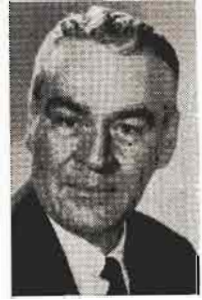


RADIO NETWORKS

AFFILIATED STATIONS
OWNED & OPERATED
STATIONS
EXECUTIVE PERSONNEL
U. S. A. NETWORK MAPS

1957

Resurgence of Network Radio Striking, Yet Understandable



GEORGE COMTOIS
Vice-President, Sales
ABC Radio Network

THE outlook for network radio is so good for 1957 that Dec. 28, 1956 ABC Radio announced an increase in network radio rates effective April 1, 1957.

ABC Radio's decision to raise rates on the segmented programs in our Morning Bloc under the ABC-Dispersion Plan is based on the fact that progress on the road back for network radio can best be accelerated by providing the industry at large with a more accurate reflection of the real worth of a network radio buy in the rates charged for that buy. While the ABC Radio rate increases are modest, they signify the increasing recognition, importance and value of network radio as a national medium.

◊

Radio has passed through a difficult period over the past decade because it has taken advertisers time to discover that \$1,000 spent in 1956 to reach 1,500,000 homes per minute is an even better buy than \$5,000 spent in 1946 to reach 5,000,000 homes per minute. While this may seem to be a very simple thing to "discover," one must remember that the buyer of advertising has traditionally been used to buying something that *assembles* a crowd for him—like the high rated radio show of yesterday and the high rated TV show of today.

In 1956, while fewer crowds were *assembled* at any one time by radio, radio as an individual listening medium *followed* more individuals than ever before—in 47,000,000 homes with radios in 35,000,000 autos with radios, in 142,000,000 individual radio set locations throughout America. With radio rates lowered in keeping with the smaller crowds *assembled*, the point was finally reached where radio was at once broad enough (thanks to the phenomenal continuing growth of set circulation) in minute-by-minute cost to actually enable an advertiser to economically pursue the media man's dream of *following* the individuals wherever they are.

◊

Moreover, this technique of mass penetration and saturation, made possible by the new pattern of radio's cost and circulation today, furthers one of the most important selling techniques of advertising—namely, *repetition*. Not only does the radio advertiser get more homes per minute for less money today than he did ten years ago, he broadcasts his message more often, with greater

frequency than ever before possible for that money. The advertisers who know about radio's change—in *method* of buying and *costs* of buying—are enthusiastic about radio because it is the most successful, economical medium they have ever used. Small advertisers have perhaps been the first to learn about radio's change and new vitality, because their inability to afford TV on a large scale has made them more expert on the use of radio and other media. Also, the small advertiser can usually feel results and trace those results to his use of radio more handily than the large advertiser.

◊

The sheer weight of research evidence brought to bear in network radio's behalf has operated in the past year to saturate the buyers of advertising with the realization of network radio's strength. The demonstrable power of the medium has, in 1956, helped move network radio from the Time buyer's desk to the Plan Board table. Similarly, the advertiser is concerning himself more and more with his radio appropriations and not delegating complete responsibility for "fill-in" coverage. The great thing for network radio has been the growing realization by both agency and advertiser in case after case that with over 75% of all homes now TV-equipped the only way to consider network radio is on the basis of total U.S. homes delivered.

◊

The resurgence of network radio is really not so surprising. Actually, trade opinion on the value of the medium has tended to follow public opinion—which has certainly changed. Advertest Research has asked TV owners every year since 1949 in a continuing study if they think TV will replace radio and if they think they will continue to listen to radio. In 1949 52% said TV would replace radio. In 1956 only 11% thought so and 89% reported they will continue to listen to radio.

In all areas, on all fronts 1957 will be a year of greater strength for the radio medium, greater progress for networks and greater rewards and advantages for those who make use of its facilities.

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

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

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

Telephone Number: SUsquehanna 7-5000

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7 West 66th Street

New York 23, New York

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Reginald Willcocks	Traffic Manager

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Thomas Velotta	Vice President & Administrative Officer of News, Special Events, Sports & Public Affairs
Donald Coe	Director of Special Events & Operations
Ruth Crawford	Librarian
Francis N. Littlejohn	Director of News & Public Affairs
William Whitehouse	Director of Sports





Program

Ray Diaz	National Program Director
Walter A. Gustafson	Supr. of Sound Effects
William Hamilton	Eastern Program Manager
James McConnochie	Mgr. of Announcing Div.
J. Ward Mitchell	Mgr. of Script

AMERICAN BROAD



LEGEND

-  REVERSIBLE LINE
-  DIRECTIONAL-ONE WAY
-  FM SIGNAL
-  DAYTIME ONLY AM STATION

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Press Information, Advertising
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Hank Warner..... Dir. Press Information

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Grace Johnsen..... Dir. of Continuity Acceptance

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Lawrence Pollock..... Manager of Research

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S. William Aronson..... Director of Sales Service
Margaret Fischer..... Mgr. of Order Processing
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Peter Wade..... Director of Station Clearance

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Edward DeGray..... V.P., Charge of Station Relations

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Chicago 6, Illinois

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Elliott W. Henry, Jr..... Director of
Publicity & Promotion
William P. Kusack..... Manager of Engineering
Department
Ernest Walker..... Sales Mgr., Central Division

DETROIT

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Detroit 26, Michigan

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Robert Baker..... Radio Studio Manager
Joseph C. Cassel..... Contoller
Harold Christian..... V.P. in Charge of
Merchandising & Research
Page Heldenbrand..... Promotion Manager
Charles Kocher..... Chief Engineer
Harold Neal..... V.P. in Charge of Radio
Olive Davis..... Traffic Manager, Radio

HOLLYWOOD

1539 N. Vine Street
Hollywood 28, California

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J. Clifford Anderson..... Director of Labor Relations
William P. Baxley..... Sales Manager, KABC Radio
Dorothy L. Brown..... Continuity Acceptance Editor,
Western Division
Dresser Dahlstead..... Program Manager, Western
Division
Ralph C. Denechand..... Asst. to Chief Engineer,
Western Division

Theodore Grenier..... Chief Engineer, Western
Division
John S. Hansen..... General Manager of KABC
Allen E. Maynard..... Purchasing Agent and
Building Maintenance Supervisor
Courtney McLeod..... Dir. of Network Traffic,
Station Clearance & TV Sales Service,
Western Division
Robert P. Myers..... Pacific Coast Counsel—ABC
Daniel P. O'Reilly..... News Editor, Western Div.
Florence T. Schiro..... Personnel Director
John C. Wagner..... Contoller, Western Division
Harry Woodworth..... Director of Radio, Western
Division

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277 Golden Gate Ave.
San Francisco 2, California

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San Francisco Office
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Jon Barkhurst..... Dir. of Station & Program
Exploitation
Harry Jacobs..... Chief Engineer & Building
Maintenance Manager
Edith Kirby..... Traffic Manager
David E. Lundy..... Asst. Sales Mgr., KGO
Lorraine Pederson..... Continuity Acceptance Editor
Victor Reed..... Manager of News &
Special Events & Advertising, Promotion &
Publicity
David Sacks..... Sales Manager—KGO and KGO-TV
Henry Saroyan..... Contoller & Purchasing Agent
Edward Smith..... Production Manager
Mary Jean Wolf..... Sales Service Manager

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Washington, D. C.

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Charge of Washington Office

NEW YORK

7 West 66th Street
New York 23, New York

Stewart Barthelmess..... General Manager
Myrtle Tower..... Program Director
Robert Noble..... Sales Manager

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Network Radio Suits Needs of Major Advertising Firms



By
ARTHUR HULL
HAYES
President
CBS Radio

THE trend for radio is upward. Almost 14,000,000 new radios were sold last year which indicates that more listeners are listening. More advertisers are buying time. Why? I think the reason is that radio has maintained its unique effectiveness for entertaining, informing and persuading large audiences. Certainly, if the developments of the past year are a reliable barometer, the CBS Radio Network, in particular, has every reason to look forward confidently during the ensuing months.



One of the first principles of advertising is that, in order to be effective, it must be repetitive and it must reach a lot of people. Because the radio medium does fulfill this function, more and more national advertisers are recognizing this fact, and they recognize further that they can secure effective advertising at the right price.

At any given moment, for example, the entire nation-wide audience for radio *can* be reached only through the use of virtually all of the 2971 commercial AM radio stations deployed across the country. But how many—if any—advertisers can buy time on *all* of these stations on a consistent and repetitive basis? Here, therefore, is where network radio is tremendously advantageous and demonstrates its effectiveness. And this is why, for an increasing number of advertisers, the answer continues to lie in network radio. Although only about 42 per cent of the commercial radio stations are affiliated with networks, these network stations account roughly for about two-thirds of the families listening to week-day, mid-day radio—a formidable percentage figure.



In this area the CBS Radio Network is dominant. CBS Radio's 201 affiliated stations, representing about seven per cent of all commercial stations in the United States, account for more than 26 per cent of the week-day, mid-day listening. This is more than the listening commanded by *any* other network and as much as the listening to the next two networks combined. CBS Radio has retained and has increased its audience domi-

nance because it has maintained the quality of its programs and has not slackened its alertness to listeners' tastes and preferences. This emphasis on the importance of programming is, in fact, the foundation on which CBS Radio has rested from its very beginnings. And attention to programming quality gives advertisers access, not only to larger audiences, but to more responsive ones.



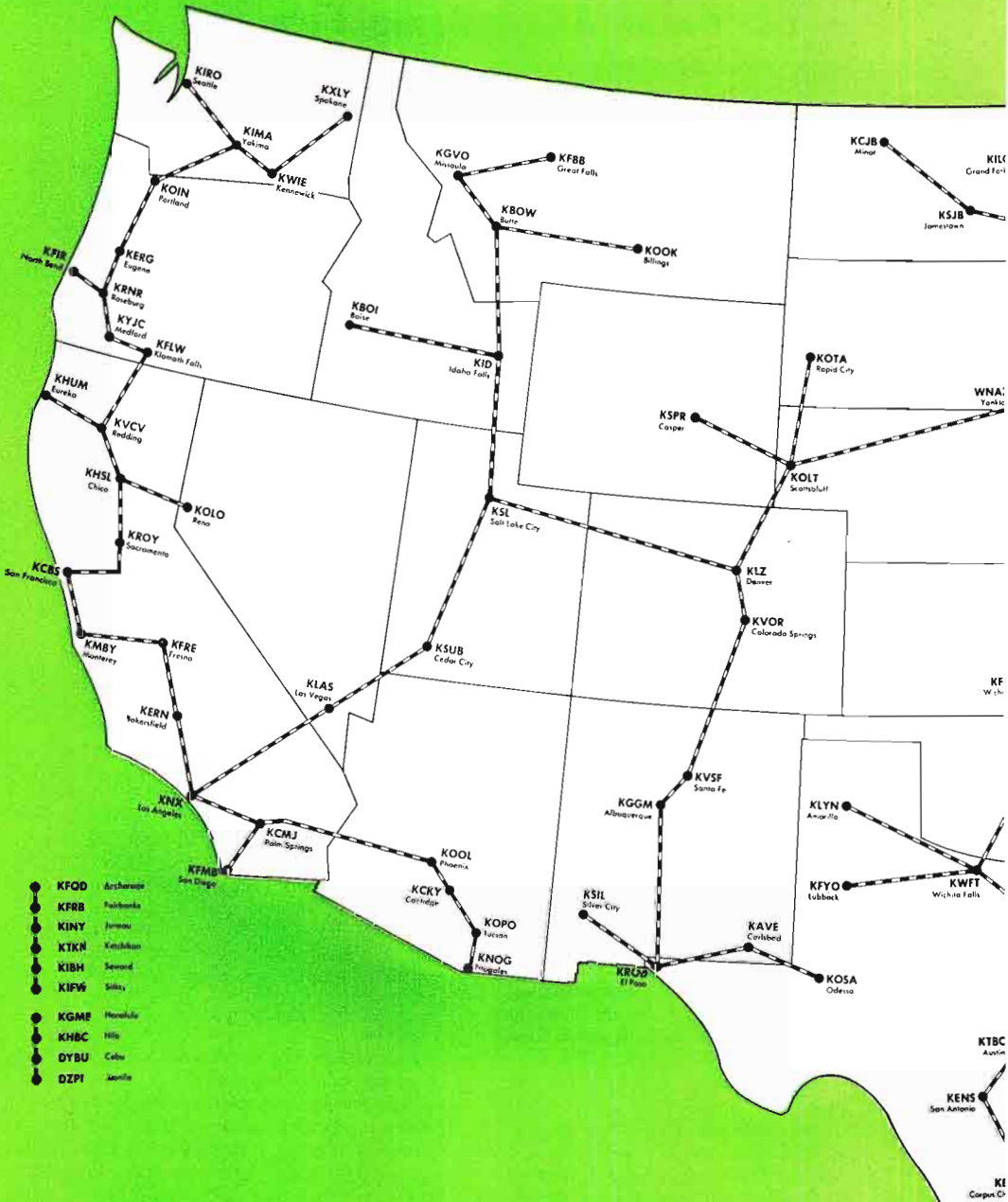
These factors are the basis for the confidence which major advertisers are displaying in radio as a potent selling medium. CBS Radio, for example, can point to a number of tremendously important business organizations which have allocated a sizable portion of their advertising dollar to impressive time purchases on the network. Gross time purchases of a million dollars or more were made by the following in recent months: Colgate-Palmolive, \$3 million; Lever Brothers, \$3 million; Slenderella International \$1 million; Standard Brands, \$1½ million; Scott Paper Co., \$1,000,000. In addition, time purchases from the CBS Radio Network included renewals by such companies as Chevrolet, Delco, Brown & Williamson and the Wm. Wrigley Co. Where such advertisers lead, it is inescapable that others follow. The reason is simple: it's good business to buy radio!



The final barometer of advertising interest in network radio is the fact that, at this writing, 91 per cent of the CBS Radio Network's daytime programming is sold out—an improvement of more than 100 per cent on the status which was reported six months ago.

There can be little doubt about radio's continued growth and vitality. Certainly the developments of the past year seem to be a reliable indicator toward the continued growth and health of radio, both for 1957 and the years beyond.

CBS RADIO



NETWORK



WKQA San Juan

8BT
Bangor

CBS, INC.

CBS RADIO DIVISION

Executives and Staff

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

Telephone: PLaza 1-2345

Registered Telegraphic Address—COLUMBIA NEW YORK

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Don Ball Director

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James Fasset.....Supervisor of Music
Charles Monroe.....Director, Program Writing

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Lillian Selb.....Manager, Contracts and Estimates
Jack Martin.....Manager, Sales Service

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Jack Donahue.....Sales Manager

Chicago Office, 410 Michigan Ave.

Roger K. Huston.....Manager

Los Angeles Office, 6120 Sunset Blvd.

Jack Donahue.....Manager

San Francisco Office, Palace Hotel

Robert Price.....Manager

Detroit Office, Fisher Bldg.

Alexander Knox, Jr.....Manager

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John Jefferson.....Assistant Director, Public Affairs

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Laurette Banks.....Supervisor of Ticket Bureau

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Sid Garfield.....Director of Exploitation
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Howard Berk.....Trade News Editor
Melvin Spiegel.....Manager

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WCBS and WCBS-FM

485 Madison Ave., New York 22

Carl Ward.....General Manager
George E. Hurst.....Sales Manager
Sam Slate.....Program Manager
Dave Driscoll.....Director of News and Public Affairs
Murray Gross.....Promotion Manager
Milton Rich.....Manager, Press Relations

KCBS and KCBS-FM

Palace Hotel, San Francisco 5

KCBS and KCBS-FM

Henry Untermeyer.....General Manager
Roland Kay.....Sales Manager
Evelyn Clark.....Promotion Manager
Pede Worth.....Program Director
Don Mozley.....News Director

KMOX

401 S. Twelfth Blvd., St. Louis 2

Robert Hyland.....General Manager
Charles Burge.....Sales Manager
Mark Russell.....Program Manager
Foster Brown.....Promotion Manager
Frank Zwart.....News Director

KNX and KNX-FM and Columbia Pacific Network

6121 Sunset Blvd., Los Angeles 28

Bert West.....General Manager
Donald Ross.....Sales Manager
Robert Sutton.....Program Manager
John Asher.....Promotion Manager
John Beck.....News Director
Maury Webster.....Director of Operation

WBBM and WBBM-FM

410 N. Michigan Ave., Chicago 11

H. Leslie Atlass.....Vice President in Charge
of Central Division, General Manager of WBBM
E. H. Shomo.....Assistant General Manager
James Hensley.....Sales Manager
Thomas A. Bland.....Program Director
C. W. Doebler.....Promotion Manager
Will Garry.....News Director

WEEI and WEEI-FM

182 Tremont St., Boston 12

Thomas Gorman.....General Manager
Robert Sinent.....Sales Manager
Ken Ovenden.....Program Manager
Joseph Cullaine.....Promotion Manager
Charles Ashley.....News Director

HOUSEWIVES' PROTECTIVE LEAGUE PRODUCTIONS

Edward W. Wood Jr....General Sales Manager and
General Manager, HPL Program Services Inc.

CBS RADIO SPOT SALES

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Milton F. Alliston.....Eastern Sales Mgr.
Ray Kremer.....Manager, Sales Department
Richard Hess.....Research Manager
Fred Heywood.....Sales Promotion Manager

Chicago Office, 410 N. Michigan Ave.

Thomas Peterson.....Western Sales Manager

Atlanta Office, 800 Peachtree St.

George R. Swearinger, Jr.....Sales Manager

Detroit Office, Fisher Bldg.

Ralph H. Patt.....Sales Manager

Los Angeles Office, Columbia Square

Roland H. McClure.....Sales Manager

San Francisco Office, Palace Hotel

Byron Nelson.....Sales Manager

Station Relations

William A. Schudt, Jr.....V.P. in Charge
Eric Salline.....Manager

Research

Harper Carraine.....Director of Research
Edward Reeve.....Sales and Promotion
Research Manager
Howard Miller.....Manager, Coverage and
Marketing Research

Sales Promotion and Advertising

Louis Dorfsman.....Director
Murray Salberg.....Manager of Program
Promotion
Arnold Benson.....Director Station Promotion
Service
Richard Golden.....Director, Network Sales
Presentations
Edward Kaytin.....Associate Director,
Network Sales Presentations
Naomi Andrews.....Network Copy Chief
Irving Miller.....Director, Art Service,
CBS-Owned Stations Promotion
Joseph Tole.....Production Manager

Network Radio Structure Seen as Filling Manifold Needs



By
JOHN B. POOR
President
Mutual Broadcasting
System

RADIO'S resurgence is the misnomer that's making the rounds.

It is not a resurgence. Dictionaries define the word as a "rising or a tendency to rise." And where radio is concerned that is definitely incorrect.

The phrase that should be used these days is "radio's recognition." For that is what we have today—a recognition by all advertisers that radio is the big medium for flexible and elastic impact on the biggest possible mass audience in the world. And it is done by network radio at a minimum in cost.



This year 1957 actually marks a carry-over of a rekindled interest by national advertisers in network radio's commercial impression impact. This closer attention to network radio's potentials became markedly apparent in 1956 when our own Research Department checked the commercial minute impressions on network radio ordered over a specified period of time that year against a similar period in the preceding year 1955 — and showed there was a big increase.

I have constantly harped on the fact that network radio's big problem was the simple fact it was being eclipsed by network television. And, taking my theme from Mark Twain's famed Connecticut Yankee story, I point out these days that network radio's solution to the problem is to remove itself from the picture medium's shadow.

We did that in 1956. And we are setting our sights not to increase that campaign throughout 1957 and the years ahead. We know we're on the right track.



We have many criteria to prove our points. Firstly, last year appliance makers made and sold twice as many radio sets as they did television. As I noted above, last year more and more advertising agencies began counseling clients to spread advertising dollars more sagely by increasing allocations for network radio. We know, too, that now as never before the great American public is a mobile force—constantly on the move via new cars and newer highways.

All these are signs of the times that none of us—whether we be network operators, affiliates or national and regional advertisers—can overlook. Americans are moving out of their homes these evenings. They're traveling. They're attending drive-in theaters and enclosed theaters. They're visiting people. They've stopped hibernating.

And wherever they go there's radio. When these words are printed there will be upwards of 150 million radio sets in use throughout the country. There are more than 40 million radio-equipped cars, trucks and busses. It's the biggest mass audience in the world. And it can only be reached by radio—with network radio most efficient in this process.



There are skeptics who talk down the advantages of network radio. Fortunately, they are few today.

I have seen at first hand that local programming kept strictly on a local level has manifold limitations and is far from the answer to good programming, economically sound and progressive radio programming.



That has to be an interlocking of local interests between the specifics for neighborhood (areas of 100 to 200 square miles within the radial transmitting distances of average a.m. stations) and local programming and the spectacular, colorful broadcasting that radio listeners have come to depend on these days—the type of interstudded programming that only a network can provide.

Only a network can go round the world—for news where it is actually happening—for events as they actually occur. This is network radio's big plus.

And never again in our lifetime will we see it overshadowed.

MUTUAL BROADCAST

ALABAMA

WCTA Andalusia
 WFPC Anniston
 WBLZ Birmingham
 WBLZ Dothan
 WWSL Tallahassee
 WWSL Dothan
 WWSL Florence
 WWSL Gadsden
 WWSL Haleyville
 WWSL Huntsville
 WWSL Jackson
 WWSL Mobile
 WWSL Montgomery
 WWSL Opelika
 WWSL Tallapoosa
 WWSL Tullahoma
 WWSL Troy
 WWSL Tuscaloosa

ARIZONA

KSNR Bisbee
 KANT Douglas
 KXNA Flagstaff
 KTV Phoenix
 KTRC Tucson
 KVCB Winslow
 KXAA Yuma

ARKANSAS

KVBC Alexandria
 KATA Dumasville
 KANO Camden
 KAND Cotter
 KAND Fayetteville
 KASA Fort Smith
 KASA Helena
 KASA Hope
 KATC Hot Springs
 KATN Memphis
 KRLA Little Rock
 KXNA Magnolia
 KOTN Pigg Bluff
 KXLI Russellville
 KXSL Silvan Springs
 KXAK Stuttgart

CALIFORNIA

KAFY Bakersfield
 KCCC Chico
 KRCB El Centro
 KRB San Jose
 KTVB Fresno
 KRF Los Angeles
 KVCY Marysville
 KVCY Merced
 KVCY Palo Alto
 KVCY Redding
 KVCY Sacramento
 KVCY Salinas-Monterey
 KVCY San Bernardino
 KVCY San Diego
 KVCY San Francisco
 KVCY San Luis Obispo
 KVCY Santa Barbara
 KVCY Tulare-Visalia
 KVCY Yuba

COLORADO

KTVR Alamosa
 KRLR Canon City
 KJMG Denver
 KJMG Durango
 KJMG Glenwood Springs
 KJMG Grand Junction
 KJMG La Junta
 KJMG Lamar
 KJMG Pueblo
 KJMG Salida
 KJMG Trinidad

CONNECTICUT

WBAE Bridgeport
 WDFB Hartford
 WMLC New London
 WTRB Torrington
 WVCB Waterbury

DISTRICT OF COLUMBIA

WDCB Washington

FLORIDA

WWSO Daytona Beach
 WWSO De Funiak Springs
 WWSO Gainesville
 WWSO New West
 WWSO Orlando
 WWSO Lakeland
 WWSO Leesburg
 WWSO Marianna
 WWSO Melbourne
 WWSO Miami
 WWSO Milton-Panama
 WWSO Orlando
 WWSO Panama City
 WWSO Quincy
 WWSO St. Petersburg-Tampa
 WWSO Tallahassee
 WWSO Vero Beach
 WWSO West Palm Beach
 WWSO Winter Haven

GEORGIA

WWSO Atlanta
 WWSO Augusta
 WWSO Chattanooga
 WWSO Columbus-Phenix City
 WWSO Dalton
 WWSO Douglasville
 WWSO Gainesville
 WWSO Marietta
 WWSO Macon
 WWSO Milledgeville
 WWSO Newnan
 WWSO Rome
 WWSO Savannah
 WWSO Statesboro
 WWSO Thomasville
 WWSO Valdosta
 WWSO Waynesville

IDAHO

KBAB Boise
 KBYN Coeur d'Alene
 KBYN Idaho Falls
 KBYN Lewiston
 KBYN Pocatello
 KBYN Twin Falls
 KBYN Wallace

ILLINOIS

WNRD Cairo
 WLS Chicago
 WFTW Havana
 WFLP Peoria
 WFTV Springfield

INDIANA

WJCI Fort Wayne
 WFTW Indianapolis
 WASK Lafayette
 WMLL Logansport
 WWSB South Bend
 WWSB Vincennes

IOWA

KCCO Cedar Rapids
 KRIS Clinton
 KSTV Des Moines
 KWOM Des Moines
 WDBQ Dubuque
 WFTV Fort Dodge
 KFEE Grand Junction
 KWW Waterloo

KANSAS

KFTW Concordia
 KGSB Dodge City
 KVOE Emporia
 KWSB Goodland
 KMO Independence
 KSKL Lansing
 KTDK Topeka
 KAX Wichita

KENTUCKY

WCLB Bowling Green
 WLSJ Bowling Green
 WCTT Colton
 WJBB Covington
 WFFY Fayetteville
 WJLN Harlan
 WJEC Hazard
 WJLR Lexington
 WJLC Louisville
 WJMN Mayfield
 WJML Owensboro
 WJFP Paducah
 WJKE Paducah
 WJFY Richmond
 WJFC Sikeston

LOUISIANA

WAFB Baton Rouge
 WJLS Lake Charles
 WJEF Jennings
 WJAC Lake Charles
 WJLC Monroe
 WJNC Natchitoches
 WJDS New Orleans
 WJNT Shreveport

MAINE

WFAU Augusta
 WABT Bangor
 WDEE Biddeford
 WCOU Lewiston-Auburn
 WJUB Portland

MARYLAND

WJVR Baltimore
 WJEL Hagerstown
 WJOC Salisbury

MASSACHUSETTS

WMAZ Boston
 WALE Fall River
 WJAN Fall River
 WJAI Greenfield
 WJLB Lowell
 WJLD New Bedford
 WJLN Pittsfield
 WJMS Springfield
 WJMS Ware
 WJOC West Barnstable
 WJBC Worcester

MICHIGAN

WATZ Alpena
 WJCN Battle Creek
 WJTC Cadillac
 WJLH Detroit
 WJBC Eastland
 WJBC Flint
 WJBT Jackson
 WJBR Kalamazoo
 WJBN Petoskey
 WJBS Saginaw-Bay City
 WJBT Traverse City

MINNESOTA

KAUT Austin
 KDOB Bemidji
 KDOM Duluth-Superior
 KEVE Eveleth
 KDOM Faribault
 KDCZ Kergus Falls
 KDCZ Grand Rapids
 KDCZ St. Paul
 KWAD Wadena

MISSISSIPPI

WJCY Biloxi-Gulfport
 WJBR Brookhaven
 WJBC Chickasaw
 WJCC Columbus
 WJCB Calhoun
 WJCA Corinth
 WJCB Covington
 WJCB D'Iberville
 WJCB Jackson
 WJAD Laurel
 WJAT Natchez
 WJAT Tupelo
 WJCC Vicksburg
 WJBT West Point

MISSOURI

KFTS Cape Girardeau
 KFVS Fike River
 KFVS Hannibal-Quincy
 KWCC Jefferson City
 WJBN Joplin
 KWBC Kansas City
 KLF Leavenworth
 KLF Leavenworth
 KFSD St. Joseph
 KFVS St. Louis
 KCRD Sedalia
 KCRD Springfield

MONTEANA

WJMS Billings
 WJMR Butte
 WJMS Great Falls
 WJMS Helena
 WJMS Kalispell
 WJMS Livingston
 WJMS Miles City
 WJMS Missoula
 WJMS Butte
 WJMS Safford

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 WJMR Omaha
 WJMS Omaha
 WJMS Omaha
 WJMS Omaha
 WJMS Omaha

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WJMR Atlantic City

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WJMR Albuquerque
 WJMR Albuquerque
 WJMR Albuquerque
 WJMR Albuquerque
 WJMR Albuquerque
 WJMR Albuquerque
 WJMR Albuquerque

NEW YORK

WJMR Albany
 WJMR Albany
 WJMR Albany
 WJMR Albany
 WJMR Albany
 WJMR Albany
 WJMR Albany

NORTH CAROLINA

WJMR Asheville
 WJMR Charlotte
 WJMR Charlotte
 WJMR Charlotte
 WJMR Charlotte
 WJMR Charlotte
 WJMR Charlotte

NORTH DAKOTA

WJMR Devils Lake
 WJMR Fargo (Roosevelt, Grand Forks)
 WJMR Grand Forks
 WJMR Jamestown
 WJMR Minot
 WJMR Valley City
 WJMR Williston
 WJMR Williston

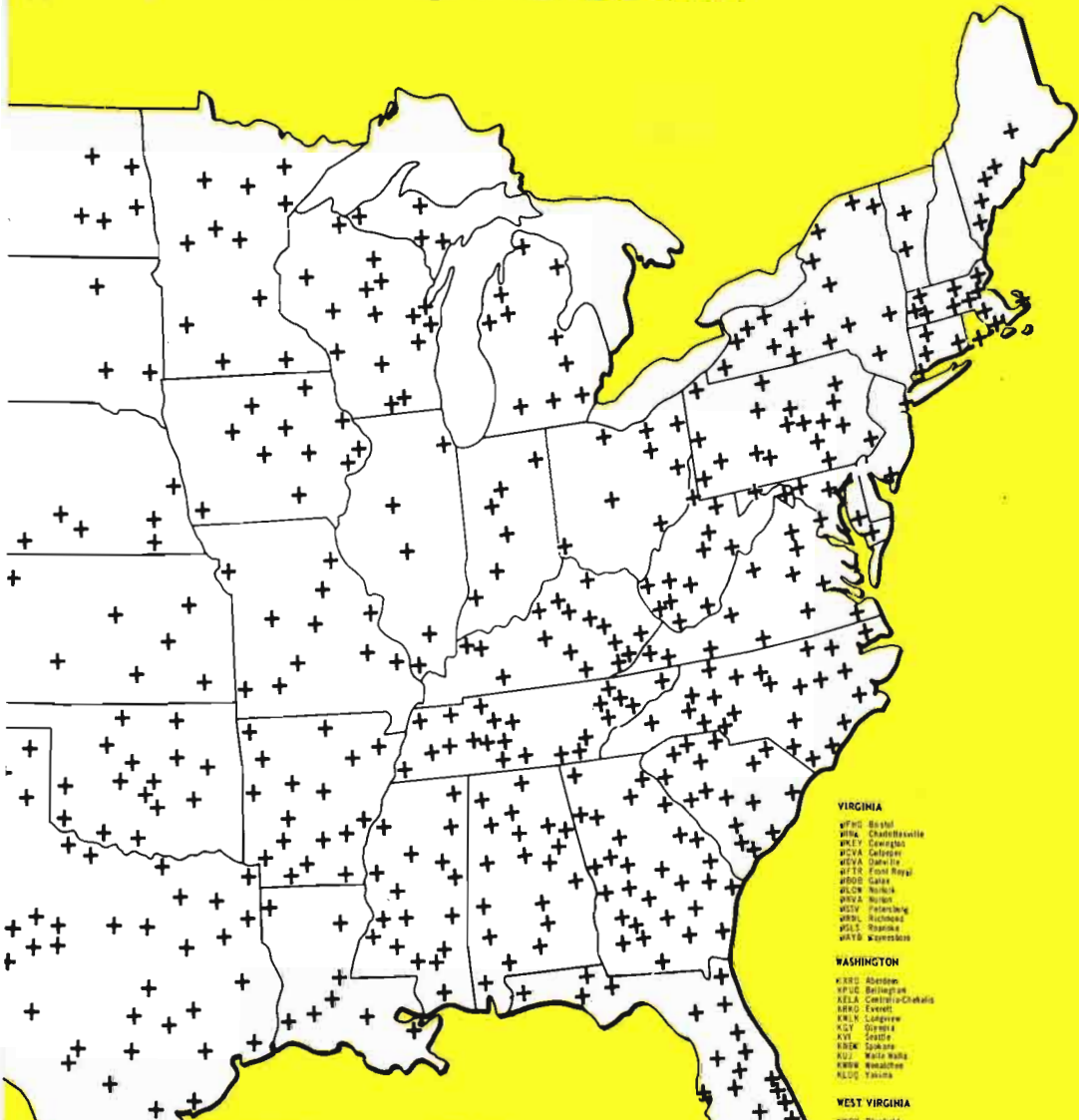
OKLAHOMA

WJMR Altus
 WJMR Bartlesville
 WJMR Broken Arrow
 WJMR Muskogee
 WJMR Muskogee
 WJMR Muskogee
 WJMR Muskogee

OREGON

WJMR Albany
 WJMR Astoria
 WJMR Astoria
 WJMR Astoria
 WJMR Astoria
 WJMR Astoria
 WJMR Astoria

CASTING SYSTEM



PENNSYLVANIA

WTA Allentown
 WESB Altoona
 WLSZ Erie
 WCNB Harrisburg
 WACZ Hazleton
 WCRD Johnstown
 WLAN Lancaster
 WBSF Lock Haven
 WKST New Castle
 WJF Philadelphia
 WJAF Pittsburgh
 WJRI St. Mary's
 WJL Shamokin
 WJAI State College
 WJPA Washington
 WJBT Williamsport
 WJLN Wilkes-Barre
 WJLA York

RHODE ISLAND

NEAR Providence

SOUTH CAROLINA

WANC Anderson
 WBOC Greenville
 WRAJ Charleston
 WLAT Conway
 WJCN Columbia
 WNRB Greenville
 WNSC Hartsville
 WJCT Lake City
 WJLA Lexington
 WJCA Mount Airy
 WJBI Mount Airy
 WJW Spartanburg
 WJFC Santee
 WALD Waterloo

SOUTH DAKOTA

WODI Mitchell
 WSDO Sioux Falls
 WKAT Yankton

TENNESSEE

WLAB Athens
 WAOZ Chattanooga
 WJZW Clarksville
 WQAC Cleveland
 WJRH Columbia
 WBEJ Elizabeth-Johnson City
 NEAR Fayetteville
 WOPV Greenville
 WOPB Knoxville
 WJCN Knoxville
 WJAF Lubbock
 WJLA Lewisburg
 WJBT Memphis
 WJCN Morristown
 WJRN Nashville
 WATD Oak Ridge
 WJFR Paris
 WJAL Shelbyville
 WTKR Union City

TEXAS

WNBC Abilene
 WOLF Abilene
 WABQ Amarillo
 WJCA Austin
 WJCA Big Spring
 WJAZ Binger
 WJRN Brownsville
 WJRA Dallas
 WJBT Corpus Christi
 WJAD Dallas
 WJRA Dallas

WJFO Ft. Worth
 WJZF Fort Worth
 WJAF Fredericksburg
 WJVL Galveston
 WJTF Houston
 WJAN Houston
 WJAZ Houston
 WJVL Lubbock
 WJRN Marlin
 WJRN McComb
 WJRN Memphis
 WJRN New Orleans
 WJRN Odessa
 WJRN Pampa
 WJRN San Antonio
 WJRN Sherman-Denison
 WJRN Snyder
 WJRN Tarrant
 WJRN Tyler
 WJRN Victoria
 WJRN Waco
 WJRN Wichita Falls

UTAH

WJUN Logan
 WJLJ Ogden
 WJAL Panguitch
 WJVC Park
 WJAL Salt Lake City

VERMONT

WJVE Rutland
 WJVE Waterbury

VIRGINIA

WJHG Roanoke
 WJHA Charlottesville
 WJLY Covington
 WJVA Dayton
 WJVA Fairfax
 WJFR Front Royal
 WJON Galax
 WJLN Norfolk
 WJON Norton
 WJTV Petersburg
 WJRI Richmond
 WJLS Roanoke
 WJBY Winchester

WASHINGTON

WJBC Bellingham
 WJUC Bellingham
 WJLA Centralia-Clatskanie
 WJBO Everett
 WJLN Longview
 WJCV Olympia
 WJVI Seattle
 WJEM Spokane
 WJLV Walla Walla
 WJWB Wenatchee
 WJUC Yakima

WEST VIRGINIA

WJVO Bluefield
 WJTP Charleston
 WJAB Clarksburg
 WJTV Hinton
 WJGO Logan
 WJRW Martinsburg
 WJBO Montgomery
 WJBC Morgantown
 WJTV New Martinsville
 WJCO Weirton
 WJAB Wheeling
 WJRW Wheeling-DeWitt, Ohio
 WJBT Williamsport

WISCONSIN

WJMV Appleton
 WJEZ Beaver Dam
 WJBT Eau Claire
 WJIZ Fond du Lac
 WJPC Green Bay
 WJOL Janesville
 WJIZ La Crosse
 WJCV Marshfield
 WJCV Menomonie
 WJCV Milwaukee
 WJCV Neenah
 WJCN Oshkosh
 WJVC Rice Lake
 WJAB Shawano
 WJFR Wisconsin Rapids

WYOMING

WJVC Casper
 WJVC Cheyenne
 WJBC Cheyenne
 WJVC Lander
 WJVC Laramie
 WJVC Powell
 WJAB Rawlins
 WJRI Riverton
 WJRI Rock Springs
 WJVO Sheridan
 WJBT Thermopola
 WJCR Wyoming

MUTUAL BROADCASTING SYSTEM

Executives and Staff
1440 Broadway, New York 18, N. Y.
Telephone: LOnacre 4-8000

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Vice Chairman
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Gordon Gray.....WOR—WOR-TV Division
Benedict Gimbel, Jr.....WIP, Philadelphia
John B. Poor.....MBS, N. Y.
Ward D. Ingram...Don Lee Network, Hollywood
J. Glen Taylor.....RKO Teleradio Pictures, Inc.
Robert A. Schmid.....MBS, N. Y.

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Purchasing and General Auditor
Ole Morby.....Business Manager
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Margaret Lanigan..Supervisor, File and Reception
Audrey Zelner...Supervisor, Listeners' Service
Augusta Hall.....Telephone Supervisor
Margaret Riordan.....Supervisor,
Wire Communications

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Russel, Jr.....of Kirkland, Fleming, Green,
Martin & Ellis, Washington, D. C. & Chicago
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Nathan Abramson...Manager of Entertainment
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Art Gleeson.....Director of Sports

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Charles King.....Director of Station Relations

John Hayes.....Director of Recording
Leslie Learned...Manager of Engineering Traffic

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R. Jackson Foster.....Manager of Graphic
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Nathan Stone.....Manager of Research
John McTigue.....Sales Presentations

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Carroll Marts.....V.P., Mid-Western Division
Sally Josephs.....Manager of Commercial
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Jack Gertz..Asst. Director, White House Liaison

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George Herro, Tom Henry...Account Executives
Dorothy Reynolds.Midwest Sales Service Manager
Myrtle Goulet.....Office Manager and
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Phyllis Doherty....Yankee P. R. Chief (Boston)

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Mike Layman.....WSFC, Somerset, Ky.
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Ralph McElroy.....KWVL, Waterloo, Iowa
Wayne Phelps...KALG, Alamogordo, N. Mex.
Berton Sonis.....WTIP, Charleston, W. Va.

**RKO TELERADIO PICTURE, INC.
(General Teleradio Division)**

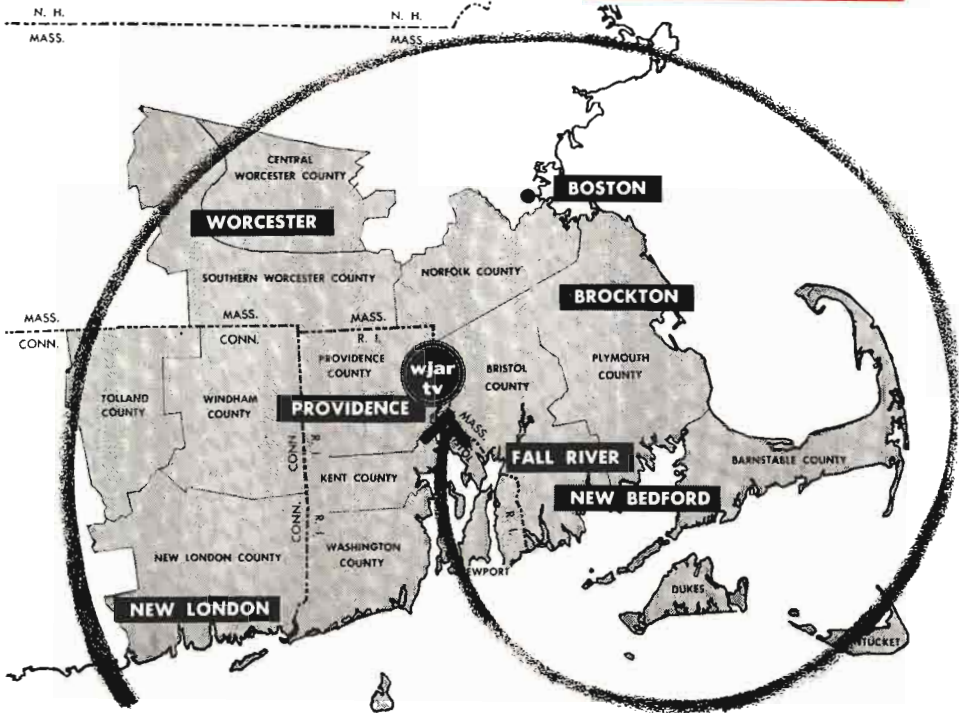
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J. Miller Walker
John B. Poor
Willet H. Brown
William H. Clark
Joseph J. Laub

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Robert Manby.....Vice President
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Bertram Lebhar..... General Manager, WEAT
John Hayes.....General Manager, Recording
 Division, New York

This is the Southeastern
New England Market... **810,700 Homes!**



WJAR-TV Channel 10
Reaches More of These Homes
Every Day Than Any Other
Television Station*

*A. C. NIELSEN
NCS No. 2 Survey
Spring, 1956
Check your Nielsen for extent
of Channel 10 bonus area.

Represented by
WEED Television



PROVIDENCE, RHODE ISLAND
A service of The Outlet Company

Turnabout in the Fortunes of Network Radio Described



By
**MATTHEW J.
CULLIGAN**
Vice President
NBC Radio Network

THE miraculous turnabout in the fortunes of network radio that has occurred during the past few months is definitely not a matter of luck, the failure of competition, or the charity of advertisers and agencies. It is the result, we at NBC think, of identifiable, measurable causes, all of which contribute in varying degrees. As I see it, there are seven forces which have brought about the greatly improved atmosphere for network radio. You can weigh them according to your own orientation:

1. **Stability of Audience** — Television smashed into radio nine years ago with devastating effect, particularly at night. Night-time radio lost 69% of its audience to television. To a lesser degree, daytime radio was affected. About 27% of radio's daytime audience was lost to television. But happily, the decline in radio audiences was arrested about 18 months ago, and audience levels stabilized for six months, then started a gradual, small increase. Network radio rates, however, declined faster and for a longer period than audience levels, resulting in the phenomenon of an underpriced national advertising medium.

2. **Research**—Leading national advertisers have completed research studies which have had a drastic effect on their thinking. One large soap company conducted a continuing research project over a two-year period and made a discovery which led to their purchase of \$4,000,000 in network radio. Other research is now underway, and we believe the conclusions are inevitable—that as a supplement to an existing campaign, network radio is definitely superior to any other medium—television, print or newspapers.

3. **Merchandisability** — This is an intangible, but it certainly should be considered. For more than six years television has had an almost unique explosive power with elements of the distributive and retailing trade. Almost any television caused excitement among a sales force and the trade. And no radio advertising had much effect in exciting the trade. This feverish excitement has run its course, and television no longer completely dominates the scene.

4. **Economics of Television** — The rising costs of television have militated against continuity for many advertisers. There is considerable concern about the "valleys of forgetfulness" between television exposures. Network radio is being used by bellwether advertisers to bridge the gaps between tele-

vision exposures and print exposures in weekly and monthly magazines.

5. **New Equipment**—A whole new area of service to the public is being opened via new radio equipment—such as the NBC Hot Line Service which restores to the American scene the electronic equivalent of the old newspaper's EXTRA, which was relegated to the graveyard by the speed and flexibility of radio news coverage.

6. **Need for Networks**—In recent months there have been ringing confirmations of the need for radio networks by the people whose opinions really matter. Our NBC affiliates demonstrated this beyond all doubt by accepting a change in network option time, permitting us to take under network option the first five minutes of every hour from 7:00 A.M. to 11:00 P.M. Advertisers and agencies, recognizing network radio as a supermarket way to buy, have shown their support by some recent purchases of network radio.

7. **"Imagery Transfer"**—And finally, a concept . . . "Imagery Transfer," which struck immediately among the best minds in the advertising business. The NBC Radio Network has undertaken a detailed study of "Imagery Transfer" and will shortly publish a book, called "The Scientific Basis for Imagery Transfer." The net effect of Imagery Transfer will be, in my judgment, the acceptance of network radio as a necessary part of any balanced national advertising campaign.

I would like to make three predictions about Network Radio.

1. Network Radio will be with us at least as long as any present major advertising medium—including television, magazines or newspapers.

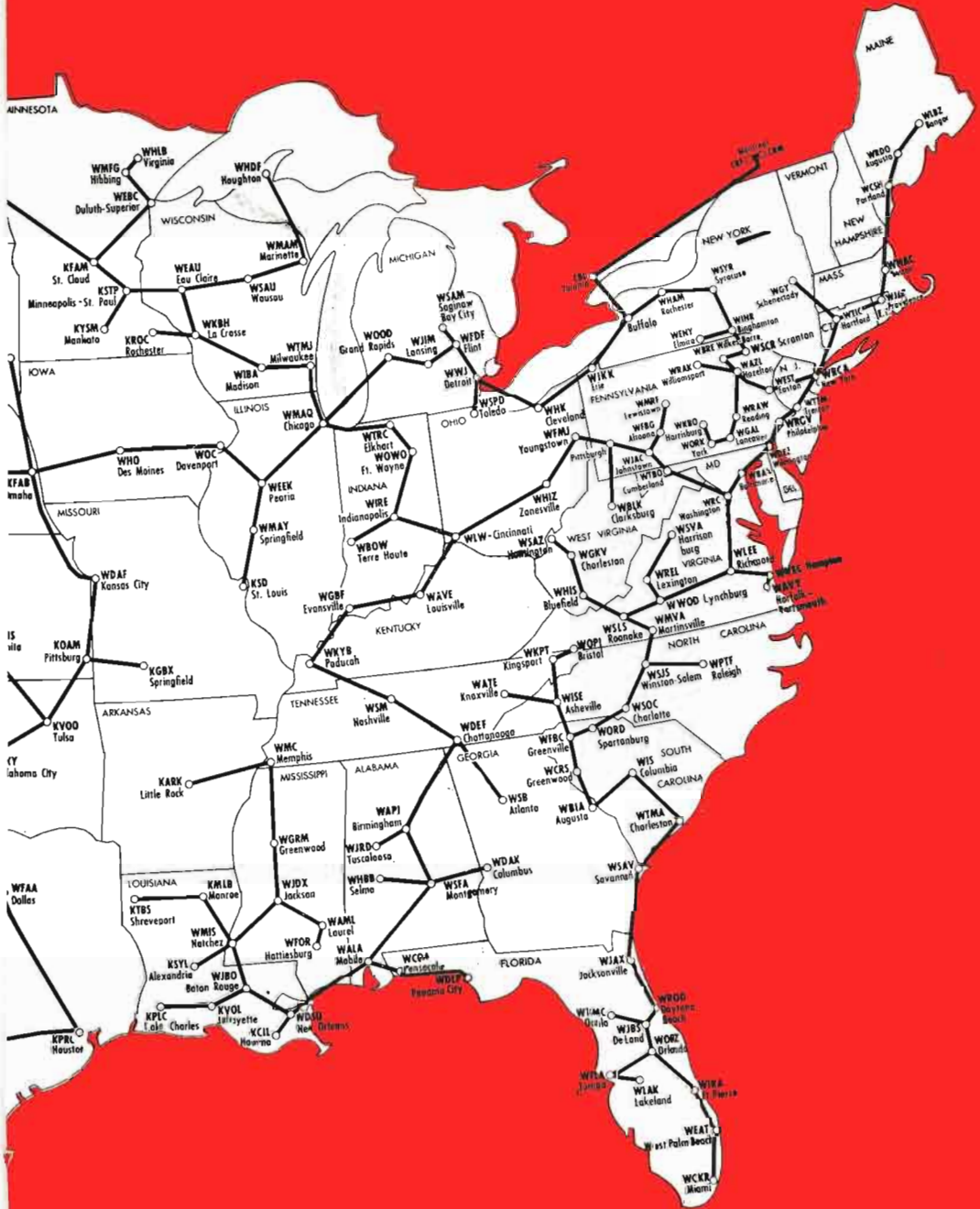
2. The period between the Fall of 1956 and the Spring of 1957 was the turning point in the trend of Network Radio.

3. New radio audience research will be devised in 1957 which will for the first time illuminate the true audience levels of radio, including portable sets in the home, car radios and out-of-home portables.

NATIONAL BROAD



CASTING COMPANY



NATIONAL BROADCASTING COMPANY, INC.

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

Telephone: Circle 7-8300

Registered Telegraphic Address: NATBROCAST NEW YORK

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H. O. Lumb.....Manager, Personnel
Harvey Stackman.....Manager, Organization
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Edwin Stolzenberger.....Labor Relations
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Drew Van Dam.....Manager, Training and
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Carl Watson.....Manager of
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Edwin Vane..Mgr., National Audience Promotion
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Donald J. Foley....National Sales Promotion Mgr.

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Mike Horton.....Director of Information
Cornelius Sullivan.....Public Relations
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Charles Henderson...Dir., Radio Network Pub.,
O & O Stations, NBC Spot Sales
Milton Brown.....Program Publicity Manager
Kathryn Cole.....Manager of Information
William Anderson.....Manager of Business
and Trade Publicity
Sidney Desfor.....Mgr. Photo Unit
Robert R. Brown...Mgr., Institutional Publicity
William B. Miller....Night Executive Officer

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Allen R. Cooper..Manager of Markets and Media
James Cornell.....Manager of Audience
Measurement
Barry Rumble.....Manager of Plans

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Station Relations
Donald J. Mercer....Director, Station Relations

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Technical Operations
Arthur A. Garbade.....Business Manager of
Technical Operations
Frederick G. Knopfke..Manager of Sound Effects
Albert W. Protzman....Supervisor, TV Studio
Technical Operations
Edwin Wilbur.....Networks Technical
Operations Supervisor

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Contract Administration
Martin J. Begley.....Casting Director
Charles J. Moos..Manager, Talent and Program
Contract Administration

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Benjamin K. Park.....Director, Public Affairs
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William McAndrew....Director of NBC News
Edward Stanley....Manager of Public Service
Programs
Barry Wood.....Director of Special Events
Arch Robb.....Mgr. of Special Events

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Norman S. Livingston...Director, Radio Network
Programs

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 Wm. Fairbanks... Eastern Sales Manager
 Howard Gardner... Director, Radio Network Sales Development
 Robert C. Hitchens... Sales Presentation Manager
 Sackett Miles... Manager, Radio Sales Service and Traffic
 Theodore Zaer... Manager, Business Affairs

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 Donald E. Bishop... Director, Publicity and Community Services
 Thomas S. O'Brien... Director, Business Affairs

National Spot Sales

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 Richard H. Close... Director, Represented Stations
 William Buschgen... Division Manager, Radio Spot Sales
 George Dietrich... Director, Radio Spot Sales
 Mort Gaffin... Mgr., New Business & Promotion

WRCA—WRCA-FM, New York

William N. Davidson... General Manager
 Frederick E. Acker... Business Manager
 Peter Affe... Manager, Studio and Film Operations
 William A. Berns... Manager, News and Special Events
 Max Buck... Director, Advertising, Promotion and Merchandising
 Arthur Hamilton... Station Manager
 John R. O'Keefe... Publicity Director
 George C. Stevens... Sales Director
 Stephen White... Program Manager

WMAQ, WMAQ-FM, Chicago

Jules Herbeux... V.P. & Gen. Mgr. WMAQ, WMAQ-FM
 Henry T. Sjogren... Assistant General Manager
 John M. Keys... Director, Advertising and Promotion
 Leonard Anderson... Mgr., Integrated Services
 Chet Campbell... Mgr., Press
 Howard C. Luttgens... Mgr., Tech. Operations
 Rolland J. Reichert... Mgr., Operations
 Edmund Souhami... Mgr., Personnel & Legal
 Harry D. Trigg... Director of Programming
 Neil Murphy... Station Business Manager
 John F. Whalley... Dir., Business Affairs & Financial Planning

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 Bert A. Meda... Business Mgr.
 Jack R. Wagner... Mgr., Programs
 Jos. Baker... Mgr., Tech. Operations

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 Joseph Goodfellow... Director of Sales
 James Kovach... Director of Programs
 John Lavan... Station Business Manager
 Lefferts A. McClelland... Director of Operations
 John G. Rogers... Engineer-in-Charge

WRCV, WRCV-TV, Philadelphia

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 Stanley Broza... Director, Programs
 George Mathews... Business Manager
 Curtis Peck... Director, Operations
 Harold Waddell... Director, Radio Sales
 Theodore Walworth... Director, Television Sales

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 Frank Cleaver... General Program Executive
 Lewis S. Frost... Manager, Radio Network Programs, Pacific Division
 Sheldon B. Hickox, Jr... Director of Station Relations
 Harold Kemp... General Program Executive
 John R. Kennedy... Liaison Engineer
 Thomas W. Sarnoff... V.P., Dir., Production and Business Affairs
 Ralph F. Shawhan... Director, Press and Publicity
 Oscar C. Turner... Personnel & Labor Relations Mgr.

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Edwin Newman, Robert Abernathy, National Broadcasting Company, Inc., 2 Mansfield Street, London W1, England.

France

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Japan-Korea

George Thomas Folster, Nikkatsu Building, Number 1-1, Yura Kucho Chiyodaku, Tokyo, Japan.

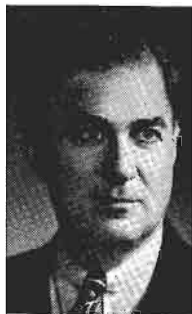
Germany

Frank Bourgholtzer, Press Center (American), APO 757, c/o PM, New York, New York.

Rome

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Keystone Web Services Needs Of Hometown And Rural America



By
SIDNEY J. WOLF
President
Keystone
Broadcasting System

THE rich bread basket which makes up Home Town and Rural America is one of the most desirable market places in the nation. Its statistics alone prove that as a market it can scarcely be overlooked as a source of tremendous revenue for advertisers in almost every conceivable field. 28,058,420 radio homes comprise an audience of over 87,000,000 listeners. Included in this group are over 4,000,000 farms where television is not a strong factor. Keystone Broadcasting System covers this vast market with radio service that has a large and loyal following. Keystone Broadcasting System provides the advertiser with access to this market that can be compared to nothing else available to him. Advertisers who have used Keystone are staunch advocates of the power of radio . . . specifically Keystone . . . in Home Town and Rural America.



One of the outstanding advantages of Keystone service to its clients is the ease and simplicity with which large market areas can be covered by the simple writing of an order. Keystone's administrative facilities enable the advertiser to choose sections of the country as he sees fit and Keystone takes over from there. The programming problems and paper work are out of the advertiser's hair because Keystone's services are such that they are almost automatic. With more than 920 stations in the Keystone family, it becomes possible for the advertiser to choose where and how many stations will best fit his particular problem. 90 or 900, according to

the dictates of his merchandising program, Keystone tailors Home Town and Rural America to fit each individual need.



Probably the great plus factor in KBS service is a tremendous extra that is provided by the unusual effort put forth by Keystone affiliates in behalf of merchandising. Time after time advertisers have expressed wonderment at the real "get up and go" of Keystone merchandising. This is no idle statement — Keystone's records are full of merchandising stories that are literally worth their weight in gold . . . and all at the local level where they do the most good. The unusual relationship that Keystone maintains with its affiliates is fertile ground for merchandising growth that we believe is unparalleled in the field.



Yes, Keystone is still growing. Every year sees new members added to the already large family. And new members mean even greater services to Keystone's present customers and future advertisers. Keystone is looking forward to 1957 as a year which will realize an even greater boon to Keystone clients and greater results from rich, enthusiastic Home Town and Rural America and the over 920 Keystone affiliate stations.

KEYSTONE BROAD

ALABAMA

WRFS Alexander City
 WCTA Andalusia
 WANA Anniston
 WEDR Birmingham
 WEJB Brewton
 WRAG Carrollton
 WKLF Clanton
 WKUL Gullman
 WMSL Decatur
 WXAL Demopolis
 W00F Dothan
 WULA Eufaula
 W0WF Fayette
 W0WL Florence-Musclo Shoals
 WZOB Fort Payne
 WETO Gadsden
 WGVV Greenville
 WGSV Guntersville
 WJBB Haleyville
 WERH Hamilton
 WBHP Huntsville
 WPBB Jackson
 W0WB Jasper
 W0MZ Mobile
 W0FC Montevallo
 WCRL Oneonta
 WJHO Opelika
 WPID Piedmont
 WELR Roanoke
 W0WR Russellville
 WROS Scottsboro
 W0BB Selma
 WFBF Sylacauga
 WHTB Talladega
 W0TB Troy
 WTBC Tuscaloosa
 W0US Tuskegee
 WETU Wetumpka

ARIZONA

KCKY Coolidge
 KAWT Douglas
 KCLS Flagstaff
 KDJI Holbrook
 KNOG Nogales
 KRIZ Phoenix
 KOLD Yuma

ARKANSAS

KVRC Arkadelphia
 KBTA Batesville
 KBBA Benton
 KAMD Camden
 KCON Conway
 KARR Crossett
 KDQN De Queen
 KDMS El Dorado
 KXJK Forrest City
 KHOZ Harrison
 KFFA Helena
 KXAR Hope
 KBHS Hot Springs
 KBTM Jonesboro
 KVLK Little Rock
 KBOK Malvern
 (Formerly KDAS)
 KUSA McGehee
 KTML Marked Tree
 KENA Mena
 K0BM Monticello
 KTLB Mountain Home
 KOSE Osceola
 KDRS Paragard
 KOTN Pine Bluff
 KP0C Pocahontas
 KXRJ Russellville
 KWCB Searcy
 KUOA S'loam Springs
 K0BS Springdale
 KWAK Stuttgart

CALIFORNIA

KIBS Bishop
 KFMX Coalinga
 KRDU Dinuba
 KICD El Centro
 KBAB El Cañon
 (San Diego)
 K0AC Fort Bragg
 KGST Fresno
 K0VR Lodi
 KGER Long Beach
 KYNS Merced
 K0FE Needles
 K00R Oroya
 KP0L Paso Robles
 K0FP Petaluma
 K01P Porterville
 KBTF Red Bluff
 K0FC San Luis Obispo
 K0SA Santa Maria
 K0SA Santa Paula
 KR0G Sonoma
 KSUE Susanville
 KTKR Taft
 K0UR Turlock
 KUDU Ventura

KHUB Watsonville
 KAGR Yuba City

COLORADO

KGIW Alamosa
 KRLN Canon City
 KVFC Cortez
 KRAI Craig
 KDLR Denver
 K00P Durango
 KHIL Fort Lupton
 (Brighton)
 KFTM Fort Morgan
 KBNZ La Junta
 KLMR Lamar
 KLVC Leadville
 K00V Loveland
 KSLV Monte Vista
 KDZA Pueblo
 KVRH Salida
 KCRT Trinidad

DELAWARE

WSUX Seaford

FLORIDA

WAPG Arcadia
 WTRL Bradenton
 WTAN Clearwater
 WKKO Cocoa
 WCNU Crestview
 WDFC Dade City
 WDBF Delray Beach
 WFBK Fernandina Beach
 WINK Fort Myers
 WARR Fort Pierce
 WGGG Gainesville
 WGMA Hollywood
 WJVB Jacksonville Beach
 (Jacksonville)
 WKWF Key West
 WRWB Kissimmee
 WIPC Lake Wales
 WLBE Leesburg
 WNER Live Oak
 W0YS Marianna
 WSSB New Smyrna Beach
 W0MC Ocala
 W0PF Palatka
 W0LP Panama City
 WPRY Perry
 W0VA Plant City
 WFOY St. Augustine
 WTRR Sanford
 WKXY Sarasota
 W0CM Sebring
 WSTU Stuart
 W0EN Tallahassee
 WEBK Tampa

GEORGIA

WAAG Adel
 WJAZ Albany
 WDEC Americus
 WGAU Athens
 WMGR Bainbridge
 WHAB Baxley
 WMOG Brunswick
 WGFA Cairo
 W0LB Camilla
 W0YL Carrollton
 WBHF Cartersville
 WGAA Cedartown
 WMJM Cordele
 W0FS Covington
 W01L Dalton
 W0DW Dawson
 WTAM Decatur
 (Formerly WGLS)
 WDMG Douglas
 WMLT Dublin
 W0SG Elberton
 W0BG Fitzgerald
 W0FP Fort Valley
 W0GA Gainesville
 W0KE Griffin
 W0EH Hawkinsville
 W0BR Jessup
 W0LF Lafayette
 W0LG La Grange
 W0MG Madison
 W0FM Marietta
 W0MV Milledgeville
 W0MR Monroe
 W0MA Moultrie
 W0BN Perry
 W0RA Rome
 W0SN Sandersville
 W0FR Savannah
 W0NS Statesboro
 W0GA Swainsboro
 W0BN Tallahassee
 W0BT Thomasville
 W0TA Thomson
 W0LE Toccoa
 W0EM Valdosta
 W0VP Vidalia
 W0AY Waycross
 W0RO Waynesboro

WRLD West Point
 WIMO Winder

HAWAII

KILA Hilo
 KAIM Honolulu

IDAHO

KGEM Boise
 KBAR Burley
 (Formerly KB10)
 KORT Grangeville
 K01F Idaho Falls
 KRPL Moscow
 KWIK Pocatello
 KPST Preston
 KRXX Rexburg
 KSPT Sandpoint
 KLIX Twin Falls

ILLINOIS

WOKZ Alton
 W0YS Canton
 W0RY Carlini
 W0NT Centralia
 WEIC Charleston
 WITY Danville
 W0RA Effingham
 W0FI Fairfield
 W0EB Harrisburg
 W0PF Herrin
 W0KE Kewanee
 W0RC Lincoln
 W0SM Litchfield
 W0KA Macomb
 W0MK Metropolis
 W0MC Mt. Carmel
 W0NI Murphysboro
 W0LN Olney
 W0RS Paris
 ... Rockford (See
 ... Beloit, Wisconsin)
 ... Rock Island-Moline
 (See Davenport, Iowa)

INDIANA

W0CB Anderson
 W0BN Booneville
 W0LO Frankfort
 WKAM Grason
 (Formerly Warsaw)
 W0TZ Jasper
 W0KT Kendallville
 W0TO Linton
 W0RX Madison
 W0RI Marion
 W0RU Peru
 W0PW Portland
 W0SL Salem
 W0CD Seymour
 W0VA South Bend
 W0TC Tell City
 W0VR Terre Haute

IOWA

KASI Ames
 KJAN Atlantic
 KC0G Center
 K0CHA Charles
 K0CHE Cherokee
 K0SB Creston
 K0FM Davenport (Rock
 Island-Moline, Illinois)
 K0ED Decatur
 K01L Estherville
 K0FD Fairfield
 K0GI Fort Madison
 K0XK Iowa City
 K0RB Mason City
 K0EE Ottumwa
 K0JF Oskawville

KANSAS

KSOK Arkansas City
 KARE Atchison
 K0CB Chanute
 K0CK Chanute
 K0TD El Dorado
 K0VE Emporia
 (Formerly KTSW)
 K0MD Fort Scott
 K0UL Garden City
 K0WB Goodland
 K0YS Hays
 K0WB Herington
 K0ND Independence
 K0JK Junction City
 K0LD Leaverton
 K0AN Manhattan
 K0ND Manhattan
 K0NE Manhattan
 K0NE McPherson
 K0RG Newton
 K0KC Parsons
 K0EK Pittsburg
 K0SK Pratt
 K0RS Russell
 K0TP Topeka

KENTUCKY

WBRT Bardstown
 W0BL Benton
 W0LJ Bowling Green
 W0TC Campbellsville
 W01N Columbia
 W0CT Corbin
 W0ZP Covington
 (Cincinnati, Ohio)
 W0CP Cumberland
 W0YN Cynthiana
 W0HR Danville
 W0EL Elizabethtown
 W0KY Frankfort
 W0KN Franklin
 W0KA Glasgow
 W0HL Harlan
 W0BN Harrodsburg
 W0KC Hazard
 W0SN Henderson
 W0QA Hopkinsville
 W0BN Lebanon
 W0LX Lexington
 W0FM Manchester
 W0ML Manchester
 W0TM Marshall
 W0MK Middlesboro
 W0NK Neen
 W0MI Owensboro
 W0SP Paintsville
 W0PK Pikeville
 W0RT Prestonsburg
 W0KY Princeton
 W0KY Richmond
 W0RS Russellville

LOUISIANA

K0DB Alexandria
 K0TR Bayou
 W0KC Bogalusa
 W0RB Covington
 K0LA De Ridder
 W0FR Hammond
 K01L Houma
 K0LE Jonesville
 K0EF Jennings
 K0LA Leesville
 K0KB Marksville
 K01C Monroe
 K0MRC Morgan City
 K0NC Natchitoches
 K0NE New Iberia
 K0RH Opelousas
 K0LO Opelousas
 K0RU Ruston
 K0BS Springhill
 K0SL Sulphur
 K0VL Winnfield

MAINE

W0BM Hermon
 W0RM Rumford
 W0HM Skowhegan

MARYLAND

W0EM Cambridge
 W0YE Odessa
 (Baltimore)
 W0TX Lexington Park

MASSACHUSETTS

W0HL Holyoke
 (Springfield)
 W01L Medford (Boston)

MICHIGAN

W0AL Albion
 W0FY Alca
 W0AT Alpena
 W0LE Bad Axe
 W0BR Big Rapids
 W0TT Cadillac
 W0RP Flint
 W0FC Fremont
 W0AT Gaylord
 W0KB Iron River
 W0MS Ironwood
 W0LD Ishpeming
 W0LA Jackson
 W0TE Manistee
 W0M3 Marquette
 W0GN Menominee
 (Formerly W0MAW)
 W0EN Mt. Pleasant
 W0S1 Muskegon
 W0AP Owosso
 W0BN Peteskey
 W0LS Port Huron
 W0TC Traversa City

MINNESOTA

K0AM Albany
 K0XA Alexandria
 K0BN Bemidji
 K0MW Breckenridge
 K0LK Cloquet

K0RX Crookston
 K0LM Detroit Lakes
 W0LY Ely
 W0VE Eveleth
 K0ZY Grand Rapids
 K0FB International Falls
 K0TF Little Falls
 K0RS Morris
 K0NJ New Ulm
 K0FO Owatonna
 (Formerly K0KB)
 W0VN Stillwater
 (Formerly W0SHB)

MISSISSIPPI

W0PA Aberdeen
 W0LE Batesville
 W0GM Biola-Gulfport
 W01P Booneville
 W0DB Canton
 W0LC Centerville
 W0RX Clarksdale
 W0LD Cleveland
 W01U Columbia
 W0CB Columbus
 W0CA Corinth
 W0AG Forest
 W0JR Greenville
 W0GR Greenwood
 W0AG Grondy
 W0FR Hattiesburg
 W0MS Hazlehurst
 W0PC Houston
 W0LA Indianola
 W0KZ Kosciusko
 W0ML Laurel
 W0MC Macon
 W0PF McComb
 W0MX Meridian
 W01S Natchez
 W0AU New Albany
 W0UH Oxford
 W0PF Passauqua
 W0OC Philadelphia
 W0RJ Picayune
 W0SO Starkville
 W0LO Tipton
 W0BC Tusculum
 W0AB Vicksburg
 W0OR West Point
 W0ZF Yazoo City

MISSOURI

KBHM Branson
 K0MO Cape Girardeau
 K0WR Booneville
 K0DM Carthage
 K0HM Brookfield
 K0CR Caruthersville
 K0CH Charleston
 K0HI Chillicothe
 K0KD Clinton
 K01A Columbia
 K0EX Dexter
 K0RE Farmington
 K0CF Festus
 W0OS Jefferson City
 K0RX Kirksville
 K01W Lebanon
 K0CB Malvern
 K0NM Marquette
 K0MO Moberly
 K0MO Monticello
 K0LS Mountain Grove
 K0BT Neosho
 K0EM Nevada
 K00C Newell Bluff
 K0TR Rolla
 K0SM St. Genevieve
 K0SM Salem
 K0RO Sedalia
 K01K Springfield
 K0AL Thayer
 K0TT Trenton
 K01P Union
 K0KO Warrensburg
 K0RE Warrenton
 K0PM West Plains

MONTANA

KBMY Billings
 K0BM Bozeman
 K0BW Butte
 K0BM Dillon
 K0GF Great Falls
 K01M Helena
 K0AP Helena
 K0EZ Kelso
 K01L Lewistown
 K0PK Livingston
 K0TI Miles City
 K01T Missoula
 K01Y Shelby

NEBRASKA

K0CW Alliance
 K0BE Beatrice
 K0SR Chadron

CASTING SYSTEM

KJSK Columbus
KHAS Hastings
KGFV Kearney
KLMS Lincoln
K9RL McCook
KODY North Platte
KOGA Ogallala
KVHC O'Neill
KSID Sidney
KAWL York

NEVADA

KFTI Carson City
KRAM Las Vegas
KATO Reno
KWINA Winnemucca

NEW HAMPSHIRE

WMOU Berlin
WJWG Conway
WLNH Laconia

NEW JERSEY

WLDB Atlantic City
WNNJ Newton
WCMC Wildwood

NEW MEXICO

KALG Alamogordo
KABQ Albuquerque
KSPV Artesia
KAVE Carlsbad
KLMX Clayton
KCBY Clovis
KDSJ Domingue
KSEV Hobbs
KOB Las Cruces
KEMM Fortales
KJLV Roswell
KJLH Silver City
KCHS Truth or Consequences
KTNM Tucuman

NEW YORK

WABD Albany
WBRV Boonville (Rome-Utica)
WFLR Dundee
WOSC Fulton
WJOC Jamestown
WLHF Little Falls
WJCL Malone
WALL Middletown
WJRY Plattsburg
WNBZ Saranac Lake
WIPS Ticonderoga
WDLA Walton

NORTH CAROLINA

WRCS Asheville
WAEZ Albemarle
WGBR Asheville
WBBB Burlington
WEGO Concord
WCKB Dunn
WCDJ Edenton
WONC Elizabeth City
WFAI Fayetteville-Fort Bragg
WBOE Forest City
WVFG Fuquay Springs (Raleigh)

WLCG Gastonia
WFCM Goldsboro
WHNC Henderson
WHKP Hendersonville
WHPE High Point
WJNC Jacksonville
WELS Kinston
WFAW Laurinburg
WLOE Leaksville
WJRI Lenoir
WBUY Lexington
WTSB Lumberton
WPHH Marshall
WVAP Monroe
WHPI Mooresville
WMBL Morehead City
WPAQ Mount Airy
WOOV New Bern
WANC New Windsor
WBCB No. Wilkesboro
WMSN Raleigh
WFCR Reidsville
WCKB Ronaoka Rapids
WCEC Rocky Mount
WSTP Salisbury
WGGP Sanford
WONS Shelby
WADE Wadesboro
WLSE Wallace
WHED Washington
WHCC Waynesville

WENC Whiteville
WAAA Winston-Salem

NORTH DAKOTA

KDLR Devils Lake
KDIX Dickinson
KNMX Grand Forks
KEYJ Jamestown
KBOM Mandan-Bismarck (Formerly KGU)

KOVC Valley City
KEYZ Williston (Formerly KWBM)

OHIO

WOHP Bellefontaine
WILE Cambridge
WAND Canton
WBEX Chillicothe
WCCC Cincinnati (See Covington, Kentucky)
WLER Dover
WQHI East Liverpool
WFOB Fostoria
WJEH Gallipolis
WSRW Hillsboro
WTRQ Ironton
WLNJ Jackson
WPTW Piqua
WLEC Sandusky
WCHO Washington Court House
WVST Wooster
WYON Youngstown (See Farrell, Pennsylvania)

OKLAHOMA

KADA Ada
KUSD Ardmore
KFTL Bixby
KWCO Chickasha
KUSH Cushing (Formerly KWHP)
KRHD Duncan
KSEO Durant
KSAK Elk City
KCRG Enid
KAT Frederick
KGYN Guymon
KTJS Hobart
KTHN Hugo
KTMG McAlester
KGLC Miami
KBIX Muskogee
KNOR Norman
KBYE Oklahoma City
KBBG Okmulgee
KVLH Paris Valley
KCOO Poteau
KDLB Pryor
KWSH Tri-City (Wewoka-Seminole-Holdenville)
KVIN Vinita

OREGON

KWIN Ashland
KAST Astoria
KBRK Baker
KEND Bend
KWRO Coquille
KASH Eugene
KOHU Hermiston
KRTV Hillsboro (Portland)
KLBK La Grande
KOLK Lakeview
KCAL Lebanon
KMPM McMinnville
KEOY Medford
KSRV Ontario (Portland) (See Wewaka-Seminole-KODL The Dalles)

PENNSYLVANIA

WNCC Barnesboro
WVAB Bedford
WLOA Bradnock (Pittsburgh)
WISS Butler
WCPL Carbondale (Scranton)
WESA Charleroi
WCVI Connellsville
WOTR Cory
WGSB Ephrata
WLEU Erie
WFAW Farrell (Youngstown, Ohio)
WHUN Huntington
WADW Indiana
WADP Kane
WACB Kittanning
WAKU Latrobe

WKRZ Oil City
WPAZ Pottstown
WPAM Pottsville
WPMF Punxsutawney
WKMC Rearing Springs
WKBI St. Marys
WATS Sayre
WMAJ State College
WVWZ Waynesboro
WLYC Williamsport
WNOW York

PUERTO RICO

WUOA San Juan

RHODE ISLAND

WADK Newport

SOUTH CAROLINA

WAKN Aiken
WANS Anderson
WBAW Barnwell
WBLR Batesburg
WBEU Beaufort
WABS Bishopville
WACA Camden
WHAN Charleston
WCRE Charaw
WGGD Chester
WOLC Columbia
WDSG Dillon
WJAP Easley
WOLS Florence
WFGN Gaffney
WGSW Greenwood
WEAB Greer (Greenville)
WHSC Hartsville
WJCM Lancaster
WJAY Milledgeville
WMYB Myrtle Beach
WBDK Newberry
WTDN Orangeburg
WCHI Reek Hill
WNSW Seneca
WJAN Spartanburg
WFIG Sumter
WBCU Union

SOUTH DAKOTA

KEPK Brookings
KJIV Huron
KGFY Pierre
KISD Sioux Falls
KWAT Watertown
KYNT Yankton

TENNESSEE

WJAR Athens
WPHG Bristol (Bristol, Tenn.-Va.)
WMPFS Chattanooga
WJZM Clarksville
WKRM Columbia
WHUB Cookeville
WKLK Covington
WAEW Crossville
WPKN Dickson
WDSB Dyersburg
WESB Erwin
WEKR Fayetteville
WHIN Gallatin
WGRV Greenville
WHBT Harriman
WIRJ Humboldt
WBJK Jackson
WKXV Knoxville
WJLF La Follette
WDEE Lawrenceburg
WDRB Lebanon
WJLH Lenoir City
WJHM Lewisburg
WDXL Lexington
WGAP Maryville
WMMT McMinnville
WCRK Morristown
WNSM Murfreesboro
WNAH Nashville
WLK Newport
WKEO Oak Ridge
WTPR Paris
WTRB Ripley
WORM Savannah
WEPG South Pittsburg
WDBL Springfield
WDEH Sweetwater
WJIG Tullahoma
WENK Union City
WCDT Winchester

TEXAS

KVLF Alpine
KZIP Amarillo
KBUD Athens

KTXN Austin
KRUN Ballinger
KRCT Baytown
KIOX Bay City
KTXC Big Spring
KNEL Brady
KSTB Breckenridge
KWHB Brenham
KBOR Brownsville
KBWD Brownwood
KBEN Carrizo Springs
KCTX Childress
KSTA Coleman
WTAW College Station
KMCB Colorado City
KAND Corsicana
KIVY Crockett
KXIT Dalhart
KDLK Del Rio
KNDT Denton
KDDP Dumas
KERC Eastland
KBLP Falfurrias
KFFD Floydada
KFFST Ft. Stockton
KNAF Fredericksburg
KBRZ Freerport
KJAC Gainesville
KJUF Galveston
KCTI Gonzales
KCVI Greenville
KFLW Hamilton
KPAN Hereford
KBBR Hillsboro
KSNM Huntsville
KJPE Jacksonville
KTXJ Jasper
KNEJ Junction
KERR Kermit
KCCA Kilgore
KAPT Lamesa
KV07 Laredo
KQVW Littlefield
KFRD Lovelock
KBSA Lufkin
KJHT Marshall
KCMR McCombs
KJBC Midland
KOPR Mineral Wells
KVKM Monahans
KIMP Mt. Pleasant
KOSF Naacogoches
KCNB New Braunfels
KRIG Odessa
KOGT Orange
KNET Palestine
KPAT Pampa
KFTV Paris
KJUN Pecos
KVOP Plainview
KBOP Pleasanton
KZMS Pест
KVOJ Ovanah
KTXL San Angelo
KKNY San Marcos
KSNL Seminole
KCEY Seymour
KCEA Sharrock
KLAN Sherman
KSNY Snyder
KFRW Stamford
KSTV Stephenville
KESST Sulphur Springs
KXDX Sweetwater
KTAE Taylor
KTEM Temple
KTFB Texarkana
KTLW Texas City
KJFE Tulia
KTBG Tyler
KVOU Uvalde
KVCW Vernon
KVIC Victoria
KBEC Waxahatchie

UTAH

KBHU Brigham City
KVNJ Logan
KKGQ Ogden (Formerly KOPP)
KQAL Price
KEYY Provo
KSDP Salt Lake City
KVEL Vernal
KTUT Toole City

VERMONT

WSKI Montpelier
WBYB Rutland

VIRGINIA

WKLK Blackstone
WVBI Bristol (See Bristol, Tennessee)
WINA Charlottesville
WBKR Christiansburg
WKEY Covington
WVCA Culpeper
WEVA Emporia

WFAX Falls Church
WFVA Fredericksburg
WFRF Front Royal
WBOB Galax
WMNA Gretna
WHAP Hopewell
WREL Lexington
WBRG Lynchburg
WMEV Marion
WVVA Martinsville
WVVA Norton
WVSV Petersburg
WPUV Pulaski
WRIC Richlands
WRLP South Boston
WJPM Suffolk
W30F Virginia Beach
WNNT Warsaw
WAY3 Waynesboro
WVNC Winchester
WYVE Wytheville

VIRGIN ISLANDS

WVVI Christiansted (St. Croix)

WASHINGTON

KXRO Aberdeen
KPNB Bellinham
KELA Centralia
KCLX Colfax
KJVL Cowlitz
KJNK Kirkland (Seattle)
KMLK Longview
KEMM Mies Lake
KGY Olympia
KPNP Port Angeles
KARY Prussia
KATE Puyallup
KENE Tenipahish
KHFS Vancouver (Portland, Oregon)
KUEI Walla Walla
KLEI Wenatchee

WEST VIRGINIA

WVPL Charleston
WBAR Clarksburg
WDEE Elkins
WCS Fairmont (Formerly WVVV)
WPLH Huntington
WKRY Keyser
WVOW Logan
WEPH Martinsburg
WHJC Matwan
WABR Morgantown
WVDD New Riverdale (Wheeling)
WE New Martinsville
WFOH Princeton
WHAW Weston

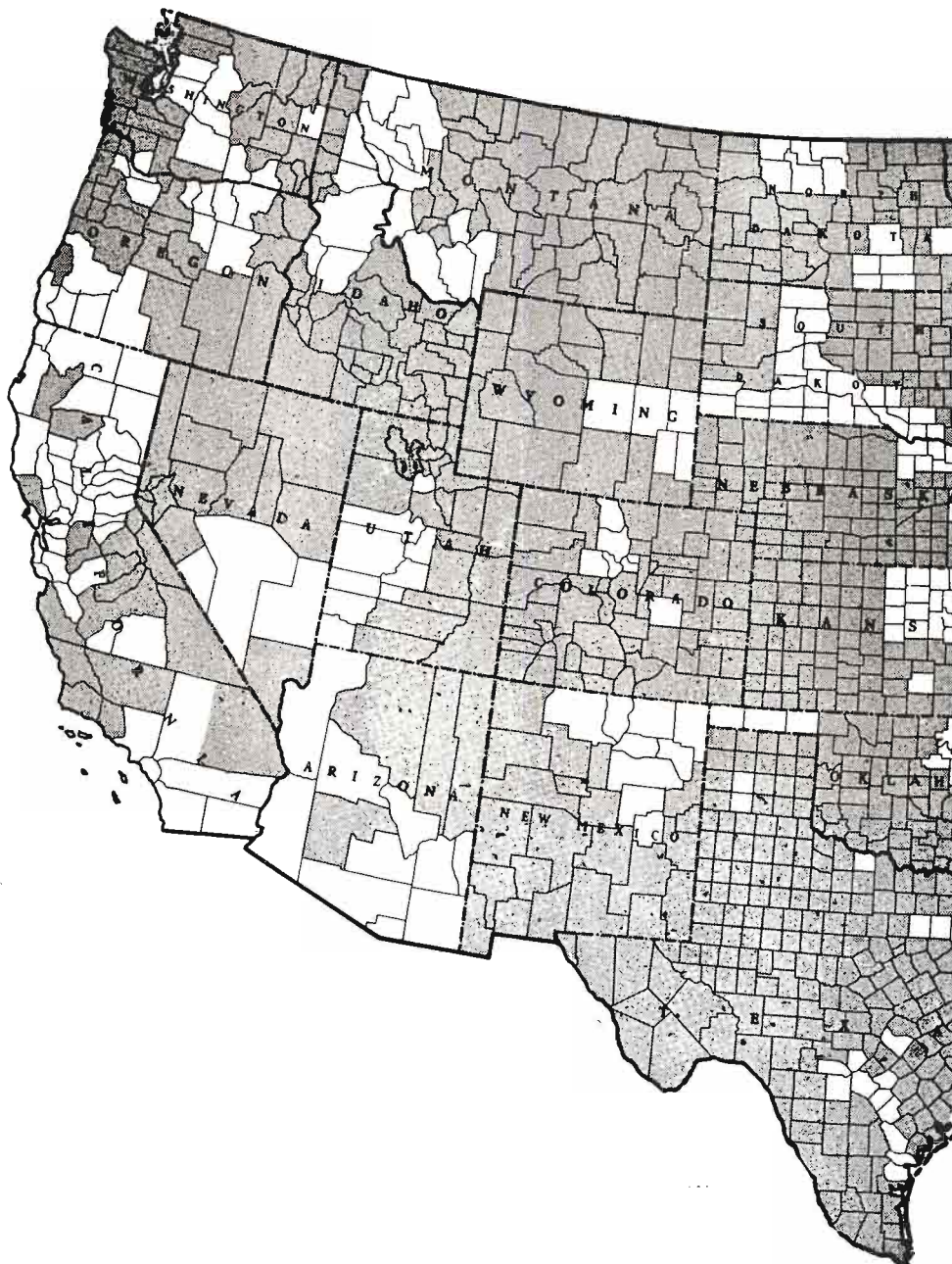
WISCONSIN

WHPY Appleton
WATW Ashland
WFEI Beloit (Rockford, Illinois)
WJGM Green Bay
WJMK Hartford
WJAN Janesville (See Beloit)
WDLA La Crosse
WLDY Ladysmith
WJGM Medford
WMNE Menomonie
WFOX Milwaukee
WOSH Oshkosh
WSPF Park Falls
WPLH Plymouth
WJ3J Ponnate
WEDB Rebersburg
WCO Richland Center
WTCB Shawano
WCOV Sparta (Formerly WKLJ)
WSPST Stevens Point
WOKW Sturgeon Bay
WTRW Two Rivers
WTTN Watertown
WAUX Waukesha
WOSA Wausau
WDXW Waupaca

WYOMING

KATI Casper
KVVO Cheyenne
KLUK Evanston
KOVE Lander
KOWB Laramie
KPOW Powell
KRAV Rawlins
KVRB Rock Springs
KWOY Sheridan
KRTR Thermopolis
KRGS Torrington
KWOR Worland

KEYSTONE BROAD



CASTING SYSTEM



SHADED AREAS INDICATE KEYSTONE COVERAGE
BASED ON 1952 NIELSEN COVERAGE SERVICE AREAS

FOR PERSONNEL SEE PAGE 288

NOW!

Give Your Radio Station the

"World Tailored Personality"

NEW SOUND! NEW COLOR! NEW EXCITEMENT! NEW SALES PUNCH!

EVERYTHING TODAY'S ADVERTISERS
ARE LOOKING FOR!



READ HOW STATIONS
WITH "THE WORLD
PERSONALITY"

SELL AND
SELL AND
SELL!

WSSC Sumter, S. C.

Grosses **\$3,240.00** in sales to 8 sponsors of "Radio's Voice of Fortune." First 6 weeks of broadcast pay World Service for year.

WWSC Glen Falls, N. Y.

Reports **\$1,200.00** sale coupling one "Radio's Selling Headline" with World Football Jingles.

WEEK Peoria, Ill.

Adds over **\$7,500.00** billing monthly with World Time Signal Jingles, Weather Jingles, Radio's Selling Headlines, Bundle of Joy, etc.

WAYB Waynesboro, Va.

Covers cost of World Service for year with sales of 2 World Jingles.

WCTT Corbin, Ky.

Grosses **\$2,925.00** from sale of "Voice of Fortune" to 3 sponsors in retail food lines.

WMPS Memphis, Tenn.

Plough, Inc., owners of WJJD, Chicago, WCOP, Boston, WCAO, Baltimore, WMPS, Memphis, all World Affiliates, report "World paid for itself many times . . . made many sales with jingles!"

TODAY OVER
1000
STATIONS

STAND OUT
 AS RADIO'S
 PROGRESSIVE
 WIDE-AWAKE
 STATIONS...

DOMINATE
 RADIO'S
 VAST
 AUDIENCE...

SELL AND SELL
 AND SELL WITH
 THE "WORLD-
 TAILORED
 PERSONALITY"!

—YOU, TOO, CAN SELL AND SELL AND SELL
 TO FIND OUT HOW, MAIL COUPON TODAY!

WORLD
SALES AND
PROGRAM SERVICE

"WORLD-TAILORED PERSONALITY" MEANS
COMMERCIAL JINGLES

Tailored for insertion locally of advertiser's
 name and selling copy!
 Covering scores of advertiser classifica-
 tions, they SELL AND SELL AND SELL
 FOR WORLD STATIONS!



"WORLD-TAILORED PERSONALITY" MEANS
MUSICAL TUNE-IN JINGLES

Designed to individualize and sell your
 news, music, sports and service features!
 Your whole town will be whistling and
 singing these happy rhymes that
 SELL AND SELL AND SELL YOUR
 STATION'S "PERSONALITY"!



"WORLD-TAILORED PERSONALITY" MEANS
MERCHANDISING IDEAS

including "Radio's Voice of Fortune" . . . "Radio's
 Selling Headlines" . . . "Sell Sounds and Sound
 Effects" . . . and many others!

World's vast array of sensational selling tools
 —furnished free of extra charge with World
 Sales & Program Service—SELLS AND SELLS AND
 SELLS FOR YOUR STATION EXCLUSIVELY!

WORLD BROADCASTING SYSTEM, INC.
 488 Madison Ave., New York 22, New York

RUSH full facts on how we can give
 our stations the **WORLD-TAILORED**
PERSONALITY that sells!

INDIVIDUAL
 TITLE
 COMPANY
 ADDRESS
 CITY ZONE STATE

K E Y S T O N E

BROADCASTING SYSTEM, INC.

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

Officers and Directors

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

New York

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

Phone: PLaza 7-1460

Noel A. Rhys.....	Vice-President and Eastern Sales Director
Charles A. Hammarstrom.....	Account Executive
Eve Waldo.....	Office Manager
Martin Mills.....	Research Director

Chicago

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

Phone: STate 2-8900

Sidney J. Wolf.....	President
Edwin R. Peterson.....	Vice-President
Arthur Wolf.....	Secretary-Treasurer
Paul Kolar.....	Comptroller
William Wolf, E. Richard Peterson, Jr.....	Account Executives
Blanche Stein.....	Director of Station Relations
Anita Larie.....	Auditor
Jane C. McFadgen.....	Traffic Manager, Program Director

Los Angeles

3142 Wilshire Blvd., Los Angeles 5, Calif.

Phone: DUNKirk 3-2910

William Bayer.....	Vice-President
Henry G. Eschen.....	Account Executive

San Francisco

75 Post Street, San Francisco, Calif.

Phone: SUTter 1-7440

Don Kerwin.....	Account Executive
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SERVICES OFFERED: The Keystone Broadcasting System is a transcription network covering principally hometown and rural America. Keystone services these local radio stations in their programming with transcriptions and makes the stations' time available to national advertisers at an attractive network package price.

At present, there are more than 900 Keystone affiliates located in towns with 10,000 to 250,000 population. Most of these Keystone stations serve areas which are beyond clear reception of metropolitan radio stations and which are beyond television coverage. Based on Nielsen reports, or one-half-millivolt where the Nielsen report is not available, there are over 29,000,000 radio homes in the Keystone Primary Coverage Area.

REGIONAL NETWORKS AND GROUP STATION OPERATIONS

ABC Television Western Regional Network

ABC-TV Center, Hollywood 27, Calif.

V. P. West Div. Earl Hudson
Sales Manager Vince Francis
Pgm. Mgr. English Smith

STATIONS

KABC-TV, Los Angeles, Calif.; XETV, San Diego, Calif.; KEYT, Santa Barbara, Calif.; KVEC-TV, San Luis Obispo; KBAK-TV, Bakersfield, Calif.; KJEO-TV, Fresno, Calif.; KSEW-TV, Salinas, Calif.; KGO-TV, San Francisco, Calif.; KCCC-TV, Sacramento, Calif.; KHSL-TV, Chico, Calif.; KIEM-TV, Eureka, Calif.; KBES-TV, Medford, Ore.; KVAL-TV, Eugene, Ore.; KGW-TV, Portland Ore.; KIMA-TV, Yakima, Wash.; KING-TV, Seattle, Wash.; KREM-TV, Spokane, Wash.; KUTV, Salt Lake City, Utah; KBTU, Denver, Col.; KTVK, Phoenix, Ariz.; KVOA-TV, Tucson, Ariz.; KROD-TV, El Paso, Tex.; KLRJ-TV, Las Vegas, Nev.; KZTV, Reno, Nev.; KKTU, Colorado Springs, Col.; KSW5-TV, Roswell, N. M.; KOAT-TV, Albuquerque, N. M.; KIDO-TV, Boise, Idaho; KFBC, Cheyenne, Wyoming; KID-TV, Idaho Falls, Idaho; KXLF-TV, Butte, Montana; KOOK-TV, Billings, Mont.; KFBB-TV, Great Falls, Montana; KULA, Honolulu, Hawaii; KENI-TV, Anchorage, Alaska; KFAR-TV, Fairbanks, Alaska.

Air Trails Network

121 N. Main St., Dayton 2, Ohio
Phone: Hemlock 3773

President Charles Sawyer
Gen. Mgr. J. P. Williams
WING, Dayton, WCOL-FM-AM, Columbus
WIZE Springfield, all Ohio; WKLO, Louisville, Ky.

Alabama Community Network

Station WAVU, Albertville, Ala.

General Manager Pat M. Courlington

STATIONS

WCRI, Scottsboro; WCRL, Oneonta; WAVU, Albertville, Ala.

Alabama Key Market Network

P. O. Box 234, Florence, Ala.

Manager Richard B. Biddle

STATIONS

WILD, Birmingham; WABB, Mobile; WAPX, Montgomery; WGAD, Gadsden; WOWL, Muscle Shoals (Florence); WTBC, Tuscaloosa; WBHP, Huntsville; WAGF, Dothan; WHMA, Anniston; WHBB, Selma; WHOS, Decatur; WMLS, Sylacauga; WCTA, Andalusia; WRFS, Alexander City; WPNX, Columbus (Ga.); WAVU, Albertville; WJMW, Athens; WATM, Attmore; WAUD, Auburn; WEBJ, Brewton;

WRAG, Carrollton; WKLF, Clanton; WFMH, Cullman; WXAL, Demopolis; WIRB, Enterprise; WULA, Eufala; WWWW, Fayette; WHEP, Foley; WZOB, Fort Payne; WGEA, Geneva; WGVV, Greenville; WSGV, Guntersville; WJBB, Haleyville; WEHR, Hamilton; WPBB, Jackson; WWWW, Jasper; WRLD, Lanett; WJAM, Marion; WMFC, Monroeville; WCRL, Oneonta; WJHO, Opelika; WAMI, Opp; WOZE, Ozark; WPID, Piedmont; WELR, Roanoke; WWWW, Russellville; WCRI, Scottsboro; WHTB, Talladega; WILS, Tallahassee; WTBF, Troy; WTUS, Tuskegee; WETU, Wetumpka; WLAQ, Rome (Ga.); WTUP, Tupelo; (Miss.).

Alaska Broadcasting System

830 Securities Building, Seattle 1, Wash.

Phone: SEneca 6333

General Manager Wm. J. Wagner

BRANCH OFFICES

Station KFQD, Box 1040, Anchorage, Alaska. Ernest Spink, Station Mgr.; Station KFRB, Box 950, Fairbanks, Alaska; Jack Hauser, Station Mgr.; Station KINY, Box 1091; Juneau, Alaska, James Lawson, Station Mgr.; Station KTKN, Box 1308, Ketchikan, Alaska, Robert C. Mehan, Station Mgr.; Station KIBH, Box 250, Seward, Alaska, Donald R. Hanlin, Station Mgr.; Station KIFW, Box 699, Sitka, Alaska, Henry C. Lanz, Station Mgr.; Alaska Radio-TV Sales, 370 Lexington Ave., N. Y., N. Y., Murray Hill 5-1300; Alaska Radio-TV Sls., Mills Bldg., San Francisco 4, Calif., Garfield 1-7950; Alaska Radio and TV Sls., 2978 Wilshire Blvd., Los Angeles 5, Calif.; Dunkirk 8-4151.

STATIONS

KFQD, Anchorage, Alaska; KFRB, Fairbanks, Alaska; KINY, Juneau, Alaska; KTKN, Ketchikan, Alaska; KIBH, Seward, Alaska; KIFW, Sitka, Alaska.

All Islands Radio Network

Station KGU, Honolulu, Hawaii

Manager William O. Paine

STATIONS

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

Arizona Broadcasting System

1101 No. Central Ave., Phoenix, Ariz.

Phone: Alpine 4-4161

Pres., Gen. Mgr. Richard O. Lewis

Commercial Manager E. W. Harvey

BRANCH OFFICES

Box 2091, Tucson, Ariz.

Phone: Main 3-2555

President Clinton McKinnon

Box 548, Clifton, Ariz.

Phone: University 4-4114

General Manager Paul Merrill

Station KCLS, Flagstaff, Ariz.

Phone: 946

Pres., Gen. Mgr. Chas. Saunders
E. Gurley St., Prescott, Ariz.
Phone: 244

Pres., Gen. Mgr. Harold Ritter
Box 373, Winslow, Ariz.
Phone: 1010

Gen. Mgr. O. E. Whelan
1901 First St., Yuma, Ariz
Phone: 3-3305

Gen. Mgr. Roy Jorgenson
STATIONS

KVOA, Tucson; KYUM, Yuma; KYCA, Prescott; KWJB, Globe; KGLU, Safford; KCLS, Flagstaff; KVNC, Winslow; KTAR, Phoenix, all Arizona.

Arizona Network

c/o Station KOY, Phoenix, Ariz.

Executive Officers John L. Hogg, Koy; Lee Little, KTUC; Arlo Woolery, KSUN; William Lindsey, KYMA; Ed Whelan, KVNA; Chuck Mizner, KYNC; Ed Williams, KAWT, **STATIONS**

KOY, Phoenix; KTUC, Tucson; KSUN, Bisbee; KYMA, Yuma; KVNA, Flagstaff; KVNC, Winslow; KAWT, Douglas.

Arkansas Network

1001 Spring St., Little Rock, Ark.

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

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

Arrowhead Network

WEBC Bldg., Duluth 2, Minn.

Manager Walter C. Bridges
STATIONS

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

Blue Ridge Network

c/o WBAW, Seneca, S. C.

National Rep. Hil F. Best
STATIONS

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

Booth Michigan Group

700 Buhl Bldg., Detroit, Michigan

President John L. Booth
STATIONS

WBBC, Flint; WSGW, Saginaw; WIBM, Jackson, all Mich.; WJVA, South Bend, and WIOU, Kokomo, both Ind.

Gene Auntry Stations

KOOL-AM-TV Phoenix, KOPO-AM-TV Tucson, all Arizona; KMPC Los Angeles; KSFO, San Francisco.

Broadcast Advertising, Inc.

8 Newbury Street, Boston 16, Mass.

Phone: Kenmore 6-0854

President James Muzley

Manager J. J. Manning
Program Director E. P. Gieringer
Mdseing. Director F. P. Russell

STATIONS

"Ken & Carolyn's Kitchen" Pgm.
WGAN, Portland, Maine; WGUY, Bangor, Maine; WHDH, Boston, Mass.; WTAG, Worcester, Mass.; WSPR, Springfield, Mass.; WHAY, Hartford, Conn.; WEAN, Providence, R. I.

NATIONAL REPRESENTATIVE

Avery-Knodel, Inc.

"The Marjorie Mills Hour" Pgm.

WVDA, Boston, Mass.; WAAB, Worcester, Mass.; WCSH, Portland, Maine; WLBZ, Bangor, Maine, WJAR, Providence, R. I.; WTIC, Hartford, Conn.

NATIONAL REPRESENTATIVE

Weed & Company

Kenyon Brown Stations

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

Paul Bunyan Network

Paul Bunyon Bldg., Traverse City, Mich.

Phone: 2700

PERSONNEL

Pres., Gen. Mgr. Les Biederman
STATIONS

WATT, Cadillac; WATZ, Alpena; WMBN, Petoskey; WATC, Gaylord.

Phone: TH 3-9600

Cactus State Network

President Jack Hawkins
National Rep. Hil F. Best Co.

STATIONS

KIUN, Pecos; KRIG, Odessa; KCMR, Mc Camey; KVLV, Alpine, all Tex.

California Farm Network

Headquarters: 2223 Fulton St., Berkeley, Calif.
Phone: TH 3-9600

Manager Milton L. Levy
Radio Dir. Bill Adams

KFI, Los Angeles; KGO, San Francisco; KFBK, Sacramento; KMJ, Fresno; KGDM, Stockton; KMOD, Modesto; KERN, Bakersfield; KHUB, Watsonville; KXO, El Centro.

California Northern Group

c/o Station KSYC, Yreka, Calif.

Manager D. M. Comstock
STATIONS

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

California Radio Network

3401 Russell St., Riverside, Calif.

Phone: Overland 6-0260

Gen. Mgr. Dale R. Peterson
STATIONS

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

California Rural Network

111 N. LaCienega Blvd., Beverly Hills, Calif.
Exec. in Charge..... Arthur W. Chipman
STATIONS

KPAS, Banning; KBMX, Coalinga; KDAC, Fort Bragg; KOCOS, Ontario; KMOR, Oroville; KAFP, Pealuma; KBLF, Red Bluff; KRNO, San Bernardino; KROG, Sonora; KTKR, Taft; KTUR, Turlock; KWSO, Wasco, all Calif.

Capital Radio Network

c/o Station WCEN, Mt. Pleasant, Mich.
General Manager..... Russell W. Holcomb
STATIONS

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

Columbia New England

c/o WEEL, Boston, Mass.
National Rep..... CBS Radio Spot Sales
STATIONS

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

Colorado Network

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

Pres., Gen. Mgr..... George O. Cory
Treasurer..... Kenneth J. Stone
Network Director..... Douglas J. Taylor
Sales Manager..... Bob Fehr
Sales Coordinator..... Shulom Kurtz

SALES OFFICE

1022 Midland Savings Bldg., Denver 2, Colo.
Phone: TAbor 5-2291
STATIONS

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

CBS Television Pacific Network

1313 North Vine St., Los Angeles 28, Calif.
Phone: WEBster 8-3000

General Manager..... Clark B. George
Manager..... Robert D. Wood
Business Manager..... Larry Lazarus
Prog. Director..... Donald M. Hine
Dir. Sls., Prom. & Pub..... Dean Linger
Dir. Ops. & Trai..... Donald Rosenquest

STATIONS

KOPO-TV, Tucson, Ariz.; KHSL-TV, Chico, Calif.; KERO-TV, Bakersfield, Calif.; KFRE-TV, Fresno, Calif.; KNXT, Los Angeles, Calif.; KSBW-TV, Salinas-Monterey, Calif.; KEYT, Santa Barbara, Calif.; KFMB-TV, San Diego, Calif.; KPLX, San Francisco, Calif.; KKTU, Colorado Springs, Colo.; KBOI, Boise, Idaho; KOOK-TV, Billings, Mont.; KLAS, Las Vegas, Nevada; KOLO-TV, Reno, Nevada; KGGM-TV, Albuquerque, New Mexico; KBES-TV, Medford, Ore.; KOIN-TV, Portland, Ore.; KROD-TV, El Paso, Texas; KXYL-TV, Spokane, Wash.; KTNT-TV, Seattle-Tacoma, Wash.; KIMA-TV,

Yakima, Wash.; KFBC, Cheyenne, Wyoming; KIVA, Anchorage, Alaska; KTVE, Fairbanks, Alaska; KGMB-TV, Honolulu, Hawaii; KFBB-TV, Great Falls, Mont.; KID-TV, Idaho Falls, Idaho; KLZ-TV, Denver, Colo.; KIEM-TV, Eureka, Calif.; KOOL-TV, Phoenix, Arizona; KVOS-TV, Bellingham, Wash.; KREX-TV, Grand Junction, Colo.; KGVO-TV, Missoula, Mont.; KVEC-TV, San Luis Obispo, Calif.; KLIX-TV, Twin Falls, Montana; KBET-TV, Sacramento, Calif.; KIVA, Yuma, Ariz.; KINY-TV, Juneau, Alaska; KBAB-TV, Bakersfield, Calif.; KGEZ-TV, Kalispell, Mont.; KAVE-TV, Carlsbad, N. Mex.; KICA-TV, Clovis, N. Mex.; KOTI-TV, Klamath, Oreg.; KUAM, Guam.

Columbia Pacific Radio Network

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

Manager..... Bert S. West
Commercial Mgr..... Donald M. Ross
Sales Promotion Mgr..... John Asher
Program Director..... Robert P. Sutton
Chief Engineer..... Ted Denton
Director of Operations..... Maurie Webster
Director of Press Info..... Lloyd Brownfield

BRANCH OFFICES

CBS Radio Spot Sales Offices: 485 Madison Avenue, New York, N. Y., Phone: PL 1-2345. Gordon F. Hayes, Gen. Sales Mgr.; Sheraton-Palace Hotel, San Francisco, Calif., YU 2-7000. Byron Nelson, Sales Mgr.; 902 Fisher Bldg., Detroit, Mich., TR 2-5500. Ralph H. Patt, Jr., Sales Mgr.; 410 North Michigan Ave., Chicago, Ill., WH 4-6000. Thomas H. Peterson, Sales Mgr.; 6121 Sunset Blvd., Hollywood, Calif., HO 9-1212. Jack Woolley, Sales Mgr.; 805 Peachtree St. Atlanta, Ga., EL 0727. George Swearingen, Sales Mgr.

STATIONS

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

The Connecticut State Network

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

President..... Samuel R. Elman
Vice-President..... Charles Bell, Jr.
Directors..... Gerald Morey,
Edward Obrist, Ed Waller, Julian Schwartz,
John Ellinger, Donald Lasser.

STATIONS

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

James M. Cox Stations

WSB-AM-FM-TV Atlanta, WHIO-AM-FM-TV Dayton, Ohio.

Crosley Broadcasting Corp.

Subsidiary of Avco Mfg. Co.; WLW, WLWT (TV) Cincinnati; WLWD (TV) Dayton; WLWC (TV) Columbus, all Ohio; WLWA (TV) Atlanta, Ga.

Dairyland Network

1410 Northwestern Bank Bldg., Minneapolis 2, Minn. Phone: Federal 8-5689

President.....H. W. Linder

STATIONS

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

Dixie Broadcasting System

P. O. Box 1008, Hattiesburg, Miss. Hattiesburg, Miss. Phone: JUNiper 3-1741

President, Gen. Mgr.....Charles W. Holt
Commercial Mgr.....Robert N. Robinson
Program Director.....Bill Slaton
Sales Prom. Mgr.....Connie Holt
Publicity Dir.....Sonny Morgan
Chief Engineer.....Charles Sharpling

STATIONS

WHSY, Hattiesburg, Miss.; WAML, Laurel, Miss.; WHNY, McComb, Miss.; WHXY, Bogalusa, La.; WABO, Waynesboro, Miss.; WARB, Covington, La.

Dixie Network

Headquarters: Williams Bldg., Jackson, Tenn. Phone: 7-9611

President.....A. B. Robinson
V. P., Gen. Mgr.....Jack Cecil
V. P., Chief Engineer.....James Thomas
WDXI Jackson; WENK Union City; WTPR Paris; WDXE Lawrenceburg; WDXL Lexington; WDXN Clarkesville, all Tennessee; WCMA Corinth, Miss.; WDXE Lawrenceburg, Tenn.; WDXL Lexington, Tenn.

Don Lee Broadcasting

1313 North Vine Street, Hollywood 28, Calif. Phone: HOLlywood 2-2133

President.....Willet H. Brown
General Manager.....Ward D. Ingram
Sec.-Treas.....A. M. Quinn
Vice-Pres. in Charge Sales.....Norman Boggs
Vice-Pres. Station Relations.....Norman Ostby
Dir. Public Relations.....Bill Barron
KHJ Sales Manager.....Terry Mann
Dir. Public Relations.....Bud Coulson
Promotion Director.....Robert Light
News & Special Events.....Les Mawhinney
Chief Engineer.....Robert Arne

BRANCH OFFICES

1000 Van Ness Avenue, San Francisco, Calif., Wm. Pabst, Vice-Pres., Phone: PR 6-0500; 380 Madison Ave., New York, N. Y., James Rich-

ards, V. P., Eastern Sales Mgr., Phone: OX 7-3120; National Reps., H-R Representatives; New York, Chicago, San Francisco.

STATIONS

KAFY, Bakersfield, Calif.; KXOC, Chico, Calif.; KXO, El Centro, Calif.; KIEM, Eureka, Calif.; KYNO, Fresno, Calif.; KHJ, Los Angeles, Calif.; KMYC, Marysville, Calif.; KYOS, Merced, Calif.; KPRL, Paso Robles, Calif.; KXOA, Sacramento, Calif.; KSBW, Salinas-Monterey, Calif.; KFKM, San Bernardino, Calif.; KGB, San Diego, Calif.; KFRC, San Francisco, Calif.; KVEC, San Luis Obispo, Calif.; KTMS, Santa Barbara, Calif.; KVEN, Ventura, Calif.; KCOK, Tulare-Visalia, Calif.; KVNI, Coeur D'Alene, Idaho; KRLC, Lewiston, Idaho; KWAL, Wallace, Idaho; KATO, Reno, Nevada; KWIL, Albany, Oregon; KWIN, Ashland, Oregon; KAST, Astoria, Oregon; KBND, Bend, Oregon; KOOS, Coos Bay, Oregon; KORE, Eugene, Oregon; KUIN, Grants Pass, Oregon; KFJL, Klamath Falls, Oregon; KPOJ, Portland, Oregon; KRXL, Roseburg, Oregon; KSLM, Salem, Oregon; KXRO, Alberdeen, Wash.; KPUG, Bellingham, Wash.; KEA, Centralia-Chelhalis, Wash.; KRKO, Everett, Wash.; KWLK, Longview, Wash.; KGY, Olympic, Wash.; KVI, Seattle-Tacoma, Wash.; KNEW, Spokane, Wash.; KUJ, Walla Walla, Wash.; KWNW, Wenatchee, Wash.; KYAK, Yakima, Wash.; KRDG, Redding, Calif.

ADDITIONAL GROUPS AVAILABLE: KOY, Phoenix, Arizona; KTUC, Tucson, Arizona; KSUN, Bisbee, Arizona; KYMA, Yuma, Arizona; KVNA, Flagstaff, Arizona; CKWX, Vancouver, Canada; KFAR, Fairbanks, Alaska; KENI, Anchorage, Alaska; KJNO, Juneau, Alaska; KABI, Ketchikan, Alaska; KPOA, Honolulu, Hawaii; KILA, Hilo, Hawaii; KAWT, Douglas, Arizona; KVNC, Winslow, Arizona.

National Representative

H-R Reps. N. Y. C., Chicago, San Francisco, Atlanta, Houston, Dallas, New Orleans.

Wie Diehm Assoc. Stations

WVDA Boston, WAZL-AM-FM Hazelton, WIDE Biddeford, Maine; WHOL Allentown Pa., WHLM Bloomsburg Pa.

Downeast Network

c/o WABL Bangor, Maine National Rep.....George P. Hollingbery Co.

STATIONS

WABL, Bangor; WIDE, Biddeford; WPOR, Portland, Maine.

DuMont Broadcasting Corp.

205 E. 67 St., N. Y., N. Y. Phone: LE 5-1000

President.....Bernard L. Goodwin
Vice President.....Ted Cott
V.P., WABD Sales.....Bennet Korn
Treasurer.....Paul Raibourn
Asst. Treas.....R. L. Geismay
Secretary.....Arthur Israel
Chief Engineer.....William D. Kelly
Gen. Counsel, Asst. Sec'y.....Robert Dreyer

Directors: Dr. Allen B. DuMont, Paul Raibourn, Barney Balaban, Armand Erpt, Dr. Thomas T. Goldsmith, Jr., Percy M. Stewart, Bernard Goodwin, Ted Cott, and Edwin Weisl.

DuMont Broadcasting Corporation owns and operates TV stations WABD, New York City, and WTTG, Washington, D. C., and the DuMont Tele-Centre in New York.

East Coast Network

c/o WCDJ, Edonton, North Carolina
National Rep. Interstate United Newspapers, Inc.

STATIONS

WCDJ, Edonton; WMBL, Moorehead City; WOOW, New Bern; WTAB, Tabor City; WHED, Washington, N. C.

East Texas Network

205 Austin St., Center, Tex.
Phone: LYric 8-3305

Pres., Gen. Mgr. Tom E. Foster
KRBA Lufkin; KDET Center; KSJL Glade-water; KOSF Nacogdoches; KTXJ Jasper; KIVY Crockett; KNET Palestine; KEBE Jacksonville; KWRD, Henderson; KMHT Marshall; KOGT, Orange, all Texas.

Farm & Home Radio

Station KMMJ, Grand Island, Nebr.
President Don Searle

STATIONS

KIOA, Des Moines; KFNF, Shenandoah, Iowa; KXXX, Colby, Kans.; KMMJ, Grand Island, Nebr.

John E. Fetzer Stations

124 W. Michigan Ave., Kalamazoo, Mich.
Phone: FI 5-2101

President John E. Fetzer
Vice President Carl E. Lee
WKZO-AM-TV Kalamazoo, KOLN TV Lincoln, Neb.; WJEF AM-FM Grand Rapids; WMBD AM Peoria Ill.

Flambeau Network

Station WLDY, Ladysmith, Wis.

President Charles H. Nelson
Secy.-Treas. Harold R. Murphy

STATIONS

WLDY, Ladysmith; WIGM, Medford; WPFP, Park Falls; WCHF, Chippewa Falls, Wis.

Florida Select List

WTRL Bradenton; WBRD Fort Lauderdale; WGGG Gainesville; WJVB Jacksonville Beach; WLBE Leesburg; WPLA Plant City; WKXY Sarasota, all Florida.

Friendly Group

428 Market St., Steubenville, Ohio
Phone: ATLantic 2-6265

Managing Director John J. Laux
National Sales Mgr. Rod Gibson
Sales Prom. Mgr. William McClinton

STATIONS

WSTV-AM-FM-TV, Steubenville, Ohio; WPIT, Pittsburgh, Pa.; WBMS, Boston, Mass.
Awaiting FCC Approval: KSWM-AM-FM-TV, Joplin, Mo.; WPAR-AM-FM, Parkersburg, W. Va.; WBLK, Clarksburg, W. Va.

Theodore R. Gamble Stations

140 S.W. Columbia, Portland, Ore.
Phone: CA 8-3333

President Ted R. Gamble
Managing Dir., Comm. Mgr. Harry Buckendahl
Program Dir. Willard A. Mears
Publicity Director Robert McGill
Chief Engineer Louis S. Bookwalter
KOIN TV-AM-FM Portland, Ore.; KOMO AM-TV Seattle, Wash.

Gannett Stations

40 Franklin St., Rochester, New York
Phone: BAKer 5-6740

Exec. Vice-President Paul Miller
Gen. Business Mgr. L. N. Bitner
Managing Dir., Radio Group. C. G. Delaney

STATIONS

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

Withers Gavin Stations

Threefoot Building, Meridian, Miss.
Phone: 2-7714

Pres. & Man. Withers Gavin

STATIONS

WCOG-AM-TV, Meridian, Miss.; WJQS, Jackson, Miss.

Georgia Assn. of Local Stations

Box 66, Atlanta, Ga.

Sales Director Tom Carr

STATIONS

Comprises 29 Georgia radio stations.

Georgia Major Market Trio

c/o WAGA, Atlanta, Ga.

National Rep. The Katz Agency, Inc.

STATIONS

WAGA, Atlanta; WTOG, Savannah; WMAZ, Macon.

Granite State Network

155 Front St., Manchester, N. H.
Phone: NATIONAL 4-4077

Treasurer William Rust, Jr.
Gen. Manager Ralph Gottlieb
Comm. Mgr. Jack King
Pgm. Director Wm. Morrissey
Chief Engineer Albert Davis

BRANCH OFFICES

419 Boylston St., Boston, Mass.
Phone: LI 2-6481

Exec. in Chg. Harry Wheeler
477 Madison Ave., New York, N. Y.

Phone: PL 9-1810

Exec. in Chg. Stephen Machcinski
Prudential Plaza, Chicago Ill.
Phone: MI 2-6190

Exec. in Chg. William Reilly
317 N. 11th St., St. Louis, Mo.
Phone: MA 1-15020

Exec. in Chg. Jack Hetherington
6331 Hollywood Blvd., Los Angeles, Calif.
Exec. in Chg. William Wallace
593 Market St., San Francisco, Calif.

STATIONS

WKBR Manchester; WISV, Claremont; and WISL, Hanover; WTSN, Dover; WMOU, Berlin; WJWG, Conway, all in New Hampshire.

Great Northern Bestg. System

107 First Ave., N.W., Mandan, North Dakota
Phone: 3584
PERSONNEL

Sec.-Treas. M. J. Reichert

STATIONS

KVOX, Fargo-Moorehead, Minn.; KLPB, Minot, N. D.; KVOG, Valley City, N. D.; KDLR, Devils Lake, N. D.; KGCK, Sidney, Mont-Willston, N. D.; KNOX, Grand Forks, N. D.; KGDE, Fergus Falls, Minn.; KEYJ, Jamestown.

Great Plains Trio

c/o KDAV, Lubbock, Tex.

National Rep. Broadcast Times Sales

STATIONS

KDAV, Lubbock; KPEP, San Angelo; KZIP, Amarillo, Tex.

Great Western Network

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

President G. Bennett Larson
Comm. Mgr. Chet Kreidler

STATIONS

KDYL, Salt Lake City; KIDO, Boise, Idaho; KSEI, Pocatello, Idaho; KTFI, Twin Falls, Idaho; KXLF, Butte, Mont.; KXLI, Helena, KXLK, Great Falls, Mont.; KXLL, Missoula, Mont.; KXLQ, Bozeman, Mont.; KOOK, Billings, Mont.; ZLG, Denver, Col.; KOB, Albuquerque; KLGK, Logan, Utah; KVEL, Vernal, Utah; KLAS, Las Vegas; KELY, Ely, Nev.; KREX, Grand Junction, Colo.

NATIONAL REPRESENTATIVES

Weed and Company

John T. Griffin Stations

STATIONS

KTVX TV Muskogee Okla.; KATV TV Pine Bluff, Ark.; KWTV TV Oklahoma City; KTUL Tulsa; KOMA Oklahoma City; KFPW AM FM Fort Smith, Ark.

Hearst Stations

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

V.P. Exec. Dir. Charles McCabe
V.P. Gen. Mgr. D. L. Provost
WBAL AM TV Baltimore; WISN AM TV Milwaukee; WCAE Pittsburgh.

Imperial Broadcasting

(Formerly owned by B'casting Corp. of Am. & Calif. Radio Net)

6331 Hollywood Blvd., Hollywood 28, Calif.
Phone: HOLLYWOOD 2-6464

Pres., Gen. Mgr. Frank K. Danzig
V.P. Gen. Sls. Mgr. A. Bartlett Ross, Jr.
Office Mgr. Elaine Metzger
Chief Engineer. James Gardner

STATIONS

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

Indianhead Network

c/o WJMS, Ironwood, Mich.

National Rep. Hil F. Best Co.

STATIONS

WJMS, Ironwood; WIKB, Iron River, Mich.

Intermountain Network

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

President Lynn L. Meyer
Exec. Vice-Pres. Jack S. Paige
Eng. Director W. D'Orr Cozzens
Chairman of Board George C. Hatch

BRANCH OFFICE

P. O. Box 1408, Edgewater Branch.
Phone: Belmont 7-2734

Vice Pres. Kenneth E. Palmer

STATIONS

KGHF, Pueblo, Colo.; KBMY, Billings, Mont.; KCPR, Butte, Mont.; KCAP, Helena, Mont.; KOJ, Havre, Mont.; KMON, Great Falls, Mont.; KXLO, Lewiston, Mont.; KPRK, Livingston, Mont.; KATL, Miles City, Mont.; KIYL, Shelby, Mont.; KNEB, Scottsbluff, Neb.; KORK, Las Vegas, Nev.; KELK, Elko, Nev.; KFXD, Nampa, Idaho; KIFL, Idaho Falls, Idaho; KWIK, Pocatello, Idaho; KLIX, Twin Falls, Idaho; KVNU, Logan, Utah; KLO, Ogden, Utah; KOAL, Price, Utah; KOVO, Provo, Utah; KALL, Salt Lake City, Utah; KVOG, Casper, Wyo.; KFBC, Cheyenne, Wyo.; KOVE, Lander, Wyo.; KPOW, Powell, Wyo.; KQRS, Rock Springs, Wyo.; KWYO, Sheridan, Wyo.; KGEM, Boise, Idaho; KLUK, Evanston, Wyo.; KGEZ, Kalispell, Mont.; KVEL, Vernal, Utah; KBAR, Burley, Idaho; KOWB, Laramie, Wyoming; KIMN, Denver, Colorado; KBNZ, La Junta, Colorado; KCRT, Trinidad, Colorado; KFKA, Greeley, Colo.; KRLN, Canon City, Colo.; KEXO, Grand Junction, Colo.; KLMR, Lamar, Colo.; KVRH, Salida, Colo.; KGIW, Alamosa, Colo.; KBTk, Missoula, Mont.; KSID, Sidney, Neb.; KSVC, Richfield, Utah; KRAL, Rawlins, Wyo.; KWRL, Riverton, Wyo.; KGOS, Torrington, Wyo.; KWOR, Worland Wyo.; KRTR, Thermopolis, Wyo.

Jefferson Standard Life Insurance Co. Stations

1 Jefferson Pl., Charlotte, N. C.
Phone: EDison 3-8833

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

STATIONS

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

Knorr Broadcasting Group

Station WKMh, Detroit, Mich.
General Sales Mgr. George Millar

STATIONS

WKMh, Detroit; WSAM, Saginaw; WKHM, Jackson; WKMF, Flint, Mich.

Harry Willard Linder Stations

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

Lobster Network

223 Lisbon Street, Lewiston, Maine
Phone: 2-7650

Director Faust Couture

STATIONS

WLOB, Portland; WCOU, Lewiston; WFAU, Augusta; WRUM, Rumford; WGHM, Skowhegan; WGUY, Bangor; WFST, Caribou, all Maine.

Long Radio Enterprises

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

Managing Director J. G. Long

STATIONS

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

Maine Broadcasting System

157 High St., Portland 3, Me.

Phone: SPruce 2-0181

Manager William H. Rines

Technical Director Charles R. Brown

News Supervisor Phillip N. Johnson

BRANCH OFFICES

100 Main St., Bangor, Me., Phone: 2-4656.

Edward E. Guernsey; 175 Water St., Phone:

3-4735, Augusta, Me., Don Powers.

STATIONS

WCSH, Portland; WLBZ, Bangor; WRDO,

Augusta, Me.

J. Elroy McCaw Stations

28 W. 44th St., New York 36, N. Y.

KORC Mineral Wells, Tex.; KTVW (TV)

Tacoma, Wash.; WINS New York; KELA Centralia,

Wash.; KALE Richland, Wash.; KYA San Francisco,

KONA (TV) Honolulu; KTVR, Denver; KONA,

Honolulu; KDAY, Santa Monica, Calif.; KPOA,

Honolulu; WTAC, Flint, Mich.; WFBL, Syracuse,

N. Y.

McClatchey Beeline Stations

21st & Q. Sacramento, Calif.

KFBK AM FM Sacramento, KMJ AM FM Fresno,

KERN AM FM, Bakersfield, KBEE AM FM Modesto,

KOH Reno.

Meredith Station Group

17th & Locust Sts., Des Moines, Iowa

Phone: ATLantic 8-8511

President Fred Bohlen

Vice Pres. E. T. Meredith

Treas., Radio-TV Dir. Payson Hall

Asst. Dir. Radio-TV C. A. Larson

KCMO AM FM TV Kansas City, KPHO

AM TV Phoenix, Ariz., WOW AM TV

Omaha, WHEN AM TV Syracuse.

The Storz Stations

800 Kilpatrick Bldg., Omaha 3, Nebr.

Phone: ATLantic 2228

President Todd Storz

V.P., Dir., Engineering Dale Moudy

Branch Offices

Builders Exchange Bldg., Minneapolis, Minn.

Phone: FEderal 5-2271

Gen. Mgr. Stephen Labunski

Pickwick Hotel Bldg., Kansas City, Mo.

Phone: BALtimore 1-8300

V.P., Gen. Mgr. George Armstrong

624 Canal St., New Orleans, La.

Phone: MAGnolia 3562

V.P., G.M. Fred Berthelson

Du Pont Bldg., Miami, Fla.

Phone: FRanklin 4-6121

Gen. Mgr. Jack Sandler

STATIONS

KOWH, Omaha, Nebr.; WDGJ, Minneapolis,

Minn.; WHB, Kansas City, Mo.; WTIK, New

Orleans, La.; WQAM, Miami, Fla.

Midnight Sun Broadcasting Co.

c/o KFAR, Fairbanks, Alaska

Comprises KFAR, Fairbanks; KENL Anchor-

age; KJNO, Juneau; KABI, Ketchikan, all

Alaska.

The Mid-South Network

WCBI, Columbus, Mississippi

Phone: FAirfax 8-7271

General Manager Bob McRaney

STATIONS

WCBI, Columbus; WELO, Tupelo; WMOX-

Meridian; WROX, Clarksdale; WNAG, Gren-

ada; WROB, West Point; WAMY, Amory, all

Mississippi.

Miracle Valley Radio Network

Station WETZ, New Martinsville, W. Va.

Executive John T. Taylor

STATIONS

WMOD, Moundsville; WETZ, New Martins-

ville; WCEF, Parkersburg, all W. Va.

Mokey Belt Group

Station WBET, Brockton, Mass.

National Rep. Walker Rep. Co.

STATIONS

WBET, Brockton; WPEP, Taunton; WARA,

Attleboro; WPLM, Plymouth, Mass.

Montana Metropolitan Markets Group

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

Sales Manager Lynn L. Meyer

STATIONS

KBMY, Billings; KMON, Great Falls; KOPR,

Butte, Mont.



NBC Western Network

c/o KGEE, Bakersfield, Calif.
Vice Pres., Western Div., NBC... John K. West
STATIONS

Pacific Coast Group:
KGEE, Bakersfield; KUGN, Eugene; KMJ, Fresno; KFI, Los Angeles; KMED, Medford; KGW, Portland; KOH, Reno; KCRA, Sacramento; KFSD, San Diego; KNBC, San Francisco; KIST, Santa Barbara; KOMO, Seattle; KHQ, Spokane; KIT, Yakima. Arizona Group: KWJB, Globe; KTAR, Phoenix; KYCA, Prescott; KGLU, Safford; KVOA, Tucson; KYUM, Yuma. Mountain Group: KOB Albuquerque; KSWs, Roswell; KOA, Denver; KTSM, El Paso; KDYL, Salt Lake City; KORK, Las Vegas; KGHL, Billings; KIDO, Boise; KXLF, Butte; KXLQ, Bozeman; KXLK, Great Falls; KXLJ, Telena; KXLL, Missoula; KSEL, Pocatello; KTFI, Twin Falls.

National Negro Network, Inc.

President, Gen. Mgr.....Leonard Evans
STATIONS

WBCO, Birmingham; WMOZ, Mobile; WRMA, Montgomery, Ala.; KGHL, Little Rock, Ark.; KWKW, Pasadena; KSAN, San Francisco, Calif.; WOOK, Washington, D. C.; WOBS, Jacksonville; WMBM, Miami Beach; WEBK, Tampa, Fla.; WERD, Atlanta; WAUG, Augusta; WPNX, Columbus; WJIV, Savannah, Ga.; WGES, Chicago; WLOU, Louisville, Ky.; WMRY, New Orleans; KENT, Shreveport; WSID, Baltimore; WBMS, Boston; WJLB, Detroit; WRBC, Jackson, Miss.; KPRS, Kansas City; KATZ, St. Louis, Mo.; WLIB, New York, N. Y.; WGIV, Charlotte; WAAA, Winston-Salem, N. C.; WCIN, Cincinnati; WJMO, Cleveland; KBYE, Oklahoma City; WHAT, Philadelphia; WILY, Pittsburgh; WPAL, Charleston; WCOS, Columbia; WESC, Greenville, S. C.; WMFS, Chattanooga; WIVK, Knoxville; WDIA, Memphis; WSOK, Nashville, Tenn.; KWBC, Dallas-Ft. Worth; KCOH, Houston; WRAP, Norfolk; WANT, Richmond, Va.

National Saturation Group

c/o Station WABC, New York, N. Y.
National Rep.....John Blair & Co.
STATIONS

WABC, New York City; WHDH, Boston, Mass.; WFIL, Philadelphia, Pa.; WTRY, Albany-Troy-Schenectady, N. Y.; WBNF, Binghamton, N. Y.; WPRO, Providence, R. I.; WFBR, Baltimore, Md.; WWSW, Pittsburgh, Pa.; WWDC, Washington, D. C.; WWVA, Wheeling, W. Va.; WXYZ, Detroit, Mich.; KFYR, Bismarck, N. D.; WIBC, Indianapolis, Ind.; WCPO, Cincinnati, Ohio; WHB, Kansas City, Mo.; WBNS, Columbus, Ohio; KXOK, St. Louis, Mo.; KFH, Wichita, Kans.; WNOX, Knoxville, Tenn.; WMC, Memphis, Tenn.; WQAM, Miami, Fla.; WDSU, New Orleans, La.; WSM, Nashville, Tenn.; WAPI, Birmingham, Ala.; WDBO, Orlando, Fla.; WKLO, Louisville, Ky.; WSAV, Savannah, Ga.; WJAX, Jacksonville, Fla.; WRR, Dallas-Forth Worth, Tex.; WFLA, Tampa-St. Petersburg, Fla.; KLYN, Amarillo, Tex.;

KWFT, Wichita Falls, Tex.; KTRH, Houston, Tex.; WOW, Omaha, Neb.; KRMG, Tulsa, Okla.; KIDO, Boise, Idaho; KFXM, San Bernardino, Calif.; KFRE, Fresno, Calif.; KOY, Phoenix, Ariz.; KGDM, Stockton, Calif.; KGW, Portland, Oreg.; KING, Seattle, Wash.; KGO, San Francisco.

Nevada Network

Station KORK, Las Vegas, Nev.
ExecutiveHarry Huey
National Rep.....John E. Pearson Co.
STATIONS

KORK, Las Vegas; KOLO, Reno; KPTL, Carson City; KELY, Ely; KWNA, Winnemucca, Nev.

New England Regional Network

Station WTIC, Hartford, Conn.
Operations Director.....Paul W. Morency
STATIONS

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

Newhouse Newspaper Stations

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

WSYR AM TV Syracuse; WTPA Harrisburg; KOIN AM TV Portland, Ore.; WABT, WAPI, Birmingham, Ala.; WHBS, Huntsville, Ala.; KWK AM TV, St. Louis, Mo.

New Jersey Network

Station WVNJ, Newark, N. J.
National Rep.....Broad Time Sales
STATIONS

WVNJ, Newark; WTNJ, Trenton; WCAM, Camden; WLDB, Atlantic City, N. J.

North Country Stations

Concord Ave., St. Johnsbury, Vt.
General Manager.....E. Dean Finney
Assistant Manager.....Donald Thurston
STATIONS

WTWN, St. Johnsbury; WIKE, Newport; WNIX, Springfield, Vt.
c/o KFGO, Fargo, N. Dak.

North Dakota Radio Trio Network

National Rep.....Gill-Perna, Inc.
STATIONS

KFGO, Fargo; KGCU, Bismarck; KLPM, Minot, N. Dak.

Northern New England Network

Station WKNE, Keene, New Hampshire
ExecutiveFrank B. Estes
National Rep.....Richard O'Connell
STATIONS

WKNE, Keene; WGIR, Manchester; WWNH, Rochester, N. H.

OK Group

Headquarters: 505 Baronne St., New Orleans.
 President..... Jules J. Paglin
 V.P., Gen. Mgr..... Stanley Ray Jr.
 WBOK New Orleans; KYOK Houston;
 KAKO Lake Charles; WXOK Baton Rouge;
 WLOK, Memphis.

Oklahoma Big Five Network

Station KSWO, Lawton, Okla.
 President..... Leo R. Morris
 National Rep..... John E. Pearson Co.

STATIONS

KOCY, Oklahoma City; KFMJ, Tulsa; KCRC,
 Enid; KSWO, Lawton; KMUS, Muskogee;
 KSEO, Durant; KSIW, Woodward; KWHW,
 Altus; KNED, McAlester; WBBZ, Ponca City.

The Oregon Trail Network

c/o Sta. KBKR, Baker, Oregon
PERSONNEL
 General Manager..... Gordon Capps

STATIONS

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

Ozark Network

Station KICK, Springfield, Mo.
 General Manager..... Richard Bradley

STATIONS

KICK, Springfield; KBTN, Neosho; KRMO,
 Monett; KWPM, West Plains; KALM, Thayer;
 KLRG, Mountain Grove, KBHM, Branson, Mo.;
 KMDO, Fort Scott, Kans.

Personality Stations

WJLS Bldg., Beckley, W. Va.
 President..... Joe L. Smith, Jr.

STATIONS

WKNA, Charleston; WJLS, Beckley; WKWK,
 Wheeling, W. Va.

John Poole Stations

6540 Sunset Blvd., Hollywood, Calif.
 KBIG Avalon, KBIF, Fresno, Calif.

Quality Radio Group

Headquarters: 630 Fifth Ave.,
 New York City.
 Phone: PL 1-0116

President..... Ward Quaal
 Vice-President..... W. H. Summerville
 Secretary-Treasurer..... William D. Wagner
 KOB Albuquerque; WSB Atlanta; WBZ
 WBZA Boston-Springfield; WBT Charlotte;
 WGN Chicago; WLW Cincinnati; WFAA
 Dallas; WHO Des Moines; WBAP Fort Worth;
 KPRC Houston; KCMO Kansas City; WSM
 Nashville; WWL New Orleans; WOR New
 York; WOW Omaha; WCAU Philadelphia;
 KDKA Pittsburgh; KEX Portland, Ore.; WRVA
 Richmond; KSL Salt Lake City; WOAI San An-
 tonio; KIRO Seattle; KVOO Tulsa (all stock-
 holder stations).

RKO Teleradio Pictures, Inc.

(General Teleradio Div.)
 President..... Thomas F. O'Neil

Vice-Presidents..... J. Glen Taylor,
 Willet H. Brown, Gordon Gray, Robert A. S.
 Schmid, George N. Steffy, Norman S. Knight,
 Robert Leder, John B. Poor, Robert Manby,
 Secy., Gen. Auditor..... Patrick J. Winkler
 National Sales V.P..... Wendell B. Campbell

STATIONS

.. WNAC AM FM TV, Boston; KHJ AM FM TV,
 Los Angeles; KFRC San Francisco; WOR AM
 FM TV, New York; WHBQ AM TV Memphis;
 WEAT AM TV, West Palm Beach, Fla.; CKLW-
 TV, Detroit-Windsor. Also owns and operates
 Don Lee & Yankee MBS Networks.

Rhode Island Coastal Group

c/o WADK, Newport, R. I.
 National Rep..... Walker Representation Co.

STATIONS

WADK, Newport; WERI, Westerly, R. I.

Rounsaville Radio Stations Network

3165 Mathieson Dr., N.E., Atlanta, Ga.
 Phone: Cedar 3-2195
 Pres., Gen. Mgr..... Robert W. Rounsaville
 Commercial Mgr..... Lee R. Smith
 Chief Engineer..... Paul Cram

BRANCH OFFICES

301 Beekman St., Cincinnati, Ohio
 Phone: MU 1-7600
 Station Mgr..... Ralph Johnson
 2549 S. Third St., Louisville, Ky.
 Phone: ME 7-3689
 Station Mgr..... Art Selley
 400 Davidson St., Nashville, Tenn.
 Phone: CH 2-0489
 Vice-President..... William Wagner
 3165 Mathieson Dr., Atlanta, Ga.
 Phone: CE 3-2195
 Station Mgr..... John Fulton
 1036 Mary St., Jacksonville, Fla.
 Phone: EX 8-3411
 Station Manager..... Carter Jones
 Washington Blvd., Tampa, Fla.
 Phone: Tampa 4-1109
 Station Mgr..... Joe Starr
 McArthur Causeway, Miami Beach, Fla.
 Station Mgr..... Arnold Kaufman
 WQXL WQXI-TV Atlanta, Ga.; WLOU,
 WQXL-TV Louisville, Ky.; WCIN, WQXN-TV
 Cincinnati, Ohio; WMBM Miami Beach, Fla.;
 WIOK, Tampa, Fla.; WSOK, Nashville, Tenn.;
 WOBS, Jacksonville, Fla.

Rural Radio Network

306 E. State St., Ithaca, N. Y.
 Phone: 4-6357
PERSONNEL
 Net. Mgr..... H. S. Brown

STATIONS

WRRR, Ithaca, N. Y.; WHLD-FM, Niagara
 Falls; WRRL, Weathersfield-Bliss; WHDL-FM,
 Olean; WRRE, Bristol Center; WRRD, De-
 Ruyster; WRUN-FM, Utica-Rome; WWNY-FM,
 Watertown; WMSA-FM, Massena; WRRR,
 Cherry Valley; WFLY, Troy; WEJL, Scranton,



Pa.; WHEN, Syracuse, N. Y.; WDLA, Walton, N. Y.; WELM, Elmira, N. Y.; WGNV, Newburgh, N. Y.; WGY, Schenectady, N. Y.; WHCU, Ithaca, N. Y.; WHLD, Niagara Falls, N. Y.; WJTN, Jamestown, N. Y.; WKBW, Buffalo, N. Y.; WKIP, Poughkeepsie, N. Y.; WMSA, Massena, N. Y.; WNBK, Binghamton, N. Y.; WRUN, Utica-Rome, N. Y.; WWNY, Watertown, N. Y.; WRRL, Wethersfield; WHDL-FM, Olean; WVET, Rochester; WWHG, Hornell.

Scripps Howard Group

1121 Union Central Bldg., Cleveland, Ohio
Phone: MAin 1-1811

President.....Jack R. Howard
WEWS Cleveland, WCPO AM-FM-TV Cincinnati, WNOX Knoxville; WMC, WMCI-TV, Memphis.

William B. Smullin Stations

KIEM AM-TV, KRED-FM Eureka, Calif.; Grants Pass, Ore.; KOTI-TV, Klamath Falls, Ore.

Sooner State Network

Box 1588, Muskogee, Okla.
Phone: MU 2-2488

PresidentGeorge Overton
STATIONS

KCRC, Enid; WBBZ, Ponca City; KOME, Tulsa; KMUS, Muskogee; KNED, McAlester; KSEO, Durant; KSWO, Lawton; KWHW, Altus; KOCY, Oklahoma City; KSIW, Woodward, all Oklahoma.

Southern Michigan Network

c/o WTVB, Coldwater, Mich.
General Manager.....James B. Luck

STATIONS

WTVB, Coldwater; WSBE, Hillsdale; WSTR, Sturgis, Mich.

Southern Minnesota Network

c/o KYSM, Mankato, Minn.
National Rep.Robert Meeker

STATIONS

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

Southwest Network

Station KROD, El Paso, Tex.
National Rep.....Branham Co.

STATIONS

KROD, El Paso, Tex.; KAVE, Carlsbad; KNEW, Hobbs; KGFL, Roswell; KSIL, Silver City, New Mex.

Spanish Language Network

Station KWKW, Pasadena, Calif.
National Rep.....Broadcast Time Sales

STATIONS

KWKW, Pasadena; KGMS, Sacramento; KRNO, San Bernardino; KVEN, Ventura; KGST, Fresno; KSAN, San Francisco; KPMC, Bakersfield; KSJO, San Jose; KSCO, Santa Cruz;

KCOK, Tulare; KMOD, Modesto, Calif.; XERB, Rosarite Beach, Mex.; KOLD, Yuma, Ariz.

Speidel-Fisher Broadcasting Group

WOOK, Greenville, S. C.
National Rep.....Walker Representation Co.

STATIONS

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

Steinman Stations

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

PERSONNEL

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

STATIONS

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

Sunflower Network

c/o Station WREN, Topeka, Kans.
Phone: 2-0505

PresidentMax Falkenstien
Secy.-Treas.Bob Pratt

STATIONS

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

NATIONAL REPRESENTATIVE

John E. Pearson Co.

Storer Broadcasting Co.

1177 Kane Concourse, Miami Beach, Fla.
118 East 57th St., N. Y. 22, N. Y.
N. Y. Phone: MURray Hill 8-8630

President.....George B. Storer
Senior Vice Pres.....J. Harold Ryan
Exec. Vice Pres.....Lee B. Wailes
Vice Pres. Ops.....Stanton P. Kettler
V.P., Admn. Asst. to Pres.....Keith Kiggins
Treasurer.....Harry A. Steensen
V.P. Planning, Finance, Secy.....John McCoy
V.P. Eng.....Glenn Boundy
V.P. Northern Dist.....Wm. Kine
V.P. Southern Dist.....George B. Storer, Jr.
V.P., Natl. Pgm. Dir.....Ewald Kockritz
V.P. Eng.....G. Boundy
Advertising & Sls. Prom.....A. C. Schofield
Merchandising Mgr.....James P. Storer
Dir. Engineering.....Clemens Castle

BRANCH OFFICES

118 E. 57th St., New York 22, N. Y.
V.P., National Sales Dir.....Tom Harker
National Sales Mgr.....Robert C. Wood
Merchandising Mgr.....James P. Storer
20 N. Michigan Ave., Chicago, Ill.
Mid-West TV Sales Mgr.....Lewis P. Johnson
Mid-West Radio Sales Mgr.....Paul B. Evans
111 Sutter St., San Francisco, Calif.
V.P., West Coast Sales Mgr....Gayle V. Grubb
Vice-PresidentsGlenn Jackson,
J. Robert Kerns, Miller Babcock, Harry Lip-

son, Bill Michaels, James Bailey, Allan Haid, Paul Miller.

STATIONS

WJBK AM-FM-TV, Detroit; WSPD-AM-FM-TV, Toledo; WAGA-AM-FM-TV, Atlanta; WBRC AM TV Birmingham; WJW and WJW TV Cleveland; WWVA AM FM, Wheeling W. Va.; WGBS AM FM TV, Miami, Fla.; KPTV Portland, Ore.

Tall Corn Network

c/o KROS, Clinton, Iowa

National Rep. John E. Pearson Co.

STATIONS

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

Texas Broadcasting System

Herald Square, Dallas, Tex.

Phone: RA 6811

General Manager. Clyde W. Rembert

STATIONS

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

Texas Quality Network Group

1122 Jackson St. (WFAA), Dallas, Tex.

Phone: Riverside 9631

Representative. Edward Pety Co. (KPRC), Houston, Tex., Phone: Fairfax 7101. Gen. Mgr. Jack Harris; (WOAI), 1031 Navarro St., San Antonio, Tex., (WFAA) 1122, Jackson St. (Dal), Dallas, Phone: Riverside 9631.

Texas Spanish Language Network

c/o KIWW, San Antonio, Tex.

National Rep. National Time Sales, Inc.

STATIONS

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

Texas State Network, Inc.

4801 W. Freeway, Fort Worth 1, Tex.

Phone: PerShing 7-6631

President & Gen. Mgr. Gene L. Cagle
Vice-President. Charles B. Jordan
Asst. Gen. Mgr. Stan Wilson
Sales Manager Dale Drake

STATIONS

KFJZ, Fort Worth; KRBC, Abilene; KGKL, San Angelo; KBST, Big Spring; KCRS, Midland; KRRV, Sherman; KPLT, Paris; KENS, San Antonio; WRR, Dallas; KCMC, Texarkana; WACO, Waco; KFRO, Longview; KBWD, Brownwood; KNOW, Austin; KTRH, Houston; KGVL, Greenville, KTRN, Wichita Falls, KTBB, Tyler, all Texas.

Time Inc. Stations

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

TV-Radio Exec. Weston Pullen, Jr.
KOB AM TV Albuquerque, N.M.; KDYL AM FM, KTVI-TV Salt Lake City; KLZ AM FM TV Denver.

Tobacco Network, Inc.

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

Phone: TEmple 2-8885

President Allen Jones
Vice-President. Ray D. Williams
Secretary-Treasurer. Phillip G. Sewell
Exec. V.P., Gen. Mgr. Kenneth C. Willson
Office Mgr. Nina Livingston

STATIONS

WFNC, Fayetteville; WRAL, Raleigh; WHIT, New Bern; WJNC, Jacksonville; WTIK, Durham; WGNI, Wilmington; WCEC, Rocky Mount, N. C.; WGBR, Goldboro, N. C.; WFTC, Kinston, N. C.; WRCS, Ahsokie, N. C.

Triangle Publications, Inc.

Radio & TV Division

46th & Market Sts., Philadelphia 9, Pa.

Phone: EVergreen 2-4700

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

STATIONS

WFIL-AM-FM-TV, Philadelphia; WNBC-AM-FM-TV, Binghamton, N. Y.; WFBG-AM-TV, Altoona, Pa.; WNHC-AM-FM-TV, New Haven, Conn.

Tri-Mart Radio Network

P. O. Box 631, Salem, Ore.

Sales Manager. Dave Hoss

STATIONS

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

Tri-W Network

Station WWWB, Jasper, Ala.

President. W. W. Bankhead

STATIONS

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

Upper Midwest Broadcasting System

518 Produce Bank Bldg.,

Minneapolis, Minn.

Phone: Geneva 9631

PERSONNEL

President. Louis M. Knopp

STATIONS

KASM, Albany; KXRA, Alexandria; KBUN, Bemidji; KLIZ, Brainerd; KBMW, Breckenridge; KDHL, Fairbault; KSUM, Fairmont; WEVE, Eveleth; CKFI, International Falls; KDLM, Detroit Lakes; KROX, Crookston; KNUJ, New Ulm; KVOX, Fargo-Moorhead, all in Minnesota; KDLR, Devils Lake; KOVC, Valley City; KNDC,

Hettinger, all in North Dakota; KABR, Aberdeen; KIJV, Huron; KORN, Mitchell; KDSJ, Deadwood; KISD, Sioux Falls; KRSD, Rapid City; and KGFX, Pierre, all in South Dakota; WHDF, Houghton; WIKB, Iron River; WJMS, Ironwood; WJPD, Ishpeming; WHBY, Appleton; WATW, Ashland; WJPG, Green Bay; WLCX, La Crosse; WLDY, Ladysmith; WIBU, Poynette; WTCH, Shawano, and WFHR, Wisconsin Rapids, all in Wisconsin; KASI, Ames; KCOG, Centerville; KJFJ, Webster City; KAYL, Sorm Lake; KSTT, Davenport; KSMN, Mason City; KFAD, Fairfield; KCHA, Charles City, all in Iowa; KCON, Broken Bow; KFGT, Fremont; KNEB, Scotchbluff, and KJSK, Columbus, all in Nebraska; WMRO, Aurora; WCAZ, Carthage, and WLKB, De Kalb, all in Illinois; WDLB, Marshfield, Wisc.; WMNE, Menomonie, Wisc.; WPDR, Portage, Wisc.; WPRE, Prairie Du Chien, Wisc.; WSPT, Stevens Point, Wisc.; WTRW, Two Rivers, Wisc.; WBKV, West Bend, Wisc.; KJAN, Atlantic, Iowa; WKLK, Cloquet, Minn.; WSHB, Stillwater, Minn.; KLPN, Minot; WBIZ, Eau Claire; KOKX, Keokuk, Iowa; WJAG, Norfolk, Nebr.

United Broadcasting Network

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

STATIONS

WOOK, WFAN, Washington, D. C.; WARK, Hagerstown; WSID, Baltimore; WINX, Rockville; Md.; WANT, Richmond; WYOU, Newport News, Va.; WJMO, Cleveland, Ohio.

Vermont State Network

c/o WBTV, Bennington, Vt.
 National Rep. Joseph Hershhey McGilvra, Inc.
STATIONS

WBTV, Bennington; WIKE, Newport; WSYD, Rutland; WTWN, St. Johnsbury; WNIX, Springfield, Vt.

Westinghouse Broadcasting Co., Inc.

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

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 V.P., Sales A. W. Dannen
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 V.P., Pittsburgh H. C. Lund
 V. P., Cleveland R. V. Tooke
 West Coast Executive P. G. Lasky

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20 N. Michigan Ave., Chicago 1, Ill.
 Phone: FRanklin 2-6373
 Midwest Sales Mgr. E. M. Blain
 1625 "K" St., N.W., Washington, D. C.
 Phone: STerling 3-0903
 Vice-President J. E. Baudino

STATIONS

KPIX, San Francisco, Calif.; WOWO, Fort Wayne, Ind.; WBZ-WBZA, Boston-Springfield, Mass.; WBZ-TV, Boston, Mass.; KYW, Cleveland, Ohio; KYW-TV, Cleveland, Ohio; KEX, Portland, Ore.; KDKA, Pittsburgh, Pa.; KDKA-TV, Pittsburgh, Pa.

Wisconsin Network, Inc.

Nash Block, Wisconsin Rapids, Wis.
 Phone: 723

PERSONNEL

President John M. Walter
 Sec.-Treas., Mgr. Dir. George T. Frechette

STATIONS

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

Wyoming Cowboy Network

KFBC, 2923 East Lincolnway, Cheyenne, Wyo.
 Phone: 4-4461

STATIONS

KFBC, Cheyenne; KRAL, Rawlins; KVOG, Casper; KSID, Sidney; KASL, Newcastle.

The Yankee Network

21 Brookline Ave., Boston 15, Mass.
 Phone: Commonwealth 6-0800
 Exec. V.P., Gen. Mgr. Norman Knight

STATIONS

WNAC, Boston-Lawrence; WFAU, Augusta, Maine; WIDE, Biddeford, Maine; WALE, Fall River, Mass.; WEIM, Fitchburg-Leominster, Mass.; WHAL, Greenfield, Mass.; WOCB, Hyannis, Mass.; WCOU, Lewiston-Auburn, Maine; WILLH, Lowell, Mass.; WNBH, New Bedford, Mass.; WNLC, New London, Conn.; WBRK, Pittsfield, Mass.; WPOR, Portland, Maine; WEAN, Providence, R. I.; WSYB, Rutland, Vt.; WWSR, St. Albans, Vt.; WMAS, Springfield, Mass.; WWCO, Waterbury, Conn.; WAAB, Worcester, Mass.; WABI, Bangor, Me.; WNAE, Bridgeport, Conn.; WPOP, Hartford, Conn.; WABM, Houlton, Me.; WGIR, Manchester, N. H.; WNLC, New London, Conn.; WAGM, Pousque Isle, Me.; WTOR, Torrington, Conn.; WARE, Ware, Mass.

Z-Bar-Net

Station KXLF, Butte, Mont.
 Managing Director Ed Craney

STATIONS

KXLF, Butte; KXLJ, Helena; KXLQ, Bozeman; KXLK, Great Falls; KXLL, Missoula, Mont.