

Regional Networks of the United States and Canada

(For rates and details, consult stations or headquarters indicated)

ARIZONA BROADCASTING Co. (ABC) NETWORK—Comprising KTAR, Phoenix; KVOA, Tucson; KYUM, Yuma; KGLU, Safford, as primary stations, with the following supplementary: KWJB, Globe; KCRJ, Jerome; KYCA, Prescott. Executive officers: R. B. Williams, KVOA, president; Dick Lewis, KTAR, manager; J. R. Heath, KTAR, commercial manager; K. M. Pennington, KTAR, promotion manager. Represented nationally by Paul H. Raymer Co.

ARIZONA NETWORK—Comprising KOY, Phoenix; KTUC, Tucson; KSUN, Lowell. Available as a regional network. Represented nationally by John Blair & Co. Executive officers: John A. Reilly, KOY; Lee Little, KTUC; Carl Morris, KSUN.

ARROWHEAD NETWORK—Comprising WEBC, Duluth, Minn.; WMFG, Hibbing, Minn.; WHLB, Virginia, Minn. Available as a hookup. Represented nationally by Hollingbery & Co. Headquarters: WEBC, Duluth. Executive officers: Walter C. Bridges, WEBC, manager; Thomas Gavin, sales manager.

ARKANSAS NETWORK—Comprising KARK, Little Rock; KTHS, Hot Springs; KCMC, Texarkana; KUOA, Siloam Springs; KELD, El Dorado; KOTN, Pine Bluff; KFPW, Fort Smith; KBTM, Jonesboro; WMC, Memphis, Tenn. Hookup used on special occasions, or for political broadcasts, paid for at station rates plus line charges.

ATLANTIC COAST NETWORK—Comprising WNEW, New York; WWDC, Washington; WFBR, Baltimore; WPEN, Philadelphia; WELI, New Haven; WNBC, Hartford; WCOP, Boston; WFCL, Pawtucket-Providence (basic stations); WBOC, Salisbury, Md., and WJEJ, Hagerstown, Md. (supplementary stations). Headquarters: 501 Madison Ave., New York. Officials: Harold A. Lafount, president; Edward Codell, general manager; Ted Steele, program director; G. Bennett Larson, Washington manager.

BLUE RIDGE NETWORK—Regional hookup comprising WFBC, Greenville, S. C.; WISE, Asheville, N. C.; WOPI, Bristol, Tenn.-Va.; WKPT, Kingsport, Tenn. Represented nationally by Weed & Co.

CENTRAL STATES BROADCASTING SYSTEM—Comprising KOIL, Omaha; KFAB, Lincoln, Neb.; KFOR, Lincoln. Available as a hookup. Represented nationally by Edward Petry & Co. Headquarters: KOIL. General Manager: Don Searle, KOIL.

CONNECTICUT BROADCASTING SYSTEM—Regional network comprising WSRR, Stamford; WNAB, Bridgeport; WNBC, Hartford; WELI, New Haven; WNLC, New London; WATR, Waterbury. Officers: Harold H. Meyer, WSRR, president; James T. Milne, WELI, secretary-treasurer. Represented nationally by Headley-Reed.

CORN BELT WIRELESS REBROADCASTING SERVICE—This is a service for rebroadcasting WHO studio programs without the use of lines during daytime hours by other stations located within 225 miles of Des Moines. Basic stations are WHO, Des Moines; WOC, Davenport, and KMA, Shenandoah. Rate is a combination of the spot broadcasting rate of each station used without any charge for lines. Contracts are made direct with individual stations as this is not an organized network but provides for exchange of programs and intensive regional coverage. Director: J. O. Maland, WHO. Sales manager: Hale Bondurant, WHO. National representatives: Free & Peters Inc.

DANIEL BOONE REGIONAL NETWORK—Regional hookup comprising WISE, Asheville, N. C.; WOPI, Bristol, Tenn.-Va.; WKPT, Kingsport, Tenn. General Manager: Harold Thoms, WISE. Represented by individual station representatives and by Burn-Smith Co. Inc., and (Southeast) by Harry E. Cummings, Barnett Bank Bldg., Jacksonville, Fla.

DON LEE BROADCASTING SYSTEM—*Southern California*: KHJ, Los Angeles; KGB, San Diego; KDB, Santa Barbara; KFXM, San Bernardino; KPMC, Bakersfield; KVOE, Santa Ana; KXO, El Centro; KVEC, San Luis Obispo. *Northern California*: KFRC, San Francisco; KMYC, Marysville; KDON, Monterey; KIEM, Eureka; KHSL, Chico; KVCV, Redding; KFRE, Fresno; KYOS, Merced. *Northwest (Oregon)*: KALE, Portland; KRNR, Roseburg; KFJI, Klamath Falls; KORE, Eugene; KOOS, Marshfield; KAST, Astoria. *Northwest (Washington)*: KOL, Seattle; KMO, Tacoma; KIT, Yakima; KPQ, Wenatchee; KVOS, Bellingham; KXRO, Aberdeen; KGY, Olympia; KELA, Centralia; KRKO, Everett; KWLK, Longview; KFIO, Spokane. Available in groups or in whole; also as part of Mutual Broadcasting System. Represented nationally by John Blair & Co. Headquarters: KHJ, Los Angeles. Executive officers: Lewis Allen Weiss, vice-president and general manager; Sydney Gaynor, general sales manager.

GEORGIA MAJOR MARKET TRIO—Net operated as network but offers joint rates, can be linked as network, rates on request. Comprises WGST, Atlanta; WTOG, Savannah; WMAZ, Macon. Represented nationally by the Katz Agency.

GOLDEN WEST NETWORK—Comprising KFBK, Sacramento, key station; KSFO, San Francisco; KMG, Stockton; KMJ, Fresno; KERN, Bakersfield; KMPC, Los Angeles; KFSD, San Diego; KFOX, Long Beach; KTMS, Santa Barbara; KXO, El Centro; KPRO, Riverside; KOH, Reno. Manager: David H. Sandeberg. Represented nationally by Paul H. Raymer Co.

INTERMOUNTAIN NETWORK—Operating as a regular network and also as a segment of MBS. Comprises KLO, Ogden-Salt Lake City; KOVO, Provo; KUEB, Price, all in Utah. General Manager: George C. Hatch, KLO. Sales Manager: Louis Haller, KLO. Represented nationally by Joseph Hershey McGilvra.

KANSAS STATE NETWORK—Regional network comprising WHB, Kansas City; KTSW, Emporia; KGV, Great Bend; KSAL, Salina; KFBI, Wichita. Also a unit of MBS. Officials: Donald D. Davis, WHB, sales manager; John T. Schilling, program coordinator. Headquarters: WHB, Scarritt Bldg., Kansas City.

LONE STAR CHAIN—Texas regional network comprising KGKO, Fort Worth-Dallas; KGNC, Amarillo; KGRV, Weslaco; K TSA, San Antonio; KXYZ, Houston; KRIS, Corpus Christi. Headquarters: Medical Arts Bldg., Fort Worth. Operating Committee: Harold Hough, KGKO, chairman; Tilford Jones, KXYZ-KRIS; O. L. Taylor, K TSA-KGNC-KRGV. Managing Director: James W. Pate.

MARYLAND COVERAGE NETWORK—Comprising WFBR, Baltimore; WJEJ, Hagerstown; WBOC, Salisbury. Headquarters: WFBR. Represented nationally by John Blair & Co.

MASON-DIXON RADIO GROUP—Regional network comprising WDEL and WILM, Wilmington, Del.; WORK, York, Pa.; WGAL, Lancaster, Pa.; WAZL, Hazleton, Pa.; WEST, Easton, Pa.; WKBO, Harrisburg, Pa. Represented nationally by Paul H. Raymer Co. Headquarters: WGAL, Lancaster. General Manager: Clair R. McCollough.

MICHIGAN RADIO NETWORK—Comprising WXYZ, Detroit (key station); WBCM, Bay City; WFDF, Flint; WJIM, Lansing; WIBM, Jackson; WELI, Battle Creek; WOOD-WASH, Grand Rapids. Available as a regional network and also sold as a unit of Blue Network. Headquarters: Stroh Bldg., Detroit. Executives: George W. Trendle, president; H. Allen Campbell, general manager and secretary; James G. Riddell, assistant commercial manager; Lambert B. Beeuwkes, advertising, sales promotion and publicity director; Irene Donnelly, traffic manager. Represented nationally by Paul H. Raymer Co.

(Continued on page 202)

Mason-Dixon Radio Group

7 Stations Covering One of Today's Greatest Sales-Producing Areas

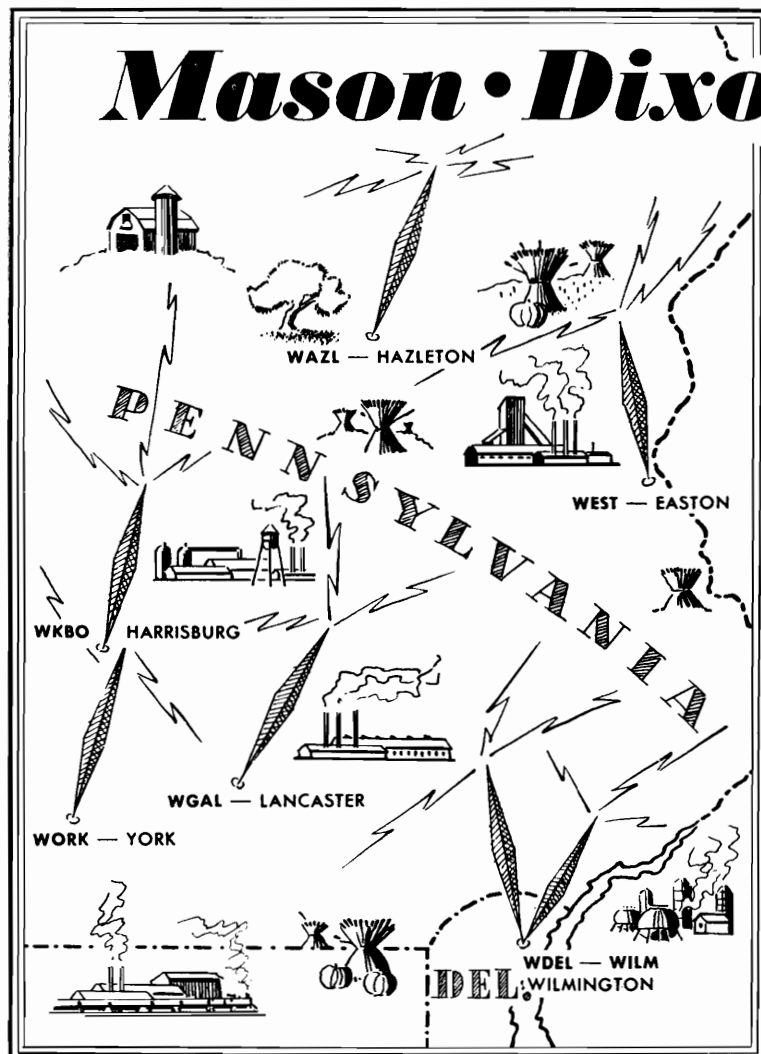
This group of stations offers advertisers rich sales opportunities. The markets covered are diversified — industrial and agricultural — now booming with activity. For information write main office or national representative.

WDEL Wilmington, Del.	WKBO Harrisburg, Penna.
WORK York, Penna.	WAZL Hazleton, Penna.
WGAL Lancaster, Penna.	WEST Easton, Penna.
WILM Wilmington, Del.	

Main Offices: 8 West King Street, Lancaster, Pennsylvania

National Representative — PAUL H. RAYMER CO.

NEW YORK — CHICAGO — SAN FRANCISCO — LOS ANGELES



(Continued from page 201)

NEW ENGLAND REGIONAL NETWORK—Special regional network of NBC-affiliated stations, comprising WTIC, Hartford; WBZ, Boston; WJAR, Providence; WCSH, Portland; WLBZ, Bangor. Supplementary stations: WFEA, Manchester, N. H.; WRDO, Augusta, Me. Available with WEAF or WJZ, New York, by special arrangement. Directors: Paul W. Morency, WTIC, chairman; Lee B. Wailes, Westinghouse Radio Stations; John J. Boyle, WJAR; William E. Rines, WCSH; Thompson Guernsey, WLBZ. Operations Director: Paul W. Morency. Represented nationally by Weed & Co.

NORTH CENTRAL BROADCASTING SYSTEM, Inc.—A regional network comprising WLOL, Minneapolis-St. Paul; WDSM, Superior, Wis.; KATE, Albert Lea, Minn.; KWNO, Winona, Minn.; KVOX, Moorhead, Minn.; KGDE, Fergus Falls, Minn.; KWLW, Willmar, Minn.; KDLR, Devils Lake, N. D.; KSJB, Jamestown, N. D.; KGCU, Mandan, N. D.; KLPD, Minot, N. D.; KABR, Aberdeen, S. D.; KVFJ, Fort Dodge, Ia.; WATW, Ashland, Wis.; WJMS, Ironwood, Mich.; KILQ, Grand Forks, N. D.; WEAU, Eau Claire, Wis.; WMFG, Hibbing, Minn.; WHLB, Virginia, Minn. Outlets in other regional cities available on order. Headquarters: Commodore Hotel, St. Paul. Officers: John W. Boler, president, secretary and general manager; Howard S. Johnson, vice-president; David C. Shepard, treasurer; William L. Wallace, general sales and promotion manager; Donn Clayton, production manager.

NORTHWEST NETWORK—Comprising KSTP, St. Paul; KROC, Rochester, Minn.; KYSM, Mankato, Minn.; KFAM, St. Cloud, Minn.; WEAU, Eau Claire, Wis.; WDAY, Fargo, N. D.; KFYR, Bismarck, N. D.; WEBC, Duluth, Minn. Available as a regional network or as a unit of NBC Red and Blue networks. Headquarters: KTSP, St. Paul Hotel, St. Paul. Sales Office: KSTP, Hotel Raddison, Minneapolis. Officials: Stanley E. Hubbard, general manager; Kenneth M. Hance, treasurer; Ray C. Jenkins, sales manager.

OKLAHOMA NETWORK Inc.—Comprising KTOK, Oklahoma City; KOME, Tulsa; KCRC, Enid; KBIX, Muskogee; KGFF, Shawnee; KADA, Ada; KVSQ, Ardmore; all stations affiliated with Blue Network. Available as a regional network. Headquarters: Ramsey Tower, Oklahoma City. Managing Director: Robert D. Enoch, KTOK. Officers: Robert D. Enoch, president; Tams Bixby Jr., vice-president; Milton B. Garber, secretary-treasurer. Represented nationally by Radio Advertising Corp.

PACIFIC BROADCASTING Co.—Affiliated with Don Lee Broadcasting System. *Washington Outlets:* KOL, Seattle; KMO, Tacoma; KXRO, Aberdeen; KFIO, Spokane; KELA, Centralia; KRKO, Everett; KGY, Olympia; KIT, Yakima; KWLK, Longview. *Oregon Outlets:* KORE, Eugene; KOOS, Marshfield; KALE, Portland; KRNR, Roseburg; KFJL, Klamath Falls; KAST, Astoria; KWIL, Albany. Represented nationally by John Blair & Co. General Manager: Carl E. Haymond, KMO, Tacoma.

QUAKER NETWORK—Pennsylvania regional hookup comprising WFIL, Philadelphia; WRAW, Reading; WSN, Allentown; WEST, Easton; WORK, York; WAZL, Hazelton; WGAL, Lancaster; WGBI, Scranton; WBRE, Wilkes-Barre; WKBO, Harrisburg; WKOK, Sunbury; WRAC, Williamsport; WFEG, Altoona; WJAC, Johnstown; WLEU, Erie; WWSW, Pittsburgh; WSNJ,

Bridgeton, N. J. Operates as network or split as desired. Other cities available on order. Headquarters: WFIL, Philadelphia. General Manager: Roger W. Clipp.

SOUTH CENTRAL QUALITY NETWORK—Regional network comprising WMC, Memphis; KARK, Little Rock; KWKH-KTBS, Shreveport; WJDX, Jackson, Miss.; WSMB, New Orleans. Special hookup of any or all available at combined national rates of each station, plus line charges. Headquarters, each station.

SOUTHERN MINNESOTA NETWORK—Regional network comprising KROC, Rochester; KYSM, Mankato; KATE, Albert Lea. Headquarters: Any station. Manager: John Meager, KROC. Represented nationally by The Foreman Co.

SOUTHERN NETWORK—Comprising WKRC, Cincinnati; WSIX, Nashville; WLAP, Lexington, Ky.; WCMJ, Ashland, Ky.; WGRG, New Albany-Louisville. Available as hookup and as units of Mutual Broadcasting System in combinations stated on rate card available on request from any station.

TEXAS QUALITY NETWORK—Comprising WFAA, Dallas; WBAP, Fort Worth; WOAI, San Antonio; KPRC, Houston. Available as a cooperative regional network. Represented nationally by Edward Petry & Co. Headquarters: Any station, each acting as sales office. Directors: Martin Campbell, WFAA; Harold Hough, WBAP; Hugh A. L. Hall, WOAI; Kern Tips, KPRC.

TEXAS STATE NETWORK—Regional network comprising KFJZ, Fort Worth; WRR, Dallas; KABC, San Antonio; KBST, Big Spring; KGKL, San Angelo; KRBC, Abilene; KPLT, Paris; KRRV, Sherman; KCMC, Texarkana; WACO, Waco; KTEM, Temple; KNOW, Austin; KFYO, Lubbock; KFDA, Amarillo; KVCW, Vernon; KRLH, Midland. Ruth G. Roosevelt, president. Headquarters 1201 W. Lancaster, Fort Worth.

TOBACCO NETWORK—Regional network of North Carolina stations comprising WGTW, Wilson; WGTG, Greenville; WGBR, Goldsboro; WRAL, Raleigh; WFNC, Fayetteville. Executives: Allen Wannamaker, WGTW; Mrs. Peggy Laughinghouse, WGTG; Fred Fletcher, WRAL.

TRI-CITY STATIONS (Edward A. & Philip P. Allen)—Regional hookup of three Virginia stations: WSLR, Roanoke; WLVA, Lynchburg; WBTM, Danville. General Manager: Philip P. Allen. Executive Offices: WLVA, Lynchburg.

WEST VIRGINIA NETWORK—Comprising WCHS, Charleston; WBLK, Clarksburg; WPAR, Parkersburg; WSAZ, Huntington. Available as a regional network. Headquarters: WCHS, Charleston. Officials: John A. Kennedy, president; Howard L. Chernoff, managing director. Represented nationally by the Branham Co.

YANKEE NETWORK—Comprising WNAC, Boston; Mass.; WTHT, Hartford, Conn.; WEAN, Providence, R. I.; WATR, Waterbury, Conn.; WHYN, Holyoke-Springfield, Mass.; WAAB, Worcester, Mass.; WICC, Bridgeport, Conn.; WSSH, Portland, Me.; WLLH, Lowell-Lawrence, Mass.; WSAR, Fall River, Mass.; WLBZ, Bangor, Me.; WFEA, Manchester, N. H.; WNBH, New Bedford, Mass.; WBRK, Pittsfield, Mass.; WNLG, New London, Conn.; WLNH, Laconia, N. H.; WRLO, Augusta, Me.; WCOU, Lewiston, Me.; WHAI, Greenfield, Mass.; WEIM, Fitchburg, Mass.; WSYB, Rutland, Vt. Available also with WOR or WHN, New York City (special lines). Represented nationally by Edward Petry & Co. Headquarters: 21 Brookline Ave., Boston. Officers: John Shepard 3rd, chairman of board; William F. O'Neil, president; Linus Travers, executive vice-president; Robert T. Bartley, vice-president; William O'Neil, treasurer; Robert F. Ide, assistant treasurer.

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Z-BAR NETWORK—Comprising KGIR, Butte, Mont.; KPFA, Helena, Mont.; KRBM, Bozeman, Mont. Available as a hookup. Managing Director; Ed Craney, KGIR.

CANADIAN NETWORKS AND GROUPS

CANADIAN BROADCASTING CORP. OWNED STATIONS—Owned: CBO, Sackville, N. B.; CBV, Quebec; CBF, Montreal; CBA, Ottawa; CBL and CBY, Toronto; CBK, Watrous, Sask.; CBM, Montreal; CBR, Vancouver; CBJ, Chicoutimi, Que. All members of CBC networks; all represented nationally by CBC commercial department, Toronto and Montreal.

FOOTHILLS GROUP—Comprising CFAC, Calgary; CJCA, Edmonton; CJOC, Lethbridge; CFGP, Grand Prairie—all in Alberta. Available as hookup only with Canadian Broadcasting Corp. permission. Represented in Canada by All-Canada Radio Facilities Ltd.; in United States by Weed & Co. Headquarters: Southam Bldg., Calgary. General Manager: H. R. Carson, Southam Bldg., Calgary.

HOUE GROUP—Comprising CHNC, New Carlisle, Que.; CKNB, Campbellton, N. B. Available as network only with Canadian Broadcasting Corp. permission. Headquarters: Either station. President: Dr. Charles H. Houde, New Carlisle, Que.

MANITOBA TELEPHONE CO. OWNED STATIONS—Comprising CKY, Winnipeg; CKX, Brandon, Man. Available as network with Canadian Broadcasting Corp. permission only. Represented in Canada by H. N. Stovin; in the United States by Joseph Hershey McGillvra. Headquarters: Telephone Bldg., Winnipeg. General Manager: W. H. Backhouse, Telephone Bldg., Winnipeg.

NORTHERN BROADCASTING & PUBLISHING Ltd.—Operating CFCH, North Bay, Ont.; CJKL, Kirkland Lake, Ont.; CKGB, Timmins, Ont.; CKVD, Val d'Or, Que.; CKRN, Rouyn, Que.; CHEX, Peterborough, Ont.; CKWS, Kingston, Ont. Network available with Canadian Broadcasting Corp. permission. Represented in Canada by All-Canada Radio Facilities Ltd.; in the United States by Weed & Co. Headquarters: Thompson Bldg., Timmins, Ont.; for CHEX and CKWS, Victory Bldg., Toronto, Ont. President: W. R. Davies. General Manager: Jack Cooke.

NORTHERN QUEBEC BROADCASTING SYSTEM—Regional network comprising CKRN, Rouyn; CKVD, Val d'Or; CHAD, Amos. Affiliated with Northern Broadcasting & Publishing Co., Timmins, Ont. General Manager: Jean Legault.

TRANS-CANADA COMMUNICATIONS GROUP—Comprising CJRC, Winnipeg; CJRM and CKCK, Regina Sask. Network available only with Canadian Broadcasting Corp. permission. Represented in Canada by All-Canada Radio Facilities Ltd.; in United States, CJRC and CKCK by Weed & Co., CJRM by Joseph Hershey McGillvra. Headquarters: Any station.

Keystone Broadcasting System Transcription Network: Officers and Affiliates

KEYSTONE BROADCASTING SYSTEM Inc.—Officers: Michael M. Sillerman, president; Arthur Wolf, vice-president; William Wolf, vice-president; Sidney J. Wolf, secretary-treasurer. New York Office—580 Fifth Ave.; telephone, Longacre 3-2221; general manager, Michael M. Sillerman. Chicago Office—134 No. LaSalle St.; telephone, State 4590; sales manager, Naylor Rogers. Hollywood Office—6331 Hollywood Blvd.; telephone, Hempstead 0460; program director, Pegot Waring.

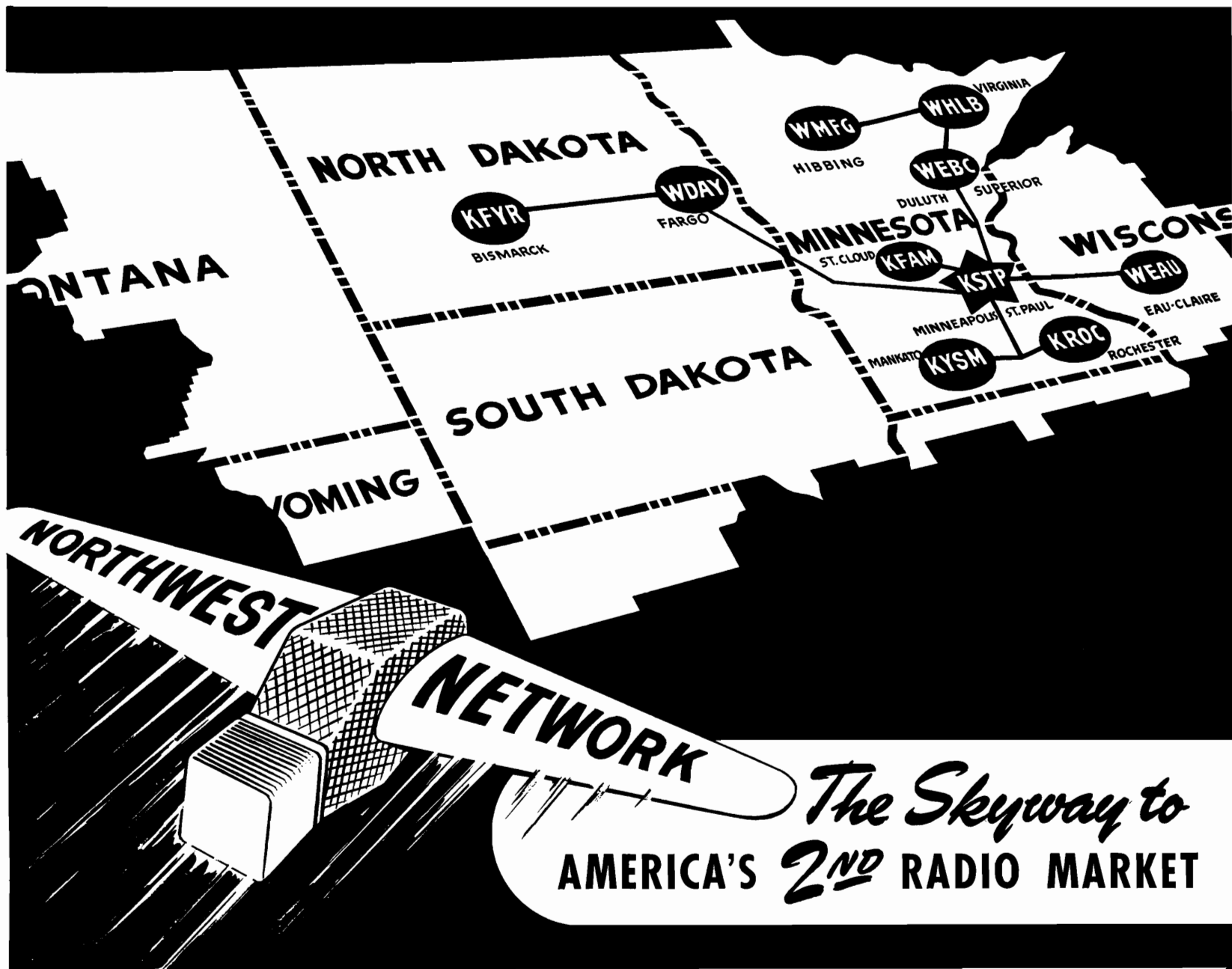
DESCRIPTION OF SERVICE: Keystone Broadcasting System, is a transcription network principally covering secondary markets from coast to coast. Its affiliated stations are joined together in a national system by means of transcriptions, eliminating wire charges. At time of going to press, the network includes 204 affiliated stations. The network supplies its stations with 84 fully scripted sustaining shows per week, filling four hours per day, seven days per week, to a total of 28 hours per week. The System offers its facilities in blocks of time from one hour down to 15-minute periods, and also makes available spot periods of five minutes duration down to 25-word "chain breaks". The list of stations affiliated with Keystone as of Jan. 1, 1943, is as follows:

- ALABAMA—WMSL, Decatur; WBHP, Huntsville; WJHO, Opelika; WJRD, Tuscaloosa.
- ALASKA—KFQD, Anchorage.
- ARIZONA—KWJB, Globe; KCRJ, Jerome.
- ARKANSAS — KLCN, Blytheville; KPFA, Helena; KBTM, Jonesboro; KOTN, Pine Bluff.
- COLORADO—KGIW, Alamosa; KIUP, Durango; KFXJ, Grand Junction; KOKO, La Junta.
- FLORIDA—WFTM, Ft. Myers; WTMC, Ocala; WDLF, Panama City; WSPB, Sarasota; WTAL, Tallahassee.
- GEORGIA—WGAU, Athens; WGAC, Augusta; WMOG, Brunswick; WGAA, Cedartown; WMJM, Cordele; WBLJ, Dalton; WGGG, Gainesville; WKEU, Griffin; WLAG, LaGrange; WMGA, Moultrie; WRLC, Toccoa; WGOV, Valdosta; WAYX, Waycross.
- IDAHO—KID, Idaho Falls; KRLC, Lewiston; KWAL, Wallace.
- ILLINOIS—WMRO, Aurora; WJBC, Bloomington; WSOY, Decatur; WEBQ, Harrisburg; WJPF, Herrin; WLDS, Jacksonville; WCLS, Joliet.

- INDIANA—WTRC, Elkhart; WKMO, Kokomo; WLBC, Muncie; WKVD, Richmond; WAOV, Vincennes.
- IOWA—KFBF, Fort Dodge; KWBZ, Ottumwa.
- KANSAS—KVAK, Atchison; KGNO, Dodge City; KIUL, Garden City; KVGB, Great Bend.
- KENTUCKY—WCMI, Ashland; WHLN, Harlan; WOMI, Owensboro.
- MAINE—WAGM, Presque Isle.
- MARYLAND—WFMD, Frederick.
- MASSACHUSETTS—WOCB, West Yarmouth; WHAI, Greenfield; WESX, Marblehead.
- MICHIGAN—WHDF, Calumet; WDBC, Escanaba; WJMS, Ironwood; WDMJ, Marquette; WHLS, Port Huron; WSAM, Saginaw; WTCM, Traverse City.
- MINNESOTA—KFAM, St. Cloud; KWLW, Willmar; *KATE, Albert Lea; *KGDE, Fergus Falls; *KVOX, Moorhead; *KWNO, Winona.
- MISSISSIPPI—WCBI, Columbus; WJPR, Greenville; WGRM, Greenwood; WCGM, Gulfport; WFOR, Hattiesburg; WAML, Laurel; WSKB, McComb; WMIS, Natchez; WQBC, Vicksburg.
- MISSOURI—KHMO, Hannibal; KWOS, Jefferson City; KWOC, Poplar Bluff; KDRO, Sedalia.
- MONTANA—KRJF, Miles City; KGCX, Sidney.
- NEBRASKA—KORN, Fremont; KHAS, Hastings; KGFW, Kearney; KGNF, North Platte; KGKY, Scottsbluff.
- NEW HAMPSHIRE—WLNH, Laconia.
- NEW JERSEY—WSNJ, Bridgeton.
- NEW MEXICO—KAVE, Carlsbad; KICA, Clovis; KWEW, Hobbs; KGFL, Roswell; KTNM, Tucumcari.
- NEW YORK—WMOB, Auburn; WKNY, Kingston; WALL, Middletown; WSLB, Ogdensburg; WHDL, Olean; WMFF, Plattsburg; WNBZ, Saranac Lake; WFAS, White Plains.
- NORTH CAROLINA—WBBB, Burlington; WCNC, Elizabeth City; WGNL, Gastonia; WGBR, Goldsboro; WHKY, Hickory; WMFR, High Point; WFTC, Kinston; WRAL, Raleigh; WCBT, Roanoke Rapids; WMFD, Wilmington; WGTW, Wilson.
- NORTH DAKOTA—*KDLR, Devils Lake; KOVC, Valley City; *KILO, Grand Forks; *KSJB, Jamestown; *KGCU, Mandan; *KLPM, Minot.

- OKLAHOMA—KVSQ, Ardmore; KASA, Elk City; KHBG, Okmulgee; WBBZ, Ponca City; KSWO, Lawton.
- OREGON—KAST, Astoria; KBND, Bend; KLBM, La Grande; KMED, Medford; KSLM, Salem; KODL, The Dalles.
- PENNSYLVANIA—WCED, Du Bois; WMRP, Lewisport.
- SOUTH CAROLINA—WOLS, Florence; WCRS, Greenwood; WFIG, Sumter.
- SOUTH DAKOTA—KGFY, Pierre; KOBH, Rapid City; KWAT, Watertown.
- TENNESSEE—WHUB, Cookeville.
- TEXAS—KNEL, Brady; KEEW, Brownsville; KEYS, Corpus Christi; KAND, Corsicana; KDNT, Denton; KLUF, Galveston; KGBS, Harlingen; KSAM, Huntsville; KOCA, Kilgore; KPAB, Laredo; KFRO, Longview; KRBA, Lufkin; KRLH, Midland; KNET, Palestine; KPDN, Pampa; KIUN, Pecos; KTEM, Temple; KVCW, Vernon; KVIC, Victoria.
- UTAH—KSUB, Cedar City; KVNU, Logan; KEUB, Price.
- VERMONT—WSYB, Rutland; WWSR, St. Albans; WDEV, Waterbury.
- VIRGINIA—WCHV, Charlottesville; WJMA, Covington; WFVA, Fredericksburg; WMVA, Martinsville; WPID, Petersburg; WLPM, Suffolk; WINC, Winchester.
- WASHINGTON—KXRO, Aberdeen; KVOS, Bellingham; KELA, Centralia; KGY, Olympia; KEVR, Seattle; KTBI, Tacoma; KUJ, Walla Walla; KPQ, Wenatchee.
- WEST VIRGINIA—WJLS, Beckley; WLOG, Logan; WDRW, Welch; WBTH, Williamson.
- WISCONSIN—WHBY, Appleton; WATW, Ashland; WCLO, Janesville; WOMET, Manitowoc; WMAM, Marinette; WIGM, Medford; WIBU, Poyette; WRJN, Racine.
- WYOMING—KDFN, Casper; KFBC, Cheyenne; KPOW, Powell; KQRS, Rock Springs; KWYO, Sheridan.

* North Central Broadcasting System—Available as a group.



FOR TEST OR TESTED CAMPAIGNS! Here are ten diversified markets, combined, by a network of the leading station in each, into a single three-billion-dollar market — *America's 2nd largest for radio selling.*

And sell this market the Northwest Network can!

Only network coverage can do an "in-one" selling job on the 1,050,529 Radio Homes in this varied urban and rural market.

Only the Northwest Network — with its *audience-dominating* NBC and Blue stations — can do this selling job on the market's 5,375,000 buyers *effectively and economically.*

Take advantage of the Northwest Network to do *your* selling job in this important market. Use any combination of stations or the entire group to reach any part or all of the market *without* line charges or extra costs for network service.

NORTHWEST NETWORK

KSTP Minneapolis-Saint Paul • WEBC Duluth-Superior • WMFG Hibbing • WHLB Virginia • KROC Rochester
 KYSM Mankato • KFAM Saint Cloud • WEAU Eau Claire • WDAY Fargo • KFJR Bismarck

Represented Nationally by Edward Petry & Co. • Executive Offices: Radisson Hotel, Minneapolis