-C	8		33	7	20	7	10	3*	3	2		12	AP;W,T	
ORANGEBURG	WDIX	1150	5-D,5-N	A,M,K	Devney			28	3	8	4	16	3*		5		8	AP	
	WTND*	920	1kw		Thos. Clark			40	12	28	4	24	3*	1	7		11	UP;W	
ROCK HILL	WRHH*	1340	250w	M,K	McGillvra	x		48	2	23	6	10	15*	1	7		2	AP;W	
	WTYC	1150	1kw-D		Indie Sales			32	3	14	5	8		2	2		11	UP;T	
NECA	WSNW*	1150	1kw-D	KBS	Southern			28	7	21	7	10	4	4	7			UP;LW,W	
PARTANBURG	WJAN	1400	250w	A,K,M		7		13	7	12	13	11	1*	3			6	AP;W	
	WORD	910	1kw	NBC	Raymer	7		39	2	20	6	12	20*	2	3		3	AP;T	
SUMTER	WSSC	1240	1kw	ABC	Southern	7		30	12	18	12		3*		3		30	UP;T	
UNION	WBCU	1460	1kw	M,K	Dora-Clayton	9		21	6	18	9	22	2*	2	1		3	UP;W	
WALTERBORO	WALD	1220	1kw-D	MBS		5		32	1	18	2	12	12*		3		6	UP;W	

FOR INFORMATION: Chester, WGCD; Conway, WLAT; Georgetown, WGTN; Hartsville, WHSC; Kingstree, WDKD; Lake City, WJOT; Lancaster, WLCM; Laurens, WLBG; Partanburg, WDXY; WSPA; Sumter, WFIG.



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SOUTH CAROLINA

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SOUTH DAKOTA

City	Call letters	Freq	Power	Natl network	National rep	DAILY HOURS							WEEKLY HOURS					Services	
						Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro		
ABERDEEN	KSDN	930	1kw	ABC	Weed	6		42	37	4	9	20	6*	6	10				AP
HURON	KIJA	1310	250w	N.K.	Lawson	7		16	8	6	5	13	x*	6	6	1		AP;T	
MITCHELL	KORN	1490	250w	MBS		8		32	1	1	7	12	16*		3			UP;C,LW	
PIERRE	KGTN	630	200w-D		Lawson							10						UP	
RAPID CITY	KOFA	1380	7.5kw	CBS	Headley-Reed	7	1/2	20	7	6	1	19	2	3	5			AP,UP;C W	
SIOUX FALLS	KFLO	1320	5kw	NBC	Raymer		1	30	4			19	3*	2	6			UP	
	KISD	1230	250w	KBS	Cooke			50	24	13	5	11	6*		1/2			AP	
	KSOO	1110	10-D,5-N	ABC	Avery-Knodel	7	1	25	18	10	15	22	2*	3	25			AP;T	
WATERTOWN	KWAT	950	1kw	M.K.	Gill-Perna	4		16	12	19	12	24	6*		5			AP;St	
YANKTON	WNAX	570	5kw	CBS	Katz	10		25	3	16	8	17	2	5	10			UP,AP; LW,C,C	

NO INFORMATION: Deadwood, KDSJ; Rapid City, KRSD; Sioux Falls, K1110.

TENNESSEE

City	Call letters	Freq	Power	Natl network	National rep	DAILY HOURS							WEEKLY HOURS					Services	
						Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro		
BRISTOL	WOPI*	1190	250w	NBC	Burn-Smith	8		32	2	3	12	15	4*	1/4	2			AP;LW	
CHATTANOOGA	WAGC	1450	250w	MBS	Walker	5		55	4	7	6	12	35*	2	2			AP;LW	
	WAPO	1150	5-D,1-N	ABC	Avery-Knodel	x		35	5	17	10	12	3	3	2		9	UP;T	
	WDEF	1370	5kw	NBC	Branham	5		51	7	11	8	10	3*	5	30			UP	
	WDNB	1490	250w		Forjoe			40	2	50	25	5	3					12	AP,UP
	WMFS	1260	1kw-D		Pearson	1		24			12	3	2*	5				91	
CLARKSVILLE	WJZM	1400	250w	M.K.	Rambeau	1		9	7	18	7	15	7*	1/2	3		6	AP;T	
CLEVELAND	WBAC	1310	250w	MBS	Dora-Clayton	7		60		30	20	10	1*	2	7			UP	
COLUMBIA	WKRM	1310	250w	M.K.	Walker			28	1	18	9	25	10*	1	5		2	AP;W	
COOKEVILLE	WHUB	1400	250w	C.K.	Continental	8		28	2	16	9	18	4*	1/4	1			UP	
ELIZABETHTON	WBEJ	1210	250w	MBS		7		60		30	20	10	1*	2	7			UP	
FAYETTEVILLE	WEKR	1210	250w	M.K.		7		16	3	11	5	15	7	1	3			AP;T	
FRANKLIN	WAGC	950	1kw-D					36		72	2	10	x		2		7	AP	
GALLATIN	WHYN	1010	1kw-D	KBS	Indie Sales			20		55	8	10	3*		4		3	UP	
JACKSON	WDXI	1310	5kw	M.K.	Burn-Smith	6	1	23	1	37	6	20	3	1	14	1/2	21	UP;W	
	WTJS*	1390	1kw	ABC	Branham	7		36	5	14	20	15	18*	7	4			AP;T	
JOHNSON CITY	WETB	790	1kw-D		McGillyra			38	7	12	10	10	3*	2	3		1	AP;W	
	WJHL	910	5kw	ABC	Pearson			45	9	9	8	15	5*	2	1			AP,UP;LW	
KINGSPORT	WKIN	1320	5kw-D	KBS	Rambeau			35	6	25	12	7	3*	2				AP	
	WKPT*	1400	250w	NBC	Burn-Smith	9		12	6	5	5	11	1*		2			AP;T	
KNOXVILLE	WBIR*	1240	250w	ABC	Gill-Perna	5		58	8		9	20	5	3				UP;T	
	WCAP	(See MARYVILLE)																	
	WIVK	860	1kw-D		Forjoe					55	21							8	
	WVGN	1340	250w	MBS	Everett-McK	5	1/2	86	5		3	13	15*		1		10	AP;LW	
	WNOX	990	10kw	CBS	Branham	8	1	44	11	20	3	16	2	1/4	4		14	UP	
	WROL	620	5kw	NBC	Avery-Knodel	8	1	21	5	31	6	14	x*	3	2			UP;W	
	LEBANON	WCOR	900	250w-D	KBS			32	5	24	6	7	2*	5	2			AP;T	
	LEWISBURG	WJVM	1190	250w	M.K.		7		25	2	15	4	16	2	1	4		3	AP;W
	LEXINGTON	WDXL	1490	250w	M.K.	Burn-Smith	7		65	10	36	8	15	1*		14		1	UP
	MARYVILLE	WCAP	1400	250w	KBS			55	8	13	6	17	x*	1	3		5	AP;T	
McMINNVILLE	WMMT	1230	250w	M.K.			10	13	26		14	1*	4	4		2	UP;Se,W		
MEMPHIS	KWEM	990	1kw-D		Stars National					45	6	3					31	INS	
	WCBR	1480	1kw-D					3			50	3	1	6			84		
	WDIA	1070	50kw		Pearson; D.C.			80			51	12	x*	5	1		110	UP	
	WHBO	560	5-D,1-N	MBS	Blair	4		75				11	2*		1			18	UP
	WHHM	1310	250w		Young		24	109	2	31	7	3	17*				22	UP	
	WMC	790	5kw	NBC	Branham	9		31	11	10	2	11	2*	5	3			AP,UP	
	WMPS	680	10-D,5-N	ABC	Radio-TV Reps	4	24	28	10	50	13	15	9*	1	2		1/2	UP;St,W	
	WREC	600	5kw	CBS	Katz														

SYMBOLS:

* am-fm station
/ fm station

D—daytime power
N—night power

* local sport; covered
Mex. Span. included

x figure unspecified
category unclaimed

TENNESSEE (continued)

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS						WEEKLY HOURS						
						Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services
MORRISTOWN	WCRK	1450	250w	M,K	Holman	7	...	18	2	21	3	15		1	5			LW
NASHVILLE	WKDA	1240	250w		Pearson		1	74	5	31	1	12	2*				3	AP;C
	WLAC	1510	50kw	CBS	Katz	x	24	29	4	21	3	15	1	1	2		38	UP;T
	WMAK	1300	5kw	MBS	Radio-TV Reps	5	67	..	30	..	7	1*		1			UP
	WNAH	1360	1kw-D	KBS	Continental			50				22	8	2				UP
	WSIX	980	5kw	ABC	Hollingbery	6		63	7	11	6	4	10*	1/2	1/2			AP;W
	WSM	650	50kw	NBC	Petry	8	1	10	6	38	10	21	2*		8			AP,INS
	WSOK*	1470	1kw-D		Forjoe					2		1			84
NEWPORT	WLIK	1270	1kw-D	KBS			28	...	37	17	1/2	1	3	2				UP
OAK RIDGE	WATO	1490	250w	MBS	H-R	5	1	70	8		3	18	6*	3			1	AP;W
	WOKE	1290	1kw-D	KBS	Continental			45	7	17	1	10	5*	1	1			AP
OLUSKI	WKSJ	1420	1kw	ABC	Thos. Clarke	6		15	2	12	1	8	2	1	3			UP;Se,W
UNION CITY	WENK	1240	250w	M,K	Burn-Smith	4		28		5	3	16	2	1/4	1			W

ADDITIONAL INFORMATION: Athens, WLAR; Chattanooga, WOD; Clarksville, WDXN; Crossville, WAEW; Dyersburg, WDSG; Greenville, WGRV; Harriman, WHBT; Humbolt, WIJR; Lawrenceburg, WDYE; Lenoir City, WLIH; McKenzie, W11DM; Murfreesboro, WGNS; Paris, WTPR; Ripley, WTRB; Rogersville, WRGS; Shelbyville, WHAL; Sparta, WSMT; Springfield, WDBL; Tullahoma, WJIG; Winchester, WCDT.

TEXAS

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS						WEEKLY HOURS						
						Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services
ABILENE	KRBC	1470	5-D,1-N	ABC	Pearson	1		53	1/2	10	6	5	2*	3/4	2	1/4+	1/2	AP
	KWKC	1340	250w	MBS	V, R, & McC	8		35	10	2	6	17	5*	6	2	1/4+	1	AP;W
ALICE	KBKI	1070	1kw	MBS	Pearson	4		53	1	13	7	13	2*	3	1/2	26+		AP;W
ALPINE	KVLF	1240	250w	M,K	Best	6		60	8	10	4	27	x*		2	7+		T
AMARILLO	KFDA	1440	5-D,1-N	ABC	H-R	4		94	2	14	5*	15	2			AP,UP
	KGNC	710	10kw	NBC	Katz	6		18	8	8	4	16	x*	2	18			AP,UP;W
	KLYN	940	1kw	CBS	Blair	7		32	2	2	10	20	2*	1	1/4			UP;St
ATHENS	KBUD	1410	250w-D	KBS				36		19	6	8	2*		1		1	UP;LW
ATLANTA	KALT	900	1kw-D		Best			54	12	6	6	2	1*	3	2		2	AP;W
AUSTIN	KTBC	590	5-D,1-N	CBS	Raymer	8		33	11	10	6	15	2	2	3			UP
	KTXN	1370	1kw-D		R. O'C: Oakes	6	2		5		54+	23	
AY CITY	KIOX	1270	1kw	M,K	Best	5		30		7		12	2*				6	UP;W
AYTOWN	KRCT	650	250w-D	KBS	Best	51	10	1						AP
	KREL*	1360	1kw-D		Interstate	3	70	10	..	21	11	x*	5		24+	63	AP
BEAUMONT	KFDM	560	5kw	ABC	Free & Peters	9		27	1	4		18	3	1/4	2			UP;LW
	KJET	1380	1kw-D		Forjoe	x	7					84	UP
	KRIC*	1450	250w		Branham	80	1	4	7	10	9*	3			14	AP;W
	KTRM	990	1kw		Young	55	..	47	6	6	2		3		6	UP
BEVILLYE	KIBL	1190	250w			35	4	12	2	12	2		3	25+	1	AP;W
BIG SPRING	KBST	1190	250w	ABC	Pearson	10		20	2	14	5*		3			AP;St
	KTXC	1400	100w	M,K	Best	6		40	4	60	..	15	x*			5+		AP;W
BONHAM	KFYN	1120	250w-D					30	14	23	5	10	1		1			UP;W
BORGER	KHUZ	1490	250w	MBS		x		16	2	14	2	18	2*		1			Se
BRENHAM	KWHH	1280	1kw-D	KBS				11		14		7	2	3	2	3	1/2	UP
BROWNSVILLE	KBOR	1600	1kw	A,K	Best	5		40	7	4	5	26	x*	3	6	25+		UP;T,W
(Matamoros, Mex.)	XEO	970	1kw	RCN	Natl Tm; Oakes	5										124+		
BROWNWOOD	KBWD	1380	1kw	M,K	Pearson	7		50	2	10	12	24	x*	5	10			AP
BENTER	KDET	930	1kw-D		Best			49		28	5	14	2*	2	4			UP;A
LEBURNE	KCLE*	1120	250w-D		Best			44	1	27	6	11	x*	5	1			AP
BOLEMAN	KSTA	1000	250w-D	KBS	Melville			30	3	20	6	10	6*	3	4	2+		UP;W
COLLEGE STATION	WTAW	1150	1kw-D	KBS				42	7	16	10	10	1*	2	3	8+	5	AP
COLORADO CITY	KVMC	1320	500w-D	KBS	Best			14	4	6	1/2	9	2		2	2+		AP;T
CONROE	KMCO	900	500w-D					35	7	16	3	1	2*		1		6	UP;T,St
CORPUS CHRISTI	KANN	(See SINTON)																
	KCCT*	1150	1kw-D		R. O'Connell			28		x	2	7	2	3		91+		AP;T
	KEYS	1440	1kw	CBS	Raymer	8		41		12	3	17	2*	3	6	10+		UP
	KRIS	1360	1kw	NBC	Free & Peters	x												
	KSIX	1230	250w	ABC	Forjoe	8	1	73	16	11	2	13	3*	1/2	3			AP
	KUNO	1400	250w	MBS	Fyverett-McK	4							x				120+	
CORNICANA	KWBU	1030	50kw-D		Branham			15	1	8	13	7	2	3		32+	6	AP
	KAND	1340	250w	KBS	Branham			68		36	7	14	1*	5	3		6	UP;W,T
ROCKETT	KIVY	1570	250w-D	KBS				18	2	21	7	8					7	W
ALHART	KXIT	1410	500w-D	KBS	Best			40	1	25	5	10	3	4	4			UP

TEXAS (continued)

C'ty	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS						WEEKLY HOURS							
						Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services	
DALLAS	KGKO	1480	1-D,500-N		Forjoe		1	125			1/2	3	x*				1	UP	
	KINF	1040	1kw-D		Pearson; GMB			14	56		4	1	1					AP	
	KLIF	1195	5-D,1-N		H-R		24	131			8	21	2				18	UP	
	KSKY	660	1kw-D		Geo. Clark			x		21		x				1	21	UP	
	WBAP	(See FORT WORTH)																	
DALLAS	WFAA	820-570	50 & 5kw	A,N	Petry	9		39	7	5	11	19	10*	7	8			UP,AP	
	WRR	1310	5kw	MBS	Blair	x		48		12	13	12	x*	3			6	AP:A	
	WRR†	101.1	68kw		Blair				35										
	KDSX	950	500w		Melville			63	1/2	11	16	23	3		4		6	AP	
DENISON	KDSX	950	500w		Oakes			x	2	x	x	x				98†	AP		
EAGLE PASS (Mex.)	NEMU	580	5kw					52	20	22	1	12	5*	4	5			AP;T,C,S	
EASTLAND	KERC	1590	500w-D	KBS				50	5	10	1	12	4	6	26†			UP;McG	
EDINBURG	KURV	710	250w-D	KBS	Forjoe			14	4	19	1	3	x*	3	4	12†	4	UP;LW	
EL CAMPO	KULP	1390	500w-D					1	131		2	15		3/4				UP	
EL PASO	KEPO	690	10kw	ABC	Pearson	7		26	8	17	9	18	1*	3	3	3†		UP;LW,S	
	KROD	600	5kw	CBS	Branham	8		96	8	7	6	16	8*	1	5			AP	
	KTSM	1380	1-D,500-N	NBC	Hollingbery	12		15	4		2	7	7*	3	3			UP;T,W	
	(Juarez, Mex.)	NEJ	970	10kw		Nat'l Tm; Oakes	2		60	7	42	1	7	3*	1	3	137†		INS,UP
(Juarez, Mex.)	NELO	800	150kw		R. O'Connell	1		20	1	28	11	4	4*		3	77†			
FALFURRIAS	KBLP	1260	500w-D	KBS	Best			44	1	9	1	11	2	3	2	18†		AP;T	
FORT STOCKTON	KFST	860	250w-D	KBS				37	6	20	6	12	2	3	1/4	8†		AP;LW	
FORT WORTH	KCNC	870	250w-D					42	6	42		4					11	UP	
	KFJZ	1270	5kw	MBS	Blair	4	1	50				12	3					AP	
	KNOK	970	1kw-D		Gill-Perna			41	3	24	16	3	x	3		17†	67	UP	
	KXOL	1360	1kw		Forjoe			116		12	4	17	8*					AP	
	WBAP*	570-820	5 & 50kw	A,N	Free & Peters	6		28	8	16	5	15	3		7				AP
	WFAA	(See DALLAS)																	
FREERTPORT	KBRZ	1160	500w-D	KBS				42		34	1	11	1/2	3	1		1	AP;T	
GAINESVILLE	KCAF	1580	250w-D	KBS	Melville			31		14	7	9	2*	3	4			AP;St,C	
GALVESTON	KGBC	1540	1-D,250-N		Pearson			49	3	6	1	13	16*	1		4†	23	AP;Se	
	KLUF	1400	250w	KBS	Rambeau			85	2	4	6	7	2*	1/4	1	3†		UP	
GLADEWATER	KSIJ	1430	1kw-D		Best			36		38	11	9	3		2			AP	
GONZALES	KCTI	1170	250w	KBS	Cooke			49	1	33		7	2*	3	6	6†	1	AP,Se	
GREENVILLE	KGOL	1100	250w	KBS	Pearson			42		28	12	16	2*	3	7		4	AP	
HARLINGEN	KGBT	1530	50-D,10-N	CBS	H-R; R.O.C	8		20		3	4	20	3*		7	63†		UP;St	
HEREFORD	KPAN	860	250w-D	KBS	Best				23	21	5	2	1*		2			UP;St	
HOUSTON	KCOH	1430	1kw-D		Gill-Perna						50	x	x*				100		
	KLBS	610	5kw	KBS	Walker		1	112			27	12	2*					UP	
	KNUZ	1230	250w		Forjoe		1/2	40		52	3	2	1				12	UP	
	KPRC	950	5kw	NBC	Petry	x		31		15	8	12	3		5		6		



Si señor!

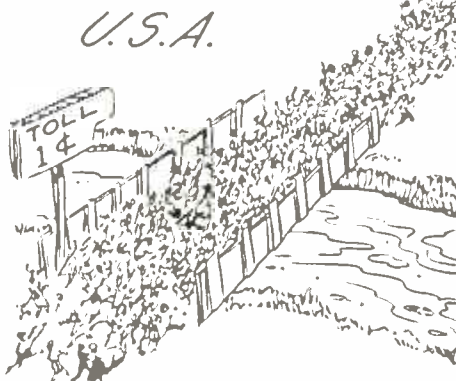


FLOOD STORES IN THIS FABULOUS SOUTHWEST TO BUY ANYTHING ADVERTISED ON

SPANISH



SPEAKING



U.S.A.

MEXICO

XEJ
10,000 WATTS

75% of all Mexican homes from both sides of the Border, listen regularly to XEJ as they have been doing for the last 24 years.

* Joe Belden survey to be sent at request

TEXAS (continued)

DAILY HOURS

WEEKLY HOURS

City	Call letters	Freq.	Power	Natl network	National rep	Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services
	KREL	(See BAYTOWN)																UP; C, W
	KXYZ	1320	5kw	ABC	Avery-Knodel	7	24	100	15	3	6	25	13*					UP
	KYOK	1590	5kw		McGillyvra		24	x		x	x	x	x				42	UP
HUNTSVILLE	KSAM	1490	250w	M, K		8		8		7	6	10	2*		5		6	AP; C, Se
JACKSONVILLE	KEBE	1400	250w	KBS				56		14	1	12	1*					UP
KERRVILLE	KERV	1230	250w		Best			30	12	25	6	30			6			AP
LAREDO	KVOZ	1490	250w	M, K	Pearson	6		31	4	11	1	11	4*		2	7†		AP
	XEAS	1410	250w		Natl Tm; Oakes			100		16		2				115†		
N. Laredo, Mex.)	XEDF	960	5-D, 1-N		R. O'Connell			63	9	18		3				113†		INS, UP; T, C
LONGVIEW	KFRO	1370	1kw	A, K	Cooke	6		24	11	22	7	37	7*					AP; LW
	KLTI	1280	1kw-D		Pearson			80				10	2		¼		6	UP; St, A
	KLTI‡	105.9	9.8kw						81		1	5						UP; St, T
LUBBOCK	KDAY	580	500w-D					10		54	10	12						UP
	KFYO	790	5-D, 1-N	CBS	Katz	10		21	2	2	3	18	2*	5	10			All; St, T
	KSEL	950	1kw	ABC	Rambeau	5		7	1	18	3	17	3*	2	6	3†		AP; W
LUFKIN	KTRE	1120	1kw	MBS	V, R & McC	9		35	10	11	7	30	15*	2	5		1	AP; W
MARLIN	KMLW	1010	250w-D					26	5	11	5	7		5	2	34†	3	AP
MARSHALL	KMHT	1450	250w	KBS				83	1	4	5	16	3*		2		6	AP
McALLEN	KRIO	910	1kw	A, M	Young	4		70			2	21	2*	3	½			AP
Raynosa, Mex.)	XEOR	1390	1kw	RCN	Natl Tm; Oakes	5										124†		
MIDLAND	KCRS	550	5-D, 1-N	ABC	Pearson	10		55	35	5	1	15	6					UP
	KJBC	1150	1kw-D	KBS	Best			21	3	49	6	x	x*			6†	7	UP; W, St
MT. PLEASANT	KIMP	960	1kw-D	KBS				33	3	15	9	9	½*	¼	3		3	AP; T
MACOGDOCHES	KSFA	860	1kw-D					44		9	5	7	4*	1	12		½	AP; T
NEW BRAUNFELS	KGNB	1420	1kw-D	KBS				36	4		4	6	2*	¼	¼	22†		AP; T
ODESSA	KECK	920	1kw		Forjoe			15	5	7		13	4	2		2†		AP; St
	KRIC	1410	1kw	M, K	Best	7		18	3	18	3	10	3*			3†		UP; W
ORANGE	KOGT	1600	1kw	KBS	Best			88	½	17	5	x	2*		½		5	UP; W
PALESTINE	KNET	1450	250w	M, K		6		47	23	10	17	17	6*	3	4		½	UP; Se
PAMPA	KPAT	1230	250w	KBS	Continental			74	6	11	3	14	3*	3	7			UP; St
	KPDN	1340	250w	MBS	Best	x		40	2	18	12	17	x*	1	12			UP; W
PARIS	KPLT	1490	250w	ABC	Pearson	6		58	3	4	8	15	5*	3	3			AP
PASADENA	KLVL	1480	1-D, 500-N		Oakes			100	2		4	2	x			105†	21	
PECOS	KIUN	1400	250w	M, K	Best	8		17	1	10	7	25	3	3	¾	9†		UP; T
PLAINVIEW	KVOP	1400	250w	M, K		2		50		70	6	14	6*		10	6†		AP
ROSENBERG	KFRD	980	1kw-D					26	2	36	7	11	3*		4	23†	4	UP
SAN ANGELO	KGKL	960	5-D, 1-N	ABC	Pearson									3	8	7†		UP; W
	KTXL	1340	250w	MBS	V, R & McC	6		37	10	11	9	17	14*		8	7†		UP; W
SAN ANTONIO	KCOR	1350	5-D, 1-N		R. O'Connell			85†				6†	x	3†	2†	123†	9	UP
	KEXX	1250	500w-D		McGillyvra			x		x		x				84†		
	KITE*	930	1kw-D		Pearson			91	22		2	14			6			All
	KIWW	1510	250w-D		Natl Time						5†	5†		4†		81†		UP
	KMAC	630	5kw	M, K	Walker	4		21		24	20	9	1				12	
	KONO*	860	5kw		Forjoe		21	89	12	43	5	12			1			AP
	KTSA	550	5kw	CBS	Free & Peters	10		30	3	6	5	10	5	4	4			AP, UP; A McG
	WOAI	1200	50kw	NBC	Petry	10		25	3	4	8	17	1		9			All; W
SAN MARCOS	KCNY	1470	250w-D	KBS	Best; R. O'C			21	½	12	3	1	x*	½	2	31†		UP
SEGUIN	KWED	1580	1kw-D		Best			26	10	8	1	18	3*	1	4	21†	2	UP
SHAMROCK	KEVA	1580	250w-D	KBS	Ayers			25	6	11	1	10	1*	¾	1		2	UP
SHERMAN	KRRV	910	1kw	MBS	Pearson	7		11	15	14	5	16	x*	3	3		½	UP; W
	KTAN	1500	250w-D	KBS	Best			35	3	35	6	10	1	3	4			AP
SPINTON	KANN	1590	1kw-D					80		½	½	1	2*		½	14†	1	AP; W
TAMFORD	KDWT	1400	250w	M, K		9		28	2	28	1	10	2*	1	2			AP
STEPHENVILLE	KSTV	1510	250w-D	KBS				25		14		7	7*		4			UP
SULPHUR SPRINGS	KSST	1230	250w	M, K		5		38	3	13	1	11	3*	1	5			AP
WEETWATER	KXOX	1240	250w	M, K	Best	8		12	4	6	2	8	2	1	3	2†	1	UP
WAYLOR	KTAE	1260	1kw-D	KBS				42		26	2	8	2*		4			UP; W
WEMPLE	KTEM	1400	250w	M, K		4	1	70	11	32	1	13	6*	2	2		5	UP; T
WHEELER	KTER	1570	250w-D					5		21	10	10	x*	1	1	3	1	UP; Se, T

SYMBOLS: { * am-fm station
‡ fm station

D—daytime power
N—night power

* local sports covered
† Mex. Span. included

x figure unspecified
category unclaimed

TEXAS (continued)

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS						WEEKLY HOURS						
						Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services
TEXARKANA	KCMC*	1230	250w	ABC	V. R & McC	x		42	6	15	6	23	6*	1/2	5			AP
	KTFN	1100	250w	KBS	Forjoe			67	1	10	16	11	3*	2	2		2	UP;W
TEXAS CITY	KTIW	920	1kw-D	KBS	Best			56		12		2	2				30	UP
TYLER	KGKB	1490	250w	MBS	Pearson	6		49	1	15	10	18	2*				1/2	AP;W
	KTBB	600	1-N,500-D	A,K	V.R&McC	5		50	3	12	6	17	x*		7		6	UP
UVALDE	KVOU	1100	250w	M,K		2		29	3	30	5	13	6*		1	18†	3	UP
VICTORIA	KXMI	1110	500w		Best		1/2	59	16	31	3	18	4*	2	3	11†		AP
WACO	WACO	1460	1kw	ABC	Weed	5		90			2	27	3*	2	2	2†		AP
WESLACO	KRGV	1290	5kw	NBC	Raymer	8		20	1/2	9	6	15	x	2	6			AP,UP;W,Se
WICHITA FALLS	KFDX	990	10kw	ABC	Raymer	10		18	1	14	7	14	3	4	7			UP;W
	KWFT*	620	5kw	CBS	Blair	9		70	5	17	8	11	2*		4			AP,UP;LW

NO INFORMATION: Amarillo, KAMQ; Austin, KNOW, KVET; Ballinger, KRUN; Brady, KNEL; Breckenridge, KSTB; Brownfield, KTFY; Brownwood, KEAN; Bryan, KOR; Childress, KCTX; Cuero, KCFH; Dallas, KRLO; Del Rio, KDLE; Dumas, KDDD; El Paso, KSET; Floydada, KFLD; Fort Worth, KCUL; Graham, KSWA; Hamlet, KCLW; Henderson, KGRH; Hillsboro, KHBR; Houston, KHIT, KTRH; Jasper, KTXJ; Junction, KENW, KMBL; Kermit, KERB; Kilgore, KOCA; Kingsville, KINE; Lamesa, KPET; Lampasas, KCYL; Levelland, KLVT; Littlefield, KVOW; Lubbock, KCBH; Lufkin, KRBA; McCamey, KCMR; McKinney, KMAE; Mineral Wells, KORC; Monahan, KVKM; Naegdoches, KOSP; Odessa, KOSA; Paris, KFTV; Perryton, KEYE; Pleasanton, KBOP; Port Arthur, KOLE, KPAC; Quanah, KOLJ; San Angelo, KWFR; San Antonio, KENS, KISS; Seymour, KSEY; Snyder, KSNY; Vernon, KVWC; Victoria, KVIC; Waco, KWTX; Wichita Falls, KTRN.

UTAH

CEDAR CITY	KSUB	590	1kw	CBS	CBS Spot	10		20	16	2	2	14	3*	3	12			UP
LOGAN	KLGN	1390	1kw-D		Weed			40	34	6	2	5	2		3			AP
	KXNU	610	1kw	M,K	Avery-Knodel	7		15	8	3	3	31	4*	2	2			UP;W
MURRAY	KMUR	1230	250w		Biddick			89	45			6	x*	3				UP;LW
	KLO	1430	5kw	MBS	Avery-Knodel	10	1	17				19	3*					UP;W
OGDEN	KOPP	730	1kw-D	KBS	Indie Sales			49		8	4	3	x	1		1†		UP;LW
	KVOG	1490	250w		Webb		1/2	96	19	6	1	9	2*		1	1/2†	1/2	AP
PROVO	KEYY	1150	250w	KBS	Benton-Paschal		1		40	2	2	2	2			3†		AP
	KIXX	1100	250w	ABC	Webb	10		82	11	2	3	18	3*	2	1			UP
	KOVO	960	5-D,1-N	MBS	Avery-Knodel	7	1	19	9		4	19	6*	2	1			UP;W

ugh (YES) . . . IN **SALT LAKE CITY, UTAH**

IT'S **KNAK** SALT LAKE'S ONLY 24-HOUR INDEPENDENT



PARDON OUR Smoke Signals but
 INJUN love-um happy smoke signals. Spellum "heap good
 listening on KNAK"
 Make braves happy. Make squaws happy. Make-um
 white-man much happy!
 (Make-um only competitors sad)

Chief No-Bull says:
 Iron Horse speaks much truth.
 KNAK has heap-big Hooperating.
 All squaws know.
 Get big story from Forjoe man.
 Him know much, tell much!
 Happy story for Paleface Time-buyer.



NAK

You're on the right track with KAY-NAK

UTAH (continued)

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS				WEEKLY HOURS									
						Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services	
PROVINCETOWN	KSVC	980	1kw		Avery-Knodel			70	11	17	5	18	x	3	3				UP
SALT LAKE CITY	KALL	910	1kw	MBS	Avery-Knodel	3	1	47	2	2	3	19	6*	3	1	1/2		AP	
	KDYL*	1320	5kw	NBC	Katz	7	1	63	15	10	1	11	3	1	7	1/2		UP;T	
	KNAK	1280	1kw		Forjoe		24	115	5	12	4	8	2*			1/2†		UP	
	KSL	1160	50kw	CBS	CBS Spot Sales	10	1	13	19	2	2	14	2*	3	5			AP;UP;W, A	
	KUTA	570	5kw	ABC	Hollingbery	5		98	3	1	1	13	2*	2	1	4†		UP;St	

0 INFORMATION: Brigham City, KBUH; Price, KOAL; Vernal, KJAM.

VERMONT

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS				WEEKLY HOURS									
						Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services	
BRANDENBURG	WBTV	1370	500w-D		McGillvra			23	14	6	3	10	2*	6	2			UP	
BRATTLEBORO	WTSA	1450	250w	ABC	Rambeau	7		44	5	1	3	11	6*	2	1	1		UP	
DORCHESTER	WCAX	620	5kw	CBS	Weed	8		19	9	2	4	7	1*	3	7			AP;Se	
	WDOT	1400	250w		McGillvra		1	75	17	16	6	5	7*	7	5			UP;Se	
	WJOY	1230	250w	ABC	Rambeau			45	8		3	12	15*	6	1			AP;T	
MONTPELIER	WSKI	1240	250w	ABC	Grant	6		x	7	3		20			2		AP		
NEWPORT	WIKE	1490	250w		McGillvra			28	11	4	4	22	x*	5	12			UP;W	
PUTLAND	WHWB	1000	1kw-D		Gill-P; K-C			45	4	4	4	9	2*		3	3		AP;W	
T. ALBANS	WWSR	1420	1kw-D	MBS	Walker; Bannan	2		21	5	5		13	2	3	4			UP;W	
T. JOHNSBURY	WTWN	1340	250w	KBS	McGillvra			12	x	x		14	3*	3	7	1		UP;T,W	
WINDSOR	WNIX	1480	1kw-D		McGillvra			54	7	5	3	10	6*	3	2			UP;T	
WATERBURY	WDEV	550	1kw	MBS	Walker	5		39	9	6		46	10*		5			UP;W	

0 INFORMATION: Rutland, WSYB.

SYMBOLS: } * am-fm station D—daytime power * local sports covered
 } † fm station N—night power † Mex. Span. included x figure unspecified category unclaimed

NEW YORK, CHICAGO LOS ANGELES, PHILADELPHIA AND SALT LAKE!

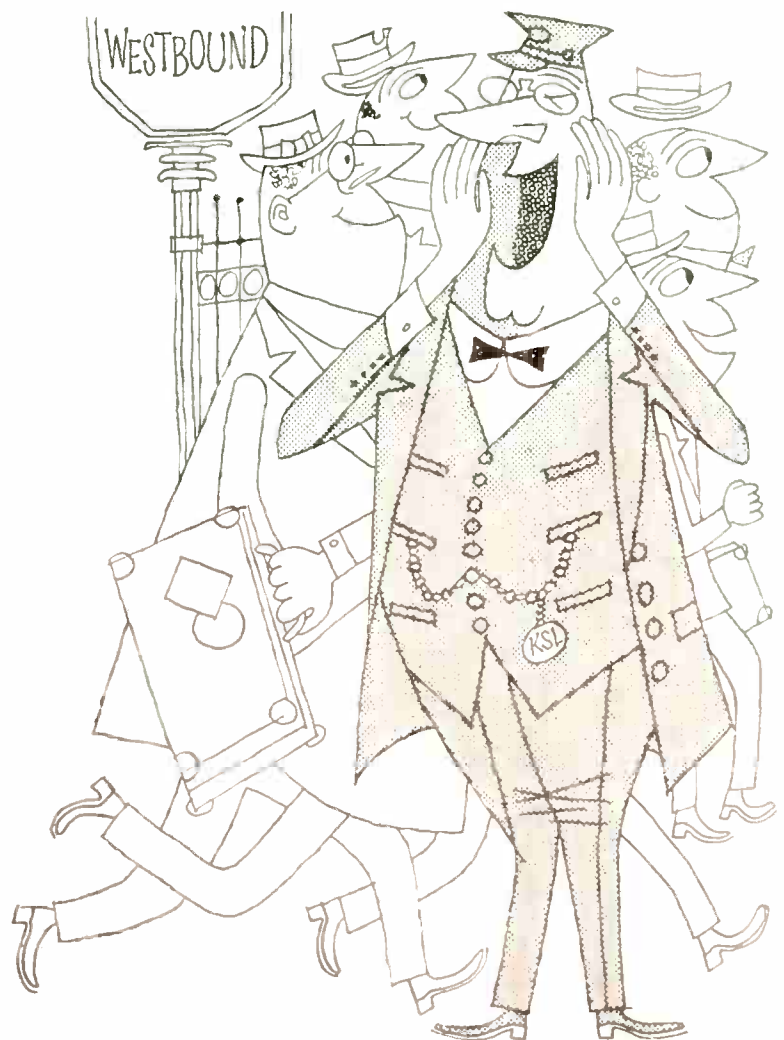
GOING PLACES? . . . then include the big 'n booming billion-and-a-quarter dollar Salt Lake market — and use KSL Radio, the *only* station that fits this 4 state, 61 county area like a glove.

In Salt Lake City, home of KSL, per family retail sales are 35% above the national average! Population growth is 29% above the average.

Get the complete KSL Radio story: market data, audience statistics and availabilities from CBS Radio Spot Sales or . . .

KSL Radio . . . Salt Lake City

50,000 watts . . . CBS in the Mountain West



VIRGINIA

City	Call letters	Freq	Power	Natl network	National rep	DAILY HOURS						WEEKLY HOURS						Services
						Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro	
ALEXANDRIA	WPIK	730	1kw-D		Webb			70	7		7	8	x			1		AP
ARLINGTON	WARL	780	1kw-D		Indie Sales			19		65	5	7		1	6		1 ₂	UP
	WFAM	1390	5kw					100		6	10	7	2					AP
BEDFORD	WBFT	1350	1kw-D					18	5	19	8	5	2	3	5		3	AP
BLACKSTONE	WKVA	1190	250w	M.K.	Colton	5		32		4	4	12	2*		2		9	LW
BRISTOL	WCYB	690	10kw-D		Gill-Perna			40	25	12		15	1*	5	7			AP, UP, A W, Co
	WFHG	980	5kw	MBS	Walker	5	1	15	5	32	18	7	20*					UP; T
CHARLOTTESVILLE	WCHV	1240	250w	ABC	Clark	4		10	50		6	15	3*	2	3			AP
	WINA*	1280	1kw-D	M.K.				30	5			7	5*					UP; St
CLIFTON FORGE	WCFV	1230	250w	MBS		7		50	10	10	3	13	5*	2	2		2	AP
CREWE	WSAS*	800	1kw-D					24		24		7	2		6		7	W
CULPEPER	WCVA	1190	250w	M.K.	Indie Sales	6		15	10	6	8	22	12*	2	2		1 ₂	UP; LW, S
DANVILLE	WBTM*	1330	5-D, 1-N	ABC	Gill-Perna			15	5	30	6	12	2		13			AP; W
	WDVA	1250	5kw	MBS	Keller	3		59	4	19	8	16	3*	4	5		3	UP; LW
FARMVILLE	WFLO	870	1kw-D		Thos. Clark			36	10	9	2	11	3*	2	6		9	UP; T
FREDERICKSBURG	WFVA	1230	250w	A.K.		7		37		6	4	16	x		1 ₄			UP
FRONT ROYAL	WFTR	1150	250w	KBS				72	5	10	4	23	3*	3	2		2	AP; W
HAMPTON	WVEC	1190	250w	NBC	Avery Knodel	5		72	14		5	11	3*					AP; W, St
HARRISONBURG	WSVA*	550	1kw	NBC	Devney	6		x		14		x		3	12			W
HOPEWELL	WHAP	1340	250w		Indie Sales			74	10	9	4	10	4*	3	3		6	UP; T
LYNCHBURG	WLYA*	590	1kw	ABC	Hollingbery	9		45	6	10		10	2		6			AP; LW
MARION	WMEV	1010	1kw-D	A.K.	Indie Sales	x		40	1	12	2	8	2		2			AP; W
MARTINSVILLE	WMVA*	1150	250w	N.K.	Grant	7		45	27	20	2	10	2	1	2			AP
MT. JACKSON	WSIG	790	1kw-D					60	2	25	5	4	17*		3			UP
NARROWS	WNRV	990	1kw-D					27	13	25	6	12	5	2	2			AP; W
NEWPORT NEWS	WHIC*	1310	5kw	ABC	Gill-Perna	3	1	92	7		6	19	3	1				AP; A
NORFOLK	WCMS	1050	1kw-D		Koste			12		100	10	4	1		1 ₄			UP
	WLOW	1100	250w	MBS	Forjoe	1	24	24		40	18	6	36*			1	46	
	WNOR	1230	250w		Weed		24	168				10	2*		2			AP
	WRAP	850	1kw		Pearson						11	1					126	
	WRVA	(See RICHMOND)																
	WTAR	790	5kw	CBS	Petry	9		25	6	2	3	10	2*	1	2			
NORTON	WVA	1050	1kw-D	M.K.	Burn-Smith	4		15	1	10	10	18	1		1			AP
ORANGE	WJMA	1340	250w	MBS		5		38	7	18	8	23	6*	5	9		4	UP
PORTSMOUTH	WAAY	1350	5kw	NBC	Burn-Smith	9	1	37	1	13	1	14	1	3	3			UP; T
RADFORD	WRAD	1340	250w	KBS				69	13	16	6	11	4*	2	3		2	AP; A, T
RICHLANDS	WRIC	1050	1kw-D	KBS				33		37	4	12	3	1	6			Se, T, W
RICHMOND	WANT	990	1kw-D		United					9	7	7	2*				84	UP
	WCOB	(Same as WMBG)																
	WIFE*	1180	5kw	MBS	Forjoe	3	1	67		15		10	1*	5	3		10	AP
	WMBG*	1380	5kw	NBC	Bolling	x	1 ₂	x		x		x		x	x			UP
	WRNL*	910	5kw	ABC	Petry	x	1	11	21	2	9	23	3*	3	8		1	AP; T, St
	WRVA	1140	50kw	CBS	CBS Spot	8	24	29	8	37	10	12	3		4			UP; W, LW
	WRVB	915		CBS	CBS Spot	1		24	38	1	8	11	2		1			UP; LW, W
	WXGI	950	1kw-D		Indie Sales					65	11	2	2		2		4	AP
ROANOKE	WDBJ*	960	5kw	CBS	Free & Peters	11	2	16	3	10	7	12	2	3	x			AP, UP; W
	WRIS	1410	5kw-D	KBS				35		28		11	4*		4			AP; St
	WROV*	1240	250w	ABC	Burn-Smith	4		90		1	6	21	1*		1		6	UP
	WSIS*	610	1kw	N.M.	Avery-Knodel	9	1 ₄	29	1	15	14	15	2	1	10			AP; T, LW
SOUTH BOSTON	WHIF	1400	250w	A.K.		7		28	6	5	8	12	7*	3	2		6	AP; W
STAUNTON	WAFC	900	1kw-D		Thos. Clark			12	1	12	15	9	2	2	3			UP; Se
	WTON	1400	250w	ABC		6		x			4	21	2		3			AP; T
WAYNESBORO	WAYB	1190	250w	M.K.		9		27	13		2	23	1*					AP; W, LW
WINCHESTER	WINC	1400	250w	A.K.		5		60				11						UP
WYTHEVILLE	WYVL	1280	1kw-D	M.K.		2		29	2	11	12	9		1	2		1	UP; LW

NO INFORMATION: Call letters: WKEV, Emporia, WpVA, Galax, WBOB; Lexington, WRLE; Lynchburg, WWOD; Martinsville, WHITE; Newport News, WACH; Petersburg, WJVA; Norfolk, WLPN; Williamsburg, WSNT; Winchester, WREL.

WASHINGTON

DAILY HOURS

WEEKLY HOURS

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS						WEEKLY HOURS						Services	
						Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro		
ABERDEEN	KXRO	1320	1kw	M,K	Walker	7		40	2	18	2	25	6*	2	1			UP	
BELLINGHAM	KPUG	1170	1kw	M,K	Headley-Reed	9		18	9	10	11	23	6*		5			UP	
	KVOS	790	1kw	ABC	Forjoe	6		70	1	5	12	21	10*	3	6			UP	
BREMERTON	KBRO	1490	250w					100	8	12	2	18	9*					UP;St	
CENTRALIA	KELA	1470	1kw	M,K	Walker	10		35	5	10	10	21	8*	1/2	3			UP	
CHEHALIS	KGLM	1120	1kw-D					15	8	5	1	11						UP	
COLFAX	KCLX	1450	250w	KBS				68		23	7	11	3*		2			AP	
EVERETT	KRKO	1380	1kw	MBS	McGillvra	9		24	1	2	10	25	12*		1			AP;Se	
KELSO	KLOG	1490	250w		Ayres			103	4	1	1/4	6	4*	1/2	2			UP	
KENNEWICK	KWIE	610	1kw	CBS	Meecker	10		40	3	4	3	15	1/2	2	2			AP;A	
KIRKLAND	KNBX	1050	1kw-D						42	2	27	1		2			2	UP	
MOSES LAKE	KSEM	1450	250w	KBS	Everett-McK			36	8	10	4	12	2*	2	8			UP	
MOUNT VERNON	KBRC	1430	500w		McGillvra			60	1	14	3	13	2*	2	4			UP	
OLYMPIA	KGY	1240	250w	M,K	Geo. Clark	10		18	1		5	22	2*		1			UP;W	
PULLMAN	KOFE	1150	1kw-D		Ayres			50	2		2	7			2			UP	
PUYALLUP	KAYE	1450	250w	KBS				60	12	12	25								
RAYMOND	KAPA	1310	250w		McGav.;M-L	5		50	1	8	3	18	6*	3	2			AP	
RENTON	KLAN	1230	250w					1	96	6	4	6	3*					UP;W	
SEATTLE	KAYO	1150	5-D,1-N		Headley-Reed		24	134	13		5	7	x*			1		UP	
	KING*	1090	50kw	ABC	Blair	9	2	101	1		2	13	5*	5	2		1/2	UP-INS	
	KIRO*	710	50kw	CBS	Free & Peters	9	1/4	29	9	1	3	17	2	12	1			UP	
	KISW‡	99.9	21kw						63			1							
	KOL	1300	5kw		Bolling		2	111			2	x	x*		2			INS,UP	
	KOMO	1000	50kw	NBC	Hollingbery	9		22	7	3	3	14	x	3	5			UP;A	
	KNBX	(See KIRKLAND)																	
	KTW*	1250	1kw				24		35			18	1				1/2	1/2	
	KVI	570	5kw	MBS	H-R		12				x		x			x			AP;T
	KXA	770	1kw-D		Rambeau					90		2	7			1/4			AP
SPOKANE	KGA	1510	50kw	ABC		8	24	20	3	24	19	21	6*		2			UP;W	
	KIIQ	590	5kw	NBC	Katz	9		37	3	14	2	22	1	3	4			AP;A	
	KNEW	790	5kw	MBS	Weed	11		25			2	15	1*	2	4	3		AP;C	
	KREM*	970	1kw		Bolling		1	95		12		14	x		1/2			AP	
	KSPO	1340	250w		Benton-Paschall		24	77	8	17	7	5	2*		1			UP	
	KXLY	920	5kw	CBS	Walker	10				3		20		3	5			AP,UP	
	KREW	1230	250w		McGillvra; M-L			93		14	6	10	4*	3	3	3†			
TACOMA	KMO	1360	5kw		Branham			84	45	1	5	14	2*		2	1/2		UP;St,T	
	KTAC	850	1kw		Gill-Perna			63	8	9	7	11	8	5			5	UP;W	
	KTNT*	1400	250w		Weed			80	12	1	2	14	2*	5	3			AP,UP,A	
VANCOUVER	KVAN	910	1kw		Bolling		2	18	6	31	10	3	x*	6	2			UP	
WALLA WALLA	KTEL	1490	250w	ABC	Grant	8		14	5	2	2	5	2*	1/4	6			AP;W	
	KUJ	1420	5kw	MBS	Weed	8		36	6	6	8	20	2*		2			UP;T	
WENATCHEE	KPQ	560	5kw	A,N	Forjoe	5		44	4	1	12	24	6*	2	6			UP;LW	
	KWNW	1310	250w	MBS	McGillvra	11		16	2	3		24	x*					AP;St	
YAKIMA	KIMA	1460	1-D,500-N	CBS	Weed			15	3	3	2	13	2	1	2				
	KIT	1280	5-D,1-N	ABC	Branham	10		21		6	5	12	3*	3	3	1/2†		UP;C	
	KYAK	1390	1-D,500-N	MBS	Walker	7		31	8	7	11	13	2*	2	5	7†		UP;W	

0 INFORMATION: Aberdeen, KBKW; Ellensburg, KXLE; Ephrata, KULE; Grand-Coulee, KFDR; Omak, KOMW; Pasco, KPKW; Port Angeles, KONP; Richland, KALE*; Seattle, KJR; Toppenish, KENE; Yakima, KUTI.

SYMBOLS: { * am-fm station
‡ fm station
D—daytime power
N—night power
• local sports covered
† Mex. Span. included
x figure unspecified category unclaimed

WEST VIRGINIA

City	Call letters	Freq.	Power	DAILY HOURS							WEEKLY HOURS							
				Natl network	National rep	Network	Post-mid	Pop mus.c	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services
BECKLEY	WJLS*	360	5kw	CBS	Weed	8		38	4	2	10	4	1*	2	3		1	UP
	WVNR	620	1-D,500-N		Everett-McK; D-C			71	14	18	8	13	9*	2	3		1	AP
BLUEFIELD	WHHS	1440	5kw	NBC	Katz	8		18	6	21	9	11	1*	2	1/2	1/2		AP;W,C
CHARLESTON	WCAW	1400	250w		McGillvra		1	65	6	9	3	9	3*	3	3			UP;LW, St,T
	WCHS	580	5kw	CBS	Branham	11	1	50	9	18	4	22	3*	2	6		2	AP,UP
	WCKV	1190	250w	NBC	Katz	9		8	5		7	6	3*	2	1/2		3	AP
	WKVA*	950	5-D,1-N	ABC	Weed	5		36	4	8	15	15	8*	3	2			UP
	WMON	(See MONTGOMERY)																
	WOAY	(See OAK HILL)																
	WTIP	1240	250w	MBS	Forjoe	4	14	20	2	50	15	17	6*	1				UP;W
CLARKSBURG	WBLK	1400	250w	NBC	Branham	10		25	6	3	4	15	3	3	6	2		T
ELKINS	WDNE	1240	250w	M.K				25		3	7	18	3*	3	1			UP
FAIRMONT	WVW*	1190	250-500	A.K	Gill-Perna	6	2	32				16	3*	1		3		AP,UP;S
HUNTINGTON	WHFN*	800	1kw-D		Indie Sales			14	27	12	7	6	2*	1	2			UP;T
	WPIH*	1150	250w	M.K	Walker	10		45	3		2	14	5*					AP;C
	WSVZ	930	5-D,1-N	ABC	Katz	6	1	51	9	1	4	16	21*	4	3			AP
KEYSER	WKYR	1270	1kw-D	KBS	McGillvra			31		28	8	11	x*	3	7			UP
LOGAN	WVOW	1290	5kw	KBS				33	11	21	17	8	x*	2				UP;LW
MARTINSBURG	WEPM*	1340	250w	KBS	McGillvra			35	18	7	10	11	3*	3	8			AP;T
MATEWAN	WHJC	1360	1kw-D	KBS				10	10	17	12	8	2*	3			1/4	UP;Se
MONTGOMERY	WMON	1310	250w	MBS		9		37	4	13	7	15	2*	1				AP;W
MORGANTOWN	WAJR*	1230	250w	M.K		6		45			15	14	2*					UP;W
MOUNDSVILLE	WMOD	1370	1kw-D	KBS				21	23	46	9	11	3		3			UP;W
N. MARTINSVILLE	WETZ	1330	1kw-D	A.K	Gill-Perna	3		25	2	2	2	12	3*	2	3			AP,St,Se
OAK HILL	WOAY*	860	10kw-D					60	1	27	20	7	1*		2		6	AP;C,T
PARKERSBURG	WCOM	1230	250w	ABC	McGillvra	9		30	2	4	6	17	2*		3			AP;W
	WPAR*	1150	250w	CBS	Branham	7		56	4	3	5	15	2	1	2			UP;T
WEIRTON	WEIR	1430	1kw		Rambeau			74	7	4	5	19	11*	2	1	3		AP;T
WELCH	WBRW	1340	250w	M.K		9		40		26	3	14	3				x	AP;G
WESTON	WHAW	1150	250w	M.K		8		26	5		2	22	x*		6			UP;A
WHEELING	WJLL	1600	5kw-D		Gill-Perna			45	1		4	10	2*		1	1		UP
	WKWK*	1100	250w	ABC	Weed	10		45	1/2			12	3*	2		1/2		UP
	WWVA*	1170	50kw	CBS	Blair	8	24	22	3	45	11	10	1*	2	2			AP;LW

NO INFORMATION: Bluefield, WKOY; Clarksburg, WHAR, WPDN; Fairmont, WMMN; Logan, WLOG; Morgantown, WCLG; Pineville, WWYO; Princeton, WLOH; Ronaverte, WRON; Welch, WELC; Williamson, WBTB.

WISCONSIN

City	Call letters	Freq.	Power	DAILY HOURS							WEEKLY HOURS							
				Natl network	National rep	Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services
APPLETON	WAPL	1570	1kw-D		Gill-Perna			71				11	2					UP
	WHBY	1230	250w	MBS	Mecker	7		48	8	30	6	25	15*	1/2	6			AP;W
BELOIT	WBEL	1380	5kw-D		Rich; Holman			60	14	20		10	x	x	x	8		AP;T
	WGEZ	1190	250w	MBS	Geo. Clark	5		25	5			16	6*					AP;W
CHIPPEWA FALLS	WCHF	1150	1kw-D	KBS	Thos. Clark			30	1	16	1	10	3	3	6			UP;W
EAU CLAIRE	WBIZ	1400	250w	MBS	McGillvra	9		62	10		4	12	12*	2	2			UP
	WEM*	790	5kw	NBC	Hollingbery	7		12		1		7	1		4			UP;T
	WRFW	1050	1kw-D					21	8	21	9	6	2	3	5			AP;St,C
GREEN BAY	WBAY	1360	5kw	CBS	Weed	10		15	3	14	1	16	2	3	14			UP
	WJPG	1440	1-D,500-N	MBS	McGillvra	5		35				20	7*	2	11			AP;T,St
JANESVILLE	WCLO*	1230	250w	MBS	Everett-McK	3		58	3		2	21	8*		12			AP
KENOSHA	WLIP	1050	250w-D		Everett-McK			13	8		3	10	4	4	5		2	AP;W
LA CROSSE	WKBH	1410	5kw	NBC	Raymer	9		19	4	9		10	3	3	3			AP;W
	WKTY	580	1kw	ABC	Everett-McK	8		40		14		18	x*		20			UP;T
	WLCX	1490	250w	M.K		3	2	129			1	3	x*		1			UP-INS
LADYSMITH	WLBY	1340	250w	KBS	Thos. Clark	7		80	14		5	31	15*		6			UP

SYMBOLS: * am-fm station / fm station D—daytime power N—night power • local sports covered † Mex. Span. included x figure unspecified category unclaimed

WISCONSIN (continued)

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS				WEEKLY HOURS									
						Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services	
ADISON	WIBA*	1310	5kw	NBC	Avery-Knodel	8		37	9	4	5	14	3*	3	9			AP	
	WISC*	1480	1kw	A,M	Hollingbery	7		80	10		5	16	10*		6			UP	
	WKOW	1070	10kw	CBS	Headley-Reed	x		42	6	6	3	10	2*	3	18			UP;LW	
	WMFM‡	104.1	7.5kw					100	2	1	2	6	2*	1/2	1/2			UP	
ANITOWOC	WOMT	1240	250w	MBS	Holman	9		17	5	7	5	20	6*	3	5			UP	
	WWOC	980	1kw-D		McGillvra	3		35	5	12	1	9	21*	4	4			AP	
ARINETTE	WMAM	570	250w	NBC	V,R&McC	11		21	5	15	6	25	9*	3	11			UP;T	
ARSHFIELD	WDLB*	1450	250w					30	10	6	5	19	6*	3	6			UP;T	
ENOMONIE	WMNE	1360	500w-D	KBS	Lawson			20	3	20	2	15	3	2	3	1		UP;LW	
MILWAUKEE	WCAN	1250	5kw		Rosenman			56	17	11		10	6			4	6	UP;St	
	WEMP*	1340	250w		Headley-Reed		24	143			2	3	x*			2		UP	
	WFOX	860	250w-D	KBS	Geo. Clark			42				7	2			11		AP	
	WISN	1150	5kw	CBS	Katz	8		51	7		2	12	2	5	2			INS;W,A, AP	
	WMIL	1290	1kw-D		Everett-McK						72		10				3	6	UP
	WOKY	920	1kw		Bolling		24	112	6	6	2	28	6*	1	3			15	UP
	WTMJ	620	5kw	NBC	Christal	8	1/2	x				x		3	6				
MONROE	WEKZ	1260	500w-D					30	6	6	5	3	2*	10	15	7		AP	
NEENAH	WNAM	1280	1kw	KBS	Walker			84	2		10	7	16*		1	1		UP;T	
SHKOSH	WOSH	1490	250w	ABC	Pearson	3		85			2	12	5*		1/4			UP	
MARK FALLS	WPFP	1450	250w	KBS	Thos. Clark			50	25	70	6	x	18*	6	8	1/2		UP;LW	
MORTGAGE	WPDR	1350	1kw-D					35	8	2	3	10	3	5	4			UP;C,T	
PRAIRIE DU CHIEN	WPRE	1280	500w-D					45	1	7	3	3	2*	2	3			UP;C,W	
MADISINE	WRAC	1460	500w-D	KBS	Sears & Ayer			41	1	5	4	13	4*			1		UP;LW	
	WRJN*	1400	250w	ABC	Walker	8		22	10	6	4	16	6*	3		5		AP	
MINNELANDER	WOBT	1240	250w	MBS	McGillvra	7		40	8		8	20	6*	2	1/4			UP;T	
CHLAND CENTER	WRCO	1450	250w	KBS				40	9	7	4	18	x*	4	2			UP;T	
MADAWANO	WTCH	960	1kw	KBS	Lawson			50	11	17	5	11	2*	6	7	2		UP;W	
MEBOYGAN	WHBL	1330	1-D,250-N	ABC	V,R&McC	5		47	9	8	7	15	7*	1	2			AP;W	
MARTHA	WKLJ	990	250w-D	KBS				28	1	5	4	10	7*		5			UP;St,Se	
MURGEON BAY	WDOR	910	500w-D		McGillvra			x			x	5	1	3	6			AP;T	
MATERTOWN	WTTN	1580	250w-D	KBS				60	5	2	4	x	3*	3	10	1/2		UP;T	
MADUKESHA	WAUX	1510	250w-D	KBS	Holman			20	2	12		7			5	12		AP;LW	
MADUSAU	WOSA*	550	5kw	M,K	Rambeau	3	2	24	9	24	6	12	20*	5	6			UP;A,Se,C, St.Co	
	WSAU	1400	250w	NBC	Meeker	9		38	7	5	3	11	3*	1/2	1			UP,AP;T	
MADISC. RAPIDS	WFHR*	1340	250w	MBS	Devney	6		40	7	7	5	18	8*	2	6			AP;W,T	

ADDITIONAL INFORMATION: Antigo, WATK; Ashland, WATW; Beaver Dam, WBEV; Fond Du Lac, KFIZ; Green Bay, WDUZ; Hartford, WTKM; Medford, WJGM; Ooyette, WIBU; Oodsborg, WRDP; Rice Lake, WJMC; Stevens Point, WSPT; Sturgeon Bay, WOKW; Superior, WDSM; Two Rivers, WTRW; Wausau, WHVF; West Bend, WBKV.

WYOMING

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS				WEEKLY HOURS									
						Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services	
CASPER	KSPR	1470	5-D,1-N	CBS	Walker-Moore	6		40				25	3					UP;W,A	
	KVOC	1230	250w	M,A	McGillvra			18	7	3	6	17	5*	3	3			AP	
CHEYENNE	KFBC	1240	250w	ABC		8		30	4		2	16	8*	2	1/4			UP;St	
CODY	KODI	1400	250w	ABC	McGillvra	8		13	4	2		10	4*	2	10			AP;W	
CANDLER	KOVE	1330	1kw	M,K	Continental	9		35	13	11	5	14	12*	2	2			AP	
CARAMIE	KOWB	1340	250w	M,K	Avery-Knodel	8		30		10	3	12	10*	1	1			UP;W	
CHEWCASTLE	KASL	1240	250w	ABC	McGillvra			11	8	7	6	14	6*	6	6			AP;W	
CRAWLINS	KRAL	1240	250w	A,K	McGillvra	9		14	4	1	6	17	5*	3	3	1†		AP	

ADDITIONAL INFORMATION: Cheyenne, KVWO; Evanston, KLUK; Powell, KPOW; Riverton, KWRL; Rock Springs, KVRN; Sheridan, KWYO; Torrington, KGOS; Worland, KWOR.

ALASKA

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS			WEEKLY HOURS									
						Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services
ANCHORAGE	KFQD	730	10kw	CBS	Alaska Sls	7		50	33	9	5	18	5	3				AP;LW,T
FAIRBANKS	KFRB	900	10kw	CBS	Alaska Sls	7		52	33	9	4	18	5	3				AP;LW,T
JUNEAU	KJNY	800	5kw	CBS	Alaska Sls	5		30	28	9	1	3	4	3	1/4			AP;LW,T
KETCHIKAN	KABI	580	1-D,500-N	A,M,N	Fletcher	9		30	5	1	4	10	4*	4				AP;A
	KTKN	930	1kw	CBS	Alaska Sls	5		30	28	9	4	3	4	3	1/4			AP;LW,T
SEWARD	KIBH	1340	250w	CBS	Alaska Sls	5		30	28	9	4	3	4	3	1/4			AP;LW,T
SITKA	KIFW	1230	250w	CBS	Alaska Sls	5		30	28	9	4	3	1	3	1/4			AP;LW,T

NO INFORMATION: Anchorage, KBYR, KENI; Fairbanks, KPAR; Juneau, KJNO.

GUAM, M. I.

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS			WEEKLY HOURS									
						Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services
AGANA	KUAM	610	1kw	NBC	Young	6		80	3	14	1	7	1	5	2	7		

HAWAII

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS			WEEKLY HOURS									
						Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services
HILO	KHBC	970	1kw		(Same as KGMB Honolulu)													
	KILA	850	1kw	MBS	Hollingbery	6	1	x			8	12					43	UP
	KAHU	(See WAIPAHU)																
HONOLULU	KGMB	590	5kw	CBS	Free & Peters	5		36	3	3	1	8	3*	4			17	UP;C
	KGI	760	250w	NBC	NBC Spot	10					5	11	x*				12	UP
	KIKI	860	250w		Rambeau		24	66	21	18		2	3*			1	27	LW
	KPOA	630	5kw	MBS	Hollingbery	4	1	60		28	2	6	13*				42	UP
	KULA	690	10kw	ABC	Young			43			4	6	x				25	UP
WAILUKU	KMVI	550	1kw	NBC	NBC Spot	6		20				7	x*				14	UP;T
WAIPAHU	KAHU	920	1kw		Devney; L.O.C.	1		70	6	13		1	x			14	51	AP

NO INFORMATION: Hilo, KIPA; Honolulu, KHON, Kaneohe, KANI; Lihue, KTOH.

PUERTO RICO

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS			WEEKLY HOURS									
						Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services
CAGUAS	WJFR	1240	250w					95						2*				100†
MAYAGUEZ	WAEL	600	1kw					60	4	6	4	13	15*					119† 8
	WTHL	1300	1kw					40	4		4	11	7*					119†
PONCE	WISO	1260	1kw		Pan-Am. Bdest.			60	4		4	11	3	2				
SAN JUAN	WAPA	680	10kw	A,M	Caribbean			80			4	2	5*	1	5		103†	
SANTURCE	WKAQ	580	5kw	CBS	Inter-American	6		14			1	4	4					x† UP

NO INFORMATION: Aguadilla, WABA; Arecibo, WCMN; Bayamon, WENA; Caguas, WMIA, WVJP; Fajardo, WMDD; Guayama, WXRF; Mayaguez, WKJB, WORA, WPRB; Ponce, WPAB, WPRP; Rio Piedras, WRIO, WWWW; San Juan, WHOA, WIAC, WITA, WKVM; Santurce, WIPR.

CANADA

ALBERTA

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS			WEEKLY HOURS									
						Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services
CALGARY	CFAC	960	5kw	T-C	Weed; All-Can.	5	1/2	10	15	2	5	13	7*	1	5			BUP;BN;A,T,W
	CFCN	1060	10kw	Dom	CSR; Oakes; Repts. Ltd.	3	1		4	13	9	9	3		6			BN;BUP;LW,Se
	CKXL	1140	1kw		Forjoe; Stovin		24	73	5	11	6	19	10*	2				BN;BUP
EDMONTON	CERN*	1260	5kw	Dom	CSR; Oakes; Repts. Ltd.	2	24	91	4	7	10	24	8*	4	4	1/2		BUP;BN;LW
	CHED	1080	1kw		Forjoe; Stovin		21	135	11	2	3	2	4*					BUP;BN
	CHFA	680	5kw	Fr	McGilly; Renaud	5		15	31	15	6	10	2	3	4	32		BUP;Se
GRAND PRAIRIE	CFGP	1050	5kw	T-C	Weed; All-Can.			22	8	6	7	11	8*	3	3			BN
LETHBRIDGE	CJOC	1220	10-D,5-N		Weed; All-Can.	7		43	9	7	3	14	6*	3	3			BUP;BN;LW,W,A,T
PEACE RIVER	CKYL	630	1kw		Alexander		1	65	16	11	6	9	x*	3	2	2		BN;Se

NO INFORMATION: Regional Station CBX; Camrose, CFCW; Edmonton, CJCA, CKUA; Medicine Hat, CHAT; Red Deer, CKRD.

SYMBOLS: * am-fm station; † fm station; D—daytime power; N—night power; * local sports covered; † Mex. Span. included; x figure unspecified; category unclaimed

CANADA (continued)

BRITISH COLUMBIA

City	Call letters	Freq.	Power	DAILY HOURS										WEEKLY HOURS					
				Natl network	National rep	Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services	
PHILLIWACK	CHWK	1270	1kw	Dom	Weed; All-Can.	1		15	23	10	9	15	6	2	3	1/2		BUP	
DAWSON CREEK	CJDC	1350	1kw	T-C	Cooke; Reps Ltd.			60	12	45	10	25	x*	12	6			BN;A	
KAMLOOPS	CFJC	910	1kw	Dom	Weed; All-Can.	5		37	16	9	6	7	1*	3	2			BN	
KELOWNA	CKOV	630	1kw	T-C	Weed; All-Can.			30	13	7	7	11	5*	2	4			BN;W	
PRINCE GEORGE	CHUB	1570	1kw		Cooke; S&T		1	x	x	1	1	x	2	30		1		BUP;W,St	
NELSON	CKLN	1240	250w	T-C	CSR; Stovin	6		34	7	4	12	11	6*	8	3	1/4		BN	
PORT ALBERNI	CKNW	1320	5kw		Forjoe; NBS		24	117	2	12	2	24	6*	1				BUP,BN;A,St	
VENTICTON	CKOK	800	1kw	Dom	Cooke; Hunt; Mul.	2	1	64	8	2	1	13	3*		1	45		BN;St	
PORT ALBERNI	CJAV	1240	250w		S&T			66	19	4	5	17	8*			1/2		BN;W,C,St,LW,Co	
PRINCE GEORGE	CKPG	550	250w	T-C	Weed; All-Can.	2		51	2	4	10	14	4*	6	5			BN	
PRINCE RUPERT	CFPR	1240	250w	T-C	Stovin		12	28	21	14	1	13	3		6				
TRAIL	CJAT	610	1kw	T-C	Weed; All-Can.	x		45	30	3	3	16	3*	2				BN;W	
VANCOUVER	CJOR	600	5kw	Dom	CSR; Stovin	2	24	48				18						UP,BUP,BN;T	
	CKMO	1410	1kw		Cooke; Renaud		1	36	12	20	4	17	3*					UP;A	
	CKWX	980	5kw	MBS	Weed; All-Can.	1	24	40	33	6	8	17	4*	1	5			BN,BUP;W	
VERNON	CJIB	940	1kw	Dom	Cooke; Reps Ltd.			x	7	x		13	3*	2	x	2		BN;Se	
VICTORIA	CJVI	900	1kw	Dom	Weed; All-Can.	5	24	49	7	3	1/2	15	3*					BN;T	
	CKDA	1280	5kw	T-C	Forjoe; NBS		1	65	8	18	1	x	5*					BN,BUP;Se,St	

NO INFORMATION: Vancouver, CBU, CKLG.

MANITOBA

City	Call letters	Freq.	Power	DAILY HOURS										WEEKLY HOURS					
				Natl network	National rep	Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services	
GRANDON	CKX	1150	1kw	Dom	CSR; Reps Ltd.		1												
DAUPHIN	CKDM	1230	250w					101	8	15	5	14	4*	10	2	1		BN;Se	
ELIN FLON	CFAR	590	1kw	T-C	CSR; Stovin	4	1/4	36	16	10	1	9	5*	3				BN;Se	
ST. BONIFACE	CKSB	1250	1kw	Fr	McGillvra	3		19	22	6	4	11	1	6	2	4		BUP	
WINNIPEG	CJOB	1340	250w		CSR; Reps Ltd.		24	104	7	12	3	16	1	6				Both: A,W,T,LW,St	
	CKRC	630	5kw	Dom			3	1/2	79	9	2	2	16	2	4	3		BN,BUP;LW,St	
	CKY	580	5kw		Cooke; Stovin		1	70		25	9	18	x*	3	6			A,C,Se	

NO INFORMATION: Regional Station, CBW.

NEW BRUNSWICK

City	Call letters	Freq.	Power	DAILY HOURS										WEEKLY HOURS					
				Natl network	National rep	Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services	
CAMPBELLTON	CKNB	950	1kw		Weed; Hardy			10	9	6	7	8	2						
EDMUNDSTON	CJEM	570	1kw		CSR; Stovin	5		15	22	5	2	11	3	1/2	7			BN;Se	
FREDERICTON	CFNB	550	5kw	T-C	Weed; All-Can.	6	1/4	18	5	9	4	13	3					St,T	
MONCTON	CKCW	1220	10kw	Dom	CSR; Stovin	4	1	18	3	3	1	11	2*	2	6			BUP,BN;LW	
NEWCASTLE	CKMR	1340	250w	T-C	Renaud		6	15	2	14	3	14	x*	3	2			BUP,BN	
ST. JOHN	CFBC	930	5kw	Dom	CSR; NBS		1		8	5	x	12	3*	3	x	1/4		BN,BUP;T	

NO INFORMATION: Moncton, CBAF; Sackville, CBA; Saint John, CHSJ.

NEWFOUNDLAND

City	Call letters	Freq.	Power	DAILY HOURS										WEEKLY HOURS					
				Natl network	National rep	Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services	
ST. JOHN'S	CJON	930	5kw		Weed; All-Can.		1	38	5	12	7	16	4	5				BN;LW	

NO INFORMATION: Corner Brook, CBY; Gander, CBG; Grand Falls, CBT; St. John's, CBN, VOAR, VOCM.

NOVA SCOTIA

City	Call letters	Freq.	Power	DAILY HOURS										WEEKLY HOURS					
				Natl network	National rep	Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services	
ANTIGONISH	CJFX	580	5kw	Dom	CSR; P.M.	6		21	6	15	4	12	4*		1			BUP;Se	
BRIDGEWATER	CKBW	1000	1kw	T-C	Cooke; Reps Ltd.	5		30	16	22	8	13	2*	5	4			BN	

CANADA (continued)

City	Call letters	Freq.	Power	DAILY HOURS										WEEKLY HOURS					Services
				Natl network	National rep	Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro		
HAIFAX	CHNS*	960	5kw	Dom	Weed; All-Can.	3	1/2	42	4	10	2	11	2*	1/2				BN, BUP; T, LW	
	CJCH	920	5kw		CSR: P.M.		2	60	5	16	8	14	4*	6				BN; W	
KENTVILLE	CKEN	1490	250w		Alexander			25	15	8	7	9	x*	3	2			BN; W	
SYDNEY	CJCB*	1270	5kw	Dom	Weed; All-Can.	2		70	10	45	10	15	8	12				BN; L, W, T	
TRURO	CKCL	1400	250w		RTS			40	10	10	3	11	3*	6	3	1/2		BN, BUP; W	
WINDSOR	CFAB	1450	250w		Alexander			25	15	8	7	9	x*	3	2			BN; W	

NO INFORMATION: Halifax, CBHL; New Glasgow, CKEC; Sydney, CBI; Yarmouth, CJLS.

ONTARIO

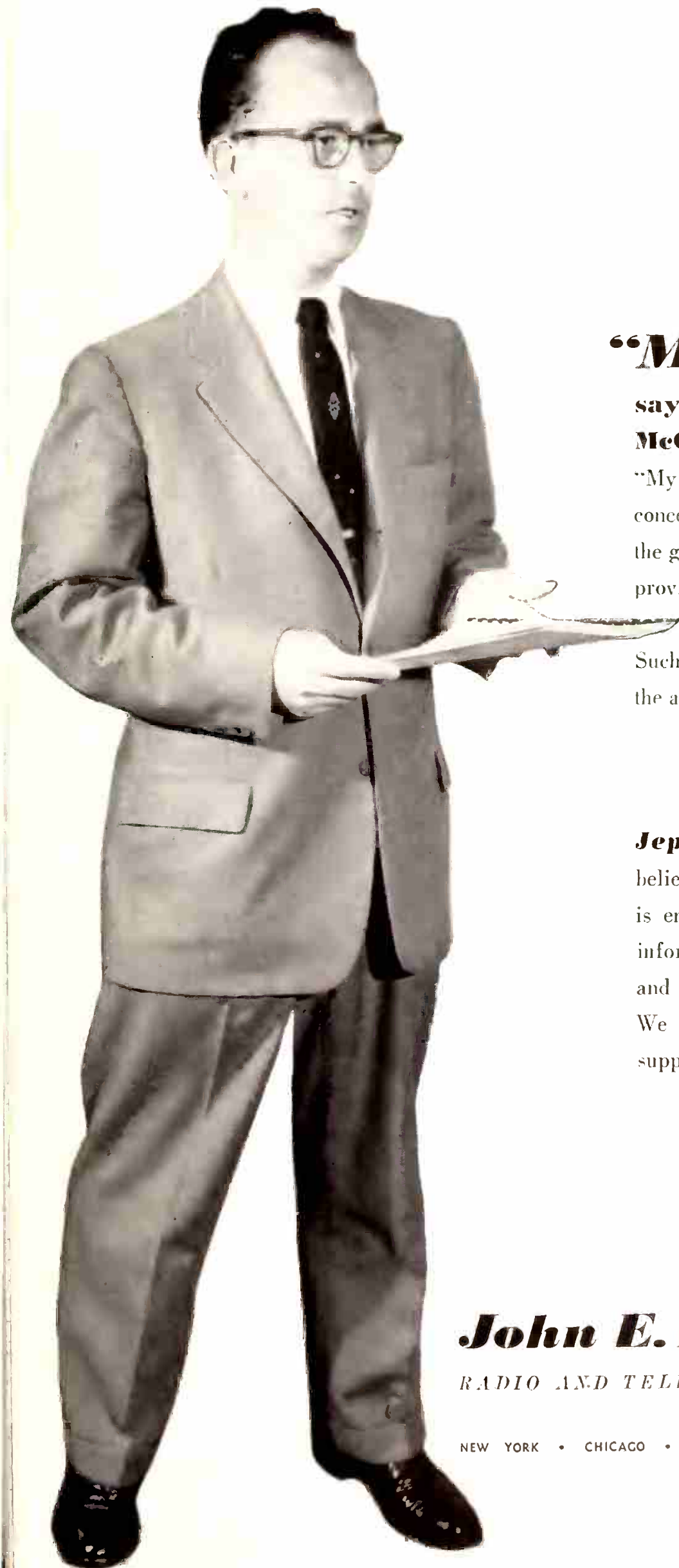
City	Call letters	Freq.	Power	DAILY HOURS										WEEKLY HOURS					Services
				Natl network	National rep	Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro		
BARRIE	CKBB	1230	250w		CSR														
BELLEVILLE	CJBQ	1230	250w		CSR; Stovin			80	10			11	3		6			W, T	
BRAMPTON	CFJB	1090	250w-D		Radio & Tv Sls			50	2	7	5	x	x		2	2		BN, BUP; W, Se	
BRANTFORD	CKPC*	1380	1kw	Dom	Alexander			67	2	6	10	18	7	7	3	1		BUP; W, C	
BROCKVILLE	CFJR	1450	250w	Dom	CSR; Stovin	6		26	18	11	7	8	4	6	4			BUP	
FORT FRANCES	CFOB	800	1kw	Dom	Cooke; Lawson	8		58	1	28	1	11	2	2	3			BN	
FORT WILLIAM	CKPR	580	1kw	T-C	CSR; Radio Rep	8		27	4	3	6	12	4	3	3/4			BN; T	
HAMILTON	CHML	900	5kw	Dom		x	3	108	5	11	6	x	6*	8		3		BN; St	
	CKOC	1150	5kw	T-C	Weed; All-Can.	3	1	63	5	3	2	14	3	5				BN, BUP; W, T	
KENORA	CJRL	1220	1kw	Dom	Cooke; Stovin	6		70	3	3	2	10	5*					BN, BUP; AP	
KINGSTON	CKLC	1380	1kw	Dom	Forjoe; Stovin	3	2	90	14	10	4	13	9*	6	2			BN, BUP; W	
	CKWS*	960	5kw	T-C	Cooke; NBS	8	1	40	6	4	2	9	3	1	6			BN; L, W, T	
KITCHENER	CKCR	1490	250w	Dom	CSR; Renaud	1/2	1/4	72	10	18	10	11	13*	3	1/2	3		BN; A, Se	
LONDON	CFPL*	980	5kw	Dom	Weed; All-Can.	3	2	72	5	7	6	16	6*	10	4			BN; L, W, W	
NIAGARA FALLS	CHVC	1600	5kw		Cooke; Alex'r			60	1	9	10	9	5	6	1/4	17		BUP; T	
ORILLIA	CFOR	1570	1kw	Dom	CSR; S&T	4		40	4	20	12	10	4*	5	2			BN; W	
OSHAWA	CKLB	1240	250w		McGillyra		1	77	11	6	11	15	4*	6	1	1		BN; W, L, W	
OTTAWA	CFRA*	560	5kw		Weed; S&T		24	85	5	20	3	19	6*	3	6			BN, BUP; L, W, C	
	CKOY	1310	5-D, 1-N	Dom	Cooke; NBS	2	24	100	3	3	6	16	6*	6				BN, BUP; T, L, W, C, W	
OWEN SOUND	CFOS	1470	1kw	Dom	CSR			36	2			12	3	6	9				
PETERBOROUGH	CHEN	1430	1kw	Dom	Weed; NBS	4		66	6	10	6	12	4*	2	2			BN; L, W	
PORT ARTHUR	CFPA	1230	250w	Dom	Weed; Alex'r	3		10	3	4	2	7	3*			1/2		BN; St	
ST. CATHARINES	CKTB	620	1kw	Dom	McGillyra; P.M.						4	16	2*	9	2	2		BN; W, St	
ST. THOMAS	CHLO	680	1kw	T-C	CSR; S&T	5	24	69	16	11	8	16	5	10	4			BN, BUP; L, W, Se	
SARNIA	CHOK	1070	5-D, 1-N	T-C	Cooke; P.M.	5	1/4	28	24	11	9	11	7*		1			BN; L, W	
SAULT STE. MARIE	CJIC	1490	250w	T-C	McGilly; Alex'r	7	1	46	10	13	6	20	x*	3		2			
SUDBURY	CHNO	900	1kw	D-F	CSR; Renaud	4	1	50	10	6	4	12	9*		3	3		BN; Se	
	CKSO	790	5kw	T-C	Weed; All-Can.	8	1	19	3	3	5	12	4*	3				BN	
TIMMINS	CFCL	580	1kw		McGilly; Renaud	3		60	20	10	5	10	7*	5	3	4		BUP; Se	
TORONTO	CFRB*	1010	50kw	CBS	McGilly; R&T Sls							6	2	3				BN, BUP	
	CHUM	1050	1kw-D		McGilly; R&T Sls			x			6	x	2	3		6		BN	
	CKEY	580	5-D, 1-N		Cooke; NBS		24	100	2	4	5	19	5*	1				BN, BUP; W, A, C, T, St	
	CKFH	1400	250w		Weed; S&T		24	100	16	5	4	7	11*	2		5		BUP; Se, A	
WELLAND	CHVC	(See NIAGARA FALLS, ONT.)																	
WINDSOR	CKLW	(See DETROIT, MICHIGAN)																	
WINGHAM	CKNX	920	1kw	Dom	CSR; Alexander			35	15	19	8	8	4*	1	6			BUP; T	
WOODSTOCK	CKOX	1340	250w		Renaud			25	10	8	7	11	6*	8	3			BUP; L, W	

NO INFORMATION: Chatham, CFCA; Cornwall, CKSE; Guelph, CJOY; Kirkland Lake, CJKL; Leamington, CJSP; North Bay, CFCH; Ottawa, CBO; Pembroke, CHOV; Stratford, CFCF; Timmins, CKGB; Toronto, CBL, CJBC; Windsor, CBE.

PRINCE EDWARD ISLAND

City	Call letters	Freq.	Power	DAILY HOURS										WEEKLY HOURS					Services
				Natl network	National rep	Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro		
SUMMERSIDE	CJRW	1240	250w		Radio Reps Ltd.			56	10	19	11	9	6*	3	1				BUP; W

NO INFORMATION: Charlottetown, CFCY.



“My Ideal Rep”

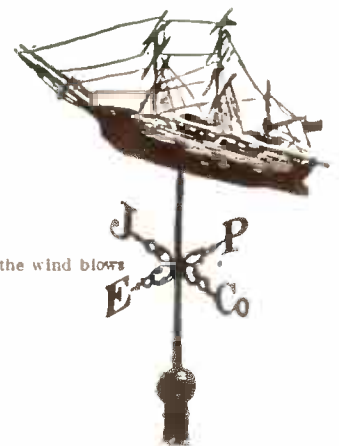
**says Ted Kelly of
McCann-Erickson, New York**

“My ideal would provide the intangible data concerning a market or station area not found in the general statistical sources, i.e., would provide data either common to other markets or specific to the market’s makeup.

Such information would aid the buyer in selecting the audience most suitable for the product.”

Jepco

believes the client is entitled to special information about markets and stations whenever requested. We are prepared to supply such data.



JEPCO knows how the wind blows

John E. Pearson Company

RADIO AND TELEVISION STATION REPRESENTATIVES

NEW YORK • CHICAGO • MINNEAPOLIS • DALLAS • LOS ANGELES • SAN FRANCISCO

CANADA (continued)

QUEBEC

DAILY HOURS

WEEKLY HOURS

City	Call letters	Freq.	Power	Natl network	National rep	Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services
AMOS	CJAD	1340	250w	Fr	Weed; Renaud	7	1/4	31	13	6	5	14	10*	3	5	1/2		BUP
CHICOUTIMI	CJMT	1150	250w		Renaud		1	74	23	5	5	5	3	4	2	3		BN
HULL	CKCH	970	1kw	Fr	McGilly; Renaud	8	1/2	12	33	11	5	12	3*	3	3			BN
JONQUIERE	CKRS	590	1kw		CSR; Hardy	2			13	6	3	13	4	2	3			BN
LA SARRE	CKLS	1240	250w	Fr	Weed; Renaud	7	1/4	31	13	6	5	11	10*	3	5	1/2		BUP
MONTREAL	CBF*	650	50kw	Fr			16	6	25	1/2	3	7	6	2	4			BN, BUP
	CFCF*	600	5kw	ABC; Dom	Weed; Renaud	7	1/4	31	13	6	2	14	4*					BN, BUP; St
	CHLP	1410	1kw		McG; Renaud			57	18	3	7	13	3*	5		38		BN, BUP; A
	CKAC	730	10kw	CBS	CSR; Renaud		1/2	70	5	2	7	11	5*	10				BN, BUP
QUEBEC	CHRC	800	5kw		CSR; Hardy			70	20	2	7	12	1*	4	3			BN, BUP
	CJQC	1340	250w	T-C	R&T Sales		3	28	5	11	4	12	3*	3				BN; W, LW
	CKCV	1280	1kw		Weed; Renaud	4		111	12		5	11	4		1			BN; W
RIMOUSKI	CJBR*	900	5kw	Fr	CSR; Stovin		1/2	38	25	6	6	9	4*	1	1			BN; Se
ROUYN	CKRN	1100	250w	Fr	Weed; Renaud	7	1/4	31	13	6	5	14	10*	3	5	1/2		BUP
SOREL	CJSO	1320	1kw		Cooke; Hardy			70	15	11	4	3	8*	3				BN
THETFORD MINES	CKLD	1230	250w	Fr	CSR; Hardy	4		8	6	7	2	10	4	1				BUP
TROIS-RIVIERES	CHLN	558	1kw		CSR; Renaud	1		27	18	25	5	14	7	3	3			BUP
VAL D'OR	CKVD	1230	250w	Fr	Weed; Renaud	7	1/4	31	13	6	5	14	10*	3	5	1/2		BUP
VILLE-MARIE	CKVM	710	1kw		CSR; Hardy	6		4	7	3	8	x	1*	3	7			Se

NO INFORMATION: Alma, CFGT; Chicoutimi, CBJ; Drummondville, CHR; Granby, CHEF; Matane, CKBL; Montmagny, CKBM; Montreal, CBM, CJAD, CJMS, CKVL; New Carlisle, CHNC; Quebec, CBV; Riviere-Du-Loup, CJFP; Roberval, CHRL; Ste. Anne De La Pocatiere, CHGB; St. Georges De Beauce, KRB; Shawingan Falls, CKSM; Sherbrooke, CHLT, CKTS; Trois-Rivieres, CKTR; Victoriaville, CFDA.

SASKATCHEWAN

DAILY HOURS

WEEKLY HOURS

City	Call letters	Freq.	Power	Natl network	National rep	Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services
GRAVELBOURG	CFRG	1230	250w	Fr	Renaud	6		8	4		3	8	1	3	1	105		
MOOSE JAW	CHAB	800	5kw	Dom	Weed; Stovin	2		41	16	5	9	17	5*	2	3			BUP
N. BATTLEFORD	CJNB	1160	1kw		Stovin		1	48	5	16	8	11	11*	3	3			UP; St
PRINCE ALBERT	CKBI	900	5kw	Dom	Weed; All-Can.	3	1	x	1	30	10	11	3*	1	12	2		BN; T
REGINA	CKCK	620	5kw	T-C	Weed; All-Can.	3	1	30	5	2	5	10	5*	5	1			BN, BUP; W
	CKRM	980	5kw	Dom	CSR; Repts Ltd.	2	1	50	15	7	3	12	7*	6	5			BN, BUP; LW, A
SASKATOON	CFNS	1170	1kw	Fr	Renaud	8		15	36	11	4	8	1	2	4			BUP
	CKOM	1120	5kw		Weed; Stovin		1	56	9	12	6	13	5*	2	3	2		BN; T, C
YORKTON	CJGX	940	1kw	Dom	CSR; Stovin	5		18	2	20	10	10	2*		5	2		BN; LW

NO INFORMATION: Regional Station, CBK, Saskatoon, CFQC.

SYMBOLS: * am-fm station; † fm station; D—daytime power; N—night power; * local sports covered; † Mex. Span. included; x figure unspecified; category unclaimed

Sound Broadcasting at Its Very Finest!

WGAR WRED WTTM WMMN

CLEVELAND, OHIO

WORTHINGTON, OHIO

TRENTON, N. J.

FAIRMONT, W. VA.

Great Radio Stations Serving and Selling Rich American Markets!

PEOPLES BROADCASTING CORPORATION



concert music PAGE 67

493 stations with 10 weekly hours or more of orchestral music.



farm radio PAGE 73

679 stations reporting special programming beamed to rural America.



folk music PAGE 80

357 stations programing 20 hours or more per week in this category.



foreign language PAGE 83

369 stations programing in 38 languages with table of hours per week

RADIO CATEGORY DIRECTORY

1955
BUYERS' GUIDE
TO STATION
PROGRAMING

SECTION
2



mexican-american PAGE 87

139 stations with Spanish language programming for this audience.



negro radio PAGE 91

596 stations regularly scheduling programs appealing to Negro audiences.



popular music PAGE 102

250 stations with a total of 75 hours or more per week in this category.



religious & gospel PAGE 105

373 stations scheduling 10 or more hours per week in this category.



Year After Year Experience Has Proved*

GOOD MUSIC IS GOOD BUSINESS

*Your Los Angeles Market coverage is incomplete without

KFAC

The Music Station for Southern California...

1330 on your radio . . . 92.3 on your FM sets
PRUDENTIAL SQUARE • LOS ANGELES

Represented Nationally by The Bolling Company

concert music



symbols

- ‡ station features light concert music predominantly (44% of list)
- * member Good Music Broadcasters
- ‡ figures represent hours per week

1684 stations regularly schedule either light orchestral or classical music. This represents 78% of all 1955 questionnaire respondents. In 1954, 922 stations reported schedules in this category or 61% of all respondents. Further indication of the growing popularity of this type of programming is the number of stations now scheduling 10 hours or more in this category—493 or 23% of total respondents as against 144 stations or 9% of total respondents last year. All states including the District of Columbia are represented in this special section.

Most of the stations are located in the larger metropolitan areas. 123 of them, however, or 25% of this special list also appear in the Farm Radio category (see page 73). In fact, concert music stations comprise 18% of the total number of stations in the Farm category. In 1954 only 5% of the farm stations were in the concert directory.

Also on the concert list are 24% of the foreign language stations.

IS THE ROUTING SYSTEM KEEPING YOU CHAINED DOWN?

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Firm _____

Address _____

City _____ State _____

home office

**IN
SAN FRANCISCO
FOR
100%
GOOD MUSIC**

KEAR



**1 Nob Hill Circle
EXbrook 2-4265**

10,000 WATTS

NOTE TO TIME BUYERS —

the LARGEST IMPACT* AUDIENCE OFFERED BY ANY MEDIUM —

NEARLY 2½ MILLION "GOOD MUSIC" RADIO FAMILIES —

can be reached for A SMALL PART OF YOUR BUDGET —



representing

CHICAGO	WEAW
PHILADELPHIA	WFLN
LOS ANGELES	KFAC
SAN FRANCISCO	KEAR
DETROIT	WLDM
BOSTON	WCRB
ST. LOUIS	WEW
BALTIMORE	WITH-FM
WASHINGTON, D. C.	WGMS
DALLAS-FORT WORTH	KIXL
HARTFORD	WFMQ
SAN DIEGO	KSON
ALLENTOWN-EASTON	WFMZ
BRIDGETON, N. J.	WSNJ
MIAMI, FLA.	WVCG

any combination of stations may be purchased under one contract and controlled through one source — GMB

* **MORE**

BUYING POWER

(Median Family Income Over \$7,000)

EXECUTIVES & PROFESSIONAL PEOPLE

(First by Frequency in Audience Composition)

ADULT

(Nearly Three-fourths Between 18-65)

EDUCATION

(3 to 6 Times As Many College Graduates)



WRITE OR CALL FOR NEW GMB BROCHURE GIVING STATION, MARKET, AUDIENCE, RATE CARD INFORMATION.

Good Music Broadcasters, Inc.
6 E. 39th ST.
N. Y. 16, N. Y. MU-5-4471

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IMITATION**

**is the sincerest
form of flattery"**

SPONSOR is the most *imitated* trade magazine covering the advertising field today!

SPONSOR

the magazine radio and TV advertisers use

CONCERT MUSIC

(continued)

ALABAMA

BIRMINGHAM	W CRT	28 1/2
GADSDEN	W GAD	11
GUNTERSVILLE	W GSI	10 1/2
HUNTSVILLE	W BHP	10

ARIZONA

FLAGSTAFF	KCLS	11 1/2
PHOENIX	KONI	10
TUCSON	KTUC	28 1/2

ARKANSAS

PINE BLUFF	KOTN	11 1/2
------------	------	--------

CALIFORNIA

ALTURAS	KCNO	12
BERKELEY	KRE	38
BLYTHE	KYOR	13 1/2
CRESCENT CITY	KCRE	16
EL REKA	KIEM	15
FORT BRAGG	KDAC	10
FRESNO	KRFM	49
GLENDALE	KUTE (fm)	84 1/2
LANCASTER	KAVL	17 1/2
LONG BEACH	KNOB (fm)	20
LOS ANGELES	KFAC	156*
See Long Beach	KFI	18
	KVX	33
	KPOL	55 1/2
MONTEREY	KVXL	28
NEEDLES	KSFE	12
OAKLAND	KLY	18 1/2
REDDING	KSDA	12
SACRAMENTO	KCRA	35
	KGMS	10 1/2
SAN BERNARDINO	KFXM	13 1/2
	KITO	10
SAN BRUNO	KSBR (fm)	15
SAN DIEGO	KFMB	20
	KSON	36*
SAN FRANCISCO	KCBS	42
	KEAR	119*
	KGO	14 1/2
	KVBC	10
SAN JOSE	KEEN	40
SANTA BARBARA	KDB	10 1/2
	KIST	14 1/2
	KTMS	20
SANTA CRUZ	KSCO	18 1/2
SANTA MARIA	KSMA	20 1/2
SANTA ROSA	KSRO	21 1/2
SONORA	KROG	18
STOCKTON	KSTN	12
UKIAH	KUKI	10
VISALIA	KONG	12
WASCO	KWFO	12

COLORADO

BOULDER	KBOL	25
CANYON CITY	KRLN	13 1/2
DENVER	KVOD	11
FORT COLLINS	KCOL	10 1/2
LA JUNTA	KBVZ	19 1/2
LAMAR	KLMR	15
MANITOU SPRINGS	KCMS (fm)	72
STERLING	KGEK	16

CONNECTICUT

HARTFORD	W CCC	32
	W FMQ (fm)	63*
	W GTH	15 1/2
NEW BRITAIN	W HAY	11 1/2
NEW HAVEN	W NHC	11 1/2
NORWALK	W NLK	37 1/2
NORWICH	W ICH	22
PUTNAM	W PCT	20 1/2

DELAWARE

MILFORD	W KSB	17 1/2
WILMINGTON	W DEL	10

DISTRICT OF COLUMBIA

WASHINGTON	W ASH	10
	W GMS	85*
	W TOP	31

FLORIDA

BRADENTON	W TRL	12 1/2
CLEARWATER	W TAN	18
DADE CITY	W DCF	22 1/2
DE LAND	W JBS	15 1/2
DELRAY BEACH	W DBF	17 1/2
FT. WALTON BEACH	W FTW	25 1/2
GAINESVILLE	W GGG	12 1/2
	W RIF	16
JACKSONVILLE	W JJP	23
LAKE CITY	W DSR	15 1/2
LAKELAND	W LAK	10 1/2
MIAMI	W LRD (fm)	119
	W MIE	12
	W VCG	55*
MIAMI BEACH	W AHR	60
MILTON	W EBY	10
NAPLES	W NOG	14
ORLANDO	W DBO	10
PALATKA	W WPF	12 1/2
PENSACOLA	W COA	15
ST. AUGUSTINE	W STN	28
SAVANO	W TRR	10 1/2
SARASOTA	W SPB	17
VERO BEACH	W NTM	11 1/2
W. PALM BEACH	W WPG	22 1/2

GEORGIA

ATHENS	W RFC	14
AUGUSTA	W BBQ	10
CORNELIA	W CON	10
MONROE	W MRE	10 1/2
ROME	W LAQ	10
	W ROM	11
SAVANNAH	W FRP	12
	W SAV	11 1/2
	W TOC	10
TIFTON	W WGS	10
TOCCOA	W LET	10 1/2

IDAHO

BLACKFOOT	KBLI	11
BOISE	KGEM	12 1/2
	KIDO	16
MOSCOW	KRPL	26 1/2
PRESTON	KPST	12
WEISER	KWEI	16 1/2

ILLINOIS

BLOOMINGTON	W JBC	15 1/2
CANTON	W BYS	11
CHICAGO	W BBM	36 1/2
	W EDC	21
	W FMT	70
	W MAQ	12
E. ST. LOUIS	W TMV	29 1/2
EVANSTON	W EAW	98*
	W NMP	80
JOLIET	W JOL	19 1/2
KEWANEE	W KEI	45
MACOMB	W KAI	12
OTTAWA	W CMY	14

INDIANA

BEDFORD	W BIF	14
FORT WAYNE	W KJG	15 1/2
GARY	W WCA	12
HAMMOND	W JOB	12
MARION	W MRI	20
TERRE HAUTE	W BOW	11

IOWA

CLINTON	W KRS	12 1/2
DAVENPORT	W VLA	13 1/2
DES MOINES	W SO	11
FORT MADISON	W VGI	13

MUSCATINE	W JPC	28 1/2
SIOLA CITY	W SCJ	12 1/2
SPENCER	W ICD	13 1/2
STORM LAKE	W AYL	16

KANSAS

CONCORDIA	W VCK	11 1/2
FT. SCOTT	W MDO	10 1/2
KANSAS CITY	W CKY	10 1/2
LAWRENCE	W LWA	20
LIBERAL	W SCB	16
TOPEKA	W REN	11
WICHITA	W KNS	14
	W FBI	13

KENTUCKY

DANVILLE	W HIR	10 1/2
FRANKFORT	W FKY	17
NEWPORT	W NOP	16
PRESTONBURG	W PRT	13

LOUISIANA

BATON ROUGE	W IBR	12
	W LCS	10
NEW IBERIA	W KNE	11 1/2
NEW ORLEANS	W NOE	15
SHREVEPORT	W KENT	11 1/2

MAINE

PRESQUE ISLE	W AGM	16
RUMFORD	W RUM	10 1/2

MARYLAND

ANNAPOLIS	W NAV	16 1/2
BALTIMORE	W THH (fm)	91*
HAGERSTOWN	W JEJ	10 1/2
SALISBURY	W BOC	18 1/2

MASSACHUSETTS

ATTLEBORO	W ARA	16 1/2
BOSTON	W BUS	11
	W CRB	112*
	W EEI	30
	W VAC	16
BROCKTON	W BET	10 1/2
CAMBRIDGE (Boston)	W MHR (fm)	53
FALL RIVER	W SAR	11
GARDNER	W GAW	26 1/2
GREENFIELD	W HAI	19 1/2
HAVERHILL	W HAV	13 1/2
HOLYOKE	W REB	11
LOWELL	W LLH	11 1/2
PITTSFIELD	W BRK	15
QUINCY	W JDA	28
SALEM	W ESX	16
SPRINGFIELD	W MAS	22 1/2
	W TXL	12
W. YARMOUTH	W OCB	28

MICHIGAN

BIG RAPIDS	W BRV	13 1/2
COLDWATER	W TTB	16
DETROIT	W LDM (fm)	10*
	W WJ	45 1/2
	W VYZ	12
FLINT	W TAC	20 1/2
GRAND RAPIDS	W FUR	14
	W JEF	18 1/2
HOLLAND	W HTC	21
HOGHTON LAKE	W HGR	14
IRON RIVER	W IKB	11
KALAMAZOO	W KMI	21
MIDLAND	W MDV	28 1/2
MT. PLEASANT	W CEN	12 1/2
MUSKEGON	W MNS	21
PONTIAC	W POV	10 1/2
ROGERS CITY	W HAK	12 1/2
SAGINAW	W SGW	13 1/2
SAULT STE. MARIE	W SOO	12

OHIO		
ALLIANCE	WFAH	20‡
ASHLAND	WATG	20‡
BELLAIRE	WTRY	12
CANTON	WAND	10
	WHBC	13
CINCINNATI	WKRC	12‡
CLEVELAND	WDOK	23
	WGAR	15
COLUMBUS	WCOL	15‡
DEFIANCE	WONW	10‡
DOVER	WJER	26‡
ELYRIA	WEOL	21‡
MARION	WMRN	12
NEWARK	WCLT	25‡
PIQUA	WPTW	11‡
WARREN	WHHH	12‡

OKLAHOMA		
SHAWNEE	KGFF	15
TULSA	KOME	54

OREGON		
COTTAGE GROVE	KOMB	16‡
EUGENE	KASH	12
HOOD RIVER	KIHR	16‡
McMINNVILLE	KMCM	15
MEDFORD	KYJC	14
NEWPORT	KNPT	11‡
PORTLAND	KEX	20
	KOIN	12‡
	KPAM	40
SALEM	KSLM	32‡

PENNSYLVANIA		
ALLENTOWN	WFMZ (fm)	62*
BETHLEHEM	WGPA	14
BUTLER	WISR	12‡

CHESTER	WVCH	16‡
COUDERSPORT	WFRM	11
ERIE	WERC	16
GETTYSBURG	WGET	19‡
JOHNSTOWN	WARD	12‡
KANE	WADP	21
LANCASTER	WLAN	19‡
LEBANON	WLBR	12‡
LOCK HAVEN	WBPZ	15‡
PHILADELPHIA	WCAU	11‡
	WFLN (fm)	100*
PITTSBURGH	KQI	11
	WWSW	14
PITTSSTON	WPTS	12
POTTSVILLE	WPAM	30‡
	WPPA	16‡
READING	WEEU	14‡
	WHUM	10‡
SCRANTON	WARM	10‡
	WQAN	11‡
WILLIAMSPORT	WLYC	12
	WRAK	13‡

RHODE ISLAND		
WOONSOCKET	W'WON	20

SOUTH CAROLINA		
ANDERSON	WANS	12‡
FLORENCE	WJMX	15‡
GREENVILLE	W'MUU	12‡
ORANGEBURG	WTND	12
SUMTER	WSSC	12

SOUTH DAKOTA		
ABERDEEN	KSDN	37‡
SIOUX FALLS	KISD	24‡
	KSOO	18‡
WATERTOWN	KWAT	12

TENNESSEE		
KNOXVILLE	WNOX	11‡
LEXINGTON	WDXL	10
McMINNVILLE	WMMT	13
MEMPHIS	WMC	11
	W'MPS	10

TEXAS		
ABILENE	KWKC	10
ATLANTA	KALT	12
AUSTIN	KTBC	11‡
BAYTOWN	KREL	10‡
BONHAM	KEYN	14
CORPUS CHRISTI	KSIX	16
DALLAS	KIXL	56*
	WRR	35
EASTLAND	KERC	20‡
HEREFORD	KPAN	23‡
HOUSTON	KXYZ	15
KERRVILLE	KERV	12
LONGVIEW	KFRO	11‡
	KLTI	81‡
	KTRE	10‡
LUFKIN	KCRS	35
MIDLAND	KVET	23‡
PALESTINE	KTYL	10‡
SAN ANGELO	KITE	22
SAN ANTONIO	KONO	12
	KWED	10‡
SEQUIN	KRRV	15‡
SHERMAN	KTEM	11‡
TEMPLE	KVAL	16‡
VICTORIA		

UTAH		
CEDAR CITY	KSUB	16‡
LOGAN	KLGN	34‡
MURRAY	KMUR	45‡
OGDEN	KVOG	19‡
PROVO	KEYY	40‡
	KIXX	11
RICHFIELD	KSFC	11
SALT LAKE CITY	KDYL	15‡
	KSL	19

with the **LARGEST AUDIENCE GAIN**

of any radio-TV station in **GREATER PHILADELPHIA**

WFLN now reaches more than
12% of the
DELAWARE VALLEY RADIO HOMES Regularly!

plus an unsurveyed Bonus Audience
in 17 other counties!

AVERAGE DAILY LISTENERSHIP
Over 3 Hours Every Day

WFLN

fine music

8200 RIDGE AVE.
PHILA 28, PA.

IVyridge
2-6000

*19.2% TOTAL AUDIENCE INCREASE

1954 over 1953—Audience Analysts, Inc.

Represented Nationally by Good Music Broadcasters - N.Y.C.

CONCERT MUSIC (continued)

VERMONT

UNNINGTON	WBTN	14
RUNNINGTON	WDOT	17½
WPORT	WIKK	11

VIRGINIA

PRINCETON	WCVB	25
CHARLOTTESVILLE	WCHV	50½
CLIFTON FORGE	WCFM	10½
CULPEPER	WCFM	10
FARMVILLE	WFLO	10½
HAMPTON	WVEC	14
HOPEWELL	WHAP	10
MARTINSVILLE	WVFA	27½
NARROWS	WVFA	13½
RADFORD	WRID	13½
RICHMOND	WRVL	21
	WRVB (fm)	38
WAYNESBORO	WAYB	13

WASHINGTON

KIRKLAND	KVBX	42½
PUYALLUP	KAYE	12
SEATTLE	KISW (fm)	63
	KTW	35
	KVA	90
TACOMA	KMOT	45
	KTNT	12

WEST VIRGINIA

BECKLEY	WVNR	11½
HUNTINGTON	WHTN	27
LOGAN	WUOF	11½
MARTINSBURG	WVPM	13
MATEWAN	WHJC	10
MOUNDSVILLE	WMOD	23½

WISCONSIN

BELLEVILLE	WBEL	11
EAU CLAIRE	WBIZ	10
LADYSMITH	WLDY	11
MADISON	WISC	10½
MARSHFIELD	WDLB	10
MILWAUKEE	WCAN	17
PARK FALLS	WPPF	25
RACINE	WRJN	10
SHAWANO	WTCB	11

WYOMING

LANDER	KOYE	13½
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ALASKA

ANCHORAGE	KFOD	33½
FAIRBANKS	KFRB	33
JUNEAU	KJAY	28
KETCHIKAN	KTKN	28
SEWARD	KIBH	28
SITKA	KIFW	28

HAWAII

HONOLULU	KIKI	21½
----------	------	-----

CANADA

ALBERTA		
CALGARY	CFAC	15½
EDMONTON	CHED	14½
	CHFA	31
PEACE RIVER	CKYL	16½

BRITISH COLUMBIA

CHILLIWACK	CHWK	23½
DAWSON CREEK	CJDC	12½
KAYLOOPS	CJCC	16
KELOWNA	CKOV	13½
PORT ALBERTA	CJAV	19½
PRINCE RUPERT	CFPR	21
TRAIL	CJAT	30½
VANCOUVER	CKMO	12
	CKWA	33½

MANITOBA

FLIN FLOU	CFAR	16½
ST. BONIFACE	CKSB	22

NEW BRUNSWICK

EDMUNDSOON	CJEM	22
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NOVA SCOTIA

BRIDGEWATER	CKBF	16½
KENTVILLE	CKEN	15
SYDNEY	CJCB	10
TRURO	CKCL	10½
WINDSOR	CFAB	15½

ONTARIO

BELLEVILLE	CJBQ	10
BROCKVILLE	CFJR	18½
KINGSTON	CKLC	14½
KITCHENER	CKCR	10
OSHAWA	CKLB	11½
ST. THOMAS	CHLO	16
SARNIA	CHOK	24½
SAULT STE. MARIE	CJIC	10
SUDBURY	CHVO	10½
TIMMINS	CFCL	20
TORONTO	CKFH	16
WINGHAM	CKNY	15½
WOODSTOCK	CKOX	10½

PRINCE EDWARD IS.

SUMMERSIDE	CJRW	10½
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QUEBEC

AMOS	CHAD	13
CHICOUTIMI	CJMT	23½
HULL	CKCH	33½
JONQUIERE	CKRS	13½
LA SARRE	CKLS	13
MONTREAL	CBF	25
	CHLP	18½
QUEBEC	CHRC	20
	CKCP	12½
	CJBR	25
RIMOUSKI	CKRN	13
ROUYN	CJSL	15½
SOREL	CHLN	18
TROIS RIVIERES	CKVD	13

SASKATCHEWAN

MOOSE JAW	CHAB	16
REGINA	CKRM	15
SASKATOON	CFNS	36½

RADIO AT ITS FINEST

WGAR **WRFD**

CLEVELAND, OHIO WORTHINGTON, OHIO

WTTM **WMMN**

TRENTON, N. J. FAIRMONT, W. VA.

Peoples Broadcasting Corp.

good music[®] SELLS

in Greater Miami on . . .

WVCG

1070

on your Radio Dial
Coral Gables, Flo.

746,453

people attended concerts in
Greater Miami last year.

MORE—than attended any
dog or horse track, or all of
The University of Miami Foot-
ball games.

WVCG's primary appeal is to the vast middle and
upper income families in this Billion Dollar Market. [®]

Represented in Chicago, Detroit, At-
lanta by
THOMAS F. CLARK CO. Inc.

Represented in New York by:
GOOD MUSIC BROADCASTERS

(1) CLASSICAL—SEMI-CLASSICAL
and CONCERT MUSIC

(2) RETAIL SALES—1954—
\$1,000,000,000.00

farm



1531 stations in the U. S. and Canada schedule some farm programing each week. That is 70% of the Buyers' Guide respondents. In 1954 a total of 964 stations scheduled such programing, or 64% of those returning questionnaires. Of the 1531 total, 679 stations with schedules of 5 or more hours of farm programing a week are listed below. Also shown are the stations belonging to the National Assn. of Radio and Television Farm Directors as well as the subscribers to the program information service of the U. S. Department of Agriculture. Farm stations in this listing offer a wide variety of other programing. There is indicated, for example, an appreciable increase in concert music, from 6% of respondents in 1954 to 18% in 1955 offering 10 or more hours in this category. Folk music, too, is popular. 99 stations, or 15%, schedule 20 hours or more per week in that category.

symbols

- * indicates member Nat'l Assoc. Radio & Tv Farm Directors (Apr. '55)
- † indicates subscriber to U. S. Dept. of Agriculture program service

GRASS ROOTS FACTS

About the Kansas Farm Market



Waving wheat, tall corn, fat cattle, men on tractors—this is Kansas—a state of high-income, big-buying farmers. Sell them *best* with the station they listen to *most*—WIBW.*



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



Last year, Kansas farmers banked \$1,092,211,000† from wheat, corn, cattle, hogs, poultry, hay, sheep, and other farm products. They buy heavily and steadily all year long. AND the greatest part of their purchasing decisions are guided by WIBW.

These upper-income Kansas Farmers have the extra cash to buy *your* product. The best way to sell it to them is to tell them about it on the radio station *they* listen to most—WIBW—first listening choice of Kansas Farmers since 1924.*

*Kansas Radio Audience—1954

†Consumer Markets—1954



TOPEKA, KANSAS

Ben Ludy, Gen. Mgr.
WIBW & WIBW-TV in
Topeka
KCKN in Kansas City
Rep:
Capper Publication, Inc.

ALABAMA

Anniston WAVU
 Birmingham WSGN
 Deatur WHOS
 Dothan WDIG
 Florence WOWL†
 Foley WHEP
 Mobile WKRG†
 Monroe WMFC
 Montgomery WBAM
 WCOV
 Scottsboro WCRI
 Tuscaloosa WJRD

ARIZONA

Cogalec KNOG†
 Phoenix KOY
 Yuma KOLD

ARKANSAS

Blytheville KLCN
 Crossett KAGH
 Dermott KVSA†
 Fort Smith KFSA
 Helena KFFA
 Jonesboro KNEA
 Little Rock KARK*†
 KLRA*†
 KTHS*
 Magnolia KVMA†
 Malvern KDAS†
 Mountain Home KTLO
 Osceola KOSE
 Pine Bluff KOTN
 Pocahontas KPOC
 Rogers KAMO
 Springdale KBR5

CALIFORNIA

Bakersfield KERN†
 Blythe KYDK*†
 Chico KXOC†
 El Centro KXO†
 Fresno KFRE*†
 KMJ†
 Hanford KNCS
 Los Angeles KFI†
 KNX*†
 Modesto KBOX†
 Monterey KXXL
 Redding KVCV†
 Redlands KCAL†
 Sacramento KCRA†
 KFBK*†
 San Bernardino KCSB†
 San Diego KCBQ*†
 KFMS
 San Francisco KCBS
 KGO*†
 KNBC*†
 Stockton KWG†
 Susanville KSUE†
 Tulare KCOK
 Turlock KTUR
 Wasco KWSO†

COLORADO

Denver KIMN*†
 KLZ*†
 KOA*†
 KVOD†
 Durango KIUP
 Fort Collins KCOL
 Glenwood Springs KGLN
 Greeley KFKA*
 La Junta KBNZ
 Lamar KLMR
 Monte Vista KSLB
 Montrose KUBC
 Pueblo KGHF†
 Sterling KGEK

CONNECTICUT

Bridgeport WICC
 Hartford WTIC

DELAWARE

Dover WDOV†
 Georgetown WJWL†

DIST. OF COLUMBIA

Washington WMAL
 WRC

FLORIDA

Bradenton WTRL
 Hollywood WINZ
 Kissimmee WRWB
 Lake City WDSR
 Ocala WTMC
 Orlando WORZ†
 Tampa WFLA*†

GEORGIA

Atlanta WCON*
 WSB†
 Griffin WHIE
 La Grange WTRP
 Moultrie WMGA
 Rome WRGA
 WROM†
 Thomson WTWA
 Waynesboro WBRO

IDAHO

Boise KBOI†
 KGEM†
 KIDO†
 Caldwell KCID
 Lewiston KLER
 KRLC
 Moscow KRPL
 Pocatello KEYY†
 KSEI
 Preston KPST
 Twin Falls KTFI

ILLINOIS

Centralia WCNT
 Chicago WBBM*†
 WGN*†
 WLS*†
 WMAQ*†
 Decatur WDZ*†
 De Kalb WLBK†
 Effingham WCRA*
 Fairfield WFIW
 Galesburg WGIL
 Harrisburg WEBQ
 Jacksonville WLDS†
 Kankakee WKAN
 Kewanee WKEL
 WLS*
 La Grange WLPO†
 Lincoln WPRC
 Litchfield WSMI†
 Mt. Carmel WVMC
 Mt. Vernon WMIX
 Olney WLVN
 Paris WPRS
 Peoria WMBD*†
 WPEO
 Quincy WTAD*
 Springfield WMAY
 Sterling WSDR†
 Streator WIZZ
 Urbana WILL*

INDIANA

Elkhart WTRC
 Evansville WJPS*†
 Fort Wayne WKJG*†
 WOWO*†
 Hammond WJOB*
 Indianapolis WFBM*†
 WIBC*†
 WIRE*†
 WITZ
 Jasper WIOU*†
 Kokomo WBAA*†
 Lafayette WINL*
 Lebanon WSAL
 Logansport WBAT
 Marion WMRI†
 WCTW
 New Castle WSLM*†
 Salem WBOW†
 Terre Haute WAOV
 Vincennes WRSW†
 Warsaw WKAM

IOWA

Ames WOI*
 Burlington WBUR
 Cedar Rapids KCRG*†
 WMT*†
 Centerville KCOG
 Charles City KCHA
 Clinton KROS
 Davenport KSTT*†
 Des Moines KIOA*†
 KWDM
 Dubuque KDTH*†
 Fairfield KFAD
 Iowa City KXIC
 Le Mars KLEM
 Marshalltown KFJB
 Mason City KGLO*†
 Muscatine KWPC†
 Oelwein KOEL
 Ottumwa KBIZ
 Shenandoah KMA*†
 Sioux KCOM
 KTRI*
 Spencer KICD
 Storm Lake KAYL†
 Waterloo KWWL*
 KXEL*†

KANSAS

Arkansas City KSOK
 Atchison KARE†
 Colby KXXX*†
 Dodge City KGNO
 Emporia KTSW†
 Garden City KGAR
 Great Bend KVGB†
 Hutchinson KWHK
 Lawrence KLWN†
 Manhattan KMAN
 Salina KSAL†
 Stanley KMBC*†
 Topeka WIBW*†
 Wichita KFH†
 KFBI*†

KENTUCKY

Bowling Green WKCT
 WLBJ
 Danville WHIR
 Fulton WFUL
 Hopkinsville WHOP
 Lexington WBLK
 WLAP†
 WLEX
 Louisville WHAS*
 Madisonville WFMW
 Maysville WFTM*†
 Owensboro WBJS
 Paducah WPAD
 Winchester WWKY

LOUISIANA

Alexandria KALB
 New Orleans WWL*†
 Opelousas KSLO
 Ruston KRUS
 Shreveport KWKH*†
 KIBS*

MAINE

Bangor WABI†
 Houlton WABM
 Portland WCSH*†
 WGAN*†
 Presque Island WAGM*†
 Rumford WRUM

MARYLAND

Baltimore WBAL*†
 WBMD†
 Cambridge WCEM
 Frederick WFMD†
 Hagerstown WARK
 WJEJ
 Havre de Grace WASA
 Leonardtown WKIK†
 Pocomoke City WESM
 Salisbury WBOC†
 Ware WARE
 Westminster WTRR

MASSACHUSETTS

Boston WBZ*†
 WEEI*
 WHDH†
 Greenfield WHAI*†
 North Adams WMNB†
 WNAW
 Worcester WORC†

MICHIGAN

Adrian WABJ*†
 Ann Arbor WPAG†
 Bay City WBCM*†
 Benton Harbor WHFB*†
 Big Rapids WBRN
 Coldwater WTVB†
 Detroit CKLW
 WJR*
 WWJ*
 East Lansing WKAR*†
 Escanaba WDBC
 Grand Rapids WOOD
 Kalamazoo WKZO*†
 Ludington WKLA
 Mount Pleasant WCEN
 Port Huron WTH†
 Rogers City WHAK†

MINNESOTA

Albert Lea KATE
 Fairmont KSUM
 Faribault KDHL*
 Hutchinson KDUZ
 Mankato KTOE
 KYSM
 Min.-St. Paul KSTP*†
 WCCO*†
 WDGY
 New Ulm KNUJ*†
 Owatonna KOBK
 Red Wing KAAA
 Rochester KROC*
 Thief River Falls KTRF†
 Worthington KWOA†

big...and growing every day!

AGRICULTURE
OIL AND URANIUM
MANUFACTURING
TOURISTS



The Western Market

Served and Sold by **KOA** Radio

- KOA** Delivers 800-Town Denver and 302 counties in 12 states (Nielsen)
- KOA** Is the leader in creating local programs and personalities for Western tastes.
- KOA** Serves a farm and ranch population of 700,030 with 18 hours per week of informative and entertaining agricultural programs. To many of these listeners, KOA has long been their only day-in, day-out source of vital news and weather information.
- KOA** Is heard by more people who can't get TV than any radio station in the U.S.A.!
- KOA** Sells this ever-increasing market, developing and keeping phenomenal listener-loyalty, as proved by 39% greater mail response in 1954 over 1953.

	FARM	TOTAL
Population . . .	700,030	3,633,000
Households . . .	191,140	1,088,420
Radio Homes . . .	175,850	1,049,020
Buying Income . . .	\$2,044,714,000	\$5,226,724,000
Retail Sales . . .		\$4,071,951,000

Source: 1955 Survey of Buying Power

LET KOA SELL FOR YOU!



Covers The West... *Best!*

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

Send us your name and address for monthly factual "Western Market" information folder.

FARM RADIO (continued)

MISSISSIPPI

Cleveland
Hattiesburg
Hazlehurst
Jackson

Louisville
McComb

WCLD
WBKH
WMDC
WJDX*†
WRBC*
WLSC
WSKB

MISSOURI

Carthage
Clinton
Columbia
Culton
Hannibal
Jefferson City

Joplin

Kansas City

Kirksville
Marshall
Maryville
Nevada
Rolla
St. Joseph
St. Louis

Springfield
Warrensburg
Warrenton
West Plains

KDMO
KDKD
KFRU
KFLA
KHMO†
KLIK*†
KWOS
KSFB†
WMBH
KCMO*†
KMBC
WDAF
KIRX
KMMO*†
KNIM
KNEM
KTTR
KFEQ*†
KMOX*†
KSTL
KWTO*†
KOKO
KWRE
KWPM

MONTANA

Billings
Glendive
Great Falls

Libby
Missoula
Sidney

KGHL
KXGN†
KFBB*
KCLK
KLCB
KGVO
KGCX

NEBRASKA

Alliance
Beatrice
Chadron
Fremont
Grand Island
Kearney
Lexington
Lincoln
Norfolk
North Platte
Ogallala
Omaha
Scottsbluff

KCOW
KWBE†
KCSR
KFGT†
KMMJ*†
KGFV†
KRVN†
KOLN*
WJAG*†
KODY†
KOGA
KFAB*†
WOW*†
KNEB

NEVADA

Las Vegas
Reno

KLAS†
KOH†

NEW HAMPSHIRE

Manchester
Rochester
West Swanzey

WMUR†
WWNH†
WKNE†

NEW JERSEY

Bridgeton
New Brunswick
Vineland

WSNJ
WCTC†
WWBZ†

NEW MEXICO

Artesia
Lovington
Roswell
Truth or Consq.

KSVF
KLEA
KGFL
KCHS

NEW YORK

Amsterdam
Buffalo

Fulton
Hornell
Hudson
Ithaca
Jamestown

Kingston
Newburgh
New York

WCSS
WBEN†
WGR†
WKBW*†
WOSC
WHHG
WHUC
WCHU*
WJOC
WJTN*†
WKNY*
WABC†
WOR*
WRCA*
WDOS†
WEAV†
WEOK
WHAM*†
WHFM
WGY*†
WFBL
WSYR
WIBX*†
WRUN
WDLA†
WWNY†
WWRL†

Oneonta
Plattsburg
Poughkeepsie
Rochester

WDOX†
WEAV†
WEOK
WHAM*†
WHFM

Schenectady
Syracuse

WGY*†
WFBL
WSYR

Utica
Walton
Watertown
Woodside

WIBX*†
WRUN
WDLA†
WWNY†
WWRL†

NYS RURAL RADIO NETWORK
turnishes 6 hours of farm service
daily to following stations: WFLD
Niagara Falls, WKBW Buffalo,
WHAM Rochester, WJTN James-
town, WHCU Ithaca, WAGE Syra-
cuse, WRUN Utica-Rome, WWNY
Watertown, WMSA Massena, WELM
Elmira, WGY Schenectady, WELP
Poughkeepsie, WGNV Newburgh,
WDLA Walton, WBNF Bingham-
ton, WQAN Scranton; also 13 fm
stations.

NORTH CAROLINA

Albemarle
Asheville

WABZ
WISE
WLOS

Burlington
Charlotte

WBBB
WBTV†

Durham
Elizabeth City
Elkin
Fayetteville
Greensboro
Greenville
Henderson
Jacksonville
Kinston

WGAI
WIFM
WFNC*
WBIG
WGTC
WHNC
WJNC
WELS*
WFTC

Laurinburg
Raleigh
Rocky Mount

WEWO*†
WPTF*
WCEC
WCEW

Roxboro
Sanford
Smithfield
Statesville
Tarboro
Wallace
Whitesville
Wilmington
Wilson

Winston-Salem

WRXO
WWGP
WMPM†
WSIC
WCPS
WLSE
WENC
WMFD
WGMT
WVOT
WSJS*†

NORTH DAKOTA

Bismarck
Devils Lake
Dickinson
Fargo

Grand Forks
Hettinger
Jamestown
Minot
Williston

KFYR
KDLR
KDIX
KDFX*
KDAY*
KNOX
KNDC
KSJB*†
KCJB
KWBM

OHIO

Akron
Alliance
Cincinnati

Columbus

Dover
East Liverpool
Findlay
Gallipolis
Hamilton
Ironton
Lancaster
Lima
Marietta
Marion
Piqua
Portsmouth
Sandusky
Springfield
Toledo

Washington C. H.
Worthington
Youngstown

WHKK†
WFAH†
WLW*†
WKRC
WBNS*†
WHKC*†
WJER
WOHI
WFIN*
WJEH
WMOH
WIRO
WHOK
WMOA
WMRN*†
WPTW
WPAY†
WLEC
WWSO*
WSPD†
WTOD*
WCHO*†
WRFD*†
WRFMJ†

OKLAHOMA

Ardmore
Chickasha
Elk City
Enid
Frederick
Guymon
Lawton
Muskogee

Oklahoma City
Paul's Valley
Ponca City
Poteau
Shawnee
Stillwater
Tulsa

Woodward

KVSO*†
KWCO
KASA†
KGWA†
KTAT†
KGYN
KSWO
KBIX
KMUS
WKY*†
KVLH†
WBBZ
KLCO
KGCFF
KSPI†
KRMG
KVOO*
KSIW†

OREGON

Bend
Corvallis

Eugene
Grants Pass
Klamath Falls
Medford
Ontario
Portland

Salem
Tillamook

KBND
KOAC*
KRUL†
KERG*
KUIN
KFJ†
KMED†
KSRV
KGW†
KPOJ*
KSLM*†
KTIL

PENNSYLVANIA

Altoona
Bloomsburg
Butler

Carbondale
Coudersport
Doylestown
Gettysburg
Harrisburg

Lemoyne
Lewiston

New Castle
Philadelphia

Pittsburgh
Reading
St. Marys
Sayre
Somerset
Sunbury
Williamsport
York

WVAM
WHLM†
WBUT*†
WISR*
WCDL
WFRM
WBUX
WGET
WCKB*
WCMB*†
WISR*
WCMB*
WFIN*
WKVA
WMRF
WKST
KYW*†
WCAU*†
WFIL*†
KDKA*†
WEEU†
WKB†
WAT†
WVSC
WKOK
WWPA†
WNOW
WORK†
WSBA*†

WRFD

OHIO'S FAVORITE FARM RADIO STATION

Represented Nationally by Meeker Associates

WORTHINGTON, OHIO — PEOPLES BROADCASTING CORPORATION

CAN THE FARMER USE YOUR PRODUCT ?



DON TUTTLE



ENOCH SQUIRES



CHARLES J. STEVENSON

Here Are

3 Big Ways

You Can Reach Farmers in New York and New England

FARM PAPER OF THE AIR 12:15-1:00 p.m.

Monday through Saturday.

With the latest market and agricultural news, and crop reports, edited by Don Tuttle.

WGY TRAVELER 12:15-12:30 p.m.

Monday through Friday.

Now a part of the FARM PAPER, the WGY Traveler, Enoch Squires tells of the history and legends of WGYland.

CHANTICLEER 6:15-7:00 a.m.

Monday through Saturday.

Charles John Stevenson brings music and human interest stories flavored with rural wit to the WGY farm audience.

WGY

A GENERAL ELECTRIC STATION, SCHENECTADY, NEW YORK

SERVING 878,130 RADIO FAMILIES

Represented Nationally by Henry I. Christal Company



Wenatchee,
Washington

Serving a Down-to-Earth FARMERS' MARKET

Washington State is an agricultural state, and any map will show you that KPQ, Wenatchee, is located in the very heart of this diversified farm area.

Right now KPQ is serving one of the richest farm areas in the nation (check any production reports).

But the
MIGHTY COLUMBIA
and its
MIGHTY DAMS
are creating a
MIGHTY PLUS-MARKET

Each day new farms are being developed. Eventually, 1,000,000 new acres of irrigated farm lands will fill the famous Columbia Basin . . . all within easy range of 5000 watt KPQ, ABC-NBC. Located in the Apple Capital of the World, KPQ presently covers more than 46% of Washington State's farm income . . . WITH MORE TO COME.

When You're Bending Over a Budget, Make KPQ a "Must Buy."

PER CAPITA INCOME
16% above national average

SALES PERFORMANCE
160% above national average

AND STEADILY INCREASING!

Certainly we assist our customers . . . glad to . . . in every way possible.

PARTICIPATIONS IN FARM SHOWS

6:45 AM & 12:30 PM Daily



**5000 WATTS
560 K. C.
WENATCHEE
WASHINGTON**

REGIONAL REPRESENTATIVES
Maare and Lund, Seattle, Wash.

NATIONAL REPRESENTATIVES
Forjac and Co., Incorporated

FARM RADIO (continued)

RHODE ISLAND

Providence WPJB*†

SOUTH CAROLINA

Columbia WIS
Florence WJMX†
Greenville WFBC*†
Myrtle Beach WMRC*
Orangeburg WMYB
WDIX
WTND
Rock Hill WRHI
Seneca WSNW
Spartanburg WSPA*†

SOUTH DAKOTA

Aberdeen KSDN†
Huron KIJV
Rapid City KOTA†
Sioux Falls KELO†
Watertown KSOO*†
Yankton KWAT
WNAX*†

TENNESSEE

Chattanooga WDEF
Cleveland WBAC
Columbia WKRM
Dyersburg WGSB
Elizabethton WBEJ
Harrison WDOD*
Jackson WDXI
Knoxville WNOX*
Levelland KLVT
Lexington WDXL
Memphis WHBQ*
Morristown WMC*†
Nashville WCRK
Springfield WSM*†
WDBL†

TEXAS

Amarillo KGNC*
Austin KTBC†
Brownsville KBOR
Brownwood KBWD
College Station WTAW
Corpus Christi KEYS
KRIS†
KWBU†

Dallas KRLD†
WFAA*†
Eastland KERC
Edinburg KURV
El Campo KULP†
El Paso KEPO*†
KROD†
WBAP*†

Fort Worth KGAF*
Gonzales KCTI
Greenville KGVV
Harlingen KGBT
Hillsboro KSLM*
Houston KPRC*†
KTRH*†

Huntsville KSAM
Jacksonville KEBE†
Kerrville KERV
Lampasas KCYL
Lubbock KDAV†
KFYO*†
KSEL*

Lufkin KSTRE
Nacogdoches KSFA
Pampa KPAT
KPDN
KVOP

Plainview KTXL
San Angelo KCBS†
San Antonio

San Antonio (con't.) KENS*
KITE
KONO*†
WOAI*†

Sulphur Springs KSST
Texarkana KCMC
Tyler KTFS†
Waco KTBB*†
Weslaco KWTX*
Wichita Falls KRGV*
KFDX

UTAH

Cedar City KSUB
Richfield KSVC†
Salt Lake City KDYL
KSL*†

VERMONT

Burlington WCAX†
Newport WDOT
St. Johnsbury WIKE
Springfield WTWN†
Waterbury WNIX†
WDEV

VIRGINIA

Arlington WARL
Bedford WBLT
Bristol WCYB*†
Danville WBTM*†
Harrisonburg WDVA*
Lynchburg WVA*†
Orange WLVA*†
Portsmouth WJMA
Richmond WAVY†
WLEE
WRNL†
WRVA*
WLSL*
WFRD†
WTON†

Roanoke WSL*
Staunton WFRD†
WTON†

WASHINGTON

Bellingham KPUG
Moses Lake KVOS†
Renton KSEM
Seattle KLAN†
Spokane KOMO*†
KHQ*†
KNEW
KXLY*†
KTNT*†

Tacoma KTEL
Walla Walla KPQ*†
Yakima KYAK*†

WEST VIRGINIA

Charleston WCHS
Clarksburg WBLK
Huntington WPDV†
Keyser WSAZ*†
Martinsburg WKYR
Parkersburg WPEM
Weston WPAR†
Wheeling WHAW
WWVA†

WISCONSIN

Appleton WHBY
Beaver Dam WBEV*†
Chippewa Falls WCHF
Eau Claire WEAU*†
Green Bay WRFW
Kenosha WBAY*
La Crosse WJPG*
WLIP
WKTY

Ladysmith WLDY
Madison WHA*
WIBA
WISC
WKOW*†
WMFM†
WOMT
WMAM
WDLB
WTMJ*†
WEKZ†
WPPF
WTCH
WKLJ
WDRR
Watertown WTTN
Waukesha WAUX
Wausau WOSA
Wisconsin Rapids WFHR

WYOMING

Cody KODI
Newcastle KASL

PUERTO RICO

San Juan WAPA

CANADA

ALBERTA

Calgary CFAC
Edmonton CFCN†
CFRN†
CFRN†

BRITISH COLUMBIA

Dawson Creek CJDC
Prince George CKPG
Vancouver CFPR
CKWX*

MANITOBA

Winnipeg CKY

NEW BRUNSWICK

Edmundston CJEM
Moncton CKCW

ONTARIO

Belleville CJBQ*
Fort Frances CKFI†
Kingston CKWS
London CFPL*†
Ottawa CFRA
Owen Sound CFOS†
Toronto CFRB*
Trenton CJBQ*
West Toronto CFRB*
Wingham CKNX*

QUEBEC

Amos CHAD
La Sarre CKLS
Montreal CBQ*
Rouyn CKRN
Val D'Or CKVD
Ville-Marie CKVM

SASKATCHEWAN

Prince Albert CKBI
Regina CKRM
Yorkton CJGX



in the land where *radio* reigns

Taking the measure of big Aggie is a man-sized job. It's a big figure to work with. Far Big Aggie Land is a land of 190 counties in parts of 5 states in the great Upper Missouri Valley — Minnesota, the Dakotas, Nebraska and Iowa.

WNAX-570 strides the length and breadth of Big Aggie Land. Plays a far bigger role in the lives of the 670,000 families in this area than any other medium. (To most of these families TV simply means Taint-Visible.)

Yes, this is the land where radio reigns . . . morning, noon and night. And WNAX-570, the Big Aggie Station, is radio in prosperous Big Aggie Land.

Whatever media you buy in other lands, there is only one low-cost, high-return way to sell the 670,000 families in the great Upper Missouri Valley. WNAX-570.

BROAD COVERAGE



BIG AGGIE LAND:
Where 80% of the homes hear WNAX-570 from 3 to 7 times a week.



WNAX-570

Yankton, South Dakota

A Cowles station. Under the same management as KFTV Channel 9, Sioux City, Iowa. Don D. Sullivan, Advertising Director.

Ask your Katz man. CBS Radio

MACON	WBVL	20
	WIBB	21
MONROE	WVRE	30
ROME	WROM	33
SUMMERVILLE	WGTA	25
WAYCROSS	WACL	60
	WAYX	20
WINDER	WVMO	10

IDAHO

BOISE	KGEM	39
CALDWELL	KCID	22

ILLINOIS

CENTRALIA	WCNT	21
CHARLESTON	WEIC	22
CHICAGO	WTAQ	38
CLINTON	WHOW	64
EFFINGHAM	WCRA	31
METROPOLIS	WMOK	23

INDIANA

HAMMOND	WJOB	56
SALEM	WLSM	35
SHELBYVILLE	WSRK	21

IOWA

DES MOINES	KWDM	25
FORT MADISON	KXGI	36
OELWEIN	KOEL	30

KANSAS

GARDEN CITY	KGAR	24
LEAVENWORTH	KCLO	61
PITTSBURG	KOAM	20
WICHITA	KFBI	22
	KWBB	27

KENTUCKY

ASHLAND	WFKO	35
BOWLING GREEN	WKCT	26
	WLBJ	24
COUMBERIA	WAIN	24
FRANKFORT	WFKY	21
FULTON	WFUL	22
GLASGOW	WKAY	28
HAZARD	WKIC	25
LEXINGTON	WLEX	30
LOUISVILLE	WKLO	41
MAYFIELD	WAGO	28
MIDDLESBORO	WMIK	24
NEWPORT	WNOP	24
PIKEVILLE	WLSI	22
PRESTONSBURG	WPRT	20
RUSSELLVILLE	WRUS	29
SOMERSET	WSEC	40
WHITESBURG	WTCW	50
WINCHESTER	WVKY	28

LOUISIANA

BATON ROUGE	WIBR	23
	WXOK	24
DE RIDDER	KDLA	26
HAMMOND	WHIL	25
LAKE CHARLES	KAOK	40
MANSFIELD	KDBC	60
NEW IBERIA	KVIM	30
NEW ORLEANS	WBOK	21
SHREVEPORT	KWKH	37

MARYLAND

BALTIMORE	WBMD	18
FREDERICK	WFMD	25
HAGERSTOWN	WARK	20
LEONARDTOWN	WKIK	24
ROCKVILLE	WINX	60

MICHIGAN

Houghton Lake	WHGR	21
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MINNESOTA

ALBERT LEA	KATE	20
CLOQUET	WKLK	22
CROOKSTON	KROY	20
FARIBAULT	KDHL	32
NEW ULM	KNIJ	70
WATONVA	KOBK	27
ST. PAUL	WCOW	60
THIEF RIVER FALLS	KTRF	30
WADENA	KWAD	25

MISSISSIPPI

ABERDEEN	WMPA	30
BOONEVILLE	WBIP	32
CANTON	WDOB	30
CLEVELAND	WCLD	27
HATTIESBURG	WBKH	20
	WFOR	25
JACKSON	WJXX	40
LAFREL	WLAU	25
LOUISVILLE	WLSM	30
PHILADELPHIA	WHOC	30

MISSOURI

BOONVILLE	KWRT	45
KENNETT	KBOA	30
MALDEN	KTCB	21
OSAGE BEACH	KRVS	22
ST. LOUIS	KXLW	21
SEDALIA	KDRO	29
	KSIS	30
SPRINGFIELD	KWTO	35
UNION	KLPW	27
WARRENTON	KWRE	21
WEST PLAINS	KWPM	20

MONTANA

BUTTE	KALF	20
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NEW HAMPSHIRE

CONCORD	WKAL	25
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NEW JERSEY

NEWARK	WAAT	22
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NEW MEXICO

ALBUQUERQUE	KABQ	32
CLOVIS	KCLV	28
FARMINGTON	KIUC	24
GALLUP	KGAK	20
LOVINGTON	KLEA	22
PORTALES	KENM	32

NEW YORK

ALBANY	W'PTR	23
NEW YORK	W'BNX	42
UTICA	W'RUN	46

NORTH CAROLINA

ALBEMARLE	WABZ	20
ASHEBORO	W'GWR	27
ASHEVILLE	W'SKY	75
BIRLINGTON	W'FNS	21
DURHAM	W'SSB	33
ELKIN	W'IFM	26
GOLDSBORO	W'FMC	31
GREENVILLE	W'GTC	22
HENDERSON	W'HNC	44
KINGS MOUNTAIN	W'KMT	20
LEAKSVILLE	W'LOE	22
MOUNT AIRY	W'PAQ	23
NEW BERN	W'OOB	70
N. WILKESBORO	W'KBC	37
RALEIGH	W'MSN	17
	W'VAO	28
	W'REI	28
REIDSVILLE	W'AYN	21
ROCKINGHAM	W'RAO	21
ROXBORO	W'SAT	22
SALISBURY	W'WGP	20
SAVFORD	W'MPM	42
SMITHFIELD	W'SIC	20
STATESVILLE	W'TNC	24
THOMASVILLE	W'TYN	28
TRYON	W'ADE	44
WADESBORO	W'HED	25
WASHINGTON	W'HCC	20
WAYNESVILLE	W'ENC	32
WHITESVILLE	W'GTM	21
WILSON		

NORTH DAKOTA

BISMARCK	KFYR	20
DICKINSON	KDIX	24
HETTINGER	KVDC	24

OHIO

ATHENS	WATH	22
BELLEFONTAINE	W'OHP	23
CINCINNATI	W'LV	30
DEFLANCE	W'ONW	20
FOSTORIA	W'FOB	30
MIDDLETOWN	W'PFB	25

OKLAHOMA

ALTUS	K'HW	20
CHICKASHA	K'WCO	30
DUYCAN	KRID	26
McALESTER	KVED	25
PRYOR	KOLS	28
WEWOKA	K'WSH	10

KXLA

LOS ANGELES
SPECIALIZES
IN TWO THINGS

1. WESTERN & HILLBILLY MUSIC 24 HOURS A DAY.
2. RESULTS FOR ADVERTISERS 7 DAYS A WEEK.

* * * * *

For PROOF that specialization pays, contact—

KXLA

10,000 watts
1110 kc

Loyal K. King, P. & G. M.

foreign language



369 U. S. radio stations (17% of Buyers' Guide respondents) reported programming for one or more foreign speaking segments in their communities. This compares with 285 stations (19% of respondents) in 1954. Total of 38 languages are represented in 1955; 31 languages were reported in 1954.

LANGUAGE	NO. STNS.	LANGUAGE	NO. STNS.
POLISH	156	BOHEMIAN	4
ITALIAN	112	IRISH	4
GERMAN	80	AMER. INDIAN	3
FRENCH	42	ARMENIAN	3
SPANISH	37*	JAPANESE	3
GREEK	32	RUSSIAN	3
JEWISH	28	YUGOSLAVIAN	3
PORTUGUESE	27	ALBANIAN	2
UKRAINIAN	22	ROMANIAN	2
HUNGARIAN	21	SWISS	2
LITHUANIAN	15	SYRIAN	2
CZECH	14	ARABIC	1
SWEDISH	10	BASQUE	1
FINNISH	8	CHINESE	1
SLOVAK	7	LATVIAN	1
DUTCH	6	MACEDONIAN	1
NORWEGIAN	6	PENNA. DUTCH	1
SCANDINAVIAN	6	SCOTTISH	1
SERBO-CROATIAN	5	SYRIAN-LEBANESE	1

symbols

* indicates that station's Mexican-Spanish programming is listed in separate section, page 87
 Figures represent hours per week

ALABAMA

Foley **WHEP** German 1

ARIZONA

Flagstaff **KCLS*** Navaho 7

CALIFORNIA

Barstow **KWTC*** Spanish ½
 Berkeley **KRE*** Italian 13, Portuguese 11
 Burbank **KBLA*** Spanish 8
 Fort Bragg **KDAC** Italian ¾
 Fresno **KGST*** Japanese 2, German 1, Italian 1, Portuguese ½, Armenian 3
 Hanford **KNGS** Italian 1, Portuguese 2
 Los Angeles **KGFJ** Spanish 7
KPOL Italian 1
 Merced **KYOS*** Portuguese 1, Italian ¾
 Modesto **KBOX*** Spanish 8, Portuguese 4
KMOD Italian, Portuguese
 Oakland **KROW** Italian 5
KWBR* Portuguese 6, Italian 8
 Ontario **KOCS*** Italian 1
 Pasadena **KALI*** Hungarian 2, Japanese 2, German 1
KWKW* Italian 9, Portuguese ½
 Petaluma **KAFP** Portuguese 3
 Pittsburg **KECC*** Portuguese 2
 Sacramento **KROY** Portuguese 1
 Salinas **KSBW*** Portuguese 1
 San Francisco **KSAN** Greek 3, Spanish 4, Chinese 6

San Jose **KLOK*** Polish ½, Portuguese 9, Scandinavian 1, Italian 1, Japanese 5, Yugoslavian 1, French 1
 San Rafael **KTIM** Portuguese 5
 Santa Maria **KSMA** Spanish 1
 Santa Monica **KOWL*** Spanish 20, German 1, Jewish 7
 Santa Rosa **KSRO** Italian 1
 Stockton **KSTN** Spanish 7
 Tulare **KCOK*** Spanish 3, Portuguese 4
 Turlock **KTUR** Portuguese 14
 Vallejo **KVON** French 1, Dutch ½, Jewish ½
 Ventura **KVEN*** Italian 2
 Wasco **KWSO** German ¼

Norwich **WICH** French 1, Italian 2, Polish 5
 Stamford **WSTC** Italian 3, Polish 1
 Torrington **WLCR** Italian 5, Polish 2
 Waterbury **WATR** Italian 2, Polish 4
WWCO Lithuanian 1, Polish ½, Italian 1

DISTRICT OF COLUMBIA

Washington **WASH(FM)** Italian 2, Spanish 3
WGMS French 1

COLORADO

Greeley **KFKA** German ½
 Pueblo **KCSJ** Spanish 1
KGHF* Slovak 1
 Sterling **KGEK*** German 3

CONNECTICUT

Bridgeport **WNAB** Polish 5, Spanish 2, German 1
 Danbury **WLAD** Polish 2
 Hartford **WGTH** Polish 1
 Meriden **WMMW** Italian 1
 New Britain **WHAY** Italian 27
WKNB French 2, Greek ½, Lithuanian 1, Polish 8
 New Haven **WELI** Polish 3
 New London **WNLC** Polish 1, Italian 2
 Norwalk **WNLK** German ½, Hungarian 3, Italian 7, Polish 1

FLORIDA

Hollywood **WINZ** Jewish ½
 Miami **WMIE** Hungarian 1, Jewish 3, Polish ½, Syrian-Lebanese ½
WWPB Spanish 11, Polish 1
 Tampa **WALT** Spanish 15
WEBK Italian 6, Spanish 7
 West Palm Beach **WEAT** Finnish ½, French 2

GEORGIA

Atlanta **WBGE** Greek 1
 Augusta **WGAC** Jewish 1

IDAHO

Boise **KBOI** Basque ½

FOREIGN LANGUAGE (continued)

ILLINOIS

Boston (cont)

WEDC Polish 1
 WGES German 7,
 Polish 25, Spanish 1
 S. Loms
 WTMV German 10,
 Polish 5
 WGIL Swedish 1/2
 WJOL Greek 1,
 Slovak 1, Yugoslavian 3/4
 V. om
 Oak Park
 WQUA Swedish 1
 WOPA Polish 11,
 Spanish 17
 Rockford
 WROK Swedish,
 Italian 2

INDIANA

ary
 Lumbard
 WWSA Polish 2
 WJOB Polish 1,
 Hungarian 2, Spanish 7
 Michigan City
 South Bend
 WIMS Polish 2
 WJVA Hungarian 1/4,
 Italian 1, Polish 6,
 German 1/2
 WSBT Polish 2

IOWA

Ames
 Cedar Rapids
 Davenport
 Decorah
 Des Moines
 Fort Madison
 KASI Norwegian 6
 KCRG Czech 3
 KFMA German 2
 KWLC Norwegian 1
 KWDM Italian 2,
 Swedish 2, Spanish 2
 KXGI Spanish 1/2

KANSAS

Leavenworth
 Topeka
 KCLO Polish 3,
 Spanish 3
 KTOP Spanish 1

KENTUCKY

Covington
 WZIP German 1/2,
 Greek 1/2, Italian 1/2,
 Serbian 1/2, Jewish 1/2

LOUISIANA

Houma
 Lafayette
 Lake Charles
 New Iberia
 New Orleans
 Opelousas
 Thibodaux
 KCIL French 8
 KLFY French 3
 KVOL French 2
 KAOK French 2
 KVIM French 2
 WJBW Spanish 1,
 Italian 2
 KSLO French 13
 KTIB French

MAINE

Augusta
 Biddeford
 Lewiston
 Presque Isle
 Rockland
 Waterville
 WFAU French 1
 WIDE French 8
 WCOU French 3
 WLAM French 3
 WAGM French 1/4
 WRKD Finnish 1
 WTVL French 1/2

MARYLAND

Baltimore
 Cumberland
 Silver Spring
 WBMD German 1,
 Greek 1, Italian 1,
 Lithuanian 1/2
 WWIN Italian 5,
 Polish 1
 WTBO Jewish 1/2
 WGAY Greek 1

MASSACHUSETTS

WBSM Italian 18,
 Jewish 1

WCRB Italian 1
 WVOM Armenian 1/2,
 Albanian 1/2, German 1/2,
 Jewish 5, Irish 7, Polish 1,
 French 5, Greek 8
 WBET Lithuanian 1/2
 WSAR French 1,
 Jewish 1, Portuguese 3,
 Polish 1
 WKOX Italian 2
 WGAW French 1/2,
 Polish 1
 WHAI Polish 2
 WHAV Arabic 1,
 Italian 1, Polish 1
 WREB French 7,
 Irish 7, Polish 7
 WCCM Polish 1/2
 WCAP Polish 1, Greek
 1, Portuguese 1, French 1
 WLYN Greek 2,
 Italian 2
 WHIL Greek 1, Lithu-
 anian 1, Portuguese 1
 WBSM Polish 1
 WNBH French 1,
 Portuguese 3
 WMNB Italian 1,
 Polish 2
 WHMP Polish 2
 WBRK Polish 1
 WESX Lithuanian 1,
 Polish 2
 WACE Polish 9
 WJKO Greek 6,
 Italian 7, Jewish 1/4,
 Polish 1
 WSPR Italian 1
 WPEP Polish 1,
 Portuguese 1
 WARE Polish 7

MICHIGAN

Adrian
 Ann Arbor
 Cadillac
 Detroit
 Flint
 Grand Rapids
 Ironwood
 Ishpeming
 Jackson
 Manistee
 Marine City
 Midland
 Pontiac
 Saginaw
 WABJ* Spanish 1
 WPAG Czech 1/2,
 Polish 1, Serbian 1/2
 WATT Swedish 1/4
 WJLB Polish 29, Ger-
 man 1, Greek 3, Italian
 6, Jewish 3, Armenian,
 Hungarian, Lithuanian,
 Roumanian, Spanish 1,
 Syrian, Ukrainian
 WDFD Polish 3
 WMRP Czech 1,
 Polish 1
 WGRD Polish 10
 WJMS Finnish 2
 WJPD Italian 1,
 Finnish 2
 WIBM Polish 3
 WMTE Polish 1
 WDOG Polish 1
 WMDN Polish 6,
 French 1
 WPON Spanish 2
 WKNX Polish 1/4,
 Spanish 1/4
 WSGW Polish 1,
 Spanish 2

MINNESOTA

Alexandria
 Bemidji
 Cloquet
 Crookston
 Duluth
 Fairmont
 Fergus Falls
 Mankato
 St. Paul
 Virginia
 KXRA German 1/2
 KBUN Indian 1/4
 WKLK Finnish 2,
 Polish 2
 KROX Scandinavian 1/2
 WDSM Finnish 1
 KSUM Swedish 1/2
 KGDE Norwegian 1/2
 KTOE German 1
 WCOW Swedish 3
 WHLB Finnish 3

MISSISSIPPI

Biloxi
 WLOX Spanish 1

MISSOURI

Joplin
 Kansas City
 St. Louis
 KFSB French 1/2
 KPRS Spanish 1
 KSTL German 1/2,
 Slavic 2
 WEW Italian 1/2
 WIL Jewish 2

MONTANA

Great Falls
 Sidney
 KFBB Irish 1/2
 KGCX Norwegian 1/2

NEBRASKA

Columbus
 Fremont
 Grand Island
 KJSK Czech-Bohemian
 12, Polish 2, German 2
 KFGT Bohemian 4
 KRGI Polish 2, Czech 2

NEW HAMPSHIRE

Manchester
 Nashua
 Rochester
 WFEA Polish 1/2,
 French 3, Greek 1/2
 WKBR Polish 1/2,
 French 10, Greek 1/2
 WMUR French 2
 WOTW Polish 1/2,
 French 2, Greek 2
 WWNH French 2,
 Polish 1

NEW JERSEY

Atlantic City
 Camden
 Millville
 Morristown
 New Brunswick
 Trenton
 Vineland
 WFPG Italian 7,
 Jewish 1
 WCAM Italian 2,
 Greek 1/2, Spanish 1
 WKDN German 1/2,
 Greek 1/2, Polish 2
 WMLV Polish 3
 WMTR Polish 2
 WCTC Hungarian 2,
 Polish 2
 WBUD Polish 10,
 Hungarian 3
 WTNJ Greek 1/2, Hun-
 garian 2, Italian 1,
 Roumanian 1/2
 WTTM Hungarian 1,
 Italian 1
 WWBZ Italian 2

NEW MEXICO

Albuquerque
 Gallup
 KDEF Spanish 3
 KGAK Zuni 3,
 Navajo 13

NEW YORK

Albany
 Amsterdam
 Binghamton
 Buffalo
 Cortland
 Fulton
 Hornell
 WABY German 2,
 Polish 2
 WOKO Italian 1,
 Polish 2, Ukrainian 1,
 French 1
 WCSS Polish 12,
 Italian 1, Ukrainian 1/2,
 Lithuanian 1
 WKOP Italian 1,
 Polish 6
 WNBK Polish 1/2
 WBNY Polish 1
 WKBW Italian 1/2,
 Polish 3
 WWOL Italian 8
 Polish 23, Ukrainian 1,
 German 2
 WKRT Italian 1
 WOSC Italian 1
 Polish 1
 WLEA Italian 2

Jamestown . **WJOC** Swedish 3, Italian 1
 Kenmore **WXRA** Hungarian 1, Polish 6
 Kingston **WKNY** Polish 1
 Little Falls **WLFH** Polish 2
 Middletown . **WALL** Polish 2
 New Rochelle . **WNRC** Polish 4
 New York City **WBNX** French 2, German 5, Italian 15, Polish 3, Spanish 26
WEVD Jewish 50, German 1, Italian 1, Spanish 5
WHOM German 10, Italian 17, Polish 18, Russian 5, Spanish 62
WLIB Greek 2, Hungarian 2, Polish 8, Spanish 6
WOV Italian 63
WWRL Czech 3, German 20, Greek 3, Polish 1, Spanish 83
 Peekskill **WLNA** Italian 2
 Poughkeepsie . **WEOK** Italian 1
 Rochester **WHEC** Ukrainian 1/2
WRNY Italian 2
WSAY German 1, Italian 2, Jewish 2, Polish 1/2, Ukrainian 1, Spanish 3
 Schenectady **WVET** Italian 4
WSNY Polish 4, Italian 3
 Syracuse . **WAGE** Ukrainian 2, Italian 1
WHEN Ukrainian 2
WOLF Italian 1, Polish 2
 Utica . **WGAT** Italian 5, Polish 3
WIBX Italian 1, Polish 5
WRUN Italian 2, Polish 5

NORTH DAKOTA

Minot . **KLPM** Norwegian 1/2

OHIO

Akron . **WADC** Hungarian 1/2, Italian 1/2
 Ashtabula **WICA** Italian 1, Polish 3
 Bellaire **WTRX** Bohemian 1, Greek 1, Italian 1, Polish 6, Syrian 1
 Cleveland . **WDOK** German 3, Polish 2, Spanish 1/2
WERE Italian 1, Slovak 2, Irish 1/2, Polish 2, Hungarian 2
WHK Italian 1/4, Hungarian 1/4, German 1/4, Bohemian 1/4, Polish 1/4, Yugoslavian 1/4
WJMO Polish 4, Jewish 1, Croatian-Serbian 1, Italian 2, German 1
WJW German 1, Polish 1
WSRS Italian 1, German 1/2, Jewish 1/2, Lithuanian 1/2, Croatian 1
 Dayton **WING** Jewish 1/2
 Fostoria **WFOB** Polish 1
 Middletown **WPFB** Hungarian 1
 Steubenville . **WSTV** Italian 2
 Toledo . **WSPD** Hungarian 1/2
WTOD* Czech 1/2, German 1, Polish 1, Spanish 1/2
 Warren . **WHHH** Greek-Ukrainian 1

Youngstown . **WBBW** Italian 1
WFMJ Polish 3, Jewish 1

OKLAHOMA

Shawnee **KGFF** Czech 1

OREGON

Tillamook **KTIL** Swiss 1

PENNSYLVANIA

Allentown . **WAEB** German 1
WHOL German 1/2
WKAP Italian 1/2
WVAM Italian 1/2
 Beaver Falls **WBVP** Italian 1, Polish 3
 Carbondale . **WCDD** Polish 6
 Chester . **WDRF** Polish 1
 Connellsville . **WCVI** Polish 4
 DuBois . **WCED** Polish 1
 Erie . **WIKK** Italian 1
WJET German 1, Polish 1/4
WLEU Polish 7
WJAR Polish 1/2
WAZL Polish 4
 Johnstown . **WARD** Polish 1
WCRO Italian 1/2, Polish 1
 McKeesport . **WEDO** Greek, Italian, Polish 1, Serbian
WDAS Polish 3, German 1, Jewish 5, Spanish 6, Ukrainian 2
WHAT Italian 13, Spanish 2
WJMJ Greek 1, Italian 27, Polish 7
WTEL Albanian 1/2, German 9, Greek 1, Hungarian 1/2, Lithuanian 2, Latvian 1/2, Polish 8, Slovak 1/2, Spanish 6, Ukrainian 2
 Pittsburgh . **WHOD** Croatian 2, German 1, Greek 7, Italian 14, Jewish 1, Lithuanian 1, Polish 7, Slovak 2
WPIT Croatian 1/2, Italian 1, Lithuanian 1/2, Polish 1/4, Ukrainian 2
WPTS Italian 10, Polish 4
 Pittston . **WPPA** Polish 1
 Pottsville . **WEEU** German 1, Polish 1/2
 Reading . **WGCB** German 1/4
 Red Lion . **WKBI** Polish 1
 St. Marys . **WVSC** Polish 2
 Somerset **WKOK** Penna. Dutch 1/4
 Sunbury . **WMBS** Italian 1, Polish 1/2, Slovak 1/2
 Uniontown **WJPA** Polish 5
WBRE Italian 5, Polish 2
WILK Lithuanian 1/2, Polish 1/2
 Washington **WLYC** Italian 1
 Wilkes-Barre
 Williamsport .

RHODE ISLAND

Newport **WADK** Portuguese 2
 Pawtucket **WPAW** Polish 3, Italian 8, French 5
 Providence . **WICE** French 1, Spanish 1
WRIB Italian 20, Jewish 1, Portuguese 5
WERI Italian 1
 Westerly . **WWON** French 6
 Woonsocket

SOUTH CAROLINA

Charleston **WCSC** German 1/4, Spanish 1

SOUTH DAKOTA

Huron **KIJV** German 1

TENNESSEE

Jackson **WDXI** Jewish 1/2

TEXAS

Brenham **KWHI** German 3
 College Station **WTAW*** Czech 1
 El Campo **KULP*** Czech 5, German 1
 Marlin **KMLW*** Czech 1/2
 New Braunfels **KGNB*** German 10
 Rosenberg **KFRD*** Czech 9, German 1/2
 Seguin **KWED*** German 7
 Terrell **KTER** Czech 3

UTAH

Salt Lake City **KALL** German 1/2
KDYL German 1/2
KUTA* Dutch 3

VERMONT

Brattleboro **WTSA** Polish 1
 Rutland **WHWB** Italian 1, Polish 2
 St. Johnsbury **WTWN** French 1

VIRGINIA

Alexandria . **WPIK** Greek 1
 Norfolk . **WLOW** Greek 1

WASHINGTON

Seattle **KAYO** Italian 1
KTW Japanese 1/2
 Spokane **KNEW** Italian 1/2, Scandinavian 2
 Tacoma . **KMO** Italian 1/2
 Yakima . **KYAK*** Spanish 4

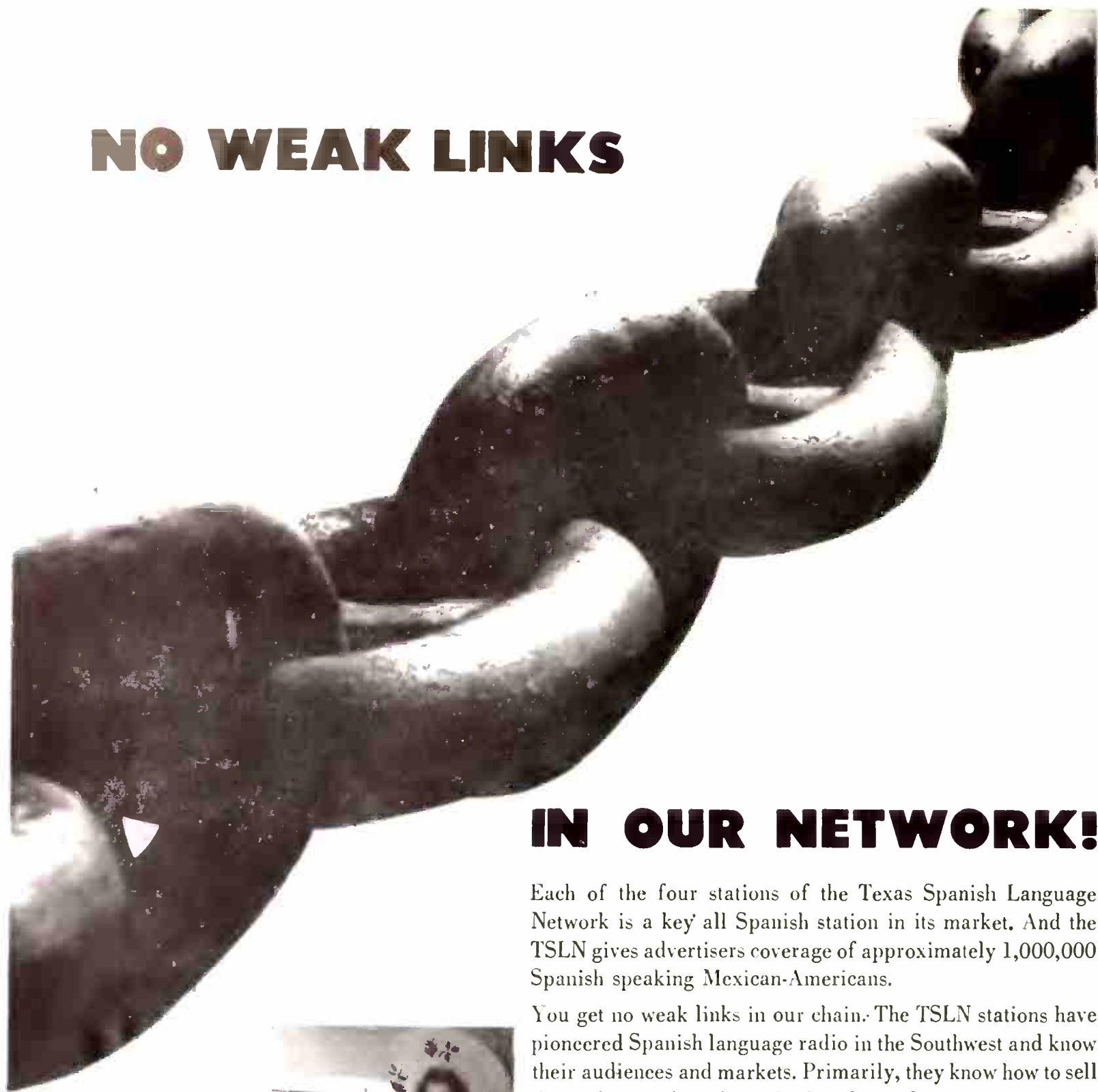
WEST VIRGINIA

Clark-burg . **WBLK** Jewish 2
 Fairmont . **WVWV** Italian 3
 Weirton . **WEIR** Greek 1, Italian 2
 Wheeling . **WHLL** Polish 1
WKWK Polish 1/2

WISCONSIN

Beloit . **WBEL** Scandinavian 2, German 6
 Kenosha **WLIP** Italian 1, Polish 1
 Ladysmith **WLDY** Polish 1/2
 Menomonie . **WMNE** German 1/2, Scandinavian 1/2
 Milwaukee . **WCAN** German 3, Polish 6
WEMP German 1, Italian 1/2
WFOX German 5, Polish 7, Jewish 1, Spanish 1/2
WMIL German 2, Polish 1
 Monroe **WEKZ** German 3, Swiss 4, Norwegian 1
 Neenah **WNAM** Polish 1
 Park Falls **WPFP** Polish 1/2
 Racine . **WRJN** Polish 5
WRAC Spanish 1
 Shawano **WTCH** German 2
 Watertown . **WTTN** German 1/2
 Waukesha . **WAUX** German 6, Polish 6

NO WEAK LINKS



IN OUR NETWORK!

Each of the four stations of the Texas Spanish Language Network is a key all Spanish station in its market. And the TSLN gives advertisers coverage of approximately 1,000,000 Spanish speaking Mexican-Americans.

You get no weak links in our chain. The TSLN stations have pioneered Spanish language radio in the Southwest and know their audiences and markets. Primarily, they know how to sell their advertised products. In this phase of their operations the TSLN has set up an all Spanish merchandising program that is second to none. (Sample evidences can be furnished upon request.)

Additional features of the network are low cost, special discounts, one contract and single billing.

For further information contact your nearest "rep".

Texas Spanish Language Network

KIWW
San Antonio

XEO-XEOR
Rio Grande Valley

XEJ
El Paso

Represented Nationally by
NATIONAL TIMES SALES
New York • Chicago
HARLAN G. OAKES & ASSOC.
Los Angeles • San Francisco



One of the 1,000,000 Mexican-American consumers in the TSLN coverage area. An attractive market.

mexican-american

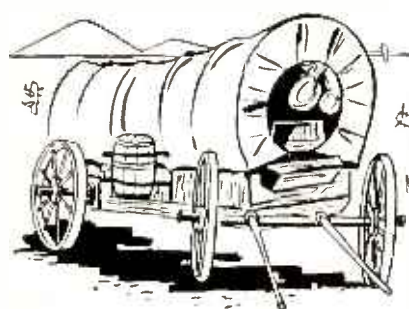


139 radio stations (7% of Buyers' Guide total) reported programming for the Spanish-speaking Mexican-Americans in the Southwest and Far West.

This programming, either in Spanish or in English, directed to the Mexican-American audience, is most evident in California with 51 stations, and in Texas with 56 stations. A number of other states offer this special appeal.

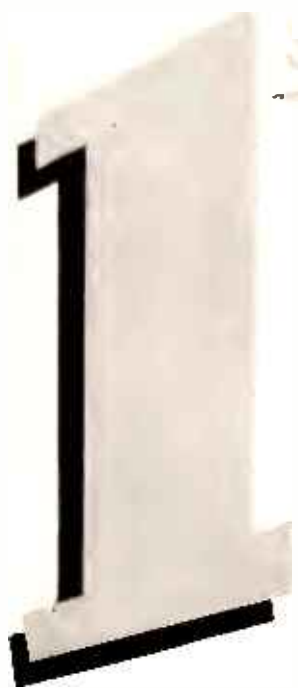
For Spanish language programming, including Puerto Rican population segments in New York and other states, see Foreign Language section.

Of the 139 stations listed here, 14 are 100% Spanish language (marked with *).



the 'Pioneer Station'

IN SPANISH-LANGUAGE RADIO!



- ★ In Popularity ★ In Programming
- ★ In Sales—to National & Regional Accounts
- ★ In Merchandising. ★ In Production and Distribution of Programs, Jingles, Commercials... for all national accounts in all Spanish-Speaking Markets

Represented by

RICHARD O'CONNELL—National Adv. Dir.

DORA CLAYTON—ATLANTA, GEORGIA



RAUL A. CORTEZ, PRES.

SAN ANTONIO, TEXAS

5000 WATTS - 45 COUNT. COVERAGE

Flagship Station of
the Sombrero Network



SI,
AMIGO



SELLS MERCHANDISE IN ARIZONA

Tapping a \$20,000,000 market! That's why, month after month and year after year, these shrewd Yanqui advertisers KEEP RIGHT ON advertising over this 5-year-old Spanish-language station.



- Safeway Stores (20)
- Falstaff Beer
- Pet Milk
- A-1 Beer
- Folger's Coffee
- Fxl
- White King

Spanish-speaking people Leesten . . .
J they BUY! Why not tell them YOUR sales-story? Talk is cheap, but results are BEEG on Central Arizona's ONLY full-time Spanish language station!

ASK THOSE YANQUIS ABOUT KIFN!

NATIONAL TIME SALES
17 E. 42nd St
New York,
New York

HARLAN G. OAKES
AND ASSOCIATES
672 Lafayette
Park Place
Los Angeles, Calif.



860 Kilocycles • 1000 Watts
REACHING PHOENIX AND
ALL OF CENTRAL ARIZONA

ARIZONA

Flagstaff	KCLS	5
	KGPH	3
Glendale	KRUX	10
Globe	KWJB	4
Nogales	KNOG	10
Phoenix	KIFN	81*
	KRIZ	3
Tucson	KEVT	81*
	KTUC	6
	KVOA	11
Yuma	KOLD	6
	KYMA	6

CALIFORNIA

Baja (Tijuana, Mex.)	XEAC	153*
Bakersfield	KAFY	10
	KBIS	2
	KPMC	7
Barstow	KWTC	5
Berkeley	KRE	1
Blythe	KYOR	6
Burbank	KBLA	8
Corona	KBUC	20
Fresno	KGST	30
	KYNO	6
Los Angeles	KFVD	24
See Pasadena, Pomona, Santa Ana, Santa Monica	KMPC	3
Merced	KYOS	10
Modesto	KBOX	2
	KMOD	4
Monterey	KXXL	7
Needles	KSFE	1
Oakland	KWBR	8
Ontario	KOCS	1
Pasadena	KALI	41
	KWKW	78
Pittsburg	KECC	3
Pomona	KPMO	6
Redlands	KCAL	7
Riverside	KPRO	21
Sacramento	KGMS	4
	KROY	5
Salinas	KSBW	6
San Bernardino	KCSB	15
	KITO	8
	KRNO	10
San Diego	KSON	10
San Francisco	KSAN	4
San Jose	KLOK	45
	KEEN	14
	KSJO	25
Santa Ana	KVOE	8
	KWIZ	7
Santa Barbara	KDB	2
	KIST	10
	KTMS	8
Santa Maria	KCOY	3
Santa Monica	KOWL	36
Stockton	KSTN	7
	KXOB	4
Tulare	KCOK	4
Ventura	KVEN	14
Visalia	KONG	1
Yuba City	KUBA	6

COLORADO

Alamosa	KGIW	7
Denver	KFSC	X
Greeley	KFKA	1
	KYOU	9
Pueblo	KCSJ	1
	KGHF	1
Sterling	KGEK	3



In Los Angeles County

***Belden Market Study Shows**



**No. 1 Station in
No. 1 Mexican-American
Market**

**For the first time
Facts are available**

- Average family income is \$4,233
- 95% have radios
- 30% have two or more radios
- 75% have radio in car
- 51% do NOT read magazines
- 23% do NOT read newspapers



**is preferred by
2 to 1**

over second best station

*

This just completed Belden Study covering audience, market and brand preferences is available. Write or phone for your copy, now.

**Tell 'Em Sell 'Em
in Spanish**



Representatives
New York - R
San Francisco - Broadcast Time Sales

KSON SAN DIEGO, California

**Opens The Door
To San Diego's
Billion Dollar Market**

with its

**Large
MEXICAN AMERICAN
POPULATION**

- 114,291 Mexican - American Population Within 20 Miles of Radio Station KSON



KSON'S Spanish Voice

DON REYMUNDO'S HACIENDA

The favorite of the English speaking Mexican Americans — playing the Latin American music they love, each morning from 5 a.m. to 7 a.m.

Nationally Known

Accounts Using The
"Don Reymundo Hacienda"

Program include:

TODD'S CLOTHIERS	HUNT'S FOOD
B.C. HEADACHE TABLETS	FORD
SSS TONIC	GOLD LABEL BEER
McMILLAN OIL	PEPSI COLA
GRAND OLE OPERA	SEVEN UP
PLASTERING INSTITUTE	JIM CLINTON
	ICE CYCLES
	LINCOLN CARS

- Last year, \$64,500,000 worth of American products crossed the Mexican border at San Diego.*

*computed from U.S. Custom export stamps

KSON

The Music Station of San Diego

NEW MEXICO

Albuquerque	KABQ	15
	KGGM	6
	KOB	3
Artesia	KSVP	3
Carlsbad	KAVE	2
	KPBM	3
Clovis	KCLV	3
Deming	KOTS	6
Las Cruces	KOBE	9
Lovington	KLEA	1
Portales	KENM	1
Roswell	KGFL	4
Silver City	KSIL	7
Tucumari	KTNM	5

TEXAS

Alice	KBKI	26
Alpine	KVLF	7
Austin	KTXN	51
Baytown	KREL	24
Beeville	KIBL	25
Big Spring	KTXC	5
Brownsville	KBOR	25
(Matamoros, Mex.)	XEO	124*
Coleman	KSTA	2
College Station	WTAW	7
Colorado City	KVMC	2
Corpus Christi	KCCT	91
	KEYS	10
	KUNO	120*
	KWBU	32
Eagle Pass		
(Piedras Negras, Mex.)	XEMU	98*
Edinburg	KURV	26
El Campo	KULP	6
El Paso	KEPO	2
(Jaurez, Mex.)	XEJ	137*
	XELO	77*
Falfurrias	KBLP	18
Fort Stockton	KFST	8
Fort Worth	KNOK	17
Galveston	KGBC	4
	KLUF	3
Gonzales	KCTI	6
Harlingen	KGBT	63
Laredo	KVOZ	7
(Nueva Laredo, Mex.)	XEAS	115*
	XEDF	113*
Lubbock	KSEL	3
McAllen		
(Raynosa, Mex.)	XEOR	124
Midland	KJBC	6
New Braunfels	KGNB	12
Odessa	KECK	2
	KRIG	3
Pasadena	KLVL	105*
Pecos	KIUN	9
Plainview	KVOP	6
Rosenberg	KFRD	13
San Angelo	KTXL	7
San Antonio	KCOR	123*
	KEXX	81*
	KIWW	84*
San Marcos	KCNY	31
Sequin	KWED	14
Sinton	KANN	11
Sweetwater	KXOX	2
Uvalde	KVOU	18
Victoria	KNAL	11
Waco	WACO	2

UTAH

Ogden	KOPP	1
Provo	KEYY	3

WASHINGTON

Sunnyside	KREW	3
Yakima	KYAK	7

WYOMING

Rawlins	KRAL	1
---------	------	---

SPANISH SPEAKING PROGRAMS

ALONE WILL NOT REACH
THE OVER 400,000 MEXICAN
... MEXICAN-AMERICANS
IN LOS ANGELES COUNTY
... OVER 80% OF THIS
GROUP ARE NATURAL-
IZED CITIZENS SPEAK-
ING BOTH SPANISH
AND ENGLISH...

TO REACH AND SELL THIS GROUP
YOU MUST HAVE PROGRAMMING
THAT APPEALS TO EVERYONE...

ONLY KOWL OFFERS BOTH
SPANISH SPEAKING AND
SPANISH-ENGLISH SPEAKING
PROGRAMS.



"CHICO" LIONEL SESMA,
TOP MEXICAN-AMERICAN
D.J. IS THE FAVORITE OF

ALL. HIS WAS THE FIRST SPANISH-
ENGLISH SPEAKING PROGRAM IN LOS
ANGELES... NOW IN HIS SIXTH suc-
CESSFUL YEAR. ELENA SALINAS, THE
FIRST LADY OF SPANISH RADIO. HER
VARIETY PROGRAM HAS
BEEN SELLING IN SPAN-
ISH FOR OVER 17 YEARS.
AN ESTABLISHED PERSON-
ALITY WITH A TREMEN-
DOUS AUDIENCE.



SENOR OROZCO, SPANISH NEWS COM-
MENTATOR AND FEATURING MEXICO HIT
PARADE MUSIC. ONE OF THE FIRST IN
LOS ANGELES RADIO



STA
AGO. / DENT
MAN IN
AND ONE
KNOWN IN

FIELD. THESE ARE THE PEOPLE
REACH AND SELL TO THE OVER 400,000
MEXICAN AND MEXICAN-AMERICANS IN
LOS ANGELES COUNTY OVER



10,000 WATTS

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

National Representatives:

Forjoe & Co. New York, Chicago,
Dallas, San Francisco

Dora-Clayton Atlanta, Georgia

GEORGE A. BARON, Gen'l Mgr.

Major Power

IN PHILADELPHIA NEGRO

LEADER: Philadelphia's Top Negro Audience (Pulse)

LEADER: In Total Number of Hours Broadcast to Negro Philadelphia

LEADER: Top Talent in Philadelphia Negro Broadcasting

LEADER: In Number and Quality of Accounts (Camels, General Foods, B. C., Rem, Johnson & Johnson, Aunt Jemima, etc.)

LEADER: In Market Data and Research Studies

LEADER: Philadelphia's First Full-time Negro Merchandising Department

LEADER: In Community Service Programs

JOCKO
(9:30 P.M.-1:00 A.M.)
(9:05 A.M.-9:30 A.M.)

1000 WATTS

(SPRING '55)

BERNICE THOMPSON
(9:30 A.M.-11:30 A.M.)

RANDY DIXON
(6:00-9:00 A.M.)
(7:00-8:00 P.M.)

SHORTY THE BAILIFF
(2:30-5:55 P.M.)

... AND GOING UP
(IN AMERICA'S THIRD LARGEST MARKET):

IRV TIMBERS
Merchandising Mgr.

SOON TO BE THE PHILADELPHIA MARKET'S ONLY POWER STATION (1000 WATTS FULL-TIME) BEAMING DIRECTLY TO THIS AREA'S 500,000 NEGROES.

WDAS

1400 ON YOUR DIAL



PHILADELPHIA'S OLDEST INDEPENDENT

NATIONAL REPRESENTATIVES: FORJOE & CO.

NEW YORK • CHICAGO • ATLANTA

SAN FRANCISCO • LOS ANGELES

negro radio

596 stations (29% of the total response) reported that they were programing at least partially for their local Negro audience. The trend in this direction continues this year with 4% increase in the number of stations identified with this category. The 1954 Guide showed a total of 374 stations in this directory or 25% of the respondents.

In all, 39 states reported Negro programing. The 1955 data shows a total of 32 stations with 100% Negro programing against a total of 22 such stations in 1954.

26% of the stations reporting Negro programing also devote 10 hours or more per week to religious programing (see section, page 105).

Negro programing covers wide range of interests, such as Negro news, sports, soap operas, music, community public service—all especially planned for the Negro audience. Most often mentioned by all stations reporting in this category are the rhythm and blues music by Negro performers, or spirituals.



symbols

- * indicates 100% Negro programing
- ‡ member National Negro Network

WMGY

MONTGOMERY
ALABAMA

ANOTHER INDEPENDENT
METRO-MARKET STATION

COVERS and SELLS
CENTRAL & SOUTHERN ALABAMA

with clear Channel 800 kc—1000 watts

Programing
Hillbilly—News—Sports—Pop—Race

featuring

“Uncle Bob Helton”
Dean of Alabama’s D.J.’s

Red Ryan—
9 years State Capitol
newscaster

Chuck Elliott as
“Charlie the Square”
7 year veteran with
a huge loyal following

Chucks—Atomic Boogie
Rhythm & Blues

Reach and Sell
Alabama with

WMGY

Montgomery, Ala.

800 Kc.

1000 Watts

Thomas W. Sewell, Gen. Mgr.
Rep. Forjoe, Inc., New York City
Dora Clayton, Inc., Atlanta

**IN AND AROUND
MONTGOMERY, ALA.**

WRMA

*is the
only 100%
Negro Station
serving
more than 200,000 Negroes
in
Central Alabama
who earn one out of every five
and spend
one out of every four
Consumer Dollars
in the area*

USE WRMA
*to reach and sell all
Central Alabama Negroes*

Ralph M. Allgood, G.M.

Joseph Hershey McGillvra Inc.
National Rep.

Always
**FIRST IN
FRESNO
CALIFORNIA**

- *gospel*
- *rhythm & blues*
- *dixie*
- *swing*
- *hot jazz*
- *spirituals*
- *results for advertisers*

KGST
1000 WATTS

ALABAMA

ALEXANDER CITY	WFBS	10
ANDALUSIA	WCTA	3
ANNISTON	WILMA	3
	WSPC	5
AUBURN	WAUD	6
BIRMINGHAM	WBCO	122*‡
	WEDR	84*
	WJLD	120*
	WTOK	2
DECATUR	WAJF	5
	WHOS	3
DOTHAN	WDIG	9
	WOPF	4
EU FAULA	WULA	7
FLORENCE	WJOI	5
	WOWL	9
GADSDEN	WETO	9
	WGAD	X
GENEVA	WGEA	1/2
HAMILTON	WERH	3
HUNTSVILLE	WBHP	1
	WFUN	6
MARION	WJAM	10
MOBILE	WKAB	18
	WKRG	5
	WMOZ	98*‡
MONROEVILLE	WMFC	8
MONTGOMERY	WBAM	1
	WCOV	5
	WUGY	18
	WRMA	87*‡
	WJHO	5
OPELIKA	WPNX	21
PHENIX CITY	WVWR	1
RUSSELLVILLE	WCRI	2
SCOTTSBORO	WMLS	6
SYLACAUGA	WTLS	6
TALLASSEE	WTUS	36
TUSKEGEE		

ARIZONA

FLAGSTAFF	KGPH	7
GLENDALE	KRUX	11

ARKANSAS

ARKADELPHIA	WTRC	1
CROSSETT	KAGH	1
EL DORADO	KDMS	3
FAYETTEVILLE	KGRH	3
FORT SMITH	KFPW	3
	KWIX	6
HELENA	KFFA	35
HOT SPRINGS	KWFC	6
LITTLE ROCK	KGHI	10‡
	KTHIS	4
	KXLR	25
MAGNOLIA	KYMA	9
MALVERN	KDAS	3
McGEHEE	KUSA	6
MORRILTON	KVOM	3
NEWPORT	KNBY	5
OSCEOLA	KOSE	6
PINE BLUFF	KCLA	10
	KOTN	12
WARREN	KWRF	2

CALIFORNIA

BAKERSFIELD	KBIS	17
BERKELEY	KRE	20
BLYTHE	KYOR	1
BURBANK	KBLA	3
FRESNO	KGST	14
	KVIJ	1
LONG BEACH	KFOX	28
	KGER	10
LOS ANGELES	KFI	1
See Long Beach, Pasadena, Santa Monica	KFYD	19
	KGFJ	18
	KPOL	6



TOP PERSONALITIES that REACH, SELL
Los Angeles BIG
350,000
NEGRO MARKET

JOE ADAMS

Los Angeles' Top
Negro Disc Jockey
(also Negro Spiritu-
als) now in his 7th
successful year.



**LILLIAN
RANDOLPH**

Famed Negro Star
of Radio, TV and
Movies... daily
stars on her own
Variety Show.



**CHESTER
WASHINGTON**

West Coast Editor
and Sports Chief of
Pittsburgh Courier,
features News and
Sports Program.



from the most powerful
"SPECIALIZED PROGRAMMING"
station in the West



10,000 WATTS

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

National Representatives:

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

GEORGE A. BARON, Gen'l Mgr.

NAPA	KFON	5
OAKLAND	KLX	2
	KROW	12
	KWBR	73‡
PASADENA	KALI	21
	KWKW	6‡
PITTSBURG	KECC	1
SAN BERNARDINO	KCSB	7
	KRNO	12
SAN FRANCISCO	KSAN	115
<small>See Oakland, Pittsburg, San Jose</small>		
SAN JOSE	KLOK	1
SAN RAFAEL	KTIM	5
SANTA MONICA	KOWL	29
STOCKTON	KSTN	2
	KYOB	2
VALLEJO	KGYW	6

COLORADO

DENVER	KLIR	1/2
	KTLN	10
	KVOD	1/2
ENGLEWOOD	KGMC	3

CONNECTICUT

NORWALK	WNLK	1
STAMFORD	WSTC	2
WATERBURY	WATR	12

DELAWARE

WILMINGTON	WAMS	21
	WILM	12

DISTRICT OF COLUMBIA

WASHINGTON	WOL	6
	W'OOK	133*‡
<small>See Annapolis & Bethesda, Md.</small>	W'WDC	12

FLORIDA

CLEARWATER	WTAV	1
COCOA	WKKO	3
DADE CITY	WDCF	5
FT. LAUDERDALE	WTFL	20
FORT PIERCE	WARN	11
GAINESVILLE	WDH	6
	WGCG	5
HOLLYWOOD	WGMA	15
JACKSONVILLE	WOBS	44‡
	WRHC	36
KISSIMMEE	WRWB	4
LAKE CITY	WDSR	4
LAKELAND	WONN	3
MIAMI	WFEC	81*
	WHM	81*‡
	WHIE	22
	WHPB	19
MILTON	WEBY	2
NEW SMYRNA BEACH	WSBB	7
OCALA	WTMC	3
ORLANDO	WABR	15
	WHOO	7
	WROZ	1/2
	W'WPF	6
PALATKA	WPCF	3
PANAMA CITY	WCOA	3
PENSACOLA	WPLA	1
PLANT CITY	WSTN	9
ST. AUGUSTINE	WTRR	7
SANFORD	WKXY	1/2
SARASOTA	WMEN	14
TALLAHASSEE	WEBK	12‡
TAMPA	WHBO	10
	W'WOK	90*
VERO BEACH	WNTM	3
W. PALM BEACH	WIRK	12
	WJNO	5
WINTER HAVEN	WSIR	5

WBCO

BIRMINGHAM'S ONLY

FULL TIME

ALL NEGRO

Radio Station

1450 ON YOUR DIAL

WBCO serves 45% of Birmingham's population—250 thousand Negroes—18 hours a day.


- ★ MERCHANDISING
- ★ PROMOTION
- ★ AIR PERSONALITIES

National Representative — Forjoe and Co.
Southern Representative — Dora-Clayton, Inc.


WBCO

Birmingham and Bessemer, Alabama

J. E. Lanier, President
Eugene P. Weil, Manager




—the ONLY medium dominating the 165,000 San Francisco Area Negro Market—spending 1 million dollars daily.*




**“JUMPIN’ GEORGE”
OXFORD**

“Jumpin’ George” unquestionably the number-one Bay Area Negro appeal personality. George sells twice as many national and regional accounts to the San Francisco Area Negro market than any other Negro appeal disc jockey.



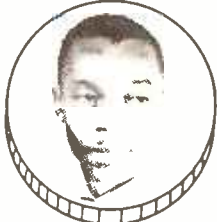
JACKIE FORD

Jaekie has been acclaimed by Negro magazines as the number-one feminine personality on the Pacific Coast. She offers the only disc jockey, woman-interest show to Bay Area Negro homes.



**“JOLLY JOE”
CARTHENS**

“Jolly Joe” has his own loyal following. He holds—and sells them with an effective formula of Negro appeal programming: spirituals, rhythm and blues shows.



WALLY RAY

Here’s Mister Satin Voice himself. Smooth delivery coupled with a large audience puts Wally’s shows among the top rated programs in the Bay Area Negro community.

*The San Francisco Negro market has a daily earning power of \$991,000 and the third largest per capita Negro median income in the U. S. KSAN dominates this big, buying market with more Negro programming than any other station in the West—105 hours a week! You buy

KSAN Studio and Office — 1355 Market Street • San Francisco, Calif.

When you buy "Fabulous New Orleans" ... Buy WMRY for *Fabulous* results!

During 34 daytime quarter-hours of competitive Negro programming, WMRY leads in New Orleans Negro Homes by 9-to-1.*

In its full broadcasting period of 44 quarter-hours, WMRY leads all stations in Negro Homes in this area by 7-to-1.*

*Pulse New Orleans Negro Home Survey
Nov.-Dec., 1954.

**U. S. 1950 Census projected 12.1% by
N. O. Chamber of Commerce.

NO WONDER WMRY delivers fabulous results. It's the only All-Negro station in the fast-growing, potent metropolitan New Orleans Negro Market. Also, WMRY is beamed exclusively to 226,530** Negro persons in the city area, and well over a half-million Negro listeners alone in the wide WMRY coverage area.

Mort Silverman, Gen. Mgr.

600KC THE SEPIA STATION

WMRY

NEW ORLEANS LA

Represented Nationally by Gill-Perna, Inc.

GEORGIA

ALBANY	WJAZ	30
AMERICUS	WDEC	11
ATHENS	WRFC	6
ATLANTA	WAOK	140*
<small>See Decatur</small>	WBGE	36
	WERD	86
AUGUSTA	WALG	10‡
	WBBQ	9
	WBLA	6
	WGAC	1
BAINBRIDGE	WVGR	7
BURNSWICK	WVOG	6
CAIRO	WGRA	6
COLUMBUS	WDAK	15
<small>See Phenix City, Ala</small>	WGBA	17
COVINGTON	WGES	8
DECATUR	WEAS	25
DOUGLAS	WDMG	1
DUBLIN	WMLT	6
FITZGERALD	WBIB	6
GAINESVILLE	WDUN	6
GRIFFIN	WHIE	11
	WRIT	11
LA GRANGE	WLAG	7
	WTRP	6
Macon	WBML	10
	WIBB	30
NEWMAN	WCOH	2
ROME	WLAQ	9
SALANNAH	WCCP	12
	WJIV	25‡
	WSAV	3
THOMASVILLE	WPAY	7
TIFTON	WVGS	5
VALDOSTA	WCAF	3
WAYCROSS	WACL	14
	WAYX	7
WINDER	WIMO	6

ILLINOIS

BELLEVILLE	WIBI	1
CAIRO	WKRO	1
CHICAGO	WAAF	15
	WGES	58‡
	WGN	7
	WSBC	20
EAST ST. LOUIS	WTMI	24
JOLIET	WJOL	1
METROPOLIS	WVOK	2
OAK PARK	WOPA	23
URBANA	WKID	4

INDIANA

BEDFORD	WBIW	3
EVANSVILLE	WJPS	3
FT. WAYNE	WANE	1
GARY	WVCA	24
HAMMOND	WJOB	24
MICHIGAN CITY	WIMS	5
SOUTH BEND	WJVA	1

IOWA

DES MOINES	KWDM	8
------------	------	---

KANSAS

WICHITA	KANS	2
---------	------	---

KENTUCKY

ASHLAND	WFKO	7
CAMPBELLVILLE	WTCO	2
BOWLING GREEN	WLJB	10
COLUMBIA	WAIN	1
COVINGTON	WZIP	14
CUMBERLAND	WCPM	5
FRANKFORT	WFKY	3
FULTON	WFUL	7
LEXINGTON	WLAP	1
	WLEX	5
LOUISVILLE	WINN	2
	WLOU	76*‡
MADISONVILLE	WFMW	5
MIDDLESBORO	WMIK	4
WINCHESTER	WVKY	1

LOUISIANA

ALEXANDRIA	KSYL	18
BATON ROUGE	WIBR	16
	WVOK	52
DE RIDDER	KDLA	6
HAMMOND	WHHL	3
HOUMA	KCIL	6
LAFAYETTE	KVOL	1
LAKE CHARLES	KAOK	22
MANSFIELD	KDBC	8
MINDEN	KAPK	2
MONROE	KLIC	10
	KMLB	2
	KNOE	6
MORGAN CITY	KMRC	14
NEW IBERIA	KVIM	5
NEW ORLEANS	WBOK	60
	WMRY	86*‡
	WWEZ	126*
OAKDALE	KREH	7
OPELOUSAS	KSLO	7
SHREVEPORT	KANV	84*
	KENT	10‡
	KWKH	6

There's only
ONE Station in the
**TAMPA-ST. PETERSBURG
BAY AREA**

that programs exclusively
for the

NEGRO MARKET!

WIOK-Tampa

1150 KC—1000 watts

with

**ALL-NEGRO
PERSONALITIES**

Can be bought in
combination with

(WSOK-Nashville)

Represented by

FORJOE and DORA CLAYTON

ATTENTION, RADIO SPONSORS

NOW YOU CAN REACH
 THAT BIG RICH
 CHICAGO BILLION DOLLAR
 NEGRO MARKET
721,500
 LATEST FIGURES
"JAM WITH SAM"



The disk jockey show that is the talk of the town

Monday Thru Saturday—
 9:30 P.M.-12:00 M.

WGES—5,000 Watts —
 1390 Kc.

PARTIAL LIST OF SPONSORS
 ARMOUR—Carnation—Coca-Cola
 Ebony Magazine—Illinois Bell
 Telephone—Lucky Strike
 Miller High Life

WRITE, WIRE OR PHONE FOR
 AVAILABILITIES

SAM EVANS PRODUCTIONS

203 N. Wabash Ave., Chicago, Ill.
 Phone Dearborn 2-0664

Sell The Rich Negro Market Of— SHREVEPORT, La.

&

Ark-La-Tex Area

175,000 Negro Pop.

Approx. 40% of Total.

K A N V

*Rated 3rd. Place (13.9)

8 A.M.-12 N. Mon.-Sat.

Rated 4th. Place (13.3)

12 N.-6 P.M. Mon.-Sat.

*Jan. 55' Hooper.

Popular Air-Personnel

6-Men & 2-Women.

4 Hrs. Spirituals & Gospels

6 Hrs. Blues, Jazz, Pop & Bop.

3-¼ Hr. News & Sports

1050 KC.-250W.-DT.

Reps: Dora-Clayton, S.E.

Clyde Melville, S.W.

United Broadcasting Co. N.&E.

Harlan Oakes, West Coast.

MARYLAND

ANNAPOLIS	WANN	81*
	WNAV	8
BALTIMORE	WBAL	12
	WTH	19
	WSID	54½
BETHESDA	WUST	70*
HAVRE DE GRACE	WASA	2
LXINGTON PARK	WPTX	2

MASSACHUSETTS

BOSTON	WBMS	18½
	WYOM	5
SPRINGFIELD	WJKO	7

MICHIGAN

ANN ARBOR	WHRV	3
	WPAG	3
BENTON HARBOR	WIFB	2
BIG RAPIDS	WBRN	2
DETROIT	CKLW	2
	WJLB	46½
	WXYZ	18
FLINT	WMRP	16
GRAND RAPIDS	WJEF	1
	WLAV	3
MUSKEGON	WMUS	1½
PONTIAC	WPON	1
PORT HURON	WHLS	2
SAGINAW	W SGW	3

MISSISSIPPI

ABERDEEN	WMPA	6
BOONEVILLE	WBIP	6
CANTON	WDOB	10
CENTERVILLE	WGLC	5
CLARKSDALE	WROY	21
CLEVELAND	WGLD	18
COLUMBIA	WCJU	1
COLUMBUS	WACR	6
GREENVILLE	WGM	35
GRENADA	WNAG	12
GULFPORT	WGCM	5
HATTIESBURG	WBKH	6
	WHISY	5
HAZLEHURST	WMDG	8
INDIANOLA	WVLA	6
JACKSON	WJNY	15
	WOKJ	81*
	WRBC	28½
LAUREL	WLAU	8
LOUISVILLE	WLSM	10
MERIDIAN	WMOX	10
	WTOK	5
PHILADELPHIA	WHOC	6
TUPELO	WELO	2
WAYNESBORO	WABO	1
WEST POINT	WROB	8

MISSOURI

CHARLESTON	KCHR	8
KANSAS CITY	KMBC	2
	KPRS	81*½
	KUDL	7
ST. LOUIS	KSTL	18½
	KXLW	53
	KXOK	½

NEVADA

LAS VEGAS	KLAS	2
	KORK	2
RENO	KWRN	1

W O O K

WASHINGTON, D. C.

W S I D

BALTIMORE, MD.

W J M O

CLEVELAND, OHIO

W A N T

RICHMOND, VA.

THE
 BIG

4

TO SEW UP

THE VAST, PROFITABLE

NEGRO MARKETS

OF

WASHINGTON • BALTIMORE

CLEVELAND • RICHMOND

REACHING OVER

• 1,500,000 NEGROES •

WRBC

JACKSON MISS.

Selling
27 counties
352, 138 Negro
population

all-afternoon
programming to
the Negro audience
at

5000 WATTS

Featuring

"The Ole Hep Cat"

6 years with
his Gospel Music and
Rhythm & Blues
and the

Sons Of The South

Nationally known
Gospel Quartet
4 years on WRBC for
Gold Medal Flow

WRBC

JACKSON MISSISSIPPI

For the facts ask
The Branham Company

NEW JERSEY

ASBURY PARK	WJLK	2
ATLANTIC CITY	WFPG	3
	WMID	6
BRIDGETON	W'SNJ	1
CAMDEN	W'CAM	71
NEWARK	W'AAT	14
	W'HBI	20
	W'NJR	130*
TRENTON	W'BUD	16
	W'TNJ	3

NEW YORK

BINGHAMTON	W'INR	1
BUFFALO	W'GR	34
	W'KBW	4
BUFFALO-KENMORE	W'XRA	1
CORNING	W'CLI	1 1/2
ELMIRA	W'ELM	1 1/2
KENMORE	W'XRA	1
KINGSTON	W'KNY	1
NEW YORK	W'ABC	1 1/2
See Newark, N. J.	W'EID	1
	W'HOM	20
	W'LIB	66
	W'OI	60 1/2
	W'WRL	51
NIAGARA FALLS	W'JL	8
PATCHOGUE	W'ALK	2
ROCHESTER	W'SAY	2

NORTH CAROLINA

ASHEVILLE	W'SKY	20
BURLINGTON	W'BBB	5
	W'FNS	4
CHARLOTTE	W'GH	58 1/2
	W'WOK	45
DUNN	W'CKB	3
DRHAM	W'DNC	11
	W'SRC	86*
	W'SSB	24
	W'TIK	7
ELIZABETH CITY	W'GAI	3
FAYETTEVILLE	W'FAI	17
	W'FLB	15
	W'FNC	13
GOLDSBORO	W'FMC	10
GREENVILLE	W'GTC	5
HENDERSON	W'HNC	11
HIGH POINT	W'HPE	7
	W'MFR	3
	W'NOS	21
JACKSONVILLE	W'JNC	1 1/2
KINGS MOUNTAIN	W'KMT	7
KINSTON	W'ELS	15
	W'FTC	6
LAURINBURG	W'WFO	5
LINCOLNTON	W'LOV	1
LUMBERTON	W'AGR	3
MOUNT AIRY	W'SYD	3
NEW BERN	W'HIT	3
	W'OOV	6
N. WILKESBORO	W'KBC	3
RALEIGH	W'Y10	10
	W'RAL	9
REIDSVILLE	W'FRC	6
	W'REV	7
ROCKY MOUNT	W'CEC	8
ROXBORO	W'RAO	1
SALISBURY	W'SAT	16
SAYFORD	W'WGP	7
SILER CITY	W'VCA	5
SMITHFIELD	W'MPM	1
SO. THERY PINES	W'EEB	17
TARBORO	W'CPS	15
TRYON	W'TYN	7
WADESBORO	W'ADE	40
WALLACE	W'USE	6
WASHINGTON	W'HED	3
	W'RRF	6
WHITESVILLE	W'ENC	11

WNJR

NEWARK

5000 WATTS FULL TIME 1430 KC



SLIM GAILLARD



RAMON BRUCE



GEORGE HUDSON



ZENAS SEARS



HUNTER HANCOCK



JOCKO MAXWELL



HAL WADE



CHARLES GREEN

AMERICA'S GREATEST
RHYTHM and BLUES
STATION

WWRL

NEW YORK

HAS THE LARGEST AUDIENCE IN 3 MARKETS

NEGRO SPANISH GERMAN

1,045,000

738,000

902,000

CUSTOMERS FOR 9¢ PER THOUSAND

5,000 WATTS

DEfender 5-1600

WHOD

PITTSBURGH'S PIONEER NEGRO STATION



MARY DEE

In 1948 Mary Dee became Pittsburgh's first Negro radio personality. In seven years her program has grown to four hours. Mary broadcasts from a show window in Pittsburgh's "Harlem" where thousands see her every day.

7-8:30 A.M. daily
2-4:30 P.M. daily



MAL GOODE

Mal Goode comes to WHOD from the "Pittsburgh Courier." He presents four newscasts daily with emphasis on news of special interest to Negroes.

8 A.M.-3 P.M.-4:15-5 P.M. daily

Courier Women's Page of the Air

8:30-9:00 A.M. daily



TOKI SCHALK JOHNSON
WOMEN'S Editor of The
PITTSBURGH Courier.

AND



HAZEL GARLAND, associate editor of
The Courier magazine.

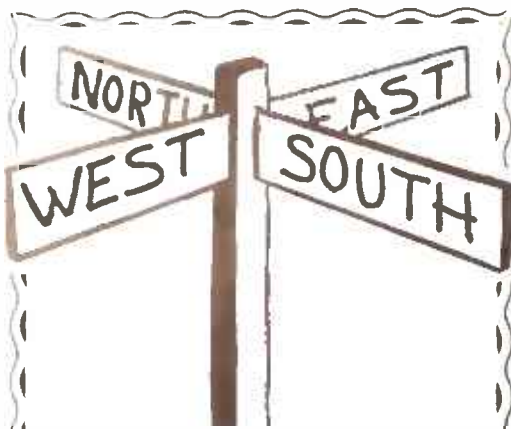
NAT'L REP — FORJOE



WALT HARPER

Walt Harper is Pittsburgh's best known band leader. His knowledge of music and personal friendship with the biggest names in the music world gives his chatter between records a unique appeal.

4:30-6:00 daily



**IN PHILADELPHIA
ALL ROADS
LEAD TO THE**

NEW WHAT

WHAT HAS JUST
ERECTED THE
HIGHEST A - M
NON - DIRECTIONAL
RADIO TOWER
IN PHILADELPHIA

WHAT NOW OF-
FERS ADVERTISERS
THE MOST EXTEN-
SIVE COVERAGE IN
METROPOLITAN
PHILADELPHIA AND
SUBURBAN AREAS.

WHAT IS THE
ONLY STATION
THAT DEVOTES
MORE HOURS TO
NEGRO PROGRAMS
THAN ANY OTHER
STATION IN THIS
AREA.

FOR TOP RADIO
ENTERTAINMENT -
TO REACH THE
LARGE NEGRO POP-
ULATION IN PHILA-
DELPHIA, YOU NEED

WHAT

1340 AM - 250 WATTS
105.3 FM, 10,000 WATTS
INDIE SALES, NEW YORK REPS.

NORTH CAROLINA (cont.)

WILLIAMSTON	WIAM	10
WILMINGTON	WGM	3
WILSON	WLOT	14
WINSTON-SALEM	WAAA	84
	W AIR	7

OHIO

AKRON	W ADC	2
	W AKR	1
CHILlicoTHE	W BEX	3
CINCINNATI	W CIN	81*‡
	W SAI	16
CLEVELAND	W JMO	75‡
	W JH	17
	W SRS	20
COLUMBUS	W COL	1
	W HKC	3
	W KO	12
EAST LIVERPOOL	W OH	3
FOSTORIA	W FOB	2
GALLIPOLIS	W JEH	3
HAMILTON	W MOH	1/2
SPRINGFIELD	W IZE	3
STUBENVILLE	W STV	1/2
TOLEDO	W SPD	3
	W TOD	1
WARREN	W HHH	10

OKLAHOMA

ARDMORE	KFSO	1
LAWTON	KSWO	3
MUSKOGEE	KBIX	8
	KMUS	10
OKLAHOMA CITY	KBYE	2‡
OKMULGEE	KIBG	9
SHAWNEE	KGFF	5
WFOKA	KWSH	X

PENNSYLVANIA

BEAVER FALLS	WBIP	3
BETHLEHEM	WGPA	1
CHESTER	WDRF	18
COATESVILLE	W COJ	2
ERIE	WERC	1/2
	WJET	1
	WLEU	5
FARRELL	WFAR	2
HARRISBURG	WCMB	1/2
JOHNSTOWN	WARD	2
PHILADELPHIA	WDAS	90
	WLAT	90
	WIMJ	7
PITTSBURGH	WHOD	52‡
	WILY	60
	WPIT	3
READING	WEEU	1/2
SCRANTON	WARM	1/2

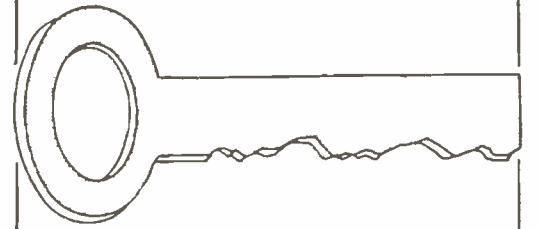
RHODE ISLAND

NEWPORT	WADK	3
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SOUTH CAROLINA

Aiken	WAKV	3
ANDERSON	WAIM	4
	WANS	3
BARWELL	WBAW	7
BEAUFORT	WBEU	7
BENNETTSVILLE	WBSC	11
BISHOPVILLE	WAGS	9
CAMDEN	WACA	5
CHARLESTON	WCSA	1
	W PAL	55‡
	W TMA	3
	W TSN	50
CHERAW	WCRE	5

THERE'S ONLY ONE



Yes, The only KEY to the
Tremendously Large and Rich
NEGRO MARKET of

DURHAM, RALEIGH

And Eastern North Carolina

is

WSRC

Durham, N. C.

1410 Kc • 1000 Watts

"Only station in Eastern North
Carolina programming exclusively
to this great Negro Market."
Over 200,000 Negroes with the
highest income per capita of any
area in America.

These Top Personalities rule the
Roost in Eastern North Carolina

★ HONEYBOY FORD

★ NORFLEY WHITTED

★ DELORES JONES

★ DR. JIVE

For a look at our PULSE ratings and
the complete WSRC story—Write,
Wire or Phone John C. Greene, Jr.,
Mgr. or Contact our Reps.
Nationally—RAMBEAU
Southeastern—DORA-CLAYTON

COLUMBIA	WCOS	16‡
	WIS	3
	WISC	7
	WOIC	63
FLORENCE	WJMX	5
	WOLS	9
GREENVILLE	WAKE	6
	WESC	10‡
GREENWOOD	WCRS	3
	WGSW	10
GREER	WEAB	3
NEWBERRY	WKDK	12
ORANGEBURG	WDIX	8
	WTND	11
ROCK HILL	WRII	2
	WTYC	11
SPARTANBURG	WJAN	6
	WORD	3
SUMTER	WSSC	30
UNION	WBCU	3
WALTERBORO	WALD	6

TENNESSEE

CHATTANOOGA	WAPO	9
	WDXB	12
	WMFS	91*
CLARKSVILLE	WJZM	6
COLUMBIA	WKRM	2
FRANKLIN	WAGG	7
GALLATIN	WHIN	3
JACKSON	WDXI	21
JOHNSON CITY	WETB	1
KNOXVILLE	WIVK	8‡
	WKGK	10
LEWISBURG	WJIM	3
LEXINGTON	WDXL	1
MARYVILLE	WGAP	5
McMINNVILLE	WMMT	2
MEMPHIS	KWEM	31
	WCBR	84*
	WDIA	140*‡
	WHBO	18
	WHHM	22
	WUPS	1/2
NASHVILLE	WKDA	3
	WLAC	38
	WSOK	84*‡
OAK RIDGE	WATO	1

TEXAS

ABILENE	KRBC	1/2
	KWKC	1
ATHENS	KBU'D	1
ATLANTA	KALT	2
AUSTIN	KTXN	23
BAY CITY	KIOX	6
BAYTOWN	KREL	63
BEAUMONT	KIET	84*
	KRIC	14
	KTRM	6
BEEVILLE	KIBL	1
BRENHAM	KWHI	1/2
COLLEGE STATION	WTAW	5
CONROE	KMCO	6
CORPUS CHRISTI	KWBU	6
CORSICANA	KAND	6
CROCKETT	KIVY	7
DALLAS	KGKO	1
	KLIF	18
	KSKY	21
	WRR	6
DENISON	KDSX	6
EL CAMPO	KULP	4
FORT WORTH	KCNC	11
	KNOK	67‡
FREEMONT	KBRZ	1
GALVESTON	KGBC	23
CONZALES	KCTI	1
GREENVILLE	KGVL	4

COVERS

1/10 AMERICA'S NEGRO POPULATION

WDIA

50,000 WATTS

broadcasting exclusively to 1,466,618 Negroes— never reached before. Top Hooper and Pulse rated Station in the Memphis Market!

Write now for "Golden Market" Survey, WDIA, Memphis

Represented by JOHN E. PEARSON CO. DORA-CLAYTON AGENCY, SOUTHEAST

WMRY
NEW ORLEANS

KNOK
FT. WORTH-DALLAS
formerly KWBC

KCOH
HOUSTON

1 order delivers the Negro Population of the South's **3** Largest Markets ...cuts cost, too!



Gill-Perno, Inc., Nat'l Representatives
Lee F. O'Connell, West Coast

HOUSTON	KCOH	100*‡
	KVUZ	12
	KPRC	6
	KYOK	42
HUNTSVILLE	KSAM	6
LONGVIEW	KLTI	6
LUFKIN	KTRF	1
MARLIN	KMLW	3
MARSHALL	KHHT	6
MIDLAND	KJBC	7
MOUNT PLEASANT	KIMP	3
NAGADOCHES	KSFA	1 1/2
ORANGE	KOGT	5
PALESTINE	KVET	1 1/2
PASADENA	KLVL	21
ROSENBERG	KFRD	1
SAN ANTONIO	KCOR	9
	KVAC	12
SEGUY	KWED	2
SILAMROCK	KEVA	2
SHERMAN	KRRU	1 1/2
SINTON	KAVY	1
SWEETWATER	KXOX	1
TEMPLE	KTEM	5
TERRELL	KTER	1
TEXARKANA	KTFS	2
TEXAS CITY	KTLW	30
TYLER	KGKB	1 1/2
	KTBB	6
UTAH	KLOU	3
UTAH	KLOG	1 1/2

UTAH

VIRGINIA

OGDEN	KLOG	1 1/2
ARLINGTON	W'ARL	1 1/2
BEDFORD	W'BLT	3
BLACKTONE	W'KLV	9
CLIFTON FORGE	W'CFV	2
CREWE	W'SFS	7
CULPEPER	W'CLA	1 1/2
DANVILLE	W'DVA	3

There's only **ONE** Station in the **MIDDLE TENNESSEE AREA** that programs exclusively for the **NEGRO MARKET!**

WSOK-Nashville
1470 KC—1000 watts
with

ALL-NEGRO PERSONALITIES

Can be bought in combination with

(WIOK-Tampa)

Represented by

FORJOE and DORA CLAYTON

KPRC SELLS THE HOUSTON GULF COAST NEGRO POPULATION...TOO!

1/4 hour firsts	
KPRC	21
Station B	9
Station C	5
Station D	5

*Houston Negro Pulse, Winter 1953-1954

With more quarter-hour firsts than all other stations combined,* KPRC remains your best selling tool for reaching the estimated 200,000 Negro population as well as the rest of the entire 3 billion dollar market. Reach them . . . sell them . . . and re-sell them via Houston's first station, KPRC.



HOUSTON

NBC & TQN on the Gulf Coast
JACK HARRIS, Vice President and General Manager
Nationally Represented by EDWARD PETRY & CO.

WOKJ
Captures
45%
of Mississippi's
#1 MARKET

Representing
72,066 Negroes in the
Jackson Metropolitan Area

see
Joe McGillvra
 for the WOKJ Story

Mississippi's only 100% Negro
 Program Station

1000 watts 1590 kc

FARMVILLE	WFLO	9
FRONT ROYAL	WFTR	2
HOPEWELL	WHAP	6
NORFOLK	WLOW	46
	WRAP	126+ [±]
ORANGE	WJMA	4
RADFORD	WRAD	2
RICHMOND	WANT	81* [†]
	WLEE	10
	WRNL	1
	WNGI	4
ROANOKE	WROY	6
SOUTH BOSTON	WHLF	6
WYTHEVILLE	WYVE	1

WASHINGTON

KIRKLAND	KVBY	2
SEATTLE	KING	1/2
	KTF	1/2
TACOMA	KTAC	5

WEST VIRGINIA

BECKLEY	WJLS	1
	WVNR	1
CHARLESTON	WCHS	2
	WGKY	3
MATEWAN	WHJC	1 1/4
OAK HILL	WOAY	6
WELCH	WBRW	X

WISCONSIN

KENOSHA	WLIP	2
MILWAUKEE	WCAN	6
	WMIL	6
	WOKY	15

PUERTO RICO

MAYAGUEZ	WAEL	8
----------	------	---

DAILY
D/C CONTACT
DOUBLE
D/C COOPERATION

Agencies, advertisers, and stations
 have come to depend on the accurate,
 experienced know-how offered by our
 efficient DORA-CLAYTON staff.

We strive to render quick, depend-
 able service for all types and sizes of
 radio and television schedules.

You, too, can count on us for . . .

- D/C MARKET DATA**
- D/C COVERAGE FACTS**
- D/C EXPERIENCED ADVICE**
- D/C DILIGENT EFFORTS**
- D/C ACCURATE AVAILABILITIES**

call, wire, or write
 for full reliable
 information

DORA—
D/C LAYTON
 Agency Incorporated
 Regional Representatives for
 Radio & TV Stations

502 Mortgage Guarantee Bldg.
 ALpine 7841 Atlanta, Ga.

WCBR . . . MEMPHIS'
FASTEST GROWING STATION

From Beale Street . . .

Where Handy Wrote The Blues!

Serving the 250,000 Plus Negroes in the
 Greater Memphis Trade Area with
 Rhythm, Blues, Spirituals and News.

WCBR maintains full promotion
 and merchandising departments with
 close cooperation at retailer level for
 point of sale impact.

WCBR is First Station in Mem-
 phis to broadcast with 97% of produc-
 tion, programming, sales, and executive
 staff Negroes working for the enjoyment
 of Negroes.

WCBR | 1,000 WATTS
 DAYTIME STATION
 AT 1480

For Availabilities, Wire or Call
 W. M. H. Smith, General Manager

in fort worth—dallas
KWBC
 has changed its name to . . .
KNOK
 ing on the doors
 of 300,000 Negroes and 85,
 000 Latin Americans every
 day—not to mention a large
 bonus non-racial audience.
KNOK
 ing out the very
 best and latest in rhythm
 and blues, spirituals and
 home-grown news.
KNOK
 ing ourselves out
 for our sponsors in good pro-
 gramming and aggressive
 merchandising every day.
JACK FLOOD
 Gill Perna-National Representatives
 Lee F. O'Connell-West Coast
KWBC Now KNOK

popular music



note

See radio master directory for popular music hours for stations with less than 75 hours a week in this category

Popular music and news continue in high favor as a programming formula by just about all stations responding to the Buyers' Guide questionnaire. Heavy emphasis on this programming category is placed by 92% of the respondents this year as against 88% in 1954. An increasing number of stations are relying on this technique exclusively. The 250 stations listed here program 10 or more hours per day of popular music for a total of 75 hours per week minimum. That is 12% of the total respondents. In 1954 total number of stations reporting 75 or more hours per week of popular music was 131 or 8% of the respondents. While the trend is more pronounced in the larger metropolitan areas, it continues strong also in smaller communities. Music formats reported vary by geographical areas covered and by audience acceptance sought. For full list of station respondents reporting weekly hours of popular music programming, and transcription library services subscribers, please refer to master directory.



5 big reasons

FOR INTENSE COVERAGE AND AUDIENCE ACCEPTANCE

KLAC

570 ON THE RADIO DIAL

First on the dial in Southern California
 First in audience* in greater Los Angeles
 First in choice of national advertisers

President and General Manager, M. W. Hall
 General Sales Manager, Felix Adams
 Represented nationally by Adam J. Young Jr., Inc.

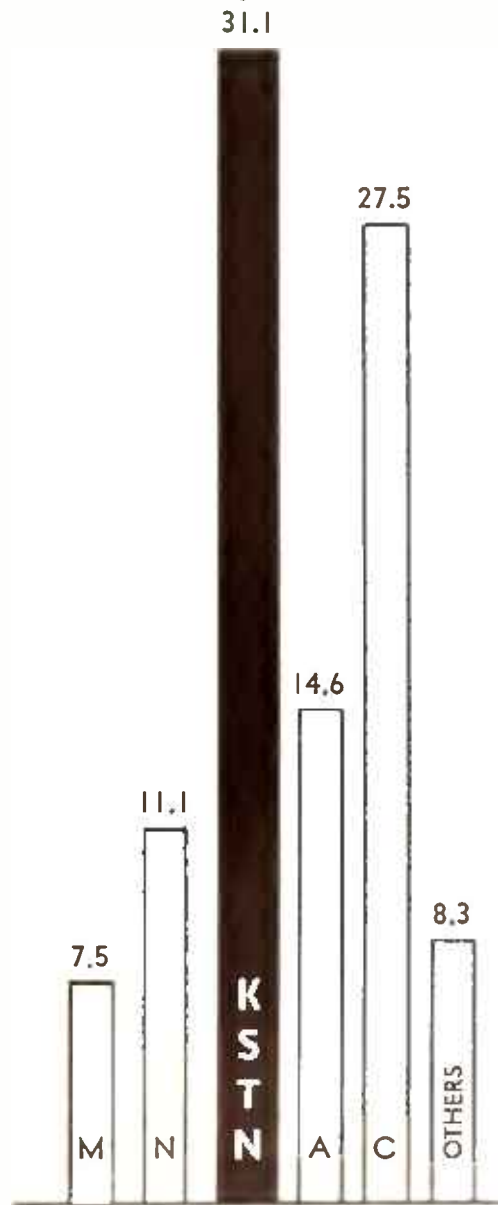
* KLAC consistently tops all independents, Hooper, 1953 through 1954; December, 1954, Nielsen, ranks KLAC third among all stations including networks.

ALABAMA		
MOBILE	WABB	98
ARIZONA		
PHOENIX	KOMI	78
	KOY	108
	KRIZ	122
YUMA	KYMA	90
CALIFORNIA		
AVALON	KBIG	77
BAKERSFIELD	KBIS	135
BURBANK	KBLA	96
CORONA	KBUC	115
CRESCENT CITY	KCRE	80
FRESNO	KBIF	81
	KMAK	117
GLENDALE	KUTE	84
LOS ANGELES	KFWB	134
	KGFJ	108
	KLAC	124
	KMPC	106
OAKLAND	KLX	75
	KROW	143
ORVILLE	KMOR	75
POMONA	KPMO	94
REDDING	KSDA	92
REDLANDS	KCAL	82
RIVERSIDE	KPRO	120
SAN BERNARDINO	KCSB	91
SAN DIEGO	KCBQ	80
	KSDO	113
SAN FRANCISCO	KSFO	130
	KYA	98
SAN JOSE	KEEN	120
	KSJO	112
	KXRX	152
SANTA ANA	KVOE	111
SANTA CRUZ	KSCO	83
SANTA MARIA	KSMA	80
STOCKTON	KSTV	132
COLORADO		
COLORADO SPRINGS	KWBY	94
DENVER	KMYR	98
	KTLN	110

CONNECTICUT		
BRIDGEPORT	WICC	1
	WVAB	76
NORWICH	WICH	90
DELAWARE		
WILMINGTON	WAMS	85
DISTRICT OF COLUMBIA		
WASHINGTON	WOL	98
	WVDC	101
FLORIDA		
JACKSONVILLE	WMBR	79
MIAMI	WFPB	117
ORLANDO	WLOF	112
GEORGIA		
ATLANTA	WBGE	90
MACON	WVEX	100
ILLINOIS		
CHICAGO	WIND	142
	WTAQ	86
KEWANEE	WKEI	75
MARION	WGGH	75
INDIANA		
EVANSVILLE	WIKY	75
GARY	WVCA	96
IOWA		
CEDAR RAPIDS	KPIG	130
DES MOINES	KCBC	164
	KIOA	86
OTTUMWA	KLEE	80
SIOUX CITY	KTRI	110
SPENCER	KICD	75
KANSAS		
ATCHISON	KARE	85
KANSAS CITY	KCKN	100
PITTSBURG	KSEK	89
TOPEKA	KJAY	90
	KTOP	80
WICHITA	KAKE	75
	KWBB	76
LOUISIANA		
BATON ROUGE	WVLS	77
LAFAYETTE	KLFY	80
MORGAN CITY	KMRC	81
NEW IBERIA	KANE	78
NEW ORLEANS	WJBW	121
	WTIX	168
SHREVEPORT	KJOE	77
MAINE		
BANGOR	WABI	80
MARYLAND		
ANNAPOLIS	WNAV	90
BALTIMORE	WTH	120
	WFIN	89
CAMBRIDGE	WCEM	99
MASSACHUSETTS		
ATTLEBORO	WARA	75
BOSTON	WCOP	75
	WHDH	103
FALL RIVER	WSAR	105
FRAMINGHAM	WKOX	82
HAVERHILL	WHAV	120
LAWRENCE	WCCM	75
NEW BEDFORD	WBSM	83
NORTHAMPTON	WHMP	96
WEST SPRINGFIELD	WTXL	90
WORCESTER	WNEB	100
MICHIGAN		
COLDWATER	WTVB	80
DEARBORN	WKMH	133
DETROIT	CKLW	86
	WJBK	158

*Stockton's
Most
Listened to
Station*

KSTN



NOVEMBER, 1954, HOOPER
7 a.m. - 7 p.m.

*Music • News
Personalities*

PAYS OFF IN SALES IN
NATION'S 91st MARKET

Represented by Hollingbery

The
big look



is to
KBIS

bakersfield
california

970

DOMINATING CALIFORNIA'S
SOUTHERN SAN JOAQUIN
VALLEY WITH POPULAR MUSIC
AND NEWS 24 HOURS A DAY!

representatives:

SAN FRANCISCO

DAREN McGALREN

NEW YORK

CHICAGO ADAM YOUNG JR.

ST. LOUIS

LOS ANGELES

MICHIGAN (cont.)		
DETROIT	W LDM	100
	W XYZ	85
LIVT	W KMF	150
GRAND RAPIDS	W JFF	76
JACKSON	W IBM	107
KALAMAZOO	W KMI	120
LANSING	W ILS	98
MARINE CITY	W DOG	85
MOUNT PLEASANT	W CEA	80
PONTIAC	W POA	110
MINNESOTA		
MINNEAPOLIS	W LOL	162
	W TCA	119
MISSISSIPPI		
BILOXI	W LOA	93
MISSOURI		
JOPLIN	KFSB	75
KANSAS CITY	KUDL	81
	W HB	155
ST. LOUIS	KFK	85
	W IL	116
NEBRASKA		
LINCOLN	KLMS	106
OMAHA	KOIL	80
	KOWH	82
NEVADA		
RENO	KWRV	79
NEW HAMPSHIRE		
MANCHESTER	W KBR	75
NEW JERSEY		
CAMDEN	W CAM	81
NEWARK	W AAT	86
PLEASANTVILLE	W OVD	83
TRENTON	W BUD	89
WILDFOOD	W CMG	110

NEW MEXICO		
ALBUQUERQUE	KDEF	77
NEW YORK		
AMSTERDAM	W CSS	112
BINGHAMTON	W KOP	80
BUFFALO	W BNY	92
	W EBR	87
CORTLAND	W KRT	90
ELMIRA	W ELM	78
LITTLE FALLS	W LFH	85
NEW ROCHELLE	W NRC	120
NEW YORK	W TNS	125
	W MCA	127
	W MGM	90
	W NEW	114
PATCHOGUE	W ALK	80
ROCHESTER	W SAY	86
SCHENECTADY	W SAY	104
	W OLF	82
OHIO		
AKRON	W ADC	83
CINCINNATI	W CPO	91
CLEVELAND	W DOK	100
	W ERE	75
	W GAR	102
DAYTON	W ONE	100
EAST LIVERPOOL	W OHH	77
FOSTORIA	W FOB	89
LIMA	W LMA	75
STUBENVILLE	W STV	80
OKLAHOMA		
MIAMI	KGLC	75
MUSKOGEE	KMUS	116
OREGON		
CORVALLIS	KCOV	78
	KRUL	96
EUGENE	KORE	75
LEBANON	KCAL	105
MEDFORD	KBOY	83
NEWPORT	KVPT	85
OREGON CITY	KGOV	117
PORTLAND	KEN	75
	KLIQ	77
PORTLAND	KPDQ	77
	KWJJ	83
SALEM	KOCO	81
PENNSYLVANIA		
ALLENTOWN	W AEB	90
CONNELLSVILLE	W CCI	86
FRID	W LEU	80
PHILADELPHIA	KYW	83
	W HAT	120
	W IBG	85
	W IP	110
	W PEN	109
PITTSBURGH	W CAE	100
	W JAS	81
	W KJF	125
POTTSVILLE	W PPA	88
SCRANTON	W ARM	100
SOUTH CAROLINA		
CHARLESTON	W TMI	115
	W USA	100
TENNESSEE		
KNOXVILLE	W KGV	86
MEMPHIS	W DIA	80
	W HBQ	75
	W HMM	109
TEXAS		
AMARILLO	KFDA	91
BEAUMONT	KRIC	80
DALLAS	KGKO	125
	KLIF	131
EL PASO	KELP	131
	KROD	96

FORT WORTH	KXOL	116
GALVESTON	KLI F	85
HOUSTON	KLBS	112
	KXYZ	100
	XEAS	100
LAREDO	KLTI	80
LONGVIEW	KMIH	83
MARSHALL	KOGT	88
ORANGE	KLFL	100
PASADENA	KCOR	85
SAN ANTONIO	KITE	91
	KOXO	89
SINTON	KANN	80
WACO	WACO	90
UTAH		
MURRAY	KMUR	89
OGDEN	KIOG	96
PROVO	KIXX	82
SALT LAKE CITY	KYAK	145
	KUTA	98
VERMONT		
BURLINGTON	W DOT	75
VIRGINIA		
ARLINGTON	W EAM	100
NEWPORT NEWS	W GH	92
NORFOLK	W NOR	168
ROANOKE	W ROV	90
WASHINGTON		
BREMERTON	KBRO	100
KELSO	KLOG	103
REWTON	KLAN	96
SEATTLE	KAYO	134
	KING	101
	KOL	111
SPOKANE	KREM	95
	KSPD	77
SUNNYSIDE	KREB	98
TACOMA	KMO	81
	KTYT	80
WISCONSIN		
LA CROSSE	W LCX	129
LADYSMITH	W LDY	80
MADISON	W ISC	80
	W MFM	100
MILWAUKEE	W OKY	112
	W EMP	113
VEENAH	W NAM	84
OSHKOSH	W OSH	85
GUAM, M. I.		
AGANA	KUAM	80
PUERTO RICO		
CAGUAS	W IFR	95
SAN JUAN	W APA	80
ALBERTA		
EDMONTON	CERA	91
	CHED	135
BRITISH COLUMBIA		
V. WESTMINSTER	CKWH	117
MANITOBA		
DAUPHIN	CKDM	101
WINNIPEG	CIQB	104
	CKRC	79
ONTARIO		
BELLEFILLE	CIBQ	80
HAMILTON	CHML	108
KINGSTON	CKLC	90
OSHAWA	CKLR	77
OTTAWA	CERA	85
	CKOY	100
TORONTO	CKEY	100
	CKFH	100
QUEBEC		
QUEBEC	CKCF	111

KDEF

Albuquerque

FIRST

IN

MUSIC AND NEWS

FIRST

IN

AUDIENCE

(Last Column)

Music All Day Long

News on The Hour

KDEF

1500 K

506 2nd ST., N.W.
ALBUQUERQUE, N. MEX.
Ref. to McGraw

religious & gospel



symbols

* Negro spirituals included

The most significant increase over last year occurred in this category with 83% of Buyers' Guide respondents represented here against 54% in 1954.

And stations scheduling ten hours or more in this category rose from 100 (6%) in 1954 to 373 (17%) in 1955. 40% of these stations are also in the Negro directory while 15% are also on the farm list with 26% appearing on the folk music list as well.



The LEADING RELIGIOUS STATION

IN THE
Los Angeles
AREA

Your message should be heard in this growing area. Join the following nationally known programs in reaching your religious audience.

- Old Fashioned Revival Hour
- Dr. Gordon Palmer
- International Lutheran Hour
- Temple Time
- Southern California Lutheran Hour
- Healing Waters

Call or write for
Program Availabilities

KGER

The Station of the American Home
5000 WATTS

- Los Angeles • 541 South Spring St.
MAdison 5-2551
- Long Beach • 3745 Atlantic Blvd.
Long Beach 407-907

Owned by John Brown Schools of California, Inc.
JOHN E. BROWN, SR., President

Represented Nationally by Gill-Perna, Inc.

ALABAMA		
ALBERTVILLE	WAVU	10
ALEXANDER CITY	WRFS	10
ANNISTON	WHMA	10
AUBURN	WAUD	10
BESSEMER	WBCO	49
BIRMINGHAM	WEDR	24*
	WLBS	21
	WVOK	12
DOTHAN	WFOF	14
EUFULA	WULA	12
FORT PAYNE	WFPA	21
	WZOB	25
GADSDEN	WETO	34
GENEVA	WGEA	18
GUNTERSVILLE	WGSV	10
HALEYVILLE	WJBB	26
HAMILTON	WERH	12
MOBILE	WMOZ	25*
MONTGOMERY	WRMA	30*
PHENIX CITY	WPNX	20*
RUSSELVILLE	WWWR	16
TUSCALOOSA	WNPT	15

ARKANSAS		
BATESVILLE	KBTA	12
FORT SMITH	KWHN	12
HARRISON	KHOZ	10
LITTLE ROCK	KARK	12
	KXLR	10

NEW PORT	KNBY	10
PARAGOULD	KDRS	11
SILOAM SPRINGS	KUOA	18
SPRINGDALE	KBRB	15

CALIFORNIA		
BERKELEY	KRE	32
BISHOP	KIBS	10
BURBANK	KVLA	27
CHICO	KXOC	12
CORONA	KBUC	10
LONG BEACH	KFOX	21*
	KGER	80
LOS ANGELES	KFVD	16
	KPOL	18
	KRKD	12
NAPA	KVON	12
OAKLAND	KROW	15
	KWBR	24
PASADENA	KALI	19
	KWKW	12
	KXLA	14
PATALUMA	KAFP	10
PITTSBURG	KECC	20
SAN BERNARDINO	KITO	10
SAN FRANCISCO	KGO	15
SAN RAFAEL	KTIM	10
TULARE	KCOK	14
TURLOCK	KTUR	42
VENTURA	KVEN	10
WASCO	KWSO	15

COLORADO

DENVER KLIR 32
GRIFFLEY KFKA 12

DISTRICT OF COLUMBIA

WASHINGTON W'MAL 10
See Also & Beltsville, Md.

FLORIDA

BRADENTON WTRL 10
CRESTVIEW WCNU 10
JACKSONVILLE W OBS 17
MIAMI WRHC 19
MIAMI WFEC 28*
MIAMI WMIE 22*
MIAMI BEACH WMBM 27*
MILTON WEBY 14
ORLANDO WORZ 10
PALATKA WWP 10
PANAMA CITY WPCF 10
WINTER HAVEN WSIR 10

GEORGIA

ALBANY WJAZ 14
ATHENS WGAU 10
ATLANTA WRFC 10
ATLANTA WAOK 50*
ATLANTA WBGE 12*
AUGUSTA WAUG 23*
BAINBRIDGE WMGR 15
CORNELIA WCON 25
DECATUR WEAS 15*
DUBLIN WGLS 12
DUBLIN WMLT 18
EAST POINT WTJH 15
FITZGERALD WBHB 10
GAINESVILLE WGGA 12
GRIFFIN WHIE 12
JESUP WBGR 16
LA GRANGE WTRP 12
MACON WNEA 10
MOULTRIE WMCA 17
ROME WLAQ 15
ROME WRGA 20
SALAMANCA WCCP 10
THOMASVILLE WJW 11
THOMASVILLE WGTA 22
THOMASVILLE WKTG 11
TUCCOY WPAX 12
WAYCROSS WLET 12
WEST POINT WACL 11*
WEST POINT WRLD 11

ILLINOIS

CHICAGO WGES 11*
CLINTON WHOW 15
DU QUOIN WDQV 10
EAST ST. LOUIS WTMV 10*
EFFINGHAM WCRA 10
HARRISBURG WEBQ 22
KEWANEE WKEI 12
PEORIA WPEO 10
ROCKFORD WROK 10

INDIANA

BEDFORD WBIW 13
FORT WAYNE WGL 14
PERI WARI 20

SALEM WSLM 10
SEYMOUR WJCD 12
WARSAW WKAM 13

IOWA

DES MOINES KWDM 30
SHENANDOAH KMA 11
WATERLOO KXEL 11

KANSAS

COFFEYVILLE KGGF 12

KENTUCKY

CAMPBELLSVILLE WTCO 30
ELIZABETHTOWN WTEL 10
LOUISVILLE WLOU 14*
MAYFIELD WNGO 11
MIDDLESBORO WMIK 17
NEWPORT WNOP 11
VANCELE WMTG 18
WINCHESTER WWKY 10

LOUISIANA

ALEXANDRIA KALB 10
DE RIDDER KDLA 16
MANSFIELD KDBC 10
MINDEN KAPK 15
MONROE KMLB 10
NEW ORLEANS WBOK 35*
OPELOUSAS KSLO 15
SHREVEPORT KANY 22*

MAINE

BANGOR WABI 18
PRESQUE ISLE WAGM 11

MARYLAND

ANNAPOLIS WANN 32*
BALTIMORE WBMD 14
BETHESDA WUST 35*
FREDERICK WFMD 11

MASSACHUSETTS

GREENFIELD WHAI 10
NORTH ADAMS WNAW 19
W. YARMOUTH WOCB 10

MICHIGAN

COLD WATER WVTB 10
DETROIT CKLW 15
DETROIT WJLB 17
GAYLORD WATC 11
GRAND RAPIDS WFUR 32
HOLLAND WLAV 10
HOLLAND WHTC 13
IONIA WION 10
MUSKEGON WMUS 43
OWOSSO WOAP 11
PONTIAC WPON 11
ROGERS CITY WHAK 12

MINNESOTA

ALEXANDRIA KNRA 12
CROOKSTON KROX 15
MINNEAPOLIS KEYD 17
THIEF RIVER FALLS KTRF 16

WADENA KWAD 12
WILLMAR KWLM 12
WORTHINGTON KWOA 13

MISSISSIPPI

CENTERVILLE WGLC 11
COLUMBUS WACR 14
HATTIESBURG WBKII 24
HAZLEHURST WMDC 10
LAUREL WLAU 11
MERIDIAN WMOX 16
PICAYUNE WRJW 12

MISSOURI

FLAT RIVER KFMO 10
HANNIBAL KHMO 10
KANSAS CITY KPRS 16*
KENNETT KBOA 16
KIRKSVILLE KIRX 10
MALDEN KTCB 10
NEOSHO KBTN 10
POPLAR BLUFF KWOC 10
ROLLA KTTR 15
ST. LOUIS KSTL 17
SPRINGFIELD KWTO 12
UNION KLPW 12
WEST PLAINS KWPM 10

MONTANA

ANACONDA KANA 10
BOZEMAN KBMN 10
GREAT FALLS KMON 14
KLISPELL KGEZ 11
SIDNEY KGCX 10

NEBRASKA

BEATRICE KWBE 10
COLUMBUS KJSK 21
LINCOLN KFOR 11
OMAHA KFAB 13
SCOTTSBLUFF KNEB 12

NEW HAMPSHIRE

ROCHESTER WWHI 13

NEW JERSEY

ASBURY PARK WJLK 10
NEWARK WHBI 20*
NEWARK WUNJ 12

NEW MEXICO

ALBUQUERQUE KOB 15
CLOVIS KCLV 14

NEW YORK

BUFFALO WKBW 14
GLOVERSVILLE WENT 25
NEW YORK WABC 11
See Newark, N. J. WWRL 20*
OGDENSBURG WSLB 12
SYRACUSE WIEN 11

NORTH CAROLINA

ALBEMARLE WABZ 10
ASHEVILLE WSKY 47
BREVARD WPNF 13
CHARLOTTE WGIW 12*

CHARLOTTE	WWOK	20*
DURHAM	WDNC	17
FAYETTEVILLE	WFLB	10*
	WFNC	12*
GOLDSBORO	WFMC	10
GREENSBORO	WCOG	10
HENDERSONVILLE	WHKP	10
HIGH POINT	WMFR	10
KINGS MOUNTAIN	WKMT	10
LAURINBURG	WEWO	13
MOUNT AIRY	WPAQ	22
	WSYD	10
RALEIGH	WMSN	25
REIDSVILLE	WREV	10*
ROCKY MOUNT	WCEC	12
THOMASVILLE	WTNC	10
WILMINGTON	WMFD	10
WINSTON-SALEM	WAAA	25*

NORTH DAKOTA

DICKINSON	KDIX	11
FARGO	KFGO	15
HETTINGER	KNDC	14
MINOT	KLPM	15
VALLEY CITY	KOVC	10

OHIO

AKRON	WADC	12
	WHKK	14
CHILLICOTHE	WBEX	12
CINCINNATI	WCIN	32*
	WLW	14
CLEVELAND	WJMO	14*
COLUMBUS	WCOL	14
EAST LIVERPOOL	WOHI	15
GALLIPOLIS	WJEH	12
IRONTON	WIRO	24
JACKSON	WLMJ	10
MARIETTA	WMOA	12
WARREN	WHHH	14*
WASHINGTON C. H.	WCHO	11
WORTHINGTON	WRFD	10

OKLAHOMA

ARDMORE	KVSO	10
CHICKASHA	KWCO	10
MIAMI	KGLC	12
OKLAHOMA CITY	KBYE	48
OKMULGEE	KHBG	18*
PAULS VALLEY	KVLH	10
PRYOR	KOLS	12
TULSA	KOME	23
	KTUL	10
	KVOO	13

OREGON

ASHLAND	KWIN	10
PORTLAND	KEX	10
SALEM	KSLM	20

PENNSYLVANIA

CHESTER	WVCH	18
DUBOIS	WCED	12
HANOVER	WHVR	13
LANCASTER	WLAN	19
LEBANON	WLBR	11
PHILADELPHIA	WDAS	14*
	WIBG	23

PITTSBURGH	WILY	18
	WPIT	35
PUNXSUTAWNEY	WPME	12
RED LION	WGCB	15
WILKES-BARRE	WBAX	10
	WILK	11
WILLIAMSPORT	WLYC	15

SOUTH CAROLINA

CHARLESTON	WHAN	11
	WPAL	25*
	WUSN	20*
CHERAW	WCRE	30
FLORENCE	WJMX	12*
	WOLS	10*
GREENVILLE	WMUU	33
GREENWOOD	WGSW	14*
GREER	WEAB	10
MULLINS	WJAY	10
SPARTANBURG	WJAN	13
SUMTER	WSSC	12*

SOUTH DAKOTA

SIoux FALLS	KSOO	15
WATERTOWN	KWAT	12

TENNESSEE

BRISTOL	WOPI	12
CHATTANOOGA	WAPO	10
	WDXB	25*
	WMFS	42*
CLEVELAND	WBAC	20
ELIZABETHTOWN	WBEJ	20
JACKSON	WTJS	20
JOHNSON CITY	WETB	10
KINGSPORT	WKIN	12
KNOXVILLE	WIVK	21
MEMPHIS	WCBR	50*
	WDIA	54*
	WMPS	13
NASHVILLE	WNAH	22
	WSM	10
NEWPORT	WLIK	17

TEXAS

AMARILLO	KLYN	10
BAYTOWN	KRCT	40
	KREL	21*
BROWNWOOD	KBWD	12
COLLEGE STATION	WTAW	10
CORPUS CHRISTI	KWBU	13
DALLAS	WFAA	11
	WRR	13
DENISON	KDSY	16
EL PASO	XELO	11
FORT WORTH	KNOK	16*
GLADEWATER	KSJJ	11
GREENVILLE	KGYL	12
HOUSTON	KCOH	50*
	KLBS	27
LUBBOCK	KDAV	10
PALESTINE	KNET	17
PAMPA	KPDN	12
SAN ANTONIO	KMAC	20*
TERRELL	KTER	10
TEXARKANA	KTFS	16
TYLER	KGKB	10

VIRGINIA

ARLINGTON	WEAM	10
BRISTOL	WFHG	18
NORFOLK	WCMS	10
	WLOW	18*
	WRAP	41*
NORTON	WNVA	10
RICHMOND	WRVA	10
	WXGI	14
ROANOKE	WSLS	14
STAUNTON	WAFC	15
WYTHEVILLE	WYVE	12

WASHINGTON

BELLINGHAM	KPUG	11
	KVOS	12
CENTRALIA	KELA	10
EVERETT	KRKO	10
KIRKLAND	KNBX	27
PUYALLUP	KAYE	25
	KPUY	10
SEATTLE	KTFW	18
SPOKANE	KGA	19
VANCOUVER	KVAN	10
WENATCHEE	KPQ	12
YAKIMA	KYAK	11

WEST VIRGINIA

BECKLEY	WJLS	10
CHARLESTON	WKNA	15
	WTIP	15
LOGAN	WVOW	17
MARTINSBURG	WEPM	10
MATEWAN	WHJC	12
MORGANTOWN	WAJR	15
OAK HILL	WOAY	20
WHEELING	WWVA	11
NEENAH	WNAM	10

CANADA

EDMONTON, ALTA.	CFRN	10
DAWSON CREEK, B. C.	CJDC	10
NELSON, B. C.	CKLN	12
PRINCE GEORGE, B. C.	CKPG	10
SYDNEY, N. S.	CJCB	10
BRANTFORD, ONT.	CKPC	10
KITCHENER, ONT.	CKCR	10
NIAGARA FALLS, ONT.	CHVC	10
ORILLIA, ONT.	CFOR	12
OSHAWA, ONT.	CKLB	11
SUMMERSIDE, P. E. I.	CJRW	11
PRINCE ALBERT,		
SASK.	CKBI	10
YORKTON, SASK.	CJGX	10

RADIO AT ITS FINEST

WGAR WRFD

CLEVELAND, OHIO WORTHINGTON, OHIO

WTTM WMMN

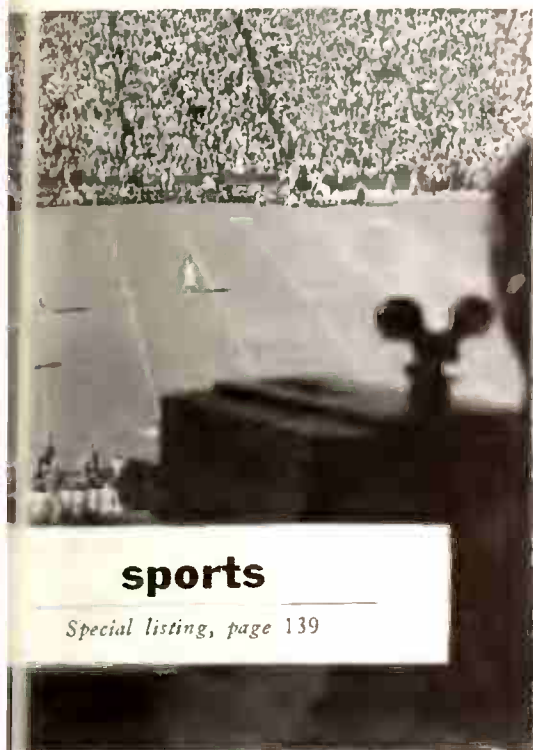
TRENTON, N. J. FAIRMONT, W. VA.

Peoples Broadcasting Corp.



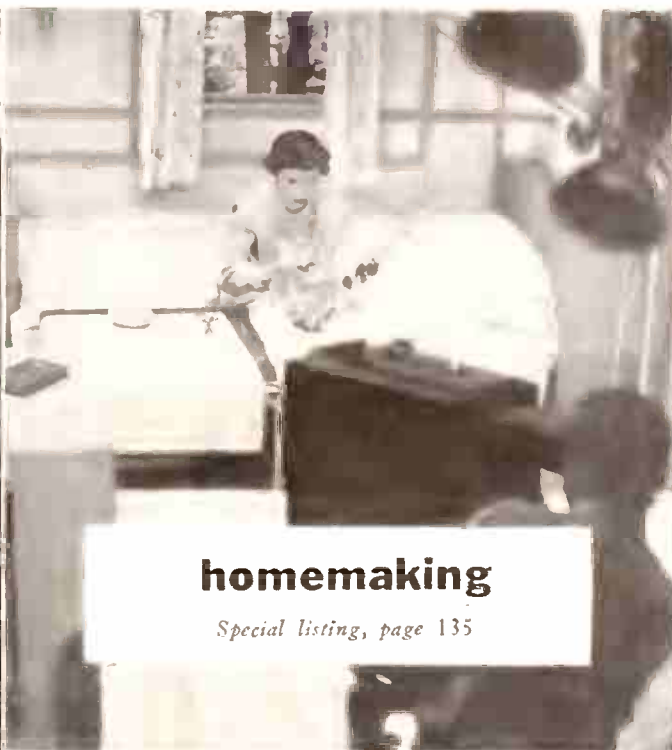
TELEVISION MASTER

THE TELEVISION MASTER DIRECTORY TELLS YOU AT A GLANCE how much time each station allocates to the three major categories of programing—local live, film and network offerings. This line-by-line listing provides a general picture of each station's programing pattern. Reading across the page you'll find (1) basic data such as call letters, channel, power, network, national representative, on-the-air date (2) daily network and local hours on the air (3) number of hours devoted to types of shows like variety, children's, homemaking and farm programing (4) number of daily newscasts and sportscasts (5) times of day feature films are scheduled and average number of hours per week syndicated films are shown. Detailed analyses of all of these special programing categories appear in separate directories (see facing page for data).



sports

Special listing, page 139



homemaking

Special listing, page 135



news

See master list

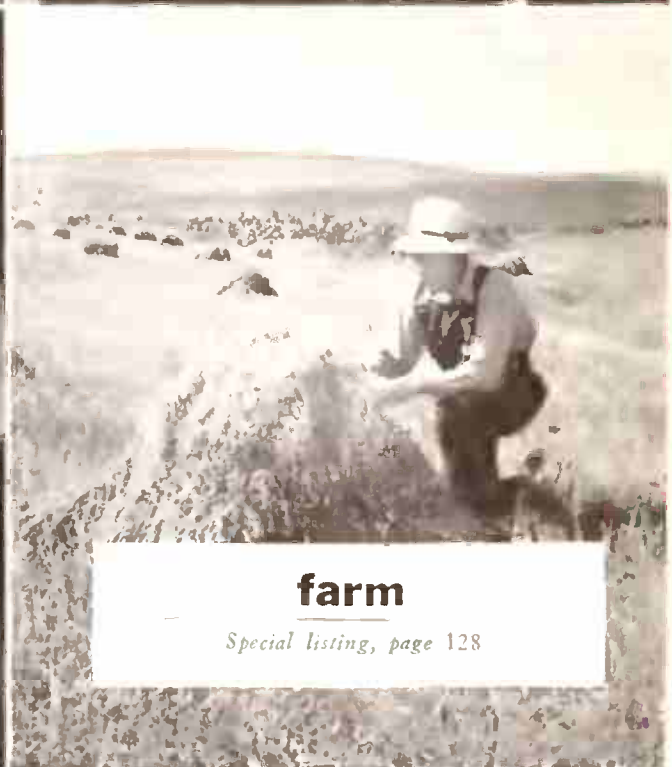
RECTORY
GES 113—126

aily or weekly hours of
principal program types
own here in line-by-line
ting of each of 381 stations.



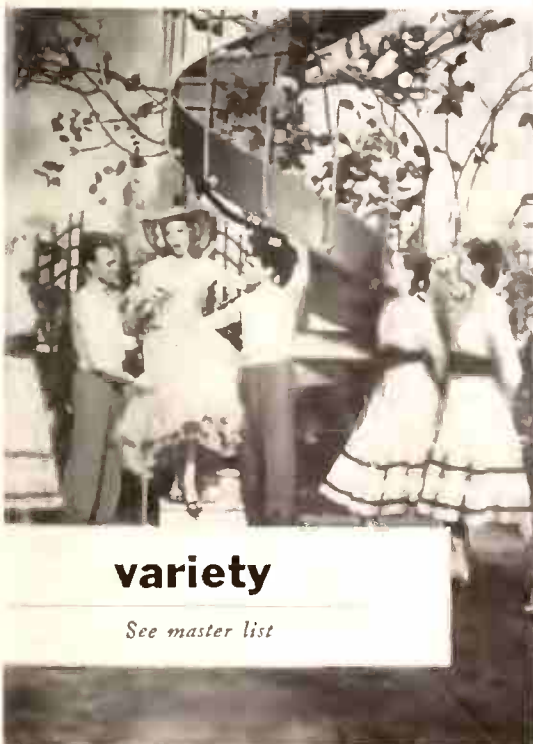
feature film

Special listing, page 132



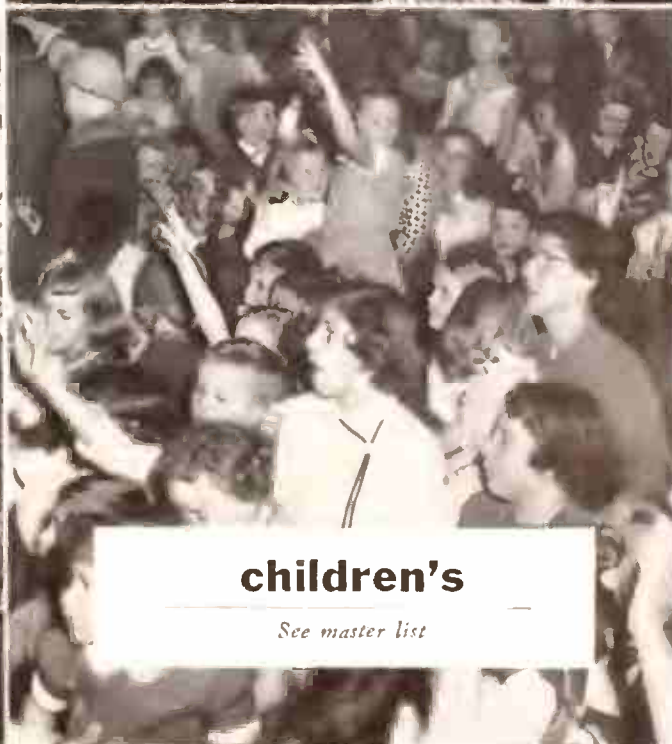
farm

Special listing, page 128



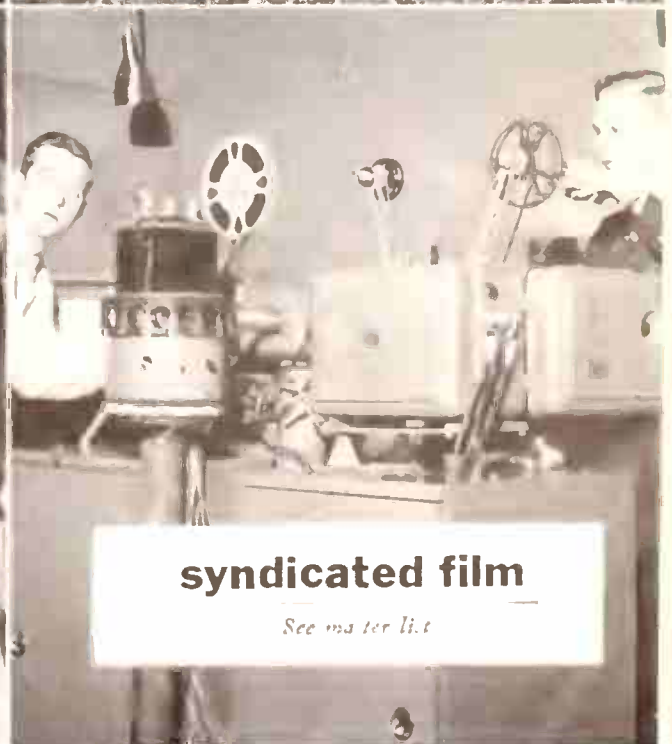
variety

See master list



children's

See master list



syndicated film

See master list

Join the big-time advertisers who sponsor these shows!

Brewers, oil companies, railroads, banks, food stores, auto dealers, dairies, *all* kinds of manufacturers and retailers are now selling with these sponsor- and audience-proven shows.

ABC FILM SYNDICATION, INC.

7 West 66th St., New York 23, N. Y.

CHICAGO
ATLANTA
HOLLYWOOD
DALLAS



PASSPORT TO DANGER

CESAR ROMERO stars as a globe-trotting diplomatic courier lured by the excitement of international intrigue.
Produced by Hal Roach, Jr.



RACKET SQUAD. Top-rated film show in city after city... with a slightly phenomenal renewal record (ask us for rating histories). Produced by Hal Roach, Jr.

THE PLAYHOUSE. Star-spangled films sparkling with top box-office attractions. National, regional and local advertisers hitch their sales stories to these stars.

KIERAN'S KALEIDOSCOPE. Winner of Billboard's annual film award. Starring witty John Kieran who steers this series right to the family audience you want.

COMING SOON!

- ✓ DOUGLAS FAIRBANKS PRESENTS
- ✓ SHEENA, QUEEN OF THE JUNGLE
- ✓ LIFE CAN BE BEAUTIFUL

U.S. AND CANADIAN TELEVISION PROGRAMING AT A GLANCE

(based on questionnaires from 381 stations: 86% of U. S. stations and 60% of Canadian stations on the air as of April 1, 1955)

Programing	No. of Stations Responding	% Total Respondents	Programing	No. of Stations Responding	% Total Respondents
Stations offering daily local newscasts	364	96%	Stations offering syndicated films	312	82%
Stations offering local newsreel coverage	191	50%	Stations offering daily feature films	361	95%
Stations offering daily sportscasts	319	85%	Stations scheduling late evening films	318	83%
Stations offering play-by-play-sports coverage	130	34%	Stations programing (at least partly) for a specialized audience	35	9%
Stations offering local homemaking programs	319	96%	Stations affiliated with national networks	424*	94%*
Stations offering local children's programs	351	92%	Stations affiliated with national sales representatives	446*	99%*
Stations offering variety shows	265	70%	Stations with vhf channel allocations	326*	72%*
Stations featuring hillbilly-western variety	134	36%	Stations with uhf channel allocations	125*	28%*
Stations offering farm service programing	207	56%			

*Based on total of 451 stations on air as of April 1, 1955

SPONSOR
is
preferred
reading
and
using
by
tv buyers.

★ ★ ★ ★ ★

Jake Evans will tell you why.

THE SPOTLIGHT'S ON

WEHT 
IN THE
EVANSVILLE MARKET

FIRST—
Anyway you figure it!

CBS-TV
Unduplicated
coverage really pays
off in the Evansville,
Indiana Tri-State—per February
ARB—And with a realistic cost per
thousand, you can't go wrong!—In-
terconnected with network color.

REPRESENTED

Nationally by
MEEKER TV, Inc.

Regionally by
ADAM YOUNG
St. Louis, Mo.

WEHT Channel 50

television symbols

stations share time

† full licensed power; symbol indicates that station is not yet using it fully

⌘ indicates that station has a kitchen set

• indicates that station covers local sports events

§ indicates that station has local film newsreel

X-category claimed, but figure unspecified

category unclaimed

M, A, E, L—morning, afternoon, evening, late evening feature films

ABC or A—American Broadcasting Co.

CBS or C—Columbia Broadcasting System

DuM or D—DuMont Television Network

NBC or N—National Broadcasting Co.

Another way of looking at the... **M**
Land of Milk and Honey

2	1	2	1	56	4	1
1	78	122	7	230	2	
22	20	86				
55						
30	181	51	216	129		8
1	163	220			5	1
3	247	124			26	2
216	199	511	1722	1994	70	1
16	32	17	55	132	605	332
		117	1263	190	778	96
	24	20	35	10	2	4
	1	1	1	1	1	1
						4



HAYDN R. EVANS, G.P.O. M 97 —
 R.P. WOOD TELEVISION

MAIL RESPONSE FROM
 5 ANNOUNCEMENTS

ALABAMA

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	DAILY HOURS				LOCAL WEEKLY HOURS				NO. SHOWS DAILY		
							Network	Local	Variety	Chil-dren's	Home makers	Farm	Syn. Film	News	Sports info	Feature films	
BIRMINGHAM	WABT	13	316kw	N.A.D	Blair	May '49	13	4	2	11	10 ^r		6	6§	1	M.A.I.	
	WBRC-TV	6	100kw	CBS	Katz	Jul '49	13	4	3*	7	3 ^r	3	5	4	2*	A.I.	
TURKEY	WMSL-TV	23	16kw	C.N	Walker	Jul '54	3	6	2*	2	1 ^r	1/2	7	3	1	A.I.	
ANNISTON	WTVY	9	28kw		Clarke-Brown	Mar '55											
MONTGOMERY	WALA-TV	10	316kw	A.C.N	Headley-Reed	Jan '53	7	5		6	5 ^r	1/4	8	3	2	A	
	WCOV-TV	20	200kw	C.A.D	Raymer	Apr '53	3	8	1*	3	2 ^r		5	2§	1	E	
	WSFA-TV	12	316kw	NBC	Headley-Reed	Dec '54											

ARIZONA

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	DAILY HOURS				LOCAL WEEKLY HOURS				NO. SHOWS DAILY		
							Network	Local	Variety	Chil-dren's	Home makers	Farm	Syn. Film	News	Sports info	Feature films	
	KVAR																
	(See PHOENIX)																
PHOENIX	KOOL-TV	10	316kw†	CBS	Hollingbery	Oct '53	x	12	1	6	3 ^r	5	4	1	1*	A.L	
	KPHO-TV	5	18kw	C.D	Katz	Dec '49	9	6		3	5 ^r	2	8	2§	1*	L	
	KTVK	3	100kw	ABC	Weed	Mar '55	2	7	1	6	3 ^r	1/2	10	2	2	E.L	
	KVAR	12	33kw	N.D	Raymer	May '53	8	4				1/2	6	1		A.L	
PHOENIX	KOPO-TV	13	313kw†	C.D	Hollingbery	Feb '53	6	6	2*	7	11 ^r		14	2§	1*	A.L	
	KVOA-TV	4	5.37kw	A.N	Raymer	Sep '53	4	7	6*	5	8		4	1§	1*	A.L	
	KIVA	11	29kw	NBC	W. S. Grant	Oct '53	x	x		3	3 ^r	2	x	2	1*	L	

ARKANSAS

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	DAILY HOURS				LOCAL WEEKLY HOURS				NO. SHOWS DAILY		
							Network	Local	Variety	Chil-dren's	Home makers	Farm	Syn. Film	News	Sports info	Feature films	
SMITHVILLE	KFSA-TV	22	265kw†	All	Pearson	Jul '53	5	6	3*	9	4 ^r	1/4	8	2§	1	A.L	
ROCKWELL	KARK-TV	4	100kw†	N.D	Petry	Apr '54	8	7	5	9	8 ^r	3	12	3§	1	A.L	
	KATV	7	316kw†	C.A	Avery-Knodel	Dec '53	8	5	11*	10	2 ^r	3	12	3§	1*	L	
ARKANSAS	KCMC-TV				(See TEXARKANA, TEXAS)												

CALIFORNIA

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	DAILY HOURS				LOCAL WEEKLY HOURS				NO. SHOWS DAILY		
							Network	Local	Variety	Chil-dren's	Home makers	Farm	Syn. Film	News	Sports info	Feature films	
FIELD	KBAK-TV	29	19kw	A.D	Weed	Aug '53	x	x		3				3	1	A.E.L	
	KERO-TV	10	125kw†	N.C	Avery-Knodel	Sep '53	6	6		5	13 ^r	1/2	9	2		A.L	
	KHSL-TV	12	63kw	C.N	Avery-Knodel	Aug '53	x	x		1	3 ^r	2	x	x	2	L	
LA	KIEM-TV	3	15kw	All	Hoag-Blair	Oct '53	x	x	3	5	3 ^r	1/4		2		E.L	
OAKLAND	KJEO	47	440kw	A.C.D	Branham	Oct '53	5	10	2*	10	5 ^r	2	9	4	1*	M A.E.L	
	KMJ-TV	24	447kw	N.C	Raymer	Jun '53	8	6	1/2*	8	4 ^r	2	17	2§		A	
ANGELES	KABC-TV	7	118kw	ABC	Petry	Sep '49	x	x	2*		4 ^r	1/2	x	4	1*	A.L	
	KCOP	13	162kw†		Weed	Sep '48		10		1/2	3 ^r		8	3	x*	A.E.L	
	KHJ-TV	9	162kw	DuM	H-R	Aug '48	x	x	5	5	3 ^r	1	6	4§	1*	A.E.L	
	KNXT	2	47kw	CBS	CBS TV Spot	May '43	x	x		x	1 ^r	1	6	2§	1	M.A.L	
	KRCA-TV	4	47kw	NBC	NBC TV Spot	Jan '49	12	7	1	5	3 ^r	1	4	4§	2	A.L	
	KTLA	5	50kw		Raymer	Jan '47		8	6*		1/2 ^r		7	2	x*	M	
	KTTV	11	165kw		Blair	Jan '49		16	7*	21	1 ^r		49	3§	x*	A.L	
REDDING	KMBY-TV#	8	12kw	All	Hollingbery												
MENTO	KBET-TV	10	316kw		H-R	Mar '55		12	3*	1	5 ^r	2	3	4§	1	A.L	
	KCCC-TV	40	200kw	All	Weed	Sep '53	x	x		3	x ^r	x	x	1	1	L	
AS	KSBW-TV#	8	12kw	All	Hollingbery	Sep '53	x	x	1	3	3 ^r		9	1§		E.L	
MEGO	KFMB-TV	8	316kw	C.A	Petry	May '49	11	4	2	3	2 ^r	3/4	5	5§		A.L	
	KFSD-TV	10	316kw†	NBC	Katz	Sep '53	12	5		3	3 ^r		5	6	x*	M.A.I.	
na, Mex.)	XETV	6	38kw		Weed	Feb '53		9	1/2	10			13	1	x*	M.A.I.	
RANCISCO	KGO-TV	7	316kw†	ABC	Petry	May '49	x	x	5	11	10 ^r		15	4	1*	L	
	KPIX	5	100kw	CBS	Katz	Dec '48	11	5	12	8	3 ^r	1/2	9	4§	x*	M.A	
	KRON-TV	4	100kw	NBC	Free & Peters	Nov '49	10	8		9	7 ^r		9	2		M.A.E.I.	
	KSAN-TV	32	81kw†		Stars Natl	Apr '54		9		1		1/4		1§	1*	L	
UIS OBISPO	KVEC-TV	6	16kw	A.C.D	W. S. Grant	May '53	1	11	1/2	6	8 ^r	1/2	15	1	5	A.E.L	
A BARBARA	KEY-T	3	50kw	All	Hollingbery	Jul '53	x	x		10	3 ^r		7	3§		A.L	
TON	KOVR	13	144kw	DuM	Blair	Sep '54	1/2	7	3*				10	2§	2*	A.E.I.	
	KTVU	36	525kw	NBC	Hollingbery	Dec '53	1/2	9	x	8	5 ^r		8			A.E	
RE	KVVG	27	500kw		Forjoe	Nov '53		9	2	3	5 ^r	2	3	1	x	E.L	

GEORGIA

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	DAILY HOURS				LOCAL WEEKLY HOURS				NO. SHOWS DAILY		
							Network	Local	Variety	Chil-dren's	Home makers	Farm	Syn. Film	News	Sports Info	Feature films	
A	WALB-TV	10	112kw	N,A,D	Burn-S; Ayers	Apr '54	3	8	7*	3	10 ^f	8	3	1	A,E,L		
	WAGA-TV	5	56kw	CBS	Katz	Mar '49	11	5	4*	1	1 ^f	3 ⁴	4	5§	1	M,A	
	WLW-A	11	316kw	ABC	Crosley Sls	Sep '51	x	x	4	9	1 ⁴ ^f	1 ²	5	3§		M,A,E,L	
	WQXI-TV	36	216kw†		Hollingbery	Dec '54		9	9*	1 ²	2 ^f			3§	1*	E,L	
A	WSB-TV	2	100kw	NBC	Petry	Sep '48			<i>Questionnaires not returned</i>								
	WJBF	6	100kw	N,A,D	Hollingbery	Nov '53	8	4	3*	3	3 ^f	1	6	1		A,L	
IUS	WRDW-TV	12	102kw	CBS	Headley-Reed	Feb '54	6	7	3*	9	1 ² ^f	3	3	1	A,L		
	WDAK-TV	28	204kw	N,A,D	Headley-Reed	Oct '53	6	6	6*	4	3 ^f	2	16	3§	2	A,L	
	WRBL-TV	4	28kw	CBS	Hollingbery	Nov '53	x	x	6*	8	2		6	2§	1	A,E,L	
	WMAZ-TV	13	250kw	C,A,D	Avery-Knodel	Sep '53			<i>Questionnaires not returned</i>								
IAH	WNEX-TV	47	170kw†	NBC	Branham	Aug '53			<i>Questionnaires not returned</i>								
	WROM-TV	9	31kw		Weed	Jun '53			<i>Questionnaires not returned</i>								
	WTOC-TV	11	209kw†	All	Avery-Knodel	Feb '54			<i>Questionnaires not returned</i>								

IDAHO

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	DAILY HOURS				LOCAL WEEKLY HOURS				NO. SHOWS DAILY		
							Network	Local	Variety	Chil-dren's	Home makers	Farm	Syn. Film	News	Sports Info	Feature films	
FALLS	KBOI	2	14kw	C,D	Free & Peters	Nov '53	3	7	3*	7	5 ^f	1	9	3§	x*	E,L	
	KIDO-TV	7	53kw	N,A	Hoag-Blair	Jul '53	2	7	6	8	5 ^f	1 ²	11	3		A,L	
ALLS	KID-TV	3	100kw	All	Gill-Perna	Dec '53		6	2	8	x ^f		20	2		E,L	
	KLIX-TV	11	32kw	C,A	Hollingbery	May '55	x	x	1*	9	6 ^f	1 ²		x	1	A,L	

ILLINOIS

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	DAILY HOURS				LOCAL WEEKLY HOURS				NO. SHOWS DAILY		
							Network	Local	Variety	Chil-dren's	Home makers	Farm	Syn. Film	News	Sports Info	Feature films	
ALLE	WTVI	54	245kw	D,A,C	Radio-Tv Reps	Aug '53	x	x						2	2*	L	
INGTON	WBLN-TV	15	16kw		McGillvra	Dec '53			<i>Questionnaires not returned</i>								
IGN	WCIA	3	100kw	C,N,D	Hollingbery	Nov '53	9	8	1 ²	14	3 ^f	2	7	6§	2*	M,L	
GO	WBBM-TV	2	100kw	CBS	CBS TV Spot	Sep '46	x	x	x	3	2 ^f	1 ²	1 ²	4§	3	A,L	
	WBKB	7	316kw	ABC	Blair	Oct '43	5	14	14*	28	9 ^f		12	5	1	M,A,L	
LE	WGN-TV	9	316kw	DuM	Hollingbery	Apr '48	2	13	1	19	4 ^f		8	7§	1*	A,E,L	
	WNBQ	5	100kw	NBC	NBC TV Spot	Oct '48	10	8	3	8	7 ^f	2	5	10	2*	L	
LE	WDAN-TV	24	19kw	ABC	Everett-McK	Dec '53	x	x		2	x ^f		3	2	x	L	
JR	WTVP	17	213kw	A,D	Bolling	Aug '53	3	6	2	7	3 ^f	2	9	2§	2	A,L	
BURG	WSIL-TV	22	14kw	ABC	Walker	Dec '54	2	6	2*	4	3 ^f	1	11	2	x*	L	
E	WHBF-TV	(See ROCK ISLAND)															
	WOC-TV	(See DAVENPORT, IOWA)															
Y	WEEK-TV	43	175kw	N,D	Headley-Reed	Feb '53	x	x	x	x	x ^f	x	x	2	2	A,L	
	WTVII-TV	19	214kw	C,A,D	Petry	Oct '53	x	x	x		x ^f		x	2	2*	E	
Y	KHQA-TV	(See HANNIBAL, MO.)															
	WGEM-TV	10	50kw	N,A	Avery-Knodel	Sep '53	5	5		5	2 ^f	2	7	2§	1	L	
ORD	WREX-TV	13	202kw†	C,A	H-R	Oct '53	5	7	1	7	3 ^f	3	6	4	2	M,A,L	
SLAND	WTVO	39	20kw	N,D	Weed	May '53	x	x	x	3	x ^f	x	x	2	2	L	
	WHBF-TV	4	100kw	A,C,D	Avery-Knodel	Jul '50	12	4	2	5	3 ^f	2	3	4§	1	A	
FIELD	WICS	20	18kw	N,A,D	Young	Sep '53	x	x	2*	5	3 ^f	x	7	3§	2	E,L	

INDIANA

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	DAILY HOURS				LOCAL WEEKLY HOURS				NO. SHOWS DAILY		
							Network	Local	Variety	Chil-dren's	Home makers	Farm	Syn. Film	News	Sports Info	Feature films	
INGTON	WTTV	4	100kw	N,C,D	Meeker	Nov '49			<i>Questionnaires not returned</i>								
RT	WSJV-TV	52	262kw	All	H-R	Mar '54	8	5	2	7	1 ^f		7	3§	1*	A,L	
VILLE	WEHT	50	16kw	CBS	Meeker	Sep '53	5	7	12	5	3 ^f	1 ²	8	2	6*	A,F,L	
	WFIE-TV	62	155kw	N,A,D	V.R&McC	Nov '53	7	6	1	7	5 ^f	1 ²		3§	2*	A,L	
AYNE	WIN-T	15	237kw	C,A	H-R	Sep '54	6	7	2*	6	5		6	2	2	A,L	
	WKJG-TV	33	270kw	N,D	Raymer	Nov '53	8	9	2	6	x ^f	2	10	3	2*	A,L	
APOLIS	WFBM-TV	6	100kw	All	Katz	May '49	7	10	1	6	3 ^f	2		6§	3*	L	
	WISH-TV	8	316kw	A,C,D	Bolling	Jun '54	6	7	8*	7	3 ^f	2	5	4§	1*	E,L	
ETTE	WTTV	(See BLOOMINGTON)															
	WFAM-TV	59	20kw	CBS	Rambeau	Jun '53	1	8	1 ²	5		1 ²	1 ²	4§	2*	A,L	

INDIANA (continued)

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	DAILY HOURS		LOCAL WEEKLY HOURS					NO. SHOWS DAILY		
							Network	Local	Variety	Chil-dren's	Home makers	Farm	Syn. Film	News	Sports info	F
MUNCIE	WLBC-TV	49	11kw	All	Walker; Holman	Apr '53			<i>Questionnaires not returned</i>							
SOUTH BEND	WSBT-TV	31	201kw	C.D.	Raymer	Dec '52	9	8	2	6	3 ^r	10	4\$	2*	M	
	WSJV-TV	(See ELKHART)														
TERRE HAUTE	WTHH-TV	10	316kw	C.A.D.	Bolling	Jul '54			<i>Questionnaires not returned</i>							
WATERLOO	WINT	(See FT. WAYNE)														

IOWA

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	DAILY HOURS		LOCAL WEEKLY HOURS					NO. SHOWS DAILY			
							Network	Local	Variety	Chil-dren's	Home makers	Farm	Syn. Film	News	Sports info	F	
AMES	WOL-TV	5	100kw	A.C.D.	Weed	Feb '50	11	6	1	10	3 ^r	4	2	4\$	2*	L	
CEDAR RAPIDS	KCRG-TV	9	33kw	A.D.	V.R.&McC	Oct '53	x	x	1/2*	1	5 ^r	1/4	5	3\$	1	L	
	KWWL-TV	(See WATERLOO)															
DAVENPORT	WMT-TV	2	100kw	CBS	Katz	Sep '53	9	7	1*	13	3 ^r	2	10	3\$	1	M	
	WIBF-TV	(See ROCK ISLAND, ILL.)															
DES MOINES	WOC-TV	6	100kw	NBC	Free & Peters	Oct '49	12	6	1	7	3	2	5	3\$	2*	A.J.	
	KGTV	17	19kw	A.C.D.	Hollingbery	Nov '53	x	x						2		L	
	WHIO-TV	13	191kw	NBC	Free & Peters	Apr '54	x	x	1/2*	6	5 ^r	3	7	4	1	A.J.	
	WOL-TV	(See AMES)															
FORT DODGE	KQTV	21	215kw†	N.D.	Pearson	Nov '53	2	6	5	7	5 ^r	1/2	4	2\$	2*	E.I.	
MASON CITY	KGLO-TV	3	100kw	C.D.	Weed	May '54	3	6	3	5	3 ^r	2	12	2	2	E.I.	
SIOUX C.TY	KTIV	4	52kw	N.D.A.	Hollingbery	Oct '54	11	9	2	3	3 ^r	3	2	3\$	2	E.I.	
	KVTV	9	107kw	C.A.D.	Katz	Mar '53	8	7	10	11	4 ^r	4	7	5	1	L	
WATERLOO	KWWL-TV	7	100kw	N.A.D.	Headley-Reed	Nov '53	10	5		3	x ^r			2\$	2	A.J.	
	WMT-TV	(See CEDAR RAPIDS)															

KANSAS

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	DAILY HOURS		LOCAL WEEKLY HOURS					NO. SHOWS DAILY			
							Network	Local	Variety	Chil-dren's	Home makers	Farm	Syn. Film	News	Sports info	F	
GREAT BEND	KCKT-TV	2	100kw	NBC	Bolling	Nov '54	1/2	7	4*	5			20	2\$	1	L	
HUTCHINSON	KTVH	(See WICHITA)															
PITTSBURG	KOAM-TV	7	250kw†	N.A.D.	Katz	Dec '53	8	7	5*	4	6	2	4	4	2	A.E.	
TOPEKA	WIBW-TV	13	87kw	C.A.D.	Capper	Nov '53	6	11	4*	1/4	4 ^r	2	5	6\$	2	M.A.	
WICHITA	KAKE-TV	10	316kw	ABC	Hollingbery	Oct '54	3	7	1*	8	3 ^r		1	2\$	1	A.L.	
	KEDD	16	215kw	NBC	Petry	Aug '53	x	x		5	3 ^r					A.L.	
	KTVH	12	210kw	C.D.	H-R	Jul '53	15	3		2	4 ^r	2	3	3	1	L	

KEDD Captures

Quarter-Hour Firsts*!

From 4 p.m. to sign-off KEDD is **FIRST** in audience preference for 52.6% of ALL quarter-hour segments compared to 31.7% for Station "B" and 15.6% for Station "C"

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99% CONVERSION*

*ARB JANUARY 1955

NBC KEDD WICHITA, KANSAS

Channel **16**

KENTUCKY

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	DAILY HOURS			LOCAL WEEKLY HOURS				Syn. Film	NO. SHOWS DAILY		
							Network	Local	Variety	Chil-dren's	Home makers	Farm	News		Sports Info	Feature films	
PERSON	WEHT	50	16kw	CBS	Meeker	Sep '53	5	7	12	5	3'	1 ₂	8	2	6*	A,E,L	
STON	WLEX-TV	18	200kw	N,A,D	Forjoe	Mar '55	x	x	2*	x	3'	1 ₂	x	2	2	L	
VILLE	WAVE-TV	3	100kw	N,A,D	NBC TV Spot	Nov '48	x	x		3	3'	1		2	1*	A,L	
	WHAS-TV	11	316kw	CBS	H,R&P	Mar '50											Questionnaires not returned

LOUISIANA

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	DAILY HOURS			LOCAL WEEKLY HOURS				Syn. Film	NO. SHOWS DAILY		
							Network	Local	Variety	Chil-dren's	Home makers	Farm	News		Sports Info	Feature films	
ANDRIA	KALB-TV	5	29kw	All	Weed	Sep '54	x	x		7			13	2§	2	E,L	
N ROUGE	WAFB-TV	28	216kw	A,C,D	Young	Apr '53											Questionnaires not returned
	WBRZ	2	100kw	N,A	Hollingbery	Apr '55		TBA		4*	5	5'	2	10	2§	1	M,L
CHARLES	KPLC-TV	7	53kw	N,A	Weed	Sep '54	3	4	1 ₂ *	5	2'		8	2§	2*	A,E,L	
	KTAG-TV	25	21kw	C,A,D	Young	Nov '53	3	2	1 ₂	12	3'		6	3§	2	M,A,L	
ROE	KNOE-TV	8	230kw	All	H-R	Sep '53	x	x	x	2	6'	2	6	4	2	A,L	
ORLEANS	WDSU-TV	6	100kw	All	Blair	Dec '48	11	7		2	5'	1 ₂	10	5§	3*	L	
	WJMR-TV	61	1000kw†	C,A,D	Bolling	Nov '53	10	6	10	2	8'		8	2§	2*	L	
VEPORT	KSLA	12	13kw	All	Raymer	Jan '54	x	x	5	6	5'	1 ₄	6	21§	x	A,E,L	

MAINE

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	DAILY HOURS			LOCAL WEEKLY HOURS				Syn. Film	NO. SHOWS DAILY		
							Network	Local	Variety	Chil-dren's	Home makers	Farm	News		Sports Info	Feature films	
GOR	WABI-TV	5	30kw	All	Hollingbery	Jan '53	10	8	4*	3	4'	1	10	3§	x*	L	
	W-TWO	2	14kw	CBS	V,R&McC	Sep '54	x	10	14*	3	3'		4	4	1*	M,A,E,L	
STON	WLAM-TV	17	16kw		Everett-McK	Nov '53		5	6	1 ₂	1 ₂ '			1§	1*	A	
AND SPRING	WMTW	8	105kw	C,A,D	H,R&P	Aug '54											Questionnaires not returned
LAND	WCSH-TV	6	100kw	N,D	Weed	Dec '53	10	7	2*	3	6'	1 ₂	6	2§	1	M,A,L	
	WGAN-TV	13	316kw	C,A	Avery-Knodel	May '54	x	x		1	2		5	3§	2	L	

MARYLAND

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	DAILY HOURS			LOCAL WEEKLY HOURS				Syn. Film	NO. SHOWS DAILY		
							Network	Local	Variety	Chil-dren's	Home makers	Farm	News		Sports Info	Feature films	
TIMORE	WAAM	13	316kw	A,D	H,R&P	Nov '48	4	11	7*	8	9'		9	10	5*	A,E,L	
	WBAL-TV	11	316kw	NBC	Petry	Mar '48	x	x	x	6	5'	1 ₂	12	3§	1	A,L	
	WMAR-TV	2	100kw	CBS	Katz	Oct '47	x	x		10	5'		4	6§	2*	E,L	
SBURY	WBOC-TV	16	150kw†	A,C,D		Jul '54	4	4		1 ₂	1 ₂ '	1	12	5§	1	E,L	

MASSACHUSETTS

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	DAILY HOURS			LOCAL WEEKLY HOURS				Syn. Film	NO. SHOWS DAILY		
							Network	Local	Variety	Chil-dren's	Home makers	Farm	News		Sports Info	Feature films	
MS	WMGT			(See PITSFIELD)													
ON	WBZ-TV	4	95kw	NBC	Free & Peters	Jun '48	x	x	6	x	x'	2	12	10§	x*	A,E,L	
	WNAC-TV	7	316kw	C,A,D	H-R	Jun '48	4	13		5	3		30	3§	1*	L	
	WTAO-TV			(See CAMBRIDGE)													
BRIDGE	WTAO-TV	56	20kw	D,A	Everett-McK	Sep '53	1	3	1 ₂	3	1 ₂ '		7		x	E	
SFIELD	WMGT	19	200kw	DuM	Walker	Feb '54	7	4		3			6	2§	1	E,L	
NGFIELD	WHYN-TV	55	182kw	C,D	Branham; Weed	Apr '53	x	x		x			3	2§	1	X	
	WWLP	61	146kw	N,A	Hollingbery	Mar '53	9	5	1	4	10'	x	3	4§	1*	A,L	
CESTER	WWOR-TV	14	16kw	A,D	Raymer	Dec '53	7	4	6	1 ₂	2	1 ₂	2	3§	1*	A,E	

MICHIGAN

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	DAILY HOURS			LOCAL WEEKLY HOURS				Syn. Film	NO. SHOWS DAILY		
							Network	Local	Variety	Chil-dren's	Home makers	Farm	News		Sports Info	Feature films	
ARBOR	WPAG-TV	20	19kw†	A,D	McGillvra	Apr '53		6	5	3		1 ₂	8	1	x*	L	
CITY	WKNX-TV			(See SAGINAW)													
	WNEM-TV	5	100kw	N,D	Headley-Reed	Feb '54	x	x	2	4	3	1 ₂	6	2§	1	M,A,L	

BOLS: { # stations share time
 † licensed power (given) not used
 M,A,E,L—morn, aft, eve, late
 § local film newsreel
 * local sports covered
 category unclaimed
 x figure unspecified

MICHIGAN (continued)

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	DAILY HOURS		LOCAL WEEKLY HOURS				NO. SHOWS DAILY				
							Network	Local	Variety	Chil-dren's	Home makers	Farm	Syn. Film	News	Sports Info	Feat. film	
CADILLAC	WWTV	13	316kw†	C,D,A	Weed	Dec '53			<i>Questionnaires not returned</i>								
DETROIT	KLW-TV	9	325kw	D,C	Young	Sep '54	2	8	4	7	2†		7	3§		M,A	
	WJBK-TV	2	100kw	CBS	Katz	Oct '54	x	x		7	†		4	5§	1*	M,A	
	WWJ-TV	4	98kw	NBC	Hollingbery	Mar '47	11	7	6*	8	10†	2	14	13§	x*	A,L	
	WAYZ-TV	7	316kw	ABC	Blair	Oct '48	5	12	2	19	8†		17	4	x*	M,A	
FLINT	WNEA-TV	(See BAY CITY)															
GRAND RAPIDS	WKZO-TV	(See KALAMAZOO)															
	WOOD-TV	8	316kw	NBC	Katz	Oct '51	x	7	6*	3	5†	3	14	9§	1	A	
KALAMAZOO	WKZO-TV	3	100kw	All	Avery-Knodel	Jul '50	12	6		5	1	½	6	6	1	L	
LANSING	WJIM-TV	6	100kw	N,C,A	Petry	Apr '50	13	5	¼	1	8†		9	4		L	
	WTOM-TV	54	20kw	A,D	Everett-McK	Sep '53	3	3	3*	3	†		8	2		E,L	
SAGINAW	WKXX-TV	57	207kw	C,A	Gill-Perna	May '53	6	9	2*	3	3†		5	2§	2*	A,E,L	
TRAVERSE CITY	WPBN-TV	7	51kw	NBC	Holman	Sep '54	1	6	½		1†	½	14	1	1	E,L	

MINNESOTA

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	DAILY HOURS		LOCAL WEEKLY HOURS				NO. SHOWS DAILY			
							Network	Local	Variety	Chil-dren's	Home makers	Farm	Syn. Film	News	Sports Info	Feat. film
AUSTIN	KMMT	6	19kw	ABC	Pearson	Aug '53	x	x	1	5		½	2	2	1	A,L
DULUTH	KDAL-TV	3	100kw	N,A	Avery-Knodel	Mar '54	x	x	2*	5	3†		7	2§	1	A,L
	WDSM-TV	(See SUPERIOR, WIS.)														
MINNEAPOLIS-ST. PAUL	KEYD-TV	9	316kw	DuM	H-R	Jan '55	x	x	½*	3	3†			2	2*	A,E,L
	KSTP-TV	5	100kw	NBC	Petry	Apr '48			<i>Questionnaires not returned</i>							
	WCCO-TV	4	100kw	CBS	Free & Peters	Jul '49			<i>Questionnaires not returned</i>							
	WMIN-TV#	11	316kw	ABC	Blair	Sep '53	2	6		8	2†			1		M,A,E
	WTCN-TV#	11	316kw	ABC	Blair	Sep '53	2	7	3	8	†		4	2		M,A,E
ROCHESTER	KROC-TV	10	100kw	NBC	Meeker	Jul '53	8	8		3	3†		2	2	2	L

MISSISSIPPI

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	DAILY HOURS		LOCAL WEEKLY HOURS				NO. SHOWS DAILY			
							Network	Local	Variety	Chil-dren's	Home makers	Farm	Syn. Film	News	Sports Info	Feat. film
JACKSON	WJTV	25	210kw	C,D	Katz	Jan '53	x	x		x	2†	x	x	2§	1	L
	WLBT	3	100kw	NBC	Hollingbery	Dec '53	8	6	2	6	8†	3	10	3§	2*	A,L
	WSLI-TV	12	214kw	ABC	Weed	Mar '54	4	5	3*	6		¼	4	5§	1	M,A,L
MERIDIAN	WTOK-TV	11	31kw	All	Headley-Reed	Sep '53	8	5	1*	2		1	6	10	1	A

MISSOURI

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	DAILY HOURS		LOCAL WEEKLY HOURS				NO. SHOWS DAILY				
							Network	Local	Variety	Chil-dren's	Home makers	Farm	Syn. Film	News	Sports Info	Feat. film	
CAPE GIRARDEAU	KFVS-TV	12	316kw†	CBS	Headley-Reed	Oct '54											
COLUMBIA	KOMU-TV	8	251kw†	N,A,D	H-R	Dec '53	5	5	2*	4	1	1	5	2§	1	A,E,L	
HANNIBAL	KHQA-TV	7	316kw	C,D	Weed	Aug '53	x	x		x	5†	1		2	2	E,L	
	WGEM-TV	(See QUINCY, ILL.)															
JEFFERSON CITY	KRCG-TV	13	105kw	CBS	Hoag-Blair	Feb '55	x	x	3*	4	†	2	6	2§	2	A,L	
JOPLIN	KOAM-TV	(See PITTSBURG, KAN.)															
	KSWM-TV	12	59kw	CBS	V.R&McC	Sep '54	1	6		5	†		8	3	2*	E	
KANSAS CITY	KCMO-TV	5	100kw†	ABC	Katz	Sep '53	5	11	4*	14	4†	2	8	3§	2*	M,A,E	
	KMBC-TV	9	316kw	CBS	Free & Peters	Aug '53	x	x		x	3	x	9	2	1	A,L	
	WDAF-TV	4	100kw	NBC	H.R&P	Oct '49	12	5	1*	7	3†	½	9	3	2*	A,L	
ST. JOSEPH	KFEQ-TV	2	50kw	C,D	Headley-Reed	Sep '53			<i>Questionnaires not returned</i>								
ST. LOUIS	KSD-TV	5	100kw	N,A,C	NBC-TV Spot	Feb '47			<i>Questionnaires not returned</i>								
	KWK-TV	1	100kw	C,A	Katz	Jul '54			<i>Questionnaires not returned</i>								
	WTVI	(See BELLEVILLE, ILL.)															
SEDALIA	KDRO-TV	6	16kw		Pearson	Jul '54			<i>Questionnaires not returned</i>								
SPRINGFIELD	KTTS-TV	10	13kw	C,D	Weed	Mar '54	6	8		6	3†	½	12	4	2	M,L	
	KYTV	3	61kw	N,A	Hollingbery	Oct '53			<i>Questionnaires not returned</i>								

SYMBOLS: † stations share time ‡ licensed power (given) not used § local film newsreel category unclaim
 †† has kitchen set M,A,E,L—morn, aft, evc, late * local sports covered x figure unspecified

MONTANA

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	DAILY HOURS			LOCAL WEEKLY HOURS			NO. SHOWS DAILY				
							Network	Local	Variety	Chil-dren's	Home makers	Farm	Syn. Film	News	Sports info	Feature films	
BOZEMAN	KOOK-TV	2	18kw	All	Headley-Reed	Oct '53											
	KXLF-TV	6	2kw	A,D,N	Walker	Aug '53	x	x		3	6	2	35				A,L
FALLS	KFBB-TV	5	25kw	C,A,D	Hoag-Blair	Mar '54	2	2		7	3 ^c	1/3	4	2			L
JULIA	KGVO-TV	13	59kw	All	Gill-Perna	Jul '54	1	7	1/2	6		1/2	4	1	1		A,L

NEBRASKA

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	DAILY HOURS			LOCAL WEEKLY HOURS			NO. SHOWS DAILY				
							Network	Local	Variety	Chil-dren's	Home makers	Farm	Syn. Film	News	Sports info	Feature films	
CHEYENNE	KHOL-TV	(See HOLDREGE)															
HOLDREGE	KHOL-TV	13	287kw†	All	Meeker	Dec '53	3	8	6	3	3 ^{fl}	2	18	3	2		A,E
OMAHA	KOLN-TV	10	316kw	C,A,D	Avery-Knodel	Feb '53	4	11	3	4	4 ^c	1/4	5	4	1		A,L
OMAHA	KMTV	3	100kw	C,A,D	Petry	Sep '49	x	x	x	4	3 ^{fl}	2	6	3	1		L
OMAHA	WOW-TV	6	100kw	N,C,D	Blair	Aug '49	10	7		12	8 ^{fl}	2	10	9 [§]	1		A,L
WEST BLUFF	KSTF	10	13kw	All	Hollingbery	(Satellite of KFBC-TV, CHEYENNE, WYO.)											

NEVADA

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	DAILY HOURS			LOCAL WEEKLY HOURS			NO. SHOWS DAILY				
							Network	Local	Variety	Chil-dren's	Home makers	Farm	Syn. Film	News	Sports info	Feature films	
LAS VEGAS	KLRJ-TV	2	12kw†	NBC	Pearson	Jan '55											
	KLAS-TV	8	29kw	C,A,D	Weed	Jul '53	1	8	2*	3	4 ^{fl}		15	2	1		A,L
SPRINGFIELD	KZTV	8	3kw	All	Pearson	Sep '53	x	x		1	1 ^c			1	x*		L

NEW HAMPSHIRE

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	DAILY HOURS			LOCAL WEEKLY HOURS			NO. SHOWS DAILY				
							Network	Local	Variety	Chil-dren's	Home makers	Farm	Syn. Film	News	Sports info	Feature films	
CHESTER	WMUR-TV	9	112kw	A,D	Weed	Mar '54	1	9	6*	x	3 ^{fl}	1/2	6	4 [§]	1		A,L
WASHINGTON	WMTW	(See POLAND, ME.)															

NEW JERSEY

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	DAILY HOURS			LOCAL WEEKLY HOURS			NO. SHOWS DAILY				
							Network	Local	Variety	Chil-dren's	Home makers	Farm	Syn. Film	News	Sports info	Feature films	
LAUREL PARK	WRTV	58	17kw			Jan '54											
LAUREL PARK	WATV	13	316kw		Petry	May '48		13		3	3 ^{fl}			1	x*		A,L

INCLUDE—KCJB-TV—MINOT, NORTH DAKOTA

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- ★ JO STAFFORD
- ★ FORD THEATRE
- ★ DISNEYLAND
- ★ BADGE 714
- ★ TOPPER
- ★ BISHOP SHEEN
- ★ YOU BET YOUR LIFE
- ★ PERSON TO PERSON
- ★ BERLE SHOW
- ★ LIBERACE
- ★ YOUR HIT PARADE

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NEW MEXICO

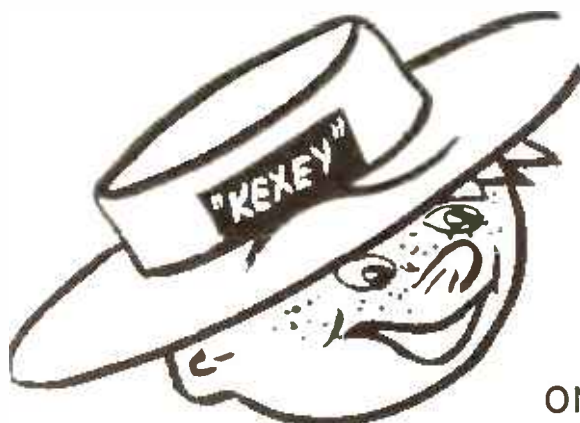
City	Call letters	Chnl	Vis pwr	Network	National rep	DAILY HOURS			LOCAL WEEKLY HOURS				NO. SHOWS DAILY			
						On air date	Network	Local	Variety	Chil-dren's	Home makers	Farm	Syn. Film	News	Sports Info	Feat. film
ALBUQUERQUE	KGGM-TV	13	89kw†	CBS	Weed	Oct '53	x	x	x	3	x†			1		E
	KOAT-TV	7	25kw	A,D	Hollingbery	Oct '53	2	8	2*	10			8	2	1*	A,E,L
	KOB-TV	4	10kw	NBC	Branham	Nov '48	4	7	2	6	3†		8	2‡	2*	A,E,L
ROSWELL	KSW-TV	8	115kw	NBS	Meeker	Jun '53	3	6	9*	6	2†	½	9	2	1	A,L

NEW YORK

City	Call letters	Chnl	Vis pwr	Network	National rep	DAILY HOURS			LOCAL WEEKLY HOURS				NO. SHOWS DAILY				
						On air date	Network	Local	Variety	Chil-dren's	Home makers	Farm	Syn. Film	News	Sports Info	Feat. film	
ALBANY	WRGB	(See SCHENECTADY)															
	WROW-TV	41	269kw	A,C,D	Bolling	Oct '53	6	5	3*	8	9†		1	3‡		M,E	
BINGHAMTON	WTRI	35	85kw	CBS	Blair	Feb '54	2	7	5*	10	3†		8	2‡	1*	A,L	
	WNBF-TV	12	250kw†	All	Bolling	Dec '49	11	5		7	4†		9	6	2	A,L	
BUFFALO	WBEN-TV	4	51kw	C,D,A	H,R&P	May '48	x	x			5			4	2		
	WBUF-TV	17	229kw	All	H-R	Aug '53	x	x		5	x†			2	2		
CARTHAGE	WGR-TV	2	100kw	N,A,D	Headley-Reed	Aug '54	13	7		4	6†		10	4‡	2*	M,A,L	
	WCNY-TV	(See WATERTOWN)															
KINGSTON	WKNY-TV	66	24kw	All	Meeker	May '54	x	x		6	x†	x		1	1*	E	
	WABC-TV	7	80kw	ABC	Weed	Aug '48	x	x	x	13	†		7	5	2*	A,E	
NEW YORK	WABD	5	17kw	DuM	Avery-Knodel	May '44	2	10		9	10†		11	3	1*	A,E,L	
	WATV	(See NEWARK, N. J.)															
PLATTSBURG	WCBS-TV	2	42kw	CBS	CBS TV Spot	Jul '41	13	6		3	½†		2	7	2	M,A,E	
	WOR-TV	9	131kw		H-R (W. Coast)	Oct '49		12		4	†		4	2	1*	A,E,L	
ROCHESTER	WPIX	11	100kw		Free & Peters	Jun '48		16		3			8	2‡	1*	F	
	WRCA-TV	4	30kw	NBC	NBC TV Spot	Jul '41	11	8	5	15	8†	2	11	6‡		M,A,L	
SYRACUSE	WIRI	5	20kw	DuM	Young	Dec '54	x	x	5*	5	5†		11	2	1	E,L	
	WHAM-TV	5	100kw	N,D,A	Hollingbery	Jun '49	10	8	22	9	12†	1	10	5	1*	A,E,L	
SCHENECTADY	WHEC-TV#	10	316kw	C,A	E-McK; Bolling	Nov '53	x	x		½	1†		4	x‡		A,L	
	WVET-TV#	10	316kw	C,A	E-McK; Bolling	Nov '53	5	3	x	1	1†		3	3‡		E,L	
UTICA	WRGB	6	93kw	All	NBC TV Spot	Nov '39	10	8		4	5†	¼		1			
	WHEN-TV	8	190kw	C,A,D	Katz	Dec '49	17	3	3	8	5†	2	6	3‡	2*	A,L	
WATERTOWN	WSYR-TV	3	100kw	NBC	H,R&P; K-C	Feb '50	x	x			5†			3‡	1	M,A,L	
	WKTU	13	187kw	All	Cooke	Dec '49	15	4	1	1	3†	¾		2‡	2	L	
	WCNY-TV	7	173kw	C,A,D	Weed	Oct '54	x	x		x	†	x	5	x‡	1	E,L	

NORTH CAROLINA

City	Call letters	Chnl	Vis pwr	Network	National rep	DAILY HOURS			LOCAL WEEKLY HOURS				NO. SHOWS DAILY				
						On air date	Network	Local	Variety	Chil-dren's	Home makers	Farm	Syn. Film	News	Sports Info	Feat. film	
ASHEVILLE	WISE-TV	62	26kw	N,C	Bolling	Aug '53											
	WLOS-TV	13	170kw	A,D	V,R&McC; Ayers	Sep '54	4	6	6*	3	4†	½	12	3‡	1	L	



**REMEMBER KXJB-TV & KCJB-TV
COVER THE THREE MAJOR MARKETS
IN NORTH DAKOTA—FARGO—
GRAND FORKS & MINOT**

DELIVERING AN AUDIENCE THAT CONTROLS
\$879,164,000—SPENDABLE INCOME—

ON KXJB-TV THESE TOP SHOWS OFFER FINE ADJACENCIES

- | | | |
|--------------------------|-----------------------|---------------------|
| ★ JACKIE GLEASON | ★ ARTHUR GODFREY | ★ I LOVE LUCY |
| ★ TOAST OF THE TOWN | ★ FOUR STAR PLAYHOUSE | ★ DECEMBER BRIDE |
| ★ STUDIO ONE | ★ TWO FOR THE MONEY | ★ PRIVATE SECRETARY |
| ★ CLIMAX—SHOWER OF STARS | ★ THE HALLS OF IVY | ★ JACK BENNY |

BROADCASTING AT 100 KW FROM THE THIRD TALLEST TOWER IN THE U. S. — 1085 FT. — ABOVE GROUND
KXJB-TV IS COLOR EQUIPPED FOR NETWORK — SLIDES & MOTION PICTURES

CBS - DuMONT

WITH STUDIOS IN VALLEY CITY, FARGO, GRAND FORKS (1955) BISMARCK (1955)

NORTH CAROLINA (continued)

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	DAILY HOURS			LOCAL WEEKLY HOURS				NO. SHOWS DAILY		
							Network	Local	Variety	Chil-dren's	Home makers	Farm	Syn. Film	News	Sports Info	Feature films
RTE	WAYS-TV	36	24kw	A,N,D	Bolling	Jan '54				Questionnaires not returned						
	WBTB	3	100kw	All	CBS TV Spot	Jul '49	11	7	4*	6	7	1/2	9	6\$	1*	A,L
	WTVD	11	316kw†	N,A	Headley-Reed	Sep '54	7	7	1*	4	3	2	4	3\$	1	A,L
ORO	WFMY-TV	2	100kw	A,C,D	H,R&P	Sep '49	x	x		3	5	2	10	4\$	1	E
	WSJS-TV	(See WINSTON-SALEM)														
LLE	WNCT	9	93kw	All	Pearson	Dec '53	6	7	11*	4	10	3	5	3	1	L
	WNAO-TV	28	182kw	C,A,D	Avery-Knodel	Jul '53				Questionnaires not returned						
GTON	WMFD-TV	6	32kw	N,A,D	Weed	Apr '54	x	x	11*	6	6		18	5\$	2	L
N-SALEM	WSJS-TV	12	316kw†	NBC	Headley-Reed	Sep '53	13	5	4	7	3	2	7	4	1	A,E,L
	WTOB-TV	26	74kw†	A,D	H-R; Ayers	Sep '53				Questionnaires not returned						

NORTH DAKOTA

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	DAILY HOURS			LOCAL WEEKLY HOURS				NO. SHOWS DAILY		
							Network	Local	Variety	Chil-dren's	Home makers	Farm	Syn. Film	News	Sports Info	Feature films
CK	KFYR-TV	5	100kw	All	Hoag-Blair	Dec '53				Questionnaires not returned						
	KXJB-TV	(See VALLEY CITY)														
	WDAY-TV	6	66kw	N,A,C	Free & Peters	Jun '53	5	7	2	4		1		4\$	2	M,A,E,L
	KCJB-TV	13	30kw	C,N,A	Weed	Feb '53	x	x		8	3	3	9	5	2*	A,L
CITY	KXJB-TV	4	100kw	C,D	Weed	Aug '54	5	9	5	8	2	7	4	4\$	2*	A,L

OHIO

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	DAILY HOURS			LOCAL WEEKLY HOURS				NO. SHOWS DAILY		
							Network	Local	Variety	Chil-dren's	Home makers	Farm	Syn. Film	News	Sports Info	Feature films
	WAKR-TV	49	182kw	ABC	Weed	Jul '53	x	x		3	3		2	3	3*	A,L
IULA	WICA-TV	15	20kw			Sep '53		4	3*	1	1	2	2	2	2	E
NATI	WCPO-TV	9	316kw†	A,D	Branham	Jul '49	5	12	15*	11	4	1/2	14		1	M,A
	WKRC-TV	12	316kw	CBS	Katz	Apr '49	x	x		5	x			3	1*	L
	WLW-T	5	100kw	NBC	Crosley	Feb '48	12	6	19	8	15		10	3\$	x*	A,E,L
AND	WEWS	5	93kw	CBS	Branham	Dec '47	x	x	x*	x	x		2	3		A,L
	WNBK	3	100kw	NBC	NBC TV Spot	Oct '48				Questionnaires not returned						
	WXEL	8	316kw	CBS	Katz	Dec '49	12	6		6	3		6	4	2*	A,E,L
BUS	WBNS-TV	10	219kw	CBS	Blair	Oct '49	11	6		5	3	1/2	7	4\$	1	M,E,L
	WLW-C	4	100kw	N,A	Crosley	May '50	13	4		3	5		3	7	x*	L
	WTVN-TV	6	100kw	A,D	Katz	Sep '49	5	11	2	9	3		9	3\$	6*	M,E,L
N	WHIO-TV	7	316kw	C,D	Hollingbery	Feb '49	x	x		7	1/2		10	2\$	2*	L
	WLW-D	2	100kw	N,A	Crosley	Mar '49	x	x	x		x	x		3	1*	L
	WLOK-TV	73	21kw	All	H-R	Apr '53	x	x		3				2	1*	E
NVILLE	WSTV-TV	9	230kw	C,A	Avery-Knodel	Jan '53	7	10	1/2	10	3	1/4	4	4	1	M,A,L
	WSPD-TV	13	316kw	All	Katz	Jul '48	9	7	4	8	13	3	22	8	2	E
STOWN	WFMJ-TV	21	175kw	NBC	Headley-Reed	Mar '53	x	x		x	4			7\$	1	A,L
	WKBN-TV	27	155kw	C,A,D	Raymer	Jan '53	9	9	2*	6	9		5	3	1	M,A,L
ILLE	WHIZ-TV	18	70kw†	All	Pearson	May '53	x	x	x*	x	x	1/4		3\$	2*	E,L

OKLAHOMA

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	DAILY HOURS			LOCAL WEEKLY HOURS				NO. SHOWS DAILY			
							Network	Local	Variety	Chil-dren's	Home makers	Farm	Syn. Film	News	Sports Info	Feature films	
	KTEN	10	251kw	ABC	V,R&McC	May '54				Questionnaires not returned							
	KGEO-TV	5	100kw	ABC	Pearson	Jul '54	2	3		3	3	3	16	2\$	2	A,L	
N	KSWO-TV	7	10kw	DuM	Pearson	Mar '53				Questionnaires not returned							
GEE	KTVX	8	316kw	A,D	Avery-Knodel	Sep '54	1	5	5*	12	1		7	3\$	1*	A,L	
DMA CITY	KMPT	19	260kw		Bolling	Nov '53		10		10	3	1/2		2\$	1*	L	
	KTVQ	25	275kw	ABC	Falter	Oct '53	x	x						2	2	L	
	KWTV	9	316kw	CBS	Avery-Knodel	Dec '53	11	6	21*	2	2	3	9	5\$		A,L	
	WKY-TV	4	100kw	N,A	Katz	Jun '49	10	7	2*	7	5	2	4	10\$	1*	A,E,L	
	KOTV	6	100kw	CBS	Petry	Oct '49	11	7	3*	6	5	1/2	12	9\$	2*	A,L	
	KTVX	(See MUSKOGEE)															
	KVOO-TV	2	100kw	NBC	Blair	Dec '54	x	x	x	5	5	1			10	A,L	

† # stations share time
 † has kitchen set
 † licensed power (given) not used
 M,A,E,L—morn, aft, eve, late
 § local film newsreel
 * local sports covered
 category unclaimed
 x figure unspecified

OREGON

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	DAILY HOURS			LOCAL WEEKLY HOURS					NO. SHOWS	
							Network	Local	Variety	Chil-dren's	Home makers	Farm	Syn. Film	News	Sports Info	
EUGENE	KVAL-TV	13	56kw	N.A.D	Hollingbery	Apr '54	1	7	3*	3	2	12	2	1		
MEDFORD	KBES-TV	5	29kw	All	Hoag-Blair	Aug '53	3	5	6*	9	3	1	9	1		
PORTLAND	KLOR	12	230kw	ABC	Hollingbery	Mar '55	<i>Questionnaires not returned</i>									
	KOIN-TV	6	100kw	CBS	CBS TV Spot	Oct '53	10	5	1/2	7	3	1/2	10	2	1	
	KPTV	27	204kw	NBC	NBC TV Spot	Sep '52	8	8	2	3	5	4	18	4		
					Moore & Lund											

PENNSYLVANIA

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	DAILY HOURS			LOCAL WEEKLY HOURS					NO. SHOWS	
							Network	Local	Variety	Chil-dren's	Home makers	Farm	Syn. Film	News	Sports Info	
ALLENTOWN	WFMZ-TV	67	80kw		Avery-Knodel	Dec '54		5	2*	5	3		20	1	1	
ALTOONA	WFBG-TV	10	316kw	All	H-R	Mar '53	6	10	8*	8	2	1/4	3	3	1	
BETHLEHEM	WLEV-TV	51	12kw	NBC	Meeker	May '53	x	x						2	2*	
EASTON	WGLA	57	100kw	A,D	Headley-Reed	Aug '53	3	5		10			3	3	1	
ERIE	WICU	12	30kw	N.A.D	Petry	Mar '49	x	x	2	2	8		15	3	2	
	WSEE-TV	35	200kw	CBS	Avery-Knodel	Apr '54	x	x	1	5			8	1	1	
HARRISBURG	WCMB-TV	27	186kw	DuM	Forjoe	Sep '54	2	10	3	5		1	8	2	1	
	WHP-TV	55	253kw	CBS	Bolling	Apr '53	x	x	x*	x			7	2	2	
	WTPA	71	220kw	ABC	Headley-Reed	Jul '53	x	x	x*		3			3	1	
JOHNSTOWN	WARD-TV	56	91kw	C.A.D	Weed	Oct '53	3	6	3x		1	2	5	4	2	
	WJAC-TV	6	71kw	N,C,D	Katz	Sep '49	13	3	3	5				2	1	
LANCASTER	WGAL-TV	8	316kw	N,C,D	Meeker	Mar '49	<i>Questionnaires not returned</i>									
PHILADELPHIA	WCAU-TV	10	316kw	CBS	CBS TV Spot	Jul '54	9	11		3	3		8	7	1*	
	WFIL-TV	6	100kw	A,D	Blair	Sep '47	4	13		20	3		30	3	3*	
	WPTZ	3	100kw	NBC	Free & Peters	Sep '41	10	8		9	13	1	8	16	5*	
PITTSBURGH	KDKA-TV	2	100kw	All	Free & Peters	Jan '49	11	8	5*	2	6		33	1	2	
	WENS	16	200kw	A,C,N	Petry	Aug '53	<i>Questionnaires not returned</i>									
READING	WEEU-TV	33	167kw	A,N	Headley-Reed	Apr '53	4	7	1*	3	1	1/4	3	3	1	
	WHUM-TV	61	87kw	C.D	H-R	Feb '53	11	5	1	5	4		17	1	1*	
SCRANTON	WARM-TV	16	191kw	ABC	Hollingbery	Jan '54	2	8	2*	3	6		9	2	1*	
	WGBI-TV	22	215kw	CBS	Blair	Jun '53	11	7	2	9			1	8	5	
	WTVI	73	13kw		Everett-McK	Aug '53		8		12				2	2*	
WILKES-BARRE	WBRE-TV	28	1000kw	NBC	Headley-Reed	Jan '53	<i>Questionnaires not returned</i>									
	WILK-TV	34	1000kw	A.D	Avery-Knodel	Sep '53	4	7	2*	12	4		8	3	1	
YORK	WNOV-TV	49	100kw†	DuM	Forjoe	Nov '53	2	5	1/2*	2			6	3		
	WSBA-TV	43	170kw†	ABC	Young	Dec '52	10	4	3	5	3		1/2	4	1	



What! Spanish TV?

Yes, 70% of the population of El Paso, and 100% of Juarez, Mexico is Spanish speaking, so after 25 years of specialization on Spanish radio, its natural consequence is

XEJ-TV CHANNEL 5

P.O. BOX 442, EL PASO, TEXAS

Ask National Time Sales
New York

RHODE ISLAND

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	DAILY HOURS		LOCAL WEEKLY HOURS				Syn. Film	NO. SHOWS DAILY		
							Network	Local	Variety	Chil-dren's	Home makers	Farm		News	Sports Info	Feature films
PROVIDENCE	WJAR-TV	10	316kw	All	Weed	Jul '49	11	7	2*	7	10 [†]	1	12	11 [§]	1	L
	WNET	16	210kw†	A.C.	Raymer	May '54	5	7	6*	1	1	1 [‡]		3	1	E,L

SOUTH CAROLINA

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	DAILY HOURS		LOCAL WEEKLY HOURS				Syn. Film	NO. SHOWS DAILY		
							Network	Local	Variety	Chil-dren's	Home makers	Farm		News	Sports Info	Feature films
CHARLOTTE	WAIM-TV	40	208kw†	CBS	Headley-Reed	Dec '53	7	5	2*	1	6 [†]	1 [‡]	2	1	1*	A,L
COLUMBIA	WCSC-TV	5	100kw	C.A.	Free & Peters	Jun '53	10	4	5*	7	3 [†]	1 [‡]	9	4 [§]	2	A
	WUSN-TV	2	100kw	N,D	H-R; Ayers	Sep '54			Questionnaires not returned							
GREENVILLE	WCOS-TV	25	1000kw†	ABC	Headley-Reed	May '53	x	x	4*	4	1 [†]		4		1	A,L
	WIS-TV	10	269kw	N,D	Free & Peters	Nov '54	7	5	1/2*	2	2 [†]	1 [‡]	7	3 [§]	2*	A
SPARTANBURG	WNOK-TV	67	741kw†	CBS	Raymer	Sep '53			Questionnaires not returned							
	WBTW	8	316kw	All	CBS TV Spot	Oct '54	3	4	1/2*	2	2 [†]	1 [‡]	4	1 [§]	1	A,E,L
WILMINGTON	WFBC-TV	4	100kw	NBC	Weed	Jan '54			Questionnaires not returned							
	WGVL-TV	23	17kw	A,D	H-R	Jul '53	4	4	6*	3	2		7	4 [§]	2	A,L

SOUTH DAKOTA

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	DAILY HOURS		LOCAL WEEKLY HOURS				Syn. Film	NO. SHOWS DAILY		
							Network	Local	Variety	Chil-dren's	Home makers	Farm		News	Sports Info	Feature films
SIEMAS FALLS	KELO-TV	11	200kw	All	Raymer	May '52	6	6		1	2	3	11	3 [§]	2	L

TENNESSEE

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	DAILY HOURS		LOCAL WEEKLY HOURS				Syn. Film	NO. SHOWS DAILY		
							Network	Local	Variety	Chil-dren's	Home makers	Farm		News	Sports Info	Feature films
MEMPHIS	WDEF-TV	12	105kw	All	Branham	Apr '54	10	6	5	7	6 [†]		7	2 [§]	1	A,L
MEMPHIS	WDXI-TV	7	316kw†	CBS	Burn-Smith	Mar '55	3	8	1/2*	9	3 [†]	2	12	2 [§]	1*	A,L
MEMPHIS	WJHL-TV	11	316kw	All	Pearson	Oct '53	x	x	1	6	3 [†]		5		3	A
MEMPHIS	WATE-TV	6	100kw	N,A	Avery-Knodel	Oct '53	12	5	1/2*	5	8 [†]		3		1	A
	WTSK-TV	26	22kw	C,D,A	Pearson	Sep '53	10	4	5*	5	3 [†]	2	2	1	1	A,L
MEMPHIS	WHBQ-TV	13	316kw	CBS	Blair	Sep '53	11	6	3*	5	1 [†]	1/2	5	7		A
	WMCT	5	100kw	NBC	Branham	Dec '48	x	x	2*	x	3 [†]	2	13	8 [§]		
MEMPHIS	WLAC-TV	5	100kw	CBS	Katz	Aug '54	12	4	1/4	7	3 [†]		5	2 [§]	1	L
	WSIX-TV	8	316kw	ABC	Hollingbery	Nov '53	4	11	8*	5	3 [†]		5	2	1	M,A,L
	WSM-TV	4	100kw	NBC	Petry	Sep '50	12	3	2*	11	8 [†]	1/2	22	3 [§]	1*	A,L

TEXAS

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	DAILY HOURS		LOCAL WEEKLY HOURS				Syn. Film	NO. SHOWS DAILY		
							Network	Local	Variety	Chil-dren's	Home makers	Farm		News	Sports Info	Feature films
HOUSTON	KRBC-TV	9	30kw	N,A,D	Pearson	Aug '53	3	7	3*	6	4 [†]	1/2	10	2	2	A,L
HOUSTON	KFDA-TV	11	57kw	C,A	H-R	Apr '53	5	8	2*	10	5 [†]	1	10	3 [§]	1*	M,L
	KGNC-TV	4	100kw	N,D	Katz	Mar '53	8	7	3*	4	3 [†]	1/2	9	3	2	M,L
HOUSTON	KTBC-TV	7	100kw	All	Raymer	Nov '52	12	5	2	6	5 [†]	1/4	10	8		L
HOUSTON	KBMT	31	224kw	N,A,D	Forjoe	Apr '54			Questionnaires not returned							
	KFDM-TV	6	100kw	CBS	Free & Peters	Apr '55			Questionnaires not returned							
HOUSTON	KVDO-TV	22	19kw	NBC	Young; Brown	Jun '54	2	7	3*	12	6 [†]	1/2	14	3 [§]	7	L
HOUSTON	KRLD-TV	4	100kw	CBS	Branham	Dec '49	x	x	x	4	7 [†]	1/2		4		L
	WFAA-TV	8	274kw	A,D,N	Petry	Sep '49	x	x		3	5 [†]	1/2	5	4 [§]	2*	A,L
HOUSTON	KROD-TV	4	56kw	C,D,A	Branham	Dec '52	x	x		7	3 [†]			3 [§]	1	L
	KTSM-TV	9	59kw	NBC	Hollingbery	Jan '53	x	x		3	3 [†]			2	1	A,E
Mex.	XEJ-TV	5	250kw		Natl Time Sls	May '54		7	3	3	2 [†]	1		2	1*	A,E,L
HOUSTON	WBAP-TV	5	100kw	N,A	Free & Peters	Sep '48	x	x	5*	6	5 [†]	1/2	12	6 [§]	1	A,E,L
HOUSTON	KGUL-TV	11	224kw	CBS	CBS TV Spot	Mar '53	x	x		1/2	3 [†]	3				A,L
HOUSTON	KGBT-TV	4	100kw	C,A,D	H-R	Oct '53	3	5	2	1	8 [†]	1/2	7	2	2	L
HOUSTON	KTRK-TV	13	316kw	ABC	Blair	Nov '54	3	13	4*	16	6 [†]	3	7	4 [§]		M,A,L
	KPRC-TV	2	100kw	NBC	Petry	Jan '49			Questionnaires not returned							

† # stations share time
 ‡ has kitchen set
 § licensed power (given) not used
 M,A,E,L—morn, aft, eve, late
 § local film newsreel
 * local sports covered
 category unclaimed
 x figure unspecified

TEXAS (continued)

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	DAILY HOURS		LOCAL WEEKLY HOURS					NO. SHOWS DAILY		
							Network	Local	Variety	Chil-dren's	Home makers	Farm	Syn. Film	News	Sports Info	
LONGVIEW	KTVE	32	240kw		Forjoe	Oct '53		9	3	5	5 $\frac{1}{2}$		20	2	2	A
LUBBOCK	KCBD-TV	11	100kw	A.N.	Raymer	May '53		Questionnaires not returned								
	KDUB-TV	13	316kw	C.D	Avery-Knodel	Nov '52	5	11	1*	10	5 $\frac{1}{2}$	2	9	6 $\frac{1}{2}$	2*	M
MIDLAND	KMID-TV	2	26kw	All	V.R&McC; Brown	Dec '53		Questionnaires not returned								
SAN ANGELO	KTXL-TV	8	28kw	All		Jun '53	x	x	x*					2	2*	F
SAN ANTONIO	KENS-TV	5	100kw	C.A.D	Free & Peters	Feb '50	12	4	3	5	1 $\frac{1}{2}$	1	3	8 $\frac{1}{2}$	1*	A
	WOAI-TV	4	100kw	N.A	Petry	Dec '49	x	x	x	1	3 $\frac{1}{2}$		x	7	1	A
TEMPLE	KCEN-TV	6	100kw	NBC	Hollingbery	Nov '53	8	8	3*	3	3 $\frac{1}{2}$	1 $\frac{1}{2}$	14	3	1	M
TEXARKANA	KCMC-TV	6	100kw	C.A.D	V.R&McC	Aug '53	6	7	2*	5	1 $\frac{1}{2}$	2	6	4 $\frac{1}{2}$	1	M
TYLER	KLTV	7	100kw	All	Pearson	Oct '54		Questionnaires not returned								
WACO	KANG-TV	34	19kw	C.A.D	Raymer	Oct '53	x	x	x*	x	x			2	2	L
	KWTV-TV	10	107kw			Apr '55		10	x*	x	3 $\frac{1}{2}$	4		3 $\frac{1}{2}$	x	
WESLACO	KRGV-TV	5	29kw	NBC	Raymer	Apr '54		Questionnaires not returned								
WICHITA FALLS	KFDX-TV	3	60kw	N.A	Raymer	Mar '53	x	x	3*	1	3 $\frac{1}{2}$			3 $\frac{1}{2}$	2	A
	KWFT-TV	6	23kw	CBS	Hoag-Blair	Feb '53	x	x		x	3 $\frac{1}{2}$	1	4	2	1	A

UTAH

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	DAILY HOURS		LOCAL WEEKLY HOURS					NO. SHOWS DAILY		
							Network	Local	Variety	Chil-dren's	Home makers	Farm	Syn. Film	News	Sports Info	
SALT LAKE CITY	KSL-TV	5	30kw	C.D	CBS TV Spot	Jun '49	10	5		11	4 $\frac{1}{2}$	2	9	3 $\frac{1}{2}$	1*	A
	KTYT	4	27kw	NBC	Katz	Jul '48	x	x		x	3 $\frac{1}{2}$	1 $\frac{1}{2}$		2 $\frac{1}{2}$	x*	M
	KUTA	2	15kw	ABC	Hollingbery	Sep '54	3	7	1	12	1 $\frac{1}{2}$		13	2	5 $\frac{1}{2}$	A

VERMONT

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	DAILY HOURS		LOCAL WEEKLY HOURS					NO. SHOWS DAILY		
							Network	Local	Variety	Chil-dren's	Home makers	Farm	Syn. Film	News	Sports Info	
BURLINGTON	WMVT	3	18kw	C.N.A	Weed	Sep '54	x	x		8	3 $\frac{1}{2}$	1 $\frac{1}{4}$	2	3	1	A

VIRGINIA

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	DAILY HOURS		LOCAL WEEKLY HOURS					NO. SHOWS DAILY		
							Network	Local	Variety	Chil-dren's	Home makers	Farm	Syn. Film	News	Sports Info	
HAMPTON	WVEC-TV															
HARRISONBURG	WSVA-TV	3	8kw	All	Pearson	Oct '53	x	x			2	2				
LYNCHBURG	WLVA-TV	13	316kw†	All	Hollingbery	Feb '53	11	7	2*	10	3 $\frac{1}{2}$	2	2	2		M,E
NEWPORT NEWS	WACH-TV	33	21kw		Walker	Oct '53		x		x				3		E,L
NORFOLK	WTAR-TV	3	100kw	C.A.D	Petry	Apr '50	11	7	20	8	x $\frac{1}{2}$	x	10	7 $\frac{1}{2}$		L
	WVEC-TV	15	214kw	NBC	Avery-Knodel	Aug '53	13	5	15	7	9 $\frac{1}{2}$		2	9 $\frac{1}{2}$	1	M,A
RICHMOND	WTVR	6	100kw	NBC	Blair	Apr '48	x	x	x	x	x $\frac{1}{2}$	3		2 $\frac{1}{2}$	1	
ROANOKE	WSLS-TV	10	296kw	N.A	Avery-Knodel	Dec '52	x	x	x*	x	3 $\frac{1}{2}$	2		7	1	

WASHINGTON

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	DAILY HOURS		LOCAL WEEKLY HOURS					NO. SHOWS DAILY			
							Network	Local	Variety	Chil-dren's	Home makers	Farm	Syn. Film	News	Sports Info		
BELLINGHAM	KVOS-TV	12	33kw	C.D	Forjoe; Stovin	Jun '53	1	8	2*	1			16	1		M,A	
PASCO	KEPR-TV	19	11kw	All	Weed	Jul '53			(Same as KIMA-TV, YAKIMA)								
SEATTLE	KING-TV	5	100kw	ABC	Blair	Nov '48	x	x			5 $\frac{1}{2}$	1	9	2 $\frac{1}{2}$	1*	M,A	
	KOMO-TV	4	100kw	NBC	Hollingbery	Dec '53	10	7		5	5 $\frac{1}{2}$	1	6	3 $\frac{1}{2}$	1	A,L	
SPOKANE	KHQ-TV	6	100kw	NBC	Katz	Dec '52	8	5	7*	4	7 $\frac{1}{2}$	1 $\frac{1}{2}$	12	3 $\frac{1}{2}$		A,L	
	KREM-TV	2	100kw	ABC	Petry	Oct '54	2	8	2	2	1 $\frac{1}{2}$		12	1		A,E	
	KXLY-TV	4	48kw	C.D	Avery-Knodel	Feb '53	x	x	1 $\frac{1}{2}$ *	3	5 $\frac{1}{2}$		10	1		A,L	
TACOMA	KTNT-TV	11	316kw	C.D	Weed	Mar '53	11	4		4	3 $\frac{1}{2}$	1	3	4 $\frac{1}{2}$		E,L	
	KTAW	13	99kw		Clark; Barry	Aug '53		10	2*	13			10		3*	A,E	
YAKIMA	KIMA-TV	29	15kw	All	Weed	Jul '53	x	x	6*	5	1 $\frac{1}{2}$	1	10	2 $\frac{1}{2}$	1*	A,L	

SYMBOLS: † # stations share time
/ has kitchen set

† licensed power (given) not used
M,A,E,L—morn, aft, eve, late

§ local film newsreel
* local sports covered

... category unclassified
x figure unspecified

WEST VIRGINIA

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	DAILY HOURS		LOCAL WEEKLY HOURS				NO. SHOWS DAILY			
							Network	Local	Variety	Chil-dren's	Home makers	Farm	Syn. Film	News	Sports info	Feature films
LESTON	WCIS-TV	8	316kw	C,A,D	Branham	Aug '54	11	4		8	3f	2	5	3§	2	L
	WKNA-TV	49	225kw†	ABC	Weed	Oct '53	3	5	3*	3	5	1/2	4	3§	2	E,L
MOONT	WJPB-TV	35	23kw	A,D,N	Gill-Perna	Mar '54	Questionnaires not returned									
TINGTON	WSAZ-TV	3	100kw	N,A	Katz	Nov '49	10	6	21*	7	13f	2	6	11§	2*	A,L
HILL	WOAY-TV	4	100kw	A,D		Dec '54	2	7	4*	3	1/2	1/2	3	3	1	A,E,L
ERSBURG	WTAP	15	20kw	N,A,D	Forjoe	Nov '53	4	6	2	6	4f		3	21	14	A,E,L
ELING	WTRF-TV	7	316kw	N,A	Hollingbery	Oct '53	11	6	4*	4	11f	1/2	5	4	1	A,L

WISCONSIN

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	DAILY HOURS		LOCAL WEEKLY HOURS				NO. SHOWS DAILY			
							Network	Local	Variety	Chil-dren's	Home makers	Farm	Syn. Film	News	Sports info	Feature films
CLAIRE	WEAU-TV	13	58kw	N,A,D	Hollingbery	Dec '53	x	x		2	1f	1/2		2		L
N BAY	WBAY-TV	2	100kw	C,D,A	Weed	Mar '53	9	4	3	6	3f	3	11	4§	4	L
ROSSE	WKBT	8	100kw	All	Raymer	Aug '54	4	3	1	3		1	5	10	6*	E,L
ISON	WKOW-TV	27	200kw	CBS	Headley-Reed	Jul '53	5	11		11	3f		5	2	2	A,L
	WMTV	33	204kw†	N,A,D	Bolling	Jul '53	5	8	1	7	4f	2	11	3§	1	A,E,L
INETTE	WMBV-TV	11	316kw†	N,A	V,R&McC	Sep '54	8	7	2*	8	8f	2	7	2§	1	E,L
WAUKEE	WCAN-TV	25	234kw	CBS	Rosenman	Sep '53	x	x		3	3f			2	2	L
	WTMJ-TV	4	100kw	NBC	H,R&P	Dec '47	10	7								L
	WTVW	12	316kw	ABC	Petry	Oct '54	3	5		9	2		6	2	1	A,L
	WXIX	19	229kw†		Bolling	Sep '53	x	x		8				2	1	A,E,L
ERIOR	WDSM-TV	6	100kw	C,D	Free & Peters	Feb '54	6	6	x		4f			3	1	
SAU	WSAU-TV	7	100kw	All	Meeker	Oct '54	2	5	1	3	2		10	2§	2	A,E,L

WYOMING

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	DAILY HOURS		LOCAL WEEKLY HOURS				NO. SHOWS DAILY		
							Network	Local	Variety	Chil-dren's	Home makers	Farm	Syn. Film	News	Sports info
YENNE	KFBC-TV	5	100kw	All	Hollingbery	Mar '54	x	x	Questionnaires not returned						

ALASKA

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	DAILY HOURS		LOCAL WEEKLY HOURS				NO. SHOWS DAILY			
							Network	Local	Variety	Chil-dren's	Home makers	Farm	Syn. Film	News	Sports info	Feature films
TORAGE	KFIA	2	14kw	C,A	Weed	Oct '53	x	x		5				2		E
	KTVA	11	4kw	N,D	Alaska Sls	Nov '53	x	x		2	5f			1§		E

HAWAII

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	DAILY HOURS		LOCAL WEEKLY HOURS				NO. SHOWS DAILY			
							Network	Local	Variety	Chil-dren's	Home makers	Farm	Syn. Film	News	Sports info	Feature films
HOLULU	KGMB-TV	9	104kw	CBS	Free & Peters	Dec '52	x	x		1/2	3f			2§	1	L
	KONA-TV	11	125kw	NBC	NBC Spot	Dec '52	x	x		5	3f		1	2	1	E
	KULA-TV	4	26kw	A,D	Young	Apr '54	x	x								E,L

ABOLDS: } # stations share time
 } † has kitchen set

† licensed power (given) not used
 M,A,E,L—morn, oft, eve, lote

§ local film newsreel
 * local sports covered

category unclaimed
 x figure unspecified

CANADA

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	DAILY HOURS		LOCAL WEEKLY HOURS					NO. SHOWS DAIL		
							Network	Local	Variety	Chil- dren's	Home makers	Farm	Syn. Film	News	Sports Info	Feb. fl
BRANDON, MAN.	CKX-TV	5	19kw	CBC	Weed; All-Can	Jan '55			Questionnaires not returned							
CALGARY, ALTA.	CHCT-TV	2	100kw	CBC	Weed; All-Can	Oct '54	4	2	5	1	2		7	1		A, E, I
EDMONTON, ALTA.	CFRN-TV	3	27kw	CBC	Reps. Ltd.	Oct '54	x	x						2	1	L
HALIFAX, N. S.	CBHT	3	100kw	C.C.	CBC	Dec '54			Questionnaires not returned							
HAMILTON, ONT.	CHCH-TV	11	12kw	CBC	CSR; All-Can	Jun '54			Questionnaires not returned							
KINGSTON, ONT.	CKWS-TV	11	257kw	CBC	Weed; All-Can	Dec '54	3	5				3 ^{fl}	8	2	1	L
KITCHENER, ONT.	CKCO-TV	13	16kw	CBC	Weed; Hardy	Mar '54	4	5	11*	4	3 ^{fl}	1/2	10	2 ^s	2*	A, E, I
LONDON, ONT.	CFPL-TV	10	117kw	CBC	Weed; All-Can	Nov '53	5	6	2	4	5 ^{fl}	1/2	7	5 ^s	2*	A, L
MONCTON, N. B.	CKCW-TV	2	5kw	CBC	CSR; Stovin	Dec '54	9	3	3*	3	5 ^{fl}		2	2 ^s	1	L
MONTREAL, QUE.	CBFT-TV	2	16kw	All	CBC	Sep '52			Questionnaires not returned							
	CBMT	6	11kw	All	CBC	Jan '54			7*	1	2 ^{fl}	1/2	14	2 ^s	1*	L
OTTAWA, ONT.	CBOT	4	9kw	All	CBC			Jun '53	Questionnaires not returned							
PETERBOROUGH, ONT.	CHFX-TV	12	260kw	CBC	Weed; All-Can	Mar '55			Questionnaires not returned							
PORT ARTHUR, ONT.	CFPA-TV	2	6kw	All	Weed; All-Can	Oct '54	6	1					x	1		L
QUEBEC, QUE.	CFCM-TV	4	2kw	C.C.	Weed; Hardy	Jul '54	x	x	2	4	1 ^{fl}		13	4	1*	A, L
REGINA, SASK.	CKCK-TV	2	20kw	CBC	Weed; All-Can	Jul '54	x	x	2	1/4	3 ^{fl}		6	1 ^s	1	L
RIMOUSKI, QUE.	CJBR-TV	3	61kw	C.C.	CSR; Stovin	Nov '54	x	x	1	1/4	2 ^{fl}		1/2	3 ^s	1*	L
ST. JOHN, N. B.	CHSJ-TV	4	100kw	CBC	Weed; All-Can	Mar '54	x	x	4	2	5 ^{fl}		10	2 ^s		L
SASKATOON, SASK.	CFQC-TV	8	100kw	C.N.A.	CSR; Reps Ltd	Dec '54	5	3	12		7 ^{fl}		3	2 ^s	1	L
SAULT STE. MARIE, ONT.	CJIG-TV	2	5kw	C.C.	Weed; All-Can	Nov '54			Questionnaires not returned							
SUDBURY, ONT.	CKSO-TV	5	2kw	All	Weed; All-Can	Oct '53	x	x	2*	1/2	8 ^{fl}		12	5	2	A, L
SYDNEY, N. S.	CJCB-TV	4	100kw	CBC	Weed; All-Can	Oct '54	4	3	1*	x	1 ^{fl}		10	2		L
TORONTO, ONT.	CBFT	9	26kw	All	CBC	Sep '52			Questionnaires not returned							
VANCOUVER, B. C.	CBUT	2	100kw	All	CBC	Dec '53			Questionnaires not returned							
WINNIPEG, MAN.	CBWT	4	56kw	CBC	CBC	Mar '54			Questionnaires not returned							

58 hours and 30 minutes per week

As of January 18, 1955 CFCM-TV programmed 58 hours and 30 minutes per week. Local programming occupied 31 hours and 20 minutes; CBC network 27 hours and 10 minutes. French language was featured 45 hours and 20 minutes, English language (including U.S. live and kines) 13 hours and 10 minutes. Top live production is a participating kitchen show 45 minutes daily Monday through Friday. Other live productions include a fashion show, quiz programs for adults and children, news, variety show, comedy, drama, d.j. shows, interview show, weather, and mobile telecast of hockey games. Programming effectiveness is attested by Elliott-Haynes Research which lists CFCM-TV shows (including some English language programs) with highest night ratings of any Canadian station.

National representatives are Joseph A. Hardy, Montreal and Toronto, and I. J. Weed, N. Y.

CFCM-TV Channel 4

Quebec City, Quebec (5th city in Canada)



farm PAGE 128

Detailed analysis of farm programming for 190 stations in this category.



feature film PAGE 132

Time periods in which feature films are scheduled. Also name of buyer.



homemaking PAGE 135

Analysis of special offerings of interest to women by categories.



special appeals PAGE 138

Stations with special programs for Negro, foreign language audiences.

TELEVISION CATEGORY DIRECTORY



sports PAGE 139

Regularly featured events on 240 stations indicating network, live or film.



studio facilities PAGE 143

Giving four types of permanent sets, color data, remotes, rear-view screen.



film & slide data PAGE 147

Size & type of slides, type of projector, film size, commercial contact.

farm tv



symbols

- * indicates farm director is member National Assoc. Radio & Tv Farm Directors (April, 1955)
- † indicates station receives program material from the U. S. Dept. of Agriculture

205 stations or 56% of the respondents to the Buyers' Guide questionnaire reported regularly scheduled farm programming. This indicates an increase in the percentage of stations offering this specialty, for in 1954 only 48% of the responding stations reported it. The U. S. Department of Agriculture offers program material to television stations and 78 stations, 38% of the list, reported using this service. 24 stations have farm directors who are members of the National Association of Radio and Television Farm Directors. While most of the farm telecasts deal with market news and weather reports, a large percentage make use of extension services from local colleges and universities.

ALABAMA

- BIRMINGHAM**
 †WBRC-TV...3 hrs weekly 4-H, weather, market news
- DECATUR**
 WMSL-TV...½ hr weekly market news
- MOBILE**
 WALA-TV...½ hr weekly extension

ARIZONA

- PHOENIX**
 KOOL-TV...5 hrs weekly news
 KPHO-TV...2 hrs weekly market news, farm hints, etc.
 KTVK-TV...½ hr weekly market news
 KVAR-TV...½ hr weekly extension
- TUCSON**
 KVOA-TV...market and weather news

ARKANSAS

- FT. SMITH**
 KFSA-TV...½ hr weekly
- LITTLE ROCK**
 KARK-TV...3 hrs weekly farm & market news, on-the-farm films, interviews
 KATV...½ hr weekly extension, market news, developments, interviews, guests

CALIFORNIA

- BAKERSFIELD**
 KERO-TV...½ hr weekly
- EUREKA**
 KIEM-TV...¼ hr weekly extension, service
- FRESNO**
 †KJEO...2 hrs weekly market news, frost warnings, demonstrations
 †KMJ-TV...2 hrs weekly—news, weather, markets, features, extension
- LOS ANGELES**
 KABC-TV...½ hr Sat—counselor
 KHJ-TV...1 hr weekly weather & farm reports in news programs
 *KNXT...daily markets, counselor
 KRCA-TV...1 hr weekly
- SACRAMENTO**
 KBET-TV...2 hrs weekly
- SAN DIEGO**
 KFMB-TV...¾ hr weekly films distributed by agricultural organizations
- SAN FRANCISCO**
 KPIX...½ hr weekly agriculture, extension, etc.
 KSAN-TV...¼ hr weekly market news, extension; advice
- SAN LUIS OBISPO**
 KVEC-TV...½ hr weekly A.P. farm news
- TULARE**
 KVVG...2 hrs weekly market reports

COLORADO

- COLORADO SPRINGS**
 KKTV...¼ hr weekly—market news, crop reports, farm safety, extension
- DENVER**
 †*KLZ-TV...¼ hr daily—reporter
- GRAND JUNCTION**
 KFXJ-TV...¼ hr weekly gen. information
- PUEBLO**
 †KCSJ-TV...3 hrs weekly—extension, county agents, H.D.A. market news, ditch reports, weather forecasts, farm news

FLORIDA

- JACKSONVILLE**
 WMBR-TV...½ hr weekly—market news
- PENSACOLA**
 WEAR-TV...½ hr weekly—market news

GEORGIA

- ATLANTA**
 WAGA-TV...¾ hr weekly market news plus farm films
 WLW-A...½ hr weekly
- AUGUSTA**
 WJBF...1 hr weekly—demonstration, extension, 4-H work
- COLUMBUS**
 WDAK-TV...2 hrs weekly extension, farm news, markets

IDAHO**BOISE**

KBOI....1 hr weekly—Idaho State Extension, University of Idaho, agricultural films, local & regional market news

KIDO-TV....½ hr weekly—market news and interviews

TWIN FALLS

KLIX-TV....½ hr weekly

ILLINOIS**CHAMPAIGN**

WCIA....2 hrs weekly—news, market reports, special features

CHICAGO

†WNBQ....2 hrs weekly—extension, market, weather news, film features

DECATUR

†WTVP....2 hrs weekly—market, news, buyers guide, interviews

HARRISBURG

WSIL-TV....1 hr weekly

QUINCY

WGEM-TV....2 hrs weekly extension, market, news

ROCKFORD

WREX-TV....3 hrs weekly—market reports, farm service interviews, gardening (live), Johnott series (So F)

ROCK ISLAND

†WHBF-TV....2 hrs weekly—farm features, and markets

SPRINGFIELD

†*WICS....Market news and special feature

INDIANA**EVANSVILLE**

WEHT....½ hr weekly—extension, market news

WFIE-TV....½ hr weekly—market news

FORT WAYNE

WKJG-TV....2 hrs weekly—all extension services, farm youth, soil conservation, market news

INDIANAPOLIS

†WFBM-TV....2 hrs weekly—market report, weather, agricultural news, etc.

WISH-TV....2 hrs weekly—extension, home demonstration, consumer mkt. & educ, county agent

LAFAYETTE

WFAM-TV....½ hr weekly—market news & Purdue ext. info.

IOWA**AMES**

*WOI-TV....4 hrs weekly—extension, markets, farm news

CEDAR RAPIDS

KCRG-TV....¼ hr weekly—market news

†WMT-TV....2 hrs weekly—weather, markets, farm news, interviews, demonstrations

DAVENPORT

†*WOC-TV....½ hr daily—markets, news, extension

DE MOINES

†*WHO-TV....3 hrs weekly—markets, weather, homemaking, extension, farm news

FORT DODGE

KQTV....½ hr weekly—extension, market reports

MASON CITY

KGLO-TV....2 hrs weekly—AP, UP, services, markets, trends, weather, farm features, occasional guests

SIoux CITY

KTIV....3 hrs weekly

†KVTV....4 hrs weekly—extension, news, market reports, interviews, how-to-do-it

KANSAS**PITTSBURG**

KOAM-TV....2 hrs weekly—markets, farm news, extension service

TOPEKA

*WIBW-TV....2 hrs weekly—markets, farm news

WICHITA

†KTVH....2 hrs weekly—extension

KENTUCKY**HENDERSON**

WEHT....½ hr weekly extension service

LEXINGTON

WLEX-TV....½ hr weekly—farm & market reports

LOUISVILLE

WAVE-TV....1 hr weekly— from operated farm

LOUISIANA**BATON ROUGE**

WBRZ....2 hrs weekly; news

MONROE

KNOE-TV....2 hrs weekly—market news, extension, demonstration

NEW ORLEANS

WDSU-TV....5 min. daily—live early morning by representative Dept. of Agriculture

SHREVEPORT

KSLA....15 min. weekly—La. extension service

MAINE**BANGOR**

†WABI-TV 1 hr weekly—extension, market

W-TWO....planned

PORTLAND

†WCSH-TV....½ hr weekly—Maine extension service, Maine Dept. Agriculture, Maine experiment station, market news, features

MARYLAND**BALTIMORE**

†*WBAL-TV ½ hr Sun roundup

SALISBURY

WBOC-TV....1 hr weekly—local market news

MASSACHUSETTS**BOSTON**

*WBZ-TV....2 hrs weekly market reports, extension service program

WORCESTER

WWOR-TV....½ hr weekly—extension service, market news, etc.

THEY'RE ALL WATCHING WREX-TV

WREX-TV
delivers Audiences in 94% of the time periods

WREX-TV
1st in 466 —¼ hr. periods

STATION B
1st in 27 time periods

Survey by
PULSE, INC.

All 15 TOP once a week programs are on WREX-TV

9 of 10 TOP multi-week programs are on WREX-TV

Over 250,000 TV sets in this BILLION DOLLAR — 7-CITY sales area with a population of well over 1,000,000

WREX-TV
ROCKFORD • ILLINOIS

ABC

channel 13

represented by
H-R TELEVISION, INC.

MICHIGAN**ANN ARBOR**

WPAG-TV.... $\frac{1}{2}$ hr weekly extension services, market news, reports, interviews, etc.

BAY CITY

WNEM-TV.... $\frac{1}{2}$ hr weekly

DETROIT

†*WWJ-TV....2 hrs weekly farm, market news, extension, demonstration, weather reports, special events

GRAND RAPIDS

WOOD-TV....3 hrs weekly

KALAMAZOO

WKZO-TV.... $\frac{1}{2}$ hr weekly extension, veterinary care, animal husbandry, 4-H

TRAVERSE CITY

WPBN-TV.... $\frac{1}{2}$ hr weekly farm program, extension service

MINNESOTA**AUSTIN**

†KMMT.... $\frac{1}{2}$ hr weekly market news, trends, interviews

MISSISSIPPI**JACKSON**

*WLBT....3 hrs weekly market news, extension, interviews, farm news, weather

WSLI-TV.... $\frac{1}{4}$ hr weekly extension

MERIDIAN

WTOK-TV....1 hr weekly extension

MISSOURI**COLUMBIA**

KOMU-TV....1 hr weekly extension, news, markets, do-it-yourself

HANNIBAL

KHQA-TV....Special program

JEFFERSON CITY

KRCG-TV....2 hrs weekly

KANSAS CITY

*KCMO-TV....2 hrs weekly markets, news

WDAF-TV.... $\frac{1}{2}$ hr weekly markets, news

SPRINGFIELD

KTTS-TV.... $\frac{1}{2}$ hr weekly county extension agent

MONTANA**BUTTE**

KXLF-TV....2 hrs weekly

GREAT FALLS

KFBB-TV....20 min. weekly 15 min. extension program, 5 min. market report

MISSOULA

KGVO-TV.... $\frac{1}{2}$ hr. weekly market news

NEBRASKA**KEARNEY**

KHOL-TV....2 hrs weekly markets, F.F.A., your county agent

LINCOLN

KOLN-TV.... $\frac{1}{4}$ hr weekly

OMAHA

KMTV.... $\frac{1}{2}$ hr daily markets, news

†*WOW-TV....2 hrs weekly U. of Nebraska, Iowa State College, USDA, Omaha grain exchange

NEW HAMPSHIRE**MANCHESTER**

WMUR-TV.... $\frac{1}{2}$ hr weekly extension, market news

NEW MEXICO**ROSWELL**

KSWS-TV.... $\frac{1}{2}$ hr weekly farm extension services of New Mexico, A&M, and Chaves County agricultural agent, etc.

NEW YORK**NEW YORK CITY**

†WRCA-TV....2 hrs weekly agricultural, plus weather

ROCHESTER

WHAM-TV....1 hr weekly weather, etc.

SCHENECTADY

WRGB....daily farm service

SYRACUSE

WHEN-TV....2 hrs weekly—extension, home bureau

UTICA

WKTU.... $\frac{3}{4}$ hr weekly extension, market, produce, animal husbandry, etc.

WATERTOWN

WCNY-TV....farm news, local Ag. & 4-H agents

NORTH CAROLINA**ASHEVILLE**

WLOS-TV.... $\frac{1}{2}$ hr weekly country store program

CHARLOTTE

†WBTU.... $\frac{1}{2}$ hr weekly market reports, general news, weather

DURHAM

†WTVD....2 hrs weekly extension, training, market, regional news

GREENSBORO

†WFMY-TV.... $\frac{1}{4}$ hr daily

GREENVILLE

WNCT....3 hrs weekly extension, general news, (occasional films)

WINSTON-SALEM

WSJS-TV....2 hrs weekly complete area coverage

NORTH DAKOTA**FARGO**

*WDAY-TV....1 hr weekly markets

MINOT

KCJB-TV....3 hrs weekly NDAC in Fargo, local 111, local & regional markets

VALLEY CITY

KXJB-TV....7 hrs weekly extension, market, interview, $\frac{1}{2}$ daily from North Dakota Agricultural College

OHIO**ASHTABULA**

WICA-TV....2 hrs weekly—extension, news

CINCINNATI

WCPO-TV.... $\frac{3}{4}$ hr weekly—general public service

COLUMBUS

*WBNS-TV.... $\frac{1}{2}$ hr weekly—extension, market news, public service

STEUBENVILLE

WSTV-TV.... $\frac{1}{4}$ hr weekly agriculture extension, 4-H, homemaking

TOLEDO

†WSPD-TV....3 hrs weekly

ZANESVILLE

WHIZ-TV.... $\frac{1}{4}$ hr weekly—interviews, discussions

OKLAHOMA**ENID**

†*KGEO-TV....3 hrs weekly—markets, government & state agencies, used

OKLAHOMA CITY

†KWTU....3 hrs weekly—extension, soil conservation, vocational agriculture, markets, news, interviews

†*WKY-TV....2 hrs weekly extension, general farm news

TULSA

†KOTV.... $\frac{1}{2}$ hr weekly F.F.A.

†KVOO-TV....4 hrs weekly—extension, market news, all sources

OREGON**MEDFORD**

KBES-TV....1 hr weekly extension

PORTLAND

†KOIN-TV.... $\frac{1}{2}$ hr weekly special events, extension services, market news, weather Oregon & Washington

KPTV.... $\frac{1}{4}$ hr weekly extension, service

PENNSYLVANIA**ALTOONA**

WFBG-TV.... $\frac{1}{4}$ hr weekly extension

HARRISBURG

WCMB-TV....1 hr weekly local farm news, interviews, FFA, FFA, market reports, etc.

JOHNSTOWN

WARD-TV....2 hrs weekly national film sources

PHILADELPHIA

WPTZ....1 hr weekly farm market, news reports

READING

WEEU-TV.... $\frac{1}{4}$ hr weekly extension, market news

SCRANTON

WGBI-TV....5 min daily weather

WILKES-BARRE

WILK-TV....planned

RHODE ISLAND

PROVIDENCE

WJAR-TV....1 hr weekly—market news
WNET....½ hr weekly

SOUTH CAROLINA

ANDERSON

WAIM-TV....½ hr weekly—extension

CHARLESTON

WCSC-TV....½ hr weekly—local farm topics, and news

COLUMBIA

WIS-TV....½ hr weekly—all categories

FLORENCE

†WBTW....½ hr weekly—extension, market news, weather, etc.

SOUTH DAKOTA

SIOUX FALLS

KELO-TV....3 hrs weekly—markets, on the farm programs

TENNESSEE

JACKSON

WDXI-TV....2 hrs weekly—market news, extension, local farm information

JOHNSON CITY

WJHL-TV....¼ hr weekly—county agents

KNOXVILLE

WTSK-TV....2 hrs weekly—market news, tips

MEMPHIS

WHBQ-TV....½ hr weekly—market news
†*WMCT....2 hrs weekly—markets, livestock

NASHVILLE

†WSM-TV....½ hr weekly—extension, news, market and farm homemaking

TEXAS

ABILENE

KRBC-TV....½ hr weekly—extension, markets, news, etc.

AMARILLO

KFDA-TV....1 hr weekly—market & weather reports

KGNC-TV....½ hr weekly—various

AUSTIN

KTBC-TV....¼ hr weekly—extension

CORPUS CHRISTI

KVDO-TV....½ hr weekly—market news, etc.

EI PASO

XEJ-TV....¾ hr weekly

FORT WORTH

†*WBAP-TV....½ hr weekly—news, markets, remote features

HARLINGEN

KGBT-TV....½ hr weekly—extension, market news

HOUSTON

KTRK-TV....3 hrs weekly

LUBBOCK

KDUB-TV....2 hrs weekly—advance weather news, county agent

SAN ANTONIO

KENS-TV....1 hr weekly—general farm news

TEMPLE

†KCEN-TV....½ hr weekly—market news

TEXARKANA

†*KCMC-TV....20 min. daily show—covering all phases

WACO

KWTX-TV....4 hrs weekly

WICHITA FALLS

KWFT-TV....½ hr weekly—markets, counselor

UTAH

SALT LAKE CITY

†KSL-TV....2 hrs weekly—extension service, news, weather, market news, etc.

KUTV....½ hr weekly—market and news

VERMONT

BURLINGTON

WMVT....¼ hr weekly—extension, general farm news

VIRGINIA

LYNCHBURG

†WLVA-TV....2 hrs weekly—extension, V.P.I.

NORFOLK

WTAR-TV....Extension, weather (by graduate meteorologist)

RICHMOND

†WTVR....3 hrs weekly—extension, farm news, rural weather forecast

WASHINGTON

PASCO

KEPR-TV....1 hr weekly—extension, how-to-do-it

SEATTLE

†*KOMO-TV....1 hr weekly—all types

SPOKANE

†KHQ-TV....½ hr weekly

TACOMA

KTNT-TV....1 hr weekly

YAKIMA

KIMA-TV....1 hr weekly—extension, how-to-do-it

WEST VIRGINIA

CHARLESTON

WCHS-TV....½ hr weekly—extension, market news, crop reports, service, etc.

WKNA-TV....½ hr weekly—extension, market, news

HUNTINGTON

*WSAZ-TV....2 hrs weekly—stock reports, grain & vegetable reports, general farm news, weather

OAK HILL

WOAY-TV....½ hr weekly—county agent, 4-H, extension

(Continued on page 152)



What the heck's Joe Floyd doing with Florence?

(South Dakota)

He's putting a whole new market on the tv map . . . 78,000 single-station homes, massed in the great Aberdeen-Watertown-Huron triangle . . . reached only by the new, Joe Floyd-operated KDLO-TV, (CHANNEL 3), a proud, powerful interconnected companion of KELO-TV, Sioux Falls.

JOE FLOYD, president

NBC (TV) PRIMARY • ABC • CBS • DUMONT

feature films



361 stations (95% of total respondents) reported daily feature film programming. That's about the same ratio as last year. However, more stations offer late evening film shows in 1955—88% of respondents as against 78% in 1954. Afternoon films were reported by 60% of the stations, early evening by 33% and morning shows by 16%.

City & state	Call letters	AM	Aft	Eve	Late	Contact
ALABAMA						
BIRMINGHAM	WABT	x	x		x	Ray A. Furr
	WBRC-TV			x	x	Keith Williams
DECATUR	WMSL-TV		x	x		Bill Guy
MOBILE	WALA-TV		x			A. C. Holman
MONTGOMERY	WCOV-TV			x		Robert House
ARIZONA						
PHOENIX	KOOL-TV		x		x	Charles H. Garland
	KPHO-TV				x	C. A. Larson
	KTVK			x	x	
	KVAR		x	x		Dwight Harkins
TUCSON	KOPO-TV		x			R. A. Williams
	KVOA-TV		x			John C. Underwood
YUMA	KIVA				x	Arthur Fszol
ARKANSAS						
FORT SMITH	KFSA-TV		x		x	Pat Porta
LITTLE ROCK	KARK-TV		x		x	Dale Hart
	KATV				x	James Cowser
CALIFORNIA						
BAKERSFIELD	KBAK-TV		x	x	x	A. H. Constant
	KERO-TV		x		x	John Ballinger
CHICO	KHSL-TV				x	M. F. Woodling
EUREKA	KIEM-TV			x	x	W. B. Smullin
FRESNO	KJEO		x	x	x	Joe Drilling
	KMJ-TV		x			William Curtis
LOS ANGELES	KABC-TV		x		x	Vic England
	KCOP		x	x	x	Al Flannagan
	KHJ-TV		x	x	x	James D. Higson
	KNXT		x	x		Bob Hurlbut
	KRCA-TV		x			George Burke
	KTLA		x			Leland G. Muller
	KTTV		x		x	Richard Woollen
SACRAMENTO	KBET-TV		x		x	Roger Van Duzer
	KCCC-TV				x	Kenneth Michael
SALINAS	KSBW-TV			x	x	Peg Miner
SAN DIEGO	KFMB-TV		x		x	Bill Fox
	KFSD-TV		x	x		Jack Tolen
	XETV		x	x	x	Julian M. Kauffman
SAN FRANCISCO	KGO-TV				x	Bob Mitchell
	KPIX		x			Wm. C. Dempsey
	KRON-TV		x	x	x	N. Louvau
	KSAN-TV				x	N. J. Patterson
SAN LUIS OBISPO	KVEC-TV		x	x	x	Si Darrah
SANTA BARBARA	KEY-T		x		x	Russell Furse
STOCKTON	KOVR		x	x	x	Jay Watson
	KTVU		x			Dave Hume
TULARE	KVVG			x	x	Sheldon Anderson
COLORADO						
COLO. SPRINGS	KKTV			x	x	Cecil Seavy
	KRDO-TV				x	Harry Hoth
DENVER	KBTV		x		x	W. L. Murray
	KFEL-TV				x	Tom Breen
GRAND JUNC.	KFXJ-TV				x	TV, Inc., New York
PUEBLO	KCSJ-TV		x	x	x	Douglas D. Kahle

City & state	Call letters	AM	Aft	Eve	Late	Contact
CONNECTICUT						
BRIDGEPORT	WICC-TV				x	Wallie Dunlap
HARTFORD	WGTH-TV				x	Dan German
NEW BRITAIN	WKNB-TV		x	x	x	Philip B. Hale
NEW HAVEN	WNHC-TV				x	Bill Mulvey
DISTRICT OF COLUMBIA						
WASHINGTON	WRC-TV		x	x	x	George Dorsey
	WTOP-TV				x	Lenore Salzman
	WTTG		x	x	x	Vic Guidice
FLORIDA						
FT. LAUDERDALE	WGBS-TV			x		John L. Crosby
	WITV				x	Arthur L. Gray
JACKSONVILLE	WMBR-TV		x		x	Harry Kalkines
ORLANDO	WDBO-TV				x	W. E. Sickles
PENSACOLA	WEAR-TV			x	x	Jerry Williams
ST. PETERSBURG	WSUN-TV		x	x		Bob Gilbert
W. PALM BEACH	WEAT-TV				x	
	WIRK-TV				x	Shirlee Barish
GEORGIA						
ALBANY	WALB-TV			x	x	
ATLANTA	WAGA-TV		x	x	x	Don Naylor
	WLW-A		x	x	x	Alvin Sussman
	WQXI-TV				x	Pat Kelly
AUGUSTA	WJBF			x	x	Tom Hennesy
	WRDW-TV			x	x	Bill Mackenzie
COLUMBUS	WDAK-TV			x	x	Hollywood Tv
	WRBL-TV		x	x	x	Ridley Bell
IDAHO						
BOISE	KBOI			x	x	Earl Glade
	KIDO-TV			x	x	Jack Link
IDAHO FALLS	KID-TV			x	x	Jack Link
TWIN FALLS	KLIX-TV			x	x	Frank C. McIntyre
ILLINOIS						
BELLEVILLE	WTVI				x	Jerrell Henry
CHAMPAIGN	WCIA		x		x	
CHICAGO	WBBM-TV			x	x	Van G. Cominos
	WBKB		x	x	x	Ralph Andrews
	WGN-TV		x	x	x	Elizabeth Bain
	WNBQ				x	Isabelle Conney
DANVILLE	WDAN-TV				x	Bill Dorn
DECATUR	WTVP			x		Paul K. Taff
HARRISBURG	WSIL-TV				x	O. L. Turner
PEORIA	WEEK-TV		x		x	R. E. Johnson
	WTVH-TV				x	Robert Holben
QUINCY	WGEM				x	Ted Austin
ROCKFORD	WREX-TV		x	x		Donna Maizee
	WTVO				x	Carl P. Stemler
ROCK ISLAND	WHBF-TV			x		Forest W. Cooke
SPRINGFIELD	WICS				x	Jack Hoskins
INDIANA						
ELKHART	WSJV-TV		x		x	E. J. Lasker
EVANSVILLE	WEHT		x	x	x	Cecil Sansbury
	WFIE-TV				x	Ted Nelson
FT. WAYNE	WIN-T			x	x	Robert C. Currie Jr.
	WKJG-TV			x	x	Carlo Mahlock

City & state	Call letters	AM	Aft	Eve	Late	Contact
INDIANAPOLIS	WFBM-TV				x	Hugh L. Kibbey
	WISH-TV			x	x	R. B. McConnell
LAFAYETTE	WFAM-TV		x		x	James R. Potter
SOUTH BEND	WSBT-TV	x	x		x	Walter Sweitzer
IOWA						
AMES	WOI-TV				x	Bob Mulhall
CEDAR RAPIDS	KCRG-TV				x	Ralph P. Willey
	WMT-TV	x	x		x	Douglas Grant
DAVENPORT	WOC-TV			x	x	Kenneth Wagner
DES MOINES	KGTV				x	Harold Fulton
	WHO-TV			x	x	Jack Kerrigan
FORT DODGE	KQTV			x	x	Vernon Gielow
MASON CITY	KGLO-TV				x	
SIOUX CITY	KTIV				x	Bill Lucas
	KVTV				x	Don Sullivan
WATERLOO	KWWL-TV		x	x	x	Don Inman
KANSAS						
GREAT BEND	KCKT-TV				x	Ben Butler
PITTSBURG	KOAM-TV		x	x	x	R. E. Wade
TOPEKA	WIBW-TV	x	x		x	Art Holbrooke
WICHITA	KAKE-TV				x	
	KEDD				x	Jack Chester
	KTVH				x	E. W. Dalter
KENTUCKY						
HENDERSON	WEHT		x	x	x	Cecil Sansbury
LEXINGTON	WLEX-TV				x	
LOUISVILLE	WAVE-TV		x		x	George Patterson
LOUISIANA						
ALEXANDRIA	KALB-TV			x	x	Tom Palmer
BATON ROUGE	WBRZ		x		x	National Tv Corp.
LAKE CHARLES	KPLC-TV		x	x	x	Don Johnson
	KTAG-TV		x	x	x	Warren Berwick
MONROE	KNOE-TV				x	Harry Arthur
NEW ORLEANS	WDSU-TV				x	Ivy de Louche
	WJMR-TV				x	George A. Mayoral
SHREVEPORT	KSLA		x	x	x	Bernie R. Fleet
MAINE						
BANGOR	WABI-TV				x	Richard B. Bronson
	W-TWO		x	x	x	Variety Film Corp.
LEWISTON	WLAM-TV				x	Frank Hoy
PORTLAND	WCSH-TV		x		x	Bill Kerkos
	WGAN-TV				x	Samuel G. Henderson Jr.
MARYLAND						
BALTIMORE	WAAM		x	x	x	Herbert B. Cahan
	WBAL-TV				x	Sydney Barbet
	WMAR-TV				x	David D. B. Stickle
SALISBURY	WBOC-TV				x	J. W. Downing Jr.
MASSACHUSETTS						
BOSTON	WBZ-TV		x	x	x	R. G. Duffield
	WNAC-TV				x	James Pike
CAMBRIDGE	WTAO-TV				x	Theo. B. Pittman
PITTSFIELD	WMTG				x	M. R. Bolender
SPRINGFIELD	WWLP		x		x	Milton Slater
WORCESTER	WWOR-TV		x		x	Harold Eckman
MICHIGAN						
ANN ARBOR	WPAG-TV				x	R. W. Kirkpatrick
BAY CITY	WNEM-TV		x	x	x	Harry E. Travis
DETROIT	CKLW-TV		x	x	x	Art MacColl
	WJBK-TV		x	x	x	Bob Buchanan
	WWJ-TV		x		x	Frank Picard II
	WXYZ-TV		x		x	John Pival
GRAND RAPIDS	WOOD-TV				x	Clark Grant
KALAMAZOO	WKZO-TV				x	Charles T. Lynch
LANSING	WJIM-TV				x	Phil Sherck
	WTOM-TV				x	Frances Wilson
SAGINAW	WKNX-TV		x	x	x	Westley Lambert
TRAVERSE CITY	WPBN-TV				x	John Anderson
MINNESOTA						
AUSTIN	KMMT		x		x	Tom Steensland
DULUTH	KDAL-TV		x		x	Earl Henton
MINNEAPOLIS	KEYD-TV		x	x	x	R. C. Fransen
ST. PAUL	WMIN-TV		x	x	x	Oscar Backlund
	WTCN-TV		x	x	x	Gene Wecker
ROCHESTER	KROC-TV				x	Don Perry

City & state	Call letters	AM	Aft	Eve	Late	Contact
MISSISSIPPI						
JACKSON	WJTV				x	Dale Baum
	WLBT			x	x	Maurice Thompson
	WSLI-TV		x	x	x	Fitz Hooton
MERIDIAN	WTOK-TV				x	George Shannon
MISSOURI						
COLUMBIA	KOMU-TV		x	x	x	John Conwell
HANNIBAL	KHQA-TV				x	
JEFFERSON CITY	KRCG-TV				x	Charles Lotz Jr.
JOPLIN	KSWM-TV				x	Austin A. Harrison
KANSAS CITY	KCMO-TV		x	x	x	T. R. Thompson
	KMBC-TV				x	Ken Greenwood
	WDAF-TV				x	John Kriyas
SPRINGFIELD	KTTS-TV		x		x	Jack Lloyd
MONTANA						
BUTTE	KXLF-TV				x	Jim Manning
GREAT FALLS	KFBB-TV				x	Le Roy Stahl
MISSOULA	KGVO-TV				x	A. J. Mosby
NEBRASKA						
HOLDREGE	KHOL-TV		x	x		K. Cooper
LINCOLN	KOLN-TV				x	Paul Jensen
OMAHA	KMTV				x	
	WOW-TV				x	Bill McBride
NEVADA						
LAS VEGAS	KLAS-TV				x	James A. Lilly
RENO	KZTV				x	
NEW HAMPSHIRE						
MANCHESTER	WMUR-TV				x	W. A. Gildersleeve
NEW JERSEY						
NEWARK	WATV				x	Robert M. Paskow
NEW MEXICO						
ALBUQUERQUE	KGGM-TV				x	George B. Morgan
	KOAT-TV		x	x	x	Ted L. Snider
	KOB-TV		x	x	x	Dorothy Smith, Rolf S. Neilsen
ROSWELL	KSWV-TV				x	Jack E. Shafer
NEW YORK						
ALBANY	WROW-TV		x		x	
	WTRI				x	Paul Jacobson
BINGHAMTON	WNBF-TV				x	Ed Scala
BUFFALO	WGR-TV		x	x	x	Van Buren Devries
KINGSTON	WKNY-TV				x	Irv Rose
NEW YORK	WABC-TV		x	x		George Rice
	WABD		x	x	x	Henry Humphrey
	WCBS-TV		x	x	x	William Lacey
	WOR-TV		x	x	x	Mil Fenster
	WPIX				x	Carol Levine
	WRCA-TV		x	x	x	Richard L. Berman
PLATTSBURG	WIRI				x	Hal Wilson
ROCHESTER	WHAM-TV		x	x	x	Charles Siverson
	WHEC-TV				x	J. P. Reidenbach
	WVET-TV				x	Paul C. Louthor
						Arthur V. Cook
SYRACUSE	WHEN-TV				x	Gordon Alderman
	WSYR-TV		x	x	x	Wm. V. Rothrum
UTICA	WKTV				x	Frank Gruenwald
WATERTOWN	WCNY-TV				x	David Graves
NORTH CAROLINA						
ASHEVILLE	WLOS-TV				x	Charles B. Britt
CHARLOTTE	WBTV				x	Charles Seward
DURHAM	WTVD				x	Dale Baum
GREENSBORO	WFMY-TV				x	Jack Wiggins
GREENVILLE	WNCT				x	Bill Carroll
WILMINGTON	WMFD-TV				x	John MacNeil
WINSTON-SALEM	WSJS-TV		x	x	x	John Comas
NORTH DAKOTA						
FARGO	WDAY-TV		x	x	x	Ken Kennedy
MINOT	KCJB-TV				x	Herman Burkhart
VALLEY CITY	KXJB-TV				x	Judy Lawton
OHIO						
AKRON	WAKR-TV				x	Bloyce M. Wright
ASHTABULA	WICA-TV				x	
CINCINNATI	WCPO-TV		x		x	Sid Barger
	WKRC-TV				x	Emil Bergdoll
	WLW-TV		x	x	x	Art Nevins

homemaking



In the early days of television the term homemaking was synonymous with kitchen shows, for most women's programs concentrated almost exclusively on this appeal. Today, homemaking is a broad term covering most areas of interest to women. In general, however, this type of programming falls into six main categories: kitchen, home decoration, child care, do-it-yourself, fashion and beauty. In summary, kitchen shows are still most popular, with 90% of the 266 stations reporting this data. Home decoration and fashion tie for second place, with 70% of the respondents claiming them. Beauty ranks next with 55% reporting, while do-it-yourself is close with 54%. Child care was reported by the least number of stations, 27% of the total. All these stations reported at least one permanent set for their homemaking programs: 91% have kitchen sets, 98% have living room sets and 75% have outdoor patio sets (see special category listing on studio facilities, starting p. 143 for this data).

symbols

x indicates station covers appeal under column heading
See master directory for homemaking hours per week

		Kitchen	Home Decor	You Do-It	Child Care	Fash-ion	Beauty
ALABAMA							
<i>BIRMINGHAM</i>	WABT	x	x	x	x	x	x
	WBRC-TV	x	x				
<i>DECATUR</i>	WMSL-TV	x				x	x
<i>MOBILE</i>	WALA-TV	x	x			x	x
<i>MONTGOMERY</i>	WCOV-TV	x	x			x	
ARIZONA							
<i>PHOENIX</i>	KOOL-TV	x				x	x
	KPHO-TV	x					
	KTVK	x	x	x	x	x	x
<i>TUCSON</i>	KOPO-TV	x	x	x		x	x
	KVOA-TV			x		x	x
ARKANSAS							
<i>FORT SMITH</i>	KFSA-TV	x	x		x	x	x
<i>LITTLE ROCK</i>	KARK-TV	x	x	x	x	x	x
	KATV	x					
CALIFORNIA							
<i>BAKERSFIELD</i>	KERO-TV	x	x		x	x	x
<i>EUREKA</i>	KIEM-TV	x	x	x	x	x	x
<i>FRESNO</i>	KJEO	x	x			x	
	KMJ-TV	x	x		x	x	
<i>LOS ANGELES</i>	KCOP	x				x	x
	KHJ-TV	x					
	KRCA-TV	x	x	x	x	x	x
	KTLA	x					
	KTTV		x		x	x	x
<i>SACRAMENTO</i>	KBET-TV	x	x	x	x	x	x
<i>SALINAS</i>	KSBW-TV	x	x			x	
<i>SAN DIEGO</i>	KFMB-TV	x					
	KFSD-TV	x	x	x		x	x
<i>SAN FRANCISCO</i>	KGO-TV	x				x	x
	KPIX	x	x				
	KRON-TV	x	x			x	x

		Kitchen	Home Decor	You Do-It	Child Care	Fash-ion	Beauty
<i>SAN LUIS OBISPO</i>	KVEC-TV	x	x			x	x
<i>SANTA BARBARA</i>	KEY-T	x					
<i>STOCKTON</i>	KOVR	x	x	x	x	x	x
	KTVU	x	x				
COLORADO							
<i>COLORADO SP'S</i>	KKTV	x	x	x		x	x
<i>DENVER</i>	KBTV	x	x	x		x	x
<i>GRAND JUNCTION</i>	KFXJ-TV	x	x				x
<i>PUEBLO</i>	KCSJ-TV	x	x	x		x	x
CONNECTICUT							
<i>NEW BRITAIN</i>	WKNB-TV	x	x			x	x
<i>NEW HAVEN</i>	WNHC-TV	x	x	x	x	x	
DISTRICT OF COLUMBIA							
<i>WASHINGTON</i>	WRC-TV	x	x			x	x
	WTOP-TV	x		x		x	x
	WTTG	x	x	x	x	x	x
FLORIDA							
<i>JACKSONVILLE</i>	WMBR-TV	x					
<i>ORLANDO</i>	WDBO-TV	x	x			x	x
<i>PENSACOLA</i>	WEAR-TV	x		x		x	x
<i>ST. PETERSBURG</i>	WSUN-TV	x	x	x		x	x
GEORGIA							
<i>ALBANY</i>	WALB-TV	x	x	x	x	x	x
<i>ATLANTA</i>	WAGA-TV	x	x			x	x
	WLW-A				x		
	WQXI-TV	x	x	x		x	x
	WJBF	x					
<i>AUGUSTA</i>	WRDW-TV	x					
<i>COLUMBUS</i>	WDAK-TV	x				x	
	WRBL-TV	x	x			x	

		Kitchen	Home Decor	You Do-It	Child Care	Fash- ion	Beauty							
		Kitchen	Home Decor	You Do-It	Child Care	Fash- ion	Beauty	Kitchen	Home Decor	You Do-It	Child Care	Fash- ion	Beauty	
IDAHO														
BOISE	KBOI	x	x			x								
	KIDO-TV	x	x											
TWIN FALLS	KLIX-TV	x	x	x	x	x	x							
ILLINOIS														
CHAMPAIGN	WCIA	x	x			x	x							
CHICAGO	WBKB	x	x		x									
	WGN-TV		x	x	x	x	x							
	WNBQ	x		x		x	x							
DECATUR	WTVP	x	x	x	x									
HARRISBURG	WSIL-TV				x									
QUINCY	WGEM-TV	x	x	x	x	x	x							
ROCKFORD	WREX-TV	x	x	x	x	x	x							
ROCK ISLAND	WHBF-TV	x	x			x	x							
SPRINGFIELD	WICS	x	x			x								
INDIANA														
ELKHART	WSJV-TV	x	x	x	x	x	x							
EVANSVILLE	WEHT	x	x		x	x	x							
	WFIE-TV	x	x	x		x	x							
FORT WAYNE	WIN-T	x												
INDIANAPOLIS	WFBM-TV	x												
	WISH-TV	x	x	x										
SOUTH BEND	WSBT-TV	x												
IOWA														
AMES	WOI-TV	x	x	x	x	x	x							
CEDAR RAPIDS	KCRG-TV	x												
	WMT-TV	x		x		x	x							
DAVENPORT	WOC-TV		x	x		x	x							
FORT DODGE	KQTV	x		x		x								
MASON CITY	KGLO-TV	x	x	x	x	x	x							
SIoux CITY	KTIV	x	x	x	x	x	x							
	KVTV	x	x	x		x	x							
KANSAS														
TOPEKA	WIBW-TV	x												
WICHITA	KAKE-TV	x	x	x		x	x							
	KTVH	x	x											
KENTUCKY														
HENDERSON	WEHT	x	x	x	x	x								
LEXINGTON	WLEX-TV	x				x								
LOUISVILLE	WAVE-TV	x	x	x	x	x	x							
LOUISIANA														
BATON ROUGE	WBRZ	x	x	x	x	x	x							
LAKE CHARLES	KPLC-TV	x	x			x								
	KTAG-TV	x	x	x		x								
MONROE	KNOE-TV	x		x		x								
NEW ORLEANS	WDSU-TV	x	x	x	x	x	x							
	WJMR-TV	x		x		x	x							
SHREVEPORT	KSLA	x		x										
MAINE														
BANGOR	WABI-TV	x	x	x	x	x	x							
	W-TWO	x		x		x								
LEWISTON	WLAM-TV	x	x											
PORTLAND	WCSH-TV	x	x	x		x								
	WGAN-TV		x	x	x	x	x							
MARYLAND														
BALTIMORE	WAAM	x	x	x	x	x	x							
	WMAR-TV	x	x											
SALISBURY	WBOC-TV					x								
MASSACHUSETTS														
BOSTON	WBZ-TV	x	x	x	x									
	WNAC-TV	x	x	x		x	x							
CAMBRIDGE	WTAO-TV			x										
SPRINGFIELD														
WORCESTER	WWLP	x	x	x	x	x	x							
	WWOR-TV		x	x	x	x	x							
MICHIGAN														
BAY CITY	WNEM-TV		x	x	x	x	x							
DETROIT	CKLW-TV	x	x	x	x	x	x							
	WWJ-TV	x	x	x	x	x	x							
	WXYZ-TV	x	x	x										
GRAND RAPIDS	WOOD-TV	x	x	x										
KALAMAZOO	WKZO-TV		x	x										
LANSING	WJIM-TV	x	x	x										
SAGINAW	WKNX-TV	x		x										
TRAVERSE CITY	WPBN-TV	x	x											
MINNESOTA														
DULUTH	KDAL-TV	x	x	x	x	x	x							
MINNEAPOLIS	KEYD-TV	x	x											
ROCHESTER	KROC-TV	x	x	x	x	x	x							
ST. PAUL	WMIN	x		x										
MISSISSIPPI														
JACKSON	WLBT	x												
MISSOURI														
COLUMBIA	KOMU-TV				x									
KANSAS CITY	KCMO-TV	x	x			x	x							
	WDAF-TV	x			x									
SPRINGFIELD	KTTS-TV	x			x									
MONTANA														
BUTTE	KXLF-TV		x	x	x	x	x							
GREAT FALLS	KFBB-TV	x	x											
NEBRASKA														
KEARNEY	KHOL-TV	x	x	x	x	x	x							
LINCOLN	KOLN-TV	x	x											
OMAHA	WOW-TV	x	x	x										
NEVADA														
LAS VEGAS	KLAS-TV	x	x	x										
NEW HAMPSHIRE														
MANCHESTER	WMUR-TV	x	x											
NEW MEXICO														
ALBUQUERQUE	KOB-TV	x	x	x										
ROSWELL	KSWO-TV		x											
NEW YORK														
ALBANY	WROW-TV	x												
	WTRI	x	x											
BINGHAMTON	WNBF-TV	x												
BUFFALO	WGR-TV	x												
NEW YORK CITY	WABD	x												
	WRCA-TV	x	x	x	x	x	x							
PLATTSBURG	WIRI	x	x	x										
ROCHESTER	WHAM-TV	x	x	x	x	x	x							
	WHEC-TV	x												
SCHENECTADY	WRGB	x	x											
SYRACUSE	WHEN-TV	x	x	x										
UTICA	WKTV	x												
NORTH CAROLINA														
ASHEVILLE	WLOS-TV	x												
CHARLOTTE	WBTV	x	x	x										
DURHAM	WTVD	x	x	x										
GREENSBORO	WFMY-TV	x	x											
GREENVILLE	WNCT	x												
WILMINGTON	WMFD-TV	x	x	x	x	x	x							
WINSTON-SALEM	WSJS-TV	x	x	x	x	x	x							

		Kitchen	Home Decor	You Do-It	Child Care	Fash-ion	Beauty
NORTH DAKOTA							
MINOT	KCJB-TV	x	x			x	x
VALLEY CITY	KXJB-TV	x	x	x		x	x
OHIO							
AKRON	WAKR-TV	x					
ASHTABULA	WICA-TV	x	x	x		x	
CINCINNATI	WCPO-TV				x	x	x
	WLW-TV	x	x				
CLEVELAND	WXEL	x	x			x	x
COLUMBUS	WBNS-TV	x	x	x		x	
	WLW-C	x	x	x	x	x	x
	WTVN-TV	x	x	x			
STEUBENVILLE	WSTV-TV	x	x	x	x	x	x
TOLEDO	WSPD-TV	x	x	x	x	x	x
YOUNGSTOWN	WKBN-TV	x	x	x		x	x
OKLAHOMA							
ENID	KGEO-TV	x					
MUSKOGEE	KTVX	x	x			x	
OKLAHOMA CITY	KWTU	x	x	x	x	x	x
	WKY-TV	x	x	x		x	
TULSA	KOTV	x	x	x	x	x	x
	KVOO-TV	x	x	x	x	x	x
OREGON							
EUGENE	KVAL-TV	x	x	x		x	
MEDFORD	KBES-TV	x	x			x	x
PORTLAND	KOIN-TV	x					
	KPTV	x	x			x	x
PENNSYLVANIA							
ALLENTOWN	WFMZ-TV	x					
ALTOONA	WFBG-TV		x			x	
ERIE	WICU-TV	x	x			x	
JOHNSTOWN	WARD-TV			x	x	x	
PHILADELPHIA	WCAU-TV	x	x	x			
	WFIL-TV	x	x	x	x	x	x
	WPTZ	x	x	x	x	x	x
PITTSBURGH	KDKA-TV	x	x			x	
READING	WEEU-TV	x	x	x		x	x
	WHUM-TV	x		x		x	x
SCRANTON	WARM-TV	x	x	x	x	x	
	WTVU					x	
WILKES-BARRE	WILK-TV	x	x	x	x	x	x
YORK	WSBA-TV	x	x			x	x
RHODE ISLAND							
PROVIDENCE	WJAR-TV	x	x		x	x	x
	WNET	x	x	x	x	x	x
SOUTH CAROLINA							
ANDERSON	WAIM-TV	x	x	x		x	
CHARLESTON	WCSC-TV	x	x	x	x	x	x
COLUMBIA	WCOS-TV	x	x	x		x	
	WIS-TV	x	x			x	
FLORENCE	WBTW	x	x	x	x	x	x
GREENVILLE	WGVL-TV		x			x	x
SOUTH DAKOTA							
SIoux FALLS	KELO-TV	x	x				x
TENNESSEE							
CHATTANOOGA	WDEF-TV	x	x		x	x	x
JACKSON	WDXI-TV	x				x	
JOHNSON CITY	WJHL-TV	x		x	x		
KNOXVILLE	WATE-TV	x					
	WTSK-TV	x				x	x
MEMPHIS	WHBQ-TV	x	x	x	x	x	x
	WMCT	x	x			x	x
NASHVILLE	WLAC-TV	x			x		
	WSIX-TV	x			x		
	WSM-TV	x	x	x	x	x	x

		Kitchen	Home Decor	You Do-It	Child Care	Fash-ion	Beauty
TEXAS							
ABILENE	KRBC-TV	x				x	x
AMARILLO	KFDA-TV	x					
	KGNC-TV	x		x			x
AUSTIN	KTBC-TV	x	x	x	x	x	x
CORPUS CHRISTI	KVDO-TV	x				x	x
EL PASO	XEJ-TV	x	x		x		x
FORT WORTH	WBAP-TV	x	x	x	x	x	x
HARLINGEN	KGBT-TV	x	x			x	x
HOUSTON	KTRK-TV	x	x	x		x	x
LONGVIEW	KTVE	x	x	x	x	x	x
LUBBOCK	KDUB-TV	x	x	x			
SAN ANTONIO	KENS-TV		x				
	WOAI-TV	x					
TEMPLE	KCEN-TV	x	x	x		x	
TEXARKANA	KCMC-TV	x	x	x	x	x	x
WACO	KWTX-TV						
UTAH							
SALT LAKE CITY	KSL-TV	x		x		x	x
	KUTV	x	x	x	x	x	x
VERMONT							
BURLINGTON	WMVT	x	x	x		x	x
VIRGINIA							
LYNCHBURG	WLVA-TV		x	x			
NORFOLK	WTAR-TV	x					
	WVEC-TV	x	x	x		x	x
RICHMOND	WTVR	x	x				
WASHINGTON							
PASCO	KEPR-TV	x	x	x		x	x
SEATTLE	KOMO-TV	x	x	x	x	x	x
SPOKANE	KHQ-TV	x	x		x	x	x
	KREM-TV						x
	KXLY-TV	x					
TACOMA	KTNT-TV	x	x	x	x	x	x
YAKIMA	KIMA-TV	x	x	x		x	x
WEST VIRGINIA							
CHARLESTON	WCHS-TV	x	x				
	WKNA-TV		x		x	x	x
HUNTINGTON	WSAZ-TV	x	x	x		x	x
OAK HILL	WOAY-TV		x	x			
PARKERSBURG	WTAP	x		x		x	
WHEELING	WTRF-TV	x	x	x	x	x	
WISCONSIN							
GREEN BAY	WBAY-TV	x	x			x	
MADISON	WKOW-TV	x	x			x	x
	WMTV	x	x	x	x	x	x
MARINETTE	WMBV-TV	x			x		
MILWAUKEE	WTVW						x
SUPERIOR	WDSM-TV	x	x			x	
WAUSAU	WSAU-TV	x	x				
CANADA							
ALBERTA							
CALGARY	CHCT-TV	x	x	x	x	x	x
NEW BRUNSWICK							
MONCTON	CKCW-TV	x	x				
ONTARIO							
KINGSTON	CKWS-TV	x	x			x	x
KITCHENER	CKCO-TV	x	x			x	x
LONDON	CFPL-TV	x	x	x	x	x	x
PORT ARTHUR	CFPA-TV	x	x	x	x	x	x
SUDBURY	CKSO-TV	x	x	x		x	x
QUEBEC							
MONTREAL	CBMT	x	x	x	x	x	
QUEBEC	CFCM-TV	x					x
RIMOUSKI	CJBR-TV	x		x			
SASKATCHEWAN							
REGINA	CKCK-TV	x	x	x		x	
SASKATOON	CFQC-TV	x		x			

special appeals



91% of the tv stations on the air report again as last year, "no special appeals . . . we cover the whole community." Among the fraction of stations catering to the marginal audiences, however, there is a noticeable trend: more stations are catering to the Negro population in 1955. The percentage has jumped from 30% to 54%. Spanish language programing ranks second with nine stations reporting it, Italian is third with three. Polish and French are reported by two stations apiece, while Jewish, Swedish and Bohemian are mentioned only once.

ARIZONA

TUCSON
KVOA-TV... Spanish 3 hrs wk: variety

YUMA
KIVA....Spanish 7 hrs wk: mixed Spanish & Amer. program

CALIFORNIA

LOS ANGELES
KCOP....Spanish ½ hr wk: "Latin Holiday," music
KTTV....Negro ½ hr wk: Remore Church & Choir

SALINAS
KSBW-TV....Spanish 1 hr wk: live local variety show

SAN DIEGO
XETV....Spanish 6 hrs wk: feature films

TULAIRE
KVVG....Spanish 2 hrs wk: variety, live

COLORADO

PUEBLO
KCSJ-TV....Spanish 1 hr wk

DISTRICT OF COLUMBIA

WASHINGTON
WTTG....Negro ½ hr wk: variety
Jewish ½ hr wk: variety

GEORGIA

ATLANTA
WLW-A....Negro ½ hr wk: spiritual music
WQXI-TV....Negro 3 hrs wk: variety

AUGUSTA
WJBF....Negro ¼ hr: quartet

KENTUCKY

LEXINGTON
WLEX-TV....Negro ½ hr wk: D.L.

LOUISIANA

NEW ORLEANS
WJMR-TV....Negro 3 hrs wk

MAINE

LEWISTON
WLAM-TV... French 1 hr: film and variety

MARYLAND

BALTIMORE
WAAM....Negro ½ hr wk: variety

MASSACHUSETTS

WORCESTER
WWOR-TV....Swedish ½ hr wk: Swedish coffee time

MICHIGAN

DETROIT
WXYZ-TV....Negro 4 hrs wk: Negro variety
Italian Italian features (in English)
Polish Polish music, 'Club Polka,' in English

NEBRASKA

OMAHA
KMTV....Bohemian 3 hrs wk: music, news, audience participation

NEVADA

LAS VEGAS
KLAS-TV....Negro ½ hr wk: gospel singers

NORTH CAROLINA

GREENVILLE
WNCT....Negro 2 hr wk: varies

OHIO

STEUBENVILLE
WSTV-TV....Italian 1 hr wk: films, operas & news

PENNSYLVANIA

HARRISBURG
WCMB-TV....Negro 2 hr wk: musical

RHODE ISLAND

PROVIDENCE
WNET....Italian 1 hr wk: film

SOUTH CAROLINA

CHARLESTON
WCSC-TV....Negro ½ hr wk: talent

COLUMBIA
WCOS-TV....Negro ½ hr wk: variety

GREENVILLE
WGVL-TV....Negro—2 hrs wk: feature films

TENNESSEE

JOHNSON CITY
WJHL-TV....Negro—½ hr wk: singers

KNOXVILLE
WTSK-TV....Negro—1 hr wk: disk-jockey

TEXAS

CORPUS CHRISTI
KVDO-TV....Spanish- ½ hr wk: bi-lingual variety

EL PASO
XEJ-TV....49 hr wk: All Spanish

WEST VIRGINIA

HUNTINGTON
WSAZ-TV....Negro—15 mins wk: Spirituals

OAK HILL
WOAY-TV....Negro—½ hr wk: music

WISCONSIN

MARINETTE
WMBV-TV....Polish ½ hr wk: variety

SUPERIOR
WDSM-TV....Polish ½ hr, wk

CANADA

SUDBURY, ONTARIO
CKSO-TV....French-Can. 1 hr wk: variety

QUEBEC CITY, QUEBEC
CFQM-TV....All French except 15 hrs wk English

sports

130 tv stations report play-by-play coverage of sports events. Network coverage was reported most often, with film coverage ranking second and local live coverage reported least often. An interesting note from the sports responses to the Buyers' Guide questionnaire is the wide variety of sports reported—20 in all. Here is how they break down:

SPORT	NO. STATIONS	SPORT	NO. STATIONS
Football	119	Golf	5
Basketball	112	Auto Racing	3
Boxing	101	Skiing	3
Baseball	84	Jai Alai	2
Wrestling	74	Curling	1
Horse Racing	12	Hydroplane Racing	1
Hockey	11	Judo	1
Bowling	10	Soccer	1
Hunting & Fishing	6	Swimming	1
Roller Derby	6	Tennis	1

symbols

- * local live coverage
- ‡ film coverage
- † network coverage

ALABAMA

City	Call Letters	Baseball	Basketball	Football	Others
BIRMINGHAM	WABT		prof	prof	
	WBRC-TV	Barons*			
MOBILE	WALA-TV		NCAA†	NCAA†	

ARIZONA

City	Call Letters	Baseball	Basketball	Football	Others
PHOENIX	KOOL-TV				wrestl'g*‡, hunt'g & fishing*
TUCSON	KOPO-TV	cowboys*			
	KVOA-TV	coll‡	coll‡	coll‡	
YUMA	KIVA	bs*	hs*	hs*	

ARKANSAS

City	Call Letters	Baseball	Basketball	Football	Others
FT. SMITH	KFSA-TV				wrestl'g‡; box'g‡
LITTLE ROCK	KARK-TV			U. of Ark.‡	
	KATV		hs*		Oakl'n Racing*

CALIFORNIA

City	Call Letters	Baseball	Basketball	Football	Others
BAKERSFIELD	KERO-TV				box'g†
FRESNO	KJEO	maj lg†; hs*		coll†	W. C. relays
	KMJ-TV				ski'g; box'g
LOS ANGELES	KABC-TV	x			boxing
	KCOP			coll*	wrestl'g*; box'g*‡
	KHJ-TV	hs*		prof	

CALIFORNIA (continued)

City	Call Letters	Baseball	Basketball	Football	Others
SALINAS	KRCA-TV	Can.†	prof	Can.†	roller derby*; wrestl'g*
	KTLA				
SAN DIEGO	KFMB-TV		big tent		boxing†
	KFSD-TV	S. D. Padre's*			
SAN FRANCISCO	XETV				Jal-alai*
	KGO-TV		coll*	coll*	wrestl'g‡; boxing‡
STOCKTON	KPIX	x*	x†	x*†	racing†; boxing‡
	KRON-TV	wor ser†			boxing†
SANTA BARBARA	KSAN-TV	local*			
	KEY-TV	maj lg†		NCAA†; prof	
STOCKTON	KOVR	P. C. lg*	P. C. Conf.*	pro	
	KTVU		x†		

COLORADO

City	Call Letters	Baseball	Basketball	Football	Others
COLORADO SP'S	KKTV	x†	x†	x†	wrestl'g‡; hunting* fishing*
GRAND JUNCTION	KFXJ-TV				wrestl'g†
PUEBLO	KCSJ-TV	local,* wor ser†	prof	Bowl Games†	wrestl'g*

CONNECTICUT

City	Call Letters	Baseball	Basketball	Football	Others
BROOKFIELD	WICC-TV	x†	x†	x†	
HARTFORD	WGTH-TV	N.Y. Gladiators	NCAA†	NCAA†	
	WNHC-TV		1. H.	col. Bd	hockey

DISTRICT OF COLUMBIA

City	Call Letters	Baseball	Basketball	Football	Others
WASHINGTON	WMAL-TV				
	WRC-TV		pro		bow
	WTOP-TV	Wash. maj lg†		all, hs	
	WTTG	Wa. Sen.*			

FLORIDA

City	Call Letters	Baseball	Basketball	Football	Others
MIAMI	WTVJ			Or. Bowl	rad. H., boxing†
ORLANDO	WDBO-TV				wrestl'g†; boxing†
PENSACOLA	WEAR-TV	maj lg		pro; coll;	boxing†; hs*
ST. PETERSBURG	WSUN-TV			NCAA†	haleah†; fishing†

GEORGIA

City	Call Letters	Baseball	Basketball	Football	Others
ALBANY	WALB-TV				boxing†; wrestl'g†
ATLANTA	WAGA-TV				boxing†; wrestl'g†
	WLW-A	x†		U. of Ga.†	
AUGUSTA	WROW-TV			All Am.; local†	

IDAHO

City	Call Letters	Baseball	Basketball	Football	Others
BOISE	KB01		all*	local*	
IDAHO FALLS	KID-TV		coll†	prof	

ILLINOIS

City	Call Letters	Baseball	Basketball	Football	Others
BELLEVIEWE	WTVI	Card.*	x		
CHAMPAIGN	WCIA		coll*		boxing†
CHICAGO	WBBM				stock cars; boxing†
	WBKB				boxing; wrestl'g†
	WGN-TV	Chic. maj. lg†		pro-	wrestl'g†; boxing†
	WNBO		x†	x†	bowl'g.; golf*
ROCKFORD	WREX-TV		1. State†	Or. Bowl; NCAA†; Chi. prof	racetr.; boxing†
ROCK ISLAND	WHBF-TV	x†	x†	x†	boxing†

INDIANA

City	Call Letters	Baseball	Basketball	Football	Others
BLOOMINGTON	WTTV	Chic. Re.*			
ELKHART	WSJV-TV		x*	Or. Bowl	racetr.
EVANSVILLE	WEHT	x	1. H.	x†	
FT. WAYNE	WIN-TV		reg. H.		
	WKJG-TV		1. H.		
INDIANAPOLIS	WIBM-TV	1. H.	1. H.	Or. Bowl; NCAA†	racetr.
	WISH-TV	x†	x†		
AUFAYETTE	WFAM-TV			1. H.	
SOUTH BEND	W48T-TV		big tent†		bowl'g†; wrestl'g†

IOWA

City	Call Letters	Baseball	Basketball	Football	Others
AMES	WJ1-TV		state tourn		swim'g.; wrestl'g
CEDAR RAPIDS	WMT-TV		big tent		
DAVENPORT	WOC-TV		hs*†	hs*	
DES MOINES	WHO-TV		hs tourn†; prof	prof; Can†	
FT. OODGE	KQT-TV		prof		
MASON CITY	KGLO-TV				boxing†; wrestl'g†
SIUOX CITY	KVTV	maj lg†	big tent†	prof	

KANSAS

City	Call Letters	Baseball	Basketball	Football	Others
WICHITA	KAKE-TV			coll†; hs†	boxing†
	KTVH				boxing*

KENTUCKY

City	Call Letters	Baseball	Basketball	Football	Others
LEXINGTON	WLEX-TV		coll†	coll†; hs†	horse racing†
	WAVE-TV				boxing*

LOUISIANA

City	Call Letters	Baseball	Basketball	Football	Others
ALEXANDRIA	KALB-TV				coll†
BATON ROUGE	WBRZ		hs†; coll†	coll†; hs†	PGA golf†
MONROE	KNOE-TV		prof; coll†	prof; coll†	
NEW ORLEANS	WOSU-TV		x*	x*	
	WJMR-TV				Fair-grounds
SHREVEPORT	KSLA	maj lg†	big tent†		boxing†

MAINE

City	Call Letters	Baseball	Basketball	Football	Others
BANGOR	WABI-TV		tourn*		wrestl'g†
	W-TWO		coll*; hs*	coll*; hs*	
LEWISTON	WLAM-TV		coll*; hs*	coll*; hs*	hockey*
PORTLAND	WCSH-TV	maj lg†	NBA†	Can prof†; prof	tennist

MARYLAND

City	Call Letters	Baseball	Basketball	Football	Others
BALTIMORE	WAAM	maj lg*†		pro*†	wrestl'g†; boxing†
	WMAR-TV	maj lg*	x†		wrestl'g*; hockey*; soccer*; horse racing*; bowl'g*; boxing†

MASSACHUSETTS

City	Call Letters	Baseball	Basketball	Football	Others
BOSTON	WBZ-TV	maj lg*			boxn'g††
	WNAC-TV	maj lg*			
CAMBRIDGE	WTAO-TV				box'g*; wrestl'g†
PITTSFIELD	WMGT				boxing†
SPRINGFIELD	WWLP	local†*	local†*	local†*	boxing†
WORCESTER	WWOR-TV				boxn'g*†; wrestl'g†

MICHIGAN

City	Call Letters	Baseball	Basketball	Football	Others
ANN ARBOR	WPAG-TV				hockey*
DETROIT	CKLW-TV				box'g†; hockey†
	WJBK-TV	maj lg*		pro*	hockey*
	WWJ-TV				box'g*†; hockey*
	WXYZ-TV			NCAA†	hockey*; box'g†

MICHIGAN (continued)

City	Call Letters	Baseball	Basketball	Football	Others
GRAND RAPIDS	W000-TV	wor scr†	xt	prof; coll†	horse rac'g†; wrestl'g†
KALAMAZOO	WK20-TV	maj lg†	big ten†	prof	boxing†; wrestl'g†
LANSING	WJIM-TV		big ten†		hockey†; boxing†
	WTOM-TV			prof	boxing†; wrestl'g†
SAGINAW	WKNX-TV		local†	local†	hunt'g†; fishing†; bowl'g†; skl'g†
TRAVERSE CITY	WPBN-TV		local	local	boxing†

MINNESOTA

AUSTIN	KMMT	maj lg†		NCAA†	
MINNEAPOLIS	KEYD-TV	local*	coll*; hs*		wrestl'g†; box'g†
	WMIN-TV	maj lg†			

MISSISSIPPI

JACKSON	WSLI-TV	xt		xt	roller derby†; wrestl'g; boxing†
MERIDIAN	WTDK-TV			prof	

MISSOURI

KANSAS CITY	KCMO-TV			prof; NCAA†	boxing†; wrestl'g†*
SPRINGFIELD	KTTS-TV	maj lg†			

MONTANA

MISSOULA	KGVO-TV				wrestl'g†
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NEBRASKA

LINCOLN	KOLN-TV		big ten†	prof; NCAA†	
OMAHA	WOW-TV		prof		boxing†; wrestl'g†

NEVADA

LAS VEGAS	KLAS-TV				boxing†
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NEW HAMPSHIRE

MANCHESTER	WMUR-TV				boxing†; wrestl'g†; bowl'g†
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NEW JERSEY

NEWARK	WATV		coll*		boxing*; wrestl'g*
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NEW MEXICO

ALBUQUERQUE	KOAT-TV			coll†	
	KOB-TV		prof	hs*	wrestl'g*; box'g†

NEW YORK

ALBANY	WROW-TV	xt	big ten†	prof; NCAA	
	WTRI				hockey†; golf†; trotters races†

NEW YORK (continued)

City	Call Letters	Baseball	Basketball	Football	Others
BUFFALO	WBEN-TV			xt	
	WGR-TV		coll†; hs†	coll†; hs†	
KINGSTON	WKNY-TV		hs	hs	
NEW YORK	WABC-TV			xt	wrestl'g; boxing
	WABO			prof†	boxing; wrestl'g
	WCBS-TV				boxing†
	WDR-TV	maj lg*			
ROCHESTER	WHAM-TV		x*		
	WVET-TV	maj lg†	big ten†	NCAA†	boxing†
SCHENECTADY	WRGB				horse racing†
SYRACUSE	WHEN-TV				boxing*†

NORTH CAROLINA

ASHEVILLE	WLDS-TV			NCAA†; prof†	
DURHAM	WTVD		NBA†;	coll†	boxing†
GREENSBORO	WFMY-TV	coll†	coll†	coll†	
GREENVILLE	WNCT				bowl games
WINSTON-SALEM	WSJS-TV		prof	prof	

NORTH DAKOTA

MINOT	KCJB-TV				wrestl'g†; box'g†
VALLEY CITY	KXJB-TV	local*	local*		

OHIO

AKRON	WAKR-TV		local*	local*	boxing; wrestl'g
CINCINNATI	WCPO-TV	maj lg*			boxing†; wrestl'g†
	WLW-TV				wrestl'g*
CLEVELAND	WXEL				bowl'g*; box'g†; wrestl'g†
COLUMBUS	WBNS-TV		xt		boxing†
	WLW-C		xt		wrestl'g*
	WTVN-TV	maj lg*†		prof	wrestl'g†; boxing†
DAYTON	WHIO-TV	maj lg*	coll*		
	WLW-D			x	wrestl'g*
LIMA	WLDK-TV			hs; pro	
STUEBENVILLE	WSTV-TV	maj lg†	big ten†		wrestl'g†
TDLEO	WSPD-TV		xt	xt	wrestl'g†
YOUNGSTOWN	WKBN-TV				boxing†; wrestl'g†
ZANESVILLE	WHIZ-TV		hs†	hs†	

OKLAHOMA

MUSKOGEE	KTVX			prof; local†	boxing†; wrestl'g†
OKLAHOMA CITY	KMPT			xt; local†	wrestling
	KWTV		big ten†		boxing†
	WKY-TV			coll*	
TULSA	KOTV	local*	big ten†	xt	box'g†; wrestl'g†
	KV00-TV		xt	xt	

OREGON

EUGENE	KVAL-TV		NCAA†	NCAA†-Bowl	wrestl'g†
MEOFORO	KBES-TV			NCAA†	

OREGON (continued)

City	Call Letters	Baseball	Basketball	Football	Others
CLATSOP	KOIN-TV		xt	xt	boxing†; wrestling†; hunting; fishing*
SEASIDE	KPTV		NCAA†	NCAA†	pro wrestling†; pro box g†; boxing†

PENNSYLVANIA

City	Call Letters	Baseball	Basketball	Football	Others
BETHLEHEM	WLEV-TV			hs*	
EASTON	WGLV	hs*	hs*	ts	boxing†
ERIE	WICU	Cleve Browns†			
HARRISBURG	WSEE-TV		big tent	prof	
	WCMB-TV	regional†		prof	boxing†; wrestling†
	WTPA	xt	xt		xt
JOHNSTOWN	WARD-TV		xt	xt†	boxing†; wrestling†; rac†
	WJAC-TV				boxing†
PHILADELPHIA	WFIL-TV	Phillies*		NCAA†	boxing*; wrestling†
	WPTZ	Phillies* wor ser†	NBA†	prof	
PITTSBURGH	KDKA-TV				boxing†
	WENS		Pirates*		
SCRANTON	WARM-TV	hs*	hs*	hs*, coll†	boxing†
	WGBI-TV		big tent		bowling†
	WTVU		Mad. Sq Gardent		Mad. Sq. Gardent
WILKES-BARRE	WILK-TV				boxing†; wrestling†
YORK	WNDW-TV				roller derby†; boxing†; bowl†; wrestling†
	WSBA-TV	Balt Orioles*		hs† NCAA†	wrestl†

RHODE ISLAND

City	Call Letters	Baseball	Basketball	Football	Others
PROVIDENCE	WJAR-TV	Red Sox†			
	WNET	Cards & Bears† Red Sox†			boxing†; wrestling†; Judo*

SOUTH CAROLINA

City	Call Letters	Baseball	Basketball	Football	Others
ANDERSON	WAIM-TV			Clemson†	
CHARLESTON	WCSC-TV	NCAA†	big tent	NCAA†	boxing†; wrestling†; roller skating†
COLUMBIA	WCDS-TV				boxing†; wrestling†
	WIS-TV				off special events*
FLORENCE	WBTW		NBA†	coll†	boxing†
GREENVILLE	WGLV-TV	xt†	xt†	xt†	xt†

TENNESSEE

City	Call Letters	Baseball	Basketball	Football	Others
CHATTANOOGA	WDEF-TV	major†	prof	prof; coll†	
KNOXVILLE	WATE-TV			coll†	
	WTSK-TV		big tent		boxing†
MEMPHIS	WHBQ-TV	major†	big tent		
	WMCT	x	x	x	x
NASHVILLE	WLAC-TV		big tent		boxing†; bowl†; box g†;
	WSM-TV			coll†	steeple chase*

TEXAS

City	Call Letters	Baseball	Basketball	Football	Others
ABILENE	KRBC-TV	film only			
AMARILLO	KFDA-TV KGNC-TV		hs†; coll† prof	hs† prof	
AUSTIN	KTBC-TV		prof		boxing†
DALLAS	WFAA-TV				wrestl†g*
EL PASO Juarez, Mex.	XEJ-TV				boxing*; wrestl†g*
FORT WORTH	WBAP-TV			coll†	boxing*; wrestl†g*
HOUSTON	KTRK-TV				boxing†; wrestl†g†; bowl†g†
LUBBOCK	KDUB-TV	local*		local*	
SAN ANGELO	KTXL-TV			Coll†	
SAN ANTONIO	KENS-TV	prof	big tent	NCAA†	golf*; box†g†; wrestl†g*
	WDAI-TV		prof	prof	wrestl†g*
TEMPLE	KCEN-TV		prof		wrestl†g† boxing†
TEXARKANA	KCMC-TV	major†		NCAA†	wrestl†g†

UTAH

City	Call Letters	Baseball	Basketball	Football	Others
SALT LAKE CITY	KSL-TV				boxing†; wrestl†g†
	KUTV				roller derby†; boxing†

VERMONT

City	Call Letters	Baseball	Basketball	Football	Others
BURLINGTON	WMVT	prof		prof	

VIRGINIA

City	Call Letters	Baseball	Basketball	Football	Others
LYNCHBURG	WLVA-TV	prof			boxing† wrestl†g†
NORFOLK	WTAR-TV	prof	prof	prof	boxing†; wrestl†g†
	WVEC-TV	wor ser†	prof	Canadian† prof	boxing†
ROANOKE	WSLS-TV				boxing†

WASHINGTON

City	Call Letters	Baseball	Basketball	Football	Others
SEATTLE	KING-TV KDMO-TV	xt	xt		boxing† hydroplane race*
SPokane	KHQ-TV KREM-TV			NCAA†	wrestl†g* roller derby†; boxing†; wrestl†g†
TACOMA	KTNT-TV KTVW	x	x	x	x
		local*		x	bowl†g*; wrestl†g*; skling*; fishing*; hunting*
YAKIMA	KIMA-TV				special events

WEST VIRGINIA

City	Call Letters	Baseball	Basketball	Football	Others
CHARLESTON	WCHS-TV WKNA-TV		coll†	prof hs† coll†	boxing†
HUNTINGTON	WSAZ-TV		prof; local†		
PARKERSBURG	WTAP		NBA†	NCAA†	

WISCONSIN

City	Call Letters	Baseball	Basketball	Football	Others
MADISON	WKOW-TV WMTV	prof prof coll†	big tent coll† prof	coll† prof	boxing† xt
MARINETTE	WMBV-TV	wor ser†	prof	bowl† prof	boxing†
SUPERIOR	WDSM-TV	major† local*	hs*		lrs hoc†y* curling*
WAUSAU	WSAU-TV				boxing†

studio facilities

This list of 304 stations is designed to help the buyer for specialized products. The list was set up in chart form, so that the reader could easily compile lists of stations offering each facility. The breakdown of the 304 stations reporting this data is as follows:

263 or 87% have permanent kitchen sets

297 or 97% have permanent living room sets

227 or 75% have permanent out-door or patio sets

186 or 61% have auto ramps

142 or 47% have rear view screens

127 or 42% have remote equipment

227 or 75% are interconnected for black and white

132 or 43% are interconnected for color

124 or 41% are equipped to transmit color



symbols

x station offers facility under column heading

ALABAMA

City	Call letters	Kit-chen	Liv'g rm	Out-door	Auto ramp	Rear view	Re-mote	B&w line	Color line	Sends color
BIRMINGHAM	WABT	x	x	x		x	x	x	x	x
	WBRC-TV	x	x	x	x	x	x	x	x	x
DECATUR	WMSL-TV	x	x							
MOBILE	WALA-TV	x	x	x	x			x		
MONTGOMERY	WCOV-TV	x	x	x	x	x				

ARIZONA

PHOENIX	KOOL-TV	x	x	x	x	x	x	x		x
	KPHO-TV	x	x	x	x		x	x	x	x
	KTVK	x	x	x	x	x	x	x		x
	KVAR	x	x	x	x	x		x	x	x
TUCSON	KOPD-TV	x	x	x	x	x	x	x		
	KVOA-TV		x	x	x	x		x		

ARKANSAS

FORT SMITH	KFSA-TV	x	x	x	x		x	x		
LITTLE ROCK	KARK-TV	x	x	x	x	x		x	x	
	KATV	x	x	x	x		x	x	x	x

CALIFORNIA

BAKERSFIELD	KBAK-TV	x	x	x	x	x		x		
	KERO-TV	x	x	x	x			x	x	x
EUREKA	KIEM-TV	x	x		x					
FRESNO	KJEO	x	x	x	x		x	x	x	x
	KMJ-TV	x	x	x			x	x	x	x

CALIFORNIA (continued)

City	Call letters	Kit-chen	Liv'g rm	Out-door	Auto ramp	Rear view	Re-mote	B&w line	Color line	Sends color
LOS ANGELES	KCOP	x	x	x	x			x	x	
	KHJ-TV	x	x	x	x					x
	KRCA-TV	x	x	x	x			x	x	x
	KTLA	x	x		x	x	x			x
	KTTV	x	x	x	x	x	x			
SACRAMENTO	KBET-TV	x	x	x	x			x	x	x
SALINAS	KSBW-TV	x	x	x	x			x		
SAN DIEGO	KFMB-TV	x	x	x	x	x	x	x	x	x
	KFSD-TV	x	x	x	x	x			x	x
(Tijuana, Mex.)	XETV		x	x	x		x			
SAN FRANCISCO	KGO-TV	x	x	x	x	x	x	x		
	KPIX	x	x	x	x	x	x	x	x	x
	KRON-TV	x	x			x	x	x	x	x
	KSAN-TV		x	x	x			x		
SAN LUIS OBISPO	KVEC-TV	x	x		x					
SANTA BARBARA	KEY-T	x	x	x						
STOCKTON	KOVR		x	x				x	x	
	KTVU	x	x	x	x				x	
TULARE	KVVG	x	x	x	x					

COLORADO

COLORADO SP'GS	KKTV	x	x	x	x			x	x	
DENVER	KBTV	x	x	x	x	x	x	x	x	x
	KFEL-TV	x	x	x	x	x	x	x	x	x
GRAND JUNCTION	KFXJ-TV	x	x	x	x					
PUEBLO	KCSJ-TV	x	x	x	x			x		

CONNECTICUT

City	Call letters	Kit-chen	Liv'g rm	Out-door	Auto-ramp	Rear view	Re-mote	B&w line	Color line	Sends color
HARTFORD	WGTH-TV		x					x		
	WNHC-TV	x	x	x		x				x
NEW BRITAIN	WKNB-TV	x	x	x					x	x

DISTRICT OF COLUMBIA

City	Call letters	Kit-chen	Liv'g rm	Out-door	Auto-ramp	Rear view	Re-mote	B&w line	Color line	Sends color
WASHINGTON	WRC-TV	x	x	x		x	x	x	x	
	WTOP-TV	x	x	x	x	x	x	x	x	x
	WTTG	x	x	x		x	x	x		

FLORIDA

City	Call letters	Kit-chen	Liv'g rm	Out-door	Auto-ramp	Rear view	Re-mote	B&w line	Color line	Sends color
JACKSONVILLE	WMBR-TV	x	x	x		x	x	x	x	x
ORLANDO	WDBO-TV	x	x	x		x			x	
PENSACOLA	WEAR-TV	x	x	x		x	x	x		
ST PETERSBURG	WSUN-TV	x	x	x	x				x	x
W PALM BEACH	WEAT-TV		x	x	x			x		

GEORGIA

City	Call letters	Kit-chen	Liv'g rm	Out-door	Auto-ramp	Rear view	Re-mote	B&w line	Color line	Sends color
ALBANY	WALB-TV	x	x	x		x	x			
ATLANTA	WAGA-TV	x	x	x		x	x	x	x	x
	WLW-A	x	x	x	x		x	x		
	WQXI-TV	x	x	x						
AUGUSTA	WJBF	x	x			x	x	x	x	x
	WRDW-TV	x	x	x	x			x	x	
COLUMBUS	WDAK-TV	x	x	x	x	x		x		

IDAHO

City	Call letters	Kit-chen	Liv'g rm	Out-door	Auto-ramp	Rear view	Re-mote	B&w line	Color line	Sends color
BOISE	KDOI	x	x	x	x		x			
	KIDO-TV	x	x	x	x	x				
IDAHO FALLS	KID-TV	x		x	x	x				
TWIN FALLS	KLIX-TV	x	x	x	x					

ILLINOIS

City	Call letters	Kit-chen	Liv'g rm	Out-door	Auto-ramp	Rear view	Re-mote	B&w line	Color line	Sends color
CHAMPAIGN	WCIA	x	x	x	x		x	x	x	x
CHICAGO	WBKB	x	x	x			x	x		x
	WGN-TV	x	x	x	x	x	x	x		x
	WNBQ	x	x	x	x		x	x	x	x
DECATUR	WTVP	x	x					x		
HARRISBURG	WSIL-TV	x	x	x	x					
QUINCY	WGEM-TV	x	x							
ROCKFORD	WREX-TV	x	x	x	x			x		
ROCK ISLAND	WHDF-TV	x	x			x	x	x	x	x
SPRINGFIELD	WICS	x	x	x				x		

INDIANA

City	Call letters	Kit-chen	Liv'g rm	Out-door	Auto-ramp	Rear view	Re-mote	B&w line	Color line	Sends color
ELKHART	WSJV	x	x	x	x	x		x		
EVANSVILLE	WEHT	x	x	x	x		x	x	x	
	WFIE-TV	x	x				x	x		
FORT WAYNE	WIN T			x	x			x	x	x
	WKJG-TV	x	x			x	x	x	x	x
INDIANAPOLIS	WIBM-TV	x	x	x	x		x	x	x	x
	WISH-TV	x	x	x			x	x	x	x
AFAYETTE	WFAM-TV		x	x	x	x				
ROTHSCHILD	W9BT-TV	x	x				x	x	x	

IOWA

City	Call letters	Kit-chen	Liv'g rm	Out-door	Auto-ramp	Rear view	Re-mote	B&w line	Color line	Sends color
AMES	WOI-TV	x	x	x	x	x	x	x	x	x
CEDAR RAPIDS	KCRG-TV	x	x						x	
	WMT-TV	x	x			x			x	x
DAVENPORT	WOC-TV		x	x		x		x	x	x
DES MOINES	WHO-TV	x	x			x	x	x	x	x
FORT DODGE	KQTV	x	x	x		x			x	x
MASON CITY	KGLO-TV	x	x	x	x				x	x
SIoux CITY	KTIV	x	x	x	x				x	x
	KVTV	x	x			x	x		x	x
WATERLOO	KWWL-TV	x	x	x					x	x

KANSAS

City	Call letters	Kit-chen	Liv'g rm	Out-door	Auto-ramp	Rear view	Re-mote	B&w line	Color line	Sends color
GREAT BEND	KCKT-TV		x			x	x			
PITTSBURG	KOAM-TV	x	x	x	x				x	x
TOPEKA	WIBW-TV	x	x	x					x	x
WICHITA	KAKE-TV	x	x	x	x	x	x		x	x
	KTVH	x	x						x	x

KENTUCKY

City	Call letters	Kit-chen	Liv'g rm	Out-door	Auto-ramp	Rear view	Re-mote	B&w line	Color line	Sends color
HENDERSON	WEHT	x	x	x	x			x	x	x
LEXINGTON	WLEX-TV	x	x	x	x				x	
LOUISVILLE	WAVE-TV	x	x	x				x	x	x

LOUISIANA

City	Call letters	Kit-chen	Liv'g rm	Out-door	Auto-ramp	Rear view	Re-mote	B&w line	Color line	Sends color
ALEXANDRIA	KALB-TV		x	x				x	x	x
BATON ROUGE	WBRZ	x	x	x	x	x			x	
LAKE CHARLES	KPLC-TV	x	x	x		x	x		x	
	KTAG-TV	x	x						x	
MONROE	KNOE-TV	x	x	x		x	x		x	x
NEW ORLEANS	WDSU-TV	x	x	x				x	x	x
	WJMR-TV	x	x	x		x	x	x	x	x
SHREVEPORT	KSLA	x	x					x	x	

MAINE

City	Call letters	Kit-chen	Liv'g rm	Out-door	Auto-ramp	Rear view	Re-mote	B&w line	Color line	Sends color
BANGOR	WABI-TV	x	x	x	x	x			x	
	W-TWO	x	x	x	x	x		x		
LEWISTON	WLAM-TV	x	x						x	
PORTLAND	WCSH-TV	x	x						x	x
	WGAN-TV		x	x		x			x	x

MARYLAND

City	Call letters	Kit-chen	Liv'g rm	Out-door	Auto-ramp	Rear view	Re-mote	B&w line	Color line	Sends color
BALTIMORE	WAAM	x	x	x	x	x	x	x	x	x
	WMAR-TV	x	x	x			x	x	x	x
SALISBURY	WDOC-TV	x	x	x	x	x			x	

MASSACHUSETTS

City	Call letters	Kit-chen	Liv'g rm	Out-door	Auto-ramp	Rear view	Re-mote	B&w line	Color line	Sends color
BOSTON	WDZ-TV	x	x			x	x	x	x	x
	WNAC-TV		x					x	x	x
CAMBRIDGE	WTAO-TV		x	x						
PITTSFIELD	WMGT	x	x			x			x	
SPRINGFIELD	WWLP	x	x	x	x	x	x	x	x	x
WORCESTER	WWOR-TV		x	x	x			x	x	

MICHIGAN

City	Call letters	Kit- chen	Liv'g rm	Out- door	Auto ramp	Rear view	Re- mote	B&w line	Color line	Sends color
ANN ARBOR	WPAG-TV		x	x						
BAY CITY	WNEM-TV								x	
DETROIT	CKLW-TV	x	x	x	x	x		x		
	WJBK-TV	x	x				x	x	x	x
	WWJ-TV	x	x	x	x	x	x	x	x	x
	WXYZ-TV	x	x	x	x	x	x	x		
GRAND RAPIDS	WOOD-TV	x	x	x	x	x			x	x
KALAMAZOO	WKZO-TV		x					x	x	x
LANSING	WJIM-TV	x	x	x	x		x	x	x	
	WTOM-TV	x	x	x						
SAGINAW	WKNX-TV	x	x	x				x	x	x
TRAVERSE CITY	WPBN-TV	x	x	x	x	x		x		

MINNESOTA

AUSTIN	KMMT		x	x	x				x	
DULUTH	KDAL-TV	x	x				x		x	
MINNEAPOLIS	KEYD-TV	x	x	x	x	x	x	x	x	x
	WMIN	x	x				x			
	WTCN-TV	x	x	x	x	x	x	x		
ROCHESTER	KROC-TV	x	x					x		

MISSISSIPPI

JACKSON	WLBT	x	x	x	x		x	x	x	x
	WSLI-TV		x	x	x				x	
MERIDIAN	WTOK-TV		x	x				x	x	

MISSOURI

COLUMBIA	KOMU-TV	x	x		x		x	x		
JEFFERSON CITY	KRCG-TV	x	x	x	x	x		x		x
JOPLIN	KSWM	x	x		x			x	x	x
KANSAS CITY	KCMO-TV	x	x	x			x	x		x
	WDAF-TV	x	x	x	x	x	x	x	x	x
SPRINGFIELD	KTTS-TV	x	x	x			x	x	x	x

MONTANA

BUTTE	KXLF-TV		x	x						
GREAT FALLS	KFBB-TV	x	x							

NEBRASKA

HOLDREGE	KHOL-TV	x	x	x		x			x	
LINCOLN	KOLN-TV	x	x			x			x	
OMAHA	WOW-TV	x	x	x	x		x	x	x	x

NEVADA

LAS VEGAS	KLAS-TV	x	x		x				x	
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NEW HAMPSHIRE

MANCHESTER	WMUR-TV	x	x	x	x	x			x	
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NEW MEXICO

ALBUQUERQUE	KOAT-TV		x	x	x	x	x	x		
	KOB-TV	x	x		x		x	x		
ROSWELL	KSWs-TV	x	x	x	x					

NEW YORK

City	Call letters	Kit- chen	Liv'g rm	Out- door	Auto ramp	Rear view	Re- mote	B&w line	Color line	Sends color
ALBANY	WROW-TV	x	x	x				x		
	WTRI	x	x			x	x		x	
BINGHAMTON	WNBF-TV	x	x					x	x	x
BUFFALO	WGRT-TV	x	x	x	x			x	x	x
NEW YORK	WABD	x	x	x	x	x	x	x	x	x
	WOR-TV	x	x					x		x
	WRCA-TV	x	x	x	x	x	x	x	x	x
PLATTSBURG	WIRI	x	x	x	x				x	
ROCHESTER	WHAM-TV	x	x	x				x	x	x
	WHEC-TV	x	x							x
SCHENECTADY	WRGB	x	x	x				x	x	x
SYRACUSE	WHEN-TV	x	x	x				x	x	x
UTICA	WKTV	x	x			x		x	x	x
WATERTOWN	WCNY-TV	x							x	

NORTH CAROLINA

ASHEVILLE	WLOS-TV	x	x	x	x	x			x	
CHARLOTTE	WBTV	x	x	x	x	x	x	x	x	x
DURHAM	WTVD	x	x	x	x				x	
GREENSBORO	WFMY-TV	x	x	x	x	x		x	x	x
GREENVILLE	WNCT	x	x	x	x	x			x	x
WILMINGTON	WMFD-TV		x	x				x		
WINSTON-SALEM	WSJS-TV		x	x					x	x

NORTH DAKOTA

FARGO	WDAY-TV		x	x			x			
MINOT	KCJB-TV	x	x	x			x			
VALLEY CITY	KXJB-TV	x	x	x	x			x	x	x

OHIO

AKRON	WAKR-TV	x	x	x		x		x	x	
ASHTABULA	WICA-TV	x	x			x	x			
CINCINNATI	WCPO-TV	x	x	x	x		x	x		x
	WLW-T	x	x	x	x	x	x	x	x	x
CLEVELAND	WXEL	x	x				x	x	x	x
COLUMBUS	WBNS-TV	x	x	x					x	x
	WLW-C	x	x	x			x	x		x
	WTVN-TV	x	x	x		x	x		x	
DAYTON	WHIO-TV	x	x	x		x		x	x	x
STUBENVILLE	WSTV-TV		x	x	x				x	
TOLEDO	WSPD-TV	x	x				x		x	x
YOUNGSTOWN	WKBN-TV	x	x	x	x	x		x	x	x

OKLAHOMA

ENID	KGE0-TV	x	x				x		x	x
MUSKOGEE	KTVX	x	x	x		x	x	x	x	x
OKLAHOMA CITY	KWTV	x	x		x				x	x
	WKY-TV	x	x				x	x	x	x
TULSA	KOTV	x	x	x		x	x	x	x	x
	KV00-TV	x	x	x			x		x	x

OREGON

EUGENE	KVAL-TV	x	x	x		x			x	
MEDFORD	KBES-TV	x	x	x		x			x	
PORTLAND	KOIN-TV	x	x	x	x		x	x	x	x
	KPTV	x	x		x		x	x	x	x

PENNSYLVANIA

City	Call letters	Kit- chen	Liv'g rm	Out- door	Auto ramp	Rear view	Re- mote	B&w line	Color line	Sends color
ALLENTOWN	WFMZ-TV	x	x			x	x		x	
ALTOONA	WFBG-TV		x						x	
EASTON	WGLV	x	x	x		x	x			
ERIE	WICU	x	x	x		x			x	x
	WSEE	x	x	x		x	x		x	
HARRISBURG	WCMB-TV	x	x					x	x	x
JOHNSTOWN	WARO-TV		x	x					x	
	WJAC-TV					x			x	x
PHILADELPHIA	WCAU-TV	x	x	x		x	x	x		
	WFIL-TV	x	x	x		x	x	x		x
	WPTZ	x	x	x			x	x		x
PITTSBURGH	KOKA-TV	x	x	x			x	x		
READING	WEEU-TV	x	x	x			x		x	
	WHUM-TV	x	x	x		x		x	x	
SCRANTON	WARM-TV	x	x	x		x		x		
	WGBI-TV	x	x	x					x	
	WTVU		x	x			x	x		
WILKES-BARRE	WILK-TV	x	x	x				x	x	x
YORK	WNOW-TV	x	x	x		x		x		
	WSBA-TV	x	x	x		x				

RHODE ISLAND

PROVIDENCE	WJAR-TV	x	x	x		x	x			x
	WNET		x	x	x		x		x	

SOUTH CAROLINA

ANDERSON	WAIM-TV	x	x		x		x	x		x
CHARLESTON	WCSC-TV	x	x	x			x			
COLUMBIA	WCOS-TV	x	x	x		x			x	
	WIS-TV	x	x	x		x		x		
FLORENCE	WBTW	x	x	x		x			x	
GREENVILLE	WGVL-TV		x				x		x	

SOUTH DAKOTA

SIOUX FALLS	KELO-TV	x	x	x	x	x	x	x		
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TENNESSEE

CHATTANOOGA	WDEF-TV	x	x	x					x	
JACKSON	WDXI-TV	x	x	x			x			
JOHNSON CITY	WJHL-TV	x	x	x		x				
KNOXVILLE	WATE-TV	x	x	x			x	x	x	
	WTSK-TV	x	x	x				x	x	x
MEMPHIS	WHBQ-TV	x	x	x					x	
	WMCT	x	x	x		x	x	x	x	
NASHVILLE	WLAC-TV	x	x	x		x			x	x
	WSIX-TV	x	x	x					x	
	WSM-TV	x	x	x	x	x	x	x	x	x

TEXAS

ABILENE	KRBC-TV	x	x	x	x					
AMARILLO	KFOA-TV	x	x	x					x	
	KGNC-TV	x	x	x	x	x		x	x	x
AUSTIN	KTBC-TV	x	x					x	x	x

TEXAS (continued)

City	Call letters	Kit- chen	Liv'g rm	Out- door	Auto ramp	Rear view	Re- mote	B&w line	Color line	Sends color
CORPUS CHRISTI	KV00-TV	x	x							
(Juarez, Mex.)	XEJ-TV	x	x					x	x	
FORT WORTH	WBAP-TV	x	x	x		x	x	x	x	x
HARLINGEN	KGBT-TV	x	x	x		x				
HOUSTON	KTRK-TV	x	x	x				x	x	x
LONGVIEW	KTVE	x	x	x		x				
LUBBOCK	KOUB-TV	x	x	x					x	x
SAN ANTONIO	KENS-TV	x	x	x		x				x
	WOAI-TV	x	x	x		x			x	x
TEMPLE	KCEN-TV	x	x	x					x	
TEXARKANA	KCMC-TV	x	x	x		x			x	

UTAH

SALT LAKE CITY	KSL-TV	x	x	x		x	x	x	x	x
	KUTV	x	x	x		x	x	x		x

VERMONT

BURLINGTON	WMVT	x	x	x						x
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VIRGINIA

HAMPTON	WVEC-TV	x	x	x					x	x	x
LYNCHBURG	WLVA-TV	x	x						x	x	
NORFOLK	WTAR-TV	x	x	x		x			x	x	x
	WVEC-TV	x	x	x		x	x		x	x	x
RICHMOND	WTVR	x	x	x			x		x	x	

WASHINGTON

BELLINGHAM	KV0S-TV										x
SEATTLE	KOMO-TV	x	x	x		x	x	x	x	x	x
SPOKANE	KHQ-TV	x	x	x		x		x	x	x	x
	KREM-TV	x	x	x		x	x				x
	KXLY-TV	x	x	x		x	x		x		
TACOMA	KTNT-TV	x	x	x		x	x	x	x	x	
	KTVW	x	x	x			x				
YAKIMA	KIMA-TV	x	x	x		x	x	x	x		

WEST VIRGINIA

CHARLESTON	WCHS-TV	x	x	x		x	x		x	x	x
	WKNA-TV		x	x						x	
HUNTINGTON	WSAZ-TV	x	x	x		x	x		x	x	x
OAK HILL	WOAY-TV		x	x		x				x	
PARKERSBURG	WTAP	x	x			x				x	
WHEELING	WTRF-TV	x	x				x			x	x

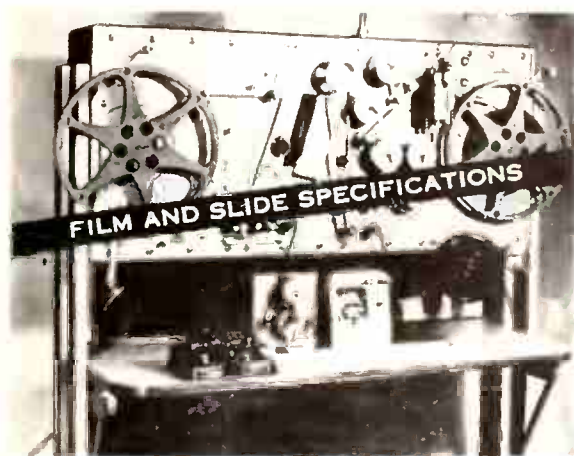
WISCONSIN

GREEN BAY	WBAY-TV	x	x	x							x
LA CROSSE	WKBT		x				x				x
MAISON	WKOW-TV	x	x	x		x				x	x
	WMTV	x	x	x		x	x				x
MARINETTE	WMBV-TV	x	x	x		x	x				x
MILWAUKEE	WTVW		x	x			x		x	x	x
WAUSAU	WSAU-TV		x								x

HAWAII

HONOLULU	KULA-TV	x	x	x		x					
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film & slides



372 respondents supplied film and slide information for 1955. Of this total, 211 stations (67%) subscribed to SRA—Station Representatives Association—standards for three-quarter screen shared ID's and full screen 8-second station breaks. 370 stations (99%) use 16mm motion picture projectors; two stations use 35mm only, while 27 stations (7%) use both 16mm and 35mm projectors. 93% of the stations reporting use transparency slides for various makes of projectors (indicated below); 40% (141) reported the use of opaques.

symbols

* station abides by SRA ID standards
tr—transparency; op—opaque

ALABAMA

City	Call letters	mm	Slides		Projectors	Adv. for art work—hours	Contact
			tr.	op.			
BIRMINGHAM	*WABT	16	2x2		Selectro	1 wk	Chas. Grisham
	*WBRC-TV	16	2x2		Holmes	8	M. D. Smith
DECATUR	*WMSL-TV	16			RCA		Bill Guy
MOBILE	WALA-TV	16	2x2		RCA	72	H. K. Martin
MONTGOMERY	*WCOV-TV	16	2x2		RCA	48	

ARIZONA

PHOENIX	KOOL-TV	16	2x2	4x5	DuMont	48	Doug. Carruth
	*KPHO-TV	16	2x2			72	Al Rau
	KTVK	16	2x2	4x5	RCA		Bill Ladow
	KVAR	16	2x2		DuMont	3 days	Bill Harvey
TUCSON	KOPO-TV	16	2x2			78	Jack Martin
	KVOA-TV	16	2x2		Gray	48	
TUMACACI	*KIVA	16	2x2		DuMont		J. H. Fleet

ARKANSAS

SMITHVILLE	*KFSA-TV	16	2x2		Selectro	72	Pat Porta
LITTLE ROCK	KARK-TV	16	2x2		RCA	72	Lee Bryant
	*KATV	16	2x2		GE	72	James Cowser

CALIFORNIA

FAIRFAX	*KBAK-TV	16	2x2		RCA	48	Ops. Desk
	*KERO-TV	16	2x2			48	Ken Croes
MONTEVISTA	*KHSL-TV	16	2x2		GE	48	Frank Wood
REDAWOOD	KIEM-TV	16	2x2		Selectro	48	Walt Richards

CALIFORNIA (continued)

City	Call letters	mm	Slides		Projectors	Adv. for art work—hours	Contact
			tr.	op.			
FRESNO	*KJEO	16	2x2		S&S, Gray	48	W. O. Edholm
	KMJ-TV	16	2x2	4x5	S&S, Gray	48	Wilson Laffer
LOS ANGELES	*KCOP	16&35	2x2		RCA	48	Voylo Masters
	*KHJ-TV	16	2x2			1 wk	How Wheeler
	KNXT	16&35	2x2				Done Hine
	*KRCA	16&35	2x2		RCA	48	Jas. G. Damon
	*KTLA	16&35	2x2			48	N. Cunningham
	KTTV	16&35	2x2		S&S	5 days	Val Conte
SACRAMENTO	*KBET-TV	16	2x2		GE	72	George Kapel
	KCCC-TV	16&35	2x2		RCA	2 days	M. F. Rhode
SALINAS	KSBW-TV	16	2x2		RCA	48	William Gates
SAN DIEGO	KFMB-TV	16	2x2		Graybar	72	Hal Goldon
	*KFSD-TV	16	2x2		RCA	48	R. M. Haley
	XETV	16	2x2	4x5	Eastman	48	J. Kaufman
SAN FRANCISCO	*KGO-TV	16&35	2x2			21	Jeanne Riegan
	KPIX	16	2x2	4x5	Selectro	48	Richard Burns
	*KRON-TV	16	2x2	3 1/2 x 1 1/2	LaBelle & Projectall	48	
	*KSAN-TV	16	2x2	4x5	GE	48	N. Patterson
SAN LUIS OBISPO	*KVEC-TV	16	2x2	4x5	Holmes	4 days	Si Parrish
SANTA BARBARA	KEY-TV	16	2x2		Selectro	72	Bill Carruth
STOCKTON	KOVR	16	2x2		GE	48	Marshall Plant
	*KTVU	16	2x2		RCA	48	Dave Hume
TULARE	KVVG	16	2x2	3 1/2 x 1	Gray	3 days	Dave Hersh

COLORADO

COLORADO SPRINGS	KKTV	16	2x2		Gray	72 for films 48 for slides	Stan Brown
	KROO-TV	16	2x2		RCA	72	Del Nelson

COLORADO (continued)

City	Call letters	mm	Slides tr.	op.	Projectors	Adv. for art work—hours	Contact
DENVER	KBTW	16	2x2		Gray	72	Opers. Desk
	KFEL-TV	16	2x2	3x4	S&S, Multiscope	72	Bob Hart
	*KLZ-TV	16	2x2	3 1/4 x 4	GE, Projectall	72	C. H. Braace
GRAND JUNCTION	KFXJ-TV	16	2x2		Spindler		
PUEBLO	KCSJ-TV	16	2x2	3 1/4 x 4	Super Projectall	72	John Henry

CONNECTICUT

BRIEGEPOR	WICC-TV	16	2x2			1 wk	M. Slater
HARTFORD	WGTH-TV	16	2x2		Gray	48	
	WNHC-TV	16	2x2			1 wk	J. V. Callanan
NEW BRITAIN	*WKNB-TV	16	2x2		S&S, Gray	48	David Scott

DISTRICT OF COLUMBIA

WASHINGTON	WRC-TV	16&35	2x2		RCA, Eastman		M. L. Dramm
	WTOP-TV	16	2x2		RCA		Jean Thompson
	WTTG	16	2x2		Holmes	24	G. Griesbauer

FLORIDA

FT. LAUDERDALE	WITV	16	2x2	4x5	Gray	72	Stan Hess
JACKSONVILLE	*WMBR-TV	16	2x2		GE	48	G. W. White
MIAMI	*WTVJ	16	2x2		Selectro	72	Jerry White
ORLANDO	WBOO-TV	16	2x2		Gray	72	John Thorwald
PENSACOLA	WEAR-TV	16	2x2		RCA	24	Ray Carow
ST. PETERSBURG	*WSUN-TV	16	2x2	4x5	RCA	1 wk	Vera New
W. PALM BEACH	WEAT-TV	16	2x2		Bell & Howell	48	
	*WIRK-TV	16	2x2		RCA	96	A. L. Gray

GEORGIA

ALBANY	WALB-TV	16	2x2	4x5	Gray	21	Joe Davis
ATLANTA	WAGA-TV	16	2x2		RCA	72	Don Naylor
	WLW-A	16	2x2		Gray	48	Pat Kelly
AUGUSTA	*WJBF-TV	16	2x2		Gray	48	Tom Hennesy
	WROW-TV	16	2x2		Gray		Bill Makenzie
COLUMBUS	*WOAK-TV	16				72	John Hughes
	WRBL-TV	16	2x2		GE	72	R. Patterson

IDAHO

BOISE	*KBOI	16	2x2	3 1/2 x 5	DuMont	48	Earl Glade, Jr
	*KIDO-TV	16	2x2	3x4	Multiscope, Electro-slide	24	Jack Link
IDAHO FALLS	KIO-TV	16	2x2		RCA	48	Claud Cain
TWIN FALLS	KLIX-TV	16	2x2		Gray	21	Paul Droubay

ILLINOIS

BELLVILLE	*WTVI	16	2x2	9x12		24	Ted Westcott
CHAMPAIGN	*WCIA	16	2x2			72	Jas. Fielding
CHICAGO	*WBBM-TV	16&35	2x2		Leica or Exco metal mounts	48	Jullan Kanter
	*WBKB	16&35	2x2		RCA	48	J. Fitzpatrick
	WGN-TV	16&35		3 1/4 x 4	Balop	48	Don Carrell
	*WNBQ	16&35	2x2		RCA	72	
DANVILLE	WOAN-TV	16	2x2		RCA	48	John Eckert
DECATUR	*WTVP	16	2x2		RCA	48	R. G. Wright

ILLINOIS (continued)

City	Call letters	mm	Slides tr.	op.	Projectors	Adv. for art work—hours	Contact
HARRISBURG	WSIL-TV	16	2x2		S&S	1 wk	Bill
PEORIA	*WEEK-TV	16	2x2	3 1/4 x 4	GE	48	Will
	*WTVH-TV	16	2x2	3x4	Tressel	48	Don
QUINCY	*WGEM-TV	16	2x2	4x5	DuMont	72	
ROCKFORD	*WREX-TV	16	2x2		DuMont	72	Rod
	*WTVO	16	2x2	3 1/4 x 4		72	
ROCK ISLAND	*WHBF-TV	16	2x2	4x5	DuMont		H. J.
SPRINGFIELD	WICS	16	2x2		Gray	72	

INDIANA

ELKHART	WSJV	16	2x2		RCA	96	J. T.
EVANSVILLE	WEHT	16	2x2		RCA	72	Oper
	*WFIE-TV	16	2x2			72	J. B.
FORT WAYNE	*WIN-TV	16	2x2	3x4	Grav. Telop II	72	
	*WKJG-TV	16	2x2	3 1/4 x 4	Gray, GE	72	C. O.
INDIANAPOLIS	*WFBM-TV	16		4x5	DuMont	1 wk	Earl
	WISH-TV	16	2x2	3x4	Tressel	5 days	Jim
LAFAYETTE	*WFAM-TV	16	2x2	3x4		72	Jas
SOUTH BEND	*WSBT-TV	16	2x2		S&S	72	

IOWA

AMES	*WOI-TV	16	2x2	3 1/4 x 4	RCA	72	W. J.
				8 1/4 x 4			
CEORAPIOS	KCRG	16	2x2		Gray	1 wk	R. P.
	*WMT-TV	16&35	2x2		RCA	48	Doug
DAVENPORT	*WOC-TV	35	2x2	3x4	S&S	72	M. W.
DES MOINES	KGTV	16	2x2	3x4		48	T. J.
	*WHO-TV	16	2x2	3x4 4x5	RCA	1 wk	Paul
FORT OODGE	*KQTV	16	2x2	3x4	GE	5 days	Max
MASON CITY	*KGLO-TV	16		4x5	DuMont	48	H. R.
SIoux CITY	*KTIV	16	2x2		Gray	48	Dietri
	*KVTV	16	2x2	3 1/4 x 4	GE	96	Norma
WATERLOO	KWWL-TV	16		3x4 4x5	DuMont	48	C. T.

KANSAS

GREAT BEND	KCKT-TV	16	2x2	3 1/4 x 4	Gray, Balop	72	
PITTSBURG	*KOAM-TV	16	2x2	4x5	RCA, Gray	72	R. E.
TOPEKA	*WIBW-TV	16	2x2	4x5	Gray	72	Hilton
WICHITA	KAKE-TV	16	2x2	4x5	Gray	72	Don
	KEDD	16	2x2		Gray	72	C. Bl
	*KTVH	16	2x2			48	E. W.

KENTUCKY

HENDERSON	WEHT	16	2x2		RCA	72	Opers
LEXINGTON	WLEX-TV	16	2x2		Gray	72	H. C.
LOUISVILLE	*WAVE-TV	16	2x2			1 wk	Charle

LOUISIANA

ALEXANDRIA	KALB-TV	16		4x5		48	T. S.
BATON ROUGE	WBRZ	16				72	John J.
LAKE CHARLES	KPLC-TV	16	2x2		GE	48	David
	*KTAG-TV	16	2x2		Gray	12	M. J.
MONROE	*KNOE-TV	16	2x2	4x5	RCA	5 days	J. An
NEW ORLEANS	WDSU-TV	16	2x2	3 1/4 x 4		48	A. Lou
				3 1/4 x 4			
	WJMR-TV	16	2x2	3 1/4 x 4	Eastman	72	G. A.

LOUISIANA (continued)

City	Call letters	mm	Slides tr.	Slides op.	Projectors	Adv. for art work—hours	Contact
PORTLAND	*KSLA	16	2x2	4x5	DuMont	on request	Carol Vinson

MAINE

	*WABI-TV	16	2x2		RCA	48	L. H. Nelson
	W-TWO	16	2x2		S&S	48	Wm. O. Clark
NEWBURYPORT	*WLAM-TV	16	2x2				E. Shute, Jr.
PORTLAND	*WCSH-TV	16	2x2		RCA	1 wk	B. McGarrill
PORTLAND	*WGAN-TV	16	2x2		Eastman	72	Sam Henderson

MARYLAND

BALTIMORE	WAAM	16	2x2		RCA	48	Ken Carter
BALTIMORE	WBAL-TV	16	2x2	3x1		48-72	W. K. Frefert
BALTIMORE	*WMAR-TV	16	2x2			48	E. A. Lang
BALTIMORE	WBOC-TV	16	2x2	4x5	RCA	72	C. J. Truitt

MASSACHUSETTS

BOSTON	*WBZ-TV	16	2x2			48	E. J. Murlsty
BOSTON	WNAC-TV	16&35	2x2	3 1/4 x 1		6 days	Norm Knight
BOSTON	WTAO-TV	16	2x2		RCA	5 days	W. Harrington
BOSTON	*WMGT	16	2x2		Gray	72	E. W. Pearson
BOSTON	*WHYN-TV	16	2x2	3 1/4 x 4	GE	1 wk	Kendall Smith
BOSTON	*WWLP	16	2x2	3 1/4 x 4	GE	72	W. L. Putman
BOSTON	*WWOR-TV	16	2x2		Gray	1 wk	A. E. Gridley

MICHIGAN

ANN ARBOR	*WPAG-TV	16	2x2	3x4	Balop	1 wk	Edw. Baughn
ANN ARBOR	WNEM-TV	16		4x5	DuMont	72	Claud Mendell
ANN ARBOR	*CKLW-TV	16	2x2	3x4	Gray, Telop	48	J. E. Campeau
ANN ARBOR	*WJBK-TV	16&35	2x2	2 1/4 x 3	Belle Howell, GE	24	Bill Michaels
ANN ARBOR	*WWJ-TV	16	2x2	3x4	Selectro	72	Oper. Desk
ANN ARBOR	*WXYZ-TV	16&35	2x2		RCA	48	John F. Pival
LANSING	*WOOD-TV	16	2x2	4x5	Telop	3 days	J. Dragomier
LANSING	*WKZO-TV	16	2x2		Gray	72	C. T. Lynch
LANSING	*WJIM-TV	16	2x2	3 3/4 x 5	RCA	7 days	R. E. Nason
LANSING	WTOM-TV	16	2x2		RCA	72	Ed Carson
LANSING	WKNX-TV	16	2x2		RCA	72	Wes Lambert
LANSING	WPBN-TV	16	2x2	3 1/4 x 1 1/4	RCA	72	John Anderson

MINNESOTA

MINNEAPOLIS	*KMMT	16		4x5	DuMont	3 days	T. Steensland
MINNEAPOLIS	*KDAL-TV	16	2x2		Gray	72	D. LeMasurier
MINNEAPOLIS	KEYD-TV	16	2x2	4x5	Gray	48	L. L. Whiting
MINNEAPOLIS	*WMIN-TV	16	2x2	4x5	Telop 11	78	F. M. Devaney
MINNEAPOLIS	*WTCN-TV	16	2x2	3 1/4 x 1	S&S, GE	48	Donald Kraatz
MINNEAPOLIS	*KROC-TV	16	2x2		RCA	48	G. D. Gentling

MISSISSIPPI

JACKSON	*WJTV	16	2x2		Gray	48	Jay Scott
JACKSON	WLBT	16	2x2		Gray	72	Fred L. Beard
JACKSON	WSLI-TV	16	2x2		Selectro	3 days	O. Alexander
JACKSON	WTOK-TV	16	2x2			72	W. B. Crooks

MISSOURI

ST. LOUIS	KFVS-TV	16	2x2			1 wk	O. C. Hirsch
ST. LOUIS	*KOMU-TV	16	2x2	3 1/4 x 4	GE	72	Claude Ratliff

MISSOURI (continued)

City	Call letters	mm	Slides tr.	Slides op.	Projectors	Adv. for art work—hours	Contact
HANNIBAL	KHQA-TV	16	2x2		DuMont	48	John Debow
JEFFERSON CITY	KRCG-TV	16	2x2		RCA	72	Betty Handy
JOPLIN	KSWM-TV	16	2x2			1 wk	A. A. Harrison
KANSAS CITY	*KCMO-TV	16	2x2	4x5	Gray	72	E. Hartenbower
KANSAS CITY	*KMBC-TV	16	2x2	4x5	Gray	72	Ed Dennis
KANSAS CITY	*WDAF-TV	16	2x2	4x5	Gray	1 wk	E. M. Russo
SPRINGFIELD	*KTTS-TV	16	2x2			48	Bob Burke

MONTANA

BUTTE	*KXLF-TV	16	2x2		Gray	96	Jim Mannina
GREAT FALLS	*KFBB-TV	16	2x2	4x5	DuMont	48	LeRoy Stahl
MISSOULA	*KGVQ-TV	16	2x2		Holmes	48	A. J. Mosby

NEBRASKA

KEARNEY	*KHOL-TV	16&35	2x2	3 1/4 x 4	GE	72	Jack Gilbert
LINCOLN	*KOLN-TV	16	2x2		Gray	72	Paul Jensen
OMAHA	KMTV	16	2x2	3x4	RCA		G. E. Harris
OMAHA	*WOW-TV	16	2x2		RCA, GE	72	Fred Ebenor

NEVADA

LAS VEGAS	*KLAS-TV	16	2x2		Gray Telef.	48	Jas. A. Lilly
RENO	*KZTV	16	2x2		RCA	48	Richard Colon

NEW HAMPSHIRE

MANCHESTER	*WMUR-TV	16	2x2		S&S	24	N. Gittelson
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NEW JERSEY

NEWARK	WATV	16	2x2	3x4	RCA	1 wk	I. Rosenhaus
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NEW MEXICO

ALBUQUERQUE	KGGM-TV	16	2x2		RCA	72	G. B. Morgan
ALBUQUERQUE	*KOAT-TV	16	2x2	3x4	DuMont	48	Ted L. Snider
ALBUQUERQUE	*KOB-TV	16	2x2		Selectro	48	Wayne Coy
ROSWELL	KSWV-TV	16	2x2			48	P. B. McEvoy

NEW YORK

ALBANY	WROW-TV	16	2x2		Selectro	1 wk	T. S. Murphy
ALBANY	WTRI	16	2x2		Selectro, S&S	1 wk	Oper. Desk
BINGHAMTON	*WNBF-TV	16	2x2		Gray	72	S. Ricciardelli
BUFFALO	WBEN-TV	16	2x2		RCA	4 days	C. Thompson
BUFFALO	WBUF-TV	16	2x2	4x5	Gray	96	R. L. Brenner
BUFFALO	*WGR-TV	16	2x2		RCA	72	P. H. Curtis
KINGSTON	*WKNY-TV	16	2x2		Gray	48	R. L. Sablin
NEW YORK CITY	*WABC-TV	16	2x2		Gray	48	Daniel Norton
NEW YORK CITY	WABD	16&35	2x2		DuMont, Acme Simplex	4 days	F. A. Wurster
NEW YORK CITY	WCBS-TV	16&35		4x5	Gray	5 days	Robt. G. Patt
NEW YORK CITY	WOR-TV	16&35	2x2	4x5	Gray	48	Chas. Phillips
NEW YORK CITY	WPIX	16&35	2x2		RCA	5 days	Carol Levine
NEW YORK CITY	*WRCA-TV	16&35		4x5	Gray		Hamilton Shea
PLATTSBURG	WIRI	16	2x2	4x5	DuMont	48	Hal Wilson
ROCHESTER	*WHAM-TV	16	3 1/4 x 4		GE		Charles Clerks
ROCHESTER	*WHEC-TV	16	2x2		GE	72	L. C. Wheeler
ROCHESTER	*WVET-TV	16	2x2	3x4	GE	1 wk	F. Taylor, Jr.
SCHENECTADY	*WRGB	16	2x2		Selectro	1 wk	R. F. Reid

NEW YORK (continued)

City	Call letters	mm	Slides		Projectors	Adv. for art work—hours	Contact
			tr.	op.			
SYRACUSE	WHEN-TV	16	2x2		S&S	48	G. Alderman
	WSYR-TV	16	2x2	3 1/4 x 4	GE	48	Fred L. Gelger
UTICA	WKTV	16	2x2	3 1/4 x 4 1/4	Gray, GE		M. C. Fusco
WATERTOWN	WCNY-TV	16	2x2		GE		D. M. Graves

NORTH CAROLINA

ASHEVILLE	WLOS-TV		2x2			72	Chas. B. Britt
CHARLOTTE	WBTV	16	2x2		Selectro	1 wk	Opers. Desk
DURHAM	WTVO	16	2x2	3 1/4 x 5	DuMont	72	H. Duncan
GREENSBORO	WFMY-TV	16	2x2	4x5	DuMont	72	W. Baskerville
GREENVILLE	WNCT	16	2x2	3 1/4 x 4 1/4	Projectall	72	A. H. Campbell
WILMINGTON	WMFD-TV	16	2x2	4x5		72	R. Dunlea, Sr.
WINSTON-SALEM	WSJS-TV	16	2x2	3 1/4 x 4	GE	72	Harry Shaw

NORTH DAKOTA

FARGO	WOAY-TV	16	2x2	4x5	Telop	1 wk	Jack Lester
MINOT	KCJB-TV	16	2x2	4x5	Telop	48	H. Burkart
VALLEY CITY	KXJB-TV	16	2x2	4x5	DuMont	48	Hal Kennedy

OHIO

AKRON	WAKR-TV	16	2x2	4x5	Gray	48	B. M. Wright
ASHTABULA	WICA-TV	16	2x2		RCA	3 days	John Strasen
CINCINNATI	WCPO-TV	16	2x2	3x1	Golde	48	Glenn Miller
	WKRC-TV	16	2x2	3 1/4 x 1	Balop, GE	1 wk	George Rogers
	*WLW-TV	16	2x2		Telejector, Selectro	48	J. E. Allen
CLEVELAND	*WEWS	16	2x2	4x5	Telop	72	John H. Foley
	*WXEL	16	2x2	3 1/4 x 4	Balop, GE	48	R. C. Wright
COLUMBUS	*WBNS-TV	16	2x2			48	Robt. Sprouse
	*WLW-C	16	2x2		LaBelle	48	James Burgess
	*WTVN-TV	16	2x2		RCA	48	R. C. Wiegand
DAYTON	*WHIO-TV	16	2x2		RCA	72	Chuck Gay
	*WLW-D	16	2x2		RCA	4 days	H. P. Lasker
LIMA	WLOK-TV	16	2x2		GE	1 wk	R. W. Mack
STEUBENVILLE	*WSTV-TV	16	2x2		RCA	1 wk	Robt. E. Holt
TOLEDO	*WSPD-TV	16	2x2		Golde	1 wk	John Sanders
YOUNGSTOWN	*WFMJ-TV	16	2x2			48	M. F. Stanley
	WKBN-TV	16		2x2	Eastman Gray	48	Don Brice
ZANESVILLE	*WHIZ-TV	16	2x2			10 days	Allan Land

OKLAHOMA

ENID	KGEO-TV	16	2x2	4x5	RCA	72	George Streets
OKLAHOMA CITY	KMPT	16	2x2		DuMont	72	Bill McCormick
	KTVQ	16	2x2		GE	72	Ray Wilson
	*KWTW	16	2x2	4x5	RCA Telop	Varies	Edgar T. Bell
TULSA	*WKY-TV	16	2x2		RCA	36	Opers. Desk
	*KOTV	16	2x2	4x5	Selectro	72	Robt. Freeland
	KV00-TV	16	2x2	4x5	Gray	72	John Devine
TULSA (Muskogee)	KTVX	16	2x2		GE	48	Ted Cramer

OREGON

EUGENE	KVAL-TV	16	2x2		RCA	1 wk	Glenn Nickell
MEFORD	KBES-TV	16	2x2		Gpl	72	E. A. Faber

OREGON (continued)

PORTLAND	*KOIN-TV	16	2x2	3 1/4 x 4	Selectro	48	Robt. E. Holt
	*KPTV	16	2x2		Selectro	48	George Rogers

PENNSYLVANIA

ALLENTOWN	WFMZ-TV	16	2x2	4x5	DuMont	72	Max D.
ALTOONA	*WFBG-TV	16	2x2		S&S	1 wk	Jack
BETHLEHEM	WLEV-TV	16	2x2	3 1/4 x 4	Balop	96	T.
EASTON	WGLV	216&35	2x2		RCA	3 days	Joy
ERIE	WICU-TV	35	2x2		Gray	72	Kar
	WSEE	16	2x2			72	Jack
HARRISBURG	WCMB-TV	16	2x2		Gray	48	Robt.
	WHP-TV	16	2x2		Gray	3 days	A. P.
	WTPA	16	2x2		Gray	1 wk	D.
JOHNSTOWN	WARO-TV	16	2x2		Gray	48	Bill
	*WJAC-TV	16	2x2		Selectro	1 wk	John
PHILADELPHIA	*WCAU-TV	16	2x2		Gray	72	R. M.
	*WFIL-TV	16	2x2	3 1/4 x 4	GE	72	John
	*WPTZ	16		2 3/4 x 3		72	Sar
PITTSBURGH	KOKA-TV	16	2x2	4x5	DuMont		L. C.
	READING	*WEEU-TV	16	3 1/4 x 4	3 1/4 x 4	Bausch & Lomb, SE	72
	*WHUM-TV	16	2x2		Selectro	72	Robt.
SCRANTON	WARM-TV	16	2x2		Gpl	1 wk	Jay
	WGBI-TV	16	2x2		S&S	8	G. G.
	WTVU	16	2x2				Thos.
WILKES-BARRE	*WILK-TV	16	2x2	3 1/4 x 4 1/4	Gray, GE	48	T.
YORK	WNOV-TV	16	2x2		Selectro	48	R. G.
	*WSBA-TV	16	2x2		S&S	24	Jim

RHODE ISLAND

PROVIDENCE	*WJAR-TV	16	2x2	4x5	S&S, Gray	2 wks	M. S.
	WNET-TV	16	2x2		Gpl	3 days	E. L.

SOUTH CAROLINA

ANDERSON	*WAIM-TV	16	2x2	3x4	Federal, Gray	72	Fish
CHARLESTON	*WCSC-TV	16	2x2		Gpl	72	Robt.
COLUMBIA	*WCOS-TV	16	2x2		RCA	72	Stev
	*WIS-TV	16	2x2		RCA	72	Law
FLORENCE	WBTW	16	2x2	3 1/4 x 4	Projectall, RCA	1 wk	R. P.
GREENVILLE	WGVL-TV	16	2x2		RCA	48	Bill

SOUTH DAKOTA

SIoux FALLS	KELO-TV	16	2x2		RCA	72	Dave
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TENNESSEE

CHATTANOOGA	*WOEF-TV	16	2x2		Gray	72	Otl
JACKSON	WOXI-TV	16	2x2	3 1/4 x 5	Balop	24	Jack
JOHNSON CITY	*WJHL-TV	16	2x2		Gpl	48	W. L.
							ter
KNOXVILLE	*WATE-TV	16	2x2		RCA	72	J. T.
	*WTSK-TV	16	2x2		RolyEFEX	72	Bill
MEMPHIS	*WHBQ-TV	16	2x2		Projectall	48	Mark
	WMCT	16	2x2		RCA	48	Earl

TENNESSEE (continued)

City	Call letters	mm	Slides		Projectors	Adv. for art work—hours	Contact
			tr.	op.			
MEMPHIS	WLAC-TV	16	2x2	4x5	Gray	48	Roy Smith
	*WSIX-TV	16	2x2		GE	72	Gene Tanner
	*WSM-TV	16	2x2		Projectall	2 days	Irving Waugh

TEXAS

DALLAS	KRBC-TV	16		3 1/4 x 4	GE	1 wk	J. Mitchell, Jr.
	*KFOA-TV	16	2x2	4x5	Eastman	72	John Chappel
	*KGNC-TV	16	2x2	4x5	RCA, Telop	72	Bob Watson
	*KTBC-TV	16	2x2		S&S	7 days	Opers. Desk
CHRISTIANBURG	*KVOO-TV	16	2x2		RCA, Gray	72	Bob Williams
	*KRLO-TV	16		4x5		72	W. A. Roberts
	*WFAA-TV	16		4x5	Gray	72	Mike Shapiro
HOUSTON	*KTSM-TV	16	2x2	4x5	Gray	48	R. T. Chapinan
MESSA	XEJ-TV	16&35	2x2	8x10		48	H. Gutierrez
PORTLAND	*WBAP-TV	16	2x2	4x5	RCA, Gray	3 days	Roy I. Bacus
STON	KGUL-TV	16	2x2			1 wk	M. B. Johnson
WICHITA	*KGBT-TV	16	2x2			48	Steve Roberts
WICHITA	KTRK-TV	16	2x2		DuMont	2 days	Sarah Fritz
NEW YORK	KTVE	16	2x2		Holmes	48	A. J. Henry
OKLAHOMA	*KOUB-TV	16	2x2		DeVry	48	George Collie
ANGELO	KTXL-TV	16	2x2		DuMont	72	J. H. Hubbard
ANTONIO	*KENS-TV	16	2x2		Telejector	48	Wayne Kearl
	*WOAI-TV	16	2x2		Projectall	48	Ed Cheviot
	*KCEN-TV	16	2x2		RCA-TM	72	Opers. Desk
KANSAS	*KCMC-TV	16	2x2	2 1/4 x 2 1/4	Selectro	48	Chas. E. Wade
	KANG-TV	16	2x2		GE	48	Bob H. Walker
	KWTX-TV	16	2x2		RCA		M. N. Bostick
WATER FALLS	KFOX-TV	16	2x2	4x5	RCA, Gray	48	Howard H. Fry
	KWFT-TV	16	2x2		Eastman		Kenyon Brown

UTAH

SALT LAKE CITY	*KSL-TV	16	2x2		Gray	36	A. R. Richards
	KUTV	16	2x2		RCA	48	Alan Frank

VERMONT

STON	*WMVT	16	2x2		S&S	72	J. A. Dobson
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VIRGINIA

CHARLESTON	*WSVA-TV	16	2x2	4x5	GE	72	H. C. Evans
PORTSMOUTH	*WLVA-TV	16	2x2		DeVry	72	J. Wright, Jr.
BLACKSBURG	WTAR-TV	16	2x2		Projectall	96	Edwin Gorby
	*WVEC-TV	16&35	2x2	3 1/4 x 1	Gray, GE	72	H. Brauer, Jr.
LENOX	*WTVR	16	2x2		Telejector	1 wk	W. M. Havens
LENOX	*WSLS-TV	16	2x2			72	H. Fitzpatrick

WASHINGTON

SEATTLE	KVOS-TV	16	2x2		Gray	36	David Mintz
SEATTLE	*KING-TV	16	2x2	3 1/4 x 4	GE	48	Al Hunter
	*KOMO-TV	16	2x2	3 1/4 x 4	RCA, Rausch & Lomb	3 days	Tom Rogstad

WASHINGTON (continued)

City	Call letters	mm	Slides		Projectors	Adv. for art work—hours	Contact
			tr.	op.			
SPOKANE	*KHQ-TV	16	2x2		Selectro	72	C. Birmingham
	*KREM-TV	16	2x2	4x5	Telejector	72	Paul Morris
	*KXLY-TV	16	2x2		GE	72	A. DeVries
TACOMA	*KTNT-TV	16	2x2	3 1/4 x 1	GE	48	B. W. Ormsky
	*KTVW	16	2x2		RCA	3 days	Tom Towey
YAKIMA	KIMA-TV	16	2x2		Selectro	72	Joe Ryan

WEST VIRGINIA

CHARLESTON	*WCHS-TV	16	2x2	4x5	RCA, Gray	72	J. Sinclair, Jr.
	*WKNA-TV	16	2x2		Gray	72	W. S. Jackson
HUNTINGTON	*WSAZ-TV	16	2x2		RCA-TP-16B	48	Eliz. Conaty
OAK HILL	*WOAY-TV	16	2x2		RCA	48	C. E. Higgins
PARKERSBURG	*WTAP	16	2x2		Gray	48	Jerry Burns
WHEELING	*WTRF-TV	16	2x2		Gray	48	H. N. Smith

WISCONSIN

EAU CLAIRE	*WEAU-TV	16	2x2	3 1/4 x 4 1/2		48	Robert Trump
GREEN BAY	WBAY-TV	16	2x2		Projectall	72	Milt Gels
LA CROSSE	*WKBT	16	2x2	3x4	Gray, Tressel	72	Jay Frommert
MAISON	*WKOW-TV	16	2x2	3x4	RCA	48	Richard Huff
	*WMTV	16	2x2		RCA	3 days	M. J. Wagner
MARINETTE	*WMBV-TV	16	2x2	6x8	Gray, Vu-Lyte	24 48	W. B. Walker
MILWAUKEE	WCAN-TV	16	2x2		RCA	72	Lou Poller
	WTMJ-TV	16	2x2	4x5 1/2	Gray	2 wks	W. D. Palmer
	WTVW	16	2x2		Selectro, RCA	48	Traffic Desk
	WXIX	16	2x2			48	T. F. Shaker
							E. W. Conrad
SUPERIOR	*WOSM-TV	16	2x2	3 1/4 x 1			Richard Dudley
WARSAU	*WSAU-TV	16			RCA	72	Richard Dudley

HAWAII

HONOLULU	KULA-TV	16	2x2	4x5	DuMont	1 wk	J. A. Burnett
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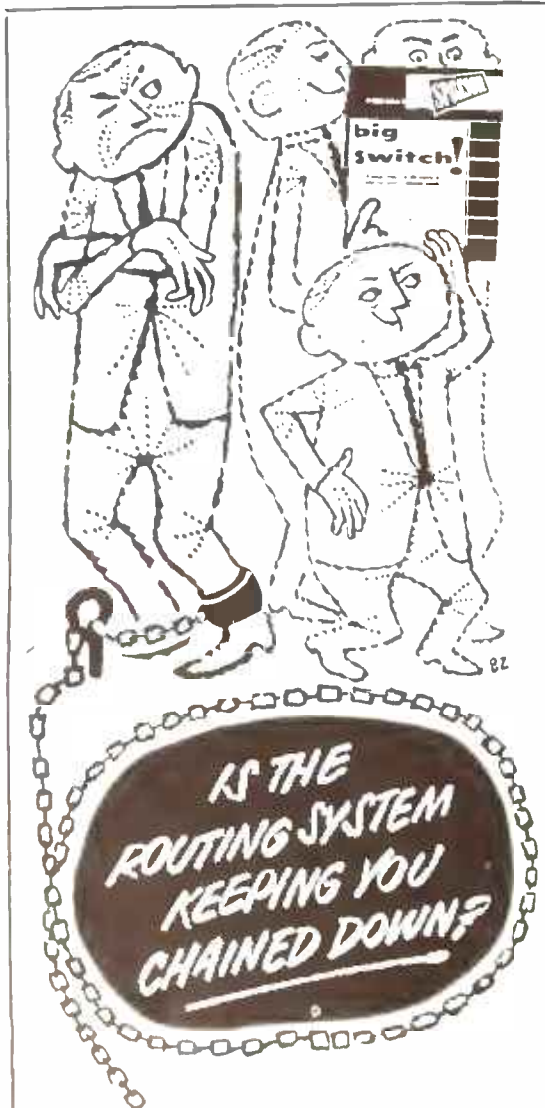
CANADA

CALGARY, Alta.	CHCT-TV	16			Telejector, Balop	48	J. H. Battison
EDMONTON, Alta.	CFRN-TV	16					Sid Lancaster
MONCTON, N. B.	CKCW-TV	16				48	Il. Buttan
ST. JOHN, N. B.	CHSJ-TV	16&35					G. A. Cromwell
SYDNEY, N. S.	CJCB-TV	16	2x2		DuMont	3 days	N. Nathanson
KINGSTON, Ont.	CKWS-TV	16					W. Luxton
KITCHENER, Ont.	CKCO-TV	16	2x2	3x1	Selectro, GE	72	Bruce Lawson
LONDON, Ont.	CFPL-TV	16	2x2		Gray	72	Tom Bird
PT. ARTHUR, Ont.	CFPA-TV	16	2x2		RCA		R. H. Parker
SUDBURY, Ont.	CKSO-TV	16	2x2		RCA	72	W. J. Woodhill
MONTREAL, Que.	CBMT	16	2x2				J. R. Pelouquin
QUEBEC CITY	CFCM-TV	16	2x2	1x5	DuMont	48	A. Fitzgibbons
RIMOUSKI, Que.	CJBR-TV	16			RCA	72	A. Lecomte
REGINA, Sask.	CKCK-TV	16	2x2	3x1	GE	72	Larry Glover
SASKATOON, Sask.	CFQC-TV	16	2x2	4x5	Gray, Stewart	72	M. L. Morrison

1955 BUYERS' GUIDE

ADVERTISERS

ABC-TV	110	KGST	92	WHOD	97
Assoc. Press Service	2	KIFN	88	WIBW	73
Beulah Music	19	KLAC	102	WIBX	40
Decca-Capitol	101	KLOK	13	WILD	7
Evans Prod.	95	KNAK	54	WILS	32
Globe Music	68	KNOK	101	WIOK	94
Keynote	15	KOA	75	WIP	47
Near Radio South	94	KOWL	89, 92	WITH	FC
Peoria	63	KPQ	78	WKMI	30
People Broadcast	16, 20, 64, 72, 78, 82, 107	KPRC	100	WMGY	91
TSSLEN	86	KSAN	93	WNAX	79
RCA Equip	IBC	KSL	55	WNJR	96
United Broadcasting	95	KSON	89	WOKJ	101
CFCN-TV	126	KSTN	103	WOLF	IFC
KALI	11	KWKW	88	WOWO	23
KANV	95	KXJB-TV	120	WPAL	49
KBIS	103	KXLA	81	WQXR	70
KCJB-TV	119	WBAM	BC	WRBC	96
KCOR	87	WBAY	112	WREX-TV	129
KDEF	104	WBCO	93	WRMA	92
KEAR	67	WCBR	101	WSOK	100
KEDD	116	WDAS	90	WSRC	98
KFLO-TV	131	WDIA	99	WTCN	6
KFAC	66	WEHT-TV	111	WVCG	72
KFAL	35	WFLN	71	WWJ	31
KFVD	10	WGY	77	WWRL	97
KGER	105	WHAK	33	XEJ	52
		WHAT	98	XEJ-TV	122



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FARM TV

(Continued from page 129)

WHEELING

WTRF-TV....½ hr weekly—extension. Universities W. Va. & Ohio

WISCONSIN

GREEN BAY

†*WBAY-TV....3 hrs weekly—news, markets feature

LA CROSSE

WKBT....1 hr weekly—market news

MADISON

WMTV....2 hrs weekly—county agents, program, farm news, weather

MARINETTE

WMBV-TV....2 hrs weekly—extension, markets

CANADA

KITCHENER, ONTARIO

CKCO-TV....5 hrs weekly—extensions

LONDON, ONTARIO

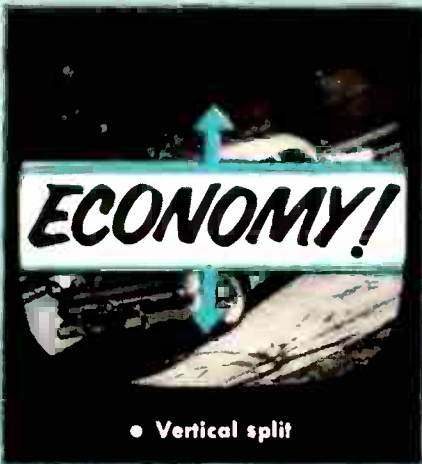
*CFPL-TV....½ hr weekly—news of farm events, extension features, markets

MONTREAL, QUEBEC

CBMT....½ hr weekly



• Horizontal wipe



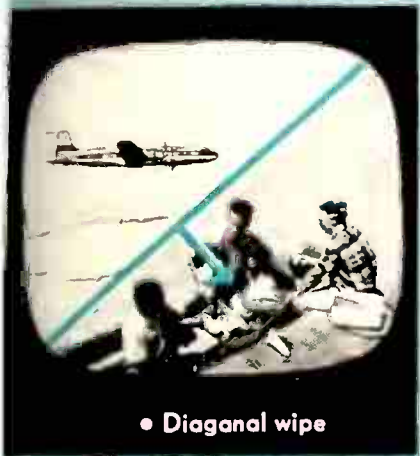
• Vertical split



• Vertical wipe



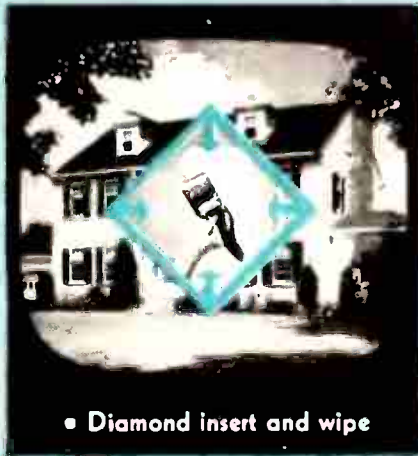
• Vertical wedge wipe



• Diagonal wipe



• Horizontal split



• Diamond insert and wipe



• Controllable corner insert



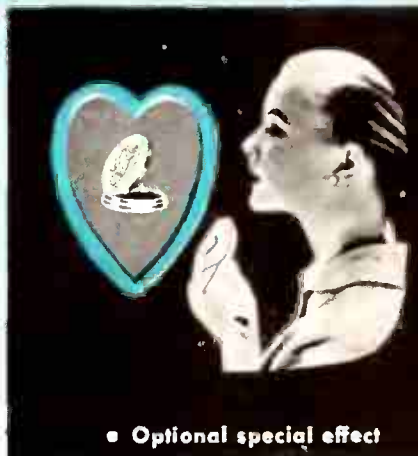
• Horizontal wedge wipe



• Rectangular insert and wipe



• Controllable corner insert



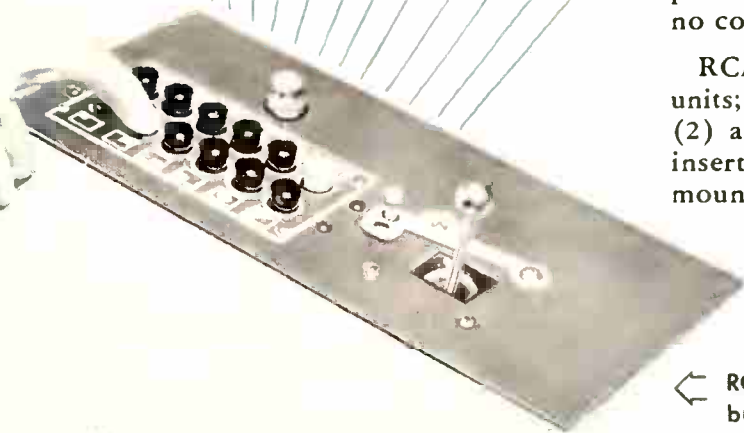
• Optional special effect

12 ways to present your "commercial"

Now—with RCA's new Special Effects Equipment—you can have these 12 attention-getting effects right at your fingertips. You push the button for the effect you want. You swing the "control stick" (rotatable 360°) and put the selected effect in the picture wherever you want it. It's simple, inexpensive—requires no complicated equipment or extra cameras.

RCA's Special Effects Equipment consists of just two separate units; (1) a TG-15A control panel (shown left) and generator, (2) and a TA-15A amplifier. The Special Effects Panel can be inserted in any RCA Console housing. The other units can be mounted in your video racks. Installation couldn't be easier.

For quick delivery, order your RCA Special Effects Equipment direct from your RCA Broadcast Sales Representative.



← RCA Special Effects Control Panel—with 12 push-button selection and 360° rotatable stick control.



RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DIVISION
CAMDEN, N. J.



A gentleman never comments on the obvious, they say, but this unhappy tableau provokes our sympathy. This typically harassed advertising executive, you see, is perplexed by a maze of contradictory audience surveys from Alabama. What he so obviously needs is to have his attention directed to the obvious. The obvious fact is, of course, that Alabama is the world's easiest market to buy. This is because of its two *great* fifty kilowatt stations, WVOK in Birmingham and WBAM in Montgomery. These twin fifties, if we may flirt with an ordinance pun, deliver the entire state with economy, with a four-state bonus audience, with unexcelled merchandising assistance, and with sales impact that is already legendary. Surely some friend will soon tell him; or the truth will dawn spontaneously on him as it has on so many others. The obvious is hard to ignore.