

NETWORKS

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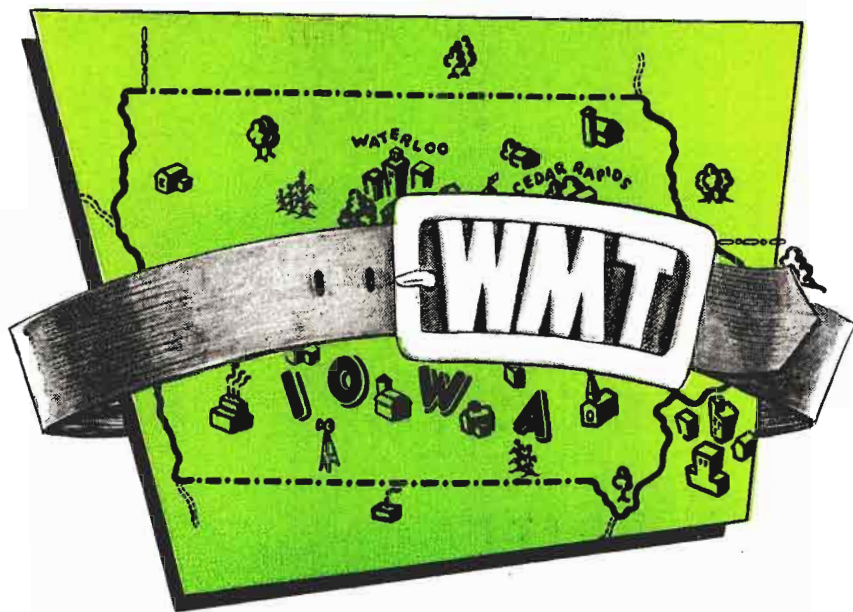
OF THE

UNITED STATES



NATIONAL

REGIONAL



the Buckle on the CORN BELT

tying up the greatest listening audience . . .
 the greatest *buying* audience in Iowa

One billion and a half dollars is a lot of bucks!
 In the corn country that represents plenty of buying
 power for your products. Today . . . WMT reaches
 an audience where 96.9% of the families own
 radios. (The U. S. average is only 88.9%.)

You can't afford to leave WMT
 off your regular schedule.



Represented by the Katz Agency

THE BLUE NETWORK

of The American Broadcasting Co., Inc.

THE past year has been of supreme importance to the Blue network. During it we have materially strengthened the Blue through a series of personnel changes and departmental realignments so that we are now in a position to deliver better



MARK WOODS

shows to the advertiser and the agency as well as to the public at large.

None of us can know, of course, what the next year will bring. But to the Blue Network it holds the promise of many things. We have laid the foundations for the first complete FM network. During the past year we queried our affiliated stations as to their plans for FM. Only one of the 111 stations replying to the questionnaire, declared no intention of applying for a license; all the others either have applied, are intending to apply, or, in the case of three Blue affiliates are already operating FM stations. We ourselves have applied for FM transmitters in New York, Chicago, Los Angeles, and San Francisco.

Own Buildings

During the next year, the Blue will also be planning its own buildings in Chicago, Los Angeles, San Francisco and New York. We are now reviewing potential projects for these studios which will contain the latest developments in studio design and engineering equipment, many of them unique, which will give the Blue facilities to improve broadcasting far beyond present levels.

As the past year has so ably demonstrated the radio broadcasting industry's

service to the people and the government of the United States in the preservation of free speech and the free dissemination of information, so will the next year show once again the dedication of American radio to the service of the American people.

We at the Blue feel that great strides have been made during the past year. Greater strides will be made in the year to come.

Television Plans

The Blue's television plans are also beginning to take shape with a television department preparing to produce shows, perhaps already producing them by press time. We have filed applications for television transmitters also in New York, Chicago, Los Angeles and San Francisco. But naturally, as with the FM transmitters, any actual construction work depends upon the government releasing the materials for the job at some time not yet definite.

Plans for the active participation of the Blue in the field of television were announced early this year by the network, in conjunction with officials of General Electric Co., owners of WRGB, Schenectady, N. Y., and Allen B. DuMont Laboratories, Inc., owners of WABD, New York City.

Debut of the Blue in television took place late in February of this year and regular series scheduled over both the above television stations on a weekly basis. As a general policy, for the time being, Blue's television operations will concern experimentation with the televising of radio shows, rather than production of shows especially for television. Negotiations are in progress presently with Balaban & Katz to present suitable network programs by television from studios of WBKB in Chicago.



THE BLUE NETWORK

of The American Broadcasting Co., Inc.

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

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Stations Owned and/or Managed and/or Programmed by

THE BLUE NETWORK

of The American Broadcasting Co., Inc.

WJZ, New York. Owned, operated and represented by The Blue Network
 WENR, Chicago. Owned, operated and represented by The Blue Network
 WMAL, Washington. Owned by Evening Star Publishing Co.
 Represented by The Blue Network
 KGO, San Francisco. Owned, operated and represented by The Blue Network

INCREASE IN POPULATION SINCE 1940—METROPOLITAN KANSAS CITY **80,000**

INDUSTRIAL OUTPUT EXCEEDS PERCENTAGE OF **170**

CASH FARM INCOME UP PERCENTAGE OF **300**

1st AS THE WORLD'S LARGEST CATTLE CENTER

100 PERCENTAGE INCREASE IN EFFECTIVE BUYING INCOME

KANSAS CITY'S RETAIL SALES INCREASE IN PERCENTAGE OVER **60**

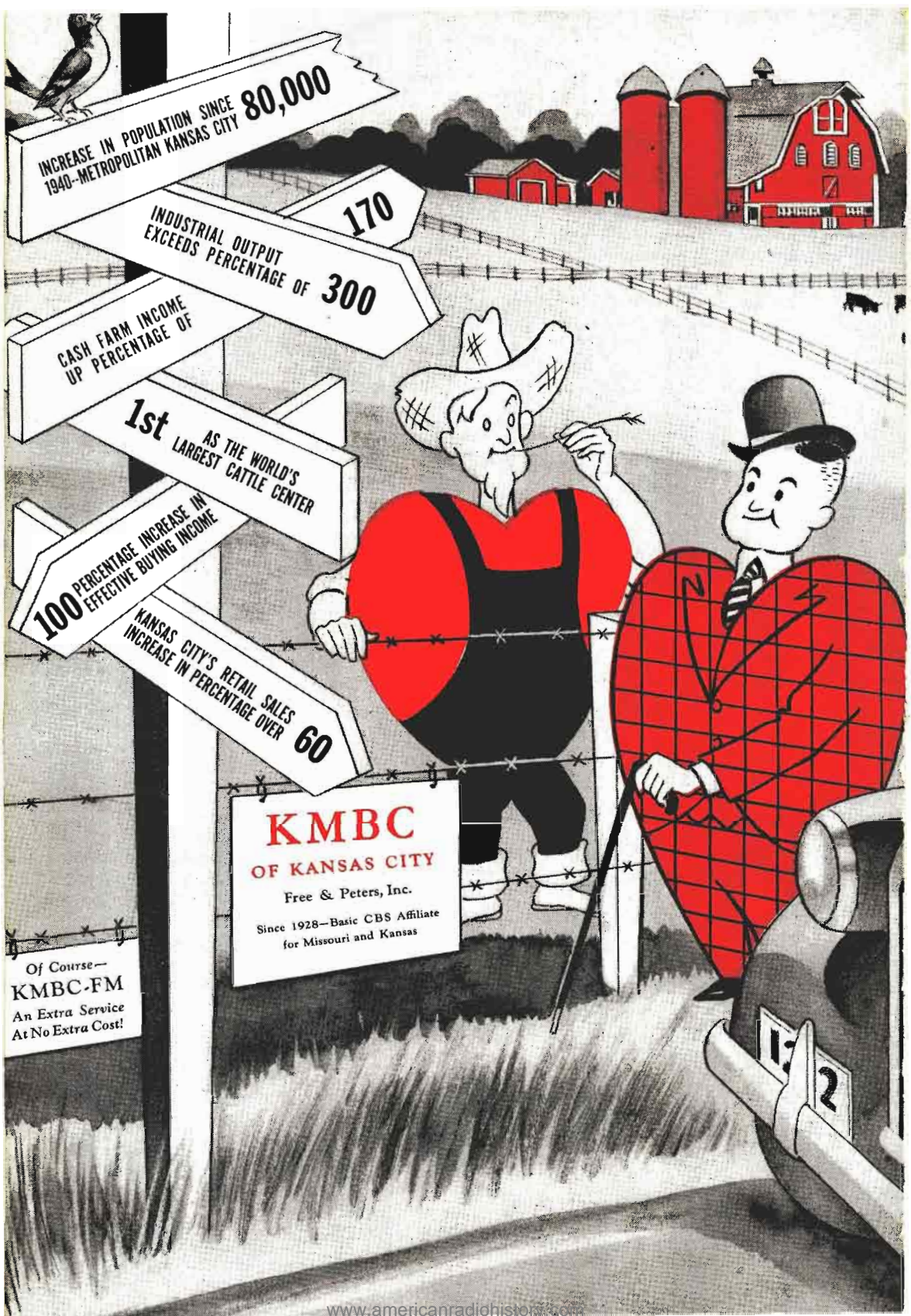
KMBC

OF KANSAS CITY

Free & Peters, Inc.

Since 1928—Basic CBS Affiliate for Missouri and Kansas

Of Course—**KMBC-FM**
An Extra Service
At No Extra Cost!



COLUMBIA BROADCASTING SYSTEM

HOPE for a peaceful conclusion, in Europe, of our third war year has vanished. Yet no other conclusion that peace - with victory is possible, and each passing day brings us closer to that end.



PAUL W. KESTEN

Although fully conscious

of its special obligations in war, the Columbia Broadcasting System has given serious consideration to postwar operations. Columbia intends to follow the same course in 1945, believing that today's efforts and decisions will do much to simplify, and therefore, hasten, tomorrow's peace-time development.

We have, in this past year, offered to the industry and to the FCC specific proposals concerning three major divisions of post-war broadcasting — television, international shortwave, and FM. It is our sincere conviction that the proposals we have set forth, in all three fields, represent sharp advances that must eventually be achieved if broadcasting is to continue development at a pace comparable to its past performance.

Tele Motives

In its recommendations for television, however, CBS has found itself in the curious position of having to defend a proposal for progress. We have asked for better television, as quickly as possible. We have pointed to the source of twice-as-good television, on wide bands in the high frequencies. We have matched words with actions—in applications for high-frequency stations, in orders for high-frequency transmitters, in negotiations for new type receivers, and in the expenditure of a larger television budget

than is to be found on the books of any other non-manufacturing broadcaster.

Our motives in all this should be perfectly clear. Television pictures today are in our opinion simply not good enough to attract — and hold — the audience that is essential to a commercially successful medium. Prewar set sales were negligible, and war-time audience research tells us that the public now expects far better television than present standards can give them. Until the public gets the kind of television it expects, an audience that interests advertisers cannot be built, and broadcasters will — and should — carry the cost of programs. But private resources are limited, and a television audience that ceases to grow will ultimately, of economic necessity, be allowed to die on the vine.

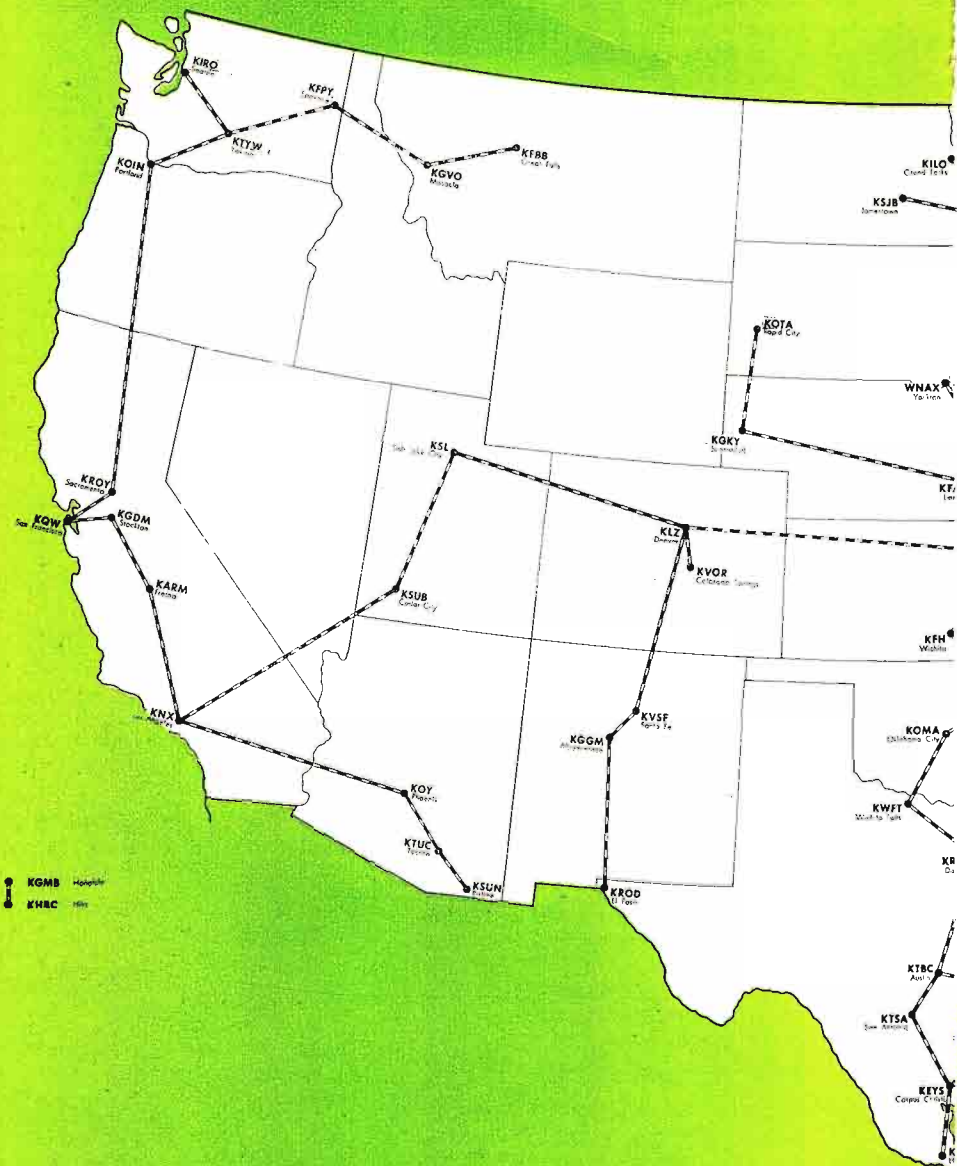
Prospects for 1945

There are good prospects that 1945 will see successful demonstration in the United States of the kind of television we can endorse. Much factual evidence uncovered in 1944 supports these hopes. High-definition, 1000-line television has already been demonstrated in France. High-frequency, wide-band television, as a world standard, is inevitable, at whatever sacrifice it may mean of present day equipment. And we have repeatedly asserted that such sacrifice would be smaller today than tomorrow, and smaller tomorrow than the day after.

Conclusion

Ours, we believe, is an optimistic as well as a realistic stand. Television can become one of America's leading post-war industries, and we intend to do everything possible in the coming year to hasten its greatest potential development. For that reason, we shall continue to disagree with any policy or action which, in our opinion, threatens to stunt the growth of a new industry for the sake of immediate and, possibly temporary profit.

COLUMBIA BROADCAST



**NETWORK FACILITIES
AS OF JAN. 15, 1945**

CASTING SYSTEM



C O L U M B I A

Broadcasting System, Inc.

Executives and Staff
 485 Madison Avenue, New York City, N. Y.
 Telephone: Wickersham 2-2000

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Elwood Hoffman..... Script Editor

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Carter Ringlep..... Representative, St. Louis

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for CBS Owned Stations

Shortwave Broadcasting and Latin American Affairs

(For Personnel, See Page 994)

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Chicago Office Station Relations

410 N. Michigan Avenue

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Urban Johnson... Chief Sound Technician
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Accountant, Office and Personnel Manager
James Crusinberry... News Editor
Jonathan W. Snow... Sales Promotion Manager
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Hal Hudson... Western Program Director
Lloyd Brownfield... Press Information Director
Ralph W. Taylor... Manager of Sales Promotion
Fox Case... Director of Special Features
J. Archie Morton... Sales Manager
Ben Paley... Production Manager
Charles E. Morin... Sales Mgr. for Pacific Network
George L. Moskovics
Eastern Sales Mgr., Pacific Network and KNX
George W. Allen
Pacific Coast Network Program Director

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Palace Hotel

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Arthur Casey... Assistant
Wendell B. Campbell 2nd... Assistant Station
Manager and Director of Operations
Harry Harvey... Chief Engineer
Jerry Hoekstra... Manager of Special Features
Robert F. DeVoe... Supervisor of Accounting,
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Clyde Hunt... Chief Engineer
Harry R. Crow... Supervisor of Accounting,
Personnel and Purchasing
Robert S. Wood... Director of Special Features

Stations Owned and Operated By

COLUMBIA BROADCASTING SYSTEM

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WBBM, Chicago, Illinois
WBT, Charlotte, North Carolina
WCCO, Minneapolis-St. Paul, Minn.

WTOP, Washington, D. C.
KMOX, St. Louis, Missouri
KNX, Los Angeles, California
WEEI, Boston, Massachusetts

MUTUAL BROADCASTING SYSTEM

THE war is being fought on all fronts across the seas. But it is sometimes being bought and sold on the broadcasting fronts for the wrong kind of profit far too much in a country which really has not fully experienced the tragedy and suffering of the present war.



EDGAR KOBAK

We talk suavely about all the programs we put on the air to speed victory and to make our active and wounded service men happier, but I feel strongly that in many cases we are neither speeding victory nor making those fighting for us more happy about some of the things we assume here at home. Too often we are talking, singing, playing and dramatizing our way into the complacency our military leaders have been trying so hard to make us realize is a mortal danger.

This message is written in a time of great changes, yet I feel unhappily certain that by the time it reaches you our attitude will not have changed sufficiently. In talking about this speeding to victory while men are dying and undergoing hardships in a way only those who have seen combat can really know, we become entangled in a great deal of untimely activity and promotion of plans for the post-war world.

The broadcasting industry itself in a number of respects has been guilty of such premature planning. Actually, the approach of radio, in presentations of great peacetime production projects, talks of comforts for home after victory, is frequently discussed by those on the inside of the industry with a realization that peace is quite possibly nowhere nearly as close to achievement as others think. Nevertheless, much of the material which goes on the air certainly has a strong tendency to lull listeners into a false sense of security.

It's been going on too long. A service man or woman on combat duty thinks of such things and often does what a Navy chaplain recently characterized as "a well-qualified layman offering a few appropriate remarks." Maybe the fighter doesn't even do that. Maybe he just screws up his face and says nothing with a feeling of bitterness.

The man in combat sometimes thinks of what we have been so casually describing as a post-war world when he has the moment of leisure which often doesn't come for weeks at a time. Of course he wants a world such as he knew to come back to.

Some of them were thinking of the life they might remake for themselves as they sat in canteens and read the newly begun post-war features in the Army newspaper, "Stars and Stripes," discussing from a fundamental standpoint, post-war civil aviation, housing, farming and education. But they well knew what tragedy was being created a few miles from them, and that "post-war" was a thing hard of achievement.

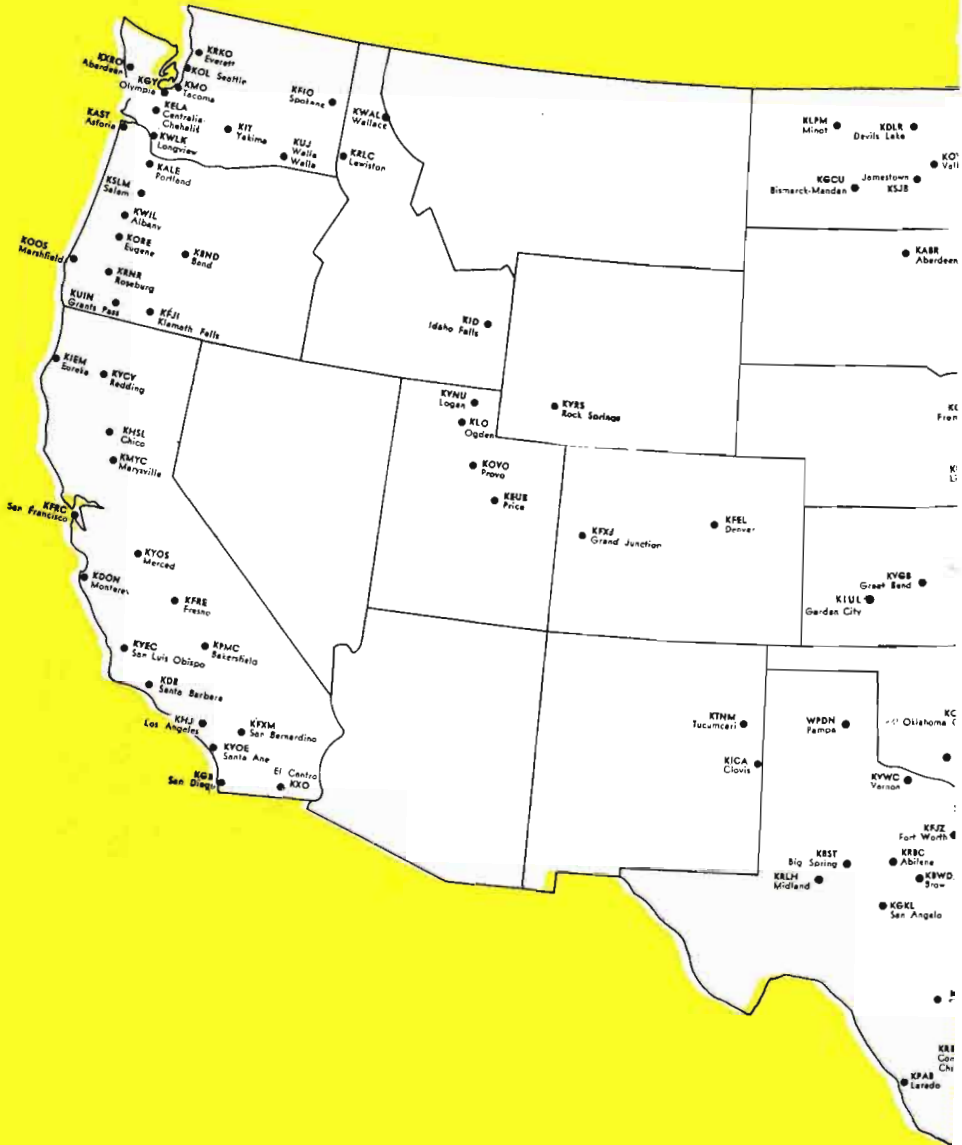
What's the use of building and sustaining a broadcasting industry if we lose the war? It still is possible to lose, even if at best through an unfortunate peace compromise.

How, then, will we be able to give those men who were lucky enough to come back, the jobs in an industry stultified because we were at least partially defeated?

How much does it mean for a broadcaster to tell the public what he is contributing in the way of programs toward winning the war? The public may some time awake with an unpleasant start and at an unpleasant time and remember that it was misled.

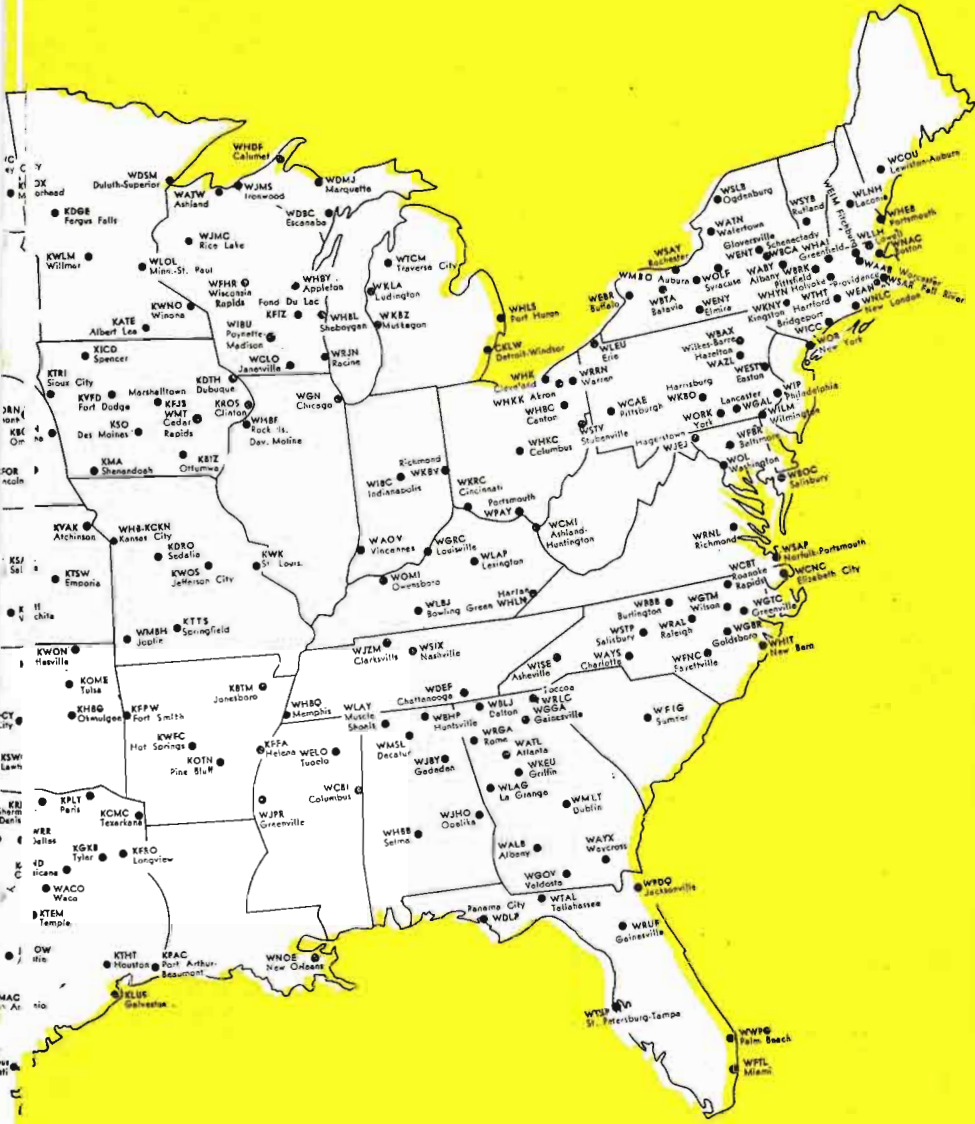
We need to be sobered up a bit. We need to forget about the immediate personal gain and think more of really winning the war instead of talking about it. We'd better start thinking about the actual price of victory so that broadcasters can blow their triumphal horns when we really win it and be able to give jobs to the men who fight for a better life for us all.

MUTUAL BROADCAST



**NETWORK FACILITIES
AS OF MAR. 1, 1945**

CASTING SYSTEM





MUTUAL



Broadcasting System

Executives and Staff

1440 Broadway, New York 18, N. Y.

Phone, Pennsylvania 6-9600

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George Ruppel.....Auditor

Executive Committee

Edgar KobakMBS, New York

Chesser CampbellWGN, Chicago

H. K. Carpenter.....WHK, Cleveland

John Shepard III....Yankee Network, Boston

Theodore C. Streibert.....WOR, New York

Lewis Allen Weiss.....Don Lee, Hollywood

Departments and Divisions

EXECUTIVE OFFICERS

Edgar Kobak
President and General Manager

Robert D. Swezey.....Vice President and
Assistant General Manager

Legal Staff

Louis G. Caldwell.....Washington, D. C.

Andrew C. Hamilton.....Chicago

Emanuel DannettNew York

Program Department

Phillips Carlin Vice-President
in Charge of Programs
Adolph Opfinger Program Director
Harold Wagner ... Assistant Program Director
Bob Novak Commercial Program Manager
Edwin T. Otis. Commercial Program Supervisor
John Newhouse Night Program Manager
Floyd Mack Night Program Supervisor
Tom Slater Director of Special Features
and Sports
John Whitmore ... Manager of News Division
Edward Pettitt Broadcast News Editor
John Thornton Bureau Chief,
Pacific Area Headquarters

Publicity Department

Jim O'Bryon Publicity Director

Sales Department

Z. C. Barnes
Vice-President in Charge of Sales
Robert Somerville... Assistant to Z. C. Barnes
D. R. Buckham..... Eastern Sales Manager
Torrence Danley ... Manager of Sales Service

Sales Promotion and Research

Robert A. Schmid..... Director of Sales
Promotion and Research
Peter Zanphir Assistant Director of
Sales Promotion & Research
Harold Coulter
Manager of Audience Promotion
Richard Puff Manager of Research

MBS Foreign Correspondents

Milton Bracker Rome
David Brown Rome
Bob Brumby China
Sidney Fine Russia
Edmund Franke (Engineer) Pacific
Royal Arch Gunnison..... Philippines
Ted Hoskins Cairo and Athens
Seymour Korman France

Arnold Rosion Art Director
James Tyler Advertising Director

Station Relations

Carl Haverlin Vice-President in
Charge of Station Relations
Charles Godwin... Assistant to Carl Haverlin
Leslie L. Learned
Manager of Engineering Traffic
James Mahoney Manager of Western
Division, Station Relations
Jerome Sill Manager of Eastern
Division, Station Relations
Lewis Tower Station Traffic Supervisor
Dorothy Driscoll... Manager of Station Traffic
Paul Hancock Statistician

Theater Management

Harry Miller .. Director of Theatre Operations

Chicago Staff

441 North Michigan Ave., Chicago,
Phone—Whitehall 5060

Adolph N. Hult..... Western Sales Manager
Carroll Marts
Midwestern Sales Service Manager
Gilbert McClelland. Sales Promotion Manager
Myrtle Goulet Station Traffic Supervisor

Washington Staff

1627 K Street, N.W., Washington, D. C. (6)
Phone—Metropolitan 0012

Charter Heslep ... Washington Representative
in Charge of Operations

A Advertising COVERAGE

Should Parallel DISTRIBUTION

Straight-thinking advertising men know, to get the most from every advertising dollar, COVERAGE must parallel DISTRIBUTION.

Rand McNally divides the United States into 366 Wholesale Trading Areas. In each area is one central city, whose wholesalers distribute consumer goods not only within that metropolitan zone, but also to the intermediate cities and rural areas surrounding them.

For example, Cincinnati is the wholesale "funnel" for 25 counties in Ohio, Indiana and Kentucky. 63.6% of its consumers live *outside* the central city zone, in 19 intermediate cities of 2500 population or more, and in the rural environs. These people buy 52.6% of Cincinnati's total food sales, 45.8% of Cincinnati's total drug sales, 46.3% of Cincinnati's total sales of all goods at retail.

Unless your advertising covers the intermediate cities and rural territories whose source of wholesale supply is Cincinnati, as thoroughly as it covers Cincinnati's city zone, you

may be failing to give adequate sales impetus to as much as half of the goods you ship into Cincinnati warehouses.

According to the 1944 Hooper continuing measurement studies, WLW delivers 50.3% of the nighttime audience in metropolitan Cincinnati—*plus* 55.8% of the audience in 19 intermediate cities, and 59.4% of the rural audience in the entire Trading Area.

There are 37 of these recognized Trading Areas in the four-state Merchandise-able Area of WLW-Land, and they represent a consumer goods market of \$3,300,105,000 annually.*

Parallel *thorough* DISTRIBUTION with *thorough* Advertising COVERAGE in this 3 billion dollar market, with one station, at one cost—probably the most efficient advertising buy in America.

*The Market Data Book.

WLW

DIVISION OF THE CROSLY CORPORATION

THE NATION'S MOST MERCHANDISE-ABLE STATION

NATIONAL BROADCASTING COMPANY



NILES TRAMMELL

THE broadcasting industry rendered a more significant service to the American public during 1944 than in any previous year in its history. For this was the third and most momentous year of the war and also the year of a presidential election. Day by day radio brought news from the fighting fronts and covered the political campaigns —

with promptness, accuracy and thoroughness. It informed and inspired those at home to fulfill their responsibilities in the cause of victory.

Reportorial Staff

World-wide news coverage was maintained by NBC's staff of fifty-seven reporters and commentators stationed in all parts of the world. At 12:41 A.M. on June 6th, when the first invasion flash was received, the NBC news staff had been ready for months to cover the momentous happenings of that day. NBC reporters accompanied the invasion forces to Normandy by sea and air, landed on the beaches and stayed with the troops as they moved through Normandy and Brittany across France and into Germany. NBC was similarly represented in the first B-29 raid over Japan and in the Philippine landings.

During the year, roughly 1200 hours on 2700 network programs were devoted solely to the war effort. The famous Army Hour, now in its third year, brought to millions of American homes every Sunday afternoon the Army's own first-hand reports of its activities of every front. NBC programs, both commercial and non-commercial, provided valuable support for the Fourth, Fifth and Sixth War Loan Drives, for the Red Cross and for a multitude of other home-front activities.

Headed by Maestro Arturo Toscanini, the NBC Symphony Orchestra—the world's first full-size, full-time symphony orchestra created especially for broadcasting—launched its eighth consecutive year over the NBC network.

The war-time need of the nation for

spiritual comfort was reflected during 1944 in an increase in the scope and variety of NBC religious programs. Of deep significance was the first broadcast of a Jewish religious service from Nazi Germany, which was presented by NBC shortly after the fall of Aachen in late October.

At the year-end, the NBC network comprised a total of 149 stations, compared with 142 at the end of 1943. Six stations are owned by NBC; the remaining 143 are independently owned and are associated with NBC in a contractual relationship.

Program Service

The National Broadcasting Company, the senior of America's four national network organizations, maintained its position of leadership in program service.

During the evening hours of two momentous days of 1944—D-Day, June 6th, and Election Day, November 7th—the total radio listening audience was more than 50 per cent above normal. Impartial surveys revealed that a far greater audience was tuned to NBC stations than to those of any other network.

The growing importance of television as a great post-war art and industry was reflected in the increase and diversity of television programs put on the air by NBC's pioneer New York station, WNBT.

Tele For Hospitals

Fifty-five television receivers have been installed in nine Army and Navy Hospitals in New York City and vicinity. Television programs of all types, particularly boxing bouts, are greatly enjoyed by the patients. The average audience per hospital television receiver is 35. On Election night, when visual reports and tabulations of the election returns were broadcast by television, a checkup of television sets in use showed that an average of eight persons gathered in front of each home receiver.

During 1944 approximately 425,000 visitors took the guided tour of the NBC New York studios. The total number of visitors during the eleven years since the NBC tours were inaugurated passed the five-million mark in October.

NATIONAL BROADCAST



**NETWORK FACILITIES
AS OF JAN. 1, 1945**

CASTING COMPANY



NATIONAL

Broadcasting Company

30 Rockefeller Plaza 20, New York City
(Telephone number, Circle 7-8300)

Registered Telegraphic Address
NATBROCAST NEW YORK

BOARD OF DIRECTORS

Angell, James Rowland	Harden, Edward W.
Braun, Arthur E.	McGrady, Edward F.
Cutler, Bertram	Millhauser, DeWitt
Dunn, Gano	Mullen, Frank E.
Folsom, Frank M.	Nally, Edward J.
Harbord, James G.	Sarnoff, David
Trammell, Niles	

ADVISORY COUNCIL

Young, Owen D., Chairman

Angell, James R.	Davis, John W.
Belmont, Mrs. August	Farrell, Francis D.
Coffin, Henry Sloan	Green, William
Compton, Karl	Harbord, James G.
Damrosch, Walter	Notestein, Mrs. Wallace
	Sarnoff, David

Officers

Sarnoff, David.....	Chairman of the Board	Royal, John F.....	Vice-President
Trammell, Niles.....	President	Russell, Frank M.....	Vice-President
Mullen, Frank E.,		Strotz, Sidney N.....	Vice-President
Vice-President & General Manager		Witmer, Roy C.....	Vice-President
Ashby, A. L.....	Vice-President & General Counsel	MacDonald, John H.,	
Egner, C. Lloyd.....	Vice-President	Vice-President in charge of finance	
Hanson, O. B.....	Vice-President	Teichner, R. J.....	Treasurer
Hedges, William S.....	Vice-President	MacConnach, Lewis.....	Secretary
Kopf, Harry C.....	Vice-President	Pfautz, C. E.....	Assistant Secretary
Menser, Clarence E.....	Vice-President		

DEPARTMENTS AND DIVISIONS

Executive Offices

Trammell, Niles..... President
Mullen, Frank E.,
Vice-President & General Manager
Almonte, J. deJara..... Assistant to President
MacDonald, John H.,
Vice-President in Charge of Finance
Morgan, Clayland T..... Assistant to President
Heath, Horton H..... Assistant to
Vice-President & General Manager

Advertising & Promotion Department

Hammond, Charles P..... Director
Rumple, Barry T..... Manager, Research Division
Gaines, James M..... Assistant Director
Forrest, Arthur L.
Manager, Public Service Promotion
Cusack, Parmelee..... Art Director
Nelson, James H.,
Manager, Network Sales Promotion
Samuels, Hartley L. Manager, Program Promotion
Vaill, Charles B. H..... Manager, WEAJ Promotion

Continuity Acceptance Department

Mason, Joseph..... Manager

Controller's Department

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

Engineering Department

Hanson, O. B.,
Vice-President & Chief Engineer
Clarke, William A..... Manager, Technical Service
Guy, R. F..... Radio Facilities Engineer
McElrath, George..... Operations Engineer
Rackey, C. A.,
Audio & Video Facilities Engineer
Shelby, R. E..... Development Engineer
Wankel, F. A..... Eastern Division Engineer

Finance Department

Myers, J. Robert..... Budget Officer

General Service Department

Lowell, Edward M..... Director
Monohan, George
Manager of Protection Division

Guest Relations Department

Mack, Lathrop..... Manager
Walker, Albert..... Assistant Manager
Wahlstrom, John..... Executive Asst. Mgr.
Ervin, William..... Asst. Manager
Skutch, Ira..... Asst. Manager

Information Department

Barnard, Anita
Manager of Correspondence Division

International Shortwave Department

Bate, Fred..... Manager

Television Department

Royal, John F..... Vice-President in Charge
Williams, John T..... Business Manager
Kelly, N. Ray..... Manager of Production Facilities

Legal Department

Ashby, A. L..... Vice-President & General Counsel
King, John P..... Attorney
Ladner, Henry..... Asst. Gen. Counsel
McCrossin, Edward J..... Attorney-Chicago
Olliphant, S. R..... Attorney
Tatum, Donn B..... Attorney-Hollywood
Hurt, Willson I..... Attorney-Denver
Wright, Gordon, Zachry, Parlin & Cahill
New York & Washington Counsel

National Spot Sales Dept.

McConnell, James V..... Manager
Roux, William..... Assistant Manager
Tilenius, William O..... Assistant Manager

Network Sales Department

Witmer, Roy C..... Vice-President in Charge
Frey, George H..... Sales Service Manager
Greene, F. Melville..... Sales Traffic Manager
Hitz, Edward R..... Asst. to Vice-President in Charge
Showerman, I. E..... Eastern Sales Manager

News & Special Events Dept.

Brooks, William..... Director
Meyers, Joseph
Manager in Charge of Special Events
Schneider, Adolph..... Acting Manager of Operations

Personnel Department

de la Ossa, Ernest..... Personnel Director

Press Department

Eiges, Sydney H. Manager
Knode, Tom. Assistant Manager

Program Department

Menser, Clarence L. Vice-President in Charge
Robb, Arch. Night Program Manager
Belviso, Thomas H. Manager, Music Library
Black, Frank General Music Director
Brainard, Bertha. Assistant to
Vice-President, Manager Program Sales
Murphy, Winifred. Supervisor of Booking Office
Provost, de Lancey. Assistant to Manager, WEA
Sniffin, Evelyn. Supervisor of Business Office
Chotzinoff, Samuel. Manager of Music Division
Damrosch, Walter. Music Counsellor
Kelly, Patrick J. Supervisor of Announcers
Knopfke, Frederick G. Sound Effects Manager
McGray, Thomas. Eastern Program Manager
Stern, William. Director of Sports
McDonagh, Richard Manager of Script
Wright, Wynn. National Production Manager

Public Service Department

Angell, James Rowland. Public Service Counselor
Herrick, Dwight Manager
Chase, Gilbert Specialist,
Latin American Music and Literature
Cuthbert, Margaret Director of
Women's & Children's Programs
Fisher, Sterling. Asst. Pub. Serv. Counselor
Jordan, Max. Director of Religious Broadcasts
Wagner, Jane. Director, Home Economics
Corwith, Doris. Assistant to Manager

Radio Recording Department

Egner, C. Lloyd. Vice-President in Charge
Cloutier, Norman
Manager of Thesaurus Programs
Davison, Walter B.,
Assistant Sales Manager-Agencies
Hamilton, Morris. Program Manager
Friedheim, Robert W. Eastern Sales Manager
Hayes, Henry. Asst. to V.-P., Office Manager
Parsons, Willis B. Asst. Sales Manager
and Sales Promotion Manager

Stations Departments

Hedges, William S. V.-P. in Charge of Stations
Woolley, Easton C. Asst. to Vice-President
Hickox, Sheldon B., Jr. Mgr. of Station Relations
Mathew, Steere. Asst. Mgr. Traffic Dept. &
Supervisor Commercial Traffic

Woodman, Harry A. Mgr. Traffic Dept.
Merryman, Philip I.,
Facilities Development & Research

Central Division—Chicago

Merchandise Mart

Postal District, Chicago 54.
Phone: Supervisor 8300

Kopf, H. C. Vice-President & Manager
Carlson, Emmons C.
Sales Promotion & Adv. Manager
Chizzini, Frank. Manager of Radio Recording
Drips, William
Agricultural Public Relations Representative
Livezey, Henry D. Manager of Guest Relations
Ray, William B. Mgr. News & Special Events
Danielson, Eric. Program Traffic Supervisor
Guilbert, Robert M. Continuity Acceptance Mgr.
Herbubeaux, Jules. Program Manager
Kaney, A. W. Manager Stations Relations
Kendall, Robert

Program and Talent Sales Mgr.
Luttgens, Howard C. Division Engineer
McCluer, Paul. Network Sales Manager
McCrossin, Edward J. Attorney
Morton, Oliver

National Spot & Local Sales Mgr.
Ryan, Jack. Manager of Press Relations
Waller, Judith C. Director, Public Service
Murphy, William J. Script Manager
Whalley, John F. Auditor and Office Mgr.

Western Division— Hollywood

Sunset Blvd. & Vine St.
Postal District 28
Phone: Hollywood 6161

Strotz, Sidney N. Vice-President in Charge
Berend, Frank. Sales Manager
Bock, Harold. Manager, Press Dept.
Dellest, F. V. Auditor
Ford, Frank

Sales Promotion & Adv. Manager
Frost, Lewis
Asst. to Vice-Pres. & Program Mgr.
Gale, Paul. Traffic Manager
Tatum, Donn B. Attorney
Pierce, Jennings
Dir. of Public Service & Station Relations

Robb, Alex
Program, Talent Sales & Package Sales Manager
Norman, Donald. Manager, National Spot Sales
Hale, Evelyn. Guest Relations Manager
Turner, Oscar. Radio Recording Manager
Wiley, Howard. Production Manager
Donald Hourath. Continuity Acceptance Manager

San Francisco

Elwood, John.....Manager, KPO

Washington, D. C.

Trans-Lux Bldg.

Phone: Republic 4000

Russell, Frank M.....Vice-President in Charge
Goldenstroth, R. G.....Auditor
Cooper, Donald H.....Acting Engineer in Charge
Glascock, Mahlon.....Sales Manager
McAndrews, Wm. R.....Dir. News & Special Events
Wheeler, George.....Assistant Manager
Shawn, Fred.....Program Manager
Smith, Carleton D.....Manager

Operated Stations

CLEVELAND, OHIO

Pribble, Vernon H., Manager, Station WTAM
DENVER, COLO.

MacPherson, James R., Manager, Station KOA
WASHINGTON, D. C.

Smith, Carleton D., Manager, Station WRC
SAN FRANCISCO, CALIF.

Elwood, John W., Manager, Station KPO

Treasurer's Department

Teichner, R. J.....Treasurer
Bloxham, William D.....Purchasing Agent
Terwilliger, C. G.....Mgr. Credit & Collections
Williams, William A.....Assistant Treasurer

Commentators, Correspondents and Newscasters

ADMINISTRATIVE STAFF

William F. Brooks
Director of News and Special Events
Francis C. McCall
Manager of Pacific Operations
Adolph Schneider
News Editor; Acting Manager of Operations
Joseph Meyers
Assistant Manager for Special Events
Ann Gillis.....Assistant to the Director
William McAndrew
Washington Newsroom Manager
Edward Wallace . . .Cleveland Newsroom Manager
William B. Ray.....Chicago Newsroom Manager
Carl MehlDenver Newsroom Manager
Joseph Alvin . . .Western Division News Manager
Charles Cooney
San Francisco Newsroom Manager
Stanley P. Richardson.....London Manager

NEW YORK—H. V. Kaltenborn, John W. Vandercook, Robert St. John, Lowell Thomas, W. W. Chaplin, Don Goddard, Don Hollenback, Cesar Saerchinger, Lyle Van, C. F. McCarthy, Harold Fleming, Clyde Kittell, Roy Porter, Max Hill and James Stevenson.

WASHINGTON—Richard Harkness, Morgan Beatty, Leif Eid, Henry C. Cassidy, Kenneth

Banghart, Don Fisher, Raine Bennett, Robert McCormick.

CLEVELAND—Edward Wallace.

CHICAGO—Alex Dreier and Clifton Utley.

SAN FRANCISCO—Elmer Peterson and Larry Smith.

HOLLYWOOD—Sam Hayes, Art Baker and Fleetwood Lawton.

LONDON & WESTERN FRONT—Edwin Haaker, John MacVane (3rd Army), Merrill Mueller (Eisenhower Hq.), David Anderson (British 21st Army), James Cassidy (1st Army), Chester Morrison (London), Wright Bryan (Captured—in Germany), and Ruth Cowan.

SOUTH PACIFIC—George Folster and Owen Flaherty.

CENTRAL PACIFIC—John Cooper, James Wahl and Wilson K. Foster.

MOSCOW—Robert Magidoff, Eddie Gilmore and Daniel DeLuce.

CHUNGKING—Spencer Moosa.

BUENOS AIRES—Stanley Ross.

ROME—Grant Parr.

STOCKHOLM—Bjorn Bjornson.

BERNE—Paul Archinard.

CAIRO—Guthrie Janssen.

Stations Owned and Operated by the

NATIONAL BROADCASTING COMPANY

WEAF	New York	Owned and operated by NBC
WMAQ	Chicago	Owned and operated by NBC
WRC	Washington	Owned and operated by NBC
WTAM	Cleveland	Owned and operated by NBC
KPO	San Francisco	Owned and operated by NBC
KOA	Denver	Owned and operated by NBC


KEYSTONE


Broadcasting System

Headquarters

580 Fifth Avenue
 New York, N. Y.
 Phone, LOnacre 3-2221

Officers & Directors

President Michael M. Sillerman
 Vice-President Arthur Wolf
 Vice-President William Wolf
 Secretary-Treasurer Sidney J. Wolf
 Director Joseph Bayer

Offices

New York

580 Fifth Avenue
 Phone, LOnacre 3-2221

President Michael M. Sillerman
 Director of Station Relations..... Mort Adams
 Sales & Promotion Consultant... Alvin Austin
 Statistician Irene Douglas
 Office Manager Rosita Seale
 Account Executive Albert F. Dykes
 Account Executive Noel A. Rhys

Chicago

134 North La Salle St.
 Chicago, Ill.
 Phone, State 4590

Secretary-Treasurer..... Sidney J. Wolf
 Accountant Elizabeth M. Mueller
 Western Sales Manager..... Naylor Rogers

Hollywood

6331 Hollywood Blvd.
 Hollywood, Calif.
 Phone, Hollywood 5338

Program Director Elaine N. Gonda

SERVICES OFFERED: Keystone Broadcasting System is a transcription network principally covering BEYOND-METROPOLITAN markets from coast to coast. Its affiliated stations are joined together in a national system by means of transcriptions, eliminating wire charges. At time of going to press, the network includes 210 affiliated stations. The network supplies its stations with 84 fully scripted sustaining shows per week filling 4 hours per day, seven days each week, to a total of 28 hours per week. This is the only national, full-sized network in the United States offering national radio advertisers the opportunity to cover the BEYOND-METROPOLITAN markets intensively, in a single transaction, by means of electrical transcription. The system offers its facilities in network time periods from one hour down to five minutes and also makes available announcement periods down to twenty-five word length.



LOST- YESTERDAY

FCC figures show that about one-third of the nation—in small town and rich rural “Beyond-Metropolitan” areas—receives unsatisfactory coverage, or none at all, from major wired network stations. Therefore, these millions of listeners were lost to national advertisers—“national” in theory but not in fact. Then came KBS.

KEYSTONE NETWORK



FOUND- TODAY

National advertisers now reach these lost millions via the Keystone transcription network. For Hooper surveys* prove that the vast majority of people in the significant "Beyond-Metropolitan" areas surveyed listen predominantly to their own local Keystone stations. KBS delivers this huge NEW mass of audience at the lowest cost per actual listener in history. Join the leading national advertisers now extending their network programs to KBS markets.

*Detailed survey on request.

THIS IS THE KEYSTONE

www.americanradiohistory.com



GREATER- TOMORROW

"Beyond-Metropolitan" America will continue and expand its present all-time-high prosperity. Says distribution chief Nelson A. Miller, Dep't. of Commerce, "In the post-war competitive market . . . the small town and rural market must be brought into selling programs in a big way, fully in proportion to its size and improved quality."

ONLY Keystone affords radio advertisers exclusive network coverage in this indispensable sector of the nation.

BROADCASTING SYSTEM

THIS IS "BEYOND-METROPOLITAN" AMERICA



208 STATIONS COAST TO COAST!



STREAMLINED!

- ONE OPERATION INSTEAD OF 208
- ONE TIME ORDER
- ONE TIME CLEARANCE
- ONE SCHEDULE
- ONE MECHANICS OPERATION
- ONE SOURCE FOR AFFIDAVITS
- ONE INVOICE

Let the KBS representative tell you the complete story. KEYSTONE BROADCASTING SYSTEM, Inc.,

New York City 19, Chicago 2, Hollywood 28

KEYSTONE NETWORK

REGIONAL NETWORKS

Arizona Broadcasting Co.

(ABC Network)

711 Heard Bldg., Phoenix, Ariz.
Phone 4-4161

PERSONNEL

President..... R. B. Williams
Manager Dick Lewis
Commercial Manager..... Dick Heath
Promotion Manager..... L. D. Bradbury

STATIONS

KTAR; Phoenix; KVOA, Tucson; KYUM,
Yuma; KGLU, Safford; KWJB, Globe; KYCA,
Prescott.

BRANCH OFFICE

48 East Broadway, Tucson, Ariz.
Phone 3703

Executive In Charge..... R. B. Williams

NATIONAL REPRESENTATIVE

Paul H. Raymer Company

★

The Arizona Network

836-838 N. Central Ave., Phoenix, Ariz.
Phone: 4-4144

PERSONNEL

Manager..... Albert D. Johnson
Program Manager..... J. R. Williams
Commercial Manager..... John L. Hogg
KTUC Manager..... Lee Little
KSUN Manager..... Carleton Morris

STATIONS

KOY, Phoenix; KTUC, Tucson; KSUN, Bis-
bee-Douglas.

NATIONAL REPRESENTATIVE

John Blair & Company

★

Arrowhead Network

WEBC Bldg., Duluth, Minn.

PERSONNEL

General Manager..... W. C. Bridges
Director of Operations..... H. E. Westmoreland
Promotion Manager..... H. H. Sonnenburg
WMGF Manager..... Harry Hyett
WHLB Manager..... Greg Rouleau

STATIONS

WEBC, Duluth, Minn.; WMGF, Hibbing.

Minn.; WHLB, Virginia, Minn.; WEAU, Eau
Claire; WJMC, Rice Lake.

REPRESENTATIVE

George P. Hollingsbery Co.

★

Connecticut State Network

270 Atlantic St., Stamford, Conn.
Phone: Stamford 3-0747

PERSONNEL

President..... Harold H. Meyer
Director Glover DeLaney
Director Ivon Newman
Director Richard Davis
Director Sam Elman
Director Levon Thomas

STATIONS

WNAB, Bridgeport; WATR, Waterbury;
WSRR, Stamford; WNLC, New London; WELL,
New Haven; WHTT, Hartford.

REPRESENTATIVES

Helen Wood, New York
Bertha Bannan (Boston)

★

Daniel Boone Regional Network

410 State St., Bristol, Tenn.-Va.
Phone: Dial WOPI

PERSONNEL

President & Gen. Mgr. WOPI... W. A. Wilson
WKPT General Manager..... Jess Swicegood

STATIONS

WOPI, Bristol, Tenn.-Va.; WISE, Asheville,
N. C.; WKPT, Kingsport, Tenn.

REPRESENTATIVES

Burn-Smith Co. (New York and Chicago)
Harry E. Cummings (Jacksonville, Fla.)

★

Don Lee Broadcasting System

5515 Melrose Ave., Hollywood 38, Calif.
Phone: Hollywood 8111

San Francisco office: 1000 Van Ness Ave.

PERSONNEL

President..... Thomas S. Lee
V-P & General Manager..... Lewis Allen Wells

V-P & Assistant General Manager
Willet Brown
General Sales Manager.....Sydney Gaynor
Assistant Gen. Sales Mgr. Henry Gerstenkorn
Exec. Asst. in Production.....Pat Campbell
Publicity Director.....Fair Taylor
News Editor.....Les Mawhinney

STATIONS

Southern California: KHJ, Los Angeles; KGB, San Diego; KDB, Santa Barbara; KFXM, San Bernardino; KPMC, Bakersfield; KVOE, Santa Ana; KXO, El Centro; KVEC, San Luis Obispo; KHJFM, Hollywood; W6XOA (Television station), Hollywood.

Northern California: KFRC, San Francisco; KMYC, Marysville; KHSL, Chico; KVCV, Redding; KYOS, Merced; KDON, Monterey; KIEM, Eureka; KFRE, Fresno.

Northwest (Oregon): KRNR, Roseburg; KALE, Portland; KFJL, Klamath Falls; KORE, Eugene; KOOS, Marshfield; KAST, Astoria; KUIN, Grants Pass; KWIL, Albany; KSLM, Salem.

Northwest (Washington): KMO, Tacoma; KIT, Yakima.

KXRO, Aberdeen; KOL, Seattle; KGY, Olympia; KELA, Centralia; KRKO, Everett; KWLK, Longview; KFIO, Spokane; KMO, Tacoma; KUJ, Walla Walla; KIT, Yakima.

Idaho: KRLC, Lewiston; KWAL, Wallace.

Supplementary: KGMB, Honolulu, Hawaii; KHBC, Hilo, Hawaii; CKWX, Vancouver, B. C.

NATIONAL REPRESENTATIVE

John Blair & Co.

★

Georgia Broadcasting System

(Selling Group; not available as a network)

P. O. Box 270, Columbus, Ga.

Phone: Columbus 2-0601

PERSONNEL

Executive Manager.....J. W. Woodruff, Jr.

STATIONS

WATL, Atlanta; WRBL, Columbus; WGPC, Albany.

NATIONAL REPRESENTATIVE

Spot Sales, Inc.

★

Georgia Major Market Trio

(Address Any Station or The Katz Agency)

PERSONNEL

Associate Manager (WGST).....Frank Gaither

General Manager (WTOC).....W. T. Knight

General Manager (WMAZ).....Wilton E. Cobb

STATIONS

WGST, Atlanta; WMAZ, Macon; WTOC, Savannah.

REPRESENTATIVE

The Katz Agency

★

Intermountain Network

Hotel Ben Lomond, Ogden, Utah

Phone: 5721

PERSONNEL

General Manager.....George C. Hatch

Sales & Gen. Manager.....Lynn L. Meyer
Production Manager.....Kenyon Bennett
Chief Engineer.....D'Orr Cozzens

STATIONS

KLO, Salt Lake City, Ogden; KVNU, Logan, Utah; KOVO, Provo; KEUB, Price; KQRS, Rock Springs, Wyo.; KID, Idaho Falls, Idaho.

BRANCH OFFICES

248 S. Main St., Salt Lake City, Utah

Phone: 4-1843

Gen. Sales Manager.....Lynn L. Meyer

REPRESENTATIVE

Joseph Hershey McGillvra, Inc.

★

Kansas State Network

c/o Don Davis, Scarritt Bldg., Kansas City, Mo.

Phone: Harrison 1161

PERSONNEL

Sales Manager.....Don Davis

Program Co-Ordinator.....John Wahlstedt

EXECUTIVE COMMITTEE

Robert Lindsey (KFBI); Bob Laubengayer (KSAL); J. Nelson Rupard (KTSW); Clem Morgan (KVGB); John Schilling (WHB).

STATIONS

WHB, Kansas City (Mo.); KFBL, Wichita; KSAL, Salina; KTSW, Emporia; KVGB, Great Bend.

★

The Lone Star Chain

806 Tower Petroleum Bldg., Dallas (1)

Riverside 5663

PERSONNEL

Chairman of Operating Committee. O. L. Taylor

Managing Director.....Clyde B. Melville

STATIONS

KGKO, Fort Worth-Dallas; KXYZ, Houston; KRIS, Corpus Christi; K TSA, San Antonio; KRGV, Weslaco; KGNC, Amarillo; KFYO, Lubbock.

NATIONAL REPRESENTATIVES

Taylor-Howe-Snowden Radio Sales

★

Maryland All-Home Network

10 East North Ave., Baltimore 2, Md.

Phone: Mulberry 1300

PERSONNEL

Director of National Sales

Andrew H. Hilgartner

Director of Local Sales.....William S. Pirie

STATIONS

WFBR, Baltimore, Md.; WBOC, Salisbury, Md.; WJEJ, Hagerstown, Md.

NATIONAL REPRESENTATIVES

John Blair & Co.

★

Mason-Dixon Radio Group

8 W. King St., Lancaster, Pa.

Phone 5252

PERSONNEL

General Manager.....Clair R. McCollough
Sales Manager.....J. Robert Gulick
Technical Director.....J. E. Mathiot

STATIONS

WDEL, Wilmington, Del.; WORK, York, Pa.;
WKBO, Harrisburg, Pa.; WGAL, Lancaster, Pa.;
WAZL, Hazleton, Pa.; WEST, Easton, Pa.

NATIONAL REPRESENTATIVE

Paul H. Raymer Co.
Radio Advertising Co.



Michigan Radio Network

Operated by the King-Trendle Broadcasting Corp.

Stroh Bldg., Detroit, Mich.
Phone: Cherry 8321

PERSONNEL

President.....George W. Trendle
Gen. & Comm. Mgr.....H. Allen Campbell
Adv. & Sales Prom. Mgr...Lambert B. Beeuwkes

STATIONS

WXYZ, Detroit (Key Station); WBCM, Bay City; WFDF, Flint; WJIM, Lansing; WIBM, Jackson; WELL, Battle Creek; WLAV, Grand Rapids; WSOO, Saulte Ste. Marie; WDBC, Escanaba; WDML, Marquette; WHDF, Calumet; WJIM, Lansing; WKBZ, Muskegon.

REPRESENTATIVE

Paul H. Raymer Co.



McClatchy Beeline

708 Eye St., Sacramento 4, Cal.
Phone: Sacramento 25011

PERSONNEL

President.....Eleanor McClatchy
National Sales Mgr.....Robert A. Street

STATIONS

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

REPRESENTATIVE

Paul H. Raymer Company



Mississippi Broadcasters Association

Hewes-Martin Building, Gulfport, Miss.
Phone.

PERSONNEL

President.....Hugh O. Jones, WGCM, Gulfport
Vice-President...Hugh M. Smith, WAML, Laurel
Secretary-Treasurer

Emmet H. McMurry, WJPR, Greenville

DIRECTORS

P. K. Ewing, Jr., WMIS, Natchez, Miss.; W. P. Harris, WJOX, Jackson, Miss.; Bob McRaney,

WCBI, Columbus, O.; L. M. Sepaugh, WSLI, Jackson, Miss.; C. J. Wright, WFOR, Hattiesburg, Miss.



New England Regional Network

26 Grove St., Hartford, Conn.
Phone: Hartford 2-3181

PERSONNEL

Chairman.....Paul W. Morency
Lee B. Wailes, John J. Boyle, Wm. H. Rines.

STATIONS

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

REPRESENTATIVE

Weed & Company



North Central Broadcasting System, Inc.

E-622 First National Bank Bldg., St. Paul, Minn.
Phone: Cedar 8579

PERSONNEL

President.....John W. Boler
Vice-President & Gen. Mgr.....Donn Clayton
Secretary.....E. Iverson
Comptroller.....F. Tibeau
Merchandise Mgr.....B. H. Onde

STATIONS

KVFD, Fort Dodge, Ia.; WJMS, Ironwood, Mich.; KATE, Albert Lea, Minn.; KVOX, Fargo-Moorhead, Minn.; KGDE, Fergus Falls, Minn.; WMFG, Hibbing, Minn.; WL0L, Minneapolis-St. Paul, Minn.; WHLB, Virginia, Minn.; KWLM, Willmar, Minn.; KWNO, Winona, Minn.; KGCU, Bismarck-Mandan, N. D.; KDLR, Devils Lake, N. D.; KSJB, Jamestown, N. D.; KLPW, Minot, N. D.; KABR, Aberdeen, S. D.; WATW, Ashland, Wisc.; WEAU, Eau Claire, Wisc.; WDSM, Superior, Wisc.; WHDF, Calumet, Mich.; WDDB, Escanaba, Mich.; WDMJ, Marquette, Mich.; KOVC, Valley City, N. D.; KELD, Sioux Falls, S. D.; KSOD, Sioux Falls, S. D.; KOBH, Rapid City, S. D.; KTRI, Sioux City, Iowa; KFJB, Marshalltown, Iowa; KRDS, Clinton, Iowa; KDTH, Dubuque, Iowa; KICD, Spencer, Iowa.

BRANCH OFFICE

360 N. Michigan Ave., Chicago, Ill.
8 East 41st St., New York, N. Y.



Northern Broadcasting & Publishing, Ltd.

Thomson Bldg., Timmins, Ont., Canada
Phone: 500

PERSONNEL

President.....R. H. Thomson

Secretary-Treasurer.....S. F. Chapman
 Manager (CKGB).....H. Freeman
 Manager (CJKL).....C. Chambers
 Manager (CFCH).....Cliff Pickrem
 Manager (CHEX).....H. Cooke
 Manager (CKWS).....J. Davidson

STATIONS

CKGB, Timmins, Ont.; CJKL, Kirkland Lake, Ont.; CFCH, North Bay, Ont.; associated with CKWS, Kingston, Ont.; and CHEX, Peterborough, Ont.

BRANCH OFFICES

Bank of Commerce Bldg., Toronto, Ontario
 Manager.....R. Leslie
 1010 University Tower, Montreal, Quebec
 Manager.....Roy Hoff



Northwest Network

c/o KSTP, Hotel Saint Paul, St. Paul, Minn.
 Phone, Cedar 5511

Sales Office: c/o KSTP, Radio City, Minneapolis 2, Minn.

Phone: Bridgeport 3222

PERSONNEL

General Manager.....Stanley E. Hubbard
 Treasurer.....Kenneth M. Hance
 Sales Manager.....Ray C. Jenkins

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.

NATIONAL REPRESENTATIVE

Edward Petry & Co.



The Oklahoma Network

APCO Tower, Oklahoma City, Okla.

PERSONNEL

Managing Director.....Robert D. Enoch

STATIONS

KTOK, Oklahoma City; KGFF, Shawnee; KBIX, Muskogee; KCRC, Enid; KADA, Ada; KOME, Tulsa; KVSO, Ardmore.

NATIONAL REPRESENTATIVE

Taylor-Howe-Snowden Radio Sales



Oklahoma Metropolitan Line

c/o KOMA, Biltmore Hotel
 Oklahoma City, Okla.

Phone: 2-3291

PERSONNEL

General Manager (KOMA).....Kenyon Brown
 Sales Prom. Mgr.....Webster L. Benham, Jr.
 Dir. of Programs & News.....Bill Bryan
 Chief Engineer.....M. W. Thomas
 Production Manager.....Paul Buenning

STATIONS

KOMA, Oklahoma City; KTUL, Tulsa; KWFT, Wichita Falls, Texas.

NATIONAL REPRESENTATIVE
 Free & Peters, Inc.



Pacific Broadcasting Co.

914 Broadway, Tacoma 1, Wash.
 Phone: Main 4144

PERSONNEL

General Manager.....Carl E. Haymond
 Traffic Manager.....John K. Clarke
 Auditor.....Paul F. Benton

STATIONS

Oregon: KALE, Portland; KFJI, Klamath Falls; KOOS, Marshfield; KRNR, Roseburg; KORE, Eugene; KAST, Astoria; KWIL, Albany; KBND, Bend; KSLM, Salem, Ore.

Washington: KGY, Olympia; KELA, Centralia; KIT, Yakima; KMO, Tacoma; KOL, Seattle; KFIO, Spokane; KRKO, Everett; KKRO, Aberdeen; KWLK, Longview; KUIN, Grants Pass; KVU, Walla Walla.

Idaho: KWAL, Wallace; KRLC, Lewiston.

Canada: CKWX, Vancouver, B. C.

REPRESENTATIVE

John Blair & Co.



The Pennsylvania Network

1622 Chestnut St., Philadelphia 3, Pa.
 Phone Locust 7700

PERSONNEL

General Manager.....Leon Levy
 Asst. Manager.....P. J. Sharkey
 Technical Director.....George Lewis

STATIONS

WCAU, Philadelphia (key station); WGAL, Lancaster; WORK, York; WAZL, Hazleton; WEST, Easton; WSN, Allentown; WFBG, Altoona; WERC, Erie; WLEU, Erie; WHP, Harrisburg; WKBO, Harrisburg; WJAC, Johnstown; WKST, New Castle; KDKA, Pittsburgh; WJAS, Pittsburgh; KQV, Pittsburgh; WCAE, Pittsburgh; WRAW, Reading; WARM, Scranton; WGBI, Scranton; WEOK, Sunbury; WJPA, Washington; WBRE, Wilkes-Barre; WBAX, Wilkes-Barre; WRAC, Williamsport; (Harrisburg, Scranton, Wilkes-Barre, Pittsburgh and Erie stations optional).



Quaker Network

WFIL, Widener Bldg., Philadelphia, Pa.
 Phone: Rittenhouse 6900

PERSONNEL

General Manager.....Roger W. Clipp

STATIONS

WFIL, Philadelphia; WEST, Easton; WORK, York; WAZL, Hazleton; WGAL, Lancaster; WGBI, Scranton; WBRE, Wilkes Barre; WKBO, Harrisburg; WKOK, Sunbury; WRAC, Williamsport; WFBG, Altoona; WJAC, Johnstown; WLEU, Erie; WSN, Allentown; WWSW, Pittsburgh; WSNJ, Bridgeton, N. J.

South Central Quality Network

Address Individual Stations

PERSONNEL

Manager (WMC).....H. W. Slavick
 Manager (WJDX).....Wiley Harris
 Manager (WSMB).....H. Wheelahan
 Manager (KARK).....G. E. Zimmerman
 Manager (KWKH).....John C. McCormack

★

Southern Minnesota Network

101 N. Second St., Mankato, Minn.

PERSONNEL

KYSM Manager.....John F. Meagher
 KROC Manager.....Gerald Wing
 KATE Manager.....Ed. L. Hayek

STATIONS

KATE, Albert Lea, Minn.; KYSM, Mankato, Minn.; KROC, Rochester, Minn.

NATIONAL REPRESENTATIVE

John E. Pearson Company

★

The Texas Quality Network

Address Individual Stations

The Texas Quality Network is a cooperative group of stations, each outlet being a sales office for the other.

PERSONNEL

Manager (WFAA).....Martin Campbell
 Manager (WBAP).....George Cranston
 Manager (WOAI).....Hugh A. L. Halff
 Manager (KPRC).....Kern Tips

STATIONS

WFAA, Dallas 2; WBAP, Fort Worth 2; WOAI, San Antonio 6; KPRC, Houston 2.

NATIONAL REPRESENTATIVE

Edward Petry & Co., Inc.

★

Texas State Network

1201 West Lancaster Ave., Fort Worth 1, Texas
 Phone: 3-9363

PERSONNEL

President.....Gene L. Cagle
 General Manager.....Gene L. Cagle
 Assistant General Manager.....Frances Griffith
 Program Director.....Boyd Kelley
 Chief Accountant.....D. C. Hornburg
 Traffic Manager.....Forrest Clough
 Merchandising Director.....L. R. Duffy
 Chief Engineer.....Truett Kimzey
 Musical Director.....Frances Kay

STATIONS

KFJZ, Fort Worth; KRBC, Abilene; KGKL, San Angelo; KBST, Big Spring; KRLH, Midland; KRRV, Sherman-Denison; KPLT, Paris; KABC,

San Antonio; KTEM, Temple; WRR, Dallas; KCMC, Texarkana; WACO, Waco; KFRD, Longview; KMAC, San Antonio; KBWD, Brownwood.

NATIONAL REPRESENTATIVE

Weed & Co.

★

The Tobacco Network

P. O. Box 1150, Raleigh, North Carolina
 Phone 6411

PERSONNEL

President.....Fred Fletcher, WRAL
 Secretary.....Harry Bright, WGBR
 Treasurer.....Allen Wannamaker, WGTM
 Program Director.....Ray Reeve
 Sales Manager.....Raymond Cobb
 Vice-President.....Louis Howard, WHIT

STATIONS

WFNC, Fayetteville, N. C.; WGBR, Goldsboro, N. C.; WRAL, Raleigh, N. C.; WGTM, Wilson, N. C.; WGTC, Greenville, N. C.; WHIT, Greenville, N. C.

NATIONAL REPRESENTATIVES

The Walker Company

★

Tri-City Stations of Virginia

Allied Arts Bldg., Lynchburg, Va.
 Phone: 3032

PERSONNEL

Manager.....Philip P. Allen
 Traffic Manager.....Catherine Gleason
 Engineer.....John Orth

STATIONS

WLSL, Roanoke; WLVA, Lynchburg; WBTM, Danville.

REPRESENTATIVE

Philip P. Allen

★

West Virginia Network

CHARLESTON BROADCASTING CO.

1016 Lee St., Charleston, W. Va.
 Phone: 28-131

PERSONNEL

President.....John A. Kennedy
 Managing Director & V.P.....Howard L. Chernoff
 Sales Manager.....Howard L. Chernoff
 Promotion Manager.....Elizabeth Camp
 Program Director.....Joseph Herget
 Production Manager.....Berton Sonis
 Musical Director.....Leah Perry
 Technical Supervisor.....Odes Robinson
 WBLK Manager.....George Blackwell
 WPAR Manager.....George Clinton
 WSAZ Manager.....Marshall Rosene
 WCHS Manager.....Howard L. Chernoff

STATIONS

WCHS, Charleston; WPAR, Parkersburg; WBLK, Clarksburg; WSAZ, Huntington. FM applications filed for these stations.

NATIONAL REPRESENTATIVE
The Branham Co.

★

Wisconsin Network, Inc.

Nash Building
Wisconsin Rapids, Wisc.
Phone: 90
PERSONNEL

President.....W. F. Huifman
V.P. & Managing Dir.....Don C. Wirth
Secretary.....Geo. T. Frechette

STATIONS

Basic Stations: WRJN, Racine; WCLO, Janesville; WIBU, Madison; WHBL, Sheboygan; WHBY, Appleton; WFHR, Wisconsin Rapids; KFIZ, Fond du Lac; WSAU, Wausau; Supplementary Stations: WEMP, Milwaukee; WTAQ, Green Bay; WMAM, Marinette; WEAU, Eau Claire; WJMS, Ironwood; WATW, Ashland; WOSH, Oshkosh; WIGM, Medford; WJMC, Rice Lake; WOMT, Manitowoc; WBKH, La Crosse; WDSM, Superior.

★

The Wolverine Network

Keeler Building, Grand Rapids 2, Mich.
Phone: 6-5461

President.....Roy C. Kelley
Gen. Manager.....Hy M. Steed

STATIONS

WLAV, Grand Rapids (Key Station); WTCM, Traverse City; WHLS, Port Huron, WJLB, Detroit; WKBE, Muskegon; WJJD, Chicago, Illinois; WIND, Chicago-Gary, Ind.; WKLA, Ludington, Mich.; WELL, Battle Creek, Mich.; WIBM, Jackson, Mich.; WHDF, Calumet, Mich.; WDBC, Escanaba, Mich.; WDMJ, Marquette, Mich.; WJMS, Ironwood, Mich.; WMAM, Marinette, Wis.; WJBK, Detroit, Mich.

★

The Yankee Network

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

PERSONNEL

Chairman of Board-General Manager
John Shepard 3rd
President.....William O'Neill
Executive Vice-President.....Linus Travers
Vice-President.....George W. Steffy
Controller.....Robert F. Ide

Assistant Controller.....Howard F. Wright
Station Relations.....Barbara Sprague
Sales Executive.....Gordon Jenkins
Editor, Yankee Network News Service,

Robert Meyers
Director of Merchandising and Promotion,
James S. Powers
Director of Merchandising,

Arthur Lathrop
Director of Publicity.....Phyllis Doherty
Director of Special Events.....Lester Smith
Chief Engineer.....Irving Robinson
Program Director.....George W. Steffy
War Program Manager.....Geo. W. Steffy

EXECUTIVE COMMITTEE

William O'Neil, Chairman; John Shepard 3rd, Vice-Chairman; James W. Haggerty.

BOARD OF DIRECTORS

William O'Neil; Loren Angus McQueen; Samuel Smith Poor; James W. Haggerty; John Shepard 3rd; Henry Linus Travers; Frank Knowlton.

STATIONS

WNAC, Boston; WTHI, Hartford; WEAN, Providence; WAAB, Worcester; WICC, Bridgeport; WCSH, Portland; WLBZ, Bangor; WFEA, Manchester; WSAR, Fall River; WHEB, Portsmouth, N. H.; WLLH, Lowell and Lawrence; WLNH, Laconia; WRDO, Augusta; WNLC, New London; WHAI, Greenfield; WCOU, Lewiston and Auburn; WBRK, Pittsfield; WSYB, Rutland, Vt.; WATR, Waterbury, Conn.; WEIM, Fitchburg; WHYN, Holyoke.

BRANCH OFFICES

604 State Mutual Bldg., Worcester 8, Mass.
Phone: Worcester 6-1411
WAAB Manager.....H. Wm. Koster
Crown Hotel, Providence 2, R. I.
Phone: DEXter 1500
WEAN Manager.....Jos. Lopez
Hotel Stratfield, Bridgeport 1, Conn.
Phone: Bridgeport 6-1121
WICC Manager.....Joseph Lopez

NATIONAL REPRESENTATIVE

Edward Petry & Co., Inc.

★

Z Net

P. O. Box 1956, Butte, Montana
Phone: 22-3-44

PERSONNEL

Manager.....E. B. Craney

STATIONS

KGIR, Butte; KPFA, Helena; KRBM, Bozeman.

NATIONAL REPRESENTATIVE

The Walker Co.

WEST COAST REPRESENTATIVE

Pacific Northwest Broadcasters