

NETWORKS



NATIONAL



REGIONAL

NINETEEN FIFTY





## It's still **bargain** **day** at **WLW**

The number of radio stations competing for listening within the WLW Merchandise-Able Area has increased from 153 in 1946 to 258 in 1949 . . . an increase of 69 percent.\*

Nevertheless, during February-March, 1949, WLW received 20,046,400 Home Hours of Listening per week — compared to 20,315,137 during the same period in 1946 . . . a decrease of only 1.3 percent.\*

Further, on a cost-per-thousand basis, WLW delivers advertising impressions at slightly more than half the cost of using a combination of the best local stations in each of the 21 major markets of WLW-Land.

And that's why we repeat . . . it's still *Bargain Day* at The Nation's Station!

\*Nielsen Radio Index



CROSLY BROADCASTING CORPORATION



MARK WOODS  
Vice-Chairman  
Bd. of Directors

# American Broadcasting Company

TELEVISION must abandon the yoke of radio thinking. Television must tailor its cloth to fit its economic and technical needs.

Programming has improved tremendously during the past year. The critical judgment of those watching the televising of this year's Metropolitan Opera opening and comparing it to the television operatic opening of last season attests to this. To a large extent the belief that good radio programming automatically becomes good television programming is being abandoned. New ideas and new formats are being developed and tried constantly. But, all of this is worthless unless the industry solves its technical problems so that the widest possible audience can view television in the best possible manner.

There are two means by which this can be done. Constant improvement of signal for existing stations, and here the transfer of ABC's WJZ-TV transmitter to the Empire State Building is a case in point, and the creation of new television stations in areas where none now exist. The Federal Communications Commission also is considering the problem of increased power for existing stations. The creation of new stations is hindered by the lack of cable facilities and by the poor quality of transcribed programs available, even for existing stations which are unable to carry a great portion of their programs in the form of "live" pickups.

Radio, by constantly improving methods of transcription, has solved this problem. A transcribed program, preferably by tape recording, may be made at the time of the original broadcast or made and edited solely for future broadcasting, and cannot be distinguished from a live broadcast. To achieve this same technical quality in video recording is the immediate and most pressing problem facing the industry.

Video recordings are now made by an electronic-optical process on film.

These recordings at the present time are the only means of providing certain areas an opportunity to see the better programs originating in New York, Chicago and Hollywood. Even with the contemplated expansion of coaxial cable facilities it is probable that for years to come many sections of the country must obtain their television fare in this manner if at all. And present video recordings leave much to be desired. Under the best of circumstances a non-technical viewer can distinguish between the program presented by video recording, the "live" program, and even the program from film especially made for television.

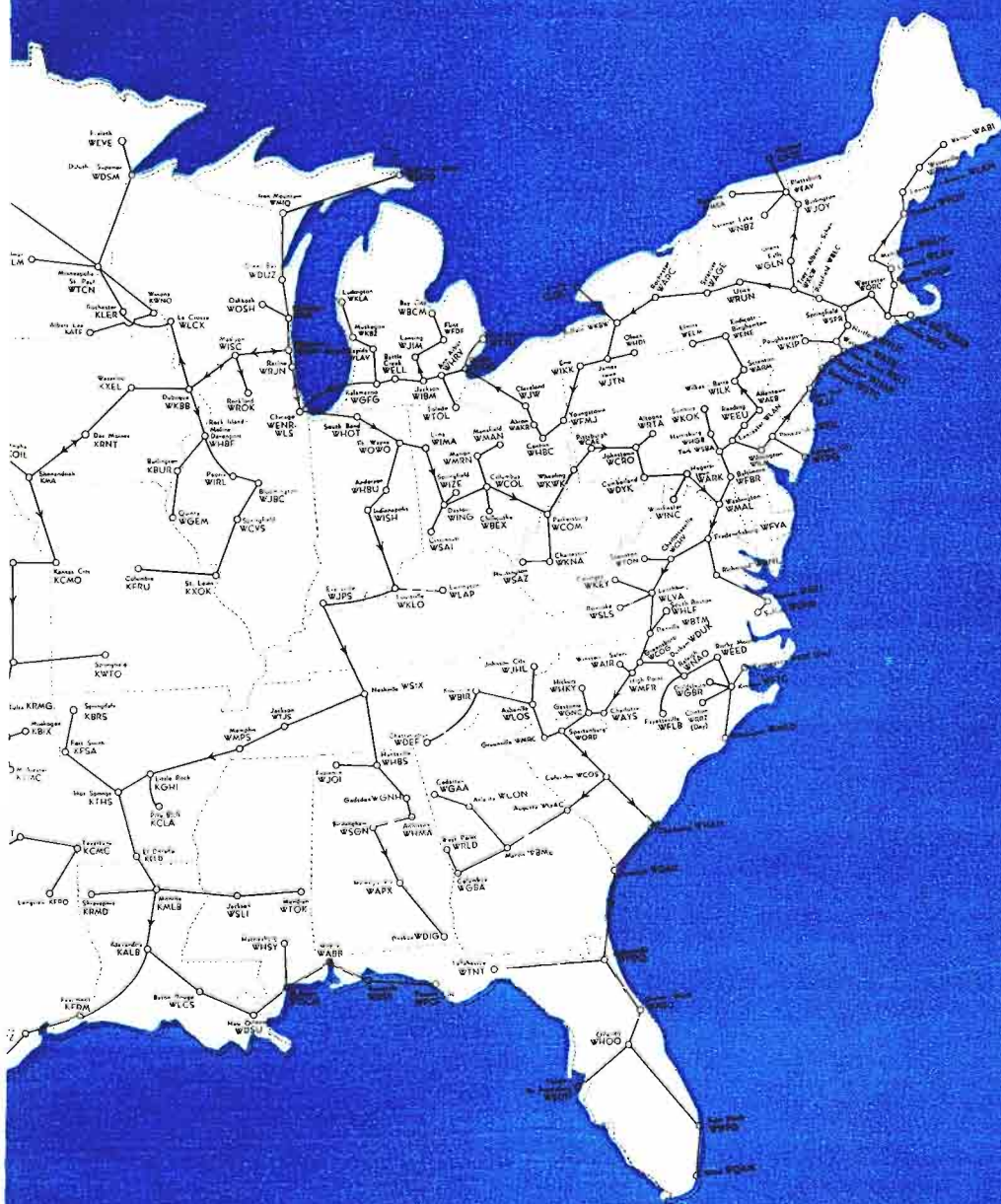
It is obviously impossible for all television stations now operating or planned to present one hundred per cent live programs. Two alternatives remain. Our existing methods of recording may be improved. ABC, which pioneered in the application of improved magnetic tape recording, currently is moving in this direction. But, at the same time, we are not convinced that this is the ideal method and are pioneering in two other directions—simultaneous motion picture filming, and the production of camera picture film especially for television.

The success that has greeted the televising of the "Lone Ranger" program, which is broadcast from film shot in Hollywood especially for television, amply testifies to the efficiency of this method.

The simultaneous motion picture filming of a program that is at the same time being presented "live" in some parts of the country, however, seems to be the ideal solution. The technical problems are tremendous. It is necessary to have a television camera, or a bank of cameras, in absolute synchronization with one or more film picture cameras. Technicians of the American Broadcasting Company, in cooperation with camera and electronic experts from other companies, are now working toward a solution of the technical difficulties. Legal and labor union problems also confront the television broadcaster. But, none of these problems are insurmountable.



# 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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**Americau Broadcasting Co., Inc.**

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 WENR, Chicago.....  
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 Harold Stokes...Program Manager  
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 J. Norman Nelson...Sales Promotion Manager  
 Cameron Pierce...TV Engineering Oper. Supervisor  
 James T. Vandiveer...Western Div. TV Field Dir.  
 Elwood C. Winckler...Television Production Mgr.

Philip Booth...Television Program Director  
 Rollo Hunter...Production Manager

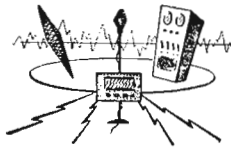
Edith Kirby...Traffic Manager  
 Victor Reed...News Editor  
 Kenneth Stedman...Auditor  
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Owned, operated and represented by ABC  
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 Owned by Evening Star Publishing Co.  
 Represented by ABC

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.....

## TRENDLE-CAMPBELL ENTERPRISES, INC.



Because Trendle-Campbell originates eight (8) half hours of live programs for ABC. These are the nationally famous LONE RANGER  (Monday-Wednesday-Friday weekly, 7:30 to 8:00 p.m.) the CHALLENGE  of the YUKON (Monday-Wednesday-Friday, 5 to 5:30 p.m.) and the GREEN HORNET  (Tuesday-Thursday, 5:00 to 5:30 p.m.)

## TRENDLE-CAMPBELL ENTERPRISES, INC.

1800 Stroh Building

Detroit 26, Michigan





FRANK STANTON  
President

# Columbia Broadcasting System

IN A comprehensive volume such as this, there are many subjects that can properly be discussed; but rather than try to cover the entire field, I feel that the best contribution I can make is to discuss one subject specifically. And I have chosen Television Costs.

There is an impression that television costs are very high.

Very high in relation to what? Radio? Newspapers? Magazines? High in relation to a force of salesman making door to door sales calls?

Is a full page ad, say, in *Life* magazine, in four colors, a terribly high cost advertisement simply because the outlay is larger than the same page produced in black and white? The outlay is greater for color because the *results justify the more expensive production* treatment than mere black and white.

The same is obviously true of television. Television cannot and should not be compared to any other single advertising medium. The complicated and costly process which reproduces a moving image on a screen right in a man's living room is a brand new entry into the field of sales and advertising. Because of the characteristics inherent in it, there cannot be a direct comparison with radio—which appeals to the ear; nor with newspapers whose memory-jogging printed word also is simply one other characteristic provided by television; nor magazines whose scope and eye appeal characteristics are also present to an even greater degree in TV.

In other words, TV is combining all the advertising values of all other media—plus certain effects completely unique to television alone.

Let's consider a single advertiser in television.

The Lincoln-Mercury dealers sponsor Columbia's *Toast Of The Town*. Through this program, the Lincoln-Mercury people gain the effect of the most ideal car salesman imagin-

able making close to 4 million calls on family buying units in 30 or 40 different cities. Each of the nearly 4 million persons who willingly and voluntarily invite this salesman into their home each week is exposed to several demonstrations and sales talks of the Lincoln-Mercury cars under the best selling conditions.

That is what this advertiser is buying when paying the supposedly high cost of television. To be exact, it costs this sponsor about \$4.00 to make a thousand of these hard-hitting demonstrations. Or about ½ cent per demonstration.

Do people remember what they see on television and do they act on it?

This same sponsor who pays only ½ cent each week to show off his car to a prospect has found out such results as this:

A number of the most prominent New York dealers report that over 90 per cent of the persons who visited showrooms on a particular night did so because they were motivated by *Toast Of The Town*—on CBS-TV.

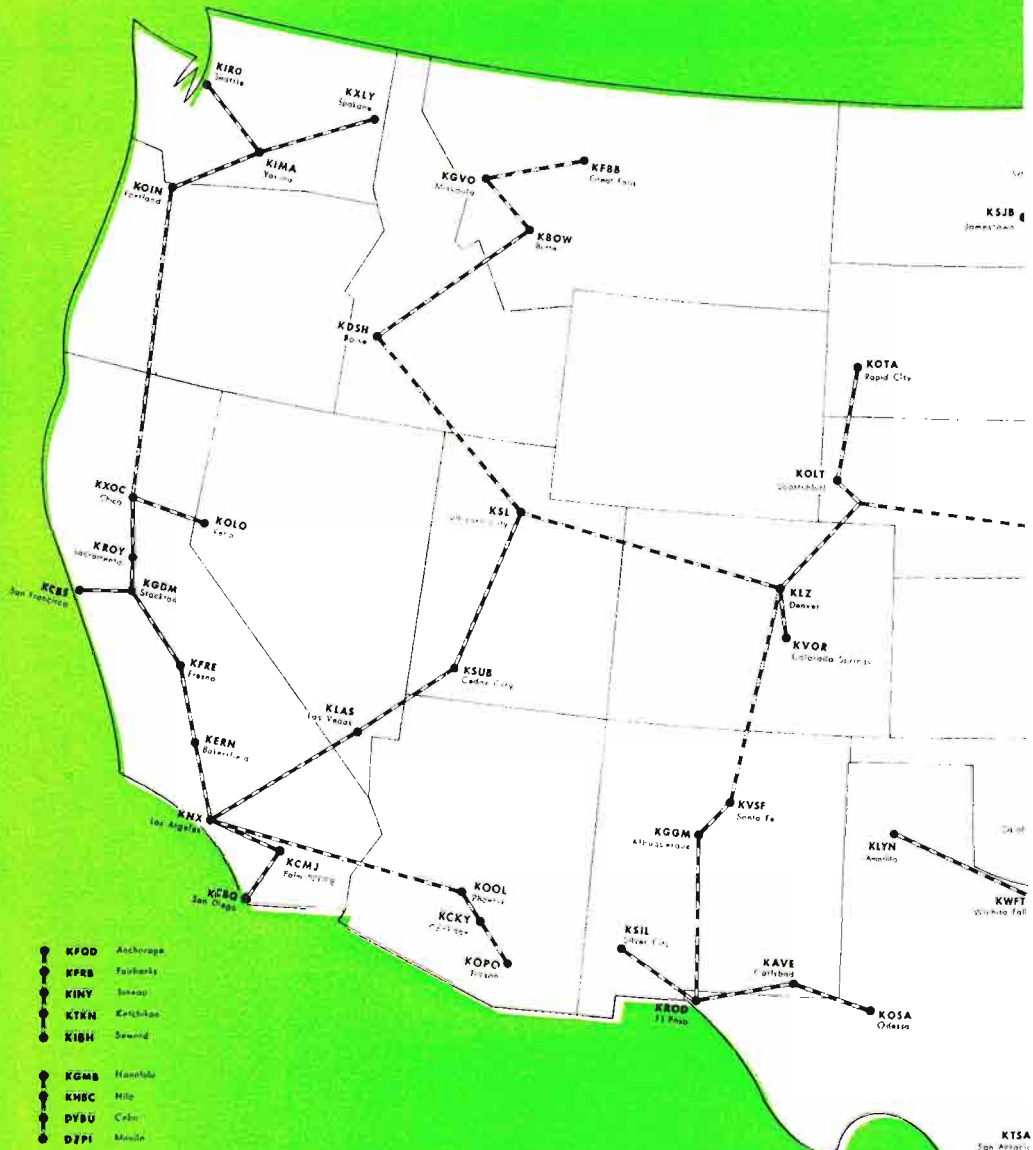
Television is a salesman making very effective calls on as many persons as the sponsor needs—at any time of the week he wishes. And instead of being costly—the medium offers its characteristics in almost every case at less than 1 cent per sales demonstration.

That is what the relatively large *initial* outlay is for in television—not the concepts which advertisers are accustomed to after years of using other established media, and in consequence, not the cost concept which advertisers are accustomed to.

But, television doesn't demand even high initial outlay. CBS-TV has programs in which the advertiser pays out as little as \$1,000 per week and still makes his effective sales calls at less than 1 cent per thousand persons. In TV they are paying for *unique results*.

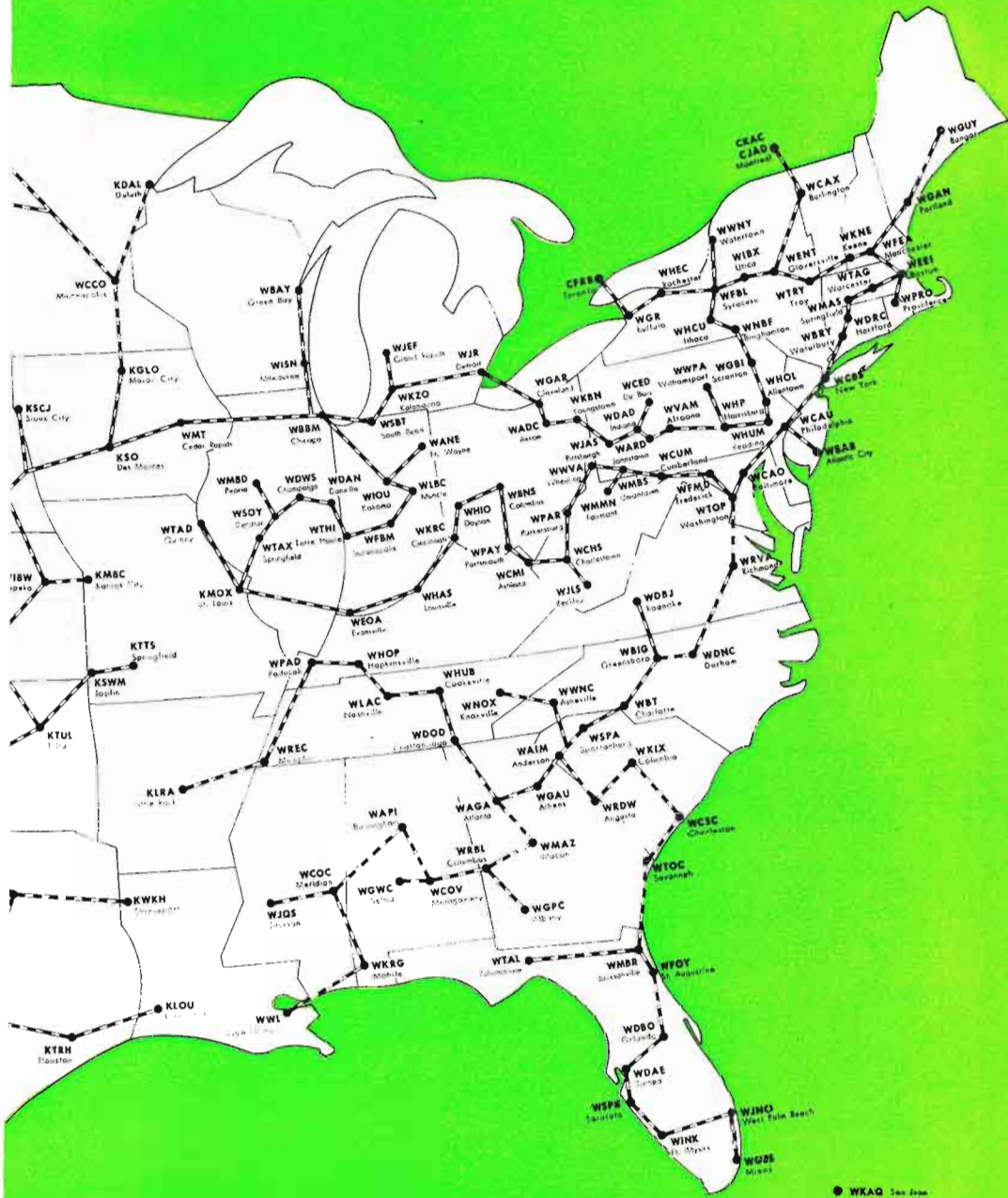
Last year may well be pointed to as the year of highest cost. In 1950, and in subsequent years, most indications point to a lowering of television budget necessities, when viewed in the light of cost per thousand and sales effectiveness.

# COLUMBIA BROADCASTING SYSTEM



**NETWORK FACILITIES  
AS OF JAN. 15, 1950**

# CASTING SYSTEM



# C O L U M B I A

## Broadcasting System, Inc.

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485 Madison Avenue, New York 22, N. Y.  
Telephone: PLaza 5-2000

*Registered Telegraphic Address—COLUMBIA NEW YORK*

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KNX, Los Angeles  
WBBM, Chicago  
WCBS, New York

WCCO, Minneapolis  
WEEL, Boston  
KCBS, San Francisco  
FM Stations:  
KNX-FM, Los Angeles

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



FRANK WHITE  
President

# Mutual Broadcasting System

THE year just past has afforded broadcasters their first real insight into the probable future of this now dual industry: radio and television. Earlier prophets had found in their crystal balls the vision of one all-powerful telecasting medium and the attendant death of sound broadcasting within three to five years. The industry experience during these 12 months of 1949, however, has given a perspective to the picture which has caused most of these same prophets to temper their rather grim and glib predictions. Industry statisticians now point to a few pertinent figures to indicate the realities: that television homes in the United States number some 3 million while radio homes total close to 40 million; that even during this period of television's amazing progress, the number of *new* radio homes has outstripped television better than three to one; that, with all the 1949 emphasis on television, the country's set manufacturers produced three radio receivers for every video set.

As 1950 begins, we get a similar perspective on the transmitting end of radio and television. It is generally agreed that, for the next several years at least, television will be concentrated in the larger cities. By the end of 1950 or perhaps 1951, network TV will be available to about half the country's homes. But it will take a long, long time to reach the other half. Because the populations of hundreds of towns and cities are not large enough to support a local television station, radio will still be their main source of entertainment and information. This is a factor of special significance to the Mutual Broadcasting System because more than 300 of our 520 stations are the only network voice in town.

A glance at the history of advertising in America gives us a still broader perspective on the so-called battle between radio and television. No major communications medium has ever been destroyed by another.

Newspapers did not kill the billboards, nor magazines the newspapers. Motion pictures and phonograph recordings thrived together; radio itself has far from bankrupted any of its predecessors. And now television? The older media will have to move over, as they have done before, but they will retain their roles in the nation's expanding economy.

This does not imply that there will be no competition between radio and television. Of course there will be—at times for the same audience and for the same advertising dollar. But we at Mutual have a continuing faith in the future of radio—a faith fortified by a constructive program to cope with the changing patterns of the industry.

Mutual has always been a different kind of network. Throughout 1950 and the years ahead, we plan to stress and emphasize these differences. They contribute heavily to Mutual's strength and we plan to make the most of them. They add up to a plus in dollars for the Mutual advertiser, a broader and yet more intimate service to our listeners.

Mutual's second difference complements the first. Here — and on no other network — the advertiser can, at no extra cost, tell his customers *where* to buy what he is selling, as well as why. The Mutual plan of free cut-ins provides localized messages identifying dealers in each station-town by name and address.

The third difference is the maximum flexibility of Mutual's facilities. Advertisers are finding it increasingly important to adapt their radio coverage more closely to their individual marketing patterns but conventional network lineups rarely conform to sales geography.

Mutual's fourth difference: the highest per dollar return in all network radio.

The fifth point of difference: Mutual offers the lowest costs, hook-up by hook-up, of all the networks. Our latest rate-card makes it possible for an advertiser to buy the proven benefits of coast-to-coast radio — and still save enough to explore the high promise of television, too.

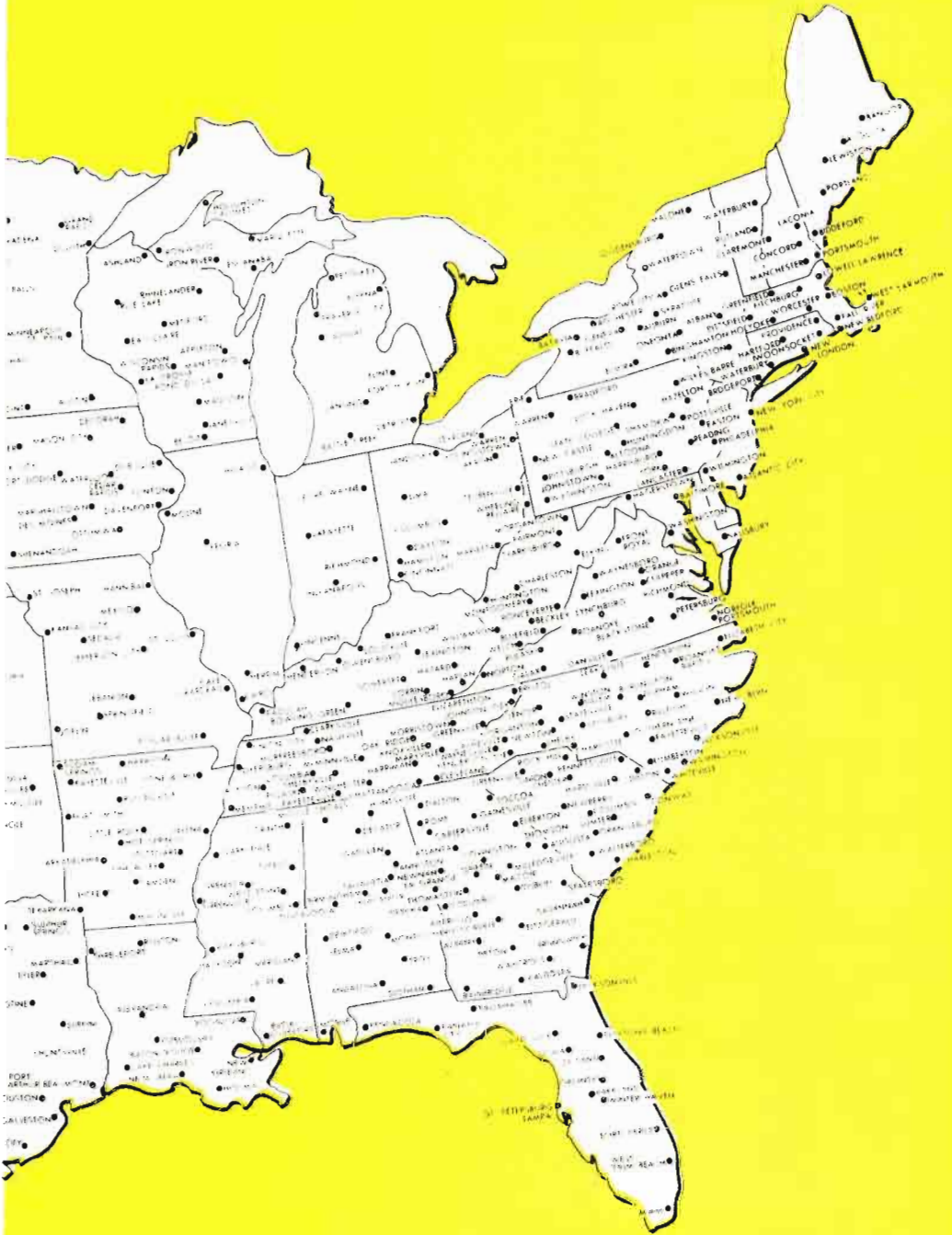
# MUTUAL BROADCAST



**NETWORK FACILITIES  
AS OF JAN. 15, 1950**



# CASTING SYSTEM



# MUTUAL Broadcasting System

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## *Executives and Staff*

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

## **Executive Personnel**

### **Board of Directors**

Theodore C. Streibert.....WOR, Chairman  
Thomas O'Neil.....Yankee Network, Vice-Chmn.  
E. M. Antrim.....WGN  
Willet H. Brown.....Don Lee  
J. E. Campeau.....CKLW, Detroit  
Benedict Gimbel, Jr. ....WIP, Philadelphia

J. R. Poppele.....WOR  
Frank Schreiber.....WGN  
Linus Travers.....Yankee Network  
Lewis Allen Weiss.....Don Lee  
Frank K. White.....MBS, New York

## **Officers**

Frank White.....President  
E. M. Antrim.....Chicago, Secretary  
James E. Wallen.....New York, Treasurer  
William H. Fineshriber, Jr. ....V.P. in Chg. of Prog.  
Adolph N. Hult.....Vice-Pres. in Chg. of Sales  
Robert A. Schmid, Vice-Pres. in Charge of Adv.,  
Planning & Research  
A. A. Schechter  
Vice-Pres. in Chg. of News, Spec. Events & Press  
E. M. Johnson, Vice-Pres.  
in Chg. of Sta. Rela. & Engineering

## **Legal Counsel**

Louis C. Caldwell, Keith Masters.  
Andrew C. Hamilton....of Kirkland, Fleming,  
Green, Martin and Ellis, Washington, D. C.,  
and Chicago.  
Leo Lauterstein and David Brown.....New York  
Elisha Goldfarb.....MBS Counsel  
Esterly Chase Page.....Wash., Eng. Consultant

## **Departments and Divisions**

### EXECUTIVE OFFICERS

Frank K. White.....President  
James E. Wallen, Treas., Controller & Asst. Secty.

## **Office Management**

James E. Wallen.....Office Manager  
Beatrice M. Marschner.....Personnel Director  
Ruth Hendler.....Purchasing Agent  
Gaile Dody.....Supervisor of Central Steno.  
Sigrid Ramberg...Supervisor of File & Reception

## **Program Department**

William H. Fineshriber, Jr.  
Vice-Pres. & Dir. of Programs  
Adolph Opfinger.....Asst. Program Director

Eleanor Pearlson ..... Administrative Asst.  
 Harold Wagner..... Mgr. of Program Operations  
 B. J. Hauser ..... Dir. of Co-Op Program  
 Sally Raynor ..... Asst. Director of Co-Op Program  
 Herbert Rice ..... Director of Production  
 Rocco L. Tito..... Ass't Dir. of Production  
 Edwin Otis..... Commercial Program Supvr.  
 Dorothy Kemble  
 Dir. of Continuity Acceptance & Religious &  
 Educational Programs.  
 Marion Lennox  
 Asst. Dir. of Continuity Acceptance  
 Isabel S. Bisini... Asst. Dir. of Religious Programs  
 Ada Lusardi ..... Supervisor of Program Traffic  
 John Newhouse, Hugo Seiler  
 Night Program Supervisors  
 Idella Grandlay ..... Day Program Supervisor

### **News, Special Events and Press**

A. A. Schechter..... Vice-President  
 Milton Burgh ..... Director of News  
 Arthur Feldman..... Director of Special Events  
 Paul Jonas..... Dir. of Sports & Music Clearance  
 James E. O'Bryon..... Director of Publicity  
 Francis X. Zuzulo..... Asst. Director of Publicity  
 Robert Wilson..... Exploitation Manager  
 John Skinner ..... Editor-In-Chief  
 Harold Gold..... Broadcast News Editor  
 Maria Caterine..... Photo and Fashion Editor  
 Harold Albus..... Syndicate Contact & Writer

### **Station Relations & Engineering**

E. M. Johnson..... Vice-President  
 Charles Godwin..... Southern Mgr.-Station Rel.  
 Robert Carpenter..... Eastern Mgr.-Station Rel.  
 Roy Danish..... Western Mgr.-Station Rel.  
 Ruth Jaffe..... Supervisor of Station Traffic  
 Robert O'Connor... Mgr. of Station Information  
 Leslie Learned..... Chief of Engineering Traffic  
 James Chapman... Supt. of Engineering Traffic  
 Margaret Riordan... Sup. of Wire Communications  
 Lewis Tower..... Chief Facilities Engineer  
 Margaret Maloney..... Telephone Supervisor

### **Advertising, Planning and Research**

Robert A. Schmid..... Vice-President  
 Harold Coulter..... Director of Promotion  
 James Tyler..... Manager of Adv. & Prom.  
 William Fairbanks. Mgr. Presentations & Planning  
 Richard Puff..... Director of Research  
 Paul Benson..... Asst. Director of Research  
 F. Carleton McVarish... Mgr. of Audience Prom.  
 Arnold Roston..... Art Director  
 Winifred Hall..... Production Supervisor

### **Sales Department**

Adolf N. Hult..... Vice-President  
 Sidney P. Allen..... Asst. to V.P.  
 D. R. Buckham..... Eastern Sales Manager  
 Alma Graef..... Manager of Sales Service  
 Torrence Danley..... Manager of Sales Traffic  
 Minnie Antrim..... Service Representative  
 Eda Purcell..... Manager of Contract

### **Accounting Department**

George Ruppel..... Assistant Controller  
 Richard Groome..... Auditor  
 George Westby..... Budget Director  
 Madeline Pellinger..... Supervisor of Affidavit

### **Chicago Staff**

Carroll Marts..... Sales Manager  
 Dorothy Reynolds... Midwest Sales Service Mgr.  
 Myrtle Goulet... Office Mgr. & Program Traffic  
 George Herro..... Dir of Prom. & Publicity

### **Washington Staff**

Hollis Seavey... Washington Program Coordinator  
 William Hillman..... Presidential Corres.

### **Philadelphia Staff**

Howard Cann... Philadelphia Sales Representative

### **Hollywood Staff**

Ned Tollinger..... Program Mgr.  
 Harriet Crouse..... Publicity Dir.

# KOOL

THE *Gene Autry* STATION IN PHOENIX

**C**lever, Unique Promotions  
**B**etter Programming  
**S**uperior Merchandising

**AGGRESSIVE MANAGEMENT!**  
and  
A loyal, responsive audience  
that annually spends more than  
**HALF A BILLION DOLLARS**  
in KOOL's retail area

Key Station of the  
Radio Network of Arizona.

**KOOL, Phoenix**  
**KCKY, Coolidge**  
**KOPO, Tucson**

Covering 75% of the popula-  
tion of Arizona's richest area.

*Arizona's* **FIRST Station**  
**5,000 WATTS DAY AND NIGHT - 960 KCs**

NATIONAL REPRESENTATIVES . . . **George P. Hollingberry Co.**  
**NEW YORK • CHICAGO • LOS ANGELES • SAN FRANCISCO • ATLANTA**



J. H. McCONNELL  
President

# National Broadcasting Company

RADIO broadcasting reached new economic levels in 1949, and during the past year television has made unprecedented advances alongside the older art of sound. The prospects for

these two broadcast services in 1950 are bright. As entertainment media, they will continue to serve the American public well. As advertising media, they complement each other. Only by using radio and television can the advertiser reach all of the people of the United States—something he cannot do by the use of any other medium.

The very growth of television is a challenge to radio to make the most of its capacities and to realize fully its great potential.

This growth will continue at an increasing pace. The number of television receivers in the hands of the public will grow by leaps and bounds and television facilities will also expand. At the beginning of 1949, NBC had an interconnected television network of only seven stations on the East Coast. By December 1, the NBC interconnected network had increased to twenty-six stations which, together with twenty-seven non-interconnected stations, brought NBC service to thirty-two states — and to an area containing upwards of 60 per cent of the nation's population.

Television will also grow in program skills and production know-how. At NBC, television is now "on its own," with its own studios, engineers, newsmen, talent scouts, sales force and financial set up. It will develop new sales patterns and will sell billions of dollars worth of goods and services. And ultimately television will be profitable, with several video broadcasters already reporting a small profit from operations.

Radio, however, will continue as a great force of entertainment for people of all ages, with basic advantages as an advertising medium.

Radio covers all markets. It can reach over 94 per cent of the families

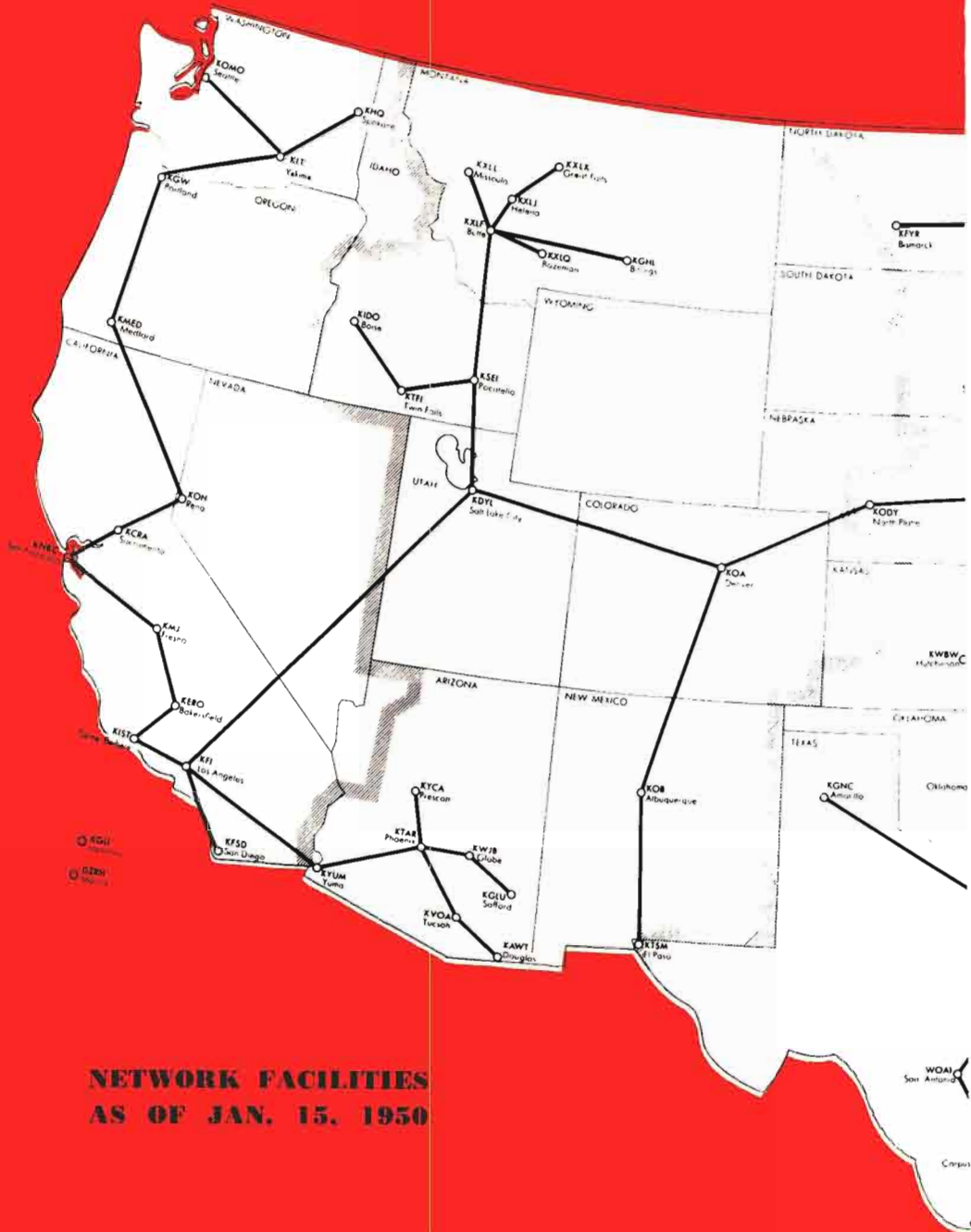
in this country and there are an additional twenty million sets in cars, out of doors and in public places. Radio has been getting bigger, with more than five million families added to the radio population in the last three years. It is the most economical of all media, and a better buy than ever before. In the past ten years, the NBC network cost-per-thousand has decreased 23 per cent, while during the same period daily newspapers have increased 7 per cent, and one of the largest weekly magazines has increased 17 per cent in cost-per-thousand.

With these advantages, radio has nothing to fear so long as it makes the most of its opportunities. It will always have a substantial audience if it is alert in meeting the public's requirements for entertainment and information. With such a mass audience, radio will continue to enjoy advertising support. But it cannot hide its light under a bushel. Radio must tell the advertisers of America its full story—and it must develop new merchandising and sales techniques to meet changing requirements.

As long as radio faces its challenge and does a real job, it will not be displaced by any other medium of entertainment or advertising. Radio itself did not replace older advertising media, but stimulated them to greater growth. Between 1928 and 1948, while radio established itself as a basic advertising medium, the national advertising revenues of magazines and newspapers increased by over \$400,000,000. The telegraph was not banished by the telephone; wireless has not eliminated the cables; the phonograph was not killed by radio; and the movies did not destroy the theatre.

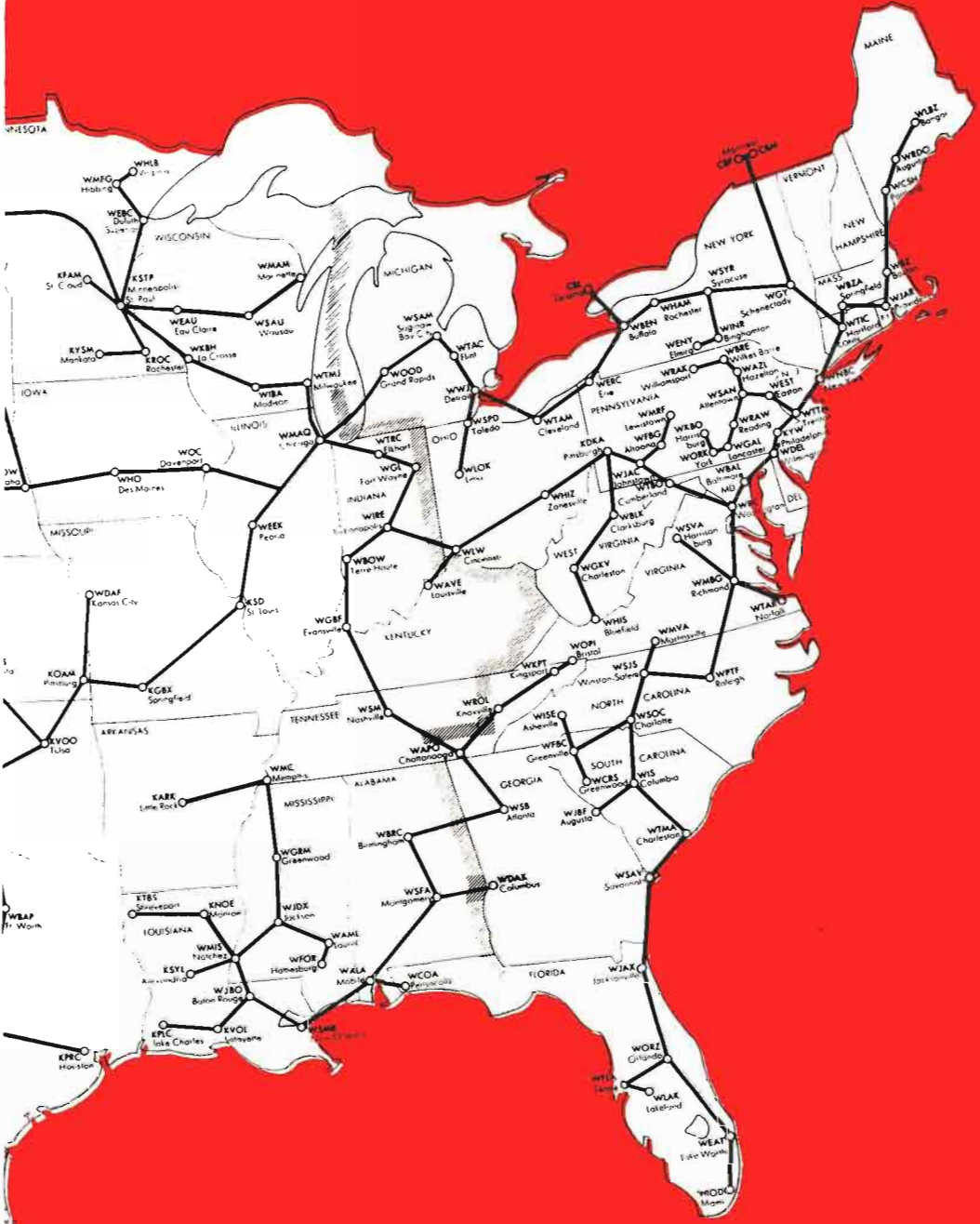
As a new and dynamic medium, television itself will create new demands for goods, with greater business volumes and increased sales opportunities. Radio has an opportunity for a larger scope of service in 1950 and it will realize that opportunity. Teamed, it will do an unparalleled job for the American economy.

# NATIONAL BROADCAST



**NETWORK FACILITIES  
AS OF JAN. 15, 1950**

# CASTING COMPANY



# NATIONAL Broadcasting Company

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30 Rockefeller Plaza 20, New York City  
 (Telephone number, Circle 7-8300)  
 Registered Telegraphic Address  
**NATBROADCAST NEW YORK**

## BOARD OF DIRECTORS

Niles Trammell, Chairman of the Board

Arthur E. Braun  
 John T. Cahill  
 Charles R. Denny  
 Gano Dunn

Frank M. Folsom  
 George L. Harrison  
 Harry C. Ingles  
 Charles B. Jolliffe

Joseph H. McConnell  
 Edward F. McGrady  
 Edward J. Nally  
 Brig. Gen. David Sarnoff

## Officers

Niles Trammell.....Chairman of the Board  
 Joseph H. McConnell.....President  
 Charles R. Denny.....Executive Vice President  
 Harry C. Kopf.....Administrative Vice President  
 Edward Madden.....Asst. to Pres.  
 Sylvester Weaver.....Vice President  
 John H. MacDonald.....Administrative Vice  
 President  
 Sidney N. Stotz... Administrative Vice President  
 William Brooks.....Vice President  
 Sydney Eiges.....Vice President  
 Charles P. Hammond.....Vice President

O. B. Hanson.....Vice President  
 William S. Hedges.....Vice President  
 Gustav B. Margraf...Vice President & General  
 Attorney  
 John F. Royal.....Vice President  
 Frank M. Russell.....Vice President  
 I. E. Showerman.....Vice President  
 Victor T. Norton.....Vice President  
 H. F. McKeon.....Controller  
 R. J. Teichner...Treasurer & Assistant Secretary  
 Lewis MacConnach.....Secretary  
 Wayne Mason.....Assistant Secretary

## DEPARTMENTS AND DIVISIONS

### Executive Officers

Joseph H. McConnell.....President  
 Charles R. Denny.....Executive Vice President  
 John H. McDonald...Administrative Vice President  
 in Charge of Finance  
 William Hedges...Vice President in Charge of  
 Planning and Development  
 John A. Royal.....Vice President  
 David C. Adams.....Assistant to the Executive  
 Vice President  
 George McGovern.....Rate Specialist  
 Albert Walker.....Executive Assistant  
 William Burke Miller...Night Executive Officer  
 James Gaines....Dir. of Owned & Oper. Stations

### Advertising and Promotion

James Nelson... Director Advtg. & Prom. for TV  
 Charles P. Hammond  
 Director Advtg. & Prom. for Radio

### Budget

John Tiedeman.....Budget Officer

### Continuity Acceptance Department

Stockton Helffrich.....Manager

### Controllers Department

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



## Engineering Department

O. B. Hanson... Vice President and Chief Engineer  
George McElrath... Director of Engineering Operations  
William A. Clarke... Administrative Assistant  
Joseph D'Agostino... Liaison Engineer  
Raymond F. Guy... Manager, Radio and Allocations Engineering  
George N. Nixon... Manager, Engineering Development  
Chester A. Rackey... Manager, Audio and Video Engineering  
Thomas H. Phelan... New York Division Engineer  
James Wood... Manager of Technical Services

## General Service Department

Edward M. Lowell... Director  
Walter E. Giebelhaus... Manager of Building Maintenance Division  
Helen Davis... Manager of Office Services Division

## Guest Relations

Peter M. Tintle... Manager  
Joseph Phillips... Assistant Manager in Charge of Reception Division  
Alton Porter... Assistant Manager in Charge of Tours Division  
James Van Gaasbeck... Assistant Manager in Charge of Ticket Division

## Legal Department

Gustav B. Margraf... Vice President & General Attorney  
Robert P. Myers... Assistant General Attorney  
Thomas E. Ervin... Assistant General Attorney  
George H. Halbert... Senior Attorney  
John V. Shute... Senior Attorney  
John P. King... Attorney  
Paul B. Lynch... Attorney  
Cahill, Gordon, Zachry & Reindel... Counsel (New York & Washington)

## National Spot Sales Department

James V. McConnell... Director  
John de Russy... Manager  
Jacob Evans... Promotion Manager

## Network Sales Department

Harry C. Kopf... V.P. for Sound Bcstg.  
George Frey... Dir. of TV Sales  
Walter Scott... Eastern Sales Mgr. for Radio  
Ed Hitz... Eastern Sales Mgr. for TV  
Sackett Miles... Mgr. Sales & Service for Radio  
Frank Reed... Mgr. Sales & Service for TV

## News and Special Events Department

William F. Brooks... Vice President in Charge Radio  
Francis C. McCall... Director of News & Special Events  
Adolph J. Schneider... Director of TV News & Special Events  
Joseph O. Meyers... Manager of Radio Operations

## International Division

Cal Abraham... Station Liaison & Public Relations Director

## Personnel Department

Ernest de la Ossa... Director  
Theodore Thompson... Manager  
Edmund Souhami... Labor Relations Assistant to the Director  
Doris Ann... Employment Manager  
Donald Bogert... Employee Service Manager  
William Rodin... Records & Research Manager

## Press Department

Sydney Eiges... Vice President in Charge  
Josef Dine... Director  
Sam Kaufman... Special Services Manager  
Allan Kalmus... Tele. Manager  
Michael Dann... Trade Editor  
Leo Hershdorfer... Feature & Copy Editor  
Leonard Meyers... Music Editor  
Sidney Desfor... Photo Editor  
Don Bishop... Magazine Editor  
Ursula Halloran... Column Editor  
Anita Barnard... Information

## Program Department

Thomas C. McCray... National Program Director  
Arch Robb... Operations Manager  
Leslie Harris... Assistant National Program Dir.  
Mitchell Benson... Administrative Assistant; Coordinator of New Package Programs  
Mary Cooper... Supervisor of Booking Office  
Allin Robinson... Night Program Manager  
Patrick J. Kelly... Manager of Announcers  
Samuel Chotzinoff... General Music Director  
James Kovach... Manager Production Div.  
Richard McDonagh... Executive Producer  
Joel Hammil... Manager, Literary Rights & Material Review  
Bill Stern... Director of Sports  
Frederick Knopfke... Manager of Sound Effects  
Wade Arnold... Assistant to the Program Director in Charge of Special Programs  
Van Woodward... Mgr. Script Div.

## Public Affairs and Education Department

Sterling Fisher... Manager  
Doris Corwith... Director of Talks & Religious Broadcasts  
Margaret Cuthbert... Director of Public Affairs  
Jane T. Wagner... Director of Education

## Radio Recording Department

Charles G. Hicks... Comm. Recording Sales Mgr.

## Research Department

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

## Stations Departments

Easton C. Woolley... Dir. Sta. Rel. for Radio  
Sheldon Hickox... Dir. Sta. Rel. for TV

## Traffic Department

Harry A. Woodman... Manager

## Television Department

Sylvester L. Weaver, Vice President in Chg. of Television

### OPERATIONS

Carleton D. Smith, Director of TV Operations  
 John T. Williams, Asst. to the Director of TV Operations  
 Fred Shawn, Manager of Operations  
 J. Robert Myers, TV Controller  
 Leslie C. Vaughan, TV Cost & Billing Manager  
 Joseph Berhalter, TV Budget Officer  
 Neil Knox, TV Personnel Supervisor  
 Russ Johnston, Director of Film Operations  
 N. Ray Kelly, Assistant Director of Film Division  
 Robert E. Shelby, Director of TV Engineering Operations  
 F. A. Wankel, Asst. Director of TV Engineering Operations  
 Reid R. Davis, TV Operations Supervisor

### PRODUCTION

Frederic W. White, Director of Production  
 Fred Coe, Manager of New Program Development  
 Carl Stanton, Talent & Program Procurement Manager

### SALES

Robert W. Sarnoff, Program Sales Mgr.

## Transportation Department

Marie F. Dolan, Manager

## Treasurers Department

Rudolph J. Teichner, Treasurer

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

## Owned & Operated Stations

James M. Gaines, Director of Owned and Operated Stations  
 Hamilton Shea, Controller

## WNBC, WNBC-FM, WNBT Department

Thomas B. McFadden, Manager of WNBC, WNBC-FM, WNBT  
 Donald A. Norman, Assistant Manager  
 Harvey J. Gannon, Program Manager, WNBC, WNBC-FM  
 John H. Reber, Program Manager, WNBT  
 John C. Warren, Sales Manager  
 Joseph Goodfellow, Account Executive  
 William Rich, Account Executive  
 Murry Harris, Advertising & Promotion Manager  
 Richard Stahlberger, Assistant Advertising & Promotion Manager  
 George Stevens, Sales Traffic Director  
 Earl Harder, Manager of AM Traffic  
 Catherine Formickella, Manager of TV Traffic  
 Jay Heitin, News & Special Events Manager  
 Schuyler Chapin, Press Manager  
 Thomas Page, Farm Director  
 Clay Daniel, Production Manager  
 Marjorie Hutchison, Business Manager  
 Raymond C. Johnson, Promotion Writer  
 Winifred Schaefer, Assistant to News & Press Managers

## Stations Owned and Operated by the NATIONAL BROADCASTING COMPANY

WNBC, WNBC-FM	New York	Owned and operated by NBC
WMAQ, WMAQ-FM	Chicago	Owned and operated by NBC
WRC, WRC-FM	Washington	Owned and operated by NBC
WTAM, WTAM-FM	Cleveland	Owned and operated by NBC
KNBC, KNBC-FM	San Francisco	Owned and operated by NBC
KOA, KOA-FM	Denver	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
WNBQ	Chicago (Television)	Owned and operated by NBC
KNBH	Hollywood (Television)	Owned and operated by NBC

### AFFILIATED STATIONS—Interconnected Network

WBAL-TV, WBZ-TV, WBEN-TV, WNBQ, WNBK, WWJ-TV, WICU, WLAV-TV, WGAL-TV, WTMPJ-TV, WHHC-TV, WNBT, WPTZ, WDTV, WJAR-TV, WHAM-TV, WRGB, KSD-TV, WSPD-TV, WNBW, WDEL-TV.

### Non-interconnected Network

KOB-TV, WSB-TV, WBRC-TV, WBTW, WLW-TV, WLW-C, WLW-D, WBAP-TV, KNBH, WAVE-TV, WMCT, WDSU-TV, WKY-TV, WOW-TV, KDYL-TV, KSTP-TV, KPIX, KING-TV, WSAZ-TV, KFMB-TV.

## Central Division—Chicago

Merchandise Mart, Chicago 54, Ill.

Tel. Superior 7-8300

WMAQ, WMAQ-FM, WNBT (TV)

I. E. Showerman, Vice President in Charge  
 John F. Whalley, Business Manager  
 Robert Guilbert, Manager of Continuity Acceptance

Howard Lutgten, Division Engineer  
 William Ray, Manager of News & Special Events  
 Jack Ryan, Manager of Press  
 Frederick Jacobson, Program Manager  
 Judith Waller, Public Affairs and Education Director  
 Oliver Morton, Local & National Spot Sales Manager

Paul McCluer.....Network Sales Manager  
 A. W. Kaney.....Station Relations Manager  
 Jules Herbeveaux.....Tele. Manager  
 Paul Moore.....TV Engineering Operations  
 Supervisor  
 Edwin S. Mills.....TV Program Manager  
 Eugene Hoge.....Central Div. TV Sales Mgr.

**Western Division—  
 Hollywood**

*Sunset Blvd. & Vine St., Hollywood 28, Calif.  
 Tel. 9-6161*

*KNBH (TV)*

Sidney W. Stotz...Administrative Vice President  
 in Charge of the Western Division  
 Lewis S. Frost...Assistant to the Vice President  
 Frank V. Delle...Auditor  
 Donald Honrath...Manager of Continuity  
 Acceptance  
 Alfred Saxton...Western Division Engineer  
 Robert Howard...Nat. Spot Sales Mgr. West. Div.  
 Frank Berend...Nat. Sales Mgr. West. Div.  
 Roger Sprague...Manager of News & Special  
 Events Western Division  
 Leslie Raddatz...Manager of Press Western Div.  
 Homer Canfield...Prog. Mgr. Western Division  
 Helen Hall...Act. Mgr. Sales Pro. & Adv.  
 Jennings Pierce...Manager of Public Affairs,  
 Station Relations & Guest Relations  
 Henry Maas...Manager of Sales & Prog. Traffic  
 Harold Bock...Manager of Tele. Operations  
 Wallace Boone...Business Manager  
 Robert Clark...TV Eng. Operations Supervisor

Robert Brown.....TV Program Manager  
 Norman Blackburn...Dir. West. Network TV  
 Operations  
*WRC, WRC-FM, WNBW, Washington  
 Trans Lux Bldg., 14th St. & N. Y. Ave.  
 Washington 5, D. C.*

Frank M. Russell...Vice President in Charge  
 William R. McAndrew...Assistant to the Vice  
 President; General Manager  
 Mahlon Glascock.....Sales Manager  
 Eugene Juster.....Director of Programs  
 Donald Cooper.....Chief Engineer  
 Cassius Keller...Director of News & Special Events  
 Thomas Geoghegan...Manager of Advertising &  
 Promotion  
 R. G. Coldenstroth...Auditor & Office Manager  
 Walter Royen.....Manager of Press  
 Ralph Burgin.....TV Program Manager  
 Charles Colledge...TV Engineering Operations  
 Supervisor

**NBC Stations Planning &  
 Advisory Committee**

Harold Essex...WSJS, Winston Salem, N. C.  
 Martin Campbell.....WFAA, Dallas, Texas  
 Clair McCollough.....WGAL, Lancaster, Pa.  
 Harry Bannister.....WWJ, Detroit, Mich.  
 Wiley Harris.....WJDX, Jackson, Miss.  
 Walter Damm.....WAMJ, Milwaukee, Wis.  
 Ed Yocum.....KGHL, Billings, Montana  
 Ewing Kelley.....KCRA, Sacramento, Calif.  
 Harold Burke.....WBAL-TV, Baltimore, Md.  
 John Outler.....WSB-TV, Atlanta, Ga.

**FOR COMPLETE TV INFORMATION**

**SEE**

**TELEVISION YEAR BOOK**

**IN**

**THIS VOLUME**



# KEYSTONE



## Broadcasting System, Inc.

### Offices

134 North LaSalle Street  
Chicago 2, Illinois  
STate 2-4590

580 Fifth Avenue  
New York 19, New York  
PLaza 7-1460

### Officers & Directors

Executive Vice-President.....	Naylor Rogers
Vice-President (Director) .....	Arthur Wolf
Vice-President (Director) .....	Joseph Bayer
Secretary-Treasurer (Director) .....	Sidney J. Wolf
Assistant Secretary (Director) .....	William Bayer

### New York

580 Fifth Avenue

Eastern Sales Manager.....	Noel A. Rhys
Office Manager.....	Eve Banner
Research Director.....	James A. Yergin

### Chicago

134 North LaSalle St.

Exec. Vice-President.....	Naylor Rogers
Secretary-Treasurer.....	Sidney J. Wolf
Special Representative.....	Edwin R. Peterson
Account & Office Manager.....	Elizabeth M. Jacobs
Director of Station Relations.....	Emma G. Rogers



**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 385 affiliated stations. This is the only national 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 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. Keystone makes its facilities available nationally or in selected groups.

# REGIONAL NETWORKS

## 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  
 Chief Engineer..... W. R. Nichols  
 Seattle Manager..... Ernest Spink  
 Attorney..... Warren Cuddy

### BRANCH OFFICES

Station KFQD, Box 1040, Anchorage, Kenneth Laughlin, Station Mgr.; Station KTKN, Ketchikan, Thomas J. Durant, Station Mgr.; Station KINY, Juneau, John Ashbaugh, Station Mgr.; Station WFRB, Box 950, Fairbanks, James Fletcher, Station Mgr.; Station KIBH, Box 250, Seward, James B. Lawson, Station Mgr.; Station KIFW, Sitka, Alaska.

### STATIONS

KFQD, Anchorage; KTKN, Ketchikan; KINY, Juneau; KFRB, Fairbanks; KIBH, Seward; KOQL, Anchorage; KIFW, Sitka, Alaska.



## The Aloha Network

P. O. Box 1380, Honolulu, T. H.

Phone: 95295

### PERSONNEL

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

### STATIONS

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



## Arizona Broadcasting System

(ABS Network)

711 Heard Bldg., Phoenix, Ariz.

Phone 4-4161

### PERSONNEL

General Manager..... Richard O. Lewis  
 Commercial Manager..... Bill Harvey  
 Promotion Manager..... Robert Pollard

### STATIONS

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

## 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

### BRANCH OFFICES

Station KTUC, Broadway & Tyndall, Tucson, Ariz.; Phone: 2-3344; Station KSUN, Lowell, Ariz., Phone: 3.

### STATIONS

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

### NATIONAL REPRESENTATIVE

John Blair & Company



## Arrowhead Network

WEBC Building, Duluth, Minn.

Phone: Melrose 2873

### PERSONNEL

President..... Morgan Murphy  
 Gen. Mgr..... Walter C. Bridges  
 Mgr., Minn. Grp.—Nat. & Rgl. Sls. Gr.

Marlin E. Smythe

Sales Mgr. WMFG..... Oscar Peterson  
 Sales Mgr. WHLB..... Art Nelson  
 Mgr. WJMC..... Gregg Rouleau  
 Mgr. WEAU..... Harry Hyett  
 Mgr. WISC..... Ralph O'Connor  
 Arrowhead News Editor..... Earl Henton  
 Arrowhead Program Mgr..... Jack McKenna

### BRANCH OFFICES

WEBC Building (WEFC), Duluth, Minn., Phone Melrose 2873, Mgr. Marlin E. Smythe; Androy Hotel (WMFG), Hibbing, Minn., Phone Hibbing 1150, Mgr. Oscar Peterson; Sixth Ave. & 17th St. (WHLB), Virginia, Minn., Phone Virginia 2000, Mgr. Arthur Nelson; 203 S. Barstow St. (WEAU), Eau Claire, Wis., Phone E. C. 6149, Mgr. Harry S. Hyett; 1615 S. Main St. (WJMC), Rice Lake, Wis., Phone R. L. 550, Mgr. Greg Rouleau; Commercial State Bank Bldg. (WISC), Madison, Wis., Phone Mad. 7-2588, Mgr. Ralph O'Connor.

### STATIONS

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

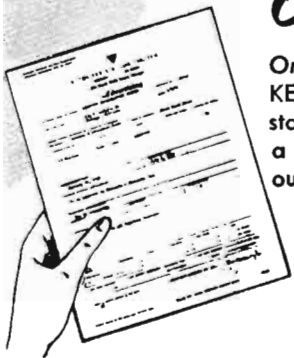


# KEYSTONE

Talks "like-a-next-door-neighbor" to the  
 ... THE DIRECT ROUTE TO BUYING INFLUENCE  
 IN AMERICA'S RICHEST MARKET ...

**TO THE  
 RADIO TIME BUYER ...**  
*Only One Order Needed.*

One order is all you need to buy all 385 outlets of the big  
 KEYSTONE NETWORK, or any part of it (down to as few as 20  
 stations spotted where you most need them)—and you will enjoy  
 a lower rate on any combination you decide upon. Consult  
 our nearest representative for complete information.



**KEYSTONE BROADCASTING**

# Reaches the 14,427,017 Radio Families Whose Income Has More than Doubled in the Last 8 Years!

These are the "Backbone of America" families who live in small towns and on farms, in the richest agricultural sections of the country—people who buy breakfast foods, toilet articles, canned goods, household appliances and many other items in greater quantities than any other people on earth!

More than 88% of these families can be reached on the friendly, neighborly, influential KBS community level by no other stations than the local Keystone outlet.



# BROADCASTING SYSTEM

40,000,000 radio listeners reached through the 385 KBS outlets

*A market which represents 56% of all retail outlets and 43% of all retail sales!*

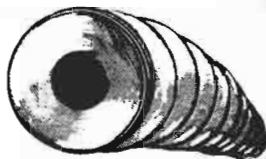
Do you know that the 16,340 cities and towns of 25,000 population or less have more than half of all retail outlets and do nearly half of all the retail business? America's leading brand name manufacturers are becoming more keenly aware of these facts every day. In 1949 they spent much more on their radio advertising at the local community level than for either national network radio or national spot radio. Do these facts convey any special significance for your future radio advertising plans?



KBS is the ONLY established and growing Transcription Network covering small town and rural areas exclusively.

IN OPERATION SINCE 1940

## TO ADVERTISERS AND AGENCIES . . .



### *Keystone can effect many economies for you*

You can furnish us with your own scripts or transcriptions, or we will help you in developing the right type of transcription or script for this market—and we will also cooperate in getting you the best time and the best show that your money can buy anywhere. Call your nearest Keystone representative to help you plan a "Keystone campaign for greater sales volume."

**SYSTEM, INC. New York**

580 Fifth Ave.  
Phone PLaza 7-1460

**Chicago**

134 N. LaSalle St.  
Phone STate 2-4390

**Regional Networks**

**Broadcasting Corp. of America**

(Western Network)  
 P. O. Box 987, Riverside, Calif.  
 Phone: Riverside 6293

**PERSONNEL**  
 President & Gen. Mgr. . . . . W. L. Gleeson

**BRANCH OFFICE**  
 483 E. St., San Bernardino, Calif. Phone:  
 AB 5157, Gen Williams, V.P.

**STATIONS**  
 KPPO, Riverside; KPOR, San Bernardino;  
 KREO, Indio; KROP, Brawley; KYOR, Blythe;  
 KRPO, San Jose, Calif.

**SUPPLEMENTS**  
 KICO, Calexico; KPMO, Pomona; KNGS,  
 Hanford; KVOE, Santa Ana; KSDO, San Diego;  
 KFVD, Los Angeles; KUBA, Yuba City; KMAR,  
 Bakersfield, Calif.

★  
**The Connecticut State Network, Inc.**

555 Asylum St., Hartford 5, Conn.  
 Phone: 2-0237

**PERSONNEL**  
 President . . . . . C. Glover DeLaney

**STATIONS**  
 WNAB, Bridgeport; WHT, Hartford; WNHC,  
 New Haven; WNLC, New London; WSTC,  
 Stamford; WTOR, Torrington; WATR, Water-  
 bury, Conn.

★  
**Don Lee Broadcasting System**

1313 North Vine St., Hollywood 28, Calif.  
 Phone: Hudson 2-2133

**PERSONNEL**  
 Chair, Bd. of Directors . . . Lewis Allen Weiss  
 President . . . . . Willet H. Brown  
 Secretary-Treas. . . . . A. M. Quinn  
 Vice Pres. Chg. of Sales . . . Ward D. Ingram  
 Vice Pres. Chg. of Sta. Rel. . . Patrick Campbell  
 Sales Manager . . . . . George Whitney  
 Sales Promotion Mgr. . . . . Herbert Sonnenburg  
 Program Director . . . . . J. Carlton Adair  
 Director of Operations . . . . Anthony J. LaFrano  
 Continuity Accept. Dir. . . . William Williams  
 News & Spec. Feature Dir. . . Les Mawhinney  
 Public Relations Dir. . . . . Mark Finley  
 Publicity Dir. . . . . James Parsons, Jr.  
 Program Promotion Dir. . . . Robert Hartnett  
 V.P. Chg. of Engring. . . . . Walter Carruthers

**STATIONS**  
 KHJ, Los Angeles; KFRC, San Francisco;  
 KAFY, Bakersfield; KHSL, Chico; KXO, El Cen-  
 tro; 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, Stockton;  
 KCOK, Tulare, Calif.; KPOJ, Portland; KWIL,  
 Albany; KAST, Astoria; KBND, Bend; KOOS,  
 Coos Bay; KORE, Eugene; KUIN, Grants Pass;  
 KFJL, Klamath Falls; KRNR, Roseburg; KSLM,  
 Salem, Ore.; KVI, Seattle; KNEW, Spokane;  
 KXRO, Aberdeen; KPUG, Bellingham; KELA,  
 Centralia; KRKO, Everett; KWLK, Longview;  
 KGY, Olympia; KUJ, Walla Walla; KWNW,  
 Wenatchee; KYAK, Yakima, Wash.; KVIN,  
 Coeur d'Alene; KRCL, Lewiston; KWAL,  
 Wallace, Ida.; KATO, Reno, Nev.; KOOL,  
 Phoenix; KCNA, Tucson; KCKY, Cool-  
 idge, Ariz.; KHON, Honolulu; KIPA, Hilo;  
 KTOH, Lihue; KMVI, Wailuku, T. H.; KENI,  
 Anchorage; KFAR, Fairbanks, Alaska.

★  
**Foreign Language Quality Network**

70 E. 45th St., New York 17, N. Y.  
 Phone: Murray Hill 6-0238

**PERSONNEL**  
 General Manager . . . . . Claude Barrere  
 Sales Manager . . . . . Irving Collin

A group of stations broadcasting in Italian,  
 Polish and other languages in major language  
 markets throughout the country, formed to  
 facilitate obtaining information and planning  
 of campaigns, purchases of time, etc. Listing  
 incomplete at time of going to press.

★  
**Georgia Associations of Local Stations**

Atlantan Hotel, Atlanta, Ga.  
 Phone: Alpine 5132

**PERSONNEL**  
 Sales Director . . . . . Tom Carr

**STATIONS**  
 \*WGLS, Atlanta-Decatur; WDEC, Americus;  
 WGAU, Athens; WLBB, Carrollton; WBHF,  
 Cartersville; WGAA, Cedartown; WMJM, Cor-  
 dele; WMOC, Covington; WBLJ, Dalton;  
 WDWD, Dawson; WMLT, Dublin; WBHB, Fitz-  
 gerald; WDUN, Gainesville; WKEU, Griffin;  
 WFOM, Marietta; WIBB, Macon; WMVG, Mil-  
 ledgeville; WMGA, Moultrie; WROM, Rome;  
 WFRP, Savannah; WWNS, Statesboro; WSFT,  
 Thomaston; WKTG, Thomasville; WWGS, Tif-  
 ton; WLET, Toccoa; WRQN, Vidalia; WAYX,  
 Waycross; WRLD, West Point.

★  
**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, Ga.



## Regional Networks

### Georgia Quartet

c/o George P. Hollingsbery 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.

### Great Northern Broadcasting System

200 3rd Ave., N.W., Mandan, N. D.  
Phone: 561

#### PERSONNEL

President.....M. M. Marget  
Vice-President.....John B. Cooley  
Secy. & Treas.....M. J. Reichert

#### STATIONS

KMHL, Marshall; KGDE, Fergus Falls; KNOX, Moorhead; KWLM, Willmar, Minn.; KGCX, Sidney, Montana; KOVC, Valley City; KNOX, Grand Forks; KDLR, Devils Lake; KLPM, Minot; KGCU, Mandan & Bismarck, N. D.

### Intermountain Network

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

#### PERSONNEL

President.....George C. Hatch  
Executive Vice-Pres.....Alvin G. Pack  
Vice-Pres. Chg. of Sales.....Lynn L. Meyer  
Vice-Pres. Chg. of Programs.....Jack Paige  
Dir. of Engineering.....W. D'Orr Cozzens  
Sales Service Dir.....Craig Rogers  
Regional Account Exec.....W. W. Daynes  
Office Manager.....Ernest W. Campbell

#### BRANCH OFFICES

Avery-Knodel, Inc., 565—5th Ave., New York, N. Y., Phone: PLaza 3-6513, Exec., Lewis H. Avery; Avery-Knodel, Inc., 333 No. Michigan, Chicago, Ill., Phone: ANd. 3-4710, Exec., J. W. Knodel; Avery-Knodel, Inc., Russ Bldg., San Francisco, Phone: YUcon 2-3877, Exec., David H. Sandeberg; Avery-Knodel, Inc., 315 W. 9th St., Los Angeles, Phone: TUCKER 2095, Exec., Richard I. Hasbrook; Avery-Knodel, Inc., 120 Marietta St., N.W., Atlanta, Ga., Phone: CYPRESS 7545, Exec., Charles Coleman.

#### STATIONS

KALL, Salt Lake; KLO, Ogden; KVNU, Logan; KOVO, Provo; KOAL, Price; KSBC, Richfield; KSUB, Cedar City, Utah; KEYY, Pocatello; KID, Idaho Falls; KVMV, Twin Falls; KFXD, KFXD-FM, Boise-Nampa, Idaho; KOPR, Butte; KMON, Great Falls; KPRK, Livingston; KBMY, Billings; KRJF, Miles City, Montana; KQRS, Rock Springs; KOWB, Laramie; KOVE,

Lander; KSPR, Casper; KWYO, Sheridan; KPOW, Powell, Wyoming; KRAM, Las Vegas, Nevada.

### Iowa Tall Corn Network

407 5 St., Des Moines, Ia.  
Phone: 2-0225

#### PERSONNEL

Executive Manager.....George W. Webber  
Assistant Manager.....Jerry Smith  
Office Manager.....Andrene P. Wennergren  
President (KWCR).....Paul Millen  
Vice-President (KICD).....Ben Sanders  
Vice-President (KDTH).....Ken Gordon

#### STATIONS

KWCR, Cedar Rapids; KROS, Clinton; KSWI, Council Bluffs; KSIB, Creston; KSTT, Davenport; KDEC, Decorah; KWDM, Des Moines; Keokuk; KFJB, Marshalltown; KICM, Mason City; KCOM, Sioux City; KICD, Spencer; KDTH, Dubuque; KVFD, Fort Dodge; KOXX, KAYX, Waterloo, Iowa.

### Lone Star Chain, Inc.

1714 M & W Tower, Dallas 1, Tex.  
Phone: Riverside 5663

#### PERSONNEL

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

#### STATIONS

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

### Maine Broadcasting System

157 High St., Portland 3, Me.  
Phone: 2-0181

#### PERSONNEL

Manager.....William H. Rines  
Sales Director.....Rudolph O. Marcoux  
Technical Director.....Daniel H. Smith

#### BRANCH OFFICES

100 Main St., Bangor, Me., Phone: 6023, Edward E. Guernsey; 175 Water St., Phone: 2285, Augusta, Me., Jack S. Atwood.

#### STATIONS

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

### Michigan Radio Network

1700 Stroh Bldg., Detroit 26, Mich.  
Phone: Woodward 3-8321

#### PERSONNEL

General Manager.....James G. Riddell  
Sales Manager.....H. S. Christian  
Dir. Adv. & Sales Prom.....Dean Linger

## Regional Networks

### STATIONS

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

★

### New England Regional Network

26 Grove St., Hartford 15, Conn.  
Phone: Hartford 2-3181

#### DIRECTORS

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

#### STATIONS

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

#### REPRESENTATIVE

Weed & Company

★

### Northwest Network

3415 University Ave., St. Paul W4, Minn.  
3415 University Ave., S.E., Minneapolis 18, 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

1800 West Main, 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; KVSO, Ardmore; KTMC, McAlester; KSWO, Lawton.

#### NATIONAL REPRESENTATIVE

Taylor-Borhoff & Co.

★

### The Pacific Regional Network

6540 Sunset Blvd., Hollywood 28, Calif.  
Phone: Hillside 7406

#### PERSONNEL

General Manager.....Cliff Gill  
Sales Manager.....Ted MacMurray  
Program Manager.....Dan Russell

### STATIONS

KFMV, Hollywood, key relay station for Southern Calif. Other affiliates offering complete AM & FM coverage of Calif. in process of organization for first state-wide commercial program April 16, 1950.

★

### Radio Network of Arizona

Adams Hotel, Phoenix, Ariz.  
Phone: 2-1748

#### PERSONNEL

General Manager Charles H. Garland  
Commercial Manager George E. Agnew

#### BRANCH OFFICES

400 S. Main St., Coolidge, Ariz., Phone: 355,  
Wm. F. Parady, Gen. Mgr.; 115 W. Drachman  
St., Tucson, Ariz., Phone: 4-0431, E. S. Mitten-  
dorf, Gen. Mgr.

#### STATIONS

KOOL, Phoenix; KOPO, Tucson; KCKY,  
Coolidge, Ariz.

★

### Rocky Mountain Broadcasting System

29 S. State St., Salt Lake City 1, Utah  
Phone: 9-4322

#### PERSONNEL

President & Gen. Mgr.....Frank C. Carman  
Vice-Pres. & Sales Mgr.....John Schile  
Vice-Pres. & Program Dir.....Ray Fadel  
Traffic Director.....Marie Fish

#### STATIONS

KGEM, Boise; KBJO, Burley; KIFL, Idaho Falls; KEIO, Pocatello; KLIX, Twin Falls, Ida.; KOPR, Butte; KOOK, Billings; KMON, Great Falls; KPRK, Livingston, Mont.; KELK, Elko; KENO, Las Vegas, Nev.; KUTA, Salt Lake City; KCSU, Provo; KVOG, Ogden, Utah; KFBC, Cheyenne; KVOC, Casper; KRAL, Rawlins, Wyo.

★

### Rural Radio Network, Inc.

118 N. Tioga St., Ithaca, N. Y.  
Phone: 3341

#### PERSONNEL

President.....H. L. Creal  
Executive Secretary.....R. B. Gervan  
General Manager.....M. R. Hanna  
Ass't. Gen. Mgr. Eng. & Sta. Rel.....D. K. deNeuf  
Sales Manager.....H. S. Brown  
Program Supervisor.....M. K. Knapp  
Farm Service Dir.....R. B. Child  
Ass't. Chief Engineer.....T. R. Humphrey

#### BRANCH OFFICE

330 W. 42nd St., New York 18, N. Y., Phone:  
LO 3-4190, Sales Rep., Dr. Miller McClintock.

#### STATIONS

WHCU-FM, Ithaca; WFNF, Wethersfield;  
WVBT, Bristol Center; WVCN, DeRuyter;  
WVBN, Turin; WVCV, Cherry Valley; WSLB-  
FM, Ogdensburg; WFLY, Troy, New York.

## Regional Networks

### Steinman Stations

8 W. King St., Lancaster, Pa.

Phone: 5251

#### PERSONNEL

Mgr. Dir. . . . . Clair R. McCollough  
Sales Manager . . . . . J. Robert Gullick  
Program Manager . . . . . J. Gorman Walsh  
Technical Director . . . . . J. E. Mathiot

#### STATIONS

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

#### NATIONAL REPRESENTATIVE

Robert Meeker Associates



### Texas Quality Network

(Address Station)

Manager (KTBS) . . . . . C K. Beaver

#### BRANCH OFFICE

312 East Kings Highway, Shreveport, La.,  
Phone: 7-3644, C. K. Beaver, Manager.

#### STATIONS

KTBS, Shreveport, La.



### Texas State Network, Inc.

1201 W. Lancaster Ave., Fort Worth 1, Tex.

Phone: 3-3473

#### PERSONNEL

President . . . . . Gene L. Cagle  
Vice-President . . . . . Charles B. Jordan  
Secretary-Treasurer . . . . . D. C. Hornburg  
Sales Mgr. . . . . Clarke R. Brown  
Traffic Manager . . . . . Forrest W. Clough  
Program Director . . . . . Hal Thompson  
Chief Engineer . . . . . James T. Peterson

#### STATIONS

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



### The Tobacco Network, Inc.

806 Odd Fellows Bldg., P. O. Box 1988,

Raleigh, N. C.

Phone: 8885

President . . . . . Floyd Fletcher, WTIK  
Vice-President . . . . . Louis N. Howard, WHIT  
Secy. and Treas. . . . . Hartwell Campbell, WGTC

#### STATIONS

WFNC, Fayetteville; WRAL, Raleigh; WGTC, Greenville; WHIT, New Bern; WJNC, Jacksonville; WTIK, Durham; WGNL, Wilmington; WCEC, Rocky Mount, N. C.



### Wisconsin Network, Inc.

Nash Block, Wisconsin Rapids, Wis.

Phone: 723

#### PERSONNEL

Managing Dir. . . . . George T. Frechette  
President . . . . . John M. Walter

#### STATIONS

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



### The Yankee Network

21 Brookline Ave., Boston 15, Mass.

Phone: Commonwealth 6-0800

President . . . . . William O'Neil  
Executive Vice-Pres. & Gen. Mgr.

Linus Travers  
Vice President . . . . . George Steffy  
Vice-President . . . . . Thomas O'Neil  
Dir. of Promotion . . . . . Charles Curtin  
Dir. of Station Relations . . . . . Charles Curtin  
Editor, Yankee Network News Service

Leland Bickford

Continuity Director . . . . . Paul Keyes  
Publicity Director . . . . . Phyllis Doherty

#### BOARD OF DIRECTORS

William O'Neil, Loren Angus McQueen, Samuel Smith Poor, James W. Haggerty, Henry Linus Travers, Frank Knowlton, Thomas O'Neil, George W. Steffy.

#### BRANCH OFFICES

Crown Hotel, Providence 2, R. I. Phone: Temple 1-0800, Joseph Lopez, WEAN Supervisor; 54 Pratt St., Hartford 4, Conn., Phone: Hartford 7-9131, Robert Kennett, WONS Supervisor; Hotel Stratfield, Bridgeport 1, Conn., Phone: Bridgeport 6-1121, Dickens J. Wright, WICC Supervisor.

#### STATIONS

WNAC, Boston, Mass.; WFAU, Augusta; WJOR, Bangor; WIDE, Biddeford, Me.; WICC, Bridgeport, Conn.; WTSV, Claremont; WKXL, Concord, N. H.; WALE, Fall River; WEIM, Fitchburg; WHAI, Greenfield, Mass.; WONS, Hartford, Conn.; WHYN, Holyoke, Mass.; WOCB, Hyannis, Mass.; WLNH, Laconia, N. H.; WCOU, Lewiston-Auburn, Me.; WLLH, Lowell-Lawrence, Mass.; WKBR, Manchester, N. H.; WNBH, New Bedford, Mass.; WNLC, New London, Conn.; WBRK, Pittsfield, Mass.; WMTW, Portland, Me.; WHEB, Portsmouth-Dover, N. H.; WEAN, Providence, R. I.; WSYB, Rutland, Vt.; WWCO, Waterbury, Conn.; WDEV, Waterbury, Vt.; WWON, Woonsocket, R. I.; WAAB, Worcester, Mass.



### Z Net

Box 1956, Butte, Mont.

Phone: 2-2344

Managing Director . . . . . Ed Craney  
Manager . . . . . Arne E. Anzjon  
Eastern Sales Mgr. . . . . Wythe Walker  
Western Sales Mgr. . . . . Tracy Moore

#### BRANCH OFFICES

The Walker Co., 551 Fifth Ave., New York City, Murray Hill 7-8288, Wythe Walker, Sales Mgr.

#### STATIONS

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