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Decline in Reign of Ratings Forecast by ABC President

By ROBERT E. KINTNER
*President
American Broadcasting Company*

THE reign of the great king of broadcast advertising — Rating — may be over. He may be dethroned in 1954 by a new monarch of the advertising world whose symbol will be sales — audience cost per thousand.

Those who keep an eye on the nation's economic weather vane predict it could happen in 1954. Here are the economic weather signals already flying: there will be a 10 per cent reduction in personal income taxes in 1954 and, in many cases industrial inventories are at high levels.

Industry looking both at its inventories and at the 10 per cent increase in take-home pay in the hands of the public will be seeking to improve its share of the anticipated increased consumer buying.

This means that advertising will face a severe test in 1954. It can no longer bask in the comfort of spending "tax dollars." Advertising will have to generate peak sales impetus. This will mean that the rating will become second in importance to whether the advertising sells the sponsor's product.

There are many examples of low rated programs paying off for advertisers on a cost per thousand basis coupled with a demonstrated ability to move goods.

I believe that 1954 will bring a widespread search for more of this type programming in radio and television.

In line with this changed emphasis will be a study on the costs of programming to reappraise the advertising values of some of the more costly programs. Where this could lead, of course, is anyone's guess. If advertisers determined they wanted greater exposure for their dollars one avenue would be in more rotating sponsorship of programs. This would be one way in which they could steady their costs and yet spread their dollars and messages to reach a larger audience.

Within our own industry—radio and television broadcasting—I am certain the competition for the audience will be

greater. This I know to be a certainty since my own company, the American Broadcasting Company, has materially strengthened its position both with the audience and the advertiser as a result of our new programming during the final quarter of 1953.

In 1954 we plan to improve our audience position further with more important radio and television programming. In radio, we opened 1954 with the important "Martin Block Show" going out to the afternoon audience over the ABC Radio Network. In February we plan to bring early morning radio's most popular network program, ABC's "Breakfast Club," to the television audience as a simulcast. Beyond this we have further plans for adding to our talent roster with important program and star additions.

Thus, in girding for 1954—a year in which industrial competition will be at its peak, ABC has strengthened its position within the industry in 1953 and has further plans for scaling greater competitive peaks in the year ahead.

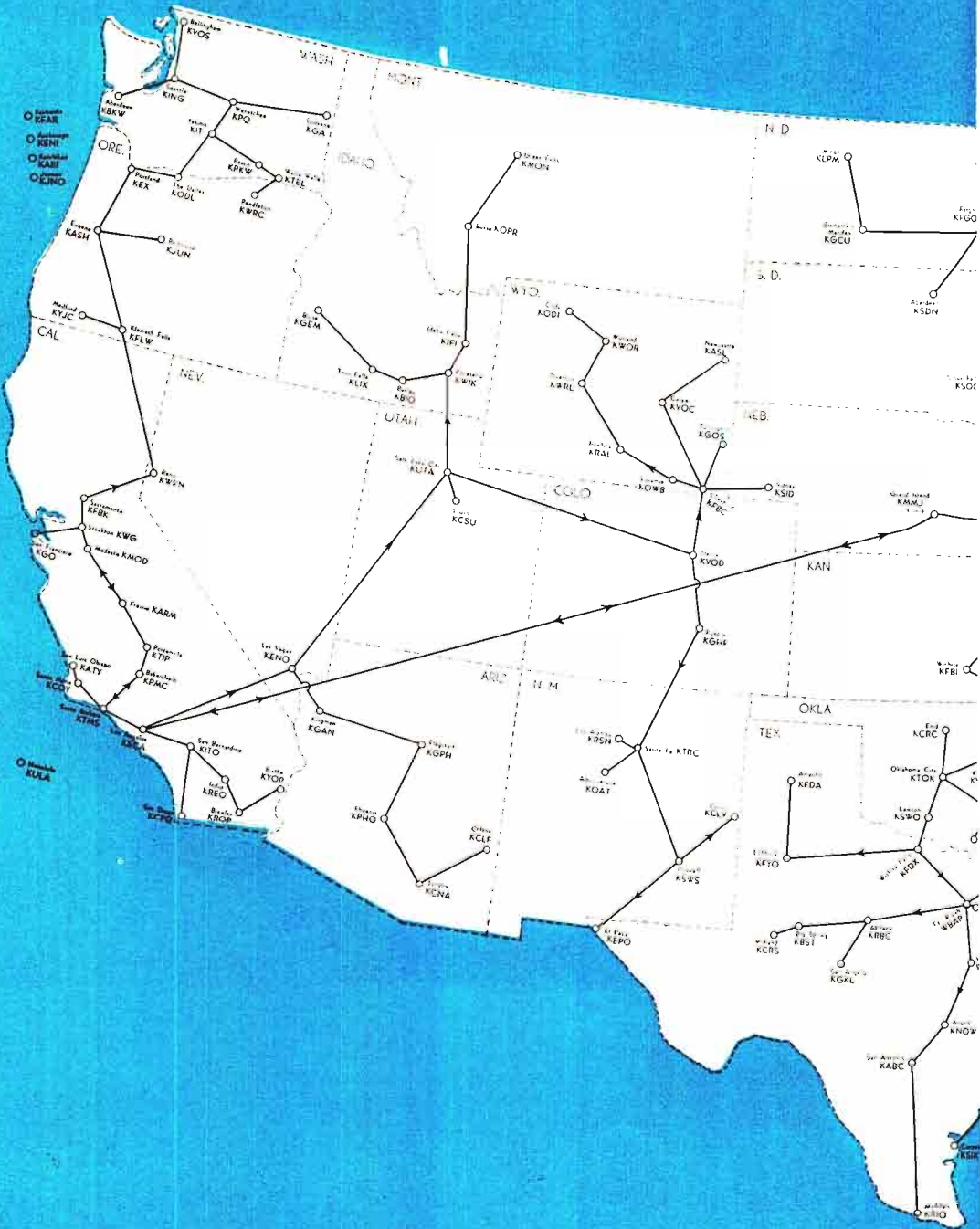
Aware of this new era of competition, ABC entered 1954 with completely separate advertising, promotion, sales, programming and research staffs.

This separation within ABC we feel will impart the creative drive and energy so necessary on an individual basis to sell radio and sell television in 1954. From the inventiveness of personnel solely devoted to each medium on a separate basis will come competitive thinking that will meet the tests of what we believe will be newly designed advertising objectives.

In summary, these objectives I feel will tie advertising costs directly to consumer sales during an era of increased consumer income when all industry will be striving to increase, or at least hold, its share of the market.

Viewed in this light, one thing seems certain for radio and television in 1954: sponsors will be more interested in sales than in ratings.

AMERICAN BROAD



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

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

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(Telephone Number: SUSquebanna 7-5000)

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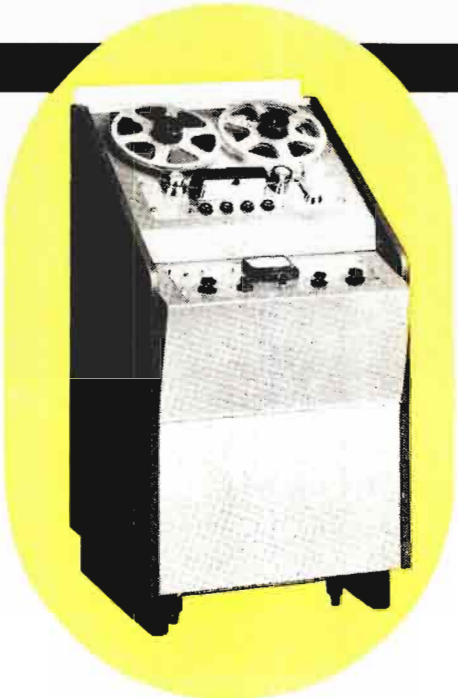
For television personnel turn to TELEVISION YEAR BOOK in this volume

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



YESTERDAY

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



TODAY

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

TOMORROW

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

AMPEX

CORPORATION

AMPEX CORPORATION
934 Charter Street • Redwood City, Calif.

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



Growth of Radio Audience Indicates Medium's Vitality

By ADRIAN MURPHY

President
CBS Radio

DURING 1953 the American public purchased 13 million new radio sets, which not only kept radio out front as the nation's favorite medium, but, in terms of new units added, made it the fastest-growing. Today, U. S. families (over 98 per cent) own an estimated 115 million sets—114 million of them bought new since 1946. Directly supporting this testimony to radio's continuing prosperity and vitality are the 1953 figures for advertising revenue, which overall (network, national spot, and local) exceeded the 1952 total.

More time was sold on the CBS Radio Network in 1953 than during the previous year. The number of clients using the network increased from 90 to 93. As result CBS Radio has the good fortune to enjoy a greater lead in billings than ever before. The reported prosperity across the country of radio stations generally is borne out by the experience of the six radio stations wholly owned by CBS Radio, whose billings too were up over the previous year.

Recently, eleven of the nation's large radio stations joined forces to commission a joint study by Alfred Politz, Inc., in television markets. One of its findings gave a graphic answer to why radio continues to play such a vital role in the nation's life: when asked what they considered the *disadvantages* of radio, 71 per cent of the people interviewed couldn't think of any! As the survey noted, "People actively *like* the medium that is so much their *companion* in fun and information." If people like the companionship radio offers today, they can look forward to even greater companionship tomorrow. 1953 introduced the first truly personal portable radio, a set so small the listener can take it in his pocket wherever he goes.

What gives radio such continuing vitality? One cause is the nature of the medium. It is human and personal: in its simplest form, the voice of one per-

son sharing an experience with, or informing another. And the capacity of the human voice on radio to involve the listener's emotions is powerful. Even so relatively sophisticated a radio fan as Mercedes McCambridge—whose years of experience in serial dramas contributed to her Academy Award for "All the King's Men"—reports that she still finds *listening* to serial drama a compelling emotional experience.

In the past year, radio strengthened its vitality by creative programming efforts. CBS Radio unveiled "Stage Struck," the hour-length program that looks into every corner of the world of the theatre. "21st Precinct," "Crime Classics," "Cathy and Elliott Lewis On-stage," all top-notch dramatic programs. In variety and comedy, "The Johnny Mercer Show," "The Robert Q. Lewis Show," and "That's Rich."

In the field of news and public affairs CBS Radio reported the Coronation, President Eisenhower's Inauguration, the Korean Truce and Prisoner Exchange, and the Bermuda Conference.

In the area of documentary journalism, CBS Radio's Feature Project series presented eight programs which considered social problems as diverse as parole traffic safety, and baseball. And such week-to-week network features as "U.N. on the Record," "Twentieth Century Concert Hall," and the Columbia University Bicentennial series, "Man's Right to Knowledge" brought enlightenment to people everywhere.

1953 saw the record sum of \$170 billion dollars spent by American consumers for the retail goods they want and need to maintain, as somebody said, "their neighbor's standard of living." And by and large, it is advertising which passes along the news of the standards next-door.

Since only advertising can move so many goods to so many people, radio must continue to flourish as the most efficient mass medium.

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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For television personnel turn to TELEVISION YEAR BOOK in this volume



Vitality of Web Radio Ends Obituary Disputes

By THOMAS F. O'NEIL
President
Mutual Broadcasting System

In any field, the invitation to weigh a new year's outlook against a past year's progress is a dubious honor. In the broadcasting business, this invitation has too often become a summons to membership in the Guild of Clouded Crystal Ball Gazers, a club already overcrowded with prophets of the death of radio. As one who never could detect any signs of rigor mortis in network radio, I am particularly gratified by the great vitality this medium has shown in 1953 — ending (forever, I hope) all need for obituary dispute, and enabling all of us to focus our efforts on the lively future of sound broadcasting.

Even a casual review of the past year reveals several sure symptoms of radio's liveliness. Some of these signs indicate the depth to which radio continues — and increases — to be indispensable to the American people in their round-the-clock living. Other signs make clear the scope to which radio continues — and increases — to serve American industry in its round-the-year selling.

On its bare, over-all dimensions alone, radio set new records in '53. The ownership and maintenance of 110,000,000 receivers by 45,000,000 U. S. families is a landmark in itself. So, too, is the emergence of the medium as an unprecedented *personal* force, through continued uptrends in multiple sets in multiple places-to-listen. And so is the development of America's automobile audience, enormous in mass and mobility, though still inadequately measured.

Radio '54 needs none of these facts of life elaborated in such space as this—but it needs all these facts and more made clear to the leaders of industry, week after week. A shining beacon in this direction was lighted last year by the Politz study of radio in TV areas, with its *qualitative* revelations of listening. In my opinion, this study provides not only an authoritative appraisal of the individuals-in-mass millions whom radio must serve — it also offers a challenging cue

to the sort of market research that will best educate the industrialists whom radio must sell. The "how many" factor of this medium is still an unmatched asset, but the "how" and "why" factors are worthier study subjects today than ever.

Meanwhile, the facts already at hand keep right on affirming the persistent vitality of radio. On one network, anyway, the standard research systems reveal *increased* listening — even at night, and even in time periods when TV has its peak appeal. Over here at Mutual, Sunday afternoon of course continues as a high-level stronghold for radio. But we're also showing listener strength in the evenings, with nearly one-fifth *more* homes tuned in, 8-8:30 p.m., Monday through Friday, than a year ago.

On the record for this one network alone, improved programming, sensibly integrated with the public's entertainment interest, seems to point the way to still more effective broadcasting, day and night. It is this policy which we plan to pursue in the months and years ahead.

As for the fiscal, bodily health of radio at this juncture, the temperature-chart of our own network is better than reassuring. When clients increase their annual investments here by a solid 10 per cent ('53 over '52), when they add to their use of our facilities by an average of 19 per cent more stations per broadcast, and when the over-all result is the second biggest year in our history — then my personal beliefs about network broadcasting seem to be shared by an important panel of judges.

A year ago, on this page, I acknowledged television's contribution to radio in the degree to which advertisers who had never before ventured off the printed page were coming into radio via experiments in TV. During the past 12 months, more new-to-radio advertisers than ever before have discovered — for one reason or another — how well this medium can work for them.

MUTUAL BROADCASTING SYSTEM

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- *MCA ANDALUSIA
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- *WLD BRANNINGHAM
- *WBJ BREXTON
- *WUL COLLEMAN
- *WVL DECATUR
- *XAL MEMPHIS
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- *WBB JACKSON
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- *JHO OPELKA
- *WFR TULACOGA
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- *TBF TRULY
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ARIZONA

- *KSN BISBEE
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- *KQZ HARRISON
- *KFA HELENA
- *KAR HOPE
- *KWC HOT SPRINGS
- *KLT JONESBORO
- *KBL LITTLE ROCK
- *KMA MADRIDIA
- *CHA MENA
- *KTL MOUNTAIN HOME
- *KTH PINE BLUFF
- *KXR RUTSELLVILLE
- *KDA SILVER SPRING
- *KAK STUART

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- *KXO CHICO
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- *WCC BRIDGEPORT
- *WNS HARTFORD
- *WLC NEW LONDON
- *WCO WATERBURY

DELAWARE

- *AMS WILMINGTON

DISTRICT OF COLUMBIA

- *WDC WASHINGTON

FLORIDA

- *WDR DAYTONA BEACH
- *WBA FORT PIERCE
- *WBR GAINESVILLE
- *WJP JACKSONVILLE
- *WVF KEY WEST
- *WNN LAKELAND
- *WLB LEEBURG
- *WTS MARIANNA
- *WMB MELBOURNE
- *WAT MIAMI
- *WOT MIAMI
- *WPC PANAMA CITY
- *WAP PENSACOLA
- *WNN QUINCY
- *WTP ST. PETERSBURG-TAMPA
- *WCM SEBING
- *WIK WEST PALM BEACH
- *WBR WINTER HAVEN

GEORGIA

- *WLB ALBANY
- *WDC AMERICUS
- *WQI ATLANTA
- *WBR AUGUSTA
- *WGB BAINBRIDGE
- *WMD BRUNSWICK
- *WBF CARTERSVILLE
- *WFX COLUMBUS
- *WMM CORDELE
- *WLI DALTON
- *WLT DUBLIN
- *WDC ELBERTON
- *WBN FITZGERALD
- *WGA GAINESVILLE
- *WKS GRAYSON
- *WLG LA GRANGE
- *WHE MACON
- *WVG MILLEDGEVILLE
- *WCM MARIANNA
- *WGA ROME
- *WCP SAVANNAH
- *WNS STATESBORO
- *WST THOMASTON
- *WRA THOMSON
- *WCS TIFTON
- *WET TOCOSA
- *WCV VALDOSTA
- *WVP VIDALIA
- *WAY WAYCROSS

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- *KVI COLEMAN VALLEY
- *KFI IDAHO FALLS
- *KLC LEWISTON
- *KFO KAMPA BOISE
- *KWK POCAHELLO
- *KLI TWIN FALLS
- *XAL WALLACE

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- *WRD CAIRO
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- *WBF DECATUR
- *WIL PEORIA
- *WCV SPRINGFIELD

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- *RWB BEDFORD
- *JJQ FORT WAYNE
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- *WLN LAFAYETTE
- *WAL LOGANSPORT
- *ADV VINCENNES

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- *KCR CEDAR RAPIDS
- *KRS CLINTON
- *KST DAVENPORT
- *KDC DECATUR
- *KCA DES MOINES
- *WBO DUBUQUE
- *KVP FORT DODGE
- *YVB HAMILTONTOWN
- *KIB MASON CITY
- *KBL OTTUMWA
- *KFR PRAIRIE
- *KTR ROCKY HILL
- *KIC SPENCER
- *KWL WATERLOO

KANSAS

- *KTS WICHITA
- *KLS GARDEN CITY
- *KWB GOODYEAR
- *KHD INDEPENDENCE
- *KSL OMAHA
- *KTP TOPKA
- *KAK WICHITA

KENTUCKY

- *WLI BOWLING GREEN
- *WTT COBBIN
- *WCA COWPENSAND
- *WHP DANVILLE
- *FMY FRANKFORT
- *WHL HAZARD
- *WNL HENRIKSON
- *LEK LEXINGTON
- *WGR LOUISVILLE
- *WTH MAYFIELD
- *WDM OWENSBORO
- *WSP PAINVILLE
- *WPK PINEVILLE
- *WFK RICHMOND
- *WFC SUMMERS

LOUISIANA

- *WBF BATON ROUGE
- *KLN BONNEVILLE
- *KLC CHARLES
- *KLC MONROE
- *WDE NEW ORLEANS
- *KVS RIVINGTON
- *KENT SHREVEPORT

MAINE

- *WFA AUGUSTA
- *WDE BANGOR
- *WOL LEWISTON-AUBURN
- *WPD PORTLAND

MARYLAND

- *WBA BALTIMORE
- *WCM CAMBRIDGE
- *WBC CUMBERLAND
- *WEL HAGERSTOWN
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- *WTT ALPENA
- *WCK BATTLE CREEK
- *WTT CANTILLAC
- *WLV DETROIT
- *WCC KANAWA
- *WBC FLINT
- *WOP HOUGHTON
- *WKR INDIAN RIVER
- *WJP GREENVILLE
- *WAG GREENLAND
- *WMI JACKSON
- *WMI MARQUETTE
- *WMD PETOSKEY
- *WOL PORT HURON
- *WCG SAGINAW-BAY CITY
- *WTC TRAVERSE CITY

MINNESOTA

- *KAS AUSTIN
- *WLN BEMIDJI
- *KLT BRainerd
- *WBN DULUTH-SUPERIOR
- *WVE EVELETH
- *WLN FAIRMONT
- *KDE FERGUS FALLS
- *KTD GRAND RAPIDS
- *WLT MENINGAPLES-ST. PAUL
- *WAD WADENA
- *WLS ALPENA
- *WLN BEMIDJI
- *KLT BRainerd
- *WBN DULUTH-SUPERIOR
- *WVE EVELETH
- *WLN FAIRMONT
- *KDE FERGUS FALLS
- *KTD GRAND RAPIDS
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- *KLN LINCOLN
- *KBL WOODCOCK
- *WBN OMAHA
- *KBR SCOTTSBLUFF
- *KMN GREAT FALLS
- *KDM MAYNE
- *KGF KALISPELL
- *KXL LEWISTON
- *WBR LIVINGSTON
- *KRF NILES CITY
- *KYL SHELBY
- *KCK JIMNEY

NEVADA

- *KFL ELKO
- *ELY
- *KRM LAS VEGAS
- *KAT RENO
- *WBY BATTLE MOUNTAIN
- *WBY BATAVIA
- *WSP BINGHAM
- *WBY BUFFALO
- *WBY ELBA
- *WFA FORTY-NINE
- *WBY KINGSTON

NEW HAMPSHIRE

- *WBB PORTSMOUTH

NEW JERSEY

- *WHD ATLANTIC CITY

NEW MEXICO

- *KAL ALBUQUERQUE
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- *SVP ARIZONA
- *KCA CLOVIS
- *KKA MOORE
- *KOB LAS CRUCES
- *KLN LAS VEGAS
- *KTH PATON
- *KGL ROSWELL
- *TIM TUCUMCARI

NEW YORK

- *WFR ALBANY
- *WBO ALBANY
- *WTA BATAVIA
- *WSP BINGHAM
- *WBY BUFFALO
- *WBY ELBA
- *WFA FORTY-NINE
- *WBY KINGSTON

NORTH CAROLINA

- *KLS ASHEVILLE
- *WBR BURLINGTON
- *WLT CHARLOTTE
- *WBR DURHAM
- *WCC FLAZABETH CITY
- *WFL FLEMING
- *WFC FAYETTEVILLE
- *WCH GREENSBORO
- *WCE GREENVILLE
- *WHL HENDERSON
- *WSP JACKSON
- *WSP WASHINGTON

NORTH DAKOTA

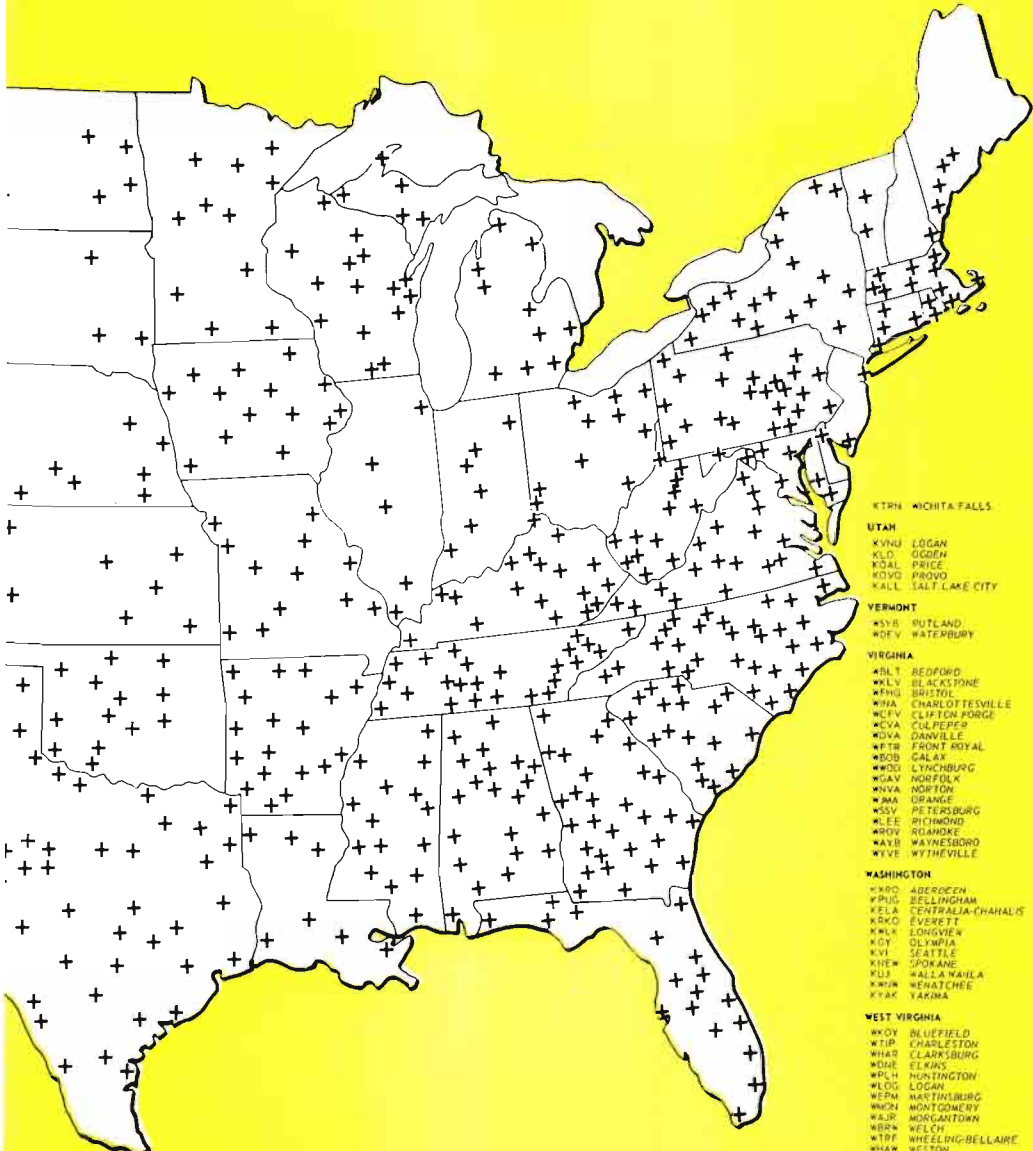
- *KCI BISMARCK-MANDAK
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- *KVO FARGO
- *KLN GRAND FORKS
- *WMT MINNAPOLIS
- *KVC VALLEY CITY

OHIO

- *WAL NEW BEAN
- *WAL RALEIGH
- *WBT ROWEN RAPIDS
- *WSP SALISBURY
- *WNS SHELBY
- *WBE SOUTHWEST PINES
- *WSC STATESVILLE
- *WSE WALLACE
- *WCC WAINESVILLE
- *WCV WHEELERSVILLE
- *WNL WILMINGTON
- *WOT WILSON
- *WTR WINSTON-SALEM
- *WATG ASHLAND
- *WHR AKRON
- *WCO CINCINNATI
- *WLV CINCINNATI



CASTING SYSTEM



- KTRH WICHITA FALLS
- UTAH**
 - KVNU LOGAN
 - KLD GGDEN
 - K3AL PRICE
 - K0UG HANYS
 - KALL SALT LAKE CITY
- VERMONT**
 - *SYB OUTLAND
 - *0EY WATERBURY
- VIRGINIA**
 - *BLT BEDFORD
 - *KLY BILKSTONE
 - *FNS BRISTOL
 - *9FA CHARLOTTESVILLE
 - *C9Y CLIFTON FORGE
 - *CVA COLLEPPER
 - *0VA DANVILLE
 - *FTB FRONT ROYAL
 - *00B GALAX
 - *00D LYNCHBURG
 - *0AV NORFOLK
 - *0VA NORFOLK
 - *9AA ORANGE
 - *0SV PETERSBURG
 - *LEE RICHMOND
 - *00V ROANOKE
 - *AYB WAYNESBORO
 - *YVE WYTHEVILLE
- WASHINGTON**
 - *00D ABERDEEN
 - *F0U BELLINGHAM
 - *ELA CENTRALIA-CHAHALIS
 - *K0D EVERETT
 - *00W LONGVIEW
 - *0Y OLYMPIA
 - *KVI SEATTLE
 - *00E SPOKANE
 - *K0J WALLA WALLA
 - *00W WENATCHEE
 - *K0K YAKIMA
- WEST VIRGINIA**
 - *00Y BLUEFIELD
 - *0TP CHARLESTON
 - *00R CLARKSBURG
 - *00R ELKINS
 - *00T HUNTINGTON
 - *00G LOGAN
 - *00M MARTINSBURG
 - *00H MORGANTHAU
 - *00R MORGANTOWN
 - *00N WELCH
 - *00T WHEELING-BELLAIRE
 - *00W WESTON
 - *00H WILLIAMSON
- WISCONSIN**
 - *0BY APPLETON
 - *00W ASHLAND
 - *00T BELLEVILLE
 - *00Z EAU CLAIRE
 - *00Z FOND DU LAC
 - *00E GREEN BAY
 - *00L JANSVILLE
 - *00C LACROSSE
 - *00H MANITOWIC
 - *00S MADISON
 - *00W MEDFORD
 - *00H MONTELEONE
 - *00C RICE LAKE
 - *00A WALWAUWAGAN
 - *00S WISCONSIN RAPIDS
- WYOMING**
 - *00R CASPER
 - *00H CHEYENNE
 - *00L EVANSTON
 - *00R LANDER
 - *00H ROCKY MOUNTAIN
 - *00S ROCK SPRINGS
 - *00T SHERIDAN

- CLVFLAND
- COLUMBUS
- DARTON
- MAPLETTA
- SANDRIK
- STEVENVILLE
- YOUNGSTOWN-KARREN
- INDIANA**
 - *ACTUS
 - *00H BARTLESVILLE
 - *00H CHICKASHA
 - *00C DUNCAN
 - *00L ELK CITY
 - *00D PAID
 - *00L OKLAHOMA CITY
 - *00L OKMULGEE
 - *00R PONCA CITY
 - *00R SHAWNEE
 - *00L TULSA
 - *00D WOODWARD
- ALBUQUA
- ALBUQUA
- BEND
- BOONVILLE
- EUGENE
- GRANTS PASS
- ALAMATH FALLS
- PORTLAND
- ROSELAND
- SALEM
- SHAMON
- STATE COLLEGE
- WASHINGTON
- WALLET GARDEN
- YONK
- RHODE ISLAND**
 - *EAN PROVIDENCE
 - *00E WOODROCKET
- PENNSYLVANIA**
 - ALBUQUA
 - BRADFOOD
 - EASTON
 - ELK
 - HANOVER
 - HARRISBURG
 - HARTI TON
 - JONGTOWN
 - LANCASTER
 - LOCK HAVEN
 - PEN CALE
 - DIL CITY
 - PHILADELPHIA
 - PITTSBURGH
 - PUNXSUTAWNEY
 - READING
 - ST. MARY'S
- SOUTH CAROLINA**
 - ANDERSON
 - SPENNETT
 - CHARLESTON
 - CHERIE
 - COLUMBIA
 - COLUMBIA
 - DYERSBURG
 - ELIZABETHTOWN
 - JOHNSON CITY
 - FAYETTEVILLE
 - GREENVILLE
 - HARRISMAN
 - JACKSON
 - KNOX
 - KNOXVILLE
 - LA FOLLETTE
 - LAWRENCEBURG
 - LEWISBURG
 - MAINTONVILLE
- TENNESSEE**
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 - GREENVILLE
 - HARRISMAN
 - JACKSON
 - KNOX
 - KNOXVILLE
 - LA FOLLETTE
 - LAWRENCEBURG
 - LEWISBURG
 - MAINTONVILLE
- SOUTH DAKOTA**
 - BRADWOOD
 - WHEEL
 - WHEEL
 - WATER TOWN
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 - MEMPHIS
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 - ASHVILLE
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 - PARIS
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 - UNION CITY
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 - ALICE
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 - AMARILLO
 - AUSTIN
 - BALLINGER
 - BAY CITY
 - BIG SPRING
 - BODGER
 - BOSWELL
 - BRYAN
 - CHILDRESS
 - CONROES CHRISTI
 - DALLAS
 - EL PASO
 - FORT WORTH
 - FREDERICKSBURG
- OKLAHOMA**
 - GREENVILLE
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 - LAREDO
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 - SULPHUR SPRINGS
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WAVU KVSM WROY WIEL WHLB WIRC WLCM WANA WIND WHLN KFMO WHKY KABR W
RF5 WSPC WGIL WKIC KWOS WELS KIJV WHMA KSPA WPRC WMBH WFTC KWAT WC
TA WATM KSTN WQUA KRMS WSYD WAPO WJLD KCOK WVLN WINN KSIM WPAQ WDDO
WULA KVEN WHBF WPRT KFEQ WKBC WAGC WWWF KWSO WGBC WIBR KSGM WCEC WIRJ

The call letters of over 700 U.S. broadcast stations reach

WHEP KBOL WBIW KEUN WVMI WNCA WPLI WFPA KCOL WGBF KVOL WCLD WLPM WK
LF WKIN WJBY WNAB WIKY KAKT WGVN KOVC WNOX WGEA WNHC WWCA KLIC WABG
WADC WIVK WPBB WNLC WBAA KANE WKOZ WCPO WJMJ WCOV WATR WBAT WMRY K
TYL WHOC WCOL WSM WNPT WWCO WHOT KRUS KXGN WING WSIX WJHO WGMS WJVA

their listeners through Collins equipment.

KCIJ KGEZ WJER WKDA WAMI WOOK WRSW WHDH KCNI WFIN WSOK WOZK WTAN WT
BC KPIG WBET KMMJ WMOH WDBL WWWW WTTT KCRG WHAI KGFV WMOA KRBC WHBB
WROD KCHA WLYN KELY WPTW KBKI WHTB WJBS WCHE WJDA KENO WWSO KALT W
WWB KCLF WFTL KROS WOCB KRAM KADA KRCT KRUX WARN KSWI WASL WKBR KVSO

Collins engineering and precise manufacturing standards

KFYN KIFN WINZ KSTT WUST WHEB KCRC KTFY KBBA WMBR WOC WCEM WWNH KNOR K
LCN KVAL KELD WLBE KDTH WDYK WAAT KOCY KORA KDMS WMMB KLIL WSID WWBZ
KVLH KDET KFSA WMBM KXIC WKIK KOBE KGFF KSTA KXAR WTMC KRIB WINX KVSF W
FLA KAKC KTAW KWFC WPCF KWPC WGAY WABY KWSH KMCO KCON WWPF KBOE WBBC

give Collins transmitting and speech equipment the extra

WOKO KASH KUND KENA WTRR KBIZ WDFD WCSS KFJI KRIS KBIS WFOY KFNF WHTC K
BTM WINR KNPT KEYS KAFY WEBK KICD WJMS WGGB KCRO KAND KROP WIRK KWWL
WTCM WGVA WPWA KULP KSJV WGAU KARE KATE WENT WIKK KCLW KXOC WGRA KB
IS KCRB KXRA WHLI LWSH KTXJ KHUM WMOC KXXX KBMW WBUC WPXY KOCA KDAC

measure of reliability so essential to continuous broadcast

WDWD KGNO WKLK WXRA WVPO KSEL KGST WFPM KTSW WEVE WHDL WKOR KRBA WG
MS KBOX WCOH KWBW KGDE WEAV WMBS KMTH KVON WACL KJCK KBZY WRET WHIM
KOSF KROW KEYY KCLO WMFG WKAL WWON KOGT KPPC KPST KSCB KLTF WAGE KFA
C WPAI KFTV KWKW KEEP KLCB WPBC WOLF WCRE KEXX KPRO WOKZ KTOP KOBK WISE

operation. Collins — design leaders in the past, present

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W WAYS WMRC KCNY KTFS KNAL KTRN KVNU KSVC WCAX WSKI WSYB WWSR WEAM
WDVA WLOW WSAP WPUV WLPW KBKW KWIE KHQ WKOY WGVV WCAW WBLK WSAZ K
IEL WMON WPAR WWYO WBTH WLCX WMNE WMIL WMAW WPDR WIBU WJMC WDSM

and future with the modern concept in AM.

WFHR KOVE KOWB KVRS KWBL KGOS KWOR WOAY WOSA KIFN WFMO WERN WLDN KL
Z WFAH KPHO KXOC KDB KCHR WRRR WPET WJOT WJMW WLMJ WMBR WDBO KRNT
WDAI WGBA WJAT WCNT WEAW KBUR KCRG WEBQ WLBH WMLL WMRI WIMS KVFD W
RSW WOI WSUI KWPC WMCI WSON KRMD WHOP WFMV WPAD WJBO WBZ WHAI KFUO



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CEDAR RAPIDS, IOWA

11 W. 42 Street
NEW YORK 36

1930 Hi-Line Drive
DALLAS 2

2700 W. Olive Avenue
BURBANK

Dogwood Road, Fountain City
KNOXVILLE



Advent of Color TV Era Finds Broadcasting Ready

By SYLVESTER L. WEAVER, JR.

President

National Broadcasting Company

THE year of 1954 finds the broadcasting industry in the most exciting and significant era in the history of communications—the era of color television.

Color brings to advertisers their most potent tool. Here is the perfect advertising medium, combining sight, color, sound and movement.

And now color television is a reality. On Dec. 17, 1953, the Federal Communications Commission approved color television signal standards for the industry.

We at NBC have been fortunate because it was our parent company, the Radio Corporation of America, under Brig. Gen. David Sarnoff, which pioneered, the compatible color standards which were endorsed by the whole industry and approved by the FCC. In working with RCA, as its broadcasting service, during years of developmental work, we were able to get off to a head start in the color broadcasting sweepstakes.

This head start was demonstrated most graphically when, in the immediate wake of the FCC decision, NBC broadcast four outstanding commercial programs in color in a period of two weeks. These were: "Amahl and the Night Visitors," the Gian-Carlo Menotti Christmas opera; "Season's Greetings," a one-hour all-star variety show; the Christmas episode of "Dragnet," which marked the first use of color film in commercial colorcasting; and the brilliant Tournament of Roses Parade, which was the first West-to-East transcontinental color transmission.

We at NBC are proud that it is our network which paved the way for commercial color telecasting by developing program techniques that are setting the standards for the entire industry. Even before FCC approval came, these techniques had been demonstrated time and time again during 1953 in experimental colorcasts which drew acclaim in New York, Chicago and Los Angeles.

We have welcomed inquiries from the entire industry on color programming techniques we have developed. Our color

corps specialists have given lectures to technicians and program people representing all the networks. The techniques we have learned are available to all.

Color will give the broadcasting industry an even greater opportunity for service. And a greater responsibility. For, as communications people we are entrusted with the most important instruments since the invention of print.

We have made tremendous strides in color television. But black-and-white television will still be top dog for many years to come. And developments in our black-and-white operation have been considerable. During 1953, we increased the usefulness of television to the advertiser. Through the creation of new programming and sales policies, we made the sales impact of television available to a broader base of advertisers.

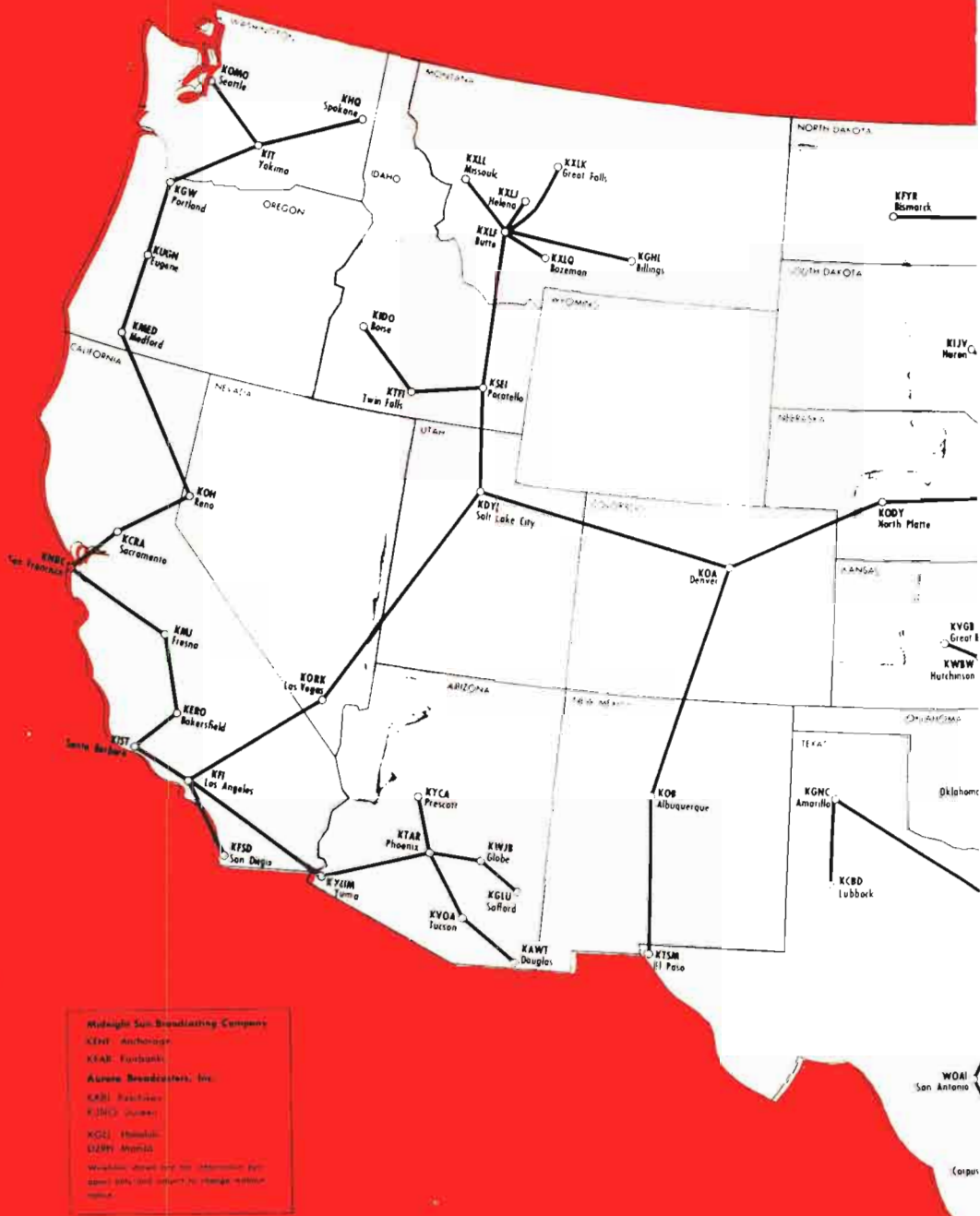
In the realm of public service, NBC increased its scope during the past year, with an increase both in quantity and quality of news, information, public discussion and special events.

On the radio side, NBC enters 1954 with a tried and proven medium completely revitalized. The program, sales, advertising and promotion activities of the radio network have been separated from those of television in the interests of strengthening the operation.

On the sales side, new and smaller program packages, making big-time radio available to small-budget advertisers, has placed the best in the audio-only medium within reach of the advertisers who up to now have not been able to afford the best.

The trade press has spoken much in recent months of the "Pat and Bob" team at NBC. Bob Sarnoff, NBC executive vice-president, and myself consider ourselves as a team, and work as a team on program and sales policies. With Bob as team-mate, I am most optimistic about forward strides NBC can make in 1954 in further improving our broadcasting service both as a public service and as a sales medium.

NATIONAL BROAD



CASTING COMPANY



NATIONAL BROADCASTING COMPANY, INC.

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

Registered Telegraphic Address:
NATBROCAST NEW YORK

BOARD OF DIRECTORS

David Sarnoff, Chairman
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Charles R. Denny Charles B. Jolliffe
Frank Folsom Edward F. McGrady
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George D. Matson.....Controller
Raymond E. Simonds.....Assistant Secretary
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Samuel Chotzinoff.....General Music Director

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William A. Clark.....Administrative Assistant
Edward R. Cullen.....Liaison Engineer
Joseph D'Agostino.....Liaison Engineer
Raymond F. Guy.....Manager of Radio &
Allocation Engineering
George M. Nixon.....Manager of Engineering
Development
Chester A. Rackey.....Manager of Audio-Video
Engineering
James Wood, Jr.....Manager of Technical Services

Station Relations

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Sheldon B. Hickox.....Director of Station Relations
Thomas Knode.....Manager of Station Relations
Harry A. Woodman.....Manager of Traffic Dept.

Treasurer

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William A. Williams.....Assistant Treasurer
Harry F. McKeon.....Director of the Tax Dept.
William D. Bloxham.....Manager of Purchasing

Integrated Services

William S. Hedges...V.P. for Integrated Services
Henry Patrick Hayes...Mgr. Radio Recording Sales
Edward M. Lowell.....Manager Building &
General Services Department
William B. Miller.....Night Executive Officer
Peter M. Tintle.....Manager of Guest Relations
Mildred Joy.....Chief Librarian

Legal

Thomas E. Ervin.....V.P. & General Attorney
John V. Shute.....Assistant General Attorney
James E. Denning.....Senior Attorney
Stockton Helffrich.....Manager of Continuity
Acceptance

Controller

George D. Matson.....Controller
Hamilton Young...Dir. of Auditing and Systems
Francis X. O'Shea.....Chief Accountant
Nicholas Gilles.....Budget Manager

PERSONNEL

John M. Clifford.....V.P. in chg. of Personnel
B. Lowell Jacobsen.....Director of Personnel
Edmund Souhami...Labor Relations Administrator
Lewis R. Tower...Labor Relations Administrator
Ferdinand Wankel.Labor Relations Administrator
Robert Tufts.....Organization Development
Administrator
Donald A. Rutledge...Manager, Training, Policy,
Benefits and Communications
Donald H. Mackenzie...Manager, Employment,
Records and Health
David Broadfoot...Manager, Salary Administration

PRESS AND PUBLICITY

Sydney H. Eiges...V.P. for Press and Publicity
Richard T. Connelly.....Director of Press Dept.
Don Bishop.....Manager of Program Publicity
Ellis Moore.....Manager of Radio-Television
Business Publicity
John D. McTigue.....Supervisor, Radio Network
Publicity
Kathryn Cole.....Manager of Information
Cornelius Sullivan.Public Relations Representative

ORGANIZATIONS SERVING RADIO NETWORK Research and Planning

Hugh M. Beville....Dir. of Research & Planning
Dr. Thomas E. Coffin.....Manager of Research
Allen R. Cooper.....Mgr. of Markets & Media
James H. Cornell.Mgr. of Audience Measurement
Barry T. Rumpel.....Manager of Plans

Public Affairs

Davidson Taylor.....Director of Public Affairs
William R. McAndrew.....Mgr. of News &
Special Events
Thomas S. Gallery.....Manager of Sports
Edward Stanley...Mgr. of Public Service Programs
Doris Corwith...Supervisor of Religious Broadcasts
— Talks
Joseph O. Meyers....Chief of the Central News
Desk

Technical Operations

George McElrath.Director of Technical Operations
Paul V. Gallant.....Supervisor of Radio
Broadcasting Operations
Gerald M. Sellar.....Radio Operations
Supervisor
Frederick G. Knoofke...Mgr. of Sound Effects

RADIO NETWORK

William H. Fineshriber, Jr...V.P. in chg. of the
Radio Network
Ted Cott...Operating V.P. of the Radio Network

Programs

John P. Cleary...Nat'l Prog. Dir., Radio Network
Robert L. Wogan.....Supervisor Radio Network
Operations
Merrill Mueller.....Radio News & Features
Executive

Sales

Fred L. Horton.....Dir. of Radio Network Sales
Howard Gardner...Dir. of Radio Network Sales
Development
George W. Diefenderfer...Radio Network Sales
Manager, Central Division
John K. Williams.....Radio Network Sales Mgr.,
Pacific Division
Sackett Miles.....Mgr., Radio Sales Service &
Traffic

Advertising & Promotion

Ridgway Hughes.Dir. of Advertising & Promotion,
Radio Network
James Nelson...Advertising Mgr. Radio Network

Robert Hitchens.....Sales Promotion Mgr.
Radio Network
Walter Van Bellen... Art Director, Radio Network
Frank McMahon.Copy Supervisor, Radio Network

Business Manager

Theodore Zaer...Business Mgr. Radio Network
Marion Stephenson..... Division Budget Manager,
Radio Network

Chicago Office — Radio Network Merchandise Mart, Chicago 54, Ill. Tel. SUperior 7-8300

George W. Diefenderfer.... Radio Network Sales
Manager, Central Division

NBC OWNED STATIONS AND NBC SPOT SALES

Charles R. Denny..... V.P. in chg. of
NBC Owned Stations and NBC Spot Sales
Henry T. Sjogren..... Divisional Business Mgr.
Charles H. Colledge. Dir. of Technical Operations
Charles C. Bevis, Jr..... General Executive
Robert F. Blake..... Director of Publicity

WNBC, WNBC-FM—New York

Hamilton Shea . Gen. Mgr. of WNBC, WNBC-FM
Ernest de la Ossa.... Station Manager of Stations
WNBC, WNBC-FM
Richard M. Pack..... Dir. of Programs and
Operations WNBC, WNBC-FM
Peter Affe..... Mgr. of Operations for
WNBC, WNBC-FM
Max Buck... Dir. of Advertising, Sales Promotion
& Merchandising
Robert J. Leder..... Radio Sales Manager

WMAQ, WMAQ-FM—Chicago

Harry C. Kopf..... V.P. & Gen. Mgr. of
WMAQ, WMAQ-FM
Jules Herbeuex.... Assistant General Manager
Charles Dresser..... Director of Sales
George Heinemann.... Director of Programming
John F. Whalley..... Director of Operations
Howard C. Luttgens..... Engineer in Charge

WTAM, WTAM-FM—Cleveland

Lloyd E. Yoder..... General Manager for
WTAM, WTAM-FM
Samuel E. Leonard..... Engineer in Charge
Brooks Taylor..... Program Director

KNBC, KNBC-FM—San Francisco

George Greaves..... General Manager for
KNBC, KNBC-FM
William K. McDaniel..... Sales Manager

Curtis D. Peck..... Manager of Radio Technical
Operations & Integrated Services
John Thompson..... Program Manager

WRC, WRC-FM, Washington

Carleton D. Smith..... V.P. & Gen. Mgr.
WRC, WRC-FM
Joseph Goodfellow..... Director of Sales
James Kovach..... Program Director
Lefferts A. McClelland.... Director of Operations
John G. Rogers..... Engineer in Charge

National Spot Sales

Thomas B. McFadden.... Dir. of Natl. Spot Sales
Richard H. Close... Mgr. for Represented Stations
William N. Davidson.... Natl. Mgr. for Radio
Spot Sales
Harold Shepard..... Sales Development
Advertising & Promotion Manager
Caroline Herbert..... Sales Service Manager

WASHINGTON AND PACIFIC DIVISION OFFICES Washington

Frank M. Russell..... Vice Pres., Washington
George Wheeler..... Asst. to the Vice Pres.

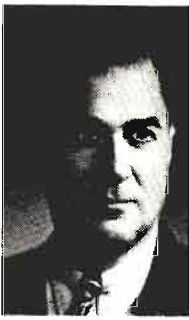
Pacific Division Sunset Boulevard and Vine Street, Hollywood 28, Calif. Tel. Hollywood 9-6161

John K. West..... V.P. for the Pacific Division
Thomas C. McCray..... Dir. of Radio Network
Division, Pacific Division
Lewis S. Frost..... Director of Public Relations
Frank Dellett..... Business Mgr., Pacific Div.
Harry Bubeck... Radio Network Mgr., Pacific Div.
Richard H. Graham..... Attorney
Leslie Raddatz..... Mgr. of Press & Publicity
Alfred Saxton.... Mgr. of Technical Operations
John K. Williams..... Network Sales Mgr.,
Pacific Division

Foreign Offices

England: Romney Wheeler, National Broadcasting
Company, Inc., 2 Mansfield Street, London
W1, England.
France: Paul Archinard, William Frye, 52 Avenue
des Champs Elysees, Room 533, Paris 8, France.
Japan-Korea: George Thomas Folster, Wilson Hall,
John Rich, James G. Robinson, Nikkatsu Build-
ing, 1-1 Chome, Yura Kucho Chiyodaku, Tokyo,
Japan.
Germany: Robert McCormick, Press Center
(American), APO 757, c/o PM, New York,
New York.
Italy: Jack Begon, 54 Via Della Mercede, Rome,
Italy.

For television personnel turn to TELEVISION YEAR BOOK in this volume



Local Radio Still Potent Despite Television Gains

By SIDNEY J. WOLF
President

Keystone Broadcasting System, Inc.

A GAIN in 1954, the advertiser is confronted with another period of adjustment, created by increased TV coverage—represented by stations presently operating who will expand facilities, and by those that will be in operation by the end of the year. Keystone has, at present, 244 radio stations beyond effective TV coverage area, and as new TV stations are built, there will undoubtedly be many advertisers who will use TV—supplemented with radio, to achieve forceful national radio and TV coverage. Within the past year, many advertisers have effectively supplemented TV operations with Keystone, and as TV markets increase, we believe that the trend to supplement TV schedules with Keystone will be even greater.

Keystone was established to enable advertising agencies to buy a practical “package” of small stations with a single order . . . providing a simplified method for their clients to reach this “plus” audience in the fertile “Home Town and Rural America” market. Entering its fourteenth year of operation, Keystone is proud of having shown a consistent increase in business with each succeeding year. The number of present station affiliates is now in excess of 700, and during 1953, 27 new major advertisers were added, and 79 new affiliates. These figures are evidence of satisfactory performance, and substantiate the advertisers’ faith in Keystone as a medium to increase their sales and profits. And there is every indication that 1954 will be an even better, more profitable year for Keystone, its affiliates and clients.

During 1953, Keystone subscribed to Nielsen Coverage Service for its entire network, enabling us to give advertisers and their agencies the most accurate information regarding market coverage and listenership.

During the past several years, Keystone has strongly emphasized to affiliates the importance of follow-through

merchandising. In 1953 this practice has proved to advertisers using Keystone, that merchandising activities done by our stations as “part of the job,” have effectively increased sales of the many products advertised. Typical merchandising follow-through by Keystone stations includes such activities as personalized local mailings, distribution of displays, messages to merchants encouraging promotional tie-ins, personal calls by the station manager and staff, public demonstrations in keeping with the promotion, etc. We intend to step up even further such merchandising follow-through during the future. No set formula is used for any product; the problems of each advertiser are individually and carefully studied, worked out with the advertiser — who is most familiar with his own sales problems—giving each campaign the best possible advantage in a most practical way.

Keystone merchandising of this type is so effective primarily because the manager and personnel of our type of station is usually *personally* acquainted with all the local business men, and this personalized contact appeal brings about the desired cooperation most easily.

Keystone looks forward to another year of progress . . . helping more advertisers discover and benefit from the richness of America’s “Home Town” stations, whose combination of sales producing ability and merchandising power is the sole factor in the success of the Keystone network.

In 1954, Keystone Broadcasting System — the only national transcription network — will become a medium of even greater importance to the nation’s advertisers who want to reach the world’s most lucrative market. We believe that the coming year will show increased coverage by currently affiliated stations, who improve facilities — and through the addition of stations in new markets not as yet covered by Keystone.

KEYSTONE BROADCAST

ALABAMA

WRFS Alexander City
 WCTA* Andalusia
 WJLD Birmingham
 WEBJ Brewton
 WRAG Carrollton
 WKLF Clanton
 WKUL Cullman
 WMSL* Decatur
 WXAL Demopolis
 WOFF* Dothan
 WULA Eufaula
 WKWF Fayette
 WQWL* Florence
 WGDW Gadsden
 WGYV* Greenville
 WGSV Guntersville
 WSHF* Huntsville
 WFBB Jackson
 WWWW Jasper
 WMOZ Mobile
 WMFC* Monroeville
 WJHO Opelika
 WELR Roanoke
 WWWW* Russellville
 WHBB* Selma
 WFEB Sylacauga
 WHTB Talladega
 WTBF* Troy
 WTBC Tuscaloosa
 WTUS Tuskegee

ARIZONA

KCLS* Flagstaff
 KRIZ Phoenix
 KCKY Coolidge

ARKANSAS

KVRC Arkadelphia
 KBTA* Batesville
 KAMD* Camden
 KCON Conway
 KAGH Crozet
 KDMS El Dorado
 KGRH Fayetteville
 KXJK Forrest City
 KHOZ Harrison
 KFFA Helena
 KXAR Hope
 KRCH* Hot Springs
 KBTM Jonesboro
 KVLK Little Rock
 KVMA Magnolia
 KVSA McGehee
 KENA* Mena
 KOSF* Osceola
 KDRS* Paragould
 KOTN Pine Bluff
 KPOC* Pochontas
 KXRJ* Russellville
 KWCB Searcy
 KUDA* Siloam Springs
 KBRS Springdale
 KWAK Stuttgart

CALIFORNIA

KIBS* Bishop
 KBMX Coalinga
 KCVR Lodi
 KMBY Monterey
 KSFH* Niles
 KDAC FL Bragg
 KPRL Paso Robles
 KAFP Petaluma
 KBLF Red Bluff
 KBIF Sanger
 KVEF San Luis Obispo
 KSMA Santa Maria
 KSPA Santa Paula
 KROG* Sonora
 KTKR Taft
 KTUR Turlock
 KVCV Ventura

CONNECTICUT

WNLK Norwalk

COLORADO

KGIW* Alamosa
 KRLN Canon City

KRAI* Craig
 KIUP* Durango
 KFTM Fort Morgan
 KYOU Greeley
 KBNZ La Junta
 KLVC* Leadville
 KLMO Longmont
 KUBC* Montrose
 KDZA Pueblo
 KVRH* Salida
 KCRT* Trinidad

DELAWARE

WJWL Georgetown

FLORIDA

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

GEORGIA

WJAZ Albany
 WDEC Americus
 WGAU Athens
 WAUG* Augusta
 WMGR* Bainbridge
 WMOG Brunswick
 WGRA Cairo
 WLBG Carrollton
 WBHF Cartersville
 WGAA Cedartown
 WMJM Cardele
 WBLJ Dalton
 WDWD* Dawson
 WLSL Decatur
 WDMG* Douglas
 WMLT Dublin
 WTJH East Point
 WSGC* Elberton
 WBBH* Fitzgerald
 WFFM Fort Valley
 WCEH Hawkinsville
 WBRO Waynesboro
 WGFS Covington
 WGGG Gainesville
 WKEU Griffin
 WBGR* Jesup
 WLAG La Grange
 WFOH Marietta
 WMDG* Milledgeville
 WMGA* Moultrie
 WRGA Rome
 WWSN* Statesboro
 WSFT Thomason
 WTTA* Thomson
 WLET* Toccoa
 WYOP* Vidalia
 WIMO Winder
 WAYX* Waycross
 WRLD West Point

IDAHO

KGEM Boise
 KBIQ* Burley
 KIFI Idaho Falls
 KRPL Moscow
 KWIK Pocatello
 KPST Preston

KSPT* Sandpoint
 KLIJ* Twin Falls

ILLINOIS

WOKZ Alton
 WBYS Canton
 WROY Carmi
 WCNT Centralia
 WCRA* Effingham
 WBEQ* Harrisburg
 WJPF Herrin
 WPCR Lincoln
 WSMI Litchfield
 WRMN Elgin
 WKID Urbana
 WKAI Macomb
 WMOK* Metropolis
 WVMC Mt. Carmel
 WVLI* Olney
 WPRS Paris

INDIANA

WCBC Anderson
 WBNL Boonville
 WSAL Logansport
 WRAY Princeton
 WSLM Salem
 WJCD Seymour
 WJVA South Bend
 WTCJ Tell City
 WKAM Warsaw
 WORX Madison

IOWA

KASI Ames
 KJAN Atlantic
 KPIG Cedar Rapids
 KCOG* Centerville
 KCHA Charles City
 KSIB* Creston
 KFMA Davenport
 KFAD Fairfield
 KXIC Iowa City
 KWPC Muscatine
 KCFJ Webster City
 KEHE Cherokee
 KRIB Mason City

KANSAS

KSOK Arkansas City
 KARE Atchison
 KCRB Chanute
 KTSW* Emporia
 KIUL* Garden City
 KWGB Goodland
 KAYS* Hays
 KQWB Hutchinson
 KIND Independence
 KLD Leavenworth
 KNEX McPherson
 KSEK Pittsburg
 KWSK Pratt

KENTUCKY

WLBJ Bowling Green
 WTCO Camdellsville
 WAIN* Columbia
 WCTT Corbin
 WZIP Covington
 WCMP Cumberland
 WHJR Danville
 WIEL Elizabethtown
 WFKY Frankfort
 WKAY* Glasgow
 WHLN Harlan
 WKIC Hazard
 WSON Henderson
 WLEX Lexington
 WINN Louisville
 WFMW Madisonville
 WFTM Maysville
 WMIK Middlesboro
 WOMI Owensboro
 WPKE Pikeville
 WPRT Prestonsburg
 WPKY Princeton

LOUISIANA

KTRY Bastrop
 WIKC Bogalusa
 KDLA* De Ridder
 KCIL Houma
 WJHL Hammond
 KLIC Monroe
 KWCI* Natchitoches
 KANE New Iberia
 KREH* Oakdale
 KSLQ* Opelousas
 KRUS Ruston

MAINE

WABM* Houlton
 WRUM* Rumford

MARYLAND

WNAV Annapolis
 WASA Haverly Grace
 WPTX Lexington Park

MASSACHUSETTS

WVOM Brookline
 WREB Holyoke

MICHIGAN

WALM Albion
 WFYC Alma
 WATZ* Alpena
 WLEW Bad Axe
 WATT Cadillac
 WATC Gaylord
 WBRN Big Rapids
 WMRP Flint
 WHDF Houghton
 WIKB* Iron River
 WJMS* Ironwood
 WJPD Ishpeming
 WKLC Ludington
 WMTL Manistee
 WDMJ* Marquette
 WCEN Mt. Pleasant
 WMUS Muskegon
 WMBN* Petoskey
 WHLS Port Huron
 WSDP* Sault Ste. Marie
 WTCM* Traverse City

MINNESOTA

KASM* Albany
 KBUN* Bemidji
 KBMW Breckenridge
 WKLK Cloquet
 KROX Crookston
 WEVE Eveleth
 KBZY* Grand Rapids
 KCFI International Falls
 KLTFF* Little Falls
 KNUJ* New Ulm
 KDBK Owatonna
 WSHB Stillwater

MISSISSIPPI

WMPA* Aberdeen
 WGCW Biloxi-Gulfport
 WBIP* Booneville
 WDBB Canton
 WGLC Centerville
 WCLD* Cleveland
 WCJU* Columbia
 WCPMA* Corinth
 WJPR* Greenville
 WPRM* Greenwood
 WFOR* Hattiesburg
 WMDC Hazlehurst
 WKDZ Kosciusko
 WAML Laurel
 WAPF* McComb
 WMSJ Natchez
 WPMF* Pascagoula
 WHOC Philadelphia
 WRJW Picayune
 WSSO* Starkville
 WQBC Vicksburg
 WTUP* Tupelo
 WAZF Yazoo City

MISSOURI

KGMO* Cape Girardeau
 KDMO Carthage
 KCRV Caruthersville
 KCHR* Charleston
 KCHI Chillicothe
 KKD Clinton
 KREI Farmington
 KJCF Festus
 KWOS* Jefferson City
 KIRX Kirksville
 KNIM Maryville
 KNCM Moberly
 KRMO Monett
 KNEM* Nevada
 KWOC* Poplar Bluff
 KTRT* Rolla
 KSGM Ste. Genevieve
 KSMD* Salem
 KDRO Sedalia
 KICK Springfield
 KOKO Warrensburg
 KWRE* Warrenton
 KWPM* West Plains

MONTANA

KANA Anaconda
 KBMY* Billings
 KOJM* Havre
 KCAP Helena
 KXLO* Lewistown

NETWORK FACILITIES AS OF FEBRUARY 1, 1954

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

CASTING SYSTEM

KPRK* Livingston
KRJF* Miles City
KIYI* Shelby
KGCX* Sidney
KLCB Libby

NEBRASKA

KCOW* Alliance
KCNI* Broken Bow
KJSK Columbus
KHAS Hastings
KGFV* Kearney
KLMS Lincoln
KBRL* McCook
KODY* North Platte
KSID* Sidney

NEVADA

KRAM Las Vegas
KATO Reno

NEW HAMPSHIRE

WMOU* Berlin
WLNH* Laconia

NEW JERSEY

WSNJ Bridgeton

NEW MEXICO

KALG* Alamogordo
KABQ Albuquerque
KSVF Artesia
KVBC* Farmington
KGAK* Gallup
KWEW* Hobbs
KENM* Portales
KBIM Roswell
KSIL* Silver City
KCHS* Truth or
Consequences
KTNM* Tucumcari

NEW YORK

WCSS Amsterdam
WMBO Auburn
WCOS Fulton
WLEA Hornell
WHUC Hudson
WJOC Jamestown
WVOS Liberty
WLFH Little Falls
WICY* Malone
WALL Middletown
WSLB* Ogdensburg
WIRY* Plattsburg
WNBZ* Saranac Lake
WDLA Walton

NORTH CAROLINA

WRCS Ahsoskie
WABZ Albemarle
WBBB Burlington
WGO2 Concord
WCKB Dunn
WCNC Elizabeth City
WFAI Fayetteville
WBBO Forest City
WFGV Fuquay Springs
WIAM Williamston
WQOW New Bern
WLTC Gastonia
WFMC Goldsboro
WHNC Hendersonville
WHKP Hendersonville
WHPE High Point
WJNC* Jacksonville
WELS* Kinston
WEWO* Laurinburg
WLOE Leaksville
WJRI Lenoir
WBUI Lexington
WTSP* Lumberton
WMAP Monroe
WHIP Mooresville
WPAQ Mount Airy
WNNC Newton
WKBC No. Wilkesboro
WFRG Reidsville
WCBT* Roanoke Rapids
WGEC* Rocky Mount
WGP Sanford
WOHS Shelby
WADE Wadesboro
WLSE* Wallace
WHOC Waynesville
WHED Washington

NORTH DAKOTA

KDLR* Devils Lake
KDIX* Dickinson
KNOX* Grand Forks

KGCU Mandan
KQVC Valley City
KWBM* Williston

OHIO

WOHP Bellefontaine
WILE Cambridge
WAND Canton
WBEX Chillicothe
WJER Dover
WFDB Fostoria
WJEH Gallipolis
WMOH Hamilton
WIRO Ironton
WWSO Springfield-Urbana
WCHO Washington Court
House
WWST Wooster
WLMT Jackson
WPTW Piqua

OKLAHOMA

KADA Ada
KWHW Altus
KVSO* Ardmore
KWCO Chickasha
KRHD Duncan
KSEO* Durant
KASA* Elk City
KTAT Frederick
KTJS Hobart
KIHN* Hugo
KTCM* McAlester
KTLK Miami
KBIX Muskogee
KNOR Norman
KBYE Oklahoma City
KHBB Okmulgee
KVLH Pauls Valley
KOLS Pryor
KWSH Tri-City
KSIW* Woodward
KCLO Poteau
KBWL Blackwell

OREGON

KAST Astoria
KRKR Baker
KBND Bend
KASH* Eugene
KLBW* La Grande
KCAL* Lebanon
KMCM McMinnville
KSBV Ontario
KODL The Dalles
KTIL Tillamook
KWRO* Coquille

PENNSYLVANIA

WNCC Barnesboro
WISR Butler
WCFL Carbondale
WHYL Carlisle
WESA Charleroi
WBUX Doylestown
WLEU Erie
WGET Gettysburg
WHUN Huntington
WDDAD Indiana
WAKU Latrobe
WKRZ Oil City
WPAZ Pottstown
WPAM Pottsville
WKBI St. Marys
WATS Sayre
WVSC Somerset
WMAJ State College
WAYZ Waynesboro
WLYC* Williamsport
WNOW York

RHODE ISLAND

WADK Newport
WPAW Pawtucket
WERI Westerly

SOUTH CAROLINA

WANS Anderson
WACA Camden
WHAN Charleston
WGCD Chester
WELP Easley
WOLS* Florence
WFGN Gaffney
WEAB Greer
WHSC Hartsville
WLBG Laurens
WJAY* Mullins
WRAA* Myrtle Beach
WKDK Newberry
WDIX Orangeburg
WRHI Rock Hill
WSNW Seneca

WFIG Sumter
WBCU Union
WBAW Barnwell

SOUTH DAKOTA

KDSJ Deadwood
KJLV Huron
KISD Sioux Falls
KWAT Watertown

TENNESSEE

WLAR Athens
WJZM Clarksville
WKRM Columbia
WHUB Coeville
WAEV Crossville
WDSG Dyersburg
WEKR Fayetteville
WHIN Gallatin
WHBT Harriman
WBJJ Humboldt
WDXI Jackson
WKIN Kingsport
WKXV Knoxville
WDXE Lawrenceburg
WGOR Lebanon
WJIM Lewisburg
WGAJ Maryville
WMTT McMinnville
WGNS Murfreesboro
WNAH Nashville
WOKO Oak Ridge
WTPR Paris
WDBL Springfield
WJIG Tullahoma
WENK* Union City

TEXAS

KVLF Alpine
KBUD Athens
KRUN Ballinger
KIOX Bay City
KRCT Baytown
KTXC Big Spring
KNEL* Brady
KSTB Breckenridge
KWHI Brenham
KTFY Brownfield
KBOR Brownsville
KBWD Brownwood
KDET Centerville
KSTA Colman
WTAW College Station
KVMC Colorado City
KAND Corsicana
KIVY* Crockett
KXIT Dalhart
KDLK* Del Rio
KDNT Denton
KURV Edinburg
KELP El Paso
KFLD Floydada
KNAF* Fredericksburg
KGAF Gainesville
KBLP Falls Church
KLUF Galveston
KCTI Gonzales
KCVL Greenville
KCLW Hamilton
KPAN Hereford
KHBR Hillsboro
KLSB Houston
KSAM Huntsville
KEBE Jacksonville
KTXJ Jasper
KMBL Junction
KCCA Kilgore
KPEF Lamesa
KVOZ Laredo
KQOW Littlefield
KFRO Longview
KVSP Lubbock
KRBA Lufkin
KMHT Marshall
KJBC* Midland
KORC Mineral Wells
KVKM* Monahans
KIMP* Mt. Pleasant
KOSF* Nacogdoches
KGNB New Braunfels
KRIG Odessa
KOGT Orange
KNET Palestine
KPAT Pampa
KFTV* Paris
KIUN* Pecos
KVOP Plainview
KOPF Pleasanton
KOLJ Quanah
KCNV San Marcos
KSEY Seymour
KEVA* Shamrock

KTAN Sherman
KDWT Stamford
KSTV Stephenville
KSST Sulphur Springs
KXDX Sweetwater
KTEM Temple
KTFB Texarkana
KTLW Texas City
KTBB Tyler
KVOU* Uvalde
KVVV Vernon
KVIC Victoria

UTAH

KBUE Brigham City
KVNK* Logan
KOPP Ogden
KQAL* Price
KEYY Provo
KJAM* Vernal

VERMONT

WIKE* Newport
WSYB* Rutland
WTWN* St. Johnsbury

VIRGINIA

WKLV Blackstone
WINA Charlottesville
WKCY Covington
WCVV Culpeper
WEVA Emporia
WFAX Falls Church
WFVA Fredericksburg
WFTB Front Royal
WBOB Galax
WREL Lexington
WMEV Marion
MVVA Martinsville
WHYU Newport News
WVAW Norton
WSSV Petersburg
WPUV Pulaski
WRAD Radford
WRIC Richlands
WRIS Roanoke
WHLS South Boston
WLPM Suffolk
WANT Warsaw
WAYB Waynesboro
WINC Winchester
WYWE Wytheville

WASHINGTON

KXRO* Aberdeen
KPGU Bellingham
KELA Centralia
KCLX Colfax
KEDR* Grand Coulee
KWLK Longview
KSEM* Moses Lake
KGY Olympia
KONP Port Angeles
KPUY Puyallup

WEST VIRGINIA

WHAR* Clarksburg
WDNE* Elkins
WKYR Keyser
WVOW Logan
WEPM Martinsburg
WHJC Metawan
WAJR Morgantown
WMOD Moundsville
WLOH Princeton
WBRW* Welch
WHAW* Weston

WISCONSIN

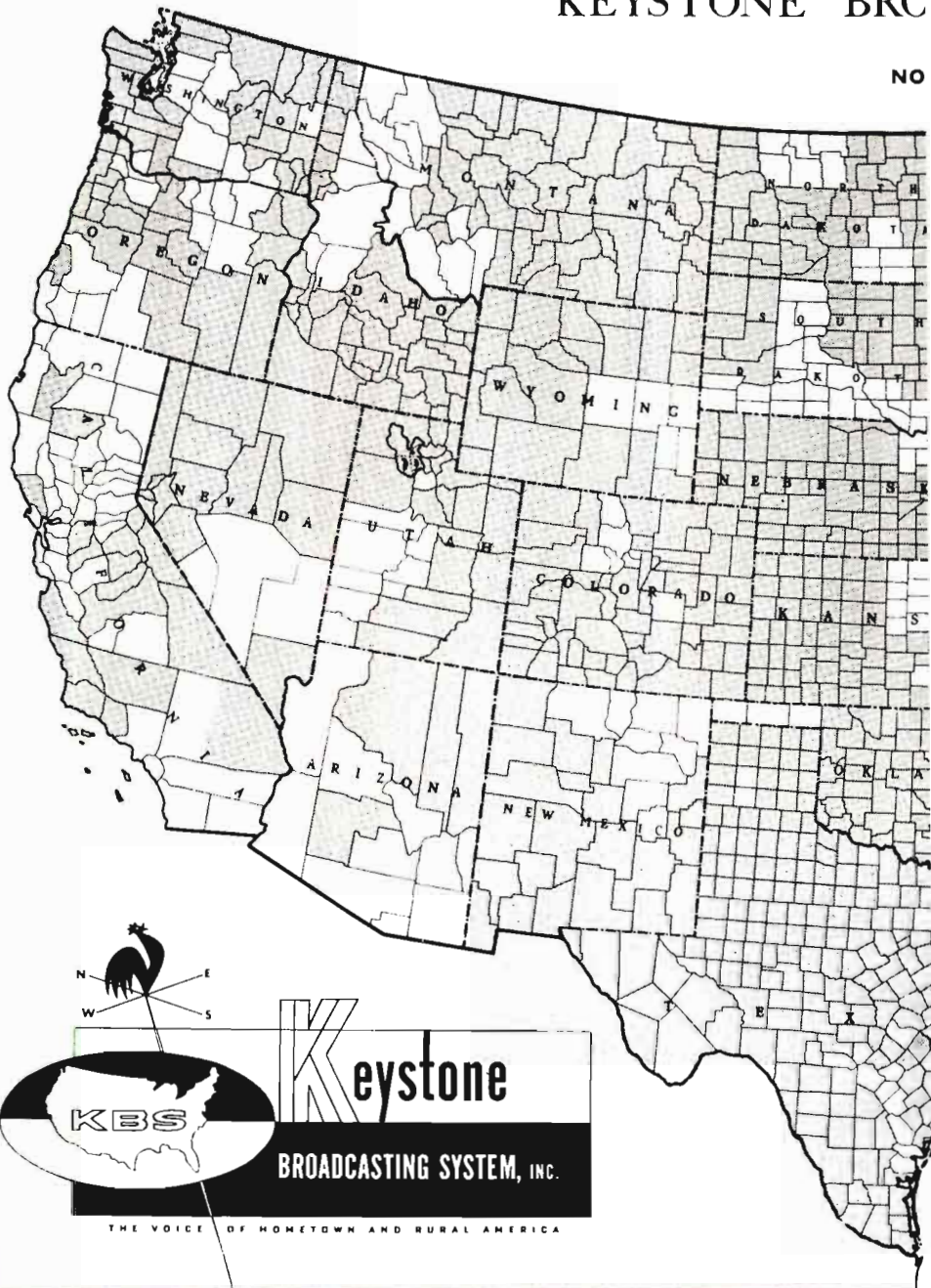
WATW* Ashland
WLDY* Ladysmith
WDLB* Marshfield
WIGM* Medford
WMNE Menomonie
WNAM Neenah
WFPF* Park Falls
WIBU Poyneite
WRAC Racine
WOBT Rhinelander
WROO Richland Center
WKLI* Sparta
WOKW Sturgeon Bay
WTRW Two Rivers
WTTN Watertown
WAUX Waukesha
WOSA* Wausau

WYOMING

KVW0* Cheyenne
KLUK* Evanston
KPOE* Lander
KPOW* Powell
KRAL* Rawlins
KVR5* Rock Springs
KWY0* Sheridan

KEYSTONE BRC

NO



Keystone
BROADCASTING SYSTEM, INC.

THE VOICE OF HOMETOWN AND RURAL AMERICA

KEYSTONE

BROADCASTING SYSTEM, INC.

111 W. Washington St., Chicago, Ill.

Officers and Directors

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

New York

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

Phone: PLaza 7-1460

Noel A. Rhys.....	Vice-President and Eastern Sales Manager
Charles A. Hammarstrom.....	Account Executive
Eve Banner.....	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
Kay Krause.....	Traffic Manager
Jane McFadgen.....	Program Director

Los Angeles

1330 Wilshire Blvd., Los Angeles 17, Calif.

Phone: DUnkirk 3-2910

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

San Francisco

57 Post Street

Phone: SUtter 1-7440

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

At present, there are more than 700 Keystone affiliates, located in towns with 10,000 to 100,000 population where they reach both the small town and rural markets. For the most part, these Keystone stations serve those areas which are beyond clear reception areas of the large metropolitan radio stations or other high-power stations. The number of radio homes in these Keystone markets, based on Nielsen Coverage Service areas is 17,181,040. There are an additional 1,382,810 homes in the primary area of 59 KBS stations for which the Nielsen reports were not available, therefore, the total radio homes within the primary area of Keystone represents a total of 18,563,850.

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.

REGIONAL NETWORKS

Alaska Broadcasting System

(Affiliated with CBS)
830 Securittes Building, Seattle 1, Wash.
Phone: SENECA 6333

PERSONNEL

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

BRANCH OFFICES

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

STATIONS

KFQD, Anchorage, Alaska; KFRB, Fair-
banks, Alaska; KINY, Juneau, Alaska; KTKN,
Ketchikan, Alaska; KIBH, Seward, Alaska;
KIFW, Sitka, Alaska.

The Aloha Network

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

PERSONNEL

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

STATIONS

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

Arizona Broadcasting System

(ABS Network)

1101 No. Central Ave., Phoenix, Ariz.
Phone: Alpine 4-4161

PERSONNEL

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

STATIONS

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

The Arizona Network

Radio Station KOY
840 N. Central Ave., Phoenix, Ariz.
Phone: Alpine 4-4144

PERSONNEL

Manager.....Albert D. Johnson
Program Director.....John R. Williams
Commercial Manager.....John L. Hoqq
KTUC Manager.....Lee Little
KSUN Mgr., owner.....Ario Woolery
KYMA Manager.....William L. Lindsey
KCLS Manager.....Charles J. Saunders

BRANCH OFFICES

Station KTUC, Broadway & Tyndall, Tucson,
Ariz.; Phone: 2-3344; Station KSUN, Bisbee,
Ariz., Phone 9; Station KYMA, 8th St. and "B"
Ave., Yuma; Station KCLS, 110 W. Birch St.,
Flagstaff.

STATIONS

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

Arrowhead Network

WEBC Building, Duluth 2, Minn.
Phone: Melrose 2873

PERSONNEL

General Manager.....Walter C. Bridges
Natl. Sales Mgr.....Harry Hyett

STATIONS

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

Broadcasting Corp. of America Network

P. O. Box 987, Riverside, Calif.
Phone: Riverside 6290

PERSONNEL

General Manager.....Dick Sampson

STATIONS

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

Paul Bunyon Network

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

PERSONNEL

Pres., Gen. Mgr.Les Biederman

STATIONS

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

California Northern Group

Radio Station KSYC, Yreka, Calif.

Phone: 624

PERSONNEL

Manager Jack A. Mitchell (KSYC)

STATIONS

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

CDC Tri-State Network

800 Broadway, Cincinnati, Ohio

Phone: GARfield 1331

PERSONNEL

WKRC-TV General Mgr. U. A. Latham

WHIO-TV General Mgr. Robert Moody

WTVN General Mgr. J. W. McGough

CDC Coordinator. Don L. Chapin

STATIONS

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

Columbia Pacific Network

6121 Sunset Blvd., Los Angeles 28, California

Phone: Hollywood 9-1212

PERSONNEL

Manager William D. Shaw

Gen. Sales Mgr. Bert West

Asst. Sales Manager. Thomas Swafford

Sales Promotion Mgr. James W. Frost

Program Director. Robert P. Sutton

News Director Jack Beck

Public Affairs Director. David Showalter

Chief Engineer Les Bowman

BRANCH OFFICES

Radio Spot Sales, 485 Madison Avenue, New York, N. Y., Phone: PL 1-2345, Henry Flynn, Sales Mgr.; Columbia Pacific Network Sales, Palace Hotel, San Francisco, Calif., YU 2-7000, Jack Donahue, Sales Mgr.; Radio Spot Sales, 902 Fisher Bldg., Detroit, Mich., TR 2-5500, Ralph H. Patt, Jr., Sales Mgr.; Radio Spot Sales, 410 North Michigan Ave., Chicago, Ill., WH 4-6000, Gordon F. Hayes, Sales Mgr.; Radio Spot Sales, 6121 Sunset Blvd., Hollywood, Calif., HO 9-1212, G. E. Hurst, Sales Mgr.; Radio Spot Sales, 800 Peachtree St., Atlanta, Ga., EL 0727, H. W. Maier, Jr., Sales Mgr.

STATIONS

KNX, Los Angeles, Calif.; KCBS, San Francisco, Calif.; KFRE, Fresno, Calif.; KFMB, San Diego, Calif.; KROY, Sacramento, Calif.; KMBY, Monterey, Calif.; KCMJ, Palm Springs, Calif.; KGDM, Stockton, Calif.; KERN, Bakersfield, Calif.; KHUM, Eureka, Calif.; KOIN, Portland, Ore.; KFIR, North Bend, Ore.; KERG, Eugene, Ore.; KFLW, Klamath Falls, Ore.; KYJC, Medford, Ore.; KRNR, Roseburg, Ore.; KIRO, Seattle, Wash.; KXLY, Spokane, Wash.; KWIE, Kenniwick, Wash.; KIMA, Yakima, Wash.; KOLO, Reno, Nev.; KVCV, Redding, Calif.; KHSL, Chico, Calif.

Columbia Television Pacific Network

1313 North Vine St., Hollywood 28, Calif.

Phone: HOLLYwood 9-1212

General Manager. J. T. Aubrey, Jr.

Sales Manager. Edmund C. Bunker

News Director Frank La Tourette

Business Manager. Harry W. Zipper

STATIONS

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

Columbine Network

Security Life Bldg., Denver, Colo.

Phone: Main 4161

PERSONNEL

General Manager Albert G. Meyer

Sales Manager. Edwin E. Koepke

STATIONS

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

The Connecticut State Network, Inc.

555 Asylum St., Hartford 5, Conn.

Phone: 2-0237

PERSONNEL

President. Richard K. Blackburn

STATIONS

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

Dairyland Network

307 W. Sixth St., Willmar, Minn.

STATIONS

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

Don Lee Broadcasting

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

PERSONNEL

President Willet H. Brown
Exec. Vice-Pres. Ward D. Ingram
Sec.-Treas. A. M. Quinn
Vice-Pres. in Charge Sales Norman Boggs
Vice-Pres. Station Relations Norman Ostby
Dir. of Operations A. J. LaFrano
Nat. Adv. Mgr. Arthur M. Mortensen
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.; 380 Madison Ave.,
New York, N. Y., James Richards, Eastern
Sales Mgr.; National Reps., H-R Representatives:
New York, Chicago, San Francisco.
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.; KVCV,
Redding, Calif.; KXOA, Sacramento, Calif.;
KSBW, Salinas-Monterey, Calif.; KFXM, San
Bernardino, Calif.; KGB, San Diego, Calif.;
KFRC, San Francisco, Calif.; KVEC, San Luis
Obispo, Calif.; KDB, Santa Barbara, Calif.;
KXOB, S'ockton, Calif.; KCOK, Tulare-Visalia,
Calif.; KVNl, Coeur D'Alene, Idaho; KRLC,
Lewiston, Idaho; KWAL, Wallace, Calif.;
KATO, Reno, Nevada; KWIL, Albany, Oregon;
KAST, Astoria, Oregon; KBND, Bend, Oregon;
KOOS, Coos Bay, Oregon; KORE, Eugene, Ore-
gon; KUIN, Grants Pass, Oregon; KFIL, Klamath
Falls, Oregon; KPOJ, Portland, Oregon;
KRXL, Roseburg, Oregon; KSLM, Salem, Ore-
gon; KKRO, Aberdeen, Wash.; KPUG, Belling-
ham, Wash.; KELA, Centralia-Chehalis,
Wash.; KRKO, Everett, Wash.; KWLK, Long-
view, Wash.; KGY, Olympic, Wash.; KVL,
Seattle-Tacoma, Wash.; KNEW, Spokane,
Wash.; KUJ, Walla Walla, Wash.; KWNW,
Wenatchee, Wash.; KYAK, Yakima, Wash.;
KVEN, Ventura, Calif.; KWIN, Ashland, Ore.

ADDITIONAL GROUPS AVAILABLE:

KOY, Phoenix, Arizona; KTUC, Tucson, Arizona;
KSUN, Bisbee, Arizona; KYMA, Yuma, Ariz-
ona; KCLS, Flagstaff, Arizona; CKWX, Van-
couver, Canada; KFAR, Fairbanks, Alaska;
KENI, Anchorage, Alaska; KJNO, Juneau,
Alaska; KABL, Ketchikan, Alaska; KPOA,
Honolulu, Hawaii; KILA, Hilo, Hawaii.

Foreign Language Quality Network

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

PERSONNEL

Chairman Pat Stanton

President Ralph N. Weil

STATIONS

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

Georgia Associations of Local Stations

Box 66, Atlanta, Ga.

PERSONNEL

Sales Director Tom Carr

STATIONS

WDEC, Americus; WGAU, Athens; WATL,
Atlanta; WBBQ, Augusta; WGIG, Brunswick;
WLBB, Carrollton; WBHF, Cartersville; WGAA,
Cedartown; WMJM, Cordele; WMOC, Coving-
ton; WBLJ, Dalton; WDWD, Dawson; WMLT,
Dublin; WBHB, Fitzgerald; WDUN, Gainesville;
WKEU, Griffin; WFOM, Marietta; WMVG,
Milledgeville; WMGA, Moultrie; WFRP, Savan-
nah; WWNs, Statesboro; WSFT, Thomaston;
WWGS, Tifton; WLET, Toccoa; WVOP, Vidalia;
WAYX, Waycross; WRLD, West Point.

Granite State Network

155 Front St., Manchester, N. H.

Phone: 4-4075

PERSONNEL

President W. J. Barkley
Treasurer William Rust, Jr.
Manager Ralph Gottlieb

STATIONS

WKBR, Manchester; WWNH, Rochester;
WTSV, Claremont; WMOU, Berlin, and WTSL,
Hanover, all in New Hampshire; WTSa, Brat-
tleboro, Vt.; WGAW, Gardiner, Mass.

Grass Roots Network

412 1/2 Court St., Muskogee, Okla.

Phone: 656

PERSONNEL

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

STATIONS

KOCY, Oklahoma City, Okla.; KAKC, Tulsa,
Okla.; KMUS, Muskogee, Okla.; WBBZ, Ponca
City, Okla.; KHBG, Okmulgee, Okla.

Great Northern Bestg. System

107 First Ave., N.W., Mandan, North Dakota

Phone: 3584

PERSONNEL

President M. M. Marget
Vice-President John Cooley
Sec.-Treas. M. J. Reichert

STATIONS

KVOX, Moorehead, Minn.; KGDE, Fergus
Falls, Minn.; KLPm, Minot, N. D.; KGCU,

Mandan, N. D.; KOVC, Valley City, N. D.;
KDLR, Devils Lake, N. D.; KGCX, Sidney,
Mont.; KNOX, Grand Forks, N. D.

**Guy Gannett B'estng.
System**

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

PERSONNEL

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

STATION

WGAN, Portland.

Intermountain Network

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

PERSONNEL

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

STATIONS

KCSJ, Pueblo, Colo.; KBYM, Billings, Mont.;
KCPR, Butte, Mont.; KCAP, Helena, Mont.;
KO;M, Havre, Mont.; KMON, Great Falls,
Mont.; KXLO, Lewiston, Mont.; KPRK, Living-
ston, Mont.; KRFJ, Miles City, Motn.; KIYL,
Shelby, Mont.; KNEB, Scottsbluff, Neb.; KRAM,
Las Vegas, Nev.; KELK, Elko, Nev.; KFXD,
Nampa, Idaho; KIFL, Idaho Falls, Idaho;
KWIK, Pocatello, Idaho; KLIX, Twin Falls, Ida-
ho; KVNU, Logan, Utah; KLO, Ogden, Utah;
KOAL, Price, Utah; KOVO, Provo, Utah; K SVC,
Richfield, Utah; KALL, Salt Lake City, Utah;
KSPR, Casper, Wyo.; KVWO, Cheyenne, Wyo.;
KOVE, Lander, Wyo.; KPOW, Powell, Wyo.;
KVRB, Rock Springs, Wyo.; KWYO, Sheridan,
Wyo.; KJAM, Vernal, Utah; KGEM, Boise,
Idaho; KLUK, Evanston, Wyo.; KGEZ, Kalispell,
Mont.; KABQ, Albuquerque, N. M.

Lone Star Chain, Inc.

(The O. L. Taylor Co.)

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

PERSONNEL

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

STATIONS

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

Maine Broadcasting System

157 High St., Portland 3, Me.

Phone: 2-0181

PERSONNEL

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

BRANCH OFFICES

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

STATIONS

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

McClatchy Beeline

911 Seventh St., Sacramento, Calif.

PERSONNEL

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

STATIONS

(Station Listing not available at press time.)

Metropolitan Network

Munsey Bldg., Washington 4, D. C.

Phone: NAtional 8-5308

Natl. Representative.....Richard O'Connell

STATIONS

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

Michigan Radio Network

1700 Mutual Bldg., Detroit 26, Mich.

Phone: Woodward 3-8321

PERSONNEL

President.....James G. Riddell
Sales Manager.....H. S. Christian
Dir. Adv. & Sales Prom.....Robert Baldrice

STATIONS

WBCM, Bay City; WTAC, Flint; WJIM, Lans-
ing; WIBM, Jackson; WELL, Battle Creek;
WLAV, Grand Rapids; WGFG, Kalamazoo;
WKBZ, Muskegon; WSOO, Saulte Ste. Marie;
WCLA, Ludington; WHRV, Ann Arbor; WXYZ,
Detroit, Mich.

The Mid-South Network

WCBI, Columbus, Mississippi

PERSONNEL

General Manager.....Bob McRaney

STATIONS

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



Mississippi Broadcasting Co.

(Withers Gavin Stations)

PERSONNEL

Pres. & Mgr. Withers Gavin

STATIONS

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

New England Regional Network

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

DIRECTORS

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

STATIONS

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

REPRESENTATIVE

Weed & Company

Northwest Network

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

PERSONNEL

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

STATIONS

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

NATIONAL REPRESENTATIVE

Edward Pety & Co.

Oklahoma Network

Box 642, Ada, Okla.

PERSONNEL

President Bill Hoover (KADA)
Representative O. L. Taylor Co.

STATIONS

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

The Oregon Trail Network

c/o Sta. KBKR, Baker, Oregon

STATIONS

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

Palmetto Broadcasting System

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

PERSONNEL

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

BRANCH OFFICES

504 Mortgage Guarantee Bldg., Atlanta, Ga.
Phone: Alpine 7841
Executive C. J. Cosse

STATIONS

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

Quaker Network

Headquarters: WFIL, Philadelphia, Pa.

PERSONNEL

Sales Manager Kenneth W. Slowman

STATIONS

WFIL, Philadelphia; WEEU, Reading; WAEB, Allentown; WEST, Easton; WSBA, York; WAZL, Hazleton; WLAN, Lancaster; WGBI, Scranton; WILK, Wilkes-Barre; WHGB, port; WVAM, Altoona; WARD, Johnstown; Castle; WKBZ, Oil City; WBVP, Beaver Falls, Pa.; WCED, DuBois, Pa.; WGET, Gettysburg, Pa.; WDAD, Indiana, Pa.; WMRF, Lewistown, Pa.; WFIL, Philadelphia, Pa.; WPPA, Pottsville, Pa.; WMAJ, State College, Pa.

Rocky Mountain Broadcasting System

179 Television Center, Salt Lake City 1, Utah
Phone: 22-2505

PERSONNEL

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

STATIONS

KVTV, Salt Lake City, Utah; KOPR-TV, Butte, Mont.; KFBC-TV, Cheyenne, Wyo.; KWIK-TV, Pocatello, Idaho; KLIX-TV, Twin Falls, Idaho; KMON-TV, Great Falls, Mont.; KLAS-TV, Las Vegas, Nev.

Rural Radio Network

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

PERSONNEL

President.....C. L. Dickinson
General Manager.....D. K. deNeul
Sales Manager.....H. S. Brown
Program Director.....M. N. Knapp
Farm Director.....R. B. Child
Chief Engineer.....T. R. Humphrey
Controller.....G. B. Holland, Jr.

STATIONS

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

Steinman Stations

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

PERSONNEL

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

STATIONS

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

Tall Corn Network

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

PERSONNEL

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

STATIONS

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

Texas Broadcasting System

Herald Square, Dallas, Tex.
Phone: RA 6811

General Manager.....Clyde W. Rembert

STATIONS

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

Texas Plains Stations

KFLD, P. O. Box 955, Floydada, Tex.
Phone: 11

Network Manager.....Ed Holmes

STATIONS

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

Texas Quality Network

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

PERSONNEL

Representative.....Alex Keese (KRIS), P. O. Box 840, Corpus Christi, Tex., Phone: 4-6354, Gen. Mgr. T. Frank Smith; (KPRC), Lamar & Main Sts., Houston, Tex., Phone: Fairfax 7101, Gen. Mgr. Jack Harris; (WOAI), 1031 Navarro St., San Antonio, Tex., Gen. Mgr. Arden X. Pangborn; (WFAA), 1122 Jackson St. (Dal), Dallas-Ft. Worth, Tex., Phone: Riverside 9631, Gen. Mgr. Martin Campbell, WBAP, Ft. Worth, Texas; KGNC, Amarillo, Texas; KRGV, Weslaco, Texas; KCBD, Lubbock, Texas.

Texas State Network, Inc.

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

PERSONNEL

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

STATIONS

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

The Tobacco Network, Inc.

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

PERSONNEL

President.....Lester L. Gould
Vice-President.....Fred Fletcher

Secretary-Treasurer Allen Jones
 General Manager..... Kenneth C. Wilson
 Office Manager Nina J. Livingston

STATIONS

WFNC, Fayetteville; WRAL, Raleigh;
 WGTC, Greenville; WHIT, New Bern; WJNC,
 Jacksonville; WTIK, Durham; WGNI, Wilming-
 ton; WCEC, Rocky Mount, N. C.; WGBR, Golds-
 boro, N. C.

Union Broadcasting System
PERSONNEL

General Manager..... Jim Healey

STATIONS

WOKO, Albany; WCSS, Amsterdam;
 WWSC, Glens Falls; WHUC, Hudson; WEAV,
 Plattsburg; WBEC, Pittsfield, Mass.; WACE,
 Chocopee; WALE, Fall River; WSYB, Rutland;
 WJOY, Burlington, Vt.; WKNE, Keene, N. H.;
 WGAT, Utica, N. Y.

Upper Midwest Broadcasting
System

1687 Northwestern Bank Bldg.,
 Minneapolis, Minn.
 Phone: Geneva 9631

PERSONNEL

President Orville Lawson

STATIONS

KASM, Albany; KXRA, Alexandria; KBUN,
 Benadiri; KLIZ, Brainerd; KBMW, Breckenridge;
 Fairbault; KSUM, Fairmont; WEVE, Eveleth;
 KGDE, Fergus Falls; CKFL, International Falls;
 KVOX, Fargo-Moorhead, all in Minnesota; KDLR,
 Devils Lake; KVOX, Fargo-Moorhead; KNOX,
 Grand Forks; KGCV, Bismarck-Mandan; KLPM,
 Minot; KOVC, Valley City; KGCC, Williston-
 Sidney, all in North Dakota; KABR, Aberdeen;
 KIJV, Huron; KORN, Mitchell; KDSJ, Dead-
 wood; KISD, Sioux Falls; KWAT, Watertown;
 and KGFX, Pierre, all in South Dakota; WHDF,
 Houghton; WIKD, Iron River; WJMS, Iron-
 wood; WJPD, Ishpeming; WDBC, Escanaba,
 all in Michigan; WHBY, Appleton; WATW,
 Ashland; WBIZ, Eau Claire; WJPG, Green
 Bay; WLCX, La Crosse; WLDY, Ladysmith;
 WIBU, Madison-Poynette; WLIN, Merrill;
 WOBT, Rhinelander; WTCH, Shawano, and
 WFHR, Wisconsin Rapids, all in Wisconsin;
 KASI, Ames; KCOG, Centerville; KJFJ, Web-
 ster City; KAYL, Storm Lake; KSTT, Davenport;
 KSMN, Mason City; KOXX, Keokuk; KCHA,
 Charles City, all in Iowa; KCNL, Broken Bow;
 WJAG, Norfolk; KFGT, Fremont; KNEB, Scotch-
 bluff, and KJSK, Columbus, all in Nebraska;
 WMRO, Aurora; WCAZ, Carthage, and WLBE,
 De Kalb, all in Illinois; KXGN, Glendive and
 KGCK, Sidney, both in Montana; KBMW,
 Wahpeton-Breckenridge, N. D.; WDLB, Marsh-
 field, Wisc.; WMNE, Menomonie, Wisc.;
 WOSH, Oshkosh, Wisc.; WPDR, Portage,
 Wisc.; WPRE, Prairie Du Chien, Wisc.; WRJN,
 Racine, Wisc.; WRCO, Richland Center, Wisc.;
 WSPT, Stevens Point, Wisc.; WTRW, Two

Rivers, Wisc.; WBKV, West Bend, Wisc.;
 KJAN, Atlantic, Iowa; WCLK, Cloquet, Minn.;
 KBZY, Grand Rapids, Minn.; WSHB, Stillwater,
 Minn.

West Texas Packaged
Stations

(Address any Station)

STATIONS

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

Wisconsin Network, Inc.

Nash Block, Wisconsin Rapids, Wis.
 Phone: 723

PERSONNEL

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

STATIONS

WRJN, Racine; WCLO, Jamesville; WGEZ,
 Beloit; WIBU, Poynette; WHBY, Appleton;
 WHBL, Sheboygan; WPG, Green Bay; WFHR,
 Wisconsin Rapids; WWCN, Baraboo; WSAU,
 Wausau; WRDB, Reedsburg.

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;
 and KSID, Sidney; KASL, Newcastle.

The Yankee Network

21 Brookline Ave., Boston 15, Mass.

Phone: Commonwealth 6-0800

Executive Vice-Pres. & Gen. Mgr.

Linus Travers

Vice-President George Steffy
 Sales, Prom. Manger..... Tom Bateson
 Traffic Dick Black
 News L. Bickford
 Program Manager..... Jack Maloy

STATIONS

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