NOVEMBER 30, 1953

PART II

BROADCASTING TELECASTING

RADIO MERCHANDISING SUPPLEMENT

SURVEY MADE BY KENYON AND ECKHARDT

Get the WLW* Story Inside

Merchandising by Merchandisers

*LEADERS — PAST, PRESENT and FUTURE
WLW RADIO and TELEVISION STATIONS

PARADE OF PRODUCTS 20th YEAR

BIG week-long merchandising Success

7 days of spot saturation featuring YOUR PRODUCT!
A 15-minute informative program on YOUR PRODUCT!
Window streamers & counter cards furnished!
Complete, bound report with transcription and photos of displays!

note: Parade of Products has produced up to 1100% sales gains

THE XL STATIONS

KXL—Portland KXLF—TV KXLF—Butte KXLQ—Bozeman KXLL—Missoula
KXLY-TV KXLY—Spokane KXLJ—Helena KXLK—Great Falls

PACIFIC NORTHWEST BROADCASTERS

SEATTLE, WASHINGTON
Jones Building

SAN FRANCISCO 5, CALIF.
116 New Montgomery St.
EXbrook 2-8033

HOLLYWOOD 28, CALIF
6381 Hollywood Blvd.
Hollywood 9-5408

☆

MINNEAPOLIS 2, MINN.
1687 N.W. Nat. Bank Bldg.
GEneva 9631

THE WALKER COMPANY

NEW YORK 17, N. Y.
347 Madison Avenue
Murrayhill 3-5830

CHICAGO 1, ILLINOIS
360 North Michigan
Andover 3-5771

The XL Parade of Products is FREE to qualified advertisers

What Do You Expect From Media Merchandising?

Every advertiser or buyer of advertising facilities should expect to receive useful help in gaining additional sales when he buys a campaign from a newspaper, magazine, radio or television station.

Can he expect this? Or has merchandising, the latest competitive fad, become a new word for eye-wash?

The broadcast industry has been famous for its competitive spirit. The move toward offering merchandising service has been a healthy one. Other media has been harrangued at "trade banquets" for failing to meet it aggressively. Even within broadcasting circles it has been condemned by many as a method of rate-cutting.

Thus, this compilation of basic merchandising services offered by radio stations throughout the nation is an outstanding effort and can serve both advertisers and broadcasters well—if each uses it properly.

NO DELUSIONS

But (1) broadcasters should not be deluded into believing merchandising is a catchall for promises which are primarily intended to "get a spot package away from the competition" and, later, to be justified by a series of mimeographed mailers and (2) advertisers cannot expect broadcasters to maintain a sound merchandising service which, if they decide to eliminate from their particular contract should earn them a discount on the card rate.

The pioneer of broadcast merchandising was WLW-Radio, which began a search 17 years ago for ways and means of helping an advertiser accomplish the one thing he desired when he bought advertising facilities: MORE SALES.

The Nation's Station learned quickly that there were many factors involved but, essentially, merchandising—by PROFESSIONAL merchandising men—made most advertising campaigns reap handsome rewards. The larger firms could afford to back their own air efforts. The smaller advertiser was at the mercy of peculiar or unfamiliar channels of distribution, inability to cope with local or regional marketing procedures and habits. The net result was that affording a voice, microphone and studio often fails—even when an outstanding product is being marketed.

To supplement the efforts of every advertiser who purchased time WLW-Radio launched what SPONSOR Magazine has termed "The Tiffany of Media Merchandising" its multi-planned client services.

INCLUDED IN THE RATE

Then, as now, merchandising is a basic service afforded all advertisers on WLW stations and is included in the published rates (both radio and television) of all WLW stations. Merchandising, like advertising whether done by the manufacturer of the product or by the media—or both—is only as good as the sales curve.

3-D FUTURE

Eye-wash and paper-hanging are only temporary. Eventually it must lead to distrust, disdain and disinterest, thereby breaking down all other confidence in the ability of broadcasting.

It is equally misrepresented when merchandising is left in the hands of "a secretary newly assigned to handle promotion, exploitation and merchandising." Merchandising like all specific endeavors of business requires *experience*. BROADCASTING • TELECASTING, by printing these records, has graphically described the overwhelming interest in merchandising on the part of advertisers and their agencies. Stations by their inclusion have indicated they recognize the worth of merchandising. What, then, should media make available to assure advertisers more than superficial or token effort in the field of dimensional product promotion?

Officials of WLW and veteran managers of the WLW stations' client service department reported that the basic tools afforded are the same to everyone—except for one: imagination.

A MAILER—NO CAMPAIGN!

"A mass mailer to a trade list is not a merchandising campaign," said WLW executives. "Yet a mailer can be most worthwhile if it goes to the right people and tells them something new that may prove important to them."

Equally important, according to WLW, was ability to handle all categories of product and merchandise them with expertness and effectively.

Obviously, a movie cannot be promoted and exploited the same way a food product might be merchandised. WLW's Client Service Department, recognizing the peculiar requirements attached to merchandising movies developed specific patterns of operation which resulted in top grosses for five of the motion pictures introduced in WLW-land during 1953 by RKO, Warner Brothers, Paramount and 20th Century Fox. Executives of the movie industry who had been offered merchandising by media in the past and had scoffed at it gave the answer readily: "This is product promotion as we understand it—and it pays off at the box office."

Will the same thing work for a salad dressing? "NO! The showmanship and promotion must be attuned to the product," say the WLW merchandising men.

Thus, in 1951 the WLW Client Service Department introduced to the industry its point-of-purchase plan considered the most effective in the media or food field.

POP FOR EVERYONE

Every week the leading food chains of WLW-land—Albers Supermarkets, Kroger's, Colonial Stores, Eavey's, Kentucky Food Stores, Marsh Foodliners and IGA Stores display in their high traffic aisles WLW advertised food products. Thirteen hundred functioning "salesmen" right at the cash registers where a great percentage of the food sold in WLW-land is checked out and into the kitchen cupboard.

But a salad dressing and a cold remedy are two different things, say manufacturers and WLW Client Service executives.

Thus, WLW's front-running Drug POP plan which sells WLW-stations, advertised products in the windows and traffic islands of Dow's, Gray's, Gallaher's, Jacobs and Hy-Pure Drug Stores—a total of 187 stores—has become an industry showcase of media-advertiser cooperation.

Attempting to work out specific product selling displays on a regular basis would be foreign to automotive and appliance retailers. That is why, WLW's Client Service Department reports, a knowledge of the field and the industry becomes a most important factor.

BUILD 'EM TO FIT

Understanding the advertiser's problems, his sales potentials and the direction he has planned for his sales forces must be known and considered by the media. WLW's Research Department, working with its merchandising, promotion and exploitation men, furnishes the answers and the objectives.

Know-how of accomplishing these elements is the potent force which, WLW's Client Service Department claims, obtains the end result: MORE SALES. The details of carefully planning, checking, and constantly reporting on activity—*on schedule*—is basic, say WLW-men.

What can you expect from media merchandising? WLW-stations offer plans built to your specifications, created for the single purpose of MORE SALES.

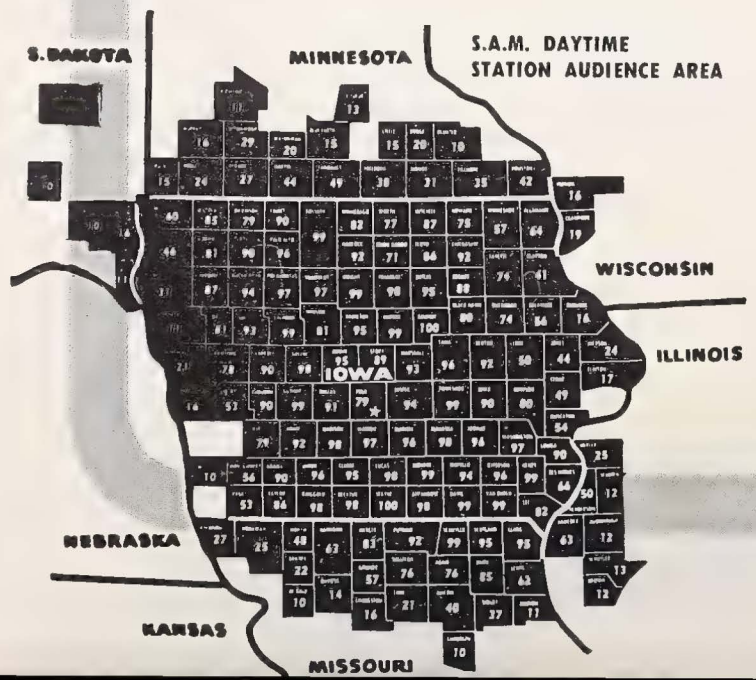
Buy WHO and Get Iowa's Metropolitan Areas..

Plus the Remainder of Iowa!

TAKE FOOD SALES, FOR INSTANCE!

4.4%	CEDAR RAPIDS	
10.7%	TRI-CITIES	
10.7%	DES MOINES	
3.1%	DUBUQUE	
4.7%	SIOUX CITY	
4.3%	WATERLOO	
65.4%	REMAINDER OF STATE	

Figures add to more than 100% because Rock Island County, Illinois is included in Tri-Cities.



THE "REMAINDER OF IOWA" ACCOUNTS FOR THESE SALES:

(Which You MISS Unless You Cover the Entire State):

65.4%	Food Stores
61.6%	Eating and Drinking Places
44.8%	General Merchandise Stores
55.6%	Apparel Stores
60.7%	Home Furnishings Stores
65.1%	Automotive Dealers
73.2%	Filling Stations
79.6%	Building Material Groups
60.4%	Drugstores

Source: 1952-'53 Consumer Markets

FREE & PETERS, INC., National Representatives

BUY ALL of IOWA—
***Plus* "Iowa Plus"—with**

WHO

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President

BROADCASTING TELECASTING

November 30, 1953

Vol. 45, No. 22—Part II

MORE THAN 1,500 RADIO STATIONS GIVE K&E DETAILS ON MERCHANDISING

KENYON & ECKHARDT'S survey of radio station merchandising was begun in June, 1953.

Idea that a survey of station merchandising services would be appropriate at this time had been advanced by Hal Davis, K&E vice president and director of promotion.

After publication arrangements had been made with BROADCASTING•TELECASTING the questionnaire for radio stations was prepared by the agency's research department, under the supervision of G. Maxwell Ule, vice president and director of research.

More than 1,500 stations replied with completed questionnaires. A number of other replies were discarded as incomplete.

On the following pages are summaries of the replies of each of these stations. These summaries were prepared and approved by members of the Kenyon & Eckhardt research staff.

By comparing the headings of each of the columns with the Editor's Note at the bottom of the page it is possible to determine each station's policy in regard to all of the principal merchandising services.

These services are divided into five main divisions: Trade Calls, Trade Mailings, Advertising Support, On the Air Support and Other Support. In turn each of these divisions is subdivided.

Trade Calls is divided into detailed information on whether stations solicit or place displays, store checks and solicitation of tie-in advertising.

The Trade Mailings section is divided into letters, postcards, broadsides and merchandising bulletins.

Advertising Support is subdivided into sections for newspaper tie-in advertising, lobby window displays, billboards, car cards and other.

On the Air Support may be given by demonstrations, give away prizes, product mentions, tune-in announcements, client participation in special programs and recorded personality interviews plugging clients product.

The Other Support Section includes aid to client representatives in product distribution and merchandising plan offering preferred displays.

Under each of these headings there is provision for a number of answers. These are defined in the Editor's Note at the bottom of each page. Included are the following:

*—Yes to question heading the column.
Blank—No to question heading column.
P—Plan to in near future.
Y—Minimum amount of air time required.
N—No minimum time required.
O—Not reported.
X—Network advertiser only.
S—Spot advertiser only.
B—Both.
$—Charge for service.
¢—No charge for service.

Where "O's" appear more than once under a classification station did "not report" to all parts of the question.

In addition to the various symbols comments have been included on some questions where they seem pertinent. In these cases the comment begins immediately under the question on which comment is being made.

Kenyon and Eckhardt's analysis of the survey and its comment on the result is included in the Feature Section of Part I of this issue. Included with this summary is a table of the results from all stations, enabling readers to determine the percentage of stations that do furnish any merchandising inducement to advertisers.

There is also a summary of network merchandising offers included in the Feature Section of Part I of this issue.

However controversial, the question of merchandising will not be settled by silence. B•T has taken no sides, aside from sticking to the basic position that stations should refrain from using merchandising devices as an indirect means of cutting rates and, if offering any kind of merchandising to one client, should offer similar accommodation to all.

B•T intends to adhere to that position and also to continue to publish newsworthy articles and studies on the subject.

On the following pages are the results of a detailed Kenyon & Eckhardt study of the merchandising provided by radio stations. The agency sent questionnaires to every station on the air at the time (June, 1953). Replies were received from more than 1,500. These were analyzed, the copy prepared and proofs checked by K&E researchers.

B•T is presenting the final result as a service to its readers, just as we presented the results of a similar television survey in the 1953-54 TELECASTING YEARBOOK and MARKETBOOK. Summaries of the radio survey and of radio network merchandising are presented in the Feature Section included in Part I of this issue.

The Editors.

City, Station Call Letters, Merchandising or Station Manager	TRADE CALLS			TRADE MAILINGS				ADVERTISING SUPPORT				ON THE AIR SUPPORT						OTHER SUPPORT	
	Solicit and/or Place Displays	Store Checks	Solicit Tie-in Advertising	Letter	Postcard	Broadside	Merchandising Bulletin	Newspaper Tie-in Ads	Lobby Windows	Billboards	Car Cards	Demonstrations	Give Away Prizes	Product Mentions	Tune-in Announcements	Client Participation in Special Program	Recorded Personality Interviews Plugging Clients' Products	Aid Client Representative in Product Distribution	Merchandising Plan Offering Preferred Displays
ALABAMA Albertville, WAVU Pat. M. Courington		*YB#	*NB#					*YB$	*YB#			*NB#	*YB#	*NB#	*NB#	*NB#	*NB$	*NB#	
Anniston, WHMA Malcolm B. Street	*YB$							*YB$	*YB$			Occasionally only			*YB$	*YB$	*YB$ Charges for services on occasion	*YB$	
Anniston, WSPC William S. Weatherly	*000		*000	*000				*000	*000	*000				*000	*000	*000	*000	*000	
Auburn, WAUD Elmer G. Salter	*YB#	*YB#	*YB#	*YB#	*YB#		*YB#	*YB#	*YB#					*YB#	*YB#	*YB#	*YB#	*YB#	*YB#
Bessemer, WBCO Robert D. Williams	*000	*000	*000	*000	*000		*000	*000	*000		*000	*000	*000		*000	*000	*000	*000	*000
Birmingham, (WAFM-FM) WAPI Lionel F. Baxter	*YS#	*NB#	*NB#	*YS#	*YS$	*YS$	*YB$	*YB#	*YB#	*YB#	*YB#	*YS$	*YS$	*NB#	*NB#	*NB#	*YS$	*NB#	*YB#
Birmingham, WBRC-NBC Harry Caliaway (Comm. Mgr.)	*YS# $750 minimum per quarter		*YS#	*YS#	*YS#		*NS#				*YS#		*000	*YS$	*NB#	*YS$	*YS#	*YS#	PYS#
Birmingham, WILD Don D. Campbell	*NB#		*NB#	*NB#	*NB#			*NB#		*YB#	*YB#								
Birmingham, WLBS Jim Macri	*YB$	*YB$	*YB$	*YB$	*YB$	*YB$	*YB$	PL000				*NB#		*NB#	*NB#		P000	P000	
Birmingham, WSGN Henry P. Johnston	*YB$	*YB$		*YB#	*YB#		*YB#	*YB#					*YS$	*YB#	*NB#	*NS$	*YB$	*NB#	*YB$
Brewton, WEBJ Wm. E. Brooks	*NB#	*NB#	*NB#	*YB#	*YB#			*NB#					*NB#	*NB#		*NO#		*NB#	
Cullman, WKUL Hudson C. Millar, Jr.	*YB#	*YB#	*YB#	*YB$	*YB$	*YB$	*YB$	*YB$ *YB# ½ ch.to client ½ ch. if schedule heavy		*YB$		*YB#	*YB#	*YB#	*YB#	*YB#	*YB# at station's discretion		
Decatur, WHOS Lewis C. Blizzard	*YB#	*YB#		*YB$	*YB#	*YB#		*YB#	*YB#			*YB$	*YB#	*YB#	*YS#	*YB#	*YB#	*YB#	
Decatur, WMSL Frank Whisenant	*Y00	*Y00	*Y00		*000			*Y00						*000	*000		*Y00	*000	
Demopolis, WXAL William A. Jordan	*NS#	*NS#	*NS#	*0S0			*0S0		*000	*000			*000	*000	*000	*000	*000	*000	
Dothan, WAGF-NBC Fred C. Moseley	*NB#	*NB#	*NB#	*NB#	*000			*000	*000					*NB#	*NB#		*NB#	*NB#	
Dothan, WDIG Jess Swicegood	*YS#	*YS#	*YS#	*YS#	*YS#	*YS#	*YS#	*YS#	*000					*NS#	*NS#		*NB$	*NB#	*YS#
Dothan, WOOF R. A. Dowling	*NB#	*NB#	*NB#	*NB#	*NB#	Send out whatever material client suggests		*NB#							*NB#				
Eufaula, WULA Charles B. Gilmore	*NB#	*YO#	*NO#	PYS$	PYS$	*YS$	*YS$	*YB$	*YB#					PYBO	*YB#	*000	*YS$	*YB#	PYB#
Fayette, WWWF Jack Black	*NB#		*NB#										PLNB#					*NB#	
Florence, WJOI Joe T. Van Sandt	*NB#	*NB#	*NB#	*NB#	*NB#		*NB#	*NB#	*NB#		*NB#	*NB#	*NB#	*NB#	*NB#	*NB#	*NB#	*NB#	
Florence, WOWL Richard B. Biddle	*YS#	*NS#	*YS#	*YS#	*YS#	If material pre-stamped		*NS#	*NS#				*NB#	*YS#	*NS#	*000	*000 At station's discretion	*NS#	*000
Fort Payne, WFPA George A. Gothberg	*NB#	*YB#	*NB#	*YB#	*YB#		*YB#	*YB#	*NB#										
Gadsden, WGAD Curtiss D. La Mar	*000	*000		*000	*000			*000						*000	*000				
Gadsden, WJBY Sterling N. Brewer				P000	*NB#			*YB#	PLYB#						*NB#		*YB#		
Guntersville, WGSV Ed. Z. Carrell	*NB#	*NB#		*NB#	*NB#	*NB#	*NB#	*YB# *NB# 6 months contract							*NB#				

Note: *—Yes to question heading column, Blank--no to question heading column, P--plan to in near future, Y--minimum amount of air time required, N--no minimum time required, 0--not reported, X--network advertiser only, S--spot advertiser only, B--both, $--charge for service, #--no charge for service. Where 0's appear more than once under a classification station did "not report" to all parts of the question.

ALL THIS--PLUS *

On the air promotion

Consumer Analysis

Newspaper ads

Merchandising News

Your Friendly Druggist

Taxi signs

Car cards

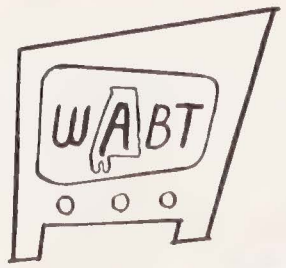
Mrs. Birmingham Goes To Market

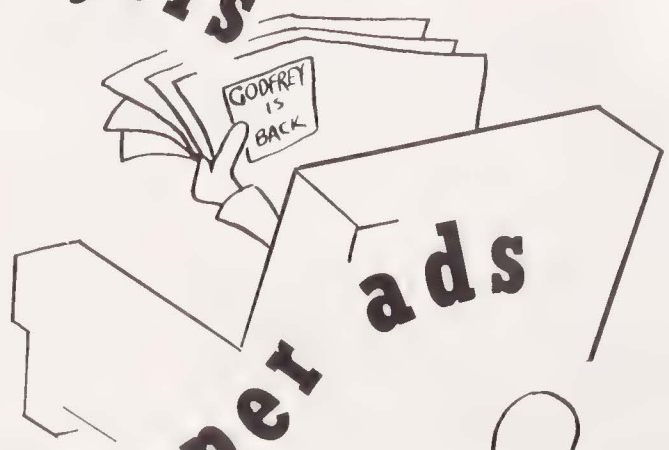
Letters to trade

Drug store displays

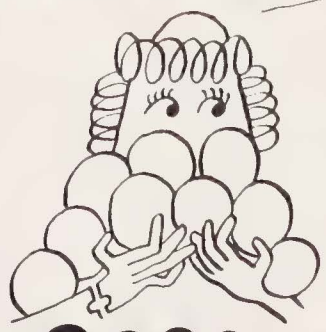
JUMBO post cards

Silk screen displays





-LOU HERITZ-



WAPI-WABT

Birmingham, Alabama

Represented by CBS Radio and TV Spot Sales

*WAPI has 8 of the top 10 evening and daytime shows (Pulse, Jul-Aug. '53)

City, Station Call Letters, Merchandising or Station Manager	TRADE CALLS			TRADE MAILINGS				ADVERTISING SUPPORT				ON THE AIR SUPPORT						OTHER SUPPORT	
	Solicit and/or Place Displays	Store Checks	Solicit Tie-in Advertising	Letter	Postcard	Broadside	Merchandising Bulletin	Newspaper Tie-in Ads	Lobby Windows	Billboards	Car Cards	Demonstrations	Give Away Prizes	Product Mentions	Tune-in Announcements	Client Participation in Special Program	Recorded Personality Interviews Plugging Clients' Products	Aid Client Representative in Product Distribution	Merchandising Plan Offering Preferred Displays
Haleyville, WJBB Cletus H. Quick	*YB#	*NB#	*NB#	*YS# A charge if exceptional	*YS#		*YS# amount	*YB#	*YB#			*YB#			*NB#			*NS#	*YS#
Huntsville, WBHP Wilton H. Pollard	*NB#		*NS#	*NB#	*YS#		*NB#		*NB#				*NB#	*NB#	*NB#		*NB#	*NB#	
Huntsville, WFUN John P. Garrison	*NS#	*NS#	*NS#	*YS#	*NS#	*NS#	*NS#	*YS$	*NS#			P000	*NS#	*NS#	*NS#	P000	*YS#	*NS#	
Huntsville, WHBS Jack F. Neal	*NS#	*NS#						*YS#	*NS#					*NS#	*YB#			*NS#	P000
Jasper, WWWB James E. Reese	*NB#	*NB#	*NB#	*YB#	*YB#				*000				*000	*NB#	*NB#				
Mobile, WABB Dewey H. Long, Sr.	*YB#	*YB#	*YB#	*YB#	*YB#	*YB#	*YB#	*YB#					*YB#		*NB#	*YB#	*YB#	*YB#	*YB#
Mobile, WKAB Robert H. Moore	*YB#	*YB#	*YB#	*YB#	*YB# Cl.fur.	*YB# Cl.fur.	*YB#	*YB#	*YB#		*YB#	*YB#	*YB#	*YB#	*YB#	*YB#	*YB#	*YB#	*YB#
Mobile, WKRG-CBS Frank Conwell	*YS#		*YS#	*YS#	*YS#		*YS#	*YB#	*YB#	*YB#	*YB#								
Mobile, WMOZ Walter U. Turner		*NO#	*YO#		*NS#										*NO#	*NO#			
Monroeville, WMFC George C. Shurden	*NO#	*NO#	*NO#					*NO#	*000				*NO#		*NO#		*NO#	*NO#	
Montgomery, WAPX-ABC Thomas E. Martin	*NB#	*NB#	*NB#	*YB#	*YB#		*YB#	*YB#	*YB#		*YB#			*YB#	*NB#	*YB#	*YB#	*NB#	
Montgomery, WCOV Joe Petranka	*YB#	*YB#		*YB#	*YB#			*YX#				Occasionally only			*YX#		Occasionally only		
Montgomery, WMGY Thomas W. Sewell	*YSO	*000	*000	*Y00	*Y00		*Y00	*Y00				*Y00	*Y00	*Y00	*Y00		*Y00	*Y00	P000
Montgomery, WSFA William W. Hunt	*NB#		*NB#	*NB#	*NB#			*NB#	*NB#						*NB#				
Muscle Shoals, WLAY Eulus O. Whitehead	*NB#	*NB#	*NB#	*000			*000	*NO#	*NO#			*NB#	*NB#	*NB#	*NB#	*NB#	*NB#	*NB#	*NB#
Oneonta, WCRL E. Glenn Abercrombie	*YS#	*YS#	*YS#					*YS#	*Y00				*NO#	*NB#	*YO#		*YO#	*YO#	*YO#
Opelika, WJHO John C. Cooper, Jr.	*NS#	*NS#	*NS#	*NS#		*NS#		*YS$ Split cost	*YS#	*YS#	*YS#	*NS#	*NS#	*NS#	*NS#	*NS#	*YS#	*YS#	*YS#
Russellville, WWWR Hal Kirby	*YB#	PLYB#	*YB#	*YB$	*NB#	*YB$ If post cards furnished		PLYB$						*NX#	*NB#		*YB#	*YB$	
Scottsboro, WCRI Eaton P. Govan	*NB#	*NB#	*NB#	Would at client's expense				*YB#						*NB#	*NB#	*NB$	*NB$	*NB#	
Sylacauga, WMLS Curtis O. Liles	*NS#		*NS#	*YS#	*YS#		*YS#	*NS$	*NS#				*YS#		*NS#	*NS#	*YS#		*YS#
Tuscaloosa, WJRD Gene T. Tibbett	*YB# Ch. only if excessive	*YB#	*YB#	*YB# Ch. only if excessive	*YB#	*YB#	*YB#	*YB#	*YBO			*YB# Ch. only if excessive						*YB#	PYB#
Tuscaloosa, WNPT T. H. Todd	*OB#		*OB#	PLOOO	PLOOO	PLOOO	PLOOO	*OB#	*OB#			*OB#	*OB#	POB#	*OB#	*OB#	*OB#	*OB#	
Tuscaloosa, WTBC Bert Bank	*YB#		*NBO	*NB#				*YS$	*YB$						*NB#	*NSO	*NSO	*NSO	
ARIZONA Bisbee, KSUN (WOR)(MUTUAL) Arlo D. Woolery	*NB#	*NB#	*NB#	*NB#					*000	*000	*000	*NB#	*NB#	*NB#	*NB#		*NB#	*NB#	
Clifton, KCLF Hure G. Barnett	*NB#	*NB#	*NB#					*YB#	*NB#			*YB#	*YB#	*YB#	*NB#		*NB#	*NB#	
Douglass, KAWT Glenn B. Webber	*NB# In limited amounts		*NB#								*000		*OB#		*OB#	*OB#	*OB#	*OB#	

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	Solicit and/or Place Displays	Store Checks	Solicit Tie-in Advertising	Letter	Post-card	Broad-side	Merchandising Bulletin	Newspaper Tie-in Ads	Lobby Windows	Billboards	Car Cards	Demonstrations	Give Away Prizes	Product Mentions	Tune-in Announcements	Client Participation in Special Program	Recorded Personality Interviews Plugging Clients' Products	Aid Client Representative in Product Distribution	Merchandising Plan Offering Preferred Displays
Flagstaff, KCLS Charles J. Saunders	*NB#	*NB#	*NB#		*NB#				*NB#			*NB#	*NB#	*NB#	*NB#	*NB#	*NB#	*NB#	
Flagstaff, KGPH Anton L. Holm	*NB#	*NB#	*NB#	*NB#				*YS#	PYS#						*NB#	*NB#	*NB#	*NB#	*NB#
Nogales, KNOG Dorothy E. de Rivera	PNB#	PNB#	*NB#						PNB#				*NB#	*NB#	*NB#				
Phoenix, KIFN Frank P. Redfield	*NB#	*NB#	*NB#	*YB$	*YB$		*YB$		*YB$			*YB#	*YB#		*YB#	*YB#		*YB#	
Phoenix, KOOL (CBS) Chas. H. Garland	*YB#	*Y00		*NB#	*NB#	*YB$	*YB$	*YB#	*NB#				*YB#	*NB#	*NB#	*YB#	*NB#		*000
Phoenix, KOY (Mutual) John L. Hogg	*NB#	*NB#	*NB#	*YB#	*YB#				*NB#				*NB#	*000	*NB#	*NB#	*NB#	*000	
Phoenix, KPHO (ABC) Robert T. Martin	PNB#	Would if requested at a slight charge		*NB$	*NB$	*NB$	*NB$	*YB#	*NS#						*YB#	PYB#		*000	
Saford, KGLU Paul Merrill	*NB#	P000	*NB#	*NB#				*NB#							*NB#		*NB#		
Tucson, KCNA Wayne A. Sanders	*NB#	*YS#	*NB#	*YS#	*000		*YB$		*N00			*NB#	*NB#	*NB#	*NB#		At station's discretion	*NB#	
Tucson, KOPO (CBS) Gerald C. O'Brien	*NB#		*NB#	*YS$	*YS$			*YS#						*YB#	*NB#		*YB0		
Tucson, KTUC (Mutual) Lee Little	*NB#	*NB#	*NB#	*0B$	*0B$				*0B$				*0B#	*0B#	*0B#		*0B#	*0B#	
Tucson, KVOA R. B. Williams	*YB#	*YB$	*YB#					*00#	*00#		*00$	*YB#	*YB$	*YB#	*YB#	*YB#	*YB$	*YB#	
Yuma, KYMA Bill L. Lindsey				*NB#			*NB#	*YB#						*NB#	*NB#	*NB#	*NB#	*NB#	
ARKANSAS Blytheville, KLCN								*NB#						*NB#	*NB#		*NB#	*NB#	
Camden, KAMD Donald Cathey	*NB#		*NB#																
Crossett, KAGH Julian F. Hass	*YB#	*YB#	*YB#	P000	P000			*YB#	*YB#			*YB#	*YB#	*YB#	*YB#	*YB#	*YB#	*YB#	*YB#
El Dorado, KELD W. N. McKinney	*NB#	*NB#	*NB#						*NB#						*NX#			*NB#	
Forrest City, KXJK William B. Fogg	*YB#	*YB#	*YB#	*YB#	*Y8#			*YB#	*YB#					*YB#	*YB#		*YB#	*YB#	
Fort Smith, KFPW-CBS James P. Walker	*NB$		*NB#	*YB$ Maximum 200	*YB$	PYX#	*YX#	*YX$ ½ costs to client	*YB#	*YB#	*YB#			*NB#	*N00		PYX#		
Fort Smith, KFSA-ABC Herschell N. Stamps	*NB#	*NB#	P000	*NB#	*NB#		*NB#	*NB#					*NB$ Client supplies prizes	*NB#	*NB#		*000 Occasionally	*000	
Harrison, KHOZ Robert S. Wheeler	*000	*000	*000				*000							*000	*000	*000	*000	*000	
Helena, KFFA Sam W. Anderson	*YB#	*0S#		*YS# 13 weeks	*YS#				*NB#				*YS# 13 weeks	*NB#	*NB#		*YB# 13 weeks	*NB#	
Hope, KXAR L. B. Tooley	*YS#	*YS#	*YS#	PNS#	*NS#			*YS$ Sometimes	*YS$			*NS#	*NS#	*NS#	*NS#	P0S#	*NS#	*YS#	
Hot Springs, KWFC Constantine J. Dickson	*N00			*000	*000			*000		*000		*000		*000	*000	*000	*000	*000	*000
Jonesboro, KBTM Jay Palmer Beard	*YB#	*YB#	*YB#	*YB#	*YB#			*NB#	*NB#					*YB#	*YB#			*YB#	*YB#
Jonesboro, KNEA Richard S. Crane	*NS#	*NS#	*NS#	*NS#	*NS#			*NS#						*NS#	*NS#		*NS#	*NS#	
Little Rock, KARK-NBC Douglas J. Romine	*NB#	*NS#	*NB#	*NB#	*YS#		*YB#	*YB#				*YS#	*NB#		*NB#		*YS$	*NB#	P000

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City, Station Call Letters, Merchandising or Station Manager	TRADE CALLS			TRADE MAILINGS				ADVERTISING SUPPORT				ON THE AIR SUPPORT						OTHER SUPPORT	
	Solicit and/or Place Displays	Store Checks	Solicit Tie-in Advertising	Letter	Postcard	Broadside	Merchandising Bulletin	Newspaper Tie-in Ads	Lobby Windows	Billboards	Car Cards	Demonstrations	Give Away Prizes	Product Mentions	Tune-in Announcements	Client Participation in Special Program	Recorded Personality Interviews Plugging Clients' Products	Aid Client Representative in Product Distribution	Merchandising Plan Offering Preferred Displays
Little Rock, KGHI-ABC Sheldon C. Vinsonhaler	*YB#	*YB#	*NB#	*YB#	*YB#			*YB#						*YB#	*NB#			*NB#	
Little Rock, KLRA-CBS	*YB#	*YS#	*YS#	*YS#	*YS$			*YB#	*YB#		*YS#		*YBO		*OBN			*NB#	PYS#
Little Rock, KTHS B. G. Robertson	*YBO			*YBO	*YB$	*YB$		*YB#					*YB#	*YB#	*YB#		*YB#	*YB#	
Little Rock, KVLC Glenn H. Robertson	*YB#	*YB#	*YB#	*YB#	*YB#		*YB#	*YB#	*YB#		PYB#		*YB#		*YB#		*YB#	*YB#	PYB#
Little Rock, (North Little Rock) KXLR-Mutual Emil J. Pouzar	*YB#	*YS#		*YB#	*YB#		*YB#	*YB#							*YB#	*YB#		*YB#	
Malvern, KDAS Thomas F. Alford	PNO# No network	*NO#	*NO#	*NO# No network	*NO#		*NO# No network		*NO# No network	PNO#		PNO# No network	*NO#	*NO#	*NO#	*NO#	*NO#	*NO#	
Mena, KENA Robert B. Bell	*NB#			*NB#					*NB#				*NB#				*YB#	*NB#	
Osceola, KOSE Ted Woods	*YB#	*YB#	*YB#	*YB#	*YB# Furnished by client	*YB#	PYB#				*YB#		*YB#	*YB#	*YB#	P000	*YBO	*YB#	
Paragould, KDRS G. T. Rand	*YB$	PYB$	*YOO	*YO$	*000								*YBO	*YBO	*NB#			*000	
Pine Bluff, KCLA Ken Kesterson	*YB#	*NB#	*YS#					*000			*YB#				*NB#	*YS$		*YS#	
Pine Bluff, KOTN B. J. Parrish	*NB#	*NB# Limited basis		*000	*000		*NB#	*000					*000 Certain discretion		*000	*000			
Pocahontas, KPOC Adrian L. White	*NB#	*NB#	*NB#	*NB#	*NB#		*NB$	*NB$	*NB$	*NB$	*NB$	*NB$	*NB#	*NB$	*YB#		*NB$ Time only	*NB#	
Siloam Springs, KUOA Storm H. Whaley	*YB#	*YB#		*YB#	*YB#			*YB#							*YB#	*YB#			
Springdale, KBRS Roy V. Bowman	*NB#		*000	*NB#	*NB#			*000	*NB#				*NB#		*NB#			*NB#	
Stuttgart, KWAK Melvin P. Spann	*NB#		*000 Seldom	*NB#	*NB#									*NB#	*NB#		*000 Seldom	*NB#	
West Memphis, KWEM James E. Nobles	*NB#	*NB#	*NB#	*NB#	*NB#			*NB#	PNB#	PNB#	PNB#	*NB#	*NB#	*NB#	*NB#	*NB#	*NB#	*NB#	
CALIFORNIA Auburn, KDIA Chas. E. Halstead, Jr.	*NB#	*NB#	*NB#	*NB#	*NB#	PLNB#	PNB#	*NB#	*NB#	*NB#	*NB#	*NB#	*NB#	*NB#	*NB#	*NB#	*NB#	*NB#	*NB#
Avalon, KBIG John H. Poole				*NO$ Charge out of pocket if too great	*NO$		*NO$ Charge out of pocket if too great.		*000				*NO#		*NO# Only the program adv.	*NO# Depends on news		*000 value of adv.	
Bakersfield, KAFY (Mutual) Naum Healey	*NBO	*NBO	*NBO	*NBO	*NBO		*NBO	*NBO					*NBO		*NBO	*NBO	*NBO	*NBO	
Bakersfield, KERO (NBC) Gene De Young	*NB#			*YB$ Cover Costs											*NB#		*000		*NB#
Bakersfield, KPMC Leo. A. Schamblin	*YB#		*NB#	*YB#	*YB#	*YB#	*YB#	*YB#	*YB#				*YB#		*YB#				
Barstow, KWTC Harry S. White	*YB#	*NB#	*NB#					*YB#	*YB#						*YB#	*OO#		*YB#	
Chico, KHSL (Mutual) M. F. Woodling	*NB#	*YS#	*YB#	*YB#	*YB#		*YO#		*YO#			*YO#	*YO#	*NB#	*YB#			*NB#	*YS#
Chico, KXOC Donald J. Quinn	*NB#	*YS#	*NS#	*YS$	*YS$			*YBO	*YB#			*YS#	*YS#	*YS#	*NB#	*NB#	*NB#	*NB#	*YS#
Cresent City, KCRE Robt. E. Grey	*NS#	*NS#	*NS#	*NS#	*NS#			*NO#	PLOOO		*000	*OSO	*NS#	*NS#	*NO#	*NS#	*NS#	*NS#	

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Things have changed in ARKANSAS, too!

Whether you sell shampoo or shoes, sportswear or spark plugs—there's a far bigger potential for you in Arkansas *today*, than you probably realize. *Retail Sales are running 251.7% ahead of ten years ago*!*

There's been a big change in Arkansas radio, too. It's 50,000-watt KTHS in Little Rock, CBS, and the State's only Class 1-B Clear Channel station. KTHS offers primary daytime coverage of 1,002,758 persons—*more than 100,000 of whom do not receive primary daytime service from any other station!* Interference-free daytime coverage adds another 2,369,675 people and includes practically all of Arkansas.

Let your Branham man give you the whole KTHS story, *soon*.

* Sales Management figures

50,000 Watts . . . CBS Radio

KTHS

BROADCASTING FROM

Represented by The Branham Co.
Under Same Management As KWKH, Shreveport
Henry Clay, *Executive Vice President*
B. G. Robertson, *General Manager*

City, Station Call Letters, Merchandising or Station Manager	TRADE CALLS			TRADE MAILINGS				ADVERTISING SUPPORT				ON THE AIR SUPPORT						OTHER SUPPORT	
	Solicit and/or Place Displays	Store Checks	Solicit Tie-in Advertising	Letter	Postcard	Broadside	Merchandising Bulletin	Newspaper Tie-in Ads	Lobby Windows	Billboards	Car Cards	Demonstrations	Give Away Prizes	Product Mentions	Tune-in Announcements	Client Participation in Special Program	Recorded Personality Interviews Plugging Clients' Products	Aid Client Representative in Product Distribution	Merchandising Plan Offering Preferred Displays
El Centra, KXO (Mutual) Richard T. Sampson	*NB#	*NB#	*NB#	*NB#	*NB#		*NB#	*OB$					*NB#		*NB#		*00$		
Eureka, KHUM (CBS) Carroll Hauser	*NB#		*NB#	*YB# Within reason	*YB#			*YB#					*YB# Prize must equal spot rates.	*NB#	*NB#			*NB#	*YB#
Eureka, KIEM (Mutual) Don Lee Donald H. Telford	*OB#	*OB#	*OB#	*OB#	*OB#				*OBO			*YB$ Cost of products	*YB#		*000 Program only	*YBO	*YBO Cost depends	*YBO		
Fort Bragg, KDAC Craig N. Smith	*NS#			POOO	POOO	POOO	PCOO	*YB#	*NB#	POOO		POOO	POOO	POOO	*NB#	POOO	*NB#	*YB#	POOO
Fresno, KARM Clyde F. Coombes	*000	*000	*000	*000	*000			*000	*000						*000	*000	*000	*000	
Fresno, KBIF David C. Camp			*OSO Would if requested	*YS#	*YS#		PYSO						*YSO		*YSO			*NSO	
Fresno, KYNO-Mutual Leslie L. Daggett	*YS#	*YS#	*YS#	*YS#			*YS#	*YS#		*YS#			*YB# to do so on request.	Willing	*YS$	If cl. shows public int.	*000 Commercial basis only	*YB#	
Hanford, KNGS Donald C. Reeves	*YB#	*YB#	*YB#	*YB#	*YB#		*YB#	*000	*000	*000				*YB#	*YB#	*YB#	*YB#	*YB#	
Indio, KREO Lyle W. Shuman	*NB#	*NB#						*NB#		PLOB#		*NB#	*NB#	*NB#	*NB#	*NB#	*NB#	*NB#	
Long Beach, KFOX Laurence W. McDowell				*YS$ Cost only				*YS$ Divide Cost					*YS#		*YS#				
Long Beach, KGER Clinton H. Fowler	*00#	*00#	*00#	*YB#		*00#		*YB#	*00#		*000	*OB#	*OB#	*YB#	*OB#	*OB#	*YB#	*OB#	
Long Beach, KNOB (FM) Ray Torian	*NB#	*NB#	*NB#					*NB$ Occas.	*NB$ Depends	*NB$ Depends	*NB$ Depends				*NB#		Never been offered		
Los Angeles, KECA (ABC) Phil Hoffman	*YB#	PLOOO	*YB#	*NB#	PLOOO	PLOOO	*000	*NB#					*NOO	*NOO	*NB#	PLOOO	*000	*000	*YB#
Los Angeles, KFI (NBC) Chas. E. Hamilton	*NS#	*000	*NB#	*NB#	*NS#		*NS#	*NB#					*NN#		*NB#	*NB#	*000 But not often	*NB#	*NS#
Los Angeles, KFVD Vern A. Lindblade	*YO#		*YO#	*NO$	*NO$			*YO#					*NO#		*NO#	*NO#	*NO#		
Los Angeles, KFWB (FM) Harry Maizlish, Gen'l Man.	*YO#	*YO#	*YO#	*YO$	*YO$		*YO#	*YO$		*YO$	*YO$		*YO$		*YO$		*YO$	*YO$	
Los Angeles, KHJ-Mutual Don Lee	Supply some services at client's request - no details given.																		
Los Angeles, KLAC Donald Fedderson				*YB$	*YOO				*000				*YB$	*YB$	*YB#	*YB#	*YB#	*YB#	
Los Angeles, KPOL Forrest P. Wallace			*NS#	PLYS$	PLYS$		PLYSO	*YS#			*YS$		*YSO	*NS#	*NS#	*NS#	*NS#		
Marysville, KMYC (Mutual) Joe D. Carroll	*NB#	*NB#	*NB#	*NB#				*YB#	*NB#			*NB#	*NB#	*NB#	*NB#			*NB#	
Merced, KYOS (Mutual) Chas. H. Kinsley	*YB# Min. 3 sports a week	*NB#	*NB#	*NB#	*NB#								*NB#		*NB#			*NB#	
Modesto, KBOX Milton L. Hibdon	*YB#	*YB#	*YB#	*YB#	*YB#		*YB#	*YB#	*YB#	POOO	POOO	*YB#	*YB#	*YB#	*YB#	*YB#	*YB#	*YB#	*YB#
Monterey, KYXL Stephen A Cisler	No merchandising or promotional services at present but will perform any of these services at cost to advertiser.																		
Napa, KVON Elmer L. Gibson	*NB#	*NB#	*NB#					*YB#	*YB#				*NB#		*000	*YBO	*YBO	*NBO	
Needles, KSFE L. A. Newsome, Jr.	*NB#	*NB#	*NB#	Staff too small	*NB$	*NB$	*NB$		*NB#				*NB#	*NB#	*NB#	*NB#	*NB#	*NB#	
				Provided client does the printing; charges for postage															

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Oakland, KLX Milton L. Levy				*N00	*N00			*000		*000	*000	*000	*000	*000	*000			*000	
Oakland, KROW J. G. Paltridge	*NS#	*NS#	*NS#	*YS$	*YS$		*YS#	*YS$	*YS$		*YS$			*YS#	*NS#			*NS#	
Palm Springs, KCMJ-CBS Joseph E. Gamble	*NB#	*NS#						*YS#							*NB#			*YS#	
Palo Alto, KIBE Jay B. Rhodes	*YB#	*YB#	*YB#				*YB#		*YB#			*YB#	*YB#	*YB#			*YB#	*YB#	
Pasadena, KWKW William J. Beaton	*YB#	*YB#		*000	*000			*000					*000	*000	*000	*000		*000	
Pasadena, KXLA Loyal K. King	No merchandising or promotional activities.																		
Petaluma, KAFP-(WB) Ted J. Kenessey	*NB#	*NB#	*NB#	*NB#	P000			*NB#	*NB#	*NB#	*NB#		*NB$		*YB#	*NB$	*NB$	*NS#	
Pittsburg, KECC Mel D. Marshall	*NB#	*NB$ If client charged	*NB#	*NB$ Sponsor billed costs of preparing and mailing.	*NB$	*NB$	*NB$		*NB#			*NB$	*NB#	*NB#	*NB#	*NB#	*NB$	*NB#	
Pomona, KPMO Dean H. Wickstrom	PYO#	*YO#	*YO#	*YB#			*YB#	*YB#	*YB#			*000	*000	*000	*000	*000	*000	*000	
Redding, KVCV-Don Lee Mutual Fred N. Stuelpnagel	*YB#	*YB#	*NB#	*YB#	*YB#				*YB#				*YB#	*YB#	*YB#	*YB#	*YB#	*YB#	
Riverside, KPRO Dale R. Peterson	*YB#	*YB#	*YB#	PYB#			*YB#	*YB#	*YB#	*YB#		*YB#	*YB#	*YB#	*YB# In few cases only	*YB#	*YB# If entertaining or informative	*YB#	*YB#
Sacramento, KGMS Irving J. Schwartz	*YB#	*YB#	*YB#		*NB#			*NB$	*NB#				*NB#				*NB#	*NB#	*NB#

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To reach All of SOUTHERN CALIFORNIA you must include

SOUTHERN CALIFORNIA'S THIRD MARKET

KXO

COVERS THE ENTIRE IMPERIAL VALLEY

(There are no holes in our coverage)

$122,597,000 Cash Farm Income* 7th Farm County in entire U. S.*

Mountains block out nearly all non-valley radio and TV

THIS LUSH MARKET CAN BE REACHED ONLY FROM WITHIN!

KXO enjoys 59% share-of-audience, day and night average, including all cities in the Imperial Valley.**

*Sales Management 1953 **J. W. Ward, Inc. Feb. 1953

City, Station Call Letters, Merchandising or Station Manager	TRADE CALLS			TRADE MAILINGS				ADVERTISING SUPPORT				ON THE AIR SUPPORT						OTHER SUPPORT	
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Sacramento, KXOA-Don Lee Mutual Robert W. Dumm	*000	*000	*000		*000		*000	*000				*000	*000	*000	*000	*000	*000	*000	
Salinas, KDON Ann B. Knowlton	*YB#		*YB#	*YB#				*YB#	*YB#		*YB#	*YB#			*YB#	*YB#	*YB#	*YB#	*YB#
Salinas, KSBW-Don Lee Mutual Wm. M. Oates	*NBO	*NBO	*NBO	*NBO	*NBO			*NBO	*NBO		*NBO	*NBO	*NBO	*NBO	*NBO	*NBO	Depends upon appropriateness of situation.		
San Bernardino, KFXM-Don Lee Mutual Gene W. Lee	*YBO			*YBO	*YBO			*YBO	*YBO				*YBO		*YBO		*YBO	*NBO	
San Bernardino, KITO J. J. Flanigan	*NB#		*NB#		*NB#			*NB#	*NB#				*YB#	*NB#	*NB#	*NB#	*NB# At discretion of station	*NB#	
San Diego, KCBQ-ABC Charles E. Salik	*000	*000	*000	*000	*000	*000	*000	*000	*000	*000	*000	*000	*000	*000	*000	*000	*000	*000	
	No charge for any service requested within 2% of the billing; client pays difference.																		
San Diego, KFMB-CBS Howard L. Chernoff				*YS$	*YB$	*YB#			*YS#			*NB#	*NB#		*OB#			*NB#	*YS#
San Diego, KGB-Don Lee Mutual	Supply some services at client's request - no detail given.																		
San Diego, KSDO Jack Heintz	*NS#	*NS#	*NS#	*NS#	*NS#		*NS#	*YS$					*YS$		*NS#			*NS#	
San Fernando, KGIL F. J. Smalley, Jr.				*000				*000					*000						
San Francisco, KFRC-Don Lee Mutual William D. Pabst	*YB#	*YBO		*YB#	*YB#			*YB#	*YB#				*YB#		*YB#	*YB#	*YB#	*000	
San Francisco, KGO-ABC Paul T. Scheiner	*NB#	*NB#		*NB#	*NB#		*NB#	*NB#	*NB#	*YB#			*NB#		*NB#	*YB#		*NB#	*YB#

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KTSM-TV — El Paso, Texas

is one of 33 radio and television stations

using Whaley Taxiposter Advertising to merchandise and promote their programs to the local audience. Taxiposters give broadcasters and telecasters that local impact which is so important in merchandising. For rates and availabilities, write William E. Whaley Company, 901 Washington Building, Louisville, Kentucky.

in

Over 130 Markets

The Outdoor Advertising Easiest to See!

Whaley TAXIPOSTER ADVERTISING

City, Station Call Letters, Merchandising or Station Manager	TRADE CALLS			TRADE MAILINGS				ADVERTISING SUPPORT				ON THE AIR SUPPORT						OTHER SUPPORT	
	Solicit and/or Place Displays	Store Checks	Solicit Tie-in Advertising	Letter	Post-card	Broad-side	Merchandising Bulletin	Newspaper Tie-in Ads	Lobby Windows	Billboards	Car Cards	Demonstrations	Give Away Prizes	Product Mentions	Tune-in Announcements	Client Participation in Special Program	Recorded Personality Interviews Plugging Clients' Products	Aid Client Representative in Product Distribution	Merchandising Plan Offering Preferred Displays
San Francisco, KNBC Lloyd E. Yoder	*NB#	*NB#	*NB#	*YB# Calls 13 weeks contracts; maximum mailing 300.	*YB#		*YB#	*YB# 13 weeks req.	*YBO				On occasion; no aud. shows at present.		*NB#			*YB#	*YBO
								Serv. confined to ind. grocers and druggests.											
San Francisco, KJBS Stanley G. Breyer	*NS#	*NS#	*NS#	*NS#	*NS#		*NS#	*NS#	*NS# ½ by 7' snipes	*000			*NS#		*NS#			*NS#	*NS#
San Francisco, KRON Harold P. See	PYB# Charge if excessive.		PYB#	*YB#	*YB#			*YB#	*YB$										
San Francisco, KSFO Allan Tornet	*NB#	*NB#	*NB#	*YB# Charge for large amts.	*YB#		*NB#	*NB#		*NB$	*YB#		*YB#		*YB#			*NB#	*YB#
San Francisco, KYA K. Hildebrandt (Gen Sales Mgr.)	*YS#	*YS#	*YS#	*YS#	*YS#		*YS#	*YS#	*YS#			*YS#	*000		*YS#	*YS#	*YS#	*YS#	
San Jose, KEEN Floyd Farr	*NB# No charge normally unless excessive.	*NB#		*NB#	*NB#		*NB#	*NB#	*NB#	*NB#					*YB#	*YB#	*YB#	*YB#	*YB#
San Jose, KSJO Charles F. Mallory	*YS#	*YS#	*YS#	*YS#	*YS#		*YS#	*YS#	*YS#	*YS#	*YS#	*000 Depends on adaptibility of product to program.	*YS#	*YS#	*YS#	*YS#	*YS#	*YS#	*YS#
San Jose, KXRX Gordon A. Graham	*YB#	*YB#	*YB#	*YB$ Sometimes split cost	*YB$		*YB#	*YB#			*000	*000	*000		*YB#			*YB#	*YB#
San Luis Obispo, KVEC-Don Lee Mutual Leslie H. Hacker	*NB#	*NB#	*NB#	*NB# Limited to programs	*NB#	*NB#	*NB#	*NB# Limited to programs	*NB#	*NB#	*NB#	*NB# Limited to programs	*NB#	*NB#	*NB#	*NB# All new business	*NB#	*NB#	
San Mateo, KEAR George C. Atkinson			*000	*00$	*00$	*00$	*00$	*00$	*00$			*00$	*00$		*00$			*00$	
San Rafael, KTIM Hugh Turner	*000	*000	*000	*000			*000	*000					*000	*000	*000	*000		*000	
Santa Ana, KVOE-Don Lee Mutual Ernest L. Spencer	*NB#	*NB#	*NB#	*NB#	*NB#		*NB#	*NB#			*NB#		*NB#		*NB#	*NB#	*NB#	*NB#	
Santa Barbara, KIST-NBC Harry C. Butcher	*YB$	*NBO When requested	Sometimes, not a general practice. We tell retailer.	*OB$	*OBO		*OBO	*YOO			*YSO				*000 Never leave spot time unused.	*000 Local	Not unless it's commercial.	*000	
Santa Barbara, KTMS-ABC Al Albinger	*YS#	*YB#	*YB#	*YB#	*YB#		*YB#	*YB#			*YB$	*YB#	*NB#	*YB#	*NB#	*NB#	*YB#	*NB#	
Santa Cruz, KSCO Chas. C. Berlin	*YS#		*YS#	*YS$ Postage charge	*YS$			*YS#							*YB#	PYB#		*YS#	
Santa Maria, KCOY-ABC William A. Cook	*YS#	*YS#	*YS#		*YS#			*YS#			PYS#			*YS0	*YS0	*YS0	*YS0	*YS0	
Santa Maria, KSMA James Hagerman & John Groom	*NB#	*NB#			*000 When supplied by clients	*000	*000	*000											
Santa Monica, KOWL George A. Baran	*YS#	P000		*YS$ At times	*YS$				P000 Not worked out yet	P000	P000			PYS0	P000		*000	*YS#	PYS#
Santa Paula, KSPA C. Harvey Haas	*NS#	P00#	*NB#	*NB#	*NB#	P000	*NB#	*NB#	*NB#				*NB#	*NB#	*NB#	*NB#	*NB#		
Santa Rosa, KSRO Chas. P. Scott	*OS#	*OS#	*OS#	*YS#	*YS#			*OS#					*OS#	*YS#	*OS#		*OS#	*OS#	
Stockton, KGDM (CBS) Edith Smith	*000	*000		*000	*000		*000		*000					*000	*000 For programs			*000	*000
Stockton, KWG Jim Hogan Ranger	*NB#	*NB#	*YB# Prog. must be large enough to be worthwhile.	*YB#	*YB#			*YB#							*NX#			*YB#	*NO$
Stockton, KXOB (Don Lee Mutual) Grant Pollock	*NB#	*NB#	*YB#		*YB#			P000					P000		*NX#	P000		*YS#	*YS#
Susanville, KSUE Nolan Hallowell	*NB#	*NO#		*NO#				*NO#				*YO$		*NO#	Program plugs only		But we would use	*NO#	
Taft, KTKR Kenneth Aitken	*NBO	*NBO	*NBO	*NB$	*NB$	*NB$	*NB$	If requested usually split with sponsor.					*000		*000		*000	*000	

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City, Station Call Letters, Merchandising or Station Manager	TRADE CALLS			TRADE MAILINGS				ADVERTISING SUPPORT				ON THE AIR SUPPORT						OTHER SUPPORT	
	Solicit and/or Place Displays	Store Checks	Solicit Tie-in Advertising	Letter	Postcard	Broadside	Merchandising Bulletin	Newspaper Tie-in Ads	Lobby Windows	Billboards	Car Cards	Demonstrations	Give Away Prizes	Product Mentions	Tune-in Announcements	Client Participation in Special Program	Recorded Personality Interviews Plugging Clients' Products	Aid Client Representative in Product Distribution	Merchandising Plan Offering Preferred Displays
Turlock, KTUR H. Ansell McMillen	*NX#		*NS#	PNB#				*NB#											
Vallejo, KGYW Ellsworth Peck	*NS#	*NS#	*NS#	*NS#					*000			*000	*000		*NS#	*NS$		*NS#	*NS#
Ventura, KVEN Harry M. Engel	*NB#	*NB#	*NB#	*NB#	*NB#		*NB#	*NX#	*NB#		*NB#		*NB#	*NB#	*NB#	*NB#	*NB#	*NB#	PNB#
Ventura, KVVC Karl Rembe	*NB#	*NB#	*NB#	*NB#				*NB$ Sometimes				*NB#	*NB$ Sometimes		*NB#	P000	*NB$ Sometimes	*NB#	
Tulare, KCOK John A. Rinehart	*NB#	*NB#	*NB#	*NB#			*NB#	*000 1 ad each week in three papers.					*NB#	PNB#	*000 Always for a new show.	P000		*000	
Wasco, KWSO Theo. G. Heinrichs	*NB#	*NB#		PYB#	P000		*YB#	*YB#					*YB$		*YB#	*YB#	*YB#	*NB#	
Watsonville, KHUB Hal E. Chase	*YB#	*NB#	*YB#	*YB#	*NB#		*YB#	*YB#	*YB#		*YB#	*YB#			*YB#	*YB#	*YB#	*YB#	*YB#
Yreka, KSYC Jack A. Mitchell	KSYC does not offer merchandising service, but if account requests it we give in proportion to the amount of billing.							*00$				*00$							
Yuba City, KUBA Roger R. Hunt	*NS#	*NS#	*NS#	*NS#		*NS#	*NS#	*NS#	*NS#				*NS#	*NS#	*NS# At least 15 a day for 1/4 hour for 5 days.	*NS#		*NS#	*NS#
COLORADO Boulder, KBOL Russ W. Shaffer	*NB#	*NB#	*NB#	*YB#			*YB#	*YB#						*NB#	*NB#	*NB#	*NB#	*NB#	
Canon City, KRLN Raymond N. Beckner	*NB#	*YB#	*YB#	*YB#				*YB$	*YB#					*YB#	*YB#	*YB#	*YB#	*YB#	
Colorado Springs, KVOR John F. Hanssen (Sales Mgr)	*000	*000	*000	*000	*000			*000 Split cost with client.	*000				*000	*000	*000		*000	*000	
Craig, KRAI Robert Hale	*NO#	*NO#	*NO#	*NO#									*YO$	*YO$	*NO#	*NO#	*NO#		
Denver, KFEL Eugene P. O'Fallon	*NB$	PNBO	P000	*NB#	*NB#	*NB#	*NB# If extensive promotion, client splits cost.	*NB#	*NB#		*NS#		*NX#		*NB#	*NX#	*NX#	*NB#	
Denver, KLZ Hugh B. Terry	*YBO	*YBO	*YBO	*YBO	*YBO		*YBO	*YBO	*YB#		*YB#			*YB#	*YB#	*YB#	*YBO Accept at station's discretion	*YB#	
Denver, KMYR E. E. Koepke, Comm. Mgr.	*YB#	*YB#	*YB#	*YB#	P000	*YB#	*YB#	*YB#	*YB#		*YB$ Cost of card prep.	*YB#	*YB#	*YB#	*YB#	*YB#	*YB#	*YB#	P000
Denver, KOA-NBC Don Searle		*000	*000		*N00			*000	*000						*000			*000	
Durango, KIUP-Mutual Pat O'Brien	*000	*000	*000					*000	*000			*NS#	*NSO	*NSO	*NS#	*NS#	*NS#	*NS#	*NS#
Fort Collins, KCOL Ellis Atteberry	*YB#	*NB#	*NB#	*YBO Depends on no. and timing	*YBO	*YB$	*YBO Depends on no. and timing		*YB#			*YB$	*YBO Client supplies prizes	*YB# We control	*NB#	*NB#	*NBO Depends on nature of interview	*NB#	*YBO
Grand Junction, KFXJ E. A. Thomas	*NS#			*NB#									*NS#		*NS#	PNS#	*NS#		
Greeley, KFKA Wm. G. Stewart	*NS#	*NS#	*NS#					*YS#		*YS#			*YS#		*NS# Lot of this	*NS#			
Greeley, KYOU Elwood H. Meyer	*YB#	*NB#	*NB#	*YB#	*YB#			*YB#						*YB#	*NB#	*000	*YB#	*NB#	
La Junta, KBNZ R. D. Gerken	*NS#	*NS#	*NS#					*NS$				*YS#		*NS#	*NS#	*NS#	*NS#	*YS#	
Lamar, KLMR Edward Shupe	*YB#	*YB#	*YB#	PYB#	*YB#			*YB#	*YB#			*YB#	*YB#	*YB#	*YB#	*YB#	*YB#	*YB#	
Montrose, KUBC George O. Cory	*NBO		*N00	*N00 We do if not contacted by reg. calls of phone.									*000	*000	*000		*000		
Pueblo, KCSJ Larry Gordon	*NB$	*NB$	*NB$	*NB$	*NB$			*NB$	*NB$				*NB#		*NB#	*NB#	*NB#	*NB#	

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	Solicit and/or Place Displays	Store Checks	Solicit Tie-in Advertising	Letter	Post-card	Broad-side	Merchandising Bulletin	Newspaper Tie-in Ads	Lobby Windows	Billboards	Car Cards	Demonstrations	Give Away Prizes	Product Mentions	Tune-in Announcements	Client Participation in Special Program	Recorded Personality Interviews Plugging Clients' Products	Aid Client Representative in Product Distribution	Merchandising Plan Offering Preferred Displays
Pueblo, KGHF John H. McGill	•NB#	•NB#		•NB#	•NB#			•NB#						•NB#	•NB#			•NB#	
Sterling, KGEK Elmer G. Beehler	No merchandising or promotional activities.																		
CONNECTICUT Bridgeport, WICC Philip Merryman	•NB#	•NS#		•YS#	•YS#										•YS#		•YS#	•YS#	
Bridgeport, WNAB (ABC) Ray M. Colonari	•NB#	•NB#	•NB#	•YB# 13 wks.	•YOO schedules on		•YOO fairly heavy	•YOO short schedule	•YOO			•NB#	•NB#	•NB#	•YOO Reasonable	•YOO schedule	•YOO expected	•NOO	•YOO
Bristol, WBIS Robert Gillespie	•NB#	•NB#	•NB#	•NB#	•NB#	•NB#	•NB#	PYB#	•YB#				•NB#	•NB#	•NB#	•NB#	•NB#	•NB#	
Danbury, WLAD Sol Robinson	•YB#	•YB#	•YB#	•YB# Client pays for postage only	•YB# Client provides postcard			•YB#	•YB#			•YB#	•YB#	•YB#	•YB#	•YB#	•YB#	•YB#	
Hartford, WCCC Ralph H. Klein	•NS#	•NS#	•NS#	•NS#	•NS#	No, but would consider if budget warranted.		•NS#	•NS#				•NS#		•NS#			•NS#	•NS#
Hartford, WDRC (CBS) William F. Malo					•000 Special WDRC card										•000 For program only				
Hartford, WONS Fred W. Wagenwoord	•NS#	•YS#	•NS#	•YS# Design own pt. of sale & giant post card	•YS#	•YS#	•NS#	•YS$ Co-op.	•NS#		PYS#		•NS#	•NS#	•NS#	P000	•NB#	•NB#	
Hartford, WTHT Glover DeLaney	•YB#	•YB#		•YB#				•YB#	•YB#						•YB#	•YB#		•YB#	
Hartford, WTIC (NBC) Paul W. Morency		•YB# On occasion		•YB# Unless he wants more than we are prepared to mail.	•YB#				•YB#				•OS# On rare occasion, not reg. service.		•YB#		•OS# Rare occasions,		•NS# not reg. service.

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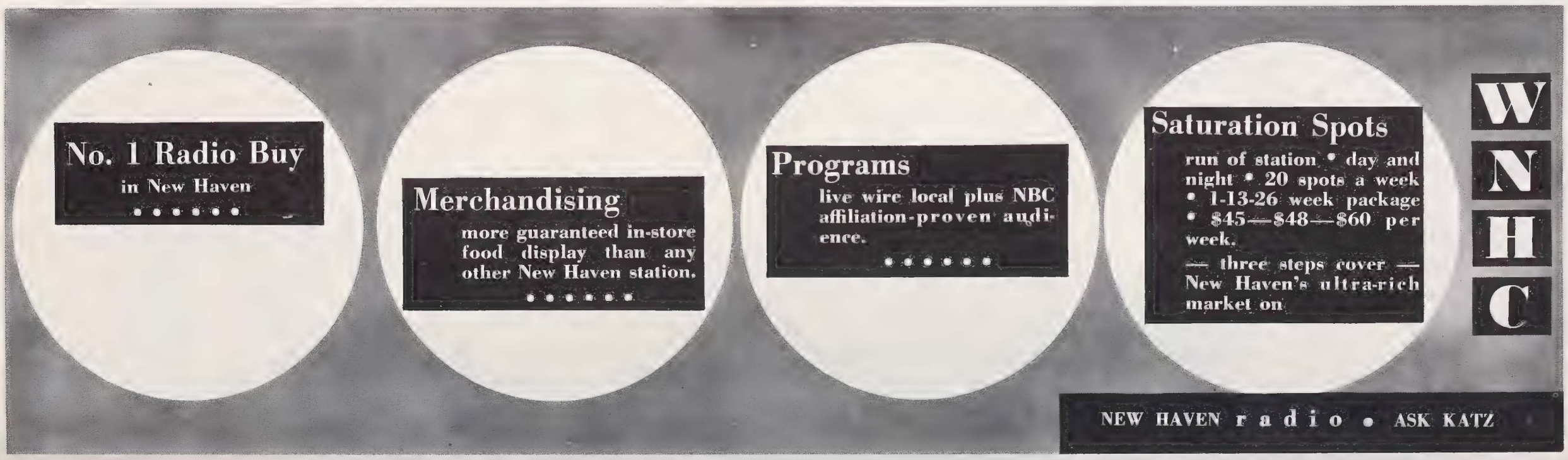

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Meriden, WMMW Gustav A. Kruttschnitt		*YS#	*000 Automobile only	*NS#				*NS#						*NS#	*NS#		*NS#	*NS#	
New Britain, WKNB Peter B. Kenney	*NB#	*NB#	*NB#	*NB#	*NB#		*NB#		P000		P000	*000	*000	*000	*Y00	*000	*000	*000	*NS#
New Haven, WAVZ Daniel W. Kops	*YB$	*YB$	*YB$	*YB$	*YB$		*YB$	*YB$	*YB$		*YB$	*YB$	*YB$	*YB$	*YB$ Only when programs are used.	*YB$	*YB$ Limit time to one minute.	*YB$	*YB$
New Haven, WELI (ABC) Richard W. Davis	*YB#	*NB#	*YB#	*YB#	*YB#		P000	*YB0 Whenever news will accept advertising	P000		P000				*NB#		*NB#		*YB#
New Haven, WNHC, (NBC) Edward C. Obrist	*YB#	*YB#	*YB#	*YB$ Over 500	*YB$ Finished art		*000 Newsletter form	*NB# Except for finished art	*NB#		PYB$ Art make-up		*YB#	*NX#	*NX$	*NB#		*YB$	*YB#
New London, WNLC Leo B. Keegan (Sales Mgr.)	*YB#	*YB#	*NB#	*YB# 500 billing minimum				*YB# Moderate amount							*YB# 3 a day		*YB# Provided client uses prog.	*YB# Provided client is using time. in fairly good vol.	
Stamford, WSTC (ABC) Julian Schwartz	*YB#			*YB#	*YB#			*YB#					*NB#		*YB#	*YB$		*000	
Torrington, WLCR Charles O. Scott	*YS$ PYS$ Charge for additional service beyond amt. justified by time purchase.			*YS$ Charge for additional service beyond amt. justified.	*YS$		*YS$ Charge for additional service beyond amt. justified.	*YS$ Charge for additional service beyond amt. justified.						PYS#	*YS#		*YS#	*YS#	
Waterbury, WATR (ABC) Sam Roger Elman	*NS#	*NS#	*NS#	*NS#	*NS#		*NS#		*NS#			*NS#	*NS#	*NS#	*NB#	*NB#	*NB#	*NB#	*NS#
Waterbury, WBRY (CBS) J. Maxim Ryder	*NB#			*NB#	*000 If supplied to us we will mail.			*NB# If supplied to us we will mail.					*NB#	*NB#	*NB#		*NB# Rarely	*NB#	
DELAWARE Dover, WDOV Cliff Goodman	*YS#	*YS#	*YS#	*YS# Approximate 200 limit	*YS#		*YS#	*YS#							*YS#	*YS#	*YS#	*YS#	
Georgetown, WJWL Norman N. Glenn	*YS#	*YS#	*YS#	*YS$	P0S$			*YS0							*000		*000 Interview is treated as a commercial program.	*YS0	P000
Wilmington, WAMS Edwin A. McKeon	*00#	*00#	P000	*00$	P00$	P00$	P00$	*00# Sometimes charge co-op. basis:	*000	*000	*000		*000 Adver. pays above and beyond ordinary cost.	*000	*000				
Wilmington, WDEL (NBC) Harvey C. Smith	*YB0	Occasionally		*NB#	*NB#		*NB#	*YB#	*YB#				*0B#	*NB#	*NB#		Occasionally		
Wilmington, WILM (ABC) Ewing B. Hawkins	*NB#	*NB#	*NB#	*NB#	*NB#		*NB#	*NB# Spot limited to programs	*NB#				*NB#	*NB#	*NB#		*NB#	*NB#	*NB#
Wilmington, WTUX Gordon K. MacIntosh	*YB$	Never asked	*YB$	*YB$	*YB$	P000 If asked for	*YB$	*YB# Swap deal with papers	PYB$ If asked for papers	PYB$	PYB$			*YB#	*YB#	*NO#	*YB#	*YB#	P000
DISTRICT OF COLUMBIA Washington, WARL(Arl. Va) Cy Blumenthal	*YB#	*YB#	*YB#												*000	*000	*000	*000	
Washington, WASH (FM) Everett L. Dillard				*NB#			*NB#	*NS#	*NS#						*NB#	PNS#	*NB#		
Washington, WEAM (Arl. Va) Imogene H. Putnam	*NB#	*NB#	*NB#	*NB#			*NB#	*NB#				*YB$	*NB#		*NB#	*NB#		P000	P000
Washington, WMAL (ABC) Kenneth H. Berkeley	*NB#	*NB# Upon special request	*NB#	*NB#	*NB#		*NB#	*NB# No sponsor ident. in ads	*NS$ Cost of decorating windows			*NB#	*NB#	*NB#	*NB#				*YS#
Washington, WOL George A. Bernstein	*Y00	*Y00	*000 In all categories ans.	*Y00	*Y00		*Y00 yes; there is a minimum purchase	*Y00 to qualify.	*Y00	P000 Depending on extent			*Y00 of merchandising assistance required there might be an additional charge.	*Y00	*Y00			*Y00	PY00
Washington, WRC (NBC) Carleton D. Smith			*YS#	*YB#	*YB#			*YB#						*YS#	*YB#	*000			*YS#

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you can get all this...and

results, too

when you buy

WASHINGTON'S PIONEER
MERCHANDISING
STATIONS!

Plus these merchandising features . . .

- ★ Air Announcements
- ★ Newspaper Ads
- ★ TV Guide Ads
- ★ Lobby Displays
- ★ Publicity Releases
- ★ Give-Away Prizes
- ★ Dealer Mailings
- ★ Special Promotions

WMAL *am / fm / tv*

City, Station Call Letters, Merchandising or Station Manager	TRADE CALLS			TRADE MAILINGS				ADVERTISING SUPPORT				ON THE AIR SUPPORT						OTHER SUPPORT	
	Solicit and/or Place Displays	Store Checks	Solicit Tie-in Advertising	Letter	Postcard	Broadside	Merchandising Bulletin	Newspaper Tie-in Ads	Lobby Windows	Billboards	Car Cards	Demonstrations	Give Away Prizes	Product Mentions	Tune-in Announcements	Client Participation in Special Program	Recorded Personality Interviews Plugging Clients' Products	Aid Client Representative in Product Distribution	Merchandising Plan Offering Preferred Displays
Washington, WGMS M. Robert Rogers	*YB#	•	*YB#	*YB# Sometimes charge for mailing exp.			*YB# Occasionally charge mailing	*YB#	*YB#					*YB#	*YB# Program adv. only		*YB#	*YB#	
Washington, WWDC Herman M. Paris	*YB#	*NB#	*NB#	*NB#	*NB#	*NB#	*NB#	*YB#	*YB$				*YB$	*YB#	*YB$	*YB#	*YB$	*YB#	*YB$
FLORIDA Cocoa, WKKO Emerson W. Browne		*NO#	*NO#										*NO#	*NO#	*NO#			*YO#	
Coral Gables, WVCG George W. Thorpe	*00$	*YS#	*YS#	*OS$	*OS$	*OS$	*OS$							*YS#	*YS#	*YS#	*YS#	*YS#	
Crestview, WCNU Sam F. Townsend	*YB#	*NB#	*NB#	*YB#	*YB#			*YB#	*YB#			*NB#		*NB#	*YB#		*NB#	*NB#	
Fort Lauderdale, WFTL Robert L. Bowles	*NB#		*NB#					*NB#				*000	*000	*NB#	*NB#	*NB#	*NB#		
Fort Pierce, WARN Murray C. Tillman	*NB#	*NB#	*NB#		*000		*000	*000	*000				*000	*000	*000	*000	*000	*000	
Fort Pierce, WIRA (NBC & Mutual) James Leroy Howe	*NB#	*NS#	*NBO	*NB#				*NS#		*YS#			*NS#		*NS#	*NS#		*NB#	*NS#
Gainsville, WRUF Garland W. Powell	*NB# No charge unless station must incur charges in so doing.		*NB# Only at request of adv. who is billed for actual expenses.	*YB$	*NB$		*NX#	*NX# Seldom used	Control none			*NX#		*YB#	*NX# Anon. programs only-not adv.		Only for use on client's program.	
Hollywood, WHWD George Weiland	*YO#	*YO#	*YO#	*YO#	*YO#				*000					*000 On D.J. programs	*000	*000	*000	*000	PL000
Jacksonville, WJHP Thomas S. Gilchrist, Jr.				*YS$ Charge only if excessive		*000 If furnished by sponsor	*YS$ Charge if excessive	*YS$ Charge if prod. or sponsor mentioned in ad.	*000						*YB$ Charge if excessive	P000		P000	
Jacksonville, WPDQ (ABC) Robert R. Feagin	*YB#	*YB#	*YB# Rarely	*YB$ have requests.	*YB#		*NB#	We have paid program schedules in both papers.	*NB#	P000	*NB# Some judgment is necessary.		*YB#	*NB#	*NB#	*NS#	*NB#	*YB#	*YB#
Lake City, WDSR Alfred Henry Temple	*NS#	*NS#		*YS#	*YS#			*NS# Air promotion much more effective.				*NS#	*NS$	*NS#	*NS#	*NS$		*NS#	*NS#
Lakeland, WLAK (NBC) S. O. Ward	*NO#			*NO#	*NO#			*NO#				*NO#	*NO#	*NO#	*NO#		*NO#	*NO#	
Lakeland, WONN Robert S. Taylor	PYX# Budget must be large enough to warrent	*YS$	*YB$ Amount trouble, expense.	PNS# spent must warrent extra work.	*YB$		*NY$	*NX$ Must be furnished & should be co-op. pro.	*YS#	PYS#			*YS$	*NS# At present no prog. of this type.	NB# Large budget warrents extra plug.		*YX$ Client must be buying time in addition to retailer selling product.	*NS$	*NX#
Lake Wales, WIPC G. Max Kimbrel	*NB#	*NB#	*NB#	*NB#	*NB#	*NB#	*NB#	*YB$				*YB$	*NB# If adv. supplies prizes	*NB#	*NB#	*NB#	*NB#	*NB#	*NB#
Lake Worth - West Palm Beach, WEAT J. Robert Meachem		*NB#	*NX#	*YB#	*YB#			*NX#		*YB$ Cost of cards					*NX#			*NB#	
Live Oak, WNER Norman O. Protsman	*NS#	*NS#	*NS#											*NS#	*NS#		*NS#		
Miami, WGBS (CBS) Miller N. Babcock	*NS#	*NS#	*NS#	*NS#	*NS#		*NS#	*NS#		*NS# Bus benches	*NS#	*NS#	*NS#	*NB#	*NB#	*NS#	*NS# Has to be cleared.	*NS#	*NS#
Miami, WIOD (NBC) Robert L. Fidlar	*YB#	*YB#	*YB#	*YB#	*YB#			*YB#					*YB#	*YB#	*YB#		*YB#	*NB#	
Miami, WMIE Kurt A. Meer	*YB#	*YB#	*YB#	*NB$ Postage	*NB$ Postage-printing	*NB$ Postage-printing	*NB$ Postage-printing	*YB$ At cost	*YB$ At Cost	*YB$ At cost	*YB$ At cost	*YB$	*YB$	*YB$	*YB$	*YB#	*YB#	*YB#	*YB#
Miami, WQAM (ABC) Owen F. Uridge	*000	*NB#	*NB#	*NB#	*NB#	*NB#		*NB#					*000	*000	*000	*000	*000	*000	
Miami, WWPB Paul Brake	*00#			*YO#	*YO#								*YO#		*NO#		*YO#	*YO#	

City, Station Call Letters, Merchandising or Station Manager	TRADE CALLS			TRADE MAILINGS				ADVERTISING SUPPORT				ON THE AIR SUPPORT						OTHER SUPPORT	
	Solicit and/or Place Displays	Store Checks	Solicit Tie-in Advertising	Letter	Postcard	Broadside	Merchandising Bulletin	Newspaper Tie-in Ads	Lobby Windows	Billboards	Car Cards	Demonstrations	Give Away Prizes	Product Mentions	Tune-in Announcements	Client Participation in Special Program	Recorded Personality Interviews Plugging Clients' Products	Aid Client Representative in Product Distribution	Merchandising Plan Offering Preferred Displays
Miami Beach, WLRD Alan H. Rosenson	*YB#	*YB# All adv. get same comprehensive merchandising at a set rate. Point of sale in 58 supplements in Dade & Broward counties. in S.E. Fla.		P00$			P00$											*NB#	*YB$
Miami Beach, WMBM James E. Vaughn	*NB#	*NB#	*NB#	*YB#	*YB#	*YB#	*YB#	*YB# *YB# Minimum 3-15 min. per wk.				*YB#	*YB#	*YB#	*YB#			*NB#	*YB#
Ocala, WTMC James B. Smith								*NB#							*NB#	*NB#		*NB#	
Orlando, WDBO Harold P. Danforth		*YB$ Charge only for out of town trips.	*YB#	*YB# Charge if excessive	*YB# Charge if excessive.		P000 Charge if excessive.		*NB#					*YB#	*YB#		*YB#	*YB#	
Orlando, WHOO (ABC) Carl F. Hallberg	*NB#		*NS#	*NS#	*NS#			*NS#						*NS#	*NB#	*NS#		*NB#	
Orlando, WLOF Donn Ramón Colee			*YB#	*YB#			*YB#		*YB#	*YB# Taxi-cabs	*YB#	*YO$		*YO$	*YO$	*YO$	*YO$	*YO$	
Orlando, WQRZ (NBC) John E. Surrick	*OX#	*OX#	*OX#	*OX#	*OX#		*OX#		*OX#				*OX#		*OX#		*OO#	*OX#	
Palatka, WWPF L. C. McCall	*NS#	*NS#	*NS#	*NS#	*NS# Must be furnished by Advertiser.			*NS#	*NS#					*NS#	*NS#	*NS#	*NS#		
Palm Beach, W. Palm Beach, WWPG Charles E. Davis	*NB#	*NB#		*NB#							*NB# Charge only for cost of cards.		*NB#		*NB#	*000	*NB#	*000	
Panama City, WPCF William D. Lanier, Jr.	*NB#			*NB#		*NB#								*NB#	*NB#				
Pensacola, WBSR Don J. Lynch	*NB#	*NS#	*NB#	*YB$ *YB$ Depends on schedule, no. of letters, etc.				*YB$ Depends on arrangements.						*NB#	*NB#			*NB#	
Pensacola, WCOA (NBC) Joseph H. Veal				*000	*000			*000	*000				*000	*000	*000		*000 If newsy	*000	
Pensacola, WEAR Mel Wheeler	*YS#	*YSO	*YS#	*YS$ Postage								*YS#		*YBO	*YB#	P000	*YB# If prod. is on station.	*YB#	*YB#
Plant City, WPLA George Friend	*NB#	*NB#	*NB#	*NB#	*NB#		*NB#	*NB#	*000				*000		*NB#	*NB$	*NB#	*NB#	*NB#
Quincy, WCNH A. B. Letson	No merchandising & promotion. Sell radio time only.																		
St. Augustine, WFOY John E. Bernhard, Jr.	*YS#	*NB#	*NB#		*YS#		*YB#	*YB#	*YB#				*NS#	*NB#	*YB#	*NB#	*NB#		
St. Petersburg-Tampa, WFLA George W. Harvey	*YB#	*NB#		*NB#	*NB#	*NB#		*YB#					*NB#		*NB#	*NB#	*NS$	*NB#	
St. Petersburg, WPIN Arthur Mundorff	*NS#		*NSO	*NSO	*NSO	*NSO	*NSO	*YOO	*NSO					*NS#	*NS#	*NO#			
St. Petersburg-Tampa, WTSP Myron A. Rack	No merchandising or promotion.																		
Sarasota, WSPB (CBS) John B. Browning	*YB#			*NS#	*NS#			*OXO Publish monthly mag. in which stars etc. of radio programs are featured.					*NB#	*NB#	*NB#		*NB#	*NB#	
Sarasota, WKXY Antonio G. Fernandez	*000							*000	*YO# *YO# *YO# Program advertising				*000		*000	*000	*000	*000	
Seabring, WJCM Al John Frank	*NB#		*NS#											*NS#	*NS#		*NB#		
Tallahasse, WTAL L. Hershel Graves	*YS#	*OS#		*YS#	*YS#		*YS#						*NS#	*NS#	*NB#		*NS#		
Tallahasse, WTNT Frank Warren Hazleton	*YB#	P000		*YB#				*YB#	*YB#					*YB#					
Tampa, WALT W. Walter Tison	No merchandising or promotion.																		

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City, Station Call Letters, Merchandising or Station Manager	TRADE CALLS			TRADE MAILINGS				ADVERTISING SUPPORT				ON THE AIR SUPPORT						OTHER SUPPORT	
	Solicit and/or Place Displays	Store Checks	Solicit Tie-in Advertising	Letter	Postcard	Broadside	Merchandising Bulletin	Newspaper Tie-in Ads	Lobby Windows	Billboards	Car Cards	Demonstrations	Give Away Prizes	Product Mentions	Tune-in Announcements	Client Participation in Special Program	Recorded Personality Interviews Plugging Clients' Products	Aid Client Representative in Product Distribution	Merchandising Plan Offering Preferred Displays
Tampa, WDAE L. I. Mitchell	*OBO	*YBO	*YBO	*YSO	*OS$	*YS$						*YB#	*YB#	*YB#	*YB#	POBO	*YB#	*NB#	
Tampa, WEBK Elmo B. Kitts	*YB#	*YB#	*YB#	*YB#	*YB#	*YB#	*YB#		*YB#		*YB#	*YB#	*YB#	*YB#	*YB#	*YB#	*YB#	*YB#	
W. Palm Beach, WJNO Hustin V. McMillan	*000		*000	*000				*000						*000	*000	Sometimes	*000 With reservations	*000	
Winter Haven, WSIR Lawrence J. Rollins	*NS#	*NS#	*NS#	*NS#	PNS#			*NB#							*NB#			PNB#	
GEORGIA Albany, WGPC Leonard Milton George	*NB#	*NS#	*NB#		*NSO				*NB#				*NB#		*NB#			*NB#	
Americus, WDEC Charles Carr Smith	*NB#	*NB#	*NB#	*NB#	*NB#	*NB# When supplied by adv.	*NB#						*NB#	*NB#	*NB#	*NB$	*NB# Depends on how much plug this is.	*NB#	
Athens, WRFC L. H. Christian	*NB#	*NB#	*NB#	*YB$ Share cost if excessive.	*YB$			*YB#	*YB#			*NB$			*NB#	*YB$	*YB$ Occasionally	*NB#	
Atlanta, WAGA Glen C. Jackson	*NB#	*NS#		*NB#	*NB#		*NB#			*NS#					*NB#		*NB# Depends on int.	*NB#	*YS#
Atlanta, WATL Stan R. Raymond	*000	*000	*000									*000	*000	*000	*000		*000	*000	
Atlanta, WBGE Russell E. Offhaus	*YB#	*YB#	*YB#	*YB#	*YB#		*YB#	*YB#			P000	*YB#	*YB#		*YB#	'YB#	*YB#	*YB#	P000
Atlanta, WERD J. B. Blayton, Jr.	*YB#	*YB#	*YB#	*YB#	*YB#			*YB$		*YB#	*YB#						*00#	*00#	P000
Atlanta, WSB (NBC) Frank Gaither	*NB$ Charge on other than routine.			*000 Spec. campaigns in reasonable number;	*00$ At cost extras at cost.		*000 4 page bulletin to Drug & Groc. Trade.	*000	*000 Station carries reg. ads.				*YBO Programs only		*YBO Programs only	*YBO Programs only	Live interviews occasionally	*YBO	P000
Augusta, WAUG Eugene D. Hill	*NB#	PYB#	*NB#	PYB$	PYB$	PYB$	PYB#	*NB$	*YB#			*NB#	*NB#	*NB#	*NB#	PNB#	*YB#	*YB#	

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MERCHANDISING THAT COUNTS

- DEALER MAILINGS
- NEWSPAPER SPACE
- PROMOTIONAL ANNOUNCEMENTS
- BILLBOARD SPACE
- MERCHANDISING ASSISTANCE TAILORED TO SUIT CLIENT'S NEEDS

WGST ATLANTA . . . GEORGIA TECH ON THE AIR

City, Station Call Letters, Merchandising or Station Manager	TRADE CALLS			TRADE MAILINGS				ADVERTISING SUPPORT				ON THE AIR SUPPORT						OTHER SUPPORT	
	Solicit and/or Place Displays	Store Checks	Solicit Tie-in Advertising	Letter	Postcard	Broadside	Merchandising Bulletin	Newspaper Tie-in Ads	Lobby Windows	Billboards	Car Cards	Demonstrations	Give Away Prizes	Product Mentions	Tune-in Announcements	Client Participation in Special Program	Recorded Personality Interviews Plugging Clients' Products	Aid Client Representative in Product Distribution	Merchandising Plan Offering Preferred Displays
Augusta, WBBQ John W. Watkins	*YB#	*YB$	*OB#	*YB#	*000					*YB#			*NB#		*YB#			*NB#	
Augusta, WGAC A. D. Willard, Jr.	*YS#	*YS#		*YS#	*YB#			*YS#					*YS$	*YS#	*YB#			*YS#	*YS#
Augusta, WRDW W. R. Ringson	*YB#	*YB#	*YB#	*YB#	*YB#		*YB#	*YB#			*000		*YB#	*YB#	*YB#	*YB#		*YB#	
Brunswick, WMOG Albert H. Haack, Jr.	P00#	*000	P000	P000							P000			P000	*NB#	*00#	P000	P000	
Cedartown, WGAA John R. Barlett	*NS#	*NS#	*NS#					*000				*000			*000	*000	*000	*000	
Columbus, WDAK Miles H. Ferguson	*YB#	*YB#	*YB#		*YB#			*YB#	*YS#		*YS#		*YS#	*YB#	*YB#			*YB#	*YB#
Columbus, WGBA Walter M. Windsor	*YB#	*NB#	*NB#	*NB#	*NB#			*NB#	*NB#						*NB#	*NB#	*NB#	*NB#	
Columbus, WRBL (CBS) George A. Gingell	*YB#	*YB#	*YB#	*NB#	*NO#	*NB#	*NB#	*NB#	*N00	*NB#			*NB#	*NB#	*NB#	*NB#	*NB#	*NB#	*NB#
Dalton, WBLJ Wm. Bruce Davies	*NB#	*NS#	*NS#	*NS#	*NS#			*NB#	*NS#					*NB#	*NB#		*000	*NS#	
Dawson, WDWD-AM & FM Wm. C. Woodall	*NS#	*NS#	*NS#	*NS#	*NS#	*NS#	*NS#		*NS#		*NS#		*NS#	*NS#	*NS#	*NS$	*NS$	*NS#	
Decatur, WEAS Warren L. Roberts	*NS#	*NS#	*NS#	*NS#	*NS#				*NS#		*NS#		*NS#		*NS#		*NS#	*NS#	
Decatur, WGLS Sam W. Kane	*YB#	*YB#	*YB#	*YB#		*YB#		*YB#	*YB#				*Y3#			*YB#	*YB#	*YB#	
Dublin, WMLT W. Newton Morris	*YS#	*YS#	*YS#	*YS$	*YS$	*YS$	*YS$	*YS$	*YS#			*YS#	*YS#	*YS#	*YS#	*YS#	*YS#	*YS#	
Fitzgerald, WBHB Al. H. Evans	*YB#	*YB#	*YB#	*YB#	PYB#	PYB#	PYB#	*YB#	*YB#	*YB#	*YB#	*000	*000	P000	*000	P000	*000	*000	*000
Gainesville, WDUN John W. Jacobs, Jr.	*NB#	*NB#	*NB#	*NB# Mailing & printing; sometimes charge for	*NB#			*YB# Sometimes co-op. charges	*NB#			*YB$	*NB#	*NB#	*NB#	*YB$	*YB#	*NB#	
Gainesville, WGGA Robert O. Moran	*NB$	*NB$	*NB$	*NB$	*NB$	*NB$	*NB$	*NB#	*YB$	*YB$	*YB$				*YB#			*YB$	*YB$
Jesup, WBGR George Thompson	*YS# No charge if long contracts	*YS#	*YS#	*YS#	*YS#			*YS$	*YS#			*YS#	*YS#	*YS#	*YS#	*YS#	*YS#	*YS#	*YS#
La Grange, WLAG Edwin G. Mullinax	*YB$	*YB#	*NB#	*YB#	*YB#		*YB#	*YB#	*YB#					*YB#	*YB#		*YB#	*YB#	
Macon, WBML E. F. MacLeod	*YB#	*NB#	*NB#	*YB#	*YB#	*YB$	*YB#	*YB$ *YB# Usually split costs			*YB#		*NB#	*NB#	*NB# Program purchaser only		*YB#	*YB#	PYB#
Macon, WMAZ Wilton E. Cobb	*YB#	*YB#	*YB#	*YB#	*YB#	*YB#	*YB#	*YB#	*YB#			*YB#	*YB#	*YB#	*YB#	*YB#	*YB#	*YB#	
Macon, WNEX Alfred Lowe	*YB#	*YB#	*Y3#		*YB#			*OB#	*OB#		*OB#				*000		*000	*000	
Moultrie, WMGA Roy F. Zess	*NB#	*NB#	*NB#	*NB#	*NB#			*NB#	*NB#				*NB#		*NB#		*NB#	*NB#	
Newnan, WCOH James O. Hardin, Jr.	*NB#	*NB#	*NB#	*NB#	*NB#			*NB#	*NB#			*NB#	*NB$	*NB#	*NB#	*NB#	*NB#	*NB#	*NB#
Rome, WLAQ Leland B. Mowry, Jr.	*NX#	*000 No special schedule	*NB#	*NB#				*NB#	*NB#					*NB#	*NB#				
Savannah, WFRP (ABC) John F. Pidcock	*YB#	*YB#	*NB#	*NB#	*NB#			*NB#		*000					*OB#			*NB#	
Savannah, WSAV (NBC) Harben Daniel	*YS#	*NS#	*NS#	*YS#	*YS#			*YS#	*YS#						*YB#	*YS#	*YS$	*YB#	

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City, Station Call Letters, Merchandising or Station Manager	TRADE CALLS			TRADE MAILINGS				ADVERTISING SUPPORT				ON THE AIR SUPPORT						OTHER SUPPORT	
	Solicit and/or Place Displays	Store Checks	Solicit Tie-in Advertising	Letter	Post-card	Broad-side	Merchandising Bulletin	Newspaper Tie-in Ads	Lobby Windows	Billboards	Car Cards	Demonstrations	Give Away Prizes	Product Mentions	Tune-in Announcements	Client Participation in Special Program	Recorded Personality Interviews Plugging Clients' Products	Aid Client Representative in Product Distribution	Merchandising Plan Offering Preferred Displays
Savannah, WTOC (CBS) William T. Knight, Jr.	*NB#	*NB#	*NB#	*NB#	*NB#	*NB#	*NB#	*NB#	*NB#	*NB#			*NB#	*NB#	*NB#	*NB#	*NB#	*NB#	P000
Statesboro, WWNS Edwin H. Bass	*NB#	*NB#	*NB#	*NS#				*NS#			*000		*YS#	*NS#	*YB$		*NB#	*NS#	
Swainsboro, WJAT John H. Wisely	No merchandising or promotional services.																		
Thomasville, WKTG William F. Scott, Jr.	*NS#	*NS#	*NS#	*NS#	*NS#		*NS#	*NS#	*NS#				*000	*000	*000	*000	*000	*000	
Thomasville, WPAX Al. M. Feinberg	*YB#	*YB#	*YB#	*YX#	*YXO			*000					*NB#		*NS#			*NB#	
Thomson, WTWA Edgar H. Kobak	P000	P000						*NB#	*NB#						*NB#		*NB#		
Tifton, WWGS James E. Graham	*YB#	*YSO	*NS#	*YS$	*YS$			*YO#	*YB#						*YB#			*YSO	
Toccoa, WLET Virgle E. Craig	*NB#	*NB#		*NB#	*NB#			*NB#					*NB#		*NB#		*000 when offered		
Valdosta, WGAF George B. Cook	*YO#	*YB#	*YB#	*YB#	*YB#		P00#	*YB#	*YB#					*YB#	*NB#	*NB#	*YB#	*YB#	
Valdosta, WGOV-FM A. B. Smith	*NS#	*NS#	*NS#	*NS#	*NS#	*NS#							*NS#		*NS#	*NS#		*NS#	
Waycross, WACL L. H. Thesmar	*NB#	*NB#	*NB#		*YS#								*NB#	*NB#	*NB#		*NB#	*NB#	*NB#
West Point, Ga. & Lanett, Ala., WRLD C. Jim Murphy	*YB#	*YB#	*YB#	*YS#	*YB#		*YB#	*YB#	*YB#					*OS#	*NX$	*NB#	*NS#	*NB#	*YB#
IDAHO Boise, KDSH Earl Glade, Jr.	*NB#	*NB#		*NB#	*NB#		*NB#	*NB#					*NB#	*NB#	*NB#	*NB#	*NB#	*NB#	
Boise, KGEM Milo J. Petersen	*OB#	*OB#		*OB#	*OB#				*000				*OB#	*OB#	*OB#		*OB#	*000	
Boise, KIDO Walter E. Wagstaff	*YB$	*YB#	*YB#	*YB$	*YB$	*YB$	*YB#	*YB$	*YB#				*000		*000			*000	
Burley, KBIO K. Clark	*YB$	PNB#	*NB#	*NB#	*NB#		*NB#	PNB#	*NB#				*NB#	*NB#	*NB#		*NB#		*YSO
Caldwell, KCID Francis H. Booton	*NS#	*NS#	*NS#	*00$	*00$	*00$	*00$					*NS#	*NS#	*NS#	*NS#			*NS#	
Coeur d'Alene, KVNI-D.L. Mutual, Wayne E. Olson	*NS#	*NS#	*NS#	*NS$	*NS$		*NS#	*NS#	**NS#			*NS#	*NS$	*NS#	*NS#	*NS#	*NSO	*NS#	
Idaho Falls, KIFI-ABC-Inter. Mount. Mutual John R. Taylor	*NB#	*NB#	*NB#					*NB#							*000	*000	*000		
Lewiston, KRLC-Don Lee Mutual Donald A. Thomas	*YB#	*YS#	*YB#	*YS#	*YS#	*YS#	*YS#	*YB#	*YB#			*YS#	*NB#	*YB#	*NB#	*YB#	*YB#	*YB#	*YB#
Pocatello; KJRL-CBS Roger L. Hagadone	*NB#		*NB#	*NB#	*NB#			*NB#	*NS#			*NS#	*NS#	*NS#	*NB#	*NS#	*NS#	*NB#	
Pocatello, KSEI-NBC Henry H. Flecher	*YB#	*000 By special request	*YB#	*YB#		On request only		*YB#	*YB#			By special request		*YB#	*YX#		*YX#	*YB#	
Pocatello, KWIK-ABC-Inter. Mount. Mutual Charles Crabtree	*NB#		*NB#	PNS#	PNS#			*NS#							*NS#	*NS#	*NB#	*NB#	
Preston, KPST Rulon Dunn	*NS$	*NS#	*NS#	*NS#			*NS#	*NS#	*NS#			*NS$	*NS#	*NS$	*NS#	*NS#	*NS$	*NS#	*NS$
Twin Falls, KEEP George Nickson		*NSO	*NB#	*YS#	P000			*NS$						*NS#	*NB#	*NB#	*NB#		

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City, Station Call Letters, Merchandising or Station Manager	TRADE CALLS			TRADE MAILINGS				ADVERTISING SUPPORT				ON THE AIR SUPPORT						OTHER SUPPORT	
	Solicit and/or Place Displays	Store Checks	Solicit Tie-in Advertising	Letter	Postcard	Broadside	Merchandising Bulletin	Newspaper Tie-in Ads	Lobby Windows	Billboards	Car Cards	Demonstrations	Give Away Prizes	Product Mentions	Tune-in Announcements	Client Participation in Special Program	Recorded Personality Interviews Plugging Clients' Products	Aid Client Representative in Product Distribution	Merchandising Plan Offering Preferred Displays
Twin Falls, KLIX Frank C. McIntyre	*YS#	*YS#		*YB#				*YS0										*YS#	
Wallace, (Kellogg), KWAL Don Lee Mutual Robert G. Binyon	*NB$	*NB$	*NB$	*000	*000		*000	*000	*000				*000	*000	*000	*000	*000	*000	
Weiser, KWEI Mervin V. Ling	*000	*000	*000					*000	*000										
ILLINOIS Alton, WOKZ William R. Tedrick	*YO$	*YO$	*YO$	*YO$	*YO$			*YO$	*YO#				*NO#	*NO#	*NO#	*YO$	*YO#	*YO#	
Aurora, WMRO Martin R. O'Brien	*NB#	*NB#	*NB#	*NB#	*NB#			*YB$	*YB$			*YB$	*YB$		*NB#	*YB$	*NB#	*YB#	*YB#
Belleville, WIBV	Some merchandising services - details not reported.																		
Canton, WBYS Dale S. Phares	*Y00	*Y00		*Y00			*Y00	*Y00	*Y00			*Y00	*Y00	*Y00	*Y00	*Y00	*Y00	*000	
Carbondale, WCIL Paul F. McRoy	*NB#	*NB#	*NB#	*NB$	*NB$	*NB$	*NB#		*NB#				*NB#	*NB#	*NB#	*NB#	*NB#	*NB#	
Carmi, WROY Howard M. Reedy	*NB#	*NB#	*NB#	*00#				*NB#	*000		*000			*NB#	*NB#	*NB#	*NB#		
Centralia, WCNT Merle G. Rogers	*NB#	*YB#		*YB$	*YB$			*NB$ Split cost 50-50							*YB$	*000		*NB#	
Champaign, WDWS-CBS Larry Stewart	*NB#	*NB#	*NB#	*NB#				*NB#					*NB#		*NB#	*NB#	*NB#	*NB#	*NB#
Chicago, WAAF Thomas L. Davis	Offer services but no information given.																		
Chicago, WAIT Earl Withrow	Some merchandising service, but no details reported.																		
Chicago, WCFL-ABC Martin Hogan							*000	*000	*000				*000	*000		*000	*000		
Chicago, WGN Frank P. Schreiber	*YB$		*YB$	*YB$	*YB$		*YB$	*NB#	*YB#		*YB#				*NB#			*NB#	*YS$
Chicago, WIND John T. Carey (Sales Mgr.)	*NS$	*NS$		*OS$	*00$		*00$	*00#		*00#					*NS#		*00$	*NO#	
Chicago, WJJD Frederick G. Harm	*NB#		*NB#	*NB# Charge postage if necessary.	*NB#	*NB#	PNB#	*NB#							*NB#	*NB#	*NB#		*NB#
Chicago, WLS Glenn Snyder	*YS#	*YS#	*YS#	*YB$	*YB$	*YB$	*YB$								*NB#	*000		*000	*000
Chicago, WMAQ-NBC Harry C. Kopf				*YB#	*YB#	*NB#	*NB#	*YB#	*YB#						*YB#			*YB#	*YB#
Chicago, WSBC Robert O. Miller	*000			*YB#	*000										*Y00			*000	
Chicago Heights, WCHI Anthony Santucci	No merchandising or promotion service but plan to in the near future.																		
Clinton, WHOW Rolland O. Looper	*NS#	*NS#		*NS#				*NS#					*NS#		*NS#	*NS#		*NS#	
Danville, WDAN Robert J. Burow	*YB#	*YB#	*YB#	*YS0	*YS0	*YS0		*YB0						*YB#	*NB#	*NB$	*YB#	*YB#	
Decatur, WDZ Frank C. Schroeder, Jr.	*NB#	*NB#	*NB#	*NB#	*NB#	*NB# If provided by client	*NB#	*NB#	*NB#				*NB#	*NB#	*NB#	*NB#	*NB#	*NB#	
De Kalb, WLBK Robert C. Brown	*000	*000	P000				*NB#	*NB#					*NB#	*NB#	*NB#	*NB#	*NB#	*NB#	
East St. Louis, WTMV Frank J. Prendergast	*YB#	*YB#	*YB#	*000	*000	*000	*000		*000				*000		*000	*000		*000	

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City, Station Call Letters, Merchandising or Station Manager	TRADE CALLS			TRADE MAILINGS				ADVERTISING SUPPORT				ON THE AIR SUPPORT						OTHER SUPPORT	
	Solicit and/or Place Displays	Store Checks	Solicit Tie-in Advertising	Letter	Postcard	Broadside	Merchandising Bulletin	Newspaper Tie-in Ads	Lobby Windows	Billboards	Car Cards	Demonstrations	Give Away Prizes	Product Mentions	Tune-in Announcements	Client Participation in Special Program	Recorded Personality Interviews Plugging Clients' Products	Aid Client Representative in Product Distribution	Merchandising Plan Offering Preferred Displays
Elgin, WRMN J. Richard Sutter	*YBO	*YBO	*YBO	*YB$	*YB$		*YB$		*YB$		*YB$	*YB#		*YB#	*YB#		*YB#	*YB#	P000
Evanston, WEAW Edward A. Wheeler	*YS#	*YS#	*YS#	*YS#				*YX#					*YS#		*YS#	*YS#	*YS#	*YS#	*YS#
Evanston, WNMP Angus D. Pfaff		*000	*000					*000							*000	*000	*000	*000	
Galesburg, WGIL Robert W. Frudeger	*NB#	*NB#	*NB#	*YB$	*YB$			*NO#	*NB#				*NB#		*YB#	*000	*NB$	*NB#	*YB#
Harrisburg, WEBQ Inglis M. Taylor	*NB$	*NB$	*NB$	*NB$	*NB$		*NB$	*NB$	*NB$	*NB$		*NB#	*NB#	*NB#	*NB#	*NB#	*NB#	*NB#	*NB#
Herrin, WJPF-Mutual Charles R. Cook	*NB#	*NB#	*NB#	*NB#	*NB#			*000	*NB#	*NB#					*NB#	PNB#		*NB#	
Jacksonville, WLDS R. Karl Baker	*NS$		*NS$	*NS$	*NS$		*NS$	*NS$	PNS$				*000		*000	P000		*000	
Kankakee, WKAN Robert J. Hawkins	*NS# Station furnished cards.	*NS#	*NS#					*0S0 For prog. only					*0S0		*0S0				
La Grange, WTAQ Russ G. Salter					*000								*000		*00#				
Lincoln, WPRC Ray F. Knochel	*YS#	*YS#	*YS#	*YS0	*NS#	*YS#	*YS#	*YS0	*YS0		*Y00		*YS$	*YS#	*YS#	*YS0		*YS0	*Y00
Litchfield, WSMI H. L. Talley	*Y00		*000		*N00 If supplied & stamped		*N00			*N00			*N00	*N00	*N00	*N00		*N00	
Marion, WGGH Jim Duncan	*YS#	*NS#	*NS#	*YS$	*YS$	*YS$		*YS$	*YS$			*YS$	*YS$	*YS#	*YS#	*YS#	*YS$	*YS#	
Mattoon, WLBH J. R. Livesay	*NB#			*NB#							*NB#			*NB0	*000 Programs only			*N00	
Metropolis, WMOK James H. Firmin	*NB#	*NB$	*NB#	*NB$ Our cost	*NB$		*NB#		*YB$ Our cost	*YB$			*NB#	*NB#	*YB#	*NB#	*NB0	*NB#	
Moline-Rock Island, WQUA-Columbia G. LaVerne Flambo	*YB#	*YB#	*YB#	*YB#	*YB#		*YB#	*YB#	*YB#	*YB#	*YB#		*YB#	*YB#	*0X0			*YB0	*YB0
Mount Carmel, WVMC Stephen P. Bellinger	*0B#		*000					*YB#	*YB#			*YB$	*YB$	*YB#	*YB#	*YB$	*YB#	*YB#	*YB#
Mount Vernon, WMIX James E. Muse	*YS#	*YS#	*YS#	*YS$			*YS$	*YS#	*YS#						*YS#	*YS#		*YS#	P000
Olney, WVLN Marshall H. Poole	*NB#	*NB#	*NB#	*NB$	*NB$		*NB$	*NO#	*NB#		*NB#		*NO#	*NO#	*NO#		*NB#	*NB#	
Ottawa, WCMY Carl H. Meyer	*NB#	*NB#						*NB#							*NB#	*NB#		*NB#	
Paris, WPRS Adlai C. Ferguson, Jr.	*YBO	*YBO	*YBO	*YB#	*YO#		*YB#		*000		*000			*000	*000		*000	*000	
Pekin, WSIV W. Kenneth Patterson	*YS$	*YS#	*NS#	*YS$	*YS$		*YS$	*YS#	*YS#		*YS#		*NS#	*NS#	*YS#		*YS$	*NS#	
Peoria, WEEK-NBC Don Kynaston	*000	*000	*000	*000	*000	*000		*000	*000		*000			*000	*000	*000	*000	*000	
Peoria, WIRL-ABC Tom Gavin	*0B#	*0B#	*0B#	*0B#	*0B#		P000	*0B#	*0B#				*0B#	*0B#	*0B#		*0B#	*0B#	P000
Peoria, WMBD-CBS Charles C. Caley	*NB#	*NB#	*NB#	*NB#	*NB#		*NB#	*NB#					*NB#		*NB#			*000	
Peoria, WPEO John Roger Livingston	*000	*000	*000	*00#	*000	*000		*YB$ If big billing, no chge. made.					*NB#		*NB#	P000		*NB#	
Peoria, WTVH O. H. Duewall	*NS#		*NS#	*NS#	*NS#				P000		P000	*NS#	*NS#	*NS#	*NS#	*NS#		*NS#	

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City, Station Call Letters, Merchandising or Station Manager	TRADE CALLS			TRADE MAILINGS				ADVERTISING SUPPORT				ON THE AIR SUPPORT						OTHER SUPPORT	
	Solicit and/or Place Displays	Store Checks	Solicit Tie-in Advertising	Letter	Postcard	Broadside	Merchandising Bulletin	Newspaper Tie-in Ads	Lobby Windows	Billboards	Car Cards	Demonstrations	Give Away Prizes	Product Mentions	Tune-in Announcements	Client Participation in Special Program	Recorded Personality Interviews Plugging Clients' Products	Aid Client Representative in Product Distribution	Merchandising Plan Offering Preferred Displays
Quincy, WGEM-ABC Joseph S. Bonansinga	*NB#	*NB#	*NB#	*NB#	*NB#		*NB#	*NB#	*NB#	*NB#	*NB#		*NB#		*NB#			*NB#	
Quincy, WTAD-CBS Walter J. Rothschild	*NB#			*NB#	*NB#		*000		*NB#			*NB#		*NB#	*NB#		*NB#	*NB#	
Rockford, WROK Walter M. Koessler	*NB#	*NB#	*NS#	*NB#	*NB#			*NB#			*NB#		*NB#		*NB#	*NB#	*NB#		
Rock Island, (Moline) WHBF Leslie C. Johnson	*NB#	*NB#	*NB#	*NB#	*NB$		*NB#	*NB#							*NB#			*NB#	
Springfield, WCVS-ABC-Mutual Carroll W. Neeld	*YB#	*NB#	*YB#	*YB#	*NB#			*YS#	*NS#			*NS#	*NS#	*NS#	*NS#	*NS#	*NS#	*NS#	*NS#
Springfield, WMAY-NBC Gordon Sherman	*YB#	*YB#	*YB#	*YB#	*YB#		*YB#	*YB#			PYB#	PYB#	*YB#	*YB#	*YB#	*YB#	*YB#	*YB#	
Springfield, WTAX-CBS Oliver J. Keller	*000	*000		*000	*000			*000							*000			*000	
Waukegan, WKRS Joseph B. Kirby	*NB#			*NB#	*NB#			*YB#							*NB#		*NB#		
West Frankfort, WFRX Robert O. Veach		*NB#		*NB#					*YO$				*YB#		*NO#	*000		*NB#	
INDIANA Anderson, WHBU John R. Atkinson	*NB#	*NB#	*NB#	*NB#	*NB#			*YB#					*YS#		*NB#			*NB#	
Bloomington, WTTS C. Raymond Bartlett	*NB#	*YX#		*YB#	*YB#	*YB#			PYB$	PYB$	*YB$		*YX#	*YB$	*NB#		*NB$		
Columbus, WCSI Dick Jewell	*YB0	*N00	*N00	*YB0	*Y00			*YB0	*YB0				*0B0		*YB0			*000	
Connersville, WCNB Emmett M. Jackson	*YB#	*YB#	*YB#	*YB#				*YB#	*YB#						*YB#		*YB#	*YS0	
Elkhart, WTRC-NBC Don R. McFall	*YB#		*YB#	*YB#	*YB#			*YX#	*YB#	*YB#			*NB#	*NB#	*NB#	*NB#	*NB#		
Evansville, WGBF-NBC Martin L. Leich		*YS#		*YS#	*YS#				*YB#						*YB#		*YB#	*YB#	
Evansville, WIKY John A. Engelbrecht		*NB#	*NB#	*NB#				*YB$							*YO#	*NB#	*NB$		
Evansville, WJPS Robert J. McIntosh	*YB#	*YB#	*YB#	*YB#	*YB$	*YB$	*YB$		*YB#				*YB#		*YB#	*YB#	*YB#	*YB#	
Fort Wayne, WANE Charles E. Kennedy	*YB#	*YB#	*YB#	*YB#	*YB#		*YB#						*YB#	*YB#	*YB#			*YB#	
Fort Wayne, WGL Merrill C. Johnson (Comm. Mgr.)	*YB#	*YB#	*YB#	*YB#	*YB#		*YB#	*YB#	*YB#		*YB#		*YB#		*YB#			*YB#	
Fort Wayne, WKJG Edward G. Thoms				*YB#	*YB#								*YB#		*YB#			*NB#	
Fort Wayne, WOWO Carl W. Vandagrift	*0B0	*YB0	*0B0	*NB$	*NB$		*000			*NB0			*000			*000		*NB0	
Gary, WWCA Dee O. Coe	*YS#	*YS#	*YS#	*YS#	*YS#		*YS#		*YS#		*YS#	*YS#			*YS#	*YS#	*YS#	*YS#	*YS#
Hammond, WJOB Edward Rozhon	*NB#	*YO#	*YX#				*NX0	*YX#				*YB#	*YB#	*YB#	*YB#	*NB#	*NB#		
Indianapolis, WFBM-CBS Harry M. Bitner, Jr.	*YB#	*YB#	*YB#	*YB#	*YB#		*YB#	*YB#				*YB#	*YB#	*YB#	*YB#	*YB#		*YB#	
Indianapolis, WIBC R. M. Fairbanks	*YS0	*YS0		*YS0	*YS0			*YS0					*YS0		*NS0	*Y00		*YS0	

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City, Station Call Letters, Merchandising or Station Manager	TRADE CALLS			TRADE MAILINGS				ADVERTISING SUPPORT				ON THE AIR SUPPORT						OTHER SUPPORT	
	Solicit and/or Place Displays	Store Checks	Solicit Tie-in Advertising	Letter	Postcard	Broadside	Merchandising Bulletin	Newspaper Tie-in Ads	Lobby Windows	Billboards	Car Cards	Demonstrations	Give Away Prizes	Product Mentions	Tune-in Announcements	Client Participation in Special Program	Recorded Personality Interviews Plugging Clients' Products	Aid Client Representative in Product Distribution	Merchandising Plan Offering Preferred Displays
Indianapolis, WIRE Willard C. Worcester	*NB#	*NB#	*NB#	*NB#	*NB#			*NB#			*NB#	*NB#	*NB#	*NB#	*NB#		*NB#	*NB#	*NB#
Indianapolis, WISH William H. Spencer	*YB#	*YB#	*YB#	*YB#			*YB#	*YB#	*YB#	*YB#			*YB#	*YB#	*YB#	*YB#		*YB#	*YB#
Indianapolis, WXLW Robert D. Enoch	*YB$	*YB$	*YB$	*YB$			*YB$	*YB$		*YB$					*YB$			*YB$	PYB$
Jasper, WITZ F. A. Higgins	*YBO	*YBO	*NBO	*YB$	*YB$		*YB$	*YB$	*NB#	*YB$ Cost is 50-50.		*YB#	*YB#	*YB#	*YB#	*YB#	*YB#	*YB#	
Lafayette, WASK Elmer R. Herkner	*NB#	*000	*000	*NB$	*NB$									*NB#	*NB#		*NB$		
Logansport, WSAL Raymond W. Baker	*YB#	*YB#	*YB#	*YB#	*YB#		*YB#						*NB#		*NB#	*NB#	*YB#	*NB#	
Madison, WORX Frances Knight	*NO#	*NO#						*NO#	*NO#			*NO#	*NO#	*NO#	*NO#	*NO#	*NO#		
Marion, WMRI (FM) Robert A. Brennan	*NB#		*NB#	*NB#				*NB#					*NB#	*NB#	*NB#	*NB#	*NB#	*NB#	
Michigan City, WIMS William N. Udell	*YS$	*YS$	*YS#	*YS#	*YS#			*YSO	*YS#				*NSO		*YS#		*YSO	*YSO	
Muncie, WLBC-CBS William F. Craig	*YSO	*NOO	*YOO	*NS$	*NS$				*000				*NS$		*NB#	*000		*00#	
New Albany, WLRP Roy L. Hickox	*YB#	*NB#	*NB#	*NB#	*YB#			*YB#	*NB#				*YB#		*YB#	*NB#	*YB#	*YB#	PYB#
New Castle, WCTW Edwin D. Ogborne	*NB#	*NB#						*NB#	*NB#			*NB#			*NB#	*NB#	*NB#	*NB#	
Princeton, WRAY Bryan Davidson	*YB#	*YB#	*YB#	*YB#								*YB#	*YB#	*YB#	*YB#	*YB#		*YB#	
Richmond, WKBV Lester G. Spencer	*000	*000	*000	*000	*000			*000	*000						*000	*000		*000	
Salem, WSLM Don H. Martin	*YS#	*NS#	*NS#	*NS#			*YO#	POOO	*NS#			*YS#		*YS#	*NO#	POOO	*NS#	*NS#	POOO
Seymour, WJCD Bob Shippee	*NB#	*NB#	*NB#										*NB#		*NB#	*NB#	*NB#		
Shelbyville, WSRK Bernard M. Dabney, Jr.	*NB#	*NB#	*NB#	*NB$	*NB$	*NB#	*NB#	*YB$ Split cost 50-50.				*NB$	*NB$	*NB#	*NB#	*NB#	*NB#	*NB#	
South Bend, WSBT-CBS Neal B. Welch				*NB#				*NB#							*NB#		*NB#	*NB#	
Terre-Haute, WBOW-NBC William F. Rippetoe	*YBO	*YBO	*YBO	*YBO	*YBO			*YBO		*YBO			*YBO	*YBO	*YBO	*YBO	*YBO	*YBO	*YBO
Terre-Haute, WTHI-CBS Joseph M. Higgins	Personnel is limited; therefore all past and future promotion has to be worked out beforehand with the advertisers.																		
Warsaw, WRSW William K. Mollenhour	*NB#		*NB#					*000							*NOO	*000		*NB#	
Washington, WFML (FM) Robert E. Williams	*NB#	*NB#	*NB#	*NB#	*NB#		*NB#	*NB#	*NB#			*NB#	*NB#	*NB#	*NB#	*NB#	*NB#	*NB#	
IOWA Ames, KASI Arthur A. Skinner	*NS#	POOO	*000		*000		*000	*NS#	*NS#				*YS$	*NS#	*NS#	PNS#	*NS#	*000	
Atlantic, KJAN Kenneth E. Stobaugh	*NOO		*NB#	*000				*NB#		*000							POOO		
Boone, KWBG Paul E. Millen	*NS#	*NS#	*NS#	*YS#	*YS#		*YS#	*NS#	*NS#		*NS#		*NS#	*NS#	*NS#	*NS#	*NS#	*NS#	
Burlington, KBUR Gerard B. McDermott	*NS#	*NS#	*NS#	*NS#	*NS#			*NS#			*NS#			*NS#	*NS#	*NS#	*NS#	*NS#	*NS#

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Carroll, KCIM Lynn Bickett	*OS#	*OS#	*NS#							*YS#				*YS#	*YS#	*YS#	*YS#	*YS#	
Cedar Rapids, KCRG Wade (Pat.) S. Patterson	*YB#	*YB#	*YB#	*YB#	*YB#	*YB#		*YB#	*YB#				*YB#	*YB#	*YB#	*YB#	*YB#	*YB#	
Cedar Rapids, KPIG Allen H. Embury	*000	*000	*000	*NS#			*NS#		*NS#		*NS#		*NS#	*NS#	*NS#	*NS#	*NS#	*NS#	
Cedar Rapids, WMT-CBS William B. Quarton	*YB#			*YB#	*YB#	*YB$		*YB#	*YB#				*YB#		*YB#	*YB#	*YB#	*YB#	
Centerville, KCOG Al M. Farber	*YO#	*YO#		*YO#	*YO#			*YO#							*YO#				
Charles City, KCHA Charles E. Wright	*YS#	*YS#	*NS#	*YS#	*YS#		*YS#	*YS#	*YS#				*YS#	*YS#	*YS#	*NSO	*NSO	*NS#	
Cherokee, KCHE Russell A. Hickman	*NS#	*NS#	*NS#	*NS#	P000		P000	*YS#	*YS#					*NS#	*NS#	*NS#	*NS#	*NS#	
Clinton, KROS Bernard M. Jacobsen	*NB#		*NS#	*NB#	*NB#		*NB#	*YB#					*NB#	*NB#	*YB#	*NB#			
Creston, KSIB E. M. Horning	*NB#	*NB#	*NB#	*NB#	*NB$			*NB#	*NB#				*NBO Furnished by advert.		*NB#			*NB#	
Davenport, KFMA Arthur D. Peirce	*NB#	*NB#	*NB#	*YBO Cost according to amt. of time purchased.				*YB#	*YB#			PYBO	*OBO	*YB#	*YB#		*NB#	*NB#	*NB#
Davenport, KSTT Jerry Dunphy	*NB#	*NB#	*NB#	*NB#	*NB#	*NB#	*NB#	*NB$	*NB#				*NB$	*NB#	*NB#	*NB#	*NB#	*NB#	*YB#
Davenport, (Moline & Rock Island) WOC Ernest C. Sanders	P000	*YB$	P000	*YB$ *YB$ Network pays actual cost.				*YSO					*YB#		*YB#				
Decorah, KDEC Verne Koenig	*NB#							*NB#						*NS#	*NB#	*NB#	*NB#		
Des Moines, KCBC Rollo H. Bergeson	Sell spot radio time (independent station).																		
Des Moines, KSO-ABC S. H. McGovern	*YB#	*NB#		*NB#	*NB#			*NB#	*NB#		*YB#				*NB#		*NB#	*YB#	
Des Moines, KWDM Robert L. Webber	*000	*000		*000			*000	*000 *000 4 local papers				*000		*000	*000	*000	*000	*000	
Des Moines, WHO-NBC Paul A. Loyet	*YS$	*YS$	*YS$	*YS$				*NB#	*NB#					*NB#	*NB#	*NB#	*NB#	*YS$	*YS$
Dubuque, KDTH-NBC K. S. Gordon	*NB#	*NB#	*NB#	*NB#	*NB#			*NB#	*NB#				*NB#	*NB#	*NB#			*NB#	
Dubuque, WDBQ-ABC James D. Carpenter	*YB$	*YB$		*YB#	*YB#			*YB#		*YB#					*YB#		*YB#	*YB#	
Fort Dodge, KVFD Ed Breen	*OBO	*OB$		*OBO	*OBO		*OBO		*OBO						*000				
Fort Madison, KXGI Greg Rouleau	*YB#	*YB#	*NB#	*YB#	*YB#		*YB#	*YB#	*YB#			*YB#	*YB#	*YB#	*NB#	*YB#	*YB#	*YB#	*YB#
Iowa City, KXIC Gene E. Claussen	*YB#		*YB#	*YB#	*YB#	*YB#	*YB#	*YBO	*YB#			*YB#	*YB$	*YB#	*YB#	*NB#	*NB#	*NB#	
Keokuk, KOKX Herb Nelson	*NB#	*NB#	*NB#	*NB#			*NB#	*YB#	*NB#			*NB#	*NB#	*NB#	*NB#	*NB#	*NB#		*NB#
Marshalltown, KFJB William P. White	*YB#	*YB#		*YB#			*YB#	*OX#	*YX#				*OB#	*000	*OB#	*OB#	*OB#		*000
Mason City, KGLO-CBS Herbert R. Ohrt	*NS#	*NS$	*NS#	*NS$	*NS$	*NS$	*NS$	*NS$							*YB$ Free plugs for programs only		*NS#	*NS#	

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City, Station Call Letters, Merchandising or Station Manager	TRADE CALLS			TRADE MAILINGS				ADVERTISING SUPPORT				ON THE AIR SUPPORT						OTHER SUPPORT	
	Solicit and/or Place Displays	Store Checks	Solicit Tie-in Advertising	Letter	Postcard	Broadside	Merchandising Bulletin	Newspaper Tie-in Ads	Lobby Windows	Billboards	Car Cards	Demonstrations	Give Away Prizes	Product Mentions	Tune-in Announcements	Client Participation in Special Program	Recorded Personality Interviews Plugging Clients' Products	Aid Client Representative in Product Distribution	Merchandising Plan Offering Preferred Displays
Muscatine, KWPC AM & FM George J. Volger	*NB#	*NB#	*NB#	*YB$	*YB$	*YB$	*YB#	*YB$ Split costs	*YB#			*YB$	*NB$	*NB#	*NB#	*NB#	*NB$	*NB#	*YB#
Oelwein, KOEL Walter J. Teich	*NB#	*NB#	*NB#	*YB#	*YB#		*YB#		*NB#			*YB#	*YB#	*YB#	*NB#	*NB#	*NB#	*NB#	*YB#
Shenandoah, KMA Anthony J. Koelker	*00#	*00#	*00#	*0B#	*0B#		*0B#	*NB#	*000						*000			*000	
Sioux City, KSCJ Eugene T. Flaherty	*000	*000	*000	*YB$	*000			*000 Programs only	*000						*000			*000	
Sioux City, KTRI James I. Mitchell	*0S#	*0S#			*NS#			*NB0			*0B#				*NB0			*NB0	
Storm Lake, KAYL Gene P. Loffler	*YS0	*YS0	*YS0	*YS$				*YS0	*YS0		*YS0		P000		*YS0	*Y00	*Y00	*N00	
Waterloo, KWWL Ralph J. McElroy	*NB#	*NB#	*NB#	*NB#	*NB#	*NB#	*NB#	*NB#	*NB#	*NB#	*NB#	*NB#	*NB#	*NB#	*NB#	*NB#	*NB#	*NB#	*NB#
Webster City, KJFJ Ray Malmberg	*NB#		*NS#	*NB#	*NB#			*NB#	*NB#				*NB#		*NB#		*NB#		
KANSAS Arkansas City, KSOK S. C. Thompson	*YS#	*YS#	*YS#										*YS#		*YS#			*YB#	
Atchison, KARE James Mark Griffith	*YS#	*YS#	*YS#	*YS#	*YS#			*YS#							*YS#	*YS#		*YS#	
Coffeyville, KGGF Robert L. Pratt	*YB#	*YB#	*YB#	*YB#	*YB#			*YB#	*YB#						*YB#		*NB#	*NB#	
Colby, KXXX William A. Martin	*YO#	*YO#	*YO#	*YO#		*YO#							*YO#	*YO#	*YO#	*YO#	*YO#		*YO#
Dodge City, KGNC Wendell Elliott	*NS#	*NS#	*NS#	*NS#	*NS#			*NS$					*NS$	*NSO	*NS#			*000	
Emporia, KTSW Robert L. Palmer	*YS#	*YS#	POS#	*N00				*000					*YS#	*YS#	*YB#	*YB#	*Y00	P000	
Garden City, KGAR Marjorie Nickum (Program Director)	*000	P000	*000	P000				*000						*000	*000			*000	
Garden City, KIUL Bob Wells	*NB#	*NB#	*NB#					*NB#						*NB#	*NB#	*NB#	*NB#		
Hays, KAYS Robert E. Schmidt	*YS$	*YS#		*YS$	*YS$		*YS#	*YS#	*YS#					*YS#	*YS#	P000	*NS#	*NS#	P000
Hutchinson, KWBW Harold E. King	*NB#	*NB#	*NB#	*NB#	*NB#			*YB#	*NB#	*NB#		P00#	*NB#	*NB#	*NB#	*NB#	*NB#	*NB#	PNB#
Hutchinson, KWHK Vern B. Minor	*YO#	*YO#	*YO#	*YO#	*YO#		*YO#	*YO#	*YO#				*YO#	*YO#	*YO#	*YO#	*YO#	*YO#	
Independence, KIND J. Nelson Rupard	*YB$	*NB$	*NB$	*NB$	*NB$								*NB#	*YB#	*YB#	P000	PYB#	*NB#	
Junction City, KJCK Ralph L. Weir, Jr.	*NS#	*NS#	*YS#	*YS#	*NS#			*YS#	*YB#		*YB#	*NB#	*NB$	*NB#	*YB#	*NB#	*NB#	*NB#	*NB#
Kansas City, KCKN Joseph H. Story, Jr.	*YS#		*YS#	*YS#	*YS#		*YS#								*YS#	*YS$	*YS#	*YS#	
Lawrence, KLWN Arden Booth		*NB#	*NB#					*NB#	*NB#					*NB#	*NB#				
Leavenworth, KCLO William C. Whitlock	*YB#		*YB#		*YB#		*YB#	*YB#	*YB#	*000	*000			*YB#	*NB#	*NB#	*NB#	*NB#	
Liberal, KSCB Leon S. Salathiel	*NB#	PNB#	*NB#	*YB#				*NB$					*NB#		*NXO	PNB#	*NB$	PNB#	

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Manhattan, KMAN Warren Lee Mowder	*NS#		*NS#	*YS#				*YS#	*YS#				*NS#		*NS#	*YS#	*YS#	*NS#	
Mc Pherson, KNEX Henry J. Dais	*NB#	*NB#		*NB#				*NB#					*NB#	*NB#	*NB#	*NB#	*NB#	*NB#	
Parsons, KLKC Raeburn D. Drenner	*YB#	*YB#	*YB#	*YB$	*YB$			*YB#	*YB#				*YB$	*YB#	*YB#	*YB#	*YB#	*YB#	
Pittsburg, KOAM Ralph E. Wade				*YB#	*YB#			*YB#	*YB#						*YB#	*YB#		*YB#	
Pittsburg, KSEK Thad M. Sandstrom	*NB#	*YB#	*NB#	*YB#	*YB#			*NB#					*NB#	*NB#	*NB#	*NB#	*NB#	*YB#	*YB#
Topeka, KTOP Bailey Axton	*YB#			*YB#	*YB#			*YB#							*NB#		*NB#	*NB#	
Topeka, WIBW-CBS Ben Ludy	*NB#	*NB#		*NB#	*NB#	*NB$	*NB#	*NB#							*NB#	*NB#	*NB#	*NB#	
Topeka, WREN Fred L. Conger	*YB#	*YS$	*YB#	*YB$	*YB#		*YB#	*YB0	*YB#	*YB#				*YB#	*YB#	PYB#	*YB#	*NB#	*YS$
Wichita, KANS-NBC Archie J. Taylor	*YB#	*YB#	*YB#	*YB#	*YB#		*YB#	*YX#	*YB#				*YO#		*YO#	*YO#	*YO#	*YO#	*YOO
Wichita, KFBI Hale Bondurant	*YS#	*YS#	*YS#	*YS$	*YS$		*YSO	*YS#	*000				*YS#	*YS#	*YB#	*YB#	*00#	*YS#	POOO
Wichita, KFH Frank V. Webb	*NS$	*NS$	*NB#		*NS$		*NB#		*NB#				*YS#		*NB#			*NB#	
Wichita, KWBB John M. Hall	*YO#	*YO#	*YO#	*YO#	*YO#			*YO#	*YO#					*YO#	*YO#	*YO#	*YO#	*YO#	
KENTUCKY Ashland, WCMI Charles C. Warren	*NB#	*NB#	*NB#	*NB#	*NB#	*NB#	*NB#	*NB#	*NB#			*NB#	*NB#	*NB#	*NB#	PNB#	*NB#	*NB#	

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Your Best Friends Will Tell You

A TAYLORED Merchandising Plan

Will Tell 'em and Sell 'em in . . . WICHITA

KANS

NBC Radio—Plus Merchandising Plus P. O. S. Tie-ins will get the job done in record time.

a super market for everything but red ink

See Your O. L. Taylor Man . . .

City, Station Call Letters, Merchandising or Station Manager	TRADE CALLS			TRADE MAILINGS				ADVERTISING SUPPORT				ON THE AIR SUPPORT						OTHER SUPPORT	
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Bowling Green, WKCT Alvis H. Temple	*NBO	*NBO	*NBO	*NBO	*NBO	*NBO		*NBO	*NBO				*NBO	*NBO	*NBO	*NBO		*NBO	
Bowling Green, WLBJ Ken D. Given	*YB$	*YB$	*YB$	*YX$	*YX$		*YX$	*YX$	*YX$		*YX$		*YB$	*YB$	*YB$	*YB$	*YB$	*YB$	
Columbia, WAIN S. C. Bybee	*NBO	*NBO	*NBO	*YBO	*YBO			*YB$	*NB#					*NB#	*NB#	*NB$		*NB#	PNB#
Covington, WZIP Arthur L. Eilerman	*YS#	*YS#	*YS#	*YS$	*YS$			*YS$						*NS#	*NS#		*YS$	*NS#	
Elizabethtown, WIEL Walter D. Huddleston	*YB#	*YB#		*YB#	*YB#			*YB$	*YB#						*YB#	*NB#	*NB#		
Frankfort, WFKY Ken Hart	*NB#	*NB#	*NB#	*NB#	*NB#			*YB$			PYB#			*NB#	*NB#	*NB#	*NB#	*NB#	*000
Glasgow, WKAY C. H. Hulse								*NB#	*NB#					*NB#	*NB#	*NB#	*NB#		
Hazard, WKIC Richard H. Goodlette	*NB#	*NB#	*NB#	*NB#	*NB#			*NB#	*NB#				*NB#		*NB#			*NB#	
Henderson, WSON Hecht S. Lackey	*NB#				*NB#			*YB#					*NS#		*YB#				
Hopkinsville, WHOP-CBS F. Ernest Lackey	*NB#	*000		*NS#	*NS#		*NS#	*NB#	*NS#				*NS#		*NS#				
Lexington, WLAP-ABC Edward Willis	*NB#	*NB#	*NB#	*YS#	*YS#		*YS#	*YB#	*YB#						*YB#			*NB#	
Lexington, WLEX J. L. Brownell	*NBO	*000	*000		*000	*000	*000	*YB#	*NB#		P000			*NB#	*NB#	*NB#	*NB#	*NB#	P000
Lexington, WVLK Donald J. Horton	*YS#			*YS$	*YS$			*YS#	*YS#	*YS#	*YS#				*NB#	*NB#	*NB#	*NB#	
Louisville, WAVE Nathan Lord	*YBO	*YBO	*YBO	*YBO	*YBO	*YBO	*YBO	*YBO	*YBO			*YBO	*YBO	*YBO		*000		*000	
Louisville, WINN Harry McTigue	*YS#	*YS#	*YS#	*YS#			*YS#					*000	*000	*000	*000			*000	
Louisville, WKYW Edwin Weldon	*NO#								*NO#				*N00					*N00	
Madisonville, WFMW H. W. Wells	*YB#	*YB#		*YB#	*YB#	*YB#	*YB#	*YB#	*YB#				*YB#	*YB#	*YB#	*YB#	*YB#		
Mayfield, WNGO T. E. Brewer	*00$	*00$	*00$	*00$			*00$	*YO#						*000	*00#	*000	*00#	*00#	*00#
Maysville, WFTM John W. Betts	*YB$	*YB$	*YB$	*YB#			*NB#	*YB#				*YB$		*YB#	*YX#	*NB#	*YB$	*NB#	
Middlesboro, WMIK Webster Taylor	*YS$	*YS$	*YS$	*YS$	*YS$		*YS$	*000	*000				*000	*000	*000	*000	*000	*000	
Owensboro, WOMI Hugh O. Potter				*YB#				*YB#							*YB#	*YB#			
Owensboro, WVJS Malcolm Greep	*NS#	*NS#	*NS#	*NS#	*NS#				*NS#	*NS#			*NS#	*NS#	*NS#		*NS#	*NS#	
Paducah, WKYB Edwin J. Paxton, Jr.	*YB#			*YB#	*YB#		*YB#	*YB#							*YB#	*NB#		*NB#	
Paducah, WPAD W. Prewitt Lackey	*YB#	*YB#	*YB#	*YB#	*YB#			*YB#	*YB#		*YB#		*YB#	*YB#	*YB#	*YB#	*YB#	*YB#	
Paintsville, WSIP Ted Arnold Silvert	*YB#	*YB#			*YB#				*NB#	*NB#			*YB#	*000	*YB#		*YB#	*YB#	*YB#

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Pikeville, WLSI Roy E. Alexander	*YB#	*YB#	*YB#		*YB#	*YB#		*YB#	*YB#				*YB#	*YB#	*YB#	*YB$	*NB$	*YB#	
Pikeville, WPKE C. Edward Damron	*NB#	*YS#	*NB#	*NB#	*NB#			*000	*NB#				*NB#		*NB#		*NB#	P000	P000
Somerset, WSFC Mike Layman	*NB#	*NB#	*NB#	*OB#	*OBO		*YB#	*NOO	*NOO	*YOO		*YB#	*YS#	*NS#	*NB#	*NO#	*YB#	*YB#	
Vancleve, WMTC Wilfred Fisher				*NB#				*YB#							*NBO	*000	*000		
LOUISIANA Alexandria, KSYL Virgil G. Evans	*YB#		*YB#	*YB#	*YB#		*YB#	*YB#	*YB#	*YB#			*YB#	*YB#	*YB#		*YB#		
Baton Rouge, WAFB Tom E. Gibbens	*YB#	*YB#	*YB#	*YB#	*YB#	*YB#	*YB#	*YB#	*YB#	*YB#			*NB#	*NB#	*NB#	*NB#	*NB#	*NB#	*NB#
Baton Rouge, WIBR Robert Earle	*YS#	*YS#	*NS#	*YS$	*NS#			*YS#			PYS#			PNS#	*NS#		*YS#	*NS#	*NS#
Baton Rouge, WJBO (NBC) J. Roy Dabadie	*YB#	*YB# Service limited.	*YB#	*YB$				*YB#						*YB#	*YB#		*YB#	*YB#	
Baton Rouge, WXOK Elmer C. Homberger	*NS#	*YS#	*YS#		*YS#			*YS#		*YS#	*YS#				*YS#			*NS#	
DeRidder, KDLA Ralph L. Hooks	*000	*000	*000														*000		
Hammond, WIHL Joseph K. Ferris	*NB#	*NB#	*NB#	*NB#	*NB#			*NB#	*NB#					*NB#	*NB#		*NB#	*NB#	*NB#
Lafayette, KVOL Evan H. Hughes	*NB#	*NB#	*YB#	*NBO	*NBO Must be supplied to us.		*NB#	*YB#	*YB#		*YB#		*000	*NB#	*NB#		*000 As part	*YB# of client's time only.	*YB#
Lake Charles, KLOU (CBS) John L. Vath	*NB#	*NB#	*NB#	*NB#	*NB#			P000						*000	*NB#	*NB#		*NB#	

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WBOK
NEW ORLEANS LA.

WXOK
BATON ROUGE LA.

KAOK
LAKE CHARLES LA.

Nat. Rep. Forjoe & Co.

ON THE BALL WITH COMPLETE MERCHANDISING SERVICES

Newspaper Ads
Your ads in largest Negro weekly paper in the state, also newspaper ads in local newspapers plugging your products.

Mail Out Cards
Complete list of grocers, druggists, liquor dealers, beauty parlors available with mail out cards promoting your products.

Outdoor Display
Billboard displays with product names, car card displays, bus card displays featuring your products.

Point of Purchase
We furnish counter display cards and also assist in getting your material up in the stores alongside your merchandise.

Surveys
Market studies of your product and your position in the market as well as acceptance studies from your dealers and studies of shelf position of your product.

Group Tie-Ins
Cooperation with sixteen Negro druggists, contacts with chain grocery stores, contacts with super market operators to assist you in placing your merchandise.

Spectacular Display Sign
Showing on the monster electric sign with a 75,000 daily traffic count in New Orleans to exploit your products.

City, Station Call Letters, Merchandising or Station Manager	TRADE CALLS			TRADE MAILINGS				ADVERTISING SUPPORT				ON THE AIR SUPPORT						OTHER SUPPORT	
	Solicit and/or Place Displays	Store Checks	Solicit Tie-in Advertising	Letter	Postcard	Broadside	Merchandising Bulletin	Newspaper Tie-in Ads	Lobby Windows	Billboards	Car Cards	Demonstrations	Give Away Prizes	Product Mentions	Tune-in Announcements	Client Participation in Special Program	Recorded Personality Interviews Plugging Clients' Products	Aid Client Representative in Product Distribution	Merchandising Plan Offering Preferred Displays
Lake Charles, KPLC (NBC) David Wilson	*YB#	*YB#	*YB#	*YS#	*YS#	*YS#	*YS#	*YS#	*YS#				*YB#	*YB#	*YB#	*YB#	*YB#	*YB#	
Minden, KAPK Martin Kirsch, Jr.	*NS#													*NS#	*NS#	*NS#	*NS$	*NS#	
Monroe, KLIC Dr. F. P. Cerniglia (Owner and Gen'l Mgr.)	*000	*000	*000	*000	*000				*000						*000 Programs only		*000		
Monroe, KMLB (ABC) Charles Price	*YB#	*YB#		*NB#				*YB#					*YB#	*YB#	*YB#	*YB#	*YB#	*NB#	
Monroe, KNOE Paul H. Goldman	*YB0		*YB0	*YB0	*YB0			*YB0		*YB0	*YB0	*YB0	*YB0	*YB0	*YB0	*YB0	*YB0	*YB0	
Natchitoches, KWCJ Charles L. Planchard	*YB#	*YB#	*YB#	*YB#			*YB#	*YB#						*YB#	*YB#		*YB#	*YB#	
New Iberia, KANE Dierrell Hamm	*NS#	*NS#	*NS#	*YS#					*NS#			*NS#		*NS#	*NS#			*NS#	P000
New Iberia, KVIM John H. Coco	*NB#	*NB#	*NB#	*NB#	*NB#			*NB#				*NB#	*NB#	*NB#	*NB#	*NB#	*NB#	*NB#	
New Orleans, WBOK Stanley W. Ray, Jr.	*YS#	*YS#	*YS#	*000	*000			*000	*000	*000	*000							*000	
	10% of adv. budget goes to promotion.																		
New Orleans, WJBW Louise C. Carlson	*YS#		*NS#	*YS$ Split costs	*YS#	*YS$ Split costs		*YO#					*NO#	*YO#	*YO#	*YS#		*YS#	
New Orleans, WJMR James E. Gordon	Some merchandising - no details reported.																		
New Orleans, WMRY Mort Silverman	*YS$	*YS#	*YS#	*YS#	*YS#		*YS#	*YO#	*YO#				*YO#	*YO#	*YO#		*YO#	*YO#	*YO#
New Orleans, WNOE L. Benton Paschall	*YS#	*YS#	POSO	*YS#	*YS#		*YS#	*YS#	*YB$	*YB$	*YB$		*YB#	*YB#	*YB#	*NB#	*NB#	*NB#	*YB#
New Orleans, WSMB (ABC) John R. O'Meallie	*YS#	*YS#	*YS#	*YS#	*YS#		*YS#	*YS#	*YB#	*YB#	*YB#		*YS#	*YS#	*YS#	*OB#	*OB#		*YB#
New Orleans, WTIX William Ellwell	*NB#						P000							*000	*NB#		*NB#		
New Orleans, WTPS													*000	*000	*000	*000		*000	
New Orleans, WWEZ Joe A. Oswald	*000	*000		*000	*000		*000												
New Orleans, WWL (CBS) Howard Summerville	*YB#	*YB#	*YB#	*YB#	*YB#	*YB#	*YB#	*YB#	*YB#	*YB#	*YB#		*000	*000	*YB#	*YB#	*YB#	*YB#	*YB#
Opelousas, KSLO William E. Jones	*YS#	*YS#	*YS#												*YO#			*YO#	
Shreveport, KENT Frank H. Ford, Jr.	*YB#	*YB#	*YB#	*YB$	*YB$	*YB$	*YB$	*YB# Min. ch.	*YB# When furnished by client		*YS#		*000		*NB#	*NB#	*YB#	*YS#	P000
Shreveport, KTBS (NBC) Edwin N. Wray	*YB#	*YB#		*NB#	*NB#		*NB#	*NX#	*NX#						*NX#	*NX#		P000	P000
Shreveport, KWKH Henry B. Clay	*NS#	*NS#	*NS#	*NS#	*NS#			*NB#					*NB$ Only charge for prizes		*NB#			*NS#	
MAINE Augusta, WRDO (NBC) Jack S. Atwood	*YB#	*YB#	*YB#	*YB#	*YB#	*YB#	*YB#	*YB#					*YO#	*YO#	*OB#	*000	*000		
Bangor, WGUY (CBS) Samuel G. Henderson, Jr.	*NB#		*NB#		*NB#		*NB#	*NB#	*NB#		*NB#		*NB#		*NB#	*NB#		*NB#	
Bangor, WLBZ (NBC) Edward E. Guernsey	*OBO			*OBO	*OBO										*OBO		*OBO	*OBO	

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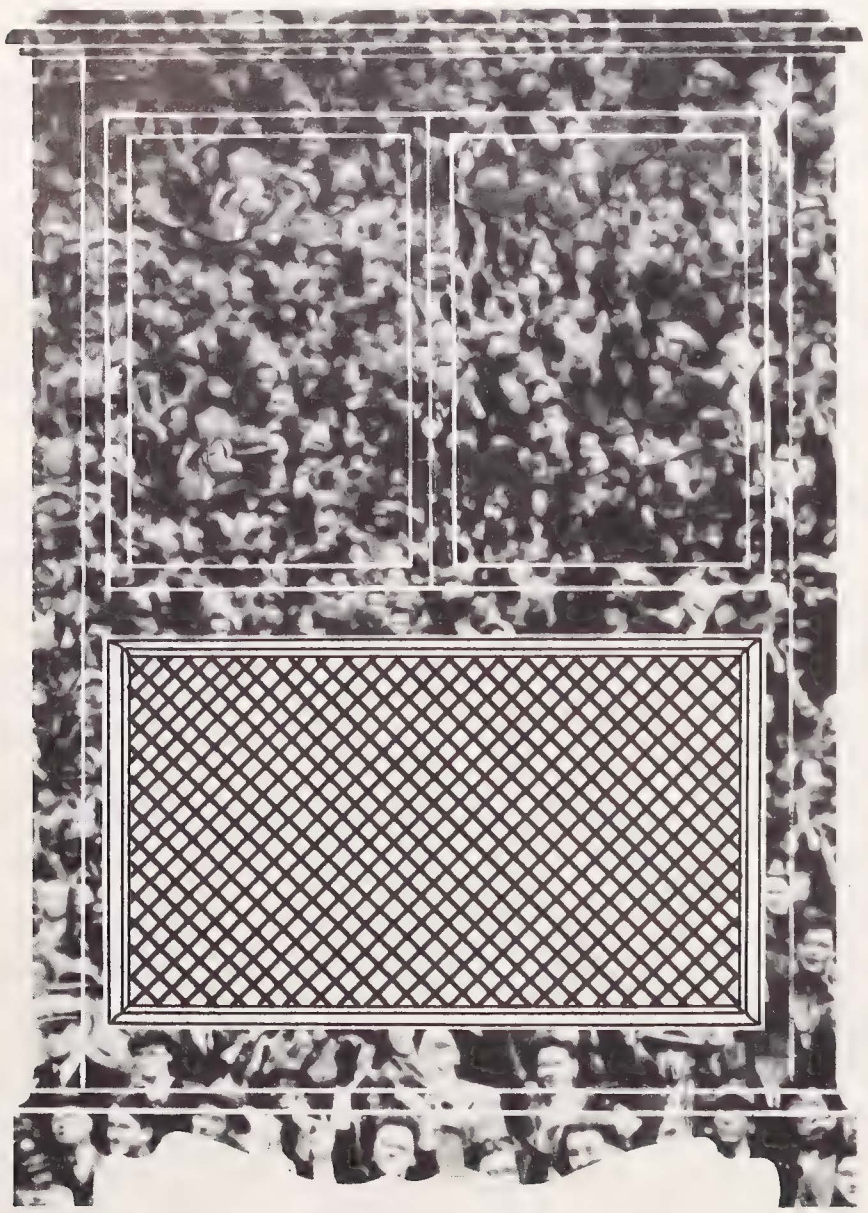
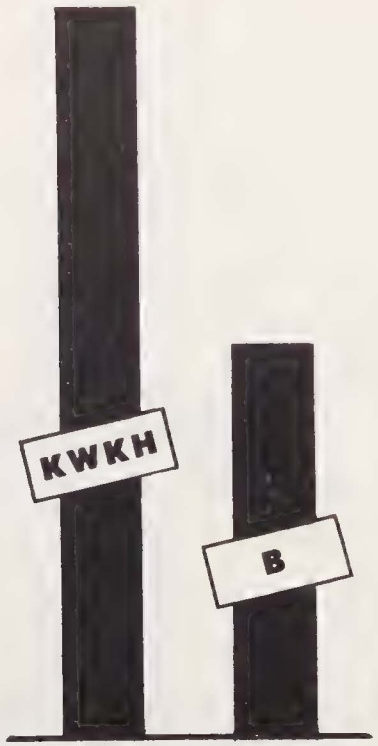


KWKH's cost per-thousand-families is 46.4% LESS than the second Shreveport station!



LISTENERS PER DOLLAR
(1-time, ¼-hour daytime rates)

KWKH, Shreveport, not only delivers the biggest radio audience in the prosperous Arkansas-Louisiana-Texas area—it also delivers the most listeners per dollar. Its "cost-per-thousand" *is 46.4% less than the second Shreveport station!*

These audience figures are from the new Standard Station Audience Report—the *more conservative* of the two recent audience surveys made in this area. Ask your Branham representative!

KWKH

A Shreveport Times Station

50,000 Watts · CBS Radio · SHREVEPORT Texas LOUISIANA

City, Station Call Letters, Merchandising or Station Manager	TRADE CALLS			TRADE MAILINGS				ADVERTISING SUPPORT				ON THE AIR SUPPORT						OTHER SUPPORT	
	Solicit and/or Place Displays	Store Checks	Solicit Tie-in Advertising	Letter	Post-card	Broad-side	Merchandising Bulletin	Newspaper Tie-in Ads	Lobby Windows	Billboards	Car Cards	Demonstrations	Give Away Prizes	Product Mentions	Tune-in Announcements	Client Participation in Special Program	Recorded Personality Interviews Plugging Clients' Products	Aid Client Representative in Product Distribution	Merchandising Plan Offering Preferred Displays
Biddeford, WIDE Arthur A. Deters	*YS#	*YS#		*YS#	*YS#			PYS#			*YS#		*YS#		*YB#	*YS#		*YS#	
Lewiston, WCOU John Chester Libby	*NB#		*NB$	*YBO	*YB#			*YBO				*NB#	*NB#	*NB#	*NB#	*NB$		*YB#	*000
Lewiston-Auburn, WLAM Elden H. Shute, Jr.	*Y00	*Y00	*Y00	*YB#	*YB#									*000	*YB#			*YB#	
Portland, WCSH (NBC) William H. Rines	*YB#	*YB#	*YB#	*YB#	*YB#		*000	*YB$ Split costs		*YX$ Split costs				*YB#	*YB#			*YB#	
Portland, WGAN (CBS) Creighton E. Gatchell	*YB#	*YB#	*YB#	*NB#	*NB#		*NB#	*YB#	*NB#					*NB#	*NB#	*NB#	*NB#	*NB#	
Portland, WPOR (ABC) Harold H. Meyer	*NB#			*NB#	*NB#	*NB#		*NB#	*NB#					*NB#	*NB#	*NB#	*NB#	*NB#	
Waterville, WTVL Carleton D. Brown	Some merchandising services, no details reported.																		
MARYLAND Annapolis, WASL		*YS$													*YS#			*000	
Annapolis, WNAV Earl L. Boyles	*000	*000		*000				*000	*000	*000				*000	*000	P000	*000	*000	P000
Baltimore, WBAL (NBC) Leslie H. Peard, Jr.	*YB#	*YB#	*YB#	*NB#	*NB#	*NB#	*NB#	*NB#				*NB#			*NB#			*NB#	*YS#
Baltimore, WCBM John Elmer	Some merchandising services, no details reported.																		
Baltimore, WFBR William S. Pirie, Jr.	*YS#	*YS#	*YS#	*YS#	*YS#	*YS#	*YS#	*YS#	*YS#			*YS#	*YS#	*YS#	*YS#	*YS#	*YS#	*YS#	*YS#
Baltimore, WITH Robert C. Embry	*YS#	*YS#	*YS#	*YS#									*YS#		*YS#	*000		*000	*YX#

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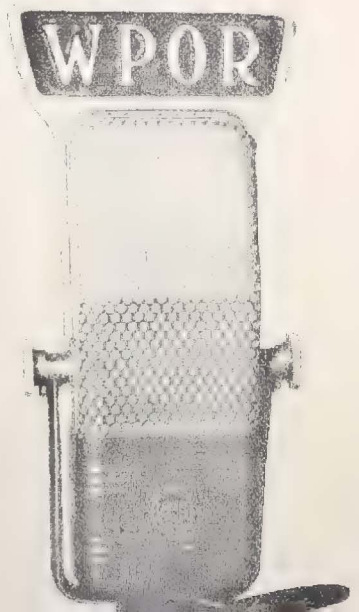
AMERICAN BROADCASTING COMPANY YANKEE NETWORK MUTUAL BROADCASTING SYSTEM

Portland's favorite station



ask anyone!

REPRESENTED BY

City, Station Call Letters, Merchandising or Station Manager	TRADE CALLS			TRADE MAILINGS				ADVERTISING SUPPORT				ON THE AIR SUPPORT						OTHER SUPPORT	
	Solicit and/or Place Displays	Store Checks	Solicit Tie-in Advertising	Letter	Postcard	Broadside	Merchandising Bulletin	Newspaper Tie-in Ads	Lobby Windows	Billboards	Car Cards	Demonstrations	Give Away Prizes	Product Mentions	Tune-in Announcements	Client Participation in Special Program	Recorded Personality Interviews Plugging Clients' Products	Aid Client Representative in Product Distribution	Merchandising Plan Offering Preferred Displays
Bethesda, WUST Harold E. Sheffers	*YS#	*YS#	*YS#	*YS$	*YO$			*YS$ Split costs	*YO#				*NS#		*NS#		*YS#	*YS#	
Cambridge, WCEM Thomas H. Maguire, Jr.	*NB#	*NB#	*NB#	*NB#				*NB#						*NB#	*NB#	*NB#	P000	P000	
Cumberland, WCUM (CBS) Malcolm A. Campbell, Jr.	*NB#	*NB#	*NB#	*YB#	*YB#	P000	*YB#		*YB#			*YB#	*YB#	*NB#	*NB#	*YB#	*YB#	*NB#	
Cumberland, WDYK James M. Martinson	*NB#	*YS#	*YS#	*YS#			*YS#	*NB#			*YS#	*NB#	*NB#		*NB#	*NB#	*NB#	*NS#	*NS#
Hagerstown, WJEJ Grover C. Crilley	*NB#	*NB#	*NB#	*YS#	*YS#			*YS#	*NB#				*NB#	*NB#	*NB#	*NB#	*NB#	*NB#	
Havre de Grace, WASA Jason T. Pate	*YS0	*YS0	*0S0	*YS0			*YS0	*YS0				*000	*000	*000	*000		*YS0	*YS0	
Leonardtown, WKIK Charles E. Springer	*NB$	*NB$	*YB$	Operations too small to afford a mailing dep't			P000	*YB#	*YB#				*NB#	*YB#	*YB#	*YB#	*000	*NB#	
Lexington Park, WPTX Paul L. von Hagel	*YB#	*YB#	*YB#	*YB#	*YB#		*YB#	*YB#	*YB#	*YB#	*YB#			*YB#	*YB#		*YB#		*YB#
Salisbury, WBOC Charles J. Truitt	*YB#	*YB0	*YB0	*YS0	*YB0			*YB0	*YB0			*YS0	*YS0	*YS0	*YB0		*NB0	*YS0	
Silver Spring, WGAY Joseph L. Brechner	*NB#	*NB#	*NB#	Station too small				*NB#	*000 On a limited scale - no details.	*000	*000	*NB#	*NB#	*NB#	*NB#	*NB#	*NB#	*NB#	
MASSACHUSETTS Attleboro, WARA Keith S. Field	*NS0	*NS0	*YS# Must be a sizable prom. for this ser.	*YS#	*YS#	P000	*YS#		*YS#			*0S# Shows open to pub. such as cooking school.	*YS#	*YS#	*NS#	*NS#	*NS# Such an adv. must be on sta. to extent.	*0S#	P0S$
Boston, WBMS Norman B. Furman	*YB#	*YB#	*YB#	*YB#	*YB#	*YB#	*YB#	*YB#				*YB#	*YB#	*YB#	*YB#	*YB#	*YB#	*YB#	*YB#
Boston, WHDH William B. McGrath	*YS$ Depends on magnita of merchan. needed	*YS$	*YS$	*00# Usual procedure				*00#	No windows						For program purchases only			*000	
Boston & Laurence, WLAW (ABC) Lambert B. Beeuwkes				*YB#	*YB0		P000 Over certain no dep. on size of contract	*YB0	PYS0	PYS0				PYS0	*0B0		*YS0		PYS0
Boston, WORL Arthur E. Haley	*NS#	*NS#	*NS#	*NS#	*NS#	PNS#	*NS#	*NS#	*NS#	Sta. uses B.B. on reg. basis for general station promotion only.				*NS#	*NS#	*NS#	*NS# Subj. to sta. approval	*NS#	
Brookline, WVOM Benjamin Bartzoff	*YS#	*YS#	*YS#	*YS#	*YS#	*YS#	*YS#	*YO# Available to prog. purchases only	*YS#	*YS#	*YS#	*YS#	*YS#	*YS#	*YO# Available to prog. purchases only	*YS#	*YS#	*YS#	*YS#
Cambridge, WTAO Frederic S. Bailey	*NS#	*NS#	*NS#	*NS#	*NS#		*NS#		P000				*NS#	*NS#	*NS#	*NS#	*NS#	*NS#	P000
Chicopee-Springfield, WACE Ralph J. Robinson	*YS#	*YS#		*YS#	*YS#			*YS0		PY00	*Y00	*Y00			*Y00	*000	*000	*Y00	PY00
Fall River, WALE George L. Sisson, Jr.	*YX# Druggest plan groc. mkt. basket	*YX#	P000	*YS#			*YB#	*0S#				*YS0 4 cooking school sessions held annually.	*YS0	*YS0	*000	*N00	*YS#	*0S#	*YS#
Fall River, WSAR (ABC) Lincoln W. N. Pratt	*YB$	*YB$	*YB$	*YB#	*YB#	PYB$	PYB#	*YB# Sponsors name omitted	PYB0	PYB0	PYB0	PYB$	*YB$	PYB$	*YB#	*000	*000	*000	
Fitchburg, WFGM Ansel E. Gridley	*NS#	*NS#		*NS#	PNS#			*NS#			PNS#		*NS#		*NS#	*NS#	*NS#	*NS#	
Framingham, WKOX Richard E. Adams	*YS#	*YS$	*YS#	PYS#	PYS#		P000	PYS$	*YS#	PYS$ On coop basis				*YS#	*YS#	PNS$		*NS#	*YS#
Gardner, WHOB William R. Engel	*NB#	*NB#	*NB#	*NS0		*NS0						*NB#	*NB#	*NB#	*NX#	PNB#	*NB#	*NB#	PNB#
Greenfield, WHAI Horace W. Nichols	*YB# In Green-field or Turner Falls	*NB# Green-field only	Except on their own radio advertising	*YB#				Except *NB# when client pays bill					*YB#	*NB#	*NB# For prog. client only	*YB# Spec. prom. only	*YB# Depends on length & how much comm.	*NB#	

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RICHARD O'CONNELL — NEW YORK

City, Station Call Letters, Merchandising or Station Manager	TRADE CALLS			TRADE MAILINGS				ADVERTISING SUPPORT				ON THE AIR SUPPORT						OTHER SUPPORT	
	Solicit and/or Place Displays	Store Checks	Solicit Tie-in Advertising	Letter	Postcard	Broadside	Merchandising Bulletin	Newspaper Tie-in Ads	Lobby Windows	Billboards	Car Cards	Demonstrations	Give Away Prizes	Product Mentions	Tune-in Announcements	Client Participation in Special Program	Recorded Personality Interviews Plugging Clients' Products	Aid Client Representative in Product Distribution	Merchandising Plan Offering Preferred Displays
Haverhill, WHAV Robert I. Kimel	*YS#	*YS#	*YS#	*YS#	*YS#			*YS#							*YS#			*YS#	
Holyoke, WREB Edward C. West	*NO#		*NO#	Supplies some trade mailings. No detail reported.						P000				*000	*000	*000	*000	*000	
Lawrence, WCCM George H. Jaspert	2-if request. *000 3-no setup to do this.			*NO#	*NO$ Jumbo card comes from adver.			Paper not receptive. *N00						*NO#	*NO#			*NO#	*NO#
Medford, WHIL Sherwood J. Tarlow	*YB$	*YB#	*YB#	*NB#	*NB#	PNB#	*NB#	*YB$	*NB#	*YB$	PYB$	*YB#	*NB#	*NB#	*NO# Only sponsored shows	*NB#	*NB#	*NB#	PNB#
New Bedford, WBSM Otto F. A. Arnold	*YS$	*YS#	*NS#	*YS$	*YS$		*YS$	*YS$ *NS# Programs only				*YS#	*YS# Support for home products	*YS#	*YS# For prog. only	*YS#	*YS#	*YS#	*YS#
New Bedford, WNBH Joseph T. Mathers	*YB#	P000	*NS#	*0B0	*000			*YB#	*0B0				*NB#		*NB#	*000	*NB#	P000	P000
Northhampton, WHMP Alexander W. Milne	*NB#	*NB#	*NB#					*YB#							*YB#	P000			
Pittsfield, WBEC (ABC) W. Wendell Budrow	*YB#	*YB#	*YB#	*YB#	*YB#	*YB#	*YB#	*NB#	*YB#				*YB#		*YB#	*YB#		*YB#	
Pittsfield, WBRK (Mutual) John T. Parsons	*NB#	*NB#	*NB#	*NB#	*NB#		*NB# Monthly drug & grocery briefs	*NB$ *NB# Sometimes a co-op arrangement					*NB# Mr. Plus campaign	*NB#	*NB#	*0S$	*NB#	*NB#	*NB#
Quincy, WJDA James D. Asher		*000 Automatically													*000	*000	*000	*000	
Springfield, WJKO Chris M. Manitsas	*YB$	*YB$	*YB$	*YB0				*YB0	*YB0 Posters			*0B0	*YB0	*YB0	*YB0	*YB0	*YB0	*YB0	
Springfield, WMAS Robert F. Donahue	*NB#	*NB#		*NB#	*NB#		*NB#	*NB#						*NB#	*NB#			*NB#	
Springfield & W. Springfield, WSPR Alan C. Tindal	No merch. or prom. service.			*NB#				*NB#							*000 Program prom. only				
Springfield, WTXL Laurence A. Reilly	*0S#	*YS#		*YS#	*YS#			*YO#					*NS#		*YO# Program advertisers only			*NO#	
Taunton, WPEP Joseph G. Quill	*NB#	*NB#	*NB#	*NB#				*NB#	*NB#				*NB#	*NB#	*NB#		*NB#	*NB#	PNB#
Waltham, WCRB Ted Jones	*NS#	*NS#			*000			*000 *000 For local special events prog.					*000		*000	*000	*000		
West Yarmouth, WOCB Paul W. Stiles		*NB$	*NB#	*NB$ *NB# Charge for excess mailing only				*NS#							*NS#		*NS#		
Worcester, WAAB George F. Wilson	*NB#	*NB#	*NB#	*NB#	*NB#			*NB#	*NB#				*NB#	*NB#	*NB#	*NB#	*NB#	*NB#	
Worcester, WNEB John J. Hurley	*NS#	*NS#		*YS$	*YS$			*YS$							*NS# Only program no product mentioned			*YS#	
Worcester, WORC Kenneth M. Cooper	*NS#	*NS#	*NS#	*NS#	*NS#			*NS#	*NS#	*NS# 20-24 sheet boards available			*NS#		*NS#		*NS#	*NS#	
Worcester, WTAG (CBS) Robert J. Brown		*NB# Within limitations if available personnel		*NB#	*NB#			*NB#	*NB#					*NB#	*NB#			*NB#	
MICHIGAN Albion, WALM Lewis M. Shroyer	*NB#	*NB#	*NB#	*NB$	*NB$	*NB$		*NB#	*NB#										
Alma, WFYC Bob W. Cessna	*YB#	*YB#	*NB#	*NB#			*YB#	*000							*NB#		*000	*000	*YS#
Ann Arbor, WHRV Steve Filipiak	*YB#	*YB#		*YB$	*YB$			*YB#			*YB$								

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City, Station Call Letters, Merchandising or Station Manager	TRADE CALLS			TRADE MAILINGS				ADVERTISING SUPPORT				ON THE AIR SUPPORT						OTHER SUPPORT	
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Bad Axe, WLEW James B. Muehlenbeck	*YS#		*NB#					*NB#				*NB#	*NB#	*NB#	*NB#	*NB#	*NB#	*NB#	
Battle Creek, WBCK Robert H. Holmes	*YS#		*NB#	*YB#				*000 *YB# Occasionally for good buyers							*NB#	*NB#		*YB#	
Battle Creek, WELL D. E. Jayne				*YB#	*YB#		*YB#	*YB#	*YB#					*YB#	*YB#	*YB#		*YB#	
Bay City, WBCM Hughferd A. Giesel	*YB#	*YB#	*YB#	*YB#	*YB#						*YB#				*YB#			*YB#	
Bay City, WGRO Harley M. West	*YS#	*YS#	*NS# If done by mail	*NS#	*NS#	*YS#	*YS#	*YS#	*NS#		*YS#		*YS#		*NS#	*YS#	*YS#	*NS#	
Benton Harbor, WHFB J. P. Scherer	*NB#	*NB#	*NB#			*YB$	Bi-monthly	*NB# *YB# bulletin sent to retailers.								Occasionally		*000	
Coldwater, WTVB Earle Harold Munn, Jr.	*YS#	*YS#	*YS#	*YS#	*YS#	PNS$	*YS#	*NS#	*NS#		*YS#		*YS#	*YS#	*NS#	*NS#	*YS$	*NS#	*YS#
Dearborn, WKMH Fredrick A. Knorr	*YB#	*YB#	*YB#	*YB#			*YB#	*YB#					*YB#		*YB#		*YB#	*YB#	
Detroit, CKLW E. Wilson Wardell	*000	*000	*000	*000	*000	Not unless client supplied		*000 Prog. only				Provided client's products are suitable							
Detroit, WJLB Edwin E. Nyy	*NB#	*NB#	*NB#	*NB#	*NB#							*NB$	*NB#			*NS#		*NB#	*NB#
Detroit, WJR (CBS) Worth H. Kramer			*000					*000							*000	*000		*000	
Detroit, WWJ (NBC) Don De Groot	PNS#	*NS#		*YS#	*YS#		*NB# Marketer	*NB#			*YS#		*NS#		*NBO				*YS#
Detroit, WXYZ (ABC) Harold S. Christian	*YS#	*YB#	*YS#	*YS#	*OS#		*000	*NBO					*YS#	*YS#	*OB#				
Flint, WFDF (NBC) Lester W. Lindow	*NBO Depends on campaign	*NSO	*NBO	*NBO	*NBO	*NBO	*NBO	*NBO	*NBO		*NBO		*NBO		*NBO		*OS#	*NB#	
Flint, WTAC (ABC) J. R. McKinley	*YB$			*NB$	*NB$			*YB#	*NB#				*NB#		*NB#	*NB#		*NB#	
Grand Rapids, WFUR William Kuiper, Sr.	*000		*000	*000				*000	*000		*000				*000		Never had the opportunity.		
Grand Rapids, WGRD Paul F. Eichhorn	*NS# Limited service	*NS#		*YS# Limited	*YS#			*YOO Programs only						*000 Cross plug much as possible	*000 Mention product when it fits in show; no charge.			*000	
Grand Rapids, WJEF (CBS) Martin Giaimo	*YB#	*YS#	*YS#	*YS#	*YS#			*YB#											
Grand Rapids, WLAV (ABC) Hy M. Steed	*YB#	*YS#	*YX#	*YS#				*YB#						*YS#	*YB#		*YB#		
Grand Rapids, WOOD (NBC) Willard Schroeder	*NB#	*NB$ When excessive	*NB#	*NB$ Charge depends on demands & amount of adv.	*NB$	*NB$		*NB$ When cost is excessive							*NB#			*NB#	*YS#
Holland, WHTC Sandy Meek	*000	*000	*000	*000				*000				*000	*000	*000	*000	Not at present	Depends on amt.	*000 of adv. client was using	
Ionia, WION Orville J. La Guire	*NS$ Usually a co-op. deal	*NB#	PYB$					*NB$	P000				*YB# "Community Quiz"	*NS#	*NB# We go big on this one.	PNB$		*NB#	
Iron River, WIKB James F. Kauper	*YB#	PYB#	*YB#	*NB#	*YB#	PYB# When available to us			No windows available				*NB#	*NB#	*NB#	PNB#		*YB#	
Jackson, WIBM William A. Cizek	*OSO	*OSO		*OSO If adv. budget warrants	*OSO	*OSO	*OSO	*OSO	*OSO	*OSO	*OSO	*OSO If adv. budget warrants	*OSO	*OSO	*OSO	*OSO	*OSO	*OSO	
Jackson, WKHM Walter Patterson	*YB#	PYB#		*YB#	*YB#	*YB# When feasible	*YB#	*YB#	*YB#			*YB#	*YB#		*YB#	*YB# Occasionally	*YB#	*YB#	PYB#

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City, Station Call Letters, Merchandising or Station Manager	TRADE CALLS			TRADE MAILINGS				ADVERTISING SUPPORT				ON THE AIR SUPPORT						OTHER SUPPORT	
	Solicit and/or Place Displays	Store Checks	Solicit Tie-in Advertising	Letter	Postcard	Broadside	Merchandising Bulletin	Newspaper Tie-in Ads	Lobby Windows	Billboards	Car Cards	Demonstrations	Give Away Prizes	Product Mentions	Tune-in Announcements	Client Participation in Special Program	Recorded Personality Interviews Plugging Clients' Products	Aid Client Representative in Product Distribution	Merchandising Plan Offering Preferred Displays
Kalamazoo, WKMI (NBC-ABC) Emil J. Popke, Jr.	Engaged in practically all merchandising activity mentioned in questionnaire. No set policy – no details given.																		
Kalamazoo, WKZO (CBS) John E. Fetzer		*0B#		*0B#	*0S#		*0B#	*0B0						*0B0	*0B0			*0B0	
Lansing, WILS Wellington A. Pomeroy	*YB#	*YB#	*YB#	*YB#	*YB#	*YB#	*YB#	*YB#	*YB#			*YB#	*YB#	*YB#	*YB#	*YB#	*YB$	*YB#	*YB#
Ludington, WKLA Raymond A. Plank	*YB#	Retailer does this	*N00	*YB#	*YB#			*YB#				*YB#	*YB#	*YB#	*YB#	*000	*YB#	*000	
Marquette, WDMJ Eldon W. Wallace	*NB$	On occasion if requested	*NB$	*NB$	*NB$	*NB$		*NB$	*NB$			*NB$	*NB$		*NB#	*NB$	*NB$	*NB$	
Menominee, WMAW Jack Baker	*NB#	*NB#	*NB#			*NB#		*NB#				*NB#	*NB#		*NB#	*NB#	*YB$	*NB#	
Midland, WMDN Joseph A. Sturgeon	*000	*000	*000					*000						*000	*000	*000		*000	
Mt. Pleasant, WCEN James A. Bailey	*NB#			*YX$				*YB$	*YX$			*YX#	*YB#	*YB#	*YB#	*YX#	*YB#		
Muskegon, WKBZ (ABC) Arch Shawd	*NB#	*NB#	*NB#	*NB#	*NB#			*NB#	*NB#		*NB#	*NB#	*NB#	*NB#	*NB#	*NB#	*NB#		
Owosso, WOAP Merrill H. Walker	*NS#			*NS#	*NS#			*NS#					*YS# Sponsor merchandise		*NS#	P000	P000 If requested	*YS#	
Port Huron, WHLS (Mutual) John F. Wismer	*YB$	*NB#	*NB#	*NB#	*NB#	PYB$	PNB#	*NB#	*NB#		*NB#		*YB$	*NB#	*NB#	*NB#	*NB#	*NB#	PNB#
Saginaw, WKNX William J. Edwards	*000	*000	*000	*000	*000	No request to date		*000					*000	*000	*000 Active in this respect	*000	*000 When of general interest to public	*000	
Saginaw, WSAM (NBC) Milton L. Greenebaum	*YB#	*YB#	*YB#	*YB#	*YB#	*YB#	*YB#	*YB0		*000 On our own billboard				*NB#	*NB#	*000	*000	*NB#	
Saginaw, WSGW (Mutual) Robert W. Phillips	*YB#	*YB#	*YB#	*YB#	*YB#	*YB#	*YB#	*YB#	*YB#		*YB#	*YB#		*NB#	*YB#	*YB#	*YB#	*YB#	
Sturgis, WSTR Robert W. Gurdes	*00#	*000	*000	P000	*000	*000	P000				*000.	*000		*000	*000	*000	P000	*000	P000

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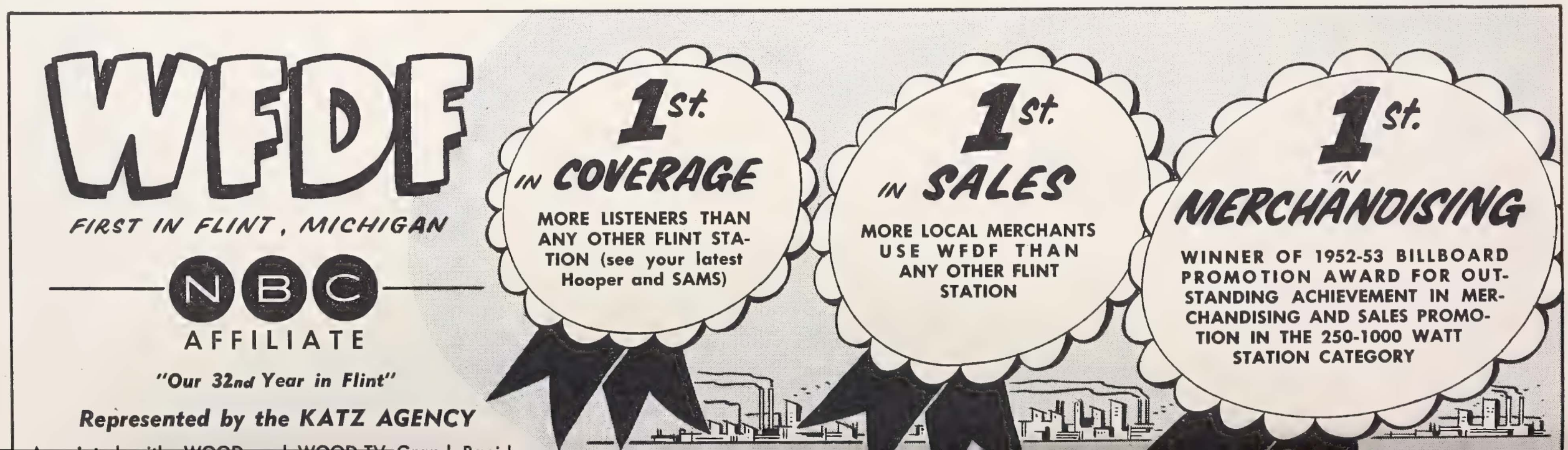

City, Station Call Letters, Merchandising or Station Manager	TRADE CALLS			TRADE MAILINGS				ADVERTISING SUPPORT				ON THE AIR SUPPORT						OTHER SUPPORT	
	Solicit and/or Place Displays	Store Checks	Solicit Tie-in Advertising	Letter	Postcard	Broadside	Merchandising Bulletin	Newspaper Tie-in Ads	Lobby Windows	Billboards	Car Cards	Demonstrations	Give Away Prizes	Product Mentions	Tune-in Announcements	Client Participation in Special Program	Recorded Personality Interviews Plugging Clients' Products	Aid Client Representative in Product Distribution	Merchandising Plan Offering Preferred Displays
MINNESOTA Albert Lea, KATE (ABC) Anson Van Alstyne	*YB#	*YB#	*YB#	*YB#	*YB#		*YB#	*YB#	*YB#			*YB#	*YB#		*YB#	P000	*YB#	*YB#	P000
Austin, KAUS (Mutual) Kenneth A. Soderberg	*000	*000 Spot Checks once monthly	*000	*000			P000							*000	*000	*000		*000	
Bemidji, KBUN Edward W. Butler	*NB#	*NB#	*NB#	*NB#	*NB#		*NB#	*000 On a once first time basis only.	No windows; might do if we had them				*NB#	*NB#	*NS# 13 weeks gets 60 free at start 5 per week	*NB#	*NB#	*000	
Brainerd, KLIZ Earl R. Johnsen	*NB#	*NB# 3-15 min. shows weekly adv.	*NB#				*000	*NB#	*NB#				*YB# 3-15 min. programs	*YB#	*NB#	PNB#	*YB# Client must buy time for tape	*NB#	
Cloquet, WKLK Richard A. Rall	*000	*000	*000	*NB#				*000							*000	*000		*000	
Crookston, KROX William J. Kiewel	*YB#	*YB#	*YB#	*NB#	*NB#		*NB#	*YOO	*YB#		*YB#		*YB$	*YB#	*NB$		PNB$	*NB#	
Duluth, KDAL (CBS) Dalton Le Masurier	*000	*000 Radio tie-in not newspaper tie-in.		*000	*000		*000		*000				*000	*000	*000 Particularly is for program KDAL Karnpool			*000	
Eveleth, WEVE Arthur F. Nelson	*YS#	*OSO	*OSO	*OSO	*OSO			*OSO											
Faribault, KDHL Herbert H. Lee	*YB#	*YB#	*YBO	*YB#	*YB#			*YB#	*YB#				*YB$	*YB#	*NX#		*NB$	*NB#	
International Falls, CKFI John G. McLarem	*NB#	*NB#	*NB#	*NB#	*NB#	*NB#	*NB#	*NB#	*NB#	*NB#	*NB#	*NB#	*NB#	*NB#	*NB#	*NB#	*NB#	*NB#	*NB#
Mankato, KTOE (ABC) Donald O. Linder	*NS#	*NS#	*NS#	*NS#	*NS#	PNS#	PNS#	*NS#	*NS#	PNS#		*NS#		*NS#	*NB#		*NB#	*NS#	PNS#
Mankato, KYSM (NBC) John F. Meagher	*YB#		*YB#	*YB#	*YB#		*YB#	*YB#	*YB#			*YB#	*YB#	*YB#	*YB#			*YB#	P000
Minneapolis-St. Paul, KEYD Lee L. Whiting	*YB#	*YB#	*YS#	*YB#	*YB#			*YB$	*YB#	*YB$ Board available at cost top of our bldg.			*YB#	*YB#	*YB#		*000 If plug is mentioned	*NB#	
Minneapolis-St. Paul, KSTP (NBC) Stanley E. Hubbard	*NB#	*NS#	*NS#	*NS#	*NS#	*NS#	*NS#	*NB#	*OB#		*NB#		*NB#	*YOO	*NB#			*NS#	P000
Minneapolis-St. Paul, WCCO (CBS) Larry Haeg	*NB#	*NB#	*NB#	*NB#	*NB#			*NB#	*NB#				*NB#		*NB#			*NB#	P000
Minneapolis-St. Paul, WCOW Victor J. Tedesco	*NS#	*NS#	*NS#	*NS#	*NS#		*NS#	*NS#	*NS#					*NS#	*NS#	*NS#	*YS$	*NS#	*NO#
Minneapolis-St. Paul, WDGY Clarence T. Hagman	*NB#	*NB#		*YB# Reasonable amt. of time by adver.	*OB#			*000 Used on program							*000 For program only			*NB#	
Minneapolis-St. Paul, WMIN Frank M. Devaney	*NB#	*NB#	*YB#	*YB$	*YB$	*YB#	*YB#	*YB#	*000	P000	P000	*000	*000	*000	*000	*000			
Minneapolis-St. Paul, WTCN (ABC) Edward G. Smith	*NB#	*NB#	*NB#	*NB#	*NB#		*YB#	*YB#					*NB#		*YB#	*NB#	*NB#		
Montevideo, KDMA H. Willard Linder	*YS#	*YS#	*YS#	*YS#				*YS#					*YS#	*YS#	*YS#		*YS#	*YS#	
Owatonna, KOBK Ted C. Nelson	*YB#	*YB#	*NB#	*YB$ Postage	*YB$			*YXO			*YB#		*NB#	*NB#	*NB#	*NB#	*NB#	*YB#	
St. Cloud, WJON Herman A. Schneider	*NS#	*YS#	*OB#					*YBO	*YOO Local advertisers						*YB#	*YS#	P000	When possible	
Stillwater, WSHB Richard K. Power	*NB#	*NB#	P000				*NS#	*YS#						*YB#	*YB#	*NS#	*NB#	*NB#	
Thief River Falls, KTRF Donald L. Olson	*NB#	PNB#	*NB#	*NB#				*YB#	*NB#			*NB#	PNB#	*YB#	*NX#	*YX#	*YX#	*YX#	
Virgina, WHLB (NBC Arrowhead) Harold J. Parise	No merchan. or prom service.																		

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Wadena, KWAD Carl E. Holt	*NB#		*NB#	*NB#				*NB#							*NB#		*NB#		
Willmar, KWLM H. W. Linder	*YS#	*YS#	*YS#	*YS#				*YS#					*YS#	*YS#	*YS#		*YS#	*YS#	
Winona, KWNO (ABC) Ken Marsh	*YB#		*YB#	*YB#	*YB#			*YB#					*YB#		*YB#			*YB#	
Worthington, KWOA Ralph E. Shepard	*NS#	*NS#	*NS#	*NB#	*NB#	*NB#		*000	*000				*NB#	*NB#	*000		*NB#	*NB#	
MISSISSIPPI Aberdeen, WMPA Hal Benson	*NB#	*NB#	*NB#	*NB#				*YB#	*NB#					*NB#	*NB#		*NB#	*NB#	
Biloxi-Gulfport, WVMI Odes E. Robinson	*NS#	*NS#	*NS#	*NS#	*NS#		*NS#	*NS#	*NS#	*NS#				*NS#	*NS#	*NS#	*NS#	*NS#	
Booneville, WBIP Vernon K. Wroten	*NS#	*NS#	*NS#	*YS#			*YS#	*YB#	*YB#			*NB#	*NB#	*NB#	*NB#	*NB#	*NB#	*NB#	
Brookhaven, WJMB Tullius Brady	*NB#	*NB#	*NB#	*NB#	*NB#			*NB#	*000			*NB#	*NB#	*NB#	*NB#	*NB#	*NB#	*NB#	*NB#
Clarksdale, WROX Preston B. Heimer Jr.	*YS0	*YS0	*YS0	*000	*000	*000	*000	*000	*000				*000	*000	*000		*000	*000	
Cleveland, WCLD Fred T. Rand	*NS#	*Y00 156 time spot or thirteen week program.	*YS#	*YS#	*YS#	PYS#	PYS#	*YS#	PYS#	PYS#	*YS#		*NS#	*NS#	*NS#	PNS#	*NS#	*NS#	PNS#
Columbia, WCJU Charles Newman	Merchandising activities consist of newspaper promotion and occasional calls on local retail store dealers. No details given.																		
Columbus, WCBI Robert L. McRaney	*NB#	*NS#	*NS#	*YB$	*YB$			*YX$					*NS#		*NB#	*NB#		*YS#	
Corinth, WCMA John E. Bell	*NS#	*NS#	*NS#		*YS#			*YS#	*YS0				*NS#	*NO#	*NS#			*NS#	
Greenville, WGVM Edward M. Guss	*YS#	*YS#		*YS$	*YS$			*YS#					*YS#	*NS#	*YS#		*YS$	*YS#	
Greenwood, WABG Tom G. Reardon	*NB#	*NB#	*NS#	*NS#	*NS#		*NB#	*NS#						*NB#	*NB#	*NB#	*NB#	*NB#	
Grenada, WNAG Monroe L. Looney	*NS#	*NS#	*NS#	*NS#	*NS#		*NS#	*NS#	*NS#			*NS#	*NS#		*NB#	*NB#	*NS#	*NS#	
Hattiesburg, WFOR Charles J. Wright, Jr.	*YB#	*NB#	*NB#	*YB$	*YB#			*YB$	*YB#						*NB#	*NB$		*NB#	
Hattiesburg, WHSY Connie J. Holt	*NB#	*NB#	*NB#	*NB#	*NB#	*NB#	*NB#	*NB$	*NB#	*NB#				*NB#	*NB#	*NB#	*NB#	*NB#	*NB#
Jackson, WJDX Fred Beard	*NB#			*YB#	*YB#			*YB#	*NB# 8 x 10 slick print pictures only.				*YB#		*YB#		*YB#	*NB#	P000
Jackson,,WRBC J. W. Carlier	*YS#		*YS#	*YB#	*YB#			*YB#		*YB#				*YX#	*NS#	*YS#	*YS#	*NB#	PYS#
Jackson, WSLI Louise M. Sepaugh	*YS#		*YB#	*YB#	*NB#			*YB# On program only		*YB# Program only			*NS#		*NS#		*YB#	*NB#	
Laurel, WAML James G. Walters	*NB#	*NB#	*NB#	*YB$	*YB$				*YB#				*NB#	*NB#	*NB#			*NB#	*NB#
McComb, WAPF Phillip D. Brady	*NS$	*NS#	*NS#	*NS#			*NS#	*YS$		*YS$					*NS#		*YS$	*YS#	*YS#
Meridian, WMOX J. W. Carson	*NS#	*NS#	*NS# Direct mach.	*NS#	*NS#			*NS$ Sometimes on coop. cost basis							*NS#				
Meridian, WTOK Robert F. Wright	*NB#	*NB#	*NB#	*NBO	*NB# Jumbo, if furnished	*NBO if furnished	*NB#	*NS#		*O8# If furnished			*NB#		*NB#		*NB#	*NB#	

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Natchez, WNAT Paul Schilling	*NS#	*NS#	*NS#	*00$	*00$	*00$	*00$	*00$							*000		*000	*000	
Pascagoula, WPMP Donovan S. Murphy	*YS# 13 wks.	*NS#	*NS#	PNS#	PNS#	PNS#	PNS#	*NS#	*NS#		PNS#	PNS#	*NS$	*NS#	*NS#	*NS#	*NS#	*NS#	
Philadelphia, WHOC William H. Cole	*NB#	*NB#		*YB$	*YB$ Client supplies jumbo sta. regular			*YB$ Cost					*00$		*000		*00$	*000	
Starkville, WSSO Joe Phillips	*YB#	*YB#	*YB#	*YB#				*YB#	*YB#				*YB#	*YB#	*YB#	*YB#	*YB#	*YB#	
Tupelo, WELO Bob Evans		*000 If expenditures justify the cost of check.		*000 Wholesale outlets only.	*000 Jumbo if supplied by Client										*000 New programs only			*000	P000
Vicksburg, WQBC Mary-Jan Cashman	*NB#	*NB#		*NB#	*NB#			*NX#					*NB#		*NB#		*NB#	*NB#	
West Point, WROB John C. King, Jr.	*NB#	*NB#	*NB#	*NB#	*NB#		*NB#	*NB#					*NB#	PNB#	*NB#	PNB#	*NB#	*NB#	
MISSOURI Carthage, KDMO Lloyd C. McKenney	*000	*000		*000	*000		*000	*000					*000	*000	*000	*000		*000	
Caruthersville, KCRV Robert L. Harrison	*NB#	*NB#	*NB#	*NB#	*NB#	Never requested		*NB#	*NB#			*NB#	*NB#	*NB#	*NB#	*NB#	*NB#	*NB#	*NB#
Columbia, KFRU (ABC) Maylon R. Aldridge	*YSO	*YSO	*YSO	*YS#				*YS#		*YS#			*NB#		*NB#	*NB#	*NB#	*NB#	
Farmington, KREI F. P. Graves	*000			*YB#	*YB#				*YB#				*YB#		*000		*000	*000	
Festus, KJCF Donald M. Donze	*NB#		*NB#	*YB#					*YB#		*YB#		*YB#	*YB#	*YB#	*000	*NB#	*NB#	
Fulton, KFAL Robert W. Nickles	*NB$	*NB$	*NB#	*NB$	*NB$	*NB$	*NB$	*NB$	*YB$	*YB$ Taxi neons				*YB#	*YB#		*NB$	*NB$	
Hannibal, KHMO (Mutual) William Shaw	*000	*000	*000	*YB$	*YB$				*YB$			*000	*000	*000	*000			*000	*000
Independence, KIMO Harry L. Becker	*YBO	*YBO	*YBO	*OBO	*OBO		*OBO	*OBO					*OBO	*OBO	*OB#		*000		
Jefferson City, KWOS Catherine Roer	*OXO	*OXO	*OXO	*OXO	*OXO	POXO		*OXO							*OXO		*OXO	*OXO	
Joplin, KFSB William H. Clark	*YB#	*YB#	*YB#	*YB# Sometimes Client must furnish card ask for mailing cost.	*YB#	*YB$	*YB#	*YB#						*YB#	*YB#	*YB#		*YB#	*YB#
Joplin, WMBH (FM), WMBH (Mutual D. J. Poyner	*YBO	*YBO	*YBO	*YB$ He pays postage	*YB$			*YBO	*000				*YBO	*YBO	*YBO	*YBO		*YBO	
Kansas City, KCMO E. K. Hartenbower	*NB#		*NB#	*NB$	*NB$		*NB$	*NB#						*NB#	*NB#	*NB#	*YB#	*NB#	P000
Kansas City, KUDL David M. Segal	*YS#	*YS#	*YS#	*YS#	*YS#	*YS#			P000			*NS#	*NS#	*NS#	*NS#		*NS#	*NS#	
Kennett, KBOA Charles H. Harrison	*NB#	*NB#			*NB#		*NB#	*NS#	*NS#					*NB#	*NB#		*NB#	*NB#	
Kirksville, KIRX Sam A. Burk	*NS#	*NS#		*NS#	*NS#	*NS# If provided by client	*NS#	*NS#		*NS#					*NS#		*000	*NS#	
Lebanon, KLWT O. R. Wright	*YB#		*NB#	*YS$	*NB$		*YB#	*YB#	*YB$		*YB#		*YB$	*YB#	*NB#	*YB#	*NB$	*NB#	
Marshall, KMMO Harold Douglass	*NB#		*NB#	*NB$					*NB$						*NO# Programs only	*YOO	*00$	*NB#	

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City, Station Call Letters, Merchandising or Station Manager	TRADE CALLS			TRADE MAILINGS				ADVERTISING SUPPORT				ON THE AIR SUPPORT						OTHER SUPPORT	
	Solicit and/or Place Displays	Store Checks	Solicit Tie-in Advertising	Letter	Postcard	Broadside	Merchandising Bulletin	Newspaper Tie-in Ads	Lobby Windows	Billboards	Car Cards	Demonstrations	Give Away Prizes	Product Mentions	Tune-in Announcements	Client Participation in Special Program	Recorded Personality Interviews Plugging Clients' Products	Aid Client Representative in Product Distribution	Merchandising Plan Offering Preferred Displays
Mexico, KXEO W. Earl Dougherty	*YB#				*YB#				*YB#				*YB#		*YX#	*NB#			
Moberly, KNCM Jerrell A. Shepherd	*00$	*00$	*00#		*00#										*00#			*00#	
Monett, KRMO Floyd V. Stewart	*NB#		*NB#										*NB#		*NB#		*YB$		
Poplar Bluff, KWOC A. L. McCarthy	*YS#		*YS#	*YS#	*YS#				*YS#				*YS#	*YS#	*YS#	*YS#	*YS#		*YS#
Rolla, KTTR Luther W. Martin	*YB$	*YB#	*YB#	*YB$ Postage			*YB#	*YB#					*YB#	*YB#	*YB#		*000 Sponsor	prog. only	
St. Joseph, KFEQ (Mutual) Barton Pitts	*NB#		*NB#	*YS$	*YS$			*NB#					*NS#		*NB#		*NB#	*NS#	
St. Joseph, KRES Joseph W. Powell	*NB$		*NB#	*NB#	*NB$	*NB$		*NB$	*NB$						*NB#	PNB#	*NB#	*NB#	
St. Louis, KSD (NBC) George M. Burback	*YS$		*YS$	*YS$	*YS$			*NB#				*YS#	*YS#		*NB#			*NB#	
St. Louis, KWK (Mutual) Fred J. Mueller					*000			*000	*000				*000						
St. Louis, KXOK (ABC) Chet L. Thomas				*YS$	*YS$			*000	*000	*000	*000			*000	*000	*000	*000	*000	
St. Louis, WIL Lester A. Benson	*YS#			*YS# Sometimes charge	*YS#	*YS#		*YS#			*YS#		*YS#		*YS#		*YS#	NS#	
Sedalia, KDRO Herbert Wm. Brandes	*NB#	*OB#	*OB#	*NB#	*NB#	*NB#	*NB#	*NB#		*NB#	*000		*NB#	*000	*NB#	*000	*000	*000	*000
Sikeston, KSIM Richard L. Watkins	*YB#	*YB#	*YB#	*NB#	*NB#	P000	*NB#	*YB$			*YB#	*YS#	*NB#		*NB#	*NB#	*YB#	*NB#	*NB#

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KMBC—Kansas City, Missouri

is one of 33 radio and television stations

using Whaley Taxiposter Advertising to merchandise and promote their programs to the local audience. Taxiposters give broadcasters and telecasters that local impact which is so important in merchandising. For rates and availabilities, write William E. Whaley Company, 901 Washington Building, Louisville, Kentucky.

in

Over 130 Markets

The Outdoor Advertising Easiest to See!

Whaley TAXIPOSTER ADVERTISING

City, Station Call Letters, Merchandising or Station Manager	TRADE CALLS			TRADE MAILINGS				ADVERTISING SUPPORT				ON THE AIR SUPPORT						OTHER SUPPORT	
	Solicit and/or Place Displays	Store Checks	Solicit Tie-in Advertising	Letter	Post-card	Broad-side	Merchandising Bulletin	Newspaper Tie-in Ads	Lobby Windows	Bill-boards	Car Cards	Demonstrations	Give Away Prizes	Product Mentions	Tune-in Announcements	Client Participation in Special Program	Recorded Personality Interviews Plugging Clients' Products	Aid Client Representative in Product Distribution	Merchandising Plan Offering Preferred Displays
Springfield, KGBX Keith G. Wells	*NB#	*NB#	*YB#		*NB#			*NB#	*NB#				*NB#	*NB#	*NB#	*NB#	*NB#	*NB#	
Springfield, KICK Lloyd C. McKenney	*000	*000	*000	*000	*000	*000	*000	*000							*000			*000	
Springfield, KTTS (CBS) G. Pearson Ward	*NB#	*NB#		*NB$	*NB$	*NB$	*NB$	*NB$	*NB$				*NB#		*NB#		*NB#	*NB#	*NB#
Springfield, KWTO (ABC) Leslie L. Kennon	*000	*000	*000	*000	*000														
West Plains-Thayer, KWPM, KALM Robert Neathery	*NB#	*NB#	*NB#									*NB#	*NB#	*NB#	*NB#	*NB#	*NB#	*NB#	
MONTANA Billings, KOOK Varda V. Clark		*NB#		*NB#					*NB#		*NB#				*NB# This is our main prom.		*NB#	*NB#	
Bozeman, KBMN G. Norman Penwell	*NB#	*NB#	*NB#					*NB#	*NB#				*NB$	*NB#	*NB#	*NB$	*NB$	*NB#	
Bozeman, KXLQ Arne E. Anzjon	*NB#	*NB#		*NB$	*NB$	*NB$	*NB$		*NB#				*NB#	*NB#	*NB#	*NB#	*NB# Limited	*NB# to 3 min. & occ. use	
Butte, KBOW (CBS) Frank Reardon	*000	*000	*000	Personal calls				Sometimes	*000			*000	*000	*000	*000	*000	*000	*000	*000
Butte, KOPR Ed. E. Cooney	*NB#	*NB#	*NB#	*NB#				*NB#	*NB#		*NB#	*NB#		*NB#	*NB#	*000	*NB#	*NB#	
Butte, KXLF Arne E. Anzjon	*NB#	*NB#		*NB$	*NB$	*NB$	*NB$		*NB#				*NB#	*NB#	*NB#	*NB#	*NB# Limited	*NB# to 3 min. & occ. use	
Glendive, KXGN Daniel C. Palen		*NO#	*NO#	*NO#				*NO#		*NO#		*000	*000	*000	*000	*000	*000	*000	
Great Falls, KFBB Joseph P. Wilkins	*YB#	P000	*NB#	*YX#					*YX#					*000	*YX$	P000		*YB#	

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XL Parade of Products 20 Years

SEE THE XL STATION'S
Proven Merchandising Plan
2nd Cover

City, Station Call Letters, Merchandising or Station Manager	TRADE CALLS			TRADE MAILINGS				ADVERTISING SUPPORT				ON THE AIR SUPPORT						OTHER SUPPORT	
	Solicit and/or Place Displays	Store Checks	Solicit Tie-in Advertising	Letter	Postcard	Broadside	Merchandising Bulletin	Newspaper Tie-in Ads	Lobby Windows	Billboards	Car Cards	Demonstrations	Give Away Prizes	Product Mentions	Tune-in Announcements	Client Participation in Special Program	Recorded Personality Interviews Plugging Clients' Products	Aid Client Representative in Product Distribution	Merchandising Plan Offering Preferred Displays
Great Falls, KMON (ABC & Mutual) Robert H. Warner	*NB#	*NB#	*NB#	*NB#	*000 If furnished			*NB#					*NB$		*NB#			*NB#	
Great Falls, KXLK Arne E. Anzjon	*NB#	*NB#		*NB$	*NB$	*NB$	*NB$		*NB#				*NB# Occasionally cost	*NB#	*NB#	*NB#	*NB# Limited	*NB# to 3 min. & occ. use	
Helena, KXLJ Arne E. Anzjon	*NB#	*NB#		*NB$	*NB$	*NB$	*NB$		*NB#				*NB#	*NB#	*NB#	*NB#	*NB# Limited	*NB# to 3 min. & occ. use	
Kalispell, KGEZ Don C. Treloar			*NB#	*NB# Except postage	*NB#			*NB$ Amount of ad.	*NB#					*NB#	*NB#	*NB#		*NB#	
Lewistown, KXLO Marlin T. Obie	*NB#	*NB#	*NB#						*000						*000	*000	*000	*000	
Libby, KLCB Oliver C. Coburn	*OB#	*YB#	*YB#					*NB$	*YBO			*YB$	*NB$	*YB$ No free plugs to non-adv.	*YB#	*NB$	*OB$	*YBO	
Livingston, KPRK Paul B. McAdam	*YB#	*YB#	*YB#	*YOO				*YB#	*YB#				*YB#	*YB#	*YB#	*YB#	*YB$	*YB#	
Miles City, KRJF (Mutual) Ian A. Elliot	*YBO	*YOO	*YBO If co-op.		*00$	*00$								*YS#	*YB#	*YS#	*YO$	*OS#	
Missoula, KGVO (CBS) A. J. Mosby	*NB#	*NB#	*NB#	*NB#	*NB#				*NB#	Sometimes				*NB#	*NB#	*NB#	*NB#	*NB#	
Missoula, KXLL Arne E. Anzjon	*NB#	*NB#		*NB$	*NB$	*NB$	*NB$		*NB#				*NB#	*NB#	*NB#	*NB#	*NB# Limited	*NB# to 3 min. & occ. use	
Sidney, KGCX Edward Krebsbach	*YB#	*YB#	*YB#	*YB#	*YB#	*YB#	*YB#	*YB#							*YB#				
NEBRASKA Alliance, KCOW Gene Ackerley	*NB#	*NB#			*NB#	*NB#	*NB#								*NB#	*NB#		*NB#	
Beatrice, KWBE Gordon C. Bud Pentz	*YO#	*YO#	*YO#	*YO#	*000		*000	*YO#	*000			*YO#	*YO#	*YO#	*YO#	*YO#	*YO#	*000	*000
Broken Bow, KCNI Bud Crawford	*000	*000				P000	*000				*000	*000	*000	*000	*000	*000			
Grand Island, KMMJ (ABC) William A. Martin	*YBO	*YSO			*YS$		*NB#		*YB#					*YB#	*OB#	*YX#	*YB#	*YB#	*YB#
Kearney, KGFW John W. Yeager, Jr.	*NB#		*NB#	*NB#	P000		*NB#	*NB#	*NB#	P000		*NB#	*NB#	*NB#	*NB#	P000		*NB#	*NB#
Lexington, KRVN Harvey L. Cary	*YB#	*YB#		*OB$ Occasionally	*OB$		*OB$	*YB#	*YB#		*YB#				*YB#	*YB#	*YB#	*YB#	
Lincoln, KFOR (ABC) George X. Smith	*YB#	*YB#	*YB#	*YB#	*YB#	*YB#	*YB#	*YB#	*000		*YS#		*YB#	*YB#	*YB#	*YB#	*YB#	*YB#	PYB#
Lincoln, KLMS T. Frank Stubbs	*YS#	*YS#	*YS#	*YS#	*YS#	*YS#	*YS#	*YS$	PYS#			*YS$	*YS$	*YS#	*YS#	*YS#	*YS#	*YS#	PYS#
Lincoln, KOLN (Mutual) Harold E. Anderson	*NB$	*NB#	*NB#	*NB$			*NB$	*YS# 13 wks. min. contract	*NB#		*NB$	*NB#		*NB#	*NB#	PNBO	*NB#	*NB#	
McCook, KBRL (Mutual) LeRoy W. Lenwell	*NS#	*NS#	*NS#	*NS#											*NS# Program only		*NS#	*NS#	
Norfolk, WJAG Robert E. Thomas	*NB#	*NB#	*NB#	*NB#	*YB# 13 wk. contract		*NB#	*NB#	*NB#			*NB#	*NB#		*NB#	*YB#	*YB$		
North Platte, KODY (NBC) John Alexander	*YB#	*YB#	*YB#	*YB#	*YB#			*YB#	*YB#				*YB#	*YB#	*YB#	*YB#	*YB#	*YB#	
Omaha, KBON (Mutual) Paul R. Fry	*YB#	*YB#	*YB#	*NB#	*NB#			*YS#	*YS#		*YS#		*YS#	*YS#	*NB#	*NB#	*NB#		
Omaha, KFAB (CBS) Harry Burke	*000		*000	*000	*000		*000	*000		*000	*000		*000	*000	*000	*000	*000	*000	P000

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	Solicit and/or Place Displays	Store Checks	Solicit Tie-in Advertising	Letter	Post-card	Broad-side	Merchandising Bulletin	Newspaper Tie-in Ads	Lobby Windows	Bill-boards	Car Cards	Demonstrations	Give Away Prizes	Product Mentions	Tune-in Announcements	Client Participation in Special Program	Recorded Personality Interviews Plugging Clients' Products	Aid Client Representative in Product Distribution	Merchandising Plan Offering Preferred Displays
Omaha, KOIL (ABC) Harvey L. Cary	*YB#	*YB#		*OB$ Occasionally	*OB$		*OB$	*YB#	*YB#		*YB#				*YB#	*YB#	*YB#	*YB#	
Omaha, KOWH Todd Storz				*YS#	*YS#		*YS#												
Omaha, WOW (NBC) Frank P. Fogarty	*YB#	*YB#	*YB#	*YB#	*YB#	*YBO	*YB#	*YB#	*YB#		*YB# Sometimes co-op.		*YB#	*YB#	*YB#		*YB#	*YB#	
Scottsbluff, KOLT (CBS) Leslie L. Hilliard	*YS#	*YS#	*YS#	*YS#	*YS#		*YB#	*YS#					*YS#	*YS#	*YB#			*YS#	
Scottsbluff, KNEB (Mutual) Russell M. Stewart	*YB#	*YB#	*YB#	*YB#	*YB#			*YB#			*YB#	*YB#	*YB$	*YB#	*YB#	*YB#	*YB#	*YB#	
Sidney, KSID Max Young	*NB#	*NB#	*NB#	*NB#				*NB#	*NB#				*NB#		*NB#		*NB#	*NB#	
NEVADA Elko, KELK (Mutual) John J. Gammick	*NB#	*NB#	*NB#	*NB#	*NB#			*NB#	*NB#						*NB#			*NB#	*NB#
Ely, KELY David I. Hansen	*NS#		*NS#	*NS#			*NS#	*NS#	*NS#				PNS#		*NS#	PNS#			*NS#
Las Vegas, KENO Maxwell Kelch	*YB#	*YB#	*YB#	*YB#				*YB#	*YB#			*YB#	*YB#	*YB#	*YB#	*YB#	*YB#	*YB#	
Las Vegas, KLAS (CBS) Frederick G. Stoye	*NS#	*NS#	*NS#	*NS#	*NS#	PNS#	*NS#	*NS#	*NS#			*NS#	*NS#	*NS#	*NS#	*NS#	*NS#		*NS#
Reno, KWRN Franz J. Robischon	No merchandising or promotional services.																		
NEW HAMPSHIRE Concord, WKXL Thomas F. Frank	*NB#	*NB#	*NB#	*NB#	*NB#		*NB#	*NB#				*NB$	*NB$	*NB$	*NB#	*NB#	*NB#	*NB#	
Keene, WKNE Joseph K. Close	*000 No fixed policy			*000	*000		*000	*000					*000		*000	*000		*000	
Manchester, WMUR (ABC) Hervey Carter	*NB#	*NB#	*NB#	*NB$ First 50 free then split the costs.	*NB$	*NB$	*NB$	*NB#		*NB#		*NB#	*NB#	*NB#	*NB#		*NB#	*NB#	
Nashua, WOTW Arthur A. Newcomb	*NB#	*NB#	*NB#	*NB#						*NB#			*NB#	*NB#	*NB#	*NB#	*NB#	*NB#	*NB#
Rochester, WWNH M. Chester Ball	*000		*000						*000					*000	*000		*000	*000	
NEW JERSEY Asbury Park, WJLK Everett Rudloff		*000						*000					*000	*000	*000	*000	*000		
Atlantic City, WFPG Fred Weber	*000		*000		*000										*000	*000	*000	*000	
Atlantic City, WMID David H. Freedman	*000	*000	*000	*YB#				*NB#		*NB#	*NS#		*YS#	*NB#	*NB#	*NS#		*NB#	
Bridgeton, WSNJ Paul Alger	*NB#	*NB#	*NB#	*NB$	*NB$	*NBO	*NB$	*NB$	*NB$			PNB#	*NB#	*NB#	*NB#	*NB$	*NB$	*NB#	
Camden, WCAM John Cleary				*YS#	*YS$ Split costs			*YS$ Split costs	*YS#		*YS$				*YS#				
Camden, WKDN, Gordon Giffen	*NB#	PNB#		*NB#	*NB#			*NB#		*NB$ Split costs			*NB#	*NB#	*NB#	*NS#			
Morristown, WMTR Kenneth Croy	*NS#	*NS#	*NS#	*NS#	*NS#			*NS#					*NSO		*NSO	*NSO		*NSO	
Newark, WNJR Harry D. Goodwin	*NS#		*NS#	*NS$				*NS#	*NS#		*NS#		*NS#	*NS#	*NS#	*NS#			
New Brunswick, WCTC Robert L. Williams	*YB#	*YB#	*YB#	*YB#				*YB$	*YB#				*YB#		*YB#	*YB#	*YB#	*YB#	

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Trenton, WTOA (FM) Jerome P. McCarthy	*NB#	*NB#	*NB#	*NB#	*NB#			*YB#						PNB#	*NB#	PNB#	*NB#	*NB#	PNB#
Trenton, WTNJ Leonard H. Levitt	*YS#	*YS#		*YSO	POOO			POOO	*OOO	POOO	POOO	*NS#		*NS#	*NS#	*OOO	*NSO	*NOO	POOO
Trenton, WTTM (NBC) Fred L. Bernstein	*NB#	*NS#		*NB#	*NB#			*NB#					*NB#		*NB#		*NS#	*NB#	
Vineland, WWBZ Fred M. Wood	*NSO	*OOO		*NS#				*NSO	POOO					*NS#	*NS#		*NSO	*NS#	
Wildwood, WCMC Frank J. Matrangola	*NB#	*NB#	*NB#	PNB#	PNB#	PNB#	PNB#	*NB$				*YB#	*YB#		*YB#	*YB#	*OOO Programs only	*NB#	POOO
NEW MEXICO Alamogordo, KALG William W. Phelps	*YB#	*OOO	*OOO	*NB#					*OB#						*OB#	*NB#	*NB#	*NB#	
Albuquerque, KGGM A. R. Hebenstreit	*YB#		*YB#	*YB#	*YB#			*YB#	*YB#				*YB#		*NB#	POOO	*YB#		
Albuquerque, KOAT Kenneth J. Ferril	*YB#	*YB#	*YB#	*YB#		*YB#	*YB#	*YB#	*YB#	*YB#		*YB#	*YB#	*YB#	*YB#	*YB#	*YB#	*YB#	*YB#
Albuquerque, KOB J. I. Meyerson	*YS$		*YS#	*YB$	*YB$	*YB$		*YB#	*YB$						*YB#			*NB#	
Albuquerque, KABQ Bert Arnold	*NS#		*NS#	*YS#	*YS#				*YS#			*NS#	*NS#	*NS#	*NS#	*NS#	*NS#	*NS#	
Artesia, KSVP David Button	No merchandising or promotion services – Sell radio time only.																		
Carlsbad, KAVE Norman R. Loose	*NB#		*NB#	*OOO				*OOO					*OOO	*OOO	*OOO	*OOO		*OOO	
Carlsbad, KPBM Darrell A. Swayze	*NS#	*NS#	*NS#	*NS#	*NS#	*NS#	*NS#	*NS#								*NS#	POOO	*NS#	
Clovis, KICA DeWitt Landis	*NB#	*NB#	*NB#	*NBO	*NBO	*NBO	*NBO		*OOO			*NB#	*NB#	*NB#	*NB#	*NB#	*NB#	*NB#	
Farmington, KVBC Marvin E. Bowles	*NB$	*NB$	*NB#					*YB$ At cost	*YB$ At cost			*NB$	*YB$	*YB$	*YB$	*NB$	*NB$	*NB$	
Las Cruces, KOBE Lydia S. Sleppy	*NB#	*NB#	*YO#	*YS#				*YO#	*OO#					*OO#	*OO#	*NO#	*OO#	*OO#	
Roswell, KGFL George F. Roberts	*NSO	*NSO	*NSO	*YS#	*YS#			*YOO					*NBO	*NBO	*NBO		*NBO	*NOO	
Roswell, KSWS Jack E. Shafer	*NSO	*NSO	*NSO	*NSO				*YBO	*NBO					*NSO	*NBO		*NB$	*NB#	
Santa Fe, KTRC J. Gibbs Spring	*NB#	*NB#	*NB#	*YB#	*YB#			*YB#						*YB#	*YB#				
Silver City, KSIL James H. Duncan	*OOO	*OOO	*OOO					POOO					*OOO	*OOO	*OOO	*OOO	*OOO	*OOO	*OOO
Truth or Consequences, KCHS Ollie Louis Dennis	No merchandising or promotion services.																		
NEW YORK Albany, WABY Edward L. Trudeau	*YB#		PYB#	*YB#	*YB#	*YB#	PYB#	*YB#	*YB#		*YB#		*YB#	*YB#	*YB#	*YB#	*YB#		
Albany, WPTR H. W. Maschmeier	*YS# $100 a wk. minimum	*YS#	*YS#	*YS#	*YS#			*YSO	*NS#					*YS# $75 min.	*YS# $150 min.	*YS# $125 min.	*YS# $150 min.	*NS#	*YS#
Albany, WROW (Mutual) Harry L. Goldman	*NB#	*NB#	*NB#	*NB#				*NB#	*NB#				*NB#		*NB#	*OO$	*NB#	*NB#	*YB#
Amsterdam, WCSS Walter T. Gaines	*NB#	*NB#	*NB#	*OOO	*OOO		*OOO	*OOO	*OOO	*OOO		*OOO	*OOO	*OOO	*OOO	*OOO	*OOO	*OOO	*OOO
Batavia, WBTA Edmund R. Gamble	*NB#	*NB#	*NB#	*NB#	*NB#			*YB#	*NB#				*YB$	*NB#	*NB#	*NB#		*NB#	*NB#

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City, Station Call Letters, Merchandising or Station Manager	TRADE CALLS			TRADE MAILINGS				ADVERTISING SUPPORT				ON THE AIR SUPPORT						OTHER SUPPORT	
	Solicit and/or Place Displays	Store Checks	Solicit Tie-in Advertising	Letter	Postcard	Broadside	Merchandising Bulletin	Newspaper Tie-in Ads	Lobby Windows	Billboards	Car Cards	Demonstrations	Give Away Prizes	Product Mentions	Tune-in Announcements	Client Participation in Special Program	Recorded Personality Interviews Plugging Clients' Products	Aid Client Representative in Product Distribution	Merchandising Plan Offering Preferred Displays
Binghamton–Endicott, WENE (ABC) Stephen W. Ryder	*NB#	*NB#	*NB#	*NB#	*NB#		*NB#	*NB#	*NB#			*NB#	*NB#	*NB#	*NB#	*NB#		*NB#	
Binghamton, WINR (NBC) George J. O'Connor	*YB#	*NB#		*YB#	*YB#			*YB$ 50% cost			*YB#		*NB#	*YB#	*NS#		*YB#		
Binghamton, WNBF Cecil D. Mastin	*NB#	*NB#	*NB#	*NB#	*NB#		*NB# Monthly	*NB# to Drug. Grocery							*NB#			*NB#	
Buffalo, WBEN Nicholas J. Walter				*00$	*00$										*000	*000			
Buffalo, WBNY Howard C. Schellenberg		*NB#																	
Buffalo, WEBR Bill Doerr	*NB#	*NB#		*NS$ First 500 free				*NB#					*NS#		*NB#	*NB#			
Buffalo, WGR I. R. Lounsberry	Treat each case individually – no fixed policy.			*NB#	*NB#										*00#			*00#	
Buffalo, WKBW Roger M. Baker	*NB#	PNO#	*NB#	*NB#	*NB#	PNO#	*NB#		PNO#			*NB#	*NB#		*NB#	PNO#		*NB#	PNO#
Corning, WCLI Gordon M. Jenkins	*YB#	*YB#	*YB#	*YB# Sometimes charge for	*YB#		*YB# Postage	*YB# Use own daily	*YB# newspaper						*YB#		*YB#	*YB#	*YB#
Cortland, WKRT Leighton A. Hope	*YB#	*000	*000	*000	*000			*YB$ ½ cost	*000				*00#	*00#	*00# Program only	P000	*00#	*YB#	
Dunkirk, WFCB Alois A. Schmidt	*YBO	*YBO	*YBO	*YBO			*YBO	*NOO	*NBO	*NBO	*NBO	*NBO	*OBO	*OBO	*OBO	*OBO	*OBO	*OBO	*OBO
Elmira, WELM Keith W. Horton	*NB#	*NBO	*NBO	*YS#	*YS#		*NB#	*NB#	*NB#				*NB#	*NB#	*NB#	*NB#	*NB#	*YS#	
Elmira, WENY Dale L. Taylor	*YB#	*YS#	*YB#	*YS#	*YS#	*YS#	*YS#	*YB#						*YB#	*YB#		*YS#	*YS#	

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WGR — Buffalo, New York

is one of 33 radio and television stations using Whaley Taxiposter Advertising to merchandise and promote their programs to the local audience. Taxiposters give broadcasters and telecasters that local impact which is so important in merchandising. For rates and availabilities, write William E. Whaley Company, 901 Washington Building, Louisville, Kentucky.

in

Over 130 Markets

The Outdoor Advertising Easiest to See!

Whaley TAXIPOSTER ADVERTISING

City, Station Call Letters, Merchandising or Station Manager	TRADE CALLS			TRADE MAILINGS				ADVERTISING SUPPORT				ON THE AIR SUPPORT						OTHER SUPPORT	
	Solicit and/or Place Displays	Store Checks	Solicit Tie-in Advertising	Letter	Post-card	Broad-side	Merchandising Bulletin	Newspaper Tie-in Ads	Lobby Windows	Billboards	Car Cards	Demonstrations	Give Away Prizes	Product Mentions	Tune-in Announcements	Client Participation in Special Program	Recorded Personality Interviews Plugging Clients' Products	Aid Client Representative in Product Distribution	Merchandising Plan Offering Preferred Displays
Freeport, WGBB Murray C. Evans	*NB#	*NB#	*NB#	*000				*000						*000		*000	*000	*000	
Geneva, WGVA Thomas L. Brown	*YB$	*NB#	*NB#	*YB$	*YB$		*YB$						*YB#		*NB#	*NB#		*YB#	*YB#
Glens Falls, WWSC Martin Karig	*NB#	*NB#	*NB#	*YB#	*YB#	*YB#	*YB#	*YB#	*NB#			*NB#	*NB#	*NB#	*NB#	*NB#	*YB#	*NB#	*NB#
Hempstead, WHLI Paul Godofsky	*NB$														*NB#	*000	*000	*000	
Hornell, WLEA (Mutual) Michael Ryan	*NB#	*NB#	*NB#	*NB#	*NB#		*NB#	*NB#	*NB#		*NB#		*NB#	*NB#	*NB#		*NB#		*NB#
Hornell, WWHG Donald J. Curran	*YBO	*YBO	*YBO	*YB#	*YB#			*YB#	*000			*YB#	*YB#	*YB#	*YB#	*YB#	*YB#	*NB#	PNB#
Hudson, WHUC Robert P. Strakos	*NB#	*NB#		*NB#									*NB#	*NB#	*YB#	*NOO	*NB#	*NB#	
Huntington, WGSM Edward J. Fitzgerald	*YS#	*YS#		*YS#	Have never been asked		*YS#						*YS#	*YS#	*NS#	*000			*000
Jamestown, WJOC Harold P. Kane	*YB#		*NB#	*NS#	*NS#			*YB#	*YS#			*YS#	*YS#		*NB#	*NS#	*YS#	*YB#	
Jamestown, WJTN (ABC) Simon Goldman	*YB#	*YS#		*YS$	*YS$		*YS#	*NB#			*YS$		*NB#	*YB#	*NB#		*NS#	*YB#	
Liberty, WVOS Seymour D. Lubin	*NB#	*NB#	*NB#	*NB#	*NB#			*NB#				*NB#	*NB#	*NB#		*NB#	*NB#	*NB#	
Lockport, WUSJ John R. Gelzer	*NS#	*NS#		*NS$				*NS#	*NS$				*NS#	*NS#	*NS#		*NS#		
Malone, WICY Mitchell C. Tackley	*000	*000	*000	*000					*000				*000	*000	*000	*000	*000	*000	
Middletown, WALL James M. Patt	*YS#	*YS#	*YS#	*YS#	*YS#			*YS#			-		*YS#	*YS#	*YS#		*YS#	*NS#	
Newburgh, WGNY Joseph H. Rake				*NB#							*NS#			*NB#	*NB#				
New York City, WABF Sherman Lawrence	*YS#	*YS#	*YS#	*NS#					*YO#			*NS#	*OS#	*YS#	*NS#	*YS#	*YS#	*YO#	
New York City, WHOM Charles Baltin	*YB#	*YB#	*YB#	*YB$ Depends on size of mailing											*YB#			*YB#	*YB#
New York City, WINS Harold C. Folts	*NS#	*NS#	*NS#	*NS#	*NS#	*OSO	*NS#						*NS#		*NSO	*NS#	*NS#	*NS#	*NS#
New York City, WLIB Harry Novik	*YB#	PYB#	*YB#	*YB#	*YB#		*YO#	*YB#	*YB#	*YB#	*YB#	*YB#	*YB#	*YB#	*YB#	POOO	*NB#	*NB#	*YB#
New York City, WNBC (NBC) Ted Cott	*YS#		*YS#	*YS#	*YS#		*YS#	*YS#	*YS#	*YS#	POOO				*YS#	*YB#		*NB#	*YS#
New York City, WOR (Mutual) William Crawford		*000	*000	*000			*000	*000	*000		*000								
New York City, WOV Ralph N. Weil	*YS$	*YS$		*YS$ Postage charge only				*YS$	*YS$			*YS$	*YS$		*YS$	*OS$	*OS$	*NS$	
New York City, WQXR (AM & FM) Norman S. McGee				*000	*000	*000	*000	*000 Programs only							*000	*000		*000	
New York City, WWRL Selvin Donneson	*NS#	*NS#	*NS#		*NS#		*NS#	*NS#	*NS#	*NS#			*NS#		*NS#			*NS#	*YS#
Niagara Falls, WHLD (AM & FM) Earl C. Hull	*NB#	*NB#	*NB#	*NB#	*NB#		*NB# If requested	*NB#	*NB#			*NB$	*NB#	*NB#	*NS#	*NBO	*NB#	*NB#	*NB#
Niagara Falls, WJJL Tom W. Talbot	*YB$	*NB#	*NB#	*YB$	*YB#		*YB#	*YB#	*NB#	*YB$			*NB#	*NB#	*NB#	*NB#	*NB#	*NB#	*YB#

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	Solicit and/or Place Displays	Store Checks	Solicit Tie-in Advertising	Letter	Postcard	Broadside	Merchandising Bulletin	Newspaper Tie-in Ads	Lobby Windows	Billboards	Car Cards	Demonstrations	Give Away Prizes	Product Mentions	Tune-in Announcements	Client Participation in Special Program	Recorded Personality Interviews Plugging Clients' Products	Aid Client Representative in Product Distribution	Merchandising Plan Offering Preferred Displays
Norwich, WCHN William J. Hall				•N00	•000 Program users only			•Y00	•Y00				•Y0$		•Y00	PY00			
Olean, WHDL (Am & FM) John R. Henzel	•NB#	•YB#		•YB#	•YB#			•YB#	•YB#						•YB#		•YB$	•YB#	
Oneonta, WDOS Ernest F. Oliver	•YS$ Charge in excess of 500		•YS$ Charge if over 500	•YS$ Charge if over 500	•YS$			•YS#											
Peekskill, WLNA Irving E. Cottrell	•000	•000	•000					P000					•000	•000	•000	•000	•000	•000	
Plattsburg, WEAV (ABC) George F. Bissell	•YB#	•YB#	•YB#	•000			•000	•000	•000			•000			•000	P000	•000	•000	P000
Plattsburg, WIRY Joel H. Scheier	•NS#	•NS#	•NB#	•YS#					•NS#		•NS#		•YS#		•YS#				
Poughkeepsie, WEOK Arthur J. Barry, Jr.	•NS#	•NS#	•NS#	•NS#	•NS#		•NS#	•YS#			•YS#		•NS#	•NS#	•NS#	•NS#	•NS#	•NS#	•NS#
Poughkeepsie, WKIP George W. Bingham	•NB#	•NB#	•NB#	•NB#	•NB#			•NB#	•NB#	•NB#	•NB#		•NB#	•NB#	•NB#	•NB#	•NB#		
Rochester, WARC Joseph A. Pace	•NB#	•NB#	•NB#	•NB#	•NB#	PNB#	•NB#	•NB#	•NB#				•NB#	•NB#	•NB#	•NB#	•NB#	•NB#	
Rochester, WHAM William Fay	•NB#			•YS#	•YS#		•YS#	•YB#	•YB#		•YS#		•Y80		•Y80 Programs only			•Y80	

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we want to

blow our own horn...

and yours too,

1 WQXR is America's leading good music station.

2 WQXR gives its advertisers a half-million pre-selected homes in the nation's No. 1 market.

3 Nearly 200 advertisers have found WQXR a profitable medium this year.

4 The good music of WQXR is so much in demand outside Metropolitan New York that 17 stations in Connecticut, Pennsylvania and up-state New York re-broadcast most of its programs.

There's more to brag about – let us tell you how WQXR can blow your horn, too.

WQXR *The Radio Station of The New York Times*
229 West 43rd Street • New York 36, N. Y.

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	Solicit and/or Place Displays	Store Checks	Solicit Tie-in Advertising	Letter	Postcard	Broadside	Merchandising Bulletin	Newspaper Tie-in Ads	Lobby Windows	Billboards	Car Cards	Demonstrations	Give Away Prizes	Product Mentions	Tune-in Announcements	Client Participation in Special Program	Recorded Personality Interviews Plugging Clients' Products	Aid Client Representative in Product Distribution	Merchandising Plan Offering Preferred Displays
Rochester, WHEC (CBS) Le Moine C. Wheeler	*YS#	*YS#	*YS#	*YS#	*YS#			*YB#							*YB#		*YB#	*YB#	
	By phone only																		
Rochester, WRNY William E. Huff	*NS#			*NS#	*YS#			*YS#	*NS#						*YS#	*NS#	*NS#	*NS#	P000
Rochester, WVET Ervin F. Lyke	*NB#	*NB#	*NB#	*NB#	*NB#			*NS#	*NB#				*NB#	*NB#	*NB#				*YS#
				Mailing list adjusted to air time purchased				Adjusted to air time purchased							Adjusted to air time purchased				
Saranac Lake, WNBZ Jacques De Mattos	*NB#	*NB#	*000	*NB#				P000	*NB#			*NB#		*NB#	*NB#	*NB#	*NB#	P000	
Schenectady, WSNY Winslow P. Leighton	*YS$	*YS$	*YS$	*YS$	*YS$	*YS$	*YS$	*YS$	*YS#				*YS#	*YS#	*YS#		*YS#	*YS#	
Syracuse, WAGE (ABC) Doug Johnson	*YB#	*YB#		*YB$	*YB$	*YB$	*YB$	*YB$	*YB#					*NB#	*YB#			*NB#	*YB#
Syracuse, WFBL (CBS) Samuel W. Woodworth	*NB#	*NB#		*YB#	*YB#		*NB#		*NB#				*NB#		*NB#	*NB#		*NB#	*NB#
Syracuse, WOLF Sherm Marshall	*Y00		*Y00	*Y00	*Y00										*000			*000	
Syracuse, WSYR Edmund R. Vadeboncoeur	*NB#	*NB#	*NB#	*NB#	*NB#	*NB#		*NB#	*NB#		*NB#	*NB#	*NB#	*NB#	*NB#		*NB#	*NB#	*YB#
Utica, WGAT J. E. Williams	*000	*000	*000	*000 Up to 300	*000	*000			*000						*000	*000	*000	*000	
Utica, WIBX Elliott Stewart	*NB#	*NB#	*NB#	*NB#	*NB#	*000	*NB$	*NB#	*NB#			*NB#	*NB#	*NB#	*NB#		*000	*NB#	
						If provided by client													
Utica, WRUN (AM & FM) Richard A. Clark	*YB#	*YB#	*YB#	*YB#	*YB#	*YB#	*YB#	*YB#	*YB#				*YB#	*YB#	*YB#	*YB#	*YB#	*YB#	
	Dependent on extent of client's campaign																		
Watertown, WATN G. Harry Righter		*000	*000	*YB#	*YB#	*YB#	*YB#	Competing Station owns newspaper	*YB#						*YB#	PYB#	*YB#	*NB#	
	By telephone only					If furnished by client		If furnished by client											

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AS ALWAYS / WSYR is miles ahead
in Programming, Merchandising and Promotion...
The Figures Prove It - Write or Ask Headley-Reed
WSYR - NBC Affiliate in Central New York

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White Plains, WFAS Frank A. Seitz	*Y0#	*Y0#	*Y0#	*YB#	*YB#	*YB$		*YB#	*YB#			*000	*000		*000	*000	*000	*000	*000
								If prog. package is purchased											
NORTH CAROLINA Ashboro, WGWR J. R. Marlowe	*YS0	*YS0	*YS0	*YS0	*YS0	*YS0			*YS0				*YS0	*000	*NS0			*N00	
Asheville, WISE H. H. Thoms	*000	*000		*000	*000			*000	*000					*000	*000		*000	*000	
Asheville, WLOS Charles B. Britt	*NB#	*NB#	*NB#	*YB#	*YB#			*YB#	*YB#	*YB#			*NB#	*NB#	*NB#		*YB#	*YB#	
Asheville, WSKY Zeb Lee	*NB#	*NB#	*NB#	*00$	*00$		*NB#					*NB#	*NB#	*NB#	*NB#	On special occasions only	*00#	*NB#	
				Lg. mailing postage only															
Asheville, WWNC (CBS) C. B. Hoskins	*YB#	*YB#		*YB0				*YB0	*YB0		*YB0				*YB0			*YB0	
								New program only											
Boone, WATA W. Ralph Tugman	*000	*000	*000	*YB#			*YB#	*YB#	*YB#	P000			*00$		*0B#	*0B$	*0B$	*0B#	*00#
								Infrequently											
Burlington, WBBB E. Z. Jones	*NS#	*NS#	*NS#		*YB$				*NB#		*YB#		*YB#	*NB#	*NB#	*NB#	*NB#	*NB#	
					Furnish cards						Client	furnishes cards							
Burlington, WFNS G. C. Starnes	*YB#	*YB#	*YB#	*YB#	*YB#	P000	P000	*YB#		*YB#			*000	*000	*YB#	*YB#	*YB#	*000	
Charlotte, WAYS James P. Poston	*YB#	*YB#	*YB#	*YB#	*YB#		*YB#	*YB#	*YB#	*YB#					*YB#	*YB#	*YB#	*YB#	*YB#
Charlotte, WGIV F. M. Fitzgerald	*NB#	*NB#	*NB#	*NB#	*NB#			*NB#	*NB#			*YB$	*NB#	*NB#	*NB#	*NB#	*NB#	*NB#	
Charlotte, WSOC B. A. Lawrence	Offers some merchandising services - no details reported.																		
Concord, WFGO James H. McCurry	*NB#							*NB#						*NB#	*NB#	*NB#	*NB#		
Dunn, WCKB A. Lincoln Faulk	*YB#	*YB#	*YB#	*NB#	*NB#							*NB#		*NB#	*NB#	*NB#		*NB#	
Durham, WDNC L. F. Jarman	*YB#	*YB#	*NB#	*YB#	*YB#		*YB#	*YB#					*YB#	*YB#	*YB#	*YB#		*YB#	
Durham, WTIK Harmon Duncan	*NB#	*NS#	*NB#	*NS#	*NS#			*000	*NB#	PYB0		P000	P0B$	*NS#	*NS#	*NS#	*NS#	*NB#	PYB0
								Local program only					At cost						
Elizabeth City, WGAI C. Alden Baker	*NB#	*NB#		*YB$	*YB$				*000					*NO#	*NB#		*000	*000	*YB#
Fayetteville, WFAI (CBS) J. H. Mayes, Jr.	*YB#	*NS#	*YB#	*YS#	PYS#		*YS#	*YB$	*YS#		PYS0		*NB#		*NB#			*YB#	
								Occasional charge											
Fayetteville, WFLB (ABC) L. W. Allen	*NB#	*NB#	*NB#	*NB#				*NB#							*NB#		*NB#	*NB#	
Fayetteville, WFNC (Mutual) V. W. Dawson	*YB$	*YB$	*YB$	*YB$	*YB$		*YB$	*YB$					*YB#	*YB#	*YB#	*YB$	*YB$	*YB#	
				Mailing costs			Mailing costs	Splits cost											
Fuquay Springs, WFVG Robert E. Stephenson	*NB#	*NB$	*NB$	*NB$				*YB0	*YB0			*YB$	*YB$	*YB#	*NX$	*YB$	*YB#		
Goldsboro, WFMC Charles S. Carter	*NB#	*NB#	*NB#	*NB#	*NB#			*NB#	*NB#				*NB#		*NB#	*NB#	*NB#	*NB#	*NB#
Goldsboro, WGBR V. G. Balkcum	*NB#		*NB#	*NB#		*YB#	PNB#					PNB#	*0B#	*0B#	*NB#	*NB#	*NB#	*NB#	PNB#
Greensboro, WBIG (CBS) Allen Wannamaker	*N00	*N00	*N00	*Y00	*Y00			*Y00	*N00			*Y00	*Y00	*N00	*N00	*N00		*N00	
Greensboro, WCOG Virgil Evans, Jr.	*YS#	*YS#	*YS#	*YS#	*YS#	*YS#	*YS#	*000	*YS#	*YS#	*YS#	*YS#	*YS#	*YS#	*YS#	*YS#	*NS#	*YS#	PNS#
				Dep. on size of camp. & mailing				If client pays											

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City, Station Call Letters, Merchandising or Station Manager	TRADE CALLS			TRADE MAILINGS				ADVERTISING SUPPORT				ON THE AIR SUPPORT						OTHER SUPPORT	
	Solicit and/or Place Displays	Store Checks	Solicit Tie-in Advertising	Letter	Postcard	Broadside	Merchandising Bulletin	Newspaper Tie-in Ads	Lobby Windows	Billboards	Car Cards	Demonstrations	Give Away Prizes	Product Mentions	Tune-in Announcements	Client Participation in Special Program	Recorded Personality Interviews Plugging Clients' Products	Aid Client Representative in Product Distribution	Merchandising Plan Offering Preferred Displays
Greensboro, WGBG Ralph M. Lambeth	*YB#	*YB#	*YB#	*YS#			*YS#		*YB#			*YS#	*YS#	*YS#	*YB#	P000	*YB#	*YS#	
Henderson, WHNC Nathan Frank	*NO#	*NO#	*NO#	*NO#	*NO#		*NO#	*NO#	*NO#		*NO#	*NO#	*NO#	*NO#	*NO#	*NO#	*NO#	*NO#	
Hendersonville, WHKP (ABC) Kermit Edney	*NB#	*NB#		*NB# Provided client provides material	*NB#		*NB#	*NB#	*NB#						*NB#		*NB#	*NB#	*NB#
Hickory, WIRC Edmond H. Smith, Jr.	*NB#	*YB#	*YB#	*YB# Limit on postage	*YB#			*YB# Split costs – limit on lineage					*YB#		*YB#	*YB#	*YB$ Recording fees	*NB#	
High Point, WMFR (ABC) Frank S. Lambeth	*NB#	*NB#	*NB#	*NB$ Charges cost only	*NB$	*NB$	*NB$	*NB#					*NB#	*NB#	*NB#			*NB#	
Jacksonville, WJNC Lester L. Gould	*YB$	*YB$	*YB$	*YB$	*YB$				*YB$				*NOO	*NOO	*NOO		*NOO	*NOO	
Kinston, WELS Jack P. Hankins	*NB# By mail only		*YS#	*YB#					*NX#		*NS#				*NB#	*NS#		*NB#	
Kinston, WFTC																		*NB#	
Laurinburg, WEWO J. R. Dalrymple, Jr.	*YS# Independent station	*YS#	*YS#	*YS#	*YS#		*000	*YS#	*NS#				*YS#		*YS#	*YS#	*YS#		
Leaksville, WLOE D. L. Craddock	*YB#	*YB#	*YB#	*YB$ If over 10%	*YB#	*YB$ If over 10%	*YB$	*YB#	*YB#			*YB#	*YB$	*YB$	*YB#	*YB#	*YB#	*NB#	*YBO
Lenoir, WJRI John P. Rabb	*YB#	*YB#	*YB#	*YB#	*YB#				*YB#		*YB#			*NB#	*YB#	*YB$	*YB$	*NB#	
Monroe, WMAP D. E. Marable	*YB#	*YB#	*YB#					*YB#	*YB#				*YB#	*NB#	*NB#	*YB#	*YB$	*NB#	P000
Morehead City, WMBL Grover C. Munden	*YS#	*YS#	*YS#	*YS#				*YS#					*YS#		*YS#				
Morganton, WMNC Nathan J. Cooper	*NB#		*NB#	*NB#	*NB#			*NB$ *NO# Co-op charge							*NB#				
New Bern, WHIT Ray D. Williams	*NB#	*NB#	*NB#	Personal contact more effective in smaller markets				*000 Very seldom					*NB#	*NB#	*NB#	*NB#	*NB$	*NB#	
Raleigh, WNAO Charles N. Stone	*NB#	*NB#						*NB#	*NB#				*NB#	*NB#	*NB#		*000 For regular clients only	*NB#	
Raleigh, WPTF Richard H. Mason	*YB#	*YB#	*NB#	*NB# Provided mailings are not too frequent	*NB#	*NB# If furnished by client	*NB#	*NB#	*YB# Lobby display				*YB#	*YB#	*NB#	*NB#		*YB#	*YB#
Raleigh, WRAL Fred Fletcher	*YS#	*YS#		*YS#	*YS#		*YS#	*YS#	*000					*000	*000		*000	*000	*000
Reidsville, WFRC Steve Woodson	*NS#				*000			*000	*000					*000	*000	*000	*000	*000	
Reidsville, WREV William M. Oliver	*NBO	*NBO Occasionally	*NBO	*YB#			*YB#	*YB#						*YB#	*YB#		*YB$	*NB#	
Roanoke Rapids, WCBT Jerry Elliot	*000	*000	*000	*000					*000				*000		*000 Program only		*000 At cost rates	*000	
Rockingham, WAYN Wm. F. Futterer, Jr.	*NS# No network	*NS#	*NS#		*YS$				*YS$				*NS#	*NSO	*YS#		*OS$		
Rocky Mount, WCEC Mel Warner	*YB#	*YB#	*YB#	*YB#	*YB#		*YB#	*YB#							*YB#	*YB$	*YB#	*YB#	
Rocky Mount, WEED W. Avera Wynne	*NB#	*NB#	*NB#		*YS# National spot – business only			*00$ Provided client pays all cost							*NX#	*000		*NB#	
Rocky Mount, WFMA (CBS) Mel Warner	*YB#	*YB#	*YB#	*YB#	*YB#		*YB#	*YB#							*YB#	*YB$	*YB#	*YB#	

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City, Station Call Letters, Merchandising or Station Manager	TRADE CALLS			TRADE MAILINGS				ADVERTISING SUPPORT				ON THE AIR SUPPORT						OTHER SUPPORT	
	Solicit and/or Place Displays	Store Checks	Solicit Tie-in Advertising	Letter	Postcard	Broadside	Merchandising Bulletin	Newspaper Tie-in Ads	Lobby Windows	Billboards	Car Cards	Demonstrations	Give Away Prizes	Product Mentions	Tune-in Announcements	Client Participation in Special Program	Recorded Personality Interviews Plugging Clients' Products	Aid Client Representative in Product Distribution	Merchandising Plan Offering Preferred Displays
Roxboro, WRXO Harold S. Taylor	*NB#		*NB#	*NB#	*NB#										*NB#	*NB#			
Salisbury, WSAT Harry L. Welch	*OB#		*OB#	*OB#	*OB#			*OB#					*OB#	*OB#	*OB#	*OB#	*OB#	*OB#	
Salisbury, WSTP Russell B. McIntire	*NB#	*NB#						*000						*NB#	*NB#	*NB#	*NB#		
Sanford, WEYE Waldo W. Primm		*00# In a limited way	*00# Occasionally										P00$	*000	*NO#	P00#	*000		
Shelby, WOHS Robert M. Wallace	*YS#		*YS#	*YS#	*YS#	On minute time if client furn.		At times							*YB#		*YOO	*YS#	
Smithfield, WMPM John S. Townsend	*NS#			*NS#				*NO$						*NO#	*NO#	PNO#	*NO$	*NO#	
Southern Pines, WEEB Jack S. Younts	*YS#	*YS#	*YS#	*YS#		*YS#		*YS#	*YS#		*YS#			*YS#				*YS#	
Statesville, WSIC Charles D. Milton	*NB#	*NB#		*NB#	*NB#		*NB#	*NB#	*NB#	*NB#			*NB#		*NB#	*NB#	*NB#		
Tarboro, WCPS James T. Snowden	*NB#	*NB#	*NB#	*NB#	*NB#		*NB#	*NB#	*NB#	*NB#		*NB#	*NB#	*NB#	*NB#	*NB#	*NB#	*NB#	
Wadesboro, WADE Willard P. Billingsley	*NB#	*NB#	*NB#	*NB$ Postage	*NB$			*NB$ Splits cost	*NB#	*NB#				*NB#	*NB#	*NB#	*NB#	*NB#	
Washington, WRRF Thomas H. Patterson	*NO#	*NO#	*NO#	*NO#			*NO#	*NO#				*NO#	*NO#	*NO#	*NO#		*NO#	*NO#	
Waynesville, WHCC James B. Childress	*NB#		*NB#	*NB#	*NB#			*NB#	*NB#	*NB#			*NS#	*NB#	*NB#	*NB#	*NB#	*NB#	P000
Wilmington, WMFD Richard A. Dunlea	*OB#	*OB#	*OB#	*OBO	*OBO										*OB#		*OB#		
Wilson, WGTM Henry E. Sullivan	*000			*000				*000		*000	*000		*000		*000	Would if interest justified	*000	*000	
Wilson, WVOT Harry W. Severance	*YS#	*YS#	*YS#	*YS$ Charge for postage & cards	*YS$		*YS$ Postage	*YB$ Cost	*YS#	*NB$	*NB$		*NS$		*YB#			*NS#	
Winston-Salem, WAAA Gene Sink	*NB# Are national advertisers	*NB#	*NB#	*NB#	*NB#				*NB#	*NB#		*NB#	*NB#	*NB#	*NB#		*NB#	*NB#	*NB#
Winston-Salem, WAIR Jack Weldon	*NB#	*NB$	P000	*NB$ Postage & service charge	*NB$			*NB#	*NB#	*NB#	*NB#	*NB#	*NB#	PNB#	*NB#	P000		*000	
Winston-Salem, WSJS Harry B. Shaw	*NB#	*NB#	*NB#	*NB#	*NB#	If furnished			*NB#	*NB#	*NB#				*NB# Program only	*NB#		*NB#	*NB#
Winston-Salem, WTOB John G. Johnson	*YS#	*YS#	*YSO		*YSO			*YB#							*YB#		*YB#	*NB#	
NORTH DAKOTA Bismarck, KFYR Frank E. Fitzsimonds	*000 Infrequently	*NB#		*YB$ Cost	*YX$		*NB#	*YB#	*YB#			*NB#	*NB#	*NB#	*NB#	*YB#	*YB#	*NB#	
Dickinson, KDIX Orville F. Burda	*YS#	*YS#	*YS#	*YS#				*OS$	*OSO				*YS#	*YS#	*YS#	*OS$	*YS$	*YS#	
Fargo, KFGO Charles G. Burke	*YB# Lim. Number	*YB$	*NB# If frequent	*YB#			*YB#	*NB# Station selects			*YB$ Cost		*YB#	*NB# Station selects	*NB#	*NB#		*NB#	
Fargo, KVOX Robert L. Owens	*NB#	*NB#	*NB#	*NB$	*NB$	*NB$	*NB$	*NB#	*NB#	*NB#			*NB#		*NB#	*NB#	*NB#	*NB$	
Grand Forks, KILO (CBS) Herman Livingston	*YS#	*NS#	*YS#	*YS#	*YS#		*YS#	*YS#	*YS#						*YB#		*YS#	*YS#	
Minot, KLPM C. W. Baker	*NB#	Very seldom	*NB#	*NB$ Cost	*NB$ Cost			*YB# 39 wk. contracts				*000	*000	*000	*000	Occas.	*000	*000	

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City, Station Call Letters, Merchandising or Station Manager	TRADE CALLS			TRADE MAILINGS				ADVERTISING SUPPORT				ON THE AIR SUPPORT						OTHER SUPPORT	
	Solicit and/or Place Displays	Store Checks	Solicit Tie-in Advertising	Letter	Postcard	Broadside	Merchandising Bulletin	Newspaper Tie-in Ads	Lobby Windows	Billboards	Car Cards	Demonstrations	Give Away Prizes	Product Mentions	Tune-in Announcements	Client Participation in Special Program	Recorded Personality Interviews Plugging Clients' Products	Aid Client Representative in Product Distribution	Merchandising Plan Offering Preferred Displays
Valley City, KOVC Robert E. Ingstad	*YB0	*YB0			*YB0			*YB0	*YB0				*YB0	*YB0	*YB0	*YB0	*YB0		
OHIO Akron, WCUE Tim Elliot	*NB#	*NB#	*NB#	*YB#	*YB#		*YB#	*YB#	*YB#	*YB#			*NB#	*NB#	*NB#		*NB#	*NB#	*YB#
Akron, WHKK (Mutual) J. B. Maurer	*YB$ Sometimes	*YB$		*YB$ Sometimes	*YB$	P000	*YB$	*YB$					*YB$ Sometimes	*YB#	*YB#	*YB#		*YB#	
Ashland, WATG Cecil N. Green	*NB#	*NB#	*NB#	*YB$ Cost	*YB$			*YB#					*YB#	*YB#	*YB#			*NB#	
Athens, WATH Andrew A. Kovlan	*YO#	*YO#	*YO#	*YO#				*YO#					*YO#	*YO#	*YO#		*YO#	*YO#	
Bellefontaine, WOHP Patrick N. Shannon		*NS#					*YS$						*YS$	*NB#	*NB#	*NB#	*NB#	*NB#	
Cambridge, WILE Albert G. Engel	*NS#	*NS#	*NS#	*NS#	*NS#										*NS#	*NS#			
Canton, WCMW Clark L. Dozer	*YS#	*NS#	*YS#	*YS$	PYS#		PYS#	*YS#		*YS#	*YS#	*YS#	*NS#		*NS#			PYS#	*YS#
Canton, WHBC (ABC) Robert E. Fehlman	*NB#	*YB# Max. of 13 wk. min. contract 1-26 wks.	*YB#	*YB0	*YB0		*YB0	*YB# Extent dependent upon size of client's schedule	*NB#			*NB#		*NB#	*NB# Prog. only		*NB#	*NB#	
Chillicothe, WBEX William R. Mnich	*NB# Occasionally	*NS#	*NS#	*NB#						*YB#		*NB#	*NB#	*NB#	*NB#	*000 Occasionally		*NB#	
Cincinnati, WCKY Charles H. Topmiller	*NS#	*00$		*NS0	*NS0									*NS0	*NS0		*NS#	*NS#	
Cincinnati, WLW (NBC)	*NB#	*NB#	*NB#	*NB#	*NB#	*NB#	*NB#	*NB#	*NB#	*NB#	*NB#	*NB#	*NB#	*NB#	*NB#	*NB#	*NB# Depends upon circumstance	*NB#	*NB#
Cincinnati, WSAI (ABC) J. Robert Kerns	*NB#	*YS#		*YS0	*YS#			*YS#					*YS#	*YS#	*YB#	*YS#	*YS#	*YB#	P000

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Point-of-sale displays in Akron's largest Super-Markets offered WCUE advertisers

Starting January 1954, WCUE will begin an exclusive merchandising tie-in with ACME Stores, 16 supermarkets and 21 superettes. Food advertisers on WCUE will receive point-of-sale displays for one entire week with each 13 week advertising schedule, tying in your product with WCUE personalities. Your product will be featured in island, cart or shelf displays at ACME. Cash in on this sales stimulating WCUE plan. Contact WCUE or see your FORJOE man for details.

AKRON'S FAVORITE STATION

Wcue

See your FORJOE man for details

City, Station Call Letters, Merchandising or Station Manager	TRADE CALLS			TRADE MAILINGS				ADVERTISING SUPPORT				ON THE AIR SUPPORT						OTHER SUPPORT	
	Solicit and/or Place Displays	Store Checks	Solicit Tie-in Advertising	Letter	Postcard	Broadside	Merchandising Bulletin	Newspaper Tie-in Ads	Lobby Windows	Billboards	Car Cards	Demonstrations	Give Away Prizes	Product Mentions	Tune-in Announcements	Client Participation in Special Program	Recorded Personality Interviews Plugging Clients' Products	Aid Client Representative in Product Distribution	Merchandising Plan Offering Preferred Displays
Cleveland, WERE Richard Arbuckle	*YS#	*YS#	*YS#	*YS#	*YS#			*YS0	*YS0	*YS0	*YS0	*YS#	*YS#	*YS#	*YS#	*YS#	*YS#	*YS#	*YS#
Cleveland, WGAR (CBS) Carl E. George	*NB#			*NB#	*NB#	*NB#	*NB#	*NB#	*NB#	*NB#	*NB#				*N00	*NB#	*000 If paid	*N0# by client	*YS#
Cleveland, WHK Kenneth K. Hackathorn	*YB#	*YB#	*NB#	*NB$ If over 1,000	*YB#				*NB#			*YB#	*NB#	*NB#	*NB#	*NB#	*YB#	*YB#	
Cleveland, WJW J. William Lemmon	*NB#	*NB#	*NB#	*NB#	*NB#		*NB#	*NB#	*NB#		*NB#	*NB#	*NB#	*NB#	*NB#		*NB#	*NB#	
Cleveland, WSRS John D. Kelly	*YS$	*YS$	*YS$	*YS$			*YS$		*000				*Y0#		*YB#	*YB#		P000	P000
Columbus, WBNS (CBS) Richard A. Borel	*NB#	*NB#	*NB#	*YB#	*YB#	*YB#	*YB#	*YB#	*YB#		*YB#	*YB#			*YB#	*YB#		*YB#	
Columbus, WCOL (ABC) Neal A. Smith	*NB#	*NB#	*NB#	*NB#	*NB#		*NB#	*NB#				*NB#	*NB#	*NB#	*NB#	*NB#	*NB#	*NB#	
Columbus, WHKC Harry H. Hoessly	*000	*000	*000	*000	*000		*000			*000					*000	*000	*000	*000	*000
Columbus, WVKO Burt Charles	*YS#	*YS#	*YS#	*YS0	*YS0			*YS0					*000		*000				
Dayton, WING (ABC) Adna H. Karns	*YB#	*YB#	*YB#	*YB#	*YB#			*YB#					*YB#	*YB#	*YB#		*YB#	*000	
Dayton, WONE Louis G. Froelich	*NS#	*NS#	*NS#	*NB#	*NB#	PNB#	*NB#		*NB#			*NB#	*NB#	*NB#	*NB#	*NB#	*NB#	*NB#	*YB#
Dover, WJER William B. Steis	*YB#	*YB#	*YB#	*YB#	*YB#	*YB$	*YB$	*YB#	*NB#			*YB$ Cost	*NB#	*YB#	*YB#	*YB#	*YB#	*NB#	P000
East Liverpool, WLIO Paul Bron Soliner	*YB#	*YB#	*YB#	*YB#	*YB#		*YB#	*YB#	*YB#	*YB#	*YB#	*YB#	*YB#	*YB#	*YB#	*YB#	*YB#	*YB#	*YB#

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from Morning 'til Night

WING The Dayton Station is right

WING The Dayton Station + Top Flight Talent + Advertiser Merchandising + A Large Audience =

For Advertisers

When You Want To Reach The Dayton Market . . . Be Sure to Contact

WING 121 NORTH MAIN ST. or H-R NATIONAL REPRESENTATIVES

WING Is The SURE WAY To Sell The Dayton Market

City, Station Call Letters, Merchandising or Station Manager	TRADE CALLS			TRADE MAILINGS				ADVERTISING SUPPORT				ON THE AIR SUPPORT						OTHER SUPPORT	
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East Liverpool, WOHI Robert E. Metcalfe	*YB#	*YB#		*YB0			*YB0		*YB0			*YO#		*YO#	*YO#	*YO#	*YO#	*YO#	
Elyria-Lorain, WEOL Alex Buchan	*OS#			*YS#	*YS#			*NS#	*NS#				*NS#		*NS#	*NS#			
Findlay, WFIN Harold H. Heminger	*000	Some	Some	*000	*000	*000	*000	*000	Has't been requested						*000	*000		*000	
Fostoria, WFOB Melvin L. Murray	*NS#	*NS#	*NS#	*NS#			*NS#	*NS#			*000		*NS#	*NS#	*NS#			*NS#	
Fremont, WFRO Rockwell C. Force	*NS#	*NS#		*YS$ Postage & clerical cost	*YS$			*YS#				*YSO	*YS$ Cost	*NS#	*NS#		*NS$ Card rate	*NS#	
Gallipolis, WJEH Truman A. Morris	*NS#	*NS#	*NS#	*NS#				*NS# 4 daily papers	*NS#	*NS#		*NS#	*NS#	*NS#	*NS#	*NS#	*NS#	*NS#	
Hamilton, WMOH (Mutual) Robert L. Odson	*NB#	*NB#	*NB#	*NB#			*NB#	*NB#	*NB#		*NB#			*NB#	*NB#	*NB#	*NB#	*NB#	
Ironton, WIRO Clinton E. McElroy	*YB#	*YB#	*YB#		*NB#			*YB#	*YB#					*YB#	*YB#		*YB#	*NB#	*YB#
Lancaster, WHOK James N. Tidd	*NS#			*NS#				*YS#	PYS#			*NS$		*YS#	*YS#	PNS#	*NS#	*NS#	
Lima, WIMA R. W. Mack	*NB#		*NB#	*NB#	*NB#			*NS#	*NB#		*NS#	*NS#			*NB#	*NS#		*NS#	
Lima, WLOK (NBC) Robert O. Runnerstrom	*YB#	*YB#	*YB#	*YB$	*YB$			*YB#	*YB#			*YB#	*YB#	*YB#	*YX#			*YB#	
Mansfield, WMAN (ABC) J. M. O'Hara	*NB#	*NB#	*NB#	*NB#	*NB#						*NB#		*NB#	*NB#	*NB#		*NB#	*NB#	
Marietta, WMOA Robert S. Guyer	*YB#	*YB#	*YB#	*YB$ Charges postage	*YB$	*YB$	*YB$	*YB#	*YB#		*YB#		*YB#	*YB#	*YB#	*YB#		*YB#	

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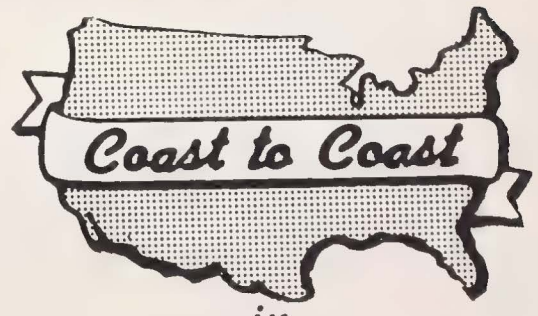
WERC — Erie, Pennsylvania

is one of 33 radio and television stations using Whaley Taxiposter Advertising to merchandise and promote their programs to the local audience. Taxiposters give broadcasters and telecasters that local impact which is so important in merchandising. For rates and availabilities, write William E. Whaley Company, 901 Washington Building, Louisville, Kentucky.



in

Over 130 Markets

The Outdoor Advertising Easiest to See!

Whaley TAXIPOSTER ADVERTISING

City, Station Call Letters, Merchandising or Station Manager	TRADE CALLS			TRADE MAILINGS				ADVERTISING SUPPORT				ON THE AIR SUPPORT						OTHER SUPPORT	
	Solicit and/or Place Displays	Store Checks	Solicit Tie-in Advertising	Letter	Post-card	Broad-side	Merchandising Bulletin	Newspaper Tie-in Ads	Lobby Windows	Billboards	Car Cards	Demonstrations	Give Away Prizes	Product Mentions	Tune-in Announcements	Client Participation in Special Program	Recorded Personality Interviews Plugging Clients' Products	Aid Client Representative in Product Distribution	Merchandising Plan Offering Preferred Displays
Marion, WMRN (ABC) Robert T. Mason	*0B#	*00#	*00#	*00#	*00#		*00#					*000	*000	*000	*000	*000 Local only	Have; not too	*000 successful	
	Emphsis placed on local spot advertising																		
Middletown, WPFB Paul F. Braden	*NB$	*NB$	*NB$	*NB$	*NB$		*NB$	*NB$				*NB$	*NB$	*NB$	*NB$	*NB$	*NB$	*NB$	
	Occasional charges																		
Newark, WCLT Thomas A. Rogers	*YS#	*NS#	P0S#	*YS#	*YS#			*0S#	*YS#					*YS#	*NS#	*NS#	PY0$	*NS#	
Piqua, WPTW Robert C. Bubp	*YS#	*YS#	*Y0#	*YS#				*YS#					*Y0#	*00#	*Y0#	*N0#	*N0#	*NO#	
								Special prog.							Special prog.				
Portsmouth, WNXT Marshall L. Rosene	*NB#			*YS#	*YS#			*YB#			*YS#		*NB#	*NB#	*NB#	P000	*YS#	*YS#	
Portsmouth, WPAY (CBS) Gerald F. Boyd	*NB#	*NB#	*NB#	*NB$	*NB$		*000	*NB$							*NB#	*00$		*NB#	
				Adv. furnishes copy (cost)															
Sandusky, WLEC Jay E. Wagner, Jr.	*NB#	P000			*0B#			*000	Do not have facilities						*000				
Springfield, WIZE (ABC) Virginia Bennett	*YB#			*YB#				*YB#	*000				*YB#	*YB#	*YB#	*000	*000	*YB#	
Springfield, WWSO R. Kenneth Wood	*NB#	*NB#	*NB#	*NB#	*NB#			*NB#	*NB#				*NB#	*NB#	*NB#	*NB#	*NB#	*NB#	
Steubenville, WSTV John J. Laux	*NB0	*NB#	*NB#	*NB#	P000			*NX#	*000	*000		*NB#	*NB#	*NB#	*NB#	*NB#	*YX$	*NB#	
Toledo, WTOD Sunne M. Muller	*NB#	*NB#	*NB#	*NB#	*NB$ *NB#		*NB$	*NB$	*NS$ *NS#				*NB#	*NB#	*YB#	*NB#	*NB#	*NB#	*YB#
					If special card imprint		Printing only	Splits Cost	For special material										
Toledo, WTOL (ABC) Thomas S. Bretherton				*YB#	*YB#						*YSO Client	supplies cards			*YB#		*YB#		

Note: *—Yes to question heading column, Blank—no to question heading column, P—plan to in near future, Y—minimum amount of air time required, N—no minimum time required, 0—not reported, X—network advertiser only, S—spot advertiser only, B—both, $—charge for service, #—no charge for service. Where 0's appear more than once under a classification station did "not report" to all parts of the question.

For **MINUTE** spots to **SELL** Youngstown, Ohio

call any Headley-Reed office or . . .

WFMJ RADIO and TELEVISION

101 W. Broadman St. . . . . Phone RI 3-4121

City, Station Call Letters, Merchandising or Station Manager	TRADE CALLS: Solicit and/or Place Displays	TRADE CALLS: Store Checks	TRADE CALLS: Solicit Tie-in Advertising	TRADE MAILINGS: Letter	TRADE MAILINGS: Postcard	TRADE MAILINGS: Broadside	TRADE MAILINGS: Merchandising Bulletin	ADVERTISING SUPPORT: Newspaper Tie-in Ads	ADVERTISING SUPPORT: Lobby Windows	ADVERTISING SUPPORT: Billboards	ADVERTISING SUPPORT: Car Cards	ON THE AIR SUPPORT: Demonstrations	ON THE AIR SUPPORT: Give Away Prizes	ON THE AIR SUPPORT: Product Mentions	ON THE AIR SUPPORT: Tune-in Announcements	ON THE AIR SUPPORT: Client Participation in Special Program	ON THE AIR SUPPORT: Recorded Personality Interviews Plugging Clients' Products	OTHER SUPPORT: Aid Client Representative in Product Distribution	OTHER SUPPORT: Merchandising Plan Offering Preferred Displays
Warren, WHHH (Mutual) Carl J. Raymond	*NB#		*NB#	*NB#				*YB#	*YS#						*YB#			*YB#	
Worthington, WRFD Joseph D. Bradshaw	*NB# No. dependent on size of contract.	*NB# Wholesale level	*NB# No. dependent on size of contract.	*YB# Charge after first 500 – 13 wk. schedule	PYB#		POB#	*Y00	*NB#			*NB#	*NB#	*N00 Occas. only	*NB# Use vacant spots	*NB#	*NB# Occasional change	*NB#	P000
Youngstown, WBBW (ABC) No name listed	*YB# 13 wk. min. contracts	*OB#	*OB#	*YB# 27% of contract total	*YB# 13 wk. min.					*YS# 13 wk. min.			*000	*000	*000		*000	*000	
Zanesville, WHIZ (NBC) Vernon A. Nolte	*NB#	*NB# On request only	*NB#	*NB#	*NB#	*NB#	*NB# Food & Drug Digest	*NS# Bet. $4,000 – 5,000 yr.			*NB#				*NX#				
OKLAHOMA Ada, KADA Anderson B. Morris	*NS#	*NS#	*NS#	*NS#	*NS#		PNS#	P000	*NS#				*NS#	*NS#	*NS#	*NS#	*NS#	*NS#	*NS#
Altus, KWHW Frank E. Wimberly	*YS#		*NS#	*YS#	*000			*YB#					*YS$	*YS#	*YB#	*YS#	*YS#	*YS$	
Bartlesville, KWON J. Fred Case	*YB# No charge for low cost service	*YB#	*YB#	*YB#	*YB#		*YB#	Use radio spots & billboard	*YB#	*YB#	*YB#	*YB#	*YB#	*YB#	*YB#	*YB#	*YB#	*YB#	*YB#
Blackwell, KBWL Lloyd J. Woodell	*NB#	*NB#	*NB#	PNB#	PNB#	PNB#	PNB#	*NB#	*NB#				*NB#	*NB#	*NB#	*YS$	*NB#	PNB#	
Chickasha, KWCO Phil D. Jackson	*YB$	*NB#	*NB#	*YB$	*NB$			*NB$	*NB#			*NS#	*NS#		*YB#	*NB$	*YB$	*YB#	
Duncan, KRHD Leo R. Morris	*NB#	*NB#	*NB#	*NB#		*NB#	*NB#	*NB#	*NB#	*NB#	*NB#	*NB#	*NB#	*NB#	*NB#	*NB#	*NB# When space is available	*NB#	*NB#
Durant, KSEP Leroy W. Moses	*NB#			*NB#	*NB#			*NB#				*NB#	*NB#		*NB#			*NB#	
Elk City, KASA Lonnie J. Preston	*OB#	*OB#	*OB#	*OB#	*OB#		*OB#		*000		*000	*000		*000	*000	*000	*000	*000	

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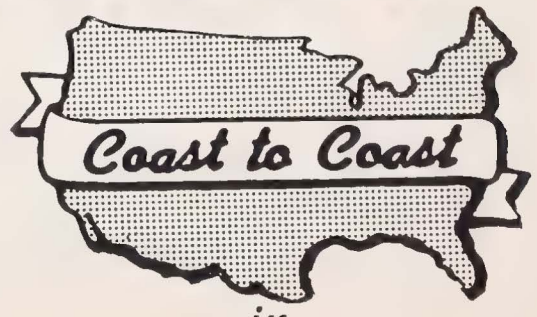
KTUL — Tulsa, Oklahoma

is one of 33 radio and television stations using Whaley Taxiposter Advertising to merchandise and promote their programs to the local audience. Taxiposters give broadcasters and telecasters that local impact which is so important in merchandising. For rates and availabilities, write William E. Whaley Company, 901 Washington Building, Louisville, Kentucky.



in

Over 130 Markets

The Outdoor Advertising Easiest to See!

Whaley TAXIPOSTER ADVERTISING

Affiliated with KFPW, Fort Smith, Ark. and KOMA, Oklahoma City

But IT'S NO TRICK

To cover the RICH MARKET of Tulsa and Eastern Oklahoma

THE "HAPPY MEDIUM" WAY - Radio KTUL

Ample coverage — No waste

POPULATION
855,500

RETAIL SALES
$728,743,000

NET EFFECTIVE BUYING INCOME
$740,890,000

RADIO FAMILIES
215,590

PER CAPITA INCOME
$3,038

L. A. Blust, Jr., Vice Pres. & Gen. Mgr.

AVERY-KNODEL, INC.

City, Station Call Letters, Merchandising or Station Manager	TRADE CALLS			TRADE MAILINGS				ADVERTISING SUPPORT				ON THE AIR SUPPORT						OTHER SUPPORT	
	Solicit and/or Place Displays	Store Checks	Solicit Tie-in Advertising	Letter	Postcard	Broadside	Merchandising Bulletin	Newspaper Tie-in Ads	Lobby Windows	Billboards	Car Cards	Demonstrations	Give Away Prizes	Product Mentions	Tune-in Announcements	Client Participation in Special Program	Recorded Personality Interviews Plugging Clients' Products	Aid Client Representative in Product Distribution	Merchandising Plan Offering Preferred Displays
Enid, KCRC Guy B. Farnsworth	*NB#	*NB#	*NB#	*NB#	*NB#			*NB#	*NB#	*NB#			*NB#		*NB#		PNB#	P000	
Enid, KGWA Harold J. Godschalk	*NB#	*NB#	*NB#					*NB#	*NB#		*NB#		*NB#		*NB#	*000	*NB#		
Hobart, KTJS T. J. Shriner	*YS#	*YS#	*YS#	*YS#	*YS#	*YS#	*YS#		*Y00						*YS$	*YS$	*YS$	*YS$	
Lawton, KSWO Allan Page	*NB#	*NS#	*NB#	*NB# Charge for over 200 pieces	*NB#			*NB#					*NB#		*NB#			*NB#	
McAlester, KNED Ray N. Van Hooser	*NB#	*NB#	*NB#	*NB#				*NB#	*NB#					*000	*NB#	*NB#	*NB#	*NB#	
Miami, KGLC Charles L. Unger, Jr.	*NB#	*NB#	*NB#	*NB# Charge cost for extra large mailing	*NB#			*YB#	*NB#				*NB#		*YB#		*YB#	*NB#	
Muskogee, KBIX Wally Weber	*YB#	*YB#	*YB#	*YB#	*YB#		*YB#	*YB#	*YB#	*YB#	*YB#	*YB#	*YB#		*YB#	*YB#	*YB#	*YB#	
Muskogee, KMUS Jimmie A. Barry	*NO#	*NO#	*NO#	*NO#	*NO#				*NO#						*NO#		*NO#		
Norman, KNOR William S. Morgan	*YO#	*YO#						*YO#				*YO#			*YO#	*YO#	*YO#		
Oklahoma City, KOCY Matthew H. Bonebrake	*YB#	*YS#	*NB#	*YSO	*YS#			*YB#	*YB#						*YB#		*NB#	*NB#	*YB#
Oklahoma City, KOMA Joe Bernard	*NB#	*NB#		*NB#	*NB#		*NB#	*YB$			*NB#	*NB#	*NB#	*NB#	*NB#		*NB#	*NB#	PYS#
Oklahoma City, KTOK E. L. Colbourn	*YS$	*NO#	*YS#	*YS$	*YS$				*YS$						*NS#		*YS#	*YS#	
Oklahoma City, KTOW Rex Lester, Jr.	*NS# No network	*NS#	*NS#	*NS#	*NS#		PNS#		*NS#	P000	*000 Bus cards			*NS#	*NS#		*NS#	*NS#	
Ponca City, WBBZ Cy Casper	*YB#		*YO#	*YB$	*YO$	*YO$	*YO$	*YO#	*YO#			*YB#	*YB#	*YB#	*YB#	*YB#	*YB#	*YB#	
Pryor, KOLS L. L. Gaffaney	*YBO	*YBO	*YBO					*Y00	*Y00			*Y00	*Y00	*Y00	*N00	*N00	*N00	*N00	
Shawnee, KGFF Wilford C. Dickson	*YB#		*NB#	*YB$				*YB#					*YB#		*YB#	*OB#		*YB#	
Stillwater, KSPI James M. Bellatti	*NO#	*NO#	*NO#	*NO#				*NO#	*NO#	*NO#	*NO#				*NO#	*NO#	*NO#	*NO#	
Tri-City, KWSH Pat Murphy	*YB#	*NB#	*NB#	*NS#	*NS#			*NB#	*NB#					*NS#	*YB#	*YS#	*NB$	*NB#	
Tulsa, KOME Riley R. Gibson	*YS#			*YS#	*YS#		*YS#	*YS#		*YS#	*YS#	*NS#	*NS#	*NS#	*NS#		*NS#		*NS#
Tulsa, KRMG (ABC) Frank S. Lane	*NB#	*NB#		*NB#	*NB#		*NB#		*NB#	*NB#					*NB#			*NB#	
Tulsa, KTUL (CBS) John Esau	*OSO Provided call letters	*NBO are imprinted	*NBO	*NBO	*NBO		*NBO	*NBO	*NBO	*NBO	*NBO		*NBO	*NBO	*NBO	*NBO	*NBO	*NBO	*NBO
Tulsa, KVOO W. B. Way				*OB$	*OB$		*OB$		*OB$					*000	*000			*000	
Woodward, KSIW Edward A. Ryan	*YS#	*YS#							*YS#				*YS#		*YS#			*YS#	
OREGON Albany, KWIL (Mutual, Don Lee) Chet B. Wheeler	*NB#	*NX#	*NB#	*NB#				*YB#	*NB#			*YB#	*YB#	*YB#	*NB#	P000		*NB#	
Astoria, KAST (Mutual, Don Lee) Robert D. Holmes	*NB#	*NB#	*NB#	*YB#	*YB#	*YB#	*YB#	*NB#	*YB#	*NB#	*YB#				*YBO	*YBO	*YBO		

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	Solicit and/or Place Displays	Store Checks	Solicit Tie-in Advertising	Letter	Post-card	Broad-side	Merchandising Bulletin	Newspaper Tie-in Ads	Lobby Windows	Billboards	Car Cards	Demonstrations	Give Away Prizes	Product Mentions	Tune-in Announcements	Client Participation in Special Program	Recorded Personality Interviews Plugging Clients' Products	Aid Client Representative in Product Distribution	Merchandising Plan Offering Preferred Displays
Bend, KBND Frank H. Loggan	*YBO	*YBO	*YBO	*YBO	*YBO If client furn.	*YBO If client furn.	*YBO If client furn.	*YBO	*YBO										
Coos Bay, KOOS (Mutual Don Lee) Phil T. Waters	*NS#	*NS#	*NS#	*NS$ Cost				*NS#	*NS#						*NB#			*NB#	
Eugene, KERG (CBS) Herbert R. Michael	*NB#	*NB# On request only	*NB#	*YB#	*NB# When provided	*NB$	*NB#	*NBO	*NB#						*NB#	PNB#		*NB#	
Eugene, KORE (Don Lee, Mutual) Lee P. Bishop	*NBO	POOO	*NBO	*NB$ On occasion				*NB#			*NB#		*NB#	*NB#	*NB#		*000 On occasion	*000	
Eugene, KUGN (NBC) Carlton H. Fisher	*NB# Seldom	*NB#		*NB#	*000		*000 Chg. if costs are excessive	*YB$							*NB#			*NB#	
Klamath Falls, KFJI (Don Lee Mutual) H. R. Maguire	*NB#			*NB#				*NB#	*NB#				*NB#	*NB#	*NB#			*NB#	
Klamath Falls, KFLW (ABC, CBS) H. J. Chandler	*NB#	*NB#	*NB#	*NB#	*NB#		*NB#	*NX#						*NB#	*000	*NB#		*NB#	
La Grande, KLBM Ken L. Lillard	*NB#	*NB#	*NB#	*NB#				*NB#					*NB#		*NB#	*NB#			
Lebanon, KGAL W. Gordon Allen	*NO#	*NO#	*NOO				*000	*000	*000			*000	*000	*000	*000	*000		*000	
McMinnville, KMCM Glasco P. Branson	*NB#	PNB# On request	*NB#	*NB#	*NB#	PNB# On req.	PNB# On req.	*NB#							*NB#				
Medford, KMED James J. Dunlevy	*NB#	*NB#	*NB#		*YB$ Postage		PNB$ Postage	*NX#	*000				*NB#	*NB#	*NX#	*NB#	PYX#	*YB#	PYB#

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XL Parade of Products 20 Years

See The XL Station's Proven Merchandising Plan

2nd Cover

City, Station Call Letters, Merchandising or Station Manager	TRADE CALLS			TRADE MAILINGS				ADVERTISING SUPPORT				ON THE AIR SUPPORT						OTHER SUPPORT	
	Solicit and/or Place Displays	Store Checks	Solicit Tie-in Advertising	Letter	Post-card	Broad-side	Merchandising Bulletin	Newspaper Tie-in Ads	Lobby Windows	Billboards	Car Cards	Demonstrations	Give Away Prizes	Product Mentions	Tune-in Announcements	Client Participation in Special Program	Recorded Personality Interviews Plugging Clients' Products	Aid Client Representative in Product Distribution	Merchandising Plan Offering Preferred Displays
Newport, KNPT Thomas R. Becker	*NB#	*NB#	*NB#	PYB$	PYB$		PYB#	*YB#					*NB#	*YB#	*NB#	PNB$	*NB$		
North Bend, KFIR Glenn E. Nickell	*NB#		*NB#					*NB#						*NB#	*NX#			*NB#	
Portland, KEX J. B. Conley	*NB#	*NS#	*NS#	*NB# Occasionally			*NB#	*NB#	*NB#			*NB#	*NS#	*NS#	*NB# Programs only		*NS#	*NB#	*YS$
Portland, KGON Irwin Scott Adams	*YS#	*YS#	*NS#	*YS#	*YS#		*YS#	*YS#						*YS#	*YS#	*YS#	*YS#	*YS#	
Portland, KGW H Quenton Cox	*YB#	*YB#	PYB#	*YB#	*YB#			*YB#							*YB#			*YB#	
Portland, KLIQ Thomas P. Kelly	*NS#	*YS#		*YS#					*YS#	*YS#			*NS#	*YS#	*NS#			*YS#	*YS#
Portland, KOIN John L. Palmer		*NB#					*NB#	*NB#							*NB#			*NB#	
Portland, KPOJ (Don Lee, Mutual) Richard M. Brown	*YS#			*YS#	*YS#		*NB#	*YB#	*YB#			*YS#	*YB#	*YS#	*000			*000	
Portland, KWJJ Rod F. Johnson	*YS#	*YS$	*YS#	*YS#	*YS#		*YS#	*YS#	*NS#				*YS#		*NS#		*YS#		
Roseburg, KRNR (Don Lee, CBS, Mutual) Leroy Hiatt	*NB#	*NB#	*NB#	*NB#	*NB#			*NX#					*NB#	*NB#	*NX#	*NS#	*NB$	*NB#	*NB#
Salem, KSLM (Don Lee, Mutual) No name listed	*YB#	P000	*NB#	*YB0 Sometimes	*YB0 Sometimes			*NB#	*NB#				*NB#	*NB#	*NB#		*YB0 Sometimes	*NB#	P000
Tillamook, KTIL Tom Hoover		*NS#						*NB#						*NB#	*NB#	*NB#	*NB#		
PENNSYLVANIA Allentown, WAEB Howard Wasserman	*NB#	*NB#	*NB#	*YB#	*YB#		*YB#	*YB#	*YB#			*NB#	*NB#	*NB#	*YB#	*NB#	*NB#	*NB#	
Allentown, WFMZ (FM) Raymond F. Kohn	*YB#	*YB#		PYB#	PYB#		PYB#	*YB#	*YB#	*YB#		PYB#			*YB#			*YB#	
Allentown, WHOL (CBS) James F. Chambers	*YB#	P000	*YB#	*YB#	*YB#			*YB#	*YB#				*YB#		*YB#	*YB#	*YB#	*YB#	
Allentown, WKAP Ogden R. Davies	*NS#	*NS#	*NS#	*YS#	*YS#			*YS#	*NS#						*YS#	*NS#	*NS#	*NS#	
Altoona, WRTA (MBS, NBC) Roy F. Thompson	*OB#			*OB#	*OB#			*OB#			*OB#		*YB#	*YB#	*YB#	*YB#	*YB#		
Altoona, WVAM Robert G. Walter	*NB#			*YB#	*YS#			*NB# Programs only						*NB#	*NB#		*YB#	*YB#	
Beaver Falls, WBVP Thomas B. Price	*YS#	*YS#		*YS$ Postage charge	*YS$			*Y00 Programs only	*Y00				*Y00 Programs only	*YS0	*Y00 Programs only	*Y00		*YS0	*000
Bethlehem, WGPA Arthur McCracken	P000	*NB#	*NB#	*NB#				*NB# Programs only	*NB#				*NB#	*NB#	*NB#			*NB#	
Bloomsburg, WHLM Robert R. Williams	*NB#	*NB#	*NB#	*NB#	*NB#	*NB#	*NB#	*NB#	*NB#	*NB#		*NB#		*NB#	*NB#	*NB#	*NB#		
Butler, WBUT Kenneth E. White	*YS# Independent station		*YS#	*YS#				*YS#	*YS#					*YS#	*YS#		*YS#		
Butler, WISR Robert L. Kaufman	*NB#	*NB$ For costs expenditures	*NB#	*NB#	*NB$		*NB$	*YB#	*NB$				*NB#	*NB#	*NB#	*00$	*NB$	*NB#	P000
Carbondale, WCDL John R. Kreiger	*YS#	PYS#	*YS#	*YS$ Cost of materials				*YS#	*YS#						*YS#		*000 On sponsored prog. only	*YS#	*YS#

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Chambersburg, WCHA John S. Booth	*NB#	*NB#	*NB#	*YB#					*YB#				*NB#		*YB#			*NB#	
Charleroi, WESA Charles R. Duvall	*OB#	*OB#						*YB#					*NB#	*NB#	*NOO	*NO$	*NB#	*NB#	
Chester, WVCH James M. Tisdale	*000		*000					*000				*000		*000	*000	*000		*000	
Coatesville, WCOJ W. S. Halpern				*00Y				*N00							*000				
Doylestown, WBUX Lillian A. Lynch	*000		*000	*000				*000	*000			*000	*000	*000	*000		*000	*000	
Easton, WEST (NBC) Theodore W. Pierce	*NB#	*NB#		*NB#	*NB#		*NB#	*000	*NB#						*NB#			*NB#	*NB#
Erie, WERC Charles E. Denny	*YSO		*08$	*YS$ *080 13 wk. prog.							*080	*0S0		*0S0	*0S0		*0S0	*0S0	
Erie, WIKK Charles R. Kinney	*NS#	*NS#		*NB#	*NB#			*NB#			P000	*NS#		*NS#	*NB#		*NB#	*NB#	
Erie, WLEU Hoyt Hess Stout	*NB#			*NB#			*NB#			*YB#	*YB#		*NB#		*NB#		*NB#	*NB#	
Gettysburg, WGET Murray L. Goldsborough	*NS#	*NS#	*NS#	*NS#	*NS#			*NS#				*NS#			*NS#	*NS#		*NS#	
Greensburg, WHJB George J. Podeyn				*000	*000										*000	*000		*000	
Harrisburg, WCMB (Mutual) Ed K. Smith	*YB#		*YB#	*YB$ Cost	*YB$				*YB#	*YX$			*YB#	*YB#	*NB#		*NB#	*NB#	
Harrisburg, WHGB (ABC) Herbert Kendrick	*000	*000		*NB#	*NB#		*NB#							*NB#	*NB#	*NB#			

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RAHALL STATIONS

really do a terrific Job Sponsoring Products!

JOE RAHALL, Pres.

W K A P
ALLENTOWN, PA.
1320 kc 1000 w.
Weed & Co.

W N A R
NORRISTOWN PENNA.
1110 kc 500 w.

W W N R
BECKLEY, W. VA.
620 kc 1000 w.
Everett McKinney, Inc.

Get the whole story!

"ask about our merchandising plan!"

Get it straight from our reps!

City, Station Call Letters, Merchandising or Station Manager	TRADE CALLS			TRADE MAILINGS				ADVERTISING SUPPORT				ON THE AIR SUPPORT						OTHER SUPPORT	
	Solicit and/or Place Displays	Store Checks	Solicit Tie-in Advertising	Letter	Postcard	Broadside	Merchandising Bulletin	Newspaper Tie-in Ads	Lobby Windows	Billboards	Car Cards	Demonstrations	Give Away Prizes	Product Mentions	Tune-in Announcements	Client Participation in Special Program	Recorded Personality Interviews Plugging Clients' Products	Aid Client Representative in Product Distribution	Merchandising Plan Offering Preferred Displays
Hazleton, WAZL (NBC) Victor C. Diehm	*NB#		*000	*NB#	*NB#		*NB#	*NB#	*NB#						*NB#	*NB#			
Homestead, WHOD Leonard E. Walk	*Y00	*Y00	P000	*Y00	P00(			*000					*000		*000	*000	*000	*000	
Huntingdon, WHUN William E. Germann	*YS# 13 wk.	contract	*YS# 13 wk.	*YS# contract			*YS#	*YS#	*YS#				*NB#			*NS$	*NS#		
Indiana, WDAD Tony Rand	*NB#	PNB#	*NB#	*YB#	*YB#			*YB$	*NB#				*NB#	*NB#	*NB#			*NB#	
Johnstown, WARD Robert R. Nelson	*NB#	*NS#	*NB#	*NB#	*NB#	*NB#	*NB#	*NB#	*NB#	*NB#	*NB#		*NB#	*NB#	*NX#	*NB#	PNB#	*NB#	*NB#
Johnstown, WCRO Stewart W. Phillips	*NB#	*NB#	*NB#	*NB#			*NS#	*YB#	*NB#				*NB#	*NB#	*NB#		*NB#	*NB#	
Johnstown, WJAC (NBC) John P. Foster				*YS$	*YS$		*YS$	*YS$					*YS#		*YS#			*YS#	PYS#
Lancaster, WLAN (ABC) Frank H. Altdoerffer	*YB#	*YB#	*NB#	*YB#	*YB0		*YB#	*YB#	*YB#		*YB#		*NB#	*NB#	*YB#	*NB#	*YB#	*NB#	
Lebanon, WLBR Julian F. Skinnell	*NS#	*000		*NS#	*NS0			*NB#						*0S#	*NB#		*NB0	*NS0	
Lewistown, WKVA (ABC) Robert L. Wilson	*NS#		*NS#	*NS#				*B#	*N00						*NB#			*NB#	
Lock Haven, WBPZ Harris Lipez	*YB#		*YS#	*YB#			*0B#	*YB#	*YB#				*YB$	*YB#	*NB#	*YB$			
McKeesport, WMCK Eugene A. Kline	*YS#	*YS#	*YS#	*YS#	*YS#		*YS#	*YS#	*YS#	*YS#	*YS#	*YS#	*YS#	*YS#	*YS#	*YS#	*YS#	*YS#	*YS#
New Kensington, WKPA Edward J. Kroen	*YO#	*YO#	*YO#	*YO#				*YO# 13 wk. prog.							*YO#		P000	*YO#	P000
Oil City, WKRZ Kenneth E. Rennekamp	*00#	PNB#	P00#	*00#	P00#	P00#	P00#	*N0#	*N0#	PN0#	P00#	*YS#	*NS#		*00#	*00#		P00#	P00#

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HATS OFF TO WHP!

Yes, hats off to this great Harrisburg, Pa. station whose 5000 powerful watts *consistently* and *profitably* shower the top quality market of the Keystone State with purse-opening CBS shows. For WHP lies deep in the heart of rich Dauphin County, an area whose retail sales alone are more than 92% of the national average! And WHP has developed a delightful habit of walking away with top audience ratings. Want to make money and build greater prestige for your product or service in Harrisburg, Pa.? Want to saturate the top quality market of the great Keystone State? Then, it's WHP. Just write, wire or phone BOLLING, N. Y. for all the startling facts.

WHP
CBS RADIO NETWORK
HARRISBURG, PA.

represented by BOLLING

City, Station Call Letters, Merchandising or Station Manager	TRADE CALLS			TRADE MAILINGS				ADVERTISING SUPPORT				ON THE AIR SUPPORT						OTHER SUPPORT	
	Solicit and/or Place Displays	Store Checks	Solicit Tie-in Advertising	Letter	Postcard	Broadside	Merchandising Bulletin	Newspaper Tie-in Ads	Lobby Windows	Billboards	Car Cards	Demonstrations	Give Away Prizes	Product Mentions	Tune-in Announcements	Client Participation in Special Program	Recorded Personality Interviews Plugging Clients' Products	Aid Client Representative in Product Distribution	Merchandising Plan Offering Preferred Displays
Philadelphia, KYW Frank A. Tooke	*YS$	*YS$	*YS$	*NS#	*NS#		*NS#	*YS#	*NS#	*YS#	*YS#	*YS$	*NS#		*NB#	*NS#	*NS#	*NS#	*YS$
Philadelphia, WDAS Robert A. Kline	*YB#	*YB#	*YB#	*YB#	*YB#		P000	*YB#	*YB#	*YB#	*YB#		*YB#	*YB#	*YB#	*YB#	*YB#	*YB#	
Philadelphia, WFLN Raymond S. Green	*YB#	*YB$	*YB#	*YB$		*YB$	*YB#		*YB#						*YB#	*NB#		*YB#	
Philadelphia, WHAT Dolly Banks	*YB#			*YB#	*YB#			*YB#					*NB#	*NB#	*NB#			*000	
Philadelphia, WIBG Edward D. Clery				*000	*000			*000	*000	*000	*000				*000			*000	
Philadelphia, WIP Benedict Gimbel, Jr.	*000	*000	*000	*000	*000	*000	*000	*000	*000	*000		*000	*000	*000	*000		*000	*000	*000
Pittsburgh, KQV James F. Murray	*Y00		*Y00		*Y00			*Y00						*000	*000	*000	*000	*000	
Pittsburgh, WCAE R. Clifton Daniel	*NB#	*NB#		*NB#	*NB#		*NB#	*000	*000	*000					*NB#			*NB#	*NB#
Pittsburgh, WJAS	*00#	*YB#		*YB#				*0B#	PYB#				*YB#		*0B# Prog. only			*NB#	
Pittsburgh, WPGH Howard Lazarus	*NB#	*NB#	*NB#	*NB$	*NB$		*NB$					*NB#	*YB#	*YB#	*YB#	*YB#	*YB#	*YB#	
Pottstown, WPAZ Herbert Scott	*NB#		*NB#	*NB#					*NB#	*NB#			*NB#	*NB#	*NB#	*NS#	*NB#		
Pottsville, WPAM (Mutual) Louis H. Murray	*NB#			*NB#					*YB#			*NB#	*NB#	*NB#	*NB#	*NB#	*NB#	*NB#	

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New WJAS AM & FM

MONEY —THE ~~SUNNY~~ SIDE OF THE DIAL

THEY'RE CALLING HIM

"Mr. Scoop"

. . . And Herb Morrison, WJAS's News Editor, richly deserves the title. Take the story of the Turnpike slayer, for example:

Herb Morrison gave Pittsburgh listeners a thrilling on-the-spot account of the capture of John Wesley Wable, the confessed killer, at Albuquerque, New Mexico . . : THE FIRST COMPLETE REPORT OF THE CAPTURE direct from the arresting officer.

Morrison's radio news techniques have made him the most talked about newsman in the Pittsburgh market. More and more Tri-State listeners are turning to Morrison every morning for their latest news. "Mr. Scoop" . . . a newsman's newsman . . . is the finest radio news buy in the Pittsburgh market today.

Serving the GREATER PITTSBURGH Metropolitan Area

5000 Watts 1320 KC.

Write . . . phone . . . or wire . . .

George P. Hollingbery Co.

*26 week package as published in S.R.D.S.

City, Station Call Letters, Merchandising or Station Manager	TRADE CALLS			TRADE MAILINGS				ADVERTISING SUPPORT				ON THE AIR SUPPORT						OTHER SUPPORT	
	Solicit and/or Place Displays	Store Checks	Solicit Tie-in Advertising	Letter	Postcard	Broadside	Merchandising Bulletin	Newspaper Tie-in Ads	Lobby Windows	Billboards	Car Cards	Demonstrations	Give Away Prizes	Product Mentions	Tune-in Announcements	Client Participation in Special Program	Recorded Personality Interviews Plugging Clients' Products	Aid Client Representative in Product Distribution	Merchandising Plan Offering Preferred Displays
Pottsville, WPPA A. V. Tidmore	*YB#	*NB#	*NB#	*NB#	*NB#	*NB#	*NB#	*NB#	*NB#			*NB#	*NB#	*NB#	*NB#	*NB#	*NB#	*NB#	
Reading, WRAW (NBC) Frank J. Voss	*NB$	*YB#	*YB#	*YB$	*000				*000						*NB#		*OBO	*NB#	*YB#
St. Marys, WKBI Cary H. Simpson	*NB#		*NB#												*NB#	*NB#	*NB#		
Sayre, WATS Walter D. Knowles		*000						*000					*000	*000	*000	*000		*000	
Scranton, WARM (ABC) William M. Dawson	*YB# 13 wk. min. contract	*YB#		*YB# 13 wk. min.	*YB#		PYB# 13 wk. min.	*YB#		*YB#			PYS#		*YB#	*N$	*YB#	*NB#	
Scranton, WGBI (CBS) Robert E. McDowell	*YB#		*NB#	*NB#	*NB#		*NB#	*YS#	*NB#						*NB#	*NB#	*NB#	*NB#	
Scranton, WQAN Cecil Woodland	*NB#	*NB#	*NB#	*NB#				*NB#						*NB#				*NB#	
Shamokin, WISL Charles R. Petrie	*YB#	*YB#	*YB#	*YB#								*YB#	*YB#		*000			*000	P000
Sharon, WPIC John Fahnline, Jr.	*NS#	*NS#	*NS#	*NS#	*NS#		*NS#	*NS# Progs. only					*NS#	*NO#	*NO#	*NO#		*NO#	
Somerset, WVSC T. H. Oppegard	*YS#		*NS#	*YS#		*YS# If furnished by client		*NS$							*000				
Stroudsburg, WVPO Elton P. Hall	*YO#	*YO#	*YO#	*YS#	*YS#			*YS#	*YO#							*00#		*000	
Sunbury, WKOK (CBS) Homer R. Smith	*000 For chain stores only	*000						*000											
Uniontown, WMBS James Gismondi	*YX#	*YX#	PYX#	*YX#			*YX#	*YX#	*YX#		*YX#		*YX#	*YX#	*YX#		*YX#		PYX#
Warren, WNAE A. David Potter, Jr.		*000						*000					*000		*000	*000	*000	*000	
Washington, WJPA John L. Merdian	*YB#	*NB#	*YB#	*YB#	*YB#				*YB#				*YB#		*YB#		*YB#	*YB#	
Wilkes Barre, WBAX John H. Stenger, III	*YB# 13 wks.		*YB#	*YB#	*YB$ Client supplies cards						*YB$		*NB#	*NB#	*OB# Progs. only		*YB#	*YB#	
Wilkes Barre, WILK (ABC) Roy E. Morgan	*YB$	*YB#		*YB$	*YB$		*YB$	*YB$	*YBO		*YB$		*YB#	*YB#	*NB#		*YB$	*YBO	
Williamsport, WRAK (NBC) George E. Joy	*YB#						*NB#	*YB#	*YB#					*NB#	*NB#	*YB#		P000	
Williamsport, WWPA Woodrow W. Ott	*YB# Min. 26 progs. 156 spots	*YS#		*YS#	*YS#			*YB#		*YS#									
York, WORK (NBC)	Some merchandising services - no details reported																		
York, WSBA Philip K. Eberly	*YB#	*YB$	*YB#	*YB$	*YB$	PYBO	PYBO	*YB#	*YB$	*YB$		*YB#	*YB$	*YB#	*NB#	*NB#	*NB#	*NB#	*YB#
RHODE ISLAND Providence, WEAN Mowry Lowe	*YS#	*YS#	*YS#	*YS#	*YS# If client supplies	*YS# If client supplies	*YS#		*YS#				*NS# Special	*YS# shows	*YS#		*YS#	*YS#	*YS#
Providence, WHIM (Indep.) R. T. Engles	*YSO	*YSO	*YSO	*NSO	*NSO	*YSO	*NSO	*YSO	*NSO				*YSO	*NOO	*OSO	*NSO	*OSO	*000 Occasionally	*YOO
Providence, WICE Sumner Pearl	*NS#	*NS#	*NS#	*NS#	*NS#			*YS#	*YS#	*YS#			*YS#	*YS#	*YS#	P000	*YS#	*NS#	*YS#
Providence, WPJB (ABC)	*YB#	*YB#		*YB$	*YB#			*YB#				*YB#	*YB#	*YB#	*NB#		*YB#	*YB#	P000
Providence, WPRO (CBS) A. F. Schoen, Jr.				*000	*000	*000	*000	*000							*000		*000	*000	

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City, Station Call Letters, Merchandising or Station Manager	TRADE CALLS			TRADE MAILINGS				ADVERTISING SUPPORT				ON THE AIR SUPPORT						OTHER SUPPORT	
	Solicit and/or Place Displays	Store Checks	Solicit Tie-in Advertising	Letter	Postcard	Broadside	Merchandising Bulletin	Newspaper Tie-in Ads	Lobby Windows	Billboards	Car Cards	Demonstrations	Give Away Prizes	Product Mentions	Tune-in Announcements	Client Participation in Special Program	Recorded Personality Interviews Plugging Clients' Products	Aid Client Representative in Product Distribution	Merchandising Plan Offering Preferred Displays
Providence, WRIB Nicholas Ruggieri	*YB#	*NB#	*YB#	*YB#	*YB#		*YB#	*YB#	*YB#				*NB#	*NB#	*NB#	*NB#	*NB#	*NB#	
Westerly, WERI	*YB#	*NB#	*NB#	*YB$ Cost	*YB$										*NB# For prog. adv.			*000	PYB#
SOUTH CAROLINA Aiken, WAKN Randy Davidson	*NS#	*NS#	*NS#	*NS#	PNS#	PNS#		*NS#						*NS#	*NS#	PNS#		*NS#	
Anderson, WAIM Glenn P. Warnock	*NB#	*NB#	*NB#	*NB#	*NB#	*NB#	*NB#	*NB#				*NB#	*NB#	*NB#	*NB#	*NB#	*NB#	*NB#	
Anderson, WANS Robert E. Liverance	*YS#			*YS#	*YS#				*YS#						*YS#			*YS#	
Bennettsville, WBSC Malcolm A. Young	*NB#			*NB#				*NX#					*000		*NX#		*NB$		
Camden, WACA Tom Richards	*YB#	*YB#	*YB#	*YB#		*000 When cost met by client		*YB#					*NB#		*NB#	*NB#		*YB#	*YB#
Charleston, WPAL Laurens P. Moore	*NB#	*NB#	*NB#	*NB#	*000		*NB#		*NB#					*NB#	*NB#		*NB#	*NB#	
Charleston, WUSN J. Drayton Hasite	*NS#	*NS#	*NS#	*NS#	*NS#			*NS# 50/50 with client					*NB#		*NB#			*NB#	
Chester, WGCD Morgan J. Craig	*NS#	*NS#	*NS#	*YB#	*YB#		*YB#	*NS#	PNS#			*NS#	*NS#	*NS#	*NS#	*NS#	*NS#	*NS#	*NS#
Columbia, WMSC (CBS) C. Wallace Martin	*YB#	*YB#	P000	*YB#	*YB#		*YB#	*YB$	*YB#			*YB#	*NB#	*YB#	*NB#		*YB#	*NB#	P000
Conway, WLAT Loys Marsdon Hawley	*000	*000	*000										*000		*000		*000	*000	
Easley, WELP Robert O. Moran	*NB#		*NB#	*NB#	*NB#							*000	*000		*000		*000	P000	
Florence, WJMX Paul H. Benson, Jr.	*YB#	*NB#		*NB#	*NB#				*NB#						*NB#		*NB#	*NB#	
Florence, WOLS A. P. Skinner	*YB#	*YB#	*YB#	*NB#	*NB#	*NB#	*NB#		*NB#			*NB#	*NB#	*NB#	*NB#	*NB#	*NB#	*NB#	*NB#
Greenville, WAKE (CBS) J. F. McDonough	*YB#			*YB#	*YB#		*YB#	*YB$	*YB#					*YB#					
Greenville, WESC W. Ennis Bray	*YB#	*YB#	*YB#	*YB#	*YB#			*OB#	*000				*00#	*00#	*00#			*00#	*000
Greenville, WFBC (NBC) B. T. Whitmire	*NB#			*NB#	*NB#		*NB#	*NB#				*NB#	*NB#		*NB#				
Greenville, WMRC (ABC) A. Kenneth Beachboard	*NB#	*NB#	*NB#		*NB$ Postage		*NB#		*000		*YB$	PNB#	*NO#	*NB#	*NB#			*NB#	*000
Greenwood, WCRS (NBC) Dan Crosland	*NB#	*NB#	*NB#		*NB$		PYB$	*YB#			*NB#	*NB#			*NB#	*NB#		*NB#	P000
Hartsville, WHSC Raymond C. Caddell	*NB#	*YS#	*NB#	*YS#					*NB#				*NB#		*NB#	*NB#		*NS#	
Laurens, WLBG Richards Todd	*YS#	*NS#	*NS#		*NS$ Postage	*NS$ Postage	*NS$ Postage	*YS#	PYS#		PYS#		*NS#	*YS#	*YS#	*NS#	*NS$	*NS#	
Mullins, WJAY James F. Ramsey	*NS#	*NS#	PNS#	*NS#	*000				*000				*NS#	*NS#	*NS#		*000		
Newberry, WKDK James F. Coggins	*NB#	*NB#	*NB#	*NB#	*NB#		*NB#	*NB#	PNB#				*NB#		*NB#	*YB$	*NB#	*NB#	PNB#
Orangeburg, WRNO Frank B. Best	*YS#	*YS#	*YS#	*YS#	*YS#				*YS#				*YS#		*YS#			*YS#	*YS#

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Rock Hill, WRHI William C. Beaty	*NB#	*NB#	*NB#	PNB#			*NB#	*YS#				*NB#	*NB#	*NB#	*YB#	*NB#	*YB#	*NB#	
Spartanburg, WORD (NBC) Walter S. Brown	*YB#			*YB$ Printing & Postage			*YB#	*YB#	*YB#		*YB#				*YB#	*NO#	*NB#	*NB#	
Spartanburg, WSPA (CBS) Roger A. Shaffer	*NB#	*NB#	*NB#	*NB#	*NB#			*YB#	*YB#		*YB#	*YB#	*YB#	*YB#	*YX#				*YB#
Sumter, WFIG T. Doug Youngblood	*NS#	*NS#	*NS#	*NS$ Postage	*NS$ Cost of cards		*NS$ At cost	*NS$ At cost	*NB#				*NS#	*NS#	*NS#	*NS#	*NS#	*NS#	
Union, WBCU Edward L. B. Osborne	*YB#	PYB#	*YB#	*YB#			*YB#	*YB#	*YB#			*YB#		*YB#	*YB#	PYB#	*YB#		
SOUTH DAKOTA Aberdeen, KSDN Byron J. McElligott	*NB#	*NB#	*NB#	*NB#	*NB#		*NB#	*NB#					*NB#		*NB#	*NB#	*NB#	*NB#	
Mitchell, KORN Ray V. Eppel	*YB#	*YB#	*YB#	*YSO				*YB#					*NB#		*NB#	*YS#	*NS#	*NB#	
Rapid City, KOTA (CBS) J. A. Crowley	*YB#	PYB#	*YB#	*YB#			*YB#		*YB#		*YB#		*YB#		*YB#	*YB#	*YB#	*YB#	
Sioux Falls, KISD Verl K. Thomson	*NS$	*NSO		*NSO	*NSO		*NSO						*NSO	*NSO	*NSO	*NSO	*NSO	PNSO	
Watertown, KWAT Ross E. Case	*NBO	*NBO		*NB$	*NB$	*NB$		*NB$					*NB$	*NB$	*NB#	*NB#	*NB#	*NB#	
Yankton, WNAX (CBS) Robert R. Tincher	*NB#	*NB#	*NB#	*NB$	*NB$	*NB$	*NB#	*NB#	*NB#	*NB#			*NB$	*NB#	*NB#	*NB#	*NB#	*NB#	*NB#
TENNESSEE Bristol, WOPI William A. Wilson	*YB#	*YB#	*YB#	*NB# $500 or more	*YB# $250 or more			*YB# $500 or more		*YB# $350 or more			*NB#	*NB#	*NB#	*NB#	*NB#	*NB#	
Chattanooga, WAGC A. B. Vann Campbell	*YB#		*YB# Occasionally	*YB#	*YB# If furn.	*YB# If furn.	*NB#	*000 With campaigns				*YS#	*000	*000	*YB#		*YB#	*YB#	
Chattanooga, WAPO (ABC) Ramon G. Patterson	*YB#	*YB#	*N00	*YB#	*YB#		*000		*000					*NB#	*NB#	*YS#		*NB#	
Chattanooga, WDXB James M. Brown	*NS#	*YS#		*YS#	*YS#					*000					*YS#		*YS# If adaptable	*NS#	*000
Chattanooga, WMFS B. F. J. Timm	*YS#	PNS#	*NS#	*YS#	*YS#				PYS$		P000		*YS#	*NB#	*NS#		*NS#	*NS#	P000
Columbia, WKRM Robert M. McKay, Jr.	*YS#	*YS#		*YS#	*YS#		*YS#		*NS#				*YS#			*NB# Daily program		*NB#	
Dyersburg, WDSG Frank Armstrong	*YB#		*000		*YB#			*YB#						*000	*YB#				
Harriman, WHBT F. L. Crowder	*YB#	*YSO	*YS#	*YS#											*YSO		*YSO		
Humboldt, WIRJ Howard E. Byrum	*YB#	*NB#		*YB#	*YB#								*YB#	*YB#	*YB#	PYB#	*000	*NB#	
Jackson, WDXI Aaron B. Robinson	*YB#	*YB#	*YB#	*YB#	*YB#	*YB#		*YB#	*YB#	*YB#			*YB#	*YB#	*YB#	*YB#	*YB#	*YB#	
Jackson, WTJS Frank S. Proctor	*NB#	*NB#		*NB#	*NB#			*NB#					*NB#	*NB#	*NB#	*NB#	*NB#	*NB#	
Johnson City, WETB Arthur M. Kelsey	*NB#	*NB#		*NB#	*NB#			*NB# Owned by newspaper							*NB#		*NB#	*NB#	

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City, Station Call Letters, Merchandising or Station Manager	TRADE CALLS			TRADE MAILINGS				ADVERTISING SUPPORT				ON THE AIR SUPPORT						OTHER SUPPORT	
	Solicit and/or Place Displays	Store Checks	Solicit Tie-in Advertising	Letter	Postcard	Broadside	Merchandising Bulletin	Newspaper Tie-in Ads	Lobby Windows	Billboards	Car Cards	Demonstrations	Give Away Prizes	Product Mentions	Tune-in Announcements	Client Participation in Special Program	Recorded Personality Interviews Plugging Clients' Products	Aid Client Representative in Product Distribution	Merchandising Plan Offering Preferred Displays
Knoxville, WBIR John P. Hart	*YBO	*YBO Depends on ext.	*YBO Depends on ext.	*NB# Limited	*NB#						*NB#		*NB#	*NB#	*NB#	*NB#		*000	
Knoxville, WKGN Guy Lincoln Smith III	*YS#	*YS#	*YS#	*YS#	*YS#		PYS#		*YS#	PYS#		*YS$	*YS$			*YSO	*000	PYS#	PYS#
Knoxville, WNOX R. B. Westergaard	*YB#	*YB#		*YB#	*YB#				*YB#						*YB#			*YB#	
Lebanon, WCOR Theo. F. Ezell, Jr.	*YB#	*YB$						*YB$	*YB$				*YB$	*YB$	*YB$ Optional	*OB$ Optional	*YB$	*YB#	
Maryville, WGAP Francis H. Corbett	*NS#	*NS#	*NS#	*NS#	*NS#		*NS#		*000		*000		*NS#	*NS#	*NS#	*NS#	*NS#	*NS#	PNS#
McMinnville, WMMT Royce E. Richards	*OB#	*OB#	*OB#	*000			*000		*000		*000		*00#	*00#	*00#	*00$	*000	*000 If necessary	
Memphis, WCBR Chas. T. DeVois	*NB#	*NB#	*NB#	*YB#	*YB#		*YB#		PYB#		*YB$ Art costs	*YB#	*YB#		*NB#		*NB#	*NB#	*YB#
Memphis, WDIA Harold F. Walker		*00#		*00#	*00#			*000			*00$ Printing costs								
Memphis, WHHM C. K. Beaver	*YS$	*YS#	*NS#	*YS#	*YS$								*000		*NB#		*YB#	*000	
Memphis, WMC H. W. Slavick		*OSO		*NSO	*NSO		*NSO	*NBO	*NBO						*NBO			*OBO	
Memphis, WMPS Harold R. Krelstein	*NB#	*YB#	*NB#	*YB#	*YB#	*YB#			*NB#				*YB#	*YB#	*NB#	*YB$	*YB#	*NB#	*YB$
Morristown, WCRK Howell Ashford, Jr.	*NS#	*NS#	*NS#	*NS#	*NS#		*NS#	*NS#	*NS#				*NS#	*NS#	*NS#		*NS#	*NS#	
Nashville, WKDA Thos. B. Baker, Jr.	*NS#	*NS#	*NS#	*YS#	*YS#		*YS#	*YS# $500 or more		*NS#			*NS#		*NS#	*NS# Occ.	*YSO If justified	*NS#	
Nashville, WLAC (CBS) F. C. Sowell	*YB$			*YB#	*YB#		*YB#		*YB#	*YB#	*YB#				*NB#		*YB#	*YB#	*000
Nashville, WNAH Van T. Irwin, Jr.	*NS#			*NS#	*NS#		*NS#		*NS#				*NS#		*NS#				
Nashville, WSIX Louis R. Draughon	*YB#	*YB#	*YB#	*YB$ Postage	*YB$ Printing & Postage								*YB#		*YB#	*YB#	*YB#	*YB#	
Nashville, WSOK H. C. Young, Jr.	*NS#	*NS#	*NS#	*NS#	*NS#		*NS#	*NS#	*NS#				*NS#	*NS#	*NS#		*000	*NS#	
Oak Ridge, WATO Ross Charles	*YS#	*YS#	*YS#	*YS#	*YS#		*YS#	*YS#	*YS#				*YS#	*YS#		*YS#	*YS#	*YS#	*YS#
Oak Ridge, WOKE Harry C. Weaver	*YSO	*YSO	*000	*000 If brief	*000 If furnished			*000				PYSO			*YSO			*YSO	
Union City, WENK Louis C. Wrather	*YB#	*YB#	*YB#	*YB#	*YB#				*YB#			*YB#	*YB#	*YB#	*YB#	PYB#	*YB#	*YB#	
Winchester, WCDT Arthur D. Smith, Jr.		*000		*000									*000		*000	P000	P000		
TEXAS Abilene, KRBC Howard Barrett	*YB#	*YB#	*YB#	*YB#	*YB#			*YB#				*YB#	*OB#	*OB#	*YB#		*YB# Spec. occ. only	*YB#	
Abilene, KWKC Arthur C. Etter	*NB#	*NB#	*NB#	*NB#	*NB#			*NB#				*YB#	*NB#	*NBO	*NB#	*NB#	*NB#	*NB#	
Alice, KBKI Arthur C. Lloyd, Jr.	*NO#	*NO#	*NO#	*YB#	*YB#			*YB#	*000				*YB#		*YB#			*YBO	*000
Alpine, KVLF Gene R. Hendryx		*YS#			P000							*NS#			*NSO		*YSO	*NSO	
Amarillo, KLYN (CBS) Howard Roberson	*NOO	*NOO	*NOO	*YOO				*YOO					*YOO	*YOO	*YOO	*YOO		*000	

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City, Station Call Letters, Merchandising or Station Manager	TRADE CALLS			TRADE MAILINGS				ADVERTISING SUPPORT				ON THE AIR SUPPORT						OTHER SUPPORT	
	Solicit and/or Place Displays	Store Checks	Solicit Tie-in Advertising	Letter	Postcard	Broadside	Merchandising Bulletin	Newspaper Tie-in Ads	Lobby Windows	Billboards	Car Cards	Demonstrations	Give Away Prizes	Product Mentions	Tune-in Announcements	Client Participation in Special Program	Recorded Personality Interviews Plugging Clients' Products	Aid Client Representative in Product Distribution	Merchandising Plan Offering Preferred Displays
Atlanta, KALT David A. Wommack		*NB#	*NO#					*YO#							*NS#		*NO#	*NS#	
Austin, KNOW Louis R. Cook	*NS#	*NS#	*NS#	*NS#	*NS#		*NS#		*NS#				*NS#	*NS#	*NS#	*NS#	*NS#	*NS#	
Austin, KTXN Frank Stewart	*YS#	*YS#	*YS#		*NS#		*NS#					*NS#	*NS#		*NS#			*NS#	
Austin, KVET Willard Deason	*YS#	*YS#	*YS#	*YS#	*YS#			*YS#	*YS#	*YS#		*YS#	*YS#	*YS#	*YS#	*YS#	*YS#	*YS#	
Ballinger, KRUN Robert F. McGarvey	*NB#	*NB#	*NB#	*NB#	*NB#			*NB#	*NB#				*NB#	*NB#	*NB#	*NB#	*NB#	PNB#	
Bay City, KIOX Vernon L. Townsend	*NB#	*NB#	*NB#	*NB#	*NB#		*NB#	*NB#	*NB#			*NB#	*NB#	*NB#	*NB#	*NB#	*NB#	*NB#	*NB#
Beaumont, KFDM (ABC) C. Barkley Locke	*YBO	*YBO		*YB#	*YB#			*YBO					PYB#		*NB#		*YB#	*NB#	
Beaumont, KJIM James K. Smith				*YB#					*NB#										
Beaumont, KRIC Charles G. Baskerville				*NS#				*NO#							*NO#				
Beaumont, KTRM Jack Neil	*YSO		*OSO	*NS#	*NS#							*NS#	*NSO	*NS#	*YS#		*NS#	*NS#	
Big Spring, KBST Jack Wallace	*YB#	*YB#	*YB#	*YB#	*YB#	*YB#		*YB#							*NB#			*NB#	
Bonham, KFYN T. Frank Stewart	*YB#	*YB#	*YB#	*YB#				*YB#	*YB#				*YB#	*YB#	*YB#	*YB#	*YB#		
Borger, KHUZ Jack Roberts	*YS#	*YS#	*YS#	*YS#	*YS#				*YS#						*YS#			*YS#	
Breckenridge, KSTB Robert W. Chapman	*YB#	*YB#	*YB#	*NB#				*YB#	*NB#	*YB$		*YB#	*YB$	*NB#	*YB$	*NB#	*NB#	*YB#	*NB#
Brownsville, KBOR Minor J. Wilson	*NB#	*NB#	*NB#	*YB$ *YB$ For postage					*NB#				*NB# Client supplies prizes	*NB# Progs. only	*NB#	*NB#	*NB#	*NB#	*NB#
Brownwood, KBWD Wendel W. Mayes	*YB#	*YB#	*YB#	*YB#	*YB#			*YB#	*YB#				*YB#		*NB#				
Center, KDET Tom E. Foster	*NS#	*NS#	*NS#	*NS#	*NS#	*NS#	*NS#	*NS#	*NS#			*NS#	*NS#	*NS#		*NS#		*NS#	
Cleburne, KCLE George W. Marti	*YS#	*OS#	*OS#	*NS#			*NS#		*OS#				*YS#		*YS#	*NS#	*NS#	*NS#	*YS#
Coleman, KSTA Floyd D. Shelton	*NS#	*NS#	*NS#	*YS#	*YS#		*YS#	*NS#					*NS#	*NS#	*NO#	*000		*NS#	*NS#
Colorado City, KVMC Charles A. Deigle	*NB#	*NB#	*NB#	*NB$	*NB$	*NB$	*NB$	*NB$	*NB$		*NB$		*YB$	*YB#		*YB#	*YB$		
Corpus Christi, KEYS Aubrey Jackson	*NB#		*NB#	*NS$ *NS$ Dependent on cost				*NB#	*NB#			*NB#	*NB#	*NB#	*NB#	*NB#	*NB#	*NB#	
Corpus Christi, KRIS T. Frank Smith	*YB#	*YB#	*YB#	*YB#	*YB#		*YB#	*YB#				*YB#		*YB#	*YB#	*YB#		*YB#	
Corpus Christi, KSIX Vann M. Kennedy	*YB#		*YB#	*YB#	*YB#			*YB#			*YB#								
Corpus Christi, KUNO Ben F. Blackmon	*YS#	*YS#	*YS#	*YS#	*YS#			*YS#							*NS#		*NS#	*NS#	
Corpus Christi, KWBU Harry H. Hayes	*NB#	*NB#	*NB#	*YB$	*YB$	*NB$	PNB#		*NB#			*NB$	*NB$	*NB#	*NB#	*NB$	*NBO	*NB#	
Crockett, KIVY James H. Gibbs	*NS#	*NS#	*NS#											*NB#					

City, Station Call Letters, Merchandising or Station Manager	TRADE CALLS			TRADE MAILINGS				ADVERTISING SUPPORT				ON THE AIR SUPPORT						OTHER SUPPORT	
	Solicit and/or Place Displays	Store Checks	Solicit Tie-in Advertising	Letter	Postcard	Broadside	Merchandising Bulletin	Newspaper Tie-in Ads	Lobby Windows	Billboards	Car Cards	Demonstrations	Give Away Prizes	Product Mentions	Tune-in Announcements	Client Participation in Special Program	Recorded Personality Interviews Plugging Clients' Products	Aid Client Representative in Product Distribution	Merchandising Plan Offering Preferred Displays
Dallas, KGKO Leonard Coe	*YB#	*YB#	*YB#	*YB#			*YB#	*YB#	*YB#		*YB#	*YB#	*YB#	*YB#	*YB#	*YB#	*YB#		*YB#
Dallas, KIXL Thomas W. Massey	*NB#	*NB#	*YB#	*YB#	*YB#		*YB#							*NB#	*YB#		*NB#	*NB#	
Dallas, KLIF Bill Weaver	*YB#	*YB#	*YB#	*YB#	*YB#						*YB$				*YB#		*YB#	*YB#	*YB#
Dallas, WFAA Alex C. Keese	*YB#	*YB#	*YB#	*YB# Material furnished by advertiser	*YB#	*YB#	*YB#	*YB#	*YB#										
Del Rio, KDLK Don R. Howard	*NB#	*NB#	*NB#		*YB#									*00#	*00#			*00#	
Dumas, KDDD Ken E. Duke		*NS#	*NS#					*NS#	*NS#		*NS#			*NS#	*NS#	*NS#		*NB#	
Edinburg, KURV Albert C. Ryan	*YB#	*YB#	*YB#	*YB$ Cost plus 10%			*YB$ Cost + 10%	*YB$ Cost plus 10%	*YB$				*YB# Client supplies prizes		*YB#	*NX$	*YB0	*YB#	P000
El Campo, KULP Robert R. Hathaway	*YB#	*YB#	*NB#	*YB#					*NB#					*NB#	*NB#	*NB#		*NB#	
El Paso, KELP Joe A. Roddy, Jr.	*YS#	*YS#	*YS#	PYS#	PYS#	PYS#	PYS#	PYS$		P000	P000			*YS#	*NS#	*NS#		*NS#	P000
El Paso, KTSM Karl O. Wyler	*YB#	*NB#	*NB#	*YB$	*YB$	PNB#		*YB$ At cost	*YB#	*YB#	PYB#			*NB$	*NB#			*NB#	PNB#
Fort Worth, KFJZ (Mutual - Texas State) Gene L. Cagle		*OB#		*OB$	*OB$								*OB$		*OB#		*OB#	*OB#	

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IN THE PRESS – Publicity stories and program log changes filed daily with Dallas and Fort Worth metropolitan papers, plus periodic releases to 97 weeklies within coverage area.

ON THE AIR – Run-of-schedule promotion spots on commercial programs.

TRADE NOTICES – WFAA News, merchandiser and program schedule mailed monthly to 5,000 grocers, druggists, automotive, appliance, and beverage dealers. Courtesy mailing to regional advertising agency and client list.

MONTHLY REPORTS – Complete reports of merchandising and audience promotion service to client.

DISPLAY – High traffic station window merchandise displays available.

DIRECT MAIL – Production handled at cost on letters, post cards and posters for clients.

WFAA
820 • 570
50,000 WATTS 5000 WATTS
DALLAS
NBC • ABC • TQN

ALEX KEESE, Station Manager • EDW. PETRY & CO., Natl. Rep.
RADIO SERVICE OF THE DALLAS MORNING NEWS

City, Station Call Letters, Merchandising or Station Manager	TRADE CALLS			TRADE MAILINGS				ADVERTISING SUPPORT				ON THE AIR SUPPORT						OTHER SUPPORT	
	Solicit and/or Place Displays	Store Checks	Solicit Tie-in Advertising	Letter	Postcard	Broadside	Merchandising Bulletin	Newspaper Tie-in Ads	Lobby Windows	Billboards	Car Cards	Demonstrations	Give Away Prizes	Product Mentions	Tune-in Announcements	Client Participation in Special Program	Recorded Personality Interviews Plugging Clients' Products	Aid Client Representative in Product Distribution	Merchandising Plan Offering Preferred Displays
Fort Worth, KWBC Lewis Love	*NB#	*NB#	*NB#	*NB#	*NB#			*NB#	*NB#				*NB#	*NB#	*NB#	*NB#	*NB#	*NB#	
Freeport, KBRZ Rex Bodoin	*NB#	*NB#	*NB#	*NB#	*NB#	*NB$	*NB$	*NB#	*NB#	*NB#	*NB#	*NB#	*YB$	*YB#	*NB#	*NB$	*NB#	*NB#	PNB#
Gainesville, KGAF Joe M. Leonard, Jr.	*YB#	*YB$	*000	*YB#	*YB#		*YB#	*YB$	*YB$		*YB$		*YB$	*YB#	*YB#			*NB#	
Galveston, KGBC James W. Bradner, Jr.	*NS#	*NS#	*NS#	*YS#	*YS#		*NS#	*YS#		*YS#			*NS$	*YS#	*YS#			*YS#	*YS#
Galveston, KLUF Geo. Roy Clough	*YS#		*YS#	*YS#	*YS#		*YS#	*YS#	*NS#					*NS#	*NB#	*NS$	*NS$	*YS#	
Gonzales, KCTI Laurence M. Walshak	*NB#	*NB#	*NB#	*NB#	*NB#			*NB#	*NB#				*NB#	*NB#	*NB#		*NB#	*NB#	
Greenville, KGVL Leo M. Hackney	*NB#	*NB#	*NB#	*NB#	*NB#			*NB#					PNB#	*NB#	*NB#		*NB#	*NB#	
Hamilton, KCLW James H. Smith	*NB#	*NB#	*NB#	*NB#	PNB#			*NB#	PNB#	PNB#			PNB#	*NB#	*NB#	P000	*NB$		
Harlingen, KGBS Troy R. McDaniel	*YB#	*YB#	*YO#	*YB#	*YB#			*YB#				*YO#		*YO#	*YB#		*YO#	*YB#	
Harlingen, KSOX Cleve C. Griffin	*NB#	*NB#	*NB#	*NB#	*YB$		*YS#	*YS$	*YS#		*YS#	*YS#	*YS#	*YB#	*YS#		*NB#	*YB#	*YS#
Henderson, KGRI William C. Crawford	*YO#	*YO#	*YO#	*YO#				*YOO				*YOO				*YOO		*YOO	
Hereford, KPAN John C. Formby	*NB#	*NB#	*NB#	P000	P000			*YB#				*NB#	*NB#		*NB#				P000
Houston, KATL King H. Robinson	*YS#	*YS#	*YS#	*YS$ If heavy	*YS$ If we furnish		*YS$ If heavy	*YS$					*YS#	*YS#	*YS#			*YS#	P000
Houston, KLBS Glenn Douglas	*YS#	*YS#	*YS#	*YS#	*YS#	*YS#	PYS#		PYS#		*YS#	PYS#	*YS#		*YS#	PYS#	*YS# Seldom	*YS#	*YS#
Houston, KNUZ David H. Morris	*OSO	*OSO	*OSO	*YSO	*OSO		*OSO	*OSO Sometimes	*OSO		*OSO	*YSO	*OSO		*OSO		*OSO	*OSO	
Houston, KREL	*YB#	*YB#	*YB#	*YB#	*YB#			*NB#	*NB#			*YB$	*NB$	*NB#	*NX#	*NB$	*YB#	*YB#	*YB#
Houston, KTHT (Mutual) W. F. Bennett	*NB#	*NB#		*YS#	*YS#			*YS#	*NB#			*OO#	*OO#	*OO#	*OO#	*OO#	*YB#	*NB#	
Houston, KXYZ (ABC) Ted Hills	*NS#	*NS#	*NS#	*NS#	*NS#			*NS#			*YS#				*NS#			*NS#	*YS#
Huntsville, KSAM Theodore F. Lott	*YB#	*YB#	*YB#	*YB#	*YB#	*YB#	*YB#	*YB#					*YB#	PYB#	*YB#			P000	
Jacksonville, KEBE Bill A. Laurie	*NS# No network	*NS#	*NS#	*NS#	*NS#	*NS#	*NS# Client furnishes material	*NS#	*NS#				*NS#	*NS#	*NS#	*NS#	*NS#	*NS#	
Kerrville, KEVT Wm. Feild	*YB#	*YB#	*YB#	*YB# Postage charge	*YB#	*YB# If client furnishes		*YB#	*YB#	*YB#		*YB#	*YB#	*YB#	*YB#	*YB#	*YB#	*YB#	*YB#
Kilgore, KOCA Henry A. Degner	*YB$	*YB$	*YB$	*YB$	*YB$	*YB$	*OB$	*YB$	*YB$	*YB$			*YB$	*YB$	*YB$	*YB$	*YB$	*YB$	*YB$
Kingsville, KINE Eston Reese Pace	*NS#	*NS#	P000	*NS#				*NS#			*NS#				*NS#		*YS#	*NS#	
Levelland, KLVT Victor King	*NB#	*NB#		*YB#			*YB#	*NB#				*YB#	*YB$	*YB#	*YB#	*YB#		*YB#	
Longview, KFRO James R. Curtis	*000		*000	*000	*000		*000	*000				*000	*000		*000	*000	*000	*000	
Lubbock, KFYO Gordon Thompson	*YB#	*YB#	*YB#	*YB$	*YB$	*YB$	*YB$	*YB#	*YB#		*YB$	*YB#	*YB$	*YB#	*YB#	*YB#	*YB#	*NB#	
Lubbock, KSEL M. M. Rochester, Sr.	*NB#	*NB#		*NB#	*NB#			*NB#	*NB#						*NB#			*NB#	
Lufkin, KRBA Darrell E. Yates	*NB#	*NB#	*NB#	*NB$	*NB$			*NB$	*NB#		PNB#								

City, Station Call Letters, Merchandising or Station Manager	TRADE CALLS			TRADE MAILINGS				ADVERTISING SUPPORT				ON THE AIR SUPPORT						OTHER SUPPORT	
	Solicit and/or Place Displays	Store Checks	Solicit Tie-in Advertising	Letter	Postcard	Broadside	Merchandising Bulletin	Newspaper Tie-in Ads	Lobby Windows	Billboards	Car Cards	Demonstrations	Give Away Prizes	Product Mentions	Tune-in Announcements	Client Participation in Special Program	Recorded Personality Interviews Plugging Clients' Products	Aid Client Representative in Product Distribution	Merchandising Plan Offering Preferred Displays
Lufkin, KTRE Richman G. Lewin	*NB#		*NB#	*YS#	*YB$			*YB#	*NB#						*NB#	*000		*NB#	
Marlin, KMLW Hugh M. McBeath	*000	*000	*000	P000				*000				P000	*NS#	*NO#	*NO#	P000	P000	P000	
Marshall, KMHT Myrl H. Stein			*NB#	*NB#				*NB#	*NB#				*NB#		*NB#				
McAllen, KRIO Stanley Wilson	*NB#	*NB#	*NB#	*NB$ If heavy	*NB#	*NB#		*NB#					*NB#	*NB#	*NB#		*NB#	*NB#	
McKinney, KMAE George W. Smith, Jr.	*YB$ Seldom ch.	*YB#	*YB#	*YB#	PYB#	PYB#	*YB#	*YB#	*YB#	PYB#	PYB#	*YB# Seldom	*YB#	*YB#	*YB#	*YB#	*YB#	*YB#	*YB#
Midland, KCRS Wallace R. Jackson	*YB#	*YB#			*NB$ Postage										*NBO	*000	*000		
Midland, KJBC Jack Cecil	*YB$ Sometimes		*YB$ Sometimes																
Mineral Wells, KORC Vic Rugh	*NS#		*NS#		*NS#			*NS#	*NS#				PNS#	*NS#	*NS#				
Nacogdoches, KSFA Wilbur C. Fouts	*YB# 13 wk. min.	*YB# 13 wk. min.	*NB#	*NB#	*NB#		*NB#	*NB#	*NB#			*YB$	*YB$	*NB#	*NB#	*NB$	*YB$	*NB#	
New Braunfels, KGNB Frank T. Wilson	*YB#		*NB# -	*YB$ Postage	PYB$ Postage	PYB$ Postage	PYB$ Postage	*YB$ Space	P000			PNB#	*NB#	*NB#	*NB#	*YB#	*YB#	*NB#	
Odessa, KECK Ben Nedow	*YB#	*YB#	*YB#	*YB#	*YB#	*000	*000	*YB#	*YB#	P000	*000	*YB#	P000	*YB#	*YB#	*YB#	*YB#	*YB#	
Odessa, KOSA (CBS) Cecil L. Trigg	*NB#	*NB#	*NB#	*NB#	*NB#			*NB#	*NB#				*NB#	*NB#	*NB#	*NB#	*NB#	*NB#	*NB#
Palestine, KNET Bill A. Laurie	*NS# No network	*NS#	*NS#	*NS#	*NS#	*NS# Client furn. material	*NS#	*NS# Client pays for space	*NS#				*NS#	*NS#	*NS#	*NS#	*NS#	*NS#	
Pampa, KPAT James D. Terrell	*NS#		*NS#	PNOO				*000					*YS#		*NS#	PNS#			
Pampa, KPDN Warren L. Hasse	*NB#	*NB#	*NB#	*NB#				*YB$	*NB#				*NB#		*NB#	*NB#	*YB$	*NB#	
Paris, KFTV James F. Hendrix	*NB#	*NB#	*NB#	*NB#	*NB#	*NB#	*NB#	*PYB$ Split cost	*000		PYB$ Split costs		*NB#	*NB#	*NB#	*NB#	*NB#	*NB#	
Paris, KPLT Fred Kincaid	*NB#	*NB#	*NB#	*YB#	*YB#	*YB#	*YB#	*NB#	*NB#			*NB#	*NB#		*NB#	*NB#		*NB#	
Pasadena, KLVL Felix H. Morales	*YO#		*YO#					P000	*YO#	P000	*YO#	P000		*YO#	*YO#	*YO#	*YO#	*YO#	
Pecos, KIUN Jack W. Hawkins	*YB#		*NB#	*YB#	*YB#			*YS#	*YS#				*NB#	*000	*NB#	*NB#	*YOO		
Plainview, KVOP Kermit S. Ashby	*NB#	*NB#	*NB#	*NB$	*NB$		*NB$	*NOO						*NB#	*NB#	*NB#			
Pleasanton, KBOP Ben L. Parker	*NB#	*NB#	*NB#	*NB#			*NB#							*NB#	*NB#	*NB#	*NB#	*NB#	
Port Arthur, KOLE Socs Vratis	*OB#	*OB#	*OB#	*YB# $150/mo. min.	*YB#			*YBO $200/mo. min.	*NB#				*NB#	*NB#	*NB#	*NB#	*YB# $200/mo	*NB# min.	*NB#
Port Arthur, KPAC Mrs. C. R. Vickers	*YB#	PYB#	*YB#	*YB#	*YB#		*YB#	*YB#			*YB#		*NX#	*NX#	*NX#	*NX#	*NX#	*NX#	
Rosenberg, KFRD Jim Hargrove	*YS#	*YS#	PYS#	*YS#	*YS#			*YS#	PYS#				*YS#	*000	*YO#	PYS#		PYS#	

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City, Station Call Letters, Merchandising or Station Manager	TRADE CALLS			TRADE MAILINGS				ADVERTISING SUPPORT				ON THE AIR SUPPORT						OTHER SUPPORT	
	Solicit and/or Place Displays	Store Checks	Solicit Tie-in Advertising	Letter	Post-card	Broad-side	Merchandising Bulletin	Newspaper Tie-in Ads	Lobby Windows	Billboards	Car Cards	Demonstrations	Give Away Prizes	Product Mentions	Tune-in Announcements	Client Participation in Special Program	Recorded Personality Interviews Plugging Clients' Products	Aid Client Representative in Product Distribution	Merchandising Plan Offering Preferred Displays
San Angelo, KGKL Lewis O. Seibert	*YS#	*YS#	*YS#	*YS#	*YS#			*YS#											
San Antonio, KABC Bill Michaels	*000	*000		*000	*000			*000	*000						*000 Progs. only			*000	*000
San Antonio, KCOR Joe Harry	*NS#	*NS#	*NS#	*NS#	*NS#			*NS#		*NS#		*NS#	*NS#	*NS#	*NO#	*NS#	*NS#	*NS#	
	Available to both programs and spot adv.														Progs. only				
San Antonio, KITE Alex A. Coe	*YB#	*YB#	*YB#	*YB#	*YB#		*YB#	*YB#	*YB#				*YB#		*YB#	*YB#		*YB#	
San Antonio, KIWW (Spanish language) L. E. Richards	Offers some merchandising services - no details.																		
San Antonio, KONO Bob A. Roth	*NS#	*NS#	*NS#	*YS#	*YS#		*YS#	*YS#	*YS#		*NS#	*YS$		*YS#	*YS#	*NS#	*NS#	*NS#	*Ys#
															Progs. only				
San Antonio, KTSA (CBS) Charles D. Lutz	*YB#	P000	*YB#	*YB#	*YB#			*YB#	*NB#			P000	*YB#	*YB#	*NB#	*NB#	*YB#	*NB#	P000
San Marcos, KCNY Tom C. Fleet	*NO$	PNO$	*NO$	P000				*000	*000				*000		*000	*000	*000	*000	
Seguin, KWED Garfield Kiel	*NB$	P000	*000	*NB#		*NB#		*NS#	*NB#				*NB#	*NB#	*NB#	*000		*NB#	
Shamrock, KEVA James D. Abbott	*YO#				*YO#			*YO#					*YO#		*YO#				
Sherman, KRRV Tom E. Spellman	*NB#		*NS#	*NS$	*NS$		*NB#	*NB#					*NB#	*NB#	*NB#	*NB#	*YB#		
				Postage in excess of 200 pieces									Prize supplied						
Sherman, KTAN William A. Jaco	*NB#	*NB#	*NB#	*NB#	*NB#				*NB#			*NB#	*NB#	*NB#	*NB#	*NB#	*NB#	*NB#	
Stephenville, KSTV Galen O. Gilbert	*OS#	*OS#		*OS#	*OS#	*OS#	*OS#	*OS#					*OS#		*OS#			*OS#	
Sulphur Springs, KSST William E. Bradford	*YB#	*YB#	*YB#	*YB#									*YB#		*YB#			*YB#	

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there isn't time to read them all

Let's not kid ourselves. No advertiser, no account executive, no agency time buyer has either the hours or the physical stamina to read all the trade publications that stream across his desk.

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City, Station Call Letters, Merchandising or Station Manager	TRADE CALLS			TRADE MAILINGS				ADVERTISING SUPPORT				ON THE AIR SUPPORT						OTHER SUPPORT	
	Solicit and/or Place Displays	Store Checks	Solicit Tie-in Advertising	Letter	Postcard	Broadside	Merchandising Bulletin	Newspaper Tie-in Ads	Lobby Windows	Billboards	Car Cards	Demonstrations	Give Away Prizes	Product Mentions	Tune-in Announcements	Client Participation in Special Program	Recorded Personality Interviews Plugging Clients' Products	Aid Client Representative in Product Distribution	Merchandising Plan Offering Preferred Displays
Sweetwater, KXOX J. Harley Hubbard	*NB♯	*NB♯	*NB♯	*NB$ Cost	*NB♯ If furn. with stamps		P000	*NB♯	*NB♯	P000	P000	*NB♯			*NB♯	*YO♯	*Y00	*000	
Taylor, KTAE Graham G. Conoley	*NS♯	*NS♯	*NS♯						*NS♯						*NS♯			*NS♯	
Temple, KTEM Burton Bishop	*NB♯	*NB♯	*NB♯	*NB♯	*NB♯			*NB♯							*NB♯			*NB♯	
Texarkana, KOSY (Mutual) Tom E. Dillahunty		*NS♯		*NS♯	*NS♯	*NS♯	*NS♯						*NS♯		*NS♯		*NS♯	*NS♯	
Texarkana, KTFS Les Eugene	*NB$ Occasionally	*NB♯	*YB♯	*YB$ Occasional charge	*YB$	*YB$	*YB$	*YBO	*YB$ Occasionally		*YBO		*YB$ Occasionally	*YB$	*YB$	*YBO	*YB$ Occasionally	*YB♯	
Texas City, KTLW Joe J. Brown	*NS♯		*NS♯					PNO♯	*NO♯				*NS♯	*NS♯	*YO♯	*NO♯	*NO♯		
Tyler, KGKB Marshall Pengra	*NB♯			*NB♯					*NB♯		*NB♯				*NB♯				
Tyler, KTBB M. E. Danbom	*NS♯	*NS♯	*NS♯	*NS♯	*NS♯			*NS♯	*NS♯			*NS♯	*NS♯	*NS♯	*NS♯	*NS♯	*NS♯	*NS♯	
Uvalde, KVOU Edward J. Harpole	*NB♯	*NB♯	*NB♯		*NB♯	*NB♯	*NB♯	*NB♯	*NB♯				*NB♯	*NB♯	*NB♯		*NB♯	*NB♯	*NB♯
Victoria, KNAL James A. Traber			*YS♯	*YS♯				*YS$ Split costs	*YB♯				*YS♯		*YS♯		*YS♯		
Victoria, KVIC (Mutual) Wm. C. Burks	*NB♯		*NB♯	*NB♯			PNB♯	*YS♯	*YS♯				*YS♯	*YS♯	*YS♯	*YS♯	*YS♯	*YS♯	
Waco, WACO (ABC – Texas State) Robert Glasgow	*NB♯	*NB♯	*NB♯		*NB♯		*NB♯	*NB♯						*NB♯	*NB♯		*NB♯		
Weslaco, KRGV Byron W. Ogle	*YB$	*YB$		*YB$	*YB$	*YB$	*YB$	*YB$							*YB$	*YB$		*YB$	
Wichita Falls, KFDX (ABC) Mott M. Johnson	*NB♯	*NS♯		*NS♯	*NS♯		*NS♯	*NS$ Split cost			*YS$ Split cost		*NB♯		*NB♯	*NB♯	*NS♯	*NB♯	PNB♯
Wichita Falls, KTRN Boyd A. Kelley	*YXO	*YX♯	*00♯	*NXO	*000			*YB♯					*YS♯		*YB♯		*YX♯		
UTAH Brigham, KBUH Wade M. Ebeling	*000	*000	*000	*000	*000			*000					*000	*000	*000			*000	
Cedar City, KSUB Arthur L. Higbee	*YS$	*YS$	*YS$	*YS$	*YS$				*YSO				*YSO	*YSO	*YS♯	*YSO		*YSO	
Logan, KVNU (Intermountain-Mutual) Reed Bullen	*YB♯	*YB♯	*YB♯	*YB♯	*YB♯	*YB♯	*YB♯	*YB♯	*YB♯				*YB♯	*YB♯	*YB♯	*YB♯	*YB♯	*YB♯	
Ogden, KVOG Arch G. Webb	*YS♯	*YS♯	*YS♯	*NS♯				*NS♯	*NO♯					*NS♯	*NS♯	*NS♯	*NS♯	*NS♯	*NS♯
Price, KOAL (Intermountain-Mutual) Jack Richards	*NS♯	*NS♯	*NS♯	*NB♯	*NB♯			*NB♯							*NB♯		*NB♯	*NB♯	
Provo, KCSU Harold E. Van Wagenen	*NB♯	*NB♯	*NB♯					*NB♯	*NB♯			*NB♯	*YS♯	*NS♯	*YB♯	*NB♯	*YS♯		
Provo, KOVO (Intermountain-Mutual) Arch L. Madsen	*YB♯	*YB♯	*YB♯	*YB$ Postage	*YB$ Postage			*YB♯					*YB♯	*YB♯	*YB♯	*YB♯	*YB♯	*YB♯	
Salt Lake City, KALL (Intermountain – Mutual) Thos. Anderson	*NB♯	*NB♯	*NB♯	*NB♯			*NB♯	*NB♯	*NB♯				*NB♯	*NB♯	*NB♯	*NB♯	*NB♯	*NB♯	*NB♯
Salt Lake City, KUTA S. John Schile	*NB$	*NB$		*NB♯			*NB♯	*NB♯	*NB♯	*YB♯		*YB♯		*YB♯	*YB♯	P000	*YB♯	*YB♯	*YB♯

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VERMONT																			
Brattleboro, WTSA Phillips G. Terhune	*NB#	*NB#	*NB#	*NB$ Postage	*NB$ Postage			*NB#					*NB#	*NB#	*NB#			*NB#	
Burlington, WJOY Alfred E. Spokes	*YS#	*NS#	*NS#	*YB#	*YBO			*YB#						*NB#	*NB#			*YS#	
Newport, WIKE Donald A. Thurston	*NB#	PNB#	*NB#	*NB#	PNB#		*NB$		*NB#	*NB#				*NB#	*NB#	*NB#		*NB#	*PNB#
Rutland, WHWB Vena M. Bates	*YS#	*YS#	*YS#	*YS#	PYS#								*YS$	*YS#			*YS$	*YS#	
Rutland, WSYB Philip Weiss	*000	*000	*000	*000	*000										*000			*000	
Waterbury, WDEV Lloyd E. Squier	*NB#	*NB#	*NB#	*NB#			*YS$	*NB#		*YB#		*YB#	*YB#	*NB#	*NB#	*NB#	*NB#	*YB#	PNB#
VIRGINIA																			
Blackstone, WKLV Harris L. Umstead	*NS#	*NS#	*NS#	*NS#	*NS#			*NS#	*NS#		PNS#		*NS#	*NS#	*NS#		*NS#	*NS#	
Bristol, WCYB Robert H. Smith	*YS#	*YS#	*YS#	*YS$ Postage	*YS$	*YS$	*YS$	PYS#	*YS#			*YS#	*YS#	*YS#	*YS#	*YS#		*NS#	
Charlottesville, WCHV Robert C. Walker	*NB#			*NB#	*NB#		*NB#	*NB#	*NB#		*NB#		*NB#		*NB#		*NB$	*NB#	
Charlottesville, WINA Thomas M. Carruthers	*NB#	*NB#	*NB#												*NB#	*NB#	*NB$	*NB#	
Covington, WKEY Earl M. Key	*NB#	*NB#	*NB#	*NB#	*NB#		*NS#		*NB#				*NB#				*NB#	*NB#	*NB#
Crewe, WSVS John E. Sadler	*NS#	*NS#	*NS#	*NS#				*NS#					*NS#	*NS#	*YS# Progs. only	*000 only	*000	*000	

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WWVA — Wheeling, West Virginia

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Over 130 Markets

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Whaley **TAXIPOSTER ADVERTISING**

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	Solicit and/or Place Displays	Store Checks	Solicit Tie-in Advertising	Letter	Postcard	Broadside	Merchandising Bulletin	Newspaper Tie-in Ads	Lobby Windows	Billboards	Car Cards	Demonstrations	Give Away Prizes	Product Mentions	Tune-in Announcements	Client Participation in Special Program	Recorded Personality Interviews Plugging Clients' Products	Aid Client Representative in Product Distribution	Merchandising Plan Offering Preferred Displays
Culpeper, WCVA John T. Rogers	*NB#		*NB#					P000							*NB#	*NB#		*NB#	
Danville, WBTM Edward G. Gardner	*NB#			*NB#	*NB#	*NB#	*NB#	*NX#	*00#						*NX#				
Danville, WDVA Emerson J. Pryor	*YB#	*NB#	*NB#	*YB# *YS# 13 wk. min.				*YB# *YS# 13 wk. min. 52 wks.				*YS# 52 wks.	*YS#		*NB# Progs. only			*NB#	
Farmville, WFLO	*YS#	*YS#	*YS#	*YS#	*YS#		PYS#	*YS#	*NS#				*YS#	*YS#	*NB#	PNB#	*YS$	*YS#	
Galax, WBOB Joe P. Crockett	*YB#		*YB#	*YB#				*YB#					*YB#	*YB#	*YB#	*YB#	*YB#		
Hampton, WVEC Harrol A. Brauer, Jr.	*YB#	*YB#	*YB#	*YB#	*YB#		*YB#	*YB#	*YB#				*YB#		*NB#	*NB#		*NB#	
Harrisonburg, WSVA (NBC)	*YSO Min. of $300-mo.	*YSO	*YSO																
Hopewell, WHAP Mort Hendrickson	*YB#	*NB#			P000		*YB$	*YO#	*000	*000			*YB#	*000	*000	*NB#		*000	
Lexington, WREL Milton B. Henson	*NS#	*NS#	*NB#					*NB#	*NB#			*NB#		*NB#	*NS#	*NS#		*NS#	
Lynchburg, WLVA (ABC) Philip P. Allen	*YB#	*YS$		*YS$	*YB$							*NB#	*NB#	*NB#	*NB#	*NB#		*NB#	
Lynchburg, WWOD Wm. T. Howard, Jr.	*YB#		*YB#		*YB#			*YX#							*NX#				
Marion, WMEV Robert C. Wolfenden	*NB#	*NB#	*NB#	*NB#	*NB# Client provides		*NBO	*NB$							*NB#	*NB#	*NB#	*NB#	
Newport News, WGH (ABC) Edward E. Bishop	*YB#	*YB#	*YB#	*YB$ Postage	*YB$		*YB$	*000	*000			*000	*000	*000	*000	*000		*000	*000
Norfolk, WCAV Wm. M. Manrov	*NB#	*NB#	*NB#	*YB#	*YB#			*NB#	P000				P000	*NB#	*YB#	*YB#	PYB#	*NB#	
Norfolk, WLOW B. Matthews	*NS#	*NS#	*NS#	*YS#	*NS#		*NS#			*NS#			*NS#		*NS#			*NS#	*YS$
Norfolk, WNOR Earl R. Harper	*OB#	*OB#		*NB#											*YB#			*NB#	
Norfolk, WRAP Glen A. Harmon	*NBO	*NBO	*NBO	*NBO				*000	*NBO			*NBO		*NBO	*NBO	*NBO		*NBO	PNBO
Norton, WNVA Jack T. Helms	*N00	*000	*000	*000	*000		*000		*000			*000			*000			*000	
Orange, WJMA Alfred W. Walthall	*NS#	*NS#	*NS#		*YS#			*YB#					*NB#	*NB#	*NB#	*NB#	*YB#	*NS#	
Petersburg, WSSV Ray L. Moss	*YB#			*YS#	*YS#	*YS#	*YS#		*YB#				*YS# Client supplies		*000 Programs				
Radford, WRAD Wendell H. Siler	*NS# Prog. only	*NB# Prog. & spot adv.	*NB#					*YS$ *YS# Prog. adv. only		*YS#			*YB#		*NX# Prog. only	*NB#	*NB$	*NB$	
Richmond, WANT Richard C. Scheele	*NB#	*NB#	*NB#	*NB#	*NB#			*YB#	*YB#					*000	*NB#		*NB#	PNB#	PNB#
Richmond, WLEE Irvin G. Abeloff	*YS#	*NS#	*NS#	*YS#	*YS#			*YS#	*YS#				*YB#	*YS#	*NB#	*NB#	*NB#	*NB#	*NS#
Richmond, WRNL Eddie S. whitlock	*NB#	*NB#		*NB#	*NB#		*NB#	*NB#	*NB#						*NB# For progs.	*NB#		*NB#	
Richmond, WRVA James D. Clark, Jr.		*000		*NB#	*NB$	*NB#	Car cards Corner Window	*NB#		*NB#		* Client not mentioned			*NB#			*NB#	

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City, Station Call Letters, Merchandising or Station Manager	TRADE CALLS			TRADE MAILINGS				ADVERTISING SUPPORT				ON THE AIR SUPPORT						OTHER SUPPORT	
	Solicit and/or Place Displays	Store Checks	Solicit Tie-in Advertising	Letter	Postcard	Broadside	Merchandising Bulletin	Newspaper Tie-in Ads	Lobby Windows	Billboards	Car Cards	Demonstrations	Give Away Prizes	Product Mentions	Tune-in Announcements	Client Participation in Special Program	Recorded Personality Interviews Plugging Clients' Products	Aid Client Representative in Product Distribution	Merchandising Plan Offering Preferred Displays
Richmond, WXGI David M. Wilburn	*YS#	*Y00	*YS#	*YS#	*YS#		*YS#		*YS#			*YS#	*YS#		*YS#	*NS#	*YS#	*YS#	*YS#
Roanoke, WDBJ Ray P. Jordan	*YB#	*YB#		*YB#	*YB#		*YB#	*YB#	*YB#						*YB#		*YB#	*YB#	
South Boston, WHLF John L. Cole, Jr.	*YS#	*YS#	*YS#	*YS0	*YS0			*Y00	*Y00		*Y00		*Y0#	*NS#	*NB#	*NB#	*NB#	*NB#	
Warsaw, WNNT Ruth R. Ronzel	*NO#	*NO#	*NO#					*000				*N00		*N00	*N00	*N00	*N00	*N00	*N00
Winchester, WINC Richard Field Lewis, Jr.	*NB#	*NB#	*NB#	*YS$				*YS$	*NB#				*YS$	*YS$	*NB#	*NS#	*YS#	*YS#	*YS#
Wytheville, WYVE Arthur M. Gates, Jr.	*NB#	*NB#	*NB#					*NB#					*NB#		*NB#				
WASHINGTON Aberdeen, KBKW													*NB#	*NB#	*NB#	*NB#	*NB#	*NB#	
Aberdeen, KXRO (Don Lee – Mutual) Fred G. Goddard	*NB#	*NB#	*NB#	*NB#	*NB#			*YB$											
Bellingham, KPUG (Don Lee – Mutual) James L. Hamstreet	*YB#	*YB#	*YB#	*YS#	*YB# If furnished		*YS#	*YS#	*YS#				*NB#	*NB#	*NB#	P000	*YB#	*YB#	
Bremerton, KBRO Loren B. Stone	*NS#	*NS#		*NS#					*NS#				*NS#		*NS#			*NS#	
Ellensburg, KXLE Joe Kendall	*NB#	*NB#	*NB#	*YB#			*NB#	*YB#	*NB#			*YB#	*YB#	*NB#	*NB#	*NB#	*NB$ Sometimes	*NB#	*YB#

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XL Parade of Products 20 Years

See The XL Station's Proven Merchandising Plan
2nd Cover

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	Solicit and/or Place Displays	Store Checks	Solicit Tie-in Advertising	Letter	Postcard	Broadside	Merchandising Bulletin	Newspaper Tie-in Ads	Lobby Windows	Billboards	Car Cards	Demonstrations	Give Away Prizes	Product Mentions	Tune-in Announcements	Client Participation in Special Program	Recorded Personality Interviews Plugging Clients' Products	Aid Client Representative in Product Distribution	Merchandising Plan Offering Preferred Displays
Kelso, KELS Claire O. Banks	*YB$ Sometimes		*NO#	*YB$				*NB$ Split cost	P000				*YB$		*YB#	P000	*Y00	*NB#	*YB#
Kennewick, KWIE (CBS) Hal Clark	*NB#	*NB#	*NB#	*NS#				*NS0	*NS0				*NS0	*NS0	*NS0		*NS0	*NS0	
Longview, KWLK (Don Lee – Mutual) Chatterton O. Chatterton	*OB#	*OB#	*OB#	*YB$	*YB$			*N00				*YB$		*YB#	*YB#	*YB#	*YB#	*YB#	
Mount Vernon, KBRC Leo H. Beckley	*NB#	*NB#	*NB#	*NB#	*NB#									*NB#	*NB#		*NB#	*NB#	
Olympia, KGY (Don Lee – Mutual) Elmer J. Holmberg	*YB#	*YB#	*YB#	*YB#	*YB#	*NB$	*YB#	*YB#	*YB#				*YB#	*YB#	*YB#			*YB#	
Port Angeles, KONP Keith E. Patterson	*NB#	*NB#	*NB#	*NB$ Postage	*NB$ Postage			*NB#	*NB#				*NB#	*NB#	*NB#				
Pullman, KBKH John R. Bayton	*NS#	*NS#	*NS#	*NS#				*NS#			P000	*NS#			*NO#			*NO#	
Puyallup, KPUY Merrill E. Mael	*YS#	*NS#	*NBO				*NS$	*NS#	*NS#		*NS#			*NS#	*NS#	*NS#	*N00		
Raymond, KAPA Hugh J. McPherson	*NS$	*NS$	*NS$	*NS$		*NS$	*NS$	*NS$	*NS$			*NS$	*NS$	*NS$	*NS$	*NS$	*NS$	*NS$	
Renton, KLAN Harold E. Ridalls	*YS#	*YS#	*YS#	*YS$	*YS$			*YS#			*YS#				*NS#		*NS#	*NS#	
Richland, KALE Robert S. Jones	*NB#	*NB#	*NB#	*YB#			*YB#	*YS0	*YS0				*YS$		*YS#			*NB#	
Seattle, KING Otto P. Brandt	*NS#		*NS#	*YS#	*YS#		*YS#	*YS#					*YS#		*YS#	*YS#			
Seattle, KIRO	*NB#	*NB$	*NB#	*NB$ If heavy	*NB$ If heavy		*NB#	*NS#					*NS#		*NB#	*NB$	*NB$	*NB#	*NB#
Seattle, KJR (ABC) J. Arch Morton	*YB#			*YB#	*YB#			*YB#	*YB#					*YB#	*YB#			*YB#	
Seattle, KOL Archie G. Taft, Jr.	*NB#	*NB#	*NB#	*YB#				*NB#					*NB#		*NB#		*NB#	*NB#	PYX#
Seattle, KOMO Willard W. Warren	*YBO	*YBO	*YBO	*YB$ Split cost	*YB$ Split cost		*YB$ Split cost	*YB#	*YB#						*YB#		*YB#	*YB#	
Spokane, KGA Harvey Wixson	*NB#		*NB#	*NB#	*NB#								*NB#	*NB#	*NB#		*NB#	*NB#	
Spokane, KNEW (Don Lee – Mutual) C. E. Rodell	*NB#	*NB#	*NB#	*NS#	*NS#		*NS#	*NS#	*NS#			*NB#	*NB#	*NB#	*NB#	*NB#	*NB#	*NB#	*NB#
Spokane, KSPO D. Gene Williams	*YS#	*YS#	*YS#	*YS#				*YS#			*YS#		*YS#		*YS#			*YS#	P000
Sunnyside, KREW Don G. Bennett	*YB$	*YB$	*YB$	*YB$	*YB$	*YB$ If furnished	*YB$	*YB$	*YB$	*YB$	*YB$	*YB$	*YB$	*YB$	*YB$	*YB$	*YB$	*YBO	*YBO
Tacoma, KMO Jerry Geehan	*YB#	*YB#	*YB#	*YB#	*YB#			*YB#	*YB#				*YB#	*YB#	*YB#	*YB#	*YB#	*YB#	PYB#
Tacoma, KTAC Warren J. Durham	*NS#	*NS#	*NS#	*NS#	PNS#		PNS#	*NS#								*NS#	*NS#	PNS#	PNS#
Walla Walla, KUJ (Don Lee – Mutual) Donald A. Wike	*YB#	*NB#	*NB#	*YB#	*NB#				*NB#				*NB#	*NB#	*YB#		*YS#	*000	
Wenatchee, KPQ James W. Wallace	*YB#	*YB#	*NB#	*YB#	*YB#		*YB#	*YB#	*YB#	*YB#	*YB#		*NB#		*YB#	*NB$		*NB#	*YB#

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	Solicit and/or Place Displays	Store Checks	Solicit Tie-in Advertising	Letter	Post-card	Broad-side	Merchandising Bulletin	Newspaper Tie-in Ads	Lobby Windows	Billboards	Car Cards	Demonstrations	Give Away Prizes	Product Mentions	Tune-in Announcements	Client Participation in Special Program	Recorded Personality Interviews Plugging Clients' Products	Aid Client Representative in Product Distribution	Merchandising Plan Offering Preferred Displays
Yakima, KIMA (CBS) Robert L. Black	*YB#	*YB#	*YB#	*YB#	*YB#		*YB#	*YB#	*YB#					*000	*YB#	PYB#	PYB#	*000	*Y00
Yakima, KIT (NBC–ABC) Jack H. Goetz	*YB0	*YB0	*YB0	*YB0	*YB0			*YB0	*Y00			*YS0	*YS0		*YB0	*NB0		*000	*000
Yakima, KYAK (Don Lee – Mutual) Walley W. Boone	*YS#	*YS#	*YS#	*YS#	*YS#				PYS#		*YS#		*YB#	*NB#	*YB#		*YS#	*YS#	
WEST VIRGINIA Beckley, WJLS Virginia N. Cooper	*YB#	*YS#		*YS#	*YS#				*YB#	*YS#					*NB#	*NB#		*YB#	
Bluefield, WHIS Pat T. Flanagan	*YB#		*NB#	*YB#	*YB#			*YB#				*YB#	*YB#	*YB#	*YB#	*000	*YB#		
Bluefield, WKOY J. Lindsey Alley	*YB#	*YS#		*YB$		*YB$	*YB$	*YB$	*YS#				*NB# Prizes furnished		*NB#	*YS$	*NS#	*NB#	
Charleston, WCAW Selma Pierson	*NS#	*NS#	*NS#					*NS#		P000			*NS#	*NS#	*NS#	*YS$	*NS#	*NS#	
Charleston, WCHS John T. Gelder	*YB0	*NB0		*YB0	*YS0			*000		*YS0	*YS0				*YB0			*000	
Charleston, WGKV Ben W. Venable	*NB#	*YB#	PYB#	*YB#	*YB#			*YB#	*YB#	P000				*NB#	*NB#	*YB#	*YB#	*NB#	
Charleston, WKNA George J. Gray	*NB#	*NS#	*NB#	*NB$	*NB$		*NB#		*000		P000			*NB#	*NB#	*YS$	*OB0	*NB#	PYS#
Charleston, WTIP Berton Sonis	*NB#	*NB#	*NB#	*NB#	*NB#		*NB#						*NB#	*NB#	*NB#		*NB#	*NB#	
Clarksburg, WBLK Carl L. Loose	*YS$	*YS$	*YS$	*YS$				*YS$		*000					*Y00	*Y00	*Y00	*Y00	
Elkins, WDNE Edward F. Libby	PYB#	PNS#						PYB#	PYX#						*YX#		*YX#	PYB#	PYB#
Fairmont, WVVW Robert M. Drummond	*NB#	*NB#	*NB#	*NB#	*NB$	PNB$		PYB$	*YB#			PNB#	*NB#	*NB#	*NX#	P000	*NB$	*NB#	
Huntington, WPLH F. J. Evans	*YB#	*YB#	*YB#	*YB#	*YB#			*YB#	*YB#				*YB#		*YB#	*NB#	*NB#	*YB#	
Huntington, WSAZ (ABC) Charles T. Garten	*NB#	*NB#	*NB#	*NB#	*NB#		*NB#	*NB#			*NB#		*000		*NB#			*NB#	P000
Logan, WVOW Henry V. Diefenbach	*YB#	*YB#	*YB#	*YB$ Postage & printing	*YB$		*YB$		*YB$			*YB#		*YB#	*YB#	PYB#	*YB#	*YB#	
Montgomery, WMON Andrew W. Vickers	*OS#	*OS#	*OB#	*YS#	*YS#	PYS#	PYS#	*NB#	*YS#			*YS#	P000	*NB#	*NB#	*NB#	*YS#	*NB#	
Morgantown, WAJR John W. Johns	*NB#	*YS#		*YS#	*YS#	*YS0		*YO#							*NB#	PNB0		*NB#	
Parkersburg, WCOM Aud N. Archer	*YS#	P0B$	*OB#	*YS$ Cost		P000		*NS$	P000					*NB0	*NB0	PNS#		*YS#	
Parkersburg, WPAR George H. Clinton	*OB#	*OB#	*OB#	*OB0				*OB#	*OB0			*OB0	*OB0	*OB0	*OB0		*OB0	*OB0	
Princeton, WLOH Mel F. Barnett	*YS0	*YS0	*YS0	*YS0					*YS0										
Weirton, WEIR Robert E. Badger	*YB#	*YB#	*YB#	*YB#	*YB#		*YB#	*YB#	PYB#				*YB#		*YB#		*YB#	*YB#	
Wheeling, WHLL Kenneth H. Forney	*NB#		*NB#	*NB#			*NB#	*NB#	*NB#		*YS$		*NB0 Reciprocate		*NB#		*NB$		
Wheeling, WKWK John B. Reynolds	*NB#		*NB# Use co-ops.	*NB$ Postage	*YO$		*NB#	*YX#	*NB#		*NB#			*NB#	*NB#	*NB#	*NB#		

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WISCONSIN Antigo, WATK Art F. Berner	*N00	*N00	*N00	*N00				*N00						*N00	*N00		*N00		
Appleton, WAPL Fred W. Sample	*YS#	*YS#		*YS#	*YS#			*YS#					*YS#		*YS#		*YS#	*YS#	*YS#
Appleton, WHBY Earl H. Huth	*NB#	*NB#	*NB#	*NB#	*NB#	*NB$ Cost	*NB$ Cost	*NB#	*NB#					*NB#	*NB#	PNB#		*NB#	
Beaver Dam, WBEV Charles R. Dickoff	*NS#	*NS#	*NS#	*NS#	*YS#		*YS#	*YS#				*NS#	*NS#	*YS#	*YS#	*YS#	*YS#	*YS#	PNS#
Beloit, WBEL L. O. Fitzgibbons	*NB#	*NB#	*NB#	*NB#	*NB#		*NB#	*NB#	*NB#		*NB#	*NB#	*NB#	*NB#	*NB#	*NB#	*NB#	*NB#	
Eau Claire, WBIZ Stan Torgerson	*NB#			*NB#	*NB#							*NB#	*NB#	*NB#	*NB#		*NB#		
Eau Claire, WEAU (NBC-Arrowhead) Harry S. Hyett	*YB#			*YB#				*YB#					*YB$		*YB#			*000	
Green Bay, WDUZ Don A. Weitendorf	*NB#	*NB#	*NB#	*NB#	*NB#			*NB#	*NB#				*NB#	*NB#	*NB#	*NB#	*NB#	*NB#	
Green Bay, WJPG John M. Walter	*YB#	*NB#	*NB#	*NB#	*NB#		*NB#	*NB#											
Janesville, WCLO (Mutual-Wisconsin) Vern W. Williams	*NB#	*NB# If heavy	*NB#	*NB$	*NB$	*NB$	*NB$	*NB#	*NB#				*NB#		*NB#	*NB#		*NB#	
Kenosha, WLIP Hugh L. Gately	*YB#	*YB#	*YB#	*YB#			*YB#	*YB#	*YB#			*YB#	*YB#	*YB#	*YB#		*YB#	*YB#	
La Crosse, WKBH (NBC) Howard Dahl				*NB#	*NB#			*NB#	*NX#				*NO#	*NB#	*000	*000		*000	
Ladysmith, WLDY A. T. Shields	*NB#	*NB#	*NB#	*NB#				*NB#	*NB#	P000			*NB$		*NB#	*NB$	*NB$	*NB#	*NB#
Madison, WIBA Kenneth F. Schmitt	*NB#	*NB#	*NB#	*NB#	*NB#	*NB#	*NB#	*NB#	*NB#		*NB#				*NB#	*NB#	*NB#	*NB#	*NB#
Madison, WISC (ABC-Arrowhead-MBS) Ralph O'Connor	*YB#	*YB#	*YB#	*YB$ Postage	*YB$ Postage	*NO#	*YB#	*YB0	*000	*000	*000			*YB#	*YB#	*YB#	*YB#	*000	
Madison, WMFM Earl M. Fessler	*YB#	*YB#	*YB#	*YB$	*YB$			*YB$	*YB$		*YB$		*YB$	*YB$	*YB#	PYB$	*YB#	*YB#	P000
Marinette, WMAM Jos. D. Mackin	*YB#	*NB#	*OS$	*YB#	*YB#			*YS#					*YS$		*YS#			*NB#	*NB#
Marshfield, WDLB Robert W. Behling	*NB#	*NB#		*NB#	*NB#			*YB#	*NB#				*NB#		*NB#			*NB#	
Milwaukee, WFOX Charlie J. Lanphier	*000	*000		*000	*000	*000	*000	*000	*000	*000		*000	*000	*000	*000		*000	*000	
Milwaukee, WISN (CBS) Harry D. Peck	*YB$	*YB$	*YB$	*YB$	*YB$		*YB$	*YB#					*YB#	*YB#	*YB#			*YB#	*YS$
Milwaukee, WMIL Jerome Sill	*Y00							*Y00							*Y00				*YS#
Milwaukee, WOKY Melvin Bartell	*NB$	*NB$		*NB$	*NB$			*NB$					*NB$		*NB$			*NB$	*NB$
Monroe, WEKZ Grant A. Ritter	*YS#	*YS#	*YS#	*YS#	*YS#	*YS#	*YS#	*YS#	*YS#		*YS#	*YS#	*YS#	*YS#	*YS#	*YS#	*YS#	*YS#	
Neenah-Menasha, WNAM N. C. Parsow	*YX#	*YX#	*YX#	*YX#	*YX#	*YX#		*YX#	*YX#				*YX#		*YX#	*YX#	*YX#	*YX#	
Oshkosh, WOSH Robert J. Flynn	*NB#	P000					*000	*YB#					P000	*NB#	*000	*NB#			

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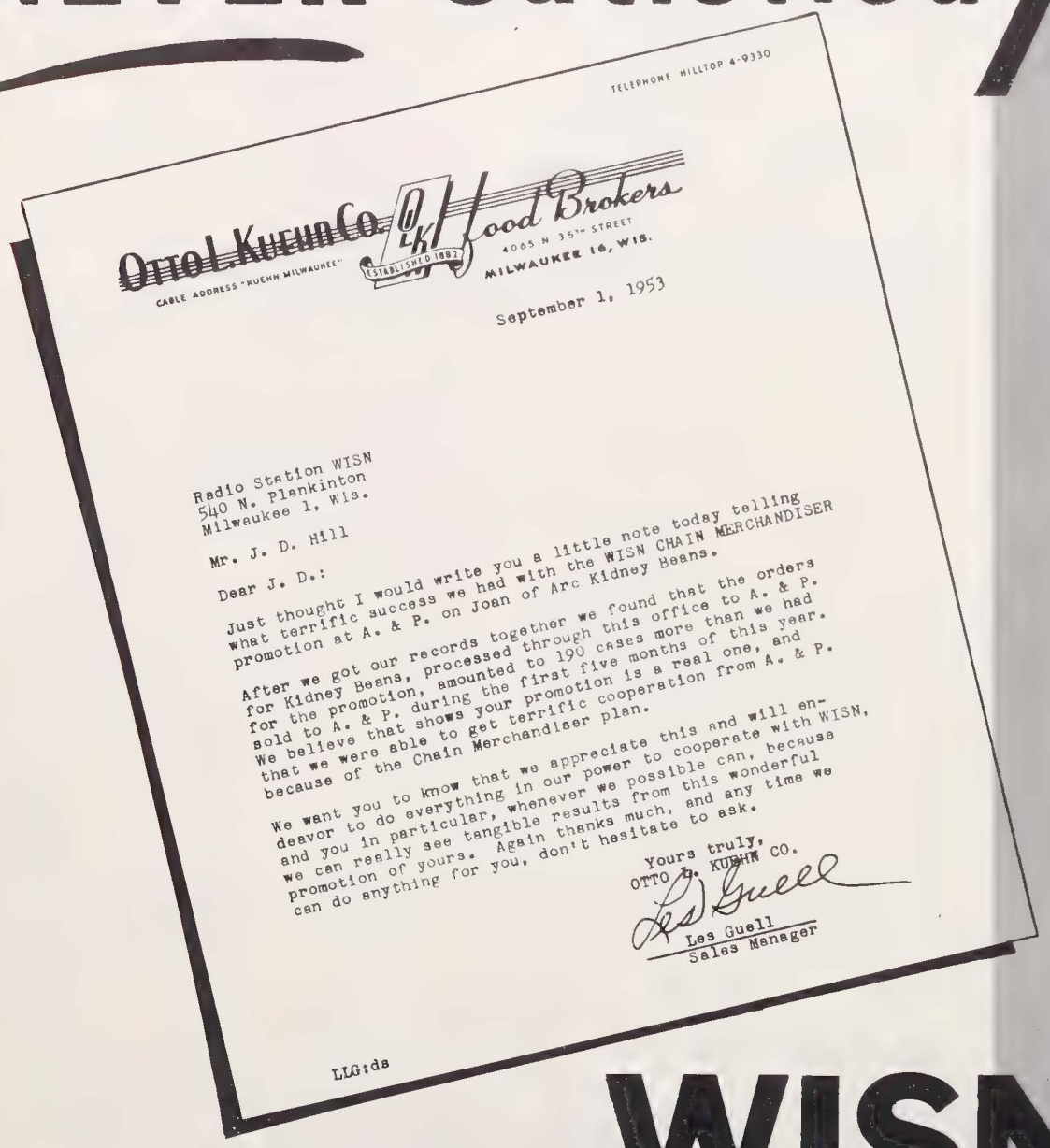
Racine, WRAC Bob Martin	*YS#	*YS#	*YS#	*YS#	PYS#		*YS#	*YS#			*YS#		*NS#	*NS#	*NS#	P000	*YS#	*NS#	P000
Racine, WRJN Harold J. Newcomb				*YB#	*YB#			*YB#						*YB#	*YB#			*YB#	
Rhinelander, WOBT Bruce G. Beichl	*YB#	*YB#		*YB#	*YB#			*YB#				*000	*000		*YB#	P000	*YB#	*YB#	
Rice Lake, WJMC Russel J. Brown	*YB#	*YB#	*YB#	*YB#	*YB#		*YB#	*YB#	*YB#	*YB#		*YB#	*YB#	*YB#	*YB#	*YB#	*YB#	*YB#	
Richland Center, WRCO Thomas R. Kelley	*YB#	P00$	*NB#	*YB#	*00$	P000	*YB#	*YB0	*YB#				*NB#	*NB#	*NB# Prog. only	P000	*NB$	*NB#	P000
Shawano, WTCH Ray G. Gruetzmacher	*YB#	*YB#	*Y00	*YB$				*YB#				*YB#	*YB#	*YB#	*YB#	P000	*YB$	*YB#	
Sheboygan, WHBL (ABC) Ben Havel	*NB#	*NB#		*NB#											*NB#			*NB#	
Sparta, WKLJ Jon F. Lohmer	*NB#	*NB#	*NB#	*NB#				*NB#	*NB#					*NB#	*NB#	*NB#	*NB#	*NB#	
Sturgeon Bay, WDOR Edward D. Allen	*NS#	*NS#	*NS#	*NS#			*NS#	*NS0				*NS#	*NS#	*NS#	*NS0	*NS0	*NS0	*NS0	
Sturgeon Bay, WOKW Herbert H. Graefe	*NS#	*NS#	*NS#	*NB#				*NB#	*NB#				*NB#		*NB#	*NB#	*NB#	*NB#	
Superior, WDSM Rodney A. Quick	*NB#		*NB#	*NB#	*NB#			*NB#	*NB#				*NB#	*NB#	*NB#			*NB#	
Watertown, WTTN Carl V. Kolata	*000	P000		*000				*000	*000				*YB0	*YB0	*YB0				
Wausau, WSAU Richard D. Dudley	*NB# Service rendered on request	*NB#	*NB#	*NB#			*NB#		*NB#					*NB#	*NB#	*NB#	*NB#	*NB#	*NB#
West Bend, WBKV Paul J. Mueller	*NB#	*NB#	*NB#	*NB#			P000	*NB#	*NB#	*NB#		*NB#	*NB#	*NB#	*NB#	*NB#	*NB#		
Wisconsin Rapids, WFHR Geo. T. Frechette	*YB$	*YB$	*YB$	*YB$		*YB0	*YB0	*YB#					*YB#				*YB#	*YB#	*YB#
WYOMING Casper, KSPR (Intermountain-Mutual) D. L. Hathaway	*YB#			*YB$	*YB$			*YB#											
Casper, KVOC William F. Shutts	*NB#		*NB#	*NB$ Cost	*NB#			*NB#	*NB#				*NB#		*NB#	*NB#	*NB#	*NB#	
Cheyenne, KVWO (Intermountain-Mutual) William T. Kemp	*NS#	*NS#	*NS#	*NS#	*NS#			*NB#	*NB#	*NS#	*NB#	*NB#	*NB#	*NB#	*NB#	*NB#	*NB#	*NB#	
Lander, KOVE Jack L. Breece	*YB#	*YB#	*YB#	*YB#	*YB#	*YB#	*YB#	*YB#					*YB#	*YB#	*YB#		*YB#	*YB#	
Powell, KPOW (Intermountain-Mutual) Albert J. Meyer	*NB#	*NB#	*NB#		*NB#										*NB#	*NB#		*NB#	
Riverton, KWRL Cleo D. Berry	*000	*000	*000	*000											*000	*000	*000	*000	
Sheridan, KWYO (Intermountain-Mutual) Jim Carroll	*YB#	*YB#		*YB$ Cost	*YB$ Cost								*NB#		*YB#	*000	*YB$		

Note: *—Yes to question heading column, Blank--no to question heading column, P--plan to in near future, Y--minimum amount of air time required, N—no minimum time required, 0--not reported, X--network advertiser only, S--spot advertiser only, B--both, $--charge for service, #--no charge for service. Where 0's appear more than once under a classification station did "not report" to all parts of the question.

Some Stations Are NEVER Satisfied



TELEPHONE MILLTOP 4-9330

Otto L. Kuehn Co. OK Food Brokers
ESTABLISHED 1882
CABLE ADDRESS "KUEHN MILWAUKEE"
4065 N 35TH STREET
MILWAUKEE 16, WIS.

September 1, 1953

Radio Station WISN
540 N. Plankinton
Milwaukee 1, Wis.

Mr. J. D. Hill

Dear J. D.:

Just thought I would write you a little note today telling what terrific success we had with the WISN CHAIN MERCHANDISER promotion at A. & P. on Joan of Arc Kidney Beans.

After we got our records together we found that the orders for Kidney Beans, processed through this office to A. & P. for the promotion, amounted to 190 cases more than we had sold to A. & P. during the first five months of this year. We believe that shows your promotion is a real one, and that we were able to get terrific cooperation from A. & P. because of the Chain Merchandiser plan.

We want you to know that we appreciate this and will endeavor to do everything in our power to cooperate with WISN, and you in particular, whenever we possible can, because we can really see tangible results from this wonderful promotion of yours. Again thanks much, and any time we can do anything for you, don't hesitate to ask.

Yours truly,
OTTO L. KUEHN CO.
Les Guell
Les Guell
Sales Manager

LLG:ds

The sales power of WISN promotion can be gauged by this letter from Milwaukee's largest food broker.

Even though they have 17 out of 20 top-rated programs in their market,* some stations insist on increasing the effectiveness of their advertising messages by supplying valuable sales tools to their advertisers. In Milwaukee this thinking has resulted in—

The WISN Advertiser Dividend Plan

ADVERTISING SUPPORT

- Counter display cards
- Easel cards
- Newspaper tie-in ads
- Product listing in Grocery Briefs mailed monthly to 1175 leading Milwaukee grocers
- Product listing in Druggist Briefs mailed monthly to 400 leading Milwaukee druggists
- Product publicity in WISN Radio News and Views magazine.
- Billboard advertising with advertising tie-ins now in final planning stage.

ON THE AIR SUPPORT—

- Special promotion of advertisers programs via special recordings of program personalities.
- Continuing cross-promotion announcements.
- Advertiser tie-in program announcements.

MERCHANDISING SUPPORT—

- Trade mailings of all kinds to Milwaukee's most complete listings.
- Comprehensive production of mailing pieces for advertisers.
- Retail and wholesale trade call system now in final planning stage.

IN-STORE DISPLAY PLANS—

- WISN Chain Merchandiser—Makes available special displays in A&P and National Food Stores.
- WISN Chain Drug Merchandiser—Makes available self-service display space in high-volume independent drug stores. Now in final planning stage.

The extent of promotion and merchandising aid offered is based on contract scope and product requirements.

We request your correspondence or personal visit for a discussion of your particular problems in the Milwaukee area.

*Top Ten Evening and Daytime Shows
March-April, 1953—Pulse of Milwaukee

WISN

THE MILWAUKEE ADDRESS OF

CBS

Represented by the KATZ AGENCY, INC.

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"All this... and Vic Diehm, too!"

When you buy any one or all of the Vic Diehm stations it's like ordering a full course meal in a restaurant where the extras in taste, portion and service make you want to return again and again. For here are just some of the merchandising extras that Chef Diehm serves his chain of radio restaurants.

- **ON THE AIR PROMOTION . . .** is done for any account pushing a special, or a particular show.
- **LETTERS TO THE TRADE . . .** are sent to all retail or distribution outlets in the trading area covered by the station.
- **THEATRE TRAILERS . . .** have been successfully used to promote many a client's products.
- **STREAMERS, CAR CARDS OR POSTERS . . .** will be distributed at no cost to the advertiser. If the account warrants it we will also defray printing costs.
- **CALLS ON THE TRADE . . .** are regularly done by our sales and promotion staff.
- **SELL-O-GRAM . . .** is a newsy monthly letter sent to clients and prospects containing interesting briefs of the stations activities.
- **NEWS HEADLINES . . .** are prepared daily for a selected number of restaurants. These are distributed by the waitresses. An excellent good will builder that keeps the station popular with the public.

WAZL **WHOL** **WHLM** **WIDE** **WVDA**

BINGHAMTON, N.Y. — SCRANTON, PA. — BIDDEFORD-SACO, ME. — MRS. YANKEE — BOSTON, MASS. ABC

Swing the KANSAS CITY MARKET *your way*

with RADIO *on*

WHB

710 KC. • 10,000 WATTS • MBS NETWORK

Let WHB—Kansas City's oldest call letters—swing listeners your way in the WHB*ig* (1,393,846 radio sets) Kansas City Market. Let WHB help swing distribution and sales your way, with full, efficient merchandising cooperation!

For 18 years Kansas City's Mutual Network outlet, WHB is the "home station" for the Kansas City area . . . Exclusive broadcasts of the Kansas City Blues baseball games, Big Seven Football and Big Seven Basketball, by Larry Ray . . . Sandra Lea, 11 years the favorite woman's program . . . The Musical Clock, 23-year-old disc jockey show . . . WHB Newsbureau and AP newscasts begun in 1936 by John Cameron Swayze . . . Neighborin' Time, with Bruce Grant, the favorite farm hour for 23 years . . . And many other programs that are Kansas City's favorites, including Wayne Stitt's all-afternoon d. j. show and Roch Ulmer's "Night Club of the Air." They are some of the reasons you get "most listeners per dollar" via Radio in the WHB*ig* Market!

with TELEVISION *on*

WHB-TV

BASIC CBS CBS TELEVISION **AFFILIATE**

CHANNEL 9

Your TV spots are in the spotlight when they appear on WHB-TV, along with bright stars of the CBS Network and talent-packed local shows that quickly made Channel 9 the Kansas City area favorite. We are proud of our top ratings, but WHB is not too proud to give TV advertisers complete merchandising cooperation! The WHB and WHB-TV merchandising organization swings right along with advertisers in giving you distribution and sales helps to meet the demand of 323,352-plus TV homes in the rich Kansas City market area.

FREE TO ADVERTISERS AND AGENCY EXECUTIVES

You'll enjoy *SWING*, the vest-pocket-sized magazine published monthly by WHB and WHB-TV. Articles on marketing, merchandising, research . . . plus excerpts from John Crosby's Radio and TV column . . . pictures, jokes, quizzes and cartoons. Sent free to time buyers, agency executives,

1922-1953

WHB-TV
CHANNEL 9 BASIC CBS-TV
SHARING TIME WITH KMBC-TV Kansas City

WHB
710 KC. 10,000 WATTS
MUTUAL NETWORK
KANSAS CITY'S OLDEST
Represented nationally by