

# *Radio Networks*

**AFFILIATED STATIONS  
OWNED & OPERATED  
STATIONS  
EXECUTIVE PERSONNEL  
U. S. A. NETWORK MAPS**



## Multi-Million Dollar Question: Where Do We Go From Here?



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

"WHERE do we go from here?" is a recurring line from an old drinking song. And the singers never do come up with an answer.

Broadcasters, in their most sober moments, however, must pose themselves this same question, and they must come up with an answer, and soon. It will not be the answer of those who sit at their desks from nine to five daily, for theirs is hindsight reasoning. I look to the practitioners of broadcasting for the answer to the multi-million dollar question—where do we go from here, in programming. For that, after all, is our product. Everything else in broadcasting is just a channel of distribution; but as networks or as stations we rise or fall on the consumption of our product—programming.



Today, broadcasting has achieved mass distribution. Virtually every home in the country is radio-equipped. About 9 out of the nation's homes are within range of television signals, and of these, more than 7 out of 10 homes actually have sets.

No question about it, broadcasting today stands on the threshold of a great era. The only obstacle that I see to continued, healthy expansion is the quality of programming. We can dream up all the fancy terms we wish—rating terms, sales terms, psychological terms (like "gratitude factor")—but this undeniable fact remains: The public must like what it sees or hears or it won't be back to "buy" from the network or station in question.

I am convinced that television today is in exactly the same position in which motion pictures and radio found themselves when television came on the scene. Television is growing self-satisfied and complacent.



Today the movies find that a good picture will pull the people in at the box-office. And the picture need not be in any particular aspect ratio or any unusual color treatment. A good old black-and-

white, whether large screen or not, will do a land office business.



Radio can do the same, and we propose to do this for ABC Radio by providing the public with the "off-beat" when necessary and with the best scripts, production and direction of all times. Personally, I do not believe that radio is doing itself justice today. It still has these "exclusives" which if properly utilized, can make it unique—immediacy, flexibility, and the listener's imagination. I look for a resurgence of radio generally in programming content in the future.

But the big problem is still television. Television because it represents such vast investments of time and money by so many, many people. The fact is that there is a decrease in the rate of increase of time spent with television in the average U. S. home. That is, consumption of our product is leveling off, and at the present trend, may well achieve a plateau, or even decline in the next year or so.



What I advocate is a product improvement . . . a raising of vast bulk of TV programs from mediocre to good. The good programs of today will be constrained to improve their quality in turn, and we may see "great" television, not once a year, but possibly once a week, or oftener.

I decry complacency and apathy. The day that there are, in fact, no new ideas will be an excellent date for man to turn over his world to another species, for he will have reached his own plateau, and can only slide backwards.

Broadcasting's road is long and wide. It has the golden opportunity of bringing entertainment, information and education to the American public. It is a vital force in the nation's economy, providing advertising exposure with impact and economy. How far we go on that road depends on the vehicles we build—the programs we offer the viewers and listeners.

# A M E R I C A N B R O A D C A S T I N G C O . , I N C .



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7 West 66th Street, New York 23, N. Y.

Telephone Number: SUsquehanna 7-5000

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Editor, Western Division  
Edwin C. Conklin.....News Editor, Western  
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Dresser Dahlstead.....Program Manager,  
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John S. Hansen.....Manager of KABC  
Cameron G. Pierce.....Chief Facilities  
Engineer, Western Division  
Florence T. Schiro.....Personell Director  
Selig Seligman...Assistant to the Vice President  
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Vincent Francis.....Local Sales Manager  
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Myrtle Tower.....Program Director

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For television personnel turn to TELEVISION YEAR BOOK in this volume



## Radio's New Re-Selling Formula Clear Tribute of Inventiveness

By **ADRIAN MURPHY**

President  
CBS Radio Network

**A**MERICA today has twice as much home entertainment to choose from as it had just six or seven years ago. Yet the astonishing fact is that the total value of radio listening today is not a great deal less than it was before television came along.

Last season, radio listening amounted to nearly a billion family hours every week. And this figure does not even take into account the enormous amount of attention radio gets outside the home, in automobiles, stores, restaurants, hotels, and many other public places.

Radio's continuing popularity is a direct tribute to the imagination and energy of all the people who make radio possible—manufacturer and broadcaster alike. They have been faced with the kind of competition that might have put a less inventive industry out of business forever. Yet they have managed to do a selling job—a re-selling job—that is without parallel in modern business.

The manufacturer has sold the nation on the idea of beginning and closing the day with radio that clock radios and other bedroom sets now number more than 21 million. In 1948, the clock radio was virtually unheard of. In addition, he has styled radio so imaginatively and so inexpensively that in every waking hour, most families can now afford to have radio accessible in any room in the house. (Perhaps the best tribute to the manufacturer's ingenuity is the fact that there are one million families who have as many as six radios—and over!)

The manufacturer has made the kitchen radio so popular that women in 16 million households cook, wash and iron with radio. He has so ingeniously combined radio with phonographs, with television sets, with tape recorders, even with lamps, that in 25 million living rooms, radio continues as a focal point of family life. And by developing miniature tubes, miniature speakers, and especially the transistor, the manufacturer has

made radio so small, so portable, that today there are people who literally wear their sets—who carry radio in their pocket the same way they carry handkerchiefs, money and the keys to the house and car.

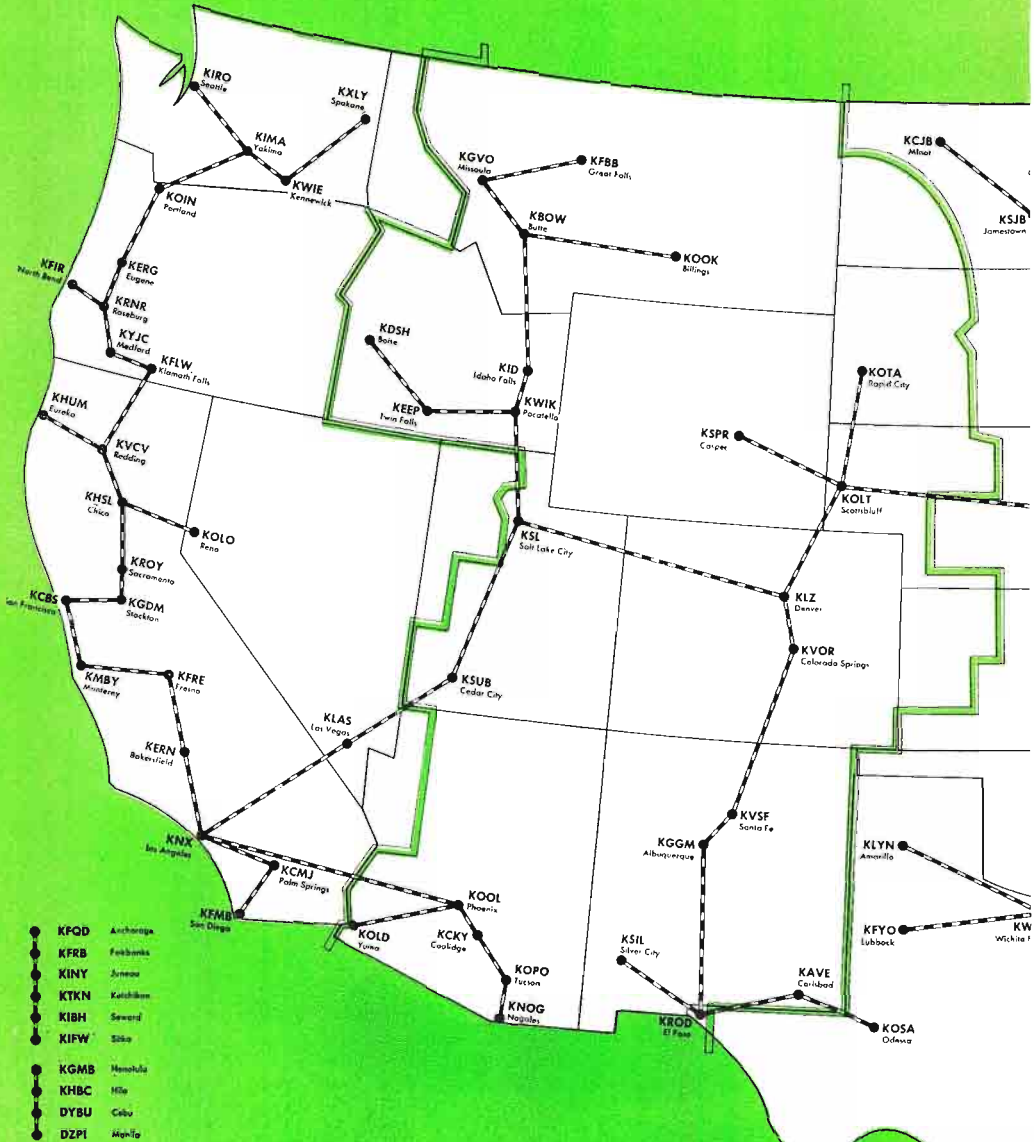
In programming for all these radios—111 million in all—the advertiser, broadcaster and performer have been no less inventive. Time itself would probably have proven radio's unique capability for dealing with ideas—the way radio can report new the very moment it happens and radio's superiority in handling talks, speeches, discussions. Time would probably also have borne out radio's unique ability to present music, where essentially there is nothing to look at. But it has taken some imagination on the broadcaster's part to invent new patterns in variety, comedy and drama.

Some programs, of course, have become such perennial favorites in their established formats that no one would want them done any other way. The Jack Benny show has undergone almost no format change whatsoever in more than two decades on the air. Yet it continues to rank as radio's most popular program week in, week out.

But other hours in radio's schedule seemed to call for a more informal approach towards programming. And so we have seen the gradual evolution of such relaxed, friendly radio personalities as Arthur Godfrey, Robert Q. Lewis, Tennessee Ernie, Peter Lind Hayes—and that most informal man of them all, Bing Crosby.

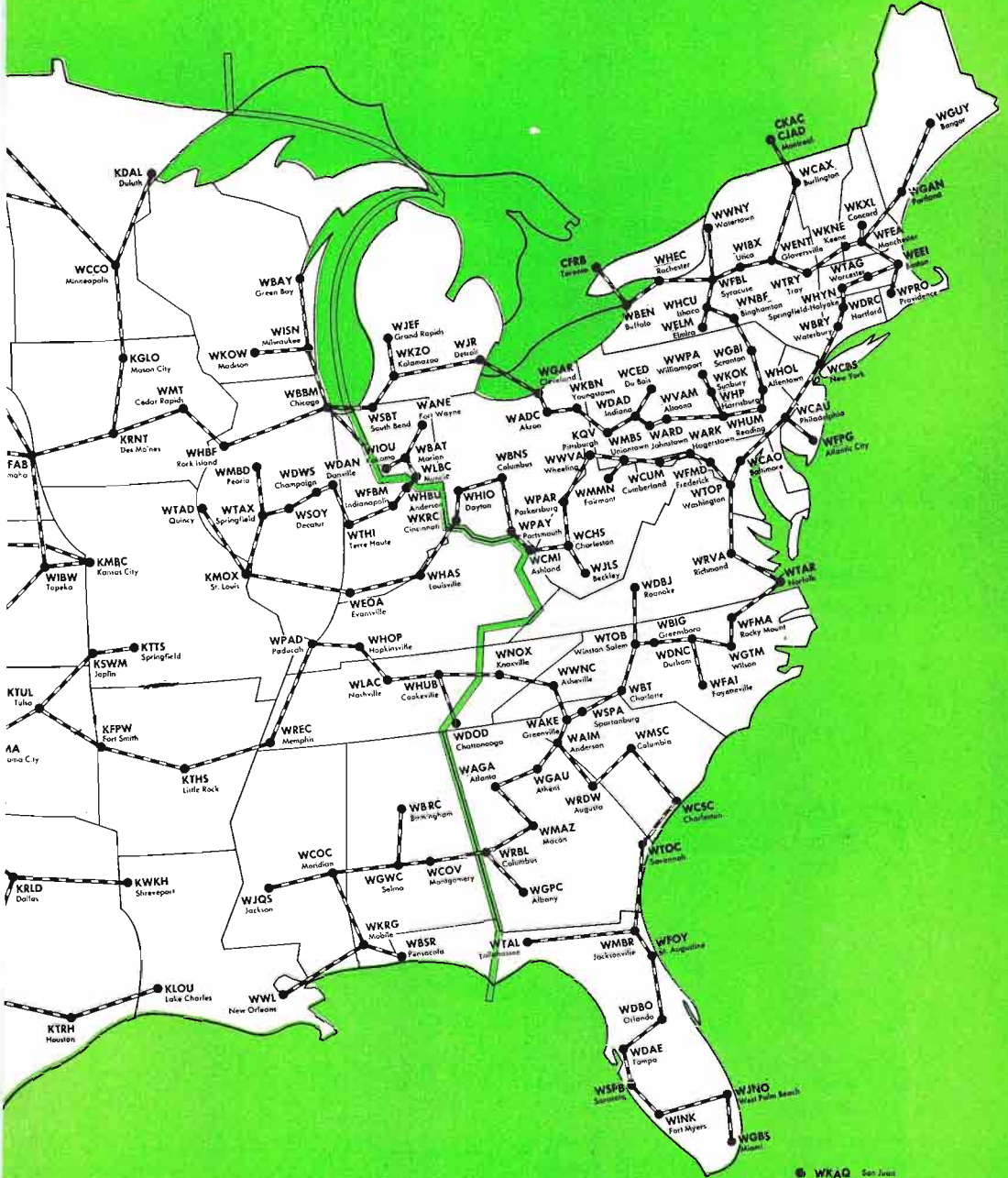
Today, radio is practically a brand new industry, in many respects more dynamic than it was before television came along. The number of sets in the nation has increased vastly. And if the number of families who listen to these sets has also increased—as it has—it is because people continue to depend on the unique pleasures and company that radio brings into their busy lives.

# CBS RADIO





# NETWORK



ST  
ages

WKQA San Juan

# CBS, INC.

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

Telephone: PLaza 1-2345

Registered Telegraphic Address—COLUMBIA NEW YORK

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Palace Hotel, San Francisco 5

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CBS-Owned Stations Promotion  
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For television personnel turn to TELEVISION YEAR BOOK in this volume



# Individual Listeners Examined As Radio Gets a Re-Evaluation



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

WE at Mutual took a thorough-going look at radio in 1954. We spent a few days last November looking back over our shoulders at the 20 years of Mutual's broadcasting past. We also spent some hard cash to survey radio as it actually is today, to find the changing character of the individual listener due to television's inroads — where he is each quarter-hour and what he is doing — so our advertisers could know best when to reach him.

We found that all day long people spent as much of their time listening to radio as they did viewing television.

We found radio to be a **living medium**, not just a **living-room medium**.



I made several statements about radio during the year as representative of our thinking around the Mutual network. These statements stem from our year-long study of Radio—1954 and they still stand for 1955.

They are: "Radio is clearly established anew today as a dynamic force which affects the **working, playing and buying** habits of the majority of **individual** Americans." And —



"Our concepts of radio — both network and local — must be re-assessed in the light of the recently completed Ward Daily Living Habits Survey, for it reveals that millions of people listen to radio at the moment they awake, while they dress, while they eat, while they work and drive their autos; while they relax — at home and outside the home until they retire at night. No other medium has become so extensively an all-day companion in modern living." And again —

"No prophesiers can foretell the future role of radio any more than they can foresee all of television's possibilities, but we at Mutual are convinced that the widespread diversification of radio and its singular quality allowing 'concurrent activity' while listening, are facts which portend a long and vigorous life for radio."

When we counted noses (or I should say, ears) through a nationwide study employing 40,000 individual diaries, we found definite facts which cannot be disregarded by anyone who has an interest in the broadcasting industry — whether he be an advertiser spending his money on radio and television media, an advertising agency man or a man engaged in local or network broadcasting.



The facts which we offer for consideration are these:

- Of all the time people spent during the day in listening to radio or watching television — 70% was devoted to radio listening and 30% to TV-viewing and for both day and evening combined radio's share is 48%; TV's 52%.

- Radio is a "concurrent activity," commanding the listener's attention while he is engaged in doing something else, as is possible with no other medium in like manner.

- More than 96% of the American population own radios in working order and there are more than 110,000,000 radio sets in the country.

- Radio listening is everywhere and radio's location is everywhere — in all rooms of the home, the kitchen, the den, the bedroom, the workshop; radio follows us outside the home wherever we go.

- We found that radios are located 34% in the living room; 27% in the bedroom; 23% in the kitchen and 16% in other places of the home.



The fact that Mutual's voice is "local" in 572 cities and that we can be proud of our list of radio's top advertisers and agencies, does not necessarily indicate that the future can only be rosy. Today's buyer of time — dazzled though he may be by the wonders of our visual competitor — wants, is entitled to, and should get that kind of intimate knowledge of the listening habits of human beings which can enable him to turn the profit which is his justification for doing business with any medium.

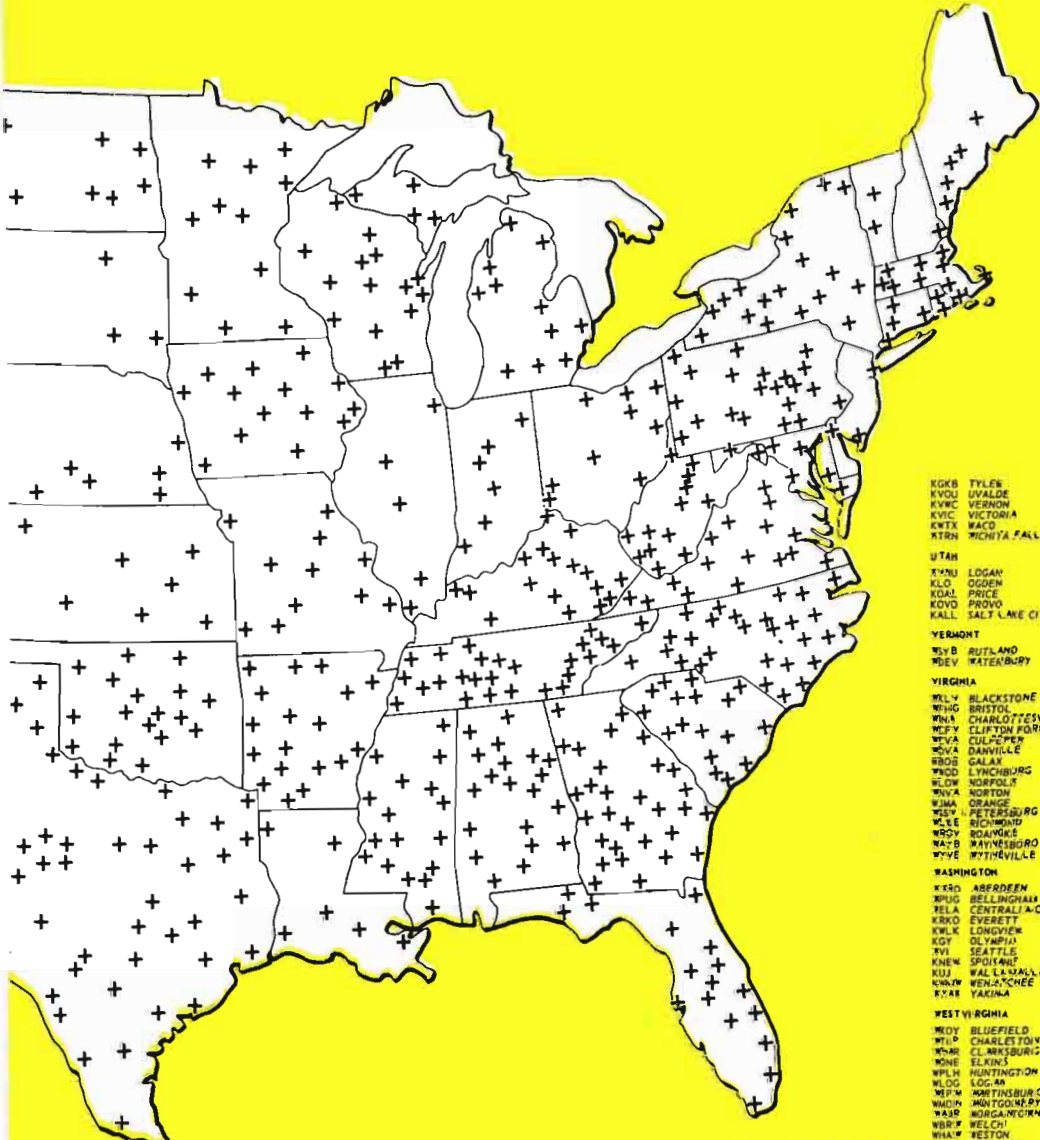
# MUTUAL BROADCAST

- ALABAMA**  
 WCTA ANDALUSIA  
 WSPC ANNISTON  
 WILD BIRMINGHAM  
 WEBJ BREWTON  
 WKLL CULLMAN  
 WWSL DECATUR  
 WXAL DEMOPOLIS  
 WGRD GADSDEN  
 WJBB HALEYVILLE  
 WBHP HUNTSVILLE  
 WPBB JACKSON  
 WWSB JASPER  
 WJZZ MONTGOMERY  
 WLAY MUSCLE SHOALS  
 WJHO OPELKA  
 WFEF SYLACAUGA  
 WHTB TALLADEGA  
 WTSF TROY  
 WTBC TUSCALOOSA
- ARIZONA**  
 KSNM BISBEE  
 KAWT DOUGLAS  
 KCLS FLAGSTAFF  
 KFDY PHOENIX  
 KTUC TUCSON  
 KYNV WINSLOW  
 KYMA YUMA
- ARKANSAS**  
 KVCB ARKADIELPHIA  
 KBTIA BATESVILLE  
 KAMD CAMDEN  
 KGRH FAYETTEVILLE  
 KRNH FORT SMITH  
 KHOZ HARRISON  
 KFFA HELENA  
 KZAR HOPE  
 KWFC HOT SPRINGS  
 KBTM JONESBORO  
 KZLR LITTLE ROCK  
 KYMA MAGNOLIA  
 KENA MEHA  
 KTLO MOUNTAIN HOME  
 KOTN PINE BLUFF  
 KXJL RUSSELLVILLE  
 KUOA SILOAM SPRINGS  
 KWAK STUTTGART
- CALIFORNIA**  
 KBAK BAKERSFIELD  
 KKOC CHICO  
 KXD EL CENTRO  
 KIEM EUREKA  
 KENO FRESNO  
 KJLI LOS ANGELES  
 KMYC MARYSVILLE  
 KYOS MERCED  
 KPRR PASO ROBLES  
 KXOA SACRAMENTO  
 KSBW SALINAS-MONTEREY  
 KFSM SAN BERNARDINO  
 KOB SAN DIEGO  
 KPRC SAN FRANCISCO  
 KVEK SAN LUIS OBISPO  
 KDB SANTA BARBARA  
 KXQB STOCKTON  
 KOK TULARE-VIDALIA  
 KVEN VENTURA
- COLORADO**  
 KGIW ALAMOSA  
 KMMN DENVER  
 KJUP DURANGO  
 KGLN GLENWOOD SPRINGS  
 KFJK GRAND JUNCTION  
 KBNZ LA JUNTA  
 KCSJ PUEBLO  
 KVRH SALIDA  
 KCRF TRINIDAD
- CONNECTICUT**  
 WCC BRIDGEPORT  
 WTH Hartford  
 WMLC NEW LONDON  
 WCCO WATERBURY
- DELAWARE**  
 WAMS WILMINGTON
- D. C.**  
 WDC WASHINGTON
- FLORIDA**  
 WNDP DAYTONA BEACH  
 WIFA FORT PIERCE  
 WJFP GAINESVILLE  
 WJHP JACKSONVILLE  
 WYWF KEY WEST  
 WQNN LAKELAND  
 WLEB LEESBURG  
 WYTS MARIANNA  
 WMAW MELBOURNE  
 WYAT MIAMI  
 WLOF ORLANDO  
 WPCF PANAMA CITY  
 WCHN QUINCY  
 WTSP ST. PETERSBURG-TAMPA  
 WJCM SEBRING  
 WIRK WEST PALM BEACH  
 WQIR WINTER HAVEN
- GEORGIA**  
 WDC AMERICUS  
 WOKI ATLANTA  
 WBSQ AUGUSTA  
 WAGR BAINBRIDGE  
 WMOG BRUNSWICK  
 WBHF CARTERSVILLE  
 WPHX COLUMBIAS-PHENIX CITY  
 WJAM CORDELE  
 WBLJ DALTON  
 WNDM DAKSON  
 WMLT DUBLIN  
 WCCB ELBERTON  
 WBBB FITZGERALD  
 WUGA GAINESVILLE  
 WGGI GRIFFIN  
 WLAG LA GRANGE  
 WHEX MACON  
 WMYG MILLEDGEVILLE  
 WCHN NEWNAN  
 WCPA ROME  
 WCCP SAVANNAH  
 WYNS STATESBORO  
 WST THOMASTON  
 WTHA THOMSON  
 WYIS TIFTON  
 WLET TOCOSA  
 WGOV VALDOSTA

- WYOP VIDALIA**  
**WAYT WAYCROSS**  
**WBRO WAYNESBORO**
- IDAHO**  
 KVMH COEUR D'ALENE  
 KIFI IDAHO FALLS  
 KRLC LEWISTON  
 YPKD NAMPA-BOISE  
 KWLJ POCAATELLO  
 KLIJ TWIN FALLS  
 KWAL WALLACE
- ILLINOIS**  
 WKRO CAIRO  
 WGN CHICAGO  
 WJW MERRIN  
 WJRL PEORIA  
 WCVS SPRINGFIELD
- INDIANA**  
 WBW BEDFORD  
 WJG FORT WAYNE  
 WJG INDIANAPOLIS  
 WASK LAFAYETTE  
 WSAI LOGANSPORT  
 WADY VINCENTNES
- IOWA**  
 KCRG CEDAR RAPIDS  
 KROS CLINTON  
 KSTT DAVENPORT  
 KDEC DECORAH  
 KDMO DES MOINES  
 WBOQ DUBUQUE  
 KVPD FORT DOGUE  
 KFJB MARSHALLTOWN  
 KRIB MASON CITY  
 KBIE OTTUMWA  
 KFHF SHERMANSOAK  
 XCOM SIOUX CITY  
 KICD SPENCER  
 KWL WATERLOO
- KANSAS**  
 KQMD DODGE CITY  
 KTSW EMPORIA  
 KWGB GOODLAND  
 KMD INDEPENDENCE  
 XSAL SALINA  
 KTOP TOPEKA  
 KAKE WICHITA
- KENTUCKY**  
 WBLJ BOWLING GREEN  
 WCTT CORBIN  
 WCM CUMBERLAND  
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 WFKY FRANKFORT  
 WHLN HARTAN  
 WKIC HAZARD  
 WSON HENDERSON  
 LEXINGTON  
 WGR LOUISVILLE  
 WRTM MARYSVILLE  
 WOV OWENSBORO  
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 WKEY RICHMOND  
 WFC SOMERSET  
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- LOUISIANA**  
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 WIDE BIDDEFORD  
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 WJPR GREENVILLE  
 WALE FALL RIVER  
 WMAI FITCHBURG  
 WJH GREENFIELD  
 WJH LOWELL-LAURENCE  
 WMAI NEW BEDFORD  
 WJH PITTSFIELD  
 WMAI SPRINGFIELD  
 WOCB WEST YARMOUTH  
 WMAI WORCESTER
- MICHIGAN**  
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 WBCX BATTLE CREEK  
 WAT TAYLOR  
 CKLW DETROIT  
 WBOC ESCANABA  
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 KBYR BILLINGS  
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 KQAN GREAT FALLS  
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 KGEZ RALDPELL  
 KXLO LEWISTOWN  
 KPRK LIVINGSTON  
 KATL NILES CITY  
 KTYI SHELBY  
 KCKX SIOUX
- NEW JERSEY**  
 WHD ATLANTIC CITY
- NEW MEXICO**  
 KALO ALAMOGORDO  
 KAGB ALBUQUERQUE  
 KSPV ARTESIA  
 KICA CLOVIS  
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 KOBE LAS CRUCES  
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 WJBL RODELL  
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- NEW YORK**  
 WPTR ALBANY  
 WMO ALBURN  
 WETA BATAVIA  
 WBP BINGHAMTON  
 WEB BUFFALO  
 WENY ELmira  
 WLOE HORNELL  
 WJEA JAMESTOWN
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 WLOS ASHEVILLE  
 WBBB BURLINGTON  
 WST CHARLOTTE  
 WSSB DURHAM  
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 WNCN NEWTON  
 WCBT RALEIGH  
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 WSTP SALSIBURY  
 WONS SHELBY  
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 WLE WALLACE  
 WENC WHITEVILLE  
 WCHN WILMINGTON  
 WYOT WILSON  
 WTOB WINSTON-SALEM
- OHIO**  
 WHCK AKRON  
 WPCO CINCINNATI  
 WCV CINCINNATI

# CASTING SYSTEM



**OHIO**  
 WKH CLEVELAND  
 WTVN COLUMBUS  
 WRIO IRONTON  
 WDOA WARETTA  
 WEC JANDUSKY  
 WTV STEUBENVILLE  
 WTVH YOUNGSTOWN-WARREN  
  
**OKLAHOMA**  
 KAD-10A  
 KTDW ALTUS  
 KVOA ARDMORE  
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 KRCO CHICKASAW  
 KRHD DUNCAN  
 KASA ELK CITY  
 KORA ENID  
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 KWSH TULSA  
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 KSPN OKMULCEE  
 KARC TULSA  
 KWSH TULSA  
 KSD-10B

KCKB TYLER  
 KVOU UVALDE  
 KVERNON VERNON  
 KVIC VICTORIA  
 KWCO WACO  
 WCHTA WICHITA FALLS  
  
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 WYB RUTLAND  
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 WBL-1 BLACKSTONE  
 WHGG BRISTOL  
 WMA CHARLOTTESVILLE  
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 WVA DANVILLE  
 WVA GALEX  
 WVD LYNCHBURG  
 WVD NORFOLK  
 WVA NORTON  
 WMA ORANGE  
 WVA PETERSBURG  
 WLE RICHMOND  
 WSS ROANOKE  
 WATB WAYNESBORO  
 WVE PITTSVILLE

**WASHINGTON**  
 KRD ABERDEEN  
 KXUG BELLINGHAM  
 RELA CENTRALIA-CHAMALIS  
 EVERETT  
 KWLK LONGVIEW  
 KGT OLYMPIA  
 SEATTLE  
 KNEW SPOKANE  
 WAL LAKELAND  
 KVM WENATCHEE  
 KVAR YAKIMA

**WEST VIRGINIA**  
 WDOY BLUEFIELD  
 WTP CHARLESTON  
 WMBR CLARKSBURG  
 WELK ELKINS  
 WPLH HUNTINGTON  
 WLDG LOGAN  
 WMDN MONTGOMERY  
 WMBR MORGANTOWN  
 WBRP WELCH  
 WHA WESTON  
 WTV SHEELING  
 WTH WILLIAMSON

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 WBRP WELCH  
 WHA WESTON  
 WTV SHEELING  
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# M U T U A L BROADCASTING SYSTEM

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1440 Broadway, New York 18, N. Y.  
Telephone: Longacre 4-8000

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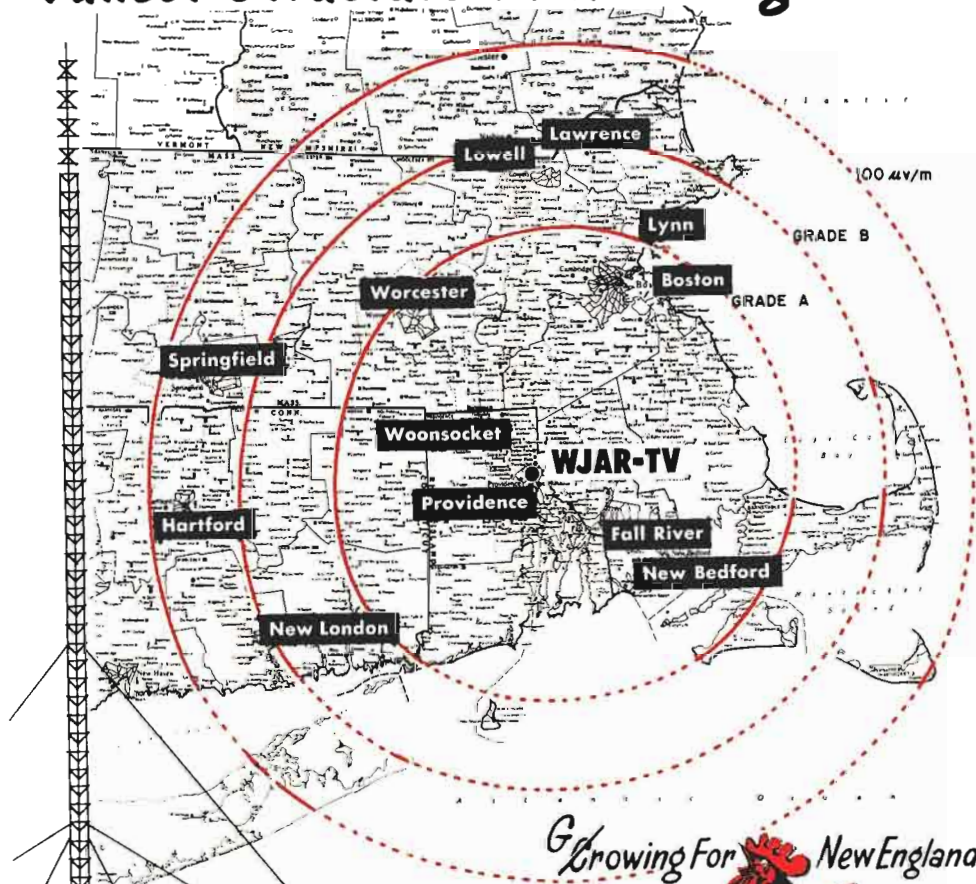
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# MORE POWER! (316,000 WATTS) HIGHER TOWER!

(1049 Ft. Above Mean Sea Level)

## Tallest Structure In New England



# POWERFUL

# WJAR-TV

CHANNEL

# 10

PROVIDENCE, RHODE ISLAND





## Launching of 'Spectaculars'

### Forms 1954 Programming News



By **ROBERT W. SARNOFF**  
Executive Vice President, NBC

A NEW look in television programming and sales patterns, coupled with the emergence of color television as a national service, endowed the medium with fresh vitality and excitement and made the industry's biggest news for the year 1954.

To those of us at the National Broadcasting Company who were privileged to have a hand in building these patterns, it was a year of venture and a year of vindication.



We ventured into new concepts of programming — concepts designed to make more people spend more time at more sets. We ventured further into new concepts of selling — concepts designed to open this powerful medium to a broader base of national advertisers and to provide a sales flexibility never before possible.

We believe we were vindicated by the high ratings of our great new shows, by public reaction to our pioneering in daytime and late-night shows. We believe we were vindicated by the 250 national advertisers — an industry record — attracted by NBC during the year, and by the excitement generated among clients, advertising agencies and dealers selling NBC-advertised products.



Launching of the "spectaculars" last fall constituted the biggest programming news of the year. These much-discussed productions in color brought to television a powerhouse of entertainment values surpassing anything ever seen on a regular basis. Quarter-million-dollar productions, formerly limited to one-shot specials, became part of the viewer's regular diet.

The "spectaculars" were high-attraction hits right from the start — the first two each attracted an estimated 31,000,000 viewers — but the "spectaculars" were only part of our schedule's new look. NBC entered the fall season with no less than 38 new programs, at least one new program every evening of the

week, and many scattered through the daytime schedule.

In March, HOME, a new concept in women's service programming, was introduced. In September, NBC pioneered in late-evening television with TONIGHT. These two magazine-type shows and the established early-morning favorite, TODAY, together make up a full-third of our total network time, and have brought in dozens of advertisers who could never before afford national exposure. These three programs grossed about \$14,000,000 in 1954 and proved the commercial soundness of this NBC-created type of programming and sales.



Our color cameras made television history — and the front pages — when we presented a colorcast from Fort Meade on the use of television in warfare. Through portable cameras in the hands of front-line scouts and in a reconnaissance plane, a commander was able to follow on monitors the action in a series of maneuvers staged for our cameras. This significant advance in the art of warfare was shown in cooperation with the Radio Corporation of America, which pioneered military television, and the U. S. Army.



The NBC Film Division, one of our major operating divisions, provided TV stations with 736 weekly half-hours of local programming, a sensational advance over the figure of 235 for 1953. More than 1,120 Film Division program sales were made in all markets. In New York, with 10 programs on the air, the NBC Film Division was providing more programming than any other syndicator.

This, then, is a thumbnail sketch of the National Broadcasting Company's activities for 1954. We feel it's a story of progress, of expansion, of pioneering. We hope we have contributed to making the broadcast medium an ever greater force in the social, cultural and economic life of America. This remains our goal as we go into 1955.

# NATIONAL BROAD



Midnight Sun Broadcasting Company  
 KENO Anchorage  
 KFAR Fairbanks  
 Aurora Broadcasters, Inc.  
 KASJ Seattle  
 KJNC Junction  
 KCLD Bend  
 OZRH Medford  
 Wireless stations and the 500,000 watt  
 power only and subject to change without  
 notice.

# CASTING COMPANY



# NATIONAL BROADCASTING COMPANY, INC.

□ □ □

30 Rockefeller Plaza, New York 20, N. Y.  
Telephone: Circle 7-8300

Registered Telegraphic Address: NATBROADCAST NEW YORK

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 Joseph D'Agostino..... Liaison Engineer  
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 George M. Nixon..... Manager of Engineering Development  
 Chester A. Rackey..... Manager of Audio-Video Engineering  
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 David A. Bradfoot..... Manager of Salary Administration  
 Dr. Bernard Handler..... Company Physician

Donald H. Mackenzie...Manager of Employment  
and Records  
Charles J. Moos...Labor Relations Coordinator  
Donald A. Rutledge...Manager of Training,  
Policy, Benefits and Communications  
Edmund Souhami...Labor Relations Coordinator

### FINANCE DIVISION

Joseph V. Hefferhan...Financial Vice President

#### Legal Department

Thomas E. Ervin...Vice President and  
General Attorney  
John V. Shute...Assistant General Attorney  
James E. Denning...Senior Attorney

#### Treasurer's Department

Joseph A. McDonald...Treasurer  
William A. Williams...Assistant Treasurer

#### Tax Department

Harry McKeon...Director of Tax Department  
Joseph Akulonis...Assistant Director of  
Tax Department

### ORGANIZATIONS SERVING THE RADIO NETWORK PUBLIC RELATIONS DIVISION

Kenneth W. Bilby...Vice President for  
Public Relations

#### Continuity Acceptance Department

Stockton Helffrich...Manager of Continuity  
Acceptance  
Carl Watson...Assistant Manager of  
Continuity Acceptance

#### National Advertising and Promotion Department

John Porter...Manager of National Adv. and  
Promotion  
Clyde Clem...National Audience Promotion  
John Graham...Art Director  
Edwin Vane...National Sales Promotion Mgr.

#### Press and Publicity Department

Sydney H. Eiges...Vice President in Charge  
of Press and Publicity  
Mike Horton...Director of Information  
Ellis O. Moore...Director of the Press Department  
Cornelius Sullivan...Public Relations  
Representative  
Donald Bishop...Program Publicity Manager  
Kathryn Cole...Manager of Information  
William Anderson...Manager of Business  
and Trade Publicity  
Sidney Desfor...Photo Editor  
Auriel Macfie...Magazine Editor  
John McTigue...Supervisor of Radio Net Publicity  
Lucy Towle...Supervisor of Public Affairs  
Promotion

#### Research and Planning Department

Hugh M. Beville...Director of Research  
and Planning

Dr. Thomas E. Coffin...Manager of Research  
Allen R. Cooper...Manager of Markets and Media  
James Cornell...Manager of Audience  
Measurement  
Barry Ruple...Manager of Plans

### STATION RELATIONS DIVISION

Harry Bannister...Vice President for  
Station Relations  
Thomas Knode...Director of Stations Relations  
Sheldon B. Hickox...Director of Station  
Relations for the Pacific Division

#### Talent Department

Gustav B. Margraf...Vice President for Talent  
Martin J. Begley...Casting Director  
Mitchell Benson...Management of Contact  
Administration  
Ross Donaldson...Supervisor of Literary  
Rights and Story

#### Public Affairs Department

Davidson Taylor...Vice President in Charge of  
Public Affairs  
Thomas S. Gallery...Manager of Sports  
William McAndrew...Director of NBC News  
Edward Stanley...Manager of Public Service  
Programs  
Leslie C. Vaughan...Business Manager—  
Public Affairs  
Barry Wood...Director of Special Events

#### Production and Business Affairs Department

H. Earl Rettig...Vice President in Charge of  
Production and Business Affairs  
Leonard E. Hale...Director of Production  
Anthony M. Hennig...Associate Director of  
Production  
William V. Sargent...Divisional Business  
Manager—Television Network Programs

#### Technical Operations

George McElrath...Director of Technical Operations  
Andrew L. Hammerschmidt...Associate Director  
of Technical Operations  
Arthur A. Garbade...Business Manager of  
Technical Operations  
Frederick G. Knopfke...Manager of Sound Effects  
Gerald M. Sellar...Manager of Radio Technical  
Operations  
Edwin Wilbur...Networks Technical  
Operations Supervisor

### RADIO NETWORK DIVISION

Robert W. Sarnoff...Executive Vice President

#### Divisional Business Manager Department

Theodore Zaer...Divisional Business Manager  
for the Radio Network  
James M. Gladstone...Analyst Operations  
Grace Sniffen...Program Cost Accountant  
Marion Stephenson...Divisional Budget Manager

## Radio Network Programs Department

John P. Cleary..... Director of Radio Network Programs  
John Curran... Supervisor of Program Operations  
Robert Wogan... Supervisor of Program Operations  
Van Woodward..... Supervisor of Script

## Radio Network Sales Department

Frederic L. Horton... Director Radio Network Sales  
Vinton Freedley, Jr.... National Sales Manager—  
Radio Network  
Howard Gardner..... Director of Radio Network  
Sales Development  
Robert C. Hitchens..... Radio Network Sales  
Presentation Manager  
Sackett Miles..... Manager of Radio Network  
Sales Service

## NBC-OWNED STATIONS AND NBC SPOT SALES DIVISION

Charles R. Denny... Vice President in Charge  
of NBC owned Stations and NBC Spot Sales  
Charles C. Bevis, Jr..... General Executive  
Charles H. Coledge..... Director of Technical  
Operations  
Thomas S. O'Brien... Divisional Business Manager

### WRCA—WRCA-FM, New York

Hamilton Shea..... Vice President in Charge of  
WRCA, WRCA-FM  
Ernest De la Ossa..... Manager of Business  
Development, WRCA, WRCA-FM  
William A. Berns..... Manager of News and  
Public Service  
Robert F. Blake... Director of Press and Publicity  
Max Buck..... Director of Advertising,  
Promotion and Merchandising  
Arthur Hamilton..... Manager of Production  
and Business Affairs  
George C. Stevens..... Sales Manager, WRCA  
Steve White..... Program Manager for WRCA

### WMAQ, WMAQ-FM, Chicago

Jules Herbeuoux..... General Manager WMAQ,  
WMAQ-FM  
Henry T. Sjogren... Assistant General Manager  
WMAQ, WMAQ-FM  
Charles V. Dresser..... Director of Sales  
George Heinemann... Director of Programming  
Neil Murphy..... Station Business Manager  
John F. Whalley..... Director of Operations

### WTAM, WTAM-FM, Cleveland

Lloyd E. Yoder..... General Manager of  
WTAM, WTAM-FM  
William N. Davidson..... Assistant General  
Manager and Director of Sales  
Lawson J. Deming..... Radio Program Manager  
Samuel E. Leonard..... Engineer-in-Charge  
John L. McHale..... Station Business Manager

### KNBC, KNBC-FM, San Francisco

George Greaves..... General Manager for  
KNBC, KNBC-FM

William K. McDaniel..... Sales Manager  
Curtis D. Peck..... Manager of Radio Technical  
Operations, Integrated Services  
John L. Thompson... Station Business Manager

## WRC, WRC-FM, Washington

Carleton D. Smith..... Vice President and  
General Manager for WRC, WRC-FM  
Joseph Goodfellow..... Director of Sales  
James Kovach..... Director of Programs  
John Levan..... Station Business Manager  
Lefferts A. McClelland... Director of Operations  
John G. Rogers..... Engineer-in-Charge  
Jay Royen..... Director of Publicity

## National Spot Sales

Thomas B. McFadden... Vice President in Charge  
of National Spot Sales  
Richard H. Close..... National Manager of  
Represented Stations  
Harold W. Shephard..... National Director of  
Radio Spot Sales  
George Dietrich..... National Manager of Radio  
Spot Sales  
Caroline Herbert..... Manager of Sales Service

## WASHINGTON EXECUTIVE OFFICE

Frank M. Russell... Vice President—Washington

## PACIFIC DIVISION

John K. West..... Vice President for the  
Pacific Division  
Frederic W. Wile, Jr... Vice President in Charge  
of Television and Radio Network Program  
Division (Pacific)  
Lewis S. Frost..... Coordinator of Regional  
Network Activities  
Karel Pearson..... Program Manager  
Thomas W. Sarnoff... Director of Production  
Oscar C. Turner... Personnel and Labor Relations  
Manager

## FOREIGN OFFICES

### England

Romney Wheeler, National Broadcasting Company,  
Inc., 2 Mansfield Street, London W1, England.

### France

Paul Archinard, William Frye, 52 Avenue des  
Champs Elysees, Room 533, Paris 8, France.

### Rome

Jack Begon, 54 Via Della Mercede, Rome, Italy.

### Japan-Korea

George Thomas Folster, Wilson Hall, John Rich,  
James G. Robinson, Nikkatsu Building, Number  
1-1, Yura Kucho Chiyodaku, Tokyo, Japan.

### Germany

Robert McCormick, Press Center (American),  
APO 757, c/o PM, New York, New York.

For television personnel turn to TELEVISION YEAR BOOK in this volume





# Successful Radio Advertising Plan Sets "People in Motion"



By **SIDNEY J. WOLF**

President

Keystone Broadcasting System, Inc.

IF we start with the premise that the function of advertising is to effectively fortify sales efforts at all levels, and this seems elementary, we can add that in order to effectively aid sales results we have to move people at all levels.



Keystone moves people in two vital ways—First it gets people into motion and keeps them moving—in the interest of and in the direction of its advertisers' products. The Keystone Broadcasting System Network of Hometown and Rural stations are listened to! They're heard!



We deliver an audience to the advertiser. This is media's prime responsibility. In 1954 one of our vey good advertisers not only asked . . . "who's listening?" . . . but added the sharply pointed question . . . "how many?" So a survey was ordered. This suvey was made by Gould, Gleiss and Benn, Inc., and we give you a few sample audience measurements in representative markets:

City and State	Average Share of Audience	Average Rating
Andalusia, Ala.	65	18.4
Cordele, Ga.	93	28.7
Crestview, Fla.	46	16.5
McMinnville, Tenn.	75	15.3
Norton, Va.	80	20.6



You can imagine how this advertising agency felt after seeing the evidence which indicated that Keystone Broadcasting System was not only delivering the audience but at a dollar cost that made his media buyer look like a real hero (to say nothing of how good we at Keystone felt about it all). This advertiser called the results of this survey, "the most astonishing he'd ever seen in radio."

Having delivered the audience, and assuming that the advertiser has a good product, creditably dramatized for audio advertising by good copy, we move people in the direction of the retail store. People in motion and in the right direction. What happens now? Some advertisers think they don't need "merchandising assistance" and maybe that's principally the fault of those who have persistently abused the words, "merchandising assistance." Without blushing or boasting I can say to all concerned that we at Keystone with the invaluable and energetic cooperation of most of our station affiliates really deliver on merchandising. And by merchandising assistance I don't mean just a mimeographed notice to retailers that a "smashing campaign of radio programs or announcements is soon to bust loose in this market." I mean that before the advertising hits the consumer, KBS stations put men into motion . . . they hit the streets—the main streets and the side streets and they make sure that the product is stocked. They make sure that it's up in front where the customer can see it. They make sure that display material is used and very frequently they help the dealer dress his windows, arrange mass floor displays, paste up streamers and generally get the store ready to receive the interested radio customer and the store personnel ready to sell!



Keystone has been growing . . . in a healthy way. This is in brief a tabulation of the ways in which we think Keystone has forged ahead in 1954 and we'll add a small type forecast as to what we think we'll accomplish in 1955.



The volume of business done by Keystone in 1954 exceeded any previous year, but in 1955 we will double the volume of 1954 even though TV is growing at a fast rate.

# KEYSTONE BROAI

## ALABAMA

WRFS Alexander City  
WCTA Andalusia  
WANA Anniston  
WLD Birmingham  
WEBJ Brewton  
WRAG Carrollton  
WKLF Clanton  
WKUL Cullman  
WMSL Decatur  
WULA Demopolis  
WULA Eufaula  
WWFF Fayette  
WOWL Florence-Muscle Shoals  
WZOB Fort Payne  
WETO Gadsden  
WGYV Greenville  
WGSV Guntersville  
WJBB Haleyville  
WBHP Huntsville  
WPBB Jackson  
WWWB Jasper  
WMOZ Mobile  
WMFC Monroeville  
WJHO Opelika  
WELR Roanoke  
WWRV Russellville  
WROS Scottsboro  
WHBB Selma  
WFB Sylacauga  
WHTB Talladega  
WTFB Troy  
WTBC Tuscaloosa  
WTUS Tuskegee  
WETU Wetumpka

## ARIZONA

KCKY Coolidge  
KCLS Flagstaff  
KRIZ Phoenix

## ARKANSAS

KVRC Arkadelphia  
KBTA Batesville  
KBBA Benton  
KAMD Camden  
KCON Conway  
KAGH Crossett  
KDMS El Dorado  
KGRH Fayetteville  
KXJH, Forrest City  
KHOZ Harrison  
KFFA Helena  
KXAR Hope  
KBHS Hot Springs  
KBTM Jonesboro  
KVLK Little Rock  
KVSA McGahee  
KVMA Magnolia  
KDAS Malvern  
KENA Mena  
KOSE Osceola  
KDRS Paragould  
KOTN Pine Bluff  
KPOC Pocahontas  
KXJR Russellville  
KWCB Searcy  
KBRS Springdale  
KWAK Stuttgart

## CALIFORNIA

KIBS Bishop  
KBMX Coalinga  
KRDU Dinuba  
KDAC Fort Bragg  
KCYR Lodi  
KGER Long Beach  
KYDS Merced  
KMBV Monterey  
KSFE Needles  
KMOR Oroville  
KPRL Pasco Robles  
KAFP Petaluma  
KTIP Porterville  
KBLF Red Bluff  
KVEC San Luis Obispo  
KSMA Santa Maria  
KSPA Santa Paula  
KROG Sonora  
KSUE Susanville  
KTKR Taft  
KTUR Turlock  
KUDU Ventura

## COLORADO

KGIW Alamosa  
KRLN Canon City  
KRAI Craig  
KLIR Denver  
KIUP Durango  
KFTM Fort Morgan  
KYDU Greeley  
KBNZ La Junta  
KLVC Leadville  
KLMO Longmont  
KSLV Monte Vista  
KUBC Montrose

KVRH Salida  
KCRT Trinidad

## FLORIDA

WTRL Bradenton  
WTAN Clearwater  
WKKO Cocoa  
WCNU Crestview  
WBRD Fort Lauderdale  
WINK Fort Myers  
WARN Fort Pierce  
WGGG Gainesville  
WJVB Jacksonville Beach  
WKWF Key West  
WIPC Lake Wales  
WLBE Leesburg  
WNER Live Oak  
WTVS Marianna  
WWPB Miami  
WSBB New Smyrna Beach  
WTMC Ocala  
WVFF Palatka  
WDLF Panama City  
WPRY Perry  
WPLA Plant City  
WFOY St. Augustine  
WTRR Sanford  
WKXY Sarasota  
WJCM Sebring  
WSTU Stuart  
WTTT Tallahassee  
WEBK Tampa

## GEORGIA

WDEC Americus  
WGAU Athens  
WAUG Augusta  
WMGR Bainbridge  
WMOG Brunswick  
WGRA Cairo  
WCLB Camilla  
WLBB Carrollton  
WBHF Cartersville  
WGAA Cedartown  
WJLM Cordale  
WGFCS Covington  
WBLJ Dalton  
WOWD Dawson  
WGLS Decatur  
WOMG Douglas  
WMLT Dublin  
WTHJ East Point  
WSGC Elberton  
WBHB Fitzgerald  
WPFM Fort Valley  
WGGG Gainesville  
WKEU Griffin  
WCEH Hawkinsville  
WBRJ Jesup  
WLFA Lafayette  
WLAG La Grange  
WFOH Marietta  
WMVG Milledgeville  
WRRR Monroe  
WMA G Moultrie  
WVGA Rome  
WVNS Statesboro  
WSFT Thomason  
WTWA Thomson  
WLET Tooeva  
WYOP Vidalia  
WAYX Waycross  
WBRU Waynesboro  
WRLD West Point  
WIMO Winder

## IDAHO

KGEM Boise  
KBAR Burley  
KFIJ Idaho Falls  
KRPL Moscow  
KWKI Pocatello  
KPSF Preston  
KRXX Rexburg  
KSPT Sandpoint  
KLIX Twin Falls

## ILLINOIS

WOKZ Alton  
WBYS Canton  
WROY Carmi  
WEIC Charleston  
WCRA Effingham  
WRMN Elgin  
WEBQ Harrisburg  
WJPF Herrin  
WKEI Kewanee  
WPRC Lincoln  
WSMI Litchfield  
WKAI Macomb  
WMDK Metropolis  
WVMC Mt. Carmel  
WINI Murphysboro  
WLVN Olney  
WPRS Paris  
WKID Urbana

## INDIANA

WCBC Anderson

WBNL Boonville  
WLO Frankfort  
WITZ Jasper  
WSAL Logansport  
WORX Madison  
WPGW Portland  
WSLM Salem  
WJCO Seymour  
WJVA South Bend  
WICJ Tell City  
WKAM Goshen

## IOWA

KASI Ames  
KJAN Atlantic  
KPIG Cedar Rapids  
KCOG Centerville  
KCHA Charles City  
KCHE Cherokee  
KSIB Creston  
KFMA Davenport  
KDEC Decorah  
KLIL Estherville  
KFAD Fairfield  
KXIC Iowa City  
KJFJ Webster City

## KANSAS

KSOK Arkansas City  
KARE Atchison  
KCRB Chanute  
KTSW Emporia  
KMDO Fort Scott  
KIUL Garden City  
KWGB Goodland  
KAYS Hays  
KAYS Hutchinson  
KIND Independence  
KCLD Leavenworth  
KMAN Manhattan  
KNEX McPherson  
KJRG Newton  
KCLK Parsons  
KSEK Pittsburg  
KWSK Pratt

## KENTUCKY

WLBJ Bowling Green  
WTCO Campbellville  
WAIN Columbia  
WCTT Corbin  
WZIP Covington  
WCPM Cumberland  
WHIR Danville  
WIEL Elizabethtown  
WFKY Frankfort  
WFKN Franklin  
WKAY Glasgow  
WHLN Harlan  
WKIC Hazard  
WSON Henderson  
WKOA Hopkinsville  
WLEX Lexington  
WINN Louisville  
WFMW Madisonville  
WFTM Maysville  
WMTK Middlesboro  
WOMI Owensboro  
WSP Paintsville  
WPKE Pikesville  
WPRT Prestonsburg  
WPKY Princeton  
WEKY Richmond

## LOUISIANA

KDBS Alexandria  
KTRY Bastrop  
WIKC Bogalusa  
WARB Covington  
KDLA De Ridder  
WHIL Hammond  
KCIL Houma  
KJEF Jennings  
KWJN Natchitoches  
KANE New Iberia  
KREH Oakdale  
KSLD Opelousas  
KRUS Ruston  
KBSF Springhill  
KTLO Tallulah

## MAINE

WABM Houlton  
WRUM Rumford

## MARYLAND

WASA Havre de Grace  
WPTX Lexington Park

## MASSACHUSETTS

WVOM Brookline  
WREB Holyoke  
WARE Ware

## MICHIGAN

WALM Albion  
WFGY Alma  
WATZ Alpena  
WLEW Bad Axe  
WBRN Big Rapids

WATT Cadillac  
WMRP Flint  
WATC Gaylord  
WIBK Iron River  
WJMS Ironwood  
WJPD Ishpeming  
WCLA Ludington  
WMTA Manistee  
WDMJ Marquette  
WMAW Menominee  
WCMN Mt. Pleasant  
WDAO Owosso  
WMBN Petoskey  
WHLS Port Huron  
WTCM Traverse City

## MINNESOTA

KASM Albany  
KXRA Alexandria  
KBUN Bemidji  
KBMW Breckenridge  
WKLK Cloquet  
KROX Crookston  
WEVE Eveleth  
KOZY Grand Rapids  
KOUZ Hutchinson  
CKFI International Falls  
KLTF Little Falls  
KNU New Ulm  
KOBK Owatonna  
WSHB Stillwater

## MISSISSIPPI

WMPA Aberdeen  
WGCM Biloxi-Gulfport  
WBIP Booneville  
WDOB Canton  
WGLC Centerville  
WCLD Cleveland  
WCUJ Columbia  
WACR Columbus  
WVMA Corinth  
WJPR Greenville  
WGRM Greenwood  
WFDR Hattiesburg  
WMDC Hazlehurst  
WKDZ Kosciusko  
WAML Laurel  
WAPF McComb  
WMBG Macon  
WMSI Natchez  
WMPM Pascagoula  
WHCC Philadelphia  
WRJW Picaayune  
WSSO Starkville  
WTUP Tupelo  
WQBC Vicksburg  
WABO Waynesboro  
WAZF Yazoo City

## MISSOURI

KGMO Cape Girardeau  
KDMO Carthage  
KCRV Caruthersville  
KCHR Charleston  
KCHL Chillicothe  
KDKD Clinton  
KCMU Columbia  
KREI Farmington  
KJCF Festus  
KWOS Jefferson City  
KIRX Kirksville  
KNIM Maryville  
KNCM Moberly  
KRMO Monett  
KBTN Neosho  
KNEM Nevada  
KWOC Poplar Bluff  
KTTR Rola  
KSGM Ste. Genevieve  
KRES Ste. Joseph  
KSMO Sells  
KDRD Sedalia  
KICK Springfield  
KALM Thayer  
KOKO Warrensburg  
KWRE Warrenton  
KWPM West Plains

## MONTANA

KBMY Billings  
KBNM Bozeman  
KDJM Havre  
KCAP Helena  
KGEZ Kalispell  
KXLD Lewistown  
KLCB Libby  
KPRK Livingston  
KATL Miles City  
KIYI Shelby  
KGCX Sidney

## NEBRASKA

KCOW Alliance  
KWBE Beatrice  
KCSR Chadron  
KJSK Columbus  
KHAS Hastings  
KGFV Kearney

# CASTING SYSTEM

KLMS Lincoln  
KBRL McCook  
KODY North Platte  
KOGA Ogallala  
KSID Sidney  
KAWL York

## NEVADA

KRAM Las Vegas  
KATO Reno  
**NEW HAMPSHIRE**

WMOU Berlin  
WKXL Concord  
WLNH Laconia

## NEW JERSEY

WSNJ Bridgeton

## NEX MEXICO

KALG Alamogordo  
KSVP Artesia  
KLMX Clayton  
KOTS Deming  
KVBC Farmington  
KGAK Gallup  
KFEW Hobbs  
KENN Portales  
KBIM Rosewell  
KSIL Silver City  
KCHS Truth-or-Consequences  
KTNM Tucumcari

## NEW YORK

WCSS Amsterdam  
WMBO Auburn  
WOSC Fulton  
WLEA Hornell  
WHUC Hudson  
WJOC Jamestown  
WVOS Liberty  
WLFH Little Falls  
WICY Malone  
WAIL Middletown  
WIRY Plattsburg  
WNBZ Saranac Lake  
WIPS Ticonderoga  
WDLA Walton

## NORTH CAROLINA

WRCS Ahoskie  
WABZ Albemarle  
WGRW Asheville  
WBBS Burlington  
WGGG Concord  
WCKB Dunt  
WCNC Elizabeth City  
WFAI Fayetteville-Fort  
Bragg  
WBB0 Forest City  
WVFG Fuquay Springs  
WLTC Gastonia  
WFMC Goldsboro  
WHNC Henderson  
WHKP Hendersonville  
WHPE High Point  
WJNC Jacksonville  
WELS Kinston  
WEWO Laurinburg  
WLOE Leaksville  
WJRI Lenoir  
WBYJ Lexington  
WTSB Lumberton  
WMAP Monroe  
WHIP Moresville  
WMBL Morehead City  
WPAQ Mount Airy  
W00W New Bern  
WNCC Newton  
WBCB No. Wilkesboro  
WFRC Reidsville  
WCBT Roanoke Rapids  
WCEC Rocky Mount  
WSTP Salisbury  
WWGP Sanford  
WOHS Shelby  
WADE Wadesboro  
WLSE Wallace  
WHED Washington  
WHCC Waynesville  
WENC Whiteville  
WIAM Williamston

## NORTH DAKOTA

KDLR Devils Lake  
KDIX Dickinson  
KNOX Grand Forks  
KEYJ Jamestown  
KGCU Mandan  
KOVV Valley City  
KWBM Williston

## OHIO

WOHP Bellefontaine  
WILE Cambridge  
WAND Canton  
WBEX Chillicothe  
WJER Dover  
WOHI East Liverpool  
WFOB Fostoria

WJEH Gallipolis  
WMOH Hamilton  
WIRO Ironton  
WLMJ Jackson  
WMVO Mount Vernon  
WPTW Pluqa  
WAVI Springfield-Urbana  
WCHO Washington Court  
House  
WVST Wooster

## OKLAHOMA

KADA Ada  
KWHW Altus  
KVSO Ardmore  
KBWL Blackwell  
KWCO Chickasha  
KWHF Cushing  
KRHD Duncan  
KSE0 Durant  
KASA Elk City  
KCRC Enid  
KTAT Frederick  
KTJS Hobart  
KIHN Hugo  
KIMC McAlester  
KDCM Miami  
KMOB Norman  
KBYE Oklahoma City  
KHBB Okmulgee  
KVLH Pauls Valley  
KLCO Poteau  
KOLS Pryor  
KWSH Tri-City  
KOME Tulsa  
KSIW Woodward

## OREGON

KWIN Ashland  
KAST Astoria  
KBKR Baker  
KBNB Bend  
KWRO Coquille  
KASH Eugene  
KLBH La Grande  
KGAL Lebanon  
KMCM McMinnville  
KSRV Oratio  
KODL The Dalles  
KTIL Tillamook

## PENNSYLVANIA

WNCC Barnesboro  
WCDL Carbondale  
WHL Carlisle  
WESA Charleroi  
WCVI ConneUville  
WBUX Doylestown  
WEMR Emporium  
WLEU Erie  
WFAF Farrell  
WGET Gettysburg  
WJUN Huntington  
WDAD Indiana  
WADP Kane  
WAKU Latrobe  
WKRZ Oil City  
WPAZ Pottstown  
WBAM Pottsville  
WKB1 St. Marys  
WATJ Sayre  
WMAJ State College  
WAYZ Waynesboro  
WLYC Williamsport  
WNOW York

## RHODE ISLAND

WADK Newport  
WPAW Pawtucket  
WERI Westerly

## SOUTH CAROLINA

WANS Anderson  
WBAW Barnwell  
WBUJ Beaufort  
WAGS Bishopville  
WACA Camden  
WHAN Charleston  
WGCD Chester  
WELP Easley  
WOLS Florence  
WFGN Gaffney  
WABG Greer  
WHSC Hartsville  
WLCC Lancaster  
WLBG Laurens  
WJAY Mullins  
WMRA Myrtle Beach  
WKDK Newberry  
WDJ Orangeburg  
WRHI Rock Hill  
WSNW Seneca  
WJAN Spartanburg  
WFIG Sumter  
WBCU Union

## SOUTH DAKOTA

KDSJ Deadwood  
KIJV Huron

KISD Sioux Falls  
KWAT Watertown

## TENNESSEE

WLAR Athens  
WJZM Clarksville  
WKRM Columbia  
WHUB Cookeville  
WAEW Crossville  
WOSG Dyersburg  
WEKR Fayetteville  
WHIN Gallatin  
WHBT Harriman  
WIRJ Humboldt  
WDXI Jackson  
WKIN Kingsport  
WKXV Knoxville  
WDXE Lawrenceburg  
WCDR Lebanon  
WLIL Lenoir City  
WJIM Lewisburg  
WDXL Lexington  
WGAP Maryville  
WMMT McMinnville  
WCRK Morristown  
WGNS Murfreesboro  
WNAH Nashville  
WLK Newport  
W0KE Oak Ridge  
WTPR Paris  
WDBL Springfield  
WJIG Tallahoma  
WENK Union City  
WCDT Winchester

## TEXAS

KVLF Alpine  
KBUD Athens  
KRUN Ballinger  
KIOX Bay City  
KRCT Baytown  
KTXC Big Spring  
KNEL Brady  
KSTB Breckenridge  
KWHI Brenham  
KTFY Brownfield  
KBOR Brownsville  
KBWD Brownwood  
KSTA Coleman  
WTAW College Station  
KVMC Colorado City  
KAND Corsicana  
KIVY Crockett  
KXIT Dalhart  
KDLK Del Rio  
KDNT Denton  
KDDD Dumas  
KERC Eastland  
KELP El Paso  
KBLP Falfurrias  
KFLD Floydada  
KFST Ft. Stockton  
KNAF Fredericksburg  
KRZB Freepont  
KGAF Gainesville  
KLUF Galveston  
KCTI Gonzales  
KGLV Greenville  
KCLW Hamilton  
KPLN Hereford  
KHBR Hillsboro  
KLSB Houston  
KSAM Houston  
KEBE Jacksonville  
KTXI Jasper  
KMBL Junction  
KOCO Kilgore  
KPET Lamesa  
KVOZ Laredo  
KV0V Littlefield  
KFRO Longview  
KVSP Lubbock  
KRBA Lufkin  
KMHT Marshall  
KJBC Midland  
KORC Mineral Wells  
KVKM Monahan  
KIMP Mt. Pleasant  
KOSF Nacogdoches  
KGNB New Braunfels  
KRIG Odessa  
KOGT Orange  
KNET Palestine  
KPAT Pampa  
KFTV Paris  
KIUN Pecos  
KVOP Plainview  
KBOP Pleasanton  
KOLJ Quanah  
KMAC San Antonio  
KCNV San Marcos  
KSEY Seymour  
KEVA Shamrock  
KTAH Sherman  
KDWT Stamford  
KSTV Stephenville  
KSST Sulphur Springs

KXOX Sweetwater  
KTAE Taylor  
KTEM Taylor  
KTFS Texarkana  
KTLW Texas City  
KTBB Tyler  
KVDU Uvalde  
KVWC Vernon  
KVIG Victoria

## UTAH

KBUH Brigham City  
KVNU Logan  
KOPP Ogden  
K0AL Price  
KEYY Provo  
KJAM Vernal

## VERMONT

WSYB Rutland

## VIRGINIA

WKLV Blackstone  
WINA Charlottesville  
WKEY Covington  
KCVVA Culpeper  
WEVA Emporia  
WFAX Falls Church  
WFVA Fredericksburg  
WFTR Front Royal  
WBOB Galax  
WREL Lexington  
WDEV Marion  
WVA Martinsville  
WACH Newport News  
WNVA Norton  
WSSV Petersburg  
WPUV Pulaski  
WRAD Radford  
WRIC Richlands  
WRIS Roanoke  
WLFJ South Boston  
WLPM Suffolk  
WNTT Warsaw  
WAYB Waynesboro  
WINC Winchester  
WVVE Wytheville

## WASHINGTON

KXRO Aberdeen  
KPUG Bellingham  
KELA Centralia  
KCLX Colfax  
KFDR Grand Coulee  
KWLK Longview  
KSEM Moses Lake  
KGY Olympia  
KONP Port Angeles  
KPUY Puyallup  
KENE Toppenish

## WEST VIRGINIA

WHAR Clarksburg  
WDNE Elkins  
WVWH Fairmont  
WPLH Huntington  
WKYR Keyser  
WEPM Martinsburg  
WHIC Matawan  
WMOZ Moundsville  
WETZ New Martinsville  
WLOH Princeton  
WBRW Welch  
WHAW Weston

## WISCONSIN

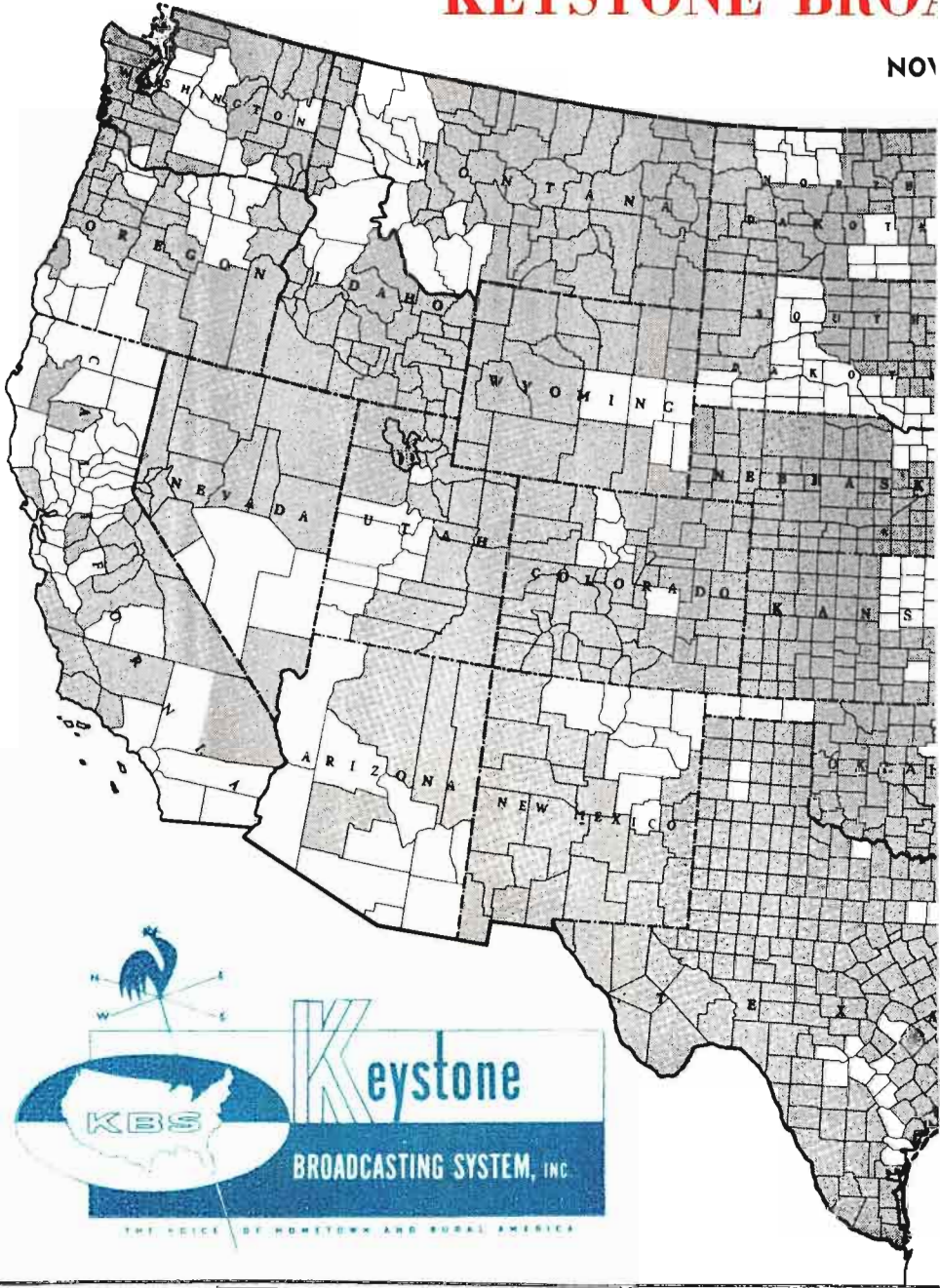
WATW Ashland  
WTKM Hartford  
WLXC LaCrosse  
WLDY Ladysmith  
WDLB Marshfield  
WIGM Medford  
WMNE Menomonie  
WFOX Milwaukee  
WNAM Neenah  
WFPP Park Falls  
WPLY Plymouth  
WIBU Poynette  
WRAC Racine  
WRCD Richland Center  
WTCH Shawano  
WKLJ Sparta  
KOKW Sturgeon Bay  
WTRW Two Rivers  
WTTN Watertown  
WAUX Waukesha  
WOSA Wausau

## WYOMING

KVVO Cheyenne  
KLUK Evanston  
K0VE Lander  
K0AL Laramie  
KPOW Powell  
KRAL Rawlins  
KWRS Rock Springs  
KWYO Sheridan

# KEYSTONE BROADCASTING SYSTEM, INC.

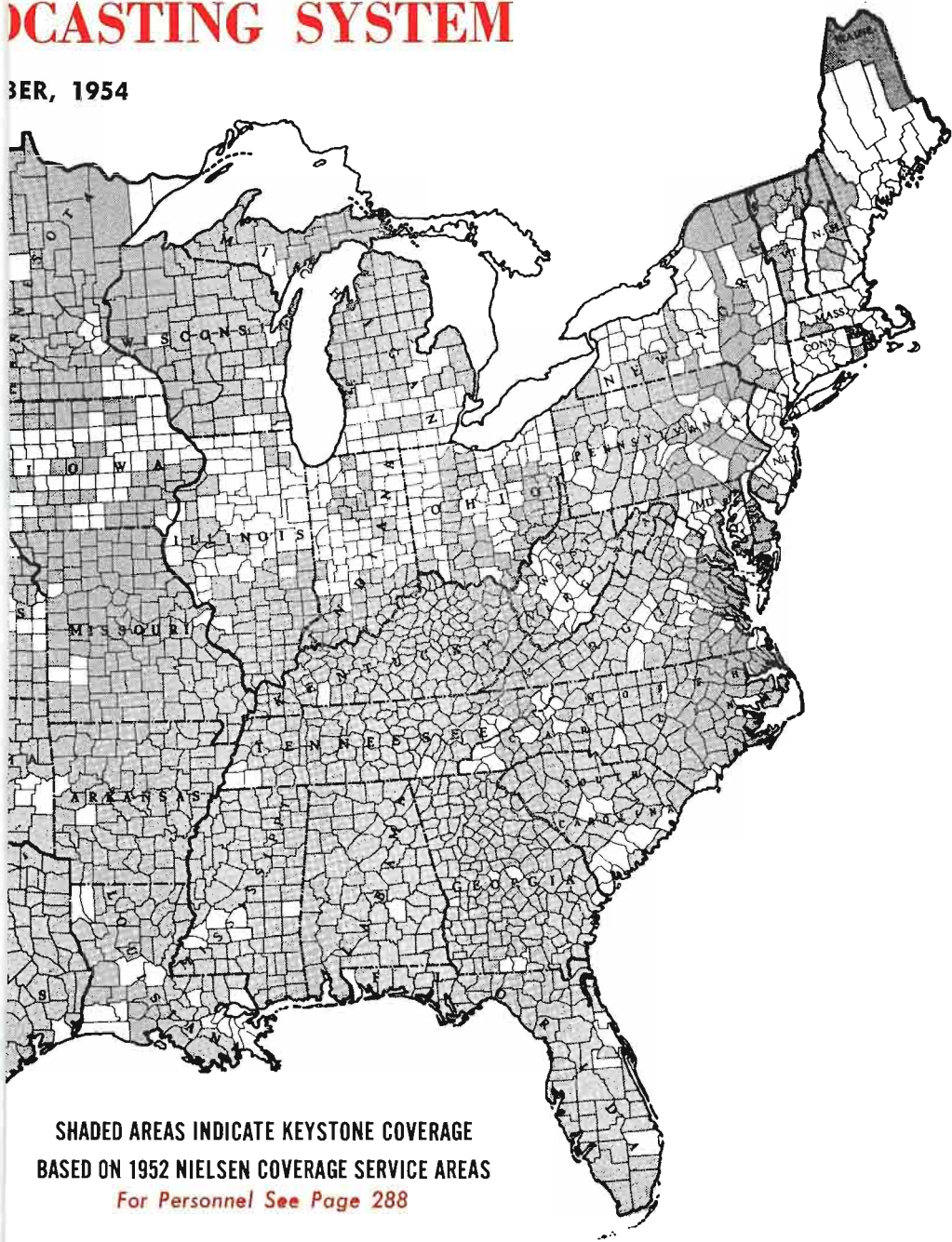
NOV



**Keystone**  
BROADCASTING SYSTEM, INC.  
THE VOICE OF HOMETOWN AND RURAL AMERICA

# BROADCASTING SYSTEM

3ER, 1954



SHADED AREAS INDICATE KEYSTONE COVERAGE  
BASED ON 1952 NIELSEN COVERAGE SERVICE AREAS

*For Personnel See Page 288*

the *Happiest* show

CHUCKLES! LAU

EVERY WEEK

**5 BIG**

**BRIGHT**

HALF-HOURS

"THE  
*Eddie Cantor*  
SHOW"

ZIV'S ROLLYCKIN' NEW  
COMEDY HIT!

Starring

**EDDIE  
CANTOR**



# on RADIO!

## ! FUN GALORE!



WITH  
**JIMMY WALLINGTON**  
Eddie's favorite clowning partner!

THERE'S  
**COMEDY!**

"If You Knew Susie"

"Ain't She Sweet"

THERE'S  
**MUSIC!**

"Whoopie"

THE  
**BIGGEST**  
COMEDY SHOW  
ever offered to  
Local Sponsors!

"Ida"

"Margie"

THERE'S  
**SINGING!**

**ZIV'S ANSWER TO  
RADIO'S BIG NEED  
FOR BOLD, NEW  
PROGRAMMING!**

Write, phone or wire today for facts on how to put the Cantor name to work for you! Hurry!

FREDERIC W. **ZIV** COMPANY  
*Radio Productions*  
1529 MADISON ROAD • CINCINNATI 6, OHIO  
NEW YORK HOLLYWOOD

# 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 Waldo.....	Office Manager
John Scamlan.....	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
Paul Kolar.....	Comptroller
Blanche Stein.....	Director of Station Relations
Kay Coustan.....	Traffic Manager
Jane McFadgen.....	Program Director

### *Los Angeles*

3142 Wilshire Blvd., Los Angeles 5, Calif.

Phone: DUnkirk 3-2910

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

### *San Francisco*

57 Post Street

Phone: SUtter 1-7440

Don Kerwln.....	Account Executive
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**SERVICES OFFERED:** The Keystone Broadcasting System is a transcription network which services local radio stations with programming transcriptions, and KES makes their time available to national advertisers and their agencies at an attractive network package rate.

At present, there are more than 800 Keystone affiliates, located in towns with 10,000 to 250,000 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 the Keystone primary coverage area total more than 25,500,000 based on Nielsen reports, or one-half million where Nielsen report is not available.

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, KES reduces your problem to one order, one time clearance, one series of Affidavits of Performance, and one invoice.

Many of the nation's largest advertisers are using the facilities of Keystone. Types of programming vary from 25 word spots to one hour shows.





# QUALITY RADIO GROUP

## The Story of Quality

By WILLIAM RYAN  
Executive Vice-President

QUALITY Radio Group presents the newest concept in national advertising—36 of the great radio stations combined to represent 91 per cent of the total U. S. population, providing coverage and listeners equal to anything now being offered advertisers.

Quality, a fledgling of three months, has the drive of youth and the experience of stations which are the best and oldest in the industry as well as the leaders in their region. Twenty-nine members will be 50,000 watt stations. The Quality Group is actually listened to **each week by half of the total existing U. S. radio families!**

The Quality Radio Group sells programs and time on a night time basis on its 36 member stations as a group. With all the principal program sources at its disposal, plus special writer and talent resources, Quality's custom-made programs are transcribed, permitting an advertiser to secure the most advantageous time slot and best adjacencies in each market. Local announcers may be used to give identifiable home-town flavor to national commercials.

Quality's continuous radio research will further illustrate the potential of the entire medium and further demonstrate the advantages of Quality's 36 member stations in reaching the markets of the nation.

Officers of Quality Radio Group are: President, Ward L. Quaal, Crosley Broadcasting Corporation; Executive Vice-President, William B. Ryan and Secretary-Treasurer, William Wagner.

### STATIONS:

WOR .....	New York	WWL .....	New Orleans
WGN .....	Chicago	WSB .....	Atlanta
KFI .....	Los Angeles	WBAP-WFAA .....	Ft. Worth-Dallas
WCAU .....	Philadelphia	KOA .....	Denver
WJR .....	Detroit	WTIC .....	Hartford*
WBZ-A .....	Boston	WGY .....	Schenectady*
KCBS .....	San Francisco*	WOAI .....	San Antonio
KDKA .....	Pittsburgh	WOW .....	Omaha
KSD .....	St. Louis*	WRVA .....	Richmond
WTOP .....	Washington	WSM .....	Nashville
WGAR .....	Cleveland	KSL .....	Salt Lake City
WBAL .....	Baltimore	KVOO .....	Tulsa
WCCO .....	Minneapolis*	WHO .....	Des Moines
WBEN .....	Buffalo*	WBT .....	Charlotte
KPRC .....	Houston	KOB .....	Albuquerque
WLW .....	Cincinnati	WPTF .....	Raleigh
WTMJ .....	Milwaukee		
KCMO .....	Kansas City		
KIRO .....	Seattle		
KEX .....	Portland		

\* Station pending clearance.

\*\* Nighttime.

Source: SAMS, 1952.



**Solid**

"Solid as a Storer Station" is  
a compliment applied to a station whose  
solid foundation in the community it serves is  
exceeded only by solid selling on the air.

For a sales campaign that is successful, satisfactory  
and solid — sell on a Storer Station.



## STORER BROADCASTING COMPANY

NATIONAL SALES HEADQUARTERS:

TOM HARKER, V. P., National Sales Director

BOB WOOD, Midwest National Sales Mgr.

118 E. 57th St., New York 22, ELdorado 5-7690 • 230 N. Michigan Ave., Chicago 1, Franklin 2-6498

# REGIONAL NETWORKS

## ABC Pacific Coast Regional TV Network

ABC-TV Center, Hollywood 27, Calif.

### PERSONNEL

Manager.....Dick Drummy

### STATIONS

KFMB-TV, San Diego, Calif.; KABC-TV, Los Angeles, Calif.; KEYT, Santa Barbara, Calif.; KVEC-TV, San Luis Obispo; KBAK-TV, Bakersfield, Calif.; KJEO-TV, Fresno, Calif.; KGO-TV, San Francisco, Calif.; KCCC-TV, Sacramento, Calif.; KHFL-TV, Chico, Calif.; KIEM-TV, Eureka, Calif.; KBES-TV, Medford, Ore.; KVAL-TV, Eugene, Ore.; KOIN-TV, Portland, Ore.; KIMA-TV, Yakima, Wash.; KING-TV, Seattle, Wash.; KREM-TV, Spokane, Wash.; KUTV, Salt Lake City, Utah; KSTV, Denver, Col.; KOOL-TV, Phoenix, Ariz.; KVOA-TV, Tucson, Ariz.; KROD-TV, El Paso, Tex.; KLAS-TV, Las Vegas, Nev.; KKTU, Colorado Springs, Col.; KSWB-TV, Roswell, N. M.; KOAT-TV, Albuquerque, N. M.; KIDO-TV, Boise, Idaho; KFBC, Cheyenne, Wyoming; KID-TV, Idaho Falls, Idaho; KXLF-TV, Butte, Montana; KOOK-TV, Billings, Mont.

### NATIONAL REPRESENTATIVE

Edward Petry & Co., Inc.

## Alaska Broadcasting System

(Affiliated with CBS)

830 Securities Building, Seattle 1, Wash.

Phone: SEneca 6333

### PERSONNEL

General Manager.....Wm. J. Wagner

### BRANCH OFFICES

Station KFQD, Box 1040, Anchorage, Alaska. Wm. J. Wagner, Station Mgr.; Station KFRB, Box 950, Fairbanks, Alaska; Jack Hauser, Station Mgr.; Station KINY, Box 1091; Juneau, Alaska, James Lawson, Station Mgr.; Station KTKN, Box 1308, Ketchikan, Alaska, Robert C. Mehan, Station Mgr.; Station KIBH, Box 250, Seward, Alaska, Richard White, Station Mgr.; Station KIFW, Box 699, Sitka, Alaska, Henry C. Lanz, Station Mgr.; Alaska Radio Sales, 370 Lexington Ave., N. Y., 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.; 2978 Wilshire Blvd., L. A., Calif.

### STATIONS

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

## All-Islands Network

Advertiser Building, Honolulu, Hawaii

Director.....William O. Paine

National Advertising Mgr....Lee D. Hirschland

### STATIONS

KGU, Honolulu; KIPA, Hilo; KTOH, Kauai; KMVI, Maul.

## Arizona Broadcasting System

(ABS Network)

1101 No. Central Ave., Phoenix, Ariz.

Phone: Alpine 4-4161

### PERSONNEL

General Manager.....Richard O. Lewis

Commercial Manager.....Bill Harvey

### STATIONS

KVOA, Tucson; KYUM, Yuma; KGLU, Safford; KWJB, Globe-Miami; KYCA, Prescott.

## The Arizona Network

Radio Station KOY

840 N. Central Ave., Phoenix, Ariz.

Phone: Alpine 8-8181

### PERSONNEL

Manager.....John L. Hogg

Program Director.....John R. Williams

### BRANCH OFFICES

KTUC, 900 East Broadway, Tucson, Phone: 2-3311, Lee Little, Manager; KSUN, Bisbee, Phone: Hemlock 2-2277, Arlo Woolery, Manager; KYMA, P.O. Box 671, Yuma, Phone: Sunset 3-7841, Bill Lindsey, Manager; KCLS, Flagstaff, Phone: 946, Charles Saunders, Manager; KVNC, Winslow, Phone: 1010, Ed Whelan, Manager; KAWT, Douglas, Phone: 173, Bob Whitaker, Manager.

### STATIONS

KTUC, Tucson; KSUN, Bisbee; KYMA, Yuma; KCLS, Flagstaff; KVNC, Winslow; KAWT, Douglas; KOY, Phoenix.

## Arrowhead Network

WEBC Building, Duluth 2, Minn.

Phone: Melrose 2873

### PERSONNEL

General Manager.....Walter C. Bridges

Natl. Sales Mgr.....Harry Hyett

Gen. Mgr.....W. C. Bridges

### STATIONS

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

## Big Five

KSWO Radio, Box 699, Lawton, Oklahoma

Phone: 1380

President.....Leo R. Morris

### STATIONS

KCRC, Enid; KSWO, Lawton; KMUS, Muskogee; KOCY, Okla. City; KAKC, Tulsa.

## Broadcast Advertising, Inc.

(Ken and Carolyn Show)

8 Newbury Street, Boston 16, Mass.

# Westinghouse Broadcasting Co., Inc.

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## “WBC IS NOT A NETWORK”

By **CHRIS J. WITTING**  
President  
Westinghouse Broadcasting Co., Inc.

**E**ARLY in 1955, at the time of the Westinghouse take-over of the Pittsburgh station KDKA-TV, an editor of *Business Week* said to me: “If it isn’t too elementary to ask—just what is Westinghouse Broadcasting?” The question wasn’t too elementary. In fact, this question gets to the heart of a matter which has never been too clear, in or out of the broadcasting industry.

There are fairly well-informed people who ask: “Is WBC a network?” **(The answer is that we’re not a network, and have no plans to become one.)**

Often we are asked: “Which network are you affiliated with?” (Answer: Our stations broadcast programs of 2 radio networks and of 4 television networks. WBC is not “married” to any one network.)

Westinghouse Broadcasting Company, Inc. is a wholly-owned subsidiary of Westinghouse Electric Corporation.

Our first emphasis in WBC today is on programs, for it is our policy to operate the number one station in television and radio in each of the communities we serve. Toward this goal, we have established a strong program department in our headquarters organization; we have strengthened the program departments of our nine stations; and we are conducting an aggressive program of talent development.

We recognize regional differences. We know that a program which rates high in New England is not necessarily a winner on the West Coast. Accordingly, we regard our headquarters program department a resource on which each station may draw according to its needs.

In short, we believe in strong station autonomy; with only the broad policies laid out by WBC headquarters.

Within the Westinghouse Broadcasting family, this kind of headquarters-station relationship has made our growth during the past year the greatest in the history of the organization and promises gratifying growth in the years ahead.

### STATIONS

WBZ-TV .....	Boston	WPTZ (TV) .....	Philadelphia
KDKA-TV .....	Pittsburgh	KPIX (TV) .....	San Francisco
WBZ-WBZA .....	Boston & Springfield	KYW .....	Philadelphia
KDKA .....	Pittsburgh	WOWO .....	Fort Wayne
	KEX .....		Portland



REGIONAL NETWORKS



PERSONNEL

President ..... James Murley
STATIONS
WGAN, Portland, Maine; WGUY, Bangor, Maine; WHOH, Boston, Mass.; WTAG, Worcester, Mass.; WSPR, Springfield, Mass.; WHAY, Hartford, Conn.; WEAN, Providence, R. I.

NATIONAL REPRESENTATIVE
Avery-Knodel, Inc.

Broadcasting Corp. of America Network

P. O. Box 987, Riverside, Calif.
Phone: Riverside 60260

PERSONNEL

Director Operations ..... Dale R. Peterson
Commercial Manager ..... Nadine Hill
Business Mgr. .... Joseph P. Webb
Office Mgr. .... Effie Brakebill
Chief Engineer ..... Manuel I. Barraza
Manager KPRO ..... Dale R. Peterson
Manager KREO ..... John M. Wages
Manager KYOR ..... Peter Odens
Manager KROP ..... Vince Palmer

STATIONS

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

Paul Bunyon Network

Paul Bunyon Bldg., Traverse City, Mich.
Phone: 2700

PERSONNEL

Pres., Gen. Mgr. .... Les Biederman
Commercial Mgr. .... R. E. Detwiler

STATIONS

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

California Northern Group

Radio Station KSYC, Yreka, Calif.
Phone: 624

PERSONNEL

Manager ..... Jack A. Mitchell (KSYC)

STATIONS

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

California Rural Network

111 North Cienega Blvd., Beverly Hills, Calif.
Phone: BRadshaw 2-6738

Executive Director ..... Art Chipman

BRANCH OFFICES

233 Sansome Street, San Francisco, Calif., Yukon 6-2981, Executive-in-charge, William A. Ayres; 535 Fifth Avenue, New York 17, N. Y., MUrray Hill 7-5365, Executive-in-charge, E. J. Devney, Devney & Co.

STATIONS

KPAS, Banning; KBMX, Coalinga; KDAC, Ft. Bragg; KOCS, Ontario; KMOR, Oroville; KAFP, Petaluma; KBLF, Red Bluff; KRNO, San Bernardino; KROG, Sonora; KTKR, Taft; KTUR, Turlock; KWSO, Wasco.

Columbia Pacific Network

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

PERSONNEL

Manager ..... William D. Shaw
Gen. Sales Mgr. .... Bert West
Asst. Sales Manager ..... Dick Jolliffe
Sales Promotion Mgr. .... John Asher
Program Director ..... Robert P. Sutton
News Director ..... Jack Beck
Public Affairs Director ..... David Showalter
Chief Engineer ..... Les Bowman

BRANCH OFFICES

Radio Spot Sales, 485 Madison Avenue, New York, N. Y., Phone: PL 1-2345, Henry Flynn, Sales Mgr.; Columbia Pacific Network Sales, Palace Hotel, San Francisco, Calif., YU 2-7000, Jack Donahue, 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 Ave., Chicago, Ill., WH 46000, Gordon F. Hayes, Sales Mgr.; Radio Spot Sales, 6121 Sunset Blvd., Hollywood, Calif., HO 9-1212, Jack Woolley, Sales Mgr.; Radio Spot Sales, 800 Peachtree St., Atlanta, Ga., EL 0727, H. W. Maier, Jr., Sales Mgr.

STATIONS

KNX, Los Angeles, Calif.; KCBS, San Francisco, Calif.; KFRE, Fresno, Calif.; KFMB, San Diego, Calif.; KROY, Sacramento, Calif.; KMBY, Monterey, Calif.; KCMJ, Palm Springs, Calif.; KGDM, Stockton, Calif.; KERN, Bakersfield, 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.; KVCV, Redding, Calif.; KHSL, Chico, Calif.

Columbia Television Pacific Network

1313 North Vine St., Hollywood 23, Calif.
Phone: HOLlywood 9-1212

General Manager ..... J. T. Aubrey, Jr.
Gen. Sales Mgr. .... Edmund C. Bunker
News Director ..... Sam Zelman
Business Manager ..... Howard Barnick
Prog. Director ..... Donald M. Hine
Dir. Sls., Prom. & Pub. .... D. Linger

STATIONS

KPHO-TV, Phoenix, Ariz.; KOPO-TV, Tucson, Ariz.; KHSL-TV, Chico, Calif.; KERO-TV, Bakersfield, Calif.; KMJ-TV, Fresno, Calif.; KNXT, Los Angeles, Calif.; KSEW-TV, Salinas, Calif.; KMBY-TV, Monterey, Calif.; KEYT, Santa Barbara, Calif.; KFMB-TV, San Diego, Calif.; KPX, San Francisco, Calif.; KKTV, Colorado Springs, Colo.; KLZ-TV, Denver, Colo.; KBOI, Boise, Idaho; KISJ, Pocatello, Idaho; KOOK-TV, Billings, Mont.; KOPR-TV, Butte, Mont.; KLAS-TV, Las Vegas, Nevada; KZTV, Reno, Nevada; KGGM-TV, Albuquerque, New Mexico; KBES-TV, Medford, Ore.; KOIN-TV, Portland, Ore.; KROD-TV, El Paso, Texas; KSL-TV, Salt Lake City, Utah; KXLY-TV, Spokane, Wash.; KTNT-TV, Tacoma, Wash.; KIMA-TV, Yakima, Wash.; KFBC-TV, Cheyenne, Wyoming; KFIA, Anchorage, Alaska; KFIF, Fairbanks, Alaska; KGMB-TV, Honolulu, Hawaii; KFBB-TV, Great Falls, Mont.; KID-TV, Idaho Falls, Idaho.

**Columbine Network**

Security Life Bldg., Denver, Colo.  
Phone: MAin 3-4161

**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.**

440 Meadow St., Waterbury, Conn.  
Phone: PLaza 5-1121

**PERSONNEL**

President ..... Samuel R. Elman  
Vice-President ..... Charles Bell, Jr.  
Directors ..... Gerald Morey,  
Edward Obrist, Fred Wagenvoord, John  
Morris, Julian Schwartz, John Ellinger, Don-  
ald Lasser

**STATIONS**

WATR, Waterbury; WGTH, Hartford; WHAY, New Britain; WNHC, New Haven; WTOR, Torrington; WSTC, Stamford; WNAB, Bridgeport; WICH, Norwich; WNLC, New London.

**Dairyland Network**

307 W. Sixth St., Willmar, Minn.

**STATIONS**

KWLM, Willmar; KWNO, Winona; KMHL, Marshall, Minn.; KTOE, Mankato, Minn.; KDMA, Montevideo, Minn.; KAUS, Austin, Minn.; KFAM, St. Cloud, Minn.

**Dixie Broadcasting System**

P. O. Box 1008, WHSY Bldg., Highway 11 South Hattiesburg, Miss.

Phone: JUNiper 3-1741

**PERSONNEL**

President ..... Charles W. Holt  
General Sales Mgr. .... Jack Dix  
Program Director ..... Dean Griffin  
Office Manager ..... Olga Hagler

**STATIONS**

WHSY, Hattiesburg, Miss.; WAML, Laurel, Miss.; WHNY, McComb, Miss.; WHXY, Bogalusa, La.; WABO, Waynesboro, Miss.; WSLI, Jackson, Miss.

**NATIONAL REPRESENTATIVE**

Thomas F. Clark Company, Inc.

**Don Lee Broadcasting**

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

**PERSONNEL**

President ..... Willet 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  
KHJ Sales Manager ..... Terry Mann  
Dir. Public Relations ..... Bud Coulson  
Promotion Director ..... Robert Light  
News & Special Events ..... Les Mawhinney  
Chief Engineer ..... Robert Arne

**BRANCH OFFICES**

1000 Van Ness Avenue, San Francisco, Calif.  
Wm. Pabst, Vice-Pres., Phone: PR 6-0500; 380  
Madison Ave., New York, N. Y., James Rich-  
ards, Eastern Sales Mgr., Phone: OX 7-3120;  
National Reps., H-R Representatives; New  
York, Chicago, San Francisco.

**STATIONS**

KBAK, Bakersfield, Calif.; KXOC, 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.; KXOA, Sacramento, Calif.; KSBW, Salinas-Monterey, Calif.; KFKM, San Bernardino, Calif.; KGB, San Diego, Calif.; KFRC, San Francisco, Calif.; KVEC, San Luis Obispo, Calif.; KDB, Santa Barbara, Calif.; KXOB, Stockton, Calif.; KVEN, Ventura, Calif.; KCOK, Tulare-Visalia, Calif.; KVNI, Coeur D'Alene, Idaho; KRRC, Lewiston, Idaho; KWAL, Wallace, Calif.; KATO, Reno, Nevada; KWIL, Albany, Oregon; KWIN, Ashland, Oregon; KAST, Astoria, Oregon; KBND, Bend, Oregon; KOOS, Coos Bay, Oregon; KORE, Eugene, Oregon; KUIN, Grants Pass, Oregon; KFIL, Klamath Falls, Oregon; KPOJ, Portland, Oregon; KRXL, Roseburg, Oregon; KSLM, Salem, Oregon; KXRO, Aberdeen, Wash.; KPUG, Bellingham, Wash.; KELA, Centralia-Chehalis, Wash.; KRKO, Everett, Wash.; KWLK, Longview, Wash.; KGY, Olympic, 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; KFAR, Fairbanks, Alaska; KENI, Anchorage, Alaska; KJNO, Juneau, Alaska; KABL, Ketchikan, Alaska; KPOA, Honolulu, Hawaii; KILA, Hilo, Hawaii; KAWT, Douglas, Arizona; KVNC, Winslow, Arizona.

**Georgia Associations of Local Stations**

Box 66, Atlanta, Ga.

**PERSONNEL**

Sales Director ..... Tom Carr

**STATIONS**

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; WFOM, Marietta; WMVG, Milledgeville; WMGA, Moultrie; WFRP, Savannah; WWNS, Statesboro; WSFT, Thomaston; WWGS, Tifton; WLET, Toccoa; WVOP, Vidalia; WAYX, Waycross; WRLD, West Point.

**Gold Nugget Television Network**

1625 California St., Denver, Colo.

**PERSONNEL**

Sales Manager ..... William F. MacCrystall



**STATIONS**

KOA-TV, Denver, Colo.; KCSJ-TV, Pueblo, Colo.; KRDO-TV, Colorado Springs, Colo.

**Granite State Network**

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

**PERSONNEL**

President.....W. J. Barkley  
Treasurer.....William Rust, Jr.  
Manager.....Ralph Gottlieb  
Sales Manager.....Warren H. Journey

**BRANCH OFFICES**

419 Boylston St., Boston, Mass.  
Phone: Com. 6-0718

Exec. in Chg.....Louis Borgatti  
477 Madison Ave., New York, N. Y.  
Phone: PL 9-1810

Exec. in Chg.....Stephen Machcinski  
55 E. Washington St., Chicago, Ill.

Exec. in Chg.....William Reilly  
7 North Seventh St., St. Louis, Mo.

Exec. in Chg.....Jack Hetherington  
6331 Hollywood Blvd., Los Angeles, Calif.

Exec. in Chg.....William Wallace

**STATIONS**

WKBR, Manchester; WWNH, Rochester; WTSV, Claremont; WMOU, Berlin, and WTSL, Hanover, all in New Hampshire; WTSa, Brattleboro, Vt.; WKXL, Concord, N. H.

**Great Northern Bestg. System**

107 First Ave., N.W., Mandan, North Dakota  
Phone: 3584

**PERSONNEL**

President.....M. M. Marget  
Sec.-Treas.....M. J. Reichert

**STATIONS**

KVOX, Fargo-Moorehead, Minn.; KLPM, Minot, N. D.; KGCU, Bismarck-Mandan, N. D.; KVOC, Valley City, N. D.; KDLR, Devils Lake, N. D.; KG CX, Sidney, Mont.; Williston, N. D.; KNOX, Grand Forks, N. D.; KMHL, Marshall, Minn.; KWLM, Willmar, Minn.

**Great Western Network**

130 Social Hall Ave., Salt Lake City 1, Utah  
Phone: 22-5681

**PERSONNEL**

General Manager.....G. Bennett Larson  
Sales Manager.....Holly Moyer

**STATIONS**

KDYL, Salt Lake City; KIDO, Boise, Idaho; KSEI, Pocatello, Idaho; KTFI, Twin Falls, Idaho; KXLF, Butte, Mont.; KXLJ, Helena. KXLK, Great Falls, Mont.; KXLL, Missoula, Mont.; KXLQ, Bozeman, Mont.; KGHL, Billings, Mont.

**NATIONAL REPRESENTATIVES**

Weed and Company

**Intermountain Network**

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

**PERSONNEL**

President.....Lynn L. Meyer  
Exec. Vice-Pres.....Jack S. Paige  
Eng. Director.....W. D'Orr Cozzens  
Chairman of Board.....George C. Hatch  
Program Oper.....Florien Wineriter

News Director.....Jim Petersen  
Sports Director.....Mal Wyman

**BRANCH OFFICE**

Hotel Albany, Denver, Colo.  
Phone: ALpine 5-4681

Vice President.....Collin Lowder

**STATIONS**

KCSJ, Pueblo, Colo.; KBMY, Billings, Mont.; KOPR, Butte, Mont.; KCAP, Helena, Mont.; KOJM, Havre, Mont.; KMON, Great Falls, Mont.; KXLO, Lewiston, Mont.; KPRK, Livingston, Mont.; KATL, Miles City, Mont.; KIYL, Shelby, Mont.; KNEB, Scottsbluff, Neb.; KRAM, Las Vegas, Nev.; KELK, Elko, Nev.; KFXD, Nampa, Idaho; KIFI, Idaho Falls, Idaho; KWIK, Pocatello, Idaho; KLIK, Twin Falls, Idaho; KVVU, Logan, Utah; KLO, Ogden, Utah; KOAL, Price, Utah; KOVO, Provo, Utah; KALL, Salt Lake City, Utah; KVOC, Casper, Wyo.; KVVO, Cheyenne, Wyo.; KOVE, Lander, Wyo.; KPOW, Powell, Wyo.; KQRS, Rock Springs, Wyo.; KWYO, Sheridan, Wyo.; KGEM, Boise, Idaho; KLUK, Evanston, Wyo.; KGEZ, Kalispell, Mont.; KABQ, Albuquerque, N. M.; KBAR, Burley, Idaho; KOWB, Laramie, Wyoming; KIMN, Denver, Colorado; KBNZ, La Junta, Colorado; KCRT, Trinidad, Colorado; KGFL, Roswell, New Mexico; KICA, Clovis New Mexico; KTNM, Tucumcari, New Mexico; KOBE, Las Cruces, New Mexico; KSPV, Artesia, New Mexico; KALG, Alamogordo, New Mexico; KSET, El Paso, Texas.

**Lobster Network**

223 Lisbon Street, Lewiston, Maine  
Phone: 2-7650

**PERSONNEL**

Director.....Faust Couture

**STATIONS**

WPOR, Portland; WCOU, Lewiston; WFAU, Augusta; WTVL, Waterville; WRKD, Rockland; WRUM, Rumford.

**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: 2-4656.  
Edward E. Guernsey; 175 Water St., Phone: 3-4735, Augusta, Me., Don Powers.

**STATIONS**

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

**McClatchy Beeline**

911 Seventh St., Sacramento, Calif.  
Phone: 4-3561

**PERSONNEL**

President.....Eleanor McClatchy

**STATIONS**

KFBK, Sacramento, Calif.; KWG, Stockton, Calif.; KMJ, Fresno, Calif.; KERN, Bakersfield, Calif.; KOH, Reno, Nev.



**Metropolitan Network**

Munsey Bldg., Washington 4, D. C.  
Phone: NAional 8-5308

Representative.....Miss Debra Dingwall

**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.....Robert Baldrice

**STATIONS**

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

**The Mid-South Network**

WCBI, Columbus, Mississippi

**PERSONNEL**

President .....Birney Innes  
General Manager .....Bob McRaney

**STATIONS**

WCBI, Columbus; WELO, Tupelo; WMOX-Meridian; WROX, Clarksdale; WNAG, Grenada; WROB, West Point.

**Mississippi Broadcasting Co.**

(Withers Gavin Stations)

Three Foot Bldg., Meridian, Miss.  
Phone: 7714

**PERSONNEL**

Pres. & Mgr.....Withers Gavin

**STATIONS**

WCOC, Meridian; WJQS, Jackson.

**New England Regional Network**

26 Grove St., Hartford 15, Conn.  
Phone: JACKson 5-0801

**DIRECTORS**

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

**STATIONS**

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

**REPRESENTATIVE**

Weed & Company

**Oklahoma Network**

Box 642, Ada, Okla.

**PERSONNEL**

President .....Bill Hoover  
Sec. Treas.....Brown Morris  
Reps.....Venard, Rintoul & McConnell;  
Hal Falter

**STATIONS**

KCRC, Enid; KBIX, Muskogee; KADA, Ada; KVSQ, Ardmore; KTMC, McAlester; KSWO, Lawton; KWSH, Tri-City.

**The Oregon Trail Network**

c/o Sta. KBKR, Baker, Oregon  
**PERSONNEL**

General Manager.....Gordon Capps  
**STATIONS**

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

**Palmetto Broadcasting System**

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

**PERSONNEL**

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

**BRANCH OFFICES**

504 Mortgage Guarantee Bldg., Atlanta, Ga.  
Phone: Alpine 7841

Executive.....C. J. Cosse

**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.  
Phone: EVERgreen 2-4700

**PERSONNEL**

Sales Manager.....Kenneth W. Stowman

**STATIONS**

The Quaker Network is composed of a group of stations covering the entire state of Pennsylvania. WFIL is the key station of the Quaker Network.

**Rural Radio Network**

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

**PERSONNEL**

President.....C. L. Dickinson  
General Manager.....D. K. deNeuf  
Sales Manager.....H. S. Brown  
Program Director.....M. N. Knapp

**STATIONS**

WRRR, Ithaca, N. Y.; WHLD-FM, Niagara Falls; WRRL, Weathersfield-Bliss; WHDL-FM, Olean; WRRE, Bristol Center; WRRD, De-Ruyster; WRUN-FM, Utica-Rome; WWNY-FM, Watertown; WMSA-FM, Massena; WRRR, Cherry Valley; WFLY, Troy; WEJL, Scranton, Pa.; WRRH, Mt. Beacon, N. Y.; WAGE, Syracuse, N. Y.; WDLA, Walton, N. Y.; WELM, Elmira, N. Y.; WGNV, Newberg, N. Y.; WGY, Schenectady, N. Y.; WHAM, Rochester, N. Y.; WHCU, Ithaca, N. Y.; WHLD, Niagara Falls, N. Y.; WJTN, Jamestown, N. Y.; WKBW,



Buffalo, N. Y.; WKIP, Poughkeepsie, N. Y.; WMSA, Massena, N. Y.; WBNF, Binghamton, N. Y.; WRUN, Utica-Rome, N. Y.; WWNY, Watertown, N. Y.; WQAN, Scranton, Pa.

**The Spanish Network**

Broadcast Time Sales  
149 Calif. St., San Francisco 11, Calif.  
Phone: SU 1-8656  
Western Radio Sales  
1540 No. Highland Ave., Los Angeles 28, Calif.  
Phone: HO 5-1755, 5-5884

**PERSONNEL**

Owner, Manager.....Carl Schuele

**Sombrero Network**

310 South Flores St., San Antonio 5, Texas  
Phone: CApiTal 4-8792

**PERSONNEL**

Executive Secretary.....Nathan Safir

**BRANCH OFFICE**

40 East 49th St., (Suite 705), N. Y. 17, N. Y.  
Phone: PL 5-9140

Executive-in-charge .....Richard O'Connell,  
National Adv. Dir. and Representative  
**STATIONS**

KWKW, Pasadena, Calif.; KABQ, Albuquerque, New Mexico; KTXN, Austin, Texas; KCCT, Corpus Christi, Texas; KGBT, Harlingen, Texas; KCOR, San Antonio, Texas; KEDF, Nuevo Laredo, Mexico.

**Steinman Stations**

8 W. King St., Lancaster, Pa.

Phone: 5251

**PERSONNEL**

Gen. Mgr.....Clair R. McCollough  
Sales Manager .....J. Robert Gullick  
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-TV, Bethlehem, Allentown, Easton, Pa.; WEST-AM-FM, Easton, Pa.; WRAW, Reading, Pa.

**Sunflower Network**

c/o KOAM, Pittsburgh, Kansas

**STATIONS**

KOAM, Pittsburgh, Kans.; KANS, Wichita, Kans.; KVGB, Great Bend, Kans.; KSAL, Salina, Kans.; KGCF, Coffeyville, Kans.; and WREN, Topeka, Kans.

**NATIONAL REPRESENTATIVE**

John E. Pearson Co.

**Tall Corn Network**

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

**PERSONNEL**

President .....Walter Teich  
Vice-Presidents...Ben Sanders & George Volger  
Sec.-Treas. ....Ken Gordon  
Exec. Comm. Members.....Deitrich Dirks,  
Earl Williams, Gene Claussen

**STATIONS**

KPIG, 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; KXIC, Iowa City; KBOE, Oskaloosa; KCOM, Sioux City, all in Iowa.

**Texas Broadcasting System**

Herald Square, Dallas, Tex.

Phone: RA 6811

General Manager.....Clyde W. Rembert  
**STATIONS**

KRLD, Dallas; KGBS, San Antonio; KTRH, Houston, 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;  
(WFAA), 1031 Navarro St., San Antonio, Tex.,  
(WFAA), 1122, Jackson St. (Dal), Dallas-Ft. Worth, Tex., Phone: Riverside 9631, WBAP, Ft. Worth, Texas; KGNC, Amarillo, Texas; KRGV, Weslaco, Texas; KCBD, Lubbock, 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  
Chief Engineer.....James T. Peterson

**STATIONS**

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

**The Tobacco Network, Inc.**

710 Odd Fellows Bldg., Raleigh, N. C.

Phone: 8885

**PERSONNEL**

President.....Victor W. Dawson  
Vice-President .....Vassie Balkcum  
Secretary-Treasurer.....Lester L. Gould  
General Manager.....Kenneth C. Willson  
Office Manager .....Nina J. Livingston

**STATIONS**

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

**Tri-State Network**

550 Fifth Avenue, New York, N. Y.

Phone: JUDson 2-1725

**PERSONNEL**

WKRC-TV General Mgr.....U. A. Latham

WHIO-TV General Mgr. . . . . Robert Moody  
WTVN General Mgr. . . . . J. W. McGough  
CDC Coordinator . . . . . Don L. Chapin

STATIONS

WKRC-TV, Cincinnati, Ohio; WHIO-TV, Dayton, Ohio; WTVN, Columbus, Ohio.

**Union Broadcasting System**

136 State St., P. O. Box 1520, Albany, N. Y.

Phone: 2-6638

PERSONNEL

General Manager . . . . . Jim Healey

STATIONS

WOKO, Albany, N. Y., (key station); WHUC, Hudson, N. Y.; WKIP, Poughkeepsie, N. Y.; WKOP, Binghamton, N. Y.; WGAT, Utica, N. Y.; WICY, Malone, N. Y.; WACE, Chicopee, Mass.; WSYB, Rutland, Vt.; WFAU, Augusta, Maine; WWCO, Waterbury, Conn.; WVOM, Boston, Mass.; WCSS, Amsterdam, N. Y.; WENT, Gloversville, N. Y.; WKNY, Kingston, N. Y.; WDOS, Oneonta, N. Y.; WELM, Elmira, N. Y.; WOLF, Syracuse, N. Y.; WEAU, Plattsburg, N. Y.; WBEC, Pittsfield, Mass.; WALE, Fall River, Mass.; WKNE, Keene, N. H.; WJOR, Bangor, Maine.

**Upper Midwest Broadcasting System**

1687 Northwestern Bank Bldg.,

Minneapolis, Minn.

Phone: Geneva 9631

PERSONNEL

President . . . . . Orville Lawson

Vice President . . . . . Louis M. Knopp

STATIONS

KASM, Albany; KXRA, Alexandria; KBUN, Benadict; KLLZ, Brainerd; KBMW, Breckenridge; Fairbault; KSUM, Fairmont; WEVE, Eveleth; CKFI, International Falls; KBUN, Bemidji; KROX, Crookston; KSUM, Fairmont; KNUJ, New Ulm; KVOX, Fargo-Moorhead, all in Minnesota; KDLE, Devils Lake; KVOX, Fargo-Moorhead; KGCU, Bismarck-Mandan; KLPM, Minot; KOVC, Valley City; KGCK, Williston-Sidney, all in North Dakota; KABR, Aberdeen; KNDC, Hettinger; KIJV, Huron; KORN, Mitchell; KDSJ, Deadwood; KISD, Sioux Falls; KWAT, Watertown; KRSD, Rapid City; and KGFX, Pierre, all in South Dakota; WHDF, Houghton; WIKB, Iron River; WJMS, Ironwood; WJPD, Ishpeming; WDDB, Escanaba, all in Michigan; WHBY, Appleton; WATW, Ashland; WBIZ, Eau Claire; WJPG, Green Bay; WLCC, La Crosse; WLDY, Ladysmith; WIBU, Madison-Poynette; WOBT, Rhinelander; WTCH, Shawano, and WFHR, Wisconsin Rapids, all in Wisconsin; KASI, Ames; KCOG, Centerville; KJFI, Webster City; KAYL, Storm Lake; KSTT, Davenport; KSMN, Mason City; KOXX, Keokuk; KFAD, Fairfield; KXGI, Fort Madison; KCHA, Charles City, all in Iowa; KCNL, Broken Bow; WJAG, Norfolk; KFGT, Fremont; KNEB, Scotchbluff, and KJSK, Columbus, all in Nebraska; WMRO, Aurora; WCAZ, Carthage, and WLBE, De Kalb, all in Illinois; KXGN, Glendive and KGCK, Sidney, both in Montana; KBMW, Wahpeton-Breckenridge, N. D.; WDLB, Marshfield, Wisc.; WMNE, Menomonie, Wisc.;

WOSH, Oshkosh, Wisc.; WPDR, Portage, Wisc.; WPRE, Prairie Du Chien, Wisc.; WRJN, Racine, Wisc.; WRCO, Richland Center, Wisc.; WSPT, Stevens Point, Wisc.; WTRW, Two Rivers, Wisc.; WBKV, West Bend, Wisc.; KJAN, Atlantic, Iowa; WKLK, Cloquet, Minn.; WSHB, Stillwater, Minn.

**West Texas Packaged Stations**

St. Angelus Hotel, San Angelo, Texas

PHONE: 6715

STATIONS

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

**Wisconsin Network, Inc.**

Nash Block, Wisconsin Rapids, Wis.

Phone: 723

PERSONNEL

President . . . . . John M. Walter

Vice-President . . . . . Earl H. Huth

Sec.-Treas., Mgr. Dir. . . . . George T. Frechette

STATIONS

WRJN, Racine; WCLO, Janesville; WIBU, Poynette; WHBY, Appleton; WHBL, Sheboygan; WJPG, Green Bay; WFHR, Wisconsin Rapids; WWCF, Baraboo; WSAU, Wausau; WRDB, Reedsburg; KFIZ, Fond du Lac.

**Wyoming Cowboy Network**

KFBC, 2923 East Lincolnway, Cheyenne, Wyo.

Phone: 4-4461

General Manager . . . . . Wm. C. Grove

Commercial Manager . . . . . C. P. Cahill

STATIONS

KFBC, Cheyenne; KRAL, Rawlins; KWRL, Riverton; KWOR, Worland; KOWB, Laramie; KVOC, Casper; KODI, Cody; KGOS, Torrington; KSID, Sidney; KASL, Newcastle.

**The Yankee Network**

21 Brookline Ave., Boston 15, Mass.

Phone: Commonwealth 6-0800

V.P., Gen. Manager . . . . . Norman Knight

Vice-President . . . . . George Steffy

Sales, Prom. Manger . . . . . Tom Bateson

Traffic . . . . . Dick Black

News . . . . . L. Bickford

Program Manager . . . . . Jack Maloy

STATIONS

WNAC, Boston-Lawrence, WFAU, Augusta, Maine; WABI, Bangor, Maine; WIDE, Biddeford, Maine; WICC, Bridgeport, Conn.; WALE, Fall River, Mass.; WEIM, Fitchburg-Leominster, Mass.; WHAI, Greenfield, Mass.; WGTH, Hartford, Conn.; WOCB, Hyannis, Mass.; WCOU, Lewiston-Auburn, Maine; WLLH, Lowell, Mass.; WNBH, New Bedford, 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.; WMAS, Springfield, Mass.; WWCO, Waterbury, Conn.; WDEV, Waterbury, Vt.; WAAB, Worcester, Mass.

# Estimated Families for 1955



STATE	Population Feb. 1, 1955 (Estimated)	Families	Radio Homes	TV Homes	Radio Stations in State
ALABAMA	3,186,000	792,000	656,000	360,000	91
ARIZONA	1,002,000	346,000	319,000	124,000	31
ARKANSAS	1,948,000	568,000	470,000	117,000	51
CALIFORNIA	12,804,000	4,380,000	4,923,000	3,273,000	141
COLORADO	1,486,000	446,000	434,000	217,000	31
CONNECTICUT	2,263,000	678,000	670,000	557,000	25
DELAWARE	374,000	103,000	99,000	87,000	7
DISTRICT OF COLUMBIA	878,000	281,000	272,000	231,000	7
FLORIDA	3,594,000	1,141,000	1,005,000	490,000	95
GEORGIA	3,732,000	998,000	837,000	450,000	82
IDAHO	627,000	188,000	184,000	40,000	24
ILLINOIS	9,347,000	2,887,000	2,826,000	2,212,000	87
INDIANA	4,293,000	1,354,000	1,307,000	954,000	50
IOWA	2,690,000	882,000	857,000	515,000	52
KANSAS	2,056,000	621,000	597,000	246,000	42
KENTUCKY	3,055,000	780,000	694,000	413,000	58
LOUISIANA	2,982,000	745,000	642,000	323,000	59
MAINE	948,000	293,000	279,000	122,000	16
MARYLAND	2,654,000	692,000	662,000	620,000	29
MASSACHUSETTS	5,052,000	1,505,000	1,489,000	1,370,000	50
MICHIGAN	7,164,000	2,020,000	2,016,000	1,680,000	74
MINNESOTA	3,165,000	950,000	927,000	505,000	50
MISSISSIPPI	2,248,000	590,000	473,000	137,000	55
MISSOURI	4,238,000	1,265,000	1,196,000	783,000	66
MONTANA	640,000	191,000	186,000	52,000	26
NEBRASKA	1,394,000	436,000	418,000	208,000	27
NEVADA	222,000	76,000	74,000	26,000	12
NEW HAMPSHIRE	542,000	159,000	155,000	105,000	12
NEW JERSEY	5,354,000	1,577,000	1,523,000	1,456,000	21
NEW MEXICO	797,000	203,000	191,000	98,000	31
NEW YORK	15,733,000	4,772,000	4,630,000	4,310,000	101
NORTH CAROLINA	4,308,000	1,150,000	1,004,000	556,000	115
NORTH DAKOTA	648,000	227,000	218,000	32,000	15
OHIO	8,724,000	2,579,000	2,515,000	2,319,000	81
OKLAHOMA	2,312,000	658,000	590,000	360,000	47
OREGON	1,672,000	602,000	586,000	215,000	50
PENNSYLVANIA	10,993,000	3,095,000	2,985,000	2,537,000	124
RHODE ISLAND	840,000	308,000	304,000	265,000	11
SOUTH CAROLINA	2,282,000	555,000	466,000	230,000	55
SOUTH DAKOTA	679,000	233,000	223,000	37,000	14
TENNESSEE	3,430,000	885,000	769,000	450,000	77
TEXAS	8,638,000	2,763,000	2,433,000	1,300,000	200
UTAH	771,000	259,000	254,000	142,000	19
VERMONT	389,000	111,000	107,000	67,000	13
VIRGINIA	3,658,000	880,000	788,000	562,000	78
WASHINGTON	2,590,000	937,000	922,000	473,000	59
WEST VIRGINIA	1,987,000	460,000	419,000	272,000	43
WISCONSIN	3,620,000	1,065,000	1,042,000	653,000	69
WYOMING	318,000	95,000	92,000	17,000	16
TOTAL	164,327,000	48,782,000	46,738,000	32,568,000	