



NETWORKS
OF THE
UNITED STATES



NATIONAL
REGIONAL



This is
The WEST VIRGINIA NETWORK

Parkersburg



WPAR
CBS
250 on 1450

Clarksburg



WBLK
NBC
250 on 1400

Huntington



WSAZ
BLUE
1000 on 930

Charleston



WCHS
CBS
5000 on 580

THE WEST VIRGINIA NETWORK

JOHN A. KENNEDY
PRESIDENT

HOWARD L. CHERNOFF
MANAGING DIRECTOR

National Representatives, THE BRANHAM COMPANY

THE BLUE NETWORK CO., INC.

WHEN a business organization reaches two years of age, with the cash register indicating a fair amount of profit, it almost inevitably gets down off its toes and assumes a complacent attitude. Standards have been established and policies set and since these have proved successful, the company is usually content to ride along on the wave created by its initial success.



MARK WOODS

We at the Blue Network, however, have no intention of losing the reputation as a pioneering network which we have acquired in the two years since the Blue was separated from NBC and set out on its own. We have standards—scores of them—but those in which we take the most pride are our standards of dissatisfaction, reputed to be the highest in the broadcasting industry.

No "Perfect Program"

With regard to programs, for example, we believe there is no perfect program, nor is there any type of show that is a "must" on our program schedule because a large segment of the industry regards it as indispensable. The daytime serial had been regarded in this light for many years until the Blue in 1943 decided that the question deserved investigation and conducted a survey of daytime radio which proved that while a large number of women like this type of program, there is a still larger number who do not listen to the radio to any extent during the daytime.

These figures indicated a dissatisfaction with the current daytime program structure and strengthened the Blue in its view that the radio listener would welcome a new kind of daytime fare, such as "Breakfast at Sardi's" and "Breakfast Club."

And once we have determined on a sales policy, we do not stow it away in

the file marked "permanent." Although we were the first to announce the two per cent cash discount and devised a daytime package rate—all innovations at the time—we would be the first to amend or discard entirely these policies if a change in the industry rendered them impractical.

I present these facts and opinions merely because I wish to prove that the Blue does not intend to rest on its successful performance in the past, that it will be the first in the broadcasting industry to realize the necessity of change and the last to cling to a policy because "it's always been done that way."

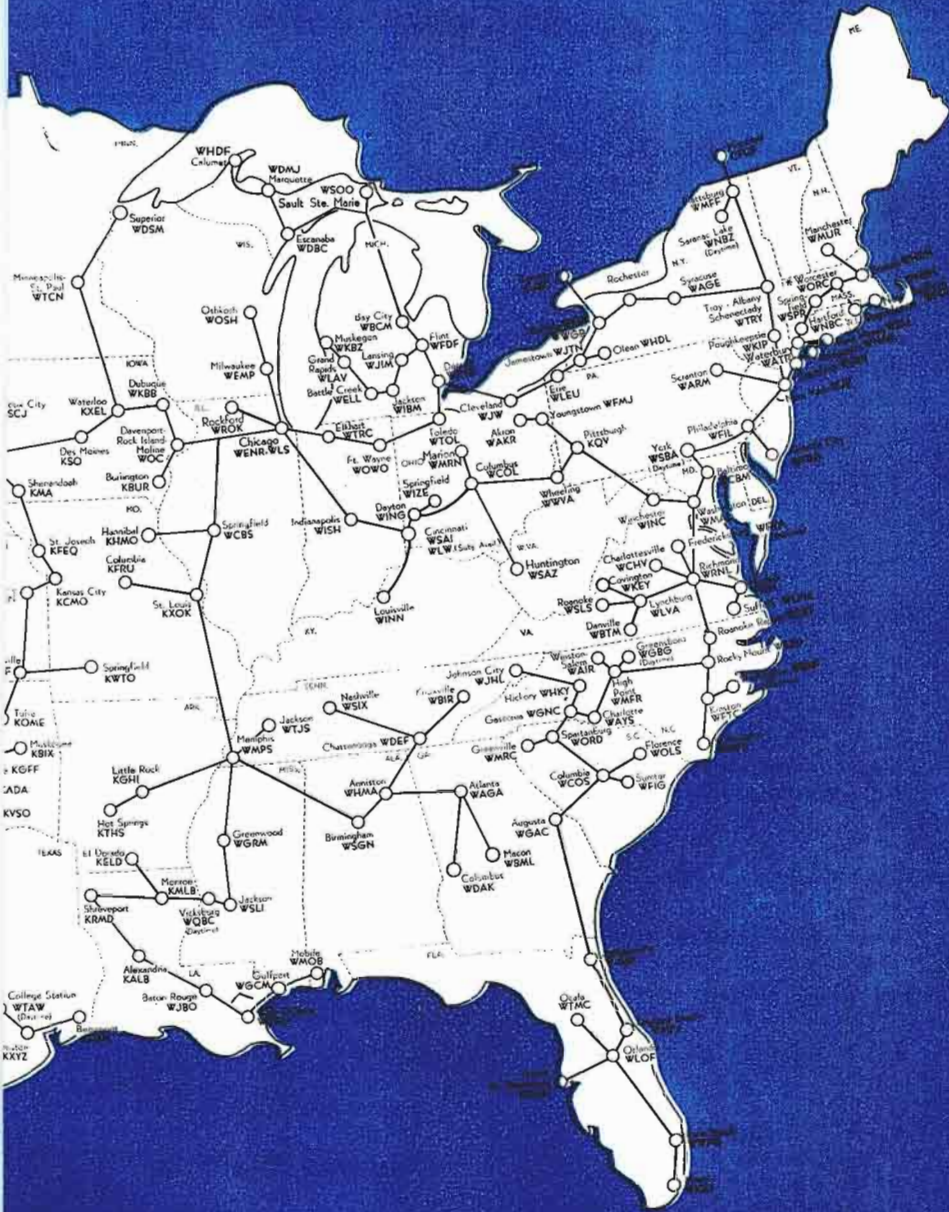
This pioneering spirit was given immeasurable impetus last year when Edward J. Noble became the owner of the Blue Network. Not only did the transaction make the Blue completely independent of any other business organization but it put at our head one of the leading figures in American industry. Expansion into the new fields of frequency modulation broadcasting and television will be facilitated under Mr. Noble's leadership.

Crucial Period for All

This year will be a crucial period in the lives of the American people and, since radio has become so inextricable a part of their lives, it will also put the broadcasting industry on its merits. Radio has achieved new records in the immediate dissemination of news, the clarification of problems of world-wide and national interest through a free discussion, the awakening of the American people to the importance of conservation and similar campaigns and the presentation of entertainment.

In all these fields radio will be required to do a better job than ever before. Just as the invasion of Hitler's European stronghold will bring out the finest qualities of the American people, so this major military operation will demand the most skillful handling of radio's news-gathering facilities. And once the war is over, radio will find an important role in the ironing out of the tremendous problems of the post-war era. Throughout these periods, the Blue Network will stand ready to do its part as a servant of the American people.

NETWORK



BLUE NETWORK COMPANY, Inc.

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

BOARD OF DIRECTORS

Noble, Edward J., Chairman	Priaulx, Nicholas C.
Woods, Mark	Wood, Franklin S.
Kobak, Edgar	Larsen, Roy E.
Anderson, Earl E.	LaRocke, Chester J.
Harold Hough	

Officers

Noble, Edward J. Chairman	Glman, Don E. Vice-President
LaRocke, Chester J. Ch. of Executive Committee	Kiggins, Keith Vice-President
Woods, Mark President	Priaulx, C. Nicholas Vice-President
Kobak, Edgar Executive Vice-President	Rynd, Charles E. Treasurer
Boroff, E. R. Vice-President	Hennig, Anthony M. Assistant Treasurer
Carlin, Phillips Vice-President	Nicol, Alexander D. Controller
Swezey, Robert D. Secretary	

DEPARTMENTS AND DIVISIONS

Executive Offices

Noble, Edward J. Chairman of the Board
Woods, Mark President
Kobak, Edgar Executive Vice-President
Priaulx, C. Nicholas
Vice-President in Charge of Finance

Continuity Acceptance Department

Kemble, Dorothy Editor
Hoffman, Gertrude Assistant Editor

Controller's Office

Nicol, Alexander D. Controller

Engineering Department

Milne, George O. Chief Engineer

Information Department

Olenslager, George Manager

Legal Department

Swezey, Robert D. Counsel
Zorbaugh, Geraldine B. Attorney

Office Management Department

Van Houten, D. B. Office & Personnel Manager

Program

Carlin, Phillips Vice-President

Barry, Charles C. Eastern Program Manager
Bixler, James W. Night Program Manager
D'az, Raymond Supervisor of Announcers
Buchanan, Stuart Script Manager
Florsheim, Stanley

Manager Cooperative Program Division

Guy, Helen Business Manager
Johnsen, Grace M. Director Women's Programs
Johnstone, G. W.

Director News and Special Features

Knight, Ray Production Manager
Summers, Harrison B. Director of Public Service
Wamboldt, Melvin P. Commercial Prog. Supv.
Whiteman, Paul Director of Music

National Spot Sales

Grabhorn, Murray B. Manager
Dennis, Ralph Eastern Sales Manager

Network Sales Department

Jaeger, C. P. National Sales Manager
Shaw, Donald S. Commercial Program Sales Mgr.
Buckham, D. R. Eastern Sales Manager
Saudek, Robert Assistant Eastern Sales Manager
Simmel, Ludwig W. Sales Service Manager

Publicity Department

Mullin, Earl Manager
Cortada, Judith Trade News Editor
Donegan, Arthur B. Assistant Manager

Research Department

Evans, Edward F. Manager

Sales Promotion Department

Hauser, B. J. Manager

Stations Department

Kiggins, Keith Vice-President

Norton, John H., Jr. Station Relations Manager

Dolan, Thomas J. Traffic Manager

Treasurer's Department

Rynd, Charles Treasurer

Hennig, Anthony M. Assistant Treasurer

Hede, Henry T., Jr. Purchasing Agent

Station WJZ

McNeil, John H. Manager

Chapin, Slocum Acting Sales Manager

Hade, John J. Commercial Program Manager

Seiferth, Joseph M., Jr. Audience Promotion

Ellsworth, Thomas B. Promotion Research

Boone, Julian H. Sales Promotion

Joachim, Maurice Script Manager

CENTRAL DIVISION—CHICAGO

Merchandise Mart

Phone, Delaware 1900

Borroff, E. R. Vice-President in Charge

Berry, G. I. National Spot and Local Sales Manager

Douglass, L. E. Program Business Manager

Edgley, L. J. Script Manager

Ewing, Robert Sales Traffic

Horstman, E. C. Engineering Manager

Huber, E. J. Sales Promotion Manager

Wetzel, M. S. Production Manager

Ell, Henry Publicity Manager

Peterson, R. S. Auditor and Business Manager

Rouse, Gene Supervisor of Announcing

Schoenfeld, Merritt R. Network Sales Manager

Wetzel, M. S. Public Service Manager

Stirton, J. L. Program Manager

Vernon, G. A. Research Manager

WESTERN DIVISION—HOLLYWOOD

6285 Sunset Boulevard

Phone, Hillside 8231

Gilman, Don E. Vice-President in Charge

Anderson, Clifford Program Traffic

Brown, Dorothy L. Continuity Acceptance Editor

Denechaud, R. G. Engineering Manager

Gates, Paul Night Program Manager

Hudson, Russell Sales Service Manager

Lonner, Walter W. Traffic Manager

Moore, Tracy Sales Manager

Moss, Robert Product Manager

Perrin, Victor H. Chief Announcer

Robb, John C. Manager News and Special Features

Stedman, K. S. Auditor

Samuel, Milton N. Publicity Manager

Pedersen, Elmer D.

Sales Promotion and Merchandising Manager

Tyson, Leo B. Program Manager

WESTERN DIVISION—SAN FRANCISCO

Taylor and O'Farrell Streets

Phone, Graystone 6565

Searle, Don Manager

Dwan, Robert E. Program Manager

Goddard, Elise Continuity Acceptance Editor

Palmer, T. B. Engineering Manager

Wesson, Robert Publicity and Promotion Manager

Peterson, Hilda T. Auditor

Rhodes, Lester R. Local Sales Manager

Robertson, Lawrence Production Manager

Stations Owned and/or Managed and/or Programmed by

The Blue Network Co., Inc.

WJZ, New York Owned, operated and represented by The Blue Network

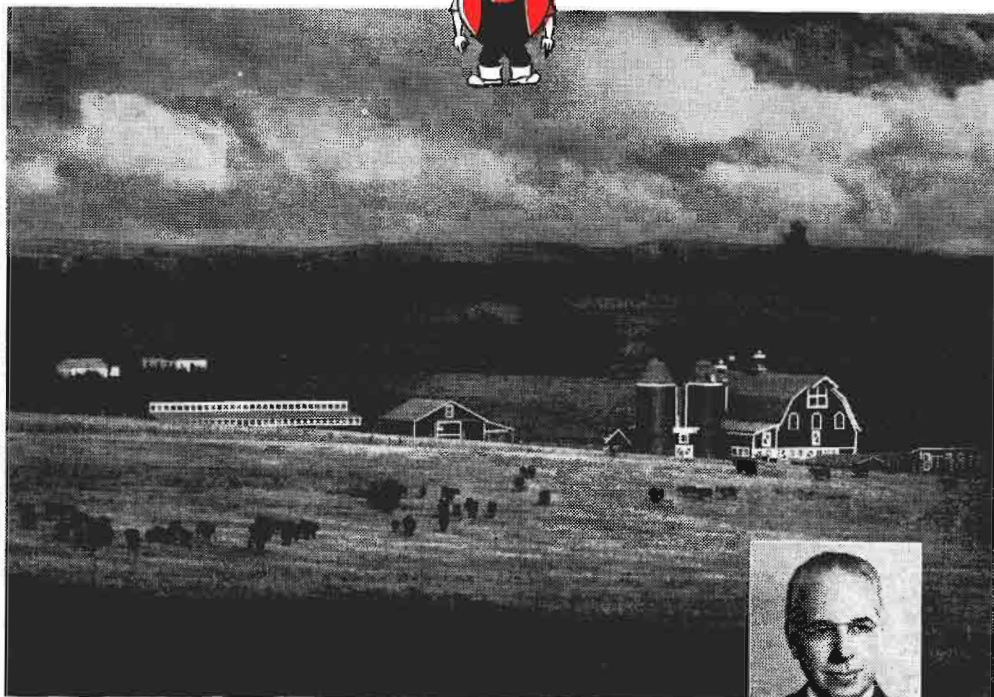
WENR, Chicago Owned, operated and represented by The Blue Network

WMAL, Washington Owned by Evening Star Publishing Co.

Represented by The Blue Network

KGO, San Francisco Owned, operated and represented by The Blue Network

Opening New Horizons



The story of KMBC of Kansas City has always been one of utilizing to the fullest extent radio's inherent potentialities, thus opening New Horizons for listeners in the "Heart of America." The past year has seen another such New Horizon come into existence—improving even to a greater extent KMBC's extensive farm service to this region's 49% rural population.

Thus was born this year *KMBC Service Farms*—fully equipped, pure-blooded livestock farms, putting into practical demonstration the teachings of Phil Evans, nationally known farm authority who directs KMBC's farm department. Again KMBC broadens its service to this community, in behalf of itself as a radio station and of broadcasting as an industry.

ARTHUR B. CHURCH
President and founder of KMBC whose faith in the limitless potentialities of radio's service to the community has been shown again in the development of *KMBC Service Farms*—dedicated to the betterment of rural thousands in the "Heart of America."

K M B C

OF KANSAS CITY

FREE & PETERS, INC.

SINCE 1928—THE BASIC CBS STATION FOR MISSOURI AND KANSAS

COLUMBIA BROADCASTING SYSTEM

AMERICAN radio in 1943 achieved an importance in the everyday life of the people of this country and of the peoples of the world which far surpasses its accomplishments in any other year of its brief history.



PAUL W. KESTEN

Radio brought the fighting front to the home front. It brought the Solomons and North Africa and Sicily and Attu to the farms and villages and towns and cities from which the heroes went to war.

And to these heroes in Guadalcanal and London and Iceland radio brought America.

Radio sold bonds—millions of dollars worth of bonds—and it recruited men and women for the different branches of the Armed Forces. Radio salvaged fats, explained the why and hows of rationing, encouraged farmers to produce—and told them how they could produce more and why they should.

Radio, more than ever in its history, brought messages from the people's chosen officials into the homes and hearts of the people—messages perhaps more important than any ever heard by the American people.

The Columbia Broadcasting System was privileged to take an important part in these mighty efforts.

The record of these 12 months shows that CBS devoted 17,718 broadcasts to some phase of the war, which filled 3,504 hours of air time. (Of this total, 1,715 hours were sustaining programs. Commercially-sponsored programs contributed 1,789 hours—approximately 45 per cent of total sponsored operating time on the network.)

Paley Overseas

In October, William S. Paley, CBS President, took leave from his network duties and went to the Mediterranean theater of war to fulfill a special assign-

ment with the U. S. Army's Psychological Warfare Branch at General Eisenhower's headquarters.

Columbia's audiences heard during the past year a great variety of programs devised to cover practically every field of human interest.

Discount Plan

Effectiveness of the CBS Full Network Discount Plan, instituted a half year before, was conclusively demonstrated in 1943. For the listener, it meant that many topnotch programs were available to every radio set within broadcast range of a CBS station anywhere in the United States.

Of the 53 commercially sponsored programs heard his year on the full CBS continental network, 35 were the result of the discount plan. At least three other programs were slated to take advantage of the same offer at the start of '44.

Early in 1943 the Columbia Affiliates Advisory Board was formed. Under the plan, the country was divided into a number of districts corresponding roughly to the operational pattern of the network.

War Bond Sales

During the year 1943, our records indicate that CBS has been instrumental in selling over 136 millions in war bonds—through CBS stations to the listening audiences, to CBS personnel via payroll deductions and similar arrangements and through purchase by the Columbia broadcasting System itself.

CBS is utilizing at present the largest staff of foreign correspondents in its history to bring the people accurate, swift and first-hand reporting of the mighty struggle that is convulsing the world.

The CBS short wave listening post recorded about 50 million words of foreign short wave broadcasts in 1943 which were translated from as many as 15 languages.

To CBS during 1943 went an imposing number of awards and citations won by CBS programs, personnel and stations.

American radio has just passed through the most important year in its brief history. But when the accomplishments of 1944 are spread on the record, the achievements of 1943 may well seem pale in comparison.

C O L U M B I A

Broadcasting System

485 Madison Avenue, New York City
(Telephone number, Wickersham 2-2000)

BOARD OF DIRECTORS

John J. Burns
Prescott S. Bush
Ralph F. Colin

J. A. W. Iglehart
Paul W. Kesten
Isaac D. Levy

Leon Levy
Samuel Paley
William S. Paley

Dorsey Richardson
Mefford R. Runyon
Herbert Bayard Swope

Officers

William S. Paley.....President and Director
Paul W. Kesten
Executive Vice-President & Director
Joseph H. Ream.....Vice-President & Secretary
Frank Stanton.....Vice-President
Frank K. White.....Vice-President & Treasurer
H. V. Akerberg
Vice-President in Charge of Station Relations
H. Leslie Atlass.....Vice-President, Chicago

Douglas Coulter
Vice-President in Charge of Programs
William C. Gittinger
Vice-President in Charge of Sales
Paul M. Hollister.....Vice-President in Charge
of Advertising and Sales Promotion
D. W. Thornburgh...Vice-President, Los Angeles
Samuel R. Dean.....Assistant Treasurer
James M. Seward.....Assistant Secretary
Arthur S. Padgett.....General Auditor
William E. Forbes.....Executive Assistant

DEPARTMENTS AND DIVISIONS

Construction and Building Operations Department

G. Stanley McAllister,
Director of Construction and Building Operations
C. R. Jacobs.....Asst. Dir.
John R. Carey...Manager of Building Operations
James R. Stevens...Manager of Theatre Operations
Walter Weiler...Manager of Internal Security
Roland Young.....Manager of Construction

Charles E. Midgeley, Jr....Sales Service Manager
W. Donald Roberts,
Western Mgr., Chicago Office Network Sales
Arthur J. Kemp,
Manager, Detroit Office Network Sales,
Fisher Bldg.

Editing and Copyright Department

Jan C. Schimek....Dir. of Editing and Copyright
Donald I. Ball.....Assistant Editor
Arthur Jersild,
Consultant on Children's Programs
W. Clark Harrington,
Assistant Manager of Copyright

Personnel Department
Francis C. Barton, Jr.....Personnel Manager
Bennett W. Lowry.....Employment Manager

General Engineering Department

Wm. B. Lodge....Acting Director of Engineering
Legal Department
Julius Brauner.....General Attorney
Howard L. Hausman.....Attorney

Program and Operations Departments

Douglas Coulter,
Vice-President in Charge of Programs
Davidson Taylor....Asst. Director of Broadcasts
Wm. Fineshriber....Acting Assistant Director
R. S. Langham.....Co-ordinator of Broadcasts
James M. Seward.....Director of Operations
I. S. Becker.....Assistant Director of Operations
R. R. Ray.....Assistant to Director of Operations

Sales Department

William C. Gittinger,
Vice-President in Charge of Sales
Leonard Erikson.....Network Sales Manager
William J. Fagan.....Administrative Manager
Allyn Jay Marsh.....Assistant Sales Manager
John J. Karol, Assistant Sales Manager and Market
Research Counsel

CASTING DIVISION

Larry Puck.....Talent Scout

EDUCATION DIVISION

Lyman Bryson.....Director of Education
Leon Levine.....Manager of Educational Staff

MUSIC DIVISION

James H. Fassett.....Director of Music Division
William H. Brennan,
Assistant Director in Charge of Serious Music
Wendell Adams.....In charge of Light Music
Lucile Singleton,
In charge of Vocalists, Auditions and
Record Library

MUSIC LIBRARY

Julius Mattfeld..... Director of Music Library
NETWORK OPERATIONS

Horace Guillotte.... Mgr. of Network Operations
NEWS & PUBLIC AFFAIRS DIVISION

Paul W. White,
Dir. of Public Affairs & News Broadcasts

Everett Holles..... Asst. Dir. of News Broadcasts
Henry Wefing..... Night News Editor

J. W. Gerber.... Supervisor of Shortwave Listening
William J. Slocum, Jr..... Dir. of Special Events

Helen Sioussat..... Director of Talks
PROGRAM WRITING DIVISION

Robert J. Landry.... Director of Program Writing
John Coborn Turner..... Script Editor

Elwood Hoffman..... Assoc. Script Editor
PROGRAM TYPING DIVISION

Harriet Hess..... Supervisor of Program Typing
SOUND EFFECTS DIVISION

Walter R. Pierson.... Mgr. of Sound Effects Div.
Max Uhlig..... Assistant Manager

Press Information

George Crandall... Director of Press Information
Arthur Perles..... Assistant Director

James Kane..... Assistant to the Director
Walter Seigal.... Manager Photographic Division

Anne Haraing..... Manager of Service Division
Joan Lane..... Trade News Editor

Radio Sales

Representation of Columbia Owned Stations

J. Kelly Smith..... General Manager, Chicago
Howard S. Meighan... Mgr., East. Div., New York

Roger K. Huston.... Mgr., Central Div., Chicago
Ole G. Morby..... Representative, San Francisco

Royal E. Penny..... Representative, Charlotte
Carter Ringlep..... Representative, St. Louis

Meredith Pratt..... Representative, Los Angeles
Research Department

John K. Churchill..... Director of Research
Oscar Katz..... Assistant Director of Research

Reference Department

William C. Ackerman,
Director of CBS Reference Department

Stanford Mirkin,
Manager of Program Research Division

Agnes Law..... Librarian

Sales Promotion and Advertising Department

Paul M. Hollister.... Vice-President in Charge
of Advertising and Sales Promotion

John Fox..... Manager of Production
Thomas D. Connolly... Dir. of Program Promotion

Louis Hausman..... Mgr. of Presentation Div.
Harry O'Brien..... Art Director

Dick Dorrance.... Director of Promotion Service
for CBS Owned Stations

Shortwave Broadcasting and Latin American Affairs

Edmund Chester,
Dir. of Broadcasting to Foreign Countries

John Hundley.. Acting Dir. of Shortwave Programs
Lawrence Hass... Dir. of Shortwave News Division

Terig Tucci..... Music Director and Arranger
Roberto Unanua,

Asst. Dir. of Latin American Relations
Margaret Kennedy, Manager of Press Information
for Latin American Network

Station Relations Department

H. V. Akerberg,
Vice-President in Charge of Station Relations

Howard Lane..... Director of Station Relations
William A. Schudt, Jr.

Eastern Division Manager
Edwin Buckalew,

Western Division Manager, Los Angeles
Technical Operations

Henry Grossman.. Network Operations Engineer
R. G. Thompson,

Eastern Division Operations Engineer
Television Department

Gilbert Seldes... Director of Television Programs
Dr. Peter Goldmark... Chief Television Engineer

Worthington Miner..... Manager of Television
Traffic Department

Hugh A. Cowham,
Commercial Engineer in Charge of Traffic

A. H. Peterson..... Traffic Manager
Treasury Department

Frank K. White.... Vice-President & Treasurer
Samuel R. Dean,

Assistant Treasurer & Comptroller
Arthur S. Padgett..... General Auditor

Norman duFrane.... Assistant General Auditor
W. J. Flynn..... Assistant Comptroller

L. C. Merrick..... Assistant Comptroller
Sophie Hinz..... Cashier

John E. Forsander... Purchasing Agent
Albert H. Bryant,

Manager of Mail, File & Mimeograph Division
New York City

WABC and WABC-FM, 485 MADISON AVE.
Arthur Hull Hayes..... General Manager

George W. Allen..... Program Director
John Field, Jr..... Sales Manager

Henry Grossman.... Chief Engineer of WABC
Jules Dundes..... Sales Promotion Manager

J. E. Doyle..... Manager, Press Information
Chicago

WBBM and WBBM-FM
410 NO. MICHIGAN AVE.

H. Leslie Atlass, Vice Pres. in Charge of Central
Div. and Gen. Mgr. of WBBM

J. L. Van Volkenburg..... Asst. Gen. Mgr.
Walter Preston..... Program Director

Urban Johnson..... Chief Sound Technician
J. J. Beloungy, Central Div. Operations Engineer
& Chief Engineer of WBBM

J. V. McLoughlin,
Accountant, Office and Personnel Mgr.

James Crusinberry..... News Editor
King Park..... Sales Promotion Manager

Orville J. Neuwerth.... Asst. Program Director

Val W. Sherman, Asst. Program Director in Charge
of Program Operations
Shepard Chartoc, Director of Press Information,
Public Events & Education

Washington

WTOP, EARLE BLDG.

Earl H. Gammons, Director of Washington Office
Carl Burkland..... General Manager
William D. Murdock, Assistant General Manager
Martin D. Wickett..... Program Director
Clyde Hunt..... Chief Engineer
Harry R. Crow..... Supervisor of Accounting,
Personnel & Purchasing

Robert S. Wood,
Director of Public Events & Spec. Features
Howard Stanley.... Director of Press Information
& Sales Promotion

Minneapolis-St. Paul

WCCO, 625 SECOND AVE., S.

Austin E. Joscelyn..... General Manager
Alvin Sheehan..... Assistant General Manager
H. S. McCartney..... Chief Engineer
Mary Doherty..... Accountant
Sam H. Kaufman... Director of Press Information
& Manager of Sales Promotion

St. Louis

KMOX, 401 SOUTH TWELFTH BLVD.

Merle S. Jones..... General Manager
Arthur Casey..... Assistant
Wendell B. Campbell 2nd,
Nat. Sales Mgr. & Asst. Station Mgr.
Harry Harvey..... Chief Engineer
Jerry Hoekstra,
Mgr. of Public Events & Spec. Features
Robert F. DeVoe,
Supervisor of Accounting, Personnel & Office
William Zalken..... Director Press Information
Blaine Cornwell..... Program Director
David Mars.... Dir. Sales Promotion & Advertising
C. G. Renier..... Director of Program Sales

Pacific Coast

Los Angeles Office

KNX, COLUMBIA SQUARE

D. W. Thornburgh... Vice-President in charge of
Western Div. & Gen. Mgr. of KNX
Harry W. Witt..... Asst. Gen. Manager
Charles D. Ryder, Jr..... Mgr. of Accounting,
Personnel & Purchasing
Lester Bowman,
Western Division Operations Engineer
& Chief Engineer of KNX
Clinton Jones..... News Editor

Hal Hudson..... Western Program Director
Lloyd Brownfield... Director of Press Information
Ralph W. Taylor.... Manager of Sales Promotion
Glanville T. Heisch... Assistant Program Director
Fox Case,

Director of Special Features & Public Events
J. Archie Morton..... Sales Manager
Ben Paley..... Production Manager
Charles E. Morin, Eastern Sales Manager for
Pacific Coast Network & KNX
George L. Moskovics,

Pacific Network Sales Manager

SAN FRANCISCO OFFICE

PALACE HOTEL

Wayne Steffner..... Manager

Charlotte, N. C.

WBT, WILDER BLDG.

A. D. Willard, Jr..... General Manager
Royal E. Penny..... Sales Manager and
Radio Sales Rep.
Chas. H. Crutchfield..... Program Director
William M. Parker... Director, Sales Promotion,
Press Information, Merchandising
John S. Knell..... News Editor & Special Events
Edward J. DeGray.... Accounting and Personnel

Boston

WEEI, 182 TREMONT ST.

Harold E. Fellows..... General Manager
Kingsley Horton... Asst. Mgr.-Dir. of Programs
& Sales
Walter Stiles, Jr..... Director of Engineering,
Sound & Transcriptions
John J. Murray..... Manager of Accounting,
Personnel & Purchasing
Raymond G. Girardin..... Production Manager
& Asst. Program Director
Marie Houlahan... Director of Press Information
Guy C. Cunningham... Director of Sales Promotion

Foreign Staff

Edward R. Murrow, Chief of European Staff,
London; Larry Lesueur, London; Charles Colling-
wood, London; Bill Downs, London; Charles Shaw,
London; Richard Hottelet, London; Winston
Burdett, Algiers; Eric Severeid, Algiers; Farns-
worth Fowle, Italy; John Daly, Italy; George
Moorad, Cairo; James Fleming, Moscow; Howard
K. Smith, Berne; Glenn Stadler, Madrid; Albin
Johnson, Stockholm; William J. Dunn, Australia;
Webley Edwards, Honolulu; James Stewart,
Chungking; Hugh I. Jencks, Argentina; John
Adams, Rio de Janeiro; Charles Griffin, Santiago;
Dan Lundberg, Mexico; Jack Fendell, Panama
Canal Zone.

Station, Board and Operator list

COLUMBIA BROADCASTING SYSTEM

WABC, New York
WBBM, Chicago
WBT, Charlotte, N. C.
WCCO, Minneapolis-St. Paul

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

MUTUAL BROADCASTING SYSTEM

THE year 1943 has closed with a compelling and valuable contribution by the entire radio industry in the furtherance of the war effort. America's increasing importance in the world conflagration placed in the hands of the radio networks the task of keeping the public alert, aware, informed.



MILLER McCLINTOCK

The Mutual Broadcasting System, together with the other networks, accepted the challenge, and is proud to report its activities and progress during the past year, in behalf of the war effort.

1,468 programs, totalling 641 hours and 49 minutes of broadcast time, all in the interests of the war effort, were brought by Mutual to its audiences. These compilations are exclusive of regular sports news summaries and news commentaries, and regularly scheduled program features.

In co-operation with the War and Navy Departments, Mutual broadcast 305 Army programs and 298 Navy programs, including regularly weekly features, in which members of the armed forces participated. Other special Mutual features were produced with the co-operation and participation of the Treasury Department and various other Governmental and public agencies.

News Coverage

An important phase of radio's program to keep the public informed is a capable staff of reporters and commentators, both on the home front and abroad. Each week Mutual airs 76 individual news commentaries originating from the continental United States. This is supplemented by news features and analyses.

The Mutual network's expansion in sales and facilities in 1943 has made it possible to reach audiences of greater size, and has in turn resulted in an expansion of its personnel and administrative facilities.

1943 saw the affiliation of 15 more stations to the Mutual network, making a total of 211 affiliates in the U. S. and in addition outlets in Canada, Hawaii, and in Mexico through the 36 station Radio Mil chain.

The tie-up between Mutual and Radio Mil, in which the two networks have agreed to exchange programs, is indicative of the part radio will play in the development of relations with our Latin American neighbors.

Expansion

Another indication of Mutual's ever-growing importance in the field of business and radio advertising is the increase in sales; which are expected to exceed \$14,000,000 for 1943—a gain over 1942 of more than 40 per cent.

In order to provide Mutual listeners with a high degree of program service, the co-operative Mutual network organized a Program Operating Board, composed of program heads of five key Mutual stations, who meet monthly to analyze and work out ideas for maintenance of a diversified schedule of broadcasts.

This attention to the development of an efficient programming service has resulted in a well rounded series of regular features, devoted to education and information, music, religion, varied entertainment, sports, and juvenile programs.

Recognizing that international radio will play an important part in the post-war world, Mutual in 1943 strengthened relationships with the United Nations by exchanging program features with the Canadian Broadcasting Corp., the British Broadcasting Corporation, the Republics of Brazil and Mexico, and the Territory of Hawaii.

The radio industry is daily becoming an integral part of American life and habits. Business has recognized it as one of the great motivating forces of existence, an important medium of advertising.

Just as it has been significant in the progress of the war, radio will be an important instrument in the post-war world of rehabilitation and reconstruction. Mutual Broadcasting System is now preparing and planning for the day.

MUTUAL BROADCAST



**NETWORK FACILITIES
AS OF JAN. 1, 1944**

CASTING SYSTEM





MUTUAL



Broadcasting System

Administrative Office

441 N. Michigan Ave., Chicago, Ill. Zone 11
Phone, Superior 0100

New York Office

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

Officers

President.....Miller McClintock
Chairman of Board of Directors,
Alfred J. McCosker
Chairman of Executive Committee
W. E. Macfarlane

Executive Vice-President...Theodore C. Strelbert
Executive Vice-President...Lewis Allen Weiss
Vice-President.....J. E. Campeau
Secretary-Treasurer.....E. M. Antrim
Controller.....Miles E. Lamphiear

New York Staff

Department Heads

Director of Sales Promotion and Research,
Robert A. Schmid
Controller.....Miles E. Lamphiear
Office Service Manager.....Dale Brenner
Manager of Sales Service...George Chambers
Acting Director of Station Relations
Charles W. Godwin
Director of Commercial Programming
Allen de Castro
Assistant to the President and
Personal Director.....Roberta Dufton
Sales Manager.....Edward W. Wood, Jr.
Director of Programming...Adolph J. Opfinger
Publicity Director.....Lester Gottlieb

Executive Committee

Miller McClintock.....MBS, New York
W. E. Macfarlane.....WGN, Chicago
Theodore C. Strelbert.....WOR, New York
John Shepard, III.....Yankee Network
Lewis Allen Weiss
Don Lee Broadcasting System
H. K. Carpenter.....WHK-WCLE, Cleveland

Chicago Staff

Western Sales Manager...Adolph N. Hult
Traffic Manager.....Myrtle Goulet
Sales Service.....Carroll Marts

Directors

E. M. Antrim Miller McClintock
Willet Brown Alfred J. McCosker
Hope Barroll, Jr. John Shepard III
H. K. Carpenter Theodore C. Strelbert
Leonard Kapner Lewis Allen Weiss
W. E. Macfarlane I. R. Lounsbury

Legal Staff

Louis G. Caldwell.....Washington, D. C.
George Haggard.....Chicago
Emanuel Dannett.....New York

Program Operating Board

Miller McClintock.....MBS, Chairman
Adolph Opfinger.....MBS, Vice-Chairman
C. M. Hunter.....WHK, Cleveland
Julius Seebach, Jr.....WOR, New York
Frank Schreiber.....WGN, Chicago
Linus Travers.....Yankee Network, Boston
Lewis A. Weiss.....Don Lee, Hollywood

Foreign Staff

London.....John Steele, Arthur Mann
North Africa.Seymour Korman, John Thompson
Cairo.....Leslie Nichols
Sydney, Australia.....Stanley Quinn
Staff of Christian Science Monitor

NATIONAL BROADCASTING COMPANY



NILES TRAMMELL

IT IS more than two years ago since the treacherous attack on Pearl Harbor stunned all peace-loving peoples and then, almost overnight, spurred them forward into the greatest concerted drive against oppressor nations the world has ever known. Today, with positive indications that the tide of war has turned in our favor, the radio

industry cannot help but take pride in the knowledge that its broadcasters have kept pace with the nation in the intense energy with which its people have applied themselves to the war effort. Not only has radio itself initiated many productive moves to aid the drive against the common enemy but the industry as a whole has responded repeatedly when the Government has sought its support in special undertakings.

These contributions have taken varied forms. In the year 1943, for example, the National Broadcasting Company allotted more than 1,122 hours to programs promoting the war effort, a gain of more than 50 per cent over 1942. During the same period, the network carried 4,666 special announcements including 1,383 directed to the purchasers of War Bonds.

Since late in 1942, NBC's short wave outlets have been leased to the OWI, but in addition to this, NBC has continued to beam many special programs to the conquered countries of Europe to our service men abroad and to our neighbors in Latin America. During a trip to the Italian fronts last Fall, I saw at first hand how much these programs from home mean to our soldiers and how important it is that we not only continue to provide them but to send more and still more of them.

Home Front Activity

On the home front, the National Broadcasting Company has maintained its pre-eminent position as "the network most people listen to most." Invariably the results of responsible polls and surveys have placed NBC programs and artists in

top positions. For example, in the RADIO DAILY poll of 1943, NBC took the first six places among the Best Commercial shows on the air and seven out of the first ten in the Best Entertainers classification; the Cleveland Plain Dealer's survey of newspaper readers in its area gave NBC seven out of the first ten places in the "Favorite Program" category, and the Fame-Motion Picture Daily poll revealed that the first two choices in eight classifications were NBC personalities or programs.

In allotting approximately 15 per cent of its broadcasting time to news reports and special events, which was being done at the year's end, it is obvious that the National Broadcasting Company is meeting the desires of American listeners for full coverage of the battle fronts.

As the year closed, NBC's staff of news reporters numbered 37, the largest staff in the network's history. Many of these reporters have insisted upon sharing front line dangers with our troops. NBC newsmen were in the first wave of allied fighting men at Oran, Sicily and at the bloody beach-head of Salerno.

Tele-FM Developments

And, while carrying on these activities, NBC has not neglected the future. Both television and frequency modulation (FM) have been receiving the expert attention of our engineers and program staff. These new services, I am convinced, will play an important part in extending the post-war influence of radio on the life of the nation.

In November, NBC installed the first television receivers in hospitals near New York where wounded servicemen are convalescing. And then, to provide acceptable entertainment for these veterans, NBC commenced the telecasting of special sports events from Madison Square Garden. To date, Station WNBT has transmitted scenes from the Rodeo, the Ice Follies, basketball games and boxing.

If American radio is permitted to continue under the proved principles of free competitive enterprise, programs will improve, facilities will be extended and the nation as a whole will gain through the continuation of the finest broadcasting that talented writers, producers, artists and engineers can provide.

CASTING COMPANY



**More advertisers spend
more money to sell more
merchandise to more people
on WLW than on any other
radio station in the world.**



DIVISION OF THE CROSLEY CORPORATION

The Nation's Most Merchandise-able Station

NATIONAL

Broadcasting Company

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

Registered Telegraphic Address
NATBROCAST NEW YORK

BOARD OF DIRECTORS

Angell, James Rowland
Braun, Arthur E.
Cutler, Bertram
Dawes, Charles G.
Dunn, Gano
Harbord, James G.

Harden, Edward W.
McGrady, Edward F.
Millhauser, DeWitt
Mullen, Frank E.
Nally, Edward J.
Sarnoff, David

Trammell, Niles

ADVISORY COUNCIL

Young, Owen D., Chairman

Angell, James R.
Belmont, Mrs. August
Coffin, Henry Sloan
Compton, Karl
Comstock, Ada
Damrosch, Walter

Davis, John W.
Farrell, Francis D.
Green, William
Harbord, James G.
Sarnoff, David
Smith, Alfred E.

Officers

Sarnoff, DavidChairman of the Board
Trammell, NilesPresident
Mullen, Frank E.,
 Vice-President & General Manager
Ashby, A. L.Vice-President & General Counsel
Egner, C. Lloyd.....Vice-President
Hanson, O. B.....Vice-President
Hedges, William S.....Vice-President
Kopf, Harry C.....Vice-President
Mason, Frank E.....Vice-President

Menser, Clarence E.....Vice-President
Royal, John F.....Vice-President
Russell, Frank M.....Vice-President
Strotz, Sidney N.....Vice-President
Witmer, Roy C.....Vice-President
MacDonald, John H.,
 Vice-President and Assistant Secretary
Teichner, R. J.....Treasurer
MacConnach, LewisSecretary
Pfautz, C. E.....Assistant Secretary

DEPARTMENTS AND DIVISIONS

Executive Offices

Trammell, Niles.....President
Mullen, Frank E.
 Vice-President & General Manager
Almonte, J. deJara.....Assistant to President
Angell, James Rowland..Public Service Counselor
MacDonald, John H.
 Vice-President and Assistant Secretary
Morgan, Clayland T.....Assistant to President
Myers, J. Robert.....Budget Officer

Advertising & Promotion Department

Hammond, Charles P.....Director
Bisson Harold E..Manager, Promotion Production
Ecclesine, Joseph...Manager Network Promotion
Rumple, Barry T.....Manager, Research Division
Gaines, James M..Assistant Director of Promotion
Myles, Marion W.....Creative Assistant
Forrest, Arthur L.
 Manager Public Service Promotion
De Salisbury, Edward..Manager WEAF Promotion
Cusack, Parmelee.....Art Director

Continuity Acceptance Department

Mason, Joseph.....Manager

Controller's Department

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

Engineering Department

Hanson, O. B...Vice-President and Chief Engineer
Clarke, William A.,
 Manager of Technical Services
Guy, R. F.....Radio Facilities Engineer
McElrath, George.....Operating Engineer
Rackey, C. A...Audio & Video Facilities Engineer
Shelby, R. E.....Development Engineer
Wankel, F. A.....Eastern Division Engineer

General Service Department

Lowell, Edward M.....Director
Thompson, W. R.....Assistant to Director
Monahan, George, Manager of Protection Division

Guest Relations Department

Herrick, Dwight.....Acting Manager
Petersen, Victor.....Assistant Manager
Walker, Albert.....Assistant Manager
Wahlstrom, John...Acting Executive Asst. Mgr.

Information Department

Dale, Albert E.....Director of Information
Kuhn, Irene.....Assistant Director
Barnard, Anita

 Manager of Correspondence Division

International Relations- Television- New Developments

Royal, John F.....Vice-President In Charge

International Shortwave Department

Bate, Fred.....Manager

Television Department

Williams, John T.....Manager

Legal Department

Ashby, A. L...Vice-President & General Counsel
King, John P.....Attorney
Ladner, Henry.....Asst. Gen. Counsel
McCrossin, Edward J.....Attorney-Chicago
McDonald, Jos. A.....Asst. Gen. Counsel
Oll'phant, S. R.....Attorney
Tatum, Donn B.....Attorney-Hollywood
Wright, Gordon, Zachry, Parlin & Cahill
 New York & Washington Counsel

National Spot Sales Dept.

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

News & Special Events Dept.

Brooks, William.....Director
Mack, Lathrop
 Asst. Mgr. in Charge of Special Events
McCall, Francis.....Manager of Operations
Schneider, Adolph..Asst. Mgr. in Charge of News

Personnel Department

de la Ossa, Ernest.....Personnel Director

Press Department

McKay, John.....Manager
Eiges, Sydney H.....Assistant Manager

Program Department

Menser, Clarence L...Vice-President in charge
Campbell, Ralph P...Administrative Asst. to V.-P.
Almonte, J. de Jara.....Night Program Manager
Belviso, Thomas H.....Manager, Music Library
Black, Frank.....General Music Director
Brainard, Bertha.....Assistant to Vice-President
Chotzinoff, Samuel...Manager of Music Division
Damosch, Walter.....Music Counsellor
Kelly, Patrick J.....Mgr. of Announcers
Knopfke, Frederick G...Sound Effects Manager
Shery, Helen.....Booking Office & Bus. Mgr.
Stern, William.....Director of Sports
McDonagh, Richard...Acting Manager of Script
Wright, Wynn.....Eastern Program Manager
Kelly, N. Ray.....Manager, Production Division

Public Service Department

Angell, James Rowland..Public Service Counselor
Miller, William Burke.....Manager
Cuthbert, Margaret

 Director of Women's & Children's Programs
Fisher, Sterling.....Asst. Pub. Serv. Counselor
Jordan, Max.....Director of Religious Broadcasts
Wagner, Jane

 Director, War Activities for Women
Corwith, Doris.....Assistant to Counselor



KEYSTONE

brings you

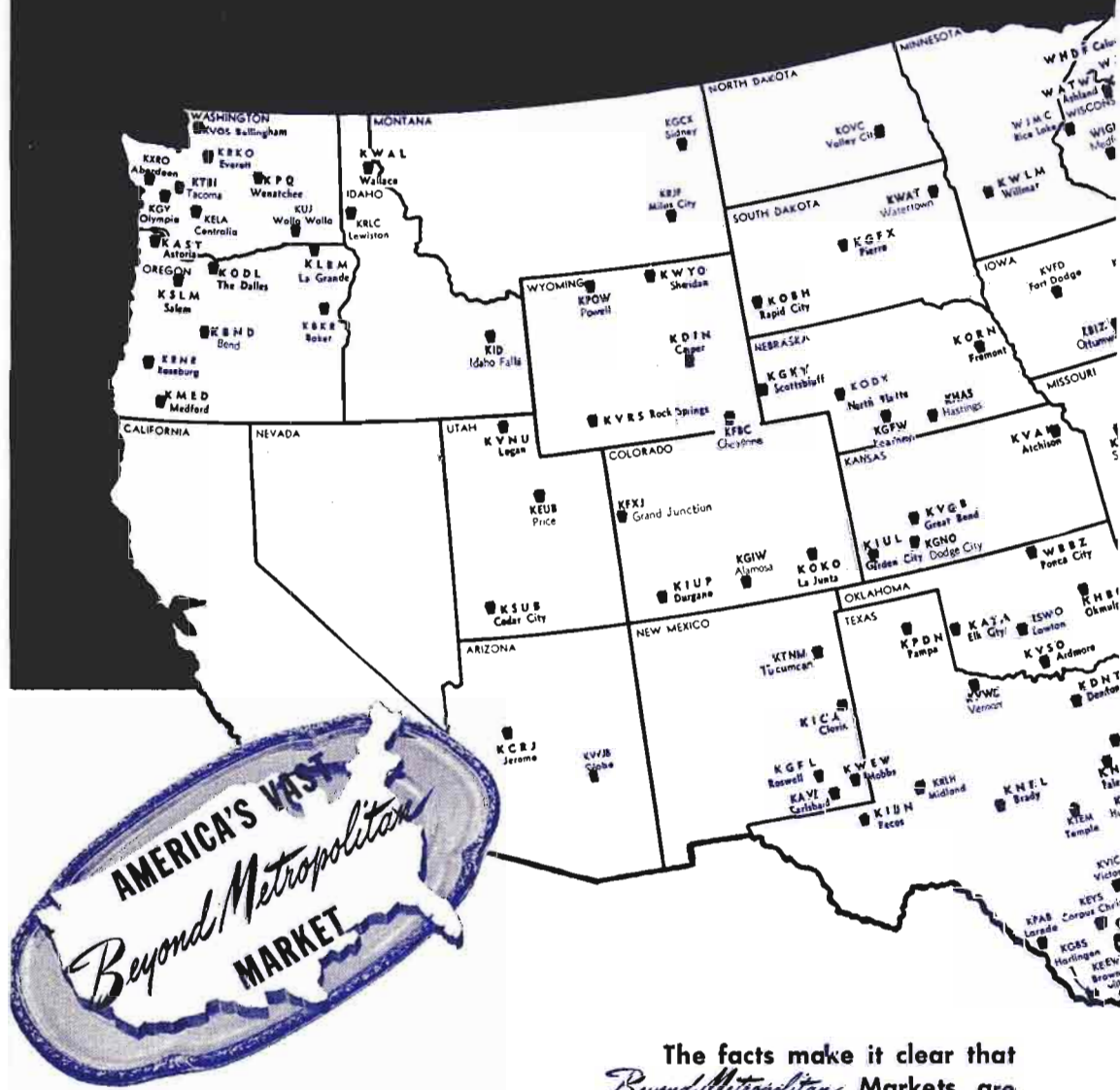


SILVER PLATTER BY CARTIER

on a Silver Platter

THIS IS

Beyond Metropolitan



The facts make it clear that *Beyond Metropolitan* Markets are essential for thorough national coverage.

THIS IS THE KEYSTONE

www.americanradiohistory.com

AMERICA



* The vital small-town and rich rural areas which receive either no coverage at all, or no dependable coverage, from major wired networks or metropolitan stations.

These choice markets encompass one third of the nation. They are composed of cities and towns having 50,000 population and under. Cities and towns of this size account for

- 49% of total U. S. Retail Sales
- 53% of total U. S. Food Sales
- 47% of total U. S. Drug Sales

(Source: U. S. Dep't. of Commerce)

The prosperity of *Beyond Metropolitan* America is at an all-time high. It stems from permanent developments—construction; airports; increases in housing, population, stores; agrarian plants; hospitals—which will continue in post-war years.

The 200 affiliated KBS stations—linked by transcription—penetrate and dominate these lucrative *Beyond Metropolitan* Markets. They supplement major wired broadcast chains, supplying missing links, strengthening weak links. KEYSTONE is the ONLY network covering *Beyond Metropolitan* America EXCLUSIVELY!

BROADCASTING SYSTEM

Help Yourself to



... at mass market per capita cost!

The entire *Beyond Metropolitan* land of plenty is delivered to you by Keystone, at a cost per capita and per thousand radio homes as little as, and often less than, the cost in metropolitan markets. Group buying does it!

STREAMLINED...

200 stations handled in one transaction!

ONE time order

ONE time clearance

ONE schedule

ONE mechanics operation

ONE source for affidavits

ONE invoice

Each year, more and more national advertisers are using KBS with great success. Join them! Capture *Beyond Metropolitan* America through Keystone.

KEYSTONE BROADCASTING SYSTEM, INC.

134 No. LaSalle Street
Chicago 2, Illinois
Tel: STate 4590

580 Fifth Avenue
New York 19, New York
Tel: LOngacre 3-2221

5331 Hollywood Boulevard
Hollywood 28, California
Tel: HEmpstead 0460

REGIONAL NETWORKS

The American Network

60 East 42nd St., New York, N. Y.
Phone MUrray Hill 2-7947

PERSONNEL

President.....John Shepard, 3rd
Executive Vice-President.....Wm. B. Lewis
Treasurer.....Walter J. Damm
Secretary.....Robert Ide
This network consists of FM stations

★

Arizona Broadcasting Co.

(ABC Network)

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

PERSONNEL

President.....R. B. Williams
Manager.....Dick Lewis
Commercial Manager.....Dick Heath
Promotion Manager.....K. M. Pennington

STATIONS

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

BRANCH OFFICE

48 East Broadway, Tucson, Ariz.
Phone 3703

Executive In Charge.....R. B. Williams
NATIONAL REPRESENTATIVE
Paul H. Raymer Company

★

The Arizona Network

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

PERSONNEL

Business Manager.....Albert D. Johnson
Program Director.....J. R. Williams
Commercial Manager.....John L. Hogg
Chief Engineer.....F. A. Higgins
KTUC Manager.....Lee Little
KSUN Manager.....Carleton Morris

STATIONS

KOY, Phoenix; KTUC, Tucson; KSUN, Bis-
bee-Douglas.

NATIONAL REPRESENTATIVE
John Blair & Company

Arrowhead Network

WEBC Bldg., Duluth, Minn.

PERSONNEL

General Manager.....W. C. Bridges
Director of Operations.....H. E. Westmoreland
Promotion Manager.....H. H. Sonnenburg
WMGF Manager.....Harry Hyett
WHLB Manager.....Greg Rouleau

★

STATIONS

WEBC, Duluth, Minn.; WMFG, Hibbing,
Minn.; WHLB, Virginia, Minn.

REPRESENTATIVE

George P. Hollingbery Co.

★

Associated Broadcasting Corp.

500 Keeler Bldg., Grand Rapids, 2, Mich.
Telephone: 9-0208

OFFICERS

President.....L. A. Versluis
Exec. Vice-President.....Roy C. Kelley
General Manager.....Clayton Kuning
Stations Relations.....W. G. Henderson

FUNCTION

This network has been formed to operate only
as a per-occasion network and for the time
being, will confine the scope of its operations
to handling only the leading religious programs.

★

Atlantic Coast Network, Inc.

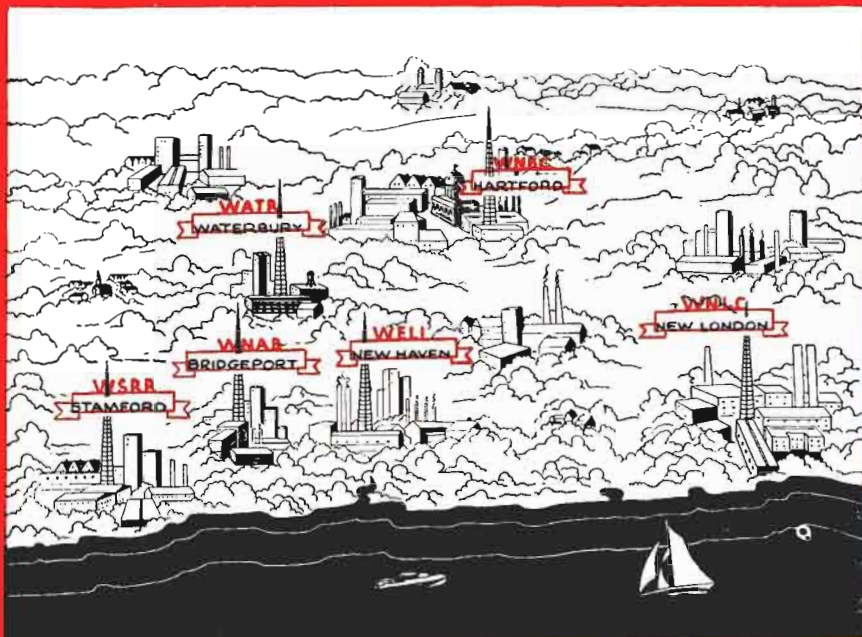
501 Madison Ave., New York, N. Y.
Phone: PLaxa 3-1535

President.....Harold A. Lafount

STATIONS

WNEW, New York, N. Y.; WCOP, Boston,
Mass.; WNBC, Hartford, Conn.; WELI, New
Haven, Conn.; WPEN, Philadelphia, Pa.

THE CONNECTICUT STATE NETWORK



IS THE KEY TO THIS RICH MARKET

THE NATION'S 15TH LARGEST IN RETAIL SALES (\$717,000,000)

Here are some of the advertisers who use the Connecticut State Network:

BENRUS WATCH COMPANY
ELECTRIC SPECIALTY COMPANY
STAMFORD ROLLING MILLS
MACHLETT COMPANY
SOUTHERN NEW ENGLAND
TELEPHONE COMPANY
ELECTRIC BOAT COMPANY

CINAUDAGRATH CORPORATION
PRINCE GEORGE HOTEL
AUTO ORDNANCE COMPANY
THE HEPPENSTALL COMPANY
ELECTROLUX CORPORATION
SCOVILL MANUFACTURING
COMPANY

HIGH STANDARD COMPANY
THE NORWALK COMPANY
CHASE BRAES & COPTER
COMPANY
DOTWNIK BROS., INC.
MARIALES COMPANY
UNITED STATES RUBBER CO

NEW YORK... Helen Wood

BOSTON... Bertha Bannan

H. MEYER, Pres.

Connecticut State Network

270 Atlantic St., Stamford, Conn.

Phone: Stamford 4-7575

PERSONNEL

President.....Harold H. Meyer
Director.....Dewey Long
Director.....Harold Thomas
Director.....Richard Davis
Director.....Gerald Morey
Director.....Levon Thomas

STATIONS

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

REPRESENTATIVES

He'en Wood, New York
Bertha Bannan (Boston)

★

The Cowles Group

Des Moines Register and Tribune Building,
Des Moines, Ia.

Phone: 3-2111

PERSONNEL

President.....Gardner Cowles, Jr.
Vice-President.....John Cowles
Vice-President and Treasurer...Luther L. Hill
Vice-President.....Sumner Quarton
Vice-President.....Craig Lawrence
Vice-President.....Phil Hoffman
National Sales Manager.....H. T. Enns
Com. Manager (Des Moines)....Robert Dillon
Com. Manager (Cedar Rapids) W. B. Quarton
Com. Manager (Yankton).....Phil Hoffman

STATIONS

KSO, Des Moines; KRNT, Des Moines; WMT,
Waterloo-Cedar Rapids; WNAX, Yankton-Sioux
City.

BRANCH OFFICES

Paramount Theater Bldg., Cedar Rapids, Ia.
Manager.....Sumner Quarton
Russell Lamson Hotel, Waterloo, Ia.
Manager.....Don E. Inman
Gurney Bldg., Yankton, S. D.
Manager.....Phil Hoffman
Orpheum Theater Bldg., Sioux City, Ia.
Manager.....Ed La Grave

NATIONAL REPRESENTATIVE

The Katz Agency

★

Daniel Boone Regional Network

410 State St., Bristol, Tenn.-Va.

Phone: Dial WOPI

PERSONNEL

President & Gen. Mgr.. WOPI...W. A. Wilson

WKPT General Manager.....Jess Swicegood

STATIONS

WOPI, Bristol, Tenn.-Va.; WISE, Asheville,
N. C.; WKPT, Kingsport, Tenn.

REPRESENTATIVES

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

★

Don Lee Broadcasting System

5515 Melrose Ave., Hollywood 38, Calif.

Phone: Hollywood 8111

San Francisco office: 1000 Van Ness Ave.

PERSONNEL

V-P & General Manager...Lewis Allen Weiss
V-P & Assistant General Manager

Willet Brown

General Sales Manager.....Sydney Gaynor
Assistant Gen. Sales Mgr..Henry Gerstenkorn
Program Director.....Van Newkirk
Program Manager.....Sid Fuller
Publicity Director.....Fair Taylor

STATIONS

Southern California: KHJ, Los Angeles; KGB,
San Diego; KDB, Santa Barbara; KFXM, San
Bernardino; KPMC, Bakersfield; KVOE, Santa
Ana; KXO, El Centro; KVEC, San Luis Obispo.

Northern California: KFRC, San Francisco;
KMYC, Marysville; KHSL, Chico; KVCV, Red-
ding; KYOS, Merced; KDON, Monterey; KIEM,
Eureka; KFRE, Fresno.

Northwest (Oregon): KRNR, Roseburg; KALE,
Portland; KFJL, Klamath Falls; KORE, Eugene;
KOOS, Marshfield; KAST, Astoria; KUIN,
Grant Pass; KWIL, Albany.

Northwest (Washington): KMO, Tacoma; KIT,
Yakima.

KXRO, Aberdeen; KOL, Seattle; KGY, Olym-
pia; KELA, Centralia; KRKO, Everett; KWLK,
Lonview; KFIO, Spokane.

NATIONAL REPRESENTATIVE

John Blair & Co.

★

Georgia Broadcasting System

(Selling Group; not available as a network)

P. O. Box 270, Columbus, Ga.

Phone: Columbus 2-0601

PERSONNEL

Executive Manager.....J. W. Woodruff, Jr.

STATIONS

WATL, Atlanta; WRBL, Columbus; WGPC,
Albany.

NATIONAL REPRESENTATIVE

Spot Sales, Inc.

Georgia Major Market Trio

Atlanta Office: Forsyth Bldg.
Phone: Walnut 8441
Macon Office: 666 Cotton Ave.
Phone: 3131-2
Savannah Office: 516 Abercorn St.
Phone: 2-127-8-9

PERSONNEL

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

STATIONS

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

REPRESENTATIVE
The Katz Agency



Kansas State Network

c/o Don Davis, Scarritt Bldg., Kansas City, Mo.
Phone: Harrison 1161

PERSONNEL

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

EXECUTIVE COMMITTEE

Robert Lindsey (KFBI); Owen Ba'ch (KSAL);
J. Nelson Rupard (KTSW); Clem Morgan
(KVGB); John Schilling (WHB).

STATIONS

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



The Lone Star Chain

806 Tower Petroleum Bldg., Dallas

PERSONNEL

Managing Director.....Ken L. Sibson
Operating Committee.....O. L. Taylor

STATIONS

KGKO, Fort Worth-Dallas; KXYZ, Houston;
KRIS, Corpus Christi; K TSA, San Antonio;
KRGV, Weslaco; KGNC, Amarillo; KFDM,
Beaumont (supplementary).

NATIONAL REPRESENTATIVES

Howard H. Wilson Co.



Maryland All-Home Network

10 East North Ave., Baltimore, Md.
Phone: Mulberry 1300

STATIONS

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

Mason-Dixon Radio Group

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

PERSONNEL

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

STATIONS

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

NATIONAL REPRESENTATIVE

Paul H. Raymer Co.



Michigan Radio Network

Operated by the King-Trendle Broadcasting
Corp.

Stroh Bldg., Detroit, Mich.
Phone: Cherry 8321

PERSONNEL

President-Treasurer.....George W. Trendle
Secretary-General Manager.H. Allen Campbell
Vice-President.....John H. King

STATIONS

WXYZ, Detroit (Key Station); WBCM, Bay
City; WFDF, Flint; WJIM, Lansing; WIBM, Jack-
son; WELL, Battle Creek; WLAV, Grand
Rapids; WSOO, Saulte Ste. Marie; WDBC,
Escanaba; WDMJ, Marquette; WHDF, Calumet.

REPRESENTATIVE

Paul H. Raymer Co.



Mountain & Plain Network

Albany Hotel, Denver, Colo.
Phone: Keystone 0178

PERSONNEL

Sales Manager.....Gene O'Fallon
Manager of Station Relations....Frank Bishop

STATIONS

KFEL, Denver; KFKA, Greeley, Colo.; KFXJ,
Grand Junction, Colo.



Intermountain Network

c/o KLO, Salt Lake City, Ogden, Utah
Phone: 5721

PERSONNEL

General Manager.....George C. Hatch
Sales & Gen. Manager.....Lynn L. Meyer
Public Relations Director.....Arthur Gaeth
Production Manager.....Merrill J. Bunnell
Chief Engineer.....W. D'Orr Cozzens

STATIONS

KLO, Salt Lake City, Ogden; KVNU, Logan, Utah; KOVO, Provo; KEUB, Price; KSUB, Cedar City.

BRANCH OFFICES

248 S. Main St., Salt Lake City, Utah
Phone: 5-2831

In Charge.....Lynn L. Meyer

REPRESENTATIVE

Joseph Hershey McGillvra, Inc.

★

Minnesota Radio Network

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

Sales Office: c/o KSTP, Hotel Radisson, Minneapolis, Minn.

Phone: Bridgeport 3222

PERSONNEL

General Manager.....Stanley E. Hubbard
Treasurer.....Kenneth M. Hance
Sales Manager.....Ray C. Jenkins

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.; KFJR, Bismarck, N. D.; WDAY, Fargo, N. D.; WEAU, Eau Claire, Wisc.

NATIONAL REPRESENTATIVE

Edward Petry & Co.

★

New England Regional Network

26 Grove St., Hartford, Conn.

Phone: Hartford 2-3181

PERSONNEL

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

STATIONS

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

REPRESENTATIVE

Weed & Company

★

North Central Broadcasting System, Inc.

First National Bank Bldg., St. Paul, Minn.

Phone: Cedar 8579

PERSONNEL

President-General Manager.....John W. Boler
Vice-President.....Don Clayton
Secretary.....E. Iverson

STATIONS

KVFD, Fort Dodge, Ia.; WJMS, Ironwood, Mich.; KATE, Albert Lea, Minn.; KVOX, Fargo-Moorhead, Minn.; KGDE, Fergus Falls, Minn.; WMFG, Hibbing, Minn.; WLOL, Minneapolis-St. Paul, Minn.; WHLB, Virginia, Minn.; KWLM, Willmar, Minn.; KWNO, Winona, Minn.; KGCU, Bismarck-Mandan, N. D.; KDLR, Devils Lake, N. D.; KSJB, Jamestown, N. D.; KLPD, Minot, N. D.; KABR, Aberdeen, S. D.; WATW, Ashland, Wisc.; WEAU, Eau Claire, Wisc.; WDSM, Superior, Wisc.; WHDF, Calumet, Mich.; WDBC, Escanaba, Mich.; WDMJ, Marquette, Mich.

BRANCH OFFICE

360 N. Michigan Ave., Chicago, Ill.
8 East 41st St., New York, N. Y.

★

Northern Broadcasting & Publishing, Ltd.

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

PERSONNEL

President.....R. H. Thomson
Secretary-Treasurer.....S. F. Chapman
General Manager.....Jack K. Cooke
Manager (CKGB).....T. Morrow
Manager (CJKL).....D. Carr
Manager (CFCH).....Cliff Pickrem
Manager (CKRN).....J. Legault
Manager (CKVD).....L. Godin
Manager (CHEX).....H. Cooke
Manager (CKWS).....J. Davidson

STATIONS

CKGB, Timmins, Ont.; CJKL, Kirkland Lake, Ont.; CFCH, North Bay, Ont.; CKVD, Val D'Or, Que.; CHAD, Amos, Ont.; CKRN, Rouyn-Noranda, Que.; associated with CKWS, Kingston, Ont.; and CHEX, Peterborough, Ont.

BRANCH OFFICES

Bank of Commerce Bldg., Toronto, Ontario
Manager.....R. Leslie
1010 University Tower, Montreal, Quebec
Manager.....Roy Hoff

★

Oklahoma Metropolitan Line

c/o KOMA, Biltmore Hotel
Oklahoma City, Okla.

Phone: 2-3291

c/o KTUL, 320 S. Boston Ave., Tulsa, Okla.
Phone 2-3191

PERSONNEL

General Manager (KOMA).....Kenyon Brown
General Manager (KTUL).....John Esau

NATIONAL REPRESENTATIVE

Free & Peters, Inc.

The Oklahoma Network

APCO Tower, Oklahoma City, Okla.

PERSONNEL

President-Managing Director.. Robert D. Enoch
 Vice-President.....Tams Bixby, Jr.
 Secretary-Treasurer.....Milton B. Garber
 Managing Director.....Robert D. Enoch

STATIONS

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

NATIONAL REPRESENTATIVE

Radio Advertising Co.



Pacific Broadcasting Co.

914 Broadway, Tacoma 3, Wash.

Phone: Main 4144

PERSONNEL

General Manager.....Carl E. Haymond
 Commercial Manager.....J. A. Murphy
 Traffic Manager.....John K. Clarke
 Auditor.....Paul F. Benton

STATIONS

Oregon: KALE, Portland; KFJJ, Klamath Falls; KOOS, Marshfield; KRNR, Roseburg; KORE, Eugene; KAST, Astoria; KWIL, Albany.
 Washington: KGY, Olympia; KELA, Centralia; KIT, Yakima; KMO, Tacoma; KOL, Seattle; KFIO, Spokane; KRKO, Everett; KXRO, Aberdeen; KWLK, Longview; KUIN, Grants Pass. Idaho: KWAL, Wallace.

REPRESENTATIVE

John Blair & Co.



The Pennsylvania Network

1622 Chestnut St., Philadelphia, Pa.

Phone Locust 7700

PERSONNEL

Manager.....Leon Levy

STATIONS

WCAU, Philadelphia (key station); WGAL, Lancaster; WORK, York; WAZL, Hazleton; WEST, Easton; WSAN, Allentown; WFBG, Altoona; WERC, Erie; WLEU, Erie; WHP, Harrisburg; WKBO, Harrisburg; WJAC, Johnstown; WKST, New Castle; KDKA, Pittsburgh; WJAS, Pittsburgh; KQV, Pittsburgh; WCAE, Pittsburgh; WRAW, Reading; WARM, Scranton; WGBI, Scranton; WKOK, Sunbury; WJPA, Washington; WBRE, Wilkes-Barre; WBAX, Wilkes-Barre; WRAC, Williamsport; (Harris-

burg, Scranton, Wilkes-Barre, Pittsburgh and Erie stations optional).



Quaker Network

Widener Bldg., Philadelphia, Pa.

Phone: Rittenhouse 6900

PERSONNEL

General Manager.....Roger W. Clipp

STATIONS

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



Radio Programas de Mexico

Ayuntamiento No. 54; P. O. Box 1324

Mexico City, Mexico

Phones: L-13-73; J-29-01; 12-65-44

PERSONNEL

President.....Emilio Azcarraga
 Manager.....Clemente Serna Martinez

STATIONS

Key Stations: XEW-XEWW, Mexico City, Mex.; XEQ-XEQQ, Mexico City, Mex.

Affiliated Stations: XEKJ, Acapulco, Gro.; XEBI, Aguascalientes, Aqs.; XELY, Aguascalientes, Aqs.; XEJT, Celaya, Gto.; XEBA, C. Guzman, Jal.; XEP, C. Juarez, Chih.; XEBJ, C. Victoria, Tamps.; XEA, Campeche, Camp.; XECW, Córdoba, Ver.; XESA, Culiacan, Sin.; XEBL, Culiacan, Sin.; XEFI, Chihuahua, Chih.; XEBU, Chihuahua, Chih.; XEE, Durango, Dgo.; XEMA, Fresnillo, Zac.; XEDK, Guadalajara, Jal.; XEHL, Guadalajara, Jal.; XEBH, Hermosillo, Son.; XEHQ, Hermosillo, Son.; XEBO, Irapuato, Gto.; XEJA, Jalapa, Ver.; XERZ, León, Gto.; XERW, León, Gto.; XER, Linares, N. L.; XECF, Los Mochis, Sin.; XEOX, Los Mochis, Sin.; XEAM, Matamoros, Tamps.; XERJ, Mazatlán, Sin.; XEME, Mérida, Yuc.; XEFC, Mérida, Yuc.; XEDW, Minatitlán, Ver.; XEI, Morelia, Mich.; XELQ, Morelia, Mich.; XEFB, Monterrey, N. L.; XEMR, Monterrey, N. L.; XEGL, Navojoa, Son.; XEFE, Nuevo Laredo, Tamps.; XEAX, Oaxaca, Oax.; XETQ, Orizaba, Ver.; XEJR, Parral, Chih.; XEMU, Piedras, Negras, Coah.; XEHR, Puebla, Pue.; XEJX, Querétaro, Qro.; XEBX, Sabinas, Coah.; XEDE, Saltillo, Coah.; XEKS, Saltillo, Coah.; XECS, San Luis Potosí, S. L. P.; XEBM, San Luis Potosí, S. L. P.; XES, Tampico, Tamps.; XETU, Tampico, Tamps.; XETS, Tapachula, Chis.; XERK, Tepic, Nay.; XEXT, Tepic, Nay.; XEBP, Torreon, Coah.; XETL, Tuxpan, Ver.; XEUF, Uruapan, Mich.;

XEHV, Veracruz, Ver.; XEU, Veracruz, Ver.;
XEGC, Zamora, Mich.

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South Central Quality Network

Address Individual Stations

PERSONNEL

Manager (WMC).....H. W. Slavick
Manager (WJDX).....Wiley Harris
Manager (WSMB).....H. Wheelahan
Manager (KARK).....G. E. Zimmerman
Manager (KWKH).....John C. McCormack
Manager (KTBS).....John C. McCormack

★

Southern Minnesota Network

c/o KYSM, 101 N. Second St., Mankato, Minn.
c/o KATE, Albert Lea, Minn.
c/o KROC, 100 First Ave. Bldg.,
Rochester, Minn.

PERSONNEL

KYSM Manager.....John F. Meagher
KATE Manager.....Ed. L. Hayek
KROC Manager.....Gerald H. Wing

STATIONS

KATE, Albert Lea, Minn.; KYSM, Mankato,
Minn.; KROC, Rochester, Minn.

NATIONAL REPRESENTATIVE

John E. Pearson Company

★

South Texas Radio Package

2700 Smith Young Tower, San Antonio, Texas
Phone: Cathedral 6211

STATIONS

KMAC, San Antonio, Texas; KPAB, Laredo,
Texas; KWBU, Corpus Christi, Texas; KTBC,
Austin, Texas.

★

The Texas Quality Network

Address Individual Stations

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

PERSONNEL

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

STATIONS

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

NATIONAL REPRESENTATIVE

Edward Petry & Co., Inc.

★

Texas State Network

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

PERSONNEL

President.....Ruth G. Roosevelt

General Manager.....Gene L. Cagle
Vice-President.....Robert K. Hanger
Assistant General Manager...Frances Griffith
Merchandising Director.....L. R. Duffy
Program Director.....Boyd Kelley
Chief Accountant.....D. C. Hornburg
Traffic Manager.....Forrest Clough
Chief Engineer.....Truett Kimzey

STATIONS

KFJZ, Fort Worth; KRBC, Abilene; KGKL,
San Angelo; KBST, Big Spring; KRLH, Midland;
KRRV, Sherman-Denison; KPLT, Paris; KNOW,
Austin; KABC, San Antonio; KVWC, Vernon;
KTEM, Temple; WRR, Dallas; KFYO, Lubbock;
KFDA, Amarillo; KCMC, Texarkana; WACO,
Waco.

NATIONAL REPRESENTATIVE

Weed & Co.

★

The Tobacco Network

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

PERSONNEL

President.....Paul Moyle, WFNC
Vice-President.....Fred Fletcher, WRAL
Secretary.....Harry Bright, WGBR
Treasurer.....Allen Wannamaker, WGTM
Sales Manager.....C. Durham Moore
Program Director.....Ray Reeve

STATIONS

WFNC, Fayetteville, N. C.; WGBR, Golds-
boro, N. C.; WRAL, Raleigh, N. C.; WGTM,
Wilson, N. C.; WGTC, Greenville, N. C.

NATIONAL REPRESENTATIVES

The Walker Company

★

Tri-City Stations of Virginia

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

PERSONNEL

Manager.....Philip P. Allen
Traffic Manager.....Katherine Grasty

STATIONS

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

★

West Virginia Network

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

PERSONNEL

President.....John A. Kennedy
Managing Director.....Howard L. Chernoff

• • • REGIONAL NETWORKS • • •

Sales Manager.....Marshall Rosene
 Promotion Manager.....Sam Molen
 Program Director.....Joseph Herget
 Director of War Programs....Virgil L. Schmit
 Chief Announcer.....Joseph Herget
 Musical Director.....Leah Perry
 Chief Engineer.....Odes Robinson
 WBLK Manager.....George Blackwell
 WPAR Manager... George Clinton
 WSAZ Manager Flem J. Evans

STATIONS

WCHS, Charleston; WPAR, Parkersburg;
 WBLK, Clarksburg; WSAZ, Huntington.

NATIONAL REPRESENTATIVE

The Branham Co.

★

Wisconsin Network, Inc.

Wisconsin Rapids, Wisc.

PERSONNEL

President.....W. F. Huffman
 Assistant to President.....Geo. T. Frechette

STATIONS

WRJN, Racine; WCLO, Janesville; WIBU,
 Poynette; WHBL, Sheboygan; WHBY, Apple-
 ton; WFHR, Wisconsin Rapids; KFIZ, Fond du
 Lac; WSAU, Wausau; Associate Stations:
 WEMP, Milwaukee; WTAQ, Green Bay;
 WMAM, Marinette.

★

The Wolverine Network

6 Fountain St. NE., Grand Rapids, Mich.

Phone: 6-5461

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

STATIONS

WLAV, Grand Rapids (Key Station); WTCM,
 Traverse City; WHLS, Port Huron, WJLB, De-
 troit; WKBZ, Muskegon.

AFFILIATED STATIONS

WJJD, Chicago, Illinois; WIND, Chicago-
 Gary, Ind.

★

The Yankee Network

21 Brookline Ave., Boston 15, Mass.

Phone: Commonwealth 0800

PERSONNEL

Chairman of Board-General Manager
 John Shepard 3rd
 PresidentWilliam O'Neil
 Executive Vice-President.....Linus Travers

Controller.....Robert F. Ide
 Assistant Controller Howard F. Wright
 Station and Sales Relations...Gerald Harrison
 Sales Executive.....Gordon Jenkins
 Editor, Yankee, Network News Service,
 Robert Meyers

Director of Merchandising and Promotion,
 James S. Powers

Director of Merchandising,
 Arthur Lathrop

Director of Publicity.....Phyllis Doherty
 Director of Special Events.....Herbert Rice
 Chief Engineer.....Irving Robinson
 Program Director.....Eleanor Geer
 War Program Manager.....Geo. W. Steffy
 Production Director.....Herbert Rice

EXECUTIVE COMMITTEE

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

BOARD OF DIRECTORS

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

STATIONS

WNAC, Boston; WTHT, Hartford; WEAN,
 Providence; WAAB, Worcester; WICC, Bridge-
 port; WCSH, Portland; WLBZ, Bangor; WFEA,
 Manchester; WSAR, Fall River; WHEB, Ports-
 mouth, N. H.; WLLH, Lowell and Lawrence;
 WLNH, Laconia; WRDO, Augusta; WNLC, New
 London; WHAL, Greenfield; WCOU, Lewiston
 and Auburn; WERK, Pittsfield; WSYB, Rutland,
 Vt.; WATR, Waterbury, Conn.; WEIM, Fitch-
 burg; WHYN, Holyoke.

BRANCH OFFICES

604 State Mutual Bldg., Worcester 8, Mass.
 Phone: Worcester 6-1411
 Sales ManagerMrs. Dorothy B. Robinson
 Crown Hotel, Providence 2, R. I.
 Phone: DEXter 1500
 WEAN Manager.....Jos. Lopez
 Hotel Stratfield, Bridgeport 1, Conn.
 Phone: Bridgeport 6-1121
 WICC Manager.....Joseph Lopez

NATIONAL REPRESENTATIVE

Edward Petry & Co., Inc.

★

Z Net

P. O. Box 1956, Butte, Montana

Phone: 22-3-44

PERSONNEL

Manager.....E. B. Craney

STATIONS

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

NATIONAL REPRESENTATIVE

The Walker Co.