

THE FOREIGN LANGUAGE RADIO MARKET

... Translation Know-How Is The Key

By CHARLES BALTIN

Vice President, Sales Manager
WHOM, New York City



THE most effective method of selling the Foreign Language Market is to do so in the language the listener understands best—his native tongue. But it is not enough to depend upon his knowledge of the language alone, for unless the message creates a desire for the product or service, a lot of money and motion have been wasted.

* * *

To do a good job, the foreign language commercial must be expressed not only in words the listener comprehends but in meaningful ideas as well. It is practically impossible to translate English copy verbatim into a foreign tongue. Colloquial, everyday expressions which lend impact in English often becomes a linguistic mish-mash in translation.

Sales themes must be regarded from the psychological viewpoint of the listener or they will fail to achieve the expected results. The really effective foreign language sales story takes into account many factors that consciously or subconsciously determine the consumer's buying habits.

* * *

The many problems concerned with getting over a message to a foreign-speaking market with maximum effectiveness have largely been solved, fortunately for advertising agencies and clients.

Today, most of the leading foreign language stations in the United States

are equipped to handle, from all angles, the educated projection of words and ideas into the desired tongue. At WHOM, for example, there is maintained a service for consultation and translation which is available to all accounts. The station has participated in many conferences and auditions designed to pin-point the most effective methods of reaching the tremendous number of Americans who speak a second language.

The business of foreign language radio in this country has assumed major proportions. Scores of leading advertisers in the United States are using this great advertising medium with increasing success.

* * *

Once the message is prepared for foreign-language consumption, it still requires a competent announcer to deliver. Competence is measured in terms of the ability to handle the spoken word in a convincing and conversational manner without traces of any accent which belies a true knowledge of the language. Listeners love to hear their native tongue spoken correctly and fluently.

* * *

And the most conspicuous successes are scored, not surprisingly, by those advertisers who reach this vast market in the familiar vernacular and idioms of the listeners for whom the message has been specifically tailored.

STATIONS FEATURING NEGRO PROGRAMS

ALABAMA

(100% Programming)

WENN—Birmingham
 WJLD—Birmingham
 WEUP—Huntsville
 WGOK—Mobile
 WMOZ—Mobile
 WRMA—Montgomery
 WRBS—Tuscaloosa
(8 or more hours per week)
 WRFS—Alexander City
 WATM—Atmore
 WAUD—Auburn
 WXAL—Demopolis
 WDIG—Dothan
 WOOF—Dothan
 WBLO—Evergreen
 WOWL—Florence
 WETO—Gadsden
 WJHO—Opelika
 WROS—Scottsboro
 WHBB—Selma
 WJDB—Thomasville
 WTUS—Tuskegee

ARKANSAS

(100% Programming)

KOKY—Little Rock
(8 or more hours per week)
 KVRC—Arkadelphia
 KBBA—Benton
 KLCN—Blytheville
 KXJK—Forrest City
 KFFA—Helena
 KCLA—Pine Bluff
 KOTN—Pine Bluff
 KPBA—Pine Bluff
 KWYN—Wynne

CALIFORNIA

(8 or more hours per week)

KICO—Calexico
 KCRE—Crescent City
 KGST—Fresno
 KGFJ—Hollywood
 KGER—Long Beach
 KPOP—Los Angeles
 KWBR—Oakland
 KALI—Pasadena
 KSAN—San Francisco

COLORADO

(8 or more hours per week)

KFSC—Denver

DELAWARE

(8 or more hours per week)

WILM—Wilmington

DISTRICT OF COLUMBIA

(100% Programming)

WOOK—Washington

FLORIDA

(100% Programming)

WOBS—Jacksonville
 WFEC—Miami
 WMBM—Miami Beach
 WBOP—Pensacola
 WTMP—Tampa
(8 or more hours per week)
 WSWN—Belle Glade
 WDSP—DeFuniak Springs
 WFTL—Fort Lauderdale
 WIRA—Fort Pierce
 WRHC—Jacksonville
 WMAF—Madison
 WMOP—Ocala
 WCNH—Quincy
 WTRR—Sanford
 WTNT—Tallahassee

GEORGIA

(100% Programming)

WAOK—Atlanta
 WCLS—Columbus
 WCRY—Macon
(8 or more hours per week)
 WAAG—Adel
 WJAZ—Albany
 WDEC—Americus
 WAUG—Augusta
 WBIA—Augusta
 WGIG—Brunswick
 WMOG—Brunswick
 WGRA—Cairo
 WCLA—Claxton
 WDAK—Columbus
 WMJM—Cordele
 WDWD—Dawson
 WBHB—Fitzgerald
 WFPM—Fort Valley

NEGRO PROGRAMMING

WHIE—Griffin
WLAG—LaGrange
WIBB—Macon
WYTH—Madison
WMTM—Moultrie
WBBN—Perry
WSGA—Savannah
WKTG—Thomasville
WGOV—Valdosta
WACL—Waycross
WBRO—Waynesboro
WBMK—West Point

ILLINOIS

(100% Programming)

WBEE—Chicago
(8 or more hours per week)
WAAF—Chicago
WGES—Chicago
WHFC—Chicago
WSBC—Chicago
WTAQ—LaGrange
WOPA—Oak Park
WROK—Rockford

INDIANA

(8 or more hours per week)

WGRY—Gary
WWCA—Gary
WJOB—Hammond
WGEE—Indianapolis

KANSAS

(8 or more hours per week)

KCKN—Kansas City
KTOP—Topeka

KENTUCKY

(100% Programming)

WLOU—Louisville
(8 or more hours per week)
WKIC—Hazard
WMLF—Pineville

LOUISIANA

(100% Programming)

WXOK—Baton Rouge
WBOK—New Orleans
WYLD—New Orleans
KOKA—Shreveport
(8 or more hours per week)
KDBS—Alexandria
KFNV—Ferriday
KLEC—Jonesville
KAOK—Lake Charles
KLPL—Lake Providence
KLIC—Monroe
KSLO—Opelousas
KTLD—Tallulah

MARYLAND

(100% Programming)

WANN—Annapolis
WEBB—Baltimore
WSID—Baltimore
(8 or more hours per week)
WITH—Baltimore
WUST—Bethesda
WDVM—Pocomoke City

MICHIGAN

(8 or more hours per week)

WJLB—Detroit
WAMM—Flint
WBBC—Flint
WCHB—Inkster

MISSISSIPPI

(100% Programming)

WOKJ—Jackson
WQIC—Meridian
(8 or more hours per week)
WGLC—Centreville
WROX—Clarksdale
WCLD—Cleveland
WACR—Columbus
WMAG—Forest
WGVM—Greenville
WMDC—Hazlehurst
WKOZ—Kosciusko
WESY—Leland
WMBC—Macon
WSJC—Magee
WHNY—McComb
WNAT—Natchez
WSSO—Starkville
WROB—West Point

MISSOURI

(100% Programming)

KPRS—Kansas City
KATZ—St. Louis
KXLW—St. Louis
(8 or more hours per week)
KSTL—St. Louis

NEVADA

(8 or more hours per week)

KENO—Las Vegas

NEW JERSEY

(8 or more hours per week)

WMID—Atlantic City
WCAM—Camden
WHBI—Newark
WBUD—Trenton

NEW MEXICO

(8 or more hours per week)

KFUN—Las Vegas

NEGRO PROGRAMMING

NEW YORK

(8 or more hours per week)

WLIB—New York
WOV—New York
WWRL—New York

NORTH CAROLINA

(100% Programming)

WSRC—Durham
WAAA—Winston-Salem
(8 or more hours per week)
WBBB—Burlington
WGIV—Charlotte
WCDJ—Edenton
WFMO—Fairmont
WFAI—Fayetteville
WFMC—Goldsboro
WGBG—Greensboro
WHVH—Henderson
WHPE—High Point
WISP—Kinston
WPAQ—Mt. Airy
WRAL—Raleigh
WCEC—Rocky Mount
WSAT—Salisbury
WEEB—Southern Pines
WAIR—Winston-Salem

OHIO

(100% Programming)

WCIN—Cincinnati
WJMO—Cleveland
(8 or more hours per week)
WVKO—Columbus

OKLAHOMA

(8 or more hours per week)

KWPR—Claremore
KBIX—Muskogee
KHBG—Okmulgee

PENNSYLVANIA

(100% Programming)

WHAT—Philadelphia
(8 or more hours per week)
WDAS—Philadelphia
WAMO—Pittsburgh

SOUTH CAROLINA

(100% Programming)

WYNN—Florence
(8 or more hours per week)
WANS—Anderson
WBAW—Barnwell
WBSC—Bennettsville
WPAL—Charleston
WOIC—Columbia
WJMX—Florence
WOLS—Florence
WESC—Greenville

WEAB—Greer
WJOT—Lake City
WLCM—Lancaster
WJAY—Mullins
WTND—Orangeburg
WSSC—Sumter
WALD—Walterboro

TENNESSEE

(100% Programming)

WMFS—Chattanooga
WJAK—Jackson
WLOK—Memphis
WVOL—Nashville
(8 or more hours per week)
WEAG—Alcoa
WMCH—Church Hill
WJZM—Clarksville
WDKN—Dickson
WBEJ—Elizabethton
KWEM—Memphis
WDIA—Memphis
WHEY—Millington
WLAC—Nashville
WTUC—Union City

TEXAS

(8 or more hours per week)

KJET—Beaumont
KRIC—Beaumont
KNOK—Fort Worth
KGBC—Galveston
KYOK—Houston
KSEL—Lubbock
KMHT—Marshall
KLVL—Pasadena
KFTV—Paris
KOLE—Port Arthur
KCOR—San Antonio
KDOK—Tyler

VIRGINIA

(100% Programming)

WYOU—Newport News
WRAP—Norfolk
WANT—Richmond
(8 or more hours per week)
WBTM—Danville
WEVA—Emporia
WHAP—Hopewell
WBRG—Lynchburg
WMVA—Martinsville
WSSV—Petersburg
WYTI—Rocky Mount
WHLF—South Boston

WASHINGTON

(8 or more hours per week)

KNBX—Kirkland



**RADIO
TELEVISION DAILY**

presents

FM STATIONS

**LISTED BY STATE AND CITY
WITH CALL LETTERS, CHANNEL,
FREQUENCY, ERP, LAT. - LONG.
NEW CONSTRUCTION PERMITS**



1959

FIRST IN FM

CONCERT NETWORK, INC.

LAWRENCE WYNN, General Manager

28 West 44th Street BRyant 9-7530

NEW YORK WNCN 104.3

BOSTON WBCN 104.1

HARTFORD WHCN 105.9

PROVIDENCE WXCN 101.5

FM STATIONS IN OPERATION

Licensed FM stations on the air as of January 1, 1959 were as follows. This list does not include CPs granted or CP stations on the air.

As of Jan. 1, 1959

City	Call Letters	Freq.	Exp. (Kw.)	Ant. Hgt. in Ft.	Licensee
ALABAMA					
Albertville	WAVU-FM	105.1	4.5	360	Sand Mt. Bcstg. Service
Alexander City	WRFS-FM	106.1	4.6	240	Piedmont Service Corp.
Andalusia	WCTA-FM	98.1	10	200	Andalusia Bcstg. Co., Inc.
Anniston	WHMA-FM	100.5	3.7	190	Anniston Bcstg. Co.
Birmingham	WAPI-FM	99.5	72	780	Ala. Bcstg. System, Inc.
	WSFM	93.7	20	80	J. V. Melonas
Clanton	WKLF-FM	100.9	.37	255	Southeastern Bcstg. Co.
Cullman	WFMH-FM	101.1	5.3	165	Voice of Cullman
Decatur	WHOS-FM	92.5	7	30	N. Ala. Bcstg. Co.
Homewood	WJLD	104.7	23	300	Johnston Bcstg. Co.
Lanett	WRLD-FM	102.9	8.5	165	Valley Bcstg. Co., Inc.
Mobile	WKRG-FM	99.9	3	310	WKRG-TV Inc.
Tuscaloosa	WTBC-FM	95.7	17.5	320	Tuscaloosa Bcstg. Co.

ARIZONA

Globe	KWJB-FM	100.3	11	2,270	Gila Bcstg. Co.
Mesa	KTYL-FM	104.7	16	140	Greater Phoenix Bcstg. Co.
Phoenix	KELE	95.5	18	115	ANJO Bcstrs. & Tlctrs., Inc.
Tucson	KFMM	99.5	7.2	—24	Copper State Bcstg. Corp.

ARKANSAS

Blytheville	KLGN-FM	96.1	21	600	H. L. Sudbury
Jonesboro	KBTM-FM	101.9	8	200	Patteson Bros.
Mammoth Spring	KAMS	103.9	.31	125	Radio Station KALM
Siloam Springs	KUOA-FM	105.7	2.6	450	KUOA Inc.

CALIFORNIA

Atherton	KPEN	101.3	18	2,400	Peninsula FM
Bakersfield	KERN-FM	94.1	9.1	240	McClatchy Newspapers
	KQXR	101.5	14.5	155	KLEF Bcstrs.
Berkeley	KPFA	94.1	54	1,330	Pacific Foundation
	KRE-FM	102.9	19.5	—32	Central Calif. Bcstrs. Inc.
Beverly Hills	KCBH	98.7	75	1,218	A. A. Crawford
	KLFM	105.5	.30	435	Long Beach FM Bcstg. Co.
Eureka	KRED	96.3	5.6	3,200	Redwood Bcstg. Co., Inc.
Fresno	KARM-FM	101.9	7.4	360	KARM, The Geo. Harm Station
	KMJ-FM	97.9	7.3	630	McClatchy Newspapers
	KRFM	93.7	70	4,600	Calif. Inland Bcstg. Co.
Glendale	KFMU	97.1	58	750	Brazy Bcstg. Corp.
	KUTE	101.9	82	620	R. P. Adams
Long Beach	KFOX-FM	102.3	1	120	KFOX, Inc.
	KNOB	97.9	3.4	670	Cerritos Bcstg. Co.
Los Angeles	KABC-FM	95.5	4.3	2,800	American Bcstg. Co.
	KBCA	105.1	6	2,900	Radio Beverly Hills
	KBIQ	104.3	55	2,950	KPLA, Inc.
	KBMS	105.9	60	770	Planned Music, Inc.
	KFAC-FM	92.3	59	2,810	L. A. Bcstg. Co., Inc.
	KGLA	103.5	13	430	Echo Pk. Evangelistic Assn.
	KHJ-FM	101.1	16.8	2,950	RKO Teleradio Pictures
	KHOF	99.5	100	260	The Maple Chapel
	KNX-FM	93.1	67	2,870	Columbia Bcstg. System
	KPOL-FM	93.9	38	550	Coast Radio Bcstg. Corp.
	KRHM	94.7	58	2,835	KRHM Bcstg. Co.
	KRKD-FM	96.3	54	475	Continental Telecasting Corp.
Marysville	KWYC-FM	99.9	4.9	150	Marysville-Yuba City Bcstrs.
Modesto	KBEE-FM	103.3	11.5	150	McClatchy Bcstg. Co.
	KTRB-FM	104.1	4.7	283	KTRB Bcstg. Co., Inc.
Oakland	KAFE	98.1	1.5	1,080	D. X. Solo
Ontario	KASK-FM	93.5	1	—415	The Daily Report Co.

(Continued on Page 709)

ASCAP AND THE BROADCASTERS

. . . Next Step: The U. S. District Court

By EMANUEL DANNETT

Counsel, All-Industry Radio Music License Committee



ALL-INDUSTRY Radio Music License Committee was formed on May 1, 1958. The music licensing situation at the time of the Committee's organization was entirely different from that which prevailed in 1940.

In 1940, when the radio industry was confronted with a demand by ASCAP for a substantial increase in license fees, broadcasters had these choices: to capitulate to ASCAP's demands; or to cease broadcasting ASCAP music. No other choice was available. To have broadcast without an ASCAP license would have been unthinkable since that would have subjected stations to liability in astronomical sums for copyright infringement. The industry thus chose the only genuinely available course and abandoned the use of ASCAP music until licenses containing fair and equitable terms could be negotiated.

Today, ASCAP is functioning under the Consent Decree of 1950. Under that decree, any station, upon the expiration of its license, is entitled to broadcast ASCAP music merely by sending a written notice to ASCAP stating it desires to broadcast ASCAP compositions. Thus, unlike the situation in 1940, today a station can continue to broadcast ASCAP compositions without fear of copyright infringement and without the necessity of first having accepted ASCAP's terms as to license fees. Under the Consent Decree, if no agreement is reached with ASCAP as to fees, the station must commence a rate case in the United States District Court for the Southern District of New York. That court will determine what con-

stitutes reasonable fees to ASCAP.

Meetings were held with ASCAP on November 6 and December 2 and 3. Prior to those meetings, the Committee undertook a survey of industry conditions to determine the proposals to be submitted to ASCAP.

The emergence of television, during the past decade, as the dominant entertainment medium and its adverse effect upon radio, the substantial reduction in radio network programs, the substantial increase in the number of radio stations, and the change in the industry pattern from the sale of programs to spot announcements, led the Committee to conclude that many of the provisions of ASCAP's licenses were today obsolete and that a substantial improvement in the terms of the licenses was required.

The problems of radio broadcasters were reviewed at length at the ASCAP meetings, and the Committee there pointed out the reasons why the licenses, and especially the fees, should be substantially revised. However, hopes of reaching an amicable understanding were shattered when, on December 3, the Committee was informed that no financial concession of any kind would be made.

This left the broadcasters with the alternative either of accepting ASCAP's proposal for the renewal of its licenses on the old terms, or of proceeding under the ASCAP Consent Decree in a rate case before the United States District Court. All the stations represented by Committee members have elected to proceed by the route of the Consent Decree.

FM STATIONS

City	Call Letters	Freq.	Exp. (Kw).	Ant. Hgt. in Ft.	Licensee
Sacramento	KCRA-FM	96.1	11	380	KCRA, Inc. McClatchy Newspapers Town & Country Bcstrs. Cal-Val Radio, Inc.
	KFBK-FM	92.5	1.9	—115	
	KJML	95.3	1	158	
San Diego	KXOA-FM	107.9	12.5	200	Los Tres Diablos Bcstrs. KFSD, Inc.
	KDWD	98.1	3.7	650	
	KFSD-FM	94.1	33	425	
San Fernando	KITT	105.3	56	180	Music Unlimited San Fernando Valley Bcstg. Co.
	KVFM	94.3	.86	—130	
San Francisco	KCBS-FM	98.9	35	640	Columbia Bcstg. System, Inc. Electronic Service Corp.
	KEAR	97.3	82	1,100	
San Jose	KGO-FM	103.7	23.6	930	Amer. Bcstg.-Paramount Theatres National Bcstg. Co., Inc. K.S.F.R. Inc. Santa Clara Broadcasting Voice of Orange Empire, Inc. C. A. Warren Groom & Hagerman Sundial Bcstg. Corp. Pacific-South Bcstg. Co.
	KNBC-FM	99.7	45	1,240	
	KSPR	94.9	9.5	1,170	
	KSJO-FM	92.3	1.4	—66	
	KWJZ-FM	96.7	1	160	
Santa Ana	KRCW	97.5	17.5	2,890	
Santa Barbara	KSMA-FM	102.5	27	—57	
Sausalito	KDFC	102.1	33	1,050	
West Covina	KDWC	98.3	.81	250	

COLORADO

Boulder	KRNW	97.3	2	—730	Colorado Recording Co. KDEN Bcstg. Corp. Note Bcstg. Co. Good Music Associates Garden of Gods Bcstg. Co.
	KDEN-FM	99.5	1.5	594	
	KFML-FM	98.5	2.35	580	
Manitou Springs	KTGM	105.1	10	250	
	KSMS-FM	102.7	10	—780	

CONNECTICUT

Brookfield	WGHF	95.1	20	500	Easton Bcstg. System, Inc. Berkshire Bcstg. Corp.
Danbury	WLAD-FM	98.3	.34	280	

Hartford WHCN 105.9 7 750 Concert Network Inc.

Owner: Concert Network, Inc.; Year Established: 1956; Address: P.O. Box 1062, Hartford, Conn.; Phone: BEverly 5-8622; President: T. M. Hastings; Program Director: John Quincy Adams; Chief Engineer: William Meola.

Hartford	WTIC-FM	96.5	8	705	Travelers Bcstg. Service Corp. Silver City Crystal Co. Triangle Publications, Inc. Western Conn. Bcstg. Co.
	WMMW-FM	95.7	20	1,100	
	WNHC-FM	99.1	10	630	
	WSTC-FM	96.7	.65	305	

DELAWARE

Dover	WDOV-FM	94.7	2.8	200	Dover Bcstg. Corp. Delmarva Bcstg. Co. J. B. Reynolds
	WDEL-FM	93.7	20	460	
	WJBR	99.5	19	500	

DISTRICT OF COLUMBIA

Washington	WASH	97.1	15	470	Comm'l Radio Equip. Co. United Bcstg. Co., Inc. Good Music Station, Inc. Evening Star Bcstg. Co. Washington Bcstg. Co. National Bcstg. Co., Inc. Washington Post Co. WWDC, Inc.
	WFAN	100.3	9.4	320	
	WGMS-FM	103.5	20	440	
	WMAL-FM	107.3	20	450	
	WOL-FM	98.7	20	485	
	WRC-FM	93.9	20	484	
	WTOP-FM	96.3	20	390	
	WWDC-FM	101.1	20	410	

FLORIDA

Daytona Beach	WNDB-FM	94.5	8.5	330	News-Journal Corp. Univ. of Fla. H'dale Drive-In Theatres, Inc. City of Jacksonville Fla. Bcstg. Co. Radio Jax, Inc. Biscayne TV Corp. Storer Bcstg. Co. Community Service Bcstrs. Inc. P. Brake
	WRUF-FM	104.1	12	407	
	WSJG	94.9	56	460	
	WJAX-FM	95.1	7.7	560	
	WMBR-FM	96.1	50	850	
	WZFM	96.9	9.7	350	
Miami	WCKR-FM	97.3	100	250	
	WGBS-FM	96.3	1.55	80	
	WMET-FM	93.9	13	170	
	WWPB-FM	101.5	9.2	275	

(Continued on Next Page)

FM STATIONS

City	Call Letters	Freq.	Exp. (Kw.)	Ant. Hgt. in Ft.	Licensee
Orlando	WDBO-FM	92.3	25	500	Orlando Bcstg. Co.
	WHOO-FM	96.5	59	460	WHOO Radio Inc.
	WORZ	100.3	16.5	300	Central Fla. Bcstg. Co.
Palm Beach	WWPG-FM	97.9	22	235	Palm Beach Radio Inc.
	WDLF-FM	98.9	1.6	300	Dixie Radio, Inc.
Tampa	WDAE-FM	100.7	65	434	Tampa Times Co.
	WFLA-FM	93.3	46	910	The Tribune Co.
	WPKM	104.7	10.5	160	FM Bcstrs.

GEORGIA

Athens	WGAU-FM	102.5	4.4	365	Clark Bcstg. Corp.
Atlanta	WAGA-FM	103.3	36	960	Storer Bcstg. Co.
	WGKA-FM	92.9	9.4	270	Glenkaren Associates, Inc.
	WSB-FM	98.5	45.48	770	Atlanta Newspapers, Inc.
Augusta	WAUG-FM	105.7	5.5	100	Garden City Bcstg. Co.
	WBBQ-FM	103.7	19.3	682	Musicast of the South, Inc.
Columbus	WRBL-FM	93.3	25	570	Columbus Bcstg. Co.
	WDJN-FM	103.9	.34	175	Northeast Ga. Bcstg. Co.
LaGrange	WLAG-FM	104.1	2.3	180	LaGrange Bcstg. Co.
Macon	WMAZ-FM	99.1	3	170	Southeastern Bcstg. Co.
Newnan	WCOH-FM	96.7	.33	240	Newnan Bcstg. Co.
Savannah	WTOC-FM	97.3	7.9	397	Savannah Bcstg. Co., Inc.
Toccoa	WLET-FM	106.1	.73	190	R. G. LeTourneau

HAWAII

Honolulu	KAIM-FM	95.5	5.7	—290	Christian Bcstg. Assn.
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ILLINOIS

Anna	WRAJ-FM	92.7	1	250	Anna Bcstg. Co.
Bloomington	WJBC-FM	101.5	5.1	425	Bloomington Bcstg. Corp.
	WROY-FM	97.3	11	210	Carmi Bcstg. Co.
Carmi	WDWS-FM	97.5	27	430	Champaign-News Gazette Inc.
Champaign	WBBM-FM	96.3	10.5	560	Columbia Bcstg. System, Inc.
	WCLM	101.9	18	500	Carol Music, Inc.
Chicago	WDHF	95.5	52	270	DeHaan Hi-Fi, Inc.
	WEBH	93.9	35	240	Buddy Black Bcstg. Co.
	WEFM	99.5	44	560	Zenith Radio Corp.
	WENR-FM	94.7	4.3	580	American Bcstg. Co., Inc.
	WFMT	100.3	33	540	Functional Music Inc.
	WFMT	98.7	29.5	550	Gale Bcstg. Co., Inc.
	WKFM	103.5	50	500	F. S. Kovas, Jr.
	WMAQ-FM	101.1	24	640	National Bcstg. Co., Inc.
	WNIB	97.1	11	210	Northern Ill. Bcstg. Co., Inc.
	WSEL	104.3	40	567	F. J. Curtis
Cicero	WEHS	97.9	21	200	WHFC, Inc.
Decatur	WSOY-FM	102.1	31	460	Illinois Bcstg. Co.
Effingham	WSEI	95.7	20	295	Illinois Bcstg. Co.
Elmwood Pk.	WXFM	105.9	32	250	E. R. C. Schoonfield
	WEAW-FM	105.1	36	300	North Shore Bcstg. Co., Inc.
Harrisburg	WEBQ-FM	99.9	1.65	305	First Trust Association
Jacksonville	WLDS-FM	100.5	9	340	Jacksonville Radio & TV Bcstg.
Mattoon	WLBH-FM	96.9	23	190	Mattoon Bcstg. Co.
Mt. Vernon	WMLX-FM	94.1	15.2	550	Mt. Vernon Radio & TV Co.
	WOPA-FM	102.7	3.6	260	Village Bcstg. Co.
Oak Park	WYLN-FM	92.9	18.5	338	Illinois Bcstg. Co.
Olney	WPRS-FM	98.3	1	225	Paris Bcstg. Co.
Peoria	WMBD-FM	92.5	2.5	550	WMBD, Inc.
Quincy	WGEM-FM	105.1	8.3	640	Quincy Newspapers, Inc.
Rockford	WTAD-FM	99.5	27	770	Lee Bcstg. Inc.
	WROK-FM	97.5	16	300	Rockford Bcstrs. Inc.
Rock Island	WHBF-FM	98.9	3.7	380	Rock Island Bcstg. Co.
Springfield	WTAX-FM	103.7	6.7	315	WTAX Inc.

INDIANA

Bloomington	WFIU	103.7	33	200	Indiana Univ.
Columbus	WCSI-FM	98.3	.76	231	White River Bcstg. Co.
Connersville	WCNB-FM	100.3	9.8	270	News-Examiner Co.
Crawfordsville	WBBS	106.3	1	58	First Baptist Church
Elkhart	WTRC-FM	100.7	9.7	350	Truth Radio Corp.
Evansville	WIKY-FM	104.1	19	450	South Central Bcstg. Corp.
Hammond	WJOB-FM	92.3	3.1	400	South Shore Bcstg. Corp.
Indianapolis	WFMS	95.5	4.5	110	Williams FM Service
Jasper	WITZ-FM	104.7	1.65	280	Jasper on the Air, Inc.
Madison	WORX-FM	96.7	.35	290	Electronic Laboratories, Inc.
Marion	WMRI-FM	106.9	31	275	Chronicle Publishing Co., Inc.
Muncie	WMUN	104.1	7.4	286	Tri-City Radio Corp.

FM STATIONS

City	Call Letters	Freq.	Erp. (Kw.)	Ant. Hgt. in Ft.	Licensee
Newcastle	WCTW	102.5	4	250	Courier-Times Inc.
Terre Haute	WTHI	99.9	7.4	365	Wabash Valley Bcstg. Corp.
Wabash	WAIU-FM	97.5	4.6	88	Wabash-Peru Bcstg. Co., Inc.
Warsaw	WRSW-FM	107.3	34	230	Reub William & Son
Washington	WFML	106.5	14	365	Washington Radio Inc.

IOWA

Boone	KFGQ-FM	99.3	.31	200	Boone Biblical College
Clinton	KROS-FM	96.1	13	400	Clinton Bcstg. Co.
Davenport	WOC-FM	103.7	33	490	Tri-City Bcstg. Co.
Des Moines	WHO-FM	100.3	24	690	Central Bcstg. Co.
Dubuque	WDBQ-FM	103.3	15	335	Dubuque Bcstg. Co.
Mason City	KGLO-FM	101.1	16	230	Lee Radio, Inc.
Muscatine	KWPC-FM	99.7	.78	290	Muscatine Bcstg. Co., Ltd.
Storm Lake	KAYL-FM	101.5	8.9	370	Cornbelt Bcstg. Co.

KANSAS

Wichita	KFH-FM	100.3	11	410	Radio Sta. KFH Co.
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KENTUCKY

Ashland	WCMi-FM	93.7	2.75	200	Edwina Bcstg. Co.
Central City	WNES-FM	101.9	21.5	215	Muhlenberg Bcstg. Co.
Fulton	WFUL-FM	104.9	.5	155	Ken-Tenn Bcstg. Corp.
Henderson	WSO-FM	99.5	20	400	Henderson Bcstg. Co., Inc.
Hopkinsville	WHOP-FM	98.7	8.7	210	Hopkinsville Bcstg. Co.
Lexington	WLAP-FM	94.5	3.5	320	WLAP Radio Inc.
Madisonville	WAMF-FM	93.9	2.5	450	Messenger Bcstg. Co., Inc.
Mayfield	WNGO-FM	94.7	.583	203	W. Ky. Bcstg. Co., Inc.
Owensboro	WOMI-FM	92.5	19.5	375	Owensboro Bcstg. Co.
	WVJS-FM	96.1	10	370	Owensboro on the Air, Inc.
Paducah	WKYB-FM	93.3	31	430	Barrington Co. of Ky.
	WPAD-FM	96.9	36	335	Paducah Bcstg. Co., Inc.
Somerset	WSEC-FM	92.3	3	210	Southeastern Bcstg. Co.

LOUISIANA

Alexandria	KALB-FM	96.9	8.4	393	Alexandria Bcstg. Co.
Baton Rouge	WBRL	98.1	7.6	460	Baton Rouge Bcstg. Co., Inc.
Monroe	KMLB-FM	104.1	17	220	Liner's Bcstg. Sta., Inc.
New Orleans	WDSU-FM	105.3	3.4	590	WDSU Bcstg. Co.
	WRCM	97.1	5.9	250	Supreme Bcstg. Co., Inc.
	WWMT	95.7	44	215	Fidelity Bcstg. Co.
Shreveport	KRMD-FM	101.1	11.5	200	Radio Station KRMD
	KWKH-FM	94.5	13.5	390	International Bcstg. Corp.

MAINE

Caribou	WFST-FM	97.7	.19	185	Northern Bcstg. Co.
Lewiston	WCOU-FM	93.9	9.6	250	Twin City Bcstg. Co., Inc.

MARYLAND

Annapolis	WNAV-FM	99.1	16.6	370	Capital Bcstg. Co.
Baltimore	WCAO-FM	102.7	20	400	Plough Bcstg. Co., Inc.
	WITH-FM	104.3	20	500	Md. Bcstg. Co.
Bethesda	WUST-FM	106.3	.5	320	Broadcast Management, Inc.
Bradbury Hgts.	WPGC	95.5	15.5	280	WPGC, Inc.
Cumberland	WCUM-FM	102.9	1.25	—4	Tower Realty Co.
Hagerstown	WARK-FM	106.9	2.2	225	United Bcstg. Co. of W. Md.
	WJEJ-FM	104.7	9.4	1,340	Hagerstown Bcstg. Co.

MASSACHUSETTS

Boston	WBCN	104.1	20	490	Concert Network Inc.
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Owner: Concert Network Inc.; Year Established: 1958; Address: 171 Newbury St., Boston 16, Mass.; Phone: Copley 7-6020; President: T. M. Hastings; General and Station Manager: John Thornton; Program Director: John Quincy Adams; Chief Engineer: Kim Kirshway.

(Continued on Next Page)

FM STATIONS

City	Call Letters	Freq.	Erp. (Kw).	Ant. Hgt. in Ft.	Licensee
Boston	WBZ-FM	106.7	2.8	1,040	Westinghouse Bcstg. Co., Inc. Plough Bcstg. Corp. Columbia Bcstg. System, Inc. WHDH, Inc. RKO Teleradio Pictures, Inc. Enterprise Publishing Co. Harvard Radio Bcstg. Co., Inc.
	WCOP-FM	100.7	20	495	
	WEEL-FM	103.3	20	430	
	WHDH-FM	94.5	20	455	
	WRKO-FM	98.5	20	410	
Brockton	WBET-FM	97.7	.8	275	
Cambridge	WHRB-FM	107.1	.96	44	

Cambridge	WXHR	96.9	20	440	Middlesex Bcstg. Co.
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Owner: Middlesex Broadcasting Co.; Address: Cambridge, Mass.; Manager: Wallace Dunlap.

Greenfield	WHAJ-FM	98.3	1	—240	Haigis Bcstg. Corp. Merrimac Bcstg. Co., Inc. Bay State Bcstg. Co. E. Anthony & Sons, Inc. Hamden-Hampshire Corp. WMA5 Inc. Charles River Bcstg. Co. E. Anthony & Sons WTAG Inc.
Lowell	WLLH-FM	99.5	12.2	600	
New Bedford	WBSM-FM	97.3	2.5	330	
	WNBH-FM	98.1	20	380	
Springfield	WHYN-FM	93.1	3.2	1,000	
	WMAS-FM	94.7	1.35	175	
Waltham	WCRB-FM	102.5	9.2	180	
West Yarmouth	WOCB-FM	94.3	1	155	
Worcester	WTAG-FM	96.1	10	640	

MICHIGAN

Benton Harbor	WHFB-FM	99.9	9.2	230	Palladium Publishing Co. Twin Valley Bcstrs. Inc. Knarr Bcstg. Corp. Wayne State Univ. Meadowcroft Bcstg. Inc. Storer Bcstg. Co. The Goodwill Station, Inc. Alpha Bcstg. Co. Booth Bcstg. Co. Evening News Assn. Inc. WXYZ Inc. Fetzer Bcstg. Co. Stevens-Wismer Bcstg. Inc. Lincoln Bcstg. Co. Sparks Bcstg. Co. Knorr Bcstg. Corp. WSTR, Inc.	
	Coldwater	WTVB-FM	98.3	.26		230
	Dearborn	WKMH-FM	100.3	7.1		190
	Detroit	WDET-FM	101.9	52		320
		WHFI	94.7	20.5		220
		WJBK-FM	93.1	30		440
		WJR-FM	96.3	24		483
		WMUZ	103.5	19.5		180
		WMZK	97.9	10		430
		WWJ-FM	97.1	50		480
		WXYZ-FM	101.1	27		880
	Grand Rapids	WJEF-FM	93.7	115		420
		WLAV-FM	96.9	1.75		210
Oak Park	WLDM	95.5	20	430		
Royal Oak	WOMC	104.3	61	390		
Saginaw	WSAM-FM	98.1	1.7	330		
Sturgis	WSTR-FM	103.1	.285	210		

MINNESOTA

Mankato	KYSM-FM	103.5	14	525	Southern Supply Co. Northwestern Bible College Fidelity Bcstg. Co. WLOL-FM Corp. The Times Publishing Co. Winona Radio Service
	Minneapolis	KTIS-FM	98.5	5.3	
	KWFM	97.1	21	150	
	WLOL-FM	99.5	9.7	320	
St. Cloud	KFAM-FM	104.7	15	425	
Winona	KWNO-FM	97.5	18.5	610	

MISSISSIPPI

Jackson	WJDX-FM	102.9	50	6,000	Lamar Life Ins. Co.
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MISSOURI

Clayton	KFUO-FM	99.1	6.7	260	Lutheran Church, Mo. Synod O'Brien & Assoc., Inc. FM Bcstrs. Inc. Meredith Engr. Co. Kennett Bcstg. Corp. Poplar Bluff Broadcasting Co. Commercial Bcstg. Co. Independent Bcstg. Co. R. F. Neathery
Joplin	WMBH-FM	96.1	70	450	
Kansas City	KCMK	93.3	35	300	
	KSMO-FM	94.9	56	390	
Kennett	KBOA-FM	98.9	6.9	320	
Poplar Bluff	KWOC-FM	94.5	14	215	
St. Louis	KCFM	93.7	70	550	
Springfield	KTTS-FM	94.7	9.1	660	
West Plains	KWPM-FM	93.9	3.4	130	

NEBRASKA

Lincoln	KFMQ	95.3	.32	100	H. Burton
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FM STATIONS

City	Call Letters	Freq.	Erp. (Kw.)	Ant. Hgt. in Ft.	Licensee
NEVADA					
Reno	KNEV	95.5	10.5	35	E. B. Cobb
NEW HAMPSHIRE					
Berlin	WKQC	103.7	10	290	McKee Bcstg. Co., Inc.
Claremont	WTSV-FM	106.1	3.4	1,000	Grandview, Inc.
Manchester	WKBR-FM	95.7	3.6	940	Granite State Bcstg. Co., Inc.
Mt. Washington	WMTW-FM	94.9	49	3,850	Mt. Washington TV Inc.
Nashua	WOTW-FM	106.3	1	195	Gateway Bcstg. Corp.
NEW JERSEY					
Asbury Park	WJLK-FM	94.3	1	250	Asbury Park Press, Inc.
Bridgeton	WSNJ-FM	98.9	9	480	Eastern States Bcstg. Corp.
Camden	WKDN-FM	106.9	7.3	340	South Jersey Bcstg. Co.
Newark	WNTA-FM	94.7	15	621	NTA Radio Broadcasting
New Brunswick	WCTC-FM	98.3	1	110	Raritan Valley Bcstg. Co., Inc.
Paterson	WPAT-FM	93.1	20	310	WPAC, Inc.
Princeton	WRB	103.9	.85	195	Princeton Bcstg. Service Inc.
Trenton	WTOA	97.5	14.5	275	Mercer Bcstg. Co.
Zarephath	WAWZ-FM	99.1	4.8	175	Pillar of Fire, Inc.
NEW MEXICO					
Albuquerque	KHFM	96.3	1.5	140	CHE Bcstg. Co., Inc.
Los Alamos	KRSN-FM	98.5	4.6	—33	Parker & Burns
Tularosa	KMFM	97.9	13	—160	Tularosa Bcstg. Corp.
NEW YORK					
Auburn	WMBO-FM	96.1	18	520	WMBO, Inc.
Babylon	WTFM	103.5	15	120	WGLI, Inc.
Binghamton	WKOP-FM	95.3	.420	320	Binghamton Bcstrs., Inc.
	WNBF-FM	98.1	1	912	Triangle Publications, Inc.
Buffalo	WBEN-FM	106.5	110	1,350	WBEN, Inc.
	WBNY-FM	92.9	48.5	500	Albertson Bcstg. Corp.
	WWOL-FM	104.1	.250	310	Greater Erie Bcstg. Co.
Cherry Valley	WRRC	101.9	5.4	1,080	Northeast Radio Corp.
Corning	WCLI-FM	106.1	4.2	500	Radio Corning, Inc.
Cortland	WKRT-FM	99.9	14	270	Radio Cortland, Inc.
DeRuyter	WRRD	105.1	5.3	560	Northeast Radio Corp.
Hempstead	WHLI-FM	98.3	1	250	FM Bcstg. Corp.
Hornell	WWHG-FM	105.3	8.3	560	Ra-Tel Bcstrs. Inc.
Ithaca	WBRA	103.7	5.6	890	Northeast Radio Corp.
	WHCU-FM	97.3	40	730	Cornell Univ.
	WVBR-FM	93.5	.175	—210	Cornell Radio Guild, Inc.
Jamestown	WJTN-FM	93.3	9.5	735	James Bcstg. Co.
Kenmore	WINE-FM	103.3	4.6	230	Western N. Y. Bcstg. Co.
Massena	WMSA-FM	105.3	13	335	The Brockway Co.
New York	WABC-FM	95.5	6.5	760	American Bcstg. Co.
	WBAI	99.5	18	588	WBAI-FM Inc.
	WBFM	101.9	10.3	650	Muzak Corp.
	WCBS-FM	101.1	1.5	1,270	Columbia Bcstg. System, Inc.
	WEVD-FM	97.9	20	340	DEBS Memorial Radio Fund, Inc.
	WHOM-FM	92.3	11	630	Progress Bcstg. Corp.
	WNQN	104.3	15	560	Concert Network Inc.
New York	WNCN	104.3	15	560	Concert Network Inc.
<p>Owner: Concert Network Inc.; Year Established: 1957; Address: 28 West 44th St., N.Y.C.; Phone: BR 9-7530; President: T. M. Hastings; General and Commercial Manager: Lawrence L. Wynn; Program Director: John Quincy Adams; Chief Engineer: David Passell.</p>					
Niagara Falls	WNEW-FM	102.7	.54	1,360	Metropolitan Bcstg. Corp.
Olean	WNYC-FM	93.9	18	535	NYC Municipal Bcstg. System
Patchogue	WOR-FM	98.7	1.7	1,260	RKO Teleradio Pictures, Inc.
	WOXR-FM	96.3	11	675	Interstate Bcstg. Co., Inc.
	WRCA-FM	97.1	1.1	1,445	National Bcstg. Co., Inc.
	WHLD-FM	98.5	46	420	E. C. Hull
	WHDL-FM	95.7	43	830	WHDL, Inc.
	WALK	97.5	15	520	Suffolk Bcstg. Corp.
	WPAC-FM	106.1	8.3	145	Patchogue Bcstg. Co., Inc.

(Continued on Next Page)

FM STATIONS

City	Call Letters	Freq.	Erp. (Kw.)	Ant. Hgt. in Ft.	Licensee
Poughkeepsie	WKIP-FM	104.7	2.3	1,120	Dutchess County Bcstg. Corp.
Rochester	WHFM	98.9	8.7	240	Riggs & Greene Bcstg. Corp.
Schenectady	WGFM	99.5	6	805	General Electric Co.
S. Bristol	WRRE	95.1	5.3	990	Northeast Radio Corp.
Syracuse	WDDS-FM	93.1	97	660	Functional Bcstg. Inc.
	WONO	100.9	.26	475	Sentinel Heights FM Bcstrs.
	WSYR-FM	94.5	10	480	Central New York Bcstg. Corp.
Troy	WFLY	92.3	5.4	840	Troy Record Co.
Utica	WRUN-FM	105.7	4.3	490	Rome Sentinel Co.
Wethersfield	WRRL	107.7	5.4	460	Northeast Radio Corp.
White Plains	WFAS-FM	103.9	.12	675	Westchester Bcstg. Corp.
Woodside	WRFM	105.1	20	235	Long Island Bcstg. Corp.

NORTH CAROLINA

Albemarle	WABZ-FM	100.9	.75	52	Radio Station WABZ Inc.
Asheboro	WGWR-FM	92.3	10	650	Asheboro Bcstg. Co., Inc.
Asheville	WLOS-FM	104.3	9.2	130	Skyway Bcstg. Corp.
Burlington	WBBB-FM	101.1	3.8	410	Alamance Bcstg. Co., Inc.
	WFNS-FM	93.9	2.8	250	Burlington-Graham Bcstg. Co.
Charlotte	WSOC-FM	103.5	35	415	WSOC Bcstg. Co.
Durham	WDBC-FM	105.1	36	380	Durham Radio Corp.
Elkin	WIFM-FM	100.9	.35	—35	Tri-County Bcstg. Co., Inc.
Fayetteville	WFNC-FM	98.1	14	290	Cape Fear Bcstg. Co.
Forest City	WBBO-FM	93.3	1.5	345	Rutherford County Radio Co.
Franklin	WFSC-FM	94.5	.93	—310	Macon County Bcstg. Co.
Gastonia	WGNB-FM	101.9	11.1	890	C. T. McSwain
Goldsboro	WEQR	96.9	16	360	Eastern Carolina Bcstg. Co., Inc.
Greensboro	WMDE	98.7	5.8	110	H. C. Hall
Henderson	WHNC-FM	92.5	9	260	Henderson Radio Corp.
Hendersonville	WHKP-FM	102.5	9.5	2	Radio Hendersonville
High Point	WHPE-FM	95.5	13	395	High Pt. Bcstg. Co.
	WMFR-FM	99.5	8	350	WMFR Inc.
	WNOS-FM	100.3	2.7	195	Statesville Bcstg. Co.
Laurinburg	WEWO-FM	96.5	9.2	215	Scotland Bcstg. Co.
Leaksville	WLOE-FM	94.5	20	96	WLOE Inc.
Lexington	WBUI-FM	94.3	.3	210	Davidson County Bcstg. Co.
Marion	WMIT	106.9	36	3,100	Mt. Mitchell Bcstrs. Inc.
Raleigh	WKIX-FM	96.1	30	420	WKIX Broadcasting Co.
	WPTF-FM	94.7	50	560	WPTF Radio Co.
	WRAL-FM	101.5	54	325	Capitol Bcstg. Co., Inc.
Reidsville	WREV-FM	102.1	1.6	330	Reidsville Bcstg. Co.
Rocky Mount	WEED-FM	92.1	.27	160	W. A. Wynne
	WFMA	100.7	33	400	Eastern Carolina Electronics
Salisbury	WSTP-FM	106.5	2.9	250	WSTP, Inc.
Sanford	WWGP-FM	105.5	.49	340	WWGP Bcstg. Corp.
Shelby	WOHS-FM	96.1	2.6	460	Western Carolina Radio Corp.
Statesville	WFMX	105.7	2.4	335	Statesville Bcstg. Co., Inc.
Tarboro	WCPS-FM	104.3	7	260	Coastal Plains Bcstg. Co.
Thomasville	WTNC-FM	98.3	.45	250	Thomasville Bcstg. Co.
Winston-Salem	WAIR-FM	93.1	34	370	Forsythe Bcstg. Co.
	WSJS-FM	104.1	42	160	Piedmont Publishing Co.

OHIO

Akron	WAKR-FM	97.5	4.4	260	Summit Radio Corp.
Alliance	WFAH-FM	101.7	1	160	Review Publishing Co.
Ashland	WNCO-FM	101.3	10.2	380	Radio Ashland, Inc.
Ashtabula	WICA-FM	103.7	40	270	WICA Inc.
Bellaire	WTRX-FM	100.5	9	500	WTRX Inc.
Canton	WHBC-FM	94.1	15	390	Ohio Broadcasting Co.
Cincinnati	WCPO-FM	105.1	12.5	590	Scripps-Howard Radio Inc.
	WKRC-FM	101.9	15.5	530	Radio Cincinnati Inc.
	WSAI-FM	102.7	14.7	550	Gordon Bcstg. Co.
Cleveland	KYW-FM	105.7	27	900	Westinghouse Bcstg. Co., Inc.
	WDOK-FM	102.1	31	120	Civic Bcstrs. Inc.
	WERE-FM	98.5	40	600	Cleveland Bcstg. Co., Inc.
	WGAR-FM	99.5	31	410	Peoples Bcstg. Corp.
	WHK-FM	100.7	11.5	620	Forest City Publishing Co.
	WJW-FM	104.1	2.8	510	Storer Bcstg. Co.
	WSRS-FM	95.3	1	250	WSRS Inc.
Cleveland Hgts.	WBNS-FM	97.1	54	315	RadiOhio, Inc.
Columbus	WCOL-FM	92.3	6.8	350	Air Trails, Inc.
	WKCO-FM	94.7	52	220	Sky-Way Bcstg. Corp.
Dayton	WHIO-FM	99.1	19	515	Miami Valley Bcstg. Corp.
Elyria	WEOL-FM	107.3	15	290	Elyria-Lorain Bcstg. Co.
Findlay	WFIN-FM	100.5	8.2	240	Findlay Publishing Co.
Fostoria	WFOB-FM	96.7	1	215	Seneca Radio Corp.
Fremont	WFRO-FM	99.3	1	200	Wolfe Bcstg. Corp.
Hamilton	WQMS	96.7	.29	285	Community Bcstg. Co.
Lima	WIMA-FM	102.1	15	250	Northwestern Ohio Bcstg. Corp.
Marion	WMRN-FM	106.9	25	330	Marion Bcstg. Co.
Mt. Vernon	WMVO-FM	93.7	2.9	270	Mt. Vernon Bcstg. Co.
Newark	WCLT-FM	100.3	8.5	370	WCLT Radio Inc.
Portsmouth	WPAY-FM	104.1	7	520	P. F. Braden
Springfield	WBLY-FM	103.9	1	62	Champion City Bcstg. Co.
Stuebenville	WSTV-FM	103.5	3.1	880	WSTV, Inc.

FM STATIONS

City	Call Letters	Freq.	Erp. (Kw).	Ant. Hgt. in Ft.	Licensee
Toledo	WMHE	92.5	10	135	Hillebrand Electronics
	WSPD-FM	101.5	23	440	Storer Bcstg. Co.
	WTOD-FM	99.9	8.8	160	Booth Bcstg. Co.
	WTOL-FM	104.7	1.3	156	Community Bcstg. Co.
Wooster	WWST-FM	104.5	13	330	Wooster Republican Printing Co.
Youngstown	WKBN-FM	98.9	50	545	WKBN Bcstg. Corp.

OKLAHOMA

Oklahoma City	KEFM	94.7	2.9	125	C. E. Williams
Stillwater	KYFM	98.9	1.5	155	Capitol City Bcstg. Co.
	KSPI	93.9	3.9	300	Stillwater Publishing Co.

OREGON

Eugene	KUGN-FM	99.1	.39	60	KUGN, Inc.
Grants Pass	KGPO	96.9	1.3	—475	Southern Ore. Bcstg. Co.
Portland	KEX-FM	92.3	56	955	Westinghouse Bcstg. Co.
	KOIN-FM	101.1	48	1,390	Mt. Hood Radio & TV Bcstg. Corp.
	KPFM	97.1	33	900	Bcstrs. Ore. Ltd.
	KPOJ-FM	98.7	4.4	1,100	KPOJ, Inc.
	KQFM	100.3	17	960	H. Q. Cox

PENNSYLVANIA

Allentown	WFMZ	100.7	4.8	835	WFMZ, Inc.	
Altoona	WVAM-FM	100.1	.36	—345	General Broadcasting Corp.	
Bethlehem	WGPA-FM	95.1	10	630	Bethlehem's Globe Pub. Co.	
	WHLM-FM	106.5	8.8	600	Bloom Radio	
Bloomsburg	WBUT-FM	97.7	.72	290	WBUT Radio	
Butler	WCHA-FM	95.9	7	240	Chambersburg Bcstg. Co., Inc.	
Chambersburg	WCED-FM	102.1	3.2	660	Tri-County Bcstg. Co.	
DuBois	WEEX-FM	99.9	3.3	200	Easton Publishing Co.	
Easton	WEST-FM	107.9	11	50	Associated Bcstrs. Inc.	
	WERC-FM	99.9	9.7	400	WERC Bcstg. Corp.	
Erie	WHP-FM	97.3	1.55	—35	WHP Inc.	
Harrisburg	WAZL-FM	97.9	6	630	Hazleton Bcstg. Co., Inc.	
Hazleton	WARD-FM	92.1	.285	—87	Central Bcstg.	
Johnstown	WJAC-FM	95.5	8.3	1,070	WJAC, Inc.	
	WGAL-FM	101.3	3.8	215	WGAL, Inc.	
Lancaster	WLAN-FM	96.9	6.7	80	Peoples Bcstg. Co.	
	WLBR-FM	100.1	.72	290	Lebanon Bcstg. Co.	
Lebanon	WMGW-FM	100.3	10	585	Meadville Bcstg. Service Inc.	
Meadville	WCAU-FM	98.1	10	660	WCAU, Inc.	
Philadelphia	WDAS-FM	105.3	20	285	M. M. Leon, Inc.	
	WFIL-FM	102.1	6.3	780	Triangle Publications Inc.	
Pittsburgh	WFLN-FM	95.7	20	490	Franklin Bcstrs. Corp.	
	WHAT-FM	105.3	20	290	Independence Bcstg. Co., Inc.	
	WIBG-FM	94.1	20	170	Seaboard Radio Bcstg. Corp.	
	WIP-FM	93.3	20	430	WIP Bcstg. Inc.	
	WPEN-FM	102.9	20	420	Wm. Penn Bcstg. Co.	
	KDKA-FM	92.9	47	890	Westinghouse Bcstg.	
	WFMP	99.7	24	470	National Bcstg. Co., Inc.	
	WKJF	93.7	40	470	A. J. R. Greer	
	WWSW-FM	94.5	50	940	WWSW Radio Inc.	
	WPPA-FM	101.9	2.8	650	Pottsville Bcstg. Co.	
	Scranton	WGBI-FM	101.3	1.8	1,200	WGBI Radio Inc.
	Sharon	WPIC-FM	102.9	26	455	Sharon Herald Bcstg. Co.
Sunbury	WKOK-FM	94.1	4.4	875	Sunbury Bcstg. Corp.	
Warren	WRRN	92.3	3	450	Northern Allegheny Bcstg. Co.	
Washington	WJPA-FM	104.3	4	360	Washington Bcstg. Co.	
Wilkes-Barre	WBRE-FM	98.5	2.25	1,160	WBRE Radio Inc.	
Williamsport	WLYC-FM	105.1	.84	1,150	Lycoming Bcstg. Co.	
	WRAX-FM	100.3	4	1,220	WGAL, Inc.	
York	WNOW-FM	105.7	1.2	465	WNOW, Inc.	

RHODE ISLAND

Providence	WPFM	95.5	3.2	170	Golden Gate Corp.
	WPJB-FM	105.1	20	500	Providence Journal Co.
	WPRO-FM	92.3	15	560	Cherry & Webb Bcstg. Co.
	WTMH	101.5	20	500	General Bcstg. Corp.

Providence WXCN 101.5 20 — Concert Network Inc.

Owner: Concert Network Inc.; Year Established: 1955; Address: P.O. Box 1015, Providence, R. I.; Phone: Nlagara 7-4827; President: T. M. Hastings; Program Director: John Quincy Adams; Chief Engineer: William Hlavas.

(Continued on Next Page)

FM STATIONS

City	Call Letters	Freq.	Exp. (Kw.)	Ant. Hgt. in Ft.	Licensee
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Woonsocket	WWON-FM	106.3	.39	215	Woonsocket Bcstg. Co.
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SOUTH CAROLINA

Anderson	WCAC	101.1	6.4	330	W. E. Hall
Charleston	WCSC-FM	96.9	68	700	WCSC, Inc.
	WTMA-FM	95.1	10	385	Corp. of Charleston
Columbia	WCOS-FM	97.9	5.3	260	WCOS Inc.
Dillon	WDSC-FM	92.9	8.8	290	Border Bcstg. Co.
Greenville	WESC-FM	92.5	12	360	Greenville Bcstg. Co.
	WFBC-FM	93.7	9.9	1,350	WMRC Inc.
Orangeburg	WORGF-FM	102.7	4.6	110	WTND Inc.
Rock Hill	WRHI-FM	98.3	.65	310	York County Bcstg. Co.
Seneca	WSNW-FM	98.1	9.4	330	Blue Ridge Bcstg. Co.
Spartanburg	WSPA-FM	98.9	4.9	520	Spartan Radiocasting Co.

TENNESSEE

Bristol	WOPI-FM	96.9	9.7	260	Radiophone Bcstg. St. WOPI Inc.
Greenville	WGRV-FM	94.9	4.6	250	Radio Greenville Inc.
Jackson	WTJS-FM	104.1	50	640	Sun Publishing Co., Inc.
Johnson City	WJHL-FM	100.7	9.6	1,400	WJHL, Inc.
Kingsport	WKPT-FM	98.5	10	960	Kingsport Bcstg. Co., Inc.
Knoxville	WBIR-FM	93.3	3.3	620	WBIR, Inc.
Memphis	WMCF	99.7	300	940	Memphis Publishing Co.
Nashville	WFMB	105.9	3.6	42	Great Southern Bcstg. Co.

TEXAS

Austin	KAZZ	95.5	1.35	150	Audioland Bcstg. Co.
	KHFI	98.3	.780	52	R. E. Kennedy
Beaumont	KRIC-FM	97.5	9.1	360	Enterprise Co.
Cedar Hill	KDFW	99.5	25	770	C & F Musiccasting Co.
Cleburne	KCLC-FM	94.9	6.4	260	Marti, Inc.
Corpus Christi	KDMC	95.5	4.1	280	Master Music, Inc.
Dallas	KIXL-FM	104.5	25	470	Variety Bcstg. Co.
	KRLD-FM	92.5	40	480	KRLD Radio Corp.
	KSFM	105.3	11	280	Metropolitan Bcstg. Corp.
	WRR-FM	101.1	68	500	City of Dallas
Denton	KDNT-FM	106.3	.76	270	H. V. Shepard

Diboll KSPL 95.5 1

Address: P. O. Box 336, Diboll, Texas; Phone: MY 8-5533; Manager: Tommy Ward Lanyon; Assistant Manager: Don Wier; Program Director: Ruth Ruby; Commercial Manager: Evelyn Lanyon.

Fort Worth	WBAP-FM	96.3	52	475	Carter Publications Inc.
Houston	KFMK	97.9	10.5	235	J. R. Corry
	KHGM	102.9	48	550	Taft Bcstg. Co.
	KTRH-FM	101.1	29.5	485	KTRH Bcstg. Corp.
Lubbock	KSEL-FM	93.7	9.6	195	Southwestern Bcstg. Co.
San Antonio	KEEZ	97.3	17.5	110	C. B. Gay, Inc.
	KISS	99.5	3	515	The Walmac Co.
	KONO-FM	92.9	4.4	475	Mission Bcstg. Co.
Texarkana	KCMC-FM	98.1	1.5	390	KCMC, Inc.

UTAH

Salt Lake City	KDYL-FM	98.7	1.2	2,970	Intermountain Bcstg. & TV Corp.
	KSL-FM	100.3	6.1	3,660	Radio Service Corp. of Ut.

VIRGINIA

Arlington	WARL-FM	105.1	2.05	500	Northern Va. Bcstrs. Inc.
Charlottesville	WINA-FM	95.3	.620	225	Charlottesville Bcstg.
Crewe	WSVS-FM	104.7	14	450	Southern Va. Bcstg. Corp.
Harrisonburg	WSVA-FM	100.7	7.2	345	Shenandoah Valley Bcstg. Corp.
Lynchburg	WWOD-FM	100.1	.94	170	Lynchburg Independent Bcstrs.
Martinsville	WMVA-FM	96.3	2.9	625	Martinsville Bcstg. Co., Inc.
Newport News	WGH-FM	97.3	37	186	Hampton Rds. Bcstg. Corp.
Norfolk	WRVC	102.5	8.7	95	Virginia Good Music Corp.
Richmond	WCOD	98.1	34	430	Havens & Martin Inc.
	WRNL-FM	102.1	50	320	Richmond Newspapers Inc.
	WRVA-FM	94.5	25	460	Larus & Bro. Co., Inc.
Roanoke	WDBJ-FM	94.9	14.5	1,940	Times-World Corp.
	WSLS-FM	99.1	21	1,890	Roanoke Bcstg. Corp.
Winchester	WRFL	92.5	13.4	1,390	R. F. Lewis, Jr., Inc.

City	Call Letters	Freq.	Erp. (Kw).	Ant. Hgt. in Ft.	Licensee
WASHINGTON					
Seattle	KING-FM	98.1	15	410	King Bestg. Co.
	KIRO-FM	100.7	16.5	750	Queen City Bestg. Co., Inc.
	KISW	99.9	2.1	350	E. W. Lippincott
Spokane	KMCS	98.9	10.5	1,070	FM Bcstrs. Inc.
	KREM-FM	92.9	4.8	720	KREM Bestg. Corp.
Tacoma	KTNT-FM	97.3	10.2	410	Tribune Publishing Co.
	KTWR	103.9	.85	240	T. W. Read

WEST VIRGINIA

Beckley	WBKW	99.5	34	1,050	J. L. Smith, Jr., Inc.
Charleston	WKAZ-FM	97.5	9	124	Kanawha Valley Bestg. Co.
	WKNA	98.5	2.65	390	J. L. Smith, Jr.
Huntington	WHTN-FM	100.5	53	560	Cowles Bestg. Co.
Logan	WLOG-FM	103.3	2.1	725	Frey & Greever
Martinsburg	WEPM-FM	94.3	.81	170	Martinsburg Bestg. Co.
Morgantown	WJRR-FM	99.3	99.3	1	West Va. Radio Corp.
Oak Hill	WOAY-FM	94.1	14.5	660	R. R. Thomas, Jr.
Parkersburg	WAAM-FM	106.5	8.9	280	Ohio Valley Bestg. Corp.
Wheeling	WKWK-FM	97.3	10	470	Community Bestg. Inc.
	WWVA-FM	98.7	7.4	470	Storer Bestg. Co.

WISCONSIN

Eau Claire	WEAU-FM	94.1	60	360	Central Bestg. Co.
Greenfield	WWCF	94.9	37	1,300	W. C. Forrest
Janesville	WCLO-FM	99.9	15.5	200	Southern Wis. Radio Inc.
Madison	WISC-FM	98.1	1	105	Radio Wisconsin Inc.
	WMFM	104.1	7.5	80	E. W. Fessler
Marshfield	WDLB-FM	103.9	.25	250	Clarkwood Bestg. Corp.
Merrill	WLIN	100.7	22	348	Wis. Valley TV Corp.
Milwaukee	WFMR	96.5	15	215	High Fidelity Bestg. Corp.
	WQFM	93.3	30	190	Koeth Bestg. Corp.
Racine	WRJN-FM	100.7	15	265	Racine Bestg. Corp.
Rice Lake	WJMC-FM	96.3	50	540	WJMC Inc.
West Bend	WBKV-FM	92.5	6	145	West Bend Bestg. Co.
Wisconsin Rapids	WFHR-FM	103.3	2.1	360	W. F. Huffman Radio Inc.

**Ap News
Is Preferred**

... by Listeners — because it is
dependable as well as interesting.

Ap

Preferred

50 Rockefeller Plaza - New York 20, N. Y.

MUSIC — NEWS — WEATHER — TIME

1000 W. AM

KSPL

95.5 MGC. FM

WHERE MUSIC
HAS FOUND A HOME

Muzac Franchised

Programmatic Equipped

Friendliest

Fastest Growing

Finest

In All East Texas

CONSTRUCTION PERMITS FOR NEW FM STATIONS

(As of January 1959)

City	Call Letters	Freq.	Erp. (Kw.)	Ant. Hgt. in Ft.	Licensee
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ALABAMA

Athens	WJOF	104.3	1.05	260	Athens Bcstg. Co., Inc.
Birmingham	WTAF	106.9	15.5	900	WBRC Inc.

CALIFORNIA

Alameda	—	92.7	.275	—2	Henry & Larsen
Bakersfield	KGEE-FM	96.5	2.95	3,730	KGEE Inc.
El Cajon	KFUM	93.3	3.4	160	K. C. Forror
Fresno	KJPO	99.5	17.5	360	J. H. Poole
	KMAK-FM	99.5	26	175	McMahan Bcstg. Co.
Inglewood	KTYM-FM	103.9	.45	385	A. J. Williams
La Habra	KDOG	95.9	48	360	W. E. Clark
Lancaster	KANT-FM	107.9	20.5	1,520	C. W. Fray
Los Angeles	KMLA	100.3	58	1,190	KMLA Bcstg. Corp.
	—	107.5	19.5	175	Bible Institute of L. A.
National City	KEAX	99.3	.84	—80	J. H. Harman
Newport Beach	KAJS	103.1	.86	41	A. J. Stone
Oxnard	KOXR-FM	104.7	10.5	14	Oxnard Bcstg. Corp.
Palm Springs	KPSR	92.1	1	—600	R. T. Sampson
Redondo Beach	KAPP	93.5	1	82	South Bay Bcstg. Co.
Riverside	KACE-FM	92.7	.69	—50	K-ACE Radio Inc.
	KPIP	99.1	1.55	1,630	Parker-Lee Inc.
	KQXM	97.5	81	1,690	Medical Evangelists Alumni
Sacramento	KGMS-FM	100.5	15	200	Capitol Radio Enterprises
	KSRM	96.9	3.5	250	Audiolab Inc.
San Bernardino	KPAX	99.9	30	1,570	S. C. Corwin
San Diego	KCBQ-FM	107.7	9.3	195	KCBQ Inc.
	KFMB-FM	100.7	18.5	630	Marietta Bcstg. Inc.
	KFMX	96.5	29.5	590	S. C. Corwin
	KGB-FM	101.5	36	200	KGB Inc.
	KSON-FM	103.7	11.5	155	Broadmoor Bcstg. Corp.
	—	106.5	3.5	240	Barbary Coast Records Inc.
San Fernando	KSFV	106.3	1	—110	San Fernando Bcstg. Co.
San Francisco	KBAY-FM	104.5	29	890	S. W. Corwin
	KFRC-FM	106.1	71	1,160	RKO Teleradio Pictures Inc.
	KOBY-FM	95.7	27.1	1,038	Mid-American Bcstrs. Inc.
	KPUP	106.9	18	1,020	F. Mieuli
	KRON-FM	96.5	13.5	1,230	Chronicle Publishing Co.
	KYA-FM	93.3	16.5	710	Golden State Bcstrs., Inc.
	—	105.3	17.5	450	Bay FM Bcstrs.
San Jose	KRPM	98.5	3.8	—111	The Audio House, Inc.
San Luis Obispo	—	99.9	3.8	—510	KATY, Sweetheart of S.L.O. Inc.
Santa Ana	KFIL	106.3	1	145	P. F. Brestoff
Santa Barbara	KFMC	107.9	29.5	—800	S. C. Corwin
	KMUZ	99.9	3.1	110	Tri-Counties Bcstg. Co.
Santa Maria	KEYM	99.1	3.2	—135	Santa Maria Bcstg. Co.
Stockton	KRAK-FM	92.9	1.5	300	Golden Valley Bcstg. Co.
	KSTN-FM	107.3	8.9	1,571	Valley Bcstrs. Inc.
	KWG-FM	105.7	3.5	130	KWG Bcstg. Co.
Ventura	KUDU-FM	95.1	24	—16	Tri-Counties Public Service Inc.
	KVEN-FM	100.7	12	280	Coast Ventura Co.

COLORADO

Colo. Springs	KFMH	96.5	24.5	1,590	FM Colorado Co.
Denver	KLIR-FM	100.3	8.8	236	G. B. Anderson
	—	98.5	9.1	380	KDEN Bcstg. Co.
Grand Junction	—	92.3	2.8	—10	Western Slope Bcstg. Co.

City	Call Letters	Freq.	Exp. (Kw).	Ant. Hgt. in Ft.	Licensee
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CONNECTICUT

Hartford	WDRC-FM	102.9	7	750	Conn. Bcstg. Co. General Bcstg. Inc. Yale Bcstg. Co., Inc.
	—	93.7	7	750	
New Haven	WYBC-FM	94.3	.3	120	

FLORIDA

Coral Gables	WVCG-FM	105.1	18.5	220	Peninsular Bcstg. Corp. Fla. Air-Power Inc. Rand Bcstg. Co. Trans-Chord Co.
Ft. Lauderdale	WWIL-FM	103.5	15.5	175	
Miami	—	99.9	105	210	
St. Petersburg	—	99.5	31	190	

GEORGIA

Macon	WNEX-FM	96.9	4.1	415	Macon Bcstg. Co.
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ILLINOIS

Chicago	WFMQ	107.5	11	560	L. Vihon
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INDIANA

Indianapolis	WIBC-FM	93.1	2.8	170	WIBC Inc.
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KANSAS

Kansas City	—	98.1	4.4	159	F. W. Hurlburt G. B. Anderson C. B. Axton
Newton	KJRG-FM	96.7	.25	225	
Topeka	KTOP-FM	100.1	.76	100	

KENTUCKY

Hazard	WKIC-FM	96.5	15	400	Mountain Bcstg. Service Inc.
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MAINE

Portland	—	97.9	10	175	Casco Bcstrs. Corp.
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MARYLAND

Annapolis	WANN-FM	107.9	4.04	205	Annapolis Bcstg. Corp. Audiophonic Corp. United Bcstg. Co. of E. Md. Monocacy Bcstg. Co. Tri-Suburban Bcstg. Corp. WTOW Inc.
Baltimore	WFDS-FM	97.9	15	240	
	WSID-FM	92.3	11	185	
Frederick	WFMD-FM	99.9	2.1	1,120	
Silver Spring	WAYL	99.5	20	280	
Towson	WTCW-FM	101.9	20	280	

MASSACHUSETTS

Brookline	WBOS-FM	92.9	15	285	Champion Bcstg. System WHA V Bcstg. Co. Lawrence Bcstg. Co.
Haverhill	WHA V-FM	95.5	20	350	
Lawrence	WG HJ-FM	93.7	1.35	210	

MICHIGAN

Jackson	WMKZ	94.1	5.4	310	Booth Bcstg. Co. Gross Telecasting Inc.
Lansing	—	97.5	46	340	

NEW JERSEY

Fair Lawn	WRBI	105.5	1	125	Radio Bergen Inc. F. H. Accorsi
Red Bank	WFHA-FM	106.3	1	155	

(Continued on Next Page)

FM CONSTRUCTION

City	Call Letters	Freq.	Exp. (Kw).	Ant. Hgt. in Ft.	Licensee
NEW MEXICO					
Roswell	KBIM-FM	97.1	2.9	180	Taylor Bcstg. Co.
NEW YORK					
Babylon	WBAB-FM	102.3	.670	110	Babylon-Bay Shore Bcstg. Corp.
Buffalo	WEBR-FM	96.1	16	340	WEBR Inc.
	WGR-FM	96.9	17.5	320	Transcontinent TV Corp.

Hicksville	WLIR	92.7	81	140	John R. Rieger
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Owner: John R. Rieger; Year Established: 1958; Address: 67 N. Broadway, Hicksville, N. Y.; Program Director: Dorothy C. Rieger; Chief Engineer: Ray Lanahan.

Hicksville	WLIR	92.7	81	140	High Fidelity Music Co.
New Rochelle	WNRC-FM	93.5	1	190	Radio New Rochelle Inc.
Peekskill	WLNA-FM	100.7	20	500	Highland Broadcasting Corp.
Rochester	WROC-FM	97.9	18	410	Transcontinent TV Corp.

NORTH CAROLINA

Hickory	WHKY-FM	102.9	15	325	Catawba Valley Bcstg. Co.
Roxboro	WRXO-FM	96.7	.60	280	Roxboro Bcstg. Co.
Winston-Salem	WYFS	107.5	1.55	195	Winsonette, Inc.

OHIO

Akron	WCUE-FM	96.5	14.5	105	Akron Bcstg. Corp.
Cleveland	WCRF-FM	103.3	21.5	575	Moody Bible Institute (Chi.)
	WJMO-FM	106.5	16.5	51	Friendly Bcstg. Co.
E. Liverpool	WOHI-FM	104.3	27	330	E. Liverpool Bcstg. Co.
Hamilton	WHOH	103.5	8.7	255	Ft. Hamilton Bcstg. Co.
Lancaster	WHOK-FM	95.5	16	140	Hocking Valley Bcstg. Corp.
Middletown	WPFB-FM	105.9	30	350	P. F. Braden
Salem	WSOM	105.1	100	400	R. C. Jones
Youngstown	WBBW-FM	93.3	19.5	39	Mahoning Valley Bcstg. Corp.
	WYNS	101.1	24.5	110	M. Jones

OKLAHOMA

Durant	KSEO-FM	107.3	2.9	365	Durant-Pub.-Bcstg. Co.
Okla. City	KCEF	92.3	6.6	225	Musicord, Inc.

OREGON

Eugene	KEGA	93.1	1.35	90	KEED Inc.
	KFMY	97.9	3.6	—60	Music, Inc.
Medford	KBOY-FM	95.3	.65	—225	C. E. Wilson

PENNSYLVANIA

Braddock	WLOA-FM	96.9	68	490	Matta Bcstg. Co.
Carlisle	WHYL-FM	102.3	.76	19	R. F. Lewis, Jr., Inc.
Glenside	WFI	92.5	20	300	High-Fidelity Bcstrs. Corp.
Montrose	WPEL-FM	96.5	57	500	Montrose Bcstg. Corp.
Oil City	WDJR	98.5	3.4	300	WKRZ Inc.
Philadelphia	—	106.1	20	480	George Voron & Co.
Waynesboro	WAYZ-FM	101.5	3	21	R. F. Lewis Jr., Inc.
Wilkes-Barre	WYZZ	103.3	3.1	975	R. G. Evans

RHODE ISLAND

Cranston	WLOV	99.9	3.4	255	Neighborly Bcstg. Co.
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City	Call Letters	Freq.	Exp. (Kw).	Ant. Hgt. in Ft.	Licensee
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TENNESSEE

Memphis	WMPS-FM	97.1	21.5	380	WMPS Inc.
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TEXAS

Amarillo	KGNC-FM	93.1	14.5	440	Plains Radio Bcstg. Co.
Dallas	WFAA-FM	97.9	38	300	A. H. Belo Corp.
El Paso	KHMS	94.7	2.55	—115	H-M Service Co.
Ft. Worth	—	97.1	22	730	Tarrant Bcstg. Co.
Gainesville	KGAF-FM	94.5	2.5	250	Gainesville Bcstg. Co., Inc.
Lubbock	KBFM	96.3	3.6	275	J. W. Blankenship
Midland	KNFM	92.3	3.4	410	FM Associates
Waxahachie	KBEC-FM	93.5	.35	115	R. Tuck Enterprises

UTAH

Salt Lake City	KLUB-FM	97.1	23	—190	KLUB Bcstg. Co.
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VIRGINIA

Gretna	WMNA-FM	103.3	3	105	Central Va. Bcstg. Co., Inc.
Norfolk	WYFI	99.9	11.5	70	Electronic Research Inc.
Woodbridge	WBVA	105.9	9.5	305	S & W Enterprises Inc.

WASHINGTON

Edmonds	KGFM	105.3	17.5	760	King's Garden, Inc.
Seattle	KLSN	96.5	14.5	350	Sight & Sound
	—	101.5	10	1,070	Chem-Air, Inc.
Tacoma	KLAY-FM	106.3	.850	240	C. F. Huntington

WISCONSIN

Madison	WIBA-FM	101.5	45	1,020	Badger Bcstg. Co.
Milwaukee	WTMJ-FM	94.1	2.8	980	The Journal Co.

SEE PAGE 69
FOR RADIO RECEIVERS — WORLDWIDE

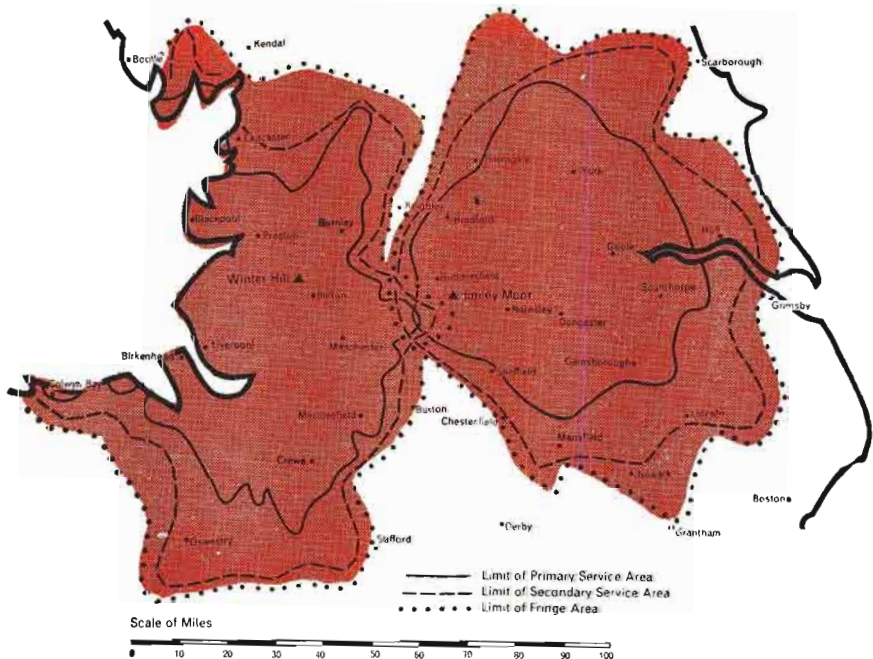
SEE PAGE 39
FOR SPOT RADIO TIME SALES FIGURES

GRANADA TV

BRITAIN'S NORTHERN REGION PROGRAMME COMPANY MONDAY THRU FRIDAY

Facts about the Northern Region

Population 12,651,850. Viewers able to
receive Granada TV 7,420,000



Some Programmes presented by Granada TV

PLAYS

The Skin of Our Teeth
Death of a Salesman
All My Sons
The Strong are Lonely

ENTERTAINMENT

Chelsea at Nine
Sir Thomas Beecham at
Lincoln's Inn

DISCUSSIONS

Homosexuality and the Law
A Blessing of a Sin
The Troubled Middle East
Insanity or Illness
Thou Shalt Not Kill

SPECIAL FEATURE

Rochdale by-Election

GRANADA TV NETWORK LONDON AND MANCHESTER

TELEVISION DAILY

presents

***INTERNATIONAL
BROADCASTING***



**BRITISH COMMERCIAL TV
INTERNATIONAL STATIONS
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Commenced September 22, 1955

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Band III, Channel 8
AP: 50 kw; VP: 200 kw
Commenced Feb. 17, 1956

Lichfield (Midlands)

Band III, Channel 8
AP: 50 kw; VP: 200 kw
Commenced February 17, 1956

Emley Moor (Northern Region)

Band III, Channel 10
AP: 50 kw (max.); VP: 200 kw (max.)
Commenced November 3, 1956

Black Hill (Central Scotland)

Band III, Channel 10
AP: $\frac{1}{4}$ of VP's $\left\{ \begin{array}{l} 475 \text{ kw N.E.} \\ 200 \text{ kw S.W.} \\ 65 \text{ kw N.W. \& S.E.} \end{array} \right.$
Commenced August 31, 1957

St. Hilary Down (South Wales and West of England)

Band III, Channel 10
AP: 50 kw; VP: 200 kw
Commenced January 14, 1958

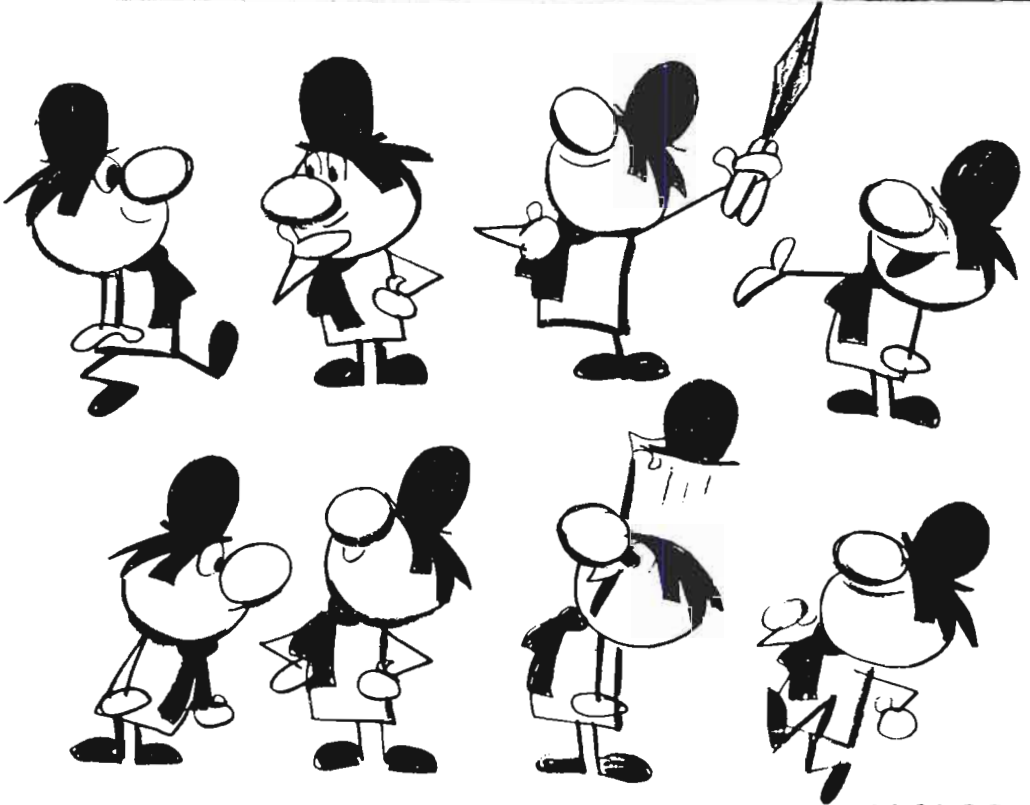
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TV Exec. Producer.....Denis Forman
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Chief Engineer.....Reg Hammans
PublicityDon Harker
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Peter Eton, Harry Elton, Barrie Heads,
Tim Hewat.

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Coleman, Graham Evans, Wilfred Field-
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Owen, Michael Scott, Mark Stuart,
Max MorganWitts, Mike Wooller.

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(Continued on Page 729)

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Merton Park

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Shepperton Studios

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 B. Davies

Anvil Films Ltd.

Beaconsfield Studios
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 C. H. Warren

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 C. J. Latta

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Biographic Cartoon Films Ltd.

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 Bob Godfrey

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British Alfa Films Ltd.

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 Phone: Terminus 1195
 Directors.....H. Haymsen, P. A. Haymsen

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 Director.....Ronald Haines

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 D. de Marney

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Richard Meyer

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(Continued on Next Page)

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U. S. AND CANADIAN INTERNATIONAL STATIONS

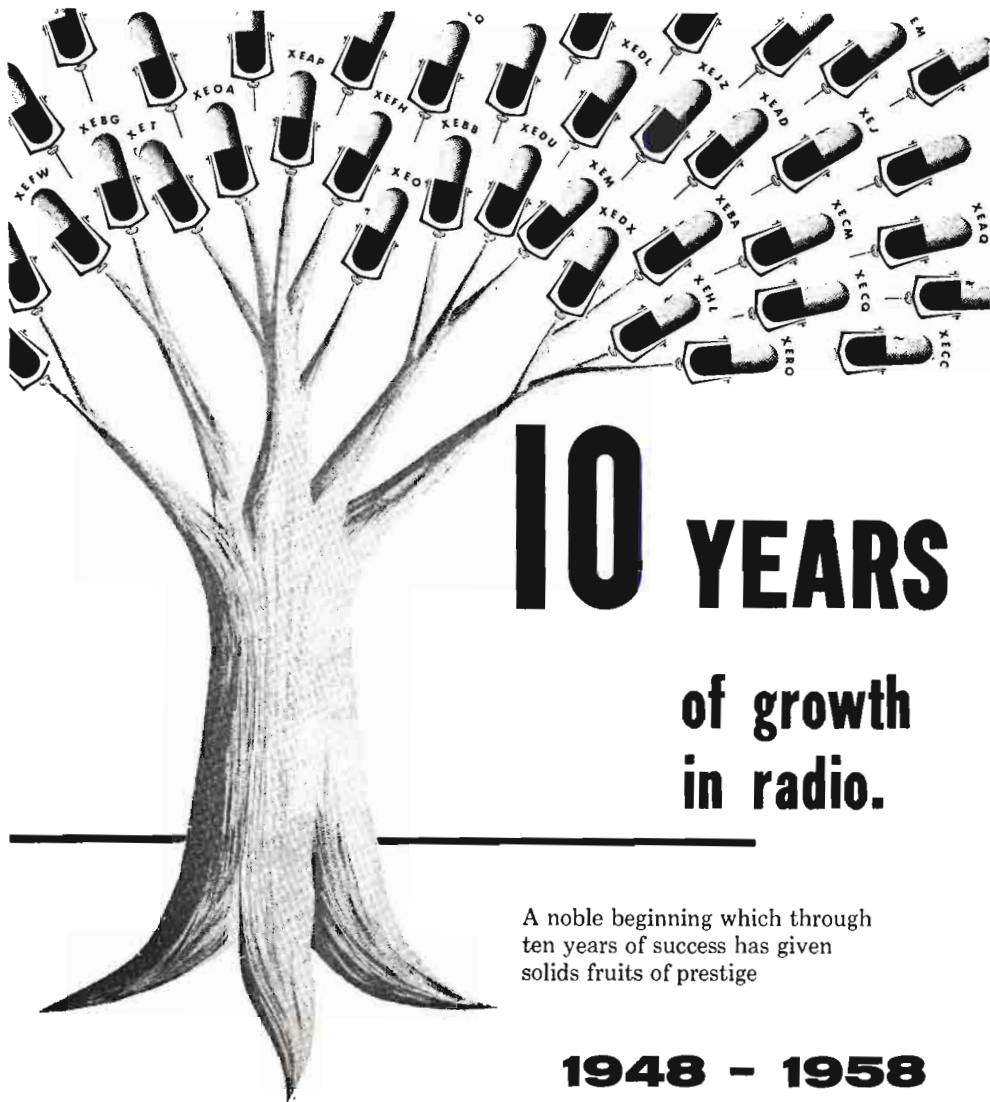
<i>Station Operator and Location</i>	<i>Call Letters</i>	<i>Power</i>
Columbia Broadcasting System, Inc., Brentwood, L. I., N. Y.....	WDSI-1	50 kw.
	-2	50 kw.
	-3	50 kw.
Columbia Broadcasting System, Inc., Wayne, N. J.....	WDSI-5	50 kw.
	-6	50 kw.
Columbia Broadcasting System, Inc., Delano, Calif.....	KCBR-1	200 kw.
	-2	50 kw.
	-3	50 kw.
	-4	100 kw.
	-5	100 kw.
The Crosley Broadcasting Corporation, Mason, Ohio.....	WLWO-1	110 kw.
	-2	110 kw.
	-3	110 kw.
	-4	110 kw.
	-5	110 kw.
	-6	110 kw.
General Electric Company, Schenectady, N. Y.....	WGEO-1	100 kw.
	-2	50 kw.
	-3	25 kw.
National Broadcasting Co., Inc., Bound Brook, N. J.....	WBOU-1	50 kw.
	-2	50 kw.
	-3	50 kw.
	-4	50 kw.
	-5	50 kw.
	-6	50 kw.
National Broadcasting Co., Inc., Dixon, Calif.....	KNBH-1	200 kw.
	-2	50 kw.
	-3	50 kw.
	-4	100 kw.
	-5	100 kw.
*World Wide Broadcasting Corp., Scituate, Mass.....	WRUL-1	50 kw.
	-2	50 kw.
	-3	50 kw.
	-4	20 kw.
	-5	50 kw.
*Radio Station KGEI, Inc., Belmont, Calif.....	KGEI	50 kw.

*These are non-Government transmitters and are licensed by the FCC. Other stations are Government controlled and used for programs of the Voice of America, Armed Forces Radio & Television Service, & United Nations Radio.

CANADIAN BROADCASTING CORP. INTERNATIONAL SERVICE

Two transmitters at Sackville, N. B. of 50 kw. each, operating under the following call letters:

<i>Call Letters</i>	<i>Frequency (kc.)</i>	<i>Call Letters</i>	<i>Frequency (kc.)</i>
CHAC	6160	CKNA	5970
CHLA	21710	CKNC	17820
CHLS	9610	CKNK	11945
CHOL	11720	CKOB	6090
CKCS	15320	CKRA	11760
CKCX	15190	CKRP	21600
CKEX	11900	CKRZ	6060
CKLO	9630	CKXA	11705
CKLP	5585	CHYS	17865
CHAY	5990	CKUS	15105
CHLR	9710	CKSR	15255
CHFO	9740	CKBR	15275
CHRX	17735	CHSB	17710



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XFKU	XECV	XEBA	XERI	XESF	XEGC	XEBP
XERO	XEGW	XEAD	XEZ	XECG	XEKS	XEUE
XEAQ	XECQ	XEDL	XECL	XENR	XEPO	XETF
XECG	XEM	XEJZ	XERCN	XEK	XEFW	XEXZ
XEJ	XEDU	XERW	XEHI	XEOA	XEKQ	XEBG
XEFV	XECM	XECU	XET	XEPK	XEKZ	XELG
XEWG	XEDX	XEO	XEJM	XECD	XEXT	XEBQ

STATIONS OF MEXICO

<i>Location</i>	<i>Call Letters</i>	<i>Frequency</i>	<i>Owner</i>
Acambaro, Gto.	XEVW	1600	
Acaponeta, Nay	XELH	1400	
Acapulco, Gro.	XEBB	600	
Acapulco, Gro.	XECI	1340	
Acapulco, Gro.	XEDO	1600	Heriberto Guizar Castro
Acapulco, Gro.	XEKJ	1400	Ramon Ortego Escobedo
Agua Prieta, Son.	XEAQ	1490	Manuel Rodriguez
Agua Prieta, Son.	XEFH	1310	Jesus Rodriguez Verdugo
Aguascalientes, Ags.	XEIO	560	
Aguascalientes, Ags.	XEBI	790	Pedro C. Rivas
Aguascalientes, Ags.	XEDC	1560	
Aguascalientes, Ags.	XEYI	1170	
Aguascalientes, Ags.	XERO	1490	Radio Hidrotermopolitana
Apatzingan, Mich.	XECJ	770	
Arueca, Jal.	XEED	1490	
Atemajac, Jal.	XEKB	1590	
Atotomilco, Jal.	XEHE	1460	
Boca del Rio, Ver	XEOD	1090	
Campeche, Camp.	XEA	1430	
Campeche, Camp.	XEUK	1370	Casanoba Brito
Cananea, Son.	XEID	630	
Cardenas, SLP.	XEIJ	1540	
Cananea, Son.	XEFQ	980	Pedro L. Diaz
Celaya, Gto.	XENC	1540	El Herald del Bajio
Celaya, Gto.	XEY	1360	
Chetumal, Q.R.	XEOS	960	
Chihuahua, Chich.	XEFO	680	
Chihuahua, Chich.	XEHM	920	
Chihuahua, Chih.	XEBU	620	Roberto O. Stevenson
Chihuahua, Chih.	XEBW	1280	Radioemisora del Norte
Chihuahua, Chih.	XEFI	580	Pregon, Del Est, de Chih.
Chihuahua, Chih.	XEM	1390	Pedro Meneses, Jr.
Chihuahua, Chih.	XERA	1490	Red Nacional Radiomisora, S.A.
Chilpancingo, Gro.	XEJW	1450	
Chilpancingo, Gro.	XEIZ	630	
Ciudad Acuma, Coah.	XEKD	1010	
Ciudad Camargo, Chih.	XEHA	570	Hugo Pinera Limas
Ciudad Camargo, Chih.	XEOH	1270	
Ciudad Cuauhtemoc, Chih.	XEQZ	1560	
Ciudad Cuauhtemoc, Chih.	XEPL	560	
Ciudad Cuauhtemoc, Chih.	XEER	990	
Ciudad del Carmen, Cam.	XEUJ	1460	
Ciudad Delicia, Chich.	XEAY	660	
Ciudad Delicia, Chich.	XEBN	1240	
Ciudad Delicia, Chich.	XEJK	1340	Amador Ronquillo Reza
Ciudad Guzman	XEBC	990	Roberto Chavez Gonzalez
Ciudad Guzman	XEIS	670	
Ciudad Jimenez, Chich.	XEJZ	1320	
Ciudad Juarez, Chich.	EXFV	1240	Dario Cordo Rocha
Ciudad Juarez, Chich.	XEF	1420	Jose Carlos Amaya
Ciudad Juarez, Chich.	XEJ	970	Pedro Meneses, Jr.
Ciudad Juarez, Chich.	XELO	800	Cia Radio de Piedras Negras
Ciudad Juarez, Chich.	XEWG	1490	Carlos Mendez
Ciudad Juarez, Chich.	XEYC	1460	Ysela Fern. Caball. de Yanez
Ciudad Juarez, Chich.	XEP	1300	
Ciudad Ixtepec, Oax.	XECA	1480	
Ciudad, Lerdo	XENO	960	

(Continued on Page 741)

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STATIONS OF MEXICO

(Continued from Page 739)

Location	Call Letters	Frequency	Owner
Ciudad Lerdo, Dur.	XEGZ	790	
Ciudad Madero, Tam.	XERP	1320	
Ciudad Mante, Tam.	XECM	1450	
Ciudad Miguel Aleman, Tam.	XEHD	1430	
Ciudad Miguel Aleman, Tam.	XEHI	1470	
Ciudad Obregon, Son.	XEHO	910	
Ciudad Obregon, Son.	XESO	1150	
Ciudad Obregon, Son.	XEAP	1290	Emilio Manzanilla
Ciudad Obregon, Son.	XEHX	1460	
Ciudad Obregon, Son.	XEOX	1430	Felipe G. de Leon
Ciudad Reynosa, Tam.	XER	810	
Ciudad Reynosa, Tam.	XEJN	940	
Ciudad Serdan, Pueb.	XELU	1340	
Ciudad Valle	XECV	610	
Ciudad Valles, S.L.P.	XECV	1260	Tomas Oliva Banuelos
Ciudad Victoria, Tam.	XEHP	580	
Ciudad Victoria, Tam.	XECP	1450	
Ciudad Victoria, Tam.	XEBJ	1340	Fernando Elizalde
Coatepe, Ver.	XEGR	1160	
Coatzacoalcos, Ver.	XEGB	840	
Coatzacoalcos, Ver.	XEOM	1340	Daniel Schact Perez
Colima, Col.	XERL	1470	
Colima, Col.	XEVT	1280	J. Roberto Levy
Comalcolco	XECY	570	
Cordoba, Ver.	XEAG	1280	Luz Maria Zuniga de Miguel
Cordoba, Ver.	XEDZ	580	
Cosamaloapan, Ver.	XEFU	630	
Cozumul, Q.R.	XEUP	1420	
Cuautla, Mor.	XEWF	1400	Fernando Diaz Enriquez
Cuernavaca, Mor.	XEFS	1420	
Cuernavaca, Mor.	XEJC	980	Ed. Jimenez de la Cuesta
Culiacan, Sin.	XEBL	1260	Enrique Maxim Gomez Blanco
Culiacan, Sin.	XECQ	1300	Radio Culiacan, S.A.
Culiacan, Sin.	XENZ	570	
Culiacan, Sin.	XESA	1360	Pablos y Elizalde
Durango, Dgo.	XECK	620	
Durango, Dgo.	XEDU	860	Carlos C. Armas
Durango, Dgo.	XEE	590	Jose Valenzuela
El Gruyo, Jal.	XEJY	1540	
El Sauzal, B.C.	XEDX	1010	
Empalme, Son.	XEBQ	1240	Roberto Gonzalex Mata.
Ensenada, B.C.	XESS	1450	
Ensenada, B.C.	XEEY	920	
Ensenada, B.C.	XEJV	1500	
Esperanza, Son.	XEEB	1500	
Fortin, Ver.	XEFY	1370	
Fortin, Ver.	XEKG	620	
Fresnillo	XEEL	660	
Fresnillo, Zac	XEMA	1340	Jose Miguel Acevedo Moya
Fresnillo, Zac.	XEIH	1400	
Gomez Palacio	XEGI	700	
Gomez Palacio, Dur.	XEMD	920	
Gomez Palacio, Dur.	XERS	1380	
Gomez Palacio, Dur	XEPM	690	
Guadalajara, Jal.	XEAD	1150	Alejandro Diaz
Guadalajara, Jal.	XEAV	570	Manuel Lopez Diaz
Guadalajara, Jal.	XEBA	840	Jesus D. Gonzales
Guadalajara, Jal.	XEDG	1370	
Guadalajara, Jal.	XEDK	1250	Manuel Lopez Diaz
Guadalajara, Jal.	XEGL	1280	Quirino Francisco Gonzalez
Guadalajara, Jal.	XEHK	960	Franciso E. Fregoso
Guadalajara, Jal.	XEHL	1010	Radiodif de Occidente, S.A.

(Continued on Next Page)

STATIONS OF MEXICO

Location	Call Letters	Frequency	Owner
Guadalajara, Jal.	XEJB	630	State Government
Guadalajara, Jal.	XEJE	1310	Difusoras de Occidente, S.A.
Guadalajara, Jal.	XELT	920	Eduardo Reynoso Gonzalez
Guadalajara, Jal.	XELW	1340	Salvador Galindo de la Torre
Guadalajara, Jal.	XEWK	1190	
Guamchil, Sin.	XEJL	1400	
Guanajuata, Gto.	XEWZ	600	Gonzalo Sanchez Gomez
Guasave, Sin.	XESN	680	
Guasave, Sin.	XEGS	610	
Guaymas, Son.	XEDR	1490	Sucrs. de Modesto Ortega
Guaymas, Son.	XEFX	630	
Gutierrez Zamora, Ver.	XEGF	1420	
Hermosillo, Son.	XEBH	920	Carlos Balderrama
Hermosillo, Son.	XEDL	1250	Eufemia Esquer de Vidal
Hermosillo, Son.	XEDM	1580	Radio Pacifico
Hermosillo, Son.	XEHQ	590	Radio Hermosillo
Hermosillo, Son.	XEIQ	960	
Hermosillo, Son.	XEQN	1540	
Hidalgo del Parral, Chich.	XEAT	1250	Sucrs. de Jorge Perez
Hidalgo del Parral, Chich.	XEDG	1520	
Hidalgo, del Parral, Chich.	XEJR	1490	
Hidalgo del Parral, Chich.	XEJS	1150	Olfonso Perez Porras
Huamantla, Tlax.	XEHT	1520	Alf. Macias y Mario Pardo S.
Huatabompo, Son.	XESD	1450	
Huauhinango, Puebla	XEGU	1490	
Huetamo, Mich.	XEKM	1490	
Huimanquillo, Tab.	XETH	1520	
Iguala, Gro.	XEHA	1250	
Iguala, Gro.	XEKF	1360	Rafael Campos Marquina
Irapuato, Gto.	XEBO	1330	Alfonso Martinez
Irapuato, Gto.	XEGO	1080	
Irapuato, Gto.	XEWE	1420	Felipe Gallardo
Jalapa, Ver.	XEJJ	1550	
Jalapa, Ver.	XEFA	1340	Adolfo Alvarez
Jalapa, Ver.	XEJA	610	Adolfo Alvarez
Jalapa, Ver.	XEJW	1130	Mariano Caraza
Jalapa, Ver.	XEXB	1400	
Jalapa, Ver.	XEKL	550	Carlos Ferraez Matos.
Jiquilpan, Mich.	XEIX	1290	
Jojutla, Mar.	XELP	1290	
La Barca, Jal.	XELB	1090	Ramon Alvarez Lopez
Lagos de Moreno, Jal.	XELM	770	
Lagos de Moreno, Jal.	XELJ	1110	
La Paz, B.C.	XEEK	1310	
La Paz, B.C.	XENT	790	
La Paz, B.C.	XEPX	550	
La Piedad, Mich.	XELC	980	
Leon, Gto.	XEKX	1270	
Leon, Gto.	XEY	730	
Leon, Gto.	XEKY	1270	
Leon, Gto.	XELG	680	Radio Impuls. del Centro
Leon, Gto.	XERW	1390	Augustin Obregon Padilla
Leon, Gto.	XERZ	1240	Carlos Obregon Padilla
Linares, N.L.	XER	1260	Radio Linares, S.A.
Los Mochis, Sin.	XECF	1410	Francisco Perez H.
Los Mochis, Sin.	XEEI	650	
Los Mochis, Sin.	XECU	1470	Luis Perez Gomez
Magdalena, Son.	XEDJ	1450	Jesus L. Rochin
Magdalena, Son.	XESY	1320	
Manzanillo, Col.	XEIU	560	
Manzanillo, Col.	XE	1360	
Manzanillo, Col.	XEAL	1490	
Manzanillo, Col.	XECS	1400	

STATIONS OF MEXICO

Location	Call Letters	Frequency	Owner
Martinez de la Torre, Ver.	XEHU	1300	
Martinez de la Torre, Ver.	XEHZ	1330	
Matamoros, Tam.	XEAM	1310	Manuel L. Salinas
Matamoros, Tam.	XEEW	1420	
Matamoros, Tam.	XEMT	1340	Severo Garza Saenz
Matamoros, Tam.	XEO	970	Can. Maria Gonzalez
Matehuala, S.L.P.	XEFF	1490	
Mazatlan, Sin.	XEIG	1520	
Mazatlan, Sin.	XERJ	1320	Oscar Perez E.
Mazatlan, Sin.	XETK	630	Radio Emisora de Occidente
Mazatlan, Sin.	XENX	1270	
Mecoqui, Chih.	XEBZ	1590	
Merida, Yuc.	XEZ	600	
Merida, Yuc.	XERY	1150	
Merida, Yuc.	XEDY	1450	
Merida, Yuc.	XEFC	1330	Rafael Rivas Franco
Merida, Yuc.	XEME	1270	
Merida, Yuc.	XEMH	1490	Alvaro Barquet Y
Merida, Yuc.	XEMQ	1240	Lazaro Achurra Suarez
Merida, Yuc.	XEQW	550	
Mexicali, B.C.	XECL	990	Alfonso A. Lacarra
Mexicali, B.B.	XEHG	1370	Consuelo Tonnella King
Mexicali, B.C.	XEAO	910	Juan C. Chavez
Mexicali, B.C.	XEWV	940	
Mexicali, B.C.	XED	1050	Carlos Blando
Mexicali, B.C.	XEGE	1570	
Mexicali, B.C.	XESU	790	
Mexico, D.F.	XEIP	760	
Mexico, D.F.	XEB	1220	El Buen Tono S.A.
Mexico, D.F.	XEA1	1320	G.N. Medina y Loc. Ag. Ramos
Mexico, D.F.	XEBS	1410	Hispano Mexicano S.A.
Mexico, D.F.	XERP	660	Vocero Mexicano S.A.
Mexico, D.F.	XEDA	1290	Publ. Com. de Mexico, S.A.
Mexico, D.F.	XEDP	1060	Radio Gobernacion
Mexico, D.F.	XEJP	1150	Radio America, S.A.
Mexico, D.F.	XEK	970	Arturo Martinez
Mexico, D.F.	XEL	1260	Herdez S.A.
Mexico, D.F.	XELA	830	Radio Metropolitan S.A.
Mexico, D.F.	XELZ	1440	Maria Cardena de Zetina
Mexico, D.F.	XEMC	1590	Dol. G. Estrada de Ferreiro
Mexico, D.F.	XEMX	1380	Publ. Com. de Mexico S.A.
Mexico, D.F.	XEN	690	Guillermina P. de Del Conde
Mexico, D.F.	XEFR	1530	
Mexico, D.F.	XENK	620	Gral. Brig. P.A.F. Proal Pardo
Mexico, D.F.	XEOF	560	
Mexico, D.F.	XEOY	1000	Fomento de Radio, S.A.
Mexico, D.F.	XEPH	590	Cia. Mexico de Radiodif. S.A.
Mexico, D.F.	XEQK	1350	Guillermo Morales B.
Mexico, D.F.	XEQR	1030	Corp. Mexicana de Radio, S.A.
Mexico, D.F.	XESM	1470	Salvador San Martin
Mexico, D.F.	XEQ	940	Radio Panamericana, S.A.
Mexico, D.F.	XERCN	1110	Radio Central de Mexico
Mexico, D.F.	XERC	790	Radio Popular de Mexico
Mexico, D.F.	XERH	1500	"A.R.S.E." S.A.
Mexico, D.F.	XEUN	860	Universidad Nacional de Mexico
Mexico, D.F.	XEW	900	Cadena Radiodifusora, S.A.
Minatitlan, Ver.	XEIL	1550	
Minatitlan, Ver.	XEDW	970	Oucrs de Hector Silva Canto
Monclova, Coah.	XEKN	1450	
Monclova, Coah.	XEMF	1260	Alfonso L. Bres.
Monclova, Coah.	XEMW	970	
Montemorelos, N.L.	XERN	1320	
Monterrey, N.L.	XEEH	600	
Monterrey, N.L.	XEAR	1480	Alfonso Flores Lopez
Monterrey, N.L.	XEAW	1280	Jesus D. Gonzalez
Monterrey, N.L.	XEDD	1560	(Continued on Next Page)

STATIONS OF MEXICO

<i>Location</i>	<i>Call Letters</i>	<i>Frequency</i>	<i>Owner</i>
Monterrey, N.L.	XEFB	630	Emis. Inc. de Monterrey, S.A.
Monterrey, N.L.	XEFZ	1140	
Monterrey, N.L.	XEG	1050	La Voz de Norte-America, S.A.
Monterrey, N.L.	XEMB	1590	
Monterrey, N.L.	XEH	1420	Radio Taranava, S. de R.L.
Monterrey, N.L.	XERR	570	
Monterrey, N.L.	XEJM	1450	
Monterrey, N.L.	XEMR	1370	Enrique Serna Martinez
Monterrey, N.L.	XEOK	920	Carlos Roa Montes De Oca
Monterrey, N.L.	XET	990	El Pregonere del Norte
Monterrey, N.L.	XEEO	690	
Morelia, Mich.	XECR	1340	
Morelia, Mich.	XELQ	570	Francisco Laris Iturbide
Morelia, Mich.	XESF	1300	Jose Martinez Ramirez
Morelia, Mich.	XEI	1400	Tiburcio Ponce
N. Casas Grandes, Chih.	XETX	1010	Laureano Molinar Contreras
Naco, Son.	XETM	1350	Jesus Manuel Franco
Navajoa, Son.	XEAJ	1400	
Navajoa, Son.	XEGL	1270	Fausto M. Gomez
Navajoa, Son.	XEKE	980	
Nogales, Son.	XECG	1240	
Nogales, Son.	XEHF	1370	Gaston Mascarenas
Nogales, Son.	XENS	1480	
Nogales	XEXW	1300	
Nogales, Son.	XEHN	1270	
Nueva Italia, Mich.	XENI	1320	
Nuevo Laredo, Tam.	XEAS	1410	Jose Maria Villarreal
Nuevo Laredo, Tam.	XEFE	790	Ruberto Villarreal
Nuevo Laredo, Tam.	XERG	1090	Reynoldo Garza Alvarez
Nuevo Laredo, Tam.	XEBK	1340	Juan Manuel Cortes
Neuvo Laredo, Tam.	XER	960	Rafael Tijerina Carranza
Nuevo Laredo, Tam.	XEXO	1550	Julio Santo Coy
Nuevo Laredo, Tam.	XENU	1370	
Nuevo Rosita, Coah.	XEJF	1400	
Nueva Rosita, Coah.	XELF	1380	
Nueva Rosita, Coah.	XERN	980	
Oaxaca	XEEK	650	
Oaxaca, Oax	XEOX	570	
Oaxaca, Oax.	XEAX	1270	Delia Rodriguez de Marquez
Oaxaca, Oax.	XECE	1240	
Ocotlan, Jal.	XEAN	800	Radio Ocotlan S. de R.L.
Ojinaga, Chih.	XECT	1450	
Orizaba, Ver.	XEPP	1450	Radio Impulsora de Orizaba
Orizaba, Ver.	XETQ	850	Sucrs de Francisco Campos H.
Pachuca, Hgo.	XEPK	1420	
Panuco, Ver.	XEIK	1570	
Parras, Coah.	XEJQ	1440	
Papantla, Ver.	XEGK	920	
Patzcuaro, Mich.	XEXL	1370	
Piedras Negras, Coah.	XEMJ	920	Jesus L. Elizondo
Piedras Negras, Coah.	XEMU	570	Alfonso L. Bres.
Poza Rica, Ver.	XEJD	1450	
Progreso, Yuc.	XEEN	690	
Progreso, Yuc.	XEVL	1580	
Progreso, Yuc.	XEPY	1450	
Progreso, Yuc	XECN	1400	
Puebla, Pue.	XECD	1170	Roberto Canedo
Puebla, Pue.	XEHR	1090	Manuel R. Canale
Puerta Vallarta, Jal.	XEEJ	650	
Puerto Vallarta, Jal.	XEIT	1410	
Queretaro, Qro.	XEJX	1250	Radio Emisora Queretaro
Queretaro, Qro.	XENA	1450	Ramon Rodriquez Familiar
Quertaro, Que.	XEDI	570	
Reynosa, Tam.	XEFP	1240	

STATIONS OF MEXICO

<i>Location</i>	<i>Call Letters</i>	<i>Frequency</i>	<i>Owner</i>
Reynosa, Tam.	XEGH	620	
Reynosa, Tam.	XEOR	1390	Cond. S. Vda. de Gonzalez
Rio Bravo, Tam.	XERT	570	
Rio Bravo, Tam.	XEFD	1170	
Rio Bravo, Tam.	XEFL	1110	
Rio Verde, S.L.P.	XEEM	660	
Rosarito, B.C.	XERB	1090	Interamericana de Radio, S.A.
Rosario, Sin.	XEHW	1440	
Sabinas, Coah.	XEBX	610	Radiodif. Coahuila, S.A.
Saguayo, Mich.	XEGC	1450	Alberto Barragan Degollado
Salamanca, Gto.	XENP	1430	
Salamanca, Gto.	XERX	1560	Ernesto Bravo Vargas
Salina Cruz, Oax.	XEEA	1330	
Saltillo, Coah.	XEBD	920	
Saltillo, Coah.	XEDE	1400	Enrique Martinez y Martinez
Saltillo, Coah.	XESJ	1250	Froylan Mier Narro
Saltillo, Coah.	XEXU	1490	
San Andres Tuxtla, Ver.	XEIA	980	
San Andres Tuxtla, Ver.	XERM	1370	
San Andres Tuxtla, Ver.	XELN	1510	
San Andres Tuxtla, Ver.	XEDQ	1400	
San Blas, Nay.	XEJM	1570	
San Blas, Nay.	XEIF	1240	
San Luis de Paz, Gto.	XEGX	1480	
San Luis Potosi, S.L.P.	XEBM	920	Benjamin Briones
San Luis Potosi, S.L.P.	XECZ	1430	Radiodif. Mexicano
San Luis Potosi, S.L.P.	XEPO	1310	Alejandro Espinosa Pitman
San Luis Potosi, S.L.P.	XEWA	540	Cadena Radiodif. Mex. S.A.
San Luis Potosi, S.L.P.	XEXQ	1460	
San Luis Potosi, S.L.P.	XESL	1340	Guadalupe Delgado Ramirez
San Luis Potosi, S.L.P.	XEEQ	750	
San Luis Rio Colorado, Son.	XECB	1450	Carlos Flando
San Pedro Tlaquepaque, Jal.	XESP	1400	Hermínio Macias Alonso
San Pedro, Coah.	XEBF	1410	
Santa Ana, Son.	XEAB	1400	Alfredo Marin Castro
San Francisco del Oro, Chih.	XEHB	770	
Santa Barbara, Chih.	XESB	1400	Domingo Salayandia Najera
Santa Barbara, Chih.	XEES	820	
Santa Rosalia, B.C.	XEAH	560	
Santa Rosalia, B.C.	XESR	1320	
Santiago, Nay.	XESI	1240	
Tala, Jal.	XEAF	550	
Tampico, Tam.	XEJT	1460	
Tampico, Tam.	XECA	1460	Difusora Portena S. de R.L.
Tampico, Tam.	XEFW	810	Flores y Martinez
Tampico, Tam.	XES	1240	Radio Televisora de Tampico
Tampico, Tam.	XETO	1400	Radio Tiempo S. de R.L. de C.V.
Tampico, Tam.	XETU	980	Impuls. Moderna Del Radio, S.A.
Tampico, Tam.	XELE	1300	
Tapachula	XEXQ	670	
Tapachula, Chi.	(New)	850	
Tapachula, Chis.	XETS	630	Napolean Correa
Teapa, Tab.	XEUI	1320	
Tecate, B.C.	XECC	560	
Tecate, B.C.	XEAK	560	
Tecate, B.C.	XEKT	1380	
Tecuala, Nay.	XETD	1450	
Tehuacan, Pue.	XEEJ	1520	
Tehuacan, Pue.	XEWJ	1420	Jaime Retif Del Morel
Tehuacan, Pue.	XEGY	1080	
Tehuantepec, Oax.	XEJI	1390	
Tehuantepec, Oax.	XEUC	550	
Tehuantepec, Oax.	XEDS	600	
Tepatitlan, Jal.	XEFG	1500	
Tepic, Nay.	XENL	860	

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STATIONS OF MEXICO

Location	Call Letters	Frequency	Owner
Tepic, Nay.	XERK	1330	Dario Mondragon
Tepic, Nay.	XEXT	980	State Government
Tepic, Nay	XEEF	620	
Tepic, Nay	XEEU	810	
Teziutlan, Pue.	XEGF	680	
Teziutlan, Pue.	XEFJ	1330	
Tierra Blanca, Ve.	XEJF	1350	
Tijuana, B.C.	XEAK	690	Jorge I. Rivera
Tijuana, B.C.	XEAU	1470	Manuel Acuna Varela
Tijuana, B.C.	XEAZ	1270	Fernando Sanchez Mayans
Tijuana, B.C.	XEBE	800	
Tijuana, B.C.	XEBG	1550	Octavio B. Lelevier
Tijuana, B.C.	XEC	1310	Luis Enrique Encisco
Tijuana, B.C.	XEGM	950	Gustavo Faist Fernandez
Tijuana, B.C.	XEMO	860	Fernando Frederico Ferreira
Tijuana, B.C.	XEXX	1420	Jose J. Clark, Fern. Fed. Ferre
Todos Santos, B.C.	XEIB	1490	
Toluca, Mex.	XECH	1490	Rodolfo Llamas
Tonala, Jal.	XEZZ	760	
Tonantzintla, Pue.	XEKA	1560	
Torreon, Coah.	XEEG	760	
Torreon, Coah.	XETJ	570	
Torreon, Coah.	XEBP	1310	La Voz de la Laguna, S.A.
Torreon, Coah.	XEDN	600	Difusora del Norte, S.A.
Torreon, Coah.	XETB	1350	Radio Laguna, S.A.
Torreon, Leon	XEOB	1490	
Torreon, Coah.	XETC	1240	
Tulancingo, Hgo.	XENQ	1580	
Tuxpan, Nay.	XEUX	1340	Salvador Hrena Benitez
Tuxpan, Ver.	XETL	1390	Calixte Almazan
Tuxtepec, Oax.	XETN	1320	
Tuxtla Gutierrez	XEON	710	Enrique Balero Arambula
Tuxtla Gutierrez, Chi.	XEUE	580	
Uruapan, Mich.	XEFN	1130	
Uruapan, Mich.	XEUF	610	Ignacio Navarro
Veracruz, Ver.	XECW	1490	
Veracruz, Ver.	XEXV	920	
Veracruz, Ver.	XEHV	1310	Sucrs. de Juan A. Palavicini
Veracruz, Ver.	XELL	1430	Carlos Ferraez Matos
Veracruz, Ver.	XELR	610	
Veracruz, Ver.	XETF	1250	Sucr. de Jose Rodr. Lopez
Veracruz, Ver.	XEU	960	Fernado Pazos SOSA
Villa Acuna, Coah.	XEAE	1600	
Villa Acuna, Coah.	XEDH	1340	Oscar Gonzalez Galindo
Villa Acuna, Coah.	XERF	1570	Cia Radio-Dif. de Coahuila. S A
Villa de Seris, Son.	XEVS	1110	
Villa de Seris, Son.	XEKI	1510	
Villahermosa, Tab.	XEVG	1440	
Villahermosa, Tab.	XETZ	1380	
Villahermosa, Tab.	XEUH	1500	
Villahermosa, Tab.	XEVT	970	
Villahermosa, Tab.	XEEV	870	
Zacapu, Mich.	XEZU	1270	Guillermo Calzada Cervantes
Zacatecas, Zac.	XELK	1280	Macia y Acevedo
Zacatecas, Zac.	XEXZ	1150	Manuel Llamas Felix
Zamora, Mich.	XEQI	1580	
Zamora, Mich.	XEGT	1490	Radio Zamora S. de R.L.
Zamora, Mich.	XEZM	650	La Voz del Comercio de Zamora
Zapopan, Jal.	(New)	880	
Zapopan, Jal.	XECO	760	
Zapopan, Jal.	XEDV	700	
Zihuatanejo, Gro.	XESZ	1450	
Zitacuaro, Mich.	XELX	1460	
Zitacuaro, Mich.	XETA	1080	Gabriel Saenz Gutierrez

STATIONS OF CUBA

Location	Call Letters	Frequency	Owner
Banes	CMDO	1020	Radio Banes
Baracoa	CMDX	1450	J. Amable Martinez
Bayamo	CMDE	1260	Cadena Oriental
Bayamo	CMDT	820	Reloj del Aire
Bayamo	CMKX	1390	Aistides Gervet Villafane
Bayamo	CMDD	1200	Radio Oriente
Caibarien	CMHS	1020	A. Aragonés Machado
Caibauguan	CMHY	1590	Cia. Marlin y Perez
Camaguey	CMJT	700	Radio Progreso
Camaguey	CMJB	880	Union Radio
Camaguey	CMFA	1110	P. A. Alejo
Camaguey	CMJE	680	Radio Progreso
Camaguey	CMJF	1340	Radio Camaguey
Camaguey	CMJC	1270	Cadena Camagueyana de Radio
Camaguey	CMJL	920	Circuito CMQ, S.A.
Camaguey	CMJW	1440	Adres Moran Cisneros
Camaguey	CMJA	1060	Rafael Valdes Jimenez
Camaguey	CMJR	1030	N. Radio Lej. S.A.
Camaguey	CMJN	960	CNC
Camaguey	CMJG	1000	Cadena Oriental de Radio
Camaguey	CMJK	1160	Jones, Castrillon y Cia.
Cardenas	CMGB	1580	R. Rodriguez Aragon
Cardenas	CMGE	1470	Genaro Sabater Fox
Ciego de Avila	CMJY	760	R. Miranda C.
Ciego de Avila	CMJM	840	CNC
Ciego de Avila	CMJV	900	Circuito CMQ, S.A.
Ciego de Avila	CMJZ	1500	P. Castellanos Caballero
Ciego de Avila	CMJH	1370	Luis Marauri Mendoza
Ciego de Avila	CMJD	1190	Union Radio S.A.
Ciego de Avila	CMJP	580	A. A. Jimenez F.
Ciego de Avila	CMJS	800	Cadena Oriental de Radio
Ciego de Avila	CMJO	1470	Bonifacio Idefonso Morales
Cienfuegos	CMHU	720	M. R. Vazquez
Cienfuegos	CMHH	940	Radio Garcia Serra
Cienfuegos	CMHN	680	Radio Progreso
Cienfuegos	CMHF	1040	H. Valdes Yero
Cienfuegos	CMJH	1350	Telerrape, S.A.
Colon	CMGO	1030	Insular de Radiodifusion
Colon	CMGU	1340	Cadena Oriental de Radio
Consolacion del Norte	CMAH	1400	G. Blanco Pi.
Cruces	CMHK	1210	Virgilio Villanueva Fernandez
Enerucijada	CMHE	1090	H. Valdez Yero
Florida	CMJI	1400	Dr. Osvaldo Moran Artega
Guane	CMAP	1210	Juan Escobar
Guantanamo	CMDJ	950	Radio Oriente
Guantanamo	CMDN	1110	CNC
Guantanamo	CMKA	1250	Cadena Oriental
Guantanamo	CMDG	1290	C. Abrutia A.
Guantanamo	CMKG	1490	Red Provincial
Guantanamo	CMDU	710	Insular de Radiodifusion
Guantanamo	CMKH	1140	Cadena Oriental de Radio
Guantanamo	CMKI	1400	Union Radio, S.A.
Guantanamo	CMKS	1070	Radio Savon
Havana	CMBR	1170	C. Rodriguez
Havana	CMCW	1290	Guy M. Lavin G.
Havana	CMOA	1590	Juan Fernandez Duran
Havana	CMZ	1560	Ministry of Education
Havana	CMOX	1490	Cia. Electrica, S.A.

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STATIONS OF CUBA

Location	Call Letters	Frequency	Owner
Havana	CMCM	1460	Cia. Transradio Columbia, S.A.
Havana	CMCQ	890	Radio Onda Musical
Havana	CMBX	1390	Alberto Alvarez Ferrera
Havana	CMBG	1360	A. F. Rodriguez
Havana	CMCB	1330	Radio Reloj, S.A.
Havana	CMCO	1230	Edelberto Perez Rubio
Havana	CMK	1190	Faust Montiel
Havana	CMBK	1150	Ucard, S.A.
Havana	CMBY	1120	Pages y Cia.
Havana	CMBS	1090	Enrique Artalejo Fernandez
Havana	CMCI	1260	Cadena Oriental
Havana	CMCX	1060	Espacio Aereo
Havana	CMCG	1420	Radio Memoria
Havana	CMBQ	1010	Radio Continental CMBQ, S.A.
Havana	CMCK	980	Cia. Radiodiff. COCO y CMCK, S.A.
Havana	CMBF	950	Radio Universal, S.A.
Havana	CMCF	910	Union Radio
Havana	CMCY	350	Radio Siboney
Havana	CMBL	860	Radio Cadena Suaritos
Havana	CMBZ	830	Manuel y Guillermo Salas
Havana	CMCH	790	Radio Onda Musical
Havana	CMBC	690	Radio Progreso
Havana	CMCD	760	La Voz del Aire
Havana	CMCA	730	Radio Mambi
Havana	CMW	590	CNC
Havana	CMQ	630	Circuito CMQ, S.A.
Havana	CMCU	660	Radio Garcia Serra S.A.
Havana	CMBD	1520	Luis Perez Garcia
Holguin	CMKY	600	CNC
Holguin	CMDR	1410	Insular de Radiodifusion
Holguin	CMDS	1580	Radio Norte
Holguin	CMDL	1150	E. Acosta Pita
Holguin	CMDC	1290	Cadena Oriental
Holguin	CMKO	1220	Manuel Angulo Ferran
Holguin	CMKF	1050	Manuel J. de Gongova
Holguin	CMKD	970	Cadena Oriental
Holguin	CMKJ	740	Circuito CMQ, S.A.
Holguin	CMKP	670	Radio Progreso
Holguin	CMKM	560	Union Radio, S.A.
Jabotibonico	CMJJ	540	N. Rios Miera
Jobellanos	CMGN	960	CNC
Mantanzas	CMGF	930	CNC
Manzanillo	CMDF	1590	F. Sanz Valdes
Matanzas	CMGL	1400	Cadena Oriental de Radio
Matanzas	CMGX	910	Union Radio
Matanzas	CMGF	930	CNC
Matanzas	CMGW	1100	R. A. Zayas Lopez
Matanzas	CMGX	1240	Radio Tiempo
Matanzas	CMGM	1440	O Menocal Santana
Moron	CMJX	1230	Dr. Pablo Castellanos Caballero
Moron	CMFC	1320	Insular de Radiodifusion
Moron	CMJU	1420	E. F. Fernandez
Moron	CMFB	620	Insular de Radiodifusion
Nuevitas	CMJQ	1300	Juan Filigulieras Cabaleiro
Palma Soriano	CMKZ	1430	Maria Dominguez Dousseu
Pinar del Rio	CMAN	840	CNC
Pinar del Rio	CMAG	880	Union Radio
Pinar del Rio	CMAS	990	Radio Garcia Serra
Pinar del Rio	CMAD	1240	C. Rodriguez
Pinar del Rio	CMAE	1300	C. Rodriguez
Pinar del Rio	CMAF	680	Radio Progreso
Pinar del Rio	CMAB	1070	Simeon Ferro Martinez
Pinar del Rio	CMAL	1340	Radioccidenta, S.A.

STATIONS OF CUBA-HAITI

<i>Location</i>	<i>Call Letters</i>	<i>Frequency</i>	<i>Owner</i>
Pinar del RioCMAQ	920	Circuito CMQ, S.A.
Pinar del RioCMAR	1190	CIR
Pinar del RioCMAW	800	Pedro Redondo Fernandez
Puerto PadreCMKY	1350	Pedro Zacca Cheda
Sagua la GrandeCMHO	1310	OIR
Sagua la GrandeCMHR	1570	Radio Tiempo
Sagua la GrandeCMHA	1280	Justiniano Valdes Aguado
San CristobalCMAC	1030	Guillermo Garcia
Sancti SpiritusCMHL	1450	Radio Tiempo
Sancti SpiritusCMHP	1250	F. G. Enriquez
Sancti SpiritusCMHT	990	Juan B. Santana Padron
Sancti SpiritusCMHB	780	Union Radio, S.A.
San LuisCMKQ	1460	Raul de Arms Trompeta
Santiago de CubaCMDY	870	Reloj de Aire
Santiago de CubaCMDW	1030	R. Miranda C.
Santiago de CubaCMDH	1060	E. Hernandez Callard
Santiago de CubaCMDK	1120	Radio Turquino
Santiago de CubaCMDV	1550	J. Camadro Porro
Santiago de CubaCMDB	680	Radio Progreso
Santiago de CubaCMKN	930	CNC
Santiago de CubaCMKC	850	Radio Oriental, S.A.
Santiago de CubaCMKL	800	Cadena Oriental de Radio
Santiago de CubaCMKU	630	Circuito CMQ, S.A.
Santiago de CubaCMKW	1000	Reloj del Aire, S.A.
Santiago de CubaCMDZ	890	Radio Cadena Santiago
Santiago de CubaCMKR	1090	Jaime Nadal
Santiago de CubaCMKB	1170	Union Radio, S.A.
Santiago de CubaCMDA	1320	Red Provincial
Santa ClaraCMHX	1480	D. G. Garcia Rodriguez
Santa ClaraCMHA	1280	J. M. Vazquez
Santa ClaraCMHV	1180	Insular de Radiodifusion
Santa ClaraCMHI	570	CNC
Santa ClaraCMHQ	640	Circuito CMQ, S.A.
Santa ClaraCMHW	810	CNC
Santa ClaraCMHZ	970	M. Gonzalez Cuesta
Santa ClaraCHMM	1130	Cadena Oriental de Radio
Santa ClaraCMHG	670	Radio Progreso
Santa ClaraCMHD	890	Union Radio, S.A.
Santa ClaraCMHC	1410	M. Perez Marrero
Santa FeCMBN	1370	Circuito Radiales, S.A.
Victoria de las TunasCMDQ	840	J. L. Lima Delgado
Victoria de las TunasCMKT	1520	Alfr. O. Sanchez Moregon
Victoria de las TunasCMKE	1240	R. Miranda C.
Victoria de las TunasCMDP	1280	Cadena Oriental de Radio

STATIONS OF HAITI

<i>Location</i>	<i>Call Letters</i>	<i>Frequency</i>	<i>Owner</i>
Gonaives4VMD	1500	—
Leogane4VK	1080	—
Petionville4AVHL	1260	—
Port-au-Prince4VYM	1250	—
Port-au-Prince4VW	1300	Ricardo Widmaier
Port-au-Prince4VGM	1470	Frank C. Magloire

STATIONS OF DOMINICAN REPUBLIC

<i>Location</i>	<i>Call Letters</i>	<i>Frequency</i>	<i>Owner</i>
Bani	H13V	1310	Manuel Bello Hijo
Barahona	H13A	1230	
Ciudad Trujillo	H1T	1400	Ramon Pacheco
Ciudad Trujillo	H1Z	1350	Frank Hatton
Ciudad Trujillo	H12H	1490	Raf. E. Tavarez L.
Ciudad Trujillo	H1N	1220	Expedi Pou
Ciudad Trujillo	H1G	950	Andres Cordero Puello
Ciudad Trujillo	H1L	790	Joaquin C. Pellicer
Ciudad Trujillo	H13T	620	J. Arismendi Trujillo
Ciudad Trujillo	H15K	1440	Pedro Julio Santana
Ciudad Trujillo	HIT-TV	Chan. 4	J. Arismendi Trujillo
La Vega	H1IL	1400	Joaquin C. Pellicer
La Vega	H18T	1360	J. Arismendi Trujillo
Moca	H1IA	1490	Rafael Western
Puerto Plata	H19U	1240	Luis A. Pelegrin
Salcedo	H1ZA	1440	J. Alfred Achecar
San Cristobal	H12R	1440	Luis Alberti
San Francisco de Macoris	H14C	1250	Manuel R. Peralta
San Pedro de Macoris	H1IJ	610	Fausto M. Donastorg
Santiago	H12K	1450	Roque C. Lleras
Santiago	H18B	1050	Jacinto L. Sanchez
Santiago	H14B	1330	Abraham Vanderhorst
Santiago	H18B	1050	Jacinto L. Sanchez
Santiago	H19Z	820	Luis F. Moscoso C.
Santiago	H11N	1220	Expedi Pou
Santiago	H16T	1380	J. Arismendi Trujillo

STATIONS OF BAHAMAS & JAMAICA

<i>Location</i>	<i>Call Letters</i>	<i>Frequency</i>	<i>Owner</i>
BAHAMAS			
Nassau	ZNS	1540	Bahamas Government
JAMAICA			
Kingston	ZQI	720	Jamaica Bestg. Co.
Mandeville		580	
Montego Bay		1180	
Point Galina		560	

RADIO CADENA NACIONAL, S. A.

**Main Office: Vallarta #1
Mexico 4, D. F.-Mexico
P. O. Box 7892
Cable: RCN — Phone: 46-96-48
Monterrey Office: Edif. Alanis Tamez 509
Padre Mier y Cap. E. Carranza
Monterrey, N. L., Mexico**

— PERSONNEL —

President and General Manager.....Rafael Cutberto Navarro
Public Relations.....Emilio Nassar, Jr.
Traffic Dept. Enrique Bernal Servín
Publicity Dept.....Agustin Sierra G.

RADIO PROGRAMAS DE MEXICO, S. A.

**Institucion Mexicana de Radio
General Offices: Bucareli 109
Phones:
General Offices: 36-29-01 — 12-65-44 — 13-91-14
P. O. Box 1324
Mexico City, Mexico**

— PERSONNEL —

President & General Manager.....Clemente Serna Martinez
Vice President.....Antonio Eufrazio Ontiveros
Vice President.....Horacio Niño Medina
ManagerJavier Salcido
Sales Executive.....Lic. Jose Sanchez Navarro
Asst. to Pres. & Gen. Mgr.....Homero Rios D.
Audio & Recording Supervisor.....Ing. Dario Mondragon

RADIO CADENA NACIONAL, S. A.

MEMBER STATIONS

<i>Location</i>	<i>Call Letters</i>	<i>Frequency Kcs.</i>	<i>Location</i>	<i>Call Letters</i>	<i>Frequency Kcs.</i>
Acapulco, Gro.	XEBB	600	Mazatlan, Sin.	XERJ	1320
Acapulco, Gro.	XEKU	710	Merida, Yuc.	XEZ	600
Aguascalientes, Ags.	XERO	1490	Mexicali, B.C.	XECL	990
Agua Prieta, Son.	XEAQ	1490	Mexico, D. F.	XERCN	1110
			Miguel Aleman, Tamps.	XEHI	1470
Cd. del Carmen, Camp	XECC	1340	Monterrey, N. L.	XET	990
Cd. Juarez, Chih.	XEJ	970	Monterrey, N. L.	XEJM	1450
Cd. Juarez, Chih.	XEFV	1240	Monterrey, N. L.	XEG	1050
Cd. Juarez, Chih.	XEWG	1490	Mrelia, Mich.	XESF	1300
Cd. Obregon, Son.	XEAP	1290			
Cd. Valles, S.L.P.	XECV	610	Nogales, Son.	XECG	1240
Cd. Victoria	XEGW	1380	Nva. Rosita, Coah.	XENR	980
Culiacan, Sin.	XECQ	1300	Nvo. Laredo, Tamps.	XEK	960
Chihuahua, Chih.	XEM	1390			
			Oaxaca, Oax.	XEOA	570
Durango, Dgo.	XEDU	860			
			Pachuca, Hgo.	XEPK	1420
El Mante, Tamps.	XECM	1450	Puebla, Pue.	XECD	1170
Ensenada, B. C.	XEDX	1010			
			Reynosa, Tamps.	XEOR	1390
Guadalajara, Jal.	XEHL	1010			
Guadalajara, Jal.	XEBA	840	Sahuayo, Mich.	XEGC	1490
Guadalajara, Jal.	XEAD	1150	Saltillo, Coah.	XEKS	1330
Guaymas, Son.	XEBQ	1240	San Luis Potosi, S.L.P.	XEPO	1310
Hermosillo, Son.	XEDL	1250			
			Tampico, Tamps.	XEFW	810
Jimenez, Chih.	XEJZ	1320	Tapachula, Chis.	XEKQ	670
			Tehuantepec, Oax.	XEKZ	600
Leon, Gto.	XELG	680	Tepic, Nay.	XEXT	980
Leon, Gto.	XERW	1390	Tijuana, B. C.	XEBG	1550
Los Mochis, Sin.	XECU	1470	Toluca, Mex.	XECH	1490
			Torreon, Coah.	XEBP	1310
Matamoros, Tamps.	XEO	970	Tuxtla Gutierrez, Chis.	XEUE	580
Matamoros, Tamps.	XEMT	1340	Veracruz, Ver.	XETF	1250
			Zacatecas, Zac.	XEXZ	1150

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Sales Manager Vince Francis

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Sales Service Mgr. Sheila Manes
Program Director Dresser Dahlstead
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Phone: Highland 3779

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(WAZL) Victor C. Diehm, Phone: GL 4-3531;
Colorado & Poplar Sts., Allentown, Pa. (WHOL)
Victor C. Diehm, Phone: HEmlock 4-4801;
Drawer "A" Main Post Office, Tallahassee,
Fla. (WTAL) Victor C. Diehm, Phone: 2-1270;
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: JUner 3-1743

Pres., Gen. Mgr.....Charles W. Holt

REGIONAL NETWORKS

Commercial Mgr. Stanley Lightsey
Sales Prom. Mgr. Frank Zalnoski
Prog., Pub. Dir. Connie I. Holt
Chief Engineer. Charles Sharpling

BRANCH OFFICES

Montgomery, Ala. (WHY) Robert N. Robinson;
Tulsa, Okla. (KOME) Stan Hagan; McComb, Miss. (WHNY) Carroll Hines.

STATIONS

WHSY, Hattiesburg, Miss.; WNSL, Laurel, Miss.; WHNY, McComb, Miss.; WHXY, Bogalusa, La.; WARB, Covington, La.; WHHY, Montgomery, Ala.; WGCM, Gulfport; WQBC, Vicksburg; WGVN, Greenville; WABG, Greenwood; WKOZ, Kosciusko; WRJW, Picayune; WCLD, Cleveland, all Miss.; WFUN, Huntsville; WAGE, Dothan, all Ala.; WMEN, Tallahassee, Fla.; KOME, Tulsa, Okla.

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; WTPR Paris; WDXE Lawrenceburg; WDXL Lexington; WDXN Clarkesville, all Tennessee; WCMA Corinth, Miss.

East Coast Network

Box 509, Edenton, N. C.

Phone: Edenton 2178

President E. M. Schuman
General Mgr. R. W. Schuman
Commercial Mgr. R. P. Harrell
Program Dir. Boyce Williams
Publicity Dir. Haney Carson
Chief Engineer. Anthony Ostopp

STATIONS

WCDJ, Edenton, N. C.; WMBL, Morehead City; WDDW, New Bern; WTAB, Tabor City; WHED, Washington; All, N. Car.

East Texas Network

205 Austin St., Center, Tex.

Phone: LYric 8-3304

President Tom E. Foster

STATIONS

KRBA Lufkin; KDET Center; KSIJ Gladewater; KOSF Nacogdoches; KTXJ Jasper; KIVY Crockett; KNET Palestine; KEBE Jacksonville; KWRD, Henderson; KOGT, Orange; KADO, Marshall, all Texas.

Farm & Home Radio

Cedar & Division, Grand Island, Nebr.

Phone: DU 2-2800

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

STATIONS

KFNF, Shenandoah, Iowa; KXXX, Colby, Kans.

Fetzer Stations

590 W. Maple St., Kalamazoo, Mich.

Phone: FI 5-2101

President. John E. Fetzer
Executive V.P. Carl E. Lee
Secy., Treas. E. L. Tait
Assistant Secretary. Robt. C. Van Horn

STATIONS

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

Five-Star Group

10th & Fillmore Sts.

c/o Station WREN, Topeka, Kans.

Phone: Central 2-0505

President Max Falkenstien
Secy.-Treas. Bob Pratt
Representative Hollingberry

STATIONS

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

Friendly Group

Exchange Realty Bldg., Steubenville, O.

Phone: ATLantic 2-6265

President Jack N. Berkman
Exec. V.P., Gen. Mgr. John I. Laux
Vice Pres. Fred Weber
Sales Prom. Mgr. Robert Harris
National Sales-TV. Rod Gibson
National Sales-Radio. Lee Gaynor
Chief Engineer. Charles Shepherd

BRANCH OFFICES

52 Vanderbilt Ave., New York 17, N. Y.,
Phone: MU 3-6977, Rod Gibson, Nat'l. Sales
Mgr.; 211 Smithfield St., Pittsburg 22, Pa.,
Phone: GR 1-3288, Rex King.

STATIONS

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

Gamble-Lane Stations

140 S.W. Columbia, Portland, Ore.

Phone: CA 8-3333

President. Ted R. Gamble

STATIONS

KOIN TV-AM-FM, Portland, Ore.; KOMO-TV, Seattle, Wash.; KSBW-AM-FM, Salinas and KSBY-TV San Luis Obispo, Calif.

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.

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
Gen. Mgr., Sales Prom. Mgr. Ralph Gottlieb
Pgm. Director. Wm. Morrissey
Chief Engineer. Albert Davis

REGIONAL NETWORKS

BRANCH OFFICES

York, Pa. (WNOW) F. Richard Hill, Sta. Mgr.: Seventh & Hamilton Sts., Allentown, Pa. (WAEB) Bob Ackley, Sta. Mgr.; Dover, N. H. (WTSN) Ed Callahan, Sta. Mgr., Phone: Sherwood 2-5951; Claremont, N. H. (WTSV) Bill Perry, Sta. Mgr., Phone: 1800; Hanover, N. H. (WTSI) Howard Chase, Sta. Mgr., Phone: 1400; 7 East 47th St., NYC. Peggy Stone, V.P. Radio-TV Reps, Inc., Phone: MU 8-4340.

STATIONS

WKBR Manchester; WTSV, Claremont; and WTSI, Hanover; WTSN, Dover, all in New Hampshire; WNOW, York, Pa.; WAEB, Allentown, Pa.

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

Pres., Gen. Mgr.....G. Bennett Larson
Comm. Mgr.....Del Leeson
Local Sales Mgr.....Jack Adamson
Sales Prom., Pub. Dir.....Edw. T. Himstreet
Program Dir.....Ed Kemp
Chief Engineer.....A. L. Gunderson
Representative.....Weed

STATIONS

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

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 3-664.

STATIONS

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

Hearst Stations

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

Phone: Circle 5-7667

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

STATIONS

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

Highland Stations

17 Dunbar St., Keene, N. H.

Phone: Elmwood 2-9230

Representative.....Meeker

STATIONS

WKNE, Keene, N. H.; WKNY, Kingston, N. Y.

Hildreth Network Stations

27 State St., Bangor, Maine

Phone: Bangor 6446

President.....Horace A. Hildreth
Exec. V.P., Gen. Mgr.....Leon P. Gorman, Jr.
Nat'l. Sales Mgr.....William J. Mullen

BRANCH OFFICES

Presque Isle (WAGM AM-TV) Dick Marshall; Houlton (WABM) Dick Marshall; Portland (WPOR) Leon P. Gorman, Jr., Exec. V.P., all Maine.

STATIONS

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

Imperial Broadcasting System, Inc.

6331 Hollywood Blvd., Hollywood 28, Calif.

Phone: HOLLYWOOD 2-6464

Pres., Gen. Mgr.....Frank K. Danzig
V.P., Gen. Sls. Mgr.....A. Bartlett Ross, Jr.

STATIONS

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

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
Assistant to President.....Kenneth J. Hanni
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.; KGIW, Alamosa, Colo.; KYOU, Greeley, Colo.; KCOL, Ft. Collins, Colo.; KRLN, Canon City, Colo.; KWIK, Pocatello, Idaho; KIFT, Idaho Falls, Idaho; KLIX, Twin Falls, Idaho; KRAL, Rawlins, Wyo.; KGEN, Boise, Idaho; KBYM, Billings, Mont.; KATL, Miles City, Mont.; KPRK, Livingston, Mont.; KOPR, Butte, Mont.; KXLJ, Helena, Mont.; KKLO, Lewistown, Mont.; KOAL, Price, Utah; KMON, Great Falls, Mont.; KOWB, Laramie, Wyo.; KBTK, Missoula, Mont.; KDGO, Durango, Colo.; KNEB, Scottsbluff, Neb.; KORK, Las Vegas, Nev.;

REGIONAL NETWORKS

KELK, Elko, Nev.; KOLR, Sterling, Colo.; KALL, Salt Lake City, Utah; KLO, Ogden, Utah; KOVO, Provo, Utah; KVNU, Logan, Utah; K SVC, Richfield, Utah; KVEL, Vernal, Utah; KURA, Moab, Utah; KLUK, Evanston, Wyo.; K VRS, Rock Springs, Wyo.; KOVE, Lander, Wyo.; KVOC, Casper, Wyo.; KWYO, Sheridan, Wyo.; KPOW, Powell, Wyo.; KFBC, Cheyenne, Wyo.

Jefferson Standard Broadcasting Company

1 Jefferson Pl., Charlotte, N. C.

Phone: EDison 3-8833

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

STATIONS

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

Knorr Bestg. Corp. (Grp.)

15001 Michigan Ave., Dearborn, Mich.

Phone: Tiffany 6-8530

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

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.

Don Lee Broadcasting System

1313 North Vine Street, Hollywood 28, Calif

Phone: Hollywood 2-2133

V.P., Gen. Mgr.....Norman Boggs
Sec.-Treas.....A. M. Quinn
V.P., Programming.....Tony LaFrano
Nat'l. Sales Dir.....Paul H. Martin
Sales Manager.....Terry Mann
Press Info. Dir.....Tony Arnone
Promotion Mgr.....Russell Smith
News & Special Events.....Les Mawhinney
Chief Engineer.....Robert Bullock

BRANCH OFFICES

415 Bush St., San Francisco 8, Cal., Wendell
Campbell, V.P., Phone: YUkon 2-9200; National
Reps., H-R Representatives; New York, Chi-
cago, San Francisco, Detroit, Atlanta, Houston,
Dallas, New Orleans.

STATIONS

KMAP, Bakersfield, Calif.; KPAY, Chico,
Calif.; KXO, El Centro, Calif.; KR DG, Redding,
Calif.; KYNO, Fresno, Calif.; KHJ, Los Angeles,
Calif.; KMYC, Marysville, Calif.; KYOS, Mer-

ced, Calif.; KPRL, Paso Robles, Calif.; KGMS,
Sacramento, Calif.; KSBW, Salinas, Calif.;
KITO, San Bernardino, Calif.; KGB, San Diego,
Calif.; KFRC, San Francisco, Calif.; KVEC,
San Luis Obispo, Calif.; KTMS, Santa Barbara,
Calif.; KWG, Stockton, Calif.; KCOK, Tulare,
Calif.; KWJB, Globe, Arizona; KGLU, Safford,
Ariz.; KATO, Reno, Nevada; KWIL, Albany,
Oregon; KWIN, Ashland, Oregon; KAST,
Astoria, Oregon; KBND, Bend, Oregon; KOOS,
Coos Bay, Oregon; KORE, Eugene, Oregon;
KFJI, Klamath Falls, Oregon; KPOJ, Portland,
Oregon; KRXL, Roseburg, Oregon; KSLM,
Salem, Oregon; KPUG, Bellingham, Wash.;
KELA, Centralia, Wash.; KWLK, Longview,
Wash.; KGY, Olympia, Wash.; KVL Seattle,
Wash.

ADDITIONAL GROUPS AVAILABLE: KOY,
Phoenix, Arizona; KTUC, Tucson, Arizona;
KSUN, Bisbee, Arizona; KVOY, Yuma, Arizona;
KVNA, Flagstaff, Arizona; KAWT, Douglas,
Arizona; KVNC, Winslow, Arizona; KWJB,
Globe, Ariz.; KGLU, Safford, Ariz.

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.

Lobster Network of Maine

212 Middle St., Portland, Maine

SPruce 5-2336

President.....Faust Couture
Gen. Mgr.....Melvin L. Stone
Commercial Manager.....David L. Royte
Sales Promotion Manager.....John Libby
Program Director.....Howard Leonard
Publicity Director.....James Niels III
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 Hin-
chey, Mgr., Phone: 7354; 89 Congress St., Rum-
ford, Me., Kenneth Ellis, Mgr., Phone: 1057;
61 Water St., Skowhegan, Me., Harry Heustis,
Mgr., Phone: GREENwood 4-2727; School St.,
Sanford, Me., John Carlson, Mgr., Phone: 1574;
P. O. Box 65, Caribou, Me., Elby Stevens, Mgr.,
Phone: 3731.

STATIONS

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

Long Radio Enterprises

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

Phone: CI 5-4642

Managing Director.....J. G. Long
Gen., Comm. Mgr.....Harry L. Becker

STATIONS

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

REGIONAL NETWORKS

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

BRANCH OFFICES

Water St., Augusta, Me., Les Hubley, Sta. Mgr., Phone: MAYfair 3-4735; Main St., Bangor, Me., Ed Guernsey, Sta. Mgr., Phone: BAngor 2-4657.

STATIONS

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

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.; KALE, Richland, Wash.; KONA (TV), Honolulu; KTVR (TV), Denver; KDAY, Hollywood, Calif.

McClatchy Beeline Stations

21st & Q, Sacramento 4, Calif.

Phone: GILbert 2-5011

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

STATIONS

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

Meredith Station Group

17th & Locust Sts., Des Moines, Iowa

Phone: ATLantic 8-8511

President.....Fred Bohlen
Vice Pres.....E. T. Meredith
Treas., Radio-TV Dir.....Payson Hall
Asst. Dir., Radio-TV.....C. A. Larson

STATIONS

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

Metropolitan Broadcasting Corp.

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

Phone: LE 5-1000

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V.P., TV Oper.....Bennet H. Korn
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Secretary.....Arthur Israel
Comptroller.....Joseph J. Madden
Assistant Treasurer.....Clemens M. Weber
Gen. Counsel, Asst. Sec'y.....Robert Dreyer

BRANCH OFFICES

Hotel Raleigh, 12th St. & Penna. Ave. NW, Washington 4, D. C. (WTTG) John E. McArdle, Sta. Mgr., Phone: STerling 3-5300; 5000 Euclid Ave., Cleveland 3, O. (WHK) Henry W. Simmen, Sta. Mgr., Phone: EXpress 1-5000.

STATIONS

WNEU-TV-AM-FM, NYC; WTTG, Wash., D.C.; WHK-AM-FM, Cleveland, O.

Midnight Sun Broadcasting Co.

Box 910

c/o KFAR, Fairbanks, Alaska

STATIONS

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

The Mid-South Network

WELO Bldg., Tupelo, Miss.

Phone: VI 2-7658

President.....Birney Imes, Jr.
General Manager.....Bob Evans

STATIONS

WCBI, Columbus; WONA, Winona; WMOX, Meridian; WROX, Clarksdale; WNAG, Grenada; WROB, West Point; WAMY, Amory, all Mississippi.

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.

National Spanish Language Network

370 Lexington Ave., Suite 610,

New York 17, N. Y.

Phone: MURray Hill 5-1300

PERSONNEL (KWKW)

President.....Marshall S. Neal
General Manager.....Arthur Gordon
Commercial Mgr.....Dan Curtin
Sales Prom., Pub. Dir.....Al Alpert

BRANCH OFFICE

672 S. Lafayette Pk. Pl., Los Angeles, Calif.,
Phone: DUnkirk 2-3200, Ch. Exec., Harlan Oakes.

STATIONS

KWKW, Los Angeles; XEXX, Tijuana-San Diego; KGST, Fresno, all Calif.; KABQ, Albuquerque, N. M.; KIFN, Phoenix; KEVT, Tucson; both Ariz.; KIWW, San Antonio; KCCCT, Corpus Christi; XEJ, El Paso; XEO, Brownsville; XEOR, McAllen; KLVL, Houston; all Texas.

New England Regional Network

26 Grove St., Hartford, Conn.

Phone: JACkson 5-0801

Chairman.....Paul W. Morency

STATIONS

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

REGIONAL NETWORKS

Newhouse Newspaper Stations

224 Harrison St., Syracuse, N. Y.
Phone: 3-7111
STATIONS

WSYR AM TV Syracuse, WPTA-TV Harrisburg, KOIN AM TV Portland, Ore.; WABT, WAPI, Birmingham, Ala.; KTVI-TV, St. Louis.

North Country Stations of Vermont

Concord Ave., St. Johnsbury, Vt.
Phone: Pioneer 8-2344

Pres., Gen. Mgr. E. Dean Finney
Assistant Manager Donald Thurston

STATIONS

WTWN, St. Johnsbury; WIKE, Newport; WSNO, Barre, Vt.

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

OK Group

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

President Jules J. Paglin
Exec. V.P., Gen. Mgr. Stanley Ray Jr.
Representative Stars National

STATIONS

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

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.

Ozark Network

1037 S. Glenstone, Springfield, Mo.

General Manager Richard Bradley
Representative Best

STATIONS

KICK, Springfield; KBTN, Neosho; KRMO, Monett; KWPM, West Plains; KALM, Thayer;

KLRS, Mountain Grove, KBHM, Branson, Mo.;
KMDO, Fort Scott, Kans.

Plough Broadcasting Stations

112 Union Ave., Memphis, Tenn.

Owner Abe Plough

STATIONS

WMPX, Memphis, Tenn.; WJJD, Chicago, Ill.;
WCOP AM-FM, Boston; WCAO AM-FM, Baltimore, Md.

John Poole Stations

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

President John H. Poole
Gen. Mgr. David T. Harris
Representative Weed

STATIONS

KBIG Avalon, KBIF, Fresno, Calif.

The Rahall Group

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

President N. Joe Rahall
General Manager Ogden R. Davies

STATIONS

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

RKO Teleradio Pictures, Inc.

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

Pres., Board Chrmn. Thomas F. O'Neil
V.P., Treasurer Geo. R. Ruppel
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Walter Branson, Wendell B. Campbell,
Edward L. Walton, Wm. H. Grumbles; Daniel
O'Shea, Norman Boggs.

Asst. Secretary Patrick J. Winkler

STATIONS

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

Rollins Broadcasting, Inc.

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

President O. Wayne Rollins
Vice-President Mrs. Madalyn Pruett Copley
Vice-Presidents Henry B. Tippie,
Albert R. Lanphear.

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, Natl. Sales, Phone: OXford 7-7040; 75 E. Wacker Dr., Lincoln Tower, Chicago 1, Ill., Ed Sloan, Midwest Sales, Phone: Financial 6-8611; Arcade Bldg., St. Louis 1, Mo., Bob Lyons, Midwest Sales., Phone: CHestnut 1-6000.

REGIONAL NETWORKS

STATIONS

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

Rounsaville Radio Stations

3165 Mathieson Dr., N.E., Atlanta, Ga.

Phone: CEdar 3-2195

Pres., Gen. Mgr. Robert W. Rounsaville
V.P., Natl. Sales Mgr. Harold F. Walker
Vice-President John Fulton
Sales Promotion Manager Harold Walker
Chief Engineer Paul Cram

STATIONS

WQXI, Atlanta, Ga.; WLOU, Louisville, Ky.; WCOL, Cincinnati, Ohio; WMBM, Miami, Fla.; WVOL, Nashville, Tenn.; WYLD, New Orleans, La.; WTMP, Tampa, Fla.

Scripps Howard Group

1121 Union Central Bldg., Cleveland, Ohio

Phone: MAin 1-1811

President Jack R. Howard

STATIONS

WEWS Cleveland, WCPO AM-FM-TV Cincinnati, WNOX Knoxville, WMC, WMCT-TV Memphis.

Southeastern Key Market Network

P. O. Box 600, Florence, Ala.

Phone: AT 2-7711

President Richard B. Biddle
General Manager Bill Mapes
Traffic Manager Bettye Fowler
Representative RVH; Forjoe

STATIONS

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

ARKANSAS: KBBA, Benton; KAGH, Crossett; KXJK, Forrest City; KFFA, Helena; KBLO, Hot Springs; KVSA, McGhee; KVMA, Magnolia; KENA, Mena; KHBM, Monticello; KVOM, Morrilton; KOSE, Osceola; KAMO, Rogers; KWAK,

Stuttgart; KTFS, Texarkana; KRLW, Walnut Ridge; KWRP, Warren; KNLR, N. Little Rock.

FLORIDA: WBAR, Bartow; WTRL, Bradenton; WONU, Crestview; WDCF, Dade City; WDAT, Daytona; WFNM, De Funiak Springs; WMEG, Eau Gallie; WLCO, Eustis; WFBF, Fernandina Beach; WINK, Fort Myers; WARN, Fort Pierce; WFTW, Fort Walton; WGGG, Gainesville; WQIK, Jacksonville; WZRO, Jacksonville Beach; WRWB, Kissimmee; WDSR, Lake City; WNER, Live Oak; WMMB, Melbourne; WSBW, New Smyrna Beach; WMOP, Ocala; WKIS-WORZ, Orlando; WWPB, Palatka; WPFA, Pensacola; WPRY, Perry; WCNH, Quincy; WTRR, Sanford; WKXY, Sarasota; WJCM, Sebring; WSTN, St. Augustine; WRGR, Starke; WMEN, Tallahassee; WALT, Tampa; WNTM, Vero Beach; WIRK, West Palm Beach; WSIR, Winter Haven.

GEORGIA: WAAG, Adel; WJAZ, Albany; WDEC, Americus; WRFC, Athens; WAOK, Atlanta; WAUG, Augusta; WMGR, Bainbridge; WMOG, Brunswick; WCGA, Calhoun; WCLB, Camilla; WLBB, Carrollton; WPNX, Columbus; WCON, Cornelia; WGFS, Covington; WRCD, Dalton; WEAS, Decatur; WMLT, Dublin; WTJH, East Point; WEHB, Fitzgerald; WDUN, Gainesville; WKUJ, Griffin; WCEH, Hawkinsville; WBGR, Jesup; WLFA, Lafayette; WTRP, LaGrange; WIBB, Macon; WYTH, Madison; WBIE, Marietta; WMVG, Milledgeville; WMRE, Monroe; WMTM, Moultrie; WBBN, Perry; WLAQ, Rome; WSNT, Sandersville; WFRP, Savannah; WWNS, Statesboro; WSYL, Sylvania; WKTG, Thomasville; WTWA, Thomson; WLET, Toccoa; WJEM, Valdosta; WRPB, Warner Robins; WACL, Waycross; WBRO, Waynesboro; WRLD, West Point; WGRA, Cairo; WDWD, Dawson; WSIZ, Douglas; WTIK, Tifton.

KENTUCKY: WFLW, Monticello.

LOUISIANA: KTRY, Bastrop; WCLS, Baton Rouge; WHXY, Bogalusa; WARB, Covington; KSIG, Crowley; KDLA, De Ridder; KEUN, Eunice; KFNV, Ferriday; KLFT, Golden Meadow; KDBC, Mansfield; KNOC, Natchitoches; KREH, Oakdale; KRUS, Ruston; KVPI, Ville Platte; KVCL, Winnfield; KLUE, Shreveport; KDBS, Alexandria.

NORTH CAROLINA: WABZ, Albemarle; WGWR, Asheboro; WCGC, Belmont; WPNF, Brevard; WBBB, Burlington; WWIT, Canton; WEGO, Concord; WCKB, Dunn; WTIK, Durham; WCDJ, Edenton; WIFM, Elkin; WBBO, Forest City; WFGV, Fuquay Springs; WLTC, Gastonia; WKDX, Hamlet; WHKP, Hendersonville; WKMT, Kings Mountain; WAGR, Lumberton; WMBL, Morehead; WNNC, Newton; WMSN, Raleigh; WREV, Reidsville; WAYN, Rockingham; WSAT, Salisbury; WEYE, Sanford; WTAB, Tabor City; WADE, Wadesboro; WLSE, Wallace; WHCC, Waynesville; WENC, Whitesville; WHKY, Hickory; WRRZ, Clinton; WEWO, Laurinburg; WMAP, Monroe; WFLP, Fayetteville.

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Dillon; WELP, Easley; WFIS, Fountain Inn; WGIN, Georgetown; WHSC, Hartsville; WDKD, Kingstree; WLCM, Lancaster; WJAY, Mullins; WMYB, Myrtle Beach; WTND, Orangeburg; WTYC, Rock Hill; WSNW, Seneca; WJAN, Spartanburg; WSSC, Sumpter; WBCU, Union; WALD, Walterboro; WCYL, York; WLAT, Conway.

TENNESSEE: WLAR, Athens; WMFS, Chattanooga; WCRM, Columbia; WKBL, Covington; WDKN, Dickson; WDSG, Dyersburg; WCPH, Etowah; WAGG, Franklin; WIRJ, Humboldt; WKGN, Knoxville; WLAF, LaFollette; WHDM, McKenzie; WJIM, Lewisburg; WHER, Memphis; WKBJ, Milan; WCRK, Morristown; WGNS, Murfreesboro; WMAK, Nashville; WKSR, Pulaski; WRGS, Rogersville; WORM, Savannah; WHAL, Shelbyville; WEPG, South Pittsburg; WJIG, Tullahoma; WCDT, Winchester.

TEXAS: KREL, Baytown; KVLB, Cleveland; KFST, Ft. Stockton.

Southern Michigan Network

WTVB Bldg., Coldwater, Mich.

Phone: BRoadway 9-9119

General Manager.....E. Harold Munn, Jr.
Commercial Manager.....Normand H. Moore
Chief Engineer.....Virgil Royer

STATIONS

WTVB-AM-FM, Coldwater; WSTR-AM-FM, Sturgis, both Mich.

Southern Minnesota Network

101 N. Second St.

c/o KYSM, Mankato, Minn.

National Rep.Robert Meeker

STATIONS

KYSM, Mankato; KROC, Rochester; KATE, Albert Lee, Minn.

The Southwest Network

Box 1799, El Paso, Tex.

Phone: KEystone 2-6551

President.....Dorance D. Roderick
Vice President.....Val Lawrence
General Manager.....Bruce M. Barnard
Commercial Manager.....Audian H. Paxson
Representative.....Branham

STATIONS

KROD-AM-TV, El Paso, Tex.; KAVE-AM-TV, Carlsbad; KWEW, Hobbs; KGFL, Roswell; KSIL, Silver City, New Mex.; KZUM, Farmington, New Mex.

Speidel-Fisher Broadcasting Group

Box 298

WQOK, Greenville, S. C.

National Rep.Walker Representation Co.

STATIONS

WQOK, Greenville; WOIC, Columbia; WPAL, Charleston, S. C.

Steinman Stations

8 W. King St., Lancaster, Pa.

Phone: EXpress 7-5251

Gen. Mgr.....Clair R. McCollough

STATIONS

WDEL-AM-FM, Wilmington, Del.; WORK, York, Pa.; WKBO, Harrisburg, Pa.; WGAL-

AM-FM-TV, Lancaster, Pa.; WEST-AM-FM, Easton, Pa.; WRAW, Reading, Pa.; WRAK, Williamsport.

Storer Broadcasting Co.

1177 Kane Concourse, Miami Beach, Fla.

Phone: UNion 6-0211

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Senior Vice Pres.....J. Harold Ryan
Exec. Vice Pres.....Lee B. Wailes
Exec. V.P. Oper.....Stanton P. Kettler
Treasurer.....Harry A. Steensen
V.P., Secretary.....John McCoy
V.P. Eng.....Glenn Boundy
V.P. Radio Ops.....William E. Rine
V.P. TV Ops.....George B. Storer, Jr.
V.P., Natl. Pgm. Dir.....Ewald Kockritz
V.P. Advertising & Sls. Prom...A. C. Schofield
Asst. Secretaries.....Bertha C. Prestler,
A. A. Church

V.P.'s, Managing Directors, WSPD-TV, Allen L. Hall; WAGA-TV, J. Robert Kerns; WAGA,

James E. Bailey; WJBK-TV, Bill Michaels; WJBK, Harry R. Lipson; WWVA, Paul J. Miller; WIBG, Lionel F. Baxter.

Managing Directors, WSPD, Reginald Martin; WGBS, Bernard E. Neary; WJW-TV, Ben Wickham, WJW, Reginald P. Meridew.

BRANCH OFFICES

625 Madison Ave., N.Y.C. 22, Maurice E. McMurray, Natl. Sales Dir. & James P. Storer, Merch. Mgr., Phone: PLaza 1-3940; 230 N. Mich. Ave., Chicago 1, Ill., Floyd E. Beaston, Midwest Sales Mgr., Phone: FRanklin 2-6498.

STATIONS

WJBK AM-FM-TV, Detroit; WSPD-AM-FM-TV, Toledo; WAGA-AM-FM-TV, Atlanta; WJW-AM-FM-TV, Cleveland; WWVA-AM-FM, Wheeling, W. Va.; WGBS-AM-FM, Miami, Fla.; WIBG-AM-FM, Phila., Pa.

Storz Broadcasting Co.

222 S. 15th St., Omaha 2, Nebr.

Phone: WEBster 4700

President.....Todd Storz
General Counsel.....Herbert S. Dolgoff
Nat. Prog. Dir.....William Stewart
Dir., Engineering.....Robert Tilton

STATIONS

WDGY, Minneapolis, Minn.; WHB, Kansas City, Mo.; WTIX, New Orleans, La.; WQAM, Miami, Fla.

Talleorn Network

Suite 432, Des Moines Bldg., Des Moines, Iowa

President.....Glen Stanley
Vice President.....Bernie Jacobsen
V.P., Comm. Mgr.....Dutch Horning
National Rep.....John E. Pearson Co.

STATIONS

KROS, Clinton; KSIB, Creston; KDTH, Dubuque; KVFD, Fort Dodge; KFJB, Marshalltown; KWPC, Muscatine; KICD, Spencer; KCIM, Carroll; KOEL, Oelwein; KBOE, Oskaloosa; KOKX, Keokuk; KXIC, Iowa City.

Tele-Broadcasters, Inc.

41 E. 42nd St., New York, N. Y.

Phone: MU 7-8436

President.....H. Scott Killgore

REGIONAL NETWORKS

STATIONS

KALL, Pasadena, Calif.; KUDL, Kansas City, Mo.; WPOP, Hartford, Conn.; WPOW, N. Y. C.

Texas Broadcasting System

Herald Square, Dallas, Tex.

Phone: RI 2-8811

General Manager.....Clyde W. Renbert

STATIONS

KRLD, Dallas; KENS, San Antonio; KTRH, Houston, Texas.

Texas Spanish Language Network

c/o Suite 610, 370 Lexington Ave., N. Y. C. 17
Phone: MU 5-1300

President.....Robert N. Pinkerton
General Manager.....Arthur Gordon

Sales Promotion Mgr.....Al Alpert
Reps.....Nat'l. Time Sls.: Oakes; Harry

STATIONS

KIWW, San Antonio; XEO, Brownsville; XEOR, McAllen; KLVL, Houston; XEJ, El Paso; KCCT, Corpus Christi, all Tex.

XEJ, Juarez (El Paso); KIWW, San Antonio; KTXN, Austin; XEO, Brownsville; XEOR, McAllen, Tex.

Texas State Network, Inc.

4801 W. Freeway, Fort Worth 1, Tex.

Phone: PErshing 7-6631

President & Gen. Mgr.....Gene L. Cagle
Comm., Sales Prom. Mgr.....Dale Drake
Chief Engineer.....James T. Peterson

STATIONS

Basic: KFJZ, Fort Worth; KRBC, Abilene; KGKL, San Angelo; KBST, Big Spring; KCRS, Midland; WRR, Dallas; KCMC, Texarkana; KFRO, Longview; KTBB, Tyler, all Texas.

Supplemental: KRRV, Sherman; KPLT, Paris; KENS, San Antonio; KBWD, Brownwood; KTRH, Houston; KFDA, Amarillo; KRIO, McAllen; KGVV, Greenville; WACO, Waco; KNOW, Austin, all Texas.

Time, Inc.

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

Phone: JU 6-1212

V.P. (Time, Inc.),

Bcst. Ops.....Weston C Pullen, Jr.
Coordinator, Bcst. Ops.....Ole G. Morby

STATIONS

KDYL-AM-FM, KTVT, Salt Lake City, Utah;
KLZ-AM-TV, Denver, Colo.; WOOD-AM-TV,
Grand Rapids, Mich.; WFBM-AM-TV, Indian-
apolis, Ind.; WTCN-AM-TV, Minneapolis, Minn.

Tobacco Network, Inc.

516 S. Salisbury St., Raleigh, N. C.

Phone: TEmple 2-8885

President.....Vassie G. Balkcum
General Manager.....Wally Voigt
Vice-President.....Jack P. Hanks
Secretary-Treasurer.....Bill Currie
Office Mgr.....Nina Livingston

STATIONS

WFNC, Fayetteville; WRAL, Raleigh;
WHIT, New Bern; WTIK, Durham; WGNI,

Wilmington; WCEC, Rocky Mount, N. C.;
WGBR, Goldsboro, N. C.; WELS, Kinston,
N. C.; WRCS, Ahoskie, N. C.; WFMO, Fair-
mont, N. C.; WEYE, Sanford, N. C.; WHVH,
Henderson, N. C.; WJAY, Mullins, S. C.

Transcontinent Television Corp.

15 E. 47th Street, New York City

Phone: PLaza 1-3030

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President.....David C. Moore
Ch. Exec. Comm.....J. Fred Schoellkopf, IV
Treasurer.....Clifford M. Kirtland
Vice Pres. Chg. Sales.....George C. Stevens
Vice Pres., Engineering.....Carl Hoffman
Ch. Finance Comm.....David Forman

STATIONS

WGR AM-TV, Buffalo, N. Y.; WROC-TV,
Rochester, N. Y.; WNEP-TV, Scranton, Pa.;
WSVA AM-TV, Harrisonburg, W. Va.

Triangle Publications, Inc.

Radio & TV Division

46th & Market Sts., Philadelphia 39, Pa.

Phone: EVERgreen 2-4700

V.P. Gen. Mgr.....Roger W. Clipp
Exec. Asst. to Gen. Mgr.....David J. Bennett
Dir. of Natl. Sales.....Edward H. Benedict
Dir. Public Rel., Pgmng....John D. Scheuer, Jr.
Dir. of Engineering.....Henry E. Rhea
Business Mgr.....John C. Harlan
Research Mgr.....Richard W. Gideon
Program Supervisor....James R. Van de Velde

STATIONS

WFIL-AM-FM-TV, Philadelphia; WNBC-AM-
FM-TV, Binghamton, N. Y.; WFBG-AM-TV, Al-
toona, Pa.; WNHC-AM-FM-TV, New Haven,
Conn.; WLBR-TV, Lebanon, Pa.

Tri-Mart Radio Network

P. O. Box 631, Salem, Ore.

Phone: EM 4-8433

Sales Promotion 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; WWWR,
Russellville, Ala.

Upper Midwest Broadcasting System

512 Nicolett Bldg., Minneapolis, Minn.

Phone: FEderal 6-9631

President.....Louis M. Knopp

STATIONS

KASM, Albany; KXRA, Alexandria; KBUN,
Bemidji; KLIZ, Brainerd; KBMW, Breckenridge;
KDHL, Fairbault; KSUM, Fairmont; WEVE,
Eveleth; KDLM, Detroit Lakes; KROX, Crook-
ston; KNUJ, New Ulm; KVOX, Fargo-Moorhead,
all in Minnesota; KDLR, Devils Lake; KNDC,
Hettinger, all in North Dakota and others.

United Broadcasting Network

Eighth & Eye Sts., N.W., Washington, D. C.
 PresidentRichard Eaton
 RepresentativeMcGillvra

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.

West Texas Television Network

7400 College Ave., Lubbock, Texas

Phone: SHERwood 4-2345

Pres., Gen. Mgr.....W. D. "Dub" Rogers
 General Sales Manager..E. A. "Buzz" Harssett
 RepresentativeBranham

STATIONS

KDUB-TV, Lubbock; KPAR-TV, Abilene-
 Sweetwater; KEDY-TV, Big Spring, all Texas.

Westinghouse Broadcasting Co., Inc.

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

Phone: MURray Hill 7-0808

PresidentDonald H. McGannon
 Adm. Asst. to Pres.....C. C. Woodard, Jr.
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 V.P., Sales.....A. W. Dannenbaum
 V.P., Programming.....R. M. Pack
 Natl. Engineering Mgr.....G. E. Hagerty
 Nat. Radio Sales Mgr.....P. B. Bascom
 Nat. TV Sales Mgr.....R. M. McGredy
 Mid-West Sales Mgr.....E. M. Blain
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 Natl. Adv., Sales Prom. Mgr...D. E. Partridge
 Dir. of Research.....M. A. Goldberg
 Coordinator, Pub. and
 Spec. Events.....M. R. Santangelo
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 V.P., Pittsburgh.....H. C. Lund
 V. P., Cleveland.....R. V. Tooke
 V.P., Chicago.....Ralph Atlas
 West Coast Executive.....P. G. Lasky

BRANCH OFFICES

2818 Prudential Plaza, Chicago, Ill., Phone:
 State 2-1856; 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.

Wisconsin Network

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

Phone: 723

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,
 Beloit, Wisc.

QXR Network

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

Phone: LACKawanna 4-1100

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 PresidentOrvil E. Dryfoos
 General ManagerJames Sondheim
 Exec. V.P.....Elliott M. Sanger
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STATIONS

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 WKOP-FM, Binghamton; WRRE-FM, Bristol;
 WHLD-FM, Buffalo-Niagara Falls; WRRD-FM,
 DeRuyter; WRRR-FM, Ithaca; WJTN-FM, James-
 town; WRRF-FM, Mohawk Valley; WHDL-FM,
 Olean; WHAM-FM, Rochester; WSYR-FM, Syra-
 cuse; WRUN-FM, Utica-Rome; WRRL-FM,
 Wethersfield, all New York.

Wyoming Cowboy Network

KFBC, 2923 East Lincolnway, Cheyenne, Wyo.

Phone: 4-4461

STATIONS

..KFBC, Cheyenne; KRAL, Rawlins; KVOC,
 Casper; KSID, Sidney.

The Yankee Network

21 Brookline Ave., Boston 15, Mass.

Phone: Commonwealth 6-0800

PresidentNorman Knight
 Exec. V.P.....George W. Steffy
 V.P. SalesThomas Bateson
 Nat'l. Sales Mgr.....Proctor Jones
 Sales Promotion Mgr.....George Hallberg
 Program DirectorJohn D. Maloy
 Publicity DirectorPhyllis Doherty
 Chief EngineerIrving B. Robinson

STATIONS

WNAC, Boston; WFAU, Augusta, Maine;
 WIDE, Biddeford, Maine; WALE, Fall River,
 Mass.; WEIM, Fitchburg, Mass.; WHAL, Green-
 field, Mass.; WOCE, 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, Water-
 bury, 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, North-
 ampton, Mass.; WDEV, Waterbury, Vt.; WERI,
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Morton Pies • Thermo Mug • Hillman Motor Car Corp.

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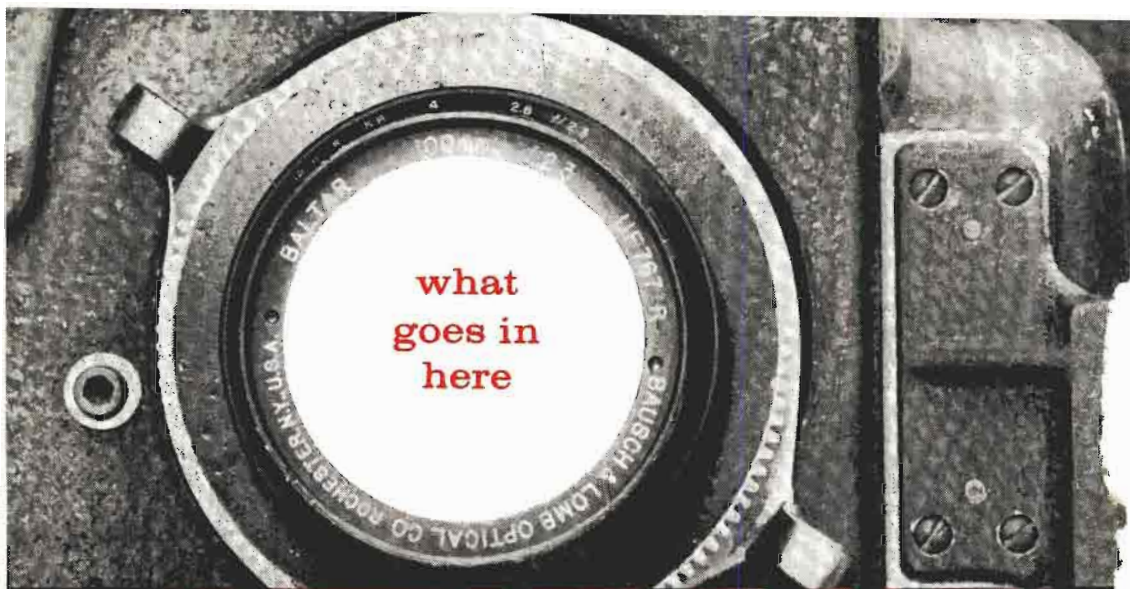
(From 1947 to 1958)

<i>Year</i>	<i>Table & Portable</i>	<i>Console</i>	<i>Phono-Combi.</i>	<i>Total</i>	<i>Value (add 000)</i>
1947	116,315	37,039	25,217	178,571	\$ 50,000
1948	646,509	179,181	149,310	975,000	230,000
1949	1,792,691	989,220	218,089	3,000,000	580,000
1950	2,941,560	3,820,060	702,180	7,463,800	1,350,000
1951	2,275,901	2,774,859	334,038	5,384,798	956,986
1952	2,837,507	3,038,895	219,878	6,096,280	1,049,000
1953	3,224,724	3,755,340	235,763	7,215,827	1,230,298
1954	4,249,339	3,011,536	85,840	7,346,715	1,028,540
1955	4,439,676	3,199,796	117,049	7,756,521	1,071,020
1956	4,753,787	2,556,845	75,397	7,387,029	938,596
1957	3,845,807	2,433,449	120,089	6,399,345	832,747
1958	2,716,876	2,068,627	134,925	4,920,428	667,899

TELEVISION RETAIL SALES

<i>Year</i>	<i>Table-Portable</i>	<i>Console</i>	<i>Phono-Combi.</i>	<i>Total</i>
1953	2,904,135	3,225,191	211,245	6,370,571
1954	4,007,040	3,183,584	126,410	7,317,034
1955	4,217,653	3,090,828	112,603	7,421,084
1956	4,754,787	2,556,845	75,397	938,596
1957	3,976,961	2,486,412	96,847	6,560,220
1958	2,936,321	(2,203,761)		5,140,082

Source: EIA.



what
goes in
here



comes out
flawless
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when film
is processed at
CFI

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COMPLETE 35MM AND 16MM FILM SERVICES

NATIONWIDE NETWORK FINANCIAL FIGURES FOR 1957-1955

Nationwide Networks Only, 1957-1955 (Including Owned and Operated Stations)

<i>Item</i>	<i>1957 (Millions)</i>	<i>1956 (Millions) (—)</i>	<i>1955 (Millions) (*)</i>
<i>Broadcast Revenues</i>			
Radio	\$ 73.5	\$ 70.2	\$ 74.5
Television*	467.9	442.3	374.
	_____	_____	_____
Total	\$541.4	\$512.5	\$448.5
<i>Broadcast Expenses</i>			
Radio	\$ 73.5	\$ 69.8	\$ 69.4
Television*	397.2	356.9	306.0
	_____	_____	_____
Total	\$470.7	\$426.7	\$375.4
<i>Broadcast Income (before Federal Income Tax)</i>			
Radio	\$.0	\$.4	\$ 5.1
Television*	70.7	85.4	63.0
	_____	_____	_____
Total	\$ 70.7	\$ 85.8	\$ 73.1

Note: RADIO—(—) Includes operation of 19 network owned stations in 1956 and 21 in 1957. (*) Includes 2,947 AM, AM-FM or independent stations in 1956 and 3,143 in 1957.

TELEVISION—(*) Includes three post-freeze stations (UHF). (—) 1956 data covers three networks and 15 owned and operated stations; 95 pre-freeze and 364 post-freeze stations (269 VHF and 95 UHF). (—) Data for 1955 covers four networks and 16 owned and operated stations, 95 pre-freeze and 325 post-freeze stations (225 VHF and 103 UHF).

Source: FCC.

The Standard of Quality

Wherever Films Are Used

EASTMAN PROFESSIONAL MOTION PICTURE FILMS

THE EASTMAN 16mm PROJECTOR, MODEL 275

THE EASTMAN 16mm CONTINUOUS PROJECTOR, MODEL 300

THE EASTMAN TELEVISION RECORDING CAMERA

Whether you use film to bridge the coast-to-coast gap of time and space . . . to overcome the confinements of studio walls . . . or to pre-test your investment in time and talent, Eastman is always the first choice both for production and projection.

Motion Picture Film Department

EASTMAN KODAK COMPANY

Rochester 4, N. Y.

*Agents for the Sale and Distribution of
Eastman Professional Motion Picture Films*

W. J. GERMAN, INC.

Fort Lee, N. J.; Chicago, Ill.; Hollywood, Calif.

Estimated 1958 Expenditures of National And Regional Spot Television Advertisers

— BY PRODUCTS —

Product	Est. Exp. 1958	Product	Est. Exp. 1958
AGRICULTURE	\$ 1,350,000	COSMETICS & TOILETRIES.....	46,749,000
Feeds, Meals	746,000	Cosmetics	8,133,000
Miscellaneous	604,000	Deodorants	3,426,000
ALE, BEER, & WINE.....	44,214,000	Depilatories	295,000
Beer & Ale.....	40,299,000	Hair Tonics & Shampoos.....	8,674,000
Wine	3,915,000	Hand & Face Creams, Lotions.....	2,813,000
AMUSEMENTS, ENTERTAINMENT	559,000	Home Permanents & Coloring.....	5,890,000
AUTOMOTIVE	7,376,000	Perfumes, Toilet Waters, etc.....	1,704,000
Anti-Freeze	112,000	Razors, Blades	1,904,000
Batteries	131,000	Shaving Creams, Lotions, etc.....	1,694,000
Cars	4,134,000	Toilet Soaps	10,744,000
Tires & Tubes.....	1,554,000	Miscellaneous	1,472,000
Trucks & Trailers.....	132,000	DENTAL PRODUCTS	14,467,000
Miscellaneous Accessories & Sup- plies	1,313,000	Dentifrices	11,132,000
BUILDING MATERIAL, EQUIPMENT, FIXTURES	2,789,000	Mouthwashes	2,455,000
Fixtures, Plumbing, Supplies.....	562,000	Miscellaneous	880,000
Materials	656,000	DRUG PRODUCTS	44,626,000
Paints	1,185,000	Cold Remedies	12,863,000
Power Tools	59,000	Headache Remedies	7,792,000
Miscellaneous	327,000	Indigestion Remedies	8,988,000
CLOTHING, FURNISHINGS, ACCESSORIES	13,241,000	Laxatives	3,082,000
Clothing	11,269,000	Vitamins	2,825,000
Footwear	1,445,000	Weight Aids	1,917,000
Hosiery	497,000	Miscellaneous Drug Products.....	6,285,000
Miscellaneous	30,000	Drug Stores	874,000
CONFECTIONS & SOFT DRINKS..	28,237,000	FOOD & GROCERY PRODUCTS.....	135,687,000
Confections	12,039,000	Baked Goods	26,469,000
Soft Drinks	16,198,000	Cereals	11,552,000
CONSUMER SERVICES	14,605,000	Coffee, Tea & Food Drinks.....	32,140,000
Dry Cleaning & Laundries.....	81,000	Condiments, Sauces, Appetizers..	5,515,000
Financial	2,181,000	Dairy Products	7,853,000
Insurance	2,773,000	Desserts	2,023,000
Medical & Dental.....	151,000	Dry Foods (Flour, Mixes, Rice, etc.)	8,314,000
Moving, Hauling, Storage.....	317,000	Fruits & Vegetables, Juices.....	9,429,000
Public Utilities	7,099,000	Macaroni, Noodles, Chili, etc.....	1,934,000
Religious, Political, Unions.....	1,224,000	Margarine, Shortenings	6,673,000
Schools & Colleges.....	135,000	Meat, Poultry & Fish.....	6,366,000
Miscellaneous Services	644,000	Soups	461,000
		Miscellaneous Foods	6,420,000
		Miscellaneous Frozen Foods.....	1,454,000
		Food Stores	9,084,000
		GARDEN SUPPLIES & EQUIPMENT	661,000
		GASOLINE & LUBRICANTS.....	24,479,000
		Gasoline & Oil	23,411,000
		Oil Additives	858,000
		Miscellaneous	210,000

(Continued on Page 776)

Economme TV

78
Fact-Based
Half Hours!



Host-
Narrator
TRUMAN
BRADLEY

SCIENCE FICTION THEATRE

TV's unique series of space-age adventures with big name stars in exciting fiction dramas. Winning top multi-run ratings... Las Vegas 20.5, Wichita 24.8, Orlando 20.3, Harlingen-Weslaco...

27.4

Economme TV

Citizen!
Communist!
Counterspy!



Starring
RICHARD
CARLSON

I LED 3 LIVES

From the secret files of a counterspy for the FBI, 117 gripping half-hour stories of the patriotic American who led three lives for his country. Buffalo 17.2, Colorado Springs 16.3, Honolulu 16.2, Albany-Schenectady-Troy...

24.9

Economme TV

Action!
Gallantry!
Excitement!



Starring
The Corps
Of Cadets

WEST POINT

Economme's star-spangled rating winner now available for first off-network showings! Ratings like these: Buffalo 22.9, Philadelphia 19.2, Wichita 25.3, Green Bay...

26.3

SMASH RE-RUN RATINGS AND RESULTS... for stations and advertisers!

Economme TV

Glorious as
our country's
history!



Starring
The U. S.
Midshipmen

MEN OF ANNAPOLIS

Already snapped up by a host of leading stations and advertisers who see top rating opportunities for this power-packed prestige series. Boise 28.4, Buffalo 20.2, Beaumont-Port Arthur 24.8, Charlotte...

28.7

Economme TV

Mystery!
Thrills!
Romance!



Starring
KENT
TAYLOR

BOSTON BLACKIE

America's most successful mystery show! 58 high-scoring half hours with ratings like these: Birmingham 20.3, Buffalo 18.5, Mobile 21.0, Burlington-Plattsburgh...

25.2

Economee TV

America's
Favorite
Family Show!



Starring
MACDONALD
CAREY

DR. CHRISTIAN

39 quality-produced, success-proved half hours winning sensational ratings like these for the show that delivers the all-family audience: New Orleans 21.2, Kansas City 18.6, Cincinnati 20.2, Pittsburgh ...

26.8

Economee TV

78
High-Rated
Half Hours!



Starring
DAVID
BRIAN

MR. DISTRICT ATTORNEY

Rated No. 1 nationally time after time! Look at these recent multi-run ratings scored by these authentic behind-the-scenes law-enforcement dramas: Portland, Ore. 24.4, Albany-Schenectady-Troy 18.4, San Antonio 19.2,

Birmingham ...

21.3

CURRENT FILES PACKED WITH SUCCESS STORIES

In market after market, for show after show, the story's the same: Economee TV series offer unlimited opportunities to strengthen programming, win larger audiences, build sales and profits! All series available for full or alternate sponsorship or as spot carriers to fit sales or program needs.

RATING-PROVED! ZIV-PRODUCED!

Economee TV

ECONOMEETV TELEVISION PROGRAMS, INC.,
488 Madison Ave., New York 22, N.Y.

Other Economee TV Series: The Unexpected, Your TV Theatre, The Eddie Cantor Comedy Theatre, Yesterday's Newsreel, Sports Album, The Living Book.

Economee TV

Action and
suspense ...
romance and
humor!



Host
HERBERT
MARSHALL

TIMES SQUARE PLAYHOUSE

Top Hollywood stars, brilliant stories, and masterful showmanship in every half hour program. 39 exciting dramas with ratings like Philadelphia 13.6, St. Louis 19.5, Cleveland 20.6,

San Antonio ...

32.5

Economee TV

Great new
stars in
each show!



Host-
Narrator
ADOLPHE
MENJOU

FAVORITE STORY

78 success-proved half hours based on stories written by the world's greatest authors. Charleston 18.3, Huntington-Ashland 22.1,

Birmingham ...

22.8

ALL RATINGS SHOWN ARB or PULSE, 1958

Economee TV

Puts a smile
in your
programming!



Starring
ANN
BAKER

MEET CORLISS ARCHER

39 sparkling half-hour situation comedies, lavishly staged, skillfully directed. Pensacola 17.4, Buffalo ...

20.0

Estimated 1958 Expenditures of National And Regional Spot Television Advertisers — BY PRODUCTS —

(Continued from Page 773)

Product	Est. Exp. 1958	Product	Est. Exp. 1958
HOTELS, RESORTS.		SPORTING GOODS, BICYCLES,	
RESTAURANTS	423,000	TOYS	3,045,000
		Toys & Games.....	2,819,000
		Miscellaneous	191,000
HOUSEHOLD CLEANERS,		STATIONERY, OFFICE	
CLEANSERS, POLISHES,		EQUIPMENT	149,000
WAXES*	29,650,000	TELEVISION, RADIO, PHONO-	
Cleaners, Cleansers*	24,051,000	GRAPH, MUSICAL INSTRU-	
Floor & Furniture Polishes, Waxes	4,146,000	MENTS	1,501,000
Glass Cleaners	392,000	Antennas	108,000
Home Dry Cleaners.....	405,000	Radio & Television Sets.....	208,000
Shoe Polish	148,000	Records	750,000
Miscellaneous Cleaners	508,000	Miscellaneous	435,000
HOUSEHOLD EQUIPMENT—			
APPLIANCES	4,621,000	TOBACCO PRODUCTS &	
		SUPPLIES	31,119,000
HOUSEHOLD FURNISHINGS	2,926,000	Cigarettes	28,164,000
Beds, Mattresses, Springs.....	1,671,000	Cigars, Pipe Tobacco.....	2,562,000
Furniture & Other Furnishings...	1,255,000	Miscellaneous	393,000
HOUSEHOLD LAUNDRY		TRANSPORTATION & TRAVEL...	2,937,000
PRODUCTS	29,940,000	Air	1,469,000
Bleaches, Starches	4,814,000	Bus	666,000
Packaged Soaps, Detergents*.....	23,217,000	Rail	100,000
Miscellaneous	1,909,000	Miscellaneous	100,000
HOUSEHOLD PAPER PRODUCTS.	5,163,000	WATCHES, JEWELRY, CAMERAS.	4,459,000
Cleansing Tissues	1,411,000	Cameras, Accessories, Supplies...	290,000
Food Wraps	1,417,000	Clocks & Watches.....	1,925,000
Napkins	347,000	Jewelry	160,000
Toilet Tissue	755,000	Pens & Pencils.....	1,988,000
Miscellaneous	1,233,000	Miscellaneous	96,000
HOUSEHOLD, GENERAL	4,101,000	MISCELLANEOUS	7,144,000
Brooms, Brushes, Mops, etc.....	430,000	Trading Stamps	892,000
China, Glassware, Crockery, Con-		Miscellaneous Products	2,760,000
tainers	356,000	Miscellaneous Stores	3,492,000
Disinfectants, Deodorizers	1,090,000	TOTAL	\$511,770,000
Fuels (heating, etc.).....	488,000		
Insecticides, Rodenticides	821,000		
Kitchen Utensils	89,000		
Miscellaneous	827,000		
NOTIONS	384,000		
PET PRODUCTS	4,411,000		
PUBLICATIONS	757,000		

* Liquid cleaners (i.e. Lestoil) now included in sub-class, "cleaners, cleansers."

'EQUAL ACCESS' DRIVE GAINS GROUND

... Canon 35 Study Is Important Step

By ROBERT O. SWEZEY
Chairman, NAB Freedom
of Information Committee



CANON 35 of the Canons of Judicial Ethics of the American Bar Association is still the focal point of the broadcasters' struggle for equal access and recognition comparable to that afforded the print media. It will be recalled that Canon 35, which has been officially adopted in some eighteen states and followed as a matter of course in many others, arbitrarily denies the use of radio and television equipment as well as photographic equipment in the coverage of court proceedings. Considerable headway has been made during the past year in familiarizing lawyers, broadcasters and, to a certain extent, the general public with the arguments, pro and con, on this issue. Many articles have been written and many speeches made. Gradually, out of the welter of argument and discussion, it has become apparent that the real question involved is only whether photography and the broadcasting of court proceedings will interfere with the due administration of justice. If they do not, there is no basis for their prohibition.

A signal forward step was taken by the American Bar Association itself, motivated by the insistent appeals of the broadcasters, the press photographers, and a progressive element within the legal fraternity, including a number of prominent judges and attorneys. In the annual meeting of the Association held in Los Angeles in August of 1958, the House of Delegates, following the recommendation of its Board of Governors, authorized the President of the ABA to appoint a special committee composed of

nine members of the Association "to conduct a continuing study of the problem involved in connection with Canon 35 and the proposed amendment, with the authority to conduct such surveys (with the prior approval of the Board of Governors) as may be deemed necessary to obtain reliable factual data on the experience of judges and lawyers in those courts where either photography, televising or broadcasting, or all of them are permitted." In due course, after the Los Angeles meeting, the President of the ABA appointed that committee, which is presently considering the problem assigned to it. We anticipate that the committee will give the broadcasters ample opportunity to meet with the committee and fully discuss the situation.

The most helpful judicial support which our position has received during the past year was the decision of the Oklahoma Criminal Court of Appeals—the court of last resort in criminal matters—rendered in the case of Lyles vs. Oklahoma in September, which held that Canon 35 was "obsolete and unrealistic", and that radio and television are entitled to the same courtroom rights as the press. It remains for us broadcasters to demonstrate convincingly that we can cover court proceedings without causing interference or distraction of the participants; that television and radio are bona fide professional news media, and not merely purveyors of entertainment; that we are willing and able to conform to the standards of conduct essential to the preservation of dignity of court proceedings.



For **SERVICE** in TV

Service continues to be one of the basic theme songs at BMI. Not only are its facilities offered to its TV licensees, but to producers, advertising agencies and their clients. TV film distributors, music conductors, directors, and everyone in TV concerned with music and programming. This service is apparent in the day to day activities of BMI and is provided in many forms, such as:

- Assistance in the selection or creation of music for theme, background, bridge, cue or incidental mood music.
- Help in protecting music ownership rights.
- Aid in music clearance.
- Answers to questions concerning copyrights, music right for future residual usage and help in solving all other problems concerning the use of music in TV.

TELEVISION *Sketch* BOOK

A regular monthly service of pre-tested musical sketches for the producer, director and artist.

... practical working scripts for the presentation of songs in dramatic, comic and pictorial fashion. The very latest popular song hits as well as the standard favorites are developed into photogenic sketches which can be used effectively as complete musical shows, as production numbers in variety shows, or for scene-setting segments. *Look for the BMI TV Sketchbook when it reaches your station each month.*



Let BMI give you the TV Music Story — Call or write BMI TV SERVICE department.

BROADCAST MUSIC, INC.

589 FIFTH AVENUE, NEW YORK 17, N. Y.

NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

TELEVISION DAILY

presents

***TELEVISION
NETWORKS***

**O & O STATIONS
AFFILIATED OUTLETS
U. S. MAP OF NETWORK
EXECUTIVE PERSONNEL**

1959

DAYTIME TV SHOWS CAN SUCCEED ... But They Can't Be Built Overnight



By OLIVER TREYZ
President, ABC Television

OCTOBER 13, 1958, one of the three most important dates in ABC history, found ABC Television reaching a status of full competition with its rivals.

On that day, ABC Television launched six new daytime programs, including some 70 quarter-hours, the largest block of new programs ever started by any network at one time. This culminating step in ABC-TV's growth was highlighted by the fact that the new shows were 95% sold out when they went on the air.

* * *

"Operation Daybreak," as it was called in the trade, was preceded by many months of preparation and planning. Like a military operation, careful attention was given to strategy, tactics, logistics and manpower. And, above all, advertisers' needs were kept in mind.

These needs were personal salesmanship, maximum audience potential and maximum audience dispersion.

In order to accomplish these aims the following was instituted: live programs with strong personalities were selected; and clock time scheduling, which has the advantage of higher sets in use and of scheduling shows across the nation at a time when the show fits the established daily habits of viewers, was employed. In order to attain maximum audiences, advertiser's commercials were dispersed throughout the entire "Operation Daybreak" schedule.

Prior to the launching of our ex-

panded schedule, ABC Television recognized that success in daytime television does not come overnight. Daytime shows take time to build. Program sampling must take place. In order to do this, established viewing habits must be overcome, and in turn, a steadfast loyal audience must be recruited.

* * *

In its early months, "Operation Daybreak" followed our predictions, building month by month. Critical and viewer praise proved to us that our planning was sound.

ABC Television has added a new dimension to daytime viewing—a third focal point for viewers. As in the nighttime hours where ABC Television earlier broke established patterns to bring about a three-network economy, so, too, daytime is now a three-way competition. And a three-way competition it will remain.

* * *

The benefits of three national television network services are obvious. As in any sound business, increased competition improves the end product. The three-network economy in the daytime will bring better programming to the viewer at a minimum cost to the advertiser.

For television generally, the key to programming strength lies in the strong three network pattern. I am convinced that daytime television has a great future and that ABC-TV will continue to offer the programming that has met with such acclaim.

ABC TELEVISION NETWORK

JAMES G. RIDDELL **Vice President in Charge of Western Division**

James G. Riddell was elected vice president in charge of the Western Division in February, 1959. He is a native of Glasgow, Scotland, and came to the United States at an early age. He entered the broadcasting industry in 1931 at Detroit with Station WXYZ. After successive promotions he was named general manager of the station when it was purchased by ABC in 1946. In 1950 he became president and general manager of WXYZ, inc. Riddell was instrumental in launching WXYZ-TV, which pioneered in daytime operations. He is married and the father of two daughters.



WILLIAM P. MULLEN **Vice President in Charge of Sales**

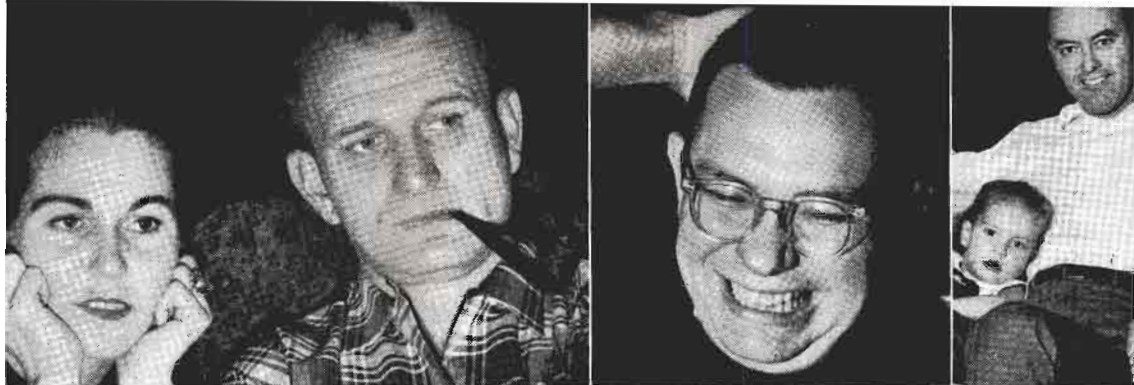


William P. Mullen was appointed vice president in charge of television sales in late March, 1958. Formerly head of ABC-TV's Detroit Sales Division, he joined the network's Sales Department in May, 1955. Before joining ABC-TV, Mullen was eastern sales manager for John W. Loveton Productions; account executive with Trans-Film, Inc. and Cappel MacDonald & Co.; and was associated with the William Morris Agency and the CBS Television Network. He served in the U.S. Army during World War II with the rank of lieutenant colonel and was executive officer for the Armed Forces Radio Service. Mullen lives in Port Washington, Long Island with his wife and son.

THOMAS W. MOORE **Vice President in Charge of Programming and Talent**

Thomas W. Moore, ABC-TV vice president in charge of programming and talent since March, 1958, was formerly vice president in charge of sales, having resigned his post as general sales manager for CBS-TV Film Sales in 1957. He had been with the CBS film organization for five years, as an account executive on the West Coast since 1952 and as general sales manager in New York since 1956. Moore was born in Meridian, Miss. and was educated at Mississippi State College and the University of Missouri. His communications career started with his post as classified advertising manager with the Meridian Star. After serving as a naval aviator from 1941 to 1945, Moore became vice president in charge of advertising and public relations for the Forest Lawn Memorial Park in Los Angeles. He lives in Darien, Conn. with his wife and two children.





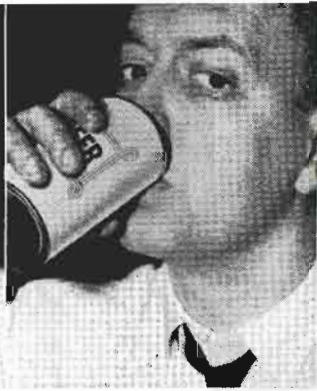
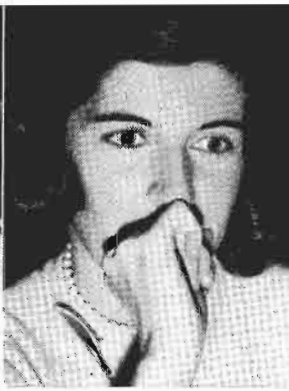
ABC Television has gained more homes



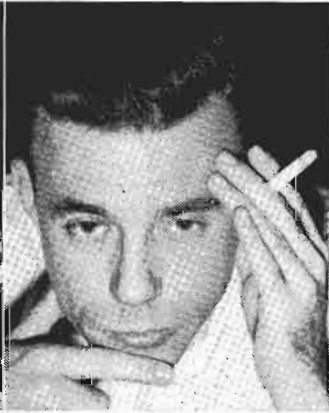
combined...wins top ratings most



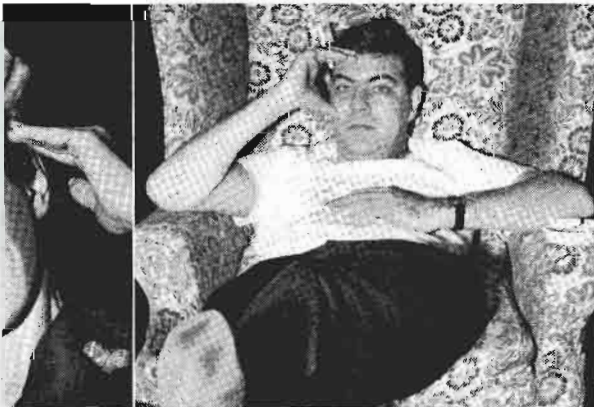
in the Top Ten. Clearly, America



by far than the two other networks



nights of the week...has most programs



has turned to ABC-TV. Have you?

ABC TELEVISION

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

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

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

Telephone Number: *S*U*s*q*u*e*b*a*n*n*a* 7-5000

OFFICERS

Leonard H. Goldenson... President of American Broadcasting-Paramount Theatres & President of American Broadcasting Company
Simon B. Siegel... Financial V.P. of AB-PT and V.P. & Treasurer of ABC

Oliver Treyz... Pres. TV Network
Julius Barnathan... Vice President
James W. Beach... Vice-President
Alfred Beckman... Vice-President
Slocum Chapin... Vice-President
Girard Chester... Vice-President
Donald Coyle... Vice-President
Sanford Cummings... Vice-President
John Daly... Vice-President
Edward DeGray... Vice-President
Theodore Fetter... Vice-President
Michael J. Foster... Vice-President
Henry T. Hede... Vice President
Robert H. Hinckley... Vice-President
Earl Hudson... Vice-President
Frank Marx... Vice-President
John H. Mitchell... Vice-President
Thomas Moore... Vice-President
William P. Mullen... Vice-President
Sterling C. Quinlan... Vice-President
James G. Riddell... Vice President
Stephen Riddleberger... Vice President
Selig Seligman... Vice-President
Joseph Stamler... Vice-President
William H. Trevarthen... Vice President
Thomas Velotta... Vice-President
Mortimer Weinbach... Vice-President

& General Counsel

Omar Elder... Secretary & Assistant General Counsel
Michael P. Boland... Assistant Treasurer
J. Russell Gavin... Assistant Treasurer

TELEVISION

Oliver Treyz... President of ABC-TV Network

Engineering

Frank Marx... Vice-President in Charge
G. Edward Hamilton... Dir. of Eng. Ops.
Richard Hamilton... Supervisor of Communications
George Milne... Dir. of Traffic & Comm.
Clure Owen... Administrative Assistant
John Preston... Director of Engineering Facilities
Lawrence A. Ruddell... Recording Director
Reginald Willcocks... Traffic Manager
Merle Worster... Eastern Engineering Ops. Mgr.

Finance, Personnel & General Services

Simon B. Siegel... Finan. V.P. of AB-PT & V.P. & Treasurer of ABC
George Ast... Purchasing Agent

Michael P. Boland... Assistant Treasurer
Joseph Fitzpatrick... Internal Auditor
J. Russell Gavin... Assistant Treasurer
Edward Graessle... Manager of Treasury Affairs
Marie McWilliams... Director of Personnel
Joseph Spagnola... Dir. of Office & Studio Services

Legal

Mortimer Weinbach... Vice-President & General Counsel
Omar Elder... Secretary & Ass't. General Counsel
Richard L. Freund... Dir. of Labor Relations

Programming

Thomas W. Moore... Vice-President in Charge of Programming and Talent
Theodore H. Fetter... V.P. & Program Director
Giraud Chester... V.P. in Charge of Daytime Programs
Armund Grant... Dir. Daytime Progs.
John B. Green... Ntwk. Exec. Producer
Frederick P. Laffey... Business Manager & Budget Officer
Leonard Maskin... Admin. Mgr.
Daniel Melnick... Program Development Manager
William Seaman... Program Production Manager
William Whitehouse... Dir. of Sports

Services

Walter Trevarthen... V.-P. in Charge
Bernard Paulson... Mgr., Production Services
John Kneeshaw... Oprs. Mgr.
Ruth K. Blaine... Bus. Mgr.
James McNaughton... Executive Art Director
Frederick J. Schuhman... Studio Services Coordinator
Arthur Segal... Plant Svcs. Spv.

News, Special Events & Public Affairs

John Daly... Vice-President in Charge of News, Special Events & Public Affairs
Donald C. Coe... Dir. of Special Events and Ops.
Catharine Lynch... Librarian
Francis N. Littlejohn... Dir. of News & Public Affairs
Wiley Hance... Mgr. of Public Affairs

Press Information

Michael J. Foster... Vice-President in Charge
Stephen Strassberg... Director of Press Information
Sidney R. Mesibov... Dir. of Spec. Exploitation Projects

Station Clearance

Donald S. Shaw Jr., Director of Station Clearance
Joseph Giaquinto... Manager Station Clearance

Continuity Acceptance

Grace Johnsen... Director

Advertising

Dean Linger... Dir. of Advertising

Sales

William P. Mullen..... V.P. in Charge
Donald W. Coyle..... V.P. & TV Gen. Sales Mgr.
Slocum Chapin..... V.P. in charge of Western
Division TV Net-sales
Henry T. Hede..... V.P. Admin. Sls. Mgr.
Charles Ayres..... Eastern Sales Mgr.
Harold Day..... Dir. of Daytime Sales

Owned & Operated Stations

Stephen Riddleberger..... V.P. in Chg.

Station Relations

Alfred R. Beckman..... V.P. in Charge
Ralph S. Hatcher..... Mgr., Station Rel.

Research and Sales Development

Julius Barnathan..... V.P. in Chg. TV Research
Bert Brillier..... Dir. of Sales Development
Robert P. Engelke..... Mgr. of Sales Development

ABC Film Syndication, Inc.

1501 Broadway

Henry G. Plitt..... President
Richard P. Morgan..... V.P. in Chge. Operations
William L. Clark..... Vice-President &
Director of Western Sales Division
Lee Francis..... Advertising & Promotion Manager
Joseph F. Greene..... Asst. to V.P., Synd. Sales
Raymond Fox..... Comptroller

CHICAGO

190 N. State St., Chicago, Ill.

Sterling C. Quinlan..... Vice-President in
Charge of WBKB
James W. Beach..... Vice-President and
Director of Network TV
Grover Allen..... Exec. Producer
Ralph Andrews..... Film Director
Manuel Fingerhut..... Comptroller, WBKB
William Gillogly..... Dir. of Sales, TV Net.
Elliott W. Henry, Jr..... Pub. and Prom. Dir.
William P. Kusack..... Manager of Engineering
Dept.
Rex Maupin..... Dir. of Music for WBKB &
ABC C. D.
Con O'Dea..... Manager, WBKB News &
Special Events
Daniel Schuffman..... Program Manager, WBKB
Matthew Vieracker..... General Manager, WBKB

DETROIT

1700 Stroh Bldg., Detroit 26, Mich.

Elizabeth Ashton..... Traffic Manager
Joseph C. Cassel..... Comptroller
Harold Christian..... V. P., in Charge of
Merchandising & Research
Ralph Dawson..... Television Sales Manager
Charles Kocher..... Chief Engineer
John Lee..... Television Studio Manager
John Pival..... Vice-President for Television
Peter Strand..... TV Executive Producer
Hal Gordon..... Musical Director

HOLLYWOOD

ABC Television Center

Hollywood 27, Calif.

James C. Riddell..... Vice-President, Western Div.
J. Clifford Anderson..... Director of Labor Relations
Jack Brembeck..... Mgr., Adv., Pub., Promo.
Dorothy L. Brown..... Continuity Acceptance Editor,
Western Division
Milt Fishman..... Dir. Radio-TV News
Rowe S. Giesen..... Mgr. Prog. Svcs.
Theodore Grenier..... Chief Engineer, Western
Division

Earl Hudson..... V.P., Advisory, W.D.
Courtney McLeod..... Admin. Mgr., TV Progs.
Norma T. Olson..... Director TV Program
Operations
Daniel P. O'Reilly..... Dir. News Dept.
Austin Peterson..... Prog. Con. TV Netwk, W.D.
Frank G. Raiston, Jr..... Network Film Dept. Dir.
Peter G. Robinson..... Program Director, KABC-TV
Elton Rule..... Sales Manager, KABC-TV
Florence T. Schiro..... Personnel Director
Selig Seligman..... V.P. & Gen. Mgr. KABC-TV
John C. Wagner..... Controller, Western Division
Ernest Stern..... Dir. of Publicity
Western Division
Elliott F. Alexander..... Mgr. of Adv. & Prom., W. D.
Sanford Cummings..... V.P. Net. Prog. Dept.
Mitchell L. Gamson..... ABC Coordinator-
Warner Bros. TV
Gene Gordon..... ABC-Disney Coord.
Chester Kulman..... Mgr. Film Dept., KABC-TV
Howard H. Lipstone..... Spv. Guest Relations
Robert Rowen..... Mgr. Purchasing Dept.
Norman Sloane..... Sales Serv. Mgr. &
Office Mgr., KABC-TV

SAN FRANCISCO

420 Taylor St., San Francisco 2, Calif.

John H. Mitchell..... V. P. in Charge of
San Francisco Office
George Rice..... Program Manager
Vincent Francis..... Western Division Sales Manager
TV Network
Harry Jacobs..... Chief Engineer & Building
Maintenance Manager
Edith Kirby..... Traffic Manager
Robert Mitchell..... Film Editor
Noel Pazdral..... TV Sls. Opr. Mgr.
Lorraine Pedersen..... Continuity Acceptance Editor
David Sacks..... Sales Manager, KGO-TV
Henry Saroyan..... Comptroller & Purchasing Agent
Edward Smith..... Production Manager
Yale Roe..... Nat. Spot Sales Mgr.

WASHINGTON

4461 Connecticut Ave., N.W.

Washington, D. C.

Robert H. Hinckley..... Vice-President in Charge
of Washington Office

WABC-TV, NEW YORK

7 West 66th St., New York 22, N. Y.

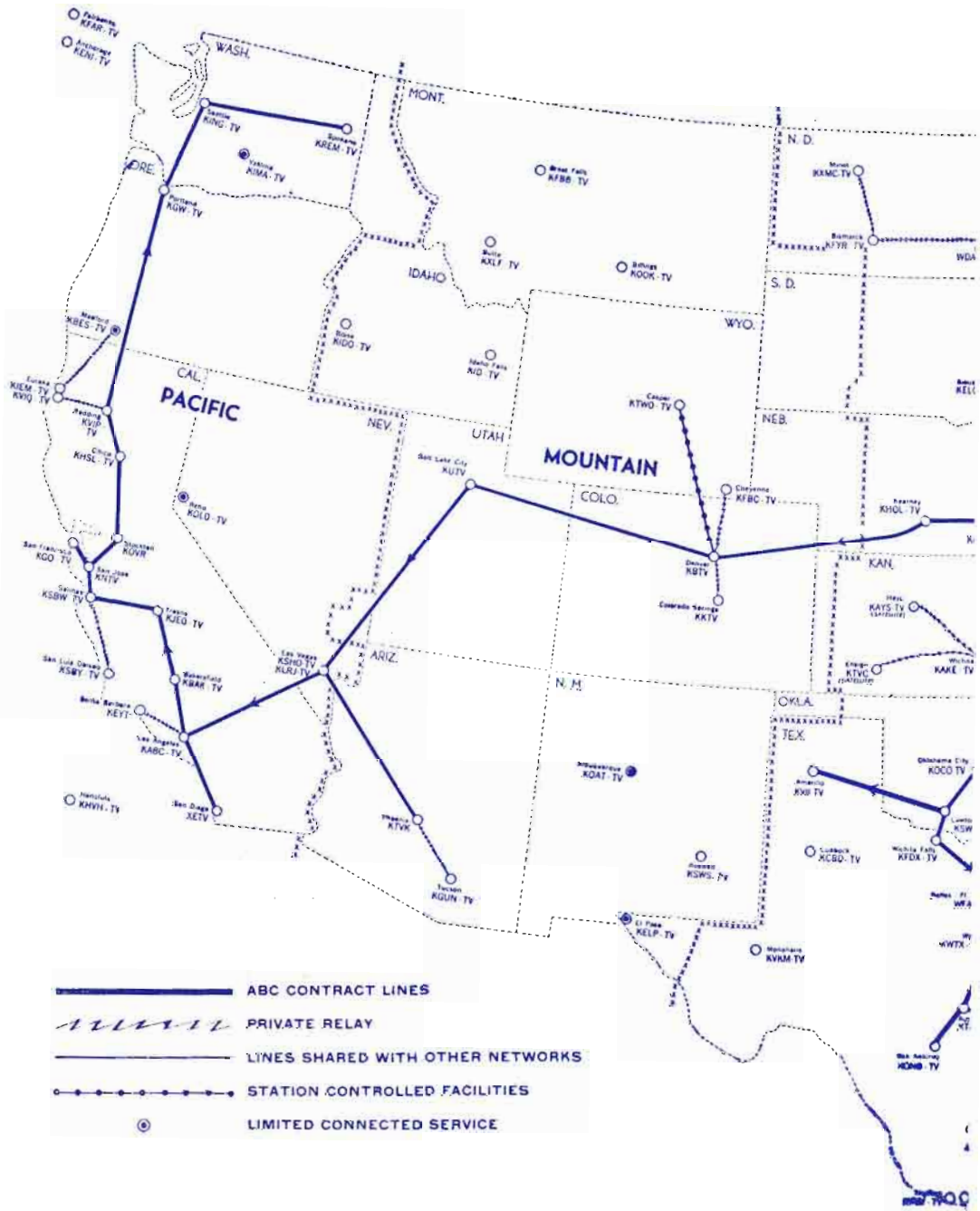
Joseph Stamler..... V.P. in Charge of WABC-TV
Gordon Kunz..... Production Manager of WABC-TV
James Szabo..... Sales Mgr.
Alvin Hollander, Jr..... Program Director
Takashi Kako..... Film Director
Lawrence Eisenberg..... Publicity Director
Libby Calamio..... Art Director

ABC-TV Station Affiliates Association

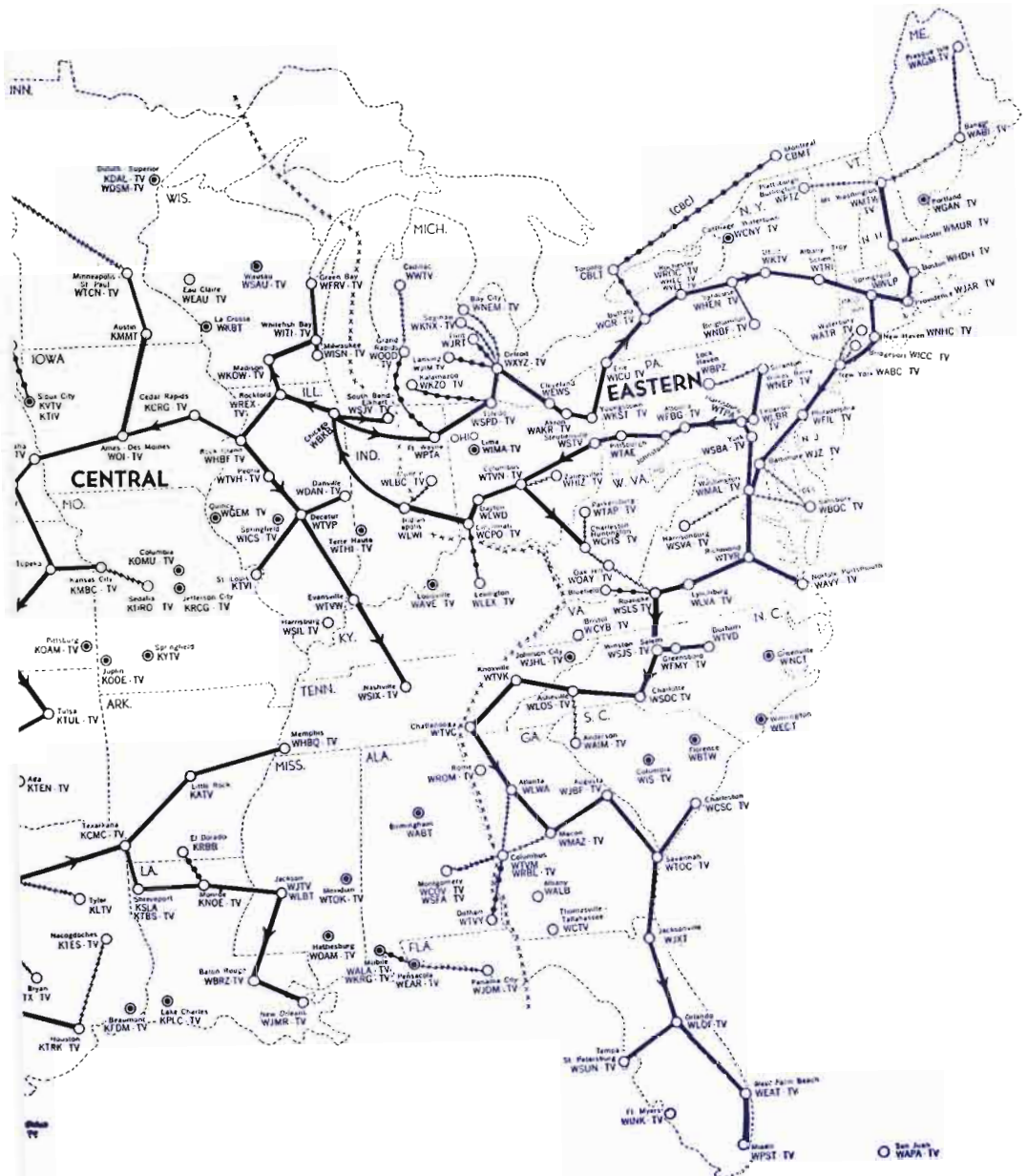
BOARD OF GOVERNORS

Chairman—Joseph Hladki..... KCRG-TV, Cedar
Rapids, Ia.
Vice-Chmn.—Brent Kirk..... KUTV, Salt Lake
City, Utah
Secty.—Donald Davis..... KMBC-TV, Kansas
City, Mo.
Treas.—Howard Maschmeier..... WNHC, New
Haven, Conn.
Joseph Bernard..... KTVI-TV, St. Louis, Mo.
John Dilly..... WSJV, Elkhart, Indiana
Joseph Drilling..... KJEO-TV, Fresno, Calif.
John Gelder..... WCHS-TV, Charleston, W. Va.
D. A. Noel..... WHBQ-TV, Memphis, Tenn.

ABC TELEVIS



ION NETWORK



PROGRAMMING IS TV'S CORNERSTONE

... Talent, \$\$\$ Essential Ingredients

By LOUIS G. COWAN

President, CBS Television



PROGRAMMING is the very essence of the television business. The success and growth of networking depends on good programming. This year the CBS Television Network will continue to spend millions of dollars in program research and experimentation to conceive and engender new ideas. The care, feeding and continued improvement of our programs have always been given first priority. At the present time, our Program Department has in various stages of development some 31 programs. Not all of them will ultimately appear on the Network. But ideas beget ideas, and out of this creative process comes our most valuable new material.

To achieve our purpose of quality programming, we have gathered together the biggest, most imaginative, most talented creative staff in broadcasting. Its membership reads like an honor roll of television's top award winners, among them: Fred Coe, John Houseman, Herbert Brodtkin, Bob Banner, Ralph Nelson, Nat Hiken, Delbert Mann, John Frankenheimer, Gordon Duff, Arthur Penn, Barry Wood, Leland Hayward, Cy Howard, Perry Lafferty, Fred Friendly, Marlo Lewis, Rod Serling, Robert Alan Aurthur and Reginald Rose.

This long-term commitment to creative leadership is the chief reason in my opinion why the CBS Television Network has continued to rank first both in audience and advertising for the past four years. To keep pace with our own leadership philosophy and the audience's unremitting demands for fresh entertainment, we must be

consistently on the prowl for new talent, new ideas, new concepts.

Besides cultivating our own resources, of course, we must do everything in our power to encourage all outside program sources. The importance of the contribution of independent packagers to our network schedule cannot be stressed too often. They originate many of the medium's finest and most popular network programs. And it is precisely because program production comes from so many different streams that the nation's audiences can be assured of a fresh, continually improving flow of new television entertainment.

On the CBS Television Network, our advertisers, too, benefit by having the opportunity to choose the best from two worlds—the network-developed shows and the outside packages.

Of course, in the area of news and public affairs, the Network assumes a special responsibility for the creation and development of its own programs. We recognize a primary obligation to keep the public informed and to maintain fairness and balance in the presentation of all matters of controversy. That is why, when it comes to news, current events and public issues, the Network produces all its own programs.

Television is an immensely powerful instrument, certainly the most powerful instrument of communications yet devised by men. It is still so young that we have only just begun to tap its capacity to inform and entertain.

CBS TELEVISION NETWORK

LOUIS G. COWAN, **President of the CBS Television Network Division**

Louis G. Cowan became president of the CBS Television Network Division on March 12, 1958. He had joined the staff of CBS, Inc. in May, 1956 in the newly-created position of vice president—Creative Services. In this capacity he was responsible for assisting Executive, Operating and Service management in obtaining maximum effectiveness in each of the company's operating divisions having to do with creative product. Mr. Cowan had joined CBS Television as a producer in August, 1955—responsible for the creation of new ideas and new programs in coordination with the CBS Television Network's executive production staff. He is the winner of two Peabody Awards, four Ohio State Institute for Education By Radio-Television Awards, and three Variety Showmanagement Awards. Before joining CBS, Mr. Cowan had been President of Louis G. Cowan, Inc. The fifty-odd radio and television programs he has produced have included \$64,000 QUESTION, MEET THE VEEP, STOP THE MUSIC, CONVERSATION, KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE, QUIZ KIDS and others. Mr. Cowan was born in Chicago in 1909 and is a graduate of the University of Chicago. He is married to the former Pauline Spiegel and is the father of four children.



HUBBELL ROBINSON, JR. **Executive Vice President in Charge of Network Programs**

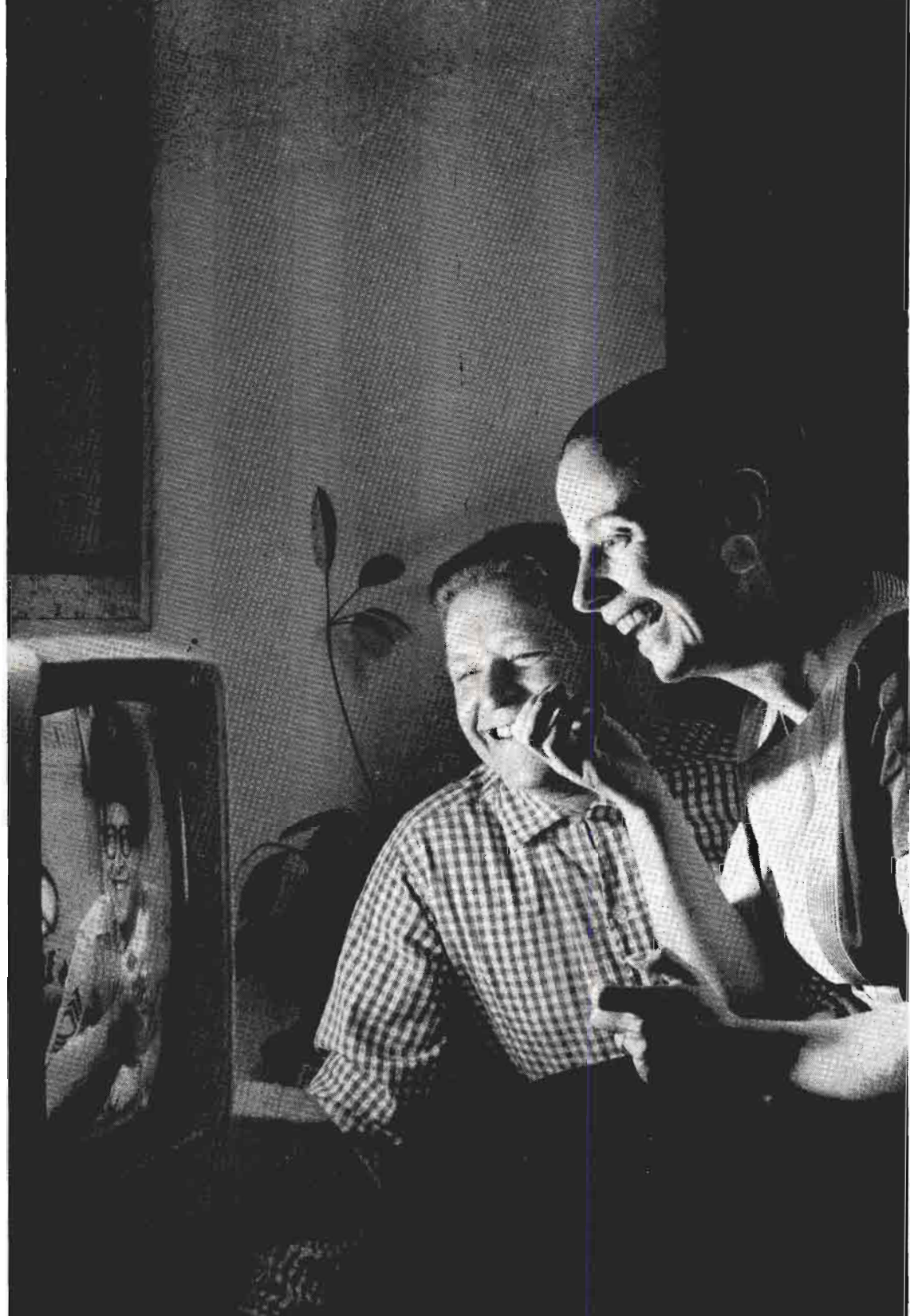
Hubbell Robinson, Jr. was named CBS Television executive vice president in charge of network programs on March 19, 1956. Previously he had held the title of vice president in charge of network programs since July, 1951. Mr. Robinson joined CBS in 1947 as CBS vice president and director of programs. Before joining the network he had been vice president and director of radio for Young & Rubicam, Inc. In 1944, he left Y&R to join the Blue Network, now ABC, as vice president and director of programs and in 1945 he went to Foote, Cone & Belding, Inc., as vice president in charge of radio. Mr. Robinson was born in Schenectady, N. Y., on Oct. 16, 1905. He attended Phillips Exeter Academy, then Brown University from which he received his A.B. in 1927. After graduation Mr. Robinson was a reporter on the Schenectady Union Star, and later on the Knickerbocker Press in Albany. In 1928, he went to New York City to review motion pictures for the Exhibitor Herald, a trade paper. Shortly after he decided on advertising as a career and during his 16-year association went from messenger boy to vice president of the agency.



WILLIAM H. HYLAN **Vice President of Sales Administration**

William H. Hylan was appointed CBS Television Network vice president of sales administration in February, 1957. Previously, Mr. Hylan had held the post of vice president in charge of network sales. Mr. Hylan was account executive for CBS Radio Sales until 1941. In July of that year he enlisted in the U. S. Army, remaining in the service until November, 1945, when he returned to CBS as assistant to the director of station administration. Three years later he joined CBS Television Network Sales. From 1948 to 1951 Mr. Hylan served as account executive in CBS Television Network Sales. In July, 1951, he was named assistant sales manager and in January, 1952, he was appointed Eastern sales manager. He was named to his present post in December, 1952. Mr. Hylan was born in New York City in 1915. He is a graduate of Yale University, class of 1937. In the Army, he saw service in Egypt, Palestine, Lebanon, Syria, Greece and Austria with the Counter-Intelligence Corps and the Office of Strategic Services. Mr. Hylan is married and has three children, a boy and two girls. His home is in Westport, Conn.





Each year as television's audience continued to grow, the prudent ones among us cautioned against a hasty acceptance of its heady statistics.

Each year, they said you would have to wait for it to settle down . . . until the audience got used to having a moving, talking picture in their living rooms.

And each year the audience grew larger.

Surely, now in the twelfth year of network television it seems reasonable to agree that television is no longer a novelty — that the audience and the advertiser have had time to evaluate it.

It is clear to even the most conservative eye that television today is more attractive to the American family than ever before.

During 1958 the average television family watched more than ever—an average of five hours and five minutes a day. *Any night at 9, for example, three families out of every five could be found watching television.*

By March 1, 1959, there was at least one television set in 44,700,000 homes—87% of the nation's total. *And 6,000 new television homes are being added every day.*

Advertisers are reaching the largest audiences in history at a lower cost per thousand customers than any printed medium can provide.

However you evaluate television today—as a medium of entertainment and information—or as an advertising vehicle—it clearly retains its compelling ability to hold the interest of its audience.

And it always will.

For television moves in the main stream of American life. And the continuing novelty in the images it brings to the viewer reflects the ever changing world of his experience.

Because it reaches more people — at the same instant—than any other form of mass communication, American business invests more of its national advertising appropriation in television than in any other advertising medium.

Because it is attracting the largest nighttime audiences in all television (as shown in the 85 consecutive Nielsen Reports issued since July 1955) the CBS Television Network continues to be the largest single advertising medium in the world.

The
novelty
of
television
has
worn
off . . .

CBS TELEVISION A DIVISION OF CBS, INC.

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

Telephone: PLaza 1-2345

Production Center: 524 W. 57th St., New York 19, N. Y.

Telephone: JUdson 6-6000

Registered Telegraphic Address—CBSINC NEW YORK

NOTE: A full listing of the CBS, Inc., Board of Directors and Officers, as well as Radio Div. executive personnel will be found on Page 250.

CBS TELEVISION DIVISION OFFICERS

Louis G. Cowan..... President
Hubbell Robinson Jr..... Exec. V.P. in Charge
of Network Programs
Harry G. Ommerle.... Vice-President in Charge
of Network Programs
Michael Dann..... Vice President in Charge
of Network Programs, New York
William Dozier..... Vice President, Programs,
Hollywood
Guy Della Cioppa.... Vice President & Director
of Network Programs, Hollywood
R. M. Weitman..... V.P. Prog. Devel.
Oscar Katz..... V.P. in Chg. of Daytime Programs
H. Leslie Atlass..... Vice-President in Charge
of Central Division
Edward L. Saxe.... V.P. in Charge of Operations
General Services
William H. Hylan... V.-P. of Sales Administration
Thomas Dawson... Vice-President—Network Sales
Edmund C. Bunker... Vice-President and General
Sales Manager, Network Sales
William B. Lodge... Vice-President of Engineering
and Station Relations
W. Spencer Harrison..... Vice-President and
Business Mgr. of Talent & Contract Properties
Charles S. Steinberg..... Vice President,
Inform. Svcs.
Thos. K. Fisher..... Vice-President and
General Attorney
William J. Flynn..... Controller

Network Sales

Thomas H. Dawson... Vice-President—Network
Sales
Edmund C. Bunker.... Vice-President, General
Sales Manager, Network Sales
Sam K. Maxwell..... Daytime Sales Manager
Roland Blair..... Mid-Western Sales Manager
Robert Swats..... Detroit Sales Manager
William J. Fagan..... Business Manager
Robert Hoag..... Program Sales Mgr.
Edward F. Lethen, Jr..... Manager of Network
Sales Development

George Zurich..... Sales Service Manager
George A. Kolpin..... Contract Manager

Affiliate Relations

Carl Ward..... Vice-President in Charge
Gordon Hayes..... National Mgr.
Robert Wood..... Mgr., Contracts & Records
Bert Lown..... Western Manager
Ed Scovill..... Midwest Manager
David R. Williams..... Eastern Manager
Donald Clancy..... Administrative Manager
Robert F. Jamieson... Mgr. of Station Contracts

Network Programs

Hubbell Robinson, Jr... Executive Vice President
in Charge of Network Programs
Harry G. Ommerle.... Vice-President in Charge
of Network Programs
Michael Dann..... Vice-President in Charge
of Network Programs, N. Y.
William Dozier..... Vice-President,
Programs, Hollywood
Guy Della Cioppa.... Vice-President & Director,
Network Programs, Hollywood
R. M. Weitman..... V.P. Prog. Devel.
Oscar Katz..... Vice President in Charge
of Daytime Programs
Lester Gottlieb..... Director, Progr. Develop.
Robert D. Martin... Talent & Casting Director
New York
Bert Berman... Dir. of Daytime Pgm. Development
Richard Lewine..... Director, Special Programs

Operations

Edward L. Saxe..... Vice-President in Charge
of Operations
Henry Grossman... Dir. of Facilities Operations
R. G. Thompson..... Director of Technical
Operations
E. Carlton Winckler..... Dir. Prod. Opers.
H. C. Meier... Manager of Network Operations
Newell T. Schwin..... Dir. Production Sls.
Walter R. Pierson... Dir. Production Facilities
Planning
Albert J. Raymond..... Mgr. of Theater and
Stage Operations
Anthony Boschetti... Manager of Procurement
Paul Wittlig..... Manager of New Effects
Development
Orville Sather... Manager of Technical Operations
M. Clay Adams... Manager of Film Productions
Operation

Gordon Shadwick.....Manager of Film Service
Operations
George Lehmann.....Manager of Scenery
Construction

Advertising & Sales Promotion

William Golden.....Creative Director
George Bristol.....Operations Director
Robert Strunsky.....Copy Chief
Alex Kennedy.....Director of Program Promotion
Richard Golden.....Director of Sales Presentations
David Fuchs.....Mgr., Sales Presents.
Leonard Broom.....Promotion Mgr., N. Y.
Edward Side.....Production Manager

Press Information

Charles Steinberg.....Vice President
Information Services
Hank Warner.....Director, Press Information
Harry Feeney.....Manager of Trade &
Business News
Robert Blake.....Director—Hollywood
Dorothy Leffler.....Director of Magazine Division

Research

Jay Eliasberg.....Director
Rose Marie O'Reilly.....Manager of Ratings
Tore Hallonquist.....Manager of Program Analysis
Leonard DeNooyer.....Mgr., Coverage Div.

Engineering

William B. Lodge.....V.P., Engineering
and Affiliate Relations
A. B. Chamberlain.....Dir. of Engineering
H. A. Chinn.....Chief Engineer
J. D. Parker.....Chief Radio Engineer

Business Affairs

W. Spencer Harrison.....Vice-President and Business
Mgr. of Talent & Contract Properties
Philip Feldman.....V.P. & Bus. Mgr., Talent
& Contracts, Hollywood
Merritt H. Coleman.....Director of Business Affairs
David Klingner.....Budget Control Manager

Accounting

William J. Flynn.....Comptroller
Norman C. Hadley.....Director, Accounting Ops.

Executive Division, Hollywood

H. G. Theis.....Director of Operation, Hollywood
Lester H. Bowman.....Dir., Phys. Ops., L.A.
James Melick.....Director of Production Adm.

News & Public Affairs

Sig Mickelson.....Vice-President in Charge
of News and Public Affairs
John F. Day.....Director of News
Irving Gitlin.....Director of Public Affairs
Elmer Lower.....Director of Special Projects
Jack Bush.....Manager of News Film Production
George Crothers.....Director of Educational &
Religious Broadcasts
Henry Wefing.....Executive Assistant to
Director News
James Burke.....Assignment Editor, CBS News
David Zellmer.....Executive Producer of TV News
Robert Skedgell.....Exec. Producer of Radio News
William MacPhail.....Director of Sports
Theodore F. Koop.....Director of News and
Public Affairs, Washington

CBS TELEVISION STATIONS DIVISION

Merle S. Jones.....President
Craig Lawrence.....Vice President in Charge of
CBS Television-Owned Stations

WCBS-TV, 488 Madison Ave.

New York 22, N. Y.

Frank Shakespeare, Jr.....General Manager
Norman E. Walt.....Sales Manager
Clarence Worden.....Assistant to General Manager
Dan Gallagher.....Program Director
Robert Patt.....Promotion Manager
William C. Lacey.....Film Manager
John Horn.....Publicity Manager
WBBM-TV, 410 N. Michigan Ave.

Chicago, Ill.

H. Leslie Atlas.....Vice-President, Central Division
KNXT, 1313 North Vine St.

Los Angeles 28, Calif.

Clark B. George.....General Manager
WCAU-TV, City Line &
Monument Aves., Phila., Pa

John Schneider.....General Manager

KMOX-TV, 12th & Cole Streets

St. Louis 4, Mo.

Gene Wilkey.....General Manager
CBS Television Spot Sales

Bruce Bryant.....General Manager
Ben Margolis.....Business Manager
Robert F. Davis.....Research Manager
Arthur Elliott, Jr.....Eastern Sales Manager
Frank Elliott.....Director Sales Development
W. Thomas Dawson.....Director Sales Promotion

Branch Offices

John White.....Midwestern Sales Manager
630 N. McClurg Ct., Chicago
H. H. Holtshouser.....Atlanta Manager
805 Peachtree St., N.E., Atlanta, Ga.
Howard Marsh.....Detroit Manager
932 Fisher Bldg., Detroit 2, Mich.
Richard Loftus.....San Francisco Manager
Palace Hotel, San Francisco
Edward A. Larkin.....Los Angeles Manager
1313 N. Vine St., Los Angeles

CBS Films, Inc.

Sam Cook Digges.....Adm. Vice-President
Leslie Harris.....Vice-President, Production
John Howell.....Vice President & Gen. Sls. Mgr.
Fred Mahlstedt.....Dir. Oper. & Prodn.
Eugene Moss.....Sales Promotion Manager
Walter Scanlon.....Merchandising Manager
Murray Benson.....Dir. of Licensing
Robert Fuller.....Dir. of Publicity
Howard Kany.....Dir. of Intern. Bus. Rel.

Terrytoons Division

Paul Terry, William Weiss

Advertising & Sales Promotion

John Cowden.....Vice-Pres. in Charge
Tom Means.....Director

Information Services

Charles Oppenheim.....Director
Howard Berk.....Dir. of Publicity, CBS Owned
TV Stations & CBS-TV Spot Sls.

Legal

Thomas K. Fisher.....V.P. & Gen. Attorney

Programming

Hal Hough.....Director

ION NETWORK



NETWORK TV OFFERS BARGAIN BUYS ... To The Small-Budget Advertiser

By WALTER D. SCOTT
Executive Vice President
NBC-TV Network



In this era of big budget network programming there is a tendency to completely lose sight of the fact there are many network TV opportunities designed specifically for the small-budget advertiser.

Today an advertiser with an annual budget as small as \$500,000 can use network television, and over an extended period of time. In fact, the opportunity to buy and use network TV in small units has never been greater. All three networks now offer nighttime minutes, low cost news programs, favorably priced daytime periods and participations in sports series, all at reasonable rates.

* * *

As result of these economy-sized patterns and greatly increased flexibility, network television is serving a surprising number of modest budget advertisers. During 1958 alone, many smaller advertisers bought time on NBC-TV, most for the first time. Among them were Amity Leather Products Company, Arkin Industries, Burgess Vibrocrafters, Drexel Furniture Company, National Brewing, Rock of Ages, the Shakespeare Company and Stark Nurseries.

Advertisers with a budget of well under \$1,000,000 can order from a wide choice of year-round campaigns on web TV, be identified with a variety of exciting, quality programs and have their commercial messages seen

in over 100 leading markets. Here are some of the schedules available to such an advertiser:

* * *

Sponsorship of four special filmed telementaries on the 20th Century, three of which are full-hour programs and the fourth 90-minutes, all scheduled in prime time periods during 1959; an alternate-week one-minute message in "Ellery Queen" (Friday nights) or "Cimarron City" (Saturday nights) over a 52-week period; sponsorship of an "NBC News" program on alternate weeks over a 39-week period; sponsorship of one daytime quarter-hour program segment on alternate weeks over a 52-week period, or two contiguous (i.e. on the same day) daytime quarter-hour segments on alternate weeks over a 39-week period; two participations weekly in either the "Today" program or "The Jack Paar Show," or one participation weekly in each, all over a 52-week period.

* * *

In short, a cost-conscious advertiser seeking to sell more goods and enhance prestige can select the television campaign that's best for him from a wide variety of advertising patterns and programs — specials, mystery, western, news or variety — any time of the day or night, on network television.

NBC TELEVISION NETWORK

ROBERT E. KINTNER President of NBC

Robert E. Kintner was elected to his present post as President of NBC on July 11, 1958, after having served as executive vice president, television network, since February, 1958. He joined NBC Jan. 1, 1957, as an executive vice president and the following month was named executive vice president, television network programs and sales. Kintner, a former president of ABC, joined the editorial staff of the New York Herald Tribune following his graduation from Swarthmore College. He became Washington correspondent for that newspaper and later, with Joseph Alsop, wrote a nationally syndicated Washington column. He also co-authored several magazine articles and books. In 1941 he joined the Army, serving overseas and with the War Department Bureau of Public Relations in Washington. He joined ABC in 1944 as vice president with supervision of programming, public services, public relations and advertising. In 1946 he was elected executive vice president and in 1949 became president. He resigned in October, 1956.



DAVID C. ADAMS Senior Executive Vice President

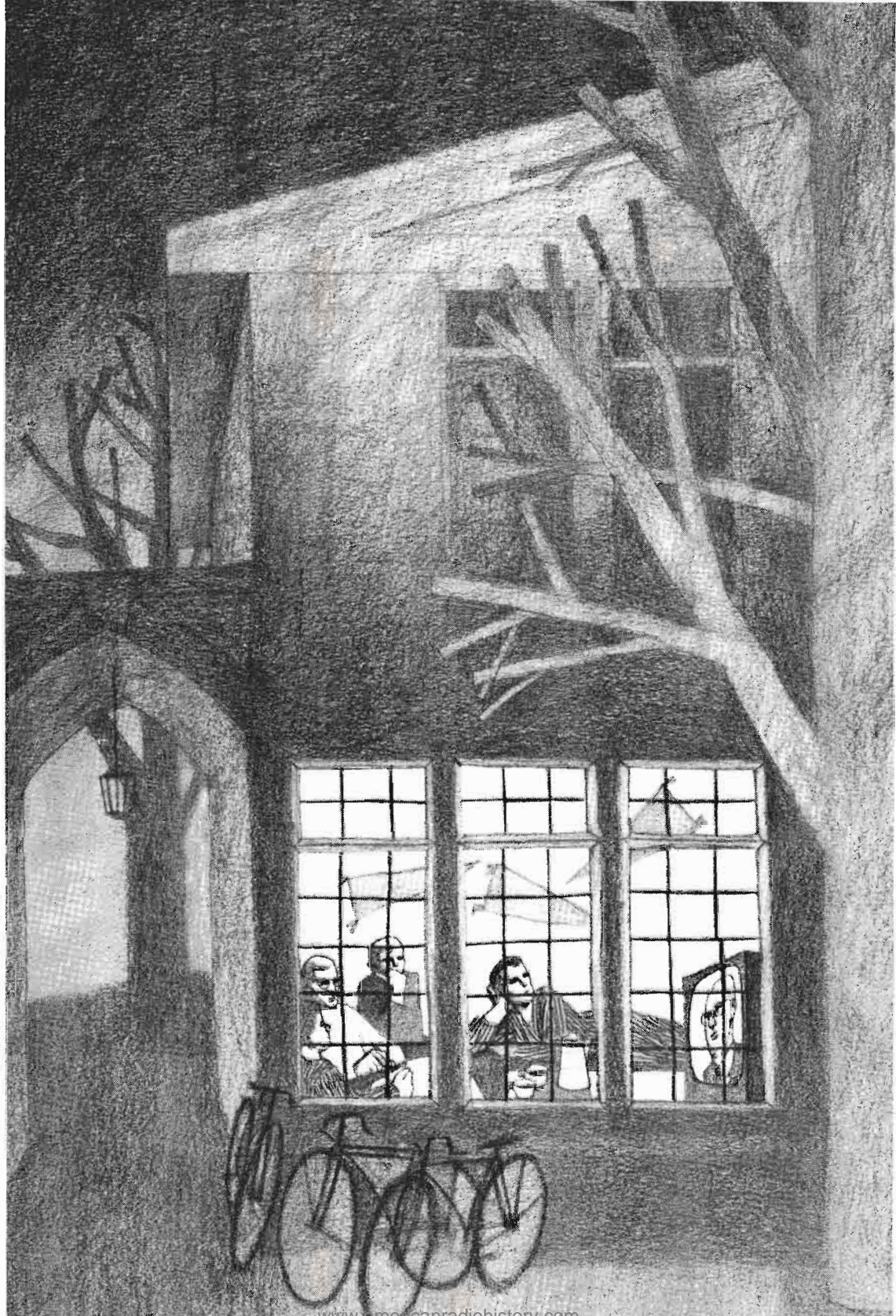
David C. Adams was elected to the new position of senior executive vice president on February 6, 1959. Since September, 1956, he had been executive vice president, corporate relations. Mr. Adams joined NBC in December, 1947, as assistant general counsel. He was named vice president and general attorney of RCA Communications, Inc., in 1948, but returned to NBC in January, 1949, as assistant to the executive vice president. He was elected a vice president in February, 1953, and the next year was named a staff vice president. Before joining NBC, Mr. Adams was with the FCC, serving successively as chief of the International Legal Section of the Common Carrier Division, assistant chief of the Common Carrier Division and assistant to the general counsel. In 1943 he joined the Army, serving first with an anti-aircraft battalion and later with Military Intelligence. Adams was born in Buffalo and was graduated from the University of Buffalo and its law school (1937). He practiced law in Buffalo prior to joining the FCC.

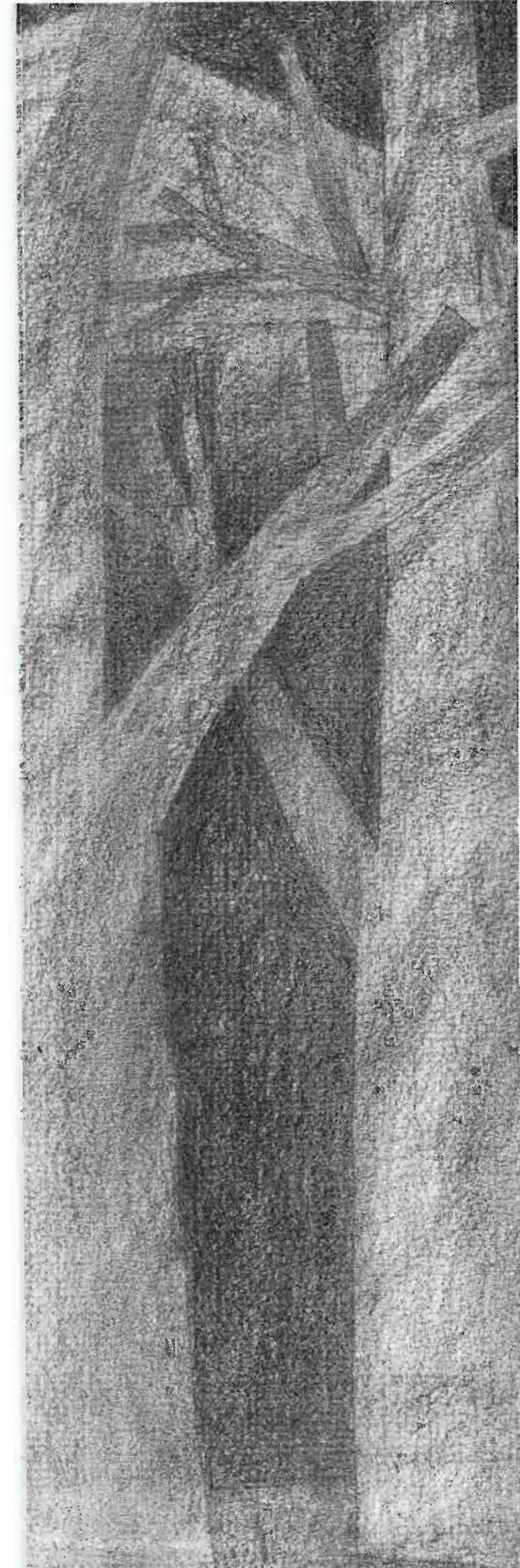


WALTER D. SCOTT Executive Vice President, Television Network

Walter D. Scott was appointed executive vice president, television network, in February, 1959. Before his election as head of the television network, Mr. Scott had been vice president, television network sales. An executive with more than 30 years service in NBC, Mr. Scott joined the network's sales department in 1938. He was named eastern sales manager in 1949, and in February, 1951, was promoted to New York radio network sales manager. In November, 1952, he was appointed to the new post of administrative sales manager. He held this position until he was elected vice president and national sales manager, television network, in December, 1955. He was named vice president, television network sales, in January, 1958. Before joining NBC, Mr. Scott served in the sales department of Hearst Radio, Inc., and before that on the advertising staff of the Daily Oklahoman and Times. He is a graduate of the University of Missouri School of Journalism.







By the dawn's early light...

On January 27, 1958, in a grim postscript to Sputnik, President Eisenhower said: "National security requires that prompt action be taken to improve and expand the teaching of science . . ." Only one high school student in four was studying physics, only one in three taking chemistry. Since 1950, the number of qualified high school science teachers had dropped an alarming 53%.

On October 6, 1958, the National Broadcasting Company, in partnership with leading American educational and industrial organizations*, undertook prompt action by launching the world's largest class. The subject: Atomic Age Physics. Telecast five times weekly from 6:30-7:00 a.m., NBC's Continental Classroom exposed a priceless national asset—the knowledge and teaching skill of eminent physicist Harvey E. White—to teachers and students throughout America. And strange things began to happen . . .

As dawn broke over America, television sets flicked on in homes, in fraternity lounges, in high school and college classrooms, in dormitories, in engineering laboratories. In rapid sequence, 149 stations cleared time for the course; 265 colleges and universities offered full academic credit; 27,000 students mailed in 50 cents each for a syllabus; an estimated 270,000 Americans began sitting in with Dr. White and his students on their home sets.

Dr. James R. Killian, Jr., White House scientific advisor, considers Continental Classroom "truly a bold educational experiment in the nation's interest." How far can it go, in one two-semester stroke, toward erasing the most perilous educational lag this nation faces? No one is certain. But the only television network ever to use its commercial facilities to create a national classroom is certain that it is worth finding out.

NBC TELEVISION NETWORK

*THE AMERICAN ASSOCIATION OF COLLEGES FOR TEACHER EDUCATION
• BELL TELEPHONE SYSTEM • THE FORD FOUNDATION • THE FUND FOR
THE ADVANCEMENT OF EDUCATION • GENERAL FOODS FUND • INTERNATIONAL
BUSINESS MACHINES • PITTSBURGH PLATE GLASS FOUNDATION • STANDARD OIL
COMPANY OF CALIFORNIA • UNITED STATES STEEL

NATIONAL BROADCASTING COMPANY, INC.

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

Registered Telegraphic Address: NATBROCAST NEW YORK

NOTE: A full listing of the NBC corporate personnel, as well as the board of directors, will be found on Page 265.

DEPARTMENTS EXECUTIVE

Robert W. Sarnoff.....Chairman of the Board
Robert E. Kintner.....President

ADMINISTRATION

J. M. Clifford.....Exec. V.P., Administration

NBC OWNED STATIONS & NBC SPOT SALES

P. A. Sugg.....Exec. V.P., NBC Owned Stations
& NBC Spot Sales
Thomas S. O'Brien.....Dir., Business Affairs
Anthony C. Krayer.....Business Manager

NBC Spot Sales

Richard H. Close.....Dir., NBC Spot Sales
Edwin T. Jameson.....Dir., TV Spot Sales
Walter B. Davison..Mgr., Western TV Spot Sales
John J. Ryan.....Mgr., Eastern TV Spot Sales
John C. Treacy.....Mgr., TV Spot Sales, Detroit
Morton Gaffin.....Dir., New Bus. & Prom.
John W. Mulholland..Mgr. Central TV Spot Sales
David Scott.....Mgr., New England Spot Sales

NBC Owned Stations WRCA-TV, New York

William N. Davidson...V.P. & General Manager

WNBC, New Britain-Hartford

Peter B. Kenney.....V.P. & General Manager

WRC-TV, Washington

Arleton D. Smith.....V.P. & General Manager

WNBQ, Chicago

Lloyd Yoder.....V.P. & General Manager

WRCV-TV, Philadelphia

Ray Welpott.....V.P. & General Manager

KRCA, Los Angeles

Thomas C. McCray....V.P. & General Manager

TELEVISION NETWORK

TV NETWORK ADMINISTRATION

Walter D. Scott.....Exec. V.P., TV Network
David Levy.....V.P., TV Network Programs
and Talent

TV NETWORK BUSINESS AFFAIRS

Norman Racusin.....Director, Business Affairs
John J. Heywood.....Director, Unit Manager

NEWS

William McAndrew.....Vice President, News
Joseph O. Meyers.....Director, News
Julian Goodman.....Mgr., News & Special
Events, Washington
William Ray.....Mgr., News, Central Div.
Stanley G. Rotkewicz..Mgr., Budgets & Pricing
Eugene E. Juster.....Manager, News Film
Samuel M. Sharkey, Jr.....Editor, News
Edward Stanley.....Director, Public Affairs
George Heineman.....Mgr. Public Affairs
Leslie C. Vaughan.....Manager, Administration
News

SPORTS

Thomas S. Gallery.....Director, Sports

TELEVISION NETWORK PROGRAMS

Robert F. Lewine.....V.P., Network Programs
Jerry Danzig.....V.P., Participating Programs
Robert F. Aaron.....Mgr., Daytime Prog. Admin.
Louis B. Ames.....Mgr., NBC Opera Unit
Alan Courtney.....Dir. Nighttime Programs
Joseph P. Cunneff.....Mgr., Night. Progr. Opera.
Ross Donaldson.....Dir. Script Services
Roger Gimbel.....Exec. Prod. Daytime Prog.
John Greene.....Mgr., Day Prog. Opera.
Donald B. Hyatt.....Mgr., Special Projects
Carl Lindemann, Jr.....Dir. Day Programs
Thomas Madigan.....Mgr., Night Prog. Opera.
Albert McCleery.....Exec. Producer
Roger Muir.....Exec. Producer
James H. Nelson.....Prog. Services
George M. Rogers, Jr.....Mgr., Administ.
Participating Programs
Herbert Sussan.....Dir. Special Programs
David Tebet.....Gen. Program Exec.
Ernest V. Theiss.....Mgr. Night Prog. Admins.