

TELEVISION DAILY

presents

**RADIO**  
**NETWORKS**



EXECUTIVE PERSONNEL  
U. S. MAP OF NETWORK  
OWNED AND OPERATED  
& AFFILIATED OUTLETS

**1960**

# NETWORK RADIO OFFERS

## ... Mass Out-Of-Home Audiences



By ROBERT R. PAULEY

Vice President in Chg., ABC Radio Network

**N**O matter how you look at it, it is practically impossible to find a bad network radio buy. Network radio continues to deliver the penetrating coverage, sizeable audiences and low costs that make it, to objective observers, advertising's most enticing medium. But network radio has been short changed by many who have tried to bury it, who consider it obsolete. How "obsolete" is radio?

To the people who bought some 22 million radio sets last year, radio is far from obsolete, it is vital. You don't buy radios to use as furniture. You buy them for listening. Every home in America listens to radio. People drive with radio, walk with radio, wake up to radio and pay attention to radio.

Advertisers who have paid attention to radio have found it pays off for them. ABC can, for example, give an advertiser 28 commercials a week with a cost per thousand homes of \$.84. If you add the out-of-homes audience, this cost is reduced to \$.64, and that is a conservative estimate.

To reach the home, network radio is a good buy. But the medium offers more: a mass out-of-home plus audience that has never been accurately measured. There are some indications as to its listening and buying strength, however.

There are 38 million radios in automobiles. There are over 18 million portable radios, 10 million radios in public places such as hotels, etc., and five million radios on boats.

This mobility and companionability which radio offers is equaled by no other media. It is a common sight to see people walking down city

streets listening to transistor radios. I have seen women in supermarkets carrying transistor radios listening to their favorite programs.

The advertiser is with the shopper as she drives to the retail outlet, and in cases I have observed, is actually with her as her hand moves toward the product. But radio's flexibility goes far beyond its mobile listening audience.

Radio's area of strongest flexibility is in its programming. No one need be told of the swiftness and completeness with which radio covers news events, bringing them to the American public faster than any other media.

The fifties saw network radio pulling back to put itself in a stronger position. At ABC Radio, our retrenchment state is over. Our affiliates and advertisers have increased in number. Our task now, and the task of all people in radio, is to be constantly aware of the strength in radio and to face the responsibilities it creates, and to honestly meet and overcome its problems.

One of the things we need in order to do this, is better qualitative research. More is needed than just counting noses. Radio must find ways to measure its penetration and its impact both in and out of the home.

Now is the time when this must be done; during 1960. And in the ensuing years of this decade, network radio must grow and become increasingly important to both advertisers and audiences to fill its rightful place in the world of communications.

# AMERICAN BROADCASTING COMPANY RADIO NETWORK, INC.

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

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

Telephone Number: SUsquehanna 7-5000

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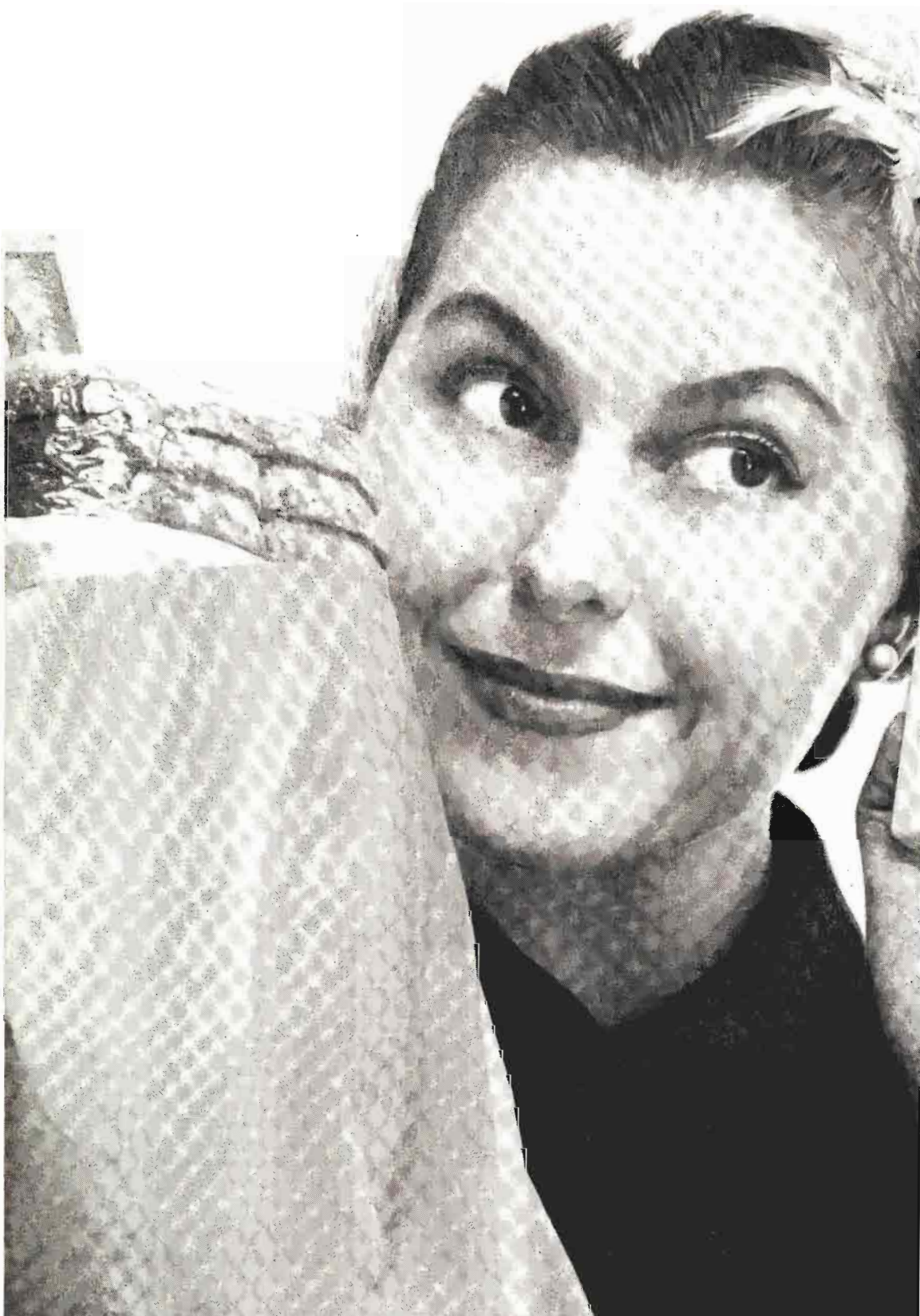
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Richard L. Freund	Dir. of Labor Relations


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Francis N. Littlejohn	Director of News & Public Affairs
Wiley Hance	Manager of Public Affairs







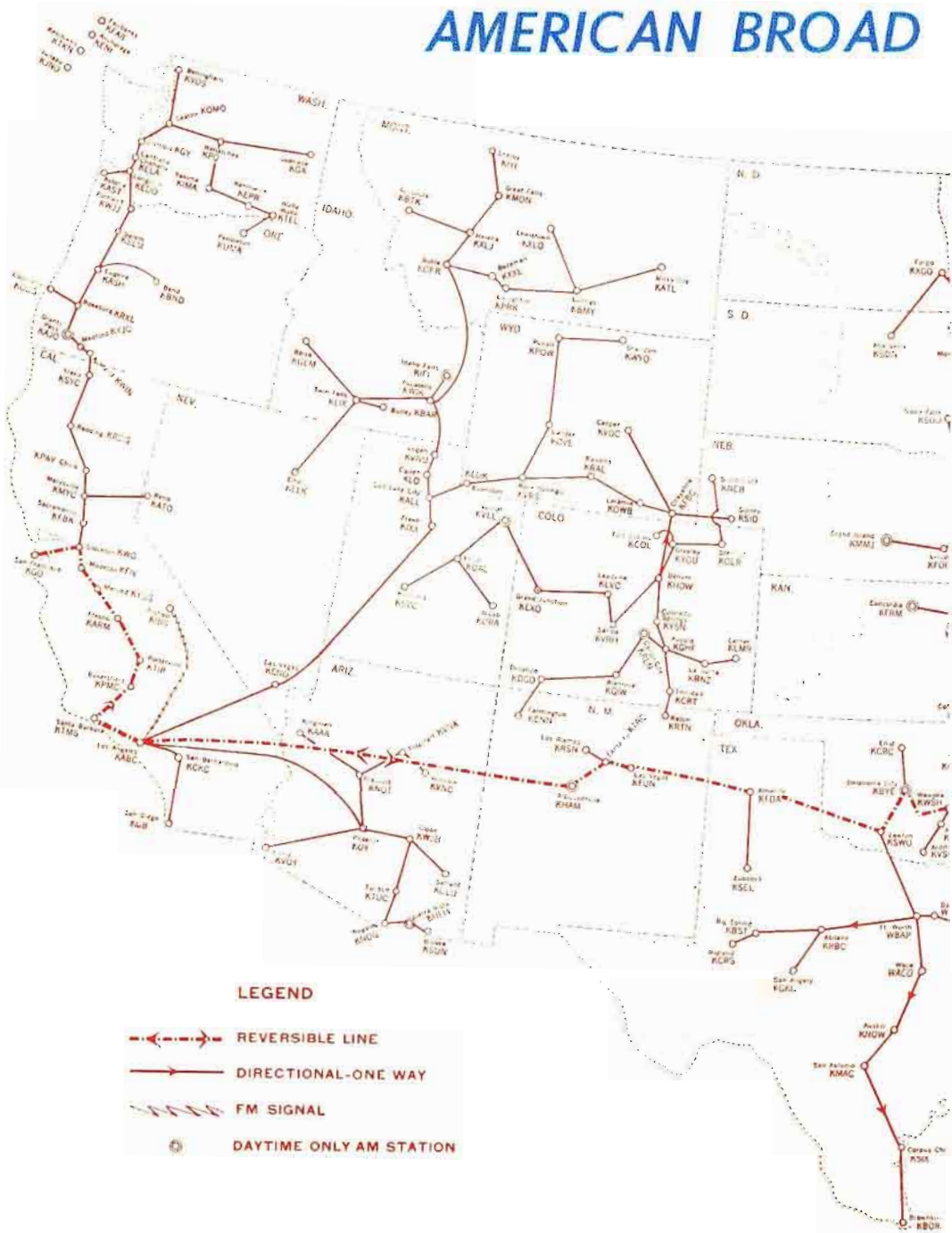
# Somebody out there must be selling her . . .

It could be Don McNeill's Breakfast Club . . . it could be Eydie Gorme . . . it could be Dennis Day . . . it could be on an ABC Radio Network program or package. It could be a renewal sponsor (there are 57 of them). It could be a sponsor doing his network radio selling exclusively on ABC (there are 58 of them). All 119 advertisers (30 more than last year) . . . are out there selling her everything from corn pads to cars:

## ABC ADVERTISERS AND PRODUCTS IN 1959

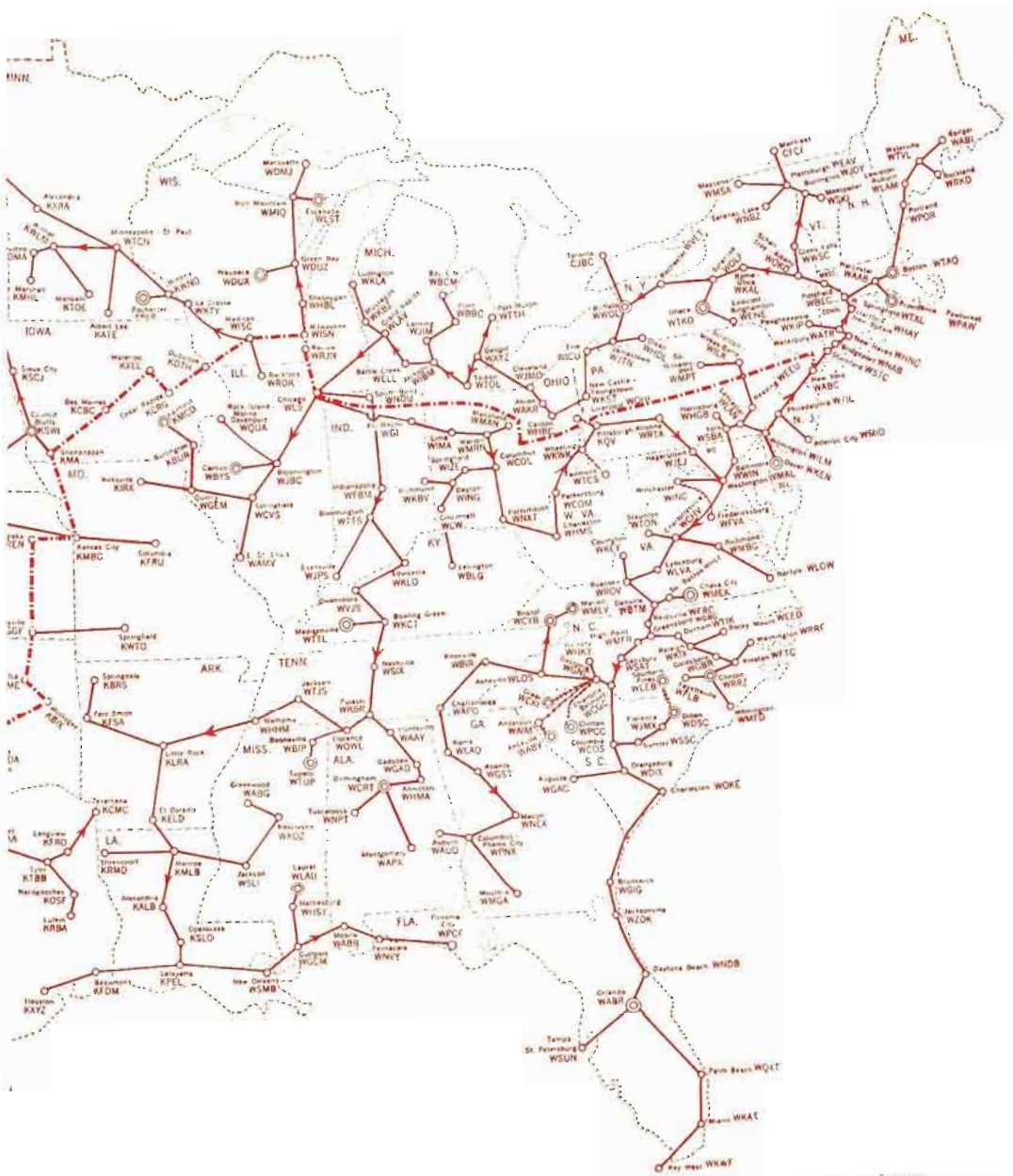
AFL-CIO • ACNECARE • AQUA-IVY • AERO-SHAVE, BLACK FLAG, WIZARD DEODORIZER • AMERICAN HOME MAGAZINE • AMERICAN TELEPHONE AND TELEGRAPH • APPIAN WAY PIZZA PIE MIX • APPLE VALLEY BUILDING DEVELOPMENT ASS'N • ARCHWAY COOKIES • ASSEMBLIES OF GOD • AYDS, ITALIAN BALM • BABY SWEET & SOOTHENE • BAPTIST BIBLE FELLOWSHIP, INC. • BELTONE HEARING AID CO. • BENRUS WATCH • BEN MONT PAPER, INC. • BILLY GRAHAM EVANGELISTIC ASSOCIATION • BROMO-QUININE COLD TABLETS • BRUCE CLEANING WAX • BURGESS VIBROCRAFTERS • CADILLAC (DIV. OF GENERAL MOTORS) • CALIFORNIA STATE DEMOCRATIC CENTRAL COMMITTEE • CAMEL AND WINSTON CIGARETTES • CAPE CORAL REAL ESTATE • CASITE • CHANGING TIMES MAGAZINE • CHEF-BOY-AR-DEE • CHICK-CHICK & PRESTO EASTER EGG COLORS • CHOOZ • CLAIROL • COLGATE DENTAL CREAM • DAB • DAWN BIBLE STUDENTS ASSOCIATION • DODGE (DIVISION OF CHRYSLER CORP.) • DR. CALDWELL LAXATIVE • DR. PEPPER CO. • DR. THOMAS WYATT • DRISTAN • EX-LAX • FAB • FOGLER'S COFFEE • FRED STREETER'S PLANT GROWTH TABLETS • GENERAL ASS'N OF DAVIDIAN 7TH DAY ADVENTISTS • GENERAL NUTRITION CORP. • GOSPEL BROADCASTING ASSOCIATION • GREY-ROCK • GROSSET & DUNLAP, INC. • GUARDIAN MAINTENANCE (DIV. OF GENERAL MOTORS) • HARRISON HOME PRODUCTS • HIGHLAND CHURCH OF CHRIST • HUDSON VITAMIN PRODUCTS • 6-12 INSECT REPELLENT • JELL-O • KVP CORP. • KAPP RECORDS • KOOL AID • KRETSCHMER CORP. • LEVOLOR VENETIAN BLIND • LUCKY LAGER BREWING CO. • LYON VAN AND STORAGE • MAGLA PRODUCTS • MAXWELL HOUSE COFFEE, MENTHOLATUM CO. • MERIT PLAN INSURANCE CO. • MIDAS MUFFLER CO. • MIRACLOTH & DOTTIE DUSTCLOTH • MUSSELMAN APPLE SAUCE • McCALL'S MAGAZINE • McCULLOCH MOTORS CORP. • NR TABLETS • OLDS-MOBILE (DIV. OF GENERAL MOTORS) • ORAL ROBERTS EVANGELISTIC ASSOCIATION • PABST BREWING CO. • PALL MALL CIGARETTES • PARKER PEN CO. • PEPSI-COLA CO. • PETER PAUL, INC. • PLANTABBS • PLYMOUTH (DIV. OF CHRYSLER CORP.) • PONTIAC MOTORS (DIV. OF GENERAL MOTORS) • PURITRON CORP. • QUAKER STATE OIL REFINING CO. OF CALIFORNIA • RADIO BIBLE CLASS • RENUZIT HOME PRODUCTS CO. • ROCK OF AGES CORP. • ROYAL GELATIN, CHASE & SANBORN INSTANT COFFEE • SARAN-WRAP • SAVINGS & LOAN FOUNDATION • SCAMPERS • SCANDINAVIAN AIRLINES SYSTEM INC. • SCHICK, INC. • SEALY MATTRESS CO. • SHIPSTADS & JOHNSON ICE FOLLIES OF 1960 • SIDNEY WALTON'S 7 LITTLE BOOKS • SLEEP-EZE • MISTER SOFTEE, INC. • SPRINGFIELD HOME PRODUCTS • SPRUANCE BREAD MIX • ST. JOSEPH ALMANAC CALENDAR • STA-FLO, STA-PUF, SYRUP CREAM CORN • STANDARD OIL OF INDIANA • STANDARD OIL OF CALIFORNIA • STEVENS TV ANTENNA • SUPER M-39 VITAMINS • SWANSDOWN CAKE MIXES • TRIP OF THE MONTH CLUB • U.S. POOL CORP. • UNITED ARTISTS CORP. • UNIVERSAL COFFEEMATIC • UNIVERSAL INTERNATIONAL PICTURES • VAN NUYS SAVINGS & LOAN ASSOCIATION • VOICE OF PROPHECY, INC. • WATCHMAKERS OF SWITZERLAND • WESTERN AIRLINE • WHITE CROSS HOSPITAL PLAN • WHITEHOUSE COMPANY • WORLD VISION, INC. • WALT DISNEY TOYS • ZINO PADS

# AMERICAN BROAD





# CASTING NETWORK



Prepared by  
American Broadcasting Company Radio Network, Inc.

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Alexander MacCullum.....Asst. Nat'l Pgm. Dir.  
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George Sax.....National Dir. of Program  
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Ruth Smith.....Supr. of Production, Control Unit  
Frank Vagnoni.....Manager of Music Division

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Frank G. Atkinson.....Regional Manager

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Department  
James Duffy.....Dir. of ABC Radio  
Network for Central Div.  
Manuel Fingerhut.....Comptroller of Central Div.  
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Detroit 26, Michigan**

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John Reynolds.....Comptroller  
Harold Christian.....V.P. in Charge of  
Merchandising  
Charles Kocher.....Chief Engineer  
Robert Baldrice.....Radio Sales Mgr.  
Jan Coil.....Traffic Mgr.

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Ben Hoberman.....Gen. Mgr.  
J. Clifford Anderson.....Dir. of Spec. Service  
Dorothy L. Brown...Continuity Acceptance Mgr.,  
Western Division  
Philip Brestoff.....Sls. Mgr.  
Ralph C. Denechand...Mgr. of Engineering  
Operations, Western Division  
Arthur Harvey.....Dir. Labor Rel.  
Milt Fishman.....Dir. Radio-TV News, W.D.

Theodore Grenier.....Chief Engineer, Western  
Division  
Jon Meyers.....Prog. Mgr. KABC Radio  
Robert P. Myers.....Pacific Coast Counsel—ABC  
John H. Pace.....General Manager of KABC  
Florence T. Schiro.....Personnel Director  
John C. Wagner.....Controller, Western Division  
Harry Woodworth.....Western Sales Mgr.,  
ABC Network

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R. N. Thomson.....Sls. Mgr.  
Edward Tracy.....Controller

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Maintenance Manager  
George Rodman.....Dir. of Publ. Adv.  
Jack Stahe.....Sls. Mgr.  
Edith Kirby.....Traffic Manager  
Arthur Abell.....Merchandising Mgr.  
Chandler Meloy.....KGO Natl. Spot Sales Mgr.  
Lorraine Pederson...Continuity Acceptance Editor  
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Edward Smith.....Dir. of Operations, KGO  
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Edgar Shelton.....Vice President

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# NETWORK RADIO TODAY

## ... No Remote Controlled Jukebox

By ARTHUR HULL HAYES

President, CBS Radio



**A**N appraisal of network radio today reveals, more than any other single fact, the medium's extraordinary adaptability to modern conditions. Network radio, of course, is modern in much the same sense that plays on Broadway this season are modern. Theatrical techniques have changed greatly over the years—but the proscenium arch of Shakespeare's time is still here. Similarly, network radio's techniques have changed—but the central fact and form of communication by sound is still there.

The CBS Radio Network and its affiliated stations were the first in the medium to take a long, hard-headed look at the changing economics and new advertising requirements of network radio, and to come up with a real answer. Not a change in spare parts, but a change in the whole machinery. Our answer has been the Program Consolidation Plan. After a full year of operation under the plan, it is good to be able to say it works.

The fact that it works has enabled us to do two things. One: continue to broadcast what most critics and listeners believe to be the most effective, most complete program schedule in all radio. Two: continue to deliver to advertisers a method to reach millions of people, with top-caliber programs and personalities, at costs so low that they amortize the costs of other national media for the big advertiser . . . and offer low-budget advertisers (and low-budget brands) a national **medium complete in itself.**

Thus, by creating a workable, profitable economic structure, PCP has made it possible for this radio network to continue to operate under its own "proscenium arch." In other words, to continue as the branch of show-business that network radio inherently is.

Why is this good? Because radio is too useful, too powerful and too versatile an instrument to content itself with being merely a crier of headlines or an electronic, remote-controlled juke box. And because not only radio's capabilities but radio's public responsibilities go far beyond such limited functions.

There is the obligation to bring Americans more than hard news alone: to present thoughtful analysis; careful examinations of urgent topics; debates; interviews. There is the need to bring listeners directly to momentous events in history: political conventions; the coronation of a Pope; the President's trips abroad; the visit of a Khrushchev to the United States. There's the unique role network radio can play in continuing the nation's cultural heritage—especially with our young people in mind—through great symphonies, discussions of literature and the humanities, as in an Invitation to Learning.

Finally, there's an important place, too, for drama and comedy and the magic of inimitable personalities. In the nature of things, only a radio network is equipped to present such programming; it is beyond the compass of the individual station.

# LOST?

IN THE NUMBERS MAZE



2 4 8 9 0

7 8 9 5 7 8 2

5522551  
0011992  
9933002

9 5

2 1 7 9

9 0 7 8 9 0

2 5 2 3 9

10 x 8 -

4 5 6 5  
1 2 3 4 5 6  
1 2 3 4 5 6  
0 0 0 0

Any network radio count\* you use – share of most popular sponsored programs or homes delivered per average commercial minute; listening in the big cities or across the country – you find the same name in the same place: CBS Radio, first.

It figures. The programs are here. Where else, for example, do you find a morning lineup to touch Arthur Godfrey, Garry Moore, Art Linkletter, Bing Crosby and Rosemary Clooney! Not to mention the daytime serials...the comedy...the variety and good music...the CBS News caliber of reporting.

In short, *this* is a network program schedule. It attracts the largest audiences, holds their interest and attention, and delivers to advertisers a strong, identifiable framework for sales messages that sell. Which are surely the best kind.

## CBS RADIO NETWORK

*\*The numbers are immediately available, of course, on your request.*









# COLUMBIA BROADCASTING SYSTEM, INC. CBS RADIO DIVISION

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

*Telephone: PLaza 1-2345*

*Registered Telegraphic Address—COLUMBIA NEW YORK*

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(Continued on Next Page)

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Service  
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Richard Stanley..... Employment Manager

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Walter I. Seigal..... Manager

**Special Projects Department**  
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# POWER OF LOCAL RADIO

## ...KBS Marks 20th Anniversary

By **SIDNEY J. WOLF**

President, Keystone Broadcasting Company



**T**HIS year marks the 20th anniversary of the founding of the Keystone Broadcasting System, Inc. Inaugurated in 1940, Keystone started out with 66 member stations. Today we have 1091 affiliates, an increase of over 1500 per cent. And with the expansion of our national coverage, I am also happy to report our continuing growth in national billings. For the third year in succession, we have enjoyed peak business and, for self-evident reasons, I am confident that this trend will continue during the new decade.

In previous messages here, I have submitted extensive evidence in support of the importance of local radio on the local level at the point of sale to national advertisers and their respective agencies, and I feel that the dramatic resurgence of radio during the past three years has more than substantiated this firm conviction. Keystone's ability to provide effective broadcast impact upon over one hundred million listeners on the local level is becoming more and more recognized and accepted in the advertising field. Last year 86 national accounts used Keystone's facilities to reach the local consumer, and it is significant to note that many of these national advertisers have been our regular clients over many years. Such endorsement is surely ample proof of Keystone's basic soundness.

Now permit me to outline briefly how Keystone has been able to rationalize successfully the power of local radio, on the local level, at the point of sale in terms of a com-

prehensive network operation at low economical cost. We hold a dominating position in four specific fields, namely: 1) the C & D counties of the U. S.; 2) the Farm Markets; 3) Essential broadcast coverage for the Automotive Industry; 4) Effective merchandising support at no additional cost to clients at the all important points of purchase.

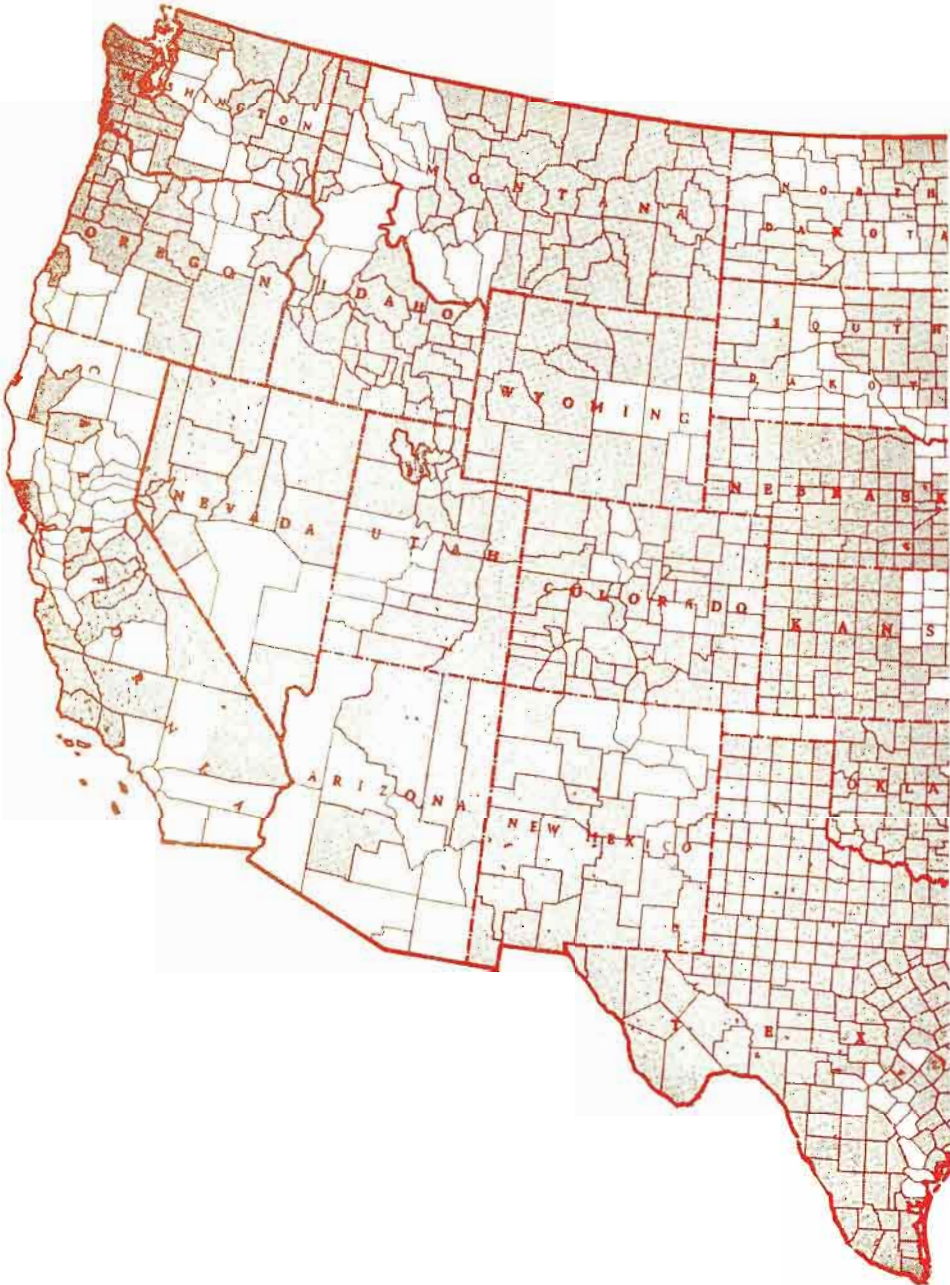
One of the most striking developments in the history of Keystone is the growing emphasis placed by more and more national advertisers and their agencies on the importance of developing increased sales in the 2,308 C & D Counties of the U. S. In this respect Keystone can render practical service to such advertisers, for these C & D Counties represent no less than 31.4 per cent of the total U. S. Retail Sales with over 90 per cent of all KBS affiliates located exclusively in C & D markets.

The effective merchandising support that we are able to offer national advertisers—at no additional cost—has been one of our outstanding features.

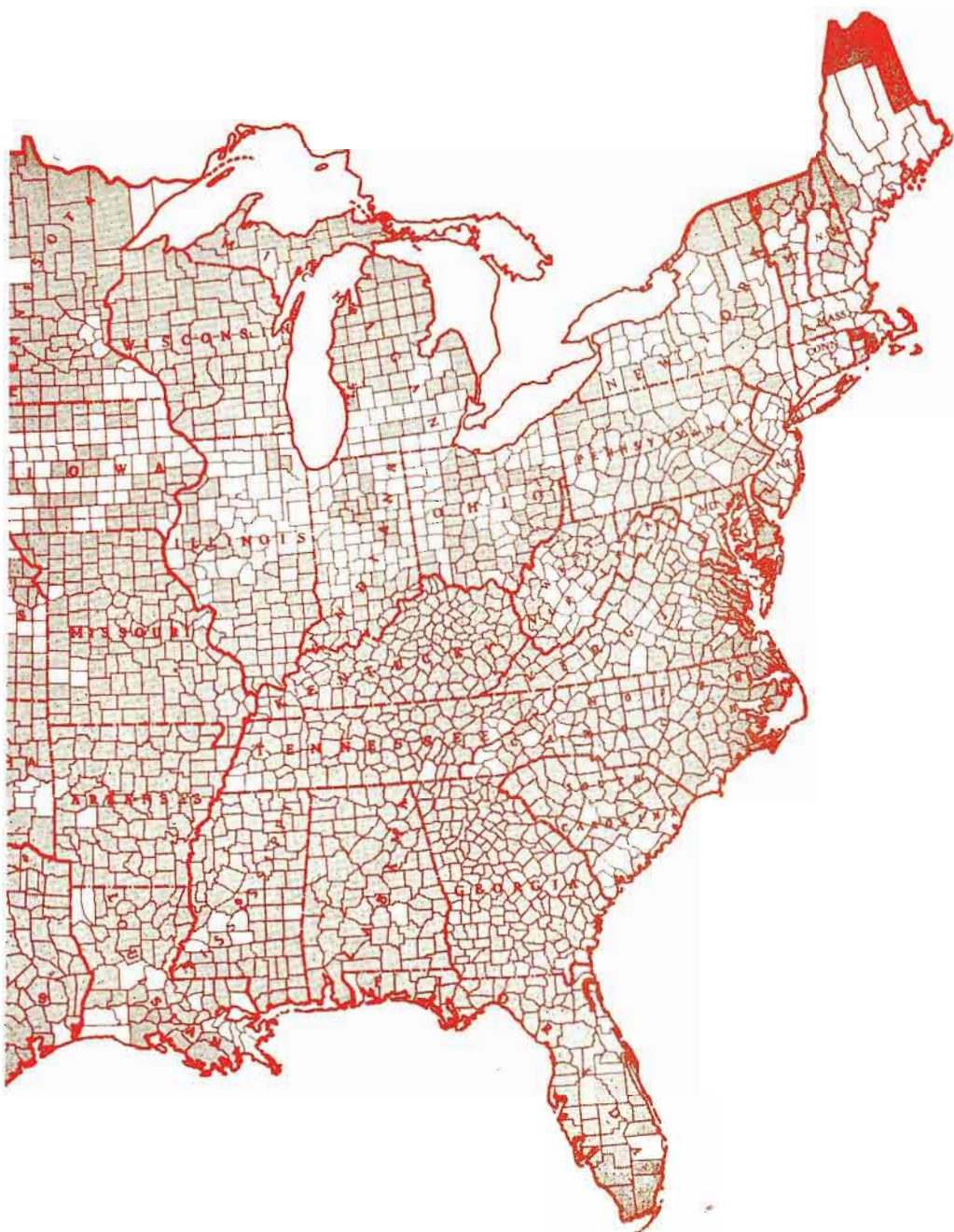
In conclusion, I would like to say that the above points I have touched upon, together with many other Keystone advantages, such as extremely low network rates, flexibility in selecting radio coverage patterned to an advertiser's specific requirements, high local listenership, and the effective means for an advertiser to establish a valuable sales franchise in the C & D markets make me confident of Keystone's great future during the coming decade.



# KEYSTONE BROAD



# CASTING SYSTEM





# KEYSTONE BROAD

## ALABAMA

WRFS Alexander City  
 WCTA Andalusia  
 WANA Anniston  
 WBCA Bay Minette  
 WEDR Birmingham  
 WEBI Brewton  
 WPRN Butler  
 WRAG Carrollton  
 WKLF Clanton  
 WKUL Cullman  
 WMSL Decatur  
 WXAL Demopolis  
 WOOF Dohlan  
 WIRB Enterprise  
 WULA Eufaula  
 WBLO Evergreen  
 WWWF Fayette  
 WJ01 Florence  
 WHEP Foley  
 WZOB Fort Payne  
 WETO Gadsden  
 WGEA Genuva  
 WGYV Greenville  
 WGSV Guntersville  
 WJBB Haleyville  
 WERH Hamilton  
 WBHP Huntsville  
 WTHG Jackson  
 WWWB Jasper  
 WJAM Marion  
 WMOZ Mobile  
 WMFC Montecello  
 WCRI Monteita  
 WJHO Opelika  
 WPID Piedmont  
 WELR Roanoke  
 WWWR Russellville  
 WROS Scottsboro  
 WHBB Selma  
 WFEB Sylacauga  
 WNUZ Talladega  
 WJDB Thomasville  
 WTBV Troy  
 WTBC Tuscaloosa  
 WABT Tuskegee  
 WETU Wetumpka

## ARIZONA

KCKY Coolidge  
 KAWT Douglas  
 KCLS Flagstaff  
 KNOG Nogales  
 K0N1 Phoenix  
 KZOK Prescott  
 KMOP Tucson  
 KVCN Winslow  
 KOFA Yuma

## ARKANSAS

KVRC Arkadelphia  
 KBTA Batesville  
 KBBA Benton  
 KTCN Berryville  
 KAHJ Camden  
 KCON Conway  
 KAGH Crassett  
 KDQN De Queen  
 KELD El Dorado  
 KXJK Forrest City  
 KTCG Fort Smith  
 KH0Z Harrison  
 KFAA Helena  
 KXAR Hope  
 KBHS Hot Springs  
 KBTM Jonesboro  
 KAJI Little Rock  
 KBOK Malvern  
 KPCA Marked Tree  
 KUSA McGehee  
 KENA Mena  
 KBHM Monticello  
 KTL0 Mountain Home  
 KOSE Osceola  
 KDRS Paragould  
 KOTN Pine Bluff  
 KPDC Pocahontas  
 KXRI Russellville  
 KWCB Searcy  
 KUOA Siloam Springs

KBRS Springdale  
 KWAK Stuttgart  
 KRLW Walnut Ridge  
 KWRF Warren  
 KWYN Wynne

## CALIFORNIA

KENL Arcata  
 KAH1 Auburn  
 KIBS Bishop  
 KBMX Coalinga  
 KCRE Crescent City  
 KRDU Dinuba  
 KX00 El Centro  
 KDAC Fort Bragg  
 KGST Fresno  
 KPER Gilroy  
 KCHV Indio  
 KRKC King City  
 KCVR Lodi  
 KNEZ Lompoc  
 KYOS Merced  
 KVON Napa  
 KSFN Needles  
 KPRL Paso Robles  
 KAFP Petaluma  
 KPAP Redding  
 XERB San Diego  
 KR0G Sonoma  
 KSUE Susanville  
 KTKR Taft  
 KGEN Tulare  
 KTKR Turlock  
 KUKI Ukiah  
 KWSO Wasco  
 KAGR Yuba City

## COLORADO

KGIW Alamosa  
 KRLN Canon City  
 KVCFC Cartez  
 KRRA1 Craig  
 KLIR Denver  
 KIUP Durango  
 KZIX Fort Collins  
 KFTM Fort Morgan  
 KY0U Greeley  
 KBNZ La Junta  
 KLMR Lamar  
 KLOV Loveland  
 KSLV Monte Vista  
 KUBC Montrose  
 KDZA Pueblo  
 KAVI Rocky Ford  
 KVRH Salida  
 KOLR Sterling  
 KCR7 Trinidad

## DELAWARE

WSUX Seaford

## FLORIDA

WAPG Arcadia  
 WTRL Bradenton  
 WWJB Brooksville  
 WTAN Clearwater  
 WSUG Clewiston  
 WKKO Cocoa  
 WCNU Crestview  
 WDCF Dade City  
 WDSP De Funiak Springs  
 W000 Deland  
 WDBF Delray Beach  
 WFBF Fernandina Beach  
 WINK Fort Myers  
 WARN Fort Pierce  
 WGGG Gainesville  
 WZRO Jacksonville Beach  
 WKWF Key West  
 WKBX Kissimmee  
 WDSR Lake City

WIPC Lake Wales  
 WLBE Leesburg  
 WNER Live Oak  
 WMAF Madison  
 WTOT Marianna  
 WMIE Miami  
 WNOG Naples  
 WSSB New Smyrna Beach  
 WTM0 Deala  
 WKIS Orlando  
 WWPF Palatka  
 W0LP Panama City  
 W0FA Pensacola  
 WPRY Perry  
 WFLA Plant City  
 WCNH Quincy  
 WFOY St. Augustine  
 WTRR Sanford  
 WKXY Sarasota  
 WJCM Sebring  
 WRGR Starke  
 WSTU Stuart  
 W0EN Tallahassee  
 W00L Tampa  
 WAXE Vero Beach  
 WAUC Wauchula

## GEORGIA

WAAG Adel  
 WJAZ Albany  
 WCQS Alma  
 WDEC Americus  
 WDOL Athens  
 W0IA Augusta  
 W0MR Bainbridge  
 WHAB Baxley  
 WBBK Blakely  
 WWCC Bremen  
 WMOG Brunswick  
 WDMF Buford  
 WGRA Cairo  
 WCLB Camilla  
 WCHK Canlon  
 WLBB Carrollton  
 WBHF Cartersville  
 WGAA Cedartown  
 WCLA Claxton  
 WRWH Cleveland  
 WJMJ Cordele  
 W0FS Covington  
 WBLJ Dalton  
 WDWD Dawson  
 WDMG Douglas  
 WMLT Dublin  
 WTJH East Point  
 WSGC Elberton  
 WBHB Fitzgerald  
 W0FP Fort Valley  
 W0GA Gainesville  
 WKEU Griffin  
 WCEH Hawkinsville  
 WGML Hinesville  
 WBGR Jesup  
 WLFA Lafayette  
 WLAG La Grange  
 WYTH Madison  
 W0FR Manchester  
 WBIE Marietta  
 WDAX McRae  
 WMVG Milledgeville  
 W0SR Millen  
 WMRE Monroe  
 WMGA Moultrie  
 WBBN Perry  
 W0SF Quitman  
 W0RA Rome  
 W0SN Sandersville  
 W0DK Savannah  
 W0NS Statesboro  
 W0SY Sylvania  
 W0ST Thomaston  
 W0TG Thomasville  
 W0TA Thomson  
 W0GS Tifton

WLET Toccoa  
 WJEM Valdosta  
 W0OP Vidalia  
 W0AY Waycross  
 WBRO Waynesboro  
 W0BM West Point  
 W0MO Windsor

## HAWAII

KILA Hilo  
 KAIM Honolulu

## IDAHO

KGEM Boise  
 KBAR Burley  
 KCID Caldwell  
 K0NI Coeur d'Alene  
 K0RT Grangeville  
 K0FI Idaho Falls  
 KRPL Moscow  
 KLER Orofino  
 KEOK Payette  
 KYTE Pocatello  
 KRXX Rexburg  
 KSRA Salmon  
 KSPT Sandpoint  
 KBRV Soda Springs  
 KEEP Twin Falls

## ILLINOIS

WRMS Beardstown  
 WBYS Canton  
 WEIC Charleston  
 WFIW Fairfield  
 WEBQ Harrisburg  
 WJPF Herrin  
 WLDS Jacksonville  
 WKEI Keokau  
 WMOK Metropolis  
 WINI Murburnboro  
 WTAY Robinson  
 WJBD Salati

## INDIANA

WCBC Anderson  
 WBNL Boonville  
 W0LO Frankfurt  
 WHLT Huntington  
 WITZ Jasper  
 WBTO Linton  
 WORX Madison  
 WPCD Mount Vernon  
 WPGW Portland  
 W0SLM Salem  
 W0CD Seymour  
 W0TCJ Tell City  
 WMFT Terre Haute  
 WAMW Washington

## IOWA

KLGA Algona  
 KASI Ames  
 KJAN Atlantic  
 KWBG Boone  
 KCOG Centerville  
 KCHA Charles City  
 KCHE Cherokee

KSWI Council Bluffs  
 KSIB Creston  
 KDEC Decatur  
 KLJL Estherville  
 KMCD Fairfield  
 KXGI Fort Madison  
 KGRN Grinnell  
 KXIC Iowa City  
 KLEM Le Mars  
 KMAQ Maquoketa  
 KSMN Mason City  
 W0PC Miscatine  
 KLEE Ottumwa  
 KAYL Storm Lake  
 KJFJ Webster City

## KANSAS

KARE Atchison  
 KCRB Chanute  
 K0CK Concordia  
 K0VE Emporia  
 KMDD Fort Scott  
 K0UL Garden City  
 KBLR Goodland  
 KAYS Hays  
 KBWB Hutchinson  
 K0ND Independence  
 K0JK Junction City  
 K0LO Leavenworth  
 KMAN Manhattan  
 KNDY Marysville  
 KNEX McPherson  
 K0RG Newton  
 K0KC Parsons  
 K0EK Pittsburg  
 K0WSK Pratt  
 KRSL Russell  
 KTOP Topeka

## KENTUCKY

WANY Albany  
 WBRT Bardstown  
 WCBL Benton  
 WLBJ Bowling Green  
 W0CO Campbellsville  
 W0NES Central City  
 WAIN Columbia  
 W0CTT Corbin  
 W0CPM Cumberland  
 W0CYN Cythiana  
 WHIR Danville  
 W0IEL Elizabethtown  
 W0STL Eminence  
 W0FKY Frankfort  
 W0FKN Franklin  
 WKAY Glasgow  
 WHLN Harlan  
 WHBN Harrodsburg  
 WKIC Hazard  
 W0SON Henderson  
 W0KOA Hopkinsville  
 W0LBN Lebanon  
 W0MTL Leitchfield  
 W0BLG Lexington  
 W0FWM Madisonville  
 W0WXL Manchester  
 W0NGD Mayfield  
 W0FTM Maysville  
 W0MIK Middlesboro  
 W0FLW Monticello  
 W0MOR Morehead  
 W0MST Mt. Sterling  
 W0NKY Neon  
 W0M01 Owensboro  
 W0SIP Paintsville  
 W0KLX Paris  
 W0PKPE Pikeville  
 W0PRT Prestonsburg  
 W0PKY Princeton  
 W0EKY Richmond  
 W0WRUS Russellville  
 W0LCK Scottsville  
 W0SFC Somerset



# CASTING SYSTEM

## LOUISIANA

KDBS Alexandria  
 KGAN Bastrop  
 WEND Baton Rouge  
 WKOC Bogalusa  
 WARB Covington  
 KSIJ Crowley  
 WLBI Denham Springs  
 KDLA De Ridder  
 KLFT Golden Meadow  
 WFRP Hammond  
 KVHL Homer  
 KCIL Houma  
 KJEF Jennings  
 KTCC Jonesboro  
 KLPL Lake Providence  
 KLLA Leesville  
 KDCB Mansfield  
 KAPB Marksville  
 KASO Minden  
 KLIC Monroe  
 KMRC Morgan City  
 KNOC Natchitoches  
 KANE New Iberia  
 KWCL Oakdale  
 KSLD Opelousas  
 KCLP Rayville  
 KRUS Ruston  
 KCIJ Shreveport  
 KBFS Springhill  
 KTLD Tallulah  
 KPPI Villa Platte  
 KEVL White Castle  
 KVCL Winnfield  
 KMAR Winnsboro

## MAINE

WRUM Rumford  
 WGHM Skowhegan

## MARYLAND

WABW Annapolis  
 WAYE Baltimore  
 WCEM Cambridge  
 WFRB Frostburg  
 WPTX Lexington Park  
 WICO Salisbury  
 WTTR Westminster

## MASSACHUSETTS

WREB Holyoke  
 WSRO Marlboro  
 WMRC Milford  
 WBEC Pittsfield  
 WARE Ware

## MICHIGAN

WALM Albion  
 WOVE Allegan  
 WLEW Bad Axe  
 WBCM Bay City  
 WBRN Big Rapids  
 WMRP Flint  
 WMPL Hancock  
 WBCH Hastings  
 WCSR Hillsdale  
 WIKB Iron River  
 WIMS Ironwood  
 WJPD Ishpeming  
 WKLA Ludington  
 WMTA Manistee  
 WDDG Marine City  
 WDMJ Marquette  
 WAGN Menominee  
 WCEN Mt. Pleasant  
 WMAB Munising  
 WMUS Muskegon  
 WNIL Niles

WHLS Port Huron  
 WIOS Tawas City

## MINNESOTA

KASM Albany  
 KXRA Alexandria  
 KANO Anoka  
 KBUN Bemidji  
 KBMO Benson  
 KBMW Breckenridge  
 WKLK Cloquet  
 KROX Crookston  
 WELY Ely  
 WEVE Eveleth  
 KOZY Grand Rapids  
 KDUZ Hutchinson  
 CFOB International Falls  
 KLTF Little Falls  
 KRFO Owatonna  
 WOMP Pine City  
 KLOH Pipestone  
 KCUE Red Wing  
 KWBE Rochester  
 WAVN Stillwater  
 KDOM Windom  
 KAGE Winona

## MISSISSIPPI

WAMY Amory  
 WBLE Batesville  
 WBCM Biloxi-Gulfport  
 WBPB Boonville  
 WJMB Brookhaven  
 WDOB Canton  
 WGLC Centreville  
 WROX Clarksdale  
 WCLD Cleveland  
 WCJU Columbia  
 WCBJ Columbus  
 WCMA Corinth  
 WMAG Forest  
 WJPR Greenville  
 WGRM Greenwood  
 WNAG Grenada  
 WXXX Hattiesburg  
 WMDG Hazlehurst  
 WCPG Houston  
 WDLT Indianola  
 WKOZ Kosciusko  
 WAML Laurel  
 WLSM Louisville  
 WMBC Macon  
 WSJC Magee  
 WAFB Mc Comb  
 WMGX Meridian  
 WMIS Natchez  
 WNAU New Albany  
 WSUH Oxford  
 WPMP Pascagoula  
 WHCC Philadelphia  
 WRJW Piquemore  
 WSSO Starkville  
 WELO Tupelo  
 WQBC Vicksburg  
 WABO Waynesboro  
 WRWB West Point  
 WONA Winona  
 WAZF Yazoo City

## MISSOURI

KBHM Branson  
 KAOL Carrollton  
 KDMO Carthage  
 KCRV Caruthersville  
 KCHR Charleston  
 KCHI Chillicothe  
 KRIA Columbia  
 KDEx Dexter  
 KREI Farmington  
 KWOS Jefferson City  
 KIRX Kirksville  
 KLWT Lebanon  
 KTCB Malden  
 KMAI Maryville  
 KNCM Moberly  
 KRMO Monett  
 KLRS Mountain Grove

KBTN Neesho  
 KNEM Nevada  
 KRMS Osage Beach  
 KWOC Poplar Bluff  
 KYRO Potosi  
 KTTR Rolla  
 KSGM Ste. Genevieve  
 KRES St. Joseph  
 KSMD Salem  
 KDRO Sedalia  
 KICK Springfield  
 KALM Thayer  
 KLPW Union  
 KOKO Warrensburg  
 KWRE Warrenton  
 KWPM West Plains

## MONTANA

KBMY Billings  
 KBMN Bozeman  
 KBOW Butte  
 KUDI Great Falls  
 KOJM Havre  
 KXLJ Helena  
 KGEZ Kalispell  
 KPRK Livingston  
 KATL Miles City  
 KXLL Missoula  
 KVCK Wolf Point

## NEBRASKA

KCOW Alliance  
 KCSR Chadron  
 KJSK Columbus  
 KHUB Fremont  
 KHAS Hastings  
 KUVR Holdrege  
 KGFW Kearney  
 KBRL Mc Cook  
 KDDY North Platte  
 KOGA Ogallala  
 K000 Omaha  
 KBRX O'Neill  
 KSID Sidney  
 KRFS Superior  
 KAWL York

## NEVADA

KPTL Carson City  
 KVLV Fallon  
 KRAM Las Vegas  
 KATO Reno

## NEW HAMPSHIRE

WKXL Concord  
 WLNH Laconia

## NEW JERSEY

WNNJ Newton

## NEW MEXICO

KALG Alamogordo  
 KHAM Albuquerque  
 KSPV Artesia  
 KAVE Carlsbad  
 KLMX Clayton  
 KGLV Clovis  
 KOTS Deming  
 KMIN Grants  
 KWEW Hobbs

KOBE Las Cruces  
 KRNN Los Alamos  
 KENM Portales  
 KRTN Raton  
 KBIM Roswell  
 KSIL Silver City  
 KSRC Socorro  
 KCHS Truth or  
 Consequences  
 KTNM Tucuman

## NEW YORK

WMBO Auburn  
 WFLR Dundee  
 WDOE Dunkirk  
 WOSC Fulton  
 WJTN Jamestown  
 WLFH Little Falls  
 WICY Malone  
 WIRY Plattsburgh  
 WGGG Salamanca  
 WNBZ Saranac Lake  
 WRSA Saratoga Springs  
 WDLA Walton

## N. CAROLINA

WRCS Ahoskie  
 WABZ Albemarle  
 WGWR Asheville  
 WCGC Belmont  
 WATA Boone  
 WBBB Burlington  
 WEGO Concord  
 WCKB Dunn  
 WCDJ Edenton  
 WNCN Elizabeth City  
 WBLA Elizabethtown  
 WFAI Fayetteville  
 WBBQ Forest City  
 WFSO Franklin  
 WYFG Furry Springs  
 WLTC Gastonia  
 WPMC Goldsboro  
 WKDX Hamlet  
 WHNC Henderson  
 WHKP Hendersonville  
 WHPF High Point  
 WLAS Jacksonville  
 WELS Kinston  
 WEWO Laurinburg  
 WLOE Leaksville  
 WJRI Lenoir  
 WBUY Lexington  
 WYRN Lumburg  
 WTSB Lumberton  
 WMMH Marshall  
 WMAP Monroe  
 WHIP Mooresville  
 WMBL Morehead City  
 WNNC Morganton  
 WPAQ Mount Airy  
 WHCK Murphy  
 WRNB New Bern  
 WNNC Newton  
 WKBC N. Wilkesboro  
 WPNC Plymouth  
 WFRS Reidsville  
 WCBT Roanoke Rapids  
 WCCB Rocky Mount  
 WSTP Salisbury  
 WNGP Sanford  
 WOHS Shelby  
 WEEB Southern Pines  
 WMSJ Sylva  
 WTYN Tryon  
 WADB Wadesboro  
 WLSE Wallace  
 W00W Washington  
 WHCC Waynesville  
 WENC Whiteville

## OHIO

WNCO Ashland  
 WILE Cambridge  
 WBEX Chillicothe  
 WJER Dover  
 WJEH Gallipolis  
 WSRW Hillsboro  
 WIRO Ironton  
 WLMJ Jackson  
 WUIZ Lorain  
 WTIG Massillon  
 WMPD Middleport  
 WPTW Piqua  
 W10I Portsmouth  
 WBLV Springfield  
 WCHO Washington Court  
 House  
 WKOV Welington  
 WSTV Wooster

## OKLAHOMA

KADA Ada  
 KLVW Afton  
 KVSO Ardmore  
 KLTR Blackwell  
 KWCO Chickasha  
 KWPR Claremore  
 KWEO Clinton  
 KUSH Cushing  
 KRHD Duncan  
 KBEK Elk City  
 KCRC Enid  
 KTAT Frederick  
 KWRW Guthrie  
 KGYN Guymon  
 KTIJS Hobart  
 KJHN Hugo  
 KTMG McAlester  
 KGLC Miami  
 KBIX Muskogee  
 KNOR Norman  
 KBYE Oklahoma City  
 KOKL Okmulgee  
 KVLH Pauls Valley  
 KLOD Poteau  
 KOLS Pryor  
 KTLQ Tahlequah  
 KWSH Tri-City  
 KVIN Vinita

## OREGON

KWIN Astland  
 KAST Astoria  
 KBRK Baker  
 KBND Bend  
 KURY Brookings  
 KRNS Burns  
 KWRO Coquille  
 KASH Eugene  
 CGRO Gresham  
 KUIK Hillsboro  
 KFJI Klamath Falls  
 KLBK La Grande  
 KRIK Lakeview  
 KGAL Lebanon  
 KMCN McMinnville  
 KBOY Medford  
 KNPT Newport  
 KSRV Ontario  
 KUMA Pendleton  
 KODL The Dalles

## PENNSYLVANIA

WAVL Apollo  
 WNCC Barnesboro  
 WBFD Bedford  
 WBRX Berwick  
 WISR Butler  
 WCDL Carbondale  
 WESA Charleroi  
 WCVI Connessville

## NORTH DAKOTA

KQDI Bismarck  
 KDLY Dickinson  
 KNDK Heitinger  
 KEYJ Jamestown  
 KOVC Valley City

# KEYSTONE BROADCASTING SYSTEM

WQTR Corry  
WEZN Elizabethtown  
WFAR Farrell  
WHUN Huntingdon  
WVAD Indiana  
WADP Kane  
WACB Kittanning  
WAKU Latrobe  
WTTT Lewisburg  
WKRZ Dil City  
WPTS Pittston  
WPAZ Puttstown  
WPME Punxsutawney  
WKMC Roaring Spring  
WATU Sayre  
WMAJ State College  
WAYZ Waynesboro  
WLYC Williamsport

## RHODE ISLAND

WWR1 West Warwick

## S. CAROLINA

WABV Abbeville  
WAKN Aiken  
WAIM Anderson  
WWBD Bamberg  
WBAW Barrowell  
WBLR Batesburg  
WBEU Beaufort  
WAGS Bishopville  
WACA Camden  
Woke Charleston  
WCRE Cheraw  
WGCD Chester  
WPCC Clinton  
WDSC Dillon  
WELP Easley  
WOLS Florence  
WFGN Gaffney  
WGTN Georgetown  
WGSW Greenwood  
WEAB Greer  
WBHC Hampton  
WHSC Hartsville  
WDKO Kingstree  
WLCM Lancaster  
WYMB Manning  
WJAY Mullins  
WMYB Myrtle Beach  
WKDK Newberry  
WTFD Orangeburg  
WRHI Rock Hill  
WSNW Seneca  
WTHE Spartanburg  
WFIG Sumter  
WBCU Union  
WALD Walterboro

## SOUTH DAKOTA

KABR Aberdeen  
KRFS Belle Fourche  
KBRK Brookings  
KQBH Hot Springs  
KTHV Huron  
KJAM Madison  
KOLY Mohrville  
KGFX Pierre  
KEZU Rapid City  
KISD Sioux Falls  
KWAT Watertown  
KWYR Winner  
KYNT Yankton

## TENNESSEE

WEAG Alcoa  
WLAR Athens  
WFHG Bristol

WRKM Carthage  
WRIP Chattanooga  
WMCH Church Hill  
WJZM Clarksville  
WCLE Cleveland  
WKRK Columbia  
WRUB Cookeville  
WLSB Copperhill  
WKBL Covington  
WAEW Crossville  
WDNT Dayton  
WDKN Dickson  
WDSG Dyersburg  
WEMB Erwin  
WEKR Fayetteville  
WAGG Franklin  
WHIN Gallatin  
WGRV Greenville  
WHBT Harriman  
WRIJ Humboldt  
WDXI Jackson  
WCLC Jamestown  
WKXV Knoxville  
WLAJ La Follette  
WDXE Lawrenceburg  
WLIL Lenoir City  
WJMM Lewisburg  
WDXL Lexington  
WMSR Manchester  
WMMT McMinnville  
KWAM Memphis  
WHEY Millington  
WGRK Morrisville  
WGNB Murfreesboro  
WNAH Nashville  
WLIK Newport  
WATO Oak Ridge  
WTPR Paris  
WTRB Ripley  
WORM Savannah  
WEPG S. Pittsburg  
WDBL Springfield  
WENK Union City  
WCDT Winchester

## TEXAS

KVLF Alpine  
KACT Andrews  
KBUD Athens  
KALT Atlanta  
KRUN Ballinger  
KIOX Bay City  
KWBA Baytown  
KBLT Big Lake  
KEVA Big Spring  
KFYN Bonham  
KBBB Borger  
KNEL Brady  
KSTB Breckenridge  
KWHI Brenham  
KBOR Brownsville  
KBVD Brownwood  
WTAW Bryan  
KBEN Carrizo Springs  
K GAS Carthage  
KCTX Childress  
KCAR Clarksville  
KVLB Cleveland  
KSTA Coleman  
KVMC Colorado City  
KAND Corsicana  
KIVY Crockett  
KXIT Dalhart  
KDLE Del Rio  
KDNT Denton  
KDDD Dumas  
KEPS Eagle Pass  
KERC Eastland  
KPSO Falfurrias  
KFLD Floydada  
KFST Ft. Stockton

KCUL Fort Worth  
KNAF Fredericksburg  
KBRZ Freeport  
KGAF Clarksville  
KCTI Gonzales  
KSWA Graham  
KRSN Grand Prairie  
KGVJ Greenville  
KCLW Hamilton  
KWRD Henderson  
KPAN Hereford  
KHBR Hillsboro  
KSSA Huntsville  
KEBE Jacksonville  
KTXJ Jasper  
KMBL Junction  
KAML Kenedy  
KERB Kermit  
KERV Kerrville  
KCOA Kilgore  
KLEN Killeen  
KPET Lamesa  
KVOZ Laredo  
KLVJ Levelland  
KVOV Littlefield  
KLSB Livingston  
KFRB Longview  
KLLL Lubbock  
KRBA Lufkin  
KMHT Marshall  
KCMR McCamey  
KBUS Mexia  
KJBC Midland  
KORC Mineral Wells  
KIRT Mission  
KVKM Monahans  
KIMP Mt. Pleasant  
KZOL Muleshoe  
KEEE Naegodoches  
KGNB New Braunfels  
KRIG Odessa  
KOGT Orange  
KNET Palestine  
KHHP Pampa  
KFTV Paris  
KIUN Pecos  
KVOP Plainview  
KBOP Plesanton  
KUKO Post  
KOLJ Quanah  
KSXX Raymondville  
KTXL San Angelo  
KBAL San Saba  
KSMI Seminole  
KSEY Seymour  
KEVA Shamrock  
KDSX Sherman  
KSNY Snyder  
KDWT Stamford  
KSTV Stephenville  
KSSS Sulphur Springs  
KXOX Sweetwater  
KTAE Taylor  
KTFS Texarkana  
KTLW Texas City  
KTUE Tulia  
KTBB Tyler  
KVOU Uvalde  
KVIC Vernon  
KVIC Victoria  
KBEC Waxahachie  
KZEE Weatherford

## UTAH

KVNU Logan  
KOAL Price  
KEYY Provo  
KDXU St. George  
KSOP Salt Lake City

KTUT Tooele City  
KVEL Vernal

## VIRGINIA

WKLV Blackstone  
WELK Charlottesville  
WBCR Christiansburg  
WKEY Covington  
WCVA Culpeper  
WEVA Emporia  
WFAX Falls Church  
WYSR Franklin  
WFTR Front Royal  
WBOB Galax  
WGAT Gate City  
WDDY Gloucester  
WMNA Gretna  
WHAP Hopewell  
WREL Lexington  
WBRG Lynchburg  
WMEV Marion  
WMVA Martinsville  
WSIG Mount Jackson  
WNVA Norton  
WJMA Orange  
WPVA Petersburg  
WPUV Pulaski  
WRIC Richlands  
WRIS Roanoke  
WYTI Rocky Mount  
WHLF South Boston  
WLPM Suffolk  
WESR Tasley  
WEER Warrenton  
WNNT Warsaw  
WAYB Waynesboro  
WINC Winchester  
WYVE Wytheville

## WASHINGTON

KXRO Aberdeen  
KAGT Anacortes  
KPUG Bellingham  
KELA Centralia  
KCLX Colfax  
KCVL Colville  
KNBX Kirkland  
KEDO Longview  
KSEM Moses Lake  
KGY Olympia  
KRSC Othello  
KONP Port Angeles  
KARY Prosser  
KAYE Puyallup  
KAPA Raymond  
KENE Toppenish  
KKEY Vancouver  
KTEL Walla Walla  
KUEN Wenatchee

## WEST VIRGINIA

WTIP Charleston  
WHAR Clarksburg  
WDNE Elkins  
WTCS Fairmont  
WKYR Keyser

WVOW Logan  
WPEM Martinsburg  
WHJC Martawan  
WAJR Morgantown  
WMOD Moundsville  
WETZ New Martinsville  
WPAR Parkersburg  
WLOH Princeton  
WMNF Richwood  
WRON Ronceverte  
WELC Welch  
WHAW Weston

## WISCONSIN

WHBY Appleton  
WATW Ashland  
WBEL Beloit  
WWIS Black River Falls  
WECL Eau Claire  
WDUZ Green Bay  
WTKM Hartford  
WHSM Hayward  
WLX La Crosse  
WLDY Ladysmith  
WDLB Marshfield  
WIGM Medford  
WMNE Menomonie  
WOSH Oshkosh  
WFPF Park Falls  
WSWV Platteville  
WPLY Plymouth  
WIBU Poyonette  
WRDB Reedsburg  
WJMC Rice Lake  
WRCO Richland Center  
WTCH Shawano  
WCOW Sparta  
WSPT Stevens Point  
WOCR Sturgeon Bay  
WTRW Two Rivers  
WTTN Watertown  
WDXU Waupaca  
WHVF Wausau  
WBKV West Bend

## WYOMING

KBBS Buffalo  
KATI Casper  
KWVO Cheyenne  
KWIV Douglas  
KLUK Evanston  
KIML Gillette  
KOVE Lander  
KOWB Laramie  
KASL Newcastle  
KPOW Powell  
KRAL Rawlins  
KVRK Rock Springs  
KWYO Sheridan  
KRTR Thermopolis  
KGOS Torrington  
KWOR Worland

## VIRGIN ISLANDS

WIVI Christiansted

# KEYSTONE BROADCASTING SYSTEM, INC.

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

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**Edwin R. Peterson**..... **Senior Vice-President**  
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**Paul Kolar**..... **Comptroller**  
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Phone: WOODward 2-4505

**E. Richard Peterson, Jr.**..... **General Manager**



# NETWORKING THE NEWS

## ... Radio Provides Headline Punch

By ROBERT F. HURLEIGH

President, Mutual Broadcasting System



EVER since the first radio message was transmitted December 21, 1902, broadcasting has become paramount as a means of swift, completely flexible communications between the peoples of the world.

Code has been replaced by voice. Language barriers have been overcome by the need for understanding and comprehension. Radio was the kinetic force that set this pattern in motion.

Through the years radio ran diverse paths. It overshadowed its communications fortes with solid, quite exemplary presentations of entertainment features. Radio, due probably to limitations expressly placed in its path by persons with limited foresight, became enterprising and showed sufficient initiative to dominate the waking moments of every person within ear-shot.

Television changed this pattern, particularly in the years following the 1952 advent of coast-to-coast TV. Now television has become the dominant cost-free entertainment medium—and radio's again stressing its communications advantages.

Radio has no peer in this respect. A microphone can be toted into areas where cameras are taboo—or unwieldy and impractical. But, most importantly, radio permits news-hungry people to actually hear the words that make the news—with the voices of those actually uttering the words.

This is important. It is most dramatic—for it provides the headline punch. Because radio has today made the entire world a huge sound-

ing board for public opinion.

We at the Mutual Broadcasting System believe we have contributed immeasurably to this development. Always a network that devoted itself extensively to news, special events, public service and sports broadcasting, MBS—in the '50's—began to amplify already well-established services, increasingly devoting more of its network time and facilities to these, rather than to entertainment programming.

But Mutual went one step farther. On June 2, 1957 Mutual made a clean break with traditional network programming. Starting that day Mutual became a service network—keyed to the proposition of building the prestige, rapport, trust and community consciousness of its affiliated stations within their own communities.

That this has been effective is demonstrated by the rapid rise in the number of affiliates—a rise which, we hope this year, will return us to the 500-station mark, or more, which we enjoyed some years back.

I have repeatedly said in public appearances and I repeat it here—we care more that people listen to the Mutual affiliate in their community than that they recognize segments of that station's programming as Mutual feeds. We want our integration into the local station's programming concept to be so absolute that the network personalities on news program, and network feature news-in-depth shows, become recognizable primarily as features exclusive to the MBS affiliate.



# MUTUAL...



**A SERVICE TO**

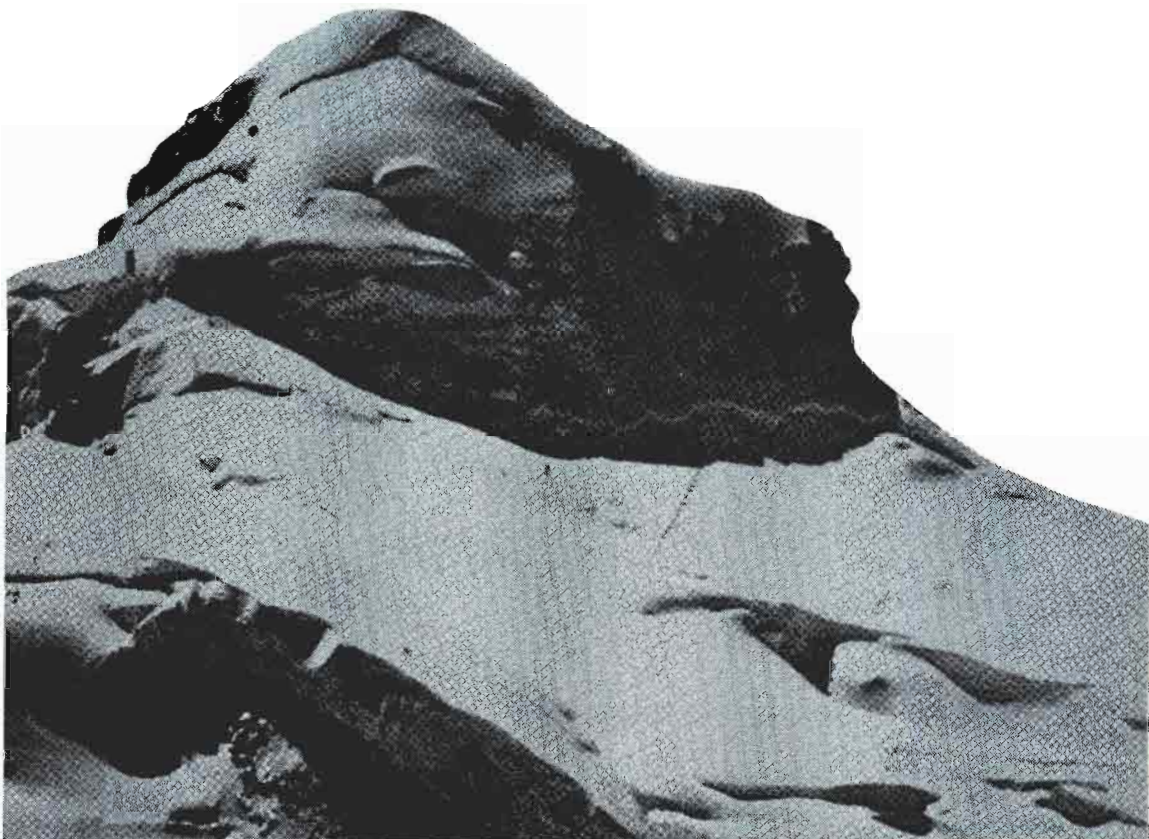
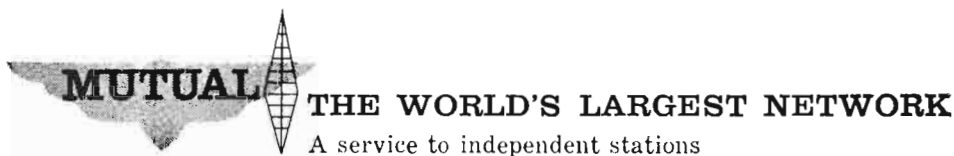


Of all radio networks—Mutual and only Mutual serves the best interests of the independent stations.

It's the only service any dynamic independent needs to supplement its own creative format in its market.

With The Mutual Service the voice of the independent remains just that. The authority, the solid rock security and the prestige of an international news staff (incorporating some of the best known names in the broadcast field) are its own to use. Beyond that—there's every latitude—every freedom to create the distinctive voice that has made independent radio the vital selling force it is today.

You can live with Mutual. You can grow with Mutual. You can make money with Mutual. That's why with stations (and advertisers) **MUTUAL IS HERE TO STAY.**



**INDEPENDENT STATIONS**

# MUTUAL BROADCAST

## ALABAMA

WZLH Birmingham  
 WMSL Dothan  
 WXAL Demopolis  
 WDRG Dothan  
 WFLA Eufaula  
 WJOT Escalante  
 WJRH Haleyville  
 WBIH Huntsville  
 WJHO Opelika  
 WFBZ Sylacauga  
 WTHH Tuscaloosa  
 WTRC Tuscaloosa

## ARIZONA

KSTX Bismarck  
 KVAE Flagstaff  
 KWTB Globe  
 KNRD Nogales  
 KOA Phoenix  
 KFLJ Safford  
 KTFD Tucson  
 KXSA Winslow  
 KVOY Yuma

## ARKANSAS

KAMH Camden  
 KPAY Fayetteville (D)  
 KTCB Fort Smith (D)  
 KFEA Helena  
 KFTM Jonesboro  
 KAMA Magnolia (D)  
 KUGA Siloam Springs (D)

## CALIFORNIA

KMAP Bakersfield  
 KATV Barstow  
 KPAY Chico  
 KJAO El Centro-Calexico  
 KJES Eureka  
 KXSB Fresno  
 KMYC Marysville  
 KYOS Merced  
 KPHL Paso Robles  
 KJRG Redding  
 KSHW Salinas-Monterey  
 KPTD San Bernardino  
 KSDN San Diego  
 KOFY San Francisco  
 KFSK San Luis Obispo  
 KCOK Tulare-Visalia  
 KVEN Ventura  
 KPOL Los Angeles

## COLORADO

KIMN Denver  
 KGLN Glenwood Springs (D)

## CONNECTICUT

WNEF Hartford-Manchester  
 WTOR Torrington  
 WYAP Waterbury  
 WAHS Ansonia-New Haven (D)  
 WHJ Wilton

## DELAWARE

WDOV Dover (D)

## DISTRICT OF COLUMBIA

WOL Washington

## FLORIDA

WXPV Avon Park (D)  
 WJHS Deland  
 WJHR Gainesville  
 WZOK Jacksonville  
 WKWP Key West  
 WWSB Lake City  
 WJRH Leesburg  
 WMAH Melbourne  
 WKAT Miami  
 WREY Milton-Yemassee (D)  
 WNEF New Smyrna Beach  
 WTMF Ocala  
 WAFR Orlando (D)  
 WCNH Quincy  
 WLYS St. Petersburg-Tampa  
 WSTT Stuart  
 WYAL Tallahassee  
 WNSM Valparaiso  
 WTPB Vero Beach  
 WJAX West Palm Beach  
 WSHL Winter Haven  
 WRDQ Daytona Beach

## GEORGIA

WYZE Atlanta (D)  
 WDRG Augusta  
 WMBL Brunswick  
 WHPF Carterville  
 WGRA Columbus (D)  
 WMBL Cordele  
 WMLT Dublin (D)  
 WHEB Fitzgerald  
 WGRA Gainesville  
 WKFI Griffin  
 WYAG La Grange  
 WMYL Milledgeville  
 WCOH Newton  
 WRGA Rome  
 WCFP Savannah  
 WTVX Thomas (D)  
 WGVV Valdosta  
 WYXX Waycross

## ILLINOIS

WJLS Chicago  
 WGLH Galesburg  
 WJPF Herrin

## INDIANA

WERC Anderson  
 WASK Lafayette  
 WSAJ Logansport  
 WJVA South Bend (D)  
 WJOW Terre Haute  
 WAQV Vincennes

## IOWA

KROS Clinton  
 KSMI Council Bluffs, Iowa  
 (Omaha, Neb.) (D)  
 KSTT Des Moines  
 KIOA Des Moines  
 WDRH Dubuque  
 KRFI Fort Dodge  
 KWWL Waterloo

## KANSAS

KGSO Dodge City  
 KBLR Goodland (D)  
 KRAL Salina  
 KTOP Topeka  
 KAKE Wichita

## KENTUCKY

WLLJ Bowling Green  
 WJTP Corbin  
 WJHR Fayetteville  
 WTVT Louisville (D)  
 WPMW Madisonville (D)  
 WPTM Maysville  
 WCKB Paducah  
 WSDP Paducah  
 WPKR Pikeville  
 WSPK Somerset

## LOUISIANA

WKU Bogalusa  
 KSH Crowley  
 KJL N. Eunice  
 KJL Monroe  
 KMRG Morgan City (D)  
 WJMR New Orleans (D)  
 KENT Shreveport  
 KLOT Lake Charles

## MARYLAND

WPTI Baltimore  
 WYVR Cumberland-Keyer,  
 W. Va. (D)  
 WJEE Hagerstown

## MASSACHUSETTS

WROL Boston (D)  
 WAEL Fall River  
 WTYM Springfield (D)  
 WESX Salem  
 WCCM Lawrence (D)  
 WSHS Great Barrington-  
 Pittsfield

## MICHIGAN

WHLY Ann Arbor  
 WJMJ Ann Arbor-Warbur-  
 n, Joseph  
 WKLA Detroit  
 WDBE Escanaba  
 WAMM Flint  
 WMAN Grand Rapids (D)  
 WPTC Holland  
 WKIZ Kalamazoo (D)  
 WMTS Muskegon (D)

## MINNESOTA

KATN Austin  
 KRWB Iron-Kenridge  
 WQMN Tujah-Superior (D)  
 WELY Ell  
 WVEE Eveleth  
 KOZY Grand Rapids  
 KEVE Minneapolis  
 KWAD Washeta

## MISSISSIPPI

WAMY Amory (D)  
 WLAB Biloxi-Gulfport  
 WMBB Brookhaven  
 WROX Clarksdale  
 WRIH Columbus  
 WJRH Greenville  
 WJQS Jackson  
 WREG Tupelo  
 WQIB Vicksburg  
 WROB West Point  
 WONA Winona (D)

## MISSOURI

WYOS Jefferson City  
 WMBH Joplin  
 KHKR Kansas City (D)  
 KXKO Mexico  
 KJES St. Joseph  
 WWSL St. Louis (D)

## MONTANA

RACN Sidney



KVCK Wolf Point

## NEBRASKA

KGFV Kearney  
 KLMN Lincoln  
 KBRI Mc Cook (D)

## NEVADA

KHET Reno

## NEW JERSEY

WLDB Atlantic City  
 WTTM Trenton

## NEW MEXICO

KALO Alamogordo  
 KHAM Albuquerque  
 WETA Artesia  
 KREW Hobbs  
 KGFL Roswell  
 WELY El  
 KSSL Silver City

## NEW YORK

WOKO Albany  
 WMOB Auburn  
 WETA Batavia  
 WKOY Binghamton  
 WBBR Buffalo  
 WJLI Buffalo-Niagara  
 Falls (D)  
 WCLL Corning  
 WLEA Hornell (D)  
 WELH Horseheads-Elmira  
 Heights (D)  
 WJOW Jamestown  
 WLYL Malone  
 WROB New York  
 WNTA New York-Newark,  
 N. J. (D)  
 WSLB Ogdensburg  
 WLYL Plattsburg  
 WJMK Syracuse (D)

## NORTH CAROLINA

WVNC Asheville-Charlotte  
 WJAL Elizabeth City  
 KFSN Fayetteville  
 WPGV Fuquay Springs (D)

WGRG Greensboro  
 WJNC Henderson (D)  
 WLOE Lenoirville  
 WJRI Lenoir  
 WSYD Mt. Airy  
 WHTP New Bern  
 WJBT Raleigh-Rapids  
 WSTP Salisbury  
 WOHK Shelby  
 WJNT Wilmington  
 WABR Winston-Salem  
 KXON Wray  
 WJTM Wilson

## NORTH DAKOTA

KHHR Devils Lake  
 KXON Fargo-Moorhead,  
 Minn.  
 KEYJ Jamestown  
 KJPM Minot  
 KOVY Valley City

## OHIO

WTRK Akron (D)  
 WNCN Ashland  
 WAND Canton (D)  
 WPHX Chillihothe (Dual)  
 WJPH Cincinnati (D)  
 WJOW Cleveland  
 WTVX Columbus  
 WJER Dover  
 WROD Findon  
 WLYS Findon  
 WSTY Steubenville  
 WOHIO Toledo  
 WBBW Youngstown

## OKLAHOMA

KYON Bartlesville  
 KTOP Oklahoma City  
 WJAZ Ponca City  
 KFSN Shawnee  
 KTLT Tulsa

## OREGON

KWIL Albany  
 KASCT Astoria  
 KORE Eugene  
 KAGI Grants-Pass  
 KGOB Portland

## PENNSYLVANIA

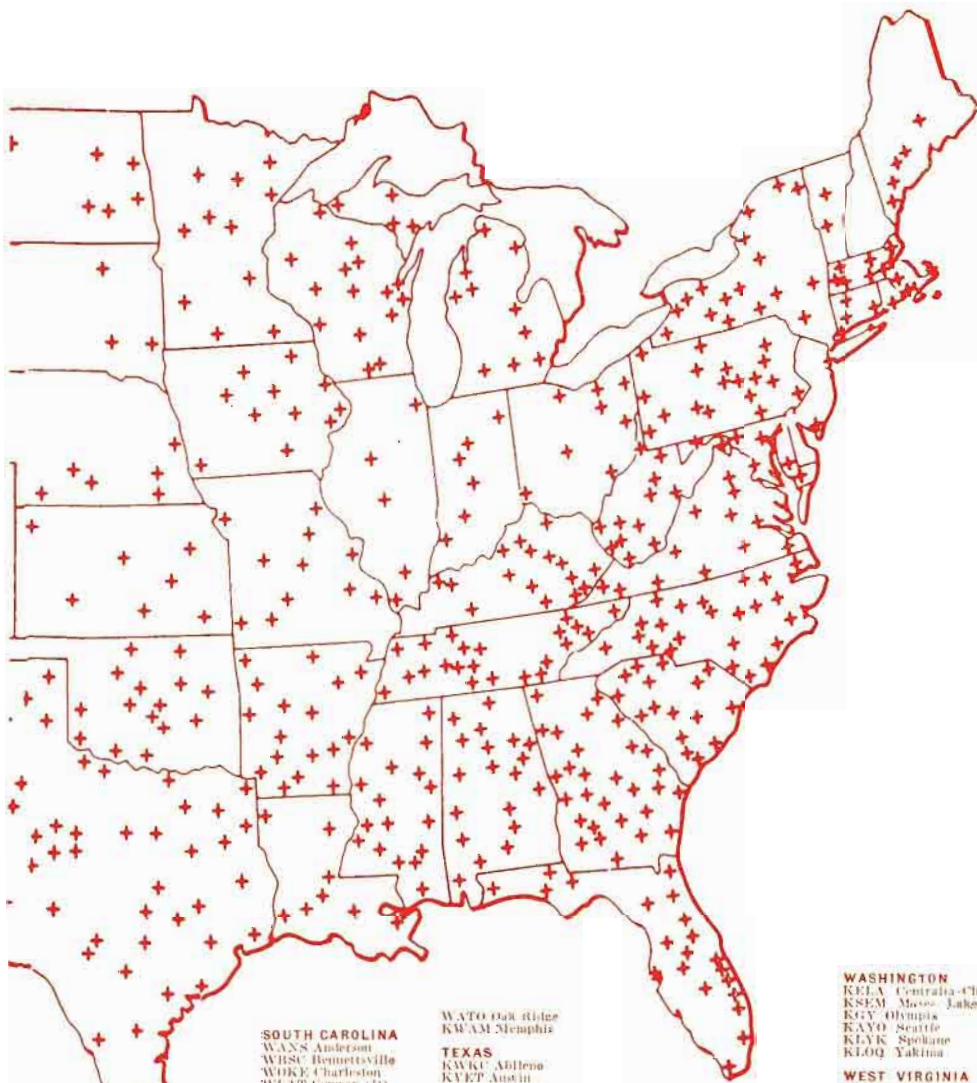
WNCY Harrisburg (D)  
 WHPA Harrisburg  
 WJEP Harrisburg (D)  
 WJEP Erie  
 WFBP Franklin (D)  
 WCMR Harrisburg  
 WAZL Hazleton  
 WCRD Johnstown  
 WLAN Lancaster  
 WAKT Lenoir (D)  
 WJEP Lehigh Valley  
 WJEP Philadelphia  
 WJEC Pittsburgh-Mc Keesport  
 WJPA Washington  
 WJBT Williamsport  
 WJAX York (D)  
 WJNC Scranton

## RHODE ISLAND

WRIB Providence (D)



# CASTING SYSTEM



## SOUTH CAROLINA

WANS Anderson  
 WBSO Bennettsville  
 WOKE Charleston  
 WLAT Conway (D)  
 WGTN Georgetown  
 WMRB Greenville  
 WBSR Hartsville  
 WRHH Rock Hill  
 WSNW Seneca (D)  
 WTHE Spartanburg  
 WFG Sumter  
 WALD Walterboro (D)

## SOUTH DAKOTA

KOBX Mitchell  
 KWAT Watertown  
 KJHJ Huron

## TENNESSEE

WLAH Athens  
 WBLA Chattanooga  
 WZM Clarksville  
 WBAJ Cleveland  
 WERK Fayetteville  
 WETH Johnson City (D)  
 WKXA Knoxville (D)  
 WLMJ Lewisburg  
 WLX Livingston (D)  
 WMMT McMinnville  
 WJHN Morristown  
 WGSN Murfreesboro  
 WXLJ Nashville (D)

WATO Oak Ridge  
 KWAM Memphis

## TEXAS

KWKC "Arlene"  
 KVEP Austin  
 KHOX Bay City  
 KHIZ Bozler  
 KBYD Brownwood  
 KQCA Bryan  
 WRR Dallas-Fort Worth  
 KSET El Paso  
 KRET Houston (D)  
 KERE Jacksonville  
 KLEY Killeen (D)  
 KLLJ Lubbock (D)  
 KTRF Lufkin  
 KMHF Marshall  
 KVKM Mesquite  
 KPDN Pampa  
 KEVL Perryton  
 KJAM Port Arthur  
 Beaumont  
 KWAC San Antonio  
 KRHY Sherman-Denison  
 KSNY Snyder  
 KVH Victoria  
 KWTX Waco  
 KATH Corpus Christi

## UTAH

KLFB Salt Lake City

## VERMONT

WVER Newport  
 WTWS St. Johnsbury

## VIRGINIA

WPHG Bristol  
 WCHV Charlottesville  
 WTVL Culpeper  
 WDMA Danville  
 WAGE Leesburg (D)  
 WWOY Lynchburg  
 WLOV Norfolk  
 WSSV Petersburg  
 WLEK Richmond  
 WRSR Roanoke (D) (Dual)  
 WLPN Suffolk  
 WAYB Wayneboro

## WASHINGTON

KELA Centralia-Chelally  
 KSEM Moses Lake  
 KAYO Olympia  
 KLYK Seattle  
 KLOQ Yakima

## WEST VIRGINIA

WKOY Bluefield  
 WTHI Charleston  
 WTAH Clarksburg  
 WTCB Fairmont  
 WPLI Huntington (D)  
 WLOK Logan  
 WMOX Montrossburg  
 WTAJ Parkersburg  
 WVAR Wheelock (D)  
 WRTM Williamson

## WISCONSIN

WILLY Appleton  
 WGEZ Beloit  
 WBLZ Eau Claire  
 KPTZ Fond du Lac  
 WJPS Green Bay  
 WISM Hayward (D)  
 WJLD Janesville  
 WBSL Madison  
 WOMT Manitowish  
 WFOK Milwaukee (D)  
 WTHI Payette  
 WRDR Reedsburg  
 WJMU Rice Lake  
 WPHR Wisconsin Rapids

## WYOMING

KYWO Cheyenne (D)



# SOUNDS OF THE '60's

...Will Be The Sound Of Action

By WILLIAM K. McDANIEL

Vice President in Charge, NBC Radio Network



ON JANUARY 4, 1960 NBC Radio launched a dramatic, and we believe, highly progressive break with tradition. It could be called Action Programming. On that date, passive, put-your-feet-up program concepts were scrapped. In the exciting decade ahead America wants and must have a listening service that is as alive and as vibrant as the challenges we face. Man's imagination is limitless, but I doubt that even the most accurate crystal ball could prophesy all the dramatic developments we will witness within the next ten years.

In business, we have been intrigued and impressed by the recent stream of economic predictions, forecasts and expert opinions that seem to guarantee that our nation's economy will grow and prosper mightily in the next 10 years. We hear that 1970 will see us a nation of 200 million people with a gross national product of \$750 billion a year and a personal income that, in the aggregate, will exceed two thirds of a trillion dollars.

One of the key assumptions upon which that growth prediction is based is that we will have to raise present consumer sales a gigantic 52 per cent! In short, we are supposed to raise our standard of living as much in the next 10 years as we did in the previous 200 years. Can we do it? You can be sure we'll have to use every resource at our command—especially advertising.

Advertising is becoming more and more the only connection consumers can make with the vast, growing

array of goods and services multiplying endlessly about them. Automated selling is on the increase. We "buy" more often than we are "sold," persuaded by a personal, in-store salesman, that is. Advertising will become perhaps the chief arbiter of America's standard of living.

The growing need of radio audiences and advertisers for frequency around the clock is ideally met by such vehicles as NBC Radio's "News on the Hour," our new "Emphasis" series, and "Monitor."

Truth "is" stranger than fiction, and a great distinction in NBC Radio's Action Programming is in the actual material being aired. We base it on the contemporary scene. In this way, we avoid the task of changing fictional program material every hour ourselves. The actual scene itself does the changing. All we need do is be aware of those changes and then report them.

Our whole network has newly become one huge monitoring station continuously feeding back information and exploring areas and ideas.

We have referred to our current and future programming as Action Programming. We believe it fills today's needs and tomorrow's needs. Only an informed public can cope with the apparently endless Cold War, with the well-nigh unbelievable strides ahead in science, in manufacturing, in selling, in advertising—all of which will govern our standard of living. The decade ahead is no time for passive communications. Over NBC Radio, the Sounds of the Sixties will be the sounds of Action.

# 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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Helen Davis	Mgr., General Office Service
Anthony J. Dente	Mgr., Operating Budgets & Financial Evaluation
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George M. Nixon	Dir., Engineering Dev.
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William S. Duttera	Mgr., Allocations Engin'g
Raymond F. Guy	Sr. Staff Engineer

(Continued on Page 244)





**Political Broadcasting Unit**

William S. Hedges.....Vice President

**Station Relations**

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

**NBC OWNED STATIONS &  
 NBC SPOT SALES**

P. A. Sugg...Exec. V.P., NBC Owned Stations &  
 NBC Spot Sales  
 Anthony C. Krayer.....Dir., Business Affairs

**NBC Spot Sales**

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 Frank DeRosa.....Mgr., Radio Spot Sales  
 Central Office  
 William Buschgen.....Mgr., Radio Spot Sales  
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 Frederick Lyons...Mgr., Eastern Radio Spot Sales  
 Edward H. Macaulay.....Mgr., Western Radio  
 Spot Sales  
 Dave Scott.....Mgr., New England Spot Sales  
 Wilbur M. Fromm.....Mgr., New Business &  
 Promotion

**NBC Owned Stations**

**WRCA, WRCA-FM, New York**

30 Rockefeller Plaza, New York 20, N. Y.  
 Circle 7-8300

William N. Davidson.....V.P. & General Mgr.  
 Herman Maxwell.....Mgr., National Sales  
 Joseph Murphy.....Mgr., Merchandising  
 Steve White.....Program Mgr.  
 Fred E. Acker.....Mgr., Business Affairs  
 & Operations  
 John R. Falk.....Mgr., Publicity

**WRC, WRC-FM, Washington**

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

Carleton D. Smith.....V.P. & Gen. Manager  
 Weston J. Harris...Director, Programs, WRC-TV  
 Joseph Goodfellow.....Station Manager  
 William C. Grayson.....Program Mgr.  
 Carl Bleiberg.....Publicity Manager  
 Jack Lavan.....Business Mgr.

**WAMP, WFMP, Pittsburgh**

1459 Crane Ave., Pittsburgh 20  
 LOcust 3-5238

Raymond W. Welpott...VP., General Manager  
 Stephen Rooney.....General Manager

**WMAQ, WMAQ-FM, Chicago**

Merchandise Mart, Chicago 54  
 Superior 7-8300

Lloyd E. Yoder.....V.P. & General Mgr.  
 Robert Lemon.....General Executive  
 William Decker.....Sales Mgr.  
 John Keys.....Dir. of Adv. & Prom.  
 Stephen J. Krasula.....Merchandising Mgr.  
 Richard Johnson.....Program Manager  
 Chet Campbell.....Publicity Manager  
 Terry DeZanek.....Traffic  
 Alfred L. Lewis.....Mgr., Business Affairs &  
 Operations

**WRCV, Philadelphia**

1619 Walnut St., Phila.  
 LOcust 4-3700

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

**KNBC, KNBC-FM, San Francisco**

Taylor & O'Farrell Sts., San Francisco 2  
 GRaystone 4-8700

George W. Fuerst.....General Manager  
 Richard H. Gravett.....Sales Manager  
 Jack Wagner.....Program Manager  
 Bert Medar.....Business Manager

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 William F. Fairbanks.....V.P., Sales  
 Norman S. Livingston.....Dir., Program Sales  
 Marion Stephenson.....Dir., Business Affairs  
 Harry E. Hobbs.....Mgr., Eastern Sales  
 Paul Mensing.....Mgr., Sales, Detroit  
 George Diefenderfer.....Mgr., Central Sales  
 David A. Engles.....Mgr., Western Sales  
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 Robert C. Hitchens...Mgr., Sales Presentations  
 Ludwig W. Simmel...Mgr., Sales Service &  
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*“we  
take you  
now to”..*

*The most exciting words in radio –  
and they carry a special meaning  
on the NBC Radio Network  
where microphones range far and near  
to capture the Sound of the Sixties.*



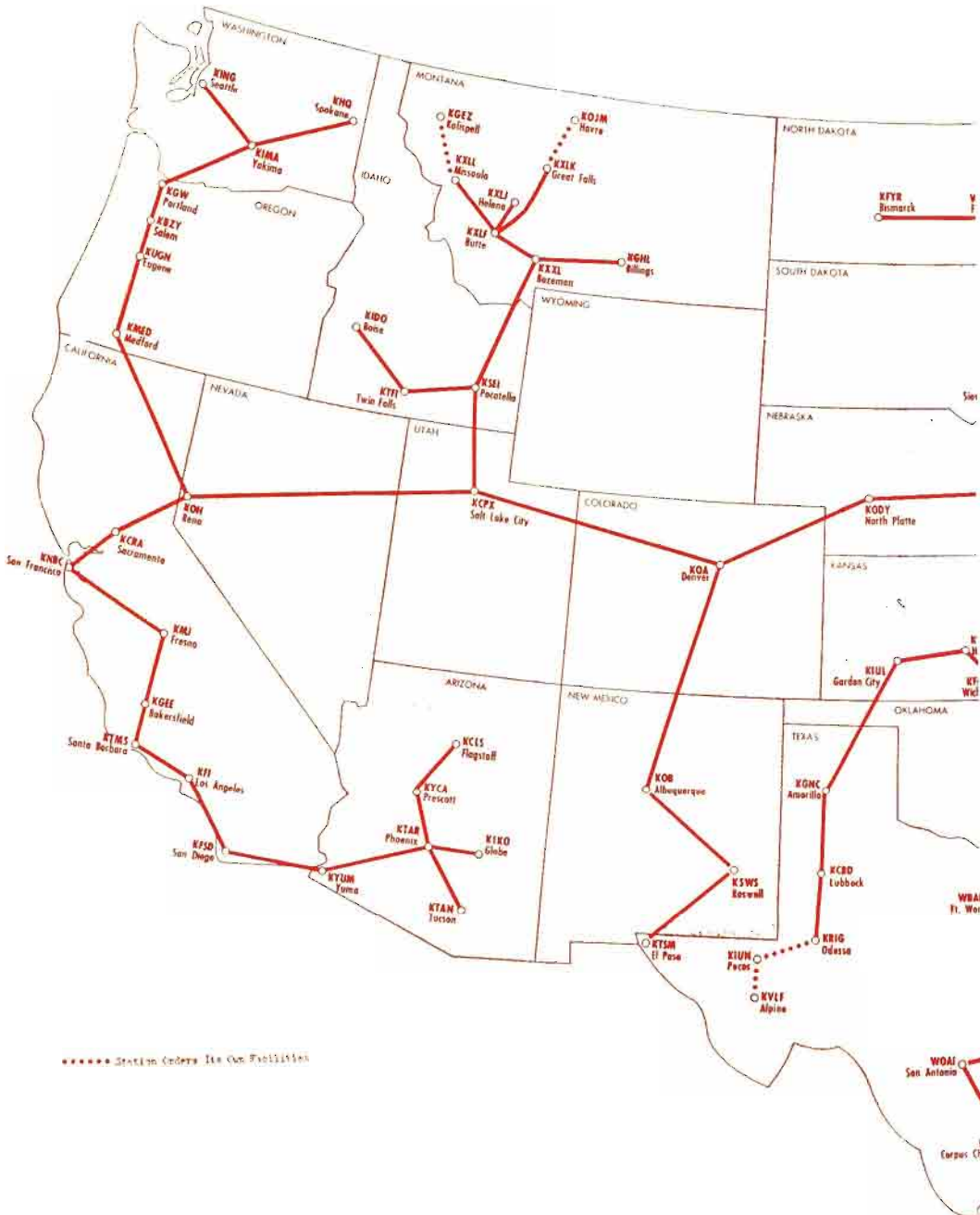
*The roar of a rocket ...  
the din of a political convention ...  
the familiar voices of headline  
personalities and favorite  
entertainers—these sounds are part  
of the Listening Watch  
which will be kept by NBC Radio  
in the critical years ahead.*

*For advertisers,  
an unparalleled opportunity  
to capitalize on the  
greatest listener-interest in history.*

*the sound of the sixties on  
THE NBC RADIO NETWORK*

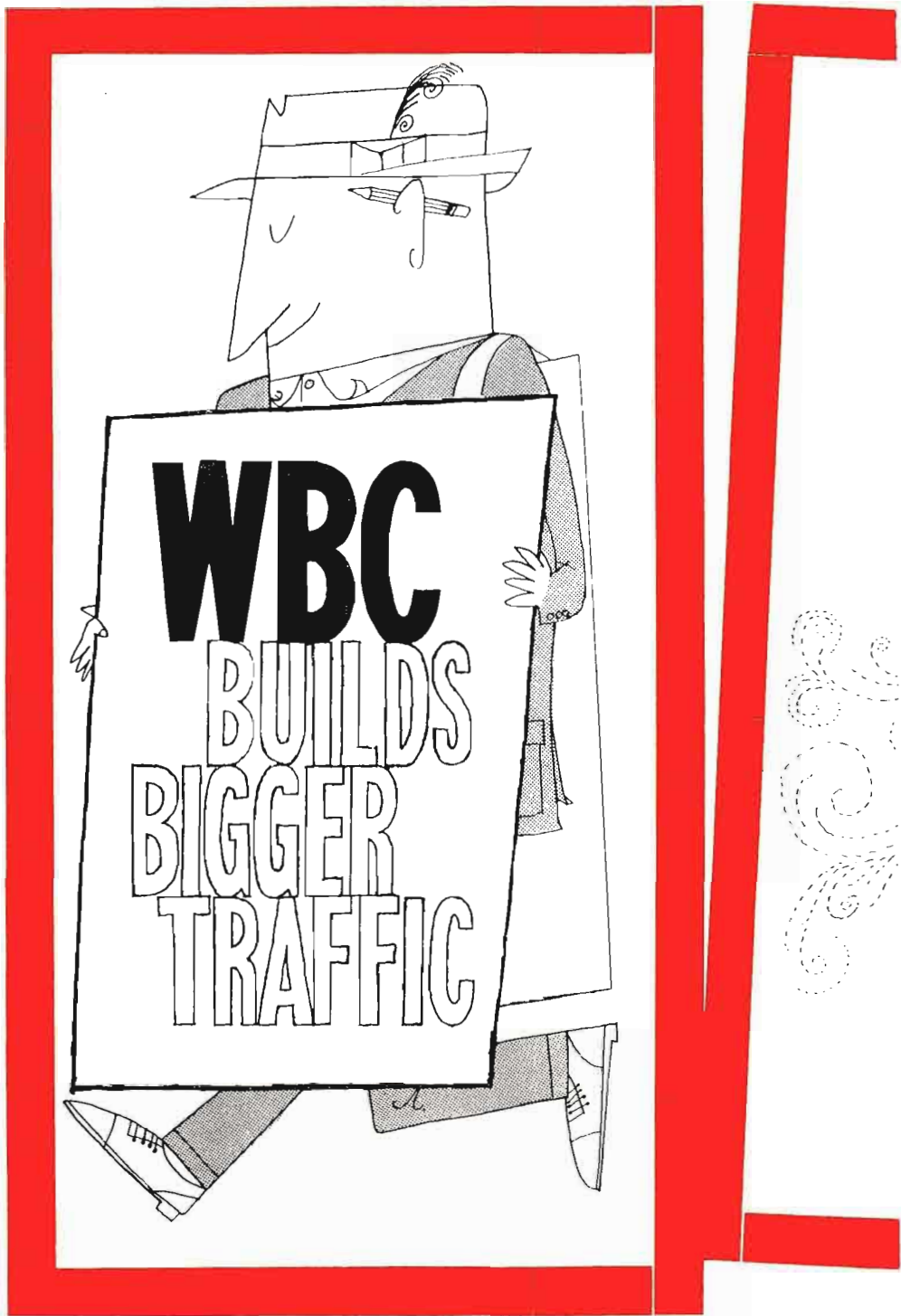


# NBC RADIO



# NETWORK









## RADIO

Boston-Springfield	WBZ + WBZA	51,000 watts
Pittsburgh	KDKA	50,000 watts
Cleveland	KYW	50,000 watts
Fort Wayne	WOWO	50,000 watts
Chicago	WIND	5,000 watts
Portland, Ore.	KEX	50,000 watts

## TELEVISION

Boston	WBZ-TV	NBC
Baltimore	WJZ-TV	ABC
Pittsburgh	KDKA-TV	CBS
Cleveland	KYW-TV	NBC
San Francisco	KPIX	CBS

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without the **W B C** stations

### WESTINGHOUSE BROADCASTING COMPANY, INC.

Radio represented by **AM RADIO SALES** Television represented by **TvAR**

Offices in New York, Detroit, Chicago,  
San Francisco and Los Angeles.

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**Headquarters: 1771 N Street, N.W.,  
Washington 6, D. C.  
Phone: Decatur 2-9300**

## Officers

**Everett E. Revercomb**  
*Secretary-Treasurer*

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**Thad H. Brown, Jr.**  
*V.P. For Television*

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*in Charge of Joint Affairs*

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**Louise K. Aldrich, Librarian**

**Richard M. Allerton, Manager of Research**

**William Carlisle, Manager of Station Relations**

**Frederick H. Garrigus, Manager of Organizational Services**

**Edward H. Bronson, Director of Television Code Affairs**

**Charles H. Tower, Manager, Broadcast Personnel and Economics**

**Douglas A. Anello, Chief Counsel**

**La Rue M. Courson, Production Manager**

**A. Prose Walker, Mgr. of Engineering**

**Vincent T. Wasilewski, Mgr. of Government Relations**

## RADIO BOARD OF DIRECTORS

In accordance with Article IV of the By-Laws, the Board of Directors has designated the following composition of each of the 17 NAB Districts.

Director	District	States Comprising District
Daniel W. Kops.....	1	Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island and Vermont.
WAVZ, New Haven, Conn.		
Simon Goldman .....	2	New York and New Jersey.
WJTN, Jamestown, N. Y.		
John S. Booth.....	3	Delaware, Pennsylvania, West Virginia and Maryland, excluding the counties of Prince Georges and Montgomery.
WCHA, Chambersburg, Pa.		
Jack S. Younts.....	4	District of Columbia, North Carolina, South Carolina, Virginia and Maryland, including the counties of Prince Georges and Montgomery.
WEEB, Southern Pines, N. C.		
Frank Gaither.....	5	Alabama, Florida, Georgia, Puerto Rico and Virgin Islands.
WSB, Atlanta, Ga.		
F. C. Sowell.....	6	Arkansas, Louisiana, Mississippi and Tennessee.
WLAC, Nashville, Tenn.		
Hugh O. Potter .....	7	Kentucky and Ohio.
WOMI, Owensboro, Ky.		
J. M. Higgins.....	8	Indiana and Michigan.
WTHI, Terre Haute, Ind.		
Mig Figi.....	9	Illinois and Wisconsin.
WAUX, Waukesha, Wisc.		

Director	District	States Comprising District
Richard W. Chapin.....	10	Iowa, Missouri and Nebraska.
KTOR, Lincoln, Neb.		
Odin S. Ramsland.....	11	Minnesota, North Dakota and South Dakota, excluding the counties of Fall River, Shannon, Bennett, Todd, Mellette, Waushabaugh, Washington, Custer, Pennington, Jackson, Jones, Stanley Haakon, Meade, Lawrence, Butte, Harding, Perkins, Ziebach, Armstrong, Dewey and Corson.
KDAL, Duluth, Minn.		
Allan Page .....	12	Kansas and Oklahoma.
KGWA, Enid, Okla.		
A. Boyd Kelley.....	13	Texas.
KTRN, Wichita Falls, Tex.		
George C. Hatch.....	14	Colorado, Idaho, Utah, Wyoming, Montana, New Mexico, and South Dakota, including the counties of Fall River, Shannon, Bennett, Todd, Mellette, Waushabaugh, Washington, Custer, Pennington, Jackson, Jones, Stanley, Haakon, Meade, Lawrence, Butte, Harding, Perkins, Ziebach, Armstrong, Dewey and Corson.
KALL, Salt Lake City, Utah		
B. Floyd Farr.....	15	California, excluding the counties of San Luis Obispo, Kern, San Bernardino, Santa Barbara, Ventura, Los Angeles, Orange, Riverside, San Diego and Imperial, Nevada, excluding the counties of Mineral, Esmeralda, Nye, Lincoln and Clark, and Hawaii.
KEEN, San Jose, Calif.		
Robert J. McAndrews.....	16	Arizona, California, including the counties of San Luis Obispo, Kern, San Bernardino, Santa Barbara, Ventura, Los Angeles, Orange, Riverside, San Diego, and Imperial, and Nevada, including the counties of Mineral, Esmeralda, Nye, Lincoln, and Clark.
KBIG, Avalon, Calif.		
Thomas C. Bostic.....	17	Alaska, Oregon and Washington.
KIMA, Yakima, Wash.		

**DIRECTORS-AT-LARGE**

**Large Stations**

Harold Hough  
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 WSN, Nashville, Tenn.  
 John F. Patt  
 WJR, Detroit

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 Frederick A. Knorr  
 WKMH, Dearborn, Mich.  
 Alvis Temple  
 WKCT, Bowling Green, Ky.

E. J. DeGray  
 ABC Radio, New York, N. Y.  
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 CBS-Radio, New York

**Small Stations**

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 WHOP, Hopkinsville, Ky.  
 J. R. Livesay  
 WLBH, Mattoon, Illinois  
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 WMRN, Marion, O.

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 Merrill Lindsay  
 WSOY-FM, Decatur, Illinois

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 MBS, New York, N. Y.  
 P. A. Sugg  
 NBC-Radio, New York, N. Y.

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 WIS-TV, Columbia, S. Car.  
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 KKTU, Colorado Springs, Colo  
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 WGAL-TV, Lancaster, Pa.  
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 KTRK-TV, Houston, Texas

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Successful advertising campaigns feature spot at the top of the list... the only medium that allows you to reach — with maximum impact — the prospective customers you **must** reach, pinpointing only the markets you're in. Top advertisers get high return with low investment and there's no waste.

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Your nearest H-R man will be happy to give you a fast, first-rate fill-in.

 **H-R** Television, Inc.  
Representatives

"We always send a man to do a man's job"

**RADIO DAILY**  
TELEVISION DAILY

presents

**REGIONAL  
NETWORKS  
GROUP OWNED  
STATIONS**

☆ ☆ ☆ ☆ ☆

**BRANCH OFFICES  
EXECUTIVE PERSONNEL  
STATIONS COMPRISING GROUP**

**1960**

# REGIONAL NETWORKS AND GROUP OWNED STATIONS

## ABC Television Western Regional Network

ABC-TV Center, Hollywood 27, Calif.

Phone: NOrmandy 3-3311

V. P. West Div. . . . . James G. Riddell  
Sales Mgr., Western Div. . . . . Vince Francis

### STATIONS

KABC-TV, Los Angeles, Calif.; XETV, San Diego, Calif.; KEYT, Santa Barbara, Calif.; KSBY-TV, San Luis Obispo; KLYD-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.; KPTV, Portland, Ore.; KNDO-TV, Yakima, Wash.; KOMO-TV, Seattle, Wash.; KREM-TV, Spokane, Wash.; KUTV, Salt Lake City, Utah; KBTV, Denver, Colo.; KTVK, Phoenix, Ariz.; KGUN-TV, Tucson, Ariz.; KELP-TV, El Paso, Tex.; KSHO-TV, Las Vegas, Nev.; KRDO, Colorado Springs, Col.; KSWB-TV, Roswell, N. M.; KOAT-TV, Albuquerque, N. M.; KTVB-TV, Boise, Idaho; KXLF-TV, Butte, KOOK-TV, Billings, Mont.; KFBC, Cheyenne, Wyo.; KID-TV, Idaho Falls, Billings, Mont.; KFBB-TV, Great Falls, Mon-

tana; KOVR, Sacramento-Stockton, Calif.; KOLO-TV, Reno, Nev.; KTWO, Casper, Wyo.; KVIP, Redding, Calif.; KVIQ-TV, Eureka, Calif.; KOTI-TV, Klamath Falls, Ore.; KLIX-TV, Twin Falls, Id.; KWRB-TV, Riverton, Wyo.; KHVH-TV, Honolulu; KENI-TV, Anchorage, KFAR-TV, Fairbanks, Alaska.

## ABC Western Division Radio Network

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

Phone: NOrmandy 3-3311

Western Sales Mgr. . . . . Harry Woodworth  
Sales Service Mgr. . . . . Sheila Manes  
Chief Engineer. . . . . Ralph Denechaud

### STATIONS

KPMC, Bakersfield; KTIP, Porterville; KIBS, Bishop; KARM, Fresno; KABC (O&O), Los Angeles; KFIV, Modesto; KFBK, Sacramento; KSYC, Yreka; KCKC, San Bernardino; KGB, San Diego; KGO (O&O), San Francisco; KTMS, Santa Barbara; KWG, Stockton, all California; KVOS, Bellingham; KOMO, Seattle; KGA, Spokane; KIMA, Yakima; KEPR, Kennewick; KTEL, Walla Walla; KPQ, Wenatchee, KEDO, Long-

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The **Herald Tribune** Radio Network

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1310 on your dial  
**WVIP**  
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THE NEW YORK  
**Herald Tribune**  
RADIO NETWORK

920  
**WGHQ**  
KINGSTON - SAUGERTIES, N. Y.

GUSTAVE NATHAN, Gen. Mgr.

General Offices: 595 Madison Avenue, New York, N. Y.

Represented by The Bolling Co.



## REGIONAL NETWORKS

view, all Wash.; KASH, Eugene; KWJJ, Portland; KBND, Bend; KSLM, Salem; KUMA, Pendleton, KRXL, all Oregon; KBAR, Burley; KOZE, Lewiston, both Idaho; KENO, Las Vegas, Nev.; KFUN, Las Vegas; KHSN, Las Alamos; KTRC, Santa Fe; KRTN, Raton; KHAM, Albuquerque, all New Mexico; KFBC, Cheyenne; KVOC, Casper, both Wyo.; KSID, Sidney, Neb.; KIXX, Provo; KALL, Salt Lake City, both Ut.; KHOW, Denver; KGHF, Pueblo, both Colo.; KOY, Phoenix; KTUC, Tucson, KSUN, Bisbee; KNOT, Prescott, KAAA, Kingman; KGLU, Safford; KVOY, Yuma; KVNA, Flagstaff; KVNC, Winslow; KNOG, Nogales; KWJB, Globe; KHFH, Sierra Vista, all Ariz.

### SUPPLEMENTARY GROUP

..KXO, El Centro; KMYC, Marysville; KYOS, Merced; KPRL, Paso Robles; KRDG, Redding; KSBW, Salinas; KVEC, San Luis Obispo; all Calif.; KWIN, Ashland; KAST, Astoria; KOOS, Coos Bay; KAJO, Grants Pass; KFJI, Klamath Falls, all Ore.; KELA, Centralia; KGY, Olympia, both Wash.; KBET, Reno, Nev.

### A-Buy in California Group

2171 Ralph Ave., Stockton, Calif

#### STATIONS

KIEM, Eureka; KITO, San Bernardino; KLVD, Bakersfield; KPAY, Chico; KVIP, Redding; KARM, Fresno; KEEN, San Jose; KFIV, Modesto; KIST, Santa Barbara; KIDD, Monterey; KROY, Sacramento; KSTN, Stockton; KSRO, Santa Rosa.

### Air Trails Network

121 N. Main St., Dayton 2, Ohio

Phone: Baldwin 2-3773

President ..... Charles Sawyer  
Exec. V.P. .... J. P. Williams  
Vice Presidents ..... Alex Buchan,  
Ernest A. Gudridge, Victor Bushong

#### STATIONS

WING, Dayton, WCOL-FM-AM, Columbus, WIZE Springfield, all Ohio; WKLO, Louisville, Ky.; WEZE, Boston, Mass.; WEZI, Louisville, Ky.

### Alaska Broadcasting System

1001 Tower Bldg., Seattle, Wash.

Phone: MAin 4-6333

General Manager ..... Wm. J. Wagner  
Representative ..... Alaska Radio-TV Sales

#### STATIONS

KFQD, Anchorage, Alaska; KINY, Juneau, Alaska; KIBH, Seward, Alaska; KIFW, Sitka, Alaska; KLAM, Cordova, Alaska.

### Allegheny Mountain Network

P. O. Box 88, c/o WBLF, Bellefonte, Pa.

Gen. Mgr. .... Cary H. Simpson

#### STATIONS

WKBI, St. Marys; WNBW, Wellsboro; WTRN, Tyrone; WFRM, Coudersport; WBLF, Bellefonte.

### W. Gordon Allen Stations

c/o KGAY, P. O. Box 768, Salem, Ore.

#### STATIONS

KGAY, Salem; KGAL, Lebanon, both Ore.; KMAR, Winnsboro, La.

### All Islands Radio Network

c/o Advertisers Bldg.

Station KGU, Honolulu, Hawaii

Manager ..... William O. Paine

#### STATIONS

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

### American Colonial Broadcasting Stations

c/o WSUR-TV, 1000 Ponce de Leon Ave.,

Santurce, P.R.

President ..... Ralph P. Perry

#### STATIONS

WSUR-TV, Ponce; WKBM-TV, Caguas; WKVM, San Juan, all Puerto Rico.

### George Basil Anderson Stations

c/o KLIR, 6535 W. Jewell, Denver, Colo.

President ..... G. B. Anderson

#### STATIONS

KLIR, Denver, Colo.; KJSK, Columbus, Neb.; KCLO, Leavenworth; KJRG, Newton, both Kan.

### Appalachian Network

1420 Eastern Pkwy., Louisville 4, Ky.

Phone: Highland 3779

Gen., Comm. Mgr. .... Elmo Mills  
Sales Promotion Mgr. .... Harry McTigue  
Program Director ..... Art Grunewald  
Publicity Director ..... Jack Mills  
Chief Engineer ..... Dave Jordan

#### BRANCH OFFICE

P. O. Box 333, London, Ky., Elmo Mills, Gen. Mgr., Phone: Volunteer 4-2148; Representative, Harry McTigue.

#### STATIONS

WFTG, London, Ky.; WCPM, Cumberland, Ky.; WNRG, Grundy, Va.; WMNF, Richwood, W. Va.

### Arizona Network

840 N. Central Ave., Phoenix, Ariz.

Phone: ALpine 8-8181

Pres., Gen. Mgr. .... John L. Hogg  
Comm. Mgr. .... James W. Ross  
Pro. Dir. .... Jack Williams  
Chief. Eng. .... Edward R. Janney

#### STATIONS

KTUC, Tucson; KSUN, Bisbee; KVNA, Flagstaff; KVNC, Winslow; KOY, Phoenix; KVOY, Yuma; KNOT, Prescott; KNOG, Nogales; KHFH, Sierra Vista; KAAA, Kingman; KWJB, Globe; KGLU, Safford.

### Arkansas Network

1001 Spring St., Little Rock, Ark.

General Manager ..... T. K. Barton

Commercial Mgr. .... Lee Bryant

#### 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.

## REGIONAL NETWORKS

Minn.; WHLB, Virginia, Minn.; WEAU, Eau Claire, Wis.; WJMC, Rice Lake, Wis.; WISC, Madison, Wis.

### James D. Asher Stations

c/o WESX, Box 710, Salem, Mass.  
 President.....J. D. Asher

#### STATIONS

WESX, Salem; WGAW, Gardner, WJDA, Quincy.

### Gene Auntry Stations

c/o KOOL, 511 W. Adams, Phoenix, Ariz.  
 President.....Tom Chauncey

#### STATIONS

KOOL, Phoenix; KOLD, Tucson, both Ariz.; KVI, Seattle, Wash.; KMPC, Los Angeles; KSFO, San Francisco.

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c/o KXEL, P. O. Box 2395, Waterloo, Iowa  
 President.....Cy N. Bahakel

#### STATIONS

KXEL, Waterloo, Iowa; WABG-AM-TV, Greenwood, Miss.; WKOZ, Kosciusko, Miss.; WKIN, Kingsport, Tenn.; WRIS, Roanoke, Va.; WLBj, Bowling Green, Ky.; WWOD, Lynchburg, Va.

### Balaban Stations

Broadcast House, St. Louis 8, Mo.  
 Phone: OLive 2-4500

Exec. V.P. & Mgr. Dir.....John F. Box, Jr.  
 Asst. to V.P.; Sales.....Stanley N. Kaplan  
 Admin'stration.....William T. McKibben  
 Admin. Asst.....Harriet Baker  
 Program Director.....John Carney, Jr.  
 Publicity Director.....Dorothy Marx  
 Group Engineer.....David Sandine

#### BRANCH OFFICES

Radio Park, Dallas 18, Tex., Phone: DI 8-3800,  
 Irene Runnels, Mgr.; Radio Park, Milwaukee 8,  
 Wisc., Phone: GL 3-4130, Parker Daggett; Broad-  
 cast House, St. Louis 8, Mo., Phone: OL 2-4500,  
 Harriet Baker; 190 N. State St., Chicago, Ill.;  
 Phone: FR 2-2262, Richard Balaban; 527 Mad-  
 ison Ave., N. Y. 22; Phone: PL 9-7760, Lee Lahey;  
 Leland Office Bldg., Springfield, Ill., Phone: LA  
 8-0465, Milton Friedland; Inman Hotel, Cham-  
 paign, Ill., Phone: FL 2-7673, Milton Friedland;  
 WTVO-TV, N. Meridan Rd., Phone: 3-5413,  
 Harold Froelich.

#### STATIONS

WIL, St. Louis, Mo.; WRIT, Milwaukee, Wisc.;  
 KBOX, Dallas, Tex.; WTVO-TV, Rockford, Ill.;  
 WICS-TV, Springfield, Ill.; WCHU-TV, Cham-  
 pion, Ill.

### W. W. Bankhead Stations

c/o WWWF, 505 Temple Ave., Fayette, Ala.  
 President.....W. W. Bankhead

#### STATIONS

WWWF, Fayette; WWWB, Jasper, WWWR,  
 Russellville, all Ala.

### The Bartell Family Radio Group

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

President.....Gerald A. Bartell  
 Managing Dir.....Lee Bartell

Chief Engineer.....Ralph Evans  
 Program Director.....Al Heacock  
 Publicity Director.....George Goldman

#### BRANCH OFFICES

Number One Nob Hill Circle, San Francisco  
 2, Cal., (KYA) Morton J. Wagner, V.P., Gen.  
 Mgr., Phone: DOuglas 2-2536; Seventh Ave. at  
 Ash, San Diego 1, Cal. (KCBQ) Lee Bartell,  
 Pres., Gen. Mgr., Phone: BELmont 2-7161; 3500  
 N. Sherman Blvd., Milwaukee 16, Wis. (WOKY)  
 Len Schindler, Mgr., Phone: HILLtop 2-0150;  
 730 Fifth Ave., New York 19, N. Y., (WADO)  
 Mel Bartell, Pres., Gen. Mgr., Phone: Circle  
 5-7979.

#### STATIONS

WYDE, Birmingham, Ala.; KCBQ, San Diego,  
 Calif.; WAKE, Atlanta, Ga.; WOKY, Milwau-  
 kee, Wis.; KYA, San Francisco, California;  
 WADO, New York, N. Y.

### Bellinger-Townsend-Kemper Stations

c/o WVMC, P. O. Box 450, Mt. Carmel, Ill.  
 President.....S. P. Bellinger

#### STATIONS

WVMC, Mt. Carmel; WRAM, Monmouth;  
 WIZZ, Streator, all Ill.; WAXX, Chippewa Falls,  
 Wisc.

### Better Music Broadcasters

c/o Broadcast Time Sales  
 509 Madison Ave., New York, N. Y.

#### STATIONS

WAYE, Baltimore; WVNj, Newark; WJMJ,  
 Philadelphia; WCRB, Boston; KIXL, Dallas;  
 KGON, Portland, Me.; KADY, St. Louis, WZIP,  
 Cincinnati; WVCG, Miami; WKYW, Louisville;  
 KBUZ, Phoenix; WDOK, Cleveland.

### BFR Stations

c/o KSO, 1910 Ingersoll Ave., Des Moines, Ia.  
 President.....Larry Bentson

#### STATIONS

KSO, Des Moines, Ia.; WLOL, Minneapolis,  
 Minn.; KDLO-TV, Florence; KPLO-TV, Reliance;  
 KELO-AM-TV, Sioux Falls, all S. D.

### George W. Bingham Stations

c/o WGNy, Old Little Britain Rd.,  
 Newburgh, N. Y.

#### STATIONS

WGNy, Newburgh; WSLB, Ogdensburg;  
 WKIP, Poughkeepsie, all N. Y.

### Black Hawk Broadcasting Stations

c/o KWWL, Insurance Bldg., Waterloo, Ia.  
 President.....Ralph McElroy

#### STATIONS

KWWL-AM-TV, Waterloo, Ia.; KMMT, Austin,  
 Minn.

### Blue Ridge Network

c/o WBAW, Jackson St., Barnwell, S. C.  
 Representative.....Cannon

#### STATIONS

WBAW, Barnwell; WSNW, Seneca; WABU,

Abbeville; WSSC, Sumter; WBHC, Hampton, all South Carolina; WLFA, Lafayette, Ga.

**Booth Broadcasting Co.**

700 Buhl Bldg., Detroit 26, Mich.  
Phone: W0odward 2-0220

Bd. Chmn., Pres. . . . . John L. Booth  
Vice President . . . . . Thomas J. Warner  
Gen. Managers . . . . . R. W. Phillips (WSGW),  
J. R. Fife (WBBC), G. Lasley (WIBM), J. Jeffrey  
(WIOU), M. G. Creel (WJVA), S. Miller  
(WTOD).  
Program Director . . . . . Edwin E. Nyy  
Publicity Director . . . . . Richard Desautel  
Chief Engineer . . . . . Edward H. Clark

**STATIONS**

WJLB, Detroit; WSGW, Saginaw; WBBC, Flint; WIBM, Jackson, all Michigan; WIOU, Kokomo, Ind.; WJVA, South Bend, Ind.; WTOD, Toledo, O.; WMZK-FM, Detroit, Mich.; WMKZ-FM, Jackson, Mich.; WTRT-FM, Toledo, O.

**Charles B. Britt Stations**

c/o WIRY, 301-03 Cornelia St., Plattsburgh, N. Y.  
**STATIONS**

WIRY, Plattsburgh; WBAC, Cleveland, Tenn.; WJBS, Deland; WDSR, Lake City, both Fla.

**Broadcast Advertising, Inc.**

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

President . . . . . James Murley  
Program Director . . . . . E. P. Gieringer  
Merchandising Director . . . . . F. P. Russell  
Representative . . . . . Weed

**STATIONS**

WHDH, Boston, Mass.; WCSH, Portland, Me.; WLBZ, Bangor, Me.; WJAR, Providence, R. I.; WTIC, Hartford, Conn.

**Broadcasting Co. of the South Stations**

c/o WSFA-TV, 10 E. Delano, Montgomery, Ala.  
President . . . . . B. C. Hipp

**STATIONS**

WSFA-TV, Montgomery; WIST, Charlotte, N. C.; WIS-AM-TV, Columbia, S. C.

**Kenyon Brown Stations**

Miami Hotel Bldg., Miami, Okla.  
Phone: KI 2-3303

KGLC, Miami, Okla.

**Paul Bunyan Network**

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

Pres., Gen. Mgr. . . . . Les Biederman  
Comm. Mgr. . . . . Robert Detwiler  
Chief Engineer . . . . . William H. Kiker

**STATIONS**

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

**Burroughs-Randolph Stations**

c/o KMUL, P. O. Box 1058, Muleshoe, Tex.  
President . . . . . J. Burroughs  
**STATIONS**

KMUL, Muleshoe; KZUM, Farmington; KENM, Portales, both N. M.

**Cactus Network**

K.I.U.N. Radio & TV, Pecos, Tex.  
Phone: PEcos 5-2497-8

President . . . . . Barney Hubbs  
Gen. Mgr., Pub. Dir. . . . . Bill Hubbs  
Commercial Mgr. . . . . Cliff Sanderford  
Sales Prom. Mgr. . . . . Dave Martin  
Chief Engr. . . . . Harry Boehnemann  
Program Dir. . . . . Bill Woodruff

**BRANCH OFFICES**

Alpine, Tex.; Gene Hendrix; Ft. Stockton, Tex.; Janes Parr; Cortez, Colo.; Jack Hawkins.

**STATIONS**

KIUN, Pecos; KFST, Ft. Stockton; KVLF, Alpine, all Tex.; KVFC, Cortez, Colo.

**California Farm Network**

2223 Fulton St., Berkeley 4, Cal.  
Phone: TH 3-9600

Manager . . . . . Milton L. Levy  
Radio Director . . . . . Al Tiffany

**STATIONS**

KFL, Los Angeles; KFBK, Sacramento; KMJ, Fresno; KERN, Bakersfield; KOMY, Watsonville; KXO, El Centro; KRE, Berkeley; KBEE, Modesto; KATY, San Luis Obispo; KAFP, Petaluma; KLOK, San Jose, 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.

**California-Oregon TV Trio**

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

Pres., Gen. Mgr. . . . . William B. Smullin  
V.P., Sales . . . . . Donald H. Telford  
V.P., Engr. . . . . Edward A. Malone

**BRANCH OFFICES**

Box 1021, Eureka, Cal. (KIEM-TV) Ed Smith, Mgr., Phone: HI 3-3123; Box 1189, Medford, Ore. (KBES-TV) Jerry Poulos, Mgr., Phone: SP 3-4581; Box 732, Klamath Falls, Ore. (KOTI-TV) Walter Richartz, Mgr., Phone: TU 4-8131.

**STATIONS**

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

**Capital Cities Television Corp.**

65 East 55th St., New York 22, N. Y.  
Phone: PLaza 2-1750

President . . . . . Frank M. Smith  
Gen. Mgrs., Radio . . . . . R. Peebles, D. Weinig  
V.P., Gen. Mgr. TV . . . . . J. P. Dougherty



## REGIONAL NETWORKS

V.P. Charge of Radio.....Michael Joseph  
V.P., Chief Eng.....Daniel H. Smith

### BRANCH OFFICES

Box 10, Albany 1, N. Y., Phone: Albany  
3-2225, Thomas S. Murphy, V.P.; 24 Mason St.,  
Providence, R. I., Phone: PLantations 1-9776,  
J. P. Dougherty, Gen. Mgr.; Box 2009, Durham,  
N. C.; Phone: 2-2111, Harmon L. Duncan, Floyd  
Fletcher, V.P.'s.

### STATIONS

WTEN-TV, WROW, both Albany, N. Y.;  
WPRO-TV, AM, Providence, R. I.; WTVD Raleigh-  
Durham, N. C.

## Carolina Radio Group

Box 609, Durham, North Carolina  
Phone: Durham 8-6129

General Manager.....H. Tom Morris  
Representative.....Pearson

### STATIONS

WTK, Durham; WFLB, Fayetteville, N. C.;  
WKIX, Raleigh; WCEC, Rocky Mt.; WRRF,  
Washington; WGNL, Wilmington; WBBB, Bur-  
lington; WSOC, Charlotte; WGBG, Greensboro;  
WIRC, Hickory; WSAT, Salisbury; WTOB, Win-  
ston-Salem, all N. C.

## Carolina Radio Network

c/o WVOT, P. O. Box 170, Wilson, N. C.

### STATIONS

WVOT, Wilson; WIAM, Williamston; WCPS,  
Tarboro; WEEE, Rocky Mount; WRCS, Ahoskie;  
WELS, Kinston; WRRZ, Clinton; WGBR, Golds-  
boro; WGTC, Greenville; WRRF, Washington;  
WHNC, Henderson; WMPM, Smithfield.

## Cascade Broadcasting Co.\*

P.O. Box 702, Yakima, Washington  
Phone: GLencourt 2-9111

Board Chmn.....A. W. Talbot  
President.....Thomas C. Bostic  
V.P. & Gen. Mgr.....Jack Reber  
V.P. in Chg. of TV Prog.....Jim Nolan  
V.P., TV Sales.....Bill Grogan  
V.P. Radio.....Joe Kendall  
Promotion Mgr.....Ed Morrissey  
Engineering Director.....M. E. Burrill

### STATIONS

KLEW-TV, Lewiston, Idaho; KBAS-TV, Eph-  
rata; KEPR-AM-TV, Pasco; KIMA, KIMA-TV,  
Yakima; KWIQ, Moses Lake, all Wash.

## Cassel Stations

c/o WBRX, Jackson Bldg., Berwick, Pa.

### STATIONS

WBRX, Berwick; WCHA, Chambersburg;  
WATS, Sayre, all Pa.

## CBS Radio Pacific Network

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

V.P. & Gen. Manager.....Fred Ruegg  
Commercial Mgr.....Gordon Mason  
Sales Promotion Mgr.....Arthur Wittum  
Program Director.....Robert P. Sutton

Publicity Dir.....Lloyd Brownfield  
Chief Engineer.....Ted Denton

### BRANCH OFFICES

CBS Radio Spot Sales Offices: 485 Madison  
Avenue, New York, N. Y., Phone: PL 1-2345,  
Milton Allison, V.P.; Sheraton-Palace Hotel, San  
Francisco, Calif., YU 2-7000, Byron Nelson,  
Sales Mgr.; 932 Fisher Bldg., Detroit, Mich.,  
TR 2-5550, 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 8, Ga., TR 4-4407, George  
Crumbley, Jr., Sales Mgr.; Ninth & Sidney Sts.,  
St. Louis 4, Mo., PR 3-1120, Eugene R. Myers,  
Sales Mgr.; 6121 Sunset Blvd., Los Angeles 28,  
Cal., HO 9-1212, Roland McClure, Sales Mgr.

### STATIONS

KNX, Los Angeles, Calif.; KCBS, San Fran-  
cisco, Calif.; KFRE, Fresno, Calif.; KFMB, San  
Diego, Calif.; KROY, Sacramento, Calif.;  
KERN, Bakersfield, Calif.; KINS, Eureka,  
Calif.; KOIN, Portland, Ore.; KFIR, North Bend,  
Ore.; KERK, Eugene, Ore.; KFLW, Klamath  
Falls, Ore.; KYJC, Medford, Ore.; KRNR, Rose-  
burg, Ore.; KIRO, Seattle, Wash.; KXLY, Spo-  
kane, Wash.; KEPR, Kennewick, Wash.; KIMA,  
Yakima, Wash.; KOLO, Reno, Nev.; KVCV,  
Redding, Calif.; KHSL, Chico, Calif.

## CBS Television Pacific Network

1313 North Vine St., Los Angeles 28, Calif.  
Phone: OLive 1-2345

President.....Merle S. Jones  
General Manager.....Clark B. George  
Sls. Prom., Info. Serv. Dir.....Austin Heywood  
Comm. Mgr.....Robert D. Wood  
Prog. Director.....Donald M. Hine  
Engineer in Charge.....Edwin Miller

### STATIONS

KTVA, Anchorage, Alaska; KTVF, Fair-  
banks, Alaska; KIVA, Yuma, Ariz.; KBAK-TV,  
Bakersfield, Calif.; KHSL-TV, Chico, Calif.;  
KIEM-TV, Eureka, Calif.; KFRE-TV, Fresno,  
Calif.; KNXT, 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.; KGMB-TV, Honolulu, Hawaii; KLEW-TV,  
Lewiston, Idaho; KMSO-TV, Missoula, Mont.;  
KLAS-TV, Las Vegas, Nev.; KOLO-TV, Reno,  
Nev.; KBES-TV, Medford, Ore.; KOTI-TV, Kla-  
math Falls, Ore.; KOIN-TV, Portland, Ore.;  
KVOS-TV, Bellingham, Wash.; KIRO-TV, Se-  
attle, Wash.; KXLY-TV, Spokane, Wash.;  
KIMA-TV, Yakima, Wash.; KEPR-TV, Pasco,  
Wash.; KEY-TV, Santa Barbara, Calif.; KBAS-  
TV, Ephrata, Wash.

## Central South Carolina Radio Network

P. O. Box 748, c/o WCOS, Columbia, S. C.  
General Manager.....G. H. Buck, Jr.

### STATIONS

WCOS, Columbia; WKDK, Newberry; WDIX,

## REGIONAL NETWORKS

Orangeburg; WFIG, Sumter.

### Clearfield Broadcasters Stations

c/o WCPA, 215 Church St., Clearfield, Pa.  
President.....W. K. Ulerich

#### STATIONS

WCPA, Clearfield; WDAD, Indiana, both Pa.;  
WJCM, Sebring, Fla.

### John C. Cohan Stations

c/o KVEC, P. O. Box 787, San Luis Obispo, Calif.  
President.....J. C. Cohan

#### STATIONS

KVEC, KSBY-TV, San Luis Obispo; KSBW-TV,  
Salinas, all Calif.

### Colorado Network

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

Representative .....Cory

#### STATIONS

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

### 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 Sinnelt  
National Rep.....CBS Radio Spot Sales

#### STATIONS

WEEL, Boston, Mass.; WHYN, Springfield-Holyoke, Mass.; WDRC, Hartford; WBRY, Waterbury, Conn.; WPRO, Providence, R. I.; WGAN, Portland, Maine; WCAX, Burlington, Vt.

### Community Broadcasting Service Stations

c/o WAGM, 489 Main St., Presque Isle, Me.  
President.....H. H. Hildreth

#### STATIONS

WAGM-AM-TV, Presque Isle; WABI, Bangor;  
WPOR, Portland, all Me.

### Concert Network, Inc.

171 Newbury St., Boston 16, Mass.  
Phone: COpley 7-6020

President.....I. Mitchell Hastings  
General Manager.....John R. Thornton  
Program Director.....John Q. Adams  
Chief Engineer.....David Passell

#### BRANCH OFFICES

11 E. 47th St., New York, N. Y.  
Phone: PL 2-0870

Gen. Mgr., Lawrence L. Wynn; P. O. Box 1062,  
Hartford, Conn. Phone: BEverly 5-8622, Ch.  
Engr., Wm. Meola; P. O. Box 1015, Providence,  
R. I., Phone: NI 7-4827, Ch. Engr., Wm. Hlavas.

#### STATIONS

WNCN, N.Y.C.; WBCN, Boston, Mass.;  
WHCN, Hartford, Conn.; WXCN, Providence,  
R.I.; WMTW, Poland Springs, Me.

### The Connecticut State Network

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

President.....Samuel R. Elman  
Vice President.....Edward Obrist  
Secretary.....Paul Baumgartel  
Directors.....Ed Waller,  
Julian Schwartz, John Ellinger, Donald Lasser,  
R. L. Chalmers.

#### STATIONS

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

### Consolidated Sun Ray Stations

c/o WPEN, 2212 Walnut St., Philadelphia, Pa.  
President.....W. Sylik

#### STATIONS

WPEN, Phila.; WALT, Tampa, Fla.; WSAI,  
Cincinnati, O.

### Continental Broadcasters Stations

c/o KCKN, 4121 Minnesota, Kansas City, Kan.  
President.....C. Blumenthal

#### STATIONS

KCKN, Kansas City; WARL, Washington,  
D. C.; WROV, Roanoke, Va.; WCMS, Norfolk,  
Va.

### Continental Broadcasting

Box 1389, Wilmington, Del.  
Phone: OLYmpia 4-8881

Pres.....O. Wayne Rollins  
V.P.'s.....Mrs. M. P. Copley, H. B. Tippie  
V.P., Dir. of Sales.....Albert R. Lanphear  
Dir. of Pub. Relat.....Tim Crow  
Eng. Dir.....G. Russell Chambers

#### BRANCH OFFICES

565 Fifth Ave., New York, N. Y., Phone  
OXford 7-7040, Graeme Zimmer, Nat'l. Sales  
Mgr.; 75 E. Wacker Dr., Chicago 1, Ill., Phone:  
FI 6-8611, John Wilson, Midwest Sales Mgr.

#### STATIONS

WNJR, Newark, N. J.; WBEE, Chicago, Ill.;  
WRAP, Norfolk, Va.

### Cook, Paint & Varnish Stations

c/o KFRM, KBBC Bldg., Concordia, Kan.  
President.....D. Davis

#### STATIONS

KFRM, Concordia; KMOS-TV, Sedalia; KMBC-  
AM-TV, Kansas City, both Mo.

### Corinthian Broadcasting Corporation

630 Fifth Avenue, New York 20, N. Y.  
Phone: PLaza 7-0500

President.....C. Wrede Petersmeyer  
Sec.-Treas.....Robert F. Bryan  
Admin. V.P. Treas.....Johnston F. Northrop  
Dir. Sales.....Don L. Kearney  
Dir. Programming, Sec.....Robert H. Salk

## REGIONAL NETWORKS

Dir. Research.....Charles H. Smith  
Dir. Engineering.....George G. Jacobs  
Dir. Pub. Rel. & Sp. Events...Herman W. Land  
BRANCH OFFICES

302 S. Frankfort, Tulsa 20, Okla., Phone:  
Luther 2-9233, George Stevens, Exec-in-Charge;  
1900 Prudential Bldg., Houston 25, Tex., Phone:  
JACKSON 9-4811, James C. Richdale, Jr., Exec-  
in-Charge; 601 Seventh Ave., Sacramento 18,  
Calif., Phone: GILBERT 1-4041, Richard P. Hogue,  
Exec-in-Charge; West State Blvd. at Broadcast,  
Ft. Wayne 15, Ind., Phone: ANTHONY 9411,  
Reid G. Chapman, Exec-in-Charge; 1440 N.  
Meridan St., Indianapolis 2, Ind., Phone: MEL-  
rose 4-6411, Robert G. McConnell, Exec-in-  
Charge.

### STATIONS

WISH-AM-TV, Indianapolis, Ind.; WANE-  
AM-TV, Fort Wayne, Ind.; KOTV, Tulsa, Okla.;  
KHOU-TV, Houston, Tex.; KXTV, Sacramento,  
Calif.

### Sherrill Corwin Stations

c/o KAKE P. O. Box 1240, Wichita, Kan.

### STATIONS

KAKE-AM-TV, Wichita; KBAF-FM-TV, San  
Francisco; KFMW-FM, San Bernardino; KFMX-  
FM-TV, San Diego; KFMU-FM, Los Angeles.

### Country Music Network

730 Fifth Ave., New York 19, N. Y.

Phone: Circle 6-7242

President.....Charles "Chuck" Bernard  
Asst. to President.....Rita Hughes  
Promotion Director.....Leonard Kessler  
Sales Dir.....Dick Buchbinder

### BRANCH OFFICES

New Howard Hotel, 8 N. Howard St.

Baltimore 1, Md.

Phone: LE 9-1680

Exec. in Chg.....Miss L. Wentworth  
672 S. Lafayette Park, Los Angeles 5, Calif.  
Phone: DUNKIRK 2-3200

Exec. in Chg.....Harlan Oakes  
260 Kearny St., San Francisco 8, Calif.  
Phone: EXBROOK 7-4827

Exec. in Chg.....Ed Gamrin

### STATIONS

KIKK, Bakersfield, Cal.; KPIK, Colorado  
Springs; KLAQ, Denver; WARL, Washington,  
D. C.; WOOO, DeLand-Daytona Beach; WMIE,  
Miami; WHBO, Tampa; KCKN, Kansas City;  
WBMD, Baltimore; KEVE, Minneapolis-St. Paul;  
KWAM, Memphis; KCUL, Fort Worth-Dallas;  
KRCT, Houston; KSOP, Salt Lake City; WCMS,  
Norfolk, Va.; WEXL, Detroit; KOOO, Omaha;  
WQIK, Jacksonville; WPFA, Pensacola; KDAV,  
Lubbock, Tex.; KZIP, Amarillo, Tex.; WENO,  
Nashville, Tenn.; WKXY, Knoxville, Tenn.;  
WQSN, Charleston, S. C.; WPNX, Columbus,  
Ga.; WTJH, Atlanta, Ga.; WABB, Mobile, Ala.;  
KHAT, Phoenix; KMOP, Tucson; WHIY, Or-  
lando; WRFB, Tallahassee; KCKN, Kansas  
City, Kan.; WCBG, Chambersburg, Pa.; WLDB,  
Atlantic City, N. J.; WTAQ, LaGrange, Ill.;  
WREM, Rensselaer-Utica-Rome, N. Y.; WWCC,  
Bremen, WV; WJIV, Savannah, both Ga.; WOCH,  
N. Vernon, Ind.; WCTT, Corbin, WTMT, Louis-

ville, both Ky.; WYNK, Baton Rouge, WIKC,  
Bogalusa, KCIJ, Shreveport, all La.; WABW,  
Annapolis, Md.; WESO, Southbridge, Mass.;  
WHGR, Houghton Lake, Mich.; WEW, St.  
Louis; KCLV, Clovis, N. M.; WAGY, Forest  
City, WFSC, Franklin, WPNC, Plymouth,  
WMPM, Smithfield, all N. C.; WWIZ, Lorain,  
O.; KILPR, Okla. City; KKEY, Portland, Ore.;  
WAVL, Apollo, WPTS, Pittston, WPAZ, Potts-  
town, WKMC, Roaring Spgs., all Pa.; WBLR,  
Batesburg, WDKD, Kingstree, all S. C.; KHEM,  
Big Spring, KGRI, Henderson, KETX, Livingston,  
all Tex.; WPRW, Manassas, WJWS, S. Hill,  
WKCW, Warrenton, all Va.; WTIP, Charleston,  
W. Va.

### Cowles Stations

c/o KRNT, 9th & Pleasant Sts.,

Des Moines, Iowa

### STATIONS

KRNT-AM-TV, Des Moines; KTVH, Hutchin-  
son, Kan.; WCCO-AM-TV, Minneapolis, Minn.

### James M. Cox Stations

c/o WSB, 1601 W. Peachtree N.E. Atlanta, Ga.  
President.....J. M. Cox, Jr.

### STATIONS

WSB-AM-TV, Atlanta; WCKT, Miami; WHIO-  
AM-TV, Dayton, O.; WSOC-AM-TV, Charlotte,  
N. C.

### 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.; WLWT (TV), WLW (Radio),  
Cincinnati; WLW-D (TV), Dayton; WLW-C (TV),  
Columbus, all Ohio.

### Crowell-Collier Publishing Stations

c/o KEWB, 2150 Franklin St., Oakland, Calif.  
President.....R. M. Purcell

### STATIONS

KEWB, Oakland; KFVB, Los Angeles; WISK,  
St. Paul, Minn.

### Dandy Broadcasting Stations

c/o KDEO, 3911 Pacific Hwy., San Diego, Calif.  
President.....R. E. Sharon

### STATIONS

KDEO, El Cajon; KQEO, Albuquerque; KLEO,  
Wichita, Kan.

### Denver Metropolitan Markets Group

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

Sales Mgr.....L. L. Meyer

### STATIONS

KYSN, Colorado Springs; KIMN, Denver;  
KGHF, Pueblo.



===== **REGIONAL NETWORKS** =====

**Vic Diehm Radio Group, Inc.**

706-716 Hazleton Nat'l. Bank Bldg.  
Hazleton, Pa.

Phone: GL 4-3531

President ..... Victor C. Diehm  
Administration Assistant... Kathryn E. Kahler  
Commercial Mgr..... Robert J. Sacco  
National Sales Manager..... Thomas A. Tito  
Program Director..... Robert Williams  
Publicity Director..... Paul Cerula  
Chief Engineer..... Arthur Deters  
Sales Prom. Manager..... Willard Camperson

**BRANCH OFFICES**

Hazleton Nat'l. Bank Bldg., Hazleton, Pa.  
(WAZL) Victor C. Diehm, Phone: GL 4-3531;  
Colorado & Poplar Sts., Allentown, Pa. (WHOL)  
Victor C. Diehm, Phone: HEMlock 4-4801;  
Bloomsburg, Pa. (WHLM) Harry L. Magee.  
Phone: STerling 4-5500.

**STATIONS**

WAZL, Hazleton; WHOL, Allentown; WHLM,  
Bloomsburg, all Pa.; WTAL, Tallahassee, Fla.

**Dixie Broadcasting System**

P. O. Box 1008, Hattiesburg, Miss.  
Phone: JUNiper 3-1743

Pres., Gen. Mgr..... Charles W. Holt  
Commercial Mgr..... Stanley Lightsey  
Sales Prom. Mgr..... Frank Zainoski  
Prog., Pub. Dir..... Connie I. Holt  
Chief Engineer..... Charles Sharpling

**BRANCH OFFICES**

Montgomery, Ala. (WHHY) Robert N. Robin-  
son; Tulsa, Okla. (KOME) Stan Hagam; Mc-  
Comb, Miss. (WHNY) Carroll Hines.

**STATIONS**

WHSY, Hattiesburg, Miss.; WNSL, Laurel,  
Miss.; WHNY, McComb, Miss.; WBOX, Bogal-  
usa, La.; WARB, Covington, La.; WHHY,  
Montgomery, Ala.; WQBC, Vicksburg, WGVM,  
Greenville; WABG, Greenwood; WCLD, Cleve-  
land, all Miss.; WFUN, Huntsville; WAGF,  
Dothan, both Ala.; WMEN, Tallahassee, Fla;  
WROK, Clarksdale; WNAT, Natchez, both Miss.

**Dixie Network**

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

President ..... A. B. Robinson  
V. P., Gen. Mgr..... Jack Cecil  
Representative... Venard, Rintoul, McConnell

**STATIONS**

..WDXI, Jackson; WENK, Union City; WPTR,  
Paris; WDXE Lawrenceburg; WDXL Lexing-  
ton; WDXN Clarksville, all Tennessee;  
WCMA Corinth, Miss.

**Dolph-Petty Stations**

c/o KJBS, 1470 Pine St., San Francisco, Calif.  
President..... H. L. Petty

**STATIONS**

KJBS, San Francisco; KUDE, Oceanside, both  
Calif.; WPEO, Peoria, Ill.; WMT-TV, Cedar  
Rapids, Ia.

**Dixie Radio Stations**

c/o WDLF, 323 W. Beach Dr., Panama City, Fla.  
President..... D. Brannen

**STATIONS**

WDLF, Panama City, WCOA, Pensacola;  
KCLP, Rayville; KCIL, Houma, La.

**Donrey Media Group**

Southwestern House, Las Vegas, Nev.  
Phone: DU 4-4660

President..... Donald W. Reynolds  
Vice President..... William D. Stiles

**STATIONS**

KFSA-AM-TV, Ft. Smith, Ark.; KLRJ-TV, Las  
Vegas; KOLO-AM-TV, Reno, both Nev.; KOKL,  
Okmulgee, Okla.; KGNS-TV, Laredo, Tex.

**R. H. Drewry Stations**

c/o KGWA, 115½ E. Broadway, Enid, Okla.

**STATIONS**

KGWA, Enid; KSWO-AM-TV, Lawton; KRHD,  
Duncan, all Okla.; KMID-TV, Midland, Tex.

**Duhamel Enterprises Stations**

c/o KOTA, 524½ 6th St., Rapid City, S. D.

President..... Helen Duhamel

**STATIONS**

KOTA-AM-TV, Rapid City; KDUH-TV, Hay  
Springs, Neb.

**East Coast Network**

Box 509, Edenton, N. C.

Phone: Edenton 2178

President ..... E. M. Schuman

**STATIONS**

WCDJ, Edenton, N. C.; WMBL, Morehead  
City; WTAB, Tabor City; WOOW, Washington;  
all N. Car.

**East Texas Network**

205 Austin St., Center, Tex.

Phone: LYric 8-3304

Pres., Gen. & Coml. Mgr..... Tom E. Foster  
Chief Eng. .... Harlan Riley

**STATIONS**

KRBA, Lufkin; KDET, Center; KEEE, Nacog-  
doches; KTXJ, Jasper; KIVY, Crockett; KNET,  
Palestine; KEBE, Jacksonville; KWRD, Hender-  
son; all Texas.

**Ellman-Morici Stations**

c/o KIST, Balboa Bldg., Santa Barbara, Calif.

**STATIONS**

KIST, Santa Barbara; KRAM, Las Vegas,  
Nev.; KGMS, Sacramento.

**Erdman Stations**

c/o WTKO, 113 S. Cayuga St., Ithaca, N. Y.

President..... E. E. Erdman

**STATIONS**

WTKO, Ithaca; WOLF, Syracuse; WACK,  
Newark, all N. Y.

## REGIONAL NETWORKS

### Epperson Stations

c/o WPVA, Box 87, Petersburg, Va.  
President.....H. E. Epperson, Jr.  
STATIONS

WPVA, Petersburg; WBRG, Lynchburg, both Va.; WPAQ, Mt. Airy; WPNC, Plymouth; WLSN, Wilson, all N. C.

### Ernst Stations

c/o KRTR, 500 B'way., Thermopolis, Wyo  
Gen. Manager.....Mildred V. Ernst  
STATIONS

KRTR, Thermopolis; KWOR, Worland; KWRB-TV & KWRL, Riverton, all Wyo.

### Evening Star Stations

c/o WSVA, Rawley Pike, Harrisonburg, Va.  
President.....J. W. Thompson, Jr.  
STATIONS

WSVA-AM-TV, Harrisonburg; WMAL-AM-TV, Washington, D. C.

### Farm & Home Radio

Cedar & Division, Grand Island, Nebr.  
Phone: DU 2-2800

President.....Don Searle  
Exec. V.P.....Bill Martin  
Commercial Mgr.....Bill Moore  
Business Mgr.....Willard Morton  
Program Dir.....Bill Delzell  
Chief Engineer.....U. L. Lynch  
STATIONS

KMMJ, Grand Island, Neb.; KXXX, Colby, Kans.

### Theodore Feinstein Stations

c/o WNBP, Traffic Circle, Newburyport, Mass.  
STATIONS

WNBP, Newburyport; WLYN, Lynn, both Mass.; W TSA, Brattleboro, Vt.; WOTW, Nashua, N. H.

### Fetzer Stations

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

President.....John E. Fetzer  
Executive V.P. & Gen. Mgr.....Carl E. Lee  
Treasurer.....E. L. Tait  
Secretary.....Robt. C. Van Horn  
STATIONS

WKZO-AM-TV Kalamazoo, KOLN TV Lincoln, Neb.; WJEF AM-FM, Grand Rapids; WWTW, Cadillac, Mich.; WMBD AM-FM-TV, Peoria, Ill.

### Fisher Stations

c/o KBZY, 369 High St., N.E. Salem, Ore.  
President.....C. O. Fisher  
STATIONS

KBZY, Salem; KUMA, Pendleton; KUGN, Eugene, all Ore.

### Formby Stations

c/o KACT, P. O. Box 638, Andrews, Tex.  
STATIONS

KACT, Andrews; KPAN, Hereford; KFLD, Floydada; KSML, Seminole; KTUE, Tulia, all Tex.

### Founders Corp. Stations

c/o WFBL, P. O. Box 1390, E. Syracuse, N. Y.  
President.....H. E. Anderson  
STATIONS

WFBL, Syracuse; KPOA, Honolulu; WSBM, New Orleans.

### French Program Network of New England

10 Center St., Chicopee, Mass.  
Vice President.....Leon Alarie  
STATIONS

WPAW, Pawtucket; WNRI, Woonsocket, both R. I.; WREB, Holyoke; WNBH, New Bedford; WALE & WSAR, Fall River; WORC, Worcester; WESO, Southbridge-Webster, all Mass.; WPCT, Putnam; WILI, Willimantic, both Conn.; WIDE, Biddeford; WLAM, Lewiston, both Me.; WKCB, Berlin; WFEA, WGIR, & WKBR, Manchester, all N. H.

### Friendly Group

Exchange Realty Bldg., Steubenville, O.  
Phone: ATLantic 2-6265

President.....Jack N. Berkman  
Exec. V.P., Gen. Mgr.....John J. Laux  
Commercial Mgr.....Joseph M. Troesch  
Sales Prom. Mgr. & Pub. Dir.....George H. Wilson  
National Sales-Radio.....Lee Gaynor  
Chief Engineer.....Charles Shepherd  
BRANCH OFFICES

60 E. 42nd St., New York 17, N. Y., Phone: OX 7-0306, Lee Gaynor, Nat'l. Sales Mgr.; 211 Smithfield St., Pittsburgh 22, Pa., Phone: GR 1-3288, C. H. McFarland.

### STATIONS

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

### Frontier Broadcasting Stations

c/o KFBC, 2923 E. Lincolnway, Cheyenne, Wyo.  
President.....R. S. McCracken  
STATIONS

KFBC-AM-TV, Cheyenne; KQRS, Rock Springs, both Wyo.; KSTF, Scottsbluff, Neb.

### J. A. Gallimore Stations

c/o WABV, Highway 28, Abbeville, S. C.  
President.....J. A. Gallimore  
STATIONS

WABV, Abbeville; WBAW, Barnwell; KHBC, Hampton; WSNW, Seneca; WSSC, Sumpter, all S. C.

### Gamble-Lane Stations

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

President.....Ted R. Gamble  
Executive V.P.....C. Howard Lane  
STATIONS

KOIN TV-AM-FM, Portland, Ore.; KAST, Astoria, Ore.

## REGIONAL NETWORKS

### Gannett Stations

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

Exec. Vice-President ..... Paul 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.; WENY, Elmira, WHDL, Olean, both N. Y.; KOVR-TV, Stockton, Calif.

### Gila Broadcasting Stations

c/o KVNC, Box 373, Winslow, Ariz.

President..... L. F. Long

#### STATIONS

KVNC, Winslow; KGLU, Safford; KWJB, Globe; KCKY, Coolidge; KCLF, Clifton, all Ariz.

### A. L. Glassmann Stations

c/o KGEM, Box 4158, Boise, Idaho

President..... C. Heftel

#### STATIONS

KGEM, Boise; KLIx-AM-TV, Twin Falls, both Idaho; KLO, Ogden; KUTV, Salt Lake City, both Utah.

### Gold Seal Stations

c/o WGTO, Box 123, Cypress Gardens, Fla.

President..... S. E. Hubbard

#### STATIONS

WGTO, Cypress Gardens; KOB-AM-TV, Albuquerque, N. M.; KSTP-AM-TV, St. Paul-Minn., Minn.

### Good Neighbor Stations, Inc.

155 Front St., Manchester, N. H.

Phone: NAtional 4-4075

President..... W. F. Rust, Jr.  
Gen. Sls. Prom. Mgr..... Ralph Gottlieb  
Comm. Mgr..... James McCann  
Pgm. Director..... Wm. Morrissey  
Chief Engineer..... Albert Davis

#### BRANCH OFFICES

Box 1747, York, Pa. (WNOW) W. F. Rust, Jr., Pres., Gen. Mgr., Phone: 2-7821; Seventh & Hamilton Sts., Allentown, Pa. (WAEB) Bob Ackley, Sta. Mgr., Phone: HEmlock 4-9364; Dover, N. H. (WTSN) Ed Callahan, Sta. Mgr., Phone: SHERwood 2-5951; 39 Mt. Vernon St., Keene, N. H. (WKBK) Robert Berry, Sta. Mgr., Phone: ELmwood 2-6113; 7 East 47th St., NYC, Peggy Stone, V.P. Radio-TV Reps, Inc., Phone: MU 8-4340.

#### STATIONS

WKBR, Manchester; WKBK, Keene; WTSN, Dover, all in New Hampshire; WNOW, York, Pa.; WAEB, Allentown, Pa.

### Cary L. Graham Stations

c/o WANA, Box 509, Anniston, Ala.

#### STATIONS

WANA, Anniston; WETO, Gadsden; WPID, Piedmont, all Ala.

### Great Northern Bestg. System

P. O. Box 1226, Fargo, N. Dak.

Phone: 3584

President..... E. J. McKellar  
Sec.-Treas..... R. L. Owens

#### 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.; KGDE, Fergus Falls, Minn.; KNOX, Grand Forks, N. D.; KGCX, Sidney, Mont.

### Great Western Network

130 Social Hall Ave., Salt Lake City 11, Utah

Phone: DA 2-5681

General Mgr..... Norman Louvac  
Comm. Mgr..... Carson Rennie  
Sales Prom. Mgr..... Joe Cooke  
Publicity Dir..... Tom Wayman  
Program Dir..... Ed Kemp  
Chief Engineer..... A. L. Gunderson

#### STATIONS

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

### Green Valley Group

c/o WINC, Kerr St., Winchester, Va.

President..... Marion P. Lewis

#### STATIONS

WINC, Winchester; WFVA, Fredericksburg; WAGE, Leesburg; WSIG, Mt. Jackson, all Va.; WELD, Fisher, W. Va.; WHYL, Carlisle; WAYZ, Waynesboro, both Pa.

### Agnes Jane Reeves Greer

#### Stations

c/o WAND, 106 High Ave., N.W., Canton, O.

#### STATIONS

WAND, Canton; WJER, Dover, both O.; WAJR, Morgantown, W. Va.; WJKF-TV, Pittsburgh, Pa.

### Griffin Radio-TV

Box 1618, Muskogee, Oklahoma

Phone: MU 7-6311

President..... James C. Leake  
Sales Prom., Pub. Dir..... Charles Larkin  
Chief Engineer..... Robert Snider

#### BRANCH OFFICES

P.O. Box 9697, Tulsa, Okla. (KTUL-TV) Bill Swanson, Mgr., Phone: Hickory 6-6184; P.O. Box 1788, Little Rock, Ark. (KATV) John Fugate, Mgr., Phone: FRanklin 4-1691; P.O. Box 8557, Tulsa, Okla. (KTUL) James P. Walker, Mgr., Phone: Fillmore 5-1311; P.O. Box 8788, Okla. City, Okla. (KWTV) Edgar T. Bell, Mgr., Phone: Victor 3-6641.

#### STATIONS

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

### D. Spencer Grow Stations

c/o KEEP, P. O. Box 511, Twin Falls, Idaho

#### STATIONS

KEEP, Twin Falls; KEYY, Provo, Utah; KEXO, Grand Junction, Colo.



## REGIONAL NETWORKS

### Harpole Stations

c/o KVOZ, San Antonio Highway, Laredo, Tex.  
President.....W. J. Harpole

#### STATIONS

KVOZ, Laredo; KEPS, Eagle Pass; KVOU, Uvalde; KVOP, Plainview, all Tex.

### Harris-Alexander-Jones Stations

c/o KELP, 4530 Delta St., El Paso, Tex.  
President.....N. Alexander

#### STATIONS

KELP-AM-TV, El Paso; KXLY-AM-TV, Spokane, Wash.

### Hawaiian Broadcasting System, Ltd.

1534 Kapiolani Blvd., Honolulu 14, Hawaii  
Phone: 92-011

President.....Arthur Wood  
Gen. Manager.....M. Franklyn Warren  
Sales Mgr. TV.....Robert Sevey  
Sales Mgr. Radio.....Charles C. Crockett  
Sales Prom. Mgr., Pub. Dir.....Colleen L. Ng  
Chief Eng.....Ronald Miyahira

#### STATIONS

KGMB, AM-TV, Honolulu; KMAU-TV, Wailuku; KHBC AM-TV, Hilo, all Hawaii.

### Hawkins-Hubbs Stations

c/o KVLFF, P. O. Box 779, Alpine, Tex.

#### STATIONS

KVLFF, Alpine; KFST, Ft. Stockton; KIUN, Pecos, all Tex.; KVFC, Cortez, Colo.

### 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

#### STATIONS

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

### Heart of the Black Hills Stations

c/o KRSD, 1438 Mountain View Rd.,  
Rapid City, S. D.

President.....J. Daniels

#### STATIONS

KRSD-AM-TV, Rapid City; KDSJ-AM-TV, Deadwood, both S. D.

### Herald Tribune Radio Network Stations

595 Madison Ave., New York, N. Y.

Gen. Mgr.....Gustave Nathan

#### STATIONS

WVOX, New Rochelle; WFYI, Mineola; WVIP, Mt. Kisco; WGHQ, Saugerties, all N. Y.

### Highland Stations

Box 460, Keene, N. H.  
Phone: Elmwood 2-9230

President.....Joseph K. Close

#### STATIONS

WKNE, Keene, N. H.; WKNY, Kingston, N. Y.; WKVT, Brattleboro, Vt.; WBRK, Pittsfield, Mass.

### The Hildreth Network

57 State St., Bangor, Maine  
Phone: Bangor 6446

President.....Horace A. Hildreth  
V.P., Gen. Mgr.....Walter L. Dickson  
Nat'l. Sales Mgr. Radio.....William J. Mullen  
Nat'l. Sales Mgr. TV.....Robert J. Gold

#### BRANCH OFFICES

57 State St., Bangor, Me., Phone: 6446, WABI, John MacRae, Mgr., WABI-TV, Richard B. Bronson, Mgr.; 489 Main St., Presque Isle, Me., Phone: Porter 9-2461, Stanley A. Lyons, Mgr.; 477 Congress St., Portland, Me., Phone: SPruce 38111, Raymond Mercier, Mgr.

#### STATIONS

WABI-AM-TV, Bangor; WAGM-AM-TV, Presque Isle; WPOR, Portland, all Maine.

### Oscar C. Hirsch Stations

c/o KFVS, 324 Broadway, Cape Girardeau, Mo.  
General Manager.....O. C. Hirsch

#### STATIONS

KFVS-AM-TV, Cape Girardeau; KFMO, Flat River, both Mo.; WHCO, Sparta, Ill.

### Holt Stations

c/o WHHY, P. O. Box 1841, Montgomery, Ala.  
President.....C. W. Holt

#### STATIONS

WHHY, Montgomery; KOME, Tulsa, Okla.; WHNY, McComb; WHSY, Hattiesburg, both Miss.

### Hook Stations

c/o WKIZ, P. O. Box 1487, Key West, Fla.

#### STATIONS

WKIZ, Key West; WELZ, Belzoni; WDOB, Canton; WMAG, Forest, all Miss.; WRUS, Russellville, Ky.

### Horton-Kincaid Stations

c/o WHOO, 311 N. Rosalind Ave., Orlando, Fla.  
Owner.....G. D. Kincaid

#### STATIONS

WHOO, Orlando; WVLK, Lexington; WFKY, Frankfort, both Ky.

### Rex G. Howell Stations

c/o KREX, P. O. Box 30, Grand Junction, Colo.  
STATIONS

KREX-AM-TV, Grand Junction; KGLN, Glenwood Springs; KREY-TV, Montrose, all Colo.

### Birney Imes Jr. Stations

c/o WCBI, P. O. Box 271, Columbus, Miss.  
President.....B. Imes, Jr.

#### STATIONS

WCBI-AM-TV, Columbus; WROX, Clarksdale; WNAG, Granada; WMOX, Meridian; WELO, Tupelo.

**Imperial Broadcasting System, Inc.**

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

V.P. & Gen. Mgr.....Frank W. Crane  
Commercial Mgr.....Mal Ewing  
Production Mgr.....Bill Gebeau  
Publicity Dir.....Bill Warren  
Chief Eng.....David Matton

**STATIONS**

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

**Robert E. Ingsted Stations**

c/o KBMW, 519 Dakota Ave., Wahpeton, N. D.  
President.....R. E. Ingsted

**STATIONS**

KBMW, Breckenridge; KLOP, Long Prairie;  
KWAD, Wadena, all Minn.; KEYD, Cakes; KEYJ,  
Jamestown; KOVC, Valley City; all N. D.

**Intermountain Network, Inc.**

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

Phone: Empire 4-3561

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

**BRANCH OFFICE**

P.O. Box 1408, Edgewater Branch, Denver,  
Colo., Phone: BELmont 7-2734, V.P. in Chg.,  
Jack Shapiro.

**STATIONS**

KIMN, Denver, Colo.; KGHF, Pueblo, Colo.;  
KYSN, Colo. Springs, Colo.; KCRT, Trinidad,  
Colo.; KBNZ, La Junta, Colo.; KLMR, Lamar,  
Colo.; KG1W, Alamosa, Colo.; KYOU, Greeley,  
Colo.; KCOL, Ft. Collins, Colo.; KWIK, Pocatello,  
Idaho; KIFL, Idaho Falls, Idaho; KLIJ, Twin  
Falls, Idaho; KRAL, Rawlins, Wyo.; KGEM,  
Boise, Idaho; KBMY, Billings, Mont.; KATL,  
Miles City, Mont.; KPRK, Livingston, Mont.;  
KOPR, Butte, Mont.; KXLJ, Helena, Mont.; KKLO,  
Lewistown, Mont.; KOAL, Price, Utah; KMON,  
KOVO, Provo, Utah; KVNU, Logan, Utah;  
KSVC, Richfield, Utah; KVEL, Vernal, Utah;  
Great Falls, Mont.; KBTK, Missoula, Mont.;  
KDGO, Durango, Colo.; KNEB, Scottsbluff, Neb.;  
KORK, Las Vegas, Nev.; KOLR, Sterling, Colo.;  
KALL, Salt Lake City, Utah; KLO, Ogden, Utah;  
KURA, Moab, Utah; KVRS, Rock Springs, Wyo.;  
KOVE, Lander, Wyo.; KVOC, Casper, Wyo.;  
KWYO, Sheridan, Wyo.; KPOW, Powell, Wyo.;  
KFBC, Cheyenne, Wyo.

**Ivy Network of College Stations**

242-A Yale Station, New Haven, Conn.

General Manager.....W. N. Frank, Jr.

**STATIONS**

. WBRU (Brown), Providence; WVBR (Cornell),  
Ithaca; WKCR (Columbia), New York; WHRB  
(Harvard), Cambridge; WXPB (Penn), Phila.;  
WPRB (Princeton), Princeton; WYBC (Yale),  
New Haven.

**James Broadcasting Stations**

c/o WDOE, Willow Rd., Dunkirk, N. Y.

President.....S. Goldman

**STATIONS**

WDOE, Dunkirk; WITN, Jamestown; WGGO,  
Salamanca, all N. Y.

**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.; WBIG, Greenville, N. C.; WFMY-  
TV, Greensboro, N. C.

**William F. Johns Family Stations**

c/o WMIN, 611 Frontenac Pl., St. Paul, Minn.  
General Manager.....W. F. Johns, Jr.

**STATIONS**

WMIN, St. Paul; KRIB, Mason City, Ia.;  
WOSH, Oshkosh, Wisc.; KIHQ, Sioux Falls,  
S. D.

**Myron Jones Stations**

c/o WHOT, 401 N. Blaine Ave., Youngstown, O.

President.....M. Jones

**STATIONS**

WHOT, Youngstown; WUET, Erie; WEEP,  
Pittsburgh; WTIV, Titusville, all Pa.

**Kerr-McGee Stations**

c/o WEEK, 2907 Springfield Rd., Peoria, Ill.

President.....R. S. Kerr

**STATIONS**

WEEK-AM-TV, Peoria; KVOO-TV, Tulsa, Okla.;  
WEEQ-TV, La Salle, Ill.

**King Broadcasting Co.**

c/o KING, 320 Aurora Ave., Seattle, Wash.

President.....Mrs. A. S. Bullitt

**STATIONS**

KING-AM-TV, Seattle; KREM-AM-TV, Spokane,  
both Wash.; KGW-AM-TV, Portland.

**Norman Knight Stations**

c/o WTSL, P. O. Box 1031, Hanover, N. H.

President.....N. Knight

**STATIONS**

WTSL, Hanover; WHEB, Portsmouth; WSTV,  
Claremont, all N. H.; WHEM, Fitchburg, Mass.

**Knorr Bestg. Corp. (Grp.)**

15001 Michigan Ave., Dearborn, Mich.

Phone: Tiffany 6-8500

Pres., Gen. Mgr.....Fred A. Knorr  
Comm Mgr.....John O. Gilbert, II  
Sales Prom., Pub. Dir.....Lee C. Hanson  
Program Dir.....Richard S. Buller  
Chief Engineer.....Jerrold L. Martin

# REGIONAL NETWORKS

## BRANCH OFFICES

Mich. Nat'l. Bank Bldg., Battle Creek, Mich., Paul J. Haller, Managing Dir., Phone: WO 4-7174; 15001 Michigan Ave., Dearborn, Mich., John J. Carroll, Managing Dir., Phone: TI 6-8500; 112 W. Water St., Flint 3, Mich., W. Eldon Garner, Managing Dir., Phone: CE 9-7608; 441 Wildwood Ave., Jackson, Mich. Nathan H. Alberstein, Comm. Mgr., Phone: ST 4-7181; 2435 Holland Ave., Saginaw, Mich., Geo. M. Millar, V.P., Phone: PL 2-8161.

## STATIONS

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

## KTAR Broadcasting Co.

1101 No. Central Ave., Phoenix, Ariz.

Phone: Alpine 4-4161

Pres., Gen. Mgr. Richard O. Lewis  
 V.P. Chg. of Sales Ray C. Smucker  
 Program Director Jack Willis  
 Chief Engineer Harold Houghawout  
 V.P. Chg. of Prog. Paul Hughes  
 Commercial Mgr. Robert Nelson  
 Sls. Prom. Mgr., Pub. Dir. Ray Thompson

## BRANCH OFFICES

P. O. Box 2348, Tucson, Ariz., Harry B. Chambers, Mgr., Phone MA 2-4664; P. O. Box 1677, Flagstaff, Ariz., Chas. Saunders, Pres., Mgr., Phone: PR 4-2581; P. O. Box 1631, Prescott, Ariz., Harold Ritter, Pres., Mgr., Phone: HI 5-2710; P. O. Box 352, Yuma, Ariz., Len Burkland, Mgr., Phone: SU 3-3305; P. O. Box 1543, Globe-Miami, Ariz., Willard Shoecraft, Mgr., Phone: GR 3-5571; Box 1118, Douglas, Ariz., Herb Newcomb, Owner, Mgr., Phone: EM 4-3484.

## STATIONS

KYUM, Yuma; KYCA, Prescott; KCLS, Flagstaff; KIAN, Tucson; KIKO, Globe; KAWT, Douglas, all Arizona.

## KWTX Stations

c/o KWTX, P. O. Box 7128, Waco, Tex.

President M. N. Bostick

## STATIONS

KWTX-AM-TV, Waco; KBTX-TV, Bryan, both Tex.; KXIL, Ardmore, Okla.

## Lackey Stations

c/o WRAJ, Anna Hotel, Anna, Ill.

President P. E. Lackey

## STATIONS

WRAJ, Anna; WSON, Henderson; WHOP, Hopkinsville; WPAD, Paducah, all Ky.

## Laird Stations

c/o WDUZ, 222 Nicolett Bldg., Green Bay, Wisc.

President B. A. Laird

## STATIONS

WDUZ, Green Bay; WDUX, Waupaca; both Wisc.; KHAK, Cedar Rapids, Ia.

## Edward Lamb Enterprises, Inc.

500 Edward Lamb Bldg., Toledo, O.

President E. Lamb

## STATIONS

WMAC-TV, Massillon, O.; WICU-AM-TV, Erie, Pa.

## T. B. Lanford Stations

c/o KRMD, Jefferson Hotel Bldg., Shreveport, La.

President T. B. Lanford

## STATIONS

KRMD, Shreveport; KPLC-AM-TV, Lake Charles; KALB-AM-TV, Alexandria; all La.; KRRV, Sherman, Tex.; WSLI, Jackson, Miss.

## LBJ Stations

c/o KWTX-TV, P. O. Box 7128, Triangle Sta., Waco, Tex.

President J. C. Kellam

## STATIONS

KWTX-AM-TV, Waco; KRGV-AM-TV, Weslaco; KIBC-AM-TV, Austin, all Tex.

## Lee Stations

c/o WMTV, West Beltline, Madison, Wisc.

## STATIONS

WMTV, Madison; WKBT, LaCrosse, Wisc.; KHQA-TV, Hannibal, Mo.; KGLO-AM-TV, Mason City, Iowa; WTAD, Quincy, Ill.

## John J. Lewis Jr. Stations

c/o KTAR, 1101 N. Central, Phoenix, Ariz.

General Manager R. O. Lewis

## STATIONS

KTAR, Phoenix; KYCA, Prescott; KYUM, Yuma; KVAR, Mesa, all Ariz.

## Richard Field Lewis Jr. Stations

c/o WSIG, Mt. Jackson, Va.

President M. P. Lewis

## STATIONS

WSIG, Mt. Jackson; WFVA, Fredericksburg; WINC, Winchester, all Va.; WHYL, Carlisle; WAYZ, Waynesboro, both Pa.

## The Linder Group

Box 393, Willmar, Minn.

Phone: Belmont 5-1340

Representative Pearson

## STATIONS

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

## Lindsay-Shaub Newspapers Stations

c/o WVLN, 302½ Main St., Olney, Ill.

President F. W. Schaub

## STATIONS

WVLN, Olney; WCIA, Champaign; WSOT, Decatur, all Ill.

## Lobster Network of Maine

645 Congress St., Portland, Maine

SPruce 5-2336

President Faust Couture

Gen. Mgr. Melvin L. Stone

## REGIONAL NETWORKS

Commercial Manager.....David L. Royte  
Sales Promotion Manager.....John Libby  
Program Director.....Howard Leonard  
Publicity Director.....Ralph Barnes  
Chief Engineer.....T. Richard Dunn

### BRANCH OFFICES

225 Lisbon St., Lewiston, Me., Faust Couture, Pres., Phone: 2-7650; 160 Bangor St., Augusta, Me., Norman Gallant, Mgr., Phone: MAyfair 3-3878; 26 Central St., Bangor, Me., James Hinchey, Mgr., Phone: 7354; 89 Congress St., Rumford, Me., Kenneth Ellis, Mgr., Phone: 1057; 61 Water St., Skowhegan, Me., Harry Heustis, Mgr., Phone: GRenwood 4-2727; School St., Sanford, Me., John Carlson, Mgr., Phone: 1574; P. O. Box 65, Caribou, Me., Elby Stevens, Mgr., Phone: 3731; Crescent Hotel, Waterville, Me., Phone: TRinity 2-6345, Edward Connolly.

### 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, Tex.  
Phone: CI 5-4642

Managing Director.....Harry L. Becker

### STATIONS

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

## J. G. Long Stations

c/o KVIC, Victoria Bank & Trust Bldg.,  
Victoria, Tex.

President.....J. G. Long

### STATIONS

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

## Jessica L. Longston Stations

c/o KAYO, 2939 Fourth Ave., S. Seattle, Wash.  
President.....J. L. Longston

### STATIONS

KAYO, Seattle; KSEM, Moses Lake; KPUG, Bellingham, all Wash.; KBAR, Burley, Idaho.

## Magic Circle Network

1718 Meadowmere, Springfield, Mo.  
Phone: TU 1-4114

Gen., Comm. & Sales Prom. Mgr. M. R. Bradley  
Pub. Director.....Janie Swanson  
Chief Engineer.....Jack Jones

### BRANCH OFFICES

101 Park Ave., New York 17, N. Y., Phone: LE 2-3783, Joe Cannon; Box 503, Carthage, Mo., Phone: FL 8-4496, L. C. McKenney; Station KWPM, West Plains, Mo., Phone: 400, Bob Neathery.

### STATIONS

Missouri: KBHM, Branson; KGHM, Brookfield; KGMO, Cape Girardeau; KDMO, Carthage; KDKD, Clinton; KBIA, Columbia; KODE, Joplin; KWOS, Jefferson City; KLWT, Lebanon; KTCB, Malden; KNIM, Maryville; KRMO, Monett; KLRS, Mt. Grove; KBTN, Neosho; KNEM,

Nevada: KRMS, Osage Beach; KTTR, Rolla; KSGM, St. Genevieve; KRES, St. Joseph; KSMO, Salem; KICK, Springfield; KDRO, Sedalia; KALM, Thayer; KLPW, Union; KWRE, Warrenton; KWPM, West Plains; KUKU, Willow Springs. Arkansas: KBTA, Batesville; KTCN, Berryville; KCCB, Corning; KHOG, Fayetteville; KHOZ, Harrison; KNEA, Jonesboro; KTCA, Marked Tree; KENA, Mena; KTLO, Mt. Home; KBRS, Paragould; KPOC, Pocahontas; KAMO, Rogers; KWCB, Searcy; KUOA, Siloam Springs; KBRS, Springdale; KWAK, Stuttgart; KRLW, Walnut Ridge, Kansas; KCRB, Chanute; KMDO, Ft. Scott; KIND, Independence; KLKC, Parsons; KSEK, Pittsburg, Oklahoma; KGLC, Miami; KOLS, Pryor; KVIN, Vinita.

## Maine Broadcasting System

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

President.....William H. Rines  
General Manager.....Donald K. Powers  
Chief Engineer.....Charles R. Brown

### STATIONS

WCSH, Portland; WLBS, Bangor; WRDO, Augusta; WLAM, Lewiston-Auburn, all Maine.

## Market Maker Stations

4000 W. Maine Ave., Fargo, N. D.

President.....J. W. Boler

### STATIONS

KBMB-TV, Bismarck; KXMC-TV, Minot; KXJB-TV, Valley City, all N. D.; KXAB-TV, Aberdeen, S. D.

## Matson Stations

c/o WAML, Box 398, Laurel, Miss.

President.....H. Matson

### STATIONS

WAML, Laurel; WXXX, WDAM-TV, Hattiesburg; WABO, Waynesboro, all Miss.

## Wendell Mayes Stations

c/o KNOW, 520 Capital Nat. Bank Bldg.,  
Austin, Tex.

President.....W. Mayes

### STATIONS

KNOW, Austin; KBWD, Brownwood; KXOL, Ft. Worth; KCRS, Midland; KSNY, Snyder; WACO, Waco, all Tex.; KTOK, Oklahoma City, Okla.

## J. Elroy McCaw Stations

7 Central Pk. West, New York 23, N. Y.  
Phone: JUDson 2-7000

### STATIONS

KTVW (TV), Seattle, Wash.; WINS, New York; KELA, Centralia, Wash.; KTVR (TV), Denver.

## McClatchy Beeline Stations

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

President.....Eleanor McClatchy  
Dir. of Sales.....Keith Collins



## REGIONAL NETWORKS

### STATIONS

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

### C. A. McClure Stations

c/o WGBA, 1415 Wynnton Rd., Columbus, Ga.  
President.....C. A. McClure

### STATIONS

WGBA, Columbus; WCHK, Canton, both Ga.;  
WULA, Eufaula, Ala.

### Lloyd C. McKenney Stations

c/o KBHM, 111 W. Pacific, Branson, Mo.  
General Manager.....L. C. McKenney

### STATIONS

KBHM, Branson; KRMO, Monett, both Mo.;  
KMDO, Ft. Scott, Kan.

### McLendon Ebony Radio Corp.

509 Lamar Life Bldg., Jackson, Miss.  
Pres., Gen. Manager.....John McLendon

### STATIONS

WENN, Birmingham, Ala.; KOKY, Little Rock,  
Ark.; KOKA, Shreveport, La.; WOLK, Jackson,  
Miss.

### McLendon Stations

c/o KILT, 500-04 Lovett Blvd., Houston, Tex.  
President.....G. B. McLendon  
General Manager.....Bill Weaver

### STATIONS

KILT, Houston; KLIF, Dallas; KTSA, San An-  
tonio; all Tex.; KEEL, Shreveport, La.; WAKY,  
Louisville, Ky.; KABL, Oakland, Calif.

### Bob McRaney Stations

c/o WONA, P. O. Box 310, Winona, Miss.  
President.....B. McRaney

### STATIONS

WONA, Winona; WROB, West Point; WAMY,  
Amory, all Miss.

### Meredith Station Group

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

Treas., Radio-TV Dir.....Payson Hall  
Asst. Dir. Radio-TV.....C. A. Larson

### STATIONS

KCMO AM FM TV Kansas City, KPHO  
AM TV Phoenix, Ariz., WOW AM TV  
Omaha, WHEN AM TV, Syracuse; KRMG  
Tulsa, Okla.

### Merriman-Gober-Tobey Stations

c/o KOBE, 940 N. Main St., Las Cruces, N. M.  
President.....J. Gober

### STATIONS

KOBE, Las Cruces; KWYK, Farmington;  
KOTS, Deming, all N. M.

### Metropolitan Broadcasting Corp.

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

Phone: LE 5-1000

Board Chairman & Pres.....John W. Kluge  
Vice President.....Jack G. Thayer  
V.P., TV Oper.....Bennet H. Korn  
Asst. to Pres.....H. D. Neuwirth  
Treasurer.....Richard L. Geismar  
Adv. & Prom. Manager.....Hal Cranton  
Comptroller.....Joseph J. Madden  
Assistant Treasurer.....Clemens M. Weber  
Gen. Counsel, Sec'y.....Robert Dreyer  
Research Dir.....Mary L. McKenna  
Dir. of Pub., Sp. Events.....Phil Cowan

### BRANCH OFFICES

Hotel Raleigh, 12th St. & Penna. Ave. NW,  
Washington 4, D. C. (WTTG) John E. McArdle,  
V.P. & Gen. Mgr.; 5000 Euclid Ave., Cleveland  
3, O. (WHK) Harvey A. Glascock, (WNEW) New  
York, John V. B. Sullivan, V.P. & Gen. Mgr.

### STATIONS

WNEW, NYC.; WTTG, Wash., D.C.; WHK,  
Cleveland, O.

### Metzger-Ax-Metzloff Stations

c/o WITY, P. O. Box 142, Danville, Ill.

President.....G. E. Metzger

### STATIONS

WITY, Danville; WITE, Brazil, WITZ, Jasper,  
both Ind.

### Midnight Sun Broadcasting Co.

Box 910

c/o KFAR, Fairbanks, Alaska

### STATIONS

KFAR-AM-TV, Fairbanks; KENI-AM-TV, An-  
chorage; KTKN, Ketchikan, all Alaska.

### The Mid-South Network

WELO Bldg., Tupelo, Miss.

Phone: VI 2-7658

General Manager.....Bob Evans

### STATIONS

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

### Midwestern Bestg. Co. Stations

c/o WATT, U. S. 131 South Cadillac, Mich.

President.....L. Biederman

### STATIONS

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

### Miners Bestg. Stations

c/o WMBA, 304 Merchant St., Ambridge, Pa.

President.....J. L. Magulre  
WMBA, Ambridge; WLSH, Lansford; WPAM,  
Pottsville, all Pa.

### Mining Journal Stations

c/o WMIQ, 211 E. Ludington St.,  
Iron Mountain, Mich.

## REGIONAL NETWORKS

President.....F. J. Russell

### STATIONS

WMIQ, Iron Mountain; WIRN, Wakefield;  
WLUC-TV, WDMJ, Marquette, all Mich.; WROD,  
Daytona Beach, Fla.

### Miracle Valley Radio Network

3rd & N. St. N.

Station WETZ, New Martinsville, W. Va.  
Executive.....John T. Taylor  
Representative.....Clark

### 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.

### Carleton W. Morris Stations

c/o KHFH, Box 472, Sierra Vista, Ariz.

President.....C. W. Morris

### STATIONS

KHFH, Sierra Vista; KNOG, Nogales; KSUN,  
Bisbee, all Ariz.

### Morgan Murphy-Walter C. Bridges Stations

c/o WMAM, 400 Wells St., Marinette, Wisc.

President.....M. Murphy

### STATIONS

WMAM, Marinette, WLUC-TV, Green Bay,  
both Wisc.; KVOL, Lafayette, La.; WLUC-TV,  
Marquette.

### National Spanish Language Network

122 E. 42nd St., New York 17, N. Y.

Phone: MURRAY Hill 2-4500

General Manager.....Arthur Gordon

Sales Prom., Pub. Dir.....Al Alperton

### BRANCH OFFICE

672 S. Lafayette Pk. Pl., Los Angeles, Calif.,

Phone: DUNKirk 2-3200, Ch. Exec., Harlan

Oakes; 260 Kearney St., San Francisco, Calif.,

Phone: EXbrook 7-4827, Ch. Exec., Ed Gamrin;

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

TRinity 5-9403, Ch. Exec., Barney Ochs.

### STATIONS

KWKW, Los Angeles; XEXX, Tijuana-San

Diego; KGST, Fresno, all Calif.; KABQ, Albu-

querque, N. M.; KIFN, Phoenix; KEVT, Tucson;

both Ariz.; K-UBO, San Antonio; KCCT, Corpus

Christi; XEJ, El Paso; XEO, Brownsville; XEOR,

McAllen; KLVV, Houston; all Texas.

### National Theatres Stations

c/o WNTA-TV, 1020 Broad St., Newark, N. J.

President.....J. Bertero

### STATIONS

WNTA-AM-TV, Newark; WDAF-AM-TV, Kan-  
sas City, Mo.

### Robert R. Neathery Stations

c/o KBHM, 111 W. Pacific, Branson, Mo.

Co-owner.....R. R. Neathery

### STATIONS

KBHM, Branson; KALM, Thayer; KWPM, West  
Plains; KUKU, Willow Springs, all Mo.

### Nevada Network

c/o KOLO, El Cortez Hotel, Reno, Nev.

Manager.....B. Sanders

### STATIONS

KOLO, Reno; KELY, Ely; KORK, Las Vegas;

KWNA, Winnemucca.

### Newhouse Newspaper Stations

1030 James St., Syracuse, N. Y.

Phone: 3-7111

### STATIONS

WSYR-AM-TV, Syracuse; WTPA-TV, Harris-  
burg; KOIN-AM-TV, Portland, Ore.; WAPI-AM-  
TV, Birmingham, Ala.; KTVI-TV, St. Louis.

### New South Broadcasting Stations

c/o WNSL, 116 Beacon St., Laurel, Miss.

President.....F. E. Holloday

### STATIONS

WNSL, Laurel; WLSM, Louisville; WOKK,  
Meridian; all Miss.; WACT, Tuscaloosa, Ala.

### New South Radio Network

c/o WOKK, P. O. Box 528, Meridian, Miss.

General Manager.....J. Carson

### STATIONS

WOKK, Meridian; WNSL, Laurel; WLSM,  
Louisville, all Miss.; WACT, Tuscaloosa, Ala.

### Norbentine Fathers Stations

c/o WHBY, 600 S. Lawe St., Appleton, Wisc.

### STATIONS

WHBY, Appleton; WBAY-AM-TV, Green Bay,  
Wisc.

### North Country Stations of Vermont

Concord Ave., St. Johnsbury, Vt.

Phone: Pioneer 8-2345

Pres., Gen. Mgr.....E. Dean Finney

Assistant Manager.....Donald Thurston

Chief Eng.....Ralph H. Dennis

### BRANCH OFFICES

Concord Ave., St. Johnsbury, Vt., Phone: PI

8-2344, E. Dean Finney, Gen. Mgr.; Farrant St.,

Newport, Vt., Phone: NEWport 832, Donald A.

Thurston.

### STATIONS

WTWN, St. Johnsbury; WIKE, Newport;  
both Vt.

### North Dakota Bestg. Co. Stations

c/o KXMC-TV, Highway 83, S. Minot, N. D.

President.....J. W. Boler

### STATIONS

KXMC-TV, Minot, KXJB-TV, Valley City;

KBMB-TV, Bismarck; KXGO, Fargo; all N. D.;

KXAB-TV, Aberdeen, S. D.

## REGIONAL NETWORKS

### Northeast Radio Network

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

Pres..... R. B. Gervan  
General Manager..... H. S. Brown  
Program Supervisor..... John Deal  
Engineering Manager..... Donald Udey

#### STATIONS

WRRE-FM, Bristol Center; WRRG-FM, Cherry Valley; WRRD-FM, DeRuyter; WRRR-FM, Ithaca; WFLY-FM, Troy-Alb-Schen.; WRRL-FM, Weathersfield; WELM, Elmira; WWHG, Hornell; WHCU, Ithaca; WJTN-AM-FM, Jamestown; WMSA, Massena; WHLD-AM-FM, Niagara Falls; WHDL-AM-FM, Olean; WEAV, Plattsburgh; WHFM, Rochester; WGY, Schenectady; WHEN, Syracuse; WRUN-AM-FM, Utica-Rome; WDLA, Walton; WWNY, Watertown; WKOP-FM, Binghamton; WGNV, Newburgh; WKIP, Poughkeepsie; WHAM, Rochester, all New York; WEJL, Scranton, Pa.

### George W. Norton Stations

c/o WFIE-TV, 1115 Mt. Auburn Rd.,  
Evansville, Ind.

#### STATIONS

WFIE-TV, Evansville; WAVE-AM-TV, Louisville, Ky.

### The OK Group

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

President..... Jules J. Paglin  
Exec. V.P., Gen. Mgr..... Stanley Ray Jr.  
Representative.... Bernard Howard & Co., Inc.

#### STATIONS

WBOK New Orleans; KYOK Houston; KAKO Lake Charles; WXOK Baton Rouge; WLOK, Memphis; WGOK, Mobile, Ala.

### Olean Bestg. Corp. Stations

c/o WSET, Queensbury Hotel,  
Glens Falls, N. Y.

President..... D. W. Merriman

#### STATIONS

WSET, Glens Falls; WMNS, Olean; WIPS, Ticonderoga, all N. Y.

### Oregon Empire Group

c/o KFLY, P. O. Box 689, Corvallis, Ore.

General Manager..... D. Hoss

#### STATIONS

KFLY, Corvallis; KORE, Eugene; KPOJ, Portland, KSLM, Salem.

### The Oregon Trail Network

2030 Auburn Ave.,

c/o Sta. KBKR, Baker, Oregon

General Manager..... Gordon Capps

#### STATIONS

KSRV, Ontario, Ore.; KBKR, Baker, Ore.; KLBM, LaGrande, Ore.

### James H. Ottaway Stations

c/o WDOS, 104 Chestnut St., Oneonta, N. Y.  
President..... J. H. Ottaway

#### STATIONS

WDOS, Oneonta; WENE, Endicott; both N. Y.; WVPO, Stroudsburg, Pa.

### Ozark Network

(A Div. of Magic Circle Network)

1718 Meadowmere, Springfield, Mo.

General Manager..... Richard Bradley  
Representative..... Magic Circle

#### STATIONS

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

### Paglin-Ray Stations

c/o WBOK, 505 Baronne St., New Orleans, La.  
President..... J. J. Paglin

#### STATIONS

WBOK, New Orleans; WXOK, Baton Rouge; KAKO, Lake Charles; all La.; WGOK, Mobile, Ala.; WLOK, Memphis, Tenn.; KYOK, Houston, Tex.

### B. J. Palmer Stations

c/o WHO, 1100 Walnut St., Des Moines, Iowa  
President..... Col. B. J. Palmer

#### STATIONS

WHO-AM-TV, Des Moines; WOC-AM-TV, Davenport; KMA, Shenandoah, all Iowa; KMTV, KFAB, Omaha, Neb.

### Peoples Bestg. Stations

c/o WGAR, Hotel Statler, Cleveland, O.

President..... H. E. Evans

#### STATIONS

WGAR, Cleveland; WRFD, Worthington, both O.; WNAX, Yankton, S. D.; WTTM, Trenton, N. J.; WMMN, Fairmont, W. Va.

### Perry Stations

c/o WNDB, 128 Orange Ave.,

Daytona Beach, Fla.

#### STATIONS

WNDB, Daytona Beach; WESH-TV, Daytona Beach; WJHP-TV, Jacksonville, all Fla.

### David P. Pinkston Stations

c/o KZIP, 808 Charlotte St., Amarillo, Tex.

#### STATIONS

KZIP, Amarillo; KDAV, Lubbock; KPEP, San Angelo; KPIK, Colorado Springs, Colo.

### The Plough Stations

112 Union Ave., Memphis, Tenn.

Phone: JACKSON 5-2663

President..... Harold R. Krelstein  
V.P., Chg. of Sales..... Rodger May  
V.P., Programming..... E. M. Plumstead  
V.P., Engineering..... Joseph G. Deaderick

## REGIONAL NETWORKS

### STATIONS

WMPS, Memphis, Tenn.; WJJD, Chicago, Ill.;  
WCOP AM-FM, Boston; WCAO AM-FM, Balti-  
more, Md.; WPLO, Atlanta, Ga.

### John Poole Stations

6540 Sunset Blvd., Hollywood, Calif.  
Phone: HOLLYWOOD 3-3205

President & Gen. Mgr. . . . . John H. Poole

### STATIONS

KBIG Avalon, KBIF, Fresno, Calif.

### Norman O. Protsman Stations

c/o WMAF, Box 621, Madison, Fla.

General Manager. . . . . N. O. Protsman

### STATIONS

WMAF, Madison; WNER, Live Oak, both Fla.;  
WVLD, Valdosta, Ga.

### Puritan Network

156 Broad St., Lynn, Mass.

President. . . . . Theodore Feinstein

### STATIONS

WOTW, Nashua, N. H.; WTSA, Brattleboro,  
Vt.; WLYN, Lynn; WNBP, Newburyport, both  
Mass.

### QXR Network

229 West 43rd St., New York 36, N. Y.

Phone: LACKAWANNA 4-1100

Board Chairman . . . . . Arthur Hays Sulzberger

President . . . . . Orvil E. Dryfoos

Exec. V.P. . . . . Elliott M. Sanger

V.P. Sales . . . . . Norman S. McGee

General Manager . . . . . James Sondheim

Promotion Dir. . . . . Elliott M. Sanger, Jr.

Engineering Dir. . . . . Louis J. Kleinklaus

### STATIONS

WFLY-FM, Albany, Troy, Schenectady;  
WNBK, Binghamton; WGR-FM, Buffalo; WRRR-  
FM, Ithaca; WJTN-FM, Jamestown; WHDL-FM,  
Olean; WROC-FM, Rochester; WSYR-FM, Syra-  
cuse; WRUN-FM, Utica-Rome, all New York;  
WXHR, Boston; WTAG-FM, Worcester, both  
Mass.; WNHC-FM, New Haven, Conn.; WPFM,  
Providence, R. I.; WFMZ, Allentown; WFIL-FM,  
Phila., both Pa.; WITH-FM, Baltimore, Md.;  
WASH-FM, Washington, D. C.

### Radio Montana West

c/o KXLF, 1003 S. Mont St., Butte, Mont.

General Manager. . . . . E. B. Craney

### STATIONS

KXLF, Butte; KXLQ, Bozeman; KXLK, Great  
Falls; KXLJ, Helena; KXLL, Missoula.

### The Rahall Group

Box 689, Allentown, Pa.

Phone: HEMLOCK 3-3166

President. . . . . N. Joe Rahall

General Manager. . . . . Ogden R. Davies

Sales Prom. Mgr. . . . . Jerry Duckett

Program Director. . . . . Alan D. Raber

Chief Engineer. . . . . C. Frank Cordaro

### STATIONS

WKAP, Allentown, Pa.; WLCY, St. Petersburg,  
Fla.; WWRN, Beckley, W. Va.; WNAR, Norris-  
town, Pa.

### Henry Rau Stations

c/o WOL, 2000 P St., N.W., Washington, D. C.  
President. . . . . H. Rau

### STATIONS

WOL, Washington, D. C.; WNAV, Annapolis,  
Md.; WDOV, Dover, Del.

### Cyril W. Reddoch Stations

c/o KSTV, Box 102, Stephenville, Tex.

President. . . . . C. W. Reddoch

### STATIONS

KSTV, Stephenville; KREH, Oakdale; KDLA,  
DeRidder, both La.

### Rennekamp Stations

c/o WTRA, 202 Main St., Latrobe, Pa.

Owners. . . . . K. & E. Rennekamp

### STATIONS

WTRA, Latrobe; WKRZ, Oil City; WKBI, St.  
Mary's; WOTR, Corry, all Pa.

### Donald W. Reynolds Stations

c/o KNAC-TV, 101 N. 4th St., Fort Smith, Ark.

Owner. . . . . D. W. Reynolds

### STATIONS

KNAC-TV, KFSA, Ft. Smith; KBRS, Spring-  
dale, all Ark.; KLRJ-TV, Henderson; KOLO-  
AM-TV, Reno; KORK, Las Vegas, all Nev.;  
KGNS-TV, Laredo, Tex.; KHBG, Okmulgee, Okla.

### Maxwell E. Richmond Stations

c/o WMEX, 70 Brookline Ave., Boston, Mass.

President. . . . . M. E. Richmond

### STATIONS

WMEX, Boston; KBMI, Henderson, Nev.;  
WGPC, Morningside, Md.

### Ridder Publications

c/o WCCO, 625 Second Ave., S.

Minneapolis, Minn.

Owner. . . . . V. F. Ridder

### STATIONS

WCCO-AM-TV, Minneapolis; KSDN, Aberdeen,  
S. D.; WDSM-AM-TV, Superior, Wisc.; KILO,  
Grand Forks, N. D.

### Rines Stations

c/o WCSH, 157 High St., Portland, Me.

President. . . . . W. H. Rines

### STATIONS

WCSH-AM-TV, Portland; WRDO, Augusta;  
WLBZ-AM-TV, Bangor, all Me.

### Dee Rivers Stations

c/o WSWN, P. O. Box 8, Belle Glade, Fla.

Board Chairman. . . . . E. D. Rivers, Jr.

### STATIONS

WSWN, Belle Glade; KWAM, Memphis, Tenn.;  
WEAS, Decatur; WJIV, Savannah, both Ga.



## REGIONAL NETWORKS

### James Rivers Stations

c/o WDOL, Box 429, Athens, Ga.  
President.....J. S. Rivers

#### STATIONS

WDOL, Athens; WJAZ, Albany; WMJM, Cordele; WTJH, East Point; WKTG, Thomasville; WACL, Waycross, all Ga.

### RKO General

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

Pres., Board Chrmn.....Thomas F. O'Neil  
V.P., Finance & Invest.....John B. Poor  
V.P., Best Op.....Hathaway Watson  
V.P., Standards & Prcts.....Patrick J. Winkler  
Vice-Presidents.....Robert Leder, Walter Branson, William McCormick, Burt Lambert, Robert Smith, Wm. H. Grumbles.

#### 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; WGMS, Washington, D. C. Also owns and operates Yankee Network.

### Cecil W. Roberts Stations

c/o KCHI, Farmington, Mo.  
President.....C. W. Roberts

#### STATIONS

KCHI, Chillicothe; KBIA, Columbia; KREL, Farmington, all Mo.; KCRB, Chanute, Kan.

### Aaron B. Robinson Stations

c/o WDXN, Bailey Bldg., Clarksville, Tenn.  
President.....A. B. Robinson

#### STATIONS

WDXN, Clarksville; WDXI-AM-TV, Jackson; WDXE, Lawrenceburg; WTPR, Paris; WENK, Union City, all Tenn.; WCMA, Corinth, Mass.

### E. O. Roden Stations

c/o WBOP, 431 W. Belmont, Pensacola, Fla.  
President.....E. O. Roden

#### STATIONS

WBOP, Pensacola; KREL, Baytown, Tex.; WGCM, Gulfport; WBIP, Booneville; WTUP, Tupelo, all Miss.; WTUG, Tuscaloosa, Ala.

### Rollins Broadcasting, Inc.

Box 1389, Wilmington 1, Del.  
Phone: OLympia 4-8881

President.....O. Wayne Rollins  
Vice-Presidents..Mrs. Madalyn Pruett Copley,  
Henry B. Tippie.  
V.P., Dir. of Sales.....Albert R. Lanphear  
Dir. Public Rel.....Tim Crow  
Engineering Dir.....G. Russell Chambers

#### BRANCH OFFICES

565 Fifth Ave., N. Y. C. 36, Graeme Zimmer,

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c/o WPIX, 220 E. 42nd St., N. Y. C.  
 President.....J. H. Wood

**STATIONS**

WPIX, N. Y. C.; WGN-AM-TV, Chicago.

**Trigg-Vaughn TV Stations**

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 El Paso, Tex.

President.....C. Trigg

**STATIONS**

KROD-TV-AM, El Paso; KOSA, Odessa; KVII, Amarillo, all Tex.

**Tri-Mart Radio Network**

P. O. Box 889, Corvallis, Ore.  
 Phone: EM 4-8433

Sales Manager.....Dave Hoss

**STATIONS**

KSLM, Salem; KFLY, Corvallis; KORE, Eugene, Ore.

**Tri-W Network**

Bankhead-Long Bldg.  
 Station WWWB, Jasper, Ala.

President.....W. W. Bankhead  
 Representative.....Keystone

**STATIONS**

WWWB, Jasper; WWWF, Fayette; WWRW, Russellville, Ala.

**Truth Publishing Stations**

c/o WKJG, 2633 W. State Blvd., Ft. Wayne, Ind.  
 President.....J. F. Dille, Jr.

**STATIONS**

WKJG-AM-TV, Ft. Wayne; WTRC, Elkhart; WSJV, South Bend-Elkhart, all Ind.

**United Broadcasting Network**

Shoreham Hotel, Washington, D. C.  
 Phone: CO 5-2958

President.....Richard Eaton  
 Representative.....Devney; Dora-Clayton

**BRANCH OFFICE**

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

**STATIONS**

WOOK, WFAN-FM, Washington, D. C.; WARK, Hagerstown; WSID, Baltimore; WINX, Rockville, Md.; WANT, Richmond; WYOU, Newport News, Va.; WJMO, Cleveland, Ohio; WMUR-TV, Manchester, N. H.

**Upper Midwest Broadcasting System**

512 Nicolett Bldg., Minneapolis, Minn.  
 Phone: FEderal 6-9631

President.....Louis M. Knopp  
 Phone: PLaza 5-9145

**STATIONS**

KASM, Albany; KXRA, Alexandria; KBUN, Bemidji; KLIZ, Brainerd; KBMW, Breckenridge; KDHL, Faribault; KSUM, Fairmont; WEVE, Eveleth; KDLM, Detroit Lakes; KROX, Crookston; CKFI, International Falls; WSHB, Stillwater, all in Minnesota; KDLR, Devils Lake; KNDC, Hettinger, all in North Dakota and others.

# REGIONAL NETWORKS

## Walker Stations

c/o WISM, 122 E. Main St., Madison, Wisc.  
 President.....W. E. Walker

### STATIONS

WISM, Madison; WKTL, Sheboygan; WBEV,  
 Beaver Dam, all Wisc.; WSJM, St. Joseph, Mich.;  
 KCLN, Clinton, Iowa.

## Ware Broadcasting Group

c/o KNIM, S. Highway 71, Maryville, Mo.  
 President.....L. P. Ware

### STATIONS

KNIM, Maryville; KLPW, Union; KOKO,  
 Warrensburg, all Mo.

## Washington Post Stations

c/o WTOP-TV, 40th & Brandywine Sts.  
 Washington, D. C.  
 President.....J. S. Hayes

### STATIONS

WTOP-AM-TV, Washington, D. C.; WJXT,  
 Jacksonville, Fla.

## WDSU Broadcasting Corp. Stations

c/o WDSU, 520 Royal St., New Orleans, La.  
 President.....E. B. Stern

### STATIONS

WDSU-AM-TV, New Orleans; WAFB-TV,  
 Baton Rouge, all La.

## West Texas Television Network

7400 College Ave., Lubbock, Texas  
 Phone: SHERwood 4-2345

Pres., Gen. Mgr.....W. D. "Dub" Rogers  
 General Sales Mgr.....R. S. Nielsen  
 National Sales Mgr.....John Henry  
 Promotion Mgr.....Ray Huffer  
 Representative.....Branham

### STATIONS

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 Sweetwater; KEDY-TV, Big Spring, all Texas;  
 KICA-TV, Clovis, N. Mex.

## Westinghouse Broadcasting Co., Inc.

122 E. 42nd St., New York 17, N. Y.  
 Phone: MURray Hill 7-0808

President.....Donald H. McGannon  
 Exec. V.P.....Rolland V. Tooke  
 V.P., Asst. to Pres.....C. C. Woodard, Jr.  
 V.P., Engineering.....R. N. Harmon  
 V.P., Sales.....A. W. Dannenbaum  
 V.P., Programming.....R. M. Pack  
 Natl. Engineering Mgr.....G. E. Hagerty  
 Nat. Radio Sales Mgr.....R. M. McGredy  
 Nat. TV Sales Mgr.....Perry Bascomb  
 Controller.....Joseph Mikita  
 Natl. Program Mgr.....William Kaland  
 Natl. Adv., Sales Prom. Mgr....D. E. Partridge  
 Dir. of Research.....M. A. Goldberg  
 Director of Pub. Rel. and

Spec. Events.....M. R. Santangelo  
 V.P., Washington.....J. E. Baudino  
 V.P., Boston.....W. C. Swartley

V.P., Pittsburgh.....H. C. Lund  
 V.P., Cleveland.....F. A. Tooke  
 V.P., Chicago-Ft. Wayne.....Ralph Atlass  
 V.P., West Coast.....P. G. Lasky

### BRANCH OFFICE

1625 "K" St., N.W., Washington, D. C.

Phone: STerling 3-0903

### STATIONS

KPIX, San Francisco, Calif.; WOWO, Fort  
 Wayne, Ind.; WBZ-WBZA, Boston-Springfield,  
 Mass.; WBZ-TV, Boston, Mass.; KYW, Cleve-  
 land, Ohio; KYW-TV, Cleveland, Ohio; KEX,  
 Portland, Ore.; KDKA, Pittsburgh, Pa.; KDKA-  
 TV, Pittsburgh, Pa.; WIND, Chicago, Ill.;  
 WJZ-TV, Baltimore, Md.; WBZ-FM, Boston,  
 Mass.; KDKA-FM, Pittsburgh, Pa.; KYW-FM,  
 Cleveland, O.; KEX-FM, Portland, Ore.

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### STATIONS

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 ingham, Ala.; WAPA-TV, San Juan, P. R.

## Wisconsin Network

230 First Ave. S., Wisconsin Rapids, Wis.

Phone: HA 3-7000

President.....John M. Walter  
 Gen., Comm. Mgr.....George T. Frechette

### STATIONS

WRJN, Racine; WCLO, Janesville; WIBU,  
 Poynette; WHBY, Appleton; WHBL, Sheboy-  
 gan; WJPG, Green Bay; WFHR, Wisconsin  
 Rapids; WWCF, Baraboo; WSAU, Wausau;  
 WRDB, Reedsburg; KFIZ, Fond du Lac; WGEZ,  
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## WKY Television System

c/o WKY, 500 E. Britton Rd.

Oklahoma City, Okla.

President.....E. K. Gaylord

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## Wometco Enterprises Stations

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### STATIONS

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## Allen M. Woodall Stations

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 President.....A. M. Woodall

**REGIONAL NETWORKS**

**STATIONS**

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**W. C. Woodall Jr. Stations**

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**STATIONS**

WGRA, Cairo; WDWD, Dawson; WFPM, Ft. Valley; WIMO, Widner, all Ga.; WGSW, Greenwood, S. C.

**J. W. Woodruff Stations**

c/o WGPC, Stuart Ave., Albany, Ga.  
 President.....J. W. Woodruff, Jr.

**STATIONS**

WGPC, Albany; WAZA, Bainbridge; WRBL-AM-TV, Columbus, all Ga.

**The Yankee Network**

21 Brookline Ave., Boston 15, Mass.  
 Phone: Commonwealth 6-0800

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 Exec. V.P.....George W. Steffy  
 V.P. Sales .....Thomas Bateson  
 Nat'l. Sales Mgr.....Proctor Jones  
 Sales Promotion Mgr.....George Hallberg  
 Program Director .....John D. Maloy  
 Publicity Director .....Phyllis Doherty  
 Chief Engineer .....Irving B. Robinson

**STATIONS**

WNAC, Boston; WFAU, Augusta, Maine;

WIDE, Biddeford, Maine; WALE, Fall River, Mass.; WEIM, Fitchburg, Mass.; WHAI, Greenfield, Mass.; WOCB, Hyannis, Mass.; WCOU, Lewiston, Maine; WLLH, Lowell, Mass.; WNLC, New London, Conn.; WBRK, Pittsfield, Mass.; WPOR, Portland, Maine; WEAN, Providence, R. I.; WSYB, Rutland, Vt.; WWSR, St. Albans, Vt.; WMAS, Springfield, Mass.; WWCO, Waterbury, Conn.; WAAB, Worcester, Mass.; WABI, Bangor, Me.; WNAB, Bridgeport, Conn.; WPOP, Hartford, Conn.; WABM, Houlton, Me.; WGIR, Manchester, N. H.; WAGM, Presque Isle, Me.; WTOR, Torrington, Conn.; WARE, Ware, Mass.; WKXL, Concord, N. H.; WKNE, Keene, N. H.; WNHC, New Haven, Conn.; WHMP, Northampton, Mass.; WDEV, Waterbury, Vt.; WERI, Westerly, R. I.

**Zanesville Publishing Stations**

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**STATIONS**

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**Z Net Stations**

c/o KXLJ, Box 797, Helena, Mont.  
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