



NETWORKS



NATIONAL

Regional

We're Spending A Quarter of a Million for YOU!



Erie Smith—News Editor Walt Lochman—Sports Commentator Beulah Karney—Food Consultant

28 solid hours of service features every week, built around a talent and production staff of 47, run into money fast. But we're willing to make the investment in time and talent to provide:—



1. The oldest established farm program in Kansas City, directed by a nationally known farm personality, and including an especially edited farm newscast, live stock markets thrice daily direct from the Live Stock Exchange (arranged at the invitation of the Kansas City Live Stock Industry), as well as daily grain, poultry, and produce markets.

2. A full-time news editor, veteran of more than a dozen successful sponsorships.

3. A full-time home economics director who is ninety per cent commercial the year 'round.

4. 375 solid hours of play-by-play sports within a year.

5. And the first news broadcast on the air in Kansas City about fruits and vegetables direct from the source of supply!

You needn't match our quarter million—all you need is a one-way ticket that takes you right into the hearts and homes of two and a third million listeners in our P. D. A.!

All this, not to mention these Arthur B. Church Productions, developed at KMBC, that are doing—and ready to do—outstanding jobs for national network or spot advertisers: Texas Rangers, Caroline Ellis, Fran Heyser, Life on Red Horse Ranch, Brush Creek Follies, Phenomenon, Margaret and Gordon Munro, "Across The Breakfast Table"



Phil Evans—Director Farm Service



Bob Riley, Live Stock Market Reporter



Martha Hunter—The Food Scout

KMBC OF KANSAS CITY

www.americanradiohistory.com Peters NAT REPS

THE Columbia Broadcasting System looks forward to 1940 as the greatest year in the history of American radio. The trend established in 1939, when records of every description were broken, seems likely to continue. As far as the effect of the European war upon radio is concerned, it has proved to be an opportunity for additional public service and for the development of more effective radio news presentation.

Columbia's confidence about 1940 is rooted in two facts about radio: the constant growth of its listening audience and the steady improvement in program technique. More than 9,000,000 new sets went into American homes during 1939, increasing the number of sets in use throughout the country to the phenomenal total of 45,000,000. Columbia has kept pace with the mounting popularity of radio by continuing to implement the network with the best possible facilities. Much of the improvement in CBS transmission must be attributed to the efforts of a mobile field laboratory crew of engineers, which in 1939 analyzed and solved transmission problems all over the country. Seven new stations, added during the year to bring the CBS total to 118, were WKAQ, San Juan, Puerto Rico; WRBL, Columbus, Ga.; WWNC, Asheville, N. C.; KOIL, Omaha; KWFT, Wichita Falls, Texas; WCKY, Cincinnati; and KVSF, Santa Fe. During the year a number of CBS station transmitters were relocated to improve market coverage.



WM. S. PALEY
President

Concomitantly, 1939 saw an impressive advance in entertainment standards and more rapid development of Columbia's contributions to radio education. The number of programs broadcast by CBS increased from 19,074 programs in 6,662 hours in

1938 to 31,449 in 10,398 hours in 1939. War coverage was largely responsible for this striking increase. Early in the crisis, CBS inaugurated the highly effective practice of broadcasting two news "editions" each day direct from the warring capitals.

Variety and timeliness were the key characteristics of CBS educational programs in 1939, as new air forums were introduced and several series were prepared with the aid of governmental agencies. The American School of the Air was heard in 150,000 classrooms and was adopted as an official part of the school curriculum of six states. The general increase in programs of cultural content is a direct reflection of increased interest in such programs on the part of the audience—an interest which network broadcasting itself has developed. CBS' short wave stations, WCBX, New York, and WCAB, Philadelphia, relayed an expanded schedule of educational and general entertainment programs to Europe and South America.

Business, in general, in 1939 showed an appreciable increase over the previous year—and present indications are that 1940 will see that trend continued. Meanwhile, CBS will continue to explore the new frontiers of television.



CBS NETWORK SWEEPS

ALL MAJOR "FIRSTS" IN 1940!

CBS enters 1940 breaking all major radio records; leading all networks in audience and advertisers' acceptance.

These tangible records, today, reflect the "intangibles" that

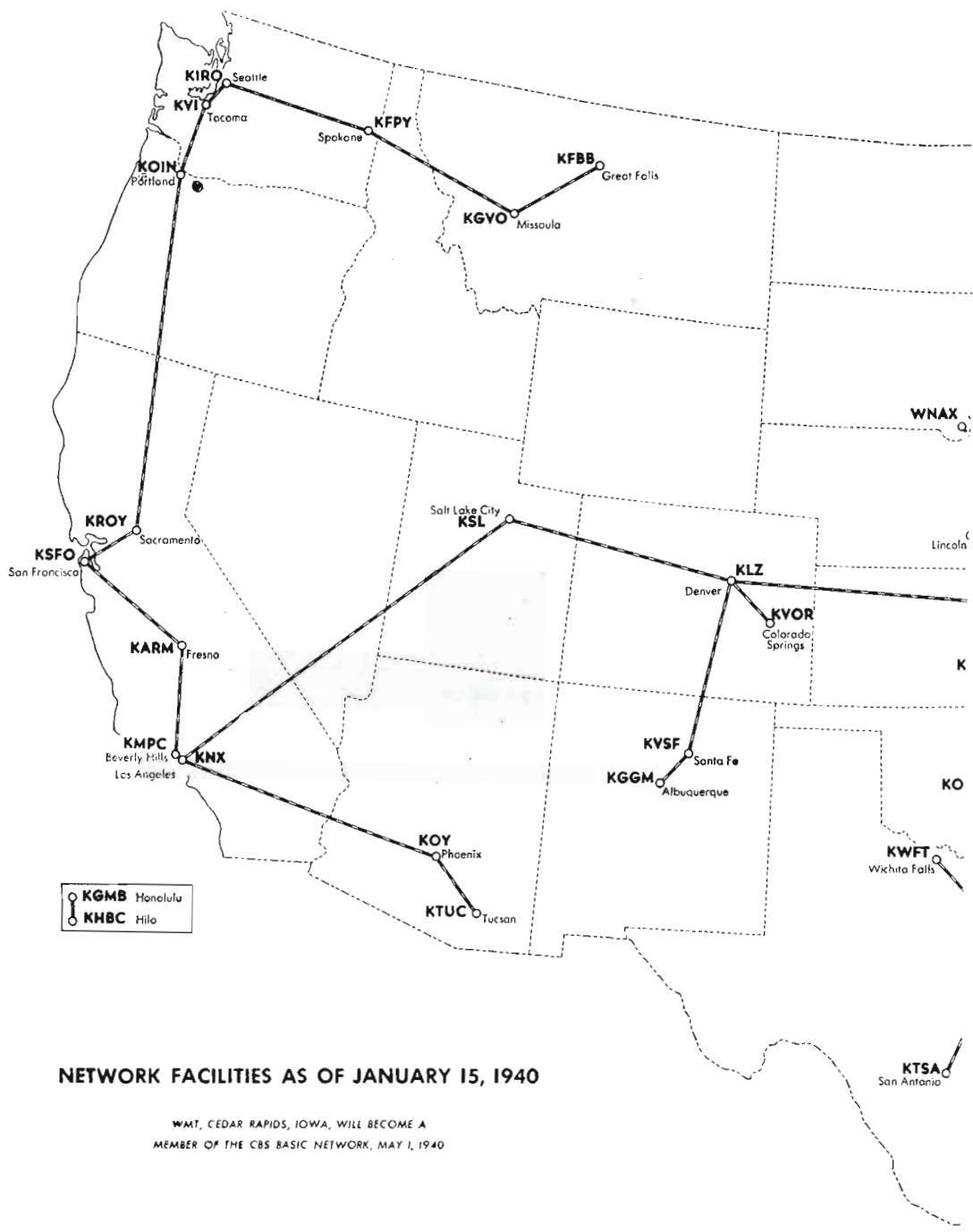
AUDIENCE: CAB figures show that CBS dominates the audience in the "major battle-ground of network competition." *They show CBS with a consistently stronger schedule than any other network* from 6:00 to 11:00 in the evening — winning the largest audiences for CBS clients (against all competition) in 78 of the total evening quarter hours seven days a week; against 51 quarter-hour "firsts" for the second network; and 7 for the third; 34% more for CBS than for *both others combined!* This CBS leadership is just as definite between 8:00 to 10:00 P.M. alone — the most tensely competitive hours in radio — when again CBS wins more "firsts" than *both other networks combined.*

have so long been associated
with Columbia...the intangibles
of service, of performance,
of action; the basic contribu-
tions which CBS has made to
radio in twelve vigorous years.
By these things the leadership
of a network is measured.

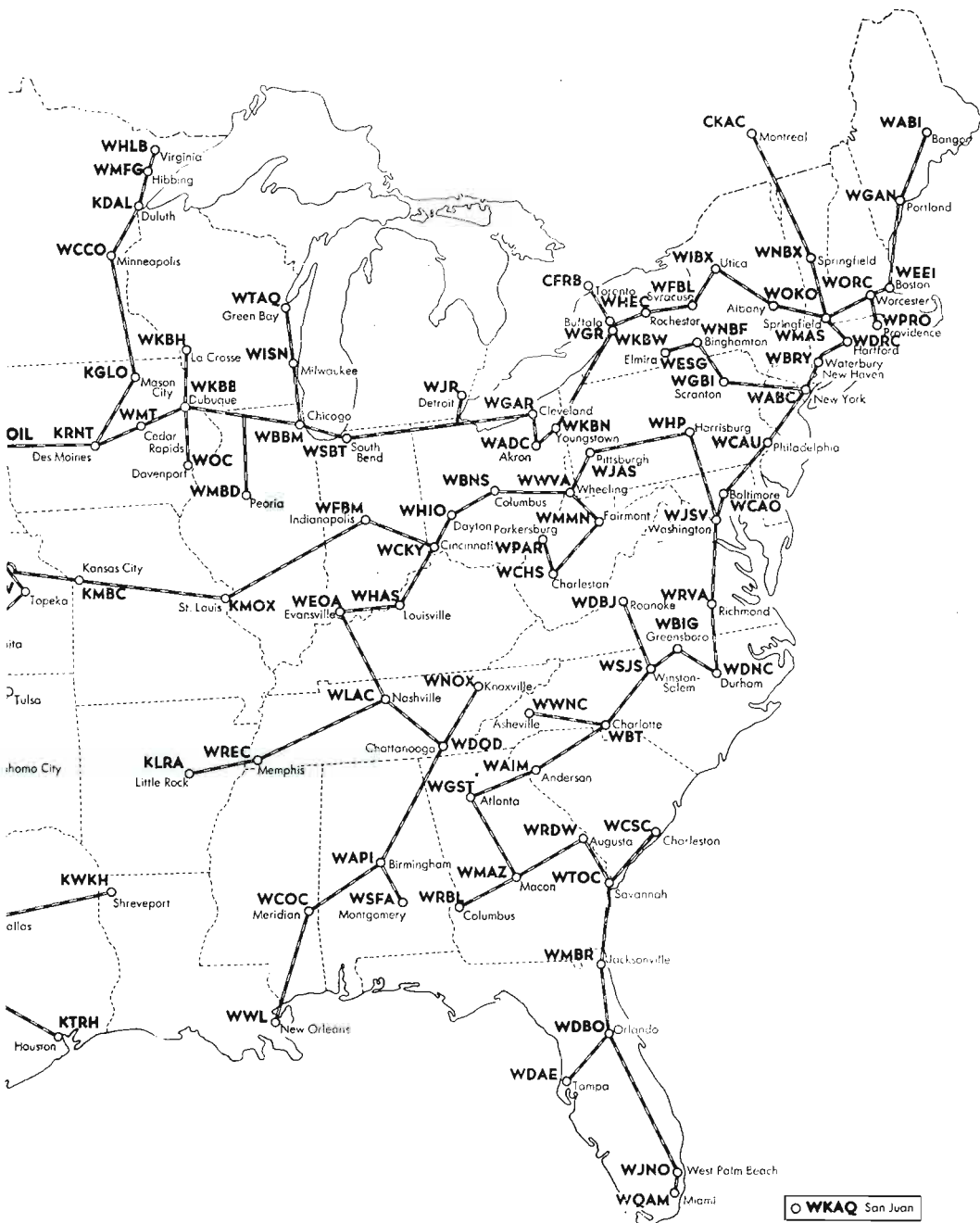
FACILITIES: CBS caps the swiftest technical rise in radio history with more high-powered U. S. stations, in 1940, than *any* other network—a total of *sixteen* CBS 50,000 watt stations. But that's not all. In the past twenty-four months 91 CBS stations made major technical improvements which increase their service-areas *without* increasing wattage; and a total of 45 CBS stations directly increased their wattage as well.

ADVERTISING: CBS now carries a larger volume of business than *any* other network; *the largest volume ever carried by any network in the history of radio.* CBS, consistently from October through December 1939, carried the largest volume of business ever carried by any network in any one month or in any quarter of any year. And in 1940, for the *sixth* consecutive year, more of the nation's *largest* advertisers use CBS than *any* other network.

C O L U M B I A
PAGE SETTER FOR THE NETWORKS



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

William S. Paley
Leon Levy
John J. Burns
Samuel Paley
Jacob Paley
Ralph F. Colin
Edward Klauber

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

Officers

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

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

Staff

F. A. Willis.....Assistant to the President
 & Director of Short Wave Operations
William C. Gittinger.....Sales Manager
William H. Ensign.....Assistant Sales Manager
B. J. Prockter.....Manager of Sales Service
J. J. Karol.....Market Research Sales Counsel
Victor M. Ratner.....Director of Sales Promotion
Frank N. Stanton.....Director of Market Research
J. K. Churchill,
 Chief Statistician of Market Research
John Fox.....Promotion Production Manager
 & Space Buyer
Ted Sandler.....Promotion Art Director
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
Roy Passman,
 Assistant Director of Program Operations

Max Wylie.....Director of Script Division
S. Mark Smith,
 Assistant Director of Script Division
Francis C. Barton.....Manager of Program Service
James Burke.....Program Service Assistant
Paul W. White.....Director of Public Affairs
John D. Fitzgerald,
 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
James Fassett,
 Assistant Director of Music Division
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
 Luther J. Reid.....WABC Publicity Director
 Michael J. Fish.....Manager Photographic Division
 Edwin King Cohen,

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
 Paul S. Wilson,

Western Sales Manager, Chicago

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

Royal Penny.....Account Executive, Charlotte

John W. Bohn.....Account Executive, St. Louis

Charles E. Morrin,
 Account Executive, San Francisco

New York City

WABC, 485 MADISON AVE.

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

Eastern Division Operations Engineer
 & Chief Engineer of WABC

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
 Harry Mason Smith.....Chicago Sales Manager

James Kane,
 Director of Publicity & Special Events

Frank B. Falknor,
 Central Division Operations Engineer
 & Chief Engineer of WBBM

J. Oren Weaver.....News Editor

Robert Hafter.....Production Manager

Urban Johnson.....Chief Sound Technician

Wayde Grinstead.....Sales Promotion Director

J. V. McLoughlin.....Accountant

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

Clyde Hunt.....Chief Engineer

Harry R. Crow.....Accountant

Ann Gillis.....Director of Public Events

Paul A. Porter.....Attorney

Lloyd W. Dennis, Jr.....Program Director

William J. Slocum, Jr.....Publicity Director

John Heiney.....Sales Promotion Manager

Minneapolis

WCCO, 625 SECOND AVE., S.

Earl H. Gammons.....Manager of Station WCCO

Emmett J. Heerd.....Accountant

H. S. McCartney.....Chief Engineer

Hayle C. Cavanor.....Program Director

Alvin B. Sheehan.....Manager of Artists Bureau

Carl Burkland.....Sales Manager

Robert L. Hutton, Jr.,
 Sales Promotion & Publicity Manager

St. Louis

KMOX, MART BLDG.

Merle S. Jones.....Manager of Station KMOX

Arthur Casey.....Assistant to Station Manager

G. L. Tevis.....Chief Engineer

R. S. Gillingham.....Accountant

C. G. Renier.....Program & Production Director

Jerry Hoekstra.....Public Events & Publicity Director

K. W. Church.....Sales Manager

Bob Reichenbach.....Sales Promotion Director

Pacific Coast

LOS ANGELES OFFICE, KNX,
 COLUMBIA SQUARE

D. W. Thornburgh.....Vice-President, Los Angeles

George L. Moskovics.....Director of Sales Promotion

Charles D. Ryder, Jr.....Accountant

Lester Bowman,
 Western Division Operations Engineer
 & Chief Engineer of KNX

Nelson G. Pringle.....News Editor
Charles Vanda...Western Director of Programs
Russ Johnston.....Program Manager
Fox Case,
Director of Special Events & Public Events
Edith S. Todesca.....Production Manager
Hal Rorke.....Publicity Director
Harry W. Witt.....Sales Manager
Alan Cormack.....Traffic Manager

San Francisco Office

PALACE HOTEL

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

Charlotte, N. C.

WBT, WILDER BLDG.

A. E. Joscelyn.....Manager of Station WBT
Robert W. Carpenter.....Accountant
James Beloungy.....Chief Engineer
Chas. H. Crutchfield.....Program Director
Arthur Forrest.....Sales Promotion Manager

Boston

WEEI, 182 TREMONT ST.

Harold E. Fellows.....Manager of Station WEEI
John J. Murray.....Accountant

Philip K. Baldwin.....Chief Engineer
Lloyd G. del Castillo
Production Manager and Musical Director
Kingsley Horton.....Sales Manager
George Dunham.....Sales Promotion Manager
Dorothy Drake.....Publicity Director

Detroit

FISHER BLDG.

Alfred N. Steele.....Manager of Detroit Office
Webster H. Taylor,
Assistant Manager of Detroit Office
G. T. C. Fry.....Manager of Sales Promotion

European Staff

E. R. Murrow...Chief of European Staff—London
Larry Le Seuer,
Assistant to Chief of European Staff,
London

William L. Shirer,
Central European Representative—Geneva
Russell Hill,
Assistant Central European Representative,
Berlin

W. R. Wills...Far Eastern Representative—Tokyo
Thomas Grandin.....Paris Representative
Eric Sevareid.....Assistant Paris Representative

Stations Owned and Operated, or Leased by the

- 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.
- WEEI Boston Owned by Edison Illuminating Co., of Boston
Leased and operated by CBS.

LUSTIER than ever, the Mutual Broadcasting System faces the year 1940. The promises made to affiliated stations and the listening public have not been forgotten. Though it has grown in a short space of time to a chain of more than 118 radio stations in the United States, Hawaii, and Canada, the principles upon which this system was founded still guide our plans. On September 15, 1934, we said: "The Mutual Broadcasting System has pledged itself to render a new service to the listeners, bringing to them more and varied programs from this country and abroad. The network is cooperative, the stations operating the network service, rather than the chain running the station. The individual stations themselves chose to remain independent so that each might do the job in its community as it saw best. The Mutual network was formed with the view of maintaining affiliations with a few key stations of superior coverage, flanked across the continent by progressive independent outlets."

In 1940 we are ever mindful of this pledge. In the year just past, Mutual presented over 300 hours of broadcasting time to special features, both here and abroad, sporting events, spot news, and talks. It is interesting to note that this represented an increase of over 20 per cent for a similar period in 1938.

But the significance of this activity can not be pointed out in statistics alone. The quality of these broadcasts and recognition from listeners for such events as the exclusive broadcasts of the World Series, the commentaries of Raymond Gram Swing, the Wallenstein and Henry Weber concerts, the war coverage, meant much more to us.

Faced with the biggest special features assignment in the history of broadcasting — the European war — Mutual augmented its European staff under the capable direction of John Steele, whose journalistic experience helped him in selecting



ALFRED J. McCOSKER

veteran, foreign correspondents to represent Mutual in the old continent's major capitals.

Appreciation of Mutual's importance in the industry was indicated by a sizeable increase in business and accounted for the network's greatest time billings.

But when many of its early well wishers studied Mutual's fundamental policies in 1934, they doubted if its advanced theories could be made to work. Could radio achieve a happy combination of a group of stations working as a network, yet with each one remaining autonomous? Could a number of thriving, independent radio stations, unrelated to each other in any way, except in the common aim to serve the listener, cooperate in the formation of a third major chain?

These questions were tested when Mutual programs made their debut in October of that year. At that time Mutual programs could be heard in only four cities.

When Mutual's advertising opportunities were first explained, many farsighted time buyers soon discovered in this new network an outlet for advertisers, heretofore unable to purchase a flexible network of stations in as few or as many markets as they desired.

This endorsement enabled Mutual to total \$1,000,000 worth of time billings in its first fiscal year.

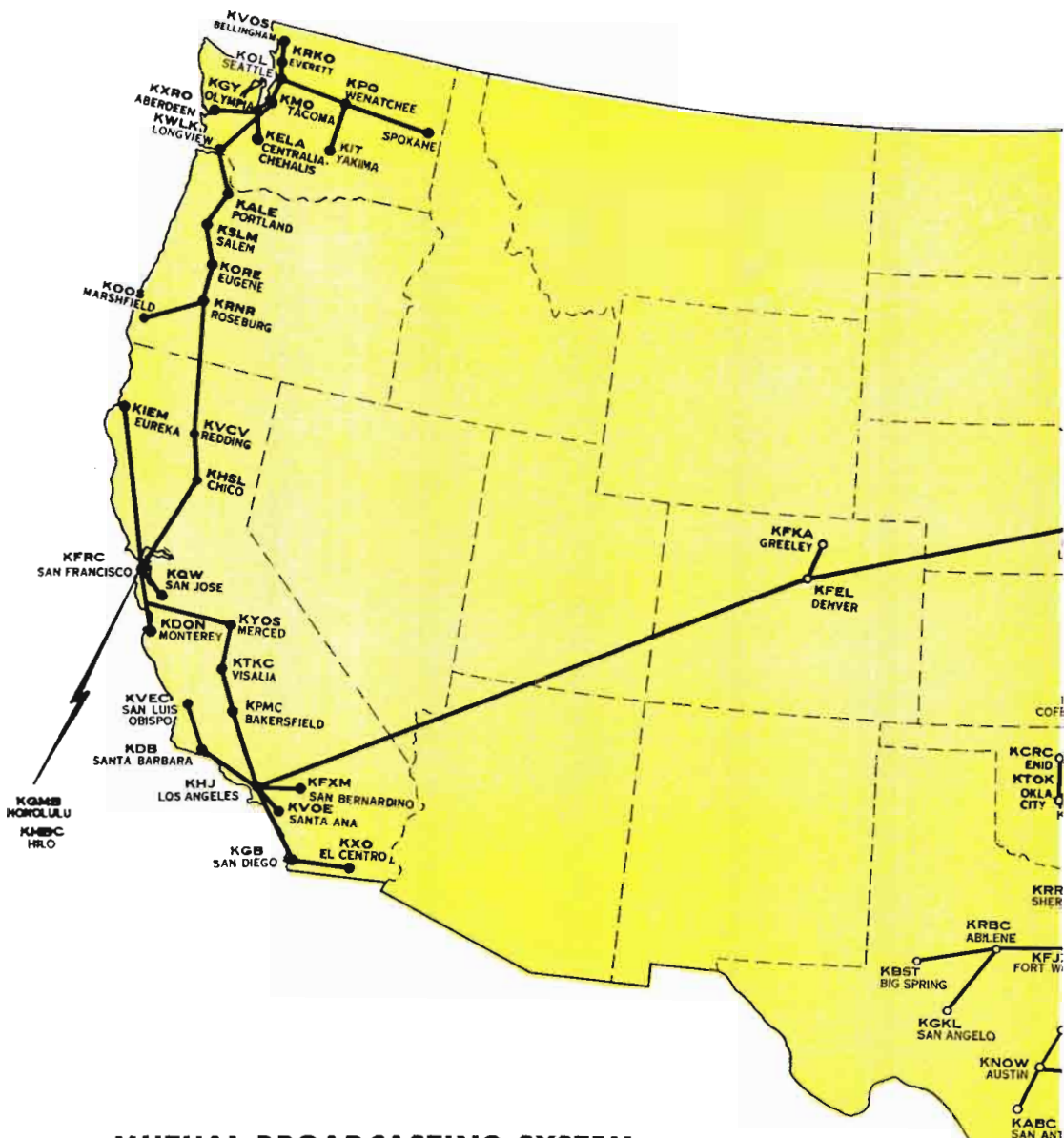
On December 29, 1936, Mutual went coast to coast. The strong Don Lee regional chain of California became affiliated with Mutual. More details on this network's progress may be found in the issues of RADIO DAILY and other periodicals.

But instead we prefer to look ahead. Our basic principles are more evident in 1940, five and one-half years since its creation; exactly three years since Mutual went coast to coast, and became of age.

ALFRED J. McCOSKER,
Chairman of the Board.



MUTUAL BROAD





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,
Aifred J. McCosker

President.....W. E. Macfarlane

Vice-President.....Theodore C. Streibert

Vice-President.....Lewis Allen Weiss

Treasurer and Executive Secretary,
E. M. Antrim

General Manager.....Fred Weber

Advertising and Sales Promotion Manager,
Robert A. Schmid

Auditor.....Miles E. Lamphiear

Staff

Publicity Director.....Lester Gottlieb

Program Service Mgr.....Adolph Opfinger

Traffic Manager.....Andrew Poole

Statistician.....Wallace A. Walker

Sales Representative.....John R. Overall

Sales Representative.....Sidney P. Allen

Sales Representative.....Burt Lambert

Sales Representative.....Morris Mudge

Midwestern Sales Representative...Ade Hult

Midwestern Program Coordinator...Don Pontius

London and Foreign Representative,
John S. Steele

Branch Offices

Detroit.....Union Guardian Bldg.

Cincinnati.....Alms Hotel

Boston.....21 Brookline Ave.

Cleveland.....Terminal Tower

Los Angeles.....Don Lee Bldg.

San Francisco.....1000 Van Ness Ave.

England.....Coulsdon, Surrey

France.....2527 Rue Pagalle, Paris

Directors

E. N. Antrim
Willett Brown
H. K. Carpenter

W. E. Macfarlane
Alfred J. McCosker
John Shepard III

Theodore C. Streibert
Lewis Allen Weiss
Fred Weber

***Operating Board**

J. E. Campeau.....CKLW, Detroit-Windsor

H. K. Carpenter.....WHK-WCLE, Cleveland

John Shepard III.....The Colonial Network

Theodore C. Streibert...WOR, Newark, N. J.

Hulbert Taft, Jr.....WKRC, Cincinnati

Lewis Allen Weiss.....Don Lee Network

Ed Wood, Jr.....WGN, Chicago

*Two to be selected

THE year 1939, a year of sharply contrasted activities at home and abroad, placed a grave weight of responsibility upon the shoulders of radio in the part it played in the European conflicts. However well this challenge has been met throughout the United States, it has been and will remain our purpose to handle war situations as factually as we know how, separating fact from fancy as well as we can, confident in the belief that such a policy is in keeping with this country's democratic principles.

The wars have undoubtedly helped to create a new public interest in informational types of programs. This has had its influence in awakening keener interest in educational programs, demonstrating to a greater degree than ever before that no program need be dull because it is educational. We have much satisfaction over the fact that many such programs have shown considerably higher ratings in the program surveys than in previous years.

The National Broadcasting Company has expanded its coverage with the addition of twenty network affiliates during the past year, bringing the total of both the Red and Blue to an all-time high of 181 stations. This figure includes four stations of the Canadian Broadcasting Corporation and CMX in Havana, Cuba, as well as eight in the Middle West; one in the Southwest; four in the South and five in the East and Central-Atlantic regions. At many points, program reception was improved through the installation of new technical equipment, through increases of power, and through changes in station frequencies.

In the twelve month period, the regularly scheduled shortwave service over stations WRCA and WNBI has been built up to sixteen hours daily. The significance of this lies in its basic principle of building friendly international relations without propaganda.



LENOX R. LOHR
President

The latter months of the year have witnessed our pioneer efforts to sell time in this field with a view to making international broadcasting self-supporting. The United Fruit Company is sponsoring a daily fifteen-minute news program in Spanish over a beam directed toward Latin America.

NBC and RCA have done their full share in furthering the radio art itself through heavy investment in television, no return for which is expected in the immediate future. We look forward to 1940 because we hope it will bring us program competition in the television field. When other companies match us in this endeavor, we will be much nearer the time when this youngest member of the radio family can take its rightful place in the industry.

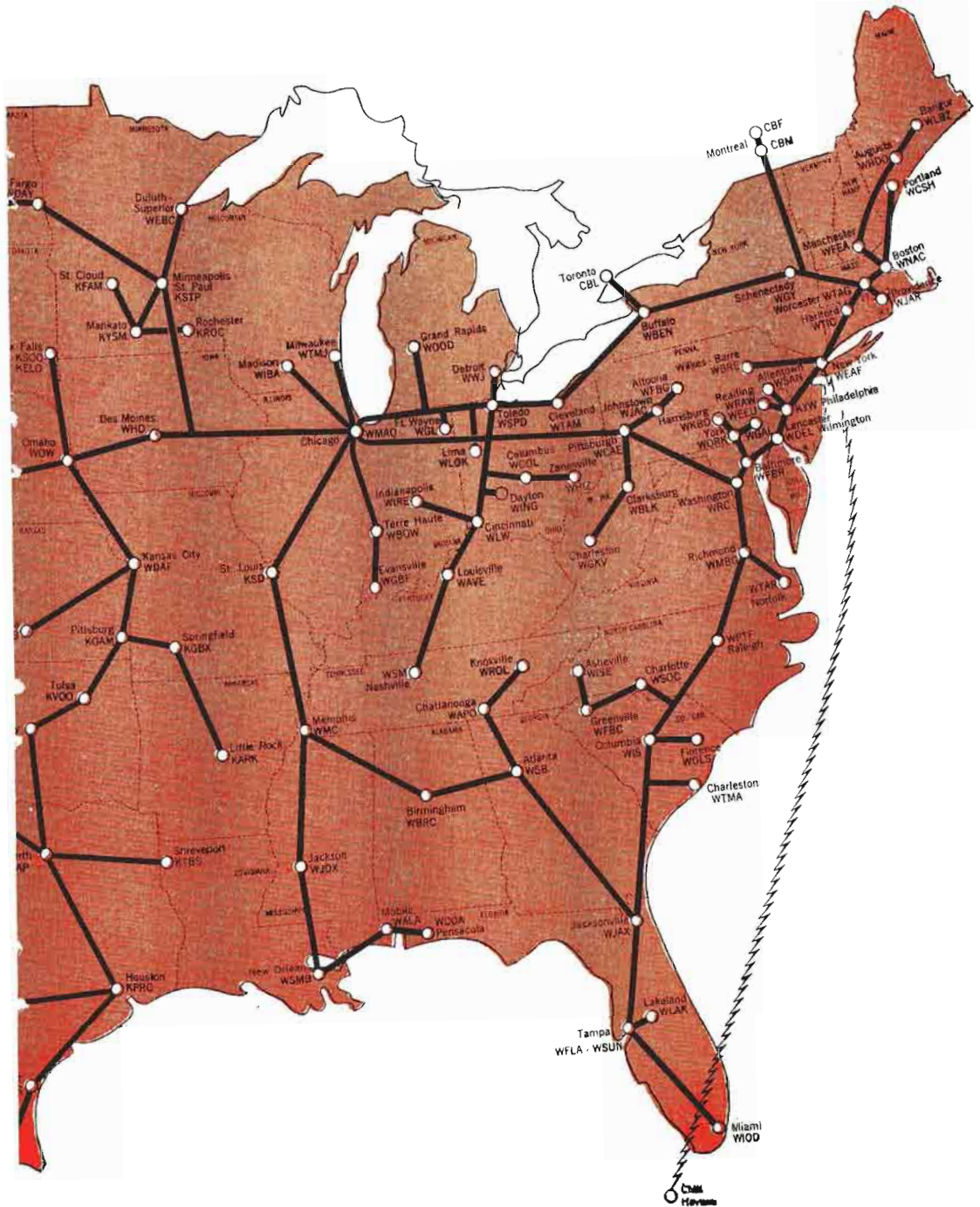
Financially, in spite of the heavy expenditures in public service fields where there was no monetary return for the expenditures, NBC has had a successful year. In commercial billings, this past season has seen the biggest business year in the history of the company, with the Red Network showing a greater volume than has ever been shown by any single network in the existence of sponsored radio. This, coupled with the fact that the other major networks of the nation have recorded fairly uniform increases throughout the year, leads us to view the coming season with optimism and confidence.

Finally, 1939 has given concrete evidence that the radio industry recognizes the desirability of internal cooperation as a means of best serving the public interest. Probably the outstanding expression of this has been a program code to which members of the National Association of Broadcasters have voluntarily subscribed.

LENOX R. LOHR.



CASTING COMPANY

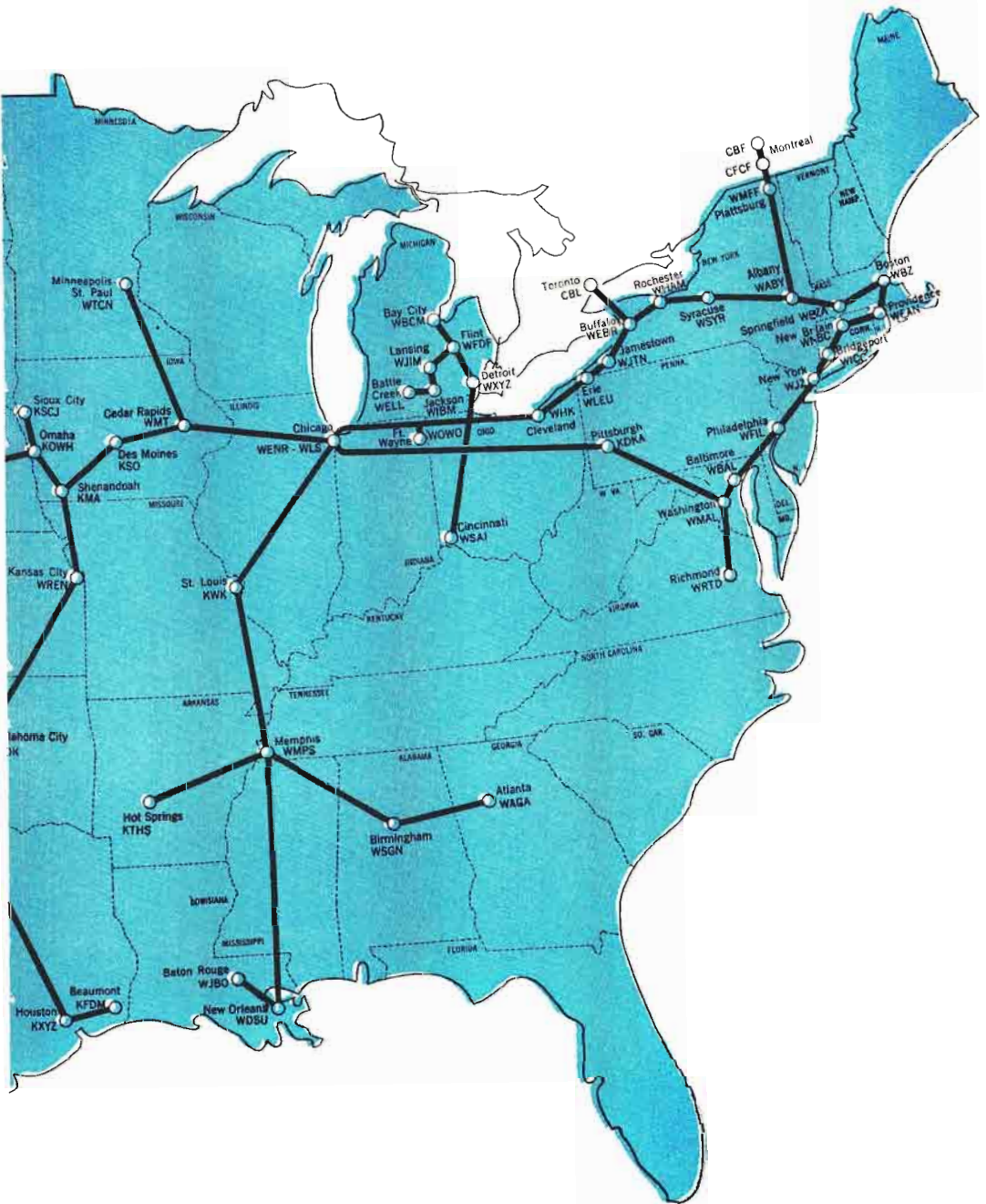


NATIONAL BROADCAST



NBC BLUE NETWORK AS OF JAN. 28, 1940

ASTING COMPANY



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	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	Royal, John F.....Vice-President
Lohr, Lenox R.....President	Russell, Frank M.....Vice-President
Trammell, Niles.....Executive Vice-President	Strotz, Sidney.....Vice-President
Ashby, A. L.....Vice-President & General Counsel	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	MacConnach, Lewis.....Secretary
Hedges, William S.....Vice-President	Pfautz, C. E.....Assistant Secretary
Mason, Frank E.....Vice-President	Teichner, R. J.....Assistant Treasurer
Morton, Alfred H.....Vice-President	

DEPARTMENTS AND DIVISIONS

President's Office

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

Artists Service Department

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
 Assistant to Vice-President in Charge of
 Artists Service

King, Frances Rockefeller,
 Manager of NBC Private Entertainment
 Levine, Marks.....Manager of Concert Division
 Tuthill, Daniel S.....Assistant Managing Director

Continuity Acceptance

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

NBC Radio Recording Division

Egner, C. Lloyd.....Manager
 Chizzini, Frank E.....Assistant Manager
 MacDonald, John H.....Business 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 & Video Facilities Engineer
 Shelby, R. E. Video Operations 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 the Press Division

Legal Department

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

Program Department

Royal, John F.,
 Vice-President in Charge of Programs
 Belviso, Thomas H. Manager, Music Division
 Black, Frank General Music Director
 Brainard, Bertha,
 Manager, Commercial Program Division
 Carlin, Phillips,
 Manager, Sustaining Program Division

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

Sales Department

Witmer, Roy C.,
 Vice-President in Charge of Sales
 Beville, H. M., Jr. Research Manager
 Dyke, Ken R.,
 Director of National Sales Promotion
 Greene, F. Melville Sales Traffic Manager
 Greene, John M. Circulation Manager
 Hitz, Edward R. Assistant to Vice-President
 James, E. P. H. Advertising Manager
 Showerman, I. E. Eastern Sales Manager

Stations Department

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

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, Operated & Programmed Stations Department

Wailles, Lee B.,
 Assistant Manager of Managed, Operated and
 Programmed Stations

National Broadcasting Company

National Spot and Local Sales Department

McConnell, J. V.

National Spot & Local Sales Manager
Hauser, B. J. Managed, Operated &
Programed Stations, Promotion Manager
Boyd, Maurice M. New York Spot &
Local Sales Manager

Traffic Department

McClancy, B. F. Traffic Manager

Development and Research

Horn, C. W.
Assistant Vice-President in Charge of Develop-
ment and Research
Merryman, Philip I. Assistant Director of
Development and Research
Lent, W. C. Assistant Director of
Development and Research (Washington office)

Station Managers

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

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 & Asst. Secretary
Bloxham, William D. Purchasing Agent
Kelly, Harold M. Asst. Auditor
McKeon, Harry F. Auditor
Payne, Glenn W. Commercial Engineer

Teichner, R. J. Assistant Treasurer
Wall, C. A. Budget Officer

Central Division—Chicago

Strotz, Sidney Vice-President In Charge
Carlson, Emmons C.
Sales Promotion and Advertising Manager
Carpenter, Kenneth, Blue Network Sales Manager
Cunningham, E. C. Evening Manager
Drips, William Director of Agriculture
Fry, Kenneth D. Director of Special Events
Herbubeaux, Jules 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
Robinson, Kenneth L. Continuity Editor
Stirton, James L. Manager, Artists Service
Stockmar, Edward Traffic Supervisor
Waller, Judith C. Educational Director
Wetzel, Maurice S.,
Manager, Electrical Transcription
Whalley, John F. Office Manager and Auditor
Wright, W. P. Production Manager

Western Division— Hollywood

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

Washington, D. C.

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

Foreign Representatives

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.
WGY	Schenectady	Owned and operated by General Electric Managed and programmed by the NBC.
WBZ	Boston	Owned and operated by Westinghouse Elec. & Mfg. Co. Programmed by the NBC.
WBZA	Springfield	Owned and operated by Westinghouse Elec. & Mfg. Co. Programmed by the NBC.
KDKA	Pittsburgh	Owned and operated by Westinghouse Elec. & Mfg. Co. Programmed by the NBC.
KYW	Philadelphia	Owned and operated by Westinghouse Elec. & Mfg. Co. Programmed by the NBC.
KEX	Portland, Ore.	Owned by National Broadcasting Company Leased to, license held by, operated, managed and programmed by Oregonian Publishing Company.
KJR	Seattle	Owned by National Broadcasting Company Leased to, license held by, operated, managed and programmed by Fishers Blend Station, Inc.
KGA	Spokane	Owned by National Broadcasting Company Leased to, license held by, operated, managed and programmed by Louis Wasmer.

REGIONAL NETWORKS

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 1940 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.

COVERAGE

Primary area of the network comprises 29 counties in Alabama, reaching 209,329 of the state's 258,000 radio homes (81 per cent of total).

NATIONAL REPRESENTATIVE

Headley-Reed Co.

Arizona Broadcasting Co.

c/o KTAR, Heard Bldg., Phoenix, Ariz.
Phone 4-4161

c/o KVOA, 48 East Broadway, Tucson, Ariz.
Phone 3703

PERSONNEL

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

STATIONS

Primary: KTAR, Phoenix; KVOA, Tucson.
Supplementary: KWJB, Globe-Miami; KCRJ, Jerome; KYUM, Yuma.

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) Ben Roush
Manager (KSUN) Carleton Morris

STATIONS

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

COVERAGE

	Primary	Secondary
Population	190,200	228,700
Radio Homes	32,770	31,060

NATIONAL REPRESENTATIVE

John Blair Company

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.

Regional Networks

COVERAGE

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

NATIONAL REPRESENTATIVE

George P. Hollingbery Co.

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, Bakersfield; KTMS, Santa Barbara; KFSD, San Diego.

COVERAGE

Network offers state coverage through the nine 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

500 West Sixth St., Los Angeles, Calif.

1814 Russ Bldg., San Francisco, Calif.

Phone: Douglas 2373

NATIONAL REPRESENTATIVE

Paul H. Raymer Co.

Central States Broadcasting System

Omaha (Nebr.): Omaha National Bank Bldg.

Lincoln (Nebr.): Hotel Lincoln

PERSONNEL

President Frank D. Throop

General Manager Don Searle

Sales Manager Frank Pellegrin

Chief Engineer Mark Bullock

STATIONS

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

COVERAGE

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

REPRESENTATIVE

The Katz Agency

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

Sales Manager W. W. Warner

Merchandising Manager Carleton McVariah

Director of Promotion Frank P. Foster, 2nd

Editor of Colonial Network

News Service Leland Bickford

Director of Publicity Al Stephenson

Technical Director Paul A. DeMars

Chief Engineer Irving Robinson

Sports Editor Jim Britt

Manager of Artist Bureau Josephine White

Director of Public Relations .. Gerald Harrison

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.

COVERAGE

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

NATIONAL REPRESENTATIVE

Edward Petry & Co., Inc.

Colorado Radio Network

Albany Hotel, Denver, Colo.

Phone Keyston 0178

PERSONNEL

Sales Manager Gene O'Fallon

Director of Station Relations Frank Bishop

STATIONS

KFEL, Denver (key station); KFKA, Greeley; KFXJ, Grand Junction.

Connecticut Broadcasting System

Address Individual Stations

PERSONNEL

Manager (WELI) James T. Milne

Manager (WNBC) Richard W. Davis

Manager (WATR) Harold Thomas

STATIONS

WELL, New Haven; WNBC, New Britain; WATR, Waterbury.

NATIONAL REPRESENTATIVE

Gene Furgason & Co.

Corn Belt Wireless Rebroadcasting Service

c/o WHO, Des Moines, Ia.

Phone: 3-7147

PERSONNEL

Vice-President J. O. Maland

Sales Manager Hale Bondurant

Technical Supervisor Paul A. Loyet

Regional Networks

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.

Don Lee Broadcasting System

Don Lee Bldg., 1076 W. Seventh St.,
Los Angeles, Calif.

Phone: Vandike 7111

San Francisco office: 1000 Van Ness Ave.

PERSONNEL

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; KQW, San Jose; KHSL, Chico; KVCV, Redding; KYOS, Merced; KDON, Monterey; KIEM, Eureka; KTKC, Visalia.

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

1420 Second Avenue, Columbus, Ga.

Phone: 4300

Atlanta Office: Henry Grady Bldg.

Phone Walnut 4377

PERSONNEL

Executive Manager..... J. W. Woodruff, Jr.
Commercial Manager... Maurice C. Coleman

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

Sears & Ayer

Inter-City Broadcasting System

"The Independent Network: of the North Atlantic Seaboard"

1657 Broadway, New York City

Phone: Circle 6-2200

Chicago office: 360 N. Michigan Ave.

Phone: State 9493

PERSONNEL

President Donald Flamm
Executive Vice-President..... Don S. Shaw
National Sales Manager..... Charles M. Stark
Director of Special Events..... Leon Goldstein
Director of Publicity..... Leon Goldstein
Program Director..... Ed Scheuing
Chicago Office..... J. M. Ward, G. B. McDermott

STATIONS

Key Station: WMCA, New York City; WIP, Philadelphia; WILM, Wilmington; WCBM, Baltimore; WOL, Washington; WGAL, Lancaster, Pa.; WORK, York, Pa.; WKBO, Harrisburg, Pa.

COVERAGE

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

The Cowles Stations

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
Commercial Manager..... Craig Lawrence
National Sales Manager..... H. T. Enns

STATIONS

KSO, Des Moines; KRNT, Des Moines; WMT, Cedar Rapids, Waterloo; WNAX, Yankton, S. D.

Regional Networks

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

The Lone Star Chain

600 Thomas Bldg., Dallas, Texas
Phone 7-8664

Fort Worth Office: Star-Telegram Bldg.
Phone LD 18

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

Free & Peters Inc. and 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.....George W. Trendle
Treasurer & Genl. Mgr.....H. Allen Campbell
Vice-President.....John H. King
Secretary.....Howard O. Pierce

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	490,563

* The primary area of the four stations combines the total of 71 counties in Minnesota; network claims a total listening audience (primary and secondary) of 4,108,220 persons.

NATIONAL REPRESENTATIVE

Edward Petry & Company

Missouri-Illinois Broadcasting System

Hotel Chase, St. Louis, Mo.
Phone Rosedale 3210

PERSONNEL

President.....R. T. Convey

STATIONS

KWOS, Jefferson City, Mo.; WTAX, Springfield, Ill.; WSOY, Decatur, Ill.

NATIONAL REPRESENTATIVE

Paul H. Raymer Company

New York Broadcasting System, Inc.

20 East 57th St., New York, N. Y.
Phone Plaza 8-3355

PERSONNEL

President.....Major E. M. Stoer
Vice-President-General Manager...Carl Calman
Sales Manager.....Ed Lennon
Publicity Director.....B. S. Bercovici
Traffic Manager.....Al Grobe

Regional Networks

STATIONS

WABY, Albany; WMBO, Auburn; WKBW-WGR, Buffalo; WJTN, Jamestown; WINS, New York; WSAY, Rochester; WSYR, Syracuse; WIBX, Utica.

* Choice of selecting any New York City station as the New York outlet is allowed.

COVERAGE

Population-Primary	3,446,778
Families-Primary	949,250
Radio Homes-Primary	869,670
Population-Secondary	758,997
Families-Secondary	209,090
Radio Homes-Secondary	188,530

NATIONAL REPRESENTATIVE

International Radio Sales

North Central Broadcasting System, Inc.

Empire National Bank Bldg., St. Paul, Minn.

PERSONNEL

President-General Manager.....John W. Boler

STATIONS

WHDF, Calumet, Mich.; WJMS, Ironwood, Mich.; WDMJ, Marquette, Mich.; KATE, Albert Lea, Minn.; KGDE, Fergus Falls, Minn.; KVOX, Moorhead, Minn.; KWNO, Winona, Minn.; KDLR, Devils Lake, N. D.; KRMC, Jamestown, N. D.; KLPM, Minot, N. D.; KOVC, Valley City, N. D.; KGCU, Mandan, N. D.; KABR, Aberdeen, S. D.; WDSM, Superior, Wisc.; WSAU, Wausau, Wisc.

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

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

PERSONNEL

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

STATIONS

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

NATIONAL REPRESENTATIVE

Burn-Smith Company, Inc.

Pacific Broadcasting Co.

914½ Broadway, Tacoma, Wash.
Phone: Main 4144

PERSONNEL

General Manager.....Carl E. Haymond

STATIONS

Oregon: KALE, Portland; KSLM, Salem; KOOS, Marshfield; KRNR, Roseburg; KORE, Eugene.

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

COVERAGE

Network outlets in each of the 11 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; WRAC, Williamsport; (Harrisburg, Wilkes-Barre and Pittsburgh stations optional).

COVERAGE

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

Regional Networks

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; WGBL, Scranton; WBRE, Wilkes Barre; WKBO, Harrisburg; WKOK, Sunbury; WRAC, Williamsport; WFBG, Altoona; WJAC, Johnstown; WLEU, Erie; WTBO, Cumberland, Md.; WWSW, Pittsburgh; WSAN, Allentown.

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.

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: 3-3474

PERSONNEL

President.....Elliott Roosevelt
Vice-President-Secretary.....
General Manager.....Harry A. Hutchinson
Vice-President-Treasurer.....Gerald T. Stanley
Vice-President in Charge of Mdsing.,
Publicity & Promotion.....Benton Ferguson
Musical Director.....Ralph Rose

STATIONS

KFJZ, Fort Worth; KRBC, Abilene; KGKL, San Angelo; KBST, Big Spring; KRLH, Midland; KRRV, Sherman; KPLT, Paris; KNOW, Austin; KABC, San Antonio; KVWC, Vernon.

BRANCH OFFICES

630 Fifth Ave., New York, N. Y.

Frank Fenton, Manager

400 N. Michigan Ave., Chicago, Ill.

W. W. Joyce, Manager

West Virginia Network

WCHS Auditorium, Charleston, W. Va.

PERSONNEL

President.....John A. Kennedy
Managing Director.....Howard L. Chernoff
Program Director & Artist
Bureau Head.....N. Pagliara
Chief Engineer.....O. Robinson
Publicity Director.....James L. Cox

STATIONS

WCHS, Charleston; WPAR, Parkersburg; WBLK, Clarksburg; WSZA, 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
Merchandising Manager.....Carleton McVarish
Director of Promotion.....Frank P. Foster, 2nd
Editor of Yankee Network

News Service.....Leland Bickford

Director of Publicity.....Al Stephenson
Technical Director.....Paul A. De Mars
Chief Engineer.....Irving Robinson
Merchandising.....Hervey Carter
Sports Editor.....Jim Britt
Director Home Economics.....Bette Ragland
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.

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 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.