

RADIO
TELEVISION DAILY

presents

RADIO
NETWORKS



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

1959

THE "DON'T DO IT YOURSELF" FAD

... Network Radio is Making It Popular

By EDWARD J. DeGRAY

ABC Vice President in Charge, Radio Network



"DO IT YOURSELF" is a phrase well-established with Americans of the current generation. To countless millions, it means building game rooms; engaging in hundreds of projects about the house; making repairs on the family automobile and handling scores of other tasks which might otherwise prove costly.

But occasionally, the "Do It Yourself" man or woman finds himself involved in a situation where only a craftsman can resolve the problem. In short, there are times when people can't do it themselves.

The "do it yourself" age in radio began a decade ago and with it, hundreds of stations throughout the country began programming records and news, plus other local features. In time, many of these stations discovered however that there were situations where local resources were not always adequate to handle the problem at hand. The result was that many stations have learned that network radio was a must for balanced programming.

In its role as a craftsman, ABC Radio has therefore geared its concept to the modern trend: serving as the source for programming which the stations can't do themselves. In aiding stations to obtain balanced programming, its concept is based on providing listeners with the type of programs they want.

One key area is entertainment featuring the nationally-known personality. Don McNeill's "Breakfast Club" and the Peter Lind Hayes-Mary Healy show fit this need of listeners,

and in addition to entertaining, these performers also inform. For the advertiser, they offer a means of reaching large numbers of families simultaneously.

In the field of information, news and commentary are in constant demand. While a local station can utilize wire service reports for some news broadcasts, it cannot engage a world-wide staff to cover first-hand the important events taking place at all times and places. ABC Radio has met this demand through expansion of its staff and facilities and by adding both newscasts and commentary.

For specials, programs and bulletins, ABC Radio also installed a news alert system to warn its affiliates. As a result, ABC Radio is able to provide stations complete coverage of fast-breaking stories.

In addition to these two examples of giving stations material they can't provide themselves, ABC Radio also presents public affairs shows, stereophonic broadcasts and other notable programs, programs for the listener and the station.

A medium possessing unlimited flexibility, network radio is able to adapt itself to any situation. ABC Radio for one believes this is its most important strength and as new challenges arise, our network will be ready to meet them. This flexibility has kept the medium going at a time when other forces threatened and will I am sure enable it to again move forward to achieve new successes in the future.

A M E R I C A N B R O A D C A S T I N G C O M P A N Y R A D I O N E T W O R K , I N C .

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

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Charles Manno	Eastern Prog. Dir.
James McConnochie	Mgr. of Announcing Office

(Continued on Page 244)



Washington throwing dollar across Rappahannock - J. Dunne '59

Nobody could ever make a dollar go farther



(till ABC Radio thought up its 4-Most Plan)

We cannot tell a lie. ABC's 4-Most marketing concept has no equal at getting mileage out of your advertising dollar — or adding momentum to your merchandising program. Its four feature benefits aim to excite not only consumers, but the sponsor's management, salesmen, distributors, dealers, and local broadcasting outlets.

1. ABC goes all out to develop dealer-distributor advertising tie-ins on local ABC affiliates with your network sponsorship.
2. ABC creates an effective and colorful sales promotion kit for use by your district sales representatives.
3. ABC helps you create and stage closed-circuit nation-wide sales promotions.
4. ABC's cooperative roster of personalities is happy to pitch in on your merchandising efforts—with personal tapes cut especially for you!

The 4-Most Plan is flexible — is made to fit *your* specific marketing needs.

Isn't this a chance you can't throw away?

ABC RADIO NETWORK

(Continued from Page 239)

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Operations & Cooperative Program Mgr.
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William P. Kusack.....Manager of Engineering
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Network for Central Div.
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Hollywood 28, California

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J. Clifford Anderson...Director of Labor Relations
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Pittsburgh 19, Pa.

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San Francisco 2, California

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Harry Jacobs.....Chief Engineer & Building
Maintenance Manager
Edith Kirby.....Traffic Manager
Arthur Abell.....Merchandising Mgr.
Robert Cooper.....Prog. Mgr.
Chandler Meloy.....KGO Natl. Spot Sales Mgr.
Lorraine Pederson...Continuity Acceptance Editor
Henry Saroyan...Comptroller & Purchasing Agent
Edward Smith.....Dir. of Operations, KGO

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1735 DeSales Street, N.W.

Washington, D. C.

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NEW YORK

7 West 66th Street

New York 23, New York

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Barrett Geoghegan.....Sales Manager

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THE CHALLENGE OF NETWORK RADIO, '59

... Some Real Answers Are Emerging

By ARTHUR HULL HAYES

President, Radio Division of the
Columbia Broadcasting System



IS there such a thing as modern network radio? Some network radio today sounds pretty much like the good independent stations sounded—ten years ago. Another “modern” approach has been to switch from programs to excerpts of programs and running them all together. These are just two of the answers by network radio to the advent of television. I think they fail to come to grips with the real problem. These answers assume that the way to meet our medium’s economic necessities is to cut down on the quality of the product: programs.

In January 1959, the CBS Radio Network and its affiliated stations began operating under a new structure, our Program Consolidation Plan. PCP has consolidated and regrouped what was already network radio’s top-ranking schedule into even stronger, more attractive program sequences . . . has given affiliates the opportunity for more ambitious local program ventures . . . and has made possible improved clearances, and a more truly national network service for advertisers.

In short, our objective is what it must be, if network radio is to continue to be an enduring and exciting medium: a better product; bigger audiences.

PCP has been in operation for a short time. But reactions from stations and advertisers give clear testimony to the soundness and promise inherent in the plan. Immediately after

PCP was announced, this network experienced the greatest sales spurt in recent network radio history. Over \$4 million in new and expanded business was contracted for by leading advertisers. And the affiliated stations, with very few exceptions, have been excited by the new possibilities, in audiences and in revenues, opened up by the plan.

In addition to this local CBS News sales opportunity, our stations now have longer blocks of contiguous time in which to develop local personalities (how far would even an Arthur Godfrey have gone with a 15-minute format?), and in which to present top local and regional events in the evenings and on weekends.

As for the network schedule itself, almost without exception the programs responsible for our 10-year audience leadership are all continuing. And the vital CBS special events and public affairs programs are a key factor of current and future operations.

So the new CBS Radio Network is structured like this. By strengthening the stations of the network, we strengthen the network. By consolidating the network schedule, we make it possible to maintain and extend the most widely acclaimed programming in the business. By devising a new financial structure, we enable both network and stations to function more profitably. And by virtue of all of the above, we make it possible for advertisers on the CBS Radio Network to realize the vast new potentials of modern network radio.

PR

P

CBS Radio's Program Consolidation Plan is the most significant forward step in network radio in years. Logically, it was developed first on this network. Where leadership is a *constant*. Where advertisers reach the largest audiences when they talk.^① Where listeners find most of the programs they most want to hear.^② Where critics favor more programs than on the other three networks combined.^③ Bank on PCP to produce an even greater margin of leadership—and even more effective advertising for you—on the

CBS RADIO NETWORK

1 *42 per cent larger audiences per commercial minute than on the next network; Nielsen Radio Index; September 1957—December 1958.*

2 *226 quarter-hour wins out of a possible 237 in all the quarter-hours in which CBS Radio programs compete with those of at least one other network in ten or more of the top 26 markets; Network Radio Pulse; 1958 monthly average.*

3 *29 out of 50 honors in the 11 program categories voted on by 465 critics in the Radio-Television Daily Annual Poll for 1958.*

COLUMBIA

BROADCASTING SYSTEM, INC.

CBS RADIO DIVISION

Executives and Staff

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

Telephone: PLaza 1-2345

Registered Telegraphic Address—COLUMBIA NEW YORK

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Sam Slate.....General Manager

Thomas J. Swafford.....Sales Manager

Allen Ludden.....Program Manager

Dave Driscoll.....Director of News and Special Events

Richard Stahlberger...Sales Promotion Manager

Milton Rich.....Director of Publicity

KCBS and KCBS-FM

Palace Hotel, San Francisco 5

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Seymour Whitelaw.....Sales Manager

Mrs. E. Deggendorfer.....Promotion Manager

E. W. Whitney.....Program Director

Don Mozley.....Director of News and Public Affairs

KMOX

Ninth & Sidney Sts., St. Louis 2

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Foster Brown, Jr.....Sales Manager

Larry Cooper.....Program Manager

Alice Koch.....Promotion Manager

Frank Zwygart.....News Director

KNX and KNX-FM and Columbia Pacific Network

6121 Sunset Blvd., Los Angeles 28

Fred Ruegg.....General Manager

Gordon F. Mason.....Sales Manager

Robert Sutton.....Program Director

(Continued on Next Page)

Phil Hillman.....Promotion Manager
John Beck.....News Director

WBBM and WBBM-FM

630 N. McClurg Court, Chicago 11

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

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City & Monument Aves., Phila. 31

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Charles Shaw.....News Director

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Sales Presentations
Naomi Andrews.....Network Copy Chief
Joseph Tole.....Production Manager

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Eric Salline.....Manager

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

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Edward C. Drewes.....Purchasing Agent

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Maude Stubner.....Supervisor, Program Typing

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Dr. Jack Nelson.....Director of Medical Office
Charles Burt.....Salary and Policy Administrator
John Anderson.....Manager of Employee Benefits
Richard Stanley.....Employment Manager

Photographic

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May Dowell.....Manager
Esther Dobbins.....Manager, Program Information
Dorothy Boyle.....Manager, Program Statistics

THE PRESENT STATE OF LOCAL RADIO

... It's Enjoying Robust Health

By SIDNEY J. WOLF

President, Keystone Broadcasting System, Inc.



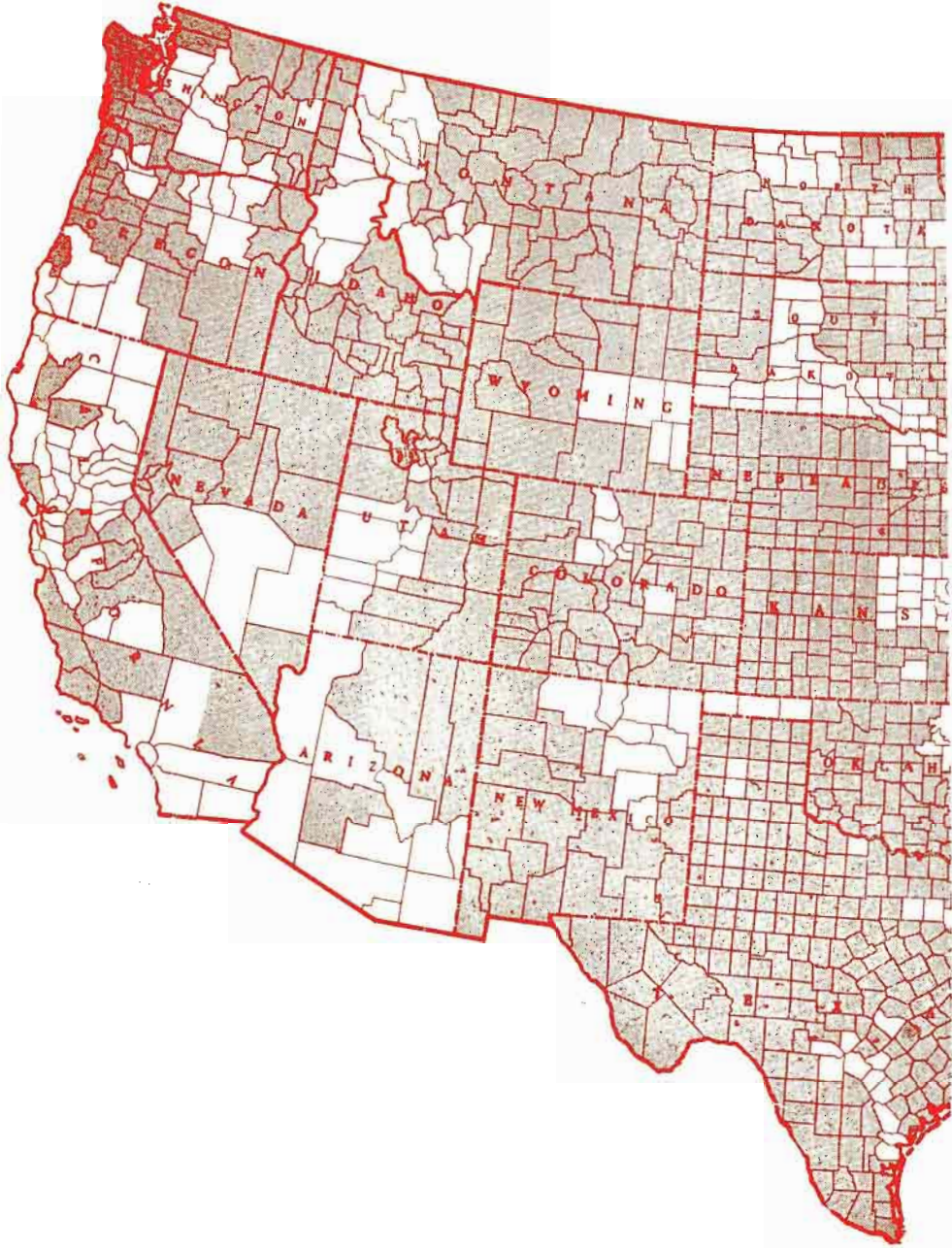
FOR the second year in succession the Keystone Broadcasting System has enjoyed the most successful year in its eighteen year history. And the reason for our continuing growth is self-evident. The dramatic recovery of radio in 1957 was something much deeper and enduring than a passing phase or a superficial trend. The two intervening years have amply demonstrated the basic strength and practical flexibility of our medium in the field of mass communications. Radio is here to stay as a powerful and enduring influence on the American way of life, with nearly one hundred forty seven million sets currently in use.

If further proof of radio's robust health is needed, one has only to remark last year's all time high local billings reported by radio stations throughout the country. Radio on the local level at the point of sale has consistently been a dominating selling weapon in our small town and rural markets, where it has become almost traditional for local retailers and wholesalers to rely on the Broadcast impact of the local stations to move goods and merchandise within those stations' coverage areas. This is one of the main reasons why an efficient and resourceful station operator who programs and caters to the local tastes invariably prospers, even in comparatively small communities. Another important factor is that the average local community is principally interested in the affairs and prosperity of its own particular bailiwick, and outside influences being of secondary importance "St. Louis or Cleveland or Wichita Falls is fine but I haven't been

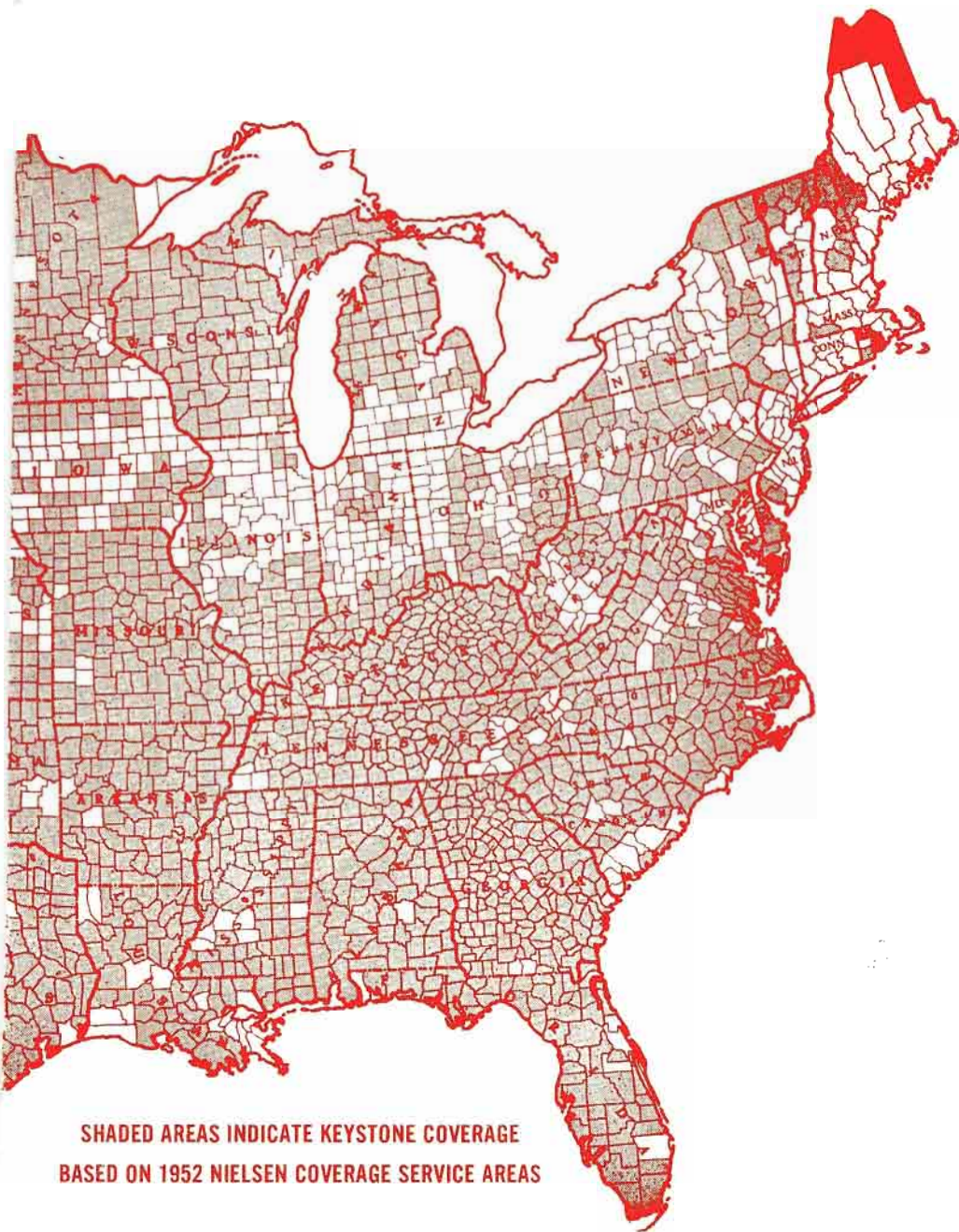
there in a couple of years." Because of this natural preoccupation with its own locale, the community is predominantly loyal to the local station, keeps tuned in to it and is only remotely concerned with the happenings of larger communities beyond its own immediate periphery. Hence local news takes precedence over a continual stream of national intelligence. The local business man is very much aware of these conditions and depends chiefly upon the local radio outlets to sell his goods. He also knows that the signals of outside radio stations have much less influence upon the actual listening habits of his community than is generally proclaimed.

In essence, the Keystone Broadcasting System with 1061 affiliates, and comprising an audience of nearly one hundred million listeners, constitutes itself as local radio on a network basis. It serves the national advertisers and advertising agencies in offering them the same effective and profitable broadcast promotion at low economical cost, as that enjoyed by local advertisers on the local level at the point of sale. It is indeed gratifying to note that in 1958 over 80 national advertisers used the Keystone facilities to reach the local consumer with strong local level impact, an impact that local advertisers have always found most rewarding in the matter of sales returns. It is further most heartening to know that a great many national advertisers have regularly bought time on Keystone over the years and are now strong advocates of the power of local radio.

KEYSTONE BROAD



CASTING SYSTEM



KEYSTONE BROAI

ALABAMA

WRF5 Alexander City
WFTA Andalusia
WANA Anniston
WBCA Bay Minette
WEDR Birmingham
WEBJ Brewton
WHAG Carrollton
WKFL Clanton
WKUL Cullman
WMSL Decatur
WXAL Demopolis
W00F Dothan
WIRB Enterprise
WULA Eufaula
WBLO Evergreen
WWVF Fayette
WJ01 Florence
WZ0B Fort Payne
WETO Gadsden
WGEA Geneva
WGYV Greenville
WGSV Guntersville
WJBB Haleyville
WERH Hamilton
WBHR Huntsville
WPBB Jackson
WWVB Jasper
WJAM Marion
WMOZ Mobile
WMFC Monroeville
WCRL Oneonta
WJHD Opelika
WPID Piedmont
WELR Roanoke
WWWR Russellville
WHOS Scottsboro
WHBB Selma
WFEB Sylacauga
WHTB Talladega
WJDB Thomasville
WTBF Troy
WTBC Tuscaloosa
WETU Tuskegee
WTUS Wetumpka

ARIZONA

KCKY Coolidge
KAWT Douglas
KCLS Flagstaff
KDJJ Holbrook
KNOG Nogales
KRIZ Phoenix
KZ0K Prescott
KVNC Winslow
K0FA Yuma

ARKANSAS

KVRC Arkadelphia
KBTA Batesville
KBBA Benton
KTCN Berryville
KAMD Camden
KCON Conway
KACH Crossett
KD0N Do Queen
KELD El Dorado
KXJK Forrest City
KTCS Fort Smith
KH0Z Harrison
KFA Helena
KXAR Hope
KBHS Hot Springs
KBTM Jonesboro
KGIH Little Rock
KB0K Malvern
KTMJ Marked Tree
KUSA McGehee
KENA Mona
KHBM Monticello
KTL0 Mountain Home
K0SE Osceola
KD0S Paragould
K0TN Pine Bluff
KPOC Pocahtontas
KXRJ Russellville
KWCB Searcy
KU0A Siloam Springs
KBRS Springdale
KWAJ Stuttgart
KPER Walnut Ridge
KWRF Warren
KWNZ Wynne

CALIFORNIA

KAHI Auburn
KIBS Bishop
KBMX Coalinga
KRDU Dinuba
KX0 El Centro
K0AC Fort Bragg
KGSF Fresno
KPER Gilroy
KRKC King City
KCYR Lodi
KNEZ Lompoc

KY0S Merced
KVON Napa
KSTF Needles
KDES Palm Springs
KIBE Palo Alto
KFLB Paso Robles
KPHB Petaluma
KRKS Rugelest
KIU0 San Bernardino
XERB San Diego
(Tijuana, Mexico)
KROG Sonora
KSUE Susanville
KPKH Taft
KGEN Tulare
KURR Turlock
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KDA Pueblo
KOLR Salida
KVRH Sterling
KCRF Trinidad

FLORIDA

WAPG Arcadia
WIRL Bradenton
WKTS Brooksville
WTAN Clearwater
WKKO Cocoa
WVCU Crestview
WDFC Dade City
WDSF De Funiak Springs
W00D Deland
WDRF Delray Beach
WFBF Fernandina Beach
WINK Fort Myers
WARN Fort Pierce
WGGG Gainesville
WGMA Hollywood
WZRO Jacksonville Beach
W0WF Key West
WRWB Kissimmee
WDSR Lake City
WIPC Lake Wales
WLBE Leesburg
WNER Live Oak
W0MF Madison
WTVS Marianna
WNOG Naples
WSSB New Smyrna Beach
WTMC Ocala
WKIS Orlando
W0WP Palatka
WDLF Panama City
WPFA Pensacola
WPRY Perry
WPLA Plant City
WFOY St. Augustine
WTRR Sanford
WKXY Sarasota
WJCM Sebring
WRGR Starke
WSTU Stuart
WMEN Tallahassee
WWTB Tampa
W0VW Vero Beach
WAUC Wauchula

GEORGIA

W0AG Adel
W0AZ Albany
W0CS Alma
WDEC Americus
WDOL Athens
WBIA Augusta
WMGR Bainbridge
WHAB Baxley
WM0B Brunswick
WDMF Buford
WGRA Cairo
WCLB Camilla
WCHK Canton
WLEB Carrollton
W0HF Cartersville
WGAA Cedartown
WCLA Claxton
W0MJ Cordele
W0FS Covington

WBLJ Dalton
W0VD Dawson
WDMG Douglas
WMLI Duplin
W0TJH East Point
W0SU Ebenezer
W0HB Fitzgerald
W0FP Fort Valley
W0GA Gainesville
WKEU Griffin
WCEH Hawkinsville
W0BG Jesup
W0LFA Latayette
W0HB La Grange
W0YTH Madison
W0FDR Manchester
W0F0M Marietta
W0DAX MerRae
W0VVG Milledgeville
W0GSR Milton
W0RE Monroe
W0MGA Moultrie
W0BBN Perry
W0SFB Quitman
W0RGA Rome
W0SNT Sandersville
W0RPL Savannah
W0WNS Statesboro
W0SYL Sylvania
W0SFT Thomaston
W0TWA Thomson
W0WGS Tifton
W0LET Toocoo
W0VLL Valspar
W0VOP Vidalia
W0WAY Waycross
W0BRO Waynesboro
W0RLD West Point
W0IMO Winder

HAWAII

KILA Hilo
KAIM Honolulu

IDAHO

KGEM Boise
KBAR Burley
KCID Caldwell
KVNI Coeur d'Alene
K0RT Grangeville
KRFI Idaho Falls
K0RPL Moscow
KPID Payette
KYTE Pocatello
KPST Preston
KRXK Rexburg
KSPT Sandpoint
KBRV Soda Springs
KEEP Twin Falls

ILLINOIS

WBYS Canton
WEIC Charleston
W0DQ Duquoin
W0F1W Fairfield
W0EBQ Harrisburg
W0JPF Herrin
W0LDS Jacksonville
W0KEL Kewanee
W0PRC Lincoln
W0KAI Macomb
W0M0K Metropolis
W0INI Murphysboro
W0TAY Robinson

INDIANA

W0CB Anderson
W0BNL Boonville
W0CMR Elkhart
W0ILO Frankfort
W0HLT Huntington
W0ITZ Jasper
W0LDO Vero Beach
W0R0X Madison
W0PC0 Mount Vernon
W0PGW Portland
W0SLM Salem
W0JCD Seymour
W0KCL Tell City
W0AMW Washington

IOWA

KLGA Algona
KASJ Ames
KJAN Atlantic
KWBG Boone
K0CG Centerville
KCHA Charles City
KCHE Cherokee
KSWI Council Bluffs
K0LPL Des Moines
KDEC Decora
KLIL Elderville
KXGI Fort Madison
KGRN Grinnell

KXIC Iowa City
KLEM Le Mars
KSMN Mason City
K0LEE Ottumwa
KAYL Storm Lake
KJFJ Webster City

KANSAS

KARE Atchison
KCRB Chanute
KNCK Concordia
KVOE Emporia
KMDO Fort Scott
KJUL Garden City
KBLR Goodland
KAYS Hays
K0WBW Hutchinson
KIND Independence
KJCK Junction City
(Fort Riley)
K0ED Leavenworth
K0MAN Manhattan
K0NDY Marysville
K0NEX McPherson
K0JRG Newton
K0KRC Parsons
K0SEK Pittsburg
K0WSK Pratt
K0RSI Russell
K0T0P Topeka

KENTUCKY

W0ANY Albany
W0BHT Bardstown
W0CBL Benton
W0LBJ Bowling Green
W0T0C Campbellsville
W0NES Central City
W0AIN Columbia
W0CTT Corbin
W0ZIP Covington
K0C0D Cincinnati, Ohio
W0CPM Cumberland
W0GYN Cynthiaana
W0HIR Danville
W0IEL Elizabethtown
W0STL Eminence
W0FBK Frankfort
W0FKM Franklin
W0KAY Glasgow
W0HLN Harlan
W0HBN Harrodsburg
W0KIC Hazard
W0SON Henderson
W0K0A Hopkinsville
W0LBN Lebanon
W0MTL Leitchfield
W0L6X Lexington
W0FWM Madisonville
W0WXL Manchester
W0NGO Mayfield
W0MTC Maysville
W0MIK Middleboro
W0FLW Monticello
W0MOR Morehead
W0NKY Neon
W0M0I Owensboro
W0SIP Paintsville
W0KLP Paris
W0PKE Pikeville
W0PRT Prestonsburg
W0PKY Princeton
W0EKY Richmond
W0RUS Russellville
W0LCK Scottsville
W0SFC Somerset

LOUISIANA

KD0BS Alexandria
KTRY Bastrop
W0END Baton Rouge
W0IKG Bogalusa
W0LDO Covington
K0SIG Crowley
K0LDA De Ridder
K0LFT Golden Meadow
W0FPR Hammond
K0VHL Homer
W0KLF Houma
K0JEF Jennings
K0ANY Jonesville
K0LPL Lake Providence
K0LLA Leesville
K0DBC Mansfield
K0CAPB Marksville
K0LIC Monroe
K0MRC Morjan City
K0NOC Natchitoches
K0KANE New Iberia
K0REH Oakdale
K0SL0 Opelousas
K0LPL Rayville
K0RUS Ruston
K0BSF Springhill
K0IKS Sulphur
K0TL0 Tallulah

KVPI Ville Platte
KEVL White Castle
K0VCL Winnfield
K0MAR Winnsboro

MAINE

WRUM Rumford
W0GHM Skowhegan

MARYLAND

W0ABW Annapolis
W0AYE Baltimore
W0GEM Cambridge
W0LX Lexington Park
W0CO Salisbury
W0IIR Westminster
W0D0N Wheaton

MASSACHUSETTS

W0REB Holyoke
(Springfield)
W0MRC Milford
W0BEC Pittsfield
W0TYM Springfield
W0ARE Ware

MICHIGAN

W0ALM Albion
W0W0E Allegan
W0LEW Bad-Axe
W0B0M Bay City
W0BRN Big Rapids
W0MRP Flint
W0BFC Freemont
W0MPL Hancock
W0AHL Hastings
W0BSE Hillsdale
W0IKB Iron River
W0JMS Ironwood
W0JPD Ishpeming
W0KLA Ludington
W0MPL Manistok
W0DMJ Marquette
W0AGN Menominee
W0CEN Mt. Pleasant
W0MAB Muskegon
W0MUS Muskegon
W0NIL Niles
W0LPS Port Huron

MINNESOTA

K0ASM Albany
K0XRA Alexandria
K0ANO Anoka
K0BUN Bemidji
K0BMO Benson
K0BMW Breckenridge
W0K0K Cloquet
(Duluth-Superior)
K0R0X Crostonville
K0DLM Detroit Lakes
W0LEY Ely
W0EVE Eveleth
K0D0Z Grand Rapids
K0D0Z Hutchinson
K0F0B International Falls
K0LTF Little Falls
K0NUJ New Ulm
K0RFO Owatonna
W0CMP Pine City
K0L0H Pipestone
K0FAM St. Cloud
W0AVN Stillwater
K0AGE Winona

MISSISSIPPI

W0AMY Amory
W0BLE Batesville
W0GCM Biloxi-Gulfport
W0BIP Booneville
W0JMB Brookhaven
W0D0B Canton
W0L0C Centerville
W0R0X Clarksdale
W0CLD Clarksdale
W0CJU Columbia
W0CBI Columbus
W0GMA Corinth
W0MAG Hattiesburg
W0JPR Greenville
W0GRM Greenwood
W0NAG Grenada
W0FOR Hattiesburg
W0MDC Hazlehurst
W0CPC Houlton
W0L0C Indianola
W0K0Z Kosciusko
W0AML Laurel
W0MBC Macon
W0SJC Magee
W0AFP McComb
W0M0X Meridian
W0MIS Natchez
W0NAU New Albany
W0SUH Oxford
W0PMP Pascagoula

CASTING SYSTEM

WHOC Philadelphia
 WRJW Piacayne
 WRSO Starkville
 WELD Tupelo
 WQBC Vicksburg
 WABO Waynesboro
 WRBO West Point
 WONA Winona
 WAZF Yazoo City

MISSOURI

KBHM Branson
 KGMO Cape Girardeau
 KDMO Carthage
 KCRV Caruthersville
 KCHR Charleston
 KCHI Chillicothe
 KBIA Columbia
 KDEX Dexter
 KREI Farmington
 KWOS Jefferson City
 KIRX Kirksville
 KLWT Lebanon
 KTOB Malden
 KNIM Maryville
 KNCM Moberly
 KRMO Monett
 KRS Mountain Grove
 KBTN Neosho
 KNEM Nevada
 KWOC Poplar Bluff
 KTRR Rolla
 KSGM Ste. Genevieve
 KRES St. Joseph
 KSMO Salem
 KDRO Sedalia
 KICK Springfield
 KALM Thayer
 KTTN Trenton
 KLWP Union
 KOKO Warrensburg
 KRE Warrenton
 KWPM West Plains

MONTANA

KBMY Billings
 KBMN Bozeman
 KBOW Butte
 KUDI Great Falls
 KOJM Havre
 KHLJ Helena
 KGEZ Kalispell
 KOLL Libby
 KPRK Livingston
 KATL Miles City
 KBTK Missoula
 KVKC Wolf Point

NEBRASKA

KCOW Alliance
 KCSR Chadron
 KJSK Columbus
 KHUB Fremont
 KHAS Hastings
 KVR Holdrege
 KGFV Kearney
 KLMS Lincoln
 KBRL McCook
 KODY North Platte
 KOGA Ogallala
 KOOD Omaha
 KBRX O'Neill
 KSID Sidney
 KAWL York

NEVADA

KPTL Carson City
 KVLV Fallon
 KRAM Las Vegas
 KATO Reno

NEW HAMPSHIRE

WKXL Concord
 WLNH Laconia

NEW JERSEY

WNNJ Newton

NEW MEXICO

KALG Alamogordo
 KHAM Albuquerque
 KSPV Artesia
 KAVE Carlsbad
 KLTX Clayton
 KLV Clovis
 KOTS Deming
 KMIN Grants
 KKEW Hobbs
 KBOE Las Cruces
 KRSN Los Alamos
 KEMM Portales
 KRTN Raton
 KBIM Roswell
 KSL Silver City
 KSRC Socorro

KCHS Truth or
 Consequences
 KTNM Tucumcari

NEW YORK

WMBO Auburn
 WRBV Boonville
 (Rome-Utica)
 WFLR Dundee
 WDOE Dunkirk
 WOSC Fulton
 WJOC Jamestown
 WLFJ Little Falls
 WICY Malone
 WCIR Plattsburgh
 WGGG Salamanca
 WNZZ Saranac Lake
 WRSA Saratoga Springs
 WDLA Walton

NO. CAROLINA

WRCS Ashoke
 WABZ Albemarle
 WGWK Asheville
 WBBB Burlington
 WEGO Concord
 WCKB Dunn
 WCDJ Edenton
 WCNC Elizabeth City
 WBLA Elizabethtown
 WFAI Fayetteville-
 Fort Bragg
 WBSO Forest City
 WSPC Franklin
 WFGV Fuquay Springs
 (Raleigh)
 WLTC Gastonia
 WFMC Goldsboro
 WKDX Hamlet
 WHNC Henderson
 WHYP Hendersonville
 WHP High Point
 WJNC Jacksonville
 WELS Kinston
 *WEO Laurinburg
 *WLOE Leaksville
 *WJRI Lenoir
 *WBY Lexington
 WTSB Lumberton
 *WMMH Marshall
 WMAP Monroe
 WHIP Mooresville
 WMRL Morehead City
 WMNC Morganton
 WPAQ Mount Airy
 WRNB New Bern
 WNNC Newton
 WKBC No. Wilkesboro
 WFRS Reidsville
 WCBT Roanoke Rapids
 WCEC Rocky Mount
 WSTP Salisbury
 WWGP Sanford
 WONS Shelby
 WEEB Southern Pines
 WMSI Sylva
 WTYM Trade
 WDES Waynesboro
 WISF Wainwright
 WOOV Washington
 WHCR Waynesville
 WENC Whiteville

NORTH DAKOTA

KDLR Devils Lake
 KDIX Dickinson
 KNCDC Hettinger
 KEYJ Jamestown
 KOVC Valley City

OHIO

WATG Ashland
 WILE Cambridge
 WBEX Chillicothe
 WJER Dover
 WJEH Gallipolis
 WRSW Hillsboro
 WIRD Ironton
 WIMJ Jackson
 WTI6 Massillon
 WPTW Piqua
 WCHO Washington
 Court House
 WKOV Wellston
 WWST Wooster

OKLAHOMA

KADA Ada
 KWHW Altus
 KVSQ Ardmore
 KLTR Blackwell
 WLCM Chickasha
 KWPR Claremore
 *KWOE Clinton
 KUSH Cushing
 *KRHD Duncan

KASA Elk City
 KCRC Enid
 KTAT Frederick
 KWRW Guthrie
 KGYN Guyton
 KTJS Hobart
 KIHN Hugo
 KTCM McAlester
 KGCL Miami
 KBIX Muskogee
 KNOB Norman
 KBYE Oklahoma City
 KHBG Okmulgee
 KVLH Pauls Valley
 KLCO Poteau
 KOLS Pryor
 ICTLQ Tahlequah
 KWSH Tri-City
 (Wewoka-Seminole-
 Holdenville)
 KVIN Vinita

OREGON

KWIN Ashland
 KAST Astoria
 KBKR Baker
 KBND Bend
 KRNS Burns
 KWRO Coquille
 KPLK Dallas
 KASH Eugene
 KUIK Hillsboro
 (Portland)
 KFJI Klamath Falls
 KLBM La Grande
 KQIK Lakeview
 KGAL Lebanon
 KCMC McMinville
 KSOY Medford
 KNPT Newport
 KBCH Oceanlake
 KSRV Ontario
 KWRC Pendleton
 KLIQ Portland
 KODL The Dalles

PENNSYLVANIA

WNCC Barnesboro
 WBFD Bedford
 WBRX Berwick
 WLOA Braddock
 (Pittsburgh)
 WISR Butler*
 WEDL Carlisle
 (Scranton)
 WHYL Carlisle
 WESA Charleroi
 WCVI Connellsville
 WOTR Corry
 WPAR Farrell
 (Youngstown, Ohio)
 WHUN Huntingdon
 WDAI Indiana
 WADP Kane
 WACB Kittanning
 WAKU Latrobe
 WITT Lewisburg
 WAGW Meadville
 WKRZ Oil City
 WPAZ Pottstown
 WPME Punxsutawney
 *WKMC Rearing Spring
 WATS Sayre
 WMAJ State College
 WAYC Waynesboro
 WLYC Williamsport

SO. CAROLINA

WABV Abbeville
 WAKN Aiken
 WAIM Anderson
 WBAW Barnwell
 WBLR Batesburg
 WBEU Beaufort
 WAGS Bishopville
 WACA Camden
 WHAN Charleston
 WCRE Cheraw
 WCHS Charleston
 WPCC Clinton
 WDSC Dillon
 WELP Easley
 WOLS Florence
 WFGN Gaffney
 WGTN Georgetown
 WGSW Greenwood
 WEAB Greer (Greenville)
 WBHC Hampton
 WHSC Hartsville
 WDKD Kingstree
 WLCM Lancaster
 WRB Manning
 WJAY Mullins
 WMYB Myrtle Beach
 *WKDK Newberry
 *WTDK Orangeburg

WRHI Rock Hill
 WSNW Seneca
 WTHE Spartanburg
 WFIG Sumter
 WBCU Union
 WALD Walterboro

SOUTH DAKOTA

KABR Aberdeen
 KBRK Brookings
 KOBH Hot Springs
 KJLV Huron
 KOLY Mobridge
 KGFJ Pierre
 KISD Sioux Falls
 *WAB Watertown
 KMYR Winner
 KYNT Yankton

TENNESSEE

WEAG Alcoa
 WLAR Athens
 *WVIG Bristol
 (Bristol, Tenn.-Va.)
 WFMS Chattanooga
 WMCB Church Hill
 *WJZM Clarksville
 WCLE Cleveland
 WKRM Columbia
 *WJTB Cookeville
 WLSB Copperhill
 WKBL Covington
 WAEW Crossville
 WNDT Dayton
 WDKN Dickson
 WDSG Dyersburg
 WEMB Erwin
 WFKR Fayetteville
 WAGG Franklin
 WHIN Gallatin
 WGRV Greeneville
 WHBT Harriman
 WRTJ Humboldt
 *WDXI Jackson
 WCLC Jamestown
 WKVV Knoxville
 WLAFL La. Follette
 WDXE Lawrenceburg
 WCOB Lebanon
 WJLL Lenoir City
 WJMB Lewisburg
 WDXL Lexington
 WMMT McMinnville
 WHEY Millington
 WCRK Morristown
 WGNB Murfreesboro
 WNAH Nashville
 WLIK Newport
 WOKE Oak Ridge
 WTPR Paris
 WTRB Ripley
 WORM Savannah
 WEPG South Pittsburg
 WDBL Springfield
 WDEH Sweetwater
 WJIG Tullahoma
 WENK Union City
 WCDT Winchester

TEXAS

KVLF Alpine
 KZIP Amarillo
 KACT Andrews
 KBUD Athens
 KALT Atlanta
 KRUN Ballinger
 KROK Bay City
 KREL Baytown
 KBLT Big Lake
 KBYG Big Spring
 KFYB Bonham
 KBBB Borger
 KNEB Brady
 KRCB Brokenridge
 KWHI Brenham
 KBOR Brownsville
 KBWD Brownwood
 WTAW Bryan
 KBEN Carrizo Springs
 KRCB Carthage
 KCTX Childress
 KCAR Clarksville
 KFLD Cleveland
 KSTA Coleman
 KWMC Colorado City
 KAND Corsicana
 KRCB Crockett
 KXIT Dalhart
 KDLK Del Rio
 KDNT Denton
 KDDD Dumas
 KEPS Eagle Pass
 WRCG Edinburg
 *PSO Enflorrias
 KFLD Floydada
 KFST Ft. Stockton
 KNAF Fredericksburg

KBZR Freeport
 KGAF Gainesville
 KTRB Gonzales
 KSWA Graham
 KBCC Grand Prairie
 KGVL Greenville
 KCLW Hamilton
 KWRD Henderson
 KPAN Hereford
 KTRB Hillsboro
 KSAM Huntsville
 KEBE Jacksonville
 KMBL Junction
 KAML Kenedy-
 Karnes City
 KERB Kormit
 KERV Kerrville
 KOCA Kilgore
 KLEN Killeen
 KPET Lamesa
 KVOZ Laredo
 KLVTV Levelland
 KLVOW Livingston
 KTTT Livingston
 KFRO Longview
 KLLL Lubbock
 KRBA Lufkin
 KMHHT Marshall
 KCMR McAamey
 KERS Mexico
 KJBC Midland
 KORO Mineral Wells
 KIRT Mission
 KVKM Monahans
 KIMP Mt. Pleasant
 KZOL Muleshoe
 KNSG Nacogoches
 KGNB New Braunfels
 KRIG Odessa
 KOGT Orange
 KNET Palestine
 KHHH Pampa
 KFTV Paris
 KJUN Pecos
 KWOP Plainview
 KBOP Pleasanton
 KPOS Post
 KOLJ Quanah
 KTXL San Angelo
 KVAL San Saba
 KSMI Seminole
 KSEY Seymour
 KEVA Shamrock
 KDXX Sherman
 (Denison)
 KSNY Snyder
 KDWT Stamford
 KSTV Stephenville
 KBST Sulphur Springs
 KXOX Sweetwater
 KTAE Taylor
 KTF5 Texarkana
 KTLW Texas City
 KTUE Tulsa
 KTYL Tyler
 KVOU Uvalde
 KWVG Vernon
 KVIC Victoria
 KBEC Waxahachie

UTAH

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

VIRGINIA

WKLV Blackstone
 WINA Charlottesville
 WBCR Christiansburg
 WKCY Covington
 WCAV Culpeper
 WEVA Emporia
 WGLN Fryingpan
 WYFR Franklin
 WFVA Fredericksburg
 WFR Front Royal
 WBBB Galax
 WDDY Gloucester
 WVAH Gretna
 WHAP Hopewell
 WREL Lexington
 WBRG Lynchburg
 WMEV Marion
 WMYA Martinsville
 WSTG Mount Jackson
 WVA Orange
 WPVA Petersburg
 WPIV Pottsville

(Continued on Next Page)

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

KEYSTONE BROADCASTING SYSTEM, INC.

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

Officers and Directors

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

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Phone: ELdorado 5-3720

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

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Edwin R. Peterson.....Senior Vice-President
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Paul Kolar.....Comptroller
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Jane C. McFadden.....Traffic Manager, Program Director

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Henry G. Eichen.....Account Executive

San Francisco

75 Post Street, San Francisco, Calif.

Phone: SUTter 1-7440

J. Holtman.....Account Executive

(Cont. from Page 257)

WRIC Richlands
 WHYE Roanoke
 WYTI Rocky Mount
 WHLF South Boston
 WLPM Suffolk
 WESR Taslev
 WBOF Virginia Beach
 WEER Warrenton
 WNNT Warsaw
 WAYB Waynesboro
 WING Winchester
 WYVE Wytheville

VIRGIN ISLANDS

WIVI Christiansted
 (St. Croix)

WASHINGTON

KXRO Aberdeen
 KAGT Anacortes

KPUG Bellingham
 KELA Centralia
 KCLX Colfax
 KCVL Colville
 KXLE Ellensburg
 KNBX Kirkland
 (Seattle)
 KEDO Longview
 KSEM Moses Lake
 KGY Olympia
 KRSC Othello
 KPKW Pasco
 KONP Port Angeles
 KARY Prosser
 KAYE Puyallup
 KAPA Raymond
 KENE Toppenish
 KKEY Vancouver
 KTEL Walla Walla
 KUEN Wenatchee

WEST VIRGINIA

WTIP Charleston

WHAR Clarksburg
 WDNE Elkins
 WTCS Fairmont
 WKYR Keyser
 WVOW Logan
 WEPM Martinsburg
 WBJC Matewan
 WAJR Morgantown**
 WMOD Moundsville
 (Wheeling)
 WETZ New Martinsville
 WCEF Parkersburg
 WLOH Princeton
 WROB Ronceverte
 WELC Welch
 WHAW Weston

WISCONSIN

WHBY Appleton
 WATW Ashland
 WBEL Beloit
 (Rockford, Illinois)

WWIS Black River Falls
 WECL Eau Claire
 WDUZ Green Bay
 WTKM Hartford
 WWSM Hayward
 WLXG La Crosse
 WLDY Ladysmith
 WIGM Medford
 WMNE Menomonie
 WOSH Oshkosh
 WFPF Park Falls
 WSWW Platteville
 WPLY Plymouth
 (Shabogran)
 WIBU Poyette
 WRDB Reedsburg
 WJMC Rice Lake
 WRCO Richland Center
 WTCH Shawano
 WCGW Sparta
 WSPT Stevens Point**
 WDOR Sturgeon Bay
 WTRW Two Rivers

WTTN Watertown
 WDUX Waupaca
 WHVF Wausau

WYOMING

KBBS Buffalo
 KATI Casper
 KWQO Cheyenne
 KWIV Douglas
 KLIJK Evanston
 KIML Gillette
 KOVE Lander
 KOWB Laramie
 KASL Newcastle
 KPOW Powell
 KRAL Rawlins
 KVR5 Rock Springs
 KWYO Sheridan
 KRTR Thermopolis
 KGOS Torrington
 KWOR Worland

THE RADIO NETWORKING PATTERN, '59-69

... Will Crystalize During This Year

By BLAIR A. WALLISER
Executive Vice President
Mutual Broadcasting System



THE pattern of radio network broadcasting for the next ten years will be set in 1959.

After two years of slow and sometimes painful re-appraisal, the major broadcasters have at last recognized that old-time radio, dedicated primarily to entertainment, is dead and cannot be revived.

But in place of mourning for the kind of programming that characterized radio's adolescence, the alert contemporary broadcaster rejoices in the new mature role of radio. Sales of sets are up and audiences are up, for Americans have recognized that radio serves its listeners in a manner unequalled by any other medium in the two areas of service and companionship.

In June of 1957, Mutual foresaw this trend and with characteristic realism and vigor jettisoned its old entertainment policy. In place of programming comedy, variety, soap opera and quiz programs, Mutual became a network of music for companionship and news, sports, special events and personalities. For service, Mutual went farther. The historic chain policy of setting a pattern of network conformity for every local station was dropped. We at MBS capitalized on the independence and community service status of our affiliates. Instead of superimposing a network programming schedule on the broadcast day of our affiliates, Mutual substituted a philosophy of complementary and augmentative service.

The function of the network, as Mutual sees it, is to provide the local station with the services it cannot get for itself—national and international news, sports, special events and name personalities.

We call this policy Dynamic Compatibility. It is dynamic because it creatively and constructively supplements the programming of the local station with an outside line to the entire world. It is compatible because we at Mutual have long since recognized that a few experts sitting behind desks in New York, no matter how capable, cannot master-mind the programming tastes of 453 markets ranging from small prairie towns to huge metropolitan areas.

The modern radio network serves its affiliates best by supplying them with the national and international facilities which will best aid them in becoming top community service stations in their areas. Mutual believes in providing this service even to the point of subordinating network identification to assure listening confidence and loyalty for the local station.

The transistor set has brought about an enormous increase in out-of-home listeners. The automobile radio is no longer a luxury but virtually standard equipment. Where 1958 saw sales in TV sets fall, sales of radio sets continued their steady long-term rise. Americans are conditioned to radio listening wherever they go—whatever they do.

MUTUAL BROAD

ALABAMA
 WEZB Birmingham
 WFBL Decatur
 WXAL Doanopolis
 WDIG Dothan
 WULA Eufaula
 WJOI Florence
 WBBB Hartselle
 WBHP Huntsville
 WAPX Montgomery
 WJHO Opelika
 WFEB Sylacauga
 WTBF Troy
 WTBC Tuscaloosa

ARIZONA
 KSUN Bisbee
 KVNA Flagstaff
 KWJB Globe
 KOY Phoenix
 KGLU Safford
 KTUC Tucson
 KVNC Winslow
 KYOY Yuma

ARKANSAS
 KAMD Camden
 KFAT Fayetteville
 KTEG Fort Smith
 KFFA Helena
 KHLO Hot Springs
 KBTM Jonesboro
 KGBI Little Rock
 KYMA Magnolia
 KOTN Pine Bluff
 KUOA Bloom Springs

CALIFORNIA
 KMAP Bakersfield
 KPAT Chico
 KEO El Centro
 KJEM Eureka
 KYNO Fresno
 KHJ Los Angeles
 KMYO Marysville
 KYOS Merced
 KPRL Paso Robles
 KRDO Redding
 KGMS Sacramento
 KSRW Salinas-Monterey
 KITO San Bernardino
 KGB San Diego
 KFRC San Francisco
 KYEO San Luis Obispo
 KTMS Santa Barbara
 KWG Stockton
 KCOK Tulare-Visalia
 KVEN Ventura

COLORADO
 KIMN Denver
 KGLN Glenwood Springs
 KREX Grand Junction

CONNECTICUT
 WYAB Bridgeport
 WPOP Hartford
 WNLC New London
 WTOR Torrington
 WWCO Waterbury

DISTRICT OF COLUMBIA
 WOL Washington

FLORIDA
 WKWP Key West
 WPEL Jacksonville
 WDSR Lake City
 WONS Lakeland
 WIBE Leesburg
 WTSY Marianna
 WMMB Melbourne
 WKAT Miami
 WEBY Milton-Pensacola
 WSBH New Smyrna Beach
 WHOO Orlando
 WTEF Panama City
 WCNH Quincy
 WTSP St. Petersburg-Tampa
 WSTU Stuart
 WTAL Tallahassee
 WTRK West Palm Beach
 WSRH Winter Haven
 WTTB Vero Beach

GEORGIA
 WYZE Atlanta
 WBBQ Augusta
 WBHF Carterville
 WGBA Columbus
 WMJM Cordle
 WBJL Dalton
 WBHB Fitzgerald
 WGBA Gainesville
 WKEI Griffin
 WLAG La Grange
 WNEK Macon
 WMVG Milledgeville
 WCOH Newnan
 WBGH Rome
 WCCP Savannah
 WTTA Thompson
 WGOV Valdosta
 WAYX Waycross
 WYTH Macon

IDAHO
 KGEM Boise

ILLINOIS
 WLS Chicago
 WJPF Herrin
 WTRF Peoria

INDIANA
 WASK Lafayette
 WVAL Logansport
 WIVA South Bend
 WAOV Vincennes

IOWA
 KCRG Cedar Rapids
 KBOS Clinton
 KSWI Council Bluffs, Ia.
 (Omaha, Neb.)
 KSTT Davenport
 KWDM Des Moines
 WDBQ Dubuque
 EYFD Fort Dodge
 KWWL Waterloo

KANSAS
 KFRM Concordia
 KXND Dodge City
 KBLR Goodland
 KIND Independence
 KSAI Salina
 KTOB Topeka
 KAKE Wichita

KENTUCKY
 WLBH Bowling Green
 WTVT Corbin
 WHHR Danville
 WPKY Paducah
 WTLK Lexington
 WTMJ Louisville
 WFTM Maysville
 WOMI Owensboro
 WKYB Paducah
 WDFP Paintsville
 WPKR Pikeville
 WEKY Richmond
 WSFC Somerset

LOUISIANA
 WIKR Bogalusa
 KEUN Eunice
 KYHL Homer
 KPEL Lafayette
 KAOK Lake Charles
 KLLI Monroe
 KNDG Natchitoches
 WTRN New Orleans
 KENT Shreveport

MAINE
 WFAU Augusta
 WABI Bangor
 WIDE Biddeford
 WABM Houlton
 WTRS Lewiston-Auburn
 WPOR Portland
 WAGM Presque Isle

MARYLAND
 WWTN Baltimore
 WJEF Annapolis

MASSACHUSETTS
 WNAU Boston
 WALE Fall River
 WEMM Fitchburg
 WHAI Greenfield
 WLEH Lowell-Laurance
 WHMP Northampton
 WBRK Pittsfield
 WMAS Springfield
 WABK Ware
 WOCR West Yarmouth
 WNAW Worcester

MICHIGAN
 CKAW Detroit
 WDBE Escanaba
 WBRF Flint
 WBRW Grand Rapids
 WKHM Jackson
 WDMJ Marquette
 WMI 8 Muskegon
 WSGW Saginaw-Bay City

MINNESOTA
 KA'S Austin
 KBUS Bemidji
 WBSM Duluth-Superior
 WEVE Edeleth
 KGDF Fergus Falls
 KOZY Grand Rapids
 Moorhead (see Fargo, N. D.)
 WISK St. Paul
 KWAD Wadena

MISSISSIPPI
 WAMY Amory
 WLOX Biloxi-Gulfport
 WJMR Brookhaven
 WROXarksdale
 WTRI Columbus
 WJPR Greenville
 WNAU Grenada

WMOX Meridian
 WNAU Natchez
 WLEO Tupelo
 WQBC Vicksburg
 WQOH West Point
 WONA Winona
 WAZF Yazoo City

MISSOURI
 KWOS Jefferson City
 WMRH Joplin
 KMBR Kansas City
 KXEO Mexico
 KRES St. Joseph
 WKWS St. Louis

MONTANA
 KOPR Butte
 KGCN Sidney
 KVCR Wolf Point

NEBRASKA
 KGFV Kearney
 KLEMS Lincoln
 KRRL Norfolk
 Omaha (see Council Bluffs, Iowa)

NEVADA
 KORK Las Vegas
 KATO Reno

NEW JERSEY
 WLDB Atlantic City

NEW MEXICO
 KALG Alamogordo
 KHAM Albuquerque
 KSPV Arroyo
 KWFW Hobbs
 KGEL Roswell
 KJNS Truth or Consequences
 KTNM Tucuman

NEW YORK
 WYLI Corning
 WOKO Albany
 WIRO Auburn
 WHTA Batavia
 WKOY Binghamton
 WKRR Buffalo
 WLEA Hornell
 WJHH Horseheads-Elmira Heights
 WJOP Jamestown
 WAKY Kingston
 WICY Malone
 WOPR New York
 WSLB Ogdensburg
 WRRY Plattsburg
 WNDR Syracuse

NORTH CAROLINA
 WGAJ Elizabeth City
 WBRB Burlington
 WYGE Belmont-Charlotte
 WFGV Fuquay Springs
 WGBG Greensboro
 WJNC Henderson
 WJNC Jacksonville
 WLOB Leaksville
 WTSB Lumberton
 WRLI Lenoir
 WSRD Mt. Airy
 WHIT New Bern
 WKIX Raleigh
 WYBT Roanoke Rapids
 WSTP Salisbury
 WONS Shelby
 WONI Wilmington
 WOTH Winston-Salem

NORTH DAKOTA
 KDLR Devils Lake
 KVOX Fargo (Moorhead, Minn.)

KNOX Grand Forks
 KEYJ Jamestown
 KJPM Minot
 KOVY Valley City

OHIO
 WNCO Ashland
 WPKR Akron
 Bellair (see Wheeling, W. Va.)
 WAND Canton
 WHEX Chillicothe
 WZPJ Cincinnati
 WPOK Cleveland
 WTVN Columbus
 WIRO Ironton
 WMOA Marietta
 WLEK Sandusky
 WBBW Youngstown
 WSTV Steubenville
 WTOP Toledo
 WJER Dover

OKLAHOMA
 KWON Bartlesville
 WBBZ Ponca City
 KGFP Shawnee
 KTOW Oklahoma City

OREGON
 KWIL Albany
 KWLN Ashland
 KAST Astoria
 KBNB Bend



CASTING SYSTEM



KOOS Coos Bay
 KOBE Eugene
 KAGI Grants Pass
 KFOJ Klamath Falls
 KPOJ Portland
 KRNL Roseburg
 KSLM Salem

PENNSYLVANIA
 WNCU Barnesboro
 WHEM Bloomsburg
 WCPA Clearfield
 WCBH Harrisburg
 WAZL Hazleton
 WCBQ Juntura
 WLAN Lancaster
 WAKI Latrobe
 WBPZ Lock Haven
 WBSY New Castle
 WIP Philadelphia
 WMLK Pittsburgh-
 McKeesport
 WIPA Pottsville
 WRHI St. Mary's
 WMAJ State College
 WTRN Tyrone-Altoona
 WJPA Washington
 WSHY Wellsboro
 WRAX Wilkes-Barre

RHODE ISLAND
 WFXN Providence
 WFER Westerly

SOUTH CAROLINA
 WANS Anderson

WISG Bennettsville
 WIAN Charleston
 WLOA Columbia
 WGTN Georgetown
 WMBB Greenville
 WJSC Hartsville
 WRHI Rock Hill
 WTHE Spartanburg
 WFIG Sumter
 WALD Walterboro

SOUTH DAKOTA
 KOHN Mitchell
 KWAT Watertown

TENNESSEE
 WLAB Athens
 WAGC Chattanooga
 WZMZ Clarksville
 WRAC Cleveland
 WERR Fayetteville
 WHBT Harriman
 WETH Johnson City
 WJAM Lowburg
 WMLV Livingston
 WMMT McMinnville
 WHBJ Memphis
 WBRK Morristown
 WGNB Murfreesboro
 WNAH Nashville
 WATO Oak Ridge

TEXAS
 KWKC Abilene
 KAMQ Amarillo
 KVET Austin

KION Bay City
 KULZ Berger
 KBWD Brownwood
 KORA Bryan
 WRL Dallas-Ft. Worth
 KSET El Paso
 KTHH Houston
 KEBE Jacksonville
 KLEN Killeen
 KVDZ Laredo
 KLLL Lubbock
 KTRF Lufkin
 KRIO McAllen
 KTKM Mesquite
 KECK Odessa
 KPDN Pampa
 KEYE Perryton
 KVPD Plainview
 KPAC Port Arthur-Beaumont
 KMAC San Antonio
 KBRV Sherman-Denison
 KSNY Snyder
 KOSY Texarkana
 KVIC Victoria
 KWTX Waco
 KSYD Wichita Falls

UTAH
 KALL Salt Lake City

VERMONT
 WSYB Rutland
 WDEY Waterbury

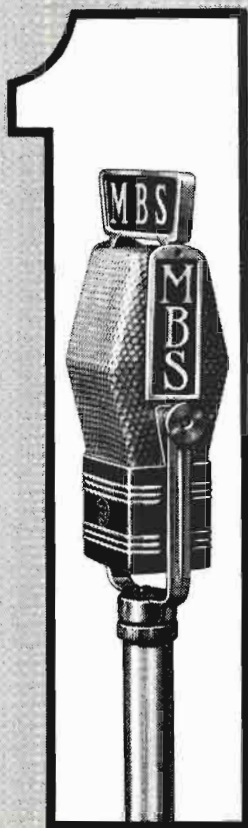
VIRGINIA
 WFHG Bristol
 WCHV Charlottesville
 WCFY Clifton Forge
 WCYA Culpeper
 WQVA Danville
 WPTB Front Royal
 WYOD Lynchburg
 WLOW Norfolk
 WSSV Petersburg
 WRNL Richmond
 WRIS Roanoke
 WJSM Suffolk
 WAYB Waynesboro

WASHINGTON
 ELLA Centralia-Chehalis
 KEDQ Longview
 KGY Olympia
 KVI Seattle

WEST VIRGINIA
 WKOY Bluefield
 WTPJ Charleston
 WLAB Clarksburg
 WTSB Fairmont
 WPIH Huntington
 WLOG Logan
 WJMN Montgomery
 WTRN Wheeling-Beckley, O.
 WBTB Williamson

WISCONSIN
 WJPG Green Bay
 WBBY Appleton
 WGEZ Beloit
 WBIJ Eau Claire
 KPTZ Fond du Lac
 WISM Hayward
 WLO Janesville
 WISD Madison
 WMTT Manitowac
 WBTJ Poyette
 WRDB Reedsburg
 WJMC Rice Lake
 WPHB Wisconsin Rapids
 WFOK Milwaukee

WYOMING
 KVWO Cheyenne



st

... in modern radio network programming – News, Sports, Special Events – essentially non-competitive with TV. Mutual wins powerful listener-loyalty – and station acceptance – with the kind of shows that radio *and only radio* can do best.

... in delivering listeners at the lowest cost per thousand of any network – Radio or Television. Ask us for proof!

... in TOTAL STATIONS and in NEW AFFILIATES. Since the inception of the New Mutual programming concept, 103 stations have joined the World's Largest Network – now 453 stations.

*With more and more agencies, advertisers and stations
the feeling of confidence*

is

MUTUAL

BROADCASTING SYSTEM, INC. • WORLD'S LARGEST RADIO NETWORK

1440 Broadway, New York 18, N. Y. • Tribune Tower, Chicago, Ill.

USEFULNESS IS KEY TO WEB RADIO

... An Essential Of Successful Operation

By MATTHEW J. CULLIGAN

Executive Vice President
in charge of the NBC Radio Network



TH**ERE** is every reason for confidence in the improvement of network radio's economy in 1959, provided there is continued emphasis on its fundamental characteristic in all phases of its operation. That characteristic is usefulness. The NBC Radio Network recognized this basic value 26 months ago and began to reshape its structure accordingly. So successful were its efforts that NBC Radio enters the new year as leader of the industry.

While we view 1959 as a year of stiff competition for sales dollars, from television and the print media as well as other radio networks, we feel that our sound programming concepts and our aggressive selling and merchandising policies will enable NBC Radio to continue its ascent.

In building the new image of NBC Radio, our first concern was to make it more useful to its millions of listeners. As the keystone of its structure, therefore, we initiated the policy of "NBC News-on-the-Hour" broadcasts, utilizing the facilities of broadcasting's greatest news-gathering agency. Then, because news is no respecter of clocks and the big story may break at any moment, we added the "Hot Line" service to bring our listeners news reports within seconds after developments occur.

Events of 1958—the Middle East crisis, satellite launchings, the New York newspaper strike—proved the importance of strong news coverage to network radio's essential quality of service. This outstanding coverage, which only network radio can provide,

will become even more vital next year and in succeeding years as scientific advancements continue to speed civilization into a "Buck Rogers age."

Our next objective after making NBC Radio more useful was to make it more flexible. The pre-television image of radio had been shattered overnight. But gradually there came an awareness that the public had not abandoned radio when it made television its No. 1 entertainment medium. From 1949 to the present, 115 million radio sets were bought. Because the smaller sets manufactured were so inexpensive, families became multiple set owners. Moreover, the car radio, the portable and the transistor gave listeners mobility. It was found that although radio's huge nighttime audience had been cut sharply by television, radio's daytime and out-of-home audiences were growing phenomenally.

NBC Radio's "Monitor" is a prime example of the flexible programming structure devised to meet the nation's new listening habits. It proved so popular that it was extended to Friday night and, last Fall, to major holidays. Our "Star Dust" policy of presenting top stars in five-minute vignettes also has permitted the necessary flexibility in programming and at the same time has returned headline entertainers to radio. Present plans call for further expansion of "Star Dust" next year.

Proving the effectiveness of these innovations, the NBC Radio Network now has 48 per cent of all network radio sponsored air-time.

NATIONAL BROADCASTING COMPANY, INC.

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

Telephone: Circle 7-8300

Registered Telegraphic Address: NATBROADCAST NEW YORK

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Merchandise Mart, Chicago 54, Ill.
Jules Herbuveaux..... Vice Pres. Central Div.

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Robert H. Barnaby..... Mgr., Capital Budgets
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Randall R. McMillin... Dir., Pchsg. & Materials
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James L. Wilson... Mgr., Engineering Adm. & Svcs.
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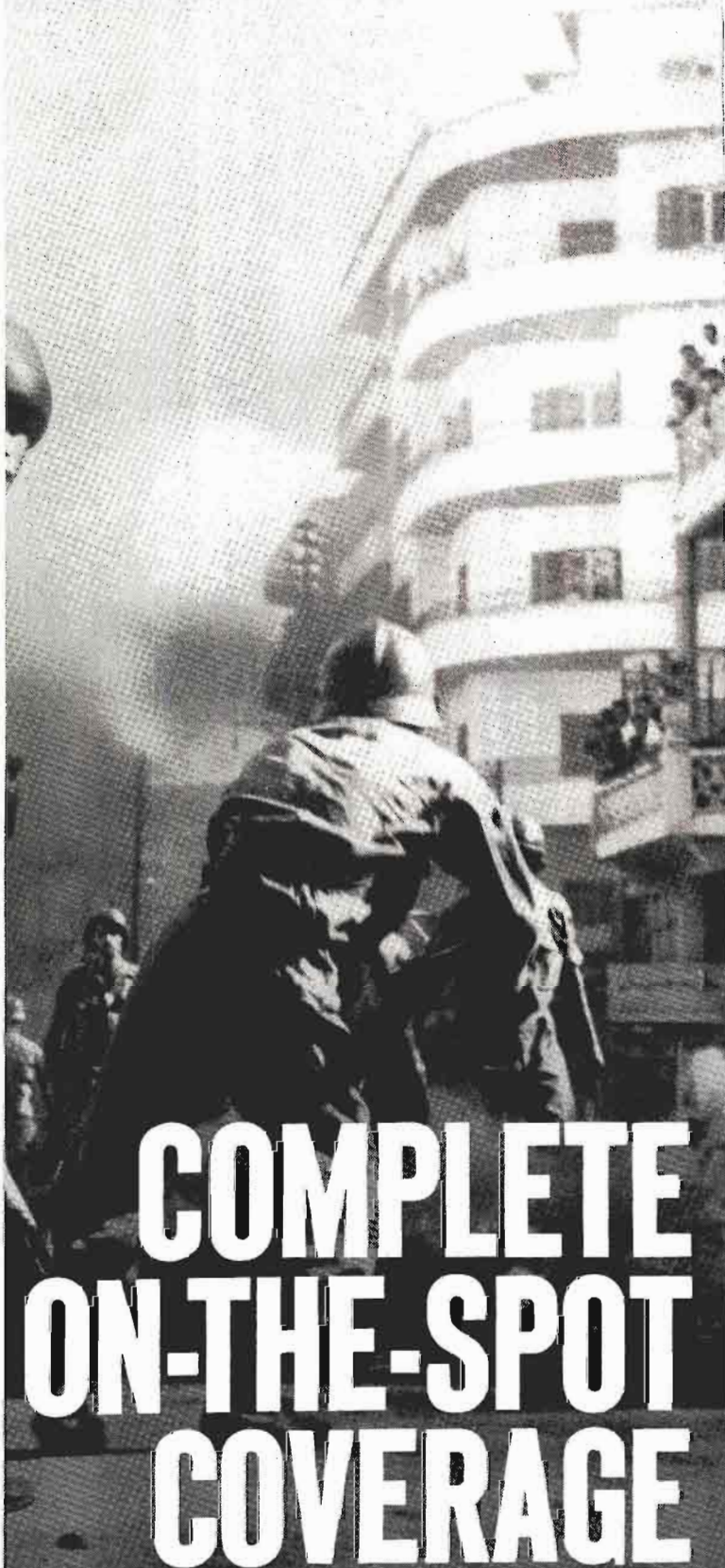
Law

Thomas E. Ervin..... V.P. & General Attorney
John V. Shute..... Asst. General Attorney
Benjamin D. Raub..... Asst. General Attorney

Personnel

B. Lowell Jacobsen..... V.P., Personnel
Richard Connell..... Manager, Organization
Planning & Mgt. Development
H. O. Lumb..... Director, Personnel

(Continued on Page 270)



COMPLETE ON-THE-SPOT COVERAGE



THE NBC RADIO NETWORK

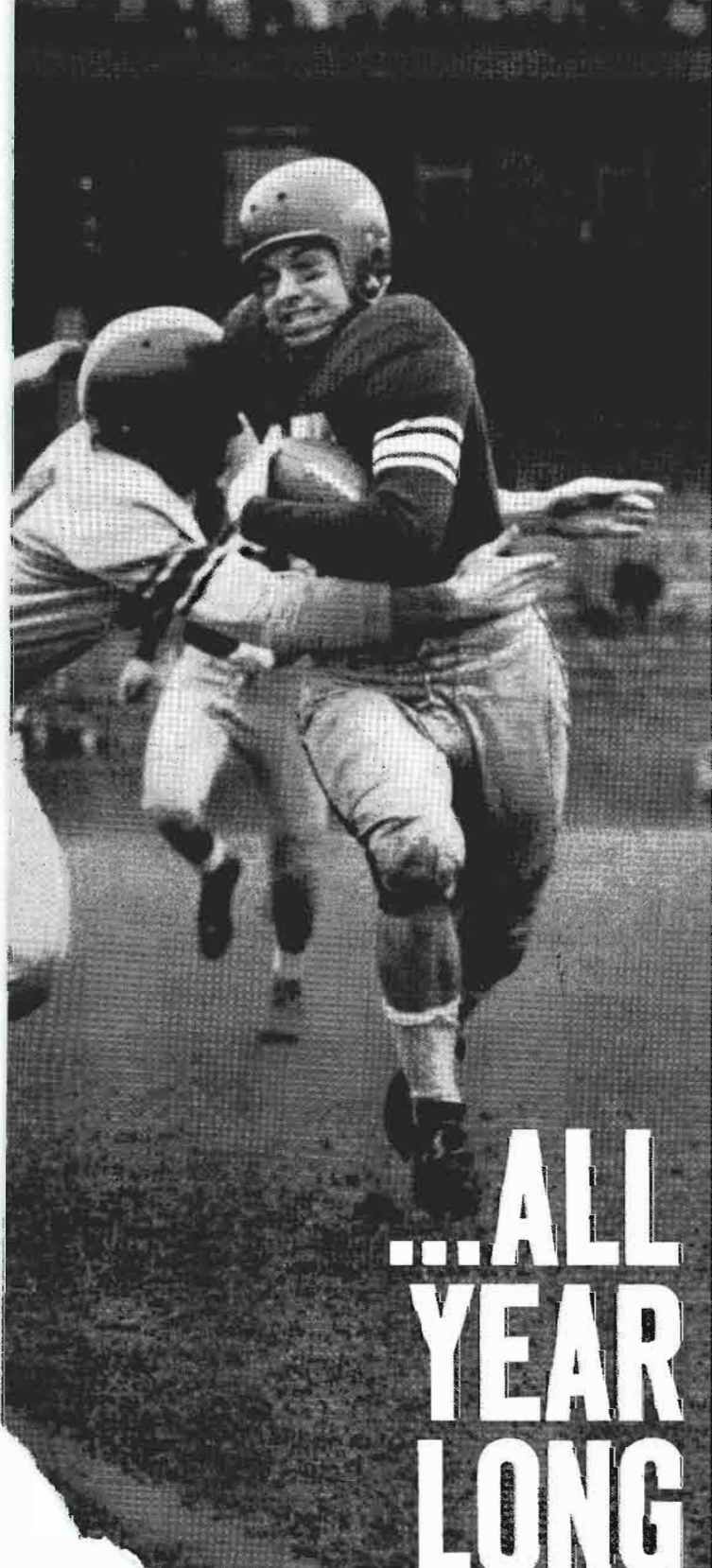
keeps America on top of the latest happenings the whole world over with fast, accurate, dramatic news, flashed by 400 NBC News correspondents stationed in 70 nations.

- Every hour, throughout the day and evening, NBC Radio's NEWS OF THE HOUR presents a complete news summary, featuring on-the-spot reports.
- At all times, NBC's HOT LINE is on the alert, standing by to switch listeners right to the scene of big news, wherever it happens, whenever it happens.
- NBC News is constantly at work on special background reports that give full perspective on the headline of the moment.

This is the kind of news-coverage that the American public relies upon *network* radio to bring them—the kind that only a network *can* bring them. This is the kind of coverage they know they will *always* find on an NBC Radio station.

For complete on-the-spot coverage, all year long, around the world, America turns to the stations of the NBC Radio Network.





...ALL
YEAR
LONG



THE NBC RADIO NETWORK

is on the spot—whatever the season, whatever the sport—bringing America one exciting first-hand report after another. Baseball and boxing, tennis and track, horse-racing, sailboat-racing, golf—even bocchi—they're all part of the jampacked NBC schedule. Each season there are specials like: the Rose Bowl Game, the World Series, the U. S. Open Golf Tournament, Forest Hills' Tennis Championships, in fact, just about every major event of the year. Weekend games and special features on *MONITOR*, interviews, sports roundups, and the Friday night fights complete the schedule.

For sports-loving America, here's week-in, week-out on-the-spot reporting that only a network could provide.

For complete on-the-spot coverage, all year long, around the world, America turns to the stations of the NBC Radio Network.

NETWORK



(Continued from Page 265)

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 Dr. Bernard J. Handler.....Company Physician
 Charles J. Boylan.....Mgr., Employ. Benefit
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 William H. Craig.....Mgr., Employment

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 Richard L. Berman.....Mgr., Facilities,
 Int'l Operations
 Alvin Ferleger.....Mgr., Administration &
 Sales Development
 William J. Schmitt.....Business Mgr.

**California National Productions,
 Inc.**

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

(Wholly-owned Subsidiary)

Earl Rettig.....President

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THornwald 5-7000

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 Fenton Coe.....Director, Film Production
 Maurice J. Corwin.....Mgr., Bcst. Facilities &
 Operations
 Gino Conte.....Manager, Unit Manager
 Frank V. Dellest.....Asst. Treasurer, Pac. Div.
 Paul Gale.....Manager, Traffic
 Frank Gertz.....Mgr., Business Affairs Network
 Programs & Production
 Helen Hall.....Manager, Adv. & Prom.
 Harold Kemp.....Director, Nighttime Programs
 John R. Kennedy.....Liaison Engineer
 Joseph L. Kubin.....Asst. Controller, Pac. Div.
 Henry Maas.....Mgr., Sales & Program Services
 John W. Nelson.....Director, Daytime Programs
 Fred Hamilton.....Dir., Film Programs
 Edward A. Rosenberg.....Mgr., Contract
 Administration
 Fred Jacobs.....Attorney
 Scott Shott.....Attorney
 Raiph F. Shawhan.....Dir., Press & Publicity
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 Robert D. Thompson.....Mgr., General Services
 Malcolm E. Madden.....Mgr., Prod. Services
 Oscar C. Turner.....Mgr., Personnel & Labor Rel.
 Richard C. Welsch.....Director, Production
 and Business Affairs
 Robert Wood.....Mgr., Continuity Acceptance

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 Anthony C. Krayer.....Business Manager

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 George Dietrich.....Dir., Radio Spot Sales
 Frank DeRosa.....Mgr., Radio Spot Sales
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 William Buschgen.....Mgr., Radio Spot Sales
 Detroit
 Frederick Lyons.....Mgr., Eastern Radio Spot Sales
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 Herman Maxwell.....Mgr., National Sales
 Bill Kreitner.....Mgr., Local Sales
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 Steve White.....Program Manager
 John O'Keefe.....Mgr., Publicity & Exploit.
 Earl Harder.....Traffic Mgr.
 Fred E. Acker.....Mgr., Business Affairs
 & Operations

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 Robert W. Bray.....Program Manager
 John McHale.....Business Affairs Mgr.
 Gustave Nathan.....Mgr., Sales Devl.
 Howard Wry.....Promotion, Publicity Mgr.

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Carleton D. Smith..... V.P. & Gen. Manager
 Joseph Goodfellow..... Station Manager
 Harry Karr..... Sales Manager
 Ralph McCawley..... Adv. & Prom. Manager
 William C. Grayson..... Program Mgr.
 Edwin Peterson..... Publicity Manager
 Pat May..... Traffic
 Jack Lavan..... Business Mgr.

WAMP, WFMP, Pittsburgh

H. W. Shepard..... General Manager
 Martin Pollins..... Sales Manager
 Tom Tyson..... Promotion Mgr.
 John Hierlihy..... Program Manager
 Pat Schwade..... Traffic

WMAQ, WMAQ-FM, Chicago

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

WRCV, Philadelphia

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 Harold Pannepacker..... Station Mgr.
 Robert Fillmore..... Dir. Adv. & Publicity
 Mary Doyle..... Merchandising Mgr.
 Lewis Johnson..... Sales Mgr.
 Robert C. Benson..... Program Manager
 George Lenfest..... Dir. of Operations
 Rita Loftus..... Traffic
 George M. Mathews..... Business Mgr.

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 Richard H. Gravett..... Sales Manager
 Mrs. Jane Morrison..... Mgr. of Adv., Prom.
 & Publicity
 William Cancilla..... Merchandising Mgr.
 Jack Wagner..... Program Manager
 Joe Hanrahan..... Sales Traffic Superv.
 Bert Medar..... Business Manager

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 Lester Bernstein..... Dir., Information

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Stockton Helffrich.. Dir., Continuity Acceptance
 Carl Watson..... Mgr., Continuity Acceptance

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 J. Donald Foley..... Mgr., Trade & NBC Owned
 Stations Advertising
 John Graham..... Art Director
 Edwin Vane..... Mgr., Audience Adv. & Prom.

Exploitation

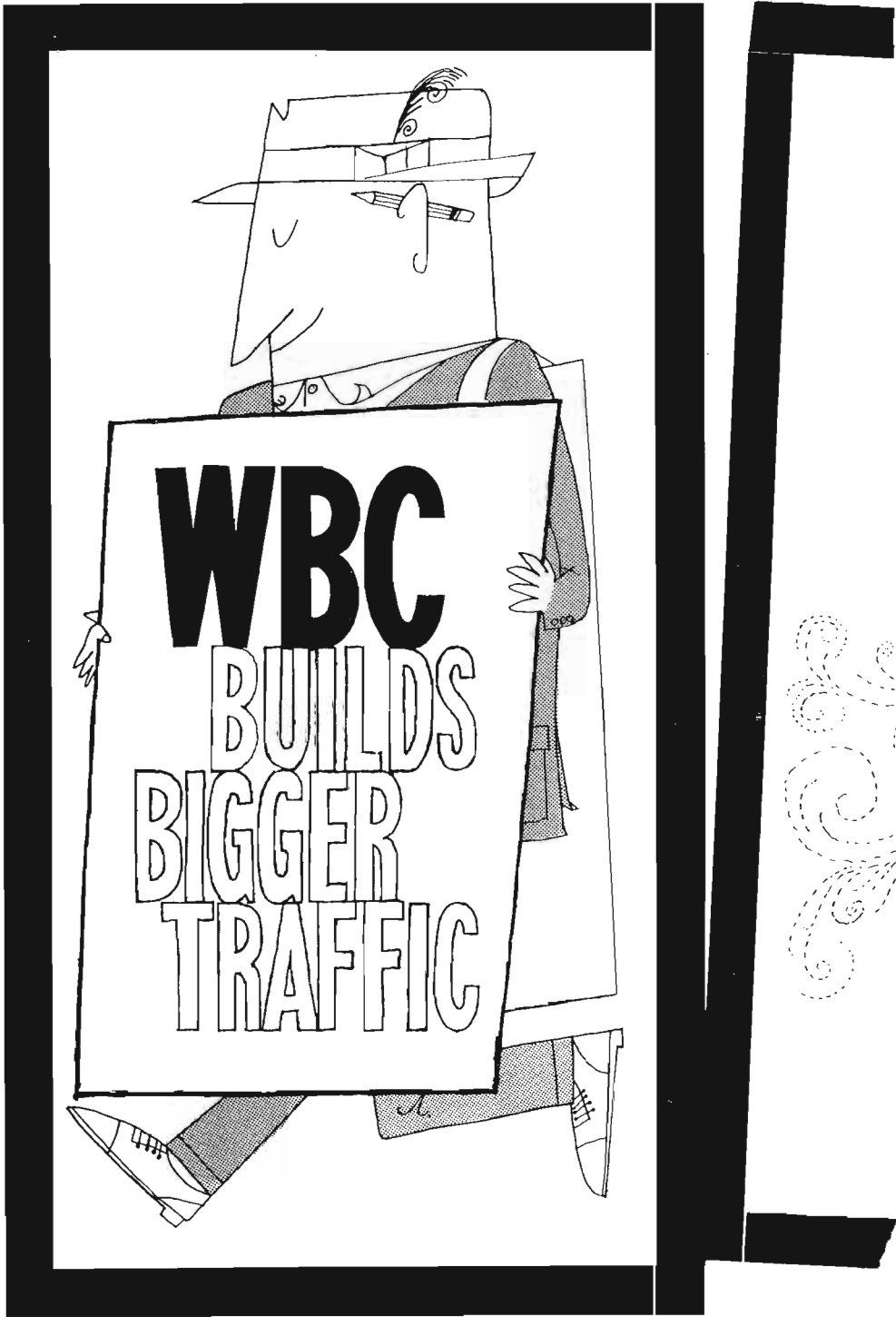
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 John Scuoppo..... Mgr., Exploitation

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 Milton Brown..... Mgr., Program Publicity
 Sidney Desfor..... Mgr., Photo Unit
 Charles A. Henderson..... Mgr., Publicity, Radio
 Net. Owned Stations & NBC Spot Sales
 Joseph A. Ryan..... Mgr., Bus. & Trade Publicity
 Kathryn Cole..... Manager, Information
 Cornelius K. Sullivan..... Mgr., Services & Info.
 William B. Miller..... Night Executive Officer

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 George A. Graham..... V.P., Sales Planning
 Norman S. Livingston... Dir., Radio Prog. Sales
 William K. McDaniel..... V.P., Radio Net. Sales
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 George Diefenderfer..... Mgr., Central Sales
 David A. Engles..... Mgr., Western Sales
 Harry E. Hobbs..... Mgr., Eastern Sales
 Frederic L. Horton..... Gen. Sales Executive
 Howard Gardner..... Mgr., Sales Development
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 Paul Mensing..... Mgr. Sales, Detroit
 Ludwig W. Simmel..... Mgr., Radio Sales
 Service & Traffic
 Theodore Zaer..... Dir., Bus. Affairs
 Robert Wogan..... Mgr., Program Operations
 Murray Heilweil..... Marketing Director





RADIO

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

TELEVISION

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

**No selling campaign is complete
without the WBC stations**



Westinghouse Broadcasting Company, Inc.

Reps: WJZ-TV: Blair-TV... KPIX: The Katz Agency... WIND:
AM Radio Sales... All others: Peters, Griffin, Woodward, Inc.

Effective July 1, 1959 all WBC radio stations will be represented
by AM Radio Sales; all WBC television stations by Television
Advertising Representatives, Inc.

NATIONAL ASSOCIATION OF BROADCASTERS

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

Officers

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Everett E. Revercomb
Secretary-Treasurer

John F. Meagher
V.P. in Charge of Radio

Thad H. Brown
V.P. in Charge of Television

DEPARTMENT EXECUTIVES

Howard H. Bell, *Assistant to the Pres.
in Charge of Joint Affairs*

Donald N. Martin, *Assistant to the Pres.
in Charge of Public Relations*

Louise K. Aldrich, *Librarian*

Richard M. Allerton, *Manager of Re-
search*

William Carlisle, *Manager of Station Re-
lations*

Frederick H. Garrigus, *Manager of Or-
ganizational Services Department*

Edward H. Bronson, *Director of Tele-
vision Code Affairs*

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Personnel and Economics Depart.*

Douglas A. Anello, *Chief Attorney*

La Rue M. Courson, *Production Manager*

A. Prose Walker, *Mgr. of Engineering*

Vincent T. Wasilewski, *Mgr. of Govern-
ment Relations*

RADIO BOARD OF DIRECTORS

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

Director	District	States Comprising District
Daniel W. Kops.....	1	Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island and Vermont.
WAVZ, New Haven, Conn.		
Simon Goldman	2	New York and New Jersey.
WJTN, Jamestown, N. Y.		
John S. Booth.....	3	Delaware, Pennsylvania, West Virginia and Maryland, excluding the counties of Prince Georges and Montgomery.
WCHA, Chambersburg, Pa.		
Jack S. Younts.....	4	District of Columbia, North Carolina, South Carolina, Virginia and Maryland, including the counties of Prince Georges and Montgomery.
WEEB, Southern Pines, N. C.		
Hugh M. Smith.....	5	Alabama, Florida, Georgia, Puerto Rico and Virgin Islands.
WCOV, Montgomery, Ala.		
F. C. Sowell.....	6	Arkansas, Louisiana, Mississippi and Tennessee
WLAC, Nashville, Tenn.		
Robert T. Mason.....	7	Kentucky and Ohio.
WMRN, Marion, Ohio		
J. M. Higgins.....	8	Indiana and Michigan.
WTHI, Terre Haute, Ind.		
William Holm	9	Illinois and Wisconsin.
WLPO, LaSalle, Illinois		

Director	District	States Comprising District
Ben Sanders	10	Iowa, Missouri and Nebraska.
KICD, Spencer, Iowa		
Raymond V. Eppel.....	11	Minnesota, North Dakota and South Dakota, excluding the counties of Fall River, Shannon, Bennett, Todd, Mellette, Waushabaugh, Washington, Custer, Pennington, Jackson, Jones, Stanley Haakon, Meade, Lawrence, Butte, Harding, Perkins, Ziebach, Armstrong, Dewey and Corson.
KORN, Mitchell, S. D.		
Robert L. Pratt.....	12	Kansas and Oklahoma.
KGGF, Coffeyville, Kans.		
Alex Keese	13	Texas.
WFAA, Dallas, Texas		
George C. Hatch.....	14	Colorado, Idaho, Utah, Wyoming, Montana, New Mexico, and South Dakota, including the counties of Fall River, Shannon, Bennett, Todd, Mellette, Waushabaugh, Washington, Custer, Pennington, Jackson, Jones, Stanley, Haakon, Meade, Lawrence, Butte, Harding, Perkins, Ziebach, Armstrong, Dewey and Corson.
KALL, Salt Lake City, Utah		
Joe D. Carroll.....	15	California, excluding the counties of San Luis Obispo, Kern, San Bernardino, Santa Barbara, Ventura, Los Angeles, Orange, Riverside, San Diego and Imperial, Nevada, excluding the counties of Mineral, Esmeralda, Nye, Lincoln and Clark, and Hawaii.
KMYC, Marysville, Calif.		
Robert J. McAndrews.....	16	Arizona, California, including the counties of San Luis Obispo, Kern, San Bernardino, Santa Barbara, Ventura, Los Angeles, Orange, Riverside, San Diego, and Imperial, and Nevada, including the counties of Mineral, Esmeralda, Nye, Lincoln, and Clark.
KBIG, Avalon, Calif.		
Thomas C. Bostic.....	17	Alaska, Oregon and Washington.
KIMA, Yakima, Wash.		

DIRECTORS-AT-LARGE

Large Stations

Harold Hough
WBAP, Fort Worth, Texas
John H. DeWitt, Jr.
WSN, Nashville, Tenn.

Medium Stations

J. Frank Jarman
WDNC, Durham, North Carolina
Frederick A. Knorr
WKMJ, Dearborn, Mich.

Small Stations

William C. Grove
KFBC, Cheyenne, Wyoming
J. R. Livesay
WLBH, Mattoon, Illinois

FM Stations

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WWDC-FM, Washington, D. C.
Merrill Lindsay
WSOY-FM, Decatur, Illinois

Network

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Arthur Hull Hayes
CBS-Radio, New York

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

TELEVISION BOARD OF DIRECTORS

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Meredith Publishing Co.
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C. Howard Lane
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Willard E. Walbridge
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WJBK — "COLLEGE CAMPUS PROGRAM"**



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We are happy to acknowledge the fact that the Freedoms Foundation has recognized the achievements of WIBG in Philadelphia, WJW-TV and Radio in Cleveland, WJBK in Detroit and, at the same time, Storer Broadcasting Company's national advertising for the fourth consecutive year.



Storer Broadcasting Company

WSPD-TV Toledo	WJW-TV Cleveland	WJBK-TV Detroit	WAGA-TV Atlanta	WITI-TV Milwaukee		
WSPD Toledo	WJW Cleveland	WJBK Detroit	WIBG Philadelphia	WWVA Wheeling	WAGA Atlanta	WGBS Miami

National Sales Office: 625 Madison Ave., N.Y. 22, PLaza 1-3940 • 230 N. Michigan Ave., Chicago, FRanklin 2-6498

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1959

REGIONAL NETWORKS AND GROUP STATION OPERATIONS

ABC Television Western Regional Network

ABC-TV Center, Hollywood 27, Calif.

Phone: NOrmandy 3-3311

V. P. West Div. James G. Riddell
V. P. West Div., Consult. Earl Hudson
Sales Manager Vince Francis

STATIONS

KABC-TV, Los Angeles, Calif.; XETV, San Diego, Calif.; KEYT, Santa Barbara, Calif.; KSBY-TV, San Luis Obispo; KBAK-TV, Rakersfield, Calif.; KJEO-TV, Fresno, Calif.; KSBW-TV, Salinas, Calif.; KGO-TV, San Francisco, Calif.; KHSL-TV, Chico, Calif.; KIEM-TV, Eureka, Calif.; KBES-TV, Medford, Ore.; KGW-TV, Portland, Ore.; KIMA-TV, Yakima, Wash.; KING-TV, Seattle, Wash.; KREM-TV, Spokane, Wash.; KUTV, Salt Lake City, Utah; KBTV, Denver, Colo.; KTVK, Phoenix, Ariz.; KGUN-TV, Tucson, Ariz.; KELP-TV, El Paso, Tex.; KSHO-TV, Las Vegas, Nev.; KKTU, Colorado Springs, Col.; KSWB-TV, Roswell, N. M.; KOAT-TV, Albuquerque, N. M.; KIDO-TV, Boise, Idaho; KKLf-TV, Butte, KOOK-TV, Billings, Mont.; KFBC, Cheyenne, Wyo.; KID-TV, Idaho Falls, Billings, Mont.; KFBB-TV, Great Falls, Montana; KOVR, Sacramento-Stockton, Calif.; KOLO-TV, Reno, Nev.; KTOW, Casper, Wyo.; KOTA-TV, Rapid City; KVIP, Redding, Calif.

ABC Western Division Radio Network

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

Phone: NOrmandy 3-3311

Western Sales Mgr. Harry Woodworth
Sales Service Mgr. Sheila Manes
Program Director Dresser Dahlstead
Chief Engineer Ralph Denechaud

STATIONS

KPMC, Bakersfield; KTIP, Porterville; KROP, Brawley; KARM, Fresno; KABC (O&O), Los Angeles; KFIV, Modesto; KFBK, Sacramento; KSYC, Yreka; KCAL, Redlands; KYOR, Blythe; KREO, Indio; KBAB, San Diego; KGO (O&O), San Francisco; KTMS, Santa Barbara; KWG, Stockton, all California; KVOS, Bellingham; KING, Seattle; KGA, Spokane; KIMA, Yakima; KEPR, Kennewick; KTEL, Walla Walla; KPQ, Wenatchee, all Wash.; KASH, Eugene; KGW, Portland; KFLW, Klamath Falls; KYJC, Medford; all Oregon; KBAR, Burley; KIFI, Idaho Falls, both Idaho; KENO, Las Vegas, Nev.; KOY, Phoenix; KFUN, Las Vegas; KRSN, Los Alamos; KTRC, Santa Fe; KRTN, Raton; KHAM, Albuquerque, all New Mexico; KFBC, Cheyenne; KVOC, Casper, both Wyo.; KSID, Sidney, Neb.; KIXX, Provo; KLUK, Salt Lake City, both Ut.; KHOW, Denver; KGHF, Pueblo, both Colo.

Air Trails Network

121 N. Main St., Dayton 2, Ohio

Phone: BALDWIN 2-3773

President Charles Sawyer
General Manager Homer H. Odom
Vice Pres. Alex Buchan

STATIONS

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

Alabama Community Network

P. O. Box 411, Albertville, Ala.

Phone: Albertville 830

Pres., Gen. Mgr. Pat M. Courington

BRANCH OFFICE

Scottsboro, Ala., James Thompson, Phone 123

STATIONS

WAVU-AM-FM, Albertville, Ala.; WCRI, Scottsboro, Ala.

Alaska Broadcasting System

1001 Tower Bldg., Seattle, Wash.

Phone: MAin 4-6333

General Manager Wm. J. Wagner

Representative Alaska Radio-TV Sales

STATIONS

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

All Islands Radio Network

c/o Advertisers Bldg.

Station KGU, Honolulu, Hawaii

Manager William O. Paine

STATIONS

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

Appalachian Network

1420 Eastern Pkwy., Louisville 4, Ky.

Phone: Highland 3779

Gen., Comm. Mgr. Elmo Mills

Sales Promotion Mgr. Harry McTigue

Program Director Art Grunewald

Publicity Director Jack Mills

Chief Engineer Dave Jordan

BRANCH OFFICE

P. O. Box 333, London, Ky., Elmo Mills, Gen.

Mgr., Phone: VOlunteer 4-2148; Representative,

Harry McTigue.

STATIONS

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

Arizona Broadcasting System

1101 No. Central Ave., Phoenix, Ariz.

Phone: Alpine 4-4161

Pres., Gen. Mgr. Richard O. Lewis
 V.P. Chg. of Sales. Ray C. Smucker
 Program Director. Jack Willis
 Chief Engineer. Harold Haughawout
 V.P. Chg. of Prog. Paul Hughes

BRANCH OFFICES

P. O. Box 2348, Tucson, Ariz., Harry B. Chambers, Mgr., Phone MA 2-4664; P. O. Box 1677, Flagstaff, Ariz., Chas. Saunders, Pres., Mgr., Phone: PR 4-2581; P. O. Box 1631, Prescott, Ariz., Harold Ritter, Pres., Mgr., Phone: 244; P. O. Box 352, Yuma, Ariz., Len Burkland, Mgr., Phone: SU 3-3305; Highway 60-70, Globe-Miami, Ariz., Willard Shoecraft, Mgr., Phone: GR 3-5571; Bor 1118, Douglas, Ariz., Dick Miller, Mgr., Phone: EM 4-3484.

STATIONS

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

Arizona Network

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

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

STATIONS

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

Arkansas Network

1001 Spring St., Little Rock, Ark.

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

STATIONS

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

Arrowhead Network

WEBC Bldg., Duluth 2, Minn.

Manager. Walter C. Bridges

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

Balaban Stations

3715 Lindell Blvd., St. Louis 8, Mo.
 Phone: OLive 2-4500

Pres. & Mgr. Dir. John Box, Jr.
 Sales Mgr. Stanley N. Kaplan
 Sales Promo. Mgr. Wm. P. McKibben
 Program Dir. William Armstrong
 Publicity Dir. Harriet Baker
 Chief Engineer. Ralph Ingraham

STATIONS

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

**The Bartell Family
 Radio Group**

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

President. Gerald A. Bartell
 Managing Dir. Lee Bartell

Commercial Manager. James P. Smith
 Engineering Dir. Ralph Evans

BRANCH OFFICES

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STATIONS

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STATIONS

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

Booth Broadcasting Co.

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

Bd. Chmn., Pres. John L. Booth
Vice President. Thomas J. Warner
Gen. Managers. R. W. Phillips (WSGW),
J. R. Fife (WBBC), G. Lasley (WIBM), J. Jeffrey
(WIOU), M. G. Creel (WJVA), S. Miller
(WTOD).

Program Director. Edwin E. Nyy
Publicity Director. Richard Desautel
Chief Engineer. Edward H. Clark

STATIONS

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Broadcast Advertising, Inc.

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

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

STATIONS

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

NATIONAL REPRESENTATIVE

Weed & Company

Kenyon Brown Stations

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

Paul Bunyan Network

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

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

STATIONS

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

Cactus State Network

K.L.U.N. Radio, Pecos, Tex.
Phone: Pecos 5-2497

President Jack Hawkins
Gen. Mgr., Pub. Dir. Bill Hubbs
Commercial Mgr. David Martin
Sales Prom Mgr. Lynn Garrett
Prog. Dir., Ch. Engr. Harry Boehnemann

BRANCH OFFICES

Alpine, Tex., Gene Hendrix; Ft. Stockton, Tex., Geo. Baker; Cortez, Colo., Jack Hawkins.

STATIONS

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

California Farm Network

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

Manager. Milton L. Levy
Radio Director. Al Tiffany

STATIONS

KFI, Los Angeles; KFBK, Sacramento; KMJ, Fresno; KERN, Bakersfield; KOMY, Watsonville; KXO, El Centro; KRE, Berkeley; KBEE, Modesto; KATY, San Luis Obispo, all Calif.

California-Oregon TV Trio

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

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

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California Northern Group

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

President. D. M. Comstock

STATIONS

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

California Radio Network

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

Gen. Mgr. Dale R. Peterson

STATIONS

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

Capital Radio Network

c/o Station WCEN, Mt. Pleasant, Mich.
President. Paul A. Brandt

STATIONS

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

Carolina Radio Group

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

President. Larry L. Welch
General Manager. H. Tom Morris
Representative Pearson

STATIONS

WTK, Durham; WFNC, Fayetteville, N. C.; WKIX, Raleigh; WCEC, Rocky Mt.; WRRF, Washington; WGNI, Wilmington; WBBB, Burlington; WSOC, Charlotte; WGBG, Greensboro; WIRC, Hickory; WSAT, Salisbury; WTOB, Winston-Salem, all N. C.

REGIONAL NETWORKS

Cascade Broadcasting Co.

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

President.....A. W. Talbot
General Manager.....Thomas C. Bostic
Gen. Sales Mgr.....Herchel R. Cary
Promotion Mgr.....Ed Morrissey
Program Director.....James W. Nolan, Jr.
Engineering Director.....M. E. Burrill

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STATIONS

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

CBS Radio Pacific Network

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

Gen. Manager.....Fred Ruegg
Commercial Mgr.....Gordon Mason
Sales Promotion Mgr.....Phil Hillman
Program Director.....Robert P. Suttton
Publicity Dir.....Lloyd Brownfield
Chief Engineer.....Ted Denton

BRANCH OFFICES

CBS Radio Spot Sales Offices: 485 Madison Avenue, New York, N. Y., Phone: PL 1-2345. Gordon F. Hayes, Gen. Sales Mgr.; Sheraton-Palace Hotel, San Francisco, Calif., YU 2-7000. Byron Nelson, Sales Mgr.; 932 Fisher Bldg., Detroit, Mich., TR 2-5500. Ralph H. Patt, Jr., Sales Mgr.; 630 N. McClurg Court, Chicago 11, Ill., WH 4-6000. Thomas H. Peterson, Sales Mgr.; 805 Peachtree St. N.E., Atlanta 8, Ga., TR 4-4407, George Swearingen, Sales Mgr.; Ninth & Sidney Sts., St. Louis 4, Mo., PR 3-1120. Eugene R. Myers, Sales Mgr.; 6121 Sunset Blvd., Los Angeles 28, Cal., HO 9-1212, Roland McClure, Sales Mgr.

STATIONS

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

CBS Television Pacific Network

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

President.....Merle S. Jones
General Manager.....Clark B. George

Sls. Prom., Info. Serv. Dir.....Austin Hoywood
Comm. Mgr.....Robert D. Wood
Prog. Director.....Donald M. Hine
Engineer in Charge.....Edwin Miller

STATIONS

KTVA, Anchorage, Alaska; KTVF, Fairbanks, Alaska; KOOL-TV, Phoenix, Ariz.; KOLD-TV, Tucson, Ariz.; KIVA, Yuma, Ariz.; KBAK-TV, Bakersfield, Calif.; KHSL-TV, Chico, Calif.; KIEM-TV, Eureka, Calif.; KFRE-TV, Fresno, Calif.; KNXT, Los Angeles, Calif.; KBET-TV, Sacramento, Calif.; KSBW-TV, Salinas-Monterey, Calif.; KFMB-TV, San Diego, Calif.; KPIX, San Francisco, Calif.; KSBY-TV, San Luis Obispo, Calif.; KKTU, Colorado Springs, Colo.; KLZ-TV, Denver, Colo.; KREX-TV, Grand Junction, Colo.; KGMB-TV, Honolulu, Hawaii; KBOL, Boise, Idaho; KID-TV, Idaho Falls, Idaho; KLIX-TV, Twin Falls, Idaho; KLEW-TV, Lewiston, Idaho; KOOK-TV, Billings, Mont.; KFBB-TV, Great Falls, Mont.; KMSO-TV, Missoula, Mont.; KLAS-TV, Las Vegas, Nev.; KOLO-TV, Reno, Nev.; KGGM-TV, Albuquerque, N. M.; KBES-TV, Medford, Ore.; KOTI-TV, Klamath Falls, Ore.; KOIN-TV, Portland, Ore.; KROD-TV, El Paso, Tex.; KVOS-TV, Bellingham, Wash.; KIRO-TV, Seattle, Wash.; KXLY-TV, Spokane, Wash.; KIMA-TV, Yakima, Wash.; KEPR-TV, Pasco, Wash.; KFBC-TV, Cheyenne, Wyo.; KSL-TV, Salt Lake City, Utah; KINY-TV, Juneau, Alaska; KEY-T, Santa Barbara, Cal.; KREY-TV, Montrose, Colo.; KHBC-TV, Hilo, T. H.; KMAU-TV, Wailuku, T. H.; KLEW-TV, Lewiston, Idaho; KXLF-TV, Butte, Mont.; KXGN-TV, Glendive, Mont.; KBAS-TV, Ephrata, Wash.

Colorado Network

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

Representative.....Cory

STATIONS

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

Columbia New England Radio Network

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

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

STATIONS

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

Concert Network, Inc.

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

President.....T. Mitchell Hastings
General Manager.....Lawrence L. Wynn
Program Director.....John Q. Adams
Chief Engineer.....David Passell

REGIONAL NETWORKS

BRANCH OFFICES

28 W. 44th St., N. Y. C. 22, Phone: BR 9-7530.
Gen. Mgr., Lawrence L. Wynn; P. O. Box 1062,
Hartford, Conn. Phone: BEverly 5-8622, Ch.
Engr., Wm. Meola; P. O. Box 1015, Providence,
R. I., Phone: NI 7-4827, Ch. Engr., Wm. Hlavas.

STATIONS

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

Lubbock, Tex.; KZIP, Amarillo, Tex.; WENO,
Nashville, Tenn.; WBAC, Cleveland, Tenn.;
WQSN, Charleston, S. C.; WPNX, Columbus,
Ga.; WEAS, Atlanta, Ga.; WABB, Mobile, Ala.;
WATV, Birmingham, Ala.; KLRN, Little Rock,
Ark.; KFAY, Fayetteville, Ark.; KTCS, Ft.
Smith, Ark.; WCBG, Chambersburg, Pa.;
WTTL, Madisonville, Ky.; WLDB, Atlantic City,
N. J.; WTAQ, LaGrange, Ill.; WMRO, Aurora,
Ill.; WREM, Remsen-Utica-Rome, N. Y.

The Connecticut State Network

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

President.....Samuel R. Elman
Vice-President.....Charles Bell
Directors.....Ed Waller,
Julian Schwartz, John Ellinger, Donald Las-
ser, Edward Taddle.

STATIONS

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

Corinthian Broadcasting Corporation

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

President.....C. Wrede Petersmeyer
Sec.-Treas.....Robert F. Bryan
Asst. to Pres.....Johnston F. Northrop
Dir. Sales.....Don L. Kearney
Dir. Programming.....Robert H. Salk
Dir. Research.....Charles H. Smith
Dir. Engineering.....George G. Jacobs
Dir. Prom. & Adv.....Robt. J. Sullivan

STATIONS

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

Country Music Network

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

President.....Charles "Chuck" Bernard
Asst. to President.....Rita Hughes
Promotion Director.....Leonard Kessler

BRANCH OFFICES

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

Exec. in Chg.....Miss L. Wentworth
Room 624, 1000 Main St., Dallas, Texas
Phone: RI 1-5217

Exec. in Chg.....Diane Spiegel

STATIONS

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

Crosley Broadcasting Corp.

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

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

BRANCH OFFICES

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

STATIONS

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

Dairyland Network

1410 Northwestern Bank Bldg.,
Minneapolis 2, Minn.

Phone: FEderal 8-5689

President.....H. W. Linder

STATIONS

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

Vic Diehm Radio Group, Inc.

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

Phone: GL 4-3531

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

BRANCH OFFICES

Hazleton Nat'l Bank Bldg., Hazleton, Pa.
(WAZL) Victor C. Diehm, Phone: GL 4-3531;
Colorado & Poplar Sts., Allentown, Pa. (WHOL)
Victor C. Diehm, Phone: HEmlock 4-4801;
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. (WHHY) 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, WBTW 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

RepresentativePearson

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

PresidentFaust 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

Board Chairman.....John W. Kluge
President.....Richard D. Buckley
V.P., TV Oper.....Bennet H. Korn
Treasurer.....Richard L. Geismar
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: DUmkirk 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

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OK Group

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

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

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Ozark Network

1037 S. Glenstone, Springfield, Mo.

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STATIONS

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

KLRS, Mountain Grove, KBHM, Branson, Mo.;
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STATIONS

WMPX, Memphis, Tenn.; WJJD, Chicago, Ill.;
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6540 Sunset Blvd., Hollywood, Calif.
Phone: HOLLYWOOD 3-3205

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Box 689, Allentown, Pa.
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STATIONS

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

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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

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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
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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.

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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
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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

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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.

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Storz Broadcasting Co.

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

Phone: WEBster 4700

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

STATIONS

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Tele-Broadcasters, Inc.

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

Phone: MU 7-8436

President.....H. Scott Killgore

REGIONAL NETWORKS

STATIONS

KALI, 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

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STATIONS

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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

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Grand Rapids, Mich.; WFBM-AM-TV, Indian-
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Phone: TEmple 2-8885

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WHIT, New Bern; WTIK, Durham; WGNI,

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WGBR, Goldsboro, N. C.; WELS, Kinston,
N. C.; WRCS, Ahoskie, N. C.; WFMO, Fair-
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STATIONS

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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

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Bemidji; KLIZ, Brainerd; KBMW, Breckenridge;
KDHL, Fairbault; KSUM, Fairmont; WEVE,
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Eighth & Eye Sts., N.W., Washington, D. C.
 PresidentRichard Eaton
 RepresentativeMcGillvra

BRANCH OFFICE

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

STATIONS

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 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
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STATIONS

KDUB-TV, Lubbock; KPAR-TV, Abilene-
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Westinghouse Broadcasting Co., Inc.

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

Phone: MURray Hill 7-0808

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STATIONS

KPIX, San Francisco, Calif.; WOWO, Fort
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 TV, Pittsburgh, Pa.; WIND, Chicago, Ill.;
 WJZ-TV, Baltimore, Md.; WBZ-FM, Boston,
 Mass.; KDKA-FM, Pittsburgh, Pa.; KYW-FM,
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Wisconsin Network

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

Phone: 723

PresidentJohn 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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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,
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 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.

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21 Brookline Ave., Boston 15, Mass.

Phone: Commonwealth 6-0800

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 Sales Promotion Mgr.George Hallberg
 Program DirectorJohn D. Maloy
 Publicity DirectorPhyllis Doherty
 Chief EngineerIrving B. Robinson

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 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-
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