

# NETWORKS

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.	Swope, Herbert Bayard
Levy, Leon	Levy, Isaac D.
Burns, John J.	Iglehart, J. A. W.
Paley, Samuel	Richardson, Dorsay
Collin, Ralph F.	Runyon, Mefford R.
Klauber, Edward	Kesten, Paul W.
Bush, Prescott S.	

### OFFICERS

Paley, William S.	President
Klauber, Edward	Executive Vice-President
Kesten, Paul W.	Vice-President and Director
Runyon, Mefford R.	Vice-President and Director
Gittinger, William C.	Vice-President in Charge of Sales
Lowman, Lawrence W.	Vice-President in Charge of Operations
Akerberg, H. V.	Vice-President in Charge of Station Relations
Lewis, W. B.	Vice-President in Charge of Broadcasts
Atlass, H. Leslie	Vice-President, Chicago
Butcher, Harry C.	Vice-President, Washington
Thornburgh, D. W.	Vice-President, Los Angeles
White, Frank K.	Treasurer
Dean, Samuel R.	Assistant Treasurer
Seward, James M.	Assistant Treasurer
Ream, Joseph H.	Secretary and General Attorney
Padgett, Arthur S.	Auditor

### STAFF

Marsh, Allyn Jay	Assistant Sales Manager
Fagan, William J.	Assistant Sales Manager
Prockter, B. J.	Manager of Sales Service
Meighan, Howard	Eastern Sales Manager, Radio Sales, New York
Karol, John J.	Market Research Sales Counsel
Ratner, Victor M.	Director of Sales Promotion
Hobson, Laura	Copy Chief
Fox, John	Assistant to Director of Sales Promotion
Stanton, Frank N.	Director of Market Research
Churchill, J. K.	Chief Statistician of Market Research
Connolly, Thomas D.	Manager, Merchandising Service
Mateyo, George	Assistant to Director of Market Research
Sandler, Ted	Promotion Art Director





## CBS PERSONNEL—Continued

Swope, Herbert Bayard, Jr.	Trade News Editor
Coulter, Douglas	Assistant Director of Broadcasts
Taylor, Davidson	Assistant to Vice-President in Charge of Broadcasts
Maulsby, Gerald	Production Manager
Passman, Roy	Assistant Director of Program Operations
Zachary, George	Acting Director of Music Division
Fassett, James H.	Assistant Director in Charge of Serious Music
Rinker, Alton M.	Assistant Director in Charge of Light Music
Wylie, Max	Director of Script Division
Smith, S. Mark	Assistant Director of Script Division
Barton, Francis G.	Manager of Program Service
Burke, James	Program Service Assistant
White, Paul W.	Director of Public Affairs
Wood, Robert S.	Assistant Director of Public Affairs
Slocum, William J., Jr.	In Charge of Special Events and Sports
Fisher, Sterling	Director of Talks and Education
Levine, Leon	Assistant Director of Educational Programs
Sioussat, Helen	Assistant Director of Talks
Schimke, Jan	Director of Copyright Division
Mattfeld, Julius	Director of Music Library
Tucker, Elizabeth	Director of Short Wave Programs
Pierson, Walter R.	Manager of Sound Effects Division
Hess, Harriett	Supervisor of Program Typing Division
Gray, Gilson B.	Commercial Editor
Ball, Donald I.	Assistant Commercial Editor
Murphy, Adrian	Executive Director of Television
Seides, Gilbert	Director of Television Programs
Hole, Leonard H.	Manager of Television Operations
Goldmark, Dr. Peter	Chief Television Engineer
Rosenthal, H. I.	Executive Vice-President of Columbia Artists, Inc.
Becker, I. S.	Vice-President and Business Manager of Columbia Artists, Inc.
Gude, J. G.	Station Relations Manager
Ruppel, Louis	Director of Publicity
Reid, Luther J.	Director of WABC Publicity
Fish, Michael J.	Manager of Photographic Division
Cohan, Edwin King	Director of Engineering
Chamberlain, A. B.	Chief Engineer
Cowham, Hugh A.	Commercial Engineer in Charge of Traffic
Burgess, Jos. M., Jr.	Personnel Manager
Bryant, Albert H.	Manager of Mail, File and Mimeograph Division
Forsander, John E.	Purchasing Agent
Flynn, W. J.	Chief Accountant
McAllister, G. Stanley	Director of Construction and Building Operations

### New York City—WABC, 485 Madison Ave.

Hayes, Arthur Hull	Sales Manager
Allen, George	Director of Programs
Grossman, Henry	Eastern Division Operations Engineer and Chief Engineer of WABC
Tevis, Graham L.	Assistant Chief Engineer of WABC

### Chicago—WBBM, 410 North Michigan Ave.

Atlass, H. Leslie	Vice-President, Chicago
Van Volkenburg, J. L.	Assistant to Mr. Atlass
Erikson, L. F.	Western Sales Manager
Hafter, Robert	Production Manager

**CBS PERSONNEL—Continued**

Falknor, Frank B.,  
 Central Division Operations Engineer and Chief Engineer of WBBM  
 McLoughlin, J. V. .... Accountant and Office Manager  
 Kane, James ..... Director of Publicity and Special Events  
 Dawson, Stuart ..... Program Director  
 Johnson, Urban ..... Chief Sound Technician  
 Weaver, J. Oren ..... News Editor  
 Smith, J. K. .... General Sales Manager, Radio Sales, Chicago  
 Wilson, Paul S. .... Western Sales Manager, Radio Sales Chicago

**Washington—WJSV, Earle Building**

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

**Minneapolis—WCCO, 635 Second Ave., South**

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

**St. Louis—KMOX, Mart Building**

Jones Merle S. .... Manager of Station KMOX  
 Casey, Arthur ..... Assistant to Station Manager  
 Church, K. W. .... Sales Manager  
 Renier, C. C. .... Program and Production Director  
 Young, Louis McC. .... Chief Engineer  
 Johnson, James S. .... Sales Promotion Manager  
 Carpenter, Robert W. .... Accountant  
 Hoekstra, Jerry ..... Public Events and Publicity Director  
 Bohn, John W. .... Account Executive, Radio Sales, St. Louis

**Boston—WEEI, 182 Tremont St.**

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

**Charlotte, N. C.—WBT, Wilder Building**

Joscelyn, A. E. .... Manager of Station WBT  
 Penny, Royal E. .... Sales Manager and Account Executive Radio Sales, Charlotte  
 Crutchfield, Chas. H. .... Program Director  
 Beloungy, James ..... Chief Engineer  
 De Gray, Edward ..... Accountant  
 Winter, Wm. .... New Editor

## CBS PERSONNEL—Continued

### PACIFIC COAST

#### Los Angeles Office—KNX, Columbia Square

Thornburgh, D. W. . . . . Vice-President, Los Angeles  
 Witt, Harry W. . . . . Sales Manager  
 Johnston, Russ. . . . . Program Manager  
 Todesca, Edith S. . . . . Production Manager  
 Bowman, Lester,

#### Western Division Operations Engineer and Chief Engineer, KNX

Ryder, Charles D., Jr. . . . . Accountant  
 Moskovic, George L. . . . . Director of Sales Promotion  
 Rorke, Hal. . . . . Publicity Director  
 Vanda, Charles. . . . . Western Director of Programs  
 Case, Fox. . . . . Director of Special Features and Public Events  
 Cormack, Alan. . . . . Traffic Manager  
 Huston, Roger E. . . . . Manager Radio Sales, Los Angeles  
 Pringle, Nelson G. . . . . News Editor  
 Forbes, William E. . . . . Sales Service Manager

#### San Francisco Office—Palace Hotel

Kemp, Arthur J. . . . . Sales Manager, Pacific Network  
 Jackson, Henry M. . . . . Manager and Account Executive Radio Sales, San Francisco

#### Detroit, Mich.—Fisher Building

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

#### European Staff

Murrow, Edward R. . . . . Chief of European Staff, London  
 Le Sueur, Larry . . . . . Assistant to Chief of European Staff  
 Shirer, William L. . . . . Central European Representative  
 Hill, Russell. . . . . Assistant Central European Representative  
 Wills, W. R. . . . . Far Eastern Representative, Tokyo  
 Sevareid, Eric. . . . . Assistant 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. . . . .	“ “ “ “ “ “
KMOX, St. Louis, Mo. . . . .	“ “ “ “ “ “
KNX, Los Angeles, Calif. . . . .	“ “ “ “ “ “
WEEI, Boston, Mass. . . . .	Owned by the Edison Electric Illuminating Co. of Boston; leased and operated by the CBS

# MUTUAL BROADCASTING SYSTEM

Chicago: Chicago Tribune Tower. Superior 0100

New York: 1440 Broadway. Pennsylvania 6-9600

## BOARD OF DIRECTORS

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

## PERSONNEL

McCosker, Alfred J.....	Chairman of the Board
Macfarlane, W. E.....	President and Director
Streibert, Theodore C.....	Vice-president and Director
Antrim, E. M.....	Executive Secretary-Treasurer and Director
Weiss, Lewis Allen.....	Vice-president and Director
Weber, Fred.....	General Manager and Director
Wood, Edward W., Jr.....	Sales Manager
Schmid, Robert A.....	Sales Promotion Manager
Opfinger, Adolph.....	Program Service Manager
Poole, Andrew L.....	Traffic Manager
Gottlieb, Lester.....	Publicity Director
Lamphiear, Miles E.....	Auditor
Masters, Keith.....	Legal Advisor
Pontius, Don.....	Midwestern Program Coordinator
Steele, John.....	London and Foreign Representative

## SALES REPRESENTATIVES

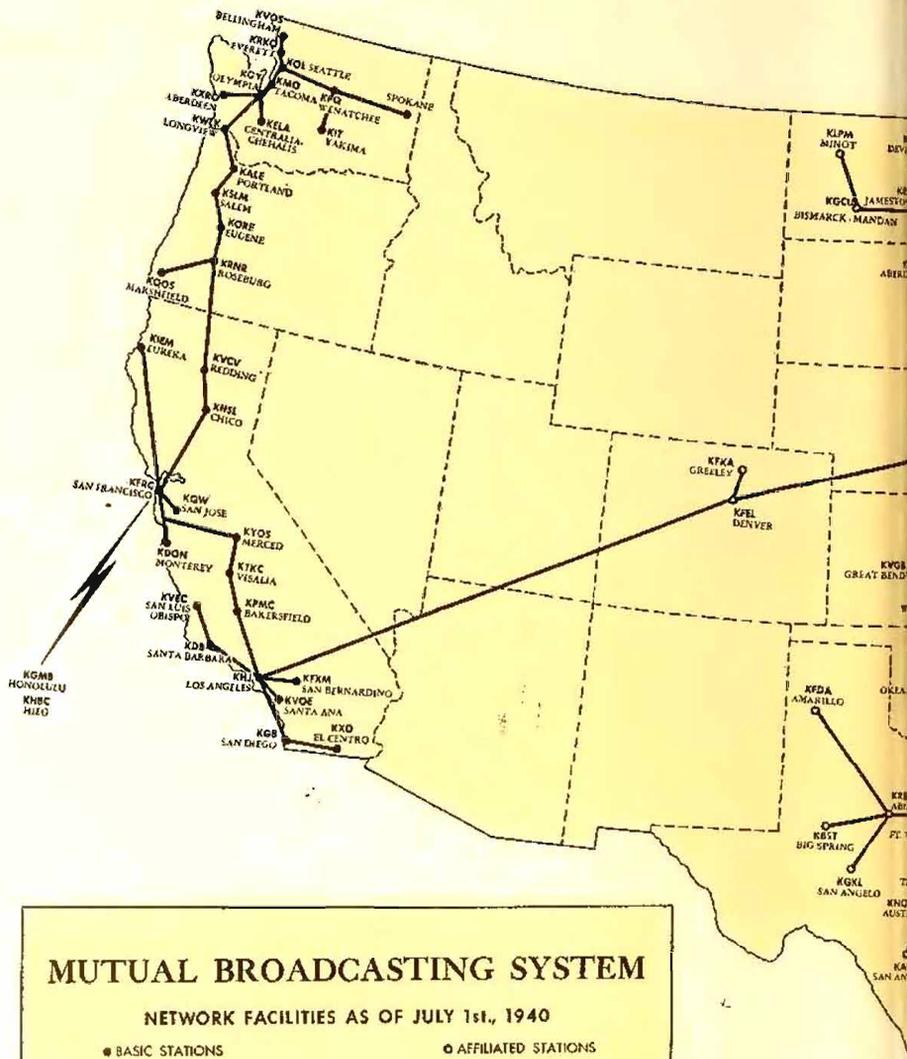
New York: John R. Overall, Morris Mudge, Sidney P. Allen.  
Chicago: Ade Hult, Howard Keefe.  
London and Foreign Representative: John Steele.

## 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: Hotel Alms, Woodburn 0550.  
Cleveland: 1311 Terminal Tower. Prospect 5800.

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

# THIS IS THE MUTUAL





# 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.	McGrady, Edward F.
Braun, Arthur E.	Millhauser, DeWitt
Dawes, Charles G.	Nally, Edward J.
Dunn, Gano	Sarnoff, David
Harbord, James G.	Trammell, Niles

## OFFICERS

Sarnoff, David	Chairman of the Board
Trammell, Niles	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
Kobak, Edgar	Vice-President
Mason, Frank E.	Vice-President
Morton, Alfred H.	Vice-President
Mullen, Frank E.	Vice-President
Royal, John F.	Vice-President
Russell, Frank M.	Vice-President
Strotz, Sidney N.	Vice-President
Witmer, Roy C.	Vice-President
Woods, Mark	Vice-President, Treasurer and Assistant Secretary
Horn, C. W.	Assistant Vice-President
Nelson, A. E.	Assistant Vice-President
Teichner, R. J.	Assistant Treasurer
MacConnach, Lewis	Secretary
Pfautz, C. E.	Assistant Secretary

## EXECUTIVE OFFICE

Trammell, Niles	President
Almonte, J. deJara	Assistant to the President
Angell, James Rowland	Educational Counselor
Morgan, Clayland T.	Assistant to the President & Director of Public Relations

## 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)	
Jones, A. Frank	Assistant to the Vice-President in charge of Artists Service
King, Frances Rockefeller	Manager of NBC Private Entertainment Division
Levine, Marks	Manager of Concert Division
Tuthill, Daniel S.	Assistant Managing Director
Mullen, Frank E.	Vice-President and General Manager

## CONTINUITY ACCEPTANCE

MacRorie, Janet	Editor
Kemble, Dorothy	Assistant Editor

## NBC PERSONNEL—Continued

### ENGINEERING DEPARTMENT

Hanson, O. B. .... Vice-President and Chief Engineer  
Clarke, William A. .... Manager of Technical Services  
Guy, R. F. .... Radio Facilities Engineer  
McElrath, George. .... Operating Engineer  
Milne, George. .... Eastern Division Engineer  
Morris, Robert M. .... Development Engineer  
Rackey, C. A. .... Audio and 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  
Barnard, Anita. .... Manager of Information Division  
Hickok, Guy. .... Director of International Short Wave Broadcasting  
Kostka, William. .... Manager of the Press Division

### INTERNATIONAL COMMERCIAL BROADCASTING

Yandell, Lunsford P. .... Director of International Commercial Broadcasting  
Carvajal, Charles. .... Assistant to Director

### 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. .... Attorney  
Hurley, J. .... Attorney, Washington  
Ladner, Henry. .... Attorney  
Leuschner, Frederick. .... Attorney, Hollywood  
McDonald, J. A. .... Attorney, Chicago  
Myers, R. P. .... Attorney  
Swezey, Robert D. .... Attorney

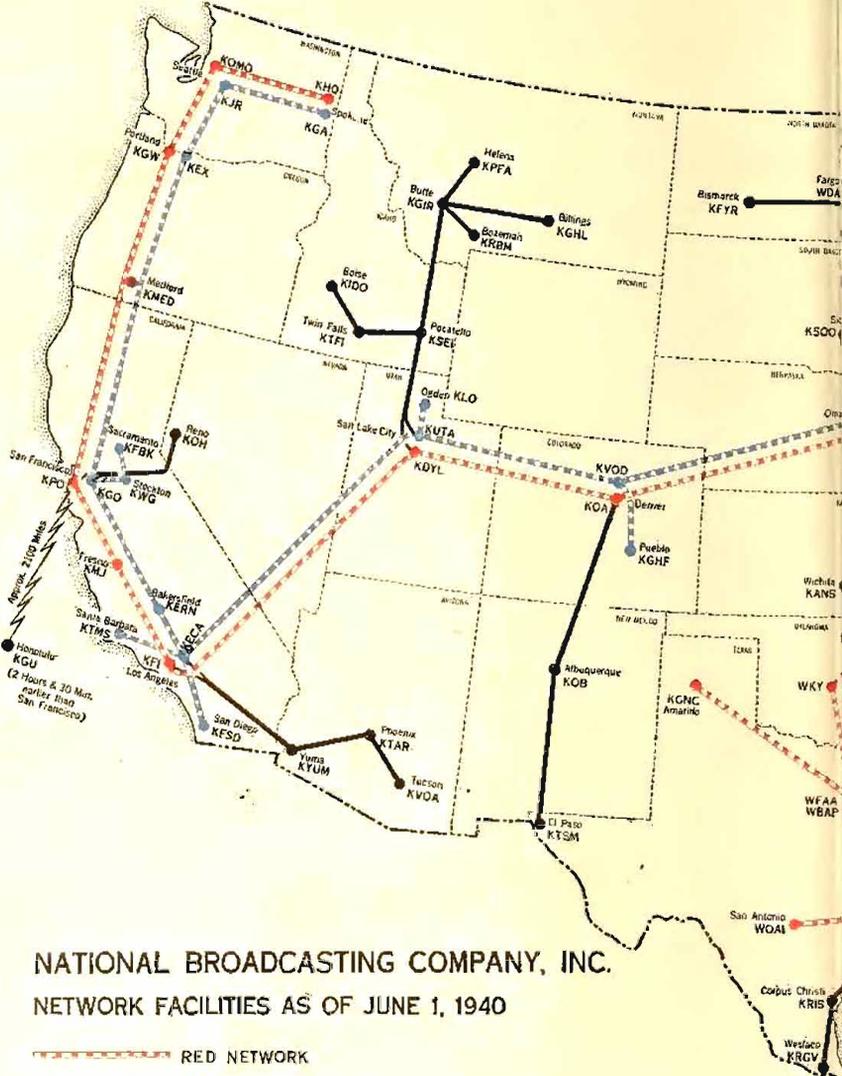
### NBC RADIO-RECORDING DIVISION

Egner, C. Lloyd. .... Manager  
Freidheim, Robert W. .... Eastern Sales Manager  
MacDonald, John H. .... Business Manager  
Parsons, Willis B. .... Assistant Eastern Sales Manager  
Thomas, Reginald. .... Program Director

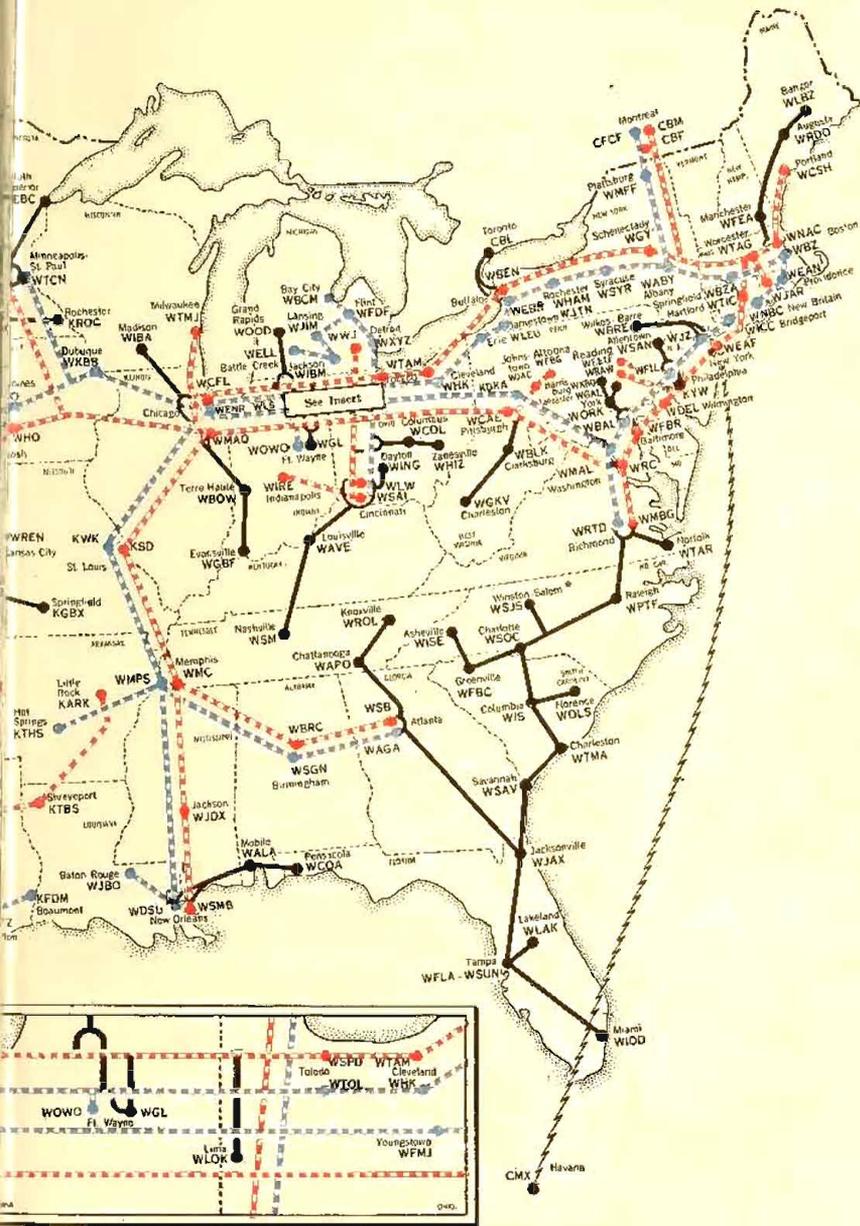
### PROGRAM DEPARTMENT

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

# This is the National



# Broadcasting Company



NBC PERSONNEL—Continued

Fitch, C. W. . . . . Business Manager  
 Kelly, Patrick J. . . . . Supervisor of Announcing Division  
 Kelly, N. Ray . . . . . Manager of Sound Effects—Development and Maintenance  
 LaPrade, Ernest . . . . . Director of Music Research  
 Miller, William Burke . . . . . Evening Program Manager  
 Preston, Walter G., Jr. . . . . Assistant to the 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 of the Script Division

SALES

*Sales—Blue Network*

Kobak, Edgar . . . . . Vice-President in charge  
 Kiggins, Keith . . . . . Sales Manager  
 Saudek, Robert . . . . . Assistant to the Sales Manager

*Sales—Red Network*

Witmer, Roy C. . . . . Vice-President in Charge  
 Showerman, I. E. . . . . Eastern Sales Manager  
 Frey, George H. . . . . Service Manager and Assistant to Eastern Sales Manager  
 Hitz, Edward R. . . . . Assistant to the Vice-President in Charge

*Sales Promotion*

Dyke, Ken R. . . . . Director of National Sales Promotion  
 Beville, H. M., Jr. . . . . Research Manager  
 Greene, John M. . . . . Circulation Manager  
 James, E. P. H. . . . . Advertising Manager

*Sales Traffic*

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

STATIONS DEPARTMENTS

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

*Managed or Programmed Stations Department*

Gregory, Sherman D. . . . . Manager

*National Spot and Local Sales Department*

McConnell, J. V. . . . . National Spot and Local Sales Manager  
 Tilenius, William O. . . . . Assistant Manager of Spot and Local Sales

*Traffic Department*

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

*Development and Research*

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

## NBC PERSONNEL—Continued

### *Managed or Programmed Stations Station Managers*

Pribble, Vernon H. . . . . Manager of Station WTAM, Cleveland  
Yoder, Lloyd C. . . . . Manager of Station KOA, Denver  
Nelson, A. E. . . . . Manager of Stations KPO-KGO, San Francisco  
Hager, Kolin. . . . . Manager of Station WGY, Schenectady  
Berkeley, Kenneth H. . . . . Manager of Stations WRC-WMAL, Washington

### TELEVISION DEPARTMENT

Morton, Alfred H. . . . . Vice-President in charge of Television  
Farrier, Clarence W. . . . . Television Coordinator  
Hutchinson, Thomas H. . . . . Manager of Television Program Division  
Kersta, Noran E. . . . . Assistant Television Coordinator

### TREASURY DEPARTMENT

Woods, Mark. . . . . Vice-President, Treasurer and Assistant Secretary  
Bloxham, William D. . . . . Purchasing Agent  
Kelly, Harold M. . . . . Assistant Auditor  
McKeon, Harry F. . . . . Auditor  
Payne, Glenn W. . . . . Commercial Engineer  
Teichner, R. J. . . . . Assistant Treasurer  
Wall, C. A. . . . . Budget Officer

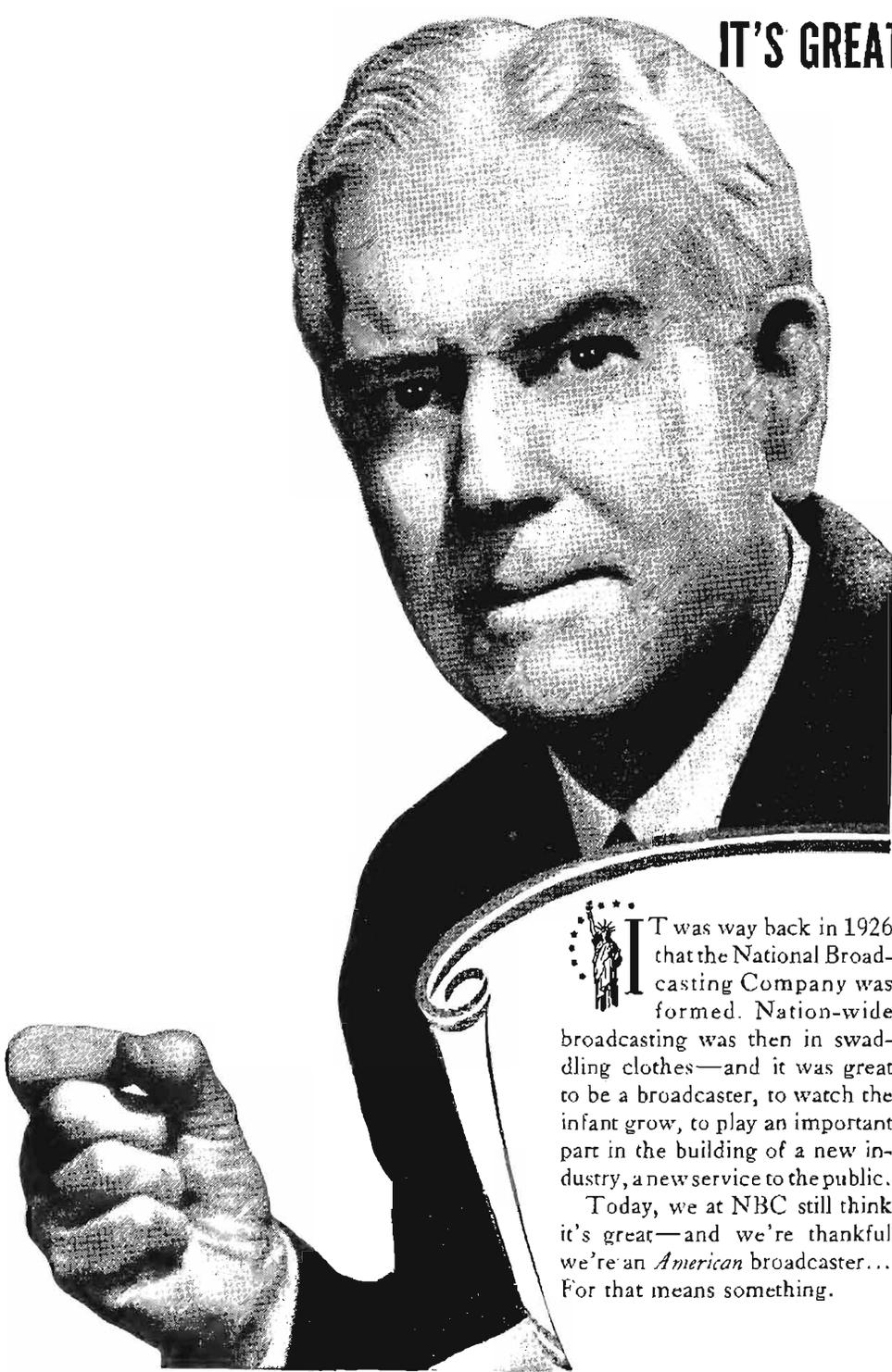
### BRANCH OFFICES

#### *Central Division—Chicago*

Strotz, Sidney N. . . . . Vice-President in Charge  
Boyd, Maurice M. . . . . Local and Spot Sales Manager  
Carlson, Emmons C. . . . . Sales Promotion and Advertising Manager  
Chizzini, Frank. . . . . Manager of Radio Recording  
Cunningham, E. C. . . . . Evening Manager  
Drips, William E. . . . . Director of Agriculture  
Fry, Kenneth D. . . . . Director of Special Events  
Golder, Frank. . . . . Traffic Supervisor  
Herbiveaux, J. . . . . Program Manager  
Kaney, A. W. . . . . Assistant to Manager  
Kopf, H. C. . . . . Network Sales Manager  
Luttgens, Howard C. . . . . Central Division Engineer  
McDonald, J. A. . . . . Attorney  
Morton, Oliver. . . . . Special Sales Representative—Westinghouse Stations  
Ray, William B. . . . . Manager of Press Relations  
Robinson, Kenneth L. . . . . Continuity Editor  
Stirton, James L. . . . . Manager of Artists Service  
Waller, Judith C. . . . . Educational Director  
Whalley, John F. . . . . Office Manager and Auditor  
Wright, W. P. . . . . Production Manager

#### *Western Division—Hollywood*

Gilman, Don E. . . . . Vice-President in Charge  
Andrews, William. . . . . Manager of Guest Relations  
Bock, Harold. . . . . Manager of Press Relations  
Brown, Charles. . . . . Sales Promotion Manager  
Dellelt, F. V. . . . . Auditor  
Dixon, Sydney L. . . . . Sales Manager  
Frost, Lewis. . . . . Assistant to Vice-President  
Gale, Paul. . . . . Traffic Supervisor  
Graham, R. H. . . . . Attorney, Assistant to Mr. Leuschner  
Leuschner, Frederick. . . . . Attorney



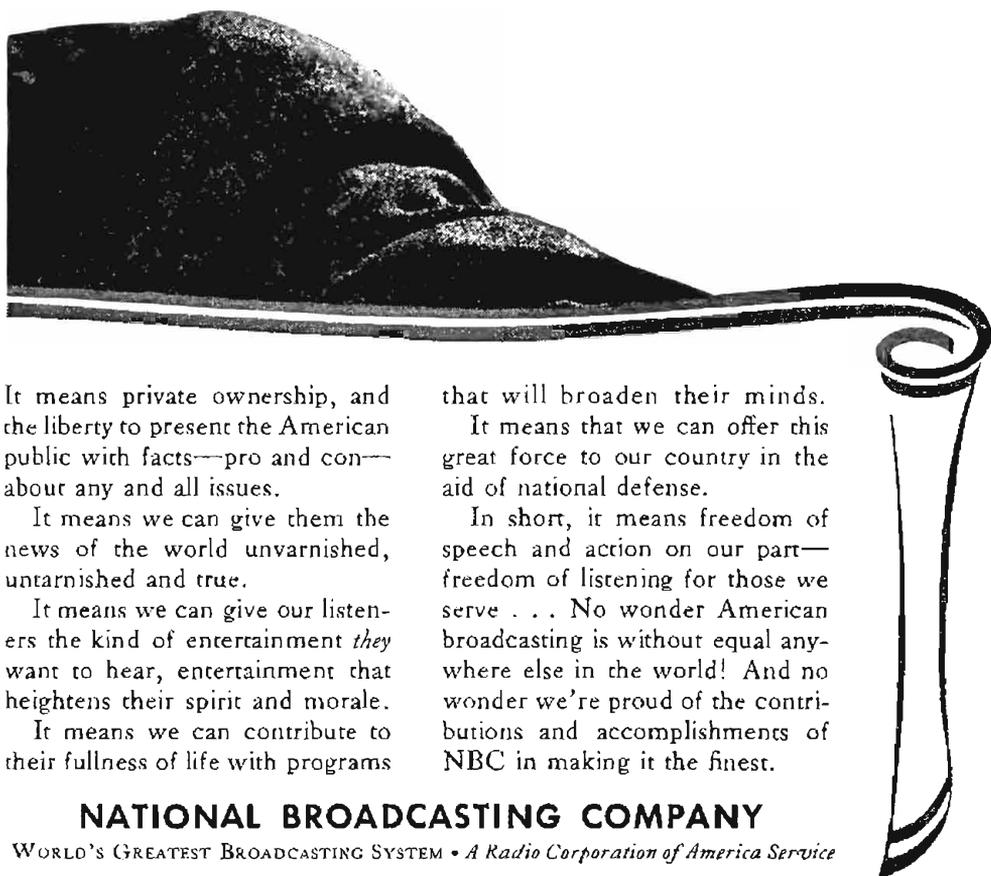
IT'S GREAT

**I**T was way back in 1926 that the National Broadcasting Company was formed. Nation-wide broadcasting was then in swaddling clothes—and it was great to be a broadcaster, to watch the infant grow, to play an important part in the building of a new industry, a new service to the public.

Today, we at NBC still think it's great—and we're thankful we're an *American* broadcaster... For that means something.

TO BE A BROADCASTER—

AN *American* BROADCASTER!



It means private ownership, and the liberty to present the American public with facts—pro and con—about any and all issues.

It means we can give them the news of the world unvarnished, untarnished and true.

It means we can give our listeners the kind of entertainment *they* want to hear, entertainment that heightens their spirit and morale.

It means we can contribute to their fullness of life with programs

that will broaden their minds.

It means that we can offer this great force to our country in the aid of national defense.

In short, it means freedom of speech and action on our part—freedom of listening for those we serve . . . No wonder American broadcasting is without equal anywhere else in the world! And no wonder we're proud of the contributions and accomplishments of NBC in making it the finest.

**NATIONAL BROADCASTING COMPANY**

WORLD'S GREATEST BROADCASTING SYSTEM • *A Radio Corporation of America Service*

## NBC PERSONNEL—Continued

Robb, Alex S. . . . . Manager of Artists Service  
 Saxton, A. H. . . . . Western Division Engineer  
 Schuetz, Robert. . . . . Manager of Recording Div.—Mgr. of 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 . . . . . London, England  
 Jordan, Max . . . . . Basle, 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 . . . . .	“ “ “ “ “ “ “ “
WMAQ, Chicago . . . . .	“ “ “ “ “ “ “ “
WENR, Chicago . . . . .	“ “ “ “ “ “ “ “
WRC, Washington . . . . .	“ “ “ “ “ “ “ “
WTAM, Cleveland . . . . .	“ “ “ “ “ “ “ “
KPO, San Francisco . . . . .	“ “ “ “ “ “ “ “
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; 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 pro- grammed by Fisher Blend Station, Inc.
KGA, Spokane . . . . .	Owned by National Broadcasting Company; Leased to, license held by, operated, managed and pro- grammed by Louis Wasmer

## NBC SPONSORED LATIN AMERICAN SERVICE

On March 25, 1940, NBC issued rate card No. 1 (reproduced on page 476) to cover commercially sponsored programs directed to Latin America via short-wave. Such broadcasts are simultaneously broadcast by WRCA, 25,000 watts on 9670 and 21630 kilocycles, and by WNBI, 25,000 watts on 6100 and 17780 kilocycles.

Commercially sponsored shortwave international broadcasts were made possible by the Federal Communications Commission as of May 23, 1939, when the following regulations were issued:

### SEC. 42.03 SERVICE; COMMERCIAL OR SPONSORED PROGRAMS.

- (b) International broadcast service may include commercial or sponsored programs, provided that,
  1. Commercial program continuities give no more than the name of the sponsor of the program and the name and general character of the commodity, utility or service, or attraction advertised.
  2. In case of advertising a commodity, the commodity is regularly sold or is being promoted for sale on the open market in the foreign country or countries to which the program is directed in accordance with subsection (c) of this section.
  3. In case of advertising an American utility or service to prospective tourists or visitors to the United States, the advertisement continuity is particularly directed to such persons in the foreign country or countries where they reside and to which the program is directed, in accordance with subsection (c) of this section.
  4. In case of advertising an international attraction (such as a World Fair, resort, spa, etc.) to prospective tourists or visitors to the United States, the oral continuity concerning such attraction is consistent with the purpose and intent of this section.
  5. In case of any other type of advertising, such advertising is directed to the foreign country or countries and to which the program is directed in accordance with subsection (c) of this section is consistent with the purpose and intent of this section.
- (c) The areas or zones established by international broadcast stations are the foreign countries of the world, and directive antennas shall be employed to direct the signals to specific countries. The antenna shall be so designed and operated that the signal (field intensity) toward the specific foreign country or countries served shall be at least 3.16 times the average effective signal from the station (power gain of 10).
- (d) An international broadcast station may transmit the program of a standard broadcast station or network system, provided the conditions in subsection (b) of this section in regard to any commercial continuities are observed and when station identifications are made, only the call letter designation of the international station is given on its assigned frequency, and provided further that in the case of chain broadcasting, the program is not carried simultaneously by another international station (except another station owned by the same licensee operated on a frequency in a different group to obtain continuity of signal service), the signals from which are directed to the same foreign country or countries.
- (e) Station identification, program announcements, and oral continuity shall be made with international significance (language particularly) which is designed for the foreign country or countries for which the service is primarily intended.

*(For Rate Card, see next page.)*

# NBC INTERNATIONAL ADVERTISING (GROSS RATES)

(These rates cover the simultaneous use of both stations)

## SPANISH

	Eastern Standard Time	1 hr.	½ hr.	¼ hr.	*10 min.	*5 min.
CLASS A—	( 8:00 P.M. to 10:00 P.M.)	\$300.00	\$180.00	\$120.00	\$100.00	\$60.00
CLASS B—	( 5:00 P.M. to 7:00 P.M.)	225.00	185.00	90.00	75.00	45.00
CLASS C—	(11:00 P.M. to 1:00 A.M.)	150.00	90.00	60.00	50.00	30.00

## PORTUGUESE

CLASS A—	( 7:00 P.M. to 8:00 P.M.)	\$180.00	\$108.00	\$ 72.00	\$ 60.00	\$36.00
CLASS B—	( 4:00 P.M. to 5:00 P.M.)	135.00	81.00	54.00	45.00	27.00

## ENGLISH

CLASS A—	(10:00 P.M. to 11:00 P.M.)	\$300.00	\$180.00	\$120.00	\$100.00	\$60.00
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\*Available only in restricted periods.

(Rates for periods longer than one hour are in exact proportion to the corresponding one hour rates.)

## DISCOUNTS AND REBATES

### WEEKLY DOLLAR VOLUME DISCOUNTS

(Applicable only to schedules of 13 or more consecutive weeks of foreign broadcasting at rates listed above.)

Contracted Value of Time at Gross Rates	Discount
Less than \$120.00 per week.....	None
\$120.00 or more but less than \$180.00 per week... 5%	
180.00 or more but less than 240.00 per week... 10%	
240.00 or more but less than 300.00 per week... 15%	
300 or more per week.....	20%

### REBATES FOR CONSECUTIVE WEEKS

26 to 38 weeks.....	10%
39 to 51 weeks.....	15%
52 weeks.....	20%

Rebates on gross billing of each series will be paid for 26, 39 or 52 consecutive weeks of broadcasting. The rebate will be due and payable currently only on firm qualifying contracts or as contracts become firm for 26, 39 or 52 consecutive

weeks. Any facilities used in addition to the advertiser's original schedule constitute a new series and will establish separate rebate years therefor, earning their own rebates based on the number of consecutive weeks used. Interruptions of a series necessitated by the broadcasting of special events of importance will not affect the advertiser's right to the discount or rebate. Gross billing after deduction of percentage discounts, if any, shall be subject to advertising agency commission of 15%. From the rebate, if any, the Company shall deduct the excess agency commission previously allowed. All concurrent foreign broadcasting contracts for the same advertiser at the rates listed on this card may be combined for determining the rate of the Dollar Volume Discount. Discounts effective from beginning of service only on firm contracts or as contracts become firm.

## 1. CONTRACTS—

Must be for a minimum of 13 weeks.

## 2. CLASSIFICATION—

a. All acceptable accounts are subject to the same rates. No periods are sold in bulk for resale. Advertisers cooperating in group broadcasts are required to make individual contracts, subject to card rates and regulations. b. Rates for Portuguese periods are lower than for Spanish periods in recognition of the ratio between Portuguese and Spanish speaking people in Latin America. c. All programs are subject to approval of the National Broadcasting Company.

## 3. SERVICE FACILITIES—

In arranging and presenting programs, the advisory services of staff engineers and the station's program department will be rendered without charge. Additional charges are made for translations and for programs requiring special production or originating outside of station's studios.

## 4. COMMISSIONS AND CASH DISCOUNTS—

a. Gross billing after deduction of percentage discounts, if any, shall be subject to an advertising agency commission of 15%. From the rebate, if any, the Company shall deduct the excess agency commission previously allowed. Commissions allowed only to recognized advertising agencies. b. No commission on program charges. c. No cash discounts—bills due and payable when rendered.

## 5. REGULATIONS AND RESTRICTIONS—

a. Program material must be arranged one week in advance of broadcast date. No changes within two days preceding broadcast. b. The rates quoted herein are subject to change without notice. c. This rate card is for informative purposes, and does not constitute an offer on the part of the stations.

## 6. SPECIAL SERVICES—

Information on time signals and other special services on request.

## 7. ELECTRICAL TRANSCRIPTIONS—

Accepted at card rates.

## 8. MISCELLANEOUS—

WRCA was established in 1929 and WNEI in 1938. Both are owned and operated by the National Broadcasting Company, Inc. Two 25,000 watt transmitters, located at Bound Brook, N. J. Studios, RCA Building, 30 Rockefeller Plaza, New York City.

# CANADIAN BROADCASTING CORP.

Victoria Building, Ottawa, Ont.  
Telephone Number, 2-2681

## BOARD OF GOVERNORS

Morin, Rene (Chairman)	McClung, Mrs. Nellie
Nathanson, N. L. (Vice-Chairman)	Plaunt, Allan B.
Fuller, Canon Wilfred	Pouliot, Prof. Adrien
Godfrey, J. Wilfred	Thomson, Rev. J. S.

## EXECUTIVE PERSONNEL

Murray, W. E. Gladstone.....	General Manager (Ottawa)
Frigon, Dr. Augustin.....	Assistant General Manager (Montreal)
Manson, Donald.....	Chief Executive Assistant (Ottawa)
Baldwin, Harry.....	Treasurer (Ottawa)
Landry, R. P.....	Secretary (Ottawa)
Bushnell, E. L.....	General Program Supervisor (Toronto)
Weir, E. A.....	Supervisor, Press and Information Department (Toronto)
Olive, G. W.....	Chief Engineer (Montral)
Stovin, H. N.....	Supervisor, Station Relations Department (Toronto)
Weir, E. A.....	Commercial Manager (Toronto)
Dupont, J. A.....	Commercial Manager, Quebec Division (Montreal)
Young, George.....	Maritime Regional Director (Halifax)
Beaudet, J. M.....	Quebec Regional Director (Montreal)
Radford, J. R.....	Ontario Regional Director (Toronto)
Claringbull, D.....	Prairie Regional Director (Winnipeg)
Dilworth, I.....	British Columbia Regional Director (Vancouver)

## REGIONAL NETWORKS

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

**Alabama Network, The.** Six stations. Address: c/o WSGN, Birmingham, Ala. Rep: Headley-Reed Co.

**Arizona Broadcasting Co., Inc.** Six stations. Address: c/o KTAR, Phoenix, Ariz. Rep: Paul H. Raymer Co.

**Arizona Network.** Three stations. Address: c/o KOY, Phoenix, Ariz. Rep: John Blair & Co.

**Arrowhead Network.** Three stations. Address: c/o WEBC, Duluth, Minn. Rep: George P. Hollingbery Co.

**Colonial Network.** Eighteen stations. Address: 21 Brookline Ave., Boston, Mass. (WAAB). Rep: Edward Petry & Co., Inc.

**Cowles Stations, The.** Four stations. Address: Des Moines Register & Tribune Bldg., Des Moines, Ia. Rep: The Katz Agency.

**Don Lee Broadcasting System.** Thirty-one stations. Address: Don Lee Bldg., Los Angeles, Calif. Rep: John Blair & Co.

**Georgia Broadcasting System.** Three stations. Address: P. O. Box 229, Columbus, Ga. Rep: Sears & Ayer, Inc.

**Georgia Major Market Trio.** Three stations. Address: c/o WGST, Atlanta, Ga. Rep: The Katz Agency.

**Inter-City Broadcasting System.** Four stations. Address: c/o WMCA, 1657 Broadway, New York City.

## REGIONAL NETWORKS—Continued

**Kansas State Network.** Five stations. Address c/o WHB, Kansas City, Mo.

**Lone Star Chain.** Six stations. Address: Thomas Bldg., Dallas, Tex. Rep: Free & Peters, Inc.

**Mason-Dixon Radio Group.** Seven stations. Address: 8 W. King St., Lancaster, Pa. Rep: Paul H. Raymer Co.

**Michigan Radio Network.** Eight stations. Address: Stroh Bldg., Detroit, Mich. Rep: Paul H. Raymer Co.

**Minnesota Radio Network.** Four stations. Address: c/o KSTP, Hotel Radisson (Minneapolis), Hotel St. Paul (St. Paul), Minn. Rep: Edward Petry & Co., Inc.

**New York Broadcasting System, Inc.** Eight stations. Address: 20 East 57th St., New York City.

**North Central Broadcasting System, Inc.** Twelve stations. Address: Empire Natl. Bank Bldg., St. Paul, Minn.

**Oklahoma Network.** Six stations. Address: 1800 W. Main St., Oklahoma City, Okla. Rep: Arthur H. Hagg & Associates.

**Pacific Broadcasting Co.** Fifteen stations. Address: 914½ Broadway, Tacoma, Wash. Rep: John Blair & Co.

**Quaker Network.** Address: Widener Bldg., Philadelphia, Pa.

**Southern Network, The.** Five stations. Address: Radio Bldg., Lexington, Ky.

**Texas Quality Network.** Four stations. Address: WFAA, Dallas, WBAP, Fort Worth, WOAI, San Antonio, KPRC, Houston. Rep: Edward Petry & Co., Inc.

**Texas State Network.** Fourteen stations. Address: Box 1507, Fort Worth, Tex.

**West Virginia Network.** Three stations. Address: West Virginia Network Bldg., Lee St., Charleston, W. Va. Rep: The Branham Co.

**Wisconsin Broadcasting System, Inc.** Seven stations. Address: Empire Bldg., Milwaukee, Wis. Rep: Furgason & Walker, Inc.

**World Transcription System.** Address c/o World Broadcasting System, Inc., 711 Fifth Ave., New York City.

**Yankee Network, The.** Eighteen stations. Address: 21 Brookline Ave., Boston, Mass. (WNAC). Rep: Edward Petry & Co., Inc.

**Z Net.** Three stations. Address: P. O. Box 1956, Butte, Mont. Rep: Furgason & Walker, Inc.

**V**  
**R.D.**