

NETWORKS



NATIONAL



REGIONAL

Radio Annual—1949

OPERATION:

KNOWLEDGE



No crystal ball can answer the manufacturer's question, "Is my product what the people want?" No isolated, one-shot trial in an isolated city can really prove the strength of a selling appeal. But there is a way to learn the answers to these and many other questions:

***It's a test in WLW-land . . .
an "Operation: Knowledge"***

In WLW's merchandise-able area, you'll find a mirror of America. Here is not just one city; but many cities of many sizes. Here live not just farming folks and not just workers in the mines or mills; but people from every walk of life—with every type of income.

Here are nearly fourteen million persons, in parts of seven states—states of the north, the south, the east and middle west. Here is a true cross section of our mighty land.

And in this vast area is a radio station unique—a station which covers the area as a network

covers the nation. WLW reaches millions of people every day; but it reaches more of them in some cities than others—just as a network does. It gives vast coverage but not complete coverage—no medium or combination of media can do that for the country.

The advertiser who uses WLW alone is in the same position in WLW-land as the advertiser who embarks on a nation-wide program is in the country as a whole. What works on WLW is pretty sure to be sound throughout the land.

The logo for WLW, consisting of the letters "WLW" in a bold, white, sans-serif font, centered within a solid black oval.

THE NATION'S MOST MERCHANDISE-ABLE STATION

Crosley Broadcasting Corporation



MARK WOODS
President

American Broadcasting Company

IN large measure, so far as the American Broadcasting Company is concerned, 1948 can be summed up in one word—television.

For within the space of six months during the year ABC inaugurated regular TV service over three owned and operated stations, in New York, Chicago and Detroit; began regular program service to an Eastern and a Midwestern television network; acquired exceptional sites in New York and Hollywood as foci for its television activities on both seaboard; rounded out the basic pattern of its TV programming; set up, within the framework of its AM operations, a comprehensive, hard-hitting television personnel organization; and entered into affiliation agreements with a score of independently operated television outlets in as many of the nation's major markets.

About the time that this sees print, we will also have in operation ABC owned and operated TV stations in Los Angeles and San Francisco, putting our network in an unexcelled position to serve the current TV audience.

We are proud of the strides forward ABC has taken in the television field in such a comparatively short time. We are particularly proud that such progress has been achieved with no diminution of our steadily advancing efforts in the field of AM broadcasting.

During the year we extended and improved our theory of "planned programming"—the presentation in prime listening time of broadcasts calculated to obtain and hold large, continuing audiences thus giving the advertiser the benefit of a cumulative audience interest and response.

Prime example of this theory of programming is our Sunday night schedule, leading off with Drew Pearson, continuing with *Monday Morning Headlines*; *The Greatest Story Ever Told*; *Go for the House*; *Carnegie Hall*; *Stop the Music*; Walter Winchell, Louella Parsons, *Theater Guild on the Air* and Jimmie Fidler. The success of *Stop the Music* in one of the toughest

time segments in radio, has already become industry history.

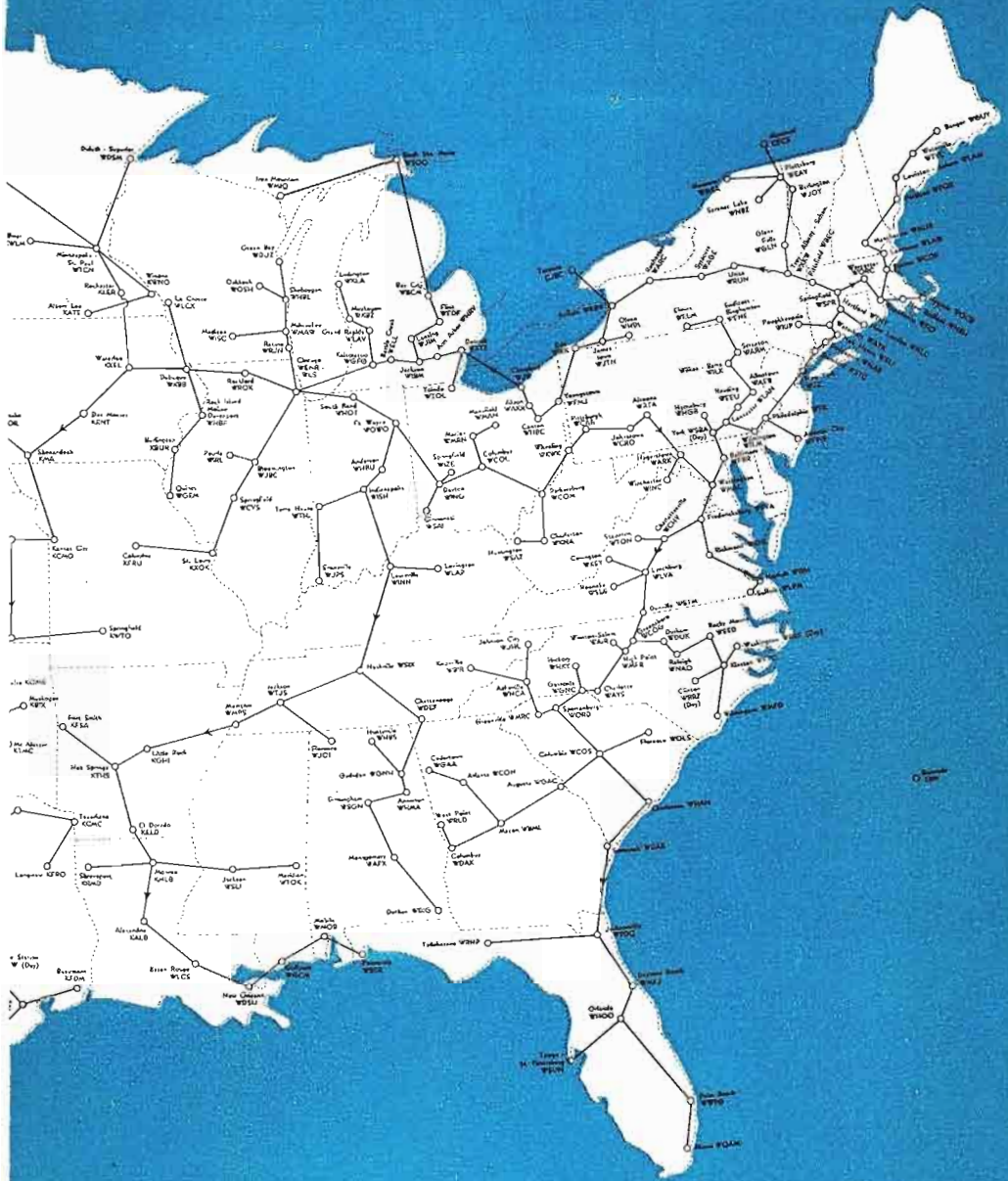
Tuesday night is another exemplification of this theory with such programs as Elmer Davis' news commentaries, Edwin C. Hill's *Human Side of the News*, *Youth Asks the Government*, *America's Town Meeting*, Erwin Canham, the Detroit Symphony Orchestra and the public service programs offered on behalf of both labor and management in equal and "frozen" time segments. Wednesday night on ABC has become established as "must" listening with such attractions as the *Original Amateur Hour*, the Milton Berle show, the Groucho Marx program, the one and only Bing Crosby in his Philco program and the Meredith Willson show.

We have strengthened substantially our Monday and Thursday evening program schedules and our strong daytime lineup has been augmented by such features as Eleanor and Anna Roosevelt, Maggi McNellis and Herb Sheldon, Galen Drake and Kay Kyser's *College of Fun and Knowledge*.

During the Year ABC also achieved substantial improvement in facilities available to its advertisers, concentrated in the nation's top two hundred markets. At the year's close our affiliates totalled 270, carefully selected to give the advertiser the greatest listener coverage rather than mere coverage of territory. Our owned and operated stations and many of our affiliated stations also made their debut into the FM field during the year with a program structure based on our AM program lineup.

The year saw a substantial number of new advertisers using ABC facilities, among them General Motors, the Association of American Railroads, P. Lorillard Co., Kelvinator, Sealtest, Pillsbury Mills and the Chesebrough Manufacturing Company. I feel confident that the progress we have achieved during 1948 will be enhanced in the coming year, despite the continuing tense international situation and its effect on our domestic economy. And while operating costs are steadily rising, particularly with the entrance of ABC into the television field on such a broad front, we feel that our network has no reason to look forward to a new year with anything but an optimistic view toward greater progress.

CASTING 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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Morgan Ryan..... Eastern AM Program Director
Helen Hedeman..... Supervisor of Casting
Charles F. Holden..... Television Production Mgr.
Richard Moore..... Admin. Asst. & Att. (TV)
Florence Morris..... Manager of Central Booking
Paul Mowrey..... National Dir. of Television
Sally O'Neill..... Program Co-ordinator (TV)
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Frank Vagnoni..... Manager of Music Division

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Francis Conrad Western Div. Sta. Relations Mgr.
R. G. Denechaud Engineering Operations Sup.
John J. Edwards Production Manager
Ernest Felix Personnel Director, Controller
and Office Manager

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A. E. Evans Engineering Manager
Edith Kirby Traffic Manager
Maurice Baker Promotion and Publicity Mgr.

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Frank Carman, KUTA, Salt Lake City, Utah,
District 6
Owen Uridge WQAM, Miami, Fla.,
District 8

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

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Otto Brandt Station Relations Manager
Raymond Diaz Traffic Manager

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Anthony M. Hennig Assistant Treasurer
Harold L. Morgan Budget Officer
Walter C. Tepper Controller

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1703 K Street
Washington, D. C.

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Burr E. Lee Production Manager
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Harold Stokes Program Manager
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Gerald R. Vernon Coordinator of Television Sales
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Clyde Scott General Manager KECA

Victor Reed News Editor
Kenneth Stedman Auditor
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Harold Hough, WBAP, Fort Worth, Texas,
District 5
Arch Morton, KGR, Seattle, Wash., District 7
Henry P. Johnston WSGN, Birmingham, Ala.,
District 4
J. P. Williams, WING, Dayton, Ohio, District 2

NOW, MORE THAN EVER,
YOUR BEST BUY IS
*The large
economy
size!*

**WHAS
MARKET**

(Country with 50% in
100% Daytime BMB coverage)

NOW

689,580

RADIO FAMILIES

**Louisville
Station B Market**

(Country with 30% in
100% Daytime BMB coverage)

NOW

207,630

RADIO FAMILIES

AND COMPARING 1946 TO 1948

WHAS

Up 17.1%

**LOUISVILLE
STATION B**

Down 3%

50,000 WATTS • 1-A CLEAR CHANNEL • 840 KILOCYCLES

*The only radio station serving and selling
all of the rich Kentuckiana Market*

Victor A. Sholis, Director

J. Mac Wynn, Sales Director

REPRESENTED NATIONALLY BY EDWARD PETRY AND CO.





FRANK STANTON
President

Columbia Broadcasting System

PERHAPS the outstanding characteristic of the year ahead will be the way it will look ahead. Only a few months after this is published we will be setting out on the second half of the 20th Century. 1949 will therefore be peculiarly a year of prophecy and predictions of a new half-

century open up.

Quite aside from the influence of the calendar, however, both the continuing upsurge of television, and the expansion of radio programming, will fix our attention on developments ahead for both these great media. 1949 will be, I think, the year in which radio and television will really begin to learn to live together in the homes of America.

At CBS we are carrying into our planning for this exciting future the experience we have had over the last two decades as broadcasters. "Good programming" will, we believe, continue to be the indispensable key to successful operation in radio-television in the future just as it has been in the past. We will be looking for new ideas, new formats and new trends which will give the American listener and viewer such an ever-better programming product.

The CBS Package Program operation has been one means we have adopted of creating and controlling a substantial portion of our programs so that we can build the most effective entertainment and informational sequences. As I write, 21 CBS Package Programs are now serving 18 different sponsors. These CBS-owned shows have been the subject of increasing industry comment because of the place they have made for themselves with the audience, reflected in both Nielsen and Hooper reports, and because of the effective sales performances they have turned in for CBS sponsors.

We are applying the same general programming philosophy as we develop the CBS-TV network. "The show's the thing!" Within the last year we have made rapid strides in TV programming in all the varied fields in which (as in AM-FM) a balanced program schedule requires us to build good features. For example, *Toast of the Town* in enter-

tainment; our TV version of *People's Platform* in public affairs, offering both studio and on-the-street interviews; *Lucky Pup* in children's programs, and many others.

We are producing and selling TV shows, as we have done with AM shows for so many years. We have assembled the staff to create TV shows of interest and distinction, and our sponsor lists are growing with just such programs. We believe the first business of broadcasters—whether in AM, FM or TV—is programs, and we want an increasingly active part in that business.

One area of expansion in programming—both for radio and for television—is that of sports. While we have always provided extensive coverage of leading sporting events throughout the country, our plans for the future contemplate an even greater activity in this area which is attracting the leisure-time interest and participation of more and more Americans and making this another "golden age" of sports. Through our ownership interest in the *Tournament of Champions* we will bring to our audiences leading boxing events; and through our arrangement with Madison Square Garden we will continue to offer many of the great sporting spectacles which occur in the Garden. In the coverage of football games we successfully pioneered in the 1948 season a new technique of simultaneous multi-game coverage, which we anticipate continuing when the 1949 season starts.

There are many other areas of Columbia's operation where productive and promising plans are in progress. One of the most interesting is the new Long-Playing Record which was placed on the market in 1948 by Columbia Records Inc.

Another area of promise for 1949 is that of station operations. This is the year when we will begin our management of KQW in San Francisco as a Columbia-owned station, the second key outlet for CBS on the West Coast, supplementing our great program center at Los Angeles. We will expect to extend our television programs to many additional cities as new facilities in 1949 make possible the further spread of the CBS-TV network—looking to the same, vigorous pattern of CBS expansion in the future as has marked CBS history from the beginning.

COLUMBIA BROADCAST



C O L U M B I A

Broadcasting System, Inc.

Executives and Staff

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

Telephone: PLaza 5-2000

Registered Telegraphic Address—COLUMBIA NEW YORK

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		Frank K. White	

General Counsel.....Rosenman, Goldmark, Colin & Kaye.

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 Manager of Network Technical Operations
 and Chief Engineer of WCBS
 Walter R. Pierson
 Manager of Building Operations
 Paul Wittlig
 Manager of Technical Operations, Television
 John D. Gilbert
 Asst. Mgr. of Network Technical Operations

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A. B. Chamberlain... Chief Engineer
H. A. Chinn... Chief Audio-Video Engineer
J. W. Wright... Chief Radio Engineer

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Music Copyright Department

W. Clark Harrington... Director

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W. Donald Roberts... Western Manager
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Joseph Spadea... Manager

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Lyman Bryson... Counselor on Public Affairs
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Director of Education and Opinion Broadcasts
George Crothers
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Helen Sioussat... Director of Talks
Leon Levine... Director of Discussion Broadcasts
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Philip Eisenberg... Producer
Wells Church... Director of News Broadcasts
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John Derr... Assistant to the Director of Sports

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R. R. Ray... Assistant to Director
Will Bratter... Assistant to Director
Martin Leeds... Business Manager, Hollywood
James Fonda
Manager of "Amos 'n' Andy" Property

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Sound Effects Division

Davidson Vorhes... Mgr. of Sound Effects Division

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Michael Boscia... Mgr. of WCBS Press Information
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Dorothy Leffler... Manager of Magazine Division
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Joseph Sage... Photo Editor

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George Dunham... Eastern Television Sales Manager
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James F. Burke... Supervisor of Program Service
Thomas Ellsworth

Director of Promotion for Radio Sales
Benjamin Margolis... Sales Service Manager
Alice Santti... Manager of Time Clearance
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Agnes Law... Librarian
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Neal Hathaway... Manager of Program Promotion
Charles Oppenheim

Asst. Manager of Program Promotion
John Fox... Business Manager
John P. Cowden
Dir. of Promotion Service for Columbia-Owned Stations

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James V. Melick... Executive Assistant

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Vice President in Charge of Station Relations
William A. Schudt, Jr.
Director of Station Relations
Edward E. Hall... Eastern Division Mgr., Hollywood
Edwin Buckalew... Western Div. Mgr., Hollywood

Housewives' Protective League Productions

Fletcher Wiley... General Manager
Edward W. Wood... Sales Manager

Television Department

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Jerome Danzig... Associate Dir. of Programs
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Mgr. of Television Program Development
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Manager of Television Sales Development
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Dir. of News, Special Events and Sports
Robert Bendick
Asst. Director of News and Special Events
Lawrence S. Haas... Coordinator of News
Richard Edwards... News Broadcaster
Eleanor Kilgallen... Casting Director
Merritt H. Coleman... Director of Operations
Jackson Green... Dir. Prod. Actvt.
John DeMott... Production Manager
Robert Wood... Manager of Operations
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Paul Wittig... Mgr. of Technical Operations

COLUMBIA BROADCASTING SYSTEM

Standard Stations:
KMOX, St. Louis
KNX, Los Angeles
WBBM, Chicago
WCBS, New York

WCCO, Minneapolis
WEEI, Boston
WTOP, Washington
FM Stations:
KNX-FM, Los Angeles

WBBM-FM, Chicago
WCBS-FM, New York
WEEI-FM, Boston
TV Station:
CBS-TV, New York



EDGAR KOBAK
President

Mutual Broadcasting System

IT seems that no matter what other gyrations we go through in broadcasting—ratings, research, coverage, hearings, conventions—we always fetch up against the one all-important fundamental of programming. Nobody has yet figured how to get

around Shakespeare's "the play's the thing" and stay a success in radio.

Some of the more recent evidence of this is contained in surveys of television viewing habits, conducted both by Hooper and Pulse, Inc.

People in television (station owners, producers, engineers) have long gone on the assumption that once a family bought a television set, all its members could have but little time to devote to any other form of entertainment—broadcasting, movies, books or what-have-you. They have gone on the assumption that the "novelty" of this great new medium is a long, long time wearing out.

The survey figures seem to contradict these beliefs. According to Pulse there is considerable falling off in the number of people who have their televisions turned on *regardless of what the program may be*; according to Pulse, this falling off amounts to about 30 per cent. Hooper confirms the falling off but gives the figure as 10 per cent. Some place between the two, will probably be found the actual facts but the point we want to make is that it seems clear that the novelty wears off much more quickly than anyone has allowed for.

The focus even this early in television is shifting to *program quality*.

And if this is true in such a new, dramatic and exciting medium as television, how true it must be in the case of sound broadcasting?

We think the statistical gentleman of radio will support the statement that total listening to radio has remained at about the same level for the past four years; and we don't think there is any doubt that the principal reason for this is the quality of a major portion of programming—which has been static and none too inspiring for a long time.

The fact is that there have been no

really new program ideas in years—that all the so-called "new" things which we serve up, are really old things in a new collar and cuffs. If we were called upon to prove this, we would do it by reminding the reader of what has happened in recent months: no sooner had one station and one network scored a success with a "giveaway," when all other networks and most stations jumped on the bandwagon, demonstrating thereby the dearth of ideas and the eagerness with which everybody pounces on a half-way new idea.

(So far, in fact, did this giveaway fever go, that it got the industry into considerable hot water—and in November as this is written, we are not yet out of it.)

If we may be permitted a short commercial: Mutual has tried, and we think with some success, to develop and put on the air programs having something new and different in the way of a basic idea or a twist on some established format. For example—"Twenty Questions" and "Juvenile Jury" introduced fresh elements into programming; "Newsreel" and "Meet the Press" are new twists on the presentation of news and discussion; our series of documentaries on Atomic Energy introduced popular quiz and audience participation techniques into serious radio. We will continue experimenting—and expect to make still further contributions to better programming.

It could be that one explanation for poor quality and lack of progress in programming may be found in the fact that we have failed to attract top writers into radio and television—the writers whose work is produced on Broadway stages and published between covers and in magazines.

It is clear, we think, that broadcasting has devoted a lot of time to a lot of things, but not enough time to the important things: programming which will appeal to and hold and even increase audiences—programming that will meet the needs of that disturbingly large segment of people so laconically defined by Hooper as "at home but not listening."

In 1949, I think of no better goal for broadcasting than more attention to programming and less emphasis on secondary matters—more focus on programs and less hocus-pocus.

MUTUAL BROADCAST

- KFAR
- KENI
- ALASKA



**NETWORK FACILITIES
AS OF JAN. 15, 1949**

MUTUAL Broadcasting System

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

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E. M. Johnson.V. P. in Chg. of Engn'g & Sta. Rel.

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George Westby.....Budget Director

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Margaret Maloney.....Telephone Supervisor

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James Chapman.Supervisor of Engineering Traffic
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Herbert Rice.....Director of Production
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Floyd Mack.....Day Supervisor
Idella Grindlay.....Studio Arrangements
John Newhouse.....Night Supervisor
Hugo Seiler.....Night Supervisor
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Ada Lusardi.....Program Traffic Manager

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Arthur Feldman.....Director of Special Events
John Bosman.....News Editor
Paul Jonas.....Director of Sports
James E. O'Bryon.....Director of Press
Francis X. Zuzulo

Asst. Dir. of Press, Trade News Editor
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John Skinner.....Special Service Editor
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Win Goulden.....Feature Ed.

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Richard J. Puff.....Director of Research
Paul Benson.....Asst. Dir. of Research
F. Carleton McVarish...Mgr. of Audience Prom.
Winifred Hall.....Production Supervisor

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Norman Knight.....Field Representative
James Mahoney.....Field Representative
Roy Danish.....Manager, Station Information
Paul Hancock.....Field Representative

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Charles Godwin.....Manager

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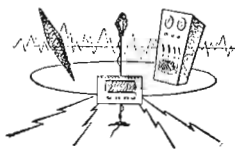
Howard Cann.....Sales Representative




Hollywood Staff

Ned Tollinger.....Program Manager
Harriet Crouse.....Publicity Director

Detroit  is not only the world's  greatest automotive  center, it is also one of the nation's most important radio production centers.  And the center of Detroit's radio production is

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TRENDLE-CAMPBELL ENTERPRISES, INC.

1800 Strob Building

Detroit 26, Michigan



NILES TRAMMELL
President

National Broadcasting Company

NEVER before has it been so difficult to predict what a new year will hold for broadcasting. Radio has just completed one of its most prosperous years. Television at the end of 1948 began fulfilling its promise. Television program fare finally began keeping pace with its technical achievements. Radio should prosper again in 1949 and television—with such technical advances as the interconnection of the east and midwest by coaxial cable and the arrival on the air of many more stations—will become a much greater force for selling and entertaining.

But the promise of video has been, and will, for the most part be at the cost of expending some of the profits of radio. Many radio station operators have poured immense sums of money into building their sister television stations with little return. And much more of radio's money must yet be spent for the development of this competing medium. With these elements in mind, the National Broadcasting Company has set a two-fold goal for 1949: (1) To hold the 1948 increase in revenues for sound broadcasting, and to develop new money for television. (2) To improve programming on both radio and television, particularly programs in video which have not kept pace with outstanding technical advances.

Sound broadcasting today enjoys the greatest circulation of any medium. More people are now listening to sound radio than ever before, and sets are in use more hours per day than at any time in radio history. This makes radio too good a buy for advertisers to defect in droves to other media, including television.

So the challenge is to develop new advertising money for video by increasing the total advertising dollar. Radio did this. And television is doing it, too.

Of the twenty-seven commercial programs being seen on the NBC East-coast television network near the end of 1948, twelve were sponsored by clients who were not buying time in radio. The other fifteen shows were being presented by clients who were

spending additional money for these programs. In other words they were not reducing their AM budgets to buy video. This 100% pace certainly will not last but it should be our purpose to keep the new money percentage at the very highest possible level.

As for our other goal, programming, there are some definite new trends in television. The first of these had to do with sports. A year ago, on the three major New York stations then in existence, 53% of the broadcast schedule was devoted to sports. At the end of 1948, on these same three stations, sports accounted for only 27% of the schedule.

Another trend seems to be developing in relation to film programs. While feature films and film shorts are being used even more extensively than they were a year ago, audience acceptance of such films is declining. The reason is rather obvious. In the early days of television, many older films were used as fillers and the audience because of the novelty and lack of competition would watch them.

In the fields of drama and variety, television, has perhaps made its greatest program advances. Such programs as the *Texaco Star Theatre*, *Philco Television Playhouse* and the *Kraft Theatre* demonstrate fine production and direction technique and attract large audiences. But in the field of news programs there is much to be done. New and imaginative techniques for the presentation of current events are sorely needed.

In my opinion there are many program formats used in radio which could be exploited for television. The five-times-a-week continued story should be effective and economical on video.

So here is the challenge. Faced with the decline in the novelty of television and with his audience becoming more and more selective, the video programmer must call on his imagination for new techniques and original ideas to please and entertain his public.

And in both radio and television, he must call upon that same imagination to educate and inform. In 1949 public service programs should be a prime concern to both the AM and video broadcaster. For television, the public service type of program hasn't yet been fully explored; for radio, it hasn't yet been fully exploited.

NATIONAL Broadcasting Company

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

Registered Telegraphic Address
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C. A. Rackey	Mgr. of Audio & Video Engr.
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Richard H. Graham	Attorney (Hollywood)
Thomas H. Compere	Attorney (Chicago)
Willson J. Hurt	Attorney (Denver)
Cahill, Gordon, Zachry & Reindel	Counsel (New York & Washington)

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Jacob Evans	Promotion Manager

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Adolph J. Schneider	Dir. of TV News & Spec. Ev.
Joseph O. Meyers	Mgr. of Operations
Jeanette Kriendler	Office Manager

International Division

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Cal Abraham	Station Liaison & Pub. Rel. Dir.

Personnel Department

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Allan Kalmus	Television Manager
Sam Kaufman	Spec. Services Mgr.
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John Slocum	Magazine Editor
James Miller	Column Editor
Leonard Meyers	Music Editor
Sidney Desfor	Photo Editor

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Arch Robb	Asst. Prog. Dir. in Chrg. of Prog. Opr.
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Samuel Chotzinoff	General Music Director
Patrick J. Kelly	Manager of Announcers
Allin Robinson	Night Program Manager
Frederick Knopfke	Sound Effects Manager
William Stern	Director of Sports
Richard P. McDonagh	Manager, Script Division
Grace H. Sniffin	Supervisor Business Office

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Margaret Cuthbert	Dir. of Public Affairs
Doris Carwith	Dir. of Talks & Religious Bcsts.
Jane T. Wagner	Dir. of Education

Radio Recording Department

Robert W. Friedheim	Director
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 Charles G. Hicks, Jr..... Recording Sales Manager
 Donald J. Mercer..... Thesaurus & Synd. Sales Mgr.
 H. H. Wood..... Program Director
 Frank McMahon..... Promotion Manager

Research Department

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 Barry T. Rumble..... Manager

Stations Departments

Easton C. Woolley..... Director
 Burton Adams..... Mgr.—Coop. Programs Division

Stations Relations Dept.

Sheldon B. Hickox, Jr..... Manager

Traffic Department

Harry A. Woodman..... Manager

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
WNBW	Washington (Television)	Owned and operated by NBC
WNBK	Cleveland (Television)	Owned and operated by NBC
KNBH	Hollywood (Television)	Owned and operated by NBC
WNBQ	Chicago (Television)	Owned and operated by NBC

Central Division—Chicago

Merchandise Mart, Chicago 54, Ill.

Tel.—Superior 8300

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 Robert Guilbert..... Continuity Acceptance Manager
 Jules Herbuveaux..... Television Manager

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 J. Robert Myers..... Adm. Asst. to Dir. of TV Oper.
 Norman Blackburn..... Nat. Dir.—Tele. Prog.
 Warren Wade..... Production Manager
 Russ Johnston..... Director of Film Division
 Robert Wade..... Mgr. of Prod. Facilities
 R. R. Davis..... TV Operations Supervisor
 Albert Reibling..... Business Manager
 Robert E. Shelby..... Dir. of TV Engr. Operations
 F. A. Wankel..... Asst. Dir. of TV Engr. Operations
 Helen M. Korday..... Personnel Supervisor

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 William A. Williams..... Assistant to Treasurer
 William D. Bloxham..... Purchasing Agent

A. W. Kaney..... Station Relations Manager
 David Lasley..... Promotion Manager
 Howard C. Luttgens..... Division 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 Affairs Director
 John Whalley..... Business Manager

**Western Division—
Hollywood**

Sunset Blvd. and Vine St. Hollywood 28, Calif.

Tel.—Hollywood 6161

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Harold Bock.....Television Manager
Robert V. Brown.....Western Network Prog. Mgr.
Frank Dellett.....Auditor
Paul Gale.....Traffic Manager
Donald Honrath.....Continuity Acceptance Manager
Robert E. Howard.....Wstrn. Div. Nat. Spot Sales Mgr.
Henry Maas.....Sales and Program Traffic Manager
Helen M. Hall Act. Mgr. Wstrn. Net Prom. & Adv.
Jennings Pierce.....Pub. Int. Sta. & Guest Rela. Mgr.
Leslie Raddatz.....Net. Press Mgr.—Wstrn. Div.
Alfred Saxton.....Division Engineer
Roger Sprague.....Net. News Mgr.—Wstrn. Div.

Washington, D. C.

724 14th Street N. W., Washington 5, D. C.

Tel.—Republic 4000

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R. G. Coldenstroth.....Auditor
Mahlon Glascock.....Director of Sales
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Walter Royen.....Press Manager
James Seiler.....Personnel & Research Mgr.
George Wheeler.....Director of Programs

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Harold Essex.....WSJS, Winston-Salem, N. C.
Harry Bannister.....WJW, Detroit
Walter J. Damm.....WTMJ, Milwaukee
Ed Yocum.....KCHL, Billings, Mont.
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Wiley P. Harris.....WJDX, Jackson, Miss.
Ewing C. Kelly.....KCRA, Sacramento, Calif.

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



KEYSTONE



Broadcasting System, Inc.

Headquarters

580 Fifth Avenue, New York 19, N. Y.
Phone, PLaza 7-1460

Officers & Directors

Exec. 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, PLaza 7-1460

Pres. & General Manager. Michael M. Sillerman
Office Manager..... Eve Bannier
Research Director..... James A. Yergin
Account Executive Noel A. Rhys

Accountant & Office Manager

Elizabeth M. Mueller

Western Sales Manager..... Naylor Rogers

Hollywood

6331 Hollywood Blvd., Hollywood 28, Calif.
Phone, Hollywood 5338

Program Director Elaine N. Gonda

Chicago

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

Secretary-Treasurer..... Sidney J. Wolf
Director of Station Relations..... E. R. Rogers

Cleveland

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

Mid-Western Sales..... Lucis 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 375 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

Alabama State Group

Bankhead-Long Building, Jasper, Ala.
Phone: 100-200

PERSONNEL

Director of Operations.....James E. Reese
STATIONS

ALABAMA: WOOB, Anniston; WEBJ, Brew-
ton; WKUL, Cullman; WDIG, Dothan; WXAL,
Demopolis; WMFT, Florence; WGAD, Gads-
den; WWWB, Jaseph; WMCY, Montgomery;
WJHO, Opelika; WKAB, Mobile; WTBF, Troy;
WTBC, Tuscaloosa.

NATIONAL REPRESENTATIVE

Harry A. Friedenberg

The Aloha Network

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

PERSONNEL

President(Open)
Vice-Presidents.....R. M. Fitkin,
J. E. Jaeger, C. J. Fern, E. Crane
Sales Manager.....L. R. Turner

STATIONS

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

Alaska Broadcasting System

CBS

830 Securities Bldg., Seattle 1, Wash.
Phone: Seneca 6333

PERSONNEL

General Manager.....William J. Wagner
Secretary & Treasurer.....I. F. Wagner
Washington Attorney.....Philip M. Baker
Seattle Manager.....Ernest Spink
Attorney.....Warren Cuddy

BRANCH OFFICES

Station KFQD, Box 1040, Anchorage, Alaska.
Kenneth Laughlin, Station Mgr.; Station KTKN,
Ketchikan, Alaska, James Fletcher, Station
Mgr.; Station KINY, Juneau, Alaska, John
Ashbaugh, Station Mgr.; Station KFRB, Box
950, Fairbanks, Alaska, Claude Ratliff, Jr.,
Station Mgr.; Station KIBH, Box 250, Seward,
Alaska, Bruce Cruikshank, Station Mgr.

STATIONS

KFQD, Anchorage, Alaska; KTKN, Ketchi-
kan, Alaska; KINY, Juneau, Alaska; KFRB,
Fairbanks, Alaska; KIBH, Seward, Alaska;
KOQL, Anchorage, Alaska.

Arizona Broadcasting System

(ABS Network)

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

PERSONNEL

Manager.....Richard 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

Radio Station KOY

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

PERSONNEL

Manager.....Albert D. Johnson
Program Manager.....John R. Williams
Commercial Manager.....John L. Hogg
KTUC Manager.....Lee Little
KSUN Owner.....Carlton W. Morris

STATIONS

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

NATIONAL REPRESENTATIVE

John Blair & Company

Arrowhead Network

WEBC Bldg., Duluth 2, Minn.
Phone: ME1rose 2873

PERSONNEL

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Director of Operations.....H. E. Westmoreland
Dir. of News & Sp. Events.....Earl Henton
Director of Engineering.....Charles B. Persons
Promotion Manager.....L. G. Anderson
WMFG Resident Manager.....Oscar Peterson
WHLB Resident Manager.....Arthur Nelson
WEAU Resident Manager.....Harry Hyett
WJMC Resident Manager.....Greg Rouleau
WISC Resident Manager.....Ralph O'Connor
WEBC.....Arrowhead Network Personnel

STATIONS

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

Regional Networks

Connecticut State Network

WTHT, 555 Asylum St., Hartford 4, Conn.
Phone: Hartford 2-0237

PERSONNEL

President.....C. Glover DeLaney

STATIONS

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

★

Dixie Network

410 Main St., Houston 2, Tex.
Phone: P-3108

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Vice-President.....Robert Bush
Secretary-Treasurer.....King H. Robinson
Director.....E. C. Davis
Director.....Arthur Kay
General Manager.....Phil Dusenbury

STATIONS

KATL, Houston, Texas; KOGT, Orange,
Texas; KRIC, Beaumont, Texas; KRFL, Bay-
town, Texas; KOLE, Port Arthur, Texas.

★

Don Lee Broadcasting System

1313 N. Vine St., Hollywood, Calif.
Phone: HUDson 2-2133

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Secretary-Treasurer.....A. M. Quinn
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Asst. Gen. Sales Manager..Henry Gerstenkorn
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Continuity Acceptance Dir. William Williams
News & Special Features Dir. Les Mawhinney
Chief Supervisor.....Tony La Frano
Public Relations Director.....Mark Finley
Publicity Director.....James Patsons, Jr.
Program Promotion Dir.....Robert Stock

STATIONS

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KXO, El Centro; KIEM, Eureka; KYNO, Fresno;
KMYC, Marysville; KYOS, Merced; KPRL, Paso
Robles; KVCV, Redding; KXOA, Sacramento;
KSBW, Salinas; KFXM, San Bernardino; KGB,
San Diego; KVEC, San Luis Obispo; KVOE,
Santa Ana; KDB, Santa Barbara; KXOB,
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KORE, Eugene; KUIN, Grants Pass; KFJL, Klamath
Falls; KRNR, Roseburg; KSLM, Salem.

WASHINGTON: KVI, Seattle; KNEW, Spo-
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KELA, Centralia; KRKO, Everett; KWLK, Long-
view; KGY, Olympia; KUJ, Walla Walla;
KWNW, Wenatchee; KYAK, Yakima.

IDAHO: KVNI, Coeur d'Alene; KRLC, Lewis-
ton; KWAL, Wallace.

NEVADA: KATO, Reno.

ARIZONA: KOOL, Phoenix; KCNA, Tucson;
KCKY, Coolidge; KNOE, Nogales.

HAWAII: KHON, Honolulu; KIPA, Hilo;

KTOH, Lihue; KMVI, Wailuku.

ALASKA: KENI, Anchorage; KFAR, Fair-
banks.

NATIONAL REPRESENTATIVES

John Blair & Co.

★

Georgia Association of Local Stations

P. O. Box 403, Decatur, Ga.
Phone: CRescent 7066

PERSONNEL

Sales Director.....Tom Carr

STATIONS

WDEC, Americus; WGAU, Athens; WLBB,
Carrollton; WBHF, Cartersville; WGAA, Cedar-
town; WJM, Cordele; WMOC, Covington;
WBLJ, Dalton; WDWD, Dawson; WMLT, Dub-
lin; WBHB, Fitzgerald; WDUN, Gainesville;
WKEU, Griffin; WFOM, Marietta; WIBB,
Macon; WMVG, Milledgeville; WMGA, Moul-
trie; WROM, Rome; WFRP, Savannah; WWNS,
Statesboro; WSTF, Thomaston; WKTG, Thom-
asville; WWGS, Tifton; WLET, Toccoa; WRQN,
Vidalia; WAYX, Waycross; WRLD, West
Point; *WGLS, Atlanta-Decatur.

* Key Station.

★

Georgia Major Market Trio

(Address Any Station or The Katz Agency)

PERSONNEL

General Manager (WAGA)... James E. Bailey
General Manager (WTOC)... W. T. Knight
General Manager (WMAZ)... Wilton E. Cobb

STATIONS

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

REPRESENTATIVE

The Katz Agency

★

Georgia Quartet

c/o George P. Hollingbery Co.

307 N. Michigan Ave., Chicago, Ill.

Phone: ANdover 3-2636

BRANCH OFFICES

Whitehead Building, Atlanta, Ga., Dan
Schmidt, Ill. Manager; 420 Lexington Ave.,
New York, N. Y., F. E. Spencer, Jr., Manager;
411 W. 5th St., Los Angeles, Calif., Harry H.
Wise, Jr., Manager; 235 Montgomery St., San
Francisco, Calif., Knox La Rue, Manager.

STATIONS

WGST, Atlanta; WRBL, Columbus; WRDW,
Augusta; WSAV, Savannah.

Regional Networks

Great Northern Broadcasting System, Inc.

814 National Bldg., Minneapolis, Minn.
Phone: GENEVA 9631

PERSONNEL

President.....A. A. Fahy
Vice-President.....John B. Cooley
Treasurer.....E. E. Krebsbach
Secretary.....M. M. Marget
Assistant Treasurer.....A. A. Fahy
Assistant Secretary.....W. S. Russell

BRANCH OFFICES

117½ S. Main St., Aberdeen, S. Dak., A. A. Fahy, President and General Manager.

STATIONS

WLOL, Minneapolis, Minn.; KMHL, Marshall, Minn.; KGDE, Fergus Falls, Minn.; KNOX, Grand Forks, N. Dak.; KLPM, Minot, N. Dak.; KGCU, Mandan, N. Dak.; KABR, Aberdeen, S. Dak.; KDHL, Fairbault, Minn.; KWLM, Wilmar, Minn.; KVOX, Moorhead, Minn.; KDLR, Devils Lake, N. Dak.; KGCK, Sidney, Mont.; KOVC, Valley City, N. Dak.

★

Great West Network

317 North Broadway, Box 1388, Albuquerque, N. M.

Phone: 3-1744

PERSONNEL

General Manager.....William T. Kemp
Sales Manager.....Paul Kehle
Program Director.....Ralph Henry
Chief Engineer.....John Morrison
Assistant Manager.....Minnie K. Jones
Dir. Spanish Language Pro...Raquel Marzuez
Dir. Womens Programs.....Betty Kehle

BRANCH OFFICE

Artesia, New Mexico, Burney Jones, Mgr.

★

The Intermountain Network

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

Phone: 4-3561, 4-1843

PERSONNEL

President.....George C. Hatch
Executive Vice-President.....Alvin G. Pack
Vice-Pres. in charge of Sales...Lynn L. Meyer
Program Director.....Craig Rogers
Dir. Engineering.....W. D'Orr Cozzens
Studio Control Sup.....Nephi Sorenson
Transmitters Sup.....Cloyde Anderton
Maintenance Engineer.....Rex L. Vance
Production Directors.....Vern Bruggeman,
John Woolf, Jon Duffy, Nelson Hall,
William Post
Music Director.....Earl Donaldson
Sports Director.....Mal Wyman
News Director.....Jack Goodman
Promotion Director.....Mrs. Alma L. Clark
Continuity Director.....Nat Berlin

STATIONS

UTAH: KALL (Key Station), Salt Lake City; KLO, Ogden; KOVO, Provo; KOAL, Price; KVNU, Logan; K SVC, Richfield.

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

WYOMING: KVRs, Rock Springs; KDFN, Casper; KPOW, Powell; KWYO, Sheridan; KOWB, Laramie.

MONTANA: KMON, Great Falls; KBMY, Billings; KRIF, Miles City; *Butte.

NEVADA: KRAM, Los Vegas.

*Under Construction.

REPRESENTATIVE

Lewis H. Avery, Inc.

★

Iowa Tall Corn Network

407 5th Ave., Des Moines 9, Iowa

Phone: 2-0225

PERSONNEL

General Manager.....George W. Webber
President.....Edward Breen
V-P in Chg. of Sta. Relations...Morgan Sexton
V-P in Chg. of Pro.....Ben Sanders
V-P in Chg. of Eng'ng.....Ken Gordon
Secretary.....George Volger

STATIONS

KROS, Clinton; KSWI, Council Bluffs; KSIB, Creston; KDEC, Decorah; KWDM, Des Moines; KDTH, Dubuque; KCRL, Cedar Rapids; KVFD, Fort Dodge; KOKX, Keokuk; KFJB, Marshalltown; KWPC, Muscatine; KICD, Spencer; KAYX, Waterloo; KSTT, Davenport; KICM, Mason City.

★

Lone Star Chain, Inc.

315 Construction Bldg., Dallas 1, Tex.

Phone: RIVERSIDE 5663

PERSONNEL

President.....Harold V. Hough
Vice-President.....Fred J. Nahas
Secretary & Treasurer.....O. L. Taylor
Manager.....Clyde B. Melville

STATIONS

WBAPP-820, Fort Worth; WBAP-570, Fort Worth; KTBC, Austin; KTSA, San Antonio; KXYZ, Houston; KROD, El Paso; KTXL, San Angelo; KWKC, Abilene; KOSA, Odessa; KFDM, Beaumont; KRGV, Weslaco; KEYS, Corpus Christi; KTRE, Lufkin; KTBB, Tyler; KGNC, Amarillo; KFYO, Lubbock; KFDX, Wichita Falls.

★

Maine Broadcasting System

157 High St., Portland 3, Me.

Phone: 2-0181

PERSONNEL

Manager.....William H. Rines
Sales Director.....Rudolph O. Marcoux

BRANCH OFFICES

100 Main St., Bangor, Me., Edward E. Guernsey; 175 Water St., Augusta, Me., Jack S. Atwood.

Regional Networks

The Michigan FM Network

Hutzel Bldg., Ann Arbor, Mich.

PERSONNEL

Executive Edward F. Baughn

STATIONS

WELL-FM, Battle Creek; WHFB-FM, Benton Harbor; WMUS-FM, Muskegon; WGRD, Grand Rapids; WMLN-FM, Mt. Clemens; WAJL-FM, Flint; WOAP-FM, Owosso; WFFW, Wyandotte; WTHH-FM, Port Huron; WKNX, Saginaw; WBCK, Battle Creek; WLS, Lansing.

★

Michigan Radio Network

1700 Stroh Bldg., Detroit 26, Mich.

Phone: CHerry 8321

PERSONNEL

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

STATIONS

WBCM, Bay City; WFDF, Flint; WJIM, Lansing; WIBM, Jackson; WELL, Battle Creek; WLAV, Grand Rapids; WGFG, Kalamazoo; WKEZ, Muskegon; WSOO, Saulte Ste. Marie; WKLA, Ludington; WHRV, Ann Arbor.

★

New England Regional Network

26 Grove St., Hartford 15, Conn.

Phone: Hartford 2-3181

PERSONNEL

Chairman..... Paul W. Morency
Directors: J. B. Conley, John J. Boyle, William H. Rines.

STATIONS

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

REPRESENTATIVE

Weed & Company

★

Northern Broadcasting Co., Ltd.

25 King St. W., Toronto, Ont., Canada

Phone: ADElcide 8895

PERSONNEL

President..... Roy H. Thomson
General Manager..... Jack M. Davidson
Secretary-Treasurer..... S. F. Chapman

BRANCH OFFICE

Medical Arts Bldg., Montreal, Quebec

Manager..... R. A. Leslie

STATIONS

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

Northwest Network

3415 University Ave., St. Paul W4, Minn.

3415 University Ave., S.E., Minneapolis, Minn.

Phone: PRior 2717

PERSONNEL

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

STATIONS

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

NATIONAL REPRESENTATIVE

Edward Petry & Co.

★

The Oklahoma Network

2004 Apco Tower, Oklahoma City 2, Okla.

Phone 3-8352

PERSONNEL

Managing Director..... Robert D. Enoch

STATIONS

KTOK, Oklahoma City; KGFF, Shawnee; KBIX, Muskogee; KCRC, Enid; KADA, Ada; KOME, Tulsa; KVSQ, Ardmore; KTMK, McAlester; KSWO, Lawton.

NATIONAL REPRESENTATIVE

Taylor-Boroff & Co.

★

The Pennsylvania Network

1622 Chestnut St., Philadelphia 3, Pa.

Phone: Locust 7-7700

PERSONNEL

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

STATIONS

WCAU, Philadelphia (key station); WGAL, Lancaster; WORK, York; WAZL, Hazleton; WEST, Easton; WSAN, 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; WKOK, Sunbury; WJPA, Washington; WBRE, Wilkes-Barre; WBAX, Wilkes-Barre; WRAL, Williamsport; (Harrisburg, Scranton, Wilkes-Barre, Pittsburgh and Erie stations optional).

★

Quaker Network

WFIL, Widener Bldg., Philadelphia 7, Pa.

Phone: RITTenhouse 6-6900

PERSONNEL

General Manager..... Roger W. Clipp
Sales Manager..... John E. Surrick

STATIONS

WFIL, Philadelphia; WEST, Easton; WORK, York; WAZL, Hazleton; WGAL, Lancaster;

Regional Networks

WGBI, Scranton; WBRE, Wilkes Barre; WKBO, Harrisburg; WKOK, Sunbury; WRAK, Williamsport; WFBG, Altoona; WJAC, Johnstown; WLEU, Erie; WSAN, Allentown; WWSW, Pittsburgh; WSNJ, Bridgeton, N. J.

★ Radio Network of Arizona

Station KOOL, Adams Hotel, Phoenix, Ariz.

Phone: 2-1748

PERSONNEL

General Manager..... Charles H. Garland
Commercial Manager..... Miles Reed

STATIONS

KCNA, Tucson; KCKY, Coolidge; KNOG, Nogales; KOOL, Phoenix.

★ Rocky Mountain Broadcasting System

29 S. State St., Salt Lake City 1, Utah

Phone: 3-2737, 9-4322

PERSONNEL

General Manager..... Frank C. Casman
Sales Manager..... Allan Thomas
KUTA, Salt Lake, Utah; KVOG, Ogden, Utah; KCSU, Provo, Utah; KIFI,* Idaho Falls, Idaho; KEIO,* Pocatello, Idaho; KBIO, Burley, Idaho; KLIX,* Twin Falls, Idaho; KGEM,* Boise, Idaho; KOPR, Butte, Mon.

* Comprise a Network within a Network—sold as a group nationally and regionally as "The Gem State Network."

★ Rural Radio Network, Inc.

118 N. Tioga St., Ithaca, N. Y.

Phone: 3341

PERSONNEL

General Manager..... R. B. Gervan
Chief Eng. & Adm. Ass't..... D. K. deNuef
Sales Manager..... H. S. Brown
Promotion Dir. and Pub. Rel..... Lou Frankel
Program Director..... R. B. Child

BRANCH OFFICE

330 W. 42nd St., New York 18, N. Y., Miller McClintock, Senior Consultant.

STATIONS

* WVFC, Ithaca, N. Y.; *WFNF, Wethersfield, N. Y.; *WVBT, Bristol Center, N. Y.; *WVCN, DeRuyler, N. Y.; *WVCV, Cherry Valley, N. Y.; *WVBN, Turin, N. Y.; **WSLB-FM, Ogdensburg, N. Y.; **WGHF, New York, N. Y.; **WHFA (WFHA), Hartford, Conn.; **WACE-FM, Springfield, Mass.

* Owned and operated by RRN.

** Affiliated stations.

★ Steinman Stations

8 W. King St., Lancaster, Pa.

Phone 5251

PERSONNEL

Mgr. Dir..... Clair R. McCollough
Sales Manager..... J. Robert Gulick
Program Manager..... J. Gorman Walsh

Promotion Manager..... Paul C. Rodenhauser
Technical Director..... J. E. Mathiol

STATIONS

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

NATIONAL REPRESENTATIVE

Radio Advertising Company

★

Tennessee Valley Regional Network

531 S. Gay St., Knoxville 2, Tenn.

Phone: 2-7111

PERSONNEL

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

STATIONS

WOPI, Bristol, Tenn.-Va.; WROL, Knoxville, Tenn.; WKPT, Kingsport, Tenn.

REPRESENTATIVES

Harry E. Cummings (Jacksonville, Fla.)

Burn-Smith Co. (New York-Chicago)

★

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 (KTBS)..... C. K. Beaver
Manager (WFAA)..... Martin Campbell
Manager (WOAI)..... Hugh A. L. Half
Manager (KPRC)..... Jack Harris
Manager (KGNC)..... Aubrey Jackson
Manager (KRIS)..... T. Frank Smith
Manager (KRGV)..... Byron W. Ogle

STATIONS

KTBS, Shreveport, La.; WFAA, Dallas; WOAI, San Antonio; KPRC, Houston; KGNC, Amarillo; KRIS, Corpus Christi; KRGV, Weslaco.

NATIONAL REPRESENTATIVES

KRIS—Free and Peters, Inc.

WFAA, KPRC, KTBS, WOAI—Edward

Petry and Co., Inc.

KGNC, KRGV—Taylor-Borloff

NATIONAL REPRESENTATIVE

Edward Petry & Co., Inc.

★

Texas State Network, Inc.

1201 West Lancaster Ave., Fort Worth 1, Texas

Phone 3-3473

PERSONNEL

President..... Gene L. Cagle
Vice-President..... Charles B. Jordan
Secretary-Treasurer..... D. C. Hornburg
Sales & Pro. Mgr..... Clyde D. Pemberton
Traffic Manager..... Forrest W. Clough
Program Director..... Wally Blanton
Chief Engineer..... James T. Peterson

STATIONS

KFIZ, Fort Worth; KRBC, Abilene; KGKL, San Angelo; KBST, Big Spring; KCRS, Midland;

Regional Networks

KRRV, Sherman; KPLT, Paris; KABC, San Antonio; WRR, Dallas; KCMC, Texarkana; WACO, Waco; KFRO, Longview; KMAC, San Antonio; KBWD, Brownwood; KNOW, Austin; KTHT, Houston; KGV, Greenville; KMHT, Marshall.

NATIONAL REPRESENTATIVE

Weed & Co.
(See Page 627)

★

The Tobacco Network, Inc.

806 Odd Fellows Bldg., P. O. Box 1988,
Raleigh, North Carolina
Phone 8885-6

PERSONNEL

President.....Louis N. Howard, WHIT
Vice-President.....Victor W. Dawson, WFNC
Secy and Treas.....Fred Fletcher, WRAL
Gen. Sales Manager.....R. K. Scott

STATIONS

WFNC, Fayetteville, N. C.; WGBR, Goldsboro, N. C.; WRAL, Raleigh, N. C.; WGTC, Greenville, N. C.; WHIT, New Bern, N. C.; WINC, Jacksonville, N. C.; WTK, Durham, N. C.; WGNI, Wilmington, N. C.

NATIONAL REPRESENTATIVES

The Walker Company

★

The Wisconsin Network, Inc.

Nash Block, Wisconsin Rapids, Wis.
Phone: 90

PERSONNEL

President.....William F. Huffman
Secretary.....George T. Frechette
Sales Manager.....J. E. Van Ness

STATIONS

WISCONSIN: WRJN, Racine; WCLO, Janesville; WGEZ, Beloit; WIBU, Madison-Poynette; KFIZ, Fond du Lac; WHBY, Appleton; WHBL, Sheboygan; WJPG, Green Bay; WFHR, Wis. Rapids.

★

The Wolverine Network

740 Keeler Building, Grand Rapids 2, Mich.
Phone: Glendale 4-5062

PERSONNEL

President & Gen. Mgr.....Roy C. Kelley
Vice-President.....George S. Norcross
Bus. Mgr., Asst. Sec. Treas.....J. S. Foster

STATIONS

MICHIGAN: WFUR, Grand Rapids; WKBZ, Muskegan; WKLA, Ludington, etc.; WATT, Cadillac; WTCM, Traverse City; WATZ, Alpena; WMBN, Petoskey; WDBC, Escanaba; WDMJ, Marquette; WMAM, Menominee-Marquette; WJMS, Ironwood; WIKB, Iron Mountain; WHDF, Calumet; WJPD, Ishpeming; WELL, Battle Creek; WKNX, Saginaw; WWOK, Flint; WJBK, Detroit; WILS, Lansing; WIBM, Jackson; WHLS, Port Huron. WAIT, Chicago, Ill.

The Yankee Network

21 Brookline Ave., Boston 15, Mass.
Phone: Commonwealth 6-0800

PERSONNEL

Chairman of Board.....John Shepard 3rd
President.....William O'Neil
Executive Vice-President and Gen. Mgr.
Linus Travers
Vice-President.....George W. Steffy
Vice-President.....Tom O'Neil
Controller.....Robert F. Ide
Assistant Controller.....Howard F. Wright
Editor, Yankee Network News Service,
Leland Bickford

Director of Promotion.....Charles Curtin
Dir. of Stations Relations.....David Shurtleff
Continuity Director.....Paul Keyes

BOARD OF DIRECTORS

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

STATIONS

WNAC, Boston; WFAU, Augusta; WJOR, Bangor; WICC, Bridgeport; WTSV, Claremont; WKXL, Concord; WSAR, Fall River; WEIM, Fitchburg; WHAL, Greenfield; WONS, Hartford; WHYN, Holyoke; WLNH, Laconia; WCOU, Lewiston-Auburn; WLLH, Lowell-Lawrence; WKBR, Manchester; WNLC, New London; WBRK, Pittsfield; WMTW, Portland; WHEB, Portsmouth-Dover; WEAN, Providence; WSYB, Rutland; WWCO, Waterbury, Conn.; WDEV, Waterbury, Vt.; WAAB, Worcester.

BRANCH OFFICES

34 Mechanic St., Worcester 8, Mass.
WAAB Supervisor.....Richard A. Cobb
Crown Hotel, Providence 2, R. I.
WEAN Supervisor.....Joseph Lopez
54 Pratt Street, Hartford 4, Conn.
WONS Supervisor.....Robert Manby
Falmouth Hotel, 212 Middle St., Portland 3, Me.
WMTW Supervisor.....William Brown
Hotel Stratfield, Bridgeport 1, Conn.
WICC Supervisor.....Dickens J. Wright

NATIONAL REPRESENTATIVE

Edward Peiry & Co., Inc.

★

Z Net

P. O. Box 1956, Butte, Montana
Phone: 2-2344

PERSONNEL

Managing Director.....E. B. Cramey
Manager.....Arne E. Anzjon
Eastern Sales Manager.....Wythe Walker
Western Sales Manager.....Tracy Moore

STATIONS

KXLF, Butte; KXLK, Great Falls; KXLJ, Helena; KXLQ, Bozeman; KXLL, Missoula.

NATIONAL REPRESENTATIVE

The Walker Company