

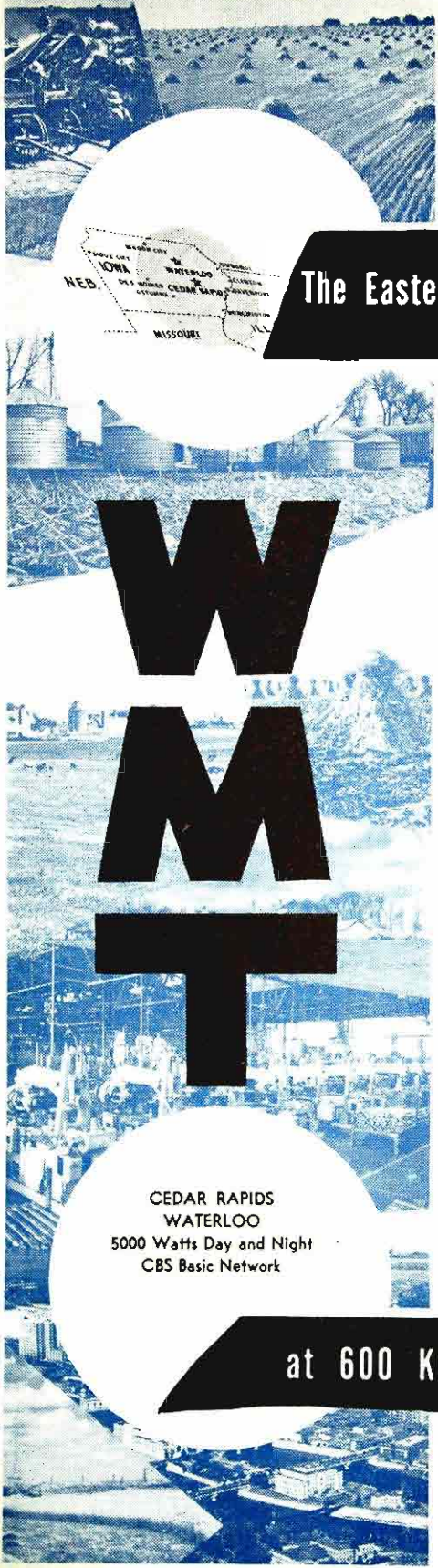
NETWORKS



NATIONAL



REGIONAL



The Eastern Iowa Market Story is Quickly Told

**W
M
T**

CEDAR RAPIDS
WATERLOO
5000 Watts Day and Night
CBS Basic Network

WMT
*Reaches Rich Agricultural—
Industrial Eastern Iowa—
COMPLETELY!*

IOWA and **WMTland** lead the nation in per capita wealth (1946 estimated buying income per family is \$4824.00—Sales Management Index.)

WMT is "in the heart of the greatest farming country on earth." (1946 Bumper Crops mean record farm incomes.)

IOWA ranks 16th in U. S. MANUFACTURING, yet, almost 50% of **WMTland's** income comes from diversified industries.

WMT reaches 1,131,782 people within its 2.5 MV contour.

WMT reaches approximately 3,500,000 people within its 0.5 MV contour.

WMT has **greater** population coverage within its 2.5 MV line than any other station in Iowa.

WMT's NEWS Network covers **WMTland** . . . 40 **WMT** correspondents throughout the state, plus UP, AP and INS relay up-to-the-minute news.

WMT's Farm Bureau serves **WMTland** with farm programs that have real farm appeal.

WMT is Eastern Iowa's **only** CBS station, bringing to **WMTland** exclusively those **great** CBS day and nighttime programs.

Member MID-STATES Group

at 600 KC's IOWA'S BEST FREQUENCY

Contact your KATZ representative for availabilities

RADIO, which celebrated its 25th birthday in 1945, grew up in a hurry during the years between Pearl Harbor and V-J Day, and having reached maturity, last year turned the spotlight of constructive criticism on itself.

Through such programs as the ABC broadcast of "America's Town Meeting," in which the question "Is Radio Serving The Public Interest?" was discussed, and other network programs in which the broadcasting industry was analyzed by industry members as well as by outside critics, radio programming in 1947 is expected to advance considerably.

In all phases of broadcasting, including FM and television, the American Broadcasting Company expects to expand operations in 1947. In Los Angeles, ABC has been granted channel seven for television operations and the site of its transmitter is Mount Wilson, the best location in the area. As additional construction permits are received this network will place facilities in operation as soon as possible under the uncertainties of equipment production.

The year just concluded saw radio broadcasting successfully gear itself to the post-war readjustment of industry in the United States. Despite equipment shortages and strikes, which in some instances forced sponsors temporarily to put aside their plans to use radio, ABC's gross time sales for 1946 amounted to \$40,617,130, an increase of \$571,164 as compared with gross billings of \$40,045,966 reported for the previous year.

Heralding the optimistic outlook held at ABC for 1947 was the announcement made late last year that two full hour symphonic programs were sold within a week of each other. Beginning January 19, "Musical Digest" magazine-assumed sponsorship of the Detroit Symphony under a 52-week contract, and on January 21, the John Hancock Mutual Life Insurance Company made its debut in radio with the sponsorship of the Boston Symphony.



MARK WOODS
President

With the issuance of Rate Card Number 2, ABC provided that despite anticipated rising costs elsewhere in advertising, a sponsor will be able to maintain his advertising budget with the assurance that costs for time periods on the network will remain constant.

In addition to our sponsors, much of the credit for the successful year just closed by ABC must go to its 235 affiliated stations and to the many specialists employed by the network to broadcast special programs.

Meantime, during 1946 great stress has been laid on programming and as a result ABC closed the year with a well-balanced program lineup running the gamut from specially built adventure programs for children through its highly praised programs designed to combat juvenile delinquency to such skilled works as the broadcasts of the Metropolitan Opera, and notable forums such as America's Town Meeting. In addition, during the closing months of 1946, Henry Morgan—termed, by many listener polls, "radio's most promising star"—began his network program and in three weeks gained Ever-sharp, Inc., as a sponsor. The new Bing Crosby show likewise made radio history.

Attesting to ABC's skillful programming is the incomparably high number of network-built programs which have been purchased during 1946 by sponsors for airing on the network.

Growth of ABC as a network can best be measured by the 235 affiliated stations at the close of 1946 as compared with 195 reported in the 1945 review for Radio Annual. To the sharp increase in the number of stations must be added the many facilities improvements including power increases granted by the Federal Communications Commission to ABC affiliated stations during the past year.

That advertisers are taking advantage of these facilities gains and improvements on ABC can be seen from the expanded lineup of sponsors on the network.



AMERICAN BROADCAST



**NETWORK FACILITIES
AS OF JAN. 15, 1947**

CASTING COMPANY





1935-1936
1937-1938

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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Robert H. Hinckley

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Earl E. Anderson
Justin W. Dart
Robert E. Kintner

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Robert H. Hinckley.....Vice President
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Richard A. Moore.....Attorney

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Florence Morris.....Mgr. of Central Booking
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Bertha Kurtzman..Supervisor Studio Assignments
Maurice Brachhausen..Manager of Sound Effects
Helen Guy.....Business Manager
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Dir. of Library and Supervisor of Music Rights
Norah Donovan.....Manager of Literary Rights
Helen Hedeman.....Supervisor of Casting
Richard Ritter.....Supervisor of Auditions

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George Olenslager
Supervisor of Audience Information

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John Pacey.....Trade News Editor

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Ben Gedalecia.....Associate Research Director
H. Addison Campbell
Director of Market Research

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G. T. C. Fry.....Eastern Sales Mgr.
Ridgway Hughes.....Director of Presentations
John Donohue.....Asst. to Vice President
in Charge of Sales (Detroit)

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National Spot and Local Sales Department

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Manager of Owned & Operated Stations and WJZ
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John Brooke.....Eastern Spot Sales Manager
Clarence L. Doty.....WJZ Sales Manager
John J. Hade.....WJZ Program Manager
Ludwig W. Simmel
Co-op Program Business Manager

Harold B. Day
Co-op Program Sales & Promotion Manager
Concetta Porreca.....Sales Service Manager

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Raymond Diaz.....Traffic Manager

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Anthony M. Hennig.....Assistant Treasurer
Alexander D. Nicol.....Controller
Henry T. Hede.....Purchasing Agent

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Kenneth Christiansen.....Traffic Supervisor
Fred J. Dickinson.....Office Manager
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Walter L. Emerson.....Legal Counsel
E. C. Horstman.....Engineering Manager
Robert Jones.....Station Relations
C. T. Hagman.....General Manager
Robert White.....Public Service Supervisor

Anthony Koelker....Mgr. Program Sales Dept.
Eli Henry.....Publicity Manager
F. E. Kasser.....Supervisor of Announcers
Olive D. McCann.....Supervisor of Research
Roy McLaughlin
Mgr. Sta. WENR, Nat. Spot & Local Sales Mgr.
Cornelius O'Dea.....News Supervisor
Harold Stokes.....Program Manager
Karl R. Sutphin.....Sales Promotion Supervisor
Donald Kilion.....Production Manager

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Clifford Anderson...Program Business Manager
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R. G. Denechaud.....Engineering Supervisor
John I. Edwards...Program Operations Manager
Paul Gates.....Evening Program Manager
Russell Hudson
Recording & Sales Service Manager
Dresser M. Dahlstead.....Chief Announcer
Wm. J. Davidson...Program Operations Mgr. KECA
Foster May.....Manager of News

Norman Ostby....Asst. to Vice. Pres. in Charge
Thomas Palmer.....Mgr. Technical Operations
Clyde Scott.....General Manager KECA
Melvin P. Wamboldt
Mgr. Production-Program Operations
J. Donald Wilson...Dir. Program and Production
Walter W. Lonner.....Traffic Manager
Frank Samuels.....Pacific Coast Sales Manager
Amos Baron.....Spot Sales Manager
John J. O'Mara.....Sales Promotion Manager
Francis Conrad.....Station Relations Manager

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Gayle Grubb.....General Manager KGO
A. E. Evans.....Engineering Manager
Eleanor Higby.....Traffic Manager
Robert Laws...Promotion and Publicity Manager


Kirkham Torney.....Sales Manager
Bloyce Wright.....Program Manager
Francis La Tourette.....News Manager
Lorraine Jenevein.....Continuity Editor

AMERICAN BROADCASTING CO., INC.

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

On the Calendar...

1947

SUN	MON	TUE	WED	THUR	FRI	SAT
 <h1 style="text-align: center;">KSD-TV</h1> <p style="text-align: center;">The ST. LOUIS POST-DISPATCH TELEVISION Station</p> <p style="text-align: center;">AND</p> <h1 style="text-align: center;">KSD-FM</h1> <p style="text-align: center;">The ST. LOUIS POST-DISPATCH Frequency Modulation Station</p>						



KSD is the NBC basic station for St. Louis; it is 225 miles to the nearest other NBC basic outlet. KSD is the only broadcasting station in St. Louis with the full service of the Associated Press—the AP news wires plus the PA radio wire. KSD is recognized throughout its listening area for its high standard of programming and advertising acceptance. To sell the great St. Louis Market, use "The Combination that Clicks"—KSD-NBC-AP.

KSD

ST. LOUIS • 550 KC

Owned and Operated by the
ST. LOUIS POST-DISPATCH
National Advertising Representatives
FREE & PETERS, INC.

To an industry dynamic as broadcasting must necessarily be, every new year is filled with promise and challenge. If 1947's promise and challenge is realized, it will be largely because radio has spent a good deal of 1946 taking the measure of its peacetime tasks. The range of these tasks have been wide and will continue so, but their focus, unmistakably, is the nation's and the world's need for preserving our hard-won peace and for extending its benefits.

It is not by mere chance that the Columbia network's reemphasis on programs, with a marked increase in public affairs broadcasts, and William S. Paley's recent pronouncement on radio's need for earnest self-examination are inter-related aspects of radio's reconversion. The past year also saw the realization of Columbia's color television development in public demonstrations and an extensive hearing before the FCC.

In the field of news coverage, reconversion was not merely a matter of shifting the emphasis to domestic affairs. New program formats needed to be devised and realignments of overseas reporting staffs, newsgathering and transmitting facilities effected. These things were done with the conviction that spreading news and knowledge of peace would be as important and exacting as any of radio's wartime responsibilities. A preview of a network newsroom's place in the post-war scheme of things, incidentally, was spotlighted when CBS reluctantly decided to withdraw its staff correspondent from Moscow. The decision was made after the Soviet Ministry of Foreign Affairs informed CBS that shortwave facilities for transmission to the United States would no longer be available to foreign broadcasters.

Many of the findings were clearly summarized in the facts compiled by the University of Denver's National Opinion Research Center. These showed, among other things, that 84 per cent of the public believes radio is doing a good or excellent job as compared with substantially smaller percentages holding the same opin-



FRANK STANTON
President

ion concerning the press, schools, church and government.

Mr. Paley's address before the 24th annual convention of the National Association of Broadcasters clearly defined objectives for the future. One of Mr. Paley's conclusions, the need for keeping the listening public adequately informed of radio's operations and inherent problems was turned immediately into action.

Beginning December 1, 1946, and continuing for an indefinite number of weeks, CBS is undertaking to help radio listeners reason more intelligently about broadcasting by a series of programs entitled "Time for Reason—About Radio."

The most striking result of Columbia's endeavors in the field of television, at the end of 1946, has been to enable the American people to make an intelligent decision based on factual data and practical considerations concerning the kind of television they want—color or black-and-white. To achieve this vantage point for the public, Columbia expended more than \$2,000,000 in two years, maintained a laboratory staff numbering more than 100, and held over 200 demonstrations for representatives of government, industry, press and public.

Exhaustive field tests were made to demonstrate the immediate serviceability of color television in large urban areas. A dual-band combination receiver was developed to permit reception of black-and-white as well as color television programs. A fully electronic receiver tube was demonstrated for use in projection or direct viewing under sequential standards. The actuality of color was further underlined by licensing of three major manufacturers to produce transmitter equipment and home receivers for color television. In December the FCC conducted a public hearing to decide on commercial operation of color television stations to operate in competition with present black-and-white stations.

The Commission's decision will probably be handed down early in 1947. And until that decision is known, all predictions for near future of tele should be withheld.



COLUMBIA BROADCAST



**NETWORK FACILITIES
AS OF JAN. 1, 1947**

COLUMBIA BROADCAST SYSTEM



NETWORK FACILITIES
AS OF JAN. 1, 1947

C O L U M B I A

Broadcasting System, Inc.

Executives and Staff

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

Telephone: Wickersham 2-2000

BOARD OF DIRECTORS

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Ralph F. Colin

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Joseph H. Ream

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J. A. W. Iglehart
Isaac D. Levy
Frank K. White

Dorsey Richardson
Frank Stanton
Herbert Bayard Swope

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Vice President in Charge of Station Relations
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Vice President in Charge of Central Division
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Manager of Building Service Operations
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Pier Cherici.....Mgr. Construction Operations

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Supervisor, Music Clearance Division

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H. A. Chinn.....Chief Audio Engineer

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Chicago Office Network Sales, 410 North Michigan

W. Donald Roberts.....Western Manager
Detroit Office Network Sales, Fisher Building
Joseph Spadea.....Manager

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Larry Puck.....Supervisor of Popular Music
Programs and Talent Scout
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Lucile Singleton...Director of Vocal Auditions
and Manager of Script and Record Library
Frances Farmer Wilder
Consultant on Daytime Programs
Red Barber.....Director of Sports Broadcast

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Leonard Zimmerman,
Asst. to Director of Operations

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Network Operations Division

Hrace Guillotte...Mgr. of Network Operations

Program Typing Division

Harriet Hess...Supervisor of Program Typing

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Manager of Sound Effects Division
Davidson Vorhes.....Assistant Manager

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Division

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Director of Technical Operations
R. G. Thompson
Manager of Technical Operations, Eastern Div.

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Wells Church...Director of News Broadcasts
Henry Wefing...Asst. Dir. of News Broadcasts

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Leon Levine...Assistant Director of Education
Helen Sioussat.....Director of Talks
Elinor Inman...Director of Religious Broadcasts
John Pfeiffer.....Science Director

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Dorothy Leffler...Manager Magazine Division

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H. H. Holtzouser...Southern Sales Manager
Atlanta
L. D. Larimer.....Representative, Los Angeles
Richard Hess.....Supervisor of Research for
C-O Stations & Radio Sales
Howard Stanley...Dir. Promotion for Radio Sales
Emmett Heardt.....Manager of Sales Service

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

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Director of CBS Reference Department
Stanford Mirkin
Manager of Program Research Division
Agnes Law.....Librarian

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Thomas D. Connolly...Dir. of Program Promotion
Louis Hausman...Manager of Presentation Division
John P. Cowden...Director of Promotion Service
for C-O Stations & Radio Sales

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Vice President and Director of Station Administration

Station Relations Department

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of Station Relations
J. Kelly Smith...Director of Station Relations
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Chicago Office, Station Relations
410 North Michigan Avenue
Ralph S. Hatcher...Central Division Manager
Los Angeles Office, Station Relations
Columbia Square
Edwin Buckalew...Western Division Manager

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Vice President in Charge of Television
 Worthington Miner.....Director of Television
 Leonard Hole.....Director of Plans Division
 George Moscovics.....Commercial Manager
 Merritt H. Coleman.....Director of Operations
 Ben Feiner, Jr.....Acting Director of Programs
 James Kane.....Manager of Press Information

New York City

WCBS and WCBS-FM, 485 MADISON AVE.
 Arthur Hull Hayes.....General Manager
 G. Richard Swift,

Program Director and Asst. Gen. Mgr.
 Don Miller.....Sales Manager
 Henry Grossman.....Chief Engineer
 Jules Dundes.....Sales Promotion Manager
 Henry Untermeyer.....Director of Special Events
 D. Gordon Graham.....Asst. Program Director
 William Ellwell.....Manager of Program Operations

BOSTON—WEEI

182 Tremont Street

Harold E. Fellows...Manager of New England
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 Kingsley F. Horton..Assistant Manager-Director
 of Programs and Sales
 Harold Dorschug.....Director of Engineering,
 Sound and Transcriptions
 Marie Houlahan...Director of Press Information
 Guy C. Cunningham..Director of Sales Promotion
 H. Roy Marks.....Assistant Sales Manager

CHICAGO—WBBM and WBBM-FM

410 North Michigan Avenue

H. Leslie Atlass...Vice President in Charge
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 Walter Preston.....Act. Dir. of Program Dept.
 Urban Johnson.....Chief Sound Technician
 G. V. Sherman.....Chief Engineer of WBBM
 Everett Holles.....News Editor
 Robert Savage.....Sales Promotion Manager
 Erwin H. Shomo.....Sales Manager
 George T. Case.....Assistant Program Director
 Don E. Kelley.....Director Press Information
 Louis Lazarus.....Accountant

MINNEAPOLIS—ST. PAUL—WCCO

625 Second Avenue, South.

Austin E. Joscelyn.....General Manager
 J. J. Beloungy.....Chief Engineer
 Thomas Dawson.....Sales Manager

John Lucas.....Accountant
 Carl Small Ward....Manager of Sales Promotion
 and Director of Press Information

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Columbia Square

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 Charles D. Ryder, Jr....Manager of Accounting,
 Personnel and Purchasing
 Lester Bowman.....Mgr. of Tech. Operations
 Western Division and Chief Eng. of KNK
 Clinton Jones.....News Editor
 Hal Hudson.....Western Program Director
 Charles Vanda.....Program Director
 Lloyd Brownfield...Director of Press Information
 Ralph W. Taylor....Manager of Sales Promotion
 Chet Huntley
 Director of Special Features and Public Events
 J. Archie Morton.....Sales Manager, KNX
 Ben Paley.....Production Manager
 Charles E. Morin

Sales Manager, Columbia Pacific Network
 George W. Allen
 Program Director, Columbia Pacific Network

SAN FRANCISCO OFFICE

Palace Hotel

Wayne Steffner.....Manager

ST. LOUIS—KMOX

401 South Twelfth Blvd.

Wendell B. Campbell.....General Manager
 Jerry Hoekstra,
 Director Special Events and Press Information
 Harry Harvey.....Chief Engineer
 David Sutton.....General Sales Manager
 J. Soular Johnson...Director Public Relations
 Jack Sexton.....Director of Program Sales
 Robert F. DeVoe.....Supervisor of Accounting,
 Personnel and Office

Carrington W. Doebler
 Director of Sales Promotion

WASHINGTON—WTOP

Earle Building

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 V.P. and Director of Washington Office
 Carl Burkland....General Manager of WTOP
 Martin D. Wickett.....Program Director
 Edward E. Scovill...Supervisor of Public Affairs
 Clyde Hunt.....Chief Engineer
 Maurice Mitchell.....Sales Manager
 Roy Passman....Director of Program Operations

Stations Owned and Operated By

COLUMBIA BROADCASTING SYSTEM

WCBS, New York

WBBM, Chicago

WCCO, Minneapolis-St. Paul

WTOP, Washington, D. C.

KMOX, St. Louis

KNX, Los Angeles

WEEI, Boston

Television Stations:
 WCBS-TV, New York

FM Stations:
 WCBS-FM New York
 WBBM-FM, Chicago



EDGAR KOBAK
President

HERE we are facing another year, and the network Presidents are all facing the problem of their annual statements to the radio business papers. This is an assignment I take a little more seriously each year because it gets to be a little more difficult each year. I don't particularly relish the role of prophet, but I do like to make the annual statements as honest and realistic as possible.

Looking toward 1947, I frankly see nothing ahead more clearly than a big pile of hard work to be done. I think it is bound to be a year in which re-appraisal of values and re-aligning of sights will be very much in vogue.

During 1946 we have seen the breaking of the status quo of the war years and the establishment of a great number of new stations, coupled with the expansion of networks, notably Mutual. During 1946 we also passed through the experience of a change from a "war economy" in advertising to the economy of stringency brought about by material shortages, labor difficulties and other largely unexpected obstacles.

As far as Mutual is concerned, we have been buckling down to the task of fitting our network to the needs of a competitive, stringent economy—while at the same time increasing our penetration of hometown America by the addition of stations in many markets which heretofore have been deprived of Mutual Network service. Our job has been to expand our coverage and at the same time to keep prices down, and we enter 1947 with a sense of very real achievement in having so largely reached this goal.

In building new programs for 1947—both sustaining shows and those intended for sale—and including programs which have a definite public service aim as well as those whose sole object is entertainment—we are holding our ideas to a very simple basic pattern. We are making a very special effort to build our programs with primary concern for the viewpoint of the average listener. Instead of thinking in grand terms—what might be called the

"auditorium school of thought"—we are thinking in intimate terms, the "living-room school," or maybe the "kitchen school" if you like. No matter how large or broad or comprehensive a basic program idea may be, we plan in 1947 to hold it to its simplest factors—its impact upon the ears and minds of individual listeners.

We don't expect this thinking to win many headlines of itself because it is not sensational or even dramatic, but we think it is practical, that it is in keeping with the tone of 1947 as we sense it, and we hope it will produce results which will win their own headlines.

While we shall, of course, continue our search for new comedians, artists and writers, one of our chief objectives will be to build new and different types of programs which can be made available for commercial sponsorship at reasonable cost, because we believe 1947 will be a year in which good "idea" programs that do not cost too much will be the most salable shows. We believe that sponsors will be watching the dollars more closely than ever in 1947—not merely because the times are conducive to such careful watching of expenditures, but because advertisers are all the time learning more about the proper control of the advertising dollar and are getting keener sense of values in all forms of advertising including network broadcasting.

This keener sense of value is, of course, being aided by the improved factual material made available by the various research agencies. We feel that there has been a very healthy clearing up of the situation in respect to radio research, particularly in program audience research.

From the standpoints of network and station development, of programming, and of advertising strategy, of research and fact-finding, and of the use to be made of the facts when they are found—from all of these standpoints. I believe that 1947 will be a year of noses applied to grindstones, of saws being applied to wood and of sledge hammers being applied to the rock pile. We have to stick to it.



MUTUAL BROADCAST

Alabama

- WCTA ANDALUSIA
- WLD BESEMER
- WTNH BIRMINGHAM
- WMSL DECATUR
- WLOI DOTHAN
- WBY GADSDEN
- WBHP HUNTSVILLE
- WKBD MOBILE
- WKOH MONTGOMERY
- WLAT MUSCLE SHOALS
- WJMO OPELIKA
- WBBB SELMA
- WBSB SELMA
- WHTB TALLADEGA

Arkansas

- KAMB CAMDEN
- KOKH FAYETTEVILLE
- KFPW FORT SMITH
- KNOZ HARRISON
- KIFA HELENA
- KWFC HOT SPRINGS
- KRTA JONESBORO
- KELK LITTLE ROCK
- KOTM FINE BLUFF

Bermuda

- ZBM HAMILTON

California

- KATY BAKERSFIELD
- KXO CHICO
- KXO EL CENTRO
- KIEM EUREKA
- KRKE FRESNO
- KNE LOS ANGELES
- KMYC MARYSVILLE
- KYOS MERCED
- KDON MONTEREY
- KVCV REDDING
- KXOA SACRAMENTO
- KFSM SAN BERNARDINO
- KBC SAN DIEGO
- KRC SAN FRANCISCO
- KVC SAN LUIS OBISPO
- KVOS SANTA ANA
- KDB SANTA BARBARA
- KCOX TULARE-VISALIA

Colorado

- KFEL DENVER
- KFBJ GRAND JUNCTION

Connecticut

- WICC BRIDGEPORT
- WQNS HARTFORD
- WNCX NEW LONDON
- WVCO WATERBURY

Delaware

- WLMR WILMINGTON

District of Columbia

- WOL WASHINGTON

Florida

- WTKA FORT PIERCE
- WXPB GAINESVILLE
- WJMP JACKSONVILLE
- WKWV KEY WEST
- WVAB MIAMI
- WVBC OCALA
- WVBP PANAMA CITY
- WTSP ST. PETERSBURG-TAMPA
- WTAL TALLAHASSEE

Georgia

- WALB ALBANY
- WATL ATLANTA
- WBBQ AUGUSTA
- WDRB BAINBRIDGE
- WMOO BRUNSWICK
- WBHP CARTERSVILLE
- WJLM COFFELE
- WMOO COVINGTON
- WBLJ DALTON
- WMLT DUBLIN
- WBON ELBERTON
- WBH FITZGERALD
- WODA GAINESVILLE
- WREU CITREIN
- WLAQ LA GRANGE
- WNEK MACON
- WVWQ MILLEDGEVILLE
- WROA ROME
- WCCP SAVANNAH
- WVWS STATESBORO
- WLC TOCOSA
- WVOY VALDOSTA
- WATX WAYCROSS

Hawaii

- KHON HONOLULU

Idaho

- KID IDAHO FALLS
- KRIC LEWISTON
- KEID NAMPA-BOISE
- KVWV TWIN FALLS
- KWAL WALLACE

Illinois

- WGN CHICAGO
- WJH GALESBURG
- WJF HEPIN
- WVBS ROCK ISLAND-DAVENPORT

Indiana

- WIBC INDIANAPOLIS

- WAKL LAFAYETTE
- WKBY RICHMOND
- WAOV VINCENNES

Iowa

- WAT CEDAR RAPIDS
- KBOB CLINTON
- KBNB DES MOINES
- KDIN DUBUQUE
- KYVD FORT DODGE
- KFIB MARSHALLTOWN
- KMA OTTUMWA
- KMA SHENANDOAH
- KTRI SIOUX CITY
- KICD SIRENCK

Kansas

- KVAK ATCHISON
- KFSW ENGLISHTON
- KIUL GARDEN CITY
- KYOB GREAT BEND
- KSAL SALINA
- KFSI WICHITA

Kentucky

- WBLI BOWLING GREEN
- WBYT FRANKFORT
- WNLN HARTLAND
- WSON HENDERSON
- WOKC LOUISVILLE
- WONI OWENSBORO
- WKYB PADUCAH

Louisiana

- KPDR ALEXANDRIA
- WNOE NEW ORLEANS

Maine

- WPAU AUGUSTA
- WJOB BANGOR
- WCOU LEWISTON-ALBURN
- WMTW PORTLAND

Maryland

- WCBM BALTIMORE
- WJBE HAGERSTOWN
- WBOC SALISBURY

Massachusetts

- WVBC BOSTON
- WSAT FALL RIVER
- WEMM FITCHBURG
- WNAI GREENFIELD
- WVYN HOLYOKE
- WILN LOWELL-LAWRENCE
- WVXK FITSFIELD
- WAAB WORCESTER

Michigan

- WATT CADILLAC
- WVDF CALUMET
- CCVM DETROIT
- WBOC ESCANABA
- WVMS IRONWOOD
- WVLA LUDINGTON
- WVBJ MARQUETTE
- WKZB MUSKEGON
- WHLIS PORT HURON
- WTCM TRAVERSE CITY

Minnesota

- KOOE FERGUS FALLS
- WLOL MINNEAPOLIS-ST. PAUL
- WVOE MOORHEAD

Mississippi

- WVOK CLARKSDALE
- WVBI COLUMBUS
- WVCA CORINTH
- WJPS GREENVILLE
- WVJN JACKSON
- WVLU LAUREL
- WVOR MERIDIAN
- WLO TUPELO

Missouri

- KHMO HANNIBAL
- KWOB JEFFERSON CITY
- WVBN JOPLIN
- WVW KANSAS CITY (DI)
- KCKN KANSAS CITY (NI)
- KWOC FORLAR BLUFF
- KRIB ST. JOSEPH
- KWK ST. LOUIS
- KDBO SEDALIA
- KTIS SPRINGFIELD

Montana

- KBY BILLINGS
- KBJP MILES CITY
- KOCX SIOUX

Nebraska

- KOKN FREVONT
- KHAS HARTINGS
- KDWH HEARNERY
- KFOK LINCOLN
- KBOH OMAHA

Neveda

- KNE BOULDER CITY
- KATO RENO

New Hampshire

- WVXJ CONCORD
- WVNN LACONIA
- WVBB MANCHESTER
- WVBR FORTSMOUTH



New Mexico

- KBY ALBUQUERQUE
- KICA CLOVIS
- KVEM HOBBS
- KOFL ROSWELL
- KVNN TUCUMCARI

New York

- WABY ALBANY
- WVBO ALBANY
- WVTA BATAVIA
- WVBN BUFFALO
- WENTY ELMIRA
- WVSC GLENS FALLS
- WENTY GLOVERSVILLE
- WVNT KINGSTON
- WVMT MIDDLETOWN
- WVW NEW YORK CITY
- WVSB OGDENSBURG
- WSAY ROCHESTER
- WVKA ROME-UTICA
- WVGA SCHENECTADY

North Carolina

- WISF ASHEVILLE
- WBBB BURLINGTON
- WAYS CHARLOTTE
- WHNT DURHAM
- WVNC ELIZABETH CITY
- WVNC FAYETTEVILLE
- WVBB GOLDSBORO
- WVOC GREENVILLE
- WVNC HENDERSON
- WVNC HENDERSONVILLE
- WVNC JACKSONVILLE
- WVSB LUMBERTON
- WHIT NEW BERN
- WVALL RALEIGH
- WVBT ROCKINGHAM
- WVSB SALISBURY
- WVNS SHELBY
- WVNC WHEATVILLE
- WVNH WASHINGTON

North Dakota

- KACB BISMARCK-MANDAN
- KDIB DEVILS LAKE
- KSB JAMESTOWN
- KLFM MINOT
- KOVC VALLEY CITY

Ohio

- WHKK AKRON
- WVNC CANTON
- WVNC CINCINNATI
- WHK CLEVELAND
- WVNC COLUMBUS
- WVNC HAMILTON
- WVNC MARIETTA
- WVST STEUBENVILLE
- WVBN WAPREN

Oklahoma

- KWON BARTLESVILLE

Oregon

- KVLR ALBANY
- KVNB ASTORIA
- KVNB BEND
- KVOS COOS BAY
- KVBE EUGENE
- KVUN GRANTS PASS
- KVBJ KEMAH FALLS
- KVLE PORTLAND
- KVNB ROSEBURG
- KVSN SALEM

Pennsylvania

- WVLU EASTON
- WVLU ERIE
- WVBO HARRISBURG
- WVZL HAZELTON

ASTING SYSTEM



CASPER
CASTLE
CITY
DODD
BURGH
ING
COLLEGE
HINGTON
ES BARRÉ

and
DENCE

rolina
WIA
WAY
ON
VILLE
HILL
R

South Dakota
KABR ABERDEEN
WNAX YANCTON

Tennessee
WLAB ATHENS
WAGC CHATTANOOGA
WJZM CLARKSVILLE
WVAC CLEVELAND
WDSG DYERSBURG
WBEJ ELIZABETHTON JOHNSON CITY
WGRV GREENEVILLE
WHSO MEMPHIS
WSIX NASHVILLE
WENK UNION CITY

Texas
KRRC ABILENE
KVET AUSTIN
KIDK BAT CITY
KRST BIG SPRING
KBDW BROWNWOOD

KRIS CORPUS CHRISTI
WRR DALLAS
RZJZ FORT WORTH
KGLF GALVESTON
KLVF GREENVILLE
KNET HOUSTON
KJAM HENRYVILLE
KPA8 LAREDO
KRO8 LONGVIEW
KRRA LUFKIN
KRIO ODessa
KNET PALESTINE
KPDN PANAMA
KPLS PARIS
KVQP PLAINVIEW
KPA8 PORT ARTHUR BEAUMONT
KGLK SAN ANGELO
KXAC SAN ANTONIO
KR8V SHERMAN DENISON
KKOX SWEETWATER
KTEM TEMPLE
KRCB TEXARKANA
KGRK TYLER

KVVC VERNON
KVIC VICTORIA
KWXX WACO

Utah
KRVN LOGAN
KIO OGDEN
KDAL PRICE
KQVO PROVO
KALL SALT LAKE CITY

Vermont
W57R RUTLAND
W58S ST. ALBANS
WDEV WATERBURY

Virginia
W5AP NORFOLK/PORTSMOUTH
W5VA NORTON
W5SV PETERSBURG
W5VM PULASKI
W5EE RICHMOND

Washington
KXRO ABERDEEN
KELA CENTRALIA CHEHALIS
KRKO EVERETT
KWIK LONGVIEW
KGY OLYMPIA
KVI SEATTLE/TACOMA
KSDK SPOKANE
KUJ WALLA WALLA
KIT YAKIMA

West Virginia
W5NR BECKLEY
W5TP CHARLESTON
W5PL HUNTINGTON
W5OM MONTGOMERY
W5AJ MORGANTOWN
W5WV WELCH
W5TH WILMINGTON

W58R DULUTH SUPERIOR
KFH2 FOND DU LAC
W5LO JANEVILLE
W5MT MANITOWOC
W5RU POYNETTE MADISON
W5JG RICE LAKE
W58R WISCONSIN RAPIDS

Wyoming
K07N CASPER
K001 CODY
K908 POWELL
K935 ROCK SPRINGS
K9Y0 SHERIDAN

NETWORK FACILITIES AS OF JAN. 1, 1947

MUTUAL Broadcasting System

Executives and Staff

1440 Broadway, New York 18, N. Y.

Phone, PENNSYLVANIA 6-9600

Executive Personnel

Board of Directors

Alfred J. McCosker
 WOR, New York, Chairman
 Edgar Kobak MBS, New York
 E. M. Antrim WGN, Chicago
 Willet H. Brown Don Lee, Hollywood
 J. E. Campeau CKLW, Detroit
 Chesser Campbell WGN, Chicago
 H. K. Carpenter WHK, Cleveland
 Benedict Gimbel, Jr. WIP, Philadelphia
 John Shepard III. Yankee Network, Boston
 Theodore C. Streibert. WOR, New York
 Lewis Allen Weiss. Don Lee, Hollywood
 Linus Travers. Yankee Network, Boston

Officers

Edgar Kobak. New York, President
 Robert D. Swezey.
 New York, V.P. and General Manager
 E. M. Antrim. Chicago, Secretary
 J. E. Wallen. New York, Treasurer
 Controller and Asst. Secretary
 Phillips Carlin. New York, Vice-President
 in Charge of Programs
 Z. C. Barnes. New York, Vice-President
 in Charge of Sales
 Carl Haverlin. New York, Vice-President
 in Charge of Station Relations
 A. A. Schechter. New York, Vice-President
 in Charge of News, Special Events
 and Publicity
 Robert A. Schmid. New York, Vice-President
 in Charge of Advertising, Promotion
 and Research
 A. N. Hult. Chicago, Vice-President
 in Charge Midwest Operations

Departments and Divisions

EXECUTIVE OFFICERS

Edgar Kobak President
 Robert D. Swezey. V.P. and General Manager

Accounting Department

James E. Wallen. Controller
 George Ruppel. Asst. Controller
 Richard Groome Auditor
 George Westby. Budget Director

Legal Counsel

Louis C. Caldwell. Washington
 Keith Masters Chicago
 Andrew C. Hamilton Chicago
 Leo Lauterstein New York
 David Brown New York

Engineering Department

E. M. Johnson. Chief of Engineering
 Leslie Learned Manager of Traffic
 James Chapman ... Supervisor of Engineering
 Lewis R. Tower. Chief of Facilities

Program Department

Phillips Carlin. Vice-President in Charge
 Adolph Opfinger. Asst. to Vice-President
 B. J. Hauser. Dir. of Cooperative Programs
 Walter Lurie. Director of New Program Dept.
 Herbert Rice. Director of Production
 Nick Keesely. Manager of Program Sales
 Edwin Otis ... Supervisor of Coml. Programs
 H. L. Fishel. Script Editor
 Elsie Dick. Director of Women's and
 Religious Activities
 Dorothy Ann Kemble. Director of Continuity
 Acceptance

Office Management

James E. Wallen.....Office Manager
Beatrice M. Marschner.....Personnel Director
Ruth Hender.....Purchasing Agent
Margaret Maloney.....Telephone Supervisor

Sales Department

Z. C. Barnes.....Vice President in Charge
E. P. H. James..Manager of Sales Operations
Duncan R. Buckham..Eastern Sales Manager
John R. Overall...Divisional Sales Manager
George BensonDivisional Sales Manager
T. E. Danley.....Manager of Sales Traffic
Alma GraefAsst. Mgr. Sales Operations
Ruth Ward,
Director of Contracts and Estimates

News and Special Events

A. A. Schechter....Vice-President in Charge
Milton Burgh.....Director of News
Jack Paige.....Director of Special Events
Paul Jonas.....Director of Sports
James E. O'Bryon.....Director of Publicity
Francis X. Zuzulo...Asst. Director of Publicity
Robert Wilson.....Manager of Exploitation
Mitchell Jablons.....Trade News Editor
Geraldine Foster.....Photo Editor
Joan Stanton.....Magazine Editor
John Skinner.....Press Editor
Harold GoldCopy Chief

Washington Staff

Charter Heslep...Washington Representative
Alexandra Roudybush ..Administrative Asst.

Sales Promotion and Research Department

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

Foreign Correspondent for Mutual Broadcasting System

Robert F. Allen.....Mexico City
Ted Christie.....Paris
Burton Crane.....Tokyo
Jules Dubois.....Panama
Gerald Dougherty.....Buenos Aires
Robert Durham.....Oslo
John Fisher.....Moscow
Robert Gary.....Frankfort
Randall Gould.....Shanghai
Ted Hoskins.....Cairo
Josef Israels II.....Vienna

Harold Coulter
Asst. Manager Advertising & Research
Richard Puff.....Manager of Research
Carleton McVarish..Mgr. Audience Promotion
Jesse Thompson.....Copy Chief
Helen O'ReillyProduction Supervisor

Station Relations Department

Carl Haverlin.....Vice-President in Charge
Charles Godwin..Manager of Station Relations
Robert CarpenterField Rep. (Southwest)
Harry LeBrunField Rep. (Southeast)
Don Ioset.....Field Representative (East)
Paul Hancock.....Station Research
Dorothy Driscoll.....Station Traffic

Chicago Staff

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

Detroit Staff

Penabscot Bldg.

Herbert Faust.....Central Division Manager

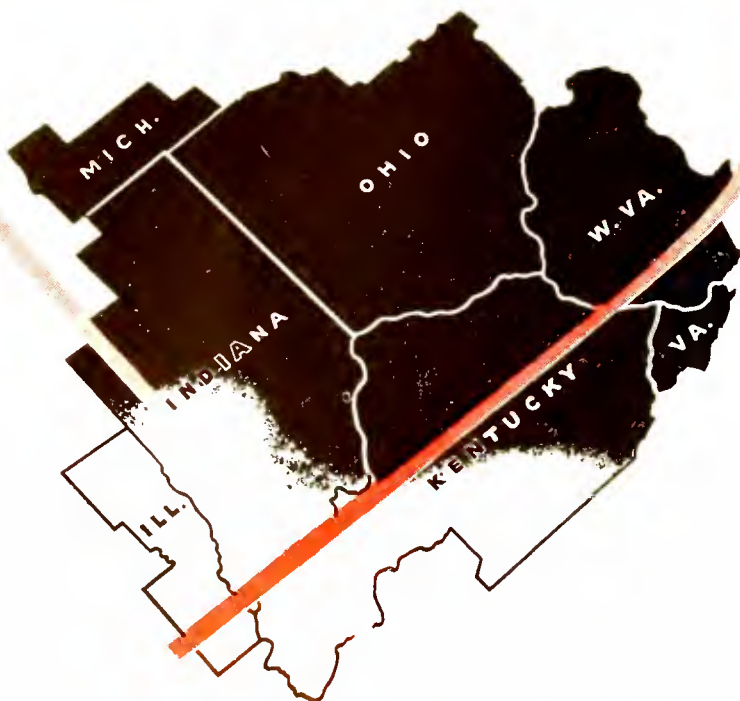
Pittsburgh Office

William Penn Hotel

Richard Bachman.....Sales Representative

Birger Jacobsen.....Sweden
Arthur Mann.....London
David Perlman.....Paris
Anne Stadler.....Madrid
Robert Stewart.....Manila
Helen Townsley.....Rio de Janeiro
Frank Viner.....Prague
Alfred Wagg.....New Delhi, India
James Wellard.....Rome
James Wahl.....Honolulu

in this area...



In this area there are 2,735,051 radio homes. Of these homes, ONE STATION in four weeks...

reaches 70.1% between 6 AM and Noon
reaches 70.8% between Noon and 6 PM
reaches 79.2% between 6 PM and Midnight
reaches 81.2% between 6 AM and 6 PM
reaches 86.1% between 6 AM and Midnight

and that ONE STATION is...

WLW

THE NATION'S MOST MERCHANDISABLE STATION

Nielsen Radio Index February-March, 1946

CROSLY BROADCASTING CORPORATION

TWO great responsibilities face American radio now that the fighting war has ended: To help win a secure peace and to help heal the ugly scars of war that deface the world. And overshadowing these two companion missions is the great problem of harnessing atomic energy for peace rather than destruction.

Radio can face these tremendous problems of the future with a feeling of confidence because of its record in mobilizing this country for war and helping to win the war. That it was able to do so with such effectiveness is a tribute to the American system of democracy under which radio broadcasting exists as a free competitive enterprise, regulated by the government and supported by public spirited advertisers.

In the new era, which is now open, television will step forth as a gigantic new technical advance to aid radio in the fulfillment of its great obligations. In this new era, television will become the greatest means of mass communication and education the world has ever known. Television, of course, will not entirely replace radio broadcasting and eventually each will find its place in the American home as complementary educational and entertainment services.

For radio to help solve the world's problems, governments must make it possible for all people to have freedom to listen. Only thus can truth triumph over rumor, and only thus can people have facts and knowledge which they must have to work out a world-wide peace.

Toward this end the National Broadcasting Company is making one of its chief objectives the education of our nation for the responsibilities of peace. We are attempting to meet that responsibility through the NBC-United Nations project which is designed to acquaint every American with the meaning and objectives of the problems they face. This project has extended the hand of co-operation and friendship to the radio industry leaders of our Allies and through it we hope eventually to work out a world-wide system of co-operation which will bring enlightenment and information to all.



NILES TRAMMELL
President

Our record of public service is comprised not alone of these fine programs which our Public Service Department originates for the network and its independent affiliated stations. Our record of public service is all that we do for the radio public—all our programs of drama, comedy, news, discussion, debate, religion, sports, symphonic music and talks. We recognize also that it is our advertisers who make possible

an economically sound network which enables us to utilize our resources in the service of our audience—both the mass audience and the class audience.

Let us be fundamental about this. Advertising in our competitive economy is not only necessary to the operation of modern industry but it is the very keystone of the expression of the free competitive spirit which has made our standard of living. There can be no freedom without competition and no competition without freedom.

Therefore, not only is advertising in the public interest but it is the very expression of that interest—interest in all that is new, all that is better, all that inspires, stimulates, and drives us to make this a world of peace, of strength, of freedom, of equal opportunity for all.

We broadcasters, who are the stewards of radio's service to the public, must be vigilant in preserving its good name and reputation. No one station, no one network, can fulfill this responsibility alone. It must be fulfilled by the entire broadcasting industry, united in the conviction that the only kind of advertising which serves the best interests of broadcaster and sponsor is that which serves the best interests of the public.

Our basic standard must always be "Truth in Advertising." Good salesmanship is not enough. It must be truthful salesmanship—truthful not only in what it says but also in what it implies. This maintenance of truth is a responsibility which must be shared not only by the advertiser who pays the bill and by the advertising agency which prepares the copy, but also by the broadcaster who accepts and transmits the message to the public.

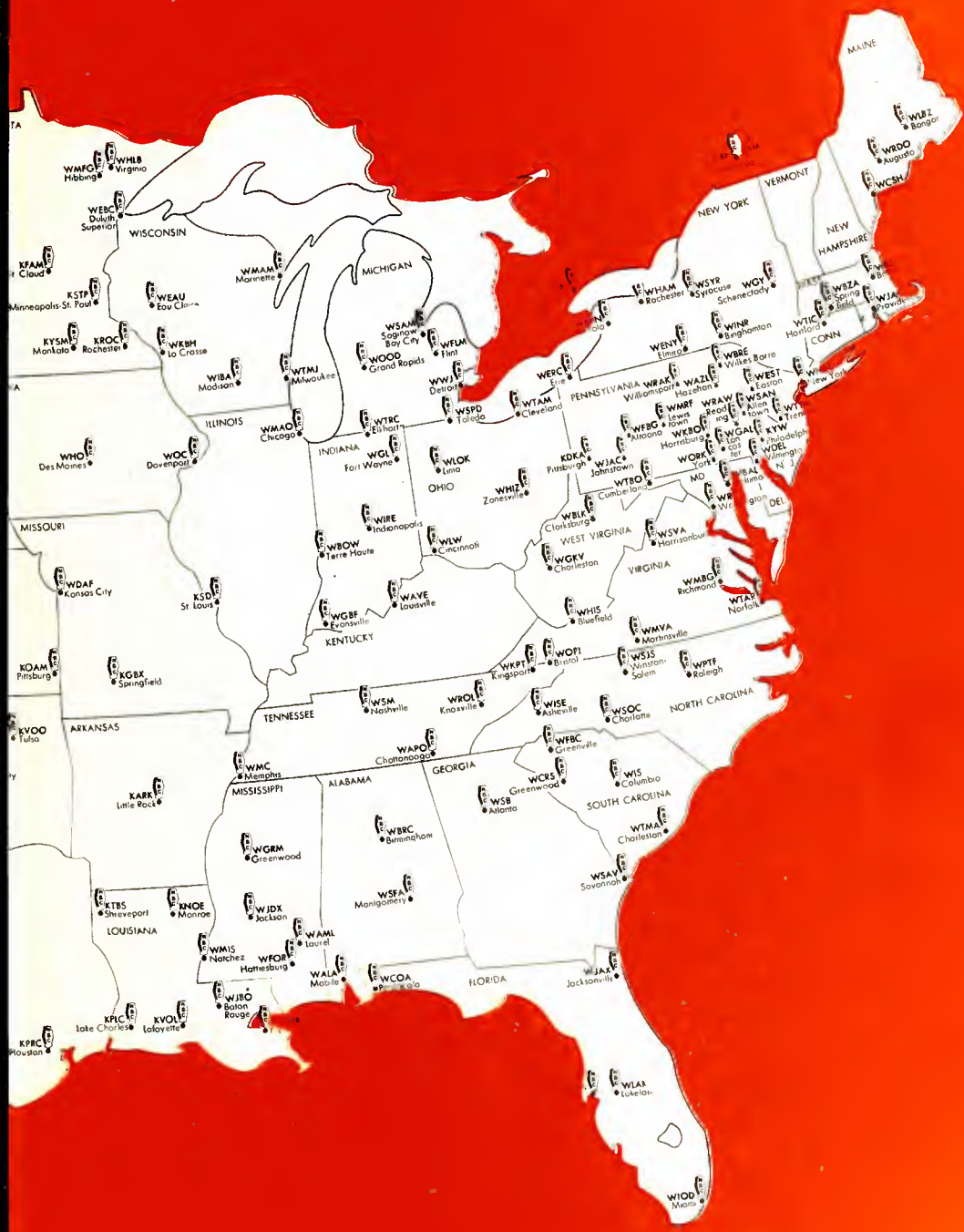


NATIONAL BROADCAST



NETWORK FACILITIES
AS OF JAN. 1, 1947

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

James Rowland Angell
Arthur E. Braun
John T. Cahill

Bertram Cutler
Gano Dunn
Frank M. Folsom
Niles Trammell

James G. Harbord
Edward W. Harden
Edward F. McGrady

Frank E. Mullen
Edward J. Nally
David Sarnoff

Officers

David Sarnoff.....Chairman of the Board
Niles Trammell.....President
Frank E. Mullen.....Executive Vice President
A. L. Ashby...Vice President & General Counsel
William Brooks.....Vice President
Ken R. Dyke.....Vice President
C. Lloyd Egner.....Vice President
O. B. Hanson.....Vice President
William S. Hedges.....Vice President
Harry C. Kopf.....Vice President

John H. MacDonald...V.P. & Assistant Secretary
Clarence L. Menser.....Vice President
John F. Royal.....Vice President
Frank H. Russell.....Vice President
Sidney N. Strotz.....Vice President
Rcy C. Witmer.....Vice President
R. J. Teichner.....Treasurer
H. F. McKeon.....Controller
Lewis MacConnach.....Secretary
C. E. Pfautz.....Assistant Secretary

DEPARTMENTS AND DIVISIONS

Executive Offices

Niles Trammell.....President
Frank E. Mullen.....Executive Vice President
James Rowland Angell..Public Service Counselor
Ken R. Dyke
v.p. in Charge Broadcast Standards & Practices
Wm. S. Hedges,
v.p. in charge of Planning & Development
John H. MacDonald,
Vice President in Charge of Finance
Clayland T. Morgan...Assistant to the President
Roy C. Witmer.....v.p. & Asst. to President
Albert E. Walker.....Executive Assistant

Advertising and Promotion Department

Charles P. Hammond.....Director
James Nelson.....Assistant Director
Allen Hurlbert.....Art Director
George W. Wallace...Network Sales Promotion

Continuity Acceptance Department

Stockton Helffrich.....Manager

Controller's Department

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

Engineering Department

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

Finance Department

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

General Service Department

Edward M. Lowell.....Director
Theodore Thompson.....Asst. Director and
Manager of Office Services Division
W. R. Thompson,
Supervisor of Building Maintenance Division

Guest Relations Department

Paul Rittenhouse.....Manager
Wilbur Erwin.....Exec. Asst. Manager
John Mills,
Asst. Mgr. in Charge of Reception
Peter Tintle,
Assistant Manager in Charge of Tours

Information Department

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

International Department

Fred Bate.....Manager

Legal Department

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

National Spot Sales Department

James V. McConnell.....Manager
Willan C. Roux.....Assistant Manager

Network Sales Department

Harry C. Kopf.....Vice President in Charge
George H. Frey.....Eastern Sales Manager
Edward R. Hitz,Assistant Eastern Sales Manager
F. Melville Greene.....Sales Service Manager

News and Special Events and International Relations Department

William F. Brocks.....Vice President in Charge
Stanley P. Richardson,Assistant to Vice President
Francis C. McCall.....Manager of Operations
Adolph Schneider,
Assistant Manager of Operations
Joseph O. Meyers...Assistant to Vice-President

Personnel Department

Ernest de la Ossa.....Director of Personnel
Ashton Dunn.....Manager
Ruth Hurd.....Records and Research Manager
Helen Kcrday.....Employment Manager
Corinne Pearson...Employee Services Manager

Press Department

Sydney Eiges.....Manager
Thomas E. Knode.....Assistant Manager
Jo Dine.....Trade Press Editor
Allan Kalmus.....Television Editor
Leo Hershdorfer.....Copy Editor
James McLean.....Magazine Editor
Sam Kaufman.....Exploitation Editor
Leonard Meyers.....Music Editor
Sidney Desfor.....Photo Editor
Dorothy Collins.....Fashion Editor

Program Department

Clarence L. Menser...Vice President in Charge
Thomas McCray.....Eastern Program Manager
Robert K. Adams.....Production Manager
Thomas H. Belviso,Manager of the Music Library
Frank Black.....General Music Director
Robert Button.....Night Program Manager
Samuel Chotzinoff....Manager, Music Division
Patrick J. Kelly.....Supervisor of Announcing
Frederick Knopfke...Supervisor of Sound Effects
Richard P. McDonagh..Manager, Script Division
William Stern.....Director of Sports
Fred Shawn.....Administrative Assistant
Grace H. Sniffin.....Supervisor Business Office

Public Service Department

James Rowland Angell..Public Service Counselor
Dwight B. Herrick.....Manager
Gilbert C. Chase,
Supervisor of Music for University of the Air
Mrs. Doris Corwith...Assistant to the Manager
Margaret Cuthbert,
Director of Programs for Women & Children

Sterling Fisher,Assistant Public Service Counselor
Jane T. Wagner...Director of Home Economics

Radio Recording Department

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

Norman Cloutier,Manager of Thesaurus Programs
Charles G. Hicks, Jr.,Recording Sales Manager
Willis B. Parsons,
Thesaurus & Syndicated Sales Manager

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

Research Department

Hugh M. Beville.....Director
Barry T. Rumble.....Manager
Philip I. Merryman,
Manager Planning and Development Division

Stations Departments

Easton C. Woolley.....Director

Stations Relations Department

Sheldon B. Hickox, Jr. Manager

Traffic Department

Harry A. Woodman Traffic Manager

Television Department

John F. Royal Vice President in Charge

Noran Kersta Manager

Reynold Kraft Eastern Sales Manager

Warren Wade Executive Director, Program Div.

C. G. Alexander Business Mgr., Program Div.

R. W. Clarke Operations Supervisor

Allan Kalmus Press Editor

Charlotte Stern Promotion Manager

Transportation Department

Marie F. Dolan Manager

Treasurers Department

Rudolph J. Teichner Treasurer

William D. Blxham Purchasing Agent

William A. Williams Assistant to the Treasurer

WNBC Department

James M. Gaines Manager

William Burke Miller Assistant Manager

Robert Davis Press Manager

Thomas B. McFadden,

News and Special Events Manager

Charles H. Philips Advt. and Promotion Mgr.

deLancey Provost Program Manager

William O. Tilenius Sales Manager

Operated Stations

STATION MANAGERS

James M. Gaines Manager of Station WNBC

Vernon H. Pribble Manager of Station WTAM

Lloyd E. Yoder Manager of Station KOA

John W. Elwood Manager of Station KPO

Carleton D. Smith Manager of Station WRC

Central Division—Chicago

Merchandise Mart, Chicago 54, Ill.

Tel.—Superior 8300

I. E. Showermon Mgr. of the Central Division

Emmons C. Carlson Sales Promotion Manager

Frank E. Chizzini Manager of Radio Recording

Thomas H. Compere Attorney

Robert M. Guilbert,

Continuity Acceptance Manager

William Drips Director of Agriculture

Jules Herbuveaux Program Manager

A. W. Kaney Stations Relations Department

Howard C. Luttgens,

Central Division Chief Engineer

Paul McCluer Network Sales Manager

Oliver Morton National Spot Sales Manager

William B. Ray Mgr., News and Special Events

Jack Ryan Manager of Press Relations

Judith C. Waller Director of Public Service

Western Division— Hollywood

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

Sidney N. Strotz Vice President in Charge

Lewis S. Frost Asst. to the Vice President

Frank Berend,

Western Division, Network Sales Manager

Harold Bock,

Manager of Public and Television Operations

Robert V. Brown Program Manager

Frank Dellett Auditor

Paul Gale Traffic Manager

Donald Honrath Continuity Acceptance Manager

Lathrop Mack,

Western Division National Spot Sales Manager

Henry Maas Sales and Program Traffic Manager

Robert McAndrews,

Promotion and Advertising Manager

Jennings Pierce,

Public Service and Station Relations Manager

Leslie Raddatz Press Manager

Alfred Saxton,

Division Engineer, Western Division

Oscar Turner Radio Recording Manager

John Swayze News and Special Events Manager

Washington, D. C.

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

Phone—Republic 4000

Frank M. Russell Vice President in Charge

Carleton D. Smith Manager WRC

R. G. Coldenstroth Auditor

Mahlon Glascock Sales Manager

Albert E. Johnson Engineer in Charge

William McAndrew,

Director, News and Special Events

Robert Morrison,

Manager, Radio-Recording Department

James Seiler Sales Promotion Advt. Manager

George Wheeler Program Manager

NBC STATIONS PLANNING AND ADVISORY COMMITTEE

Paul W. Morency WTIC, Hartford, Conn.

Richard H. Mason WPTF, Raleigh, N. C.

Milton Greenebaum WSAM, Saginaw, Mich.

H. W. Slavick WMC, Memphis, Tenn.

John J. Gillin, Jr. WOW, Omaha, Neb.

William B. Way KVOO, Tulsa, Okla.

Walter E. Wagstaff KIDO, Boise, Idaho

H. Quenton Cox KGW, Portland, Ore.

NBC Foreign Correspondents

Henry Cassidy, Hotel Scribe, Paris, France
Merrill Mueller, National Broadcasting Company,
43 Berkeley Square, London West 1, England
Max Jordan, Aeschengraben 31, Basle, Switzer-
land

Robert Magidoff, United States Military Mission,
c/o United States Embassy, Moscow, Russia
George Thomas Folster, GHQ, PRO, AFPAC, APO
500 c/o Postmaster, San Francisco, Japan,
(Tokyo)

Stations Owned and Operated by the

NATIONAL BROADCASTING COMPANY

WNBC	New York	Owned and operated by NBC
WMAQ	Chicago	Owned and operated by NBC
WRC	Washington	Owned and operated by NBC
WTAM	Cleveland	Owned and operated by NBC
KPO	San Francisco	Owned and operated by NBC
KOA	Denver	Owned and operated by NBC
WNBT	New York (Television)	Owned and Operated by NBC
WNBC-FM	New York	Owned and Operated by NBC

FOR COMPLETE LIST OF
ALL COMMERCIAL PROGRAMS
ON MAJOR NETWORKS
PLEASE TURN TO PAGE 897



KEYSTONE



Broadcasting System

Headquarters

580 Fifth Avenue, New York 19, N. Y.
Phone, LOngacre 3-2221

Officers & Directors

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

Offices

New York

580 Fifth Avenue
Phone, LOngacre 3-2221

General Manager.....Michael M. Sillerman
Director of Station Relations.....Mort Adams
Manager of Station Relations....Herbert Cole
Traffic Manager.....Selma Andrews
Sales & Promotion Consultant....Alvin Austin
Statistician.....Melvin G. Marden
Office Manager Rosita Seale
Account Executive Albert F. Dykes
Account Executive Noel A. Rhys

Chicago

134 North La Salle St., Chicago 2, Ill.
Phone, State 4590
Secretary-Treasurer.....Sidney J. Wolf
Accountant Elizabeth M. Mueller
Western Sales Manager.....Naylor Rogers

Hollywood

6331 Hollywood Blvd., Hollywood, Calif.
Phone, Hollywood 5338
Program Director Elaine N. Gonda
Pacific Coast Sales.....Ralph W. Harker

Cleveland

310 Citizens Bldg. Cleveland 14, Ohio
Phone, Cherry 4050
Mid-Western Sales.....Ralph W. Harker

SERVICES OFFERED: Keystone Broadcasting System is a transcription network principally covering BEYOND-METROPOLITAN markets from coast to coast. Its affiliated stations are joined together in a national system by means of transcriptions, eliminating wire charges. At time of going to press, the network includes 230 affiliated stations. The network supplies its stations with 48 fully scripted sustaining shows per week filling 2 hours per day, seven days each week, to a total of 14 hours per week. This is the only national, full-sized network in the United States offering national radio advertisers the opportunity to cover the BEYOND-METROPOLITAN markets intensively, in a single transaction, by means of electrical transcription. The system offers its facilities in network time periods from one hour down to five minutes and also makes available announcement periods down to twenty-five word length.

HOW

to extend
your
market

Annex the vast, largely untapped "BEYOND-METROPOLITAN" areas . . . the rich rural and small town centers where a population of 31,325,000 potential customers lives . . . where 20% of the nation's total retail food sales and 18% of total retail drug sales are made.

The **ONLY** network catering *exclusively* to BEYOND-METROPOLITAN America is the Keystone Transcription Network.



KEYSTONE NETWORK

WHEN

to
tackle
B-M-A

Right now, Beyond-Metropolitan America offers an eager, thriving market. War-planted industries in B-M-A have taken root and grown as peacetime producers, greatly enhancing income and purchasing power. Brand preference has not yet been established for many nationally advertised products. You can still annex this last domestic "new frontier" for YOUR brand, in ONE economical, streamlined operation, via KBS.



THIS IS THE KEYSTONE

WHERE

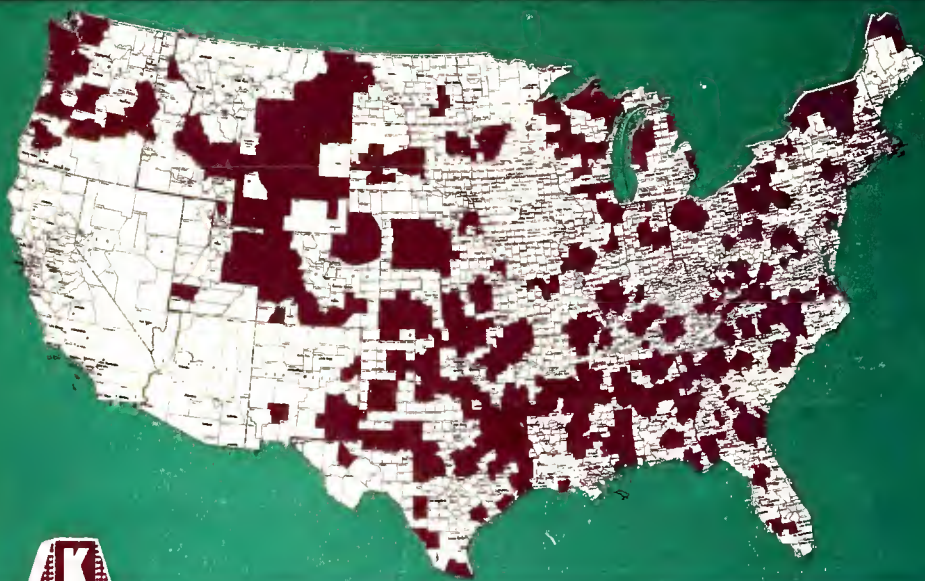
B-M-A
tunes
in

Surveys prove that B-M-A inhabitants prefer their own *local stations*, by overwhelming margin, over those coming in from remote places. THESE are the kind of stations included in the Keystone Network. The unique KBS transcription operation enables you to extend your national wired network programs to Beyond-Metropolitan America, at new low cost per actual new listener.



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

This is
"Beyond Metropolitan"
America



Success stories of leading national advertisers attest to the KBS sales-impact. The Keystone Network is the PIONEER in transcription network operation . . . an established, recognized structure, proven to be the simplest, most economical way of annexing "Beyond-Metropolitan" America. Discover what KBS can do for YOUR product.

K E Y S T O N E N E T W O R K

NEW YORK CITY 19 • CHICAGO 2 • HOLLYWOOD 28

REGIONAL NETWORKS

Arizona Broadcasting System

(ABS Network)

711 Heard Bldg., Phoenix, Ariz.

Phone 4-4161

PERSONNEL

Manager Dick Lewis
 Commercial Manager..... Bill Harvey
 Promotion Manager..... Brick Miller

STATIONS

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

NATIONAL REPRESENTATIVE

Paul H. Raymer Company, Inc.



The Arizona Network

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

Phone: 4-4144

PERSONNEL

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

STATIONS

KOY, Phoenix; KTUC, Tucson; KSUN, Bisbee-Douglas-Lowell.

NATIONAL REPRESENTATIVE

John Blair & Company



Arrowhead Network

WEBC Bldg., Duluth, Minn.

Phone, Melrose 2873

PERSONNEL

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

STATIONS

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

REPRESENTATIVE

George P. Hollingsbery Co.

Connecticut State Network

270 Atlantic St., Stamford, Conn.

Phone: Stamford 3-0747

PERSONNEL

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

STATIONS

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

REPRESENTATIVES

Helen Wood, New York

Bertha Bannan, Boston



Don Lee Broadcasting System

5515 Melrose Ave., Hollywood 38, Calif.

Phone: Hollywood 8111

PERSONNEL

President..... Thomas S. Lee
 Vice-President & General Manager
 Lewis Allen Weiss
 Vice-President & Asst. General Manager
 Willet H. Brown
 Secretary-Treasurer..... A. M. Quinn
 General Sales Manager..... Sydney Gaynor
 Asst. Gen. Sales Manager.. Henry Gerstenkorn
 Program Director..... Charles Bulotti, Jr.
 Production Director..... Bob Forward
 Continuity Acceptance Dir.. William Williams
 News & Special Features Dir.. Les Mawhinney
 Chief Supervisor..... Tony La Frano
 Dir. of Station Relations..... Pat Campbell
 Publicity Director..... Harriet Crouse
 Public Relations Director..... Mark Finley

STATIONS

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

George W. Trendle and H. Allen Campbell

OWNERS AND PRODUCERS
OF RADIO'S OUTSTANDING
DRAMATIC ADVENTURES

THE LONE RANGER, THE GREEN HORNET, CHALLENGE OF THE YUKON
AND OTHER RADIO PRODUCTIONS

Announce the Formation of

Trendle - Campbell Broadcasting Corp.

TO OWN AND OPERATE

RADIO STATION WTCB, FLINT, MICHIGAN

NBC AFFILIATE

EXECUTIVE OFFICES

1800 STROH BUILDING
RAndolph 9184
DETROIT 26, MICHIGAN

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

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

WASHINGTON: XKRO, Aberdeen; KELA, Centralia; KRKO, Everett; KWLK, Longview; KGY, Olympia; KFIO, Spokane; KUJ, Walla Walla and KIT, Yakima; KVI, Seattle-Tacoma. **IDAHO:** KRLC, Lewiston; KWAL, Wallace. **NEVADA:** KATO, Reno.

NATIONAL REPRESENTATIVE

John Blair & Co.

Georgia Major Market Trio

(Address Any Station or The Katz Agency)

PERSONNEL

General Manager (WGST).....John Fulton
General Manager (WTOC).....W. T. Knight
General Manager (WMAZ).....Wilton E. Cobb

STATIONS

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

REPRESENTATIVE

The Katz Agency

Intermountain Network

248 S. Main St., Salt Lake City 1, Utah
Phone: 4-1843

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

STATIONS

KALL, Salt Lake City, Utah, (key station); KLO, Ogden, Utah; KOVO, Provo, Utah; KVNU, Logan, Utah; KOAL, Price, Utah; KID, Idaho Falls, Idaho; KVMV, Twin Falls, Idaho; KF XD, Nampa-Boise, Idaho; KQRS, Rock Springs, Wyoming; KDFN, Casper, Wyoming; KWYO, Sheridan, Wyoming; KPOW, Powell, Wyoming; KRJF, Miles City, Montana.

REPRESENTATIVE

Lewis H. Avery, Inc.

Kansas State Network

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

PERSONNEL

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

EXECUTIVE COMMITTEE

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

STATIONS

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

The Lone Star Chain

806 Tower Petroleum Bldg., Dallas (1)
Riverside 5663

PERSONNEL

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

STATIONS

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

NATIONAL REPRESENTATIVES

Taylor-Howe-Snowden Radio Sales



Mason-Dixon Radio Group

8 W. King St., Lancaster, Pa.

Phone 5259

PERSONNEL

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

STATIONS

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

NATIONAL REPRESENTATIVE

Radio Advertising Company



McClatchy Beeline

911 7th Street, Sacramento 4, Cal.
Phone: Sacramento 2-5011

PERSONNEL

President.....Eleanor McClatchy
National Sales Mgr.....Robert A. Street
Program Director.....Emil Martin
Pub. Rel. Director.....Evert S. Peterson
Agricultural Editor.....Hamilton L. Hintz
Technical Director.....Norman Webster

STATIONS

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

REPRESENTATIVE

Paul H. Raymer Company



Michigan Radio Network

1700 Stroh Bldg., Detroit, Mich.
Phone: Cherry 8321

PERSONNEL

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

STATIONS

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

REPRESENTATIVE

ABC Spot Sales

New England Regional Network

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

PERSONNEL

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

STATIONS

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

REPRESENTATIVE
Weed & Company



North Central Broadcasting System, Inc.

E-622 First National Bank Bldg.,
St. Paul 1, Minn.
Phone: Garfield 2851

PERSONNEL

President.....John W. Boler
Vice-President & Secy.....Donn A. Clayton
Vice-Pres. in Chg. of Sales...B. Harland Ohde
Comptroller.....Florence E. Tibeau

STATIONS

KGCX, Sidney, Mont.; KLPB, Minot, N. D.;
KGCU, Mandan-Bismarck, N. D.; KDLR, Devils
Lake, N. D.; KSJB, Jamestown, N. D.; KOVC,
Valley City, N. D.; KABR, Aberdeen, S. D.;
KSOO, Sioux Falls, S. D.; KVOX, Moorhead-
Fargo; KGDE, Fergus Falls, Minn.; KWLM,
Willmar, Minn.; KMHL, Marshall, Minn.; KATE,
Albert Lea, Minn.; KWNO, Winona, Minn.;
WLWL, Minneapolis-St. Paul, Minn.; KLIZ,
Brainerd, Minn.; WSBR, Superior, Wis.;
WATW, Ashland, Wis.; WJMS, Ironwood,
Mich.; WIKB, Iron Mountain, Mich.; WHDF,
Calumet, Mich.; WDMJ, Marquette, Mich.;
Escanaba, Mich.



Northern Broadcasting & Publishing, Ltd.

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

PERSONNEL

President.....R. H. Thomson
Secretary-Treasurer.....S. F. Chapman
Supervisor of Stations.....Jack M. Davidson
Chief Engineer.....George McCurdy
Manager (CKGB).....H. Freeman
Manager (CJL).....B. G. Shellon
Manager (CFCH).....Cliff Pickrem
Manager (CHEX).....H. G. Burley
Manager (CKWS).....Roy Hoff

STATIONS

CKGB, Timmins, Ont.; CJL, Kirkland Lake,
Ont.; CFCH, North Bay, Ont.; Associated Sta-
tions: CHEX, Peterborough, Ont.; CKWS, Kings-
ton, Ont.

BRANCH OFFICES

Bank of Commerce Bldg., Toronto, Ontario
Phone: AD 8895
Supervisor.....Jack Davidson
1010 University Tower Bldg., Montreal, Quebec
Phone: HA 3051
Manager.....R. A. Leslie



Northwest Network

c/o KSTP, Hotel Saint Paul, St. Paul 2, Minn.
Phone, Cedar 5511

Sales Office: c/o KSTP, Radio City, Minne-
apolis 2, Minn.

Phone: Bridgeport 3222

PERSONNEL

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

STATIONS

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

NATIONAL REPRESENTATIVE

Edward Petry & Co.



The Oklahoma Network

APCO Tower, Oklahoma City, Okla.

PERSONNEL

Managing Director.....Robert D. Enoch

STATIONS

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

NATIONAL REPRESENTATIVE

Taylor-Howe-Snowden Radio Sales



The Pennsylvania Network

1622 Chestnut St., Philadelphia 3, Pa.

Phone Locust 7700

PERSONNEL

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

STATIONS

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

Quaker Network

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

PERSONNEL

General Manager..... Roger W. Clipp

STATIONS

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



South Central Quality Network

Address Individual Stations

PERSONNEL

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



Tennessee Valley Regional Network

531 S. Gay St., Knoxville 2, Tenn.
Phone: 2-7111

PERSONNEL

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

STATIONS

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

REPRESENTATIVES

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



The Texas Quality Network

Address Individual Stations

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

PERSONNEL

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

STATIONS

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

NATIONAL REPRESENTATIVE

Edward Peiry & Co., Inc.

Texas State Network

1201 West Lancaster Ave., Fort Worth 1, Texas
Phone 3-3473

PERSONNEL

President..... Gene L. Cagle
General Manager..... Gene L. Cagle
Assistant Gen. Manager.. Frances Williamson
Program Director..... Russ Lamb
Chief Accountant..... D. C. Hornburg
Traffic Manager..... Forrest W. Clough
Merchandising Director.... Forrest W. Clough
Chief Engineer..... Truett Kimzey
Musical Director..... Frances Kay
Sales & Promotion Mgr..... Leonard Coe

STATIONS

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

NATIONAL REPRESENTATIVE

Weed & Co.



The Tobacco Network

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

PERSONNEL

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

STATIONS

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

NATIONAL REPRESENTATIVES

The Walker Company



Tri-City Stations of Virginia

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

PERSONNEL

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

STATIONS

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

REPRESENTATIVE

Phillip P. Allen

West Virginia Network

CHARLESTON BROADCASTING CO.

1016 Lee St., Charleston, W. Va.

Phone: 28-131

PERSONNEL

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

STATIONS

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

NATIONAL REPRESENTATIVE

The Branham Co.



The Wisconsin Network, Inc.

Nash Building

Wisconsin Rapids, Wisc.

Phone: 90

PERSONNEL

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

STATIONS

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



The Wolverine Network

Keeler Building, Grand Rapids 2, Mich.

Phone: 6-5461

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

STATIONS

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

The Yankee Network

21 Brookline Ave., Boston 15, Mass.

Phone: Commonwealth 0800

PERSONNEL

Chairman of Board-General Manager
 John Shepard 3rd
 Executive Vice-President.....Linus Travers
 Vice-President.....George W. Steffy
 Controller.....Robert F. Ide
 Assistant Controller
 Howard F. Wright
 Station Relations.....John Thornton
 Sales Executive.....Gordon Jenkins
 Editor, Yankee Network News Service,
 Leland Bickford
 Director of Promotion.....James S. Powers
 Director of Special Events.....Lester Smith

BOARD OF DIRECTORS

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

STATIONS

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

BRANCH OFFICES

34 Mechanic St., Worcester 8, Mass.
 Phone: Worcester 2-5611
 WAAB Supervisor.....H. Wm. Koster
 Crown Hotel, Providence 2, R. I.
 Phone: DEXter 1500
 WEAN Supervisor.....Malcolm Parker
 54 Pratt Street, Hartford 4, Conn.
 Phone: Hartford 7-9131
 WONS Supervisor.....Ralph Kanna
 Falmouth Hotel, 212 Middle St., Portland 3, Me.
 Phone: Portland 4-2649
 WMTW Supervisor.....Charles Curtin
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