

RADIO

RADIO NETWORKS

**EXECUTIVE PERSONNEL
OWNED & OPERATED STATIONS
NETWORK MAPS**

ANNUAL

1962

Silver Anniversary

LET'S TAKE INVENTORY

Radio Time Should Not Be "Over Sold"

By ROBERT R. PAULEY, President

ABC Radio Network

A BUSINESSMAN in most any industry takes inventory at least once a year. Regardless of his method, he counts his product on hand and subtracts that from his total purchases plus his previous inventory to see how well he has done. From the year's total inventory — divided by number of purchases—comes "average inventory" which, divided into total sales, provides "stock turn," an indication of how efficiently capital was put to work during the year. He has probably also capitalized his plant and equipment at a desired net return on investment to give him a guide to pricing policy and to see how close his sales during the year have come to achieving his goal of return.

All this may be somewhat foreign to the general activities of the broadcast businessman, but should it be?

Our product is programming and it is quite appropriate to consider it as inventory. We at the network are very careful not to "over-inventory" (program too much) while maintaining the best possible news service to our affiliates and providing special events of interest plus variety and public service. For example, we do not add programs simply to satisfy an expediency. Regardless of whether a new program idea may be supported by sponsor money, we look first at our inventory both from total quantity, degree sold and breadth of listener interest. This, after all, is a responsibility of a network to stations, to advertisers and to listeners.

Locally, in many cases the sta-



tion's license grants the opportunity of programming up to 24 hours a day. The station manager who feels compelled to provide commercial programs to the extent of his license may be making a mistake. If the economics of his market will not support maximum commercial programming, then isn't he

guilty of "over-inventory"? By furnishing maximum inventory, stations sometimes feel obliged to sell it . . . and at any price, thus mitigating the value of radio generally and his station specifically. Would it not be better to concentrate on community service programs and build the image of the station in the area of public relationships and responsibilities?

On the other hand, we may have the station which is "sold out," and when a manager tells me this happy news, I suspect that he has not priced his inventory correctly regardless of local competitive factors. The station manager can capitalize his plant and equipment at a desired return, balance this with the rate that he can hope to get competitively and adjust his commercial inventory to achieve this goal. In so doing, he is protecting the basic value of his investment, enhancing his image and upgrading radio.

Let's consider "taking inventory." Balance the product on hand with the sales potential and endeavor to price in relation to this and to your investment. I know the latter is difficult in light of competitive factors, but if radio managers try constantly to be better local businessmen, our entire industry will benefit.

American Broadcasting Co. Radio Network

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

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

Telephone Number: SUsquehanna 7-5000

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Edward Masket.... Dir. of Pgm. Bus. Affairs
Robert Kaufman.... Gen. Attorney for Sales & Pgm. Contracts
Charles DeBare.... Gen'l Attorney for AM Network & Owned & Operated Stations

(Continued on Page 200)

first with young adults

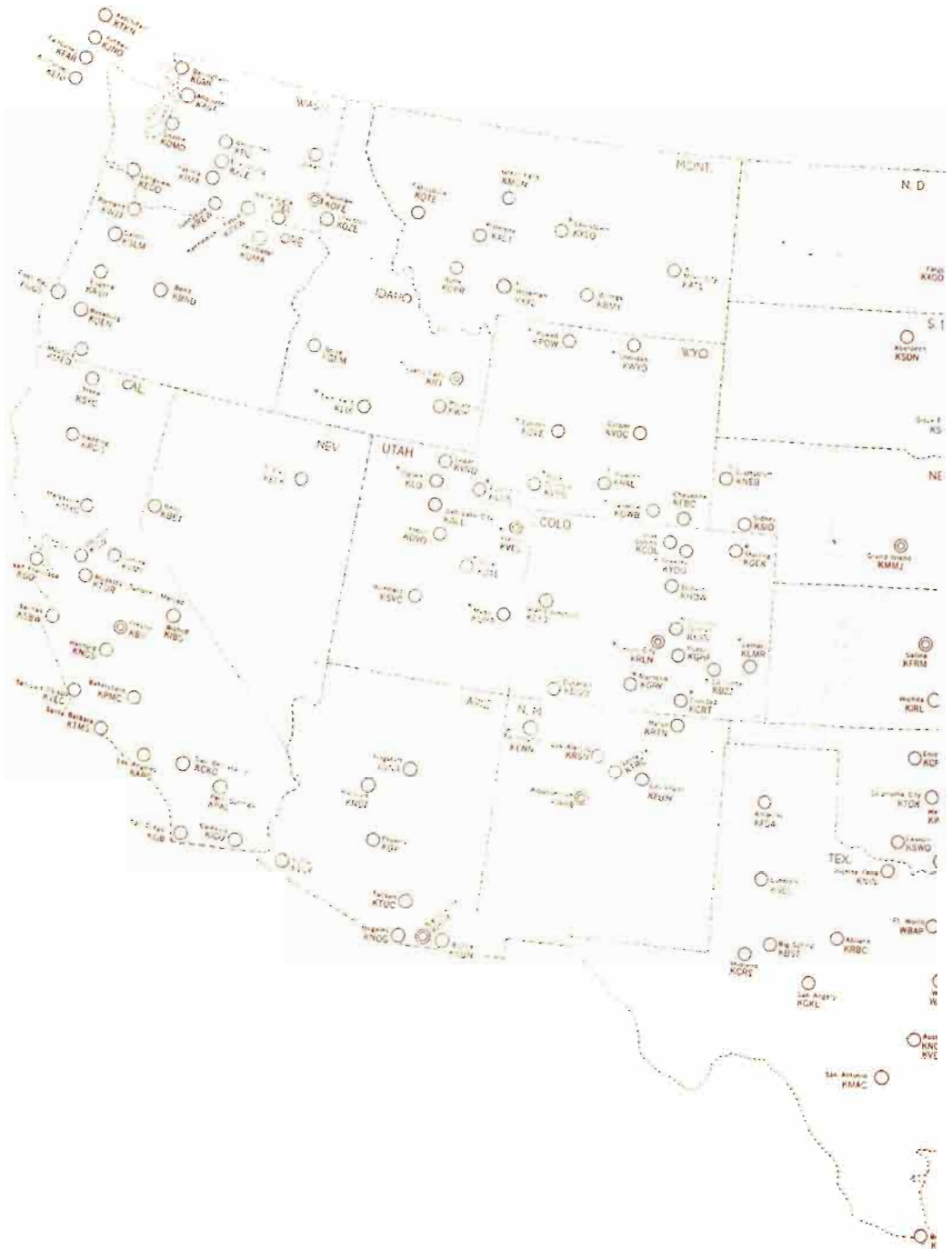


ABC RADIO

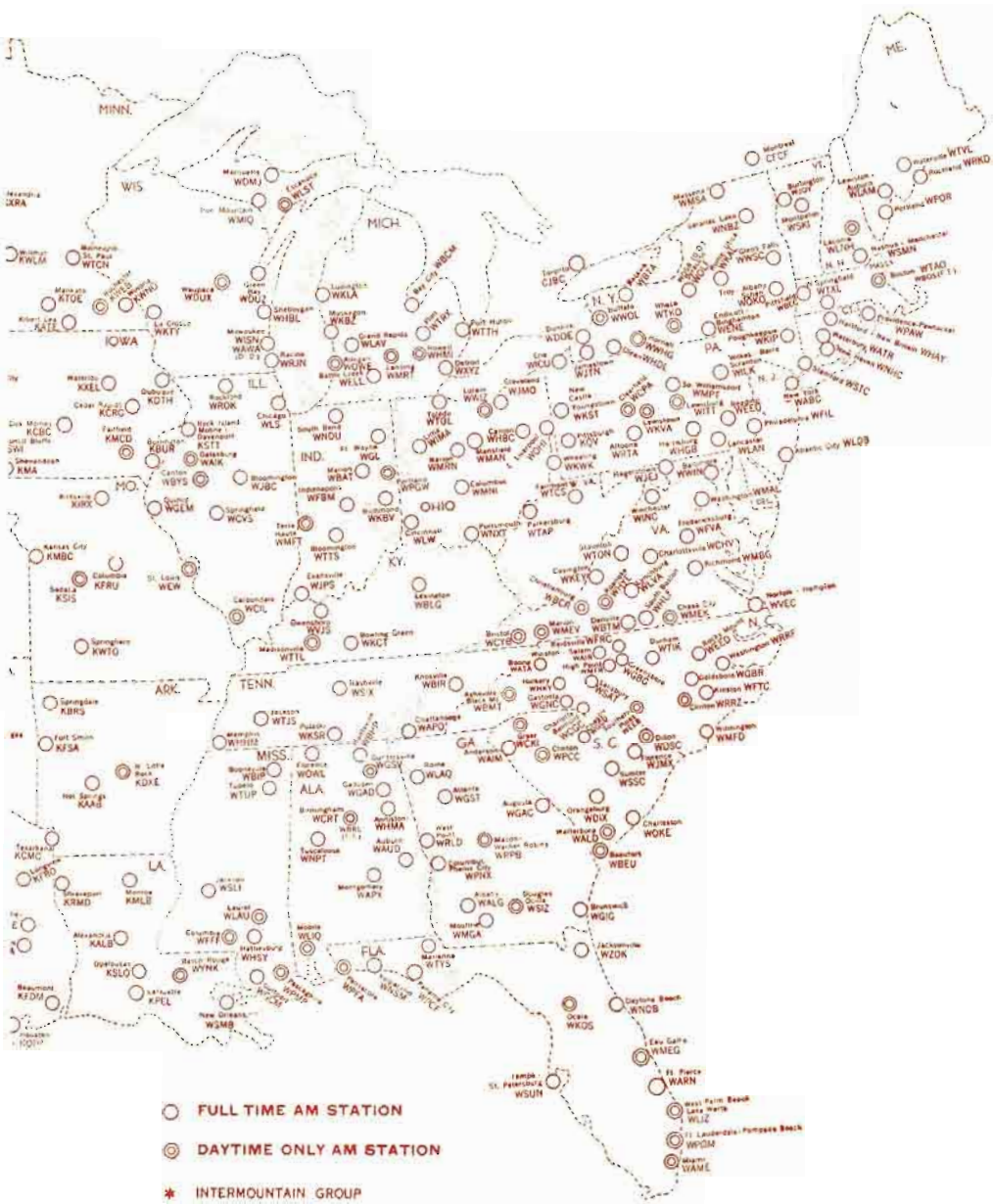
ABC Radio has more of what it takes to sell America's biggest buying market. It's the Young Adult market that buys more of everything, from baby food to batteries . . . from cosmetics to coffee . . . from automobiles to automatic washers. You name it— young adults buy it bigger. That's why your best buy is the medium that gives you more young adults—ABC Radio.

Your ABC Radio sales representative will be glad to document "Young Adult" big-buying habits.

American Broadcasting



Company Radio Network



ABC RADIO NETWORK

(Continued from Page 195)

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Frank C. Atkinson.....Mgr. of Stations

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John Reynolds.....Controller
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Allen Franco.....Prom. & Pub. Mgr.
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Hollywood 28, California

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NETWORK RADIO

Designed for the Sixties

By ARTHUR HULL HAYES, President

CBS Radio

WHAT'S BEEN GOING on in network radio while some have been looking the other way? A great deal. So much, in fact, that if you are not familiar with the many exciting things in a current network radio schedule such as CBS Radio's, I consider it an obligation (and a pleasure) to bring you up to date.

Remember the stars who used to delight audiences? Like Arthur Godfrey, Bing Crosby, Rosemary Clooney, Garry Moore, Art Linkletter? They're still here—on the CBS Radio Network. There is music in abundance—from the jazz piano of Erroll Garner, heard frequently on "Arthur Godfrey Time" to the full concert season of "The New York Philharmonic."

In the field of news and information, the new developments are noteworthy. Radio has always excelled in the delivery of news. Given a man with a microphone or tape recorder—and listeners go everywhere in the world that news is made, frequently within minutes of the event.

But more important than radio's excellence in news is the need of our people to be well-informed in these difficult and dangerous times. An article in the "Journal of Broadcasting," taking a backward look at the days of Pearl Harbor, concluded: "In a world where the pace has accelerated many fold in 20 years, the real message of Pearl Harbor may be that our need to survive is inextricably linked to, if not dependent on, our need to know."

And the CBS Radio Network, for one, has moved strongly in the direction of increased news and informa-



tion. We recently completed our first year under a schedule more than half of which is devoted to such programming. We expanded from five to ten minutes of news on the hour. We introduced a broad range of informational programs, regularly taking listeners to London, Paris, the Far East, bringing them the

latest developments in space, science, medicine, business, in short, opening up a world of ideas and information. These programs, under the over-all title, "Dimension," comprise 47 different broadcasts a week.

Of special interest, too, is NetALERT, the new system whereby this network alerts its stations to major developments and special broadcasts at any hour, whether stations are on or off the air. In its first four months, NetALERT was used 70 times, enabling our affiliated stations to bring their communities first word of important news with a round-the-clock consistency never before possible.

CBS Radio, of course, continues to present a variety of special broadcasts. These include documentaries, sports events, Presidential news conferences and discussions by experts on matters of vital interest. During 1961, we provided our affiliates with 133 such programs.

So in brief summary, it is clear that network radio, far from standing still, has been building a new design for living. A design which puts its unique capacities as a personal medium, as an entertainment medium and as a news medium into a new mold to serve our society in the Sixties.

WHO'S first with the best people in network radio? Listen: Betty

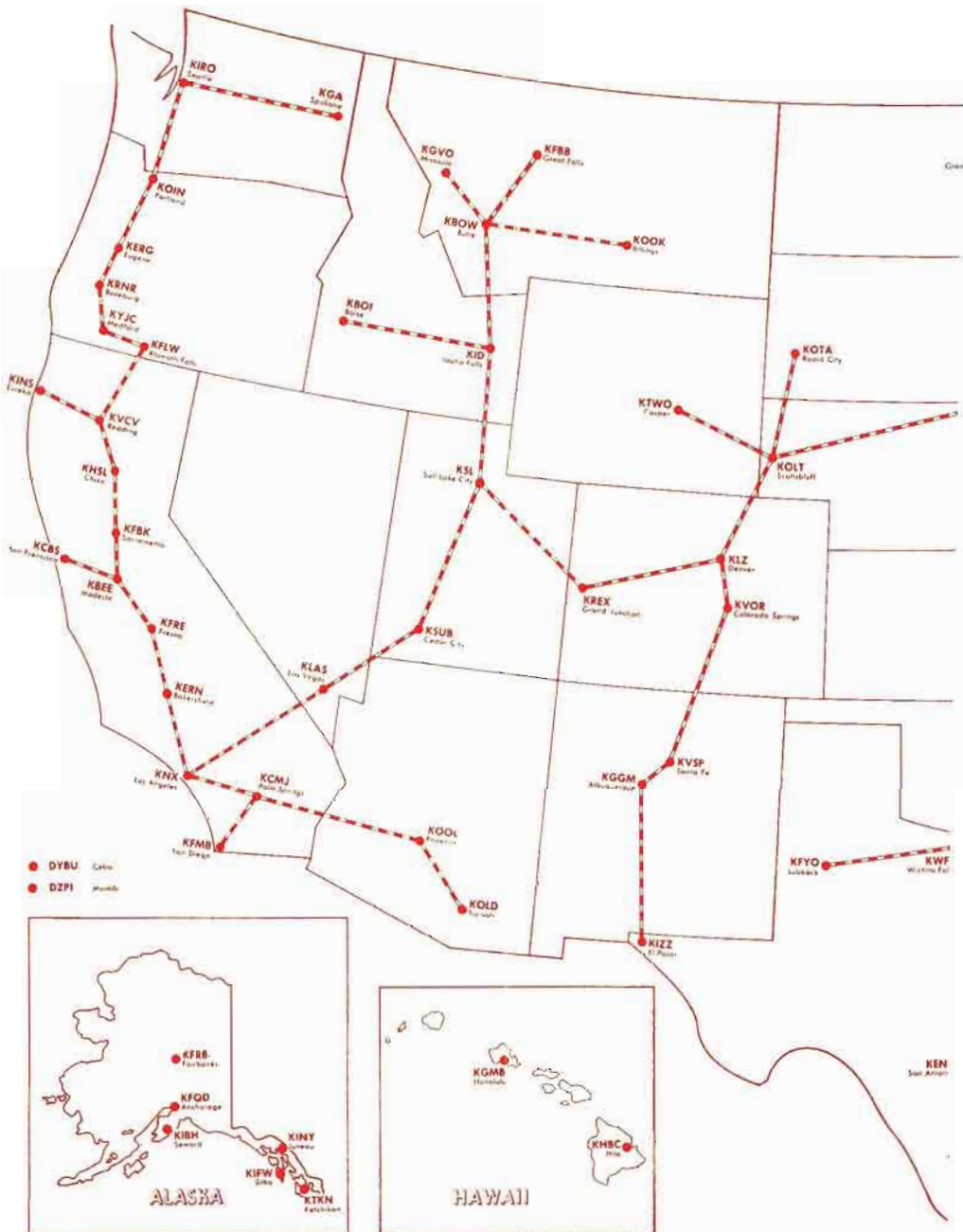
Furness, Eric Sevareid, Allan Jackson, Daniel Schorr, Bing Crosby, Charles Kuralt, Art Linkletter, Alexander Kendrick, Richard Hayes, Arthur Godfrey, Larry LeSueur, Leonard Bernstein, Walter Cronkite, Bill Downs, David Schoenbrun, Jerry Coleman, Peter Kalischer, Phil Rizzuto, Paul Niven, Charles Collingwood, Marvin Kalb, Robert Trout, Kenneth Banghart, Ned Calmer, Garry Moore, Winston Burdett, Nancy Hanschman, Harry Reasoner, Rosemary Clooney, Douglas Edwards, Bill Leonard, Richard C. Hottelet, Charles von Fremd, Dallas Townsend, George Herman, Lowell Thomas, Stuart Novins, Durward Kirby, Ralph Story and more. That's

WHO!

This lineup is unmatched in all radio. What does it mean for advertisers? Sure, it means largest audiences and low costs per thousand. But it also means a solid answer to that vital question: cost per thousand *who*? And the answer is program quality delivers *listening* quality. The who's who in radio delivers the who's who in *audience*! Come join us. In network radio, this is precisely the place to be.

THE CBS RADIO NETWORK

Columbia Broadcasting



ystem Radio Network



CBS Radio Division Columbia Broadcasting System, Inc.

Executives and Staff

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

Telephone: PLaza 1-2345

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(Continued from Previous Page)

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Roland H. McClure.....Sales Manager

San Francisco Office, Sheraton-Palace Hotel

Joseph K. Marshall.....Sales Mgr.

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Thomas J. Weatherly.....Purchasing Agent

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C. Donald McCullen.....Personal Records &
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Donald A. Panzer.....Policy Administration Mgr.

Photographic

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RADIO MEETS DEMANDS

Of a Constantly-Changing Mass Market

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

THE ever-changing form and shape of America's mass market and national character, detected at the start of each new decade by census statistics, has never been reflected more directly than by radio in 1961. Radio continues to be as flexible as the people it serves and as diversified as their own tastes and character. That's why radio is productive for listeners and advertisers.

Industry surveys as well as our own continue to support the long-established fact that radio is the most adaptable of all communications systems to the rapid changes in mass populations.

As these people move and change, the Keystone "grass roots" affiliates and their local radio operations with strong community identification command new attention and respect from national and regional advertisers. There were two significant population reports last year.

The facts of this past year point to a steady decline in urban population. And—even more important to stations and advertisers—they indicate the change and growth of the Negro as a significant consumer.

A KBS study based on state-by-state data from the U. S. Dept. of Commerce shows the dramatic advance of the so-called Negro market. Total U. S. Negro population rose 25.4% in the past decade—from 15,044,937 in 1950 to 18,871,831 in 1960.

At Keystone, this increase had special significance for our Negro Network of 360 affiliated stations that program directly to Negroes in their



communities. We found that, in the 23 states where these Keystone Negro Network affiliates are located, the average Negro population gain was 32.2%—7.7% above the national average. Together, these same 360 stations reach 53% of the total U. S. Negro population.

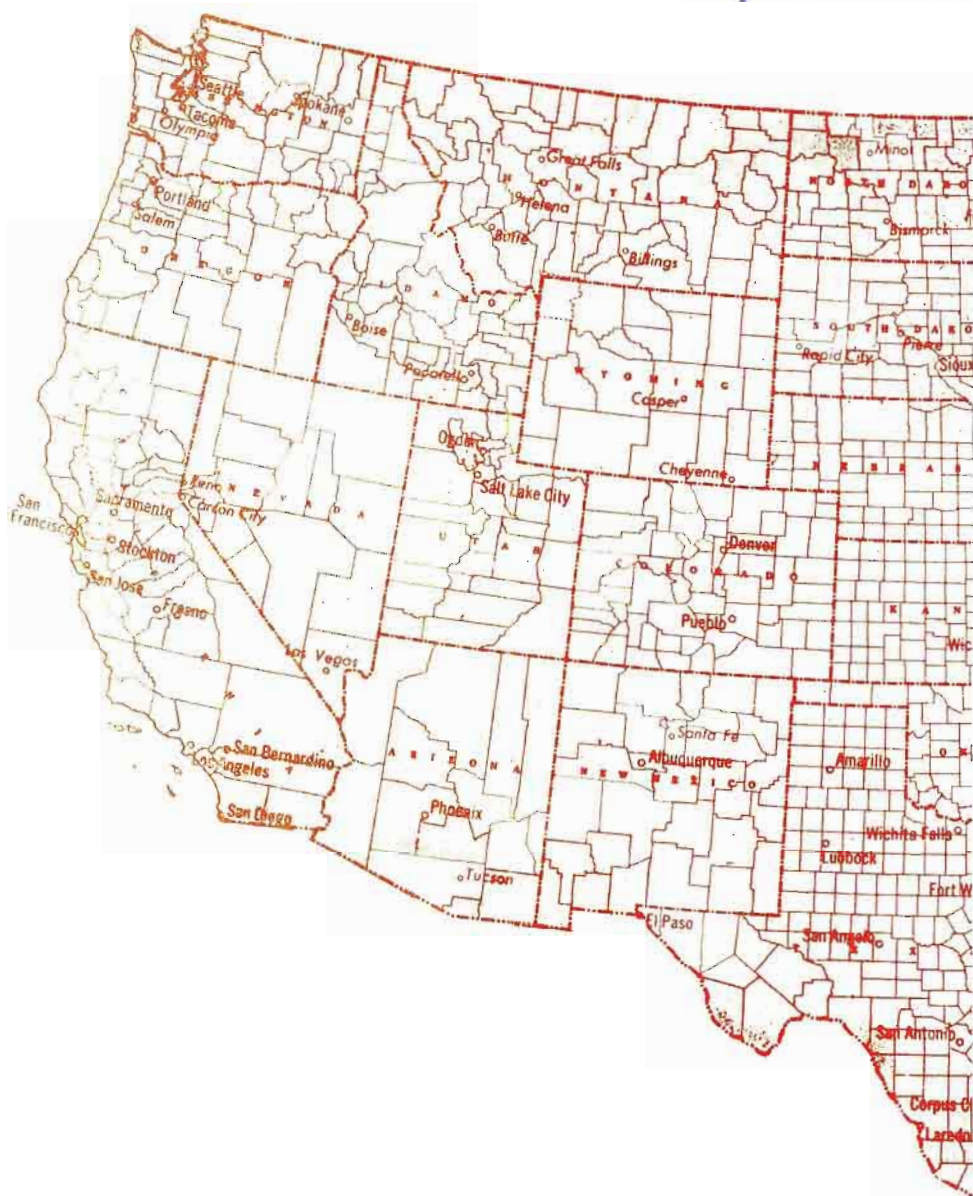
The Keystone Broadcasting System's radio network of 1,125 stations cover 83% of all U. S. counties, according to a study we conducted.

Our stations now reach listeners in 2,547 of the nation's 3,069 county divisions. We register an even deeper penetration, 85% in the valuable "grass roots" areas—the C and D counties with 100,000 population or less. In the C counties (30,000 to 100,000) Keystone affiliates reach 80% of the national total; in D counties (30,000 or less), our stations reach 88% of the total.

The changing patterns of U.S. marketing show that "grass roots" radio is more vital than ever to advertisers whose trade depends on the U. S. consumer. Radio is far better geared, through personal and community acceptance in these C and D counties (many have one radio station), to do the selling job needed by national and regional advertisers. This is evident to the dozens of Keystone's national advertisers in 1961, who have demonstrable sales proof that these markets are musts for national product traffic.

Network sales in 1961 leveled after 1960's dramatic 25% increase. Prospects for 1962 are optimistic, with 85% of Keystone affiliates reporting they expect billings to rise.

Keystone Broad



casting System



Keystone Broadcasting

ALABAMA

WRFS Alexander City
WCTA Andalusia
WANA Anniston
WBCA Bay Minette
WEZB Birmingham
WEBJ Brewton
WPRN Butler
WRAG Carrollton
WEIS Centre
WKUL Cullman
WMSL Decatur
WXAL Demopolis
WDOF Dothan
WIRB Enterprise
WULA Eufaula
WBLO Evergreen
WABF Fairhope
WWWF Fayette
WJOI Florence
WHEP Foley
WZOB Fort Payne
WETO Gadsden
WGEA Geneva
WGYV Greenville
WGSV Guntersville
WJBB Haleyville
WERH Hamilton
WBHP Huntsville
WTHG Jackson
WWVB Jasper
WJAM Marion
WMFC Monroeville
WCRL Oneonta
WJHO Opelika
WPID Piedmont
WELR Roanoke
WWWR Russellville
WROS Scottsboro
WHBB Selma
WFEB Sylacauga
WNUZ Talladega
WJDB Thomasville
WTBF Troy
WTBC Tuscaloosa
WABT Tuskegee
WETU Wetumpka

ARIZONA

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KAUT Douglas
KCLS Flagstaff
KNOG Nogales
KENT Prescott
KYND Tempe
KMOP Tucson
KOFA Yuma

ARKANSAS

KVRC Arkadelphia
KBTA Batesville
KBBA Benton
KTCN Berryville
KBRI Brinkley
KAMD Camden
KCON Conway
KCCB Corning
KAGH Crossett
KELD El Dorado
KBJT Fordyce
KXJK Forrest City
KTOS Fort Smith
KH02 Harrison
KFFA Helena
KXAR Hope
KBHS Hot Springs
KBTM Jonesboro
KBOK Malvern
KPCS Marked Tree
KVSA McGehee
KENA Mena
KHBM Monticello
KVOM Morrilton
KTLO Mountain Home
KBHC Nashville
KDXE N. Little Rock
KOSE Osceola
KDRS Paragould
KADL Pine Bluff
KPOC Pothontas
KXJR Russellville

KWCB Searcy
KUOA Siloam Springs
KBRS Springdale
KWAK Stuttgart
KRLW Walnut Ridge
KWRF Warren
KWYN Wynne

CALIFORNIA

KENL Arcata
KAHI Auburn
KIBS Bishop
KPLY Crescent City
KRDU Dinuba
KXO El Centro
KOWN Escondido
KDAC Fort Bragg
KPER Gilroy
KHSJ Hemet
KCHV Indio
KRKC King City
KCVR Lodi
KNEZ Lompoc
KLSB Los Banos
KOAL Mojave
KVON Napa
KSFE Needles
KPRL Paso Robles
KTBB Petaluma
KAHR Redding
KRKC Ridgecrest
XERB San Diego
KROG Sonoma
KSUE Susanville
KTKR Taft
KTUR Turlock
KUKI Ukiah
KAGR Yuba City

COLORADO

KGIW Alamosa
KRLN Canon City
KPIK Colorado Springs
KVFC Cortez
KRAI Craig
KLIR Denver
KIUP Durango
KZIX Fort Collins
KFTM Fort Morgan
KWSL Grand Junction
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KLOV Loveland
KSLV Monte Vista
KUBC Montrose
KDZA Pueblo
KAVI Rocky Ford
KGEK Sterling
KCRT Trinidad

DELAWARE

WSUX Seaford

FLORIDA

WAPG Arcadia
WTRL Bradenton
WWJB Brooksville
WTAN Clearwater
WEZY Cocoa
WCNU Crestview
WDCF Dade City
WELE Daytona Beach
WDSP De Funiak Springs
WDEF Deland
WPAP Fernandina Beach
WINK Fort Myers
WARN Fort Pierce
WPUP Gainesville
WZRO Jacksonville Beach
WKWF Key West

WKBX Kissimmee
WGR0 Lake City
WIPC Lake Wales
WLJZ Lake Worth
WLBE Leesburg
WNER Live Oak
WMAF Madison
WTOT Marianna
WMIE Miami
WSRA Milton
WNOG Naples
WTMC Ocala
WOKC Okeechobee
WHYF Orlando
WWPF Palatka
WDLP Panama City
WPPA Pensacola
WPLA Plant City
WCNH Quincy
WFOY St. Augustine
WILZ St. Petersburg Beach
WTRR Sanford
WKXY Sarasota
WGBR Sebring
WGRG Starke
WSTU Stuart
WMEN Tallahassee
WAXE Vero Beach
WAUC Wauchula

GEORGIA

WAAG Adel
WJAZ Albany
WQCS Alma
WDEC Americus
WDOL Athens
WBIA Augusta
WMGR Bainbridge
WHAB Baxley
WBBK Blakely
WGCC Bremen
WMEF Buford
WGRA Cairo
WCLB Camilla
WLBB Carrollton
WBHF Cartersville
WGAA Cedartown
WCLA Claxton
WRWH Cleveland
WMJM Cordele
WGF5 Covington
WBLJ Dalton
WDWD Dawson
WDMG Douglas
WMLT Dublin
WJTH East Point
WSGC Elberton
WBHB Fitzgerald
WFFM Fort Valley
WGRX Gainesville
WKEU Griffin
WCEH Hawkinsville
WGML Hinesville
WBGR Jesup
WLFA Lafayette
WLAG La Grange
WYTH Madison
WCYR Macon
WFRD Manchester
WBIE Marietta
WDXA McRae
WVMG Milledgeville
WGSR Millen
WMRE Monroe
WMGA Moultrie

HAWAII

KIMO Hilo
KAIM Honolulu

IDAHO

KYME Boise
KBAR Burley
KCID Caldwell
KVIN Coeur d'Alene
KORT Grangeville
KIFI Idaho Falls
KLER Moscow
KEOK Orofino
KYTE Pocatello
KPST Preston
KRXX Rexburg
KSRA Salmon
KSPT Sandpoint
KBRV Soda Springs
KSKI Sun Valley
KEEP Twin Falls

ILLINOIS

WRMS Beardstown
WBYS Canton
WEIC Charleston
WITY Danville
WFIW Fairfield
WEBQ Harrisburg
WJPF Herrin
WLDS Jacksonville
WJBM Jerseyville
WMOK Metropolis
WNI Murphysboro
WTAY Robinson
WBD Salem
WGFA Watseka
WFRX West Frankfort

INDIANA

WBNL Boonville
WITE Brazil
WIL0 Frankfort
WKAM Goshen
WHLT Huntington
WITZ Jasper
WBTO Linton
WMDN Madison
WPCO Mount Vernon
WPGW Portland
WSLM Salem
WJCD Seymour
WSVL Shelbyville
WTCJ Tell City
WMFT Terre Haute
WAMW Washington

IOWA

KLGA Algona
KASI Ames
KJAN Atlantic
RWBG Boone
KCOG Centerville
KCHA Charles City
KCHE Cherokee
KCLN Clinton
KSWJ Council Bluffs
KDEC Decorah
KMCD Fairfield
KXGI Fort Madison
KGRN Grinnell
KXIC Iowa City
KNIA Knoxville
KMAQ Maquoketa
KWPC Muscatine

KCOB Newton
KDLS Perry
KAYL Storm Lake
KWVY Waverly
KIFJ Webster City

KANSAS

KCRB Chanute
KNCK Concordia
KMDO Fort Scott
KIUL Garnett City
KLOE Goodland
KWBW Hutchinson
KIND Independence
KALN Iola
KCL0 Leavenworth
KMAN Manhattan
KN DY Marysville
KNEX McPherson
KJRG Newton
KLKC Parsons
KKAN Phillipsburg
KSEK Pittsburg
KWSK Pratt
KRSL Russell

KENTUCKY

WANY Albany
WBRT Bardstown
WCLB Benton
WBLJ Bowling Green
WTCO Campbellsville
WSES Central City
WAIN Columbia
WCCT Corbin
WCPM Cumberland
WCYN Cynthia
WHIR Danville
WLEL Elizabethtown
WST Eminence
WFKN Franklin
WAXU Georgetown
WKAY Glasgow
WHBN Harrodsburg
WKIC Hazard
WSON Henderson
WKO0 Hopkinsville
WIRV Irvine
WLBH Lebanon
WMTL Leitchfield
WBLG Lexington
WFMW Madisonville
WWXL Manchester
WNGO Mayfield
WFTM Mayfield
WMLK Middleboro
WFLW Monticello
WMOR Morehead
WMST Mt. Sterling
WNYK Neon
WSTP Paintsville
WKIX Paris
WPKE Pikeville
WPRT Prestonsburg
WPKY Princeton
WEKY Richmond
WRUS Russellville
WLCK Scottsville
WSFC Somerset

LOUISIANA

KDBS Alexandria
KV0B Bastrop
WKCK Bogalusa
WARB Covington
KSGC Crowley
WLB1 Denham Springs
KDLA De Ridder
KEUN Eunice
WMOG Brunswick
KLFT Golden Meadow
WFRP Hammond
KVHL Homer

System Stations

KCIL Houma
KJEF Jennings
KTCC Jonesboro
KLPL Lake Providence
KLLA Leesville
KDBC Mansfield
KAPB Marksville
KASO Minden
KLIC Monroe
KMRC Morgan City
KANE New Iberia
KRFH Oakdale
KWOL Oak Grove
KRIH Rayville
KRUS Ruston
KCIJ Shreveport
KBSF Springhill
KTLD Tallulah
KVPI Ville Platte
KEVL White Castle
KVCL Winnfield
KMAR Winnsboro

MAINE

WHOU Houlton
WRUM Rumford
WGHM Skowhegan

MARYLAND

WABW Annapolis
WCUM Cumberland
WEMD Easton
WPTX Lexington Park
WICO Salisbury
WTRR Westminster

MASSACHUSETTS

WREB Holyoke
WSRO Marlboro
WMRC Milford
WCAT Orange
WBEC Pittsfield
WARE Ware

MICHIGAN

WALM Albion
WOWE Allegan
WLEW Bad Axe
WLST Escanaba
WMRP Flint
WSHN Fremont
WGHN Grand Haven
WPLB Greenville
WMPL Hancock
WBCH Hastings
WCSS Hillsdale
WHMI Howell
WIKB Iron River
WJMS Ironwood
WJPD Ishpeming
WKLA Ludington
WMTE Manistee
WDOG Marine City
WDMJ Marquette
WAGN Menominee
WCEN Mt. Pleasant
WMA8 Munising
WMUS Muskegon
WNIL Niles
WHLS Port Huron
WMIC St. Helen
WIOS Tawas City

MINNESOTA

KASM Albany
KXRA Alexandria

KBMO Benson
KBMW Breckenridge
WKWK Cloquet
KROX Crookston
WELY Ely
WEVE Eveleth
KOZY Grand Rapids
KDUZ Hutchinson
CFOB International Falls
KLTF Little Falls
KEYL Long Prairie
KRFH Owatonna
WCMP Pine City
KLOH Pipestone
WAVN Stillwater
KDOM Windom
KAGE Winona

MISSISSIPPI

WAMY Amory
WBLE Batesville
WGCM Biloxi-Gulfport
WBIP Beaneville
WDBP Brookhaven
WDOB Canton
WGLC Centerville
WROX Clarksdale
WCLD Cleveland
WCJL Columbia
WCBF Columbus
WCMA Corinth
WMAG Forest
WJPR Greenville
WGRM Greenwood
WNAG Grenada
WXXX Hattiesburg
WMDC Hazlehurst
WCPC Houston
WDLT Indianola
WJQS Jackson
WKOZ Kosciusko
WAML Laurel
WXTN Lexington
WLSM Louisville
WHHT Lucedale
WMBC Macon
WSJC Magee
WAPF McComb
WMOX Meridian
WMIS Natchez
WNAU New Albany
WSUH Oxford
WPMP Pascagoula
WHOC Philadelphia
WRJW Picayune
WSSO Starkville
WELO Tupelo
WQBC Vicksburg
WABO Waynesboro
WROB West Point
WONA Winona
WAZF Yazoo City

MISSOURI

KBHM Branson
KAOL Carrollton
KDMO Carthage
KCRV Caruthersville
KCHR Charleston
KCHI Chillicothe
KBIA Columbia
KDKX Dexter
KESM El Dorado Springs
KREI Farmington
KWOS Jefferson City
KIRX Kirksville
KLWT Lebanon
KTBC Malden
KNIM Maryville
KNCM Moberly
KRMO Monett
KLRS Mountain Grove
KBTN Neosho
KNEM Nevada
KRMS Osage Beach
KWOC Poplar Bluff
KVIS Portageville
KYRO Potosi
KTTR Rolla

KSGM Ste. Genevieve
KSMO Salem
KDRO Sedalia
KICK Springfield
KALM Thayer
KTTN Trenton
KLPW Union
KOKO Warrensburg
KWRE Warrenton
KWPM West Plains

MONTANA

KOYN Billings
KBMN Bozeman
KBOW Butte
KUDI Great Falls
KLYQ Hamilton
KOJM Havre
KBLL Helena
KGEZ Kalispell
KLCB Libby
KPRK Livingston
KATL Miles City
KXLL Missoula
KSEN Shelby
KVCK Wolf Point

NEBRASKA

KCOW Alliance
KCSR Chadron
KJSK Columbus
KGMT Fairbury
KTNC Falls City
KHUB Fremont
KHAS Hastings
KUVR Holdrege
KGFV Kearney
KBRL Mc Cook
KNCY Nebraska City
KODY North Platte
KOGA Ogallala
KBXR O'Neill
KSID Sidney
KRFS Superior
KAWL York

NEVADA

KENO Las Vegas
KBET Reno

NEW HAMPSHIRE

WKXL Concord
WLNH Laconia
WMSN Nashua
WCNL Newport

NEW JERSEY

WNNJ Newton

NEW MEXICO

KALG Alamogordo
KARA Albuquerque
KSPV Artesia
KAVE Carlsbad
KLMX Clayton
KCLV Clovis

KOTS Deming
KWEW Hobbs
KOBH Las Cruces
KRSN Los Alamos
KENM Portales
KRTN Raton
KBIM Roswell
KSYX Santa Rosa
KSIL Silver City
KSRC Socorro
KCHS Truth or
Consequences
KTNM Tucumcari

NEW YORK

WMBO Auburn
WFLR Dundee
WDOE Dunkirk
WEHH Elmira Heights
WOSC Fulton
WJTN Jamestown
WBAZ Kingston
WLFH Little Falls
WICY Malone
WREM Remsen
WGGG Salamanca
WNBZ Saranac Lake
WIPS Ticonderoga
WDLA Walton

N. CAROLINA

WABZ Albemarle
WGWR Asheville
WCGC Belmont
WBMT Black Mountain
WATA Boone
WBWB Burlington
WEGO Concord
WCKB Dunn
WCDJ Edenton
WCNC Elizabeth City
WBLA Elizabethtown
WFAI Fayetteville
WBFO Forest City
WFSC Franklin
WVFG Fuquay Springs
WLTC Gastonia
WFMC Goldsboro
WOOO Greenville
WKDX Hamlet
WHNC Henderson
WHKP Hendersonville
WHPE High Point
WLAS Jacksonville
WELS Kinston
WEWO Laurinburg
WLOE Leaksville
WRLI Lenoir
WBUY Lexington
WYRN Louisburg
WTSB Lumberton
WMMH Marshall
WMAF Monroe
WMBL Morehead City
WMNC Morganton
WPAQ Mount Airy
WKRR Murphy
WRNB New Bern
WNNC Newton
WKBC N. Wilkesboro
WPNC Plymouth
WFCB Reidsville
WCEG Rocky Mount
WCCF Sanford
WOHS Shelby
WPMF Smithfield
WEEB Southern Pines
WTOE Spruce Pine
WSIC Statesville
WMSJ Sylva
WTYN Tryon
WADE Wadesboro
WLSE Wallace
WHCC Waynesville
WCNF Weidensville
WESK W. Jefferson
WENC Whiteville
WLLY Wilson

NORTH DAKOTA

KQDI Bismarck
KDAK Carrington
KDIX Dickinson
KNDC Hettinger
KEYJ Jamestown
KDDY Minot
KEYD Oakes
KCCA Rugby
KOVC Valley City

OHIO

WNCO Ashland
WILE Cambridge
WBEX Chillicothe
WJEH Gallipolis
WSRW Hillsboro
KIRV Ironton
WLMJ Jackson
WVIZ Lorain
WTIG Massillon
WMVO Mount Vernon
WPTW Piqua
WUOI Portsmouth
WBLY Springfield
WEFT Van Wert
WCHO Washington Court
House
WKOV Wellston
WWSL Wooster

OKLAHOMA

KADA Ada
KWHW Altus
KJVS Tulsa
KVSO Ardmore
KLTR Blackwell
KWCO Chickasha
KWPR Claremore
KWEO Clinton
KUSH Cushing
KRHD Duncan
KSEO Durant
KBEB Elk City
KCRD Enid
KTAT Frederick
KWRW Guthrie
KBYN Guymon
KTJS Hobart
KJHN Hugo
KTMC McAlester
KGLC Miami
KBIX Muskogee
KNOR Norman
KBYE Oklahoma City
KOKL Okmulgee
KVLH Pauls Valley
KLCO Poteau
KOLS Pryor
KTLQ Tahlequah
KWSH Tri-City
KFJL Tulsa
KVIN Vinita

OREGON

KWIN Ashland
KVAS Astoria
KBKR Baker
KBND Bend
KURY Brookings
KARS Burns
KWRO Coquille
KLOO Corvallis
KWVR Enterprise
KASH Eugene
KGRD Gresham
KUIK Hillsboro
KRAF Klamath Falls
KQIK Lakeview
KCAL Lebanon
KMCM McMinnville
KNPT Newport
KSRV Ontario
KUMA Pendleton
KRAE Redmond
KOH1 St. Helens
KODL The Dalles

KEYSTONE BROADCASTING SYSTEM STATIONS

PENNSYLVANIA

WAVL Apollo
WNCC Barnesboro
WBFD Bedford
WBFX Berwick
WISR Butler
WCBL Carbondale
WESA Charleroi
WWCH Clarion
WCVI Connelleville
WOTR Corry
WEZN Elizabethtown
WFAH Farrell
WHUN Huntingdon
WDAD Indiana
WADP Kane
WACB Kittanning
WSHH Latrobe
WITT Lewisburg
WKRR Oil City
WPTS Pittston
WPME Punxsutawney
WKMC Roaring Spring
WATS Sayre
WMAJ State College
WLYC Williamsport

RHODE ISLAND

WWRI West Warwick

S. CAROLINA

WABV Abbeville
WAKN Aiken
WAIM Anderson
WABD Bamberg
WBAW Barnwell
WBLR Batesburg
WBEU Beaufort
WAGS Bishopville
WACA Camden
WCAY Cayce
Woke Charleston
WCRC Cheraw
WGCD Chester
WPCC Clinton
WDSC Dillon
WELP Easley
WOLS Florence
WFIS Fountain Inn
WFGN Gaffney
WGTN Georgetown
WGSW Greenwood
WEAB Greer
WBHC Hampton
WHSC Hartsville
WDKD Kingstree
WLCM Lancaster
WLSC Loris
WYMB Manning
WJAY Mullins
WKDK Newberry
WTND Orangeburg
WRHI Rock Hill
WSNW Seneca
WFIG Sumter
WBCU Union
WALD Walterboro

SOUTH DAKOTA

KBFS Belle Fourche
KOBH Hot Springs
KJAM Madison
KOLY Mobridge

KGFX Pierre
KEZU Rapid City
KWAT Watertown

TENNESSEE

WLAR Athens
WFHG Bristol
WRKM Carthage
WRIP Chattanooga
WJZM Clarksville
WCLB Cleveland
WKRM Columbia
WHUB Cookeville
WLSB Copperhill
WKBL Covington
WAEW Crossville
WDNT Dayton
WDKN Dickson
WDSG Dyersburg
WEMB Erwin
WEKR Fayetteville
WAGG Franklin
WHIN Gallatin
WGRV Greenville
WIRJ Humboldt
WDXI Jackson
WCLC Jamestown
WKXV Knoxville
WLAF La Follette
WDXE Lawrenceburg
WLIL Lenoir City
WJMJ Lewisburg
WDXL Lexington
WMSR Manchester
WGAP Maryville
WMMT McMinnville
KWAM Memphis
WHEY Millington
WCRK Morristown
WGNS Murfreesboro
WENO Nashville
WLKJ Newport
WATO Oak Ridge
WBNT Oneida
WTPR Paris
WTRB Ripley
WRKH Rockwood
WRGS Rogersville
WORM Savannah
WLIJ Shelbyville
WEPG S. Pittsburg
WDBL Springfield
WDEH Sweetwater
WENK Union City
WCDT Winchester

TEXAS

KOPY Alice
KVLV Alpine
KBUY Amarillo
KACT Andrews
KBUD Athens
KALT Atlanta
KRUN Ballinger
KIOX Bay City
KWBA Baytown
KRIC Beaumont
KBYG Big Spring
KFYN Bonham
KBBB Borger
KBAN Bowie
KNEL Brady
KSTB Breckenridge
KWHI Brenham
KBOR Brownsville
KBWD Brownwood
WTAW Bryan
KBEN Carrizo Springs

KGAS Carthage
KCTY Childress
KCAR Clarksville
KVLB Cleveland
KSTA Coleman
KVMC Colorado City
KAND Conroe
KAND Corsicana
KIVY Crockett
KXIT Dalhart
KDLC Del Rio
KDNT Denton
KDDD Dumas
KEPS Eagle Pass
KERC Eastland
KPSO Falfurrias
KZOL Farwell
KFLD Floydada
KFST Ft. Stockton
KNAF Fredericksburg
KBRZ Freeport
KCAF Gainesville
KSTJ Gonzales
KSWA Graham
KGVJ Greenville
KCLW Hamilton
KWRD Henderson
KPAN Hereford
KHBH Hillsboro
KSAM Huntsville
KTXJ Jasper

KMBL Junction
KAML Kenedy
KERB Kermit
KERV Kerrville
KOCF Kilgore
KLEN Killean
KVLG LaGrange
KPET Lamesa
KVOZ Laredo
KLVT Levelland
KZZN Littlefield
KVLV Livingston
KLUE Longview
KRBA Lufkin
KMHT Marshall
KBUS Mexia
KJBC Midland
KORC Mineral Wells
KTR Mission
KVKM Monahans
KIMP Mt. Pleasant
KEEE Nacogdoches
KGNB New Braunfels
KRIG Odessa
KOGT Orange
KNET Palestine
KHHH Pampa
KFTV Paris
KIUN Pecos
KVOP Plainview
KBOP Pleasanton
KOLE Port Arthur
KUKO Post
KOLJ Quannah
KSOX Raymondville
KTLU Rush

KTXL San Angelo
KBAL San Saba
KSML Seminole
KSEY Seymour
KBYP Shamrock
KDSX Sherman
KSNY Snyder
KDWT Stamford
KSTV Stephenville
KSST Sulphur Springs
KXOX Sweetwater
KTAE Taylor
KTER Terrell
KTFS Texarkana
KTLW Texas City
KTUE Tulsa
KTBB Tyler
KVOU Uvalde
KVVC Vernon
KVVC Victoria
KBEC Waxahachie
KZEE Weatherford

UTAH

KVNU Logan
KOAL Price
KEYY Provo
KDXU St. George
KSOP Salt Lake City
KDYL Tooele City
KVEL Vernal

VERMONT

WSNU Barre
WIKI Newport
WWSR St. Albans
WTWN St. Johnsbury

VIRGINIA

WKLK Blackstone
WELK Charlottesville
WMEK Chase City
WBCE Christiansburg
WKEY Covington
WVCA Culpeper
WEVA Emporia
WFAH Falls Church
WYSR Franklin
WFLS Fredericksburg
WTRF Front Royal
WBOB Galax
WGAT Gate City
WDDY Gloucester
WMNA Grotto
WHAP Hopewell
WLES Lawrenceville
WREL Lexington
WBRG Lynchburg
WMEV Marion
WMVA Martinsville
WNVA Norton
WJMA Orange
WPVA Petersburg
WPUV Pulaski
WRIC Richlands
WRIS Roanoke
WYTI Rocky Mount
WHLF South Boston
WAFB Staunton
WLEF Suffolk
WESR Tasley
WEER Warrenton
WNNW Warsaw
WINC Winchester
WYVE Wytheville

VIRGIN ISLANDS

WIVI Christiansted

WASHINGTON

KAGT Anacortes
KARI Blaine
KELA Centralia
KCLX Colfax
KCVL Colville
KULE Ephrata
KNEB Kirkland
KEDO Longview
KGY Olympia
KRSC Othello
KPKW Pasco
KONP Port Angeles
KARY Puyallup
KAYE Puyallup

KAPA Raymond
KENE Toppenish
KKEY Vancouver
KTEL Walla Walla
KUEN Wenatchee

WEST VIRGINIA

WKOY Bluefield
WBUC Buckhannon
WTIP Charleston
WBOY Charleston
WDNE Elkins
WTCS Fairmont
WLOG Logan
WEPM Martinsburg
WHJC Mawcan
WCLG Morgantown
WPAR Parkersburg
WLOH Princeton
WMOV Ravenswood
WVAR Richwood
WRON Ronceverte
WELC Welch
WHAW Weston

WISCONSIN

WAPL Appleton
WATW Ashland
WBEL Beloit
WERL Eagle River
WECL Eau Claire
WDOZ Green Bay
WTKM Hartford
WBOB Galax
WGAT Gate City
WDDY Gloucester
WMNA Grotto
WHAP Hopewell
WLES Lawrenceville
WREL Lexington
WBRG Lynchburg
WMEV Marion
WMVA Martinsville
WNVA Norton
WJMA Orange
WPVA Petersburg
WPUV Pulaski
WRIC Richlands
WRIS Roanoke
WYTI Rocky Mount
WHLF South Boston
WAFB Staunton
WLEF Suffolk
WESR Tasley
WEER Warrenton
WNNW Warsaw
WINC Winchester
WYVE Wytheville

WYOMING

KBBS Buffalo
KATI Casper
KWVO Cheyenne
KWIV Douglas
KLKU Evanston
KIML Gillette
KOVE Lander
KOWB Laramie
KASL Newcastle
KPOW Powell
KRAL Rawlins
KVRB Rock Springs
KWYO Sheridan
KRTR Thermopolis
KYCN Wheatland
KWOR Worland

Keystone Broadcasting System, Inc.

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

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Detroit

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POPULATION EXPLOSION

A Boon to Radio Station Owners & Operators

By ROBERT F. HURLEIGH, President
Mutual Broadcasting System

AMERICA'S POPULATION explosion, which has been creating city-like population centers in fringe sections of the nation's metropolitan areas, has been a boon to radio station owners and operators. But it has caused mayhem for big-city newspaper publishers.

The reason is simple.

Radio-waves have no geographical, topographical or delivery limitations for reaching listeners. But newspapers, dependent on trucks and rails for their distribution find the going rough and getting rougher as metropolitan areas expand.

This situation is far from limited. It is probably best exemplified in such metropolises as New York, Los Angeles, Boston, Philadelphia and Chicago, to cite the country's most densely populated marketing areas. But it is happening wherever people are shifting from restricted living centers to areas where they can flex their own muscles and those of growing children. It has, too, caused the phenomenon of fringe-area dailies apparently destined to being stronger, financially, than many of their big-city brethren, since they are beginning to siphon advertising revenues formerly limited to the big-city publishers.

Radio has fared even better with this explosion pattern, and the wise person continues to take steps to effect programming changes to meet this challenge. True, another causative was the mass acceptance of television. But it was recognition of the needs for broadcasting services in the outer areas of metropolitan centers — areas building strongly and



steadily and, in particular, swelling with persons occupying top niches in consumer buying charts — that is whipping big-city broadcasters into direct, positive action. Proofs of the successes of their patterns are indelibly revealed by the high prices for metropolitan licenses.

Radiomen realized the new post-World War II population clusters in their primary listening areas needed specialized broadcasting services. Though these areas are linked with the "big-city" economically, diverse other factors govern their living patterns. Ethnically and socially they differ from the city mass.

The point has now been reached in this year 1962 where radiomen, having corralled their audiences, are taking positive creative steps to withstand any and all attempts to woo listeners to other media — or other radio stations. The end result here, too, is outstanding service to the listener — services, in many cases, in excess of those demanded of licenses by the FCC.

We at Mutual realized this communications side-effect from the population explosion when we pioneered our services concepts to affiliates five years ago. Our philosophy is simple: give affiliates the basics they need for integration into their programming schedules, and leave full-time programming to them.

Mutual, I feel, has played an important part in this realistic divergence from old-line traditionalism. We will continue to think along these lines as our country grows.

Mutual Broadcasting System, Inc.

1440 Broadway, New York 18, N. Y.

Telephone: BRyant 9-7600

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Kenneth Trnka.....	Mgr., Mail Room Opera.

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George Tietjen.....	Station Account Spvsr.

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Frank Miller.....	Program Director
Leslie Learned.....	Dir., Engineering
James Chapman.....	Asst. Dir., Engr.
James O'Connor.....	Chief Engineer, N. Y.

Public Relations

Mary C. Hurley.....	Director
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Carolyn Hunter.....	Research Manager
Donald H. Lowstuter.....	Asst. Mgr., Research

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Robert Lobdell.....	Mgr., Midwest Office (Chicago)
James McElroy.....	Eastern Sales Mgr.
Peter Brandon, Richard Koenig, Leonard Mor-	
reale, Arthur H. Okun, Peter Theg, Rowland Var-	
ley.....	Account Executives

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Norman Baer.....	News Director
Jack Allen.....	Bureau Chief, N. Y.
Charles Warren.....	Bureau Ch., Wash., D. C.

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Louise Barry.....	Production Spvsr.

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Charles King.....	Director of Station Rel.
Etta Dick.....	Mgr., Station Rel. Dept.

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Charles Ray.....	Chief Engineer

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Thomas Rollo.....	Mgr. Prog. Trafic

Sports

Van Patrick.....	Director
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Carter C. Peterson.....	WBYG, Savannah, Ga., V. Ch.
Michael Layman.....	WFSC, Somerset, Ky., Sec.
Willard Deason.....	KVET, Austin, Tex., Ch. Emeritus

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Dist. 2—Carter Peterson.....	WBYG, Savannah, Ga.
Dist. 3—Robert Miller.....	WAIT, Chicago, Ill.
Dist. 4—George Mayoral.....	WJMR, New Orleans
Dist. 5—Ralph J. McElroy.....	KWWL, Waterloo, Ia.
Dist. 6—Durward Tucker.....	WRR, Dallas, Tex.
Dist. 7—Frank Carman.....	KLUB, Salt Lake City
Dist. 8—S. R. Gordon.....	KSDO, San Diego, Cal.

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Dist. 2—E. Z. Jones.....	WBBB, Burlington, N. C.
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MUTUAL RADIO NEWS WATCH NEVER STOPS



**WESTBROOK
VAN VOORHIS**



TONY MARVIN



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Mutual Radio | **3m** SUBSIDIARY OF COMPANY
A SERVICE TO INDEPENDENT STATIONS!

Mutual Broadcastin

ALABAMA

WEZB Birmingham
WBYE Calera
WMSL Decatur
WXAL Doanopolis
WDIG Dothan
WULA Eufaula
WJOI Florence
WJBB Haleyville
WKAB Mobile
WMGY Montgomery
WJHO Opelika
WFEB Sylacauga
WTBF Troy
WTBC Tuscaloosa

ARIZONA

KBUZ Phoenix
KCUB Tucson

ARKANSAS

KAMD Camden
KTCS Fort Smith
KCPA Helena
KBTM Jonesboro
KVLG Little Rock
KVMA Magnolia
KUOA Siloam Springs

CALIFORNIA

KBIS Bakersfield
KYOR Blythe
KROP Brawley
KPAY Chico
KRED Eureka
KYNO Fresno
KREO Indio-Palm Springs
KAYL Lancaster
KHJ Los Angeles
KYOS Merced
KVON Nampa
KQMS Redding
KPRO Riverside
KRAK Sacramento
KSDO San Diego
KKHI San Francisco
KLIV San Jose
KJAX Santa Rosa
KHOF Truckee
KCOK Tulare-Visalia
KMSL Ukiah
KVEN Ventura
KOMY Watsonville

COLORADO

KSSS Colorado Springs
KOSI Denver
KZLX Ft. Collins
KGLN Glenwood Springs
KDZA Pueblo

CONNECTICUT

WADS Ansonia
WCCO Hartford
WLIS New London
WINY Putnam
WTOR Torrington
WWCO Waterbury
WMMM Westport
WILI Willimantic

DELAWARE

WDOV Dover
WILM Wilmington

DISTRICT OF COLUMBIA

WOL Washington

FLORIDA

WSWN Belle Glade
WBRD Bradenton
WROD Daytona Beach
WTVY Jacksonville
WLBZ Leesburg
WMMB Melbourne
WINZ Miami
WSBN New Smyrna Beach
WTMO Ocala
WHYY Orlando
WSUZ Palatka
WVYV Pensacola
WCNH Quincy
WSTN St. Augustine
WSTU Stuart
WTAL Tallahassee
WHBO Tampa
WTTB Vero Beach
WBAF West Palm Beach
WSTR Winter Haven

GEORGIA

WGUN Atlanta
WBQQ Augusta
WMOG Brunswick
WBHF Cartersville
WGBA Columbus
WMJM Cordale
WBHB Fitzgerald
WKEU Griffin
WLAG La Grange

WCYR Macon

WMVG Milledgeville
WCOH Newnan
WBYG Savannah
WKGT Thomasville
WTWA Thomson
WGOV Valdosta
WAYX Waycross
IDAHO
KRLL Lewiston
KRPL Moscow
KSPT Sandpoint
KWAL Wallace

ILLINOIS

WRMS Beardstown
WKID Champaign-Urbana
WAIT Chicago
WITY Danville
WDL Decatur
WGIL Galesburg
WGSB Geneva
WJPF Herrin
WSMI Litchfield
WPEO Peoria
WJRL Rockford

INDIANA

WBNI Boonville
WJPS Evansville
WJOB Hammond-Gary
(night)
WXLW Indianapolis
WASK Lafayette
WSAL Logansport
WORX Madison
WJVA South Bend
WROW Terre Haute
WAOV Vincennes

IOWA

KHAK Cedar Rapids
KROS Clinton
KWTI Davenport
KKWK Des Moines
WDBQ Dubuque
KVPD Fort Dodge
KOKX Keokuk
KMNS Sioux City
KWVL Waterloo

KANSAS

KSAL Salina
KTOP Topeka
KLEO Wichita

KENTUCKY

WLBZ Bowling Green
WFKY Frankfort
WLAP Lexington
WTMT Louisville
WPMW Madisonville
WKYB Paducah
WSTP Paintsville
WPKB Pikeville
WSFC Somerset

LOUISIANA

KSHG Crowley
KFTN Eunice
KPNV Ferriday
KLIC Monroe
WJMR New Orleans
KIEB Shreveport
KTKS Sulphur-Lake Charles

MAINE

WABI Bangor
WPOR Portland
WAGM Presque Isle

MARYLAND

WTH Baltimore
WKYR Cumberland
WWEJ Hagerstown
WBOC Salisbury

MASSACHUSETTS

WOHL Boston
WALE Fall River
WGAU Garner-Fitchburg
WSBS Great Barrington-
Pittsfield

MICHIGAN

WCM Lawrence
WESX Salem
WTTM Springfield
WORG Worcester

MICHIGAN

WHVR Ann Arbor
WSJM Benton Harbor-
St. Joseph
WKMH Detroit
WDBZ Escanaba
WKMP Flint
WMAX Grand Rapids
WHTC Holland
WJAN Ishomung
WKLM Jackson-Lansing
WKIZ Kalamazoo
WMAU Munising



WMUS Muskegon
WJUD St. Johns

MINNESOTA

WROX Clarkdale
WEVE Eveleth
KOZY Grand Rapids
WPBO Minneapolis
MISSISSIPPI
WAMY Amory
WLOX Biloxi-Gulfport
WOKO Albany
WMO Auburn
WGLI Babylon
WBNR Beacon-Newsburgh
WKOP Binghamton
WEBR Buffalo
WCLI Corning
WEHI Elmira
WLEA Hornell
WXXY Jamestown
WBAZ Kingston
WIRD Lake Placid
WVCY Malone
WJLI Niagara Falls
WNS New York
WSLB Ogdensburg
WOSC Oswego
WIRY Plattsburgh
WRVM Rochester
WPRL Syracuse
WKAL Utica-Rome

MISSOURI

KHMO Hannibal
KWOS Jefferson City
WMBH Joplin
KANS Kansas City
KXEO Mexico
KJJO St. Joseph
WBBY St. Louis

MONTANA

KGCX Sidney
KVCX Wolf Point

NEBRASKA

KLMS Lincoln
KBRL McCook
KMEB Omaha

NEVADA

KORE Las Vegas
KOLQ Reno

NEW HAMPSHIRE

WPEA Manchester

NEW JERSEY

WLDB Atlantic City
WSNJ Bridgeton
WTTM Trenton
WCMC Wildwood

NEW MEXICO

KALG Alamogordo
KQED Albuquerque
KSVP Artesia
KAVE Carlsbad

NEW YORK

WJED Albany
WMO Auburn
WGLI Babylon
WBNR Beacon-Newsburgh
WKOP Binghamton
WEBR Buffalo
WCLI Corning
WEHI Elmira
WLEA Hornell
WXXY Jamestown
WBAZ Kingston
WIRD Lake Placid
WVCY Malone
WJLI Niagara Falls
WNS New York
WSLB Ogdensburg
WOSC Oswego
WIRY Plattsburgh
WRVM Rochester
WPRL Syracuse
WKAL Utica-Rome

NORTH CAROLINA

WISE Asheville
WCGC Belmont-Gastonia
WBBB Burlington
WAYS Charlotte
WGAJ Elizabeth City
WFNC Fayetteville
WFVG Fuquay Springs
WCOG Greensboro
WHNC Henderson
WLOB Leaksville
WJRI Lenoir
WSPD Mt. Airy
WHIT New Bern
WSHE Raleigh

WCBT Roanoke Rapids
WSTP Salisbury
WOHS Shelby
WONI Wilmington
WOTM Wilson

NORTH DAKOTA

KDLR Devils Lake
KVOX Fargo (Moorhead,
Minn.)

KEYJ Jamestown
KLPM Minot
KEYD Oakes
KOVC Valley City
KBMW Wahpeton

OHIO

WCUE Akron
WNCO Ashland
WCNS Canton
WBEN Chillicothe
WKCY Cincinnati
WKYC Cleveland
WKYO Columbus
WJER Dover
WTOI Ironton
WBLV Springfield
WSTV Steubenville
WTTT Tiffin
WOHO Toledo
WBBW Youngstown

OKLAHOMA

KWON Bartlesville
KTOK Oklahoma City
WBBZ Ponca City
KGFF Shawnee
KTUL Tulsa
OREGON
KWIL Albany
KAST Astoria

ystem Stations



PUBLIC SERVICE RADIO

Public Interest Programming Means Profit

By WILLIAM K. McDANIEL, Executive V.P.

NBC Radio Network

THE radio networks' answer to the critics is not only are we doing more public service-public interest programming, but there is an opportunity to make a profit on this type of programming.

Network radio, particularly the NBC Radio Network, probably devotes more hours to public service-public interest programming than any other communications medium. During the first half of last year nearly 1,500 hours of all types of programming were broadcast on NBC, and of this approximately 57 per cent consisted of news, information, and public service programming.

How have we fared with programs regarded as within the realm of public service and public interest? It is with pride that I say that our Network maintained its position as the number one radio network in 1961, accounting for nearly half of all sponsored network time. Approximately 100 different advertisers, many sponsoring public service and public interest programs, used NBC Radio during 1961. The top five advertisers with the largest weekly audiences were all on NBC Radio.

Through such programs as "News on the Hour," "Emphasis," "News of the World," Sunday Night Frank McGee Segment of "Monitor" and NBC's Instant Specials covering noteworthy news events, it is our feeling that network radio as a communications medium has progressed to the point where it has given the American people an unparalleled opportunity to become intimately familiar with the character of almost all the lead-



ing personalities of our day; with the events that are shaping our futures; and with the issues that engage us all. While all these programs are financially successful, here at NBC we feel that we are providing a service to our listeners who, because of these trying times, demand to be better informed. We are also

providing our stations with programs which could not normally be economically produced by the individual stations, and we pioneered stressing news and public affairs.

Six years ago we introduced our revolutionary weekend program — "Monitor." In January, 1937 — NBC Radio shifted its weekday programming concept to news, beginning the industry's first series of network news programs, on the hour, 17 hours a day. The full facilities of our News Corps, were marshalled for this unprecedented project which today is the anchor of our network radio operations. In January of 1960—NBC Radio added a companion program to "News on the Hour"—a five-minute essay-type program utilizing all members of the news broadcast staff, and presented eight times daily Monday through Friday. This is "Emphasis," which varies from off-beat observations on the life and times of an American newsman overseas, to commentaries on the most urgent news events.

As a communications medium, it is quite evident that network radio is going to play an even more significant part in information, news, and public affairs programming in the future.

National Broadcasting Co., Inc.

NBC Radio Network

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

Telephone: Circle 7-8300

Registered Telegraphic Address: NATBROCAST NEW YORK

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(Continued on Next Page)

(Continued from Previous Page)

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 H. O. Lumb Director, Personnel
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30 Rockefeller Plaza, New York, N. Y.
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 Marvin V. McCormick Dir., Business Affairs

NBC Spot Sales

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

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 George Dietrich Station Manager
 Lewis P. Johnson Manager, Sales
 James A. Beatty Mgr., Merchandising
 Steve White Program Mgr.
 Fred E. Acker Mgr., Business Affairs

WRC, WRC-FM, Washington

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

Joseph W. Goodfellow V.P. & Gen. Manager
 Harry A. Karr, Jr. Station Manager
 William C. Grayson Program Mgr.
 Charlotte Walch Mgr., Adv., Prom. & Pub.
 William Callaway Business Mgr.

WJAS-WJAS-FM, Pittsburgh

1459 Crane Ave., Pittsburgh 20
 LOcust 3-5238

Stephen Rooney General Manager

WMAQ, WMAQ-FM, Chicago

Merchandise Mart, Chicago 54
 SUperior 7-8300

Lloyd E. Yoder V.P. & General Mgr.
 John Keys Station Mgr, WMAQ
 Harry D. Trigg Program Manager
 Chet Campbell Dir. Adv., Promo & Press
 K. Dan Anderson Mgr., Press Dept.
 Hugh F. Del Regno Dir., Business Affairs

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

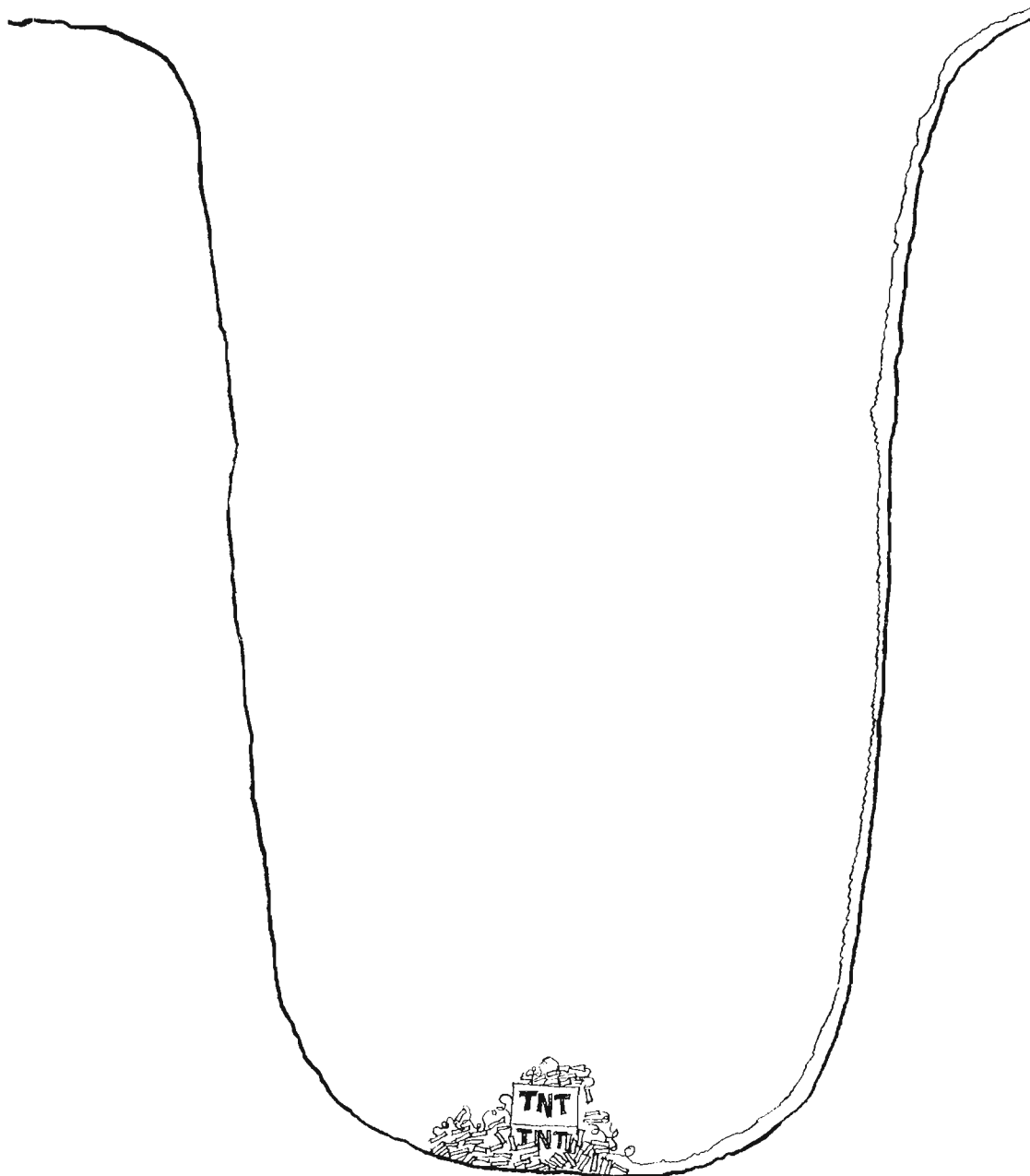
KNBC, KNBC-FM, San Francisco

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

William Decker General Manager
 Richard S. Calender Sales Manager
 Jack Wagner Program Manager
 Bert Medar Business Manager

RADIO NETWORK

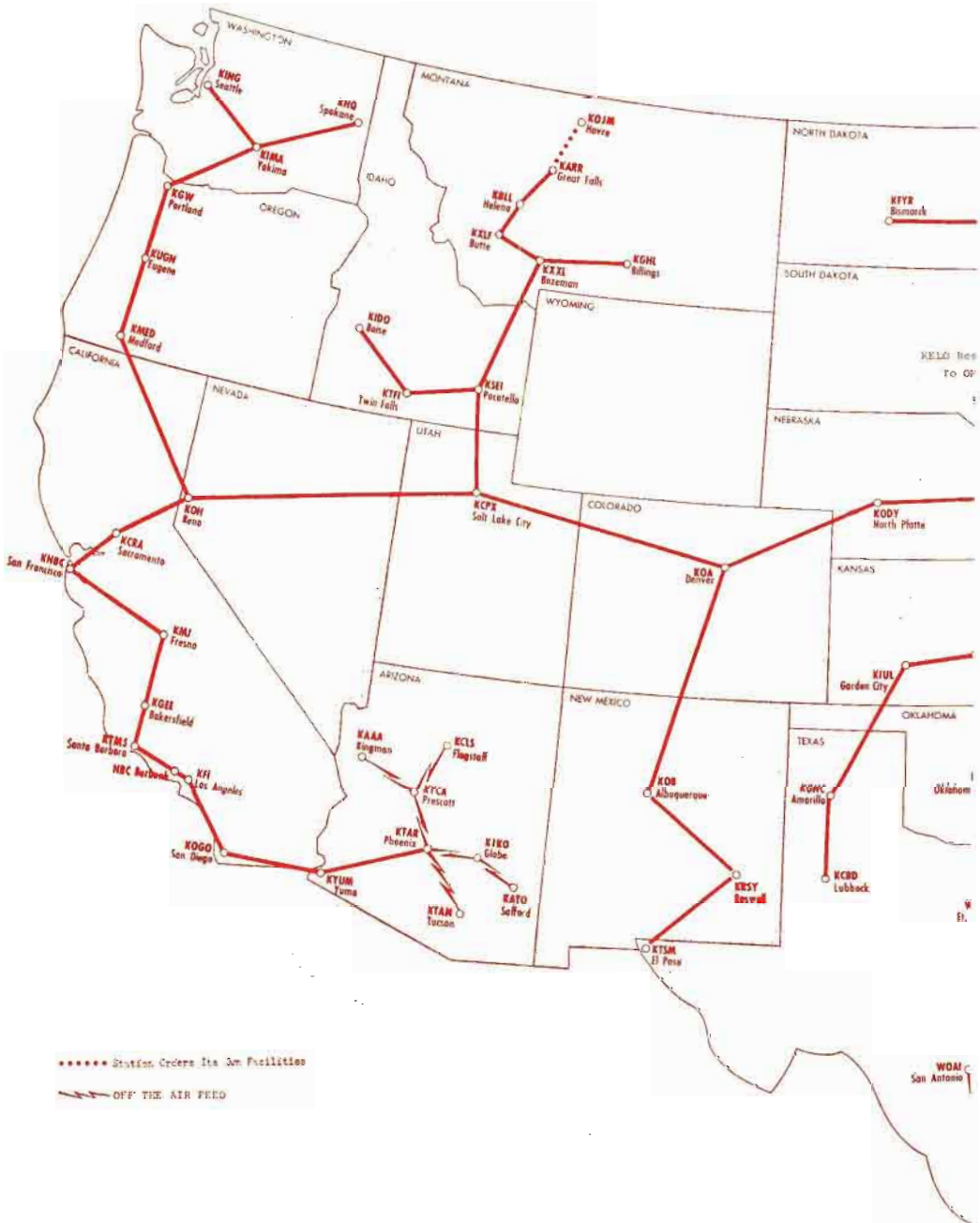
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 Marion Stephenson Dir., Business Affairs



THE BIG SOUND IS STILL **NB** RADIO...
BIG IN STATIONS, BIG IN PROGRAMMING,
BIG IN AUDIENCES, BIG IN ADVERTISERS...
THE WINNING COMBINATION MONTH AFTER
MONTH, **NB** RADIO ADVERTISERS CONSISTENTLY
REACH THE LARGEST WEEKLY AUDIENCES
IN RADIO* THAT'S WHY **NB** CARRIES NEARLY
HALF OF ALL SPONSORED NETWORK TIME.



National Broadcasting



Regional Networks and Group Owned Stations

ABC Pacific Network

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

Phone: NOrmandy 3-3311

Dir., Western Div., ABC

Radio Net.....Jack H. Mann
Western Sales Mgr.....Harry Woodworth
Sales Service Mgr.....Sheila Manes
West. Rep.-Stations Dept....William H. Cochran
Chief Engineer.....Arthur Sterman

STATIONS

KIBS, Bishop-El Centro; KICO, Calexico;
KARM, Fresno; KNKS, Hanford; KMYC, Marys-
ville; KABC, Los Angeles; KPAL, Palm Springs;
KRDG, Redding; KCRA, Sacramento; KSBW,
Salinas; KCKC, San Bernardino; KGB, San
Diego; KGO, San Francisco; KVEC, San Luis
Obispo; KTMS, Santa Barbara; KWG, Stock-
ton; KVML, Sonora; KTUR, Modesto-Turlock;
KSYC, Yreka; all California. KBND, Bend;
KOOS, Coos Bay; KASH, Eugene; KMED, Med-
ford; KUMA, Pendleton; KWJ, Portland; KQEN,
Roseburg; KSLM, Salem; all Oregon. KGMI,
Bellingham; KXLE, Ellensburg; KEDO, Long-
view; KPKW, Pasco; KOFE, Pullman; KOMO,
Seattle; KTEL, Walla Walla; KPQ, Wenatchee;
KIMA, Yakima; all Washington. KBET, Reno,
Nev.; KOZE, Lewiston, Idaho; KSUN, Bisbee;
KVNA, Flagstaff; KNOG, Nogales; KOY, Phoe-
nix; KNOT, Prescott; KHFH, Sierra Vista;
KTUC, Tucson; KVOY, Yuma; all Arizona.

ABC Television Western Regional Network

ABC-TV Center, Hollywood 27, Calif.

Phone: NOrmandy 3-3311

V. P. West Div.....James G. Riddell
Sales Mgr., Western Div.....Vince Francis
Sta. Rel., West Div.....Court McLeod

STATIONS

KABC-TV, Los Angeles; KETV, San Diego;
KLYD-TV, Bakersfield; KEY-T, Santa Barbara;
KJEO-TV, Fresno; KNTV, San Jose; KGO-TV,
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TV, Redding; KVIQ-TV, Eureka; all Calif. KBES-
TV, Medford; KOTI-TV, Klamath Falls; KEZI-TV,
Eugene; KPTV, Portland; all Oregon. KOMO-
TV, Seattle; KNDU-TV, Yakima; KNDU-TV,
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KOLO-TV, Reno, Nevada; KIVA-TV, Yuma,
Arizona; KSHO-TV, Las Vegas, Nev.; KTVK-TV,
Phoenix; KGUN-TV, Tucson; both Arizona.
KCPX-TV, Salt Lake City, Utah; KBOI-TV,
Boise; KLIH-TV, Twin Falls; KID-TV, Idaho
Falls; all Idaho. KXLF-TV, Butte; KBLL-TV,
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Falls; KOOK-TV, Billings; all Montana. KWRB-
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Cheyenne, all Wyoming. KBTV, Denver; KRDO-
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KSWB-TV, Roswell; KVER-TV, Clovis; all New

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olulu; KHJK-TV, Hilo; KMVI-TV, Wailuku; all
Hawaii. KENI-TV, Anchorage; KFAR-TV, Fair-
banks; KINY-TV, Juneau; all Alaska.

ABC West

(See ABC Pacific, Arizona Network, and
Intermountain Network)

A-Buy in California Group

2171 Ralph Ave., Stockton, Calif

STATIONS

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

Air Trails Network

128 W. First St., Dayton 2, Ohio

Phone: Baldwin 2-3773

President.....J. P. Williams
Exec. V.P.....Arthur Haley

STATIONS

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

Alaska Broadcasting System

1001 Tower Bldg., 7th & Olive, Seattle, Wash.

Phone: MAIn 4-6333

President, Gen. Mgr.....Wm. J. Wagner
Sales Manager.....Jack Hauser
Traffic Manager.....Alma Wilson

STATIONS

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

Allegheny Mountain Network

41 Erie Ave., St. Marys, Pa.

Phone: TE 4-2772

President.....Cary H. Simpson
Exec. V.P.....John A. Fay
Sales Manager.....W. A. Herbstritt
Sales Promotion Mgr.....John W. Eschbach
Development of Sales.....Philip R. Kraus

STATIONS

WKBI, St. Marys; WNBT, Wellsboro; WTRN,
Tyrone; WFRM, Coudersport; WBLF, Belle-
fonte; WEND, Ebensburg.

All Islands Radio Network

c/o Advertisers Bldg.

Station KGU, Honolulu, Hawaii

Manager.....William O. Paine

STATIONS

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

REGIONAL NETWORKS

American Colonial Broadcasting Stations

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

President.....Ralph P. Perry
STATIONS

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

American Television Company

101 North 4th St., Fort Smith, Ark.
Phone: Sunset 3-3131

President.....Donald W. Reynolds
V.P., General Manager.....J. W. Slates
Commercial Manager.....John D. Whitt
Sales Promotion Manager.....Harold Castalow
Program Director.....Pat Porta
Chief Engineer.....Willard Matten

STATIONS

KFOY-TV, Hot Springs, Ark.; KGNS-TV-AM,
Laredo, Tex.; KOLO-TV, Reno, Nev.; KOLO, Las
Vegas, Nev.; KLRJ-TV, Las Vegas, Nev.; KFSA-
AM-TV, Fort Smith, Ark.; KBRS, Springdale,
Ark.; KOKL, Okmulgee, Okla.; KORK, Reno,
Nev.

George Basil Anderson Stations

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

President.....G. B. Anderson
STATIONS

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

Appalachian Network

1420 Eastern Pkwy., Louisville 4, Ky.

Phone: Highland 3779

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

STATIONS

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

Arizona Network

840 N. Central Ave., Phoenix, Ariz.

Phone: Alpine 8-8181

Pres., Gen. Mgr.....John L. Hogg
Comm., Sales Prom. Mgr.....James W. Ross
Chief. Eng.....Edward R. Janney

STATIONS

KTUC, Tucson; KSUN, Bisbee; KVNA, Flag-
staff; KVOY, Yuma; KNOT, Prescott; KNOG,
Noygales; KHFH, Sierra Vista; KOY, Phoenix.

Arkansas Network

1001 Spring St., Little Rock, Ark.

Exec. Vice President.....Douglas J. Romine
Commercial Mgr.....Lee Bryant

STATIONS

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

James D. Asher Stations

c/o WJDA, Box 130, Quincy, Mass.

Phone: GRanite 9-1300

President.....J. D. Asher

BRANCH OFFICE

P. O. Box 710, Salem, Mass., James D. Asher,
Phone: PI 4-1230.

STATIONS

WESX, Salem; WJDA, Quincy.

Gene Auntry Stations

c/o KOOL, 511 W. Adams, Phoenix, Ariz.

President.....Tom Chauncey

STATIONS

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

Cy N. Bahakel Stations

c/o KXEL, P. O. Box 2395, Waterloo, Iowa

President.....Cy N. Bahakel

STATIONS

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

The Balaban Stations

Broadcast House, 3715 Lindell Blvd.,

St. Louis 8, Mo.

Phone: OLive 2-4500

Exec. V.P. & Mgr. Dir.....John F. Box, Jr.
Asst. to V.P.; Admin.....William T. McKibben
Regional Sales Manager.....Hal Fredricks
Admin. Asst.....Harriet Baker
Program Director.....Chuck Benson
Director of Promotion.....David Klemm
Comptroller.....Milton C. Ritzlin
Technical Director.....David Sandine

BRANCH OFFICES

Radio Park, Dallas 18, Tex., Phone: DI 8-3800,
Dan Hydrick, Mgr.; Radio Park, Milwaukee
8, Wisc., Phone: GL 3-4130, Bernie Strachota,
Broadcast House, St. Louis 8, Mo., Phone: OL
2-4500, Harriet Baker; 190 N. State St., Chicago,
Ill.; Phone: FR 2-2262, Richard Balaban; 580
Fifth Ave., New York 36, N. Y.; Phone: JU 2-
7945, John Box, Jr., Leland Office Bldg., Spring-
field, Ill., Phone: LA 8-0465, Milton Friedland;
Inman Hotel, Champaign, Ill., Phone: FL 2-7673,
Milton Friedland; N. Meridan Rd., Rockford,
Ill., Phone: 3-5413, Harold Froelich; 1500 N.
Washington Ave., Danville, Ill., Phone: HI 2-
1701, Max Shaffer; 1422 New Britain Ave.,
Hartford, Conn., Phone: AD 3-8551, Robert
Bray.

STATIONS

WIL, St. Louis, Mo.; WRIT, Milwaukee, Wisc.;
KBOX, Dallas, Tex.; WTVO-TV, Rockford, Ill.;
WICS-TV, Springfield, Ill.; WCHU-TV, Cham-
paign, Ill.; WICD-TV, Danville, Ill.; WHNB-TV,
Hartford, Conn.

W. W. Bankhead Stations

(See Tri-W Network)

The Bartell Broadcasting Corp.

444 Madison Ave., New York 22, N. Y.
Phone: MUrray Hill 8-1280

President.....Gerald A. Bartell
Managing Dir.....Lee Bartell
Chief Engineer.....Ralph Evans

BRANCH OFFICES

Number One Nob Hill Circle, San Francisco
2, Calif., (KYA), Lee Bartell, General Mgr.,
Phone: DOuglas 2-2536; Seventh Ave. at
Ash, San Diego 1, Cal. (KCBQ) Lee Bartell,
Pres., Gen. Mgr., Phone: BELmont 2-7161; 3500
N. Sherman Blvd., Milwaukee 16, Wis. (WOKY)
Mrs. Rosa Evans, Mgr., Phone: Hilltop 2-0150;
444 Madison Ave., New York, N. Y., (WADO)
Mel Bartell, Pres., Gen. Mgr., Phone: MUrray
Hill 8-1280.

STATIONS

KCBQ, San Diego, Calif.; WOKY, Milwau-
kee, Wis.; KYA, San Francisco, California;
WADO, New York, N. Y.

Bellinger-Townsend-Kemper Stations

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

STATIONS

WVMC, Mt. Carmel; WRAM, Monmouth;
WIZZ, Streator, all Ill.

Better Music Broadcasters

c/o Broadcast Time Sales
509 Madison Ave., New York, N. Y.
Phone: MU 8-1910

President.....Carl L. Schuele
General Manager.....Mort Bassett
Commercial Manager.....George Beavers
Sales Prom., Pub. Dir.....Donald G. Softness
Program Director.....Norm Flynn

STATIONS

KMEO, Omaha; WVNJ, Newark; WJMJ,
Philadelphia; WCRB, Boston; KIXL, Dallas;
KGON, Portland, Ore.; KRKD, Los Angeles;
WQTE, Detroit; WVCG, Miami; WKYW, Louis-
ville; WNMP, Chicago; KJEM, Okla. City;
WMNI, Columbus; KJIM, Ft. Worth; KTIK,
Seattle.

BFR Stations

c/o WLOL, 1021 La Salle Ave., Minneapolis,
Minn.

President.....Larry Bentson
General Mgr.....Frank McGivern

STATIONS

WLOL, Minneapolis; KSO, Des Moines;
KLEO-AM-TV, Sioux Falls; KDLO-TV, Florence;
KPLO-TV, Reliance.

George W. Bingham Stations

c/o WGNV, Newburgh, N. Y.
Phone: John 1-2131

President.....George W. Bingham
V.P., Gen. Mgr.....Campbell K. Thompson
Commercial Mgr.....Gordon K. Cameron
Chief Engineer.....Marvin Seimes

STATIONS

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

Black Hawk Broadcasting Stations

c/o KWWL, Insurance Bldg., Waterloo, Ia.
President.....Ralph McElroy
V.P., Radio-TV.....Thomas L. Young

STATIONS

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

Booth Broadcasting Co.

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

President, Gen. Mgr.....John L. Booth
V. P's.....Thomas J. Warner,
Robert W. Phillips, Mrs. John L. Booth,
Edward H. Clark, Robert B. Lees

STATIONS

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

Charles B. Britt Stations

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

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

Broadcast Advertising, Inc.

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

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

STATIONS

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

Broadcasting Co. of the South Stations

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

STATIONS

WSFA-TV, Montgomery; WIS-AM-TV, Colum-
bia, S. C.

Paul Bunyan Network

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

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

STATIONS

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

Burroughs-Randolph Stations

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

REGIONAL NETWORKS

STATIONS

KMUL, Muleshoe; KZUM, Farmington; KENM, Portales; KSWS, Roswell, all N. M.

Cactus State Network

305 S. Cedar, Pecos, Tex.

Phone: HI 5-2497

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

BRANCH OFFICES

Alpine, Tex., Phone: TE 7-2144; Gene Hendrix; Ft. Stockton, Tex., Phone: ED 6-2228, James Parr; Cortez, Colo., Jack Hawkins.

STATIONS

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

California Farm Network

2855 Telegraph Ave., Berkeley 5, Calif.

Phone: TH 3-9600

General Manager.....Milton L. Levy
Radio Director.....Robert E. Thomlinson

STATIONS

KFL, Los Angeles; KFBK, Sacramento; KMJ, Fresno; KERN, Bakersfield; KOMY, Watsonville; KXO, El Centro; KRE, Berkeley, KBEE, Modesto; KTOB, Petaluma; KLIV, San Jose, all Calif.

California Northern Group

c/o Station KSYC, Yreka, Calif.

Phone: Victor 2-4158

President.....D. M. Comstock

STATIONS

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

California-Oregon TV Trio

Box 1021, Eureka, Calif.

Phone: Hillside 3-3123

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

BRANCH OFFICES

Box 1021, Eureka, Cal. (KIEM-TV) Donald H. Telford, Mgr., Phone: HI 3-3123; Box 1189, Medford, Ore. (KBES-TV) Jerry Poulos, Mgr., Phone: SP 3-4581; Box 732, Klamath Falls, Ore. (KOTI-TV) Richard Green, Mgr., Phone: TU 4-8131.

STATIONS

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

Capital Cities Broadcasting Corp.

24 East 51st St., New York 22, N. Y.

Phone: PLaza 2-1750

President.....Frank M. Smith
Executive V.P.....Thomas S. Murphy
Treasurer.....Donald A. Pels

BRANCH OFFICES

Box 10, Albany 1, N. Y., Phone: HO 3-2225.
Daniel B. Burke, Robert Peebles, Gen. Mgrs.,

674 Mason St., Providence, R. I., Phone: PanL-tation 1-9776, Joseph P. Dougherty, V.P.; Jack Lee, Gen. Mgr.; Box 2009, Durham, N. C.; Phone: 682-2111, Harmon L. Duncan, Floyd Fletcher, V.P.'s; Paterson, N. J., Phone: AR 4-3400, Dickens J. Wright, Pres.

STATIONS

WTEN-TV, WROW, both Albany, N. Y.; WPRO-TV-FM-AM, Providence, R. I.; WTVD Raleigh-Durham, N. C.; WPAT-AM-FM, Paterson, N. J.; WKBW-AM-TV, Buffalo, N. Y.

Carolina Radio Group

Box 1571, Durham, N. C.

Phone: Durham 8-6129

General Manager.....H. Tom Morris

STATIONS

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

Carolina Radio Network

P. O. Drawer 170, Wilson, N. C.

Phone: 243-5157

President.....H. W. Anderson
General Manager.....Harry W. Severance
Asst. Manager.....Wistar Moore, Jr.
Chief Engineer.....Robert D. Adkins
Sta. Rep.....Devney Organization

STATIONS

WVOT, Wilson; WIAM, Williamston; WCPS, Tarboro; WEED, Rocky Mount; WRCS, Ahoskie; WELS, Kinston; WRRZ, Clinton; WGOL, Goldsboro; WGTC, Greenville; WRRF, Washington; WHNC, Henderson; WMPM, Smithfield; WCNF, Weldon-Roanoke Rapids; WETC, Wendell-Zebulon. All N. C.

Cascade Broadcasting Co.

P.O. Box 702, Yakima, Washington

Phone: GLencourt 2-9111

President.....Thomas C. Bostic
V.P. & Gen. Mgr.....Jack Reber
V.P. in Chg. of TV Prog.....Jim Nolan
V.P., TV Sales.....Bill Grogan
Manager.....Bob Horn
Engineering Director.....M. E. Burrill

STATIONS

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

CBS Radio New England Network

182 Tremont St., Boston 11, Mass.

Phone: HUBbard 2-2323

Gen. Mgr.....Thomas Y. Gorman
Comm. Mgr.....Robert Sennett
Sales Promotion Manager.....Joseph Cullinane
Program Director.....Ken Ovenden
Publicity Director.....Chuck Williams
Chief Engineer.....Warren Stevens
National Rep.....CBS Radio Spot Sales

STATIONS

WEEI, Boston, Mass.; WMAS, Springfield, Holyoke, Mass.; WKNE, Keene, N. H.; WBRY, Waterbury, Conn.; WEAN, Providence, R. I.; WGAN, Portland, Maine; WKVT, Brattleboro, Vt.; WBRK, Pittsfield, Mass.; WSNO, Barre, Montpelier, Vt.; WEMJ, Laconia, N. H.; WINF, Hartford-Manchester, Conn.

CBS Radio Pacific Network

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

V.P. & Gen. Manager.....Robert P. Sutton
Sales Mgr.....Gordon Mason
Dir. of Info. Services.....Arthur Wittum
Program Director.....Harfield Weedon
Chief Engineer.....Ted Denton

BRANCH OFFICES

CBS Radio Spot Sales Offices: 485 Madison Avenue, New York, N. Y., Phone: PL 1-2345.
Maurie Webster, V.P.; Sheraton-Palace Hotel, San Francisco, Calif., YU 2-7000. Jos Marshall, Sales Mgr.; 932 Fisher Bldg.; Detroit, Mich., TR 2-5500. Ralph H. Patt, Jr., Sales Mgr.; 630 N. McClurg Court, Chicago 11, Ill., WH 4-6000. Jack Burke, Sales Manager; 805 Peachtree St., N.E., Atlanta 8, Ga., TR 4-4407. George Crumbley, Jr., Sales Mgr.; 1144 Hampton Ave., St. Louis 10, Mo., MI 7-5500. Eugene R. Myers, Sales Mgr.; 6121 Sunset Blvd., Los Angeles 28, Cal., HO 9-1212. Roland McClure, Sales Mgr.

STATIONS

KNX, Los Angeles, Calif.; KCBS, San Francisco, Calif.; KFRE, Fresno, Calif.; KFMB, San Diego, Calif.; KBFK, Sacramento, Calif.; KERN, Bakersfield, Calif.; KINS, Eureka, Calif.; KOIN, Portland, Ore.; KBEE, Modesto, Calif.; KERG, Eugene, Ore.; KFLW, Klamath Falls, Ore.; KYJC, Medford, Ore.; KIRO, Seattle, Wash.; KGA, Spokane, Wash.; KOLO, Reno, Nev.; KVCV, Redding, Calif.; KHSL, Chico, Calif.; KCMJ, Palm Springs, Calif.; KOOL, Phoenix, Ariz.; KOLD, Tucson, Ariz.

CBS Television Pacific Network

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

General Manager.....Robert D. Wood
General Sales Mgr.....Ray L. Beindorf
Sls. Prom., Info. Serv. Dir.....Austin Heywood
Program Director.....Leon Drew
Engineer in Charge.....Edwin Miller

STATIONS

KTVA, Anchorage, Alaska; KTVF, Fairbanks, Alaska; KIVA, Yuma, Ariz.; KBK-TV, Bakersfield, Calif.; KHSL-TV, Chico, Calif.; KIEM-TV, Eureka, Calif.; KFRE-TV, Fresno, Calif.; KNXT, Los Angeles, Calif.; KXTV, Sacramento, Calif.; KSBW-TV, Salinas-Monterey, Calif.; KFMB-TV, San Diego, Calif.; KPIX, San Francisco, Calif.; KSBY-TV, San Luis Obispo, Calif.; KGMB-TV, Honolulu, Hawaii; KLEW-TV, Lewiston, Idaho; KMSO-TV, Missoula, Mont.; KLAS-TV, Las Vegas, Nev.; KOLO-TV, Reno, Nev.; KBES-TV, Medford, Ore.; KOTI-TV, Klamath Falls, Ore.; KOIN-TV, Portland, Ore.; KVOS-TV, Bellingham, Wash.; KIRO-TV, Seattle, Wash.; KXLY-TV, Spokane, Wash.; KIMA-TV, Yakima, Wash.; KEPR-TV, Pasco, Wash.; KOOL-TV, Phoenix; KOLD-TV, Tucson; KBAS-TV, Ephrata, Wash.

math Falls, Ore.; KOIN-TV, Portland, Ore.; KVOS-TV, Bellingham, Wash.; KIRO-TV, Seattle, Wash.; KXLY-TV, Spokane, Wash.; KIMA-TV, Yakima, Wash.; KEPR-TV, Pasco, Wash.; KOOL-TV, Phoenix; KOLD-TV, Tucson; KBAS-TV, Ephrata, Wash.

Central American Television Network, Ltd.

7 West 66th St., New York 23, N. Y.
Phone: SU 7-5000

Vice President.....Miguel Brooks
Network Manager.....Jack Singer
Sales Manager.....Charles Dwyer

BRANCH OFFICES

Apartado 6239, Estafeta Justo Arosemena-Avenida Balboa, Panama, R. P., Phone: 3-6554, Sales Coordinator, Mario Ghio..

STATIONS

TI-TVCR, San Jose, Costa Rica; YSDR-TV, YSEB-TV, San Salvador, El Salvador; TG-BOL-TV, Guatemala City, Guatemala; HRTG-TV, Tegucigalpa, Honduras; YNSA-TV, Managua, Nicaragua; HOU-34-TV, Panama, R. P.

Central South Carolina Radio Network

Cornell Arms Bldg., Columbia, S. C.
Phone: Alpine 2-1777

Pres., Gen. Mgr.....George H. Buck, Jr.
Commercial Mgr.....Jess Plummer
Sales Prom. Mgr.....Jack Grant

STATIONS

WCOS, Columbia; WKDK, Newberry; WDI, Orangeburg; WFIG, Sumter.

Colorado Network

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

PresidentGeorge Cory

STATIONS

KRAI, Craig, Colo.; KSLV, Monte Vista, Colo.; KUBC, Montrose-Delta, Colo.; KRAC, Alamogorda, N. M.

Concert Network, Inc.

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

President.....T. Mitchell Hastings, Jr.
Exec. Vice President.....Donald G. Colley
Commercial Manager.....Robert H. Jackson
Sales Promotion Manager.....Ray Gelinis
Traffic Manager.....Richard Gurner
Program Director.....Robert Wennersten
Chief Engineer.....George Kopanagian

BRANCH OFFICES

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

Manager, Sidney Frucht, P. O. Box 131, Southington, Conn., Phone: BEverly 5-8622; Manager, Jack Lowe, Old Star Route, E. Killingly, Conn., Phone: NI 7-3788, Manager, Karl S. Kritz.

STATIONS

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

REGIONAL NETWORKS

The Connecticut State Network

c/o WHAY, 22 Grove Hill, New Britain, Conn.
Phone: BA 3-2721

President Edmund Waller
Vice Pres. Richard Chalmers
Directors. .Samuel R. W. Eiman, Charles Bell, Jr., Richard Reed, Julian Schwartz.

STATIONS

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

Consolidated Sun Ray Stations

c/o WPEN, 2212 Walnut St., Philadelphia, Pa.
Phone: LOcust 4-6000

President Wm. Sylk
General Mgr. Wm. B. Caskey
Development Mgr. John E. Surrick

STATIONS

WPEN, Phila.; WALT, Tampa, Fla.

Continental Broadcasting, Inc.

Box 2167, Wilmington, Del.
Phone: OLYmpia 4-8881

Pres. O. Wayne Rollins
V.P.'s. Mrs. M. P. Copley, H. B. Tippie
Vice President. Albert R. Lanphear
Dir. of Program Develop. Tim Crow
Eng. Dir. G. Russell Chambers

BRANCH OFFICES

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

STATIONS

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

Corinthian Broadcasting Corporation

Time & Life Bldg., Rockefeller Center,
New York 20, N. Y.
Phone: JU 2-2300

President C. Wrede Petersmeyer
Admin. V.P. Charles H. Tower
Secretary Charles H. G. Rees
Treasurer Alan S. Englander
Dir. Sales Don L. Kearney
Dir. Programming Robert H. Salk
Dir. Research Charles H. Smith
Dir. Engineering George G. Jacobs

BRANCH OFFICES

302 S. Frankfort, Tulsa 20, Okla., Phone: Luther 2-9233, George Stevens, V.P., Gen. Mgr.; 1945 Allen Parkway, Houston, Tex., Phone: Jackson 9-4811, James C. Richdale, Jr., V.P., Gen. Mgr.; 601 Seventh Ave., Sacramento 18, Calif., Phone: Gilbert 1-4041, Robert S. Wilson, V.P., Gen. Mgr.; West State Blvd. at Broadcast, Ft. Wayne 15, Ind., Phone: ANthony 9411, Reid G. Chapman, V.P., Gen. Mgr.; 1440 N. Meridan St., Indianapolis 2, Ind., Phone: MEL-

rose 4-6411, Robert G. McConnell, V.P., Gen. Mgr.

STATIONS

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

Country Music Network

535 Fifth Ave., New York 17, N. Y.
Phone: TN 7-2600

President Charles "Chuck" Bernard
Asst. to Pres. Rita Scarfone

BRANCH OFFICES

401 William-Oliver Bldg., Atlanta 3, Ga.
Phone: JACKson 4-0454

Manager Harry Cannon
435 N. Michigan Ave., Chicago 11, Ill.

Phone: 467-7070

Manager William J. Reilly

STATIONS

WYAM, Birmingham; KHAT, Phoenix, KMOP, Tucson; KLRA, Little Rock, KADL, Pine Bluff; KUZZ, Bakersfield, KFOX, Los Angeles, KCKC, San Bernardino; KPIK, Colorado Springs, KLAK, Denver; WAVA, Wash., D. C.; WOOO, DeLand-Daytona Beach, WQIK, Jacksonville, WMIE, Miami, WMOP, Ocala, WHIY, Orlando, WPFA, Pensacola, WRFB, Tallahassee, WZST, Tampa; WTJH, Atlanta, WGUS, Augusta, WPNX, Columbus, WJIV, Savannah; WTAQ, Chicago; WAXU, Lexington, WTMT, Louisville; KCIJ, Shreveport; WABW, Annapolis, WBMD, Baltimore; WEXL, Detroit-Royal Oak; KEVE, Minneapolis-St. Paul; KCKN, Kansas City, Kan.; WEW, St. Louis; KOOO, Omaha; WLDB, Atlantic City; WREM, Utica-Rome-Remsen; WKTC, Charlotte, WFSC, Franklin, WSHE, Raleigh, WMPM, Smithfield; KLPR, Oklahoma City; WAVL, Apollo-Pittsburgh, WCBG, Chambersburg; WPTS, Scranton-Wilkes-Barre; WKXV, Knoxville; KZIP, Amarillo, KCTA, Corpus Christi, KCUL, Dallas-Ft. Worth; KIKK, Houston; KDAV, Lubbock; KSOP, Salt Lake City; WCMS, Norfolk; WJWS, South Hill; WKCW, Warren-ton; KPEG, Spokane; WTIP, Charleston.

Cowles Stations

c/o KRNT, 9th & Pleasant Sts.,
Des Moines, Iowa

STATIONS

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

James M. Cox Stations

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

STATIONS

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

Crosley Broadcasting Corp.

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

Chrmn. of Board James D. Shouse

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V.P., Television.....John T. Murphy
V.P., Sales.....H. P. Lasker
V.P., Treasurer.....John J. Heyward
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BRANCH OFFICES

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PLaza 1-5353, H. P. Lasker, V.P. Sales; 360
N. Michigan Ave., Chicago 1, Ill., STate 2-6693,
H. Albrecht, V.P. Central Div.

STATIONS

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

Crowell-Collier Broadcasting Corp.

6419 Hollywood Blvd., Hollywood, Calif.

Phone: HOLlywood 3-5151

Pres., Gen. Mgr.....Robert M. Purcell
Commercial Mgr.....James F. Simons
Program Dir.....Chuck Blore
Advertising Director.....Warren Earl
Chief Engineer.....Edward E. Benham

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..2150 Franklin, Oakland 12, Calif., Phone:
TE 7-2891, Milton H. Klein, Gen. Mgr.; 228
Foshay Towers, Minneapolis, Minn., Phone: FE
5-6003, John McRae, Gen. Mgr.

STATIONS

KFWB, Los Angeles; KEWB, San Francisco;
KDWB, Minneapolis.

Denver Metropolitan Markets Group

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

Phone: EMpire 4-3561

President.....L. L. Meyer

BRANCH OFFICE

5350 W. 20th Ave., Denver 44, Colo., Phone:
BElmont 7-9595, Charlie Vais, Manager.

STATIONS

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

Vic Diehm Radio Group, Inc. (Jet Network)

Hazleton Nat'l. Bank Bldg., Hazleton, Pa.

Phone: GL 4-3531

President, Gen. Mgr.....Victor C. Diehm
Admn. Asst.....Kathryn E. Kahler
Commercial Mgr.....Robert J. Sacco
National Sales Manager.....Thomas A. Tito
Program Director.....Robert Williams
Publicity Director.....Paul Cerula
Chief Engineer.....Arthur A. Deters
Sales Prom. Manager.....William G. Schmeer

BRANCH OFFICES

Colorado & Poplar Sts., Allentown, Pa.
(WHOL) T. Stillwagon, Phone: HEMlock 4-4801;
Bloomsburg, Pa. (WHLM) Bob Williams, Phone:
STERling 4-5500; Drawer "A," Tallahassee,
Fla. (WTAL) Art Deters, Phone: 2-1270.

STATIONS

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

Dixie Broadcasting System

P. O. Box 1008, Hattiesburg, Miss.

Phone: JUniper 3-1743

Pres., Gen. Mgr.....Charles W. Holt
Commercial Mgr.....Stan Hagan
Secretary.....Connie I. Holt
Business Manager.....Stanley Lightsey, Jr.

STATIONS

WHSY, Hattiesburg, Miss.; WNSL, Laurel,
Miss.; WHNY, McComb, Miss.; WBOX, Boga-
lusa, La.; WARB, Covington, La.; WHHY,
Montgomery, Ala.; WGVM, Greenville; WABG,
Greenwood, all Miss.

Dixie Network

Headquarters: Williams Bldg., Jackson, Tenn.

Phone: 7-9611

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

STATIONS

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

Dixie Radio, Inc.

Box 519, Panama City, Fla.

Phone: PO 3-1777

President.....D. Brannen
General Manager.....Ralph B. Mann
Commercial Manager.....Byron Hayford
Sales Promo. Manager.....Coleman Crews
Chief Engineer.....Harry Barnes

BRANCH OFFICES

Box 1031, Houma, La., Phone: UP 2-6828,
Manager, Les Ryder; 1021 E. University Ave.,
Gainesville, Fla., Phone: FR 6-2688, Manager,
Bob Orrell; 8th Ave., Fernandina Beach, Fla.,
Phone: 261-5480, Manager, Charles Witt.

STATIONS

WDLP, Panama City, WPUP, Gainesville,
Fla., WPAP, Fernandina Beach, Fla.; KCIL,
Houma, La.

Donrey Media Group

Southwestern House, Fort Smith, Ark.

Phone: SU 2-2011

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

BRANCH OFFICE

Box 550, Las Vegas, Nev., Phone: DU 2-1760,
William D. Stiles, V.P.

STATIONS

KFSA-AM-TV, Ft. Smith, Ark.; KLRJ-TV, La-
Vegas; KOLO-AM-TV, Reno, both Nev.; KOKI
Okmulgee, Okla.; KGNS-TV, Laredo, Tex.
KORK, Las Vegas, Nev.; KBRS, Springdale
Ark.; KFOY-TV, Hot Springs, Ark.

R. H. Drewry Stations

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

STATIONS

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

REGIONAL NETWORKS

Duhamel Broadcasting Enterprises

Duhamel Bldg., Rapid City, S. D.
Phone: Fillmore 2-2000

Pres., Gen. Mgr. Helen S. Duhamel
Vice President. J. Norman Heffron
Commercial Manager. William F. Turner
Chief Engineer. Elmer Nelson

BRANCH OFFICE

Bix 1067, Chardon, Neb., Phone. MEloose
8-2741, John Ludwig, Resident Mgr.

STATIONS

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

East Texas Network

205 Austin St., Center, Tex.
Phone: LYric 8-3304

President. Tom E. Foster
General Mgr. Dave Taylor

STATIONS

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

Epperson Stations

c/o WPVA, Box 87, Petersburg, Va.

President. H. E. Epperson, Jr.

STATIONS

WPVA, Petersburg; WBRG, Lynchburg, both
Va.; WPAQ, Mt. Airy; WPNC, Plymouth;
WLLY, Wilson, all N. C.; WLES, Lawrenceville;
WRAA, Luray.

Ernst Stations

c/o KRTR, 500 B'way., Thermopolis, Wyo

Gen. Manager. Mildred V. Ernst

STATIONS

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

Evening Star Stations

c/o WSVB, Rawley Pike, Harrisonburg, Va.

President. J. W. Thompson, Jr.
General Mgr. Fred Houwink

STATIONS

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

Theodore Feinstein Stations

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

STATIONS

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

Fetzer Stations

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

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

STATIONS

WKZO-AM-TV Kalamazoo, KOLN TV Lincoln,
Neb.; WJEF AM-FM, Grand Rapids; WWTV,
Cadillac, Mich.; KGIN-TV, Grand Island, Neb.

Fisher Stations

Box 112, Eugene, Ore.
Phone: DI 4-6216

President. C. O. Fisher
General Manager. Alvin D. Bauer
Program Director. Bob McCarl
Chief Engineer. Gene Harrison

STATIONS

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

F M Broadcasting System, Inc.

111 W. Washington St., Chicago 2, Ill.
Phone: STate 2-8900

President. Sidney J. Wolf
Vice President. E. R. Peterson, Jr.
Secretary, Nat'l Sales Mgr. John Hartigan

BRANCH OFFICES

527 Madison Ave., New York 22, N. Y.,
Phone: ELdorado 5-3720, Manager, Noel A.
Rhys; 612 Penobscot Bldg., Detroit, Mich.,
WOODward 2-4505, Manager, E. R. Peterson,
Jr.; 3142 Wilshire Blvd., Los Angeles 5, Calif.,
Phone: DUNKirk 3-2910, Manager, William
Bayer; 75 Post St., San Francisco, Calif., Phone:
SUtter 1-7400, Manager, Roger Coombe.

STATIONS

WFMM-FM, WRBS-FM, Baltimore, Md.;
WBCN-FM, Boston, Mass.; WFMF-FM, WFMQ-
FM, Chicago, Ill.; WKRC-FM, Cincinnati, Ohio;
WDBN-FM, WNOB-FM, Cleveland, Ohio;
WTVN-FM, Columbus, Ohio; WRR-FM, Dallas,
Tex.; WABX-FM, WLDN-FM, Detroit, Mich.;
KFJZ-FM, Ft. Worth, Tex.; WHCN-FM, Hart-
ford, Conn.; KQUE-FM, KRBE-FM, Houston,
Tex.; WFBM-FM, Indianapolis, Ind.; KCMO-
FM, Kansas City, Mo.; KMLA-FM, Los An-
geles, Calif.; WQFM-FM, Milwaukee, Wisc.;
KWFN-FM, WAYL-FM, Minneapolis, Minn.;
WNCN-FM, WRFM-FM, New York, N. Y.;
WRVC-FM, Norfolk, Va.; WJBR-FM, Philadel-
phia, Pa.; WXCN-FM, Providence, R. I.; KJML-
FM, Sacramento, Calif.; KSHE-FM, KWIX-FM,
St. Louis, Mo.; KITT-FM, KPRI-FM, San Diego,
Calif.; KPEN-FM, San Francisco, Calif.; KISW-
FM, Seattle, Wash.; WAVA-FM, WWDC-FM,
Washington, D. C.

Formby Stations

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

STATIONS

KACT, Andrews; KPAN, Hereford; KFLD,
Floydada; KVLTV, Levelland, all Tex.

The Forward Group

c/o KGLO, Mason City, Iowa
Phone: GArden 3-2540

President. Herbert R. Ohrt
Nat'l. Sales Mgr. Walter J. Rothschild

BRANCH OFFICES

WCU Bldg., Quincy, Ill., Nat'l Sales Office,
Phone: BAIdwin 2-6200, General Manager,
Walter Rothschild; West Belt Line, Madison,
Wisc., Phone: CEdar 3-5381, General Manager,

Merritt Milligan; Highway 14 and Lee Blvd., Mankato, Minn., Phone: 7905. General Manager, Bob Gardner.

STATIONS

KGLO-AM-TV, Mason City; WTAD, Quincy, Ill.; KHQA-TV, Hannibal, Mo.; KEYC-TV, Mankato, Minn.; WMTV, Madison, Wisc.

Founders Corporation

150 East 42nd St., New York 17, N. Y.

Phone: TN 7-0250

President.....Robert G. Munro

BRANCH OFFICES

Box 1390, Syracuse, N. Y., Phone: HOWard 3-8631, Henry T. Wilcox, Gen. Mgr.; Box 5428, Honolulu, Hawaii, Phone: 992-223, Harold I. Davis, Gen. Mgr.; Maison Blanche Bldg., New Orleans, La., Phone: 523-5921, John L. Vath, Gen. Mgr.

STATIONS

WFBL, Syracuse; KORL, Honolulu; WSMB, New Orleans.

Franklin Broadcasting Co.

2700 E. Oakland Park Blvd.

Ft. Lauderdale, Fla.

Phone: LOgan 6-8316

President.....William F. Johns, Jr.
Natl. Prog. & Prom. Dir. James W. Ramsburg
General Counsel.....William H. Kilby

BRANCH OFFICES

614 N. Rampart St., New Orleans, La. Phone: EX 7516, D. W. Wagenvoort, V. P.; 8th and Main, Tulsa, Okla., Phone: LU 3-4121, G. H. Lund, Gen. Mgr.; 611 Frontenac Pl., Minneapolis, Minn., Phone: MI 5-7757, J. R. Duryea, V. P.; Box 108, Ft. Lauderdale, Fla., Phone: WE 3-3511, R. J. Flynn, V. P.; Rialto Bldg., St. Louis, Mo., C. W. Louiek, V. P.

STATIONS

WWOM, New Orleans; WMIN, Minneapolis; WEW, St. Louis; WLOD, Ft. Lauderdale; KOMA, Tulsa; KRIB, Mason City.

French Program Group of New England

10 Center St., Chicopee, Mass.

Phone: LY 2-1669

President.....Leon Alarie
Commercial Manager.....Gertrude Alarie

STATIONS

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

Friendly Group

Exchange Realty Bldg., Steubenville, O.

Phone: 282-6265

President.....Jack N. Berkman
Exec. Vice Pres.....John J. Laux
Vice Pres.....Fred Weber
Commercial Manager.....Joseph M. Troesch
Merchandising & Pub. Dir. George H. Wilson
Technical Dir.....Charles Shepherd

BRANCH OFFICE

60 E. 42nd St., New York 17, N. Y., Phone: OX 7-0306, Lee Gaynor, Nat'l Sales Mgr.

STATIONS

KODE-AM-TV, Joplin, Mo.; WSTV-AM-TV, Steubenville, Ohio; WPIT, Pittsburgh, Pa.; WBOY-AM-TV, Clarksburg, W. Va.; WRDW-TV, Augusta, Ga.; WRGP-TV, Chattanooga, Tenn.; WSOL, Tampa, Fla.

Frontier Broadcasting Stations

c/o KFBC, 2923 E. Lincolnway, Cheyenne, Wyo.

President.....R. S. McCracken

STATIONS

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

J. A. Gallimore Stations

c/o WHBC, Box 447, Barnwell, S. C.

President.....J. A. Gallimore

STATIONS

WBAW, Barnwell; WHBC, Hampton; WSNW, Seneca; WSSC, Sumpter, all S. C.; WLFA, Lafayette; WGHC, Clayton, both Ga.; WLOM, Chattanooga; WRKH, Rockwood, both Tenn.

Gamble-Lane Stations

140 S.W. Columbia, Portland, Ore.

Phone: CA 8-3333

President.....C. Howard Lane

STATIONS

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

Gannett Stations

191 East Ave., Rochester, N. Y.

Phone: BAKER 5-3050

President.....Paul Miller

General Manager.....L. N. Bitner

STATIONS

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

Connie B. Gay Stations

4000 Albemarle St., N.W., Washington, D. C.

Phone: EMerson 3-8110

Chairman.....Connie B. Gay

President.....Ed Winton

STATIONS

WQMR, WGAY-FM, Washington, D. C.; WTCR, Ashland, Ky.; WFTC, Kinston, N. C.

A. L. Glassmann Stations

c/o KGEM, Box 4158, Boise, Idaho

President.....C. Heftel

STATIONS

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

Gold Seal Stations

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

President.....S. E. Hubbard

STATIONS

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

REGIONAL NETWORKS

Good Neighbor Stations, Inc.

155 Front St., Manchester, N. H.

Phone: NATIONAL 4-4075

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

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

STATIONS

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

The Gordon Group

Suite 207, 2655 Hyde St., San Francisco, Calif.
Phone: PR 1-1935

President.....Sherwood R. Gordon
General Manager.....Morton J. Wagner
Commercial Manager.....Dwight Case
Sales Promotion Manager.....Bruce Seratti
Program Director.....Richard Venturino
Publicity Director.....Peter A. McMahon
Chief Engineer.....Thomas Heiser

BRANCH OFFICES

1023 Second Ave., San Diego, Calif., Phone:
BE 2-2041, Manager, Sherwood R. Gordon;
2727 N. Central Ave., Phoenix, Calif., Phone:
AM 4-2148, Manager, Ray Bluestein.

STATIONS

KSDO, San Diego, Calif.; KBUZ Phoenix, Ariz.

Gotham Bestg. Corp.

7 Central Park W., New York 23, N. Y.

Phone: JUDson 2-7000

President.....J. Elroy McCaw
General Manager.....Ted Steele
Sales Mgr.....Herman Maxwell
Program Director.....Don Luftig
Adv., Promo., Research Dir.....Gerald Sherwin
Chief Engineer.....Paul von Kunits

STATIONS

WINS, New York. KTVR-TV, Denver.

Cary L. Graham Stations

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

STATIONS

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

Great Northern Bestg. System

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

Phone: 3584

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

STATIONS

KVOX, Fargo-Moorehead, Minn.; KLFM,

Minot, N. D.; KOVC, Valley City, N. D.; KDLR,
Devils Lake, N. D.; KEYJ, Jamestown, N. D.;
KBOM, Mandan-Bismarck, N. D.; KGDE, Fergus
Falls, Minn.; KNOX, Grand Forks, N. D.;
KGCK, Sidney, Mont.

Green Valley Group

Box 605, Winchester, Va.

Phone: MO 2-4855

President.....Mrs. Marion P. Lewis
STATIONS

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

Agnes Jane Reeves Greer Stations

1715 Grandview Ave., Pittsburgh 11, Pa.

Phone: HU 1-2626

President.....Agnes J. Reeves Greer
General Manager.....William B. Steis

STATIONS

WCNS, Canton; WCNO-FM, Canton; WJER,
Dover, all Ohio. WKJF-FM, Pittsburgh, Pa.;
WAND-TV, Pittsburgh, Pa.; WAJR, Morgan-
town, W. Va.

The Griffin-Leake Stations

Box 1618, Muskogee, Oklahoma

Phone: MU 7-6311

President.....James C. Leake
National Sales Mgr.....Jim Black
Sales Promotion Mgr.....Robert E. Draughon
Engineering Dir.....Bob Snider

BRANCH OFFICES

P.O. Box 9697, Tulsa, Okla. (KTUL-TV) Bill
Swanson, V.P., Phone: Hickory 6-6184; 310
W. 3rd, Little Rock, Ark. (KATV) Bob Double-
day, V.P., Phone: FRanklin 4-1691; P.O. Box
8557, Tulsa, Okla. (KTUL) Jim Schoonover, Gen.
Mgr., Phone: Fillmore 5-1311; P.O. Box 8788,
Okla. City, Okla. (KWTU) Edgar T. Bell, Mgr.
Phone: Victor 3-6641.

STATIONS

KATV, Little Rock, Ark.; KTUL-AM-TV, Tulsa,
Okla.; KWTU, Oklahoma City.

D. Spencer Grow Stations

c/o KEXO, Box 629, Grand Junction, Colo.

STATIONS

KEYY, Provo, Utah; KEXO, Grand Junction,
Colo.

Harris-Alexander Stations

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

President.....N. Alexander

STATIONS

KELP-AM-TV, El Paso; KXLY-AM-TV, Spo-
kane, Wash.

Hearst Stations

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

Phone: Circle 5-7667

V.P., Exec. Dir.....Charles McCabe
V.P., Gen. Mgr.....D. L. Provost
V.P. Engineering.....John T. Wilner

STATIONS

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

Heart of the Black Hills Stations

c/o KRSD, 1438 Mountain View Rd.,

Rapid City, S. D.

Phone: Fllmore 2-6050

President, Chief Engineer.....Eli Daniels

General Manager.....Dan C. Palen

Program Director.....Monte Loos

STATIONS

KDSJ-TV, Lead, S. D.

Herald Tribune

Radio Network

Suite 4600, Time & Life Bldg., New York, N. Y.

Phone: JUDson 2-2300

President.....Martin Stone

Exec. Vice President.....Charles G. Rees

Chief Engineer.....Ernest Machanic

STATIONS

WVOX, New Rochelle; WFYI, Garden City;

WVIP, Mt. Kisco; WGHQ, Kingston, all N. Y.

Highland Stations

Box 460, Keene, N. H.

Phone: Elmwood 2-9230

President.....Joseph K. Close

STATIONS

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

WKVT, Brattleboro, Vt.; WBRK, Pittsfield, Mass.

The Hildreth Network

Studio City, Hildreth & Rice Sts., Bangor, Me.

Phone: Bangor 8321

President.....Horace A. Hildreth

V.P., Gen. Mgr.....Walter L. Dickson

Nat'l Sales Mgr.....Robert J. Gold

Program Director.....George Gonyar

Publicity Director.....Ronald Hoar

Chief Engineer.....Wallace Edwards

STATIONS

WABI-AM-TV-FM, Bangor; WAGM-AM-TV,

Presque Isle; WPOR, Portland, all maine.

Oscar C. Hirsch Stations

c/o KFVS, 324 Broadway, Cape Girardeau, Mo.

General Manager.....O. C. Hirsch

STATIONS

KFVS-AM-TV, Cape Girardeau; KFMO, Flat

River, both Mo.; WHCO, Sparta, Ill.

Holt Stations

c/o WHHY, P. O. Box 1841, Montgomery, Ala.

President.....C. W. Holt

Vice President.....C. S. Lightsey

STATIONS

WHHY, Montgomery; WHNY, McComb;

WHSY, Hattiesburg, both Miss.

Hook Stations

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

President.....Roth Hook

STATIONS

WKIZ, Key West; WELZ, Belzoni; WDOD,

Canton; WMAG, Forest, all Miss.; WRUS,

Russellville, Ky.; WDAL, Meridian.

Horton-Kincaid Stations

c/o WHOO, 311 N. Rosalind Ave., Orlando, Fla.

Owner.....G. D. Kincaid

STATIONS

WHOO, Orlando; WVLK, Lexington; WFKY,

Frankfort; WCML, Ashland; all Ky.; WMOP,

Bellaire, Ohio.

Rex G. Howell Stations

c/o KREX, P. O. Box 270, Grand Junction, Colo.

President.....Rex G. Howell

STATIONS

KREX-AM-TV-FM, Grand Junction; KGLN,

Glenwood Springs; KREY-TV, Montrose, all

Colo.

Illinois Broadcasting Co.

301½ E. Main St., Olney, Ill.

Phone: EXpress 3-3156

President.....F. W. Schaub

General, Comm. Manager...Charles R. Griggs

Program Director.....Joseph E. Kosack

Chief Engineer.....Donald Schnell

STATIONS

WVLN-AM-FM, Olney, Ill.; WSOY, Decatur;

WCIA-TV, Champaign.

Birney Ines Jr. Stations

c/o WCBI, P. O. Box 271, Columbus, Miss.

President.....B. Ines, Jr.

STATIONS

WCBI-AM-TV, Columbus; WROX, Clarksdale;

WNAG, Granada; WMOX, Meridian; WELO,

Tupelo.

Robert E. Ingsted Stations

c/o KBMW, 519 Dakota Ave., Wahpeton, N. D.

President.....R. E. Ingsted

STATIONS

KBMW, Breckenridge; KEYL, Long Prairie;

KWAD, Wadena, all Minn.; KEYD, Oakes; KEYI,

Jamestown; KOVC, Valley City; all N. D.

Intermountain Network, Inc.

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

Phone: Empire 4-3561

Chairman of Board.....George C. Hatch

President.....Lynn L. Meyer

Vice Pres.....Jack S. Paige

BRANCH OFFICE

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

BElmont 7-9595, General Manager, Charlie

Vais.

STATIONS

KIMN, Denver, Colo.; KGHF, Pueblo, Colo.;

KVOR, Colo. Springs, Colo.; KCRT, Trinidad,

Colo.; KBZZ, La Junta, Colo.; KLMR, Lamar,

Colo.; KGIW, Alamosa, Colo.; KYOU, Greeley,

Colo.; KCOL, Ft. Collins, Colo.; KWIK, Pocatello,

Idaho; KIFI, Idaho Falls, Idaho; KLIX, Twin

Falls, Idaho; KRAL, Rawlins, Wyo.; KGEM,

Boise, Idaho; KBMY, Billings, Mont.; EATL,

Miles City, Mont.; KPRK, Livingston, Mont.;

KOPR, Butte, Mont.; KBLL, Helena, Mont.; KXLO,

Lewistown, Mont.; KOAL, Price, Utah; KMON,

Great Falls, Mont.; KQTE, Missoula, Mont.;

KOVO, Provo, Utah; KVNU, Logan, Utah;

REGIONAL NETWORKS

KSVC, Richfield, Utah; KVEL, Vernal, Utah;
KVFC, Cortez, Colo.; KNEB, Scottsbluff, Neb.;
KORK, Las Vegas, Nev.; KOLR, Sterling, Colo.;
KALL, Salt Lake City, Utah; KLO, Ogden, Utah;
KURA, Moab, Utah; KQRS, Rock Springs, Wyo.;
KOVE, Lander, Wyo.; KVOC, Casper, Wyo.;
KWYO, Sheridan, Wyo.; KPOW, Powell, Wyo.;
KFBC, Cheyenne, Wyo.; KWIK, Pocatello;
KLUK, Evanston, Wyo.; KOWB, Laramie, Wyo.;
KELK, Elko, Nev.; KXXL, Bozeman, Mont.; KGEZ,
Kalispell, Mont.; KDBM, Dillon, Mont.; KOJM,
Havre, Mont.; KVRH, Salida, Colo.; KRLN,
Canon City, Colo.; KEXO, Grand Junction,
Colo.; KENN, Farmington, N. M.; KDGO, Dur-
ango, Colo.; KFTM, Fort Morgan, Colo.; KBOL,
Boulder, Colo.; KUTA, Monticello, Utah; KBRV,
Soda Springs, Utah; KYCN, Wheatland, Wyo.

Ivy Network Corp.

242-A Yale Station, New Haven, Conn.

Phone: State 7-0711

General Manager.....Herbert F. Decker
Business Manager.....Robert P. Bremner

STATIONS

WBRU (Brown), Providence; WVBR-AM-FM
(Cornell), Ithaca; WKCR (Columbia), New York;
WHRB-FM (Harvard), Cambridge; WXPB
(Penn), Phila.; WPRB-AM-FM (Princeton), Prince-
ton; WYBC-AM-FM, (Yale) New Haven; WDCR
(Dartmouth), Hanover, N. H.

James Broadcasting Stations

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

President.....S. Goldman

STATIONS

WDOE, Dunkirk; WJTN, Jamestown; WGGO,
Salamanca, all N. Y.; WERC, Erie, Pa.

Jefferson Standard

Broadcasting Company

1 Julien Price Pl., Charlotte, N. C.

Phone: EDison 3-8833

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

STATIONS

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

Jet Network

(See Vic Diehm Radio Group, Inc.)

Key Broadcast

Management, Inc.

405 Park Ave., New York, N. Y.

Phone: PLaza 2-7424

President.....Ralph N. Weil
Vice President.....Arnold Hartley
Publicity Director.....Jacqueline Wright

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Mo.; KCOR, San Antonio, Tex.

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

Phone: MU 2-3555

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

Knight Quality Stations

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

President.....N. Knight

STATIONS

WTSL, Hanover; WHEB, Portsmouth; WTSV,
Claremont, all N. H.; WEIM, Fitchburg, Mass.

Knorr Bestg. Corp.

15001 Michigan Ave., Dearborn, Mich.

Phone: TlHany 6-8500

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Sales Manager.....John E. Davidson
Program Dir.....Larry Fischer
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Paul J. Haller, Managing Dir., Phone: WO 4-
7174; 15001 Michigan Ave., Dearborn, Mich.,
John J. Carroll, Managing Dir., Phone: TI 6-
8500; 112 W. Water St., Flint 3, Mich., Al P.
Berg, Managing Dir., Phone: CE 9-7608; 441
Wildwood Ave., Jackson, Mich., Edwin R.
Huse, Managing Dir., Phone: ST 4-7181; 2435
Holland Ave., Saginaw, Mich., Jerry Breen,
Managing Dir., Phone: PL 2-8161.

STATIONS

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

KTAR Broadcasting Co.

1101 No. Central Ave., Phoenix, Ariz.

Phone: Alpine 4-4161

Pres., Gen. Mgr.....Richard O. Lewis
V.P. Chg. of Sales.....Ray C. Smucker
Sales Prom. Mgr., Pub. Dir.....Bryan Hickox
Program Director.....Ray Cox
Chief Engineer.....Harold Haughwout

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

STATIONS

KYUM, Yuma; KYCA, Prescott; KCLS, Flag-
staff; KTAN, Tucson; KIKO, Globe; KAWT,
Douglas; KATO, Safford; KAAA, Kingman, all
Arizona.

KWTX Stations

4520 Bosque Blvd., Waco, Tex.
Phone: Plaza 6-4451

President, Gen. Mgr. M. N. Bostick
Commercial, Sales Prom. Mgr. Pete McNee
Program Director. Curtis Matties
Chief Engineer. Jesse Dove

STATIONS

KWTX, Waco, KNAL, Victoria, KBTX-TV,
Bryan; KXII-TV, Ardmore.

Lackey Stations

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

President. P. E. Lackey

STATIONS

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

Laird Group Stations

225 N. Adams St., Green Bay, Wisc.

Phone: HEmlock 5-5331

President, Gen. Mgr. Ben A. Laird
Comm., Sales Prom. Mgr. John E. Mayasich
Program Director. Jack Gardiner
Publicity Director. Ann Schauer
Chief Engineer. Clifford Graff

BRANCH OFFICE

204½ N. Main St., Waupaca, Wisc.

Phone: 83

Chief Executive. Tom Karavakis

STATIONS

WDUZ, Green Bay WDUX, Waupaca; both
Wisc.

T. B. Lanford Stations

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

President. T. B. Lanford

STATIONS

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

Laurel Radio Network

Church St., Clearfield, Pa.

Phone: POplar 5-8092

President. W. K. Ulerich
General Manager. Milton J. Bergstein
Commercial Manager. J. Albert Dame
Sales Prom. Mgr. Herbert Levin
Program Director. Croy Pitzer
Publicity Director. Steve Fishbein
Chief Engineer. Wilbur Files

STATIONS

WCPA, Clearfield, WMAJ, State College,
WDAD, Indiana, all Pa.; WJCM, Sebring, Fla.

LBJ Stations

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

President. J. C. Kellam

STATIONS

KWTX-AM-TV, Waco; KRGV-AM-TV, Westaco;
KTBC-AM-TV, Austin, all Tex.

Richard Field Lewis Jr. Stations

c/o WSIG, Mt. Jackson, Va.

President. M. P. Lewis

STATIONS

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

The Linder Group

Box 393, Willmar, Minn.

Phone: BELmont 5-1340

Representative Pearson

STATIONS

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

Lobster Network of Maine

645 Congress St., Portland, Maine

SPruce 5-2336

President Faust Couture
Gen. Mgr. Melvin L. Stone
Commercial Manager. David L. Royte
Sales Promotion Manager. John Libby
Program Director. Howard Leonard
Publicity Director. Walter Thomes
Chief Engineer. T. Richard Dunn

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225 Lisbon St., Lewiston, Me., Faust Couture,
Pres., Phone: 2-7650; 160 Bangor St., Augusta,
Me., Norman Gallant, Mgr., Phone: MAYfair
3-3878; 26 Central St., Bangor, Me., Louis Bor-
gatti, Mgr., Phone: 7354; 89 Congress St., Rum-
ford, Me., Kenneth Ellis, Mgr., Phone: 36-4-3701;
61 Water St., Skowhegan, Me., Jean Larkin,
Mgr., Phone: GREENwood 4-2727; School St.,
Sanford, Me., John Carlson, Mgr., Phone: 1574;
P. O. Box 65, Caribou, Me., Elby Stevens, Mgr.,
Phone: 3731; Elmwood Hotel, Waterville, Me.,
Phone: TRinity 2-6345, Pat Larkin.

STATIONS

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

Long Radio Enterprises

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

Phone: CI 5-4642

Managing Director. Harry L. Becker

STATIONS

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

J. G. Long Stations

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

President. J. G. Long

STATIONS

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

Jessica L. Longston Stations

c/o KAYO, 2939 Fourth Ave., S. Seattle, Wash.

President. J. L. Longston

STATIONS

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

REGIONAL NETWORKS

John J. Louis, Jr. Stations

1101 N. Central Ave., Phoenix, Ariz.

Phone: AL 4-4161

President, Gen. Mgr. Richard O. Lewis
V.P., Sales. Ray C. Smucker
Program Director. Bob Vache
Chief Engineer. John Beck

STATIONS

KTAR-AM-TV, Phoenix; KYCA, Prescott,
KYUM, Yuma.

Magic Circle Network

1718 Meadowmere, Springfield, Mo.

Phone: TU 1-4114

General, Comm. Mgr. M. Richard Bradley
BRANCH OFFICES

101 Park Ave., New York 17, N. Y., Phone:
LE 2-3783, Manager, Joe Cannon; 205 W.
Wacker, Chicago, Ill., Phone: STate 2-5096,
Manager, Hooper Jones.

STATIONS

Missouri: KBHM, Branson; KGHM, Brookfield;
KREL, Farmington; KDMO, Carthage KDKD,
Clinton; KBIA, Columbia; KODE, Joplin;
KWOS, Jefferson City; KLWT, Lebanon; KTCB,
Malden; KNIM, Maryville; KRMO, Monett;
KLRS, Mt. Grove; KBTN, Neosho; KNEM,
Nevada; KUKU, Willow Springs; KTTR, Rolla;
KSGM, St. Genevieve; KRES, St. Joseph; KSMO,
Salem; KICK, Springfield; KWOS, Sedalia;
KALM, Thayer; KLPW, Union KDEX, Dexter;
KWPM, West Plains, Arkansas; KBTA, Bates-
ville; KTCN, Berryville; KCCB, Corning; KHOG,
Fayetteville; KHOZ, Harrison; KNEA, Jones-
boro; KTCB, Marked Tree; KTLO, Mt. Home;
KDRS, Paragould; KPOC, Pochontas; KAMO,
Rogers; KWCB, Searcy; KUOA, Siloam Springs;
KBRS, Springdale; KWAK, Stuttgart; KRLW,
Walnut Ridge, Kansas; KCRB, Chanute; KMDO,
Ft. Scott; KIND, Independence; KLKC, Parsons;
KSENK, Pittsburg, Oklahoma; KGLC, Miami;
KOLS, Pryor; KVIN, Vinita; KTLQ, Tahlequah.

Maine Broadcasting System

579 Congress St., Portland, Me.

Phone: SPruce 2-0181

President. William H. Rines
General Manager. Jack Atwood
Commercial Manager. Bruce C. McGorrell
Chief Engineer. Charles R. Brown

STATIONS

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

Matson Stations

Box 367, Laurel, Miss.

Phone: 428-5601

President. Harold Matison
General Manager. Paul Carlisle
Comm., Sales Promo. Mgr. M. M. Caver
Chief Engineer. Lester Johnson

STATIONS

WAML, Laurel; WXXX, Hattiesburg; WABO,
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Wendell Mayes Stations

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

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STATIONS

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

21st & Q, Sacramento 4, Calif.

Phone: Gilburt 2-5011

President. Eleanor McClatchy

Dir. of Sales. Keith Collins

STATIONS

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

C. A. McClure Stations

c/o WGBA, 1415 Wynnton Rd., Columbus, Ga.

Phone: FA 3-3603

President, Gen. Mgr. C. A. McClure

Chief Engineer. F. Keith Brown

STATIONS

WGBA, Columbus; WCHK, Canton, both Ga.;
WULA, Eufaula; WMGY, Montgomery, both
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Lloyd C. McKenney Stations

Box 503, Carthage, Mo.

Phone: FL 8-4496

STATIONS

KBHM, Branson; KRMO, Monett, both Mo.;
KMDO, Ft. Scott, Kan.; KALN, Iola, Kan.; KBLR,
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McLendon Ebony Radio Group

Scite 980, Milner Bldg., Jackson, Miss.

Phone: Fleetwood 4-1617

Pres., Gen. Manager. John McLendon

Commercial Manager. Joe Starr

BRANCH OFFICES

STATIONS

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

McLendon Stations

c/o KLIF, 2104 Jackson, Dallas, Tex.

President. G. B. McLendon

General Manager. W. S. Morgan, Jr.

STATIONS

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

Bob McRaney Enterprises, Inc.

c/o WROB, Box 318, West Point, Miss.

Phone: 1450

President. B. McRaney

General Mgr., Chief Eng. Jack King

STATIONS

WROB, West Point; WAMY, Amory, both
Miss.

Meredith Broadcasting Co.

3501 Farnam St., Omaha 31, Neb.
Phone: 346-3400

President Payson Hall
Exec. Vice President Frank P. Fogarty

STATIONS

KCMO AM FM TV Kansas City, KPHO
AM TV Phoenix, Ariz., WOW AM-FM-TV
Omaha, WHEN AM TV, Syracuse.

Merriman-Gober-Tobey Stations

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

STATIONS

KOBE, Las Cruces; KWKY, Farmington;
KOTE, Deming, all N. M.; KDGO, Durango.

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(A Div. of Metromedia, Inc.)

205 E. 67th St., New York 21, N. Y.
Phone: LE 5-1000

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cisco, Calif.; 19th & Walnut Sts., Philadelphia,
Pa., Manager, William S. Dallman.

STATIONS

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D. C.; WTVH-TV, Peoria; KOVR-TV, Stockton;
WTVF-TV, Decatur; WIP-AM-FM, Philadelphia;
KMBC-TV-AM-FM, Kansas City, Mo.

Metzger-Ax-Metzloff Stations

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

President G. E. Metzger

STATIONS

WITY, Danville; WITE, Brazil, WITZ, Jasper,
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(See BFR Stations)

Midnight Sun Broadcasting

Box 910

c/o KFAF, Fairbanks, Alaska

STATIONS

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

The Mid-South Network

WELO Bldg., Tupelo, Miss.

Phone: VI 2-7658

President Birney Imes
General Manager Bob Evans

Chief Engineer Tom McFerrin
STATIONS

WCBI, Columbus; WELO, Tupelo; WMOX,
Meridian; WROX, Clarksdale; WNAG, Gren-
ada; WONA, Winona, all Miss.

Miners Bestg. Stations

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President J. T. Maguire

STATIONS

WMBA, Ambridge; WLSH, Lansford; WPAM,
Pottsville, all Pa.

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STATIONS

WMIQ, Iron Mountain; WIRN, Wakefield;
WLST, Escanaba; WDMJ, Marquette, all Mich.;
WROD, Daytona Beach, Fla.; WMAM, Mari-
nette, Wisc.

Montana Metropolitan Markets Group

146 S. Main St., Salt Lake City, Utah
Sales Manager Lynn L. Meyer

STATIONS

KBMV, Billings; KMON, Great Falls; KOPR
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Carleton W. Morris Stations

c/o KHFH, Box 472, Sierra Vista, Ariz.
President C. W. Morr

STATIONS

KHFH, Sierra Vista; KSUN, Bisbee, both Ariz.

NAFI Corp.

c/o KCOP, 915 N. La Brea Ave., Los Angeles,
Calif.

Chairman Paul V. Shields
President John Bannister

STATIONS

KCOP, KPTV, Portland, Oreg.; KTVT-TV, Fort
Worth.

National Spanish Language Network

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Secretary-Treasurer Richard Ryan
Nat'l Sales Director, East Art Gordon
Nat'l Sales Director, West Harlan G. Oakes
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Phone: HO 4-7395, Manager, Harlan Oakes;
166 Geary St., San Francisco, Calif., Phone:
EX 7-4827, Manager, Don Pickens; 122 E. 42nd
St., New York, N. Y., Phone: MU 2-4500, Man-
ager, Arthur Gordon; 205 W. Wacker Drive,
Chicago, Ill., Phone: 346-7421, Manager, Buck
Harris; 1401 Peachtree St., N.E., Atlanta, Ga.,
Phone: TR 5-9403, Manager, Barney Ochs.

STATIONS

KWEK, Los Angeles; KGST, Fresno, all
Calif.; KABQ, Albuquerque, N. M.; KIFN,
Phoenix; KEVT, Tucson, both Ariz.; KUBO, San

REGIONAL NETWORKS

Antonio; KCCT Corpus Christi; XEJ, El Paso; XEO, Brownsville; XEOR, McAllen; KLVL, Houston, all Texas; WSOL, Tampa, Fla.; XEGM, San Diego, Calif.; XED, Calexico, Calif.; KLOK, San Jose, Calif.; XEHF, Nogales, Ariz.; XEAS, Laredo, Tex.; WMIE, Miami, Fla.; KFSC, Denver, Colo.; KAPI, Pueblo, Colo.

Neathery Radio Stations

c/o KWPM, West Plains, Mo.
Phone: 700

President, Gen. Mgr. Robert F. Neathery
Chief Engineer. Laurel Thompson
BRANCH OFFICE

1718 Meadowmere, Springfield, Mo.
STATIONS

KWPM-AM-FM, West Plains, Mo.; KALM, Thayer, Mo.; KAMS, Mammoth Spring, Ark., KUKU, Willow Springs, Mo.; KBHM, Branson, Mo.; KBLR, Bolivar, Mo.

New England Merchandising Network

c/o WFEA, Box 149, Manchester, N. H.
Phone: NA 2-1661

Managing Director. James F. Keough
STATIONS

WFEA, Manchester; WWNH, Rochester, both N. H.; WHAV, Haverhill; WFGM, Fitchburg; WCCM, Lawrence, all Mass.; WJAB, Portland, Me.; WEMJ, Laconia, N. H.; WMOU, Berlin, N. H.

Newhouse Newspaper Stations

1030 James St., Syracuse, N. Y.
Phone: 3-7111
STATIONS

WBYY-AM-TV-FM, Syracuse; WTPA-TV, Harrisburg; KOIN-AM-TV-FM, Portland, Ore.; WAPI-AM-FM-TV, Birmingham, Ala.; KTVI-TV, St. Louis; WSYE-TV, Elmira, N. Y.

New South Broadcasting Stations

c/o WNSL, 116 Beacon St., Laurel, Miss.
President. F. E. Holladay
STATIONS

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

New South Radio Network

c/o WOKK, P. O. Box 528, Meridian, Miss.
Phone: 482-6133

Co-owner, Sales Prom. Mgr. Joseph Carson
Co-owner. F. E. Holladay
Program Director. Gary Smith
Chief Engineer. Robert K. Wall
STATIONS

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

Norbentine Fathers Stations

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

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

North Country Stations of Vermont

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

Pres., Gen. Mgr. E. Dean Finney
Program Dir., Asst. Mgr. Douglas N. Drown
Chief Engineer. Donald Wheatley

BRANCH OFFICES

Concord Ave., St. Johnsbury, Vt., Phone: PI 8-2344, E. Dean Finney, Gen. Mgr.; Farrant St., Newport, Vt., Phone: 334-6521, William Diamond.

STATIONS

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

North Dakota Broadcasting Co.

4000 W. Main Ave., Fargo, N. D.
Phone: AD 5-4461

President, Gen. Mgr. John W. Boler
Operations Manager. Constance Blackstead
General Sales Manager. James McGuire
Pub., Prom. Director. Robert B. Weber
Chief Engineer. Robert Ridgeway

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Roanoke Bldg., Minneapolis, Minn.; Phone: 335-1341, William Hurley, V.P. of Nat'l Sales; Granger Hill, Valley City, N. D.; Phone: 845-1871, Lloyd Amoo, V.P.

STATIONS

KXGO-TV, Fargo, N. D.; KXJB-TV, Valley City, N. D.; KXMB-TV, Bismark, N. D.; KXAB-TV, Aberdeen, S. D.; KDIX-TV, Dickenson, N. D.; KXMC-TV, Minot, N. D.

Northeast Radio Network

127 West State St., Ithaca, N. Y.
Phone: AR 2-9042

President. Ellis E. Erdman
General Manager. Joel Fleming
Assistant Manager. Robert Newman
Publicity Director. Patricia Bell
Chief Engineer. Gerald Cushing

STATIONS

WKOP-AM-FM, Binghamton; WJTN-AM-FM, Jamestown; WHLD-AM-FM, Niagara Falls; WEAV-AM-FM, Plattsburg; WKIP-AM-FM, Poughkeepsie; WMBO, Auburn; WBRV, Boonville; WDOE, Dunkirk; WENY, Elmira; WWHG, Hornell; WTKO, Ithaca; WBIV, Buffalo; WACK, Newark; WHDL, Olean; WHEC, Rochester; WGGO, Salamanca; WGY, Schenectady; WHEN, Syracuse; WOLF, Syracuse; WMVI, Rochester; WDLA, Walton; WOIV, Syracuse; WEIV-FM, Ithaca; WJIV, Albany-Troy-Schenectady; WREM, Remsen, all N. Y.; WATS, Sayre; WEJL, Scranton; WTTC-AM-FM, Towanda, all Pa.

George W. Norton Stations

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

STATIONS

WFIE-TV, Evansville; WAVE-AM-TV, Louisville, Ky.; WFRV-TV, Green Bay.

REGIONAL NETWORKS

The OK Group

505 Baronne St., New Orleans, La.
Phone: 524-5363

President.....Jules J. Paglin
Sec., Vice President.....Stanley Ray Jr.
General Manager.....Edward J. Prendergast
Commercial Mgr.....Fred Schwarz
Sales Prom. Mgr., Prog. Dir.....R. J. Duffour
Publicity Dir.....Peter Clark
Chief Engineer.....John P. Hart

BRANCH OFFICES

243 Convention, Baton Rouge, La., Phone:
DI 4-7604, Tom McGuire, Gen. Mgr.; 1 Mill St.,
Lake Charles, La., Phone: HE 6-7541, Roy
Rhodes, Gen. Mgr.; 800 Gum St., Mobile, Ala.,
Phone: HE 2-8661, Bob Grimes, Gen. Mgr.; 613
Preston, Houston, Tex., Phone: CA 7-3108, Joe
Fife, Gen. Mgr.; 363 S. 2nd, Memphis, Tenn.,
Phone: JA 7-9565, Jack Maurer, Gen. Mgr.

STATIONS

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

Olean Bestg. Corp. Stations

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

President.....D. W. Merriman

STATIONS

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

The Oregon Trail Network

Box 540, Ontario, Ore.
Phone: TU 9-8651

General Manager.....Gordon Capps

STATIONS

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

James H. Ottaway Stations

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

STATIONS

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

The Palmer Stations

1002 Brady St., Davenport, Iowa
Phone: 322-3521

President, Treas.....D. D. Palmer
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Secretary.....William D. Wagner

STATIONS

WHO-AM-TV-FM, Des Moines; WOC-AM-TV-
FM, Davenport.

Peoples Bestg. Corp.

246 N. High St., Columbus 16, O.
Phone: CApiTal 8-4711

President.....H. E. Evans

STATIONS

WGAR, Cleveland; WRFD, Worthington, both
O.; WNAX, Yankton, S. D.; WTTM, Trenton,
N. J.; WMMN, Fairmont, W. Va.; KVTM (TV),
Sioux City, Iowa.

Perry Stations

c/o WNDB, 128 Orange Ave.,
Daytona Beach, Fla.

STATIONS

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

Pinkston-Elmore Stations

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

STATIONS

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

The Plough Stations

112 Union Ave., Memphis, Tenn.
Phone: 525-2663

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V.P., Engineering.....Joseph G. Deaderick
Asst. Sec.-Treas.....V. E. Edwards

STATIONS

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

John Poole Stations

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

President & Gen. Mgr.....John H. Poole
V.P., Manager.....Robert McAndrews

STATIONS

KBIG, Avalon; KBIQ-FM, Los Angeles.

Post-Newsweek Stations

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Washington, D. C.

President.....J. S. Hayes

STATIONS

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

Norman O. Protsman Stations

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

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

STATIONS

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

Puritan Network

156 Broad St., Lynn, Mass.

President.....Theodore Feinstein

STATIONS

WOTW, Nashua, N. H.; WTSB, Brattleboro,
Vt.; WLYN, Lynn; WNEP, Newburyport, both
Mass.

QXR Network

630 Ninth Ave., New York, N. Y.
Phone: JU 6-1030

President, Gen. Mgr.....James Sondheim

STATIONS

WFLY-FM, Albany, Troy, Schenectady;
WKOP-FM, Binghamton; WVBR-FM, Ithaca;
WJTN-FM, Jamestown; WROC-FM, Rochester;
WSYR-FM, Syracuse; WRUN-FM, Utica-Rome;
WXHR, Boston; WTAG-FM, Worcester, Mass.;
WKIP-FM, Poughkeepsie, all N. Y.; WXHR,
WHCN, Hartford, Conn.; WXCN, Providence,
R. I.; WDAS-FM, Phila. both Pa.; WITH-FM,

REGIONAL NETWORKS

Baltimore, Md.; WASH-FM, Washington, D. C.; WSNJ-FM, Bridgeton, N. J.

Non-interconnected Major Market Group affiliates: KCBH-FM, Los Angeles, KFSD-FM, San Diego, both Calif.; KPFM, Portland, Ore.; KCMO-FM, Kansas City, KCFM-FM, St. Louis, both Mo.; WFMF-FM, Chicago; WDOK-FM, Cleveland; WDTM-FM, Detroit; WFBM-FM, Indianapolis; WWPB-FM, Miami, Fla.; WFMR-FM, Milwaukee; KWFM-FM, Minneapolis; WRVC-FM, Norfolk; WLOA-FM, Pittsburgh, Pa.; KLSN, Seattle, Wash.; WTCX-FM, Tampa, Fla.

Radio Montana West

c/o KXLF, 1003 S. Mont St., Butte, Mont.
General Manager.....E. B. Cramey

STATIONS

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

Rahall Stations

(See WKAP, Inc.)

Henry Rau Stations

2000 P St., N.W., Washington, D. C.

Phone: HObar 2-3900

President, General Mgr.....Henry Rau
Commercial Mgr.....Malcolm Campbell
Promotion Manager.....Stan Barclay
Business Manager.....Patrick Kelly
Dir. of Engineering.....Lloyd S. Smith

STATIONS

WARK-AM-FM, Hagerstown, Md.; WNAV-AM-FM, Annapolis, Md.; WDOV-AM-FM, Dover, Del.; WOL-AM-FM, Washington, D. C.

Reeves Broadcasting & Development Corp.

c/o WUSN-TV, Box 879, Charleston, S. C.
President.....Hazard E. Reeves

STATIONS

WUSN-TV, Charleston; WHTN-TV, Huntington, W. Va.; KBAK-TV, Bakersfield, Calif.

Regional Broadcasters Group

150 East 61st St., New York 21, N. Y.

Phone: TE 2-8010

President.....William H. Rich

STATIONS

WGRD, Grand Rapids, Mich.; WTRV, Muskegon, Mich.; WPIC-AM-FM, Sharon, Pa.; WMGW-AM-FM, Meadville, Pa.

Rennekamp Stations

513-515 Berger Bldg., Pittsburgh 19, Pa.

Phone: AT 1-1365

President.....Kenneth E. Rennekamp
General Manager.....John Wellenhoffer
Commercial Mgr.....H. Jack Duncan
Sales Promotion Mgr.....Fred Sutter
Program Director.....Cosie Fink
Publicity Director.....Mary Hegner
Chief Engineer.....Harry Coulter

BRANCH OFFICES

Broadcast Hill, Oil City, Pa. Phone: 4-1269.
Ted Finnecy, 25½ N. Center St., Corry, Pa.
Phone: 3-6611, John Wellenhoffer.

STATIONS

WKRZ, WDJR, Oil City; WOTR, Corry, all Pa.

Maxwell E. Richmond Stations

c/o WMEX, 70 Brookline Ave., Boston, Mass.
President.....M. E. Richmond

STATIONS

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

Ridder Publications

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

Minneapolis, Minn.

Owner.....V. F. Ridder

STATIONS

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

Dee Rivers Stations

Box 4127, Normandy Sta., Miami Beach, Fla.
Board Chairman.....E. D. Rivers, Jr.
President.....John Fulton

STATIONS

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

James Rivers Stations

c/o WDOL, Box 429, Athens, Ga.

President.....J. S. Rivers

STATIONS

WDOL, Athens; WGUN, Albany; WMJM, Cordele; WTJH, East Points; WACL, Waycross, all Ga.

RKO General, Inc.

1440 Broadway, New York 18, N. Y.

Phone: LOngacre 4-8000

Ch. of Bd., President.....Thomas F. O'Neil
V.P., Treas.....John B. Poor
V.P., Chg. Bcstg.....Hathaway Watson
V.P., Assist. Secretary.....Patrick J. Winkler
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Controller.....Charles G. Drayton
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Asst. Secretary.....Philip Wissman
Director of Corp. Sales Rel.....R. Wilke
Dir. of Eng.....Harry Whittemore
Dir. of Office Admin.....Eugene J. Caser
Tax Manager.....Charles Carrature
Systems Coordinator.....Walter Hoffman
Asst. to V.P. in charge of
Bcstg. Operations.....Jerome Bess
Program Executive.....Eugene Roper

BRANCH OFFICES

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Tribune Tower, Chicago, Ill., Phone: 644-2470.
V.P., George Jeneson; 21 Brookline Ave., Boston, Mass., Phone: CO 6-0800, President, William J. McCormick; Hotel Harrington, Washington, D. C., Phone: EX 3-8676, Sales Manager, Perry Ury; 1381 Madison Ave., Memphis 4, Tenn., BR 2-3441, General Manager, D. A. Noel; 5515 Melrose Ave., Hollywood 38, Calif., HO 2-2133, Director, Harry Trenner; 415 Bush

St., San Francisco 8, Calif., Phone: YU 2-9200, General Manager, Richard E. Nason; Guardian Bldg., Detroit 26, Mich., Phone: WO 1-7200, General Manager, Cam Ritchie; 825 Riverside Drive West, Windsor, Ontario, Canada, Phone: CL 4-1155, General Manager, Cam Ritchie; 555 Asylum St., Hartford, Conn., Phone: JA 5-2611, General Manager, Paul B. Evans.

STATIONS

WWAC-AM-FM-TV, Boston; KHJ-AM-FM-TV, Los Angeles; KFRC-AM-FM, San Francisco; WOR-AM-FM-TV, New York; WHBQ-AM-TV, Memphis; CKLW-AM-FM-TV, Detroit-Windsor; WGMS-AM-FM, Washington D. C.; WHCT, Hartford; Also owns and operates the Yankee Network.

Cecil W. Roberts Stations

c/o KCHI, Farmington, Mo.

President.....C. W. Roberts

STATIONS

KCHI, Chillicothe; KREL, Farmington, both Mo.; KCRB, Chanute, Kan.

Aaron B. Robinson Stations

Williams Bldg., Jackson, Tenn.

President.....A. B. Robinson

STATIONS

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

E. O. Roden Stations

c/o WBOP, 431 W. Belmont, Pensacola, Fla.

President.....E. O. Roden

STATIONS

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

Rollins Broadcasting, Inc.

Box 2167, Wilmington 1, Del.

Phone: OLYMPIA 4-8881

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Vice-Presidents: Mrs. Madalyn Pruett Copley, Henry B. Tippie.

Vice President.....Albert R. Lanphear
Dir. Program Develop.....Tim Crow
Engineering Dir.....G. Russell Chambers

BRANCH OFFICES

565 Fifth Ave., N. Y. C. 17, Graeme Zimmer, Natl. Sales, Phone: OXford 7-7040; 75 E. Wacker Dr., Lincoln Tower, Chicago 1, Ill., John Wilson, Midwest Sales, Phone: Financial 6-8611.

STATIONS

WAMS, Wilmington, Del.; WGEF, Indianapolis, Ind.; WPTZ-TV, Plattsburgh, N. Y.; WEAR-TV, Mobile, Ala.; WCHS-AM-TV, Charleston, W. Va.

Joel Rosenblum Stations

c/o WISR, Box 151, Butler, Pa.

President.....J. W. Rosenblum

STATIONS

WISR, Butler; WACB, Kittanning; WSHH, Latrobe, all Pa.; WTIG, Massillon, O.

Rounsaville Stations

3220 Peachtree Rd., N.E., Atlanta, Ga.

Phone: CEDAR 1-3000

President.....Robert W. Rounsaville

V.P., Natl. Sales Mgr.Harold F. Walker

Chief Engineer.....Paul Cram

STATIONS

KRZY, Dallas, Tex.; WLOU, Louisville, Ky.; WCIN, Cincinnati, Ohio; WFUN, Miami, Fla.; WVOL, Nashville, Tenn.; WYLD, New Orleans, La.; WTMP, Tampa, Fla.; WTAM-TV, Louisville; WATL-TV, Atlanta.

Salt Lake Metropolitan Markets Group

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

Phone: EMpire 4-3561

Sales Manager.....L. L. Meyer

STATIONS

KLO, Ogden; KOVO, Provo; KALL, Salt Lake City.

Samuels Stations

c/o WWIS, P. O. Box 32, Black River Falls, Wisc.

President.....H. Samuels

STATIONS

WKAZ, Charleston, W. Va.; WWIS, Black River Falls; WDLB, Marshfield, all Wisc.

Sanders and Hall Stations

Box 231, Mt. Vernon, Ind.

Phone: PO 3-4484

President.....H. C. Sanders

General Manager.....F. C. Smith

STATIONS

WPCO, Mt. Vernon; WBNL, Boonville; WBTO, Linton; all Ind.

Scripps Howard Group

1121 Union Central Bldg., Cincinnati, Ohio

Phone: MAIn 1-811

President.....Jack R. Howard

STATIONS

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

Seaton Stations

114 North 4th St., Manhattan, Kan.

Phone: PRescott 8-4451

President.....F. A. Seaton

General Manager.....Lowell Jack

Commercial Mgr.....Dave Jackson

Sales Promotion Mgr.....Jim Kastner

Program Director.....Howard Hill

Publicity Director.....Tom Rees

Chief Engineer.....Charles Pultz

STATIONS

KGGF, Coffeyville, Kan.; KHAS-AM-TV, Hastings, Neb.

Seattle, Portland & Spokane Radio Grp.

c/o KJR, 2600 26th Ave., S.W., Seattle, Wash.

Owners.....Frank Sinatra, Danny Kaye

Director.....L. M. Smith

STATIONS

KJR, Seattle; KNEW, Spokane, both Wash.;

KXL, Portland, Ore.

REGIONAL NETWORKS

Silver Dollar Network

P. O. Box 2557, Billings, Mont.
Phone: 252-8585

President.....Joseph S. Sample
General Manager.....Bettye J. Zuck

STATIONS

KOOK, Billings, KFBB, Great Falls; KGVO, Missoula; KXLF, Butte; KCAP, Helena; KBMN, Bozeman, all Mont.

Cary H. Simpson Stations

c/o WTRN, 8 W. 10th St., Tyrone, Pa.

President.....C. H. Simpson

STATIONS

WTRN, Tyrone; WNBZ, Wellsboro; WKBL, St. Mary's; WFRM, Coudersport; WBLF, Bellefonte; WEND, Ebensburg; WGMR-FM, Tyrone, all Pa.

Skyline Advertisers' Sales, Inc.

Box 2191, Idaho Falls, Idaho
Phone: JA 3-4567

President.....Melvin B. Wright
Office Mgr.....Melva Searle

STATIONS

KOOK-TV, Billings; KXLF-TV, Butte; KFBB-TV, Great Falls, all Mont.; KID-TV, Idaho Falls; KLIX-TV, Twin Falls, both Idaho.

Smith Broadcasting Stations

c/o WJIG, West Side Dr., Tullahoma, Tenn.

President.....M. D. Smith, III

STATIONS

WJIG, Tullahoma; WAAY, Huntsville, both Ala.; WNUE, Ft. Walton Beach.

Charles Smithgall Stations

c/o WRGA, P. O. Box 1187, Roma, Ga.

President.....C. A. Smithgall

STATIONS

WRGA, Rome; WGGA, Gainesville, both Ga.; WAAX, Gadsden, Ala.

Sombrero Stations

111 Martinez St., San Antonio, Tex.

Director.....R. O'Connell

STATIONS

KUNO, Corpus Christi; KGBT, Harlingen; KCOR, San Antonio; XEK, Nuevo Laredo-Laredo; XEMJ, Piedras Negras-Eagle Pass.

Sonderling Stations

c/o WDIA, 2074 Union Ave., Memphis, Tenn.

President.....E. Sonderling

STATIONS

WDIA, Memphis; WOPA, Oak Park; KDIA, Oakland, Calif.

Southeastern Key Market Network

P. O. Box 600, Florence, Ala.
Phone: AT 2-7714

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

300 Stations in Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee and Texas.

Southern Michigan Network

(Twin Valley Bcstrs., Inc.)

Box 32, Coldwater, Mich.

Phone: BRoadway 9-9119

President.....E. Harold Munn, Sr.

General Manager.....E. Harold Munn, Jr.

Commercial Manager.....Normand H. Moore

Chief Engineer.....Virgil Royer

STATIONS

WJBL, Holland, Mich.; WCMR, Elkhart, Ind.;

WTVB, Coldwater, Mich.

Southern Minnesota Network

101 N. Second St.

c/o KYSM, Mankato, Minn.

Gen. Mgr.....Robert E. DeHaven

STATIONS

KYSM, Mankato; KROC, Rochester; KATE,

Albert Lea, Minn.

Southwest States, Inc.

(Trigg-Vaughn Stations)

P. O. Box 1799, El Paso, Tex.

Phone: KE 2-6551

Bd. Chairman.....Jack C. Vaughn

President.....Cecil L. Trigg

National Sales Manager.....George Collie

Local Sales Manager.....Sheldon Turner

Sales Promotion Manager.....Jim Suggs

Program Director.....Bernie Bracher

Chief Engineer.....Frank Jordan

STATIONS

KROD-AM-TV, El Paso, KOSA-TV, Odessa,

KVII, Amarillo, all Tex.; KRNO, San Bernardino, Calif.

Southwestern Bestg. Stations

c/o WMDC, Highway 51 N.

Hazlehurst, Miss.

Phone: 869

President, Gen. Mgr.....Louis Alford

Chief Engineer.....A. M. Smith

STATIONS

WMDC, Hazlehurst; WAPF, McComb; both

Miss.; KADL, Pine Bluff, Ark.

Speidel Broadcasters, Inc.

Box 565, Columbia, S. C.

Phone: AL 6-1551

President.....Joe Speidel, III

Exec. V.P., Gen. Mgr.....Russell George

Chief Engineer.....W. W. Bridges

STATIONS

WPAL, Charleston; WYNN, Florence, both

S. C.; WSOK, Savannah, Ga.

Springfield Television Bestg. Corp.

c/o WWLP, P. O. Box 2210

Springfield, Mass.

Phone: SState 5-1201

President.....W. L. Putnam

STATIONS

WWLP, Springfield; WWOR, Worcester;

WRLP, Greenfield, all Mass.

Star Broadcasting Company

c/o WBBF, 339 East Ave., Rochester, N. Y.
Phone: HA 6-8920

President.....Maurice R. Forman
STATIONS

WBBF, WCBF-TV, Rochester; WTLB, Utica;
WGVA, Geneva, all N. Y.

The Star Bulletin Radio Television Network

1534 Kapiolani Blvd., Honolulu 14, Hawaii
Phone: 92011

President.....Elizabeth P. Farrington
Sales Supervisor.....Sheridan D. Reid
Publicity Director.....Ron Hoss
Chief Engineer.....Ronald T. Miyahira

BRANCH OFFICE

c/o KHBC, Hilo, Hawaii, Phone: 3326, Manager, Hal Marques.

STATIONS

KGMB-AM-TV, Honolulu, KHBC-AM-TV, Hilo;
KMAU-TV, Wailuku, K70BW, Lihue, K82AM,
Waimea, all Hawaii.

Stauffer Publications Stations

c/o WIBW, P. O. Box 109, Topeka, Kan.

President.....O. S. Stauffer
STATIONS

WIBW-AM-TV, Topeka; KSEK, Pittsburg;
KSOK, Arkansas City, all Kan.; KGFF, Shawnee,
Okla.

Steinman Stations

8 W. King St., Lancaster, Pa.
Phone: EXpress 7-5251

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

WDEL-AM-FM, Wilmington, Del.; WORK,
York, Pa.; WKBO, Harrisburg, Pa.; WGAL-
AM-FM-TV, Lancaster, Pa.; WEST-AM-FM,
Easton, Pa.; WRAK-AM-FM, Williamsport.

Stevens-Wismer Bestg., Inc.

932 Military St., Port Huron, Mich.
Phone: YUkon 2-8536

President.....J. Wismer
Operations, Program Dir.....Jock Bliss

STATIONS

WLAV-AM-FM, Grand Rapids; WLEW, Bad
Axe; WHLS-AM, Port Huron; WOWE,
Allegan, all Mich.

Stone & Couture Stations

c/o WLOB, 645 Congress St., Portland, Me.
General Manager.....M. L. Stone

STATIONS

WLOB, Portland; WGHM, Skowhegan; WFAU,
Augusta; WSME, Sanford; WGUU, Bangor;
WRUM, Rumford; WCOU, Lewiston, all Me.

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1177 Kane Concourse, Miami Beach, Fla.
Phone: UNion 6-0211

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Gen. Mgr. (WAGA-TV).....Kenneth Bagwell
Gen. Mgr. (WITI-TV).....Roger LeGrand
Gen. Mgr. (WJBK-TV).....Lawrence M. Carino
Gen. Mgr. (WSPD-TV).....Keith T. McKenney
Gen. Mgr. (WJW-TV).....Joseph C. Drilling

STATIONS

WJBK AM-FM-TV, Detroit; WSPD-AM-FM-
TV, Toledo; WAGA-TV, Atlanta; WJW-AM-FM-
TV, Cleveland; WHN, New York, N. Y.; WGBS-
AM-FM, Miami, Fla.; WIBG-AM-FM, Phila.,
Pa.; KGBS, Los Angeles; WITI-TV, Milwaukee.

Storz Broadcasting Co.

Dupont Bldg., Miami, Fla.
Phone: FR 4-6121

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Exec. Vice Pres.....G. W. Armstrong
V.P., General Counsel.....Herbert S. Dolgoff
V.P., Nat. Prog. Dir.....Grahme Richards
Vice President.....Jack S. Simpson
Nat. Dir., Engineering.....Robert Tilton

BRANCH OFFICES

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1700, Todd Storz; Picknick Hotel Bldg., Kansas
City, Mo., Phone: BA 1-8300, G. W. Armstrong;
Bldrs. Exec. Bldg., Minneapolis, Minn., Phone:
FE 5-2271, Clinton Clarke; Globe Life Bldg.,
Oklahoma City, Okla., Phone: CE 5-6653, Jack
Sampson; Storz Bldg., New Orleans, La., Phone:
MA 3562, Fred Berthelson; Dupont Bldg., Miami,
Fla., Phone: FR 4-6121, Jack Sandler.

STATIONS

WDGY, Minneapolis, Minn.; WHB, Kansas
City, Mo.; WTIX, New Orleans, La.; WQAM,
Miami, Fla.; KOMA, Oklahoma City, Okla.;
KXOK, St. Louis.

Stuart Stations

814 Stuart Bldg., Lincoln, Neb.
Phone: 432-6606

President.....J. Stuart
Exec. V.P.....Richard W. Chapin

REGIONAL NETWORKS *

BRANCH OFFICES

Box 180, Salina, Kan., Phone: TA 3-3701,
Robert McKune, Manager; 921 Pierce St., Sioux
City, Iowa; Phone: 8-0628. Robert Jenkins,
Manager; 315 S. Locust St., Grand Island, Neb.,
Phone: DU 2-5420. Vernon Stedry, Manager;
1521 W. 12th St., North Platte, Neb., Phone:
LE 2-3344; Joe Di Natale, Manager; 109 So.
Frederick St., Olewain, Iowa, Phone: 950, Harry
Platte, Manager.

STATIONS

KFOR, Lincoln; KRGI, Grand Island, KODY,
North Platte, all Neb.; KSAL, Salina, Kans.;
KMNS, Sioux City, Iowa.

Taft Broadcasting Company

c/o WKRC, 1906 Highland Ave.

Cincinnati, O.

Phone: GA 1-1750

President.....H. Taft, Jr.
Executive V.P.....Lawrence H. Rogers, II
Senior V.P.....K. W. Church
V.P., Nat'l Sales.....D. L. Chapin
V.P., Admin. & Plan.....R. B. Read
V.P., Eng.....W. H. Hansher
Treas.....D. S. Murphy
Secretary.....Robert Taft, Jr.

STATIONS

WKRC-AM-TV-FM, Cincinnati; WTVN-AM-TV-
FM, Columbus, both O.; WBRC-AM-TV-FM,
Birmingham, Ala.; WKYT, Lexington, Ky.

Taft Family Stations

c/o KLYK, Realty Bldg., Spokane, Wash.

Owner.....A. G. Taft, Jr.

STATIONS

KLYK, Spokane; KRKO, Everett; KOL, Seattle;
KBKW, Aberdeen, all Wash.

Talcorn Network

Suite 432, Des Moines Bldg., Des Moines, Iowa
President.....Glen Stanley
Vice President.....Bernie Jacobsen
V.P., Comm. Mgr.....Dutch Horning
National Rep.....John E. Pearson Co.

STATIONS

KROS, Clinton; KSIB, Creston; KDTH, Du-
buque; KVFD, Fort Dodge; KFJB, Marshall-
town; KWPC, Muscatine; KICD, Spencer; KOEL,
Oelwein; KBOE, Oskaloosa; KOKX, Keokuk;
KXIC, Iowa City.

Tarlow Associates Stations

c/o WLOB, 645 Congress St., Portland, Me.

President.....S. J. Tarlow

STATIONS

WLOB, Portland; WWOK, Charlotte, N. C.;
WHIL, Medford-Boston, Mass.; WJBW, New
Orleans; WARE, Ware, Mass.

Sarkes Tarzian Inc. Stations

E. Hillside Dr., Bloomington, Ind.

Phone: ED 2-7251

President.....S. Tarzian

STATIONS

WTTS, Bloomington; WFAM-TV, Lafayette;
WTTV, Indianapolis; WPTA, WPTH, Ft.
Wayne, all Ind.

Tele-Broadcasters, Inc.

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

Phone: MU 7-8436

President, Chief Eng.....H. Scott Killgore
Publicity Director.....Marie J. Demott

STATIONS

KALI, Pasadena, Calif.; KUDL, Kansas City,
Mo.; WPOP, Hartford, Conn.; KOFY, San Fran-
cisco, Calif.

Texas Spanish Language Network

c/o National Time Sales

122 E. 42nd St., N. Y. C. 17

Phone: MU 2-4500

General Manager.....Arthur Gordon
Sales Promotion Mgr.....Al Alpert

BRANCH OFFICES

122 E. 42nd St., New York, N. Y., Phone: MU
2-4500, Manager, Arthur Gordon; 205 W.
Wacker Dr., Chicago, Ill., Phone: 346-7421,
Manager, Buck Harris; 1680 N. Vine St., Hol-
lywood, Calif., Manager, Harlan Oakes; 166
Greary St., San Francisco, Calif., Manager,
Don Pickens; 1401 Peachtree St. N.E. Atlanta,
Ga., Phone: TRinity 5-3403, Barney Ochs, Chief
Executive.

STATIONS

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

Texas State Network, Inc.

4801 W. Freeway, Fort Worth 1, Tex.

Phone: PErsching 7-6631

President.....Gene L. Cagle
General Manager.....Stan Wilson
Program Director.....Ron Thompson
Publicity Director.....Suzy Simpson
Chief Engineer.....Pete Peterson

STATIONS

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

Thoms Radio-TV Enterprises (Harold H. Thoms Stations)

75 Scenic Highway, Asheville, N. C.

Phone: 254-4663

President.....Harold H. Thoms
Vice President.....James P. Poston
Natl. Sls. Mgr.....George Roesler
Advertising Mgr.....M. S. Thoms
Administrative Asst.....Hugh McMillan
Secretary.....M. G. Thoms
Chief Engineer.....John Randolph

STATIONS

WAYS, Charlotte, N. C.; WCOG, Greensboro,
N. C.; WISE-AM-TV, Asheville, N. C.; WKLM,
Wilmington, N. C.; WMSJ, Sylva, N. C.;
WEAM, Arlington, Va.

J. Olin Tice Stations

c/o WKTC, 2001 Suttle Ave., Charlotte, N. C.

President.....J. O. Tice, Jr.
General Manager.....John G. Kenworthy

REGIONAL NETWORKS

STATIONS

WKTC, Charlotte; WKEN, Dover, Del.;
WCAY, Cayce, S. C.; WBAZ, Kingston, N. Y.

Time-Life Broadcast, Inc.

Time & Life Bldg., New York 20, N. Y.

Phone: JU 6-1212

President.....Weston C. Pullen, Jr.
V.P., Gen. Mgr.....Frederick S. Gilbert
Vice President.....Sig Mickelson
Coordinator.....Ole G. Morby
Business Manager.....Andrew J. Murtha

STATIONS

KLZ-AM-TV, Denver, Colo.; WOOD-AM-TV,
Grand Rapids, Mich.; WFBM-AM-TV-FM,
Indianapolis, Ind.; WCTN-AM-TV, Minneapolis,
Minn.

B. F. J. Timm Stations

c/o WMFS, 835 McCallie Ave.

Chattanooga, Tenn.

President.....B. F. J. Timm

STATIONS

WMEN, Tallahassee, Fla.; WDMG, Douglas,
Ga.; WTHR, Panama City.

Tobacco Radio Network

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

Phone: 832-8885

President.....Fred Fletcher
General Manager.....Wally Voigt
Program Director.....Bill Kaye
Publicity Director.....David Witherspoon
Chief Engineer.....Bob Stephenson

STATIONS

WJAY, Mullins, S. C.; WRRZ, Clinton; WCKB,
Dunn; WDNC, Durham; WBLA, Elizabethtown;
WFMO, Fairmont; WFNC, Fayetteville; WGBR,
Goldsboro; WGTC, Greenville; WHNC, Hen-
derson; WLAS, Jacksonville; WELS, Kinston;
WEWO, Laurinburg; WYRN, Louisburg; WHIT,
New Bern; WRAL, Raleigh; WCEC, Rocky
Mount; WEYE, Sanford; WNCA, Siler City;
WMPM, Smithfield; WLSE, Wallace; WGNI,
Wilmington; WGTM, Wilson, all N. C.

Transcontinent Television Corp.

380 Madison Ave., New York City

Phone: YU 6-2121

Ch. of the Board.....Paul A. Schoellkopf, Jr.
President.....David C. Moore
Ch. Exec. Comm.....J. Fred Schoellkopf, IV
Ch. Finance Comm.....David Forman
V.P., Treasurer.....Clifford M. Kirland
Vice Pres. Chg. Sales.....George C. Stevens
Vice Pres., Engineering.....Carl Hoffman
Dir., Adv. & Promotion.....Dan Bellus

STATIONS

WGR-AM-FM-TV, Buffalo, N. Y.; WNEP-TV,
Scranton/Wilkes-Barre, Pa.; KFMB-TV-AM-FM,
San Diego, Calif.; KERO-TV, Bakersfield, Calif.;
WDAF-TV-AM-FM, Kansas City, Mo.

Triangle Publications, Inc.

Radio & TV Division

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

Phone: Evergreen 2-4700

V.P., Gen. Mgr.....Roger W. Clipp
Exec. Asst. to V.P.....David J. Bennett
Dir. of Natl. Sales.....Edward H. Benedict
Dir. Public Rel., Pgmng....John D. Scheuer, Jr.
Business Mgr.....John C. Harlan
Research Mgr.....Richard W. Gideon
Chief Engineer.....Henry E. Rhea

BRANCH OFFICES

46 & Market, Phila. 39 Pa., Phone EV 2-4700,
George A. Koehler, Gen. Mgr.; Sheraton Inn,
Binghamton, N. Y., Phone: RA 3-7311, George
R. Dunham, Gen. Mgr.; Commerce Park, Altoona,
Pa., Phone: WI 4-2031, John Stilli, Gen. Mgr.;
135 College St., New Haven, Conn., Phone:
SP 7-3611, Howard Maschmeier, Gen. Mgr.;
R. D. No. 5, Lebanon, Pa., Phone: CR 3-4551,
J. Zimmerman, Gen. Mgr.; 733 "L" St., Fresno,
Calif., Phone: AM 8-6444, Leslie H. Peard, Jr.,
Gen. Mgr.; 320 Park Ave., New York 22, N. Y.,
Phone: PLaza 9-7115, Manager, Edward H.
Benedict; 645 N. Michigan Ave., Chicago 11,
Ill., Phone: MI 2-0012, Frank Palmer, Mgr.;
6404 Sharon Rd., Baltimore, Md., Phone: DR
7-6222, Manager, Charles Powell; 3440 Wil-
shire Blvd., Los Angeles, Calif., Phone: DU
7-1296, Manager, Charles S. Cady.

STATIONS

WFIL-AM-FM-TV, Philadelphia; WNBK-AM-
FM-TV, Binghamton, N. Y.; WFBG-AM-TV-FM,
Altoona, Pa.; WNHK-AM-FM-TV, New Haven,
Conn.; WLYH-TV, Lebanon, Pa.; KFRE-AM-FM-
TV, Fresno, Calif.

Trigg-Vaughn Stations

Southwest States, Inc.

P. O. Box 1799, El Paso, Tex.

Phone: KE 2-6551

Board Chairman.....Jack C. Vaughn
President.....Cecil L. Trigg
National Sales Manager.....George Collie
Local Sales Manager.....Sheldon Turner
Sales Promotion Manager.....Jim Suggs
Program Director.....Bernie Bracher
Chief Engineer.....Frank Jordan

STATIONS

KROD-AM-FM-TV, El Paso; KOSA-TV, Odes-
sa, KVII, Amarillo, all Tex.; KRNO, San Ber-
nardino, Calif.

Tri-Mart Radio Network

P. O. Box 1032, Eugene, Ore.

Phone: Diamond 4-4214

Sales Promo. Manager.....Lee Bishop

STATIONS

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

Tri-W Network

Box 622, Jasper, Ala.

Phone: Fulton 4-3461

President.....John H. Bankhead III
General Manager.....William C. Edgemon
Commercial, Sales Prom. Mgr.. J. L. Sartain, Jr.
Program Director.....Marion B. Grant
Publicity Director.....Fred H. Norris
Chief Engineer.....Charles C. Watts, Jr.

STATIONS

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

REGIONAL NETWORKS

Truth Publishing Stations

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

STATIONS

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

Tullis & Hearne Bestg. Co.

3911 Pacific Highway, San Diego, Cal.
Phone: CYpress 8-8371

President.....Howard L. Tullis
General Manager.....John H. Pace
Commercial Manager.....Joe Cahill
Sales Prom., Pub. Dir.....Bill Brown
Program Director.....Mell Hall
Chief Engineer.....Edgar Murphree

STATIONS

KAFY, Bakersfield, KFXM, San Bernardino;
KDEO, El Cajon, all Calif.

Twin Valley Bestrs., Inc.

(See Southern Mich. Network)

United Broadcasting Network

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

President.....Richard Eaton

BRANCH OFFICE

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

STATIONS

WOOK, WFAN-FM, Washington, D. C.;
WARK, Hagerstown; WSID-AM-FM, Baltimore;
WINX, Rockville, Md.; WANT, Richmond;
WJMO, Cleveland, Ohio; WMUR-TV, Manchester, N. H.; WBNX, New York; WFAB, Miami;
WCNY-FM, Cleveland, Ohio.

Walker Stations

c/o WISM, 122 E. Main St., Madison, Wisc.
Phone: ALpine 6-3167

President.....W. E. Walker

BRANCH OFFICES

Hotel Eau Claire, Eau Claire, Wisc., Phone:
TE 2-3463, Charles R. Dickoff, General Mgr.,
414 State St., St. Joseph, Mo., Phone: YU
3-3992, Joseph D. Mackin, General Mgr.; 2333
Bowen St. Rd., Oshkosh, Wisc., Phone: BE
5-3150, William L. McDonald, General Mgr.;
109½ Front St., Beaver Dam, Wisc., Phone: TU
5-4442, Tom Faile, General Mgr.

STATIONS

WISM-AM-FM, Madison; WOSH, Oshkosh;
WEAQ, WIAL-FM, Eau Claire; WBEY, Beaver
Dam, all Wisc.; WSJM, St. Joseph, Mich.

Ware Broadcasting Group

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

STATIONS

KLPW, Union; KFLW, Waynesville; KYRO,
Potosi, all Mo.; KZIX, Ft. Collins, Colo.; KBBZ,
Laramie, Wyo.

WDSU Broadcasting Corp.

c/o WDSU, 520 Royal St., New Orleans, La.
Phone: 524-4371

President.....E. B. Stern
Exec. V.P., General Mgr.....A. Louis Reed
V.P., Treasurer.....Dwight W. Marvin
V.P., Secretary.....Lester E. Kabacoff

STATIONS

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

West Central Bestg. Co.

2907 Springfield Rd., East Peoria, Ill.
Phone: 699-3961

President.....Senator Robert Kerr
V.P., Gen. Mgr.....Fred C. Mueller
Sales Manager.....John Leslie
Promotion Mgr.....Bill Adams
Program Dir.....Vic Fletcher
Production Mgr.....Jim Kontoleon
Chief Engineer.....Wayne Lovely

STATIONS

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

West Texas Television Network

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

President.....Sidney W. Grayson
General Manager.....Nat Levine
General Sales Mgr.....R. S. Nielsen
National Sales Mgr.....John Henry
Program Director.....Ray Trent
Chief Engineer.....Rudy Starnes

STATIONS

KDUB-TV, Lubbock; KPAR-TV, Abilene-
Sweetwater; KEDY-TV, Big Spring, all Texas;
KVER-TV, Clovis, N. Mex.

Westinghouse Broadcasting Co., Inc.

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

President.....Donald H. McGannon
Exec. V.P.....Rolland V. Tooke
V.P., Asst. to Pres.....C. C. Woodard, Jr.
V.P., Programming.....Richard M. Pack
V.P., Sales.....A. W. Dannenbaum
V.P., Engineering.....R. N. Harmon
V.P., Finance.....Joseph Mikita
Natl. Adv., Sales Prom. Mgr.....D. E. Partridge
Natl. Dir. of Pub. Rel.....Robert Bernstein
Dir. of Research.....M. A. Goldberg
Natl. Program Mgr.....William Kaland
Dir. of Creative Services.....Herman Land
Natl. Radio Sales Mgr.....Walter A. Schwartz
Natl. Engineering Mgr.....G. E. Hagerty
V.P., Washington.....J. E. Baudino
V.P., Boston.....W. C. Swartley
V.P., Pittsburgh.....H. C. Lund
V.P., Cleveland.....F. A. Tooke
V.P., Chicago-Ft. Wayne.....Ralph Atlass
V.P., West Coast.....P. G. Lasky

BRANCH OFFICE

1625 "K" St., N.W., Washington, D. C.
Phone: STerling 3-0903

STATIONS

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

Whitman Stations

610 S. Columbia, Olympia, Wash.
Phone: FL 7-7718

President, Gen. Mgr. Donald F. Whitman
Advertising Manager. Calvin H. Mann
Program Editor. Edwin Howell
Engineering Director. Lee Hurley
Chief Engineer. George Patterson

STATIONS

KITN, Olympia, KITL, Centralia-Chehalis, both Wash.

Winston-Salem Bestg. Co., Inc.

c/o WTOB, 300 S. Stratford Rd.
Winston-Salem, N. C.
Phone: Park 3-4353

President. J. W. Coan
General Manager. L. G. Jones
Publicity Director. Margaret Sugg
Chief Engineer. James H. Hoke

STATIONS

WTOB, Winston-Salem; WSGN, Birmingham, Ala.; WAPA-TV, San Juan, P. R.; 1/3 interest in WOLE, Aquadilla-Mayagues, P. R.; KTHT, Houston, Tex.

Wisconsin Network

230 First Ave., So., Wisconsin Rapids, Wisc.
Phone: HA 3-7200

President. Glen Helzuecht
Gen., Comm. Mgr. George T. Frechette

STATIONS

WRJN, Racine; WCLO, Janesville; WIBU, Poynette; WHBY, Appleton; WHBL, Sheboygan; WIPG, Green Bay; WFHR, Wisconsin Rapids; WWCF, Baraboo; WSAU, Wausau; WRDB, Reedsburg; KFIZ, Fond du Lac; WGEZ, Beloit; all Wisc.

WKAP, Inc.

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

President. N. Joe Rahall
General Manager. Ogden R. Davies
Sales Promo. Manager. Jerry Duckett
Program Director. Alan D. Raber
Publicity Director. Sammy J. Anderson
Chief Engineer. C. Frank Cordaro

STATIONS

WKAP, Allentown, WNAR, Norristown, both Pa.; WLCY, St. Petersburg, WQTY, Jacksonville, both Fla.; WWNR, Beckley, W. Va.

WKY Television System

c/o WKY, 500 E. Britton Rd.
Oklahoma City, Okla.

President, E. K. Gaylord

STATIONS

WKY-AM-TV, Oklahoma City; WTVT, Tampa.

Wometco Enterprises Stations

c/o WLOS, 288 Macon Ave., Asheville, N. C.
Phone: ALpine 4-4321

President. Col. Mitchell Wolfson
V.P., General Mgr. Theodore A. Eiland
General Sales Manager. Fred L. Bernstein
Sales Prom., Pub. Dir. Don Shepherd
Program, Prod. Mgr. Mort Cohn
Chief Engineer. George F. Sprague

STATIONS

WLOS-AM-TV, Asheville; WFGA-TV, Jacksonville; WTVJ, Miami, both Fla.; KVOS-TV, Bellingham, Wash.

Allen M. Woodall Stations

c/o WMOG, Torras Causeway, Brunswick, Ga.
President. A. M. Woodall

STATIONS

WMOG, Brunswick; WDAK, Columbus; WDAX, McRae, WALG, Albany; WAYX, Waycross, all Ga.

W. C. Woodall Jr. Stations

c/o WGRA, Bainbridge Rd., Cairo, Ga.
President. W. C. Woodall

STATIONS

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

J. W. Woodruff Jr. Stations

Box 270, Columbus, Ga.
President. J. W. Woodruff, Jr.

STATIONS

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

The Yankee Network

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

President. William M. McCormick
Vice President. Thomas Bateson
Sales Mgr. Proctor Jones
Sales Promotion Mgr. George Hallberg
Program Director. John D. Maloy
Publicity Director. Phyllis Doherty
Chief Engineer. Irving B. Robinson

STATIONS

WNAC, Boston; WFAU, Augusta, Maine; WIDE, Biddeford, Maine; WALE, Fall River, Mass.; WEIM, Fitchburg, Mass.; WHAL, Greenfield, Mass.; WOGB, Hyannis, Mass.; WCOU, Lewiston, Maine; WLLH, Lowell, Mass.; WNLC, New London, Conn.; WBRK, Pittsfield, Mass.; WPOR, Portland, Maine; WEAN, Providence, R. I.; WSYB, Rutland, Vt.; WTSV, Claremont, N. H.; WMAS, Springfield, Mass.; WATR, Waterbury, Conn.; WAAB, Worcester, Mass.; WABI, Bangor, Me.; WNAB, Bridgeport, Conn.; WPOP, Hartford, Conn.; WHOU, Houlton, Me.; WKVT, Brattleboro, Vt.; WAGM, Presque Isle, Me.; WTOR, Torrington, Conn.; WARE, Ware, Mass.; WKXL, Concord, N. H.; WKNE, Keene, N. H.; WTSL, Hanover, N. H.; WHMP, Northampton, Mass.; WDEV, Waterbury, Vt.; WERI, Westerly, R. I.; WOGB, Keene, N. H.