

NETWORKS

RADIO



NATIONAL



REGIONAL

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sorship.

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NEW SYMBOL OF PROGRESS

AB-PT Moves Swiftly To Build Public Service

By **ROBERT E. KINTNER**, President
American Broadcasting Company

A NEW competitive force was initiated in the home radio and television broadcasting industry on February 9, 1953 when the Federal Communications Commission gave its approval to the merger of the American Broadcasting Company and United Paramount Theatres, Inc., as being "in the public interest."

The merger combined in the newly formed American Broadcasting-Paramount Theatres, Inc., the 651-theater chain of United Paramount Theatres, Inc., with the then 355-radio station and 81-television station networks of the American Broadcasting Company which owned five stations in radio, television and FM.

Under the terms of the merger, the American Broadcasting Company continues to operate its radio and television networks as a division of the merged company, AB-PT, which maintains its policy of operating its theaters on a decentralized basis through regional operating subsidiary companies.

The merger brings together in one company the combined show business "know-how" of two leading components of the entertainment world—radio and television on the one hand and the motion picture theaters on the other.

Less than a month after the merger was consummated, ABC moved rapidly ahead to make good its promise to become a stronger and top competitor in the home broadcasting and telecasting industry. In rapid succession these developments were announced by ABC:

Feb. 18: ABC to spend \$2,000,000 for super-power video for its five owned television stations

Feb. 19: ABC buys two top TV story properties; to star Paul Hartman and Barry Sullivan.

Feb. 23: A new concept in radio programming featuring music and news on ABC Saturday, Sunday and Monday nights, with name stars as masters of ceremonies.

Feb. 24: ABC eagle on federal mirror adopted as trademark by ABC radio and television networks starting March 1, 1953.

Feb. 25: WABC, WABC-FM and WABC-TV are the new call letters for ABC in



New York, effective March 1, 1953.

Feb. 27: ABC announces expenditure of \$100,000 for all-family film serials on New York television station—WABC-TV.

March 2: ABC expands its TV and radio operations into additional top markets of the country; adds 14 new TV affiliates for total video network of 95 and five new radio affiliates bring ABC radio network to 362 stations.

March 6: (the date this was written) ABC signs George Jessel to an exclusive long-term contract for his services in radio and TV as a performer and producer effective June 1, 1953.

These are the headlines which tell in graphic and concise fashion the story of ABC's first steps following the merger to become a vital and vigorous competitor.

The goal of ABC is to compete more effectively, to render a better and more far-reaching service to the public. We plan to achieve this goal through sound, business-like progress and a steady, consistent development and growth. We do not expect magic results over-night.

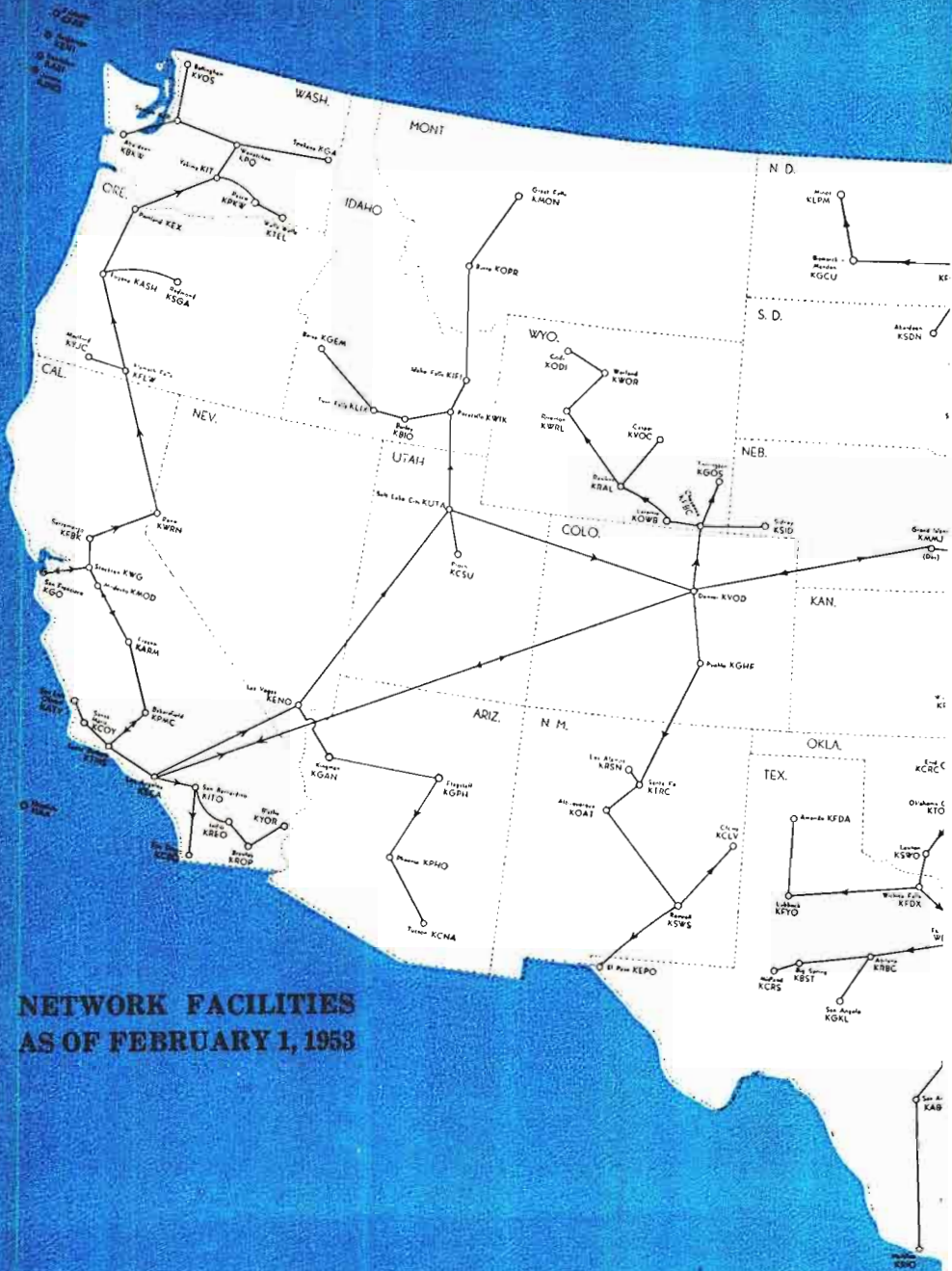
Time alone will tell the full benefits of the merger to the American audience in radio and television through better programming, not alone by ABC but throughout the entire industry as competition rises to higher levels.

This year (1953) will mark one of the peak periods of expansion in the history of ABC. Basically this expansion will be on the programming front and is geared to the Fall season. As a milestone in the network's progress, 1953 will take its place alongside the August, 1948-September 1949 period when ABC became the first network to place in operation its five owned television stations.

ABC eagerly welcomes the opportunities the merger presents to us for broadening the industry's programming horizons just as I am certain CBS, DuMont, MBS and NBC recognize and will rise to new heights of achievement to meet the challenge of strong new competition.

This will rebound to the benefit of the audience, the advertiser and the industry. We are indeed standing on the threshold of an exciting new era in radio and television.

AMERICAN BROADCAST



**NETWORK FACILITIES
AS OF FEBRUARY 1, 1953**

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WJR MARKET DATA

		% of total U. S. market
Population	12,601,300	8.3
Radio Homes	3,785,540	8.6
Farm Radio Homes	328,990	5.9
Food Sales	\$ 3,266,766,000	9.4
Retail Sales	\$13,613,431,000	9.3
Drug Sales	\$ 464,447,000	10.3
Filling Station Sales	\$ 739,614,000	10.1
Passenger Car Registrations	4,116,934	10.2

This multi-billion dollar market, so vital to your national sales volume, is effectively and economically covered by one single sales voice. WJR reaches *all* of this great market every time of the day, every day of the year, with the most influential single voice in the area! Increase your sales in this rich 137 county area— use WJR, the Great Voice of the Great Lakes.

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WJR, Detroit, The Goodwill Station
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50,000 watts Clear Channel

NO. 1 PROBLEM—AUDIENCE

Basic Ingredients For Its Building Is—Programs

By ADRIAN MURPHY
President, CBS Radio

IT IS always something of a risk to try and set down in the middle of January predictions which will be published toward the end of April and which will be read (if at all) at some unknown time in the succeeding ten or eleven months.

This is a risk which none of us takes willingly. But perhaps it is good for the soul that we do take it since it forces us to attempt long-range reevaluations of a situation which, for the most part, we see only on a day-to-day, even hour-by-hour basis.

It seems to me that now—as invariably as in the past—the basic problem of radio is audiences. And audiences inevitably have only a single fountainhead: programs.

The mere fact that television has become another competitor for leisure-time attention—added to reading, conversation, movies, visiting, driving, etc.—accents the audience problem rather than makes it insoluble.

Perhaps one of radio's strongest attributes now, as always, is the fact that radio listening is a leisure-time activity *which can be engaged in at the same time people engage in other activities*. This is most demonstrable during the daytime hours when housewives are faced with the hourly and weekly chores which continue throughout the year. These housewives each day recognize and rebuild their homes from the debris of everyday living and, *at the same time*, are informed and entertained by daytime radio—without missing a crease in the bed sheets or a speck of dust in the living room. This simultaneous work-play equation has made daytime radio the good companion of the American housewife. There seems to me to be no evidence that television will materially change this situation in the foreseeable future.

In nighttime radio we have, obviously, a somewhat different situation. Initially radio was traditionally a center-of-the-home activity. The radio set was a major household investment made for the whole family. The family made dates with their favorite performers between the hours of 7 and 10 and gathered *as a family* to keep these dates.

But, even before television, this pattern



was changing. Radio listening was moving beyond the confines of the living room into the den, the kitchen, the bedroom, and the automobile. The mere fact that in the past six years 100,000,000 new radio sets have been bought seems to indicate that the radio has been becoming a personal, rather than a family, adjunct to people's lives.

I suspect that as the general economic well-being of the United States continues to grow—as more and more people continue to get more and more of the so-called luxuries—this trend toward personalization of radio will accelerate, rather than diminish.

I think as broadcasters we have a very real responsibility to work with diligence and imagination to create new forms of programming which will conform to the living habits of our people.

Obviously, none of us is satisfied with the encouraging situation as it is reported to us through research information. We, at CBS Radio, are considering how we can best translate the world of public affairs into exciting radio fare. This might be a program feature of the future. We are constantly devising new ways to discover and expose new personalities to the radio audience. All this, and more, we have done and will continue to do.

I grant you that there is a wide gap between recognizing and accomplishing an objective. However, recognition is an important first step—and we have already taken a few steps beyond.

Programs is the word that all of us keep before us at all times—think about, talk about, dream about. I am sure that other broadcasters are doing the same. I am convinced that today, and for the next five years, audiences are the industry's primary concern. It is the concern of our affiliated stations, and it is the concern of network and the stations that we own and operate. I am confident that the nature of radio, and the personalities of radio, and the interest that people have in acquiring radios to accompany them wherever they go represent a foundation which will insure the continuance of radio as a major medium for reaching, communicating to, and influencing the U. S. market in 1953 and years beyond.

CBS RADIO



**NETWORK FACILITIES
AS OF FEBRUARY 1, 1953**

CBS RADIO

(A DIVISION OF CBS, INC.)

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

Telephone: PLaza 1-2345

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(For television personnel turn to TELEVISION
YEAR BOOK in this volume)

AMPLE ROOM FOR RADIO, TV

New And Better Ways Devised For Use Of Each

By THOMAS F. O'NEIL, President,
Mutual Broadcasting System

EXAMINING 1952 for what it was—a 12-month installment in the long-term history of broadcasting—I find the year noteworthy on three main counts, with a fourth which turned out to be mainly a stage-set for the other three, despite advance notices which had it billed as the milestone event of the decade. But the top contribution of the year as a whole was its stronger-than-ever evidence that radio and television are both destined for long and thriving existence . . . each one performing vital functions in its own right.

TV's Big Thaw, announced last April, proved to be merely the backdrop against which both forms of broadcasting played their respective roles in '52. Theoretically, that FCC ruling was to open the flood-gates to nationwide saturation by this newest medium. For a number of reasons, however, the expected flood is still a trickle; large U. S. areas are still unreachable by TV; radio continues to serve as the only real mass medium available to the people of the United States at the present time.

Accordingly, one point firmly established during the past year is this: that the national economy has ample room for both radio and TV. This point had been perennially questioned ever since television first arrived on stage. But it seems to me that the two media's working roles got squared away, for a long time to come, by their users' experience in '52. New and better ways were developed for the use of each, and the comparative scope and effectiveness of both became more clearly understood to the people than ever before.

This brings me to the second plus-mark in my scoring of the past year, and here I credit television with doing radio a genuine service. For years, a good three-quarters of all network radio business was confined to four main product-types: foods, drugs, soaps, and tobaccos. Then along came TV, with all its allure for all sorts of advertisers—many of whom had never conceived of using the airwaves, with or without pictures. Inevitably, a number of these new sponsors found TV costs out of line with their own economics, and had to discontinue. But even that



brief fling gave them first-hand realization of the mass impact which both radio and TV provide, and the radio networks found a lot of new doors open to their lower-cost, mass-sales story. On Mutual alone last year, 22 different product classifications were represented, and the entire medium is proving its ability to sell a wider variety of goods and services with every turn of the calendar.

I approach Point Three on the year's record with some diffidence, for here my assessment of network radio in '52 must concentrate on the Mutual Network in '52. Our solid and contra-industry gain in billings over the preceding year is reasonably good proof that radio time continues to work well in our clients' hands. But still more important—for the whole industry and its whole future—is the new focus we have put on actual radio-vs.-TV performance.

This refers, of course, to the unique formula for rate adjustment set up by Mutual. Following the other networks in point of time, but differing entirely from them in point of policy, our rate revision enables the radio sponsor to gear his time costs to the spread of TV—even as that spread increases in years to come. In brief, our rates remain unchanged in non-TV America . . . we provide a 50% discount on nighttime charges for all stations within 50 miles of a TV transmitter . . . and we apply that discount, six months after TV reaches any new area, to all MBS stations within that radius of the new tower.

I can't help remarking that, without exception, the loudest blasts against radio, and the most presumptuous arrangements for its immediate funeral, are made by persons with the least insight into the actual workings of the medium. Often, too, the apparent "glamour" of television and its stars seems to cloud some people's thinking regarding the real value inherent in the two media.

The past year has demonstrated anew the unmatched effectiveness of network radio. And it is my abiding conviction that, because of the year's further contributions in both flexibility and economy as traced on this page, the future of the medium is assured.

MUTUAL BROADCAST

ALABAMA

WCTA ANDALUSIA
 WOPC ANNISTON
 WED BIRMINGHAM
 WEDJ BRENTON
 WKSL CULLMAN
 WMLL DECATUR
 WKAL DE MOBILE
 WAFZ DOTHAN
 WMLA EUFALA
 WBY GADSDEN
 WBB HALEVILLE
 WBPB HOOVERVILLE
 WBB JACKSON
 WBB MOBILE
 WJZ MONTGOMERY
 WJAY MUSCLE SHOALS
 WMO OPELIKA
 WMB SELMA
 WFB SYLACAUGA
 WHTB TALLADEGA
 WTRB TROY
 WNBC TUSCALOOSA

ARIZONA

KSNB BEEBE
 KDY PHOENIX
 KTUC TUCSON
 KYMA YUMA

ARIZONA

KVRC ARIZONA
 KETA BAZEVILLE
 KAMD CHANDLER
 KQPH FAYETTEVILLE
 KMMH FORT SMITH
 KQBC HARRISON
 KFA HELENA
 KEAR HOPE
 KWPC HOT SPRINGS
 KJTH JONESBORO
 KLR LITTLE ROCK
 KYMA WASHINGTON
 KENA WENNA
 KQTH WINE BLUFF
 KBJR RUSSELLVILLE
 KYCA SILVER SPRING
 KKAJ STUTTGART

CALIFORNIA

KFTY BAKERSFIELD
 KXSL CHICO
 KXRO EL CENTRO
 KWEM FOREBIA
 KYNO FRESDO
 KPHI LOS ANGELES
 KYTC MARYSVILLE
 KYOS MERCED
 KYPL PAID MOBILE
 KVCV REDDING
 KQKH SACRAMENTO
 KSBW SALINAS MONTEREY
 KFAM SAN BERNARDINO
 KDB SAN DIEGO
 KFRC SAN FRANCISCO
 KEVC SAN LUIS OBISPO
 KVCB SANTA ANA
 KDB SANTA BARBARA
 KQBC STOCKTON
 KCOX TULARE VISALIA

COLORADO

KFEL DENVER
 KUP DURANGO
 KQBN GLENWOOD SPRING
 KFZJ GRAND JUNCTION
 KBZ LA JIMTA
 KCS Pueblo
 KCRF TRINIDAD

CONNECTICUT

WICC BRIDGEPORT
 WONS HARTFORD
 WNCI NEW HAVEN
 WNCB WATERBURY

DELAWARE

WAMS WILMINGTON

DISTRICT OF COLUMBIA

WDC WASHINGTON

FLORIDA

WRA FORT PIERCE
 WJAP JACKSONVILLE
 WXPB KEY WEST
 WQHN LAKE LAND
 WLE LEESBURG
 WMMB MELBOURNE
 WRAT MIAMI
 WLOF ORLANDO
 WOLP PANAMA CITY
 WFLA PENSACOLA
 WQHN QUINCY
 WJAP ST. PETERSBURG
 WFLA TAMPA
 WXPB WEST PALM BEACH
 WXPB WHITEHAVEN

GEORGIA

WALB ALBANY
 WDCB AMERICUS
 WQBT ATLANTA
 WABC AUGUSTA
 WQBN BAINBRIDGE
 WABC BRANFORD
 WQBE CARTERSVILLE
 WDBA COLUMBUS
 WMAA CORDELE
 WBLJ DALTON
 WMLT DUBLIN
 WDCB ELBERTON
 WDBS FITZGERALD
 WDBA GAINESVILLE
 WJFL GRIFPIN
 WLAG LA GRANGE
 WMLN MICHON
 WMYG WELLEDGEVILLE
 WDBH NEWMAN
 WDBA ROME
 WCCP SAVANNAH
 WNCI STATESBORO
 WFTL THOMASVILLE
 WYFA THOMSON
 WUIS TIFTON
 WLE7 TUCKER

IDAHO

KXNH COLEER DALENE
 KFI IDAHO FALLS
 KRUC LEWISTON
 KRKD NAMPA BOISE
 KRW ROCKEFELLO
 KLRX TWIN FALLS
 KWAL WALLACE

ILLINOIS

WYRO CAIRO
 WGN CHICAGO
 WJPF HERRIN
 WML PEORIA
 WCVS SPRINGFIELD

INDIANA

WBM BEDFORD
 WJG FORT WAYNE
 WBC INDIANAPOLIS
 WSK LAFAYETTE
 WAL LOGANSPORT
 WDV VINCENNES

IOWA

WKO CEDAR RAPIDS
 WKO CLINTON
 XST DAVENPORT
 KQBC DECATUR
 KID DES MOINES
 WBO DUBUQUE
 WYF FORT DOUGLASS
 KFJ MARSHALLTOWN
 WJW MASON CITY
 KBI OTTUMWA
 XEN SHANGHAI
 KTR SIOUX CITY
 KRC SPEICER
 XHL WATERLOO

KANSAS

KTSM ENID
 KRL GARDEN CITY
 KSL SALINA
 KTDP TOPEKA
 KAC WICHITA

KENTUCKY

WCB BOWLING GREEN
 WCT COLUMBIA
 WCPM CUMBERLAND
 WFX FRANKFORT
 WLN HARLAN
 WRC HAZARD
 WSN HENDERSON
 WYK LEIGHTON
 WNC LOUISVILLE
 WFT MAYSVILLE
 WOH OWENSBORO
 WUP PAINESVILLE
 WPK PINEVILLE
 WBY PRINCETON
 WFC TOWNSHIP

LOUISIANA

WBR BATON ROUGE
 KLY LAFAYETTE
 ZACH LAKE CHARLES
 KLC MONROE
 KAD NEW BERNE
 WDC NEW ORLEANS
 KLO OPELOUSAS
 KRUS RUSTON
 KENT SHREVEPORT

MAINE

WFAI AUGUSTA
 WBC BIDDEFORD
 WCL LEWISTON-BURNINGHAM
 WFOR FORTLAND

MARYLAND

WCB BALTIMORE
 WCM CAMBRIDGE
 WNC CHESAPEAKE
 WJZ HAGERSTOWN
 WBOC SALISBURY

MASSACHUSETTS

WMA BOSTON
 WLE FALL RIVER
 WFM FITCHBURG
 WML GREENFIELD
 WTN HOLYOKE
 WML LOWELL-LAWRENCE
 WMB NEW BEDFORD
 WBN PITTSFIELD
 WOC WEST FARMOUTH
 WDC WORCESTER

MICHIGAN

WATE ALPENA
 WBC BATTLE CREEK
 MTT CADILLAC
 CRL DETROIT
 WBC ESCANABA
 WBC FLINT
 WHP Houghton
 WRN IRON RIVER
 WMS LANSING
 WBR JACKSON
 WQW MARQUETTE
 WBC JACKSON
 WBN PETOSKEY
 WML PORT HURON
 WBS SAGINAW-BAY CITY
 WTV TRAVERSVILLE

MINNESOTA

KRUC AUSTIN
 KBLN BELOIT
 KJL BRANDON
 WBC DULUTH
 WBE EVELETH
 KSL FAIRMONT
 KGE FERGUS FALLS
 KFX GRAND RAPIDS
 KML MARSHALL
 KLC MINNEAPOLIS-ST. PAUL
 WBC MORNING
 KRUC MADENA

MISSISSIPPI

WDR BILBO GLASSBORO
 WMB BIRMINGHAM
 WFF FARRAR



WCA CORNHILL
 WJR GREENVILLE
 WHD GRENADA
 WBC JACKSON
 WLA LAUREL
 WBN MERIDIAN
 WLO TOPELA
 WDC VICKSBURG
 WBC WEST POINT
 WAP JAZZ CITY

KOPR BUTTE
 KMN GREAT FALLS
 KDM HARVE
 KGP HELENA
 KBL LEWISTOWN
 KRW LINCOLN
 KRJ MILES CITY
 KTV SHELBY
 KCK SPOON

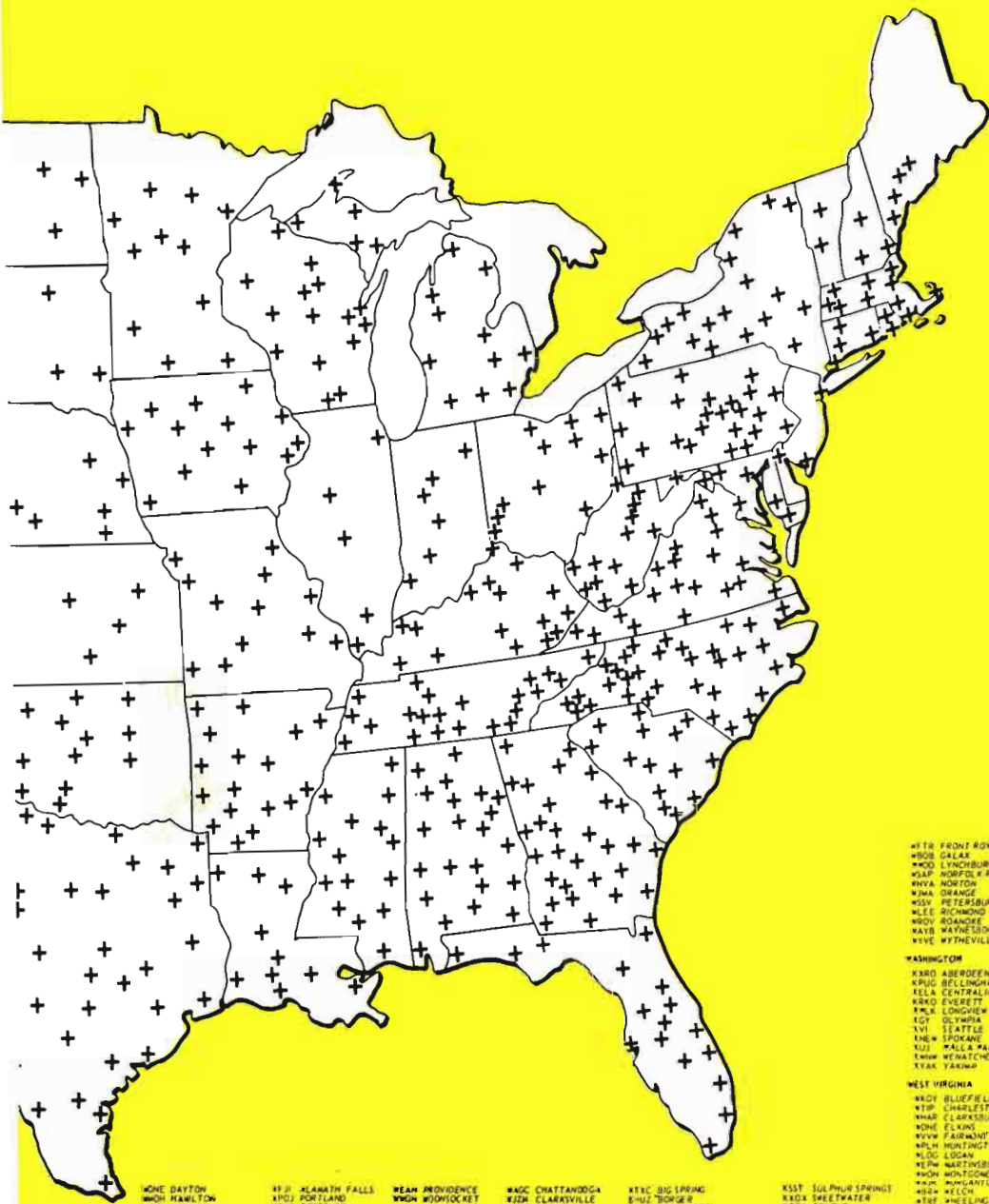
WBB PORTSMOUTH
 NEW JERSEY
 WMO ATLANTIC CITY
 NEW MEXICO
 KRG ALABUQUERQUE
 KVCB ALBUQUERQUE
 KSP ARTESIA
 KCA CLOVIS
 KMB HOBBS
 KBL LAS CRUCES
 KFM LAS VEGAS
 KRN Raton
 KFL RODELL
 KTM TUCUMCARI

WBB ALBANY
 WBO ALBURN
 WTA BATAVIA
 WCP BINGHAMTON
 WBR BUFFALO
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 WBB PORTSMOUTH
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 WCY MALONE
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 WNC SYRACUSE
 WTN WATERLOO
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 WTA BOONE
 WWP BREVARD
 WNC HENDERSONVILLE
 WEST CHARLOTTE
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 WOL LEASVILLE
 WRI LEONARD

WSD AT. ARY.
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 WNC NEWTON
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 WCB RAYMOND-KARDS
 WTP SALISBURY
 WMS SHELBY
 WEE SOUTHERN PINES
 WDC STAPESVILLE
 WCC WYNNEVILLE
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WYD W. ARY.
 WHT NEW BERN
 WNC NEWTON
 WBL RALEIGH
 WCB RAYMOND-KARDS
 WTP SALISBURY
 WMS SHELBY
 WEE SOUTHERN PINES
 WDC STAPESVILLE
 WCC WYNNEVILLE
 WNC WYOMING

CASTING SYSTEM



WONE DAYTON
 WJON HAWLTON
 WJOC HOWTON
 WJDA MARIETTA
 WJEC DANVUR
 WJTV STEUBENVILLE
 WJWH WARREN/youngstown
 OKLAHOMA
 WJYA ALDIS
 WJON BARTLESVILLE
 WJOC CHICKASAW
 KRND DUNCAN
 KASA ELK CITY
 KOKA ENID
 KOCY OKLAHOMA CITY
 WRBC OWALDIGEE
 KRBI POKA CITY
 KRPF SHARNEE
 KRPH STILLWATER
 KARC TULSA
 KRPH WOODWARD
 OREGON
 WRIL ALBANY
 WRAT ASTORIA
 KRBO BEND

KRJR ALAMOGADO
 KRJC PORTLAND
 KRNN ROSELBURG
 KRSM SALSAL
 PENNSYLVANIA
 WPTA ALTOONA
 WRSA BRADFORD
 REST EASTON
 WJLU ERIE
 WJVR HANOVER
 WJWB HARRISBURG
 RAUL HAZELTON
 WRUN HUNTINGDON
 WRGO JOHNSTOWN
 WJAL LANCASTER
 WRPZ LOCK HAVEN
 WKST NEW CASTLE
 WRBZ OIL CITY
 WJPH PHILADELPHIA
 WRV PITTSBURGH
 WJAM PITTSVILLE
 WRAN BEADING
 WRBI ST. MARYS
 WJL SHARON
 WJVA STATE COLLEGE
 WJPA WASHINGTON
 WJW W. KEY BORO

MEAN PROVIDENCE
 WJON WOODSOKET
 SOUTH CAROLINA
 WANS ANDERSON
 WJSC BEWLETTSVILLE
 WJUN CHARLESTON
 WJOC CHESTEN
 WJOC COLUMBIA
 WJOC CHERRY
 WJTN GEORGETOWN
 WJOC HARTSVILLE
 WJAC GREENVILLE
 WJOC MOUNTAIN
 WJSC NEWBERRY
 WRND ORANGEBURG
 WJH ROCK HILL
 WJG SUMTER
 WJLD WALTERSBORO

WJOC CHATTANOOGA
 WJUC CLARKSVILLE
 WJAC CLEVELAND
 WRKZ COLUMBIA
 WRGG DYERSBURG
 WRJF ELIZABANDON CITY
 WJON GREENVILLE
 WJBT HARRISMAN
 WJRI JACKSON
 WJON KNOXVILLE
 WJLT LAWRENCEBURG
 WJIM LEWISBURG
 WJHI MEMPHISVILLE
 WJBB MEMPHIS
 WJON MORRISTOWN
 WRKX NASHVILLE
 WJTD DAY RIDGE
 WJHL SHELBYVILLE
 WJMN UNION CITY
 WJOT WINCHESTER
 TEXAS
 WJVC ABILENE
 WRSA ALBUQUERQUE
 WJVA AMARILLO
 WJVI ANTONIO
 WJVI AUSTIN
 WJVI DALLAS
 WJVI DENVER
 WJVI HOUSTON
 WJVI LUBBOCK
 WJVI LUSKIN
 WRH MARSHALL
 WJHI MEMPHIS
 WJVI ODESSA
 WRH PAMPA
 KRPH PECCOS
 WJVC PERMIAN
 KRPH PLANNING
 WJVC PORT ARTHUR BEAUMONT
 WJVI SHERMAN
 WJVI SOUTHWEST

KRVC BIG SPRING
 KRHZ BOZOR
 KRBD BROWNSWOOD
 KRNA BRAN
 KRJA CHILDRESS
 KRNG COMPTON CHRISTI
 KRZN CRYSTAL CITY
 WRX DALLAS
 WRX DALLAS
 KRZT FORT WORTH
 KRJA FREDERICKSBURG
 KRZI GREENVILLE
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 KRVI HOUSTON
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 KRZI LAMARCO
 KRBD LUBBOCK
 KRJE LUSKIN
 WRH MARSHALL
 KRBI MEMPHIS
 KRGO MOHAWKS
 KRVI ODESSA
 KRPH PAMPA
 KRPH PECCOS
 KRVE PERMIAN
 KRPH PLANNING
 KRVC PORT ARTHUR BEAUMONT
 KRVI SHERMAN
 KRVI SOUTHWEST

KRST SULPHUR SPRINGS
 KRCK SWEETWATER
 KRSL TRIPLE
 KRKY TEXARKANA
 KRAB TYLER
 KRQU UVALDE
 KRVC VERNON
 KRVC VICTORIA
 KRVA WACO
 KRWN WICHITA FALLS
 N.T.M.
 KRNU LOGAN
 KLD OGDEN
 KRML PRICE
 KRVD PROVO
 KRLL SALT LAKE CITY
 VERMONT
 WRVB RUTLAND
 WRV WATERBURY
 VIRGINIA
 WRV7 REEFORD
 WRVY BLACKSTONE
 WRVQ BRISTOL
 WRVA DULLES/FAIRFAX

WJTV FRONT ROYAL
 WRB0 GALAX
 WRD LYNCHBURG
 WRAP NORFOLK/PORTSMOUTH
 WRVA NORTON
 WRVA ORANGE
 WRV PETERSBURG
 WRLE RICHMOND
 WRV ROANOKE
 WRB WAYNESBORO
 WRV WYTHEVILLE
 WASHINGTON
 KRAB ABERDEEN
 KRUP BELLINGHAM
 KELA CENTRALIA/CHENALS
 KRKO EVERETT
 KRKL LONGVIEW
 RCT OLYMPIA
 WRV SEATTLE
 WRV SPOKANE
 WRV WALLA WALLA
 KRWB WENATCHEE
 WRV YAKIMA
 WEST VIRGINIA
 WRV BLUEFIELD
 WRV CHARLESTON
 WRB CLARKSBURG
 WRB ELKINS
 WRV FAIRMONT
 WRV HUNTINGTON
 WRV LOGAN
 WRV MARTINSBURG
 WRV MONTICNEY
 WRV MORGANTOWN
 WRV CHARLESTON
 WRV SHELLS BELLARE
 WRV BELMONT
 WRV (AU) CLARE
 WRV FOND DU LAC
 WRV GREEN BAY
 WRV JAM SPILLE
 WRV LA CROSSE
 WRV MANTONAC
 WRV MADISON
 WRV MERRIDEN
 WRV MERRILL
 WRV RHEINGOLD
 WRV RICE LAKE
 WRV WISCONSIN RAPIDS

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 WRV (AU) CLARE
 WRV FOND DU LAC
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Phone, LOnacre 4-8000

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Midwestern Operations

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PEOPLE MEET THE LEADERS

Radio And Television Bringing Greater Intimacy

By FRANK WHITE, President,
National Broadcasting Company

IN AN industry which always has its restless eye on tomorrow, the luxury of the long look back is a tradition to be cherished and encouraged. In the past, I have been privileged to use space in the Radio Annual—Television Yearbook for a summing up of the previous year's business accomplishments, and an estimate of the prospects they suggest for the period ahead. This year, such an expression of pride in the great forward strides made by NBC in 1952 would come with ill grace from one who has been president of the company for less than a month. Nor do I wish to resort to the relative impersonality of industry statistics measuring the massiveness of radio and recording the upsurge of television. They tell a story dramatic and worth the telling, but that story alone does not begin to indicate the essential values of the broadcasting media.

To me, 1952 stands out in broadcasting as the year which marked television's coming of age as an instrument of infinite capacity in service to the public, and a year which saw radio continue—despite economic crisis and adversity — as a medium for fundamental public needs.

The prime example of broadcasting's service during 1952 was, of course, its facility in bringing directly to the people in their homes the whole political panorama as it unfolded—from the first of the primaries through the Conventions and campaigns and election to the stirring ceremonies of the inauguration. By stimulating public participation in the issues and events on such a broad base, radio and television took a long step forward in bringing the Government back to its citizens, and its citizens back to the Government. In the face of growing complexities in our social and political organization, they provided the means whereby the people could become the masters—and not the servants—of those problems.

In its eyewitness coverage of news and events as they occurred, television demonstrated the greatness of which it is capable, and the role it can play in giving all the people equal opportunity to learn and understand what is happening in the world around them.

In order for television to provide these



opportunities, it must itself have equality of opportunity to attend wherever something of importance to the public is happening, because it is the eyes and ears of the public. To deny it access to the things the people should know is to deny them such access. In 1952, we saw a growing realization of the importance of this principle and in 1953 we may hope for its full acceptance.

In 1952, too, we saw confirmation of the principle that broadcasters are equipped and able to keep their own house in order and should be left free to apply the procedures they have developed for self-regulation—which is the only really effective kind of regulation. In carrying through on this responsibility in the past year, the new television medium again demonstrated its coming of age.

But this coming of age is only a threshold and a beginning. All the things television has done in the past year and all the public contributions it has made are only a token of what it can do as it moves ahead into maturity. Through this complete communications medium of sight and sound and movement — and eventually of color — Americans throughout the country, rich and poor, young and old, can become more truly and more wholly citizens of their times and world.

To develop this potential, to bring broadcasting to the point of maximum service, a healthy economic foundation for the industry must be assured. This means proper economic support, not only for radio and television stations, but also for the networks which provide the basic national service and are the source of the nationwide news and special events coverage and the great cultural and entertainment presentations.

Today, those of us who are concerned with network operations are still wrestling our way through the economic problems, and there are no easy solutions. But the accomplishments of 1952 in moving toward a level of stability in network radio and developing the patterns for television's strength are certainly favorable signs that we can progress toward the goal in the turbulent year ahead. And the goal is so great that it is worth every effort we can put to the task.

NATIONAL BROADCAST



CASTING COMPANY



NATIONAL BROADCASTING COMPANY INC.

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

Telephone: Circle 7-8300

Registered Telegraphic Address:

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 O. B. Hanson Vice President
 William S. Hedges Vice President
 Harry C. Kopf Vice President
 Edward D. Madden Vice President
 Gustav B. Margraf Vice President
 Frank M. Russell Vice President
 Robert W. Sarnoff Vice President
 Carleton D. Smith Vice President
 John K. West Vice President
 Frederic W. Wile Vice President
 Joseph A. McDonald Treasurer
 Harry F. McKeon Controller
 John Q. Cannon Secretary
 William A. Williams Assistant Treasurer

ORGANIZATION UNDER VICE-PRESIDENT IN CHARGE OF NETWORKS

John K. Herbert Vice President in Charge
 Networks
 William H. Fineshriber Vice President and
 General Manager of Networks
 David C. Adams Vice Pres. for Administration

Sales Department

George H. Frey Vice President and
 Sales Director
 Walter D. Scott Administrative Sales Manager
 John Lanigan Manager of Eastern Sales
 Division
 Edward R. Hitz Manager of Central Sales
 Division
 Frederick W. Dodge Director of Merchandising

Program Department

Charles C. Barry Vice President in Charge of
 Network Programs
 Gustav B. Margraf Vice President in Charge of
 Program and Talent Administration
 Thomas A. McAvity National Program Director
 Carl M. Stanton Television Network
 Program Manager
 Thomas McCray Director Networks
 Programs — Hollywood
 Harold Kemp Manager of the Talent Office
 Merritt W. Barnum, Jr. Manager of New
 Program Development

Public Affairs Department

Davidson Taylor Director of Public Affairs
 William R. McAndrew Manager of News
 and Special Events
 Thomas S. Gallery Manager of Sports
 Edward Stanley Manager of Public
 Service Programs

Production Department

Frederick W. Wile, Jr. Vice President in Charge
 of Networks Production
 Leonard H. Hole Director of Production

Technical Operations Department

George McElrath Director of Technical
 Operations
 Frederick G. Knopfke Manager of Sound Effects
 Thomas H. Phelan Manager of TV Technical
 Operations
 Charles L. Townsend Technical Film Coordinator

Production Services Department

Fred Shawn Director of Production Services
James A. Glenn Manager of Staging Services
and Special Effects
Hugh T. Graham Chief of Production
Coordinators
Ernest V. Theiss Manager of Production
Operations

Plant Operations Department

Anthony M. Hennig Director of Plant Operations
Sol Cornberg Supervisor of Plant Facilities
Development
William Ervin Supervisor of Studio and
Theater Operations
Thomas Tart Supervisor of Plant Procedures

Production Controls

J. Robert Myers Director of Production Controls
Isabel Finnie Supervisor of Business Office

Promotion, Planning and Development Department

Ruddick C. Lawrence Director of Promotion,
Planning and Development

Advertising and Promotion Department

Jacob A. Evans Director of Advertising and
Promotion
James H. Nelson Advertising Manager
John G. Fuller Sales Promotion Manager
Fred C. Veit Manager of Art, Production
and Graphics
Frank W. McMahon Advertising and Copy
Coordinator
Gerald Pat Steel Advertising and Copy
Coordinator

Research and Planning Department

Hugh M. Beville Director of Research and
Planning
Dr. Thomas E. Coffin Manager of Research
James H. Cornell Manager of Audience
Measurement
Barry T. Ruple Manager of Plans
Allen R. Cooper Manager of Markets and
Media

Development Department

Robert W. McFayden Director of Development
Lewis M. Marcy Project Manager

Station Relations Department

Harry Bannister Vice Pres. in Charge of
Station Relations
Sheldon B. Hickox, Jr. Director of Station
Relations
Thomas E. Knode Manager of Station Relations
Harry A. Woodman Manager of Traffic
Department

Press Department

Sydney H. Eiges Vice Pres. in Charge of Press
Frank Young Director of Press
Don Bishop Manager of Program Publicity
William Lauten Manager of Business Publicity
Norman H. Pader Manager of Exploitation

Controller's Department

Charles J. Cresswell Controller for the Network.
William V. Sargent Assistant Controller,
Networks
John J. Heywood Financial Planning Manager
Francis X. O'Shea Chief Accountant
Edward J. Stegeman Programming Business
Manager

ORGANIZATION UNDER FINANCIAL V.-P.

Joseph V. Heffernan Financial Vice Pres.
Samuel Chotzinoff General Music Director
George D. Matson Operation Analyst

Budget Department

Hamilton Young Budget Director
Joseph J. Alkulonis Assistant Budget Director
Frederick E. Acker Director of Capital
Appropriations

Controllers Department

Harry F. McKeon Controller
Harold M. Kelly Assistant Controller
Hugh R. McGeachie Assistant Controller

Integrated Services Department

William S. Hedges Vice Pres. in Charge of
Integrated Services
Edward M. Lowell Manager of Building and
General Service Dept.
William B. Miller Night Executive Officer
Frances Sprague Chief Librarian
Peter M. Tintle Manager of Guest Relations
Department

Legal Department

Thomas E. Ervin Vice President and
General Attorney
Thomas E. Ervin Assistant General Attorney
John V. Shute Senior Attorney
Cahill, Gordon, Zachary and Reindel Counsel

Personnel Department

Ernest de la Ossa Director of Personnel
Robert R. Tufts Manager of Organization
Planning
Donald A. Rutledge Employee Relations Manager
Donald H. Mackenzie New York Personnel
Manager

Treasurer's Department

Joseph A. McDonald Treasurer
Edmund Souhami Union Relations Coordinator

Ferdinand A. Wankel.....Union Relations
Coordinator
William D. Bloxham.....Manager of Purchasing

**ORGANIZATION UNDER
VICE-PRESIDENT OWNED &
OPERATED STATIONS**

Charles R. Denny.....Vice President for Owned &
Operated Stations, Public Relations and
Staff Engineering

Henry T. Sjogren.....Controller for Owned &
Operated Stations

NATIONAL SPOT SALES

Thomas B. McFadden.....Director of National
Spot Sales
Richard H. Close.....Manager for Represented
Stations
John H. Reber.....National Manager for
Television Spot Sales
Caroline Herbert.....Sales Service Manager
Harold Shepard.....Sales Development Advertising
& Promotion Manager

WNBC, WNBC-FM—New York

Ted Cott.....Vice Pres. & General Manager
Max E. Buck.....Director of Advertising,
Sales Promotion & Merchandising
Robert J. Leder.....Radio Sales Manager
Richard M. Pack.....Director of Programs &
Operations
Jack R. Robinson.....Community Relations Manager
Steven H. White.....Radio Program Manager
Theodore Zaer.....Controller

WRC—Washington

Carleton D. Smith.....Vice President and
General Manager
Robert Adams.....Supervisor Advertising and
Promotion
Kenneth French.....Manager Radio Programs
Arthur D. Hamilton.....Controller
James C. Hirsch.....Manager Radio Sales
Cassius M. Keller.....Director of News &
Special Events
John G. Rogers.....Chief Engineer

WMAQ, WMAQ—Chicago

Harry C. Kopf.....Vice Pres. & General Manager
Leonard Anderson.....Manager of Integrated
Services Department
Homer R. Heck.....Radio Program Manager
Howard C. Luttgens.....Engineer in Charge
Rudi N. Neubauer.....Manager of Radio Local Sales
William B. Ray.....Manager of News & Special
Events
John F. Whalley.....Controller

WTAM—Cleveland

Hamilton Shea.....General Manager
Norman Cloutier.....Program Director
William P. Dix.....Radio Sales Manager
Charles F. Hutaff.....Director of Advertising
Promotion & Merchandising
Samuel E. Leonard.....Engineer in Charge
John L. McHale.....Controller
Frank D. Smith.....Program Manager

KNBC—San Francisco

Lloyd E. Yoder.....General Manager
Alfred W. Crapsey.....Sales Manager
Alphons C. Diederichs.....Controller
Curtis D. Peck.....Manager of Radio Technical
Operations & Integrated Services
John H. Thompson.....Manager News, Special
Events, Press, Public Affairs, Education &
Agriculture

Engineering Department

O. B. Hanson.....Vice Pres. & Chief Engineer
William A. Clarke.....Administrative Assistant
Edward R. Cullen.....Liaison Engineer
Joseph D'Agostino.....Liaison Engineer
George M. Nixon.....Manager of Engineering
Development
Chester A. Rackey.....Manager of Audio-
Video Engineering
Robert E. Shelby.....Director of Color Television
Systems Development
James Wood, Jr.....Manager of Technical Services

Public Relations Department

Edward D. Madden.....Vice President & Assistant
to the President
Cornelius K. Sullivan.....Public Relations
Representative
Robert Aaron.....Public Relations Representative

Continuity Acceptance Department

Stockton Helffrich.....Manager of Continuity
Acceptance

Information Department

Anita Barnard.....Manager of Information

**ORGANIZATION OF WASHINGTON
AND HOLLYWOOD OFFICES**

Washington Office

Frank M. Russell.....Vice President

Hollywood Office

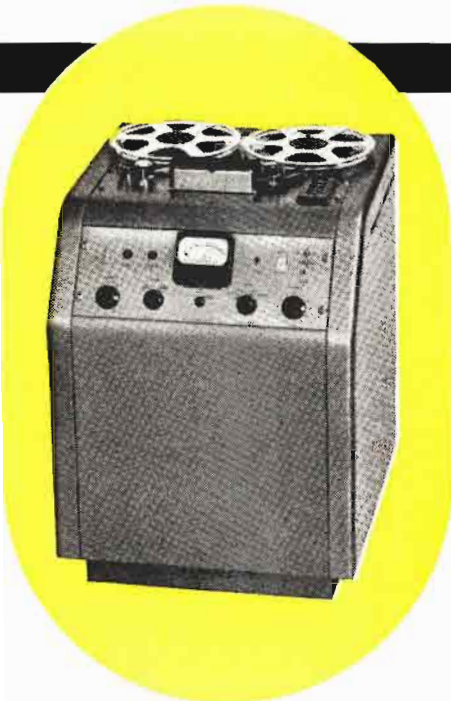
John K. West.....Vice President
Thomas McCray.....Director of Network
Program Operations
Earl H. Rettig.....Director of Finance and
Operations
Lewis S. Frost.....Director of Public Relations

From **AMPEX** *the best answers to broadcast recording*



YESTERDAY

Transcriptions so “live” they defied detection — this ideal became a reality when Ampex introduced the Model 200. Within months of their introduction, **AMPEX** Tape Recorders had been installed by a major network throughout its facilities from coast to coast and others were following fast.



TODAY

Ampex has brought the cost of ultra high fidelity tape recorders down to a quarter of the cost of the original Model 200. The low maintenance cost, durability and fidelity of the **AMPEX** has made it the established standard of the broadcast industry — yet its superlative performance is within reach of every station from 50,000 watts to 250 watts.

TOMORROW

The **AMPEX** you buy today will still be giving unsurpassed fidelity and performance, and Ampex will still be setting the pace for the recording industry.

AMPEX

ELECTRIC CORPORATION

934 CHARTER STREET
REDWOOD CITY • CALIF.

For your recording requirements, your best answers today or tomorrow will come from the leader in the tape recording field. If you plan for tomorrow, buy **AMPEX today.**

BIG AREAS STILL LACK TV

Over 400 Stations In Localities Without Video

By **SIDNEY J. WOLF**, President,
Keystone Broadcasting System, Inc.

THIS year, the radio industry faces another period of adjustment. With the lifting of the TV freeze, there is little doubt but what Keystone will thrive, due to the fact that at the present time Keystone has over 400 stations beyond the effective TV coverage area; and as new stations are built, there will be a tendency on the part of national advertisers to buy in all TV markets and supplement with Keystone. Within the past year, there was every indication that some advertisers would cover some markets with TV and supplement their activity with the smaller stations.

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 by far to their hometown 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 thirteen-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.

Proof of this performance is indicated by the fact that Keystone, entering its 14th year of operation, has shown a consistent healthy increase in each succeeding year . . . and the number of affiliates are in excess of 625.

During 1952, 12 new major advertisers were added . . . and 134 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.

Even as this is being written it has become necessary to dispatch to this publication another seven new affiliates extending from West Virginia to California, from Ohio to Texas. The usual Keystone map, a regular feature of Radio Annual for many years has been replaced by a double-page listing of all KBS stations, a move made necessary by the fact that the tremendous number of affiliates could not be included within the limits of the map and still remain legible.

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 \$50,000,-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 1953, the Keystone Broadcasting System, the only established and growing transcription network, will become a medium of even greater importance to the nation's advertisers who want to reach the world's richest market. And, there is little doubt but what we will have more than 700 affiliates by the end of 1953.

KEYSTONE

BROADCASTING SYSTEM, INC.

111 W. Washington St., Chicago, Ill.

Officers and Directors

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

New York

580 Fifth Ave., New York 36, N. Y.

Phone: PLaza 7-1460

Noel A. Rhys	Vice-President and Eastern Sales Manager
Charles A. Hammarstrom	Account Executive
Eve Bannier	Office Manager
Nicholas Gordon	Research Director

Chicago

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

Phone: STate 2-6303

Sidney J. Wolf	President
Edwin R. Peterson	Vice-President
Arthur Wolf	Secretary-Treasurer
Blanche Stein	Director of Station Relations
Wyn Spangenberg	Traffic Manager
Bertha Vincent	Office Manager

Los Angeles

1330 Wilshire Blvd., Los Angeles 17, Calif.

Phone: DUmkirk 3-2910

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

SERVICES OFFERED: The Keystone Broadcasting System is a network which assists 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 625 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.

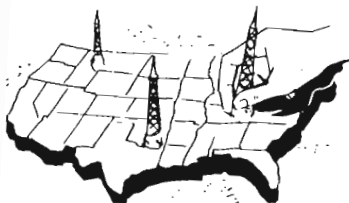
Keystone is a flexible media easily purchased, whole or in part. Entire areas or spot coverage may be selected . . . whichever meets the needs of the advertising program. Regardless of the schedule, Keystone makes its time available at a considerable savings.

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 1952, as in 1951, 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.

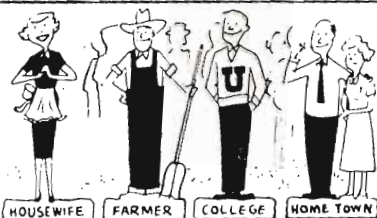
SELECTION AND

IS THE KEYSTONE



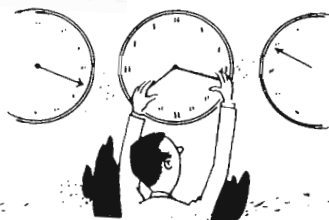
Markets

Buy any part of the U.S.A.—by STATES, TRADE TERRITORIES, GEOGRAPHICAL REGIONS—whatever covers your distribution!



Audience

Farmer, Hometown People, College Students, Housewives—you may select any of the receptive audiences!



Time

From sign-on to sign-off, 631 KBS stations may be purchased any time of day!



Merchandising

Keystone cooperates with any advertiser in a merchandising program that gets results!



Announcements or Programs

Station Breaks, Minutes, 15-Minute or Half Hour Shows, etc.—all are available on any of the 631 KBS Stations.

FLEXIBILITY

KEYNOTE OF THE BROADCASTING SYSTEM.

Build your own network by selecting the stations you need. The Keystone Network is flexible—you may buy the time periods with agencies you need to reach a selected audience. You may use live copy or transcriptions. The number of announcements or length of campaigns is up to you. You may do all this with *one order, one rate, and one invoice.*

KEYSTONE BROADCASTING SYSTEM, INC.

• New York: 500 Fifth Ave.

• Chicago: 111 W. Washington

• Los Angeles: 1330 Wilshire Blvd.



Live or Transcribed

Many advertisers use live announcements;
others use transcriptions.

1234567

Number of Broadcasts

Any number of Broadcasts per station you
need to do the job!

KEYSTONE BROADCAST

ALABAMA

WMOZ* Mobile
 WRFS* Alexander City
 WCTA* Andalusia
 WJLD Bessemer
 WEBJ* Brewton
 WRAG* Carrollton
 WRLF* Clanton
 WKUL* Cullman
 WMSL* Decatur
 WXAL* Demopolis
 W00F* Dothan
 WULA* Eufaula
 W0WF* Fayette
 W0WL* Florence
 W0WD* Gadsden
 W0YV* Greenville
 W0SV* Guntersville
 WBHP* Huntsville
 WPBB* Jackson
 W0WB* Jasper
 WJHO Opelika
 W0WR* Russellville
 WHBB* Selma
 WFEB* Sylacauga
 WHTB Talladega
 WTBF* Troy
 WTBC Tuscaloosa
 WTUS* Tuskegee

ARIZONA

KCLS* Flagstaff

ARKANSAS

KVRC* Arkadelphia
 KBTA* Batesville
 KAMD* Camden
 KCON* Conway
 KAGH* Crossett
 KDMS* El Dorado
 KGRH* Fayetteville
 KXJK* Forrest City
 KH0Z* Harrison
 KFFA* Helena
 KXAR* Hope
 KRCH* Hot Springs
 KBTM* Jonesboro
 KVLG* Little Rock
 KVMA* Magnolia
 KENA* Mena
 KOSE* Osceola
 KDRS* Paragould
 KOTN* Pine Bluff
 KP0C* Poteahontas
 KXRI* Russellville
 KWBC* Searcy
 KBRS* Springdale
 KWAK* Stuttgart

CALIFORNIA

KIBS* Bishop
 KPAS* Banning
 KDIA* Auburn
 KBMX* Coalinga
 KCVR* Lodi
 KMBY* Monterey
 KSFE* Needles
 KPRL* Paso Robles
 KVEC* San Luis Obispo
 KJSV* Sanger
 KSMA* Santa Maria
 KSPA* Santa Paula
 KR0G* Sonora
 KTKR* Taft
 KTR* Turlock
 KVVV* Ventura

COLORADO

KGIW* Alamosa
 KRLN* Canon City
 KRAI* Craig
 KIUP* Durango
 KFTM* Fort Morgan
 KVOU* Greeley
 KBNZ* La Junta
 KLVG* Leadville

KLMO* Longmont
 KUBC* Montrose
 K0ZA* Pueblo
 KVRH* Salida
 KCRT* Trinidad

DELAWARE

WJWL* Georgetown

FLORIDA

W0C0* Cocoa
 WTRL* Bradenton
 WTAN* Clearwater
 W0NU* Crestview
 WBRD* Ft. Lauderdale
 WINK* Ft. Myers
 WGGG* Gainesville
 WJVB* Jacksonville Beach
 WKWF* Key West
 WIPC* Lake Wales
 WLBE* Leesburg
 WNER* Live Oak
 WTY* Marianna
 WWPB* Miami
 WTMG* Ocala
 WWPJ* Palatka
 WDLF* Panama City
 WPLA* Plant City
 WTRF* Sanford
 WKXY* Sarasota
 WJCM* Sebring
 WTNT* Tallahassee
 WEBK* Tampa

GEORGIA

WAUG* Augusta
 WJAZ* Albany
 WDEC* Americus
 WGAU* Athens
 W0GR* Bainbridge
 W0GG* Brunswick
 W0RA* Cairo
 WLBK* Carrollton
 WBHF* Cartersville
 WGAA* Cedartown
 WJMJ* Cordele
 W0OC* Covington
 WBLJ* Dalton
 W0WD* Dawson
 WDMG* Douglas
 WMLT* Dublin
 WTJH* East Point
 WSGC* Elberton
 WBHB* Fitzgerald
 W0FM* Fort Valley
 W0GA* Gainesville
 WKEU* Griffin
 W0GR* Jessup
 WLAG* La Grange
 W0VG* Milledgeville
 W0GA* Moultrie
 W0GA* Rome
 W0WS* Statesboro
 W0ST* Thomasboro
 W0WA* Thomson
 WLET* Teocca
 WY0P* Vidalia
 W0YX* Waycross
 W0LD* West Point
 W0MD* Winder

IDAHO

KGEM* Boise
 KBIO* Burley
 KIFL* Idaho Falls
 KRPL* Moscow
 KWIK* Pocatello
 KPST* Preston
 KSPT* Sandpoint
 KLIX* Twin Falls
 KWEI* Weiser

ILLINOIS

W0KZ* Alton
 WBYS* Canton

WROY* Carmi
 WCRA* Effingham
 WEBQ* Harrisburg
 WJPF* Herrin
 WPCR* Lincoln
 WSMI* Litchfield
 WKAI* Macomb
 W0MK* Metropolis
 WVMC* Mt. Carmel
 WVLN* Olney
 WPRS* Paris

INDIANA

W0CB* Anderson
 W0NL* Booneville
 W0SL* Logansport
 WRAY* Princeton
 W0SL* Salem
 WJCD* Seymour
 WJVA* South Bend
 WTCJ* Tell City
 WKAM* Warsaw

IOWA

KASI* Ames
 KJAN* Atlantic
 K0CM* Carroll
 K0CG* Centerville
 KCHA* Charles City
 KSIB* Creston
 KXIC* Iowa City
 KWPC* Muscatine
 KJFJ* Webster City

KANSAS

KARE* Atchison
 KCRB* Chanute
 K0NO* Dodge City
 KTSW* Emporia
 KIUL* Garden City
 KAYS* Hays
 K0BW* Hutchinson
 K0ND* Independence
 K0LO* Leavenworth
 KNEK* McPherson
 K0EX* Pittsburg

KENTUCKY

WLBK* Bowling Green
 WTCO* Campbellsville
 WAIN* Columbia
 WCTT* Corbin
 WZIP* Covington
 W0CP* Cumberland
 WHIR* Danville
 WIEL* Elizabethtown
 WFKY* Frankfort
 WKAY* Glasgow
 WHLN* Harlan
 WKIC* Hazard
 W0SN* Henderson
 WLEX* Lexington
 W0NN* Louisville
 WFMW* Madisonville
 W0TM* Mayfield
 WFTM* Maysville
 W0MK* Middlesboro
 W0MI* Owensboro
 W0PK* Pikeville
 W0PT* Prestonsburg
 W0PKY* Princeton

LOUISIANA

KTRY* Bastrop
 WIKC* Bogalusa
 KDLA* De Ridder
 WHLH* Hammond
 KWGJ* Natchitoches
 KSLO* Opelousas
 KRUS* Ruston

MAINE

WABM* Houlton
 WAGM* Presque Isle

MARYLAND

WNAV* Annapolis
 WASA* Havre de Grace

MASSACHUSETTS

WREB* Holyoke

MICHIGAN

WATZ* Alpena
 W0RO* Bay City
 WATT* Cadillac
 WTVB* Coldwater
 WMRP* Flint
 WHDF* Houghton
 WIKB* Iron River
 WJMS* Ironwood
 WJPD* Ishpeming
 WKLA* Ludington
 WCEN* Mt. Pleasant
 WMBN* Petoskey
 WHLS* Port Huron
 WSTR* Sturgis
 WTCM* Traverse City

MINNESOTA

KBMW* Breckenridge
 KASB* Albany
 KBUN* Bemidji
 WKLK* Cloquet
 KRDX* Crookston
 WEVE* Eveleth
 WBZY* Grand Rapids
 CKFI* International Falls
 KLTG* Little Falls
 K0BK* Owatonna
 W0SH* Stillwater

MISSISSIPPI

WCLD* Cleveland
 W0GM* Biloxi-Gulfport
 W0BP* Booneville
 W0GL* Centerville
 W0CU* Columbia
 W0CA* Corinth
 WJPR* Greenville
 W0RM* Greenwood
 W0FB* Hattiesburg
 W0KZ* Kosciusko
 WAML* Laurel
 W0AF* McComb
 W0IS* Natchez
 W0MP* Pascagoula
 W0HC* Philadelphia
 WRJW* Piquette
 W0SS* Starkville
 W0QB* Vicksburg
 W0RB* West Point
 W0AZ* Yazoo City

MISSOURI

K0MO* Cape Girardeau
 K0MD* Carthage
 KCRV* Caruthersville
 KCHT* Chillicothe
 K0KD* Clinton
 KREI* Farmington
 KJCF* Festus
 KWOS* Jefferson City
 K0RX* Kirksville
 K0NC* Moberly
 KRMO* Monett
 K0NE* Nevada
 KWOC* Poplar Bluff
 KTR* Rolla
 KSGM* Ste. Genevieve
 K0RD* Sedalia
 K0KG* Springfield
 KWRE* Warrenton
 KWPM* West Plains

MONTANA

KANA* Anaconda
 KBMY* Billings
 KOJM* Havre
 KCAP* Helena
 KXLO* Lewistown
 KPRK* Livingston
 KRJF* Miles City
 K0YI* Shelby
 KGCC* Sidney

NEBRASKA

KCOW* Alliance
 K0NI* Broken Bow
 K0SK* Columbus
 KHAS* Hastings
 K0GF* Kearney
 KBRL* McCook
 K0DY* North Platte
 K0SD* Sidney

NETWORK FACILITIES AS OF FEBRUARY 1, 1953

* Asterisk following call letters indicates station is outside of current TV coverage.

CASTING SYSTEM

NEVADA

KRAM Las Vegas
KATO Reno

NEW HAMPSHIRE

WMOU Berlin
WLNH Laconia

NEW JERSEY

WSNJ Bridgeton

NEW MEXICO

KSPV Artesia
KVBC Farmington
KGAJ Gallup
KWEW Hobbs
KENM Portales
KSIL Silver City
KCHS Truth or
Consequences
KTNM Tucumcari

NEW YORK

WMBO Auburn
WOSC Fulton
WLEA Hercul
WHUC Hudson
WJOC Jamestown
WVOS Liberty
WLFH Little Falls
WICY Malone
WALL Middletown
WSLB Ogdensburg
WIRY Plattsburg
WNBZ Saranac Lake
WDLA Walton

NORTH CAROLINA

WHCC Waynesville
WRCS Asheville
WABZ Albemarle
WBBB Burlington
WEGO Concord
WCKB Dunn
WCNC Elizabeth City
WFAI Fayetteville
WBBO Forest City
WFBG Fuquay Springs
WGNC Gastonia
WFMC Goldsboro
WHNC Henderson
WHKP Hendersonville
WHPE High Point
WELS Kinston
WEWO Laurinburg
WLOE Leaksville
WJRI Lenoir
WBUY Lexington
WTSB Lumberton
WMAP Monroe
WHIP Mooresville
WPAQ Mount Airy
WKBK No. Wilkesboro
WFRS Reidsville
WCBT Roanoke Rapids
WCCE Rocky Mount
WVGP Sanford
WVHS Shelby
WADE Wadesboro
WHED Washington

NORTH DAKOTA

KDLR Devils Lake
KDIX Dickinson
KNOX Grand Forks
KGCU Mandan
KVOY Valley City
KWBM Williston

OHIO

WOHP Belle Fontaine
WJER Dover
WLO East Liverpool
WILE Cambridge
WAND Canton
WBEX Chillicothe
WJEH Gallipolis
WMOH Hamilton
WIRO Ironton

WWSO Springfield-Urbana
WCHO Washington Court
House

OKLAHOMA

KADA Ada
KWHW Altus
KVSO Ardmore
KWCO Chickasha
KSEO Durant
KASA Elk City
KTAT Frederick
KTJS Hobart
KUSA Hugo
KTMC McAlester
KGLC Miami
KBIX Muskogee
KNOR Norman
KHBB Dkmlugee
KVLH Pauls Valley
KOLS Pryor
KWSH Tri City
(Wewoka-Seminole-
Holdenville)
KSIW Woodward

OREGON

KAST Astoria
KBKR Baker
KBND Bend
KWRO Coquille
KRUL Corvallis
KASZ Eugene
KLBK La Grande
KGAL Lebanon
KMCM McMinnville
KSRV Ontario
KOCO Salem
KODL The Dalles
KTIL Tillamook

PENNSYLVANIA

WNCC Barnesboro
WCOD Carlisle
WHYL Carlisle
WESA Charleroi
WBUX Doylestown
WGET Gettysburg
WHUN Huntingdon
WDAD Indiana
WAKU Latrobe
WKRZ Oil City
WPAZ Pittstown
WKBI St. Marys
WATS Sayre
WYSC Somerset
WMAJ State College
WNOW York

RHODE ISLAND

WRJM Newport
WPAW Pawtucket
WERI Westerly

SOUTH CAROLINA

WANS Anderson
WACA Camden
WHAN Charleston
WGCD Chester
WELP Easley
WFKC Florence
WFGN Gaffney
WEAB Greer
WHSC Hartsville
WLBG Laurens
WJAY Mullins
WMRA Myrtle Beach
WKDK Newberry
WRNO Orangeburg
WRHI Rock Hill
WSNW Seneca
WFIG Sumter

SOUTH DAKOTA

KDSJ Deadwood
KIJV Huron
KGFX Pierre
KISD Sioux Falls
KWAT Watertown

TENNESSEE

WLAR Athens
WJZM Clarksville
WKRM Columbia
WHUB Cookeville
WDSG Dyersburg
WEKR Fayetteville
WHIN Gallatin
WHBT Harriman
WIRJ Humboldt
WDXI Jackson
WKIN Kingsport
WDXE Lawrenceburg
WGOR Lebanon
WJIM Lewisburg
WGAP Maryville
WMMT McMinnville
WNS Murfreesboro
WNAH Nashville
WOKO Oak Ridge
WTPR Paris
WDBL Springfield
WJIG Tullahoma
WENK Union City

TEXAS

KVLF Alpine
KBUO Aliens
KRUO Ballinger
KIOX Bay City
KRCT Baytown
KTXC Big Spring
KNEL Brady
KSTB Breckenridge
KWHI Brenham
KTFY Brownfield
KBOR Brownsville
KBWD Brownwood
KDET Center
KSTA Coleman
WTAW College Station
KVMC Colorado City
KAND Corsicana
KIVY Crockett
KXIT Dalhart
KDLK Del Rio
KDNT Denton
KURV Edinburg
KELP El Paso
KFLD Floydada
KNAF Fredericksburg
KGAF Gainesville
KLUF Galveston
KCTI Gonzales
KGVJ Greenville
KPAN Hereford
KHBR Hillsboro
KATL Houston
KSAM Huntsville
KEBE Jacksonville
KTXJ Jasper
KMBL Junction
KCOA Kilgore
KPET Lamesa
KVOZ Laredo
KVOW Littlefield
KFRO Longview
KVSP Lubbock
KRBA Lufkin
KMHT Marshall
KJBC Midland
KORC Mineral Wells
KVKM Monahans
KIMP Mt. Pleasant
KOSF Naacgdoches
KRIG Odessa
KOGT Orange
KNET Palestine
KPAT Pampa
KFTX Paris
KIUN Pecos
KVOP Plainview
KBOP Ploasanton
KOLJ Quanah
KONY San Marcos
KSEY Seymour
KEVA Shamrock
KTAN Sherman
KDWT Stamford
KSTV Stephenville
KSST Sulphur Springs
KXOK Sweetwater
KTEM Temple
KTFS Texarkana
KTLW Texas City
KTBB Tyler
KVOU Uvalde
KVOC Vernal
KVIC Victoria

UTAH

KBUH Brigham City
KVNJ Logan
KOPP Ogden
KQAL Price
KJAM Vernal
KEYY Provo

VERMONT

WSYB Rutland
WTWN St. Johnsbury

VIRGINIA

WRIS Roanoke
WKLV Blackstone
WINA Charlottesville
WKEY Covington
WCVF Culpeper
WEVA Emporia
WFAX Falls Church
WFVA Fredericksburg
WFTR Front Royal
WBOB Galax
WVEC Hampton
WREL Lexington
WMEV Marion
WMVA Martinsville
WNVA Norton
WRSS Petersburg
WPUV Pulaski
WRAD Radford
WRIC Richlands
WHLE South Boston
WLPM Suffolk
WNNT Warsaw
WAYB Waynesboro
WINC Winchester
WYVE Wytheville

WASHINGTON

KXRO Aberdeen
KPUG Bellingham
KELA Centralia
KCLX Colfax
KDFR Grand Coulee
KWLK Longview
KSEM Moses Lake
KGY Olympia
KONP Port Angeles

WEST VIRGINIA

WHAR Clarksburg
WDNE Elkins
WVOW Logan
WEPM Martinsburg
WHJC Matewan
WMOD Moundsville
WLOH Princeton
WBRW Welch
WHAW Weston

WISCONSIN

WATW Ashland
WLDY Ladysmith
WDLB Marshfield
WIGM Medford
WMNE Menomonie
WLIN Merrill
WNAM Neenah
WIBU Poynette
WRAC Racine
WOBT Rhinelander
WRCD Richland Center
WKLJ Sparta
WSPT Stevens Point
WDKW Sturgeon Bay
WTRW Two Rivers
WTTN Watertown
WAUX Waukesha

WYOMING

KVWO Cheyenne
KOVE Lander
KPOW Powell
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Airline Network

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Phone: 4-3434

PERSONNEL

Gen. Sales Manager.....B. W. Randa

STATIONS

WSGN, Birmingham; WHBS, Huntsville.

Alaska Broadcasting System

(Affiliated with CBS)

830 Securities Building, Seattle 1, Wash.
Phone: SENeca 6333

PERSONNEL

General Manager.....Wm. J. Wagner
Relations Mgr.....Ernest Spink
Commercial Manager.....Irving Lusk
Traffic Manager.....A. L. Christensen
Promotion Manager.....Tom Ewing
Program Manager.....Irene F. Wagner
Auditor.....F. Daniel McLean
Recording Engineer.....Harold H. Kaden

BRANCH OFFICES

Station KFQD, Box 1040, Anchorage, Alaska.
Chas. Mohler, Station Mgr.; Station KFRB, Box 950, Fairbanks, Alaska, W. R. Nichols, Station Mgr.; Station KINY, Box 1091, Juneau, Alaska, Dick Peter, Station Mgr.; Station KTKN, Box 1308, Ketchikan, Alaska, Dorothy Bussanich, Station Mgr.; Station KIBH, Box 250, Seward, Alaska, Jim Lawson, Station Mgr.; Station KIFW, Box 699, Sitka, Alaska, Wm. Maynard, Station Mgr.; Alaska Radio Sales, 17 East 42nd St., New York 17, N. Y., MURray Hill 2-1811; Duncan A. Scott & Co., Mills Bldg., San Francisco 4, Calif., Garfield 1-7950; Duncan A. Scott & Co., 2978 Wilshire Blvd., Los Angeles 5, Calif.; Willis Harpel, 3256 Barham Blvd., Hollywood 28, Calif.

STATIONS

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

The Aloha Network

P. O. Box 1380, Honolulu, T. H.
Phone: 95295

PERSONNEL

General Manager.....R. M. Fitkin
Comm. Manager.....J. D. Allison
Chief Engineer.....Ira G. Mercer

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
KCLS Manager.....Charles J. Saunders

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; Station KCLS, 110 W. Birch St., Flagstaff.

STATIONS

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

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

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

Manager Jack A. Mitchell (KSYC)

STATIONS

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

Columbia Pacific Network

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

PERSONNEL

Manager William D. Shaw
Asst. Gen. Sales Mgr. &

Sales Mgr. Edwin W. Buckalew
Asst. Sales Manager Alan Axtell
Sales Promotion Mgr. Sherril W. Taylor
Program Director Robert P. Sutton
News Director Jack Beck
Public Affairs Director Bill Whitely
Chief Engineer Les Bowman

BRANCH OFFICES

Radio Spot Sales, 485 Madison Avenue, New York, N. Y., Phone: PL 5-2000, Wendell Campbell, Sales Mgr.; Radio Spot Sales, 903 Three Sisters Bldg., Memphis, Tenn., Phone: Tennessee 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 N. Vine Street, Hollywood, Calif., HO 9-1212, Ed Larkin, Sales Mgr.

KNX, Los Angeles, Calif.; KCBS, Los Angeles, Calif.; KFRE, Fresno, Calif.; KFMB, San Diego, Calif.; KROY, Sacramento, Calif.; KMBY, Monterey, Calif.; KCMJ, Palm Springs, Calif.; KGDM, Stockton, Calif.; KERN, Bakersfield, Calif.; KXOC, Chico, Calif.; KHUM, Eureka, Calif.; KOIN, Portland, Ore.; KFIR, North Bend, Ore.; KERG, Eugene, Ore.; KFLW, Klamath Falls, Ore.; KYJC, Medford, Ore.; KRNR, Roseburg, Ore.; KIRO, Seattle, Wash.; KXLY, Spokane, Wash.; KWIE, Kennewick, Wash.; KIMA, Yakima, Wash.; KOLO, Reno, Nev.; KOOL, Phoenix, Ariz.; KCKY, Coolidge, Ariz.; KNOG, Nogales, Ariz.; KOPO, Tucson, Ariz.

Columbine Network

Security Life Bldg., Denver, Colo.

PERSONNEL

General Manager Albert G. Meyer
Sales Manager Edwin E. Koepke

STATIONS

KMYR, Denver; KCOL, Fort Collins; KBOL, Boulder; KYOU, Greeley.

The Connecticut State Network, Inc.

555 Asylum St., Hartford 5, Conn.
Phone: 2-0237

PERSONNEL

President C. Glover DeLaney
Directors: Aldo DeDominicus (WHNC), Levon Thomas (WNAB), Julian Schwartz (WSTC), Sam Elman (WATR), Gerald Morey (WNLC), Edmund Waller (WTOR), Leo Borin (WHAY).

STATIONS

WNAB, Bridgeport; WHNC, New Haven; WNLC, New London; WSTC, Stamford; WTOR, Torrington; WATR, Waterbury; WHTT, Hartford; WHAY, New Britain.

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.

Don Lee Broadcasting

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

PERSONNEL

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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. Arthur M. Mortensen
KHJ Sales Manager Terry Mann
Dir. Public Relations Bud Coulson
Promotion Director H. H. Sonnenburg
News & Special Events Les Mawhinney
Chief Engineer Robert Arne

BRANCH OFFICES

1000 Van Ness Avenue, San Francisco, Calif.
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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.

ADDITIONAL GROUPS AVAILABLE: KOY, Phoenix, Arizona; KTUC, Tucson, Arizona; KSUN, Bisbee, Arizona; KYMA, Yuma, Arizona; KCLS, Flagstaff, Arizona; CKWX, Vancouver, Canada; K FAR, Fairbanks, Alaska; KENI, Anchorage, Alaska; KJNO, Juneau, Alaska; KABL, Ketchikan, Alaska; KPOA, Honolulu, Hawaii; KILA, Hilo, Hawaii.

Foreign Language Quality Network

730 Fifth Avenue, New York 19, N. Y.
Phone: Circle 5-7979
PERSONNEL

Chairman Pat Stanton
President Ralph N. Weil

STATIONS

WNHC, New Haven, Conn.; WTEL, Philadelphia, Pa.; WJMJ, Philadelphia, Pa.; WHOD, Homestead, Pa.; KSAN, San Francisco, Cal.; WSRB, Cleveland, O.; WACE, Springfield, Mass.; WOV, New York City.

The Garden State Network

c/o Sta. WFPG, Steel Pier, Atlantic City, N. J.
Phone: 5-2188
PERSONNEL

Chairman Fred Weber

STATIONS

WNJR, Newark; WCTC, New Brunswick; WTTM, Trenton; WKDN, Camden; WJLK, Asbury Park; WFPG, Atlantic City; WSNJ, Bridgeton.

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; WBBQ, 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, Mari-

etta; WMGV, Milledgeville; WMGA, Moultrie; WFRP, Savannah; WWNS, Statesboro; WSFT, Thomason; WKTG, Thomasville; WWGS, Tifton; WLET, Toccoa; WVOP, Vidalia; WAYX, Waycross; WRLD, West Point.

Granite State Network

155 Front St., Manchester, N. H.
Phone: 4-4075

PERSONNEL

President Al Malin (WWNH)
Treasurer William Rust, Jr. (WKBR)
Manager Ralph Gottlieb (WKBR)

STATIONS

WKBR, Manchester; WWNH, Rochester; WTSV, Claremont; WMOU, Berlin, and WTSL, Hanover, all in New Hampshire; WTSB, Brattleboro, Vt.; WHOB, Gardner, Mass.

Grass Roots Network

412½ Court St., Muskogee, Okla.
Phone: 656

PERSONNEL

President Jimmie Barry
Secy.-Treas. James L. Neal

STATIONS

KOCY, Oklahoma City, Okla.; KAKC, Tulsa, Okla.; KMUS, Muskogee, Okla.; WBBZ, Ponca City, Okla.; KHBG, Okmulgee, Okla.; KFSA, Fort Smith, Ark.

Great Lakes Network

Radio Building, Saginaw, Mich.
PERSONNEL

Manager Jack D. Parker

STATIONS

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

Great Northern Bestg. System

107 First Ave., N.W., Mandan, North Dakota
Phone: 561, 562

PERSONNEL

Secretary M. J. Reichert

STATIONS

KVOX, Moorehead, Minn.; KGDE, Fergus Falls, Minn.; KLPM, Minot, N. D.; KGCU, Mandan, N. D.; KOVC, Valley City, N. D.; KDLR, Devils Lake, N. D.; KGCX, Sidney, Mont.; KNOX, Grand Forks, N. D.

Guy Gannett B'estng. System

390 Congress St., Portland 3, Maine
Phone: 2-7423

PERSONNEL

President Guy P. Gannett
Vice-President Laurence H. Stubbs
V.-P., Gen. Mgr. Creighton E. Gatchell
Sales Manager Richard E. Bates

STATIONS

WGAN, Portland; WGUY, Bangor.

Intermountain Network

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

PERSONNEL

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

STATIONS

KGIW, Alamosa, Colo.; KBOL, Boulder, Colo.;
KRAI, Craig, Colo.; KRLN, Canon City, Colo.;
KRDO, Colorado Springs, Colo.; KFEL, Denver,
Colo.; KMYR, Denver, Colo.; KIUP, Durango,
Colo.; KCOL, Ft. Collins, Colo.; KFTM, Ft.
Morgan, Colo.; KFXJ, Grand Junction, Colo.;
KGLN, Glenwood Springs, Colo.; KYOU,
Greely, Colo.; KBNZ, La Junta, Colo.; KLMR,
Lamar, Colo.; KLVC, Leadville, Colo.; KLMO,
Longmont, Colo.; KUBC, Montrose, Colo.;
KCSJ, Pueblo, Colo.; KVRH, Salida, Colo.;
KGEK, Setrling, Colo.; KCRT, Trinidad, Colo.;
KBMV, Billings, Mont.; KOPR, Butte, Mont.;
KCAP, Helena, Mont.; KOJM, Havre, Mont.;
KMON, Great Falls, Mont.; KXLO, Lewistown,
Mont.; KPRK, Livingston, Mont.; KRFJ, Miles
City, Mont.; KIYL, Shelby, Mont.; KNEB,
Scottsbluff, Neb.; KRAM, Las Vegas, Nev.;
KELK, Elko, Nev.; KVER, Albuquerque, N. M.;
KSVP, Artesia, N. M.; KICA, Clovis, N. M.;
KOBK, Las Cruces, N. M.; KFUN, Las Vegas,
N. M.; KRTN, Raton, N. M.; KGFL, Roswell,
N. M.; KTNM, Tucumcari, N. M.; KFXD, Idaho;
KIFI, Idaho Falls, Idaho; KWIK, Pocatello,
Idaho; KLIJ, Twin Falls, Idaho; KDSJ, Dead-
wood, S. D.; KSET, El Paso, Texas; KVNU,
Logan, Utah; KLO, Ogden, Utah; KOAL, Price,
Utah; KOVO, Provo, Utah; KSVC, Richfield,
Utah; KALL, Salt Lake City, Utah; KSPR,
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KOVE, Lander, Wyo.; KOWB, Laramie, Wyo.;
KPOW, Powell, Wyo.; KQRS, Rock Springs,
Wyo.; KWYO, Sheridan, Wyo.

Lone Star Chain, Inc.

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Phone: LAkeside 1041

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President.....Harold V. Hough
Vice-President.....Fred Nahas
Secretary-Treasurer.....O. L. Ted Taylor
General Manager.....Fred 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.

Maine Broadcasting System

157 High St., Portland 3, Me.
Phone: 2-0181

PERSONNEL

Manager.....William H. Rines
Technical Director.....Daniel H. Smith
News Supervisor.....Philip N. Johnson

BRANCH OFFICES

100 Main St., Bangor, Me., Phone: 6023, Ed-
ward 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), Bak-
ersfield; KOH, Reno; KBEE, Modesto.

Metropolitan Network

Munsey Bldg., Washington 4, D. C.
Phone: Sterling 3-1772

STATIONS

WPIK, Alexandria; WFAK, Falls Church,
Virginia; WGAY, Silver Spring; WUST, Bethes-
da, Maryland.

Michigan Radio Network

1700 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, Lans-
ing; 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, Stark-
ville, Mississippi.

Mississippi Broadcasting Co.

(Withers Gavin Stations)

PERSONNEL

Pres. & Mgr.....Withers Gavin

STATIONS

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

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

WABL, Bangor; WLAM, Lewiston-Auburn; WTVL, Waterville, Maine; WFEA, Manchester; WKXL, Concord; WKNE, Keene; WLNH, Laconia; WHEB, Portsmouth; WMOU, Berlin, New Hampshire; 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.; WBRY, Waterbury, Conn.; WHBW, Rutland, Vt.; WIKE, Newport, Vt.; WTWN, St. Johnsbury, Vt.; WCAP, Lowell, Mass.; WCCC, Hartford, Conn.

Northwest Network

3415 University Ave., St. Paul W 14, Minn.
Phone: PRIor 2717

PERSONNEL

General Manager.....Stanley E. Hubbard
Treasurer.....Kenneth M. Hance
Nat. Sales Mgr.....Karl A. Plain

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.

The Nutmeg Network

750 Main St., Hartford, Conn.
Phone: 7-1188

PERSONNEL

Secretary.....Walter Haase (WDRG)

STATIONS

WDRG, Hartford; WBRY, Waterbury; WELL, New Haven; WICC, Bridgeport; WICH, Norwich.

Oklahoma Network

Station KVSO, Ardmore, Okla.
PERSONNEL

Chariman.....Bill Hoover (KVSO)
Representative.....O. L. Taylor Co.

STATIONS

KTOK, Oklahoma City; KCRC, Enid; KBIX, Muskogee; KADA, Ada; KVSO, Ardmore; KTMC, McAlester; KSWO, Lawton.

The Oregon Trail Network

c/o Sta. KBKR, Baker, Oregon

STATIONS

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

Palmetto Broadcasting System

#1 Marlin St., Anderson, S. C.
Phone: 3802

PERSONNEL

President.....Wilton E. Hall
General Manager.....Glenn P. Warnock
Production Manager.....Ray Barath
National Sales Mgr.....G. P. Browne
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.; WBGE, Atlanta, Ga.; WGAC, Augusta, Ga.; WGGG, Gainesville, Ga.; WKLY, Hartwell, Ga.

Quaker Network

Headquarters: WFIL, Philadelphia, Pa.

PERSONNEL

Sales Manager.....George A. Koehler

STATIONS

WFIL, Philadelphia; WEEU, Reading; WAEB, Allentown; WEST, Easton; WSBA, York; WAZL, Hazleton; WLAN, Lancaster; WARM, Scranton; WILK, Wilkes-Barre; WGHB, Harrisburg; WKOK, Sunbury; WRAC, 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 Ark.

**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

306 E. State St., Ithaca, N. Y.
Phone: 4-6357

PERSONNEL

General Manager D. K. deNeuf
Sales Manager H. S. Brown
Program Director M. N. Knapp
Farm Director R. B. Child
Farm Service Dir. L. Hamrick
Chief Engineer T. R. Humphrey
Controller G. B. Holland, Jr.

STATIONS

WHCU-FM, Ithaca, N. Y.; WHLD-FM, Niagara Falls; WFNF, Wethersfield; 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.

**South Central Quality
Network**

(Address any station)

STATIONS

WMC, Memphis; KARK, Little Rock; KWKH, Shreveport; WJDX, Jackson, Miss.

Steinman Stations

8 W. King St., Lancaster, Pa.
Phone: 5251

PERSONNEL

Gen. Mgr. Clair R. McCollough
Sales Manager J. Robert Gulick
Promotion Manager Bart Ferae
Technical Dir. J. E. Mathiot
Nat'l Representative Robert Meeker Assoc.

STATIONS

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

Tall Corn Network

(Address any Station or John E. Pearson, Reps.)

PERSONNEL

President Dietrich Dirks (KCOM)
Vice-President Ed Breen (KVFD)
Vice-President G. J. Volger (KWPC)
Secretary Wm. P. White (KFJB)

STATIONS

KWCR, Cedar Rapids; KROS, Clinton; KSIB, Creston; KFNF, Shenandoah; KDEC, Decorah; KDTH, Dubuque; KVFD, Fort Dodge; KFJB, Marshalltown; KWPC, Muscatine; KWBG, Boone; KICD, Spencer; KRIB, Mason City; KCIM, Carroll; KOEL, Oelwein, all in Iowa.

**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; WCDT, Winchester.

Texas Broadcasting System

KRLD, Herald Square, Dallas, Tex.

PERSONNEL

General Manager Clyde W. Rembert

STATIONS

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

Texas Plains Stations

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

STATIONS

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

Texas Quality Network

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

Phone: Riverside 9631

PERSONNEL

Representative Alex Keese (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.

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; KGLV, Greenville, Texas; KRIO, McAllen; KLYN, Amarillo; KWFT, Wichita Falls, Texas; KTBB, Tyler, Texas.

The Tobacco Network, Inc.

806 Odd Fellows Bldg., P. O. Box 1988,

Raleigh, N. C.

Phone: 8885

PERSONNEL

President.....Harmon L. Duncan
 Vice-President.....Victor W. Dawson
 Secy.-Treas.....Lester L. Gould
 Sales Manager.....Kenneth C. Wilson
 Office Secretary.....Nina J. Livingston

STATIONS

WFNC, Fayetteville; WRAL, Raleigh; WGTC, Greenville; WHIT, New Bern; WJNC, Jacksonville; WTIK, Durham; WGNL, Wilmington; WCEC, Rocky Mount, N. C.

Union Broadcasting System

PERSONNEL

General Manager.....Jim Healy

WOKO, Albany, N. Y.

STATIONS

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.

Upper Midwest Broadcasting System

935 Northwestern Bank Bldg.,

Minneapolis, Minn.

PERSONNEL

President.....Orville Lawson

STATIONS

KASM, Albany; KKRA, Alexandria; KBUN, Bemidji; KLIH, Brainerd; KBMW, Breckenridge; KROX, Crookston; KDLM, Detroit Lakes; KDHL, Fairbault; KSUM, Fairmont; WREX, Duluth; WEVE, Eveleth; KGDE, Fergus Falls; CKFI, International Falls; KVOX, Fargo-Moorhead, and KNUJ, New Ulm, all in Minnesota; KDLR, Devils Lake; KVOX, Fargo-Moorhead; KNOX, Grand Forks; KGCU, Bismarck-Mandan; KLPM, Minot; KOVC, Valley City; KGCX, Williston-Sidney, all in North Dakota; KABR, Aberdeen; KIJV, Huron; KORN, Mitchell; KDSJ, Deadwood; KIHQ, Sioux Falls; KWAT, Watertown; and KGFX, Pierre, all in South Dakota; WHDF, Houghton; WIKD, Iron River; WJMS, Ironwood; WJPD, Ishpeming; WDBC, Escanaba, all in Michigan; WHBY, Appleton; WATW, Ashland; WBEL, Beloit; WBIZ, Eau Claire;

KFIZ, Fond du Lac; WJPG, Green Bay; WLCX, La Crosse; WLDY, Ladysmith; WIBU, Madison-Poynette; WLIN, Merrill; WOBT, Rhinelander; WYCH, Shawano, and WFHR, Wisconsin Rapids, all in Wisconsin; KASI, Ames; KCOG, Centerville; KXIC, Iowa City; KJFI, Webster City; KAYL, Storm Lake; KSTT, Davenport; KSMN, Mason City; KOKX, Keokuk; KCHA, Charles City; KBIZ, Ottumwa, all in Iowa; KCNI, Broken Bow; WJAG, Norfolk; KFGT, Fremont; KNAB, Scottsbluff, and KJSK, Columbus, all in Nebraska; WMBO, Aurora; WCAZ, Carthage, and WLBK, De Kalb, all in Illinois; KXGN, Glendive and KGCX, Sidney, both in Montana.

West Texas Packaged Stations

(Address any Station)

STATIONS

KFBC, Abilene; KBST, Big Spring; KGKL, San Angelo; KTRN, Wichita Falls.

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, Janesville; WGEZ, Beloit; WIBU, Poynette; 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

Sales, Prom. Manager.....Tom Batison
 Executive Vice-Pres. & Gen. Mgr.

Linus Travers

Vice-President.....George Steffy
 Traffic.....Dick Black
 News.....L. Bickford
 Program Manager.....Dave Cox

STATIONS

WNAC, Boston, Mass.; WFAU, Augusta, Maine; WIDE, Biddeford, Maine; WICC, Bridgeport, Conn.; WALE, Fall River, Mass.; WEIM, Fitchburg-Leominster, Mass.; WHAI, Greenfield, Mass.; WONS, Hartford, Conn.; WHYN, Holyoke, Mass.; WLNH, Laconia, N. H.; WCOU, Lewiston-Auburn, Maine; WLLH, Lowell-Lawrence, Mass.; WNBH, New Bedford, Mass.; WOCB, Hyannis, Mass.; WNLC, New London, Conn.; WBRK, Pittsfield, Mass.; WPOR, Portland, Maine; WHEB, Portsmouth-Dover, N. H.; WEAN, Providence, R. I.; WWON, Woonsocket, R. I.; WSYB, Rutland, Vt.; WWSR, St. Albans, Vt.; WWCO, Waterbury, Conn.; WDEV, Waterbury, Vt.; WORC, Worcester, Mass.