



Radio Networks

AFFILIATED STATIONS

**OWNED & OPERATED
STATIONS**

EXECUTIVE PERSONNEL

U. S. A. NETWORK MAPS

Network Radio To Experience Renaissance



By
ROBT E. KINTNER
President
American Broadcasting
Company

THE time to sell network radio, not to sell it short, is now.

This medium possesses the power and magic needed by national advertisers and requires only a vigorous and positive selling approach, such as was used to create it from nothing after World War I to one of America's great sales agents before World War II.

By virtue of its coast-to-coast facilities, network radio at a very low cost-per-thousand delivers potential clients quickly and efficiently. The key to success lies in finding the proper means and time for the particular product.



Network radio commercials also serve as the perfect complement to other forms of advertising. It's a known fact that people associate what they hear on radio with commercial copy placed on television, in newspapers or magazines! And once again, at a low cost, network radio can buttress the campaign of many advertisers.

Back in the early days of the industry, our predecessors had to use every bit of ingenuity and resourcefulness at their disposal to put across to the public a then unknown and unpredictable form of communication. When their critics said it couldn't be done, they did it, to paraphrase a line from Edgar Guest. Radio executives admittedly had one advantage in those days over present-day men; there was no past experience to guide them.



Creativity, time and money have been lacking in the more recent years of network radio because of the pressure of developing television. But the time has come when TV has reached a degree of maturity and at ABC for example, greater attention is being placed on radio.

We have added new program properties including Walt Disney's "Magic Kingdom" bringing to the aural medium the talent of one

of America's great creative artists. This new daytime entry is planned to meet some of the desires of morning audiences, yet while it is new, it is really only old time showmanship of which Disney is a master.

With the "Breakfast Club," also heard in the morning, ABC has found this property as valuable as ever. To insure its financial success, we have found it necessary to change our selling techniques, accommodating advertisers in smaller segments, from five minutes, one-time only to any other amount of time over a year or more. The results have been gratifying, proving that network radio needs only the right combination of time and program for the advertiser to buy.



ABC has experimented in other areas of programming, particularly the nighttime, and will continue to try new ideas and techniques to eventually discover what the public and the advertiser wants, knowing that ultimately our endeavors will pay off. Since we are in business for a profit, we have faith in what we're doing and have no intention of going out of the radio business.

While research men have come up with every kind of statistic about radio ("radio set sales are greater than television," "radios are everywhere," "radio appeals to the individual at work or play") television has still copped the headlines on sales and programs. Many radio executives have succumbed to thinking negatively and defensively as a result. Personally, I think this is a great failure on their parts.

Other industries have suffered set-backs such as motion pictures, records, etc. But we have all seen how they have snapped out of the doldrums and are now doing well.



Difficulties often serve to rally the best in a person or an industry, and I sense that this is happening in many areas of network radio at this very moment. Self-confidence is being restored and better efforts are being made to compete with other media. It is quite possible that network radio, within the next year or so, will experience a renaissance, gathering strength as the industry learns to utilize fully its tremendous but now latent potential.

Radio networks can still do the best job in many fields of endeavor and I believe they will continue to do so.

Not expecting miracles overnight, ABC believes that with patience and ability, we will accomplish what some pessimists say can't be done and return network radio to its respected position in American life.

AMERICAN BROADCASTING CO., INC.

(A Division of American Broadcasting-Paramount Theatres, Inc.)

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

Telephone Number: SUsquehanna 7-5000

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7 West 66th Street

New York 23, New York

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Operations, Radio
Clayton Shields..... Business Mgr.—
Radio Program Dept.
Frank Vagnoni..... Manager of Music Division—
Radio

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Press Information, Advertising
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Adolph Seton..... Asst. Dir. Press Information
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Ellen Heagerty..... Supr. of Audience Information

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Grace Johnson..... Dir. of Continuity Acceptance

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Sales Development

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Peter Wade..... Sales Service Manager

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Edward DeGray..... Director of Station Relations

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Ernest Walker..... Director of Network
Radio—Central Division
Matthew Vieracker..... Treasurer—Central Division

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Charles Kocker..... Chief Engineer
Marty Mogge..... Publicity Director
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Editor, Western Division

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Division
Dresser Dahlstead..... Program Manager,
Western Division
John S. Hansen..... Gen. Manager of KABC
Cameron G. Pierce..... Engineering Coordinator—
W. D.

Florence T. Schiro..... Personell Director
John C. Wagner..... Controller, Western Division
Harry Woodworth..... Director of Radio
Western Division

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Engineering Coordinator—W. D.

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KABC—Radio and ABC Pacific Network

Allan E. Maynard..... Purchasing Agent and
Building Maintenance Supervisor

Robert P. Myers..... Pacific Coast Counsel—ABC

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San Francisco 2, California

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Jon Barkhurst..... Dir. of Station & Program
Exploitation

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Charge of San Francisco Office

Lorraine Duchene..... Continuity Acceptance Editor
Harry Jacobs..... Chief Engineer & Building
Maintenance Manager

Edith Kirby..... Traffic Manager
Victor Reed..... Manager of News &
Special Events

Jeanne Rieman..... Sales Service Manager
David Sacks..... Sales Manager—KGO and KGO-TV

Henry Saroyan..... Controller & Purchasing Agent
Edward Smith..... Production Manager

David E. Lundy..... Ass't Sales Mgr.—KGO

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New York 23, New York

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Myrtle Tower..... Program Director
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Radio's New Threshold Of Achievement



By
**ARTHUR HULL
HAYES**
President
CBS Radio

THE exciting thing about radio today is that it keeps breaking through its own high "ceilings."

In 1955, there were just short of 15 million radio sets produced--the biggest year for set production since 1948. Equally impressive is the fact that this tremendous year for radio set production came at a time when there were already a record number of radios--**some 132 million of them**--on the job in the nation. Also, out-of-home radio grew to be as large in numbers as the entire medium of television. And still radio continues to grow, expanding as rapidly as the manufacturer can make listening available in new and different ways.



Such vast acceptance of radio, of course, means that advertisers must continually re-examine it as an advertising medium. Last year, therefore, was one in which the greatest emphasis was placed on informing advertisers of radio's basic low costs and vast audiences. It was a year of enlightenment for many advertisers. Now, in 1956, radio emerges as a powerful all-purpose tool for the big national advertiser, and one highly effective, as well, for the low-budget advertiser who needs both frequent and continuing exposure.



Thus, at the beginning of 1956, we find Chesebrough-Ponds entering daytime radio with co-sponsorships of many different Monday through Friday programs. Hazel Bishop is purchasing a full 15-minute show each weekday, Monday through Friday. Lever Brothers, after a brief absence, is returning to network radio in a similar way. The F. C. Russell Company is purchasing evening segments of "The Bing Crosby Show." F. W. Woolworth has gained customers and prestige through its presentation of an hour-long "live" Sunday musical program. The Insurance Company of North America chose network radio for its fabulous Christmas Eve "Christmas Sing With Bing." And all this activity is

taking place on one radio network--CBS Radio.

These new purchases of network radio, of course, augment a list of long-established ones--General Motors, Brown & Williamson, Liggett & Myers, General Foods, Longines-Wittnauer, Wrigley's, Campbell Soup Company, Standard Brands, Pillsbury Mills and many more.

Among all the radio networks, there has been a definite accent on the versatility of radio. Radio's new audiences, its audiences of all kinds of people doing all kinds of things, has been our hue and cry. There is no time of day or night when there is a dearth of listeners, whether at home or away. During one specific 15-minute period on a Sunday afternoon, for example, Nielsen found that more than 3 million auto radios were in use. And during many weekday evening periods, auto radio listening adds more than one-third to the in-home audience.



There have been many and varied approaches to reaching these vast audiences on the move, busy with their avocations, driving about the country, and those merely relaxing at home. One pattern seems to have wooed and won more listeners more consistently than any other. And that pattern is the one which CBS Radio adopted. Regular programming of popular stars and programs--the established favorites--has regularly gained for CBS Radio greater audiences than any type of programming by any other network. The serial-dramas continued to draw the biggest audiences in daytime radio. CBS Radio, through nearly all of 1955, produced all ten of the most popular daytime shows. In the evening, favorites Bing Crosby, Edgar Bergen, Our Miss Brooks, Amos 'n' Andy, Gunsmoke, among others, continued to out-draw the competition. Day and night, listeners continued to choose the name stars and the big shows as their favorite form of radio entertainment.



And while all the business of programming and selling was going on, there were other examples of radio's inherent ability to serve its listeners more effectively than anything else known to man. The devastations of hurricanes and floods were reported almost the instant they struck. There were many exciting on-the-spot reports from Geneva as well as everywhere else in the world--including Russia, for the first time since 1947. Radio news rose to new heights during the year; CBS Radio exceeded previous peacetime records with 101 news broadcasts a week.

Last year, network radio regained a great part of its glory and is now on the threshold of new and greater achievements.

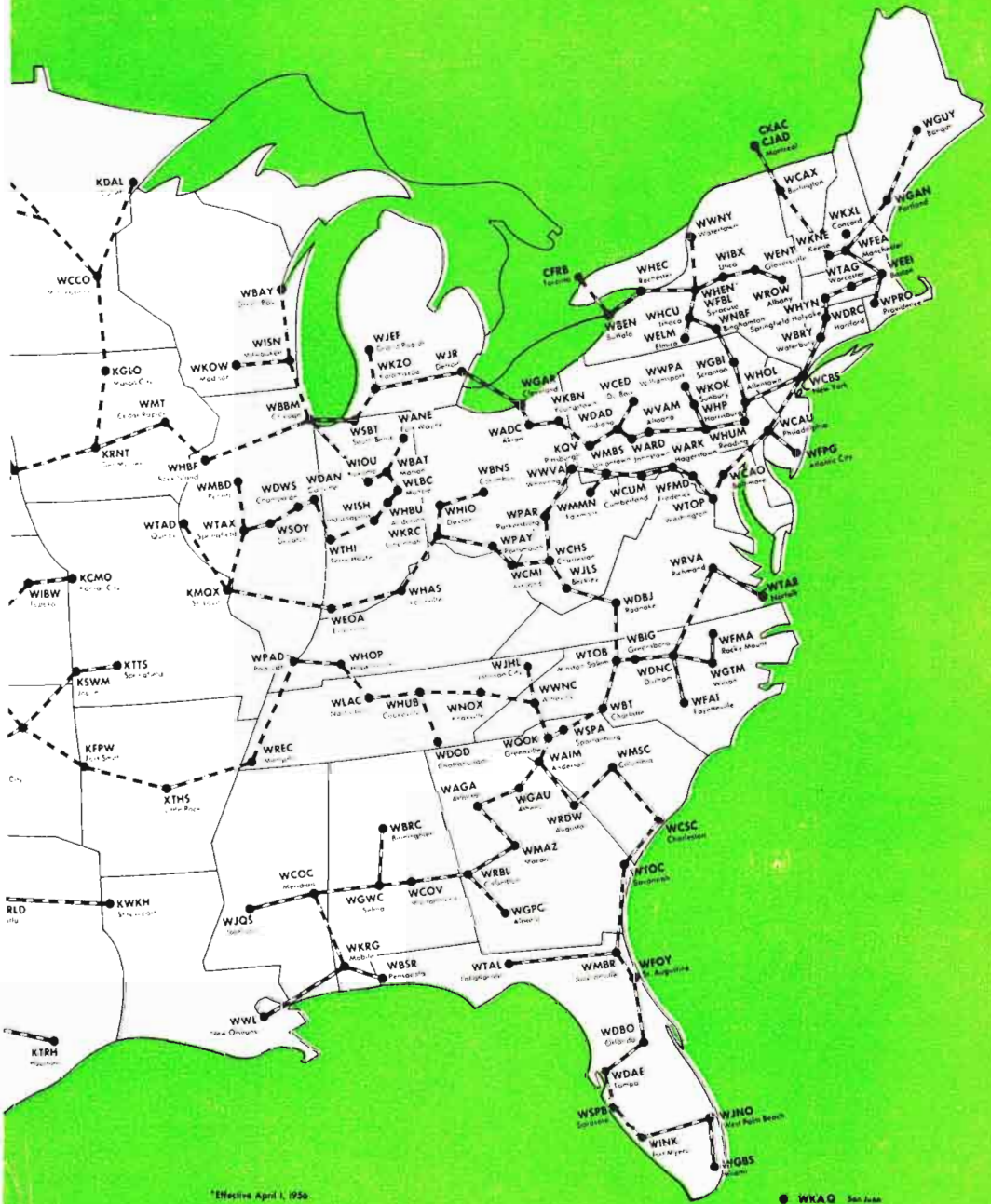
CBS RADIO



CBS RADIO NETWORK

AS OF JANUARY 1, 1956

NETWORK



CBS, INC.

CBS RADIO DIVISION

Executives and Staff

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

Telephone: PLaza 1-2345

Registered Telegraphic Address—COLUMBIA NEW YORK

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Murray Gross.....Promotion Manager
Milton Rich.....Manager, Press Relations

KCBS and KCBS-FM

Palace Hotel, San Francisco 5

KCBS and KCBS-FM
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410 N. Michigan Ave., Chicago 11

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C. W. Doebler.....Promotion Manager

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Jack Curry.....Promotion Manager

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Ole Morby.....Manager, Sales Development
Richard Hess.....Research Manager
Fred Heywood.....Sales Promotion Manager
Richard Cruise.....Mail Order Dept. Manager

Chicago Office, 410 N. Michigan Ave.

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

Atlanta Office, 800 Peachtree St.

David Kittrel.....Sales Manager

Detroit Office, Fisher Bldg.

Ralph Patt.....Sales Manager

Los Angeles Office, Columbia Square

Jack Woolley.....Sales Manager

San Francisco Office, Palace Hotel

Byron Nelson.....Sales Manager

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Marketing Research

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Naomi Andrews.....Network Copy Chief
William Jayme.....Director, Network Copy
Irving Miller.....Director, Art Service,
CBS-Owned Stations Promotion
Joseph Tole.....Production Manager

Radios Bought Every 4 Seconds In America



By **JOHN B. POOR**

**Executive
Vice President
Mutual Broadcasting
System**

TODAY'S miniaturized radio receivers, research-developed in the war years, blue-printed for consumers in 1950 and made available on a mass scale last year, are charting the metamorphic turns in current broadcasting operations.

And they're doing it intangibly as well as tangibly.

Most obvious effect has been the sudden realization of the tremendous number of sets in use, approximately 125-million, or one for every 1.4 people. The RAB's latest brochure states there is a radio for every person in America over nine years old . . . and recent RETMA figures show that there is a radio purchased in the United States every four seconds -- 365 days a year!! I'm sure these radios were not bought to be used as book-ends.



These startling statistics have awakened broadcasters and advertisers to the co-related fact that radio is the most mobile of the mass communications media. Perhaps the best tribute to the manufacturer's ingenuity has been the development of the miniature tube and the transistor which has made radio so small and portable that today there are people who literally "wear" their sets. It can be listened to -- and be a constant companion -- no matter where the listener might be and no matter what he or she are doing at the time they're listening.

The most pregnant intangible effect, on the other hand, was the realization too that radio's very acceptance as an essential part of our daily lives had obliterated the aura of romance, of mystery, of actual luxury that had previously excited listeners, and naturally advertisers.



This aura now surrounds television, the luxury item. Radio is the accepted thing, the life necessity as common to the American people as the shoes they wear, the bread they eat and the automobiles they drive. Radio is part of everyday life. People would be lost without it.

But they wouldn't realize that loss until radios were taken from them. That's how

well radio has become integrated into our standards of living. It has even become the No. 1 item on Civil Defense lists.

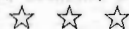
This absorption pattern has not been sudden. Originally, as a luxury item, radios were handsome furniture pieces in living rooms -- just like television sets are today. Then gradually came the need for second, third and fourth sets in homes -- just like there is similar need today for more tv receivers in homes. This prompted development of smaller, table models.

But now the radio-tv receiver set parallel changes markedly. Radios were made, too, for automobiles and trucks. America began spending more of its time on wheels. Radio listening became more mobile -- more and more of the personalized and companionate type than the central entertainment unit in the home.



War-time development of pocket-sized sets rushed this pattern much faster. Today radio sets, in most homes, are in every room that's used. They're carried in pockets. They're in the cabs of trucks, in cars and taxicabs, in busses, on farm tractors and on motorcycles and bicycles. Last year over 13-million radio sets were manufactured -- and they were almost a fifty-fifty split in types between automobile sets and small portables, table models and clock-radios.

This mobility, as we call it, has prompted the new selling and programming techniques we initiated in 1955 and which we will continue to emphasize, with the cooperation of our 560 affiliated stations, throughout 1956.



Mutual foresaw changes in listening trends two years ago when the J. A. Ward survey was authorized to measure total radio audiences throughout the day plus the activities and locales of listeners (bedrooms, living rooms, dens, offices, kitchens, etc.). From the welter of statistics that became available to us, Mutual initiated its new programming and selling concepts last year. Continued faith by the nation's top advertisers in Mutual's effectiveness encouraged us to develop the multiple-broadcast, shorter-time-period pattern that now marks our schedule.

Mutual is unique in that it operates solely as a radio network. It is our belief that network radio, with its vast potential audience, is a valuable and essential means of national communication. We feel that the industry has an obligation to those who invested their money in the millions of radio sets. Conversely, we believe the adequate fulfillment of this obligation will, in itself, bring about the necessary economic stability, and establish, on a firm basis, the true impact of this medium with both the listening public and the advertisers.

MUTUAL BROADCAST

ALABAMA
 WCTA ANDALUSIA
 WPCF ANNISTON
 WILD BIRMINGHAM
 WEBJ BREWTON
 WKUL CULLMAN
 WKSL DECATUR
 WKAL DEMOPOLIS
 WJOI FLORENCE
 WMD GADSDEN
 WJBR HALEYVILLE
 WBHP HUNTSVILLE
 WTBB JACKSON
 WKAB MOBILE
 WAPX MONTGOMERY
 WJHO OPELIKA
 WFBF SYLACAUGA
 WHTB TALLADEGA
 WTBP TROY
 WTBC TUSCALOOSA

ARIZONA
 KRAV BISEE
 KMT DOUGLAS
 KCL3 FLAGSTAFF
 KOV PHOENIX
 KTUC TUCSON
 KVMC WINSLOW
 KYMA YUMA

ARKANSAS
 KVRC ARKADLPHIA
 KOTA BATESVILLE
 KAND CAMDEN
 KAGH CROSSETT
 KGMH FAYETTEVILLE
 KPSA FORT SMITH
 KFFA HELENA
 KXAR HOPE TEX
 KWFC HOT SPRINGS
 KSTM JONESBORO
 KXLR LITTLE ROCK
 KYMA MAGNOLIA
 KTLD MOUNTAIN HOME
 KOTN PINE BLUFF
 KKRJ RUSSELLVILLE
 KJDA SILVAN SPRINGS
 KWAK STUTTGART

CALIFORNIA
 KAFY BAKERSFIELD
 KXOC CHICO
 KXG EL CENTRO
 KIDM EUREKA
 KJHM FRESNO
 KHJ LOS ANGELES
 KMYC MARYSVILLE
 KYOS MERCED
 KPRL PASO ROBLES
 KJDA SACRAMENTO
 KSNM SALINAS/MONTEREY
 KFAM SAN BERNARDINO
 KGB SAN DIEGO
 KFRC SAN FRANCISCO
 KVEC SAN LUIS OBISPO
 KDS SANTA BARBARA
 KXJB STOCKTON
 KCOK TULARE-VISALIA
 KVEN VENTURA

COLORADO
 KGW ALAMOSA
 KMN DENVER
 KJUP DURANGO
 KSLN GLENWOOD SPRINGS
 KFJX GRAND JUNCTION
 KBNZ LA JUNTA
 KLMR LAMAR
 KCSJ PUEBLO
 KVRH SALIDA
 KOLR STERLING
 KCRF TRINIDAD

CONNECTICUT
 WICC BRIDGEPORT
 WGH HARTFORD
 WMLC NEW LONDON
 WMCJ WATERBURY

D.C.
 WDC WASHINGTON

FLORIDA
 WNDV DAYTONA BEACH
 WRIF GAINESVILLE
 KHP JACKSONVILLE
 WKF KEY WEST
 WNN LAKE LAND
 WBE LEESBURG
 WTD MARIANNA
 WMM MELBOURNE
 WKAT MIAMI
 WBY MILTON-PENSACOLA
 WORZ ORLANDO
 WRF PALATKA
 WPCF PANAMA CITY
 WQW QUINCY
 WTSP ST. PETERSBURG-TAMP
 WCF SEBRING
 WSTU STUART
 WNT TALLAHASSEE
 WTM VERO BEACH
 WRK WEST PALM BEACH
 WSR WINTER HAVEN

GEORGIA
 WDC AMERICUS
 WQI ATLANTA
 WBB AUGUSTA
 WNC BRUNSWICK
 WBHF CARTERSVILLE
 WPKX COLUMBUS-PHENIX CITY
 WMM CORDELE
 WBLJ DALTON
 WED DAWSON
 WMLT DUBLIN
 WSDC ELBERTON
 WBEH FIZGERALD
 WGA GAINESVILLE
 WKEU GRIFFIN
 WLAG LA GRANGE
 WREY MACON
 WVMC MILLEDGEVILLE
 WAGA MOUTRIE
 WDN NEWNAN
 WRGA ROWEN
 WSC SAVANNAH
 WMS STATESBORO
 WFT THOMASTON
 WTA THOMSON
 WGS TIFTON
 WLT TOCOGA

WV VALDOSTA
WVOP VIDALIA
WVX WAYCROSS

IDAHO
 KVIN COEUR D'ALENE
 KIFI IDAHO FALLS
 KHLC LEWISTON
 KFSD NAMPA-BOISE
 KWK POCAHELLO
 KLIX TWIN FALLS
 KWAL WALLACE

ILLINOIS
 WKRO CAIRO
 WGN CHICAGO
 WJPF HERRIN
 WIRL PEORIA
 WCVS SPRINGFIELD

INDIANA
 WBIW BEDFORD
 WKJG FORT WAYNE
 WFBM INDIANAPOLIS
 WLS LAFAYETTE
 WSAI LOGANSPORT
 WAOV VINCENNES

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 KCRG CEDAR RAPIDS
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 WJMS JACKSON
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 WJMS POTOSKY
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 WJMS TRAVERSE CITY

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 KAUS AUSTIN
 KJMS BEADWATER
 KLM BRainerd
 WJMS DULUTH/SUPERIOR
 WJMS EVELYN
 KJMS FAIRMONT
 WJMS FERGUS FALLS
 WJMS GRAND RAPIDS
 WJMS MINNEAPOLIS-ST. PAUL
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MISSISSIPPI
 WLOS BILOXI-GULFPORT
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 KTOP TOPEKA
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 WABI BANGOR
 WICE RIDGEFORD
 WCOL LEWISTON-AUBURN
 WPCR PORTLAND

NEW JERSEY
 WJTV PLATTSBURG
 WBSF ROCHESTER
 WACAL ROME-UTICA
 WNDR SYRACUSE
 WATN WATER TOWN
 WICY MALDEN

NEW MEXICO
 KALO ALBUQUERQUE
 KQEE ALBUQUERQUE
 KXP ARTESA
 KXCA CLOVIS
 KVCB FARMINGTON
 KHOB HOBBS
 XBOE LAS CRUCES
 KGFL ROSWELL
 KTNM TUCUMCARI

NEW YORK
 WJTV PLATTSBURG
 WBSF ROCHESTER
 WACAL ROME-UTICA
 WNDR SYRACUSE
 WATN WATER TOWN
 WICY MALDEN

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MUTUAL BROADCASTING SYSTEM

Executives and Staff
 1440 Broadway, New York 18, N. Y.
 Telephone: LOngacre 4-8000

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**WJAR-TV
CHANNEL**

10

PROVIDENCE

OUTSTANDING IN LOCAL PROGRAMS

OUTSTANDING IN REGIONAL COVERAGE

OUTSTANDING IN MERCHANDISING

NBC BASIC . . . ABC SUPPLEMENTARY

***4 rich markets* and nearly 3,000,000
consumers await your message.***

***They'll see it on* POWERFUL**

***PROVIDENCE, WORCESTER,
FALL RIVER, NEW BEDFORD**

10

WJAR-TV Providence, R. I.

**➤ Represented nationally
by WEED TELEVISION**

Radio Now Provided With Fresh New Role



By
**ROBERT W.
SARNOFF**
President
The National
Broadcasting Company

THE broadcasting industry, as it enters 1956, can look back upon a year in which these three facts became clearly apparent: first, television is now well anchored as a powerful moving force in the nation's economy; second, the growth of color television into a national service will soon hit snowballing dimensions; third, the new program and sales concepts of network radio, whatever the title given to them, have provided radio with a fresh and hopeful role in the age of television.



For Pat Weaver and myself, and for everyone at NBC, the year just ended has been one of progress and promise. We expanded our color TV schedule by 500 per cent to reach a total of 46 hours live color programming per month. We created new programming forms such as "Wide Wide World," "Matinee Theatre," and "Project 20," and new radio services such as "Monitor" and "Weekday." We pioneered the "Color Spread" sales plan, making big-time evening hits available for the first time to a wide base of advertisers on a single-insertion basis.



During 1955, NBC ordered a \$12,000,000 expansion of its color production facilities in New York, Hollywood and Chicago, to be completed by September, 1956. These added facilities were designed to permit doubling our color schedule to 80 hours a month. As part of this project, the NBC-owned station in Chicago, WNBQ, becomes the world's first all-color station.

The Maurice Evans dramatic series opened up new vistas in television's constant effort to upgrade its product, and developed new Sunday afternoon audiences.

The year was marked by a more mature approach to world problems. Koestler's great drama, "Darkness at Noon," and the dramatic history "Nightmare in Red," brought thunderbolt impact to the subject of Communism. The full-hour "Meeting at the Summit" provided a stirring prelude to the Geneva talks.



"Wide Wide World" freed television from the constraints of the studio and set it to moving back and forth about the United States, across borders into Canada and Mexico, and over water to Cuba with electronic speed. And the great fulfillment of this program is yet to come -- when transoceanic television becomes a reality within a very few years.

A new kind of television documentary was pioneered with "Assignment: India," a full-hour "by-line" presentation featuring Chester Bowles.

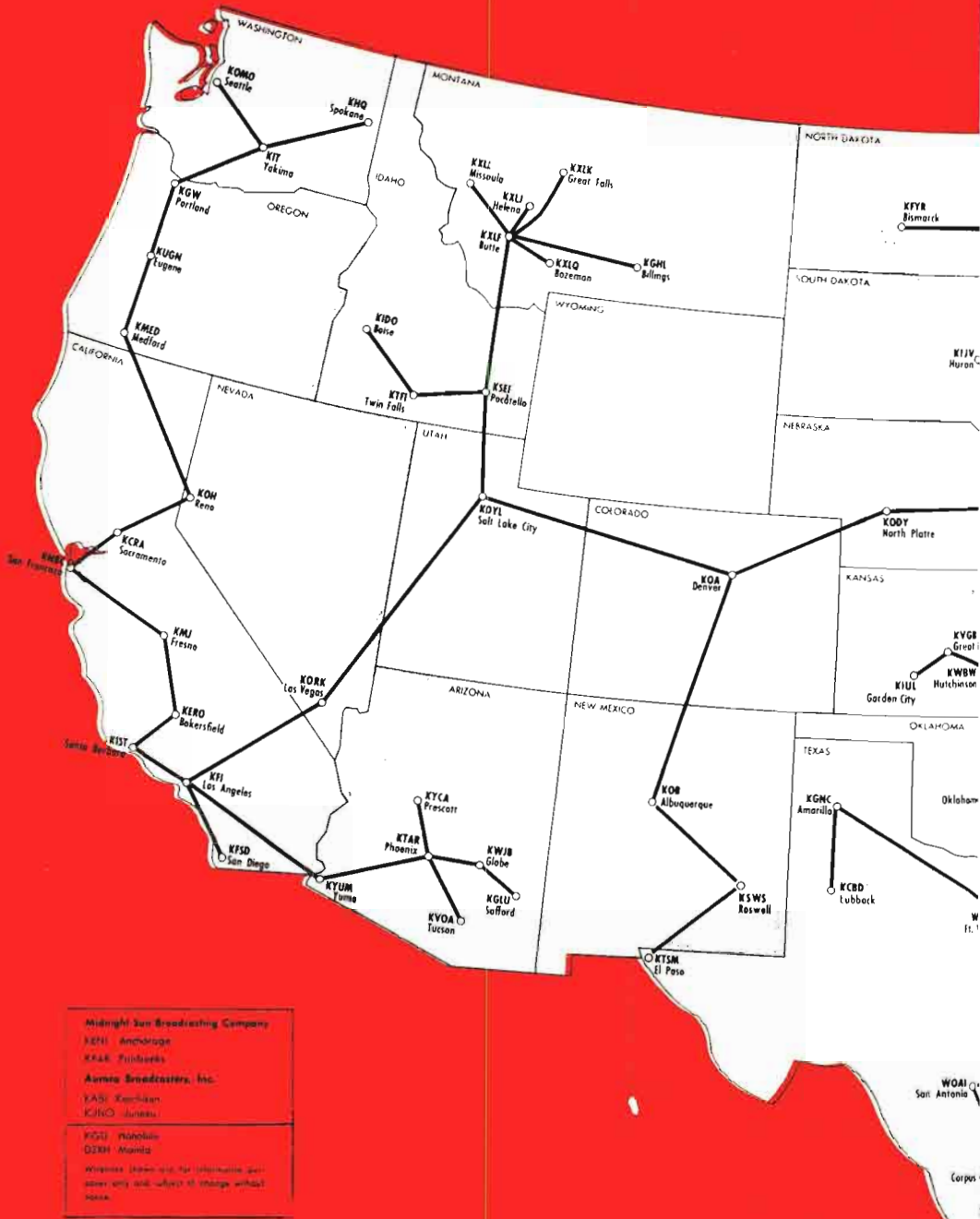
During 1955, the NBC enlightenment campaign was broadened, with more entertainment programs inserting elements of cultural and educational value into the format. We also set up the television industry's first Children's Program Review Committee to provide us with added guidance in improving our children's shows.



Looking toward television's talent needs of the future, NBC created the Talent Development Program, a multi-million dollar project designed to seek out and develop new stars, writers, producers and technicians.

Greater flexibility in programming was accompanied by greater flexibility in sales. Multiple sponsorship advanced to a point where it accounted for more than half our entire schedule. The network served 231 clients in 1955 as against 210 in 1954 and 165 in 1953. All in all, NBC-TV showed an increase of 34.6 per cent in total gross billings over the previous year, and a gain of 22.5 per cent in overall income.

NATIONAL BROAD



Midnight Sun Broadcasting Company
 KPFI Anchorage
 KKAR Fairbanks

Aurora Broadcasters, Inc.
 KASJ Ketchikan
 KJNO Juneau

PGO Honolulu
 ODRH Manila

Writers: (When not for information purposes 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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Barbara McCusker, Magazine Editor
Al Rylander, Director, Exploitation

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 George Dietrich..... National Manager of Radio Spot Sales
 Mort Gaffin..... Mgr., New Business & Promotion
 Caroline Herbert..... Manager of Sales Service

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 Don Bishop..... Director of Press and Publicity
 Max Buck..... Director of Advertising, Promotion and Merchandising
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 Sherman Hildreth..... Mgr., Tech. Operations
 James V. Coleman..... Supervisor, Tech. Operations
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 Steve White..... Program Manager for WRCA

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 John M. Keys..... Director of Sales
 Chet Campbell..... Mgr., Press
 Howard C. Luttgens..... Mgr., Tech. Operations
 Rolland J. Reichert..... Mgr., Operations
 Edmund Souhami..... Mgr., Personnel & Legal
 George Heinemann..... Director of Programming
 Neil Murphy..... Station Business Manager
 John F. Whalley..... Staff Executive

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 Jack R. Wagner..... Mgr., Programs
 Jos. Baker..... Mgr., Tech. Operations

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 Morris Wattenberg..... Mgr., Advtn & Prom.
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France

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Japan-Korea

George Thomas Folster, James G. Robinson, Nik-katsu Building, Number 1-1, Yura Kucho Chiyodaku, Tokyo, Japan.

Germany

Frank Bourgholtzer, Press Center (American), APO 757, c/o PM, New York, New York.

Rome

Merrill Mueller, Secondo Piano AP, Piazza Graz-iolo 5, Rome, Italy.

Keystone Hits America's Prime Audience



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

THE primary motivation of advertising is to substantiate sales incentive at trade and consumer levels. In order to do this it is basic that to move goods it is a necessity to also move people.



Keystone moves people in a key way . . . 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 audience listens . . . and moves! Keystone delivers one of the most prime audiences to the advertiser that exists in the nation today. From a fall, 1955 government report, these facts emerged: Keystone's market of Hometown and Rural America contains 25,058,420 radio homes consisting of 87,704,470 people. Within this grouping there are over 4,000,000 farms and less than 30% of them have television. Here in deed is an undeniable primary market which deserves principal consideration for any well-directed sales program that lists national coverage as a requisite.



The Keystone story would not be complete without the almost fantastic kind of mer-

chandising that exists within the realm of Keystone affiliates. This story is unique in the annals of the radio industry . . . unique because of the geographic and population setup of the area in which Keystone operates. Here in the small, widely scattered communities throughout the nation are the small town nuclei of American community living where station personnel is closely associated with the merchants of each specific community. Here a pattern of close cooperation with retail outlets of advertised products happens day in and day out with results that amaze advertisers of every conceivable type of product. Merchandising contests held by several of Keystone's clients have paid off in rich dividends.



Keystone's steady growth is an indication that this approach to advertising is a sound one. Keystone's long list of customers who stay around year after year for this successful treatment is ample testimony to the fact that the advertising dollar spent in the rich Home Town and Rural America market is an investment hard to equal in the media field. Keystone's biggest growth year was 1955 with the list of Keystone's affiliates growing to 875 stations.



1956 will probably be Keystone's biggest year in volume of sales to date and this in itself is a commentary on the need for using Keystone as a **supplement** to the rapid expanse of television . . . getting through to the vast daytime market where TV is not a factor in the audience story.

KEYSTONE BROAD

ALABAMA

WRFS Alexander City
WCTA Andalusia
WANA Anniston
WEBI Brewton
WRGG Carrollton
WRKF Clanton
WKUL Cullman
WMSL Decatur
WXAL Demopolis
WDF Dothan
WULA Eufaula
WWWF Fayette
WOWL Florence-Muscie Shoals
WZOB Fort Payne
WETO Gadsden
WGYV Greenville
WGSV Guntersville
WJBB Haleyville
WERH Hamilton
WBHP Huntsville
WPBB Jackson
WWWB Jasper
WMOZ Mobile
WMFC Monroeville
WCRL Oneonta
WJHO Opelika
WELR Roanoke
WWRB Russellville
WROS Scottsboro
WHBB Selma
WFEB Sylacauga
WHTB Talladega
WTBF Troy
WTBC Tuscaloosa
WTUS Tuskegee
WETU Wetumpka

ARIZONA

KCKY Coolidge
KAWT Douglas
KCLS Flagstaff
KDII Hofbrook
KRIZ Phoenix
KOLD Yuma

ARKANSAS

KVRK Arkadelphia
KBTA Batesville
KBBA Benton
KAMD Camden
KCON Conway
KAGH Crossett
KDMS El Dorado
KXJK Forrest City
KH0Z Harrison
KFA Helena
KXAR Hope
KBHS Hot Springs
KBTM Jonesboro
KVLK Little Rock
KVSA McGehee
KDas Malvern
KENA Mena
KHBM Monticello
K0SE Osceola
KDRS Paragould
KDTN Pine Bluff
KPOC Pocahontas
KXRI Russellville
KWCB Searcy
WU0A Siloam Springs
KBRS Springdale
KWAK Stuttgart

CALIFORNIA

KIBS Bishop
KBMX Coalinga
KRDU Dinuba
KBAB El Cajon
(San Diego)
KDAC Fort Bragg
KGST Fresno
KCVR Lodi
KGER Long Beach
KYDS Merced
KSF Needles
KMOR Oroville
KPRL Pasco Robles
KAFP Petaluma
KTIP Porterville
KBLF Red Bluff
KVEC San Luis Obispo
KSMA Santa Maria
KSPA Santa Paula
KROG Sonoma
KSUE Susanville

KTKR Taft
KTUR Turlock
KUDU Ventura
KHUB Watsonville

COLORADO

KGIV Alamosa
KRLN Canon City
KVFC Cortez
KRAI Craig
KLIR Denver
KIUP Durango
KFTM Fort Morgan
KYOU Greeley
KBNZ La Junta
KLMR Lamar
KLVC Leadville
KLVJ Loveland
KSLV Monte Vista
KUBC Montrose
KDZA Pueblo
KVRH Salida
KCRT Trinidad

DELAWARE

WSUX Seaford

FLORIDA

WTRL Bradenton
WTAN Clearwater
WKKO Cocoa
WDFC Dade City
WFBF Fernandina Beach
WINK Fort Myers
WARR Fort Pierce
WGGG Gainesville
WGMA Hollywood
WJVB Jacksonville Beach
WKWF Key West
WRWB Kissimmee
WIPC Lake Wales
WLBE Leesburg
WNER Live Oak
WTYS Marianna
WPPB Miami
WSBB New Smyrna Beach
WTMC Ocala
WMPF Palatka
WKAP Panama City
WPRY Perry
WPLA Plant City
WFOY St. Augustine
WTRR Sanford
WKXY Sarasota
WJCM Sebring
WSTU Stuart
WMEN Tallahassee
WTNT Tallahassee
WEBK Tampa

GEORGIA

WAAG Adel
WJAZ Albany
WDEC Americus
WGAU Athens
WAUG Augusta
WMGR Bainbridge
WHAB Baxley
WMOG Brunswick
WGRA Cairo
WCLB Camilla
WLBB Carrollton
WBHF Cartersville
WGAA Cedartown
WJMJ Cordela
WFGS Covington
WLLI Dalton
WDDW Dawson
WGLS Decatur
WDMG Douglas
WMLT Dublin
WSGC Elberton
WBHB Fitzgerald
WPFM Fort Valley
WGA Ganysville
WKEU Griffin
WCEH Hawkinsville
WBRG Jesup
WLFA Lafayette
WLAG La Grange
WFOH Marietta
WVWG Milledgeville
WMRE Monroe
WMA Moultrie
WFRG Rome
WFRP Savannah

WWNS Statesboro
WSFT Thomaston
WTWA Thomson
WLET Tooea
WJEM Valdosta
WVOP Vidalia
WAYX Waycross
WBRU Waynesboro
WRLD West Point
WIMO Winder

IDAHO

KGEM Boise
KCAR Burley
KIFI Idaho Falls
KRPL Moscow
KWIK Pocatello
KPST Preston
KRXK Rexburg
KSPT Sandpoint
KLIX Twin Falls

ILLINOIS

WOKZ Alton
WBYS Canton
WROY Carmi
WCNT Centralia
WEJC Charleston
WITY Danville
WORA Edingham
WFIW Fairfield
WEBQ Harrisburg
WJPF Herrin
WKEI Kewanee
WPRC Lincoln
WSMI Litchfield
WKAI Macomb
WKIC Metropolis
WMMC Mt. Carmel
WNIJ Murphysboro
WLVN Olney
WPRS Paris
WPEO Peoria
WKID Urbana

INDIANA

WCBC Anderson
WBNL Boonville
WLO Frankfort
WKAM Goshen
WITZ Jasper
WTLZ Kendallville
WSTO Linton
WSAL Logansport
WORX Madison
WMRI Marion
WARU Peru
WFGW Portland
WSLM Salem
WJCD Seymour
WIVA South Bend
WICJ Tell City

IOWA

KASI Ames
KJAN Atlantic
KCOG Centerville
KCHA Charles City
KCHL Cherokee
WIL Medford
KSIB Creston
KFMA Davenport
KDEC Decorah
KLIL Estherville
KFAD Fairfield
KXIC Iowa City
WRIB Mason City
KLEJ Atlantic
KTFE Webster City

KANSAS

KSOK Arkansas City
KARE Atchison
KCRB Chanute
KNGK Concordia
KTMN Emporia
KMDO Fort Scott
KIUL Garden City
KWGB Goodland
KAYS Hays
KWBW Hutchinson
KIND Independence
KCLD Leavenworth
KMAN Manhattan
KNEX McPherson
KJRG Newton
KLKC Parsons

KSEK Pittsburg
KWSK Pratt

KENTUCKY

WBRT Bardstow
WCLB Benton
WLBJ Bowling Green
WTCO Campbellsville
WAIN Columbia
WCTT Corbin
WZIP Covington
WCPM Cumberland
WHR Danville
WIEL Elizabethtown
WFKY Frankfort
WFKN Franklin
WKAY Glasgow
WHLN Harlan
WKIC Hazard
WSON Henderson
WKOA Hopkinsville
WLBK Lebanon
WLEX Lexington
WLNW Louisville
WFMW Madisonville
WFTM Maysville
WMIK Middlesboro
WOMI Owensboro
WSPJ Paintsville
WPKT Pikesville
WPRT Prestonsburg
WPKY Princeton
WEKY Richmond

LOUISIANA

KDBS Alexandria
KTRY Bastrop
WKIC Bogalusa
WABG Covington
KOLA De Ridder
WFRP Hammond
KCIL Houma
KJEF Jennings
KAPB Marksville
KLIC Monroe
KMRC Morgan City
KWJZ Natchitoches
KANE New Iberia
WWEZ New Orleans
KREH Oakdale
KSLO Opelousas
KRUS Ruston
KBSF Springhill
KSUL Sliderville
KTLD Tallulah

MAINE

WABM Houlton
WRUM Rumford

MARYLAND

WCEM Cambridge
WAYE Dundalk
WPTX Lexington Park

MASSACHUSETTS

WVOM Brookline
WREB Holyoke
WHL Medford
WHP North Hampton
WARE Ware

MICHIGAN

WALM Albion
WFYC Alma
WJMS Alpena
WLEW Bad Axe
WBRN Big Rapids
WATT Cadillac
WMRP Flint
WBFC Freecount
WATC Gaylord
WIBK Iron River
WJMS Ironwood
WJPD Ishpeming
WKLA Ludington
WMTA Manistee
WDMJ Marquette
WMAW Menominee
WCEN Mt. Pleasant
WDAF Owosso
WMAU Muskegon
WMBN Petoskey
WHLB Port Huron
WTCM Traverse City

MINNESOTA

KASM Albany
KXRA Alexandria
KBUN Bemidji
KBMW Breckenridge
WKLK Cloquet
KROK Crookston
KOLM Detroit Lakes
WELE Ely
WEVE Eveleth
KOZY Grand Rapids
KF0B International Falls
KLTF Little Falls
KNJ New Ulm
K0BK Owatonna
WSHB Stillwater

MISSISSIPPI

WMPA Aberdeen
WBLE Batesville
WGCM Biloxi-Gulfport
WBIP Booneville
WDOB Canton
WGLC Centerville
WRDX Clarksdale
WCLD Cleveland
WTCU Columbia
WCB1 Columbus
WCMCA Corinth
WJPR Greenville
WGRM Greenwood
WNA Grenada
WFOR Hattiesburg
WDC Hazlehurst
WNLA Indianola
WKOZ Kosciusko
WAML Laurel
WAPF McComb
WMBG Macon
WMOX Meridian
WMS Natchez
WNAW New Albany
WMPB Neshoba
WHOC Philadelphia
WRJW Picayune
WSSO Starkville
WLEO Tupelo
WQBC Vicksburg
WABD Waynesboro
WROB West Point
WAZF Yazoo City

MISSOURI

KGMO Cape Girardeau
KDMO Carthage
KCRV Caruthersville
KCHR Charleston
KCHI Chillihothe
KDKD Clinton
KBIA Columbia
KREJ Farmington
KJCF Festus
KWOS Jefferson City
KIRX Kirksville
KTCC Malden
KNIM Maryville
KNCM Moberly
KRMO Monett
KLRB Mountain Grove
KLET Neosho
KNEM Nevada
KWOC Poplar Bluff
KTRR Rola
KSGM Ste. Genevieve
KSMO Salem
KDRO Sedalia
KICK Springfield
KALM Thayer
KITT Trenton
K0KO Warrensburg
KWRE Warrenton
KWPM West Plains

MONTANA

KBMY Billings
KBNN Bozeman
KBOW Butte
KBTG Great Falls
K0JM Havre
KCAP Helena
KGEZ Kalispell
KXLO Lewiston
KLBB Libby
KPRK Livingston
KATL Miles City
KBTG Missoula
K1YI Shelby
KGXC Sidney

CASTING SYSTEM

NEBRASKA

KCOW Alliance
 KWBE Beatrice
 KCSR Chadron
 KJSK Columbus
 KHAS Hastings
 KGFV Kearney
 KLMS Lincoln
 KBRL McCook
 KODY North Platte
 KOGA Ogallala
 KSID Sidney
 KAWL York

NEVADA

KRAM Las Vegas
 KATO Reno
 KWNA Winnemucca

NEW HAMPSHIRE

WMOU Berlin
 WKXL Concord
 WLNH Laconia

NEW JERSEY

WSNJ Bridgeton
 WNNJ Newton
 WCMC Wildwood

NEW MEXICO

KALG Alamogordo
 KABQ Albuquerque
 KSVP Artesia
 KLMX Clayton
 KOTS Deming
 KGA&K Gallup
 KWFW Hobbs
 KOBE Las Cruces
 KENM Portales
 KBIM Rosewell
 KSIL Silver City
 KCHS Truth-or-
 Consaguences
 KTNM Tucumcari

NEW YORK

WCSS Amsterdam
 WMBO Auburn
 WBRV Booneville
 WOSC Fulton
 WJOC Jamestown
 WVOS Liberty
 WLFH Little Falls
 WICY Malone
 WJAL Middletown
 WIRY Plattsburgh
 WNBZ Saranac Lake
 WIPS Ticonderoga
 WDLA Walton

NORTH CAROLINA

WRCS Ahoskie
 WABZ Albemarle
 WGWR Asheboro
 WBBB Burlington
 WEGO Concord
 WCKB Dunn
 WTIK Durham
 WNCN Elizabeth City
 WFAI Fayetteville-Fort
 Bragg
 WBG0 Forest City
 WVFV Fuquay Springs
 WLTC Gastonia
 WPMC Goldsboro
 WHNC Henderson
 WHKP Hendersonville
 WPEF High Point
 WJNC Jacksonville
 WELS Kinston
 WEWO Laurinburg
 WLOE Leaksville
 WJRI Lenoir
 WBDY Lexington
 WTSB Lumberton
 WOPR Monroe
 WHIP Mooresville
 WMBL Morehead City
 WPAQ Mount Airy
 WOOD New Bern
 WNNC Newton
 WKBC No. Wilkesboro
 WFRS Reidsville
 WGBT Roanoke Rapids
 WCEC Rocky Mount

WSTP Salisbury
 WWGP Sanford
 WOH5 Shelby
 WADE Wadesboro
 WLSE Wallace
 WHED Washington
 WHCC Waynesville
 WENC Whiteville
 WAAA Winston-Salem

NORTH DAKOTA

KDLR Devils Lake
 KDXI Dickinson
 KNOX Grand Forks
 KEYJ Jamestown
 KGCU Mandan
 KQVC Valley City
 KEYZ Williston

OHIO

WOHP Bellefontaine
 WILE Cambridge
 WAND Canton
 WBEX Chillicothe
 WJER Dover
 WOHI East Liverpool
 WFOB Festoria
 WJEH Gallipolis
 WIRO Ironton
 WLMJ Jackson
 WMVO Mount Vernon
 WPTW Piqua
 WLEC Sandusky
 WCHO Washington Court
 House
 WWST Wooster

OKLAHOMA

KADA Ada
 KVS0 Ardmore
 KBWL Blackwell
 KWIC Chickasha
 KWHP Cushing
 KRHD Duncan
 KSEO Durant
 KASA Elk City
 KCRC Enid
 KTAT Frederick
 KGYN Guynon
 KTSJ Hobart
 KTHM Hugo
 KTMCM McAlester
 KGCL Miami
 KBXK Muskogee
 KNOR Norman
 KBYE Oklahoma City
 KHBG Okmulgee
 KVLH Pauls Valley
 KLGG Poteau
 KOLS Pryor
 KWFH Tri-City
 KOME Tulsa
 KVIN Vinita

OREGON

KWIN Ashland
 KAST Astoria
 KBKR Baker
 KBND Bend
 KWRO Coquille
 KASH Eugene
 KRTV Hillsboro
 KLBM La Grande
 KGAL Lebanon
 KMCM McMinnville
 KBOY Medford
 KRVJ Ontario
 KODL The Dalles
 KTEL Tillamook

PENNSYLVANIA

WNCC Barnesboro
 WBFD Bedford
 WLOA Braddock
 WISR Butler
 WCDL Carbondale
 WHYL Carlisle
 WESA Charleroi
 WCVI Connellsville
 WOTR Cory
 WBUX Doylestown
 WEMR Emporium
 WGSA Ephrata
 WLEU Erie
 WFAR Farrell
 WHUN Huntington
 WDAD Indiana

WADP Kane
 WAKU Latrobe
 WKRZ Oil City
 WPAZ Pottstown
 WBAM Pottsville
 WKMC Roaring Springs
 WKBI St. Marys
 WATS Sayre
 WMAJ State College
 WY4Z Waynesboro
 WLYC Williamsport
 WNOW York

PUERTO RICO

WHOA San Juan

RHODE ISLAND

WADK Newport
 WERI Westerly

SOUTH CAROLINA

WAKN Aiken
 WANS Anderson
 WBAW Barnwell
 WBEU Beaufort
 WAGS Bishopville
 WACA Camden
 WHAN Charleston
 WCCD Chester
 WDC Columbia
 WELP Easley
 WOLS Florence
 WFGN Gaffney
 WGSW Greenwood
 WEAB Greer
 WHSC Hartsville
 WJMG Lancaster
 WLBG Laurens
 WJAY Mullins
 WMYB Myrtle Beach
 WKDK Newberry
 WDX Orangeburg
 WRHI Rock Hill
 WSNW Seneca
 WJAN Spartanburg
 WFG Sumter
 WBCU Union

SOUTH DAKOTA

KBRK Brookings
 KDSJ Deadwood
 KIJV Huron
 KISD Sioux Falls
 KWAT Watertown
 KYNT Yankton

TENNESSEE

WLAR Athens
 WFHG Bristol
 WFMS Chattanooga
 WJZM Clarksville
 WKRM Columbia
 WHUB Cockeville
 WKBL Covington
 WAEW Crossville
 WDKN Dixon
 WDSG Dyersburg
 WEKR Fayetteville
 WHIN Gallatin
 WHBT Harriman
 WSTV Humboldt
 WDXI Jackson
 WKXV Knoxville
 WLAF LaFollette
 WDXE Lawrenceburg
 WCOR Lebanon
 WJLI Lebanon City
 WJRM Lewisburg
 WDXL Lexington
 WCAP Maryville
 WMMT McMinnville
 WBRV Memphis
 WCRK Morristown
 WGNM Murfreesboro
 WNAH Nashville
 WLIK Newport
 WOKP Oak Ridge
 WTPR Paris
 WTRB Cory
 WSEV Sevierville
 WEPG South Pittsburg
 WDBL Springfield
 WDEL Sweetwater
 WIGF Tullahoma
 WENK Union City
 WCDT Winchester

TEXAS

KVLF Alpine
 KZIP Amarillo
 KBUD Athens
 KRUN Ballinger
 K10X Bay City
 KRCA Baytown
 KTXC Big Spring
 KNEL Brady
 KSTB Breckenridge
 KWHI Brenham
 KTFY Brownfield
 KBOR Brownsville
 KBWD Brownwood
 KBEN Carrizo Springs
 KOTX Childress
 KST Coleman
 WTAW College Station
 KVMC Colorado City
 KAND Corsicana
 KIVY Crockett
 KXIT Dalhart
 KSKY Dallas
 KDLK Del Rio
 KDNT Denton
 KDDD Dumas
 KERC Eastland
 KBLP Falfurrias
 KFLD Floydada
 KFST Ft. Stockton
 KNAF Fredericksburg
 KBRZ Fresno
 KGAF Gainesville
 KLUFG Galveston
 KCTI Gonzales
 KGVL Greenville
 KCLW Hamilton
 KPAN Hereford
 KHBR Hillsboro
 KLSB Houston
 KSAM Huntsville
 KBEA Jacksonville
 KTXJ Jasper
 KMBL Junction
 KOCA Kilgore
 KPET Lamesa
 KVOZ Laredo
 KVOW Littlefield
 KFR0 Longview
 KRBA Lufkin
 KNHT Marshall
 KCMR McCombs
 KJBC Midland
 KORC Mineral Wells
 KVKM Monahans
 KIMP Mt. Pleasant
 KOSF Nacogdoches
 KGNB New Braunfels
 KRIG Odessa
 KOGT Orange
 KNED Palestine
 KPAT Pampa
 KFTV Paris
 KIUN Pecos
 KVOP Plainview
 KBOP Ploasanton
 KRWS Post
 KOLJ Quanah
 KMAC San Antonio
 KCGN San Marcos
 KSEY Seymour
 KEVA Shamrock
 KSN Sherman
 KSNY Snyder
 KDWT Stamford
 KSTV Stephenville
 KSSJ Sulphur Springs
 KXOX Sweetwater
 KTAE Taylor
 KTEM Taylor
 KFTS Texarkana
 KTLW Texas City
 KTTB Tyler
 KWOU Val Verde
 KYWC Vernon
 KVEL Vernal

UTAH

KBUH Brigham City
 KRVN Logan
 KOPP Ogden
 KOAL Price
 KEYV Provo
 KVEL Vernal

VERMONT

WSYB Rutland

VIRGINIA

WKLV Blackstone
 W1NA Charlottesville
 WKRE Covington
 WCVA Culpeper
 WEVA Emporia
 WFAA Falls Church
 WFVA Fredericksburg
 WFTF Front Royal
 WBOB Galax
 WHAP Hopewell
 WREL Lexington
 WBRG Lynchburg
 WMEV Marion
 WMYA Martinsville
 WACH Newport News
 WNYA Norton
 WSSV Petersburg
 WLOW Portsmouth
 WPUV Putask
 WRIC Richlands
 WRIS Roanoke
 WHLF South Boston
 WLPM Suffolk
 WNNT Warsaw
 WAYB Waynesboro
 W1NC Winchester
 WYVE Wytheville

WASHINGTON

KXRO Aberdeen
 KPUG Bellingham
 KEA Centralia
 KCLX Colfax
 KCVY Coville
 KFDR Grand Coulee
 KNGB Kirkland
 KWLK Longview
 KSEM Moses Lake
 KGY Olympia
 KONP Port Angeles
 KAYE Puyallup
 KENE Toppenish
 KHSF Vancouver
 KTEL Walla Walla

WEST VIRGINIA

WHAR Clarksburg
 WDRF Elkins
 WTCS Farmington
 WPLH Huntington
 WKYR Keyser
 WVOW Logan
 WPEM Martinsburg
 WHJC Matewan
 WAJR Morgantown
 MDD Mountville
 WDFZ New Martinsville
 WLOH Princeton
 WHAW Weston

WISCONSIN

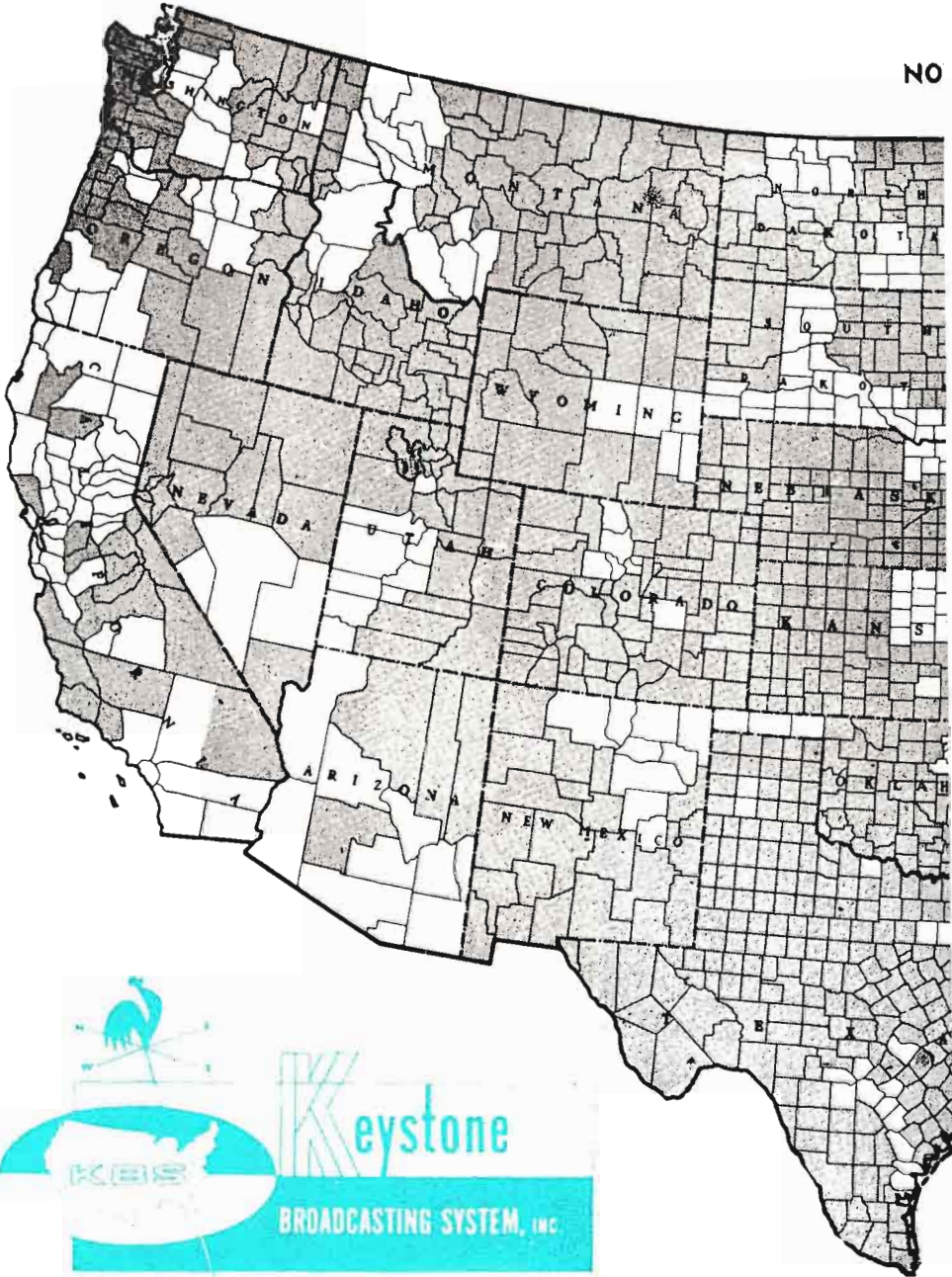
WHBY Appleton
 WATW Ashland
 WBEL Beloit
 WDUZ Green Bay
 WTKM Hartford
 WLDX Ladysmith
 WDLB Marshfield
 WIGM Medford
 WMNE Menomonie
 WFOX Milwaukee
 WOSH Oshkosh
 WFPF Park Falls
 WPLY Plymouth
 W1BU Poyntette
 WRAC Racine
 WRDB Reedsburg
 WRCO Richland Center
 W1CH Shawano
 W1KJ Sparta
 WSPT Stevens Point
 KOKR Sturgeon Bay
 WTRW Two Rivers
 WTTN Watertown
 WAUX Waukesha
 WOSA Wausau

WYOMING

KWVO Cheyenne
 KLUK Evanston
 KOVE Lander
 KOWB Laramie
 KROW Powell
 KRAL Rawlins
 KVR5 Rock Springs
 KWOY Sheridan

KEYSTONE BROADCASTING SYSTEM, INC.

NO



BROADCASTING SYSTEM

1955



SHADED AREAS INDICATE KEYSTONE COVERAGE
BASED ON 1952 NIELSEN COVERAGE SERVICE AREAS
FOR PERSONNEL SEE PAGE 288

A SPECIAL MESSAGE
NATIONAL
AND REGIONAL
ADVERTISERS AND
THEIR AGENCIES...

Here's Radio Mer

Look for the station with ...

"RADIO'S BIG LITTLE MAN"

WHEN YOU BUY THE
STATION THAT OFFERS
RADIO'S BIG LITTLE MAN ...

You get ... the
**OUTSTANDING
STATION**
in the community!

You get ... the alert station
that gives advertisers

**ALL-OUT
MERCHANDISING
SUPPORT!**

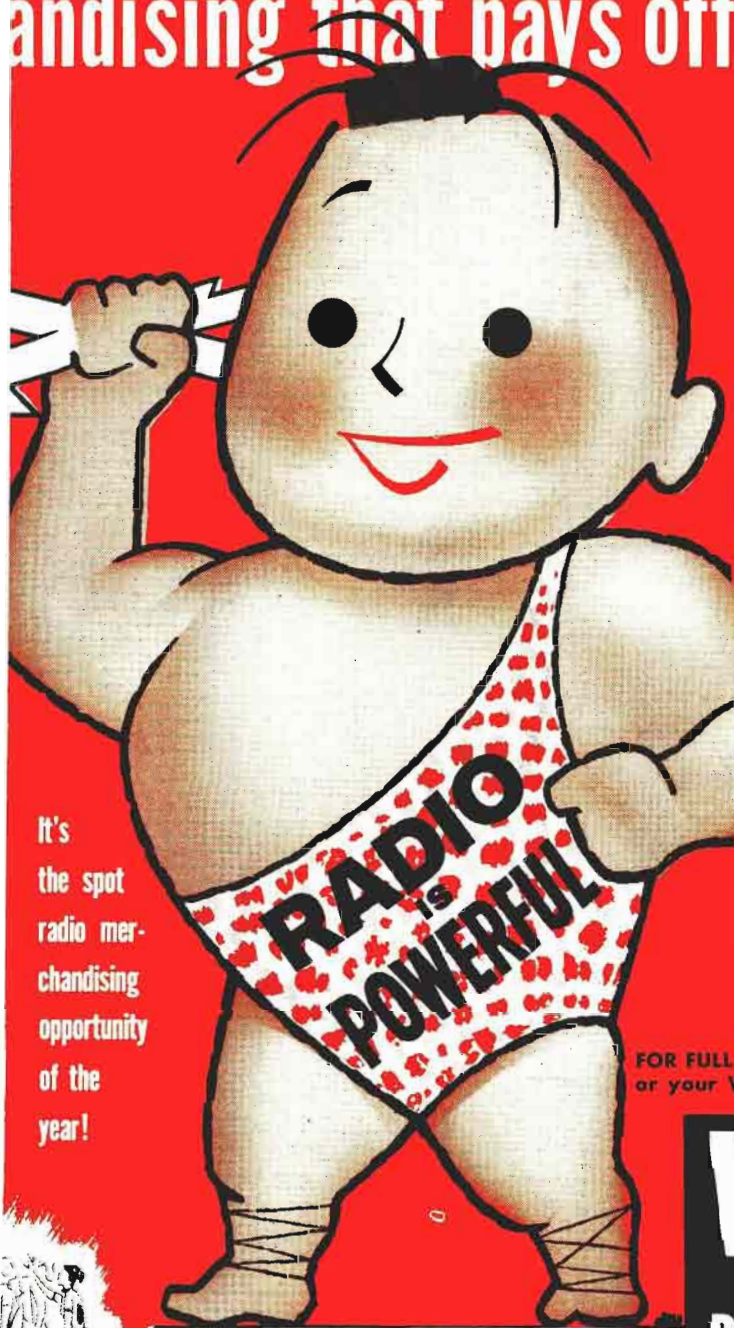
You get ... the aggressive
station that gets

**ACTION FOR
ITS ADVERTISERS**



**ASK YOUR WORLD AFFILIATED STATION
THIS AND OTHER IMPORTANT AN**

Advertising that pays off for you!



It's
the spot
radio mer-
chandising
opportunity
of the
year!

RADIO'S BIG LITTLE MAN CONTEST...

gives your advertising
the added audience
lure of "DREAM
VACATION" prizes.

Cook's Tour Vacation Trip to

1. PARIS
for two by air
all expenses paid for 10 days

Cook's Tour Vacation Trip to

2. VIRGIN ISLANDS
for two by air
all expenses paid for 7 days

Cook's Tour Vacation Trip to

3. BERMUDA
for two by air
all expenses paid for 7 days

PLUS A BIG LOCAL PRIZE PLAN

FOR FULL DETAILS get in touch with **WORLD**
or your **WORLD AFFILIATE STATION.**

WORLD

**SALES AND
PROGRAM SERVICE**

WORLD BROADCASTING SYSTEM, INC.
488 Madison Avenue, New York 22, New York

CINCINNATI

HOLLYWOOD

CANADIAN REPRESENTATIVES . . . ALL-CANADA RADIO,
FACILITIES LIMITED, VICTORY BUILDING, TORONTO

© 1952 BY WORLD BROADCASTING SYSTEM, INC.

FOR PROFIT-PRODUCING DETAILS OF EXCLUSIVE WORLD "SELLING FEATURES"!

World ideas pay off big for advertisers!

www.americanradiohistory.com

KEYSTONE BROADCASTING SYSTEM, INC.

111 W. Washington St., Chicago 2, 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 Director
 Charles A. Hammarstrom.....Account Executive
 Eve Waldo.....Office Manager
 John Scanlan.....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
 Anita Larie.....Auditor
 John C. McFadgen.....Traffic Manager

Los Angeles

3142 Wilshire Blvd., Los Angeles 5, Calif.

Phone: DUNkirk 3-2910

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

San Francisco

75 Post Street

Phone: SUTter 1-7440

Don Kerwin.....Account Executive

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

At present, there are more than 875 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 25,058,420 based on Nielsen reports, or one-half millivolt 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, KBS 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.

Spot Can Make Or Break National Business



By
ADAM YOUNG
President
Station Representatives
Association

VERY often the question comes up as to what the Station Representatives Association is doing for the industry. Before explaining this, it is important to understand the basic fundamental upon which this Association operates. We believe that a healthy broadcasting industry should be our aim. With this in mind, we can consider only one thing—what is in the interest of the television and radio stations? Because we are their sales representatives, it is natural that we should be particularly interested in their economic health. The SRA, therefore, feels that basically the good of their own industry is tied so closely to what is good for broadcasters, that, for all practical purposes, their aims should be identical.



Everything in the broadcasting field depends primarily upon the good economic health of all broadcasters. The amount of public service they can perform and the amount of talent they can develop depend upon economic well being. We realize our responsibility in seeing to it that, so far as we are able, the broadcasting business develops financially.

It is a fact that most major radio and television stations depend upon national spot business, for which we are responsible, to such a point that what we do can virtually make or break the broadcasting business. We realize this responsibility and accept it.



Along with this responsibility goes the need to do two things:

1. Pave the way for the development of a maximum amount of National Spot business.
2. Wage war on anything contrary to the best interests of our clients—the broadcasting stations.

During the past year, the SRA has done a great many things—some of these activities have appeared in the trade press but most of them have not. The station representatives have individually developed a number

of fine presentations to sell both radio and television. Through the offices of the S.R.A. the various representatives went over their individual presentations with competitors, and, it should be noted, that ours is a very competitive business. This exchange of information is beneficial to all representatives because obviously there is no monopoly on ideas. The representatives, therefore, not only effectively sold the medium on an industry-wide basis, but actually shared their ideas and plans with other strong competitors.

As salesmen we realize that the best way to assure yourself of a sale is to make it as easy as possible for the advertiser to buy. This has meant more and more research to show agencies and advertisers that Spot Television and Radio is the best buy and at the same time simplify as many steps along the way to make our medium one that can be handled as inexpensively as possible. We know that even though what we are selling represents the best advertising buy that it is still expensive for advertising agencies to handle. Step by step we are whittling away at this problem. We are trying to eliminate all of the costly bottle-necks.



A good example of this is the standard availability form which was introduced last year. Each one of our members and even some representatives who are not members are, as new forms are printed, accepting the new form. This has been approved by the AAAA. In the industry we know the difficulties that were encountered when an advertiser suddenly put on a large coast-to-coast spot campaign. An agency suddenly needs a great many new timebuyers which usually results in the addition of novices. Standard forms overcome many of the difficulties in training these new people. More and more we are standardizing procedures. This makes spot easier to use and results in what we are trying to accomplish—more income for the stations we represent.



We have many problems that will never be solved, but they can be kept under control by constant surveillance. One such problem is the matter of local versus national rates. In the stations' own interest we have been attempting to establish definite policies on what should be considered local and what should be considered as national business. The definitions can be easily set forth but the interpretation is another matter altogether. By keeping a close watch in this matter, we have saved the industry hundreds of thousands of dollars.

Famous on the local scene...

No man, no company, no broadcasting facility ever attained national prominence without first achieving greatness at home.

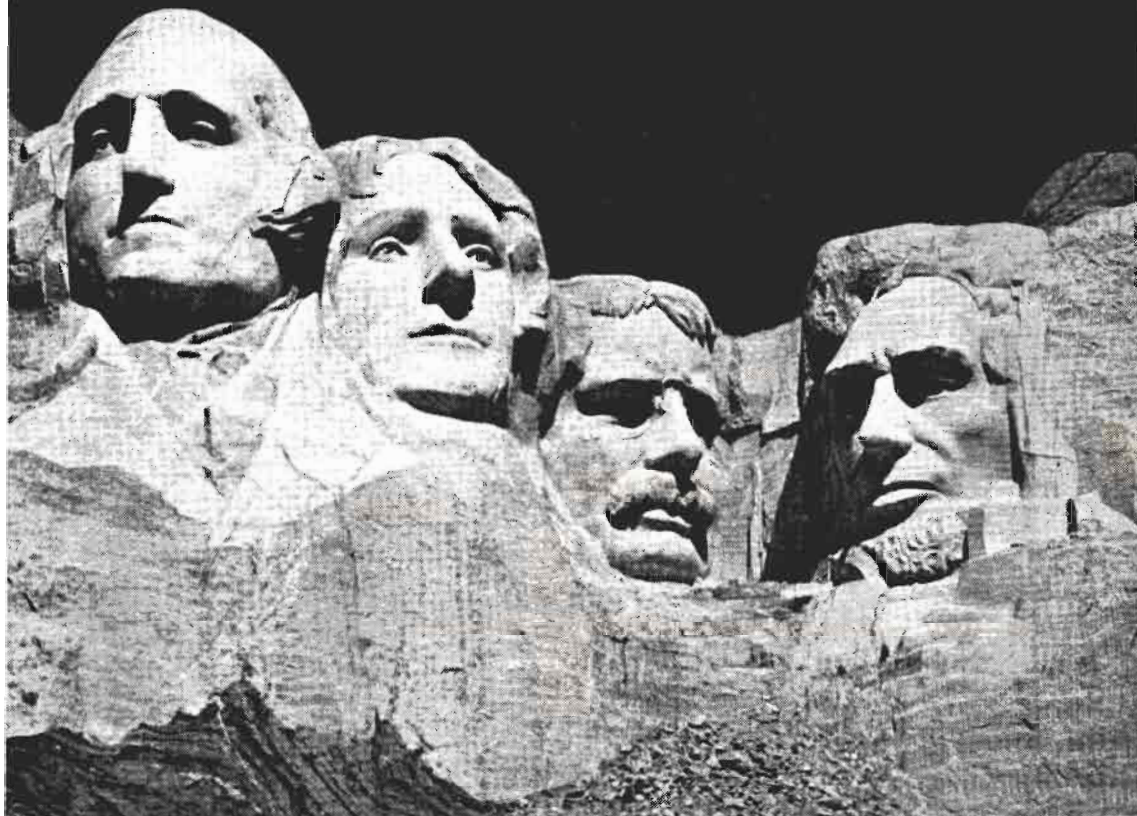
So with the group known collectively as Storer stations.

Look at each one individually. You will find the church, the school, the home — and the station — working together to improve the community.

The adherence to the tradition of leadership at "home" has made Storer stations national institutions.

A Storer station is a local station.

yet known throughout the nation.



STORER BROADCASTING COMPANY

WSPD • WSPD-TV
Toledo, Ohio

WJBK • WJBK-TV
Detroit, Mich.

WAGA • WAGA-TV
Atlanta, Ga.

WGBS • WGBS-TV
Miami, Fla.

KPTV
Portland, Ore.

WWVA
Wheeling, W. Va.

WBRC • WBRC-TV
Birmingham, Ala.

WJW • WXEL-TV
Cleveland, Ohio

NATIONAL SALES HEADQUARTERS:

TOM HARKER, National Sales Director

BOB WOOD, National Sales Mgr.

118 E. 57th St., New York 22, MUrray Hill 8-8630

LEWIS JOHNSON, Midwest Nat'l Sales Mgr.

GAYLE V. GRUBB, Pac. Coast Nat'l Sales Mgr.

230 N. Michigan Ave., Chicago 1, FRanklin 2-6498

111 Sutter St., San Francisco 4, Calif., SUtter 1-8689



WORKING PARTNERS



FRANK HEADLEY, President
 DWIGHT REED, Vice President
 FRANK PELLEGRIN, Vice President
 CARLIN FRENCH, Vice President
 PAUL WEEKS, Vice President

We have found no substitute for experience when it comes to rendering a needed, and effective representative service to station owners and buyers of time.

The mature working partners who started H-R all had long years of experience in this field. The men who have joined with us as we have grown, all have been selected on this basis.

That's why, when we say we "Always send a man to do a man's job!" we mean it!

380 Madison Ave.
 New York 17, N. Y.
 OXford 7-2170

35 E. Wacker Drive
 Chicago 1, Illinois
 RANdolph 6-6431

6253 Hollywood Boulevard
 Hollywood 28, Calif.
 HAllywood 7-6453

155 Montgomery Street
 San Francisco, Calif.
 TUxon 2-5701

415 Rio Grande Bldg.
 Dallas, Texas
 RANdolph 5149

101 Marietta Street Building
 Atlanta, Georgia
 CYPress 7797

520 Lovett Boulevard
 Room No. 1D
 Houston, Texas
 JUSTin 1601

REGIONAL NETWORKS AND GROUP STATION OPERATIONS



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.; KHSL-TV, Chico, Calif.; KIEM-TV, Eureka, Calif.; KSBW-TV, Salinas, Calif.; KBES-TV, Medford, Ore.; KVAL-TV, Eugene, Ore.; KFOR-TV, Portland Ore.; KIMA-TV, Yakima, Wash.; KING-TV, Seattle, Wash.; KREM-TV, Spokane, Wash.; KUTV, Salt Lake City, Utah; KBTU, Denver, Col.; KTVK, Phoenix, Ariz.; KVOA-TV, Tucson, Ariz.; KROD-TV, El Paso, Tex.; KLRJ-TV, Las Vegas, Nev.; KZTV, Reno, 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.; KFBB-TV, Great Falls, Montana.

NATIONAL REPRESENTATIVE

Edward Petry & Co., Inc.

Air Trails Network Stations

Charles Sawyer; WING Dayton, WCOL-FM-AM Columbus, WIZE Springfield, all Ohio; WCMJ-AM-FM Ashland, Ky.

Alaska Broadcasting System

(Affiliated with CBS)

830 Securities Building, Seattle 1, Wash.

Phone: SEneca 6333

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

BRANCH OFFICES

Station KFQD, Box 1040, Anchorage, Alaska, Ernest Spink, 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, Donald R. Hanlin, Station Mgr.; Station KIFW, Box 699, Sitka, Alaska, Henry C. Lanz, Station Mgr.; Alaska Radio-TV Sales, 370 Lexington Ave., N. Y., N. Y., Murray Hill 5-1300; Alaska Radio-TV Sls., Mills Bldg., San Francisco 4, Calif., Garfield 1-7950; Alaska Radio and TV Sls., 2978 Wlshire Blvd., Los Angeles 5, Calif.; Dunkirk 8-4151.

STATIONS

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

Arizona Broadcasting System

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; KWIB, Globe-Miami; KYCA, Prescott; KTRAR, Phoenix.

Gene Autry Stations

KOOL-AM-TV Phoenix, KOPO-AM-TV Tucson, KNOG Nogales, KOLD Yuma, all Arizona; KMPC Los Angeles.

Bartell Stations

WMTV (TV) Madison, WOKY AM Milwaukee, WAPL Appleton, all Wisconsin. WAKE, Atlanta, Ga.; KRUX, Phoenix, Arizona; KCBQ, San Diego, Calif. Gerard A. Bartell, Pres.

H. M. Bitner

WFBM-AM-TV Indianapolis, WOOD AM-TV Grand Rapids, WFDF Flint, WEOA Evansville, Ind.

Big Five

KSWO Radio, Box 699, Lawton, Oklahoma
Phone: 1380

President.....Leo R. Morris

STATIONS

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

Bonneyville Radio Network

Headquarters: UP Bldg., Salt Lake City.
Manager.....Frank B. McLatchy
KSL Salt Lake City; KWIK Pocatello; KID Idaho Falls; KSUB Cedar City, Utah.

Broadcast Advertising, Inc.

(Ken and Carolyn's Kitchen)

8 Newbury Street, Boston 16, Mass.

Phone: Kenmore 6-0854

PERSONNEL

President.....James Murley
Manager.....J. J. Manning
Program Director.....E. P. Gieringer
Mdselng. Director.....F. P. Russell

STATIONS

WGAN, Portland, Maine; WGUY, Bangor, Maine; WHDH, 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.

Kenyon Brown Stations

KWFT-AM-FM-TV in Wichita Falls, Texas;
KMBY AM-TV Monterey, Calif.. KBYE Oklahoma City, KGLC Miami, Okla.

Paul Bunyan Network

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

PERSONNEL

Pres., Gen. Mgr.Les Biederman
Commercial Mgr.....R. E. Detwiler
Chief Engineer.....W. H. Kiker

STATIONS

WATT, Cadillac; WATZ, Alpena; WMBN, Petoskey; WATC, Gaylord.

California Farm Network

Headquarters: 2223 Fulton St., Berkeley, Calif.
Manager Milton J. Levy

KFBK Sacramento; KMJ Fresno; KLX Oakland; KWG Stockton; KERN Bakersfield; KXO El Centro; KDB Santa Barbara; KFXM San Bernardino.

California Radio Network

3401 Russell St., Riverside, Calif.
Phone: Overland 6-0260

Director of OperationsDale R. Peterson
Traffic ManagerBeth Robinson
Chief EngineerManuel I. Barraza

STATIONS

KPRO Riverside; KREO Indio; KYOR Blythe;
KROP Brawley, all Calif.

California Valley Group

KFRE Fresno; KROY Sacramento; KERO Bakersfield; KHSL Chico; KVCV Redding, all California.

Columbia Pacific Radio Network

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

PERSONNEL

Manager.....Bert S. West
Gen. Sales Mgr.....Donald M. Ross
Asst. Sales Manager.....Fulton Wilkins
Sales Promotion Mgr.....John Asher
Program Director.....Robert P. Sutton
News DirectorJack Beck
Chief Engineer.....Ted Denton
Director of Operations.....Maury Webster
Director of Press Info.....Lloyd Brownfield

BRANCH OFFICES

CBS Radio Spot Sales Offices: 485 Madison Avenue, New York, N. Y., Phone: PL 1-2345. Henry Flynn, General Sales Mgr.; Sheraton-Palace Hotel, San Francisco, Calif., YU 2-7000. Byron Nelson, Sales Mgr.; 902 Fisher Bldg.; Detroit, Mich., TR 2-5500. Ralph H. Patt, Jr., Sales Mgr.; 410 North Michigan Ave., Chicago, Ill., WH 4-6000. Gordon F. Hayes, Sales Mgr.; 6121 Sunset Blvd., Hollywood, Calif., HO 9-1212. Jack Woolley, Sales Mgr.; 800 Peachtree St. Atlanta, Ga., EL 0727. George Swearingen, 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, Kenniwick, Wash.; KIMA, Yakima, Wash.; KOLO, Reno, Nev.; KVCV, Redding, Calif.; KHSL, Chico, Calif.

Columbia Television Pacific Network

1313 North Vine St., Los Angeles 28, Calif.
Phone: WEBster 8-3011

General Manager.....J. T. Aubrey, Jr.
Gen. Sales Mgr.....Robert D. Wood
News Director.....Sam Zelman
Business Manager.....Larry Lazarus
Prog. Director.....Donald M. Hine
Dir. Sls., Prom. & Pub.....D. Linger
Dir. Ops. & Traf.....D. Rosenquest

STATIONS

KOPO-TV, Tucson, Ariz.; KHSL-TV, Chico, Calif.; KERO-TV, Bakersfield, Calif.; KJEO, Fresno, Calif.; KNXT, Los Angeles, Calif.; KSBW-TV, Salinas, Calif.; KEYT, Santa Barbara, Calif.; KFMB-TV, San Diego, Calif.; KPIX, San Francisco, Calif.; KKTU, Colorado

Springs, Colo.; KBOI, Boise, Idaho; KOOK-TV, Billings, 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.; KINT-TV, Tacoma, Wash.; KIMA-TV, Yakima, Wash.; KFBC-TV, Cheyenne, Wyoming; KTUA, Anchorage, Alaska; KTVF, Fairbanks, Alaska; KGMB-TV, Honolulu, Hawaii; KFBB-TV, Great Falls, Mont.; KID-TV, Idaho Falls, Idaho; KLZ-TV, Denver, Colo.; KIEM-TV, Eureka, Calif.; KOOL-TV, Phoenix, Arizona; KVO5-TV, Bellingham, Wash.; KFXJ-TV, Grand Junction, Colo.; KGVO-TV, Missoula, Mont.; KVEC-TV, San Luis Obispo, Calif.; KLIX-TV, Twin Falls, Montana; KBET-TV, Sacramento, Calif.; KIVA, Yuma, Ariz.

Columbine Network, Inc.

1022 Midland Savings Bldg., Denver 2, Colo.
Phone: TAbor 5-2291

PERSONNEL

President.....George O. Cory
Vice Pres.....Dale G. Moore
General Manager.....Edwin E. Koepke
Sales Manager.....John R. Bailey, Jr.

STATIONS

KFXJ, Grand Junction, Colo.; KGHF, Pueblo, Colo.; KGLN, Glenwood Springs, Colo.; KRAL, Craig, Colo.; KSLV, Monte Vista, Colo.; KUBC, Montrose & Delta, Colo.; KVOD, Denver, Colo.; KVOR, Colorado Springs, Colo.; KYOU, Greeley, Colo.

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, Ed Waller, Julian Schwartz,
John Ellinger, Donald Lasser.

STATIONS

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

Pat M. Courington Stations

WCRI, Scottsboro, WAVU-AM-FM, Albertville, WCRL, Oneonta, all Alabama.

James M. Cox Stations

WSB-AM-FM-TV, Atlanta, WHIO-AM-FM-TV, Dayton, Ohio; WIOD, AM-FM, Miami, Fla.

Crosley Broadcasting Corp.

Subsidiary of Avco Mfg. Co.; WLW, WLWT (TV), Cincinnati; WLWD (TV), Dayton; WLWC (TV), Columbus, all Ohio; WLWA (TV), Atlanta, Ga.

Dairyland Network

1410 Northwestern Bank Bldg.,
Minneapolis 2, Minn.
Phone: Lincoln 5689

President.....H. W. Linder
Manager.....Bud Stitt

STATIONS

KWLM, Willmar; KWNO, Winona; KMHL, Marshall, Minn.; KTOE, Mankato, Minn.; KDMA, Montevideo, Minn.; KLGR, Redwood Falls, 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.....Robert N. Robinson
Program Director.....Bill Slaton
Office Manager.....Connie I. Holt

STATIONS

WSHY, Hattiesburg, Miss.; WAML, Laurel, Miss.; WHNY, McComb, Miss.; WHXY, Bogalusa, La.; WABO, Waynesboro, Miss.

NATIONAL REPRESENTATIVE

Thomas F. Clark Company, Inc.

Dixie Network

Headquarters: Williams Bldg., Jackson, Tenn.
President.....A. B. Robinson
Sls. Mgr.....Jack Murphy
WDXI, Jackson; WENK, Union City; WPTR, Paris; WDXE, Lawrenceburg; WDXL, Lexington; WDXN, Clarkesville, all Tennessee; WCMA, Corinth, Miss.

Don Lee Broadcasting

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

PERSONNEL

President.....Willet H. Brown
General Manager.....Ward D. Ingram
Sec.-Treas.....A. M. Quinn
Vice-Pres. in Charge Sales.....Norman Boggs
Vice-Pres. Station Relations.....Norman Ostby
Dir. Public Relations.....Wm. Barron
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 Richards, Eastern Sales Mgr., Phone: OX 7-3120; National Reps., H-R Representatives; New York, Chicago, San Francisco.

STATIONS

KAFY, Bakersfield, Calif.; KXOC, Chico, Calif.; KXO, El Centro, Calif.; KIEM, Eureka, Calif.; KYNO, Fresno, Calif.; KHJ, Los Angeles, Calif.; KMYC, Marysville, Calif.; KYOS, Mer-

ced, Calif.; KPRL, Paso Robles, 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.; 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-Chelhalis, 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; KABI, Ketchikan, Alaska; KPOA, Honolulu, Hawaii; KILA, Hilo, Hawaii; KAWT, Douglas, Arizona; KVNC, Winslow, Arizona.

Vic Diehm Assoc. Stations

WVDA Boston, WAZL-AM-FM Hazelton, WIDE Biddeford, Maine; WHOL Allentown Pa., WHLM Bloomsburg Pa.

DuMont Broadcasting Corp.

205 E. 67 St., N. Y., N. Y.
Phone: LE 5-1000

Chairman of the Board.....Allen B. DuMont
President.....Bernard L. Goodwin
Vice President.....Ted Cott
Treasurer.....Paul Raibourn
Secretary.....Arthur Israel
Directors: Dr. DuMont, Paul Raibourn, Barney Balaban, Armand Erpf, Dr. Thomas T. Goldsmith, Jr., Stanley F. Patten, Percy M. Stewart, Bernard Goodwin, Ted Cott, and Edwin Weisl.

DuMont Broadcasting Corporation owns and operates TV stations WABD, New York City, and WTTG, Washington, D. C., and the DuMont Tele-Centre in New York.

East Texas Network

Headquarters: Center, Tex.

President.....Joe B. Foster
KTRE Lufkin; KDET Center; KSII Glade-water; KSFA Nacogdoches; KTXJ Jasper; KIVY Crockett; KNET Palestine; KEBE Jacksonvillle; KOCA Kilgore; KMHT Marshall; KSAM Huntsville; KBUD Athens, all Texas.

John E. Fetzer Stations

WKZO-AM-TV Kalamazoo, KOLN AM-TV Lincoln Neb., WJEF AM-FM Grand Rapids; WMBD AM-FM Peoria Ill.

Florida Select List

WKKO Cocoa; WTRL Bradenton; WBRD Fort Lauderdale; WGGG Gainesville; WJVB Jacksonville Beach; WLBE Leesburg; WPLA Plant City; WKXY Sarasota, all Florida.

Foreign Language Quality Network

Headquarters: 110 Chapel St., New Haven, Conn. Mgr.....Pat Stanton
WOV New York; WHAY New Haven; WJMJ Philadelphia; WSBC Chicago; WSRS Cleveland; WHOD Pittsburgh; KSAN San Francisco; WACE Springfield; WTEL Philadelphia; KOWL Los Angeles.

Friendly Group

WSTV-AM-TV Steubenville; WFPG Atlantic City, N. J.; WPIT Pittsburgh Pa.; WBMS Boston.

Theodore R. Gamble Stations

KOIN TV-AM-FM Portland, Ore.; KOMO AM-TV Seattle, Wash.

Gannett Newspapers

Rochester, New York
(All holdings thru newspapers)

Chairman.....Frank E. Tripp
Exec. Vice-President.....Paul Miller
Gen. Business Mgr.....L. N. Bitner
Managing Dir., Radio Group.....C. G. Delaney

STATIONS

WHEC AM TV, Rochester, N. Y.; WENY Elmira, N. Y.; WDAN AM TV, Danville, Ill.; WGHF AM TV, Hartford, Conn.; WHDL Olean, N. Y.

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 Bowdoin 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
593 Market St., San Francisco, Calif.
Exec.-in-Chg. Jack Christianson

STATIONS

WKBR Manchester; WTSV, Claremont; and WTSL, Hanover, all in New Hampshire.

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.; KGPU, Bismarck-Mandan, N. D.; KVOG, Valley City, N. D.; KDLR, Devils Lake, N. D.; KGCK, Sidney, Mont-Willston, N. D.; KNOX, Grand Forks, N. D.; KGDE Fergus Falls, Minn.; KEYJ, Jamestown.

Great Western Network

130 Social Hall Ave., Salt Lake City 11, Utah

Phone: 22-5681

PERSONNEL

General Manager.....G. Bennett Larson
Sales Manager.....Glenn Shaw

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.; KLZ, Denver, Col.; KOB, Albuquerque; KLGW, Logan, Utah; KVEL, Vernal, Utah; KLAS, Las Vegas; KELY, Ely, Nev.

NATIONAL REPRESENTATIVES

Weed and Company

John T. Griffin Stations

STATIONS

KTVX TV Muskogee Okla.; KATV TV Pine Bluff, Ark.; KWTV TV Oklahoma City; KTUL Tulsa; KOMA Oklahoma City; KFPW AM FM Fort Smith, Ark.

Hearst Stations

V.P., Gen. Mgr.....D. L. Provost
WBAL AM TV Baltimore; WISN Milwaukee; WCAE Pittsburgh.

Intermountain Network

146 S. Main St., Salt Lake City 1, Utah

Phone: Empire 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

BRANCH OFFICE

P. O. Box 1408, Edgewater Branch.

Phone: Belmont 7-2734

Manager.....Holly Moyer

STATIONS

KCSJ, Pueblo, Colo.; KBYM, 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.; KIYI, Shelby, Mont.; KNEB, Scottsbluff, Neb.; KRAM, Las Vegas, Nev.; KELK, Elko, Nev.; KFXD, Nampa, Idaho; KIFI, Idaho Falls, Idaho;

KWIK, Pocatello, Idaho; KLIX, Twin Falls, Idaho; KVNU, Logan, Utah; KLO, Ogden, Utah; KOAL, Price, Utah; KOVO, Provo, Utah; KALL, Salt Lake City, Utah; KVOG, Casper, Wyo.; KFBC, Cheyenne, Wyo.; KOVE, Lander, Wyo.; KPOW, Powell, Wyo.; KVRG, Rock Springs, Wyo.; KWYO, Sheridan, Wyo.; KGEM, Boise, Idaho; KLUK, Evanston, Wyo.; KGEZ, Kalispell, Mont.; KQUE, 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; KSVP, Artesia, New Mexico; KALG, Alamogordo, New Mexico; KSET, El Paso, Texas; KEXO, Grand Junction, Colo.; KLMR, Lamar, Colo.; KIUP, Durango, Colo.; KVRH, Salida, Colo.; KGIW, Alamosa, Colo.; KOLR, Sterling, Colo.; KBTK, Missoula, Mont.; KSID, Sidney, Neb.; KSVC, Richfield, Utah; KRAL, Rawlins, Wyo.; KWRL, Riverton, Wyo.; KGOS, Torrington, Wyo.; KWOR, Worland Wyo.; KRTR, Thermopolis, Wyo.

Jefferson Standard Life Insurance Co. Stations

STATIONS

WBT, WBTW Charlotte, N. C.; WBTW (TV) Florence, S. C.; WBIG Greenboro, N. C.; WFMV FM TV, Greensboro, N. C.

Key Line Radio Group

Headquarters: 607 Market St., San Francisco.
KBOX Modesto; KGST Fresno; KHUB Watsonville; KSJO, San Jose.

Edward Lamb Enterprises, Inc.

500 Lamb Bldg., Toledo, Ohio.

President.....Edward Lamb
Exec. V. P.....J. Howard McGrath
V.P.....Frank Oswald
WIKK, WICU TV Erie, Pa.; WTOD, WTRT FM Toledo, Ohio; WHOO AM FM, Orlando, Fla.

Harry Willard Linder Stations

KLGR Redwood Falls, KMHL Marshall, KWLM Willmar, KDMA Montevideo, KTOE Mankato, all Minnesota.

M & N Broadcasting Co. Stations

Headquarters: WLDY, Ladysmith

President Gen. Mgr.....C. H. Nelson
Sec.-Treasurer.....H. R. Murphy
WIGM Medford, WPFP Park Falls, WLDY Ladysmith, all Wisconsin, Harold R. Murphy, 46.7% owner of M & N Broadcasting Co., owns WCHF Chippewa Falls, WMAW Menominee, WDUZ Green Bay.

Magic Circle Network

KRMO Monett; KNEM Nevada; KDMO Carthage; WMBH Joplin, all Missouri; KGLC

Miami, Okla.; KSEK Pittsburgh; KLKC Parsons, both Kansas; KBRS Springfield; KUOA Siloam Springs, both Arkansas.

Lobster Network

223 Lisbon Street, Lewiston, Maine

Phone: 2-7650

PERSONNEL

DirectorFaust Couture

STATIONS

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

Maine Broadcasting System

157 High St., Portland 3, Me.

Phone: SPruce 2-0181

PERSONNEL

Manager.....William H. Rines

Technical Director.....Charles R. Brown

News Supervisor.....Phillip 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.

J. Elroy McCaw Stations

KORC Mineral Wells, Tex.; KTVW (TV)

Tacoma, Wash.; WINS New York; KELA Centralia,

Wash.; KYAK Yakima, KALE Richland,

Wash.; KYA San Francisco, KONA (TV) Honolulu.

McClatchy Broadcasting Co. Stations

21st & Q. Sacramento, Calif.

KFBK AM FM Sacramento, KMJ AM FM TV,

KERN AM FM, Bakersfield, KBEE FM Modesto,

KOH Reno.

McLendon Stations

KLIF KLIF TV Dallas, KERP El Paso, KTLG

TV Corpus Christie.

Meredith Publishing Co. Stations

KCMO AM FM TV Kansas City, KPHO

AM TV Phoenix, Ariz., WOW AM TV

Omaha, WHEN AM TV Syracuse.

Michigan Radio Network

1700 Mutual Bldg., Detroit 26, Mich.

Phone: Woodward 3-8321

PERSONNEL

PresidentJames 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; WGFG, Kalamazoo;

WKBZ, Muskegon; WSOO, Saulte Ste. Marie;

WKLA, Ludington; WHRV, Ann Arbor; WXYZ,

Detroit, Mich.

Mid-American Broadcasting Co. Stations

Chairman of the Bd.....R. H. Storz

PresidentTodd Storz

Vice Pres.V. Sharpe, G. Armstrong

STATIONS

KUDL Kansas City, Mo., KDKD Clinton, Mo.,

WGVM Greenville, Miss., KOSI Denver Colo.

Mid-Continent Broadcasting Co. Stations

KOWH Omaha, WHB Kansas City, WTIX

New Orleans.

The Mid-South Network

WCBI, Columbus, Mississippi

Phone: Fairfax 8-7271

PERSONNEL

PresidentBirney Innes

General ManagerBob McRaney

STATIONS

WCBI, Columbus; WELO, Tupelo; WMOX-

Meridian; WROX, Clarksdale; WNAG, Grenada;

WROB, West Point; WAMY, Amory, all

Mississippi.

Negro Radio South

WMRY New Orleans; KCOH Houston;

KWBC Dallas.

Newhouse Newspaper Stations

WSYR AM FM TV Syracuse. WTPA TV

Harrisburg, KOIN AM FM TV Portland, Ore.

OK Group

Headquarters: 505 Baronne St., New Orleans.

President: Jules J. Paglin.

WBOK New Orleans; KYOK Houston;

KAOK Lake Charles; WXOK Baton Rouge.

Oklahoma Network

Box 642, Ada, Okla.

PERSONNEL

PresidentBill Hoover

Sec. Treas.....Brown Morris

Reps.....Venard, Rintoul & McConnell, Inc.

Hal Falter Co., Dallas, Tex.

STATIONS

KGWA, Enid; KBIX, Muskogee; KADA,

Ada; KVSO, Ardmore; KTMCK, McAlester;

KRHD, Duncan; 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.

People's Broadcasting Stations

WRFD Worthington, Ohio; WTTM Trenton

N. J.; WMMN Fairmont W. Va.; WGAR AM

FM Cleveland Ohio.

John Poole Stations

KBIG Avalon, KBIC TV Los Angeles, KBIE TV Sacramento, KBIF, KBID TV Fresno, Calif.

Quality Radio Group

Headquarters: 509 Madison Ave.,
New York City.
Phone: PL 1-0116

President Ward Quaal
Vice-President..... W. H. Summerville
Secretary-Treasurer..... William D. Wagner
Executive vice-pres..... William B. Ryan
KOB Albuquerque; WSB Atlanta; WBZ
WBZA Boston-Springfield; WBT Charlotte;
WGN Chicago; WLW Cincinnati; WFAA
Dallas; WHO Des Moines; WBAP Fort Worth;
KPRC Houston; KCMO Kansas City; WSM
Nashville; WWL New Orleans; WOR New
York; WOW Omaha; WCAU Philadelphia;
KDKA Pittsburgh; KEX Portland, Ore.; WRVA
Richmond; KSL Salt Lake City; WOAI San Antonio;
KIRO Seattle; KVOO Tulsa (all stockholder stations).

Rebel Network

Headquarters: WJDX Jackson, Miss.
Business manager: Frank Gentry.

STATIONS

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

RKO Teleradio Pictures, Inc.

(General Teleradio Div.)

President..... Thomas F. O'Neil
V.P., Gen. Mgr., Yankee Net... Norman Knight
Pres., Gen. Mgr., Don Lee... Willet H. Brown
Exec. V.P., Gen. Mgr., WOR Div... Gordon Gray
Gen. Mgr. WHBQ..... John Cleghorn
Gen. Mgr. WEAT..... Gordon Kerr

STATIONS

WNAC AM FM TV, Boston; WGTH AM TV, Hartford. Sale to CBS pending FCC approval; KHJ AM FM TV, Los Angeles; KFOR San Francisco; WOR AM FM TV, New York; WHBQ AM TV Memphis; WEAT, West Palm Beach, Fla. Also owns and operates Don Lee & Yankee Networks.

Cecil W. Roberts Stations

KCLO Leavenworth, KCRB Chanute, both Kansas; KREI Farmington, KCHI Chillicothe, KCMU Columbia, all Missouri; WINI Murphysboro, WBLN-TV Bloomington, both Illinois.

R. W. Romsaville Stations

WQXI, WQXI-TV Atlanta, Ga.; WLOU, WQXL-TV Louisville, Ky.; WCIN, WQXN-TV Cincinnati, Ohio; WMBM Miami Beach, Fla.; WBAC Cleveland, Ohio; WOBS, Jacksonville, Fla.

Rural Radio Network

306 E. State St., Ithaca, N. Y.

Phone: 4-6357

PERSONNEL

President..... C. L. Dickinson
General Manager..... D. K. deNeuf

STATIONS

WRRR, Ithaca, N. Y.; WHLD-FM, Niagara Falls; WRRL, Weatherfield-Bliss; WHDL-FM, Olean; WRRE, Bristol Center; WRRD, DeRuyter; WRUN-FM, Utica-Rome; WWNY-FM, Watertown; WMSA-FM, Massena; WRRR, Cherry Valley; WFLY, Troy; WEJL, Scranton, Pa.; WRRH, Mt. Beacon, N. Y.; WHEN, 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.; WEAV, Plattsburgh, N. Y.; WRRD, DeRuyter, N. Y.

Scripps Howard Group

1230 Park Ave., N. Y., N. Y.

President..... Jack R. Howard
WEWS Cleveland, WCPO AM-FM-TV Cincinnati, WNOX Knoxville; WMC, WMCF FM WMCT-TV, Memphis.

William B. Snullin Stations

KIEM AM-TV, KRED-FM Eureka, Calif.; KBES-TV Medford, Ore.; KUIN KGPO FM, Grants Pass, Ore.

Sombrero Network

(Spanish Language)

111 Martinez St., San Antonio 5, Texas

Phone: CApital 4-8792

Director..... Richard O'Connell
Secretary Nathan Safir

STATIONS

KWKW, Pasadena, Calif.; KABQ, Albuquerque, New Mexico; KCCT, Corpus Christi, Texas; KGBT, Harlingen, Texas; KCOR, San Antonio, Texas; XEDF, Nueva Laredo, Mexico; XELO, El Paso; WHOM, N. Y., N. Y.; KCOK, San Jose, Calif.

Steinman Stations

8 W. King St., Lancaster, Pa.

Phone: 7-5251

PERSONNEL

Gen. Mgr..... Clair R. McCollough
Sales Manager J. Robert Gulick
Radio Mgr..... T. R. Nunan, Jr.
Promotion Mgr..... Paul Woodland
Technical Dir. J. E. Mathiot
Nat'l Representative... Robert Meeker Assoc.

STATIONS

WDEL-AM-FM, 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 KGGF, Coffeyville, Kans.

Phone: 1843

President.....Archie J. Taylor
Secy.-Treas.Bob Pratt

STATIONS

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

NATIONAL REPRESENTATIVE
John E. Pearson Co.

Storer Broadcasting Co.

1177 Kane Concourse, Miami Beach, Fla.
118 East 57th St., N. Y. 22, N. Y.
N. Y. Phone: Murray Hill 8-8630

President.....George B. Storer
Senior Vice Pres.....J. Harold Ryan
V.P. (Southern District)...George B. Storer, Jr.
Exec. Vice Pres.....Lee B. Wailes
Vice Pres. Ops.....Stanton P. Kettler
V.P. National Sls. Dir.....Tom Harker
V.P. Northern Dist.....William Rine
V.P. Finance & Adm.....John McCoy
V.P. Eng.....G. Boundy
Advertising & Sls. Prom.....A. C. Schofield
Merchandising Mgr.....James P. Storer
Dir. Engineering.....Clemens Castle
Vice-Presidents.....Paul Miller,
Miller Babcock, James Bailey, Harry Lipson,
Bill Michaels, Keith Kiggins, Ewald Kockritz,
Glenn Jackson, J. R. Kerns, Allen Haid.

STATIONS

WJBK AM-FM-TV, Detroit; WSPD-AM-FM-TV, Toledo; WAGA-AM-FM-TV, Atlanta; WBRC AM TV Birmingham; WJW and JWV TV Cleveland; WWVA AM FM, Wheeling W. Va.; WGBS AM FM TV, Miami, Fla.; KPTV Portland, Ore.

Taft Stations

WKRC AM FM TV, Cincinnati; WTVN AM TV, Columbus; WBIR AM FM Knoxville.

Tele-Trip Policy Co. Stations

KPOA Honolulu, WTAC Flint, Mich.; KQV Pittsburgh.

Texas Broadcasting System

Herald Square, Dallas, Tex.
Phone: RA 6811

General Manager.....Clyde W. Rembert

STATIONS

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

Texas Quality Network Group

1122 Jackson St. (WFAA), Dallas, Tex.
Phone: Riverside 9631

PERSONNEL

RepresentativeAlex Keese
(KPRC), Houston, Tex., Phone: Fairfax 7101.
Gen. Mgr. Jack Harris; (WOAI), 1031 Navarro St., San Antonio, Tex., (WFAA) 1122, Jackson St. (Dal), Dallas, Phone: Riverside 9631.

Texas State Network, Inc.

4801 W. Freeway, Fort Worth 1, Tex.
Phone: PErshing 6631

PERSONNEL

President & Gen. Mgr.....Gene L. Cagle
Vice-President.....Charles B. Jordan
Asst. Gen. Mgr.....Stan Wilson
Sales Manager.....Dale Drake

STATIONS

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

Time Inc. Stations

KOB AM TV Albuquerque, N.M.; KDYL AM FM, KTVT-TV Salt Lake City; KLZ AM FM TV Denver.

Tobacco Network, Inc.

710 Odd Fellows Bldg., Raleigh, N. C.
Phone: 8885

PERSONNEL

PresidentAllen Jones
Vice-President.....Ray D. Williams
Secretary-Treasurer.....Phillip G. Sewell
Exec. V.P., Gen. Mgr.....Kenneth C. Wilson

STATIONS

WFNC, Fayetteville; WRAL, Raleigh; WHIT, New Bern; WJNC, Jacksonville; WTIK, Durham; WGNI, Wilmington; WCEC, Rocky Mount, N. C.; WGBR, Goldboro, N. C.; WFTC, Kinston, N. C.; WRCS, Ahoskie, N. C.

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.; WEAV, 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.....Louis M. Knopp
Office Mgr.....B. Ziminske

STATIONS

KASM, Albany; KXRA, Alexandria; KBUN, Bemidji; KLIZ, Brainerd; KBMW, Breckenridge; KDHL, Fairbault; KSUM, Fairmont; WEVE, Eveleth; CKFI, International Falls; KOLM, Detroit Lakes; KLOH, Pipestone; KROX, Crookston; KNUJ, New Ulm, KVOX, Fargo-Moorhead, all in Minnesota; KDLR, Devils Lake; KOVC, Valley City; KNDC, Hettinger; KEYJ, Jamestown; all in North Dakota; KABR, Aberdeen; KIJV, Huron; KORN, Mitchell; KDSJ, Deadwood; KISD, Sioux Falls; KRSD, Rapid City; and KGFX, Pierre, all in South Dakota; WHDF, Houghton; WIKB, Iron River; WJMS, Ironwood; WJPD, Ishpeming; WHBY, Appleton; WATW, Ashland; WJPG, Green Bay; WLCX, La Crosse; WLDY, Ladysmith; WIBU, Poynette; WKTW, Hartford; WIGM, Medford; WFPF, Park Falls; WTCH, Shawano, and WFHR, Wisconsin Rapids, all in Wisconsin; KASL, Ames; KCOG, Centerville; KJFJ, Webster City; KAYL, Storm Lake; KSTT, Davenport; KSMN, Mason City; KFAD, Fairfield; KCHA, Charles City, all in Iowa; KCNI, Broken Bow; KFGT, Fremont; KNEB, Scotchbluff, and KJSK, Columbus, all in Nebraska; WMRO, Aurora; WCAZ, Carthage, and WLBK, De Kalb, all in Illinois; KXGN, Glendive, Montana; WDLB, Marshfield, Wisc.; WMNE, Menomonie, Wisc.; WOSH, Oshkosh, Wisc.; WDDR, 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; WLLK, 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.

Westinghouse Broadcasting Co. Stations

A subsidiary of Westinghouse Electric Corp.—Headquarters: 125 K St., N.W., Wash. 6, D. C. — N. Y. Phone: MU 7-0808.

President Donald McGannon
Pres. Asst. J. B. Conley
V.P., Programming. Richard M. Pack
Vice-Pres. Rolland Tooke (Cleveland)
Vice-Pres. Harold C. Lund (Pittsburgh)
Dir. of Research. Melvin A. Goldberg
Exec. Asst. to Pres. R. H. Teter
Advertising Manager. D. G. Partridge
National Sales Mgr. A. W. Dannenbaum

STATIONS

WBZ AM FM TV, Boston; KYW, KYW TV, Cleveland; KPIX TV, San Francisco; WBZA AM FM, Springfield, Mass.; KEX AM FM, Portland, Oregon.

Wisconsin Network, Inc.

Nash Block, Wisconsin Rapids, Wis.
Phone: 723

PERSONNEL

President John M. Walter
Vice-President Paul F. Skinner
Sec.-Treas., Mgr. Dir. George T. Frechette

STATIONS

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

Withers Cavins Stations

Threefoot Building, Meridian, Miss.
Phone: 2-7714

Pres. & Man. Withers Gavin

STATIONS

WCOC, Meridian, Miss.; WJQS, Jackson, Miss.

J. W. Woodruff Stations

WAOK AM FM Atlanta, Ga.; WRBL AM FM Columbus; WGPC Albany, all Georgia.

Wrather-Alvarez

..KFMB AM & TV, San Diego, Calif.; TV Licenses for Boston & Corpus Christi. WNEW, New York.

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

Exec. V.P., Gen. Mgr. Norman Knight
Vice-President George Steffy
Sales, Prom. Manger. Tom Bateson
Merchandising Dir. James Gates

STATIONS

WNAC, Boston-Lawrence; WFAU, Augusta, Maine; WIDE, Biddeford, Maine; WICC, Bridgeport, Conn.; WALE, Fall River, Mass.; WEIM, Fitchburg-Leominster, Mass.; WHAL, 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; WEAN, Providence, R. I.; WSYB, Rutland, Vt.; WWSR, St. Albans, Vt.; WMAS, Springfield, Mass.; WWCO, Waterbury, Conn.; WDEV, Waterbury, Vt.; WAAB, Worcester, Mass.

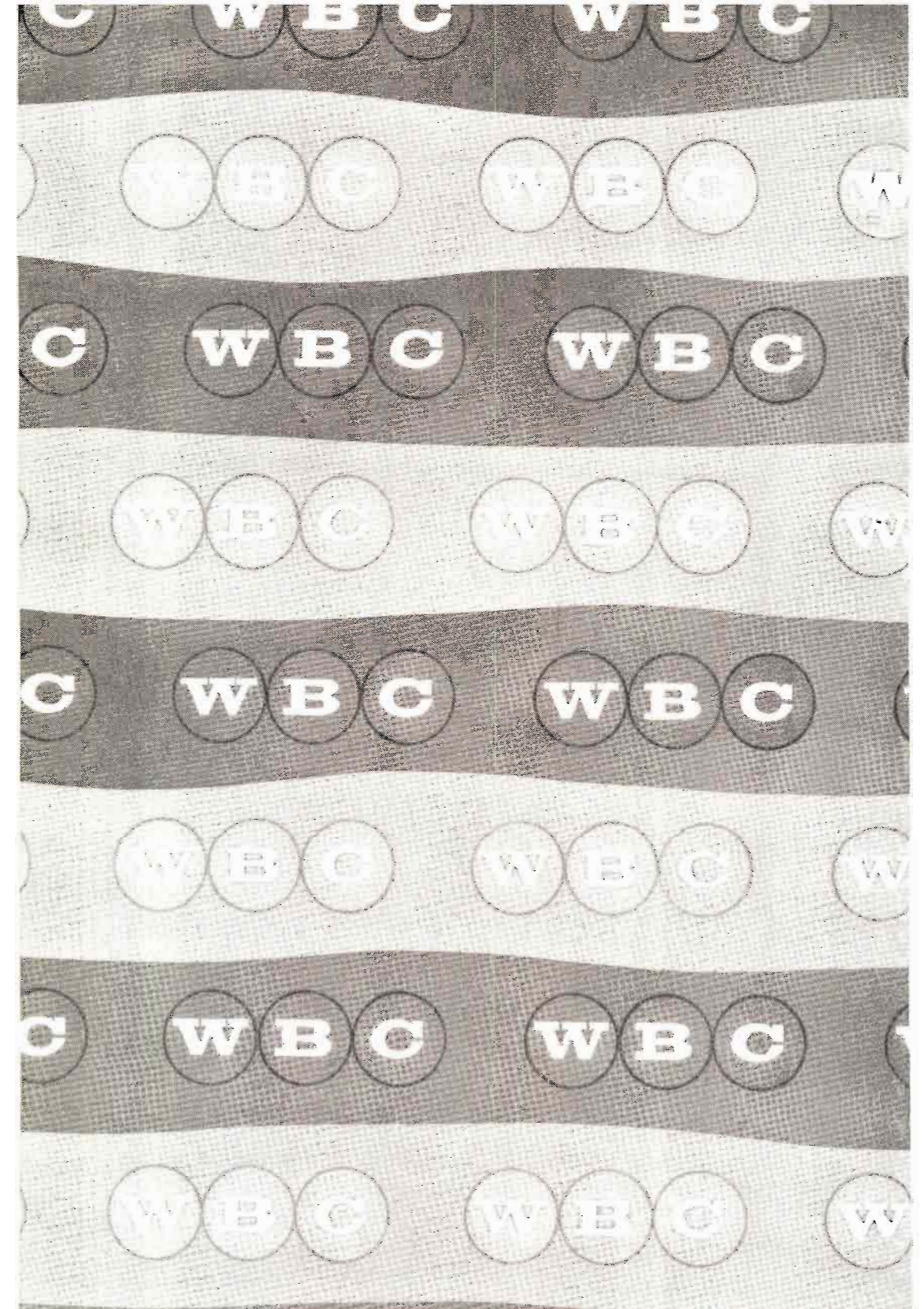
FCC Reveals Growth of Broadcasting



Editor's note: In its 21st annual report to Congress, released late in 1955, the FCC traced the number of authorized, licensed and operating broadcast stations since 1949. The following chart shows Commission statistics from 1949 to 1955:

Year	Grants	Deletions	Pending applications	Licensed	CP's on air	Total on air	CP's not on air	Total authorized
COMMERCIAL AM								
1919	200	55	382	1,963	43	2,006	173	2,179
1950	191	70	277	2,118	26	2,144	159	2,303
1951	116	35	270	2,218	33	2,281	101	2,385
1952	60	25	323	2,333	22	2,355	65	2,420
1953	187	23	250	2,439	19	2,458	126	2,584
1954	118	29	226	2,565	18	2,583	111	2,697
1955	161	18	301	2,719	13	2,732	108	2,840
COMMERCIAL FM								
1949	57	212	65	377	360	737	128	865
1950	35	169	17	493	198	691	11	732
1951	15	91	10	531	115	649	10	659
1952	21	36	9	582	17	629	19	648
1953	29	79	8	551	29	580	21	601
1954	27	51	5	529	21	553	16	569
1955	27	14	6	525	15	540	12	552
EDUCATIONAL FM								
1919	18	7	9	31	3	31	21	58
1950	25	4	3	61	1	62	20	82
1951	19	6	2	82	1	83	12	95
1952	12	2	2	91	1	92	12	104
1953	13	1	3	106	0	106	10	116
1954	9	2	1	117	0	117	6	123
1955	7	3	1	121	3	124	3	127
COMMERCIAL TV								
1919	15	7	338	13	56	69	18	117
1950	0	8	351	17	57	101	5	109
1951	0	0	115	81	26	107	2	109
1952	0	1	716	96	12	108	0	108
1953	381	6	572	101	97	198	285	183
1954	171	81	200	101	298	102	171	573
1955	67	58	127	137	321	458	121	582
EDUCATIONAL TV								
1952	0	0	1	0	0	0	0	0
1953	17	0	29	0	1	1	16	17
1954	13	0	17	0	6	6	21	30
1955	5	1	11	1	10	11	23	31

Any seeming discrepancy in the relation of grants and deletions during the year to total authorizations at the close of the year is due to reinstatement of some deleted authorizations and other considerations impossible to detail in this general table.





means . . .

Radio

BOSTON, SPRINGFIELD—WBZ+WBZA—51,000 Watts

PITTSBURGH—KDKA—50,000 Watts

CLEVELAND—KYW—50,000 Watts

FORT WAYNE—WOWO—50,000 Watts

PORTLAND, ORE.—KEX—50,000 Watts

Television

BOSTON—WBZ-TV—Channel 4

PITTSBURGH—KDKA-TV—Channel 2

CLEVELAND—KYW-TV—Channel 3

SAN FRANCISCO—KPIX (TV)—Channel 5

WBC means sales . . . WBC means audience . . . WBC means audience-action. Because WBC stations have the power and the people who know how to use that power to make listeners react. For facts, contact Alexander W. "Bink" Dannenbaum, Jr., WBC National Sales Manager, Murray Hill 7-0808, N.Y.

WESTINGHOUSE BROADCASTING COMPANY

KPIX REPRESENTED BY THE KATZ AGENCY, INC.

ALL OTHER WBC STATIONS REPRESENTED BY PETERS, GRIFFIN, WOODWARD, INC.

ESTIMATED FAMILIES FOR 1956



STATE	Population Feb. 1, 1953 (Estimated)	Families	Radio Homes	TV Homes	Radio Stations in State
ALABAMA	3,145,000	825,000	790,000	509,142	93
ARIZONA	1,008,000	300,000	288,000	185,772	31
ARKANSAS	1,895,000	526,000	502,000	271,544	51
CALIFORNIA	12,835,000	4,410,000	4,250,000	3,748,968	151
COLORADO	1,500,000	470,000	450,000	306,073	43
CONNECTICUT	2,235,000	662,000	639,000	609,033	25
DELAWARE	370,000	110,000	105,000	100,796	8
DISTRICT OF COLUMBIA	875,000	260,000	250,000	240,760	9
FLORIDA	3,590,000	1,105,000	1,060,000	717,735	106
GEORGIA	3,650,000	972,000	936,000	650,636	101
IDAHO	622,000	182,000	175,000	100,074	17
ILLINOIS	9,192,000	2,865,000	2,750,000	2,488,616	87
INDIANA	4,285,000	1,325,000	1,275,000	1,108,740	56
IOWA	2,650,000	812,000	780,000	644,956	53
KANSAS	2,080,000	675,000	650,000	424,290	42
KENTUCKY	3,025,000	830,000	800,000	511,969	65
LOUISIANA	2,961,000	824,000	792,000	551,390	63
MAINE	915,000	258,000	250,000	204,939	18
MARYLAND	2,643,000	753,000	725,000	685,470	30
MASSACHUSETTS	4,950,000	1,454,000	1,400,000	1,355,061	52
MICHIGAN	7,080,000	2,095,000	2,015,000	1,831,970	77
MINNESOTA	3,115,000	905,000	869,000	642,356	50
MISSISSIPPI	2,210,000	577,000	555,000	249,246	62
MISSOURI	4,160,000	1,315,000	1,260,000	1,021,571	71
MONTANA	630,000	205,000	200,000	62,597	30
NEBRASKA	1,375,000	427,000	420,000	286,446	28
NEVADA	215,000	72,000	69,000	41,443	14
NEW HAMPSHIRE	543,000	160,000	153,000	135,610	13
NEW JERSEY	5,345,000	1,614,000	1,550,000	1,547,810	23
NEW MEXICO	800,000	217,000	209,000	103,051	32
NEW YORK	15,665,000	4,832,000	4,650,000	4,556,515	105
NORTH CAROLINA	4,310,000	1,060,000	1,015,000	716,459	122
NORTH DAKOTA	624,000	167,000	160,000	72,095	15
OHIO	8,560,000	2,588,000	2,490,000	2,378,090	83
OKLAHOMA	2,280,000	683,000	655,000	506,727	49
OREGON	1,680,000	555,000	535,000	321,351	56
PENNSYLVANIA	10,835,000	3,109,000	2,990,000	2,798,330	129
RHODE ISLAND	827,000	243,000	234,000	233,478	11
SOUTH CAROLINA	2,250,000	563,000	540,000	394,935	58
SOUTH DAKOTA	665,000	195,000	187,000	60,295	16
TENNESSEE	3,375,000	910,000	875,000	640,662	86
TEXAS	8,670,000	2,515,000	2,400,000	1,803,564	214
UTAH	770,000	215,000	205,000	163,762	20
VERMONT	385,000	108,000	103,000	73,267	13
VIRGINIA	3,650,000	948,000	912,000	721,048	73
WASHINGTON	2,573,000	842,000	810,000	612,808	60
WEST VIRGINIA	1,970,000	508,000	488,000	346,106	44
WISCONSIN	3,595,000	1,050,000	990,000	818,426	69
WYOMING	315,000	96,000	91,000	16,953	18
TOTAL	162,898,000	48,392,000	46,497,000	38,568,935	2,739