



NETWORKS



National
Regional

The 3-time leader
... twice!

For the second consecutive year, Columbia continues its leadership *in all three major phases* of network advertising:

*Columbia, in 1937, carried the greatest dollar-volume of advertising of any network in the history of radio.**

*Columbia, in 1937, was the choice of more of the country's leading advertisers than any other network.***

*Columbia, in 1937, continued as the world's largest radio network.****

This record, of course, is not Columbia's alone. It was made by the most careful buyers of advertising in the world—who increased their average expenditure for Columbia Network facilities this year over last by 25.9%.

*.And did so last year.

**And has been for four consecutive years.

***And has been for five consecutive years.

*In the detailed record of these CBS advertisers is the answer to every basic question you can ask about radio advertising: Does radio sell *slow* turn-over products? Does radio sell *quick* turn-over products? Is the *institutional* campaign effective on the air? Must it be a ‘*big*’ radio program to be successful? The answers to these questions at Columbia are not theoretical or academic. They are written by the advertisers themselves; advertisers who, in a *single* medium, bring everything to the nation—from banking to beans; bread to abrasives; cigars, cigarettes, candy and cars!*

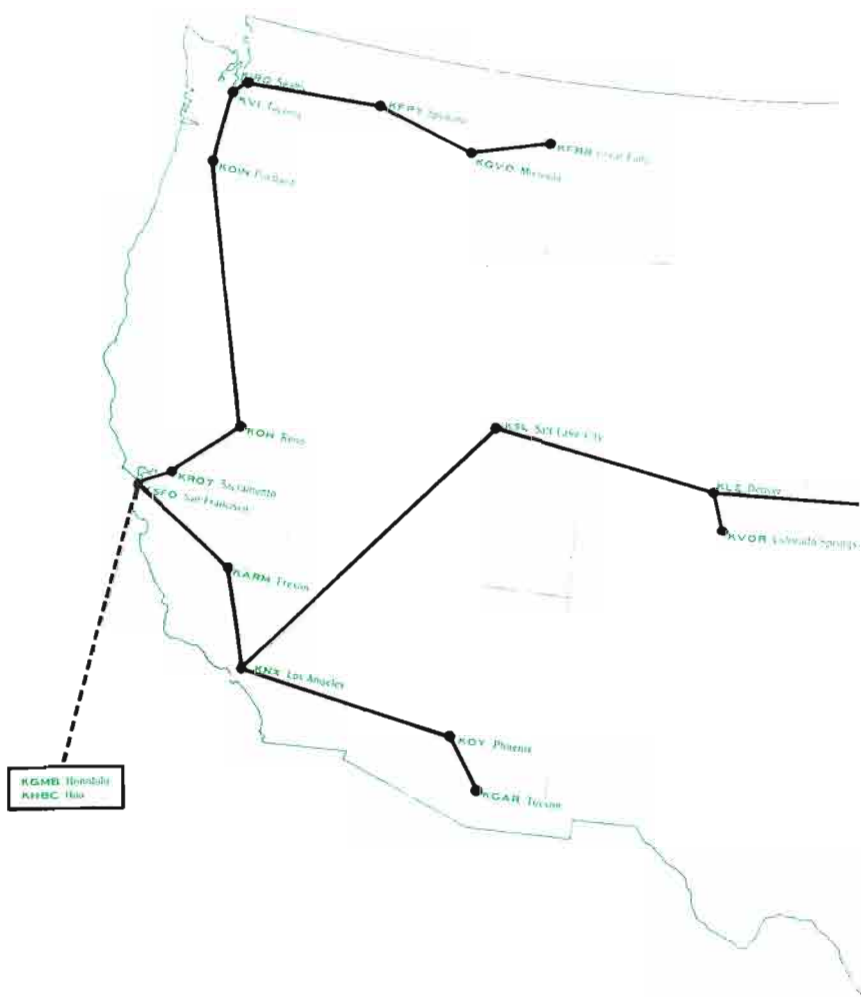
But this record tells less than half the story!

Throughout the year, some 22,475 Columbia programs were broadcast to the nation. Less than half of these were sponsored. The rest were programs ‘*by Columbia*’—produced by the network in the living and challenging fields of Public Affairs, Education, Serious Music, Religion, Special Events and Sports. These programs round out the schedule of the world’s largest network, bringing the world’s *voice* home to the nation every day of the year—wherever home may be.

The COLUMBIA
Broadcasting System



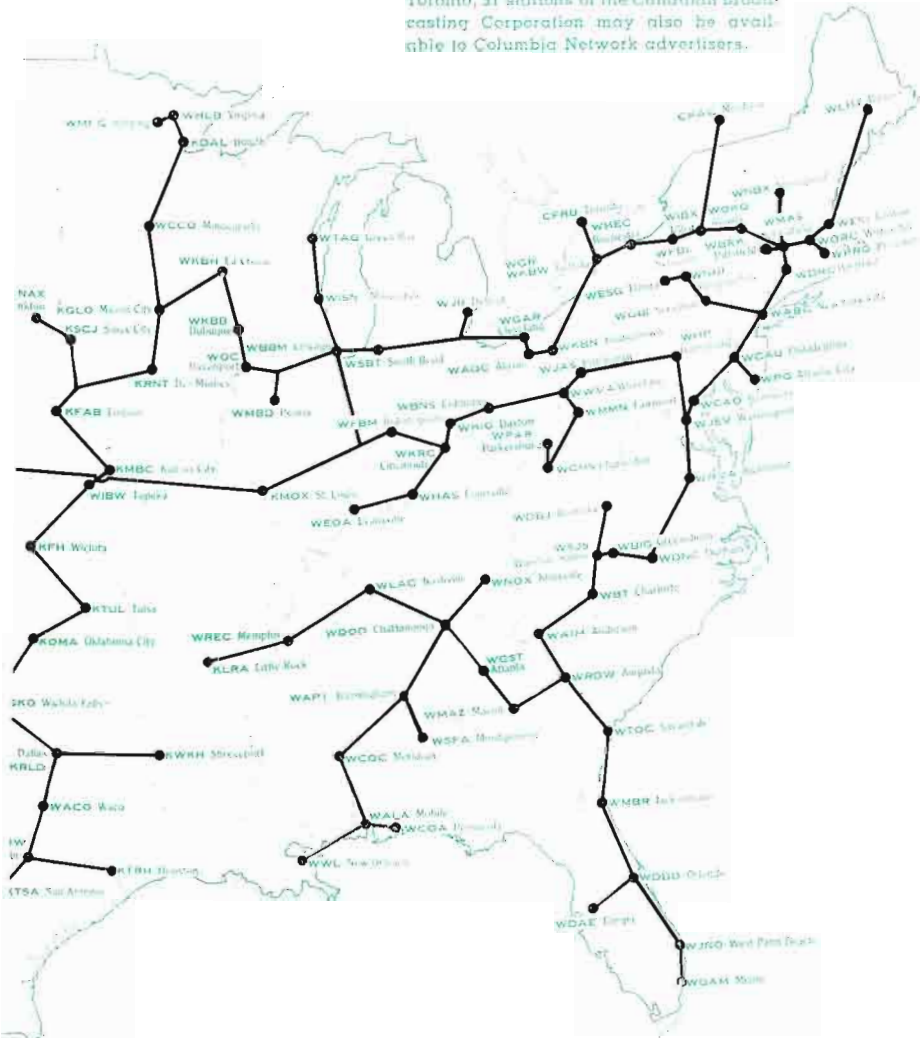
COLUMBIA BROADCASTING SYSTEM



*The World's Largest Radio Network**
115 stations in 114 cities

CASTING SYSTEM

In addition to CKAC, Montreal and CFRB, Toronto, 31 stations of the Canadian Broadcasting Corporation may also be available to Columbia Network advertisers.



COLUMBIA BROADCASTING SYSTEM

BOARD OF DIRECTORS

William S. Paley
Leon Levy
Jerome H. Louchheim
Samuel Paley
Jacob Paley
Ralph F. Colin
Edward Klauber

Prescott S. Bush
Herbert Bayard Swope
Isaac D. Levy
J. A. W. Iglehart
Dorsay Richardson
Mefford R. Runyon
Paul W. Kesten

OFFICERS

William S. Paley..... President
Edward Klauber..... Executive Vice-President
Paul W. Kesten..... Vice-President (Television and Public Relations)
M. R. Runyon..... Vice-President and Director
Lawrence W. Lowman..... Vice-President in Charge of Operations
H. K. Boice..... Vice-President in Charge of Sales
H. V. Akerberg..... Vice-President in Charge of Station Relations
Sam Pickard..... Vice-President
W. B. Lewis..... Vice-President in Charge of Programs
Frank K. White..... Treasurer
F. A. Willis..... Assistant to the President
Samuel R. Dean..... Assistant Treasurer
James M. Seward..... Assistant Treasurer
Jos. H. Ream..... General Attorney
William C. Gittinger..... Sales Manager

William H. Ensign..... Assistant Sales Manager
B. J. Prockter..... Manager of Sales Service
Victor M. Ratner,
 Director of Sales Promotion Department
J. J. Karol..... Director of Research
Frank N. Stanton..... Manager of Research Division
J. K. Churchill..... Chief Statistician
John S. Carlile..... Production Manager
J. G. Gude..... Station Relations Manager
Hugh A. Cowham..... Commercial Engineer
Edwin King Cohan,
 Director of General Engineering
A. B. Chamberlain..... Chief Engineer
Peter G. Goldmark..... Television Director
Luther Reid..... Acting Director of Publicity
Jos. McElliott..... Manager of Photographic Division
Douglas Coulter..... Assistant Director of Broadcasts
Gerald Maulsby,
 Assistant Director of Program Operations
Max Wylie..... Director of Script Division
Paul W. White,
 Director of Public Events & Special Features
Davidson Taylor..... Director of Music Division
Jan Schimek..... Director of Copyright Division

Julius Mattfeld..... Music Librarian
Sterling Fisher..... Director of Radio Talks
Leonard H. Hole..... Director of Program Service
Harriet Hess..... Manager of Typing Division
Agnes Law..... Manager of Program Reference File
H. I. Rosenthal..... Manager Columbia Artists, Inc.
Walter R. Pierson,
 Manager of Sound Effects Division
Gilson B. Gray..... Commercial Editor
Jos. H. Burgess, Jr..... Personnel Manager
Albert H. Bryant..... Manager of Mail and Files
John E. Forsander..... Purchasing Agent
C. C. Boydston..... Chief Accountant
Arthur S. Padgett..... Chief Auditor
J. Kelly Smith..... Manager of Radio Sales
A. E. Joscelyn,
 Eastern Sales Manager Radio Sales
I. S. Becker,
 Business Manager of Columbia Artists, Inc.
G. Stanley McAllister,
 Manager of Construction and Building
 Operations
Henry Grossman,
 Eastern Division Operations Engineer

Chicago

H. Leslie Atlass,
Vice-President in Charge of Western
Territory
J. L. Van Volkenburg... Assistant to Mr. Atlass
J. J. King... Assistant to Mr. Atlass
L. F. Erikson... Western Sales Manager
Harry Mason Smith... Chicago Sales Manager
Paul S. Wilson... Chicago Radio Sales Manager
Robert N. Brown... Program Director
J. Oren Weaver... News Editor
Frank B. Falknor... Chief Engineer
Frank Rand... Publicity Director
Wayde Grinstead... Sales Promotion Manager
Robert Hafter... Production Manager
J. V. McLoughlin... Assistant Treasurer
Urban Johnson... Sound Effects Manager

Washington

Harry C. Butcher,
Vice-President in Charge of CBS Wash. Office
Paul A. Porter... Attorney
A. D. Willard, Jr.,
Sales Manager and Station Manager WJSV
Frederick A. Long... Program Director
Clyde Hunt... Chief Engineer
Ann Gillis... Publicity Director
Harry R. Crow... Assistant Treasurer

Cincinnati

John McCormick... Manager of Station WKRC
Wm. J. Williamson,
Sales Manager of Station WKRC
Ruth Reeves Lyons... Program Director
Frank Dieringer... Chief Engineer
Margaret Maloney... Publicity Director

Charlotte

William A. Schudt, Jr., Manager of Station WBT
Royal E. Penny... Sales Manager of Station WBT
Chas. H. Crutchfield... Program Director
James Beloungy... Chief Engineer
Sam Justice... Publicity Director
Robert W. Carpenter... Accountant

Minneapolis

Earl H. Gammons... Manager of Station WCCO
K. W. Husted,
Sales Manager and Assistant Station Manager
Carl Burkland... Assistant Sales Manager
Hayle C. Cavanor... Program Director
Alvin B. Sheehan... Manager of Artists Bureau
H. S. McCartney... Chief Engineer
Max K. Schiffman... Production Manager
Ruth M. Brinley... Accountant
K. C. Titus... Office Manager

St. Louis

Merle S. Jones... Manager of Station KMOX
K. W. Church... Sales Manager
C. G. Renier... Program Director
G. L. Tevis... Chief Engineer
Jerry Hoekstra... Publicity Director
James S. Johnson... Sales Promotion Director
R. S. Gillingham... Accountant

Hollywood

D. W. Thornburgh,
Vice-President in Charge of CBS Pacific Office
and Manager of KNX
John M. Dolph... Assistant to Vice-President
Harry W. Witt... Sales Manager, Los Angeles
Henry M. Jackson... Sales Manager, San Francisco
Charles Vanda... Program Director
Russ Johnston... Continuity Chief
Fox Chase... Director of Special Events
Foster Goss... News Editor
Lester Bowman,
Western Division Operations Engineer
Edwin H. Buckalew,
Director of Sales Promotion, Los Angeles
Edith S. Todesca... Production Manager
Alan Cormack... Traffic Manager
Alfred Span... Sound Effects Manager
C. A. Carlson... Accountant

Boston

Harold E. Fellows... Manager of Station WEEI
Lewis S. Whitcomb,
Publicity Director and Assistant Station Mgr.
H. Roy Marks... Sales Manager
Arthur F. Edes... Program Director
Philip K. Baldwin... Chief Engineer
George R. Dunham, Jr.,
Director of Sales Promotion
Lloyd G. del Castillo,
Chief of Production and Musical Director
John J. Murray... Accountant

Detroit

Webster H. Taylor... Sales Manager
Herbert A. Carlborg... Radio Sales Manager

London

E. R. Murrow... European Director

Vienna

William L. Shirer,
Central European Representative

PROGRAM POLICIES OF THE COLUMBIA BROADCASTING SYSTEM

A Statement to the Public, to Advertisers And to Advertising Agencies

As radio broadcasting expands its audience and augments its influence, there devolves upon the broadcaster and the program sponsor an ever greater responsibility.

Similarly, as radio continues to become a more intimate force in the lives of people, they tend to be more sensitive to broadcasting they like and to broadcasting they do not like. It is incumbent upon the broadcaster constantly to examine general policy so as to assure steady progress in building and holding radio's audience. Such watchfulness serves the interests of the audience, of the advertiser, and of the broadcasting companies alike.

The Columbia Broadcasting System has given particular consideration to recent trends in two general types of commercial program: those which are designed for children, and those involving unpleasant discussions of bodily functions, bodily symptoms, or other matters which similarly infringe on good taste. In addition, as a result of expressed public interest, careful study has been given to the amount of time that should be used by sponsors for their advertising messages.

CHILDREN'S PROGRAMS

Wide variations in viewpoint exist among parents as to programs which they regard as suitable for their children to hear, and similar differences exist between parents and children. The same divergence of opinion is frequently found among authorities.

Commercial sponsors of broadcasts addressed to children are devoting great effort and much money to creating programs that merit the approval both of child and parent. It is also true that there have been instances of poor judgment and careless execution. To eliminate such faults would be gratifying to all those who feel a deep responsibility for the rearing and education of impressionable youth.

The Columbia Broadcasting System has no thought of setting itself up as an arbiter of what is proper for children to hear; but it does have an editorial responsibility to the community, in the interpretation of public wish

and sentiment, which cannot be waived.

In accordance with this responsibility we list some specific themes and dramatic treatments which are not to be permitted in broadcasts for children.

The exalting, as modern heroes, of gangsters, criminals and racketeers will not be allowed.

Disrespect for either parental or other proper authority must not be glorified or encouraged.

Cruelty, greed, and selfishness must not be presented as worthy motivations.

Programs that arouse harmful nervous reactions in the child must not be presented.

Conceit, smugness, or an unwarranted sense of superiority over others less fortunate may not be presented as laudable.

Recklessness and abandon must not be falsely identified with a healthy spirit of adventure.

Unfair exploitation of others for personal gain must not be made praiseworthy.

Dishonesty and deceit are not to be made appealing or attractive to the child.

We realize that distinctions in aesthetic values and feeling which may be wholly obvious between two given treatments of dramatic material cannot

always be easily specified in words. Thus, for instance, it is not easy to capture in definition the fine distinctions between the pure fantasy which comprises some of the world's greatest literature for children, and the fantastic distortion of realities which is unsuitable for a youthful audience. None the less, the differences between these forms of entertainment become rather obvious when the two are compared side by side.

A program for children of elementary school age should offer entertainment of a moral character in the widest social sense. It should not obtain its entertainment value at the cost of distorting ethical and social relationships in a manner prejudicial to sound character development and emotional welfare.

In general, it is worth noting that the literature for children which continues to find their favor through many generations offers heroes worthy of the child's ready impulse to hero worship, and of his imitative urge to pattern himself after the hero model. Such literature, whether created 100 years ago or written today, succeeds in inspiring the child to socially useful and laudable ideals such as generosity, industry, kindness and respect for authority; it opens doors into wide worlds that may be reality or fantasy, but are in neither event ugly or repellent in aspect; it serves, in effect, as a useful adjunct to that education which the growing and impressionable child is absorbing during every moment of its waking day.

It is our hope and purpose to stimulate the creation of a better standard in children's programs than has yet been achieved.

ADVERTISING WHICH DISCUSSES INTERNAL BODILY FUNCTIONS, SYMPTOMS, ETC.

The Columbia Broadcasting System has concluded, after serious consideration, to permit no broadcasting for any product which describes graphically or repellently any internal bodily functions, symptomatic results of internal disturbances, or matters which are gen-

erally not considered acceptable topics in social groups.

This policy will specifically exclude from the Columbia Network not only all advertising of laxatives as such, but the advertising of any laxative properties in any other product. It will further exclude the discussion of depilatories, deodorants, and other broadcasting which, by its nature, presents questions of good taste in connection with radio listening.

Many programs containing such advertising in the past have offered entertainment of great merit, judged by the strictest standards.

On the other hand, many people prefer not to hear such advertising over the radio, regardless of the excellence of the program. The reason for this viewpoint is obvious: radio broadcasting is heard by mixed and assorted groups of all kinds, in the home, in restaurants, and in public meeting places. In certain groups a listener may find it distasteful to hear a discussion of some subject which under other circumstances he finds wholly fitting and proper.

Similarly, we realize that the personal and often intimate quality of the human voice, radio's medium of presenting its sponsors' messages, forbids discussing subjects on the air in a manner which might be wholly acceptable when read in type.

COMMERCIAL ANNOUNCEMENTS

In the last several years advertisers and agencies have themselves been responsible, in many instances, for the discovery that brief and skillful handling of the commercial announcement—rather than obviously excessive and insistent sales talk—creates effective response and universal commendation and good will.

The Columbia Broadcasting System recognizes, with many advertisers and with the public, the desirability of avoiding advertising announcements that are too lengthy or too frequent.

As a result, numerous advertisers have condensed their sales announce-

ments to a marked extent, to their own satisfaction and the demonstrated approval of the listening audience.

EVENING PROGRAMS

A maximum of 10 per cent of the total broadcasting period may be devoted to the sponsor's commercial announcements, including contests and offers, on programs broadcast after 6:00 P.M. This applies to all full-hour programs, three-quarter hour programs, and half-hour programs. A single exception to the 10 per cent ratio will be made on quarter-hour programs, on which an additional allowance not to exceed 40 seconds will be made in recognition of the fact that the short program necessarily requires as much time as the longer one for routine identification announcements.

The following table shows, in minutes and seconds, the maximum amount of commercial talk which will be permitted, under these limits, on programs of various lengths broadcast after 6:00 P.M.:

Full-hour programs:

All commercial announcements not to total more than
6 minutes

Three-quarter hour programs:

All commercial announcements not to total more than
4 minutes 30 seconds

Half-hour programs:

All commercial announcements not to total more than
3 minutes

Quarter-hour programs:

All commercial announcements not to total more than
2 minutes 10 seconds

Unpleasantly rapid delivery of the sales message, to effect a crowding of excessive material into the period allowed for the commercial announcement, will not be permitted.

DAYTIME PROGRAMS

The Columbia Broadcasting System has decided on a lesser curtailment of the amount of advertising in daytime

programs for a number of reasons. Programs broadcast during the morning and afternoon hours serve vast numbers of women as a medium of useful information. Many of these programs are educative in both cultural and practical fields. Many of them offer valuable help in solving household economic problems, discussion of which requires more detailed statement of the sponsor's service or product. To deprive the daytime listener of such discussion would subtract from the broad usefulness of radio broadcasting.

Sponsored programs in the daytime will accordingly be allowed a maximum of 15 per cent of the total broadcast period for commercial announcements, with an additional 40 seconds on the quarter-hour program.

PUBLIC ACCEPTANCE

We are satisfied that the best thought of many leading advertisers as well as of the broadcasting industry is reflected in these policies. They set higher standards than broadcasting has attempted before.

We have adopted them after years of experience and careful consideration of every aspect of the problems involved. For these new policies, we ask the full cooperation of the public, the advertiser and the broadcasting industry.

BASIC ADVERTISING POLICIES

The three important new policies set forth in the foregoing statement represent an extension of basic Columbia policies with which advertisers and advertising agencies have long been familiar, and which have served to maintain commercial broadcasting on the Columbia Network on a high ethical plane. These basic points of policy, most of which have been in effect since the inception of the Columbia Network, are here re-stated:

1. No false or unwarranted claims for any product or service.
2. No infringements of another advertiser's rights through plagiarism or unfair imitation of either program idea or copy.

3. No disparagement of competitors or competitive goods.
4. No lottery or "drawing contest." No contest of any kind in which the public is unfairly treated.
5. No programs or announcements that are slanderous, obscene, or profane, either in theme or in treatment.
6. No ambiguous statements that may be misleading to the listening audience.
7. Not more than two price mentions on a 15-minute program. Not more than three price mentions on a half-hour program. Not more than five price mentions on a full-hour program.
8. No advertising matter, or announcements, or programs which may, in the opinion of the System, be injurious or prejudicial to the interests of the public, the Columbia Broadcasting System, or honest advertising and reputable business in general.
9. No appeals for funds.
10. No testimonials which cannot be authenticated.
11. No continuity which describes repellantly any internal bodily functions or symptomatic results of internal disturbances, and no reference to matters which are not considered acceptable topics in social groups.
12. No use of broadcasting time except for direct or indirect advertising of goods or services.
13. No advertising matter, or announcements, or programs which may, in the opinion of the System, be injurious or prejudicial to the interests of the public, the System and/or its affiliated stations, or honest advertising and reputable business in general.

The System may waive any of the foregoing regulations in specific instances if, in its opinion, good broadcasting in the public interest is served.

In any case where questions of policy or interpretation arise, the Agency should submit the same to the System for decision before making any commitments in connection therewith.



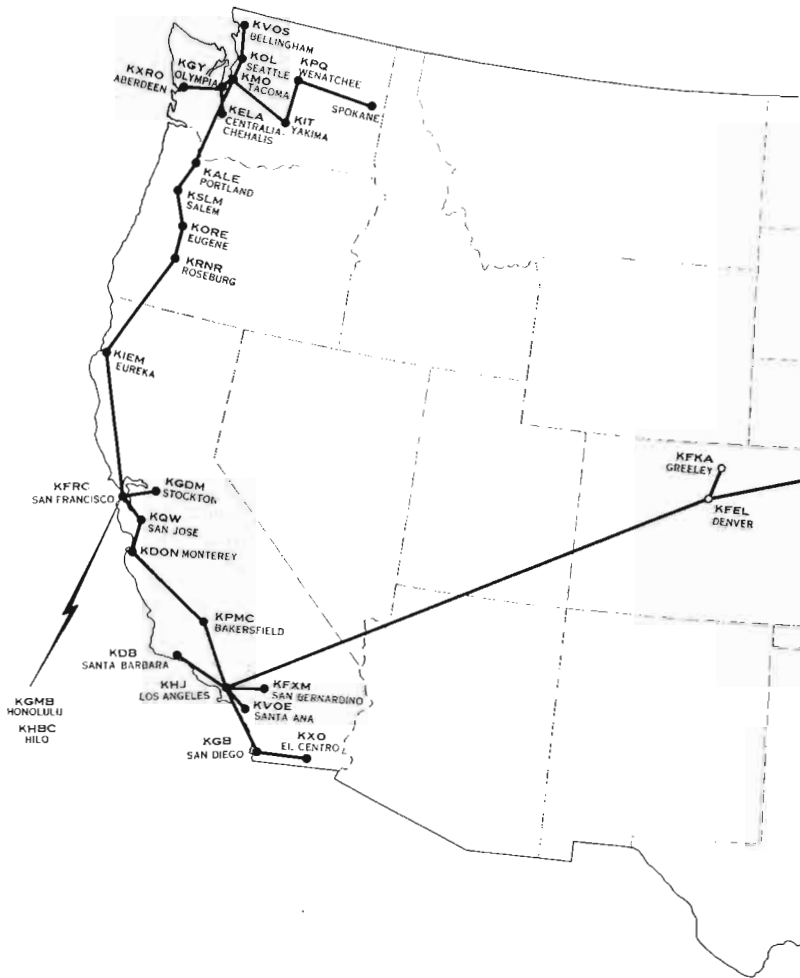
Stations Owned and Operated, or Leased by the

COLUMBIA BROADCASTING SYSTEM

| | | |
|------|------------------|--|
| WABC | New York | Owned and operated by CBS. |
| WBBM | Chicago | Owned and operated by CBS. |
| WBT | Charlotte, N. C. | Owned and operated by CBS. |
| WCCO | Minneapolis | Owned and operated by CBS. |
| WJSV | Washington | Owned and operated by CBS. |
| WKRC | Cincinnati | Owned and operated by CBS. |
| KMOX | St. Louis | Owned and operated by CBS. |
| KNX | Los Angeles | Owned and operated by CBS. |
| WEEL | Boston | Owned by Edison Illuminating Co. Leased and managed by CBS. |

CBS also has an FCC application pending to lease KSFO, San Francisco.

MUTUAL BROADCASTING SYSTEM

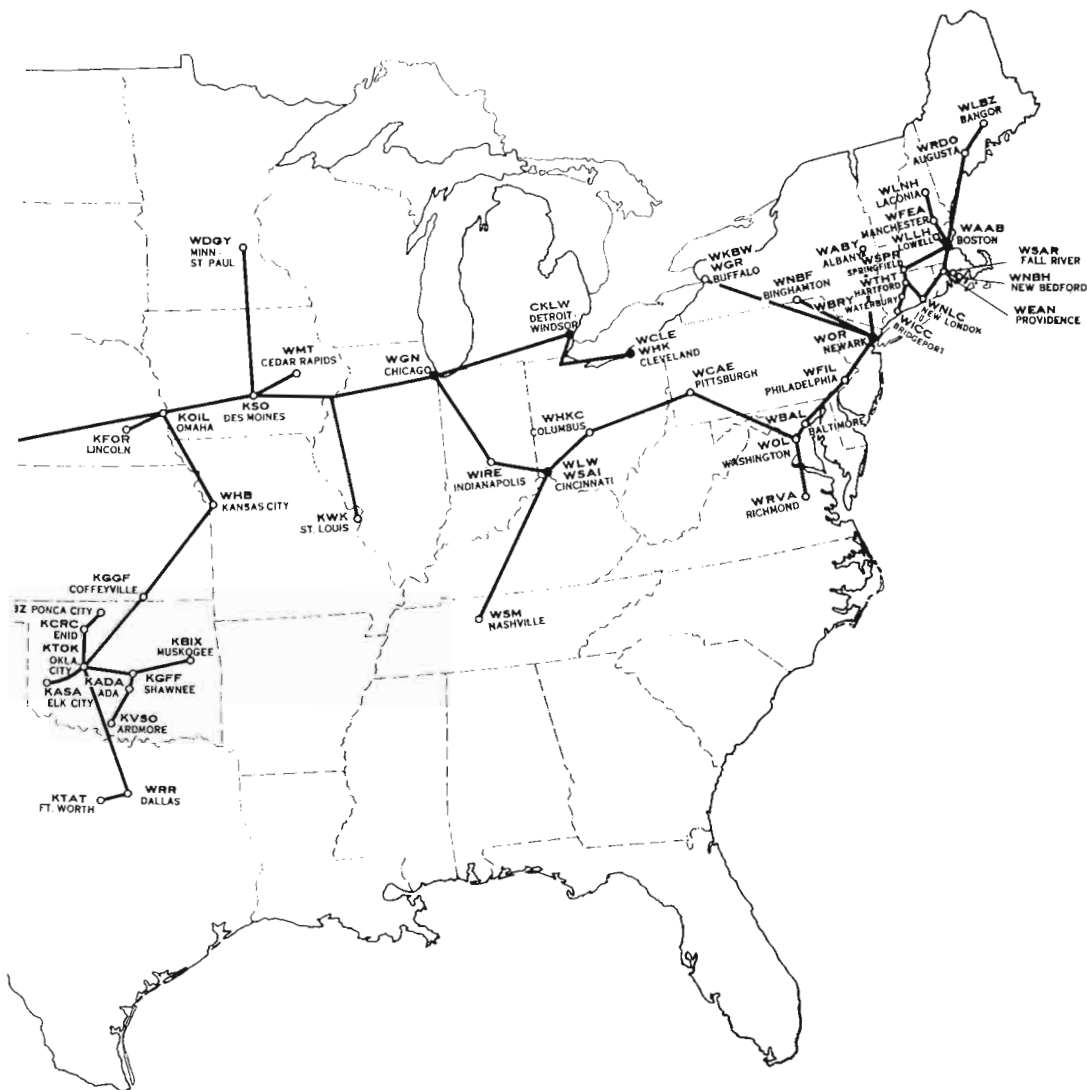


NETWORK FACILITIES AS OF JAN 1st 1938

○ AFFILIATED STATIONS

● BASIC STATIONS

CASTING SYSTEM



The Third Market in the West

Interior California's millions in retail sales can be successfully reached by radio only through the use of the McClatchy Broadcasting Company stations. Available as part of the National Broadcasting Company Red or Blue Networks, and the California Radio System.

Mc Clatchy Broadcasting Company

Sacramento, Calif.

KFBK

Sacramento
10,000 watts

KMJ

Fresno
1,000 watts

KERN

Bakersfield
100 watts

KWG

Stockton
100 watts

The California Radio System

MUTUAL BROADCASTING SYSTEM

OFFICERS

Chairman of Board of Directors,
Alfred J. McCosker
President.....W. E. Macfarlane
Vice-President.....Theodore C. Streibert
Executive Secretary.....E. M. Antrim
Treasurer.....E. M. Antrim
General Manager.....Fred Weber
Auditor.....Miles E. Lamphiear
Legal Advisor.....Keith Masters
Publicity Coordinator.....Lester Gottlieb
Program Coordinator.....Adolph Opfinger
Traffic Manager.....Andrew Poole
Sales Promotion Manager.....Robert A. Schmid

London and European Representative,
John S. Steele

OFFICES

Administrative Office...Chicago, Tribune Tower

Branch Offices

New York.....1440 Broadway
Detroit.....Union Guardian Bldg.
Cincinnati.....Union Central Life Bldg.
Boston.....21 Brookline Ave.
Cleveland.....Terminal Tower
Los Angeles.....Don Lee Bldg.
England.....Coulsdon, Surrey

Policies and Facilities for Origination and Production

Programs

The Program Building Services of Individual Mutual Stations are made available to Mutual advertisers—either as sources of program ideas, as planners and producers of complete radio features, or in an advisory capacity.

Originations

Origination of programs in New York, Cincinnati, Chicago, Cleveland, Detroit, Boston, Hollywood, Los Angeles and San Francisco without wire charge. Nominal line cost for commercial programs originating from other Mutual stations.

The Mutual-WOR Playhouse in New York, the newly constructed WGN Studio No. 1 in Chicago and the Mutual-Don Lee Playhouse (in the Ambassador Theater) Los Angeles, are provided as accommodations for advertisers desiring studio audiences.

Restrictions and Regulations

Accounts must be acceptable both to the Mutual originating station as well as to individual Mutual stations as respects content, length of commercial, type of product advertised.

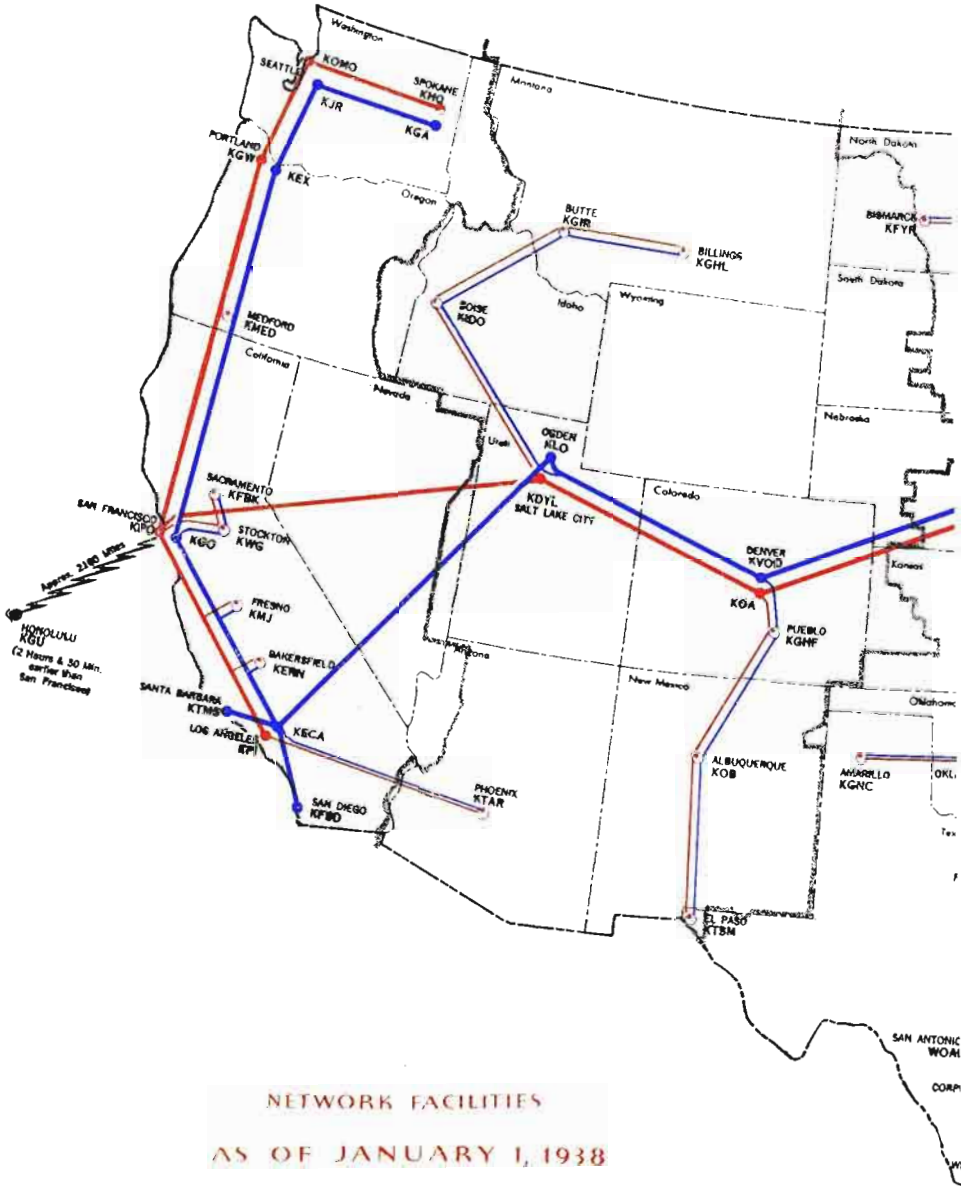
Publicity and Public Relations

Mutual offers close contact with news media through the publicity departments of both Mutual and Mutual stations.

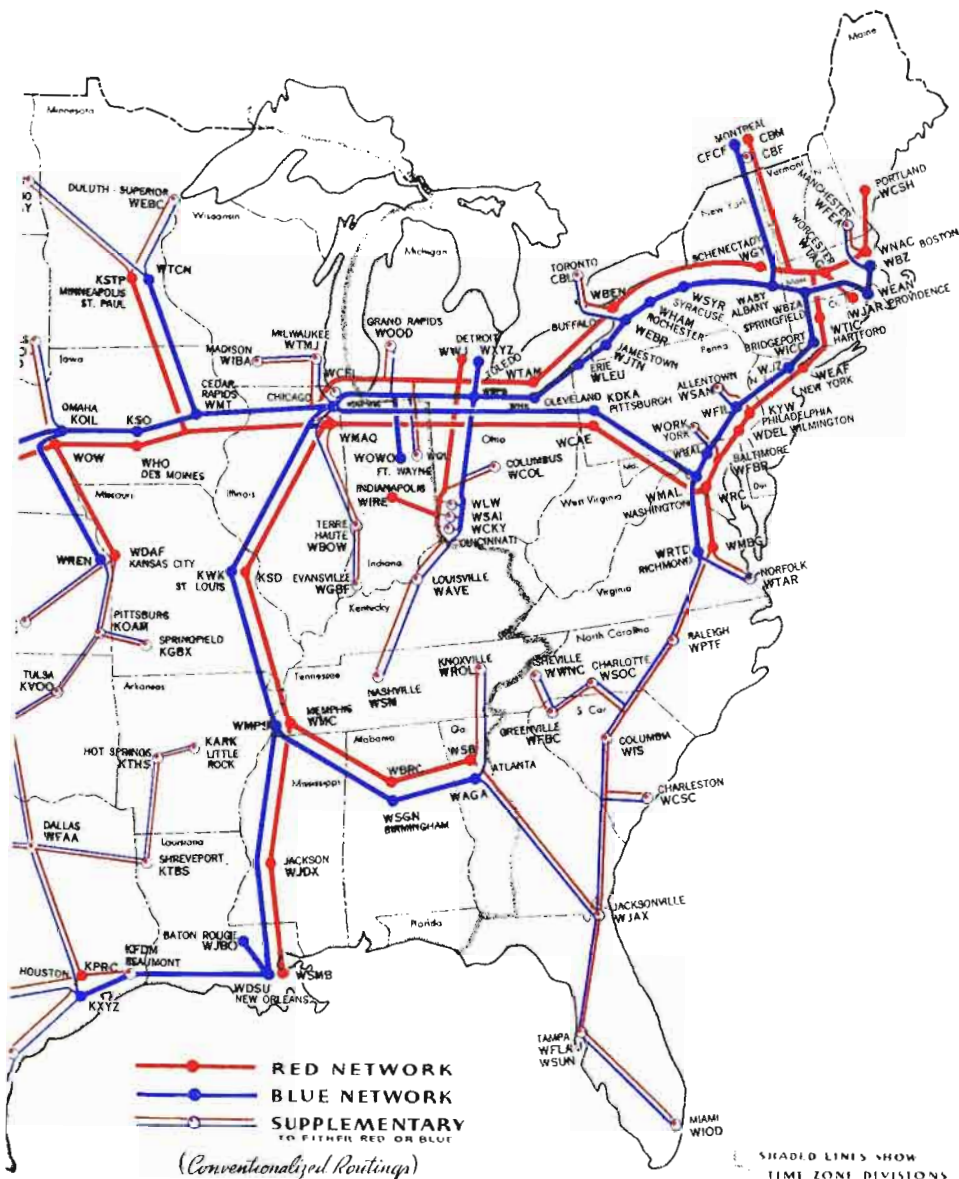
Sales Promotion and Research Department

Coverage and market data relevant to the network advertising campaign as well as comprehensive information and suggestions for its exploitation.

NATIONAL BROADCAST



ASTING COMPANY



NBC *is*

"Broadcasting Headquarters"

Take PROGRAMS . . .

NBC's Red and Blue Networks sent out over 51,000 programs during 1937. 35 hours a day of the world's most popular programs, available to 24,500,000 radio families.

Take STATIONS . . .

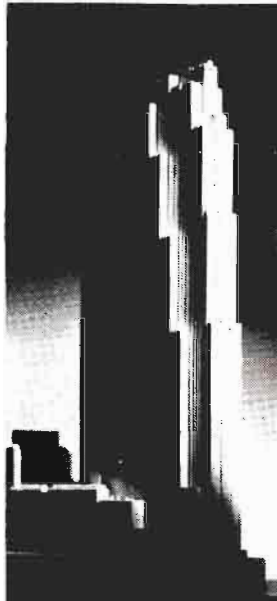
143 affiliated stations now broadcast Blue and Red Network programs. Ten NBC associated short-wave stations make NBC the leader in international broadcasts.

Take BUILDING of PROGRAMS . . .

For eleven years, NBC has set the style in programs. These "Famous Firsts" have since become radio patterns.

Take SPOT and LOCAL ADVERTISING . . .

NBC's Managed Stations are, everywhere, "Tops in Spot!" Super-power transmitters cover broad territories. *Fifteen fine stations in ten key markets.*



Whether you Write it

...Wire it...

Phone it...

Cable or Radio it

**"RADIO CITY
NEW YORK"**

**is the World's
best known
Radio Address**

Take TRANSCRIPTIONS . . .

NBC Recorded Program Service offers complete facilities for the creation, casting, production and recording of programs for National Spot and Local Advertising. NBC Thesaurus is used by more than 220 station subscribers!

Take ARTISTS . . .

NBC Artists Service is the largest talent sales organization in the world. To radio advertisers and their agencies, it offers not only specific talent to answer advertisers' sales problems, but sound program ideas as well, and complete casts.

NBC—in times of public necessity, as well as daily convenience—carries one ideal above all others, that the listener be served!

For these convincing reasons, NBC is known wherever radio is known as . . .

**"BROADCASTING
HEADQUARTERS"**

NATIONAL BROADCASTING COMPANY

A RADIO CORPORATION OF AMERICA SERVICE

NATIONAL BROADCASTING COMPANY

BOARD OF DIRECTORS

Angell, Dr. James Rowland
Bliss, Cornelius N.
Braun, Arthur E.
Dawes, Gen. Charles G.
Dunn, Gano
Harbord, James G.

Harden, Edward W.
Lohr, Lenox R.
Milhauser, DeWitt
Nally, Edward J.
Sarnoff, David
Sheffield, James R.

Throckmorton, George K.

Officers

Sarnoff, David.....Chairman of the Board
Lohr, Lenox B.....President
Ashby, A. L.....Vice-President & General Counsel
Engles, George.....Vice-President
Gilman, Don E.....Vice-President
Hanson, O. B.....Vice-President
Hedges, William S.....Vice-President
Mason, Frank E.....Vice-President
Royal, John F.....Vice-President

Russell, Frank M.....Vice-President
Trammell, Niles.....Vice-President
Whitmer, Roy C.....Vice-President
Woods, Mark.....Vice-President & Treasurer
Teichner, R. J.....Assistant Treasurer
MacConnach, Lewis.....Secretary
Woods, Mark.....Assistant Secretary
Pfautz, C. E.....Assistant Secretary

DEPARTMENTS AND DIVISIONS

President's Office

Lohr, Lenox R.....President
Almonte, J. de Jara.....Assistant to President
Angell, James Rowland...Educational Counselor
Farrier, Clarence.....Television Coordinator
Mason, Frank E.,
Vice-President and Assistant to President
McGrew, Martha.....Assistant to President

Artists Service Department

Engles, George,
Vice-President & Managing Director
Bottorff, O. O.,
Vice-President of Civic Concert Service, Inc.
(subsidiary of NBC)
King, Frances Rockefeller,
Manager of NBC Private Entertainment
Levine, Marks.....Manager of Concert Division
Tuthill, Daniel S.....Assistant Managing Director

Continuity Acceptance

MacRorie, Janet.....Editor

Electrical Transcription Department

Egner, C. Lloyd.....Manager
Chizzini, Frank E.....Assistant Manager
Thomas, Reginald.....Program Director

Engineering Department

Hanson, O. B.,
Vice-President in Charge of Engineering
Gilcher, V. J.....Manager of Technical Service
Guy, R. F.....Radio Facilities Engineer
McElrath, George.....Operating Engineer
Milne, George O.....Eastern Division Engineer
Morris, Robert M.....Development Engineer
Rackey, C. A.....Audio Facilities Engineer

General Service Department

Preston, Walter G., Jr.....Head, General Service

Lowell, Edward M.,
Manager Office Services Division and Asst.
Dept. Head
Neubeck, William,
Manager, Building Maintenance Division
Thurman, Charles H.,
Manager, Guest Relations Division
Van Houten, D. B.....Manager, Staff Division
Wallace, Dwight G.....Personnel Manager

Legal Department

Ashby, A. L.....Vice-President & General Counsel
Grimshaw, I. L.....Attorney
Hennessey, P. J., Jr.....Attorney—Washington
Ladner, Henry.....Attorney
Leuschner, Frederick.....Attorney—Hollywood
McDonald, J. A.....Attorney—Chicago
Myers, R. P.....Attorney
Prime, E. G.....Attorney

Operated Stations Department

Morton, A. H.....Manager
Wailes, Lee B.....Assistant to Manager

Program Department

Royal, John F.,
Vice-President in Charge of Programs
Belviso, Thomas H.....Manager, Music Division
Black, Frank.....General Music Director
Brainard, Bertha,
Manager, Commercial Program Division
Carlin, Phillips,
Manager, Sustaining Program Division
Cuthbert, Margaret,
Director, Women's Program Division
Dillon, Gale...Superv. N. Y. Sound-Effects Section
Dunham, Franklin.....Educational Director
Fitch, C. W.....Business Manager
Hutchinson, Thomas H.,
Manager, Television Program Division

Kelly, Patrick ...Supervisor, Announcing Division
 Kelly, N. Ray,
 Mgr. Sound Effects Div. and Maintenance
 La Prade, Ernest.....Director, Music Research
 Meservey, Douglas W.
 Miller, William Burke.Evening Program Manager
 Rainey, William S...Production Division Manager
 Schechter, A. A..Head of News & Special Events
 Titterton, Lewis H.....Manager, Script Division
 Wing, Paul.....Director, Children's Programs

Publicity Department

Morgan, Clay.....Director of Promotion
 Randall, Wayne L.....Director of Publicity
 Babb, J. Vance,
 Manager, Press Inform. & Service Division
 James, E. P. H.,
 Manager, Advertising & Sales Promotion

Relations With Stations Department

Hedges, William S.,
 Vice-Pres. in Charge of Station Relations
 Kiggins, Keith,
 Manager, Station Relations Division
 McClancy, B. F.....Manager, Traffic Division

Research and Development

Horn, C. W.....Director

Sales Department

Witmer, Roy C.,
 Vice-President in Charge of Sales
 Boyd, Maurice M.....Manager, National Spot
 Sales Division of the Eastern Sales Dept.
 Dyke, Ken R.....Eastern Sales Manager
 Greene, F. Melville....Sales Traffic Manager
 McConnell, James V.,
 Assistant to Sales Vice-President
 Showerman, Irving Edward,
 Assistant Sales Manager, Eastern Division
 Van der Linde, Victor...General Sales Counsel

Treasury Department

Woods, Mark,
 Vice-President, Treasurer & Asst. Secretary
 Beville, H. M., Jr.....Chief Statistician
 Bloxham, William D.....Purchasing Agent
 Kelly, Harold M.....Asst. Auditor
 MacDonald, John H.....Budget Director
 McKeon, Harry F.....Auditor
 Payne, Glenn W.....Commercial Engineer
 Teichner, R. J.....Assistant Treasurer
 Wall, C. A.....Assistant to Treasurer

Central Division—Chicago

Trammell, Niles,
 Vice-President in Charge of Central Div.
 Stations WMAQ and WENR
 Carpenter, Kenneth,
 Sales Manager, Central Division
 Kaney, A. W.....Assistant to Vice-President
 Luttgens, Howard C...Central Division Engineer
 McDonald, J. A.....Attorney

Menser, Clarence L.....Production Manager
 Ray, William B.....Manager, Press Division
 Robb, Alex S.....Manager, Artists Service
 Stockmar, Edward.....Traffic Supervisor
 Strotz, Sidney.Program Manager, Central Division
 Whalley, John F.....Office Manager

Western Division— Hollywood

Gilman, John E.,
 Vice-Pres. in Charge of Western Division
 Bock, Harold.....Manager of Press Division
 Dellett, F. V.....Auditor, Western Division
 DeWolf, Donald A.....Engineer in Charge
 Dixon, Sydney L.,
 Sales Manager, Western Division
 Frost, Lewis.....Assistant to Vice-President
 Harshbarger, Dema Elaine....Artists Service
 Leuschner, FrederickAttorney
 Saxton, A. H.....Western Division Engineer
 Swallow, John,
 Program Manager, Western Division

Western Division— San Francisco

Yoder, Lloyd,
 Manager, San Francisco Office, Stations KPO
 and KGO
 Carney, Kenneth B.....Program Manager
 Dorais, S. P.....Auditor
 Gale, Paul B.....Traffic Supervisor
 Peck, Curtis D.....Engineer in Charge
 Samuel, Milton.....Manager of Press Division

Washington, D. C.

Russell, Frank M.....Vice-President in Charge
 Berkeley, Kenneth H.,
 General Manager WRC and WMAL
 Hennessey, P. J., Jr.....Attorney
 Johnson, Albert E.....Engineer in Charge

Foreign Representatives England

Bate, Fred

Switzerland

Jordan, Max

Station Managers

PITTSBURGH, PA.
 Nelson, A. E., Manager, Station KDKA
 DENVER, COLO.
 Owen, R. H., Manager, Station KOA
 BOSTON AND SPRINGFIELD, MASS.
 Holman, John A., Manager, Stations WBZ-
 WBZA
 SCHENECTADY, N. Y.
 Hager, Kolin, Manager, Station WGY
 WASHINGTON, D. C.
 Berkeley, Kenneth H., Manager Stations WRC-
 WMAL
 CLEVELAND, OHIO
 Pribble, Vernon H., Manager, Station WTAM
 PHILADELPHIA, PA.
 Joy, Leslie W., Manager, Station KYW

PROGRAM POLICIES OF THE NATIONAL BROADCASTING COMPANY

A statement of principles and requirements governing NBC broadcast programs, to serve as a means of maintaining the value and effectiveness of broadcast advertising.

These Program Policies are the outcome of the experience gained in nearly ten years of NBC network operation. They were first circulated in printed form to advertisers and advertising agencies in January, 1934. The present edition contains such revisions as have since been made necessary by changed conditions.

PRINCIPLES

With the ever widening effect of radio on the thinking of men and women, with the increasing influence that it exerts in forming the thoughts of their children, comes the responsibility, upon broadcasting station and advertiser alike, of broadcasting programs so high in merit and integrity that belief in radio and in the radio message will be instilled deeply in the public mind.

Broadcast advertising derives its value from listeners' enjoyment of programs and their confidence in the statements made by advertisers. Anything which mars their enjoyment or impairs their confidence, not only reacts unfavorably on all broadcasting, but weakens it as a sales promotion vehicle as well.

Radio stations are required by law to serve public interest, convenience, and necessity. Public interest has been held by the courts to mean service to the listeners or, in other words, "good programs." However, our standards are not based upon requirements of law, alone.

The primary responsibility for protecting the public interest rests upon the broadcasters who in turn look to the advertisers for their recognition of this duty and for their cooperation in fulfilling it. This statement, therefore, aims to define, in the light of experience, proper standards of program quality, good taste and integrity, to be set

up and enforced by the cooperative effort of the National Broadcasting Company, its advertisers and their agencies. These standards grow out of the special characteristics of the medium itself, as contrasted with other mediums:

In broadcast advertising, the advertiser or his representative speaks directly and personally to his listeners. For the period of his program, he is a guest in their homes, a member of the intimate fireside circle.

The homes which he thus enters are of all types. The broadcast audience includes the farm family, the small-town family, the city family; it comprises practically all members of the family, sometimes singly, sometimes as a group. It embraces persons of all beliefs and creeds.

These two characteristics—the intimate, personal nature of broadcasting and the wide range and joint listening of its audience — primarily determine what properly may be put on the air. The listener, at his receiving set, can exercise no control over the program itself, but he is in a position to accept or reject it. Depending upon the nature of the program, it is necessary, therefore, that programs be so planned as to have the broadest possible appeal.

For example, the broadcast program should provide entertainment or agreeable instruction to most listeners. Its primary appeal should be to the listener's interest. Unpleasant or gruesome

statements must be avoided as these may offend a large portion of the listening audience.

Courtesy and good taste should govern the manner in which announcements are made. The most effective method of delivery of an announcement is restrained and persuasive. An aggressive, unduly emphatic manner may be objectionable to a large part of the radio audience.

Since the listener's primary interest is in entertainment or instruction, the advertising message should be in harmony with the rest of the program, should contain information of interest to the public, and should be prepared and delivered with brevity and effectiveness.

Controversial subjects are not good material for commercial programs and their introduction must be avoided.

Statements which tend to undermine an industry by attributing to its products, generally, faults and weaknesses true only of a few, and statements which are derogatory to an individual, an institution, a group or an industry must be avoided. Protection against libel and slander is as essential for the advertiser and his agency as for the National Broadcasting Company.

Tiresome repetition or too much detail should be avoided. For instance, the advertiser's street address and the like should not be reiterated to the point of annoyance to the listening public. The most productive way to obtain direct responses is to have replies sent to the broadcasting station or network.

Offers made to the radio audience should be simple and easy to grasp quickly. Involved and prolonged descriptions defeat their purpose by confusing the public and driving listeners away.

When contests are conducted by the advertiser, decisions should be made promptly and the names of winners must be announced as soon as possible thereafter. The announcement, whenever possible, should be made during a later program of the same series. When the making of the complete announcement is undesirable because of its

length, NBC should be supplied with the names of winners and other necessary information so that it may be in a position to answer inquiries which it receives.

Each program should be individual and distinctive and should not resemble too closely an adjoining program on the same network. The entire day's broadcasting must be balanced to furnish variety of entertainment and instruction to listeners. Especially, the advertiser and the network should cooperate to prevent repetition of the same musical numbers in programs occupying nearby periods.

REQUIREMENTS

1.

The use of the Deity's name is acceptable only when used reverently or as part of a standard classic work.

2.

Statements or suggestions which are offensive to religious views, racial traits, and the like, must be avoided.

3.

False or questionable statements and all other forms of misrepresentation must be eliminated.

4.

Obscene and off-color songs or jokes, oaths, sacrilegious expressions, and all other language of doubtful propriety must be eliminated.

5.

Testimonials must reflect the genuine experience or opinion of a competent witness.

Dramatized commercials, when involving statements by doctors, dentists, druggists, nurses or other professional persons must be read by living members of these professions reciting actual experiences, or explanation must be clearly made by the announcer that the scenes enacted are fictitious.

When a living character is impersonated, announcement must be made at least once in the program that impersonation was made.

6.

Statements of prices and values must be confined to specific facts. Mislead-

ing price claims or comparisons must not be used.

7.

The National Broadcasting Company cannot act as a distributor for the merchandise of its customers.

8.

As a safeguard against misuse of broadcast facilities for unfair competition, commercial programs shall not refer to any competitor, or his products, directly or indirectly, by company name, by individual name, or by brand name—regardless of whether such reference is derogatory or laudatory.

PROGRAM PROCEDURE

To secure observance of the requirements set forth in Part 2, the following procedure has been adopted in the interests of advertisers, as well as of the National Broadcasting Company and its associated stations, and will be enforced to serve the public interest.

1.

All continuities, including the words of all spoken lines as well as the wording of commercial announcements, must be submitted to the National Broadcasting Company at least forty-eight hours in advance of broadcast, except when the nature of the program does not so permit. This does not affect the advertiser's privilege to submit changes in his commercial continuity, prior to the broadcast.

2.

All continuities, including the words of all songs or spoken lines as well as the wording of all commercial announcements and the list of the cast, are subject to the approval of the National Broadcasting Company, which reserves the right to reject any program or announcement in whole or in part, insofar as such program or announcement is not in accord with the requirements set forth herein or is otherwise incompatible with the public interest.

When a change in a program is required, the National Broadcasting Company will cooperate with the advertiser in an endeavor to arrive at a satisfactory handling of the matter; but if no

agreement is reached, the National Broadcasting Company reserves the right to require eliminations or substitutions for any part of the program or announcement which it deems inconsistent with its obligation to serve the public interest.

3.

Because of its responsibility to serve the public interest, the National Broadcasting Company reserves the right to require the advertiser or his agency to furnish, in addition to the continuities mentioned in the foregoing paragraphs, a performed audition of a contemplated commercial program.

4.

For protection of our clients and ourselves, written lists in duplicate, showing correct titles, composers, and copyright owners appearing on the music to be used on the program, are to be submitted to the National Broadcasting Company at least one week before the broadcast, for copyright clearance. No changes are to be made thereafter without approval of the National Broadcasting Company music rights department.

5.

Evidence of the right to use musical or literary material must be supplied to the National Broadcasting Company at least three days in advance of the broadcast. For any testimonial, the advertiser or his agency must submit to the National Broadcasting Company, at least three days in advance of broadcast, either an indemnification signed by the advertiser or his agency, or a written release authorizing its use for advertising purposes, signed by the person making the testimony and sworn to before a notary public, and must furnish the National Broadcasting Company a full copy thereof.

6.

The National Broadcasting Company is anxious to be of service in preventing unnecessary conflict of subject matter and musical numbers. The cooperation of advertisers and agencies is invited to make possible proper coordination between all sponsors. When two or more advertisers using nearby periods on the

same network submit programs containing the same musical number, the advertiser or his agent first submitting his detailed program shall have the right to use the number, and the National Broadcasting Company shall notify the other advertiser or advertisers or their agents to submit a substitute number, subject to the same restrictions as to duplication.

7.

The National Broadcasting Company reserves the right to amend this procedure, these principles and requirements, and to adopt new ones when and as, in its opinion, conditions warrant the adoption of such new procedure, principles or requirements for the public interest.



Stations Owned and/or Managed and/or Programmed by the

NATIONAL BROADCASTING COMPANY

| | | |
|------|----------------|---|
| WEAF | New York | Owned, managed, operated and programmed by NBC |
| WJZ | New York | Owned, managed, operated and programmed by NBC |
| WMAQ | Chicago | Owned, managed, operated and programmed by NBC |
| WENR | 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 |
| WMAL | Washington | Owned by the M. A. Leese Radio Corp. Managed, operated and programmed by the NBC. |
| KGO | San Francisco | Owned by General Electric Managed, operated and programmed by the NBC. |
| KOA | Denver | Owned by General Electric Managed, operated and programmed by the NBC. |
| WGY | Schenectady | Owned and operated by General Electric Managed and programmed by the NBC. |
| WBZ | Boston | Owned and operated by Westinghouse Elec. & Mfg. Co. Programmed by the NBC. |
| WBZA | Springfield | Owned and operated by Westinghouse Elec. & Mfg. Co. Programmed by the NBC. |
| KDKA | Pittsburgh | Owned and operated by Westinghouse Elec. & Mfg. Co. Programmed by the NBC. |
| KYW | Philadelphia | Owned and operated by Westinghouse Elec. & Mfg. Co. Programmed by the NBC. |
| KEX | Portland, Ore. | Owned by National Broadcasting Company Leased to, license held by, operated, managed and programmed by Oregonian Publishing Company. |
| KJR | Seattle | Owned by National Broadcasting Company Leased to, license held by, operated, managed and programmed by Fishers Blend Station, Inc. |
| KGA | Spokane | Owned by National Broadcasting Company Leased to, license held by, operated, managed and programmed by Louis Wasmer. |

REGIONAL NETWORKS



Development of the regional network was a natural one necessitated by the growth of the radio industry. Evidence of its necessity as a major advertising medium is revealed in the increased use by national advertisers, the volume of business steadily reaching its peak to 1937. Primarily, regionals are no longer considered testing grounds for additional subsequent coverage since account executives are using regionals as a standard part of their annual appropriations.

Compactness of the area served and usual economy of coverage of these areas are considered vital factors in the selection of regional networks by advertising agencies for broadcast purposes. Most regionals have popularized local talent that draw for their respective sponsors in a big way, while every properly conducted regional offers various other top-notch services.

Current trend views the regional as being in sound business condition, with every indication that the coming season will find a continued increase in the number of advertisers, in keeping with the constant renewals that came through each season for the past several years. Not a few advertisers appreciate the fact that the regional offers an excellent opportunity to obtain programs of particular interest to the area served.

The Arizona Network

836 N. Central Ave., Phoenix, Ariz.

PERSONNEL

President.....Burridge D. Butler
 Manager.....Fred A. Palmer

STATIONS

KOY, Phoenix; KGAR, Tucson; KSUN, Bisbee.

POLICIES

Advertising of alcoholic beverages not accepted.

NATIONAL REPRESENTATIVE

John Blair & Co.

Buckeye Network

1311 Terminal Tower, Cleveland, Ohio

PERSONNEL

General Manager.....H. K. Carpenter

STATIONS

WCLE, Cleveland; WHK, Cleveland; WHKC, Columbus; WPAY, Portsmouth.

NATIONAL REPRESENTATIVE

Free & Peters, Inc.

California Radio System

708 "I" Street, Sacramento, Calif.

PERSONNEL

General Manager.....Howard Lane

STATIONS

KFBK, Sacramento; KFWB, Los Angeles; KYA, San Francisco; KFOX, Long Beach; KMJ, Fresno; KWG, Stockton; KERN, Bakersfield.

NATIONAL REPRESENTATIVE

Transamerican Broadcasting & Television Corp.

Carolina Combination

The Carolina is not a regional network, but rather a sales combination composed of WPTF, Raleigh, and WIS, Columbia. No permanent wires are maintained between the two cities, and sole purpose of the combination is to offer spot advertisers coverage in North and South Carolina at a single combination rate.

The Colonial Network

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

PERSONNEL

President John Shepard 3rd
Assistant to President R. L. Harlow
Director of Sales W. W. Warner
Sales Promotion Manager James V. Bonner
Editor-in-Chief of Colonial Network
News Service L. Bickford
Director of Publicity Al Stephenson
Technical Director Paul DeMars
Chief Engineer I. Robinson
Merchandising Head J. B. Thompson
Sports Editor of Colonial Network
News Service Richard McDonough
Manager of Colonial Network
Artist Bureau Van D. Sheldon
Director of Public Relations Gerald Harrison

STATIONS

Key Station: WAAB, Boston; WEAN, Providence; WICC, Bridgeport; WSAR, Fall River; WSPR, Springfield; WLBZ, Bangor; WFEA, Manchester; WTHH, Hartford; WNBH, New Bedford; WBRY, Waterbury; WLLH, Lowell; WLNH, Laconia; WRDO, Augusta; WNLC, New London.

POLICIES

Colonial Network will accept or feed programs to the Mutual Broadcasting System, the Quaker State Network or to the following stations: WOR, WINS, WHN.

Beer and wine contracts are acceptable; no hard liquor advertising is acceptable.

Special features include extensive news service and home economics programs, the latter limited to four non-competing clients daily. Complete merchandising department, production department and artist bureau are available to clients.

NATIONAL REPRESENTATIVE

Edward Petry & Co., Inc.

Don Lee Broadcasting System

Don Lee Bldg., 1076 W. Seventh St.,
Los Angeles, Calif.
Phone: Vandike 7111

San Francisco office: 1000 Van Ness Ave.

PERSONNEL

General Manager Lewis Allen Weiss
Assistant Manager Willet Brown
Special Events Director Van Newkirk
Program Director Jack Joy

Publicity Director Bud Rutherford
Promotion Manager Richard Webster

STATIONS

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

Northern California: KFRC, San Francisco; KQW, San Jose; *KGDM, Stockton; KDON, Monterey; KIEM, Eureka.

*Daytime only.

Northwest (Oregon): KRNR, Roseburg; KALE, Portland; KSLM, Salem; KORE, Eugene.

Northwest (Washington): KMO, Tacoma; KIT, Yakima; KPQ, Wenatchee; KVOS, Bellingham; KXRO, Aberdeen; KOL, Seattle; *Spokane; KGY, Olympia; KELA, Centralia.

*To Be Announced Later.

POLICIES

Advertising of beer and wine acceptable.

NATIONAL REPRESENTATIVE

John Blair & Co.

Inter-City Broadcasting System

"The Independent Network of the North
Atlantic Seaboard"

1697 Broadway, New York City

Phone: Circle 6-2200

Chicago office: 360 N. Michigan Ave.

PERSONNEL

President Donald Flamm
Director of Sales Bertram Lebar, Jr.
Director of Special Events Dick Fishell
Director of Publicity Leon Goldstein
Manager of Artists Bureau Charles Wilshin
Sales Promotion Manager Al Rose
Manager of Chicago Office Ray Linton

STATIONS

Key Station: WMCA, New York City; WIP, Philadelphia; WDEL, Wilmington; WCBM, Baltimore; WOL, Washington; WGAL, Lancaster, Pa.; WORK, York, Pa.; WATR, Waterbury; WPRO, Providence; WMEX, Boston; WLAW, Lawrence.

COVERAGE

Linked together by permanent A. T. & T. lines, the eleven stations of this network, covering the North Atlantic seaboard may be engaged collectively, in any combination, or individually.

The Iowa Network

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

Phone: 3-2111 Des Moines

Cedar Rapids Office: Paramount Theater Bldg.

Waterloo Office: Russell Lamson Hotel

PERSONNEL

President Gardner Cowles, Jr.
Vice-President John Cowles
Vice-President and Treasurer Luther L. Hill
Vice-President Sumner Quarton
Secretary Fred Little
Artist Bureau Manager Ranny Daly

STATIONS

KSO, Des Moines; KRNT, Des Moines; WMT, Cedar Rapids, Waterloo.

COVERAGE

The Iowa Network covers 146 counties in Iowa, Minnesota, Wisconsin, Illinois and Missouri. Population, 3,269,618. Radio Homes, 690,994. Retail Sales, \$838,821,000.

POLICIES

Political advertising copy must be submitted 24 hours in advance. Payment for political advertising must be paid 24 hours in advance.

Network maintains an experienced merchandising staff for dealer calls and surveys, reports confidential. Program publicity available on street car cards, billboards, movie trailers and radio columns.

NATIONAL REPRESENTATIVE

E. Katz Special Advertising Agency

The Maryland Network

STATIONS

WCBM, Baltimore (Key Station), Hearst Tower Bldg., Phone, Calvert 2840; WTBO, Cumberland, 31 Frederick St.; WJEJ, Hagerstown, 16 West Washington St.

COVERAGE

The Maryland Network gives blanket coverage of the state of Maryland as well as the southern portion of Pennsylvania, northern Virginia and northeastern West Virginia.

Mason-Dixon Radio Group

8 W. King St. Lancaster, Pa.

PERSONNEL

General Manager.....Clair R. McCullough

STATIONS

WORK, York, Pa.; WDEL, Wilmington, Dela.; WGAL, Lancaster, Pa.; WAZL, Hazleton, Pa.; WEST, Easton, Pa.

MERCHANDISING

Personal calls on trade, newspaper publicity, letters to the trade, personal assistance to manufacturers' salesmen.

NATIONAL REPRESENTATIVE

Paul Raymer & Co.

Michigan Network

Operated by the King-Trendle Broadcasting Corp.

300 Madison Theater Building, Detroit, Mich. Phone: Cherry 8321

PERSONNEL

President.....George W. Trendle
General Manager.....H. Allen Campbell

STATIONS

Key Station: WXYZ, Detroit; WBCM, Bay City and Saginaw; WFDF, Flint; WJIM, Lansing; WIBM, Jackson; WELL, Battle Creek; WKZO, Kalamazoo; WOOD-WASH, Grand Rapids.

POLICIES

Network does not accept foreign language

programs. Liquor advertising is not broadcast until after 9:00 P. M. and is subject to the approval of the Michigan State Liquor Commission. Network contracts are not permitted. The network is available without WXYZ and WKZO for sponsors requiring state stations with the Detroit market eliminated.

The Michigan Network territory includes the lower peninsula of Michigan with a primary coverage of over four million people in Michigan's eight largest cities.

Northern California Broadcasting System

The title, Northern California Broadcasting System, is purely a sales name, which is used only when KJBS and KQW are sold together. It is not a corporate set-up, and stations involved do not attempt to promote the sales combination as a regional network. There are no officers, and facilities and production involved are those of KJBS and KQW individually.

The Oklahoma Network

"Complete Coverage at Minimum Cost"
1800 West Main St., Oklahoma City, Okla.
Phone: 3-4881

PERSONNEL

President.....Ross U. Porter
Vice-President.....Tams Bixby, Jr.
Secretary.....Joseph W. Lee
Treasurer.....Albert Riesen
Managing Director.....Joseph W. Lee

STATIONS

Key Stations: KTOK, Oklahoma City; KGFF, Shawnee; KBIX, Muskogee; KCRC, Enid; KVSO, Ardmore; KADA, Ada; KASA, Elk City; WBBZ, Ponca City.

POLICIES

The Oklahoma Network accepts beer advertising. All stations are affiliated with the Mutual Broadcasting System.

The network offers a complete merchandising service, the details of which may be obtained upon request by addressing the managing director.

NATIONAL REPRESENTATIVE

John Hershey McGillvra

The Texas Quality Network

Address Individual Stations

PERSONNEL

General Manager.....Martin B. Campbell
Program Director.....Alex Keese

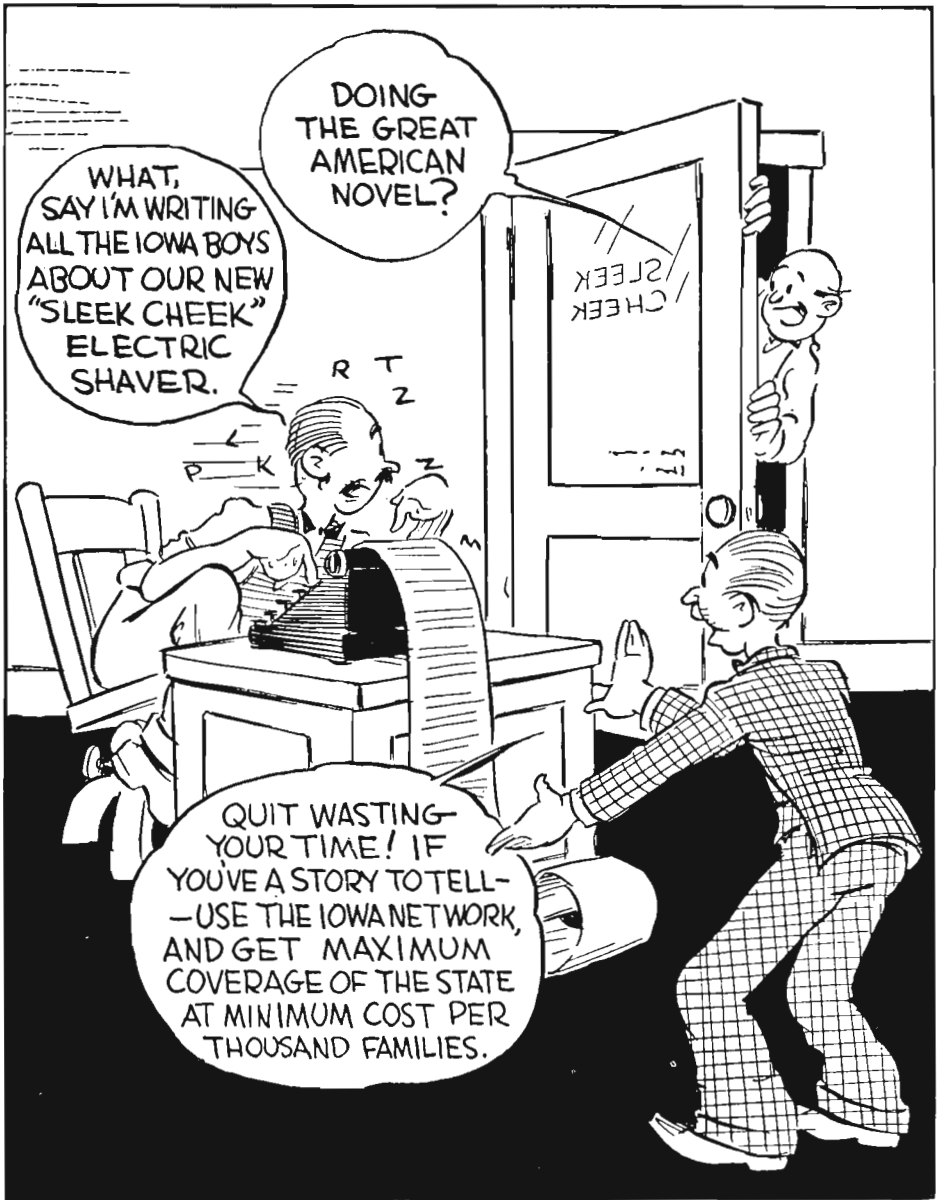
STATIONS

WFAA, Dallas; WOAL, San Antonio; WBAP, Fort Worth; KPRC, Houston.

POLICIES

Advertising of alcoholic beverages not accepted, excepting beer.

All contracts subject to network approval.



government regulations, the NAB Code of Ethics for the Radio Broadcasting industry and to the conditions of the standard AAAA contract form.

NATIONAL REPRESENTATIVE
Edward Petry & Co., Inc.

The Virginia Broadcasting System

Covering Virginia's Richest Markets
323 East Grace St., Richmond, Va.
Phone: 3-4242

PERSONNEL

President Earl Sowers
Vice-President..... Hugh M. Curtler

STATIONS

WRNL, Richmond, Va.; WCHV, Charlottesville, Va.; WBTM, Danville, Va.; WLVA, Lynchburg, Va.; WGH, Newport News, Va.

NATIONAL REPRESENTATIVE
Horace Hagedorn

West Texas Broadcasting System

c/o KGKL, San Angelo, Texas

PERSONNEL

Managing Director..... Earle Yates

STATIONS

KGKL, San Angelo; KIUN, Pecos; KNEL, Brady; KRLH, Midland.

West Virginia Network

WCHS Auditorium, Charleston, W. Va.

PERSONNEL

President John A. Kennedy
Managing Director Mortimer C. Watters
Program Director..... N. Pagliara
Chief Engineer..... O. Robinson
Dramatic Director..... D. C. Lochner
Musical Director..... H. McWhorter
Publicity Director..... J. P. Grose
Artist Bureau Head..... P. Dressler
Sales Manager..... G. Ferguson

STATIONS

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

POLICIES

Advertising of alcoholic beverages accepted.

Wisconsin Radio Network

c/o KFIZ, Fond Du Lac, Wisc.
Phone: 356

PERSONNEL

President..... Rev. James O. Wagner

STATIONS

KFIZ, Fond Du Lac; WHBY, Green Bay; WIBU, Poynette; WEMP, Milwaukee; WHBL, Sheboygan; WCLO, Janesville; WOMT, Manitowac.

The Yankee Network

Covering New England
21 Brookline Ave., Boston, Mass.
Phone: Commonwealth 0800

PERSONNEL

President..... John Shepard 3rd
Assistant to the Pres..... R. L. Harlow
Director of Sales..... C. W. Phelan
Director of Production..... Linus Travers
Sales Promotion Manager..... C. McVarnish
Research Director..... Robert C. Taylor
Editor-in-Chief—Yankee Network News Service Al Stephenson
Director of Publicity..... Al Stephenson
Technical Director..... Paul De Mars
Chief Engineer..... I. Robinson
Merchandising..... J. B. Thompson
Sports Editor..... Richard McDonough
Director Home Economics..... G. McMullen
Artists Bureau..... Van D. Sheldon
Public Relations..... G. Harrison

STATIONS

WNAC, Boston; WTIC, Hartford; WEAN, Providence; WTAG, Worcester; WICC, Bridgeport; WCSH, Portland; WLBZ, Bangor; WFEA, Manchester; WSAR, Fall River; WNBH, New Bedford; WLLH, Lowell; WLNH, Laconia; WRDO, Augusta; WNLC, New London.

POLICIES

Yankee Network will accept or feed programs to WOR, WHN or WINS, New York, provided the program is broadcast only in New York and New England.

Beer and wine contracts acceptable; no hard liquor advertising acceptable.

Special features include extensive news service and home economic programs, the latter limited to four non-competing clients daily. Complete merchandising department available to clients, also production staff and artists bureau.

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.

POLICIES

The stations comprising the Z Net are connected by lines at all times, and are available as a unit. Live talent programs originate at either station; transcribed programs originate only at Butte. No announcement over 100 words in length or 1 minute accepted. Advertising of alcoholic beverages is accepted. All broadcasting programs of every description are subject to the approval and censorship of the station directors without objection or liability.

The Z Net serves western Montana.

All-Canada Radio Facilities

(ALL CANADA RADIO SYSTEM)

Winnipeg office: 171 McDermot Ave.

Toronto office: 716 Dominion Bank Bldg.

Montreal office: 923 Dominion Square Bldg.

PERSONNEL

President.....Dawson Richardson
 Managing Director.....H. R. Carson
 Secretary.....A. R. Gibson

REPRESENTATIVES

Calgary.....F. W. Cannon
 Winnipeg.....G. F. Herbert
 Vancouver.....J. E. Baldwin
 Toronto.....P. H. Gayner

STATIONS

Central Network: CJRC, Winnipeg; CJGX, Yorkton; CJRM, Regina.
 Prairie Network: CJRC, Winnipeg; CJGX, Yorkton; CJRM, Regina; CFCN, Calgary.
 Grain Belt Network: CJRC, Winnipeg; CJGX, Yorkton; CJRM, Regina; CFQC, Saskatoon; CJCA, Edmonton; CFCN, Calgary.

Canadian Broadcasting Corp.

One Hayter St., Toronto, Ont., Canada

Montreal office: 1231 St. Catherine St., West.

STATIONS

The national network of the Canadian Broadcasting Corporation is broken down into the following regional groups:

Maritime Regional Network: CJCB, Sydney; CHNS, Halifax; CFCY, Charlottetown; CKCW, Moncton; CHSJ, Saint John; CFNB, Fredericton.

British Columbia Network: CFCJ, Kamloops; CKOV, Kelowna; CJAT, Trail; CBR, Vancouver.

Quebec Regional Network: CHNC, New Carlisle; CJBR, Rimouski; CRCS, Chicoutimi; CRCK, Quebec; CBF (French), Montreal; CBM (English), Montreal.

Ontario Regional Network: CBO, Ottawa; CFRC, Kingston; CBL, Toronto; CKLW, Windsor; CKSO, Sudbury; CFCH, North Bay; CJKL, Kirkland Lake; CKGB, Timmins; CKPR, Fort William.

Prairie Regional Network: CKY, Winnipeg; CKX, Brandon; CKCK, Regina; CHAB, Moose Jaw; CFQC, Saskatoon; CKBL, Prince Albert; *CJCA, Edmonton; *CFAC, Calgary; *CJOC, Lethbridge.

*These stations as a group, with CFGP Grande Prairie comprise the Foothills Network. This network has headquarters in the Southam Bldg., Calgary, Alberta and is represented in Canada by the All-Canada Radio Facilities, Inc., and in the United States by Weed & Co. H. R. Carson is the General Manager.

POLICIES

All contracts are accepted subject to the Broadcasting Act (Canada), Broadcasting Regulations and the approval of the Canadian Broadcasting Corp.

Dominion Broadcasting Co.

203 C. P. R., Toronto, Ont., Canada

Phone: Waverly 1990

PERSONNEL

Manager.....Hal B. Williams

STATIONS

Network comprised of all or any of the following stations: CHGS, Summerside, Prince Edward Isle; CFCY, Charlottetown, Prince Edward Isle; CJCB, Sydney, Nova Scotia; CHNS, Halifax, Nova Scotia; CHSJ, St. John, New Brunswick; CFNB, Fredericton, New Brunswick; CHLT, Sherbrooke, Quebec; CHLN, Three Rivers, Quebec; CHRC, Quebec, Quebec; CKAC, Montreal, Quebec; CKCH, Hull, Quebec; CKCO, Ottawa, Ontario; CKPR, Fort William, Ontario; CKSO, Sudbury, Ontario; CKGB, Timmins, Ontario; CJKL, Kirkland Lake, Ontario; CFRB, Toronto, Ontario; CKPC, Brantford, Ontario; CKOC, Hamilton, Ontario; CKTB, St. Catharines, Ontario; CFPL, London, Ontario; CFCO, Chatham, Ontario; CKLW, Windsor, Ontario; CKY, Winnipeg, Manitoba; CKBL, Prince Albert, Saskatchewan; CJGX, Yorkton, Saskatchewan; CFQC, Saskatoon, Saskatchewan; CKCK, Regina, Saskatchewan; CHAB, Moose Jaw, Saskatchewan; CJRM, Moose Jaw, Saskatchewan; CJCA, Edmonton, Alberta; CFCN, Calgary, Alberta; CJOC, Lethbridge, Alberta; CKOV, Kelowna, British Columbia; CFJC, Kamloops, British Columbia; CKWX, Vancouver, British Columbia; CFCT, Victoria, British Columbia.

The stations of the Dominion Broadcasting Co. are grouped regionally as follows:

Eastern Network: CFRB, Toronto; CKLW, Windsor; CKCO, Ottawa; CKAC, Montreal; CHRC, Quebec.

Supplementary to Eastern Network: CKOC, Hamilton; CHML, Hamilton; CFCO, Chatham; CKPC, Brantford; CKTB, St. Catharines; CFRC, Kingston.

Western Network: CKY, Winnipeg; CHWC, Regina; CHAB, Moose Jaw; CFQC, Saskatoon; CJCA, Edmonton; CFCN, Calgary; CJOR, Vancouver.

Supplementary to Western Network: CFCH, North Bay; CKSO, Sudbury; CKPR, Fort William; CJOC, Lethbridge; CKOV, Kelowna; CFLC, Kamloops; CJAT, Trail; CFCT, Victoria.

Maritime Network: CKCW, Moncton; CFNB, Fredericton; CHSJ, Saint John; CHNS, Halifax; CFCY, Charlotteville.

Supplementary to Maritime Network: CJCB, Sydney; CJLS, Yarmouth.

POLICIES

All programs are subject to the approval of the Dominion Broadcasting Co.

Services of artists' bureau, program department and announcers in arranging and presenting programs are included without extra charge.