



NETWORKS

NATIONAL



REGIONAL

ONLY WMT BRINGS YOU INTO EASTERN IOWA COMPLETELY!

Tell your story! Sell your product in the choice Eastern Iowa Buying market with WMT. Quick, direct, resultful, your salesworthy appeal will blanket the Large Eastern Iowa Area COMPLETELY...! Get YOUR share of this rich market the direct, economical WMT way!

Some Coverage!

5000 WATTS ON 600 KC'S

(IOWA'S BEST FREQUENCY NOW first in America, with a brand new RCA 5F Transmitter)

LARGEST DAY TIME COVERAGE of any station in the state within its 0.5 MV line (3,500,000 people)

LARGEST POPULATION COVERAGE of any station in the state within its 2.5 MV line (1,200,000 people)

Covers 19,094 SQUARE MILES of sales rich area (2.5 MV)

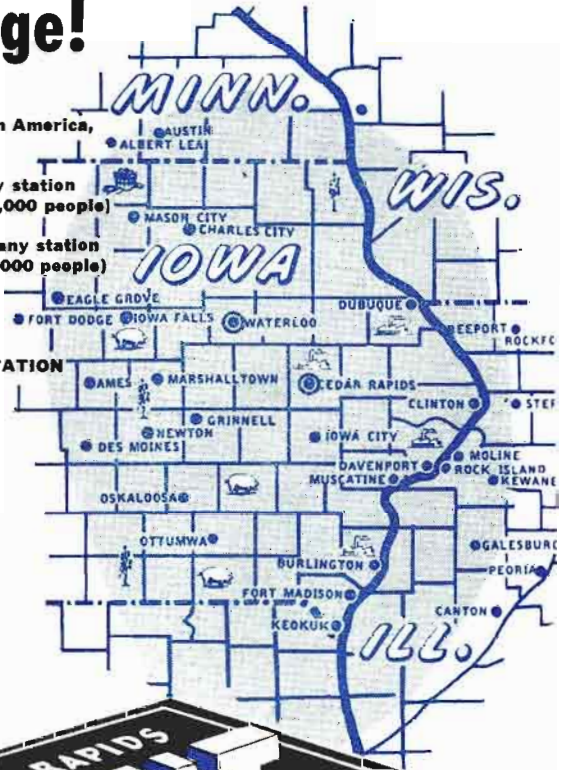
EASTERN IOWA'S ONLY COLUMBIA STATION leads in popularity day & night.

THE BIGGEST RADIO BUY IN THE BEST MARKET OF A GREAT STATE

3 Fast Facts About

WMTland's BIG Sales Potential

- The Nation's *FIRST* Farm Market
- Ranks 16th in Manufacturing. (Almost 50% of Iowa's Wealth is INDUSTRIAL.)
- LEADS Nation in per capita wealth (\$4,322 per person)
- A BALANCED Market for Permanent SELLING ACTION!



Write Today for information HOW you can get the most out of Iowa's Eastern Area with WMT exclusively... at LOW Cost Coverage.

Represented by KATZ AGENCY

LOOKING forward to 1946 as the year of peace with all the plans of the country, its people and industry in general pointing toward a further expansion along all lines, Mark Woods, president of the American Broadcasting Company, Inc., adds that ABC feels the deepest gratification from the year 1945 from its part in helping to bring the country through to the end of a great conflict.



MARK WOODS
President

ABC helped directly through utilizing its facilities and talents to spread messages that helped to curb inflation, sell victory bonds and keep war workers on the job; indirectly, by carrying news back from the battlefields to the main streets of America.

It was for radio and the nation a convulsive year of tragedy and exultation, seeing casualties and victory, the death of a great president and the birth of the United Nations. It brought forth a new energy which—like so many developments in this age—is only as constructive or destructive as we decide to make it.

ABC devoted thousands of hours in these 365 days to unfolding the magic story of a magic year in world history. Our correspondents lived in bizarre corners of the earth and reported what they saw. Our writers, actors and producers turned domestic studios into colorful stages to enact the story of civilization at a crossroad.

Our thanks goes from ABC to its 195 affiliated stations which carried the story to the people.

Part of the thanks must go to ABC's advertisers, who brought programs of comfort, enlightenment and comedy to the people. In any balance sheet of broadcasting they represent far more than the approximately \$40,000,000 of gross sales that they placed with the ABC network during

1945. For these advertisers are the life-blood of American commerce. They promoted their business through our business, and still afforded millions of listeners a chance to laugh or learn or find relief from their cares for at least a few hours of every day.

Much credit goes to those specialists whom we welcomed to our microphones to review sports events, deliver sermons, conduct great music, create great dramatic roles. Without them radio in 1945 would have been mechanical rather than inspirational.

For 1946 the American Broadcasting Company has plans to expand its operations in Television, Research, Programs and Sales.

Television will see new ABC programs produced with greater frequency and ever better program technique as the art develops.

Research in the qualitative field will begin in January on a scale and in a manner not heretofore attempted by the American Broadcasting Company.

New programs are to begin during January, including F. H. LaGuardia; two new series of mystery shows—Dashiell Hammett's "The Fat Man" and William Gargan's "Ideal in Crime"; the program, "Forever Tops!", starring Paul White-man and his entertainers; a comedy show starring Jimmy and Lucille Gleason entitled "Jimmy Gleason's Diner"; and "The American Farmer," a new series of service to the agricultural regions.

In addition, public affairs will find new platforms on ABC. Our service in news will continue to improve in accordance with plans for still better coverage in world news capitals, and on the domestic scene.

It is to be hoped that the country's economic condition during 1946 will enable us to expand even beyond present plans. We look forward with confidence to the New Year.



AMERICAN BROADCAST



**NETWORK FACILITIES
AS OF FEB. 1, 1948**

AMERICAN Broadcasting Company, Inc.

OPERATING THE BLUE NETWORK

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

BOARD OF DIRECTORS

Edward J. Noble, Chairman
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C. Nicholas Priaulx

Franklin S. Wood
Earl E. Anderson
Harold V. Hough

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Eastern Dir. Talent and Prog. Development

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Ben Gedalecia.....Associate Research Director

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Ralph Dennis.....National Spot Sales Manager
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Duncan Miller.....Sales Promotion Manager

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Doris Hastings...Mgr. of Audience Information

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Henry T. Hede.....Purchasing Agent

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Walter L. Emerson.....Legal Counsel
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Eli Henry.....Publicity Manager

F. E. Kasser.....Supervisor of Announcers
Olive D. McCann.....Supervisor of Research
Roy McLaughlin
Mgr. Sta. WENR, Nat. Spot & Local Sales Mgr.
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Gene Rouse.....Program Manager
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M. S. Wetzel.....Production Manager

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Amos Baron.....Spot Sales Manager
John J. O'Mara.....Sales Promotion Manager
Francis Conrad.....Station Relations Manager

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Edith Kirby.....Auditor
Robert Laws...Promotion and Publicity Manager

Francis La Tourette.....News Manager
Byron Nelson.....Sales Manager
Lorraine Jenevein.....Continuity Manager
Robert Wesson.....Program Manager

AMERICAN BROADCASTING CO., INC.

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

*No other broadcaster
can make this claim!*



**Only way to reach
the 5,000,000
radio listeners
of Michigan is
with the Michigan
Radio Network**

ALTHOUGH radio broadcasting celebrated its twenty-fifth birthday in 1945, a large part of its "growing up" was packed into the years between Pearl Harbor and V-J Day. Those few years placed a greater responsibility on broadcasting that it had ever had before. They also advanced our technical knowledge farther than we had traveled during the whole course of the preceding 20 years.



PAUL W. KESTEN
Vice-Chairman of Board

As we move now into our first full peacetime year since 1940, we have opportunities far different than we could have imagined even as recently as a year ago. The experience gained from our wartime duties gives us an opportunity for a more important peacetime role than we played before the war. Our inheritance from wartime research laboratories, moreover, gives us an opportunity for faster technical development than we ever enjoyed before.

Today's radio audience is, in my opinion, a direct reflection of the kind of job broadcasting did during the war. It is not the same kind of audience we had in 1940. It, too, did some growing up between Pearl Harbor and V-J Day. Americans are more aware of and more interested in world affairs than they were five years ago. We are a better-informed people. Credit for these facts, in part, belongs to broadcasting.

Not only do we have a different kind of audience than we had before the war, we have—

soon will have—an uncounted number of new adult listeners in our audience. Millions of young Americans, coming home from distant parts of the world, are bringing with them a great liking for American radio and radio entertainers. As they join the ranks of the regular

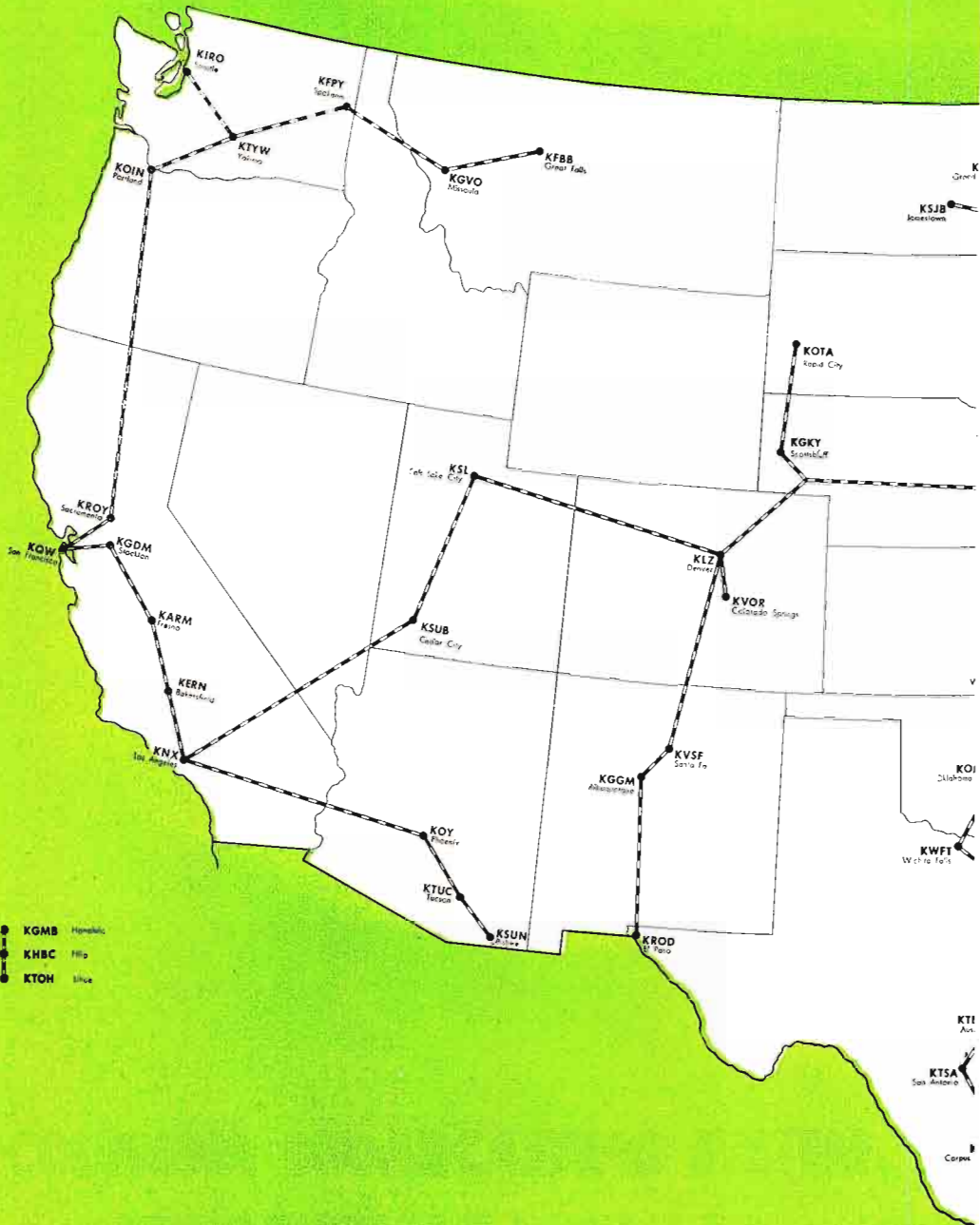
audience, they offer broadcasting a fresh source of audience interest and loyalty. This is an immediate opportunity broadcasting cannot afford to ignore.

Still another opportunity lies in those parts of the world from which our young men now return. In thousands of foreign cities, towns and hamlets through which these men have passed, an eager interest in things American has been deeply implanted. Looking toward our country's future international interests, we in radio have an obligation to see that the seed thus planted is not left to wither in the ground.

It took less than two months to reveal television as radio's greatest hoped might be accomplished in a year of peacetime effort—high-definition, full-color television in the ultra-high frequencies — was achieved only 60 days after V-J Day. We, and others since ourselves, have clearly demonstrated that better pictures can be broadcast through use of wider channels in the higher frequencies. To this extent, post-war television is running well ahead of the most optimistic schedule that might have been set for it a year ago.

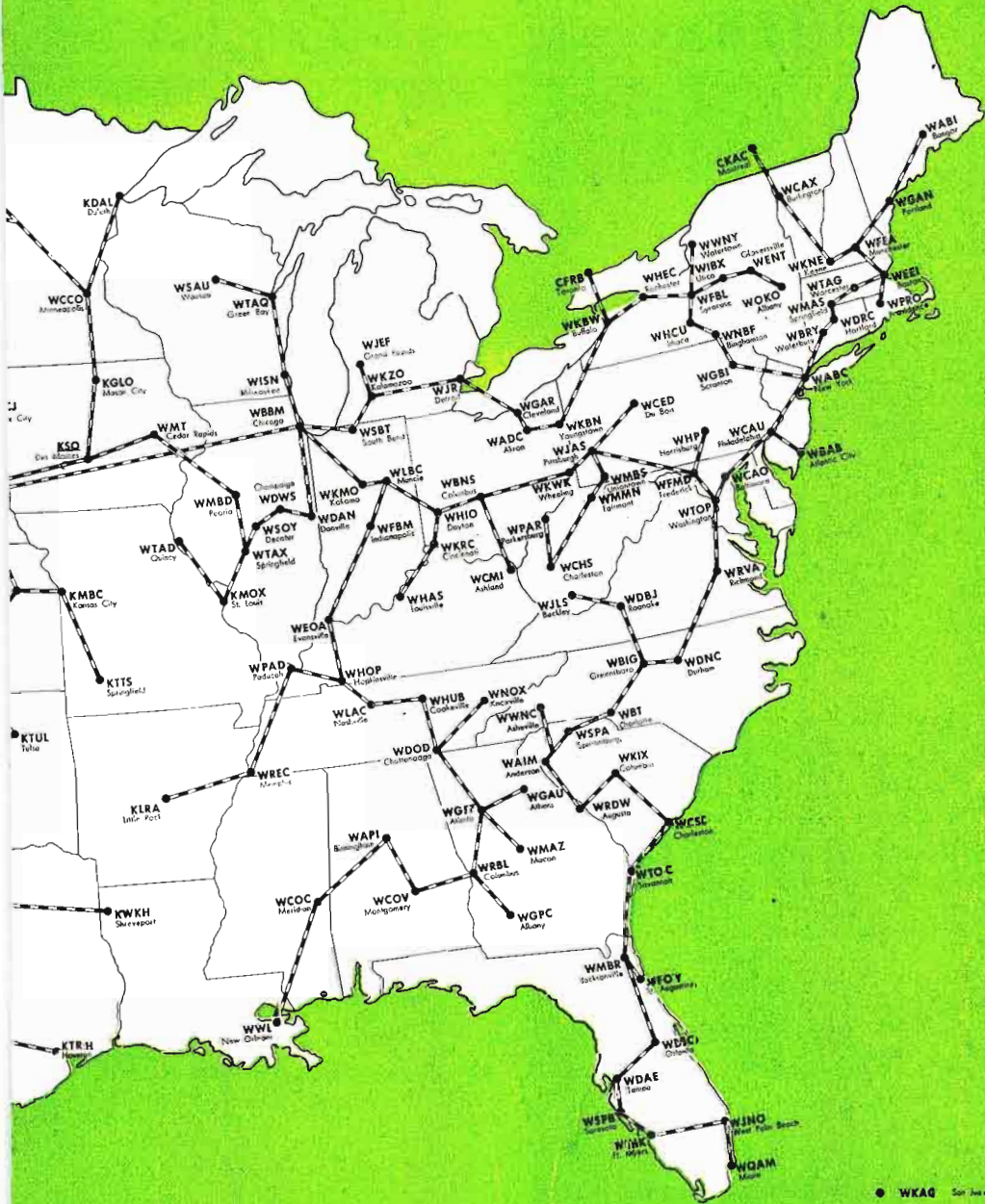


COLUMBIA BROADCAST



**NETWORK FACILITIES
AS OF JAN. 15, 1946**

CASTING SYSTEM



C O L U M B I A

Broadcasting System, Inc.

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

BOARD OF DIRECTORS

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Isaac D. Levy
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Chicago Office Network Sales, 410 North Michigan

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Detroit Office Network Sales, Fisher Building
Joseph Spadea.....Manager

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Vice President and Director of Programs
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Wells Church
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H. H. Holtzouser...Southern Sales Manager
Atlanta
Carter Ringlep.....Representative, St. Louis
Meredith Pratt...Representative, Los Angeles
Richard Hess.....Supervisor of Research for
C-O Stations & Radio Sales

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Oscar Katz.....Associate Director of Research
Edward Reeve.....Chief Statistician

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Stanford Mirkin
Manager of Program Research Division
Agnes Law.....Librarian

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Director of Program Promotion
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Harry O'Brien.....Art Director
Dick Dorrance...Director of Promotion Service
for C-O Stations & Radio Sales

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Director of Station Administration

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William A. Schudt, Jr..Eastern Division Manager
Chicago Office, Station Relations
410 North Michigan Avenue
Ralph S. Hatcher...Central Division Manager
Los Angeles Office, Station Relations
Columbia Square
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Worthington Miner
Manager of Television Department
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Ben Feiner, Jr.....Assistant Program Director
James Kane.....Manager of Press Information
for Television

New York City

WABC and WABC-FM, 485 MADISON AVE.
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G. Richard Swift.....Program Director
John Field, Jr.....Sales Manager
Henry Grossman.....Chief Engineer
Jules Dundes.....Sales Promotion Manager
J. E. Doyle.....Director of Special Events

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182 Tremont Street
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Operations for CBS and Gen. Mgr. of WEEI
Kingsley F. Horton...Assistant Manager-Director
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Walter Stiles, Jr....Director of Engineering,
Sound and Transcriptions
John J. Murray.....Manager of Accounting,
Personnel and Purchasing
Raymond G. Girardin...Production Manager and
Assistant Program Director
Marie Houlahan...Director of Press Information
Guy C. Cunningham...Director of Sales Promotion
H. Roy Marks.....Assistant Sales Manager

CHICAGO—WBBM and WBBM-FM 410 North Michigan Avenue

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Frank Falknor....Assistant General Manager
Walter Preston....Act. Dir. of Program Dept.
Urban Johnson.....Chief Sound Technician
G. V. Sherman.....Chief Engineer of WBBM
J. V. McLoughlin

Accountant, Office of Personnel Manager
Everett Holles.....News Editor
Thomas R. Rooney...Sales Promotion Manager
Erwin H. Shomo....Sales Manager
George T. Case....Assistant Program Director
Don E. Kelley.....Assistant to Executives

MINNEAPOLIS—ST. PAUL—WCCO 625 Second Avenue, South.

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Eugene B. Wilkey.....Program Director
J. J. Beloungy.....Chief Engineer
Thomas Dawson.....Sales Manager

Mary Doherty.....Accountant
Carl Small Ward....Manager of Sales Promotion
and Director of Press Information

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of Western Division and Gen Mgr. of KNX
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Charles D. Ryder, Jr....Manager of Accounting,
Personnel and Purchasing
Lester Bowman....Mgr. of Tech. Operations
Western Division and Chief Eng. of KNK
Clinton Jones.....News Editor
Hal Hudson.....Western Program Director
Charles Vanda.....Program Director
Lloyd Brownfield...Director of Press Information
Ralph W. Taylor...Manager of Sales Promotion
Chet Huntley

Director of Special Features and Public Events
J. Archie Morton.....Sales Manager, KNX
Ben Paley.....Production Manager
Charles E. Morin
Sales Manager, Columbia Pacific Network
George W. Allen
Program Director, Columbia Pacific Network

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Wayne Steffner.....Manager

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Jerry Hoekstra....Assistant to General Manager
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Personnel and Office
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Carrington W. Doebler

Director of Sales Promotion

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Carl Burkland....General Manager of WTOP
Fox Case.....Assistant to the Director of the
Washington Office
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Clyde Hunt.....Chief Engineer
Carl Gebuhr.....Publicity
Robert S. Wood....Director of Public Events
Maurice Mitchell.....Sales Manager
Roy Passman....Director of Program Operations

Stations Owned and Operated by

COLUMBIA BROADCASTING SYSTEM

WABC, New York
WBBM, Chicago
WCCO, Minneapolis-St. Paul

WTOP, Washington, D. C.
KMOX, St. Louis
KNX, Los Angeles

WEEI, Boston
WBBM-FM, Chicago

Television Stations:
WCBW, New York

FM Stations:
WABC-FM, New York

SAID President Truman in his first radio speech of the year—"1946 is our year of Decision." True of the United States as a nation, the statement is equally true of radio as an industry—but, more importantly, as a service to the people of America and the world.

It is probably no hyperbole to say that **what radio** does in this coming year—as well as **what it fails to do**—will become the yardstick wherewith people will measure broadcasting. Upon this will depend whether people look upon radio as a force for peace and advancement or merely as a Punch-and-Judy show to which people turn when, in an idle moment, they seek a little amusement and laughter.

Look at it this way. During the war, radio reached heights of service to the war fronts and the home front which earned the respect and confidence of the people: it demonstrated that, properly used, it had power to fight a war and help bring about a peace. People expect that radio, having developed such influence and technique, should continue to use its power to help the world find its way out of the darkness that presently engulfs it.

That expectation on the part of the public is a responsibility, one that we, if we are to be worthy of our job as broadcasters, cannot shirk. And the first step toward use of the power we possess, is the realization that it has a strange and inescapable parallel to atomic power. We have seen the devastation which can be wrought by atomic power and by the power of broadcasting—when misused. We have yet to know what atomic energy can do for the benefit of mankind. By the same token, we do not yet know to what extent radio—properly used—can advance the good of mankind. Our first responsibility is to find out.

Suppose we assume that radio is to be used to promote peace—which, let us say, translates, in practical terms, to informing and enlightening radio's listeners the world over. How to start? Perhaps the first



EDGAR KOBAK
President

step is to educate ourselves. To open our minds—and our air—to the knowledge without which there can be no peace and prosperity.

Next, let us assume that only the truth will make the people free—and the world free from wars. It then behooves us to be honest with ourselves and with our listeners—to play fair with them—to present the current scene and its significance—as it is and not merely as it is viewed by partisans in the one camp or the other.

All this is a matter of programming. A matter of a new, an earnest, a searching, an humble approach to the entire question of programming. We have come far in our first twenty-five years, yes: but who knows how much farther we can go—how much farther we must go—before we shall have fulfilled our responsibility in the use of a power that is as devastating (and could be as beneficial) at atomic energy.

But programs can accomplish nothing unless they are heard—are listened to—are understood and are taken to heart.

And we get down to the regions of practical and vexing problem. How to hold the listener? Perhaps it is not the smart thing to do—to admit that there is a possibility that the public may become—nay, has become—radio-weary.

What would happen if people did really become radio-weary? You can visualize the situation as well as I. And here is where we have another responsibility—to make radio so new, so fresh, so different, so interesting that people will not readily weary of it. Until we do that—or approach it measurably—we will find that the great impact which we expect we can exercise upon the eager, hungry and groping minds of a war-weary population will merely fizzle like a V-2 dud that has buried itself in the ground.

What we broadcasters make of radio in 1946 is in our hands—in our heads—in our hearts. This is the year of decision for us.



MUTUAL BROADCAST



**NETWORK FACILITIES
AS OF FEB. 1, 1946**



M U T U A L



Broadcasting System

Executives and Staff

1440 Broadway, New York 18, N. Y.

Phone, Pennsylvania 6-9600

Executive Personnel

Officers

Alfred J. McCosker
New York, Chairman of the Board

Edgar Kobak.....New York, President

J. E. Campeau.....Detroit, Vice-President

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

Philips Carlin.....New York, Vice-President
in Charge of Programs

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

Carl Haverlin.....New York, Vice-President
in Charge of Station Relations

Robert A. Schmid....New York, Vice-President
in Charge of Advertising, Promotion
and Research

E. M. Antrim.....Chicago, Secretary

J. E. Wallen.....New York, Treasurer

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E. M. Antrim WGN, Chicago

Willet H. Brown.....Don Lee, Hollywood

J. E. Campeau.....CKLW, Detroit

Chesser Campbell.....WGN, Chicago

H. K. Carpenter.....WBK, Cleveland

Benedict Gimbel, Jr.....WIP, Philadelphia

Alfred J. McCosker
WOR, New York, Chairman

John Shepard III.....Yankee Network, Boston

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

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

Executive Committee

Edgar Kobak.....MBS, New York

Chesser Campbell.....WGN, Chicago

H. K. Carpenter.....WBK, Cleveland

John Shepard III.....Yankee Network, Boston

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

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

Departments and Divisions

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Edgar Kobak.....President

Robert D. Swezey
Vice-President and General Manager

Jesse Thompson.....Policy Co-ordinator

Accounting Department

James E. Wallen.....Controller

George Ruppel.....Asst. Controller

George Westby.....Budget Director

Legal Staff

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

Andrew C. Hamilton.....Chicago

Emanuel Dannett.....New York

Engineering Department

Esterly Chase Page....Director of Engineering

E. M. Johnson
Chief Plans and Allocations Engineer

Program Department

Phillips Carlin
Vice-President in Charge of Programs

Adolph Opfinger.....Program Director

Robert Novak
Director of Talent and Program Development

Idella Grindlay Kampf.....Assistant Director

Bertram Hauser...Cooperative Program Director

Edwin T. Otis, Commercial Program Supervisor

Harold Wagner...Assistant Program Manager

H. L. Fishel.....Script Editor

Herbert Rice.....Creative Producer

Dorothy Ann Kemble
Director of Continuity Acceptance

Frank Chase.....In Charge of Program Sales

Elsie Dick.....Director of Women's Activities

News and Special Events

A. A. Schechter
 Director of News and Special Events
Tom Slater.....Manager of Special Events
Paul Jonas
 Assistant Manager of Special Events
Milton Burgh.....Manager of News Division
Floyd Mack.....Manager, Operations
John Newhouse.....Day Program Supervisor
Hugo Seiler.....Night Program Supervisor
John Thornton
 Manager of Overseas Operation

Washington Staff

Albert L. Warner..Director of News Activities
Charter Heslep.....Administrative Head
Alexandra Roudybush
 Administrative Assistant
William HillmanCommentator
Jack Paige {
Karl Bates {Presidential Announcers

Sales Department

Z. C. Barnes.Vice-President in Charge of Sales
Duncan R. Buckham...Eastern Sales Manager
E. P. H. James...Manager of Sales Operations
Torrence Danley
 Manager of National Sales Service
Frank Kizis.....Eastern Service Manager
George M. Benson....Division Sales Manager

Sales Promotion and Research Department

Robert A. Schmid..Vice-President in Charge of
 Advertising, Promotion and Research
Peter Zaphir.....Assistant Director
Harold Coulter
 Manager of Audience Promotion
Richard Puff.....Manager of Research
Arnold Roston.....Art Director
Richard Redmond.....Advertising Director

Foreign Correspondent for Mutual Broadcasting System

Robert F. Allen.....Mexico City
Don BellTokyo
Bob Brumby...In U. S. (awaiting assignment)
Owen CunninghamHonolulu
Gerald Dougherty.....Buenos Aires
Sidney FineMoscow
Arthur GaethBalkans
Ted HoskinsCairo
Berger JacobsenSweden

Publicity Department

Jim O'Byron.....Publicity Director
Francis X. Zuzulo
 Assistant Director and Trade News Editor
Helen Stedman...Magazine Syndicate Editor
John Skinner.....News Editor
Bob Wilson.....Exploitation Director
Geraldine Foster.....Photo Editor
Carl Oswald.....Travelling Representative
Norma Roberts.....Music Editor

Station Relations Department

Carl Haverlin
 Vice-President in Charge of Station Relations
Charles Godwin....Assistant to Mr. Haverlin
Leslie L. Learned
 Manager of Engineering Traffic
Lewis Tower.....Station Traffic Supervisor
Dorothy Driscoll...Manager of Station Traffic
Paul HancockStatistician
Robert W. Carpenter
 Field Representative (Southwest Division)
Harry Le Brun
 Field Representative (Southeast Division)

Chicago Staff

Adolph Hult.....Vice-President in Charge of
 Midwest Operations
Carroll Marts.....Assistant to Vice-President
Gilbert McClelland..Sales Promotion Manager
James Mahoney.....Manager of Western
 Division-Station Relations
George P. Herro.....Publicity Director
Myrtle Goulet.....Station Traffic Supervisor

Detroit Staff

Penabscot Bldg.

Herbert Faust.....Central Division Manager

Pittsburgh Office

William Penn Hotel

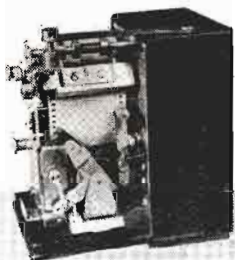
Richard Bachman.....Sales Representative

NOW

more information

about listening in the **WLW Merchandise-able Area . . . more accurately measured by the**

NIELSEN RADIO INDEX



What is this . . .

NIELSEN RADIO INDEX

Nielsen Radio Index is a method of audience measurement by means of the Audimeter, a mechanical recorder installed in radio sets in selected homes throughout the area. This device charts tuning against time, and produces a record of every minute of every day. From this record, representing the listening of a stratified cross-section, every type of audience measurement information is available. NRI has been in operation for the past five years and has been accepted and used by most major advertisers, agencies and radio networks.

● Because WLW-land is a big, BIG market, it is important to every advertiser to know how well he is covering that market with his radio advertising ● Recognizing this increasing need for more FACTS, the Nation's Station, in the Fall of 1945, engaged the A. C. Nielsen Co., to record and tabulate, by means of Nielsen audimeters, properly distributed in parallel with U. S. Bureau of Census figures for the area, a continuous record of all radio listening in the WLW Merchandise-able Area ● In addition to the usual measurements of Homes Using Radio (sets-in-use), Average Audience and Share of Audience, for every quarter-hour from 6 A.M. to midnight, for every day of the week, WLW now offers additional yardsticks, such as Total Audience (percentage of total radio homes that heard any part of a program) and Holding Power (the ratio between Total Audience and Average Audience, in percentage of total minutes of listening) ● And besides this regular information, WLW now can show you much more general information about coverage, circulation, penetration . . . about the relative audiences of individual stations and groups of stations in this area . . . about total minutes of listening . . . about frequency of tuning to WLW and to other stations and groups ● All this, and more, is available now through the Nielsen Radio Index, separately tabulated for the WLW Merchandise-able Area, to help you plan your radio advertising in this big, BIG market more intelligently and more effectively.

WLW

THE NATION'S MOST MERCHANDISE-ABLE STATION

DIVISION OF THE CRUSLEY CORPORATION

THE start of 1946 finds radio, like every other industry, at the crossroads. Policies adopted this first year of peace will establish the pattern for many years to come. Therefore it is fitting that we pause now for a review of our position at this historic jumping off place.

The Broadcasters of the United States are now better able to serve their listeners than at any time in radio history. We have at our command the world's greatest entertainment and finest music. Radio, which during the war gave the public the "News Listening Habit" through its extensive coverage, will now provide news of the world on a scale never before envisioned. Public affairs will continue to be covered thoroughly through special public service programs with authoritative speakers representing many viewpoints.

Probably best demonstrating the past and future of news and special events are the "Army Hour" and "National Hour" programs. During the war, the "Army Hour" was the public's closest radio link to its loved ones all around the world, giving listeners up-to-the-second news of our fighting men, and describing vividly the life they led. When the "Army Hour" became a "peace casualty," NBC replaced it with the "National Hour," which is designed to dramatize vital problems of the day closest to the public's welfare. Comparative ratings show audience interest continuing on a high plane.

Our staff is constantly being strengthened by the returning stream of key men from the armed forces. Others are being encouraged to enter the radio industry through our "Welcome Home Auditions."



NILES TRAMMELL
President

The National Broadcasting Company has been planning technical as well as program advances and already some of those preparations are being set in motion. Our Engineering Department, busy with many secret projects during the war which only now are coming to light, has begun the job of modernizing facilities worn by war service.

Many wartime discoveries now are being incorporated in our regular service, with AM, FM and television all represented. We have completed plans and field surveys for post war television and FM transmitting facilities and have filed applications with the FCC for television licenses at Chicago, Los Angeles, Washington and Cleveland, and FM licenses at Washington, Chicago, Cleveland, Denver and San Francisco.

A new transmitter will be installed this year atop the Empire State Building for our television station WNBT. We will operate a network between New York and Washington in 1946, and New York and Boston in 1947. Other regional networks will be established as soon as possible. The program service also will be enlarged.

Construction of a new wing housing two audience studios was launched recently in Hollywood. Modernization of our Chicago studios is in progress. In New York's Radio City a studio incorporating many new developments in acoustical control was completed.

The National Broadcasting Company is entering with confidence what I predict will be the greatest year in broadcasting history—truly an auspicious time for NBC to mark its 20th anniversary.



NATIONAL Broadcasting Company

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

Registered Telegraphic Address

NATBROCAST NEW YORK

BOARD OF DIRECTORS

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

Officers

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

DEPARTMENTS AND DIVISIONS

Executive Officers

Niles Trammell..... President
Frank E. Mullen
Vice President & General Manager
James Rowland Angell... Public Service Counselor
Clayland T. Morgan... Assistant to the President
John H. MacDonald,
Vice President in Charge of Finance

Advertising and Promotion Department

Charles P. Hammond..... Director
James Nelson..... Assistant Director
Parnellee W. Cusack..... Art Director
Charles Vaill,
Manager of Network Sales Promotion

Continuity Acceptance Department

J. K. Mason..... Manager

Controller's Department

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

Engineering Department

O. B. Hanson... Vice President & Chief Engineer
George McElrath,
Manager of the Engineering Department
William A. Clarke..... Administrative Assistant
E. R. Cullen... Operations Assistant to the Manager
J. D'Agostino..... Staff Engineer
Raymond F. Guy..... Radio Facilities Engineer
C. A. Rackey... Audio & Video Facilities Engineer
R. E. Shelby... Director of Technical Development
George E. Stewart... National Recording Supervisor
F. A. Wankel..... Eastern Division Engineer
J. Wood, Jr..... Manager of Technical Services

Finance Department

John H. MacDonald,
Vice President in Charge of Finance
J. Robert Myers,
Assistant to Vice President in Charge of Finance
Charles A. Wall,
Adm. Asst. to V.-Pres. in Charge of Finance

General Service Department

Edward M. Lowell... Director of General Service
W. R. Thompson,
Supervisor of Building Maintenance Division
Leslie C. Vaughan,
Manager of Office Services Division

Guest Relations Department

William Ervin... Manager
Peter Tintle... Assistant Manager
Albert E. Walker, Asst. Mgr. of Special Activities
Robert Wogan... Assistant Manager

Information Department

Horton Heath... Director
Mrs. Irene Kuhn... Assistant Director
Anita Barnard... Mgr. of Correspondence Division

International Department

Fred Bate... Manager

Legal Department

A. L. Ashby... Vice President & General Counsel
Henry Ladner... Assistant General Counsel
Carlyle E. Yates... Assistant General Counsel
Edmund Souhami... Attorney
John P. King... Attorney
Paul B. Lynch... Attorney
Richard H. Graham... Attorney (Hollywood)
Edward J. McCrossin... Attorney (Chicago)
Wilson I. Hurt... Attorney (Denver)
Cahill, Gordon, Zachry & Reindel... Counsel
(New York & Washington)

National Spot Sales Department

James V. McConnell... Manager
Willan C. Roux... Assistant Manager
William O. Tilenius... Assistant Manager

Network Sales Department

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

News and Special Events Department

William F. Brooks,
Director of News and Special Events
Francis C. McCall... Manager of Operations
Adolph Schneider... Acting Manager of Operations
Joseph O. Meyers... Assistant to the Director

Personnel Department

Ernest de la Ossa... Director of Personnel
Ashton Dunn... Manager

Ruth Hurd... Records and Research Manager
Helen Kerdoy... Employment Manager

Planning and Development Department

William S. Hedges... Vice President in Charge
James M. Gaines... Manager
Philip I. Merryman,
Director of Facilities Development

Press Department

Sydney Eiges... Manager
Thomas E. Knode... Assistant Manager

Program Department

Clarence L. Menser... Vice President in Charge
Thomas H. Belviso, Manager of the Music Library
Frank Black... General Music Director
Thomas Riswerth,

Manager of Package Program Sales
Samuel Chotzinoff... Manager, Music Division
Patrick J. Kelly... Supervisor of Announcing
Frederick Knopfke... Supervisor of Sound Effects
William Stern... Director of Sports
Thomas McCray... Eastern Program Manager
Richard P. McDonagh... Manager, Script Division
de Lancey Provost,

Assistant to Program Manager of WEA
Arch Robb... Night Program Manager
Fred Shawn... Administrative Assistant
Grace H. Sniffin... Supervisor Business Office
Wynn Wright... National Production Manager

Public Service Department

James Rowland Angell... Public Service Counselor
Dwight B. Herrick... Manager
Margaret Cuthbert,
Director of Programs for Women & Children
Sterling Fisher... Assistant Public Service Counselor
Mrs. Doris Corwith... Assistant to the Manager
Jane T. Wagner... Director of Home Economics
Gilbert C. Chase,

Specialist, Latin-American Music & Literature

Radio Recording Department

C. Lloyd Egner... Vice President in Charge
Robert W. Freidheim... Manager
Henry P. Hayes,

Assistant to Vice President & Business Manager
Norman Cloutier... Manager of Thesaurus Programs
Charles G. Hicks, Jr... Recording Sales Manager
Willis B. Parsons,

Thesaurus & Syndicated Sales Manager
William Seth... Director of Sales Promotion
George C. Stevens... Office Manager
H. H. Wood... Program Manager

Research Department

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

Stations Department

Easton C. Woolley... Director

Stations Relations Department

Sheldon B. Hickox, Jr... Manager

Traffic Department

Harry A. Woodman.....Traffic Manager

Television Department

John F. Rcyal.....Vice President in Charge
Noran Kersta.....Manager
N. Ray Kelly,
 Manager, Program Production Facilities
Reynold Kraft.....Sales Manager
Warren Wade,
 Executive Director, Program Division
John T. Williams.....Business Manager

Transportation Department

Marie F. Dolan.....Manager

Treasurers Department

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

Operated Stations

STATION MANAGERS

Vernon H. Pribble..Manager of Station WTAM
Lloyd E. Yoder.....Manager of Station KOA
John W. Elwood....Manager of Station KPO
Carleton D. Smith...Manager of Station WRC

Central Division—Chicago

Merchandise Mart, Chicago 54, Ill.
Tel.—Superior 8300

Harry C. Kopf,
 V. Pres. & Gen. Mgr. of the Central Division
Oliver Morton.....National Spot Sales Manager
Emmons C. Carlson,
 Sales Promotion & Advertising Manager
Frank E. Chizzini...Manager of Radio Recording
Henry D. Livezey...Manager of Guest Relations
Eric Danielson.....Program Traffic Supervisor
Robert M. Guilbert..Continuity Acceptance Editor
William Drips.....Director of Agriculture
Everett G. Mitchell,
 Director of Agriculture for Station WMAQ
Jules Herbuveaux.....Program Manager
Frederick A. Jacobson, Jr..Production Manager
A. W. Kaney.....Stations Relations Department
Howard C. Luttgens,
 Central Division Chief Engineer
Paul McCluer.....Sales Manager
Edward J. McCrossin.....Attorney
William J. Murphy.....Script Editor
William B. Ray,
 Manager, News and Special Events
Jack Ryan.....Manager of Press Relations
Judith C. Waller.....Director of Public Service
John F. Whalley.....Business Manager

Western Division— Hollywood

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

Sidney N. Strotz.....Vice President in Charge
Joseph J. Alvin..Manager News & Special Events
Frank A. Berend.....Sales Manager
Harold J. Bock,
 Mgr. of Press Dept. & Dir. of Pub. Rel.
Frank V. Delleff.....Auditor
Frank E. Ford,
 Manager, Sales Promotion Department
Lewis S. Frost,
 Asst. to V. Pres & Western Div. Program Mgr.
Paul B. Gale.....Traffic Supervisor
Donald Honrath,
 Manager, Continuity Acceptance Department
Robert E. Howard,
 Manager, National Spot Sales Department
Henry C. Maas,
 Manager of Sales and Program Traffic
Jennings Pierce,
 Director of Public Service & Mgr. of Sta. Rel.
Alex S. Robb.....Manager of Package Sales
A. H. Saxton..Chief Engineer, Western Division
Donn B. Tatum.....Attorney
Oscar C. Turner,
 Manager, Radio Recording Department

Washington, D. C.

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

Frank M. Russell.....Vice President in Charge
Carleton D. Smith.....Manager WRC
R. G. Goldenstroth.....Auditor
Albert E. Johnson.....Engineer in Charge
William McAndrew,
 Director, News and Special Events
George Wheeler.....Assistant to Manager
Mahlon Glascock.....Sales Manager
Ward Hubbard,
 Manager, Radio-Recording Department

Foreign Representatives

ENGLAND

Stanley Richardson.....Manager, London Office
 43 Berkeley Square, London, England
 Tel. Grosvenor 3150, Grosvenor 1905
NBC Stations Planning and Advisory Committee

NBC STATIONS PLANNING AND ADVISORY COMMITTEE

Clair McCollough.....WGAL, Lancaster, Pa.
G. Richard Shafto.....WIS, Columbia, S. C.
Nathan Lord.....WAVE, Louisville
Harold Wheelahan.....WSMB, New Orleans
Stanley E. Hubbard.....KSTP, St. Paul
Edgar T. Bell.....WKY, Oklahoma City
Richard O. Lewis.....KTAR, Phoenix, Ariz.
Arden X. Pangborn.....KGW, Portland, Ore.

NBC Foreign Correspondents

Henry Cassidy, Edwin Haaker, Romney Wheeler,
London

Paul Archinard, Paris

Robert Magidoff, Eddie Gilmore, Daniel DeLuce,
Moscow

Roy Porter, Berlin

Frank O'Brien, Cairo

Guthrie Janssen, Philippines

James M. Wahl, Hawaii

Calvin Hirsh, William Shaplen, China

Sven Norberg, Stockholm

A. D. Bramstedt, Fairbanks

George Thomas Folster, Japan

Harwood Hull, Jr., Puerto Rico

Max Jordan, Berne

Donald L. Ferguson (Rio de Janeiro), Leon
Hochstetter (Buenos Aires), South America

Peter Brennan, Panama

Stations Owned and Operated by the

NATIONAL BROADCASTING COMPANY

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

FOR COMPLETE LIST OF
ALL COMMERCIAL PROGRAMS
ON MAJOR NETWORKS
PLEASE TURN TO PAGE 865



KEYSTONE



Broadcasting System

Headquarters

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

Officers & Directors

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

Offices

New York

580 Fifth Avenue
 Phone, LOnagacre 3-2221

General Manager Michael M. Sillerman
 Director of Station Relations Mort Adams
 Manager of Station Relations James P. Lappin
 Sales & Promotion Consultant Alvin Austin
 Director Promotion-Research Calvin Fox
 Office Manager Rosita Seale
 Account Executive Albert F. Dykes
 Account Executive Noel A. Rhys

Chicago

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

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

Hollywood

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

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

SERVICES OFFERED: Keystone Broadcasting System is a transcription network principally covering BEYOND-METROPOLITAN markets from coast to coast. Its affiliated stations are joined together in a national system by means of transcriptions, eliminating wire charges. At time of going to press, the network includes 200 affiliated stations. The network supplies its stations with 48 fully scripted sustaining shows per week filling 2 hours per day, seven days each week, to a total of 14 hours per week. This is the only national, full-sized network in the United States offering national radio advertisers the opportunity to cover the BEYOND-METROPOLITAN markets intensively, in a single transaction, by means of electrical transcription. The system offers its facilities in network time periods from one hour down to five minutes and also makes available announcement periods down to twenty-five word length.



Follow- Through...

ESSENTIAL IN
RADIO ADVERTISING, TOO



please follow through



Complete the local tieup to sell Mighty Main Street

More and more national radio advertisers now realize the importance of bringing their network programs *directly* into the homes of the 28 million small town and rural inhabitants who get No signals, or INFERIOR signals, from major wired networks.

Surveys show that, in the absence of this immediate, *local tieup*, many "BEYOND-METROPOLITAN" listeners had never *heard* of the so called "nationally radio-advertised" product. When they *had* heard of it over a remote station, they never thought of it as being available in their OWN neighborhood stores.

This current attitude is reflected in indifference among "BEYOND-METROPOLITAN" DEALERS. In the absence of the necessary follow through, neighborhood dealers fail to push, promote, or display

T H I S I S T H E K E Y S T O N E

FOLLOW THROUGH

the items which are not known or demanded locally.

To provide this necessary "FOLLOW THROUGH," extend your wired-network programs to K B S . . . the ONLY network concentrating upon "BEYOND-METROPOLITAN" America exclusively!

Via the K B S, transcription network, you can annex this huge market — in ONE streamlined operation — with NO production headaches — at remarkably low cost per actual listener.

QUANTITY PLUS QUALITY

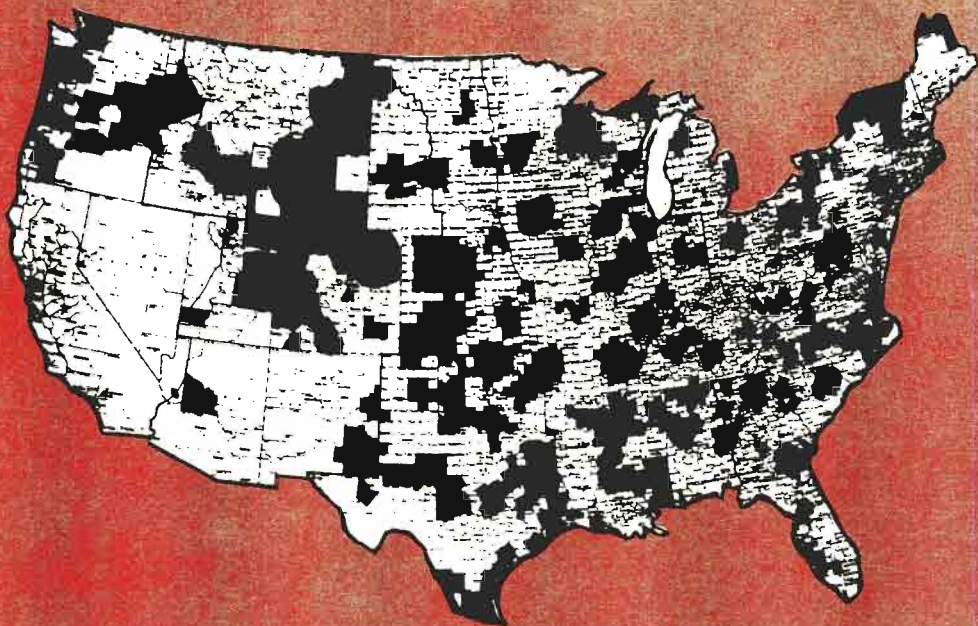
Prosperity in "BEYOND-METROPOLITAN" America is at an all-time high, — and is based on a FIRM FOUNDATION that assures its continuation.

KEYSTONE listeners are CONSTANT AND LOYAL. New Ross-Federal surveys prove they listen up to 289% as much as to all other stations in their areas combined! (complete survey upon request.)



B R O A D C A S T I N G S Y S T E M

THIS IS "BEYOND-METROPOLITAN" AMERICA



"TOP AD COIN TO SMALL OUTLETS"

This headline from *Variety* acknowledges the tremendous surge of interest in "BEYOND-METROPOLITAN" AMERICA among leading national radio advertisers, ALKA-SELTZER, GENERAL FOODS, BROMO SELTZER, WILD-ROOT, CORONET, STERLING DRUGS . . . are a few of the outstanding national advertising successes on KBS facilities . . . scooping 200 stations in ONE transaction instead of 200 . . . with ONE Time order, One Time Clearance — One schedule — One mechanics operation . . . One source for affidavits — One invoice. May we help YOU to "FOLLOW THROUGH" . . . by custom-fitting a list of KBS STATIONS to suit your requirements.

KEYSTONE BROADCASTING SYSTEM, Inc.

580 Fifth Avenue, New York 19

CHICAGO 2, HOLLYWOOD 28

www.americanradiohistory.com

REGIONAL NETWORKS

Arizona Broadcasting System

(ABC Network)

711 Heard Bldg., Phoenix, Ariz.

Phone 4-4161

PERSONNEL

Manager Dick Lewis
Commercial Manager..... Bill Harvey
Promotion Manager..... Arnold LaBenz

STATIONS

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

NATIONAL REPRESENTATIVE

Paul H. Rayermer Company

★

The Arizona Network

836-838 N. Central Ave., Phoenix, Ariz.

Phone: 4-4144

PERSONNEL

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

STATIONS

KTUC: Tucson; KSUN, Bisbee-Douglas-Lowell.

NATIONAL REPRESENTATIVE

John Blair & Company

★

Arrowhead Network

WEBC Bldg., Duluth, Minn.

Phone, Melrose 2873

PERSONNEL

General Manager..... W. C. Bridges
Director of Operations... H. E. Westmoreland
Promotion Manager..... H. H. Sonnenburg
WMFG Manager..... Harry Hyett
WHLB Manager..... Greg Rouleau
WEAU Manager..... Clyde Riddle
WJMC Manager..... Leonard Anderson

STATIONS

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

REPRESENTATIVE

George P. Hollingbery Co.

Connecticut State Network

270 Atlantic St., Stamford, Conn.

Phone: Stamford 3-0747

PERSONNEL

President..... Harold H. Meyer
Director Glover DeLaney
Director..... G. J. Morey
Director..... Richard Davis
Director Sam Elman
Director..... Levon Thomas

STATIONS

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

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
Willett H. Brown
Secretary-Treasurer..... A. M. Quinn
General Sales Manager.... Sydney Gaynor
Asst. Gen. Sales Manager... Henry Kerstenkorn
Program Director..... Pat Campbell
Production Director..... William Randol
Continuity Acceptance Dir... William Williams
News & Special Features Dir... Les Mawhinney
Chief Supervisor..... Tony La Frano
Dir. of Station Relations..... Pat Campbell
Publicity Director..... Harriet Crouse

STATIONS

NORTHERN CALIFORNIA: KFRC, San Francisco; KHSL, Chico; KIEM, Eureka; KFRE, Fresno; KMYC, Marysville; KYOS, Merced; KDON, Monterey; KVCV, Redding and KXOA, Sacramento.



*"This is the **CONNECTICUT STATE NETWORK**..."*



WSRR WNAB WELI WATR WTHT WNLC

SOUTHERN CALIFORNIA: KHJ, Los Angeles; KXO, El Centro; KFXM, San Bernardino; KGB, San Diego; KVEC, San Luis Obispo; KVOE, Santa Ana; KDB, Santa Barbara and KCOK, Tulare-Visalia.

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

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

IDAHO: KRLC, Lewiston; KWAL, Wallace.

NATIONAL REPRESENTATIVE

John Blair & Co.



Georgia Major Market Trio

(Address Any Station or The Katz Agency)

PERSONNEL

Associate Manager (WGST).....Frank Gaither
General Manager (WTOC).....W. T. Knight
General Manager (WMAZ).....Wilton E. Cobb

STATIONS

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

REPRESENTATIVE

The Katz Agency



Intermountain Network

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

Phone: 4-1843

President.....A. L. Glasman
General Manager.....George C. Hatch
General Sales Manager.....Lynn L. Meyer
Engineering Director.....D'Orr Cozzens

STATIONS

KALL, Salt Lake City, Utah; KLO, Ogden, Utah; KOVO, Provo, Utah; KVNU, Logan, Utah; KOAL, Price, Utah; KID, Idaho Falls, Idaho and KVRS, Rock Springs, Wyo.

REPRESENTATIVE

Adams J. Young, Jr., Inc.



Kansas State Network

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

Phone: Harrison 1161

PERSONNEL

Sales Manager.....Don Davis
Program Co-Ordinator.....John Wahlstedt

EXECUTIVE COMMITTEE

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

STATIONS

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

The Lone Star Chain

806 Tower Petroleum Bldg., Dallas (1)

Riverside 5663

PERSONNEL

Chairman of Operating Committee. O. L. Taylor
Managing Director.....Clyde B. Melville

STATIONS

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

NATIONAL REPRESENTATIVES

Taylor-Howe-Snowden Radio Sales



Maryland All-Home Network

10 East North Ave., Baltimore 2, Md.

Phone: Mulberry 1300

PERSONNEL

Director of Nat'l Sales... Andrew H. Hilgartner
Director of Local Sales.....William S. Pirie

STATIONS

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

NATIONAL REPRESENTATIVES

John Blair & Co.



Mason-Dixon Radio Group

8 W. King St., Lancaster, Pa.

Phone 5259

PERSONNEL

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

STATIONS

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

NATIONAL REPRESENTATIVE

Paul H. Raymer Co., Radio Advertising Co.



Michigan Radio Network

Operated by King-Trendle Broadcasting Corp.

Stroh Bldg., Detroit, Mich.

Phone: Cherry 8321

PERSONNEL

President.....George W. Trendle
General Manager.....H. Allen Campbell
Adv. & Sales Prom. Mgr....Wm. J. Hendricks, Jr.
Commercial Manager.....James G. Riddell

STATIONS

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

REPRESENTATIVE

Paul H. Raymer Co.

McClatchy Beeline

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

PERSONNEL

President.....Eleanor McClatchy
National Sales Mgr.....Robert A. Street
Program Director.....John J. Groller
Promotion Director.....Evert S. Peterson
Agricultural Editor.....Hamilton L. Hintz
Technical Director.....Norman Webster

STATIONS

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

REPRESENTATIVE

Paul H. Raymer Company

★

Mississippi Valley Network

E-6622 First National Bank Bldg., St. Paul,
Minn.

Phone: Cedar 8579

PERSONNEL

Chairman of Board.....John W. Boler
President.....Howard S. Johnson
Vice President-Gen. Mgr.....Donn Clayton
Vice President-Sales.....William J. Kutsch
Western Div. Sales Mgr.....William E. Ware
Assistant to Vice President...Harland Ohde
Controller.....Florence Tibeau

BRANCH OFFICES

360 N. Michigan Ave., Chicago 1, Ill. Phone.
Central 4894, William J. Kutsch, Vice President.
Empire State Building, New York 1, N. Y.,
Phone LOnacre 3-4374, William J. Kutsch,
Vice President. Rand Tower, Minneapolis,
Minn., Harland Ohde, Assistant to Vice Presi-
dent.

STATIONS

North Central Broadcasting System, Inc.,
operators of Mississippi Valley Network. 76
affiliated stations located within twelve mid-
western states. For station lists, contact North
Central Broadcasting Systems, Inc.

★

New England Regional Network

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

PERSONNEL

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

STATIONS

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

REPRESENTATIVE

Weed & Company

North Central Broadcasting System, Inc.

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

★

Northern Broadcasting & Publishing, Ltd.

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

PERSONNEL

President.....R. H. Thomson
Secretary-Treasurer.....S. F. Chapman
Supervisor of Stations.....Jack M. Davidson
Chief Engineer.....George McCurdy
Manager (CKGB).....H. Freeman
Manager (CJKL).....C. Chambers
Manager (CFCH).....Cliff Pickrem
Manager (CHEX).....H. Cooke
Manager (CKWS).....Roy Hoff

STATIONS

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

BRANCH OFFICES

Bank of Commerce Bldg., Toronto, Ontario
Phone: E.L. 1165
Manager.....R. H. Thomson
1010 University Tower, Montreal, Quebec
Phone: H.A. 3051
Manager.....R. A. Leslie

★

Northwest Network

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

Sales Office: c/o KSTP, Radio City, Minne-
apolis 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 sta-
tion); WEBC, Duluth, Minn.; KYSM, Mankato,
Minn.; WMFG, Hibbing, Minn.; WHLB, Vir-
ginia, Minn.; KROC, Rochester, Minn.; KFAM,
St. Cloud, Minn.; KFYR, Bismarck, N. D.;
WDAY, Fargo, N. D.; WEAU, Eau Claire,
Wisc.; WJMC, Rice Lake, Wisc.

NATIONAL REPRESENTATIVE
Edward Pety & Co.

★

The Oklahoma Network

APCO Tower, Oklahoma City, Okla.

PERSONNEL

Managing Director.....Robert D. Enoch

REGIONAL NETWORKS

STATIONS

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

NATIONAL REPRESENTATIVE

Taylor-Howe-Snowden Radio Sales

★

Oklahoma Metropolitan Line

c/o KOMA, Biltmore Hotel
Oklahoma City, Okla.
Phone: 2-3291

PERSONNEL

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

STATIONS

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

NATIONAL REPRESENTATIVE

Free & Peters, Inc.

★

The Pennsylvania Network

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

PERSONNEL

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

STATIONS

WCAU, Philadelphia (key station); WGAL, Lancaster; WORK, York; WAZL, Hazleton; WEST, Easton; 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; WRAK, Williamsport; (Harrisburg, Scranton, Wilkes-Barre, Pittsburgh and Erie stations optional).

★

Quaker Network

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

PERSONNEL

General Manager.....Roger W. Clipp

STATIONS

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

★

South Central Quality Network

Address Individual Stations

PERSONNEL

Manager (WMC).....H. W. Slavick
Manager (WJDX).....Wiley Harris
Manager (WSMB).....H. Wheelahan
Manager (KARK).....G. E. Zimmerman
Manager (KWKH).....Fred Ohl

★

Southern Minnesota Network

101 N. Second St., Mankato, Minn.
Phone 4673

PERSONNEL

Sales Manager.....John F. Meagher
KYSM Manager.....John F. Meagher
KROC Manager.....L. A. Mair
KATE Manager.....Ed. L. Hayek
WKNO Manager.....L. L. McCurnin
KWLM Manager.....H. W. Linder

STATIONS

KATE, Albert Lea, Minn.; KYSM, Mankato, Minn.; KROC, Rochester, Minn.; KWNO, Winona, Minn.; KWLM, Willmar, Minn.

NATIONAL REPRESENTATIVE

John E. Pearson Company

★

Tennessee Valley Regional Network

Knoxville, Tenn.

PERSONNEL

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

STATIONS

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

REPRESENTATIVES

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

The Texas Quality Network

Address Individual Stations

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

PERSONNEL

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

STATIONS

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

NATIONAL REPRESENTATIVE

Edward Petry & Co., Inc.

★

Texas State Network

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

PERSONNEL

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

STATIONS

KFJZ, Fort Worth; KRBC, Abilene; KGKL,
 San Angelo; KBST, Big Spring; KRLH, Midland;
 KRRV, Sherman-Denison; KPLT, Paris; KABC,
 San Antonio; KTEM, Temple; WRR, Dallas;
 KCMC, Texarkana; WACO, Waco; KFRO,
 Longview; KMAC, San Antonio; KBWD,
 Brownwood; KNOW, Austin; KTHT, Houston.

NATIONAL REPRESENTATIVE

Weed & Co.

★

The Tobacco Network

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

PERSONNEL

President.....Louis N. Howard, WHIT
 Secretary.....Harry Bright, WGBR
 Treasurer.....Allen Wannamaker, WGTM
 Program Director.....Ray Reeve
 Sales Manager.....Philip F. Whitten, Raleigh
 Vice-President.....B. S. Hodges, Jr., WGTC

STATIONS

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

NATIONAL REPRESENTATIVES

The Walker Company

★

Tri-City Stations of Virginia

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

PERSONNEL

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

STATIONS

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

REPRESENTATIVE

Philip P. Allen

★

West Virginia Network

CHARLESTON BROADCASTING CO.

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

PERSONNEL

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

STATIONS

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

NATIONAL REPRESENTATIVE

The Branham Co.

★

Wisconsin Network, Inc.

Nash Building
 Wisconsin Rapids, Wisc.
 Phone: 90

PERSONNEL

President.....W. F. Huffman

REGIONAL NETWORKS

V.P. & Managing Dir.....Don C. Wirth
Traffic Manager.....Geo. T. Frechette
(Address all communications to Don. C. Wirth)

STATIONS

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

★

The Wolverine Network

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

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

STATIONS

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

★

The Yankee Network

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

PERSONNEL

Chairman of Board-General Manager
John Shepard 3rd
President.....William O'Neil
Executive Vice-President.....Linus Travers
Vice-President.....George W. Steffy
Controller.....Robert F. Ide
Assistant Controller.....Howard F. Wright
Station Relations.....Barbara Sprague
Sales Executive.....Gordon Jenkins
Editor, Yankee Network News Service,
Leland Bickford
Director of Promotion.....James S. Powers
Director of Merchandising.....Arthur Lathrop

Director of Publicity.....Phyllis Doherty
Director of Special Events.....Lester Smith
Chief Engineer.....Irving Robinson
Program Director.....George W. Steffy

EXECUTIVE COMMITTEE

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

BOARD OF DIRECTORS

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

STATIONS

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

BRANCH OFFICES

34 Mechanic St., Worcester 8, Mass.
Phone: Worcester 2-5611

WAAB Manager.....H. Wm. Koster

Crown Hotel, Providence 2, R. I.
Phone: DEXter 1500

WEAN Supervisor.....Malcolm Parker

Hotel Stratfield, Bridgeport 1, Conn.
Phone: Bridgeport 6-1121

WICC Manager.....Joseph Lopez

NATIONAL REPRESENTATIVE

Edward Petry & Co., Inc.

★

Z Net

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

PERSONNEL

Manager.....E. B. Craney

STATIONS

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

NATIONAL REPRESENTATIVE

The Walker Co.

WEST COAST REPRESENTATIVE

Pacific Northwest Broadcasters