

# NETWORKS

## NATIONWIDE CHAINS

Information on the three major networks, delivering nationwide service, is presented here via two methods:

- (1) Maps which indicate the call letters and locations of affiliated stations.
- (2) Personnel lists, wherein the locations of branch offices are also noted.

No effort has been made to give specific information on rate cards, hook-ups, etc. This material is so easily obtainable from the networks themselves, and so subject to change, that inclusion here might lead to confusion and even misinformation.

## COLUMBIA BROADCASTING SYSTEM

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

### BOARD OF DIRECTORS

|                      |                       |
|----------------------|-----------------------|
| Paley, William S.    | Bush, Prescott S.     |
| Levy, Leon           | Swope, Herbert Bayard |
| Louchheim, Jerome H. | Levy, Isaac D.        |
| Paley, Samuel        | Iglehart, J. A. W.    |
| Paley, Jacob         | Richardson, Dorsay    |
| Colin, Ralph F.      | Runyon, Mefford R.    |
| Klauber, Edward      | Keston, Paul W.       |

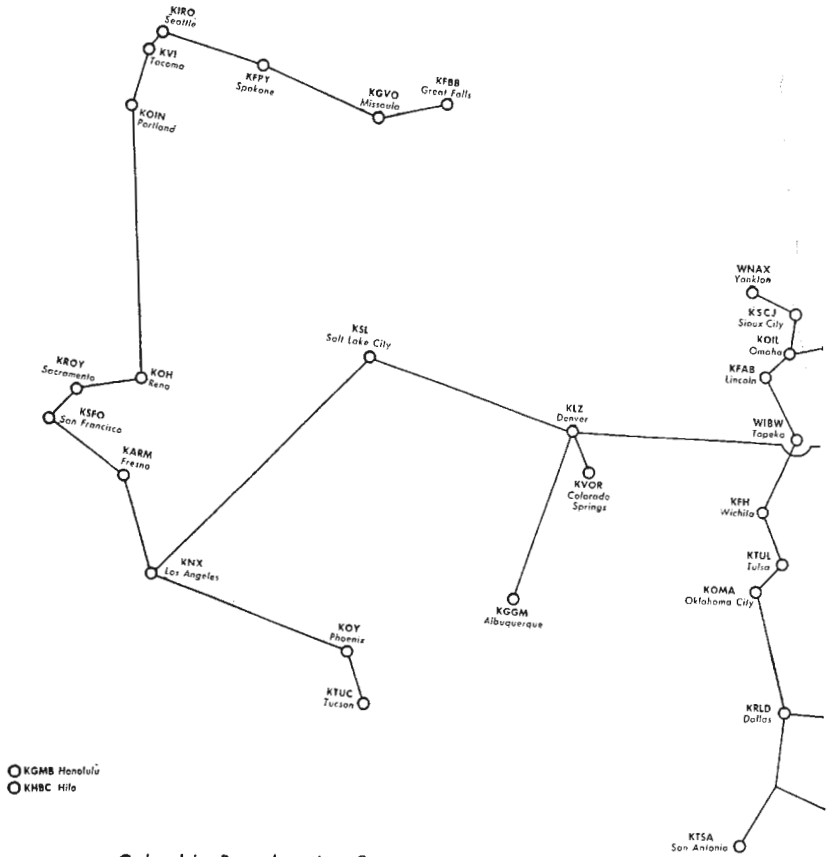
### OFFICERS

|                     |   |
|---------------------|---|
| Paley, William S.   | President   |
| Klauber, Edward     | Executive Vice-President  |
| Kesten, Paul W.     | Vice-President and Director   |
| Runyon, Mefford R.  | Vice-President and Director   |
| Lowman, Lawrence W. | Vice-President in Charge of Operations                              |
| Akerberg, H. V.     | Vice-President in Charge of Station Relations                       |
| Pickard, Sam        | Vice-President  |
| Lewis, W. B.        | Vice-President in Charge of Broadcasts                              |
| White, Frank K.     | Treasurer   |
| Willis, F. A.       | Assistant to the President and Director of<br>Short Wave Operations |
| Dean, Samuel R.     | Assistant Treasurer   |
| Seward, James M.    | Assistant Treasurer   |
| Ream, Jos. H.       | Secretary and General Attorney                                      |
| Gittinger, William  | Sales Manager   |

### STAFF

|                    |   |
|--------------------|---|
| Ensign, William H. | Assistant Sales Manager                         |
| Karol, J. J.       | Market Research Counsel                         |
| Prockter, B. J.    | Manager of Sales Service                        |
| Ratner, Victor M.  | Director of Sales Promotion                     |
| Stanton, Frank     | Director of Research                            |
| Churchill, J. K.   | Chief Statistician                              |
| Fox, John          | Sales Promotion Production Manager, Space Buyer |
| Sandler, Ted       | Art Director                                    |
| Tyler, James S.    | Trade News Editor                               |

# This is the Columbia



## Columbia Broadcasting System

July 1, 1939

### Additional Stations

Effective July 15, 1939, KWFT Wichita Falls, Texas

Effective May 1, 1940, WMT Cedar Rapids, Iowa



**CBS PERSONNEL—Continued**

Maulsby, Gerald.....Production Manager  
 Coulter, Douglas.....Assistant Director of Broadcasts  
 Passman, Roy.....Assistant Director of Program Operations  
 Taylor, Davidson.....Assistant to Vice-President in Charge of Broadcasts  
 Wylie, Max.....Director of Script Division  
 Barton, Francis C.....Manager of Program Service  
 Zachary, George.....Director of Music Division  
 Mattfeld, Julius.....Music Librarian  
 Fisher, Sterling.....Director of Talks and Education  
 Sioussat, Helen.....Assistant Director of Talks  
 Levine, Leon.....Assistant Director of Educational Programs  
 Schimek, Jan.....Director of Copyright Division  
 Hess, Harriet.....Manager of Typing Division  
 Gray, Gilson B.....Commercial Editor  
 Ball, Donald I.....Assistant Commercial Editor  
 Murphy, Adrian.....Executive Director of Television  
 Seldes, Gilbert.....Director of Television Programs  
 Hole, Leonard H.....Manager of Television Operations  
 Tucker, Elizabeth.....Director Short Wave Programs  
 Pierson, Walter R.....Manager of Sound Effects Division  
 Burke, James.....New Program Ideas  
 Rosenthal, H. I.....Manager of Columbia Artists, Inc.  
 Becker, I. S.....Business Manager of Columbia Artists, Inc.  
 White, Paul W.....Director of Public Events and Special Features  
 Fitzgerald, John D.....Assistant Director of Public Events and Special Features  
 Gude, J. G.....Station Relations Manager  
 Ruppel, Louis.....Director of Publicity  
 Reid, Luther J.....Assistant Director of Publicity  
 Fish, Michael J.....Manager Photographic Division  
 Cohan, Edwin King.....Director of General Engineering  
 Chamberlain, A. B.....Chief Engineer  
 Cowham, Hugh A.....Commercial Engineer  
 Goldmark, Peter G.....Chief Television Engineer  
 Burgess, Jos. H., Jr.....Personnel Manager  
 Bryant, Albert H.....Manager of Mail and Files  
 Forsander, John E.....Purchasing Agent  
 Flynn, W. J.....Chief Accountant  
 Padgett, Arthur S.....Chief Auditor  
 McAllister, G. Stanley.....Manager of Construction and Building Operations

**NEW YORK CITY—WABC, 485 MADISON AVE.**

Hayes, Arthur Hull.....Sales Manager  
 Allen, George.....Director of Programs  
 Grossman, Henry.....Chief Engineer

**CHICAGO—410 NO. MICHIGAN AVE.**

Atlass, H. Leslie.....Vice-President in Charge at Chicago  
 Van Volkenburg, J. L.....Assistant to Mr. Atlass  
 Erikson, L. F.....Western Sales Manager  
 Smith, Harry Mason.....Chicago Sales Manager  
 Rand, Frank.....Publicity Manager  
 Falknor, Frank B.....Chief Engineer  
 Weaver, J. Oren.....News Editor  
 Brown, Robert N.....Program Director  
 Hafter, Robert.....Production Manager

## CBS PERSONNEL—Continued

Johnson, Urban.....Sound Effects Manager  
Grinstead, Wayde.....Sales Promotion Director  
McLoughlin, J. V.....Accountant

### WASHINGTON—WJSV, EARLE BLDG.

Butcher, Harry C.....Vice-President in Charge at Washington  
Willard, A. D., Jr.....Station Manager WJSV  
Murdock, Wm. D.....Sales Manager WJSV  
Hunt, Clyde.....Chief Engineer  
Crow, Harry R.....Accountant  
Gillis, Ann.....Director of Public Events and Special Features  
Porter, Paul A.....Attorney  
Dennis, Lloyd W.....Program Director  
Slocum, William J., Jr.....Publicity Director

### MINNEAPOLIS—WCCO, 625 SECOND AVE., SO.

Gammons, Earl H.....Manager of Station WCCO  
McCormick, John.....Assistant Manager  
Heerd, Emmett J.....Accountant  
McCartney, H. S.....Chief Engineer  
Cavanor, Hayle C.....Program Director  
Sheehan, Alvin B.....Manager of Artists Bureau  
Burkland, Carl.....Sales Manager

### ST. LOUIS—KMOX, MART BUILDING

Jones, Merle S.....Manager of Station KMOX  
Casey, Arthur.....Assistant to Station Manager  
Tevis, G. L.....Chief Engineer  
Gillingham, R. S.....Accountant  
Renier, C. G.....Program Director  
Hoekstra, Jerry.....Director of Public Affairs and Publicity  
Church, K. W.....Sales Manager  
Johnson, James S.....Sales Promotion Director

### PACIFIC COAST

#### LOS ANGELES OFFICE, KNX, COLUMBIA SQUARE

Thornburgh, D. W.....Vice-President in Charge of Pacific Coast  
Dolph, John M.....Assistant to Vice-President  
Moscovics, George.....Director of Sales Promotion, Pacific Network  
Ryder, Charles D., Jr.....Accountant  
Bowman, Lester.....Western Division Operations Engineer  
Pringle, Nelson G.....News Editor  
Vanda, Charles.....Western Program Director  
Johnston, Russ.....Continuity Chief  
Case, Fox.....Director of Special Events  
Todesca, Edith S.....Production Manager  
Rorke, Hal.....Publicity Manager  
Witt, Harry W.....Sales Manager  
Buckalew, Edwin W.....Director of Sales Promotion  
Cormack, Alan.....Traffic Manager

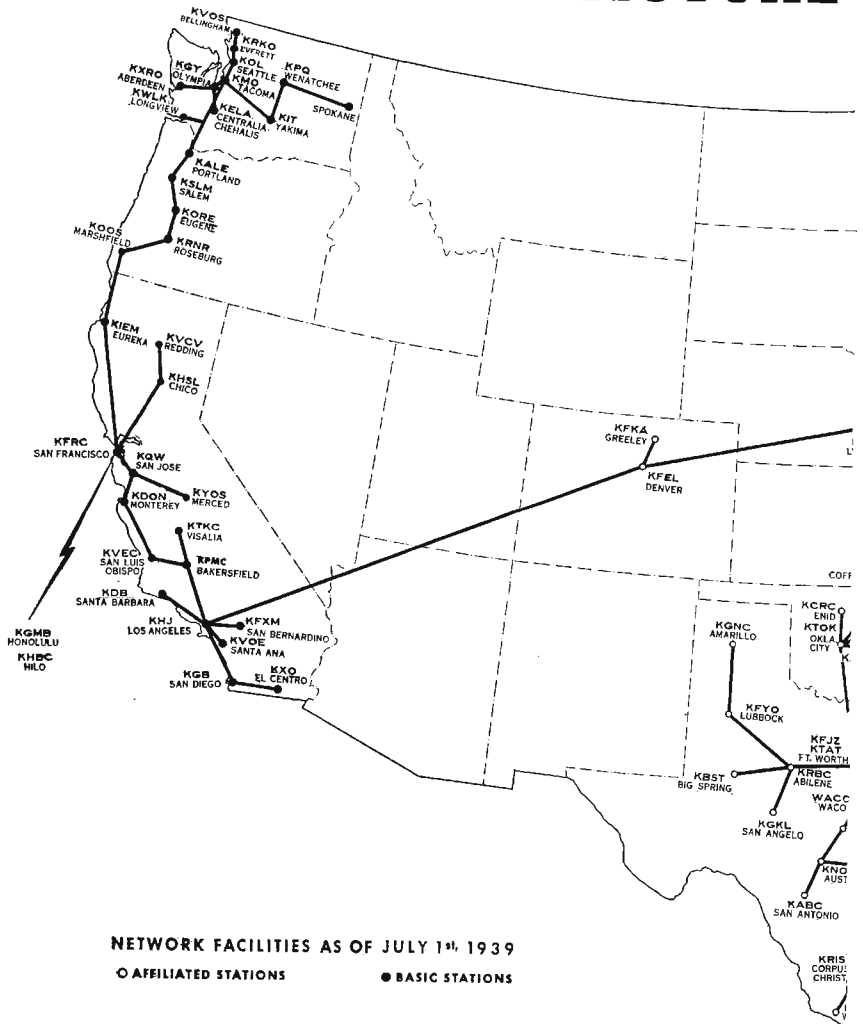
#### SAN FRANCISCO OFFICE—PALACE HOTEL

Kemp, Arthur J.....Sales Manager, Pacific Network  
Jackson, Henry M.....Manager

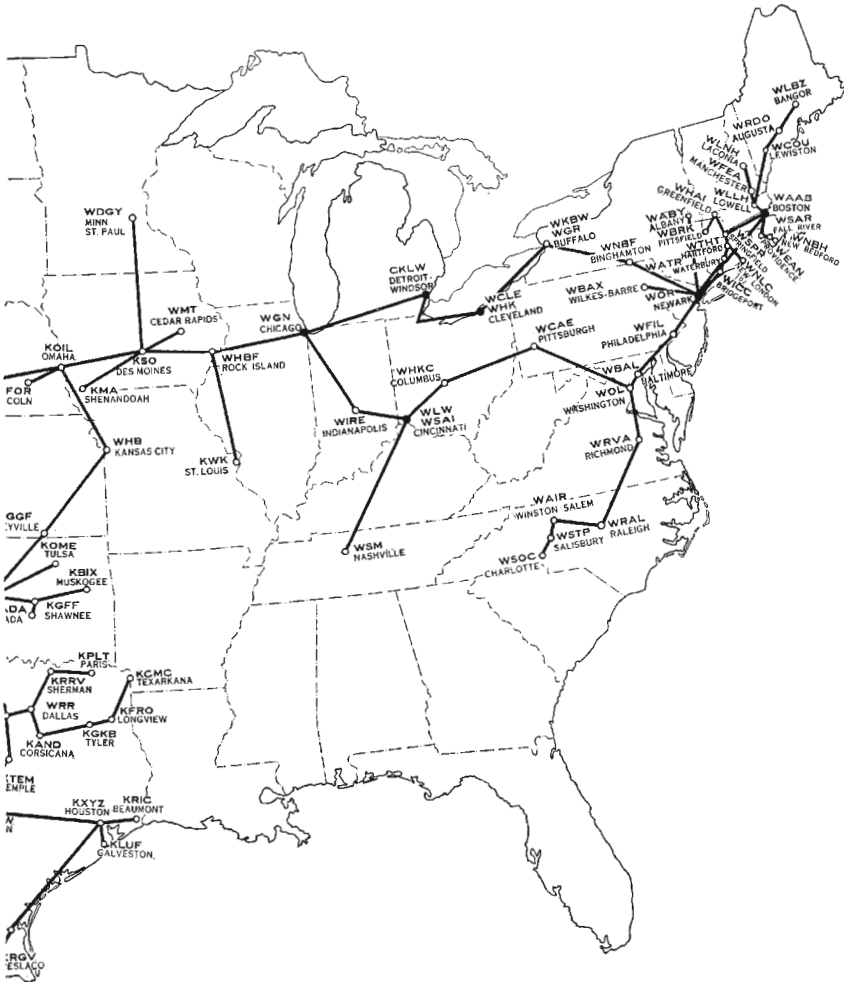
### CINCINNATI—WKRC, HOTEL ALMS

Schudt, William A., Jr.....Manager of Station WKRC  
Tiffany, John M.....Chief Engineer  
Lyons, Ruth Reeves.....Program Director

# THIS IS THE MUTUAL



# BROADCASTING SYSTEM



## CBS PERSONNEL—Continued

Maloney, Margaret.....Publicity Director  
 Williamson, William J.....Sales Manager

### CHARLOTTE, N. C.—WBT, WILDER BLDG.

Dellar, Lincoln.....Manager of Station WBT  
 Carpenter, Robert W.....Accountant  
 Beloungy, James.....Chief Engineer  
 Crutchfield, Chas. H.....Program Director  
 Penny, Royal E.....Sales Manager

### BOSTON—WEEI, 182 TREMONT STREET

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

### DETROIT—FISHER BLDG.

Steele, Alfred N.....Manager of Detroit Office  
 Taylor, Webster H.....Assistant Manager of Detroit Office

### EUROPEAN PERSONNEL

Murrow, E. R.....Chief of European Staff—London  
 Shirer, William L.....Central European Representative—Geneva  
 Willis, W. R.....Far Eastern Representative—Tokyo  
 Grandin, Thomas.....Paris Representative

## STATIONS OWNED AND OPERATED, OR LEASED BY THE COLUMBIA BROADCASTING SYSTEM

|                                       |   |
|---------------------------------------|---|
| WABC, New York City.....              | Owned and Operated by the CBS   |
| WBBM, Chicago, Ill.....               | “ “ “ “ “ “   |
| WBT, Charlotte, N. C.....             | “ “ “ “ “ “   |
| WCCO, Minneapolis-St. Paul, Minn..... | “ “ “ “ “ “   |
| WJSV, Washington, D. C.....           | “ “ “ “ “ “   |
| WKRC, Cincinnati, Ohio.....           | “ “ “ “ “ “   |
| KMOX, St. Louis, Mo.....              | “ “ “ “ “ “   |
| KNX, Los Angeles, Calif.....          | “ “ “ “ “ “   |
| WEEI, Boston, Mass.....               | Owned by the Edison Electric<br>Illuminating Co. of Boston;<br>leased and operated by the CBS |

## MUTUAL BROADCASTING SYSTEM

*Chicago: Chicago Tribune Tower. Superior 0100  
 New York: 1440 Broadway. Pennsylvania 6-9600*

### MUTUAL PERSONNEL

McCosker, Alfred J.....Chairman of the Board  
 Macfarlane, W. E.....President  
 Streibert, T. C.....Vice-President  
 Antrim, E. M.....Secretary-Treasurer  
 Weber, Fred.....General Manager  
 Schmid, Robert A.....Sales Promotion Manager  
 Opfinger, Adolph.....Program Service Manager  
 Poole, Andrew L.....Traffic Manager



**MBS PERSONNEL—Continued**

|                         |                                   |
|-------------------------|-----------------------------------|
| Gottlieb, Lester.....   | Publicity Director                |
| Lamphiear, Miles E..... | Auditor                           |
| Overall, John R.....    | Sales Representative              |
| Hult, Ade.....          | Sales Representative              |
| Allen, Sidney P.....    | Sales Representative              |
| Bowers, Ed.....         | Sales Representative              |
| Mudge, Morris.....      | Sales Representative              |
| Lambert, Burt.....      | Sales Representative              |
| Pontius, Don.....       | Midwestern Program Coordinator    |
| Steele, John.....       | London and Foreign Representative |

**BRANCH OFFICES**

- Los Angeles: Don Lee Building, Seventh and Bixel Street. Van Dyke 7117.
- Boston: 21 Brookline Avenue. Commonwealth 0800.
- England: Underdowns, Chaldon Way, Coulsdon, Surrey.
- Detroit: Union Guardian Building. Cadillac 7200.
- San Francisco: 1000 Van Ness Avenue. Prospect 0100.
- Cincinnati: 1329 Arlington Street. Kirby 4800.
- Cleveland: 1311 Terminal Tower. Prospect 5800.

*Other Offices Are Located in Affiliated Stations Throughout the Country.*

**NATIONAL BROADCASTING COMPANY, INC**

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

Registered Telegraphic Address:  
**NATBROCAST NEW YORK**

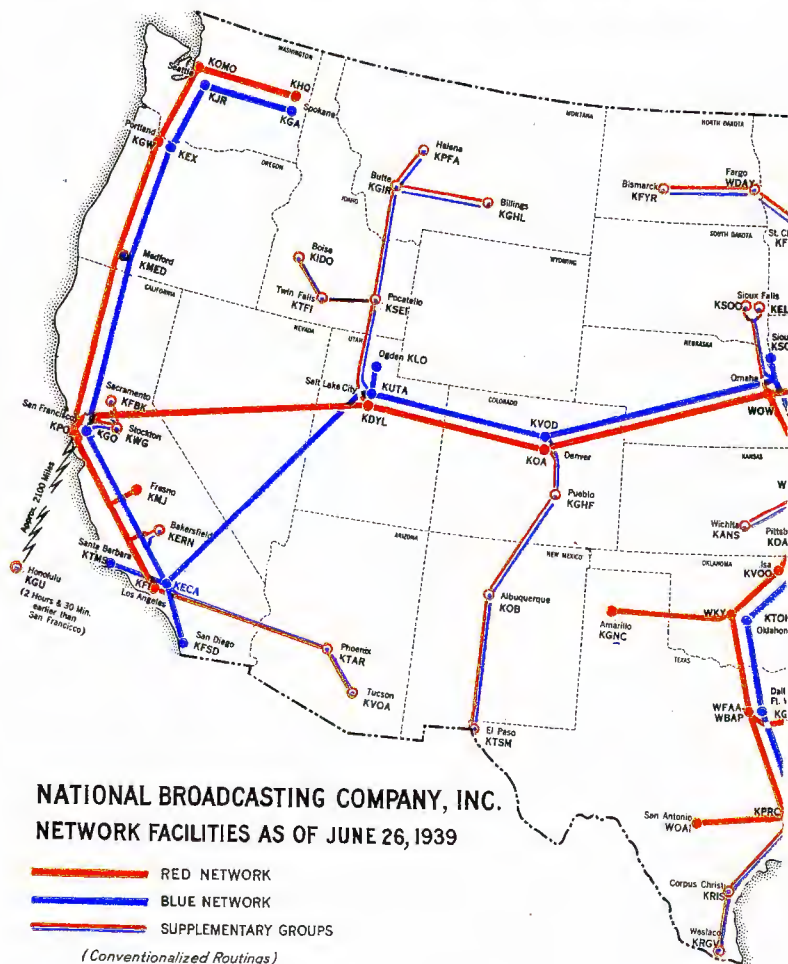
**BOARD OF DIRECTORS**

|                       |                    |
|-----------------------|--------------------|
| Angell, James Rowland | Harden, Edward W.  |
| Bliss, Cornelius N.   | Lohr, Lenox R.     |
| Braun, Arthur E.      | McGrady, Edward F. |
| Dawes, Charles G.     | Millhauser, DeWitt |
| Dunn, Gano            | Nally, Edward J.   |
| Harbord, James G.     | Sarnoff, David     |
|                       | Trammell, Niles    |

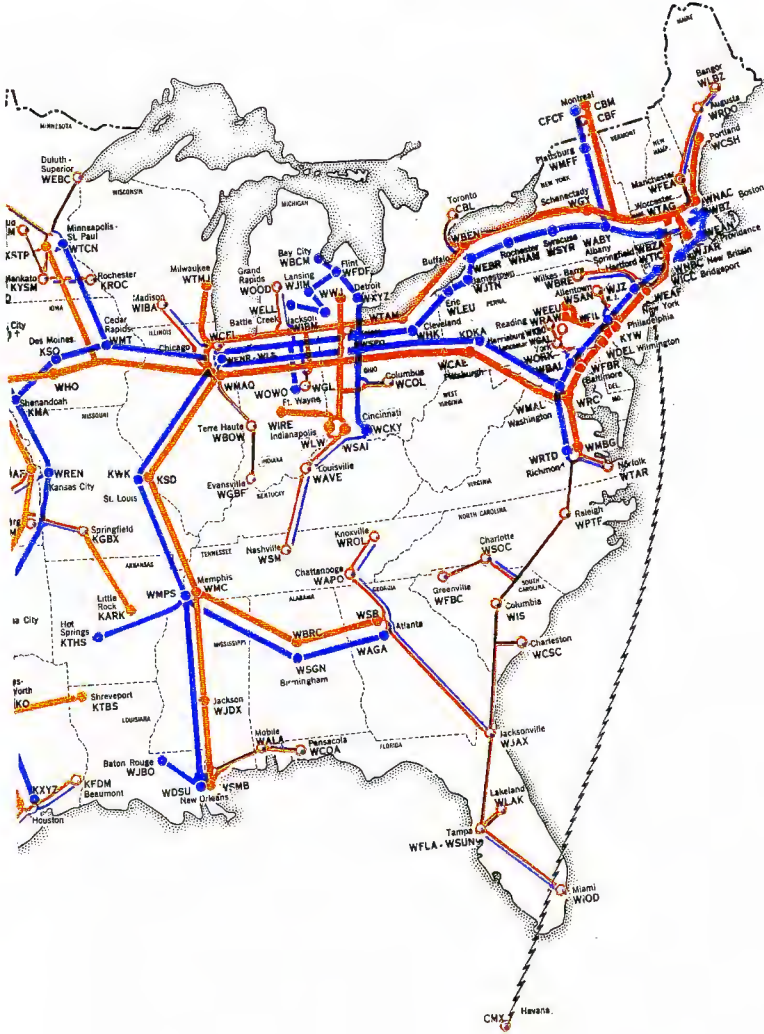
**OFFICERS**

|                        |   |
|------------------------|---|
| Sarnoff, David.....    | Chairman of the Board                             |
| Lohr, Lenox R.....     | President   |
| Trammell, Niles.....   | Executive Vice-President                          |
| Ashby, A. L.....       | Vice-President and 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                                    |
| Morton, Alfred H.....  | Vice-President                                    |
| Royal, John F.....     | Vice-President                                    |
| Russell, Frank M.....  | Vice-President                                    |
| Witmer, Roy C.....     | Vice-President                                    |
| Woods, Mark.....       | Vice-President, Treasurer and Assistant Secretary |
| Horn, C. W.....        | Assistant Vice-President                          |
| MacConnach, Lewis..... | Secretary   |
| Pfautz, C. E.....      | Assistant Secretary                               |
| Teichner, R. J.....    | Assistant Treasurer                               |

# This is the National



# Broadcasting Company



## NBC PERSONNEL—Continued

### PRESIDENT'S OFFICE

Lohr, Lenox R. . . . . President  
Trammell, Niles. . . . . Executive Vice-President  
Almonte, J. de Jara . . . . . Assistant to the President  
Angell, James Rowland. . . . . Educational Counselor  
Kiggins, Keith. . . . . Director of Blue Network  
McGrew, Martha. . . . . Assistant to the President  
Morgan, Clayland T. . . . . Assistant to the President

### ARTISTS SERVICE DEPARTMENT

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

### CONTINUITY ACCEPTANCE

MacRorie, Janet. . . . . Editor  
Kemble, Dorothy. . . . . Assistant Editor

### ELECTRICAL TRANSCRIPTION DEPARTMENT

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

### 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 O. . . . . Eastern Division Engineer  
Morris, Robert M. . . . . Development Engineer  
Rackey, C. A. . . . . Audio and Video Facilities Engineer

### GENERAL SERVICE DEPARTMENT

Gilcher, Vincent J. . . . . Director of General Service  
Lowell, Edward M. . . . . Manager of Building Maintenance Division  
Thurman, Charles H. . . . . Manager of Guest Relations Division  
Van Houten, D. B. . . . . Manager of Office Services Division  
Wallace, Dwight G. . . . . Personnel Manager

### INFORMATION DEPARTMENT

Mason, Frank E. . . . . Vice-President in Charge  
Braddock, Leonard W. . . . . Manager of Information Division  
Hickok, Guy. . . . . Director of International Short Wave Broadcasting  
Kostka, William. . . . . Manager of Press Division

### LEGAL DEPARTMENT

Ashby, A. L. . . . . Vice-President and General Counsel  
Graham, R. H. . . . . Attorney—Assistant to Mr. Leuschner (Hollywood)  
Grimshaw, I. L. . . . . Attorney  
Hennessey, P. J., Jr. . . . . Counsel—Washington  
Howard, Henry, Jr. . . . .  
Hurley, J. . . . . Attorney—Washington  
Ladner, Henry. . . . . Attorney  
Leuschner, Frederick. . . . . Attorney—Hollywood  
McDonald, J. A. . . . . Attorney—Chicago  
Myers, R. P. . . . . Attorney  
Prime, E. G. . . . . Attorney  
Sweezey, Robert D. . . . . Attorney

### PROGRAM DEPARTMENT

Royal, John F. . . . . Vice-President in Charge of Programs

## NBC PERSONNEL—Continued

Belviso, Thomas H. . . . . Manager of Music Division  
Black, Frank . . . . . General Music Director  
Brainard, Bertha . . . . . Manager of Commercial Program Division  
Carlin, Phillips . . . . . Manager of Sustaining Program Division  
Chotzinoff, Samuel . . . . . Director of Serious Music  
Cuthbert, Margaret . . . . . Director of Women's and Children's Programs Division  
Dillon, Zale . . . . . Supervisor of Sound Effects Section  
Dunham, Franklin . . . . . Director of Religious Broadcasts  
Fitch, C. W. . . . . Business Manager  
Kelly, Patrick J. . . . . Supervisor of Announcing Division  
Kelly, N. Ray . . . . . Manager of Sound Effects—Development and Maintenance  
La Prade, Ernest . . . . . Director of Music Research  
Miller, William Burke . . . . . Evening Program Manager  
Preston, Walter G., Jr. . . . . Assistant to Vice-President; in Charge of Education  
Rainey, William S. . . . . Manager of Production Division  
Schechter, A. A. . . . . Director of News and Special Events  
Titterton, Lewis H. . . . . Manager of Script Division

### SALES DEPARTMENT

Witmer, Roy C. . . . . Vice-President in Charge of Sales  
Beville, H. M., Jr. . . . . Chief Statistician  
Dyke, Ken R. . . . . Director of National Sales Promotion  
Greene, F. Melville . . . . . Sales Traffic Manager  
Hitz, Edward R. . . . . Assistant to the Vice-President  
James, E. P. H. . . . . Promotion Manager  
Nelson, A. E. . . . . Blue Network Sales Manager  
Showerman, I. E. . . . . Eastern Sales Manager

### STATIONS DEPARTMENT

Hedges, William S. . . . . Vice-President in Charge of Stations  
Boyd, Maurice M. . . . . Eastern Spot and Local Sales Manager  
Hauser, Betram J. . . . . Managed, Operated and Programmed  
Stations Promotion Manager  
Hickox, Sheldon B., Jr. . . . . Manager of the Red Network Division  
Horn, C. W. . . . . Assistant Vice-President in Charge of  
Development and Research  
McClancy, B. F. . . . . Manager of Traffic Division  
McConnell, J. V. . . . . National Spot and Local Sales Manager  
Norton, John H., Jr. . . . . Manager of the Blue Network Division  
Wailes, Lee B. . . . . Assistant Manager of Managed, Operated  
and Programmed Stations  
Wooley, Easton C. . . . . Manager of the Service Division

### STATION MANAGERS

Berkeley, Kenneth H. . . . . Manager, WRC-WMAL, Washington, D. C.  
Gregory, Sherman D. . . . . Manager, KDKA, Pittsburgh, Pa.  
Hager, Kolin . . . . . Manager, WGY, Schenectady, N. Y.  
Holman, John A. . . . . Manager, WBZ, Boston; WBZA, Springfield, Mass.  
Joy, Leslie W. . . . . Manager, KYW, Philadelphia, Pa.  
Owen, R. H. . . . . Manager, KOA, Denver, Colo.  
Pribble, Vernon H. . . . . Manager, WTAM, Cleveland, Ohio  
Yoder, Lloyd . . . . . Manager, KPO-KGO, San Francisco, Calif.

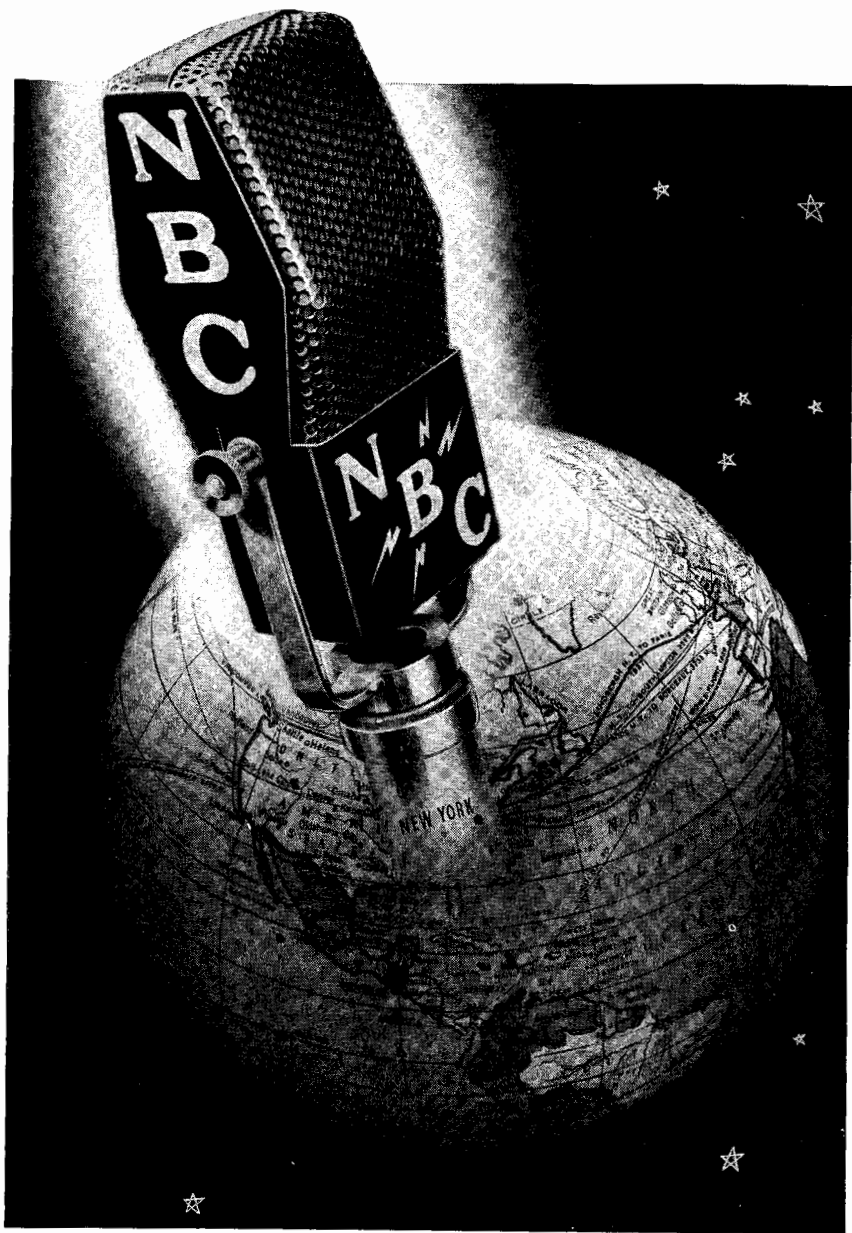
### TELEVISION DEPARTMENT

Morton, A. H. . . . . Vice-President in Charge of Television  
Farrier, Clarence . . . . . Television Coordinator  
Gordon, Max . . . . . General Production Director of Television  
Hutchinson, Thomas H. . . . . Manager of Television Program Division

### TREASURY DEPARTMENT

Woods, Mark . . . . . Vice-President, Treasurer and Assistant Secretary  
Bloxham, William H. . . . . Purchasing Agent

# The World's Greatest



# Broadcasting System

is a title that NBC  
has earned by performance

THE reference to NBC as The World's Greatest Broadcasting System is no self-imposed title. Everywhere, the majority of listeners consider Radio City, New York—the home of NBC—to be the world center of broadcasting. The roster of NBC services explains how NBC has won its title—The World's Greatest Broadcasting System.

### *Program Leadership*

The Red and Blue Networks of NBC are each on the air for an average of 17½ hours a day, or a total of 35 hours. During 1938, NBC broadcast over 56,000 programs. Throughout 12 years, the style in programs has been set by NBC.

### *Network Leadership*

Whether an advertiser wishes to obtain the most intensive available nation-wide circulation, or whether he prefers to "go National" at a new all-time low cost, NBC can serve him, through its Red and Blue Networks.

### *Leadership in Transcriptions*

The outstanding entertainment provided by NBC Transcription Service is the result of facilities which no one else can offer. 221 stations use The NBC Thesaurus. Through RCA, NBC obtains the benefit of leadership in mechanical reproduction and recording of sound.

### *Leadership in Spot and Local Advertising*

By every measurement NBC Managed Stations are unquestionably "Tops in Spot," because fewer stations are needed to cover broad territories.

### *Leadership in Artists' Service*

NBC Artists' Service, provides talent specifically suited to advertiser's sales problems, furnishes sound program

ideas and complete casts, and supplies artists for every type of entertainment, both public and private.

### *"In the Public Interest"*

At all times the NBC aims to provide through radio an instrument of free discussion of important public questions. In this way, an informed electorate is built up—an electorate which can express itself intelligently at the polls.

News is reported skilfully and impartially . . . "in the public interest." The basic principle of impartiality also governs the conduct of all programs which go out over the NBC Networks.

That the services of NBC are outstanding is due in large measure to fact that NBC draws freely upon the experience and research of the Radio Corporation of America, the only organization that makes and does everything in radio and sound. All these points of leadership are the factors which make NBC The World's Greatest Broadcasting System.

## NATIONAL BROADCASTING COMPANY

THE WORLD'S GREATEST  
BROADCASTING SYSTEM

A RADIO CORPORATION  
OF AMERICA SERVICE



## NBC PERSONNEL—Continued

Kelly, Harold M. . . . . Assistant Auditor  
 McKeon, Harry F. . . . . Auditor  
 Payne, Glenn W. . . . . Commercial Engineer  
 Telchner, R. J. . . . . Assistant Treasurer  
 Wall, C. A. . . . . Assistant to the Treasurer

### CENTRAL DIVISION—CHICAGO

Strotz, Sidney . . . . . Manager of Central Division  
 Carlson, Emmons C. . . . . Sales Promotion and Advertising Manager  
 Carpenter, Kenneth . . . . . Blue Network Sales Manager  
 Cunningham, E. C. . . . . Evening Manager  
 Herbuveaux, J. . . . . Program Manager  
 Kaney, A. W. . . . . Assistant to the Manager  
 Kopf, R. C. . . . . Sales Manager  
 Luttgens, Howard C. . . . . Central Division Engineer  
 McDonald, J. A. . . . . Attorney  
 Morton, Oliver . . . . . Local and Spot Sales Manager  
 Ray, William B. . . . . Manager of Press Relations  
 Stirton, James L. . . . . Manager of Artists Service  
 Stockmar, Edward . . . . . Traffic Supervisor  
 Wetzel, Maurice S. . . . . Manager of Electrical Transcriptions  
 Whalley, John F. . . . . Office Manager and Auditor  
 Wright, W. P. . . . . Production Manager

### WESTERN DIVISION—HOLLYWOOD

Gilman, Don E. . . . . Vice-President in Charge  
 Andrews, William . . . . . Night Manager  
 Baker, Walter . . . . . Manager of Building Maintenance and General Service  
 Bock, Harold . . . . . Manager of Press Relations  
 Brown, Charles . . . . . Sales Promotion Manager  
 Dellest, F. V. . . . . Auditor  
 Dixon, Sydney L. . . . . Sales Manager  
 Frost, Lewis . . . . . Assistant to the Vice-President  
 Gale, Paul . . . . . Traffic Supervisor  
 Graham, R. H. . . . . Attorney—Assistant to Mr. Leuschner  
 Leuschner, Frederick . . . . . Attorney  
 Robb, Alex S. . . . . Manager of Artists Service  
 Saxton, A. H. . . . . Western Division Engineer  
 Swallow, John . . . . . Program Director  
 Williams, Wendell . . . . . Continuity Editor

### WASHINGTON, D. C.

Russell, Frank M. . . . . Vice-President in Charge  
 Berkeley, Kenneth H. . . . . General Manager of WRC and WMAL  
 Hennessey, P. J., Jr. . . . . Counsel  
 Hurley, J. . . . . Attorney

### FOREIGN REPRESENTATIVES

Bate, Fred . . . . . England  
 Jordan, Max . . . . . Switzerland

### STATIONS OWNED OR MANAGED OR PROGRAMMED BY NBC

WEAF, New York City. . . . . Owned, managed, operated and programmed by NBC  
 WJZ, New York City. . . . . Owned, managed, operated and programmed by NBC  
 WMAQ, Chicago, Ill. . . . . Owned, managed, operated and programmed by NBC  
 WENR, Chicago, Ill. . . . . Owned, managed, operated and programmed by NBC  
 WRC, Washington, D. C. . . . . Owned, managed, operated and programmed by NBC  
 WTAM, Cleveland, Ohio. . . . . Owned, managed, operated and programmed by NBC  
 KPO, San Francisco, Cal. . . . . Owned, managed, operated and programmed by NBC  
 WMAL, Washington, D. C. . . . . Owned by Evening Star Publishing Co.;  
 managed, operated and programmed by the NBC



## NBC M & O STATIONS—Continued

|                                |  |
|--------------------------------|--|
| KGO, San Francisco, Calif..... | Owned by General Electric; managed, operated and programmed by the NBC   |
| KOA, Denver, Colo.....         | Owned by General Electric; managed, operated and programmed by the NBC   |
| WGY, Schenectady, N. Y.....    | Owned and operated by General Electric; programmed by the NBC  |
| WBZ, Boston, Mass.....         | Owned and operated by Westinghouse Electric & Mfg. Co.; programmed by the NBC  |
| WBZA, Springfield, Mass.....   | Owned and operated by Westinghouse Electric & Mfg. Co.; programmed by the NBC  |
| KDKA, Pittsburgh, Pa.....      | Owned and operated by Westinghouse Electric & Mfg. Co.; programmed by the NBC  |
| KYW, Philadelphia, Pa.....     | Owned and operated by Westinghouse Electric & 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, Wash.....        | Owned by National Broadcasting Company; leased to, license held by, operated, managed and programmed by Fishers Blend Station, Inc.  |
| KGA, Spokane, Wash.....        | Owned by National Broadcasting Company; leased to, license held by, operated, managed and programmed by Louis Wasmer                 |

## NEW NBC PROGRAM POLICIES

This restatement of NBC's policies regarding programs, program content, acceptable accounts, etc., was issued in June, 1939. For CBS program policies, see VARIETY RADIO DIRECTORY, Vol. I, pages 723-726.

### POLICIES APPLICABLE TO ALL PROGRAMS

*The program policies of the National Broadcasting Company were first published in January, 1934. As the experience of the Company has grown, these policies have been amended and expanded from time to time, with the object of assuring interesting, diversified programs, compatible with a sound concept of public service.*

1. The use of the Deity's name, or reference to His powers and attributes, is permissible only when used reverently. Only when baptism, marriage, burial, or other sacraments and ceremonials are absolutely essential to the plot may they be used.

*One of the most cherished heritages of every American in his inalienable right to worship God in his own way.*

*Statements and suggestions that are offensive to religious views are a challenge to that heritage and have no place in broadcast programs. Ministers of religion should not be presented as undesirable characters or subjects of amusement.*

2. Statements and suggestions which are offensive to religious views, racial characteristics and the like must not appear in the program.

*As every man has a right to his religious views, so has he a right to pride in his race. Radio cannot lend itself to ridicule of racial characteristics, nor can words derogatory to any race or nationality be used.*

3. Material which depends upon physical imperfections or deformities such as blindness, deafness, or lameness, for humorous effect is not acceptable.

*Physical infirmities are far from ludicrous to those afflicted, therefore radio must seek other sources for its humor.*

## NBC PROGRAM POLICIES—Continued

4. Sacrilegious, profane, salacious, obscene, vulgar or indecent material is not acceptable for broadcast, and no language of doubtful propriety will be used.
5. The introduction of murder or suicide is definitely discouraged at all times, and the methods employed must not be described in detail. It is the aim of the Company to broadcast drama plots free of morbidity.

*That crime is unjustifiable and that the criminal is an enemy of society must be emphasized. The law-breaker must not be made an attractive or sympathetic figure. At the same time, punishment of the offender must not be over-stressed.*

6. Details as to the technique employed to accomplish criminal or anti-social practices must be minimized.

*This Company, in rejecting, insofar as possible, dramatic action that depends on crimes of violence for its effectiveness, believes that it is working in the best interests of the public. Law, whether it be natural or man-made, must be presented in its rightful character, as that of the bulwark of human rights and property.*

7. Emphasis on insobriety is not permitted.

*Insobriety and consumption of liquor in general are unhappy problems in many households. They are subjects which radio should not portray as excusable.*

8. Figures of national prominence as well as the peoples of all nations shall be presented with fairness.
9. Except in case of factual news statements, appearances of or reference to persons featured in criminal or morbidly sensational news stories are not acceptable.
10. The use of the word "Flash!" is reserved for the announcement of special news bulletins exclusively and may not be used for any other purpose except in rare cases where by reason of the manner in which it is used no possible confusion may result.
11. False and misleading statements and all other forms of misrepresentation must be avoided. This applies to misrepresentation of origination point of program as well as to all other matters.
12. Speakers must be recognized authorities on subjects they discuss.
13. When commentators or others engaged

as talent on sponsored programs include in their programs comments on one side of any controversial question which materially affects the life or welfare of any substantial group, it must be understood that the National Broadcasting Company has the right to require that the public be given an opportunity to hear the opposite side of the controversy presented by a speaker of similar importance. Furthermore, the advertiser, on demand, will give time for that purpose and will select a speaker approved by this Company.

## COMMERCIAL STANDARDS

### A—Procedure

1. All continuities, including the words of all spoken lines as well as the wording of the commercial copy, must be submitted to the Company at least forty-eight hours in advance of the broadcast, except when the nature of the program, such as comments on the news, does not permit. The forty-eight hour "dead-line" does not affect the advertiser's privilege to submit changes in his commercial continuity later.
2. All continuities, including the words of all songs or spoken lines as well as the wording of all announcements and a list of the cast, are subject to the approval of the Company.

*The Company reserves the right to require of the advertiser, eliminations or substitutions, in whole or in part, of program or announcement which the Company deems inconsistent with its standards.*

*The Company reserves the right to investigate the accuracy of all statements and claims made in copy submitted for broadcast over its stations, and will not accept statements or claims which cannot be proved to its satisfaction.*
3. The 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 the protection of both NBC and the advertiser, written lists in duplicate, showing correct titles, composers and copyright owners of the music to be used on the program are to be submitted to the National Broadcasting Company at least one week before the

## NBC PROGRAM POLICIES—Continued

- broadcast, for copyright clearance. No changes may be made thereafter without approval of the Company's music rights department.
5. Upon request by the Company, evidence of the right to use musical or literary material must be supplied to NBC at least three full business days in advance of the broadcast.
  6. The National Broadcasting Company wishes to be of service in preventing unnecessary duplication 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 preference in the use of the number, and NBC will notify the other advertisers to submit a substitute number, subject to the same restrictions as to duplication.
  7. When a living character is impersonated, written authorization of impersonation must be furnished, and it must be clearly announced at least once in the program that impersonation was made.
  8. The laws of a number of states prohibit the use of a person's name for trade or advertising purposes without the written consent of such person. When there is submitted to NBC any script containing a testimonial or other use of a person's name for trade or advertising purposes, it must be accompanied by an original or photostatic copy of the written consent of the person whose name is to be used. Upon request original consents will be returned to the agency for its files after a copy has been made by NBC.
  9. Any plans for displays, sampling or distribution of material on NBC premises must be discussed with the Company at least a week prior to the broadcast at which it is intended any of these are to be introduced. Wherever possible, the Company will endeavor to assist the advertiser to carry out his plans. There are products, however, which may not suitably be introduced for sampling in studios, and there are times when displays may conflict with other programs. Therefore, the Company reserves the right to reject such plans if found to be impossible or impracticable of execution.
- B—Program Contents*
1. Announcement of sponsorship must be made on all commercial programs.
  2. In order that programs may be individual and distinctive and thus maintain the interest of the audience, they should not resemble too closely other programs.
  3. Programs should be designed to provide good entertainment or agreeable instruction. The avoidance of unpleasant or gruesome material is essential.
  4. No defamatory statements will be permitted. 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.
  5. Commercial programs shall not refer to any competitor, or his products, directly or indirectly.
  6. Statements of prices and values must be confined to specific facts. Misleading price claims or misleading comparisons tend to challenge the integrity of all advertising and must not be used.
  7. When an advertiser using more than one network for advertising any of his products finds it desirable to refer to his program on a competing network, such reference must be confined to mention of the title of his program, the product advertised, the talent employed and the day on which the program is broadcast. Mention of the hour or the broadcasting facilities used may not be made.
  8. While factual statements are permitted on news programs, comment on, or discussion of, pending litigation must be avoided. Comment on pending court cases may tend to interfere with the administration of justice.
  9. The advertiser must clear with the Company before entering into agreements to publicize appeals for funds through his radio program.
  10. "Point-to-point communication" is not permitted. A broadcasting station departs from the terms of its license when it broadcasts a message intended primarily for a specific individual and not intended to be received by the public. A message may, however, be addressed to a particular person if it is

## NBC PROGRAM POLICIES—Continued

actually part of the formula of the program and is altogether understandable to the general public.

only when they comply with the following regulations:

11. In order to protect the identity of broadcasting stations and to prevent misunderstanding, broadcasters must clear with the Company any use of radio station call letters that may be necessary to the plot or action of broadcast programs. The letters SOS are the signal of distress and may not be used for any purpose on any program.
12. When dramatized commercials are used that involve statements by doctors, dentists, druggists, nurses or other professional persons, the lines must be read by members of these professions reciting actual experiences, or explanation must be made by the announcer that the scenes enacted are fictitious.
13. Testimonials must reflect the authenticated experiences or opinions of competent living witnesses, and testimonials will not be accepted which contain claims unacceptable in other forms of commercial copy.
14. NBC announcers or other representatives of the Company may not give personal testimonials on the air, nor personally endorse the advertiser's product. Promises for the performance of the product may not be given in the first person singular by Company members.
15. In order to maintain good balance between the program content and the commercial copy, it is believed that, on a fifteen-minute daytime program, the formal advertising message is most satisfactory when it occupies less than three minutes of the entire period. When a sales promotion activity, such as a contest or an offer, is included, a good balance is obtained when commercial copy runs less than four minutes. In evening programs, standards for good radio balance indicate confining the formal advertising message to less than fifteen per cent of the period of a quarter-hour program, and less than ten per cent of longer program periods.

### C—Contests

Proposed prize contests must be submitted to NBC in advance of the first public announcement in any medium tying in with the radio program, and at least ten days prior to the first broadcast of information concerning such contest. NBC will permit the broadcasting of contests

1. Contests must offer the opportunity to all contestants to win on the basis of ability and skill, rather than on chance. Games of chance are not acceptable.
2. The basis upon which contestants' submissions are judged must be clearly stated in each announcement of the contest.
3. The opinion of the judges is final. Duplicate prizes must be awarded in case of ties. These provisions must be stated in the continuity.
4. Closing date of the contest must be made known to NBC when the contest goes on the air. If the contest is to be of short duration, its closing date must be stated during the first broadcast announcement of the contest; if of long duration, the termination date must be announced at least two weeks in advance.
5. While advertisers may require contestants to submit box tops, wrappers or other evidence of purchase of products, it is recommended they also provide that reasonable facsimiles thereof will be equally acceptable.
6. Contest awards or prizes must be approved by NBC prior to the first announcement of the contest.
7. Contest decision should be made promptly, and the names of winners must be released as soon as possible thereafter. The announcement, whenever possible, should be made during a later program of the same series. When the broadcasting of the complete announcement of winners is undesirable because of its length, NBC must be supplied with the names of winners and other necessary information so that it may be in a position to answer inquiries.

### D—Offers

1. Full details of proposed offers, including samples of premiums and "build-up" copy must be submitted for investigation and approval at least five full business days before the first announcement is to be broadcast.
2. No premium that depends upon its alleged "luck-bearing" powers for its attractiveness or in any fashion appeals to superstition can be approved.
3. It is desirable that announcement of the termination of an offer be made as

## NBC PROGRAM POLICIES—Continued

far in advance as possible. When the advertiser wishes to withdraw his offer, announcement must be broadcast to the effect that listeners' letters in response to the offer may be postmarked not later than midnight of the business day following withdrawal of the offer.

4. If consideration is required, the advertiser must agree to honor any complaints indicating dissatisfaction with the premium by returning the consideration. The advertiser must also hold NBC and the stations free from all liability in connection with the offer. Where offers require a consideration, the premium may not be described as a "gift" or as "absolutely free."
5. Dramatic action of radio drama may not be used as a basis of appeal for help in the commercial portion of the program.

*The fictitious character of the radio play may not be introduced into the commercial as follows: "By sending in a box top (wrapper or other consideration, including money), you will help Widow Jones to pay off the mortgage" or "you will help to send Johnny to school."*

### POICIES APPLICABLE TO MEDICAL ACCOUNTS

The advertising of medical products presents problems of such intimate and far-reaching importance to the consumer that it is necessary to consider separately the standards established by the Company in respect to such advertising.

The hour of the broadcast and the appropriateness of the broadcast theme to the time of its presentation are factors that influence all radio programs. This is especially true in the case of programs promoting the sale of medical products.

In addition to the general commercial standards of NBC, advertising copy of medical products is subject to the following additional restrictions:

1. NBC will not accept advertising of a medical product unless all material facts concerning the product are made known to the Company.
2. Due to the personal nature of the broadcast message, the Company reserves the right to strict control of claims made in medical advertising copy and to the phraseology in which these claims are made.
3. No blanket statements purporting to reveal the opinion of the medical pro-

fession in relation to the product advertised may be made in any of the continuity or advertising of the product.

4. The Company cannot accept commercial copy which, in its opinion, dramatizes distress or morbid situations involving ailments.
5. The Company will not accept a product for advertising which contains dangerous or habit-forming drugs, or which fails to comply in advertising copy with Governmental rules and regulations.
6. The words "safe" and "harmless" or words of similar meaning will not be accepted in medical copy.
7. The Company will not accept for advertising over its facilities products designed for relief of ailments known to be chronic, unremediable, or for conditions in which self-medication presents a risk.
8. Claims to cure are unacceptable.

### POICIES APPLICABLE TO CHILDREN'S PROGRAMS

Because of the obligation of the National Broadcasting Company to its juvenile audience, it is necessary that meticulous supervision be exercised over all programs designed for child listeners, and therefore NBC must insist that scripts of children's programs be submitted at least three business days in advance of the broadcast.

All standards of the Company apply to children's programs. Specifically, the following standards must be followed:

1. All scripts for children's programs must be carefully written, having in mind the particular audience for which they are intended.
2. All stories must reflect respect for law and order, adult authority, good morals and clean living.  
*The hero or heroine and other sympathetic characters must be portrayed as intelligent and morally courageous. The theme must stress the importance of mutual respect of one man for another, and should emphasize the desirability of fair play and honorable behavior. Cowardice, malice, deceit, selfishness and disrespect for law must be avoided in the delineation of any character presented in the light of a hero to the child listener.*
3. Adventure stories may be accepted subject to the following prohibitions:

## NBC PROGRAM POLICIES—Continued

*No torture or suggestion of torture.*

*No horror—present or impending.*

*No use of the supernatural or of superstition likely to arouse fear.*

*No profanity or vulgarity.*

*No kidnapping or threats of kidnapping.*

*In order that children will not be emotionally upset, no program or episode shall end with an incident which will create in their minds morbid suspense or hysteria.*

*Dramatic action should not be over-accentuated through gun play or through other methods of violence. To prevent the overstimulation of the child's imagination, sound effects intended to anticipate or simulate death or physical torture are not permitted.*

4. It is consistent that fair play and considerate behavior be reflected through the commercial copy as in the script itself. Advice "to be sure to tell mother" or "ask mother to buy" must be limited to twice in the program.
5. The child is more credulous, as a general thing, than the adult. Therefore the greatest possible care must be used to see that no misleading or extravagant statements be made in commercial copy on children's programs. When promises are made as to the benefits to be derived from use of the product advertised, it will be necessary to submit proof that such promises can be kept.
6. Contests and offers which encourage children to enter strange places and to converse with strangers in an effort to collect box-tops or wrappers may present a definite element of danger to the children. Therefore, such contests and offers are not acceptable.
7. No appeal may be made to the child to help characters in the story by sending in box-tops or wrappers; nor may any actors remain in character and, in the commercial copy, address the child, urging him to purchase the product in order to keep the program on the air, or make similar appeals.
8. No premium that depends upon its alleged "luck-bearing" powers for its attractiveness or in any fashion appeals to superstition will be approved.
9. The National Broadcasting Company must be given assurance that no premium offered over its facilities is harmful to person or property.
10. The forming of clubs is often intro-

duced on children's programs. Sometimes initiation requirements and other rules of such clubs are disseminated in code form. Full details concerning the organization of a children's secret society or code must be submitted to the National Broadcasting Company at least ten business days before its introduction on the air.

## POLICIES APPLICABLE TO NEWS PROGRAMS

All standards of the Company apply to news programs. Specifically, the following standards must be followed:

1. All news shall be reported from an unbiased, non-partisan viewpoint.
2. News shall be treated factually and analytically, never sensationally.
3. News announcements involving crime or sex shall be avoided unless of national importance.
4. News shall not be broadcast in such a manner as might unduly create alarm or panic. No flash stories about accidents or disasters shall be broadcast until adequate details are available.
5. No suicide shall be reported, except in the case of a nationally known figure.
6. No lotteries, gambling odds or similar information shall be broadcast which might tend to cause listeners to gamble on the outcome of an event.
7. No libelous or slanderous news is permitted.
8. The news announcer shall not deliberately distort the news by any inflection of the voice.
9. Fictional events shall not be presented in the form of authentic news announcements.
10. No legal or medical advice is allowed in news broadcasts except when it is an essential part of legitimate news from official sources.

## UNACCEPTABLE BUSINESS

The following classifications of products and services are unacceptable for broadcast over the facilities of the Company.

Of course, many accounts offered the Company may not fall into any of the classifications that are listed below. In such instances the Company considers them individually and reserves the right to decide upon their suitability for broadcast advertising.

## NBC PROGRAM POLICIES—Continued

1. Professions in which it is conceded to be unethical to advertise. For example: doctors, lawyers, dentists, and others.
2. All forms of speculative finance and real estate intended to promote the purchase of specific stocks, bonds, properties, etc. Proposed programs advertising the general services of financial institutions will be subject to approval in each specific case after consideration of company policies in light of federal, state and local regulations relating thereto.
3. "Cures," and products claiming to cure.
4. Cathartics, including foods or beverages advertised for their value as cathartics. Also products generally known and used exclusively as cathartics, even when cathartic references are not made in broadcast advertising copy.
5. Personal hygiene products, including body deodorants or products advertised for that purpose.
6. Reducing agents as well as foods and beverages designed solely to perform that function.
7. Products to restore natural color to hair, eyebrow dyes, hair growers, depilatories, and products advertised to remove wrinkles.
8. All forms of fortune-telling and any services which may be construed to belong in this general field.
9. Cemeteries, morticians, casket manufacturers, and other products or services associated with burial.
10. Alcoholic beverages may not be advertised on any network program.
11. Firearms and fireworks.

## REGIONAL NETWORKS

*(Networks with sectional—as opposed to national—coverage)*

### THE ALABAMA NETWORK

**Address:** c/o WSGN, Birmingham, Ala.  
**Stations:** WSGN, Birmingham (key station); WMFO, Decatur; WJBY, Gadsden; WJRD, Tuscaloosa; WSFA, Montgomery.  
**Operating schedule:** No set schedule; cooperate on commercial programs and sustaining broadcasts of interest to people of the State. **Founded:** 1938. **Rates:** Rate of \$221 (full hour after 6 P.M.) applies for WSGN, WSFA and WJBY only if purchased as a group; \$193.80 (full hour before 6 P.M.) for total 5 stations, available as a group or in any combination provided at least 3 stations are used.

**President:** Henry P. Johnston, WSGN.  
**Vice-president:** Howard Pill, WSFA. **Secretary-treasurer:** Bascom H. Hopson, WJBY.

**Rep:** Kelly-Smith Co.

**Merchandising:** Rendered through direct contact and letters to the trade; will also make surveys at cost. **Publicity:** Releases to 5 papers. **Foreign language programs:** Do not accept programs or announcements.

**Copy restrictions:** Accept transcriptions, beer, wine and some patent medicines.

### ARIZONA BROADCASTING CO., INC.

**Address:** KTAR, Heard Bldg., Phoenix, Ariz. **Primary stations:** KTAR, Phoenix;

KVOA, Tucson. **Supplementary stations:** KWJB, Globe; KCRJ, Jerome; KUMA, Yuma. **Operating schedule:** 6 A.M. to 6 P.M. and 10:30 P.M. to 12 Midnight weekdays; 6 A.M. to 12 noon and 10:30 P.M. to 12 midnight Sunday. **Founded:** Feb. 5, 1939. **Base rate:** \$160 (full hour, 6 to 10 P.M. daily, 12 noon to 10:30 P.M. Sunday, for primary stations only; for 3 supplementary stations, \$45, full hour, any time).

**President:** R. B. Williams. **Manager:** Dick Lewis. **Commercial manager:** J. R. Heath. **Program director:** J. Howard Pyle. **Chief engineer:** Arthur C. Anderson. **Publicity director:** Hal Roach. **Promotion manager:** T. M. Pennington.

**Rep:** Paul H. Raymer Co.

**Merchandising:** Announcements over KTAR-KVOA prior to start of program and mention of client and program in schedule resumes; personal contact, phone calls or letters to distributors and dealers; advance program schedules to agencies, representatives, business organizations, etc.; mailing material, to be furnished by client, sent to listeners and others; special merchandising services furnished at cost. **Publicity:** Free daily listings in Arizona Republic (morning) and Phoenix Gazette (evening); weekly advance listings in Arizona Weekly Gazette. **Foreign language programs:** Accepted; Spanish and Mexican programs are currently broadcast each weekday morning.



## REGIONAL NETWORKS—Continued

**Copy restrictions:** Accept transcriptions and certain recognized patent medicines; no wine or hard liquor; observe "clean" radio advertising policy, and reserve right to refuse copy not up to set standards.

### ARIZONA NETWORK

**Address:** 836 N. Central Ave., Phoenix, Ariz. **Stations:** KOY, Phoenix; KTUC, Tucson; KSUN, Bisbee-Douglas. **Operating schedule:** 6:30 A.M. to 11:45 P.M. **Type of lines used:** Class C. **Founded:** Sept. 26, 1937; KSUN added Jan. 17, 1938. **Base rate:** \$150.

**Manager:** Fred A. Palmer.

**Rep:** John Blair & Co.

**Merchandising:** Offer direct mail service. **Publicity:** Daily schedules in daily papers; publicity to trade magazines and papers. **Foreign language programs:** Accept Spanish programs, one currently being broadcast from 6:30 to 7 A.M.

**Copy restrictions:** Accept transcriptions; no hard liquor, but accept beer and wine advertising in late evening hours; all patent medicine copy subject to approval by Pure Food and Drug Laws.

### ARROWHEAD NETWORK

**Address:** WEBC Bldg., Duluth, Minn. **Stations:** (Minnesota): WEBC, Duluth; WMFG, Hibbing; WHLB, Virginia; (Michigan): WJMS, Ironwood. **Operating schedule:** 8 A.M. to 12 midnight. **Founded:** 1935. **Base rate:** \$200.

**Business manager:** Thomas Gavin.

**Rep:** George P. Hollingsbery Co.

**Merchandising, publicity:** Offered as part of regular service; extra services, when required, rendered at cost.

**Copy restrictions:** Accept beer, but no wine or hard liquor; all contracts subject to network approval, government regulations, NAB Code of Ethics, and to the conditions of the standard AAAA contract form.

### CALIFORNIA RADIO SYSTEM

**Address:** McClatchy Broadcasting Co., Sacramento, Calif. **Stations:** KFBK, Sacramento; KFVB, Los Angeles; KSAN, San Francisco; KMJ, Fresno; KWG, Stockton; KERN, Bakersfield; KFOX, Long Beach; KTMS, Santa Barbara; KFSD, San Diego. **Operating schedule:** 8 A.M. to 12 midnight. **Stock:** Held entirely by the McClatchy Broadcasting Co. **Founded:** 1936. **Base rate:** \$814.

**General manager:** Howard Lane.

**Merchandising:** Arrangements may be made for any service requested. **Publicity:**

Listings in all major newspapers of California. **Foreign language programs:** Not accepted.

**Copy restrictions:** Accept transcriptions for beer, wine and patent medicines, with copy subject to approval in advance; no hard liquor advertising.

### THE COLONIAL NETWORK

**Address:** 21 Brookline Ave., Boston, Mass. **Stations:** WAAB, Boston; WEAN, Providence; WICC, Bridgeport; WSAR, Fall River; WSPR, Springfield; WLBZ, Bangor; WFEA, Manchester; WTHH, Hartford; WNBH, New Bedford; WATR, Waterbury; WLLH, Lowell and Lawrence; WLNH, Laconia; WRDO, Augusta; WNLC, New London; WHAI, Greenfield; WCOU, Lewiston-Auburn; WBRK, Pittsfield; WSYB, Rutland. **Operating schedule:** 8 A.M. to 12 midnight. **Founded:** September, 1936. **Base rate:** Total 18 stations, \$1,940.

**President:** John Shepard, III. **Vice-president in charge of operations:** Roy Harlow. **Vice-president in charge of sales and production:** Linus Travers. **Sales manager:** William Warner. **Public relations:** Gerald Harrison. **Controller:** Robert Ide. **Technical director:** Paul deMars. **Chief engineer:** Irving Robinson. **Editor, Colonial Network News Service:** Leland Bickford. **Promotion:** Frank Foster, II. **Publicity:** A. J. Stephenson. **Merchandising:** Carleton McVarish.

**Rep:** Edward Petry & Co., Inc.

**Merchandising:** Following services performed on a minimum of a 13-week contract or its equivalent—contact key jobbers, wholesalers and chain store distributors of New England, informing them of new accounts; supply mailing lists for the leading retail classifications, and send out standard "radiograms" for cost of postage (special mailings at actual cost); conduct surveys on the movement of merchandise for specific accounts; arrange for distribution of sales literature by recognized distributing organizations, at cost; give auditions for advertiser's sales representatives. **Publicity:** Daily releases and program news to over 100 newspapers, radio stations, advertising agencies, etc., throughout New England; close personal contact is maintained with six local dailies and one local magazine; pictures and mats supplied to local papers and sent on request to outside papers; weekly programs mailed to over 260 papers, stations, agencies. **Foreign language programs:** Accepted, with certain restrictions.

**Copy restrictions:** Accept beer and wine on announcement basis; no hard liquor; patent medicine advertising accepted providing it is approved by Boston Better



## REGIONAL NETWORKS—Continued

Business Bureau and conforms to all Pure Food and Drug Laws.

### DON LEE BROADCASTING SYSTEM

**Address:** Don Lee Bldg., 7th and Bixel Sls., Los Angeles. **Stations:** (California) KHJ, Los Angeles; KGB, San Diego; KFXM, San Bernardino; KDON, Monterey; KXO, El Centro; KFRC, San Francisco; KDB, Santa Barbara; KPNC, Bakersfield; KVOE, Santa Ana; KIEM, Eureka; KQW, San Jose; KVCV, Redding; KHSL, Chico; KTKC, Visalia; KVEC, San Luis Obispo; KYOS, Merced. (Oregon) KRNR, Roseburg; KALE, Portland; KSLM, Salem; KORE, Eugene; (Washington) KMO, Tacoma; KIT, Yakima, KPQ, Wenatchee; KVOS, Bellingham; KXRO, Aberdeen; KOL, Seattle; Spokane (station to be announced); KGY, Olympia; KELA, Centralia; KRKO, Everett (operates daytime only); KWLK, Longview; KOOS, Marshfield. **Operating schedule:** 8 A.M. to 12 midnight P.S.T.\* **Type of lines used:** Class A. **Founded:** 1928. **Base rate:** \$1,550.

**President:** Thomas Lee. **Vice-president, general manager:** Lewis Allen Weiss. **Assistant manager:** Willet H. Brown. **Production manager, program director:** Van C. Newkirk. **Continuity editor:** David Young.

**Rep:** John Blair & Co.

**Merchandising:** Limited service offered. **Publicity:** Daily releases to 125 trade publications and newspapers; supply pictures, mats. **Foreign language programs:** Accepted at specified times.

**Copy restrictions:** Accept transcriptions, beer, wine, liquor and patent medicines, providing copy is truthful and conforms to standards of good taste.

\*Some individual stations have operating schedule from 6 A.M. to 1 A.M.

### GEORGIA BROADCASTING SYSTEM

**Address:** P. O. Box 229, Columbus, Ga. **Stations:** WATL, Atlanta; WRBL, Columbus; WGPC, Albany. **Operating schedule:** 6 A.M. to 12 midnight. **Base rate:** \$270.

**Executive manager:** J. W. Woodruff, Jr. **Rep:** Sears & Ayer, Inc.

**Merchandising:** Full service available, including embossed display signs.

**Copy restrictions:** Accept transcriptions, beer and wine; no hard liquor; all copy subject to FCC regulations and approval of network management.

### GEORGIA MAJOR MARKET TRIO

**Address:** WGST, Atlanta, Ga. **Stations:** WGST, Atlanta; WMAZ, Macon; WTOG,

Savannah. **Operating schedule:** 6 A.M. to 12 midnight. **Base rate:** \$400.

**Rep:** The Katz Agency, Inc.

No further information available.

### INTER-CITY BROADCASTING SYSTEM

**Address:** 1657 Broadway, New York, N. Y. **Stations:** WMCA, New York; WIP, Philadelphia; WDEL, Wilmington; WCBM, Baltimore; WOL, Washington; WGAL, Lancaster Pa.; WORK, York, Pa.; **Operating schedule:** 7:00 A.M. to 1:15 A.M. **Type of lines:** Class C. **Founded:** 1935. **Base rate:** \$555.80 (evening quarter-hour).

**President:** Donald Flamm. **General manager:** Donald S. Shaw. **Sales director:** Charles Stark.

**Rep:** J. M. Ward, G. B. McDermott, 360 N. Michigan Ave., Chicago.

**Merchandising:** Individual stations cooperate in extending various services to advertisers. **Publicity:** Head publicity office prepares news for over 700 newspapers and trade journals in the radio and other fields, and submits stories to the publicity departments of the individual stations for local placement. **Foreign language programs:** Not accepted.

**Copy restrictions:** Accept beer, wine, patent medicine advertising and transcriptions; all copy subject to station approval and FCC rules and regulations.

### THE IOWA NETWORK

**Address:** Des Moines Register and Tribune Bldg., Des Moines. **Stations:** WMT, Cedar Rapids—Waterloo; KRNT, Des Moines; KSO, Des Moines; WNAX, Yankton, S. D. **Operating schedule:** 5:30 A.M. to 1 A.M. **Type of lines:** Class C. **Founded:** 1935. **Base rate:** \$400 (two network hook-ups available—WMT linked with KSO or with KRNT and WNAX).

**President:** Gardner Cowles, Jr. **Vice-presidents:** John Cowles, Sumner Quarton. **Vice-president, treasurer:** Luther L. Hill. **Secretary:** Fred Little. **Commercial manager (KSO, KRNT):** Craig Lawrence. **Commercial manager (WMT):** William Quarton. **National sales manager:** Ted Enns. **Program director (KSO, KRNT):** Ed. Linehan. **Program director (WMT):** Douglas Grant.

**Rep:** The Katz Agency.

**Merchandising:** Feature items, pictures and program listings in the morning Register, evening Tribune and Sunday Register; cards on the rear of Des Moines streetcars; window displays in the network's reception lobbies; merchandising bulletins mailed every two weeks to leading grocers and druggists; personal calls on leading retail and wholesale grocers

## REGIONAL NETWORKS—Continued

and druggists in Des Moines, Cedar Rapids and Waterloo. **Publicity:** See merchandising. **Foreign language programs:** No set rules; occasion has never arisen, as foreign population is very small.

**Copy restrictions:** No beer, wine or liquor advertising accepted; patent medicines must be approved by Iowa Network Medical Advisory Committee.

### MASON-DIXON RADIO GROUP

**Address:** 8 W. King St., Lancaster, Pa. **Stations:** WORK, York, Pa.; WDEL, Wilmington, Del.; WGAL, Lancaster, Pa.; WAZL, Hazleton, Pa.; WEST, Easton, Pa. **Base rate:** \$468.

**General manager:** Clair McCollough.

**Rep:** Paul H. Raymer Co.

No further information available.

### MICHIGAN RADIO NETWORK

**Address:** 17th Floor, Stroh Bldg., Detroit. **Stations:** WXYZ, Detroit (key station); WELL, Battle Creek; WIBM, Jackson; WKZO, Kalamazoo; WFDF, Flint; WOOD-WASH, Grand Rapids; WBCM, Bay City; WJIM, Lansing. **Operating schedule:** 8:30 A.M. to 12:30 A.M. weekdays, 9 to 12:30 A.M. Sundays (WKZO signs off at sundown). **Type of lines:** Class A. **Founded:** Jan. 31, 1933. **Base rate:** \$600.

**President:** George W. Trendle. **Treasurer and general manager:** H. Allen Campbell. **Commercial manager:** Harry Sutton, Jr. **Program director:** James Riddell. **Chief engineer:** Roy Gardner. **Musical director:** Benny Kyte. **Advertising and sales promotion manager:** Charles C. Hicks. **Publicity director:** Felix C. Holt.

**Rep:** The Paul H. Raymer Co.

**Merchandising:** Complete service offered to advertisers using five evening quarters-hours per week; varying amount of co-operation given advertisers using less time. **Publicity:** News releases and program schedules sent to newspapers in territory. **Foreign language programs:** Not accepted.

**Copy restrictions:** Accept beer and wine, but restricted in accordance with state and federal regulations, and all copy is subject to station approval. No offensive patent medicine copy, and none that tends to arouse religious, political and racial strife; all copy must conform to FCC rules and regulations.

### MINNESOTA RADIO NETWORK

**Address:** Hotel St. Paul, St. Paul, Minn. **Stations:** KSTP, Minneapolis-St. Paul; KROC, Rochester; KYSM, Mankato; KFAM, St. Cloud. **Operating schedule:** 7 A.M. to 12 midnight. **Founded:** March,

1939. **Base Rate:** \$550 (full hour, 6 to 10:15 P.M.).

**Sales manager:** Ray C. Jenkins.

**Rep:** Edward Petry & Co., Inc.

**Merchandising:** Complete service available at cost. **Publicity:** Releases to 7 papers in Minneapolis, St. Paul, St. Cloud, Mankato and Rochester. **Foreign language programs:** No requests have been received as foreign population is not a factor in this area.

**Copy restrictions:** Accept transcriptions; beer and patent medicines accepted if copy is in good taste; no hard liquor. Political broadcasts must be clearly identified as such and may not be dramatized.

### NORTH CENTRAL BROADCASTING SYSTEM, INC.

**Address:** Empire Bank Bldg., St. Paul, Minn. **Stations:** WTCN, St. Paul (key station); WEBC, Duluth; WMFG, Hibbing; WHLB, Virginia; WDAY, Fargo; KABR, Aberdeen; WNAX, Yankton; KMA, Shenandoah; KRNT, Des Moines; WMT, Cedar Rapids; KATE, Albert Lea (operates daytime only); KWNO, Winona (operates daytime only). **Available stations:** KRMC, Jamestown; KDLR, Devils Lake. **Operating schedule:** Currently limited to times commercial broadcasts are scheduled. **Founded:** Nov. 1, 1937. **Base rate:** \$978 (daytime).

**President, secretary, general manager:** John W. Boler. **Vice-president:** Howard S. Johnson. **Treasurer:** David C. Shepard II.

**National sales office:** 341 Madison Ave., New York City.

**Merchandising:** Maintains separate staff; a 12-page tabloid farm magazine, to be issued regularly, is scheduled to appear Sept. 1 for the purpose of merchandising NCBS programs throughout the farm area.

**Publicity:** Releases to the following newspapers, affiliated with member stations, plus 33 weeklies throughout the Northwest: Minneapolis Tribune, St. Paul Pioneer Press, Duluth Herald-Tribune, Fargo Forum, Des Moines Register-Tribune, Winona Republican Herald.

**Copy restrictions:** Accept transcriptions, with reservations; no beer, wine or patent medicines; commercial copy limited to 10% of program time; political broadcasts accepted, cash in advance, and all copy to be submitted in advance; rates on request.

### THE OKLAHOMA NETWORK, INC.

**Address:** KTOK Bldg., 1800 W. Main, Oklahoma City. **Stations:** KCRC, Enid; KTOK, Oklahoma City; KBIX, Muskogee; KGFF, Shawnee; KADA, Ada. **Operating schedule:** 6 A.M. to 12 midnight. **Stock:**

## REGIONAL NETWORKS—Continued

Held by the member stations. **Founded:** April 1, 1937. **Base rate:** \$310.

**President:** Ross U. Porter. **Vice-president:** Tams Bixby, Jr. **Secretary and managing director:** Kenyon M. Douglass.

**Merchandising:** Cooperate with advertisers by contacting dealers by mail and personal calls, with department to work out any reasonable ideas directly. **Publicity:** Three of the stations—KCRC, KGFF, and KPIX—are newspaper owned, and supply publicity through their own papers; the others release news and schedules to local papers. **Foreign language programs:** No set rules; none requested to date, as foreign population is very small.

**Copy restrictions:** Beer advertising accepted by all stations except KADA; hard liquor prohibited by state laws; accept transcriptions.

### PACIFIC BROADCASTING CO.

**Address:** 914½ Broadway, Tacoma, Wash. **Stations (Oregon):** KRNR, Roseburg, KORE, Eugene; KSLM, Salem; KALE, Portland; KOOS, Marshfield; (Washington): KGY, Olympia; KXRO, Aberdeen; KOL, Seattle; KVOS, Bellingham; KPQ, Wenatchee; KIT, Yakima; KMO, Tacoma; KRKO, Everett; KWLK, Longview. **Operating schedule:** 7:45 A.M. to 11:45 P.M. **Founded:** Sept. 26, 1937. **Base rate** (full hour, 6 to 10:30 P.M.): \$700, complete network; \$525, Washington Network; \$245, Oregon Network.

**President, general manager:** Carl E. Haymond. **Secretary:** Louis Wahmer. **Vice-president:** Archie Taft.

**Rep:** John Blair & Co.

**Merchandising:** Complete services maintained by all member stations. **Publicity:** Services offered via Don Lee Broadcasting System, with which network is affiliated. **Foreign language programs:** Do not accept programs or announcements.

**Copy restrictions:** Rules regarding copy acceptance are identical with those of the Don Lee Broadcasting System.

### THE PENNSYLVANIA NETWORK

**Address:** WCAU, Philadelphia, Pa. **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. (Harrisburg station optional). **Operating schedule:** No regular schedule. **Founded:** 1938. **Rates:** On request.

**Manager:** Kenneth W. Stowman. **Merchandising:** Services available according to product. **Publicity:** Mailing list of 150 newspapers. **Foreign language programs:** Not accepted.

**Copy restrictions:** Maintain same restrictions as WCAU, Philadelphia.

### QUAKER NETWORK

**General sales offices:** Widener Bldg., Philadelphia, Pa. **Stations:** WFIL, Philadelphia, key station when available; WWSW, Pittsburgh key station when available; choice of other available stations in Philadelphia and Pittsburgh.

**Manager:** R. W. Clipp.

**Base rate:** \$1,930 (includes all charges and applies to non-political advertisers only).

No further information available.

### TEXAS QUALITY NETWORK

**Address:** Any of the member stations. **Stations:** WFAA, Dallas; WBAP, Fort Worth; WOAI, San Antonio; KPRC, Houston. **Operating schedule:** 6 A.M. to 12 midnight. **Type of lines:** Class C. **Founded:** Sept. 10, 1934. **Base rate:** \$390 (quarter-hour).

**Officers:** None; network is not incorporated; each station acts as sales agent for all others.

**Rep:** Edward Petry & Co., Inc.

**Merchandising:** Separate departments are maintained by the individual stations. **Publicity:** Releases are sent to newspapers in Texas and adjoining states. **Foreign language programs:** Not accepted.

**Copy restrictions:** Accept beer, but no other alcoholic beverages.

### TEXAS STATE NETWORK, INC.

**Address:** 1201 W. Lancaster, Fort Worth, Texas. **Stations:** KRBC, Abilene; KGNC, Amarillo; KNOW, Austin; KRIC, Beaumont; KBST, Big Spring; KRIS, Corpus Christi; KAND, Corsicana (available daytime only); WRR, Dallas; KRRV, Sherman (available daytime only); KFJZ, Fort Worth; KTAT, Fort Worth; KLUF, Galveston; KXYZ, Houston; KFRO, Longview; KFYO, Lubbock; KPLT, Paris (available daytime only); KGKL, San Angelo; KABC, San Antonio; KTEM, Temple (available daytime only); KCMC, Texarkana; KGKB, Tyler; WACO, Waco; KRGV, Weslaco. **Operating schedule:** 6 A.M. to 11 P.M. **Founded:** Sept. 15, 1938. **Base rate:** \$1,218.37.

**President:** Elliott Roosevelt. **Executive vice-president:** Jack Adams. **Vice-president in charge of production:** Stephen R.

## REGIONAL NETWORKS—Continued

Wilhelm. **Vice-president in charge of station relations:** Harry A. Hutchinson. **Vice-president, manager:** Gerald Stanley. **Vice-president in charge of promotion, publicity, merchandising:** Benton Ferguson. **Musical director:** Ralph Rose. **Assistant musical director:** George McCullough. **Production manager:** Jack Mitchell. **Director women's activities:** Gail Northe. **Merchandising manager:** Bill Fields. **Publicity director:** Louise Cox. **Chief arranger:** Ted Dreher. **Chief engineer:** Truett Kimsey. **Script director:** Clark Fulks. **Sports supervisor:** Zack Hurt.

**Rep:** Own offices in New York and Chicago.

**Merchandising:** Staff at headquarters plus 23 representatives in Texas towns arrange for gratis spot announcements before and after start of program, contact jobbers or distributors, present merchandising and program plan to salesmen, assist in distribution of point of sale material, etc. **Publicity:** 20 to 40 releases sent daily to 72 papers, publications and individuals, plus extra releases for special events or territories. **Foreign language programs:** Not accepted.

**Copy restrictions:** Accept beer and wine, but no hard liquor; political advertising must be approved in advance; all contracts subject to musicians' local, state and Federal regulations, and all copy subject to acceptance of management.

### VIRGINIA BROADCASTING SYSTEM, INC.

**Address:** News Leader Arcade, Richmond. **Stations:** WCHV, Charlottesville; WBTM, Danville; WGH, Newport News; WRNL, Richmond; WLVA, Lynchburg. **Type of lines:** Class C. **Founded:** January, 1936. **Base rate:** \$250.

**President:** Earl Sowers.

**Rep:** Burn-Smith Co., Inc.

No further information available.

### WEST VIRGINIA NETWORK

**Address:** West Virginia Network Bldg., Lee St., Charleston, W. Va. **Stations:** WCHS, Charleston; WPAR, Parkersburg; WBLK, Clarksburg. **Operating schedule:** 5 A.M. to 12 midnight. **Type of lines:** CBS, Class A; West Virginia Network, Class B. **Founded:** February, 1937. **Base rate:** \$243.

**President, general manager:** John A. Kennedy. **Assistant general manager:** Howard L. Chernoff. **Program director:** Nicholas Pagliara. **Chief engineer:** Odes Robinson.

**Rep:** The Branham Co.

**Merchandising:** Complete service available at actual cost. **Publicity:** One of the

stations, WBLK, is owned by the Daily Exponent, and supplies publicity in that paper; through special cooperation in Charleston, WCHS carries spot radio news, pictures, etc., in the local papers; releases are also sent to 74 daily and weekly newspapers by the network. **Foreign language programs:** Will accept, but restrictions are such they are rarely carried.

**Copy restrictions:** Accept transcriptions; accept beer, wine and patent medicines, providing copy conforms to network standards, but no hard liquor; all copy must be received 24 hours in advance of broadcast and is subject to the rules governing good taste and public service established by the network.

### WISCONSIN RADIO NETWORK

**Address:** c/o KFIZ, Fond du Lac, Wis. **Stations:** KFIZ, Fond du Lac; WHBY, Green Bay; WIBU, Poynette; WHBL, Sheboygan. **Base rate:** \$220.

No further information available.

### WORLD TRANSCRIPTION SYSTEM

**Address:** World Broadcasting System, Inc., 711 Fifth Ave., New York City. **Rates:** Stations are available in any combination, and rates are based on individual station charges.

**President:** P. L. Deutsch. **Vice-president, general manager:** A. J. Kendrick. **Vice-president, sales manager:** Norton Cotterill. **Station relations manager:** A. B. Sambrook. **Advertising, publicity manager:** S. J. Henry, Jr.

**Rep:** Offices in Hollywood, St. Louis, San Francisco and Washington, D. C.

**Merchandising, market research, publicity:** Services available on request, usually at cost.

**Copy restrictions:** All programs and products subject to approval and policies of member stations.

### THE YANKEE NETWORK, INC.

**Address:** 21 Brookline Ave., Boston, Mass. **Stations:** WNAC, Boston; WTIC, Hartford; WEAN, Providence; WTAG, Worcester; WICC, Bridgeport; WCSH, Portland; WLWZ, Bangor; WFEA, Manchester; WSAR, Fall River; WNBH, New Bedford; WLLH, Lowell and Lawrence; WLNH, Laconia; WRDO, Augusta; WNLG, New London; WHAI, Greenfield; WCOV, Lewiston-Auburn; WBRK, Pittsfield; WSYB, Rutland. **Operating schedule:** 9 A.M. to 12 midnight. **Founded:** Nov. 18, 1932. **Base rate:** Total 18 stations, \$2,500.

**President:** John Shepard, III. **Vice-president in charge of operations:** Roy Harlow.

## REGIONAL NETWORKS—Continued

**Vice-president in charge of sales and production:** Linus Travers. **Assistant sales manager:** Gerald Harrison. **Controller:** Robert Ide. **Technical director:** Paul deMars. **Chief engineer:** Irving Robinson. **Editor, Yankee Network News Service:** Leland Bickford. **Promotion:** Frank Foster, II. **Merchandising:** Carleton McVarish. **Publicity director:** A. J. Stephenson.

**Rep:** Edward Petry & Co., Inc.

**Merchandising:** Following services performed on a minimum of a 13-week contract or its equivalent—contact key jobbers, wholesalers and chain store distributors of New England, informing them of new accounts; supply mailing lists for the leading retail classifications, and send out standard “radiograms” for cost of postage (special mailings at actual cost); conduct surveys on the movement of merchandise for specific accounts; arrange for distribution of sales literature by recognized distributing organizations, at cost; give auditions for advertiser's sales representatives. **Publicity:** Daily releases and pro-

gram news to over 100 newspapers, radio stations, advertising agencies, etc., throughout New England; close personal contact maintained with six local dailies and one local magazine; pictures and mats supplied to local papers and sent on request to outside papers; weekly programs mailed to over 260 papers, stations, agencies. **Foreign language programs:** Not accepted.

**Copy restrictions:** Accept beer and wine with certain copy restrictions; patent medicine advertising accepted providing it is approved by the Boston Better Business Bureau and conforms to all Pure Food and Drug Laws.

### Z NET

**Address:** P. O. Box 1956, Butte, Montana. **Stations:** KGIR, Butte; KPFA, Helena. **Base rate:** \$60 (half-hour).

**Managing director:** Ed Craney.

**Rep:** Gene Ferguson & Co.

No further information available.

