



NETWORKS



RADIO



NATIONAL



REGIONAL

WLW

... Now, more than ever—
the most efficient, the most economical
way to reach $\frac{1}{10}$ th of America!

WLW has a four-week audience of 2,702,000 homes in its area — 186,500 more than in 1946, a pre-TV year.



The WLW Merchandise-Able Area covers 330 counties, has a population of 13,702,000—3,904,000 radio families—with a buying income of well over \$16 billion annually.

Audience Data, NRI Feb.-March 1951.

FOR 30 YEARS... THE NATION'S STATION —

WLW



Robert E. Kintner
President

American Broadcasting Company

STUMPING days for presidential candidates are numbered. Radio and television are seeing to that.

Today there are over 105 million radio sets in the United States — a ratio of one set for every voting citizen. And television sets installed throughout the nation total almost 16 million with an estimated 18½ million sets expected to be in use by November 1, of this year.

Radio is now able to reach 95.6 per cent of the total families in the nation, and TV, although presently concentrated in 65 large metropolitan areas of the nation, reaches the greater proportion of regular voters who live in or near to these major retail areas. Therefore, it is evident that that combined facilities of radio and television reach the majority of the nation's eligible voters, who by July, 1952 will number almost 99 million persons.

The impact of radio and television will have considerable bearing on the results of voting in this election year. By the time Americans go to the polls on November 4 to elect the 34th President of the United States, they will know more about their presidential candidates, the issues at hand and will have seen and heard more about these candidates than in any previous election year in the history of our nation. Radio and television will be the reason.

This is in marked contrast to past election years when only comparatively small segments of the nation's people could see a candidate in person as he stumped the country on a so-called whistle-stop campaign.

The electronic age of radio and television has changed all of that. Radio brought the voices of the candidates to all homes and television makes the candidates an in-person guest in the home.

The inestimable force of these media remains to be calculated after November 4, 1952. But no single candidate or political party can deny that radio and television will play a vital role in the election of our 34th President.

It is a tribute to our democratic principles that in this election year, a number

of great American manufactures will assist the radio and television networks in presenting the most comprehensive coverage of the Republican and Democratic national convention and Election Day returns that have ever been undertaken, by sponsoring this complete reporting as a public service. The Admiral Corporation will present ABC's radio and television coverage of the important national conventions of the Republican and Democratic parties as well as the Election Returns.

ABC radio and television will cover the Republican convention in Chicago from July 7 through July 11 and the Democratic convention from July 21 through July 25 as well as the Election Day results on November 4.

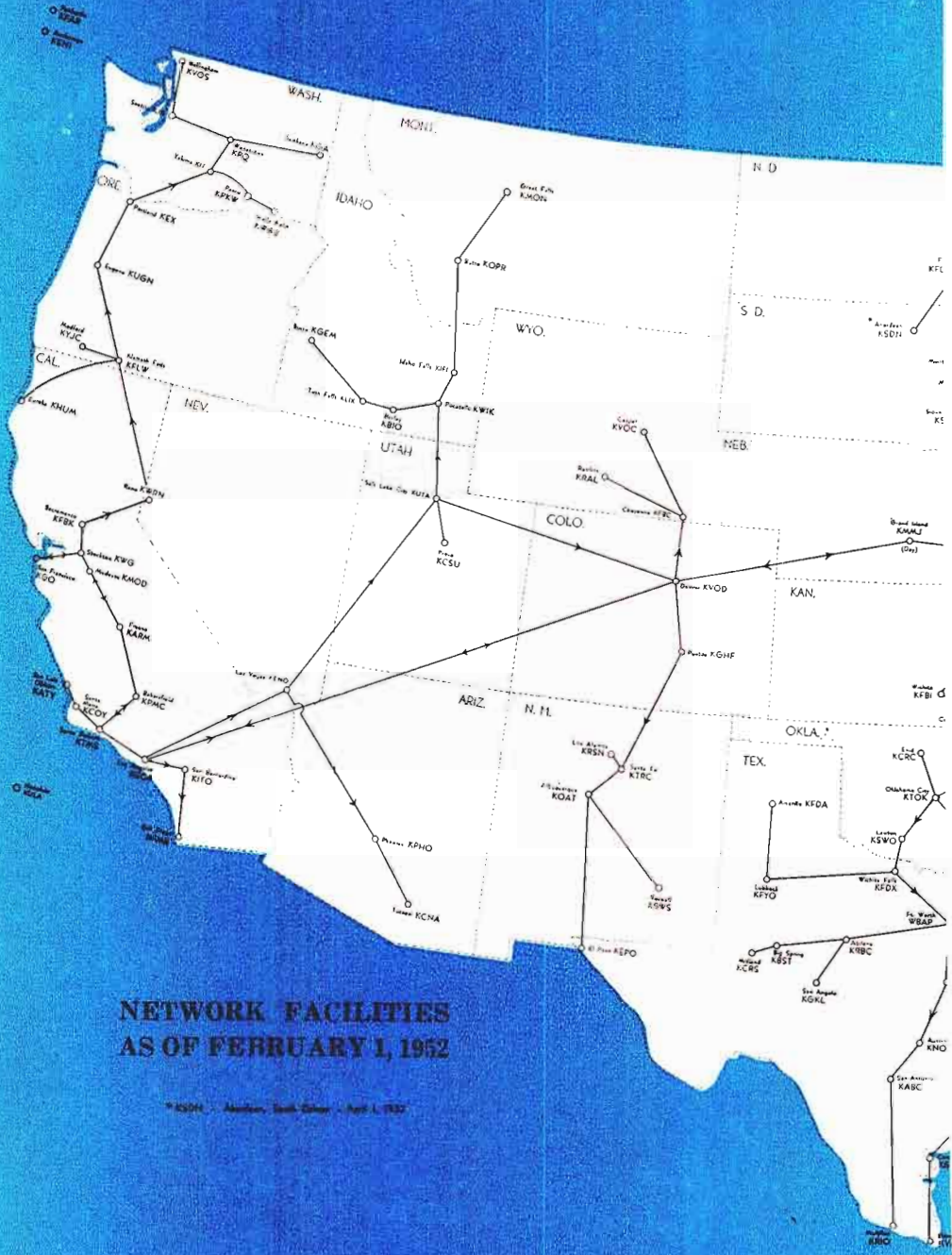
A minimum of 20 to 25 hours each of broadcasting and telecasting time will be devoted to each convention. On hand to cover these proceedings will be the largest assemblage of ABC newscasters and commentators ever gathered for any single special events coverage as well as over 200 persons to man technical equipment and handle the multitude of other duties necessary in such an undertaking.

While this represents just the planning and organization of the ABC Radio and Television Networks, I think that when you add to this the plans and personnel of the other networks which also will cover these events, it can safely be said that no other communications media will provide such complete coverage of what certainly will be the most important news stories of 1952.

Looking beyond the present horizon, which radio and television constantly strives to do, by the time our next election rolls around—in 1956—it is expected the United States will have at least 1,000 more television stations than the present 109. The additional technical advances which will be made by then plus the millions of additional television sets that will be installed in American homes, will make personal appearance electioneering virtually a thing of the past and in one appearance before a television camera, a candidate will have faced nearly the entire voting public.

Radio and television will have stamped out stumping.

AMERICAN BROADCAST



**NETWORK FACILITIES
AS OF FEBRUARY 1, 1962**

© 1962 American South-Central - April 1, 1962

CASTING COMPANY



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

*R.C.A. Bldg., 30 Rockefeller Plaza, New York 20, N. Y.
(Telephone Number: Circle 7-5700)*

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Alger B. Chapman	Owen D. Young	

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Clure Owen.....Administrative Assistant
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William Trevarthen...Dir., Technical Operations

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Stewart Barthlemess...Mgr., Station
Clearance—Radio
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Aaron Rubin.....Assistant Treasurer
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Services Director
Alice Stamatis...Mgr., Order Processing
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Reginald Willcocks...Traffic Manager

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Attorney & Secretary
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Max Lerner.....Attorney
George Norris.....Attorney

James A. Stabile.....Attorney

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Donald G. Coe.....Dir., News & Special
Events—Radio

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Paul Whiteman...Vice-Pres. in Charge of Music
Leonard Blair...Eastern Program Director
Raymond Diaz...Nat. Dir., Program Operations &
Program Director of WJZ
Helen Hedeman...Supervisor, Casting
Anne Kelly...Announcing Office Manager
J. Ward Mitchell...Mgr., Script & Program Prod.
George Sax...Supr., Pgm. Prod. Control Unit
Clayton Shields...Pgm. Budget & Office Mgr.
Frank Vagnoni...Mgr., Music Division

Public Relations

John W. Pacey...Director, Public Affairs
Mary Ahern...Exec. Producer, Public Affairs
Department
Ruth Crawford...Librarian
Mitchell DeGroot...Mgr., Adverting. & Promotion
Arthur B. Donegan...Manager, Publicity
Ellen Heagerty...Supr., Audience Information
Grace Johnsen...Dir., Continuity Acceptance
Ernest E. Stern...Trade News Editor

Ruth Trexler.....Mgr., Religious & Educational Activities
 Oliver Treyz...Dir., Research & Sales Development

Sales

Charles T. Ayres.....Vice-Pres., Radio Sales
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 George W. Huelser.....Sales Service Mgr.

Stations

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 Frank Atkinson.....Mgr., Co-op. Pgm. Sales
 Patricia Foot.....Local & Spot Sales Service Mgr.
 Warren Jennings.....Manager, Spot Sales
 William M. Materre.....General Manager of WJZ
 Theodore I. Oberfelder.....Director of Owned Radio Stations
 William Wylie...Dir., Radio Stations Department

**Western Division—KECA—Hollywood
 1539 North Vine St., Hollywood 28, Calif.**

William Phillipson...Director of Western Division
 J. Clifford Anderson...Program Business Manager
 —Radio
 Amos Baron.....Manager of KECA
 Dorothy Brown...Continuity Acceptance Editor,
 Western Division
 Philip G. Caldwell...Western Division Manager of
 Technical Ops.
 Byington Colvig...KECA Continuity Acceptance
 Editor
 Francis Conrad.....Director of Radio, Western
 Division
 Dresser M. Dahlstead.....Program Manager,
 Western Division
 Henry Daugherty...General Traffic Supervisor

R. C. Denechaud...Radio Engineering Operations
 Supervisor
 Ernest Felix.....Assistant Treasurer
 Paul Gates.....Evening Program Manager
 John S. Hansen.....Sales Promotion Manager
 Edward B. Hullinger...Manager, Station Relations,
 Western Division
 Francis D. LaTourette...Western Division News
 Editor
 Adolph Lefler.....Sales Service Manager
 Victor Rowland...Manager, Hollywood Publicity
 Department
 Florence Shiro.....Personnel Director
 John Wagner.....Controller, Western Division
 Harry Walstrum...Program Manager of KECA

**Washington, D. C., 1703 K Street, N.W.
 Robert H. Hinckley, Vice-President**

**Central Division—WENR
 20 North Wacker Drive, Chicago 6, Illinois**

Robert L. Anderson...Research Supervisor
 Kenneth Christiansen...Mgr., Traffic & Commu.
 Francis J. Coveney.....Auditor
 Wilbur Cummings...Radio Engng. Oper. Supr.
 Francis Dixon...Pgm. Booking & Oper. Supr.
 Walter L. Emerson.....Legal Counsel
 Elliott Henry, Jr.....Publicity Manager
 E. C. Horstman.....Engineering Manager
 Lowell E. Jackson...Mgr., Radio Sales
 Burr E. Lee.....Radio Production Manager
 Dean Linger.....Manager, Sales Promotion

Edward J. Lynch, Jr.....Radio National Spot &
 Local Sales Manager
 Francis McNulty.....Music Rights Supervisor
 John J. Manley...Mgr., Office & Studio Services
 Cornelius O'Dea.....News Supervisor
 Patric Rastall.....Sales Service Manager
 Robert M. Savage.....Continuity Supervisor
 Edward G. Smith...Dir., Radio Network for
 Central Division
 Richard M. Woollen...Radio Program Manager

**San Francisco—KGO
 155 Montgomery St., San Francisco 2, Calif.**

James Connolly, Vice-President
 A. E. Evans.....Engineering Manager
 Gordon Grannis...Promotion & Publicity Mgr.
 Muriel Jocz.....Radio Sales Service Manager
 Alan Johnstone...Radio Sales Manager
 Edith Kirby.....Traffic Manager

Keith Kerby.....Radio Program Manager
 Dexter Nichols...Continuity Acceptance Editor
 Victor Reed.....News Editor
 Dave Sacks...Mgr., ABC Spot Sales, San Francisco

Stations Owned by ABC

WJZ.....New York
 WXYZ.....Detroit
 KGO.....San Francisco





KECA.....Los Angeles
 WENR.....Chicago

Stations Planning and Advisory Committee

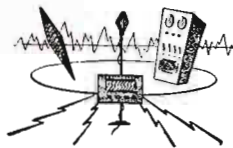
Roger W. Clipp, WFIL, Philadelphia, Pa., Chair-
 man, District 1
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 Verl Bratten, WKTY, La Crosse, Wis., District 3
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 James W. Hicks, WCOS, Columbia, S. C.,
 District 8

(For television personnel turn to TELEVISION YEARBOOK in this volume)


 Detroit is not only the world's
 
 greatest automotive
 
 center, it is also
 one of the nation's most important radio pro-
 duction centers.
 
 And the center of Detroit's
 radio production is.....

TRENDLE-CAMPBELL ENTERPRISES, INC.




Because Trendle-Campbell originates four live programs on two national networks. These are the nationally famous *LONE RANGER*, Monday-Wednesday-Friday weekly, 7:30 to 8:00 p.m., E.S.T., on ABC. Also, the *LONE RANGER* on television every Thursday from 7:30 to 8:00 p.m.. E.S.T., on ABC network



SERGEANT PRESTON of the YUKON 5:00 to 5:30 p.m.. E.S.T., Tuesdays and Thursdays on Mutual Network.



THE GREEN HORNET Wednesdays and Fridays, 5:00 to 5:30 p.m., E. S. T., on the
 
 Mutual Network

TRENDLE-CAMPBELL ENTERPRISES, INC.

1800 Stroh Building

Detroit 26, Michigan



*Adrian Murphy
Pres. CBS Radio*

Columbia Broadcasting System

IT SEEMS to me that radio faces three basic problems today:

1. The public is re-allocating its leisure time, to make room for television viewing, along with newspaper and magazine reading, movie-going and radio listening.
2. The advertiser is re-allocating his advertising dollar, formerly spent principally in magazines, newspapers and radio, to include television.
3. The artist is re-allocating his interests, according television its place along with the screen, the stage and radio.

We are beginning to see that each of these problems contains many of its own answers.

For example, the public has clearly demonstrated its confidence in the vitality of radio by purchasing more than 12,000,000 radio sets during 1951, while buying fewer than half that many television sets.

The current re-examination of media values being made by both advertisers and their agencies is the best thing that's

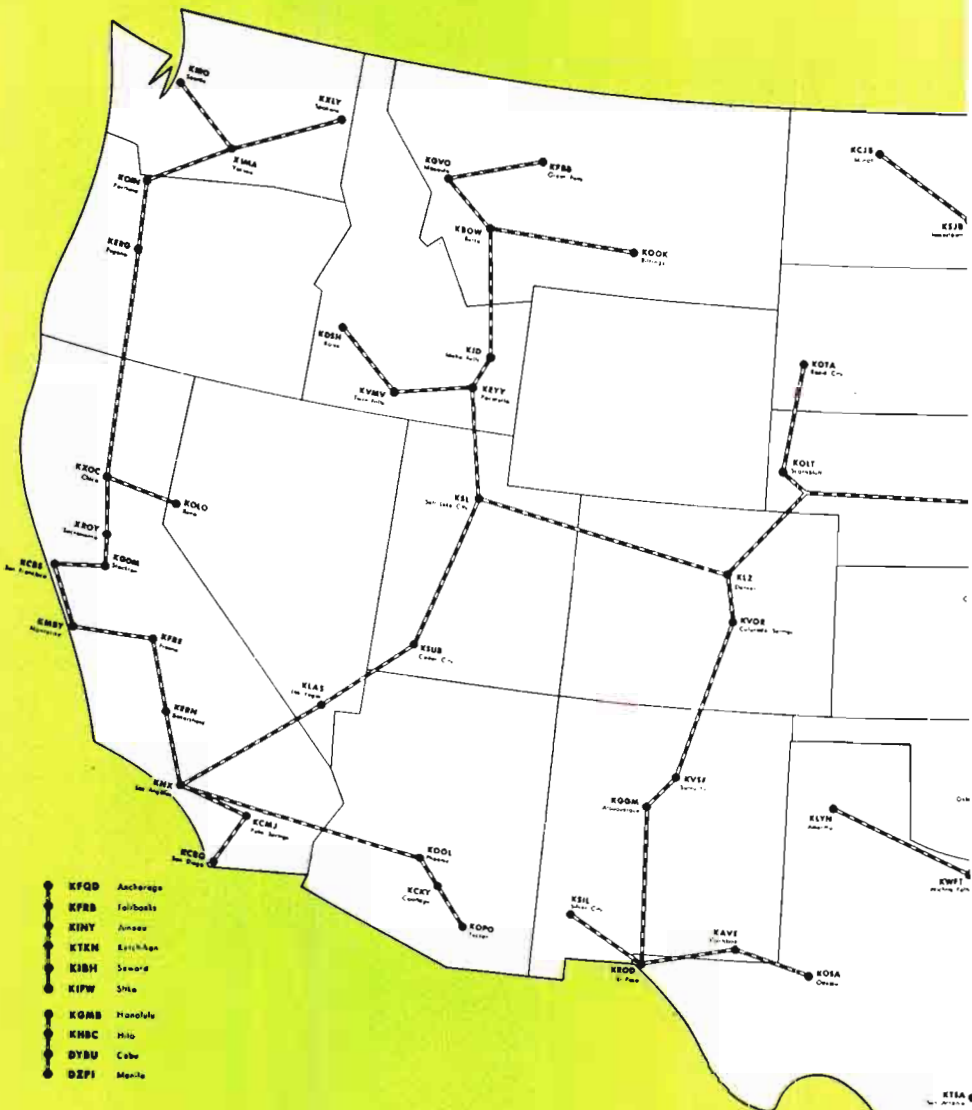
happened to radio in a good many years. What comes out of these analyses—with no room for argument—is that radio continues as the most effective way to reach really big audiences; to reach them at the lowest cost in all advertising, over and over again.

At some point, talent will realize that the stage, motion pictures, radio and television are four different forms of artistic expression; that each has its own characteristics and makes its own demands; that each has its own way of appealing to the public, and has virtues that no other medium can match or adequately replace; that one of the greatest of these virtues is the illusion that radio can produce more effectively than any other medium—and at much lower cost. Most important, the artist will realize that it is a rare entertainer who is a triple- or quadruple-threat man, preeminent in three or four fields.

There is ample room for a new broadcasting medium such as television to service our vastly increasing population and expanding economy. There are more goods to be sold to more people in more homes, and radio is the logical medium for the advertiser who needs this kind of broad circulation for his message.

At present, we are passing through a transitional period, during which CBS Radio means to maintain and increase its substantial leadership in size of audiences and in advertising. We think that the best way to do that is to continue to aim at maximum satisfaction for the listeners. Maximum values to the advertiser will be a natural consequence.

COLUMBIA BROADCAST



**NETWORK FACILITIES
AS OF FEBRUARY 1, 1952**

CASTING SYSTEM



● WKAQ San Juan

C O L U M B I A BROADCASTING SYSTEM, INC.

Executives and Staff

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

Telephone: PLaza 5-2000

Registered Telegraphic Address—COLUMBIA NEW YORK

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	Frank Stanton

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 Edgar Batchelder..... Assistant Secretary
 William J. Flynn..... Assistant Treasurer
 Ned Marr..... Assistant Secretary

CBS-COLUMBIA INC.

170 53rd St., Brooklyn 32, New York
 Telephone: HYacinth 2-8000

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J. Kelly Smith.....	Administrative Vice President
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H. Leslie Atlass.....	Vice President in Charge of Central Division
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Charles L. Glett.....	Vice President in Charge of Network Services, Hollywood
Lester Gottlieb.....	Vice President in Charge of Network Programs
Arthur Hull Hayes.....	Vice President in Charge of San Francisco Office
John J. Karol.....	Vice President in Charge of Network Sales
William B. Lodge.....	Vice President in Charge of Engineering

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of Engineering
A. B. Chamberlain..... Chief Engineer
H. A. Chinn..... Chief Audio Engineer
J. W. Wright..... Chief Radio Engineer

Network Programs

Guy della Cioppa..... V.P. Programs, Hollywood
Lester Gottlieb Vice President Network Programs
Norman Frank..... Program Supervisor
Gerald Maulsby... Manager of Network Broadcasts
James Fassett..... Director of Serious Music
Charles S. Monroe... Manager, Program Writing

Network Sales

John Karol Vice Pres. in Charge of Network Sales
W. Eldon Hazard..... Sales Manager
Dudley Faust..... Eastern Sales Manager
Allyn Marsh..... Director, Program Sales
Gilson Gray..... Administrative Manager
E. E. Hall..... Sales Service Manager
Hugh M. P. Higgins... Market Research Counsel
Carl Gylfe..... Sales Service (Chicago)
William Tankersley..... Sales Service (L. A.)

Chicago Office, 410 Michigan Avenue

Erwin H. Shomo..... Western Manager
Roger K. Huston..... Assistant Manager

Detroit Office, Fisher Bldg.

Joseph Spadea..... Manager

Operations

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Austin E. Joscelyn..... Director of Operations,
Hollywood
James Sirmons..... Manager of Operations
J. Dunham Gilbert..... Manager, Technical
Operations and Chief Engineer, WCBS
Hugh Cowham..... Traffic Manager
Julius Mattfeld..... Director of Music Library
Lucile Singleton..... Manager of Record
and Script Library

News and Public Affairs

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and Public Affairs
Wells Church..... News Editor-in-Chief
Stuart Novins..... Associate Director,
Public Affairs
Helen J. Sicussat..... Director of Talks
Red Barber..... Counsellor on Sports
John Derr..... Director of Sports
George Crothers Director of Religious Broadcasts
Theodore Koop..... Associate Director of News
and Public Affairs, Washington
Lewis Shollenberger..... Director of Special
Events, Washington

Accounting

Paul Nagel..... Comptroller

Budget

Tom Rollinson..... Director

Business Affairs, Network Programs

Kenneth L. Yourd..... Director, Business Affairs,
Network Programs, New York
John F. Meyers..... Director, Business Affairs,
Network Programs, Hollywood
W. C. Harrington..... Manager,
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Editing

Don Ball..... Director

Legal

Henry Howard..... Senior Attorney

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Sidney Garfield..... Director of Exploitation
Edward Reynolds... Manager, Press Information
Irving Fein..... Director of Publicity
and Exploitation, Hollywood
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and Trade News Editor
Michael Boscia..... Executive Assistant
Anne Harding..... Manager, Service Division
Ethel Kirsner..... Contact Editor
Walter Murphy..... Manager, Magazine Division

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Edward Reeve..... Sales and Promotion Research
Manager

Sales Promotion and Advertising

George Bristol..... Director
Charles Oppenheim..... Director, Program
and Trade Promotion
Thomas Means..... Director, Promotion Service,
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Frank Nesbitt..... Director, Network Sales
Presentations
Robert Elliott..... Director, Network Copy
Louis Dorfsman..... Director, Art Division
Irving Miller..... Director, Art Service,
CBS-Owned Station Promotion
Joseph Tole..... Production Manager

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Carl J. Burkland..... Director of Station
Administration

Station Relations

Herbert V. Akerberg... Vice President in Charge
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William A. Schudt, Jr..... National Director
Edward DeGray..... Station Relations
Representative
Edward Scovill..... Station Relations
Representative
Ole Morby..... Western Division Manager,
Columbia Square, Los Angeles 28

Building Operations and Ticket Division

James Swensen... Manager of Building Operations
Jack Page..... Assistant Manager
of Building Operations
Laurette Banks..... Supervisor of Ticket Division

General Purchasing

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Edward Drewes..... Purchasing Agent

Office Services

A. H. Bryant..... Manager
Harriet Hess..... Supervisor of Program Typing
Emily Scheiner..... Supervisor of Ediphone

Personnel Relations

Robert Kalaidjian..... Director
Charles Burt..... Personnel Administrator
John Anderson..... Labor Research Manager
Richard Stanley..... Employment Manager
Dr. Jack Nelson..... Director of Medical Office

Photographic

Walter I. Siegel..... Manager

Reference

William C. Ackerman..... Director
May Dowell..... Manager, General Information
Division
Agnes Law..... Librarian

CBS, INC., BROADCAST SERVICE CBS-OWNED STATIONS WCBS and WCBS-FM

485 Madison Avenue, New York 22

Carl Ward..... General Manager
Don Miller..... Sales Manager
Sam Slate..... Program Manager
Don Foley..... Promotion Manager

KCBS and KCBS-FM

Palace Hotel, San Francisco 5

Arthur Hull Hayes..... Vice President in Charge
San Francisco Office, General Manager of
KCBS and KCBS-FM
Jules Dundes..... Sales Manager
Fred Ruegg..... Program Manager
Howard Gossage..... Promotion Manager

KMOX

401 S. Twelfth Boulevard, St. Louis 2

John Akerman..... General Manager
P. S. Anderson..... Sales Manager
Mark Russell..... Program Manager
C. W. Doebler..... Promotion Manager

KNX and KNX-FM and Columbia Pacific Network

6121 Sunset Boulevard
Los Angeles 28

William Shaw..... General Manager
E. W. Buckalew..... Assistant General Manager
and Sales Manager

WBBM and WBBM-FM

410 N. Michigan Avenue, Chicago 11

H. Leslie Atlas..... Vice President in Charge of
Central Division, General Manager of WBBM
E. H. Shomo..... Assistant General Manager
and Sales Manager
C. Gilman Johnston..... Assistant Sales Manager

Thomas A. Bland..... Program Manager
R. David Kimble..... Promotion Manager

WCCO, 625 Second Avenue So. Minneapolis 2

Eugene B. Wilkey..... General Manager
Roy W. Hall..... Asst. Gen. Mgr. & Sales Manager
Robert Sutton..... Program Manager
Charles Smith..... Promotion Manager

WEEI and WEEI-FM

182 Tremont St., Boston 12

Harvey Struthers..... General Manager
Emmett J. Heerd, Jr..... Sales Manager
Raymond Girardin..... Program Manager
Charles Vaill..... Promotion Manager

HOUSEWIVES' PROTECTIVE LEAGUE PRODUCTIONS

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

CBS RADIO SPOT SALES

Wendell Campbell..... General Sales Manager
Henry Flynn..... Assistant General Sales Manager
H. A. Cariborg..... Manager, Sales Development
Richard Hess..... Research Manager
Guy Cunningham..... Promotion Manager

Chicago Office

410 North Michigan Avenue

Gordon F. Hayes..... Western Sales Manager

Memphis Office, 63 S. Main Street

H. H. Holtshouser..... Sales Manager

Detroit Office, Fisher Bldg.

Ralph Patt..... Sales Manager

Los Angeles Office, Columbia Square

Edward Larkin..... Sales Manager

San Francisco Office, Palace Hotel

Hugh Stump..... Sales Manager

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Glenn Marshall, Jr..... WMBR, Jacksonville, Fla.,
District No. 4
Howard Summerville..... WWL, New Orleans,
District No. 5
Richard Borel..... WBNS, Columbus, Secretary
of CAAB, representing District No. 6
Harry Burke..... KFAB, Omaha, Neb., District No. 7
Clyde Rembert..... KRLD, Dallas, District No. 8
Clyde Coombs..... KROY, Sacramento, Calif.,
District No. 9
George W. Allen..... Program Manager
Sherril Taylor..... Promotion Manager

(For television personnel turn to TEL-
EVISION YEARBOOK in this volume.)



FRANK WHITE
President

Mutual Broadcasting System

A YEAR ago, in this same space, I ventured an advance look at 1951 and concluded that network radio had "earned itself the soundest prospects in history." More recently, as the year drew toward its close, I made the observation that 1951 would be recorded as the year in which network radio kicked over its own tombstone, took fresh bearings on its future, and—for the first time—attained a real measure of maturity.

These notions imply a degree of optimism not unanimously expressed even within the industry. But they are based primarily upon our own sincere belief in "the methods of Mutual and its 500-plus stations in helping the medium fulfill those sound prospects," as I put it a year ago. Throughout 1951, these "methods" of ours have been mainly concentrated in network-structure, in programming, and in sales . . . three phases of top importance to all network radio today.

Back in 1950, after ten years as the largest of all networks, Mutual conducted some special research into the practical assets of its large-ness. The results defined the unmatched reach of our multi-station facilities throughout that vast, non-TV area which has since come to be known as Home Town America. And this in turn, to nobody's great surprise, has led to earnest attempts by the three other networks to emulate the Mutual station setup. During '51, they all added outlets, but today Mutual continues, as before, to provide advertisers with nearly 90 per cent more stations than the next network.

But perhaps the chief significance of the station-structure aspect of Mutual progress is that, by year-end, the typical MBS client was using 27 per cent more stations in his hookup than he was at the end of 1950.

Behind all our programming plans is the belief that network radio has few problems which can't be solved by better service to listeners. Listener-service

is after all the basis for one of our most impregnable advantages over all other media: the incomparable mass volume of our audience. Better listener-service is, therefore, more than fulfillment of our public obligation; it also improves our service to advertisers.

Guided by this sort of thinking, Mutual took unprecedented steps toward improved programming last year. The six-nights-a-week, 10-program, \$2,500,000, all-star arrangement set up by Mutual with Metro-Goldwyn-Mayer made its debut New Year's Eve. This means that the 1951 record-book was closed before any results could be entered for this forthright investment in the future of radio. At this writing, however, evidence is already piling in—from audience-researchers and from time-buyers alike (as well as from our affiliates)—to indicate that our faith in radio's future was thoroughly justified.

Facilities and programs are the two main ingredients of network broadcasting, but the selective application of these ingredients is what determines the medium's effectiveness. The success of this network in 1951, besides reflecting the success of its individual clients, stems straight from the competence with which the right shows, on the right hookups, were put to use on Mutual. On our part, we redoubled our efforts to provide the maximum in flexibility and economy. And our advertisers proceeded to make the most of the fine sales potentials thus offered.

Accordingly, it is in well-earned tribute to our radio clients that I can close this review of 1951 with the statement that Mutual—continuing to pioneer in the methods outlined above—was the one and only radio network whose advertisers increased their investment over the previous year.

And the best postscript I can add for 1952 is that, with more radio sets in more radio homes than ever before, with better radio programs being carried over more radio stations than ever before, and with more effective radio-selling opportunities available than ever before, everybody here at Mutual is prepared for even more "radio-activity" during the year ahead.

MUTUAL BROADCAST

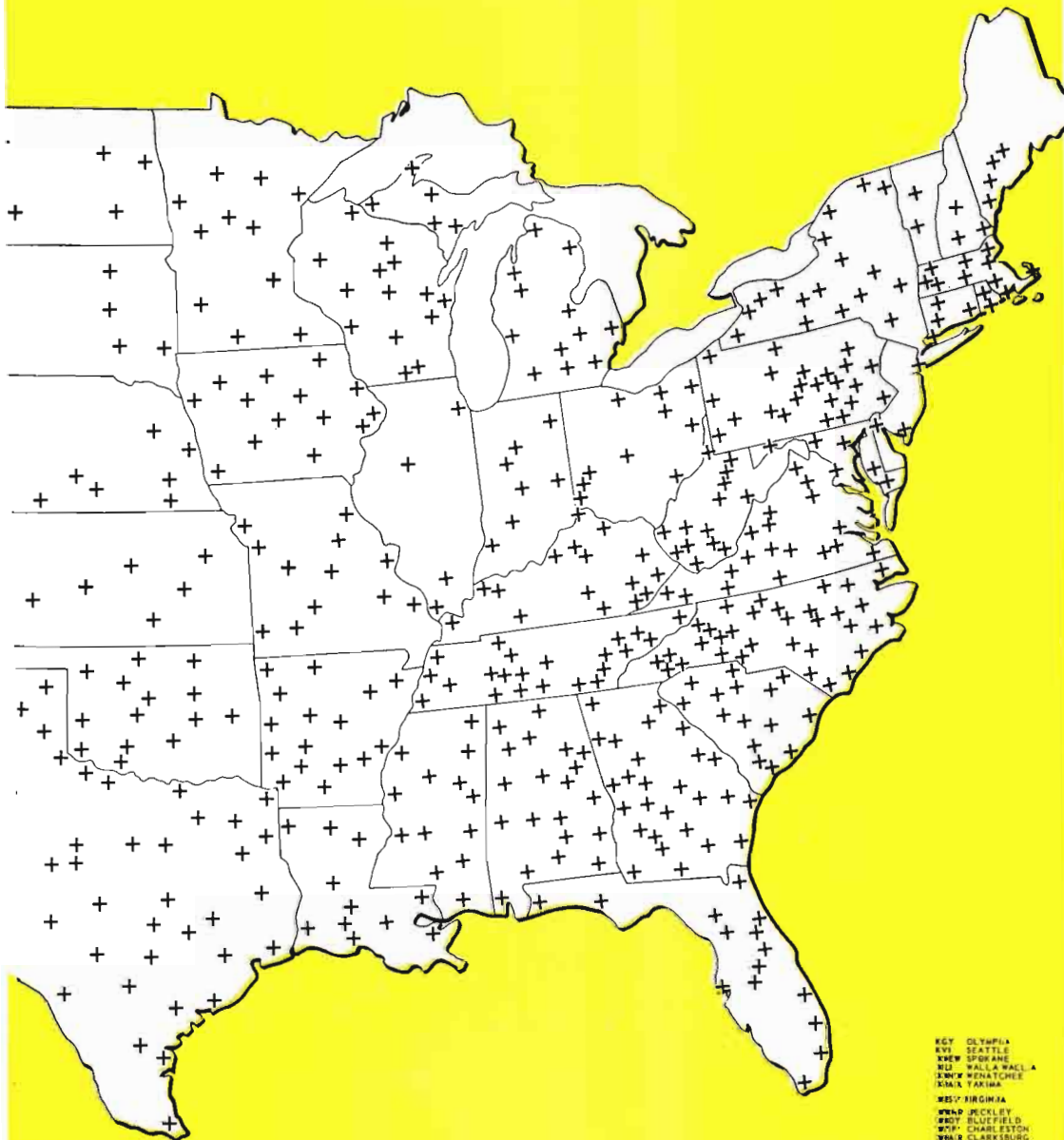


**NETWORK FACILITIES
AS OF FEBRUARY 1, 1952**

- ALABAMA**
WCTA ANGLISSA
WPCF ANNISTON
WTHS BIRMINGHAM
WBSR BREXTON
WVAL DECATUR
WIAL DEMOPOLIS
WAGP DOTHAN
WALA FALA
WPPA FORT PAYNE
WBYT GADSDEN
WBBB HALEYVILLE
WBSH HUNTSVILLE
WABY MOBILE
WJMJ MONTGOMERY
WLYB MUSCLE SHOALS
WMOO OPELIKA
WBSB SELMA
WPER SYLACAUGA
WHTS TALLADEGA
WTFB TROY
WTBC TUSCALOOSA
- ARIZONA**
KXSN BISBEE
KOTY PHOENIX
KTUC TUCSON
KTVB TUMACACI
- ARKANSAS**
EWRC ARCADLPHIA
EETA BATESVILLE
EAMD CAMDEN
ECBN FAYETTEVILLE
EKWH FORT SMITH
EKHS GARRETTSON
KPPA HELIXIA
KHOA HOPE
KXFC HOT SPRINGS
WTHS JONESBORO
KALF LITTLE ROCK
KEDA MONA
KOTM PINE BLUFF
KXRS RUSSELLVILLE
KUDA SILVER SPRINGS
KWAR STUTTGART
- CALIFORNIA**
KAFY BAKERSFIELD
KNSL CHICO
KXJO EL CENTRO
KIEW ESCALANTE
KTNO FRESNO
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KMSB MARYSVILLE
KYOS MARICED
KPEL PASO ROBLES
KVCY REDDING
KCSA SACRAMENTO
ESBW SALINAS-MONTEREY
KSCB SAN BERNARDINO
EGS SAN DIEGO
KDFC SAN FRANCISCO
KXOC SAN LUIS OBISPO
KXVC SANTA ANA
KCB SANTA BARBARA
KXOB STOCKTON
KCKN TULARE-VISALIA
- COLORADO**
KFPL DENVER
KSPF DURANGO
KSPS GREENWOOD SPRINGS
KXGJ GRAND JUNCTION
KODD LA JUNITA
KCSJ FUEBLO
- CONNECTICUT**
WICC BRIDGEPORT
WONS HARTFORD
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WPMC OCALA
WLOP ORLANDO
WOL PANAMA CITY
WVAR PENSACOLA
WOT ST. PETERSBURG-TAMPA
WBE WEST PALM BEACH
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WST ATLANTA
WJGA AUGUSTA
WAGR BAINBRIDGE
WAGB BRUNSWICK
WAGB CARTERSVILLE
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WAF WAYCROSS
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IDVH COEUR D'ALENE
IDVH IDAHO FALLS
LBC LEWISTON
IDVD HAMPDEN
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CRO CHICAGO
CRO CHICAGO
WPP HERMID
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WBI BEDFORD
WVJ FORT WAYNE
WIBC INDIANAPOLIS
WIBC INDIANAPOLIS
- IOVA**
KCRG CEDAR RAPIDS
KXOS CLINTON
KSTT DAVENPORT
KDEC DECAHON
SIA DES MOINES
KDTM DUBUQUE
KDFD FORT DODGE
KFB MARSHALLTOWN
KXIB MASON CITY
KXIZ OTTUMWA
KFPH SHEMANSOAH
KTRT SIOUX CITY
KED SPENCER
KWL WATERLOO
- KANSAS**
KTFW EMPORIA
KIBL GARDEN CITY
KVDR GREAT BEND
KSLM SALINA
KTOP TOPEKA
KAKE WICHITA
- KENTUCKY**
WLBJ BOWLING GREEN
WCTT COBBIN
WCPM CUMBERLAND
WPKY FRANKFORT
WHLW HAZLAK
WVIC HAZARD
WDM HENDERSON
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WVLC LOUISVILLE
WVLT MARYSVILLE
WDM OWENSBORO
WUP PAINTSVILLE
WPKK PIKEVILLE
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WBR BATON ROUGE
WEC BOSSALINA
KLFY LAFAYETTE
KML LAKE CHARLES
KVIC MONROE
EANE NEW IBERIA
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KSLD OPELOUSAS
KBUS RUSTON
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- MAINE**
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WDE NIDDEEBORO
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WLN LOWELL-LANDRENE
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WMS MUSKEGON
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KELZ BRAINERD
WBR DULUTH
WVLE EVELETH
KBT GRAND RAPIDS
WHL MARSHALL
WLO MINNEAPOLIS-ST. PAUL
WLD MOOREHEAD
KVA Wadena
- MISSISSIPPI**
WLOX BILOXI-GULFPORT
WOK CLARKSDALE
PCJU COLUMBIA
WBL COLUMBUS
PCMA CORINTH
WJP GREENVILLE
WAG GRENADA
WBC JACKSON
WLA LAUREL
WMO MERIDIAN
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WVOC VICKSBURG
KXNS WEST POINT
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KFM FLAT RIVER
KMO HARRIBURG-QUINCY
KOS JEFFERSON CITY
WMT JOPLIN
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KRCO CHICKASAW
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WVNC PONCA CITY
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ROME TULSA
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WVNC PONCA CITY
KSP STILLWATER
ROME TULSA
KWH WENONA
KSP WOODWARD

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EPOR PORTLAND
ERBR ROSEBURG
ESLM SALEM
PENNSYLVANIA
BZSW BLTONONIA
WZBZ BRADYFORD
WZET EASTON
WLEU ERIZ
WVWV HANOVER
WBBD HARRISBURG
WAZL HAZELTON
WJHM HUNTINGDON
WBED JOHNSTOWN
WGL LANCASTER
WZFA LEHISTOWN
WBZP LOCK HAVEN
WZFX NEW CASTLE
WZPH PHILADELPHIA
WZVY PITTSBURGH
WZAN POTTSVILLE
WZAW READING
WZBN ST. MARYS
WZL SHAMOKH
WZAJ STATE COLLEGE
WZPA WASHINGTON
WZLX WILKES-BARRR
WZNY YORK
WZNY YORK

SOUTH CAROLINA
WZMS ANDERSON
WZSC ANNETTSTVILL
WZSM CHARLESTON
WZCC CHESTER
WZDC COLUMBIA
WZLT CONWAY
WZTN GEORGETOWN
WZEE GREENVILLE
WZSC HARTSVILLE
WZDK NEWBERRY
WZNG ORANGEBURG
WZHN ROCK HILL
WZIC SUMTER
WZCU UNION
WZLD WALTERBORO
SOUTH DAKOTA
KSOW ABERDEEN
KDSJ DEADWOOD
KZFP HURON
KORN MITCHELL
KZHQ SIOUX FALLS

TEXAS
KWKC ABILENE
WZEE ALICE
WZLV ALPINE
KZMP ANAWOLO
KZET AUSTIN
KZDK BAY CITY
KZUZ BORGES
KBBD BROWNWOOD
KZBA BRYAN
KZTR CHILDRESS
KZND COMPTON CHRISTY
WZLW DALLAS
WZLW DALLAS
WZLW DALLAS

WZOX HARLINGEN
KZTP HOUSTON
KZAM HUNTSVILLE
KZBD LUBBOCK
KZRE LUFKIN
KZMT MARSHALL
KZEM MCKINNEY
KZRG ODessa
KZFM PANAMA
KZUP PECOS
KZYS PERRYTON
KZVP PLAINVIEW
KZAC PORT ARTHUR-BEALMONT
KZXL SAN ANGELO
KZAC SAN ANTONIO
KZBY SHERMAN-DENISON
KZWT STAMFORD
KZST SOUTHER SPRINGS
KZXX SWEETWATER
KZEM TEMPLE
KZVA TEXARKANA
KZEM TYLER
KZVD UVALDE
KZVC VERNON
KZVC VICTORIA
KZTA WACO
KZTR WICHITA FALLS

KZLL SALT LAKE CITY
VERMONT
WZTB RUTLAND
WZDY WATERBURY
VIRGINIA
WZVT BEDFORD
KZLV BLACKSTONE
KZND BRISTOL
KZCF CLIFTON FORGE
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KZVA DANVILLE
WZTN FRONT ROYAL
KZAL GALAX
WZEL LEANINGTON
WZWD LYNCHBURG
KZAP NORFOLK-PORTSMOUTH
KZVA NORFOLK
KZMA ORANGE
KZVS PETERSBURG
KZNY PULASKI
WZEE RICHMOND
WZCA ROANOKE
WZTB WATKINSBORO

KZTY OLYMPIA
KZVJ SEATTLE
KZVW SPOKANE
KZIZ WALLA WALLA
KZVW WENATCHEE
KZAX YAKIMA
WEST VIRGINIA
WZAD JACKLEY
WZBT BLUEFIELD
WZPC CHARLESTON
WZAB CHARLESTON
WZBE ELKINS
WZVM FAIRMONT
KZLR HUNTINGTON
WZDC LOGAN
WZBN MONTGOMERY
WZFD MORGANTOWN
WZBN WELCH
WZVF WHEELING-BELLAIR
WZNV WESTON
WZTR WILLIAMSON
WISCONSIN
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WZTH ASHLAND
WZFI BELLEVILLE
WZEE EAU CLAIRE
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WZIC LA CROSSE
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WZSC MADISON
WZGM MEDFORD
WZLV MENA
WZVW MILWAUKEE
WZVW MILWAUKEE
WZMC RICE LAKE
WZVW WISCONSIN WATONS
WISCONSIN
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millions
listen...
millions
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		% of National Total
Population	12,601,300	8.3
Radio Homes	3,784,170	8.1
Retail Sales	\$13,613,431,000	9.3
Food Sales	\$ 3,266,766,000	9.4
Drug Sales	\$ 464,447,000	10.3
Filling Station Sales	\$ 739,614,000	10.1
Passenger Car Registrations	4,116,934	10.2

50,000 watts
Clear Channel

WJR Detroit
The Goodwill Station

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J. H. McCONNELL
President

National Broadcasting Company

IN 1951, the National Broadcasting Company passed a significant milestone. We concluded our 25th year of operations. Much of what we accomplished in that time helped formulate the history of the entire broadcasting industry, for which we are justly proud. But 1952 is already upon us, and this year and the years to come hold many opportunities and challenges—too many to permit of reminiscence. If we are to remain in the forefront of the broadcasting industry, it is to the future that we must look and for which we must plan.

Radio today is the most extensive and comprehensive medium of communication the world has ever known. At the beginning of this year, a joint committee of research experts estimated that there are now over 105 million radio sets in use in the United States. This is a ratio of more than one set for every person of voting age in the country—a significant example of radio's scope in a national election year. In our land, radio reaches virtually everybody on a regular and continuing basis. Radio has grown and continues to grow at a faster rate than the American population. It is woven into the fabric of American life, as much a part of the average home as the stove, electric light, telephone and refrigerator. Radio continues as the most all-embracing, low-cost advertising and entertainment medium in existence. This relation to other media will not change for many years to come—probably not within our lifetimes. There will always be a strong place for radio in the pattern of American life.

The greatest expansion in our industry will come in the medium of television. Although we have spanned the United States, we still must think of television today in regional terms. I do not think it will be very long before we will regard television as we do radio today, as an instrument of mass communications for all of America.

I foresee, within the next few years, enough television receivers throughout the nation to accommodate a viewing audience greater than half of the country's population. The spread of

home receivers will be accompanied by an increase in theatre television facilities and installations that will account for several million more viewers.

No matter what phase of television we examine, future development potentials are staggering to the imagination. Audience growth will increase television's economic worth tremendously. As an advertising and sales medium, television, which now reckons billings in millions, should reach the billion dollar mark.

Achievement of this stature by television will, of course, be greatly dependent upon the existence of more television stations. The skeleton network that exists today is just that. In order to round out the body, new stations must be built and put into operation as soon as practicable.

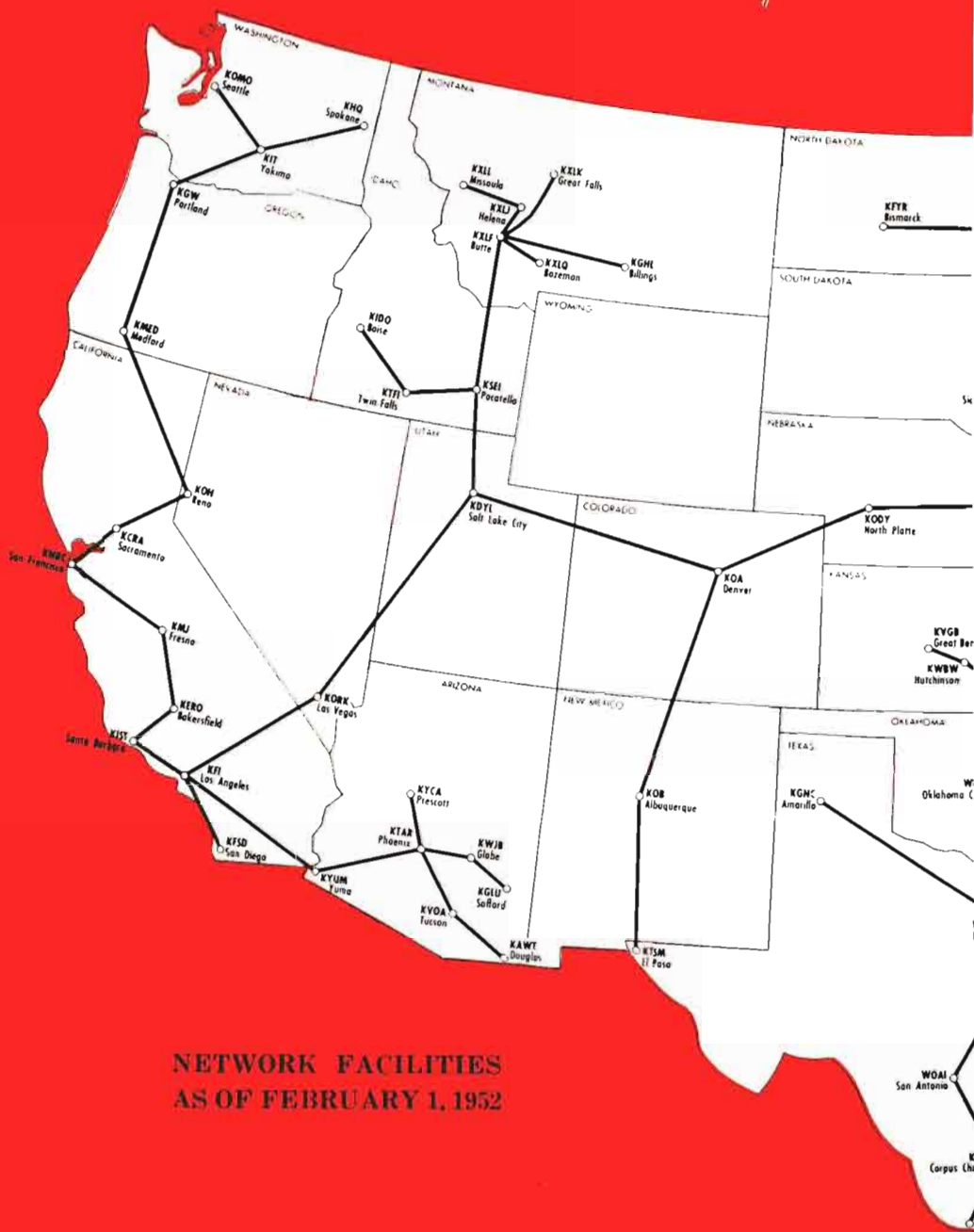
The natural area for supplementing the present 12 VHF channels lies within the Ultra-High Frequency band. Opening up of UHF will afford seventy new television channels and is expected to permit 2,000 and more new stations to operate. This will make television available to almost every sizable community in the country.

Culturally, television will enrich the American people. Broadcasters are aware of their stewardship of this potent force which can shape the thoughts and customs of the people by virtue of its position in the home. As television grows and spreads, its service value to the public will be increasingly realized. We shall have, with the help of television, a better informed, more educated, better entertained nation.

The impact of television has been good for radio. It has sharpened our appreciation of the actual and potential powers of a medium we had come to accept as a natural part of our lives. It has made radio broadcasters more aware of the power of radio and has opened their eyes to inherent possibilities in the use of radio that were undreamed of a few short years ago. Radio has adapted itself to many changes in its quarter-century history, and will continue to do so in the future.

A healthy growth of both radio and television is essential for the fullest realization of the future of the industry in service to the American public.

NATIONAL BROADCAST



**NETWORK FACILITIES
AS OF FEBRUARY 1, 1952**

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NATIONAL BROADCASTING COMPANY, INC.

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

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Registered Telegraphic Address:

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Robert Luening.....Director of Capital
Appropriations Department

Engineering Department

O. B. Hanson.....V.P. & Chief Engineer
William A. Clarke.....Administration Assistant
Edward R. Cullen.....Liaison Engineer
Joseph D'Agostino.....Liaison Engineer
Raymond Guy.....Manager of Radio &
Allocations Engineering
George Nixon...Mgr. of Engineering Development
Chester Rackey...Mgr. of Audio-Video Engineering
James Wood.....Manager of Technical Services

Personnel Department

Ernest de la Ossa.....Director of Personnel
Donald Mackenzie...Mgr. of Personnel Department
Donald Rutledge.....Mgr. of Employee Rel.
Edmund Souhami.....Labor Relations Assistant
to the Director of Personnel
Elizabeth Haglund....Supr. of Placement Section
John Steeves.....Supervisor of Records &
Salary Administration Section
Seth Faison.....Supervisor of Employee
Service Section
Bernard J. Handler, M.D....Company Physician

Plans and Research Department

Hugh M. Beville....Director of Plans & Research

Integrated Services Departments

William S. Hedges....Vice President in Charge
of Integrated Services

William B. Miller.....Night Executive Officer
Frances Sprague.....Chief Librarian
Charles Hicks.....Manager of Radio Recording
Albert Walker.....Manager of Transportation
Willard Frech.....Cost Accountant for
Integrated Services

Program Services Department

Arch Robb.....Manager of Program Services
Department
Thomas Belviso.....Supervisor of Music Rights
& Music Library
Ross Donaldson.....Supervisor of Literary
Rights & Playreading
Patrick Kelly.....Supervisor of Announcers
John Curran.....Supr. of Associate Directors
Frederick Knopfke.....Supr. of Sound Effects
Robert Troy.....Supr. of Night Operations

Building and General Services Department

Edward Lowell.....Mgr. of Building &
General Service Department
Albert Humbert.....Supr. of Building
Maintenance Division
Helen Davis.....Supr. of Office Services Division
George Monahan.....Supr. of Protection Divn.

Guest Relations Department

Peter Tittle.....Mgr. of Guest Relations Dept.
Joseph Phillips.....Supr. of Reception Divn.
James Gaines.....Supr. of Ticket Division

RADIO NETWORK

Controllers Department

Henry T. Sjogren... Controller for Radio Network

Sales Departments

John K. Herbert... V.P. & Gen. Sales Mgr.
for the Radio Network

George MacGovern... Administrative Assistant

Walter Scott... Nat. Radio Network Sales Mgr.

Sackett Miles... Sales Service Manager

Advertising and Promotion Department

Jacob A. Evans... Mgr. of Advertising &
Promotion Department

Clyde Clem... Supr. Station Promotion

Gerald Steel... Audience Promotion Mgr.

Harold Shepard... Supr. of Sales Promotion

Program Departments

Charles C. Barry... V.P. in Charge of
Radio Network Programs

Robert Wogan... Supr. of Program Operations

Van Woodward... Supr. of Script Preparation

Mitchell Benson... Mgr. of Contract
Administration Office

Samuel Chotzinoff... General Music Director

Ernest La Prade... Supr. of Music Research

News, Special Events and Public Affairs Department

Henry Cassidy... Director of Radio News,
Special Events & Public Affairs

Joseph Meyers... Mgr. of Radio News Operations

Public Affairs and Education

Edward Stanley... Mgr. of Public Affairs &
Education

Doris Corwith... Supr. of Religious Broadcasts
& Talks

Margaret Cuthbert... Supr. of Pub. Affairs Pgm.

Technical Operations Department

George McElrath... Director of Radio Network
Technical Operations

Thomas Phelan... Manager of New York Radio
Technical Operations

John Flynn... WNBC Station Engineer

Paul Gallant... Supr. of Radio Bcstg. Operations

John Gullans... East Coast International
Station Engineer

Charles Phelan... Supr. of Radio Equipment
Maintenance

Edgar Parkhurst... West Coast International
Station Engineer

Stations Owned and Operated by the NATIONAL BROADCASTING COMPANY

WNBC, WNBC-FM	New York	Owned and operated by NBC
WMAQ, WMAQ-FM	Chicago	Owned and operated by NBC
WRC, WRC-FM	Washington	Owned and operated by NBC
WTAM, WTAM-FM	Cleveland	Owned and operated by NBC
KNBC, KNBC-FM	San Francisco	Owned and operated by NBC
KOA, KOA-FM	Denver	Owned and operated by NBC

(For television personnel turn to TELEVISION YEARBOOK in this volume)



SIDNEY WOLF
President

Keystone Broadcasting System

THIS year, the radio industry faces another period of adjustment . . . learning to live with television. Despite the predictions of the obituary writers, radio is still here and thriving heartily.

In fact, television, until the freeze is lifted, is still failing to reach effectively the nation's richest market—those people living in the rural areas and in towns of 50,000 and less. And it takes more than half of the nation's retail stores to serve this high income group.

It is extremely gratifying to us at Keystone to know that BMB has reported that these same prosperous people who live in this market, listen longer and more often to their home town radio station.

Their home town station is a vital part of their community. The average Keystone station owner is the manager and he's usually known around the town square by his first name. He's a common sight at local functions whether it's the county fair or a high school football game, and his mobile unit is just as common a sight as any other vehicle.

This same man is just as concerned about the disappearance of Mrs. Jones' cat as the next door neighbors are . . . and he makes a sincere effort to enlist the aid of his listeners in finding the cat so that the community may return to normal. His services usually reach far beyond what metropolitan stations consider as the usual.

The founders of the Keystone Network knew that these simple facts accounted for much of the high listener-loyalty of the Home Town stations. This is why the Keystone Network has paid off for so many advertisers in its 12 year history.

At first, when Keystone was established, it was to enable the advertising agencies to buy a package of small stations with a single order . . . to help their clients reach this *plus* audience in the rich small city and rural market.

However, since the advent of television, there has developed a second reason for using Keystone . . . to give advertisers a rich market that is *beyond effective television*. Advertisers discovered that the use of metropolitan television is limited—television at the present doesn't have the coverage to do a selling job in the Home Town and Rural Market. Keystone has proved to be the *logical answer for supplementary coverage* to metropolitan television. KBS is the *only* network not having a single affiliate located in a television city.

Proof of this performance is indicated by the fact that Keystone is entering its 13th year of operations with a 300 per cent increase in volume over 1950 . . . and the number of affiliates are in excess of 500.

During 1951, 15 new major advertisers were added . . . and 120 new affiliates. These figures are evidence of performance and the faith of the advertisers in Keystone to do a good job. This will be the best year in Keystone's history.

The use of the Keystone Network by national advertisers has been an interesting and profitable experience for them. They *discovered* Home Town America—a market that Keystone has known for a long time since its inception . . . and that the prosperous farm segment of this market alone represents an income of \$40,000,000,000 yearly.

KBS is looking forward to another year of progress . . . helping advertisers discover the Home Town stations whose sales producing ability is the sole factor in the success of the Keystone Network.

In 1952, the Keystone Broadcasting System, the only established and growing transcription network, will become a medium for even greater importance to the nation's advertisers who want to reach the world's richest market. And, with the addition of 200 or more new stations, almost every third radio station will be a member of the Keystone Network.

KEYSTONE

BROADCASTING SYSTEM, INC.

111 Washington St., Chicago, Ill.

Officers and Directors

Sidney J. Wolf	President
Joseph Bayer	Vice-President
Noel Rhys	Vice-President
Arthur Wolf	Secretary-Treasurer

New York

580 Fifth Ave., New York 19, N. Y.

Phone: PLaza 7-1460

Noel Rhys	Vice-President and Eastern Sales Manager
Eve Banner	Office Manager
James A. Yergin	Research Director

Chicago

111 W. Washington St., Chicago, Ill.

Phone: STate 2-6303

Sidney J. Wolf	President
Edwin R. Peterson	Special Representative
Blanche Stein	Director of Station Relations
Wyn Spangenberg	Traffic Manager
Bea Vincent	Accountant

SERVICES OFFERED: The Keystone Broadcasting System is a network which consists local radio stations in their programming with transcriptions, with KBS making their time available to national advertisers and their agencies at an attractive network package rate.

At present, there are more than 475 Keystone affiliates, located in towns of 10,000 to 50,000 population where they reach both the small town and rural markets. For the most part, these Keystone stations serve those areas which are beyond clear reception areas of the large metropolitan radio stations or other high-power stations. The number of radio homes in these Keystone markets run into the millions, all within the prime area of Keystone affiliates. And, most of these homes are beyond effective television influence of the larger metropolitan areas.

Keystone is a flexible media easily purchased, whole or in part. Entire areas or spot coverage may be selected . . . whichever meets the needs of the advertising program. Regardless of the schedule, Keystone makes its time available at a considerable savings.

In operation, Keystone offers the same advantages as the wired networks. Instead of a large number of individual transactions, KBS reduces your problem to one order, one time clearance, one series of Affidavits of Performance, and one invoice.

During 1951, as in 1950, many of the nation's largest advertisers were using the facilities of Keystone. Types of programming vary from 25 word spots to one hour shows.

KEYSTONE'S 500 STATIONS NEW SALES FOR NATIONAL

Keystone Broadcasting System's national advertisers repeatedly renew their contracts because they know that their message reaches a rich market—Home Town and Rural America!

These national advertisers profit by the higher listener-loyalty of the Keystone stations. BMB reports that these *local level* stations are listened to longer, more regularly than the distant metropolitan stations.

Whether you're considering media for foods, drugs, tobacco, automobiles, farm supplies or the other needs of Home Town and Rural America, you'll find the Keystone Network worth investigating—America's only national transcription network!

One order buys one minute announcements or a 15 minute show on 500 Keystone stations—or only the number of stations required to cover your distribution pattern.



NO TELEVISION RECEPTION!

With Keystone's affiliates located in towns of 50,000 and under, there's little or no effective television. National advertisers using the Keystone Network enjoy TV-Free reception in these American Homes!

**RED BAND
FLOUR**

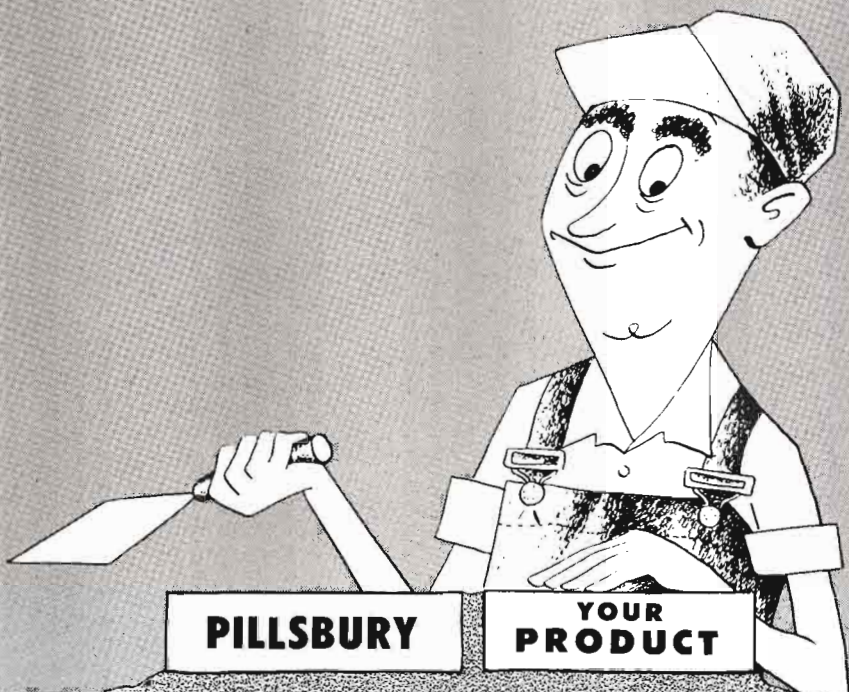
OMEGA OIL

**CHAMBERLAIN'S
HAND LOTION**

DOLCIN

KEYSTONE BROADCASTING SYSTEM, INC.

SUCCESSFULLY BUILD ADVERTISERS



PILLSBURY

**YOUR
PRODUCT**

GENERAL FOODS

FEEN-A-MINT

WILDROOT

**CARTER'S
PILLS**

PEPTO-BISMOL

**GOLD MEDAL
FLOUR**

NESTLE'S

PEPSODENT

MURINE

**SCOTT'S
EMULSION**

**AIRMAID
HOSIERY**

**PIERCE'S
PROPRIETARIES**

NEW YORK: 580 Fifth Ave. • CHICAGO: 111 W. Washington St.

KEYSTONE BROADCAST



**NETWORK FACILITIES
AS OF FEBRUARY 1, 1952**

CASTING SYSTEM





Liberty Broadcasting System

JUST four years ago, the Liberty Broadcasting System was born. And in these four short years Liberty has grown from one to 458 stations.

*Gordon McLendon
President*

In November, 1947, over KLIF in Dallas, Texas, came the first

of Liberty's now-famous recreated sports features — a professional football game from a telegraphed play-by-play with recorded football noises to enliven the proceedings.

Today Liberty has proved to the radio world that there is not only a place for a fifth network, but that this fifth network attracts so many listeners it has become the second largest in the world.

To the original key station in Dallas, Liberty has added station after station, not merely to air its recreated sports features, but to offer a full, 16-hour a day schedule of varied programs of proved popularity.

Over 80 per cent of Liberty's 458 stations were formerly Independents. As everyone knew, in each major and minor market there was always one live-wire Independent that led the field of network rivals. Agencies accepted the power and aggression of such Independents, but no one had ever united them, to take advantage of their power.

Who could bring them together?

Liberty could and did.

The Independents joined Liberty because they found in Liberty Broadcasting System something they could find nowhere else—a service so complete that many of them did not need to maintain even a record or news library.

The Independents found that Liberty's system of being on the air with a type of program that the other networks were not carrying at that time paid off, too, in listeners, as well as revenue.

What are some of the programs that Liberty offers? 1. The famous baseball "Game of the Day"; 2. National professional football; 3. West Coast "Game of the Week"; 4. Friday and Saturday night football; 5. Basketball's "Game of the Night."

What about television and Liberty?

While other radio networks, fearful of this new medium, have been cutting economic corners, Liberty has been growing and growing. But *not* by competing with television.

Liberty firmly believes in television as a great source of entertainment for millions of families.

But there are over 43,000,000 homes with radios in the United States. Of these, the Liberty Broadcasting System covers 78 per cent. The people in these homes, and in factories and on beaches and vacation places of all kinds, will continue to turn on their radios.

They will turn on their radios and tune in the station that comes in most clearly and brings them the kind of program they want to hear.

In the majority of cases this means they will tune in to a Liberty station and listen to their favorite sports, music or news. In sports events of national interest especially, no other network can match Liberty in variety and quality.

There is an old formula, "Find out what the people want and give it to them." It has worked in the entertainment business for years.

Liberty has taken this formula and proved that it works for a network, too.

Liberty will continue to use this formula to bring the public the kind of program it wants to hear and, in turn, its member stations will have an ever-growing audience.

LIBERTY

BROADCASTING SYSTEM, INC.

2100 Jackson Street
Dallas 1, Texas
Phone: Randolph 2421

Officers and Directors

Co-Chairmen of the Board..... B. R. McLendon
H. R. Cullen
President..... Gordon B. McLendon
Executive Vice-President..... James H. Foster
Secretary-Treasurer..... Dorothy Manning
Vice-President..... Paul C. Munroe
Vice-President..... Harold Vertel
Vice-President..... James B. Kirksmith
Vice-President..... Benton Paschall
Vice-President..... Tom Carr
Vice-President..... Glenn Callison
Vice-President..... J. Carlton Adair
Vice-President..... H. W. (Bob) Bumpas

Departments and Divisions

Assistant to the President..... John Dunnagan

Legal Department

General Counsel..... Lester M. May
Cohn & Marks, Washington, D. C.
Marcus B. Cohn, Leonard Marks

Office Management

Secretary-Treasurer..... Dorothy Manning
Credit Manager..... H. W. Olds
Accountant..... Ruby Eaton
Accountant..... Elizabeth Sego

Program Department

Vice-President in charge of Programming
and Production..... H. W. (Bob) Bumpas
Program Director..... Glenn Douglas
Director of Continuity..... Buddy Pitcher
Program Monitor..... Brooks Read
Director of Production..... Tom Hubbard
Director of Traffic..... Mary Jo Taylor

Sports Department

Vice-President in charge of Sports and
Special Events..... James B. Kirksmith
Director of Football..... Lindsey Nelson
Director of Production..... John Kieran, Jr.

Station Relations Department

Vice-President..... J. Carlton Adair
Director of Station Relations..... Bruce Collier
Eastern Manager of Station Relations.. Paul Girard
Vice-President of Southeastern Division.. Tom Carr
Midwestern Manager of
Station Relations..... Martin J. McGeehan
Vice-President of Western Division.. Benton Paschall
Southwestern Division of Station
Relations..... Virgil Wescoat

Publicity Department

Director of Press..... Matty Brescia

Sales Department (New York)

Vice-President of National Sales... Paul C. Munroe
Sales Manager..... Ben Coleman

National Sales Coordination (Dallas)

Vice-President..... Harold Vertel
Director of Client Relations..... Sewall Cutler
Director of Rates..... Don Newbury
Coordinator..... Craig LaTaste

District Offices

Midwestern Sales Manager... Martin J. McGeehan
Vice-President of West Coast Sales.. Benton Paschall
Vice-President of Southeastern Sales..... Tom Carr

Engineering Department

Vice-President..... Glenn Callison
Assistant Chief Engineer..... Ralph Ingram

New York, N. Y.

509 Madison Avenue
Phone: Murray Hill 8-5580

National Sales Manager..... Paul C. Munroe

Hollywood, Calif.

5939 Sunset Boulevard
Phone: HUDson 2-7471

Vice-President of West Coast
Operations..... Benton Paschall

Chicago, Ill.

75 E. Wacker Drive
Phone: FRanklin 2-8714

Midwestern Manager..... Martin J. McGeehan

Atlanta, Ga.

87½ Fairlie Street
Phone: Alpine 5132

Vice-President of the Southeastern
Division..... Tom Carr

LIBERTY

LBS

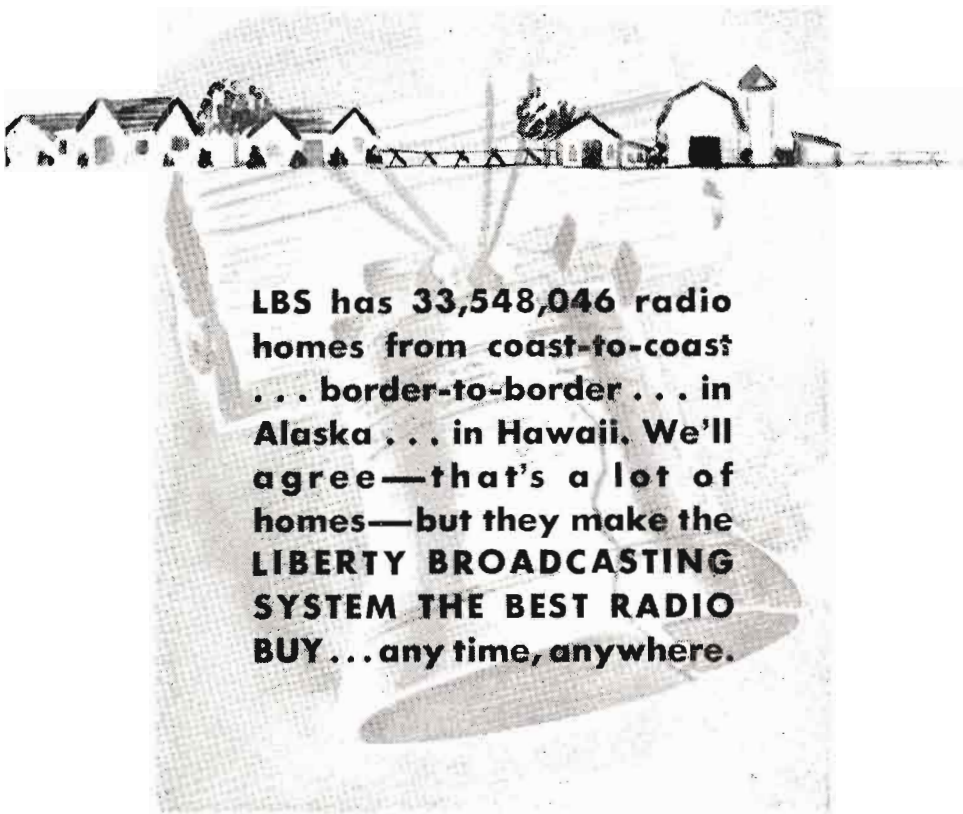


LBS

lbs

DALLAS • LOS ANGELES • NEW YORK

has millions!



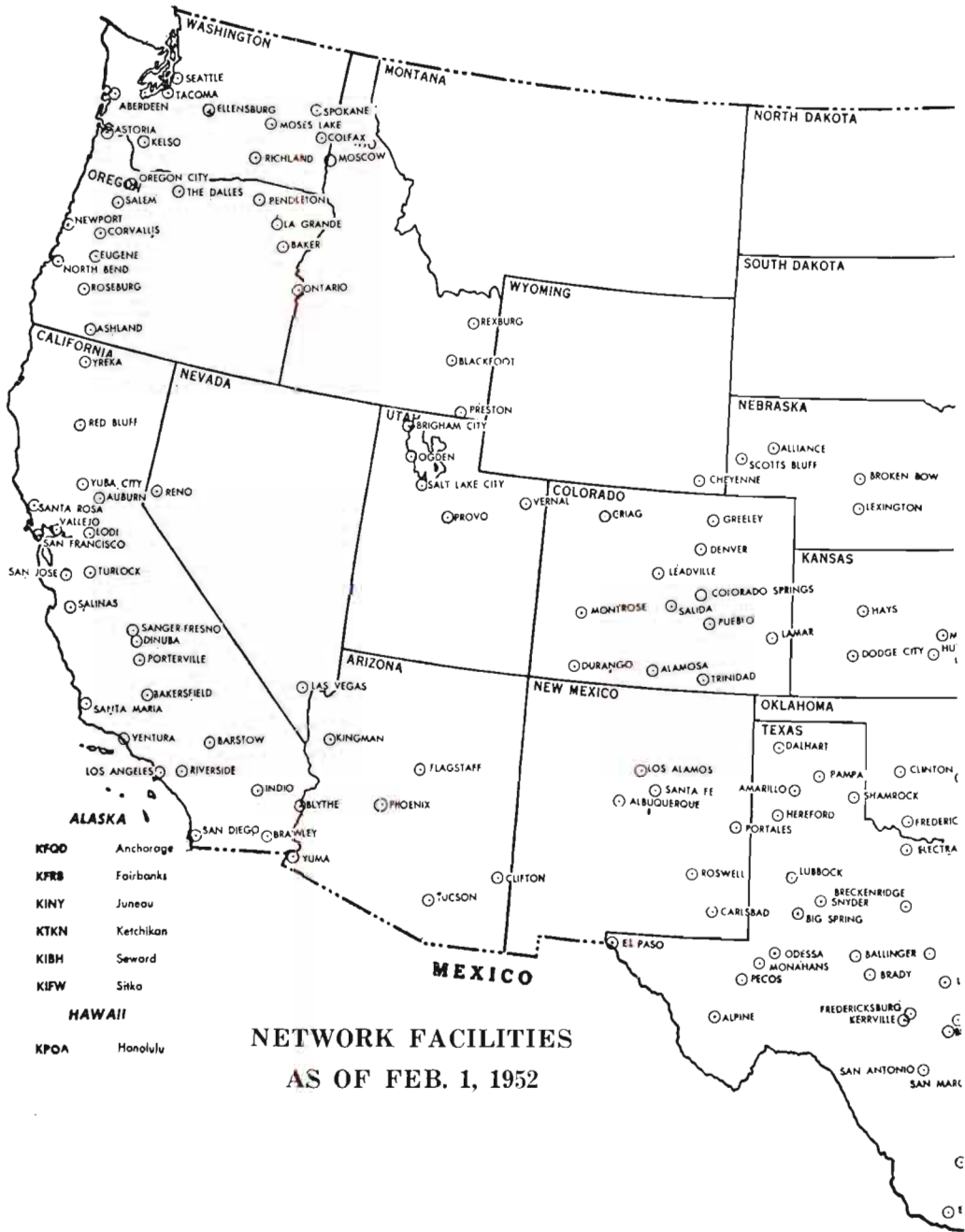
LBS has 33,548,046 radio homes from coast-to-coast . . . border-to-border . . . in Alaska . . . in Hawaii. We'll agree—that's a lot of homes—but they make the LIBERTY BROADCASTING SYSTEM THE BEST RADIO BUY . . . any time, anywhere.

LIBERTY BROADCASTING SYSTEM

. pounds home your message

• ATLANTA • WASHINGTON • CHICAGO

LIBERTY BROAD



CASTING SYSTEM



REGIONAL NETWORKS



Alaska Broadcasting System

CBS, NBC

830 Securities Building, Seattle 1, Wash.

Phone: SEneca 6333

PERSONNEL

General Manager.....Wm. J. Wagner
 Commercial Manager.....Irving Lusk
 Traffic Manager.....A. L. Christensen
 Program Manager.....Tom Ewing
 Promotion Manager.....Albert Agan
 Auditor.....F. Daniel McLean
 Recording Engineer.....Harold H. Kaden

BRANCH OFFICES

Station KFQD, Box 1040, Anchorage, Wm. Wagner, Station Mgr.; Station KTKN, Box 1308, Ketchikan, Dorothy Jacobs, Acting Station Mgr.; Station KINY, Box 1091, Juneau, Richard Peter, Station Mgr.; Station KFRB, Box 950, Fairbanks, William J. Wagner, Station Mgr.; Station KIBH, Box 250, Seward, Wm. J. Wagner, Station Mgr.; Station KIFW, Box 699, Sitka, Wm. J. Wagner, Station Mgr.

STATIONS

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

The Aloha Network

P. O. Box 1380, Honolulu, T. H.

Phone: 95295

PERSONNEL

General Manager.....R. M. Fitkin
 Vice-Presidents.....A. H. Green.

C. J. Fern, E. J. Crane

STATIONS

KHON, Honolulu; KIPA, Hilo; KMVI, Wailuku; KTOH, Lihue.

Arizona Broadcasting System

(ABS Network)

711 Heard Bldg., Phoenix, Ariz.

Phone 4-4161

PERSONNEL

General Manager.....Richard O. Lewis
 Commercial Manager.....Bill Harvey

STATIONS

KTAR, Phoenix; KVOA, Tucson; KYUM, Yuma; KGLU, Safford; KWJB, Globe-Miami; KYCA, Prescott; KAWT, Douglas-Bisbee.

The Arizona Network

Radio Station KOY

840 N. Central Ave., Phoenix, Ariz.

Phone: 4-4144

PERSONNEL

Manager.....Albert D. Johnson
 Program Director.....John R. Williams
 Commercial Manager.....John L. Hogg
 KTUC Manager.....Lee Little
 KSUN Mgr., owner.....Arlo W. Morris
 KYMA Manager.....William L. Lindsey

BRANCH OFFICES

Station KTUC, Broadway & Tyndall, Tucson, Ariz.; Phone: 2-3344; Station KSUN, Bisbee, Ariz., Phone 9; Station KYMA, 8th St. and "B" Ave., Yuma.

STATIONS

KOY, Phoenix, KTUC, Tucson; KSUN, Lowell; KYMA, Yuma.

Arkansas Group

(Address Any Station)

STATIONS

KVRC, Arkadelphia; KDMS, El Dorado; KGRH, Fayetteville; KXJK, Forrest City; KFPW, Fort Smith; WGVM, Greenville, Miss.; KHOZ, Harrison; KFFA, Helena; KXAR, Hope; KWFC, Hot Springs; KXRJ, Russellville; KWAK, Stuttgart; KTFS, Texarkana; KBTM, Jonesboro; KNBY, Newport; KDRS, Paragould; KCLA, Pine Bluff; KWEM, West Memphis; KAMD, Camden.

Arkansas Network

114 E. Capitol St., Little Rock, Ark.

STATIONS

KARK, Little Rock and all other stations in Arkansas.

Arrowhead Network

WEBC Building, Duluth 2, Minn.

Phone: Melrose 2-2873

PERSONNEL

President.....Morgan Murphy
 V.-P. & Gen. Mgr.....Walter C. Bridges
 Director of Engineering...Charles P. Perrons

STATIONS

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

Broadcasting Corp. of America Network

P. O. Box 987, Riverside, Calif.

Phone: Riverside 6290

PERSONNEL

President.....W. L. Gleeson

BRANCH OFFICE

402 Katz Bldg., San Bernardino, Calif.; Phone: 5157, Adam Young, N. Y., Chicago, San Francisco and Los Angeles.

Regional Networks

STATIONS

KPRO, Riverside; KPOR, San Bernardino;
KREO, Indio; KROP, Brawley; KYOR, Blythe.

Paul Bunyon Network

Paul Bunyon Bldg., Traverse City, Mich.

PERSONNEL

Pres., Gen. Mgr.Les Biederman

STATIONS

WTCM, Traverse City; WATT, Cadillac;
WATZ, Alpena; WMBN, Petoskey; WATC,
Gaylord.

California Northern Group

PERSONNEL

ManagerJack A. Mitchell (KSYC)
West Coast representative, Tracy, Moore &
Associates

STATIONS

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

Columbia Pacific Network

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

PERSONNEL

ManagerWilliam D. Shaw
Sales ManagerEdwin W. Buckalew
Asst. Sales Manager.....Alan Axtell
Sales Promotion Mgr.....Sherril W. Taylor
Program DirectorGeorge W. Allen
News DirectorJack Beck
Public Affairs Director.....Bill Whitely
Chief EngineerLes Bowman

BRANCH OFFICES

Radio Spot Sales, 485 Madison Avenue, New
York, N. Y., Phone: PL 5-2090, Wendell Camp-
bell, Sales Mgr.; Radio Spot Sales, 903 Three
Sisters Bldg., Memphis, Tenn., Phone: Tennes-
see 37-8612, H. H. Holtshouser, Sales Mgr.;
Columbia Pacific Network Sales, Palace Hotel,
San Francisco, Calif., YU 2-7000, Bok Reitzel,
Sales Mgr.; Radio Spot Sales, 902 Fisher Bldg.,
Detroit, Mich., TR 2-5500, Ralph H. Patt, Jr., Sales
Mgr.; Radio Spot Sales, 410 North Michigan
Avenue, Chicago, Ill., WH 4-6000, Gordon F.
Hayes, Sales Mgr.; Radio Spot Sales, 1313
No. Vine Street, Los Angeles, Calif., HO 9-1212,
Richard C. Elpers, Sales Mgr.

KCBS, San Francisco, California; KROY,
Sacramento, California; KCBQ, San Diego, Cali-
fornia; KXOC, Chico, California; KCMJ, Palm
Springs, California; KCKY, Coolidge, Arizona;
KERN, Bakersfield, California; KOOL, Phoenix,
Arizona; KFRE, Fresno, California; KOPO, Tus-
con, Arizona; KGDH, Stockton, California;
KOLO, Reno, Nevada; KNX, Los Angeles, Cali-
fornia; KERG, Eugene, Oregon; KIMA, Yakima,
Washington; KOIN, Portland, Oregon; KIRO,
Seattle, Washington; KXLY, Spokane, Wash-
ington.

Columbine Network

Security Life Bldg., Denver, Colo.

PERSONNEL

General ManagerAlbert G. Meyer
Commercial Manager.....Edwin E. Koepke

STATIONS

KMYR, Denver; KCOL, Fort Collins; KBOL,
Boulder; KEXO, Grand Junction; KCSJ, Pueblo;
KYOU, Greeley; KRDO, Colorado Springs;
KFTM, Fort Morgan.

The Connecticut State Network, Inc.

555 Asylum St., Hartford 5, Conn.

Phone: 2-0237

PERSONNEL

President.....C. Glover DeLaney

BRANCH OFFICES

WNHC, 1110 Chapel St., New Haven, Conn.,
James Milne, Director; WATR, 440 Meadow
Street, Waterbury, Conn., Sam Elman, Direc-
tor; WTOR, 93 Main Street, Torrington, Conn.,
Ed Waller, Director; WNAB, 991 Broad Street,
Bridgeport, Conn., Levon Thomas, Director;
WSTC, 270 Atlantic Street, Stamford, Conn.,
Julian Schwartz, Director; WNLG, Mohican
Hotel, New London, Conn., Gerald Morey, Di-
rector.

STATIONS

WNAB, Bridgeport; WNHC, New Haven;
WNLG, New London; WSTC, Stamford; WTOR,
Torrington; WATR, Waterbury, Conn.

Dairyland Network

Radio City, 50 S. 9th St., Minneapolis 2, Minn.
Phone: Lincoln 0552

STATIONS

WTCN, Minneapolis-St. Paul; KATE, Albert
Lea; KWLM, Wilmar; KWNO, Winona.

Dixie Network

State National Bldg., Houston 2, Tex.

PERSONNEL

PresidentH. C. Davis
Exec. Vice-Pres.....King H. Robinson

STATIONS

KATL, Houston; KRIC, Beaumont.

Don Lee Broadcasting

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

PERSONNEL

PresidentWillet H. Brown
Exec. Vice-Pres.Ward D. Ingram
Sec.-Treas.....A. M. Quinn
Vice-Pres. in Charge Sales.....Norman Boggs
Vice-Pres. Station Relations....Norman Ostby
Dir. of Operations.....A. J. LaFrano
Nat. Adv. Mgr.Henry Gerstenkorn
KHJ Sales ManagerLeon Wray
Dir. Public Relations.....Bud Coulson
Promotion Director.....H. H. Sonnenburg
News & Special Events.....Les Mawhinney
Chief EngineerRobert Arne

BRANCH OFFICES

1000 Van Ness Avenue, San Francisco, Calif.,
Wm. Pabst, Vice-Pres.; National Reps., John

Regional Networks

Blair & Co., New York, Chicago, Detroit, St. Louis, Dallas, San Francisco.

KAFY, Bakersfield, Calif.; KHSL, Chico, Calif.; KXO, El Centro, Calif.; KIEM, Eureka, Calif.; KYNO, Fresno, Calif.; KHJ, Los Angeles, Calif.; KMYC, Marysville, Calif.; KYOS, Merced, Calif.; KPRL, Paso Robles, Calif.; KVCV, Redding, Calif.; KXOA, Sacramento, Calif.; KSBW, Salinas-Monterey, Calif.; KFXM, San Bernardino, Calif.; KGB, San Diego, Calif.; KFRC, San Francisco, Calif.; KVEC, San Luis Obispo, Calif.; KVOE, Santa Ana, Calif.; KDB, Santa Barbara, Calif.; KXOB, Stockton, Calif.; KCOK, Tulare-Visalia, Calif.; KVNI, Coeur D'Alene, Idaho; KRLC, Lewiston, Idaho; KWAL, Wallace, Calif.; KATO, Reno, Nevada; KWIL, Albany, Oregon; KAST, Astoria, Oregon; KBND, Bend, Oregon; KOOS, Coos Bay, Oregon; KORE, Eugene, Oregon; KUIN, Grants Pass, Oregon; KFJL, Klamath Falls, Oregon; KPOJ, Portland, Oregon; KRNR, Roseburg, Oregon; KSLM, Salem, Oregon; KXRO, Aberdeen, Wash.; KPUG, Bellingham, Wash.; KELA, Centralia-Chehalis, Wash.; KRKO, Everett, Wash.; KWLK, Longview, Wash.; KGY, Olympia, Wash.; KVI, Seattle-Tacoma, Wash.; KNEW, Spokane, Wash.; KUJ, Walla Walla, Wash.; KWNW, Wenatchee, Wash.; KYAK, Yakima, Wash.

Georgia Associations of Local Stations

87½ Fairlie Street, N. W., Atlanta, Ga.
Phone: Alpine 5132

PERSONNEL

Sales Director.....Tom Carr

STATIONS

WDEC, Americus; WGAU, Athens; WATL, Atlanta; WBQ, Augusta; WGIG, Brunswick; WLBB, Carrollton; WBHF, Cartersville; WGAA, Cedartown; WMJM, Cordele; WMOC, Covington; WBLJ, Dalton; WDWD, Dawson; WMLT, Dublin; WBHB, Fitzgerald; WDUN, Gainesville; WKEU, Griffin; WIBB, Macon; WFOM, Marietta; WMGV, Milledgeville; WMGA, Moultrie; WFRP, Savannah; WWNS, Statesboro; WSFT, Thomaston; WKTG, Thomasville; WWGS, Tifton; WLET, Toccoa; WVOP, Vidalia; WAYX, Waycross; WRDL, West Point.

Georgia Major Market Trio

(Address any station or The Katz Agency)

STATIONS

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

Great Lakes Network

Radio Building, Saginaw, Mich.

PERSONNEL

ManagerJack D. Parker

STATIONS

WSAM-AM-FM, Saginaw; WLEW, Bad Axe; WFYC, Alma; WOAP-AM-FM, Owosso.

Great West Network

Box 1338, Albuquerque, N. Mex.
PERSONNEL

PresidentWilliam T. Kirk
General ManagerKen Palmer
General Sales Manager.....Keith Tye
National Sales Manager.....Larry Darley
Assistant ManagerTed Nelson

STATIONS

KVER, Albuquerque; KSVP, Artesia.

Guy Gannett B'estng System

Gannett Bldg., Portland, Me.
STATIONS

WGAN, Portland; WGUY, Bangor.

Hoosier Network

Colonial Bldg., New Castle, Ind.
STATIONS

WCNB, Connersville; WCTW, New Castle; WMRI, Marion; WSRK, Shelbyville; WFML, Washington; WRSW, Warsaw, Indiana.

Intermountain Network

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

PresidentGeorge C. Hatch
V.-P. Chg. of Sales.....Lynn L. Meyer
V.-P. Chg. of Programs.....Jack Paige
V.-P. Chg. of Engineering...W. D'Orr Cozzens
Office Manager.....Ernest W. Campbell
BRANCH OFFICES

Avery-Knodel, Inc., 608 Fifth Ave., New York, N. Y., Phone: Judson 6-5536, Exec., Lewis H. Avery; Avery-Knodel, Inc., 75 E. Walker Dr. Chicago, Ill., Phone: And. 3-4710, Exec., J. W. Knodel; Avery-Knodel, Inc., Russ Building, San Francisco, Calif., Phone: Yukon 2-3877, Exec., David H. Sandeberg; Avery-Knodel, Inc., 315 W. 9th St., Los Angeles, Calif., Phone: Tucker 2095, Exec., Richard I. Hasbrook; Avery-Knodel, Inc., 120 Marietta St., N.W., Atlanta, Ga., Phone: Cypress 7545, Exec., Charles Coleman, 1915 Elm St., Dallas, Tex., Phone: Sterling 1558, Clyde Melville.

Lone Star Chain, Inc.

(The O. L. Taylor Co.)

1024 Life of America Bldg., Dallas 1, Tex.
Phone: Lakeside 1041
PERSONNEL

President.....Harold V. Hough
Vice-PresidentFred Nahas
Secretary-Treasurer.....O. L. Ted Taylor
General ManagerFred L. Vance

STATIONS

WBAP, Fort Worth; KTBC, Austin; KTSA, San Antonio; KXYZ, Houston; KROD, El Paso; KFDM, Beaumont; KRGV, Weslaco; KEYS, Corpus Christi; KTRE, Lufkin; KTBB, Tyler; KGNC, Amarillo; KFYO, Lubbock; KFDX, Wichita Falls.

Regional Networks

Maine Broadcasting System

157 High St., Portland 3, Me.

Phone: 2-0181

PERSONNEL

Manager.....William H. Rines
Technical Director.....Daniel H. Smith
News Supervisor.....C. Thomas Wade

BRANCH OFFICES

100 Main St., Bangor, Me., Phone: 6023, Edward E. Guernsey; 175 Water St., Phone: 2285, Augusta, Me., Jack S. Atwood.

STATIONS

WCSH, Portland; WLBZ, Bangor; WRDO, Bangor, Me.

McClatchy Beeline

911 Seventh St., Sacramento, Calif.

PERSONNEL

President.....Eleanor McClatchy
Sales Director.....Leo O. Ricketts

STATIONS

KFBK (AM, FM), Sacramento; KMJ (AM, FM), Fresno; KWG, Stockton; KERN (AM, FM), Bakersfield; KOH, Reno; KBEA, Modesto.

Metropolitan Network

(Address Any Station)

STATIONS

WPIK, Alexandria; WARL, Arlington; WFAX, Falls Church, Virginia; WGAY, Silver Spring; WLCC, Bethesda-Chevy Chase, Maryland.

Michigan Radio Network

1800 Mutual Bldg., Detroit 26, Mich.

Phone: Woodward 3-8321

PERSONNEL

President.....James G. Riddell
Sales Manager.....H. S. Christian
Dir. Adv. & Sales Prom.....William Morgan

STATIONS

WBCM, Bay City; WFDF, Flint; WJIM, Lansing; WIBM, Jackson; WELL, Battle Creek; WLAV, Grand Rapids; WGFG, Kalamazoo; WKBZ, Muskegon; WSOO, Saulte Ste. Marie; WKLA, Ludington; WHRV, Ann Arbor.

The Mid-South Network

WCBI, Columbus, Mississippi

PERSONNEL

General Manager.....Bob McRaney

STATIONS

WCBI, Columbus; WELO, Tupelo; WMOX-AM-FM, Meridian; WROX, Clarksdale; WNAG, Grenada; WROB, West Point; WSSO, Starkville, Mississippi.

Mississippi Broadcasting Co.

(Withers Gavin Stations)

STATIONS

WCOC, Meridian; WTQS, Jackson; WMBC, Macon; WACR, Columbus, Miss.

New England Major Markets Group

PERSONNEL

Chairman.....Walter B. Haase

STATIONS

WLAW, Lawrence, Mass.; WPRO, Providence; WDRC, Hartford; WTAG, Worcester, Mass.; WGAN, Portland, Me.; WGUY, Bangor, Me.

New England Regional Network

26 Grove St., Hartford 15, Conn.

Phone: Hartford 5-0801

DIRECTORS

Chairman.....Paul W. Morency
Joseph E. Baudino, John J. Boyle, William H. Rines.

STATIONS

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

REPRESENTATIVE

Weed & Company

North Eastern Broadcasting System

John Hancock Bldg., Boston 16, Mass.

Phone: LI 2-5799

PERSONNEL

Sales Director.....Elmer Kettell

STATIONS

WABI, Bangor; WLAM, Lewiston-Auburn; WPOR, Portland; WTVL, Waterville, Maine; WFEA, Manchester; WKXL, Concord; WKNE, Keene; WLNH, Laconia; WHEB, Portsmouth; WMOU, Berlin, New Hampshire; WJOY, Burlington; WSKI, Montpelier-Barre, Vermont; WACE, Chicopee-Springfield; WALE, Fall River; WBEC, Pittsfield; WBSM, New Bedford; WEIM, Fitchburg; WHAV, Haverhill; WKOX, Framingham; WORC, Worcester, Mass.; WHIM, Providence, R. I.; WTHT, Hartford; WBRY, Waterbury, Conn.

Northwest Network

3415 University Ave., St. Paul W4, Minn.;

3415 University Ave., S.E., Minneapolis 14, Minn.

Phone: PRIOR 2717

PERSONNEL

General Manager.....Stanley E. Hubbard

Treasurer.....Kenneth M. Hance

Sales Manager.....Miller C. Robertson

STATIONS

KSTP, St. Paul-Minneapolis, Minn. (Key station); WEBC, Duluth, Minn.; KYSM, Mankato, Minn.; WMFG, Hibbing, Minn.; WHLB, Virginia, Minn.; KROC, Rochester, Minn.; KFAM, St. Cloud, Minn.; KFYR, Bismarck, N. D.; WDAY, Fargo, N. D.; WEAU, Eau Claire, Wisc.; WJMC, Rice Lake, Wisc.

NATIONAL REPRESENTATIVE

Edward Petry & Co.

Regional Networks

Palmetto Broadcasting System

#1 Martin St., Anderson, S. C.
Phone: 3802
PERSONNEL

President.....Wilton E. Hall
General Manager.....Glenn P. Warnock
Production Manager.....P. D. Hall
National Sales Mgr.....G. P. Brown
Promotion Director.....V. Barath
Regional Sales.....John F. McCallum

BRANCH OFFICES

405 Montague St., Atlanta, Ga., Exec., Clayton Cosse; 310 Central St., Wilmette, Ill., Exec., Charles L. Allen; R. R. No. 3, Holly Hill, Fla., Exec., Homer Hardesty.

STATIONS

WAIM, Anderson, S. C.; WACA, Camden, S. C.; Choice, Charleston, S. C.; WGCD, Chester, S. C.; WCOS, Columbia, S. C.; WDSC, Dillon, S. C.; WJMX, Florence, S. C.; Choice, Greenville, S. C.; WHSC, Hartsville, S. C.; WKDK, Newberry, S. C.; WTND, Orangeburg, S. C.; WTYC, Rock Hill, S. C.; WSNW, Seneca, S. C.; WBCU, Union, S. C.; WALD, Walterboro, S. C.; WRFC, Athens, Ga.; WRGE, Atlanta, Ga.; WGAC, Augusta, Ga.; WGGG, Gainesville, Ga.; WKLY, Hartwell, Ga.

Quaker Network

Headquarters: WFIL, Philadelphia, Pa.
PERSONNEL

General Manager.....Roger W. Clipp
Sales Manager.....Norman R. Prouty
STATIONS

WFIL, Philadelphia; WEEW, Reading; WAEB, Allentown; WEST, Easton; WSBA, York; WAZL, Hazleton; WLAN, Lancaster; WARM, Scranton; WILK, Wilkes-Barre; WGHB, Harrisburg; WKOK, Sunbury; WRAK, Williamsport; WFBG, Altoona; WARD, Johnstown; WERC, Erie; WCAE, Pittsburgh; WKST, New Castle; WKRZ, Oil City.

Razorback Network

217 E. 3rd St., Little Rock, Ark.
Phone: 4-8928
PERSONNEL

General Manager.....Emil J. Pouzar
STATIONS

KXLR, Little Rock and all stations in Arkansas.

Rebel Network

(Address Any Station)
PERSONNEL

Business Manager.....Frank Gentry
STATIONS

WJDX, Jackson; WAML, Laurel; WFOR, Hattiesburg; WTOK, Meridian; WGCM, Gulfport, Mississippi.

Rocky Mountain Broadcasting System

29 S. State St., Salt Lake City 1, Utah

Phone: 3-2737

PERSONNEL

President & Gen. Mgr.....Frank C. Carman
Vice-Pres. & Sales Mgr.....John Schile

STATIONS

KGEM, Boise; KIFI, Idaho Falls; KWIK, Pocatello; KLIX, Twin Falls, Idaho; KOPR, Butte; KOOK, Billings; KMON, Great Falls; KLAS, Las Vegas, Nev.; KUTA, Salt Lake City; KCSU, Provo; KVOG, Ogden, Utah.

Rural Radio Network, Inc.

118 N. Tioga St., Ithaca, N. Y.

Phone: 3341

PERSONNEL

President.....C. E. Snyder
Secy-Treas.....R. B. Gervan
General Manager.....M. R. Hanna
Ass't. Gen. Mgr. Eng. & Sta. Rel.....D. K. deNeuf
Sales Manager.....H. S. Brown
Program Manager.....J. A. Short
Program Supervisor.....M. K. Knapp
Farm Service Dir.....L. Hamrick
Chief Engineer.....T. R. Humphrey

STATIONS

WHCU-FM, Ithaca, N. Y.; WHLD-FM, Niagara Falls; WFNF, Wetherfield; WHDL-FM, Olean; WVBT, Bristol Center; WVCN, DeRuyster, WRUN-FM, Utica-Rome, WWNY-FM, Watertown; WMSA-FM, Massena; WVCV, Cherry Valley; WFLY, Troy; WHVA, Poughkeepsie; WQAN-FM, Scranton, Pa.

Steinman Stations

8 W. King St., Lancaster, Pa.

Phone: 5251

PERSONNEL

Gen. Mgr.....Clair R. McCollough
Sales Manager.....J. Robert Gulick
Technical Dir.....J. E. Mathiot

STATIONS

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

NATIONAL REPRESENTATIVE

Robert Meeker Associates

Tennessee Valley Associates Network

(Address Any Station)

STATIONS

WHAL, Shelbyville; WLAR, Athens; WAGC, Chattanooga; WKRM, Columbia; WHUB, Cookeville; WEKR, Fayetteville; WHIN, Gallatin; WHBT, Harriman; WCOR, Lebanon; WMMT, McMinnville; WGNS, Murfreesboro; WCDD, Winchester.

Texas Broadcasting System

KRLD, Herald Square, Dallas, Tex.

PERSONNEL

General Manager.....Clyde W. Rembert

Regional Networks

STATIONS

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

Texas Plains Stations

KFLD, P. O. Box 955, Floydada, Tex.

STATIONS

KFLD, Floydada; KPAN, Hereford; KVCM, Colorado City, Texas.

Texas Quality Network

312 E. Kings Highway (KTBS), Shreveport 77, Louisiana. Phone: 7-3644.

BRANCH OFFICES

(KTBS), 312 E. Kings Highway, Shreveport, La., Phone: 7-3644, Gen. Mgr. E. Newton Wray; (KRIS), P. O. Box 840, Corpus Christi, Tex., Phone: 4-6354, Gen. Mgr. T. Frank Smith; (KPRC), Lamar & Main Sts., Houston, Tex., Phone: Fairfax 7101, Gen. Mgr. Jack Harris; (WOAI), 1031 Navarro St., San Antonio, Tex., Gen. Mgr. Arden X. Pangborn; (KVAL), Brownsville, Tex., Brownsville, Tex., Gen. Mgr. T. Frank Smith, Jr.; (WFAA), 1122 Jackson St. (Dal), Dallas-Ft. Worth, Tex., Phone: Riverside 9631, Gen. Mgr. Martin Campbell.

STATIONS

KTBS, Shreveport, Louisiana; KVAL, Brownsville, Texas; KRIS, Corpus Christi, Texas; KPRC, Houston, Texas; WOAI, San Antonio, Texas; WFAA, Dallas, Texas.

Texas State Network, Inc.

1201 W. Lancaster Ave., Fort Worth 1, Tex.
Phone: ED 3473

PERSONNEL

President.....Gene L. Cagle
Vice-President.....Charles B. Jordan
Secretary-Treasurer.....D. C. Hornburg
Sales Manager.....Dale Drake
Traffic Manager.....Forrest W. Clough
Program Director.....Hal Thompson
Chief Engineer.....James T. Peterson

STATIONS

KFJZ, Fort Worth; KRBC, Abilene; KGKL, San Angelo; KBST, Big Spring; KCRS, Midland; KRRV, Sherman; KPLT, Paris; KABC, San Antonio; WRR, Dallas; KCMC, Texarkana; WACO, Waco; KFRO, Longview; KBWD, Brownwood; KNOW, Austin; KTRH, Houston; KGVI, Greenville, Texas; KRIO, McAllen; KLYN, Amarillo; KWFT, Wichita Falls, Texas.

The Tobacco Network, Inc.

806 Odd Fellows Bldg., P. O. Box 1988,
Raleigh, N. C.
Phone: 8885

President.....Hartwell Campbell
Vice-President.....Samuel Brody
Secy. and Treas.....Ray D. Williams
Secy. (Raleigh Office).....Nina J. Livingston

STATIONS

WFNC, Fayetteville; WRAL, Raleigh; WGTC, Greenville; WHIT, New Bern; WJNC,

Jacksonville; WTIK, Durham; WGNI, Wilmington; WCEC, Rocky Mount, N. C.

Union Broadcasting System

PERSONNEL

General Manager.....Jim Healy
WOKO, Albany, N. Y.

STATIONS

WXRA, Buffalo; WOKO, Albany; WCSS, Amsterdam; WWSC, Glens Falls; WENT, Gloversville; WHUC, Hudson; WKNY, Kingston; WKIP, Poughkeepsie; WDOS, Oneonta; WKOP, Binghamton; WELM, Elmira; WGAT, Utica; WNDR, Syracuse; WICY, Malone; WEAV, Plattsburg; WNBZ, Saranac Lake, N. Y.; WBEC, Pittsfield, Mass.; WACE, Chicopee; WALE, Fall River; WVOM, Boston, Mass.; WSYB, Rutland; WJOY, Burlington, Vt.; WWCO, Waterbury; WTOR, Torrington, Conn.; WFAU, Augusta, Me.; WKNE, Keene, N. H.

Viking Network

P. O. Box 296, Beaverton, Ore.
Phone: 4-4911

PERSONNEL

Manager.....Tom Hotchkiss

STATIONS

KVAS, Astoria; KRUL, Corvallis; KUGN, Eugene; KIHR, Hood River; KFLW, Klamath Falls; KMCM, McMinnville; KNPT, Newport; KRCO, Prineville; KOCO, Salem and KTLI, Tillamook, all Oregon, and KELS, Kelso, Wash.

Wisconsin Network, Inc.

Nash Block, Wisconsin Rapids, Wis.
Phone: 723

PERSONNEL

Managing Dir.....George T. Frechette
President.....John M. Walter
Vice-President.....Earl Huth

STATIONS

WRJN, Racine; WCLO, Jamesville; WGEZ, Eloit; WIBU, Poyette; WHBY, Appleton; WHBL, Sheboygan; WJPG, Green Bay; WFHR, Wisconsin Rapids; WWCF, Baraboo; KFIZ, Fond du Lac, Wisc.

The Yankee Network

21 Brookline Ave., Boston 15, Mass.
Phone: Commonwealth 6-0800

President.....William O'Neil
Executive Vice-Pres. & Gen. Mgr.

Linus Travers
Vice-President.....George Steffy
Vice-President.....Thomas O'Neil
Dir. of Production.....Paul Keyes
Editor, Yankee Network News Service

Leland Bickford
Technical Director.....I. B. Robinson

BOARD OF DIRECTORS

William O'Neil, Loren Angus McQueen, Samuel Smith Poor, James W. Haggerty, Henry Linus Travers, Frank Knowlton, Thomas O'Neil, George W. Steffy, John B. Poor.