

RADIO

**RADIO
NETWORKS**



**U. S. A. NETWORK MAPS
EXECUTIVE PERSONNEL
OWNED & OPERATED
STATIONS
AFFILIATED STATIONS**

ANNUAL

1958

Unique Advertising Traits Marking New Growth Medium: Network Radio



By
**ROBERT E.
EASTMAN**

President of ABN

THE year 1958 will see over-all network radio volume increase by at least 35 per cent. That's my prediction, and it is arrived at from talking to a lot of smart people in strategic positions within the advertising industry.

Such a development should most certainly be in the cards because network radio broadcasting is very much under-subscribed in relation to its basic values. There is lots of room for healthy growth.

This growth will come about largely because of a growing recognition of certain exclusive advertising qualities available only in network radio. These qualities make network radio almost a must buy for any one of the larger advertisers with a multi-media strategy; and frequently, a very desirable buy for the advertiser with a small budget who needs to get long mileage out of every dollar spent.

There are three simple reasons, as I see it, why network radio broadcasting will realize a spurt in prosperity in 1958. They are as follows:

1. *Circulation.*

The sheer weight of 137 million radio sets in good working condition in the United States represents tremendous mass circulation. This means that network radio can reach people wherever they may be or whatever they may be doing. We at American Broadcasting have named this characteristic "Multi-Access" and "Ambi-Active" and have programmed in keeping with the fact that we realize that most people available to listen are going to be doing something else at the same time. We have felt that there is a niche to be carved out with an exclusive type of programming which is compatible with certain characteristics of our circulation.



It is rather fantastic to realize that our medium has increased in circulation by 80 million sets during the past eleven years. Never in the history of advertising has there been a medium with such rapid growth and, especially, in the face of the severest competition in the way of television, better movies, improved magazines, and even the

return of miniature golf courses plus all variety of diversions.

2. *Programming Dimensions.*

The advertising growth for network radio is assured, in my opinion, because during the past year it has broadened its horizons. All networks have made major improvements in their programming product. This cannot help but add vitality to the medium.

There is no reason why all networks should program in a similar fashion—as a matter of fact, just the contrary should be the case. Some of the networks provide a schedule comprised primarily of dramatic and variety programs. We have chosen a different route of all musical programs of an exclusive character which gives us a format of our own and also adds another basic appeal to the network medium. This will attract more total listeners to network programming.



The audience figures indicate that even though there are 50 per cent more stations in the country without network affiliation than those which do have network affiliation, the network stations hold a larger total share of the listening audience.

3. *Creative, Hard Selling.*

A truly concentrated sales drive is underway. All of the networks are out ringing door bells in an unprecedented fashion. The selling is hard and the selling is competitive—but most important of all, it is usually creative. There are new ideas, new concepts, for the application of this medium in the most effective fashion to produce sales for advertisers.

Network radio is a good advertising product. Because of its intrinsic values, it deserves to expand, and with the sales energy being thrown into the fray, it will.

So, mark network radio down for a 35 per cent accretion in 1958 over 1957—and I certainly hope that this prognostication proves to be on the conservative side.

A M E R I C A N BROADCASTING COMPANY RADIO NETWORK, INC.

(A Subsidiary of American Broadcasting-Paramount Theatres, Inc.)

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Radio Never Made A Comeback; It Never Got Sick, Never Went Away



By
**ARTHUR HULL
HAYES**
President
CBS Radio

AFTER more than 30 years of auditioning every day, radio's found an indisputable place in the big time. And, from all indications, the medium has played its last supporting role.

The only trouble is . . . the loyal group of radio veterans who have always maintained that AM and FM were the backbone of electronic communications now don't have time to broadcast a loud "I told you so." We're just too busy making plans for our precocious ghost.

Radio, the dean and elder statesman of electronic communications, has weathered all the storms and is still on the air. And, for the umpteenth time, there was no miraculous comeback . . . no return . . . no resurgence. We've just plain never been sick!



The combined billings for network, national spot and local business totaled approximately 350 million dollars in 1946, a pre-television year. Ten years later, with the inroads of TV, the figure had grown to 571 million dollars. That was 1956. A fair year.

1957 was a good year. The NAB's business estimate for '57 was 650 million dollars.

In 1948, there existed 37 million radio homes. Today, there are 48 million. And that encompasses 98 per cent of America's homes. There are radio receivers in 54 per cent of the nation's living rooms; 52 per cent of America's bedrooms; 52 per cent of the kitchens and dining rooms; with an additional 21 per cent of all American homes sporting radio sets in other locations.



The auto-plus factor gains import with each passing year. While 70 per cent of the nation's cars have radios, almost 85 per cent of the new-model automobiles have them. And some 59 million American adults use their cars each day.

In addition, while only 82 of our cities contain competing daily newspapers, more than 600 enjoy the broadcasts of competitive radio stations.

Radio is thriving today . . . particularly, the CBS Radio Network. We anticipate the next few years eagerly. Our sponsor list is

growing—to include Barbasol, The Mennen Company, Miles Laboratories, A. E. Staley and C. H. Masland & Sons as new business in 1958's opening quarter—and sponsor interest continues on the upgrade.

CBS Radio began the current year with some new programs—including "The Peter and Mary Show," "The Couple Next Door" with Peg Lynch and Alan Bunce, "For You" with Dick Haymes and "Answer, Please!" with Walter Cronkite.



The crack reporting and production unit of the Public Affairs Department of CBS News, Unit One, is also hard at work on a series of Radio Beat exclusives and several actuality reports. The sports schedule will be heavy, beginning with CBS Radio's exclusive broadcast coverage of the Robinson-Basilio fight at Chicago on March 25 under sponsorship of The Mennen Company and Miles Laboratories, Inc. There'll be lots of music, featuring such outstanding orchestras as the New York Philharmonic, the Cleveland Orchestra and the Longines Symphony. And we expect to expand the network's news coverage.

A particularly encouraging indicator of radio's further progress in 1958 is the increasing display of interest in network radio programs on the part of teachers, students and others in the vast world of education. More time and effort is being devoted, in secondary schools and colleges, to audio-visual aids to education. Radio also provides a unique supplement to in-class and at-home projects, particularly programs in news and public affairs, music, drama, special broadcasts and many other program categories. We at CBS Radio are finding that teachers welcome any pertinent aids to teaching, such as Discussion Guides, in the fields of history and civics, current events, English, music and other subjects.

I hope no one decides to mourn poor old radio in 1958.

She won't have time to lie down.

NETWORK



C O L U M B I A BROADCASTING SYSTEM, INC. C B S R A D I O D I V I S I O N

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Service Seen Paramount Note In Network Radio Operation



By
GEORGE VOGEL
Executive
Vice President
Mutual Broadcasting
System

THESSE are the days of Service Radio. Network radio today—and naturally I'm referring to Mutual Network radio—is geared directly to the nation's new listening demands. Network radio provides general services—but also probes deeply into subjects for the specifics that age, wage and other environmental groups need at their disposal.

Network radio provides speedy, mobile service for the listener on-the-run—but can and does dedicate service to established listening habits.

Network radio recognizes the worldly ken, the desire to know how and when and why of the average listener. But today it also recognizes its role as companion and liaison with the outside world of the habitual listeners.



Probably the key to network radio's operations today is the fact that it is omnifarious—of all forms, of all varieties—catering to all. This truly is Service Radio.

And Service Radio can only be broadcast by a community station if it is a member of a major network, such as ours.

Broadcast economy as well as service enter the picture at this point, too.

Though every licensed radio station would like to beam Service Radio throughout its broadcast day, such station managements recognize that only network radio can afford all major news services, can afford to maintain extensive news bureaus, can keep constant alerts on world-wide news happenings and reserve costly short-wave circuits to report and explore these events and their impact on the American listener.

He demands today that his radio give him immediacy—plus impact. Only Service Radio can answer that need.



Mutual's news activities, its "Operation Newsbeat," is typical of the philosophy I am expressing in the phrase Service Radio. We could limit ourselves to reporting the news regularly from the four major wire services to which we subscribe, The Asso-

ciated Press, the United Press, International News Service and Reuters News Agency. But this is not enough.

We assign "stringers," men who know the area intimately where news breaks are occurring, and ask them to give our listeners direct on-the-scene reports of these events—then to follow through with reaction stories showing how these events affect the communities in which they occur and the nation as a whole.



A network has ways and means of finding and absorbing successful merchandising and promotional patterns into its framework. And a Service Radio network such as Mutual passes these on to its affiliates so that they, too, can benefit—and can help their local as well as the network's national clients.

The pulse of American listening—and buying—habits today is measured in multi-millions of responses rather than 2,000-set tallies or 2,000-person interviews. Actually, it is being counted by the 3,000 commercial radio stations dotting the American landscape—stations that are born and thrive only because they serve the listeners in their respective areas.



But stations, however, that truly believe in Service Radio, that wish to provide the ultimate in broadcasting benefits to their listeners and their advertising clients join and maintain their membership in a network. That is why today more and more stations apply for network affiliations—why more and more stations are broadcasting in their area under the Mutual banner—the new Mutual Network.

They believe, as we do, that Service Radio is the key to radio in the future. And we're sure they're right.

MUTUAL BROADCASTERS

ALABAMA

WEZB Birmingham
 WEBB Brewton
 WMSL Decatur
 WVAL Dothan
 WDHG Dothan
 WULA Etowah
 WJOF Florence
 WYAS Gadsden
 WBBB Haleyville
 WJHP Huntsville
 WJFX Montgomery
 WRHO Opelika
 WJTB Talladega
 WTBV Troy
 WTBG Tuscaloosa

ARIZONA

KMLN Bisbee
 KAWT Douglas
 KANS Flagstaff
 KOY Phoenix
 KTTU Tucson
 KYNQ Winslow
 KOQY Yuma

ARKANSAS

KAMH Camden
 KFAY Fayetteville
 KTVS Fort Smith
 KPFA Helena
 KJLA Hot Springs
 KJTM Jonesboro
 KGLI Little Rock
 KUMA Magnolia
 KOTK Pine Bluff
 KWAK Stuttgart
 KLOA Sikeston Springs

CALIFORNIA

KAFY Bakersfield
 KXO El Centro
 KREM Eureka
 KTL Los Angeles
 KMYC Marysville
 KYOS Merced
 KPHL Paso Robles
 KJHF Redding
 KGBS Sacramento
 KSBW Salinas-Monterey
 KPAL San Bernardino
 KGB San Diego
 KFRS San Francisco
 KYEC San Luis Obispo
 RTMS Santa Barbara
 KWB Stockton
 KOK Tulare-Visalia
 KYEN Ventura

COLORADO

KGIN Alamosa
 KBLN Canon City
 KAPA Colorado Springs
 KLMN Denver
 KGLX Glenwood Springs
 KREX Grand Junction
 KRNZ La Junta
 KLMH Lamar
 KGHF Pueblo
 KYBI Salida
 KORT Trinidad

CONNECTICUT

WVAB Bridgeport
 WPOP Hartford
 WMLC New London
 WTOR Torrington
 WWTU Waterbury

DISTRICT OF COLUMBIA

WGMS Washington

FLORIDA

WJXP Gainesville
 WKWF Key West
 WQNN Lakeland
 WJLB Leesburg
 WTTN Marianna
 WMFB Melbourne
 WKAT Miami
 WCFY Milton-Tallahassee
 WSBW New Smyrna Beach
 WJCP Panama City
 WCNH Quincy
 WTSP St. Petersburg-Tampa
 WSTU Stuart
 WTNT Tallahassee
 WTRK West Palm Beach
 WSKR Winter Haven

GEORGIA

WTZE Atlanta
 WYBQ Augusta
 WBHP Cartersville
 WGBA Columbia
 WJMJ Condit
 WSLJ Dalton
 WBHH Fitzgerald
 WGGG Gainesville
 WKBE Griffin
 WLAG La Grange
 WNEK Macon
 WMYG Milledgeville
 WCOH Newnan
 WGGG Rome
 WCCP Savannah
 WTWA Thomson
 WGOY Valdosta
 WATX Waycross

IDAHO

KXNT Coeur d'Alene
 KJFI Idaho Falls
 KJLA Lewiston
 KJEM Boise
 KJNK Pocatello
 KJLN Twin Falls
 KWAL Wallace

ILLINOIS

WLS Chicago
 WJPF Herrin
 WJHL Peoria
 WCVS Springfield

INDIANA

WASC Lafayette
 W-SAL Logansport
 WJVA South Bend
 WAQV Vincennes

IOWA

KSMI Council Bluffs
 KIOD Clinton
 KSTP Des Moines
 KWDM Des Moines
 WDHQ Dubuque
 KVPD Fort Dodge
 KWWL Waterloo

KANSAS

KGND Dodge City
 KWHB Goodland
 KNDL Independence
 K-SAL Salina
 KTOP Topeka
 KAKE Wichita

KENTUCKY

WLEJ Bowling Green
 WCTE Corbin
 WJHR Danville
 WPKY Frankfort
 WYWK Lexington
 WYRK Louisville
 WPTM Maysville
 WOXI Owensboro
 WSHV Paducah
 WPKR Pikeville
 WERY Richmond
 WSPC Somerset
 WKYB Paducah

LOUISIANA

WJL Baton Rouge
 WKLA Bogalusa
 KFTN Eunice
 KJPL Lafayette
 KAKK Lake Charles
 KJAC Monroe
 KNOG Natchitoches
 WTPS New Orleans
 KENT Shreveport

MAINE

WPAI Augusta
 WAHI Bangor
 WJDE Biddeford
 WOOJ Lewiston-Auburn
 WPOB Portland

MARYLAND

WWIN Baltimore
 WJGJ Hagerstown

MASSACHUSETTS

WNAO Boston
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 WHAT Greenfield
 WLEJ Lowell-Lawrence
 WNHU New Bedford
 WYBK Pittsfield
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 WARE Ware
 WDOH West Yarmouth
 WAAW Worcester

MICHIGAN

K-LAW Detroit
 WJRC Grosse Pointe
 WJRF Flint
 W-LAY Grand Rapids
 WKIM Jackson
 WDJJ Marquette
 WSGW Saginaw-Day City

MINNESOTA

KATV Austin
 KJLN Bemidji
 WDSM Duluth-Superior
 WEVE Eveleth
 KSTP Fairmont
 KJBE Fargo-Falls
 KJZY Grand Rapids
 Moorhead (see Fargo, N. D.)
 WSK St. Paul
 KWAD Wadena

MISSISSIPPI

WJAX Biloxi-Gulfport
 WMBH Brookhaven
 WYOK Clarksdale
 WJH Columbus
 WJPE Greenville
 WNAO Grenada
 WNAJ Jackson
 WNAJ Natchez
 WJLX Tupelo
 WYOK Vicksburg
 WYOH West Point

MISSOURI

WYOS Jefferson City
 WJRH Joplin
 KBO Mexico
 KJES St. Joseph

MONTANA

KMTY Billings
 KJBE Butte
 KMOJ Great Falls
 KJEM Hailey
 KJLZ Kalispell
 KJLX Lewistown
 KJLB Libby
 KPHN Livingston
 KATL Miles City

KJTK Missoula
 KJTY Shelby
 KJGX Sidney
 KJCK Wolf Point

NEBRASKA

KSMI Council Bluffs
 KOPW Kearney
 KJHL McCook
 KNEB Scottsbluff
 KJMS Lincoln

NEVADA

KJLK Elko
 KJBR Las Vegas
 KJPD Reno

NEW JERSEY

WJLB Atlantic City

NEW MEXICO

KJAL Alamogordo
 KJPE Albuquerque
 KJPE Artesa
 KJEW Hobbs
 KJPL Roswell
 KJSM Tucuman

NEW YORK

WJOK Albany
 WJHO Auburn
 WJPA Binghamton
 WJOP Binghamton
 WJST Binghamton
 WJST Salamanca

WJEA Hornell
 WJHH Horseheads-Elmira Heights
 WJOC Jamestown
 WJNY Kingston
 WJNY Malone
 WJH New York
 WJLR Ogdensburg
 WJBY Plattsburgh
 WJAL Rome-Fulton
 WJHR Syracuse

NORTH CAROLINA

WJOS Asheville
 WJBB Burlington
 WJOC Charlotte
 WJLA Elizabeth-Columbus
 WJNC Fayetteville
 WJVC Piney Springs
 WJBB Greensboro
 WJCP Greenville
 WJNC Henderson
 WJNC Jacksonville
 WJLE Jacksonville
 WJH Lenoir
 WJBS Lumberton
 WJYD Mt. Airy
 WJTP New Bern
 WJRX Raleigh
 WJCP Rutherford Rapids
 WJTP Salisbury
 WJOS Shelby
 WJNC Wilmington
 WJOP Wilson

NORTH DAKOTA

WJEA Hornell
 WJHH Horseheads-Elmira Heights
 WJOC Jamestown
 WJNY Kingston
 WJNY Malone
 WJH New York
 WJLR Ogdensburg
 WJBY Plattsburgh
 WJAL Rome-Fulton
 WJHR Syracuse

NORTH DAKOTA

KJHR Devils Lake
 KJVN Fargo (Moorhead, Minn.)
 KJNK Grand Forks
 KJHJ Jamestown
 KJPM Minot
 KJVC Valley City
 KJGN Williston-Williston

OHIO

WJRK Akron
 WJBE (see Wheeling, W. Va.)
 WJRX Chillicothe
 WJAX Cincinnati
 WJRS Cleveland
 WJH Dayton
 WJGA Marietta
 WJEC Sandusky
 WJST Steubenville
 WJTD Toledo

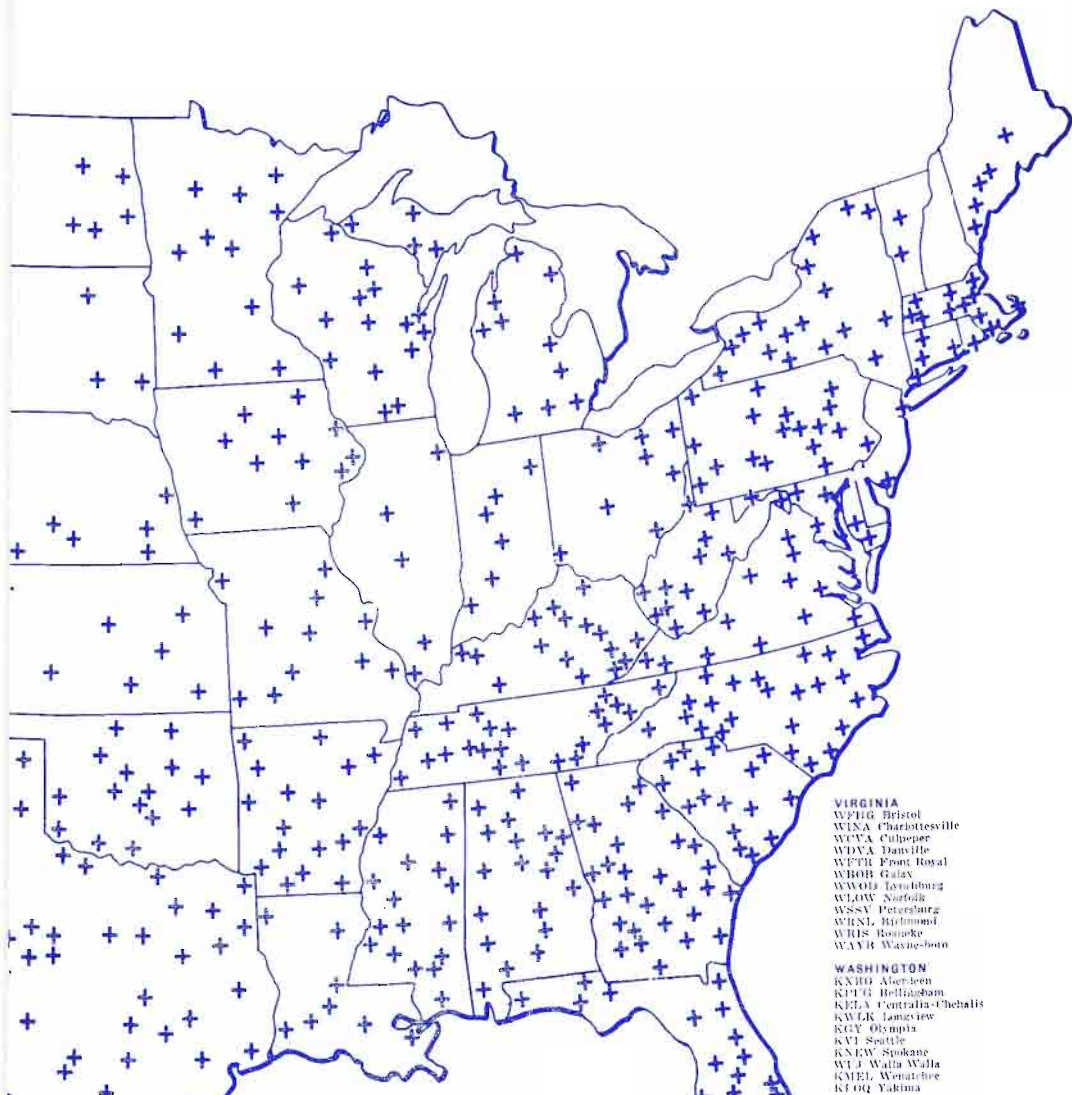
OKLAHOMA

KJWN Bartlesville
 KJRH Duncan
 WJRX Okmulgee
 KJFP Shawnee

OREGON

KJWL Albany
 KJVN Ashland
 KJST Astoria
 KJND Bend

CASTING SYSTEM



KOOS Coe Bay
 KORB Eugene
 KPSN Grants Pass
 KPSJ Klamath Falls
 KPSL Portland
 KRXI Roseburg
 KSLM Salem

PENNSYLVANIA
 WCPA Clearfield
 WFSB Bradford
 WACB Harrisburg
 WAZL Hazleton
 WYRO Johnstown
 WLXN Lake Erie
 WUPZ Lewis Harbor
 WKST New Castle
 WTP Philadelphia
 WTKB Pittsburgh-MO-K sport
 WUPA Pottsville
 WKHD St. Marys
 WMLI State College
 WFTN Tuscarora-Altoona
 WUPA Washington
 WNRB Wellston
 WBYN Wilkes-Barre
 WSHX York
 WAKY La Platte

RHODE ISLAND
 WGAN Providence
 WERT Westerly

SOUTH CAROLINA
 WNSN Anderson
 WNSC Beaufortville
 WILAN Charleston

WUPN Georgetown
 WMRB Greenville
 WMSO Hartsville
 WPHI Rock Hill
 WTRB Sumter

SOUTH DAKOTA
 KORN Mitchell
 KSWP Watertown

TENNESSEE
 WLAH Albany
 WAGP Chattanooga
 WZMZ Clarksville
 WBYG Cleveland
 WPKR Fayetteville
 WETR Johnson City
 WFRN Knoxville
 WJHL Louisville
 WMTT Memphis
 WHDQ Memphis
 WCHK Murfreesboro
 WNAH Nashville
 WATN Oak Ridge

TEXAS
 KWKC Abilene
 KVLB Abilene
 KAMQ Amarillo
 KWTB Austin
 KIOX Bay City
 KNOV Big Spring
 NHTZ Brown
 KALD Brownwood
 KABA Brown
 WRR Dallas-Ft. Worth
 KATL El Paso

KTHT Houston
 KLEN Killeen
 KVOZ Laredo
 KLLJ Lubbock
 KTRK Lufkin
 KMYC McAllen
 KVKM Mesquite
 KRGD Odessa
 KFDN Tampa
 KFIN Texas
 KYLE Terrellton
 KVOF Tyler
 KPAV Fort Arthur-Beaumont
 KMYC San Antonio
 KBBY Sherman-Denison
 KSNY Snyder
 KSNY Texarkana
 KCKB Tyler
 KVB Victoria
 KWTX Waco
 KSYD Wichita Falls

UTAH
 KYNV Logan
 KLOD Ogden
 KVAL Ogden
 KNOV Panguitch
 KVAL Provo
 KALD Salt Lake City

VERMONT
 WSYB Rutland
 WVTN St. Albans

VIRGINIA
 WPHB Bristol
 WIXA Charlottesville
 WCVL Culpeper
 WDMA Danville
 WUPB Front Royal
 WBOB Galax
 WWOH Lynchburg
 WLAW Norfolk
 WSSV Petersburg
 WRNL Richmond
 WRIS Roanoke
 WAWB Washington

WASHINGTON
 KXII Aberdeen
 KPIB Bellingham
 KELA Centralia-Chehalis
 KWLK Laceyview
 KUY Olympia
 KVI Seattle
 KNEW Spokane
 WJ Walla Walla
 KMEI Wenatchee
 KTOQ Yakima

WEST VIRGINIA
 WKOY Bluefield
 WUPH Charleston
 WLAB Clarksburg
 WPHJ Huntington
 WLOH Logan
 WMOH Montgomery
 WADR Morgantown
 WETZ New Martinsville
 WMLH Weirton
 WILAW Weston
 WTRX Wheeling-Beairste, O.
 WPTH Williamson

WISCONSIN
 WITB Appleton
 WGBZ Beloit
 WBLZ Eau Claire
 KFIZ Fond du Lac
 WCLO Janesville
 WPSJ Madison
 WOPF Manitowish
 WFOZ Milwaukee
 WPHR Wisconsin Rapids

WYOMING
 KVOO Casper
 KMYO Cheyenne
 KOTV Laramie
 KOWT Laramie
 KPOW Powell
 KRAL Rawlins
 KSWB Riverton
 KSTW Rock Springs
 KMYO Sheridan
 KRFB Thermopolis
 KWOH Worland

MUTUAL BROADCASTING SYSTEM, INC.

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

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Radio Continues In Its Usual Role As Nation's 'Scoop' Medium For News



By
**MATTHEW J.
CULLIGAN**
Vice President
NBC Radio Network

TO what communications medium do people turn when they want to know the latest news? Newspapers? Television? Or do they listen to their radios?

In a 1953 survey by Alfred Politz Research, Inc., people were asked how they would check a rumor that a war had started. A total of 54.8 per cent said that they would turn on the radio. This was a higher percentage than newspapers and TV combined.

That's one of the reasons why network radio's future was never better. Radio is still the "scoop" medium for hot news breaks.

In my office I have a little gray box which is similar to boxes in every NBC Radio Affiliate's control room. It's a Hot Line Control Box which gives a warning of a news flash whenever a button is pushed in Radio Central in New York. When this happens, a sub-audible 200 cycle tone is sent out on network lines, alerting the stations by activating a light and a buzzer. By using this device, any NBC reporter who can get to a telephone can start broadcasting over the entire network within a couple of minutes.



Split-second reporting is a reality by means of radio. During the trial of Colonel Abel, the Soviet spy, an NBC reporter was stationed in the courtroom and another was waiting outside in a phone booth. NBC was on the air with the news 40 seconds after the judge handed down the indictment.

The audience that listens to radio is immense—but it has never been accurately counted because only stationary sets are included by existing polling methods. In my opinion, current radio ratings account for only about 40 per cent of the actual number of listeners.



The number of radio stations in the United States is now at an all-time high—and it will probably continue to grow. But what about the quality of their programming? It seems to me that "jukebox stations," which exist by means of a non-stop disc jockey and "the latest news" (which is read, unedited, as it comes over the press association teletype), will eventually drown out one another. While this takes place—

and I think the process has already started—the public will turn more and more to the network-affiliated station which offers world wide news, great special events, top entertainment stars, high quality dramatic shows and fine, listenable music.



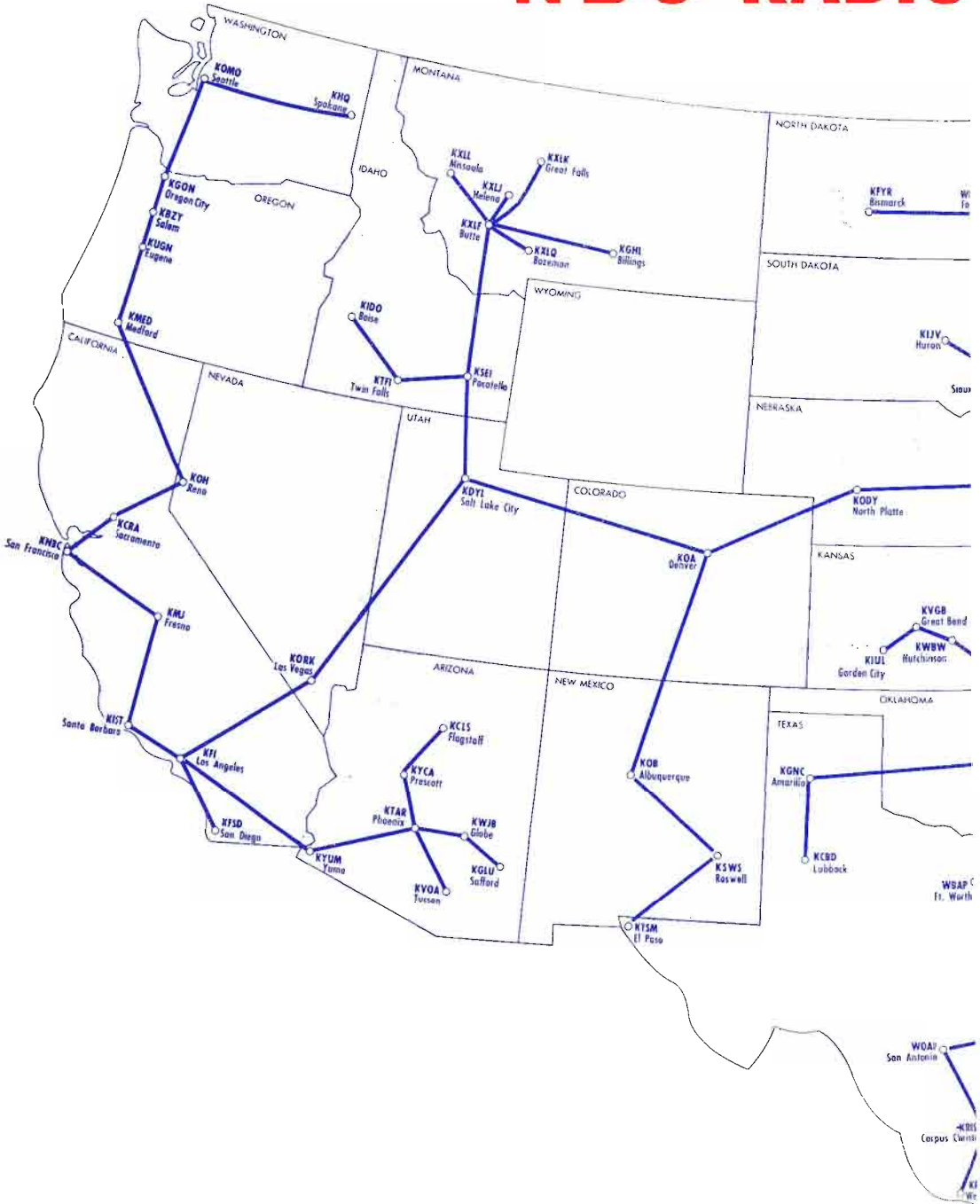
What "jukebox station," for example, could offer expert commentary and analysis of current events by such experts as Chet Huntley, David Brinkley, Morgan Beatty, Irving R. Levine, and Joseph C. Harsch—to mention but a few of the authorities who staff NBC News. Such stations could never present prize-winning documentaries such as "Biographies in Sound," live music programs such as "NBC Bandstand," or a weekend feature like "Monitor" which has a world-wide staff to gather feature material. Our listeners know the difference. So do our advertisers, whose net purchases of time in 1957 were 41 per cent higher than the 1956 total.

During the day, radio is still the basic entertainment in the home; housewives have discovered that you can't do the daily chores while reading magazines or looking at TV. That's one factor which assures a permanent future for radio. And since network radio provides the medium's best programming, you can be sure that sponsors will become increasingly aware that network radio will provide maximum mileage for their advertising dollars.



The return to Network Radio of the top fifteen pre-TV spenders has been cited as prime evidence of net radio's revitalization. Less spectacular, but equally meaningful, are the scores of medium budget advertisers who have literally discovered network radio this past year. The NBC Radio Network has developed a secret weapon in the merchandising area which has electrified medium and small budget advertisers' sales departments.

NBC RADIO



NETWORK



Thaddeus sees **Red**

and covers the 11th largest TV market with one station!

Rhode Island Red impresses on time buyer Thaddeus O. Thistlethwaite the fact that WJAR-TV's primary coverage area includes, not just Providence but all southeastern New England, including Boston, Fall River, New Bedford, Worcester! Call your Petry man and let him show you just how much extra coverage you get with WJAR-TV in the Providence market!



In the Providence market

WJAR-TV

*is cock-of-the-walk
in station coverage!*



Channel 10 • Providence, R.I. • NBC • ABC • Represented by Edward Petry & Co., Inc.

NATIONAL BROADCASTING COMPANY, INC.

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

Telephone: Circle 7-8300

Registered Telegraphic Address: NATBROCAST NEW YORK

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A. Richard Connell.....Manager, Organizational Planning & Mgt. Development
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George H. Fuchs.....Director, Labor Relations
Dr. Bernard J. Handler.....Company Physician

(Continued on Next Page)

(Continued from Preceding Page)

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 Charles J. Moss..... Mgr., Talent & Program Contract Ops.
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 Thomas H. Belviso..... Mgr., Music & Literary Rights

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 William A. Williams..... Assistant Treasurer
 Harry F. McKeon..... Director, Tax Office

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 Romney Wheeler..... Dir., European Operations
 Richard L. Berman..... Mgr., Facilities, Int'l Operations
 Alvin Ferleger..... Mgr., Administration & Sales Development

NBC International Ltd.

Alfred Stern..... Chairman of Board
 Romney Wheeler..... President

California National Productions, Inc.

(Wholly-owned Subsidiary)

Earl Rettig..... President
 (For other personnel, see Film Producers section)

PACIFIC DIVISION

3000 W. Alameda Ave., Burbank, Calif.
 THornwald 5-7000

John K. West..... V.P., Pacific Division

* * *

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 Thomas W. Sarnoff..... V.P., Prodn. & Bus. Affairs
 Richard Graham..... Vice President, Law
 John E. Burrell..... Mgr., Tech. Operations
 Sheldon B. Hickox, Jr..... Dir., Station Relations
 Max Bauman..... Manager, Purchases
 Blake Chatfield..... Mgr., Bcst. Air Promotion
 Fenton Coe..... Director, Film Production
 Maurice J. Corwin..... Mgr., Bcst. Facilities & Operations
 Frank Cleaver..... Director, Film Programs
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 Paul Gale..... Manager, Traffic
 Helen Hall..... Manager, Adv. & Prom.
 Harold Kemp..... Director, Nighttime Programs
 John R. Kennedy..... Liaison Engineer
 Joseph L. Kubin..... Asst. Controller, Pac. Div.
 Henry Maas..... Mgr., Sales & Program Services
 John W. Nelson..... Director, Daytime Programs
 Edward A. Rosenberg..... Mgr., Contract Administration

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 Richard C. Welsch..... Director, Production
 Robert Wood..... Mgr., Continuity Acceptance

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 Jack B. Landis..... Mgr., Research Projects
 Allen R. Cooper..... Dir., Corporate Planning
 Harrold Cranton..... Mgr., Plans Presentations
 Barry Rumble..... Mgr., Plans Management
 James Cornell..... Staff Asst., Prog. Planning

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 Thomas E. Knode..... V.P., Station Relations
 Donald J. Mercer..... Dir. of Station Rel.

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1625 "K" St., N.W., Washington, D. C.
 ADams 4-5400—District 7-1260

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 Thomas S. O'Brien..... Dir., Business Affairs
 Anthony C. Krayer..... Business Manager

NBC Spot Sales

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 George Dietrich..... Dir., Radio Spot Sales
 Richard Arbuckle..... Mgr., Radio Spot Sales, Central Office
 William Buschgen..... Mgr., AM Spot Sales, Detroit
 Frederick Lyons... Mgr., Eastern Radio Spot Sales
 Edward H. Macaulay..... Mgr., Western Radio Spot Sales
 Dave Scott..... Mgr., New England Spot Sales
 Loren Surles..... Mgr., New Business
 Morton Gaffin..... Dir., New Bus. & Prom.

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 Arthur Hamilton..... Station Manager
 Tony Kraemer..... Mgr. Adv., Prom. & Mdsq.
 John O'Keefe..... Manager of Publicity
 Max Buck..... Dir. of Sales, WRCA/WRCA-TV
 Herman Maxwell..... Sales Director, WRCA
 Bill Kreitner..... Mgr., Local Sales WRCA
 Joseph Murphy..... Manager, Merchandising
 Steve White..... Program Manager

WKNB, Hartford-New Britain

Peter B. Kenney.....V.P. Gen. Manager
Robert W. Bray.....Program Manager
Victor J. Brewer.....Sales Manager
John P. Shipley.....Chief Engineer
Neil Murphy.....Business Affairs Mgr.
Frank Wooding.....Promotion Manager

WRC, WRC-FM, Washington

Carleton D. Smith.....V.P. & Gen. Manager
Joseph Goodfellow.....Station Manager
Harry Karr.....Sales Manager
William Coyle.....Director of Adv., Prom.,
Mds. & Publicity
Ralph McCawley.....Adv. & Prom. Manager
Curt Prior.....Merchandising Mgr.
James Kovach.....Director of Programs
Edwin Peterson.....Publicity Manager

WAMP, WFMP, Pittsburgh

H. W. Shepard.....General Manager
Martin Pollins.....Sales Manager
John Buchheit.....Local Sales Manager
Oscar Campbell.....Business Manager
William Babcock.....Program Manager

WMAQ, WMAQ-FM, Chicago

Jules Herbeuveau.....V.P. & Gen. Manager
Howard Coleman.....Station Manager
Henry Sjogren.....Asst. Gen. Manager
Rudi Neubauer.....Sales Manager
John Keys.....Dir. of Adv. & Prom.
Stephen J. Krasula.....Merchandising Mgr.
Richard Johnson.....Program Manager
Chet Campbell.....Publicity Manager
John Whalley.....Dir. of Operations

WRCV, Philadelphia

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Curtis D. Peck.....Dir. of Operations

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Mrs. Jane Morrison.....Mgr. of Adv., Prom.
& Publicity
William Cancilla.....Merchandising Mgr.
Jack Wagner.....Program Manager

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Carl Watson.....Mgr., Continuity Acceptance

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Ellis Moore.....Dir., Press Department
Milton Brown.....Mgr., Program Publicity
Sidney Desfor.....Mgr., Photo Unit
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Net. Owned Stations & NBC Spot Sales
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Kathryn Cole.....Manager, Information
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William B. Miller.....Night Executive Officer

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Norman S. Livingston.....Dir., Net. Programs
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Ludwig W. Simmel.....Mgr., Radio Sales
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Theodore Zaer.....Dir., Bus. Affairs, Radio Net.
Murray Heilweil.....Marketing Director

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 WCTA Andalusia
 WANA Anniston
 WBCA Bay Minette
 WDFB Birmingham
 WEBJ Brewton
 WRAG Carrollton
 WKLF Clanton
 WKUL Cullman
 WMSL Decatur
 WXAL Demopolis
 WDOF Dothan
 WULA Eufaula
 WBLA Evergreen
 WWWW Fayette
 WJ01 Florence
 WZ0B Fort Payne
 WETO Gadsden
 WGEA Geneva
 WCVV Greenville
 WGSV Guntersville
 WJBB Haleyville
 WERH Hamilton
 WBHP Huntsville
 WPBB Jackson
 WWBV Jasper
 WMOZ Mobile
 WMFC Monroeville
 WCRL Oneonta
 WJHO Opelika
 WPID Piedmont
 WELR Roanoke
 WWRP Russellville
 WHOS Scottsboro
 WHBB Selma
 WFEB Sylacauga
 WHTB Talladega
 WJDB Thomasville
 WTFB Troy
 WKFC Tuscaloosa
 WTUS Tuskegee
 WETU Wetumpka

ARIZONA

KCKY Coolidge
 KAWT Douglas
 KCLS Flagstaff
 KDJI Holbrook
 KNDG Nogales
 KRIZ Phoenix
 KQFA Yuma
 (Formerly KOLD)

ARKANSAS

KVRC Arkadelphia
 KBTA Batesville
 KBBA Benton
 KLYX Berryville
 KXMD Camden
 KCON Conway
 KAGH Crossett
 KQDN Do Queen
 KELD El Dorado
 KXJK Forrest City
 KH0Z Harrison
 KFFA Helena
 KXAR Hope
 KXHD Hot Springs
 KBTM Jonesboro
 KGHJ Little Rock
 KB0K Malvern
 (Formerly KDAS)
 KTMK Marked Tree
 KVSA McGehee
 KENA Mena
 KHHM Monticello
 KTL0 Mountain Home
 KOSE Osceola
 KDORS Paragould
 KOTN Pine Bluff
 KP0D Pocahontas
 KXRJ Russellville
 KWCB Searcy
 K10A Siloam Springs
 KRRS Springdale
 KWAK Stuttgart
 K10R Walnut Ridge
 KWRF Warren

CALIFORNIA

KIBS Bishop
 KBMX Coalinga
 KRDU Dinuba
 K100 El Centro
 (Calexico)
 K10C Fort Bragg
 KQST Fresno
 KPER Gilroy
 K10R Lodi
 KQER Long Beach
 K10S Merced
 KSEF Needles
 KRFS Palm Springs
 K10E Palo Alto
 KPPL Paso Robles
 KAFP Petaluma

KTIP Porterville
 KRKS Ridgecrest
 K100 San Bernardino
 XERB San Diego
 (Tijuana, Mexico)
 KR0G Sonora
 KSUE Susanville
 KTKR Taft
 KGEN Tulare
 KTUR Turlock
 K10U Ventura
 KAGR Yuba City

COLORADO

KGIW Alamosa
 KHIL Brighton-
 Fort Lupton
 KRLN Canon City
 KAFA Colorado Springs
 KVFC Cortez
 KRAI Craig
 K10P Denver
 K10M Durango
 K10M Fort Morgan
 KYOU Greeley
 KBNZ La Junta
 KLMR Lamar
 KLVC Leadville
 KLOV Loveland
 KSLV Monte Vista
 K10A Pueblo
 KVRH Salida
 KOLR Sterling
 KCLRT Trinidad

FLORIDA

WAPG Arcadia
 WTRL Bradenton
 WKTS Brooksville
 WTAN Clearwater
 WKCO Cocoa
 WCNW Crestview
 WDCF Dade City
 WDSP De Funiak
 Springs
 W000 Deland
 W0BF Delray Beach
 W0BF Fernandina Beach
 WINK Fort Myers
 WARN Fort Pierce
 WGGG Gainesville
 WGM A Hollywood
 W7R0 Jacksonville Beach
 (Jacksonville)
 (Formerly WJVB)
 WKWF Key West
 WRWB Kissimmee
 WDSR Lake City
 W1PC Lake Wales
 W1BE Leesburg
 WNER Live Oak
 WMAF Madison
 W1YS Marianna
 WSBB New Smyrna
 Beach
 W1MC Ocala
 W1WP Palatka
 W101 Panama City
 W1FA Pensacola
 W1PY Perry
 W1PL Plant City
 W10Y St. Augustine
 W1RR Sanford
 W1KY Sarasota
 W10M Sebring
 W1GR Starke
 W1STU Stuart
 W1EN Tallahassee
 W1WB Tampa
 (Formerly WEBK)

GEORGIA

WAAG Adel
 W1AZ Albany
 W10S Alma
 W10C Americus
 WGAU Athens
 W10A Augusta
 W10R Bainbridge
 W10B Baxley
 W10S Brunswick
 W10R Cairo
 W10R Camilla
 W10R Carrollton
 W10H Cartersville
 W10A Cedartown
 W10M Cordale
 W10S Covington
 W101 Dalton
 W10W Dawson
 W10M Decatur (Atlanta)
 (Formerly WGLS)
 W10M Douglas
 W10T Dublin
 W10C Elberton
 W10R Fitzgerald
 W10M Fort Valley
 W10A Gainesville

WKUW Griffin
 WCEH Hawkinsville
 WBGR Jesup
 WLFA Lafayette
 WLAG La Grange
 W10G Madison
 W10S Marietta
 W10X McRae
 W10V Milledgeville
 WMRE Monroe
 W10A Moultrie
 W10B Perry
 W10S Quitman
 W10A Rome
 W10S Sandersville
 W10R Savannah
 W10S Statesboro
 W10L Sylva
 W10T Thomason
 W10A Thomson
 W10S Tifton
 W10E Toccoa
 W10M Valdosta
 W10P Vidalia
 W10X Waycross
 W10R Waynesboro
 W10L West Point
 W10M Winder

HAWAII

KILA Hilo
 KA1M Honolulu

IDAHO

KGEM Boise
 KBAR Burley
 KORT Grangeville
 KIFI Idaho Falls
 KRPL Moscow
 KWIK Pocatello
 KRST Preston
 KRXK Rexburg
 KSPT Sandpoint
 KEEP Twin Falls

ILLINOIS

WBYS Canton
 WE1C Charleston
 W1TY Danville
 W10N Duquoin
 WCR A Effingham
 W10W Fairfield
 W10B Harrisburg
 W10P Herrin
 W10E Kewanee
 W10R Lincoln
 W10A Macomb
 W10K Macopolis
 W10C Mt. Carmel
 W10I Murphysboro
 W10N Olney
 W10Y Robinson
 (Rockford (See
 Beloit, Wisconsin))

INDIANA

WCBC Anderson
 W1NL Booneville
 W10L Frankfort
 W10M Goshen
 W10Z Jasper
 W10T Linton
 W10X Madison
 W10P Mount Vernon
 W10R Peru
 W10G Portland
 W10L Salem
 W10C Seymour
 W10A South Bend
 W10I Tell City
 W10M Washington

IOWA

KLGA Algona
 KAS1 Ames
 K10N Atlantic
 KWBG Boone
 K10G Centerville
 KCHA Charles City
 KRHE Cherokee
 KSWI Council Bluffs
 K10S Creston
 K10C Decatur
 K10L Estherville
 KFAD Fairfield
 K10I Fort Madison
 KGRN Grinnell
 K10C Iowa City**
 KR1R Mason City**
 K10E Ottumwa
 KAYL Stern Lake
 K10J Webster City

KANSAS

KARE Atchison
 KCRB Chanute

KNCK Concordia
 KBTO El Dorado
 KV0E Emporia
 KMDO Fort Scott
 K10L Garden City
 KWGB Goodland
 KAYS Hays
 KWBW Hutchinson
 K10D Independence
 K10K Junction City
 (Fort Riley)
 K10L Leavenworth
 KMAN Manhattan
 K10S Manhattan
 KNEX McPherson
 K10R Newburg
 K10G Newton
 K10C Parsons
 KSEK Pittsburg
 KWSK Pratt
 KRSL Russell
 K10P Topeka

KENTUCKY

WBRT Bardston
 WCBL Benton
 W10J Bowling Green
 W10C Campbellsville
 W10S Central City
 W10N Columbia
 W10T Corbin
 W10P Covington
 (Cincinnati, Ohio)
 W10M Cumberland
 W10N Cynthia
 W10R Danville
 W10E Elizabethtown
 W10Y Frankfort
 W10K Franklin
 W10A Glasgow
 W10N Harlan
 W10B Harrodsburg
 W10C Hazard
 W10S Henderson
 W10A Hopkinsville
 W10E Lebanon
 W10X Lexington
 W10M Madisonville
 W10X Manchester
 W10G Mayfield
 W10M Maysville
 W10K Middlesboro
 W10L Monticello
 W10R Morehead
 W10Y Neom
 W10M Owensboro
 W10P Paintsville
 W10X Paris
 W10E Pikeville
 W10P Prestonsburg
 W10Y Princeton
 W10Y Richmond
 W10R Russellville
 W10C Somerset

LOUISIANA

KDBS Alexandria
 KTRY Bastrop
 W10C Bogalusa
 K10L Bossier City
 W10R Covington
 K10G Crowley
 KDLA De Ridder
 K10T Golden Meadow
 W10R Hammond
 K10L Homer
 K10M Houma
 K10E Jennings
 K10C Jonesville
 K10L Lake Providence
 K10L Leesville
 K10C Mansfield
 K10B Marksville
 K10C Monroe
 K10C Natchitoches
 K10E New Iberia
 K10H Oakdale
 K10L Opelousas
 K10P Rayville
 K10S Ruston
 K10S Springhill
 K10S Sulphur
 (Formerly KSUL)
 K10D Tallulah
 K10I Villa Platte
 K10V White Castle
 K10I Winfield
 K10R Winsboro

MAINE

W10M Rumford
 W10M Skowhegan

MARYLAND

W10E Cambridge
 W10Y Dundalk
 (Baltimore)
 W10X Lexington Park

W10R Westminster
 W10N Wheaton

MASSACHUSETTS

W10E Holyoke
 (Springfield)
 W100 Milford
 W10E Ware

MICHIGAN

W10M Albion
 W10E Bad-Axe
 W10C Bay City
 W10R Big Rapids
 W10R Flint
 W10C Fremont
 W10M Hancock
 W10E Hillsdale
 W10B Iron River
 W10S Ironwood
 W10D Ishpeming
 W10A Ludington
 W10E Manistee
 W10M Marquette
 W10E Menominee
 W10C Mt. Pleasant
 W10B Munising
 W10S Muskegon
 W10L Niles
 W10A Owosso
 W10S Port Huron

MINNESOTA

KAS1 Albany
 KATE Albert Lea
 KXRA Alexandria
 KBUN Bemidji
 KBMO Benson
 KBMW Breckenridge
 W10K Cloquet
 (Duluth-Superior)
 KR0X Crookston
 KDLM Detroit Lakes
 W10Y Ely
 W10E Eveleth
 K10Z Grand Rapids
 K10Z Hutchinson
 K10B International Falls
 K10T Little Falls
 KMRS Morris
 KNUJ New Ulm
 KRFO Owatonna
 W10M Pine City
 K10H Pipestone
 K10A St. Cloud
 W10V Stillwater
 KAGE Winona

MISSISSIPPI

W10Y Amory
 W10E Batesville
 W10M Biloxi-Gulfport
 W10P Booneville
 W10B Brookhaven
 W10B Canton
 W10C Centerville
 W10R Clarksdale
 W10D Cleveland
 W10J Columbia
 W10B Columbus
 W10A Corinth
 W10G Forest
 W10R Greenville
 W10M Greenwood
 W10A Grenada
 W10R Hattiesburg
 W10C Hazlehurst
 W10C Houston
 W10A Indianola
 W10K Kosciusko
 W10M Laurel
 W10B Macon
 W10J Magee
 W10P McComb
 W10X Meridian
 W10S Natchez
 W10N New Albany
 W10S Oxford
 W10M Pascagoula
 W10C Philadelphia
 W10R Picaquon
 W10S Starkville
 W10L Tupelo
 W10C Vicksburg
 W10R Waynesboro
 W10R West Point
 W10Z Yazoo City

MISSOURI

KWRT Booneville
 KBHM Branson
 K10M Cape Girardeau
 K10M Carthage
 K10V Caruthersville
 KCHR Charleston
 KCHI Chillicothe

CASTING SYSTEM

KDKD Clinton
KBIA Columbia
KDEX Dexter
KREJ Farmington
KWS Jefferson City
KIRX Kirksville
KLWT Lebanon
KTCB Malden
KNIM Maryville
KNCM Moberly
KRMO Monett
KLS Mountain Grove
KBTN Neosho
KNEM Nevada
KWOC Peplar Bluff
KTRT Rolla
KRES St. Joseph
KSGM Ste. Genevieve
KSMO Salem
KDRO Sedalia
KICK Springfield
KALM Thayer
KTTN Trenton
KLPW Union
KOKO Warrensburg
KWE R Warrenton
KWPM West Plains

MONTANA

KBMY Billings
KBMN Bozeman
KBOW Butte
KDBM Dillon
KUDI Great Falls
(Formerly KBGF)
KOJM Havre
KCAP Helena
KGEZ Kalispell
KXLO Lewistown
KLCB Libby
KPRK Livingston
KATL Miles City
KBTK Missoula
KIYI Shelby
KVCK Wolf Point**

NEBRASKA

KCOW Alliance
KWEB Beatrice
KCSR Chadron
KJSK Columbus
KFGT Fremont
KHAS Hastings
KPRH Holdrege
KGFW Kearney
KJMS Lincoln
KBRL McCook
KODY North Platte
KOGA Ogallala
KODD Omaha
KWHC O'Neill
KSID Sidney
KAWL York

NEVADA

KPTL Carson City
KVLV Fallon
KRAM Las Vegas
KATO Reno

NEW HAMPSHIRE

WMOU Berlin
WXKL Concord
WJWG Conway
WLNH Laconia

NEW JERSEY

WLDJ Atlantic City
WNNJ Newton

NEW MEXICO

KHAM Albuquerque
KALG Alamogordo
KSPV Artesia
KAVE Carlsbad
KLMX Clayton
KCLV Clovis
KOTS Domingue
KMIN Grants
KWEV Hobbs
KNEB Las Cruces
KENM Portales
KRTN Raton
KBIM Roswell
KSL Silver City
KCHS Truth or Consequences
KTNM Tucumcari

NEW YORK

WMBW Auburn
WRRV Broonville
(Rome-Utica)

WFLR Dundee
WOSC Fulton
WJOC Jamestown
WLFH Little Falls
WLCY Malone
WTL Middletown
WIRY Plattsburgh
WNYZ Salamanca
WNBS Saranac Lake
WDLA Walton

NO. CAROLINA

WRCS Ashekie
WABZ Albemarle
WGRW Asheboro
WBBB Burlington
WEGD Concord
WCKB Dunn
WCDJ Edenton
WCNC Elizabeth City
WBLA Elizabethtown
WFAI Fayetteville-
Fort Bragg
WBBO Forest City
WFSC Franklin
WFGV Fuquay Springs
(Raleigh)

WLTC Gastonia
WFCM Goldsboro
WBDX Hamlet
WHNC Henderson
WCHK Hendersonville
WHPE High Point
WJNC Jacksonville
WELS Kinston
WEWD Laurinburg
WLOE Leaksville
WJRI Lenoir
WROY Lexington
WTSB Lumberton
WMMH Marshall
WMAP Monroe
WHIP Mooresville
WMBL Morehead City
WPAQ Mount Airy
WDOO New Bern
WNNC Newton
WKBC No. Wilkesboro
WMSN Raleigh
WFRS Reidsville
WCBT Roanoke Rapids
WCEC Rocky Mount
WZIP Salisbury
WWGP Sanford
WOSH Shelby
WMSJ Sylva
WTYN Tryon
WADE Wadesboro
WLSJ Wallace
WLED Washington
WHFC Waynesville
WENC Whiteville

NORTH CAROLINA

KDLR Devils Lake
KDIX Dickinson
KNOX Grand Forks
KNDC Hettinger
KEYJ Jamestown
WOBM Mandan-Bismarck
KOVV Valley City

NORTH DAKOTA

KDLR Devils Lake
KDIX Dickinson
KNOX Grand Forks
KNDC Hettinger
KEYJ Jamestown
WOBM Mandan-Bismarck
KOVV Valley City

OHIO

WATG Ashland
WILE Cambridge
WAND Canton
WBEX Chillicothe
..... Cincinnati (See
Covington, Kentucky)
WJER Dover
WJH East Liverpool
WFOB Fostoria
WJEH Gallipolis
WSRW Hillsboro
WIRO Ironton
WLMJ Jackson
WFTW Piqua
WPC Sandusky
WCHO Washington
Court House
WVST Wooster
..... Youngstown (See
Farrell, Pennsylvania)

OKLAHOMA

KADA Ada
KWHN Altus
KYSO Ardmore
KLR Blackwell
(Formerly KBWL)
KWCO Chickasha
KWOC Clinton
KUSH Cushing
(Formerly KWHP)

KRHD Duncan
KCRD Enid
KTAT Frederick
KWRW Guthrie
KGYN Guymon
KTS Hobart
KJHN Hugo
KTMC McAlester
KGLC Miami
KBIX Muskogee
KNOR Norman
KBYE Oklahoma City
KHBG Okmulgee
KLVH Oklahoma Valley
KLCO Poteau
KOLS Pryor
KWSH Tri-City
(Wewoka-Seminole-
Holdenville)
KVIN Vinita

OREGON

KWIN Ashland
KAST Astoria
KBRK Baker
KBND Bend
KRNS Burns
KWRO Coquille
KPLK Oallas
KASH Eugene
KUSH Hillsboro
(Portland)
(Formerly KRTV)
KLAD Klamath Falls
KJLB La Grande
KQIK Lakeview
KCAL Lebanon
KMGW McMinnville
KROY Medford
KBCH Oceanlake
KWRX Ontario
KWRC Pendleton
KLIQ Portland
KODL The Dalles

PENNSYLVANIA

WNCC Barnesboro
WBFJ Bedford
WBFD Berwick
WLOA Bradock
(Pittsburgh)
WISR Butler**
WCGL Carbondale
(Scranton)
WHYL Carlisle
WESA Charleroi
WCVI Connessville
WOTR Cory
WJAR Farrell
(Youngstown, Ohio)
WHUN Huntingdon
WDA Indiana
WADP Kane
WACB Kittanning
WAKU Latrobe
WITT Lewisburg
WGMW Meadville
WKRZ Oil City
WPAZ Pottstown
WPM E Punxsutawney
WBOC Roaring Spring
WKBI St. Marys
WATS Sayre
WMAJ State College
WAYZ Wavnesboro
WLYC Williamsport

PUERTO RICO

WUOA San Juan

SO. CAROLINA

WABV Abbeville
WAKN Aiken
WANS Anderson
WBAW Barnwell
WBCB Batesburg
WBEU Beaufort
WAGS Bishopville
WACA Camden
WHAN Charleston
WCRC Cheraw
WGED Chester
WPCD Charleston
WDSO Dillon
WELP Easley
WOLS Florence
WFGN Gaffney
WGSW Greenwood
WAGB Great (Greenville)
WBHC Hampton
WHSC Hartsville
WDKD Kingstree
WLCM Lancaster
WYMB Manning

WJAY Mullins
WMYB Myrtle Beach
WKDK Newberry
WTDN Orangeburg
WRHJ Rock Hill
WSNW Seneca
WJAN Spartanburg
WFIG Sumter
WBCU Union

SOUTH DAKOTA

KABR Aberdeen
KBRK Brookings
KIJY Huron
KOLY Mebridge
KGFY Pierre
KISD Sioux Falls
KWAT Watertown
KYNT Yankton

TENNESSEE

WEAG Alcoa
WLAR Athens
WFHG Bristol
(Bristol, Tenn.-Va.)
WMFS Chattanooga
WMCH Church Hill
WJZM Clarksville
WCLE Cleveland
WKRM Columbia
WHUB Cookeville
WKBL Covington
WAEW Crossville
WDRN Dayton
WJDN Dickson
WDSG Dyersburg
WEMB Erwin
WEKR Fayetteville
WHIN Gallatin
WGRV Greeneville
WHBT Harriman
WIRJ Humboldt
WDXI Jackson
WCLC Jamestown
WKXV Knoxville
WLAJ La. Follette
WDXE Lawrenceburg
WGOR Lebanon
WLLE Lenoir City
WJLM Lewisburg
WDXL Lexington
WMMT McMinnville
WCRK Morristown
WGRS Murfreesboro
WNAH Nashville
WLIK Newport
WOKE Oak Ridge
WTPR Paris
WTRB Ripley
WORM Savannah
WEPB South Pittsburg
WDBL Springfield
WDEH Sweetwater
WJIG Tullahoma
WENK Union City
WCDT Winchester

TEXAS

KVLF Alpine
KZIP Amarillo
KACT Andrews
KBUD Athens
KALT Atlanta
KRUN Ballinger
KIOX Bay City
KRCT Baytown
KTXC Big Spring
KFFN Bonham
KNEL Brady
KSTB Breckenridge
KWHI Brenham
KBOR Brownsville
KBWD Brownwood
KBEN Carrizo Springs
KCTX Childress
KCAR Clarksville
KVLB Cleveland
KSTA Coleman
WTAW College Station
KVMC Colorado City
KAND Corsicana
KIYV Crockett
KXIT Dalhart
KDLB Del Rio
KDNT Denton
KDDD Dumas
KEPS Eagle Pass
KERG Eastland
KPSO Fairfuries
(Formerly BLP)
KFLD Floydada
KNFT Ft. Stockton
KNAF Fredericksburg
KRRZ Freeport
KGAJ Gainesville

KLUF Galveston
KSWA Graham
KCTI Gonzales
KGVJ Greenville
KCLW Hamilton
KCAN Hereford
KHBK Hildreth
KSAM Huntsville
KEBE Jacksonville
KTXJ Jasper
KMBL Junction
KAML Kennedy-
Karnes City
KERB Kermit
KERV Kerrville
KCOA Kilgore
KLEN Killeen
KPET Lamesa
KVOZ Laredo
KLVT Levelland
KVLB Littlefield
KFTD Livingston
KRTO Longview
KLLL Lubbock
KRBA Lufkin
KIMT Marshall
KIRT McAllen (Mission)
KCMY McCombey
KJBC Midland
KORC Mineral Wells
KVKM Monahans
KIMP Mt. Pleasant
KGSF Nacogdoches
KGNB New Braunfels
KRG Odessa
KOGT Orange
KNET Palestine
KPAT Pampa
KFTV Paris
KIUN Pecos
KVOP Plainview
KBOP Pleasanton
KRWS Post
KOLJ Quanah
KTXL San Angelo
KCNV San Marcos
KBAL San Saba
KSMJ Seminole
KSEY Seymour
KEVA Shamrock
KTAN Sherman
KSNY Snyder
KDWT Stamford
KSTV Stephenville
KSTP Sulphur Springs
KSWT Sweetwater
KTAE Taylor
KTFE Texarkana
KTLW Texas City
KTUE Tulsa
KTBB Tyler
KVOL Uvalde
KQVC Vernon
KVVC Victoria
KBEC Waxahachie

UTAH

KBUH Brigham City
KVVU Logan
KKG Ogden
KOAL Price
KEYV Provo
KDXU St. George
KSOP Salt Lake City
KTUT Tooele City
KVEL Vernal

VERMONT

WSYB Rutland

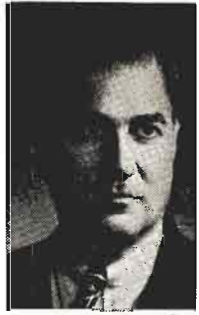
VIRGINIA

WKLY Blackstone
WFHG Bristol (See
Bristol, Tennessee)
WINA Charlottesville
WBCR Christiansburg
WKCY Covington
WCV A Culpeper
WEVA Emporia
WFAJ Falls Church
WYSR Franklin
WFVA Fredericksburg
WFTT Front Royal
WBOB Galax
WDDY Gloucester
WMNA Gretna
WHAP Hopewell
WREL Lexington
WVNB Lynchburg
WPRW Manassas
WMEV Martine
WMVA Martinsville
WSIG Mount Jackson
WNVA Norton
WJMA Orange

** Associated Station (Carrying KBS Commercials on Special Working Agreement).

(Continued on Page 283)

Dynamic Resurgence Of Radio Brought KBS Its 1,000th Affiliate In 1957



By
SIDNEY J. WOLF
President
Keystone Broadcasting
System, Inc.

THE dynamic resurgence of radio in 1957 coincided with the acquisition by the Keystone Broadcasting System of its 1,000th affiliate. Inaugurated in 1940, Keystone started out with 66 members. Today we have 1,025 members, an increase of no less than 1,453 per cent! Our 31,144,846 radio homes comprise an audience of 96,549,023 listeners. The majority of these listeners are predominantly loyal to their local radio station and live in the vast areas that constitute the backbone of our country—Home Town and Rural America.

Indeed, the past year was a memorable one, both for radio and KBS, which enjoyed the most successful year in its seventeen-year history. And I would like to add that the prospects for 1958 are even better, as evidenced by the surge of the new Keystone business that heralded in the New Year.



In 1957, 79 national advertisers through their respective advertising agencies used the Keystone facilities, a far cry from the “few and far between” in our pioneering days. Without exception these important advertisers are now staunch advocates of the power of local radio in the small town and rural markets of the U. S. This tremendous power is exemplified by the astonishing growth in local radio billings during the last two years.

The continuing and increasing power of local radio is primarily due to its ability to program according to the predilections of its local audience, whose tastes vary to a surprising degree. The efficient station operator studies these local tastes and caters to them accordingly, thereby ensuring himself consistent high listenership and loyal audiences.



In Home Town and Rural America Keystone is harnessed to this powerful medium by over one thousand affiliates and in effect constitutes itself as local radio on a network basis. The high listenership of local radio is evidenced by the fact that rating studies have shown that listenership in the Keystone single station markets, of which there are over 700, can be as high as 19.1

per cent, an almost unheard-of figure in the multiple station markets.



However, Keystone does much more than bring the national advertiser in direct contact with these vast millions of consumers who are armed with billions of dollars annually in purchasing power.

In addition to the overall facilities provided by the full Keystone Network, our operation enjoys the most effective and intensive coverage of the farm markets of the U. S. In the 14 leading agricultural states with the largest number of farms, each state having 150,000 farms or over, Keystone covers 88.9 per cent of the aggregate and it might be pointed out that the farms in these 14 states constitute 57.1 per cent of the total farms in the country.



Actually, over 80 per cent of our affiliates have special programming directed especially to the local farm audience and the importance of this programming can be gauged by the fact that it is a daily “must” for the farm listener to obtain vital local data necessary for the successful conduct of his farm.

In addition Keystone has a Negro Network Division comprising 350 affiliates with special programs directed to the Negro audience. Also Keystone provides a College Network Division with over 300 affiliated stations located in college towns throughout the country.

May I say in conclusion that the dynamic resurgence of radio is most gratifying to Keystone and its 1,025 affiliates.

KEYSTONE BROADCASTING SYSTEM, INC.

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

Officers and Directors

Sidney J. Wolf (Director).....	President
Noel A. Rhys.....	Executive Vice-President
Edwin R. Peterson.....	Senior Vice-President
Joseph Bayer (Director).....	Vice-President
William Bayer.....	Vice-President
Charles A. Hammarstrom.....	Vice-President
Arthur Wolf (Director).....	Secretary-Treasurer

New York

580 Fifth Ave., New York 22, N. Y.

Phone: ELdorado 5-3720

Noel A. Rhys.....	Executive Vice-President
Charles A. Hammarstrom.....	Vice-President
Eve Waldo.....	Office Manager
Martin Mills.....	Research Director

Chicago

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

Phone: STate 2-8900

Sidney J. Wolf.....	President
Edwin R. Peterson.....	Senior Vice-President
Arthur Wolf.....	Secretary-Treasurer
Paul Kolar.....	Comptroller
William Wolf, E. Richard Peterson, Jr.....	Account Executives
Blanche Stein.....	Director of Station Relations
Anita Larie.....	Auditor
Jane C. McFadgen.....	Traffic Manager, Program Director

Los Angeles

3142 Wilshire Blvd., Los Angeles 5, Calif.

Phone: DUNkirk 3-2910

William Bayer.....	Vice-President
Henry G. Eschen.....	Account Executive

San Francisco

75 Post Street, San Francisco, Calif.

Phone: SUTter 1-7440

Howard P. Taylor.....	Account Executive
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(Continued from Page 281)

WSSV Petersburg
WPUV Pulaski
WRIC Richlands
WRKE Roanoke
WYTI Rocky Mount
WHLF South Boston
WLPM Suffolk
WESR Tasley
WBDF Virginia Beach
WNTT Warsaw
WAYB Waynesboro
WINC Winchester
WYVE Wytheville

VIRGIN ISLANDS
WIVI Christiansted
(St. Croix)

WASHINGTON
KXRO Aberdeen
KAGT Anacortes
KPUG Bellingham

KELA Centralia
KCLX Colfax
KCVL Colville
KXLE Ellensburg
KNBX Kirkland
(Seattle)
KWLK Longview
KSEM Moses Lake
KGY Olympia
KPKW Pasco
KONP Port Angeles
KARY Prosser
KAYE Puyallup
KAPA Raymond
KENE Toppenish
KKEY Vancouver
(Portland, Oregon)
(KHFS)
KTEL Walla Walla
KUEN Wenatchee

WEST VIRGINIA
WVIP Charleston

WHAR Clarksburg
WDNE Elkins
WTCS Fairmont
WPLH Huntington
WKYR Keyser
WVOW Logan
WPEM Martinsburg
WHJC Matewan
WAJR Morgantown**
WMOO Moundsville
(Wheeling)
WETZ New Martinsville
WCEF Parkersburg
WLOH Princeton
WHAW Weston

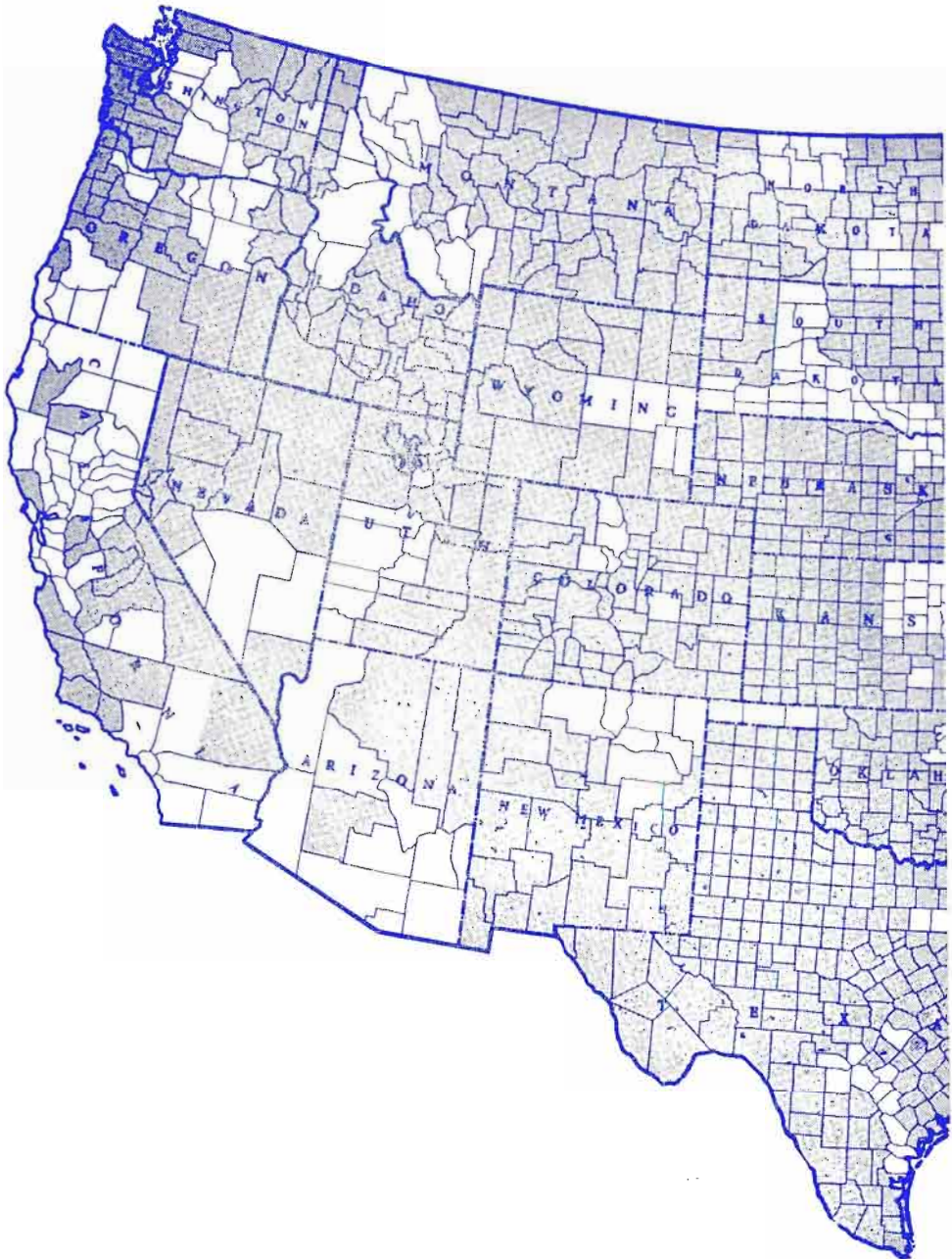
WISCONSIN
WHBY Appleton
WATW Ashland
WBEL Beloit
(Rockford, Illinois)
WRFW Eau Claire

WDUZ Green Bay
WTKM Hartford
..... Janesville
(See Beloit)
WLCX La Crosse
(Formerly WLDL)
WLDY Ladysmith
WIGM Medford
WNEE Menomonee
WFOX Milwaukee
WOSH Oshkosh
WFPF Park Falls
WSWW Platteville
WPLY Plymouth
(Sheboygan)
WIBU Peynette
WRDB Reedsburg
WRCO Richland Center
WCWD Ripon
WTCW Shawano
WCOW Sparta
WSPST Stevens Point**
WDROR Sturgeon Bay

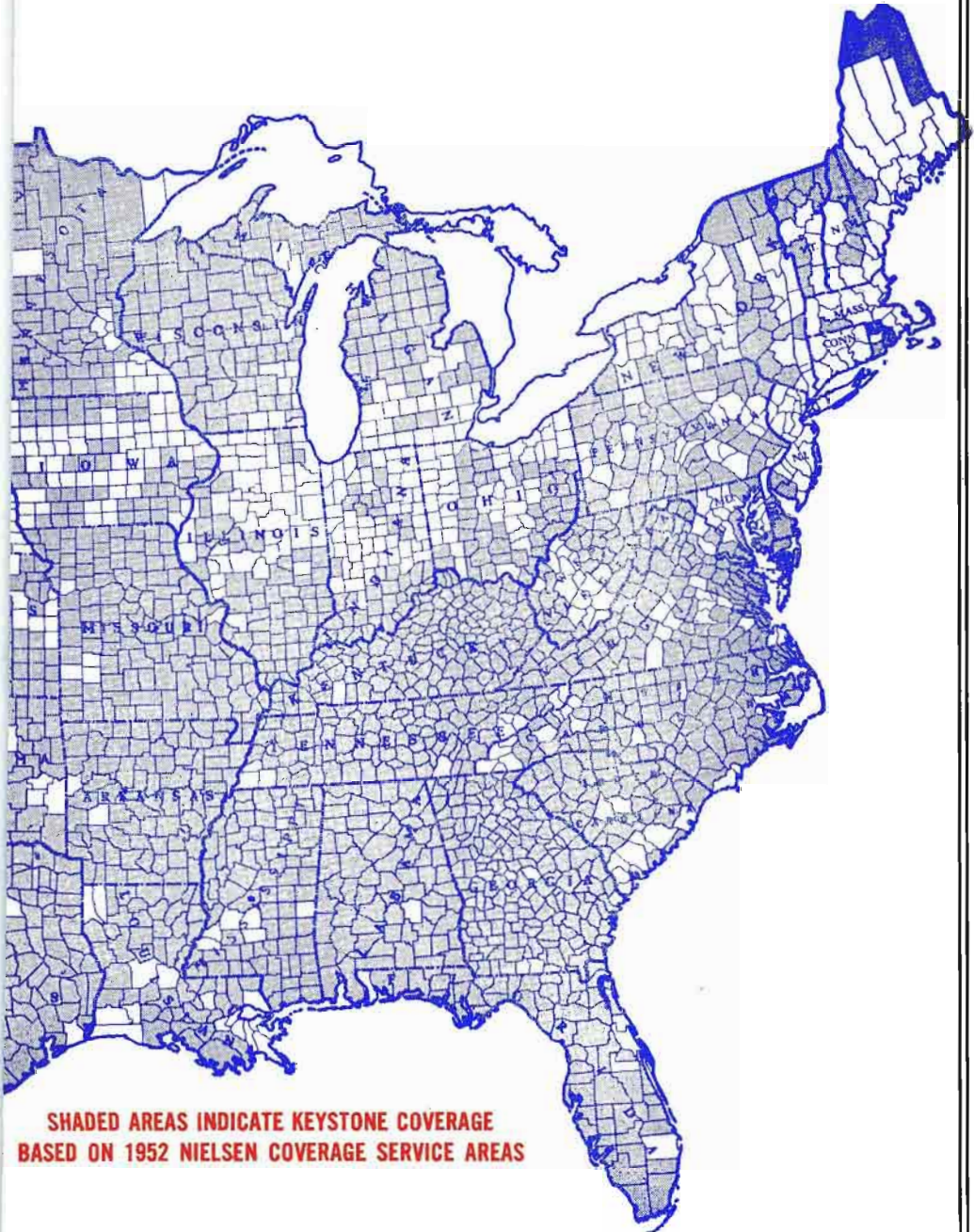
WTRW Two Rivers
WTTN Watertown
WDXX Waupaca**
WDSA Wausau

WYOMING
KBBS Buffalo
KTBI Casper
KWVO Cheyenne
KWIV Douglas
KLUK Evanston
KOWE Lander
KOWB Laramie
KASL Newcastle
KPOW Powell
KRAL Rawlins
KVRB Rock Springs
KWYO Sheridan
KRTR Thermopolis
KGOS Torrington
KWOR Worland

KEYSTONE BROAD



CASTING SYSTEM



**SHADED AREAS INDICATE KEYSTONE COVERAGE
BASED ON 1952 NIELSEN COVERAGE SERVICE AREAS**

RADIO

**REGIONAL
NETWORKS**

═══
GROUP STATION OPERATIONS

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PERSONNEL
BRANCH OFFICES
STATIONS

ANNUAL

1958

REGIONAL NETWORKS AND GROUP STATION OPERATIONS

ABC Television Western Regional Network

ABC-TV Center, Hollywood 27, Calif.

Phone: NORmandy 3-3311

V. P. West Div. Earl Hudson
Sales Manager Vince Francis

STATIONS

KABC-TV, Los Angeles, Calif.; XETV, San Diego, Calif.; KEYT, Santa Barbara, Calif.; KVEC-TV, San Luis Obispo; KBAK-TV, Bakersfield, Calif.; KJEO-TV, Fresno, Calif.; KSBW-TV, Salinas, Calif.; KGO-TV, San Francisco, Calif.; KHSL-TV, Chico, Calif.; KIEM-TV, Eureka, Calif.; KBES-TV, Medford, Ore.; KVAL-TV, Eugene, Ore.; KGW-TV, Portland, Ore.; KIMA-TV, Yakima, Wash.; KING-TV, Seattle, Wash.; KREM-TV, Spokane, Wash.; KUTV, Salt Lake City, Utah; KBTB, Denver, Col.; KTVK, Phoenix, Ariz.; KVOA-TV, Tucson, Ariz.; KELP-TV, El Paso, Tex.; KSHO-TV, Las Vegas, Nev.; KKTU, Colorado Springs, Col.; KSWB-TV, Roswell, N. M.; KOAT-TV, Albuquerque, N. M.; KIDO-TV, Boise, Idaho; KFBC, Cheyenne, Wyoming; KID-TV, Idaho Falls, Idaho; KXLF-TV, Butte, Montana; KOOK-TV, Billings, Mont.; KFBB-TV, Great Falls, Montana; KULA, Honolulu, Hawaii; KENI-TV, Anchorage, Alaska; KFAR-TV, Fairbanks, Alaska; KOVR-TV, Sacramento-Stockton, Calif.; KOLO-TV, Reno, Nev.; KTWO-TV, Casper, Wyo.

ABN Western Division Radio Network

1539 N. Vine St., Hollywood 28, Calif.

Phone: NORmandie 3-3311

Dir., Western Div. Harry Woodworth
Sales Service Mgr. Sheila Manes
Program Director Dresser Dahlstead
Publicity &

Promotion Robert Palmer, Virginia West
Chief Engineer Ralph Denechaud

STATIONS

KPMC, Bakersfield; KTIP, Porterville; KROP, Brawley; KARM, Fresno; KABC (O&O), Los Angeles; KFIV, Modesto; KFBC, Sacramento; KSYC, Yreka; KITO, San Bernardino; KWTC, Barstow; KYOR, Blythe; KREO, Indio; KBAB, San Diego; KGO (O&O), San Francisco; KTMS, Santa Barbara; KWG, Stockton, all California; KVOS, Bellingham; KING, Seattle; KGA, Spokane; KPW, Pasco; KTEL, Walla Walla; KPQ, Wenatchee, all Wash.; KASH, Eugene; KGW, Portland; KWRC, Pendleton; KODL, The Dalles, all Oregon; KBAR, Burley; KIFI, Idaho Falls, both Idaho; KENO, Las Vegas, Nev.; KOY, Phoenix; KCNA, Tucson, both Ariz.; KFUN, Las Vegas; KRSN, Los Alamos; KTRC, Santa Fe; KRTN, Raton; KHAM, Albuquerque, all New Mexico; KFBC, Cheyenne, Wyo.;

KSID, Sidney, Neb.; KIXX, Provo, Utah; KVOD, Denver; KGHF, Pueblo, both Colo.; KULA, Honolulu, T. H.; KENI, Anchorage; KFAR, Fairbanks; KJNO, Juneau; KABI, Katchikan, all Alaska stations available as a group only.

Air Trails Network

121 N. Main St., Dayton 2, Ohio

Phone: Baldwin 2-3773

President Charles Sawyer
Exec. V.P., Gen. Mgr. J. P. Williams
Vice Pres. Alex Buchan
WING, Dayton, WCOL-FM-AM, Columbus, WIZE Springfield, all Ohio; WKLO, Louisville, Ky.; WEZE, Boston, Mass.

Alabama Community Network

Station WAVU, Albertville, Ala.

General Manager Pat M. Courlington
STATIONS

WCRI, Scottsboro; WCRL, Oneonta; WAVU, Albertville, Ala.

Alaska Broadcasting System

831 Securities Building, Seattle 1, Wash.

Phone: SEneca 6333

General Manager Wm. J. Wagner
STATIONS

KFQD, Anchorage, Alaska; KFRB, Fairbanks, Alaska; KINY, Juneau, Alaska; KTKN, Ketchikan, Alaska; KIBH, Seward, Alaska; KIFW, Sitka, Alaska.

All Islands Radio Network

Station KGU, Honolulu, Hawaii

Manager William O. Paine
STATIONS

KGU, Honolulu; KTOH, Kauai; KMVI, Maui; KIPA, Hilo.

Arizona Broadcasting System

1101 No. Central Ave., Phoenix, Ariz.

Phone: Alpine 4-4161

Pres., Gen. Mgr. Richard O. Lewis
Commercial Manager E. W. Harvey

BRANCH OFFICES

Box 2911, Tucson, Ariz.

Phone: Main 3-2555

President Clinton McKinnon
520 Main St., Safford, Ariz.

Phone: 15

General Manager Paul Merrill
Box 1677, Flagstaff, Ariz.

Phone: 946

Pres., Gen. Mgr. Chas. Saunders
E. Gurley St., Prescott, Ariz.

Phone: 244



Pres., Gen. Mgr. Harold Ritter
Box 373, Winslow, Ariz.
Phone: 1010

Gen. Mgr. Chuck Mizner
Box 352, Yuma, Ariz.
Phone: Sunset 3-3305

Gen. Mgr. M. R. Lower
Hwy. 60-70, Globe, Ariz.
Phone: 41

Mgr. Willard Shoecraft
STATIONS

KVOA, Tuscon; KYUM, Yuma; KYCA, Prescott; KWJB, Globe; KGLU, Safford; KCLS, Flagstaff; KVNC, Winslow; KTAR, Phoenix, all Arizona.

Arizona Network

840 N. Central Ave., Phoenix, Ariz.
Phone: Alpine 8-8181

Pres., Gen. Mgr. John L. Hogg
Comm. Mgr. James W. Ross

STATIONS

KTUC, Tucson; KSUN, Bisbee; KVNA, Flagstaff; KVNC, Winslow; KAWT, Douglas; KVOY, Yuma; KNOT, Prescott.

Arkansas Network

1001 Spring St., Little Rock, Ark.

General Manager T. K. Barton
Commercial Mgr. Ernest Howard

STATIONS

Comprising KARK, Little Rock, and all other stations in Arkansas.

Arrowhead Network

WEBC Bldg., Duluth 2, Minn.

Manager. Walter C. Bridges
STATIONS

WEBC, Duluth, Minn.; WMFG, Hibbing, Minn.; WHLB, Virginia, Minn.; WEAU, Eau Claire, Wis.; WJMC, Rice Lake, Wis.; WISC, Madison, Wis.

The Bartell Group

Box 105, Madison 1, Wisconsin
Phone: Cedar 3-0733

President. Gerald A. Bartell
Managing Dir. Lee Bartell
Comm. Mgr. Morton J. Wagner

STATIONS

WYDE, Birmingham, Ala.; KRUX, Phoenix, Ariz.; KCBQ, San Diego, Calif.; WAKE, Atlanta, Ga.; WILD, Boston, Mass.; WOKY, Milwaukee, Wis.

Bernard Country-Western Group

730 Fifth Ave. (Suite 1901), New York 19, N. Y.
Phone: Circle 6-7242

President. Charles "Chuck" Bernard
Asst. to President. Rita Hughes
Sales Prom. Mgr. Joseph Antelo
Art Director. Leonard Kessler

BRANCH OFFICES

New Howard Hotel, 8 N. Howard St.
Baltimore 1, Md.
Phone: LE 9-1680

Exec. in Chg. Miss L. Wentworth
601 Merchandise Mart, 2201 Grand Ave.
Kansas City 6, Mo.
Phone: BA 1-5175

Exec. in Chg. Miss M. Marian
Room 624, 1000 Main St., Dallas, Texas
Phone: RI 2-3605

Exec. in Chg. Stu Barondess

STATIONS

KVSM, San Francisco; KPIK, Colorado Springs; KLAK, Denver; WARL, Washington, D. C.; WOOO, DeLand-Daytona Beach; WMIE, Miami; WHBO, Tampa; KCKN, Kansas City; WBMD, Baltimore; KEVE, Minneapolis-St. Paul; KWEM, Memphis; KCUL, Fort Worth-Dallas; KRCT, Houston; KSOP, Salt Lake City; WCMS, Norfolk, Va.; WEXL, Detroit; WHFC, Chicago; WQJK, Jacksonville; WPFA, Pensacola.

Blue Ridge Network

c/o WBAW, Seneca, S. C.

National Rep. Hil F. Best

STATIONS

WBAW, WSNW, Seneca; WSSC, Sumter, all South Carolina; WLFA, Lafayette, Ga.

Broadcast Advertising, Inc.

8 Newbury Street, Boston 16, Mass.
Phone: Kenmore 6-0854

President James Muzley
Manager J. J. Manning
Program Director E. P. Gieringer
Merchandising Director F. P. Russell

STATIONS

"Ken & Carolyn's Kitchen" Pgm.
WGAN, Portland, Maine; WGUY, Bangor, Maine; WHDH, Boston, Mass.; WTAG, Worcester, Mass.; WSPR, Springfield, Mass.; WHAY, Hartford, Conn.; WEAN, Providence, R. I.

NATIONAL REPRESENTATIVE

Avery-Knodel, Inc.

"The Marjorie Mills Hour" Pgm.

WVDA, Boston, Mass.; WAAB, Worcester, Mass.; WCSH, Portland, Maine; WLBZ, Bangor, Maine, WJAR, Providence, R. I.; WTIC, Hartford, Conn.

NATIONAL REPRESENTATIVE

Weed & Company

Kenyon Brown Stations

KWFT, Wichita Falls, Tex.; KLYN, Amarillo, Tex.; KBYE, Oklahoma City, Okla.; KGLC, Miami, Okla.; KFEQ-AM-TV, St. Joseph, Mo.

Paul Bunyan Network

Paul Bunyon Bldg., Traverse City, Mich.
Phone: Windsor 7-7675

PERSONNEL

Pres., Gen. Mgr. Les Biederman
Comm. Mgr. Robert Detwiler



STATIONS

WATT, Cadillac; WATZ, Alpena; WMBN, Petoskey; WATC, Gaylord; WTCM, Traverse City; WPBN-TV, Traverse City, all Mich.

Cactus State Network

President.....Jack Hawkins
National Rep.....Hil F. Best Co.

STATIONS

KIUN, Pecos; KRIG, Odessa; KCMR, Mc Camey; KVLf, Alpine, all Tex.

California Farm Network

Headquarters: 2223 Fulton St., Berkeley, Calif.
Phone: TH 3-9600

Manager.....Milton L. Levy
Radio Dir.....Bill Adams
KFI, Los Angeles; KFBK, Sacramento; KMJ, Fresno; KERN, Bakersfield; KHUB, Watsonville; KXO, El Centro; KRE, Berkeley; KBEE, Modesto; KATY, San Luis Obispo; KWG, Stockton, all Calif.

California Northern Group

c/o Station KSYC, Yreka, Calif.
Phone: Victor 2-4158

President.....D. M. Comstock

STATIONS

KSYC, Yreka; KBLF, Red Bluff; KSUE, Susanville; KRdG, Redding.

California Radio Network

3401 Russell St., Riverside, Calif.
Phone: Overland 6-0260

Gen. Mgr.....Dale R. Peterson

STATIONS

KPRO Riverside; KREO Indio; KYOR Blythe; KRdP Brawley, all Calif.

California Rural Network

111 N. LaCienega Blvd., Beverly Hills, Calif.
Exec. in Charge.....Arthur W. Chipman

STATIONS

KPAS, Banning; KBMX, Coalinga; KDAC, Fort Bragg; KOCs, Ontario; KMOR, Oroville; KAFP, Pealuma; KBLF, Red Bluff; KRNO, San Bernardino; KRdG, Sonora; KTKR, Taft; KTUR, Turlock; KWSO, Wasco, all Calif.

California-Oregon TV Trio

Box 1021, Eureka, Calif.
Phone: Hillside 3-3123

President.....William B. Smullin
Manager.....Donald H. Telford

STATIONS

KBES-TV, Medford, Ore.; KOTI-TV, Klamath Falls, Ore.; KIEM-TV, Eureka, Calif.

Capital Radio Network

c/o Station WCEN, Mt. Pleasant, Mich.
General Manager.....Russell W. Holcomb

STATIONS

WCEN, Mt. Pleasant; WBRN, Big Rapids; WFBC, Fremont, all Mich.

Cascade Broadcasting Co.

P.O. Box 702, Yakima, Washington

Phone: GLencourt 2-9111

President.....A. W. Talbot
General Manager.....Thomas C. Bostic
Gen. Sales Mgr.....Herchel R. Cary
Promotion Mgr.....Ed Morrissey

STATIONS

KLEW-TV, Lewiston, Idaho; KBAS-TV, Ephrata; KEPR, Kennewick-Pasco-Richland; KEPR-TV, Pasco; KIMA, KIMA-TV, Yakima, all Wash.

CBS Television Pacific Network

1313 North Vine St., Los Angeles 28, Calif.
Phone: WEbster 8-3000

General Manager.....Clark B. George
Comm. Mgr.....Robert D. Wood
Prog. Director.....Donald M. Hime
Dir. Sls., Prom. & Pub.....Austin Heywood
Ch. Eng.....Herbert W. Pangborn

STATIONS

KTVa, Anchorage, Alaska; KTVF, Fairbanks, Alaska; KOOL-TV, Phoenix, Ariz.; KOLO-TV, Tucson, Ariz.; KIVA, Yuma, Ariz.; KBAK-TV, Bakersfield, Calif.; KHSL-TV, Chico, Calif.; KIEM-TV, Eureka, Calif.; KFRE-TV, Fresno, Calif.; KXNT, Los Angeles, Calif.; KBET-TV, Sacramento, Calif.; KSBW-TV, Salinas-Monterey, Calif.; KFMB-TV, San Diego, Calif.; KPIX, San Francisco, Calif.; KSBY-TV, San Luis Obispo, Calif.; KKTv, Colorado Springs, Colo.; KLZ-TV, Denver, Colo.; KREX-TV, Grand Junction, Colo.; KGMB-TV, Honolulu, Hawaii; KBOI, Boise, Idaho; KID-TV, Idaho Falls, Idaho; KLIX-TV, Twin Falls, Idaho; KLEW-TV, Lewiston, Idaho; KOOK-TV, Billings, Mont.; KFBB-TV, Great Falls, Mont.; KSMO-TV, Missoula, Mont.; KLAS-TV, Las Vegas, Nev.; KOLO-TV, Reno, Nev.; KGGM-TV, Albuquerque, N. M.; KBES-TV, Medford, Ore.; KOTI-TV, Klamath Falls, Ore.; KOIN-TV, Portland, Ore.; KROD-TV, El Paso, Tex.; KVOS-TV, Bellingham, Wash.; KIRO-TV, Seattle, Wash.; KXLY-TV, Spokane, Wash.; KIMA-TV, Yakima, Wash.; KEPR-TV, Pasco, Wash.; KFBC-TV, Cheyenne, Wyo.; KSL-TV, Salt Lake City, Utah.

CBS Radio Pacific Network

6121 Sunset Blvd., Hollywood 28, California
Phone: Hollywood 9-1212

Gen. Manager.....Fred Ruegg
Commercial Mgr.....Maurie Webster
Sales Promotion Mgr.....Phil Hillman
Program Director.....Robert P. Sutton
Chief Engineer.....Ted Denton
Director of Press Info.....Lloyd Brownfield

BRANCH OFFICES

CBS Radio Spot Sales Offices: 485 Madison Avenue, New York, N. Y., Phone: PL 1-2345. Gordon F. Hayes, Gen. Sales Mgr.; Sheraton-Palace Hotel, San Francisco, Calif., YU 2-7000. Byron Nelson, Sales Mgr.; 932 Fisher Bldg., Detroit, Mich., TR 2-5500. Ralph H. Patt, Jr., Sales Mgr.; 630 N. McClurg Court, Chicago 11, Ill., WH 4-6000. Thomas H. Peterson, Sales



Mgr.; 805 Peachtree St. N.E., Atlanta 5, Ga., EL 0727, George Swearingen, Sales Mgr.; Ninth & Sidney Sts., St. Louis 2, Mo.; PR 3-1120, Eugene R. Mgers, Sales Mgr.; Columbia Square, Los Angeles 28, HO 9-1212, Roland McClure, Sales Mgr.

STATIONS

KNX, Los Angeles, Calif.; KCBS, San Francisco, Calif.; KFRE, Fresno, Calif.; KFMB, San Diego, Calif.; KROY, Sacramento, Calif.; KMBY, Monterey, Calif.; KCMJ, Palm Springs, Calif.; KERN, Bakersfield, Calif.; KHUM, Eureka, Calif.; KOIN, Portland, Ore.; KFIR, North Bend, Ore.; KERG, Eugene, Ore.; KFLW, Klamath Falls, Ore.; KYJC, Medford, Ore.; KRNR, Roseburg, Ore.; KIRO, Seattle, Wash.; KXLY, Spokane, Wash.; KEPR, Kennewick, Wash.; KIMA, Yakima, Wash.; KOLO, Reno, Nev.; KVCV, Redding, Calif.; KHSL, Chico, Calif.

Columbia New England Radio Network

c/o WEEL, 182 Tremont St., Boston 11, Mass. Phone: HUBbard 2-2323

Gen. Mgr. Thomas Y. Gorman
Comm. Mgr. Robert Sinnett
National Rep. CBS Radio Spot Sales

STATIONS

WEEL, Boston, Mass.; WTAG, Worcester; WHYN, Springfield-Holyoke, Mass.; WDRC, Hartford; WBRY, Waterbury, Conn.; WPRO, Providence, R. I.; WKNE, Keene; WGIR, Manchester; WKXL, Concord, all N. H.; WGAN, Portland; WGUY, Bangor, both Maine; WCAX, Burlington, Vt.

Colorado Network

P. O. Box 279, Montrose, Colo. Phone: 599

Pres., Gen. Mgr. George O. Cory
Net. Dir., Sales Mgr. LeRoy Okerlund
Sales Coordinator Gerry Case

SALES OFFICE

1022 Midland Savings Bldg., Denver 2, Colo. Phone: TAbor 5-2291

Net. Dir., Sales Mgr. LeRoy Okerlund

STATIONS

KRAL, Craig, Colo.; KSLV, Monte Vista, Colo.; KUBC, Montrose-Delta, Colo.; KVOD, Denver, Colo.

The Connecticut State Network

440 Meadow St., Waterbury, Conn. Phone: PLaza 5-1121

President. Samuel R. Elman
Vice-President Charles Bell
Directors Ed Waller, Julian Schwartz, John Ellinger, Donald Lasser, Edward Taddie.

STATIONS

WATR, Waterbury; WHAY, New Britain; WNHC, New Haven; WTOR, Torrington; WSTC, Stamford; WNAB, Bridgeport; WICH, Norwich.

Corinthian Broadcasting Corporation

630 Fifth Avenue, New York 20, N. Y. Phone: PLaza 7-0630

President. C. Wrede Petersmeyer
Sec.-Treas. Robert F. Bryan
Asst. to Pres. Johnston F. Northrop
Dir. Programming Robert H. Saik
Dir. Research Charles H. Smith
Dir. Engineering George G. Jacobs

STATIONS

WISH-AM-TV, Indianapolis, Ind.; WANE-AM-TV, Fort Wayne, Ind.; KOTV, Tulsa, Okla.; KGUL-TV, Galveston, Tex.

James M. Cox Stations

WSB-AM-FM-TV Atlanta, WHIO-AM-FM-TV Dayton, Ohio.

Crosley Broadcasting Corp.

140 W. Ninth St., Cincinnati 2, Ohio Phone: CHerry 1-1822

Chrmn. of Board. James D. Shouse
Pres., Gen. Mgr. Robert E. Dunville
V.P., Television John T. Murphy
V.P., Sales H. P. Lasker

BRANCH OFFICES

3 E. 54th St., New York 22, N. Y., Phone Plaza 1-5353, H. P. Lasker, V.P. Sales; 360 N. Michigan Ave., Chicago 1, Ill., State 2-6693, H. Albrecht, V.P. Central Div.

STATIONS

WLW-A (TV), Atlanta, Ga.; WLW-I (TV), Indianapolis, Ind.; WWL-T (TV), WLW (Radio), Cincinnati; WLW-D (TV), Dayton; WLW-C (TV), Columbus, all Ohio.

Dairyland Network

1410 Northwestern Bank Bldg., Minneapolis 2, Minn. Phone: FEderal 8-5689

President. H. W. Linder

STATIONS

KWLM, Willmar; KWNO, Winona; KMHL, Marshall, Minn.; KTOE, Mankato, Minn.; KDMA, Montevideo, Minn.; KLGR, Redwood Falls, Minn.; KFAM, St. Cloud, Minn.

Vic Diehm Assoc. Stations

WVDA Boston, WAZL-AM-FM Hazelton, WIDE Biddeford, Maine; WHOL Allentown Pa., WHLM Bloomsburg Pa.

Dixie Broadcasting System

P. O. Box 1008, Hattiesburg, Miss. Phone: JU niper 3-1741

President. Charles W. Holt
Gen. Mgr. Bob Robinson
Commercial Mgr. Bill Tyler
Program Director Connie Holt
Sales Prom. Mgr. Carl Welch
Chief Engineer Charles Sharpling

STATIONS

WHSY, Hattiesburg, Miss.; WNSL, Laurel, Miss.; WHNY, McComb, Miss.; WHXY, Bogalusa, La.

lusa, La.; WARB, Covington, La.; WHHY, Montgomery, Ala.

Dixie Network

Headquarters: Williams Bldg., Jackson, Tenn.
Phone: 7-9611

President A. B. Robinson
V. P., Gen. Mgr. Jack Cecil
V. P., Chief Engineer. James Thomas
WDXI Jackson; WENK Union City; WTPR
Paris; WDXE Lawrenceburg; WDXL Lexington;
WDXN Clarkesville, all Tennessee;
WCMA Corinth, Miss.; WDXE Lawrenceburg
Tenn.; WDXL Lexington, Tenn.

Don Lee Broadcasting

1313 North Vine Street, Hollywood 28, Calif
Phone: HOLlywood 2-2133

President Willet H. Brown
General Manager. Norman Boggs
Sec.-Treas. A. M. Quinn
Vice-Pres. Station Relations. Norman Ostby
Program Dir. Tony LaFrano
KHJ Sales Manager. Terry Mann
Dir. Public Relations. Bud Coulson
Promotion Director. Robert Light
News & Special Events. Les Mawhinney
Chief Engineer. Robert Bullock

BRANCH OFFICES

1000 Van Ness Avenue, San Francisco, Calif.,
Wendell Campbell, V.P., Phone: PR 6-0500;
380 Madison Ave., New York, N. Y., James
McNamara, Eastern Sales Mgr., Phone: OX
7-3120; National Reps., H-R Representatives;
New York, Chicago, San Francisco.

STATIONS

KAFY, Bakersfield, Calif.; KXOC, Chico,
Calif.; KXO, El Centro, Calif.; KIEM, Eureka,
Calif.; KYNO, Fresno, Calif.; KHJ, Los Angeles,
Calif.; KMYC, Marysville, Calif.; KYOS, Mer-
ced, Calif.; KPRL, Paso Robles, Calif.; KXOA,
Sacramento, Calif.; KSBW, Salinas-Monterey,
Calif.; KFXM, San Bernardino, Calif.; KGB, San
Diego, Calif.; KFCR, San Francisco, Calif.;
KVEC, San Luis Obispo, Calif.; KTMS, Santa
Barbara, Calif.; KVEN, Ventura, Calif.; KCOK,
Tulare-Visalia, Calif.; KVNI, Coeur D'Alene,
Idaho; KRIC, Lewiston, Idaho; KWAL, Wal-
lace, Idaho; KATO, Reno, Nevada; KWIL,
Albany, Oregon; KWIN, Ashland, Oregon;
KAST, Astoria, Oregon; KBND, Bend, Oregon;
KOOS, Coos Bay, Oregon; KORE, Eugene,
Oregon; KUIN, Grants Pass, Oregon; KFJL,
Klamath Falls, Oregon; KPOJ, Portland,
Oregon; KRXL, Roseburg, Oregon; KSLM,
Salem, Oregon; KXRO, Alberdeen, Wash.;
KPUG, Bellingham, Wash.; KELA, Centralia-
Chelhalis, Wash.; KRKO, Everett, Wash.;
KWLK, Longview, Wash.; KGY, Olympic,
Wash.; KVI, Seattle-Tacoma, Wash.; KNEW,
Spokane, Wash.; KUJ, Walla Walla, Wash.;
KWNW, Wenatchee, Wash.; KYAK, Yakima,
Wash.; KRDG, Redding, Calif.

ADDITIONAL GROUPS AVAILABLE: KOY,
Phoenix, Arizona; KTUC, Tucson, Arizona;
KSUN, Bisbee, Arizona; KYMA, Yuma, Ari-

zona; KVNA, Flagstaff, Arizona; CKWX, Van-
couver, Canada; KFAR, Fairbanks, Alaska;
KENI, Anchorage, Alaska; KJNO, Juneau,
Alaska; KABI, Ketchikan, Alaska; KPOA,
Honolulu, Hawaii; KILA, Hilo, Hawaii; KAWT,
Douglas, Arizona; KVNC, Winslow, Arizona.

National Representative

H-R Reps. N. Y. C., Chicago, San Francisco,
Atlanta, Houston, Dallas, New Orleans.

Downeast Network

c/o WPOR, Casco Bank Bldg., Portland, Me.
Phone: SPruce 3-8111

President Horace A. Hildreth
Gen. Manager. Leon P. Gorman, Jr.
Commercial Mgr. William J. Mullen
BRANCH OFFICES

27 State St., Bangor, Me., Phone: 6446, Lee
Gorman, Exec. V.P.; 489 Main St., Presque
Isle, Me., Phone: 9-2481, Ted Coffin, Mgr.

STATIONS

WABI, Bangor; WABM, Houlton; WAGM,
Presque Isle; WIDE, Biddeford; WPOR, Port-
land, all Maine.

DuMont Broadcasting Corp.

205 E. 67 St., N. Y., N. Y.

Phone: LE 5-1000

President Bernard L. Goodwin
Vice President. Richard D. Buckley
V.P., WABD Sales. Bennet Korn
Treasurer Paul Raibourn
Asst. Treas. R. L. Geismar
Secretary Arthur Israel
Sta. Mgr. WTTG. James Bonfills
Dir. Pub. Rel. David Yarnell
Dir. Advertising. Kenneth Klein
Chief Engineer. William D. Kelly
Gen. Counsel, Asst. Sec'y. Robert Dreyer
Directors: Dr. Allen B. DuMont, Paul Raibourn,
Barney Balaban, Armand Erpf, Dr. Thomas T.
Goldsmith, Jr., Percy M. Stewart, Bernard Good-
win, Richard Buckley, Edwin Weisl, Col. Rob-
ert C. Jones.

DuMont Broadcasting Corporation owns and
operates radio station WNEW and TV stations
WABD, New York City, and WTTG, Wash-
ington, D. C., and the DuMont Tele-Centre in
New York.

East Coast Network

c/o WCDJ, Edonton, North Carolina
National Rep. Interstate United
Newspapers, Inc.

STATIONS

WCDJ, Edonton; WMBL, Moorehead City;
WOOW, New Bern; WTAB, Tabor City;
WHED, Washington, N. C.

East Texas Network

205 Austin St., Center, Tex.

Phone: LYric 8-3305

Gen. Mgr. Tom E. Foster
KRBA Lufkin; KDET Center; KSIJ Glade-
water; KOSF Nacogdoches; KIXJ Jasper;
KIVY Crockett; KNET Palestine; KEBE Jack-
sonville; KWRD, Henderson; KOGT, Orange,
all Texas.



Farm & Home Radio

Station KMMJ, Grand Island, Nebr.
Phone: DU 2-2800

PresidentDon Searle
Exec. V.P.....Bill Martin
V.P., Sales.....Ken Titus

STATIONS

KFNF, Shenandoah, Iowa; KXXX, Colby, Kans.; KMMJ, Grand Island, Nebr.

John E. Fetzer Stations

590 W. Maple St., Kalamazoo, Mich.
Phone: FI 5-2101

President.....John E. Fetzer
Vice President.....Carl E. Lee
WKZO-AM-TV Kalamazoo, KOLN TV Lincoln, Neb.; WJEF AM-FM Grand Rapids; WMBD AM Peoria Ill.

Five-Star Group

c/o Station WREN, Topeka, Kans.
Phone: Central 2-0505

PresidentMax Falkenstien
Secy.-Treas.Bob Pratt

STATIONS

KOAM, Pittsburg, Kans.; KWBB, Wichita, Kans.; KVGB, Great Bend, Kans.; KGGF, Coffeyville, Kans.; and WREN, Topeka, Kans.

NATIONAL REPRESENTATIVE

George P. Hollingbery Co.

Flambeau Network

Station WLDY, Ladysmith, Wis.

President.....Charles H. Nelson
Secy.-Treas.Harold R. Murphy

STATIONS

WLDY, Ladysmith; WIGM, Medford; WPPF, Park Falls; WCHF, Chippewa Falls, Wis.

Florida Select List

WTRL Bradenton; WBRD Fort Lauderdale; WGGG Gainesville; WJVB Jacksonville Beach; WLBE Leesburg; WPLA Plant City; WKXY Sarasota, all Florida.

Friendly Group

428 Market St., Steubenville, Ohio
Phone: Atlantic 2-6265

President.....Jack N. Berkman
Exec. V.P., Gen. Mgr.....John J. Laux
National Sales-TV.....Rod Gibson
National Sales-Radio.....Robert Troup

BRANCH OFFICES

52 Vanderbilt Ave., New York 17, N. Y., Phone: MU 3-6977, Rod Gibson, Exec. in Charge; 211 Smithfield St., Pittsburgh 22, Pa., Phone: GR 1-3288, William G. Rhodes, Exec. in Charge.

STATIONS

KMLB-AM-FM, Monroe, La.; KODE-AM-TV, Joplin, Mo.; WSTV-AM-FM-TV, Steubenville, Ohio; WPIT, Pittsburgh, Pa.; WBOY-AM-TV, Clarksburg, W. Va.; WPAR-AM-FM, Parkersburg, W. Va.

Theodore R. Gamble Stations

140 S.W. Columbia, Portland, Ore.
Phone: CA 8-3333

President.....Ted R. Gamble
Managing Dir., Comm. Mgr. Harry Buckendahl
Program Dir.....Willard A. Mears
Publicity Director.....Robert McGill
Chief Engineer.....Louis S. Bookwalter
KOIN TV-AM-FM, Portland, Ore.

Gannett Stations

40 Franklin St., Rochester, New York
Phone: BAker 5-6740

Exec. Vice-PresidentPaul Miller
Gen. Business Mgr.....L. N. Bitner
Managing Dir., Radio Group..C. G. Delaney

STATIONS

WHEC AM TV, Rochester, N. Y.; WDAN AM TV, Danville, Ill.; WINR, Binghamton, N. Y. . .

Withers Gavin Stations

Threefoot Building, Meridian, Miss.
Phone: 2-7714

Pres. & Man.....Withers Gavin

STATIONS

WCOC-AM-TV, Meridian, Miss.; WJQS, Jackson, Miss.

Georgia Assn. of Local Stations

Box 66, Atlanta, Ga.

Sales Director.....Tom Carr

STATIONS

Comprises 29 Georgia radio stations.

Georgia Major Market Trio

c/o WAGA, Atlanta, Ga.

National Rep.....The Katz Agency, Inc.

STATIONS

WAGA, Atlanta; WTOG, Savannah; WMAZ, Macon.

Granite State Network

155 Front St., Manchester, N. H.
Phone: NAional 4-4077

Treasurer.....William Rust, Jr.
Gen. Manager.....Ralph Gottlieb
Comm. Mgr.....Jack King
Pgm. Director.....Wm. Morrissey
Chief Engineer.....Albert Davis

BRANCH OFFICES

419 Boylston St., Boston, Mass.
Phone: LI 2-6481

Exec. in Chg.....Harry Wheeler
477 Madison Ave., New York, N. Y.
Phone: PL 9-1810

Exec. in Chg.....Stephen Machcinski
Prudential Plaza, Chicago Ill.
Phone: MI 2-6190

Exec. in Chg.....William Reilly
317 N. 11th St., St. Louis, Mo.
Phone: MA 1-15020

Exec. in Chg.....Jack Hetherington
6331 Hollywood Blvd., Los Angeles, Calif.
Exec. in Chg.....William Wallace
593 Market St., San Francisco, Calif.

STATIONS

WKBR Manchester; WTSV, Claremont; and WTSL, Hanover; WTSN, Dover; WMOU, Berlin; WJWG, Conway, all in New Hampshire.



Great Northern Bestg. System

107 First Ave., N.W., Mandan, North Dakota

Phone: 3584

PERSONNEL

President..... M. M. Marget
 Sec.-Treas..... M. J. Reichert

STATIONS

KVOX, Fargo-Moorehead, Minn.; KLPM, Minot, N. D.; KOVC, Valley City, N. D.; KDLR, Devils Lake, N. D.; KEYJ, Jamestown, N. D.; KBOM, Mandan-Bismarck, N. D.; KBMW, Wahpeton, N. D.

Great Plains Trio

c/o KDAV, Lubbock, Tex.

National Rep..... Broadcast Times Sales
 STATIONS

KDAV, Lubbock; KPEP, San Angelo; KZIP, Amarillo, Tex.

Great Western Network

130 Social Hall Ave., Salt Lake City 11, Utah
 Phone: DA 2-5681

General Manager..... G. Bennett Larson
 Comm. Mgr..... Del Leeson

STATIONS

KDYL, Salt Lake City; KIDO, Boise, Idaho; KSEI, Pocatello, Idaho; KTFI, Twin Falls, Idaho; KXLF, Butte, Mont.; KXLJ, Helena, KXLK, Great Falls, Mont.; KXLL, Missoula, Mont.; KXLQ, Bozeman, Mont.; KOOK, Billings, Mont.

NATIONAL REPRESENTATIVES

Weed and Company

The Griffin Stations

Box 1618, Muskogee, Oklahoma

Phone: MU 7-6311

President..... James C. Leake
 STATIONS

KATV, Pine Bluff, Ark.; KFPW, Little Rock, Ark.; KTUL-AM-TV, Tulsa, Okla. Associated with KWTW, Oklahoma City.

Hearst Stations

959 Eighth Ave., New York 19, N. Y.

Phone: Circle 5-7667

V.P., Exec. Dir..... Charles McCabe
 V.P., Gen. Mgr..... D. L. Provost

WBAL AM TV Baltimore; WISN AM TV Milwaukee; WCAE Pittsburgh; WTAE (TV), McKeesport, Pa. (50% ownership).

Imperial Broadcasting System, Inc.

6331 Hollywood Blvd., Hollywood 28, Calif.

Phone: HOLLYWOOD 2-6464

Pres., Gen. Mgr..... Frank K. Danzig
 V.P., Gen. Sls. Mgr..... A. Bartlett Ross, Jr.
 Office Mgr..... Elaine Metzger
 Chief Engineer..... James Gardner

STATIONS

KPRO, Riverside; KREO, Indio; KROP, Brawley; KYOR, Blythe, Calif.

Intermountain Network

146 S. Main St., Salt Lake City 1, Utah

Phone: Empire 4-3561

President..... Lynn L. Meyer

Exec. Vice-Pres..... Jack S. Paige
 Eng. Director..... W. D'Orr Cozzens
 Chairman of Board..... George C. Hatch

BRANCH OFFICE

5350 W. 20th Ave., Denver, Colo.

Phone: Belmont 7-2734

Vice Pres..... Kenneth E. Palmer

STATIONS

KIMN, Denver, Colo.; KGHF, Pueblo, Colo.; Kafa, Colo. Springs, Colo.; KCRT, Trinidad, Colo.; KBNZ, La Junta, Colo.; KLMR, Lamar, Colo.; KGIW, Alamosa, Colo.; KVRH, Salida, Colo.; KFKA, Greeley, Colo.; KRLN, Canon City, Colo.; KWIK, Pocatello, Idaho; KIFI, Idaho Falls, Idaho; KLIX, Twin Falls, Idaho; KBAR, Burley, Idaho; KGEM, Boise, Idaho; KBMY, Billings, Mont.; KATL, Miles City, Mont.; KPRK, Livingston, Mont.; KOPR, Butte, Mont.; KXLJ, Helena, Mont.; KXLO, Lewistown, Mont.; KOJM, Havre, Mont.; KMON, Great Falls, Mont.; KGEZ, Kalispell, Mont.; KBTK, Missoula, Mont.; KLCB, Libby, Mont.; KNEB, Scottsbluff, Neb.; KSID, Sidney, Neb.; KORK, Las Vegas, Nev.; KRLK, Elko, Nev.; KTNM, Tucumcari, N. M.; KGFL, Roswell, N. M.; KALG, Alamogordo, N. M.; KGRT, Las Cruces, N. M.; KQUE, Albuquerque, N. M.; KSET, El Paso, Texas; KALL, Salt Lake City, Utah; KLO, Ogden, Utah; KOVO, Provo, Utah; KVNU, Price, Utah; KSVC, Richfield, Utah; KVEL, Vernal, Utah; KURA, Moab, Utah; KLUK, Evanston, Wyo.; KVRs, Rock Springs, Wyo.; KOVE, Lander, Wyo.; KVOC, Casper, Wyo.; KWYO, Sheridan, Wyo.; KPOW, Powell, Wyo.; KFBC, Cheyenne, Wyo.; KWRL, Riverton, Wyo.; KWOR, Worland, Wyo.; KRTR, Thermopolis, Wyo.; KRAL, Rawlins, Wyo.

Jefferson Standard Broadcasting Company

1 Jefferson Pl., Charlotte, N. C.

Phone: EDISON 3-8833

President..... Joseph M. Bryan
 Exec. V.P., Gen. Mgr..... Charles Crutchfield

STATIONS

WBT, WBTW Charlotte, N. C.; WBTW (TV) Florence, S. C.

Knorr Broadcasting Group

15001 Michigan Ave., Dearborn, Mich.

Phone: TIFFANY 6-8500

Pres., Gen. Mgr..... Fred A. Knorr
 Comm Mgr..... John O. Gilbert, II

STATIONS

WKMH, Detroit; WSAM, Saginaw; WKHM, Jackson; WKMF, Flint; WELL, Battle Creek, all Mich.

The Linder Group

Box 393, Willmar, Minn.

Phone: BELMONT 5-1340

President..... H. W. Linder
 STATIONS

KLGR Redwood Falls, KMHL Marshall, KWLM Willmar, KDMA Montevideo, KTOE Mankato, all Minnesota.

Lobster Network of Maine

212 Middle St., Portland, Maine
SPruce 5-2336

President Faust Couture
Gen. Mgr. Melvin L. Stone

STATIONS

WLOB, Portland; WCOU, Lewiston; WFAU, Augusta; WRUM, Rumford; WGHM, Waterville; WGUY, Bangor; WFST, Caribou; WSME, Sanford, all Maine.

Long Radio Enterprises

P. O. Box 1391, Bay City, Mich.

Managing Director J. G. Long

STATIONS

KIOX, Bay City; KVIC, Victoria; KTLW, Texas City, Tex.

Maine Broadcasting System

157 High St., Portland 3, Me.
Phone: SPruce 2-0181

Managing Dir. William H. Rines
Manager Raymond Mercier
Technical Director Charles R. Brown

STATIONS

WCSH, Portland; WLBZ, Bangor; WRDO, Augusta; WLAM, Lewiston, all Maine.

J. Elroy McCaw Stations

28 W. 44th St., New York 36, N. Y.

KORC Mineral Wells, Tex.; KTVW (TV) Tacoma, Wash.; WINS New York; KELA Centralia, Wash.; KALE Richland, Wash.; KYA San Francisco; KONA (TV) Honolulu; KTVR, Denver; KONA, Honolulu; KDAY, Santa Monica, Calif.; KPOA, Honolulu; WTAC, Flint, Mich.; WFBL, Syracuse, N. Y.

McClatchy Beeline Stations

21st & Q. Sacramento 4, Calif.
Phone: Gilbert 2-5011

President Eleanor McClatchy
Dir. of Sales Keith Collins

STATIONS

KFBK, Sacramento; KERN, Bakersfield; KBEE, Modesto; KMJ-AM-TV, Fresno, all Calif.; KOH, Reno, Nev.

Meredith Station Group

17th & Locust Sts., Des Moines, Iowa
Phone: ATLantic 8-8511

President Fred Bohlen
Vice Pres. E. T. Meredith
Treas., Radio-TV Dir. Payson Hall
Asst. Dir. Radio-TV C. A. Larson
KCMO AM FM TV Kansas City, KPHO AM TV Phoenix, Ariz., WOW AM TV Omaha, WHEN AM TV Syracuse.

Michigan-Indiana-Ohio Group

700 Buhl Bldg., Detroit 26, Mich.
Phone: WOODward 2-0220

STATIONS

WBBC, Flint; WSGW, Saginaw; WIBM, Jackson, all Mich.; WJVA, South Bend; WIOU, Kokomo, both Ind.; WTOD, Toledo, Ohio.

Midnight Sun Broadcasting Co.

c/o KFAR, Fairbanks, Alaska

Comprises KFAR, Fairbanks; KENI, Anchorage; KJNO, Juneau; KABI, Ketchikan, all Alaska.

The Mid-South Network

WCBI, Columbus, Mississippi
Phone: Fairfax 8-7271

General Manager Bob McRaney

STATIONS

WCBI, Columbus; WELO, Tupelo; WMOX-Meridian; WROX, Clarksdale; WNAG, Grenada; WROB, West Point; WAMY, Amory, all Mississippi.

Miracle Valley Radio Network

Station WETZ, New Martinsville, W. Va.

Executive John T. Taylor

STATIONS

WMOD, Moundsville; WETZ, New Martinsville; WCEF, Parkersburg, all W. Va.

Montana Metropolitan Markets Group

146 S. Main St., Salt Lake City, Utah

Sales Manager Lynn L. Meyer

STATIONS

KBMY, Billings; KMON, Great Falls; KOPR, Butte, Mont.

National Negro Network, Inc.

203 N. Wabash Ave., Chicago 1, Ill.

STATIONS

WBCO, Birmingham; WMOZ, Mobile; WRMA, Montgomery, Ala.; KGHI, Little Rock, Ark.; KWKW, Pasadena; KSAN, San Francisco, Calif.; WOOK, Washington, D. C.; WOBK, Jacksonville; WMBM, Miami Beach; WEBK, Tampa, Fla.; WERD, Atlanta; WAUG, Augusta; WPNK, Columbus; WJIV, Savannah, Ga.; WGES, Chicago; WLOU, Louisville, Ky.; WMRY, New Orleans; KENT, Shreveport; WSID, Baltimore; WBMS, Boston; WJLB, Detroit; WRBC, Jackson, Miss.; KPRS, Kansas City; KATZ, St. Louis, Mo.; WLIB, New York, N. Y.; WGIV, Charlotte; WAAA, Winston-Salem, N. C.; WCIN, Cincinnati; WJMO, Cleveland; KBYE, Oklahoma City; WHAT, Philadelphia; WILY, Pittsburgh; WPAL, Charleston; WCOS, Columbia; WESC, Greenville, S. C.; WMFS, Chattanooga; WIVK, Knoxville; WDIA, Memphis; WSOK, Nashville, Tenn.; KWBC, Dallas-Ft. Worth; KCOH, Houston; WRAP, Norfolk; WANT, Richmond, Va.

National Saturation Group

c/o Station WABC, New York, N. Y.

National Rep. John Blair & Co.

STATIONS

WABC, New York City; WHDH, Boston, Mass.; WFIL, Philadelphia, Pa.; WTRY, Albany-Troy-Schenectady, N. Y.; WBNF, Bing-

hamton, N. Y.; WPRO, Providence, R. I.; WFBR, Baltimore, Md.; WWSW, Pittsburgh, Pa.; WWDC, Washington, D. C.; WWVA, Wheeling, W. Va.; WXYZ, Detroit, Mich.; KFJR, Bismarck, N. D.; WIBC, Indianapolis, Ind.; WCPO, Cincinnati, Ohio; WHB, Kansas City, Mo.; WBNS, Columbus, Ohio; KXOK, St. Louis, Mo.; KFH, Wichita, Kans.; WNOX, Knoxville, Tenn.; WMC, Memphis, Tenn.; WQAM, Miami, Fla.; WDSU, New Orleans, La.; WSM, Nashville, Tenn.; WAPI, Birmingham, Ala.; WDBO, Orlando, Fla.; WKLO, Louisville, Ky.; WSAV, Savannah, Ga.; WJAX, Jacksonville, Fla.; WRR, Dallas-Forth Worth, Tex.; WFLA, Tampa-St. Petersburg, Fla.; KLYN, Amarillo, Tex.; Tex.; WOW, Omaha, Neb.; KRMG, Tulsa, Okla.; KIDO, Boise, Idaho; KFXM, San Bernardino, Calif.; KFRE, Fresno, Calif.; KOY, Phoenix, Ariz.; KGDM, Stockton, Calif.; KGW, Portland, Oreg.; KING, Seattle, Wash.; KGO, San Francisco.

National Spanish Language Network

Station KWKW, Pasadena, Calif.

PERSONNEL (KWKW)

President.....Marshall S. Neal
 General Mgr.....William J. Beaton
 Commercial Mgr.....Dan Curtin

STATIONS

XEO-XEOR, Lower River-Grand Valley; KIWW, San Antonio; XEJ, El Paso; KTXN, Austin; KLVL, Houston, all Texas; KIFN, Phoenix; KEVT, Tucson, both Ariz.; KABQ, Albuquerque, N. M.; KWKW, Pasadena; XEXX, San Diego; KGST, Fresno; KED, Calexico, all Calif.

Nevada Network

Station KORK, Las Vegas, Nev.

Executive.....Harry Huey
 National Rep.....John E. Pearson Co.

STATIONS

KORK, Las Vegas; KOLO, Reno; KPTL, Carson City; KELY, Ely; KWNA, Winnemucca, Nev.

New England Regional Network

Station WTIC, Hartford, Conn.

Phone: JAcKson 5-0801

Chairman.....Paul W. Morency

STATIONS

WTIC, Hartford; WJAR, Providence; WCSH, Portland; WLBZ, Bangor; WRDO, Augusta, Me.

Newhouse Newspaper Stations

224 Harrison St., Syracuse, N. Y.

Phone: 3-7111

WSYR AM TV Syracuse; WTPA Harrisburg, KOIN AM TV Portland, Ore.; WABT, WAPI, Birmingham, Ala.; WHBS, Huntsville, Ala.; KWK AM TV, St. Louis, Mo.

New Jersey Network

Station WVNJ, Newark, N. J.

National Rep.....Broadcast Time Sales

STATIONS

WVNJ, Newark; WTNJ, Trenton; WCAM, Camden; WLDB, Atlantic City, N. J.

North Country Stations of Vermont

Concord Ave., St. Johnsbury, Vt.

General Manager.....E. Dean Finney
 Assistant Manager.....Donald Thurston

STATIONS

WTWN, St. Johnsbury; WIKE, Newport; WNIX, Springfield, Vt.

Northern New England Network, Inc.

17 Dunbar St., Keene, N. H.

Phone: Elmwood 2-9230

Executive.....Frank B. Estes
 National Rep.....Richard O'Connell

STATIONS

WKNE, Keene; WGIR, Manchester; WWNH, Rochester, N. H.

OK Group

Headquarters: 505 Baronne St., New Orleans.
 Phone: TU 5363

President.....Julius J. Paglin
 Exec. V.P., Gen. Mgr.....Stanley Ray Jr.
 WBOK New Orleans; KYOK Houston; KAOK Lake Charles; WXOK Baton Rouge; WLOK, Memphis; KOPY, Alice, Texas.

Oklahoma Big Five Network

Station KSWO, Lawton, Okla.

President.....Leo R. Morris
 National Rep.....John E. Pearson Co.

STATIONS

KOCY, Oklahoma City; KFMJ, Tulsa; KCRC, Enid; KSWO, Lawton; KMUS, Muskogee; KSEO, Durant; KSIW, Woodward; KWHW, Altus; KNED, McAlester; WBBZ, Ponca City.

The Oregon Trail Network

c/o Sta. KBBK, Baker, Oregon

PERSONNEL

General Manager.....Gordon Capps

STATIONS

KSRV, Ontario, Ore.; KBBK, Baker, Ore.; KLBK, LaGrande, Ore.

Ozark Network

Station KICK, Springfield, Mo.

General Manager.....Richard Bradley

STATIONS

KICK, Springfield; KBTN, Neosho; KRMO, Monett; KWPM, West Plains; KALM, Thayer; KLRS, Mountain Grove, KBHM, Branson, Mo.; KMDO, Fort Scott, Kans.

Personality Stations

WJLS Bldg., Beckley, W. Va.

President.....Joe L. Smith, Jr.

STATIONS

WKNA, Charleston; WJLS, Beckley; WKWK, Wheeling, W. Va.



John Poole Stations

6540 Sunset Blvd., Los Angeles 28, Calif.
Phone: HOLLYwood 3-3205

President.....John H. Poole
Gen. Mgr.....David T. Harris
KBIG Avalon, KBIF, Fresno, Calif.

Quality Radio Group

Headquarters: 630 Fifth Ave.,
New York City.
Phone: PL 1-0116

President.....Ward Quaal
Vice-President.....W. H. Summerville
Secretary-Treasurer.....William D. Wagner
KOB Albuquerque; WSB Atlanta; WBZ
WBZA Boston-Springfield; WBT Charlotte;
WGN Chicago; WLW Cincinnati; WFAA
Dallas; WHO Des Moines; WBAP Fort Worth;
KPRC Houston; KCMO Kansas City; WSM
Nashville; WWL New Orleans; WOR New
York; WOW Omaha; WCAU Philadelphia;
KDKA Pittsburgh; KEX Portland, Ore.; WRVA
Richmond; KSL Salt Lake City; WOAI San An-
tonio; KIRO Seattle; KVOO Tulsa (all stock-
holder stations).

The Rahall Group

Box 689, Allentown, Pa.
Phone: HEMlock 3-3166

President.....Joe Rahall
General Manager.....Ogden R. Davies
STATIONS

WKAP, Allentown, Pa.; WFEA, Manchester,
N. H.; WTSP, St. Petersburg, Fla.; WNNR,
Beckley, W. Va.; WNAR, Norristown, Pa.

RKO Teleradio Pictures, Inc.

(General Teleradio Div.)

1440 Broadway, New York 18, N. Y.
Phone: LONgacre 4-8000

Pres., Board Chrmn., Treas...Thomas F. O'Neil
Vice-Presidents.....Willet H. Brown,
Gordon Gray, George N. Steffy, Norman S.
Knight, Robert Leder, John B. Poor, Robert
Manby, Arnold Kaufman, Walter Branson,
Wendell B. Campbell, William Dozier, Ray-
mond Klune, Edward L. Walton
Asst. Secretary.....Patrick J. Winkler
STATIONS

WNAC AM FM TV, Boston; KHJ AM FM TV,
Los Angeles; KFRC San Francisco; WOR AM
FM TV, New York; WHBQ AM TV Memphis;
CKLW-TV, Detroit-Windsor. Also owns and
operates Don Lee & Yankee Networks.

Rhode Island Coastal Group

c/o WADK, Newport, R. I.

National Rep.....Walker Representation Co.
STATIONS

WADK, Newport; WERL, Westerly, R. I.

Rollins Broadcasting, Inc.

414 French St., Wilmington 1, Del.
Phone: OLYmpia 4-8881

President.....O. Wayne Rollins
Dir. of Sales.....Albert R. Lanphear
Dir. Public Rel.....Tim Crow

BRANCH OFFICES

565 Fifth Ave., New York, N. Y.
Phone: OX 7-7040

National Sales.....Graeme Zimmer
6205 S. Cottage Grove, Chicago, Ill.
Phone: NO 7-4124

Midwest Sales.....Wm. Smith
Arcade Bldg., St. Louis, Mo.
Phone: CH 1-6000

Midwest Sales.....Robt. Hetherington
STATIONS

WJWL, Georgetown, Del.; WAMS, Wilming-
ton, Del.; WBEE, Chicago, Ill.; WGEE, Indi-
anapolis, Ind.; KATZ, St. Louis, Mo.; WNJR,
Newark, N. J.; WPTZ-TV, Plattsburgh, N. Y.;
WRAP, Norfolk, Va.

**Rounsaville Radio Stations
Network**

3165 Mathieson Dr., N.E., Atlanta, Ga.
Phone: Cedar 3-2195

Pres., Gen. Mgr.....Robert W. Rounsaville
Commercial Mgr.....Lee R. Smith
Chief Engineer.....Paul Cram

BRANCH OFFICES

301 Beekman St., Cincinnati, Ohio
Phone: MU 1-7600

Station Mgr.....Ralph Johnson
2549 S. Third St., Louisville, Ky.
Phone: ME 7-3689

Station Mgr.....Art Selley
400 Davidson St., Nashville, Tenn.
Phone: CH 2-0489

Vice-President.....William Wagner
3165 Mathieson Dr., Atlanta, Ga.
Phone: CE 3-2195

Station Mgr.....John Fulton
1036 Mary St., Jacksonville, Fla.
Phone: EX 8-3411

Station Manager.....Carter Jones
Washington Blvd., Tampa, Fla.
Phone: TAMpa 4-1109

Station Mgr.....Joe Starr
McArthur Causeway, Miami Beach, Fla.

Station Mgr.....Arnold Kaufman
WQXL WQXI-TV Atlanta, Ga.; WLOU,
WQXL-TV Louisville, Ky.; WCIN, WQXN-TV
Cincinnati, Ohio; WMBM Miami Beach, Fla.;
WIOK, Tampa, Fla.; WSOK, Nashville, Tenn.;
WOBX, Jacksonville, Fla.

Rural Radio Network

Terrace Hill, Ithaca, N. Y.
Phone: 4-6357
PERSONNEL

Pres.....R. B. Gervan
V.P., Net. Mgr.....H. S. Brown

STATIONS

WRRE-FM, Bristol Center; WRRF-FM, Cherry
Valley; WRRD-FM, DeRuyter; WRRR-FM,
Ithaca; WFLY-FM, Troy; WRRL-FM, Weathers-
field; WBNF, Binghamton; WKBW, Buffalo;
WELM, Elmira; WWHG, Hornell; WHCU,
Ithaca; WJTN, Jamestown; WMSA, Massena;
WACK, Newark; WHLD-AM-FM, Niagara
Falls; WHDL-AM-FM, Olean; WEAV, Platts-
burgh; WVET, Rochester; WGY, Schenectady;



WHEN, Syracuse; WRUN, Utica; WDLA, Walton; WWNY, Watertown, all New York; WEJL, Scranton, Pa.

Scripps Howard Group

1121 Union Central Bldg., Cleveland, Ohio
Phone: MAin 1-1811

President.....Jack R. Howard
WEWS Cleveland, WCPO AM-FM-TV Cincinnati, WNOX Knoxville; WMC, WMCi-TV, Memphis.

Sooner State Network

Box 1588, Muskogee, Okla.
Phone: MU 2-2488

President.....George Overton
STATIONS

KCRC, Enid; WBBZ, Ponca City; KMUS, Muskogee; KNED, McAlester; KSEO, Durant; KSWO, Lawton; KWHW, Altus; KOCY, Oklahoma City; KSIW, Woodward; KASA, Elk City, all Oklahoma.

Southeastern Key Market Network

P.O. Box 634, Florence, Alabama
Phone: AT 2-7711

President.....Richard B. Biddle
General Manager.....Bill Mapes
STATIONS

ALABAMA: WAVU, Albertville; WRFS, Alexander City; WCTA, Andalusia; WHMA, Anniston; WJMW, Athens; WATM, Attmore; WAUD, Auburn; WYDE, Birmingham; WEBJ, Brewton; WRAG, Carrollton; WKLF, Clanton; WFMH, Cullman; WHOS, Decatur; WXAL, Demopolis; WAGF, Dothan; WIRB, Enterprise; WULA, Eufaula; WWWW, Fayette; WTCB, Flomaton; WOWL, Florence; WZOB, Fort Payne; WHEP, Foley; WGAD, Gadsden; WGEA, Geneva; WGYV, Greenville; WGSV, Guntersville; WJBB, Haleyville; WERH, Hamilton; WBHP, Huntsville; WPBB, Jackson; WWWB, Jasper; WRLD, Lanett; WJAM, Marion; WABB, Mobile; WMFC, Monroeville; WAPX, Montgomery; WCRL, Oneonta; WJHO, Opelika; WAML, Opp; WOZK, Ozark; WFHK, Pell City; WPNX, Phenix City; WPID, Piedmont; WELR, Roanoke; WWWR, Russellville; WCRL, Scottsboro; WHBB, Selma; WMLS, Sylacauga; WHTB, Talladega; WJDB, Thomasville; WTBF, Troy; WTBC, Tuscaloosa; WTUS, Tuskegee; WETU, Wetumpka.

ARKANSAS: KBBA, Benton; KAGH, Crossett; KXJK, Forrest City; KFFA, Helena; KBLO, Hot Springs; KVSA, McGhee; KVMA, Magnolia; KENA, Mena; KHBM, Monticello; KVOM, Morrilton; KOSE, Osceola; KAMO, Rogers; KWAK, Stuttgart; KTFS, Texarkana; KRLW, Walnut Ridge; KWRF, Warren.

FLORIDA: WBAR, Bartow; WTRL, Bradenton; WONU, Crestview; WDCF, Dade City; WDAT, Daytona; WFNM, De Funiak Springs; WMEG, Eau Gallie; WLCO, Eustis; WFBF, Fernandina Beach; WINK, Fort Myers; WARN, Fort Pierce; WFTW, Fort Walton; WGGG, Gainesville; WQIK, Jacksonville; WZRO, Jack-

sonville Beach; WRWB, Kissimmee; WDSR, Lake City; WNER, Live Oak; WMME, Melbourne; WSBB, New Smyrna Beach; WMOP, Ocala; WKIS-WORZ, Orlando; WWPf, Palatka; WPFA, Pensacola; WPRY, Perry; WCNH, Quincy; WTRR, Sanford; WKXY, Sarasota; WJCM, Sebring; WSTN, St. Augustine; WRGR, Starke; WMEN, Tallahassee; WALT, Tampa; WNTM, Vero Beach; WIRK, West Palm Beach; WSIR, Winter Haven.

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