



NETWORKS OF THE UNITED STATES



NATIONAL
REGIONAL

THE BLUE NETWORK CO., INC.



MARK WOODS

through adolescence, has reached maturity in wartime. It has served the nation in both war and peace.

The Blue Network was created as an independent corporation in January, 1942—with our nation in a war for survival. And, because it was new with no preconceived ideas, its philosophy and its action has been influenced by wartime conditions just as broadcasting, compared to wireless telegraphy, was influenced by the war of twenty-five years ago.

Profitable First Year

In its first year of existence the Blue Network ended "in the black." However, no one can judge a company solely on present financial profits. There are other intangible and non-monetary profits that far outweigh monetary ledger balances. A few concise facts speak for themselves. The Blue Network started with 116 affiliates; today 146 stations are carrying Blue programs. Prospects for 1943 indicate a decided increase, both in the number of clients and network hours and in the number of stations carrying commercial programs.

This record could not be accomplished by following set formulae that had worked in the case of the older networks. Fixed policies were abandoned; new policies established to meet changing conditions. It was felt that an open-minded attitude toward taboos was demanded. Each problem, each condition, was considered on its merits.

Open-Minded Policy

This open-minded attitude, always indicative of a young, aggressive organization, manned by young personnel, was

IN A NATION and a world at war there is only one yardstick by which any individual or any organization may be judged—that is the measurement of service. Radio broadcasting as we know it was born in wartime, and, growing

particularly fitted to meet wartime conditions. A shifting population, changes in the production of durable goods, the revolution in the food industry, fuel and travel rationing—all of these and many more were factors in our programming, our sales policy and our general policies.

Over a period of years network broadcasting, with many of the ablest program producers in show business, formulated its own programs. The Blue opened the doors to outside producers—tapping every source for finished presentations and for embryonic ideas. We found the network ban against transcribed programs unsuited to our needs, and declared our willingness to broadcast such programs, whether or not in the first instance they had been presented over another and competing network.

In order to give opportunity to every type of entertainment pattern, the program department has tried an average of 10 new shows each month. We hope to introduce still other new shows and program innovations in 1943.

Commercial Innovations

In the belief that, under the American system of broadcasting, it is the commercial advertiser or sponsor who provides the listener free of charge that which heretofore only the wealthiest could buy, the Blue gave special consideration to clients. The Blue pioneered in the adoption of the two-per cent cash discount and announced a daytime package rate, a special rate for advertisers buying time across the board on the entire network. Another innovation was a special discount structure under which an advertiser obtains a progressively increasing discount as more stations are ordered for a program.

Needless to say, all of these commercial innovations were available to all advertisers. Such policies were responsible to a large extent for the rise in the average number of stations by commercial clients—from 70 in February to 91 in December.

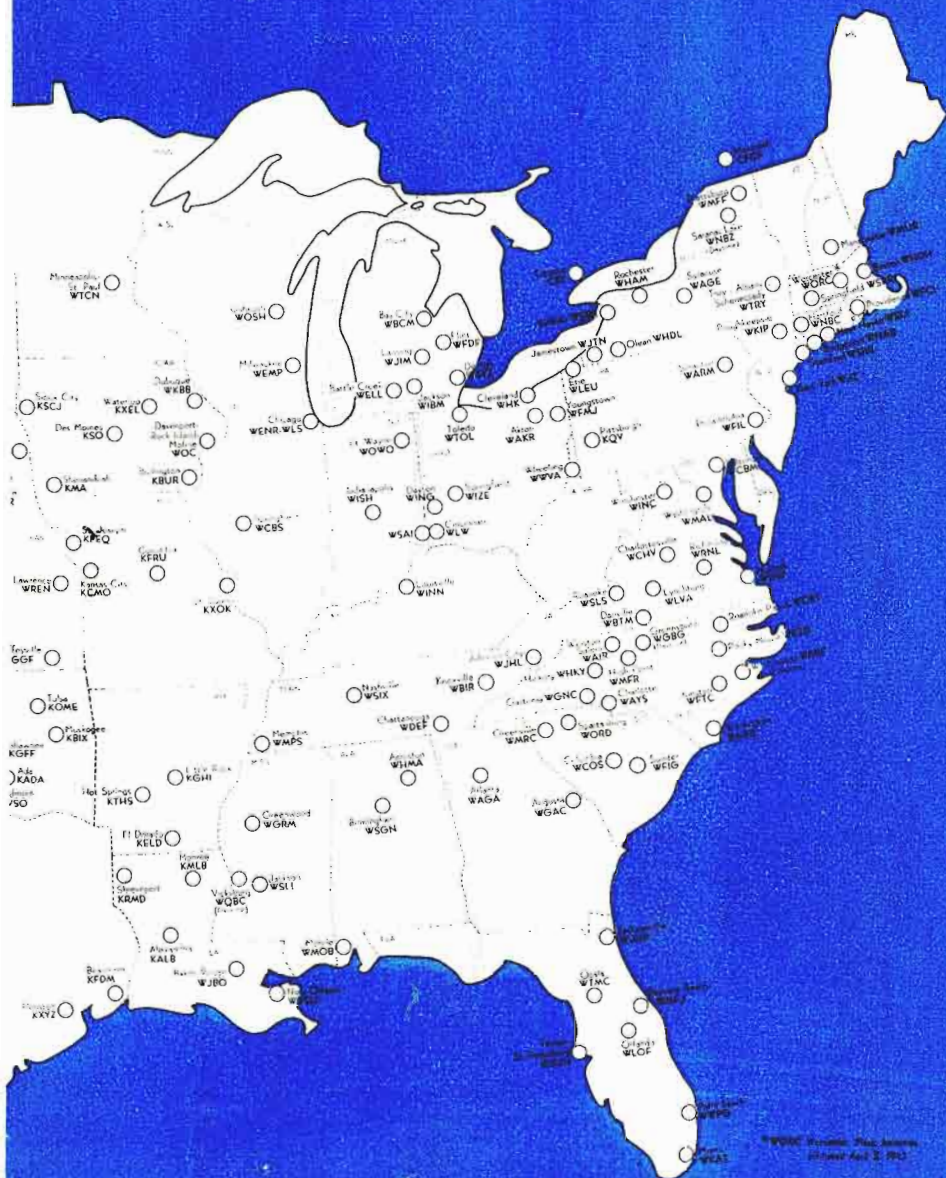
Broadcasting is an integral part of this modern life, and, if it is to be of service to the people who make it possible, it must change with conditions, meeting new needs as they arise but not forgetting the wisdom learned during years of trial and error. That is the philosophy of America's youngest network.

THE BLUE



**NETWORK FACILITIES
AS OF JAN. 15, 1943**

NETWORK



BLUE NETWORK COMPANY, Inc.

30 Rockefeller Plaza

New York, N. Y.

(Telephone Number, Circle 7-5700)

BOARD OF DIRECTORS

DeSousa, George S.

Hammond, John Hays, Jr.

Heath, Horton H.

Jolliffe, Charles B.

Kobak, Edgar

Schairer, Otto S.

Woods, Mark

Officers

Trammell, Niles Chairman, Executive Committee

Woods, Mark President

Kobak, Edgar Executive Vice-President

Borroff, E. R. Vice-President

Carlin, Phillips Vice-President

Gilman, Don E. Vice-President

Kiggins, Keith Vice-President

Swezey, Robert D. Assistant Secretary

Thrower, Fred M., Jr. Vice-President

Yandell, Lunsford P. Vice-President

Rynd, Charles E. Treasurer

Hennig, Anthony M. Assistant Treasurer

Nicol, Alexander D. Controller

MacConnach, Lewis Secretary

Pfautz, Christian Assistant Secretary

DEPARTMENTS AND DIVISIONS

Executive Offices

Woods, Mark President

Kobak, Edgar Executive Vice-President

Yandell, Lunsford P. Vice-President

Continuity Acceptance Department

Kemble, Dorothy Editor

Engineering Department

Milne, George O. Chief Engineer

Information Department

Olenslager, George Manager

Office Management Department

Van Houten, D. B. Office Manager

Program

Carlin, Phillips Vice-President in Charge

Barry, Charles C. Eastern Program Manager

Bixler, James W. Night Program Manager

Diaz, Raymond Supervisor of Announcing

Ferguson, Ron Script Manager

Frazee, Harry H., Jr. Production Manager

Guy, Helen Business Manager

Johnstone, G. W.

Director News and Special Features

Summers, Harrison B.

Public Service Program Manager

National Spot Sales

Grabhorn, Murray B. Manager

Network Sales Department

Thrower, Fred M., Jr. Vice-President in Charge

Buckham, D. R. Eastern Sales Manager

Saudek, Robert

Assistant to Eastern Sales Manager

Simmel, Ludwig Sales Service Manager

Publicity Department

Mullin, Earl Manager

Cortada, Judith Trade News Editor

Research Department

Evans, Edward F. Manager

Sales Promotion Department

Hauser, B. J. Manager

Stations Department

Kiggins, Keith Vice-President in Charge

Norton, John H., Jr. Station Relations Manager

Dolan, Thomas J. Traffic Manager

Treasury Department

Rynd, Charles Treasurer

Hennig, Anthony M. Assistant Treasurer

Hede, Henry T., Jr. Purchasing Agent

Station WJZ

McNeil, John H. 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

Drips, William E. Public Service Manager

Edgley, L. J. Continuity Editor

Horstman, E. C. Engineering Manager

Huber, E. J. Sales Promotion Manager

Wetzel, M. S. Production Manager

Koelker, A. J. Publicity Manager

Ewing, Robert Sales Traffic Supervisor

Peterson, R. S. Auditor and Business Manager

Rouse, Gene Supervisor of Announcing

Schoenfeld, Merritt R. Network Sales Manager

Stirton, J. L. Program Manager

Vernon, G. A. Research Manager

Wetzel, M. S. Production Manager

WESTERN DIVISION—HOLLYWOOD

6285 Sunset Boulevard

Phone, Hillside 8231

Gilman, Don E. Vice-President in Charge

Anderson, Clifford Program Business Manager

Brown, Dorothy L. Continuity Acceptance Editor

Dahlsted, Dresser M. Chief Announcer

Denechaud, R. G. Engineering Manager

Dorais, S. P. Auditor

Gates, Paul Night Program Manager

Tyson, Leo B. Program Manager

Hudson, Russell Sales Service Manager

Lonner, Walter W. Traffic Manager

Moore, Tracy Sales Manager

Moss, Robert Product Manager

Roberts, Clete Manager of Special Features

Samuel, Milton N. Publicity Manager

Sweeney, Kevin Sales Promotion Manager

Tyson, Leo B. Program Manager

WESTERN DIVISION—SAN FRANCISCO

Taylor and O'Farrell Streets

Phone, Graystone 6565

Ryan, W. B. Manager

Dwan, Robert E. Program Manager

Mayhorn, Harry Continuity Acceptance Editor

Palmer, T. B. Engineering Manager

Paltridge, J. G. 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

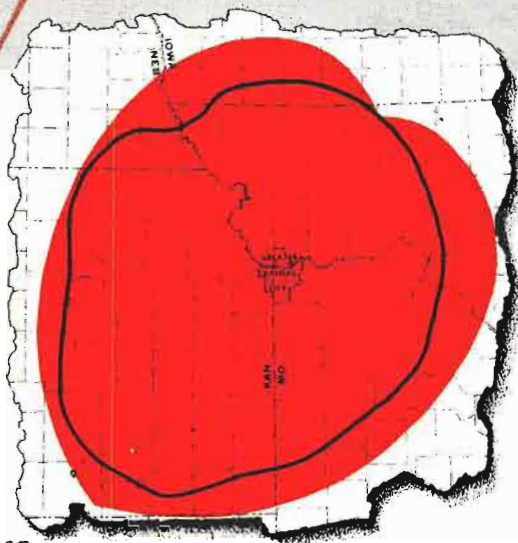
WMAL, Washington. Owned by Evening Star Publishing Co.

Represented by The Blue Network

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

HAVING HEART * TROUBLE?

For any advertiser who may have had trouble with sales in this important Heart of America Area, a short diagnosis of the situation may prove useful.



1—The Heart of America is in two parts. It is 51% urban and 49% rural. Each part has its own program needs and likes.

2—Obviously, unless *both* rural and urban halves are reached, any promotion job is a half-Hearted one. Both halves are vital.

3—Reaching the *whole* Heart of America naturally requires efficient signal coverage of the whole area. But just as important is custom programming that will cause those *who can hear, to listen.*

4—KMBC is the only station delivering this combination of signal coverage (for a maximum potential audience) and program coverage (for a maximum listening audience) *throughout both halves* of the Heart of America.

* Referring, in this instance, to the Heart of America—the 78-county area lying within KMBC's half-millivolt contour. The nation's center, geographically, agriculturally and industrially, this area has a population of 2,000,000, far above average in income. By any standard, the heart of America is vital in a national or regional Midwestern campaign.

Rx Heart (of America) trouble of a sales nature should be treated by KMBC.

K M B C

OF KANSAS CITY

FREE & PETERS, INC.

COLUMBIA BROADCASTING SYSTEM



WILLIAM S. PALEY

NO THOUGHTFUL broadcaster can fail to sense, it seems to me, the challenge to radio implicit in all the issues, not only of the war, but of the peace and the post-war world. A durable peace as a victorious war can only be consummated, under modern circumstances, on a global basis. This means that "better understanding" between peoples of good will must cease to be a pious platitude and become a workaday reality. It will be, I think, partly, perhaps largely, the responsibility of broadcasting to quicken the intimate collaboration of democratic peoples upon which all hopes for a future of sanity and justice rest.

International Amity

The Columbia Broadcasting System sees great significance in the attention attracted in 1942 by its series, "An American in England," which was written and directed by Norman Corwin. This is being followed in 1943 by a new series with Larry Leseur, "An American in Russia." Another Columbia series devoted to international amity is "Calling Pan-America." These and

many other Columbia presentations keyed to the future are tokens of our own sense of responsibility to America and the United Nations.

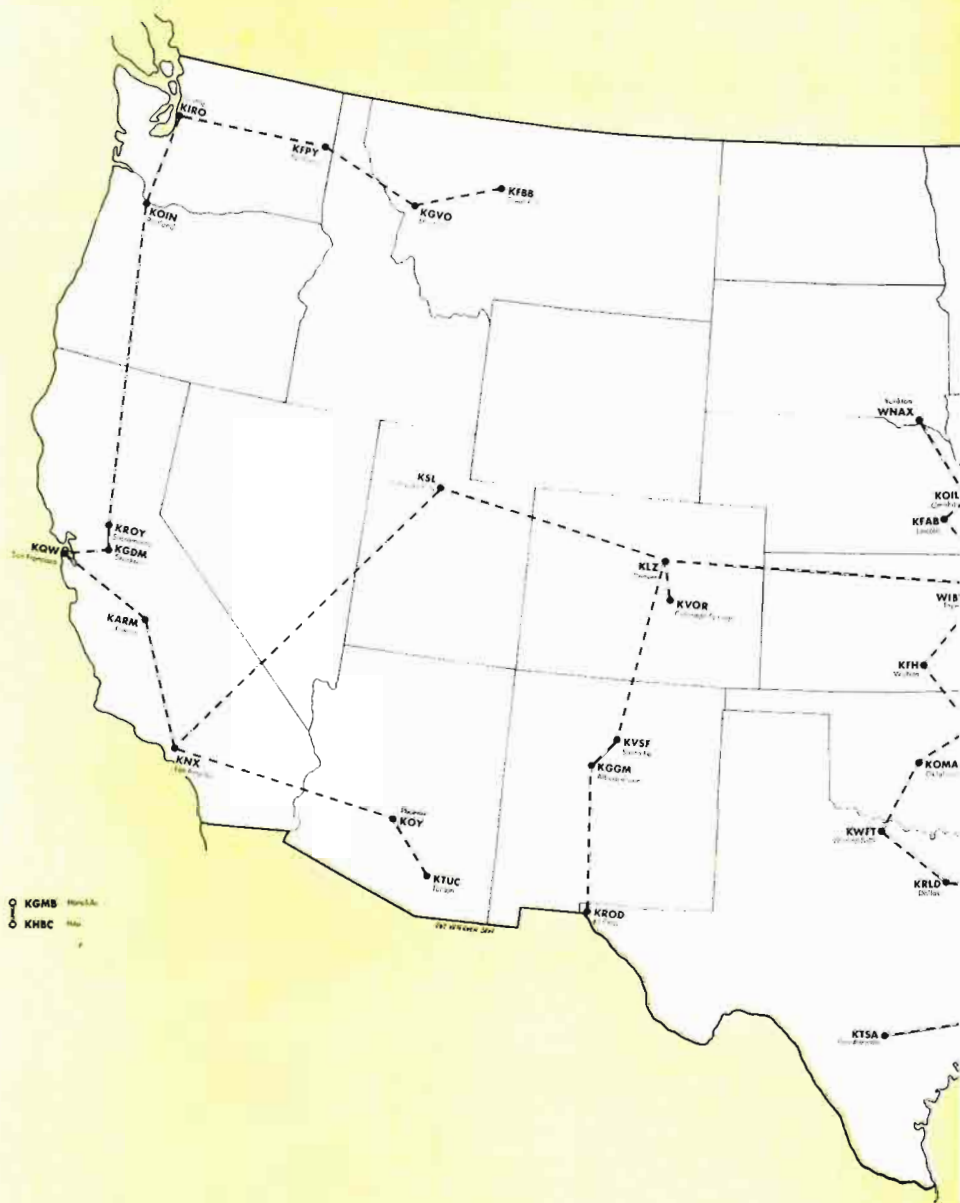
Radio's Responsibility

Listener reaction definitely indicates that Americans generally are beginning to realize that neither the United States nor the world can again be the same as before the war. The world can be worse or it can be better and radio will be expected and ready to do a lot to make it better. Radio is, therefore, pledged in a very practical sense to the ideals and hopes of our troops and our people.

Results of the "American System"

The skills which radio has now mobilized for the war were developed through the years of peacetime broadcasting under the competitive American system. It is a natural rather than a remarkable adaptation that has taken place. American radio is a great national asset in wartime in direct proportion to the inherent merits of the system in normal times. Competition has given the United States the largest single reservoir of trained radio personnel, equipment and knowledge possessed by any one country. This is the unique accomplishment of a free radio in a free country.

COLUMBIA BROADCAST



**NETWORK FACILITIES
AS OF JAN. 15, 1943**

CASTING SYSTEM



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
Edward Klauber

Isaac D. Levy
Leon Levy
Samuel Paley

William S. Paley
Dorsey Richardson
Mefford R. Runyon
Herbert Bayard Swope

Officers

William S. Paley President
Edward Klauber

Chairman of Executive Committee
Paul W. Kesten

Vice-President & General Manager
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

William C. Gittinger

Vice-President in Charge of Sales

H. Leslie Atlass Vice-President, Chicago
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 Auditor
William E. Forbes Executive Assistant

DEPARTMENTS AND DIVISIONS

Commercial Editing Department

Jan C. Schimek Commercial Editor
Donald I. Ball Assistant Commercial Editor
Dr. Arthur Jersild,

Consultant on Children's Programs

Construction and Building Operations Department

G. Stanley McAllister,
Director of Construction and
Building Operations
John R. Carey Supervisor of Building Operations
C. R. Jacobs Manager of Construction

General Engineering Department

Edwin King Cohan,
Director of General Engineering
Warren D. White,
Engineer in Charge of Radio-Frequency Division
Howard A. Chinn,
Engineer in Charge of Audio-Frequency Division

Legal Department

Julius Brauner General Attorney
Howard L. Hausman Attorney

Network Sales Department

William C. Gittinger,
Vice-President in Charge of Sales
Allyn Jay Marsh Assistant Sales Manager
William J. Fagan Assistant Sales Manager
J. J. Karol Market Research Sales Counsel
Charles E. Midgely, Jr. Sales Service Manager

Personnel Department

Francis C. Barton, Jr. Personnel Manager

Program Department

Douglas Coulter Director of Broadcasts
Davidson Taylor Assistant Director
of Broadcasts
Gerald Maulsby Assistant to Director of
Broadcasts

Copyright Division

Jan Schimek Director of Copyright Division

Short Wave Broadcasting and Latin American Affairs

Edmund Chester,
Director of Broadcasting to Foreign Countries
William H. Fineshriber, Jr.,

Director of Short Wave Programs
Lawrence S. Haas Shortwave News Director
Terig Tucci Music Director & Arranger
Roberto Unanue Assistant Director of Latin
American Relations
Wilbur Marcus Director of Publicity for
Latin American Network

W67NY—FM Division

Arthur H. Hayes Frequency Modulation Manager

Music Division

James H. Fassett Director of Music Division
William H. Brennan,
Assistant Director in Charge of Serious Music
Wendell Adams,
Assistant Director in Charge of Light Music
Lucille Singleton Assistant Director in Charge
of Vocalists and Auditions

Music Library Division

Julius Mattfield.....Director of Music Library

Public Affairs Division

Paul W. White.....Director of Public Affairs

Robert S. Wood,

Assistant Director of News Broadcasts

Everett Holles.....News Editor

William J. Slocum, Jr.

Director of Special Events and Sports

Helen Sioussat.....Director of Talks

Program Writing Division

Robert J. Landry.....Director of Program Writing

Albert R. Perkins.....Manager of Staff Writers

John C. Turner.....Script Editor

Sound Effects Division

Walter R. Pierson,

Manager of Sound Effects Division

Max Uhlig.....Assistant Manager

Educational Division

Lyman Bryson.....Director of Education

Leon Levine,

Assistant Director of Educational Programs

Operations Department

James M. Seward.....Director of Operations

I. S. Becker.....Assistant Director of Operations

Leroy Passman,

Asst. to the Director of Operations

Harriet Hess,

Supervisor of Program Typing Division

Hugh A. Cowham,

Commercial Engineer in Charge of Traffic

A. H. Peterson.....Traffic Manager

Publicity Department

George Crandall.....Director of Publicity

Arthur Perles.....Assistant Director of Publicity

James Kane.....Assistant To the Director of Publicity

Michael J. Fish.....Manager Photographic Division

Melvin Spiegel.....Trade News Editor

Anne Harding.....Manager of Publicity Service Div.

Radio Sales

J. Kelly Smith.....General Sales Manager

Howard Meighan,

Eastern Sales Manager, New York

Ole G. Morby.....Account Executive, San Francisco

Roger K. Huston.....Manager, Los Angeles Office

Royal Penny.....Representative, Charlotte

Carter Ringle.....Representative, St. Louis

Research Department

John K. Churchill.....Director of Research

Oscar Katz.....Assistant Director of Research

Charles H. Smith.....Assistant Director of Research

CBS Reference Library

William C. Akerman,

Director of CBS Reference Library

Sales Promotion Department

Paul M. Hollister.....Vice-President in Charge

of Advertising and Sales Promotion

John Fox.....Manager of Production

Thomas D. Connolly,

Director of Program Promotion

George R. Dunham.....Supervisor of Promotion for

Owned and Operated Stations

Louis Hausmans.....Supervisor of Presentation

Harry O'Brien.....Art Director

Station Relations

Department

H. V. Akerberg,

Vice-President in Charge of Station Relations

J. G. Gude.....Station Relations Manager

Jerome Sill.....Manager of Station Service

William A. Schudt, Jr.

Eastern Division Field Manager

Howard Lane.....Central Division Field Manager

Edwin Buckalew.....Western Division Field Manager

Television Department

Gilbert Seldes.....Director of Television Programs

Dr. Peter C. Goldmark.....Chief Television Engineer

Worthington Miner.....Manager of Television

Treasury Department

Frank K. White.....Vice-President & Treasurer

Samuel R. Dean,

Assistant Treasurer & Comptroller

Arthur S. Padgett.....Auditor

W. J. Flynn.....Assistant Comptroller

Lester C. Merrick.....Assistant Comptroller

John E. Forsander.....Purchasing Agent

Albert H. Bryant, Manager of Mail and Files

& Mimeograph Division

New York City

WABC, 485 MADISON AVE.

Arthur Hull Hayes.....General Manager

George W. Allen.....Program Director

Henry Grossman,

Eastern Division Operations Engineer

& Chief Engineer of WABC

Jules Dundes.....Sales Promotion Manager

Beverly M. Middleton.....Sales Manager

J. E. Doyle.....Publicity Director

Chicago

410 NO. MICHIGAN AVE.

H. Leslie Atlass.....Vice-President, Chicago

J. L. Van Volkenburg.....Assistant to Mr. Atlass

L. F. Erikson.....Western Sales Manager

Walter Preston.....Acting Program Director

Stuart Dawson.....Assistant Program Director

J. Kelly Smith.....Sales Manager

John B. Moser.....Attorney

Frank B. Falknor,

Central Division Operations Engineer

& Chief Engineer of WBBM

J. V. McLoughlin.....Accountant & Office Manager

Shepard Chartoc.....Director of Publicity

Urban Johnson.....Chief Sound Technician

James Crusinberry.....News Editor

King Park.....Sales Promotion Manager

Washington

WJSV, EARLE BLDG.

Earl H. Gammons,

Director of Washington Office

Kenneth L. Yourd.....Attorney

Carl Burkland.....General Manager
 William D. Murdock.....Assistant General Manager
 John Heiney.....Program Director
 Robert S. Wood.....Director of Public Affairs
 Clyde Hunt.....Chief Engineer
 Harry R. Crow.....Accountant

Minneapolis

WCCO, 625 SECOND AVE., S.

Austin E. Joscelyn.....General Manager
 Alvin Sheehan.....Assistant General Manager
 H. S. McCartney.....Chief Engineer
 Emmett J. Heerd, Jr.....Accountant
 Sam H. Kaufman.....Sales Promotion & Publicity Manager

St. Louis

KMOX, 401 SOUTH TWELFTH BLVD.

Merle S. Jones.....General Manager
 Arthur Casey.....Assistant to Manager
 Wendell B. Campbell 2nd.....Sales Manager
 Harry Harvey.....Chief Engineer
 Jerry Hoekstra.....Public Events
 Robert F. DeVoe.....Accountant
 Carter Ringlep.....Representative, Radio Sales
 William Zalkin.....Publicity Director

Pacific Coast

Los Angeles Office

KNX, COLUMBIA SQUARE

D. W. Thornburgh.....Vice-President, Los Angeles
 George L. Moskovics.....Director of Sales Promotion
 Charles D. Ryder, Jr.....Accountant
 Lester Bowman.....Western Division Operations Engineer
 & Chief Engineer of KNX

Clifton Jones.....News Editor
 Hal Hudson.....Program Director
 Andy Kelly.....Publicity Director, Columbia Pacific Network
 Fox Case.....Director of Special Events & Public Events

J. Archie Morton.....Servicing Network Programs
 Russ Johnston.....Program Manager
 Ben Paley.....Production Manager
 Harry W. Witt.....Sales Manager
 Roger Huston.....Manager, Radio Sales
 Alan Cormack.....Traffic Manager

San Francisco Office

PALACE HOTEL

Arthur J. Kemp.....Sales Manager, Pacific Network
 Wayne Steffner.....Account Executive, KNX Sales

Charlotte, N. C.

WBT, WILDER BLDG.

A. D. Willard, Jr.....General Manager

Royal E. Penny.....Sales Manager and
 Account Executive, Radio Sales
 Chas. H. Crutchfield.....Program Director
 James Beloungy.....Chief Engineer
 William M. Parker.....Sales Promotion Manager
 John S. Kneel.....News Editor
 Edward J. DeGray.....Accountant

Boston

WEEI, 182 TREMONT ST.

Harold E. Fellows.....General Manager
 Kingsley Horton.....Sales Manager
 Lloyd G. del Castillo.....Program Director
 Walter Stiles, Jr.....Chief Engineer
 John J. Murray.....Accountant
 Raymond G. Girardin.....Production Manager
 Marie Houlahan.....Publicity Director

Foreign Staff

Edward R. Murrow.....London
 Paul Manning.....London
 Bob Trout.....London
 John Daly.....London
 Charles Collingwood.....Algiers
 Bernard Valery.....Stockholm
 Gunner Raulsson.....Reykjavik, Iceland
 Farnsworth Fowle.....Cairo, Egypt
 Chester Morrison.....Cairo, Egypt
 William P. Downs.....Moscow
 George Moorad.....Sydney, Australia
 James Stewart.....Chungking, China
 Webley Edwards.....Honolulu, Hawaii
 William J. Dunn.....Sydney-Melbourne, Australia
 George Mourad.....Australia
 Herbert Clark.....Buenos Aires
 Alex Garcia.....Havana
 Carlos Tellez.....Havana
 Luis Alcivar.....Guayaquil, Ecuador
 Sergio Perez.....Ecuador
 Jorge Mantillas.....Quito, Ecuador
 Jack Fendell.....Canal Zone
 Franklin White.....Caracas, Venezuela
 John Adams.....Rio de Janeiro
 Charles Griffin.....Santiago, Chile
 Claude Guyant.....Lima, Peru
 John Vebber.....Asuncion, Paraguay
 Norman Stines.....La Paz, Bolivia
 Willig Guillerez.....La Paz, Bolivia
 Joel Nystrom.....Montevideo, Uruguay
 William Gilman.....Juneau, Alaska
 Dan Lundberg.....Mexico
 Quentin Pope.....Wellington, New Zealand
 Peter Muir.....New Delhi, India
 Robinson McLean.....Toronto
 Howard K. Smith.....Berne, Switzerland



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

WJSV, Washington
 KMOX, St. Louis
 KNX, Los Angeles
 WEEI, Boston

MUTUAL BROADCASTING SYSTEM



W. E. MacFARLANE

ON December 7, 1941, the Mutual Broadcasting System sent a wire to the President of the United States, pledging its wholehearted cooperation in war. The pledge has been fulfilled. During 1942 Mutual broadcast 1,913 programs devoted

to the war effort, exclusive of the straight news features. The 1,913 programs consumed 721 hours of time on the network and accounted for approximately 10 per cent of the entire year's program operations.

Effective Programming

The 10 per cent of the programming time throughout the year will seem to be all the more impressive when I state that Mutual was careful to present its major war effort programs at the key listening hours so that they could do the most good and reach the greatest number of listeners. A check-up reveals that the vast majority of the 1,913 programs were broadcast on the network during the peak listening hours between 6 p. m. and 11 p. m. Some of these programs have become well established in the minds of radio listeners. Such features as "This Is Our Enemy," "American Forum of the Air," "Stars and Stripes in Britain," "American Eagle Club," "Anchors Aweigh," "Halls of Montezuma," "Saturday Night Bowd wagon" and "Our Morale" are all heard over the Mutual network regularly at peak listening hours.

While helping tremendously with the war effort through morale building and recruiting broadcasts, Mutual has maintained its reputation as the leader in the field of sports and news broadcasting.

Additional and new news commentators have come to Mutual in 1942. In addition to such well known commentators as Gabriel Heatter, Fulton Lewis, Jr., and John B. Hughes, Mutual in 1942 added Raymond Clapper, Upton Close, and Sidney Moseley to its network.

Foreign Fields

Nor was Mutual lacking in enterprise in bringing several important scoops from foreign fields. Mutual was the first to broadcast a recording of General MacArthur's address to news reporters on his arrival in Australia. Mutual was the first to broadcast Captain Eddie Rickenbacker's return to San Francisco from the South Pacific.

The expansion of the Mutual network has been continuous since its inception in 1934 when it began its existence with a four-station hookup. Today Mutual can deliver more than 200 stations for a commercial broadcast. October, 1942, saw a completion of the program undertaken to obtain guaranteed time outlets in markets previously unavailable so that the Mutual network for the first time was able to satisfy advertiser's demands for both satisfactory major market coverage as well as secondary coverage.

New MBS President

As one of the organizers of Mutual, I have found it a most pleasant and stimulating experience to have served as its president since the inception of the network in 1934. With Mutual's network coverage and basic operational plan now firmly established, I am happy to turn over the responsibilities of the office to Mutual's first paid president, Mr. Miller McClintock, well known as a counsellor in advertising and organization work.

Mr. McClintock's abilities joined with those of Mr. Alfred J. McCosker, president of WOR, who will continue as chairman of the Board of Mutual, assure further progress in our program of service to advertisers, the listening public and the nation. Towards this development I shall be pleased to contribute as chairman of the Executive Committee.

The appointment of Mr. McClintock will not change the underlying principles of the Mutual network, but it will give to the Mutual network what its growth now demands, and that is the undivided attention of an able executive who will direct all of its activities under the policies laid down by the Executive Committee and the Board of Directors.

As for the next 12 months, Mutual will continue to stay on a wartime schedule while seeking to render better service to its clients of sponsored programs.

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NETWORK FACILITIES AS OF JAN. 1, 1943

MUTUAL Broadcasting System

Administrative Office
 441 N. Michigan Ave., Chicago, Ill.
 Phone, Superior 0100

New York Office
 1440 Broadway, New York, N. Y.
 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. Streibert

Executive Vice-President...Lewis Allen Weiss
 Executive Vice-President.....J. E. Campeau
 Executive Secretary-Treasurer...E. M. Antrim
 General Manager.....Fred Weber
 Sales Manager.....Edward W. Wood, Jr.
 Auditor.....Miles E. Lamphiear

Staff

Director of Advertising Promotion
 Robert A. Schmid
 Assistant Director of Advertising Promotion
 James Tyler
 Assistant Sales Manager.....John R. Latham
 Program Service Manager..Adolph J. Opfinger
 Assistant Program Service Manager
 Harold Wagner
 Publicity Director.....Lester Gottlieb
 Traffic Manager.....Andrew Poole
 Director of Special Features & Sports
 Tom Slater
 Assistant Director of Special Features & Sports
 Paul Jonas
 Sales Representative.....Sidney P. Allen
 Sales Representative.....Robert J. Smith
 Sales Representative.....Harry Trenner
 Sales Representative.....Thomas Harker
 Sales Representative.....Ade Hult
 Sales Service.....George M. Chambers
 Statistician.....Richard E. Puff

Midwestern Sales Promotion Coordinator
 Don Pontius
 London and Foreign Representative,
 John S. Steele

Branch Offices

Detroit.....Union Guardian Bldg.
 Cincinnati.....Alms Hotel
 Boston.....21 Brookline Ave.
 Cleveland.....Terminal Tower
 Los Angeles.....Don Lee Bldg.
 San Francisco.....1000 Van Ness Ave.
 England.....Coulson, Surrey

Directors

E. N. Antrim	W. E. Macfarlane
Willet Brown	Alfred J. McCosker
Hope Barroll, Jr.	John Shepard III
H. K. Carpenter	Theodore C. Streibert
Leonard Kapner	Lewis Allen Weiss
I. R. Lounsberry	

Executive Committee

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

Foreign Staff

London.....John Steele, Stanley Korman
 North Africa...Arthur Mann, John Thompson
 Cairo.....Leslie Nichols
 Sydney, Australia.....Stanley Quinn
 Honolulu.....Owen Cunningham

NATIONAL BROADCASTING COMPANY



NILES TRAMMELL

Government, and the progress of our armed forces. Because of this extensive treatment of news highlights, our people have been better informed on democracy's fight for freedom than the population of any country on the globe.

News casting Abroad

Broadcasting as we know it today, did not exist in the first World War, but with the advent of the current conflict, it had been developed to a point where it could make itself one of the vital factors in the successful prosecution of modern warfare. Since the declaration of war late in 1941, radio reporters have been present at every important military event. At the beginning of 1943, NBC alone has 25 news representatives spotted in vital foreign centers and with our advanced armed units. Never before in the history of this country, thanks to radio, have the people been apprised so promptly and accurately of events that are certain to play an important part in their future lives.

While extending the facilities to present these overseas broadcasts, NBC has maintained the high quality of its morale-building programs originating in this country.

For many years prior to the war, NBC was expanding its short wave facilities according to a definite long-range plan. New and more powerful transmitters were placed in operation to carry the American story to the far corners of the earth. At the same time, the staff of the network's international division was enlarged to handle the growing number of newscasts and messages delivered in the various languages of the countries to which the broadcasts were beamed. When all short wave facilities were leased

to the OWI and the Office of the Coordinator of Inter-American Affairs, early in November, NBC was scheduling daily programs in ten languages. Since then, this impressive coverage has been continued and in some instances extended, with NBC contributing its programming resources to aid Government agencies in providing the most effective broadcasts to our neighboring countries and Allies.

Network Expansion

NBC's service to listeners and network affiliates was greatly extended in 1942. The addition of 10 stations brought to 140 the total outlets available to NBC's clients. Twenty-nine national advertisers contracted for 125 or more NBC affiliated stations for each of their broadcasts, and the list is growing constantly. The volume of business placed with NBC in 1942 reached the highest figure in the network's history.

In successive polls of listeners' program preferences, conducted by radio publications and established survey organizations, NBC's programs have been consistent top winners. One of these surveys conducted in mid-December by C. E. Hooper, Inc., revealed that the first 11 programs were NBC and that 32 out of the first 50 were heard over NBC outlets. Comparable domination was shown in the polls and surveys carried out by RADIO DAILY, Fame, Motion Picture Daily, the Cleveland Plain Dealer, the New York World-Telegram and Crossley.

Any review of radio's contributions in 1942 to the continuance of the American way of life would be incomplete without a mention of the industry's cooperation with Government. Since the first of 1942, NBC's allocation of time to war effort programs has increased steadily, from 25 hours in January to 95 hours in November during the past year.

Radio began the year 1943 with the largest audience in its history. More receiving sets are in operation and more people are listening to their favorite programs. Plans, already under way at NBC, and by the industry in general, will key 1943 broadcasts even more closely to the needs of the people in wartime, thereby assuring the continued advance in effectiveness that has characterized the growth of the American broadcasting system.

NATIONAL BROAD

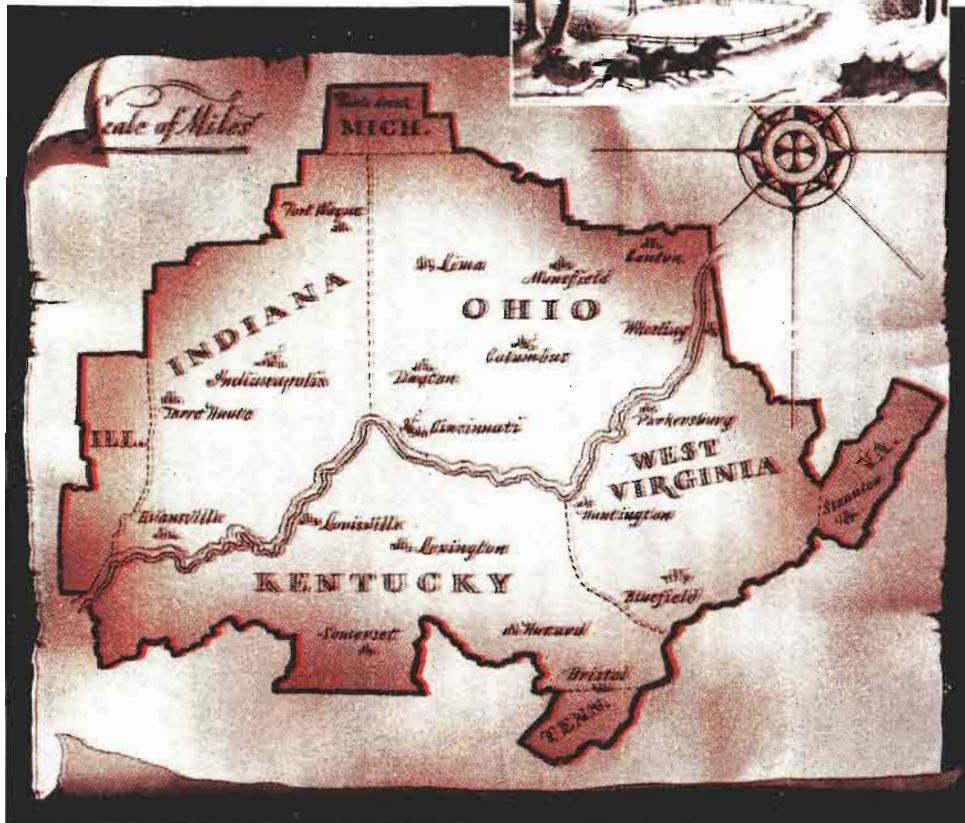


NETWORK FACILITIES AS OF JAN. 1, 1943

[illegible]

NIGHTTIME MERCHANDISE-ABLE AREA*

*This map does not define the limits of WLW coverage, which extends into portions of several additional states. It indicates the 38 markets in which advertising over WLW enjoys a high degree of merchandise-ability with the retailers and wholesalers who move your merchandise.



Here's truly one of the world's largest markets: over 12 million souls who buy more drug and food products than are sold in New York's five boroughs and the City of Chicago combined. And WLW has a weighted average of 48.7%[†] of the audience in 25 major cities of the area.

[†]Based on Hooper Mid-Winter WLW Area rating 1942; a weighted average figure which does not represent the size of our audience in any one city.

WLW

The Nation's Most Merchandise-able Station

DIVISION OF THE CROSLEY CORPORATION

NATIONAL

Broadcasting Company

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

Registered Telegraphic Address
NATBROADCAST 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, David.....Chairman of the Board
Trammell, Niles.....President
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.....Vice-President

Royal, John F.....Vice-President
Russell, Frank M.....Vice-President
Strotz, Sidney N.....Vice-President
Witmer, Roy C.....Vice-President
Horn, C. W.....Assistant Vice-President
MacDonald, John H.,
 Vice-President in charge of
 Finance and Assistant Secretary
Teichner, R. J.....Treasurer
MacConnach, Lewis.....Secretary
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 in charge of
Finance and Assistant Secretary
Morgan, Clayland T. Assistant to President
Myers, J. Robert Budget Officer

Continuity Acceptance Department

Helffrich, Stockton Editor

Controller's Department

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

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
Sheiby, R. E. Development Engineer
Wankel, F. A. Eastern Division Engineer

General Service Department

Lowell, Edward M. Manager
Caswell, Theodore D.

Manager of Office Services Division

Monahan, George Manager of Protection Division

Guest Relations Department

Rittenhouse, Paul Manager
Petersen, Victor Assistant Manager in charge
of Tour Promotion

Information Department

Dale, Albert E. Director of Information
Barnard, Anita

Manager of Correspondence Division

International Relations- Television-

New Developments

Royal John F. Vice-President In Charge

Development and Research

Horn, C. W. Assistant Vice-President In Charge
International Shortwave Department

Bate, Fred Manager

Television Department

Kersta, Noran E. Manager of Television

Legal Department

Ashby, A. L. Vice-President & General Counsel
Graham, R. H. Attorney-Hollywood
Ladner, Henry Attorney
McDonald, J. A. Attorney—Chicago
Myers, R. P. Attorney
Wright, Gordon, Zachry, Parlin & Cahill
New York & Washington Counsel

National Spot Sales Dept.

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

News & Special Events Dept.

Brooks, William Director
Mack, Lathrop Head of Special Events
McCall, Francis Manager of Operations
Schneider News Editor

Personnel Department

de la Ossa, Ernest Personnel Director

Press Department

McKay, John Manager
Bragdon, E. L. Trade Press News Editor

Program Department

Menser, Clarence L.

Vice-President in charge of Programs

Almonte, J. de Jara Night Program Manager
Belviso, Thomas H. Manager, Music Library
Black, Frank General Music Director
Brainard, Bertha

Assistant to Vice-President,

Manager of Program Sales

Chotzinoff, Samuel Manager of Music Division
Damrosch, Walter Music Counsellor
Kelly, Patrick J. Supervisor of Announcing
Knopfke, Frederick G.

Supervisor of Sound Effects

Shervey, Helen

Manager Central Booking & Business Office

Stern, William Director of Sports
Titterton, Lewis H. Manager of Script
Wright, Wynn Program Manager
O'Keefe, Lester

Manager of the Production Division

Promotion & Advertising Department

Brown, Charles B.

Director of Promotion & Advertising

Bisson, Harold E.

Manager of Promotion Production

Ecclesine, Joseph

Manager Network Sales Promotion

Kuhn, Irene Coordinator of Program Promotion
Rumple, Barry T. Manager, Research Division
Webb, W. E. General Promotion

Public Service Department

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

Director of Women's & Children's Programs

Fisher, Sterling

Assistant to Public Service Counsellor &

Director of Inter-American University of
the Air

Jordan, Max Director of Religious Broadcasts

Wagner, Jane Assistant to Manager

Radio Recording Department

Egner, C. Lloyd Vice-President in Charge
Friedheim, Robert W. Eastern Sales Manager
Hayes, Henry Business Manager
Parsons, Willis B.

Sales Promotion, Office & Assistant Sales Mgr.
Oscar C. Turner Program Director

Sales Department

Witmer, Roy C. Vice-President In Charge
Frey, George H. Sales Service Manager
Greene, F. Melville Sales Traffic Manager
Hitz, Edward R.,

Assistant To The Vice-President In Charge
Showerman, I. E. Eastern Sales Manager

Stations Departments

Hedges, William S. V-P in Charge of Stations
Woolley, Easton C. Asst. to Vice-President
in charge of Stations

Hickox, Sheldon B., Jr. Mgr. of Station Relations
Mathew, Steere Asst. Mgr., Traffic Dept.
Woodman, Harry A. Mgr., Traffic Dept.
Facilities Development & Research

Merryman, Philip I. Co-Director

Operated Stations

Station Managers

CLEVELAND, OHIO

Pribble, Vernon H., Manager, Station WTAM
DENVER, COLO.

MacPherson, James R., Manager, Station KOA
WASHINGTON, D. C.

Smith, Carlton D., Manager, Station WRC

Treasurer's Department

Teichner, R. J. Treasurer
Bloxham, William D. Purchasing Agent
Terwilliger, C. C. Mgr., Credit & Collections

WEAF

Gregory, Sherman D. Manager
Blood, Leighton H. Press Representative

Central Division—Chicago

Merchandise Mart

Phone: Superior 8300

Kopf, H. C. Vice-President and Manager
Carlson, Emmons C. Sales Promotion Manager
Chizzini, Frank Manager of Radio Recording
Livezey, Henry D. Evening Manager
Fry, Kenneth D. Director of Special Events
Golder, Frank Program Traffic Supervisor
Guilbert, Robert M.

Editor Continuity Acceptance Department

Herbuveaux, Jules Program Manager
Kaney, A. W.

Manager Stations Relations Department
Luttgens, Howard C. Central Division Engineer
McCluer, Paul Sales Manager
McDonald, J. A. Attorney
Morton, Oliver

National Spot & Local Sales Manager &
Special Sales Representatives—Westing-
house Stations

Murphy, William J. Continuity Editor
Ray, William B. Manager of Press Relations
Waller, Judith C. Director, Public Service Dept.
Whalley, John F. Business Manager

Western Division—

Hollywood

Sunset Blvd. & Vine St.

Phone: Hollywood 6161

Strotz, Sidney N. Vice-President in Charge
Berend, Frank Sales Manager
Bock, Harold Manager of Press Relations
Delleff, F. V. Auditor
Ford, Frank Sales Promotion Manager
Frost, Lewis Assistant to Vice-President
Gale, Paul Traffic Supervisor
Graham, R. H. Attorney
Hendricks, Robert Manager of Guest Relations
Pierce, Jennings Mgr. of Public Service &
Station Relations Department

Richardson, Harvey Mgr. of Recording Division
Saxton, A. H. Western Division Engineer
Seltzer, Fred C., Jr. Manager, National Spot Sales
Swallow, John Program Manager
Williams, Wendell Continuity Editor

San Francisco

Elwood, John Manager, KPO

Washington, D. C.

11th St. & New York Ave.

Phone: Republic 4000

Russell, Frank M. Vice-President in Charge
Coldenstroth, R. G. Auditor
Cooper, Donald E. Acting Engineer in Charge
Eid, Leif

In charge of News, Press & Special Events
Shawn, Fred Assistant Manager
Smith, Carleton E. Manager

Foreign Representatives

Archinard, Paul Switzerland
Richardson, Stanley England

Stations Owned and Operated by the

NATIONAL BROADCASTING COMPANY

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

★ KEYSTONE ★ Broadcasting System

Headquarters

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

Officers & Directors

PresidentMichael M. Sillerman
Vice-PresidentArthur Wolf
Vice-PresidentWilliam Wolf
Secretary-TreasurerSidney J. Wolf

Offices

New York

580 Fifth Avenue
Phone, LOngacre 3-2221

PresidentMichael M. Sillerman
Director of Station Relations....Mort Adams
Sales & Promotion Consultant....Alvin Austin
ContinuityWilva Davis
Traffic ManagerC. Roberts
Account ExecutiveAlbert F. Dykes
Account ExecutiveNoel Rhys

Chicago

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

Secretary-TreasurerSidney J. Wolfe
Accountant-Statistician...Leonard H. Davidson
Sales ManagerNaylor Rogers

Hollywood

6331 Hollywood Blvd.
Phone, HEmpstead 0460

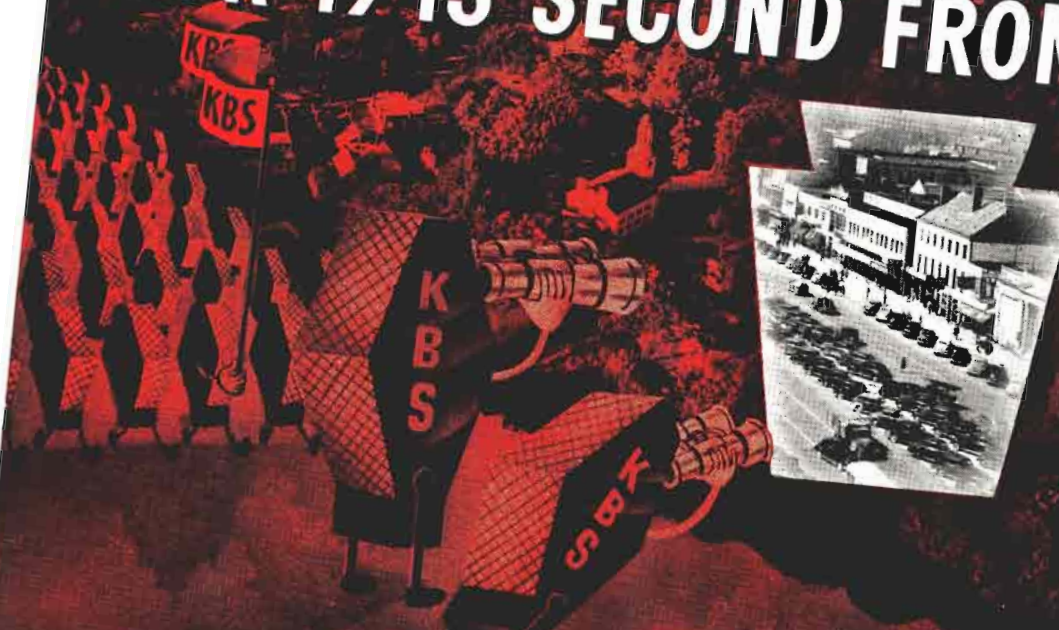
Program DirectorPegot Waring
ContinuityDean Owen
Music CopyrightsSylvia Young

Keystone Broadcasting System is a transcription network principally covering secondary 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 included 204 affiliated stations. The Network supplies its stations with 84 fully scripted sustaining shows per week filling 4 hours per day, seven days each week, to a total of twenty-eight hours per week.

This is the only national, full-sized network in the United States offering national radio advertisers the opportunity to cover the secondary markets intensively by means of electrical transcription in a single transaction.

The System offers its facilities in blocks of time from one hour down to fifteen minute periods, and also makes available spot periods of five minutes duration down to twenty-five word "chain breaks."

YOUR 1943 SECOND FRONT



KEYSTONE

Capture of K B S small-town markets now a MUST!

Here's news on the home front—as staggering as the news of the North African invasion: There's been a dynamic upheaval in American business — an entirely new sales picture. It sweepingly reverses the old one. Today the sales increase in small stores in small towns is as much as *four times greater* than the increase in the big, metropolitan cities. (Latest '42-'43 surveys prove this. They will be submitted on request.) The all-time high of farmers' spendable income — 5 billion dollars net — is one of the main reasons. *Rationing and buying at home* are other vital ones. ★ Up to now, *YOU*, the network advertiser, have been satisfied with the "laissez faire" attitude—"use the major networks and cover *all*." Now, that will no longer do. First, because you don't cover *all*. (Latest FCC surveys put 1/3 of the nation beyond dependable major wired network

coverage.) Second, because the small towns now are more active and more important than ever before. No longer can you be off-hand about small towns. Today you must take a strong, vigorous **OFFENSIVE** on that vital second front. You must cultivate the small town and small store markets — keep abreast of brand developments there — guard your consumer franchise there. Your salesmen and wholesalers can't go there personally as they could heretofore. So you've got to go there yourself, via Radio — yes, via **KEYSTONE** radio, the lowest per capita cost in broadcasting history. We'll show you the evidence — the record of performance. In the face of this nationwide sales shift you can't afford **NOT ACTING** on this — in this crucial fighting year of survival, 1943.

KEYS

204 DIRECT HITS

In America's Secondary Market

KEYTOWNS

As 1943 bows in, events have opened up a second front of broadcasting activity for America's national advertisers. This vital secondary radio market of small communities and rural trading areas is dominated by the affiliated stations of the Keystone transcription network. 204 in number, from coast-to-coast, they represent 204 direct hits in America's secondary market **KEYTOWNS**. They top the list of areas for increased spending in the general business shift of 1943. There is not a near-miss in the Keystone "air-force". They are, in practically every case, your first and only approach to these secondary market

areas. ★ For Keystone delivers radio service to the "uncovered one-third" of America—those areas shown in latest F.C.C. surveys and reports to be outside of dependable network coverage. KBS fills in the gaps in this nation-wide network coverage, helping to remove the blind spots which caused government authorities to deplore the heretofore conclusive fact that "millions of persons receive no adequate network service under existing conditions." Now Keystone has plugged these gaps in country-wide broadcasting service by its specialized coverage into secondary market areas, serving small urban

TONE



communities, their adjacent areas as well as their rich rural, and agricultural environs. ★ Check the Keystone Victory Package to capture these Key-towns. One transaction—instead of 204 separate deals—one over-all group price to carry your successful invasion into the secondary markets at mass coverage costs. Yes, by means of a grouping of facilities into a streamlined cross-country transcription system, minus the costs of lines, a new economic principle has been established in broadcasting. It enables you to cover the small towns and sparse areas at no more (and in many cases less)

than the per capita cost of covering the country's metropolitan and densely populated areas in the major markets. ★ Investigate the Keystone "Related Coverage Analysis" for a customized plan of supplementing your current station list without duplication into the virtually promotion-neglected secondary markets. Also, send for the KBS coverage map, based on an independent survey, rate card and station list. Use coupon below.

Please send the following KBS material:

- | | |
|------------------------------|-----------------|
| 1. Related Coverage Analysis | 3. Rate Card |
| 2. Coverage Map | 4. Station List |

Name

Address

City

State

KEYSTONE TRANSCRIPTION NETWORK

**SERVING 69,000,732 POPULATION or 52.4% of
the United States through 204 local Affiliated
Stations—Coast-to-Coast**

	TOTAL AREA	PRIMARY AREA	INTENSE AREA
Population	69,000,732	31,673,145	19,073,072
Radio Homes	14,248,835	6,475,986	3,732,412
Total Retail Stores	777,200	411,900	247,130
Annual Retail Sales	\$15,329,324,000	\$ 8,173,758,000	\$5,023,782,000
Total Food Stores	219,183	126,306	72,277
Annual Food Sales	\$ 3,778,070,100	\$ 2,153,500,000	\$1,227,453,000
Total General Stores	36,288	23,332	7,770
Annual General Store Sales	\$ 855,093,700	\$ 547,800,000	\$ 180,786,000
Total General Mdse. Stores	27,600	12,430	7,458
Annual General Mdse. Sales	\$ 1,997,111,100	\$ 898,700,000	\$ 539,278,000
Total Eating & Drinking Places	122,441	70,650	40,698
Annual Eating and Drinking Sales	\$ 1,108,027,500	\$ 631,575,400	\$ 359,998,000
Total Drug Stores	26,967	14,631	7,627
Annual Drug Sales	\$ 658,400,000	\$ 355,577,000	\$ 184,900,000
Annual Wages Earned	\$ 8,618,581,000	\$ 4,276,414,000	\$2,565,848,400
Farmers	16,140,913	10,660,644	6,396,386
Total Farms	5,247,300	2,361,300	1,428,879
Value of Farms*	\$28,090,410,200	\$12,740,684,600	\$7,664,410,800

Based on Walter P. Burn & Associates Survey

Sources: (a) Consumer Market Data Handbook (1940); (b) United States Census (1940); (c) Census of Business, 1941.

**U. S. farmers are more prosperous than ever before. Their over-all income for 1942 amounted to 18 billion dollars—45% over 1941—a billion more than World War I. After paying all expenses, taxes, interest, etc., the farmer will have at least 5 billion dollars—free and clear—to spend in 1943. This record-breaking farm cash income is now focused upon America's Keytowns, dominated by the KBS affiliated stations.*

Wire, write or phone for a representative to call. Let us help you launch your 1943 second front and capture the vital secondary markets.

THIS IS THE KEYSTONE BROADCASTING SYSTEM

Clip this coupon, place in envelope and mail to KBS headquarters addressed to:
580 Fifth Avenue, New York City

NEW YORK
580 Fifth Avenue
Lo. 3-2221

CHICAGO 134 No. LaSalle St.
HOLLYWOOD 6331 Hollywood Blvd.



REGIONAL NETWORKS

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; KCRI, 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

General Manager.....H. A. Safford
Business Manager.....Albert D. Johnson
KOY Commercial Manager.....J. L. Hogg
Program Director.....J. R. Williams
Chief Engineer.....R. B. Thompson
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
Sales Manager.....T. W. Gavin
Promotion Manager.....H. H. Sonnenberg
WMGF Manager.....Harry Hyett
WHLB Manager.....Greg Rouleau

STATIONS

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

REPRESENTATIVE

George P. Hollingbery Co.



Atlantic Coast Network, Inc.

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

PERSONNEL

President.....Harold A. Lafount
General Manager.....Edward Codel
Director of Promotion.....Hartley Samuels
Traffic Manager.....Sylvia Kalief

STATIONS

WNEW, New York, N. Y.; WCOP, Boston,
Mass.; WFIC, Providence, Pawtucket, R. I.;
WNBC, Hartford, Conn.; WELL, New Haven,
Conn.; WPEN, Philadelphia, Pa.; WFBR, Balti-
more, Md.; WWDC, Washington, D. C.; WJEJ,
Hagerstown, Md.; WBOC, Salisbury, Md.

BRANCH OFFICE

1000 Connecticut Ave., Washington, D. C.
Phone: NAtional 7203

Manager.....G. Bennett Larson



Blue Ridge Network

Poinsett Hotel, Greenville, S. C.
Phone: Greenville 362

PERSONNEL

Manager.....B. T. Whitmire

STATIONS

WFBC, Greenville, S. C.; WISE, Asheville,
N. C.; WOPI, Bristol, Tenn.-Va.; WKPT, Kings-
port, Tenn.

REPRESENTATIVE

Weed & Company



Central States Broadcasting System

Omaha (Nebr.): Omaha National Bank Bldg.
Phone: Jackson 7626
Lincoln (Nebr.): Hotel Lincoln
Phone: 2-3214

PERSONNEL

President.....Frank D. Throop
General Manager.....Don Searle
Sales Manager.....Arthur J. Weaver
Manager, Lincoln Office.....Jud Woods
Chief Engineer.....Mark Bullock

STATIONS

KFAB, Lincoln; KOIL, Omaha; KFOR, Lincoln.

REPRESENTATIVE

Edward Petry & Co., Inc.



Connecticut Broadcasting System

270 Atlantic St., Stamford, Conn.

Phone: Stamford 4-7575

PERSONNEL

President.....Harold H. Meyer
Secretary-Treasurer.....James T. Milne
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

Headley-Reed Co. (Atlanta, Detroit, Chicago, New York, San Francisco, Los Angeles)
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

Corn Belt Wireless Rebroadcasting Service

c/o WHO, Des Moines, Ia.

Phone: 3-7147

PERSONNEL

Vice-President.....J. O. Maland
Sales Manager.....Hale Bondurant
Program Director.....Harold Fair
Technical Supervisor.....Paul A. Loyet

STATIONS

Basic: WHO, Des Moines; WOC, Davenport; KMA, Shenandoah.

This is not a network but a service supplied by WHO, Des Moines, providing for rebroadcasting, without the use of lines, by other stations in the Middle West that can consistently pick up and rebroadcast its signal.

NATIONAL REPRESENTATIVE

Free & Peters, Inc.



Daniel Boone Regional Network

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

Phone: Dial WOPI

PERSONNEL

Traffic Manager.....W. A. Wilson
WKPT General Manager.....Jess Swicegood
WISE General Manager.....Harold Thoms

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, 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
Program Director.....Van Newkirk
Production Manager.....David Young
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, Redding; KYOS, Merced; KDON, Monterey; KIEM, Eureka; KFRE, Fresno.

Northwest (Oregon): KRRR, Roseburg; KALE, Portland; KFJL, Klamath Falls; KORE, Eugene; KOOS, Marshfield; KAST, Astoria.

Northwest (Washington): KMO, Tacoma; KIT, Yakima; KPQ, Wenatchee; KVOS, Bellingham;

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

NATIONAL REPRESENTATIVE

John Blair & Co.



Foothills Group

1000 Southam Bldg., Calgary, Alberta, Canada
Phone: R 1036

PERSONNEL

General Manager.....H. R. Carson
Manager (Calgary).....Bert Cairns
Manager (Lethbridge).....N. E. Botterill
Manager (Edmonton).....G. S. Henry
Manager (Grand Prairie).....C. L. Barry

STATIONS

CFAC, Calgary; CJOC, Lethbridge; CJCA, Edmonton; CFGP, Grande Prairie.

BRANCH OFFICES

Marquis Hotel, Lethbridge, Alberta, Canada
Phone: 3872
Birks Bldg., Edmonton, Alberta, Canada
Phone: 26131
Grande Prairie, Alberta, Canada
Phone: 153

NATIONAL REPRESENTATIVE

Weed & Co.; All-Canada Radio Facilities, Ltd.



Georgia Broadcasting System

(Selling Group; not available as a network)

P. O. Box 270, Columbus, Ga.

Phone: Columbus 2-0601

Atlanta Office: Henry Grady Bldg.

Phone Walnut 4377

PERSONNEL

Executive Manager.....J. W. Woodruff, Jr.
Sales Manager (Atlanta).....G. C. Jones, 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

General Manager (WGST).....C. H. Calhoun
General Manager (WMAZ).....E. K. Cargill
General Manager (WTOC).....W. T. Knight

STATIONS

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

REPRESENTATIVE

The Katz Agency

Golden West Network

Russ Bldg., San Francisco, Calif.

Phone: Exbrook 2093

PERSONNEL

President.....Eleanor McClatchy
Manager.....David H. Sandeberg

STATIONS

KFBK, Sacramento; KSFO, San Francisco; KWG, Stockton; KMJ, Fresno; KERN, Bakersfield; KMPC, Los Angeles; KFSD, San Diego; KFOX, Long Beach; KTMS, Santa Barbara; KXO, El Centro; KPRO, Riverside; KOH, Reno, Nev.

REPRESENTATIVE

Paul H. Raymer Co.



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

Ray Linton (KFBI); Owen Balch (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

Medical Arts Bldg., Fort Worth, Texas

Phone: 3-1234

PERSONNEL

Managing Director.....James W. Pate
Operating Committee.....Harold V. Hough,
Chairman; O. L. Taylor, Tilford Jones.

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.



Mason-Dixon Radio Group

8 W. King St., Lancaster, Pa.

Phone 5252

PERSONNEL

General Manager.....Clair R. McCollough
Sales Manager.....J. Robert Gulick
Promotion-Traffic Manager,

Paul O. Rodenhauer

Technical Director.....J. E. Mathiot

STATIONS

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

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, Jackson; WELL, Battle Creek; WOOD-WASH, Grand Rapids.

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.



Mutual-Intermountain Network

c/o KLO, Ogden, Utah

Phone: 5721

PERSONNEL

General Manager.....George C. Hatch
KOVO Manager.....Arch Madsen
KEUB Manager.....Jack Richards
Advertising-Promotion Manager...Louis Haller
Public Relations Director.....Arthur Gaeth
Production Manager.....Jack Riaska
Chief Engineer.....W. D'Orr Cozzens

STATIONS

KLO, Ogden-Salt Lake City; KOVO, Provo; KEUB, Price; KSUB, Cedar City (part-time).

BRANCH OFFICES

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

Phone: 5-2831

In Charge.....Louis Haller

REPRESENTATIVE

Joseph Hershey McGillvra, Inc.



New England Regional Network

26 Grove St., Hartford, Conn.

Phone: Hartford 2-3181

PERSONNEL

Chairman.....Paul W. Morency

STATIONS

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

REPRESENTATIVE

Weed & Company

North Central Broadcasting System, Inc.

Commodore Hotel, St. Paul, Minn.

Phone: Dale 6595

PERSONNEL

President-General Manager....John W. Boler
Vice-President.....Howard S. Johnson
Secretary.....E. Iverson
Production Manager.....Donn Clayton

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.; KILQ, Grand Forks, N. D.; KSJB, Jamestown, N. D.; KLPB, Minot, N. D.; KABR, Aberdeen, S. D.; WATW, Ashland, Wisc.; WEAU, Eau Claire, Wisc.; WDSM, Superior, Wisc.

BRANCH OFFICE

La Salle-Wicker Bldg. Chicago, Ill.



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 (CJKKL).....A. Rogerson
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 OFFICE

307 Victory Bldg., Toronto, Ont., Canada
Manager.....R. Leslie
310 Keefer Bldg., Montreal, Que., Canada
Manager.....H. G. Burley



Northland Network

c/o Radio Station WDGY, Minneapolis, Minn.
Phone: Bridgeport 7777; Midway 6363

PERSONNEL

Commercial Manager (WDGY)...Lee L. Whiting
Commercial Manager (WDSM)...R. D. Kennedy

STATIONS

WDSM, Duluth-Superior, Wisc.; WDGY, Minneapolis, Minn.

NATIONAL REPRESENTATIVE

William G. Rambeau Co.

Northwest 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, Minn. (Key station); WEBC,
Duluth, Minn.; KYSM, Mankato, Minn.; WMFG,
Hibbing, Minn.; WHLB, Virginia, Minn.; KROC,
Rochester, Minn.; KFAM, St. Cloud, Minn.;
KFYR, Bismarck, N. D.; WDAY, Fargo, N. D.;
WEAU, Eau Claire, Wisc.

NATIONAL REPRESENTATIVE

Edward Petry & Co.



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

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

NATIONAL REPRESENTATIVE

Free & Peters, Inc.



The Oklahoma Network

2004 Ramsey Tower, Oklahoma City, Okla.
Phone: 3-8352

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 Corp.



Pacific Broadcasting Co.

914 Broadway, Tacoma, 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; KFJL, Klamath
Falls; KOOS, Marshfield; KRNK, Roseburg;
KORE, Eugene; KAST, Astoria; KWIL, Albany.
Washington: KGY, Olympia; KEKA, Centra-
lia; KIT, Yakima; KMO, Tacoma; KOL, Seattle;
KFIO, Spokane; KRKO, Everett; KXRO, Aber-
deen; KWLK, Longview.
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, Johns-
town; WKST, New Castle; KDKA, Pittsburgh;
WJAS, Pittsburgh; KQV, Pittsburgh; WCAE,
Pittsburgh; WRAW, Reading; WARM, Scrant-
on; WGBl, 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

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, Wil-
liamsport; 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, Ags.; XELY, Aguascalientes, Ags.; 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.; XEFL, 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.; XERI, Mazatlán, Sin.; XEME, Mérida, Yuc.; XEFC, Mérida, Yuc.; XEDW, Minatitlán, Ver.; XEL, Morelia, Mich.; XELQ, Morelia, Mich.; XEFB, Monterrey, N. L.; XEMR, Monterrey, N. L.; XEGL, Navajoa, 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.; XEIL, 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

STATIONS

WMC, Memphis, Tenn.; WJDX, Jackson, Miss.; WSMB, New Orleans, La.; KARK, Little Rock, Ark.; KWKH, Shreveport, La.; KTBS, Shreveport, La.

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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

The Foreman Company

The Southern Network, Inc.

Radio Bldg., Walnut & Short Sts.
Lexington, Ky.
Phone 1721

PERSONNEL

President.....Gilmore N. Nunn
Vice-President.....J. Lindsay Nunn
Secretary-Treasurer.....Warren G. Davis
Production Manager.....Ted Grizzard
Chief Engineer.....Sanford Helt
Manager (WKRC).....Hulbert Taft, Jr.
Manager (WGRC).....S. A. Cisler
Manager (WSIX).....Jack M. Draughon
Manager (WCMI).....Warren G. Davis
Manager (WLAP).....Ted Grizzard

STATIONS

WLAP, Lexington, Ky.; WCMI, Ashland, Ky. (Huntington, W. Va.); WGRC, New Albany, Ind. (Louisville, Ky.); WSIX, Nashville, Tenn.; WKRC, Cincinnati, Ohio.

REPRESENTATIVE

Burn-Smith Co., Inc.

★

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; WBAP, Fort Worth; WOAI, San Antonio; KPRC, Houston.

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.....L. L. Graham
Merchandising Director.....L. R. Duffy
Program Director.....George Erwin
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.

REGIONAL NETWORKS

Tri-City Stations of Virginia

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

PERSONNEL

Manager.....Philip P. Allen
Program Director.....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
Comptroller.....P. E. Evans
Sales Manager.....Marshall Rosene
Promotion Manager.....Jeanne Sprague
Program Director.....William J. Adams
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
Program Director.....Bert Mulroy

STATIONS

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

BRANCH OFFICES

333 N. Michigan Ave., Chicago, Ill.
Phone: RANDolph 6225
19 West 44th St., New York, N. Y.
Phone: VANDerbilt 6-5080



The Yankee Network

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

PERSONNEL

Chairman of Board-General Manager
John Shepard 3rd
President.....William O'Neil

Executive Vice-President.....Linus Travers
Vice-President.....Robert T. Bartley
Controller.....Robert P. Ide
Assistant Controller.....Harold F. Wright
Station and Sales Relations.....Gerald Harrison
Sales Executive.....William H. Eynon
Editor, Yankee Network News Service.

Robert Myers

Director of Merchandising and Promotion,

James S. Powers

Director of Merchandising,

Carleton C. McVarish

Director of Publicity.....Gertrude Lanza

Director of Special Events.....Fred McLaughlin

Chief Engineer.....Irving Robinson

Program Director.....Eleanor Geer

Production Director.....George Steffy

EXECUTIVE COMMITTEE

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

BOARD OF DIRECTORS

William O'Neil; Loren Angus McQueen; Samuel Smith Poor; James W. Haggerty; John Shepard 4th; Henry Linus Travers.

STATIONS

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

BRANCH OFFICES

604 State Mutual Bldg., Worcester, Mass.
Phone: Worcester 6-1411

Sales Manager.....Mrs. Dorothy B. Robinson
Crown Hotel, Providence, R. I.

Phone: DEXter 1500

WEAN Manager.....Malcolm S. Parker
Hotel Stratfield, Bridgeport, Conn.

Phone: Bridgeport 6-1121

WICC Manager.....Joseph Lopez

NATIONAL REPRESENTATIVE

Edward Petry & Co., Inc.



Z Net

P. O. Box 1956, Butte, Montana
Phone: 22-344

PERSONNEL

Manager.....E. B. Craney

STATIONS

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

NATIONAL REPRESENTATIVE

The Walker Co.