



NETWORKS
OF THE
UNITED STATES



NATIONAL
REGIONAL





LEADER...in nearly 1/10th of America

This is a BIG market—13,658,000 people (3,611,800 radio families). It's the WLW Merchandise-able Area. (330 counties of seven states.) In it, WLW is the LEADER among media... WLW reaches

MORE of its people

MORE often, to sell

MORE products for

MORE advertisers at a

LOWER cost per impression than any other single medium.

New York 20
630 Fifth Ave.
Circle 6-1616

Chicago 1
360 N. Michigan
State 2-0366



Cincinnati 2
140 W. Ninth St.
Cherry 1822

Hollywood 28
6381 Hollywood Blvd.
HOLLY'd. 9-5408

CROSLY BROADCASTING CORPORATION



Robert E. Kintner
President

American Broadcasting Company

RADIO and television in America are geared to meet the demands of the public and the government in the national emergency.

We know that the audience in both radio and television is staying close to their receivers in order to keep abreast of current developments on the home front as well as overseas. They are turning to radio and television in ever increasing numbers for this information. In addition the audience for variety, public interest, entertainment and other programming fare constantly is increasing.

To see this picture as it stands at the close of 1950 it is necessary to look at the economic position of radio and television. Here, we find that radio, still way out front in circulation and billings over its younger brother—Television—is getting its second wind.

Looking over the advertising picture as a whole, it seems apparent that more and more advertisers are turning to radio to do their mass audience selling and that, as in the past, they will concentrate on the medium for this job while using other media, including television, for specialized sales efforts.

Looking first at radio we find that it is today the most effective medium for delivering the biggest audience for the advertiser's dollar. Ninety-five percent of the nation's 42,843,800 families are radio families. Radio sponsorship has been increasing steadily, even against the competition of television and other media, and radio gross billings have swelled from \$374,086,686 in 1947 to \$428,990,000 at the end of 1949.

During 1950 production of radio sets—home, automobile, portable—approximated 12,800,000 and current surveys indicate a production of some 7,000,000 sets during the coming year. Certainly this adds up to a picture of a healthy, flourishing industry.

There is, of course, no gainsaying that television has been the "glamour boy" of the advertising world during the past year and that the effect of its impact is just beginning to be realized. We at the American Broadcasting Company are quite cognizant of this.

At the beginning of this year we had eight television advertisers. We now have forty-three commercial television accounts—a five hundred percent increase. Our television network comprises sixty-four stations. ABC's gross television billings are running at the rate of \$21,500,000 a year.

With some 9,845,300 sets installed television now reaches nearly 24 percent of the nation's families. Estimates are that four million more television sets will be produced next year. So that, even with foreseeable cutbacks, the number of TV sets in use during 1951 will be almost double that prevailing during the past year.

With the greatly expanded audience thus available, there is no doubt that television will achieve great strides in its every phase—programming, production, advertising impact.

The increasing overlap of the radio and television audience calls for the most stringent attention on the part of the broadcaster and the advertiser for the best utilization of both media.

With the uncertainties surrounding the world situation and its constantly changing effect on the domestic economy no clear-cut prediction can be made concerning the future for the industry as a whole. However, this much is certain.

The close of 1950 finds the American Broadcasting Company looking back on a year in which much has been accomplished in both radio and television and the advent of 1951 with its many questions and problems looming ahead finds the company's radio and television networks geared to shoulder their full responsibilities and, by the same token, to shoulder the needs of local and national advertisers for reaching mass audiences on an intimate basis.

CASTING COMPANY



AMERICAN

Broadcasting Company, Inc.

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

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 Earl Salmon.....Mgr. of Radio Spot Sales
 Ted Oberfelder.....Mgr. of WJZ
 Ludwig Simmel.Mgr. of Co-operative Prog. Sales

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 James Connolly...Vice-President for AM Stations
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 Richard Rawls.....Mgr. TV Sta. Relations
 Reginald Willcocks.....Traffic Manager
 William Wiley.....Mgr. A, Sta. Relations

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 Aaron Rubin.....Asst. Treasurer
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 Drew Van Dam.....Director of Personnel

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 1703 K Street

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 WXYZ, Inc.
 1700 Stroh Bldg., Detroit, Mich.
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Ben Gedaliah.....Mgr. of Research
 Grace Johnsen.....Dir. of Continuity Acceptance
 John W. Pacey.....Dir. of Publicity
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 Paul Mowrey.....Nat'l Dir. of TV Prog. Sales

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 Donald Coe.....Director of Special Events
 Paul Scheffels.....Assistant to Vice-President

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 Burke Crotty.....Exec. Producer
 Nat Fowler.....Film Dir.
 Anthony Hennig.....Business Mgr.
 Charles Holden.....Prod. Mgr.
 Robert Holland.....Mgr. of Film Services

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Leonard Reeg.....Vice-President for A.M. Pgms.
 Programming—AM
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 Richard Banner.....Dir. of Mus. Rts. & Music Lib.
 Leonard Blair.....Eastern Production Mgr.—AM
 Raymond Diaz.....Dir. of Prog. Operations
 J. Ward Mitchell.....Mgr. of Script & Prog. Prom.
 Frank Vagnoni.....Mgr. of Music Division
 Mort Weinbach.....Prog. Dept. Bus. Mgr. AM

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 Charles T. Ayres.....Dir. of Radio Sales
 Slocum Chapin.....Eastern TV Sales Mgr.
 William Ensign.....Eastern Radio Sales Mgr.

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 Robert Atwood.....Sales Service Mgr.
 Dick Woollen.....Radio Prog. Mgr.
 Kenneth Christiansen.....Mgr. of Traffic & Com.
 Walter L. Emerson.....Legal Counsel
 E. C. Horstman.....Engineering Manager
 Donald Kilian.....Dir. of TV Programs
 Burr E. Lee.....Radio Production Manager

Dean Linger.....Mgr. of Sales Prom.
 Jack McCord.....Prog. Business Mgr.
 Robert McKee.....Sales Mgr. Network Radio
 Roy McLaughlin.....Mgr. WENR,
 Nat'l Spot & Local Sales Mgr.
 Francis McNulty.....Music Rights Supvr.
 Cornelius O'Dea.....News Supervisor
 Robert M. Savage.....Continuity Supervisor
 James L. Stirton.....General Mgr. & Sales Mgr.
 Gerald R. Vernon.....Coordinator of TV Sales

Western Division—Hollywood

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 Clifford Anderson.....Radio Program Business Mgr.
 Amos Baron.....Western Div. Radio Sales Mgr.
 Dorothy L. Brown.....Continuity Acceptance Editor
 Philip G. Caldwell
 West. Div. Mgr. of Tech. Operations
 Francis Conrad
 West. Div. Dir. of Radio & Mgr. of Station KECA
 Dresser M. Dahlstead.....Radio Prod. Manager

John I. Edwards.....Program Manager Western Div.
 Ernest Felix.....Asst. Treas., Per. Dir. & Office Mgr.
 Jerry Ross.....Publicity Manager
 Robert Laws.....Western Div. TV Sales Mgr.
 Richard A. Moore.....Asst. Gen. Mgr. & Dir. of TV
 Operations, and Mgr. KECA-TV
 William K. McDaniel.....KECA-TV Sales Mgr.
 Harry Walstrom.....KECA Radio Oprs. Mgr.

Western Division—San Francisco

Gayle Grubb.....General Mgr. KGO
 Maurice Baker.....Adv. Promotion & Publicity Mgr.
 A. E. Evans.....Engineering Manager

Vincent A. Francis.....Local Sales Manager
 Victor Reed.....News Editor
 Bloyce Wright.....Program Manager

Stations Owned and Operated by ABC

WJZ.....New York
 WXYZ.....Detroit
 WENR.....Chicago
 KECA.....Los Angeles
 KGO.....San Francisco

Stations Planning and Advisory Committee

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 District 6
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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 four live programs on two national networks. These are the nationally famous *LONE RANGER*



Monday-Wednesday-Friday weekly, 7:30 to 8:00 p.m. on ABC. Also, the *LONE RANGER* on television every Thursday from 7:30 to 8:00 p.m. on ABC network.

CHALLENGE of the YUKON p.m. Saturday and 3:00 to 3:30 on the Mutual Network.



5:30 to 6:00 p.m. Sunday

AMERICAN AGENT, 8:00 to 8:30 p.m. every Wednesday on ABC.

THE GREEN HORNET future.



about to go on television in the very near

TRENDLE-CAMPBELL ENTERPRISES, INC.

1800 Stroh Building

Detroit 26, Michigan



*Frank Stanton
President*

Columbia Broadcasting System

serve our country in time of crisis, and to protect and defend the present and future of America.

The recent critical months have once again served to demonstrate the continuing vitality and importance of radio.

Once again the people turn to radio as their swiftest and best source of information about the things that most matter to them. It is reassuring to us in broadcasting, as I am sure it must be to our government, to know that radio's power, authority and vigor are undiminished; that today it stands fully prepared to serve the country to its utmost.

And now television has assumed a like stature in many of our communities and is equipped to aid in bringing our people a clear and vivid picture of their times.

We at CBS view the future with the same hopes and the same anxious fears all Americans feel today. But we are confident that the network was never in a better position to serve the needs of the people; to provide them with the fullest, swiftest and most trustworthy news and information; to lighten their burdens with the best of entertainment.

During the past 12 months, CBS has extended the scope of its listening to the highest point in history. In addition to the national favorites familiar to all radio listeners, CBS introduced many new programs and personalities, in every field of programming, and in both radio and television.

Notables names added to the list of exclusive CBS contracts included Frank Sinatra, Harold Peary, Alan Young and Sam Levenson. Additions to CBS schedules included Horace Heidt and Morton Downey in both radio and television; and

Perry Como, Gene Autry and Vaughn Monroe in television. Important and successful television debuts were made during the year by Jack Benny, Edgar Bergen and Charlie McCarthy, Burns and Allen, Ken Murray, and Garry Moore.

The outbreak of hostilities in Korea brought about an acceleration and heightening of CBS news programming. Top news teams were sent at once to the battlefields, and through tape recordings and motion picture films were able to provide important news coverage for both radio and television audiences.

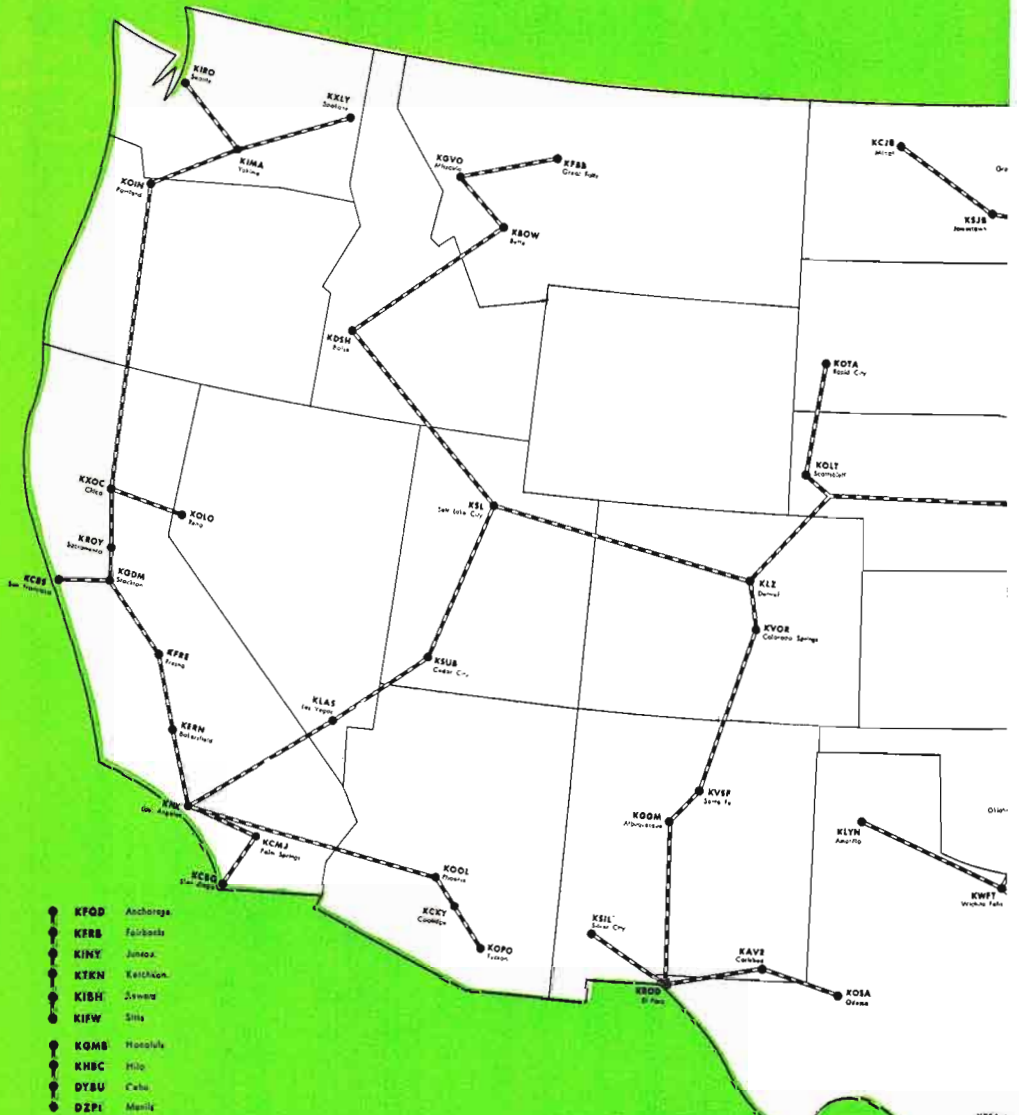
CBS television coverage of the United Nations Security Council and General Assembly sessions won widespread praise from press and public.

Two New Year's broadcasts, one in 1950, one in 1951, brought to the radio and television audiences the voices and faces of top CBS newsmen from all over the world, who had flown to New York for these significant broadcasts, and brought listeners and viewers alike a clear sense of the complex, tense and dramatic world picture. And late in the year a new concept of news programming was introduced with the debut of the program, "Hear It Now," produced by Edward R. Murrow and Fred Friendly, bringing the week's important events in the actual voices of the people who made the news.

During this same year, CBS has extended the services of both its radio and television networks. And it has won substantial recognition from industry, which has expressed confidence in CBS by sponsoring more program time than ever before in the network's history.

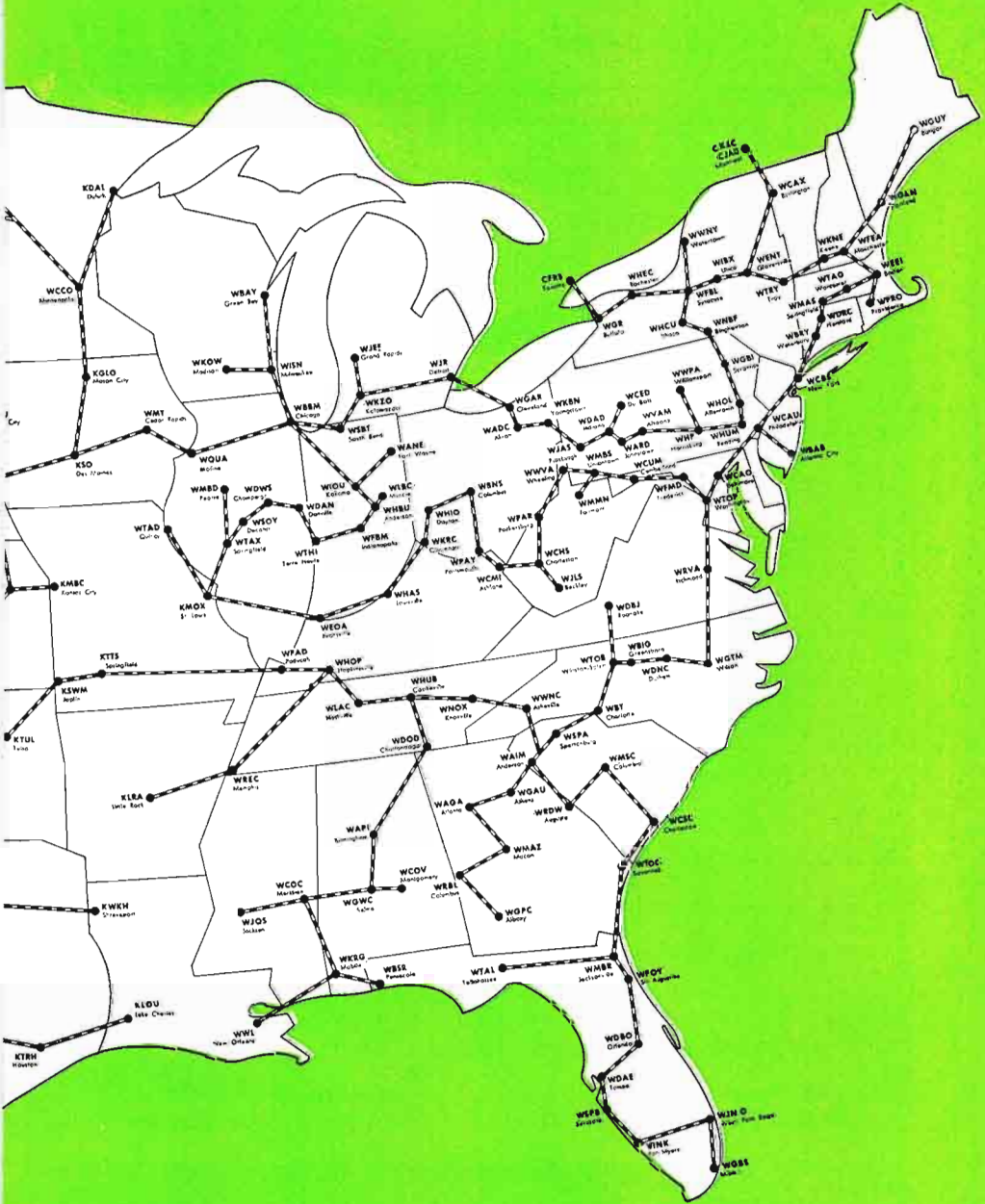
With this abundant testimony to the strength of the network in both radio and television, we at CBS face the present year with the firm confidence that never in our history have we been in a stronger or more vigorous position to accept the challenge ahead — and to perform the services radio and television are uniquely designed to accomplish.

COLUMBIA BROADCAST



**NETWORK FACILITIES
AS OF FEB. 1, 1951**

CASTING SYSTEM



● WKAQ San Juan

C O L U M B I A

Broadcasting System, Inc.

Executives and Staff

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

Registered Telegraphic Address—COLUMBIA NEW YORK

BOARD OF DIRECTORS

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J. W. Wright.....Chief Radio Engineer

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Henry White.....Business Manager
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Kenneth L. Yourd...Director of Business Affairs,
Network Programs, Hollywood
Martin Leeds.....Associate Director

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Richard Redmond...Dir. General TV Operations
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R. G. Thompson...Manager, Technical Operations,
and Chief Engineer of WCBS
Paul Wittlig...Manager, TV Technical Opera.
Harold Meier...Manager of Program Operations
Horace Guillotte...Manager, Network Operations
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Lucile Singleton...Director, Vocal Auditions and
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Leon Levine...Director of Discussion Broadcasts
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Dir. of Talks and Special Events, Wash., D. C.
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Eldon Hazard.....Assistant Sales Manager
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Arthur Duram...Market Research Counsel (TV)
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Ben Margolis...Sales Service Manager (TV)
Chicago Office Network Sales,
410 North Michigan Avenue
Wendell Campbell...Western Manager
Detroit Office Network Sales
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Joseph Spadea.....Manager

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Henry Howard, Jr.....Senior Attorney

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Lester Gottlieb...N. P. Dir. of Programs (AM)
Harry Ommerle.....Director, TV Programs
Guy della Cioppa...Associate Director of Network
Programs, Hollywood (AM & TV)
Gerald Maulsby...Manager of Broadcasts (AM)
Charles Underhill...General Manager, NY
Jerome Danzig...Associate Dir., TV Programs
Allan Parr.....TV Program Manager
James Fassett.....Director, Serious Music
Charles Monroe.....Associate Script Editor
Hal Hudson...Manager, TV Network Programs,
Hollywood

News

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Wells Church.....Editor-in-Chief
Robert Bendick.....Director, Special Events
Theodore Koop...Director of News, Washington

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Michael Bosica.....Executive Assistant
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Harry Warner.....Manager of Operations
Walter Seigal.....Mgr. of Photographic Division
Anne Harding.....Manager of Service Division
Dorothy Leffler...Manager of Magazine Division

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Director of Reference Department
Agnes Law.....Librarian

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Harper Carraine.....Asst. Dir. Research
Edward Reeve.....Research Projects Manager

Housewives' Protective League Productions

Edward W. Wood.....General Sales Manager

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Director of Station Relations
Edward E. Hall.....Eastern Division Manager

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H. A. Carlborg.....Manager Sales Development
George Dunham.....Eastern Television Sales Manager
William Shaw.....Eastern Sales Manager
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Sam Digges.....TV Sales Manager, Chicago
H. H. Holtshouser
Southern Sales Manager (AM), Memphis
Hugh Stump...AM Sales Manager, San Francisco
Lamont Thompson
TV Sales Manager, San Francisco
Richard Elpers
AM-TV Sales Manager, Los Angeles
Ralph Patt.....AM-TV Sales Manager, Detroit

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John P. Cowden.....General Manager
Charles Oppenheim
Manager of Program Promotion
Henry Brenner.....Manager of Trade Promotion

Station Administration Department

J. Kelly Smith
V.P. in Charge of Station Administration
Edward DeGray...Executive Asst. to the President

COLUMBIA BROADCASTING SYSTEM

Standard Stations:

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

WCCO, Minneapolis
WEEI, Boston
KCBS, San Francisco

FM Stations:

KNX-FM, Los Angeles

WBBM-FM, Chicago
WCBS-FM, New York
WEEI-FM, Boston

TV Station:

CBS-TV, New York



FRANK WHITE
President

Mutual Broadcasting System

IT seems to me that one of the purposes served by the Annual Statement tradition lies in the fact that the writing of a president's yearly review requires a time-out look at things from a better perspective than can be had during day-to-day operations. So, let's take time out and see how things look at the beginning of 1951.

One sound effect still being heard throughout the advertising business is the tinkle of the crystal balls belonging to those seers who only a few months back could still see nothing but the prompt obsolescence of all AM radio at the hands of TV. The figures now available reveal that television had a most handsome year in 1950—but so did that segment of network radio with which I am most familiar. So, it is especially gratifying to hear these sages now repudiating their premature AM obituaries.

In this same connection it is also a pleasure for me to report that throughout a large part of 1950 more people were listening to Mutual stations than in 1949. The first December ratings are the latest available from Nielsen as I write this, and they show that nearly 10 per cent more homes were tuned to the average commercial program on Mutual than a year ago. An amiable year-end chat like this is hardly the place to labor the fact that Mutual does seem to be peculiarly resistant to TV—since it is the *only* network to show *any* audience gain during the year.

Why this special improvement against the general trend? Twelve months ago we felt that 1950 was a year for sensible, ear-to-ground, eye-to-horizon planning . . . a time for consolidating assets and accurately weighing their potential value. As to the working out of these plans, the daily pages of this journal have offered

a better chronicle of our progress, month by month, than I could attempt to detail here. But the precise measurement of certain plusses, which helped the progress along, does merit mention in this review.

In the spring of last year, we got Crossley to blaze some trails into little-known areas of the U. S., well off the highways of regular research. His methods were regular enough (coincidental-telephone technique) but his field was that unexplored territory where only one network has a station inside each market. Half a million interviews made this the biggest such study ever made—and advertiser-interest in the findings has fully justified the effort they took.

Home-town audiences listen most to home-town stations . . . in retrospect, that conclusion seems obvious. But since we have far and away the most home-town stations, and since our home-town America adds up to a full fourth of the U. S., it was clearly up to us to prove that conclusion, down to decimal points. So we did—and came up with corollary evidence that TV, significantly, gets into that whole, aggregate market to the extent of less than one-tenth of 1 per cent.

No report on Mutual is complete without a nod to Mister Plus—largely because this trade character is charged with the job of keeping people posted on all the specific advantages that work here. Mister Plus hit his first regular stride in 1950, and he has made it our job to keep him supplied with practical, proven advantages to report. Between us, we plan to keep each other busy through all of the foreseeable future.

What else can I say about the future? Strictly on its performance in 1950, network radio has earned itself the soundest prospects in its history. The only thing original about my own optimism regarding the future of AM lies in the methods of Mutual and its 500-plus AM stations in helping the medium fulfill those prospects.

CASTING SYSTEM



MUTUAL Broadcasting System

Executives and Staff

1440 Broadway, New York 18, N. Y.

Phone, PENnsylvania 6,9600

Executive Personnel

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Willet H. Brown...Don Lee Network, Hollywood	H. K. Carpenter.....WHK, Cleveland
Benedict Gimbel, Jr.....WIP, Philadelphia	Frank White.....MBS, New York

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Adolf N. Hult.....V.P. in Chg. of Sales
E. M. Johnson V.P. in Chg. of Station Rel. and Engineering
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E. M. Antrim.....Secretary
James E. Wallen.....Treasurer

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McGoldrick & Dannett.....New York
Elisha Goldfarb.....MBS Counsel

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Ruth Hendler.....Purchasing Agent
Gaile Dody.....Supervisor, Central Steno
Sigrid Ramberg.....Supervisor, File & Reception

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Arthur Feldman.....Director of Special Events
Paul Jonas.....Director of Sports
Herbert Rice.....Director of Production
B. J. Hauser.....Director of Co-op Programs
Sally Raynor...Asst. Director of Co-op Programs
Harold M. Wagner...Mgr. of Program Operations

John Newhouse. Asst. Mgr. of Program Operatons
 Edwin Otis.....Commercial Program Supervisor
 Dorothy Kemble.....Director of Continuity
 Acceptance, Religious & Educational Programs
 Marion Lennox
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 Isabel S. Biasini
 Asst. Director of Religious Programs
 Dolores Goudsward. Supervisor of Program Traffic
 Hugo Seiler, Frank Miller
 Night Program Supervisors
 Idella Grindlay.....Day Program Supervisor

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 Charles Godwin.....Southern Mgr.-Sta. Rel.
 Robert Carpenter.....Eastern Mgr.-Sta. Rel.
 Roy Danish.....Western Mgr.-Sta. 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. Supv. of Wire Communications
 Lewis Tower.....Chief Facilities Engineer
 Margaret Kelly.....Telephone Supervisor

Advertising, Publicity, Planning and Research

Robert A. Schmid.....Vice-President
 Harold Coulter.....Director of Promotion
 James Tyler.... Manager of Adv. and Promotion
 James E. O'Bryon.....Director of Publicity
 Francis X. Zuzulo.... Asst. Director of Publicity
 Richard Puff... Director of Research and Planning
 Paul Benson.....Assistant 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
 Administrative Manager Network Sales
 John R. Overall.....Eastern Sales Mgr.
 Carroll Marts.....Midwestern Sales Mgr.
 Alma Graef.....Manager of Sales Service
 Torrence Danley.....Manager of Sales Traffic
 Eda Purcell.....Manager of Contracts

Accounting Department

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

Chicago Staff


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

Washington Staff

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

Hollywood Staff

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



**IF KSTP WORE
SERVICE BARS
FOR RENEWALS...**

**Average Spot Contract Life on
KSTP since 1928 ... 11¹/₄ years.
Proof of KSTP's remarkable
Consumer Influence.**

KSTP-TV is the Television Service of ...

**50,000 WATTS — CLEAR CHANNEL
KEY STATION FOR THE NORTHWEST NETWORK
EXCLUSIVE NBC AFFILIATE FOR THE TWIN CITIES
Represented Nationally by Edward Petry & Co.**





J. H. McCONNELL
President

National Broadcasting Company

IN a world of change the radio and television industry is at home. Growth and constant innovation are the nature of our industry. Indeed, a world of change, of development and expansion, creates the climate in which our versatile industry thrives. These are the very elements which give us stability. Thoughtful men are rightfully concerned for the future, but we would fail to understand the basic characteristics of our own business if we did not look ahead to 1951 with confidence.

Of course 1951 will be a year of growth for radio and television. To my mind, it is a question only of velocity, of the rate of growth. The nation's defense needs, beyond question, will be our No. 1 priority. Production facilities may be required for military purposes. The field of scientific research will also give precedence to defense needs. In whatever degree these requirements may develop, they will not affect the quality of programming of either radio or television.

Television, in a few swift months in 1950 expanded from its bare infancy to a truly first-rank medium for advertising and entertainment. This was a momentous development. But as we look ahead we ought steadily to remember that in 1950 we recaptured our self-confidence, and then the advertiser's confidence in radio as the great medium of high circulation and low cost. There were some hard lessons learned in both radio and television. These—what we have learned—are our assurance that we will continue to progress through 1951 in the face of all the imponderables.

At the end of this year, television covered areas in which live 90,000,000 people! Advertisers, through experience, demonstrated increased appreciation for its pulling power. Picture quality, programming and production were all immensely improved. There was no question that television had come of age as a truly national advertising medium. Should the government rescind its freeze on new stations, television will be extended to

new areas in 1951. Additional stations and receivers will mean more hours of broadcasting, better programs.

Besides finding ways to meet Television's drain on creative talent, at NBC we have pioneered in finding ways for smaller advertisers to join in major shows previously only available to high budget sponsors. This should provide a wider economic base for television and make it available to more sponsors in the coming year.

Public response to NBC's Sunday night "Big Show" brought the entertainment value of Radio to a fresh summit. And "Operation Tandem" proved that new techniques can sell radio on a basis which is healthy for both the Network and the advertiser, and yet bring the cost of radio advertising to a new low.

Radio is the basic advertising medium of the country and will remain a vital and effective force in our economy and society as far ahead as anyone can see. It will undergo changes in the years ahead. No institution can remain static and survive. Radio has been accommodating itself to shifting conditions ever since it was established a generation ago, responding to new requirements and reshaping itself as it went along.

Today, radio is being affected by the new force of television, but the elder broadcasting medium, which has lived and grown throughout the social and economic upheavals of the 30's and 40's, will adapt itself successfully to the new environment of the 50's and 60's.

The prime potency of television lies in the extension of the individual's ability to experience—in his own home—things the average viewer never dreamed of before.

Through the newest broadcasting medium, people can effortlessly visit other cities and learn more of their institutions and personalities. They can drop in on Broadway shows, see famed conductors lead symphony orchestras, sit with Congressional committees, watch world events being shaped at the United Nations, or even go under the sea in a submarine, sail out on maneuvers on a Navy carrier, or fly with the Air Force. By thus broadening public experience and bringing the people closer together, television will reduce sectionalism and bring greater unity to the nation.

CASTING COMPANY



NATIONAL Broadcasting Company

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

BOARD OF DIRECTORS

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
Mrs. Douglas Horton
Brig. Gen. David Sarnoff

Executive

Niles Trammell.....Chairman of the Board
Joseph H. McConnell.....President
Charles R. Denny.....Executive Vice President
John F. Royal.....Vice President

David C. Adams.....Asst. to Exec. V.P.
Frank Russell.....Vice President (Washington)
William F. Brooks...V.P. Chg. of Public Relations
Carleton D. Smith...V.P. Chg. of Station Relations

ADMINISTRATION

Victor T. Norton.....V.P. for Administration

Finance Departments

John H. MacDonald...V.P. in Chg. of Finance &
Treasurer

BUDGET DEPARTMENT

John Tiedeman.....Budget Officer
Stephen Riddleberger...Asst. to Budget Officer

CONTROLLERS DEPARTMENT

Harry F. McKeon.....Controller
Harold M. Kelly.....Assistant Controller
Hugh McGeachie.....Assistant Controller
Raymond Porrier.....Accounting Supervisor
Arthur Nelson.....Payroll Supervisor
Joseph A. Kent.....Tax Accountant

TREASURERS DEPARTMENT

William A. Williams.....Asst. to Treasurer
Herbert Schumm.....Collection & Credit Supr.
Giovanna Boconne.....Cashier
Ernestine Thomas.....Cashier

PURCHASING

William D. Bloxham.....Purchasing Agent
Edwin W. Deming...Assistant Purchasing Agent
Henry Martin.....Asst. Purchasing Agent
Victoria Galvin.....Buyer

Traffic Department

Harry A. Woodman.....Manager
Steere Mathew.....Assistant Manager
John Boylan...Supr. of Station Notification Divn.
John Hilton.....Supr. of Traffic Operations
Angela Caramore...Supr. of Sustaining Program
Section
Margaret Riebhoff.....Supr. of Station Reports

Legal Department

Gustav B. Margraf.....V.P. & Gen. Atty.
Thomas E. Ervin.....Asst. Gen. Atty.
George H. Halbert.....Senior Atty.
John V. Shute.....Senior Atty.
Paul B. Lynch.....Attorney
Charles Moos.....Attorney
Arthur B. Cuddihy, Jr.....Attorney
Doris M. Crooker.....Office Manager

Press Department

Sydney Eiges...Vice President in Charge of Press
& Information
Josef Dine.....Director
Allan Kalmus.....Television Manager
Donald Bishop.....Magazine Editor
William Lauten.....Trade News Editor
Sidney Desfor.....Photo Editor
Ursula Halloran.....Column Editor
Leo Hershendorfer.....Feature & Copy Editor
Samuel Kaufman.....Superv. of Radio Publicity
Leonard Meyers.....Music Editor
Anita Barnard.....Manager of Information

Engineering Department

O. B. Hanson.....V.P. & Ch. Engineer
William A. Clarke.....Administrative Asst.
Edward R. Cullen.....Liaison Engineer
Joseph D'Agostino.....Liaison Engineer
Raymond Guy.....Manager of Radio & Allo.
Engineering
George M. Nixon.....Mgr. of Engr. Dev.
Chester A. Rackey...Mgr. of Audio-Video Engr.
James Wood.....Mgr. of Technical Services

Integrated Services Department

William S. Hedges.....V.P. Chg. of Integrated
Services
Willard Frech.....Cost Acct.
Albert Walker, Exec. Asst. Chg. of Spec. Services
Wm. Burke Miller.....Night Exec. Officer
Arch Robb.....Mgr. of Program Serv. Dept.
Isabel Finnie.....Supervisor, Business Office
Thomas H. Belviso.....Supervisor of Music Rights
& Music Library
Thomas Adams.....Supr. Lit. Rts. & Script Readers
Patrick J. Kelly.....Supr. of Announcing Division
Frederick C. Knopfke.....Supr. of Sound Effects
Division
Patrick Cahill.....Supervisor of Set-up Division
Audrey Hanse.....Supr. of Studio Scheduling Divn.
Marilyn Hollywood.....Supr. of Script Routing Divn.
John Curran.....Supr. of Night Operations Divn.
Miriam Hoffmeir.....Supr. of Program Analysis Div.
Mary Cooper.....Supr. of Central Booking Divn.
ORCHESTRA DIVISION
Joan Gordon.....Supr. of Schedules & Payroll

Personnel Department

Ernest de la Ossa.....Director of Personnel
Theodore M. Thompson.....Manager
Edmund Souhami.....Labor Relations Asst. to the
Dir. of Personnel
Doris Ann.....Executive Placement Supr.
Elizabeth Haglund.....Administrative Supr. of
Placement Divn.
Seth Faison.....Placement Interviewer
John Steeves.....Interviewer
John Michel.....Supervisor of Employee Serv. Divn.
Edward Starr.....Admin. Asst. Chg. Training &
Services
Robert DeBeer.....Supr. of Records & Research Div.
Jerome Duff.....Asst. Supr. of Records & Res. Divn.
Eleanor Nadeje.....Job Analyst
Jean Collins.....Pers. Records Supr.
Dr. Bernard J. Handler.....Physician

RADIO NETWORK

Henry T. Sjogren.....Controller for Radio Network
Curtis Lewis.....Assistant Controller

Sales Departments

John K. Herbert.....V.P. & Gen. Sales Mgr. for
Radio Network
Walter D. Scott.....Eastern Sales Manager
Sackett Miles.....Sales Service Manager

Sales Planning & Research Department

George MacGovern.....Manager
Howard Gardner.....Sales Planning Supervisor
Kenneth E. Greene.....Research Supervisor
Calvin Morris.....Program Research Supr.
Dwayne L. Moore.....Ratings Research Supervisor

Public Affairs & Education Department

Edward Stanley.....Manager
Margaret Cuthbert.....Supvr. of Public Affairs
Doris Corwith, Supvr. of Religious B'casts & Talks
Hilda Watson.....Office Supervisor

Building & General Services Department

Edward M. Lowell.....Manager
Eleanor Gardella.....Budget Clerk
BUILDING MAINTENANCE DIVISION
Albert Humbert.....Supervisor
Frank Mocarski.....Communication Supr.
Louis Anderson.....Bldg. Services Supr.
Maude Archer.....PBX Supr.
Patrick Curley.....Night Supr.
Robert Keowen.....Supr. of Air Conditioning Divn.

Office Services Division

Helen Davis.....Supervisor
Ruth Preston.....Supr. of Central Files Section
Martin Devine.....Supr. of Duplicating &
Bindery Section
William J. Kelly.....Supr. of Mail-Messenger Sec.
Henry Allard, Night Supr. of Mail-Messenger Sec.
Helen M. Thompson.....Supr. of Stenographic Sec.
Marie Freda.....Night Supr. of Stenographic Sec.
Leonard Lucas.....Supr. of Supply & Receiving Sec.
George Monahan.....Supr. of Protection Divn.

Guest Relations Department

Peter M. Tittle.....Manager
Joseph Phillips.....Supr. of Reception Division
Alton Porter.....Supr. of Tour Operations &
Promot. Div.
James Van Gaasbeek.....Supr. of Ticket Division
Julia Dougherty.....Office Supervisor

General Library

Frances Sprague.....Chief Librarian

Radio Recording

Charles C. Hicks.....Manager

Transportation

Marie Dolan.....Manager

Plans & Research Department

Hugh M. Beville.....Director
George Trimble.....Rate Specialist
Barry T. Rumble.....Plans Specialist
Harold Bell.....Survey Specialist

Program Departments

Charles Barry.....Vice President in Charge
Leslie Harris.....Eastern Program Mgr.
Robert Wamboldt.....Eastern Prod. Mgr. & Supvr. of
Script Directors

PACKAGE PROGRAM & TALENT CONTRACTS DEPARTMENT

Mitchell Benson.....Manager

SCRIPT DIVISION

Van Woodward.....Supr. of Script Preparations

CONTINUITY ACCEPTANCE DIVISION

Stockton Helffrich.....Supr. of Continuity Accept.
Carl Watson.....Assistant Mgr.

Operations Department

Grant Tinker.....Supr. of Pgm. Operations
Leonard Goldstein.....Supr. of Talent Auditions
Claire Trainor.....Supr. of Talent Casting

Music Department

Samuel Chotzinoff.....General Music Director
Ernest La Prade.....Supr. of Music Research

Advertising & Promotion Department

George Wallace..... Manager of Advertising & Promotion
Allen Hurlburt..... Art Director
Edward Antonioli..... Supr. of Program Service
Pat Steel..... Supr. of Audience Promotion
Clyde Clem..... Supr. of Station Promotion Sec.
Norman Glenn..... Senior Presentation Writer & Sales Promotion Mgr.

Station Relations Department

Norman Cash..... Director
Paul Hancock..... Contract Repr.
Paul Rittenhouse..... Contract Repr.
William M. Kelly..... Supr. of Affiliation Contracts

TELEVISION NETWORK

Executive

Sylvester L. Weaver..... Vice Pres. for Television
Edward Madden..... V-G chg. of TV Net Oper. and Sales

Operations Departments

Edward L. Muson..... Dir. of Television Operations
Stanton Osgood..... Asst. to Dir. of TV Oper. & Mgr. of Theatre TV
J. Robert Myers..... Admin. Asst. to Dir. of TV Oper.
William Roden..... TV Personnel Supvr. Fin. Dept.

Finance Department

Charles Creswell..... Controllor for TV Network
Joseph Berhalter..... Supvr. of Budget Div.
Leslie Vaughan..... TV Cost & Billing Supvr.
William Sargent..... Supvr. of Systems & Proc. Div. Station Relations Department

Sales Planning & Research Department

Robert McFadyen..... Mgr. of TV Sales Planning & Research
Lewis M. Marcy..... Supr. of Sales Planning Div.
Thomas Coffin..... Supr. of Program Research Div.
Richard Paige..... Supr. of Ratings Div.

Production Services Department

Fred Shawn..... Dir. of TV Prod. Services
Benjamin L. Webster..... Asst. to Dir.
Ernest Theiss..... Supvr. of B'cast Oper.
James Kovach..... Operations Coordinator

Staging Services

Robert Wade..... Mgr. of Staging Services
Robert Brunton..... Supr. of Staging Oper. Section Film Dept.

Film Department

Frank Lepore..... Mgr. of Film & Kinesc. Op. Div.

Technical Operations

Robert E. Shelby..... Dir. of Tech. Oper.
F. A. Wankel..... Mgr. of TV Tech. Oper.
Reid R. Davis..... Supvr. of N. Y. TV Oper.

Program Department

Ernest Walling..... TV Prog. Mgr.
Leonard Hole..... TV Prod. Mgr.
Fred Coe..... Mgr. of New Prog. Develop.
Merritt Barnum..... TV Commercial Prog. Planning Mgr.

News, Special Events & Sports Department

Henry Cassidy..... Director of News, Special Events & Public Affairs
Joseph O. Meyers..... Mgr. of Operations
Francis Littlejohn..... News Desk Supervisor
Bill Stern..... Director of Sports
Jeannette Kriendler..... Office Supervisor

Technical Operations

George McElrath..... Director of Radio Network Technical Operations
Thomas H. Phelan..... Mgr. N. Y. Radio Technical Operations
Paul Gallant..... Supr. of Radio B'cast. Oper.
John Flynn..... WNBC Station Engineer
John Gullans..... East Coast Intern. Sta. Engr.
Charles Phelan..... Supr. of Radio Equipment Maint.

Talent & Program

Procurement Department

Carl Stanton..... Manager
Jack Rayel..... Program Procurement Supvr.
Martin Begley..... Talent Procurement Supvr.

PUBLIC AFFAIRS —

News, Special Events & Sports Department

Davidson Taylor..... Director of TV Public Affairs, News, Special Events & Sports
Francis C. McCall..... Dir. of TV News & Special Events
Adolph Schneider..... Mgr. of TV News & Special Events
James Dolan..... Asst. Dir. of Sports
Clarence Thoman..... TV Newsreel Supvr.

Sales Departments

George Frey..... V.P. & Dir. of TV Network Sales
Hamilton Robinson..... Asst. to V.P.
Ruddick Lawrence..... Dir. of TV Sales Develop.

EASTERN DIVISION

Edward R. Hitz..... TV Eastern Sales Mgr.

SALES SERVICE DIVISION

Frank Reed..... Mgr. of TV Sales Service

PROGRAM SALES

Robert Sarnoff..... Mgr. of TV Program Sales
Michael Dann..... Coordinator of TV Prog Package Sales

Advertising & Promotion Department

James Nelson..... Mgr. of TV Advertising & Prom.
John Hurlburt..... Supr. of Audience Prom.
Fred Viet..... Art Dir.
John Fuller..... Sales Presentation Writer

Station Relations Department

Sheldon B. Hickox..... Director
Elmore B. Lyford..... TV Contact Repr.
Thomas Knode..... TV Contact Repr.
Stephen Flynn..... TV Contact Repr.
Raymond O'Connell..... TV Contact Repr.
Robert Guthrie..... Supvr. of Affiliation Contracts Production Services Department

Production Operations

Fredric W. Wile..... V.P. & Dir. of TV Prod.

Owned & Operated Stations

James M. Gaines...VP for Owned & Operatd. Sta.
 Hamilton Shea.....Controllor
 H. Norman Neubert.....Merchandising Mgr.

National Spot Sales Department

James V. McConnell.....Director
 Richard Close.....Manager
 Jacob Evans...Mgr. of Sales Dev., Advtg. & Prom.
 Charles Phillips.....Eastern TV Sales Mgr.

WNBC, WNBC-FM, WNBT

Ted Cott...Mgr. of WNBC, WNBC-FM, WNBT
 Theodore Zaer.....Controllor
 Berry Long.....Mgr. of Radio Sales
 Leonard Safir.....Supvr. of Radio & TV Advtg. & Prom.
 Winifred Schaefer.....Supvr. of Publicity
 George Wallach...News & Special Events Supvr.
 Harvey Gannon.....Radio Program Mgr.
 John Reber.....Sales Manager, WNBT
 Ivan Reiner.....Pgm. Mgr., WNBT

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, WTMJ-TV, WNHC-TV, WNBT, WPTZ, WNBQ, WDTV, WJAR-TV, WHAM-TV, WRGB, KSD-TV, WSPD-TV, WNBW, WDEL-TV, WOI-TV, WSB-TV, WBRC-TV, WTTV, WBTW, WLW-TV, WLW-C, WOC-TV, WLW-D, WFMY-TV, WSAZ-TV, WFBM-TV, WMBR-TV, WJAC-TV, WKZO-TV, WDAF-TV, WJIM-TV, WAVE-TV, WMCT, KSTP-TV, WSM-TV, WTAR-TV, WOW-TV, WTVR, WSYR-TV, WKTV.

Central Division

Merchandise Mart, Chicago 54, Illinois
 Superior 7-8300

Harry C. Kopf.....VP & General Mgr.
 John Whalley.....Controllor
 Homer Heck.....Mgr. of Radio Program Dept.
 Edward Cunningham...Mgr. of Radio Sales Dept.
 Leonard Anderson.Mgr. of Integrated Serv. Dept.
 William Ray.....Mgr. of News, Press & Public Affairs Dept.
 John McPartlin.....Mgr. of TV Sales Dept.
 Jules Herbeuveau.....Dir. of TV Operations
 Frederick Jacobson.....TV Program Mgr.
 Howard Luttgens.....Engineer in Charge

Western Division

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

John K. West...VP in charge of Western Div.
 Louis Frost.....Asst. to the VP & Dir. of Integrated Services Dept.
 Frank Dellett.....Controllor
 Donald Honrath.....Mgr. of Continuity Accep.
 Roger Sprague...Mgr. of News, Spec. Events & Sports
 Henry Maas...Supr. of Sales & Program Traffic
 Thomas McCray...Dir. of Radio Network Oper.
 Frank Berend...Mgr. of Radio Net Sales Dept.
 Homer Canfield...Mgr. of Radio Programs & Public Affairs Dept.
 Harry Bubeck.....Production Mgr.
 Leslie Raddatz...Mgr. of Radio Press Dept.
 Alfred Saxton...Mgr. of Radio Technical Oper.

KNBH

Thomas McFadden.....General Mgr.
 C. P. Ewing.....Controllor
 Robert Clark.....Mgr. of TV Technical Oper.
 Robert Brown.....Mgr. of TV Program Dept.
 Robert Thompson.....Supr. of TV Operations
 Donald Norman.....Mgr. of TV Sales Dept.
 Robert Pelgram.....Mgr. of TV Press Dept.

NBC Stations Planning & Advisory Committee

Howard Pill.....WSEA, Montgomery, Ala.
 Milton Greenebaum...WSAM, Saginaw, Mich.
 John Murphy...Dir. of TV for Crosley B'castg. Corp.
 C. Robert Thompson...Gen. Mgr., WBNB, Buffalo, N. Y.
 B. T. Whitmore.....Gen. Mgr., WFCB, Greenville, S. C.
 Ralph Evans...Exec. V. P., Central B'casting Co., (WHO, Des Moines, Iowa; WOC, Davenport, Iowa)
 Jack Harris...Gen. Mgr., KPRC, Houston, Texas
 S. S. Fox.....Pres., KDYL, Salt Lake City, Utah
 Richard O. Dunning...Pres. & Gen. Mgr., KHQ, Spokane, Wash.
 Martin Campbell...Gen. Mgr., WFAA, Dallas, Texas
 E. R. Vadeboncoeur..VP & Gen. Mgr., WSYR-TV, Syracuse, N. Y.
 Dean Fitzner.....Gen. Mgr., WDAF-TV, Kansas City, Mo.



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

President (Director)	Sidney J. Wolf
Exec. Vice-President (Director)	Naylor Rogers
Vice-President (Director)	Joseph Bayer
Vice-President	Noel Rhys
Secretary-Treasurer (Director)	Arthur Wolf

New York

580 Fifth Avenue

Vice-Pres. & Eastern Sales Mgr.....	Noel Rhys
Office Manager	Eve Banner
Research Director	James A. Yergin

Chicago

134 North LaSalle St.

President	Sidney J. Wolf
Exec. Vice President	Naylor Rogers
Secretary-Treasurer	Arthur Wolf
Special Representative	Edwin R. Peterson
Director of Station Relations	Emma G. Rogers
Accountant	Ethel D. Harris



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 400 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.



LIBERTY



Broadcasting System

2100 Jackson Street, Dallas, Texas

Phone: Randolph 2424

Officers & Directors

Chairman of the Board	Barton R. McLendon
President	Gordon B. McLendon
Executive Vice-President	James H. Foster

Departments

National Sales	Cal Perley, V.P.
Programming & Production	H. W. Bumpas, V.P.
Advertising	Harry Gage, Dir.
Sports	Jerry Doggett, Dir.
Engineering	Glenn Callison, V.P.

New York

509 Madison Avenue, Phone: MU 8-5580

Vice-President, National Sales	Cal Perley
Regional Vice-President	Edmund Burke

Los Angeles

KMPC Building, 5939 Sunset Blvd.

Vice-President, West Coast Operations	Benton Paschal
---	----------------

Chicago

75 North Wacker Drive

Regional Vice-President	John M. Dunnagan
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Atlanta

101 Marietta Street

Regional Vice-President	Tom Carr
-------------------------------	----------

Washington

1000 Connecticut Avenue

Regional Vice-President	Fred Palmer
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SERVICES OFFERED: The Liberty Broadcasting System is a national network, stations are joined together through the facilities of the American Telephone & Telegraph Co. At the time of going to press, there are 268 affiliate stations.

400 LOCAL LEVEL

Leading brands using KEYSTONE BROADCASTING SYSTEM know that the KBS local level 400 reaches the rich, high income, small town and rural markets! As the ONLY established and growing Transcription Network, every local KBS affiliate is a home town station . . . and, according to BMB studies, native stations produce more impact with their higher listener-loyalty.

The Keystone Network consists of more than 400 stations located in towns with populations of 10,000 to 50,000 . . . PLUS the RURAL BUYING POWER of that area! These areas are largely beyond the dependable service of major wired networks . . . and effective TV! AND . . . these same markets contain more than HALF OF THE NATION'S RETAIL STORES which do nearly HALF OF THE NATION'S RETAIL BUSINESS!

Investigate this rich and loyal KBS small town and rural market NOW!

KEYSTONE BROADCASTING SYSTEM, INC.

KBS STATIONS REACH THE SMALL TOWN AND RURAL MARKETS – – FREE FROM EFFECTIVE TV!

ONE ORDER ONLY BUYS AN ATTRACTIVE PACKAGE RATE!

Think of it! The Keystone Network operates in the same manner as wired networks . . . **WITH THE SAME ADVANTAGES!** Instead of a large number of clerical, time consuming hours of transactions, KBS reduces your problem to **ONE order, ONE time clearance, ONE series of Affidavits of Performance, and ONE invoice . . . for all 400 KBS stations . . . or as few stations as needed to meet your needs.**

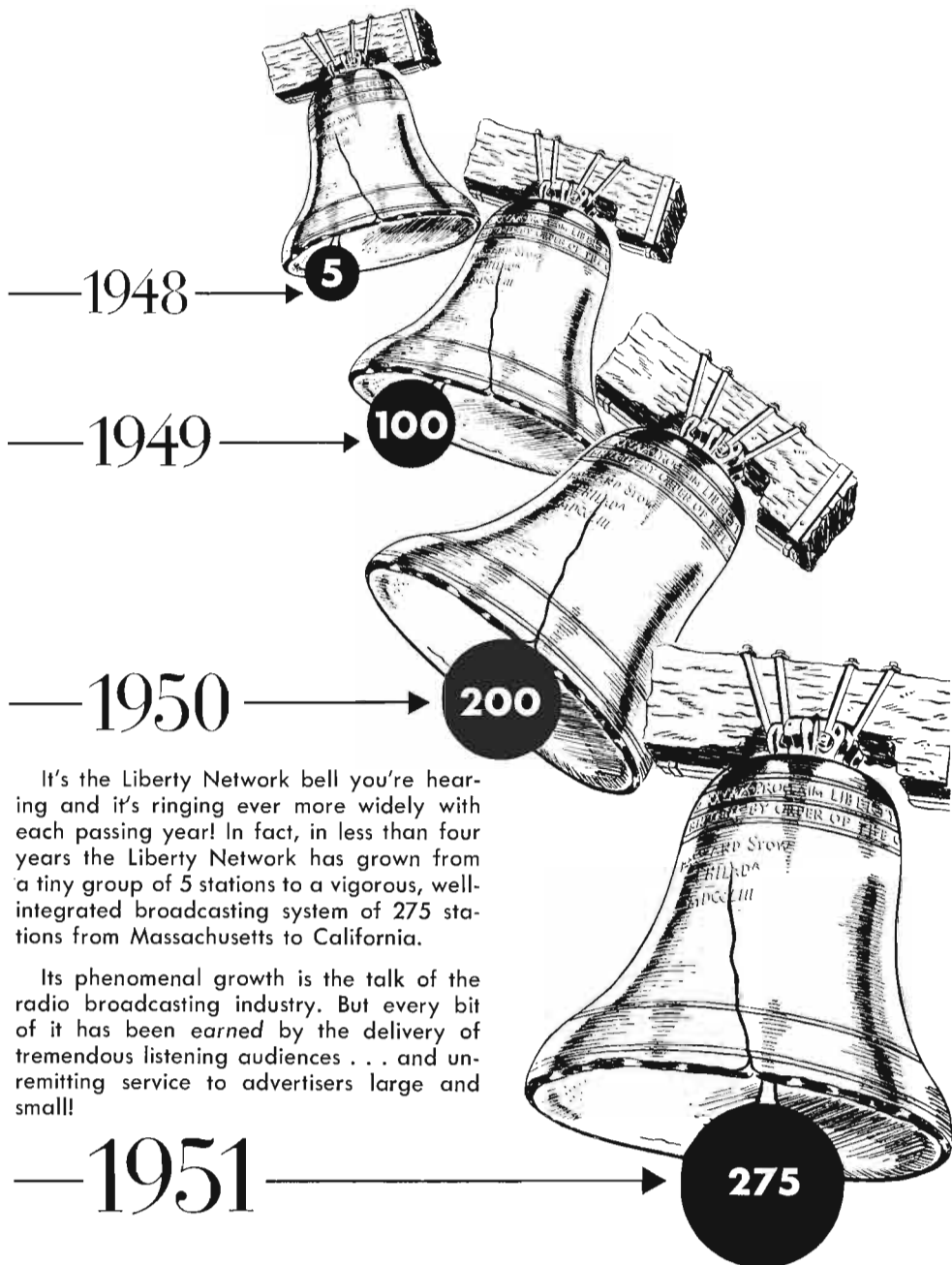
SEARCHING FOR AN ANSWER TO TV-itis?

KBS is the only National radio network without a single station located in a TV City. As a result, many advertisers are using KBS to supplement their TV schedule which doesn't reach the KBS small town and rural market!



500 FIFTH AVE., NEW YORK • 134 N. LaSALLE ST., CHICAGO.

EVERY DAY THIS BELL RINGS
IN **MORE AND MORE** AMERICAN HOMES



It's the Liberty Network bell you're hearing and it's ringing ever more widely with each passing year! In fact, in less than four years the Liberty Network has grown from a tiny group of 5 stations to a vigorous, well-integrated broadcasting system of 275 stations from Massachusetts to California.

Its phenomenal growth is the talk of the radio broadcasting industry. But every bit of it has been *earned* by the delivery of tremendous listening audiences . . . and unrelenting service to advertisers large and small!

THE **LIBERTY BROADCASTING SYSTEM**

New York, N. Y.
509 Madison Ave.

Dallas, Texas
2100 Jackson St.

REGIONAL NETWORKS

Alaska Broadcasting System

CBS, NBC

830 Securities Building, Seattle 1, Wash.

Phone: SEneca 6333

PERSONNEL

General Manager.....Wm. J. Wagner
 Commercial Manager.....Kenneth Laughlin
 Chief Engineer.....W. R. Nichols
 Traffic Manager.....A. L. Christensen
 Auditor.....F. Daniel McLean
 Recording Engineer.....Harold H. Kaden

BRANCH OFFICES

Station KFQD, Box 1040, Anchorage, Wm. Warner, Station Mgr.; Station KTKN, Box 1308, Ketchikan, Jim Kemp, Station Mgr.; Station KINY, Box 1091, Juneau, John Ashbaugh, Station Mgr.; Station KFRB, Box 950, Fairbanks, Jack McCahill, Station Mgr.; Station KIBH, Box 250, Seward, Jay Stauter, Station Mgr.; Station KIFW, Box 699, Sitka, R. E. von Postel, Jr., Station Mgr.

STATIONS

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

The Aloha Network

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

Phone: 95295

PERSONNEL

General Manager.....R. M. Fitkin
 Vice-Presidents.....A. H. Green,
 C. J. Fern, E. J. Crane

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.....Fred Gerletti

STATIONS

KTAR, Phoenix; KVOA, Tucson; KYUM, Yuma; KGLU, Safford; KWJB, 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 Mgr., Owner.....Carlton W. Morris
 KYMA Manager.....William L. Lindsey

BRANCH OFFICES

Station KTUC, Broadway & Tyndall, Tucson, Ariz.; Phone: 2-3344; Station KSUN, Lowell, Ariz., Phone 3; Station KYMA, 8th St. and "B" Ave., Yuma.

STATIONS

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

NATIONAL REPRESENTATIVE

John Blair & Company

Arrowhead Network

WEBC Building, Duluth 2, Minn.

Phone: Melrose 2-2873

PERSONNEL

President.....Morgan Murphy
 V.-P. & Gen. Mgr.....Walter C. Bridges
 Dir. of Engineering.....Charles P. Persons
 News Editor.....Earl Henton
 Mgr. WEBC.....Greg Rouleau
 Mgr. WMFG.....Oscar Peterson
 Mgr. WHLB.....Chet Thurston
 Mgr. WJMC.....Russ Brown
 Mgr. WEAU.....Harry Hyett
 Mgr. WISC.....Ralph O'Connor

BRANCH OFFICES

WEBC Building (WEBC), Duluth, Minn., Phone Melrose 2-2873, Mgr. Greg Rouleau; Androy Hotel (WMFG), Hibbing Minn., Phone Hibbing 1150, Mgr. Oscar Peterson; Sixth Ave. & 2nd Street (WHLB), Virginia, Minn., Phone Virginia 2000, Mgr. Chet Thurston; 1615 So. Main Street (WJMC), Rice Lake, Wis., Phone R. L. 550, Mgr. Russ Brown; 203 So. Barstow Street (WEAU), Eau Claire, Wis., Phone E. C. 6149, Mgr. Harry Hyett; 114 No. Carroll Street (WISC), Madison, Wis., Phone Madison 7-2588, Mgr. Ralph O'Connor.

STATIONS

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

Broadcasting Corp. of America

(Western Network)

P. O. Box 987, Riverside, Calif.

Phone: Riverside 6293

PERSONNEL

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