

1961

**RADIO
NETWORKS**



**EXECUTIVE PERSONNEL
U. S. MAP OF NETWORK
OWNED & OPERATED
& AFFILIATED STATIONS**



Quality Radio Is Vital In Sustained Success

By ROBERT R. PAULEY
ABC Vice Pres. in Charge of Radio Network

ONE of the strangest things to me in the development of language is that a cliché becomes just that because it expresses a strong thought in a strong way. However with use and re-use, the phrase loses the power if not the meaning for which it was originally intended.

One example: "It takes money to make money."

No one that I know of disagrees with this statement. But many in the radio business have said the words then monetarily retrenched even further in efforts to make a profit while losing sight of the vital necessity in sustained success—quality.

Some have shown a profit by this method. But in so doing, they seem to have altered the shape and power of radio. At the first sign of trouble for radio a few years ago, expenditures were cut to make up for the very real loss of revenue; a necessary step perhaps then. But in many cases this procedure continues and broadcasters are content to remember the good old days rather than work for a few good new days.

It does take money to make money. And at ABC Radio, we believe it also takes money to provide the service that makes a radio network what it should be—a vital high quality entertainment medium.

At ABC, broadcasting means entertainment. As broadcasters we realize the full importance of furnishing the public with the best news gathering and reporting possible. The increased emphasis on news at ABC Radio in the past six months is tangible evidence of this realization.

But first of all, we are providers of entertainment. For 27 years now Don McNeill has been providing morning entertainment to ABC Radio listeners of the "Breakfast Club." But one of the reasons that both first and second quarter "Breakfast Club" sales are up this year is that we have never

stopped trying to find new ways to make the program even more appealing to the radio audience, and a good solid show is worth any additional money it might take.

A substantial money investment was also made by ABC Radio last year with the introduction of "Flair." A daily, 55-minute, afternoon program consisting of 11 segments, each lasting approximately 90 seconds, "Flair" counts among its roster of stars Theodore Bikel, Jonathan Winters, Margaret Truman, Harry Golden, Johnny Desmond, Fran Allison, Boris Karloff and Wayne & Shuster.

The money paid was worth the results. Affiliates from coast to coast jumped on the "Flair"—wagon and at the end of the year the program was being carried on 268 stations. Advertiser interest consistently increased and we anticipate impressive "Flair" sales gains during 1961.

Last year ABC Radio alone was willing to pay a record sum for radio rights to the Patterson-Johansson Heavyweight Championship Fight. With 61 million listeners—the largest audience in the history of advertising—tuning in, ABC Radio and the fight sponsors all found that the return was worth the investment. For the March 13 fight this year, ABC Radio spent even more money for the radio rights and quickly found sponsors.

Spending money is of course not the only answer to increasing the audience penetration and earning power of network radio. You must take into consideration the aims and desires of your affiliates and the public.

No station—and no listener—really wants a program service that reflects a philosophy of cost-cutting and minimal effort. Rather, from the news to entertainment programs that reflect quality and maximum effort will bring the best audience.

It takes some extra effort, some patience and it may take some spending, but remember, "It takes money to make money!"

American Broadcasting Co. Radio Network

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

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Frank Latourette	Nat'l News Editor

(Continued on Page 200)

BECAUSE THERE IS AN ABC RADIO NETWORK . . .

BECAUSE THERE IS AN ABC RADIO NETWORK –
millions of young adults meet entertaining people like Dick Van Dyke,
Jonathan Winters, Wayne & Schuster, Margaret Truman,
Bonnie Prudden, and so many other fascinating
personalities. (That's "Flair" on ABC Radio).

BECAUSE THERE IS AN ABC RADIO NETWORK –
60,000,000 Americans are right on the spot at a sporting event such as the
Patterson-Johannson fight (an ABC Radio exclusive).

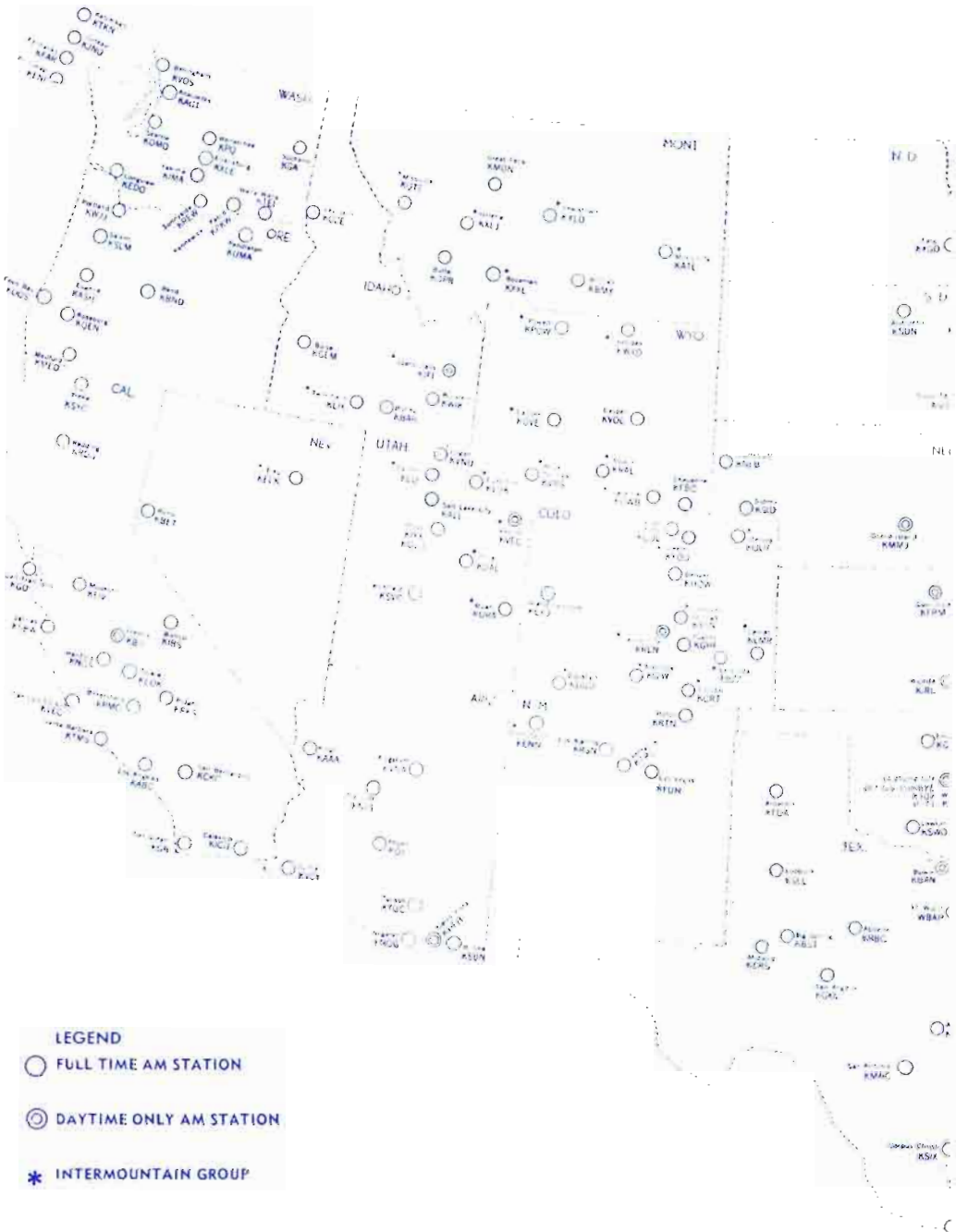
BECAUSE THERE IS AN ABC RADIO NETWORK –
every radio listener is kept in constant touch with the nation and the world.
Reporters and news analysts such as Alex Dreier,
John Cameron Swayze, Edward P. Morgan, Bill Shadel,
Paul Harvey work at ABC Radio – all through the day, all through the night.
That's because Americans must know the news.
And they *know* because there is an ABC Radio Network.

BECAUSE THERE IS AN ABC RADIO NETWORK –
more people have a better understanding of the men and women
who make national and international news through
such fine public service programs as Presidential Press Conference,
Issues and Answers, and From Capitol Hill.

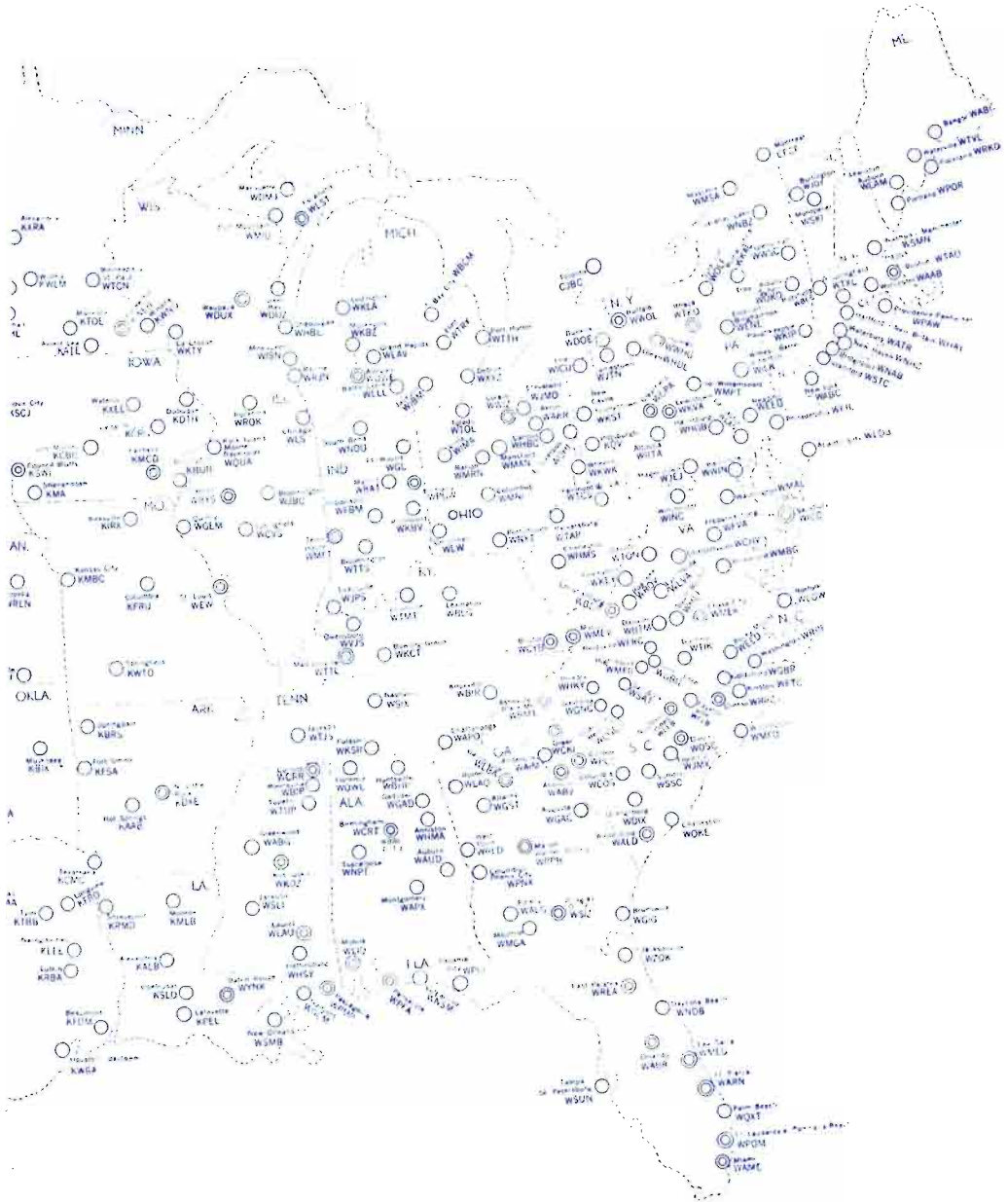
BECAUSE THERE IS AN ABC RADIO NETWORK –
Don McNeill's Breakfast Club helps millions to get a happy start
every day . . . every day for 28 years. Yes, it's an everyday fact:
local ABC Radio stations will keep giving America the
best in public service, the best in entertainment, the best in news,
the best in sports, because there is an ABC RADIO NETWORK.







Network



(Continued from Page 195)

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Network Radio Faces Future With Ideas And Enthusiasm

By ARTHUR HULL HAYES
President, CBS Radio



THIS year we witness the assembling of a new political administration in Washington. New policy-makers there have confidence and enthusiasm in their favor as they set to work guiding a nation. Network radio faces the future with equal enthusiasm, as its ideas and innovations operate to meet economic, cultural and scientific developments of today and tomorrow.

The radio network business, in a state of frequent flux since the start of television's inroads on audience and sales in 1950, has now evolved to a point where it is once again stable and secure. We are back with solid realities . . . and pleasant ones, too.

At CBS Radio, the reality is this: a carefully-planned program formula that has been shaped and strengthened to consolidate the interests of advertiser, affiliated stations, networks and audience. The result is a modified Program Consolidation Plan, inaugurated late in 1960, that enables CBS Radio to feed much more news and information to stations, while retaining personalities that have set CBS apart—Arthur Godfrey, Garry Moore, Art Linkletter, Bing Crosby and Rosemary Clooney. Their kind of entertainment is smoothly integrated with nineteen factual new CBS Radio Features and regular sessions with Lowell Thomas, Eric Sevareid, Bob Trout, Douglas Edwards and the rest of the distinguished CBS News staff.

Listener reaction to the new schedule has been more than favorable. Advertisers are constantly showing more interest. And stations have come through as we hoped they would. The rate of affiliate applications conjures up memories of the pre-1948 era.

The principles of supply and demand indicate success for a product that fills or fulfills an intense need. Our programming is of course a product. And a large part of our success today depends on how our

product meets the needs of our stations. This product is many things at CBS. It is entertainment; it is music; but most of all, it is information and news. And that is no accident. Radio stations preceding 1950 wanted one kind of programming. Since those days, the nation has undergone many socio-economic changes. It is no surprise, then, that today's stations seek something very different.

They want news and information because of their added value in a world of Cold War and Hot Prospects. They want these services from us because (1) network radio continues to perform them best and (2) stations cannot begin to provide such coverage and background for themselves.

Clearly, that puts us—first and foremost—in the business of supplying national and international news; special events coverage; analysis; and sports.

Naturally enough, this change in the complexion of radio networking has been accompanied by progress in other areas of American life. The growing body of intelligentsia has increasingly sought more outlets for constructive opinion and debate and basic knowledge; public affairs in television has finally engendered what amounts to mass audience acceptance; publishers' figures relate the solid and still-growing sales rate of non-fiction; good music—represented, incidentally, on CBS Radio by the New York Philharmonic and the Cleveland Orchestra—has experienced a renaissance; and good newspapers seem to carry more informational "meat" than ever before.

Network radio is an integral part of American life and the American household. It is inevitable that a change in the focus of our living should be reflected in the nation's radio programming. That is proper because we broadcast to satisfy while we inform and entertain the public.

To an advertiser, the biggest minute is the one that clocks the biggest audience. In the average commercial minute, advertisers on the CBS Radio Network in 1960 reached 28 per cent more homes than on the next network, 9 per cent more homes than on the other two networks combined. 1961 promises an even bigger lead for CBS Radio, with its new program schedule—



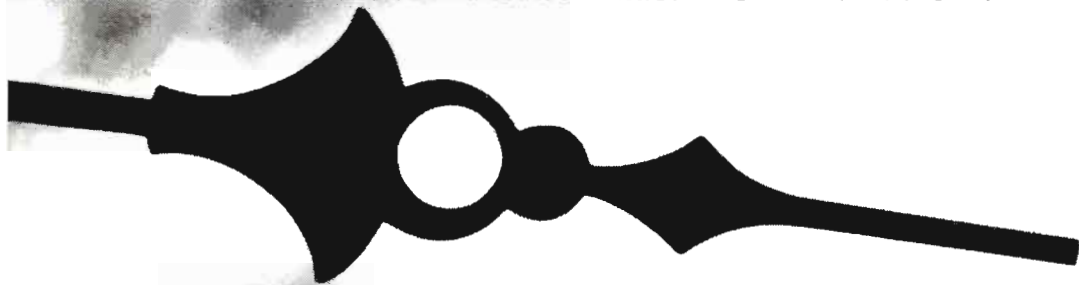
...the biggest minute

expanded news and information, more special features, important personalities and entertainment. Whether you buy a saturation campaign or co-sponsor one five-minute show... minute for minute your advertising dollars buy the biggest audiences in all network radio on the CBS Radio Network.

Source: Nielsen Radio Index, Sponsorship, Home Audiences Section, 12 four-week reports, Dec. 7, 1960—Dec. 4, 1960



in all network radio is the commercial minute on the CBS Radio Network



Network



Columbia Broadcasting System, Inc. — CBS Radio Division

Executives and Staff

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

Telephone: PLaza 1-2345

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 Norman Ober Director, Program Writing

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 Louis V. Riggio Sales Deve. Mgr.
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Craig Rogers Manager

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Detroit Office, Fisher Bldg.

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 Hans Fuhrmann Manager, Music Library

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 Lou Frankel Director of Publicity

KCBS and KCBS-FM

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San Francisco 5

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 Seymour Whitelaw Sales Manager
 Mrs. E. Deggendorfer Promotion Manager
 Pede Worth Program Director
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KMOX

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 Columbia Pacific Network**

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 John Beck News Director

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630 N. McClurg Court, Chicago 11

E. H. Shomo V.P. & General Manager
 William Connelly, Jr. Sales Manager

(Continued on Next Page)

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 William Garry.....News Director

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City & Monument Aves., Phila. 31

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 John Kline.....Sales Manager
 Fred Birnbaum.....Promotion Manager
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182 Tremont St., Boston 11

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 Frank Quillinan.....Research Manager
 Henry Poster.....Sales Promotion Manager
 Weil Harold.....Dir. Sales Research
 Peggy Vorhis.....Contract Mgr.
 Jean M. Ball.....Sales Serv. Mgr.
 George Arnold, Jr.....Client Rel. Mgr.

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 Gilbert Christeon.....Sales Development

Atlanta Office, 800 Peachtree St.

George P. Crumbley, Jr.....Sales Manager

Detroit Office, Fisher Bldg.

Ralph H. Patt, Jr.....Sales Manager
 John S. Logan.....Sales Development

Los Angeles Office, Columbia Square

Roland H. McClure.....Sales Manager
 Ralph Glazer.....Sales Manager

San Francisco Office, Palace Hotel

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

St. Louis Office, 9th & Sidney Sts.

Eugene R. Myers.....Sales Manager

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 Edward Reeve.....Sales and Promotion
 Research Manager
 Howard Miller.....Manager, Coverage and
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 Herbert Schmitz.....Mgr. Graphics and
 Presentations
 Patricia Kewety.....Superin of Rating Services

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 and Promotion
 Leon Luxenberg.....Director, Network Sales
 Presentations
 Arthur Hecht.....Director of Program,
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 David Herzbrun.....Director, Sta. Prom. Svc.
 Naomi Andrews.....Network Copy Chief
 John Tittman.....Production Manager

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 Eric Salline.....Nat'l. Manager
 Edward E. Hall.....Admin. Mgr.

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 Laurette Banks.....Manager, Ticket Bureau

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 Maude Stubner.....Supervisor, Program Typing

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 Dr. Jack Nelson.....Director of Medical Office
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 C. Donald McCullen.....Personal Records &
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 Donald A. Pawzer.....Policy Admin. Mgr.

Photographic

Walter I. Seigal.....Manager

**Special Projects Department
 of CBS News**

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 May Dowell.....Manager
 Dorothy Boyle.....Mgr. Program Records Info

"People To People" Radio Pays Off At Local Level

By SIDNEY J. WOLF
President, Keystone Broadcasting System



THE Keystone network in 1960 showed a 25% increase in billings from our national and regional advertisers, and we think this points most affirmatively to a rising interest in radio and particularly in the Keystone brand of national radio at the grass roots level.

Sales gains are always significant in determining patterns and predictions. But there are also two other major factors which make me think the new year will be a top selling year for KBS and for our advertisers.

We serviced some 80 major advertisers during 1960, and many of them were new to radio and new to our grass roots concept of radio. But I have also seen a marked new interest among many blue-chip advertisers in the C and D counties where Keystone is dominant. Clients are using our stations in these markets to reach listeners in a "people to people" radio effort which pays off at the local point of sale. Almost 90% of our 1,120 Keystone radio stations are located in these C and D counties, penetrating deep into the heart of every community. And 75% of our affiliates are in single-station markets.

Marketing admen—that special class of professionals who work with media as well as with markets and strategy—are more keenly aware this year of the importance of these markets. We think this is why they have bought Keystone facilities in such quantity.

For example, the final quarter of last year showed that six major automotive concerns (and many more different automotive brands of cars and trucks) were using KBS facilities. Another significant KBS buyer group is eight farm market advertisers, producing merchandise and services usable by the farmer

as a worker and by him and his family as general consumers.

These same marketing-media experts are also knowledgeable about how to reach the grass roots consumer with sales effectiveness as well as with quantity coverage. A standout in this kind of imaginative radio buying is a long-time KBS client, the Pet Milk Co. of St. Louis. It and its agency, Gardner Advertising, have developed (and other KBS advertisers do this, too) two transcribed shows of their own tailor-made to two important segments of the total listening audience: the Negro and the farmer.

We think many more radio advertisers will follow this lead of pin-pointing a selective audience, and that they'll back the radio buy with the local-level merchandising aids furnished by Keystone.

General advertisers—such as cigarettes and soaps—are using our Keystone facilities to reach a more general audience comprised of these groups as a mass market. Keystone has as components of its 1,120-station network three divisions: farm, Negro and college.

The farm network of 884 affiliates reaches 77% of all U. S. farms; the Negro network of 463 radio stations, 72% of the total U. S. Negro population; the college network of 355 stations, covering 490 colleges and universities with an enrollment of 752,056 students.

On the basis of a striking 25% sales gain in 1960—a year when many advertisers "held back" because of election uncertainty—I think we can expect this year an even greater sales gain and the investment of many more radio dollars by business and industry at all levels of advertising.

Keystone Broad



casting System



ALABAMA

WRFS Alexander City
WCTA Andalusia
WANA Anniston
WBCA Bay Minette
WEBJ Brewton
WPRN Butler
WRAG Carrollton
WKLF Clanton
WKUL Cullman
WMSL Decatur
WXAL Denopolis
WIRB Enterprise
WULA Eufaula
WBLO Evergreen
WWWF Fayette
WJ01 Florence
WHEP Foley
WZOB Fort Payne
WETO Gadsden
WGEA Geneva
WGYV Greenville
WGSV Guntersville
WJBB Haleyville
WERH Hamilton
WBHP Huntsville
WTHG Jackson
WWWB Jasper
WJAM Marietta
WMOZ Mobile
WMEC Monroeville
WCRL Oneonta
WJHO Opelika
WPID Piedmont
WELR Roanoke
WWWB Russellville
WROS Scottsboro
WHBB Selma
WFEB Sylacauga
WNUZ Talladega
WJDB Thomasville
WTBF Troy
WTBC Tuscaloosa
WABT Tuskegee
WETU Wetumpka

ARIZONA

KCLF Clifton
KCKY Coolidge
KAWT Douglas
KCLS Flagstaff
KZOW Globe
KNOG Nogales
KZOK Prescott
KGLU Safford
KYND Tempe
KMOF Tucson
KYVC Winslow
KOFA Yuma

ARKANSAS

KVRC Arkadelphia
KBTA Batesville
KBBA Benton
KTCN Berryville
KBRI Brinkley
KAMD Camden
KCCN Conway
KCCB Corning
KAGH Crossett
KELD El Dorado
KBIT Fayette
KXJK Ferriday City
KTCS Fort Smith
KH02 Harrison
KFFA Helena
KXAR Hope
KBHS Hot Springs
KBTM Jonesboro
KBOK Matvern
KPCA Marked Tree
KUSA McGehee
KENA Mena
KBHM Monticello
KTLO Mountain Home
KBHC Nashville
KDXE N. Little Rock

KOSE Osceola
KDRS Paragould
KOTN Pine Bluff
KPOC Pocolontas
KXRI Russellville
KWCB Searcy
KUOA Siloam Springs
KBRS Springdale
KWAK Stuttgart
KRLV Walnut Ridge
KWRF Warren
KWYN Wynne

CALIFORNIA

KENL Arcata
KAHI Auburn
KIBS Bishop
KPLV Crescent City
KRDU Dinuba
KXO El Centro
KDAC Fort Bragg
KPER Gilroy
KHSJ Hemet
KCHV Indio
KRCV King City
KCVR Lodi
KNEZ Lompoc
KVON Napa
KSFE Needles
KPRL Paso Robles
KAFP Petaluma
KPAP Redding
KRCK Ridgecrest
KROG Sonora
KSUE Susanville
YTKR Taft
YTKR Turlock
YKUK Ukiah
KAGRI Yuba City

COLORADO

KGIW Alamosa
KRLN Canon City
KVCFC Cortez
KRAJ Craig
KCLR Denver
KIUP Durango
KZIX Fort Collins
KFTM Fort Morgan
KYOU Greeley
KGUC Gunnison
KLMR Lamar
KLOV Loveland
KSLV Monte Vista
KUBC Montrose
KAVI Rocky Ford
KKEK Sterling
KCRF Trinidad

DELAWARE

WSUX Seaford

FLORIDA

WAPG Arcadia
WTRL Bradenton
WWJB Brooksville
WTAN Clearwater
WSUG Clewiston
WCNU Crestview
WDCF Dade City
WQXQ Daytona Beach
WDSP De Funiak Springs
W000 Deland
WPAJ Fernandina Beach
WINK Fort Myers

WARN Fort Pierce
WGGG Gainesville
WZRO Jacksonville
WKWF Key West
WKBX Kissimmee
WDSR Lake City
WIPC Lake Wales
WLIZ Lake Worth
WLBE Leesburg
WNER Live Oak
WMAF Madison
WTOT Marianna
WMIE Miami
WSRA Milton
WNOG Naples
WTMC Ocala
WVFP Palatka
WDLF Panama City
WPFA Pensacola
WPRY Perry
WCNH Quincy
WFOY St. Augustine
WILZ St. Petersburg Beach
WTRR Sanford
WKXY Sarasota
WJCM Sebring
WRGR Starke
WSTU Stuart
WAXE Vero Beach
WAUC Wauchula

GEORGIA

WAAG Adel
WJAZ Albany
WQCS Alma
WDEC Americus
WDOL Athens
WBIA Augusta
WNGR Bainbridge
WHAB Baxley
WBBK Blakely
WGCC Bremen
WMOG Brunswick
WDMF Buford
WGRA Cairo
WCLB Camilla
WLCB Carrollton
WBHF Carlestown
WGAA Cedartown
WCLA Claxton
WRWH Cleveland
WWMJ Cordele
WFGS Covington
WBLJ Dalton
WDDW Dawson
WDMG Douglas
WMLT Dublin
WTJH East Point
WSGC Elberton
WBHB Fitzgerald
WFPM Fort Valley
WFGA Gainesville
WKEU Griffin
WCEH Hawkinsville
WGML Hinesville
WBRJ Jesup
WLFA Lafayette
WLAG La Grange
WYTH Madison
WFRD Manchester
WBIE Marietta
WDAX McRae
WMSG Milledgeville
WVGR Millen
WMRE Monroe
WNGA Moultrie
WBBN Percy
WSFB Quitman
WRGA Rome
WSNT Sandersville
WVNS Statesboro
WVSL Sylva
WSFT Thomason
WKTG Thomsville
WTWA Thonon
WVGS Tifton
WLET Teocoa
WJEM Valdosta
WVOP Vidalia
WKLE Washington
WAYX Waycross
WBRO Waynesboro
WBMK West Point
WIMD Windsor

HAWAII

KIMO Hilo
KAIM Honolulu

IDAHO

KYME Boise
KBAR Burley
KCID Caldwell
KVN1 Coeur d'Alene
KORT Grangeville
KIFI Idaho Falls
KRPL Moscow
KLER Orofino
KEOK Payette
KYTE Pocatello
KPST Preston
KRXX Rexburg
KSRA Salmon
KSPT Sandpoint
KBRV Soda Springs
KEEP Twin Falls

ILLINOIS

WRMS Beardstown
WBYS Canton
WEIC Charleston
WFDV Danville
WF1W Fairfield
WEBQ Harrisburg
WJPF Herrin
WLDS Jacksonville
WKEI Kewanee
WMOK Metropolis
WINI Murnhysboro
WTAY Robinson
WJBD Salem
WFRX West Frankfort

INDIANA

WCBC Anderson
WBNL Boonville
WITE Brazil
WHLT Columbia City
W1LO Frankfort
W1TZ Jasper
WBTO Linton
WORX Madison
WPCO Mount Vernon
WPGW Portland
WSLM Salem
WJCD Seymour
WTCT Tell City
WMFT Terre Haute
WAMW Washington

IOWA

KLGA Algona
KASJ Ames
KJAN Atlantic
KWBG Boone
KWCG Centerville
KCHA Charles City
KCHE Cherokee
KSWI Council Bluffs
KSIJ Creston
KDEC Decatur
KLIL Estherville
KMCD Fairfield
KXGI Fort Madison
KGRN Grinnell
KXIC Iowa City
KLEF Le Mars
KMAQ Maquoketa

KANSAS

KCRB Chanute
KNKC Concordia
KMDO Ford Scott
KIUL Garden City
KBLR Goodland
KAYS Hays
KWBW Hutchinson
KIND Independence
KCL0 Leavenworth
KMAN Manhattan
KNDY Marysville
KNEX McPherson
KJRG Newton
KSEK Pittsburg
KWSK Pratt
KRSL Russell

KENTUCKY

WANY Albany
WBRT Bardstown
WCBL Benton
WLB3 Bowling Green
WTCO Campbellsville
WNE5 Central City
WAIN Columbia
WCTT Corbin
WCPM Cumberland
WCYN Cynthiana
WHFR Danville
WTEL Elizabethtown
WSTL Eminence
WTKN Franklin
WAXU Georgetown
WKAY Glasgow
WHBN Harrodsburg
WKIC Hazard
WSON Henderson
WKQA Hopkinsville
WIKN Irvine
WLBK Lebanon
WMTL Leitchfield
WBLG Lexington
WFMW Madisonville
WXXL Manchester
WNGO Mayfield
WFTM Maysville
WMIK Middlesboro
WFLW Monticello
WMOR Morehead
WMST Mt. Sterling
WNKY Neon
WQMI Owensboro
WSP Paintsville
WKLX Paris
WPKE Pikeville
WPRT Prestonsburg
WPKY Princeton
WEKY Richmond
WRUS Russellville
WLCR Scottsville
WSFC Somerset

LOUISIANA

KDBS Alexandria
KVOB Bastrop
WYNK Baton Rouge
WKBC Bogalusa
WVBC Covington
KSIG Crowley
WLBH Denham Springs
KDLA De Ridder
KEUN Eunice
KLETF Golden Meadow
WFRP Hammond
KVHL Homer

casting System

KCIL Houma
KJEF Jennings
KTOC Jonesboro
KLPL Lake Providence
KLJA Leesville
KDBC Mansfield
KAPB Marksville
KASO Minden
KLIC Monroe
KMRC Morgan City
KNOC Natchitoches
KANE New Iberia
KREH Oakdale
KWCL 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
WPTX Lexington Park
WICO Salisbury
WTRR Westminster

MASSACHUSETTS

WREB Holyoke
WSRO Marlboro
WMRC Milford
WBEC Pittsfield
WARE Ware

MICHIGAN

WALM Albion
WOWE Allegan
WLEW Bad Axe
WBRN Big Rapids
WMRP Flint
WGHN Grand Haven
WPLB Greenville
WFPL Hancock
WEGH Hastings
WCSR Hillsdale
WIKB Iron River
WJMS Ironwood
WJPD Ishpeming
WKLA Ludington
WITE Manistee
WDOG Marine City
WDMJ Marquette
WAGN Menominee
WCEN Mt. Pleasant
WMA8 Munising
WNIL Niles
WHLS Port Huron
WHIC St. Helen
WIOS Tawas City

MINNESOTA

KASM Albany
KXRA Alexandria

KANO Anoka
KBUN Bemidji
KBMO Benson
KBMW Breckenridge
WKLK Cloquet
KROX Crookston
WELY Ely
WEVE Eveleth
KOZY Grand Rapids
KODU Hutchinson
CF0B International Falls
KLYF Little Falls
KEYL Long Prairie
KRFO Dwatonna
WCMP Pine City
KLOH Pipestone
KCUE Red Wing
KWEB Rochester
WAVN Stillwater
KDOM Windom
KAGE Winona

MISSISSIPPI

WAMY Amory
WBLE Batesville
WCGM Biloxi-Gulfport
WBIP Booneville
WJMB Brookhaven
WDOB Canton
WGLC Centerville
WROX Clarksdale
WCLD Cleveland
WJCU Columbia
WCBI Columbus
WMAA Corinth
WMAE Forest
WJFR Greenville
WGRM Greenwood
WNAE Grenada
WXXX Hattiesburg
WMDZ Hazlehurst
WPCP Houston
WDLT Indianola
WJQS Jackson
WKDZ Kosciusko
WAML Laurel
WXTN Lexington
WLSM Louisville
WHHT Lucedale
WMBE Macon
WSJC Magee
WAPF Mc Comb
WMOX Meridian
WMIS Natchez
WNAU New Albany
WSUH Oxford
WPMP Pascagoula
WRJW Picayune
WSSO Starkville
WELQ 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
KDIX Dexter
KREI Farmington
KQOS Jefferson City
KIRX Kirksville
KWTF Lebanon
KTCC Malden
KNIM Maryville
KNCM Moberly
KRMO Menett
KRLS Mountain Grove
KBTN Neosho
KNEM Nevada
KRMS Osage Beach
KWOC Poplar Bluff
KMIS Portageville

KYRO Potosi
KTTR Rolla
KSGM Ste. Genevieve
KSMO Salem
KDRB Sedalia
KICK Springfield
KALM Thayer
KTTN Trenton
KLPW Union
KOKD Warrensburg
KWRE Warrenton
KWPM West Plains

MONTANA

KBMN Bozeman
KUDI Great Falls
KOJM Havre
KGEZ Kalispell
KLCB Libby
KPRK Livingston
KATL Miles City
KLLL Missoula
KVCK Wolf Point

NEBRASKA

KCOW Alliance
KCSR Chadron
KJSC Columbus
KTNC Falls City
KHUB Fremont
KHAS Hastings
KLVR Holdrege
KGFW Kearney
KBRL Mc Cook
KDRY Nebraska City
KODY North Platte
KOGA Ogallala
KBRX O'Neill
KSID Sidney
KRFS Superior
KAWL York

NEVADA

KBET Reno

NEW HAMPSHIRE

WKXL Concord
WLNH Laconia
WSMN Nashua
WCNL Newport

NEW JERSEY

WNNJ Newton

NEW MEXICO

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

KOTS Deming
KWEW Hobbs
KOB6 Las Cruces
KRSN Los Alamos
KENM Portales
KRTN Raton
KBIM Roswell
KSIL Silver City
KSRC Socorro
KCHS Truth or
Consequences
KTNM Tucumcari

NEW YORK

WMBO Auburn
WFLR Dundee
WDOE Dunkirk
WOSC Fulton
WBAZ Kingston
WLFH Little Falls
WICY Malone
WIRY Plattsburgh
WREM Remsen
WGGG Salamanca
WNBZ Saranac Lake
WRSR Saratoga Springs
WDLA Walton

N. CAROLINA

WABZ Albemarle
WGWR Asheville
WCGC Belmont
WBM1 Black Mountain
WATA Boone
WBBB Burlington
WEGO Concord
WCBC Dunn
WCDJ Edenton
WCNC Elizabeth City
WBLA Elizabethtown
WFAT Fayetteville
WBFO Forest City
WFSC Franklin
WVFG Fuquay Springs
WJRI Lenoir
WLTG Gastonia
WFMC Goldsboro
W00W Greenville
WKD Hamlet
WNC Henderson
WHKP Hendersonville
WHPE High Point
WLAS Jacksonville
WELS Kinston
WEWO Laurinburg
WLDE Leaksville
WJRI Lenoir
WBUY Lexington
WYRN Louisburg
WTSB Lumberton
WMMH Marshall
WMA8 Monroe
WHHP Mooresville
WFAI Morgantown City
WMCN Morgan City
WPAQ Mount Airy
WKRK Murphy
WRNB New Bern
WNNC Newton
WKBC N. Wilkesboro
WDEI Norfolk
WFRC Reidsville
WCEC Rocky Mount
WVGP Sanford
WOHS Shelby
WMPM Smithfield
WEEB Southern Pines
W00E Spruce Pine
W51C Statesville
WMSJ Sylva
WTYN Tryon
WADE Wadesboro
WLSE Wallace
WHCC Waynesville
W00E Weldon
WWSK W. Jefferson
WENC Whiteville
WLLY Wilson

NORTH DAKOTA

KQDI Bismarck
KNDC Hettinger
KEYJ Jamestown
KQDX Minot
KEYD Oakes
KQVC Valley City

OHIO

WNCO Ashland
WLE Cambridge
WBEX Chillicothe
WJEH Gallipolis
WSRW Hillsboro
WIRO Ironton
WLMJ Jackson
WWIZ Lorain
WTIG Massillon
WMPD Middleport
WPTW Piqua
WIO1 Portsmouth
WBLY Springfield
WCHO Wellington Court
House
WKQV Wellston
WVST Wooster

OKLAHOMA

KADA Ada
KQHW Altus
KVSO Ardmore
KLTR Blackwell
KWOC Chickasha
KWPR Claremore
KWOE Clinton
KUSH Cushing
KRHD Duncan
KSEO Durant
KBK8 Elk City
KCRK Enid
KATF Frederick
KWRW Guthrie
KGYN Guymon
KTJS Hobart
K1HN Hugo
KTMK McAlester
KGLC Miami
K10K Norman
KBVE Oklahoma City
KOKL Okmulgee
KVLH Pauls Valley
KLCO Poteau
KOLS Pryor
KTLQ Tahlequah
KWSH Tri-City
KVIN Vinita

OREGON

KWIN Ashland
KVAS Astoria
KBBR Baker
KBND Bend
K10K Brookings
KRNS Burns
KWRO Coquille
KLOO Corvallis
KWVR Enterprise
KGRD Gresham
K10K Hillsboro
KAGO Klamath Falls
K10B La Grande
KQIK Lakeview
KGAL Lebanon
KMCN McMinnville
KNPT Newport
KSRV Ontario
KUMA Pendleton
KOH1 St. Helens
KODL The Dalles

PENNSYLVANIA

WAVL Apollo
 WNCG Barnesboro
 WBFJ Bedford
 WBRX Berwick
 WCGL Carbondale
 WESA Charleroi
 WWCN Clarion
 WCVI Connessville
 WOTR Corry
 WEZN Elizabethtown
 WFAJ Farrell
 WHUN Huntingdon
 WDAD Indiana
 WADP Kane
 WACB Kittanning
 WSHH Latrobe
 WITT Lewisburg
 WKRZ Oil City
 WPTS Pittston
 WPAZ Pottstown
 WPIE Pottsville
 WKMC Roaring Spring
 WATS Sayre
 WMAJ State College
 WAYZ Waynesboro
 WLYC Williamsport

RHODE ISLAND

WWRI West Warwick

S. CAROLINA

WABV Abbeville
 WAKN Aiken
 WAIM Anderson
 WBDW Bamberg
 WBAA Barnwell
 WBLR Batesburg
 WBEU Beaufort
 WAGS Bishopville
 WACA Camden
 WCAJ Cayce
 WOKC Charleston
 WCRC Cheraw
 WGDJ Chester
 WPCC Clinton
 WDSG Dillon
 WELP Easley
 WELS Florence
 WFIS Fountain Inn
 WFGN Gaffney
 WGTN Georgetown
 WGSW Greenwood
 WEAB Greer
 WBHC Hampton
 WHSC Hartsville
 WDKD Kingstree
 WLCM Lancaster
 WYMB Manning
 WJAY Mullins
 WMYB Myrtle Beach
 WDKK Newberry
 WTDN Orangeburg
 WRHI Rock Hill
 WSNW Seneca
 WTHE Spartanburg
 WFIG Sumter
 WBCU Union
 WALD Walterboro

SOUTH DAKOTA

KABR Aberdeen
 KBFS Belle Fourche
 KBRK Brookings
 KOBH Hot Springs

KIJV Huron
 KIAM Madison
 KOLY Mobridge
 KCFX Pierre
 KEZU Rapid City
 KISD Sioux Falls
 KWAT Watertown

TENNESSEE

WEAG Alcoa
 WLAR Athens
 WFHG Bristol
 WRKM Carthage
 WMCH Church Hill
 WJZM Clarksville
 WCLE Cleveland
 WKRM Columbia
 WHUB Cookeville
 WLSB Copperhill
 WKBI Covington
 WAEW Crossville
 WDNT Dayton
 WKMB Dickson
 WDSG Dyersburg
 WEKR Fayetteville
 WAGG Franklin
 WHIN Gallatin
 WGRV Greenville
 WHBT Harriman
 WRJ Humboldt
 WDXI Jackson
 WCLC Jamestown
 WKXV Knoxville
 WLAJ La Follette
 WDXE Lawrenceburg
 WLTL Lenoir City
 KRBA Lufkin
 WDXL Lexington
 WMSR Manchester
 WMMT McMinnville
 KWAM Memphis
 WHEY Millington
 WCRI Morristown
 WGNB Murfreesboro
 WNO Nashville
 WLIK Newport
 WATO Oak Ridge
 WBNR Oneida
 WTPR Paris
 WTRB Ripley
 WORM Savannah
 WLIJ Shelbyville
 WEPG S. Pittsburg
 WDBL Springfield
 WENK Union City
 WCDT Winchester

TEXAS

KVLF Alpine
 KBUY Amarillo
 KACT Andrews
 KBUD Athens
 KALT Atlanta
 KRUN Ballinger
 KIOX Bay City
 KWBA Baytown
 KBIC Beaumont
 KBLT Big Lake
 KBYG Big Spring
 KFYN Bonham
 KBBB Borger
 KNEL Brady
 KSTB Breckenridge
 KWHI Brenham
 KBWD Brownwood
 WTAW Bryan
 KBEN Carrizo Springs

KGAS Carthage
 KCTX Childress
 KCAH Clarksville
 KVLB Cleveland
 KSTA Coleman
 KVMC Colorado City
 KMCO Conroe
 KAND Corsicana
 KIVY Crockett
 KXIT Dalhart
 KDLK Del Rio
 KDNT Denton
 KDDD Dumas
 KEPS Eagle Pass
 KERC Eastland
 KP50 Fairfuries
 KFLD Floydada
 KFTL Ft. Stockton
 KNAF Fredericksburg
 KBRZ Freeport
 KGAF Gainesville
 KCTI Gonzales
 KSWA Graham
 KGVJ Greenville
 KCLW Hamilton
 KWRD Henderson
 KPAN Hereford
 KHBR Hillsboro
 KSAM Huntsville
 KEBE Jacksonville
 KTXJ Jasper
 KMBL Junction
 KAML Kenedy
 KERB Kermit
 KERV Kerrville
 KOCA Kilgore
 KLEN Killen
 KVLG LaGrange
 KPEL Lamesa
 KVOZ Laredo
 KLVJ Levelland
 KUCO Littlefield
 KLSB Livingston
 KLUJ Longview
 KLLL Lubbock
 KRBA Lufkin
 KMHT Marshall
 KCMR McCombs
 KBUS Mexia
 JIBC Midland
 KORC Mineral Wells
 KIRT Mission
 KVKM Monahan
 KIMP Mt. Pleasant
 KZOL Muleshoe
 KEEC 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 Quanah
 KSOX Raymondville
 KTXL San Angelo
 KBAL San Saba
 KSMJ Seymour
 KSEY Seymour
 KBYP Shamrock
 KDSX Sherman
 KSNY Snyder
 KDWT Stamford
 KSTV Stephenville
 KSST Sulphur Springs
 KXOX Sweetwater
 KTAJ Taylor
 KTER Terrell
 KTF5 Texarkana
 KTLW Texas City
 KTUE Tulia
 KTTB Tyler
 KVOU Uvalde
 KWVC Vernon
 KVIC Victoria
 KBEC Waxahachie
 KZEE Weatherford

UTAH

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

VERMONT

WSNU Barre
 WIKE Newport
 WWSR St. Albans
 WTSN St. Johnsbury

VIRGINIA

WKLV Blackstone
 WELK Charlottesville
 WMEK Chase City
 WBCR Christiansburg
 WKEY Covington
 WCAV Culpeper
 WEVA Emporia
 WFAX Falls Church
 WYSR Franklin
 WFLS Fredericksburg
 WFTR Front Royal
 WBOB Galax
 WGAT Gate City
 WDDY Gloucester
 WMNA Gretna
 WHAP Hopewell
 WLES Lawrenceville
 WREL Lexington
 WBRG Lynchburg
 WMEV Marion
 WMYA Martinsville
 WSGJ Mount Jackson
 WNVA Norton
 WJMA Orange
 WJPA Petersburg
 WPUV Pulaski
 WRIC Richlands
 WRIS Roanoke
 WYTI Rocky Mount
 WHLF South Boston
 WLPM Suffolk
 WESR Tasley
 WEER Warrenton
 WNNT Warsaw
 WBYB Waynesboro
 WINC Winchester
 WYVE Wyalusing

VIRGIN ISLANDS

WIVI Christiansted

WASHINGTON

KAGT Anacortes
 KARI Blaine
 KELA Conalia
 KCLX Colfax
 KCVL Colville
 KULE Ephrata
 KNBX Kirkland
 KEDD Longview
 KGY Olympia
 KRSC Othello
 KPKW Pasco
 KONP Port Angeles
 KARY Prosser
 KAYE Puyallup

KAPA Raymond
 KENE Toppenish
 KKEY Vancouver
 KTEL Walla Walla
 KUEN Wenatchee

WEST VIRGINIA

WTIP Charleston
 WBOY Clarkburg
 WDNE Elkins
 WTCS Fairmont
 WKYR Keyser
 WPEM Martinsburg
 WHJC Matawan
 WCLG Morgantown
 WETZ New Martinsville
 WPAR Parkersburg
 WLOH Princeton
 WVAR Richwood
 WRON Ronceverte
 WELC Welch
 WHAW Weston

WISCONSIN

WAPL Appleton
 WATW Ashland
 WECL Eau Claire
 WDUZ Green Bay
 WTKM Hartford
 WWSM Hayward
 WLDY Ladysmith
 WLDY Ladysmith
 WDLB Marshfield
 WIGM Medford
 WMNE Menomonie
 WXMT Merrill
 WFPF Park Falls
 WSWW Plattville
 WPLY Plymouth
 WIBU Poynette
 WRDB Reedsburg
 WJMC Rice Lake
 WRCO Richland Center
 WTCH Shawano
 WCOW Sparta
 WDOR Sturgeon Bay
 WTRW Two Rivers
 WISV Viroqua
 WTTN Watertown
 WDXU Waupaca
 WHVF Wausau
 WBKV West Bend

WYOMING

KBBS Buffalo
 KATI Casper
 KWVO Cheyenne
 KWIV Douglas
 KLUK Evanston
 KIML Gillette
 KOVE Lander
 KOWB Laramie
 KASL Newcastle
 KPOW Powell
 KRAL Rawlins
 KVR5 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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Noel A. Rhys.....	Executive Vice-President
Edwin R. Peterson.....	Senior Vice-President
William Bayer.....	Vice-President
Charles A. Hammarstrom.....	Vice-President
Arthur Wolf (Director).....	Secretary-Treasurer

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Phone: ELdorado 5-3720

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Charles A. Hammarstrom.....	Vice-President
James S. Gessner.....	Account Executive
Patricia Ennis.....	Office Manager

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Edwin R. Peterson.....	Senior Vice-President
Arthur Wolf.....	Secretary-Treasurer
Paul Kolar.....	Controller
William Wolf, John Hartigan.....	Account Executives
Charlotte Tucker.....	Director of Station Relations
Anita Larie.....	Auditor
Jane C. McFadgen.....	Traffic Manager, Program Director
George Wharton.....	Research Director

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Jerry Holtman.....	Account Executive
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Broadcasting Managements' Future Must Be Planned Today!

By ROBERT F. HURLEIGH
President, Mutual Broadcasting System

BBROADCASTING came into its own last year. Its foundations were firmly established, its roots deeply implanted.

In one fell swoop — and by virtue of its emphasis on public interest, public affairs and news programming — it proved that both its media have infinite impact on the American public, so positive an impact as to create an unprecedented close Presidential election with the highest outpouring of voters in all American history.

Broadcasting no longer need take a back seat to anyone — particularly its outspoken critics. But it must cement its prestige position by providing means whereby the same creative forces which provided the pedestal can be sustained down through the years.

There is one particular area in the entire broadcasting field that needs pattern-changing. This is the development and sponsorship of younger talents to eventually replace those in managerial drivers' seats. This must be done immediately — to keep that steady infusion of new plasma, new creativity and newer viewpoints so necessary to the pyramidal projection of its various fortes.

The technical operations in both broadcasting media are well adjusted to the constant need and flow of engineering personnel. Technical schools on both university and vocational levels have mushroomed throughout the country with a steady outpouring of trained personnel as a direct result.

But for the management side — particularly creative management — there are no such schools and there is no steady crop of young executives who readily can step into

the pioneers' shoes to keep the treadmill turning properly. Accountants are not broadcasters — and neither are attorneys. Yet, in too many instances we are finding trainees for pedestrian, formula-ridden corporate posts becoming key management personnel in a field predicated on imagination, creativity and extreme mobility and fluidity in action.

Nor is there any pat formula or curriculum that now can be prescribed as an educational guidepost for future management personnel. Perhaps the simplest technique to follow would be: (1) a good general college background with basic understandings of cultural developments, history, sociology and the arts; (2) a broad understanding of the principles serving as the foundation stones for formulation of the Federal Communications Act and the decrees and mandates issued by the F.C.C. under that statute; (3) a general understanding of good business practices; (4) a basic desire to be in a service profession and be outstanding and lead in that profession; (5) a pleasing personality and (6) a flair for imaginative, creative thinking.

These are merely suggested prerequisites. As broadcasting increases its impact on community life, becomes more integrated into internal functions of communities and more widely used as basic communications arms specialized skills will have to be developed forcefully to cope with broadened horizons. Broadcasters could do well to adopt the practice of major industry, which now invests in its future leaders at the high school level. Such thinking would provide milestones most important to the future of the broadcasting industry, too.

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1440 Broadway, New York 18, N. Y.
Telephone: BRyant 9-7600

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Carter C. Peterson.....	WBYG, Savannah, Ga., V. Ch.
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.
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Dist. 8—S. R. Gordon.....	KQBY, San Francisco

Non-Metropolitan Mkt. Reps

Dist. 1—Victor C. Diehm.....	WAZL, Hazleton, Pa.
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Mutual stations go network and

*Mutual gives you
the advantage of network
facilities and still
lets you do your own
local programming!*

*That's the successful
secret of a Mutual
affiliation. You get
network facilities—
on-the-spot news reported
by authoritative
newscasters, plus a wide
range of music, sports and
special events. At the same
time you are free to do
your own local programming
—local personalities,
local features and
immediate area coverage.*

*With a combination
like this, small wonder
that so many stations are
happy with the
Mutual Radio Network.*

stay local

*Mutual Stations are
making money—can
you think of a better
reason for considering
a Mutual Radio
Network affiliation?*

**MUTUAL
RADIO
NETWORK**

*A Service to
Independent Stations*

STOP! Mutual Radio is the only network that gives this guarantee: 80% clearance across the board in all prime time slots! **LOOK!** All of Mutual's 400 affiliates are sold on Mutual's "Go Network—Stay Local" programming concept. Result? Clearances are not a problem.

**MUTUAL
CLEARS
THE AIR**

LISTEN! You hear what you buy on Mutual Radio. Your client's clearance pattern becomes established with the airing of his first announcement. Mutual Radio gives you your advertising schedule . . . not rebates. **GO!** Want a guaranteed 80% clearance in prime time? Buy Mutual!

**MUTUAL
RADIO**

A SERVICE TO INDEPENDENT STATIONS • Subsidiary of Minnesota Mining & Manufacturing Company 

ALABAMA

WIZB Birmingham
 WBVE Calera
 WMSL Decatur
 WXAL Demopolis
 WIDG Dothan
 WFLA Eufaula
 WJOT Florence
 WJIB Haleyville
 WBHF Huntsville
 WJHO Opelika
 WFEB Selma
 WTHF Troy
 WTBC Tuscaloosa

ARIZONA

KCLF Coolidge
 KWJB Globe
 KNOG Nogales
 KOY Phoenix
 KGLE Safford
 KPTC Tucson
 KXNC Winslow

ARKANSAS

KAMH Camden
 KTCS Fort Smith (D)
 KFEA Helena
 KBTM Jonesboro
 KXMA Magnolia (D)
 KQOA Sibbald Springs (D)

CALIFORNIA

KMAP Bakerfield
 KWTC Barstow
 KPAY Chico
 KTCO El Centro-Calexico
 KEM Eureka
 KXNO Fresno
 KAVL Lancaster
 KPOL Los Angeles
 KMYC Marysville
 KYOS Merced
 KPFL Paso Robles
 KPHG Redding
 KSHW Salinas-Monterey
 KITO San Bernardino
 KSON San Diego
 KQBY San Francisco
 KVEP San Luis Obispo
 KROK Tulare-Visalia
 KVEN Ventura
 KMSL Ukiah

COLORADO

KIMN Denver
 KZIX Ft. Collins
 KULN Glenwood Springs (D)

CONNECTICUT

WAIS Ansonia
 WJNF Hartford-Manchester
 WLJS New London
 WTOR Torrington
 WWO Waterbury
 WAIS Ansonia-New Haven (D)
 WLI Willimantic

DELAWARE

WDOV Dover (D)

DISTRICT OF COLUMBIA

WOL Washington

FLORIDA

WSWX Belle Glade
 WBDI Bradenton
 WDFP Dade City
 WROD Daytona Beach
 WZOK Jacksonville
 WDSR Lake City
 WLEB Leesburg
 WMMB Melbourne
 WKAT Miami
 WELY Milton-Pensacola (D)
 WSHR New Smyrna Beach
 WTMV Ocala
 WAHR Orlando
 WCNH Quincy
 WLKY St. Petersburg-Tampa
 WSPC Stuart
 WTAL Tallahassee
 WSSM Valparaiso
 WFTB Vero Beach
 WFT West Palm Beach
 WSHR Winter Haven

GEORGIA

WGFS Atlanta (D)
 WBBQ Augusta
 WMOG Brunswick
 WHPH Cartersville
 WGBA Columbus (D)
 WJMJ Cordele
 WMLT Dalton (D)
 WBHB Fitzgerald

WYGA Gainesville

WKRT Griffin
 WLAJ La Grange
 WMYG Milledgeville
 WCOH Newnan
 WRGA Rome
 WRNY Savannah
 WPTW Thompston
 WGOV Valdosta
 WAXN Waycross

ILLINOIS

WAIT Chicago
 WTVY Danville
 WGH, Galesburg
 WJPF Herrin

INDIANA

WBNI Boonville
 WXLW Indianapolis
 WASK Lafayette
 WSAL Logansport
 WJVA South Bend (D)
 WROW Terre Haute
 WAOV Vintonnes

IOWA

KROS Clinton
 KSTP Davenport
 KWKY Des Moines
 WDRQ Dubuque
 KVEP Fort Dodge
 KOEN Keokuk
 KRWL Waterloo

KANSAS

KSAL Salina
 KTOP Topeka
 KAKE Wichita

KENTUCKY

WLIB Bowling Green
 WPKY Frankfort
 WLAP Lexington
 WPMF Louisville (D)
 WPMW Madisonville (D)
 WPTM Maysville
 WKYB Paducah
 WSHF Paducah
 WPKK Pikeville
 WSPC Somerset

LOUISIANA

WKIK Bogalusa
 KSGI Crowley
 KETX Eunice
 KLOL Monroe
 KMRO Morgan City (D)
 WJMR New Orleans (D)
 KJOH Strevport
 KLOU Lake Charles

MAINE

WARI Bangor
 WPOR Portland
 WAGM Presque Isle

MARYLAND

WTHI Baltimore
 WKYR Cumberland Keyer,
 W Va. (D)
 WJEL Hagerstown
 WBOC Salisbury

MASSACHUSETTS

WORI Boston (D)
 WALE Fall River
 WPTM Springfield (D)
 WESX Salem
 WCMW Lawrence (D)
 WSRB Great Barrington
 Pittsfield

MICHIGAN

WHRV Ann Arbor
 WSMN Benton Harbor,
 St. Joseph
 WKMH Detroit
 WDRB Escanaba
 WAMS Flint
 WAMV Grand Rapids (D)
 WHTP Holland
 WKLZ Kalamazoo (D)
 WMSN Muskegon (D)

MINNESOTA

KACS Austin
 KBMV Brocktonridge
 WQMN Duluth-Superior (D)
 WELY Ely
 WEVB Eveleth
 KOZY Grand Rapids
 WPRC Minneapolis
 KWAD Wadena

MISSISSIPPI

WAMY Amory (D)



WLOX Biloxi-Cullman
 WJMB Brookhaven
 WROX Clarkdale
 WBTI Columbus
 WJPR Greenville
 WJGS Jackson
 WLEO Tupelo
 WYGT Vicksburg
 WROB West Point
 WONA Winona (D)

MISSOURI

KHMO Hannibal
 KWOS Jefferson City
 WMBI Joplin
 KHKC Kansas City (D)
 KRGO Mexico
 KRKS St. Joseph
 WBSW St. Louis (D)

MONTANA

KGCX Sidney
 KVCX West Point

NEBRASKA

KGFW Kearney
 KLMN Lincoln
 KRLH, Nelook (D)

NEVADA

KORK Las Vegas
 KRET Reno

NEW JERSEY

WLDJ Atlantic City
 WSNJ Bridgeton
 WPTM Trenton
 WEMc Wildwood

NEW MEXICO

KALG Alamogordo
 KHAM Albuquerque
 KSNV Artesia
 KMTW Hobbs
 KGL, Roswell
 KSH, Silver City

NEW YORK

WOKO Albany

WMRO Auburn

WBTA Batavia
 WKOP Binghamton
 WEBR Buffalo
 WJLI Buffalo-Niagara
 Falls (D)
 WTLI Corning
 WLEA Hornell (D)
 WEBH Horseheads Elmira
 Heights (D)
 WJOC Jamestown
 WIOY Malone
 WOL New York
 WYXJ New York-Newark,
 N.J.

WLSB Ogdensburg

WIRY Plattsburgh
 WJMK Syracuse (D)
 WKAL Utica-Rome

NORTH CAROLINA

WSE Asheville
 WAYS Charlotte
 WBBB Burlington (D)
 WGGC Belmont-Charlotte
 WGAJ Elizabeth City
 WENS Fayetteville
 WPGP Fuquay Springs (D)
 WBG Greensboro
 WLNK Henderson (D)
 WLOE Lenoirville
 WJRI Lenoir
 WSYD Mt. Airy
 WHTP New Bern
 WBTB Roanoke Rapids
 WSTP Salisbury
 WOHNS Shelby
 WGNL Wilmington
 WATR Winston-Salem
 WGTM Wilson

NORTH DAKOTA

KDLR Devils Lake
 KVOX Fargo (Moorhead,
 Minn.)
 KBYJ Jamestown
 KJPM Minot
 KOVC Valley City

OHIO

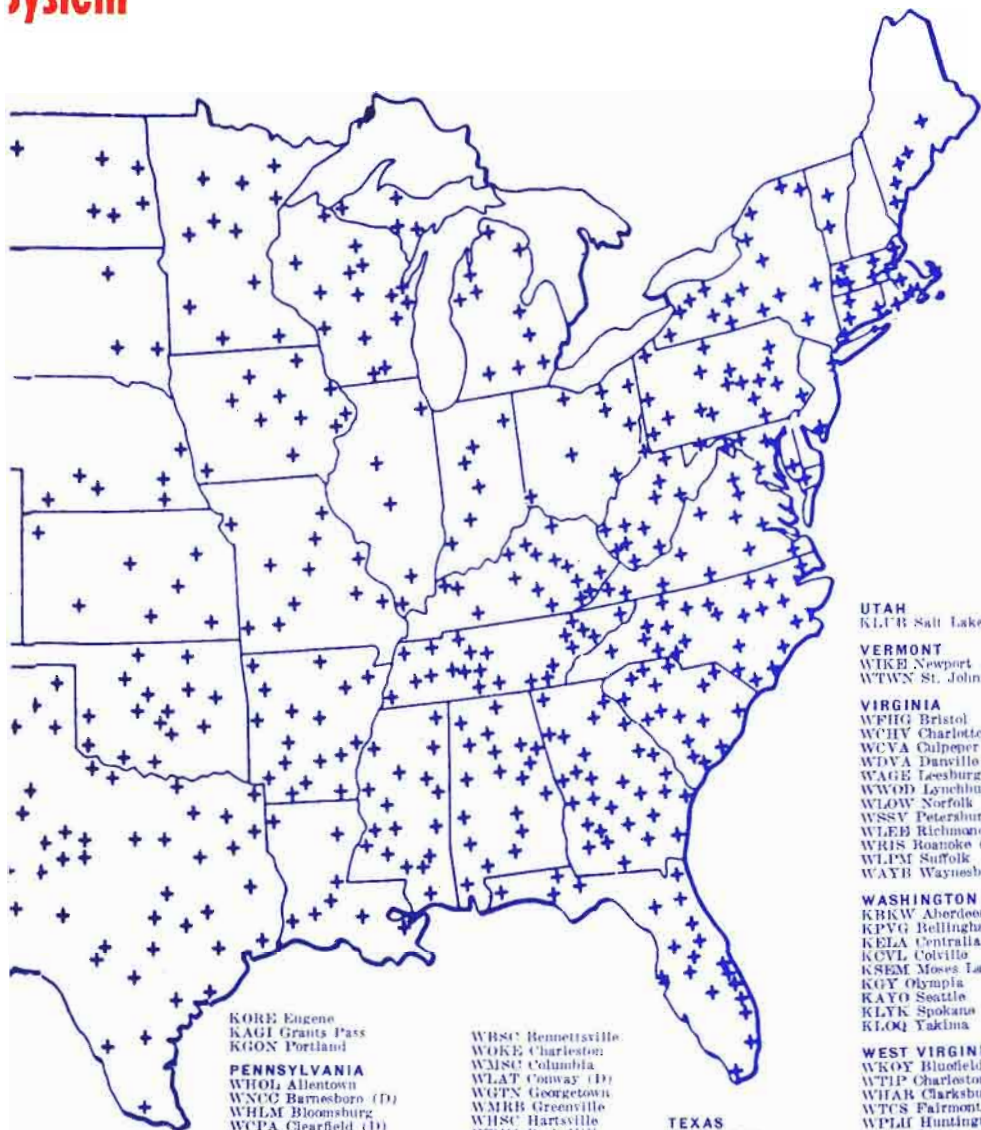
WHKK Akron (D)
 WNCO Ashland
 WNCN Canton (D)
 WBEX Chillicothe (Dual)
 WZLJ Cincinnati (D)
 WDOK Cleveland
 WTVN Columbus
 WJER Dover
 WIOI Ironton
 WLEU Sandusky
 WSTV Steubenville
 WOLB Toledo
 WBRW Youngstown

OKLAHOMA

KWON Bartlesville
 KPOK Oklahoma City
 WBBZ Ponca City
 KGEF Shawnee
 KTL, Tulsa

OREGON

KWIL Albany
 KAST Astoria



KORE Eugene
KAGI Grants Pass
KGOX Portland

PENNSYLVANIA

WHOL Allentown
WNCG Barnesboro (D)
WHLM Bloomsburg
WCPA Clearfield (D)
WJET Erie
WFERA Franklin (D)
WYMB Harrisburg
WAZL Hazleton
WCHO Johnstown
WLAN Lancaster
WAKU Latrobe (D)
WBZP Lock Haven
WIP Philadelphia
WMAK Pittsburgh-Mc Keesport
WPPA Pottsville
WKBI St. Mary's
WMAJ State College
WTRN Tyrone-Altosna (D)
WJPA Washington
WNBPT Wellsboro
WBAK Wilkes-Barre
WYOW York
WICK Scranton

RHODE ISLAND

WRIB Providence

SOUTH CAROLINA

WANS Anderson

WRSC Bennettsville
WOKC Charleston
WMSL Columbia
WLAT Conway (D)
WGTN Georgetown
WMRB Greenville
WJSC Hartsville
WRHI Rock Hill
WSNW Seneca (D)
WFIG Sumter

SOUTH DAKOTA

KIJV Huron
KORN Mitchell
KWAT Watertown

TENNESSEE

WLAH Athens
WOGA Chattanooga
WJZM Clarksville
WBAC Cleveland
WGBR Fayetteville
WETL Johnson City (D)
WKXY Knoxville (D)
WJLM Lewisburg
WLIV Livingston (D)
WMMT McMinnville
WCRK Morristown
WQNS Murfreesboro
WNAI Nashville (D)
WATO Oak Ridge
KWAM Memphis

TEXAS

KWKQ Abilene
KRBT Austin (D)
KIOX Bay City
KILUZ Borger
KBWD Brownwood
KORA Bryan
WRR Dallas-Forth Worth
KSET El Paso
KRBT Houston (D)
KEBB Jacksonville
KLEN Kilren (D)
KLLI Lubbock (D)
KTRE Lufkin
KMHT Marshall
KYKM Monahans
KVDN Pampa
KEYB Perryton
KPAJ Port Arthur-Beaumont
KMAC San Antonio
KRRY Sherman-Denison
KSNY Snyder
KVON Victoria
KWTX Waco
KATR Corpus Christi

UTAH
KLTU Salt Lake City

VERMONT
WIKI Newport
WTVN St. Johnsbury

VIRGINIA
WFHG Bristol
WCIV Charlottesville
WCVA Culpeper
WDVA Danville
WAGE Leesburg
WWOD Lynchburg
WLOW Norfolk
WSSV Petersburg
WLEB Richmond
WROK Roanoke (D) (Dual)
WLFM Suffolk
WAYB Waynesboro

WASHINGTON
KRKW Aberdeen
KPYG Bellingham
WLMZ Centralia-Thuhalis
KCVL Coivillo
KSEM Moses Lake
KGY Olympia
KAYO Seattle
KLYK Spokane
KLOQ Yakima

WEST VIRGINIA
WKOY Bluefield
WTIP Charleston
WHAR Clarksburg
WTCS Fairmont
WPLI Huntington (D)
WLAG Logan
WMMO Montgomery
WYAP Parkersburg
WYAR Richmond (D)
WBTH Williamson

WISCONSIN
WIBY Appleton
WBLZ Beloit
WRIZ Eau Claire
KPIZ Fond du Lac
WJPG Green Bay
WISM Hayward (D)
WULO Janesville
WISM Madison
WOMT Manitowee
WPOX Milwaukee (D)
WIBU Payette
WRDB Reedsburg
WJMC Rice Lake
WQMN Superior
WPHR Wisconsin Rapids

WYOMING
KWVO Cheyenne



'Sounds Of The '60's' Bears Significance At NBC in 1961

By WILLIAM K. McDANIEL,
Exec. Vice President in Charge, NBC Radio Network

THE year 1960 was one of the most significant in the history of NBC Radio. On January 4th of that year we broke sharply with a traditional broadcasting formula as old as the networks themselves and launched a new programming concept designed to meet the urgencies of our fast-changing times, as well as the stepped-up requirements of our affiliate stations and the advertisers. We called the new format "The Sound of the Sixties."

Our new programming pattern was adapted after years of experimentation and exhaustive discussion with our affiliates. Faced with a decade which promised world-wide changes and news developments at a rate never before experienced, NBC Radio geared its programming accordingly. We dropped the out-moded "soap operas" and variety shows from the NBC schedule and built "The Sound of the Sixties" around such services as "Monitor" and "News on the Hour," adding "Emphasis" and expanding our schedule of sports, special events, information and public service programs.

By the second quarter of 1960 the new format was proving its effectiveness in every way. For the first time in over eight years, the NBC Radio Network was in a profit position and a chain reaction of progress had set in.

Because the new program structure was better designed to meet the needs of the NBC Radio affiliates, station clearances went up from an approximate 80% to an average of better than 95%. This increased advertiser acceptance, permitted rate increases and dramatically improved ratings, all of which in turn raised the payment of compensation to the stations and consolidated the network's profit position. At the year's end, NBC Radio had enjoyed its most successful twelve months since the early fifties—a full year in the black.

As important as 1960 was as "the year of the breakthrough" for the NBC Radio Network, its bearing on 1961 is fully as significant.

NBC Radio entered the New Year in the black with a profit already guaranteed for the first quarter. By the middle of January, "News on the Hour" was sold out for the entire year and the Network had more business on the books for the second quarter than it has had for the last four years.

Based on the solid foundation established during 1960, the NBC Radio Network plans to continue its expansion in the direction of news, special events, public information, public service and sports. (During 1960 NBC Radio broadcast special programs covering world crises in Cuba, the Congo, Algiers, Laos and the U.N.; the Conventions, Presidential Campaigns, the election and the Inauguration; the summer and winter Olympics and many other events of national interest.)

In 1961 we plan to make even wider use of the NBC News Department's unexcelled facilities around the world. Immediate contact with all our affiliate stations will be maintained on a moment-to-moment basis through the use of the Hotline Control Box which NBC originated in 1956.

Another major project during 1961 will be the introduction of new and timely features and production techniques into "Monitor." The "Monitor" service has become so universally recognized by affiliates and advertisers alike that we feel it deserves our continuing special attention.

The NBC Radio Network faces the year 1961 with a programming format which has proved itself, meeting every test throughout the last year. As further evidence that the course we chose in January, 1960 was in tune with the times, others in the industry are beginning to move in the same direction NBC Radio pioneered over a year ago.

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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)

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NBC SPOT SALES**

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NBC Spot Sales
Hugh F. Del Regno... Dir., Business Affairs

NBC Spot Sales

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

NBC Owned Stations

WNBC-WNBC-FM, New York

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

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George Dietrich... Station Manager
Broadus Johnson, Jr.... Mgr., National Sales
Joseph Murphy... Mgr., Merchandising
Steve White... Program Mgr.
Fred E. Acker... Mgr., Business Affairs
John R. Falk... Mgr., Publicity

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
Stephen J. Krasula... Merchandising Mgr.
Richard Johnson... Program Manager
Chet Campbell... Dir. Adv., Promo & Press
Maurene Hudgin... Traffic
K. Dan Anderson... Mgr., Press Dept.
Alfred L. Lewis... Mgr., Business Affairs &
Operations

WRCV, Philadelphia

1619 Walnut St., Phila.
LOcust 4-3700

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

KNBC, KNBC-FM, San Francisco

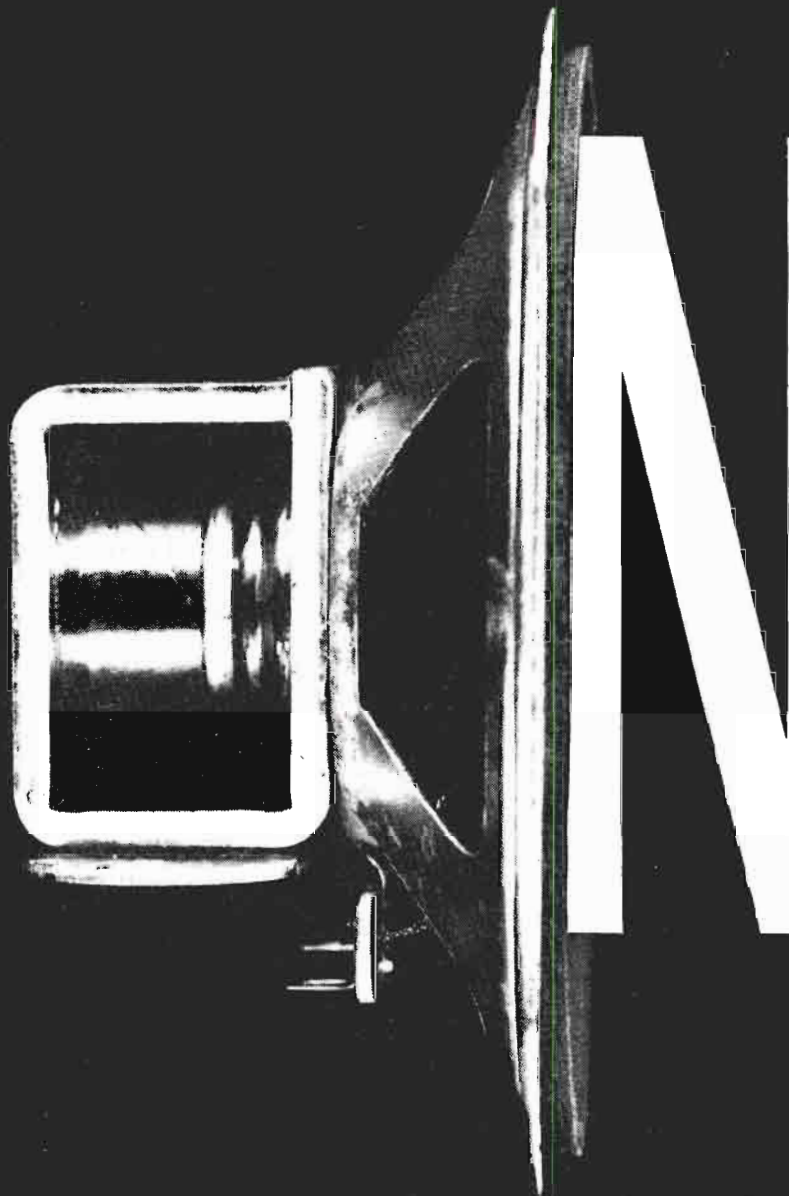
Taylor & O'Farrell Sts., San Francisco 2
GRaystone 4-8700

William Decker... General Manager
Richard H. Gravett... Sales Manager
Jack Wagner... Program Manager
Bert Medar... Business Manager

RADIO NETWORK

William K. McDaniel... Exec. V.P., Radio Network
George A. Graham, Jr.... V.P. & General Mgr.
Albert L. Capstaff... V.P., Programs
William F. Fairbanks... V.P., Sales
Jules Herbuveaux... V.P. Cent. Sls. Div.
Marion Stephenson... Dir., Business Affairs
Harry E. Hobbs... Mgr., Eastern Sales
Paul Mensing... Mgr., Sales, Detroit
David A. Engles... Mgr., Western Sales
Howard Gardner... Mgr., Sales Development
Robert C. Hitchens... Mgr., Sales Presentations
Ludwig W. Simmel... Mgr., Sales Service &
Traffic
Robert Wogan... Mgr., Program Operations
Gerald M. Seller... Dir., Radio Net. Fac. Ops.

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IN
RADIO
IS...*



NBC

Week after week, NBC Radio Network continues to deliver the largest audience in radio today. No doubt about it, NBC's new (and widely imitated) brand of programming is what attracts today's listening public. Just look what's happened to NBC audiences since the new schedule went into effect. Monitor Sports—up 11%. Monitor News—up 24%. News On The Hour—up 14%. Emphasis—up 28%. All of which may account for the fact that NBC now carries nearly half of all sponsored network time.*

*All figures based on unduplicated homes delivered in four weeks by typical schedules.—A.C. Nielsen, Jan. vs. Nov. 1960.

Regional Networks and Group Owned Stations

ABC Radio Network Western Division

3321 S. La Cienega Blvd., Los Angeles 16, Calif.
Phone: NORmandy 3-3311

Western Sales Mgr. Harry Woodworth
Sales Service Mgr. Sheila Manes
Station Clearance William Cochran
Chief Engineer. Ralph Denechaud

STATIONS

KPMC, Bakersfield; KMYC, Marysville; KIBS, Bishop; KARM, Fresno; KABC (C&O), Los Angeles; KFIV, Modesto; KORA, Sacramento; RSYC, Yreka; KCKC, San Bernardino; KGB, San Diego; KGO (Q&O), San Francisco; KTMS, Santa Barbara; KICO, El Centro; KZIF, Fresno; KRDG, Redding; KRKS, Ridgecrest; KCOK, Tulane; all California: KVOS, Bellingham, KOMO, Seattle; KGA, Spokane; KIMA, Yakima; KAGT, Anacortes; KXLE, Eilensburg; KPKW, Pasco; KOFE, Pullman; KREW, Sunnyside; KTEL, Walla Walla; KPQ, Wenatchee, KEDO, Longview, all Wash.; KASH, Eugene; KWJL, Portland; KBND, Bend; KSLM, Salem; KUMA, Pendleton, KOOS, Coos Bay; KMED, Medford; KQEN, Roseburg, all Oregon; KBAR, Burley; KOZE, Lewiston, both Idaho; KORK, Las Vegas, Nev.; KFUN, Las Vegas; KRSN, Las Alamos; KTRC, Santa Fe; KTTN, Raton; KHAM, Albuquerque, all New Mexico; KFBC, Cheyenne; KVOC, Casper, both Wyo.; KSID, Sidney, Neb.; KIXX, Provo; KALL, Salt Lake City, both Ut.; KHOW, Denver; KGHF, Pueblo, both Colo.; KOY, Phoenix; KTUC, Tucson, KSUN, Bisbee; KNOT, Prescott, KAAA, Kingman; KVOY, Yuma; KVNA, Flagstaff; KNOG, Nogales; KHFH, Sierra Vista, all Ariz.

SUPPLEMENTARY GROUP

KYOS, Merced; KPRL, Paso Robles; KWG, Stockton; KSBW, Salinas; KVEC, San Luis Obispo; all Calif.; KAST, Astoria; KAJO, Grants Pass; KAGO, Klamath Falls, all Ore.; KELA, Centralia; KGY, Olympia, both Wash.; KBET, Reno, Nev.

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, Calif.; XETV, San Diego, Calif.; KEYT, Santa Barbara, Calif.; KSBY-TV, San Luis Obispo; KLYD-TV, Bakersfield, Calif.; KJEO-TV, Fresno, Calif.; KSBW-TV, Salinas, Calif.; KGO-TV, San Francisco, Calif.; KHSL-TV, Chico, Calif.; KIEM-TV, Eureka, Calif.; KBES-TV, Medford, Ore.; KPTV, Portland, Ore.; KNDO-TV, Yakima, Wash.; KOMO-TV, Seattle, Wash.; KREM-TV, Spokane, Wash.; KCPX, Salt Lake City, Utah; KBTV,

Denver, Colo.; KTVK, Phoenix, Ariz.; KGUN-TV, Tucson, Ariz.; KEZI-TV, Eugene, Ore.; KSHO-TV, Las Vegas, Nev.; KRDO, Colorado Springs, Col.; KSWB-TV, Roswell, N. M.; KOAT-TV, Albuquerque, N. M.; KTVB-TV, Boise, Idaho; KXLF-TV, Butte, KOOK-TV, Billings, Mont.; KFBC, Cheyenne, Wyo.; KID-TV, Idaho Falls, Billings, Mont.; KFBB-TV, Great Falls, Montana; KOVR, Sacramento-Stockton, Calif.; KOLO-TV, Reno, Nev.; KTWO, Casper, Wyo.; KVIP, Redding, Calif.; KVIQ-TV, Eureka, Calif.; KOTI-TV, Klamath Falls, Ore.; KLIK-TV, Twin Falls, Id.; KWRB-TV, Riverton, Wyo.; KHVH-TV, Honolulu; KENI-TV, Anchorage, KFAR-TV, Fairbanks, KINA-TV, Juneau, Alaska; KIVA-TV, Yuma; KNTV, San Jose, Calif.; KNBS-TV, Walla Walla, Wash.

A-Buy in California Group

2171 Ralph Ave., Stockton, Calif.
STATIONS

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

Air Trails Network

128 W. First St., Dayton 2, Ohio
Phone: BALdwin 2-3773

President Charles Sawyer
Exec. V.P. J. P. Williams
Vice President Alex Buchan

STATIONS

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

Alaska Broadcasting System

1001 Tower Bldg., 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
General Manager. John A. Fay
Sales Manager. W. A. Herbstritt
National Sales Mgr. William E. Moses
Sales Promotion Mgr. John W. Eschbach
Development of Sales. Philip R. Kraus
Program Director. John Zellner
Publicity Director. Harold Q. Green

STATIONS

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

REGIONAL NETWORKS

W. Gordon Allen Stations

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

STATIONS

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

All Islands Radio Network

c/o Advertisers Bldg.

Station KGU, Honolulu, Hawaii

Manager.....William O. Paine

STATIONS

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

American Colonial Broadcasting Stations

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

President.....Ralph P. Perry

STATIONS

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

George Basil Anderson Stations

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

President.....G. B. Anderson

STATIONS

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

Appalachian Network

1420 Eastern Pkwy., Louisville 4, Ky.

Phone: HHighland 3779

Gen., Comm. Mgr.....Elmo Mills

Sales Promotion Mgr.....Harry McTigue

Program Director.....Art Grunewald

Publicity Director.....Jack Mills

Chief Engineer.....Dave Jordan

BRANCH OFFICE

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

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

STATIONS

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

Arizona Network

840 N. Central Ave., Phoenix, Ariz.

Phone: ALpine 8-8181

Pres., Gen. Mgr.....John L. Hogg

Comm., Sales Prom. Mgr.....James W. Ross

Pro. Dir.....Jack Williams

Chief. Eng.....Edward R. Janney

STATIONS

KTUC, Tucson; KSUN, Bisbee; KVNA, Flag-
staff; KVOY, Yuma; KNOT, Prescott; KNOG,
No.gales; KHFH, Sierra Vista; KAAA, King-
man; KAWT, Douglas.

Arkansas Network

1001 Spring St., Little Rock, Ark.

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

Commercial Mgr.....Lee Bryant

STATIONS

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

Arrowhead Network

WEBC Bldg., Duluth 2, Minn.

Manager.....Walter C. Bridges

STATIONS

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

James D. Asher Stations

c/o WESX, Box 710, Salem, Mass.

resident.....J. D. Asher

STATIONS

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

Gene Autry Stations

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

President.....Tom Chauncey

STATIONS

KOOL, Phoenix; KOLD, Tucson, both Ariz.;
KVL, 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.....Robert Whitney

Publicity Director.....Michael Ruppe, Jr.

Chief Engineer.....David Sandine

BRANCH OFFICES

Radio Park, Dallas 18, Tex., Phone: DI 8-3800,

Parker Daggett, 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)
Len Schindler, 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.; WAXX, Chippewa Falls,
Wisc.

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.....Norman F. Flynn
Comm. Manager.....Paul Linsley
Sales Prom., Pub. Dir.....Donald G. Softness
Program Director.....Peter Theg

STATIONS

WAYE, Baltimore; WVNJ, Newark; WJMJ,
Philadelphia; WCRB, Boston; KIXL, Dallas;
KGON, Portland, Ore.; KXEN, St. Louis. WZIP,
Cincinnati; WVCG, Miami; WKYW, Louisville;
WMCK, Pittsburgh; KJEM, Okla. City; WPBC,
Minneapolis; WAVI, Dayton; KWKY, Des
Moines; KJIM, Ft. Worth, KTIK, Seattle.

George W. Bingham Stations

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

President.....George W. Bingham
General Manager.....Campbell K. Thompson
Commercial Mgr.....Gordon K. Cameron
Program Dir.....Richard H. Raskin
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

STATIONS

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

Blue Ridge Network

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

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

Booth Broadcasting Co.

700 Buhl Bldg., Detroit 26, Mich.
Phone: 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
RepresentativeWeed

STATIONS

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

Broadcasting Co. of the South Stations

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

STATIONS

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

Kenyon Brown Stations

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

Paul Bunyan Network

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

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

STATIONS

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

REGIONAL NETWORKS

Burroughs-Randolph Stations

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

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

Cactus 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

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

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

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

California Northern Group

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

President.....D. M. Comstock
 STATIONS

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

California-Oregon TV Trio

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

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

BRANCH OFFICES

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

STATIONS

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

Capital Cities Broadcasting Corp.

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

President.....Frank M. Smith
 Treasurer.....Donald A. Pels
 BRANCH OFFICES

Box 10, Albany 1, N. Y., Phone: Albany 3-2225, Thomas S. Murphy, V.P., Robert Peebles, Gen. Mgr.; 24 Mason St., Providence,

R. I., Phone: PLantations 1-9776, Daniel Weinig, Gen. Mgr.; Box 2009, Durham, N. C.; Phone: 2-2111, Harmon L. Duncan, Floyd Fletcher, V.P.'s.

STATIONS

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

Carolina Radio Group

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

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

STATIONS

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

Carolina Radio Network

c/o WVOT, Wilson, N. C.
 Phone: 243-5157

General, Comm. Mgr.....Harry W. Severance
 Program Director.....Wistar Moore, Jr.
 Chief Eng.....Dan S. Williams
 Sta. Rep.....Devney O'Connell

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.

Cascade Broadcasting Co.

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

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

STATIONS

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

Cassel Stations

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

WBRX, Berwick; WCHA, Chambersburg; WATS, Sayre, all Pa.; WBIL, Leesburg; WCOA, Pensacola, both Fla.

CBS Radio Pacific Network

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

V.P. & Gen. Manager.....Fred Ruegg
 Sales Mgr.....Gordon Mason
 Sales Promotion Mgr.....Arthur Wittum
 Program Director.....Robert P. Sutton
 Publicity Dir.....Lloyd Brownfield
 Chief Engineer.....Ted Denton

BRANCH OFFICES

CBS Radio Spot Sales Offices: 485 Madison Avenue, New York, N. Y., Phone: PL 1-2345. Milton Allison, V.P.; Sheraton-Palace Hotel, San Francisco, Calif., YU 2-7000. 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. Thomas H. Peterson, Sales Mgr.; 805 Peachtree St., N.E., Atlanta 8, Ga., IR 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.; KBEA, Modesto, Calif.; KERG, Eugene, Ore.; KFLW, Klamath Falls, Ore.; KYJC, Medford, Ore.; KRNR, Roseburg, Ore.; KIRO, Seattle, Wash.; KXLY, Spokane, Wash.; KEPR, Kennewick, Wash.; KOLO, Reno, Nev.; KVCV, Redding, Calif.; KHSL, Chico, Calif.

CBS Television Pacific Network

1313 North Vine St., Los Angeles 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.; KBAK-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.

Central South Carolina Radio Network

Cornell Arms Bldg., Columbia, S. C.
Phone: ALpine 2-2177

Pres., Gen. Mgr.....George H. Buck, Jr.
Commercial Mgr.....Jess Plummer
Sales Prom. Mgr.....Jack Grant
Program Dir.....Robert D. Lambert, Jr.
Station Rep.....Meeker

STATIONS

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

Colorado Network

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

RepresentativeCory

STATIONS

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

Columbia New England Radio Network

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

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

STATIONS

WEEL, Boston, Mass.; WHYN, Springfield-Holyoke, Mass.; WKNE, Keene, N. H.; WBRY, Waterbury, Conn.; WEAN, Providence, R. I.; WGAN, Portland, Maine; WKUT, Brattleboro, Vt.; WBRK, Pittsfield, Mass.

Community Broadcasting Service Stations

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

STATIONS

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

Concert Network, Inc.

171 Newbury St., Boston 18, Mass.
Phone: COpley 7-8020

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

BRANCH OFFICES

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

Manager, C. Miller; P. O. Box 1062, Hartford, Conn.; Phone: BEverly 5-8622, Chief Engineer, Wm. Meola; P. O. Box 1015, Providence, R. I., Phone: NI 7-4827, Ch. Engr., Wm. Flavas.

STATIONS

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

The Connecticut State Network

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

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

STATIONS

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STATIONS

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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

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Dir. Programming Robert H. Salk
Dir. Research Charles H. Smith
Dir. Engineering George G. Jacobs
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1945 Buffalo Drive, 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,
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Country Music Network

730 Fifth Ave., New York 19, N. Y.
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Commercial Manager H. Mal Stuart
Promotion Director Leonard Kessler
Publicity Director Rita Scarfone

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Phone: JACKson 4-0454

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

Manager Miss L. Wentworth
6533 N. Sheridan Rd., Chicago 26, Ill.
Phone: ROgers Park 1-4340

Manager Julian Portman
672 S. Lafayette Park, Los Angeles 57, Calif.
Phone: DUNKirk 2-3200

Manager Harlan Oakes
260 Kearny St., San Francisco 8, Calif.
Phone: EXbrook 7-4827

Manager Ed Gamrin

STATIONS

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KMOP, Tucson; KDXE, Little Rock, KADL, Pine
Bluff; KUZZ, Bakersfield, KFOX, Los Angeles,
KITO, San Bernardino; KPIK, Colorado Springs,
KLAK, Denver; WARL, Wash., D. C.; WOOO,
DeLand-Daytona Beach, WQIK, Jacksonville,
WMIE, Miami, WMOP, Ocala, WHIY, Orlando,
WPFA, Pensacola, WRFB, Tallahassee, WHBO,
Tampa; WTJH, Atlanta, WGUS, Augusta,
WPNX, Columbus, WJIV, Savannah; WTAQ,
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KCII, Shreveport; WABW, Annapolis, WBMD,
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Minneapolis-St. Paul; KCKN, Kansas City,
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Atlantic City; WREM, Utica-Rome-Renssen;
WKTC, Charlotte, WFSC, Franklin, WSHE,
Raleigh. WMPM, Smithfield; KLPR, Oklahoma
City; WAVL, Apollo-Pittsburgh, WCBG, Cham-
bersburg; WKXV, Knoxville, KWAM, Memphis,
WENO, Nashville; KZIP, Amarillo, KCUL,
Dallas-Ft. Worth, KRCT, Houston, KDAV, Lub-
bock; KSOP, Salt Lake City; WCMS, Norfolk;
WJWS, South Hill, WKCW, Warrenton; KPEG,
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STATIONS

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WCCO-AM-TV, Minneapolis, Minn.

James M. Cox Stations

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STATIONS

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WHIO-AM-TV, Dayton, O.; WSOC-AM-TV,
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140 W. Ninth St., Cincinnati 2, Ohio
Phone: CHerry 1-1822

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V.P., Television John T. Murphy
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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.**

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Phone: HOLlywood 3-5151

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Commercial Mgr. James F. Simons
Program Dir. Chuck Blore
Advertising Dir. Janet Byers
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STATIONS

KFWB, Los Angeles; KEWB, San Francisco; KDWB, Minneapolis; WMGM, New York.

**Denver Metropolitan
Markets Group**

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

STATIONS

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

**Vic Diehm Radio Group, Inc.
(Jet Network)**

Hazleton Nat'l. Bank Bldg., Hazleton, Pa.
Phone: GL 4-3531

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Commercial Mgr. Robert J. Sacco
National Sales Manager Thomas A. Tito
Program Director Robert Williams
Publicity Director Paul Cerula
Chief Engineer Elwood Tito
Sales Prom. Manager Tom Stillwagon

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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

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Commercial Mgr. Stan Hagan
Secretary Connie I. Holt
Business Manager Stanley Lightsey, Jr.

STATIONS

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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 Lexington; WDXN Clarkesville, all Tennessee; WCMA Corinth, Miss.

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STATIONS

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

Donrey Media Group

Southwestern House, Fort Smith, Ark.
Phone: SU 2-2011

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BRANCH OFFICE

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

STATIONS

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STATIONS

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

Duhamel Enterprises Station:

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

Pres., Gen. Mgr. Helen S. Duhamel
Bus. & Comm. Mgr. William F. Turne
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BRANCH OFFICE

Box 1067, Chardon, Neb., Phone: MELros 8-2741, John Ludwig, Resident Mgr.

STATIONS

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

East Texas Network

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

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STATIONS

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Program Dir.....Bill Delzell
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General Manager.....Alvin D. Bauer
Program Director.....Bob McCarl
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STATIONS

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STATIONS

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STATIONS

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Phone: MURRAY Hill 6-4686

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Ft. Lauderdale, Fla.
Phone: LOgan 6-8316

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

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STATIONS

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

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Commercial Manager.....Gertrude Alarie

STATIONS

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Merchandising & Pub. Dir...George H. Wilson
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STATIONS

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Phone: CA 8-3333

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Phone: BAker 5-3050

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STATIONS

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

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A. L. Glassmann Stations

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STATIONS

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STATIONS

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

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Phone: NAtional 4-4075

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Pgm. Director.....Wm. Morrissey
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STATIONS

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Phone: JUdson 2-7000

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General Manager.....Harold E. Anderson
Sales Mgr.....Lee Gorman
Program Dir.....Rick Sklar
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STATIONS

WINS, New York. KTVR-TV, Denver.

REGIONAL NETWORKS

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STATIONS

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

Great Northern Bestg. System

P. O. Box 1226, Fargo, N. Dak.
Phone: 3584

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Sec.-Treas.....R. L. Owens

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Great Western Network

130 Social Hall Ave., Salt Lake City 11, Utah
Phone: DA 2-5681

General Mgr.....Norman Louvau
Comm. Mgr.....Carson Rennie
Sales Prom. Mgr.....Joe Cooke
Chief Engineer.....A. L. Gunderson

STATIONS

KCPX, Salt Lake City; KIDO, Boise, Idaho; KSEI, Pocatello, Idaho; KTFI, Twin Falls, Idaho; KXLF, Butte, Mont.; KXLJ, Helena, KXK, Great Falls, Mont.; KXLL, Missoula, Mont.; KXLQ, Bozeman, Mont.; KOOK, Billings, 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, all Va.; WELD, Fisher, W. Va.; WHYL, Carlisle; WAYZ, Waynesboro, both Pa.

Agnes Jane Reeves Greer Stations

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

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

The Griffin Best. Group

Box 1618, Muskogee, Oklahoma
Phone: MU 7-6311

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National Sales Mgr.....Jim Black
Sales Promotion Mgr.....Robert E. Draughon
Engineering Dir.....Bob Snider

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STATIONS

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

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STATIONS

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

Harris-Alexander Stations

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

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STATIONS

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

Hawaiian Broadcasting System, Ltd.

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

President.....Elizabeth P. Farrington
V.P., Gen. Manager.....M. Franklyn Warren
Station Mgr. TV.....Robert Sevey
Sales Mgr. Radio.....Edward B. Mundy, Jr.
Sales Prom. Mgr., Pub. Dir.....Colleen L. Ng
Chief Eng.....Ronald Miyahira

STATIONS

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

Hearst Stations

959 Eighth Ave., New York 19, N. Y.
Phone: Circle 5-7667

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V.P. Engineering.....John T. Wilner

STATIONS

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President.....J. Daniels

STATIONS

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

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595 Madison Ave., New York, N. Y.
Phone: Plaza 5-0416

President.....Martin Stone
Gen. Mgr.....Gustave Nathan
Program Director.....Richard Doan
Chief Engineer.....Ernest Machanic

STATIONS

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

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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

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Phone: Bangor 6446

President.....Horace A. Hildreth
V.P., Gen. Mgr.....Walter L. Dickson
Nat'l. Sales Mgr. Radio.....William J. Mullen
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57 State St., Bangor, Me., Phone: 6446, WABI,
John MacRae, Mgr., WABI-TV, Richard B. Bron-
son, Mgr.; 489 Main St., Presque Isle, Me.,
Phone: POrter 9-2461, Stanley A. Lyons, Mgr.;
477 Congress St., Portland, Me., Phone: SPruce
38111, Raymond Mercier, Mgr.

STATIONS

WABI-AM-TV, Bangor; WAGM-AM-TV, Pres-
que 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.

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WHNY, McComb; WHSY, Hattiesburg, both
Miss.

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Canton; WMAG, Forest, all Miss.; WRUS,
Russelville, Ky.; WDAL, Meridian.

Horton-Kincaid Stations

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

STATIONS

WOOO, Orlando; WVLK, Lexington; WFKY,
Frankfort; WCMI, Ashland; all Ky.; WMOP,
Bellaire, Ohio.

Rex G. Howell Stations

c/o KREX, P. O. Box 30, Grand Junction, Colo.
President.....Rex G. Howell

STATIONS

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

Illinois Broadcasting Co.

(See Lindsay-Shaub News Stations)

Birney Imes Jr. Stations

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

STATIONS

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

Robert E. Ingsted

c/o KBMW, 519 Dakota Ave., W
President.....

STATIONS

KBMW, Breckenridge; KEYL,
KWAD, Wadena, all Minn.; KEYD,
Jamestown; KOVC, Valley City; all N. D.

Intermountain Network, Inc.

146 S. Main St., Salt Lake City 1, Utah
Phone: Empire 4-3561

Chairman of Board.....George C. Hatch
President.....Lynn L. Meyer
Exec. Vice-Pres.....Jack S. Paige

BRANCH OFFICE

53 W. 20th Ave., Denver, Colo., Phone: BEL-
mont 7-9595, V.P. in Chg., Charlie Vais.

STATIONS

KIMN, Denver, Colo.; KGHF, Pueblo, Colo.;
KYSN, Colo. Springs, Colo.; KCTR, 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.; KATL,
Miles City, Mont.; KPRK, Livingston, Mont.;
KOPR, Butte, Mont.; KXLJ, Helena, Mont.; KXLO,
Lewistown, Mont.; KOAL, Price, Utah; KMON,
Great Falls, Mont.; KQTE, Missoula, Mont.;
KOVO, Provo, Utah; KVNU, Logan, Utah;
KSVK, 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; KVRK, Rock Springs, Wyo.;
KOVE, Lander, Wyo.; KVOC, Casper, Wyo.;
KWYO, Sheridan, Wyo.; KPOW, Powell, Wyo.;
KFBC, Cheyenne, Wyo.; KBAR, Burley, Ida.;
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.; KRTN, Raton,
N. M.

**Ivy Network of College
Stations**

242-A Yale Station, New Haven, Conn.
General Manager.....Richard A. Smith

STATIONS

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

James Broadcasting Stations

c/o WDOE, Willow Rd., Dunkirk, N. Y.
President.....S. Goldman

STATIONS

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

REGIONAL NETWORKS

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

Jet Network

(See Vic Diehm Radio Group, Inc.)

**Key Broadcast
Management, Inc.**

565 Fifth Ave., New York 17, N. Y.
Phone: YUkon 6-2750

President.....Ralph N. Weil
GROUP MANAGED STATIONS
WMMW, Meriden, Conn.; KATZ, St. Louis,
Mo.; KCOR, San Antonio, Tex.

King Broadcasting Co.

c/o KING, 320 Aurora Ave., Seattle, Wash.
President.....Mrs. A. S. Bullitt
STATIONS

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

Norman Knight Stations

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

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

Knorr Bestg. Corp.

15001 Michigan Ave., Dearborn, Mich.
Phone: Tiffany 6-8500

President.....Fred A. Knorr
Exec. Vice Pres.....Walter Patterson
Managing Dir.....John J. Carroll
Sales Manager.....John E. Davidson
Program Dir.....Larry Fischer
Chief Engineer.....Jerold L. Martin

BRANCH OFFICES

Mich. Nat'l. Bank Bldg., Battle Creek, Mich.,
Paul J. Haller, Managing Dir., Phone: WO 4-
7174; 15001 Michigan Ave., Dearborn, Mich.,
John J. Carroll, Managing Dir., Phone: TI 6-
8500; 112 W. Water St., Flint 3, Mich., 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

V.P. Chg. of Prog.....Paul Hughes
Commercial Mgr.....Robert Nelson
Sls. Prom. Mgr., Pub. Dir.....Ray Thompson

BRANCH OFFICES

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

STATIONS

KYUM, Yuma; KYCA, Prescott; KCLS, Flag-
staff; KTAN, Tucson; KIKO, Globe; KAWT,
Douglas, 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
Publicity Director.....Mrs. Oma Owens
Chief Engineer.....Jesse Dove

STATIONS

KWTX, Waco, KNAL, Victoria, KBTX-TV,
Bryan; KXII-TV, Sherman, all Tex.

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.....Ben A. Laird
General, Commercial Mgr.....Allen H. Embury
Program Director.....Jack Gardiner
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.; KHAK, Cedar Rapids, Ia.

T. B. Lanford Stations

c/o KRMD, Jefferson Hotel Bldg., Shreveport, La.
President.....T. B. Lanford
STATIONS

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

Laurel Radio Network

312 Church St., Clearfield, Pa.
Phone: POplar 5-5541

President.....W. K. Ulerich
General Manager.....Milton J. Bergstein
Asst. Gen. Mgr., Sales Prom. Mgr.....A. Dame
Sales Prom. Mgr.....Herbert Levin

REGIONAL NETWORKS

Program Director.....Allen Day
 Publicity Director.....Steve Fishbein
 Chief Engineer.....Wilber 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, Weslaco;
 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.

The Linder Group

Box 393, Willmar, Minn.

Phone: BELmont 5-1340

Representative.....Pearson

STATIONS

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

Lindsay-Shaub Newspapers Stations (Illinois Bestg. Co.)

c/o WVLN, 302½ Main St., Olney, Ill.

President.....F. W. Schaub

General, Comm. Mgr.....Charles R. Griggs

Program Director.....Joe Kosack

Chief Engineer.....Donald Schnell

STATIONS

WVLN, Olney; WCIA-TV, Champaign;
 WSOY, Decatur, all Ill.

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

BRANCH OFFICES

225 Lisbon St., Lewiston, Me., Faust Couture,
 Pres., Phone: 2-7650; 160 Bangor St., Augusta,
 Me., Norman Gallant, Mgr., Phone: MAyfair
 3-3878; 26 Central St., Bangor, Me., Louis Bor-
 gattii, Mgr., Phone: 7354; 89 Congress St., Rum-
 ford, Me., Kenneth Ellis, Mgr., Phone: 1057;
 61 Water St., Skowhegan, Me., Pat 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, Donald Phair.

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.

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

Magic Circle Network

1718 Meadowmere, Springfield, Mo.

Phone: TU 1-4114

Gen., Comm. & Sales Prom. Mgr...M. R. Bradley

Pub. Director.....Janie Swanson

Chief Engineer.....Jack Jones

BRANCH OFFICES

101 Park Ave., New York 17, N. Y., Phone:

LE 2-3783, Joe Cannon; Box 503, Carthage, Mo.,

Phone: FL 8-4496, L. C. McKenney; Station

KWPM, West Plains, Mo., Phone: 400, Bob

Neathery.

STATIONS

Missouri: KBHM, Branson; KGHM, Brookfield;
 KGMO, Cape Girardeau; KDMO, Carthage;
 KDKD, Clinton; KBIA, Columbia; KODE, Joplin;
 KWOS, Jefferson City; KLWT, Lebanon; KTCB,
 Malden; KNIM, Maryville; KRMO, Monett;
 KLRS, Mt. Grove; KBTN, Neosho; KNEM,
 Nevada; KRMS, Osage Beach; KTTR, Rolla;
 KSGM, St. Genevieve; KRES, St. Joseph; KSMO,
 Salem; KICK, Springfield; KDRO, Sedalia; KALM,
 Thayer; KLPW, Union; KWRE, Warrenton;
 KWPM, West Plains; KUKU, Willow Springs.
 Arkansas: KBTA, Batesville; KTCN, Berryville;
 KCCB, Corning; KHOG, Fayetteville; KHOZ,

REGIONAL NETWORKS

Harrison; KNEA, Jonesboro; KTCA, Marked Tree; KENA, Mena; KTLO, Mt. Home; KBRB, Paragould; KPOC, Pochontas; KAMO, Rogers; KWCB, Searcy; KUOA, Siloam Springs; KBRB, Springdale; KWAK, Stuttgart; KRLW, Walnut Ridge, Kansas; KCRB, Chanute; KMDO, Ft. Scott; KIND, Independence; KLKC, Parsons; KSEK, Pittsburg, Oklahoma; KGLC, Miami; KOLS, Pryor; KVIN, Vinita.

Maine Broadcasting System

157 High St., Portland 3, Me.

Phone: SPruce 2-0181

President.....William H. Rines
General Manager.....Jack Atwood
Sales Promotion Mgr.....Linwood T. Pitman
Chief Engineer.....Charles R. Brown

STATIONS

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

Market Maker Stations

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

Phone: AD 5-4461

President, Gen. Mgr.....John W. Boler
V.P., Natl. Sales.....William L. Hurley
Sales Promotion Mgr.....William Brouse
Program. Pub. Dir.....Constance Blackstead
V.P., Engineering.....Lloyd Amoo

BRANCH OFFICES

Grainger Hill, Valley City, N. D., Phone: 1500, Lloyd Amoo, V.P.; 4000 W. Main, Fargo, N. D., Phone: AD 5-4461, John W. Boler, Pres.

STATIONS

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

Matison Stations

Box 367, Laurel, Miss.

Phone: 5601

President.....Harold Matison
General Manager.....Frank Sumrall
Manager.....Paul Carlisle
Commercial Manager.....M. M. Caver
Sales Prom., Prog. Dir.....Dave Kane
Publicity Dir.....Len Maith
Chief Engineer.....Lester Johnson

STATIONS

WAML, Laurel; WXXX, Hattiesburg; WABO, Waynesboro, all Miss.

Wendell Mayes Stations

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

President.....W. Mayes

STATIONS

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

McClatchy Beeline Stations

21st & Q, Sacramento 4, Calif.

Phone: Gilbert 2-5011

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

STATIONS

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

C. A. McClure Stations

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

STATIONS

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

Lloyd C. McKenney Stations

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

STATIONS

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

McLendon Ebony Group

509 Lamar Life Bldg., Jackson, Miss.

Phone: FL eetwood 4-1617

Pres., Gen. Manager.....John McLendon

BRANCH OFFICES

5th Ave. at 15th St., Birmingham, Ala., Phone: FA 4-1026, Carrol Jackson, Mgr.; 1315 Milam St., Shreveport, La., Phone: 422-3122, Al Evans, Mgr.; 1604 W. 14th St., Little Rock, Ark., Phone: FR 2-0391, O. M. Teate, Mgr.; 1017 Lynch St., Jackson, Miss., Phone: FL 4-4096, J. McLendon, Mgr.

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 Antonio; 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 Station Group

17th & Locust Sts., Des Moines, Iowa

Phone: ATLantic 8-8511

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

STATIONS

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

Merriman-Gober-Tobey Stations

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

STATIONS

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

Metropolitan Broadcasting

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

Board Chairman & Pres.....John W. Kluge
 V.P., Chg. of Television.....Bennet H. Korn
 V.P., Dir. of Radio Sales.....H. D. Neuwirth
 Treasurer.....Richard L. Geismar
 Adv. & Prom. Manager.....Warren Boorum
 Comptroller.....Joseph J. Madden
 Gen. Counsel, Sec'y.....Robert Dreyer
 Dir. of News & Sp. Events.....Martin Weldon
 Research Dir.....Mary L. McKenna
 Dir. of Trade & Bus. News.....H. J. Algas
 Dir. of Pub., Sp. Events.....Phil Cowan

BRANCH OFFICES

565 Fifth Ave., New York 17, N. Y., Phone:
 YU 6-7000 (WNEW), John V. B. Sullivan, V.P.
 & Gen. Mgr.; 5000 Euclid Ave., Cleveland 3,
 O., Phone: EX 1-5000 (WHK), Jack Thayer, V.P.
 & Gen. Mgr.; 35 S. 9th St., Philadelphia 7, Pa.,
 Phone: WA 2-6800 (WIP), Harvey L. Glascock,
 V.P. & Gen. Mgr.; Hotel Raleigh, Washington
 4, D. C., Phone: ST 3-5300 (WTTG), John E.
 McArdle, V.P. & Gen. Mgr.; 621 Main St.,
 Peoria, Ill., Phone: 699-7211 (WTVH), Donn R.
 Colee, V.P. & Gen. Mgr.; 225 E. Miner Ave.,
 Stockton, Calif., Phone: HO 6-6981 (KQVR),
 C. G. DeLaney, V.P. & Gen. Mgr.; S. Side Dr.,
 Decatur, Ill., Phone: DE 8-4304 (WTVP), Bob
 King, VP. & Gen. Mgr.; 1 E. 57th St., New
 York 22, N. Y., Phone: PL 3-0484 (WRUL), Ralf
 Brent, President.

STATIONS

WNEW-AM-FM-TV, WRUL, New York; WHK-
 AM-FM, Cleveland; WTTG-TV, Washington,
 D. C.; WTVH-TV, Peoria; KQVR-TV, Stockton;
 WTVP-TV, Decatur; WIP-AM-FM, Philadelphia.

Metzger-Ax-Metzloff Stations

c/o WITY, P. O. Box 142, Danville, Ill.
 President.....G. E. Metzger

STATIONS

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

Midcontinent B'casting Co.

Northwestern Bank Bldg., Minneapolis, Minn.
 Phone: FEderal 3-0406

President.....N. L. Bentson
 General Manager.....Frank McGivern
 Asst. General Mgr.....Bill Bengtson
 Program Director.....Dick Vance
 Chief Engineer.....Homer Child

STATIONS

WLOL, Minneapolis; WKOW, Madison;
 KELO, Sioux Falls.

Midnight Sun Broadcasting Co.

Box 910
 c/o KFAR, Fairbanks, Alaska

STATIONS

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

The Mid-South Network

WELO Bldg., Tupelo, Miss.
 Phone: VI 2-7658

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

c/o WMBA, 304 Merchant St., Ambridge, Pa.
 President.....J. T. Maguire
 WMBA, Ambridge; WLSH, Lansford; WPAM,
 Pottsville, all Pa.

Mining Journal Stations

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

President.....F. J. Russell

STATIONS

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

Miracle Valley Radio Network

3rd & N. St. N.

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

STATIONS

WMOD, Moundsville; WETZ, New Martins-
 ville; WCEF, Parkersburg, all W. Va.

Montana Metropolitan Markets Group

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

STATIONS

KBMY, Billings; KMON, Great Falls; KOPR,
 Butte, Mont.

Carleton W. Morris Stations

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

STATIONS

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

Mt. Vernon Bestg. Co.

Box 231, Mt. Vernon, Ind.
 Phone: PO 3-4484

President.....H. C. Sanders
 General, Comm. Mgr.....F. Courtney Smith
 Program Director.....Ken Kessler
 Chief Engineer.....Stan Wilson

STATIONS

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

REGIONAL NETWORKS

National Spanish Language Network

122 E. 42nd St., New York 17, N. Y.
Phone: MURray Hill 2-4500

General Manager.....Arthur Gordon
Sales Prom., Pub. Dir.....Al Alpert
BRANCH OFFICE

672 S. Lafayette Pk. Pl., Los Angeles, Calif.
Phone: DUNkirk 2-3200, Ch. Exec., Harlan Oakes; 260 Kearney St., San Francisco, Calif.,
Phone: EXbrook 7-4827, Ch. Exec., Ed Gamrin;
1401 Peachtree St. N.E., Atlanta, Ga., Phone:
Trinity 5-9403, Ch. Exec., Barney Ochs.

STATIONS

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

Robert R. Neathery Stations

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

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

STATIONS

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

Nevada Network

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

Manager.....B. Sanders

STATIONS

KOLO, Reno; KELY, Ely; KORK, Las Vegas; KWNA, Winnemucca.

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.; WGAN, Portland, Me.

Newhouse Newspaper Stations

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

STATIONS

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

New South Broadcasting Stations

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

President.....F. E. 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

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President.....Joe Speidel, III
General Manager.....Russell George
Chief Engineer.....W. W. Bridges

STATIONS

WOIC, Columbia; WPAL, Charleston; WYNN, Florence; WWBD, Bamberg, all S. C.

Springfield Television Bestg. Corp.

c/o WWLP, P. O. Box 2210
Springfield, Mass.
Phone: STate 5-5311

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.

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.; WLEV-TV, Bethlehem, Pa.; WRAK, Williamsport.

Stevens-Wisner Bestg., Inc.

Waters Bldg., Grand Rapids 1, Mich.
Phone: GLendale 6-5461

President.....J. Wisner

STATIONS

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

REGIONAL NETWORKS

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; WGUY, Bangor; WRUM, Rumford; WCOU, Lewiston, all Me.

Storer Broadcasting Co.

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

Chrmn., President.....George B. Storer
Senior Vice Pres.....J. Harold Ryan
Exec. V.P., Plan. & Finance.....Lee B. Wailes
Exec. V.P. Oper.....Stanton P. Kettler
Treasurer.....Harry A. Steensen
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V.P., Nat. Radio Dir.....Lionel F. Baxter
Vice President.....Allen L. Haid
Regional V.P., Atlanta, Toledo,

Milwaukee.....Terry H. Lee
Regional V.P., Detroit & Atlanta.....Bill Michaels
Dir., Advertising & Sls. Prom.....John J. Kelly
Dir. of Radio Pgm.....Grady Edney
Dir. Quality Cont.....Dean McCarthy
Asst. Secretary.....A. A. Church
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Managing Directors, KGBS, Wendell B. Campbell; WITI-TV, Joseph W. Evans; WIBG, John C. Moler.

BRANCH OFFICES

625 Madison Ave., N.Y.C. 22, Maurice E. McMurray, V.P., Natl. Sales; Phone PLaza 1-3940; 230 N. Mich. Ave., Chicago 1, Ill., Donald C. Kamin, Midwest Sales Mgr., Phone, FRanklin 2-6498.

STATIONS

WJBK AM-FM-TV, Detroit; WSPD-AM-FM-TV, Toledo; WAGA-TV, Atlanta; WJW-AM-FM-TV, Cleveland; WWVA-AM-FM, Wheeling, W. Va.; 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

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

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222 S. 15th St., Omaha 2, Neb., Phone: WE 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

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Stuart Stations

814 Stuart Bldg., Lincoln, Neb.
Phone: HEMlock 2-6606

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

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Box 391, Salina, Kan., Phone: TA 3-3701, Robert McKune, Manager; 925 Pierce St., Sioux City, Iowa; Phone: 8-0628, Jan Dellinger, 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, Harry Peck, Manager.

STATIONS

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

Taft Broadcasting Stations

c/o WKRC, 1906 Highland Ave.
Cincinnati, O.

President.....H. Taft, Jr.
Executive V.P.....D. G. Taft
Senior V.P.....K. W. Church
V.P., Oper.....L. H. Rogers II
V.P., Sales.....D. L. Chapin
V.P., Admin. & Plan.....R. B. Read
V.P., Eng.....W. H. Hansher
Treas.....D. S. Murphy

STATIONS

WKRC-AM-TV, Cincinnati; WTVN-AM-TV, Columbus, both O.; WBRC-AM-TV, 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.

Talccorn 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.

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

Tarlow Associates Stations

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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

WTTT, 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

KALL, 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 Alperton

BRANCH OFFICES

672 S. Lafayette Park Pl., Los Angeles, Calif.,
Phone: DUnkirk 2-3200, Harlan G. Oakes, Ch.
Exec.; 260 Kearney St., San Francisco, Calif.,
Phone EXbrook 7-4827, Ed Gamrin, Ch. Exec.;
1401 Peachtree St. N.E., Atlanta, Ga., Phone:
TRinity 5-9403, Barney Ochs, Ch. Exec.

STATIONS

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McAllen; KLVL, Houston; XEJ, El Paso; KCCT,
Corpus Christi, all Tex.

Texas State Network, Inc.

4801 W. Freeway, Fort Worth 1, Tex.
Phone: PERshing 7-6631

President.....Gene L. Cagle
V.P., General Manager.....Stan Wilson
Sales Manager.....Dale Drake
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: ALpine 4-4448

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.

STATIONS

WKTC, Charlotte; WKEN, Dover, Del.; WMYB,
Myrtle Beach; WCAY, Cayce, both S. C.

Time Inc.

Time & Life Bldg., New York 20, N. Y.
Phone: JU 6-1212

V.P. (Time Inc.),

Bcst. Ops.....Weston C Pullen, Jr.
Gen. Mgr., Bcst. Ops.....Frederick S. Gilbert
Coordinator, Bcst. Ops.....Ole G. Morby
Bus. Mgr., Bcst. Op.....Andrew J. Murtha

STATIONS

KLZ-AM-TV, Denver, Colo.; WOOD-AM-TV,
Grand Rapids, Mich.; WFBM-AM-TV, Indian-
apolis, Ind.; WTCN-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.

Tobacco Radio Network, Inc.

516 S. Salisbury St., Raleigh, N. C.
Phone: TEmple 2-8885

President.....Vassie G. Balkcum
General Manager.....Wally Voigt
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STATIONS

WFNC, Fayetteville; WRAL, Raleigh;
WHIT, New Bern; WDNC, Durham; WGN1,
Wilmington; WCEC, Rocky Mount, N. C.;
WGBR, Goldsboro, N. C.; WFMO, Fairmont,
N. C.

**Transcontinent Television
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15 E. 47th Street, New York City
Phone: PLaza 1-3030

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Ch. Finance Comm.....David Forman
Dir., Adv. & Promotion.....Dan Bellus
Dir., Pgmq & Pub. Affairs.....Donald Hine

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WGR-AM-FM-TV, Buffalo, N. Y.; WNEP-TV,
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Calif.; KERO-TV, Bakersfield, Calif.; WDAF-TV,
Kansas City, Mo.

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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

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46 & Market, Phila. 39 Pa., Phone EV 2-4700.
Roger W. Clipp, 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 Av., New York 22, N. Y.,
Phone: PLaza 9-7115; Rm. 512, 400 N. Michi-
gan Ave., Chicago 11, Ill., Phone: DEarborn
7-0390, Frank Palmer, Mgr.

STATIONS

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

Tri-Mart Radio Network

P. O. Box 689, Corvallis, Ore.

Phone: PLaza 3-6633

Sales Manager. Dave Hoss

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 Director. 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.

Truth Publishing Stations

c/o WKJG, 2633 W. State Blvd., Ft. Wayne, Ind.

President. J. F. Dille, Jr.

STATIONS

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

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,
both Calif.

Twin Valley Bcstrs., 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, Baltimore; WINX,
Rockville, Md.; WANT, Richmond; WJMO,
Cleveland, Ohio; WMUR-TV, Manchester, N.H.;
WBNX, New York; WFAB, Miami.

Upper Midwest Broadcasting System

512 Nicolett Bldg., Minneapolis, Minn.

Phone: FEderal 6-9631

President. Louis M. Knopp

STATIONS

KASM, Albany; KXRA, Alexandria; KBUN,
Bemidji; KLIZ, Brainerd; KBMW, Breckenridge;
KDHL, Faribault; KSUM, Fairmont; WEVE,
Eveleth; KDLM, Detroit Lakes; KROX, Crook-
ston; CKFI, International Falls; WSHB, Stillwater,
all in Minnesota; KDLR, Devils Lake; KNDC,
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Walker Stations

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

Phone: ALpine 6-3167

President. W. E. Walker

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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., 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, Madison; WOSH, Oshkosh; WEAQ,
Eau Claire; WBEV, Beaver Dam, all Wisc.;
WSJM, St. Joseph, Mich.

Ware Broadcasting Group

c/o KNIM, S. Highway 71, Maryville, Mo.

President. L. P. Ware

STATIONS

KNIM, Maryville; KLPW, Union; KOKO,
Warrensburg, KYRO, Potosi, all Mo.; KZIX,
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Washington Post Co. Stations

WTOP-TV, 40th & Brandywine Sts.
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President.....J. S. Hayes

STATIONS

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

**WDSU Broadcasting Corp.
Stations**

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

STATIONS

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

West 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.....W. B. "Dub" Rogers
Vice President.....W. H. Shipley
General Sales Mgr.....R. S. Nielsen
National Sales Mgr.....John Henry
Sales Promotion Mgr.....John L. Cahill, Jr.
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
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122 E. 42nd St., New York 17, N. Y.
Phone: MURRAY Hill 7-0808

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Exec. V.P.....Rolland V. Tooke
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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 &

Special Events.....M. R. Santangelo

Dir. of Research.....M. A. Goldberg
Natl. Program Mgr.....William Kaland
Natl. TV Sales Mgr.....Perry Bascom
Natl. Radio Sales Mgr....Walter A. Schwartz
Natl. Engineering Mgr.....G. E. Hagerly
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V.P., Boston.....W. C. Swartley

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

BRANCH OFFICE

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

STATIONS

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

Whitman Stations

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

President, Gen. Mgr.....Donald F. Whitman
Vice Pres.....Harold C. Singleton
Chief Engineer.....George Patterson

STATIONS

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

**Williamette Empire Radio
Network**

Box 689, Corvallis, Ore.
Phone: Plaza 3-6633

Sales Promotion Mgr.....Dave Hoss

STATIONS

KISN, Portland, KSLM, Salem; KFLY, Cor-
vallis, KORE, Eugene, all Ore.

D. Gene Williams Stations

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STATIONS

KQDI, Bismarck; KQDY, Minot; KUTT, Fargo,
all N. D.; KOYN, Billings, KUDI, Great Falls,
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Stations**

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STATIONS

WTOB, Winston-Salem; WSGN, Birmingham,
Ala.; WAPA-TV, San Juan, P. R.; ½ interest
in WOLE, Aguadilla-Mayaguez, P.R.

Wisconsin Network

Phone: HA 3-7200

President.....Lew J. Process
Gen., Comm. Mgr.....George T. Frechette

STATIONS

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

REGIONAL NETWORKS

WKAP, Inc.

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

President.....N. Joe Rahall
General Manager.....Ogden R. Davies
Commercial Manager.....Jerry Duckett
Program Director.....Alan D. Raber
Publicity Director.....Samuel 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, Fla.

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
V.P., Gen. Sales Mgr.....Saul Rosenzweig
Sales Prom., Pub. Dir.....Don Shepherd
Program Dir.....Mort Cohn
Chief Engineer.....George F. Sprague

STATIONS

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

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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, Albany; WAZA, Bainbridge; WRBL-AM-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.; WOCB, Hyannis, Mass.; WCOU, Lewiston, Maine; WLLH, Lowell, Mass.; WNLC, New London, Conn.; WBRK, Pittsfield, Mass.; WPOR, Portland, Maine; WEAN, Providence, R. I.; WSYB, Rutland, Vt.; 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.; WOCB, Keene, N. H.

Z Net Stations

c/o KXLJ, Box 797, Helena, Mont.
President.....E. B. Craney

STATIONS

KXLJ-AM-TV, Helena; KXLL, Missoula; KXLF-AM-TV, Butte, all Mont.

When You Can
Have the Best,
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