

their 21 stations 7% of all non-network time sales in 1957. Their share of national spot came to nearly 14% while the share of local was 3.6%.

The smaller role played by network ads in radio is primarily due to the greater number of radio stations and the decline of network ra-

dio. The latter's lean years and the rise of the independent station has given birth to a number of groups which brought new programming concepts into radio. Groups like the Storz, McLendon and Bartell stations have had tremendous impact on listening patterns with popular music

formats and hard-hitting promotion. The radio groups tend more toward tight formulas than other groups, one reason being with tv stations carrying heavy network schedules there is less room in which to play around.

Once you get past the above basic facts about station groups, the varie-

## A SAMPLING OF THE MAJOR TV AND RADIO STATION

### AMERICAN BDCSTG. CO.

(5 tv, 6 am)—WVKB (TV), WLS, Chicago; WXYZ-TV-AM, Detroit; KABC-TV-AM, Los Angeles; WABC-TV-AM, N. Y.; KQV, Pittsburgh; KGO-TV-AM, San Francisco

### AIR TRAILS

(1 am)—WCOL, Columbus, O.; WING, Dayton; WKLO, Louisville, Ky.; WIZE, Springfield, O.

### GENE AUTRY STATIONS

(2 tv, 4 am)—KMPG, Los Angeles; KOOL-TV-AM, Phoenix; KSFO, San Francisco; KOLD-TV-AM, Tucson

### BALABAN STATIONS

(2 tv, 3 am)—KBOX, Dallas, Tex.; WRIT, Milwaukee; WTVO (TV), Rockford, Ill.; WIL, St. Louis; WICS (TV), Springfield, Ill.

### BARTELL FAMILY STATIONS

(5 am)—WAKE, Atlanta; WYDE, Birmingham; WOKY, Milwaukee; KCBQ, San Diego; KYA, San Francisco

### JOE FLOYD GROUP

(1 tv, 3 am)—KSO, Des Moines; WLWL, Minneapolis; KELO-TV-AM, Sioux Falls, S. D.

### BOOTH STATIONS

(6 am)—WVBB, Flint; WVBM, Jackson; WIOU, Kokomo; WSGW, Saginaw; WJVA, So. Bend.; All Mich.; WIOD, Toledo

### KENYON BROWN STATIONS

(1 tv, 3 am)—KANS, Independence, Mo.; KFOX, Long Beach; KGOP (TV), Los Angeles; KGLC, Miami, Okla.

### CALIF.-OREGON STATIONS

(3 tv, 2 am)—KIEM-TV-AM, Eure-

ka, Cal.; KAGI, Grants Pass, Ore.; KOTI-TV, Klamath Falls, Ore.; KBES-TV, Medford, Ore.

### CAPITOL CITIES STATIONS

(2 tv, 1 am)—WROW, WTEN (TV), Albany; WPRO-TV, Providence

### CASCADE BDCSTG. CO.

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

### COLUMBIA BDCSTG. SYSTEM

(5 tv, 7 am)—WEEI, Boston; WBBM-TV-AM, Chicago; KNXT (TV), KNX, Los Angeles; WCBS-TV-AM, New York; WCAU-TV-AM, Philadelphia; KMOX-TV-AM, St. Louis; KCBS, San Francisco

### CORINTHIAN BDCSTG.

(5 tv, 2 am)—WANE-TV-AM, Fort Wayne, Ind.; KGUL-TV, Houston; WISH-TV-AM, Indianapolis; KBE-TV, Sacramento; KOTV (TV), WCKR, Miami

### COWLES STATIONS

(4 tv, 3 am)—KRNT-TV, Des Moines; WHTN-TV-AM, Huntington, W. Va.; KTVH (TV), Hutchinson-Wichita; WCCO-TV-AM, Minn.

### JAMES M. COX STATIONS

(4 tv, 4 am)—WSB-TV-AM, Atlanta; WSOC-TV-AM, Charlotte, N. C.; WHIO-TV-AM, Dayton; WCKT (TV), WCKR, Miami

### CROSLY BDCSTG. CORP.

(5 tv, 1 am)—WLVA (TV), Atlanta; WLWT (TV), WLW, Cincinnati; WLWC (TV), Columbus, O.; WLWD (TV), Dayton; WLWI (TV) Indianapolis

### FETZER STATIONS

(1 tv, 3 am)—WWTU (TV), Cadillac; WJEF, Grand Rapids; WKZO-TV-AM, Kalamazoo; all Mich.; KOLN-TV, Lincoln; WMBD-TV-AM, Peoria, Ill.

### FOUNDERS CORP.

(1 tv, 3 am)—KTUR (TV), Denver; KPOA, Honolulu; WSMB, New Orleans; WFBL, Syracuse

### FRIENDLY STATIONS

(3 tv, 6 am)—WBOY-TV-AM, Clarksburg, W. Va.; KODE-TV-AM, Joplin, Mo.; KMLB, Monroe, La.; WPAR, Parkersburg, West Va.; WPIT, Pittsburgh; WSTV-TV-AM, Steubenville, O.

### GANNETT STATIONS

(4 tv, 4 am)—WINR-TV-AM,inghamton, N. Y.; WDAN-TV-AM, Danville, Ill.; WENY, Elmira, New York; WHIEC-TV-AM, Rochester; KOVR-TV, Stockton-Sacramento

### A. L. GLASSMANN STATIONS

(2 tv, 6 am)—KGEM, Boise; KOPR, Butte; KIMN, Denver; KMON, Great Falls, Mont.; KLO, Ogden, Utah; KUTV (TV), Salt Lake City; KLIX-TV-AM, Twin Falls, Idaho

### GRIFFIN STATIONS

(3 tv, 1 am)—KATV (TV), Little Rock; KWTV (TV), Oklahoma City; KTUL-TV-AM, Tulsa

### HEARST STATIONS

(3 tv, 3 am)—WBAL-TV-AM, Baltimore; WISN-TV-AM, Milwaukee; WCAE, WTAE (TV), Pittsburgh

### S. E. HUBBARD STATIONS

(2 tv, 3 am)—KOB-TV-AM, Albuquerque; KGTO, Cypress Gardens; KSTP-TV-AM, Minn.-St. Paul