

# NETWORK RADIO TODAY

## ... No Remote Controlled Jukebox

By ARTHUR HULL HAYES  
President, CBS Radio



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

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

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

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

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

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

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

# LOST?

IN THE NUMBERS MAZE



2 4 8 9 0

7 8 9 5 7 8 2

5522551  
0011992  
9933002

9 5

2 1 7 9 0 7 8 9 0

10 x 8 -

4 5 6 5  
1 2 3 4 5 6  
1 2 3 4 5 6  
2 5 2 3 9 0 0 0 0

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

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

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

## CBS RADIO NETWORK

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



# CBS RADIO





# COLUMBIA BROADCASTING SYSTEM, INC. CBS RADIO DIVISION

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

*Telephone: PLaza 1-2345*

*Registered Telegraphic Address—COLUMBIA NEW YORK*

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**Sheraton-Palace Hotel,**

**San Francisco 5**

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 Seymour Whitelaw.....Sales Manager  
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 Pede Worth.....Program Director  
 Don Mozley.....Director of News and Public Affairs

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 Foster Brown, Jr.....Sales Manager  
 Paul Douglass.....Program Manager  
 Alice Koch.....Promotion Manager  
 Rex Davis.....News Director

**KNX and KNX-FM and  
 Columbia Pacific Network**

**6121 Sunset Blvd., Los Angeles 28**

Fred Ruegg.....V.P. & 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

E. H. Shomo..... V.P. & General Manager  
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City & Monument Aves., Phila. 31

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Dorothy Boyle..... Mgr., Program Statistics, Info.



# POWER OF LOCAL RADIO

## ...KBS Marks 20th Anniversary

By **SIDNEY J. WOLF**

President, Keystone Broadcasting Company



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

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

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

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

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

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

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





# KEYSTONE BROAD

## ALABAMA

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

## ARIZONA

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

## ARKANSAS

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

KBRS Springdale  
 KWAK Stuttgart  
 KRLW Walnut Ridge  
 KWRF Warren  
 KWYN Wynne

## CALIFORNIA

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

## COLORADO

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

## DELAWARE

WSUX Seaford

## FLORIDA

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

WIPC Lake Wales  
 WLBE Leesburg  
 WNER Live Oak  
 WMAF Madison  
 WTOT Marianna  
 WMIE Miami  
 WNOG Naples  
 WSSB New Smyrna Beach  
 WTM C Deala  
 WKIS Orlando  
 WWP F Palatka  
 WDL P Panama City  
 WPFA Pensacola  
 WPRY Perry  
 WFLA Plant City  
 WCNH Quincy  
 WFOY St. Augustine  
 WTRR Sanford  
 WKXY Sarasota  
 WJCM Sebring  
 WRGR Starke  
 WSTU Stuart  
 WJEN Tallahassee  
 WOL Tampa  
 WAXE Vero Beach  
 WAUC Wauchula

## GEORGIA

WAAG Adel  
 WJAZ Albany  
 WCQS Alma  
 WDEC Americus  
 WDDL Athens  
 WBJA Augusta  
 WMGR Bainbridge  
 WHAB Baxley  
 WBBK Blakely  
 WWCC Bremen  
 WMOG Brunswick  
 WDMF Buford  
 WGRA Cairo  
 WCLB Camilla  
 WCHK Canlon  
 WLBB Carrollton  
 WBHF Cartersville  
 WGAA Cedartown  
 WCLA Claxton  
 WRWH Cleveland  
 WJMJ Cordele  
 WGF5 Covington  
 WBLJ Dalton  
 WDWD Dawson  
 WDMG Douglas  
 WMLT Dublin  
 WTJH East Point  
 WSGC Elberton  
 WBHB Fitzgerald  
 WFPM Fort Valley  
 WGA Gainesville  
 WKEU Griffin  
 WCEH Hawkinsville  
 WGML Hinesville  
 WBGR Jesup  
 WLFA Lafayette  
 WLAG La Grange  
 WYTH Madison  
 WFDR Manchester  
 WBIE Marietta  
 WDAX McRae  
 WMVG Milledgeville  
 WGSR Millen  
 WMRE Monroe  
 WMGA Moultrie  
 WBBN Perry  
 WSBF Quitman  
 WRGA Rome  
 WNSN Sandersville  
 WSDK Savannah  
 WNSN Statesboro  
 WSYL Sylvania  
 WSFT Thomaston  
 WKTG Thomasville  
 WTWA Thomson  
 WWSG Tifton

WLET Toccoa  
 WJEM Valdosta  
 WYOP Vidalia  
 WAYX Waycross  
 WBRO Waynesboro  
 WBMK West Point  
 WIMO Windsor

## HAWAII

KILA Hilo  
 KAIM Honolulu

## IDAHO

KGEM Boise  
 KBAR Burley  
 KCID Caldwell  
 KVIN Coeur d'Alene  
 KORT Grangeville  
 KIFI Idaho Falls  
 KRPL Moscow  
 KLER Orofino  
 KEOK Payette  
 KYTE Pocatello  
 KRKX Rexburg  
 KSRSA Salmon  
 KSPT Sandpoint  
 KBRV Soda Springs  
 KEEP Twin Falls

## ILLINOIS

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

## INDIANA

WCBC Anderson  
 WBNL Boonville  
 WILO Frankfurt  
 WHLT Huntington  
 WITZ Jasper  
 WBTO Linton  
 WORX Madison  
 WPCD Mount Vernon  
 WPGW Portland  
 WSLM Salem  
 WJCD Seymour  
 WTCJ Tell City  
 WMFT Terre Haute  
 WAMW Washington

## IOWA

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

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

## KANSAS

KARE Atchison  
 KCRB Chanute  
 KCKK Concordia  
 KWOC Emporia  
 KMDD Fort Scott  
 KIUL Garden City  
 KBLR Goodland  
 KAYS Hays  
 KBWB Hutchinson  
 KIND Independence  
 KJCK Junction City  
 KCLO Leavenworth  
 KMAN Manhattan  
 KNDY Marysville  
 KNEX McPherson  
 KJRG Newton  
 KLLC Parsons  
 KSEK Pittsburg  
 KWSK Pratt  
 KRSL Russell  
 KT0P Topeka

## KENTUCKY

WANY Albany  
 WBRT Bardstown  
 WCBL Benton  
 WLBJ Bowling Green  
 WTCO Campbellsville  
 WNCB Central City  
 WAIN Columbia  
 WCTT Corbin  
 WCPM Cumberland  
 WCYN Cythiana  
 WHIR Danville  
 WIEL Elizabethtown  
 WSTL Eminence  
 WFKY Frankfort  
 WFKN Franklin  
 WKAY Glasgow  
 WHLN Harlan  
 WHBN Harrodsburg  
 WKIC Hazard  
 WSON Henderson  
 WKOA Hopkinsville  
 WLBN Lebanon  
 WMTL Leitchfield  
 WBLG Lexington  
 WFMW Madisonville  
 WWXL Manchester  
 WNGD Mayfield  
 WFTM Maysville  
 WMIK Middlesboro  
 WFLW Monticello  
 WMOR Morehead  
 WMST Mt. Sterling  
 WNKY Neon  
 W0M1 Owensboro  
 W0P1 Paintsville  
 WKLX Paris  
 WPKE Pikeville  
 WPRT Prestonsburg  
 WPKY Princeton  
 WEKY Richmond  
 WRUS Russellville  
 WLCK Scottsville  
 W5FC Somerset

# CASTING SYSTEM

## LOUISIANA

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

## MAINE

WRUM Rumford  
 WGHM Skowhegan

## MARYLAND

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

## MASSACHUSETTS

WREB Holyoke  
 WSRO Marlboro  
 WMRC Milford  
 WBEC Pittsfield  
 WARE Ware

## MICHIGAN

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

WHLS Port Huron  
 WIOS Tawas City

## MINNESOTA

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

## MISSISSIPPI

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

## MISSOURI

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

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

## MONTANA

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

## NEBRASKA

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

## NEVADA

KPTL Carson City  
 KVLV Fallon  
 KRAM Las Vegas  
 KATO Reno

## NEW HAMPSHIRE

WKXL Concord  
 WLNH Laconia

## NEW JERSEY

WNNJ Newton

## NEW MEXICO

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

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

## NEW YORK

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

## N. CAROLINA

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

## OHIO

WNCO Ashland  
 WILE Cambridge  
 WBEX Chillicothe  
 WJER Dover  
 WJEH Gallipolis  
 WSRW Hillsboro  
 WIRO Ironton  
 WLMJ Jackson  
 WUIZ Lorain  
 WTIG Massillon  
 WMPD Middleport  
 WPTW Piqua  
 W10I Portsmouth  
 WBLV Springfield  
 WCHO Washington Court  
 House  
 WKOV Wellston  
 W0ST Wooster

## OKLAHOMA

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

## OREGON

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

## PENNSYLVANIA

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

## NORTH DAKOTA

KQDI Bismarck  
 KDLY Dickinson  
 KNDC Heitinger  
 KEYJ Jamestown  
 KOVC Valley City

# KEYSTONE BROADCASTING SYSTEM

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

## RHODE ISLAND

WWR1 West Warwick

## S. CAROLINA

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

## SOUTH DAKOTA

KABR Aberdeen  
KRFS Belle Fourche  
KBRK Brookings  
KOBH Hot Springs  
K11V Huron  
KJAM Madison  
KOLY Mohrville  
KGFX Pierre  
KEZU Rapid City  
KISD Sioux Falls  
KWAT Watertown  
KWYR Winner  
KYNT Yankton

## TENNESSEE

WEAG Alcoa  
WLAR Athens  
WFHG Bristol

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

## TEXAS

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

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

## UTAH

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

KTUT Tooele City  
KVEL Vernal

## VIRGINIA

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

## WASHINGTON

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

## WEST VIRGINIA

WTIP Charleston  
WHAR Clarksburg  
WDNE Elkins  
WTCS Fairmont  
WKYR Keyser

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

## WISCONSIN

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

## WYOMING

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

## VIRGIN ISLANDS

WIVI Christiansted

# KEYSTONE BROADCASTING SYSTEM, INC.

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

## *Officers and Directors*

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

## *New York*

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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**  
**Arthur Wolf**..... **Secretary-Treasurer**  
**Paul Kolar**..... **Comptroller**  
**William Wolf, John Hartigan**..... **Account Executives**  
**Charlotte Tucker**..... **Director of Station Relations**  
**Anita Larie**..... **Auditor**  
**Jane C. McFadgen**..... **Traffic Manager, Program Director**

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**S. H. Taylor**..... **Account Executive**

## *Detroit*

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Phone: WOODward 2-4505

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

# NETWORKING THE NEWS

## ... Radio Provides Headline Punch

By ROBERT F. HURLEIGH

President, Mutual Broadcasting System



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

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

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

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

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

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

ing board for public opinion.

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

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

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

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





# MUTUAL...



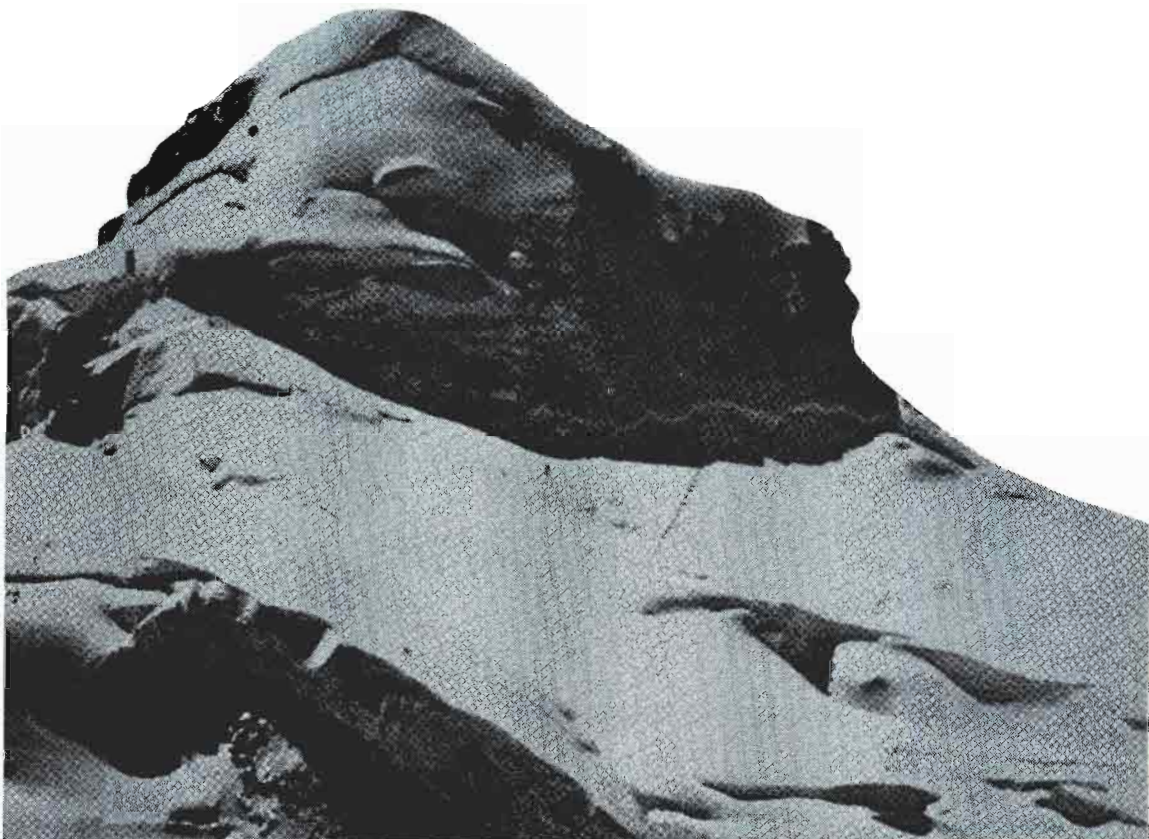
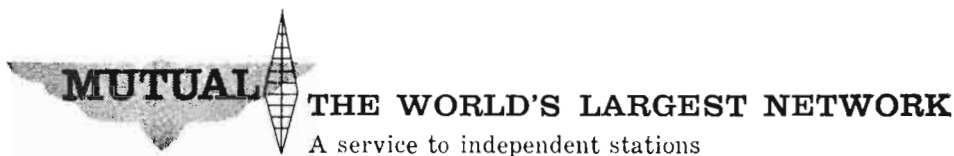
**A SERVICE TO**

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

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

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

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



**INDEPENDENT STATIONS**

# MUTUAL BROADCAST

## ALABAMA

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

## ARIZONA

KSTX Bismarck  
 KVAE Flagstaff  
 KWTB Globe  
 KNOB Nogales  
 KOY Phoenix  
 KFLD Safford  
 KTFD Tucson  
 KXSA Winslow  
 KVOY Yuma

## ARKANSAS

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

## CALIFORNIA

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

## COLORADO

KIMN Denver  
 KGLN Glenwood Springs (D)

## CONNECTICUT

WNEF Hartford-Manchester  
 WTOR Torrington  
 WYWO Waterbury  
 WAHS Ansonia-New Haven (D)  
 WHJ Wiltonatic

## DELAWARE

WDOV Dover (D)

## DISTRICT OF COLUMBIA

WOL Washington

## FLORIDA

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

## GEORGIA

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

## ILLINOIS

WJLS Chicago  
 WGLH Galesburg  
 WJPF Herrin

## INDIANA

WEBR Anderson  
 WASK Lafayette  
 WSAJ Logansport  
 WJVA South Bend (D)  
 WJOW Terre Haute  
 WAOV Vincennes

## IOWA

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

## KANSAS

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

## KENTUCKY

WLLJ Bowling Green  
 WJTP Corbin  
 WJHR Evansville  
 WTAT Louisville (D)  
 WPMW Madisonville (D)  
 WPTM Maysville  
 WKSB Paducah  
 WSDP Paducahville  
 WPKK Pikeville  
 WSPK Somerset

## LOUISIANA

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

## MARYLAND

WPTI Baltimore  
 WKYR Cumberland-Keyser,  
 W. Va. (D)  
 WJEL Hagerstown

## MASSACHUSETTS

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

## MICHIGAN

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

## MINNESOTA

KATN Austin  
 KRMW Iron-Kenridge  
 WQMN Tujah-Superior (D)  
 WPEY Elk  
 WVEE Eveleth  
 KOZY Grand Rapids  
 KEVE Minneapolis  
 KWAD Washeta

## MISSISSIPPI

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

## MISSOURI

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

## MONTANA

RACN Sidney



KVCK Wolf Point

## NEBRASKA

KGFV Kearney  
 KLMN Lincoln  
 KBRI Mc Cook (D)

## NEVADA

KHET Reno

## NEW JERSEY

WLDB Atlantic City  
 WTTM Trenton

## NEW MEXICO

KALQ Alamogordo  
 KHAM Albuquerque  
 WETA Artesia  
 KREW Hobbs  
 KGFL Roswell  
 WPEY El  
 KSSL Silver City

## NEW YORK

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

## NORTH CAROLINA

WVNC Asheville-Charlotte  
 WJAL Elizabeth City  
 KCFN Fayetteville  
 WFCV Fuquay Springs (D)

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

## NORTH DAKOTA

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

## OHIO

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

## OKLAHOMA

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

## OREGON

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

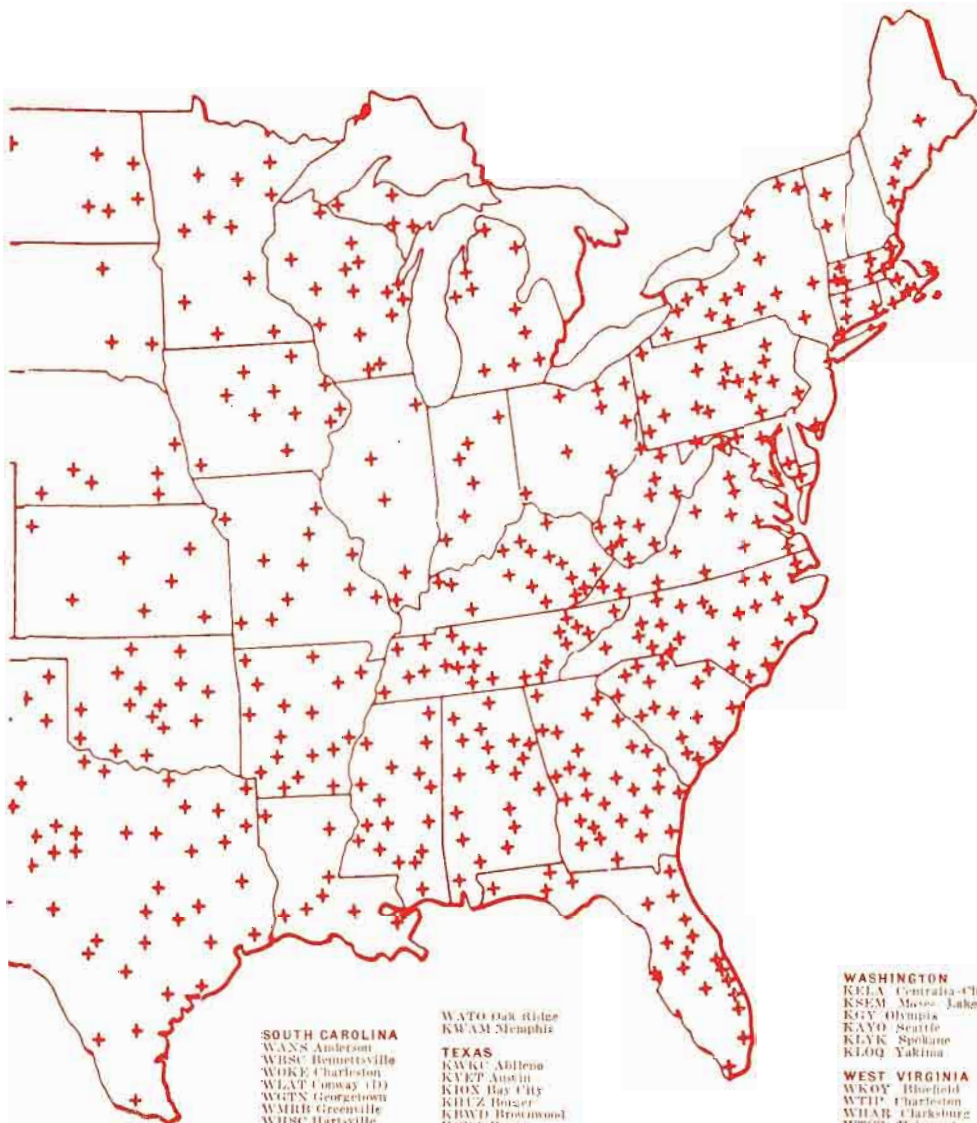
## PENNSYLVANIA

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

## RHODE ISLAND

WRIB Providence (D)

# CASTING SYSTEM



## SOUTH CAROLINA

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

## SOUTH DAKOTA

KORX Mitchell  
 KWAT Watertown  
 KJHJ Huron

## TENNESSEE

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

WATO Oak Ridge  
 KWAM Memphis

## TEXAS

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

## UTAH

KLFB Salt Lake City

## VERMONT

WVLC Newport  
 WTVX St. Johnsbury

## VIRGINIA

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

## WASHINGTON

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

## WEST VIRGINIA

WKOY Bluefield  
 WTH Charleston  
 WTAH Clarksburg  
 WTCB Fairmont  
 WPLH Huntington (D)  
 WLOG Logan  
 WMOX Montrossburg  
 WTAJ Parkersburg  
 WVAR Wheelock (D)  
 WRTW Williamson

## WISCONSIN

WIII Appleton  
 WBEZ Beloit  
 WBLZ Eau Claire  
 KPTZ Fond du Lac  
 WJPS Green Bay  
 WISM Hayward (D)  
 WJLD Janesville  
 WBSL Madison  
 WOMT Manitowish  
 WFOK Milwaukee (D)  
 WHT Payette  
 WRD Rosburg  
 WJMU Rice Lake  
 WPHR Wisconsin Rapids

## WYOMING

KYWO Cheyenne (D)

# SOUNDS OF THE '60's

...Will Be The Sound Of Action

By WILLIAM K. McDANIEL

Vice President in Charge, NBC Radio Network



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

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

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

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

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

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

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

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

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

# NATIONAL BROADCASTING COMPANY, INC.

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

Telephone: Circle 7-8300

Registered Telegraphic Address: **NATBROCAST NEW YORK**

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Frank M. Folsom	Robert W. Sarnoff
Harry C. Hagerty	Walter Bodell Smith
Mrs. Douglas Horton	Lewis L. Stradss
Harry C. Ingles	John K. West
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Thomas W. Sarnoff	Vice President
Carleton D. Smith	Vice President
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Alfred R. Stern	Vice President
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Robert E. Kintner	President

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

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Helen Davis	Mgr., General Office Service
Anthony J. Dente	Mgr., Operating Budgets & Financial Evaluation
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Harry F. McKeon	Dir., Tax Office
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James Jurist	Chief Accountant
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George M. Nixon	Dir., Engineering Dev.
Chester A. Rackey	Dir., Facilities Engineering
William S. Duttera	Mgr., Allocations Engin'g
Raymond F. Guy	Sr. Staff Engineer

(Continued on Page 244)





**Political Broadcasting Unit**

William S. Hedges.....Vice President

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

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 NBC SPOT SALES**

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 NBC Spot Sales  
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**NBC Spot Sales**

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

**NBC Owned Stations**

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

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

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

**WRC, WRC-FM, Washington**

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

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

**WAMP, WFMP, Pittsburgh**

1459 Crane Ave., Pittsburgh 20  
 LOcust 3-5238

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

**WMAQ, WMAQ-FM, Chicago**

Merchandise Mart, Chicago 54  
 Superior 7-8300

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

**WRCV, Philadelphia**

1619 Walnut St., Phila.  
 LOcust 4-3700

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

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

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

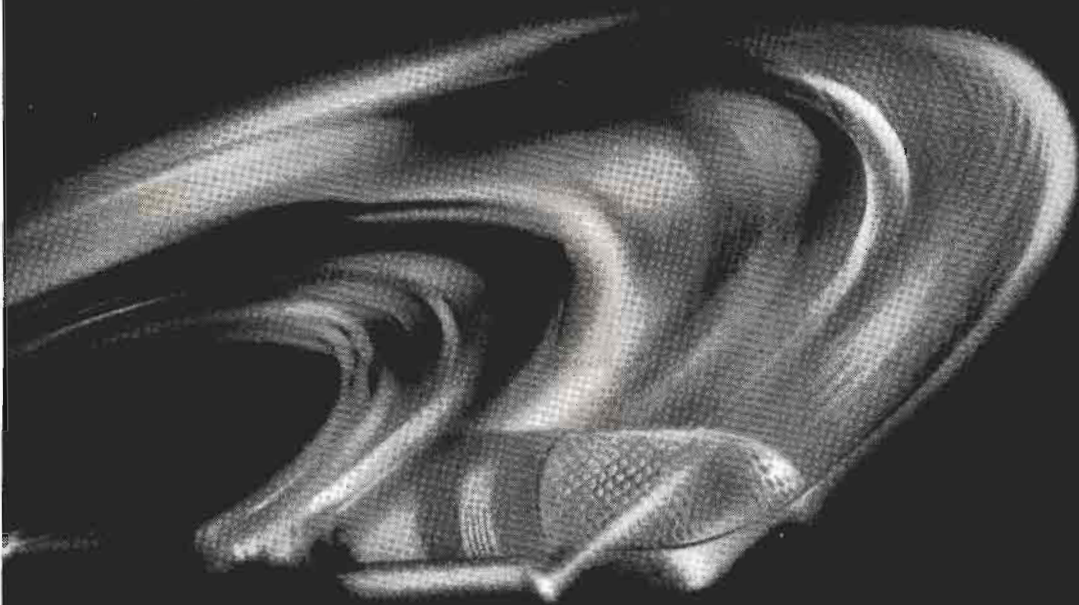
George W. Fuerst.....General Manager  
 Richard H. Gravett.....Sales Manager  
 Jack Wagner.....Program Manager  
 Bert Medar.....Business Manager

**RADIO NETWORK**

William K. McDaniel.....V.P., Radio Network  
 George A. Graham, Jr.....V.P. & General Mgr.  
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 Paul Mensing.....Mgr., Sales, Detroit  
 George Diefenderfer.....Mgr., Central Sales  
 David A. Engles.....Mgr., Western Sales  
 Howard Gardner.....Mgr., Sales Development  
 Robert C. Hitchens...Mgr., Sales Presentations  
 Ludwig W. Simmel...Mgr., Sales Service &  
 Traffic  
 Robert Wogan.....Mgr., Program Operations

*“we  
take you  
now to”..*

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

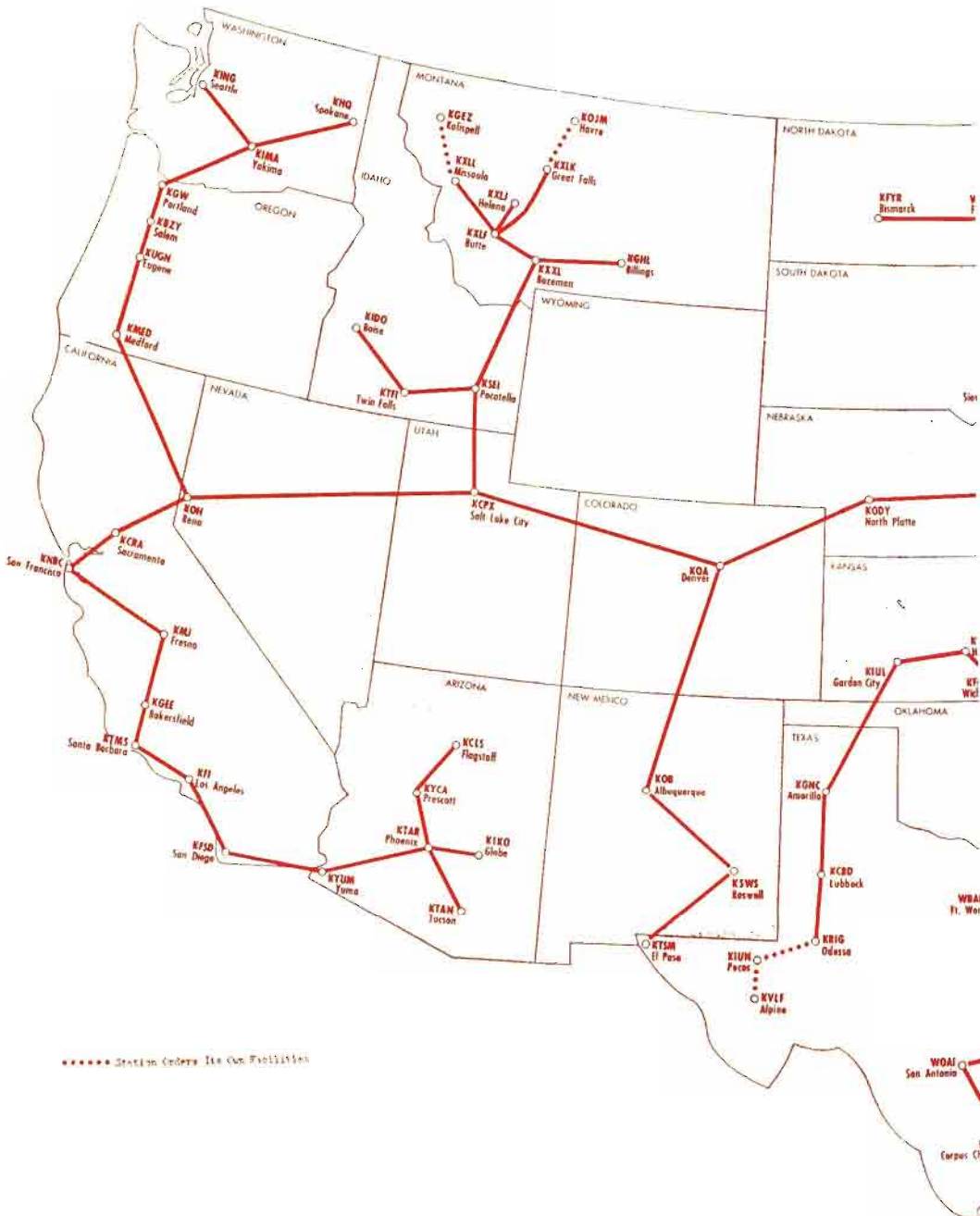


*The roar of a rocket ...  
the din of a political convention ...  
the familiar voices of headline  
personalities and favorite  
entertainers—these sounds are part  
of the Listening Watch  
which will be kept by NBC Radio  
in the critical years ahead.*

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

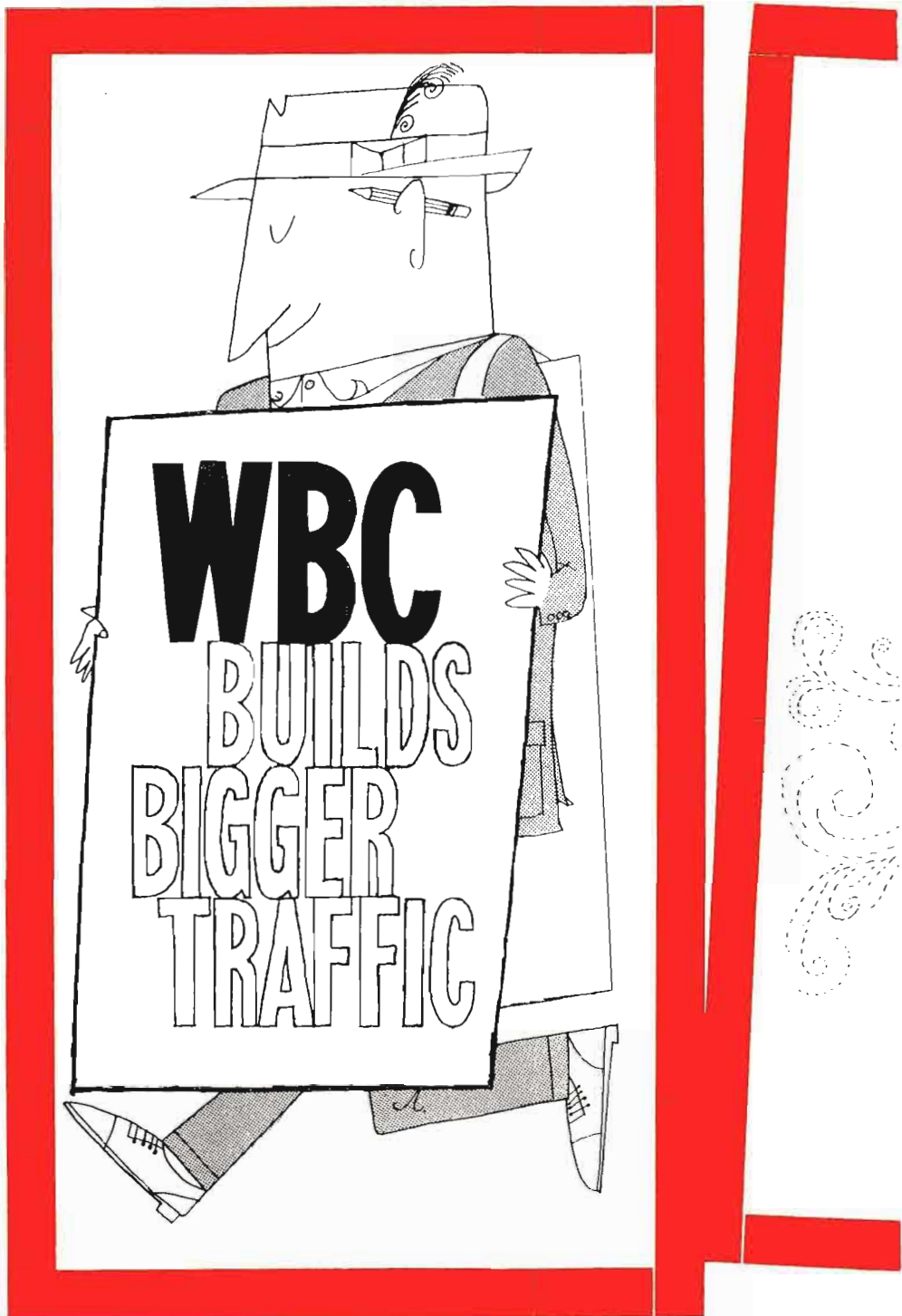
*the sound of the sixties on  
THE NBC RADIO NETWORK*

# NBC RADIO



# NETWORK







## RADIO

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

## TELEVISION

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

No selling campaign is complete  
without the **W B C** stations

## WESTINGHOUSE BROADCASTING COMPANY, INC.

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

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

# NATIONAL ASSOCIATION OF BROADCASTERS

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

## Officers

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

**John F. Meagher**  
*V.P. For Radio*

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

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in Charge of Joint Affairs*

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**Louise K. Aldrich**, *Librarian*

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

**William Carlisle**, *Manager of Station Relations*

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

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

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

**Douglas A. Anello**, *Chief Counsel*

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

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

## RADIO BOARD OF DIRECTORS

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

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



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

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John H. DeWitt, Jr.  
WSN, Nashville, Tenn.  
John F. Patt  
WJR, Detroit

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KREX, Grand Junction, Colo.  
Frederick A. Knorr  
WKMH, Dearborn, Mich.  
Alvis Temple  
WKCT, Bowling Green, Ky.

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

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J. R. Livesay  
WLBH, Mattoon, Illinois  
Robert T. Mason  
WMRN, Marion, O.

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Merrill Lindsay  
WSOY-FM, Decatur, Illinois

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Dwight W. Martin  
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G. Richard Shafte  
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Clair R. McCollough  
WGAL-TV, Lancaster, Pa.  
W. D. Rogers  
KDUB-TV, Lubbeck, Tex.

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Corinthian Broadcasting Corp., N. Y.  
Willard E. Walbridge  
KTRK-TV, Houston, Texas

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William B. Lodge  
CBS-TV, New York, N. Y.  
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New York, N. Y.



## ROOM AT THE TOP

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

Scores of success stories in H-R's files attest to the sensational job spot advertising does.

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

 **H-R** Television, Inc.  
Representatives  
"We always send a man to do a man's job"

**TELEVISION DAILY**

presents

**STATION  
REPRESENTATIVES**

☆ ☆ ☆ ☆ ☆

EXECUTIVE PERSONNEL  
KEY & BRANCH OFFICES  
LIST OF AM AND TV  
STATION AFFILIATES

**1960**



## **E X P E R I E N C E**

Behind the brow of the pilot, knowledge won through years of experience . . . skill born of doing.

In our business, too, 14 years experience have given us a background that makes the time buyer's job easier . . . lessens the chance of costly errors.

Such experience must be earned. And there's no substitute for it.

**A V E R Y - K N O D E L**  
I N C O R P O R A T E D

New York   Atlanta   Dallas   Detroit   San Francisco   Los Angeles   Chicago

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64 East Lake St., Chicago, Ill.  
Phone: STate 2-0460

Vice President.....Joseph Kapps

## ALASKA RADIO & TV SALES

c/o Weed Television  
579 Fifth Ave., New York 17, N. Y.  
Manager.....Roy Smith

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Phone: EMpire 6-7691

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General Manager.....Reo G. Thompson  
Prom. Mgr.....P. N. Harricks

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Mgr., Program Division.....D. C. S. Murray

### TV Division

Mgr., Station Time Div.....Ross McCreath

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Phone: UNiversity 6-9868

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706 Electric Railway, Chamber Bldg.  
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Phone: WHitehall 2-6861

Manager.....B. Pirie  
Taylor, Pearson & Carson Bldg.  
Calgary, Alberta  
Phone: 2-7691

Manager.....J. E. Cavanaugh  
1161 Melville St., Vancouver, B. C.  
Phone: MUtual 4-7461

Manager.....J. E. Baldwin

## ROBERT R. ALLEN CO.

233 Sansome St., San Francisco, Calif.  
Phone: EXbrook 7-6187

Manager.....Bob Allen

### Branch Office

1546 N. Highland Ave., Hollywood, Calif.  
Phone: HO 2-4939

Manager.....Henry M. Stanley

## AM RADIO SALES COMPANY

666 Fifth Ave., New York 19, N. Y.  
Phone: PLaza 7-4567

President.....Donald H. McGannon  
Vice Pres. & Gen. Mgr.....W. H. Losee

### Branch Offices

400 N. Michigan Ave., Chicago 14, Ill.  
Phone: MOhawk 4-6555

V.P., Midwest Mgr.....Jerry Glynn  
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Phone: HOLlywood 5-0695

Manager.....Ray L. Taylor  
950 California St., San Francisco 8, Calif.

Manager.....Kenneth R. Carey  
2161 Penobscot Bldg., Detroit 26, Mich.  
Phone: WOODward 5-2420

Manager.....Walter A. Schwartz

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Exec. Vice-President.....J. W. Knodel  
Vice-President.....Charles C. Coleman, Jr.  
Secy., Treas.....Philip Schloeder, Jr.  
Assistant Treasurer.....John J. Tormey

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Phone: WHitehall 4-6869

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235 Montgomery St., San Francisco 4, Calif.  
Phone: YUKon 2-2053

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Phone: DUNKirk 5-6394

Pacific Coast Mgr., Radio.....W. E. Moore  
41 Marietta St., N.W., Atlanta 3, Ga.  
Phone: JACKson 3-2545

Vice President.....Charles C. Coleman  
320 Fidelity Life Bldg., Dallas 1, Texas  
Phone: RIVERSide 7-7761

Exec. in Charge.....Wallis Ivy  
2226 Guardian Bldg., Detroit 26, Mich.  
Phone: WOODward 1-9607

Executive.....Glen W. Gilbert

## JAMES S. AYERS CO.

Glenn Bldg., Atlanta, Ga.  
Phone: JACKson 5-0459

President.....James S. Ayers

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S. Church St. Bldg., Charlotte, N. C.  
Phone: FRanklin 5-6146

Manager.....Guy Vaughn

## ELISABETH M. BECKJORDEN

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Phone: PLaza 5-4262

## CHARLES BERNARD CO., INC.

730 Fifth Ave., New York 19, N. Y.  
Phone: CIRCLE 6-7242

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

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Phone: LEXington 9-1680

General Manager.....Miss L. Wentworth  
(Continued on Page 239)

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(Continued from Page 237)

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*Phone: DUnkirk 2-3200*  
 Mgrs.....Harlan Oakes, Hugh Wallace  
 260 Kearny St., San Francisco 8, Calif.  
*Phone: EXbrook 7-4821*  
 Mgr.....Ed Gamrin, Don Ferrull

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*Phone: WOODward 2-7298*  
 President.....Hil F. Best  
 General Manager.....Michael Best  
*Branch Offices*  
 101 Park Ave., New York 17, N. Y.  
*Phone: LEXington 2-3783*  
 Geo. T. Hopewell, Joseph Cannon  
 205 W. Wacker Dr., Chicago 6, Ill.  
*Phone: STate 2-5096*  
 Executives-in-charge .....Hooper Jones,  
 Betty Palmer  
 111 N. LaCienega Blvd., Beverley Hills, Cal.  
*Phone: OLeander 5-8326*  
 Exec.-in-Charge .....James Walsh

### WALTER BIDDICK COMPANY

1046 So. Olive St., Los Angeles 15, Calif.  
*Phone: RICHmond 9-8800*  
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 Office Mgr.....Barbara McNey  
 Traveling Rep.....Burt Zoul

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 President.....John P. Blair  
 Exec. Vice-Pres.....Arthur H. McCoy  
 Stations Oper. Mgr.....Wells Barnett  
 Vice-President.....Ward Dorrell  
 Secretary-Treasurer .....Blake Blair  
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*Phone: SU 7-2300*  
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 1617 Pennsylvania Blvd., Philadelphia, Pa.  
*Phone: LOcust 8-0290*  
 Manager .....Henry Chadwick  
 3460 Wilshire Blvd., Los Angeles 5, Calif.  
*Phone: DUnkirk 7-1333*  
 Vice-President.....Carleton E. Coveny  
 937 Paul Brown Bldg., St. Louis 1, Mo.  
*Phone: CHestnut 1-5686*  
 Manager .....Carlos Reese  
 617 Book Bldg., Detroit 26, Mich.  
*Phone: WOODward 1-6030*  
 Manager .....Charles Fritz  
 467 Rio Grande Nat'l Bldg., Dallas, Texas  
*Phone: RIVerside 1-4228*  
 Manager .....Frank Carter  
 118 Newbury St., Boston, Mass.  
*Phone: KE 6-1472*  
 Manager.....Ernest W. Kitchen  
 101 Marietta St., Atlanta, Ga.  
*Phone: JA 5-6482*

Vice-President..... Charles Dilcher  
 3319 White-Henry-Stuart, Seattle, Wash.  
*Phone: MAIn 3-6270*  
 Manager.....John Burr

### BLAIR TELEVISION ASSOCIATES, INC.

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 Exec. V.P.....Richard L. Foote  
 V.P. & Research Dir.....W. Ward Dorrell  
 Dir. Sales Develop.....Martin Katz  
 Adv. Mgr.....Paul Blakemore  
 TV Research Opera.....Edward G. O'Berst  
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*Phone: FRanklin 2-3819*  
 Vice-Pres., Mgr.....Arthur C. Stringer  
 3460 Wilshire Blvd., Los Angeles, Cal.  
*Phone: DUnkirk 1-3811*  
 Manager .....David Lundy  
 155 Sansome St., San Francisco, Cal.  
*Phone: YUkon 2-7068*  
 Manager .....Ned Smith  
 617 Book Bldg., Detroit 26, Mich.  
*Phone: WOODward 1-6030*  
 Manager .....Gabriel Dype  
 937 Paul Brown Bldg., St. Louis, Mo.  
*Phone: CHestnut 1-5686*  
 Manager .....Richard Quigley  
 3028 Southland Center, Dallas 1, Tex.  
*Phone: RIVerside 1-4228*  
 Manager .....Steve Beard  
 118 Newbury St., Boston 16, Mass.  
*Phone: KENmore 6-1472*  
 Manager .....Bruce Pattysen  
 1402 Barnett Bank Bldg., Jacksonville, Fla.  
*Phone: ELgin 6-5770*  
 Manager .....Harry Cummings  
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 Vice Pres., E. Sales Mgr... John P. Denninger  
 V.P. & Research Dir.....W. Ward Dorrell  
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 V. P., Manager.....Harry Smart  
 155 Sansome St., San Francisco 4, Calif.  
*Phone: YUkon 2-7068*  
 Manager .....Edward Smith  
 3150 Wilshire Blvd., Los Angeles 5, Calif.  
*Phone: DU 1-3811*  
 Manager .....David Lundy  
 937 Paul Brown Bldg., St. Louis 1, Mo.  
*Phone: CHestnut 1-5686*  
 (Continued on Page 240)

**STATION REPRESENTATIVES**

Manager.....Richard Quigley, Jr.  
617 Book Bldg., Detroit 26, Mich.  
Phone: W**OODWARD** 1-6030

Manager.....Gabe Dype  
3028 Southland Center, Dallas, Texas  
Phone: R**LVERSIDE** 1-4228

Manager.....Steve Beard  
1402 Barnett Bank, Jacksonville, Fla.  
Phone: E**LGIN** 6-5770

Manager.....Harry E. Cummings  
118 Newbury St., Boston, Mass.  
Phone: K**ENMORE** 6-1472

Manager.....Bruce Pattyson  
White-Henry-Stuart Bldg., Seattle, Wash.  
Phone: M**A**IN 3-6270

Manager.....John Burr  
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Phone: M**U** 9-2586

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Phone: M**U** 8-3988

Exec. in Charge.....J. Whitehead  
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Exec. in Charge.....C. G. O'Neill, Jr.  
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Phone: O**LYMPIA** 2-1313

Exec. in Charge.....L. O'Connell  
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Phone: Y**U** 6-1689

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Vice President.....I. O'C. Bolam  
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Treasurer.....Robert H. Bolling  
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Pres. (Radio Div.).....G. William Bolling III  
Sales Develop. Dept.....Morton A. Barrett  
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Phone: RIVERSide 8-5831

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Phone: JACKson 2-3025

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Phone: CHestnut 1-6192

Executive-in-Charge.....John Henderson  
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Phone: JACKson 6-2344

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**WCKY**—Cincinnati (Midwest—West Coast only)

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 Dir., Sta. Rel.....Norman Flynn  
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 Research Director.....Elaine Corse  
 Public Rel. Dir.....Linda Miller  
 Office Manager .....Chris Jordan

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 Manager .....Earl Glickman  
 681 Market St., San Francisco 11, Calif.  
 Phone: SUTter 1-8656  
 Manager .....Paul Kinsley  
 286 Penobscot Bldg., Detroit, Mich.  
 Phone: WOODward 5-7618  
 1540 N. Highland, Los Angeles 28, Cal.  
 Phone: HO 5-1755  
 Manager .....Newt Deiter  
 496 Arcade Bldg., St. Louis 1, Mo.  
 Phone: MAIn 1-5019

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 Vic-pres., Treas.....Andrew E. Peranni  
 Sales .....Bill Keys  
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 Phone: TRinity 5-9539  
 Exec. Vice President.....Bill McRae  
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Sales Manager, N. Y.....Ray H. Kremer

Client Relations Mgr.....George Arnold  
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Phone: Whitehall 4-6000

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932 Fisher Bldg., Detroit 2, Mich.  
Phone: TRinity 2-5500

Sales Manager.....Ralph Patt, Jr.  
Sheraton-Palace Hotel, San Francisco 5, Calif.  
Phone: YUKON 2-7000

Sales Manager.....Ralph F. Glazer  
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Phone: HOLLYWOOD 9-1212

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Sales Manager.....Eugene Myers

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V.P. & Gen. Mgr.....Bruce R. Bryant  
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 Phone: TRinity 5-6677

Manager.....H. H. Holtshouser  
 932 Fisher Bldg., Detroit 2, Mich.  
 Phone: Trinity 2-5500

Manager.....John S. Logan  
 Palace Hotel, San Francisco, Calif.  
 Phone: YUkon 2-7000

Manager.....Richard R. Loftus  
 1313 N. Vine St., Los Angeles 28, Calif.  
 Phone: HOLlywood 9-1212

Manager.....George W. Faust

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 Vice-President.....Irvin Gross  
 Sales Manager.....Philbin S. Flanagan

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 Phone: CE 6-6357

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 1646 Russ Bldg., San Francisco 4, Calif.  
 Phone: YU 2-1204

Manager.....Richard E. Green  
 2107 Book Building, Detroit 26, Mich.  
 Phone: WOODward 3-2365

Manager.....Joseph R. Spadea  
 581 Boylston St., Boston 16, Mass.  
 Phone: Copley 7-1180

Manager.....Robert N. Cloutier  
 972 Peachtree St. N.E., Atlanta, Ga.  
 Phone: TR 5-9311

Manager.....Neal W. Robbins

### THOMAS F. CLARK COMPANY, INC.

608 Fifth Ave., New York 20, N. Y.  
 Phone: JUdson 2-1622

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 Assistant Manager....Madeleine E. Miklos  
 Sales Manager.....John Boyd

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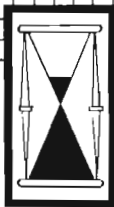
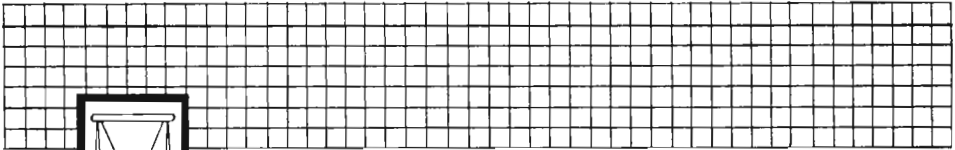
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 Phone: State 2-1663

Manager.....Paul Elsberry  
 Book Bldg., Detroit, Mich.  
 Phone: WOODward 1-6036

Manager.....Paul Pequinot  
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(Continued on Page 246)



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(Continued from Page 244)

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Manager ..... Robert Hitchings

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Vice-president ..... Robert R. Vance, Jr.

#### Branch Offices

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

Phone: ANdover 3- 5566

Manager ..... Arthur Tauder

730 S. Western Ave., Los Angeles 5, Calif.

Phone: DUNKirk 7-4388

Manager ..... Robert Walker

57 Post St., San Francisco 4, Calif.

Phone: SUTter 1-5568

Manager ..... Allan S. Young

### CONTINENTAL RADIO SALES

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Phone: MURray Hill 7-6865

Manager ..... R. Butche

21st & Panama St., Philadelphia 3, Pa.

Phone: RITtenhouse 6-8139

Manager ..... S. Marshall

228 No. La Salle St., Chicago, Ill.

Phone: FRAnklin 2-2095

Manager ..... R. Olson

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Phone: State 2-5096

Manager ..... Hooper Jones

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Phone: OLYmpia 2-1313

Manager ..... Lee O'Connell

166 Geary St., San Francisco, Cal.

Phone: YUKon 6-1681

Manager ..... Donald Pickens

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Exec. in Charge. .... F. T. Crennan

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Secretary ..... Mary Shine

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Manager ..... John K. Markey  
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Phone: LAkeside 8-6368

E. Howard Goodwin

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Phone: HOLlywood 2-4939

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233 Sansome St., San Francisco 4, Calif.

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Manager ..... Bob Allen

434 Balter Bldg., New Orleans 12, La.

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

Secy., Treas. .... Irene Bolline

#### Branch Offices

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

Phone: FINancial 6-7640

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

Vice Pres. .... George Dubinetz

1043 Russ Bldg., San Francisco 4, Cal.

Phone: YUKon 2-9760

West Coast Manager. .... Richard H. Schutte

211 N. Ervay Bldg., Dallas, Tex.

Phone: RIVERSide 7-2417

Manager ..... Al Carrell

915 Olive St., St. Louis, Missouri

Phone: CENTral 1-6055

Manager ..... Ken Atwood

1680 N. Vine St., Los Angeles 28, Calif.

Phone: HOLlywood 4-7276

Manager ..... John A. Thackaberry

1033 Book Bldg., Detroit 26, Mich.

Phone: WOODward 5-5457

Manager ..... Frank Boyle

### EVERETT-MCKINNEY, INC.

40 E. 49 St., New York 17, N. Y.

Phone: PLaza 3-9332

## STATION REPRESENTATIVES

President.....Max M. Everett  
 Secretary.....M. Jane Callahan  
 Vice Pres.....Powell H. Ensign

### Branch Offices

410 N. Michigan Ave., Chicago 11, Ill.  
 Phone: Superior 7-9052

V.P. in Chg.....Thomas S. Buchanan  
 111 La.Cienega Blvd., Beverly Hills, Cal.  
 Phone: OLYmpia 2-1313

Exec.in-Charge.....Lee F. O'Connell  
 166 Geary St., San Francisco, Cal.  
 Phone: YU 6-1689

Exec.in-Charge .....Don Pickens

### HUGH FELTIS & ASSOC.

1102 Tower Bldg., Seattle 1, Wash.  
 Phone: MAIn 3-1868

Owner .....Hugh M. Feltis  
 Assocs. ....John Mowbray, Doug Dove

### Branch Office

806 Wilcox Bldg., Portland 4, Ore.  
 Phone: CApitol 3-0151

Exec.in-Charge.....Howard S. Jacobson

### FINE MUSIC HI-FI BROADCASTERS

17 W. 44th St., New York 36, N. Y.  
 Phone: MUrray Hill 7-7940

Vice President.....Joel B. Fairfax  
 Secretary-Treasurer...Kenneth C. Schwartz

### FM UNLIMITED

161 E. Erie St., Chicago 11, Ill.  
 Phone: SUperior 7-5262

President .....Charles Kline

### FORJOE-TV, INC.

580 Fifth Avenue, New York 36, N. Y.  
 Phone: JUdson 6-3100

President .....Joseph Bloom  
 Exec. V.P.....Mort Bassett  
 Vice Pres. (West. Div.)...Lawrence Krasner  
 Vice Pres. (East. Div.)....Fred L. Bernstein

### Branch Offices

435 N. Michigan Ave., Chicago 11, Ill.  
 Phone: DElaware 7-3504

General Manager.....Robert Lazar  
 451 N. LaCienega Blvd., Los Angeles, Calif.  
 Phone: OLeander 5-7755

V.P. ....Lawrence Krasner  
 681 Market St., San Francisco, Cal.  
 Phone: Sutter 1-7569

General Manager.....Charles Haddix  
 1371 Peachtree St., N.E., Atlanta, Ga.  
 Phone: TRinity 5-0404

General Manager.....Robert W. Jensen  
 310 W. Glen Echo Rd., Philadelphia, Pa.  
 Phone: CHestnut 7-4510

General Manager.....Mort Lowenstein  
 1761 National Bank Bldg., Detroit 26, Mich.  
 Phone: WOODward 2-3504

General Manager.....Larry Gentile

### FOSTER & CREED, INC.

414 Statler Office Bldg., Boston 16, Mass.  
 President .....William A. Creed  
 Treasurer.....Robert C. Foster

### GILL-PERNA, INC.

654 Madison Ave., New York 21, N. Y.  
 Phone: TEMpleton 8-4740

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

### Branch Offices

75 E. Wacker Drive, Chicago, Ill.  
 Phone: FINancial 6-9393

Midwest Sales Mgr.....Walter Beadell  
 2915 Book Bldg., Detroit 26, Mich.  
 Phone: WO 2-7022

Manager.....Daniel W. Bowen  
 730 S. Western Ave., Los Angeles, Calif.  
 Phone: DUNKirk 7-4388

Manager.....Bambie C. Herrington  
 57 Post St., San Francisco, Calif.  
 Phone: Sutter 1-5568

Manager.....Allan S. Young  
 80 Boylston St., Boston, Mass.  
 Phone: LIBerty 2-6481

Manager .....Harry Wheeler  
 William-Oliver Bldg., Atlanta, Ga.  
 Phone: JACKson 4-7088

Manager.....Harry J. Cannon

### GOOD MUSIC BROADCASTERS, INC.

Manor Road, Philadelphia 28, Pa.  
 Phone: IVYridge 2-6000

President .....Raymond S. Green

### Branch Office

355 Lexington Ave., New York, N. Y.  
 Phone: MUrray Hill 3-2295

Nat. Sales Mgr.....Herbert Groskin

### W. S. GRANT CO., INC.

703 Market Street, San Francisco 3, Calif.  
 Phone: EXbrook 2-6685

President, General Mgr....Dave Sandeberg

### Branch Offices

730 5th Ave., New York 19, N. Y.  
 Phone: PLaza 3-1433

Manager .....C. Bernard  
 15485 Jas. Couzens Blvd., Detroit 38, Mich.  
 Phone: UNiversity 4-1074

Manager .....Max Goldblatt  
 75 East Wacker Dr., Chicago 1, Ill.  
 6606 Selma Avenue, Hollywood 28, Calif.  
 Phone: HOLlywood 3-7194

Manager .....Ned Costa

### MELCHOR GUZMAN COMPANY, INC.

9 Rockefeller Plaza, New York 20, N. Y.  
 Phone: CIRCLE 7-0624

President .....Melchor Guzman

### H-R REPRESENTATIVES, INC.

#### ALSO

### H-R TELEVISION, INC.

375 Park Ave., New York 22, N. Y.  
 Phone: PLaza 9-6800

Pres. & Treas.....Frank M. Headley  
 Exec. Vice Pres. & Sec....Frank E. Pellegrin  
 Exec. Vice Pres.....Dwight S. Reed

## STATION REPRESENTATIVES

Vice Presidents.....James M. Alspaugh,  
Harold Lindley, Miss Avery Gibson

### Branch Offices

35 East Wacker Drive, Chicago 1, Ill.

Phone: Financial 6-6440

Exec. Vice President.....Dwight S. Reed  
321 Bush St., San Francisco 4, Calif.

Phone: YUkon 2-5837

Manager.....Hal Chase  
Equitable Bldg., Hollywood 28, Calif.

Phone: HOLlywood 2-6453

V.P.-Gen. Mgr.....Harold Lindley  
DeGeorge Bldg., Houston, Texas

Phone: JAcKson 8-1601

Manager.....Jack Eisele  
1182 W. Peachtree St., Atlanta, Ga.

Phone: TRinity 5-9539

Manager.....Bill McRae  
Southland Life Bldg., Dallas 2, Texas

Phone: Rlverside 2-5148

Gen. Manager.....Clarke Brown  
910 Royal St., New Orleans, La.

Phone: JAcKson 2-3917

Manager.....John A. Hicks  
1065 Penobscot Bldg., Detroit 26, Mich.

Phone: WOODward 1-4148

Manager.....Andrew M. Gent  
509 Grand Ave., Des Moines, Ia.

Phone: ATLantic 2-0201

Manager.....Donald G. Peterson

## ARTHUR H. HAGG & ASSOCIATES

75 E. Wacker Dr., Chicago 1, Ill.

Phone: CEntral 6-7553

President.....A. H. Hagg  
Manager.....K. W. Hagg

### Branch Offices

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

Phone: MU 2-8665

Exec. in Charge.....P. Broderick  
P. O. Box 182, Kansas City, Mo.

Phone: COlfax 2-4694

Exec. in Charge.....R. J. Anderson  
132 E. 30th St., Indianapolis, Ind.

Phone: WAlnut 6-8214

Exec. in Charge.....Robert D. Hagg  
3222 Center St., Omaha 5, Neb.

Phone: JAcKson 2620

Exec. in Charge.....Howard W. Harvey

## HARRINGTON, RIGHTER & PARSONS, INC.

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

Phone: MU 8-7050

President.....John E. Harrington, Jr.  
Vice Pres., Treas.....Volney Righter

Vice Pres., Secy.....James O. Parsons, Jr.  
V.P., Research, Prom.....M. Rashbaum, Jr.

### Branch Office

Tribune Tower, Chicago, Ill.

Phone: WHitehall 4-0510

Executive-in-charge.....Carroll R. Layman  
235 Montgomery St., San Francisco, Calif.

Phone: Sutter 1-4125

Executive-in-charge.....Franklin Dougherty  
1430 W. Peachtree St., Atlanta 9, Ga.

Phone: TRinity 5-8458

Executive-in-Charge.....Frank B. Rice  
80 Boylston St., Boston 16, Mass.

Phone: LIBerty 2-7537

Executive-in-Charge.....Carter Knight  
Penobscot Bldg., Detroit 26, Mich.

Phone: WOODward 3-0910

Executive-in-Charge.....William Snyder

## HEADLEY-REED COMPANY

750 3rd Ave., New York 17, N. Y.

Phone: YUkon 6-5800

President.....John H. Wrath  
Director.....Frank W. Miller, Jr.

Chrm. of Board.....F. W. Miller, Sr.  
V.P., Radio-TV.....Robert A. Schmid

V.P., Sls. Mgr. TV-Radio..Jack Hardingham

### Branch Offices

Suite 673-680 Peachtree St., Bldg.,  
Atlanta 3, Ga.

Phone: TRinity 4-2736

Exec-in-Charge.....Frank A. Cason, Jr.  
110 Sutter St., San Francisco, Cal.

Phone: YUkon 2-4912

Executive-in-Charge.....Fred B. Adair, Jr.  
211 N. Ervay Bldg., Dallas 1, Tex.

Phone: Rlverside 8-7129

Exec-in-Charge.....Charles H. Boland

## GEORGE P. HOLLINGBERY CO.

Chairman of the Bd...George P. Hollingbery  
Vice-chairman.....F. E. Spencer, Jr.

President (Radio).....Fred Hague  
President (TV).....Harry Wise, Jr.

### Branch Offices

307 North Michigan Ave., Chicago 1, Ill.

Phone: DEarborn 2-6060

Executive-in-Charge..George P. Hollingbery  
V. P. Radio.....Frank McCarthy

Sales Manager TV.....Warren Nelson  
500 Fifth Ave., New York 36, N. Y.

Phone: OXFord 5-5560

Executive-in-Charge.....F. E. Spencer, Jr.  
President, Radio.....Fred F. Hague

President, TV.....Harry H. Wise, Jr.  
V.P., Television.....John I. Peterson

Director Sales Develop...Edward R. Eadeh  
134 Peachtree St. N.W., Atlanta 3, Ga.

Phone: JAcKson 4-8081

V.P., Exec-in-Chg.....Richard N. Hunter  
500 Griswold St., Detroit 26, Mich.

Phone: WOODward 1-3555

Executive-in-Charge...Joseph D. Payne, Jr.  
3325 Wilshire Blvd., Los Angeles, Calif.

Phone: DUNKirk 5-2071

Executive-in-Charge.....Roy Edwards  
110 Bush St., San Francisco 4, Calif.

Phone: YUkon 1-2110

Exec-in-Charge.....George Hemmerle  
Tower Building, Seattle 1, Wash.

Phone: MAIn 3-1868

Executive-in-Charge.....Hugh Feltis

## HAL HOLMAN COMPANY

64 East Lake St., Chicago 1, Ill.

Phone: FRanklin 2-0016

Owner.....Hal Holman



# STATION REPRESENTATIVES

## Branch Offices

535 Fifth Ave., New York 17, N. Y.  
Phone: YUkon 6-4390

Manager .....Ed Devney  
6381 Hollywood Blvd., Los Angeles 28, Calif.  
Phone: HOLlywood 2-2351

Manager .....Tracy Moore  
465 California St., San Francisco 4, Calif.  
Phone: EXbrook 2-6444

Manager .....John Funk

## GEORGE T. HOPEWELL, INC.

101 Park Ave., New York 17, N. Y.  
Phone: LE 2-3783

President.....George T. Hopewell  
General Manager.....Joseph S. Cannon

### Branch Offices

Park Ave. Bldg., Detroit 26, Mich.  
Phone: WOODward 2-7298

205 W. Wacker Dr., Chicago 6, Ill.  
Phone: STate 2-5096

111 N. LaCienega Blvd., Beverly Hills, Cal.  
Phone: OL 5-8326

1021 William Oliver Bldg., Atlanta, Ga.  
Phone: JACkson 4-7088

## BERNARD HOWARD & CO., INC.

20 E. 46th St., New York 17, N. Y.  
Phone: OXFord 7-3750

President .....Benard Howard  
Exec. Vice Pres.....Jack Davis

### Branch Offices

75 E. Wacker Dr., Chicago, Ill.  
Phone: FI 6-9227

Manager .....William Smutzer  
6381 Hollywood Blvd., Los Angeles, Calif.  
Phone: HOLlywood 2-2351

Manager .....Jerry Moore  
465 California St., San Francisco, Calif.  
Phone: EXbrook 2-6444

Manager .....Charles Morin

## HARRY S. HYETT CO.

630 Baker Bldg., Minneapolis 2, Minn.  
Phone: FEderal 9-7179

President.....Harry S. Hyett

## INDIE SALES, INC.

60 East 42nd St., New York 17, N. Y.  
Phone: MURray Hill 2-4813

President .....Jack Koste

### Branch Offices

205 W. Wacker Dr., Chicago 6, Ill.  
Phone: STate 2-5096

111 N. La Cienega Blvd., Los Angeles 48, Cal.  
Phone: OLEander 5-8326

Park Ave. Bldg., Detroit 26, Mich.  
Phone: WOODward 2-7298

## INTER-AMERICAN PUBLICATIONS, INC.

41 East 42nd St., New York 17, N. Y.  
Phone: MURray Hill 2-0884

President .....Angel Ramos  
Vice-President .....Jose Oviedo

## INTERCONTINENTAL SERVICES, LTD.

15 East 48th St., New York 17, N. Y.  
Phone: PLaza 3-7930

Chairman of Bd.....Harry M. Engel, Jr.  
President.....Stephen A. Mann  
Vice-President .....Walter Staskow  
Treas..Asst. Mgr.....Jeanette F. Sytsma

### Branch Offices

55 E. Washington St., Chicago, Ill.  
Phone: AN 3-6137

Manager.....William J. Reilly  
6331 Hollywood Blvd., Los Angeles, Calif.  
Phone: HO 2-2289

Manager.....William L. Wallace  
Russ Bldg., San Francisco, Calif.  
Phone: YU 6-6769

Manager .....Frank Waters  
12-8 Tokio, Mexico City, Mexico  
Phone: 11-72-05

Manager .....Fred Hofer

## THE KATZ AGENCY, INC.

666 Fifth Ave., New York 19, N. Y.  
Phone: JUDson 2-9200

Chr. of Board.....G. R. Katz  
President .....Eugene Katz  
Treasurer .....Morris J. Beck  
V.P., Client Relations.....Edward Codel  
V.P., TV Sales.....Scott Donahue  
V.P., Research, Prom.....Dan'l Denenholz  
V.P., Radio Sls.....Morris Kellner  
TV Sales Mgr.....Walter Nilson

### Branch Offices

Prudential Plaza, Chicago 1, Ill.  
Phone: MOhawk 4-7150

Vice Pres. & Mgr.....Roy Miller  
V.P., TV Sales, Chicago.....Wm. W. Joyce  
Penobscot Bldg., Detroit 26, Mich.  
Phone: WOODward 3-8420

Manager .....Arthur J. Underwood  
1321 Fulton Bank Bldg., Atlanta 3, Ga.  
Phone: JACkson 5-1637

Manager.....Gregory Murphy, Jr.  
2006 Bryan St., Dallas 1, Texas  
Phone: RIVERside 1-4036

Manager .....D. Rutledge  
Russ Bldg., San Francisco 4, Calif.  
Phone: DOUGlas 2-7628

Manager.....Stanley J. Ruelman  
3325 Wilshire Blvd., Los Angeles 5, Calif.  
Phone: DUNkirk 5-6284

Manager .....Richard Hasbrook  
915 Olive St., St. Louis 1, Mo.  
Phone: CEntal 1-1868

Manager .....Alan Axtell

## ROBERT S. KELLER, INC.

72 Barrow St., N. Y. 14, N. Y.  
Phone: WATkins 4-6599

President.....Bob Keller

### Branch Office

205 W. Wacker Dr., Chicago 6, Ill.  
Phone: STate 2-5096

Manager .....Hooper Jones

## STATION REPRESENTATIVES

### KENTUCKY RADIO SALES

1420 Eastern Parkway, Louisville, Ky.

Phone: GLendale 1-5045

President .....Harry McTigue

### KETTEL-CARTER, INC.

118 Newbury St., Boston 16, Mass.

Phone: KEnmore 6-1966

President .....Elmer Kettell

Secy.-Treas. ....Marjorie Carter

### A. LEWIS KING

18 W. 56th St., New York 19, N. Y.

Phone: JUDson 6-7288

President.....A. Lewis King

### NONA KIRBY CO.

518 Statler Bldg., Boston 16, Mass.

Phone: HUBbard 2-6117

President .....Nona Kirby

Vice President.....Kay Chille

### BOMAR LOWRANCE & ASSOC., INC.

710 Peachtree St., Atlanta 8, Ga.

Phone: TRinity 6-6776

President.....Bomar A. Lowrance

Vice President.....Clyde L. Clem

#### Branch Offices

Fidelity Union Life Bldg., Dallas, Tex.

Phone: RIVerside 2-8206

Vice President.....Robert F. Keefe

### JACK MASLA & COMPANY, INC.

40 East 49th St., New York 17, N. Y.

Phone: PLaza 3-8571

President .....Jack Masla

#### Branch Offices

435 N. Michigan Ave., Chicago, Ill.

Phone: SUPerior 7-6048

Manager .....Clem G. O'Neil

111 LaCienega Blvd., Los Angeles, Cal.

Phone: OLYmpia 2-1313

Manager.....Lee F. O'Connell

166 Geary St., San Francisco, Cal.

Phone: YUKon 6-0621

Manager.....Don R. Pickens

11th & Central, Kansas City, Mo.

Phone: GRand 1-7822

Manager.....Eugene F. Gray

705 Olive St., St. Louis, Mo.

Phone: CHEstnut 1-4350

Manager.....Eugene F. Gray

### DAREN F. MCGAVREN CO., INC.

60 East 56th St., New York 22, N. Y.

Phone: PLaza 1-4650

President .....Daren F. McGavren

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

Dir. Sales Devel.....Frank Woodruff

Asst. Sales Mgr.....William T. Heaton

#### Branch Offices

110 Sutter St., San Francisco, Cal.

Phone: YUKon 6-4112

Manager .....Cy Ostrup

35 E. Wacker Dr., Chicago, Ill.

Phone: FRanklin 2-1370

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

Phone: WOODward 1-1675

Manager .....Robert Mahlman

1741 Ivar Ave., Los Angeles, Cal.

Phone: HOLlywood 6-6146

Vice President.....Walter Lake

101 Jones Bldg., Seattle, Wash.

Phone: MAIne 4-8133

Manager .....Fred Siegner

317 N. 11th, St. Louis, Mo.

Phone: MAIn 1-6267

Manager .....Jack Hetherington

### MCGAVREN, TV, INC.

60 E. 56th St., New York 22, N. Y.

Phone: PLaza 1-4650

President.....Daren F. McGavren

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

Sales Mgr.....Roger Hudson

Dir. of Research & Prom.....F. Woodruff

#### Branch Offices

35 E. Wacker Dr., Chicago, Ill.

Phone: FR 2-1370

Manager .....Ed Gardner

1216 Dime Bldg., Detroit, Mich.

Phone: WO 1-1675

Manager .....Robert Mahlman

110 Sutter St., San Francisco, Calif.

Phone: YU 6-4112

Manager .....Cy Ostrup

1741 Ivar Ave., Los Angeles, Calif.

Phone: HOLlywood 6-6146

Manager .....Jack Davis

7603 Forsythe Blvd., St. Louis, Mo.

Phone: PA 7-7375

Manager .....Jack Hetherington

1507 Southland Center, Dallas, Tex.

Phone: RI 2-5148

President .....Clarke Brown

### MEDIA REPRESENTATIVES

120 E. 56th St., New York 22, N. Y.

Phone: MU 8-4777

Exec. in Charge.....Edwin Seymour

### THE MEEKER COMPANY, INC.

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

Phone: MURray Hill 2-2170

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

V.P., Sales Dir.....Edgar B. Filion

Eastern Sales Manager....Charles Standard

Acct. Executives.....Robert L. Dudley,

Claude E. Piano, Arthur W. Scott, S. Wil-

liam Aronson

Research & Prog. Dir....Mimi von Zelowitz

Office Manager.....Dottie Phillips

#### Branch Offices

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

Phone: CE 6-1742

Vice-president .....Carl Jewett

Office Manager.....Marjorie Ermitage

928 Russ Building, San Francisco 4, Calif.

Phone: YU 6-4940

West Coast Mgr.....Don Pontius

Office Manager.....Lucille Riggs

## STATION REPRESENTATIVES

6362 Hollywood Blvd., Los Angeles 28, Cal.

Phone: HOLlywood 2-6501

Manager .....Don Palmer

Office Manager.....Tarly Sheehan

### CLYDE MELVILLE CO.

Melba Bldg., Dallas 1, Tex.

Phone: RIVERSIDE 8-5239

Pres. ....Clyde Melville

### MICHIGAN SPOT SALES, INC.

15001 Michigan Ave., Dearborn, Mich.

Phone: Tliffany 6-2362

President.....Charles J. Sitta

### MID-AMERICA SPOT SALES

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

Phone: WEStport 1-3322

Owner .....Ralph Meador

Sales .....Jock Beretta

#### Branch Office

P. O. Box 358, Lexington, Mo.

Phone: 1096

Exec. in Charge.....Ralph Meador

### ART MOORE & ASSOC., INC.

Jones Bldg., Seattle, Wash.

Phone: MU 2-3377

President .....Art Moore

### TRACY MOORE & ASSOC.

6381 Hollywood Blvd., Hollywood 28, Cal.

Phone: HOLlywood 2-2351

Owner .....Tracy Moore

Manager.....Jerome A. Moore

#### Branch Office

260 Kearny St., San Francisco, Cal.

Phone: EXbrook 2-6444

Manager .....John Funk

### NATIONAL TIME SALES

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

Phone: MUrray Hill 2-4500

Gen. Sales Manager.....Arthur Gordon

Sales Promotion Dir.....Al Alperton

Asst. Sales Mgr.....Warren Shuman

#### Branch Offices

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

Phone: DU 2-3200

Exec.-in-Charge .....Harlan Oakes

260 Kearney St., San Francisco, Calif.

Phone: EXbrook 7-4827

Exec-in-Charge .....Ed Gamrin

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

Phone: TRinity 5.9403

Executive-in-Charge .....Barney Ochs

### NBC SPOT SALES

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

Phone: CIRCLE 7-8300

Director.....Richard H. Close

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

East. Radio Sales Mgr.....Fred T. Lyons

Director, Radio Sales.....George Dietrich

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

Eastern TV Sales Mgr.....Jack Ryan

Sales Service Mgr.....Caroline Wynkoop

Director, TV Sales.....Edwin Jameson

### Branch Offices

Merchandise Mart, Chicago 54, Ill.

Phone: SUperior 7-8300

Central Radio Sales Mgr.....Frank DeRosa

Central TV Sales Mgr.....Frank Mangan

Sunset & Vine, Hollywood 28, Calif.

Phone: THornwall 5-7000

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

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

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

Phone: GRaystone 4-8700

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

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

Penobscot Bldg., Detroit, Mich.

Phone: WOODward 1-1610

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

TV Sales Representative....John C. Treacy

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

Phone: TRinity 6-3726

Sales Representative.....Bomar Lowrance

Fidelity Union Life Bldg., Dallas, Tex.

Phone: RIVERSIDE 2-8206

Sales Representative.....Robert Keefe

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

Phone: JACKSON 5-0801

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

### HARLAN G. OAKES & ASSOCIATES

672 S. Lafayette Pk. Pl., Los Angeles 57, Cal.

Phone: DU 2-3200

Manager .....Harlan Oakes

#### Branch Offices

260 Kearny St., San Francisco 8, Cal.

Phone: EX 7-4827

Co-Mgrs.....Ed Gamrin, Don Ferrull

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

Phone: MUrray Hill 2-4500

Manager .....Arthur Gordon

### LEE F. O'CONNELL CO.

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

Phone: OLYMPIA 2-1313

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

### RICHARD O'CONNELL INC.

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

Phone: PLaza 5-7161

President .....Richard O'Connell

Vice-President .....Faust Couture

V.P., Treasurer .....Grace O'Connell

#### Branch Offices

55 E. Washington St., Chicago, Ill.

Phone: ANdover 3-6137

Representative.....William J. Reilly, Inc.

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

Phone: OLYMPIA 2-1313

Representative .....Lee F. O'Connell

### OHIO STATIONS REPRESENTATIVES

1900 Terminal Tower, Cleveland 13, O.

Phone: SUperior 1-0036

General Manager.....Leonard F. Auerbach

## STATION REPRESENTATIVES

### PAN AMERICAN BROADCASTING CO.

380 Lexington Ave., New York 17, N. Y.  
Phone: MURray Hill 2-4500

General Manager.....Eugene Bernald  
Sales Manager.....Arthur Gordon  
Sales Prom.....Al Alpertson

#### Branch Offices

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

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

Executive-in-Charge .....Ed Gamrin

### JOHN E. PEARSON CO.

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

Owner.....John E. Pearson  
Account Executives.....Russel Walker.  
William M. Wilson, Ray Henze, Mort Coley

### JOHN E. PEARSON TV INC.

Chairman of the Bd.....John E. Pearson  
President.....Raymond F. Henze, Jr.  
V.P.'s....Russell Walker, William M. Wilson

#### Branch Offices

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

Vice Pres. & Mgr.....Robert Flanigan  
1901 W. 8th St., Los Angeles 5, Calif.  
Phone: Dunkirk 5-5084

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

Manager.....John Palmer  
511 N. Akard Bldg., Dallas, Texas  
Phone: RIVERSide 7-3723

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

Manager .....Jon Farmer

### PETERS, GRIFFIN, WOODWARD, INC.

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

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

#### Branch Offices

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

Vice Pres.....John A. Cory  
V.P., Midwest Sales Mgr. (Radio)...A. Bagge

V.P., Midwest Sales Mgr. (TV)...W. Tynan  
1372 Peachtree St., N.E. Atlanta, Ga.  
Phone: MURray 8-5667

Radio Sales.....Barton C. Isbell, Jr.  
Asst. V.P. TV Sales Mgr...William J. Stubbs  
Penobscot Bldg., Detroit 26, Mich.  
Phone: WOODward 1-4255

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

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

Radio Sales.....Charles F. Payne  
1750 North Vine St., Hollywood 28, Cal.  
Phone: HOLLYwood 9-1683

V.P., West Coast Mgr.....Hal W. Hoag  
TV Sales.....John P. Haskell  
1375 Russ Bldg., San Francisco 4, Cal.  
Phone: YUKon 2-9188

V.P. for TV.....John B. Sias  
Radio Sales.....Frank A. Tessin, Jr.  
TV Sales Mgr.....Andrew Powell

### EDWARD PETRY & CO., INC.

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

#### Radio Department

Board Chairman.....Edward Petry  
President.....Edward E. Voynow  
Exec. Vice-Pres.....Martin L. Niernan  
Vice President.....Ben H. Holmes  
Research Manager.....Wm. J. Mathews, Jr.  
Eastern Sales Mgr.....Martin Percival  
Sales Prom. Mgr.....William Steese

#### TV Department

Vice President.....Martin L. Niernan  
V.P., Sales Prom. Mgr..Robert L. Hutton, Jr.  
Eastern Sales Mgr.....Edward C. Page  
Research Mgr.....George Johannessen

#### Branch Offices

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

President.....Edward E. Voynow  
V.P., Sales Mgr. (TV).....Louis A. Smith  
Sales Mgr. (Radio).....William P. Pipher  
645 Griswold St., Detroit 26, Mich.  
Phone: WOODward 3-0125

Sales Managers..William Cartwright (AM)  
Bruce Mayer (TV)

101 Marietta St., Atlanta 3, Ga.  
Phone: JACKson 4-8861

Sales Mgrs.....Joseph Sierer (AM)  
Richard Hughes (TV)

Russ. Bldg., San Francisco 4, Cal.  
Phone: YUKon 2-3631

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

Sales Mgrs.....Garry Hollihan (AM)  
L. D. Larimer (TV)

## STATION REPRESENTATIVES

915 Olive St., St. Louis 3, Mo.  
*Phone:* CHestnut 1-7091  
 Sales Mgrs.....Bill Oldham (AM)  
                                     Fred Johnson (TV)  
 801 Statler Bldg., Boston 16, Mass.  
*Phone:* HUbbard 2-6440  
 Sales Mgrs.....Frank Howard (AM)  
                                     William D. Walsh (TV)  
 211 N. Ervay Bldg., Dallas 1, Tex.  
*Phone:* RIverside 1-9454  
 Sales Mgrs.....David C. Milan (AM)  
                                     Hugh O. Kerwin (TV)

### PHILADELPHIA SPOT SALES

310 Glen Echo Road, Phila., Pa.  
*Phone:* CH 7-4510  
 President .....Morton Lowenstein

### RADIO TIME SALES (ONTARIO) LTD.

147 University Ave., Toronto, Ontario  
*Phone:* Empire 6-5471-2  
 General Manager.....N. D. Brown  
 Sales Mgr.....Alex E. Bedard  
 Traffic Mgr.....Merlecn Wilson

### RADIO-TV REPRESENTATIVES, INC.

7 East 47th St., New York 17, N. Y.  
*Phone:* MU 8-4340  
 Board Chairman.....Harry Goodman  
 President .....Peggy Stone  
 Vice President.....Thomas Carroll

#### Branch Offices

75 E. Wacker Dr., Chicago 1, Ill.  
*Phone:* FI 6-0982  
 Vice-President .....Edward Nickey  
 111 No. LaCienega Blvd., Beverly Hills, Calif.  
*Phone:* OL 5-7597  
 Manager .....Lee O'Connell  
 166 Geary St., San Francisco, Calif.  
*Phone:* YUkon 6-0621  
 Manager.....Don Pickens  
 414 Statler Office Bldg., Boston 16, Mass.  
*Phone:* HUbbard 2-4845  
 Manager .....William Creed  
 Tower Bldg., Seattle 1, Wash.  
*Phone:* MA 3-1868  
 Managers.....Hugh Feltis & Assoc.

### PAUL H. RAYMER COMPANY, INC.

444 Madison Ave., New York 22, N. Y.  
*Phone:* Plaza 9-5570  
 President.....Paul H. Raymer  
 Exec. V.P., Natl. TV Sls. Mgr...F. C. Brokaw  
 V.P., TV Sls. Mgr.....Stuart M. Kelly  
 Promotion & Research...Mitchell DeGroot

#### Branch Offices

435 N. Michigan Ave., Chicago 11, Ill.  
*Phone:* Superior 7-4473  
 Vice President.....Clay E. Forker  
 2949 Penobscot Bldg., Detroit 26, Mich.  
*Phone:* Woodward 3-0764  
 Manager.....Robert B. Rains  
 1680 Vine St., Hollywood 28, Calif.  
*Phone:* HOLlywood 2-2376

Manager .....John D. Gale  
 2613 Russ Bldg., San Francisco 4, Calif.  
*Phone:* DOUglas 2-8909

Vice Pres. & Manager.....L. Ray Rhodes  
 1610 Ponce de Leon Ave., N.E., Atlanta, Ga.  
 Manager.....Edward D. Brandt  
 1006 Mercantile Securities Bldg., Dallas, Tex.  
*Phone:* RIverside 1-5663

Manager .....Ralph Widman

### WILLIAM J. REILLY INC.

55 E. Washington St., Chicago 2, Ill.  
*Phone:* ANdover 3-6137  
 Exec. in Charge.....William J. Reilly

### DUNCAN SCOTT & COMPANY

85 Post St., San Francisco 4, Calif.  
*Phone:* GARfield 1-7950

Owner.....D. A. Scott  
*Branch Office*

1901 W. 8th St., Los Angeles 57, Calif.  
*Phone:* DUrkirk 8-4151  
 Exec. in Charge.....P. Schulz

### SEARS & AYER, INC.

612 N. Michigan Ave., Chicago, Ill.  
*Phone:* Superior 7-8177-8  
 President.....B. H. Sears

### SELECT STATION REPRESENTATIVES

400 Madison Ave., New York 17, N. Y.  
*Phone:* PLaza 8-1850  
 Exec. in Charge.....Z. Golob

#### Branch Offices

7 E. Lexington St., Baltimore 3, Md.  
*Phone:* LExington 9-7808  
 Manager .....G. Shaffer  
 6200 Broad Street Rd., Richmond 28, Va.  
*Phone:* ATLantic 8-2835  
 Exec. in Charge.....Larry Slon

### SKYLINE ADVERTISERS' SALES, INDEX

1275 E. 17th St., Idaho Falls, Idaho  
*Phone:* JACkson 3-4567  
 President .....A. W. Schwieder  
 General Manager.....Melvin B. Wright  
 Office Manager.....Melva Searle

### SODERLUND, THE, CO.

807 Kilpatrick Bldg., Omaha, Neb.  
*Phone:* ATLantic 7535  
 President.....Harold A. Soderlund

### SPANISH TIME SALES

635 S. Kenmore, Los Angeles 5, Calif.  
*Phone:* DUrkirk 4-7981  
 Chief Exec.....Norman G. Palmer

### STORER BROADCASTING CO.

1177 Kane Conc., Miami Beach 54, Fla.  
*Phone:* UNION 6-0211  
 Pres. Bd. Chmn.....George B. Storer  
 Senior V.P.....J. Harold Ryan  
 Executive V.P.....Lee B. Wailes  
 V.P. Operations.....Stanton P. Kettler

## STATION REPRESENTATIVES

V.P. Radio Oper.....William E. Rine  
V.P. TV Oper.....George B. Storer, Jr.  
V.P. Plan., Fin., Secy.....John E. McCoy  
Treasurer.....Harry A. Steensen  
V.P. Engineering.....Glenn G. Boundy  
V.P., Prog. Dir.....Ewald Kockritz  
V.P. Adv. Sales Prom.....Arthur C. Schofield  
Asst. Secretary.....Abiah A. Church

### Branch Offices

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

Phone: PLaza 1-3940

Nat. Sales Dir.....Maurice McMurray  
230 N. Michigan Ave., Chicago, Ill.

Phone: FRanklin 2-6498

Mid-West TV Sales Mgr.....George U. Lyons

## TELEVISION ADVERTISING REPRESENTATIVES, INC.

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

Phone: JUdson 2-3456

Vice Pres. & Gen. Mgr.....Larry H. Israel  
Eastern Sales Manager.....Jack Mohler  
Business Manager.....R. M. Smith

Dir. of Marketing,  
Research.....Robert M. Hoffman

### Branch Offices

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

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

Phone: WOodward 5-6454

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

Phone: EXbrook 7-5088

Manager.....Harry Diner  
1717 Highland Ave., Los Angeles 28, Calif.

Phone: HOllywood 6-1144

Manager.....Dick Loughrin

## UNITED BROADCASTING CO.

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

Phone: PLaza 5-9145

Sales Mgr.....Robert L. Wittig

## VENARD, RINTOUL & McCONNELL, INC.

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

Phone: MU 8-1088

President.....Lloyd George Venard

Vice President.....Stephen R. Rintoul

Vice President.....James V. McConnell

### Branch Offices

35 E. Wacker Dr., Chicago, Ill.

Phone: ST 2-5260

Vice President.....Howard B. Meyers  
1901 W. 8th St., Los Angeles 57, Calif.

Phone: DU 8-4151

Exec-in-Charge.....Peter Schulz  
85 Post St., San Francisco 4, Calif.

Phone: GA 1-7950

Exec-in-Charge.....Duncan A. Scott  
1915 Elm St., Dallas 1, Tex.

Phone: RIverside 8-5239

Clyde Melville

808 Penobscot Bldg., Detroit 26, Mich.

Phone: WOodward 3-4075

Manager.....James A. Brown

## WALKER-RAWALT COMPANY, INC.

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

Phone: MUrray Hill 3-5830

President.....J. Wythe Walker

V.P.'s.....C. Otis Rawalt, Roy H. Holmes

### Branch Offices

360 N. Michigan Ave., Chicago, Ill.

Phone: ANdover 3-5771

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

Phone: HUbbard 2-4370

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

Phone: DUnkirk 2-3200

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

Phone: SUtter 1-7971

Manager.....Don M. Ferrull  
KMBC Bldg., Kansas City, Mo.

Phone: GRand 1-7822

Eugene F. Gray

## WAYNE-EVANS & ASSOCIATES

1410 Northwestern Bank Bldg.,

Minneapolis 2, Minn.

Phone: FEderal 8-7017

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

## GRANT WEBB & CO.

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

Phone: MU 8-7550

President.....Grant Webb

Vice President.....Jack Baker

Dir. Prom., Pgs. & Research.....J. E. McCarty

### Branch Offices

25 E. Washington St., Chicago 2, Ill.

Phone: STate 2-3155

Manager.....Franklyn Ferguson  
605 Market St., San Francisco 5, Cal.

Phone: YUkon 2-3954

Manager.....Bob Babcock  
1350 N. Highland Ave., Los Angeles 28, Cal.

Phone: HOllywood 2-0967

Manager.....Jim Lucas  
1001 Tower Bldg., Seattle 1, Wash.

Phone: MA 4-6333

Manager.....Wm. Wagner

## WEED RADIO CORP.

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

Phone: PL 9-4700

President.....Joseph J. Weed

V.P., Sales.....E. J. Fitzsimmons

East Sales Mgr.....H. W. Simmen

Sale-men (Radio).....Peter Orne

William Codias, Dave Harris, Joseph Aley

Sales Prom. Mgr.....Winifred Schaefer

Research Director.....William C. Crumley

### Branch Offices

Prudential Plaza, Chicago 1, Ill.

Phone: WHitell 4-3131

Executive-in-Charge.....Ed Podofinsky  
1610 Book Bldg., Detroit 26, Mich.

Phone: WOodward 1-2685

Executive-in-Charge.....Bernard P. Pearce  
Glenn Bldg., Atlanta 3, Ga.

Phone: JAckson 3-1081

## STATION REPRESENTATIVES

Exec-in-Charge ..... Mel Whitmire  
6331 Hollywood Blvd., Hollywood 28, Calif.  
*Phone:* HOLlywood 2-6676

Executive-in-Charge..... William Smith  
625 Market St., San Francisco 5, Calif.  
*Phone:* EXbrook 7-0535

Executive-in-Charge..... Boyd Rippey  
1010 Statler Bldg., Boston 16, Mass.  
*Phone:* HUBbard 2-5677

Executive-in-Charge.... Robert R. Reardon  
Tower Bldg., Seattle, Wash.  
*Phone:* MAin 4-6336

Exec-in-Charge..... William J. Wagner  
915 Olive St., St. Louis 1, Mo.  
*Phone:* CHEstnut 1-2724

Exec-in-Charge ..... Fred Edwards

### WEED TELEVISION CORP.

579 Fifth Avenue, New York 17, N. Y.  
Vice President..... Joseph J. Weed  
V.P.'s..... Neal Weed, Bernard P. Pearce,  
E. Fitzsimmons, E. C. Matcalfe  
Sales Staff.... Ed Matcalfe, Ray Smith, Mike  
Wurster, Larry Wyman, Mathias O'Gorman,  
Joseph Wells

Research ..... Wm. Crumley  
Traffic ..... Florence Eimer  
Sales Promotion..... Winifred Schaefer  
Prudential Plaza, Chicago 1, Ill.

Vice President..... C. C. Ward  
Sales Manager..... Ed Podolinsky  
Staff ..... Warren Tomassene, Richard  
Gardner, Kenneth Johnson  
(Other Branches same as Weed Radio Corp.)

### HARRY WHEELER & COMPANY

Little Bldg., 80 Boylston St., Boston, Mass.  
*Phone:* LIBerty 2-6481

Owner-Manager ..... Harry Wheeler  
Office Manager..... Gay Swankin

### ADAM YOUNG, INC.

3 East 54th St., N. Y. 22, N. Y.  
*Phone:* PLaza 1-4848

President..... Adam J. Young  
Executive V.P.... Stephen A. Machcinski, Jr.  
V.P., Adv., Research Prom... Frank G. Boehm  
Eastern Sales Mgr..... James P. Smith

#### *Branch Offices*

Prudential Plaza, Chicago 1, Ill.

*Phone:* MIchigan 2-6190

Manager..... Richard J. Kelliher  
6331 Hollywood Blvd., Los Angeles 28, Calif.

*Phone:* HOLlywood 2-2289

Exec-in-Charge..... William L. Wallace  
915 Olive St., St. Louis, Mo.

*Phone:* MAin 1-5020

Manager ..... Dell Simpson  
Russ Bldg., San Francisco, Calif.

*Phone:* YUKon 6-6769

Manager ..... Frank A. Waters  
1182 W. Peachtree St., Atlanta, Ga.  
*Phone:* TRinity 3-2564

Manager..... Charles E. Trainor  
2940 Book Bldg., Detroit 26, Mich.  
*Phone:* WOODward 3-6919

Manager..... E. A. W. Smith

### YOUNG CANADIAN, LTD.

3 East 54th St., New York 22, N. Y.  
*Phone:* PLaza 1-4848

President ..... Adam Young  
Vice-President..... Thomas F. Malone

*Branch Offices & Personnel*  
(Same as Adam Young, Inc.)

### YOUNG TV CORP.

3 East 54th St., New York 22, N. Y.  
*Phone:* PLaza 1-4848

President ..... Adam Young  
Exec. V.P..... James F. O'Grady, Jr.  
V.P. Research, Prom., Adv... Frank G. Boehm  
Eastern Sales Mgr..... Harold M. Parks

*Branch Offices & Personnel*  
(Same as Adam Young, Inc.)

**TO BE SURE —  
YOU NEED THE BEST!**

YOU CAN GET THE BEST,  
WHY SETTLE FOR LESS?



# STATUS OF TV CODE

## ... Guideposts and Standards Set

By DONALD H. MCGANNON  
President, Westinghouse Broadcasting Co.



**T**HE Television Code is about to enter the third stage in its development. The first stage represented its creation, adoption and development from 1951 through approximately 1958.

The second phase consisted of a period of adjustment to new dimensions of need and to an expanded base of implementation, effectiveness, and membership.

As we undertake this new year, the third phase might be called the "perfecting period." We currently have 372 stations, three television networks and 24 television producers as subscribers to the Code. From the station viewpoint, this represents over 70 per cent of that segment of the industry, 100 percent of the networks and in the case of the Hollywood alliance, it involves virtually every important producer of TV films.

At this time the following represent some of the goals yet to be achieved:

1. A higher level of informational service to the governmental and congressional people. This will engender a higher regard for the current effectiveness and overall ability of the Code to do a genuine self-regulatory job.

2. Stimulation of the broadcasters who subscribe to the Code to promote it and identify themselves with it. This has been an area of shortcoming in the past; only through adequate promotion and obvious pride will the public respond and give the Code the degree of public confidence, dependence and respect which is essential to its future.

3. The expansion of the number of members on the Television Code Review Board, further investment in expanded staff, and geographical locations of the Code offices, and a broadened financial base on which to project plans and activities beyond the current year.

4. A continuing, vigorous and alert approach to the task at hand by the Code Review Board and staff, and a further improvement of working liaison with the Association of National Advertisers, the 4A's, the American Federation of Advertisers, the FCC, and the FTC.

It is my belief and conviction that the future of the Code now depends on all of these steps being simultaneously perfected and accomplished.

In evaluating the importance of the task at hand, the broadcasters must realize that there are no alternatives to self-regulation except that of onerous and destructive governmental regulation. It is obvious that governmental officials charged with the responsibility of administering the media of radio and television are not going to permit the industry to operate in an atmosphere devoid of tangible guideposts and standards. Most know how difficult such standards are to write, interpret, and implement in a creative industry where subjective reaction is the only valid process of evaluation. We can be certain, therefore, that the industry is infinitely more able to compose and properly enforce such regulations than a governmental bureau, agency or individual.



**RADIO DAILY**  
TELEVISION DAILY

presents

# AM RADIO STATIONS

KEY PERSONNEL  
ADDRESS & PHONE  
ALPHABETICALLY LISTED  
BY STATES AND CITIES

**1960**

# GROWTH



Radio is a story of GROWTH — of an irresistible power to reach people. The Bartell Broadcasting Corporation is a story of GROWTH — 13 years of innovation and leadership in audience acceptance, in service.



BARTELL  
BROADCASTING  
CORPORATION

WADO - New York • WOKY - Milwaukee • WAKE - Atlanta • WYDE - Birmingham • KYA - San Francisco • KCBQ - San Diego

# RADIO-TV HOMES IN STATES

## Population, Number of Stations by State

### PROJECTION FOR 1960

STATE	Population	Families	Radio Homes	TV Homes	Radio Stations	TV Stations
ALABAMA	3,461,000	866,000	821,000	636,000	108	10
ALASKA	233,000	67,400	66,400	46,000	13	5
ARIZONA	1,368,000	361,000	352,900	293,000	47	8
ARKANSAS	1,950,000	560,000	554,000	386,000	65	5
CALIFORNIA	15,210,000	4,875,000	4,969,000	4,330,000	190	31
COLORADO	1,809,000	526,000	486,000	418,000	57	8
CONNECTICUT	2,460,000	768,000	729,000	706,000	31	6
DELAWARE	462,000	132,000	130,000	119,000	9	—
DIST. OF COLUMBIA	956,000	293,000	289,000	267,000	9	4
FLORIDA	4,321,000	1,355,000	1,529,000	1,082,500	152	16
GEORGIA	3,865,000	1,050,000	1,030,000	809,000	130	12
HAWAII	575,000	153,000	132,500	110,500	15	4
IDAHO	774,000	210,000	203,000	157,500	34	5
ILLINOIS	10,319,000	3,215,000	3,129,000	2,925,000	94	16
INDIANA	4,710,000	1,495,000	1,471,000	1,411,000	60	16
IOWA	3,069,000	889,000	883,000	791,000	61	12
KANSAS	2,359,000	786,000	731,000	636,000	46	9
KENTUCKY	3,238,000	886,000	869,000	646,000	81	5
LOUISIANA	3,340,000	891,000	846,000	686,000	75	13
MAINE	1,009,000	283,500	273,000	248,000	25	6
MARYLAND	3,140,000	854,000	816,000	760,000	33	4
MASSACHUSETTS	5,315,000	1,568,000	1,655,000	1,441,000	57	6
MICHIGAN	8,246,000	2,375,000	2,368,000	2,175,500	95	15
MINNESOTA	3,350,000	974,000	955,000	835,000	61	9
MISSISSIPPI	2,380,000	590,000	573,000	360,000	72	6
MISSOURI	4,739,000	1,447,500	1,399,000	1,271,000	77	16
MONTANA	740,000	214,000	296,000	136,000	34	9
NEBRASKA	1,592,500	463,000	453,000	384,000	35	7
NEVADA	296,000	98,900	88,000	89,000	17	4
NEW HAMPSHIRE	654,000	187,900	184,000	169,000	18	1
NEW JERSEY	6,008,000	1,895,000	1,859,000	1,739,000	26	1
NEW MEXICO	925,000	252,000	243,000	182,000	43	6
NEW YORK	17,390,000	5,495,000	5,370,000	4,990,000	131	22
NORTH CAROLINA	4,810,000	1,282,000	1,331,000	991,000	139	11
NORTH DAKOTA	726,000	192,400	186,000	161,500	19	8
OHIO	9,890,000	2,997,500	2,879,000	2,750,000	89	20
OKLAHOMA	2,395,000	753,000	734,000	692,500	54	9
OREGON	1,940,000	598,000	591,000	466,000	68	7
PENNSYLVANIA	11,985,000	3,950,000	3,859,000	3,590,000	147	20
RHODE ISLAND	915,000	269,000	251,000	247,000	13	2
SOUTH CAROLINA	2,675,000	638,000	620,000	479,000	73	9
SOUTH DAKOTA	793,000	212,000	204,000	140,000	20	4
TENNESSEE	3,761,000	1,122,000	990,000	881,000	103	14
TEXAS	9,710,000	2,800,000	2,759,000	2,239,000	238	43
UTAH	884,000	242,500	234,000	213,500	27	5
VERMONT	418,000	115,000	111,000	98,000	15	1
VIRGINIA	4,019,500	1,020,000	969,000	818,000	93	12
WASHINGTON	2,975,000	888,000	869,000	736,000	80	12
WEST VIRGINIA	2,125,000	572,000	546,000	431,000	50	9
WISCONSIN	4,165,000	1,162,500	1,151,000	1,032,500	75	13
WYOMING	354,000	110,000	105,000	63,900	23	3
TOTAL	184,798,000	55,000,100	54,050,900	47,264,900	3,327	499

**Because it works,  
more advertisers  
use WOR radio  
than any other  
New York radio  
or TV station.**

*Broadcast Advertisers Report, National Spot and Local advertisers, Oct. 1959*

*WOR - Radio 1440 Broadway, New York 18, N. Y. an RKO General Station*

# AM RADIO STATIONS

## Commercial Stations of the U. S., Territories and Possessions

Station	City	State	Page	Station	City	State	Page
CKLW	—	Detroit, Mich.	415	KARE	—	Atchison, Kan.	385
KAAA	—	Kingman, Ariz.	297	KARI	—	Blaine, Wash.	594
KAAB	—	Hot Springs, Ark.	303	KARK	—	Little Rock, Ark.	303
KABC	—	Los Angeles, Calif.	312	KARM	—	Fresno, Calif.	310
KABL	—	Oakland, Calif.	314	KART	—	Jerome, Ida.	363
KABQ	—	Albuquerque, N. M.	456	KARY	—	Prosser, Wash.	597
KABR	—	Aberdeen, S. D.	546	KASE	—	Austin, Tex.	557
KABY	—	Albany, Ore.	515	KASH	—	Eugene, Ore.	517
KACE	—	Riverside, Calif.	316	KASI	—	Ames, Iowa	380
KACI	—	The Dallas, Ore.	521	KASK	—	Ontario, Calif.	314
KACT	—	Andrews, Tex.	557	KASL	—	Newcastle, Wyo.	613
KACY	—	Port Hueneme, Calif.	316	KASM	—	Albany, Minn.	422
KADA	—	Ada, Okla.	511	KASO	—	Minden, La.	399
KADO	—	Marshall, Tex.	573	KAST	—	Astoria, Ore.	515
KADY	—	St. Charles, Mo.	441	KASY	—	Auburn, Wash.	594
KAFP	—	Petaluma, Calif.	315	KATE	—	Albert Lea, Minn.	422
KAFY	—	Bakersfield, Calif.	307	KATI	—	Casper, Wyo.	612
KAGE	—	Winona, Minn.	427	KATL	—	Miles City, Mont.	446
KAGH	—	Crossett, Ark.	302	KATR	—	Corpus Christi, Tex.	561
KAGI	—	Grants Pass, Ore.	517	KATY	—	San Luis Obispo, Calif.	319
KAGO	—	Klamath Falls, Ore.	517	KATZ	—	St. Louis, Mo.	441
KAGR	—	Yuba City, Calif.	322	KAUS	—	Austin, Minn.	422
KAGT	—	Anacortes, Wash.	594	KAVE	—	Carlsbad, N. M.	457
KAHI	—	Auburn, Calif.	307	KAVI	—	Rocky Ford, Colo.	327
KAHU	—	Waipahu, Hawaii	362	KAVL	—	Lancaster, Calif.	312
KAIM	—	Honolulu, Hawaii	360	KAVR	—	Apple Valley, Calif.	307
KAIR	—	Tucson, Ariz.	300	KAWL	—	York, Neb.	450
KAJI	—	Little Rock, Ark.	304	KAWT	—	Douglas, Ariz.	297
KAJO	—	Grants Pass, Ore.	517	KAYE	—	Puyallup, Wash.	597
KAKC	—	Tulsa, Okla.	514	KAYL	—	Storm Lake, Iowa	385
KAKE	—	Wichita, Kan.	389	KAYO	—	Seattle, Wash.	597
KALB	—	Alexandria, La.	397	KAYS	—	Hays, Kan.	387
KALE	—	Richland, Wash.	597	KAYT	—	Rupert, Ida.	364
KALG	—	Alamogordo, N. M.	456	KBAL	—	San Saba, Tex.	578
KALI	—	San Gabriel, Calif.	319	KBAM	—	Longview, Wash.	596
KALL	—	Salt Lake City, Utah	583	KBAR	—	Burley, Ida.	362
KALM	—	Thayer, Mo.	443	KBBA	—	Benton, Ark.	301
KALT	—	Atlanta, Tex.	557	KBBB	—	Borger, Tex.	559
KALV	—	Alva, Okla.	511	KBBC	—	Centerville, Utah	581
KAMD	—	Camden, Ark.	302	KBBS	—	Buffalo, Wyo.	612
KAML	—	Kenedy, Tex.	571	KBCH	—	Ocean Lake, Ore.	519
KAMO	—	Rogers, Ark.	305	KBCL	—	Shreveport, La.	402
KAMP	—	El Centro, Calif.	309	KBEC	—	Waxahachie, Tex.	581
KAMQ	—	Amarillo, Tex.	557	KBEE	—	Modesto, Calif.	313
KANA	—	Anaconda, Mont.	444	KBEK	—	Elk City, Okla.	512
KAND	—	Corsicana, Tex.	563	KBEL	—	Idabel, Okla.	512
KANE	—	New Iberia, La.	400	KBEN	—	Carrizo Springs, Tex.	560
KANI	—	Kailua, Oahu, Hawaii	362	KBET	—	Reno, Nev.	451
KANO	—	Anoka, Minn.	422	KBHM	—	Branson, Mo.	435
KANS	—	Independence, Mo.	437	KBHS	—	Hot Springs, Ark.	303
KAOK	—	Lake Charles, La.	399	KBIA	—	Columbia, Mo.	435
KAOL	—	Carrollton, Mo.	435	KBIF	—	Fresno, Calif.	310
KAPA	—	Raymond, Wash.	597	KBIG	—	Avalon, Calif.	307
KAPB	—	Marksville, La.	399	KBIM	—	Roswell, N. M.	459
KAPI	—	Pueblo, Colo.	326	KBIS	—	Bakersfield, Calif.	307
KAPR	—	Douglas, Ariz.	296	KBIX	—	Muskogee, Okla.	513

Station	City	State	Page	Station	City	State	Page
KBIZ	— Ottumwa, Iowa		384	KCCO	— Lawton, Okla.		512
KBJT	— Fordyce, Ark.		302	KCCR	— Pierre, S. D.		547
KBKC	— Mission, Kan.		388	KCCT	— Corpus Christi, Tex.		561
KBKW	— Aberdeen, Wash.		593	KCEE	— Tucson, Ariz.		300
KBLA	— Burbank, Calif.		398	KCFA	— Spokane, Wash.		599
KBLF	— Red Bluff, Calif.		315	KCFH	— Cuero, Tex.		563
KBLI	— Blackfoot, Ida.		362	KCFI	— Cedar Falls, Iowa		381
KBLO	— Hot Springs, Ark.		393	KCHA	— Charles City, Iowa		381
KBLR	— Goodland, Kan.		386	KCHE	— Cherokee, Iowa		381
KBLT	— Big Lake, Tex.		559	KCHI	— Chillicothe, Mo.		435
KBLU	— Yuma, Ariz.		301	KCHJ	— Delano, Calif.		309
KBMI	— Las Vegas, Nev.		451	KCHR	— Charleston, Mo.		435
KBMN	— Bozeman, Mont.		445	KCHS	— Truth or Consequences, N. M.		460
KBMO	— Benson, Minn.		423	KCHV	— Coachella, Calif.		308
KBMW	— Breckenridge, Minn.		423	KCHY	— Cheyenne, Wyo.		613
KBMX	— Coalinga, Calif.		308	KCID	— Caldwell, Ida.		363
KBMY	— Billings, Mont.		444	KCIJ	— Shreveport, La.		402
KBND	— Bend, Ore.		516	KCIL	— Houma, La.		398
KBNZ	— La Junta, Colo.		326	KCIM	— Carroll, Iowa		380
KBOA	— Kennett, Mo.		439	KCJB	— Minoi, N. D.		500
KBOE	— Cskaloosa, Iowa		384	KCKC	— San Bernardino, Calif.		317
KBOI	— Boise, Ida.		362	KCKN	— Kansas City, Kan.		387
KBOK	— Malvern, Ark.		304	KCKY	— Coolidge, Ariz.		296
KBOL	— Boulder, Colo.		323	KCLA	— Pine Bluff, Ark.		305
KBOM	— Bismarck-Mandan, N. D.		499	KCLE	— Cleburne, Tex.		560
KBON	— Omaha, Neb.		449	KCLF	— Clifton, Ariz.		296
KBOP	— Pecosanton, Tex.		576	KCLN	— Clinton, Iowa		381
KBOR	— Brownsville, Tex.		559	KCLO	— Leavenworth, Kan.		387
KBOW	— Butte, Mont.		445	KCLP	— Rayville, La.		402
KBOX	— Dallas, Tex.		564	KCLS	— Flagstaff, Ariz.		297
KBOY	— Medford, Ore.		518	KCLV	— Clovis, N. M.		458
KBRC	— Mount Vernon, Wash.		596	KCLW	— Hamilton, Tex.		568
KBRI	— Brinkley, Ark.		302	KCLX	— Colfax, Wash.		595
KBRK	— Brookings, S. D.		546	KCMC	— Texarkana, Tex.		580
KBRL	— McCook, Neb.		449	KCMJ	— Palm Springs, Calif.		315
KBRO	— Bremerton, Wash.		594	KCMO	— Kansas City, Mo.		439
KBRS	— Springdale, Ark.		306	KCMR	— McCamey, Tex.		573
KBRV	— Soda Springs, Ida.		364	KCMS	— Manitou Spring, Colo.		326
KBRX	— O'Neill, Neb.		450	KCNI	— Broken Bow, Neb.		447
KBRZ	— Freeport, Tex.		568	KCNO	— Alturas, Calif.		306
KBSF	— Springhill, La.		402	KCNY	— San Marcos, Tex.		578
KBST	— Big Spring, Tex.		559	KCOB	— Newton, Iowa		384
KBTA	— Batesville, Ark.		301	KCOG	— Centerville, Iowa		381
KBIM	— Jonesboro, Ark.		303	KCOH	— Houston, Tex.		569
KBTN	— Neosho, Mo.		440	KCOK	— Tulare, Calif.		321
KBTO	— El Dorado, Kan.		386	KCOL	— Ft. Collins, Colo.		325
KBUC	— Corona, Calif.		309	KCON	— Conway, Ark.		302
KBUD	— Athens, Tex.		557	KCOR	— San Antonio, Tex.		577
KBUH	— Brigham City, Utah		581	KCOW	— Alliance, Neb.		447
KBUN	— Bemidji, Minn.		423	KCOY	— Santa Maria, Calif.		320
KBUR	— Burlington, Iowa		380	KCPX	— Salt Lake City, Utah		583
KBUS	— Mexia, Tex.		574	KCRG	— Cedar Rapids, Iowa		381
KBUZ	— Phoenix, Ariz.		239	KCTI	— Gonzales, Tex.		568
KBVM	— Lancaster, Calif.		312	KCRA	— Sacramento, Calif.		316
KBWD	— Brownwood, Tex.		560	KCRB	— Chanute, Kan.		386
KBYE	— Oklahoma City, Okla.		513	KCRC	— Enid, Okla.		512
KBYG	— Big Spring, Tex.		559	KCRE	— Crescent City, Calif.		309
KBYR	— Anchorage, Alaska		295	KCRS	— Midland, Tex.		574
KBZY	— Salem, Ore.		520	KCRT	— Trinidad, Colo.		327
KCAL	— Redlands, Calif.		316	KCRV	— Caruthersville, Mo.		435
KCAP	— Helena, Mont.		446	KCSJ	— Pueblo, Colo.		326
KCAR	— Clarksville, Tex.		560	KCSR	— Chadron, Neb.		447
KCBC	— Des Moines, Iowa		382	KCTX	— Childress, Tex.		560
KCBD	— Lubbock, Tex.		572	KCUB	— Tucson, Ariz.		300
KCBQ	— San Diego, Calif.		317	KCUE	— Red Wing, Minn.		426
KCBS	— San Francisco, Calif.		318	KCUL	— Fort Worth, Tex.		567
KCCB	— Corning, Ark.		302	KCVL	— Colville, Wash.		595
KCCL	— Paris, Ark.		305	KCVR	— Lodi, Calif.		312

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KCYL	Lampasas, Tex.		571	KELY	Ely, Nev.		450
KDAC	Fort Bragg, Calif.		310	KENA	Mena, Ark.		304
KDAL	Duluth, Minn.		423	KENE	Toppenish, Wash.		600
KDAN	Eureka, Calif.		309	KENI	Anchorage, Alaska		295
KDAV	Lubbock, Tex.		572	KENL	Arcata, Calif.		307
KDAY	Hollywood, Calif.		311	KENM	Portales, N. M.		459
KDB	Santa Barbara, Calif.		320	KENN	Farmington, N. M.		458
KDBC	Mansfield, La.		399	KENO	Las Vegas, Nev.		451
KDBM	Dillon, Mont.		445	KENS	San Antonio, Tex.		578
KDBS	Alexandria, La.		397	KENT	Shreveport, La.		402
KDDD	Dumas, Tex.		566	KENY	Bellingham, Wash.		594
KDEC	Decraah, Iowa		382	KEOK	Payette, Ida.		364
KDEF	Albuquerque, N. M.		457	KEOS	Flagstaff, Ariz.		297
KDEN	Denver, Colo.		324	KEPR	Kennewick, Wash.		595
KDEO	El Cajon, Calif.		309	KEPS	Eagle Pass, Tex.		566
KDES	Palm Springs, Calif.		315	KERB	Kermit, Tex.		571
KDET	Center, Tex.		560	KERC	Eastland, Tex.		566
KDEX	Dexter, Mo.		437	KERG	Eugene, Ore.		517
KDGO	Durango, Colo.		325	KERN	Bakersfield, Calif.		307
KDHL	Fairbault, Minn.		424	KERV	Kerrville, Tex.		571
KDIA	Oakland, Calif.		314	KEST	Boise, Ida.		362
KDIO	Ortinville, Minn.		426	KETX	Livingston, Tex.		572
KDIX	Dickinson, N. D.		493	KEUN	Eunice, La.		398
KDJI	Holbrook, Ariz.		297	KEVA	Shamrock, Tex.		579
KDKA	Pittsburgh, Pa.		533	KEVE	Minneapolis, Minn.		425
KDKD	Clinton, Mo.		435	KEVL	White Castle, La.		403
KDLA	DeRidder, La.		398	KEVT	Tucson, Ariz.		300
KDLK	Del Rio, Tex.		565	KEWB	Oakland, Calif.		314
KDLM	Detroit Lakes, Minn.		423	KEX	Portland, Ore.		519
KDLR	Devils Lake, N. D.		499	KEXO	Grand Junction, Colo.		325
KDMA	Montevideo, Minn.		425	KEXX	San Antonio, Tex.		577
KDMO	Carthage, Mo.		435	KEYD	Oakes, N. D.		500
KDMS	El Dorado, Ark.		302	KEYE	Perryton, Tex.		576
KDNT	Denton, Tex.		565	KEYJ	Jamestown, N. D.		500
KDOK	Tyler, Tex.		580	KEYS	Corpus Christi, Tex.		563
KDON	Salinas, Calif.		317	KEYY	Provo, Utah		582
KDOT	Reno, Nev.		451	KEYZ	Williston, N. D.		501
KDOV	Medford, Ore.		518	KEYZ	Anaheim, Calif.		306
KDQN	De Queen, Ark.		302	KFAB	Omaha, Neb.		449
KDRO	Sedalia, Mo.		443	KFAC	Los Angeles, Calif.		312
KDRS	Paragould, Ark.		305	KFAL	Fulton, Mo.		437
KDSJ	Deadwood, S. D.		546	KFAM	St. Cloud, Minn.		426
KDSN	Denison, Iowa		382	KFAR	Fairbanks, Alaska		295
KDSX	Denison-Sherman, Tex.		565	KFAY	Fayetteville, Ark.		302
KDTA	Delta, Colo.		323	KFBB	Great Falls, Mont.		445
KDTH	Dubuque, Iowa		382	KFBC	Cheyenne, Wyo.		613
KDUB	Lubbock, Tex.		572	KFBI	Wichita, Kan.		389
KDUZ	Hutchinson, Minn.		424	KFBK	Sacramento, Calif.		317
KDWB	St. Paul, Minn.		427	KFDA	Amarillo, Tex.		557
KDWT	Stamford, Tex.		579	KKDF	Van Euren, Ark.		306
KDXE	N. Little Rock, Ark.		305	KFDM	Beaumont, Tex.		558
KDXU	St. George, Utah		583	KFDR	Grand Coulee, Wash.		595
KDZA	Pueblo, Colo.		326	KFEL	Pueblo, Colo.		327
KEAN	Brownwood, Tex.		560	KFEQ	St. Joseph, Mo.		441
KEAP	Fresno, Calif.		310	KFFA	Helena, Ark.		303
KEBE	Jacksonville, Tex.		570	KFH	Wichita, Kan.		389
KECK	Odessa, Tex.		575	KFHA	Lakewood, Wash.		596
KEDO	Longview, Wash.		596	KFI	Los Angeles, Calif.		312
KEED	Springfield-Eugene, Ore.		521	KFIR	North Bend, Ore.		518
KEEE	Nacogdoches, Tex.		575	KFIV	Modesto, Calif.		314
KEEL	Shreveport, La.		402	KFIZ	Fond Du Lac, Wis.		606
KEEN	San Jose, Calif.		319	KFJB	Marshalltown, Iowa		383
KEEP	Twin Falls, Ida.		364	KFJZ	Fort Worth, Tex.		567
KELA	Centralia-Chehalis, Wash.		594	KFKA	Greeley, Colo.		325
KELD	El Dorado, Ark.		302	KKFF	Bellevue, Wash.		594
KELK	Elko, Nev.		450	KFLD	Floydada, Tex.		567
KELO	Sioux Falls, S. D.		547	KFLJ	Walsenburg, Colo.		327
KELP	El Paso, Tex.		566	KFLW	Klamath Falls, Ore.		518

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KFLY	— Corvallis, Ore.		516	KGLN	— Glenwood Springs, Colo.		325
KFMA	— Davenport, Iowa		381	KGLO	— Mason City, Iowa		384
KFMB	— San Diego, Calif.		317	KGLU	— Safford, Ariz.		300
KFMJ	— Tulsa, Okla.		514	KGMB	— Honolulu, Hawaii		360
KFML	— Denver, Colo.		324	KGMC	— Englewood, Colo.		325
KFMO	— Flat River, Mo.		437	KGMO	— Cape Girardeau, Mo.		435
KFNF	— Shenandoah, Iowa		384	KGMS	— Sacramento, Calif.		317
KFNV	— Ferriday, La.		398	KGNB	— New Braunfels, Tex.		575
KFOR	— Lincoln, Neb.		448	KGNC	— Amarillo, Tex.		557
KFOX	— Long Beach, Calif.		312	KGNO	— Dodge City, Kan.		386
KFPW	— Fort Smith, Ark.		303	KGO	— San Francisco, Calif.		318
KFQD	— Anchorage, Alaska		295	KGOL	— Golden, Colo.		325
KFRB	— Fairbanks, Alaska		295	KGON	— Oregon City, Ore.		519
KFRC	— San Francisco, Calif.		318	KGOS	— Torrington, Wyo.		614
KFRD	— Rosenberg, Tex.		577	KGPC	— Grafton, N. D.		500
KFRE	— Fresno, Calif.		310	KGRI	— Henderson, Tex.		569
KFRM	— Concordia, Kan.		386	KGRN	— Grinnell, Iowa		383
KFRO	— Longview, Tex.		572	KGRO	— Gresham, Ore.		517
KFRU	— Columbia, Mo.		435	KGRT	— Las Cruces, N. M.		459
KFSA	— Fort Smith, Ark.		303	KGST	— Fresno, Calif.		310
KFSB	— Joplin, Mo.		437	KGU	— Honolulu, Hawaii		361
KFSC	— Denver, Colo.		324	KGUD	— Santa Barbara, Calif.		320
KFSD	— San Diego, Calif.		317	KGVL	— Greenville, Tex.		568
KFST	— Ft. Stockton, Tex.		567	KGVO	— Missoula, Mont.		446
KFTM	— Fort Morgan, Colo.		325	KGVV	— Belgrade, Mont.		444
KFTV	— Paris, Tex.		576	KGW	— Portland, Ore.		519
KFUN	— Las Vegas, N. M.		459	KGWA	— Enid, Okla.		512
KFVS	— Cape Girardeau		435	KGY	— Olympia, Wash.		596
KFWB	— Los Angeles, Calif.		312	KGYN	— Guymon, Okla.		512
KFXD	— Nampa, Ida.		363	KHAM	— Albuquerque, N. M.		457
KFXM	— San Bernardino, Calif.		317	KHAS	— Hastings, Neb.		448
KFYN	— Bonham, Tex.		559	KHAT	— Phoenix, Ariz.		297
KFYO	— Lubbock, Tex.		573	KHBC	— Hilo, Hawaii		360
KFYR	— Bismarck, N. D.		499	KHBM	— Monticello, Ark.		304
KG	— Spokane, Wash.		599	KHBR	— Hillsboro, Tex.		569
KGAF	— Gainesville, Tex.		568	KHEM	— Big Spring, Tex.		559
KGAK	— Gallup, N. M.		458	KHEN	— Henryetta, Okla.		512
KGAL	— Lebanon, Ore.		518	KHEP	— Phoenix, Ariz.		297
KGAN	— Bastrop, La.		397	KHEY	— El Paso, Tex.		566
KGAS	— Carthage, Tex.		560	KHFH	— Sierra Vista, Ariz.		300
KGAY	— Salem, Ore.		521	KHHH	— Pampa, Tex.		576
KGB	— San Diego, Calif.		318	KHIL	— Brighton, Colo.		323
KGBC	— Galveston, Tex.		568	KHIT	— Walla Walla, Wash.		600
KGBT	— Harlingen, Tex.		568	KHJ	— Los Angeles, Calif.		313
KG BX	— Springfield, Mo.		443	KHMO	— Hannibal, Mo.		437
KG CX	— Sidney, Mont.		447	KHOB	— Hobbs, N. M.		458
KGDN	— Edmonds, Wash.		595	KHOE	— Truckee, Calif.		321
KGEE	— Bakersfield, Calif.		307	KHOG	— Fayetteville, Ark.		302
KG EK	— Sterling, Colo.		327	KHOT	— Madera, Calif.		313
KGEM	— Boise, Ida.		362	KHOW	— Denver, Colo.		324
KG EN	— Tulare, Calif.		321	KHOZ	— Harrison, Ark.		303
KG ER	— Long Beach, Calif.		312	KHQ	— Spokane, Wash.		599
KG EZ	— Kalispell, Mont.		446	KHSJ	— Hemet, Calif.		311
KG FF	— Shawnee, Okla.		514	KHSL	— Chico, Calif.		308
KG FJ	— Los Angeles, Calif.		312	KHUB	— Fremont, Neb.		447
KG FL	— Roswell, N. M.		459	KHUV	— Borger, Tex.		559
KG FW	— Kearney, Neb.		448	KHVH	— Honolulu, Hawaii		361
KG FX	— Pierre, S. D.		547	KIBE	— Palo Alto, Calif.		315
KG GF	— Coffeyville, Kan.		386	KIBH	— Seward, Alaska		296
KG GG	— Forest Grove, Ore.		517	KIBL	— Beeville, Tex.		559
KG GM	— Albuquerque, N. M.		457	KIBS	— Bishop, Calif.		308
KG HF	— Pueblo, Colo.		327	KICD	— Spencer, Iowa		385
KG HL	— Billings, Mont.		444	KICK	— Springfield, Mo.		443
KG HM	— Brookfield, Mo.		435	KICN	— Denver, Colo.		324
KG IL	— San Fernando, Calif.		318	KICO	— El Centro, Calif.		309
KG IW	— Alamosa, Colo.		323	KICY	— Nome, Alaska		296
KG KB	— Tyler, Tex.		580	KID	— Idaho Falls, Ida.		363
KG KL	— San Angelo, Tex.		577	KIDD	— Monterey, Calif.		314
KG LC	— Miami, Okla.		513				



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KIDO	Boise, Ida.		362	KKID	Pendleton, Ore.		519
KIEM	Eureka, Calif.		309	KKIS	Pittsburg, Calif.		315
KIEV	Glendale, Calif.		310	KKOW	Madison, Wis.		607
KIFI	Idaho Falls, Ida.		363	KKSN	Dallas, Tex.		564
KIFN	Phoenix, Ariz.		297	KLAC	Los Angeles, Calif.		313
KIFW	Sitka, Alaska		296	KLAD	Klamath Falls, Ore.		518
KIHN	Hugo, Okla.		512	KLAK	Lakewood, Colo.		326
KIHO	Sioux Falls, S. D.		547	KLAM	Cordova, Alaska		295
KIHR	Hood River, Ore.		517	KLAN	Lemoore, Calif.		312
KIJV	Huron, S. D.		546	KLAS	Las Vegas, Nev.		451
KIKI	Honolulu, Hawaii		361	KLBM	La Grande, Ore.		518
KIKK	Bakersfield, Calif.		307	KLCN	Blytheville, Ark.		301
KIKO	Globe-Miami, Ariz.		297	KLCO	Poteau, Okla.		514
KIKS	Sulphur-Lake Charles, La.		403	KLEA	Lovington, N. M.		459
KILE	Galveston, Tex.		568	KLEE	Ottumwa, Iowa		384
KILO	Grand Forks, N. D.		500	KLEM	Le Mars, Iowa		383
KILT	Houston, Tex.		569	KLEN	Killeen, Tex.		571
KIMA	Yakima, Wash.		600	KLEO	Wichita, Kan.		389
KIMB	Kimball, Neb.		448	KLER	Orofino, Ida.		363
KIML	Gillette, Wyo.		613	KLEX	Lexington, Mo.		440
KIMM	Denver, Colo.		324	KLFD	Litchfield, Minn.		424
KIMO	Hilo, Hawaii		360	KLFT	Golden Meadow, La.		398
KIMP	Mount Pleasant, Tex.		575	KLGA	Algona, Iowa		380
KIND	Independence, Kan.		387	KLGN	Logan, Utah		581
KINE	Kingsville, Tex.		571	KLGR	Redwood Falls, Minn.		426
KING	Seattle, Wash.		597	KLIC	Monroe, La.		399
KINS	Eureka, Calif.		310	KLIF	Dallas, Tex.		564
KINT	El Paso, Tex.		566	KLIK	Jefferson City, Mo.		437
KINY	Juneau, Alaska		295	KLIL	Estherville, Iowa		383
KIOA	Des Moines, Iowa		382	KLIN	Lincoln, Neb.		448
KIOX	Bay City, Tex.		558	KLIQ	Portland, Ore.		519
KIPA	Hilo, Hawaii		360	KLIR	Denver, Colo.		324
KIRO	Seattle, Wash.		597	KLIX	Twin Falls, Ida.		364
KIRT	Mission, Tex.		575	KLIZ	Brainerd, Minn.		423
KIRX	Kirksville, Mo.		439	KLKC	Parsons, Kan.		388
KISD	Sioux Falls, S. D.		547	KLLA	Leesville, La.		399
KISN	Portland, Ore.		519	KLLL	Lubbock, Tex.		573
KIST	Santa Barbara, Calif.		320	KLMO	Longmont, Colo.		326
KIT	Yakima, Wash.		601	KLMR	Lamar, Colo.		326
KITE	San Antonio, Tex.		578	KLMS	Lincoln, Neb.		449
KITI	Chehalis-Centralia, Wash.		595	KLMX	Clayton, N. M.		458
KITN	Olympia, Wash.		596	KLO	Ogden, Utah		582
KITO	San Bernardino, Calif.		317	KLOG	Kelso, Wash.		595
KIUL	Garden City, Kan.		386	KLOH	Pipestone, Minn.		426
KIUN	Pecos, Tex.		576	KLOK	San Jose, Calif.		319
KIUP	Durango, Colo.		325	KLOO	Corvallis, Ore.		516
KIVY	Crockett, Tex.		563	KLOQ	Yakima, Wash.		601
KIXL	Dallas, Tex.		564	KLOS	Albuquerque, N. M.		457
KIXX	Provo, Utah		582	KLOU	Lake Charles, La.		399
KIXZ	Amarillo, Tex.		557	KLOV	Loveland, Colo.		326
KJAN	Atlantic, Iowa		380	KLPL	Lake Providence, La.		399
KJAX	Santa Rosa, Calif.		320	KLPM	Minot, N. D.		500
KJAY	Topeka, Kan.		388	KLPR	Oklahoma City, Okla.		513
KJBC	Midland, Tex.		574	KLPW	Union, Mo.		443
KJBS	San Francisco, Calif.		318	KLRA	Little Rock, Ark.		304
KJCF	Festus, Mo.		437	KLRS	Mountain Grove, Mo.		440
KJCK	Junction City, Kan.		387	KLTF	Little Falls, Minn.		424
KJEF	Jennings, La.		398	KLTR	Blackwell, Okla.		511
KJET	Beaumont, Tex.		558	KLTZ	Glasgow, Mont.		445
KJFJ	Webster City, Iowa		385	KLUB	Salt Lake City, Utah		583
KJIM	Fort Worth, Tex.		567	KLUE	Longview, Tex.		572
KJNO	Juneau, Alaska		296	KLUK	Evanston, Wyo.		613
KJOE	Shreveport, La.		402	KLUV	Haynesville, La.		398
KJOY	Stockton, Calif.		321	KLVI	Vivian, La.		403
KJR	Seattle, Wash.		597	KLVL	Pasadena, Tex.		576
KJRG	Newton, Kan.		388	KLVT	Levelland, Tex.		571
KJSK	Columbus, Neb.		447	KLWN	Lawrence, Kan.		387
KKEY	Vancouver, Wash.		600	KLWT	Lebanon, Mo.		440

Station	City	State	Page	Station	City	State	Page
KLYD	Bakersfield, Calif.		307	KNGS	Hanford, Calif.		311
KLYK	Spokane, Wash.		599	KNIM	Maryville, Mo.		440
KLYR	Clarksville, Ark.		302	KNIT	Abilene, Tex.		556
KLZ	Denver, Colo.		324	KNCC	Natchitoches, La.		400
KMA	Shenandoah, Iowa		384	KNOE	Monroe, La.		399
KMAC	San Antonio, Tex.		578	KNOG	Nogales, Ariz.		297
KMAE	McKinney, Tex.		573	KNOK	Fort Worth, Tex.		567
KMAK	Fresno, Calif.		310	KNOR	Norman, Okla.		513
KMAM	Tularosa, N. M.		460	KNOT	Prescott, Ariz.		299
KMAN	Manhattan, Kan.		337	KNOW	Austin, Tex.		558
KMAP	Bakersfield, Calif.		307	KNOX	Grand Forks, N. D.		500
KMAQ	Maquoketa, Iowa		383	KNPT	Newport, Ore.		518
KMAR	Winneshoro, La.		403	KNUJ	New Ulm, Minn.		426
KMBC	Kansas City, Mo.		439	KNUZ	Houston, Tex.		570
KMBL	Junction, Tex.		571	KNX	Los Angeles, Calif.		313
KMBY	Monterey, Calif.		314	KOA	Denver, Colo.		324
KMCD	Fairfield, Iowa		383	KOAL	Price, Utah		582
KMCM	McMinnville, Ore.		518	KOAM	Pittsburg, Kan.		388
KMCO	Conroe, Tex.		561	KOB	Albuquerque, N. M.		457
KMDO	Fort Scott, Kan.		386	KOBE	Las Cruces, N. M.		459
KMED	Medford, Ore.		518	KOBH	Hot Springs, S. D.		546
KMEL	Wenatchee, Wash.		600	KOBY	San Francisco, Calif.		319
KMGM	Abuququerque, N. M.		457	KCCA	Kilgore, Tex.		571
KMHL	Marshall, Minn.		425	KOCY	Oklahoma City, Okla.		513
KMHT	Marshall, Tex.		574	KODE	Joplin, Mo.		437
KMIL	Cameron, Tex.		560	KODI	Cody, Wyo.		613
KMIN	Grants, N. M.		458	KODL	The Dalles, Ore.		521
KMJ	Fresno, Calif.		310	KODY	North Platte, Neb.		449
KMLB	Monroe, La.		399	KOEL	Oelwein, Iowa		384
KMLW	Marlin, Tex.		573	KOFA	Yuma, Ariz.		301
KMMJ	Grand Island, Neb.		448	KOFE	Pullman, Wash.		597
KMMO	Marshall, Mo.		440	KOFI	Kalispell, Mont.		446
KMNS	Sioux City, Iowa		384	KOFO	Ottawa, Kan.		388
KMO	Tacoma, Wash.		599	KOFY	San Mateo, Calif.		320
KMON	Great Falls, Mont.		445	KOGA	Ogallala, Neb.		449
KMOP	Tucson, Ariz.		300	KOGT	Orange, Tex.		575
KMOX	St. Louis, Mo.		441	KOH	Reno, Nev.		451
KMPC	Los Angeles, Calif.		313	KOHU	Hermiston, Ore.		517
KMRC	Morgan City, La.		400	KOIL	Omaha, Neb.		449
KMRS	Morris, Minn.		425	KOIN	Portland, Ore.		519
KMUL	Muleshoe, Tex.		575	KOJM	Havre, Mont.		446
KMUR	Murray, Utah		582	KOKA	Shreveport, La.		402
KMUS	Muskogee, Okla.		513	KOKE	Austin, Tex.		558
KMVI	Wailuku-Maui, Hawaii		362	KOKL	Okmulgee, Okla.		514
KMYC	Marysville, Calif.		313	KOKO	Warrensburg, Mo.		444
KNAF	Fredericksburg, Tex.		588	KOKX	Keokuk, Iowa		383
KNAK	Salt Lake City, Utah		583	KOKY	Little Rock, Ark.		304
KNAL	Victoria, Tex.		586	KOL	Seattle, Wash.		598
KNBA	Vallejo, Calif.		322	KOLD	Tucson, Ariz.		300
KNBC	San Francisco, Calif.		318	KOLE	Port Arthur, Tex.		576
KNEX	Kirkland, Wash.		595	KOLJ	Quanah, Tex.		577
KNBY	Newport, Ark.		305	KOLO	Reno, Nev.		451
KNCK	Concordia Kan.		386	KOLR	Sterling, Colo.		327
KNCM	Moberly, Mo.		440	KOLS	Pryor, Okla.		514
KNCO	Garden City, Kan.		386	KOLT	Scottsbluff, Neb.		450
KNCY	Nebraska City, Neb.		449	KOLY	Mabridge, S. D.		547
KNDC	Hettinger, N. D.		500	KOMA	Oklahoma City, Okla.		513
KNDE	Aztec, N. M.		457	KOMB	Cottage Grove, Ore.		516
KNDY	Marysville, Kan.		388	KOME	Tulsa, Okla.		514
KNEA	Jonesboro, Ark.		303	KONE	Reno, Nev.		451
KNEB	Scottsbluff, Neb.		450	KOMO	Seattle, Wash.		598
KNED	McAlester, Okla.		512	KOMW	Omak, Wash.		596
KNEL	Brady, Tex.		559	KOMY	Watsonville, Calif.		322
KNEM	Nevada, Mo.		440	KONG	Visalia, Calif.		322
KNET	Palestine, Tex.		576	KONI	Phoenix, Ariz.		297
KNEW	Spokane, Wash.		599	KONO	San Antonio, Tex.		578
KNEX	McPherson, Kan.		388	KONP	Port Angeles, Wash.		597
KNEZ	Lompoc, Calif.		312	KOOK	Billings, Mont.		444
				KOOL	Phoenix, Ariz.		299

Station	City	State	Page
KOOO	— Omaha, Neb.		449
KOOS	— Coos Bay, Ore.		516
KOPR	— Butte, Mont.		445
KOPY	— Alice, Tex.		557
KORA	— Bryan, Tex.		560
KORC	— Mineral Wells, Tex.		574
KORD	— Pasco, Wash.		596
KORE	— Eugene, Ore.		517
KORK	— Las Vegas, Nev.		451
KORN	— Mitchell, S. D.		547
KORT	— Grangeville, Ida.		363
KOSA	— Odessa, Tex.		575
KOSE	— Osceola, Ark.		305
KOSI	— Denver, Colo.		324
KOSY	— Texarkana, Ark.		306
KOTA	— Rapid City, S. D.		547
KOTE	— Fergus Falls, Minn.		424
KOTN	— Pine Bluff, Ark.		305
KOTS	— Deming, N. M.		458
KOVC	— Valley City, N. D.		500
KOVE	— Lander, Wyo.		613
KOVO	— Provo, Utah		582
KOWB	— Laramie, Wyo.		613
KOWH	— Omaha, Neb.		449
KOWL	— Bijou, Calif.		308
KOWN	— Esccondido, Calif.		309
KOXR	— Oxnard, Calif.		315
KOY	— Phoenix, Ariz.		295
KOYE	— El Paso, Tex.		556
KOYL	— Odessa, Tex.		575
KOYN	— Billings, Mont.		444
KOZE	— Lewiston, Ida.		363
KOZI	— Chelan, Wash.		595
KOZY	— Grand Rapids, Mich.		424
KPAC	— Port Arthur, Tex.		577
KPAL	— Palm Springs, Calif.		315
KPAM	— Portland, Ore.		520
KPAN	— Hereford, Tex.		569
KPAP	— Redding, Calif.		316
KPAS	— Banning, Calif.		308
KPAY	— Chico, Calif.		308
KPBA	— Pine Bluff, Ark.		305
KPBM	— Carlsbad, N. M.		457
KPCA	— Marked Tree, Ark.		304
KPDN	— Pampa, Tex.		576
KPDQ	— Portland, Ore.		520
KPEG	— Spckane, Wash.		599
KPEL	— Lafayette, La.		399
KPEP	— San Angelo, Tex.		577
KPER	— Gilroy, Calif.		310
KPET	— Lamesa, Tex.		571
KPHO	— Phoenix, Ariz.		299
KPIG	— Cedar Rapids, Iowa.		381
KPIK	— Colorado Springs, Colo.		323
KPIN	— Casa Grande, Ariz.		296
KPKW	— Pasco, Wash.		596
KPLC	— Lake Charles, La.		399
KPLK	— Dallas, Ore.		516
KPLT	— Paris, Tex.		576
KPMC	— Bakersfield, Calif.		307
KPOA	— Honolulu, Hawaii		361
KPOC	— Pocahontas, Ark.		305
KPOD	— Crescent City, Calif.		309
KPOI	— Honolulu, Hawaii		361
KPOJ	— Portland, Ore.		520
KPOK	— Scottsdale, Ariz.		300
KPOL	— Los Angeles, Calif.		313
KPON	— Anderson, Calif.		306

Station	City	State	Page
KPOP	— Los Angeles, Calif.		313
KPOR	— Quincy, Wash.		597
KPOW	— Powell, Wyo.		613
KPQ	— Wenatchee, Wash.		600
KPRB	— Redmond, Ore.		520
KPRC	— Houston, Tex.		569
KPRK	— Livingston, Mont.		446
KPRL	— Paso Robles, Calif.		315
KPRO	— Riverside, Calif.		316
KPRS	— Kansas City, Mo.		439
KPSO	— Falfurrias, Tex.		567
KPST	— Preston, Ida.		364
KPTL	— Carson City, Nev.		450
KPUG	— Bellingham, Wash.		594
KPVA	— Camas, Wash.		594
KQAQ	— Austin, Minn.		423
KQDE	— Renton, Wash.		597
KQDI	— Bismarck, N. D.		499
KQDY	— Minot, N. D.		500
KQEO	— Albuquerque, N. M.		457
KQIK	— Lakeview, Ore.		518
KQTE	— Missoula, Mont.		446
KQTY	— Everett, Wash.		595
KQV	— Pittsburgh, Pa.		533
KRAC	— Alamogordo, N. M.		456
KRAI	— Craig, Colo.		323
KRAK	— Stockton-Sacramento, Calif.		321
KRAL	— Rawlins, Wyo.		614
KRAM	— Las Vegas, Nev.		451
KRAY	— Amarillo, Tex.		557
KRBA	— Lulkin, Tex.		573
KRBC	— Abilene, Tex.		556
KRBI	— St. Peter, Minn.		426
KRBO	— Las Vegas, Nev.		451
KRCK	— Ridgecrest, Calif.		316
KRCO	— Prineville, Ore.		520
KRCT	— Pasadena, Tex.		576
KRDG	— Redding, Calif.		316
KRDO	— Colorado Springs, Colo.		323
KRDU	— Dinuba, Calif.		309
KRE	— Berkeley, Calif.		308
KREH	— Oakdale, La.		401
KREI	— Farmington, Mo.		437
KREM	— Spokane, Wash.		599
KREO	— Indio, Calif.		311
KRES	— St. Joseph, Mo.		441
KREW	— Sunnyside, Wash.		599
KREX	— Grand Junction, Colo.		325
KRFO	— Owatonna, Minn.		426
KRFS	— Superior, Neb.		450
KRGI	— Grand Island, Neb.		448
KRGV	— Weslaco, Tex.		581
KRHD	— Duncan, Okla.		511
KRIB	— Mason City, Iowa		384
KRIC	— Beaumont, Tex.		558
KRIG	— Odessa, Tex.		575
KRIO	— McAllen, Tex.		573
KRIZ	— Phoenix, Ariz.		299
KRKC	— King City, Calif.		311
KRMD	— Los Angeles, Calif.		313
KRKO	— Everett, Wash.		595
KRKS	— Ridgecrest, Calif.		316
KRLA	— Pasadena, Calif.		315
KRLC	— Lewiston, Ida.		363
KRLD	— Dallas, Tex.		565
KRLN	— Canon City, Colo.		323
KRLW	— Walnut Ridge, Ark.		306
KRMD	— Shreveport, La.		402

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KRMG	Tulsa,	Okla.	515	KSJO	San Jose,	Calif.	319
KRMO	Monett,	Mo.	440	KSKY	Dallas,	Tex.	565
KRMS	Osage Beach,	Mo.	440	KSL	Salt Lake City,	Utah	583
KRNO	San Bernardino,	Calif.	317	KSLM	Salem,	Ore.	521
KRNR	Roseburg,	Ore.	520	KSLO	Opelousas,	La.	402
KRNS	Burns,	Ore.	516	KSLV	Monte Vista,	Colo.	326
KRNT	Des Moines,	Iowa	382	KSLY	San Luis Obispo,	Calif.	320
KRNY	Kearney,	Neb.	448	KSMA	Santa Maria,	Calif.	320
KROC	Rochester,	Minn.	426	KSML	Seminole,	Tex.	578
KROD	El Paso,	Tex.	566	KSMN	Mason City,	Iowa	384
KROF	Abbeville,	La.	397	KSMO	Salem,	Mo.	443
KROG	Sonora,	Calif.	321	KSNY	Snyder,	Tex.	579
KROP	Brawley,	Calif.	308	KSO	Des Moines,	Iowa	382
KROS	Clinton,	Iowa	381	KSOK	Arkansas City,	Kan.	385
KROX	Crookston,	Minn.	423	KSON	San Diego,	Calif.	318
KROY	Sacramento,	Calif.	317	KSOO	Sioux Falls,	S. D.	547
KRPL	Moscow,	Ida.	363	KSOP	Salt Lake City,	Utah	583
KRRV	Sherman-Denison,	Tex.	579	KSOX	Raymondville,	Tex.	577
KRSC	Othello,	Wash.	596	KSPA	Santa Paula,	Calif.	320
KRSD	Rapid City,	S. D.	547	KSPI	Stillwater,	Okla.	514
KRSI	Minneapolis,	Minn.	425	KSPL	Diboll,	Tex.	565
KRSL	Russell,	Kan.	388	KSPR	Casper,	Wyo.	613
KRSN	Los Alamos,	N. M.	459	KSPT	Sandpoint,	Ida.	364
KRTN	Raton,	N. M.	459	KSRA	Salmon,	Ida.	364
KRTR	Thermopolis,	Wyo.	614	KSRC	Socorro,	N. M.	460
KRUN	Ballinger,	Tex.	558	KSRO	Santa Rosa,	Calif.	321
KRUS	Ruston,	La.	402	KSRV	Ontario,	Ore.	519
KRUX	Phoenix,	Ariz.	299	KSSS	Colorado Springs,	Colo.	323
KRVN	Lexington,	Neb.	448	KSST	Sulphur Springs,	Tex.	579
KRXK	Rexburg,	Ida.	364	KSTA	Coleman,	Tex.	561
KRXL	Roseburg,	Ore.	520	KSTB	Breckenridge,	Tex.	559
KRY5	Corpus Christi,	Tex.	563	KSTL	St. Louis,	Mo.	441
KSAL	Salina,	Kan.	388	KSTN	Stockton,	Calif.	321
KSAM	Huntsville,	Tex.	570	KSTP	St. Paul-Minneapolis,	Minn.	426
KSAN	San Francisco,	Calif.	319	KSTR	Grand Junction,	Colo.	325
KSAY	San Francisco,	Calif.	319	KSTT	Davenport,	Iowa	382
KSBW	Salinas,	Calif.	317	KSTV	Stephenville,	Tex.	579
KSCB	Liberal,	Kan.	387	KSUB	Cedar City,	Utah	581
KSCJ	Sioux City,	Iowa	385	KSUE	Susanville,	Calif.	321
KSCO	Santa Cruz,	Calif.	320	KSUM	Fairmont,	Minn.	424
KSD	St. Louis,	Mo.	441	KSUN	Bisbee,	Ariz.	296
KSDA	Redding,	Calif.	316	K SVC	Richfield,	Utah	582
KSDN	Aberdeen,	S. D.	546	KSVN	Ogden,	Utah	582
KSDO	San Diego,	Calif.	318	KSVP	Artesia,	N. M.	457
KSEI	Pocatello,	Ida.	364	KSWA	Graham,	Tex.	568
KSEK	Pittsburg,	Kan.	388	KSWI	Council Bluffs,	Iowa	381
KSEL	Lubbock,	Tex.	573	KSWO	Lawton,	Okla.	512
KSEM	Moses Lake,	Wash.	596	KSW5	Roswell,	N. M.	459
KSEN	Shelby,	Mont.	447	KSXX	Salt Lake City,	Utah	583
KSEO	Durant,	Okla.	511	KSYC	Yreka,	Calif.	322
KSET	El Paso,	Tex.	566	KSYD	Wichita Falls,	Tex.	581
KSEW	Sitka,	Alaska	296	KSYL	Alexandria,	La.	397
KSEY	Seymour,	Tex.	579	KTAC	Tacoma,	Wash.	600
KSFA	Nacogdoches,	Tex.	575	KTAE	Taylor,	Tex.	579
KSFE	Needles,	Calif.	314	KTAN	Tucson,	Ariz.	300
KSFO	San Francisco,	Calif.	319	KTAR	Phoenix,	Ariz.	299
KSGM	Ste. Genevieve,	Mo.	441	KTAT	Frederick,	Okla.	512
KSIB	Creston,	Iowa	381	KTBB	Tyler,	Tex.	580
KSID	Sidney,	Neb.	450	KTBC	Austin,	Tex.	558
KSIG	Crowley,	La.	398	KTCB	Malden,	Mo.	440
KSII	Gladewater,	Tex.	568	KTCN	Berryville,	Ark.	301
KSIL	Silver City,	N. M.	460	KTCS	Fort Smith,	Ark.	303
KSIM	Sikeston,	Mo.	443	KTEE	Carmel,	Calif.	308
KSIR	Wichita,	Kan.	389	KTEL	Walla Walla,	Wash.	600
KSIS	Sedalia,	Mo.	443	KTEM	Temple,	Tex.	579
KSIX	Woodward,	Okla.	515	KTER	Terrell,	Tex.	580
KSIX	Corpus Christi,	Tex.	563	KTFI	Twin Falls,	Ida.	365
KSJB	Jamestown,	N. D.	500	KTFS	Texarkana,	Tex.	580

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KTFY	Brownfield	Tex.	559	KUGN	Eugene	Ore.	517
KTHE	Thermopolis	Wyo.	614	KUIK	Hillsboro	Ore.	517
KTHS	Little Rock	Ark.	304	KUJ	Walla Walla	Wash.	600
KTHT	Houston	Tex.	569	KUKI	Ukiah	Calif.	322
KTIB	Thibodaux	La.	403	KUKO	Post	Tex.	577
KTIL	Tillamook	Ore.	521	KUKU	Willow Springs	Mo.	444
KTIM	San Rafael	Calif.	320	KULA	Honolulu	Hawaii	361
KTIP	Porterville	Calif.	315	KULE	Ephrata	Wash.	595
KTIX	Seattle	Wash.	598	KULP	El Campo	Tex.	566
KTJS	Hobart	Okla.	512	KUMA	Pendleton	Ore.	519
KTKN	Ketchikan	Alaska	296	KUNO	Corpus Christi	Tex.	563
KTKR	Taft	Calif.	321	KUOA	Siloam Springs	Ark.	306
KTKT	Tucson	Ariz.	300	KUPI	Idaho Falls	Ida.	363
KTLD	Tallahula	La.	403	KURA	Moab	Utah	582
KTLN	Denver	Colo.	324	KURL	Billings	Mont.	444
KTLO	Mountain Home	Ark.	304	KURV	Edinburg	Tex.	566
KTLQ	Tahlequah	Okla.	514	KURY	Brookings	Ore.	516
KTLU	Rusk	Tex.	577	KUSH	Cushing	Okla.	511
KT LW	Texas City	Tex.	580	KUSN	St. Joseph	Mo.	441
KTMC	McAlester	Okla.	513	KUTI	Yakima	Wash.	601
KTMS	Santa Barbara	Calif.	320	KUTY	Palmdale	Calif.	315
KTNC	Falls City	Neb.	447	KUVR	Holdrege	Neb.	448
KTNM	Tucumcari	N. M.	460	KUZN	West Monroe	La.	403
KTNT	Tacoma	Wash.	600	KVAS	Astoria	Ore.	516
KTOD	Sinton	Tex.	579	KBKR	Baker	Ore.	516
KTOE	Mankato	Minn.	424	KVCK	Wolf Point	Mont.	447
KTOH	Lihue	Kauai, Hawaii	362	KVCL	Winnfield	La.	403
KTOK	Oklahoma City	Okla.	513	KVCV	Redding	Calif.	316
KTOO	Henderson	Nev.	451	KVEC	San Luis Obispo	Calif.	319
KTOP	Topeka	Kan.	389	KVEL	Vernal	Utah	583
KTOW	Oklahoma City	Okla.	513	KVEN	Ventura	Calif.	322
KTRB	Modesto	Calif.	314	KVER	Clovis	N. M.	458
KTRC	Santa Fe	N. M.	459	KVET	Austin	Tex.	558
KTRF	Lufkin	Tex.	573	KVFC	Cortez	Colo.	323
KTRH	Thief River Falls	Minn.	427	KVFD	Ft. Dodge	Iowa	383
KTRH	Houston	Tex.	569	KVGB	Great Bend	Kan.	387
KTRI	Sioux City	Iowa	385	KVHL	Homer	La.	398
KTRM	Beaumont	Tex.	558	KVI	Seattle	Wash.	598
KTRN	Wichita Falls	Tex.	581	KVIC	Victoria	Tex.	580
KTRY	Bastrop	La.	397	KVIM	New Iberia	La.	400
KTSA	San Antonio	Tex.	578	KVIN	Vinita	Okla.	515
KTSM	El Paso	Tex.	566	KVIP	Redding	Calif.	316
KTTN	Trenton	Mo.	443	KVKM	Monahans	Tex.	575
KTTR	Rolla	Mo.	441	KVLB	Cleveland	Tex.	561
KTIS	Springfield	Mo.	443	KVLC	Little Rock	Ark.	304
KTUC	Tucson	Ariz.	301	KVLF	Alpine	Tex.	557
KTUE	Tulia	Tex.	580	KVLH	Pauls Valley	Okla.	514
KTUL	Tulsa	Okla.	515	KVLV	Fallon	Nev.	450
KTUR	Turlock	Calif.	322	KVMA	Magnolia	Ark.	304
KTUT	Tocele City	Utah	583	KVMC	Colorado City	Tex.	561
KTUX	Pueblo	Colo.	327	KVNA	Flagstaff	Ariz.	297
KTW	Seattle	Wash.	598	KVNC	Winslow	Ariz.	301
KTXJ	Jasper	Tex.	570	KVNI	Coeur D'Alene	Ida.	363
KTXL	San Angelo	Tex.	577	KVNU	Logan	Utah	582
KTXO	Sherman	Tex.	579	KVCC	Casper	Wyo.	613
KTYM	Inglewood	Calif.	311	KVOE	Emporia	Kan.	386
KUAM	Agana	Guam	614	KVOG	Ogden	Utah	582
KUBA	Yuba City	Calif.	322	KVOL	Lafayette	La.	399
KUBC	Montrose	Colo.	326	KVOM	Morrilton	Ark.	304
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KUBO	San Antonio	Tex.	578	KVOO	Tulsa	Okla.	515
KUDE	Oceanside	Calif.	314	KVOP	Plainview	Tex.	576
KUDI	Great Falls	Mont.	445	KVOR	Colorado Springs	Colo.	323
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KUDU	Ventura	Calif.	322	KVOU	Uvalde	Tex.	580
KUDY	Littleton	Colo.	326	KVOW	Littlefield	Tex.	571
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WINR	— Binghamton, N. Y.		462	WJEJ	— Hagerstown, Md.		407
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WION	— Ionia, Mich.		418	WJHO	— Opelika, Ala.		293
WIOS	— Tawas City, Mich.		422	WJIG	— Tullahoma, Tenn.		556
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WIRE	— Indianapolis, Ind.		377	WJLD	— Birmingham, Ala.		288
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WIRO	— Ironton, Ohio		507	WJMB	— Brookhaven, Miss.		428
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WISH	— Indianapolis, Ind.		377	WJMR	— New Orleans, La.		400
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WOOW	Greenville, N. C.		492	WPLO	Atlanta, Ga.		350
WOPA	Oak Park, Ill.		372	WPLY	Plymouth, Wis.		610
WOPI	Bristol, Tenn.		548	WPME	Punxsutawney, Pa.		534
WOR	New York, N. Y.		475	WPMP	Pascagoula, Miss.		432
WORA	Mayaguez, P. R.		615	WPNC	Plymouth, N. C.		495
WORC	Worcester, Mass.		413	WPNF	Brevard, N. C.		488
WORD	Spartanburg, S. C.		545	WPNX	Phenix City, Ala.		293
WORK	York, Pa.		538	WPOM	Pompano Beach, Fla.		345
WORL	Boston, Mass.		409	WPON	Pontiac, Mich.		421
WORM	Savannah, Tenn.		555	WPOP	Hartford, Conn.		329
WORX	Madison, Ind.		378	WPOR	Portland, Me.		405
WOSC	Fulton, N. Y.		464	WPOW	New York, N. Y.		481
WOSH	Oshkosh, Wis.		610	WPPA	Pottsville, Pa.		534
WOTR	Corry, Pa.		526	WPRA	Mayaguez, P. R.		615
WOTT	Watertown, N. Y.		487	WPRC	Lincoln, Ill.		371
WOTW	Nashua, N. H.		453	WPRE	Prarie Du Chien, Wis.		610
WOVE	Welch, W. Va.		605	WPRN	Butler, Ala.		288
WOW	Omaha, Neb.		450	WPRO	Providence, R. I.		538
WOWE	Allegan, Mich.		414	WPRP	Ponce, P. R.		616
WOWL	Florence, Ala.		290	WPRS	Paris, Ill.		372
WOWO	Ft. Wayne, Ind.		376	WPRT	Prestonsburg, Ky.		395
WOXF	Oxford, N. C.		495	WPRW	Manassas, Va.		588
WOZK	Ozark, Ala.		293	WPRY	Perry, Fla.		344
WPAB	Ponce, P. R.		616	WPTF	Raleigh, N. C.		495
WPAC	Patchogue, N. Y.		482	WPTR	Albany, N. Y.		461
WPAD	Paducah, Ky.		395	WPTS	Pittston, Pa.		534
WPAG	Ann Arbor, Mich.		414	WPTW	Piqua, Ohio		508
WPAL	Charleston, S. C.		541	WPTX	Lexington Park, Md.		407
WPAM	Pottsville, Pa.		534	WPUV	Pulaski, Va.		590
WPAQ	Mt. Airy, N. C.		494	WPVA	Petersburg, Va.		590
WPAR	Parkersburg, W. Va.		604	WPVL	Painesville, Ohio		508
WPAT	Paterson, N. J.		455	WQAM	Miami, Fla.		341
WPAW	Pawtucket, R. I.		538	WQBC	Vicksburg, Miss.		433
WPAX	Thomasville, Ga.		358	WQDY	Calais, Me.		404
WPAY	Portsmouth, Ohio		509	WQIC	Meridian, Miss.		432
WPBZ	Pottstown, Pa.		534	WQIK	Jacksonville, Fla.		339
WPBC	Minneapolis, Minn.		425	WQOK	Greenville, S. C.		543
WPCC	Clinton, S. C.		541	WQTE	Detroit, Mich.		416
WPCF	Panama City, Fla.		344	WQUA	Moline, Ill.		372
WPCO	Mount Vernon, Ind.		378	WQXI	Atlanta, Ga.		350
WPCT	Putnam, Conn.		331	WQXQ	Ormond Beach, Fla.		343
WPDM	Potsdam, N. Y.		482	WQXR	New York, N. Y.		481
WPDQ	Jacksonville, Fla.		339	WQSN	Charleston, S. C.		541
WPDR	Portage, Wis.		610	WQXT	Palm Beach, Fla.		344
WPDX	Clarksburg, W. Va.		602	WRAC	Racine, Wis.		610
WPEL	Montrose, Pa.		530	WRAD	Radford, Va.		590
WPEN	Philadelphia, Pa.		533	WRAG	Carrollton, Ala.		289
WPEO	Peoria, Ill.		373	WRAJ	Anna, Ill.		365
WPEP	Taunton, Mass.		413	WRAK	Williamsport, Pa.		537
WPET	Greensboro, N. C.		492	WRAL	Raleigh, N. C.		495
WPFA	Pensacola, Fla.		344	WRAM	Monmouth, Ill.		372
WPFB	Middletown, Ohio		508	WRAP	Norfolk, Va.		589
WPFP	Park Falls, Wis.		610	WRAW	Reading, Pa.		534
WPGC	Washington, D. C.		334	WRAY	Princeton, Ind.		379
WPGW	Portland, Ind.		379	WRBC	Jackson, Miss.		431
WPHB	Philipsburg, Pa.		533	WRBL	Columbus, Ga.		353

Station	City	State	Page	Station	City	State	Page
WRC	Washington, D. C.		334	WRVM	Rochester, N. Y.		483
WRCA	New York, N. Y.		481	WRWB	Kissimmee, Fla.		339
WRCD	Dalton, Ga.		353	WRWH	Cleveland, Ga.		352
WRCO	Richland Center, Wis.		611	WRWJ	Selma, Ala.		294
WRCV	Philadelphia, Pa.		533	WRXO	Roxboro, N. C.		496
WRDB	Reedsburg, Wis.		610	WSAC	Ft. Knox, Ky.		391
WRDO	Augusta, Me.		403	WSAI	Cincinnati, Ohio		503
WRDW	Augusta, Ga.		351	WSAL	Logansport, Ind.		377
WREB	Holyoke, Mass.		411	WSAM	Saginaw, Mich.		421
WREC	Memphis, Tenn.		554	WSAN	Allentown, Pa.		523
WREL	Lexington, Va.		588	WSAR	Fall River, Mass.		410
WREM	Remsen, N. Y.		482	WSAT	Salisbury, N. C.		496
WREN	Topeka, Kan.		389	WSAU	Wausau, Wis.		612
WREV	Reidsville, N. C.		495	WSAV	Savannah, Ga.		357
WRFB	Tallahassee, Fla.		347	WSAY	Rochester, N. Y.		483
WRFC	Athens, Ga.		350	WSAZ	Huntington, W. Va.		603
WRFD	Worthington, Ohio		510	WSB	Atlanta, Ga.		350
WRFS	Alexander City, Ala.		287	WSBA	York, Pa.		538
WRGA	Rome, Ga.		357	WSBB	New Smyrna Beach, Fla.		343
WRGR	Starke, Fla.		347	WSBC	Chicago, Ill.		369
WRGS	Rogersville, Tenn.		555	WSBS	Great Barrington, Mass.		410
WRHC	Jacksonville, Fla.		339	WSBT	South Bend, Ind.		379
WRHI	Rock Hill, S. C.		545	WSCR	Scranton, Pa.		535
WRIB	Providence, R. I.		538	WSDB	Homestead, Fla.		338
WRIC	Richlands, Va.		590	WSDR	Sterling, Ill.		374
WRIG	Wausau, Wis.		612	WSEN	Baldwinsville, N. Y.		461
WRIM	Pahokee, Fla.		343	WSET	Glens Falls, N. Y.		464
WRIO	Rio Piedras, P. R.		616	WSEV	Sevierville, Tenn.		556
WRIP	Rossville, Ga.		357	WSFB	Quitman, Ga.		356
WRIS	Roanoke, Va.		592	WSFC	Somerset, Ky.		396
WRIT	Milwaukee, Wis.		609	WSFT	Thomaston, Ga.		358
WRIV	Riverhead, N. Y.		483	WSGA	Savannah, Ga.		357
WRJN	Racine, Wis.		610	WSGC	Elberton, Ga.		354
WRJW	Picayune, Miss.		433	WSGN	Birmingham, Ala.		288
WRKD	Rockland, Me.		405	WSGW	Saginaw, Mich.		421
WRKH	Rockwood, Tenn.		555	WSHE	Raleigh, N. C.		495
WRLD	West Point, Ga.		359	WSIC	Statesville, N. C.		497
WRMA	Montgomery, Ala.		293	WSID	Baltimore, Md.		407
WRMF	Titusville, Fla.		348	WSIG	Mount Jackson, Va.		589
WRMN	Elgin, Ill.		370	WSIP	Paintsville, Ky.		395
WRMS	Beardstown, Ill.		365	WSIR	Winter Haven, Fla.		349
WRNB	New Bern, N. C.		495	WSIV	Pekin, Ill.		372
WRNL	Richmond, Va.		591	WSIX	Nashville, Tenn.		555
WROA	Gulfport, Miss.		430	WSJC	Magee, Miss.		432
WROB	West Point, Miss.		433	WSJM	St. Joseph, Mich.		421
WROD	Daytona Beach, Fla.		337	WSJS	Winston-Salem, N. C.		499
WROK	Rockford, Ill.		373	WSKI	Montpelier, Vt.		584
WROM	Rome, Ga.		357	WSKP	Miami, Fla.		341
WRON	Ronceverte, W. Va.		604	WSKY	Asheville, N. C.		488
WRCS	Scottsboro, Ala.		293	WSLB	Ogdensburg, N. Y.		481
WROW	Roanoke, Va.		592	WSLI	Jackson, Miss.		431
WROW	Albany, N. Y.		461	WSLM	Salem, Ind.		379
WROX	Clarksdale, Miss.		428	WSLS	Roanoke, Va.		592
WROY	Carmi, Ill.		367	WSM	Nashville, Tenn.		555
WRPB	Warner Robbins, Ga.		359	WSMB	New Orleans, La.		401
WRR	Dallas, Tex.		564	WSME	Sanford, Me.		405
WRRF	Washington, N. C.		497	WSMI	Litchfield, Ill.		371
WRRR	Rockford, Ill.		373	WSMN	Nashua, N. H.		453
WRRZ	Clinton, N. C.		489	WSMT	Sparta, Tenn.		556
WRS	Saratoga Springs, N. Y.		483	WSNJ	Bridgeton, N. J.		454
WRSW	Warsaw, Ind.		380	WSNT	Sandersville, Ga.		357
WRTA	Altoona, Pa.		524	WSNW	Seneca, S. C.		545
WRUF	Gainesville, Fla.		338	WSNY	Schenectady, N. Y.		484
WRUM	Rumford, Me.		405	WSOC	Charlotte, N. C.		489
WRUN	Utica, N. Y.		487	WSOK	Savannah, Ga.		357
WRUS	Russellville, Ky.		396	WSOL	Tampa, Fla.		348
WRVA	Richmond, Va.		591	WSO	Henderson, Ky.		392
WRVK	Renfro Valley, Ky.		395	WSOO	Sault Ste. Marie, Mich.		422

Station	City	State	Page	Station	City	State	Page
WSOY	— Decatur, Ill.		369	WTHE	— Spartanburg, S. C.		545
WSPA	— Spartanburg, S. C.		545	WTHG	— Jackson, Ala.		291
WSPB	— Sarasota, Fla.		347	WTHI	— Terre Haute, Ind.		380
WSPD	— Toledo, Ohio		509	WTHR	— Panama City, Fla.		344
WSPN	— Saratoga Springs, N. Y.		484	WTIC	— Hartford, Conn.		329
WSPR	— Springfield, Mass.		413	WTIF	— Tifton, Ga.		358
WSPT	— Stevens Point, Wis.		611	WTIG	— Massillon, Ohio		508
WSRA	— Milton, Fla.		342	WTIK	— Durham, N. C.		490
WSRC	— Durham, N. C.		490	WTIL	— Mayaguez, P. R.		616
WSRO	— Marlborough, Mass.		411	WTIM	— Taylorville, Ill.		374
WSRW	— Hillsboro, Ohio		507	WTIP	— Charleston, W. Va.		602
WSSB	— Durham, N. C.		490	WTIV	— Titusville, Pa.		536
WSSC	— Sumter, S. C.		546	WTIX	— New Orleans, La.		401
WSSO	— Starkville, Miss.		433	WTJH	— East Point, Ga.		354
WSSV	— Petersburg, Va.		590	WTJS	— Jackson, Tenn.		551
WSTA	— St. Thomas, V. I.		617	WTKM	— Hartford, Wis.		607
WSTC	— Stamford, Conn.		331	WTKO	— Ithaca, N. Y.		465
WSTL	— Eminence, Ky.		391	WTLB	— Utica, N. Y.		487
WSTN	— St. Augustine, Fla.		345	WTLO	— Somerset, Ky.		396
WSTP	— Salisbury, N. C.		496	WTLS	— Tallahassee, Ala.		294
WSTR	— Sturgis, Mich.		422	WTMA	— Charleston, S. C.		541
WSTS	— Massena, N. Y.		466	WTMB	— Tomah, Wis.		611
WSTU	— Stuart, Fla.		347	WTMC	— Ocala, Fla.		343
WSTV	— Steubenville, Ohio		509	WTMJ	— Milwaukee, Wis.		609
WSUB	— Groton, Conn.		329	WTMP	— Tampa, Fla.		348
WSUG	— Clewiston, Fla.		336	WTMT	— Louisville, Ky.		393
WSUH	— Oxford, Miss.		432	WINC	— Thomasville, N. C.		497
WSUN	— St. Petersburg, Fla.		345	WIND	— Orangeburg, S. C.		545
WSUX	— Seaford, Del.		333	WTNJ	— Trenton, N. J.		456
WSUZ	— Palatka, Fla.		344	WINS	— Coshocton, Ohio		506
WSVA	— Harrisonburg, Va.		588	WTNT	— Tallahassee, Fla.		347
WSVS	— Crewe, Va.		586	WTOB	— Winston-Salem, N. C.		499
WSWN	— Belle Glade, Fla.		335	WTOC	— Savannah, Ga.		357
WSWV	— Pennington Gap, Va.		590	WTOD	— Toledo, Ohio		509
WSWW	— Platteville, Wis.		610	WTOE	— Spruce Pine, N. C.		497
WSYB	— Rutland, Vt.		584	WTOL	— Toledo, Ohio		509
WSYD	— Mt. Airy, N. C.		494	WTON	— Staunton, Va.		592
WSYL	— Sylvania, Ga.		358	WTOP	— Washington, D. C.		334
WSYR	— Syracuse, N. Y.		485	WTOR	— Torrington, Conn.		332
WTAB	— Tabor City, N. C.		497	WTOT	— Marianna, Fla.		340
WTAC	— Flint, Mich.		417	WTPR	— Paris, Tenn.		555
WTAD	— Quincy, Ill.		373	WTRA	— Latrobe, Pa.		529
WTAG	— Worcester, Mass.		413	WTRB	— Ripley, Tenn.		555
WTAL	— Tallahassee, Fla.		347	WTRC	— Elkhart, Ind.		375
WTAN	— Clearwater, Fla.		335	WTRL	— Bradenton, Fla.		335
WTAO	— Boston, Mass.		410	WTRN	— Tyrone, Pa.		536
WTAP	— Parkersburg, W. Va.		604	WTRO	— Dyersburg, Tenn.		550
WTAQ	— La Grange, Ill.		371	WTRP	— LaGrange, Ga.		355
WTAR	— Norfolk, Va.		590	WTRR	— Sanford, Fla.		345
WTAW	— Bryan, Tex.		560	WTRU	— Muskegon, Mich.		420
WTAX	— Springfield, Ill.		374	WTRW	— Two Rivers, Wis.		611
WTAY	— Robinson, Ill.		373	WTRX	— Flint, Mich.		416
WTBC	— Tuscaloosa, Ala.		294	WTRY	— Troy, N. Y.		485
WTBF	— Troy, Ala.		294	WTSA	— Brattleboro, Vt.		584
WTBO	— Cumberland, Md.		407	WTSB	— Lumberton, N. C.		494
WTCB	— Flomaton, Ala.		290	WTSL	— Hanover, N. H.		452
WTCH	— Shawano, Wis.		611	WTSN	— Dover, N. H.		452
WTCJ	— Tell City, Ind.		379	WTSV	— Claremont, N. H.		452
WTCM	— Traverse City, Mich.		422	WTTB	— Vero Beach, Fla.		348
WTCN	— Minneapolis, Minn.		425	WTHH	— Port Huron, Mich.		421
WTCO	— Campbellsville, Ky.		390	WTTL	— Madisonville, Ky.		393
WTCR	— Ashland, Ky.		390	WTTM	— Trenton, N. J.		455
WTCS	— Fairmont, W. Va.		602	WTTN	— Watertown, Wis.		612
WTCW	— Whitesburg, Ky.		396	WTRR	— Westminster, Md.		408
WTEL	— Philadelphia, Pa.		533	WTTS	— Bloomington, Ind.		375

Station	City	State	Page	Station	City	State	Page
WTTT	— Arlington, Fla.		335	WWJB	— Brooksville, Fla.		335
WTUG	— Tuscaloosa, Ala.		295	WWKY	— Winchester, Ky.		396
WTUP	— Tupelo, Miss.		433	WWL	— New Orleans, La.		401
WTUX	— Wilmington, Del.		333	WWNC	— Asheville, N. C.		488
WTVB	— Goldwater, Mich.		415	WWNH	— Rochester, N. H.		453
WTVL	— Waterville, Me.		405	WWNR	— Beckley, W. Va.		601
WTVN	— Columbus, Ohio		505	WWNS	— Statesboro, Ga.		358
WTWA	— Thomson, Ga.		358	WWNY	— Watertown, N. Y.		487
WTWB	— Auburndale, Fla.		335	WWOD	— Lynchburg, Va.		588
WTWN	— St. Johnsbury, Vt.		585	WWOK	— Charlotte, N. C.		489
WTXL	— West Springfield, Mass.		413	WWOL	— Buffalo, N. Y.		463
WTYC	— Rock Hill, S. C.		545	WWON	— Woonsocket, R. I.		539
WTYM	— Springfield, Mass.		413	WWPA	— Williamsport, Pa.		537
WTYN	— Tryon, N. C.		497	WWPF	— Palatka, Fla.		344
WTYS	— Marianna, Fla.		340	WWRI	— West Warwick, R. I.		539
WULA	— Eufaula, Ala.		290	WWRJ	— White River Junction, Vt.		585
WUSJ	— Lockport, N. Y.		466	WWRL	— New Yerk, N. Y.		481
WUST	— Washington, D. C.		334	WWSC	— Glens Falls, N. Y.		464
WVAM	— Altoona, Pa.		524	WWSR	— St. Albans, Vt.		584
WVCG	— Coral Gables, Fla.		336	WWST	— Wcoster, Ohio		510
WVCH	— Chester, Pa.		526	WWSW	— Pittsburgh, Pa.		534
WVEC	— Hampton, Va.		588	WWVA	— Wheeling, W. Va.		605
WVET	— Rochester, N. Y.		483	WWWB	— Jasper, Ala.		291
WVIM	— Vicksburg, Miss.		433	WWWF	— Fayette, Ala.		290
WVIP	— Mt. Kisco, N. Y.		466	WWWR	— Russellville, Ala.		293
WVJP	— Caguas, P. R.		615	WWWW	— Rio Piedras, P. R.		616
WVJS	— Owensboro, Ky.		394	WWXL	— Manchester, Ky.		393
WVKO	— Columbus, Ohio		506	WWYO	— Pineville, W. Va.		604
WVLD	— Valdosta, Ga.		359	WXAL	— Demopolis, Ala.		289
WVLK	— Lexington, Ky.		392	WXGI	— Richmond, Va.		591
WVLN	— Olney, Ill.		372	WXLI	— Dublin, Ga.		354
WVMC	— Mcunt Carmel, Ill.		372	WXLW	— Indianapolis, Ind.		377
WVMI	— Biloxi, Miss.		428	WXOK	— Baton Rouge, La.		398
WVNA	— Tuscumbia, Ala.		295	WXRf	— Guayama, P. R.		615
WVNJ	— Newark, N. J.		455	WXXX	— Hattiesburg, Miss.		430
WVOK	— Birmingham, Ala.		288	WXYZ	— Detroit, Mich.		416
WVOL	— Nashville, Tenn.		555	WYCL	— Yerk, S. C.		546
WVOP	— Vidalia, Ga.		359	WYDE	— Birmingham, Ala.		288
WVOS	— Liberty, N. Y.		466	WYFE	— New Orleans, La.		401
WVOT	— Wilson, N. C.		498	WYLD	— New Orleans, La.		400
WVOW	— Logan, W. Va.		603	WYMB	— Manning, S. C.		544
WVOX	— New Rochelle, N. Y.		466	WYND	— Sarasota, Fla.		347
WVPO	— Stroudsburg, Pa.		536	WYNG	— Warwick, R. I.		539
WVSC	— Somerset, Pa.		535	WYNN	— Florence, S. C.		542
WVVW	— Grafton-Fairmont, W. Va.		622	WYOU	— Newport News, Va.		589
WWBC	— Bay City, Mich.		414	WYRN	— Louisburg, N. C.		493
WWBD	— Bamberg, S. C.		540	WYSE	— Lakeland, Fla.		340
WWBZ	— Vineland, N. J.		456	WYSL	— Buffalo, N. Y.		462
WWCA	— Gary, Ind.		376	WYSR	— Franklin, Va.		587
WWCC	— Bremen, Ga.		351	WYTH	— Madiscn, Ga.		356
WWCO	— Waterbury, Conn.		332	WYTI	— Rocky Mount, Va.		592
WWDC	— Washington, D. C.		334	WYVE	— Wytheville, Va.		593
WWGP	— Sanford, N. C.		496	WYZE	— Atlanta, Ga.		350
WWGS	— Tifton, Ga.		358	WZEP	— De Funiak Springs, Fla.		337
WWHG	— Hornell, N. Y.		435	WZIP	— Cincinnati, Ohio		503
WWIL	— Ft. Lauderdale, Fla.		337	WZKY	— Ahsokie, N. C.		487
WWIN	— Baltimore, Md.		407	WZOB	— Ft. Payne, Ala.		290
WWIS	— Black River Falls, Wis.		606	WZOK	— Jacksonville, Fla.		339
WWIT	— Canton, N. C.		488	WZRO	— Jacksonville Beach, Fla.		339
WWIZ	— Lorain, Ohio		507	WZYX	— Cowan, Tenn.		549
WWJ	— Detroit, Mich.		416	XEAK	— San Diego, Calif.		318

# RADIO—1960 STYLE

*...It's A Pleasure To Welcome You*

By PAUL F. HARRON

President, World Broadcasting System, Inc.



**T**HROUGHOUT my many years in the broadcasting business I don't believe I enjoyed any period more than the first few months of 1960. For during this key period the return to improved radio programming began to become apparent. Broadcasters threw off the yoke of sameness worn by so many of their fellow operators and adopted a creative individualistic approach.

It seemed to occur all over the country at about the same time. I was even lucky enough to hear a change take place in mid-air, so to speak . . . wherein at a given time a station dramatically portrayed the old abandoned sound, then a sample of the new. What particularly heartened me about these changes toward a more conservative and varied pattern of sounds was the way the announcers and disc jockeys welcomed them.

To set forth the type of programming that was being ditched right and left would be a waste of space. Anyone with a modicum of taste knows the patterns of sound that were so heavily criticized. Also, let me make plain, it was not any specific element or elements which provoked the listener groans, rather it was the way such were used so frequently, or consecutively, or simultaneously! But don't get me wrong—I'm all for making radio as distinctive and creative as possible, just so it all goes to make the medium more appreciated and thereby more productive.

But now that the old-sound interment is definitely under way, let's

spend some time with the new-born programming concepts that are proving interesting even to venerable 30-hour-a-week TV addicts. Take music, for instance—station managers are experiencing welcome surprise in discovering it is not imperative to program 'down' to win audiences. They're playing all kinds of music, and once again using their show business horse sense as to whether the sound is good, and thereby worthy of play, or not. Some managers, almost as if in a fit of frenzy, chucked charts, polls and whole segments of their obscurely labeled records into the rubbish pile—and began to listen to their own stations again! More than one has explained, "It is not necessary for me to play the same stuff as everybody else to survive. I'm trying my own ideas and apparently listeners like what I like because I've been besieged by letters and calls urging me to continue the new way." Now when this happens, I'm sure that sales—including merchandise sales off the counter—will follow.

At World, of course, we're pleased with these new trends. We believe them to be right for the industry, and we know they point straight in our direction. For we're geared, as always, to help stations program in numerous ways—all tasteful and all productive. We already have the new styled production tools so drastically needed by so many stations—as well as the features, promotions, and talk-shows. Radio programming, 1960 style, it's a pleasure to welcome you.

Pop.: 3,461,000  
Families: 866,000  
Radio Homes: 821,000

# ALABAMA

TV Homes: 636,000  
AM Stas. in State: 108  
TV Stas. in State: 10

## WAVU—Albertville—1947

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

## WRFS—Alexander City—1947

Frequency: 1050 Kc. Power: 1000 Watts  
Owned-Operated By Piedmont Service Corp.  
Business-Studio Address 138 Main St.  
Tel.: Adams 4-2566. KBS  
Representative Sears & Ayer, Dixieland  
General Mgr. Jim Whatley

## WCTA—Andalusia—1946

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

## WANA—Anniston—1954

Frequency: 1490 Kc. Power: 250 Watts  
Owned Anniston Radio Co.  
Address 115 W. 33rd St.  
Tel.: AD 7-1627. KBS  
Owner C. L. Graham

## WDNG—Anniston—1957

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

## WHMA—Anniston—1938

Frequency: 1390 Kc. Pw: 5000 d.; 1000 Kw. n.  
Owned-Operated By Anniston Bcstg. Co., Inc.  
Business-Studio Address Radto Bldg.  
Tel.: AD 6-7545. ABC  
Newspaper Affil. Anniston Star  
Representative Walker-Rawalt Co.  
President Harry M. Ayers  
Gen.-Sta. Mgr. Malcolm Street  
Commercial Manager George Rutledge  
Program Director W. Hall Wray  
Publicity Director E. Cody Hall  
Sales Prom. Mgr. Frank Burgess  
Chief Engineer James A. Hudson

## WJMW—Athens—1948

Frequency: 730 Kc. Power: 1000 Watts d.  
Owned-Operated By Athens Bcstg. Co., Inc.  
Business-Studio Address P.O. Box 386  
Tel.: 565 Independent  
Pres.-Gen. Mgr. Homer F. Dunnivant  
Chief Eng. William G. Mitchell

## WATM—Atmore—1949

Frequency: 1590 Kc. Power: 5000 Watts  
Owned-Operated By Southland Bcstg. Co.  
Address P. O. Box 59  
Tel: 50. Independent  
Gen. Mgr., Ch. Eng. T. C. Miniard  
Comm. Mgr. Julia Miniard  
Program Director Jimmie Crews

## WAUD—Auburn—1947

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

## WBCA—Bay Minette—1957

Frequency: 1150 Kc. Power: 1 Kw., d.  
Owned SW Alabama Bcstg. Co., Inc.  
Address Box 428  
Tel.: 2281. KBS  
Newspaper Affiliation Baldwin Times  
President J. H. Faulkner  
Gen. Mgr. Jim Stewart  
Prog. Dir. Billy Walker  
Station Mgr. Clem Courtney  
Publicity Sls. Prom. Bob Robinson  
Chief Engineer R. A. Switzer

## WEZB—Bessemer—1953

Frequency: 1450 Kc. Power: 250 Kw. d.  
Owned Bessemer Bcstg. Co.  
Address P.O. 1469  
Pres. Gen. Mgr. Gene Newman  
Commercial Mgr. Gaines Allen  
Chief Engineer V. Cicero

## WAPI—Birmingham—1922

Frequency: 1070 Kc. Power: 50 Kw d.; 5 Kw n.  
Oper. By Alabama Bcstg. Sys. Inc.  
Address P. O. Box 2553  
Tel.: FAirfax 3-6141. NBC  
Representative Henry I. Christal  
Pres. & Gen. Mgr. Charles F. Grisham  
V.P. & Admin. Dir. Ray A. Furr  
V.P. & Sales Dir. Albert J. Gillen  
Program Dir. Horace Pumphrey  
Promotion Director James Chenoweth  
Chief Engineer J. V. Sanderson

## ALABAMA

### WATV—Birmingham—1958

Frequency: 900 Kc. . . . . Power: 1000 Watts d.  
Owned-Operated By . . . . . American Electronix  
Address . . . . . 710 S. 22nd St.  
Tel.: FA 4-2541 . . . . . Independent  
Sta. Representative . . . . . Avery-Knodel  
President . . . . . E. C. Atkerson  
General Sta. Mgr. . . . . Maury Farrell  
Program Dir. . . . . Rick Maze  
Publicity Dir. . . . . Stan Vainrib  
Chief Engineer . . . . . Robert L. Du Priest

### WBRC—Birmingham—1925

Frequency: 960 Kc. . . . . Power: 5000 Watts  
Owned-Oper. By . . . . . Taft Broadcasting Co.  
Address . . . . . 1729 2nd Ave., N.  
Tel.: AL 2-3172 . . . . . Independent  
Sta. Representative . . . . . Katz  
President . . . . . Hulbert Taft, Jr.  
General Sta. Mgr. . . . . Lloyd B. Taft  
Comm. Prom. Mgr. . . . . William O. Mogge  
Program Director . . . . . Claude Raney  
Chief Engineer . . . . . Hardy Carl

### WCRT—Birmingham—1953

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

### WEDR—Birmingham—1949

Frequency: 1220 Kc. . . . . Power: 1000 Watts d.  
Owned-Operated By . . . . . Radio Birmingham, Inc.  
Business Address . . . . . 1490 Fourth Ave., N.  
Tel.: FA 3-1220 . . . . . Independent  
Representative . . . . . Dore  
President, Gen. Mgr. . . . . James R. Bonfils  
Chief Engineer . . . . . Charles Kirkpatrick

### WENN—Birmingham—1950

Frequency: 1320 Kc. . . . . Power: 5000 d.  
Owned By . . . . . John McLendon & Assoc.  
Business Address . . . . . Box 1469  
Tel.: FA 4-4518 . . . . . Independent  
Representative . . . . . John E. Pearson Co.  
President . . . . . John McLendon  
Gen. & Sta. Manager . . . . . William Anderson  
Commercial Manager . . . . . Ed. Phelan  
Sales Promotion Manager . . . . . Paul Bishop  
Program Director . . . . . Erskine Faush  
Publicity Dir. . . . . Joe Lackey  
Chief Engineer . . . . . Carl Martens

### WJLD—Birmingham—1942

Frequency: 1400 Kc. . . . . Power: 250 Watts  
Owned By . . . . . Johnston Bcstg. Co.  
Business Address . . . . . P.O. Box 5367  
Tel.: FA 4-3466 . . . . . Independent

Representative . . . . . Forjoe  
President . . . . . George Johnston, Jr.  
Gen. Manager . . . . . James Connolly  
Program Director . . . . . Mary Vail  
Chief Engineer . . . . . Cliff Goggans

### WSGN—Birmingham—1927

Frequency: 610 Kc. . . . . Power: 5 Kw. d., 1 Kw. n.  
Owned . . . . . Winston-Salem Broadcasting Co.  
Address . . . . . 2320 7th Avenue South  
Tel.: FA 2-3440 . . . . . Independent  
Rep. . . . . Venard, Rintoul & McConnell; Ayers  
President . . . . . James W. Coan  
Gen. Mgr. . . . . Ben K. McKinnon  
Chief Engineer . . . . . Emmett J. Smith

### WVOK—Birmingham—1947

Frequency: 690 Kc. . . . . Power: 50,000 Watts d.  
Owned-Oper. By . . . . . Voice of Dixie, Inc.  
Address . . . . . P. O. Box 2468  
Tel.: ST 7-2601 . . . . . Independent  
Representative . . . . . Radio-TV Repts., Inc.  
P es., Gen., Sta. Mgr. . . . . Irabee W. Benms  
Comm., Sales Mgr., Prog., Pub. Dir. . . . . Ira Leslie  
Chief Engineer . . . . . R. G. Blaskow

### WYDE—Birmingham—1957

Frequency: 850 Kc. . . . . Power: 10 Kw. d.; 1 Kw. n.  
Owned-Oper. By . . . . . I. Herbert, B. Judis  
Address . . . . . 1901 Montgomery Hi-Way  
Tel.: FAirfax 2-4511 . . . . . Independent  
Representative . . . . . Adam Young  
President . . . . . Ira Herbert  
Gen. Mgr. . . . . Tom Whitley  
Program Director . . . . . Peter Pride  
Chief Engineer . . . . . James Gray  
OWNERS OF: KCBQ, SAN DIEGO, CALIF.; WAKE, AT-  
LANTA, GA.; WOKY, MILWAUKEE, WISC.; KYA,  
SAN FRANCISCO, CALIF.; WADO, NEW YORK, N.Y.

### WAVC—Boaz—1959

Frequency: 1300 Kc. . . . . Power: .5 Kw.  
Owned By: . . . . . Cicero Broadcasting Co.  
Address . . . . . Box 367  
Tel.: 8741 . . . . . Independent  
President . . . . . Vearl Cicero  
V.P., Gen. Mgr. . . . . Charles K. Sparks  
Comm., Sta. Mgr. . . . . Jack Kirby  
Program Dir. . . . . Ray Estes  
Sales Prom. Mgr. . . . . Sam Minor  
Publicity Dir. . . . . Dale Johnson  
Chief Engineer . . . . . Verbon Rives

### WEBJ—Brewton—1947

Frequency: 1240 Kc. . . . . Power: 250 Watts  
Owned-Operated By . . . . . Brewton Bcstg. Co.  
Business Address . . . . . Brewton, Ala.  
Tel.: 1000 . . . . . KBS  
Representative . . . . . Dora-Clayton  
Gen. Mgr. Chief Eng. . . . . J. Wesley Gardner

### WPRN—Butler—1959

Frequency: 1320 Kc. . . . . Power: 1000 Watts



Owned By..... Radio Butler Co.  
 Address..... Butler  
 Tel.: GL 9-3222..... KBS  
 Commercial Mgr..... Houston L. Pearce  
 Program Director..... William C. Reid  
 Publicity Dir..... Margaret Dolin  
 Sta. Mgr. Ch. Eng..... Paul D. Nichols

**WBYE—Calera—1957**

Frequency: 1370 Kc..... Power: 1000 Watts  
 Owned By..... Shelby County Adv. Corp.  
 Address..... Calera, Ala.  
 Tel.: NOrth 8-7751..... Independent  
 President..... Ralph W. Sears  
 Gen. Mgr., Ch. Eng..... Marion P. Jones  
 Program, Publicity Dir..... Ed Ewing

**WRAG—Carrollton—1951**

Frequency: 590 Kc..... Power: 1000 Watts d.  
 Owned-Oper. By..... Pickens County Bcstg. Co.  
 Address..... Box 71  
 Tel.: 2364..... KBS  
 Representative..... Continental  
 President..... R. E. Hook

**WKLF—Clanton—1947**

Frequency: 980 Kc..... Power: 1000 Watts d.  
 Owned-Operated By..... Southeastern Bcstg. Co.  
 Address..... 703 W. 2nd Ave., N.  
 General Mgr..... L. L. Hudson

**WFMH—Cullman—1949**

Frequency: 1460 Kc..... Power: 5000 Watts  
 Owned-Operated By..... The Voice of Cullman  
 Address..... 206 Second Ave. West  
 Tel.: RE 4-3271..... Independent  
 General Commercial Manager..... B. C. Eddins  
 Program Director..... V. E. Waters

**WKUL—Cullman—1946**

Frequency: 1240 Kc..... Power: 250 Watts  
 Owned-Oper. By..... Cullman Bcstg. Co.  
 Address..... Drawer 820  
 Tel.: 864..... KBS  
 Pres., Gen., Sta. Mgr..... Hudson C. Millar, Jr.  
 Program Director..... Charles Richard  
 Chief Eng..... Art Bachman

**WAJF—Decatur—1953**

Frequency: 1490 Kc..... Power: 250 Watts  
 Owned-Oper. By..... J. B. Falt, Jr.  
 Business Address..... 112 Grant St., S.E.  
 Tel.: Elgin 3-9231..... Independent  
 Station Representative..... Dixieland  
 Owner..... J. B. Falt, Jr.  
 Gen. Comm. Mgr..... Alvin Wood  
 Sales Prom. Mgr..... Bayne Hill  
 Program, Publicity Dir..... Tommy Allen

**WHOS—Decatur—1948**

Frequency: 800 Kc..... Power: 1000 Watts d.  
 Owned..... John H. & Jeffie Jones  
 Address..... Box 1127  
 Tel.: EL 3-1810..... Independent  
 Representative..... T. F. Clark  
 General Station Manager..... Louis C. Blizzard

Commercial Manager..... Ross Hawkins  
 Program Director..... Mims Jones  
 Chief Engineer..... Ed. Buxton

**WMSL—Decatur—1935**

Frequency: 1400 Kc..... Power: 250 Watts  
 Owned..... Tennessee Valley Bcstg. Co.  
 Address..... Box 72, Banks St.  
 Tel.: EL 3-0361..... MBS-KBS  
 Representative..... Masla-Clark Brown  
 Pres. Gen. Mgr..... Frank Whisenant  
 Program Director..... Elice Mullican  
 Sales Prom. Mgr..... Jack McNutt  
 Chief Engineer..... Alvin Millwood

**WXAL—Demopolis—1948**

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

**WAGF—Dothan—1932**

Frequency: 1320 Kc..... Power: 1000 Watts  
 Owned-Operated By..... Dothan Bcstg. Co.  
 Address..... 204½ E. Main Street  
 Tel.: SY 2-1101..... Independent  
 Representative..... Sears & Ayer  
 Gen. Mgr., Ch. Eng..... Julian C. Smith  
 Commercial Mgr..... Fred C. Moseley  
 Program Dir..... Tommy Underwood

**WDIG—Dothan—1947**

Frequency: 1450 Kc..... Power: 250 Watts  
 Owned-Operated By..... Houston Bcstg. Co.  
 Address..... P.O. Box 828  
 Tel.: 3-4100..... MBS  
 Representative..... Hil F. Best  
 Gen. Mgr..... Jess Swicegood  
 Prog. Dir..... M. McGowen

**WOOF—Dothan—1946**

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

**WELB—Elba—1959**

Frequency: 1350 Kc..... Power: 1 Watt d.  
 Owned By..... Howard Parrish  
 Address..... Route #5  
 Tel.: Twin Brook 7-2344..... Independent  
 Station Mgr..... J. Cogan  
 Chief Engineer..... M. Danford

**WIRB—Enterprise—1948**

Frequency: 1230 Kc..... Power: 250 Watts  
 Owned-Operated By..... The Wiregrass Bcstg. Co.  
 Address..... Dothan Highway  
 Tel.: Enterprise..... KBS  
 Gen. Mgr..... R. E. James

# ALABAMA

## WULA—Eufaula—1948

Frequency: 1240 Kc. Power: 250 Watts  
Owned By: Dixie Radio Inc.  
Address: Box 301  
Tel.: 744-5  
MBS  
President, Gen. Mgr.: C. A. McClure  
Station, Program Dir.: William Bryant  
Commercial, Prom Mgr.: John T. Lingo  
Chief Engineer: F. Keith Brown

## WBLO—Evergreen—1957

Frequency: 1470 Kc. Power: 1000 Watts d.  
Owned: Evergreen Bcstg. Co.  
Address: Box 350  
Tel.: 500  
KBS  
President: C. W. Mapoles  
Gen. Sta. Mgr.: John M. Raines, Jr.  
Chief Engineer: Wendell Tolbert

## WWWF—Fayette—1949

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

## WTCB—Flomaton—1955

Frequency: 990 Kc. Power: 500 Watts d.  
Owned: Tri-City Broadcasting Co., Inc.  
Address: P. O. Box 386  
Tel.: CY 6-2466  
Independent  
Representative: Hil F. Best  
President, Gen. Mgr.: George B. Haskew  
Commercial Mgr.: William J. Dykes  
Program Dir.: Robert L. Atkins  
Sales Prom. Publicity Dir.: Bill Davis  
Chief Engineer: Hoyt Bonds

## WJOI—Florence—1945

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

## WOWL—Florence—1948

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Oper. By: Radio Muscle Shows  
Business Address: P.O. Box 600  
Tel.: AT 2-7711  
ABC  
President: Richard B. Biddle  
General, Prom. Mgr.: William A. Mapes  
Sta., Comm. Mgr.: Ronald S. Walker  
Publicity Dir.: Betty Marks  
Program Director: Bill Wynne  
Chief Engineer: Mel G. Hunt

## WHPE—Foley—1953

Frequency: 1310 Kc. Power: 1000 Watts d.

Owned-Oper. By: Southwest Ala. Bcstg. Co., Inc.  
Address: P. O. Drawer F  
Tel.: WH 3-7131  
Independent  
Newspaper Affiliation: Baldwin Times  
President: J. H. Faulkner  
General Manager: Jim Stewart

## WFPA—Ft. Payne—1949

Frequency: 1400 Kc. Power: 250 watts  
Owned: Gotherberg's Community Bcstg. Co.  
Address: Box 391  
Tel.: 643  
Independent  
Representative: Hil F. Best  
Pres.: George Gotherberg, Jr.  
Gen. Mgr.: Ozelle Gotherberg  
Sta. Mgr.: W. D. Holderfield  
Program Director: Hal Comello  
Chief Engineer: Edwin Walker

## WZOB—Ft. Payne—1950

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

## WCAS—Gadsden—1947

Freq.: 570 Kc. Power: 5 Kw. d., 500 Kw., n.  
Owned-Oper. By: Etowah Bcstrs., Inc.  
Address: P. O. Box 272  
Tel.: LI 6-6301  
Independent  
Newspaper Affiliation: Gainesville D. Times  
Pres., Gen. Mgr.: E. F. MacLeod  
Secy.-Treas.: Charles Smithgall  
Asst. Mgr., Prog. Dir.: J. W. Woody, Jr.  
Chief Engineer: W. G. Anderson

## WETO—Gadsden—1950

Frequency: 930 Kc. Power: 1000 Watts d.  
Owned-Operated By: Gadsden Radio Co.  
Address: P.O. Box 937  
Tel.: Liberty 6-9201  
KBS  
Owner: Cary L. Graham  
General Mgr.: Mac Thomas  
Chief Engineer: Calvin C. Williamson

## WGAD—Gadsden—1947

Freq.: 1350 Kc. Power: 5 Kw. D., 1 Kw. N.  
Owned-Oper. By: Coosa Bcstg. Co., Inc.  
Address: Box 351  
Tel.: Liberty 61-611  
ABC  
Representative: Walker-Rawalt-D. Clayton  
President, General Manager: Ed. Z. Carrell  
Prog., Publicity Dir.: Robert Mayne  
Chief Engineer: H. Williams

## WGEA—Geneva—1952

Frequency: 1150 Kc. Power: 1000 Watts d.  
Owned: Radio South Alabama, Inc.  
Address: P.O. Box 337  
Tel.: Murray 4-2271  
KBS  
Gen. Mgr.: J. C. Helms

**WGYV—Greenville—1948**

Frequency: 1390 Kc. Power: 1000 Kw., d.  
 Owned-Oper. By... Greenville Bcstg. Corp.  
 Business Address... P. O. Box 227  
 Tel.: DU 2-4444... KBS  
 Representative... Sears and Ayer  
 General Mgr... W. H. Miller

**WGSV—Guntersville—1950**

Frequency: 1270 Kc. Power: 1000 Watts d.  
 Owned-Operated By... Guntersville Bcstg. Co.  
 Address... P. O. Box 32  
 Tel.: JU 2-4131... KBS  
 Gen. Comm. Ch. Eng... Lavelle Jackson

**WJBB—Haleyville—1949**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By... Haleyville Bcstg. Co.  
 Address... Box 191  
 Tel.: HU 6-2277... MBS-KBS  
 Representative... Dixieland  
 Gen. Sta. Mgr... J. L. Slatton  
 Comm. Mgr... Otis Williams  
 Program Director... Pat Slatton  
 Chief Engineer... Paul E. Kelly

**WERH—Hamilton—1950**

Frequency: 970 Kc. Power: 5000 Watts d.  
 Owned-Oper. By... Kate F. Fite  
 Address... P. O. Box 187  
 Tel.: Walnut 1-3481... KBS  
 Representative... Hil F. Best Co.  
 Pres. Gen. Mgr... Kate F. Fite  
 Comm. Mgr... Kermit Minga  
 Chief Engineer... Johnnie Lott

**WHRT—Hartselle—1956**

Frequency: 860 Kc. Power: 250 Watts: d.  
 Owned By... Dorsey E. Newman  
 Address... Radio Bldg.  
 Tel.: Spruce 3-7370... Independent  
 Pres. Gen. Mgr... D. G. Newman  
 Chief Engineer... F. D. Boster

**WAAY—Huntsville—1949**

Freq.: 1550 Kc. Power: 5000 W. d.; 500 W. n.  
 Owned By... Smith Bcstg. Inc.  
 Business Address... P. O. Box 986  
 Tel.: Jefferson 2-8471... ABC  
 Representative... Walker-Rawalt  
 President, Sta. Mgr... M. D. Smith III  
 Commercial Mgr... Ernie Gord  
 Publicity Dir... K. J. Smith  
 Program Director... Dewey Webb  
 Chief Engineer... Richard Essner

**WBHP—Huntsville—1937**

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

**WEUP—Huntsville—1958**

Frequency: 1600 Kc. Power: 5000 Watts

Owned By... Garrett Broadcasting  
 Business Address... 902 Oakwood Ave.  
 Tel.: Jefferson 6-0713... Independent  
 President, Station Manager... Leroy Garrett  
 Program Director... Viola Garrett  
 Chief Engineer... Euple Palmer

**WFUN—Huntsville—1946**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Oper. By... Huntsville Bcstg. Co., Inc.  
 Address... 410 Holmes Ave., N.W.  
 Tel.: JE 2-5641... Independent  
 Sta. Reps... Sears & Ayers; Dora-Clayton  
 Pres., Gen. Mgr... J. B. Falt, Jr.  
 Sta. Mgr. Ch. Eng... John Garrison

**WTHG—Jackson—1950**

Frequency: 1290 Kc. Power: 1000 Watts d.  
 Owned-Operated By... Jackson Bcstg. Co.  
 Address... Jackson, Ala.  
 Tel.: 2413... KBS  
 Pres., Gen. Mgr... T. H. Gaillard, Jr.

**WARF—Jasper—1956**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned... Walker County Bcstg. Co.  
 Address... 1809 B Fourth Ave.  
 Tel.: FU 4-5577... Independent  
 President... Hudson C. Millar, Jr.  
 Gen. & Comm. Mgr... Jerdan Bullard  
 Sta. Mgr., Ch. Eng... Wayne Sims  
 Program Dir... Bill Clark

**WWWB—Jasper—1946**

Frequency: 1360 Kc. Power: 1 Kw. d.  
 Owned-Operated By... Bankhead Bcstg. Co., Inc.  
 Address... P.O. Box 622  
 Tel.: FU 4-3461... KBS  
 Representative... Hil F. Best  
 President... W. W. Bankhead  
 Gen. Mgr... William C. Edgemon  
 Program, Ch. Eng... C. C. Watts, Jr.

**WJAM—Marion—1951**

Frequency: 1310 Kc. Power: 5000 Watts d.  
 Owned-Oper. By... Radio Marion, Inc.  
 Address... Marion, Ala.  
 Tel.: MU 3-7111... Independent  
 Representative... Keller  
 President... J. Dige Bishop  
 Gen. Mgr., Prog. Dir... John M. Driskill  
 Comm., Prom. Dir... Lamar Mangham  
 Publicity Dir... Pat Walden  
 Chief Engineer... L. Mangham

**WABB—Mobile—1948**

Frequency: 1480 Kc. Power: 5000 Watts  
 Owned-Oper. By... Northern Virginia Bcstg. Inc.  
 Business Address... P. O. Box 1476  
 Tel.: Glendale 6-7686... ABC  
 Representative... Branham Co.  
 General Manager... Robert E. Cobbins  
 Chief Engineer... Stephen J. Hart

# ALABAMA

## WALA—Mobile—1930

Frequency: 1410 Kc. .... Power: 5000 Watts  
Owned-Operated By ..... Pape TV Co., Inc.  
Bus. Studio Address ..... 210 Government St.  
Tel.: HE 3-3754 ..... NBC  
Representative ..... H.R.  
General Station Manager ..... W. B. Pape  
Commercial Manager ..... Jim McNamara  
Sales Promotion Publicity ..... Chuck Thompson  
Chief Engineer ..... Raymond Hurley

## WGOK—Mobile—1958

Frequency: 900 Kc. .... Power: 1000 Watts d.  
Owned By ..... WGOK, Inc.  
Address ..... 800 Gum St.  
Tel.: HE 2-8681 ..... Independent  
Sta. Representative ..... Bernard Howard  
President ..... Jules J. Paglin  
General Manager ..... Stanley Ray Jr.  
Commercial Mgr. .... Otis M. Parker  
Sales Prom. Mgr. .... Pete Hagerity  
Chief Engineer ..... H. B. Greene

## WKAB—Mobile—1947

Frequency: 840 Kc. .... Power: 1000 Watts  
Owned ..... Radio Mobile, Inc.  
Address ..... 525 Donald Street  
Tel.: GR 7-6345 ..... Independent  
Representative ..... Venard, Rintoul & McConnell  
President ..... Jim Smith  
Vice Pres. .... Jack Dress  
Station Mgr. .... Tom Jackson  
Chief Engineer ..... Clifford Sizemore

## WKRK—Mobile—1946

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

## WMOZ—Mobile—1952

Frequency: 960 Kc. .... Power: 1000 Watts d.  
Owned-Oper. By ..... Edwin H. Estes Corp.  
Address ..... P.O. Box 228  
Tel.: HE 2-0548 ..... Independent  
Sta. Reps. .... Dora Clayton; Bob Dore  
Pres. Gen. Mgr. .... Edwin H. Estes  
Station Mgr. .... W. H. Dutton  
Comm. Program Dir. .... Pat Ray  
Sales Prom. Mgr. .... C. R. Horne  
Publicity Dir. .... A. J. Crawford  
Chief Engineer ..... Vernon Floyd

## WMFC—Monroeville—1952

Frequency: 1360 Kc. .... Power: 1000 Watts d.  
Owned-Oper. By ..... Monroe Bdcstg. Co.  
Address ..... P.O. Box 641  
Tel.: 1360 ..... KBS  
Newspaper Affiliation ..... Monroe Journal  
Representative ..... Keystone  
President, General Manager ..... W. M. Stewart

Commercial Manager ..... Al Goree  
Chief Engineer ..... Harold Harris

## WAPX—Montgomery—1947

Frequency: 1600 Kc. .... Power: 1000 Watts  
Owned-Operated By ..... Southland Bcstg. Co.  
Business, Studio Address ..... 118 Catoma St.  
Tel.: AM 3-7569 ..... ABC-MBS  
Representative ..... Walker Co.  
President, Gen. Mgr. .... R. M. Allgood  
Chief Engineer ..... R. Olin

## WBAM—Montgomery—1953

Frequency: 740 Kc. .... Power: 50 Kw. d.  
Owned ..... Deep South Bcstg. Co.  
Address ..... P.O. Box 1147  
Tel.: AMherst 2-3851 ..... Independent  
Representative ..... Radio-TV Reps.  
President, General Manager ..... W. J. Brennan

## WCOV—Montgomery—1939

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

TO BE SURE —  
YOU NEED THE BEST!

YOU CAN GET THE BEST,  
WHY SETTLE FOR LESS?



**WHY—Montgomery—1930**

Freq.: 1440 Kc. Power: 5 Kw. d. 1 Kw. n.  
 Owned-Oper. By... Bcatg. Serv. of Montgomery  
 Business Address... Box 1841  
 Tel.: AM 4-2288... NBC  
 Representative... Headley-Reed  
 Manager... Robert Robinson

**WGY—Montgomery—1946**

Frequency: 800 Kc. Power: 1000 Watts d.  
 Owned-Operated By... Radio Montgomery Inc.  
 Address... 358 N. Capitol Pkwy.  
 Tel.: AM 2-5245... Independent  
 Station Rep... Clark  
 General Mgr... L. D. Hargreaves

**WRMA—Montgomery—1953**

Frequency: 950 Kc. Power: 1000 Watts d.  
 Owned-Oper. By... WRMA Bcstg. Co.  
 Business Address... 135 Commerce St.  
 Tel.: AM 2-1475... Independent  
 Representative... Everett-McKinney  
 Exec. V.P. & Gen. Mgr... Gene Tibbett

**WLAY—Muscle Shoals—1933**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned Oper. By... Slatton-Quick Co.  
 Business Address... Box 230, Sheffield  
 Tel.: EV 3-2525... Independent  
 Rep... Hill F. Best  
 Pres., Gen. Mgr... J. L. Slatton

**WCRL—Oneonta—1952**

Frequency: 1570 Kc. Power: 250 Watts d.  
 Owned-Oper... Blount County Bcstg. Serv., Inc.  
 Address... H'way 75  
 Tel.: CR 4-2289... KBS  
 General Mgr... L. D. Bentley, Jr.

**WJHO—Opelika—1940**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned Oper. By... Opelika-Auburn Bcstg. Co.  
 Address... P.O. Box 710  
 Tel.: SHerwood 5-2084... KBS  
 Representative... Indie Sales  
 Gen. Mgr., Ch. Eng... John E. Smollon  
 Comm. Mgr... Lurline M. Smollon

**WAMI—Opp—1953**

Frequency: 860 Kc. Power: 1000 Watts. d.  
 Owned-Oper. By... Opp Bcstg. Co.  
 Business Address... Box 169  
 Tel.: 2-6591... Independent  
 Gen. Mgr... Bert F. Moore

**WOZK—Ozark—1953**

Frequency: 900 Kc. Power: 1000 Watts d.  
 Owned-Oper. By... Ozark Bcstg. Corp.  
 Address... Box 742  
 Tel.: PRespect 4-5600... Independent  
 General Mgr... Howard Parrish, Jr.  
 Commercial Mgr... Wade Sullivan  
 Program Dir... Miriam B. Miller  
 Chief Eng... H. Parrish, Jr.

**WFHK—Pell City—1956**

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

**WPNX—Phenix City—1952**

Freq.: 1460 Kc. Power: 5000 W. d.; 1000 W. n.  
 Owned-Oper. By... Community Bcstg. Co.  
 Address... P. O. Box 831  
 Tel.: CY 8-8787... ABC  
 President, General Manager... Roy M. Greene

**WPID—Piedmont—1952**

Frequency: 1280 Kc. Power: 1000 watts d.  
 Owned-Oper. By... C. L. Graham  
 Address... P.O. Box 228  
 Tel.: GIlbson 7-2231... KBS  
 President... C. L. Graham  
 Gen. Comm. Mgr... Hank Smith

**WAIP—Prichard—1954**

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

**WELR—Roanoke—1949**

Frequency: 1360 Kc. Power: 1000 Watts d.  
 Owned-Operated By... Roanoke Bcstg. Co.  
 Address... 705 N. Main St.  
 Tel.: 3811... KBS  
 Pres., Gen. Mgr... J. W. Buttram

**WWWR—Russellville—1949**

Frequency: 920 Kc. Power: 1000 Watts d.  
 Owned-Oper. By... Bankhead Bcstg. Co., Inc.  
 Address... P. O. Box 47  
 Tel.: 647... KBS  
 Rep... Hil F. Best  
 President... W. W. Bankhead  
 Gen. Mgr... Hal Kirby  
 Prog. Dir. Ch. Eng... Jim Elliott

**WCRI—Scottsboro—1950**

Frequency: 1050 Kc. Power: 250 Watts d.  
 Owned-Operated By... Pat M. Covington  
 Address... P.O. Box 394  
 Tel.: 123... Independent  
 Gen. Mgr... Jim Thompson  
 Program Director... Larry Garner

**WROS—Scottsboro—1952**

Frequency: 1330 Kc. Power: 1000 Watts d.  
 Owned-Oper. By... Scottsboro Bcstg. Co.  
 Business Address... 717 Scott St.  
 Tel.: 156... KBS  
 President... Hugh T. Kirby, Sr.

## ALABAMA

Gen. Mgr. . . . . Rose M. Kirby  
Program Dir. . . . . Jerry Gvltle  
Sales Prom. Dir. . . . . Bill Prickett, Jr.  
Publicity Dir. . . . . Hugh T. Kirby, Jr.  
Comm., Ch. Eng. . . . . Bill Prickett, Sr.

### WGWC—Selma—1946

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

### WHBB—Selma—1935

Frequency: 1490 Kc. . . . . Power: 250 Watts  
Owned-Operated By. . . . . Selma Bcstg., Inc.  
Business Address . . . . . P. O. Box 26  
Tel.: Selma . . . . . KBS  
Representative . . . . . Dixieland  
Pres., Gen. Mgr. . . . . John F. Townshend

### WRWJ—Selma—1956

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

### WFEB—Sylacauga—1945

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

### WMLS—Sylacauga—1948

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

### WNUZ—Talladega—1945

Frequency: 1230 Kc. . . . . Power: 250 Watts  
Owned-Operated By. . . . . Radio Ala. Inc.  
Address . . . . . Talladega  
General Mgr. . . . . Cecil Hornady

### WJHB—Talladega—1956

Frequency: 1580 Kc. . . . . Power: 1000 Watts d.  
Owned. . . . . Confederate Broadcasting Co., Inc.

Address . . . . . 104 West Battle Street  
Tel.: EM 2-4965 . . . . . Independent  
President . . . . . J. T. Hemphill

### WTLS—Tallassee—1954

Frequency: 1300 Kc. . . . . Power: 1 Kw. d.  
Owned . . . . . Ne-Ler Co.  
Address . . . . . P.O. Box 786  
Tel.: ATwater 3-8535 . . . . . Independent  
Gen. Mgr. . . . . Ned Butler

### WJDB—Thomasville—1956

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

### WTBF—Troy—1946

Freq.: 970 Kc. . . . . Power: 5 Kw. d., 500 W., n.  
Owned-Operated By. . . . . Troy Bcstg. Corp.  
Address . . . . . McKinley Drive  
Tel.: 980 . . . . . MBS-KBS  
Pres. . . . . J. Roy Crow  
Gen. Mgr. . . . . Jess Jordan

### WACT—Tuscaloosa—1958

Frequency: 1420 Kc. . . . . Power: 5,000 Watts  
Owned By . . . . . New South Radio  
Business Address . . . . . P. O. Box 112  
Tel.: PLaza 9-5786 . . . . . Independent  
Station Representative . . . . . Grant Webb  
President. . . . . F. E. Holladay  
General Manager . . . . . Joseph W. Carson  
Station Manager . . . . . Jo Stephens  
Commercial Manager . . . . . Dan Hollinsworth  
Program Director . . . . . Norman Beebe  
Chief Engineer . . . . . Boyd Cagel

### WJRD—Tuscaloosa—1936

Freq.: 1150 Kc. . . . . Power: 5 Kw. d., 1 Kw. n.  
Owned-Oper. By. . . . . Wilhelmina Echols  
Business-Studio Address . . . . . 2216½ Broad St.  
Tel.: PL 4-4464 . . . . . Independent  
Representative . . . . . Dore  
General Manager . . . . . John C. Cooper Jr.  
Station Manager . . . . . Mercer L. King  
Commercial Manager . . . . . Jean Phillips  
Chief Engineer . . . . . J. B. McLester, Jr.

### WNPT—Tuscaloosa—1951

Freq.: 1280 Kc. . . . . Power: 5000 Kw. d.: 500 W. n.  
Owned-Oper. By. . . . . W. Alabama Bdcstg. Co.  
Address . . . . . P. O. Box 487  
Tel.: PL 8-3311 . . . . . ABC  
President, General Manager . . . . . Ruth Harris  
Commercial Mgr. . . . . Lehman M. Mayer  
Station Manager . . . . . Joe Langston  
Sales Promotion Manager . . . . . Clyde Price  
Chief Engineer . . . . . William G. Harris

### WTBC—Tuscaloosa—1946

Frequency: 1230 Kc. . . . . Power: 250 Watts  
Owned By. . . . . Tuscaloosa Bcstg. Co.  
Address . . . . . Radio Center

## ALABAMA-ALASKA

Tel.: PL 8-5523.....MBS-KBS  
 Representative.....Sears & Ayer  
 General Station Manager.....Bert Bank  
 Program Director.....Stan Segal  
 Chief Engineer.....Alvin D. Sisk

### WTUG—Tuscaloosa—1958

Frequency: 790 Kc.....Power: 500 Watts; d.  
 Owned By.....Tri Cities Bcstg. Co. Inc.  
 Address.....P. O. Box 33  
 Tel.: Plaza 2-4581.....Independent  
 Station Rep.....National Time Sales  
 President.....E. O. Roden  
 General Manager.....U. J. Gilbert  
 Commercial Mgr.....V. Banks

### WVNA—Tuscumbia—1955

Frequency: 1590 Kc.....Power: 5 Kw. d.  
 Owned-Oper. By.....Elton H. Darby  
 Address.....112 S. Main St.  
 Tel.: EV 3-2727.....Independent  
 Representative.....Masla

Gen. Manager.....Eulus O. Whitehead

### WABT—Tuskegee—1952

Frequency: 580 Kc.....Power: 500 Watts d.  
 Owned-Oper. By.....John M. Winder  
 Address.....P. O. Box 577  
 Tel.: 580.....KBS  
 Pres., Gen. Mgr.....J. Dige Bishop  
 Comm. Mgr. Prog. Dir.....Fred Huggins  
 Sales Promotion Director.....Mike Tate  
 Publicity Director.....Barbara Neudecker  
 Chief Engineer.....Oscar E. Lanman

### WETU—Wetumpka—1954

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

Pop.: 233,000  
 Families: 67,400  
 Radio Homes: 66,400

## ALASKA

TV Homes: 46,000  
 AM Stas. in State: 13  
 TV Stas. in State: 5

### KBYR—Anchorage—1948

Frequency: 1270 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....Radio Anchorage, Inc.  
 Business-Studio Address.....P. O. Box 1960  
 Tel.: BR 2-4122.....Independent  
 Sta. Reps. National Time Sales; Oakes: Feltis  
 President.....J. C. Gordon  
 General Manager.....E. Pournelle  
 Commercial Mgr.....Mrs. Gale Kasbou  
 Program Dir.....Merrill Mael  
 Chief Engineer.....Gail Allred

### KENI—Anchorage—1948

Frequency: 550 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....All-Alaska Bcstg. Inc.  
 Address.....Box 1160  
 Tel.: 2-0301.....MBS-ABC-NBC  
 Representative.....James Fletcher, Del Day  
 President.....Harry J. Hill  
 General Manager.....Alvin Bramstedt  
 Comm. Mgr.....Jim Lawson  
 Chief Engineer.....Charles Gray

### KFQD—Anchorage—1924

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

### KLAM—Cordova—1954

Frequency: 1450 Kc.....Power: 250 Watts

Owned.....Northern Light Broadcasting Corp.  
 Address.....Box 278  
 Tel.: 209.....Independent  
 Sta. Representative.....Weed  
 Pres., Gen. Mgr.....Charles L. Buck  
 Comm. Sta. Mgr.....V. E. McCulloch  
 Program Director.....Donna McCulloch  
 Chief Engineer.....Jesse Gates

### KFAR—Fairbanks—1939

Frequency: 680 Kc.....Power: 10,000 Watts  
 Owned-Oper. By.....All-Alaska Bcstg., Inc.  
 Business Address.....516 Second Ave.  
 Tel.: 2125.....MBS-NBC-ABC  
 Representative.....Fletcher, Del Day  
 President.....Harry J. Hill  
 Manager.....Alvin O. Bramstedt  
 Comm. Mgr.....Ralph L. Crider  
 Station Mgr.....Donald Andon  
 Program Director.....Robert Pegves  
 Chief Engineer.....Don Porter

### KFRB—Fairbanks—1948

Frequency: 900 Kc.....Power: 10,000 Watts  
 Owned-Oper. By.....Radio Anchorage, Inc.  
 Business Address.....556 2nd Ave., Box 950  
 Tel.: 2155.....CBS  
 Station Representative.....National Time Sales  
 President.....J. Chester Gordon  
 General Manager.....E. "Doc" Pournelle  
 Station Mgr.....Richard H. Garvin  
 Program Director.....Elmer "Buck" Emery  
 Chief Engineer.....J. D. King

### KINY—Juneau—1934

Frequency: 800 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Juneau Bcstg. Inc.

## ALASKA-ARIZONA

Business Address..... Decker Bldg.  
Station Rep..... Alas. Radio TV Sales; Weed  
Station Manager..... Jerry McKinley

### KJNO—Juneau—1952

Freq: 630 Kc. Power: 1000 Watts d.; 500 Watts n.  
Owned-Operated By..... Baranof Bcstrs. Inc.  
Address..... Box 2231  
Tel.: 6-3630..... ABC-MBS-NBC  
Representative..... Day, Fletcher  
President, Gen. Mgr..... Mrs. Dodie Wheeler  
Program Dir..... Chuck Cavanaugh  
Sales Prom. Mgr..... Kay Long  
Chief Engineer..... Dennie O'Day

### KTKN—Ketchikan—1942

Frequency: 930 Kc..... Power: 1000 Watts  
Owned-Oper. By..... All-Alaska Bcstg., Inc.  
Address..... Box 1308  
Tel.: 2191..... CBS  
Gen. Mgr..... Alvin O. Bramstedt

### KICY—Nome—1959

Frequency: 850 Kc..... Power: 5000 Watts  
Owned By..... Arctic Broadcasting Assoc.  
Address..... P. O. Box 303  
Tel.: Black 51..... Independent  
Station Representative..... Jamison Ross  
President..... Ralph P. Hanson  
Gen. Station Mgr..... Arthur R. Zylstra  
Program Director..... Howard D. Nelson  
Chief Engineer..... Ralph V. Fondell

Pop.: 1,368,000  
Families: 351,000  
Radio Homes: 352,000

## ARIZONA

TV Homes: 293,000  
AM Stas. in State: 47  
TV Stas. in State: 8

### KSUN—Bisbee—1933

Frequency: 1230 Kc..... Power: 250 Watts  
Owned-Operated By..... Carleton W. Morris  
Address..... Drawer C, Lowell St.  
Tel.: HE 2-2277..... MBS  
President..... C. W. Morris  
General Station Manager..... Arlo Woolery  
Program Director..... Jack Jaquay

### KPIN—Casa Grande—1956

Frequency: 1260 Kc..... Power: 1000 Watts d.  
Owned By..... John W. Parham  
Address..... P. O. Box 755  
Tel.: TE 6-7427..... Independent  
Station Representative..... Grant Webb  
Owner, General Manager..... John W. Parham  
Commercial Manager..... Edna Bigham  
Sales Promotion Manager..... Larry West  
Program Director..... Bettie Parham  
Publicity Director..... Jim Wise  
Chief Engineer..... John Griffith

### KCLF—Clifton—1950

Frequency: 1400 Kc..... Power: 250 Watts  
Owned-Oper. By..... Gila Bcstg. Co.

### KIBH—Seward—1949

Frequency: 1340 Kc..... Power: 250 watts  
Owned-Operated By..... Seward Bcstg. Corp.  
Address..... Box 575  
Tel.: MAin 25..... Independent  
Representative..... Alaska Radio-TV Sales  
Pres..... Robert Baumgartner  
Sta. Mgr..... Donald Lowell  
Comm. Mgr..... M. Gilliland

### KIFW—Sitka—1949

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

### KSEW—Sitka—1954

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

Address..... Box 1446  
Tel.: UN 4-4114..... NBC  
Gen. Mgr..... Paul Merrill  
Sta. Mgr..... Tom Moore

### KCKY—Coolidge—1948

Frequency: 1150 Kc..... Power: 1,000 Watts  
Owned-Oper. By..... Gila Bcstg. Co., Inc.  
Address..... 400 S. Main St.  
Tel.: PA 3-5341..... CBS  
Representative..... Hil F. Best  
General Manager..... Harriet Anderson

### KAPR—Douglas—1958

Frequency: 930 Kc..... Power: 1000 Watts  
Owned By..... Copper State Enterprises  
Address..... P. O. Box 505  
Tel.: EMpire 4-8403..... Independent  
Station Representative..... Harlan Oaks  
President..... David Harman  
General Manager..... H. H. Packard  
Commercial Manager..... Dick Miller  
Program Director..... Lowell Huffman  
Publicity Director..... Helen Dillon  
Chief Engineer..... Henry Griffiths



**KAWT—Douglas—1946**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By Hillcrest Bcstg. Co.  
 Address Box 1118  
 Tel.: EMpire 4-3484 NBC-KBS  
 Sta. Representative Hil Best  
 President Herb Newcomb  
 Program Dir. Jackie Newcomb  
 Sales Prom. Mgr. Bill Stevens  
 Publicity Dir. Jeanne Clear  
 Chief Engineer Fred Wuenschal

**KCLS—Flagstaff—1950**

Freq.: 800 Kc. Power: 5 Kw. d., 500 W. n.  
 Owned-Operated By Saunders Bcstg. Co.  
 Address Box 1580  
 Tel.: PRospect 4-2581 NBC  
 General Manager Charles J. Saunders  
 Sta. Mgr. Dorothy J. Saunders  
 Sales Prom. Mgr. Bill Mitchell  
 Chief Engineer Miles Shepherd

**KEOS—Flagstaff—1959**

Frequency: 1290 Kc. Power: 1000 Watts  
 Owned By KEOS, Inc.  
 Address Gables Restaurant  
 Tel.: PR 4-7511 Independent  
 President E. O. Smith  
 General Station Mgr. John E. Smith  
 Commercial Manager Martin Welch  
 Sales Promotion Manager Rusty Lee  
 Program Director Clint Wager  
 Chief Engineer William Grimsley

**KVNA—Flagstaff—1950**

Freq.: 890 Kc. Power: 1 Kw. d., 500 W. n.  
 Owned-Oper. By Roy L. Albertson, Jr.  
 Address P.O. Box 300  
 Tel.: PRospect 4-6638 ABC-MBS  
 Sta. Representative John Blair  
 President John L. Hogg  
 General. Comm. Mgr. Harl Barnett  
 Program Dir. Steve Boyle  
 Publicity Dir. Hank Alcott  
 Chief Engineer Michael Stevens

**KWJB—Globe—1938**

Frequency: 1240 Kc. Power: 250 Watts, d.  
 Owned-Operated By Gila Bcstg. Co., Inc.  
 Address P. O. Box 2343  
 Tel.: GA 5-4483 ABC-MBS  
 Representative Raymer  
 President L. F. Long  
 General Commercial Manager H. Barnett

**KIKO—Globe-Miami—1958**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Operated By Willard Shoecraft  
 Address Copper Hills Motor Hotel  
 Tel.: GA 5-4471 NBC  
 Representative Avery-Knode  
 President, Gen. Mgr. Willard Shoecraft  
 Commercial Manager Darrell Tucker  
 Program Director Bob Early  
 Chief Engineer Frank C. Hancock

**KDJI—Holbrook—1955**

Frequency: 1270 Kc. Power: 1000 W. d.  
 Owned-Oper. By H. J. Arnoldus  
 Address 720 Navajo Blvd.  
 Tel.: JAcson 4-3523 Independent  
 Sta. Reps. Tracy Moore; Hil F. Best  
 Owner Harold J. Arnoldus  
 Gen. Comm. Mgr. Sam Taylor, Jr.  
 Program Director Bill Cross  
 Chief Engineer Fred Mull

**KAAA—Kingman—1949**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Oper. By Stonybrook Broadcasting Co.  
 Business Address Jackson & Monroe  
 Tel.: SKYline 3-2537 ABC  
 Representative Harlan G. Oakes  
 Pres., Gen. Mgr. Wallace E. Stone  
 Program Director Bill Rose  
 Publicity Director W. E. Stone  
 Chief Engineer Fred Kay

**KNOG—Nogales—1948**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Oper. By Carleton W. Morris  
 Address Box 1881  
 Tel.: ATwater 7-2882 ABC-MBS-KBS  
 Representative Hil F. Best  
 President Carl Morris  
 General Manager Arlo Wooley  
 Station Mgr., Chief Engineer Ralph Anderson

**KHAT—Phoenix—1958**

Frequency: 1480 Kc. Power: 500 Watts  
 Owned By KHAT Radio Inc.  
 Business Address 337 W. Maryland  
 Tel.: CR 9-2321 Independent  
 President, Gen. Mgr. Ray Odom  
 Chief Engineer J. Lapping

**KHEP—Phoenix—1956**

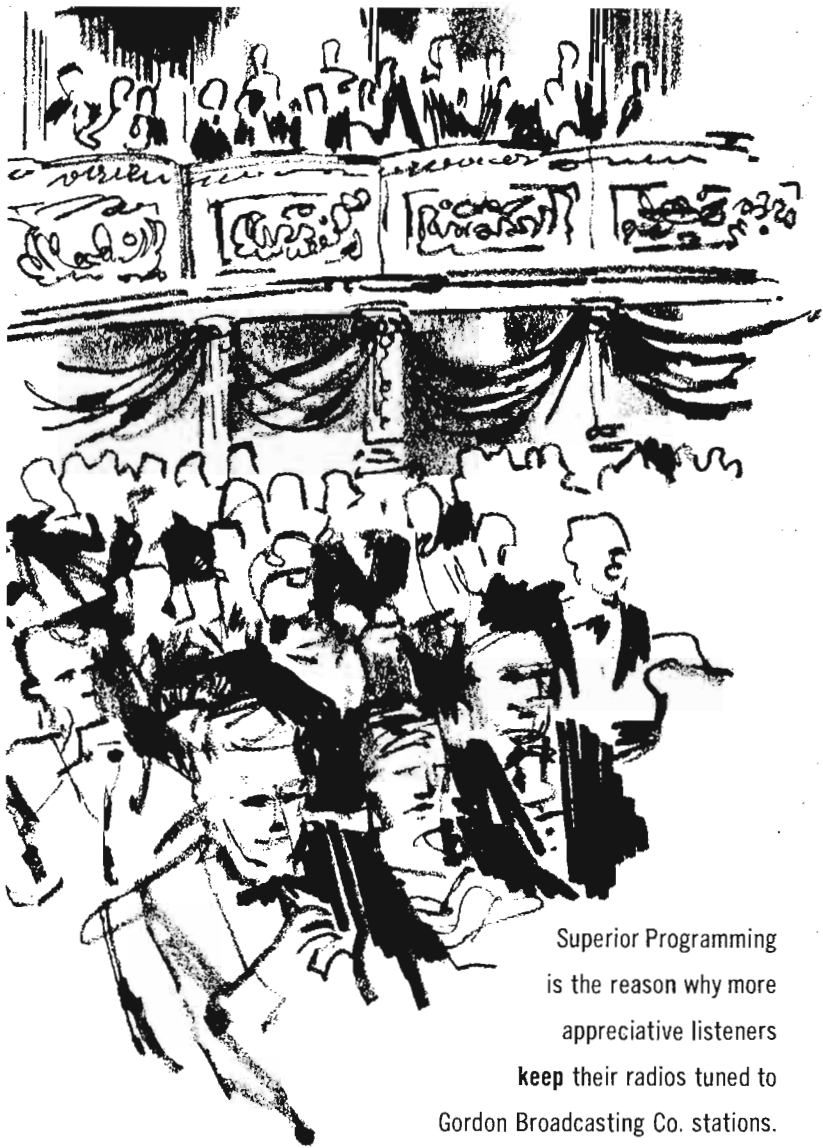
Frequency: 1280 Kc. Power: 1000 Watts, d.  
 Owned Grand Canyon Bcstg. Co.  
 Address 3883 N. 38th Ave.  
 Tel.: AP 8-5555 Independent  
 President A. A. Wallace  
 General Mgr. John Hoeksema  
 Program Dir. Tom Hay  
 Chief Engineer Don Bradley

**KIFN—Phoenix—1949**

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

**KONI—Phoenix—1954**

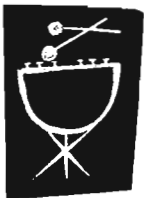
Frequency: 1400 Kc. Power: 250 Watts  
 Owned Camelback Bcstg.



Superior Programming  
is the reason why more  
appreciative listeners  
keep their radios tuned to

Gordon Broadcasting Co. stations.

Careful selection of the best interpretations in fine music,  
together with News in Depth, means **fine radio** . . .  
with advertising limited timewise—screened tastewise.



**KSDO**  
San Diego

Best Fine Radio Buy In The Booming-Buying Southwest

**KBUZ**  
Phoenix

The Gordon Broadcasting Company  
KSDO San Diego AM KBUZ Phoenix AM and FM

Address ..... 2300 N. Central Ave.  
 Tel.: AL 8-8044 ..... Independent  
 President ..... E. J. Churchill  
 Gen. Mgr. .... Bruce McWilliams  
 Station Comm. Manager ..... Sheldon Gibbs  
 Chief Engineer ..... Paul Hedges

**KBUZ—Phoenix—1958**

Frequency: 1310 Kc. Power: 5000 Wts. d.; 5 n.  
 Owned By ..... Greater Phoenix Bcstg. Co.  
 Address ..... 3336 E. Van Buren  
 Tel.: BRidge 5-4466 ..... Independent  
 Station Representative ..... Adam Young  
 Pres., Gen. Mgr. .... Sherwood R. Gordon  
 Program Director ..... William Freeman  
 Sales Promotion Mgr. .... Robert L. Holladay  
 Chief Engineer ..... Ray Van Drusen

**KOOL—Phoenix—1947**

Frequency: 960 Kc. Power: 5000 Watts  
 Owned-Operated By ..... KOOL Radio-TV Inc.  
 Business-Studio Address ..... 511 W. Adams  
 Tel.: AL 3-3121 ..... CBS  
 Representative ..... AM Radio Sales  
 Board Chairman ..... Gene Autry  
 President ..... Tom Chauncey  
 General Manager ..... Homer Lane  
 Station Manager ..... Richard H. Brader  
 Program Director ..... Al McCoy  
 Publicity Director ..... Milt Dean Hill  
 Chief Engineer ..... Nelson Nichols

**KOY—Phoenix—1922**

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

**KPHO—Phoenix—1940**

Frequency: 910 Kc. Power: 5000 Watts  
 Owned ..... Meredith Publishing Co.  
 Address ..... 631 N. 1st Ave.  
 Tel.: AL 8-4511 ..... Independent  
 Representative ..... Katz  
 V.P. & Gen. Mgr. .... Richard B. Rawls  
 Station Mgr. .... Gene Spry  
 Commercial Mgr. .... John R. Crowley  
 Sales Prom. Mgr. .... Jo Hitchcock  
 Program Director ..... Larry Burroughs  
 Chief Engineer ..... George McClanathan

**KRIZ—Phoenix—1950**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Oper. By ..... Radio Phoenix  
 Address-Trans. Loc. .... 2345 Westward Blvd.  
 Tel.: AL 4-8436 ..... KBS  
 Station Representative ..... Robert Eastman  
 Pres., Gen., Manager .... Richard B. Wheeler  
 Station Manager ..... Sheldon Engel  
 Comm. Prom. Manager ..... Wayne Vann  
 Program Director ..... Michael D'Arcy

Publicity Director ..... Jim Titus  
 Chief Engineer ..... Sonny Knight

**KRUX—Phoenix—1947**

Freq.: 1360 Kc. Power: 5000 Watts d., 500 n.  
 Owned-Oper. By . . . Leland Bisbee Bcstg. Co. Inc.  
 Bus.-Studio Address ..... 417 N. 1st St.  
 Tel.: AL 8-1551 ..... Independent  
 Representative ..... D. F. McGavren Co.  
 President ..... Leland S. Bisbee, Jr.  
 General Manager ..... Ira Lavin  
 Program Director ..... Lucky Lawrence  
 Chief Engineer ..... Joe Brandt

**KTAR—Phoenix—1922**

Frequency: 820 Kc. Power: 5000 Watts  
 Owned-Operated By ..... KTAR Bcstg. Co.  
 Business Studio Address ..... 1101 North Central  
 Tel.: AL 4-4161 ..... NBC  
 Representative ..... Avery-Knodel  
 Chrmn. of the Board ..... John J. Louis  
 Pres., Gen. Mgr. .... Richard O. Lewis  
 V.P. in Chg. Sales ..... Ray G. Smucker  
 Prog. Director ..... Jack Willis  
 Commercial Manager ..... Robert Nelson  
 V. P. Programs ..... Paul J. Hughes  
 Sales Prom., Publicity Dir. .... Ray Thompson  
 Chief Engineer ..... Harold Haughawout

**KUEQ—Phoenix—1958**

Frequency: 740 Kc. Power: 1 Kw., d.  
 Owned By ..... Dynamic Communications, Inc.  
 Address ..... 3321 N. Central Ave.  
 Tel.: CRestwood 9-5577 ..... Independent  
 Station Representative ..... Meeker Co.  
 President ..... Carson E. Cowherd  
 Gen. Comm. Manager ..... Hugh E. Bader  
 Sales Promotion Manager ..... L. R. Johnson  
 Publicity Director ..... Louis Henderson  
 Prog. Dir. .... Bob McNulty  
 Chief Engineer ..... Gene Boos

**KNOT—Prescott—1957**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned ..... Thunderbird Bcstg. Corp.  
 Address ..... P. O. Box 151  
 Tel.: Hlckory 5-5211 ..... Independent  
 Representative ..... Masla, O'Connell  
 Pres., Gen. Mgr. .... Roy L. Albertson, Jr.  
 Commercial Director ..... Warren Rashleigh  
 Program Director ..... Sandy Gibbons  
 Sales Prom. Director ..... Paul Inkmann  
 Chief Engineer ..... F. E. Brown

**KYCA—Prescott—1940**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Oper. By ..... Southwest Bcstg. Co.  
 Business-Studio Address ..... East Gurley St.  
 Tel.: Hlckory 5-2710 ..... NBC  
 Representative ..... Avery-Knodel  
 Pres., Gen. Mgr. .... Harold Ritter  
 Commercial Manager ..... Wallace Norman  
 Publicity Director ..... Byron McCall  
 Chief Engineer ..... George Eitel

# ARIZONA

## KZOK—Prescott—1958

Frequency: 1340 Kc. Power: 250 Watts  
Owned By: H. R. Odom  
Address: P. O. Box 1033  
Tel.: Hickory 5-1590. KBS  
President: Dick Gilbert  
General Manager: Phil Haynes  
Commercial Manager: M. Z. Moore  
Program Director: Bing Brown

## KGLU—Safford—1938

Frequency: 1480 Kc. Power: 1000 Watts  
Owned-Operated By: Gila Bcstg. Co.  
Business-Studio Address: 520 Main St.  
Tel.: 15. MBS  
President: Louis F. Long  
General Mgr.: Paul Merrill

## KPOK—Scottsdale—1956

Frequency: 1440 Kc. Power: 5 Kw.  
Owned: Scottsdale Bcstg. Co.  
Address: Safari Hotel  
Tel.: Whitney 5-1440. Independent  
Representative: Forjoe  
President, Gen. Mgr.: Morris Mindel  
Commercial Mgr.: Lee Walker  
Program Dir.: Russ Upton  
Sales Prom. Mgr.: John Hatton  
Publicity Dir.: Ray Maxwell  
Chief Engineer: Evert Fruitman

## KVWM—Show Low—1957

Frequency: 1050 Kc. Power: 250 Watts  
Owned: Peak Bcstg. Co.  
Address: Box 606  
Tel.: Keystone 7-2345. Independent  
Pres. Gen. Mgr., Ch. Eng.: S. J. Woodworth  
Program Dir.: Dorothy L. Woodworth

## KHFH—Sierra Vista—1957

Frequency: 1420 Kc. Power: 1000 Watts  
Owned: C. W. Morris  
Address: Carmichael at De Palma  
Tel.: Gladstone 8-3379. Independent  
President: Carleton W. Morris  
General Mgr.: John Bonnett, Jr.

## KAIR—Tucson—1956

Frequency: 1490 Kc. Power: 250 Watts  
Owned By: KAIR Broadcasting, Inc.  
Address: P. O. Box 951  
Tel.: Main 4-0401. Independent  
Station Representative: Branham Co.  
President, Gen. Manager: Jerome K. McCauley  
Station Manager: Ron Barrington  
Comm. Public Director: Isa S. Crino  
Program Director: John Hyde  
Chief Engineer: Jack Saelid

## KCEE—Tucson—1958

Frequency: 790 Kc. Power: 1000 Watts d.  
Owned By: Assoc. Bcstrs. of Tucson, Inc.  
Address: Box 5803  
Tel.: MA 2-7788. Independent  
Sta. Representative: Forjoe  
President: David S. Drubeck

General, Station Manager: Ray Owen  
Program Director: Helen Miller  
Chief Engineer: Craig Kepner

## KTAN—Tucson—1946

Freq.: 580 Kc. Power: 5 Kw. d., 500 W. n.  
Owned-Operated By: Catalina Bcstg. Co.  
Address: P. O. Box 2348  
Tel.: MA 2-4664. Independent  
Representative: Gill-Perna  
Pres., Gen. Mgr.: Harry B. Chambers  
Pub. Dir.: Pat Palmer  
Chief Engineer: Eugene E. Stough

## KCUB—Tucson—1929

Frequency: 1290 Kc. Power: 1000 Watts  
Owned By: Boffard Bcstg. Corp.  
Business Address: 219 W. Elm St.  
Tel.: MAIn 3-4323. Independent  
Station Representative: Meeker Co.  
President, Gen. Mgr.: Ralph R. Boffard  
Station Mgr., Prog. Dir.: Bill Rudd  
Chief Engineer: Ray H. Holsclaw

## KEVT—Tucson—1953

Frequency: 690 Kc. Power: 250 Watts d.  
Owned-Oper. By: Tucson Radio Inc.  
Business Address: 57 W. Congress  
Tel.: MA 4-5588. Independent  
Representative: Oakes, Nat. Time Sls.  
President, General Mgr.: Peter Trowbridge  
Comm. Mgr.: De Witt Wray  
Program Director: Henry Villegas  
Sales Prom., Pub. Dir.: Arturo Aguilar

## KMOP—Tucson—1957

Frequency: 1330 Kc. Power: 500 Watts. d.  
Owned: Pima Broadcasting Co.  
Address: P.O. Box 5084  
Tel.: MA 3-6662. Independent  
Sta. Reps: Grant; Barnard  
President: L. B. Clayton  
Gen. Mgr., Ch. Eng.: K. W. Ferguson  
Commercial Mgr.: James Johnson  
Program Dir.: Bob Wolfe  
Publicity Dir.: Dorothy Gallagher  
Sales Prom. Mgr.: Bob Clayton

## KOLD—Tucson—1947

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Operated By: Old Pueblo Bcstg. Co.  
Business Address: 115 W. Drachman St.  
Tel.: MA 4-2511. CBS  
Station Representative: AM Radio Sales  
President: Tom Chancey  
V.P., General Manager: E. S. Mittendorf  
Commercial Manager: Bernie Perlin  
Sales Prom., Pub. Dir.: E. R. McKane  
Program Director: Ed Tucker  
Chief Engineer: Vern Cimiyotti

## KTKT—Tucson—1949

Frequency: 990 Kc. Power: 10,000 W., d.  
Owned-Operated By: Copper State Bcstg.  
Business-Studio Address: Box 5585  
Tel.: MAIn 2-6711. Independent