

Network Radio Faces Future With Ideas And Enthusiasm

By ARTHUR HULL HAYES
President, CBS Radio



THIS year we witness the assembling of a new political administration in Washington. New policy-makers there have confidence and enthusiasm in their favor as they set to work guiding a nation. Network radio faces the future with equal enthusiasm, as its ideas and innovations operate to meet economic, cultural and scientific developments of today and tomorrow.

The radio network business, in a state of frequent flux since the start of television's inroads on audience and sales in 1950, has now evolved to a point where it is once again stable and secure. We are back with solid realities . . . and pleasant ones, too.

At CBS Radio, the reality is this: a carefully-planned program formula that has been shaped and strengthened to consolidate the interests of advertiser, affiliated stations, networks and audience. The result is a modified Program Consolidation Plan, inaugurated late in 1960, that enables CBS Radio to feed much more news and information to stations, while retaining personalities that have set CBS apart—Arthur Godfrey, Garry Moore, Art Linkletter, Bing Crosby and Rosemary Clooney. Their kind of entertainment is smoothly integrated with nineteen factual new CBS Radio Features and regular sessions with Lowell Thomas, Eric Sevareid, Bob Trout, Douglas Edwards and the rest of the distinguished CBS News staff.

Listener reaction to the new schedule has been more than favorable. Advertisers are constantly showing more interest. And stations have come through as we hoped they would. The rate of affiliate applications conjures up memories of the pre-1948 era.

The principles of supply and demand indicate success for a product that fills or fulfills an intense need. Our programming is of course a product. And a large part of our success today depends on how our

product meets the needs of our stations. This product is many things at CBS. It is entertainment; it is music; but most of all, it is information and news. And that is no accident. Radio stations preceding 1950 wanted one kind of programming. Since those days, the nation has undergone many socio-economic changes. It is no surprise, then, that today's stations seek something very different.

They want news and information because of their added value in a world of Cold War and Hot Prospects. They want these services from us because (1) network radio continues to perform them best and (2) stations cannot begin to provide such coverage and background for themselves.

Clearly, that puts us—first and foremost—in the business of supplying national and international news; special events coverage; analysis; and sports.

Naturally enough, this change in the complexion of radio networking has been accompanied by progress in other areas of American life. The growing body of intelligentsia has increasingly sought more outlets for constructive opinion and debate and basic knowledge; public affairs in television has finally engendered what amounts to mass audience acceptance; publishers' figures relate the solid and still-growing sales rate of non-fiction; good music—represented, incidentally, on CBS Radio by the New York Philharmonic and the Cleveland Orchestra—has experienced a renaissance; and good newspapers seem to carry more informational "meat" than ever before.

Network radio is an integral part of American life and the American household. It is inevitable that a change in the focus of our living should be reflected in the nation's radio programming. That is proper because we broadcast to satisfy while we inform and entertain the public.

To an advertiser, the biggest minute is the one that clocks the biggest audience. In the average commercial minute, advertisers on the CBS Radio Network in 1960 reached 28 per cent more homes than on the next network, 9 per cent more homes than on the other two networks combined. 1961 promises an even bigger lead for CBS Radio, with its new program schedule—



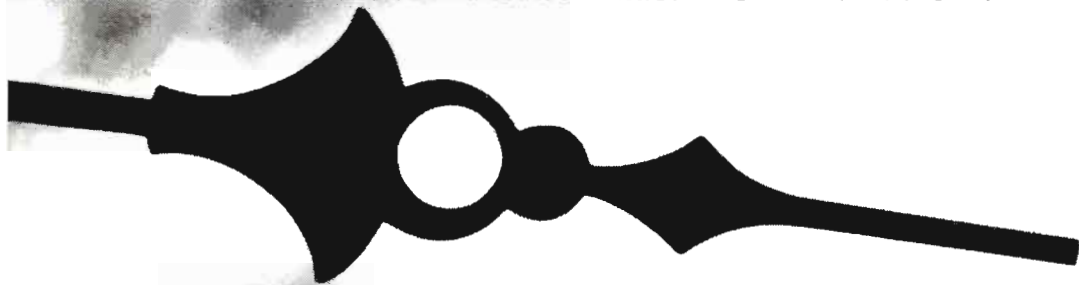
...the biggest minute

expanded news and information, more special features, important personalities and entertainment. Whether you buy a saturation campaign or co-sponsor one five-minute show... minute for minute your advertising dollars buy the biggest audiences in all network radio on the CBS Radio Network.

Source: Nielsen Radio Index, Sponsorship, Home Audiences Section, 12 four-week reports, Dec. 7, 1960—Dec. 4, 1960



in all network radio is the commercial minute on the CBS Radio Network





Network



Columbia Broadcasting System, Inc. — CBS Radio Division

Executives and Staff

485 Madison Avenue, New York 22, N. Y.

Telephone: PLaza 1-2345

Registered Telegraphic Address—COLUMBIA NEW YORK

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 James Fasset Supervisor of Music
 Norman Ober Director, Program Writing

Sports

James M. Dolan Director

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 Ben S. Lochridge Network Sales Manager
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Craig Rogers Sales Manager

Los Angeles Office, 6120 Sunset Blvd.

Craig Rogers Manager

Chicago Office, 410 Michigan Ave.

Roger K. Huston Manager

Detroit Office, Fisher Bldg.

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 Blair Clark V.P. & General Manager
 John Kiermaier Dir., Public Affairs
 Dr. George Crothers Dir. of Public Service Broadcasts
 Robert Skedgell Asst. Dir. of News, Radio
 Howard K. Smith Gen. Mgr., Wash. Bureau
 Theodore Koop Director of News and Public Affairs, Washington
 Lewis Shollenberger Director of Special Events, Washington

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 Kenneth F. Davis Mgr., Traffic Opera.

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 John Tittman Production Manager
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 Hans Fuhrmann Manager, Music Library

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Press Information

Sid Garfield Director
 Melvin Spiegel Assistant Director
 Lloyd Brownfield Director of Press Information, Hollywood
 Phil Cohan Trade News Editor
 Anne Harding Manager, Service Division

CBS-OWNED STATIONS

WCBS and WCBS-FM

485 Madison Ave., New York 22

Sam Slate V.P. & General Manager
 Ralph Goshen Sales Manager
 Alfred N. Greenberg Mgr. Program Services
 Allen Ludden Dir. of Program Services
 Dave Driscoll Director of News and Special Events
 Richard Stahlberger Sales Promotion Manager
 Lou Frankel Director of Publicity

KCBS and KCBS-FM

Sheraton-Palace Hotel,

San Francisco 5

Maurie Webster V.P. & General Manager
 Seymour Whitelaw Sales Manager
 Mrs. E. Deggendorfer Promotion Manager
 Pede Worth Program Director
 Don Mozley Director of News and Public Affairs

KMOX

1144 Hampton Ave., St. Louis

Robert Hyland V.P. & General Manager
 Foster Brown, Jr. Sales Manager
 Paul Douglass Program Manager
 Alice Koch Promotion Manager
 Rex Davis News Director

KNX and KNX-FM and Columbia Pacific Network

6121 Sunset Blvd., Los Angeles 28

Robert P. Sutton V.P. & General Manager
 Gordon F. Mason Sales Manager
 Phil Hillman Promotion Manager
 John Beck News Director

WBBM and WBBM-FM

630 N. McClurg Court, Chicago 11

E. H. Shomo V.P. & General Manager
 William Connelly, Jr. Sales Manager

(Continued on Next Page)

Arthur Thorsen.....Program Director
 Loren Hollembaek.....Promotion Manager
 C. W. Doebler.....Executive Assistant
 William Garry.....News Director

WCAU and WCAU-FM
City & Monument Aves., Phila. 31

Thomas J. Swafford.....V.P. & General Manager
 John Kline.....Sales Manager
 Fred Birnbaum.....Promotion Manager
 Charles Shaw.....News Director

WEEI and WEEI-FM
182 Tremont St., Boston 11

Thomas Gorman.....V.P. & General Manager
 Robert Sinnott.....Sales Manager
 Ken Ovenden.....Program Director
 Joseph Cullinane.....Promotion Manager
 Arthur King.....Director of News and
 Public Affairs

**HOUSEWIVES' PROTECTIVE
 LEAGUE**

Edward W. Wood Jr.....General Manager

CBS RADIO SPOT SALES

Maurie E. Webster.....V.P. & General Manager
 of Radio Spot Sales
 Ralph F. Glazer.....Eastern Sales Manager
 Michael Campbell.....Asst. to Vice Pres.
 Stanley M. Bloom.....Dir. of Marketing
 Frank Quillinan.....Research Manager
 Henry Poster.....Sales Promotion Manager
 Weil Harold.....Dir. Sales Research
 Peggy Vorhis.....Contract Mgr.
 Jean M. Ball.....Sales Serv. Mgr.
 George Arnold, Jr.....Client Rel. Mgr.

Chicago Office, 630 N. McClurg Ct.

Thomas Peterson.....Sales Manager
 Gilbert Christeon.....Sales Development

Atlanta Office, 800 Peachtree St.

George P. Crumbley, Jr.....Sales Manager

Detroit Office, Fisher Bldg.

Ralph H. Patt, Jr.....Sales Manager
 John S. Logan.....Sales Development

Los Angeles Office, Columbia Square

Roland H. McClure.....Sales Manager
 Ralph Glazer.....Sales Manager

San Francisco Office, Palace Hotel

Joseph K. Marshall.....Sales Mgr.

St. Louis Office, 9th & Sidney Sts.

Eugene R. Myers.....Sales Manager

Research

Harper Carraine.....Director of Research
 Edward Reeve.....Sales and Promotion
 Research Manager
 Howard Miller.....Manager, Coverage and
 Marketing Research
 Herbert Schmitz.....Mgr. Graphics and
 Presentations
 Patricia Kewety.....Superin of Rating Services

Sales Promotion and Advertising

W. Thomas Dawson.....V.P. in Chg. of Advertising
 and Promotion
 Leon Luxenberg.....Director, Network Sales
 Presentations
 Arthur Hecht.....Director of Program,
 Promotion & Merchandising
 David Herzbrun.....Director, Sta. Prom. Svc.
 Naomi Andrews.....Network Copy Chief
 John Tittman.....Production Manager

Affiliate Relations

William A. Schudt, Jr.....Vice President in Charge
 Eric Salline.....Nat'l. Manager
 Edward E. Hall.....Admin. Mgr.

**CBS Inc., Broadcast Service Dept.
 Building Operations—Ticket Div.**

James Swenson.....Manager, Building Operations
 John L. Page.....Manager, Building Services
 Laurette Banks.....Manager, Ticket Bureau

General Purchasing

John E. Forsander.....Director of Purchases
 Edward C. Drewes.....Purchasing Agent

Office Services Department

A. H. Bryant.....Manager
 Maude Stubner.....Supervisor, Program Typing

Personnel Relations

Robert Kalaidjian.....Director
 Dr. Jack Nelson.....Director of Medical Office
 Charles Burt.....Salary and Policy Administrator
 John Anderson.....Manager of Employee Benefits
 and Services
 Richard Stanley.....Employment Manager
 Elaine Dunham.....Women Asst. Employee Mgr.
 C. Donald McCullen.....Personal Records &
 Research Mgr.
 Donald A. Pawzer.....Policy Admin. Mgr.

Photographic

Walter I. Seigal.....Manager

**Special Projects Department
 of CBS News**

William C. Ackerman.....Director
 May Dowell.....Manager
 Dorothy Boyle.....Mgr. Program Records Info

"People To People" Radio Pays Off At Local Level

By SIDNEY J. WOLF
President, Keystone Broadcasting System



THE Keystone network in 1960 showed a 25% increase in billings from our national and regional advertisers, and we think this points most affirmatively to a rising interest in radio and particularly in the Keystone brand of national radio at the grass roots level.

Sales gains are always significant in determining patterns and predictions. But there are also two other major factors which make me think the new year will be a top selling year for KBS and for our advertisers.

We serviced some 80 major advertisers during 1960, and many of them were new to radio and new to our grass roots concept of radio. But I have also seen a marked new interest among many blue-chip advertisers in the C and D counties where Keystone is dominant. Clients are using our stations in these markets to reach listeners in a "people to people" radio effort which pays off at the local point of sale. Almost 90% of our 1,120 Keystone radio stations are located in these C and D counties, penetrating deep into the heart of every community. And 75% of our affiliates are in single-station markets.

Marketing admen—that special class of professionals who work with media as well as with markets and strategy—are more keenly aware this year of the importance of these markets. We think this is why they have bought Keystone facilities in such quantity.

For example, the final quarter of last year showed that six major automotive concerns (and many more different automotive brands of cars and trucks) were using KBS facilities. Another significant KBS buyer group is eight farm market advertisers, producing merchandise and services usable by the farmer

as a worker and by him and his family as general consumers.

These same marketing-media experts are also knowledgeable about how to reach the grass roots consumer with sales effectiveness as well as with quantity coverage. A standout in this kind of imaginative radio buying is a long-time KBS client, the Pet Milk Co. of St. Louis. It and its agency, Gardner Advertising, have developed (and other KBS advertisers do this, too) two transcribed shows of their own tailor-made to two important segments of the total listening audience: the Negro and the farmer.

We think many more radio advertisers will follow this lead of pin-pointing a selective audience, and that they'll back the radio buy with the local-level merchandising aids furnished by Keystone.

General advertisers—such as cigarettes and soaps—are using our Keystone facilities to reach a more general audience comprised of these groups as a mass market. Keystone has as components of its 1,120-station network three divisions: farm, Negro and college.

The farm network of 884 affiliates reaches 77% of all U. S. farms; the Negro network of 463 radio stations, 72% of the total U. S. Negro population; the college network of 355 stations, covering 490 colleges and universities with an enrollment of 752,056 students.

On the basis of a striking 25% sales gain in 1960—a year when many advertisers "held back" because of election uncertainty—I think we can expect this year an even greater sales gain and the investment of many more radio dollars by business and industry at all levels of advertising.

Keystone Broad



casting System



ALABAMA

WRFS Alexander City
WCTA Andalusia
WANA Anniston
WBCA Bay Minette
WEBJ Brewton
WPRN Butler
WRAG Carrollton
WKLF Clanton
WKUL Cullman
WMSL Decatur
WXAL Denopolis
WIRB Enterprise
WULA Eufaula
WBLO Evergreen
WWWF Fayette
WJ01 Florence
WHEP Foley
WZOB Fort Payne
WETO Gadsden
WGEA Geneva
WGYV Greenville
WGSV Guntersville
WJBB Haleyville
WERH Hamilton
WBHP Huntsville
WTHG Jackson
WWVB Jasper
WJAM Marietta
WMOZ Mobile
W MFC Monroeville
WCRL Oneonta
WJHO Opelika
WPID Piedmont
WELR Roanoke
WWWB Russellville
WROS Scottsboro
WHBB Selma
WFEB Sylacauga
WNUZ Talladega
WJDB Thomasville
WTBF Troy
WTBC Tuscaloosa
WABT Tuskegee
WETU Wetumpka

ARIZONA

KCLF Clifton
KCKY Coolidge
KAWT Douglas
KCLS Flagstaff
KZOW Globe
KNOG Nogales
KZOK Prescott
KGLU Safford
KYND Tempe
KMOP Tucson
KYVC Winslow
KOFA Yuma

ARKANSAS

KVRC Arkadelphia
KBTA Batesville
KBBA Benton
KTCN Berryville
KBRI Brinkley
KAMD Camden
KCCN Conway
KCCB Corning
KAGH Crossett
KELD El Dorado
KBIT Fayetteville
KXJK Ferriday
KTCS Fort Smith
KH02 Harrison
KFFA Helena
KXAR Hope
KBHS Hot Springs
KBTM Jonesboro
KBOK Matvern
KPCA Marked Tree
KUSA McGehee
KENA Mena
KBHM Monticello
KTLO Mountain Home
KBHC Nashville
KDXE N. Little Rock

KOSE Osceola
KDRS Paragould
KOTN Pine Bluff
KPOC Pocolontas
KXRI Russellville
KWCB Searcy
KUOA Siloam Springs
KBRS Springdale
KWAK Stuttgart
KRLV Walnut Ridge
KWRF Warren
KWYN Wynne

CALIFORNIA

KENL Arcata
KAHI Auburn
KIBS Bishop
KPLV Crescent City
KRDU Dinuba
KXO El Centro
KDAC Fort Bragg
KPER Gilroy
KHSJ Hemet
KCHV Indio
KRCV King City
KCVR Lodi
KNEZ Lompoc
KVON Napa
KSFE Needles
KPRL Paso Robles
KAFP Petaluma
KPAP Redding
KRCK Ridgecrest
KROG Sonora
KSUE Susanville
YTKR Taft
YTKR Turlock
YKUK Ukiah
KAGRI Yuba City

COLORADO

KGIW Alamosa
KRLN Canon City
KVCFC Cortez
KRAJ Craig
KCLR Denver
KIUP Durango
KZIX Fort Collins
KFTM Fort Morgan
KYOU Greeley
KGUC Gunnison
KLMR Lamar
KLOV Loveland
KSLV Monte Vista
KUBC Montrose
KAVI Rocky Ford
KKEK Sterling
KCR2 Trinidad

DELAWARE

WSUX Seaford

FLORIDA

WAPG Arcadia
WTRL Bradenton
WWJB Brooksville
WTAN Clearwater
WSUG Clewiston
WCNU Crestview
WDCF Dade City
WQXQ Daytona Beach
WDSP De Funiak Springs
W000 Deland
WPAJ Fernandina Beach
WINK Fort Myers

WARN Fort Pierce
WGGG Gainesville
WZRO Jacksonville
WKWF Key West
WKBX Kissimmee
WDSR Lake City
WIPC Lake Wales
WLIZ Lake Worth
WLBE Leesburg
WNER Live Oak
WMAF Madison
WTOT Marianna
WMIE Miami
WSRA Milton
WNOG Naples
WTMC Ocala
WVFP Palatka
WDLF Panama City
WPFA Pensacola
WPRY Perry
WCNH Quincy
WFOY St. Augustine
WILZ St. Petersburg Beach
WTRR Sanford
WKXY Sarasota
WJCM Sebring
WRGR Starke
WSTU Stuart
WAXE Vero Beach
WAUC Wauchula

GEORGIA

WAAG Adel
WJAZ Albany
WQCS Alma
WDEC Americus
WDOL Athens
WBIA Augusta
WNGR Bainbridge
WHAB Baxley
WBBK Blakely
WGCC Bremen
WMOG Brunswick
WDMF Buford
WGRA Cairo
WCLB Camilla
WLCB Carrollton
WBHF Carlestown
WGAA Cedartown
WCLA Claxton
WRWH Cleveland
WJMJ Cordele
WFGS Covington
WBLJ Dalton
WDDW Dawson
WDMG Douglas
WMLT Dublin
WTJH East Point
WSGC Elberton
WBHB Fitzgerald
WFPM Fort Valley
WFGA Gainesville
WKEU Griffin
WCEH Hawkinsville
WGML Hinesville
WBRJ Jesup
WLFA Lafayette
WLAG La Grange
WYTH Madison
WFRD Manchester
WBIE Marietta
WDAX McRae
WMSG Milledgeville
WVGR Millen
WMRE Monroe
WNGA Moultrie
WBBN Percy
WSFB Quitman
WRGA Rome
WSNT Sandersville
WVNS Statesboro
WVSL Sylva
WSFT Thomason
WKTG Thomsville
WTWA Thonon
WVGS Tifton
WLET Teocoa
WJEM Valdosta
WVOP Vidalia
WKLE Washington
WAYX Waycross
WBRO Waynesboro
WBMK West Point
WIMD Windsor

HAWAII

KIMO Hilo
KAIM Honolulu

IDAHO

KYME Boise
KBAR Burley
KCID Caldwell
KVN1 Coeur d'Alene
KORT Grangeville
KIFI Idaho Falls
KRPL Moscow
KLER Orofino
KEOK Payette
KYTE Pocatello
KPST Preston
KRXX Rexburg
KSRA Salmon
KSPT Sandpoint
KBRV Soda Springs
KEEP Twin Falls

ILLINOIS

WRMS Beardstown
WBYS Canton
WEIC Charleston
WTFV Fairville
WEBQ Harrisburg
WJPF Herrin
WLDS Jacksonville
WKEI Kewanee
WMOK Metropolis
WINI Murnhysboro
WTAJ Robinson
WJBD Salem
WFRX West Frankfort

INDIANA

WCBC Anderson
WBNL Boonville
WITE Brazil
WHLT Columbia City
WIL0 Frankfort
WITZ Jasper
WBTO Linton
WORX Madison
WPC0 Mount Vernon
WPGW Portland
WSLM Salem
WJCD Seymour
WTCJ Tell City
WMFT Terre Haute
WAMW Washington

IOWA

KLGA Algona
KASJ Ames
KJAN Atlantic
KWBG Boone
KWCG Centerville
KCHA Charles City
KCHE Cherokee
KSWI Council Bluffs
KSIJ Creston
KDEC Decatur
KLIL Estherville
KMCD Fairfield
KXGI Fort Madison
KGRN Grinnell
KXIC Iowa City
KLEF Le Mars
KMAQ Maquoketa

KANSAS

KCRB Chanute
KNKC Concordia
KMD0 Fort Scott
KIUL Garden City
KBLR Goodland
KAYS Hays
KWBW Hutchinson
KIND Independence
KCL0 Leavenworth
KMAN Manhattan
KNDY Marysville
KNEX McPherson
KJRG Newton
KSEK Pittsburg
KWSK Pratt
KRSL Russell

KENTUCKY

WANY Albany
WBRT Bardstown
WCBL Benton
WLB3 Bowling Green
WTC0 Campbellsville
WNE5 Central City
WAIN Columbia
WCTT Corbin
WCPM Cumberland
WCYN Cynthiana
WHFR Danville
WTEL Elizabethtown
WSTL Eminence
WTKN Franklin
WAXU Georgetown
WKAY Glasgow
WHBN Harrodsburg
WKIC Hazard
WSON Henderson
WKQA Hopkinsville
WIKN Irvine
WLBN Lebanon
WMTL Leitchfield
WBLG Lexington
WFMW Madisonville
WXL Manchester
WNG0 Mayfield
WFTM Maysville
WMIK Middlesboro
WFLW Monticello
WMOR Morehead
WMST Mt. Sterling
WNKY Neon
WQMI Owensboro
WSP Paintsville
WKLX Paris
WPKE Pikeville
WPRT Prestonsburg
WPKY Princeton
WEKY Richmond
WRUS Russellville
WLCR Scottsville
WSFC Somerset

LOUISIANA

KDBS Alexandria
KVOB Bastrop
WYNK Baton Rouge
WKBC Bogalusa
WVBC Covington
KSGI Crowley
WLBH Denham Springs
KDLA De Ridder
KEUN Eunice
KFLT Golden Meadow
WFRP Hammond
KVHL Homer

casting System

KCIL Houma
 KJEF Jennings
 KT0C Jonesboro
 KLPL Lake Providence
 KLJA Leesville
 KD0C Mansfield
 KAPB Marksville
 KASO Minden
 KLIC Monroe
 KMRC Morgan City
 KNOC Natchitoches
 KANE New Iberia
 KREH Oakdale
 KWCL Oak Grove
 KRIH Rayville
 KRUS Ruston
 KCIJ Shreveport
 KBSF Springhill
 KTLD Tallulah
 KVPI Ville Platte
 KEVL White Castle
 KVCL Winnfield
 KMAR Winnsboro

MAINE

WHOU Houlton
 WRUM Rumford
 WGHM Skowhegan

MARYLAND

WABW Annapolis
 WPTX Lexington Park
 WICO Salisbury
 WTRR Westminster

MASSACHUSETTS

WREB Holyoke
 WSR0 Marlboro
 WMRC Milford
 WBEC Pittsfield
 WARE Ware

MICHIGAN

WALM Albion
 W0WE Allegan
 WLEW Bad Axe
 WBRN Big Rapids
 WMRP Flint
 WGHN Grand Haven
 WPLB Greenville
 WMPL Hancock
 WEGH Hastings
 WCSR Hillsdale
 WKCB Iron River
 WJMS Ironwood
 WJPD Ishpeming
 WKLA Ludington
 WITE Manistee
 W0DG Marine City
 W0MJ Marquette
 WAGN Menominee
 WCEN Mt. Pleasant
 WMAB Munising
 WNIL Niles
 WHLS Port Huron
 WHIC St. Helen
 WIOS Tawas City

MINNESOTA

KASM Albany
 KXRA Alexandria

KANO Anoka
 KBUN Bemidji
 KBMO Benson
 KBMW Breckenridge
 WKLK Cloquet
 KR0X Crookston
 WELY Ely
 WEVE Eveleth
 KOZY Grand Rapids
 KD0Z Hudson
 CF0B International Falls
 KLYF Little Falls
 KEYL Long Prairie
 KRFO Dwatonna
 WCMP Pine City
 KLOH Pipestone
 KCUE Red Wing
 KWEB Rochester
 WAVN Stillwater
 K00M Windom
 KAGE Winona

MISSISSIPPI

WAMY Amory
 WBLE Batesville
 WCGM Biloxi-Gulfport
 WBIP Booneville
 WJMB Brookhaven
 WDOB Canton
 WGLC Centerville
 WROX Clarksdale
 WCLD Cleveland
 WJCU Columbia
 WCBI Columbus
 W0MA Corinth
 WMAG Forest
 WJPR Greenville
 WGRM Greenwood
 WNAAG Grenada
 WXXX Hattiesburg
 WMDC Hazlehurst
 WPCPC Houston
 WDLT Indianola
 WJQS Jackson
 WK0Z Kosciusko
 WAML Laurel
 WXTN Lexington
 WLSM Louisville
 WHHT Lucedale
 WMBC Macon
 WSJC Magee
 WAPF Mc Comb
 WMOX Meridian
 WMIS Natchez
 WNAU New Albany
 WSUH Oxford
 WPMP Pascagoula
 WRJW Picayune
 WSS0 Starkville
 WEL0 Tupelo
 WQBC Vicksburg
 WABO Waynesboro
 WROB West Point
 WONA Winona
 WAZF Yazoo City

MISSOURI

KBHM Branson
 KAOL Carrollton
 KD0M Carthage
 KCRV Caruthersville
 KCHR Charleston
 KCHI Chillicothe
 KBIA Columbia
 KD0X Dexter
 KREI Farmington
 KWOS Jefferson City
 KIRX Kirksville
 KWT Lebanon
 KT0B Malden
 KNIM Maryville
 KNCM Moberly
 KRMO Menett
 KLRB Mountain Grove
 KBTN Neosho
 KNEM Nevada
 KRMS Osage Beach
 KWOC Poplar Bluff
 KMIS Portageville

KYRO Potosi
 KTTR Rolla
 KSGM Ste. Genevieve
 KSMO Salem
 KDR0 Sedalia
 KICK Springfield
 KALM Thayer
 KTTN Trenton
 KLPW Union
 KOKD Warrensburg
 KWRE Warrenton
 KWPM West Plains

MONTANA

KBMN Bozeman
 KUDI Great Falls
 KOJM Havre
 KGEZ Kalispell
 KL0B Libby
 KPRK Livingston
 KATL Miles City
 KLLL Missoula
 KVCK Wolf Point

NEBRASKA

KCOW Alliance
 KCSR Chadron
 KJSC Columbus
 KTN0 Falls City
 KHUB Fremont
 KHAS Hastings
 KLVH Holdrege
 KGFW Kearney
 KBRL Mc Cook
 KPRY Nebraska City
 KODY North Platte
 KOGA Ogallala
 KBRX O'Neill
 KSID Sidney
 KRFS Superior
 KAWL York

NEVADA

KBET Reno

NEW HAMPSHIRE

WKXL Concord
 WLNH Laconia
 WSNH Nashua
 WCNL Newport

NEW JERSEY

WNNJ Newton

NEW MEXICO

KALG Alamogordo
 KARA Albuquerque
 KSWP Artesia
 KAVE Carlsbad
 KLMX Clayton
 KCLV Clovis

KOTS Deming
 KWEW Hobbs
 K0BE Las Cruces
 KRSN Los Alamos
 KENM Portales
 KRTR Raton
 KBIM Roswell
 KSIL Silver City
 KSRC Socorro
 KCHS Truth or
 Consequences
 KTNM Tucumcari

NEW YORK

WMBO Auburn
 WFLR Dundee
 WDOE Dunkirk
 WOSC Fulton
 WBAZ Kingston
 WLFH Little Falls
 WICY Malone
 WIRY Plattsburgh
 WREM Remsen
 WGG0 Salamanca
 WNBZ Saranac Lake
 WRSA Saratoga Springs
 WDLA Walton

N. CAROLINA

WABZ Albemarle
 WGWR Asheville
 WCGC Belmont
 WBM1 Black Mountain
 WATA Boone
 WBBB Burlington
 WEGO Concord
 WCBC Dunn
 WCDJ Edenton
 WCNC Elizabeth City
 WBLA Elizabethtown
 WFAT Fayetteville
 WBOB Forest City
 WFSC Franklin
 WFGV Fuquay Springs
 WJRI Lenoir
 WLTG Gastonia
 WFMC Goldsboro
 W00W Greenville
 K0D Hamlet
 WNC Henderson
 WHKP Hendersonville
 WHPE High Point
 WLAS Jacksonville
 WELS Kinston
 WEWO Laurinburg
 WLDE Leaksville
 WBYU Lexington
 WYRN Louisville
 WTSB Lumberton
 WMMH Marshall
 WMAP Monroe
 WHHP Mooresville
 W000 Morgantown City
 W000 Newbern
 WPAQ Mount Airy
 WKRK Murphy
 WRNB New Bern
 WNNC Newton
 WKBC N. Wilkesboro
 W000 Norfolk
 WFRS Reidsville
 WCEC Rocky Mount
 W00G Sanford
 W0HS Shelby
 W00PM Smithfield
 W00B Southern Pines
 W00E Spruce Pine
 W00C Statesville
 WMSJ Sylva
 WTYN Tryon
 WADE Wadesboro
 W00E Wallace
 W00C Waynesville
 W00E Weldon
 W00K W. Jefferson
 W00C Whiteville
 W00L Wilson

NORTH DAKOTA

KQDI Bismarck
 KNDC Hettinger
 KEYJ Jamestown
 KQDX Minot
 KEYD Oakes
 KOVC Valley City

OHIO

WNCO Ashland
 WLE Cambridge
 WBEX Chillicothe
 WJEH Gallipolis
 WSRW Hillsboro
 WIRO Ironton
 WLMJ Jackson
 WWIZ Lorain
 WTIG Massillon
 WMPO Middleport
 WPTW Piqua
 W00I Portsmouth
 WBLY Springfield
 WCHO Wellington Court
 House
 WK0V Wellston
 WWST Wooster

OKLAHOMA

KADA Ada
 KQHW Altus
 KVSO Ardmore
 KLTR Blackwell
 KWOC Chickasha
 KWPB Claremore
 KW0E Clinton
 KUSH Cushing
 KRHD Duncan
 KSE0 Durant
 KB0K Elk City
 KCRC Enid
 KTAT Frederick
 KWRW Guthrie
 KGYN Guymon
 KTJS Hobart
 KHNN Hugo
 KTM0 McAlester
 KGLC Miami
 K00K Norman
 KBYE Oklahoma City
 KOKL Okmulgee
 KVLH Pauls Valley
 KLC0 Poteau
 K0LS Pryor
 KTLQ Tahlequah
 KWSH Tri-City
 KVIN Vinita

OREGON

KWIN Ashland
 KVAS Astoria
 KBBR Baker
 KBND Bend
 K00K Brookings
 KRNS Burns
 KWRO Coquille
 KLOO Corvallis
 KWVR Enterprise
 KGR0 Gresham
 K00K Hillsboro
 KAGO Klamath Falls
 KLB0 La Grande
 KQIK Lakeview
 KGAL Lebanon
 KMCN McMinnville
 KNPT Newport
 KSRV Ontario
 KUMA Pendleton
 KOHI St. Helens
 KODL The Dalles

PENNSYLVANIA

WAVL Apollo
 WNCG Barnesboro
 WBFD Bedford
 WBRX Berwick
 WC DL Carbondale
 WESA Charleroi
 WWCN Clarion
 WCVI Connessville
 WOTR Corry
 WEZN Elizabethtown
 WFAH Farrell
 WHUN Huntingdon
 WDAD Indiana
 WADP Kane
 WACB Kittanning
 WSHH Latrobe
 WITT Lewisburg
 WKRZ Oil City
 WPTS Pittston
 WPAZ Pottstown
 WPIE Pottsville
 WKMC Roaring Spring
 WATS Sayre
 WMAJ State College
 WAYZ Waynesboro
 WLYC Williamsport

RHODE ISLAND

WWRI West Warwick

S. CAROLINA

WABV Abbeville
 WAKN Aiken
 WAIM Anderson
 WBD Bamberg
 WBAW Barnwell
 WBLR Batesburg
 WBEU Beaufort
 WAGS Bishopville
 WACA Camden
 WCAV Cayce
 WOKE Charleston
 WC RE Cheraw
 WGD Chester
 WPCC Clinton
 WDSB Dillon
 WELP Easley
 WELS Florence
 WFIS Fountain Inn
 WFGN Gaffney
 WGTN Georgetown
 WGSW Greenwood
 WEAB Greer
 WBHC Hampton
 WHSC Hartsville
 WDKD Kingstree
 WLCM Lancaster
 WYMB Manning
 WJAY Mullins
 WMYB Myrtle Beach
 WDKK Newberry
 WTDN Orangeburg
 WRHI Rock Hill
 WSNW Seneca
 WTHE Spartanburg
 WFIG Sumter
 WBCU Union
 WALD Walterboro

SOUTH DAKOTA

KABR Aberdeen
 KBFS Belle Fourche
 KBRK Brookings
 KOBH Hot Springs

KIJV Huron
 KIAM Madison
 KOLY Mobridge
 KCFX Pierre
 KEZU Rapid City
 KISD Sioux Falls
 KWAT Watertown

TENNESSEE

WEAG Alcoa
 WLAR Athens
 WFHG Bristol
 WRKM Carthage
 WMCH Church Hill
 WJZM Clarksville
 WCLW Cleveland
 WKRM Columbia
 WHUB Cookeville
 WLSB Copperhill
 WKBI Covington
 WAEW Crossville
 WNTN Dayton
 WKMB Dickson
 WDSG Dyersburg
 WEKR Fayetteville
 WAGG Franklin
 WHIN Gallatin
 WGRV Greenville
 WHBT Harriman
 WRJ Humboldt
 WDXI Jackson
 WCLC Jamestown
 WKXV Knoxville
 WLAJ La Follette
 WDXE Lawrenceburg
 WLTL Lenoir City
 KRBA Lufkin
 WDXL Lexington
 WMSR Manchester
 WMMT McMinnville
 KWAM Memphis
 WHEY Millington
 WC RK Morristown
 WGNB Murfreesboro
 WNO Nashville
 WLIK Newport
 WATO Oak Ridge
 WBNR Oneida
 WTPR Paris
 WTRB Ripley
 WORM Savannah
 WLIJ Shelbyville
 WEPG S. Pittsburg
 WDBL Springfield
 WENK Union City
 WCDT Winchester

TEXAS

KVLF Alpine
 KBUY Amarillo
 KACT Andrews
 KBUD Athens
 KALT Atlanta
 KRUN Ballinger
 KIOX Bay City
 KWBA Baytown
 KBIC Beaumont
 KBLT Big Lake
 KBYG Big Spring
 KFYN Bonham
 KBBB Borger
 KNEL Brady
 KSTB Breckenridge
 KWHI Brenham
 KBWD Brownwood
 WTAW Bryan
 KBEN Carrizo Springs

KGAS Carthage
 KCTX Childress
 KCAH Clarksville
 KVLB Cleveland
 KSTA Coleman
 KVMC Colorado City
 KMCO Conroe
 KAND Corsicana
 KIVY Crockett
 KXIT Dalhart
 KDLK Del Rio
 KDNT Denton
 KDDD Dumas
 KEPS Eagle Pass
 KERC Eastland
 KP50 Fairfuries
 KF LD Floydada
 KFTL Ft. Stockton
 KNAF Fredericksburg
 KBRZ Freeport
 KGAF Gainesville
 KCTI Gonzales
 KSWA Graham
 KGVL Greenville
 KCLW Hamilton
 KWRD Henderson
 KPAN Hereford
 KHBR Hillsboro
 KSAM Huntsville
 KEBE Jacksonville
 KTXJ Jasper
 KMBL Junction
 KAML Kenedy
 KERB Kermit
 KERV Kerrville
 KOCA Kilgore
 KLEN Killen
 KVLG LaGrange
 KPEL Lamesa
 KVOZ Laredo
 KLVY Levelland
 KUCO Littlefield
 KLSB Livingston
 KLUW Longview
 KLLL Lubbock
 KRBA Lufkin
 KMHT Marshall
 KCMR McCombs
 KBUS Mexia
 JIBC Midland
 KORC Mineral Wells
 KIRT Mission
 KVKM Monahan
 KIMP Mt. Pleasant
 KZOL Muleshoe
 KEEE Nacogdoches
 KGNB New Braunfels
 KRIG Odessa
 KOGT Orange
 KNET Palestine
 KHHH Pampa
 KFTV Paris
 KIUN Pecos
 KVOP Plainview
 KBOP Pleasanton
 KOLE Port Arthur
 KUKO Post
 KOLJ Quanah
 KSOX Raymondville
 KTXL San Angelo
 KBAL San Saba
 KSML Seymour
 KSEY Seymour
 KBYP Shamrock
 KDSX Sherman
 KSNY Snyder
 KDWT Stamford
 KSTV Stephenville
 KSST Sulphur Springs
 KXOX Sweetwater
 KTAE Taylor
 KTER Terrell
 KTF5 Texarkana
 KTLW Texas City
 KTUE Tulia
 KTTB Tyler
 KVOU Uvalde
 KWVC Vernon
 KVIC Victoria
 KBEC Waxahachie
 KZEE Weatherford

UTAH

KVNU Logan
 KOAL Price
 KEYE Provo
 KDXU St. George
 KSOP Salt Lake City
 KDYL Tooele City
 KVEL Vernal

KAPA Raymond
 KENE Toppenish
 KKEY Vancouver
 KTEL Walla Walla
 KUEN Wenatchee

WEST VIRGINIA

WTIP Charleston
 WBOY Clarkburg
 WDNE Elkins
 WTCS Fairmont
 WKYR Keyser
 WPEM Martinsburg
 WHJC Matawan
 WCLG Morgantown
 WETZ New Martinsville
 WPAR Parkersburg
 WLOH Princeton
 WVAR Richwood
 WRON Ronceverte
 WELC Welch
 WHAW Weston

VERMONT

WSNU Barre
 WIKE Newport
 WWSR St. Albans
 WTVN St. Johnsbury

VIRGINIA

WKLV Blackstone
 WELK Charlottesville
 WMEK Chase City
 WBCR Christiansburg
 WKEY Covington
 WCAV Culpeper
 WEVA Emporia
 WFAX Falls Church
 WYSR Franklin
 WFLS Fredericksburg
 WFTR Front Royal
 WBOB Galax
 WGAT Gate City
 WDDY Gloucester
 WMNA Gretna
 WHAP Hopewell
 WLES Lawrenceville
 WREL Lexington
 WBRG Lynchburg
 WMEV Marion
 WMYA Martinsville
 WSGJ Mount Jackson
 WNVA Norton
 WJMA Orange
 WJVA Petersburg
 WPUV Pulaski
 WRIC Richlands
 WRIS Roanoke
 WYTI Rocky Mount
 WHLF South Boston
 WLPM Suffolk
 WESR Tasley
 WEER Warrenton
 WNNT Warsaw
 WBYB Waynesboro
 WINC Winchester
 WYVE Wyalusing

WISCONSIN

WAPL Appleton
 WATW Ashland
 WECL Eau Claire
 WDUZ Green Bay
 WTKM Hartford
 WWSM Hayward
 WLDY Ladysmith
 WLDY Ladysmith
 WDLB Marshfield
 WIGM Medford
 WMNE Menomonie
 WXMT Merrill
 WFPF Park Falls
 WSWW Plattville
 WPLY Plymouth
 WIBU Poynette
 WRDB Reedsburg
 WJMC Rice Lake
 WRCO Richland Center
 WTCH Shawano
 WCOW Sparta
 WDOR Sturgeon Bay
 WTRW Two Rivers
 WISV Viroqua
 WTTN Watertown
 WDXU Waupaca
 WHVF Wausau
 WBKV West Bend

VIRGIN ISLANDS

WIVI Christiansted

WYOMING

KBBS Buffalo
 KATI Casper
 KWVO Cheyenne
 KWIV Douglas
 KLKJ Evanston
 KIML Gillette
 KOVE Lander
 KOWB Laramie
 KASL Newcastle
 KPOW Powell
 KRAL Rawlins
 KVR5 Rock Springs
 KWYO Sheridan
 KRTR Thermopolis
 KYCN Wheatland
 KWOR Worland

WASHINGTON

KAGT Anacortes
 KARI Blaine
 KELA Conalia
 KCLX Colfax
 KCVL Colville
 KULE Ephrata
 KNBX Kirkland
 KEDD Longview
 KGY Olympia
 KRSC Othello
 KPKW Pasco
 KONP Port Angeles
 KARY Prosser
 KAYE Puyallup

Keystone Broadcasting System, Inc.

111 W. Washington St., Chicago 2, Ill.

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Broadcasting Managements' Future Must Be Planned Today!

By ROBERT F. HURLEIGH
President, Mutual Broadcasting System

BBROADCASTING came into its own last year. Its foundations were firmly established, its roots deeply implanted.

In one fell swoop — and by virtue of its emphasis on public interest, public affairs and news programming — it proved that both its media have infinite impact on the American public, so positive an impact as to create an unprecedented close Presidential election with the highest outpouring of voters in all American history.

Broadcasting no longer need take a back seat to anyone — particularly its outspoken critics. But it must cement its prestige position by providing means whereby the same creative forces which provided the pedestal can be sustained down through the years.

There is one particular area in the entire broadcasting field that needs pattern-changing. This is the development and sponsorship of younger talents to eventually replace those in managerial drivers' seats. This must be done immediately — to keep that steady infusion of new plasma, new creativity and newer viewpoints so necessary to the pyramidal projection of its various fortes.

The technical operations in both broadcasting media are well adjusted to the constant need and flow of engineering personnel. Technical schools on both university and vocational levels have mushroomed throughout the country with a steady outpouring of trained personnel as a direct result.

But for the management side — particularly creative management — there are no such schools and there is no steady crop of young executives who readily can step into

the pioneers' shoes to keep the treadmill turning properly. Accountants are not broadcasters — and neither are attorneys. Yet, in too many instances we are finding trainees for pedestrian, formula-ridden corporate posts becoming key management personnel in a field predicated on imagination, creativity and extreme mobility and fluidity in action.

Nor is there any pat formula or curriculum that now can be prescribed as an educational guidepost for future management personnel. Perhaps the simplest technique to follow would be: (1) a good general college background with basic understandings of cultural developments, history, sociology and the arts; (2) a broad understanding of the principles serving as the foundation stones for formulation of the Federal Communications Act and the decrees and mandates issued by the F.C.C. under that statute; (3) a general understanding of good business practices; (4) a basic desire to be in a service profession and be outstanding and lead in that profession; (5) a pleasing personality and (6) a flair for imaginative, creative thinking.

These are merely suggested prerequisites. As broadcasting increases its impact on community life, becomes more integrated into internal functions of communities and more widely used as basic communications arms specialized skills will have to be developed forcefully to cope with broadened horizons. Broadcasters could do well to adopt the practice of major industry, which now invests in its future leaders at the high school level. Such thinking would provide milestones most important to the future of the broadcasting industry, too.

Mutual Broadcasting System, Inc.

1440 Broadway, New York 18, N. Y.
Telephone: BRyant 9-7600

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| Leslie Learned..... | Dir., Engineering |
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| Hal Wagner..... | Director |
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| Carolyn Hunter..... | Dir., Research |
| Donald H. Lowstuter..... | Asst. Dir., Research |
| Irv Lichtenstein..... | Dir., Adv. & Sales Prom. |

News

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|---------------------------|--------------------------|
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| Norman Baer..... | News Director |
| Charles Warren..... | Bureau Ch., Wash., D. C. |
| Jack Allen..... | Bureau Chief, N. Y. |
| Louise Barry..... | Production Spvsr. |

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| Charles King..... | Director |
| Harold Wagner..... | Dir., Coop. Programs |

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| | |
|------------------|----------|
| Norman Baer..... | Director |
|------------------|----------|

Washington Operations

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|---------------------------|--------------------------|
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| Charles Warren..... | Bureau Chief (News) |
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| Charles Ray..... | Dir., Engineering |

New York Operations

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| James O'Connor..... | Dir., Engineering |
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Sports

| | |
|------------------|----------|
| Van Patrick..... | Director |
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Mutual Affiliates Advisory Comm.

| | |
|-------------------------|----------------------------------|
| Victor C. Diehm..... | WAZL, Hazleton, Pa., Ch. |
| Carter C. Peterson..... | WBYG, Savannah, Ga., V. Ch. |
| Willard Deason..... | KVET, Austin, Tex., Ch. Emeritus |

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| | |
|-------------------------------|----------------------|
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| Dist. 2—Carter Peterson..... | WBYG, Savannah, Ga. |
| Dist. 3—Robert Miller..... | WAIT, Chicago, Ill. |
| Dist. 4—George Mayoral..... | WJMR, New Orleans |
| Dist. 5—Ralph J. McElroy..... | KWWL, Waterloo, Ia. |
| Dist. 6—Durward Tucker..... | WRR, Dallas, Tex. |
| Dist. 7—Frank Carman..... | KLUB, Salt Lake City |
| Dist. 8—S. R. Gordon..... | KQBY, San Francisco |

Non-Metropolitan Mkt. Reps

| | |
|------------------------------|-------------------------|
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| Dist. 2—E. Z. Jones..... | WBBB, Burlington, N. C. |
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| Dist. 4—Sam Anderson..... | KFFA, Helena, Ark. |
| Dist. 5—Ed Breen..... | KVFD, Ft. Dodge, Ia. |
| Dist. 6—Richman Lewin..... | KTRE, Lufkin, Tex. |
| Dist. 7—W. Phelps..... | KALC, Alamagordo, N. M. |
| Dist. 8—Keith Munger..... | KCOK, Tulare, Cal. |

Mutual stations go network and

*Mutual gives you
the advantage of network
facilities and still
lets you do your own
local programming!*

*That's the successful
secret of a Mutual
affiliation. You get
network facilities—
on-the-spot news reported
by authoritative
newscasters, plus a wide
range of music, sports and
special events. At the same
time you are free to do
your own local programming
—local personalities,
local features and
immediate area coverage.*

*With a combination
like this, small wonder
that so many stations are
happy with the
Mutual Radio Network.*

stay local

*Mutual Stations are
making money—can
you think of a better
reason for considering
a Mutual Radio
Network affiliation?*

**MUTUAL
RADIO
NETWORK**

*A Service to
Independent Stations*

STOP! Mutual Radio is the only network that gives this guarantee: 80% clearance across the board in all prime time slots! **LOOK!** All of Mutual's 400 affiliates are sold on Mutual's "Go Network—Stay Local" programming concept. Result? Clearances are not a problem.

**MUTUAL
CLEARS
THE AIR**

LISTEN! You hear what you buy on Mutual Radio. Your client's clearance pattern becomes established with the airing of his first announcement. Mutual Radio gives you your advertising schedule . . . not rebates. **GO!** Want a guaranteed 80% clearance in prime time? Buy Mutual!

**MUTUAL
RADIO**

A SERVICE TO INDEPENDENT STATIONS • Subsidiary of Minnesota Mining & Manufacturing Company 

ALABAMA

WIZB Birmingham
 WBVE Calera
 WMSL Decatur
 WXAL Demopolis
 WIDG Dothan
 WFLA Eufaula
 WJOT Florence
 WJIB Haleyville
 WBHF Huntsville
 WJHO Opelika
 WFEB Selma
 WTHF Troy
 WTBC Tuscaloosa

ARIZONA

KCLF Coolidge
 KWJB Globe
 KNOG Nogales
 KOY Phoenix
 KGLE Safford
 KPTC Tucson
 KXNC Winslow

ARKANSAS

KAMH Camden
 KTCS Fort Smith (D)
 KFEA Helena
 KBTM Jonesboro
 KXMA Magnolia (D)
 KQOA Sibbald Springs (D)

CALIFORNIA

KMAP Bakerfield
 KWTC Barstow
 KPAY Chico
 KTCO El Centro-Calexico
 KEM Eureka
 KXNO Fresno
 KAVL Lancaster
 KPOL Los Angeles
 KMYC Marysville
 KYOS Merced
 KPFL Paso Robles
 KPHG Redding
 KSHW Salinas-Monterey
 KITO San Bernardino
 KSON San Diego
 KQBY San Francisco
 KVEF San Luis Obispo
 KROK Tulare-Visalia
 KVEN Ventura
 KMSL Ukiah

COLORADO

KIMN Denver
 KZLN Ft. Collins
 KULN Glenwood Springs (D)

CONNECTICUT

WAIS Ansonia
 WJNF Hartford-Manchester
 WLJS New London
 WTOR Torrington
 WWO Waterbury
 WAIS Ansonia-New Haven (D)
 WLI Willimantic

DELAWARE

WDOV Dover (D)

DISTRICT OF COLUMBIA

WOL Washington

FLORIDA

WSWX Belle Glade
 WBDI Bradenton
 WDFP Dade City
 WROD Daytona Beach
 WZOK Jacksonville
 WBSR Lake City
 WLEB Leesburg
 WMMB Melbourne
 WKAT Miami
 WELY Milton-Pensacola (D)
 WSHR New Smyrna Beach
 WTMV Ocala
 WAHR Orlando
 WCNH Quincy
 WLKY St. Petersburg-Tampa
 WSTP Stuart
 WTAL Tallahassee
 WSSM Valparaiso
 WFTB Vero Beach
 WFTW West Palm Beach
 WSHR Winter Haven

GEORGIA

WGLN Atlanta (D)
 WBBQ Augusta
 WMOG Brunswick
 WHPH Cartersville
 WGBA Columbus (D)
 WJMJ Cordele
 WMLT Dalton (D)
 WBHB Fitzgerald

WYGA Gainesville

WKRT Griffin
 WLAJ La Grange
 WMYG Milledgeville
 WCOH Newnan
 WRGA Rome
 WRNY Savannah
 WPTW Thompston
 WGOV Valdosta
 WAXN Waycross

ILLINOIS

WAIT Chicago
 WTVY Danville
 WGH, Galesburg
 WJPF Herrin

INDIANA

WBNI Boonville
 WXLW Indianapolis
 WASK Lafayette
 WSAL Logansport
 WJVA South Bend (D)
 WROW Terre Haute
 WAQV Vintonnes

IOWA

KROS Clinton
 KSTP Davenport
 KWKY Des Moines
 WDRQ Dubuque
 KVEJ Fort Dodge
 KOEN Keokuk
 KRWL Waterloo

KANSAS

KSAL Salina
 KTOP Topeka
 KAKE Wichita

KENTUCKY

WLIB Bowling Green
 WPKY Frankfort
 WLAP Lexington
 WPMF Louisville (D)
 WPMW Madisonville (D)
 WPTM Maysville
 WKYB Paducah
 WSPF Paducah
 WPKK Pikeville
 WSPC Somerset

LOUISIANA

WKIK Bogalusa
 KSGI Crowley
 KETX Eunice
 KLOJ Monroe
 KMRO Morgan City (D)
 WJMR New Orleans (D)
 KJOH Strevport
 KLOU Lake Charles

MAINE

WARI Bangor
 WPOR Portland
 WAGM Presque Isle

MARYLAND

WTHI Baltimore
 WKYR Cumberland Keyer,
 W Va. (D)
 WLEJ Hagerstown
 WBOC Salisbury

MASSACHUSETTS

WORI Boston (D)
 WALE Fall River
 WPTM Springfield (D)
 WESX Salem
 WCMW Lawrence (D)
 WBSR Great Barrington
 Pittsfield

MICHIGAN

WHRV Ann Arbor
 WSMN Benton Harbor,
 St. Joseph
 WKMH Detroit
 WDRB Escanaba
 WAMM Flint
 WAMV Grand Rapids (D)
 WHTP Holland
 WKLZ Kalamazoo (D)
 WMSN Muskegon (D)

MINNESOTA

KACS Austin
 KBMV Brocktonridge
 WQMN Duluth-Superior (D)
 WELY Ely
 WEVB Eveleth
 KOZY Grand Rapids
 WPRC Minneapolis
 KWAD Wadena

MISSISSIPPI

WAMY Amory (D)



WLOX Biloxi-Cullman
 WJMB Brookhaven
 WROX Clarkdale
 WBTI Columbus
 WJPR Greenville
 WJGS Jackson
 WLEO Tupelo
 WYGT Vicksburg
 WROB West Point
 WONA Winona (D)

MISSOURI

KHMO Hannibal
 KWOS Jefferson City
 WMBI Joplin
 KHKC Kansas City (D)
 KRGO Mexico
 KRKS St. Joseph
 WBSR St. Louis (D)

MONTANA

KGCX Sidney
 KVCX Wolf Point

NEBRASKA

KGFW Kearney
 KLMN Lincoln
 KRLH, Nelook (D)

NEVADA

KORK Las Vegas
 KRET Reno

NEW JERSEY

WLDJ Atlantic City
 WSNJ Bridgeton
 WPTM Trenton
 WEMC Wildwood

NEW MEXICO

KALG Alamogordo
 KHAM Albuquerque
 KSVT Artesia
 KMTW Hobbs
 KGL, Roswell
 KSH, Silver City

NEW YORK

WOKO Albany

WMRO Auburn
 WBTA Batavia
 WKOP Binghamton
 WEBR Buffalo
 WJLI Buffalo-Niagara
 Falls (D)

WTLI Corning
 WLEA Hornell (D)
 WEBH Horseheads Elmira
 Heights (D)
 WJOC Jamestown
 WIOY Malone
 WOL New York
 WYNY New York-Newark,
 N.J.

WSLB Ogdensburg
 WTRY Plattsburgh
 WJMK Syracuse (D)
 WKAL Utica-Rome

NORTH CAROLINA

WSE Asheville
 WAYS Charlotte
 WBBB Burlington (D)
 WGGI Belmont-Charlotte
 WGAJ Elizabeth City
 WENS Fayetteville
 WFGW Fuquay Springs (D)
 WBG Greensboro
 WLNK Henderson (D)
 WLOE Lenoirville
 WJRI Lenoir
 WSYD Mt. Airy
 WHTP New Bern
 WBTB Roanoke Rapids
 WSTP Salisbury
 WOHK Shelby
 WGN Wilmington
 WATR Winston-Salem
 WGTM Wilson

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KDLR Devils Lake
 KVOX Fargo (Moorhead,
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 KBYJ Jamestown
 KJPM Minot
 KOVC Valley City

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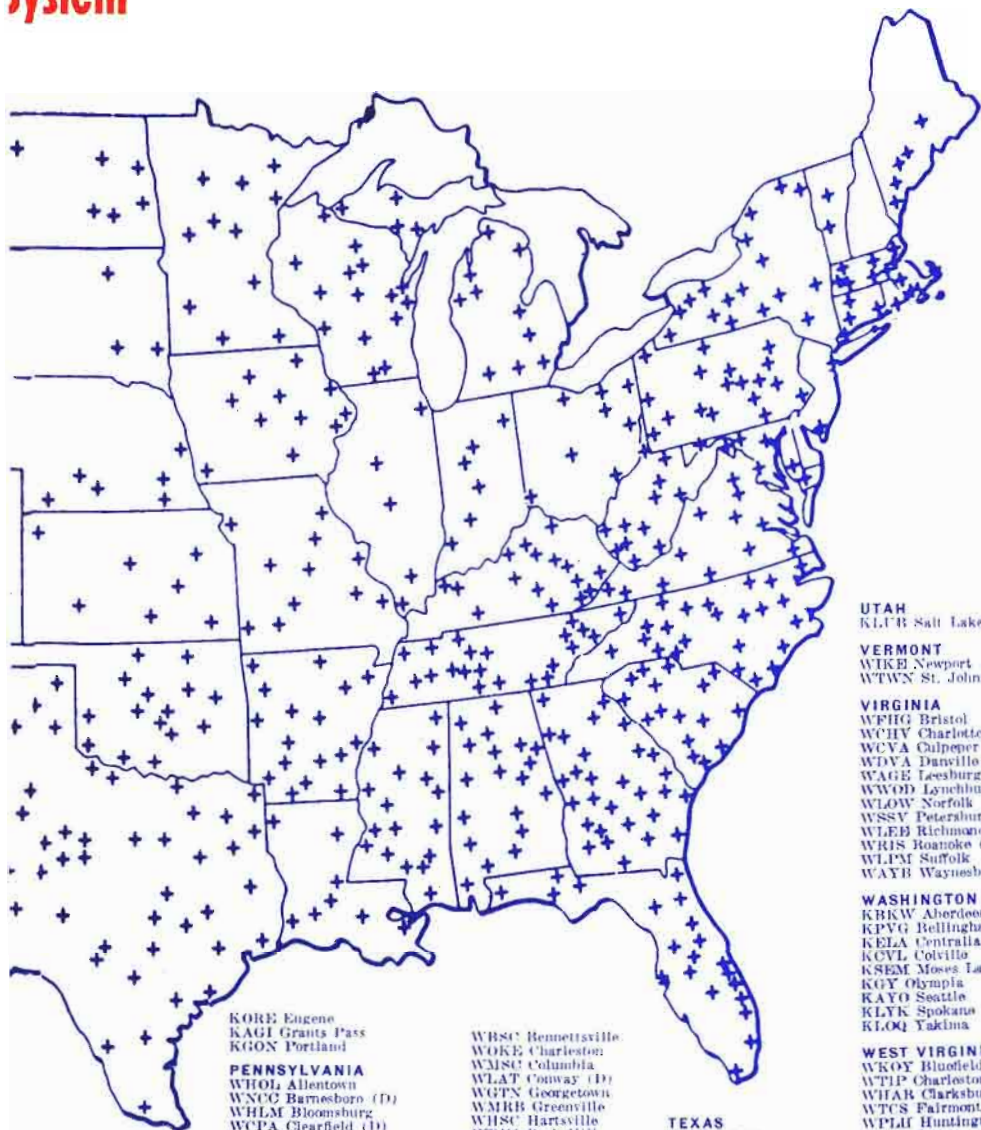
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 WNCO Ashland
 WNCN Canton (D)
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 WDOK Cleveland
 WTVN Columbus
 WJER Dover
 WIOI Ironton
 WLEU Sandusky
 WSTV Steubenville
 WOLB Toledo
 WBRW Youngstown

OKLAHOMA

KWON Bartlesville
 KPOK Oklahoma City
 WBBZ Ponca City
 KGFJ Shawnee
 KTL, Tulsa

OREGON

KWIL Albany
 KAST Astoria



KORE Eugene
KAGI Grants Pass
KGOX Portland

PENNSYLVANIA

WHOL Allentown
WNCG Barnesboro (D)
WHLM Bloomsburg
WCPA Clearfield (D)
WJET Erie
WFERA Franklin (D)
WYMB Harrisburg
WAZL Hazleton
WCHO Johnstown
WLAN Lancaster
WAKU Latrobe (D)
WBZP Lock Haven
WIP Philadelphia
WMAK Pittsburgh-Mc Keesport
WPPA Pottsville
WKBI St. Mary's
WMAJ State College
WTRN Tyrone-Altosna (D)
WJPA Washington
WNBPT Wellsboro
WBAK Wilkes-Barre
WYOW York
WICK Scranton

RHODE ISLAND

WRIB Providence

SOUTH CAROLINA

WANS Anderson

WRSC Bennettsville
WOKC Charleston
WMSL Columbia
WLAT Conway (D)
WGTN Georgetown
WMRB Greenville
WJSC Hartsville
WRHI Rock Hill
WSNW Seneca (D)
WFIG Sumter

SOUTH DAKOTA

KIJV Huron
KORN Mitchell
KWAT Watertown

TENNESSEE

WLAH Athens
WOGA Chattanooga
WJZM Clarksville
WBAC Cleveland
WGBR Fayetteville
WETL Johnson City (D)
WKXY Knoxville (D)
WJLM Lewisburg
WLIV Livingston (D)
WMMT McMinnville
WCRK Morristown
WGNB Murfreesboro
WNAI Nashville (D)
WATO Oak Ridge
KWAM Memphis

TEXAS

KWKG Abilene
KRBT Austin (D)
KIOX Bay City
KILUZ Borger
KBWD Brownwood
KORA Bryan
WRR Dallas-Forth Worth
KSET El Paso
KRBT Houston (D)
KBBB Jacksonville
KLEN Killen (D)
KLLI Lubbock (D)
KTRE Lufkin
KMHT Marshall
KYKM Monahans
KVDN Pampa
KBYB Perryton
KPAJ Port Arthur-Beaumont
KMAC San Antonio
KRRY Sherman-Denison
KSNY Snyder
KVDN Victoria
KWTX Waco
KATR Corpus Christi

UTAH
KLTU Salt Lake City

VERMONT
WIKI Newport
WTVN St. Johnsbury

VIRGINIA
WFHG Bristol
WCIV Charlottesville
WCVA Culpeper
WDVA Danville
WAGE Leesburg
WWOD Lynchburg
WLOW Norfolk
WSSV Petersburg
WLEB Richmond
WROK Roanoke (D) (Dual)
WLFM Suffolk
WAYB Waynesboro

WASHINGTON
KRKW Aberdeen
KPYG Bellingham
WLAN Centralia-Thelatis
KCVL Coivillo
KSEM Moses Lake
KGY Olympia
KAYO Seattle
KLYK Spokane
KLOQ Yakima

WEST VIRGINIA
WKOY Bluefield
WTIP Charleston
WHAR Clarksburg
WTCS Fairmont
WPLI Huntington (D)
WLAG Logan
WMOG Montgomery
WYAP Parkersburg
WYAR Richmond (D)
WBTH Williamson

WISCONSIN
WIBY Appleton
WBLZ Beloit
WRIZ Eau Claire
KPIZ Fond du Lac
WJPG Green Bay
WISM Hayward (D)
WULO Janesville
WISM Madison
WOMT Manitowee
WFOK Milwaukee (D)
WIBU Payette
WRDB Reedsburg
WJMC Rice Lake
WQMN Superior
WPHR Wisconsin Rapids

WYOMING
KWYO Cheyenne



'Sounds Of The '60's' Bears Significance At NBC in 1961

By WILLIAM K. McDANIEL,
Exec. Vice President in Charge, NBC Radio Network

THE year 1960 was one of the most significant in the history of NBC Radio. On January 4th of that year we broke sharply with a traditional broadcasting formula as old as the networks themselves and launched a new programming concept designed to meet the urgencies of our fast-changing times, as well as the stepped-up requirements of our affiliate stations and the advertisers. We called the new format "The Sound of the Sixties."

Our new programming pattern was adapted after years of experimentation and exhaustive discussion with our affiliates. Faced with a decade which promised worldwide changes and news developments at a rate never before experienced, NBC Radio geared its programming accordingly. We dropped the out-moded "soap operas" and variety shows from the NBC schedule and built "The Sound of the Sixties" around such services as "Monitor" and "News on the Hour," adding "Emphasis" and expanding our schedule of sports, special events, information and public service programs.

By the second quarter of 1960 the new format was proving its effectiveness in every way. For the first time in over eight years, the NBC Radio Network was in a profit position and a chain reaction of progress had set in.

Because the new program structure was better designed to meet the needs of the NBC Radio affiliates, station clearances went up from an approximate 80% to an average of better than 95%. This increased advertiser acceptance, permitted rate increases and dramatically improved ratings, all of which in turn raised the payment of compensation to the stations and consolidated the network's profit position. At the year's end, NBC Radio had enjoyed its most successful twelve months since the early fifties—a full year in the black.

As important as 1960 was as "the year of the breakthrough" for the NBC Radio Network, its bearing on 1961 is fully as significant.

NBC Radio entered the New Year in the black with a profit already guaranteed for the first quarter. By the middle of January, "News on the Hour" was sold out for the entire year and the Network had more business on the books for the second quarter than it has had for the last four years.

Based on the solid foundation established during 1960, the NBC Radio Network plans to continue its expansion in the direction of news, special events, public information, public service and sports. (During 1960 NBC Radio broadcast special programs covering world crises in Cuba, the Congo, Algiers, Laos and the U.N.; the Conventions, Presidential Campaigns, the election and the Inauguration; the summer and winter Olympics and many other events of national interest.)

In 1961 we plan to make even wider use of the NBC News Department's unexcelled facilities around the world. Immediate contact with all our affiliate stations will be maintained on a moment-to-moment basis through the use of the Hotline Control Box which NBC originated in 1956.

Another major project during 1961 will be the introduction of new and timely features and production techniques into "Monitor." The "Monitor" service has become so universally recognized by affiliates and advertisers alike that we feel it deserves our continuing special attention.

The NBC Radio Network faces the year 1961 with a programming format which has proved itself, meeting every test throughout the last year. As further evidence that the course we chose in January, 1960 was in tune with the times, others in the industry are beginning to move in the same direction NBC Radio pioneered over a year ago.

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30 Rockefeller Plaza, New York 20, N. Y.

Telephone: Circle 7-8300

Registered Telegraphic Address: NATBROCAST NEW YORK

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(Continued on Next Page)

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Circle 7-8300

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George Dietrich... Station Manager
Broadus Johnson, Jr.... Mgr., National Sales
Joseph Murphy... Mgr., Merchandising
Steve White... Program Mgr.
Fred E. Acker... Mgr., Business Affairs
John R. Falk... Mgr., Publicity

WRC, WRC-FM, Washington

4001 Nebraska Ave., Wash. 16
EMerson 2-4000

Joseph W. Goodfellow... V.P. & Gen. Manager
Harry A. Karr, Jr.... Station Manager
William C. Grayson... Program Mgr.
Charlotte Walch... Mgr., Adv., Prom. & Pub.
William Callaway... Business Mgr.

WJAS-WJAS-FM, Pittsburgh

1459 Crane Ave., Pittsburgh 20
LOcust 3-5238

Stephen Rooney... General Manager

WMAQ, WMAQ-FM, Chicago

Merchandise Mart, Chicago 54
SUperior 7-8300

Lloyd E. Yoder... V.P. & General Mgr.
John Keys... Station Mgr., WMAQ
Stephen J. Krasula... Merchandising Mgr.
Richard Johnson... Program Manager
Chet Campbell... Dir. Adv., Promo & Press
Maurene Hudgin... Traffic
K. Dan Anderson... Mgr., Press Dept.
Alfred L. Lewis... Mgr., Business Affairs &
Operations

WRCV, Philadelphia

1619 Walnut St., Phila.
LOcust 4-3700

Raymond W. Welpott... V.P. & Gen. Mgr.
Thomas Paisley... Station Mgr.
Arthur A. Watson... Business Mgr.
Mary Doyle... Merchandising Mgr.
Robert C. Benson... Program Manager
George Lenfest... Dir. of Operations

KNBC, KNBC-FM, San Francisco

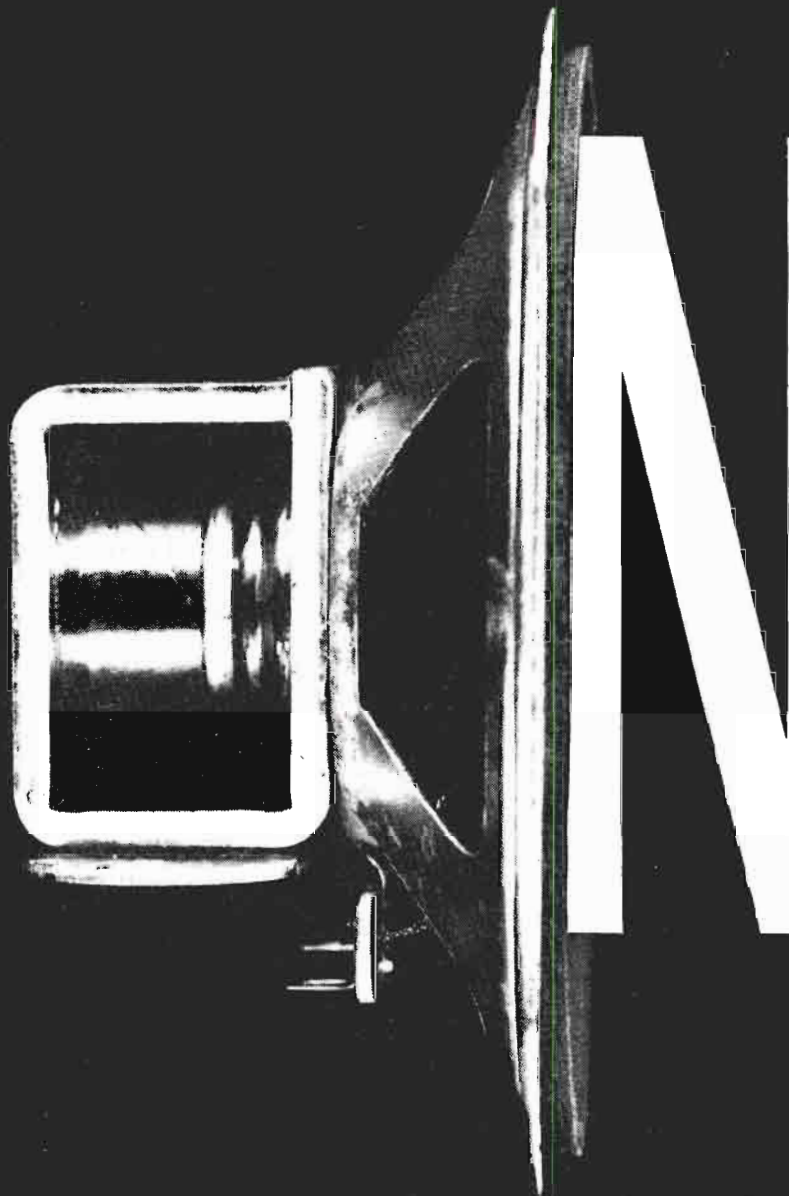
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GRaystone 4-8700

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Richard H. Gravett... Sales Manager
Jack Wagner... Program Manager
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*THE
BIGGEST
THING
IN
RADIO
IS...*



NBC

Week after week, NBC Radio Network continues to deliver the largest audience in radio today. No doubt about it, NBC's new (and widely imitated) brand of programming is what attracts today's listening public. Just look what's happened to NBC audiences since the new schedule went into effect. Monitor Sports—up 11%. Monitor News—up 24%. News On The Hour—up 14%. Emphasis—up 28%. All of which may account for the fact that NBC now carries nearly half of all sponsored network time.*

*All figures based on unduplicated homes delivered in four weeks by typical schedules.—A.C. Nielsen, Jan. vs. Nov. 1960.

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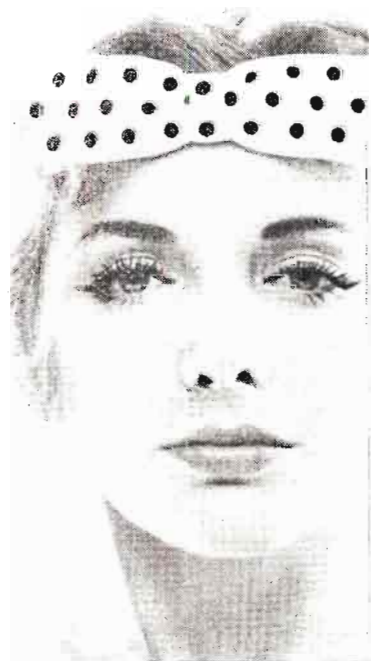
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 Vice-President & Gen. Mgr.....Irvin Gross
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 333 N. Michigan Ave., Chicago 1, Ill.
Phone: CE 6-6357
 Manager.....Neil D. Cline
 1646 Russ Bldg., San Francisco 4, Calif.
Phone: YU 2-1204
 Manager.....Richard E. Green
 1907 Book Building, Detroit 26, Mich.
Phone: WOODward 3-2365
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**“Successful
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Manager.....John H. Boyd

Assistant Manager.....Madeleine E. Miklos

Branch Offices

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Phone: SState 2-8196

Manager.....Paul Elsberry

685 Book Bldg., Detroit, Mich.

Phone: Woodward 1-6036

Manager.....Paul Pequinot

401 William-Oliver Bldg., Atlanta, Ga.

Phone: JAcson 4-0454

Manager.....Harry Cannon

166 Geary St., San Francisco, Cal.

Phone: YUkon 6-1621

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Phone: DUNKirk 7-4388

Manager.....Robert Walker

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Phone: SUTter 1-5568

Manager.....Allen S. Young

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Phone: LOcust 3-8139

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Phone: FRanklin 2-2095

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Asst. to Pres.....Dorothy McLaughlin

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205 W. Wacker Dr., Chicago 1, Ill.

Phone: State 2-5096

Manager.....Hooper Jones

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Manager.....Ted Hall

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Sec.-Treas.....Gil Wellington

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Phone: CA 6-3973

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Sales Manager.....Arthur O'Connor

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Mid-West Manager.....John K. Markey

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Phone: HOLlywood 2-4253

General Manager.....Jim Gates

681 Market St., San Francisco 3, Calif.

Phone: EXbrook 2-1507

General Manager.....Ted Hall

100 Boylston St., Boston 16, Mass.

Manager.....George Bingham

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420 Madison Ave., New York 17, N. Y.

Phone: PLaza 3-8370

N. Y. Office.....Robert Dore

Branch Offices

435 N. Michigan Ave.,

1817 Tribune Tower, Chicago, Ill.

Phone: 467-5997

Clem O'Neill

5746 Sunset Blvd., Hollywood, Calif.

Phone: HOLlywood 2-6989

Jim Gates

681 Market St., San Francisco, Calif.

Phone: EXbrook 7-7457

Dave Sandeberg

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527 Madison Ave., New York 22, N. Y.

Phone: PLaza 9-7760

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Vice Pres.....George C. Dubinetz

Eastern Sls. Mgr.....Joseph P. Cuff

Dir., Creative Sls.....James H. Fuller

Branch Offices

333 N. Michigan Ave., Chicago 1, Ill.

Phone: FInancial 6-7640

Exec. V.P.....Richard C. Arbuckle

1043 Russ Bldg., San Francisco 4, Cal.

Phone: YUkon 2-9760

Vice Pres.....Richard H. Schutte

Station Representatives Association, Inc.

By LEWIS H. AVERY

President

THE Station Representatives Association, Inc. was founded in September 1947, by a substantial group of radio representatives, for the sole purpose of promoting the use of radio advertising among advertisers and agencies, as well as protecting the welfare of the representative firms themselves. Later the association was extended to include television representatives as well.

Over the years, the association has been involved in a number of projects and activities beneficial to its members, their represented stations, and the rest of the radio and television industry. Listed below is a partial list of some of the major projects and activities with which the association has been identified:

Successfully initiated action before the FCC to get the network spot representation organizations out of the representation business.

Prepared and issued a Spot Radio Estimator, which enabled agencies to determine the cost of a spot campaign.

Prepared and distributed a booklet titled "Spot Broadcasting Lets You Decide."

Conducted spot radio clinics among stations represented by member firms.

Actively campaigned and established standards now almost universally accepted for television ID commercials.

Established and carried out a Crusade for spot Radio Campaign.

Instigated and actively campaigned for the formation of what is now TvB.

Worked with the AAAA on the Nielsen coverage studies.

Prepared and presented a slide presentation on spot radio to agencies, advertisers and stations.

Actively worked with NARTB Code Review Board on television code matters.

Established a projection formula for use with the A. C. Nielsen coverage reports.

Instigated a campaign and worked closely with the AAAA in establishing standards of

art work in TV commercials.

Established a system of reporting dollar volume figures in spot radio, whereby it was possible to estimate total dollar volume for all radio.

Established a system for mailing to stations, known as operations desk, which has been accepted and is being used by practically every TV station in the business.

Established a timebuyer and advertiser mailing list, which is currently maintained by SRA, and is regarded as one of the most up-to-date lists in the business. (4000 agency personnel; 100 advertisers).

Prepared and distributed a booklet entitled "The Story of the Spot Salesman and You" to all agencies, stations, government personnel and other interested individuals.

Prepared and presented a slide presentation titled "Prospects On A Silver Platter" to leading advertising agencies in New York and Chicago, as well as advertisers.

Successfully established the "Silver Nail Time Buyer of the Year" Award, and the "Gold Key" award. (The award program has been enlarged to include the "Chicago Time Buyer of the Year" award.)

Has actively campaigned against the bartering and brokeraging of time in both radio and television.

Maintains a complete and up-to-date list of all representative firms and stations represented by them.

Has devised new contract forms for both radio and television, and is currently conducting a campaign to establish these common or standard forms in the business.

A campaign started by SRA is currently under way to get stations to adopt a one rate policy.

The Association presently has under way a project to establish a central source of information for competitive advertising on a current basis, as well as a campaign to enlarge samples and reduce the number of ARB and Nielsen reports.

STATION REPRESENTATIVES

211 N. Ervay Bldg., Dallas, Tex.
Phone: RIVERSIDE 7-0095
Manager Al Carrell
915 Olive St., St. Louis, Missouri
Phone: CENTRAL 1-6055
Manager Robert R. Maier
1680 N. Vine St., Los Angeles 28, Calif.
Phone: HOLLYWOOD 4-7276
Manager John A. Thackberry
1130 W. Peachtree St., N.W., Atlanta, Ga.
Phone: 875-7418
Manager William P. Marschall
1033 Book Bldg., Detroit 26, Mich.
Phone: WOODWARD 5-5457
Manager Frank Boyle

ECKELS & COMPANY

80 Boylston St., Boston, Mass.
Phone: LIBERTY 2-6181
Owner George R. Eckel
Vice President Irvin E. Dierdorff, Jr.

EVERETT-MCKINNEY, INC.

1270 Ave. of Americas, New York, N. Y.
Phone: CO 5-4755
President Max M. Everett
Exec. Vice Pres. Powell H. Ensign
Secretary M. Jane Callahan

Branch Offices

410 N. Michigan Ave., Chicago 11, Ill.
Phone: SUPERIOR 7-9052
V.P. in Chg. Thomas S. Buchanan
111 La.Cienega Blvd., Beverly Hills, Cal.
Phone: OLYMPIA 2-1313
Exec.-in-Charge Lee F. O'Connell
681 Market St., San Francisco, Calif.
Phone: EX 2-1507
Exec.-in-Charge Ted Hall

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Assocs. John Mowbray, Doug Dove
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8 West 40th St., New York 18, N. Y.
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Secretary-Treasurer Kenneth C. Schwartz
Branch Offices
410 S. Michigan Ave., Chicago 5, Ill.
Phone: WAbash 2-1000
Exec. in Charge Howard Grafman
41 Sutter St., San Francisco 4, Calif.
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230 Park Ave., New York 17, N. Y.
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Sales Manager John White
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6362 Hollywood Blvd., Los Angeles 28, Calif.
Phone: HOLLYWOOD 2-1397
Manager Joseph Rolfe
681 Market St., San Francisco, Cal.
Phone: SUTTER 1-7569
General Manager J. M. Pietila
1371 Peachtree St., N.E., Atlanta, Ga.
Phone: TRinity 5-0404
General Manager Robert W. Jensen
310 W. Glen Echo Rd., Philadelphia, Pa.
Phone: CHEstnut Hill 7-4510
General Manager Mort Lowenstein
1761 National Bank Bldg., Detroit 26, Mich.
Phone: WOODWARD 2-3524
General Manager Larry Gentile

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President Helen Gill
Exec. Vice-Pres. John J. Perna, Jr.

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2915 Book Bldg., Detroit 26, Mich.
Phone: WO 2-7022
Manager Daniel W. Bowen
730 S. Western Ave., Los Angeles, Calif.
Phone: DUnkirk 7-4388
Manager Bambie C. Herrington
57 Post St., San Francisco, Calif.
Phone: SUTTER 1-5568
Manager Allan S. Young
80 Boylston St., Boston, Mass.
Phone: LIBERTY 2-6181
Manager George Eckels
William-Oliver Bldg., Atlanta, Ga.
Phone: JACKSON 4-0454
Manager Harry J. Cannon

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Manor Road, Philadelphia 28, Pa.
Phone: IVyridge 2-6000
President Raymond S. Green

W. S. GRANT CO., INC.

703 Market Street, San Francisco 3, Calif.

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730 5th Ave., New York 19, N. Y.
Phone: PLaza 3-1433
Manager C. Bernard
15485 Jas. Couzens Blvd., Detroit 38, Mich.
Phone: UNiversity 4-1074
Manager Max Goldblatt
75 East Wacker Dr., Chicago 1, Ill.

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ALSO

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Phone: YUkon 2-5837
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Equitable Bldg., Hollywood 28, Calif.
Phone: HOollywood 2-6453
V.P.-Gen. Mgr. Harold Lindley
1137 Northwestern Bank Bldg.,
Minneapolis, Minn.
Phone: FEderal 8-7017
Manager Terrence Hughes
1182 W. Peachtree St., N.W., Atlanta, Ga.
Phone: 872-7701
Manager Bill McRae
211 N. Ervay Bldg., Dallas, Tex.
Phone: RIVERSide 8-6035
Manager Robert Dalehan
915 Olive St., St. Louis, Mo.
Phone: CH 4-4193
Manager Arthur D. Kelley
1065 Penobscot Bldg., Detroit 26, Mich.
Phone: WOODward 1-4148
Manager. Andrew M. Gent
509 Grand Ave., Des Moines, Ia.
Phone: ATLantic 2-0201
Manager. Donald G. Peterson

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Manager. K. W. Hagg
Branch Offices
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Phone: MU 2-8665
Exec. in Charge. P. Broderick
P. O. Box 182, Kansas City, Mo.
Phone: COlfax 2-4694
Exec. in Charge. R. J. Anderson
132 E. 30th St., Indianapolis, Ind.
Phone: WAlnut 6-8214
Exec. in Charge. Robert D. Hagg
3222 Center St., Omaha 5, Neb.

Phone: JACkson 2620
Exec. in Charge. Howard W. Harvey

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Manager Ted Hall
Branch Offices
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Phone: HOllywood 2-4253
Manager Jim Gates
35 E. Wacker Dr., Chicago 1, Ill.
Phone: STate 2-8196
Manager Paul Elsberry
1021 Wm. Oliver Bldg., Atlanta 2, Ga.
Phone: JACkson 4-7008
Manager Harry Cannon
230 Park Ave., New York 17, N. Y.
Phone: OR 9-5866
Manager Jack Boyd
Book Bldg., Detroit 26, Mich.
Phone: WOODward 1-6036
Manager Paul Pequinot

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Branch Office
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Phone: VI 2-1101
Manager M. Legault

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Vice Pres., Treas. Volney Righter
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V.P., Research, Prom. M. Rashbaum, Jr.
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Phone: SUTter 1-4125
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1430 W. Peachtree St., Atlanta 9, Ga.
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Executive-in-Charge. Frank B. Rice
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Phone: LIberty 2-7537
Executive-in-Charge. Carter Knight
Penobscot Bldg., Detroit 26, Mich.
Phone: WOODward 3-0910
Executive-in-Charge. Kenneth L. Brown
2975 Wilshire Blvd., Los Angeles, Calif.
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Owners. Joe Harry, Kay Harry

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Phone: DE 5-6401

Manager William Baxley
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Phone: EX 7-2682

Manager Charles Haddix
288 Fisher Rd., Grosse Pte. Farms,
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Phone: TU 5-0252

Manager Larry Gentile
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Phone: MAin 3-0620

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Sales Manager TV Warren Nelson
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Phone: OXford 5-5560

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President, TV Harry H. Wise, Jr.
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Director Sales Develop. Edward R. Eadeh
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Phone: WOODward 1-3555

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Phone: DUNkirk 5-2071

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110 Bush St., San Francisco 4, Calif.
Phone: YUkon 1-2110

Exec-in-Charge Roy S. Edwards
211 N. Ervay, Dallas, Tex.
Phone: RIVerside 8-0057

Executive-in-Charge George L. Pettett

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Phone: FRanklin 2-0016

Owner Hal Holman

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Phone: HOLlywood 2-2351

Manager Tracy Moore
703 Market St., San Francisco 3, Calif.
Phone: EXbrook 2-6444

Manager Charles Morin

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General Manager Joseph S. Cannon

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111 N. LaCienega Blvd., Beverly Hills, Cal.

Phone: OL 5-8326

1021 William Oliver Bldg., Atlanta, Ga.

Phone: JACkson 4-7088

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Manager Jerry Moore
703 Market St., San Francisco, Calif.
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Manager Charles Morin
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Phone: TR 5-9403

Manager Bernard Ochs

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Phone: PR 5-2431

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Box 55, Nogales, Ariz.

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Phone: FEderal 9-7179

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60 East 42nd St., New York 17, N. Y.

Phone: MUrray Hill 2-4813

President Jack Koste

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Phone: STate 2-5096
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Phone: OLeander 5-8326
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President Argentina Ramos
Treasurer Jose Oviedo

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V.P., Sales Mgr. John P. Barton
V.P., Treas. Jeanette F. Sysma
Branch Offices
6331 Hollywood Blvd., Los Angeles, Calif.
Phone: HO 2-2289
Manager William L. Wallace
155 Montgomery St., San Francisco, Calif.
Phone: YU 6-5366
Manager Frank Waters

INTERPROVINCIAL BROADCAST SALES LTD.

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Phone: EMpire 4-1197
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Sales Manager R. A. S. Munro
Promotion Dir., Compt. R. A. Bishop
Branch Office
1117 St. Catherine St., W., Montreal, Que.
Phone: VICTor 9-5221
Manager Lionel Morin

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V.P., TV Sales Scott Donahue
V.P., Research, Prom. Dan'l Denenholz
V.P., Radio Sls. Morris Kellner
TV Sales Mgr. Walter Nilson
Branch Offices
Prudential Plaza, Chicago 1, Ill.
Phone: MOhawk 4-7150
Vice Pres. & Mgr. Roy Miller
TV Sales Mgr. Alan Axtell
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Phone: WOODward 3-8420
Manager William W. Joyce
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Phone: TRinity 5-1627
Manager Gregory Murphy, Jr.
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Phone: RIVERSide 1-4036

Manager D. Rutledge
Russ Bldg., San Francisco 4, Calif.
Phone: DOUGlas 2-7628
Manager Stanley J. Reulman
515 Wilshire Blvd., Los Angeles, Calif.
Phone: WEBster 3-8171
Manager Richard Hasbrook
915 Olive St., St. Louis 1, Mo.
Phone: CENTral 1-1868
Manager James Muse
2305 First Natl. Bank Bldg.,
Minneapolis, Minn.
Phone: FEderal 3-6201
Manager David Abbey

ROBERT S. KELLER, INC.

72 Barrow St., N. Y. 14, N. Y.
Phone: WATkins 4-6599
President Bob Keller
Branch Office
205 W. Wacker Dr., Chicago 6, Ill.
Phone: STate 2-5096
Manager Hooper Jones

KENTUCKY RADIO SALES

1420 Eastern Parkway, Louisville, Ky.
Phone: GLEndale 1-5045
President Harry McTigue

KETTELL-CARTER, INC.

118 Newbury St., Boston 16, Mass.
Phone: KENmore 6-1966
President Elmer Kettell
Secy.-Treas. Marjorie Carter

KEYSTONE BROADCASTING SYSTEM, INC.

527 Madison Ave., New York, N. Y.
Phone: EL 5-3720
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Exec. Vice-Pres. Noel A. Rhys
Vice-President Charles A. Hammarstrom
Sr. Vice-Pres. Edwin R. Peterson
V.P.'s Wm. Bayer, Chas. A. Hammarstrom
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Account Executives William Wolf,
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Phone: DUNKirk 3-2910
Vice-President William Bayer
Account Executive Henry G. Eschen
612 Penobscot Bldg., Detroit, Mich.
Phone: WOODward 2-4505
Director E. R. Peterson, Jr.

STATION REPRESENTATIVES

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405 Lexington Ave., New York 19, N. Y.
Phone: MUrray Hill 2-9265

President.....A. Lewis King

NONA KIRBY CO.

518 Statler Bldg., Boston 16, Mass.
Phone: HUbbard 2-6117

President.....Nona Kirby

Vice President.....Kay Chille

BOMAR LOWRANCE & ASSOC., INC.

710 Peachtree St., Atlanta 8, Ga.
Phone: TRinity 6-6776

President.....Bomar A. Lowrance

Vice President.....Clyde L. Clem

Branch Offices

Fidelity Union Life Bldg., Dallas, Tex.
Phone: RIVerside 2-8206

Vice President.....Robert F. Keefe

LUSTER ASSOCIATES

1697 Broadway, New York, N. Y.
Phone: CIrcle 6-1952

President.....Betty Luster

JACK MASLA & COMPANY, INC.

40 East 49th St., New York 17, N. Y.
Phone: PLaza 3-8571

President.....Jack Masla

Vice President.....Allan S. Kramer

Branch Offices

75 E. Wacker Dr., Chicago, Ill.
Phone: CEntral 6-7974

Manager.....Donald A. Wolff
249 Pine St., San Francisco, Calif.

Phone: EXbrook 7-6187

Manager.....Alan Torbet
1213 N. Highland Ave., Los Angeles, Calif.

Phone: HOLlywood 2-4939

Manager.....Frank W. Crane
11th & Central, Kansas City, Mo.

Phone: GRand 1-7822

Manager.....Eugene F. Gray
705 Olive St., St. Louis, Mo.

Phone: CHestnut 1-4350

Manager.....Eugene F. Gray

DAREN F. MCGAVREN CO., INC.

60 East 56th St., New York 22, N. Y.
Phone: PLaza 1-4650

President.....Daren F. McGavren

Exec. V.P., Sls. Mgr.....Ralph Guild

Branch Offices

110 Sutter St., San Francisco, Cal.
Phone: YUKon 6-4112

Manager.....Cy Ostrup
35 E. Wacker Dr., Chicago, Ill.

Phone: FRanklin 2-1370

Manager.....Edward Argow
1216 Dime Bldg., Detroit, Mich.

Phone: WO 2-1370

Manager.....Robert Mahlman
1741 Ivar Ave., Los Angeles, Cal.

Phone: HOLlywood 6-6146

Manager.....Walter Lake

MCGAVREN, TV, INC.

60 E. 56th St., New York 22, N. Y.
Phone: PLaza 1-4650

President.....Daren F. McGavren

Exec. V.P.....Ken Johnson

Sales Mgr.....Roger Hudson

Branch Offices

35 E. Wacker Dr., Chicago, Ill.
Phone: FR 2-1370

Manager.....Ed Gardner
1216 Dime Bldg., Detroit, Mich.

Phone: WO 2-1370

Manager.....Robert Mahlman
110 Sutter St., San Francisco, Calif.

Phone: YU 6-4112

Manager.....Cy Ostrup
1741 Ivar Ave., Los Angeles, Calif.

Phone: HOLlywood 6-6146

Manager.....Jack Davis
915 Olive St., St. Louis, Mo.

Phone: CH 1-5201

Manager.....John Walker

JOHN L. MCGUIRE & CO.

233 Guaranty Bank Bldg., Denver 2, Colo.
Phone: FAlor 5-7585

Owner.....John L. McGuire

MEDIA REPRESENTATIVES, INC.

630 Fifth Ave., New York 20, N. Y.
Phone: PL 7-0638

Manager.....Edwin Seymour

THE MEEKER COMPANY, INC.

521 Fifth Ave., New York 17, N. Y.
Phone: MUrray Hill 2-2170

President.....Robert D. C. Meeker

V.P., Chg. of Sales.....Charles E. Standard

Dir., Station Relations.....Robert L. Dudley

Acct. Executives.....John B. Dalton,
Claude E. Piano, Arthur W. Scott, John C.
Krite

Research & Prom. Dir.....Martin Mills

Office Manager.....Dottie Phillips

Branch Offices

333 N. Michigan Ave., Chicago 1, Ill.
Phone: CE 6-1742

Vice-president.....Carl Jewett

Office Manager.....Marjorie Ermitage

55 New Montgomery, San Francisco 5, Calif.
Phone: YU 6-1940

Vice President.....Edgar B. Filion

Manager.....Don Pontius

Office Manager.....Lucille Riggs
6362 Hollywood Blvd., Los Angeles 28, Cal.

Phone: HOLlywood 2-6501

Manager.....Don Palmer

Office Manager.....Tarly Sheehan

CLYDE MELVILLE CO.

901 Tower Petroleum Bldg., Dallas 1, Tex.
Phone: RIVerside 8-5239

Pres.....Clyde Melville

MICHIGAN SPOT SALES, INC.

15001 Michigan Ave., Dearborn, Mich.
Phone: TIFfany 6-2362

President.....Charles J. Sitta

STATION REPRESENTATIVES

MID-AMERICA SPOT SALES

P. O. Box 4833, Kansas City 9, Mo.

Phone: WEstport 1-3322

OwnerRalph Meador
SalesJock Beretta

Branch Office

P. O. Box 358, Lexington, Mo.

Phone: ALpine 9-3232

Exec. in Charge.....Ralph Meador

ART MOORE & ASSOC., INC.

Jones Bldg., Seattle, Wash.

Phone: MU 2-3377

PresidentArt Moore

TRACY MOORE & ASSOC.

6381 Hollywood Blvd., Hollywood 28, Cal.

Phone: HOLlywood 2-2351

OwnerTracy Moore

Sales Manager.....Jerome A. Moore

Branch Office

703 Market St., San Francisco, Calif.

Phone: EXbrook 2-6444

Manager.....Charles E. Morin

PAUL MULVIHILL & COMPANY, LTD.

77 York St., Toronto, Ont., Can.

Phone: EMpire 3-8814

PresidentPaul Mulvihill

NATIONAL TIME SALES

122 E. 12nd St., New York 17, N. Y.

Phone: MUrray Hill 2-4500

Gen. Sales Manager.....Arthur Gordon

Sales Promotion Dir.....Al Alperton

Asst. Sales Mgr.....Warren Shuman

Branch Offices

672 S. LaFayette Park Pl., L. A. 57, Calif.

Phone: DU 2-3200

Exec.-in-ChargeHarlan Oakes

260 Kearny St., San Francisco, Calif.

Phone: EXbrook 7-4827

Exec.-in-ChargeEd Gamrin

1401 Peachtree St. N.E., Atlanta, Ga.

Phone: TRinity 5-9403

Executive-in-ChargeBarney Ochs

NBC SPOT SALES

30 Rockefeller Plaza, New York 20, N. Y.

Phone: CRcle 7-8300

V.P., Spot Sales.....Richard H. Close

Adm., Represented Stas.....Alan Ewald

East. Radio Sales Mgr.....Lewis Johnson

Director, Radio Sales.....Fred Lyons

New Bus., Prom. Mgr.....Wilbur Fromm

Eastern TV Sales Mgr.....Jack Ryan

Sales Service Mgr.....Caroline Wynkoop

Director, TV Sales.....Edwin Jameson

Branch Offices

Merchandise Mart, Chicago 54, Ill.

Phone: SUperior 7-8300

Central Radio Sales Mgr.....Frank DeRosa

Central TV Sales Mgr.....Frank Mangan

Sunset & Vine, Hollywood 28, Calif.

Phone: THornwall 5-7000

W. Div. Mgr. Radio.....Doty Edouarde

W. Div. Mgr. TV.....Walt Davison

Taylor & O'Farrell Sts., San Francisco 2, Cal.

Phone: GRaystone 4-8700

W. Div. Mgr. Radio.....Ed Macaulay

TV Salesmen.....R. Anderson, Ken Fuller

Penobscot Bldg., Detroit, Mich.

Phone: WOodward 1-1610

Radio Sls. Rep.....Wm. Buschgen

TV Sales Representative.....John C. Treacy

710 Peachtree St. N.E., Atlanta, Ga.

Phone: TRinity 6-3726

Sales Representative.....Bomar Lowrance

Fidelity Union Life Bldg., Dallas, Tex.

Phone: RIVERSIDE 2-8206

Sales Representative.....Robert Keefe

1422 New Britain Ave., W. Hartford 10, Conn.

Phone: ADams 2-9188

New Eng. Sls. Rep.....David Scott

NEW ENGLAND SPOT SALES, INC.

101 Statler Office Bldg., Boston 16, Mass.

Phone: HAncock 6-2920

Pres. & Gen. Mgr.....Charles Bell, Jr.

Vice President.....Harold Thomas

Branch Office

91 Indian Hill Rd., Newington, Conn.

Phone: MOhawk 6-2530

HARLAN G. OAKES & ASSOCIATES

Rm. 304, Taft Bldg., Hollywood & Vine,

Hollywood 28, Cal.

Phone: HO 4-7395

Managers.....Harlan Oakes, Hugh Wallace

Branch Offices

196 Geary St., San Francisco 8, Cal.

Phone: EX 7-4827

ManagerDon Pickens

122 E. 12nd St., New York, N. Y.

Phone: MUrray Hill 2-4500

ManagerArthur Gordon

THE BERNARD I. OCHS CO.

1101 Peachtree St., N.E., Atlanta 9, Ga.

Phone: TRinity 5-9403

Owner.....Bernard I. Ochs

LEE F. O'CONNELL CO.

111 N. La Cienega Blvd., Beverly Hills, Calif.

Phone: OLYmpia 2-1313

President.....Lee F. O'Connell

Branch Office

681 Market St., San Francisco 5, Calif.

Phone: EX 2-1507

Manager.....Theodore B. Hall

OHIO STATIONS REPRESENTATIVES

203 Fidelity Bldg., Cleveland 11, O.

Phone: SUperior 1-0036

General Manager.....Leonard F. Auerback

PAN AMERICAN BROADCASTING CO.

380 Lexington Ave., New York 17, N. Y.

Phone: MUrray Hill 2-4500

Exec. Vice Pres.....Eugene Bernald

STATION REPRESENTATIVES

Sales Manager.....Arthur Gordon
Sales Prom.....Al Alperton

Branch Offices

672 S. Lafayette Pk. Pl., Los Angeles 5, Calif.
Phone: DU 2-3200

Executive-in-charge.....Harlan Oakes
260 Kearny St., San Francisco, Calif.
Phone: EXbrook 7-4827

Executive-in-ChargeEd Gamrin

JOHN E. PEARSON CO. JOHN E. PEARSON TV INC.

405 Park Ave., New York 22, N. Y.
Phone: PLaza 1-3366

President.....John E. Pearson
V.P.'s.....William M. Wilson,
Raymond A. Henze, Jr., A. Russell Walker,
Jr.

Acct. Exec.....Mortimer Coley
SecretaryRoslyn Arison

Branch Offices

333 No. Michigan Ave., Chicago 1, Ill.
Phone: State 2-7494

ManagerRobert Flanigan
1901 W. 8th St., Los Angeles 5, Calif.
Phone: Dunkirk 5-5084

ManagerClark Barnes
58 Sutter St., San Francisco 4, Calif.
Phone: DOuglas 2-7159

ManagerJohn Palmer
511 N. Akard Bldg., Dallas, Texas
Phone: Rlverside 7-3723

ManagerAllen Hundley
1371 Peachtree St., Atlanta, Ga.
Phone: TRinity 5-6644

ManagerJon Farmer

PETERS, GRIFFIN, WOODWARD, INC.

250 Park Ave., New York 17, N. Y.
Phone: YUkon 6-7900

President.....H. Preston Peters
Exec. V.P.....Russel Woodward
V.P.-Radio.....Robert H. Teter
Vice Pres-TV.....Lloyd Griffin
V.P., Treas.....Jones Scovern
V.P., Dir. Sales TV Dev....Geo. C. Castleman
V.P., Radio Sales Mgr....John A. Thompson
Sales Develop., Radio....G. Luds Riccards
Asst. V.P., TV Prom. Mgr.....Lon King
Sales Mgrs., TV.....Arthur E. Muth.

Chas R. Kinney
Dir. Radio Prom.....Vincent C. Piano

Branch Offices

Prudential Plaza, Chicago 1, Illinois
Phone: FRanklin 2-6373

Vice Pres.....John A. Cory
V.P., Midwest Sales Mgr. (Radio)...A. Bagge
V.P., Midwest Sales Mgr. (TV)...W. Tynan
1372 Peachtree St., N.E. Atlanta, Ga.
Phone: TRinity 5-7763

Radio Sales.....William O. Jones
Asst. V.P. TV Sales Mgr....William J. Stubbs
Penobscot Bldg., Detroit 26, Mich.
Phone: WOODward 1-4255

Vice Pres.....William W. Bryan
TV Sales.....Louis J. Hummel, Jr.
406 West 7th St., Fort Worth, Texas
Phone: Edison 6-3349

TV Sales.....W. Hal Thompson
Fidelity Union Life Bldg., Dallas, Tex.
Phone: Rlverside 7-2398

5455 Wilshire Blvd., Los Angeles 36, Calif.
Phone: WEbster 8-3585

Vice President.....Hal W. Hoag
TV Sales.....John P Haskell
1375 Russ Bldg., San Francisco 4, Cal.
Phone: YUkon 2-9188

V.P. for TV.....John B. Sias
Radio Sales.....Edward F. McLaughlin, Jr.

EDWARD PETRY & CO., INC.

3 East 54th St., New York 22, N. Y.
Phone: MUrray Hill 8-0200

Radio Division

Board Chairman.....Edward Petry
President.....Edward E. Voynow
Exec. Vice-Pres.....Martin L. Niernan
Vice President in Chg.....Ben H. Holmes
Eastern Sales Mgr.....Martin Percival
Sales Prom. Mgr.....William Steese

TV Division

Exec. Vice President....Martin L. Niernan
V.P., Sales Prom. Mgr..Robert L. Hutton, Jr.
Eastern Sales Mgr.....Edward C. Page
Marketing Mgr.....William B. Rohm

Branch Offices

400 N. Michigan Ave., Chicago 11, Ill.
Phone: WHitehall 4-0011

President.....Edward E. Voynow
V.P., Sales Mgr. (TV).....Louis A. Smith
Sales Mgr. (Radio).....William P. Pipher
645 Griswold St., Detroit 26, Mich.

Phone: WOODward 3-0125
Sales Managers..William Cartwright (AM)
Bruce Mayer (TV)
1375 Peachtree St., N.E., Atlanta 9, Ga.
Phone: 875-8547

Sales Mgrs.....Joseph Sierer (AM)
Richard Hughes (TV)
Russ Bldg., San Francisco 4, Cal.
Phone: YUkon 2-3631

Sales Managers....Lloyd McGovern (AM)
George Ledell (TV)
3424 Wilshire Blvd., Los Angeles 5, Calif.
Phone: DUnkirk 8-1143

Sales Mgrs.....Garry Holihan (AM)
L. D. Larimer (TV)
915 Olive St., St. Louis 1, Mo.
Phone: CHEstnut 4-7191

Sales Mgrs.....Bill Oldham (AM).
Junius Zolp, Fred Johnson (TV)
801 Statler Bldg., Boston 16, Mass.
Phone: HUbbard 2-6440

Sales Mgrs.....Frank Howard (AM)
William D. Walsh (TV)
211 N. Ervay Bldg., Dallas 1, Tex.
Phone: Rlverside 1-9454

Sales Mgrs.....David C. Milam (AM),
Robert Miller (TV)

STATION REPRESENTATIVES

PHILADELPHIA SPOT SALES

310 Glen Echo Road, Phila., Pa.
Phone: CH 7-1510

President Morton Lowenstein

RADIO REPRESENTATIVES, LTD.

76 St. Clair Ave. W., Toronto 7, Ont., Can.
Phone: WAlnut 1-0727

President T. Ferris
Vice President A. A. Murphy

RADIO TIME SALES (ONTARIO) LTD.

147 University Ave., Toronto, Ontario
Phone: Empire 6-5471-2

General Manager N. D. Brown
Sales Mgr. Alex E. Bedard

RADIO-TV REPRESENTATIVES, INC.

7 East 47th St., New York 17, N. Y.
Phone: MU 8-4340

Board Chairman Harry Goodman
President Peggy Stone
Exec. Vice President Thomas Carroll
Vice President, New Bus. Fred L. Bernstein
Vice President Ed Nickey

Branch Offices

75 E. Wacker Dr., Chicago 1, Ill.
Phone: FI 6-0982

General Manager Edward Nickey
Dir. of Station Rel. Sy Thomas
111 No. LaCienega Blvd., Beverly Hills, Calif.
Phone: OL 5-7597

Manager Lee O'Connell
681 Market St., San Francisco, Calif.
Phone: EX 2-1507

Manager Ted Hall
507 Statler Office Bldg., Boston 16, Mass.
Phone: HO 2-6117

Manager Nona Kirby
Tower Bldg., Seattle 1, Wash.
Phone: MA 3-1868

Manager Hugh Feltis

PAUL H. RAYMER COMPANY, INC.

444 Madison Ave., New York 22, N. Y.
Phone: Plaza 9-5570

President Paul H. Raymer
Exec. V.P., Natl. TV Sls. Mgr. F. C. Brokaw
V.P., TV Sls. Mgr. Stuart M. Kelly

Branch Offices

435 N. Michigan Ave., Chicago 11, Ill.
Phone: Superior 7-4173

Manager James C. Rogers
2919 Penobscot Bldg., Detroit 26, Mich.
Phone: Woodward 3-0764

Manager Robert B. Rains
1680 Vine St., Hollywood 28, Calif.
Phone: HOLlywood 2-2376

Manager John D. Gale
1501 Russ Bldg., San Francisco 4, Calif.
Phone: YUkon 1-1833

Manager J. Milton Seropan
1627 Peachtree St., N.E., Atlanta, Ga.
Phone: TRinity 3-3519

Manager Edward D. Brandt
306 Mercantile Securities Bldg., Dallas, Tex.
Phone: RIVERSide 1-5663

Manager Ralph Widman

SANDEBERG/GATES & CO.

681 Market St., San Francisco, Calif.
Phone: EXbrook 2-6685

Manager David Sandeberg
Branch Offices
120 Madison Ave., New York, N. Y.
Phone: PL 3-8370

Manager Jack Sweeney
5716 Sunset Blvd., Los Angeles, Calif.
Phone: HO 2-6989

Manager James Gates
435 N. Michigan Ave., Chicago, Ill.
Phone: 167-5997

Manager Clem O'Neill

SEARS & AYER, INC.

612 N. Michigan Ave., Chicago, Ill.
Phone: Superior 7-8177-8

President B. H. Sears

Branch Office

370 Lexington Ave., New York, N. Y.
Phone: BR 9-1374

Manager A. Gordon

SELECT STATION REPRESENTATIVES

400 Madison Ave., New York 17, N. Y.
Phone: PLaza 8-1850

Vice President Zang Golobe
Sales Manager Albert B. Shepard

Branch Offices

7 E. Lexington St., Baltimore 3, Md.
Phone: LEXington 9-7808

Manager G. Shaffer
6200 Broad Street Rd., Richmond 28, Va.
Phone: ATLantic 8-2835

Exec. in Charge Larry Blum

SKYLINE TV ADVERTISERS SALES

Box 2191, Idaho Falls, Idaho
Phone: JACKson 3-4567

President A. W. Schwieder
Exec. V.P., Gen. Mgr. Melvin B. Wright
Office Manager Melva Searle

SPOT TIME SALES INC.

38 E. 57th St., New York 22, N. Y.
Phone: MU 8-6380

President William T. Heaton

Branch Offices

30 N. LaSalle St., Chicago, Ill.
Phone: FR 2-6447

Manager Don Sanders
821 Market St., San Francisco, Calif.
Phone: CA 1-6789

Manager Clint Sherwood
1615 Cherokee Ave., Hollywood, Calif.
Phone: HO 4-7497

Manager B. J. Hamrick

STATION REPRESENTATIVES

STORER TELEVISION SALES INC.

500 Park Ave., New York, N. Y.
Phone: PLaza 2-7600

PresidentPeter Storer
Gen. Sales Mgr.....Francis Barron
Eastern Sales Mgr.....John D. Kelly
Promotion Mgr.....Joseph Dowling

Branch Office

333 North Avenue, Chicago, Ill.
Phone: CEntral 6-9950

Midwest Sales Mgr.....George U. Lyons

STOVIN-BYLES LTD.

406 Jarvis St., Toronto 5, Ont., Can.
Phone: WA 4-5761

President.....W. D. Byles
Mgr., Radio Div.....J. C. Morris
Mgr., TV Div.....J. L. Raeburn

TELEVISION ADVERTISING REPRESENTATIVES, INC.

666 Fifth Ave., New York 19, N. Y.
Phone: JUDson 2-3456

Vice Pres. & Gen. Mgr.....Larry H. Israel
Eastern Sales Manager.....Jack Mohler
Business Manager.....R. Arena
General Sales Mgr.....Robert M. McGredy
Dir. of Marketing,

Research.....Robert M. Hoffman

Branch Offices

400 N. Michigan Ave., Chicago 11, Ill.

Mid West Mgr.....Lamont L. Thompson
2161 Penobscot Bldg., Detroit 26, Mich.

Phone: WOODward 5-6454

Manager.....Raymon L. Hamilton
155 Montgomery St., San Francisco 4, Calif.

Phone: EXbrook 7-5088

Manager.....Harry Diner
1747 Highland Ave., Los Angeles 28, Calif.

Phone: HOLLYwood 6-1144

Manager.....Dick Loughrin

TELEVISION REPRESENTATIVES LTD.

76 St. Clair Ave., W., Toronto, Ont.
Phone: WA 4-0720

Sales Manager.....R. H. Quinn
Promotion Dir.....R. Pickering
Acct. Exces.....E. Vicary, W. Davidson,
A. Nelson

TORBET, ALLEN & CRANE, INC.

249 Pine St., San Francisco 4, Calif.
Phone: EX 7-6187

President.....Alan L. Torbet
Vice President.....Robert R. Allen
Vice President.....Frank W. Crane

Branch Offices

1213 N. Highland Ave., Los Angeles, Calif.
Phone: HO 4-4939

Manager.....Frank W. Crane
40 East 49th St., New York 17, N. Y.

Phone: PL 3-8571

Manager.....Jack Masla
75 E. Wacker Dr., Chicago 11, Ill.

Phone: CE 6-7974

Manager.....Don Wolff
11th & Central, Kansas City, Mo.

Phone: GR 1-7822

Manager.....Gene Gray

UNITED BROADCASTING CO.

420 Madison Ave., New York 17, N. Y.
Phone: PLaza 5-9115

Sales Mgr.....Robert L. Wittig

VENARD, RINTOUL & McCONNELL, INC.

579 Fifth Ave., New York, N. Y.
Phone: MU 8-1088

President.....Lloyd George Venard
Vice President.....Stephen R. Rintoul
Vice President.....James V. McConnell

Branch Offices

35 E. Wacker Dr., Chicago, Ill.
Phone: ST 2-5260

Vice President.....Howard B. Meyers
308 Penobscot Bldg., Detroit 26, Mich.

Phone: WOODward 3-4075

Manager.....James A. Brown
1213 N. Highland Ave., Los Angeles, Calif.

Phone: HOLLYwood 2-1939

Exec.in-Charge.....Frank Crane
249 Pine St., San Francisco 4, Calif.

Phone: EXbrook 7-6187

Exec.in-Charge.....Robert Allen
1915 Elm St., Dallas 1, Tex.

Phone: Rlverside 8-5239

Clyde Melville

WM. J. WAGNER & ASSOC.

1001 Tower Bldg., 5th & Olive,
Seattle 1, Wash.

Phone: MAIn 4-6333

President.....Wm. J. Wagner

WALKER-RAWALT COMPANY, INC.

347 Madison Ave., New York 17, N. Y.
Phone: MURray Hill 3-5630

President.....J. Wythe Walker
Vice President.....C. Otis Rawalt

Account Exec.....Roy Holmes

Branch Offices

360 N. Michigan Ave., Chicago, Ill.
Phone: ANdover 3-5771

Manager.....Lionel Colton
100 Boylston St., Boston, Mass.

Phone: HUBbard 2-4370

Manager.....George C. Bingham
672 S. Lafayette Park Place, L. A., Calif.

Phone: DUNKirk 2-3200

Manager.....Harlan Oakes
260 Kearny St., San Francisco, Calif.

Phone: EXbrook 2-3200

Manager.....Edward Ganurin
11th & Central, Kansas City, Mo.

Phone: GRand 1-7822

Manager.....Eugene F. Gray

HAL WALTON ASSOC.

38 East 57th St., New York, N. Y.
Phone: MURray Hill 8-6380

Gen. Mgr.....Hal Walton

Branch Office

333 N. Michigan Ave., Chicago 1, Ill.

WAYNE-EVANS & ASSOCIATES

1133 Northwestern Bank Bldg.,
Minneapolis 2, Minn.

Phone: FEderal 8-7017

Exec. V.P., Gen. Mgr.....Calden P. Stitt

STATION REPRESENTATIVES

GRANT WEBB & CO.

509 Madison Ave., N. Y. 22, N. Y.

Phone: MU 8-7550

President Grant Webb
Vice President James E. McCarty
Sales Manager C. Douglas Wallach

Branch Offices

333 N. Michigan Ave., Chicago 1, Ill.

Phone: STate 2-3155

Manager Richard C. Phalen
690 Market St., San Francisco 5, Calif.

Phone: EXbrook 7-4152

Manager Gregor Macafee

1350 N. Highland Ave., Los Angeles 28, Cal.

Phone: HOLlywood 2-0967

Manager Jim Lucas

1001 Tower Bldg., Seattle 1, Wash.

Phone: MA 4-6333

Manager Wm. Wagner

WEED RADIO CORP.

579 Fifth Ave., New York 17, N. Y.

Phone: PL 9-4700

President C. C. Weed

Vice President Joseph J. Weed

V.P., Sales E. J. Fitzsimmons

East. Sales Mgr. H. W. Simmen

Salesmen (Radio) John Del Greco,

Dave Harris, Bob Aissa

Sales Prom. Mgr. Winifred Schaefer

Research Director Joan Thompson

Branch Offices

Prudential Plaza, Chicago 1, Ill.

Phone: WHiteball 4-3131

Executive-in-Charge C. C. Weed

1610 Book Bldg., Detroit 26, Mich.

Phone: WOODward 1-2685

Executive-in-Charge Bernard P. Pearce

1182 W. Peachtree St., N.W., Atlanta 9, Ga.

Phone: TRinity 5-9339

Exec.-in-Charge Richard Walker

6331 Hollywood Blvd., Hollywood 28, Calif.

Phone: HOLlywood 2-6676

Executive-in-Charge Paul Kennedy

625 Market St., San Francisco 5, Calif.

Phone: EXbrook 7-0535

Executive-in-Charge Boyd Rippey

1010 Statler Bldg., Boston 16, Mass.

Phone: HUBbard 2-5677

Executive-in-Charge Robert R. Reardon

Tower Bldg., Seattle, Wash.

Phone: MAin 4-6336

Exec.-in-Charge William J. Wagner

7603 Forsythe Blvd., St. Louis 5, Mo.

Phone: PArkview 7-7375

Exec.-in-Charge Jack Hetherington

1507 Southland Center, Dallas, Tex.

Phone: RIVERSide 2-5148

Exec.-in-Charge Clarke R. Brown

233 Guaranty Bank Bldg., Denver, Colo.

Phone: TABor 5-7585

Exec.-in-Charge John L. McGuire

3520 Montrose Blvd., Houston, Tex.

Phone: JACKson 8-1601

Exec.-in-Charge Jack Eisele

910 Royal St., New Orleans, La.

Phone: JACKson 2-3917

Exec.-in-Charge Nancy Boyle

WEED TELEVISION CORP.

579 Fifth Avenue, New York 17, N. Y.

President Joseph J. Weed

V.P.'s Neal Weed, Bernard P. Pearce,

E. Fitzsimmons, E. C. Metcalfe

Sales Staff Ed Metcalfe, Roy Smith, Mike

Wurster, Joe Foley, Mathias O'Gorman,

Joseph Wells

N. Y. Sales Manager F. A. Wurster

Research Joan Thompson

Traffic Florence Eimer

Sales Promotion Winifred Schaefer

Prudential Plaza, Chicago 1, Ill.

Vice President C. C. Weed

Sales Manager Wm. Reilly

Staff Frank Saracena,

Jack Carrigan

(Other Branches same as Weed Radio Corp.)

ADAM YOUNG, INC.

3 East 54th St., N. Y. 22, N. Y.

Phone: PLaza 1-4848

President Adam J. Young

Executive V.P. Stephen A. Macleinski, Jr.

V.P., Adv., Research Prom. Frank G. Boehm

Eastern Sales Manager Richard J. Kelliher

Branch Offices

Prudential Plaza, Chicago 1, Ill.

Phone: MICHigan 2-6190

Manager Robert J. Lobdell

6331 Hollywood Blvd., Los Angeles 28, Calif.

Phone: HOLlywood 2-2289

Exec.-in-Charge William L. Wallace

915 Olive St., St. Louis, Mo.

Phone: MAin 1-5020

Manager Dell Simpson

155 Montgomery St., San Francisco, Calif.

Phone: YUKon 6-5366

Manager Frank A. Waters

1182 W. Peachtree St., Atlanta, Ga.

Phone: TRinity 3-2564

Manager Harold M. Parks

2910 Book Bldg., Detroit 26, Mich.

Phone: WOODward 3-6919

Manager William E. Morgan

211 N. Ervay St., Dallas, Tex.

Phone: RI 8-6957

Manager Fred L. Edwards

129 Newberry St., Boston, Mass.

YOUNG CANADIAN, LTD.

3 East 54th St., New York 22, N. Y.

Phone: PLaza 1-4848

President Adam Young

Vice-President Thomas F. Malone

Branch Offices & Personnel

(Same as Adam Young, Inc.)

YOUNG TV CORP.

3 East 54th St., New York 22, N. Y.

Phone: PLaza 1-4848

President Adam Young

Exec. V.P. James F. O'Grady, Jr.

V.P., Research, Prom., Adv. Frank G. Boehm

New AM Radio Stations Expected On The Air In 1961

ALABAMA

Dadeville WDVE

ARIZONA

Page KGPE
Phoenix KINK
Tucson KMBO
Tucson KSWC

CALIFORNIA

Mojave KDOL
San Luis Obispo KCJH
Santa Barbara KGUD
Weed KDDAD

FLORIDA

Clewiston WOWY
East Palatka WREA
Panama City Beach WSCM
Pensacola WDEB
Marathon WFFG

GEORGIA

Clayton WGHC

IDAHO

Boise KEST

ILLINOIS

Jacksonville WJIL

IOWA

Cedar Rapids KHAK
Independence KOUR

MICHIGAN

St. Helen WMIC

NORTH CAROLINA

Dallas WCFT
Farmville WBTL

NORTH DAKOTA

Rugby KGCA

OHIO

Delaware WDLR

OREGON

Portland KBEV

PENNSYLVANIA

Milton WARC

TEXAS

Liberty KWLD
Plainview KPLZ

UTAH

Blanding KUTA

VIRGINIA

Ashland WDYL
Highland Springs WLLI

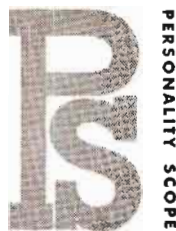
WASHINGTON

Hoquiam KHOQ

WISCONSIN

Eagle River WERL

AL PETKER | BEVERLY HILLS | CALIFORNIA



AN OPEN LETTER TO ALL RADIO STATIONS:

Thanks to the 1,437 radio stations who are now using our service. We want you to know that we are dedicating ourselves to putting radio in the strongest position of any communications medium, through our new, exclusive-basis, star program service: **Celebrity Fives** - five-minute daily radio programs featuring the best, top-name talent available from Hollywood, Broadway and TV in unique format shows - to give your stations national prestige, increased income and increased listenership.

Starting May 1, 1961, over 1,000 radio stations began programming my first **Celebrity Fives** show, "Ask Eddie Cantor". Stars for whom we expect to produce shows during this year include such names as Walter Slezak, Peter Lorre, Jacques Bergerac, Faye Emerson, Mary Margaret McBride, and many others.

We will be completely scheduled when our shows are programmed on their exclusive, one-station-per-market basis in every city in the country. If **Celebrity Fives** are not already being programmed in your city, write and I'll tell you how you can receive this exclusive service for your station at no charge to you, and I'll also send you an audition transcription.

Phone: CRestview 4-0225

World's Largest Radio Station Service Organization

CELEBRITY FIVES

GFL

DEE-JAY GRAPEVINE

1961

**AM RADIO
STATIONS**



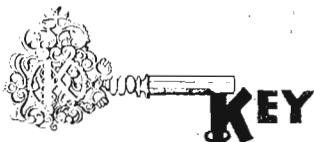
STATION INDEX
ALPHABETICAL LISTING
BY STATES AND CITIES
EXECUTIVE PERSONNEL

FOR BIGGER PROFITS

IN THE NEGRO and SPANISH

SPECIALIZED MASS MARKETS

CONSULT



Broadcast Management, Inc.

Headed by Ralph Weil, Arnold Hartley and Edward B. Connolly—each with many years of experience in “specialized mass markets”—KBM can supply you with complete services in every phase of the managerial, creative and accounting fields.

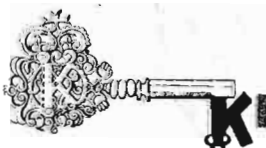
Bring Your Station Greater Profits Than Ever Before

SERVICES INCLUDE:

1. Advisory help at all levels
2. Promotional material
3. On air promotions
4. Musisymbols—your own musical trade mark
5. Advertising campaigns (local and national)
6. Merchandising
7. Accounting
8. Top managerial aid
9. Sales personnel
10. Representation

There's a flexible plan and a flexible budget to fit every broadcaster's need. Increased business will quickly liquidate the fees.

Our representatives will be happy to discuss your particular problems with no obligation, of course.



KEY Broadcast Management, Inc.
565 Fifth Ave., New York 17, N. Y. YUkon 6-2750

Radio Homes By State Population, Families And Stations

January 1, 1961 *

| <i>State</i> | <i>Population</i> | <i>Families</i> | <i>Radio Homes</i> | <i>Radio Stations</i> |
|----------------------|--------------------|-------------------|--------------------|-----------------------|
| ALABAMA | 3,282,000 | 875,000 | 845,000 | 108 |
| ALASKA | 230,500 | 60,500 | 59,000 | 13 |
| ARIZONA | 1,318,000 | 384,500 | 357,000 | 52 |
| ARKANSAS | 1,791,500 | 505,500 | 481,000 | 68 |
| CALIFORNIA | 15,895,500 | 5,186,000 | 4,978,500 | 192 |
| COLORADO | 1,924,000 | 540,000 | 526,000 | 57 |
| CONNECTICUT | 2,566,000 | 754,500 | 739,000 | 32 |
| DELAWARE | 452,000 | 133,000 | 128,000 | 9 |
| DISTRICT OF COLUMBIA | 754,000 | 219,000 | 212,500 | 10 |
| FLORIDA | 5,034,000 | 1,537,500 | 1,482,000 | 169 |
| GEORGIA | 4,070,000 | 1,064,500 | 1,021,000 | 132 |
| HAWAII | 630,000 | 193,000 | 160,000 | 18 |
| IDAHO | 671,500 | 199,500 | 196,000 | 36 |
| ILLINOIS | 10,151,000 | 3,120,000 | 3,049,000 | 98 |
| INDIANA | 4,704,500 | 1,448,000 | 1,410,500 | 63 |
| IOWA | 2,770,000 | 853,500 | 842,500 | 62 |
| KANSAS | 2,192,000 | 695,500 | 688,000 | 48 |
| KENTUCKY | 3,043,000 | 837,000 | 805,000 | 85 |
| LOUISIANA | 3,280,500 | 927,500 | 900,500 | 77 |
| MAINE | 975,000 | 281,500 | 278,000 | 28 |
| MARYLAND | 3,128,000 | 896,000 | 860,000 | 34 |
| MASSACHUSETTS | 5,187,000 | 1,501,000 | 1,465,000 | 57 |
| MICHIGAN | 7,897,000 | 2,302,000 | 2,242,000 | 100 |
| MINNESOTA | 3,439,000 | 1,012,000 | 991,000 | 63 |
| MISSISSIPPI | 2,184,000 | 577,000 | 534,500 | 75 |
| MISSOURI | 4,340,500 | 1,356,000 | 1,314,000 | 77 |
| MONTANA | 678,500 | 208,000 | 193,000 | 35 |
| NEBRASKA | 1,415,000 | 436,000 | 428,000 | 35 |
| NEVADA | 290,500 | 94,500 | 90,000 | 18 |
| NEW HAMPSHIRE | 609,000 | 184,000 | 179,000 | 18 |
| NEW JERSEY | 6,140,000 | 1,802,000 | 1,762,000 | 25 |
| NEW MEXICO | 962,000 | 260,500 | 239,500 | 44 |
| NEW YORK | 16,912,000 | 5,119,000 | 5,006,500 | 135 |
| NORTH CAROLINA | 4,582,500 | 1,163,000 | 1,123,000 | 145 |
| NORTH DAKOTA | 634,500 | 172,000 | 167,500 | 20 |
| OHIO | 9,800,000 | 2,957,000 | 2,886,000 | 93 |
| OKLAHOMA | 2,329,000 | 711,500 | 691,500 | 54 |
| OREGON | 1,780,500 | 581,500 | 573,000 | 71 |
| PENNSYLVANIA | 11,383,000 | 3,279,000 | 3,204,000 | 150 |
| RHODE ISLAND | 855,000 | 251,500 | 246,500 | 14 |
| SOUTH CAROLINA | 2,390,500 | 604,500 | 587,000 | 73 |
| SOUTH DAKOTA | 684,000 | 197,500 | 194,500 | 22 |
| TENNESSEE | 3,573,500 | 982,000 | 950,500 | 107 |
| TEXAS | 9,669,000 | 2,845,500 | 2,769,000 | 243 |
| UTAH | 902,000 | 255,000 | 250,000 | 27 |
| VERMONT | 391,500 | 111,000 | 108,500 | 16 |
| VIRGINIA | 3,956,000 | 1,045,000 | 1,004,500 | 97 |
| WASHINGTON | 2,877,000 | 919,000 | 900,000 | 80 |
| WEST VIRGINIA | 1,867,500 | 500,000 | 489,000 | 76 |
| WISCONSIN | 3,943,000 | 1,164,500 | 1,148,000 | 76 |
| WYOMING | 332,000 | 99,500 | 96,000 | 23 |
| Total | 180,768,000 | 53,402,500 | 51,851,500 | 3,460 |

* From Census Bureau and other sources.

talk...

is only as good as the talker, and the talkers on one New York radio station bring entertaining and articulate conversation for more than 20 hours a day to America's largest station audience. A recommendation of your product by these personalities means a marked increase in sales. That's why, year after year, more advertisers use this radio station than any other in New York! The next time you buy radio, why not make it the one station where talk gets results —

WOR-RADIO 710/fm 98.7/An RKO General Station

AM Radio Stations

COMMERCIAL STATIONS OF THE U. S., TERRITORIES AND POSSESSIONS

| Station | City | State | Page | Station | City | State | Page |
|---------|----------------------|-------|------|---------|-------------------------|-------|------|
| CKLW | Detroit, Mich. | | 419 | KAPE | San Antonio, Tex. | | 579 |
| KAAA | Kingman, Ariz. | | 299 | KAPI | Pueblo, Colo. | | 328 |
| KAAB | Hot Springs, Ark. | | 304 | KAPR | Douglas, Ariz. | | 299 |
| KABC | Los Angeles, Calif. | | 314 | KARA | Albuquerque, N. M. | | 459 |
| KABL | Oakland, Calif. | | 316 | KARE | Atchison, Kan. | | 388 |
| KABQ | Albuquerque, N. M. | | 459 | KARI | Blaine, Wash. | | 596 |
| KABR | Aberdeen, S. D. | | 550 | KARK | Little Rock, Ark. | | 305 |
| KABY | Albany, Ore. | | 519 | KARM | Fresno, Calif. | | 311 |
| KACE | Riverside, Calif. | | 319 | KARR | Great Falls, Mont. | | 447 |
| KACI | The Dalles, Ore. | | 525 | KART | Jerome, Idaho | | 364 |
| KACT | Andrews, Tex. | | 562 | KARY | Prosser, Wash. | | 599 |
| KACY | Port Hueneme, Calif. | | 318 | KASE | Austin, Tex. | | 562 |
| KADA | Ada, Okla. | | 515 | KASH | Eugene, Ore. | | 521 |
| KADL | Pine Bluff, Ark. | | 307 | KASI | Ames, Iowa | | 382 |
| KADO | Marshall, Tex. | | 575 | KASK | Ontario, Calif. | | 317 |
| KADY | St. Charles, Mo. | | 443 | KASL | Newcastle, Wyo. | | 615 |
| KAFP | Petaluma, Calif. | | 318 | KASM | Albany, Minn. | | 425 |
| KAFY | Bakersfield, Calif. | | 308 | KASO | Minden, La. | | 402 |
| KAGE | Winona, Minn. | | 431 | KAST | Astoria, Ore. | | 519 |
| KAGH | Crossett, Ark. | | 303 | KASY | Auburn, Wash. | | 596 |
| KAGI | Grants Pass, Ore. | | 521 | KATE | Albert Lea, Minn. | | 425 |
| KAGO | Klamath Falls, Ore. | | 522 | KATI | Casper, Wyo. | | 614 |
| KAGR | Yuba City, Calif. | | 325 | KATL | Miles City, Mont. | | 448 |
| KAGT | Anacortes, Wash. | | 596 | KATY | San Luis Obispo, Calif. | | 322 |
| KAHI | Auburn, Calif. | | 308 | KATZ | St. Louis, Mo. | | 443 |
| KAHR | Redding, Calif. | | 318 | KAUS | Austin, Minn. | | 426 |
| KAHU | Waipahu, Hawaii | | 363 | KAVE | Carlsbad, N. M. | | 460 |
| KAIM | Honolulu, Hawaii | | 361 | KAVI | Rocky Ford, Colo. | | 329 |
| KAIR | Tucson, Ariz. | | 301 | KAVL | Lancaster, Calif. | | 313 |
| KAJI | Little Rock, Ark. | | 305 | KAVR | Apple Valley, Calif. | | 308 |
| KAJO | Grants Pass, Ore. | | 521 | KAWL | York, Neb. | | 452 |
| KAKA | Wickenburg, Ariz. | | 302 | KAWT | Douglas, Ariz. | | 299 |
| KAKC | Tulsa, Okla. | | 518 | KAYE | Puyallup, Wash. | | 599 |
| KAKE | Wichita, Kan. | | 331 | KAYL | Storm Lake, Iowa | | 387 |
| KALB | Alexandria, La. | | 339 | KAYO | Seattle, Wash. | | 599 |
| KALE | Richland, Wash. | | 599 | KAYS | Hays, Kan. | | 389 |
| KALG | Alamogordo, N. M. | | 459 | KAYT | Rupert, Idaho | | 365 |
| KALI | San Gabriel, Calif. | | 322 | KBAL | San Saba, Tex. | | 580 |
| KALL | Salt Lake City, Utah | | 595 | KBAM | Longview, Wash. | | 598 |
| KALM | Thayer, Mo. | | 445 | KBAN | Bowie, Tex. | | 563 |
| KALT | Atlanta, Tex. | | 562 | KBAR | Burley, Idaho | | 333 |
| KALV | Alva, Okla. | | 515 | KBBA | Benton, Ark. | | 303 |
| KAMD | Camden, Ark. | | 303 | KBBB | Borger, Tex. | | 563 |
| KAML | Kenedy, Tex. | | 572 | KBBC | Centerville, Utah | | 583 |
| KAMO | Rogers, Ark. | | 307 | KBBR | North Bend, Ore. | | 523 |
| KAMP | El Centro, Calif. | | 311 | KBBS | Buffalo, Wyo. | | 614 |
| KANA | Anaconda, Mont. | | 446 | KBCH | Ocean Lake, Ore. | | 523 |
| KANB | Shreveport, La. | | 404 | KBCL | Shreveport, La. | | 404 |
| KAND | Corsicana, Tex. | | 566 | KBEA | Mission, Kan. | | 390 |
| KANE | New Iberia, La. | | 402 | KBEC | Waxahachie, Tex. | | 583 |
| KANO | Anoka, Minn. | | 426 | KBEE | Modesto, Calif. | | 316 |
| KANS | Independence, Mo. | | 440 | KBEK | Elk City, Okla. | | 515 |
| KAOK | Lake Charles, La. | | 401 | KBEL | Idabel, Okla. | | 516 |
| KAOL | Carrollton, Mo. | | 439 | KBEN | Carrizo Springs, Tex. | | 534 |
| KAPA | Raymond, Wash. | | 599 | KBET | Reno, Nev. | | 453 |
| KAPB | Marksville, La. | | 402 | KBGN | Caldwell, Idaho | | 363 |

| Station | City | State | Page | Station | City | State | Page |
|---------|-----------------|--------|------|---------|-----------------------|--------|------|
| KBHC | Nashville | Ark. | 306 | KBYS | Anchorage | Alaska | 297 |
| KBHM | Branson | Mo. | 439 | KBZY | Salem | Ore. | 525 |
| KBHS | Hot Springs | Ark. | 305 | KBZZ | La Junta | Colo. | 328 |
| KBIA | Columbia | Mo. | 439 | KCAL | Redlands | Calif. | 318 |
| KBIF | Fresno | Calif. | 312 | KCAP | Helena | Mont. | 448 |
| KBIG | Avalon | Calif. | 308 | KCAR | Clarksville | Tex. | 565 |
| KBIM | Roswell | N. M. | 461 | KCBC | Des Moines | Iowa | 384 |
| KBIS | Bakersfield | Calif. | 309 | KCBD | Lubbock | Tex. | 574 |
| KBIX | Muskogee | Okla. | 517 | KCBQ | San Diego | Calif. | 320 |
| KBIZ | Ottumwa | Iowa | 386 | KCBS | San Francisco | Calif. | 321 |
| KBJT | Fordyce | Ark. | 304 | KCCB | Corning | Ark. | 303 |
| KBKR | Baker | Ore. | 520 | KCCCL | Paris | Ark. | 307 |
| KBKW | Aberdeen | Wash. | 596 | KCCO | Lawton | Okla. | 516 |
| KBLA | Burbank | Calif. | 310 | KCCR | Pierre | S. D. | 550 |
| KBLF | Red Bluff | Calif. | 318 | KCCT | Corpus Christi | Tex. | 565 |
| KBLI | Blackfoot | Idaho | 363 | KCEE | Tucson | Ariz. | 301 |
| KBLO | Hot Springs | Ark. | 305 | KCFA | Spokane | Wash. | 600 |
| KBLT | Big Lake | Tex. | 563 | KCFH | Cuero | Tex. | 567 |
| KBLU | Yuma | Ariz. | 302 | KCFI | Cedar Falls | Iowa | 383 |
| KBMI | Las Vegas | Nev. | 453 | KCHA | Charles City | Iowa | 383 |
| KBMN | Bozeman | Mont. | 447 | KCHE | Cherokee | Iowa | 383 |
| KBMO | Benson | Minn. | 426 | KCHI | Chillicothe | Mo. | 439 |
| KBMW | Breckenridge | Minn. | 426 | KCHJ | Delano | Calif. | 311 |
| KBMX | Coalinga | Calif. | 310 | KCHR | Charleston | Mo. | 439 |
| KBMY | Billings | Mont. | 446 | KCHS | Truth or Consequences | N. M. | 463 |
| KBND | Bend | Ore. | 520 | KCHV | Indio | Calif. | 313 |
| KBOA | Kennett | Mo. | 442 | KCHY | Cheyenne | Wyo. | 614 |
| KBOE | Oskaloosa | Iowa | 386 | KCID | Caldwell | Idaho | 364 |
| KBOI | Boise | Idaho | 363 | KCIJ | Shreveport | La. | 404 |
| KBOK | Malvern | Ark. | 306 | KCIL | Houma | La. | 401 |
| KBOL | Boulder | Col. | 325 | KCIM | Carroll | Iowa | 382 |
| KBOM | Bismarck-Mandan | N. D. | 503 | KCJB | Minot | N. D. | 504 |
| KBON | Omaha | Neb. | 451 | KCKC | San Bernardino | Calif. | 320 |
| KBOP | Pleasanton | Tex. | 578 | KCKN | Kansas City | Kan. | 389 |
| KBOR | Brownsville | Tex. | 564 | KCKY | Coolidge | Ariz. | 298 |
| KBOW | Butte | Mont. | 447 | KCLA | Pine Bluff | Ark. | 307 |
| KBOX | Dallas | Tex. | 567 | KCLB | Libby | Mont. | 448 |
| KBOY | Medford | Ore. | 522 | KCLE | Cleburne | Tex. | 565 |
| KBRC | Mount Vernon | Wash. | 598 | KCLF | Clifton | Ariz. | 298 |
| KBRI | Brinkley | Ark. | 303 | KCLN | Clinton | Iowa | 383 |
| KBRK | Brookings | S. D. | 550 | KCLO | Leavenworth | Kan. | 389 |
| KBRL | McCook | Neb. | 451 | KCLS | Flagstaff | Ariz. | 299 |
| KBRN | Brighton | Col. | 325 | KCLV | Clovis | N. M. | 460 |
| KBRO | Bremerton | Wash. | 596 | KCLW | Hamilton | Tex. | 571 |
| KBR8 | Springdale | Ark. | 307 | KCLX | Collax | Wash. | 597 |
| KBRV | Soda Springs | Idaho | 365 | KCMC | Texarkana | Tex. | 581 |
| KBRX | O'Neill | Neb. | 452 | KCMJ | Palm Springs | Calif. | 317 |
| KBRZ | Freeport | Tex. | 570 | KCMO | Kansas City | Mo. | 441 |
| KBSF | Springhill | La. | 405 | KCMR | McCamey | Tex. | 575 |
| KBST | Big Spring | Tex. | 563 | KCMS | Manitou Spring | Colo. | 328 |
| KBTA | Batesville | Ark. | 303 | KCNI | Broken Bow | Neb. | 449 |
| KBTM | Jonesboro | Ark. | 305 | KCNO | Alturas | Calif. | 308 |
| KBTN | Neosho | Mo. | 442 | KCNY | San Marcos | Tex. | 580 |
| KBTO | El Dorado | Kan. | 388 | KCOB | Newton | Iowa | 386 |
| KBUB | Sparks | Nev. | 454 | KCOG | Centerville | Iowa | 383 |
| KBUC | Corona | Calif. | 310 | KCOH | Houston | Tex. | 571 |
| KBUD | Athens | Tex. | 562 | KCOK | Tulare | Calif. | 324 |
| KBUH | Brigham City | Utah | 583 | KCOL | Ft. Collins | Colo. | 327 |
| KBUN | Bemidji | Minn. | 426 | KCON | Conway | Ark. | 303 |
| KBUR | Burlington | Iowa | 382 | KCOR | San Antonio | Tex. | 579 |
| KBUS | Mexia | Tex. | 575 | KCOW | Alliance | Neb. | 449 |
| KBUY | Amarillo | Tex. | 561 | KCOY | Santa Maria | Calif. | 323 |
| KBUZ | Phoenix | Ariz. | 299 | KCPX | Salt Lake City | Utah | 585 |
| KBVM | Lancaster | Calif. | 313 | KCRA | Sacramento | Calif. | 319 |
| KBWD | Brownwood | Tex. | 564 | KCRB | Chanute | Kan. | 388 |
| KBYE | Oklahoma City | Okla. | 517 | KCRC | Enid | Okla. | 516 |
| KBYG | Big Spring | Tex. | 563 | KCRG | Cedar Rapids | Iowa | 383 |
| KBYP | Shcmrock | Tex. | 580 | KCRS | Midland | Tex. | 575 |

| Station | City | State | Page |
|---------|-----------------------|-------|------|
| KCRT | Trinidad, Colo. | | 329 |
| KCRV | Caruthersville, Mo. | | 439 |
| KCSJ | Pueblo, Colo. | | 329 |
| KCSR | Chadron, Neb. | | 449 |
| KCTA | Corpus Christi, Tex. | | 566 |
| KCTI | Gonzales, Tex. | | 571 |
| KCTX | Childress, Tex. | | 564 |
| KCUB | Tucson, Ariz. | | 301 |
| KCUE | Red Wing, Minn. | | 429 |
| KCUL | Fort Worth, Tex. | | 570 |
| KCVL | Colville, Wash. | | 597 |
| KCVR | Lodi, Calif. | | 313 |
| KCYL | Lampasas, Tex. | | 573 |
| KDAC | Fort Bragg, Calif. | | 311 |
| KDAL | Duluth, Minn. | | 427 |
| KDAN | Eureka, Calif. | | 311 |
| KDAV | Lubbock, Tex. | | 574 |
| KDAY | Hollywood, Calif. | | 312 |
| KDB | Santa Barbara, Calif. | | 323 |
| KDBC | Mansfield, La. | | 402 |
| KDBM | Dillon, Mont. | | 447 |
| KDBS | Alexandria, La. | | 399 |
| KDDD | Dumas, Tex. | | 568 |
| KDEC | Decorah, Iowa | | 384 |
| KDEF | Albuquerque, N. M. | | 459 |
| KDEN | Denver, Colo. | | 326 |
| KDEO | El Cajon, Calif. | | 311 |
| KDES | Palm Springs, Calif. | | 317 |
| KDET | Center, Tex. | | 564 |
| KDEX | Dexter, Mo. | | 440 |
| KDGO | Durango, Colo. | | 327 |
| KDHL | Faribault, Minn. | | 427 |
| KDIA | Oakland, Calif. | | 316 |
| KDIO | Ortonville, Minn. | | 429 |
| KDIX | Dickinson, N. D. | | 503 |
| KDJI | Holbrook, Ariz. | | 299 |
| KDKA | Pittsburgh, Pa. | | 537 |
| KDKD | Clinton, Mo. | | 439 |
| KDLA | DeRidder, La. | | 400 |
| KDLK | Del Rio, Tex. | | 568 |
| KDLM | Detroit Lakes, Minn. | | 427 |
| KDLR | Devils Lake, N. D. | | 503 |
| KDMA | Montevideo, Minn. | | 429 |
| KDMO | Carthage, Mo. | | 439 |
| KDMS | El Dorado, Ark. | | 303 |
| KDNT | Denton, Tex. | | 568 |
| KDOK | Tyler, Tex. | | 582 |
| KDOM | Windom, Minn. | | 431 |
| KDON | Salinas, Calif. | | 319 |
| KDOT | Reno, Nev. | | 454 |
| KDOV | Medford, Ore. | | 522 |
| KDQN | DeQueen, Ark. | | 303 |
| KDRO | Sedalia, Mo. | | 444 |
| KDRS | Paragould, Ark. | | 306 |
| KDSJ | Deadwood, S. D. | | 550 |
| KDSN | Denison, Iowa | | 384 |
| KDSX | Denison-Sherman, Tex. | | 568 |
| KDTA | Delta, Colo. | | 326 |
| KDTH | Dubuque, Iowa | | 385 |
| KDUB | Lubbock, Tex. | | 574 |
| KDUZ | Hutchinson, Minn. | | 427 |
| KDWB | St. Paul, Minn. | | 430 |
| KDWT | Stamford, Tex. | | 581 |
| KDXE | N. Little Rock, Ark. | | 306 |
| KDXU | St. George, Utah | | 584 |
| KDYL | Tooele City, Utah | | 585 |
| KDZA | Pueblo, Colo. | | 329 |
| KEAN | Brownwood, Tex. | | 564 |

| Station | City | State | Page |
|---------|---------------------------|-------|------|
| KEAP | Fresno, Calif. | | 312 |
| KEBE | Jacksonville, Tex. | | 572 |
| KECK | Odessa, Tex. | | 576 |
| KEDO | Longview, Wash. | | 598 |
| KEED | Springfield-Eugene, Ore. | | 525 |
| KEEE | Nacogdoches, Tex. | | 576 |
| KEEL | Shreveport, La. | | 404 |
| KEEN | San Jose, Calif. | | 322 |
| KEEP | Twin Falls, Idaho | | 365 |
| KELA | Centralia-Chehalis, Wash. | | 597 |
| KELD | El Dorado, Ark. | | 303 |
| KELK | Elko, Nev. | | 453 |
| KELO | Sioux Falls, S. D. | | 551 |
| KELP | El Paso, Tex. | | 569 |
| KELY | Ely, Nev. | | 453 |
| KENA | Mena, Ark. | | 306 |
| KENE | Toppenish, Wash. | | 601 |
| KENI | Anchorage, Alaska | | 297 |
| KENL | Arcata, Calif. | | 308 |
| KENM | Portales, N. M. | | 461 |
| KENN | Farmington, N. M. | | 460 |
| KENO | Las Vegas, Nev. | | 453 |
| KENS | San Antonio, Tex. | | 579 |
| KENY | Bellingham, Wash. | | 596 |
| KEOK | Payette, Idaho | | 365 |
| KEOS | Flagstaff, Ariz. | | 299 |
| KEPR | Kennewick, Wash. | | 597 |
| KEPS | Eagle Pass, Tex. | | 568 |
| KERB | Kermit, Tex. | | 573 |
| KERC | Eastland, Tex. | | 569 |
| KERG | Eugene, Ore. | | 521 |
| KERN | Bakersfield, Calif. | | 309 |
| KERV | Kerrville, Tex. | | 573 |
| KETX | Livingston, Tex. | | 573 |
| KEUN | Eunice, La. | | 400 |
| KEVE | Minneapolis, Minn. | | 428 |
| KEVL | White Castle, La. | | 405 |
| KEVT | Tucson, Ariz. | | 301 |
| KEWB | Oakland, Calif. | | 316 |
| KEX | Portland, Ore. | | 523 |
| KEXO | Grand Junction, Colo. | | 327 |
| KEYD | Oakes, N. D. | | 505 |
| KEYE | Perryton, Tex. | | 577 |
| KEYJ | Jamestown, N. D. | | 504 |
| KEYS | Corpus Christi, Tex. | | 566 |
| KEYY | Provo, Utah | | 584 |
| KEYZ | Williston, N. D. | | 505 |
| KEZU | Rapid City, S. D. | | 550 |
| KEZY | Anaheim, Calif. | | 308 |
| KFAB | Omaha, Neb. | | 451 |
| KFAC | Los Angeles, Calif. | | 314 |
| KFAL | Fulton, Mo. | | 440 |
| KFAM | St. Cloud, Minn. | | 430 |
| KFAR | Fairbanks, Alaska | | 297 |
| KFAX | San Francisco, Calif. | | 321 |
| KFAY | Fayetteville, Ark. | | 304 |
| KFBB | Great Falls, Mont. | | 447 |
| KFBC | Cheyenne, Wyo. | | 614 |
| KFBK | Sacramento, Calif. | | 319 |
| KFDA | Amarillo, Tex. | | 561 |
| KFDF | Van Buren, Ark. | | 308 |
| KFDM | Beaumont, Tex. | | 562 |
| KFDR | Grand Coulee, Wash. | | 597 |
| KFEL | Pueblo, Colo. | | 329 |
| KFEQ | St. Joseph, Mo. | | 443 |
| KFFA | Helena, Ark. | | 304 |
| KFH | Wichita, Kan. | | 391 |
| KFHA | Lakewood, Wash. | | 598 |

| Station | City | State | Page | Station | City | State | Page |
|---------|------------------------|-------|------|---------|----------------------------|-------|------|
| KFI | Los Angeles, Calif. | | 314 | KGHL | Billings, Mont. | | 446 |
| KFIV | Modesto, Calif. | | 316 | KGHM | Brookfield, Mo. | | 439 |
| KFIZ | Fond Du Lac, Wisc. | | 608 | KGHS | International Falls, Minn. | | 428 |
| KFJB | Marshalltown, Iowa | | 386 | KGIL | San Fernando, Calif. | | 321 |
| KFJZ | Fort Worth, Tex. | | 570 | KGIW | Alamosa, Colo. | | 325 |
| KFKA | Greeley, Colo. | | 328 | KGKB | Tyler, Tex. | | 582 |
| KFKF | Bellevue, Wash. | | 596 | KGKL | San Angelo, Tex. | | 578 |
| KFLD | Floydada, Tex. | | 570 | KGLC | Miami, Okla. | | 517 |
| KFLJ | Walsenburg, Colo. | | 329 | KGLN | Glenwood Springs, Colo. | | 327 |
| KFLW | Klamath Falls, Ore. | | 522 | KGLO | Mason City, Iowa | | 386 |
| KFLY | Corvallis, Ore. | | 520 | KGLU | Safford, Ariz. | | 301 |
| KFMB | San Diego, Calif. | | 320 | KGMB | Honolulu, Hawaii | | 361 |
| KFMJ | Tulsa, Okla. | | 518 | KGMC | Englewood, Colo. | | 327 |
| KFML | Denver, Colo. | | 326 | KGMO | Cape Girardeau, Mo. | | 439 |
| KFMO | Flat River, Mo. | | 440 | KGMS | Sacramento, Calif. | | 319 |
| KFNF | Shenandoah, Iowa | | 386 | KGNB | New Braunfels, Tex. | | 576 |
| KFNV | Ferriday, La. | | 400 | KGNC | Amarillo, Tex. | | 561 |
| KFOR | Lincoln, Neb. | | 451 | KGNO | Dodge City, Kan. | | 388 |
| KFOX | Long Beach, Calif. | | 313 | KGO | San Francisco, Calif. | | 321 |
| KFPW | Fort Smith, Ark. | | 304 | KGON | Oregon City, Ore. | | 523 |
| KFQD | Anchorage, Alaska | | 297 | KGOS | Torrington, Wyo. | | 616 |
| KFRB | Fairbanks, Alaska | | 298 | KGPC | Grafton, N. D. | | 504 |
| KFRC | San Francisco, Calif. | | 321 | KGRI | Henderson, Tex. | | 571 |
| KFRD | Rosenberg, Tex. | | 578 | KGRL | Bend, Ore. | | 520 |
| KFRE | Fresno, Calif. | | 312 | KGRN | Grinnell, Iowa | | 385 |
| KFRM | Concordia, Kan. | | 388 | KGRO | Gresham, Ore. | | 521 |
| KFRO | Longview, Tex. | | 574 | KGRT | Las Cruces, N. M. | | 461 |
| KFRU | Columbia, Mo. | | 439 | KGST | Fresno, Calif. | | 312 |
| KFSA | Fort Smith, Ark. | | 304 | KGU | Honolulu, Hawaii | | 361 |
| KFSB | Joplin, Mo. | | 440 | KGVL | Greenville, Tex. | | 571 |
| KFSC | Denver, Colo. | | 326 | KGVO | Missoula, Mont. | | 448 |
| KFST | Ft. Stockton, Tex. | | 570 | KGWV | Belgrade, Mont. | | 446 |
| KFTM | Fort Morgan, Colo. | | 327 | KGW | Portland, Ore. | | 523 |
| KFTV | Paris, Tex. | | 577 | KGWA | Enid, Okla. | | 516 |
| KFUN | Las Vegas, N. M. | | 461 | KGY | Olympia, Wash. | | 598 |
| KFVS | Cape Girardeau, Mo. | | 439 | KGYN | Guymon, Okla. | | 516 |
| KFWB | Los Angeles, Calif. | | 314 | KHAM | Albuquerque, N. M. | | 459 |
| KFXD | Nampa, Idaho | | 364 | KHAS | Hastings, Neb. | | 450 |
| KFXM | San Bernardino, Calif. | | 320 | KHAT | Phoenix, Ariz. | | 299 |
| KFYN | Bonham, Tex. | | 563 | KHBC | Hilo, Hawaii | | 361 |
| KFYO | Lubbock, Tex. | | 574 | KHBM | Monticello, Ark. | | 306 |
| KFYR | Bismarck, N. D. | | 503 | KHBR | Hillsboro, Tex. | | 571 |
| KG A | Spokane, Wash. | | 600 | KHEM | Big Spring, Tex. | | 563 |
| KGAF | Gainesville, Tex. | | 570 | KHEN | Henryetta, Okla. | | 516 |
| KGAK | Gallup, N. M. | | 460 | KHEP | Phoenix, Ariz. | | 299 |
| KGAL | Lebanon, Ore. | | 522 | KHEY | El Paso, Tex. | | 563 |
| KGAS | Carthage, Tex. | | 564 | KHFH | Sierra Vista, Ariz. | | 301 |
| KGAY | Salem, Ore. | | 525 | KHHH | Pampa, Tex. | | 577 |
| KGB | San Diego, Calif. | | 320 | KHIT | Walla Walla, Wash. | | 602 |
| KGBC | Galveston, Tex. | | 571 | KHJ | Los Angeles, Calif. | | 315 |
| KGBS | Los Angeles, Calif. | | 314 | KHMO | Hannibal, Mo. | | 440 |
| KGBT | Harlingen, Tex. | | 571 | KHOB | Hobbs, N. M. | | 461 |
| KG BX | Springfield, Mo. | | 445 | KHOE | Truckee, Calif. | | 324 |
| KG CX | Sidney, Mont. | | 449 | KHOG | Fayetteville, Ark. | | 304 |
| KGDN | Edmonds, Wash. | | 597 | KHOT | Madera, Calif. | | 315 |
| KGEE | Bakersfield, Calif. | | 309 | KHOW | Denver, Colo. | | 326 |
| KG EK | Sterling, Colo. | | 329 | KHOZ | Harrison, Ark. | | 304 |
| KGEM | Boise, Idaho | | 363 | KHQ | Spokane, Wash. | | 600 |
| KG EN | Tulare, Calif. | | 324 | KHSJ | Hemet, Calif. | | 312 |
| KG ER | Long Beach, Calif. | | 313 | KHSL | Chico, Calif. | | 310 |
| KG EZ | Kalispell, Mont. | | 448 | KHUB | Fremont, Neb. | | 450 |
| KG FF | Shawnee, Okla. | | 518 | KHUZ | Borger, Tex. | | 563 |
| KG FJ | Los Angeles, Calif. | | 315 | KHVH | Honolulu, Hawaii | | 361 |
| KG FL | Roswell, N. M. | | 461 | KIBE | Palo Alto, Calif. | | 317 |
| KG FW | Kearney, Neb. | | 450 | KIBH | Seward, Alaska | | 298 |
| KG FX | Pierre, S. D. | | 550 | KIBL | Beeville, Tex. | | 563 |
| KG GF | Coffeyville, Kan. | | 388 | KIBS | Bishop, Calif. | | 310 |
| KG GM | Albuquerque, N. M. | | 459 | KICD | Spencer, Iowa | | 387 |
| KG HF | Pueblo, Colo. | | 329 | | | | |

| Station | City | State | Page | Station | City | State | Page |
|---------|-------------------|--------------|------|---------|-----------------|--------|------|
| KICK | Springfield | Mo. | 445 | KJIM | Fort Worth | Tex. | 570 |
| KICN | Denver | Colo. | 326 | KJNO | Juneau | Alaska | 298 |
| KICO | El Centro | Calif. | 311 | KJOE | Shreveport | La. | 405 |
| KICY | Nome | Alaska | 298 | KJOY | Stockton | Calif. | 323 |
| KID | Idaho Falls | Idaho | 364 | KJR | Seattle | Wash. | 600 |
| KIDD | Monterey | Calif. | 316 | KJRG | Newton | Kan. | 390 |
| KIDO | Boise | Idaho | 363 | KJSK | Columbus | Neb. | 450 |
| KIEM | Eureka | Calif. | 311 | KKAN | Phillipsburg | Kan. | 390 |
| KIEV | Glendale | Calif. | 312 | KKAR | Pomona | Calif. | 318 |
| KIFI | Idaho Falls | Idaho | 364 | KKEY | Vancouver | Wash. | 601 |
| KIFN | Phoenix | Ariz. | 300 | KKID | Pendleton | Oreg. | 523 |
| KIFW | Sitka | Alaska | 298 | KKIS | Pittsburg | Calif. | 318 |
| KIHN | Hugo | Okla. | 516 | KKSN | Dallas | Tex. | 567 |
| KIHO | Sioux Falls | S.D. | 551 | KLAC | Los Angeles | Calif. | 315 |
| KIHR | Hood River | Oreg. | 521 | KLAD | Klamath Falls | Oreg. | 522 |
| KIJV | Huron | S.D. | 550 | KLAK | Lakewood | Colo. | 328 |
| KIKI | Honolulu | Hawaii | 362 | KLAM | Cordova | Alaska | 297 |
| KIKO | Globe-Miami | Ariz. | 299 | KLAN | Lemoore | Calif. | 313 |
| KIKS | Sulphur-Lake | Charles, La. | 405 | KLAS | Las Vegas | Nev. | 453 |
| KILE | Galveston | Tex. | 571 | KLBM | LaGrande | Oreg. | 522 |
| KILO | Grand Forks | N.D. | 504 | KLCN | Blytheville | Ark. | 303 |
| KILT | Houston | Tex. | 572 | KLCO | Poteau | Okla. | 518 |
| KIMA | Yakima | Wash. | 602 | KLEA | Lovington | N.M. | 461 |
| KIMB | Kimball | Neb. | 450 | KLEE | Ottumwa | Iowa | 386 |
| KIML | Gillette | Wyo. | 615 | KLEI | Kailua | Hawaii | 363 |
| KIMN | Denver | Colo. | 326 | KLEM | Le Mars | Iowa | 385 |
| KIMO | Hilo | Hawaii | 361 | KLEN | Killeen | Tex. | 573 |
| KIMP | Mount Pleasant | Tex. | 576 | KLEO | Wichita | Kan. | 391 |
| KIND | Independence | Kan. | 389 | KLER | Orofino | Idaho | 365 |
| KINE | Kingsville | Tex. | 573 | KLEX | Lexington | Mo. | 442 |
| KING | Seattle | Wash. | 599 | KLFD | Litchfield | Minn. | 428 |
| KINS | Eureka | Calif. | 311 | KLFT | Golden Meadow | La. | 400 |
| KINT | El Paso | Tex. | 569 | KLGA | Algona | Iowa | 382 |
| KINY | Juneau | Alaska | 298 | KLGR | Redwoods Falls | Minn. | 429 |
| KIOA | Des Moines | Iowa | 384 | KLGN | Logan | Utah | 583 |
| KIOT | Barstow | Calif. | 309 | KLIB | Liberal | Kan. | 390 |
| KIOX | Bay City | Tex. | 562 | KLIC | Monroe | La. | 402 |
| KIPA | Hilo | Hawaii | 361 | KLIF | Dallas | Tex. | 567 |
| KIRL | Wichita | Kan. | 391 | KLIK | Jefferson City | Mo. | 440 |
| KIRO | Seattle | Wash. | 600 | KLIL | Estherville | Iowa | 385 |
| KIRT | Mission | Tex. | 576 | KLIN | Lincoln | Neb. | 451 |
| KIRX | Kirksville | Mo. | 442 | KLIQ | Portland | Oreg. | 523 |
| KISD | Sioux Falls | S.D. | 551 | KLIR | Denver | Colo. | 326 |
| KISN | Portland | Oreg. | 523 | KLIV | San Jose | Calif. | 322 |
| KIST | Santa Barbara | Calif. | 323 | KLIX | Twin Falls | Idaho | 367 |
| KIT | Yakima | Wash. | 602 | KLIZ | Brainerd | Minn. | 426 |
| KITE | San Antonio | Tex. | 579 | KLKC | Parsons | Kan. | 390 |
| KITI | Chehalis-Centrala | Wash. | 597 | LLA | Leesville | La. | 401 |
| KITN | Olympia | Wash. | 598 | KLLL | Lubbock | Tex. | 574 |
| KITO | San Bernardino | Calif. | 320 | KLMO | Longmont | Colo. | 328 |
| KIUL | Garden City | Kan. | 388 | KLMR | Lamar | Colo. | 328 |
| KIUN | Pecos | Tex. | 577 | KLMS | Lincoln | Neb. | 451 |
| KIUP | Durango | Colo. | 327 | KLMX | Clayton | N.M. | 460 |
| KIVY | Crockett | Tex. | 567 | KLO | Ogden | Utah | 594 |
| KIXL | Dallas | Tex. | 567 | KLOE | Goodland | Kan. | 389 |
| KIXX | Provo | Utah | 584 | KLOG | Kelso | Wash. | 597 |
| KIXZ | Amarillo | Tex. | 561 | KLOH | Pipestone | Minn. | 429 |
| KIZZ | El Paso | Tex. | 569 | KLOK | San Jose | Calif. | 322 |
| KJAM | Madison | S.D. | 550 | KLOO | Corvallis | Oreg. | 520 |
| KJAN | Atlantic | Iowa | 382 | KLOQ | Yakima | Wash. | 602 |
| KJAX | Santa Rosa | Calif. | 323 | KLOS | Albuquerque | N.M. | 459 |
| KJAY | Topeka | Kan. | 391 | KLOU | Lake Charles | La. | 401 |
| KJBC | Midland | Tex. | 576 | KLOV | Loveland | Colo. | 328 |
| KJCK | Junction City | Kan. | 389 | KLPL | Lake Providence | La. | 401 |
| KJEF | Jennings | La. | 401 | KLPM | Minot | N.D. | 504 |
| KJEM | Oklahoma City | Okla. | 517 | KLPR | Oklahoma City | Okla. | 517 |
| KJET | Beaumont | Tex. | 563 | KLPW | Union | Mo. | 446 |
| KJFJ | Webster City | Iowa | 387 | KLRA | Little Rock | Ark. | 305 |

| Station | City | State | Page | Station | City | State | Page |
|---------|-----------------------|-------|------|---------|----------------------|-------|------|
| KLRS | Mountain Grove, Mo. | | 442 | KNCM | Moberly, Mo. | | 442 |
| KLTF | Little Falls, Minn. | | 428 | KNCO | Garden City, Kan. | | 389 |
| KLTR | Blackwell, Okla. | | 515 | KNCY | Nebraska City, Neb. | | 451 |
| KLTZ | Glasgow, Mont. | | 447 | KNDC | Hettinger, N.D. | | 504 |
| KLUB | Salt Lake City, Utah | | 585 | KNDE | Aztec, N.M. | | 460 |
| KLUE | Longview, Tex. | | 574 | KNDI | Honolulu, Hawaii | | 362 |
| KLUK | Evanston, Wyo. | | 615 | KNDY | Marysville, Kan. | | 390 |
| KLUV | Haynesville, La. | | 401 | KNEA | Jonesboro, Ark. | | 305 |
| KLVL | Pasadena, Tex. | | 577 | KNEB | Scottsbluff, Neb. | | 452 |
| KLVT | Levelland, Tex. | | 573 | KNED | McAlester, Okla. | | 516 |
| KLWN | Lawrence, Kan. | | 389 | KNEL | Brady, Tex. | | 564 |
| KLWT | Lebanon, Mo. | | 442 | KNEM | Nevada, Mo. | | 442 |
| KLYD | Bakersfield, Calif. | | 309 | KNET | Palestine, Tex. | | 577 |
| KLYK | Spokane, Wash. | | 601 | KNEX | McPherson, Kan. | | 390 |
| KLYR | Clarksville, Ark. | | 303 | KNEW | Spokane, Wash. | | 601 |
| KLZ | Denver, Colo. | | 326 | KNEZ | Lompoc, Calif. | | 313 |
| KMA | Shenandoah, Iowa | | 386 | KNGS | Hanford, Calif. | | 312 |
| KMAC | San Antonio, Tex. | | 580 | KNIA | Knoxville, Iowa | | 385 |
| KMAE | McKinney, Tex. | | 575 | KNIM | Maryville, Mo. | | 442 |
| KMAK | Fresno, Calif. | | 312 | KNIT | Abilene, Tex. | | 561 |
| KMAN | Manhattan, Kan. | | 390 | KNND | Cottage Grove, Oreg. | | 520 |
| KMAP | Bakersfield, Calif. | | 309 | KNOC | Natchitoches, La. | | 402 |
| KMAQ | Maquoketa, Iowa | | 385 | KNOE | Monroe, La. | | 402 |
| KMAR | Winnesboro, La. | | 406 | KNOG | Nogales, Ariz. | | 299 |
| KMBC | Kansas City, Mo. | | 441 | KNOK | Fort Worth, Tex. | | 570 |
| KMBL | Junction, Tex. | | 572 | KNOR | Norman, Okla. | | 517 |
| KMBY | Monterey, Calif. | | 316 | KNOT | Prescott, Ariz. | | 300 |
| KMCD | Fairfield, Iowa | | 385 | KNOW | Austin, Tex. | | 562 |
| KMCM | McMinnville, Oreg. | | 522 | KNOX | Grand Forks, N.D. | | 504 |
| KMCO | Conroe, Tex. | | 565 | KNPT | Newport, Oreg. | | 522 |
| KMDO | Fort Scott, Kan. | | 388 | KNUJ | New Ulm, Minn. | | 429 |
| KMED | Medford, Oreg. | | 522 | KNUZ | Houston, Tex. | | 572 |
| KMEL | Wenatchee, Wash. | | 602 | KNX | Los Angeles, Calif. | | 315 |
| KMEO | Omaha, Neb. | | 452 | KOA | Denver, Colo. | | 326 |
| KMET | Paradise, Calif. | | 317 | KOAL | Price, Utah | | 584 |
| KMGM | Albuquerque, N.M. | | 459 | KOAM | Pittsburg, Kan. | | 390 |
| KMHL | Marshall, Minn. | | 428 | KOB | Albuquerque, N.M. | | 459 |
| KMHT | Marshall, Tex. | | 575 | KOBE | Las Cruces, N.M. | | 461 |
| KML | Cameron, Tex. | | 564 | KOBH | Hot Springs, S.D. | | 550 |
| KMIN | Grants, N.M. | | 461 | KOCA | Kilgore, Tex. | | 573 |
| KMIS | Portageville, Mo. | | 443 | KOCY | Oklahoma City, Okla. | | 517 |
| KMJ | Fresno, Calif. | | 312 | KODE | Joplin, Mo. | | 440 |
| KMLB | Monroe, La. | | 402 | KODI | Cody, Wyo. | | 615 |
| KMLW | Marlin, Tex. | | 575 | KODL | The Dalles, Oreg. | | 525 |
| KMMJ | Grand Island, Neb. | | 450 | KODY | North Platte, Neb. | | 451 |
| KMMO | Marshall, Mo. | | 442 | KOEL | Oelwein, Iowa | | 386 |
| KMNS | Sioux City, Iowa | | 387 | KOFA | Yuma, Ariz. | | 302 |
| KMO | Tacoma, Wash. | | 601 | KOFE | Pullman, Wash. | | 599 |
| KMON | Great Falls, Mont. | | 447 | KOFI | Kalispell, Mont. | | 448 |
| KMOP | Tucson, Ariz. | | 301 | KOFO | Ottawa, Kan. | | 390 |
| KMOR | Littleton, Colo. | | 328 | KOFY | San Mateo, Calif. | | 322 |
| KMOX | St. Louis, Mo. | | 443 | KOGA | Ogallala, Neb. | | 451 |
| KMPC | Los Angeles, Calif. | | 315 | KOGO | San Diego, Calif. | | 320 |
| KMRC | Morgan City, La. | | 402 | KOGT | Orange, Tex. | | 577 |
| KMRS | Morris, Minn. | | 429 | KOH | Reno, Nev. | | 454 |
| KMUL | Muleshoe, Tex. | | 576 | KOHI | St. Helens, Oreg. | | 525 |
| KMUR | Murray, Utah | | 584 | KOHO | Honolulu, Hawaii | | 362 |
| KMUS | Muskogee, Okla. | | 517 | KOHU | Hermiston, Oreg. | | 521 |
| KMVI | Wailuku-Maui, Hawaii | | 363 | KOIL | Omaha, Neb. | | 451 |
| KMYC | Marysville, Calif. | | 315 | KOIN | Portland, Oreg. | | 524 |
| KNAF | Fredericksburg, Tex. | | 570 | KOJM | Havre, Mont. | | 448 |
| KNAK | Salt Lake City, Utah | | 585 | KOKA | Shreveport, La. | | 405 |
| KNAL | Victoria, Tex. | | 582 | KOKE | Austin, Tex. | | 562 |
| KNBA | Vallejo, Calif. | | 324 | KOKL | Oklmulgee, Okla. | | 518 |
| KNBC | San Francisco, Calif. | | 321 | KOKO | Warrensburg, Mo. | | 446 |
| KNBX | Kirkland, Wash. | | 598 | KOKY | Little Rock, Ark. | | 305 |
| KNBY | Newport, Ark. | | 306 | KOKX | Keokuk, Iowa | | 385 |
| KNCK | Concordia, Kan. | | 388 | KOL | Seattle, Wash. | | 600 |

| Station | City | State | Page | Station | City | State | Page |
|---------|----------------------|-------|------|---------|-------------------------|-------|------|
| KOLD | Tucson, Ariz. | | 302 | KPET | Lamesa, Tex. | | 573 |
| KOLE | Port Arthur, Tex. | | 578 | KPHO | Phoenix, Ariz. | | 300 |
| KOLJ | Quannah, Tex. | | 578 | KPIG | Cedar Rapids, Iowa | | 383 |
| KOLO | Reno, Nev. | | 454 | KPIK | Colorado Springs, Colo. | | 325 |
| KOLR | Sterling, Colo. | | 329 | KPIN | Casa Grande, Ariz. | | 298 |
| KOLS | Pryor, Okla. | | 518 | KPKW | Pasco, Wash. | | 599 |
| KOLT | Scottsbluff, Neb. | | 452 | KPLC | Lake Charles, La. | | 401 |
| KOLY | Mobridge, S.D. | | 550 | KPLK | Dallas, Ore. | | 520 |
| KOMA | Oklahoma City, Okla. | | 517 | KPLT | Paris, Tex. | | 577 |
| KOME | Tulsa, Okla. | | 518 | KPLY | Crescent City, Calif. | | 310 |
| KOMO | Seattle, Wash. | | 600 | KPMC | Bakersfield, Calif. | | 309 |
| KOMW | Omak, Wash. | | 598 | KPNG | Port Neches, Tex. | | 578 |
| KOMY | Watsonville, Calif. | | 324 | KPOC | Pocahontas, Ark. | | 307 |
| KONE | Reno, Nev. | | 454 | KPOD | Crescent City, Calif. | | 311 |
| KONG | Visalia, Calif. | | 324 | KPOI | Honolulu, Hawaii | | 362 |
| KONO | San Antonio, Tex. | | 580 | KPOJ | Portland, Ore. | | 524 |
| KONP | Port Angeles, Wash. | | 599 | KPOK | Scottsdale, Ariz. | | 301 |
| KOOD | Honolulu, Hawaii | | 362 | KPOL | Los Angeles, Calif. | | 315 |
| KOOK | Billings, Mont. | | 446 | KPON | Anderson, Calif. | | 308 |
| KOOL | Phoenix, Ariz. | | 300 | KPOR | Quincy, Wash. | | 599 |
| KOOO | Omaha, Neb. | | 452 | KPOW | Powell, Wyo. | | 615 |
| KOOS | Coos Bay, Ore. | | 520 | KPQ | Wenatchee, Wash. | | 602 |
| KOPR | Butte, Mont. | | 447 | KPRB | Redmond, Ore. | | 524 |
| KOPY | Alice, Tex. | | 561 | KPRC | Houston, Tex. | | 572 |
| KORA | Bryan, Tex. | | 564 | KPRK | Livingston, Mont. | | 448 |
| KORC | Mineral Wells, Tex. | | 576 | KPRL | Paso Robles, Calif. | | 317 |
| KORD | Pasco, Wash. | | 598 | KPRO | Riverside, Calif. | | 319 |
| KORE | Eugene, Ore. | | 521 | KPRS | Kansas City, Mo. | | 441 |
| KORK | Las Vegas, Nev. | | 453 | KPSO | Falfurrias, Tex. | | 569 |
| KORL | Honolulu, Hawaii | | 362 | KPST | Preston, Idaho | | 365 |
| KORN | Mitchell, S. D. | | 550 | KPTL | Carson City, Nev. | | 453 |
| KORT | Grangeville, Idaho | | 364 | KPUG | Bellingham, Wash. | | 596 |
| KOSA | Odessa, Tex. | | 576 | KQAQ | Austin, Minn. | | 426 |
| KOSE | Osceola, Ark. | | 306 | KQBY | San Francisco, Calif. | | 321 |
| KOSI | Denver, Colo. | | 327 | KQDI | Bismarck, N. D. | | 503 |
| KOSY | Texarkana, Ark. | | 308 | KQDY | Minot, N. D. | | 505 |
| KOTA | Rapid City, S. D. | | 551 | KQEN | Roseburg, Ore. | | 524 |
| KOTE | Fergus Falls, Minn. | | 427 | KQEO | Albuquerque, N.M. | | 459 |
| KOTN | Pine Bluff, Ark. | | 307 | KQIK | Lakeview, Ore. | | 522 |
| KOTS | Deming, N. M. | | 460 | KQTE | Missoula, Mont. | | 449 |
| KOVC | Valley City, N. D. | | 505 | KQTY | Everett, Wash. | | 597 |
| KOVE | Lander, Wyo. | | 615 | KQV | Pittsburgh, Pa. | | 537 |
| KOVO | Provo, Utah | | 584 | KRAC | Alamogordo, N. M. | | 459 |
| KOWB | Laramie, Wyo. | | 615 | KRAI | Craig, Colo. | | 326 |
| KOWL | Bijou, Calif. | | 310 | KRAK | Sacramento, Calif. | | 319 |
| KOWN | Escondido, Calif. | | 311 | KRAL | Rawlins, Wyo. | | 615 |
| KOXR | Oxnard, Calif. | | 317 | KRAM | Las Vegas, Nev. | | 453 |
| KOY | Phoenix, Ariz. | | 300 | KRAY | Amarillo, Tex. | | 561 |
| KOYL | Odessa, Tex. | | 577 | KRBA | Lufkin, Tex. | | 574 |
| KOYN | Billings, Mont. | | 446 | KRBC | Abilene, Tex. | | 561 |
| KOZE | Lewiston, Idaho | | 364 | KRBI | St. Peter, Minn. | | 430 |
| KOZI | Chelan, Wash. | | 597 | KRBO | Las Vegas, Nev. | | 453 |
| KOZY | Grand Rapids, Minn. | | 427 | KRCK | Ridgecrest, Calif. | | 319 |
| KPAC | Port Arthur, Tex. | | 578 | KRCO | Prineville, Ore. | | 524 |
| KPAL | Palm Springs, Calif. | | 317 | KRCT | Pasadena, Tex. | | 577 |
| KPAM | Portland, Ore. | | 524 | KRDG | Redding, Calif. | | 318 |
| KPAN | Hereford, Tex. | | 571 | KRDO | Colorado Springs, Col. | | 325 |
| KPAS | Banning, Calif. | | 309 | KRDU | Dinuba, Calif. | | 311 |
| KPAY | Chico, Calif. | | 310 | KRE | Berkeley, Calif. | | 309 |
| KPBA | Pine Bluff, Ark. | | 307 | KREB | Shreveport, La. | | 405 |
| KPBM | Carlsbad, N. M. | | 460 | KREH | Oakdale, La. | | 404 |
| KPCA | Marked Tree, Ark. | | 306 | KREI | Farmington, Mo. | | 440 |
| KPDN | Pampa, Tex. | | 577 | KREM | Spokane, Wash. | | 601 |
| KPDQ | Portland, Ore. | | 524 | KREO | Indio, Calif. | | 313 |
| KPEG | Spokane, Wash. | | 601 | KRES | St. Joseph, Mo. | | 443 |
| KPEL | Lafayette, La. | | 401 | KREW | Sunnyside, Wash. | | 601 |
| KPEP | San Angelo, Tex. | | 578 | KREX | Grand Junction, Colo. | | 327 |
| KPER | Gilroy, Calif. | | 312 | KRFO | Owatonna, Minn. | | 429 |

| Station | City | State | Page | Station | City | State | Page |
|---------|--------------------------|-------|------|---------|---------------------------|-------|------|
| KRFS | — Superior, Neb. | | 452 | KSEN | — Shelby, Mont. | | 449 |
| KRGI | — Grand Island, Neb. | | 450 | KSEO | — Durant, Okla. | | 515 |
| KRGV | — Weslaco, Tex. | | 583 | KSET | — El Paso, Tex. | | 569 |
| KRHD | — Duncan, Okla. | | 515 | KSEW | — Sitka, Alaska | | 298 |
| KRIB | — Mason City, Iowa | | 386 | KSEY | — Seymour, Tex. | | 580 |
| KRIC | — Beaumont, Tex. | | 563 | KSFA | — Nacogdoches, Tex. | | 576 |
| KRIG | — Odessa, Tex. | | 577 | KSFE | — Needles, Calif. | | 316 |
| KRIH | — Rayville, La. | | 404 | KSFO | — San Francisco, Calif. | | 321 |
| KRIO | — McAllen, Tex. | | 574 | KSGM | — Ste. Genevieve, Mo. | | 443 |
| KRIZ | — Phoenix, Ariz. | | 300 | KSIB | — Creston, Iowa | | 383 |
| KRKC | — King City, Calif. | | 313 | KSID | — Sidney, Neb. | | 452 |
| KRKD | — Los Angeles, Calif. | | 315 | KSIG | — Crowley, La. | | 400 |
| KRKO | — Everett, Wash. | | 597 | KSII | — Gladewater, Tex. | | 571 |
| KRKS | — Ridgecrest, Calif. | | 319 | KSIL | — Silver City, N. M. | | 463 |
| KRLA | — Pasadena, Calif. | | 317 | KSIM | — Sikeston, Mo. | | 444 |
| KRLC | — Lewiston, Idaho | | 364 | KSIR | — Wichita, Kan. | | 392 |
| KRLD | — Dallas, Tex. | | 568 | KSIS | — Sedalia, Mo. | | 444 |
| KRLN | — Canon City, Colo. | | 325 | KSIW | — Woodward, Okla. | | 519 |
| KRLW | — Walnut Ridge, Ark. | | 308 | KSIX | — Corpus Christi, Tex. | | 566 |
| KRMD | — Shreveport, La. | | 405 | KSJB | — Jamestown, N. D. | | 504 |
| KRMG | — Tulsa, Okla. | | 519 | KSKI | — Sun Valley, Idaho | | 365 |
| KRML | — Carmel, Calif. | | 310 | KSKY | — Dallas, Tex. | | 567 |
| KRMO | — Monett, Mo. | | 442 | KSL | — Salt Lake City, Utah | | 585 |
| KRMS | — Osage Beach, Mo. | | 443 | KSLM | — Salem, Oreg. | | 525 |
| KRNO | — San Bernardino, Calif. | | 320 | KSLO | — Opelousas, La. | | 404 |
| KRNR | — Roseburg, Oreg. | | 524 | KSLV | — Monte Vista, Colo. | | 328 |
| KRNS | — Burns, Oreg. | | 520 | KSLY | — San Luis Obispo, Calif. | | 322 |
| KRNT | — Des Moines, Iowa | | 384 | KSMA | — Santa Maria, Calif. | | 323 |
| KRNY | — Kearney, Neb. | | 450 | KSML | — Seminole, Tex. | | 580 |
| KROC | — Rochester, Minn. | | 429 | KSMN | — Mason City, Iowa | | 386 |
| KROD | — El Paso, Tex. | | 569 | KSMO | — Salem, Mo. | | 444 |
| KROF | — Abbeville, La. | | 399 | KSNY | — Snyder, Tex. | | 581 |
| KROG | — Sonora, Calif. | | 323 | KSO | — Des Moines, Iowa | | 384 |
| KROP | — Brawley, Calif. | | 310 | KSOK | — Arkansas City, Kan. | | 388 |
| KROS | — Clinton, Iowa | | 383 | KSON | — San Diego, Calif. | | 320 |
| KROX | — Crookston, Minn. | | 427 | KSOO | — Sioux Falls, S. D. | | 551 |
| KROY | — Sacramento, Calif. | | 319 | KSOP | — Salt Lake City, Utah | | 535 |
| KRPL | — Moscow, Idaho | | 364 | KSOX | — Raymondville, Tex. | | 578 |
| KRRV | — Sherman-Denison, Tex. | | 581 | KSPA | — Santa Paula, Calif. | | 323 |
| KRSC | — Othello, Wash. | | 598 | KSPI | — Stillwater, Okla. | | 518 |
| KRSD | — Rapid City, S. D. | | 551 | KSPL | — Diboll, Tex. | | 568 |
| KRSI | — Minneapolis, Minn. | | 429 | KSPT | — Sandpoint, Idaho | | 365 |
| KRSL | — Russell, Kan. | | 391 | KSRA | — Salmon, Idaho | | 365 |
| KRSN | — Los Alamos, N. M. | | 461 | KSRC | — Socorro, N. M. | | 463 |
| KRTN | — Raton, N. M. | | 461 | KSRO | — Santa Rosa, Calif. | | 323 |
| KRTR | — Thermopolis, Wyo. | | 616 | KSRV | — Ontario, Oreg. | | 523 |
| KRUS | — Ruston, La. | | 404 | KSSS | — Colorado Springs, Colo. | | 325 |
| KRUN | — Ballinger, Tex. | | 562 | KSST | — Sulphur Springs, Tex. | | 581 |
| KRUX | — Phoenix, Ariz. | | 300 | KSTA | — Coleman, Tex. | | 565 |
| KRVN | — Lexington, Neb. | | 450 | KSTB | — Breckenridge, Tex. | | 564 |
| KRXX | — Rexburg, Idaho | | 365 | KSTL | — St. Louis, Mo. | | 444 |
| KRYS | — Corpus Christi, Tex. | | 566 | KSTN | — Stockton, Calif. | | 323 |
| KRZE | — Farmington, N. M. | | 460 | KSTP | — St. Paul, Minn. | | 430 |
| KSAL | — Salina, Kan. | | 391 | KSTR | — Grand Junction, Colo. | | 328 |
| KSAM | — Huntsville, Tex. | | 572 | KSTT | — Davenport, Iowa | | 383 |
| KSAN | — San Francisco, Calif. | | 321 | KSTV | — Stephenville, Tex. | | 581 |
| KSAY | — San Francisco, Calif. | | 321 | KSUB | — Cedar City, Utah | | 583 |
| KSBB | — Salinas, Calif. | | 319 | KSUE | — Susanville, Calif. | | 323 |
| KSCB | — Liberal, Kan. | | 330 | KSUM | — Fairmont, Minn. | | 427 |
| KSCJ | — Sioux City, Iowa | | 387 | KSUN | — Bisbee, Ariz. | | 298 |
| KSCO | — Santa Cruz, Calif. | | 323 | KSVC | — Richfield, Utah | | 584 |
| KSD | — St. Louis, Mo. | | 443 | KSVN | — Ogden, Utah | | 584 |
| KSDA | — Redding, Calif. | | 318 | KSVP | — Artesia, N. M. | | 460 |
| KSDN | — Aberdeen, S. C. | | 550 | KSWA | — Graham, Tex. | | 571 |
| KSDO | — San Diego, Calif. | | 320 | KSWI | — Council Bluffs, Iowa | | 383 |
| KSEI | — Pocatello, Idaho | | 365 | KSWO | — Lawton, Okla. | | 516 |
| KSEK | — Pittsburg, Kan. | | 390 | KSWs | — Roswell, N. M. | | 463 |
| KSEL | — Lubbock, Tex. | | 574 | KSYC | — Yreka, Calif. | | 325 |
| KSEM | — Moses Lake, Wash. | | 598 | | | | |

| Station | City | State | Page | Station | City | State | Page |
|---------|------|--------------------------|------|---------|------|-------------------------|------|
| KSYD | — | Wichita Falls, Tex. | 583 | KTUY | — | Pueblo, Colo. | 329 |
| KSYL | — | Alexandria, La. | 399 | KTW | — | Seattle, Wash. | 600 |
| KSXX | — | Salt Lake City, Utah | 565 | KTWO | — | Casper, Wyo. | 614 |
| KTAC | — | Tacoma, Wash. | 601 | KTXJ | — | Jasper, Tex. | 572 |
| KTAE | — | Taylor, Tex. | 581 | KTXL | — | San Angelo, Tex. | 578 |
| KTAN | — | Tucson, Ariz. | 302 | KTXO | — | Sherman, Tex. | 581 |
| KTAR | — | Phoenix, Ariz. | 300 | KTYM | — | Inglewood, Calif. | 313 |
| KTAT | — | Frederick, Okla. | 516 | KUAM | — | Agana, Guam | 616 |
| KTBB | — | Tyler, Tex. | 582 | KUBA | — | Yuba City, Calif. | 325 |
| KTBC | — | Austin, Tex. | 562 | KUBC | — | Montrose, Colo. | 328 |
| KTCB | — | Malden, Mo. | 442 | KUBE | — | Pendleton, Oreg. | 523 |
| KTCN | — | Berryville, Ark. | 303 | KUBO | — | San Antonio, Tex. | 580 |
| KTCS | — | Fort Smith, Ark. | 304 | KUDE | — | Oceanside, Calif. | 317 |
| KTEL | — | Walla Walla, Wash. | 602 | KUDI | — | Great Falls, Mont. | 448 |
| KTEM | — | Temple, Tex. | 581 | KUDL | — | Kansas City, Mo. | 441 |
| KTER | — | Terrell, Tex. | 581 | KUDU | — | Ventura, Calif. | 324 |
| KTFI | — | Twin Falls, Idaho | 367 | KUDY | — | Renton, Wash. | 599 |
| KTFS | — | Texarkana, Tex. | 582 | KUEN | — | Wenatchee, Wash. | 602 |
| KTFY | — | Brownfield, Tex. | 564 | KUEQ | — | Phoenix, Ariz. | 300 |
| KTHE | — | Thermopolis, Wyo. | 616 | KUGN | — | Eugene, Oreg. | 521 |
| KTHS | — | Little Rock, Ark. | 305 | KUIK | — | Hillsboro, Oreg. | 521 |
| KTHT | — | Houston, Tex. | 572 | KUJ | — | Walla Walla, Wash. | 602 |
| KTIB | — | Thibodaux, La. | 405 | KUKA | — | San Antonio, Tex. | 580 |
| KTIL | — | Tillamook, Oreg. | 525 | KUKI | — | Ukiah, Calif. | 324 |
| KTIM | — | San Rafael, Calif. | 322 | KUKO | — | Post, Tex. | 578 |
| KTIP | — | Porterville, Calif. | 318 | KUKU | — | Willow Springs, Mo. | 446 |
| KTIX | — | Seattle, Wash. | 600 | KULA | — | Honolulu, Hawaii | 363 |
| KTJS | — | Hobart, Okla. | 516 | KULE | — | Ephrata, Wash. | 597 |
| KTKN | — | Ketchikan, Alaska | 298 | KULP | — | El Campo, Tex. | 569 |
| KTKR | — | Taft, Calif. | 324 | KUMA | — | Pendleton, Oreg. | 523 |
| KTKT | — | Tucson, Ariz. | 302 | KUNO | — | Corpus Christi, Tex. | 566 |
| KTLD | — | Tallulah, La. | 405 | KUOA | — | Siloam Springs, Ark. | 307 |
| KTLN | — | Denver, Colo. | 327 | KUPD | — | Tempe, Ariz. | 301 |
| KTLO | — | Mountain Home, Ark. | 306 | KUPI | — | Idaho Falls, Idaho | 364 |
| KTLL | — | Tahlequah, Okla. | 518 | KURA | — | Moab, Utah | 584 |
| KTLU | — | Rusk, Tex. | 578 | KURL | — | Billings, Mont. | 447 |
| KTLW | — | Texas City, Tex. | 582 | KURV | — | Edinburg, Tex. | 569 |
| KTMC | — | McAlester, Okla. | 517 | KURY | — | Brookings, Oreg. | 520 |
| KTMS | — | Santa Barbara, Calif. | 323 | KUSH | — | Cushing, Okla. | 515 |
| KTNC | — | Falls City, Neb. | 450 | KUSN | — | St. Joseph, Mo. | 443 |
| KTNM | — | Tucumcari, N. M. | 463 | KUTI | — | Yakima, Wash. | 602 |
| KTNT | — | Tacoma, Wash. | 601 | KUTT | — | Fargo, N.D. | 504 |
| KTOC | — | Jonesboro, La. | 401 | KUTY | — | Palmdale, Calif. | 317 |
| KTOD | — | Sinton, Tex. | 581 | KUVR | — | Holdrege, Neb. | 450 |
| KTOE | — | Mankato, Minn. | 428 | KUZN | — | West Monroe, La. | 405 |
| KTOH | — | Lahue, Kauai, Hawaii | 363 | KUZZ | — | Bakersfield, Calif. | 309 |
| KTOK | — | Oklahoma City, Okla. | 517 | KVAN | — | Camas, Wash. | 596 |
| KTOO | — | Henderson, Nev. | 453 | KVAS | — | Astoria, Oreg. | 520 |
| KTOP | — | Topeka, Kan. | 391 | KVCK | — | Wolf Point, Mont. | 449 |
| KTPA | — | Prescott, Ark. | 307 | KVCL | — | Winnfield, La. | 405 |
| KTRB | — | Modesto, Calif. | 316 | KVCV | — | Redding, Calif. | 318 |
| KTRC | — | Sante Fe, N. M. | 643 | KVEC | — | San Luis Obispo, Calif. | 322 |
| KTRE | — | Lufkin, Tex. | 574 | KVEL | — | Vernal, Utah | 585 |
| KTRF | — | Thief River Falls, Minn. | 430 | KVEN | — | Ventura, Calif. | 324 |
| KTRH | — | Houston, Tex. | 572 | KVER | — | Clovis, N. M. | 460 |
| KTRI | — | Sioux City, Iowa | 387 | KVET | — | Austin, Tex. | 562 |
| KTRM | — | Beaumont, Tex. | 563 | KVFC | — | Cortez, Colo. | 326 |
| KTRN | — | Wichita Falls, Tex. | 583 | KVFD | — | Ft. Dodge, Iowa | 385 |
| KTSA | — | San Antonio, Tex. | 580 | KVGB | — | Great Bend, Kan. | 389 |
| KTSM | — | El Paso, Tex. | 569 | KVHL | — | Homer, La. | 401 |
| KTTN | — | Trenton, Mo. | 446 | KVI | — | Seattle, Wash. | 600 |
| KTRR | — | Rolla, Mo. | 443 | KVIC | — | Victoria, Tex. | 582 |
| KTTS | — | Springfield, Mo. | 445 | KVIL | — | Dallas, Tex. | 567 |
| KTUC | — | Tucson, Ariz. | 302 | KVIM | — | New Iberia, La. | 402 |
| KTUE | — | Tulia, Tex. | 582 | KVIN | — | Vinita, Okla. | 519 |
| KTUL | — | Tulsa, Okla. | 519 | KVIP | — | Redding, Calif. | 318 |
| KTUR | — | Turlock, Calif. | 324 | KVKM | — | Monahans, Tex. | 576 |

| Station | City | State | Page | Station | City | State | Page |
|---------|-------------------------|-------|------|---------|----------------------|-------|------|
| KVLB | Cleveland, Tex. | | 565 | KWIN | Ashland, Oreg. | | 519 |
| KVLC | Little Rock, Ark. | | 305 | KWIP | Merced, Calif. | | 315 |
| KVLF | Alpine, Tex. | | 561 | KWIQ | Moses Lake, Wash. | | 598 |
| KVLG | La Grange, Tex. | | 573 | KWIV | Douglas, Wyo. | | 615 |
| KVLH | Pauls Valley, Okla. | | 518 | KWIZ | Santa Ana, Calif. | | 322 |
| KVLV | Fallon, Nev. | | 453 | KWJJ | Portland, Oreg. | | 524 |
| KVMA | Magnolia, Ark. | | 305 | KWK | St. Louis, Mo. | | 444 |
| KVMC | Colorado City, Tex. | | 565 | KWKX | Abilene, Tex. | | 561 |
| KVNA | Flagstaff, Ariz. | | 299 | KWKH | Shreveport, La. | | 405 |
| KVNC | Winslow, Ariz. | | 302 | KWKW | Pasadena, Calif. | | 317 |
| KVNI | Coeur D'Alene, Idaho | | 364 | KWKY | Des Moines, Iowa | | 384 |
| KVNU | Logan, Utah | | 584 | KWLM | Willmar, Minn. | | 430 |
| KVOB | Bastrop, La. | | 399 | KWMT | Ft. Dodge, Iowa | | 385 |
| KVOC | Casper, Wyo. | | 614 | KWNA | Winnemucco, Nev. | | 454 |
| KVOE | Emporia, Kan. | | 388 | KWNO | Winona, Minn. | | 431 |
| KVOG | Ogden, Utah | | 584 | KWNT | Davenport, Iowa | | 384 |
| KVOL | Lafayette, La. | | 401 | KWOA | Worthington, Minn. | | 431 |
| KVOM | Morrilton, Ark. | | 306 | KWOC | Poplar Bluff, Mo. | | 443 |
| KVON | Napa, Calif. | | 316 | KWOE | Clinton, Okla. | | 515 |
| KVOO | Tulsa, Okla. | | 519 | KWON | Bartlesville, Okla. | | 515 |
| KVOP | Plainview, Tex. | | 577 | KWOR | Worland, Wyo. | | 616 |
| KVOR | Colorado Springs, Colo. | | 325 | KWOS | Jefferson City, Mo. | | 440 |
| KVOU | Uvalde, Tex. | | 582 | KWOW | Pomona, Calif. | | 318 |
| KVOS | Bellingham, Wash. | | 596 | KWPC | Muscatine, Iowa | | 386 |
| KVOX | Moorhead, Minn. | | 429 | KWPM | West Plains, Mo. | | 446 |
| KVOY | Yuma, Ariz. | | 302 | KWPR | Claremore, Okla. | | 515 |
| KVOZ | Laredo, Tex. | | 573 | KWRD | Henderson, Tex. | | 571 |
| KVPI | Ville Platte, La. | | 405 | KWRE | Warrenton, Mo. | | 446 |
| KVRC | Arkadelphia, Ark. | | 303 | KWRF | Warren, Ark. | | 308 |
| KVRH | Salida, Colo. | | 329 | KWRL | Riverton, Wyo. | | 615 |
| KVRS | Rock Springs, Wyo. | | 615 | KWRO | Coquille, Oreg. | | 520 |
| KVSA | McGehee, Ark. | | 306 | KWRT | Boonville, Mo. | | 439 |
| KVSF | Santa Fe, N. M. | | 463 | KWRW | Guthrie, Okla. | | 516 |
| KVSO | Ardmore, Okla. | | 515 | KWSD | Mt. Shasta, Calif. | | 316 |
| KVWC | Vernon, Tex. | | 582 | KWSH | Wiwoka, Okla. | | 519 |
| KVWM | Show Low, Ariz. | | 301 | KWSK | Pratt, Kan. | | 390 |
| KVWO | Cheyenne, Wyo. | | 615 | KWSO | Wasco, Calif. | | 324 |
| KWAD | Wadena, Minn. | | 430 | KWTC | Barstow, Calif. | | 309 |
| KWAK | Stuttgart, Ark. | | 307 | KWTO | Springfield, Mo. | | 445 |
| KWAL | Osburn, Idaho | | 365 | KWTX | Waco, Tex. | | 582 |
| KWAM | Memphis, Tenn. | | 557 | KWVR | Enterprise, Oreg. | | 521 |
| KWAT | Watertown, S. D. | | 552 | KWVY | Waverly, Iowa | | 387 |
| KWAY | Forest Grove, Ore. | | 521 | KWWL | Waterloo, Iowa | | 387 |
| KWBA | Baytown, Tex. | | 562 | KWYK | Farmington, N. M. | | 460 |
| KWBB | Wichita, Kan. | | 392 | KWYN | Wynne, Ark. | | 308 |
| KWBE | Beatrice, Neb. | | 449 | KWYO | Sheridan, Wyo. | | 616 |
| KWBG | Boone, Iowa | | 382 | KWYR | Winner, S. D. | | 552 |
| KWBW | Hutchinson, Kan. | | 389 | KXA | Seattle, Wash. | | 600 |
| KWCB | Searcy, Ark. | | 307 | KXAR | Hope, Ark. | | 304 |
| KWCL | Oak Grove, La. | | 404 | KXEL | Waterloo, Iowa | | 387 |
| KWCO | Chickasha, Okla. | | 515 | KXEN | Festus, Mo. | | 440 |
| KWCX | Willcox, Ariz. | | 302 | KXEO | Mexico, Mo. | | 442 |
| KWEB | Rochester, Minn. | | 430 | KXGI | Ft. Madison, Iowa | | 385 |
| KWED | Sequin, Tex. | | 580 | KXGN | Glendive, Mont. | | 447 |
| KWEI | Weiser, Idaho | | 367 | KXGO | Fargo, N. D. | | 504 |
| KWEL | Midlane, Tex. | | 576 | KXIC | Iowa City, Iowa | | 385 |
| KWEW | Hobbs, N. M. | | 461 | KXIT | Dalhart, Tex. | | 567 |
| KWFR | San Angelo, Tex. | | 579 | KXIV | Phoenix, Ariz. | | 300 |
| KWFT | Wichita Falls, Tex. | | 583 | KXJK | Forrest City, Ark. | | 304 |
| KWG | Stockton, Calif. | | 323 | KXL | Portland, Oreg. | | 524 |
| KWHI | Brenham, Tex. | | 564 | KXLE | Ellensburg, Wash. | | 597 |
| KWHK | Hutchinson, Kan. | | 389 | KXLF | Butte, Mont. | | 447 |
| KWHN | Ft. Smith, Ark. | | 304 | KXLJ | Helena, Mont. | | 448 |
| KWHO | Salt Lake City, Utah | | 585 | KXLL | Missoula, Mont. | | 449 |
| KWHW | Altus, Okla. | | 515 | KXLO | Lewiston, Mont. | | 448 |
| KWIC | Salt Lake City, Utah | | 585 | KXLR | N. Little Rock, Ark. | | 306 |
| KWIK | Pocatello, Idaho | | 365 | KXLW | St. Louis, Mo. | | 444 |
| KWIL | Albany, Oreg. | | 519 | KXLY | Spokane, Wash. | | 601 |

| Station | City | State | Page | Station | City | State | Page |
|---------|---------------------------|-------|------|---------|-------------------------------|-------|------|
| KXO | — El Centro, Calif. | | 311 | WABZ | — Albemarle, N. C. | | 491 |
| KXOA | — Sacramento, Calif. | | 319 | WACA | — Camden, S. C. | | 544 |
| KXOK | — St. Louis, Mo. | | 444 | WACB | — Kittanning, Pa. | | 533 |
| KXOL | — Fort Worth, Tex. | | 570 | WACE | — Chicopee-Springfield, Mass. | | 413 |
| KXOX | — Sweetwater, Tex. | | 581 | WACK | — Newark, N. Y. | | 470 |
| KXRA | — Alexandria, Minn. | | 426 | WACL | — Waycross, Ga. | | 360 |
| KXRJ | — Russellville, Ark. | | 307 | WACO | — Waco, Tex. | | 583 |
| KXRO | — Aberdeen, Wash. | | 596 | WACR | — Columbus, Miss. | | 432 |
| KXRX | — San Jose, Calif. | | 322 | WACT | — Tuscaloosa, Ala. | | 296 |
| KXXI | — Golden, Colo. | | 327 | WADA | — Shelby, N. C. | | 500 |
| KXXL | — Bozeman, Mont. | | 447 | WADC | — Akron, O. | | 505 |
| KXXX | — Colby, Kan. | | 388 | WADE | — Wadesboro, N. C. | | 501 |
| KXYZ | — Houston, Tex. | | 572 | WADK | — Newport, R. I. | | 542 |
| KYA | — San Francisco, Calif. | | 321 | WADO | — New York, N. Y. | | 471 |
| KYAP | — Ruidoso, N. M. | | 463 | WADP | — Kane, Pa. | | 533 |
| KYCA | — Prescott, Ariz. | | 300 | WADS | — Ansonia, Conn. | | 329 |
| KYES | — Roseburg, Oreg. | | 524 | WAEB | — Allentown, Pa. | | 527 |
| KYJC | — Medford, Oreg. | | 522 | WAEL | — Mayaguez, P. R. | | 617 |
| KYME | — Boise, Idaho | | 363 | WAEW | — Crossville, Tenn. | | 554 |
| KYND | — Tempe, Ariz. | | 301 | WAFB | — Staunton, Va. | | 594 |
| KYNG | — Coos Bay, Oreg. | | 520 | WAGE | — Leesburg, Va. | | 590 |
| KYNO | — Fresno, Calif. | | 312 | WAGF | — Dothan, Ala. | | 291 |
| KYNT | — Yankton, S. D. | | 552 | WAGG | — Franklin, Tenn. | | 554 |
| KYOK | — Houston, Tex. | | 572 | WAGM | — Presque Isle, Me. | | 407 |
| KYOR | — Blythe, Calif. | | 310 | WAGN | — Menominee, Mich. | | 423 |
| KYOS | — Merced, Calif. | | 315 | WAGR | — Lumberton, N. C. | | 497 |
| KYOU | — Greeley, Colo. | | 328 | WAGS | — Bishopville, S. C. | | 544 |
| KYPO | — Potosi, Mo. | | 443 | WAGY | — Forest City, N. C. | | 494 |
| KYSM | — Mankato, Minn. | | 428 | WAIK | — Galesburg, Ill. | | 372 |
| KYSN | — Colorado Springs, Colo. | | 326 | WAIL | — Baton Rouge, La. | | 399 |
| KYSS | — Missoula, Mont. | | 449 | WAIM | — Anderson, S. C. | | 543 |
| KYTE | — Pocatello, Idaho | | 365 | WAIN | — Columbia, Ky. | | 393 |
| KYVA | — Yuma, Ariz. | | 302 | WAIP | — Prichard, Ala. | | 295 |
| KYVA | — Gallup, N. M. | | 461 | WAIR | — Winston-Salem, N.C. | | 503 |
| KYW | — Cleveland, Ohio | | 507 | WAIT | — Chicago, Ill. | | 369 |
| KZEE | — Weatherford, Tex. | | 583 | WAJF | — Decatur, Ala. | | 291 |
| KZEY | — Tyler, Tex. | | 582 | WAJR | — Morgantown, W. Va. | | 605 |
| KZIN | — Coeur D'Alene, Idaho | | 364 | WAKE | — Atlanta, Ga. | | 351 |
| KZIP | — Amarillo, Tex. | | 562 | WAKN | — Aiken, S. C. | | 543 |
| KZIX | — Fort Collins, Colo. | | 327 | WAKO | — Lawrenceville, Ill. | | 373 |
| KZOK | — Prescott, Ariz. | | 301 | WAKR | — Akron, O. | | 505 |
| KZOL | — Farwell, Tex. | | 570 | WAKY | — Louisville, Ky. | | 395 |
| KZON | — Tolleson, Ariz. | | 301 | WALA | — Mobile, Ala. | | 293 |
| KZOW | — Globe, Ariz. | | 299 | WALD | — Walterboro, S. C. | | 549 |
| KZUN | — Opportunity, Wash. | | 598 | WALE | — Fall River, Mass. | | 413 |
| KZZN | — Littlefield, Tex. | | 573 | WALG | — Albany, Ga. | | 350 |
| WAAA | — Winston-Salem, N. C. | | 503 | WALK | — Patchogue, N. Y. | | 486 |
| WAAB | — Worcester, Mass. | | 416 | WALL | — Middletown, N. Y. | | 470 |
| WAAF | — Chicago, Ill. | | 370 | WALM | — Albion, Mich. | | 417 |
| WAAG | — Adel, Ga. | | 350 | WALT | — Tampa, Fla. | | 348 |
| WAAP | — Peoria, Ill. | | 374 | WALY | — Herkimer, N. Y. | | 468 |
| WAAT | — Trenton, N. J. | | 458 | WAMD | — Aberdeen, Md. | | 408 |
| WAAX | — Gadsden, Ala. | | 292 | WAME | — Miami, Fla. | | 343 |
| WAAY | — Huntsville, Ala. | | 293 | WAMI | — Opp, Ala. | | 295 |
| WABA | — Aguadilla, P. R. | | 616 | WAMM | — Flint, Mich. | | 419 |
| WABB | — Mobile, Ala. | | 293 | WAML | — Laurel, Miss. | | 435 |
| WABC | — New York, N. Y. | | 473 | WAMO | — Pittsburgh, Pa. | | 538 |
| WABI | — Bangor, Me. | | 406 | WAMR | — Venice, Fla. | | 349 |
| WABG | — Greenwood, Miss. | | 433 | WAMS | — Wilmington, Del. | | 334 |
| WABJ | — Adrian, Mich. | | 417 | WAMV | — East St. Louis, Ill. | | 371 |
| WABL | — Amite, La. | | 399 | WAMW | — Washington, Ind. | | 382 |
| WABO | — Waynesboro, Miss. | | 437 | WAMY | — Amory, Miss. | | 431 |
| WABQ | — Cleveland, O. | | 507 | WANA | — Anniston, Ala. | | 289 |
| WABR | — Orlando, Fla. | | 345 | WANB | — Waynesburg, Pa. | | 541 |
| WABT | — Tuskegee, Ala. | | 297 | WAND | — Canton, O. | | 506 |
| WABV | — Abbeville, S. C. | | 543 | WANE | — Ft. Wayne, Ind. | | 377 |
| WABW | — Annapolis, Md. | | 408 | WANN | — Annapolis, Md. | | 408 |
| WABY | — Albany, N. Y. | | 465 | WANS | — Anderson, S. C. | | 544 |

| Station | City | State | Page | Station | City | State | Page |
|---------|-------------------------|-------|------|---------|---------------------------------|-------|------|
| WANT | — Richmond, Va. | | 592 | WAZE | — Clearwater, Fla. | | 337 |
| WANY | — Albany, Ky. | | 392 | WAZF | — Yazoo City, Miss. | | 437 |
| WAOK | — Atlanta, Ga. | | 351 | WAZL | — Hazleton, Pa. | | 532 |
| WAOV | — Vincennes, Ind. | | 382 | WAZY | — Lafayette, Ind. | | 379 |
| WAPA | — San Juan, P. R. | | 618 | WBAB | — Babylon, N. Y. | | 465 |
| WAPC | — Riverhead, N. Y. | | 487 | WBAC | — Cleveland, Tenn. | | 553 |
| WAPE | — Jacksonville, Fla. | | 340 | WBAG | — Burlington, N. C. | | 492 |
| WAPF | — McComb, Miss. | | 435 | WBAL | — Baltimore, Md. | | 409 |
| WAPG | — Arcadia, Fla. | | 336 | WBAM | — Montgomery, Ala. | | 294 |
| WAPI | — Birmingham, Ala. | | 289 | WBAP | — Fort Worth, Tex. | | 570 |
| WAPL | — Appleton, Wisc. | | 607 | WBAR | — Bartow, Fla. | | 336 |
| WAPO | — Chattanooga, Tenn. | | 553 | WBAT | — Marion, Ind. | | 380 |
| WAPX | — Montgomery, Ala. | | 294 | WBAW | — Barnwell, S. C. | | 544 |
| WAQE | — Towson, Md. | | 411 | WBAX | — Wilkes-Barre, Pa. | | 541 |
| WARA | — Attleboro, Mass. | | 411 | WBAY | — Green Bay, Wisc. | | 608 |
| WARB | — Covington, La. | | 400 | WBAZ | — Kingston, N. Y. | | 469 |
| WARD | — Johnstown, Pa. | | 533 | WBBA | — Pittsfield, Ill. | | 374 |
| WARE | — Ware, Mass. | | 416 | WBBB | — Burlington, N. C. | | 492 |
| WARF | — Jasper, Ala. | | 293 | WBBF | — Rochester, N. Y. | | 487 |
| WARK | — Hagerstown, Md. | | 410 | WBBI | — Abingdon, Va. | | 587 |
| WARM | — Scranton, Pa. | | 539 | WBBK | — Blakely, Ga. | | 353 |
| WARN | — Fort Pierce, Fla. | | 339 | WBBM | — Chicago, Ill. | | 369 |
| WARU | — Peru, Ind. | | 380 | WBBO | — Forest City, N. C. | | 494 |
| WASA | — Havre de Grace, Md. | | 410 | WBBQ | — Augusta, Ga. | | 352 |
| WASK | — Lafayette, Ind. | | 379 | WBBT | — Lyons, Ga. | | 356 |
| WATA | — Boone, N. C. | | 492 | WBBW | — Youngstown, Ohio | | 514 |
| WATC | — Gaylor, Mich. | | 420 | WBBZ | — Ponca City, Okla. | | 518 |
| WATE | — Knoxville, Tenn. | | 556 | WBCA | — Bay Minette, Ala. | | 289 |
| WATH | — Athens, O. | | 506 | WBCB | — Levittown-Fairless Hills, Pa. | | 534 |
| WATK | — Antigo, Wisc. | | 607 | WBCH | — Hastings, Mich. | | 421 |
| WATM | — Atmore, Ala. | | 289 | WBCI | — Williamsburg, Va. | | 595 |
| WATN | — Watertown, N. Y. | | 490 | WBCK | — Battle Creek, Mich. | | 417 |
| WATO | — Oak Ridge, Tenn. | | 559 | WBCM | — Bay City, Mich. | | 417 |
| WATP | — Marion, S. C. | | 548 | WBCR | — Christiansburg, Va. | | 588 |
| WATR | — Waterbury, Conn. | | 333 | WBCU | — Union, S. C. | | 549 |
| WATT | — Cadillac, Mich. | | 418 | WBEC | — Pittsfield, Mass. | | 415 |
| WATS | — Sayre, Pa. | | 539 | WBEE | — Chicago, Ill. | | 369 |
| WATV | — Birmingham, Ala. | | 290 | WBEJ | — Elizabethtown, Tenn. | | 554 |
| WATW | — Ashland, Wisc. | | 607 | WBEL | — Beloit, Wisc. | | 607 |
| WATZ | — Alpena, Mich. | | 417 | WBEN | — Buffalo, N. Y. | | 466 |
| WAUB | — Auburn, N. Y. | | 465 | WBET | — Brockton, Mass. | | 412 |
| WAUC | — Wauchula, Fla. | | 350 | WBEU | — Beaufort, S. C. | | 544 |
| WAUD | — Auburn, Ala. | | 289 | WBEV | — Beaver Dam, Wisc. | | 607 |
| WAUG | — Augusta, Ga. | | 352 | WBEX | — Chillicothe, O. | | 506 |
| WAUX | — Waukesha, Wisc. | | 613 | WBFC | — Fremont, Mich. | | 420 |
| WAVA | — Arlington, Va. | | 587 | WBFD | — Bedford, Pa. | | 528 |
| WAVC | — Boaz, Ala. | | 290 | WBG | — ChIPLEY, Fla. | | 337 |
| WAVE | — Louisville, Ky. | | 395 | WBGH | — Bowling Green, Ky. | | 392 |
| WAVI | — Dayton, O. | | 509 | WBGR | — Jesup, Ga. | | 356 |
| WAVL | — Apollo, Pa. | | 528 | WBHB | — Fitzgerald, Ga. | | 355 |
| WAVN | — Stillwater, Minn. | | 430 | WBHC | — Hampton, S. C. | | 547 |
| WAVO | — Avondale Estates, Ga. | | 352 | WBHF | — Cartersville, Ga. | | 353 |
| WAVP | — Avon Park, Fla. | | 336 | WBHP | — Huntsville, Ala. | | 293 |
| WAVU | — Albertville, Ala. | | 289 | WBIA | — Augusta, Ga. | | 352 |
| WAVY | — Norfolk, Va. | | 591 | WBIC | — Bayshore, N. Y. | | 465 |
| WAVZ | — New Haven, Conn. | | 332 | WBIE | — Marietta, Ga. | | 357 |
| WAWK | — Kendallville, Ind. | | 379 | WBIG | — Greensboro, N. C. | | 495 |
| WAXE | — Vero Beach, Fla. | | 349 | WBIL | — Leesburg, Fla. | | 342 |
| WAXU | — Georgetown, Ky. | | 394 | WBIP | — Booneville, Miss. | | 431 |
| WAYR | — Orange Park, Fla. | | 345 | WBIR | — Knoxville, Tenn. | | 556 |
| WAXX | — Chippewa Falls, Wisc. | | 608 | WBIS | — Bristol, Conn. | | 331 |
| WAYB | — Waynesboro, Va. | | 595 | WBIV | — Bedford, Indiana | | 376 |
| WAYE | — Dundalk, Md. | | 410 | WBIZ | — Eau Claire, Wisc. | | 608 |
| WAYN | — Rockingham, N. C. | | 500 | WBKH | — Hattiesburg, Miss. | | 433 |
| WAYS | — Charlotte, N. C. | | 492 | WBKN | — Newton, Miss. | | 436 |
| WAYX | — Waycross, Ga. | | 360 | WBKV | — West Bend, Wisc. | | 614 |
| WAYZ | — Waynesboro, Pa. | | 541 | WBLA | — Elizabethtown, N. C. | | 494 |
| WAZA | — Bainbridge, Ga. | | 352 | WBLE | — Batesville, Miss. | | 431 |

| Station | City | State | Page |
|----------|-----------------------------|-------|------|
| WBLF | — Bellefonte, Pa. | | 528 |
| WBLG | — Lexington, Ky. | | 395 |
| WBLJ | — Dalton, Ga. | | 355 |
| WBLO | — Evergreen, Ala. | | 291 |
| WBLR | — Batesburg, S. C. | | 544 |
| WBLT | — Bedford, Va. | | 587 |
| WBLU | — Salem, Va. | | 594 |
| WBLY | — Springfield, O. | | 512 |
| WBMA | — Beaufort, N. C. | | 492 |
| WBMC | — McMinnville, Tenn. | | 557 |
| WBMD | — Baltimore, Md. | | 409 |
| WBMK | — West Point, Ga. | | 361 |
| WBML | — Macon, Ga. | | 357 |
| WBMT | — Black Mountain, N. C. | | 492 |
| WBNC | — Conway, N. H. | | 454 |
| WBNL | — Boonville, Indiana | | 377 |
| WBNR | — Beacon, N. Y. | | 466 |
| WBNS | — Columbus, O. | | 509 |
| WBNT | — Oneida, Tenn. | | 559 |
| WBNX | — New York, N. Y. | | 471 |
| WBNY | — Buffalo, N. Y. | | 466 |
| WBOB | — Galax, Va. | | 589 |
| WBOC | — Salisbury, Md. | | 411 |
| WBOF | — Virginia Beach, Va. | | 595 |
| WBOK | — New Orleans, La. | | 402 |
| WBOP | — Pensacola, Fla. | | 346 |
| WBOS | — Boston, Mass. | | 411 |
| WBOW | — Terre Haute, Ind. | | 381 |
| WBOY | — Clarksburg, W. Va. | | 604 |
| WBPD | — Orangeburg, S. C. | | 548 |
| WBPZ | — Lock Haven, Pa. | | 534 |
| WBRB | — Mount Clemens, Mich. | | 423 |
| WBRC | — Birmingham, Ala. | | 290 |
| WBrd | — Bradenton, Fla. | | 336 |
| WBRE | — Wilkes-Barre, Pa. | | 541 |
| WBRG | — Lynchburg, Va. | | 590 |
| WBRK | — Pittsfield, Mass. | | 415 |
| WBRM | — Marion, N. C. | | 498 |
| WBRN | — Big Rapids, Mich. | | 418 |
| WBRO | — Waynesboro, Ga. | | 361 |
| WBRT | — Bardstown, Ky. | | 392 |
| WBRV | — Boonville, N. Y. | | 466 |
| WBRX | — Berwick, Pa. | | 528 |
| WBRY | — Waterbury, Conn. | | 333 |
| WBSC | — Bennettsville, S. C. | | 544 |
| WBsm | — New Bedford, Mass. | | 414 |
| WBSR | — Pensacola, Fla. | | 346 |
| WBT | — Charlotte, N. C. | | 492 |
| WBTA | — Batavia, N. Y. | | 465 |
| WBTH | — Williamson, W. Va. | | 607 |
| WBTM | — Danville, Va. | | 588 |
| WBTN | — Bennington, Vt. | | 586 |
| WBTO | — Linton, Indiana | | 380 |
| WBUC | — Buckhannon, W. Va. | | 603 |
| WBUD | — Trenton, N. J. | | 458 |
| WBUT | — Butler, Pa. | | 529 |
| WBUX | — Doylestown, Pa. | | 531 |
| WBUY | — Lexington, N. C. | | 497 |
| WBuz | — Fredonia, N. Y. | | 468 |
| WBVL | — Barboursville, Ky. | | 392 |
| WBVP | — Beaver Falls, Pa. | | 528 |
| WBYE | — Calera, Ala. | | 291 |
| WBYG | — Savannah, Ga. | | 358 |
| WBYS | — Canton, Ill. | | 368 |
| WBZ-WBZA | — Boston-Springfield, Mass. | | 411 |
| WBZY | — Torrington, Conn. | | 333 |
| WCAE | — Pittsburgh, Pa. | | 538 |
| WCAM | — Camden, N. J. | | 456 |
| WCAO | — Baltimore, Md. | | 409 |

| Station | City | State | Page |
|---------|--------------------------------|-------|------|
| WCAP | — Lowell, Mass. | | 414 |
| WCAR | — Detroit, Mich. | | 418 |
| WCAT | — Orange, Mass. | | 414 |
| WCAU | — Philadelphia, Pa. | | 535 |
| WCAW | — Charleston, W. Va. | | 603 |
| WCAX | — Burlington, Vt. | | 586 |
| WCAY | — Cayce, S. C. | | 544 |
| WCAZ | — Carthage, Ill. | | 368 |
| WCBA | — Corning, N. Y. | | 467 |
| WCBG | — Chambersburg, Pa. | | 529 |
| WCBI | — Columbus, Miss. | | 432 |
| WCBL | — Benton, Ky. | | 392 |
| WCBM | — Baltimore, Md. | | 409 |
| WCBQ | — Whitehall, Mich. | | 425 |
| WCBS | — New York, N. Y. | | 473 |
| WCBT | — Roanoke Rapids, N. C. | | 499 |
| WCBY | — Cheboygan, Mich. | | 418 |
| WCCG | — Hartford, Conn. | | 331 |
| WCCF | — Punta Gorda, Fla. | | 347 |
| WCCM | — Lawrence, Mass. | | 413 |
| WCCN | — Neillsville, Wisc. | | 611 |
| WCCO | — Minneapolis, Minn. | | 428 |
| WCCW | — Traverse City, Mich. | | 425 |
| WCDJ | — Edenton, N. C. | | 494 |
| WCDL | — Carbondale, Pa. | | 529 |
| WCDT | — Winchester, Tenn. | | 561 |
| WCEC | — Rocky Mount, N. C. | | 500 |
| WCED | — DuBois, Pa. | | 531 |
| WCEF | — Parkersburg, W. Va. | | 605 |
| WCEH | — Hawkinsville, Ga. | | 356 |
| WCEM | — Cambridge, Md. | | 409 |
| WCEN | — Mt. Pleasant, Mich. | | 423 |
| WCER | — Charlotte, Mich. | | 418 |
| WCFL | — Chicago, Ill. | | 369 |
| WCFR | — Springfield, Vt. | | 587 |
| WCFV | — Clifton Forge, Va. | | 588 |
| WCGA | — Calhoun, Ga. | | 353 |
| WCGC | — Belmont-Charlotte, N. C. | | 492 |
| WCGO | — Chicago Heights, Ill. | | 370 |
| WCHA | — Chambersburg, Pa. | | 529 |
| WCHB | — Inkster, Mich. | | 421 |
| WCHI | — Chillicothe, O. | | 506 |
| WCHJ | — Brookhaven, Miss. | | 431 |
| WCHK | — Canton, Ga. | | 353 |
| WCHL | — Chapel Hill, N. C. | | 492 |
| WCHN | — Norwich, N. Y. | | 486 |
| WCHO | — Washington Court House, Ohio | | 513 |
| WCHP | — Tusculumbia, Ala. | | 297 |
| WCHS | — Charleston, W. Va. | | 603 |
| WCHV | — Charlottesville, Va. | | 588 |
| WCIL | — Carbondale, Ill. | | 368 |
| WCIN | — Cincinnati, O. | | 507 |
| WCJU | — Columbia, Miss. | | 432 |
| WCKB | — Dunn, N. C. | | 493 |
| WCKI | — Greer, S. C. | | 547 |
| WCKR | — Miami, Fla. | | 343 |
| WCKY | — Cincinnati, O. | | 507 |
| WCLA | — Claxton, Ga. | | 354 |
| WCLB | — Camilla, Ga. | | 353 |
| WCLC | — Jamestown, Tenn. | | 555 |
| WCLD | — Cleveland, Miss. | | 432 |
| WCLE | — Cleveland, Tenn. | | 553 |
| WCLG | — Morgantown, W. Va. | | 605 |
| WCLI | — Corning, N. Y. | | 467 |
| WCLO | — Janesville, Wisc. | | 608 |
| WCLS | — Columbus, Ga. | | 354 |
| WCLT | — Newark, O. | | 512 |
| WCLW | — Mansfield, O. | | 511 |

| Station | City | State | Page | Station | City | State | Page |
|---------|----------------------------|-------|------|---------|------------------------|-------|------|
| WCMA | — Corinth, Miss. | | 432 | WCUB | — Manitowoc, Wisc. | | 609 |
| WCMB | — Harrisburg, Pa. | | 532 | WCUE | — Akron, O. | | 505 |
| WCMC | — Wildwood, N. J. | | 458 | WCUM | — Cumberland, Md. | | 409 |
| WCME | — Brunswick, Me. | | 406 | WCVA | — Culpeper, Va. | | 588 |
| WCMI | — Ashland, Ky. | | 392 | WCVI | — Connellsville, Pa. | | 530 |
| WCMN | — Arecibo, P. R. | | 616 | WCVP | — Murphy, N. C. | | 498 |
| WCMP | — Pine City, Minn. | | 429 | WCVS | — Springfield, Ill. | | 375 |
| WCMR | — Elkhart, Indiana | | 377 | WCWC | — Ripon, Wisc. | | 612 |
| WCMS | — Norfolk, Va. | | 591 | WCYB | — Bristol, Va. | | 588 |
| WCMT | — Martin, Tenn. | | 557 | WCYN | — Cynthiana, Ky. | | 393 |
| WCMW | — Canton, O. | | 506 | WDAD | — Indiana, Pa. | | 533 |
| WCMY | — Ottawa, Ill. | | 374 | WDAE | — Tampa, Fla. | | 349 |
| WCNB | — Connersville, Indiana | | 377 | WDAF | — Kansas City, Mo. | | 441 |
| WCNC | — Elizabeth City, N. C. | | 494 | WDAK | — Columbus, Ga. | | 354 |
| WCNF | — Weldon, N. C. | | 502 | WDAL | — Meridian, Miss. | | 435 |
| WCNG | — Canonsburg, Pa. | | 529 | WDAN | — Danville, Ill. | | 371 |
| WCNH | — Quincy, Fla. | | 347 | WDAR | — Darlington, S. C. | | 546 |
| WCNL | — Newport, N. H. | | 456 | WDAS | — Philadelphia, Pa. | | 535 |
| WCNR | — Bloomsburg, Pa. | | 528 | WDAX | — McRae, Ga. | | 357 |
| WCNT | — Centralia, Ill. | | 368 | WDAY | — Fargo, N. D. | | 504 |
| WCNU | — Crestview, Fla. | | 337 | WDBC | — Escanaba, Mich. | | 419 |
| WCNX | — Middletown, Conn. | | 332 | WDBF | — Delray Beach, Fla. | | 338 |
| WCOA | — Pensacola, Fla. | | 346 | WDBJ | — Roanoke, Va. | | 594 |
| WCOB | — Meridian, Miss. | | 435 | WDBL | — Springfield, Tenn. | | 560 |
| WCOG | — Greensboro, N. C. | | 495 | WDBM | — Statesville, N. C. | | 501 |
| WCOH | — Newnan, Ga. | | 358 | WDBO | — Orlando, Fla. | | 345 |
| WCOJ | — Coatesville, Pa. | | 530 | WDBQ | — Dubuque, Ia. | | 384 |
| WCOL | — Columbus, O. | | 509 | WDCF | — Dade City, Fla. | | 337 |
| WCOR | — Cornelia, Ga. | | 354 | WDCL | — Tarpon Springs, Fla. | | 349 |
| WCOP | — Boston, Mass. | | 412 | WDCR | — Hanover, N. H. | | 455 |
| WCOR | — Lebanon, Tenn. | | 556 | WDDT | — Greenville, Miss. | | 433 |
| WCOS | — Columbia, S. C. | | 545 | WDDY | — Gloucester, Va. | | 589 |
| WCOU | — Lewiston, Me. | | 407 | WDEA | — Ellsworth, Me. | | 407 |
| WCOV | — Montgomery, Ala. | | 294 | WDEC | — Americus, Ga. | | 351 |
| WCOW | — Sparta, Wisc. | | 613 | WDEE | — New Haven, Conn. | | 332 |
| WCOY | — Columbia, Pa. | | 530 | WDEF | — Chattanooga, Tenn. | | 553 |
| WCPA | — Clearfield, Pa. | | 530 | WDEH | — Sweetwater, Tenn. | | 560 |
| WCPC | — Houston, Miss. | | 434 | WDEL | — Wilmington, Del. | | 334 |
| WCPH | — Etowah, Tenn. | | 554 | WDEV | — Waterbury, Vt. | | 587 |
| WCPK | — College Park, Ga. | | 354 | WDEW | — Westfield, Mass. | | 416 |
| WCPM | — Cumberland, Ky. | | 393 | WDGY | — Minneapolis, Minn. | | 428 |
| WCPO | — Cincinnati, O. | | 507 | WDIA | — Memphis, Tenn. | | 557 |
| WCPS | — Tarboro, N. C. | | 501 | WDIG | — Dothan, Ala. | | 291 |
| WCQS | — Alma, Ga. | | 351 | WDIX | — Orangeburg, S. C. | | 548 |
| WCRA | — Effingham, Ill. | | 371 | WDKD | — Kingstree, S. C. | | 547 |
| WCRB | — Boston, Mass. | | 412 | WDKN | — Dickson, Tenn. | | 554 |
| WCRE | — Cheraw, S. C. | | 545 | WDLA | — Walton, N. Y. | | 490 |
| WCRI | — Scottsboro, Ala. | | 296 | WDLB | — Marshfield, Wisc. | | 609 |
| WCRK | — Morristown, Tenn. | | 558 | WDLC | — Port Jervis, N. Y. | | 487 |
| WCRL | — Oneonta, Ala. | | 295 | WDLP | — Panama City, Fla. | | 346 |
| WCRM | — Clare, Mich. | | 418 | WDLT | — Indianola, Miss. | | 434 |
| WCRO | — Johnstown, Pa. | | 533 | WDMF | — Buford, Ga. | | 353 |
| WCRR | — Corinth, Miss. | | 432 | WDMG | — Douglas, Ga. | | 355 |
| WCRS | — Greenwood, S. C. | | 547 | WDMJ | — Marquette, Mich. | | 423 |
| WCRT | — Birmingham, Ala. | | 290 | WDMV | — Pocomoke City, Md. | | 410 |
| WCRV | — Washington, N. J. | | 458 | WDNC | — Durham, N. C. | | 493 |
| WCRW | — Chicago, Ill. | | 369 | WDNE | — Elkins, W. Va. | | 604 |
| WCRY | — Macon, Ga. | | 357 | WDNG | — Anniston, Ala. | | 289 |
| WCSC | — Charleston, S. C. | | 544 | WDNT | — Dayton, Tenn. | | 554 |
| WCSD | — Portland, Me. | | 407 | WDOB | — Canton, Miss. | | 432 |
| WCSI | — Columbus, Indiana | | 377 | WDOC | — Prestonburg, Ky. | | 398 |
| WCSR | — Hillsdale, Mich. | | 421 | WDOE | — Chattanooga, Tenn. | | 553 |
| WCSS | — Amsterdam, N. Y. | | 465 | WDOE | — Dunkirk, N. Y. | | 467 |
| WCST | — Berkeley Springs, W. Va. | | 603 | WDOG | — Marine City, Mich. | | 423 |
| WCTA | — Andalusia, Ala. | | 289 | WDOK | — Cleveland, O. | | 508 |
| WCTC | — New Brunswick, N. J. | | 457 | WDOL | — Athens, Ga. | | 351 |
| WCTT | — Corbin, Ky. | | 393 | WDON | — Wheaton, Md. | | 411 |
| WCTW | — New Castle, Ind. | | 380 | WDOR | — Sturgeon Bay, Wisc. | | 613 |

| Station | City | State | Page | Station | City | State | Page |
|---------|--|-------|------|---------|------------------------------|-------|------|
| WDOS | — Oneonta, N. Y. | | 486 | WELC | — Welch, W. Va. | | 606 |
| WDOT | — Burlington, Vt. | | 586 | WELD | — Fisher, W. Va. | | 604 |
| WDOV | — Dover, Del. | | 334 | WELE | — Daytona Beach, Fla. | | 338 |
| WDQN | — Du Quoin, Ill. | | 371 | WELI | — New Haven, Conn. | | 332 |
| WDRC | — Hartford, Conn. | | 331 | WELK | — Charlottesville, Va. | | 588 |
| WDSC | — Dillon, S. C. | | 546 | WELL | — Battle Creek, Mich. | | 417 |
| WDSG | — Dyersburg, Tenn. | | 554 | WELM | — Elmira, N. Y. | | 467 |
| WDSK | — Cleveland, Miss. | | 432 | WELO | — Tupelo, Miss. | | 436 |
| WDSM | — Duluth, Minn. | | 427 | WELP | — Easley, S. C. | | 546 |
| WDSP | — DeFuniak Springs, Fla. | | 338 | WELR | — Roanoke, Ala. | | 295 |
| WDSR | — Lake City, Fla. | | 341 | WELS | — Kinston, N. C. | | 497 |
| WDSU | — New Orleans, La. | | 402 | WELY | — Ely, Minn. | | 427 |
| WDUN | — Gainesville, Ga. | | 355 | WELZ | — Belzoni, Miss. | | 431 |
| WDUX | — Waupaca, Wisc. | | 613 | WEMB | — Erwin, Tenn. | | 554 |
| WDUZ | — Green Bay, Wisc. | | 608 | WEMD | — Easton, Md. | | 410 |
| WDVA | — Danville, Va. | | 589 | WEMP | — Milwaukee, Wisc. | | 610 |
| WDVH | — Gainesville, Fla. | | 340 | WENA | — Bayamon, P. R. | | 617 |
| WDVL | — Vineland, N. J. | | 458 | WENC | — Whiteville, N. C. | | 502 |
| WDWD | — Dawson, Ga. | | 355 | WENE | — Endicott, N. Y. | | 467 |
| WDWS | — Champaign, Ill. | | 368 | WENK | — Union City, Tenn. | | 560 |
| WDXB | — Chattanooga, Tenn. | | 553 | WENN | — Birmingham, Ala. | | 290 |
| WDXE | — Lawrenceburg, Tenn. | | 556 | WENO | — Nashville, Tenn. | | 559 |
| WDXI | — Jackson, Tenn. | | 555 | WENT | — Gloversville, N. Y. | | 468 |
| WDXL | — Lexington, Tenn. | | 557 | WENY | — Elmira, N. Y. | | 467 |
| WDXN | — Clarksville, Tenn. | | 553 | WEOA | — Evansville, Indiana | | 377 |
| WDXR | — Paducah, Ky. | | 397 | WEOK | — Poughkeepsie, N. Y. | | 487 |
| WDXY | — Sumter, S. C. | | 549 | WEOL | — Elyria-Lorain, O. | | 510 |
| WDZ | — Decatur, Ill. | | 371 | WEPG | — So. Pittsburgh, Tenn. | | 560 |
| WEAB | — Greer, S. C. | | 547 | WEPM | — Martinsburg, W. Va. | | 605 |
| WEAG | — Alcoa, Tenn. | | 552 | WERC | — Erie, Pa. | | 531 |
| WEAM | — Arlington, Va. | | 587 | WERD | — Atlanta, Ga. | | 351 |
| WEAN | — Providence, R. I. | | 542 | WERE | — Cleveland, O. | | 508 |
| WEAQ | — Eau Claire, Wisc. | | 608 | WERH | — Hamilton, Ala. | | 293 |
| WEAT | — West Palm Beach, Fla. | | 350 | WERI | — Westerly, R. I. | | 543 |
| WEAV | — Plattsburgh, N. Y. | | 487 | WERT | — Van Wert, Ohio | | 513 |
| WEAW | — Evanston, Ill. | | 371 | WESA | — Charleroi, Pa. | | 529 |
| WEBB | — Baltimore, Md. | | 409 | WESB | — Bradford, Pa. | | 529 |
| WEBC | — Duluth, Minn. | | 427 | WESC | — Greenville, S. C. | | 546 |
| WEBJ | — Brewton, Ala. | | 290 | WESO | — Southbridge-Webster, Mass. | | 415 |
| WEBO | — Owego, N. Y. | | 486 | WESR | — Tasley, Va. | | 595 |
| WEBQ | — Harrisburg, Ill. | | 372 | WEST | — Easton, Pa. | | 531 |
| WEBR | — Buffalo, N. Y. | | 466 | WESX | — Salem, Mass. | | 415 |
| WEBY | — Milton, Fla. | | 344 | WESY | — Greenville, Miss. | | 433 |
| WECL | — Eau Claire, Wisc. | | 608 | WETB | — Johnson City, Tenn. | | 555 |
| WEDC | — Chicago, Ill. | | 369 | WETC | — Wendell-Zebulon, N. C. | | 502 |
| WEDO | — McKeesport, Pa. | | 534 | WETO | — Gadsden, Ala. | | 292 |
| WEEB | — Southern Pines, N. C. | | 501 | WETT | — Ocean City, Md. | | 410 |
| WEED | — Rocky Mount, N. C. | | 500 | WETU | — Wetumpka, Ala. | | 297 |
| WEEL | — Boston, Mass. | | 412 | WETZ | — New Martinsville, W. Va. | | 605 |
| WEEL | — Fairfax, Va. | | 589 | WEUP | — Huntsville, Ala. | | 293 |
| WEEN | — Lafayette, Tenn. | | 556 | WEVA | — Emporia, Va. | | 589 |
| WEPP | — Pittsburgh, Pa. | | 538 | WEVD | — New York, N. Y. | | 471 |
| WEER | — Warrenton, Va. | | 595 | WEVE | — Eveleth, Minn. | | 427 |
| WEET | — Richmond, Va. | | 592 | WEW | — St. Louis, Mo. | | 444 |
| WEEU | — Reading, Pa. | | 538 | WEWO | — Laurinburg, N. C. | | 497 |
| WEEX | — Easton, Pa. | | 531 | WEXL | — Royal Oak, Mich. | | 424 |
| WEEZ | — Chester, Pa. | | 530 | WEYE | — Sanford, N. C. | | 500 |
| WEGO | — Concord, N. C. | | 493 | WEZB | — Bessemer, Ala. | | 289 |
| WEGP | — Presque Isle, Me. | | 407 | WEZE | — Boston, Mass. | | 412 |
| WEHH | — Elmira Heights- Horseheads, N. Y. | | 467 | WEZJ | — Williamsburg, Ky. | | 399 |
| WEIC | — Charleston, Ill. | | 369 | WEZL | — Richmond, Va. | | 593 |
| WEIM | — Fitchburg, Mass. | | 413 | WEZN | — Elizabethtown, Pa. | | 531 |
| WEIR | — Weirton, W. Va. | | 606 | WEZY | — Cocao, Fla. | | 337 |
| WEIL | — Scranton, Pa. | | 539 | WFAA | — Dallas, Tex. | | 567 |
| WEKR | — Fayetteville, Tenn. | | 554 | WFAB | — Miami, Fla. | | 343 |
| WEKY | — Richmond, Ky. | | 398 | WFAG | — Farmville, N. C. | | 494 |
| WEKZ | — Monroe, Wisc. | | 611 | WFAH | — Alliance, O. | | 505 |
| | | | | WFAI | — Fayetteville, N. C. | | 494 |

| Station | City | State | Page | Station | City | State | Page |
|---------|------|-------------------------|------|---------|------|--------------------------|------|
| WFAR | — | Farrell, Pa. | 532 | WFVA | — | Fredericksburg, Va. | 589 |
| WFAS | — | White Plains, N. Y. | 490 | WFGV | — | Fuquay Springs, N. C. | 495 |
| WFAU | — | Augusta, Me. | 406 | WFWL | — | Camden, Tenn. | 552 |
| WFAZ | — | Falls Church, Va. | 589 | WFYC | — | Alma, Mich. | 417 |
| WFBC | — | Greenville, S. C. | 547 | WFYI | — | Garden City, N. Y. | 468 |
| WFBG | — | Altoona, Pa. | 527 | WGAA | — | Cedartown, Ga. | 353 |
| WFBL | — | Syracuse, N.Y. | 489 | WGAC | — | Augusta, Ga. | 352 |
| WFBM | — | Indianapolis, Indiana | 378 | WGAD | — | Gadsden, Ala. | 292 |
| WFBR | — | Baltimore, Md. | 409 | WGAF | — | Valdosta, Ga. | 360 |
| WFCT | — | Knoxville, Tenn. | 556 | WGAI | — | Elizabeth City, N. C. | 494 |
| WDFD | — | Flint, Mich. | 420 | WGAL | — | Lancaster, Pa. | 533 |
| WFDR | — | Manchester, Ga. | 357 | WGAN | — | Portland, Me. | 407 |
| WFEA | — | Manchester, N. H. | 455 | WGAP | — | Maryville, Tenn. | 557 |
| WFEB | — | Sylacauga, Ala. | 296 | WGAR | — | Cleveland, O. | 508 |
| WFEC | — | Miami, Fla. | 343 | WGAT | — | Gate City, Va. | 589 |
| WFGM | — | Fitchburg, Mass. | 413 | WGAU | — | Athens, Ga. | 351 |
| WFGN | — | Gaffney, S. C. | 546 | WGAW | — | Gardner, Mass. | 413 |
| WFHG | — | Bristol, Va. | 588 | WGBA | — | Columbus, Ga. | 354 |
| WFHK | — | Pell City, Ala. | 295 | WGBB | — | Freeport, N. Y. | 468 |
| WFHR | — | Wisconsin Rapids, Wisc. | 614 | WGBF | — | Evansville, Indiana | 377 |
| WFIG | — | Sumter, S. C. | 549 | WGBG | — | Greensboro, N. C. | 495 |
| WFIL | — | Philadelphia, Pa. | 535 | WGBI | — | Scranton, Pa. | 539 |
| WFIN | — | Findlay, O. | 510 | WGBR | — | Goldsboro, N. C. | 495 |
| WFIS | — | Fountain Inn, S. C. | 546 | WGBS | — | Miami, Fla. | 343 |
| WFIW | — | Fairfield, Ill. | 371 | WGCB | — | Red Lion, Pa. | 539 |
| WFIX | — | Huntsville, Ala. | 293 | WGCD | — | Chester, S. C. | 545 |
| WFKN | — | Franklin, Ky. | 394 | WGCM | — | Gulfport, Miss. | 433 |
| WFKY | — | Frankfort, Ky. | 393 | WGEA | — | Geneva, Ala. | 292 |
| WFLA | — | Tampa, Fla. | 349 | WGEE | — | Indianapolis, Indiana | 378 |
| WFLB | — | Fayetteville, N. C. | 494 | WGEM | — | Quincy, Ill. | 374 |
| WFLN | — | Philadelphia, Pa. | 535 | WGES | — | Chicago, Ill. | 369 |
| WFO | — | Farmville, Va. | 589 | WGET | — | Gettysburg, Pa. | 532 |
| WFLR | — | Dundee, N. Y. | 467 | WGEZ | — | Beloit, Wisc. | 607 |
| WFLS | — | Fredericksburg, Va. | 589 | WGFS | — | Covington, Ga. | 354 |
| WFLW | — | Monticello, Ky. | 396 | WGGA | — | Gainesville, Ga. | 356 |
| WFMC | — | Goldsboro, N. C. | 495 | WGGG | — | Gainesville, Fla. | 340 |
| WFMD | — | Frederick, Md. | 410 | WGGH | — | Marion, Ill. | 373 |
| WFMH | — | Culman, Ala. | 291 | WGGO | — | Salamanca, N. Y. | 488 |
| WFMJ | — | Youngstown, Ohio | 514 | WGH | — | Newport News, Va. | 591 |
| WFMO | — | Fairmont, N. C. | 494 | WGHM | — | Skowhegan, Me. | 408 |
| WFMW | — | Madisonville, Ky. | 396 | WGHN | — | Grand Haven, Mich. | 420 |
| WFNC | — | Fayetteville, N. C. | 494 | WGHQ | — | Saugerties, N. Y. | 488 |
| WFOB | — | Fostoria, O. | 510 | WGIG | — | Brunswick, Ga. | 353 |
| WFOM | — | Marietta, Ga. | 357 | WGIL | — | Galesburg, Ill. | 372 |
| WFOR | — | Hattiesburg, Miss. | 433 | WGIR | — | Manchester, N. H. | 455 |
| WFOY | — | Milwaukee, Wisc. | 610 | WGIV | — | Charlotte, N. C. | 492 |
| WFOY | — | St. Augustine, Fla. | 347 | WGKA | — | Atlanta, Ga. | 351 |
| WFPA | — | Ft. Payne, Ala. | 292 | WGL | — | Ft. Wayne, Indiana | 378 |
| WFPG | — | Atlantic City, N.J. | 456 | WGLC | — | Centerville, Miss. | 432 |
| WFPM | — | Fort Valley, Ga. | 355 | WGLI | — | Babylon, N. Y. | 465 |
| WFR | — | Hammond, La. | 401 | WGMA | — | Hollywood, Fla. | 340 |
| WFRA | — | Franklin, Pa. | 532 | WGML | — | Hinesville, Ga. | 356 |
| WFRB | — | Frostburg, Md. | 410 | WGMS | — | Washington, D. C. | 335 |
| WFRD | — | Reidsville, N. C. | 499 | WGN | — | Chicago, Ill. | 369 |
| WFRL | — | Freeport, Ill. | 372 | WGNC | — | Gastonia, N. C. | 495 |
| WFRM | — | Coudersport, Pa. | 530 | WGNU | — | Wilmington, N. C. | 502 |
| WFRO | — | Fremont, O. | 510 | WGNS | — | Murfreesboro, Tenn. | 558 |
| WFRX | — | West Frankfort, Ill. | 376 | WGNV | — | Newburgh, N. Y. | 470 |
| WFSC | — | Franklin, N. C. | 495 | WGOG | — | Walhalla, S. C. | 549 |
| WFST | — | Caribou, Me. | 406 | WGOH | — | Grayson, Ky. | 394 |
| WFTC | — | Kinston, N. C. | 497 | WGOK | — | Mobile, Ala. | 294 |
| WFTG | — | London, Ky. | 395 | WGOL | — | Goldsboro, N. C. | 495 |
| WFTL | — | Fort Lauderdale, Fla. | 339 | WGOV | — | Valdosta, Ga. | 360 |
| WFTM | — | Maysville, Ky. | 396 | WGPA | — | Bethlehem, Pa. | 528 |
| WFTN | — | Front Royal, Va. | 589 | WGPC | — | Albany, Ga. | 350 |
| WFTW | — | Ft. Walton Beach, Fla. | 339 | WGR | — | Buffalo, N. Y. | 466 |
| WFUL | — | Fulton, Ky. | 394 | WGRA | — | Cairo, Ga. | 353 |
| WFUR | — | Grand Rapids, Mich. | 420 | WGRC | — | Green Cove Springs, Fla. | 340 |

| Station | City | State | Page |
|---------|-----------------------|-------|------|
| WGRD | Grand Rapids, Mich. | | 420 |
| WGRM | Greenwood, Miss. | | 433 |
| WGR0 | Lake City, Fla. | | 341 |
| WGRP | Greenville, Pa. | | 532 |
| WGRV | Greenville, Tenn. | | 555 |
| WGRY | Gary, Indiana | | 378 |
| WGSA | Ephrata, Pa. | | 531 |
| WGSM | Huntington, N. Y. | | 469 |
| WGSR | Millen, Ga. | | 357 |
| WGST | Atlanta, Ga. | | 351 |
| WGSV | Guntersville, Ala. | | 292 |
| WGSW | Greenwood, S. C. | | 547 |
| WGTA | Summerville, Ga. | | 359 |
| WGTC | Greenville, N. C. | | 495 |
| WGTL | Kannapolis, N. C. | | 497 |
| WGTM | Wilson, N. C. | | 502 |
| WGTN | Georgetown, S. C. | | 546 |
| WGTO | Cypress Gardens, Fla. | | 337 |
| WGUN | Decatur, Ga. | | 355 |
| WGUS | Augusta, Ga. | | 352 |
| WGUY | Bangor, Me. | | 406 |
| WGVA | Geneva, N. Y. | | 468 |
| WGVM | Greenville, Miss. | | 433 |
| WGWC | Selma, Ala. | | 296 |
| WGWR | Asheboro, N. C. | | 491 |
| WGY | Schenectady, N. Y. | | 488 |
| WGYV | Greenville, Ala. | | 292 |
| WHAB | Baxley, Ga. | | 353 |
| WHAI | Greenfield, Mass. | | 413 |
| WHAK | Rogers City, Mich. | | 424 |
| WHAL | Shelbyville, Tenn. | | 560 |
| WHAM | Rochester, N. Y. | | 487 |
| WHAP | Hopewell, Va. | | 590 |
| WHAR | Clarksburg, W. Va. | | 604 |
| WHAS | Louisville, Ky. | | 395 |
| WHAT | Philadelphia, Pa. | | 535 |
| WHAV | Haverhill, Mass. | | 413 |
| WHAW | Weston, W. Va. | | 606 |
| WHAY | New Britain, Conn. | | 332 |
| WHB | Kansas City, Mo. | | 441 |
| WHBB | Selma, Ala. | | 296 |
| WHBC | Canton, O. | | 506 |
| WHBF | Rock Island, Ill. | | 375 |
| WHBG | Harrisonburg, Va. | | 590 |
| WHBI | Newark, N. J. | | 457 |
| WHBL | Sheboygan, Wisc. | | 613 |
| WHBN | Harrodsburg, Ky. | | 394 |
| WHBO | Tampa, Fla. | | 349 |
| WHBQ | Memphis, Tenn. | | 557 |
| WHBT | Harriman, Tenn. | | 555 |
| WHBU | Anderson, Indiana | | 376 |
| WHBY | Appleton, Wisc. | | 607 |
| WHCC | Waynesville, N. C. | | 502 |
| WHCO | Sparta, Ill. | | 375 |
| WHCU | Ithaca, N. Y. | | 469 |
| WHDF | Houghton, Mich. | | 421 |
| WHDH | Boston, Mass. | | 412 |
| WHDL | Olean, N. Y. | | 486 |
| WHDM | McKenzie, Tenn. | | 557 |
| WHEB | Portsmouth, N. H. | | 456 |
| WHEC | Rochester, N. Y. | | 487 |
| WHEE | Martinsville, Va. | | 591 |
| WHEN | Syracuse, N. Y. | | 489 |
| WHEO | Stuart, Va. | | 595 |
| WHEP | Foley, Ala. | | 292 |
| WHER | Memphis, Tenn. | | 557 |
| WHEW | Riviera Beach, Fla. | | 347 |
| WHEY | Millington, Tenn. | | 558 |

| Station | City | State | Page |
|---------|-----------------------|-------|------|
| WHFB | Benton Harbor, Mich. | | 418 |
| WHFC | Cicero, Ill. | | 370 |
| WHG3 | Harrisburg, Pa. | | 532 |
| WHGR | Houghton Lake, Mich. | | 421 |
| WHHH | Warren, Ohio | | 513 |
| WHHM | Memphis, Tenn. | | 558 |
| WHHY | Montgomery, Ala. | | 295 |
| WHIE | Griffin, Ga. | | 356 |
| WHIL | Medford, Mass. | | 414 |
| WHIM | Providence, R. I. | | 542 |
| WHIN | Gallatin, Tenn. | | 555 |
| WHIO | Dayton, O. | | 509 |
| WHIP | Mooreville, N. C. | | 408 |
| WHIR | Danville, Ky. | | 393 |
| WHIS | Bluefield, W. Va. | | 603 |
| WHIT | New Bern, N. C. | | 498 |
| WHIY | Orlando, Fla. | | 345 |
| WHIZ | Zanesville, Ohio | | 514 |
| WHJB | Greensburg, Pa. | | 532 |
| WHJC | Matewan, W. Va. | | 605 |
| WHK | Cleveland, O. | | 508 |
| WHKP | Hendersonville, N. C. | | 496 |
| WHKY | Hickory, N. C. | | 496 |
| WHLB | Virginia, Minn. | | 430 |
| WHLD | Niagara Falls, N. Y. | | 485 |
| WHLF | South Boston, Va. | | 594 |
| WHLI | Hempstead, N. Y. | | 468 |
| WHLL | Wheeling, W. Va. | | 606 |
| WHLM | Bloomburg, Pa. | | 528 |
| WHLN | Harlan, Ky. | | 394 |
| WHLO | Akron, O. | | 505 |
| WHLP | Centerville, Tenn. | | 552 |
| WHLS | Port Huron, Mich. | | 424 |
| WHLT | Huntington, Indiana | | 378 |
| WHMA | Anniston, Ala. | | 289 |
| WHMI | Howell, Mich. | | 421 |
| WHMP | Northampton, Mass. | | 414 |
| WHMS | Charleston, W. Va. | | 603 |
| WHNC | Henderson, N. C. | | 496 |
| WHNY | McComb, Miss. | | 435 |
| WHO | Des Moines, Ia. | | 384 |
| WHOA | San Juan, P. R. | | 618 |
| WHOC | Philadelphia, Miss. | | 436 |
| WHOK | Lancaster, O. | | 511 |
| WHOL | Allentown, Pa. | | 527 |
| WHOM | New York, N. Y. | | 475 |
| WHOO | Orlando, Fla. | | 345 |
| WHOP | Hopkinsville, Ky. | | 394 |
| WHOS | Decatur, Ala. | | 291 |
| WHOT | Youngstown, Ohio | | 514 |
| WHOU | Houlton, Me. | | 407 |
| WHOW | Clinton, Ill. | | 370 |
| WHP | Harrisburg, Pa. | | 532 |
| WHPB | Belton, S. C. | | 544 |
| WHPE | High Point, N. C. | | 496 |
| WHRT | Hartselle, Ala. | | 293 |
| WHRV | Ann Arbor, Mich. | | 417 |
| WHRW | Bowling Green, O. | | 506 |
| WHSC | Hartsville, S. C. | | 547 |
| WHSM | Hayward, Wisc. | | 608 |
| WHSY | Hattiesburg, Miss. | | 433 |
| WHTC | Holland, Mich. | | 421 |
| WHTG | Asbury Park, N. J. | | 456 |
| WHUB | Cookeville, Tenn. | | 554 |
| WHUC | Hudson, N. Y. | | 469 |
| WHUM | Reading, Pa. | | 539 |
| WHUN | Huntingdon, Pa. | | 532 |
| WHUT | Anderson, Indiana | | 376 |

| Station | City | State | Page | Station | City | State | Page |
|---------|------|----------------------------|------|---------|------|-----------------------|------|
| WHVF | — | Wausau, Wisc. | 613 | WIP | — | Philadelphia, Pa. | 537 |
| WHVH | — | Henderson, N. C. | 496 | WIPC | — | Lake Wales, Fla. | 342 |
| WHVR | — | Hanover, Pa. | 532 | WIPS | — | Ticonderoga, N. Y. | 490 |
| WHWB | — | Rutland, Vt. | 586 | WIRA | — | Fort Pierce, Fla. | 339 |
| WHYE | — | Roanoke, Va. | 594 | WIRB | — | Enterprise, Ala. | 291 |
| WHYL | — | Carlisle, Pa. | 529 | WIRC | — | Hickory, N. C. | 496 |
| WHYN | — | Springfield, Mass. | 415 | WIRE | — | Indianapolis, Ind. | 379 |
| WHYS | — | Ocala, Fla. | 345 | WIRJ | — | Humboldt, Tenn. | 555 |
| WIAC | — | San Juan, P. R. | 618 | WIRK | — | West Palm Beach, Fla. | 350 |
| WIAM | — | Williamston, N. C. | 502 | WIRL | — | Peoria, Ill. | 374 |
| WIBA | — | Madison, Wisc. | 609 | WIRO | — | Ironton, O. | 511 |
| WIBB | — | Macon, Ga. | 357 | WIRV | — | Irvine, Ky. | 394 |
| WIBC | — | Indianapolis, Indiana | 379 | WIRY | — | Plattsburgh, N. Y. | 487 |
| WIBG | — | Philadelphia, Pa. | 537 | WIS | — | Columbia, S. C. | 545 |
| WIBM | — | Jackson, Mich. | 422 | WISE | — | Asheville, N. C. | 491 |
| WIBR | — | Baton Rouge, La. | 399 | WISH | — | Indianapolis, Indiana | 379 |
| WIBU | — | Poynette, Wisc. | 612 | WISL | — | Shamokin, Pa. | 540 |
| WIBV | — | Belleville, Ill. | 367 | WISM | — | Madison, Wisc. | 609 |
| WIBW | — | Topeka, Kan. | 391 | WISN | — | Milwaukee, Wisc. | 610 |
| WIBX | — | Utica, N. Y. | 490 | WISO | — | Ponce, P. R. | 617 |
| WICC | — | Bridgeport, Conn. | 331 | WISP | — | Kinston, N. C. | 497 |
| WICE | — | Providence, R. I. | 542 | WISR | — | Butler, Pa. | 529 |
| WICH | — | Norwich, Conn. | 333 | WIST | — | Charlotte, N. C. | 493 |
| WICK | — | Scranton, Pa. | 539 | WISV | — | Viroqua, Wisc. | 613 |
| WICO | — | Salisbury, Md. | 411 | WITA | — | San Juan, P. R. | 618 |
| WICU | — | Erie, Pa. | 531 | WITE | — | Brazil, Indiana | 376 |
| WICY | — | Malone, N. Y. | 470 | WITH | — | Baltimore, Md. | 409 |
| WIDE | — | Biddeford, Me. | 406 | WITT | — | Lewisburg, Pa. | 534 |
| WIEL | — | Elizabethtown, Ky. | 393 | WITY | — | Danville, Ill. | 371 |
| WIFM | — | Elkin, N. C. | 494 | WITZ | — | Jasper, Ind. | 379 |
| WIGM | — | Medford, Wisc. | 610 | WIVI | — | Christiansted, V. I. | 619 |
| WIIN | — | Atlanta, Ga. | 351 | WIVK | — | Knoxville, Tenn. | 556 |
| WIKB | — | Iron River, Mich. | 422 | WIVY | — | Jacksonville, Fla. | 340 |
| WIKC | — | Bogalusa, La. | 400 | WIZE | — | Springfield, O. | 512 |
| WIKE | — | Newport, Vt. | 586 | WIZZ | — | Streator, Ill. | 376 |
| WIKY | — | Evansville, Indiana | 377 | WJAB | — | Westbrook, Me. | 408 |
| WIL | — | St. Louis, Mo. | 444 | WJAC | — | Johnstown, Pa. | 533 |
| WILA | — | Danville, Va. | 589 | WJAG | — | Norfolk, Neb. | 451 |
| WILD | — | Boston, Mass. | 412 | WJAK | — | Jackson, Tenn. | 555 |
| WILE | — | Cambridge, O. | 506 | WJAM | — | Marion, Ala. | 293 |
| WILI | — | Willimantic, Conn. | 334 | WJAN | — | Ishpeming, Mich. | 422 |
| WILK | — | Wilkes-Barre, Pa. | 541 | WJAR | — | Providence, R. I. | 542 |
| WILM | — | Wilmington, Del. | 334 | WJAS | — | Pittsburgh, Pa. | 538 |
| WILO | — | Frankfort, Indiana | 378 | WJAT | — | Swainsboro, Ga. | 359 |
| WILS | — | Lansing, Mich. | 422 | WJAY | — | Mullins, S. C. | 548 |
| WILZ | — | St. Petersburg Beach, Fla. | 347 | WJAZ | — | Albany, Ga. | 350 |
| WIMA | — | Lima, O. | 511 | WJAX | — | Jacksonville, Fla. | 340 |
| WIMO | — | Winder, Ga. | 361 | WJBB | — | Haleyville, Ala. | 293 |
| WIMS | — | Michigan City, Ind. | 380 | WJBC | — | Bloomington, Ill. | 367 |
| WINA | — | Charlottesville, Va. | 588 | WJBD | — | Salem, Ill. | 375 |
| WINC | — | Winchester, Va. | 595 | WJBK | — | Detroit, Mich. | 418 |
| WIND | — | Chicago, Ill. | 369 | WJBL | — | Holland, Mich. | 421 |
| WINF | — | Manchester, Conn. | 331 | WJMB | — | Jerseyville, Ill. | 372 |
| WING | — | Dayton, O. | 510 | WJBO | — | Baton Rouge, La. | 400 |
| WINI | — | Murphysboro, Ill. | 374 | WJBW | — | New Orleans, La. | 403 |
| WINK | — | Ft. Myers, Fla. | 339 | WJBS | — | DeLand, Fla. | 338 |
| WINN | — | Louisville, Ky. | 395 | WJCD | — | Seymour, Ind. | 381 |
| WINQ | — | Tampa, Fla. | 349 | WJCM | — | Sebring, Fla. | 348 |
| WINR | — | Binghamton, N. Y. | 466 | WJCW | — | Johnson City, Tenn. | 555 |
| WINS | — | New York, N. Y. | 477 | WJDA | — | Quincy, Mass. | 415 |
| WINT | — | Winter Haven, Fla. | 350 | WJDB | — | Thomasville, Ala. | 296 |
| WINX | — | Rockville, Md. | 410 | WJDY | — | Salisbury, Md. | 411 |
| WINY | — | Putnam, Conn. | 333 | WJDX | — | Jackson, Miss. | 434 |
| WINZ | — | Miami, Fla. | 343 | WJEF | — | Grand Rapids, Mich. | 420 |
| WIOI | — | New Boston, O. | 512 | WJEH | — | Gallipolis, O. | 510 |
| WION | — | Ionia, Mich. | 421 | WJEJ | — | Hagerstown, Md. | 410 |
| WIOS | — | Tawas City, Mich. | 425 | WJEM | — | Valdosta, Ga. | 360 |
| WIOU | — | Kokomo, Ind. | 379 | WJER | — | Dover, O. | 510 |
| | | | | WJET | — | Erie, Pa. | 531 |

| Station | City | State | Page | Station | City | State | Page |
|---------|---------------------|---------|------|---------|-------------------|---------|------|
| WJHB | — Talladega, | Ala. | 296 | WKBB | — Keene, | N. H. | 455 |
| WJHO | — Opelika, | Ala. | 295 | WKBL | — Covington, | Tenn. | 554 |
| WJIG | — Tullahoma, | Tenn. | 560 | WKBN | — Youngstown, | Ohio | 514 |
| WJIM | — Lansing, | Mich. | 422 | WKBO | — Harrisburg, | Pa. | 532 |
| WJIV | — Savannah, | Ga. | 358 | WKBR | — Manchester, | N. H. | 455 |
| WJJC | — Commerce, | Ga. | 354 | WKBV | — Richmond, | Ind. | 381 |
| WJJD | — Chicago, | Ill. | 369 | WKBW | — Buffalo, | N. Y. | 466 |
| WJLJ | — Niagara Falls, | N. Y. | 486 | WKBX | — Kissimmee, | Fla. | 341 |
| WJJM | — Lewisburg, | Tenn. | 556 | WKBZ | — Muskegon, | Mich. | 423 |
| WJLB | — Detroit, | Mich. | 418 | WKCT | — Bowling Green, | Ky. | 392 |
| WJLD | — Birmingham, | Ala. | 290 | WKCW | — Warrenton, | Va. | 595 |
| WJLK | — Asbury Park, | N. J. | 456 | WKDA | — Nashville, | Tenn. | 559 |
| WJLS | — Beckley, | W. Va. | 603 | WKDK | — Newberry, | S. C. | 548 |
| WJMA | — Orange, | Va. | 592 | WKDL | — Clarksdale, | Miss. | 432 |
| WJMB | — Bookhaven, | Miss. | 432 | WKDN | — Camden, | N. J. | 457 |
| WJMC | — Rice Lake, | Wisc. | 612 | WKDX | — Hamlet, | N. C. | 496 |
| WJMJ | — Philadelphia, | Pa. | 537 | WKEE | — Huntington, | W. Va. | 604 |
| WJMO | — Cleveland, | O. | 508 | WKEI | — Kewanee, | Ill. | 372 |
| WJMR | — New Orleans, | La. | 403 | WKEN | — Dover, | Del. | 334 |
| WJMS | — Ironwood, | Mich. | 422 | WKEU | — Griffin, | Ga. | 356 |
| WJMW | — Athens, | Ala. | 289 | WKEY | — Covington, | Va. | 588 |
| WJMX | — Florence, | S. C. | 546 | WKGK | — Knoxville, | Tenn. | 556 |
| WJNC | — Jacksonville, | N. C. | 496 | WKHM | — Jackson, | Mich. | 422 |
| WJNO | — West Palm Beach, | Fla. | 350 | WKID | — Urbana, | Ill. | 376 |
| WJOB | — Hammond, | Indiana | 378 | WKIK | — Leonardtown, | Md. | 410 |
| WJOC | — Jamestown, | N. Y. | 469 | WKIC | — Hazard, | Ky. | 394 |
| WJOE | — Port St. Joe, | Fla. | 347 | WKIN | — Kingsport, | Tenn. | 555 |
| WJOI | — Florence, | Ala. | 292 | WKIP | — Poughkeepsie, | N. Y. | 487 |
| WJOL | — Joliet, | Ill. | 372 | WKIS | — Orlando, | Fla. | 345 |
| WJON | — St. Cloud, | Minn. | 430 | WKIZ | — Key West, | Fla. | 341 |
| WJOT | — Lake City, | S. C. | 547 | WKJB | — Mayaguez, | P. R. | 617 |
| WJOY | — Burlington, | Vt. | 586 | WKJG | — Ft. Wayne, | Indiana | 378 |
| WJPA | — Washington, | Pa. | 541 | WKKD | — Aurora, | Ill. | 367 |
| WJPD | — Ishpeming, | Mich. | 422 | WKKO | — Cocoa, | Fla. | 337 |
| WJPF | — Herrin, | Ill. | 372 | WKIX | — Raleigh, | N. C. | 499 |
| WJPG | — Green Bay, | Wisc. | 608 | WKKO | — Cocoa, | Fla. | 337 |
| WJPR | — Greenville, | Miss. | 433 | WKKS | — Vanceburg, | Ky. | 398 |
| WJPS | — Evansville, | Indiana | 377 | WKLA | — Ludington, | Mich. | 423 |
| WJQS | — Jackson, | Miss. | 434 | WKLC | — St. Albans, | W. Va. | 606 |
| WJRI | — Lenoir, | N. C. | 497 | WKLE | — Washington, | Ga. | 360 |
| WJRL | — Rockford, | Ill. | 375 | WKLF | — Clanton, | Ala. | 291 |
| WJSB | — Crestview, | Fla. | 337 | WKLK | — Cloquet, | Minn. | 426 |
| WJSO | — Johnson City, | Tenn. | 555 | WKLM | — Wilmington, | N. C. | 502 |
| WJTN | — Jamestown, | N. Y. | 469 | WKLO | — Louisville, | Ky. | 395 |
| WJUD | — St. Johns, | Mich. | 424 | WKLX | — Blackstone, | Va. | 587 |
| WJUN | — Mexico, | Pa. | 534 | WKLX | — Paris, | Ky. | 397 |
| WJVA | — South Bend, | Ind. | 381 | WKLY | — Hartwell, | Ga. | 356 |
| WJW | — Cleveland, | O. | 509 | WKLZ | — Kalamazoo, | Mich. | 422 |
| WJWL | — Georgetown, | Del. | 334 | WKMC | — Roaring Spring, | Pa. | 539 |
| WJWS | — South Hill, | Va. | 594 | WKMF | — Flint, | Mich. | 420 |
| WJXN | — Jackson, | Miss. | 434 | WKMH | — Dearborn, | Mich. | 418 |
| WJZM | — Clarksville, | Tenn. | 553 | WKMI | — Kalamazoo, | Mich. | 422 |
| WKAB | — Mobile, | Ala. | 294 | WKMT | — Kings Mountain, | N. C. | 497 |
| WKAI | — Macomb, | Ill. | 373 | WKNB | — New Britain, | Conn. | 332 |
| WKAL | — Rome, | N. Y. | 488 | WKNE | — Keene, | N. H. | 455 |
| WKAM | — Goshen, | Indiana | 378 | WKNX | — Saginaw, | Mich. | 424 |
| WKAN | — Kankakee, | Ill. | 372 | WKNY | — Kingston, | N. Y. | 469 |
| WKAP | — Allentown, | Pa. | 527 | WKO | — Hopkinton, | Ky. | 394 |
| WKAQ | — Santurce, | P. R. | 619 | WKOK | — Sunbury, | Pa. | 540 |
| WKAT | — Miami Beach, | Fla. | 343 | WKOP | — Binghamton, | N. Y. | 466 |
| WKAY | — Glasgow, | Ky. | 394 | WKO | — Wellston, | Ohio | 514 |
| WKAZ | — Charleston, | W. Va. | 603 | WKOW | — Madison, | Wisc. | 609 |
| WKBC | — North Wilkesboro, | N. C. | 499 | WKOX | — Framingham, | Mass. | 413 |
| WKBH | — La Crosse, | Wisc. | 609 | WKOY | — Bluefield, | W. Va. | 603 |
| WKBI | — St. Mary's, | Pa. | 539 | WKOZ | — Kosciusko, | Miss. | 435 |
| WKBJ | — Milan, | Tenn. | 558 | WKPA | — New Kensington, | Pa. | 535 |
| | | | | WKPT | — Kingsport, | Tenn. | 555 |
| | | | | WKRC | — Cincinnati, | O. | 507 |

| Station | City | State | Page | Station | City | State | Page |
|---------|-------------------|--------|------|---------|--------------------|--------|------|
| WKRG | — Mobile, | Ala. | 294 | WLDS | — Jacksonville, | Ill. | 372 |
| WKRK | — Murphy, | N. C. | 498 | WLDY | — Ladysmith, | Wisc. | 609 |
| WKRM | — Columbia, | Tenn. | 553 | WLEA | — Hornell, | N. Y. | 468 |
| WKRO | — Cairo, | Ill. | 367 | WLEC | — Sandusky, | O. | 512 |
| WKRS | — Waukegan, | Ill. | 376 | WLEE | — Richmond, | Va. | 593 |
| WKRT | — Cortland, | N. Y. | 467 | WLEM | — Emporium, | Pa. | 531 |
| WKRZ | — Oil City, | Pa. | 535 | WLEO | — Ponce, | P. R. | 617 |
| WKSB | — Milford, | Del. | 334 | WLET | — Toccoa, | Ga. | 360 |
| WKSK | — West Jefferson, | N. C. | 502 | WLEU | — Erie, | Pa. | 531 |
| WKSR | — Pulaski, | Tenn. | 560 | WLEW | — Bad Axe, | Mich. | 417 |
| WKST | — New Castle, | Pa. | 535 | WLFA | — Lafayette, | Ga. | 356 |
| WKTC | — Charlotte, | N. C. | 493 | WLFH | — Little Falls, | N.Y. | 470 |
| WKTG | — Thomasville, | Ga. | 359 | WLIB | — New York, | N. Y. | 479 |
| WKTJ | — Farmington, | Me. | 407 | WLIK | — Newport, | Tenn. | 559 |
| WKTL | — Sheboygan, | Wisc. | 613 | WLIL | — Lenoir City, | Tenn. | 556 |
| WKTQ | — South Paris, | Me. | 403 | WLIP | — Kenosha, | Wisc. | 609 |
| WKTX | — Atlantic Beach, | Fla. | 336 | WLIQ | — Mobile, | Ala. | 294 |
| WKTY | — La Crosse, | Wisc. | 609 | WLIS | — Old Saybrook, | Conn. | 333 |
| WKUL | — Cullman, | Ala. | 291 | WLIV | — Livingston, | Tenn. | 557 |
| WKVA | — Lewiston, | Pa. | 534 | WLIZ | — Lake Worth, | Fla. | 342 |
| WKVM | — San Juan, | P. R. | 618 | WLKW | — Providence, | R. I. | 542 |
| WKVT | — Brattleboro, | Vt. | 586 | WLLH | — Lowell-Lawrence, | Mass. | 414 |
| WKWF | — Key West, | Fla. | 341 | WLMJ | — Jackson, | O. | 511 |
| WKWK | — Wheeling, | W. Va. | 607 | WLNA | — Peekskill, | N. Y. | 486 |
| WKWS | — Rocky Mount, | Va. | 594 | WLNH | — Laconia, | N. H. | 455 |
| WKXL | — Concord, | N. H. | 454 | WLOA | — Braddock, | Pa. | 529 |
| WKXV | — Knoxville, | Tenn. | 556 | WLOB | — Portland, | Me. | 407 |
| WKXY | — Sarasota, | Fla. | 348 | WLOC | — Munfordville, | Ky. | 396 |
| WKY | — Oklahoma City, | Okla. | 517 | WLOD | — Pompano Beach, | Fla. | 346 |
| WKYB | — Paducah, | Ky. | 397 | WLOE | — Leaksville, | N. C. | 497 |
| WKYR | — Keyser, | W. Va. | 605 | WLOF | — Orlando, | Fla. | 345 |
| WKYW | — Louisville, | Ky. | 395 | WLOG | — Logan, | W. Va. | 605 |
| WKZO | — Kalamazoo, | Mich. | 422 | WLOH | — Princeton, | W. Va. | 606 |
| WLAC | — Nashville, | Tenn. | 559 | WLOI | — La Porte, | Ind. | 379 |
| WLAD | — Danbury, | Conn. | 331 | WLOK | — Memphis, | Tenn. | 558 |
| WLAF | — LaFollette, | Tenn. | 556 | WLOL | — Minneapolis, | Minn. | 428 |
| WLAG | — LaGrange, | Ga. | 356 | WLON | — Lincolnton, | N. C. | 497 |
| WLAK | — Lakeland, | Fla. | 341 | WLOS | — Asheville, | N. C. | 491 |
| WLAM | — Lewiston, | Me. | 407 | WLOU | — Louisville, | Ky. | 396 |
| WLAN | — Lancaster, | Pa. | 533 | WLOW | — Norfolk, | Va. | 591 |
| WLAP | — Lexington, | Ky. | 395 | WLOX | — Biloxi-Gulfport, | Miss. | 431 |
| WLAQ | — Rome, | Ga. | 358 | WLPM | — Suffolk, | Va. | 595 |
| WLAR | — Athens, | Tenn. | 552 | WLPO | — La Salle, | Ill. | 373 |
| WLAS | — Jacksonville, | N. C. | 497 | WLS | — Chicago, | Ill. | 370 |
| WLAT | — Conway, | S. C. | 546 | WLSC | — Loria, | S. C. | 548 |
| WLAU | — Laurel, | Miss. | 435 | WLSD | — Big Stone Gap, | Va. | 587 |
| WLAV | — Grand Rapids, | Mich. | 420 | WLSE | — Wallace, | N. C. | 502 |
| WLAW | — Lawrenceville, | Ga. | 356 | WLSH | — Lansfor, | Pa. | 533 |
| WLAY | — Muscle Shoals, | Ala. | 295 | WLSI | — Pikeville, | Ky. | 397 |
| WLBA | — Gainesville, | Ga. | 356 | WLSM | — Louisville, | Miss. | 435 |
| WLBB | — Carrollton, | Ga. | 353 | WLST | — Escanaba, | Mich. | 419 |
| WLBC | — Muncie, | Ind. | 380 | WLSV | — Wellsville, | N. Y. | 491 |
| WLBE | — Leesburg, | Fla. | 342 | WLTC | — Gastonia, | N. C. | 495 |
| WLBG | — Laurens, | S. C. | 548 | WLVA | — Lynchburg, | Va. | 590 |
| WLBH | — Mattoon, | Ill. | 373 | WLW | — Cincinnati, | O. | 507 |
| WLBI | — Denham Springs, | La. | 400 | WLYC | — Williamsport, | Pa. | 541 |
| WLBJ | — Bowling Green, | Ky. | 392 | WLYN | — Lynn, | Mass. | 414 |
| WLBK | — De Kalb, | Ill. | 371 | WMAB | — Munising, | Mich. | 423 |
| WLBN | — Lebanon, | Ky. | 395 | WMAF | — Madison, | Fla. | 342 |
| WLBK | — Lebanon, | Pa. | 534 | WMAG | — Forest, | Miss. | 432 |
| WLBZ | — Bangor, | Me. | 406 | WMAJ | — State College, | Pa. | 540 |
| WLCK | — Scottsville, | Ky. | 398 | WMAK | — Nashville, | Tenn. | 559 |
| WLCM | — Lancaster, | S. C. | 547 | WMAL | — Washington, | D. C. | 335 |
| WLCO | — Eustis, | Fla. | 338 | WMAM | — Marinette, | Wisc. | 609 |
| WLCS | — Baton Rouge, | La. | 400 | WMAN | — Mansfield, | O. | 511 |
| WL CX | — La Crosse, | Wisc. | 609 | WMAQ | — Monroe, | N. C. | 498 |
| WLCY | — St. Petersburg, | Fla. | 347 | WMAQ | — Chicago, | Ill. | 370 |
| WLDB | — Atlantic City, | N. J. | 456 | WMAS | — Springfield, | Mass. | 415 |

| Station | City | State | Page | Station | City | State | Page |
|---------|------------------------|-------|------|---------|--------------------------|-------|------|
| WMAX | — Grand Rapids, Mich. | | 420 | WMOA | — Marietta, O. | | 511 |
| WMAY | — Springfield, Ill. | | 375 | WMOD | — Moundsville, W. Va. | | 605 |
| WMAZ | — Macon, Ga. | | 357 | WMOG | — Brunswick, Ga. | | 353 |
| WMBA | — Ambridge, Pa. | | 528 | WMOH | — Hamilton, O. | | 510 |
| WMBC | — Macon, Miss. | | 435 | WMOK | — Metropolis, Ill. | | 373 |
| WMBD | — Peoria, Ill. | | 374 | WMON | — Montgomery, W. Va. | | 605 |
| WMBG | — Richmond, Va. | | 593 | WMOP | — Ocala, Fla. | | 345 |
| WMBH | — Joplin, Mo. | | 441 | WMOR | — Morehead, Ky. | | 396 |
| WMBI | — Chicago, Ill. | | 370 | WMOU | — Berlin, N. H. | | 454 |
| WMBL | — Morehead City, N. C. | | 498 | WMOV | — Ravenswood, W. Va. | | 606 |
| WMBM | — Miami Beach, Fla. | | 343 | WMOX | — Meridian, Miss. | | 436 |
| WMBN | — Petoskey, Mich. | | 424 | WMOZ | — Mobile, Ala. | | 294 |
| WMBO | — Auburn, N. Y. | | 465 | WMPA | — Aberdeen, Miss. | | 431 |
| WMBR | — Jacksonville, Fla. | | 340 | WMPM | — Smithfield, N. C. | | 501 |
| WMBS | — Uniontown, Pa. | | 540 | WMPO | — Middleport-Pomeroy, O. | | 512 |
| WMC | — Memphis, Tenn. | | 558 | WMPL | — Hancock, Mich. | | 421 |
| WMC A | — New York, N. Y. | | 481 | WMPS | — Memphis, Tenn. | | 558 |
| WMCH | — Church Hill, Tenn. | | 553 | WMPT | — S. Williamsport, Pa. | | 540 |
| WMCK | — McKeesport, Pa. | | 534 | WMRB | — Greenville, S. C. | | 547 |
| WMCP | — Columbia, Tenn. | | 554 | WMRC | — Milford, Mass. | | 414 |
| WMCW | — Harvard, Ill. | | 372 | WMRE | — Monroe, Ga. | | 357 |
| WMDC | — Hazlehurst, Miss. | | 434 | WMRF | — Lewiston, Pa. | | 534 |
| WMDD | — Fajardo, P. R. | | 617 | WMRI | — Marion, Ind. | | 380 |
| WMDF | — Mount Dora, Fla. | | 344 | WMRN | — Marion, O. | | 511 |
| WMDN | — Midland, Mich. | | 423 | WMRO | — Aurora, Ill. | | 367 |
| WMEG | — Eau Gallie, Fla. | | 338 | WMRP | — Flint, Mich. | | 420 |
| WMEK | — Chase City, Va. | | 588 | WMSA | — Massena, N. Y. | | 470 |
| WMEN | — Tallahassee, Fla. | | 348 | WMSC | — Columbia, S. C. | | 545 |
| WMET | — Miami Beach, Fla. | | 344 | WMSJ | — Sylva, N. C. | | 501 |
| WMEV | — Marion, Va. | | 591 | WMSL | — Decatur, Ala. | | 291 |
| WMEX | — Boston, Mass. | | 412 | WMSR | — Manchester, Tenn. | | 557 |
| WMFC | — Monroeville, Ala. | | 294 | WMST | — Mt. Sterling, Ky. | | 396 |
| WMFD | — Wilmington, N. C. | | 502 | WMT | — Cedar Rapids, Ia. | | 383 |
| WMFG | — Hibbing, Minn. | | 427 | WMTA | — Central City, Ky. | | 393 |
| WMFJ | — Daytona Beach, Fla. | | 338 | WMT C | — Vanclave, Ky. | | 398 |
| WMFR | — High Point, N. C. | | 496 | WMTE | — Manistee, Mich. | | 423 |
| WMFT | — Terre Haute, Ind. | | 381 | WMTL | — Leitchfield, Ky. | | 395 |
| WMGA | — Moultrie, Ga. | | 358 | WMTM | — Moultrie, Ga. | | 358 |
| WMGM | — New York, N. Y. | | 475 | WMTN | — Morristown, Tenn. | | 558 |
| WMGR | — Bainbridge, Ga. | | 353 | WMTR | — Morristown, N. J. | | 457 |
| WMGW | — Meadville, Pa. | | 534 | WMTS | — Murfreesboro, Tenn. | | 558 |
| WMGY | — Montgomery, Ala. | | 295 | WMUS | — Muskegon, Mich. | | 423 |
| WMIA | — Arecibo, P. R. | | 616 | WMUU | — Greenville, S. C. | | 547 |
| WMID | — Atlantic City, N. J. | | 456 | WMVA | — Martinsville, Va. | | 591 |
| WMIE | — Miami, Fla. | | 343 | WMVB | — Millville, N. J. | | 457 |
| WMIK | — Middlesboro, Ky. | | 396 | WMVG | — Milledgeville, Ga. | | 357 |
| WMIL | — Milwaukee, Wisc. | | 610 | WMVO | — Mt. Vernon, O. | | 512 |
| WMIN | — St. Paul, Minn. | | 430 | WMYB | — Myrtle Beach, S. C. | | 548 |
| WMIQ | — Iron Mountain, Mich. | | 422 | WMYN | — Madison, N. C. | | 498 |
| WMIS | — Natchez, Miss. | | 436 | WMYR | — Ft. Myers, Fla. | | 339 |
| WMIX | — Mt. Vernon, Ill. | | 373 | WNAB | — Bridgeport, Conn. | | 331 |
| WMJM | — Cordele, Ga. | | 354 | WNAC | — Boston, Mass. | | 412 |
| WMLF | — Pineville, Ky. | | 398 | WNAE | — Warren, Pa. | | 540 |
| WMLP | — Milton, Pa. | | 535 | WNAG | — Grenada, Miss. | | 433 |
| WMLS | — Sylacauga, Ala. | | 296 | WNAH | — Nashville, Tenn. | | 559 |
| WMLT | — Dublin, Ga. | | 355 | WNAK | — Wilkes-Barre, Pa. | | 541 |
| WMMB | — Melbourne, Fla. | | 342 | WNAM | — Neenah, Wisc. | | 611 |
| WMMH | — Marshall, N. C. | | 498 | WNAR | — Norristown, Pa. | | 535 |
| WMMM | — Westport, Conn. | | 334 | WNAT | — Natchez, Miss. | | 435 |
| WMMN | — Fairmont, W. Va. | | 604 | WNAU | — New Albany, Miss. | | 435 |
| WMMS | — Bath, Me. | | 406 | WNAV | — Annapolis, Md. | | 403 |
| WMMT | — McMinnville, Tenn. | | 557 | WNAX | — Yankton, S. D. | | 552 |
| WMMW | — Meriden, Conn. | | 331 | WNBC | — New York, N. Y. | | 481 |
| WMNA | — Gretna, Va. | | 590 | WNB F | — Binghamton, N. Y. | | 466 |
| WMNB | — North Adams, Mass. | | 414 | WNBH | — New Bedford, Mass. | | 414 |
| WMNC | — Morgantown, N. C. | | 498 | WNB P | — Newburyport, Mass. | | 414 |
| WMNE | — Menomonie, Wisc. | | 610 | WNBS | — Murray, Ky. | | 397 |
| WMNI | — Columbus, O. | | 509 | WNBT | — Wellsboro, Pa. | | 541 |
| WMNS | — Olean, N. Y. | | 486 | | | | |

| Station | City | State | Page | Station | City | State | Page |
|---------|--------------------------|-------|------|---------|--------------------------|-------|------|
| WNBZ | — Saranac Lake, N. Y. | | 488 | WOKK | — Meridian, Miss. | | 436 |
| WNCA | — Siler City, N. C. | | 501 | WOKO | — Albany, N. Y. | | 465 |
| WNCC | — Barnesboro, Pa. | | 528 | WOKS | — Columbus, Ga. | | 354 |
| WNCO | — Ashland, O. | | 505 | WOKY | — Milwaukee, Wisc. | | 610 |
| WNDB | — Daytona Beach, Fla. | | 338 | WOKZ | — Alton, Ill. | | 367 |
| WNDR | — Syracuse, N. Y. | | 489 | WOL | — Washington, D. C. | | 335 |
| WNDU | — South Bend, Ind. | | 381 | WOLF | — Syracuse, N. Y. | | 489 |
| WNEB | — Worcester, Mass. | | 416 | WOLS | — Florence, S. C. | | 546 |
| WNEG | — Toccoa, Ga. | | 360 | WOMI | — Owensboro, Ky. | | 397 |
| WNEL | — Caguas, P. R. | | 617 | WOMP | — Bellaire, O. | | 506 |
| WNER | — Live Oak, Fla. | | 342 | WOMT | — Manitowoc, Wisc. | | 609 |
| WNES | — Central City, Ky. | | 393 | WONA | — Winona, Miss. | | 437 |
| WNEW | — New York, N. Y. | | 477 | WOND | — Pleasantville, N. J. | | 457 |
| WNEX | — Macon, Ga. | | 357 | WONE | — Dayton, O. | | 510 |
| WNGO | — Mayfield, Ky. | | 396 | WONG | — Oneida, N. Y. | | 486 |
| WNHC | — New Haven, Conn. | | 332 | WONN | — Lakeland, Fla. | | 341 |
| WNIA | — Buffalo, N. Y. | | 467 | WONW | — Defiance, O. | | 510 |
| WNIK | — Arecibo, P. R. | | 617 | WOOD | — Grand Rapids, Mich. | | 421 |
| WNIL | — Niles, Mich. | | 424 | WOOF | — Dothan, Ala. | | 291 |
| WNJR | — Newark, N. J. | | 457 | WOOK | — Washington, D. C. | | 335 |
| WNKY | — Neon, Ky. | | 397 | WOOO | — DeLand, Fla. | | 338 |
| WNLC | — New London, Conn. | | 332 | WOOW | — Greenville, N. C. | | 496 |
| WNLK | — Norwalk, Conn. | | 332 | WOPA | — Oak Park, Ill. | | 374 |
| WNMP | — Evanston, Ill. | | 371 | WOPI | — Bristol, Tenn. | | 552 |
| WNNC | — Newton, N. C. | | 499 | WOR | — New York, N. Y. | | 479 |
| WNNJ | — Newton, N. J. | | 457 | WORA | — Mayaguez, P. R. | | 617 |
| WNNT | — Warsaw, Va. | | 595 | WORC | — Worcester, Mass. | | 416 |
| WNOE | — New Orleans, La. | | 403 | WORD | — Spartanburg, S. C. | | 549 |
| WNOG | — Naples, Fla. | | 344 | WORK | — York, Pa. | | 542 |
| WNOK | — Columbia, S. C. | | 545 | WORL | — Boston, Mass. | | 412 |
| WNOO | — Chattanooga, Tenn. | | 553 | WORM | — Savannah, Tenn. | | 560 |
| WNOP | — Newport, Ky. | | 397 | WORX | — Madison, Ind. | | 380 |
| WNOR | — Norfolk, Va. | | 592 | WOSC | — Fulton, N. Y. | | 468 |
| WNOS | — High Point, N. C. | | 496 | WOSH | — Oshkosh, Wisc. | | 611 |
| WNOW | — York, Pa. | | 542 | WOTR | — Corry, Pa. | | 530 |
| WNOX | — Knoxville, Tenn. | | 556 | WOTT | — Watertown, N. Y. | | 491 |
| WNPT | — Tuscaloosa, Ala. | | 297 | WOTW | — Nashua, N. H. | | 455 |
| WNPV | — Lansdale, Pa. | | 533 | WOVE | — Welch, W. Va. | | 606 |
| WNRG | — Grundy, Va. | | 590 | WOW | — Omaha, Neb. | | 452 |
| WNRI | — Woonsocket, R. I. | | 543 | WOWE | — Allegan, Mich. | | 417 |
| WNRV | — Narrows, Va. | | 591 | WOWI | — New Albany, Ind. | | 380 |
| WNSL | — Laurel, Miss. | | 435 | WOWL | — Florence, Ala. | | 292 |
| WNSM | — Valparaiso, Fla. | | 349 | WOWO | — Ft. Wayne, Ind. | | 378 |
| WNTA | — Newark, N. J. | | 457 | WOXF | — Oxford, N. C. | | 499 |
| WNUE | — Ft. Walton Beach, Fla. | | 339 | WOZK | — Ozark, Ala. | | 295 |
| WNUZ | — Talladega, Ala. | | 296 | WPAB | — Ponce, P. R. | | 617 |
| WNVV | — Norton, Va. | | 592 | WPAC | — Patchogue, N. Y. | | 486 |
| WNVY | — Pensacola, Fla. | | 346 | WPAD | — Paducah, Ky. | | 397 |
| WNXT | — Portsmouth, O. | | 512 | WPAG | — Ann Arbor, Mich. | | 417 |
| WOAI | — San Antonio, Tex. | | 580 | WPAL | — Charleston, S. C. | | 545 |
| WOAP | — Owosso, Mich. | | 424 | WPAM | — Pottsville, Pa. | | 538 |
| WOAY | — Oak Hill, W. Va. | | 605 | WPAP | — Fernandina Beach, Fla. | | 338 |
| WOBS | — Jacksonville, Fla. | | 340 | WPAQ | — Mt. Airy, N. C. | | 498 |
| WOBT | — Rhinelander, Wisc. | | 612 | WPAR | — Parkersburg, W. Va. | | 606 |
| WOC | — Davenport, Ia. | | 384 | WPAT | — Paterson, N. J. | | 457 |
| WOCB | — West Yarmouth, Mass. | | 416 | WPAW | — Pawtucket, R. I. | | 542 |
| WOCH | — North Vernon, Ind. | | 380 | WPAX | — Thomasville, Ga. | | 359 |
| WODY | — Bassett, Va. | | 587 | WPAY | — Portsmouth, O. | | 512 |
| WOGA | — Chattanooga, Tenn. | | 553 | WPAZ | — Pottstown, Pa. | | 538 |
| WOHI | — East Liverpool, O. | | 510 | WPBC | — Minneapolis, Minn. | | 428 |
| WOHO | — Toledo, O. | | 513 | WPCC | — Clinton, S. C. | | 545 |
| WOHP | — Bellefontaine, O. | | 506 | WPCF | — Panama City, Fla. | | 346 |
| WOHS | — Shelby, N. C. | | 500 | WPCO | — Mount Vernon, Ind. | | 380 |
| WOIA | — Saline, Mich. | | 425 | WPDQ | — Jacksonville, Fla. | | 340 |
| WOIC | — Columbia, S. C. | | 546 | WPDR | — Portage, Wisc. | | 612 |
| WOKB | — Winter Garden, Fla. | | 350 | WPDM | — Potsdam, N. Y. | | 487 |
| WOKE | — Charleston, S. C. | | 545 | WPDY | — Clarksburg, W. Va. | | 604 |
| WOKJ | — Jackson, Miss. | | 434 | WPEL | — Montrose, Pa. | | 535 |

| Station | City | State | Page | Station | City | State | Page |
|---------|------------------------|-------|------|---------|------------------------|-------|------|
| WPEN | Philadelphia, Pa. | | 537 | WQXQ | Ormond Beach, Fla. | | 345 |
| WPEO | Peoria, Ill. | | 374 | WQXR | New York, N. Y. | | 483 |
| WPEP | Taunton, Mass. | | 416 | WQXT | Palm Beach, Fla. | | 346 |
| WPET | Greensboro, N. C. | | 495 | WRAC | Racine, Wisc. | | 612 |
| WPFA | Pensacola, Fla. | | 346 | WRAD | Radford, Va. | | 592 |
| WPFB | Middletown, O. | | 512 | WRAG | Carrollton, Ala. | | 291 |
| WPFM | Park Falls, Wisc. | | 611 | WRAJ | Anna, Ill. | | 367 |
| WPGA | Perry, Ga. | | 358 | WRAK | Williamsport, Pa. | | 541 |
| WPGC | Washington, D. C. | | 335 | WRAL | Raleigh, N. C. | | 499 |
| WPGW | Portland, Ind. | | 381 | WRAM | Monmouth, Ill. | | 373 |
| WPHB | Philipsburg, Pa. | | 537 | WRAP | Norfolk, Va. | | 592 |
| WPIC | Sharon, Pa. | | 540 | WRAY | Reading, Pa. | | 539 |
| WPID | Piedmont, Ala. | | 295 | WRAY | Princeton, Ind. | | 381 |
| WPIK | Alexandria, Va. | | 587 | WRBC | Jackson, Miss. | | 434 |
| WPIN | St. Petersburg, Fla. | | 347 | WRBL | Columbus, Ga. | | 354 |
| WPIT | Pittsburgh, Pa. | | 538 | WRC | Washington, D. C. | | 335 |
| WPKE | Pikeville, Ky. | | 397 | WRCD | Dalton, Ga. | | 355 |
| WPKO | Waverly, O. | | 513 | WRCO | Richland Center, Wisc. | | 612 |
| WPKY | Princeton, Ky. | | 398 | WRCS | Ahoskie, N. C. | | 491 |
| WPLA | Plant City, Fla. | | 346 | WRCV | Philadelphia, Pa. | | 537 |
| WPLB | Greenville, Mich. | | 421 | WRDB | Reedsburg, Wisc. | | 612 |
| WPLH | Huntington, W. Va. | | 604 | WRDO | Augusta, Me. | | 406 |
| WPLK | Rockmart, Ga. | | 358 | WRDW | Augusta, Ga. | | 352 |
| WPLM | Plymouth, Mass. | | 415 | WREB | Holyoke, Mass. | | 413 |
| WPLO | Atlanta, Ga. | | 351 | WREC | Memphis, Tenn. | | 558 |
| WPLY | Plymouth, Wisc. | | 612 | WREL | Lexington, Va. | | 590 |
| WPME | Punxsutawney, Pa. | | 538 | WREM | Remsen, N. Y. | | 487 |
| WPMP | Pascagoula, Miss. | | 436 | WREN | Topeka, Kan. | | 391 |
| WPNC | Plymouth, N. C. | | 499 | WREO | Ashtabula, O. | | 506 |
| WPNF | Brevard, N. C. | | 492 | WREV | Reidsville, N. C. | | 499 |
| WPNX | Phenix City, Ala. | | 295 | WRFB | Tallahassee, Fla. | | 348 |
| WPOM | Pompano Beach, Fla. | | 347 | WRFC | Athens, Ga. | | 351 |
| WPON | Pontiac, Mich. | | 424 | WRFD | Worthington, O. | | 514 |
| WPOP | Hartford, Conn. | | 331 | WRFS | Alexander City, Ala. | | 289 |
| WPOR | Portland, Me. | | 407 | WRGA | Rome, Ga. | | 358 |
| WPOW | New York, N. Y. | | 483 | WRGR | Starke, Fla. | | 348 |
| WPPA | Pottsville, Pa. | | 538 | WRGS | Rogersville, Tenn. | | 560 |
| WPRA | Mayaguez, P. R. | | 617 | WRHC | Jacksonville, Fla. | | 341 |
| WPRC | Lincoln, Ill. | | 373 | WRHI | Rock Hill, S. C. | | 548 |
| WPRE | Prarie Du Chien, Wisc. | | 612 | WRIB | Providence, R. I. | | 543 |
| WPRN | Butler, Ala. | | 290 | WRIC | Richlands, Va. | | 592 |
| WPRO | Providence, R. I. | | 543 | WRIG | Wausau, Wisc. | | 614 |
| WPRP | Ponce, P. R. | | 617 | WRIM | Pahokee, Fla. | | 345 |
| WPRS | Paris, Ill. | | 374 | WRIO | Rio Piedras, P. R. | | 618 |
| WPRT | Prestonsburg, Ky. | | 398 | WRIP | Rossville, Ga. | | 358 |
| WPRW | Manassas, Va. | | 591 | WRIS | Roanoke, Va. | | 594 |
| WPRY | Perry, Fla. | | 346 | WRIT | Milwaukee, Wisc. | | 610 |
| WPTF | Raleigh, N. C. | | 499 | WRIV | Riverhead, N. Y. | | 487 |
| WPTR | Albany, N. Y. | | 463 | WRJN | Racine, Wisc. | | 612 |
| WPTS | Pittston, Pa. | | 538 | WRJW | Picayune, Miss. | | 436 |
| WPTW | Piqua, O. | | 512 | WRKD | Rockland, Me. | | 408 |
| WPTX | Lexington Park, Md. | | 410 | WRKH | Rockwood, Tenn. | | 560 |
| WPUV | Pulaski, Va. | | 592 | WRKM | Carthage, Tenn. | | 552 |
| WPVA | Petersburg, Va. | | 592 | WRKT | Cocoa, Fla. | | 337 |
| WPVL | Painesville, O. | | 512 | WRLD | West Point, Ga. | | 361 |
| WQAM | Miami, Fla. | | 343 | WRMA | Montgomery, Ala. | | 295 |
| WQBC | Vicksburg, Miss. | | 437 | WRMF | Titusville, Fla. | | 349 |
| WQDY | Calais, Me. | | 406 | WRMN | Elgin, Ill. | | 371 |
| WQIC | Meridian, Miss. | | 436 | WRMS | Beardstown, Ill. | | 367 |
| WQIK | Jacksonville, Fla. | | 341 | WRMT | Rocky Mount, N. C. | | 500 |
| WQMN | Superior, Wisc. | | 613 | WRNB | New Bern, N. C. | | 499 |
| WQMR | Washington, D. C. | | 335 | WRNL | Richmond, Va. | | 593 |
| WQOK | Greenville, S. C. | | 547 | WRNY | Rome, N. Y. | | 488 |
| WQSN | Charleston, S. C. | | 545 | WROA | Gulfport, Miss. | | 433 |
| WQTE | Detroit, Mich. | | 419 | WROB | West Point, Miss. | | 437 |
| WQTY | Jacksonville, Fla. | | 341 | WROD | Daytona Beach, Fla. | | 338 |
| WQUA | Moline, Ill. | | 373 | WROK | Rockford, Ill. | | 375 |
| WQXI | Atlanta, Ga. | | 352 | WROM | Rome, Ga. | | 358 |
| | | | | WRON | Ronceverte, W. Va. | | 606 |

| Station | City | State | Page | Station | City | State | Page |
|---------|------|-------------------------|------|---------|------|-------------------------|------|
| WROS | — | Scottsboro, Ala. | 296 | WSKI | — | Montpelier, Vt. | 586 |
| WROV | — | Roanoke, Va. | 594 | WSKP | — | Miami, Fla. | 343 |
| WROW | — | Albany, N. Y. | 465 | WSKY | — | Asheville, N. C. | 491 |
| WROX | — | Clarksdale, Miss. | 432 | WSLB | — | Ogdensburg, N. Y. | 486 |
| WROY | — | Carmi, Ill. | 368 | WSLI | — | Jackson, Miss. | 434 |
| WRPB | — | Warner Robbins, Ga. | 360 | WSLM | — | Salem, Ind. | 381 |
| WRR | — | Dallas, Tex. | 567 | WSLS | — | Roanoke, Va. | 594 |
| WRRF | — | Washington, N. C. | 502 | WSM | — | Nashville, Tenn. | 559 |
| WRRR | — | Rockford, Ill. | 375 | WSMB | — | New Orleans, La. | 403 |
| WRRZ | — | Clinton, N. C. | 493 | WSME | — | Sanford, Me. | 408 |
| WRSA | — | Saratoga Springs, N. Y. | 488 | WSMI | — | Litchfield, Ill. | 373 |
| WRSW | — | Warsaw, Ind. | 392 | WSMN | — | Nashua, N. H. | 455 |
| WRTA | — | Altoona, Pa. | 528 | WSMT | — | Sparta, Tenn. | 560 |
| WRUF | — | Gainesville, Fla. | 340 | WSNJ | — | Bridgeton, N. J. | 456 |
| WRUM | — | Rumford, Me. | 408 | WSNO | — | Barre, Vt. | 586 |
| WRUN | — | Utica, N. Y. | 490 | WSNT | — | Sandersville, Ga. | 358 |
| WRUS | — | Russellville, Ky. | 398 | WSNW | — | Seneca, S. C. | 549 |
| WRVA | — | Richmond, Va. | 593 | WSNY | — | Schenectady, N. Y. | 488 |
| WRVK | — | Renfro Valley, Ky. | 398 | WSOC | — | Charlotte, N. C. | 493 |
| WRVM | — | Rochester, N. Y. | 488 | WSOK | — | Savannah, Ga. | 359 |
| WRWH | — | Cleveland, Ga. | 354 | WSOL | — | Tampa, Fla. | 349 |
| WRWJ | — | Selma, Ala. | 296 | WSON | — | Henderson, Ky. | 394 |
| WRXO | — | Roxboro, N. C. | 500 | WSOO | — | Sault St. Marie, Mich. | 425 |
| WSAC | — | Ft. Knox, Ky. | 393 | WSOQ | — | N. Syracuse, N. Y. | 486 |
| WSAI | — | Cincinnati, O. | 507 | WSOY | — | Decatur, Ill. | 371 |
| WSAL | — | Logansport, Ind. | 380 | WSPA | — | Spartanburg, S. C. | 549 |
| WSAM | — | Saginaw, Mich. | 424 | WSPB | — | Sarasota, Fla. | 348 |
| WSAN | — | Allentown, Pa. | 527 | WSPD | — | Toledo, O. | 513 |
| WSAR | — | Fall River, Mass. | 413 | WSPN | — | Saratoga Springs, N. Y. | 488 |
| WSAT | — | Salisbury, N. C. | 500 | WSPR | — | Springfield, Mass. | 415 |
| WSAU | — | Wausau, Wisc. | 614 | WSPY | — | Stevens Point, Wisc. | 613 |
| WSAV | — | Savannah, Ga. | 359 | WSRA | — | Milton, Fla. | 344 |
| WSAY | — | Rochester, N. Y. | 488 | WSRC | — | Durham, N. C. | 493 |
| WSAZ | — | Huntington, W. Va. | 604 | WSRO | — | Marlborough, Mass. | 414 |
| WSB | — | Atlanta, Ga. | 352 | WSRW | — | Hillsboro, O. | 511 |
| WSBA | — | York, Pa. | 542 | WSSB | — | Durham, N. C. | 493 |
| WSBB | — | New Smyrna Beach, Fla. | 344 | WSSC | — | Sumter, S.C. | 549 |
| WSBC | — | Chicago, Ill. | 370 | WSSO | — | Starkville, Miss. | 436 |
| WSBR | — | Pensacola, Fla. | 346 | WSSV | — | Petersburg, Va. | 592 |
| WSBS | — | Great Barrington, Mass. | 413 | WSTA | — | St. Thomas, V. I. | 619 |
| WSBT | — | South Bend, Ind. | 381 | WSTC | — | Stamford, Conn. | 333 |
| WSCR | — | Scranton, Pa. | 539 | WSTL | — | Eminence, Ky. | 393 |
| WSDB | — | Homestead, Fla. | 340 | WSTN | — | St. Augustine, Fla. | 347 |
| WSDR | — | Sterling, Ill. | 376 | WSTP | — | Salisbury, N. C. | 500 |
| WSEB | — | Sebring, Fla. | 348 | WSTR | — | Sturgis, Mich. | 425 |
| WSEN | — | Baldwinsville, N. Y. | 465 | WSTS | — | Massena, N. Y. | 470 |
| WSET | — | Glens Falls, N. Y. | 468 | WSTU | — | Stuart, Fla. | 348 |
| WSEV | — | Sevierville, Tenn. | 560 | WSTV | — | Steubenville, O. | 513 |
| WSFB | — | Quitman, Ga. | 358 | WSUB | — | Groton, Conn. | 331 |
| WSFC | — | Somerset, Ky. | 398 | WSUG | — | Clewiston, Fla. | 337 |
| WSFR | — | Sanford, Fla. | 347 | WSUH | — | Oxford, Miss. | 436 |
| WSFT | — | Thomaston, Ga. | 359 | WSUN | — | St. Petersburg, Fla. | 347 |
| WSGA | — | Savannah, Ga. | 359 | WSUX | — | Seaford, Del. | 334 |
| WSGC | — | Elberton, Ga. | 355 | WSUZ | — | Palatka, Fla. | 345 |
| WSGN | — | Birmingham, Ala. | 290 | WSVA | — | Harrisonburg, Va. | 590 |
| WSGW | — | Saginaw, Mich. | 424 | WSVS | — | Crewe, Va. | 588 |
| WSHE | — | Raleigh, N. C. | 499 | WSWN | — | Belle Glade, Fla. | 336 |
| WSHH | — | Latrobe, Pa. | 533 | WSWV | — | Pennington Gap, Va. | 592 |
| WSIC | — | Statesville, N. C. | 501 | WSWW | — | Platteville, Wisc. | 611 |
| WSID | — | Baltimore, Md. | 409 | WSYB | — | Rutland, Vt. | 586 |
| WSIG | — | Mount Jackson, Va. | 591 | WSYD | — | Mt. Airy, N. C. | 498 |
| WSIP | — | Paintsville, Ky. | 397 | WSYL | — | Sylvania, Ga. | 359 |
| WSIR | — | Winter Haven, Fla. | 350 | WSYR | — | Syracuse, N. Y. | 489 |
| WSIV | — | Pekin, Ill. | 374 | WTAB | — | Tabor City, N. C. | 501 |
| WSIX | — | Nashville, Tenn. | 559 | WTAC | — | Flint, Mich. | 420 |
| WSJC | — | Maqee, Miss. | 435 | WTAD | — | Quincy, Ill. | 375 |
| WSJM | — | St. Joseph, Mich. | 425 | WTAG | — | Worcester, Mass. | 416 |
| WSJS | — | Winston-Salem, N. C. | 503 | WTAL | — | Tallahassee, Fla. | 348 |

| Station | City | State | Page | Station | City | State | Page |
|---------|------------------------|-------|------|---------|----------------------------|-------|------|
| WTAN | — Clearwater, Fla. | | 337 | WTRO | — Dyersburg, Tenn. | | 554 |
| WTAO | — Boston, Mass. | | 412 | WTRP | — LaGrange, Ga. | | 356 |
| WTAP | — Parkersburg, W. Va. | | 606 | WTRR | — Sanford, Fla. | | 347 |
| WTAQ | — La Grange, Ill. | | 372 | WTRU | — Muskegon, Mich. | | 423 |
| WTAR | — Norfolk, Va. | | 592 | WTRW | — Two Rivers, Wisc. | | 613 |
| WTAW | — Bryan, Tex. | | 564 | WTRX | — Flint, Mich. | | 419 |
| WTAX | — Springfield, Ill. | | 375 | WTRY | — Troy, N. Y. | | 490 |
| WTAY | — Robinson, Ill. | | 375 | WTSA | — Brattleboro, Vt. | | 586 |
| WTBC | — Tuscaloosa, Ala. | | 297 | WTSB | — Lumberton, N. C. | | 498 |
| WTBF | — Troy, Ala. | | 296 | WTSL | — Hanover, N. H. | | 455 |
| WTBO | — Cumberland, Md. | | 410 | WTSN | — Dover, N. H. | | 455 |
| WTCB | — Flomaton, Ala. | | 292 | WTSV | — Claremont, N. H. | | 454 |
| WTCH | — Shawano, Wisc. | | 612 | WTTB | — Vero Beach, Fla. | | 350 |
| WTCJ | — Tell City, Ind. | | 381 | WTTC | — Towanda, Pa. | | 540 |
| WTCM | — Traverse City, Mich. | | 425 | WTFE | — Tiffin, O. | | 513 |
| WTCN | — Minneapolis, Minn. | | 429 | WTHH | — Port Huron, Mich. | | 424 |
| WTCO | — Campbillsville, Ky. | | 393 | WTTL | — Madisonville, Ky. | | 396 |
| WTCR | — Ashland, Ky. | | 392 | WTTM | — Trenton, N. J. | | 458 |
| WTCS | — Fairmont, W. Va. | | 604 | WTTN | — Watertown, Wisc. | | 613 |
| WTCW | — Whitesburg, Ky. | | 399 | WTRR | — Westminster, Md. | | 411 |
| WTEL | — Philadelphia, Pa. | | 537 | WTTS | — Bloomington, Ind. | | 377 |
| WTHE | — Spartanburg, S. C. | | 549 | WTUG | — Tuscaloosa, Ala. | | 297 |
| WTHG | — Jackson, Ala. | | 293 | WTUP | — Tupelo, Miss. | | 437 |
| WTHI | — Terre Haute, Ind. | | 381 | WTUX | — Wilmington, Del. | | 335 |
| WTHR | — Panama City, Fla. | | 346 | WTVB | — Coldwater, Mich. | | 418 |
| WTIC | — Hartford, Conn. | | 331 | WTVL | — Waterville, Me. | | 408 |
| WTID | — Newport News, Va. | | 591 | WTVN | — Columbus, O. | | 509 |
| WTIF | — Tifton, Ga. | | 360 | WTWA | — Thomson, Ga. | | 359 |
| WTIG | — Massillon, Ohio | | 511 | WTWB | — Auburndale, Fla. | | 336 |
| WTIK | — Durham, N. C. | | 493 | WTWN | — St. Johnsbury, Vt. | | 587 |
| WTIL | — Mayaguez, P. R. | | 617 | WTXL | — West Springfield, Mass. | | 415 |
| WTIM | — Taylorville, Ill. | | 376 | WTYC | — Rock Hill, S. C. | | 548 |
| WTIP | — Charleston, W. Va. | | 603 | WTYM | — Springfield, Mass. | | 415 |
| WTIV | — Titusville, Pa. | | 540 | WTYN | — Tryon, N. C. | | 501 |
| WTIX | — New Orleans, La. | | 403 | WTYS | — Marianna, Fla. | | 342 |
| WTJH | — East Point, Ga. | | 355 | WULA | — Eufaula, Ala. | | 291 |
| WTJS | — Jackson, Tenn. | | 555 | WUSJ | — Lockport, N. Y. | | 470 |
| WTKM | — Hartford, Wisc. | | 608 | WUST | — Washington, D. C. | | 336 |
| WTKO | — Ithaca, N. Y. | | 469 | WVAM | — Altoona, Pa. | | 528 |
| WTKY | — Tompkinsville, Ky. | | 398 | WVAR | — Richwood, W. Va. | | 606 |
| WTLB | — Utica, N. Y. | | 490 | WVCG | — Coral Gables, Fla. | | 337 |
| WTLO | — Somerset, Ky. | | 398 | WVCH | — Chester, Pa. | | 530 |
| WTLS | — Tallahassee, Ala. | | 296 | WVEC | — Hampton, Va. | | 590 |
| WTMA | — Charleston, S. C. | | 545 | WVET | — Rochester, N. Y. | | 488 |
| WTMB | — Tomah, Wisc. | | 613 | WVIM | — Vicksburg, Miss. | | 437 |
| WTMC | — Ocala, Fla. | | 345 | WVIP | — Mt. Kisco, N. Y. | | 470 |
| WTMJ | — Milwaukee, Wisc. | | 611 | WVJP | — Caguas, P. R. | | 617 |
| WTMP | — Tampa, Fla. | | 349 | WVJS | — Owensboro, Ky. | | 397 |
| WTMT | — Louisville, Ky. | | 396 | WVKO | — Columbus, O. | | 509 |
| WTNC | — Thomasville, N. C. | | 501 | WVLD | — Valdosta, Ga. | | 360 |
| WTND | — Orangeburg, S.C. | | 548 | WVLK | — Lexington, Ky. | | 395 |
| WTNS | — Coshocton, O. | | 509 | WVLN | — Olney, Ill. | | 374 |
| WTNT | — Tallahassee, Fla. | | 348 | WVMC | — Mount Carmel, Ill. | | 373 |
| WTOB | — Winston-Salem, N. C. | | 503 | WVMI | — Biloxi, Miss. | | 431 |
| WTOC | — Savannah, Ga. | | 359 | WVNA | — Tuscumbia, Ala. | | 297 |
| WTOO | — Toledo, O. | | 513 | WVNJ | — Newark, N. J. | | 457 |
| WTOE | — Spruce Pine, N. C. | | 501 | WVOK | — Birmingham, Ala. | | 290 |
| WTOL | — Toledo, O. | | 513 | WVOL | — Nashville, Tenn. | | 559 |
| WTON | — Staunton, Va. | | 594 | WVOP | — Vidalia, Ga. | | 360 |
| WTOP | — Washington, D. C. | | 335 | WVOS | — Liberty, N. Y. | | 470 |
| WTOR | — Torrington, Conn. | | 333 | WVOT | — Wilson, N. C. | | 503 |
| WTOT | — Marianna, Fla. | | 342 | WVOW | — Logan, W. Va. | | 605 |
| WTPR | — Paris, Tenn. | | 560 | WVOX | — New Rochelle, N. Y. | | 471 |
| WTRA | — Latrobe, Pa. | | 534 | WVPO | — Stroudsburg, Pa. | | 540 |
| WTRB | — Ripley, Tenn. | | 560 | WVSC | — Somerset, Pa. | | 540 |
| WTRC | — Elkhart, Ind. | | 377 | WVVW | — Grafton-Fairmont, W. Va. | | 604 |
| WTRL | — Bradenton, Fla. | | 336 | WWBC | — Bay City, Mich. | | 417 |
| WTRN | — Tyrone, Pa. | | 540 | WWBD | — Bamberg, S. C. | | 544 |

| Station | City | State | Page | Station | City | State | Page |
|---------|---------------------------|-------|------|---------|--------------------------|-------|------|
| WWBZ | Vineland, N. J. | | 458 | WWWF | Fayette, Ala. | | 292 |
| WWCA | Gary, Ind. | | 378 | WWWR | Russellville, Ala. | | 295 |
| WWCC | Bremen, Ga. | | 353 | WWWW | Rio Piedras, P. R. | | 618 |
| WWCH | Clarion, Pa. | | 530 | WWXL | Manchester, Ky. | | 396 |
| WWCO | Waterbury, Conn. | | 333 | WVYO | Pineville, W. Va. | | 606 |
| WWDC | Washington, D. C. | | 336 | WXAL | Demopolis, Ala. | | 291 |
| WWGP | Sanford, N. C. | | 500 | WXGI | Richmond, Va. | | 594 |
| WWGS | Tifton, Ga. | | 360 | WXLI | Dublin, Ga. | | 355 |
| WWHG | Hornell, N.Y. | | 469 | WXLW | Indianapolis, Ind. | | 379 |
| WWIL | Ft. Lauderdale, Fla. | | 339 | WXMT | Merrill, Wisc. | | 610 |
| WWIN | Baltimore, Md. | | 409 | WXOK | Baton Rouge, La. | | 400 |
| WWIS | Black River Falls, Wisc. | | 608 | WXRF | Guayama, P. R. | | 617 |
| WWIT | Canton, N. C. | | 492 | WXTN | Lexington, Miss. | | 435 |
| WWIZ | Lorain, O. | | 511 | WXXX | Hattiesburg, Miss. | | 433 |
| WWJ | Detroit, Mich. | | 419 | WXYZ | Detroit, Mich. | | 419 |
| WWJB | Brookville, Fla. | | 337 | WYAL | Scotland Neck, N. C. | | 500 |
| WWKY | Winchester, Ky. | | 399 | WYCL | York, S. C. | | 549 |
| WWL | New Orleans, La. | | 404 | WYDE | Birmingham, Ala. | | 290 |
| WWNC | Asheville, N.C. | | 491 | WYLD | New Orleans, La. | | 404 |
| WWNH | Rochester, N. H. | | 456 | WYMB | Manning, S. C. | | 548 |
| WWNR | Beckley, W. Va. | | 603 | WYND | Sarasota, Fla. | | 348 |
| WWNS | Statesboro, Ga. | | 359 | WYNG | Warwick, R. I. | | 543 |
| WWNY | Watertown, N. Y. | | 491 | WYNK | Baton Rouge, La. | | 400 |
| WWOD | Lynchburg, Va. | | 590 | WYNN | Florence, S. C. | | 546 |
| WWOK | Charlotte, N. C. | | 493 | WYRN | Louisburg, N. C. | | 497 |
| WWOL | Buffalo, N. Y. | | 467 | WYSE | Lakeland, Fla. | | 341 |
| WWOM | New Orleans, La. | | 404 | WYSL | Buffalo, N. Y. | | 467 |
| WWON | Woonsocket, R. I. | | 543 | WYSR | Franklin, Va. | | 589 |
| WWOW | Connecticut, O. | | 509 | WYTH | Madison, Ga. | | 357 |
| WWPA | Williamsport, Pa. | | 541 | WYTI | Rocky Mount, Va. | | 594 |
| WWPF | Palatka, Fla. | | 346 | WYVE | Wytheville, Va. | | 595 |
| WWRI | West Warwick, R. I. | | 543 | WYZE | Atlanta, Ga. | | 352 |
| WWRJ | White River Junction, Vt. | | 587 | WZEP | DeFuniak Springs, Fla. | | 338 |
| WWRL | New York, N. Y. | | 485 | WZIP | Cincinnati, O. | | 507 |
| WWSC | Glens Falls, N. Y. | | 468 | WZKY | Ahoskie, N. C. | | 491 |
| WWSR | St. Albans, Vt. | | 586 | WZOB | Ft. Payne, Ala. | | 292 |
| WWST | Wooster, O. | | 514 | WZOK | Jacksonville, Fla. | | 341 |
| WWSW | Pittsburgh, Pa. | | 538 | WZOR | Jacksonville Beach, Fla. | | 341 |
| WWVA | Wheeling, W. Va. | | 607 | WZYK | Cowan, Tenn. | | 554 |
| WWWB | Jasper, Ala. | | 293 | XEAK | San Diego, Calif. | | 320 |

Nothing
Outshouts
Quality and
Integrity



Pop.: 3,282,000
Families: 875,000

Alabama

Radio Homes: 845,000
AM Stas. in State: 108

WAVU—Albertville—1948

Frequency: 630 Kc. Power: 1000 Watts d.
Owned-Oper. By Sand Mt. Bcstg. Service
Business-Studio Address P. O. Box 411
Tel.: 830 Independent
Newspaper Affilia Sand Mt. Reporter
Pres., Gen. Mgr. Pat M. Courington
Comm. Prom. Mgr. John Culp
Prog. Dir., Sales Prom. Bill Hagler
Chief Engineer Louis Cryar

WRFS—Alexander City—1947

Frequency: 1050 Kc. Power: 1000 Watts d.
Owned-Operated By Piedmont Service Corp.
Business-Studio Address Box 72
Tel.: Adams 4-2566 KBS
Sta. Reps. Sears & Ayer; Walton
General Mgr. Jim Whatley

WCTA—Andalusia—1946

Frequency: 920 Kc. Power: 5 Kw. d., 500 W. n.
Owned-Oper. By Andalusia Bcstg. Co., Inc.
Address Sanford Rd., P. O. Box 29
Tel.: CA 2-1144 KBS
Pres., Gen. Mgr. J. Dige Bishop
Comm. Mgr. Donald Cooke
Chief Engineer J. D. Bishop

WANA—Anniston—1954

Frequency: 1490 Kc. Power: 250 Watts
Owned By Gadsden Radio Co.
Address 115 W. 33rd St.
Tel.: AD 7-1627 KBS
Station Rep. Hal Walton
Owner C. L. Graham
General Manager M. M. Thomas

WDNG—Anniston—1957

Frequency: 1450 Kc. Power: 250 Watts
Owned By Potts Broadcasting Co. Inc.
Address Box 1280
Tel: Adams 6-4152 Independent
President, Gen. Mgr. Thomas S. Potts
Commercial Mgr. Ralph Burgess
Program Director Dennis Sullivan
Asst. Sta. Mgr. Robert M. Price
Chief Engineer Harry Dickinson

WHMA—Anniston—1938

Frequency: 1390 Kc. Pw.: 5000 d.; 1000 W. n.
Owned-Operated By Anniston Bcstg. Co., Inc.
Business-Studio Address Radio Bldg.
Tel.: AD 8-7545 ABC
Representative Walker-Rawalt Co.
President Harry M. Ayers
Gen.-Sta. Mgr. Malcolm Street
Program Director W. Hall Wray
Publicity Director E. Cody Hall
Sales Prom. Mgr. Frank Burgess
Chief Engineer James A. Hudson

WJMW—Athens—1948

Frequency: 730 Kc. Power: 1000 Watts d.
Owned-Operated By Athens Bcstg. Co., Inc.
Address Hines St.
Tel.: 565 Independent
Pres.-Gen. Mgr. Homer F. Dunnivant

WATM—Atmore—1949

Frequency: 1590 Kc. Power: 5000 Watts
Owned-Operated By Southland Bcstg. Co.
Address Craig St.
Tel.: 50 Independent
Station Rep. Continental Radio Sales
Gen. Mgr., Ch. Eng. T. C. Miniard
Program Manager Julia Miniard

WAUD—Auburn—1947

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By Auburn Bcstg. Co.
Address Box 391
Tel.: TU 7-3401 ABC
Pres., Gen.-Sta. Mgr. Elmer G. Salter
Sales Prom. Mgr. George Mitchell
Publicity Director Bob Sanders
Chief Engineer George Murphy

WBCA—Bay Minette—1957

Frequency: 1150 Kc. Power: 1 Kw., d.
Owned SW Alabama Bcstg. Co., Inc.
Address Box 426
Tel.: 937-2281 KBS
Newspaper Affiliation Baldwin Times
President J. H. Faulkner
Gen. Mgr. Jim Stewart
Commercial Mgr. Bill Walker
Chief Engineer Lamar Mangham
Owners of: WHEP, Foley; WWCC, Bremen.

WEZB—Bessemer—1953

Frequency: 1220 Kc. Power: 1 Kw. d.
Owned Radio Birmingham, Inc.
Address Tutwiler Hotel
Tel.: FA 2-4641 MBS
Station Representative Ayers
President, Gen. Mgr. Vincent Sheehy Jr.
Station Manager Gene Newman
Commercial Manager Dorothy Carlyle
Publicity Director Patsy Hortly
Chief Engineer Carl Jaybird

WAPI—Birmingham—1922

Frequency: 1070 Kc. Power: 50 Kw d.; 5 Kw n.
Owned By Radio WAPI
Address P. O. Box 1310
Tel.: FAirfax 3-6141 Independent
Representative Henry I. Christal
Pres. & Gen. Mgr. Charles F. Grisham
V.P. & Sales Dir. Albert J. Gillen
Program Dir. C. Davis
Promotion Director James Chenoweth

ALABAMA**WATV—Birmingham—1958**

Frequency: 900 Kc. Power: 1000 Watts d.
 Owned-Operated By: American Electronix
 Address: Thomas Jefferson Hotel
 Tel.: FA 4-2541 CBS
 Sta. Representative: Avery-Knodel
 President: E. C. Atkerson
 General Sta. Mgr.: Maury Farrell
 Commercial Manager: Bob Du Priest
 Program Director: Bill Woody
 Sales Prom. Mgr.: Laura Rogers
 Publicity Director: Mary Smiley
 Chief Engineer: Gordon Bishop

WBRC—Birmingham—1925

Frequency: 960 Kc. Power: 5000 Watts
 Owned-Oper. By: Taft Broadcasting Co.
 Address: 1729 2nd Ave., N.
 Tel.: AL 2-3172 ABC
 Sta. Representative: Katz
 President: Hulbert Taft, Jr.
 V.P. of Operations: L. H. Rogers
 V.P. & Gen. Mgr.: R. T. Schlinkert
 Commercial Mgr.: O. V. Naylor
 Program. Film Manager: Keith E. Barze
 Publicity, Promotion Dir.: C. C. Holmes
 Chief Engineer: Harry Lawson
 Owners of: WBRC-AM-TV, Cincinnati, O.; WTVN-AM-TV, Columbus, O.; WBRC-TV, WKYT-TV, Lexington.

WCRT—Birmingham—1953

Frequency: 1260 Kc. Power: 5000 Watts d.
 Owned-Oper. By: Chapman Radio-TV Co.
 Business Address: 725 S. 22nd St.
 Tel.: AL 2-3019 ABC
 Sta. Representative: Weed
 Owners: G. K. & W. A. Chapman
 General. Comm. Mgr.: W. R. Kennedy
 Program Dir.: M. Merz
 Sales Prom. Mgr.: Rody Clark
 Chief Engineer: Bill Chapman

WENN—Birmingham—1950

Frequency: 1320 Kc. Power: 5000 Watts d.
 Owned By: John McLendon & Assoc.
 Business Address: Box 1469
 Tel.: FA 4-1026 Independent
 Representative: John E. Pearson Co.
 President. Gen. Mgr.: John McLendon
 Station Manager: Carroll Jackson

WJLD—Birmingham—1942

Frequency: 1400 Kc. Power: 250 Watts
 Owned By: Johnston Bcastg. Co.
 Business Address: P.O. Box 5867
 Tel.: FA 4-3486 Independent
 Representative: Forjoe
 President: George Johnston, Jr.
 Station Manager: James Connolly
 Commercial Manager: Otis Dodge
 Program Director: Mary Vail
 Sales, Publicity: Neil Pitts
 Chief Engineer: Cliff Goggans
 Owner of: WDEB, Pensacola.

WSGN—Birmingham—1927

Frequency: 610 Kc. Power: 5 Kw. d., 1 Kw. n.
 Owned: Winston-Salem Broadcasting Co.
 Address: 2320 7th Avenue South
 Tel.: FA 2-3434 Independent
 Rep.: Venard, Rintoul & McConnell; Ayers
 President: James W. Coan
 Gen. Comm. Manager: Ben K. McKinnon
 Program Director: Bill Bolen
 Sales, Publicity Director: Annette S. Griffin
 Chief Engineer: Emmett J. Smith
 Owners of: WTOB, Winston-Salem; WAPA-TV, San Juan; WOLE-TV, Aguadilla, P. R.

WVOK—Birmingham—1947

Frequency: 890 Kc. Power: 50,000 Watts d.
 Owned-Oper. By: Voice of Dixie, Inc.
 Address: P. O. Box 2488
 Tel.: ST 7-2601 Independent
 Representative: Radio-TV Reps., Inc.
 Pres., Gen., Sta. Mgr.: Iradee W. Benns
 Comm., Sales Mgr., Prog., Pub. Dir.: Ira Leslie
 Chief Engineer: R. G. Blaskow

WYDE—Birmingham—1957

Frequency: 850 Kc. Power: 10 Kw. d.; 1 Kw. n.
 Owned-Oper. By: WYDE, Inc.
 Address: 1901 Montgomery Hi-Way
 Tel.: FAirtax 2-4511 Independent
 Station Representative: Bolling
 President: Ira Herbert
 V.P., General Mgr.: J. Robert Kerns
 Sales Promotion Mgr.: Pat Dodd
 Program, Publicity Dir.: George Singer
 Sales Mgr.: W. O. Magge
 Chief Engineer: James Gray
 Owners of: WAKE, Atlanta.

WAVC—Boaz—1959

Frequency: 1300 Kc. Power: 2500 Watts
 Owned By: Cicero Broadcasting Co.
 Address: Box 367
 Tel.: 8741 Independent
 President: Vearl Cicero
 V.P., Gen. Mgr.: Charles K. Sparks
 Sta. Comm. Manager: Rex Gardner
 Program Director: Dale Johnson
 Sales Prom. Mgr.: Sam Minor
 Publicity Director: Roland Young
 Chief Engineer: Verbon Rives

WEBJ—Brewton—1947

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By: Brewton Bcastg. Co.
 Business Address: P. O. Box 870
 Tel.: Underhill 7-5717 KBS
 Gen. Mgr. Chief Eng.: J. Wesley Gardner
 Commercial Manager: Robert McLelland
 Program, Publicity Director: Catherine Gardner

WPRN—Butler—1959

Frequency: 1220 Kc. Power: 1000 Watts
 Owned By: Radio Butler Co.
 Address: P. O. Box 566

Tel.: GL 9-3222.....KBS
 Sta. Mgr. Ch. Eng..... Paul D. Nichols
 Commercial Mgr.....Houston L. Pearce
 Program Director.....William C. Reid
 Publicity Director.....Mary E. Thompson

WBYE—Calera—1957

Frequency: 1370 Kc.....Power: 1000 Watts
 Owned By.....Shelby County Adv. Corp.
 Address.....P. O. Box E
 Tel.: NOrth 8-7751.....MBS
 President.....Ralph S. Sears
 Gen. Mgr., Ch. Eng.....Marion P. Jones
 Program Director.....Stella P. Jones

WRAG—Carrollton—1951

Frequency: 590 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Pickens County Bcstg. Co.
 Address.....Box 71
 Tel.: EMpire 7-2364.....Independent
 Station Representative.....Bolles
 General Manager.....C. Sauceman

WKLF—Clanton—1947

Frequency: 980 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....Southeastern Bcstg. Co.
 Address.....Selma Highway
 Tel.: Clanton.....KBS
 Station Rep.....Continental Radio Sales
 General Mgr.....L. L. Hudson

WFMH—Cullman—1949

Frequency: 1300 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....The Voice of Cullman
 Address.....206 Second Ave. East
 Tel.: 910.....Independent
 General Commercial Manager.....B. C. Eddins

WKUL—Cullman—1946

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Oper. By.....Cullman Bcstg. Co.
 Address.....Drawer 620
 Tel.: 864.....KBS
 Pres., Gen., Sta. Mgr.....Hudson C. Millar, Jr.
 Program Director.....Charles Richard
 Chief Eng.....Art Bachman

WAJF—Decatur—1953

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Oper. By.....J. B. Falt, Jr.
 Business Address.....112 Grant St., S.E.
 Tel.: Elgin 3-9231.....Independent
 Owner.....J. B. Falt, Jr.
 Gen. Comm. Mgr.....Alvin Wood
 Sales Prom. Mgr.....Jimmy De Lones
 Program Director.....Tommy Allen

WHOS—Decatur—1951

Frequency: 800 Kc.....Power: 1000 Watts d.
 Owned By.....N. Alabama Bcstg. Co.
 Address.....Masonic Bldg.
 Tel.: EL 3-1810.....Independent
 Representative.....T. F. Clark
 General Station Manager.....Louis C. Blizzard
 Program Director.....Mime Jones
 Chief Engineer.....Ed. Buxton

WMSL—Decatur—1935

Frequency: 1400 Kc.....Power: 250 Watts
 Owned.....Tennessee Valley Bcstg. Co.
 Address.....511 Banks St.
 Tel.: 802.....MBS-KBS
 Representative.....Masla-Clark Brown
 Pres. Gen. Mgr.....Frank Whisenant
 Chief Engineer.....Alvin Millwood

WXAL—Demopolis—1948

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Demopolis Bcstg. Co.
 Address.....P.O. Box 261
 Tel.: 1400.....MBS-KBS
 Pres. Gen. Mgr.....W. M. Jordan
 Station Manager.....A. Caldwell

WAGF—Dothan—1932

Frequency: 1320 Kc.....Power: 1000 Watts
 Owned-Operated By.....Dothan Bcstg. Co.
 Address.....204½ E. Main Street
 Tel.: SY 2-1101.....Independent
 Representative.....Sears & Ayer
 Station Manager.....Fred C. Moseley

WDIG—Dothan—1947

Freq.: 1450 Kc.....Power: 1 Kw. d., 250 W. n.
 Owned-Operated By.....Houston Bcsters.
 Address.....208 N. Oates St.
 Tel.: SY 2-2161.....MBS
 Station Rep.....Hopewell
 Gen. Mgr.....Jess Swicegood
 Prog. Dir.....M. McGowen

WOOF—Dothan—1946

Frequency: 560 Kc.....Power: 5000 Watts d.
 Owned-Oper. By.....The WOOF Trust
 Bus. Add.....Columbia Hi-Way, P. O. Box 1427
 Tel.: SY 2-1149.....KBS
 Representative.....Thomas F. Clark
 General Manager.....Mrs. R. A. Dowling
 Program Manager.....Truman Duckett
 Station Mgr.....Johnny LaCarter
 Chief Engineer.....Melton Whitehead

WIRB—Enterprise—1948

Frequency: 600 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....The Wiregrass Bcstg. Co.
 Address.....Ouida St.
 Tel.: FI 7-8600.....Independent
 Gen. Mgr.....R. E. James

WULA—Eufaula—1948

frequency: 1240 Kc.....Power: 250 Watts
 Owned By.....Dixie Radio Inc.
 Address.....Box 301
 Tel.: 744-5.....MBS-KBS
 President, Gen. Mgr.....C. A. McClure
 Station Manager.....John T. Lingo
 Chief Engineer.....F. Keith Brown

WBLO—Evergreen—1957

Frequency: 1470 Kc.....Power: 1000 Watts d.

ALABAMA

Owned C. W. Mapoles
Address Box 112
Tel.: 500 KBS
President C. W. Mapoles

WWF—Fayette—1949

Frequency: 990 Kc. Power: 1000 Watts d.
Owned-Operated By. Bankhead Bcstg. Co., Inc.
Address 505 Temple Ave.
Tel.: Webster 2-5294 KBS
Gen. Mgr. Jack Black
Chief Engineer P. Slatton

WTCB—Flomaton—1955

Frequency: 990 Kc. Power: 500 Watts d.
Owned Tri-City Broadcasting Co., Inc.
Address P. O. Box 278
Tel.: CY 6-2466 Independent
President, Gen. Mgr. Ben Haskew
Commercial Mgr. William J. Dykes
Program Director Bill Davis
Chief Engineer Hoyt Bonds

WJOI—Florence—1945

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By. Florence Bcstg. Co., Inc.
Address 624 S. Chestnut
Tel.: AT 2-8121 MBS-KBS
Station Representative Keystone
President, Gen. Mgr. Joe T. Van Sandt
Prog. Dir. G. Manush
Publicity Dir. Sherry Witt
Chief Engineer Paul Shannon

WOWL—Florence—1945

Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By. Radio Muscle Shows
Business Address P.O. Box 600
Tel.: AT 2-7711 ABC
President Richard B. Biddle
General Manager William A. Mapes
Commercial Manager George Box
Program Director Bill Wynne
Chief Engineer Mel G. Hunt

WHEP—Foley—1953

Frequency: 1310 Kc. Power: 1000 Watts d.
Owned-Oper. By. Southwest Ala. Bcstg. Co., Inc.
Address Highway 59
Tel.: WH 3-7131 Independent
Station Representative Hopewell
General Manager Jim Stewart

WFPA—Ft. Payne—1949

Frequency: 1400 Kc. Power: 250 watts
Owned Geo. A. Gothberg Jr.
Address Box 391
Tel.: 1820 Independent
Station Representative George Hopewell
Pres. George Gothberg, Jr.
Vice President Mrs. Ozelle G. Gothberg
Gen. Comm. Manager W. D. Holderfield
Chief Engineer Edwin Walker

WZOB—Ft. Payne—1950

Frequency: 1250 Kc. Power: 1000 Watts d.
Owned-Operated By Glenn M. Gravitt
Address P. O. Box 126
Tel.: 1250 KBS
General Manager Glenn M. Gravitt
Comm. Mgr. Bill McPherson
Program Dir. Willard Howell
Publicity Dir. F. L. Pierce
Chief Engineer Jess R. Moore

WAAX—Gadsden—1947

Freq.: 570 Kc. Power: 5 Kw. d., 500 Kw., n.
Owned-Oper. By. Etowah Bdcstrs., Inc.
Address P. O. Box 272
Tel.: Ll 6-6301 CBS
Newspaper Affiliation Gainesville D. Times
Pres., Gen. Mgr. E. F. MacLeod
Secy.-Trecs. Charles Smithgall
Asst. Manager Richard Godfrey
Chief Engineer W. G. Anderson

WETO—Gadsden—1950

Frequency: 930 Kc. Power: 1000 Watts d.
Owned-Operated By Gadsden Radio Co.
Address 722 S. 12th St.
Tel.: Liberty 6-9201 KBS
Station Representative Walton
Owner Cary L. Graham
General Mgr. Mac Thomas
Chief Engineer Calvin C. Williamson

WGAD—Gadsden—1947

Freq.: 1350 Kc. Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By. Coosa Bcstg. Co., Inc.
Address Box 351
Tel.: Liberty 6-1611 ABC
Representative Walker-Rowalt-D. Clayton
President, General Manager Ed. Z. Carrell
Commercial Manager Charles F. Boman
Prog., Publicity Dir. Robert Mayne
Chief Engineer H. Williams
Owners of: WGSV, Guntersville.

WGEA—Geneva—1953

Frequency: 1150 Kc. Power: 1000 Watts d.
Owned Radio South Alabama, Inc.
Address P. O. Box S
Tel.: Murray 4-2271 KBS-MBS
Station Rep. Indie Sales
President M. H. Ferguson
Gen. Mgr. J. C. Helms

WGYV—Greenville—1948

Frequency: 1380 Kc. Power: 1000 Watts d.
Owned-Oper. By. Greenville Bcstg. Corp.
Business Address P. O. Box 227
Tel.: DU 2-4444 KBS
Representative Sears and Ayer
General Mgr. W. H. Miller

WGSV—Guntersville—1950

Frequency: 1270 Kc. Power: 1000 Watts d.
Owned-Operated By Guntersville Bcstg. Co.
Address P. O. Box 32

Tel.: JU 2-4131.....KBS
Gen. Comm. Ch. Eng.....Lavelle Jackson

WJBB—Haleyville—1949

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Haleyville Bcstg. Co.
Address.....Box 191
Tel.: HU 6-2277.....MBS-KBS
Representative.....C. K. Beaver
President, Gen. Mgr.....John L. Slotton
Comm., Prom. Mgr.....J. Otis Williams
Program Director.....Pat Slotton
Publicity Director.....Richard Hanson
Chief Engineer.....Paul E. Kelly

WERH—Hamilton—1950

Frequency: 970 Kc.....Power: 5000 Watts d.
Owned-Oper. By.....Kate F. Fite
Address.....Highway 78, South
Tel.: Walnut 1-3481.....KBS
Pres. Gen. Mgr.....Kate F. Fite
Comm. Mgr.....Kermit Minga
Program. Chief Engineer.....Edgar Clayton

WHRT—Hartselle—1956

Frequency: 860 Kc.....Power: 250 Watts; d.
Owned By.....Dorsey E. Newman
Address.....Hartselle
Tel.: Spruce 3-7039.....Independent
Pres. Gen. Mgr.....D. G. Newman
Chief Engineer.....S. D. Boster

WAAY—Huntsville—1947

Freq.: 1550 Kc.....Power: 5000 W. d.; 500 W. n.
Owned By.....Smith Bcstg. Inc.
Business Address.....P. O. Box 986
Tel.: 534—8471.....ABC
Representative.....Walker-Rawalt
President, Sta. Mgr.....M. D. Smith III
General, Comm. Manager.....H. G. Beam
Program Director.....Hal Camello
Publicity Dir.....K. J. Smith
Chief Engineer.....Richard Essner
Owners of: WJIG, Tullahoma; WNCE, Ft. Walton.

WBHP—Huntsville—1937

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Wilton H. Pollard
Address.....P.O. Box 770
Tel.: Jefferson 2-3521.....Independent
Manager.....Fred Still

WEUP—Huntsville—1958

Frequency: 1600 Kc.....Power: 5000 Watts
Owned By.....Garrett Broadcasting
Business Address.....902 Oakwood Ave., N.W.
Tel.: Jefferson 6-0713.....Independent
Station Rep.....Continental Radio Sales
President, Station Manager.....Leroy Garrett
Chief Engineer.....Euple Palmer

WFIX—Huntsville—1945

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Huntsville Bcstg. Co., Inc.
Address.....410 Holmes Ave., N.W.
Tel.: 534-5641.....Independent
Pres., Gen. Mgr.....J. B. Falt, Jr.
Sta. Mgr. Ch. Eng.....John Garrison

WTHG—Jackson—1950

Frequency: 1290 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Jackson Bcstg. Co.
Address.....Highway 43
Tel.: 2413.....KBS
Station Rep.....Sears & Ayer
Pres., Gen. Mgr.....T. H. Gaillard, Jr.
Station Manager.....L. Horton

WARF—Jasper—1956

Frequency: 1240 Kc.....Power: 250 Watts
Owned.....Walker County Bcstg. Co., Inc.
Address.....1809 B Fourth Ave.
Tel.: FULTON 4-4477.....Independent
President.....Hudson C. Millar, Jr.
General Manager.....Jordan Bullard
Sta. Mgr., Ch. Eng.....Wayne Sims
Commercial Mgr.....Myrtice Alich
Program Director.....Jim Kell
Publicity Director.....Mike Melody
Owners of: WKUL, Cullman.

WWWB—Jasper—1946

Frequency: 1360 Kc.....Power: 1 Kw. d.
Owned-Operated By.....Bankhead Bcstg. Co., Inc.
Address.....Bankhead Long Bldg.
Tel.: FU 4-3461.....KBS
President.....J. H. Bankhead
Gen. Mgr.....William C. Edgemon

WJAM—Marion—1951

Frequency: 1310 Kc.....Power: 5000 Watts d.
Owned-Oper. By.....Radio Marion, Inc.
Address.....Box 221
Tel.: MU 3-7111.....KBS
President.....J. Dige Bishop
Gen. Sta. Manager.....John M. Driskill
Program Director.....Pat Ivey
Publicity Manager.....Don Lovett
Chief Engineer.....Virgil Moore

WABB—Mobile—1948

Frequency: 1480 Kc.....Power: 5000 Watts
Owned By.....Voice of Mobile
Business Address.....962 Government St.
Tel.: HEMlock 2-5572.....Independent
Representative.....Eastman
General Manager.....Robert E. Cobbins
Commercial Manager.....Mike Porter
Program Director.....Mike McCoy
Chief Engineer.....Stephen J. Hart

WALA—Mobile—1930

Frequency: 1410 Kc.....Power: 5000 Watts
Owned-Operated By.....Pape TV Co., Inc.
Bus-Studio Address.....210 Government St.
Tel.: HE 3-3754.....NBC
Representative.....Bolling
President.....W. O. Pape
Vice President.....W. B. Pape
General Manager.....F. B. Zainoski
Sales Promotion Publicity.....Chuck Thompson
Chief Engineer.....Raymond Hurley

WGOK—Mobile—1958

Frequency: 900 Kc. Power: 1000 Watts d.
 Owned By.....WGOK, Inc.
 Address.....800 Gum St.
 Tel.: HE 2-8661.....Independent
 Sta. Representative.....Bernard Howard
 President.....Jules J. Paglin
 General Manager.....Stanley Ray Jr.
 Program Director.....A. T. McFadden
 Station Manager.....Robert Grimes
 Sales Promotion Manager.....Terry Branson
 Publicity Director.....Melba June Branson
 Chief Engineer.....Jack Yerkes

WKAB—Mobile—1947

Frequency: 840 Kc. Power: 1000 Watts
 Owned.....Radio Mobile, Inc.
 Address.....525 Donald Street
 Tel.: GR 7-6345.....Independent
 Representative.....Venard, Rintoul & McConnell
 President, Sta. Mgr.....Jim Smith
 Vice Pres.....Jack Dress
 Commercial Manager.....Bob Schoonover
 Program Director.....Tom Jackson
 Chief Engineer.....Clifford Sizemure
 Owners of: WNVY, Pensacola.

WKRK—Mobile—1946

Freq.: 710 Kc. Power: 1000 Kw. d., 500 W. n.
 Owned-Operated By.....WKRK-TV, Inc.
 Address.....162 St. Louis St.
 Tel.: HE 2-6789.....CBS
 Newspaper Affiliation.....Mobile Press Register
 Representative.....Avery-Knodel
 President.....Kenneth R. Giddens
 Gen. Mgr.....W. S. Baskerville, Jr.

WLIQ—Mobile—1960

Frequency: 1360 Kc. Power: 5000 Watts d.
 Owned by.....Jemcon Broadcasting Co., Inc.
 Address.....303 St. Francis St.
 Tel.: HEmlock 2-1844.....ABC
 President.....Frank Conwell
 Gen. Sta. Mgr.....Richard V. McMullen
 Commercial Manager.....Frank Sturgess
 Chief Engineer.....Frank R. Reindl

WMOZ—Mobile—1953

Frequency: 930 Kc. Power: 1000 Watts d.
 Owned-Oper. By.....Edwin H. Estes Corp.
 Address.....P.O. Box 228
 Tel.: GRGreenwood 1-5353.....Independent
 Sta. Reps.....Dora Clayton; Bob Dore
 Pres. Gen. Mgr.....Edwin H. Estes
 Commercial Manager.....W. H. Dutton
 Sales Prom., Publicity Dir.....Jeanette Hurst
 Program Director.....Willie Martin
 Chief Engineer.....Vernon Floyd
 Owners of: WPEA, Pensacola.

WMFC—Monroeville—1952

Frequency: 1360 Kc. Power: 1000 Watts d.
 Owned-Oper. By.....Monroe Bdcstg. Co.
 Address.....U. S. Highway 21
 Tel.: PI 3-3281.....KBS

President, General Manager....W. M. Stewart
 Chief Engineer.....Harold Harris

WAPX—Montgomery—1947

Frequency: 1600 Kc. Power: 1000 Watts
 Owned-Operated By Southland Bcstg. Co., Inc.
 Business, Studio Address...116 Catoma St.
 Tel.: AM 2-0892.....ABC
 Station Rep.....Spot Time Sales
 President, Gen. Mgr.....R. M. Allgood
 Sales Prom. Mgr.....Bill Stewart
 Program Director.....Lois L. Hutto
 Chief Engineer.....R. Olin

WBAM—Montgomery—1953

Frequency: 740 Kc. Power: 50 Kw. d.
 Owned.....Deep South Bcstg. Co.
 Address.....P. O. Box 1447
 Tel.: AMherst 2-3851.....Independent
 Representative.....Radio-TV Reps.
 President, General Manager....W. J. Brennan

WCOV—Montgomery—1939

Freq.: 1170 Kc. Power: 10 Kw. d., 1 Kw. n.
 Owned-Oper. By.....Southern Bcstg. Co.
 Address.....P. O. Box 2505
 Tel.: AMherst 5-3561.....CBS
 Representative.....Venard, Rintoul & McConnell
 President.....Oscar P. Covington
 General Manager.....Hugh M. Smith
 Station Mgr.....Henry Amerson
 Program Director.....Ray Butts
 Chief Engineer.....W. D. Weatherly

**When You Can
 Have the Best,
 Why Be Satisfied
 With Less?**



WHHY—Montgomery—1930

Freq.: 1440 Kc. Power: 5 Kw. d., 1 Kw. n.
 Owned-Oper. By... Bcstg. Serv. of Montgomery
 Business Address... Box 1841
 Tel.: AM 4-2288... NBC
 Station Representative... Jack Masla
 President, Gen. Mgr.... R. N. Robinson
 Program Director... Bob Brewer
 Sales Prom. Mgr.... John H. Hale
 Publicity Director... Ann Collister
 Chief Engineer... W. B. Stevenson
 Owners of: WHSY, Hattiesburg; WHSY, McComb.

WMGY—Montgomery—1946

Frequency: 800 Kc. Power: 1000 Watts d.
 Owned-Operated By... Radio Montgomery Inc.
 Address... 358 N. Capitol Pkwy.
 Tel.: AM 2-5245... Independent
 General Mgr.... L. D. Hargreaves
 Vice President... D. C. Hollis
 Station Manager... J. Petranka

WRMA—Montgomery—1953

Frequency: 950 Kc. Power: 1000 Watts d.
 Owned-Oper. By... WRMA Bcstg. Co.
 Business Address... 135 Commerce St.
 Tel.: AM 4-6440... Independent
 Representative... Everett-McKinney
 President... S. Raymond
 General Manager... J. Sparling

WLAY—Muscle Shoals—1933

Frequency: 1450 Kc. Power: 250 Watts
 Owned Oper. By... Slatton-Quick Co.
 Business Address... Box 230, Sheffield, Ala.
 Tel.: EV 3-2525... Independent
 Representative... C. K. Beaver
 President... J. L. Slatton
 Gen. Station Manager... Julian A. Flint
 Program Director... Al West
 Sales Prom. Mgr.... J. E. Liles
 Publicity Director... Mary Caldwell
 Chief Engineer... Charles Whitley
 Associated with: WJBB, Haleyville, Ala.; WTRQ,
 Dyersburg, Tenn.; WSJH, Oxford, Miss.

WCRL—Oneonta—1952

Frequency: 1570 Kc. Power: 250 Watts
 Owned By... Blount Bcstg. Service
 Address... Highway 75
 Tel.: CB 4-2289... Independent
 General Mgr.... L. D. Bentley, Jr.
 Commercial Mgr.... M. G. Bynum

WJHO—Opelika—1940

Frequency: 1400 Kc. Power: 250 Watts
 Owned Oper. By... Opelika-Auburn Bcstg. Co.
 Address... P.O. Box 710
 Tel.: SHerwood 5-2084... KBS-MBS
 Representative... Indie Sales
 Gen. Mgr., Ch. Eng.... John E. Smollon
 Comm. Mgr.... Lurline M. Smollon
 Sales Promotion Mgr.... Richard Smith
 Program Director... Bernard Barker
 Publicity Director... Jimmy Kilpatrick

WAMI—Opp—1953

Frequency: 860 Kc. Power: 1000 Watts d.
 Owned-Oper. By... Opp Bcstg. Co.
 Business Address... Box 169
 Tel.: 659... Independent
 Gen. Mgr.... J. Williams

WOZK—Ozark—1953

Frequency: 900 Kc. Power: 1000 Watts d.
 Owned-Oper. By... Ozark Bcstg. Corp.
 Address... Box 742
 Tel.: 655... Independent
 General Mgr., Ch. Eng.... Howard Parrish, Jr.
 Commercial Mgr.... Wade Sullivan
 Program Dir.... Miriam B. Miller

WFHK—Pell City—1956

Frequency: 1430 Kc. Power: 1 Kw; d.
 Owned By... St. Clair Bcstg System
 Address... P. O. Box 68
 Tel.: Edgewood 8-2238... Independent
 President, Gen. Mgr.... Fate L. Gossett, Sr.
 General Manager... Charles L. Abbott
 Program, Publicity Dir.... Fred L. Kelley
 Chief Engineer... Roland Walls

WPNX—Phenix City—1952

Frequency: 1460 Kc. Power: 5000 Watts
 Owned-Oper. By... Community Bcstg. Co.
 Address... Ralston Hotel, Columbus, Ga.
 Tel.: FA 4-2177... ABC
 Station Rep.... Clark
 President, General Manager... Roy M. Greene
 Station Manager... S. W. Keel

WPID—Piedmont—1952

Frequency: 1280 Kc. Power: 1000 Watts d.
 Owned-Oper. By... C. L. Graham
 Address... Atlanta Highway
 Tel.: Gibson 7-2231... KBS
 Station Rep.... Hal Walton
 President... C. L. Graham
 Gen. Comm. Mgr.... Hank Smith

WAIP—Prichard—1954

Frequency: 1270 Kc. Power: 1000 Watts d.
 Owned-Operated By... Prichard Bcstg. Co.
 Address... 74 Main St.
 Tel.: GL 2-2202... Independent
 General Station Manager... Eugene Miller

WELR—Roanoke—1949

Frequency: 1360 Kc. Power: 1000 Watts d.
 Owned-Operated By... Roanoke Bcstg. Co.
 Address... 801 N. Main St.
 Tel.: 3811... Independent
 Pres., Gen. Mgr.... J. W. Butttram

WWR—Russellville—1949

Frequency: 920 Kc. Power: 1000 Watts d.
 Owned-Oper. By... Bankhead Bcstg. Co., Inc.
 Address... Underwood Road
 Tel.: 647... KBS
 President... John W. Bankhead
 Station, General Mgr.... Hal Kirby

ALABAMA

Publicity Director.....Mable Weatherford
Prog. Dir. Ch. Eng..... Jim Elliott
Owners of: WWWW, Jasper; WWWW, Fayette.

WCRI—Scottsboro—1950

Frequency: 1050 Kc.....Power: 250 Watts d.
Owned-Operated By..... Pat M. Courington
Address..... Lee Highway
Tel.: 123..... Independent
Gen. Mgr..... Jim Thompson
Program Director..... H. Masters

WROS—Scottsboro—1952

Frequency: 1330 Kc.....Power: 1000 Watts d.
Owned-Oper. By..... Scottsboro Bcstg. Co.
Business Address..... 717 Scott St.
Tel.: 156.....KBS
Gen. Mgr..... Rose M. Kirby
Program Dir..... Jerry Gentles
Sales Prom. Dir..... Bill Prickett, Jr.
Comm., Ch. Eng..... Bill Prickett, Sr.

WGWC—Selma—1946

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By..... Dallas Broadcasters, Inc.
Address..... Box 686
Tel.: TR 4-6687.....CBS
Representative..... Hal Holman, Ayers
President..... Judge W. E. Farrar
Chief Eng..... Stanley Smith

WHBB—Selma—1935

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By..... Selma Bcstg., Inc.
Business Address..... Montague St.
Tel.: Selma..... NBC
President..... John F. Townshend
General Mgr..... D. Rigdon

WRWJ—Selma—1956

Frequency: 1570 Kc.....Power: 1000 Watts
Owned..... Central Alabama Bcstg. Co.
Address..... Hotel Albert Bldg.
Tel.: TR 4-9062..... Independent
Sta. Representative..... Thomas F. Clark
Gen. Mgr., Chief Eng..... Roland Jordan, Jr.
Comm. Mgr..... H. S. Chapman

WFEB—Sylacauga—1945

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By..... Alabama Bcstg. Co.
Address..... 527 No. Broadway
Tel.: CHapel 5-3281..... MBS
President..... J. M. Forbes
General Comm. Mgr..... George W. Carr
Chief Engineer..... Conrad Pickren

WMLS—Sylacauga—1948

Frequency: 1290 Kc.....Power: 1000 Watts d.
Owned-Oper. By..... Marble City Bcstg. Co., Inc.
Business Address..... P. O. Box 511
Tel.: CH 5-4354..... Independent
Pres., Gen. Manager..... Curtis O. Liles
Commercial Manager..... Lloyd Ross
Prog. Dir..... Myron Craddock
Chief Engineer..... James C. Rutledge

WJHB—Talladega—1956

Frequency: 1580 Kc.....Power: 1000 Watts d.
Owned..... Confederate Broadcasting Co., Inc.
Address..... 146 N. Court St.
Tel.: 2-4965..... Independent
Station Rep..... Clark
President..... J. T. Hemphill

WNUZ—Talladega—1945

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By..... Radio Ala. Inc.
Address..... Fort Lashly Ave.
Tel.: 362-2205..... Independent
President..... James W. Whatly
General Manager..... Bill W. Buchannon
Program Director..... Royce Faulkner
Chief Engineer..... Charles Whatly

WTLS—Talladega—1954

Frequency: 1300 Kc.....Power: 1 Kw. d.
Owned..... Ne-Ler Co.
Address..... Highway 14
Tel.: 8535..... Independent
Gen. Mgr..... Ned Butler

WJDB—Thomasville—1956

Frequency: 630 Kc.....Power: 1000 Watts d.
Owned..... WJDB Radio Inc.
Address..... Box 757
Tel.: Edford 6-4438..... Independent
Pres., Gen. Mgr..... Cecil Goodreau
Chief Engineer..... Virgil Moore

WTBF—Troy—1947

Freq.: 970 Kc.....Power: 5 Kw. d., 500 W., n.
Owned-Operated By..... Troy Bcstg. Corp.
Address..... McKinley Drive
Tel.: 980..... MBS-KBS
Gen. Mgr..... Jess Jordan
Commercial Manager..... Bob Tolbert
Production Director..... Asa Dudley
Chief Engineer..... Joe Gilchrist

WACT—Tuscaloosa—1958

Frequency: 1420 Kc.....Power: 5,000 Watts
Owned By..... New South Radio
Business Address..... P. O. Box 112
Tel.: Plaza 9-5786..... Independent
Station Representative..... Grant Webb
President..... F. E. Holladay
General Manager..... Joseph W. Carson
Station Manager..... Jo Stephens
Program Director..... Norman Beebe
Chief Engineer..... Boyd Cagel
Owners of: WOKK, Meridian; WNSL, Laurel;
WLSM, Louisville; WVMI, Biloxi.

WJRD—Tuscaloosa—1936

Freq.: 1150 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Operated By..... John C. Cooper Jr.
Business-Studio Address..... 2216½ Broad St.
Tel.: PL 4-4464..... Independent
Representative..... Dore
President, Gen. Mgr..... John C. Cooper Jr.
Station Manager..... Mercer L. King

Commercial Manager.....Jean Phillips
Chief Engineer.....Leonard M. Moore

WNPT—Tuscaloosa—1951

Freq.: 1280 Kc.....Power: 5 Kw. d; 500 W. n.
Owned-Oper. By.....W. Alabama Bdcstg. Co.
Address.....P. O. Box 487
Tel.: PL 8-3311.....ABC
Station Representative.....Masla
President, General Manager.....Ruth Harris
Station Manager.....Joe Langston
Commercial Mgr.....Lehman M. Mayer
Chief Engineer.....William G. Harris

WTBC—Tuscaloosa—1946

Frequency: 1230 Kc.....Power: 250 Watts
Owned By.....Tuscaloosa Bcstg. Co.
Address.....Radio Center
Tel.: PL 8-5523.....KBS
Sta. Representatives.....Sears & Ayer; Forjoe
General Station Manager.....Bert Bank
Chief Engineer.....Alvin D. Sisk

WTUG—Tuscaloosa—1958

Frequency: 790 Kc.....Power: 500 Watts; d.
Owned By.....Tri Cities Bcstg. Co. Inc.
Address.....Old Fosters Ferry Rd.
Tel.: Plaza 2-4581.....Independent
Station Reps.....National Time Sales; Ochs
General Manager.....J. J. Gilbert

WCHP—Tuscumbia—1960

Frequency: 1410 Kc.....Power: 500 Watts d.
Owned by.....Tuscumbia Broadcasting System
Address.....P. O. Box 62
Tel.: EVergreen 3-2394.....Independent

President, Chief Eng.....Carl Pugh
General, Comm. Mgr.....Jack McNutt
Program Director.....Wayne Carpenter
Publicity Director.....Barbara Chambers

WVNA—Tuscumbia—1955

Frequency: 1590 Kc.....Power: 5 Kw. d.
Owned-Oper. By.....Elton H. Darby
Address.....112 S. Main St.
Tel.: EV 3-2727.....Independent
Representative.....Masla
President.....Elton H. Darby
Gen. Manager.....Eulus O. Whitehead
Commercial Manager.....Betty Campbell
Sta. Program Director.....Jim Hall
Sales Prom. Manager.....Jack Vorhies
Publicity Director.....Bill Mays
Chief Engineer.....Lynn McMoran

WABT—Tuskegee—1952

Frequency: 580 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Radio Tuskegee, Inc.
Address.....P. O. Box 577
Tel.: 580.....KBS
President.....J. M. Wilder
General Mgr.....H. S. Williford

WETU—Wetumpka—1954

Frequency: 1250 Kc.....Power: 5000 Watts, d.
Owned.....Elmore Service Corp.
Address.....P.O. Box 60
Tel.: Jordan 7-6481.....KBS
Sta. Representative.....Sears & Ayer
President.....Lem Coley
General Mgr.....Ed Morgan
Chief Engineer.....David Conley

Pop.: 230,500
Families: 60,500

Alaska

Radio Homes: 59,000
AM Stas. in State: 13

KBYR—Anchorage—1948

Frequency: 1270 Kc.....Power: 1000 Watts
Owned-Oper By.....Radio Anchorage, Inc.
Business-Studio Address.....P. O. Box 1960
Tel.: FA 24120.....Independent
Sta. Reps. National Time Sales; Oakes; Feltis
President.....J. C. Gordon
General, Comm. Mgr.....E. Pournelle
Program Dir.....Merrill Mael
Chief Engineer.....Gail Allred
Owners of: KFRB, Fairbanks.

KENI—Anchorage—1948

Frequency: 550 Kc.....Power: 5000 Watts
Owned-Oper. By.....All-Alaska Bcstg. Inc.
Address.....Box 1160
Tel.: BR 2-0301.....MBS-ABC-NBC
Sta. Reps.....Fletcher; Day-Wellington
President, Gen. Mgr.....Alvin Bramstedt
Comm. Mgr.....William Stewart
Program Director.....Ty Clark
Chief Engineer.....Charles Gray
Owners of: KFAK AM-TV, Fairbanks; KTKN,
Ketchikan; KENI-TV.

KFQD—Anchorage—1924

Frequency: 730 Kc.....Power: 10,000 Watts
Owned.....Anchorage Broadcasters, Inc.
Address.....Box 1040
Tel.: FA 2-2410.....Independent
Sta. Reps.....Weed; Wm. J. Wagner & Assoc.
President, Chf. Engr.....William E. Duck
Gen. Sta. Mgr.....Ernest Spink
Program Director.....Allen Walters

KLAM—Cordova—1954

Frequency: 1450 Kc.....Power: 250 Watts
Owned.....Northern Light Broadcasting Corp.
Address.....Box 278
Tel.: GARfield 4-3269.....Independent
Sta. Representative.....Alaska Radio-TV Sales
Pres., Gen. Mgr.....Charles L. Buck
Sta. Mgr., Chief Eng.....Ted McIntire

KFAR—Fairbanks—1939

Frequency: 660 Kc.....Power: 10,000 Watts
Owned-Oper. By.....All-Alaska Bcstg., Inc.

ALASKA-ARIZONA

Business Address Lathrop Bldg.
 Tel.: 2125 NBC-ABC
 Representative Fletcher, Del Day
 President Alvin O. Bramstedt
 Station Mgr. Donald Andon
 Chief Engineer Don Porter

KFRB—Fairbanks—1948

Frequency: 900 Kc. Power: 10,000 Watts
 Owned-Oper. By Radio Anchorage, Inc.
 Business Address 556 2nd Ave., Box 950
 Tel.: GLOBE 2-2155 Independent
 Station Representative National Time Sales
 President J. Chester Gordon
 General Manager E. "Doc" Pournelle
 Station Mgr. Buck Emory
 Program Director Gene Lewis
 Chief Engineer Al Webber

KINY—Juneau—1934

Frequency: 800 Kc. Power: 5000 Watts
 Owned-Operated By Juneau Bcstg. Inc.
 Business Address 231 S. Franklin
 Tel.: Juneau Independent
 Station Rep. Alas. Radio TV Sales; Weed
 President, Station Manager Jerry McKinley

KJNO—Juneau—1952

Freq: 630 Kc. Power: 1000 Watts d.; 500 Watts n.
 Owned-Operated By Chester Gordon
 Address Baranof Hotel
 Tel.: 6-3630 Independent
 Sta. Reps. Oakes; Ochs; Feltis
 President J. C. Gordon
 General Manager E. Pournelle
 Station Manager E. Emery

KTKN—Ketchikan—1942

Frequency: 930 Kc. Power: 1000 Watts
 Owned-Oper. By All-Alaska Bcstg., Inc.
 Address Dock St.

Tel.: 2191 CBS-NBC-ABC
 Station Manager C. Jensen

KICY—Nome—1960

Frequency: 850 Kc. Power: 5000 Watts
 Owned By Arctic Broadcasting Assoc.
 Address Fourth West and "D" St.
 Tel.: MAin 339 Independent
 Station Representative Pan American
 President Ralph P. Hanson
 Gen. Station Mgr. Arthur R. Zylstra
 Program Director Howard D. Nelson
 Chief Engineer Ralph V. Fondell

KIBH—Seward—1949

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Seward Bcstg. Corp.
 Address Box 575
 Tel.: MAin 25 Independent
 Sta. Reps. Weed; Wagner; Alaska Radio-TV
 Station Manager R. Travers

KIFW—Sitka—1949

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By Sitka Broadcasting Co., Inc.
 Business Address Box 299
 Tel.: 747—3244 CBS-KBS
 Representative Alaska Radio-TV Sales
 Pres., Sta. Mgr., Ch. Engr. Harry C. Lanz
 Program Director John Hope
 Publicity Director Jim Davis

KSEW—Sitka—1954

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. Voice of Sheldon Jackson, Inc.
 Address Box 258
 Tel.: 3236 Independent
 General Manager Austin Van Pelt
 Commercial Manager Randolph McCluggage
 Chief Engineer Keith Le May

Pop.: 1,318,000
 Families: 384,500

Arizona

Radio Homes: 357,000
 AM Stas. in State: 52

KSUN—Bisbee—1933

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Carleton W. Morris
 Address Drawer C, Lowell St.
 Tel.: HE 2-2277 ABC
 Station Representative Bob Dore
 President C. W. Morris
 Station Manager Arlo Woolery
 Program Director Albert J. Kelly
 Owners of: KPHH, Sierra Vista.

KPIN—Casa Grande—1956

Frequency: 1260 Kc. Power: 1000 Watts d.
 Owned By Pinal Cty. Bstg. Service
 Address P. O. Box 755
 Tel.: TE 6-7427 Independent
 Station Representative Grant Webb

Owner, General Manager John W. Parham
 Chief Engineer John Griffith

KCLF—Clifton—1950

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By Gila Bcstg. Co.
 Address Box 1446
 Tel.: UN 4-4114 Independent
 Gen. Mgr. E. P. Perrin

KCKY—Coolidge—1948

Frequency: 1150 Kc. Power: 1,000 Watts
 Owned-Oper. By Gila Bcstg. Co., Inc.
 Address 400 S. Main St.
 Tel.: PA 3-5341 Independent
 General Manager E. V. Perrin

KAPR—Douglas—1958

Frequency: 930 Kc. Power: 1000 Watts
 Owned By: Copper State Enterprises
 Address: P. O. Box 505
 Tel.: EMpire 4-8403 Independent
 Station Representative: Harlan Oakes
 President: David Harman
 General Manager: Ken Harbaugh
 Comm., Publicity Mgr.: Dick Gallagher
 Station, Prom. Manager: Dick Miller
 Program Director: Frank Sanders
 Chief Engineer: Norman Robb

KAWT—Douglas—1946

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By: Hillcrest Bcstg. Co.
 Tel.: EMpire 4-3484 NBC
 Sta. Representative: Robert Allen
 President, General Mgr.: Herb Newcomb
 Chief Engineer: Fred Wuenschal

KCLS—Flagstaff—1950

Freq.: 600 Kc. Power: 5 Kw. d., 500 W. n.
 Owned-Operated By: Saunders Bcstg. Co.
 Address: Box 1677
 Tel.: PRospect 4-4461 NBC
 General Manager: Charles J. Saunders
 Sta. Mgr.: Dorothy J. Saunders

KEOS—Flagstaff—1958

Frequency: 1290 Kc. Power: 1000 Watts
 Owned By: Clem Radio Bests. Inc.
 Address: 13 N. San Francisco
 Tel.: PR 4-7511 Independent
 President, Gen. Mgr.: Claud M. Pettit
 Program Director: Margaret E. Pettit
 Sales Prom. Mgr.: Russell Huntington
 Chief Engineer: Joe Spear

KVNA—Flagstaff—1950

Freq.: 690 Kc. Power: 1 Kw. d., 500 W. n.
 Owned-Operated By: Frontier TV. Inc.
 Address: P.O. Box 300
 Tel.: PRospect 4-6638 ABC
 Sta. Representative: Torbet, Allen & Crane
 President: Roy L. Albertson Jr.
 General Manager: Tony Temple
 Commercial Manager: Bob Early
 Chief Engineer: Michael Stevens
 Owners of: KNOT, Prescott.

KZOW—Globe—1938

Frequency: 1240 Kc. Power: 250 Watts, d.
 Owned-Operated By: Gila Bcstg. Co., Inc.
 Address: P. O. Box 2343
 Tel.: GA 5-4483 Independent
 Sta. Rep.: Sandeberg-Gates
 President: E. V. Perrin

KIKO—Globe-Miami—1958

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By: KIKO Radio
 Address: Copper Hills Motor Hotel
 Tel.: GA 5-4471 NBC

Representative: Avery-Knodel
 President, Gen. Mgr.: Willard Shoecraft
 Commercial Manager: Darrell Tucker
 Chief Engineer: Frank C. Hancock

KDJI—Holbrook—1955

Frequency: 1270 Kc. Power: 1000 W. d.
 Owned-Oper. By: H. J. Arnoldus
 Address: Box 31
 Tel.: JAcKson 4-3523 Independent
 Owner: Harold J. Arnoldus
 Gen. Comm. Mgr.: Sam Taylor, Jr.
 Program Director: Gary Thompson
 Chief Engineer: Fred Mull

KAAA—Kingman—1949

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By: Stonybrook Broadcasting Co.
 Business Address: Jackson & Monroe
 Tel.: SKYline 3-2537 Independent
 Sta. Reps.: National Time Sales; Oakes
 Pres., Gen. Mgr.: Wallace E. Stone
 Station Manager: B. Wilson
 Program Dir.: W. Rocz
 Chief Engineer: Fred Kay

KNOG—Nogales—1948

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By: Nogales Radio
 Address: Box 1681
 Tel.: ATwater 7-4696 Independent
 Owner: R. F. Baltrano
 Station Mgr.: R. G. Salerno

KBUZ—Phoenix—1946

Frequency: 1310 Kc. Power: 5000 Wts. d.; 5 n.
 Owned By: Greater Phoenix Bcstg. Co.
 Address: 2727 N. Central
 Tel.: AMherst 4-2148 MBS
 Pres., Gen. Mgr.: Sherwood R. Gordon
 Program Director: William Freeman
 Comm. Sta. Mgr.: Raymond Bluestein
 Chief Engineer: Vernon Hathcock
 Owners of: KSDO, San Diego; KQBY, San Francisco

KHAT—Phoenix—1958

Frequency: 1480 Kc. Power: 500 Watts
 Owned By: KHAT Radio Inc.
 Business Address: 2714 W. McDowell Rd.
 Tel.: BR 2-2606 Independent
 Sta. Reps.: Sandeberg-Gates; Bernard
 President, Gen. Mgr.: Ray Odom
 Station Manager: J. Thompson

KHEP—Phoenix—1956

Frequency: 1280 Kc. Power: 1000 Watts, d.
 Owned: Grand Canyon Bcstg. Co.
 Address: 3883 N. 38th Ave.
 Tel.: AP 8-5555 Independent
 Station Rep.: Robert Allen
 President: P. Merrill
 General Mgr.: John Hoeksema
 Program Dir.: Tom Hay
 Chief Engineer: Don Bradley

KIFN—Phoenix—1949

Frequency: 860 Kc. Power: 1000 Watts d.
 Owned-Operated By: Western Bcstg. Co.
 Address: Box 430
 Tel.: AL 3-6155. Independent
 Station Representative: Harlan Oakes, NTS
 President: H. Walker Harrison
 General Manager: John K. Redfield
 Chief Engineer: Jose O. Armendariz

KOOL—Phoenix—1947

Frequency: 960 Kc. Power: 5000 Watts
 Owned-Operated By: KOOL Radio-TV Inc.
 Business-Studio Address: 511 W. Adams
 Tel.: AL 3-3121. CBS
 Representative: Hollingbery
 Board Chairman: Gene Autry
 President, Gen. Mgr.: Tom Chauncey
 V. P., Asst. Gen. Mgr.: Homer Lane
 Sales Manager: Richard Brader
 Program Director: Mahlon Gaumer
 Promotion, Publicity Dir.: Thomas L. King
 Chief Engineer: Albin Hillstrom
 Owners of: KOOL-TV, Phoenix.

KOY—Phoenix—1922

Frequency: 550 Kc. Powers: 5 Kw. d., 1 Kw. n.
 Owned-Oper. By: KOY Bcstg. Co.
 Address: 840 N. Central Ave.
 Tel.: Alpine 8-8181. ABC
 Representative: John Bladr
 Pres., Gen. Mgr.: John L. Hogg
 Comm. Mgr.: James W. Ross
 Program Dir.: Jack Williams
 Chief Engineer: Edward R. Janney

KPHO—Phoenix—1940

Frequency: 910 Kc. Power: 5000 Watts
 Owned By: Meredith Broadcasting Co.
 Address: 631 No. 1st Ave.
 Tel.: AL 8-4511. Independent
 Representative: Katz
 V.P. & Gen. Mgr.: Richard B. Rawls
 Station Mgr.: Gene Spry
 Commercial Mgr.: John R. Crowley
 Program Director: Larry Burroughs
 Director of Engineering: George McClanathan
 Owners of: KPHO-TV.

KRIZ—Phoenix—1950

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By: Radio Phoenix
 Address: 2345 Westward Blvd.
 Tel.: AL 4-8436. Independent
 Station Representative: Robert Eastman
 Pres., Gen. Manager: Richard B. Wheeler
 Comm. Prom. Manager: Bert Martin
 Program Director: Michael D'Arcy
 Chief Engineer: Sonny Knight

KRUX—Phoenix—1947

Freq.: 1360 Kc. Power: 5000 Watts d., 500 n.
 Owned-Oper. By: KRUX Radio
 Bus-Studio Address: 417 N. 1st St.
 Tel.: AL 8-1551. Independent

Representative: D. F. McGavren Co.
 President: Leland S. Bisbee, Jr.
 General Manager: G. P. Lasley
 Chief Engineer: Joe Brandt

KTAR—Phoenix—1922

Frequency: 820 Kc. Power: 5000 Watts
 Owned-Operated By: KTAR Bcstg. Co.
 Business-Studio Address: 1101 North Central
 Tel.: AL 4-4161. NBC
 Representative: Avery-Knodel
 Pres., Gen. Mgr.: Richard O. Lewis
 Station Manager: Ray C. Smucker
 Commercial Manager: Hayes Stewart
 Program Director: Ray Cox
 Sales Prom. Manager: Len Burkland
 Publicity Director: Ray Thompson
 Chief Engineer: Harold Haughwout
 Owners of: KYUM, Yuma; KYCA, Prescott; KVAR,
 Phoenix.

KUEQ—Phoenix—1958

Frequency: 740 Kc. Power: 1 Kw., d.
 Owned By: Dynamic Communications, Inc.
 Address: 3321 N. Central Ave.
 Tel.: CRestwood 9-5577. Independent
 Station Representative: Meeker Co.
 President: Carson E. Cowherd
 General Manager: C. Paige
 Publicity Director: Louis Henderson
 Prog. Dir.: N. MacDonald

KXIV—Phoenix—1960

Frequency: 1400 Kc. Power: 250 Watts
 Owned By: Camelback Bcstg., Inc.
 Address: 2300 N. Central Ave.
 Tel.: AL 8-8044. Independent
 Owner: E. J. Churchill
 General Manager: Sheldon Engel
 Asst. Station Mgr.: Michael Churchill
 Commercial Manager: Ira L. Morton
 Program Superv.: Earl Baldwin
 Chief Engineer: Ronald Moody

KNOT—Prescott—1957

Frequency: 1450 Kc. Power: 250 Watts
 Owned: Thunderbird Bcstg. Corp.
 Address: P. O. Box 151
 Tel.: Hickory 5-5211. Independent
 Representative: Masla, O'Connell
 President: Roy L. Albertson Jr.
 General Manager: Warren C. Rashleigh
 Program Director: Sandy Gibbons
 Publicity Director: Stan Rocklin
 Chief Engineer: F. E. Brown
 Owners of: KYNA, Flagstaff.

KYCA—Prescott—1940

Frequency: 1490 Kc. Power: 1000 Watts
 Owned-Oper. By: Southwest Bcstg. Co.
 Business-Studio Address: East Gurley St.
 Tel.: Hickory 5-2710. NBC
 Representative: Avery-Knodel
 Pres., Gen. Mgr.: Harold Ritter