



NETWORKS
OF THE
UNITED STATES



NATIONAL
REGIONAL

Personality

plus!



ERLE SMITH
KMBC Newscaster



WALT LOCHMAN
KMBC Sportscaster



BEULAH KARNEY
Hired on KMBC Happy Kitchen



PHIL EVANS
Director of Farm Service



CAROLINE ELLIS—CBS and NBC
Author-Star of "Gardine's Golden Store"



JUNE MARTIN
KMBC Food Scout



BONNIE KING—Featured with
Bob Crosby, NBC coast-to-coast

The way KMBC draws and holds listeners in this area is no accident. It's the planned result of a tested KMBC recipe.

Take a radio personality PLUS astute programming and smart production. Add plenty of promotion and publicity. PRESTO! The major audience is yours.

KMBC spends close to \$200,000 annually on programs, production and talent. So solidly are big names built here that you'll find KMBC artists and features going great guns from coast to coast.

An established feature with the listening loyalty of the greatest audience—that's your best bet always. So you can't go wrong buying a "Personality Plus" on KMBC!



TEXAS RANGERS
KMBC, CBS and Hollywood



RHYTHM RIDERS
Vocal-Instrumental stars, KMBC-CBS



BRUSH CREEK FOLLIES
CBS coast-to-coast each Saturday afternoon

KMBC

of Kansas City
Free & Peters, Inc.

COLUMBIA



BROADCASTING SYSTEM

DURING the past year, as never before, radio has proved its ability to keep pace with history. In this way it has met its responsibility of bringing news of the world, speedily and impartially, to its listeners.

CBS added substantially to its list of affiliates during the year just ended, and led all other single networks in gross cumulative billings, reaching the \$41,025,549 mark, an increase of 18.8 per cent. National defense, keynoting the majority of course dominate the broadcasting activity of 1940. Along these lines CBS will again carry its share of the job.

Included in the activity that highlighted the past year were the improved program standards, the establishment of an international division of affiliates; increased scientific discoveries; exploring of new frontiers in television, including the new color process; more than 11,000,000 new radio sets purchased by the public for homes and autos, an increase of 2,000,000 sets over the previous year, and now giving the U. S. approximately 52,000,000 radio sets in use throughout the 48 states.

News Activity

Reduced to barest statistics, CBS' news department completed 2,081 pick-ups from 19 European countries, 2 far east points and 5 Latin American points. These broadcasts included, in the main, coverage of the war in Europe, including actual descriptions of the bombings of Berlin, Paris and London and the blitzkrieg warfare that shook the entire world during 1940.

Presidential Election

1940 was the presidential year, and the

WILLIAM S. PALEY

highly-publicized third term issue was thoroughly covered. CBS presented 28 broadcasts from the Republican Convention and 16 from the Democratic conclave in Chicago. The commercial biz billed during the election period helped to boost network billings to a new all-time high. A five and one-half hour broadcast election eve was featured.

Serious Music

There were 1,320 broadcasts of serious music, totaling 530 hours of air time, heard over CBS facilities during the year. Of this figure, more than 1,200, or 475 hours, were sustaining, and 115 commercial, or 55 hours. The New York Philharmonic began its 11th year on CBS and aired 30 concerts.

Engineering

Construction was started on two new high fidelity 50,000 watt international broadcast stations near Brentwood, L. I. In conjunction with the two new stations, 8 antennas are being built exclusively for Latin America, capable of 15 different broadcasting combinations with either of the two stations.

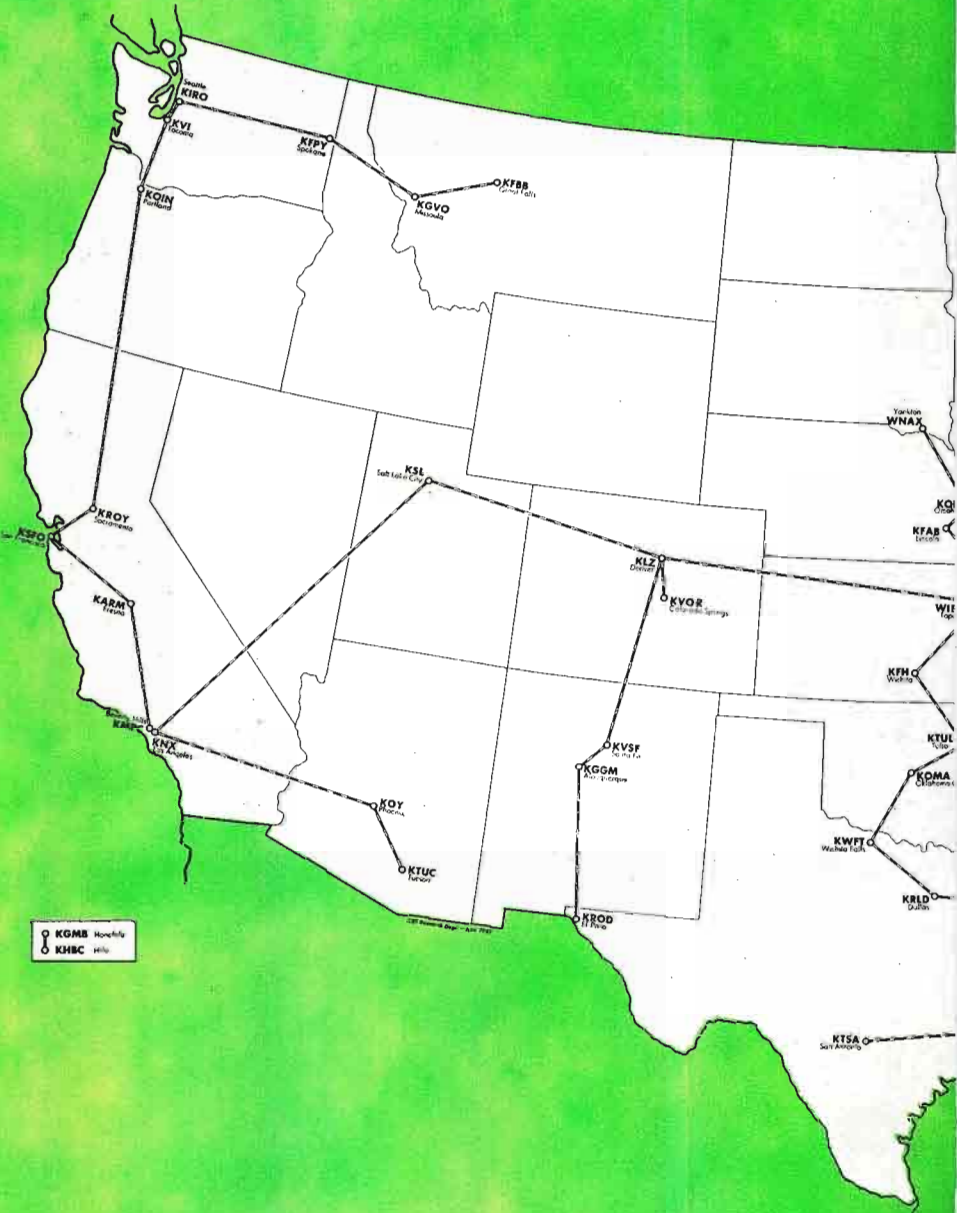
Design and supervision of installing all audio facilities in the new CBS Building, including the design of a new control console which eliminates all equipment racks from the control room was completed.

Color Tele

Late in August the successful laboratory demonstration of color television was announced, a revolutionary development in the industry. The system was invented and developed by Dr. Goldmark, chief tele engineer of CBS.

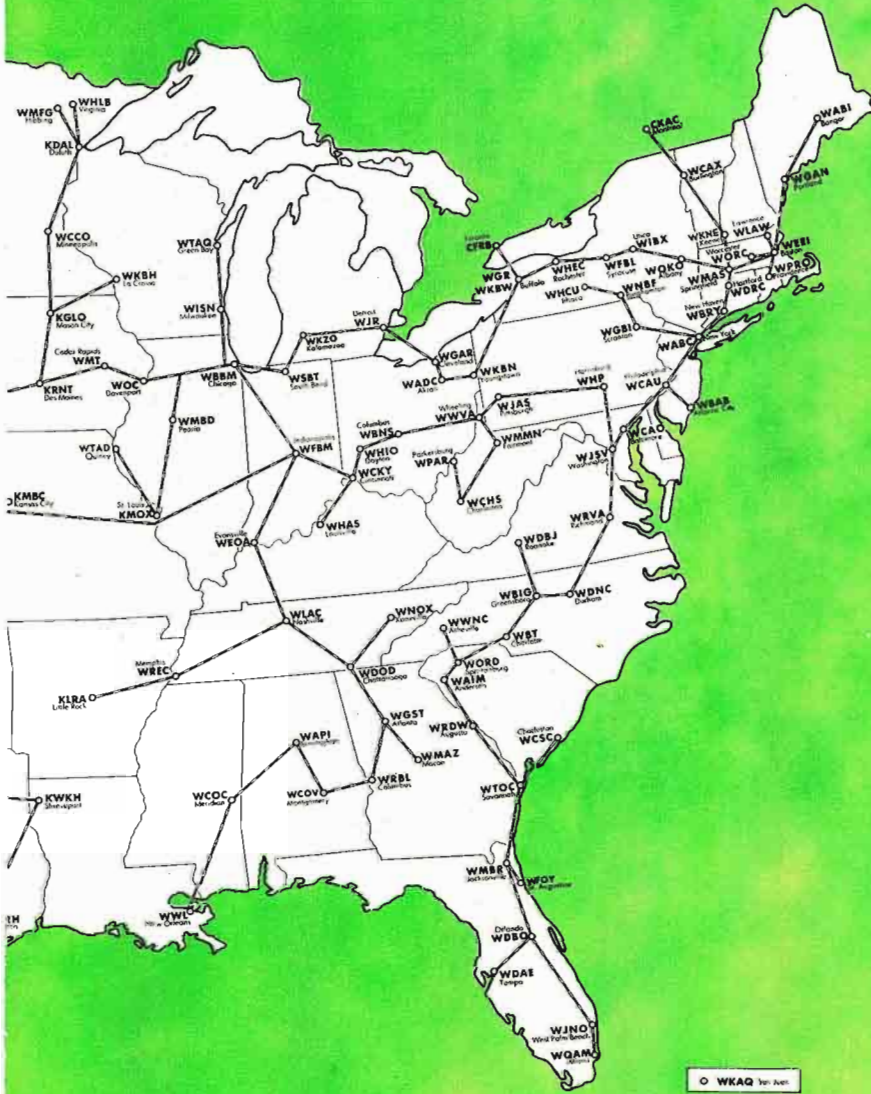


COLUMBIA BROADCASTING SYSTEM



**NETWORK FACILITIES
AS OF JAN 1st, 1941**

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.....Executive Vice-President
Paul W. Kesten.....Vice-President and Director
Mefford R. Runyon..Vice-President and Director
H. V. Akerberg
Vice-President in Charge of Station Relations
W. B. Lewis
Vice-President in Charge of Broadcasts
William C. Gittinger
Vice-President in Charge of Sales
Lawrence W. Lowman
Vice-President in Charge of Operations

H. Leslie Atlass.....Vice-President, Chicago
Harry C. Butcher....Vice-President, Washington
D. W. Thornburgh...Vice-President, Los Angeles
Frank K. White.....Treasurer
Jos. H. Ream....Secretary and General Attorney
Samuel R. Dean.....Assistant Treasurer
James M. Seward.....Assistant Treasurer
Arthur S. Padgett.....Auditor

Staff

Allyn Jay Marsh.....Assistant Sales Manager
William J. Fagan.....Assistant Sales Manager
Torrence E. Danley..Acting Sales Service Manager
Howard Meighan
Eastern Sales Manager, Radio Sales
J. J. Karol.....Market Research Sales Counsel
Victor M. Ratner....Director of Sales Promotion
John Fox, Assistant to Director of Sales Promotion
Frank N. Stanton...Director of Market Research
J. K. Churchill,
Chief Statistician of Market Research
George Mateyo,
Assistant to Director of Market Research
Thomas D. Connolly,
Manager of Program Promotion
Herbert Bayard Swope, Jr....Trade News Editor
Douglas Coulter..Assistant Director of Broadcasts
Davidson Taylor...Assistant to Vice-President in
Charge of Broadcasts
Gerald Maulsby.....Production Manager
Leroy Passman,
Assistant Director of Program Operations
William H. Fineshriber, Jr.,
Director of Music Division

James H. Fassett....Assistant on Serious Music
Alton M. Rinker.....Assistant on Light Music
Max Wylie.....Director of Script Division
S. Mark Smith,
Assistant Director of Script Division
Francis C. Barton, Jr...Director of Program Service
James F. Burke,
Assistant Director of Program Service
Paul W. White.....Director of Public Affairs
Robert S. Wood,
Assistant Director of Public Affairs
William J. Slacum, Jr.
In Charge of Special Events and Sports
Sterling Fisher...Director of Talks and Education
Leon Levine,
Assistant Director of Educational Programs
Helen Sioussat....Assistant Director of Talks
Jan Schimek.....Director of Copyright Division
Julius Mattfield....Director of Music Library
Edmund Chester,
Director of Broadcasting to Foreign Countries
Elizabeth Tucker,
Director of Short Wave Programs

Walter R. Pierson,
 Manager of Sound Effects Division
 Harriet Hess,
 Supervisor of Program Typing Division
 Gilson B. Gray.....Commercial Editor
 Donald I. Ball.....Assistant Commercial Editor
 Adrian Murphy.....Executive Director of Television
 Gilbert Seldes.....Director of Television Programs
 Leonard H. Hole
 Manager of Television Operations
 Dr. Peter C. Goldmark.....Chief Television Engineer
 H. I. Rosenthal.....Executive Vice-President
 of Columbia Artists, Inc.

I. S. Becker,
 Vice-President & Business Manager
 of Columbia Artists, Inc.
 J. G. Gude.....Station Relations Manager
 Louis Ruppel.....Director of Publicity
 Theodore Weber.....Assistant Director of Publicity
 Michael J. Fish.....Manager Photographic Division
 John Denson.....News Editor
 Edwin King Cohan,
 Director of General Engineering

A. B. Chamberlain.....Chief Engineer
 Hugh A. Cowham
 Commercial Engineer In Charge of Traffic
 Jos. H. Burgess, Jr.....Personnel Manager
 Albert H. Bryant,
 Manager of Mail and Files
 & Mimeograph Division

John E. Forsander.....Purchasing Agent
 W. J. Flynn.....Chief Accountant
 G. Stanley McAllister,
 Director of Construction and
 Building Operations

Radio Sales

J. Kelly Smith.....General Sales Manager
 Howard Meighan,
 Eastern Sales Manager, New York
 H. A. Carlborg.....Manager, Detroit Office
 Henry M. Jackson,
 Western Sales Manager, Chicago
 Roger K. Huston.....Manager, Los Angeles Office
 Royal Penny.....Account Executive, Charlotte
 Charles E. Morrin,
 Account Executive, San Francisco

New York City

WABC, 485 MADISON AVE.

Arthur Hull Hayes.....General Manager
 George W. Allen.....Director of Programs
 Theodore Weber.....Director of WABC Publicity
 Henry Grossman,
 Eastern Division Operations Engineer
 & Chief Engineer of WABC
 Jules Dundes.....Sales Promotion Manager

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
 Robert N. Brown.....Program Director
 Frank B. Falknor,
 Central Division Operations Engineer
 & Chief Engineer of WBBM
 J. V. McLoughlin.....Accountant & Office Manager
 James Kane,
 Director of Publicity & Special Events
 Urban Johnson.....Chief Sound Technician
 Stuart Dawson.....Assistant Program Director
 J. Oren Weaver.....News Editor
 J. Kelly Smith,
 General Sales Manager, Radio Sales
 Henry M. Jackson,
 Western Sales Manager, Radio Sales
 King Park.....Sales Promotion Manager

Washington

WJSV, EARLE BLDG.

Harry C. Butcher,
 Vice-President in Charge at Washington
 A. D. Willard, Jr.....Station Manager WJSV
 Wm. D. Murdock.....Sales Manager WJSV
 Ann Gillis.....Director of Public Events
 Clyde Hunt.....Chief Engineer
 Harry R. Crow.....Accountant
 John Heiney.....Sales Promotion Manager
 Paul Glynn.....Publicity Director
 Lloyd W. Dennis, Jr.....Program Director

Minneapolis

WCCO, 625 SECOND AVE., S.

Earl H. Gammons.....Manager of Station WCCO
 Carl Burkland.....Sales Manager
 Hayle C. Cavanaugh (Mrs.).....Program Director
 H. S. McCartney.....Chief Engineer
 Emmett J. Heerdt, Jr.....Accountant
 Robert L. Hutton, Jr.,
 Sales Promotion & Publicity Manager
 Alvin B. Sheehan.....Director of Artists Bureau

St. Louis

KMOX, MART BLDG.

Merle S. Jones.....Manager of Station KMOX
 Arthur Casey.....Assistant to Station Manager
 K. W. Church.....Sales Manager
 C. G. Renier.....Program & Production Director
 Louis McC. Young.....Chief Engineer
 James S. Johnson.....Sales Promotion Director
 Jerry Hoekstra.....Public Events & Publicity Director
 Robert W. Carpenter.....Accountant

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
Nelson G. Pringle.....News Editor
Charles Vanda...Western Director of Programs
Fox Case,
Director of Special Events & Public Events
William E. Forbes,
Assistant to Mr. Thornburgh in charge
of Columbia Management of Calif.
Russ Johnston.....Program Manager
Ben Paley.....Production Manager
Harry W. Witt.....Sales Manager
Hal Rorke.....Publicity Director
Roger Huston.....Manager, Radio Sales
Alan Cormack.....Traffic Manager

San Francisco Office

PALACE HOTEL

Arthur J. Kemp...Sales Manager, Pacific Network
Charles Morin...Account Executive, Radio Sales

Charlotte, N. C.

WBT, WILDER BLDG.

A. E. Joscelyn.....Manager of Station WBT
Royal E. Penny.....Sales Manager and
Account Executive, Radio Sales
Edward De Gray.....Accountant
Chas. H. Crutchfield.....Program Director
James Beloungy.....Chief Engineer
William G. Carley....Director of Sales Promotion

Boston

WEEL, 182 TREMONT ST.

Harold E. Fellows....Manager of Station WEEL
Kingsley Horton.....Sales Manager
Lloyd G. del Castillo
Production Manager and Musical Director
Philip K. Baldwin.....Chief Engineer
John J. Murray.....Accountant
Dorothy Drake.....Publicity Director

Detroit

FISHER BLDG.

Alfred N. Steele....Manager of Detroit Office
G. T. C. Fry.....Manager of Sales Promotion
Kenneth Krentel.....Manager of Research
H. A. Carlberg...Account Executive, Radio Sales

Foreign Staff

E. R. Murrow...Chief of European Staff—London
Larry Le Seuer.....London Correspondent
Joseph Congress.....Vichy Correspondent
William L. Shirer,

Central European Representative—Geneva

Harry Flannery.....Berlin Correspondent
Cecil D. Brown.....Rome Correspondent
Sigrid Roll.....Oslo Correspondent
David Anderson.....Stockholm Correspondent
Winston Burdette.....Belgrade Correspondent
Leigh White.....Budapest Correspondent
Betty Wason.....Athens Correspondent
Farnsworth Fowle....Correspondent in Turkey
Edward Chorlian.....Cairo Correspondent
William J. Dunn,

Director of CBS Correspondents in the Far East

W. R. Wills.....Tokyo Correspondent
John Raleigh....Correspondent in Batavia, Java
Alexander Garcia...Correspondent in Havana, Cuba
Luis Alcivar,

Correspondent in Guayaquil, Ecuador
Jorge Mantillas...Correspondent in Quito, Ecuador
Jack Fendell...Correspondent in Bogota, Columbia
Franklyn Whaite,

Correspondent in Caracas, Venezuela
John Adams,

Correspondent in Rio de Janeiro, Brazil
Carlos Griffin...Correspondent in Santiago, Chile
Herbert Clark,

Correspondent in Buenos Aires, Argentina
Claude Guyant....Correspondent in Lima, Peru
John Vebber,

Correspondent in Asuncion, Paraguay
Norman Stines, Jr.,

Correspondent in La Paz, Bolivia

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.
KMOX	St. Louis	Owned and operated by CBS.
KNX	Los Angeles	Owned and operated by CBS.
WEEL	Boston	Owned by Edison Illuminating Co., of Boston Leased and operated by CBS.

MUTUAL



W. E. MACFARLANE
President

BROADCASTING SYSTEM

THE Mutual Broadcasting System, cooperative network of the nation, began 1941 with the best prospects in its history. Mutual's sixth birthday was celebrated in 1940. There are a number of reasons why we are looking forward to its seventh anniversary on September 15, 1941. Growth is a matter of absorbing interest, be it the growth of an industry, a community, or of a great radio network. And Mutual is growing.

Four stations formed the Mutual Broadcasting System at its inception in 1934. In January, 1940, there were 118 MBS affiliates. At the dawn of 1941, there are 168—an increase of 50 in one year. Indications are that by the end of 1941, there will be 200 stations affiliated with Mutual.

Programs

Mutual and its major originating stations greet 1941 as a year of opportunity to provide outstanding programs covering the whole field of radio entertainment. Much was accomplished in 1940. Mutual became synonymous with good music. The Philadelphia orchestra, the Chicago Symphony, and the Chicago Opera were presented regularly, all on an exclusive basis.

Such stimulating shows as Double or Nothing and The Show of the Week originate in the WOR Playhouse. In Chicago Tonight is another contribution from the WGN audience studio. KHJ provides Adventures in Rhythm, California Melodies and the I Want a Divorce half-hour series.

In sports, Mutual again has options on exclusive broadcasts of the world series and national professional football championship game. New Year's Day brought

exclusive Mutual broadcasts of the Cotton Bowl and East vs. West All-Star contests.

News Coverage

Space does not permit a thoroughgoing outline of the amplified news coverage, unique special events, and public service broadcasts in store for 1941 via Mutual. I should like to mention the exchange of programs with South American nations, which will be a Mutual feature in 1941. The series was begun last Christmas Day when a holiday program was piped to Mutual from Buenos Aires. Then on New Year's eve Mutual reciprocated by sending the music of Guy Lombardo to Argentina.

Discount Plan

The continuous expansion of the coast-to-coast network has assured the success of the Mutual Volume Discount Plan, which brings the advertiser a maximum listening audience at reduced rates. The sponsors of Raymond Gram Swing, Wythe Williams, Double or Nothing, Captain Midnight and other series use Mutual hookups of from 70 to 115 stations.

The new sales formula was one reason for the increase in annual Mutual billings. The figure for 1940 was \$4,767,054—some 34 per cent above the 1939 total of \$3,329,782. Exceeding the \$5,000,000 mark is one of Mutual's goals for 1941.

Stations of the Mutual network in many instances are pioneering in the development of Frequency Modulation broadcasting. Of the three underwriters of the network, WOR and WGN each has been licensed to broadcast FM at this writing. The Don Lee network, a pioneer in AM and television, also has made application for an FM license.



MUTUAL BROADCAST



CASTING SYSTEM





MUTUAL



Broadcasting System

Administrative Office

Chicago Tribune Tower, Chicago, Ill.
Phone, Superior 0100

New York Office

1440 Broadway, New York, N. Y.
Phone, Pennsylvania 6-9600

Officers

Chairman of Board of Directors,
Alfred J. McCosker
President..... W. E. Macfarlane
Vice-President..... Theodore C. Streibert
Vice-President..... Lewis Allen Weiss

Executive Secretary-Treasurer... E. M. Antrim
General Manager..... Fred Weber
Sales Manager..... Edward W. Wood, Jr.
Auditor..... Miles E. Lamphiear

Staff

Publicity Director..... Lester Gottlieb
Sales Promotion Manager... Robert A. Schmid
Program Service Mgr..... Adolph Opfinger
Traffic Manager..... Andrew Poole
Legal Advisor..... Keith Masters
Midwestern Sales Promotion Coordinator,
Don Pontius
Music Copyright Manager,
Mrs. Jeanie Campbell
Sales Representative..... John R. Overall
Sales Representative..... Sidney P. Allen
Sales Representative..... Thomas Harker
Sales Representative..... Morris Mudge
Sales Representative..... Ade Hult
Sales Representative..... Howard Keefe
London and Foreign Representative,
John S. Steele
Assistant London Representative.. Arthur Mann
Berlin Representatives,
Sigrid Schultz, John Dickson
Rome Representative..... Peter Tompkins

Branch Offices

Detroit..... Union Guardian Bldg.
Cincinnati..... Alms Hotel
Boston..... 21 Brookline Ave.
Cleveland..... Terminal Tower
Los Angeles..... Don Lee Bldg.
Washington..... 1627 K St., N. W.
San Francisco..... 1000 Van Ness Ave.
England..... Coulsdon, Surrey

Directors

E. N. Antrim Alfred J. McCosker
Willett H. Brown John Shepard III
H. K. Carpenter Theodore C. Streibert
W. E. Macfarlane Fred Weber
Lewis Allen Weiss

Operating Board

J. E. Campeau..... CKLW, Detroit-Windsor
H. K. Carpenter..... WHK-WCLE, Cleveland
William B. Dolph... WOL, Washington, D. C.
Eugene O'Fallon..... KFEL, Denver, Colo.
John Shepard III..... The Colonial Network
Frank P. Schreiber..... WGN, Chicago, Ill.

Theodore C. Streibert... WOR, New York, N. Y.
Hulbert Taft, Jr..... WKRC, Cincinnati
Fred Weber..... General Manager
Lewis Allen Weiss..... Don Lee Network
Edward W. Wood, Jr..... Sales Manager

NATIONAL



BROADCASTING COMPANY

NILES TRAMMELL
President

THE year 1940 gave radio a remarkable opportunity to demonstrate the scope of its service to the American public by accurate and complete coverage of the European war and the selection of a President of the United States. These outstanding events found radio's news organizations operating at a new high in efficiency.

Of all events of the year, the presidential campaign was perhaps of the most intense interest to this country. Radio, operating as a free instrument of that democracy which gives it life and strength, made its facilities equally available to all political parties so that the issues of the campaign might be freely discussed and fully known.

Public Service

Evidence that the American system of broadcasting is continuing to render a wide national service is found in the large number of public service programs aired during 1940—an activity made possible only by the revenue from commercial programs.

American listeners, as well as those peoples within range of NBC's short wave programs received an accurate and complete picture of events throughout the world. NBC representatives in the capitals of belligerent nations, and in all news centers of this country, as well as the fine coverage by the American press associations, made this possible.

With the launching of the greatest peace-time defense program in history, the radio industry was ready to aid in every way possible the successful execution of the program. NBC has inaugurated several special series which relate to our defense activity and will extend its service in this field as public need indicates.

The interest of government and industry in cementing friendly relations with the Latin-American republics has

long been shared by radio broadcasters. Continuing its leadership in this direction, NBC in 1940 increased its short wave schedule over stations WNBI and WRCA from 16 to 18 hours a day, and completed an arrangement whereby local stations in the twenty Latin-American countries can rebroadcast, without cost to them, all short wave programs originating with NBC.

International Shortwave

The International Division of the company also made outstanding progress in interesting sponsors in the Latin American markets. The first year of commercial operation ended on December 1.

Radio broadcasting revenue in general rose during 1940, with networks and individual stations alike reflecting an industry wide improvement. Both the NBC Red and Blue networks made substantial gains. But one of the most dramatic economic improvements of the entire industry was made by the Blue network which added many new commercial programs to its schedule.

Financial growth of the company was equalled by a substantial expansion of national coverage, including the addition of 40 stations, bringing the total affiliates of the Red and Blue Networks to 220 stations. In addition, 41 associated stations increased their ability to serve their respective communities through new transmitters, directional antennas and increased power. The Blue network strengthened its public service by the addition of a number of outlets in strategic sections of the country, particularly in the South and Southwest where 23 additional stations are now enjoying regular Blue Network service.



NATIONAL BROADCAST



RED NETWORK
AS OF JAN. 1st, 1941

NATIONAL BROADCAST



BLUE NETWORK
AS OF JAN. 1st, 1941

CASTING COMP



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	Harbord, James G.
Bliss, Cornelius N.	Harden, Edward W.
Braun, Arthur E.	McGrady, Edward F.
Cutler, Bertram	Millhauser, DeWitt
Dawes, Charles G.	Nally, Edward J.
Dunn, Gano	Sarnoff, David

Trammell, Niles

ADVISORY COUNCIL

Young, Owen D., Chairman

Angell, James R.	Green, William
Belmont, Mrs. August	Harbord, James G.
Coffin, Henry Sloan	Hutchins, Robert M.
Comstock, Ada	Sarnoff, David
Damrosch, Walter	Smith, Alfred E.
Farrell, Francis D.	Davis, John W.

Officers

Sarnoff, David.....Chairman of the Board	Morton, Alfred H.....Vice-President
Trammell, Niles.....President	Royal, John F.....Vice-President
Mullen, Frank E., Vice-President & General Manager	Russell, Frank M.....Vice-President
Ashby, A. L...Vice-President & General Counsel	Strotz, Sidney N.....Vice-President
Egner, C. Lloyd.....Vice-President	Witmer, Roy C.....Vice-President
Engles, George.....Vice-President	Woods, Mark, Vice-President, Treasurer and Assistant Sec'y
Gilman, Don E.....Vice-President	Horn, C. W.....Assistant Vice-President
Hanson, O. B.....Vice-President	Nelson, A. E.....Assistant Vice-President
Hedges, William S.....Vice-President	Teichner, R. J.....Assistant Treasurer
Kobak, Edgar.....Vice-President	MacConnach, Lewis.....Secretary
Mason, Frank E.....Vice-President	Pfautz, C. E.....Assistant Secretary

DEPARTMENTS AND DIVISIONS

Executive Offices

Trammell, Niles President
 Mullen, Frank E.
 Vice-President & General Manager
 Morgan, Clayland T. Assistant to President
 Angell, James Rowland,
 Counselor for Public Service Programs

Continuity Acceptance Department

MacRorie, Janet Editor
 Kemble, Dorothy Assistant Editor

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
 Milne, George Eastern Division Engineer
 Morris, Robert M. Development Engineer
 Rackey, C. A. Audio & Video Facilities Engineer
 Shelby, R. E. Television Operations Engineer

General Service Department

Gilcher, Vincent J. Director of General Service
 Dunn, Ashton Personnel Manager
 Lowell, Edward M.,
 Manager of Building Maintenance Division
 Martin, William G.
 Manager of Guest Relations Division
 Van Houten, D. B.,
 Manager of Office Services Division

Information Department

Mason, Frank E. Vice-President in Charge
 Barnard, Anita Manager of Information Division
 Kostka, William Manager of the Press 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
 Yandell, Lunsford P.
 Executive manager of International Broad-
 casting
 Television Department
 Morton, A. H.
 Vice-President in Charge of Television
 Hutchinson, Thomas H.
 Manager of Television Program Division
 Kersta, Noran E.
 Assistant to Vice-President in Charge of
 Television

Legal Department

Ashby, A. L. Vice-President & General Counsel
 Butler, Franklin Attorney
 Graham, R. H. Attorney-Hollywood
 Grimshaw, I. L. Attorney
 Hennessey, P. J., Jr. Counsel—Washington
 Hurley, J. Attorney—Washington
 Ladner, Henry Attorney
 Leuschner, Frederick Attorney—Hollywood
 McDonald, J. A. Attorney—Chicago
 Myers, R. P. Attorney
 Swezey, Robert D. Attorney

NBC Concert Service

Engles, George,
 Vice-President & Managing Director
 Bottorff, O. O. Vice-President and
 General Manager of Civic Concert Service, Inc.
 (subsidiary of NBC)
 Jones, A. Frank. Asst. to Vice-Pres. in Charge
 Levine, Marks. Manager of Concert Division

NBC Radio Recording Department

Egner, C. Lloyd Vice-President & Manager
 Friedheim, Robert W. Eastern Sales Manager
 MacDonald, John H. Business Manager
 Parsons, Willis B. Sales Promotion Manager
 Thomas, Reginald Program Director

Program Department

Strotz, Sidney N.,
 Vice-President in Charge of Programs
 Carlin, Phillips,
 Red Network Program Manager
 Hillpot, William Blue Network Program Manager
 Brainard, Bertha,
 Manager, Program and Talent Sales Division
 Menser, Clarence L. National Production Director
 Almonte, J. de Jara. Night Program Manager
 Belviso, Thomas H.
 Manager, Music Library Division
 Black, Frank. General Music Director
 Chotzinoff, Samuel Manager of Music Division
 Cuthbert, Margaret,
 Director, Women's and Children's Programs
 Dunham, Franklin
 Director of Religious Broadcasts
 Kelly, Patrick J. Supervisor of Announcing
 Kelly, N. Ray Supervisor of Sound Effects
 La Prade, Ernest Director, Music Research
 Miller, William Burke Director of Talks
 Preston, Walter G., Jr.,
 Manager, Public Service Division
 Roberts, Wilfred S.
 Manager of Production Division
 Schechter, A. A.,
 Director of News and Special Events
 Titterton, Lewis H. Manager of Continuity
 Wall, C. A. Business Manager

Sales Department

Blue Network

Kobak, Edgar.....Vice-President In Charge
 James, E. P. H.....Sales Promotion Manager
 Kiggins, Keith.....Sales Manager
 Saudek, Robert.....Assistant To Sales Manager

Red Network

Witmer, Roy C.....Vice-President In Charge
 Brown, C. B.....Sales Promotion Manager
 Showerman, I. E.....Eastern Sales Manager
 Frey, George H.....Sales Service Manager
 H.tz, Edward R.,
 Assistant To The Vice-President In Charge

Sales Traffic

Greene, F. Melville.....Sales Traffic Manager

Stations Department

Hedges, William S.
 Vice-President in Charge of Stations
 Norton, John H., Jr.....Assistant to
 Vice-President in Charge of Stations

Facilities, Development and Research

Merryman, Philip I.....Co-Director
 Lent, W. C.....Co-Director, Washington Office

Station Relations Department

Hickox, Sheldon B., Jr.
 Manager of the Red Network Division
 Norton, John H., Jr.
 Manager of the Blue Network Division
 Woolley, Easton C.
 Manager of the Service Division

Managed Or Programmed Stations Department

Gregory, Sherman D.....Manager

National Spot and Local Sales Department

McConnell, J. V.
 National Spot & Local Sales Manager
 Roux, Willan C.
 National, Spot & Local Sales Promotion
 Manager
 Tilenius, William O.....Assistant Manager
 of Spot & Local Sales

Traffic Department

McClancy, B. F.....Traffic Manager

Managed Or Programmed Stations

Managed Or Programmed Stations Station Managers

CLEVELAND, OHIO
 Pribble, Vernon H., Manager, Station WTAM
 DENVER, COLO.
 Yoder, Lloyd C., Manager, Station KOA
 SAN FRANCISCO, CALIF.
 Nelson, A. E., Manager Stations KPO-KGO
 WASHINGTON, D. C.
 Berkeley, Kenneth H., Manager Stations WRC
 WMAL

Treasury Department

Woods, Mark,
 Vice-President, Treasurer & Asst. Secretary
 Bloxham, William D.....Purchasing Agent
 Kelly, Harold M.....Asst. Auditor
 McKeon, Harry F.....Auditor
 Payne, Glenn W.....Budget Officer
 Teichner, R. J.....Assistant Treasurer

Central Division—Chicago

Merchandise Mart Phone: Superior 8300

Kopf, H. C.....Manager of The Central Division
 Borroff, Edwin R...Sales Manager—Blue Network
 Boyd, Maurice M...Local & Spot Sales Manager
 Carlson, Emmons C.
 Sales Promotion and Advertising Manager
 Chizzini, Frank....Manager of Radio Recording
 Cunningham, E. C.....Evening Manager
 Drips, William E.....Director of Agriculture
 Fry, Kenneth D.....Director of Special Events
 Golder, Frank.....Program Traffic Supervisor
 Herbubeaux, Jules.....Program Manager
 Kaney, A. W.....Assistant to the Manager
 Luttgens, Howard C...Central Division Engineer
 McCluer, Paul....Sales Manager—Red Network
 McDonald, J. A.....Attorney
 Morton, Oliver....Special Sales Representative
 —Westinghouse Stations
 Tilden, Louis E...Sales Representative, Int'l Dept.
 Murphy, William J.....Continuity Editor
 Ray, William B.....Manager of Press Relations
 Stirton, James L.,
 Manager, Program and Talent Sales
 Waller, Judith C.....Educational Director
 Whalley, John F.....Business Manager
 Wright, W. P.....Production Manager

**Western Division—
Hollywood**

*Sunset Blvd. & Vine St.
Phone: Hollywood 6161*

Gilman, Don E. Vice-Pres. in Charge
 Andrews, William . . . Manager of Guest Relations
 Bock, Harold Manager of Press Relations
 Dellett, F. V. Auditor
 Dixon, Sydney L. . . . Sales Manager—Red Network
 Frost, Lewis Assistant to Vice-President
 Gale, Paul Traffic Supervisor
 Graham, R. H. Attorney—Assistant to Leuschner
 Leuschner, Frederick Attorney
 McAndrews, Robert . . . Sales Promotion Manager
 Moore, Tracy Sales Manager—Blue Network
 Robb, Alex. S. Manager, Program and Talent Sales
 Saxton, A. H. Western Division Engineer
 Schuetz, Robert Manager of Recording Division
 Swallow, John Program Manager
 Williams, Wendell Continuity Editor

Washington, D. C.

*14th St. & New York Ave.
Phone: Republic 4000*

Russell, Frank M. Vice-President in Charge
 Berkeley, Kenneth H.,
 General Manager WRC and WMAL
 Barry, Charles Night Supervisor WRC and WMAL
 Coldenstroth, R. G. Auditor
 Dodge, John Sales Manager WRC and WMAL
 Hennessey, P. J., Jr. Counsel
 Hurley, John Attorney
 Johnson, A. E. Division Engineer
 Knode, Thomas E. In Charge of News,
 Press & Special Events
 Shawn, Fred Assistant Manager WRC and WMAL
 Smith, Carleton E.,
 Assistant Manager WRC and WMAL

Foreign Representatives

Archinard, Paul Vichy, France
 Bate, Fred England
 Jordan, Max Switzerland

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 Evening Star Publishing Co.
 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.
 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

Steadily increasing growth of regional network billings indicates that more and more national advertisers are directing their campaigns in high-spot markets.

With the advantage of purchasing the time actually wanted, tailor-made talent of particular appeal to the specific area, and aggressive merchandising policies of the individual networks, the advertiser is provided with sales impetus in those areas where sales can be produced.

As the majority of these networks are sufficiently flexible to provide coverage where and when the client wants it, it is believed that the trend in 1941 will be toward greater application to selective markets as exemplified by regional networks.

The Alabama Network

c/o WSGN, Tutwiler Hotel, Birmingham, Ala.
Phone: 4-3434

PERSONNEL

President Henry P. Johnston
Vice-President Howard E. Pill
Secretary-Treasurer Bascom H. Hopson

STATIONS

WMSL, Decatur; WJBY, Gadsden; WJRD, Tuscaloosa; WSFA, Montgomery; WSGN, Birmingham; WHBB, Selma.

COVERAGE

Primary area of the network comprises 29 counties in Alabama, whose total population in the 1940 preliminary population figures of the U. S. Census was announced at 2,830,285, an increase of seven per cent over 1930. Approximately 81 per cent of the radio homes in the state are in the network's primary area.

NATIONAL REPRESENTATIVE

Headley-Reed Co.



Arizona Broadcasting Co.

(ABC Network)
711 Heard Bldg., Phoenix, Ariz.
Phone 4-4161

PERSONNEL

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

STATIONS

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

BRANCH OFFICE

48 East Broadway, Tucson, Ariz.
Phone 3703

Executive In Charge R. B. Williams

COVERAGE

State of Arizona.
NATIONAL REPRESENTATIVE
Paul H. Raymer Company



The Arizona Network

836 N. Central Ave., Phoenix, Ariz.

PERSONNEL

Manager (KOY) Fred A. Palmer
Manager (KTUC) John Merino
Manager (KSUN) Carleton Morris

STATIONS

KOY, Phoenix; KTUC, Tucson; KSUN, Bisbee; KGLU, Safford.

COVERAGE

	Primary	Secondary
Population	209,220	251,570
Radio Homes	35,613	33,217

NATIONAL REPRESENTATIVE

John Blair Company



Arkansas Network

11th Floor, Union Life Bldg., Little Rock, Ark.
Phone: 2-1841-2 & Long Distance 224

PERSONNEL

Manager (KARK) G. E. Zimmerman
Manager (KCMC) Cliff Tatom
Manager (KUOA) Storm Whaley
Manager (KOTN) B. J. Parrish

Manager (KFPW).....Dorothy A. Gibson.
 Manager (KBTM).....Jay P. Beard
 Manager (KTHS).....John I. Prosser
 Manager (KELD).....F. E. Bolls
 Manager (WMC).....H. W. Slavick
 Manager (WREC).....Hoyt B. Wooten

STATIONS

KARK, Little Rock; KCMC, Texarkana, Texas; KUOA, Siloam Springs; KOTN, Pine Bluff; KFPW, Fort Smith; KBTM, Jonesboro; KTHS, Hot Springs; KELD, El Dorado; WMC, Memphis, Tenn.; WREC, Memphis, Tenn.

★

Arrowhead Broadcasting System

WEBC Building, Duluth, Minn.

PERSONNEL

General Manager.....Walter C. Bridges
 Business Manager.....Thomas W. Gavin

STATIONS

WEBC, Duluth, Minn. & Superior, Wisc.; WMFG, Hibbing, Minn.; WHLB, Virginia, Minn.

COVERAGE

This network claims coverage in northern Minnesota and Wisconsin and the upper peninsular of Michigan.

NATIONAL REPRESENTATIVE

George P. Hollingsbery Co.

★

Blue Ridge Network

Hotel Greenville, 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, Kingsport, Tenn.

REPRESENTATIVE

Weed & Company

★

California Radio System

708 Eye Street, Sacramento, Calif.
 Phone: Main 5000

PERSONNEL

Vice-President.....G. C. Hamilton
 General Manager.....Howard Lane

STATIONS

KFBK, Sacramento; KFWB, Los Angeles; KSAN, San Francisco; KFOX, Long Beach; KMJ, Fresno; KWG, Stockton; KERN, Bakers-

field; KTMS, Santa Barbara; KFSD, San Diego; KQW, San Jose.

COVERAGE

Network offers state coverage through the ten stations located in each of the first eight population centers of California.

BRANCH OFFICES

366 Madison Ave., New York, N. Y.

Phone: MUrray Hill 2-8690

Manager.....Humboldt Grieg
 530 West Sixth St., Los Angeles, Calif.

2223 Russ Bldg., San Francisco, Calif.

Phone: Exbrook 2093

NATIONAL REPRESENTATIVE

Paul H. Raymer Co.

★

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.....Frank Pellegrin
 Manager, Lincoln Office.....Jud Woods
 Chief Engineer.....Mark Bullock

STATIONS

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

COVERAGE

Nebraska, Kansas, Western Iowa, Southeastern South Dakota, Southwestern Minnesota, Northwestern Minnesota.

REPRESENTATIVE

Edward Petry & Co., Inc.

★

The Colonial Network

21 Brookline Ave., Boston, Mass.

Phone: Commonwealth 0800

PERSONNEL

President.....John Shepard 3rd
 V-P in Charge of Operations.....R. L. Harlow
 V-P in Chg. of Sales & Production...Linus Travers
 V-P in Chg. of Engineering...Paul A. DeMars
 Sales Manager.....W. W. Warner
 Sales & Station Relations.....Gerald Harrison
 Editor of Colonial Network

News Service.....Leland Bickford
 Director, Merchandising &

Promotion.....Robert S. Mairfair
 Director of Publicity.....Al Stephenson
 Merchandising.....F. Carleton McVarish
 Director of Special Events...Fred McLaughlin

Chief Engineer.....Irving Robinson
 Program Director.....Eleanor Geer
 Sports Editor.....Jim Britt
 Manager of Artist Bureau...Josephine White

BRANCH OFFICES

Crown Hotel, Providence, R. I.
 Phone: Dexter 1500

Supervisor.....Malcolm S. Parker
 Hotel Stratfield, New Haven, Conn.
 Phone: 6-1121

Supervisor.....Judson LaHaye

STATIONS

Key Station: WAAB, Boston; WEAN, Providence; WICC, Bridgeport and New Haven; WSAR, Fall River; WSPR, Springfield; WLBZ, Bangor; WFEA, Manchester; WHTT, Hartford; WNBH, New Bedford; WLLH, Lowell and Lawrence; WLNH, Laconia; WRDO, Augusta; WNLC, New London; WHAL, Greenfield; WCOU, Lewiston and Auburn; WATR, Waterbury; WBRK, Pittsfield; WSYB, Rutland, Vt.; WELL, New Haven.

COVERAGE

	Evening	Daytime
Population	5,538,299	5,674,855
Radio Homes	1,274,009	1,305,019

NATIONAL REPRESENTATIVE

Edward Petry & Co., Inc.



Connecticut Broadcasting System

Address Individual Stations

PERSONNEL

Manager (WELI).....James T. Milne
 Manager (WNBC).....Richard W. Davis
 Manager (WATR).....Harold Thomas

STATIONS

WELI, New Haven; WNBC, New Britain;
 WATR, Waterbury; WNLC, New London.



**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.

Additional stations can be selected by the advertiser in Kansas City, St. Joseph and Columbia, Mo.; Mason City, Sioux City and Dubuque, Ia.; Rochester, Minn.; Topeka, Kans.; and Peoria, Ill.

This network is 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. Rate is the combination of the spot broadcasting rate of each station used, without any charge for lines. Contracts are made direct with individual stations as this is not an organized network but simply provides for an exchange of programs without use of lines.

NATIONAL REPRESENTATIVE

Free & Peters, Inc.



The Cowles Group

Des Moines Register and Tribune Building,
 Des Moines, Ia.
 Phone: 3-2111

Cedar Rapids Office: Paramount Theater Bldg.
 Waterloo Office: Russell Lamson Hotel
 Sioux City Office: Orpheum Theater Bldg.
 Yankton Office: Gurney Bldg.

PERSONNEL

President.....Gardner Cowles, Jr.
 Vice-President.....John Cowles
 Vice-President and Treasurer...Luther L. Hill
 Vice-President.....Sumner Quarton
 Manager (WNAX).....Robert R. Tinch
 National Sales Manager.....H. T. Enns
 Com. Manager (Des Moines)...Craig Lawrence
 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.

SERVICES

Network maintains production, announcing and technical staffs available to advertisers without charge.

COVERAGE*

Population	6,700,649
Families	1,644,549
Radio Families	1,364,860

* Summary of 385 primary counties (in Montana, Wyoming, North Dakota, South Dakota, Nebraska, Minnesota, Iowa, Missouri, Wisconsin, Illinois).

NATIONAL REPRESENTATIVE

The Katz Agency



Don Lee Broadcasting System

5515 Melrose Ave., Hollywood, Calif.
 Phone: Hollywood 8111

San Francisco office: 1000 Van Ness Ave.

REGIONAL NETWORKS

PERSONNEL

V-P & General Manager.... Lewis Allen Weiss
 Assistant Manager..... Willet Brown
 General Sales Manager.... Wilbur Eickelberg
 Program Director..... Van Newkirk
 Production Manager..... James Burton
 Publicity Director..... Mark Finley

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; KTKC, Visalia.

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

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

NATIONAL REPRESENTATIVE

John Blair & Co.



Georgia Broadcasting System

(Selling Group; not available as a network)

1420 Second Avenue, Columbus, Ga.

Phone: 4300

Atlanta Office: Henry Grady Bldg.

Phone Walnut 4377

PERSONNEL

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

STATIONS

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

COVERAGE*

	Evening	Daytime
Population	636,280	948,600
Radio Homes	112,577	140,990

* In primary markets of west Georgia and eastern Alabama.

NATIONAL REPRESENTATIVE

International Radio Sales



Georgia Major Market Trio

Atlanta Office: Forsyth Bldg.

Phone: Walnut 8441

Macon Office: 211 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)... Marjorie B. Willis

STATIONS

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

COVERAGE*

	Primary	Secondary
Population	2,058,532	2,023,064
Radio Homes	277,640	282,640

* Population is based on the 1930 Census; radio homes figure is based on 1938 Joint Committee Report.

REPRESENTATIVE

The Katz Agency



Inter-City Broadcasting System

1657 Broadway, New York City

Phone: Circle 6-2200

Philadelphia Office: 35 S. 9th St.

Phone: Walnut 6800

PERSONNEL

General Manager..... Don S. Shaw
 Assistants to General Manager... Jack Curtis, L. E. Roberts

Director of Sales..... Charles M. Stark

Publicity-Special Events Dir... Leon Goldstein

Program Manager..... Charles Capps

Musical Director..... Joe Rines

Continuity Director..... Raymond Sweeney

Sports & News Director..... Hal Janis

Chief Engineer..... Frank Marx

STATIONS

Key Station: WMCA, New York City; WIP, Philadelphia; other stations and cities available on request.

COVERAGE

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

REPRESENTATIVE

Virgil Reiter & Co. (West)



Intermountain Network

McIntyre Bldg., Salt Lake City, Utah

PERSONNEL

President..... Paul R. Heitmeyer

STATIONS

KLO, Ogden; KOVO, Provo; KEUB, Price.

REPRESENTATIVE

George P. Hollingbery Co.

Kansas State Network

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

PERSONNEL

Sales Manager.....Don Davis
Program Co-Ordinator.....J. Nelson Rupard
Regional Sales Manager.....Bryan P. Murphy

EXECUTIVE COMMITTEE

K. W. Pyle (KFBI); R. J. Laubengayer (KSAL);
K. W. Trimble (KTSW); Clem Morgan (KVGB);
John Schilling (WHB).

BRANCH OFFICE

1012 Baltimore, Kansas City, Mo.
Phone: Grand 0810

Executive in Charge.....Bryan P. Murphy

STATIONS

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

COVERAGE*

	Primary
Population	2,924,021
Radio Homes	830,440

*Population is based on 1930 Census; radio homes figure is based on 1938 Joint Committee Report.

REPRESENTATIVE

William G. Rambeau Co.



The Lone Star Chain

Medical Arts Bldg., Fort Worth, Texas
Phone: 3-1234
Dallas Office: c/o WFAA & KGKO

PERSONNEL

Managing Director.....Sam H. Bennett
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).

COVERAGE

Network with its supplementary station claims coverage of the entire state of Texas as a primary area.

NATIONAL REPRESENTATIVES

Howard H. Wilson Co.



Mason-Dixon Radio Group

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

PERSONNEL

General Manager.....Clair R. McCollough

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; WKZO, Kalamazoo; WOOD-WASH, Grand Rapids.

COVERAGE

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.

REPRESENTATIVE

Paul H. Raymer Co.



The Minnesota Radio Network

Radisson Hotel, Minneapolis, Minn.
Phone Bridgeport 3222
St. Paul Office: St. Paul Hotel
Phone Cedar 5511

PERSONNEL

General Sales Manager.....Ray C. Jenkins

STATIONS

KSTP, Minneapolis-St. Paul (key station);
KYSM, Mankato; KROC, Rochester; KFAM, St. Cloud.

COVERAGE

	Primary*
Population	2,360,218
Radio Homes	549,520

* The primary area of the four stations combines the total of 86 counties in Minnesota, Wisconsin and Iowa; network claims a total listening audience (primary and secondary) of 4,108,220 persons.

NATIONAL REPRESENTATIVE

Howard H. Wilson 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.; KYAN, Cheyenne, Wyo.



New York Broadcasting System, Inc.

20 East 57th St., New York, N. Y.
Phone: ELdorado 5-6100

PERSONNEL

President.....Major E. M. Stoer
Managing Director-Sales Mgr...C. H. Hackett
ManagerAlbert Grobe
Director of Publicity, News &
Special Events.....Bernard Estes

STATIONS

WINS*, New York City; WABY, Albany;
WIBX, Utica; WMBO, Auburn; WSAY, Roch-
ester; WBNY, Buffalo; WJTN, Jamestown;
WTRY, Troy; WOLF, Syracuse; WKNY, Kings-
ton.

*WINS is the New York City daytime outlet;
choice of WHN or WMCA as the nighttime
outlet.

COVERAGE

The New York Broadcasting System claims
coverage of the entire state of New York with
its total population equaling one sixth of the
total for the United States.

NATIONAL REPRESENTATIVE

International Radio Sales



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
Treasurer.....D. C. Shepard

STATIONS

WLOL, Minneapolis, Minn.; KATE, Albert
Lea, Minn.; KGDE, Fergus Falls, Minn.; KVOX,
Moorhead, Minn.; KWNO, Winona, Minn.;
KDLR, Devils Lake, N. D.; KRMC, Jamestown,
N. D.; KLPN, Minot, N. D.; KGCU, Mandan,
N. D.; KABR, Aberdeen, S. D.; WDSM, Su-
perior, Wisc.

Northern Broadcasting & Publishing, Ltd.

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

PERSONNEL

General Manager.....Jack K. Cooke
Manager (CJKL).....Brian G. Shellon
Manager (CFCH)Cliff Pickrem

STATIONS

CKGB, Timmins, Ont.; CJKL, Kirkland Lake,
Ont.; CFCH, North Bay, Ont.; CKVD, Val D'Or,
Que.

BRANCH OFFICE

305 Victory Bldg., Toronto, Ont., Canada
Phone: 500

Manager.....J. Reg Beattie



Northwest Triangle Chain

Address Individual Stations

PERSONNEL

Manager (Seattle).....Birt Fisher
Manager (Spokane).....Louis Wasmer
Manager (Portland).....W. Carey Jennings

STATIONS

KOMO, Seattle; KJR, Seattle; KHQ, Spokane;
KGA, Spokane; KGW, Portland; KEX, Portland.

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 4-8188

PERSONNEL

Manager (KOMA).....Neal Barrett
Manager (KTUL).....William C. Gillespie
Commercial Manager (KOMA)...Jack Howell
Commercial Manager (KTUL)...Lawson Taylor

NATIONAL REPRESENTATIVE

Free & Peters, Inc.



The Oklahoma Network

1800 West Main St., Oklahoma City, Okla.
Phone: 3-8352

PERSONNEL

President.....Ross U. Porter
Vice-President.....Tams Bixby, Jr.
Secretary-Treasurer.....Kenyon M. Douglass
Managing Director.....Kenyon M. Douglass

STATIONS

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

NATIONAL REPRESENTATIVE
Arthur H. Hagg & Associates



Pacific Broadcasting Co.

914 Broadway, Tacoma, Wash.
Phone: Main 4144

PERSONNEL

General Manager.....Carl E. Haymond
Traffic Manager.....John K. Clarke
Auditor.....Paul F. Benton

STATIONS

Oregon: KALE, Portland; KFJL, Klamath Falls; KOOS, Marshfield; KRNR, Roseburg; KORE, Eugene.

Washington: KGY, Olympia; KELA, Centralia; KIT, Yakima; KMO, Tacoma; KOL, Seattle; KPQ, Wenatchee; KVOS, Bellingham; KXRO, Aberdeen; KWLK, Longview.

COVERAGE

Network outlets in each of the 9 primary markets of Washington and 5 primary markets of Oregon. Nine out of ten radio homes in these areas within 25 miles of a Pacific Broadcasting Co. outlet. Eighty per cent of all retail sales for the entire territory covered come from within 25 miles of some Pacific Broadcasting Co. outlet.

NATIONAL REPRESENTATIVE
John Blair & Co.



The Pennsylvania Network

1622 Chestnut St., Philadelphia, Pa.
Phone Locust 7700

PERSONNEL

Manager.....Kenneth W. Stowman

STATIONS

WCAU, Philadelphia (key station); WGAL, Lancaster; WORK, York; WAZL, Hazleton; WEST, Easton; WSAN, Allentown; WFBG, Altoona; WLEU, Erie; WHP, Harrisburg; WKBO, Harrisburg; WJAC, Johnstown; WRAW, Reading; WGBI, Scranton; WKOK, Sunbury; WBRE, Wilkes-Barre; WBAX, Wilkes-Barre; WRAK, Williamsport; WARM, Scranton; (Harrisburg, Scranton, Wilkes-Barre and Pittsburgh stations optional).

COVERAGE

Network claims coverage of Pennsylvania, southern New Jersey, Delaware and portions of states bordering Pennsylvania.

Quaker Network

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

PERSONNEL

General Manager.....Roger W. Clipp

STATIONS

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



South Central Quality Network

Address Individual Stations

PERSONNEL

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



The Southern Network

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

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 has no officers or

directors, each outlet being a sales office for the other.

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
Vice-President-Secretary-
General Manager.....Harry A. Hutchinson
Vice-President-Treasurer....Gerald T. Stanley
Assistant General Manager....Gene L. Cagle
Merchandising Director.....L. R. Duffy
Program Director.....Helen Jane Behlke
Chief Accountant.....D. C. Hornburg
Traffic Manager.....Dorothy Smith
Technical Supervisor.....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.

★

West Virginia Network

WCHS Auditorium, Charleston, W. Va.

PERSONNEL

President.....John A. Kennedy
Managing Director.....Howard L. Chernoff
Program Director & Artist
Bureau Head.....James C. Keefe
Chief Engineer.....O. Robinson
Publicity Director.....Harold Miller

STATIONS

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

POLICIES

Advertising of alcoholic beverages accepted.

NATIONAL REPRESENTATIVE

The Branham Co.

The Yankee Network

"Covering New England"

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

PERSONNEL

President.....John Shepard 3rd
V-P in Chg. of Operations.....R. L. Harlow
V-P in Chg. of Sales & Production...Linus Travers
V-P in Chg. of Engineering...Paul A. DeMars
Editor of Yankee Network
News Service.....Leland Bickford
Director of Merchandising &
Promotion.....Robert S. Playfair
Director of Publicity.....Al Stephenson
Merchandising.....F. Carleton McVarish
Director of Special Events....Fred McLaughlin
Chief Engineer.....Irving Robinson
Sports Editor.....Jim Britt
Chief Meteorologist.....Salvatore Pagliuca
Manager of Yankee Network
Artists Bureau.....Josephine White

STATIONS

WNAC, Boston; WTIC, Hartford; WEAN, Providence; WTAG, Worcester; WICC, Bridgeport and New Haven; WCSH, Portland; WLBZ, Bangor; WFEA, Manchester; WSAR, Fall River; WNBH, New Bedford; WLLH, Lowell and Lawrence; WLNH, Laconia; WRDO, Augusta; WNLC, New London; WHAI, Greenfield; WCOU, Lewiston and Auburn; WBRK, Pittsfield; WSYB, Rutland, Vt.; WELL, New Haven, Conn.

COVERAGE

	Evening	Daytime
Population	6,444,623	5,293,767
Radio Homes	1,482,264	1,217,559

NATIONAL REPRESENTATIVE

Edward Petry & Co., Inc.

★

Z (Bar) Net

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

PERSONNEL

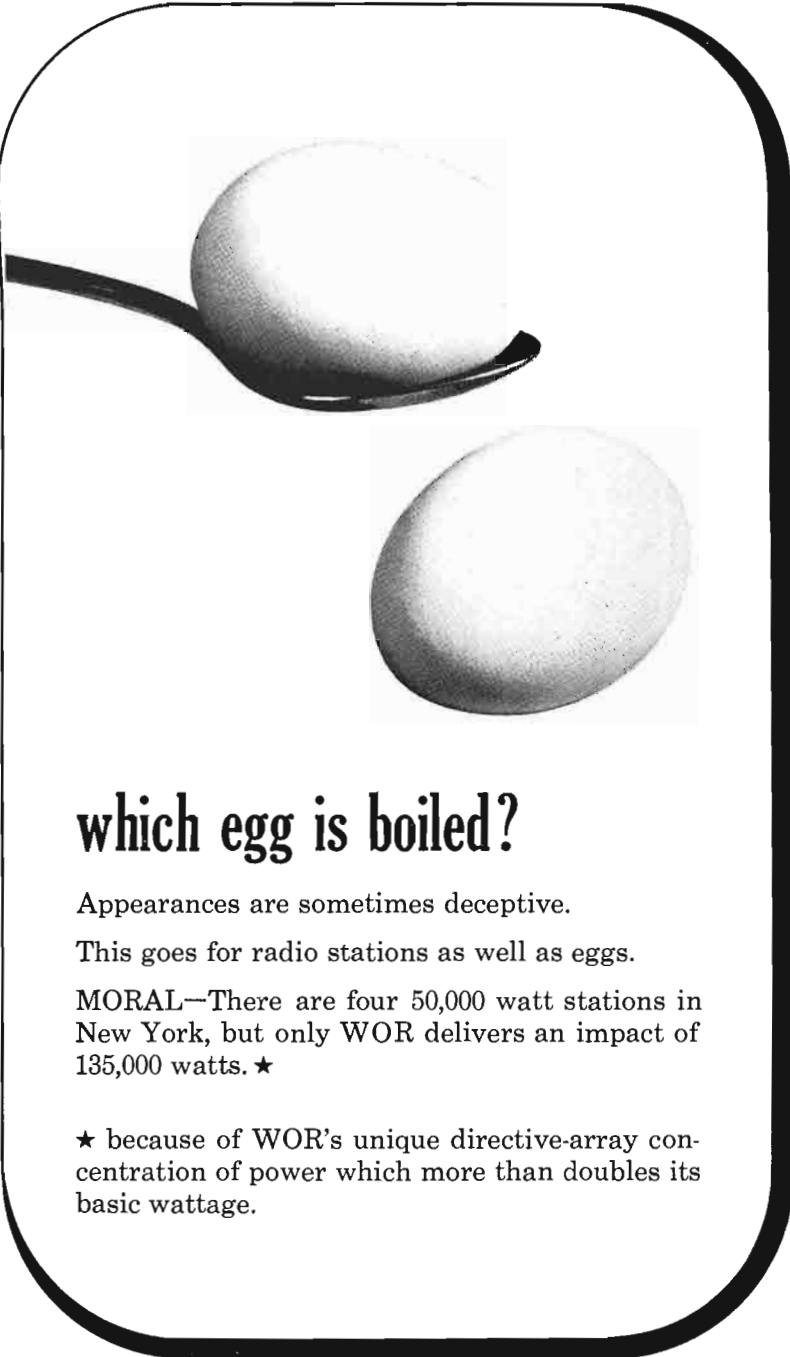
Manager.....E. B. Craney

STATIONS

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

NATIONAL REPRESENTATIVE

Gene Furgason & Co.



which egg is boiled?

Appearances are sometimes deceptive.

This goes for radio stations as well as eggs.

MORAL—There are four 50,000 watt stations in New York, but only WOR delivers an impact of 135,000 watts. ★

★ because of WOR's unique directive-array concentration of power which more than doubles its basic wattage.