

A decorative graphic consisting of a vertical line on the left side, composed of two parallel lines (one yellow, one blue). Two horizontal lines (one yellow, one blue) cross this vertical line at the top and bottom. The word "NETWORKS" is centered between these two horizontal lines.

NETWORKS



NATIONAL



REGIONAL

G **BIG REASONS** **why** **you'll sell more in '48** **with WMT *** **in Eastern Iowa**

*** "...the station of the stars" is your best bet to cover Eastern Iowa's Twin Markets.**



You get:

**Get on
WMT and
get your share
of the millions
WMT listeners
will spend
in '48**

Ask your Katz man for details

A WEALTHIER MARKET



Iowan wealth is the highest per capita in the U.S.A. (\$4,322: almost twice the national average!)

A RADIO-CONSCIOUS MARKET



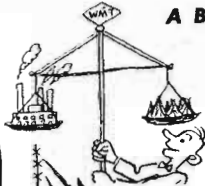
Even Iowa's farms have more radios than do farms in other states. Iowans depend on their radio for news and other public service as well as for entertainment.

A BLANKETED MARKET



WMT reaches the largest primary area in the state at the lowest rate per radio family . . . 1,131,782 persons with in the 2.5 MV line greater than any other Iowa station.

A BALANCED MARKET



Smokestacks are going cornstalks better than 50-50 in Iowa. Income is almost evenly divided between city and farm.

A LOYAL MARKET

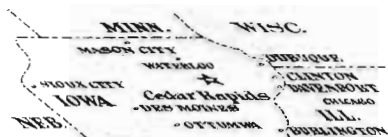


Eastern Iowans on city and farm have been listening to WMT for more than a quarter of a century. *Because* WMT brings them programs they like!

THE UNIQUE MARKET



Only WMT delivers CBS Network shows to Eastern Iowa. And only these shows, plus WMT's fine local programs, deliver the prosperous twin market audience to you.



WMT
CEDAR RAPIDS
5000 Watts 600 K. C. Day and Night
BASIC COLUMBIA NETWORK

American Broadcasting Company



MARK WOODS
President

TO borrow an expression from the armed services, 1947 for the American Broadcasting Company was a most interesting "testing and proving ground."

During the year our network established and developed its theory of "planned programming"—of the presentation in prime listening time broadcasts intended to appeal to and hold the interest of a large, continuing audience and so to give the advertiser the benefit of a cumulative audience response. Exemplifying this theory was our rearrangement of the Tuesday night listening pattern to offer, in contiguous time periods, such programs as "Youth Asks the Government"; "America's Town Meeting"; the Boston Symphony; and "Labor USA" in which both labor and management can offer their views on current problems affecting the nation.

Similarly, we realigned our Wednesday night schedule to offer in the same way such outstanding programs as "Mayor of the Town"; "Vox Pop"; "Abbott and Costello"; "Groucho Marx"; the Bing Crosby and the Henry Morgan programs to make that night a top listening "must."

We intend, in 1948, to extend and amplify this system of programming; but we certainly do not feel that we or any other network has yet hit upon a formula which will answer all the demands of an ideally balanced program schedule. To my way of thinking, that ultimate will never be reached. From the standpoint of the listener, ideal programming would offer hour after hour of similar broadcasts—music, drama, variety. But we have also the problem of the advertiser, who naturally wants something different to attract an ever greater audience and thus attain a wider market for his product. I feel that there must always be a compromise point between the ideal of the advertiser and that of the listener and I feel that we have made an excellent approach to what might be termed an ideal compromise.

During the past five years, the net-

work has more than doubled its coverage in the leading markets of the nation. At the close of the year, our affiliates numbered 265, carefully selected to further the network policy of giving our advertisers coverage of listeners and not merely of territory. Among the leading developments in the station field during 1947 was the operation of our owned and managed outlet in San Francisco, KGO, as a fifty kilowatt station as of December 1, making it the most powerful outlet on the West Coast between the Canadian and Mexican borders.

During the year we also received television and FM grants in the five cities where we currently own and operate standard band stations—New York, Chicago, Detroit, Hollywood, and San Francisco. Television sites have been acquired in all cities and sometime in 1948 we expect to begin television operations, probably starting on the West Coast. It is probable that in the coming year we will also begin FM operation in connection with one or more of our owned and operated stations. In this connection, I should like to say that when we do begin FM operations, it will be through duplication of programs already being broadcast on our AM stations. We believe that only in this way can FM be developed to its full stature. It is not a separate industry and we think it cannot be developed as such.

To return to 1947 for a moment, the year saw a substantial number of new-to-radio advertisers using the facilities of our network, one result of which was that ABC was completely sold out during the 9 a.m. to 6 p.m. period, Wednesday and Friday nights completely sold and comparatively little prime time available elsewhere.

No sir, I think that the coming year will be a good one for all advertising media and that radio will have its equitable share of the advertising budget of the manufacturer intent on selling products. While operating costs are steadily rising, we at ABC feel that we have no reason to look toward 1948 with anything but an optimistic outlook for the progress of our company.

A M E R I C A N Broadcasting Company, Inc.

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

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Earl E. Anderson Robert H. Hinckley C. Nicholas Prialux Mark Woods

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Alexander D. Nicol.....Controller

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Controller

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Maurice Brachhausen.....Supervisor of Sound Effects

Henry Cox.....Eastern Production Manager

Norah Donovan.....Manager of Literary Rights

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Helen Guy.....Business Manager

Helen Hedeman.....Supervisor of Casting

Bertha Kurtzman.....Supervisor of Studio Assignments

Florence Morris.....Manager of Central Booking

Paul Mowrey.....Director of Television

Richard Ritter.....Supervisor of Auditions

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Frank Vagnoni.....Manager of Music Division

Paul Whiteman.....Director of Music

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Henry T. Hede.....Purchasing Agent

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Ben Gedalecia.....Associate Director

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Ridgway Hughes.....Director of Presentations

Sales Service

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Ernest Jahncke..... Manager of Station Relations

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E. R. Borroff..... Vice President in Charge

G. I. Berry..... Sales Manager

Kenneth Christiansen..... Traffic Supervisor

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L. E. Douglass..... Program Business Manager

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Elliott Henry Jr..... Publicity Manager

E. C. Horstman..... Engineering Manager

F. E. Kasser..... Supervisor of Announcers

Donald Kilian..... Production Manager

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Treasury

Anthony M. Hennig..... Assistant Treasurer

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Harold L. Morgan..... Budget Officer

Anthony Koelker..... Manager Program Sales

Olive D. McCann..... Supervisor of Research

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Mgr. Sta. WENR, Nat. Spot & Local Sales Mgr.

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Karl R. Sutphin..... Sales Promotion Supervisor

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Robert White..... Public Service Supervisor

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Continuity Acceptance Manager

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Dresser M. Dahlstead..... Chief Announcer

John I. Edwards..... Production Manager

Ernest Felix..... Auditor

Paul Gates..... Evening Program Manager

Robert Z. Hall..... Publicity Manager

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Francis LaTourette

Western Division News Editor

Walter W. Lonner..... Traffic Manager

John J. O'Mara..... Sales Promotion Manager

Norman Ostby

Assistant to Vice President in Charge

Thomas Palmer

Manager of Technical Operations

Frank Samuels..... Pacific Coast Sales Manager

J. Donald Wilson

Director of Program and Production

Clyde Scott..... General Manager KECA

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Byington Colvig..... Continuity Editor

A. E. Evans..... Engineering Manager

Eleanor Higby..... Traffic Manager

Robert Laws..... Promotion and Publicity Manager

Victor Reed..... News Editor

Kenneth Steedman..... Auditor

Kirkham Torney..... Sales Manager

Bloyce Wright..... Program Manager

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Lyford Moore..... Berlin

Hugh Ralston..... Bermuda

Herbert M. Clark..... Buenos Aires

Robert Wadsworth..... Geneva

Daniel Schorr..... The Hague

Walter Graf..... Havana

Victor Eckland..... Honolulu

Mike Eskolsky..... Jerusalem

Frederick Opper..... London

Norman Paige..... Manila

James Wyatt..... Mexico City

Vincent dePascal..... Montevideo

Edmund Stevens..... Moscow

Blair Fraser..... Ottawa

Philip Payne..... Panama

Robert Sturdevant..... Paris

John Mecklin..... Rome

Harwood Hull..... San Juan

Charles Griffin..... Santiago

William Conine..... Shanghai

William Kadison..... Sydney

Ned Nordness..... Stockholm

Stuart Hannon..... Stuttgart

John Rich..... Tokyo

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Jack Gross, KFMB, San Diego, Calif., Vice Chairman, District 7

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Robert R. Feagin, WPDQ, Jacksonville, Fla., District 8

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Harold Hough, WBAP, Fort Worth Texas, District 5

Fred Weber, WDSU, New Orleans, La., District 4

J. P. Williams, WIZE, Springfield, Ohio, District 2

AMERICAN BROADCASTING CO., INC.

WJZ, New York..... Owned, operated and represented by ABC

WXYZ, Detroit..... Owned and operated by ABC

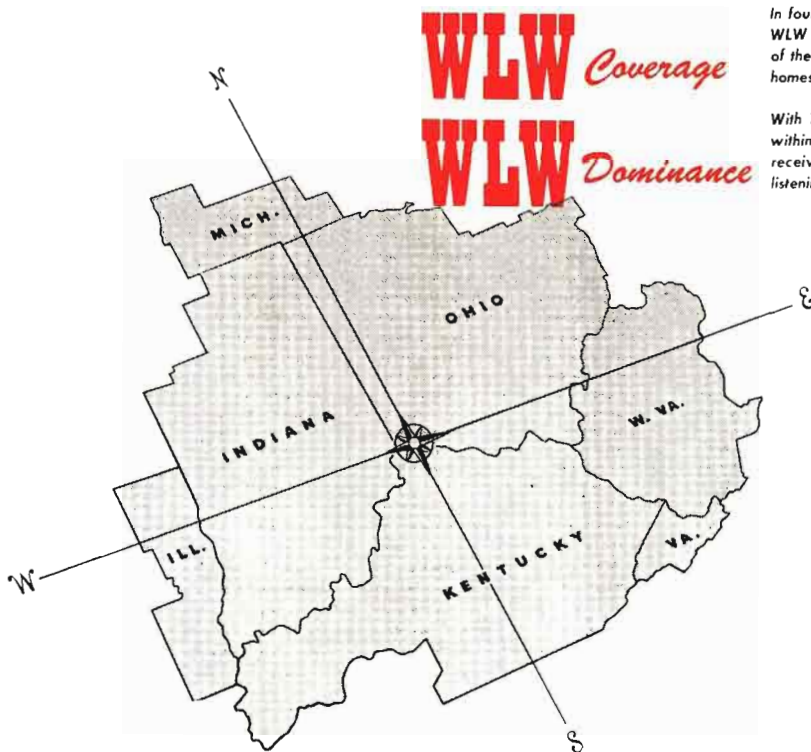
WENR, Chicago..... Owned, operated and represented by ABC

KECA, Los Angeles..... Owned and operated by ABC

KGO, San Francisco..... Owned, operated and represented by ABC

WMAL, Washington..... Owned by Evening Star Publishing Co.

Represented by ABC



Look at the figures in that headline again.

They reveal the tremendous impact of The Nation's Station within the WLW Merchandise-Able Area, as shown by the Nielsen Radio Index for February-March, 1947.

During the four measured weeks of listening, WLW reached more than four-fifths—81.2%—of the 3¼ million radio homes within the area, between 6 AM and midnight. *That's coverage!*

During the same four weeks, a total of 175 stations received listening within the area, yet WLW received one-fifth—19.3%—of *all* listening to *all* stations. *That's dominance!*

How much did these homes listen? Taking all 3¼ million radio homes within the area, WLW received an average of 375 minutes of listening per home per week between 6 AM and midnight. But, among that 81.2% of

the homes which were classified as WLW listeners, the average was 550 minutes of listening to WLW per home per week between 6 AM and midnight. *That's penetration!*

These are just a few of the vital facts revealed by this NRI study. For complete details—and for the figures on the 15 leading competitive stations—contact the WLW Sales Office in Cincinnati, New York or Chicago. On the West Coast, the Keenan & Eickelberg offices in Los Angeles, San Francisco, and Portland will be glad to serve you.



THE NATION'S MOST MERCHANDISE-ABLE STATION
CROSBY BROADCASTING CORPORATION



FRANK STANTON
President

Columbia Broadcasting System

UNLESS I miss my guess 1948 will go down in the books as the most significant year in the history of American radio to date.

Let's take a look at the problems that the radio industry faces during the next 12 months.

First, there is the problem of prompt acceptance of a strong code for the self-regulation of the industry. At CBS we have given full endorsement to the NAB code proposed last September in Atlantic City. And we will give our full endorsement and active support to any revised code that retains what we believe are adequate safeguards of the public interest. We are hopeful that the nation's broadcasters will work out such an agreement and have it in effect well before the end of 1948.

Second, there is the matter of new legislation to amend the Federal Communications Act of 1934. Hearings began in 1947 on the White Bill. Further legislative action is expected during the coming year. The industry should welcome this new opportunity to urge enactment of its fundamental belief that radio should be as free as the press and motion pictures.

At the same time, on another front there is the matter of freedom for editorial expression on the air. This Spring the Federal Communications Commission has scheduled hearings on the right of broadcast licensees to "editorialize." The resolution of this important issue may well have great impact on the whole future of broadcasting.

As this is being written, an urgent and immediate problem is the negotiating of a new contract between the American Federation of Musicians and the radio industry. There are many compelling reasons why this should be settled with dispatch. The immediate

future of FM is at stake here. The re-appearance of live musicians on television programs is essential to the successful development of this newest medium of mass communication. The output of the recording and radio industries is now so closely interwoven that anything affecting the output of one is bound to have a direct effect on the other. A prompt settlement of these issues on a basis equitable to all, while not easy to encompass, is vital to broadcasting's growth in 1948.

Audience research should come in for hard examination this year. Today's product will not do for tomorrow. It's inadequate and too costly.

And, of course, the problem that overshadows all others is the constant need of improved programming. Here bold steps must be taken if we are to increase radio's position in the American community.

During the past year, at CBS we placed the greatest emphasis on our product. Our program operations, both in Hollywood and New York were significantly intensified. And the new year finds Columbia with the largest program department in the industry.

We plan to launch in 1949 a number of new and, we believe, exciting entertainment programs. Several new and richly talented personalities will be brought to CBS microphones. We plan that Columbia-built programs—CBS' own "package" shows—will continue to be the focus of attention.

A series of significant reports on today's problems and institutions are planned for Columbia's Documentary Unit, which recently rounded out its first full year of operation.

A new code, an amended radio act, the reappearance of live music on FM and television, improved listener research, new and fresh programs—these are now problems confronting us.

They can become achievements of 1948.

COLUMBIA BROADCAST



**NETWORK FACILITIES
AS OF JAN. 15, 1948**

C O L U M B I A Broadcasting System, Inc.

Executives and Staff
485 Madison Avenue, New York 22, N. Y.
Telephone: Wickersham 2-2000

BOARD OF DIRECTORS

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		Frank K. White	
General Counsel	Rosenman, Goldmark, Colin & Kaye.		

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L. C. Merrick..... Assistant Comptroller
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H. A. Chinn..... Chief Audio Engineer

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Director of Engineering Research and Development
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Secretary and General Attorney
Kenneth L. Yourd..... Senior Attorney

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William J. Fagan..... Administrative Manager
Allyn Jay Marsh..... Assistant Sales Manager
Charles H. Smith..... Market Research Counsel
Charles E. Midgley, Jr.... Sales Service Manager
Chicago Office Network Sales,
410 North Michigan Avenue
W. Donald Roberts..... Western Manager
Detroit Office Network Sales
Fisher Building
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Assistant to the Director of Public Affairs
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Director of Commercial Program Development

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Wells Church..... Director of News Broadcasts
Henry Wefing
Assistant Director of News Broadcasts
Lee Bland..... Director of Special Events
Theodore F. Koop... Director of News, Washington

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Edward Bliss
George Herman
Lee Otis
Robert Skedgell
Dallas Townsend
Joseph Wershba

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Allan Jackson, Howard K. Smith..... London
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Steven Laird..... Berlin
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George Polk..... Cairo

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Judson Bailey..... Sports Writer & Researcher

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Mortimer Frankel..... Associate Script Editor
James Hart..... Associate Script Editor
Charles Monroe..... Associate Script Editor

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Lucile Singleton
Supervisor of Vocal Auditions and Manager
of Script and Record Library

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Talent Scout

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Leon Levine... Assistant Director of Education
Elinor Inman... Director of Religious Broadcasts
John Pfeiffer..... Science Director

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Will Bratter... Assistant to Director of Operations

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Julius Mattfeld..... Director of Music Library

Network Operations Division

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Manager of Network Operations

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Harriet Hess..... Supervisor of Program Typing

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Manager of Sound Effects Division

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Director of Technical and Building Operations
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Manager of Technical Operations, Eastern
Division

Building Operations Division

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Traffic Division

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Commercial Engineer in Charge of Traffic
A. H. Petersen..... Traffic Manager

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Arthur Perles..... Assistant Director
Michael Foster
Manager Trade and Feature Division

Michael Boscia..... Manager of Operations
 Walter Seigal... Manager of Photographic Division
 Anne Harding..... Manager of Service Division
 Harry Feeney, Jr..... Trade News Editor
 Dorothy Leffler... Manager of Magazine Division
 Charles F. Pekor, Jr..... Asst. to the Director

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John E. Forsander..... Purchasing Agent

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 H. A. Carlborg
 Eastern Sales Manager, New York
 Wilbur S. Edwards
 Western Sales Manager, Chicago
 H. H. Holtshouser
 Southern Sales Manager, Atlanta
 John Brumbach
 Manager of San Francisco Office
 L. D. Larimer
 Manager of Los Angeles Office
 William Ogden..... Manager of Detroit Office
 Richard Hess
 Supervisor of Research for Radio Sales and
 C-O Stations
 Thomas B. Ellsworth
 Director of Promotion for Radio Sales
 Emmett Heerd..... Manager of Sales Service

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 Oscar Katz..... Associate Director of Research
 Edward Reeve..... Chief Statistician
 Harper Carraine..... Chief Quantitative Analyst
 Tore Hallonquist
 Chief of Program Analysis Division

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 Director of CBS Reference Department
 Stanford Mirkin
 Manager of Program Research Division
 Agnes Law..... Librarian

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 V.P. and Director of Sales Promotion and
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 Director of Program Promotion
 Louis Hausman
 Manager of Presentation Division—Associate
 Director
 William Golden
 Associate Director and Art Director
 John Fox..... Manager of Production

John P. Cowden
 Director of Promotion Service for C-O
 Stations

Shortwave Broadcasting and Latin American Affairs

Edmund Chester, Director of Shortwave Broad-
 casts and Latin American Relations.
 John Hundley, Assistant Director of Shortwave
 Broadcasts.
 Robert Unanue, Assistant Director of Latin
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 Tony Kraber, Executive Assistant in Charge of
 Operations.
 Lawrence S. Haas, Director of Shortwave News.
 Margaret Kennedy, Supervisor of Press Informa-
 tion and Listener Relations.
 Russ Johns, Supervisor of Production
 Tomas Perez, Chief of Spanish Division.
 Luis Jatoba, Chief of Portuguese Division.
 Robert DeHart, Engineer in Charge of Shortwave
 Broadcasting.

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 Director of Station Administration
 William H. Hylan, Jr..... Assistant

Station Relations Department

H. V. Akerberg
 Vice President in Charge of Station Relations
 J. Kelly Smith..... Director of Station Relations
 William A. Schudt, Jr..... Eastern Division Manager
 Ralph Hatcher..... Manager of CBS Co-op Division
 LOS ANGELES OFFICE
 STATION RELATIONS
 Columbia Square

Edwin Buckalew..... Western Division Manager

Television Department

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 Worthington C. Miner..... Director of Television
 Leonard Hole..... Director of Plans Division
 George L. Moskovics..... Commercial Manager
 Benjamin F. Feiner, Jr.
 Acting Director of Television Programs
 Merritt H. Coleman..... Director of Operations
 Paul Wittlig..... Manager of Technical Operations
 Charles Holden..... Manager of Production
 James J. Kane..... Manager of Press Information
 James McNaughton..... Art Director
 Robert Bendick
 Director of News and Special Events
 Robert R. Edge..... Director of Sports
 Halsey V. Barrett..... Promotion Manager

COLUMBIA BROADCASTING SYSTEM

Standard Stations
 WCBS, New York
 WBBM, Chicago
 KNX, Los Angeles

FM Stations:
 WCBS-FM, New York
 WEEI, Boston
 KMOX, St. Louis

WTOP, Washington
 WCCO, Minneapolis-St. Paul
 WBBM-FM, Chicago
 Television Station:
 CBS-TV, New York



EDGAR KOBAK
President

Mutual Broadcasting System

EACH year, when I am asked to prepare an article for RADIO ANNUAL, I like to take a look at what I said the previous year, just to see how I came out. This is pretty good mental discipline for anybody who is called upon to discuss a future outlook, whether it be in business, politics, or any other phase of living.

For 1947, I prophesied a year of "noses to the grindstone," of buckling down to competitive selling, the laying of secure foundations for postwar business, and the development of better programs as well as the careful study of facts. I also said something about our efforts to make the advertising dollar more productive. So far as Mutual is concerned, that is the sort of year we have put in during 1947—and from present indications, I feel confident that we shall be doing much the same in 1948. Perhaps, more so.

We have been busy building our network, facilities-wise, and now we are turning to the task of building up our audience, program-wise. For both tasks, we believe the right attitude is to start at the beginning, tackle first things first, build slowly, carefully, and methodically—and then start talking about it.

A couple of months ago we started to talk about the Mutual network's daytime coverage as it is today, following the many new improvements and additions which have been taking place during the past year or so. In doing this, we have been discussing our network in terms of the audience it serves—the millions of people who now can receive Mutual programs reliably, satisfactorily, and without the annoyance of static, man-made electrical noise, or the interference of other stations. This is SERVICE in terms of the listener's reception rather than in terms of the engineer's output. It is the first requisite of "radio circulation."

We have said that this new conception of "listenability" is something that you are going to hear a lot about from now on. In 1948, we think that "listenability" will be more and more studied, discussed, and used.

We believe that the use of "listenability" measurements—and naturally

the improvement and refining of the "listenability" technique—will keep a lot of people busy during the next year. We are going right ahead with the job at Mutual, and we expect to make "listenability" techniques available to our Mutual affiliates. If it proves out to be a valuable tool for time-buyers as well as for station managements, it seems certain that the use of this method of measurement will be extended to other stations and, perhaps to other networks.

Perhaps, "listenability" is a symbol of the progress which broadcasting is making in its search for bedrock measurements and standards to help advertisers buy time more efficiently and more economically. The BMB is an indication of this desire for better and more universal measurements to be applied to radio listening, but unfortunately during 1948, according to present plans, the BMB's activities will be restricted to an interim study and not to a complete, nation-wide job, which is being postponed until 1949.

Broadcasting is a fast-moving business and we have to find measurements which can be kept up to date, which can reflect changes and which can be used as a guide to the immediate future. Advertisers want facts, more facts, and up-to-date facts. They don't like to buy on hunches and in 1948, more than ever, we think that they are going to re-examine all of their advertising activities very closely.

During 1947, we have seen a marked tendency on the part of big national advertisers to analyze the cost of their network broadcasting. We have seen excellent presentations of a competitive nature from the other mediums, and we know that competition between radio and the other mediums is increasing rather than abating.

Over at Mutual, we believe in advertising, and we believe in broadcasting. We believe that there is a real place for broadcasting in the over-all advertising picture, and we are not particularly worried by clean, healthy competition. We realize that competition is the lifeblood of free American enterprise and if we are to make any New Year's resolutions, one of them will be to reaffirm our constant belief that there is no need to get panicky, and to resolve that we will not fall into the mistaken notion that we have to lash out at the other guy or tear down our competitors.

MUTUAL Broadcasting System

Executives and Staff

1440 Broadway, New York 18, N. Y.
Phone, PENnsylvania 6-9600

Executive Personnel

Board of Directors

Lewis Allen Weiss	
Don Lee	Hollywood, Chairmen
Theodore C. Streibert	
	WOR, New York, Vice-Chairman
E. M. Antrim	WGN, Chicago
Willet H. Brown, Don Lee	Hollywood
Chesser Campbell	WGN, Chicago
J. E. Campeau	CKLW, Detroit
H. K. Carpenter	WHK, Cleveland
Benedict Gimbel, Jr.	WIP Philadelphia
Edgar Kobak	MBS, New York
John Shepard, III	Boston
Linus Travers	Yankee Network, Boston
J. R. Poppele	WOR New York

Officers

Edgar Kobak New York, President

Robert D. Swezey
New York, Vice President and General Manager

E. M. Antrim Chicago, Secretary

James E. Wallen
New York, Treasurer, Controller and Assistant Secretary

Phillips Carlin
New York, Vice President in Charge of Programs

Z. C. Barnes
New York, Vice President in Charge of Sales

Robert A. Schmid
New York, Vice President in Charge of Station Relations

A. A. Schechter
Vice President in Charge of News, Special Events and Publicity

E. P. H. James
New York, Vice President in Charge of Advertising, Promotion and Research

A. N. Hult
Chicago, Vice President in Charge of Midwest operations

Departments and Divisions

EXECUTIVE OFFICERS

Edgar Kobak President

Robert D. Swezey V.P. and General Manager

Accounting Department

James E. Wallen Controller

George Ruppel Asst. Controller

Richard Groome Auditor

George Westby Budget Director

Office Management

James E. Wallen Office Manager

Beatrice M. Marschner Personnel Director

Ruth Hendler Purchasing Agent

Margaret Maloney Telephone Supervisor

Engineering Department

E. M. Johnson
Chief Plans and Allocations Engineer

Leslie Learned Manager of Engineering Traffic

James Chapman Supervisor of Engineering Traffic

Lewis R. Tower Chief Facilities Engineer

Program Department

Phillips Carlin.....Vice President in Charge
Adolph Opfinger.....Assistant to Vice President
Hendrik Booream.....National Program Manager
Ned Tollinger.....West Coast Supervisor
B. J. Hauser.....Director of Cooperative Programs
Walter Lurie

Director of New Program Development
Herbert Rice.....Director of Production
Edwin Otis.....Supervisor of Commercial Programs
Ioella Grindlay.....Studio Assignments
Ada Lusardi.....Program Traffic Manager
Finis Farr.....Script Editor
Hal Wagner.....Manager of Operations
John Newhouse, Hugo Seiler.....Night Supervisors
Floyd Mack.....Supervisor, Special Operations
Elsie Dick

Director of Women's and Religious Activities
Dorothy Ann Kemble
Director of Continuity Acceptance

News, Special Events and Publicity

A. A. Schechter.....Vice President in Charge
Milton Burgh.....Director of News
Jack Paige.....Director of Special Events
Paul Jonas.....Director of Sports
James E. O'Bryon.....Director of Publicity
Francis X. Zuzulo
Assistant Director of Publicity and Trade
News Editor

Robert Wilson.....Exploitation Manager
Hal Gold.....Press Editor
Maria Caterine.....Photo and Fashion Editor
Jack Skinner.....Special Service Editor
Harriet Crause.....West Coast Publicity Rep.

Sales Department

Z. C. Barnes.....Vice President in Charge
Harold Coulter.....Assistant to the Vice President
George Benson.....Eastern Sales Manager
T. E. Danley.....Manager of Sales Traffic
Alma Graef.....Manager of Sales Service

Foreign Correspondents for Mutual Broadcasting System

Harrel F. Beck.....Cairo
Erling Boggild.....Copenhagen
Burton Crane.....Tokyo
Gerald Dougherty.....Buenos Aires
Jules Dubois.....Panama
Roy Dunlap.....Chungking
Richard Dyer.....Rio de Janeiro
Webley Edwards.....Honolulu
Robert Gary.....Berlin-Frankfort
Randall Gould.....Shanghai
Joseph Israels 2nd.....Vienna

Advertising, Sales Promotion and Research

E. P. H. James.....Vice President in Charge
Jesse Thompson
Director of Advertising & Promotion
Richard Puff.....Director of Research
F. Carleton McVarish
Manager of Audience Promotion
Winifred Hall.....Promotion Supervisor

Station Relations

Robert A. Schmid.....Vice President in Charge
Charles Godwin.....Director of Station Relations
Robert Carpenter.....Field Representative
Don Iosef.....Field Representative
Norman Knight
Roy Danish.....Manager Station Information

Washington Staff

Charter Heslep.....Washington Representative
Alexandra Roundybush.....Administrative Assistant

Chicago Staff

Adolf N. Hult
Vice President in Charge of Mid-west
operations
Carroll Marts.....Assistant to the Vice President
DeWitt Mower.....Midwestern Sales Manager
Myrte Goulet.....Supervisor of Station Traffic
Dorothy Reynolds.....Office Manager
Gibert McClelland.....Director of Sales Promotion
James Mahoney
Manager of Western Division (Station Relations)
George Herro.....Publicity Director

Detroit Staff

Herbert Faust.....General Division Manager

Philadelphia and Pittsburgh Staff

Howard Cann.....Sales Representative

Birger Jacobsen.....Stockholm
Richard Johnson.....Seoul
Arthur Mann.....London
David Perlman.....Paris
Quentin Pope.....Southwest Pacific
Clive B. Smith.....Mexico City
Fred Sparkes.....Athens
Anne Stadler.....Madrid
Robert Stewart.....Manila
Frank Viner.....Prague
James Wellard.....Rome



MAKES GOOD ADVERTISING BETTER

It's Planalyzed Promotion. This exclusive KSTP merchandising service adds the pay-off punch to your radio campaign in the important Minneapolis—St. Paul market. In all likelihood you have already received KSTP Planalyzed Promotion reports in the familiar red folders... most advertisers and agencies in the country have. If you haven't, learn how KSTP Planalyzed Promotion can hasten and increase the effectiveness of your radio advertising. Any Edward Petry and Co. man will be glad to tell you how Planalyzed Promotion works and how it will work for you.

50,000 WATTS—CLEAR CHANNEL
KEY STATION FOR THE NORTHWEST NETWORK

Represented Nationally by Edward Petry & Co.





NILES TRAMMELL
President

National Broadcasting Company

THE year 1948 will have great meaning for both radio and television. Broadcasters, without further equivocation, must decide in the next year whether to adopt a new and re-

vised code of standards which they will all follow, or whether different elements of broadcasting are to go different ways in their broadcasting practices, probably to the detriment of all.

It is still the view of the National Broadcasting Company that an industry-wide code is the best means of improving our service to the public. We were keenly disappointed that final action on a firm code was not taken in 1947. We will continue to urge adoption of such a code in 1948. But if a code for all broadcasters is not forthcoming in 1948, it may be that NBC will find it expedient to establish its own new set of standards, so urgently do we feel the need of one.

However, a code for only the networks would not materially correct the conditions which are annoying some listeners. The listener condemns all radio for the offenses of a few operators. He concludes that if one station broadcasts offensive material or devotes too much time to commercial matter, then all must do the same.

That's why NBC feels that in 1948 standards of practice must be raised by all operators originating programs and not by a scattered few.

And what of public service?

The National Broadcasting Company expects great things in the coming year of its new Public Affairs and Education Department. The six-man Public Affairs Board headed by Ken R. Dyke is exploring anew the question of programming in the public service area. We expect their forward planning to

reach full fruition in 1948 with new and provocative programs concerning subjects of world and national import. It is too early to report exactly what these programs will be or what form they will take. However, one period of prime time has been set aside for the presentation of a documentary type program which will treat with important world problems.

It seems to us at NBC, vitally important that we develop programs that will get more persons interested in the issues of the day, inform them about all sides of those issues, and arouse them to thoughtful, intelligent action.

That is what we plan to do more diligently and, we are sure, more effectively in 1948.

In television, 1948 will find this new medium for entertainment and advertising moving from its adolescent stage of the past few years into full-fledged maturity. In the next year, video will become an exciting commonplace in hundreds of communities. It will begin to spread its diverting and real life presentations in all directions as networks expand further and further over the United States and independent stations mushroom in cities not yet connected by coaxial cable or relay systems. Television's big push in 1948 will be materially assisted, too, by the set manufacturers whose production will reach all-time highs in the coming weeks.

The economics of television also will "look up" in 1948. Advertisers, attracted by the greater message-impact on the consumer which video provides, are expected to use this medium in increasing numbers in the new year.

NBC has always led in television. And it intends to maintain that leadership in 1948 through the development of new network facilities, through refinement of production techniques and through development of new and finer programs in all fields of entertainment and education.

NATIONAL Broadcasting Company

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

Registered Telegraphic Address
NATBROCAST NEW YORK

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	Niles Trammell		

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 Vice President in Charge of Planning & Development
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 Clay Morgan
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 John H. MacDonald
 Administrative Vice President in Charge of

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 Roy C. Porteous..... Manager
 Allen Hurlburt..... Art Director
 George W. Wallace
 Network Sales Promotion Manager

Budget

J. Robert Myers
 Assistant to the Administrative Vice President in Charge

Continuity Acceptance Department

Stockton Helffrich..... Manager

Controllers Department

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

Engineering Department

O. B. Hanson..Vice President & Chief Engineer
George McElrath

Director of Engineering Operations

William A. Clarke.....Administrative Assistant
E. R. Cullen..Operations Assistant to the Director
J. D'Agostino.....Liaison Engineer
Raymond F. Guy

Mgr. of Radio & Allocation Engineering

George M. Nixon

Manager of Technical Development

C. A. Rackey

Mgr. of Audio & Video Engineering

R. E. Shelby

Director of Television Engineering Operations

George E. Stewart..National Recording Supervisor

F. A. Wankel.....Eastern Division Engineer

J. Wood, Jr.. Manager of Technical Development

General Service Department

Edward M. Lowell.....Director

W. R. Thompson

Manager of Building Maintenance Division

Guest Relations Department

Paul Rittenhouse.....Manager

William Ervin.....Executive Assistant Manager

John Mills

Assistant Manager in Charge of Reception

Peter Tintle

Assistant Manager in Charge of Tours

Information Department

Horton Heath.....Director

Irene Kuhn.....Assistant Director

Anita Barnard

Manager of Correspondence Division

Legal Department

Charles R. Denny

Vice President & General Counsel

Henry Ladner.....Assistant General Counsel

Robert P. Myers.....Assistant General Counsel

Edmund Souhami.....Attorney

John P. King.....Attorney

Paul B. Lynch.....Attorney

Richard H. Graham.....Attorney (Hollywood)

Thomas H. Compere.....Attorney (Chicago)

Willson I. Hurt.....Attorney (Denver)

A. L. Ashby.....Counsel

Cahill, Gordon, Zachry & Reindel

Counsel (New York & Washington)

National Spot Sales Department

James V. McConnell.....Director

John de Russy.....Manager

William Seth.....Promotion Advertising Manager

Network Sales Department

George H. Frey.....Director

Edward R. Hitz.....Assistant Director

News and Special Events and International Relations Department

William F. Brooks...Vice President in Charge

Joseph O. Meyers..Assistant to the Vice President

Frederick B. Bate..Assistant to the Vice President

News and Special Events Department

Francis C. McCall...Manager of Operations

Adolph J. Schneider

Assistant Manager of Operations

Jeanette Kriendler.....Office Manager

International Division

Stanley P. Richardson

Assistant to the Vice President

Cal Abraham.....Manager of Station Relations

Helen Davis.....Office Manager

Personnel Department

Ernest de la Ossa.....Director

Theodore Thompson.....Manager

Helen Korday.....Employment Manager

Corinne Pearson...Employee Services Counselor

Press Department

Sydney Eiges.....Vice President in Charge

Thomas E. Knode.....Director

Jo Dine.....Trade Press Editor

Allan Kalmus.....Television Editor

Leo Hershdorfer.....Feature and Copy Editor

James McLean.....Magazine Editor

Alton Kastner.....Column Editor

Sam Kaufman.....Exploitation Editor

Leonard Meyers.....Music Editor

Sidney Desfor.....Photo Editor

Dorothy Collins.....Fashion Editor

Program Department

Thomas McCray...National Program Manager

Robert K. Adams...Production Manager

Thomas H. Belviso..Manager of the Music Library

Frank Black.....General Music Director

Samuel Chotzinoff...Manager, Music Division

Patrick J. Kelly...Supervisor of Announcing

Allin Robinson...Night Program Manager

Frederick Knopfke...Sound Effects Manager

William Stern.....Director of Sports

Richard P. McDonagh...Manager, Script Division

Fred Shawn.....Administrative Assistant

Grace H. Sniffin...Supervisor Business Office

Public Affairs and Education Department

Dwight B. Herrick...Operations Manager

Doris Corwith...Manager, Talks Division

Margaret Cuthbert

Manager, Organizations Division

Sterling Fisher...Advisor

Jane T. Wagner

Assistant Manager, Organizations Division

Radio Recording Department

C. Lloyd Egner...Vice President in Charge

Robert W. Freidheim...Manager

Henry P. Hayes
Assistant to the Vice President & Business
Manager

Norman Cloutier, Manager of Thesaurus Programs
Charles G. Hicks, Jr., Recording Sales Manager
Willis B. Parsons

Thesaurus & Syndicate Sales Manager
George C. Stevens, Office Manager
H. H. Wood, Program Manager

Research Department

Hugh M. Beville, Director
Barry T. Rumble, Manager

Stations Departments

Easton C. Woolley, Director
Burton Adams
Manager—Cooperative Programs Division

Stations Relations Department

Sheldon B. Hickox, Jr., Manager

Traffic Department

Harry A. Woodman, Manager

Television Department

Noran Kersta, Director of Television Operations
Carleton D. Smith, Manager Television Dept.
Warren Wade

Executive Producer Program Division
Reynold R. Kraft, Eastern Sales Manager
C. G. Alexander

Business Manager Program Division
Allan Kalmus, Press Editor
R. E. Shelby

Director of Television Engineering Operations
William Webb, Promotion Manager

Transportation Department

Marie F. Dolan, Manager

Treasurers Department

Rudolph J. Teichner, Treasurer
William D. Bloxham, Purchasing Agent
William A. Williams, Assistant to the Treasurer

Stations Owned and Operated by the NATIONAL BROADCASTING COMPANY

WNBC	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
KNBC	San Francisco	Owned and operated by NBC
KOA	Denver	Owned and operated by NBC
WNBC-FM	New York	Owned and operated by NBC
WNBT	New York (Television)	Owned and operated by NBC
WN8W	Washington (Television)	Owned and operated by NBC

Operated Stations

WNBC—New York

James M. Gaines
Director of Owned and Operated Stations
and Manager of WNBC

Thomas B. McFadden, Assistant Manager
Murray Harris, Press Manager
Fred S. Heywood

Manager, News & Special Events Division
Donald A. Norman, Sales Manager
Thomas Page, Farm Director
de Lancy Provost, Program Manager
Charles B. H. Vaill

Advertising and Promotion Manager
WTAM—Cleveland

Vernon Pribble, Station Manager
Howard Barton

Promotion and Public Relations Manager
Michael Flanagan, Press Manager
Howard Gallagher, Sales Manager
Samuel Leonard, Engineer in Charge
Harold Metzger

Program Manager and Asst. Station Mgr.
Edward Wallace, Dir. of News & Special Events
KOA—Denver

Lloyd Yoder, General Manager
James MacPherson

Asst. General Mgr. and Commercial Mgr.
Clarence Moore, Program Manager
Dale Newbold, Auditor and Personnel Dir.
Robert Owen, Engineer in Charge
Randolph Smith, Promotion Manager

KNBC—San Francisco

John Elwood, General Manager
George Greaves, Asst. General Manager
W. J. Andrews, Radio Recording Manager
Harry Bubeck, Program Manager
A. Crapsey, Local Sales Manager
James Day, Public Service Director
Alphonse Diedrichs, Auditor & Office Manager
Ethel Gilchrist, Manager Sales Promotion
Byron Mills, Continuity Acceptance Manager
Curtis Peck, Engineer in Charge
John Thompson, Mgr., News & Public Service

Central Division—Chicago

Merchandise Mart, Chicago 54, Ill.

Tel.—Superior 8300

I. E. Showman, Vice President in Charge
Thomas H. Comper, Attorney
William Drips, Director of Agriculture
Robert Guilbert, Continuity Acceptance Editor
Jules Herbuveaux, Program Manager
A. W. Kaney, Station Relations Manager
John S. Keck, Radio Recording Manager
David Lasley, Promotion Manager
Howard C. Luttgens, Chief Engineer
Paul McCluer, Network Sales Manager
Oliver Morton, National Spot Sales Manager
William B. Ray, News & Special Events Manager
Jack Ryan, Press Manager
Judith Waller, Public Service Director
John Whalley, Business Manager

Western Division— Hollywood

Sunset Blvd. and Vine St., Hollywood, Calif.
Tel.—Hollywood 6161

Sidney N. Strotz Vice President in Charge
Lewis S. Frost Assistant to the Vice President
Frank Berend

Western Division, Network Sales Manager
Harold Bock
Manager of Public Relations and Television
Operations

Robert V. Brown Network Program Manager
Frank Delleff Auditor
Paul Gale Traffic Manager
Donald Honrath Continuity Acceptance Manager
Lathrop Mack

Western Division National Spot Sales Manager
Henry Maas Sales and Program Traffic Manager
Robert McAndrews

Promotion and Advertising Manager
Jennings Pierce
Public Service and Station Relations Manager

Leslie Raddatz
Network Press Manager—Western Division
Alfred Saxton

Network Engineer—Western Division
Oscar Turner Radio Recording Manager
Roger Sprague

Network News Manager—Western Division

Washington, D. C.

724 14th Street N. W., Washington, D. C.
Tel.—Republic 4000

Frank M. Russell Vice President in Charge
R. G. Coldenstroth Auditor
Mahlon Glascock Sales Manager
Albert E. Johnson Engineer in Charge

William McAndrew

Assistant to the Vice President & Director
of News and Special Events

Robert Morrison Manager of Radio Recording
Walter Royen Press Manager
James Seiler Assistant to the Manager
George Wheeler Program Manager
Lorin Myers Promotion Manager

NBC STATIONS PLANNING & ADVISORY COMMITTEE

Paul W. Morency WTIC Hartford, Conn.
Richard Mason WPTF Raleigh, N. C.
Milton Greenebaum WSAM Saginaw, Mich.
H. W. Slavick WMC Memphis, Tenn.
Walter E. Wagstaff KIDO Boise, Idaho
H. Quenton Cox KGW Portland, Oregon
John J. Gillin, Jr. WOW Omaha, Nebraska
William B. Way KVOO Tulsa, Okla.

Foreign Representatives

FRANCE

Henry Cassidy, 52 Avenue des Champs Elysees
ENGLAND

Merrill Mueller, National Broadcasting Company,
43 Berkeley Square, London West 1, England

SWITZERLAND

Max Jordan, Aeschengraben 31, Basle, Switzer-
land

RUSSIA

Robert Magidoff, United States Military Mission,
c/o United States Embassy, Moscow, Russia

JAPAN (Tokyo)

George Thomas Folster, GHQ PRO, AFPAC,
APO 500 c/o Postmaster, San Francisco

GERMANY

Edwin Haaker, American Press Center, APO
742A c/o Postmaster, New York, N. Y.

FOR COMPLETE LIST OF
ALL COMMERCIAL PROGRAMS
ON MAJOR NETWORKS
PLEASE TURN TO PAGE 961



KEYSTONE



Broadcasting System

Headquarters

580 Fifth Avenue, New York 19, N. Y.
Phone, LOngacre 3-2221

Officers & Directors

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

Offices

New York

580 Fifth Avenue
Phone, LOngacre 3-2221

General Manager Michael M. Sillerman
Director of Station Relations

Arthur H. Clement
Research Director Melvin G. Marden
Office Manager Selma Andrews
Account Executive Noel A. Rhys

Chicago

134 North La Salle St., Chicago 2, Ill.
Phone, State 4590

Secretary-Treasurer Sidney J. Wolf

Accountant & Office Manager

Elizabeth M. Mueller

Western Sales Manager Naylor Rogers

Hollywood

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

Program Director Elaine N. Gonda
Pacific Coast Sales Ralph W. Harker

Cleveland

310 Citizens Bldg. Cleveland 14, Ohio
Phone, Cherry 4050

Mid-Western Sales Louis M. Bloch, Jr.

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 transcription, eliminating wire charges. At time of going to press, the network includes 325 affiliated stations. The network supplies its stations with 24 fully scripted sustaining shows per week filling 1 hour per day, seven days each week, to a total of 7 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 exclusively, in a single transaction, by means of electrical transcription. The system offers its facilities in group network time periods from one hour down to five minutes, and also makes available announcement periods of one-minute, half-minute and twenty-five words in length.

REGIONAL NETWORKS

Arizona Broadcasting System

(ABS Network)

711 Heard Bldg., Phoenix, Ariz.

Phone 4-4161

PERSONNEL

ManagerRichard O. Lewis
Commercial Manager.....Bill Harvey
Promotion Manager.....Fred Gerletti

STATIONS

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

NATIONAL REPRESENTATIVE

Paul H. Raymer Company, Inc.

★

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 ManagerCarlton W. Morris

STATIONS

KOY, Phoenix; KTUC, Tucson; KSUN, Lowell.

NATIONAL REPRESENTATIVE

John Blair & Company

★

Arrowhead Network

WEBC Bldg., Duluth 2, Minn.

Phone, Melrose 2873

PERSONNEL

General Manager.....W. C. Bridges
Director of Operations....H. E. Westmoreland
Promotion Manager.....L. G. Anderson
WEBC Resident Manager.....Earl Henton
WMFG Resident Manager.....Harry Hyett
WHLB Resident Manager.....Oscar Peterson
WEAU Resident Manager.....Clyde Riddle
WJMC Resident Manager.....Greg Rouleau

STATIONS

WEBC, Duluth, Minn.-Superior, Wis.; WMFG,
Hibbing, Minn.; WHLB, Virginia, Minn.; WEAU,
Eau Claire, Wis.; WJMC, Rice Lake, Wis.
(Under Construction) WISC, Madison, Wis.;
WDUL-FM, Duluth, Minn.-Superior, Wis.; WEAU-
FM, Eau Claire, Wis.; WJMC-FM, Rice Lake,
Wis.

REPRESENTATIVE

George P. Hollingbery Co.

Connecticut State Network

WTHT, 555 Asylum St., Hartford 4, Conn.

Phone: Stamford 2-0237

PERSONNEL

PresidentGlover De Laney

STATIONS

WNAB, Bridgeport; WATR, Waterbury;
WNLC, New London; WNHC, New Haven;
WTHT, Hartford; WSTC, Stamford.

REPRESENTATIVES

Helen Wood, New York
Bertha Bannan, Boston

★

Don Lee Broadcasting System

5515 Melrose Ave., Hollywood 38, Calif.

Phone: Hollywood 8111

PERSONNEL

President.....Thomas S. Lee

Vice-President & General Manager

Lewis Allen Weiss

Vice-President & Asst. General Manager

Willet H. Brown

Secretary-Treasurer.....A. M. Quinn

Dir. of Station Relations.....Patrick Campbell

General Sales Manager.....Sydney Gaynor

Asst. Gen. Sales Manager.....Henry Gerstenkorn

Program Director.....Charles Bulott, Jr.

Production Director.....Bob Forward

Continuity Acceptance Dir. William Williams

News & Special Features Dir. Les Mawhinney

Chief Supervisor.....Tony La Frano

Public Relations Director.....Mark Finley

Publicity Director.....Art Sawyer

Program Promotion Dir.....Robert Stock

STATIONS

CALIFORNIA: KHJ, Los Angeles; KFRC, San Francisco; KAFY, Bakersfield; KHSL, Chico; KXO, El Centro; KIEM, Eureka; KYNO, Fresno; KMYC, Marysville; KYOS, Merced; KPRL, Paso Robles; KVCV, Redding; KXOA, Sacramento; KSBW, Salinas; KFYM, San Bernardino; KGB, San Diego; KVEC, San Luis Obispo; KVOE, Santa Ana; KDB, Santa Barbara; KXOB, Stockton; KCOK, Tulare.

OREGON: KALE, Portland; KWIL, Albany; KAST, Astoria; KBND, Bend; KOOS, Coos Bay; KORE, Eugene; KUIN, Grants Pass; KFJL, Klamath Falls; KRNR, Roseburg; KSLM, Salem.

WASHINGTON: KVI, Seattle; KNEW, Spokane; KXRO, Aberdeen; KELA, Centralia; KRKO, Everett; KWLK, Longview; KGY, Olympia; KUJ, Walla Walla; KYAK, Yakima.

IDAHO: KVIN, Coeur d'Alene; KRLC, Lewiston; KWAL, Wallace.

AVAILABLE NOW

CHALLENGE OF THE YUKON



RE-CREATES the stirring era of ambition, adventure and excitement of the Klondike Gold Rush days. Sgt. Preston of the Northwest Mounted Police and his dog, King, fight for law and order in the gold-mad Klondike.

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Phone: Victor 7210, George Abraham, Exec.
Chairman; 706 Sanders Ave., Schenectady 2,
N. Y., Phone: Schenectady 3-6028, David Borst,
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New York 27, N. Y.; WPRU, Princeton, Prince-
ton, N. J.; WXPN, Pennsylvania, Phila. 4, Pa.;
WRAD, Radcliffe, Cambridge 38, Mass.; WBS,
Wellesley, Wellesley 81, Mass.; WRTC, Trinity,
Hartford 6, Conn.; WES, Wesleyan, Middletown,
Conn.; WHRC, Haverford, Haverford, Pa.;
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ette, Easton, Pa.; WLRN, Lehigh, Bethlehem,
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WUVA, U. of Virginia, Charlottesville, Va.;
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don, Conn.; WWGC, Gettysburg, Gettysburg,
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WVBU, Bucknell, Lewisburg, Pa.; WVBR,
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N. Y.; WRUC, Union, Schenectady 8, N. Y.;
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Bard, Annandale-on-Hudson, N. Y.; WMS, Wil-
liams, Williamstown, Mass.; WABP, Alabama,
University, Ala.; WNCS, No. Carolina State,
Raleigh, N. C.; WUSC, U. of So. Carolina, Col-
umbia, S. C.; WRFI, U. of Illinois, Urbana, Ill.;
WMMC, MacMurray, Jacksonville, Ill.; WMUB,
Miami U., Oxford, Ohio; WONC, Olivet Nazare-
ne, Kankakee, Ill.; KWWC, Stephens, Colum-
bia, Mo.; WMB, Manchester, No. Manchester,
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Phone: 4-1843, 4-6491

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News Director.....Jack Goodman
Promotion Director.....John Hinckley
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KVNU, Logan.

IDAHO: KEYY, Pocatello; KVMV, Twin Falls;
KFXD, Boise-Nampa; KFXD-FM, Boise-Nampa
and KID, Idaho Falls.

WYOMING: KVRS, Rock Springs; KDFN,
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*Under Construction.

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Lewis H. Avery, Inc.

Iowa Tall Corn Network

401 Shops Building, Des Moines, Iowa

Phone: 2-0225

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Phone: Sacramento 2-5011

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Michigan Radio Network

1700 Stroh Bldg., Detroit, Mich.

Phone: Cherry 8321

PERSONNEL

General Manager.....James G. Riddell
 Sales Manager.....Harold Christian
 Dir. Adv. & Sales Prom.....William J. Hendricks

STATIONS

WXYZ, Detroit (Key Station); WBCM, Bay City; WFDF, Flint; WJIM, Lansing; WIBM, Jackson; WELL, Battle Creek; WLAV, Grand Rapids; WGFG, Kalamazoo; WRBZ, Muskegon; WSOO, Saulte Ste. Marie (Supplementary Station).

REPRESENTATIVE

WXYZ, Detroit, Mich.



New England Regional Network

26 Grove St., Hartford 15, Conn.

Phone: Hartford 2-3181

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STATIONS

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WJAR, Providence, R. I.; WLBZ, Bangor, Me.;

WTIC, Hartford, Conn.; WRDO, Augusta, Me.

REPRESENTATIVE

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North Carolina State Network, Inc.

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Phone: Concord 2154

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Northern Broadcasting & Publishing, Ltd.

25 King St. W., Ont., Canada

Phone: Adelaide 8895

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STATIONS

CKGB, Timmins, Ont.; CJKL, Kirkland Lake, Ont.; CFCH, North Bay, Ont.; Associated Stations: CHEX, Peterborough, Ont.; CKWS, Kingston, Ont.

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Northwest Network

9th and LaSalle, Minneapolis 2, Minn.

Phone: Bridgeport 3222

PERSONNEL

General Manager.....Stanley E. Hubbard
 Treasurer.....Kenneth M. Hance
 Sales Manager.....Miller C. Robertson

STATIONS

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

NATIONAL REPRESENTATIVE

Edward Petry & Co.

The Oklahoma Network

2004 Apco Tower, Oklahoma City 2, Okla.
Phone 3-8352

PERSONNEL

Managing Director.....Robert D. Enoch

STATIONS

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KBIX, Muskogee; KCRC, Enid; KADA, Ada;
KOME, Tulsa; KVSO, Ardmore; KTMK, Mc-
Alester; KSWO, Lawton.

NATIONAL REPRESENTATIVE

Taylor-Howe-Snowden Radio Sales



The Pennsylvania Network

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

PERSONNEL

General Manager.....Dr. Leon Levy
Asst. Manager.....J. L. Tinney
Technical Director.....George Lewis

STATIONS

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WEST, Easton; WSAN, Allentown; WFBG,
Altoona; WERC, Erie; WLEU, Erie; WHP,
Harrisburg; WKBO, Harrisburg; WJAC, John-
stown; WKST, New Castle; KDKA, Pittsburgh;
WJAS, Pittsburgh; KQV, Pittsburgh; WCAE,
Pittsburgh; WRAW, Reading; WARM, Scrant-
on; WGBI, Scranton; WKOK, Sunbury; WJPA,
Washington; WBRE, Wilkes-Barre; WBAX,
Wilkes-Barre; WRAK, Williamsport; (Harris-
burg, Scranton, Wilkes-Barre, Pittsburgh and
Erie stations optional).



Quaker Network

WFIL, Widener Bldg., Philadelphia, Pa.
Phone: Rittenhouse 6-6900

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; WRAK, Wil-
liamsport; WFBG, Altoona; WJAC, Johnstown;
WLEU, Erie; WSAN, Allentown; WWSW,
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Steinman Stations

8 W. King St., Lancaster, Pa.
Phone 5252

PERSONNEL

General Manager.....Clair R. McCollough
Sales Manager.....J. Robert Gulick
Program Manager.....J. Gorman Walsh
Promotion Manager.....Paul C. Rodenhauser
Chief Engineer.....J. E. Mathiot

STATIONS

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WKBO, Harrisburg, Pa.; WGAL, Lancaster, Pa.;
WEST, Easton, Pa.; WRAW, Reading, Pa.

NATIONAL REPRESENTATIVE

Radio Advertising Company



**Tennessee Valley
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Phone: 2-7111

PERSONNEL

Business Manager (WROL).....C. H. Frazier

STATIONS

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Tenn.; WKPT, Kingsport, Tenn.

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Manager (KPRC).....Jack Harris
Manager (KGNC).....Aubrey Jackson
Manager (KRIS).....T. Frank Smith
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NATIONAL REPRESENTATIVES

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NATIONAL REPRESENTATIVE

Edward Petry & Co., Inc.



Texas State Network, Inc.

1201 West Lancaster Ave., Fort Worth 1, Texas
Phone 3-3473

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Assistant Gen. Manager. Frances Williamson
Program Director.....Walton K. Blanton
Chief Accountant.....D. C. Hornburg
Traffic Manager.....Forrest W. Clough
Chief Engineer.....Truett Kimzey
Sales & Promotion Mgr.....Harry W. Mambert

REGIONAL NETWORKS

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Raleigh, North Carolina
Phone 8885-6

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Program Director... Howard Meschmier, WRAL
Sales Manager... R. K. Scott, Raleigh
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STATIONS

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The Walker Company



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Phone: Glendale 4-5062

PERSONNEL

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Z Net

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