

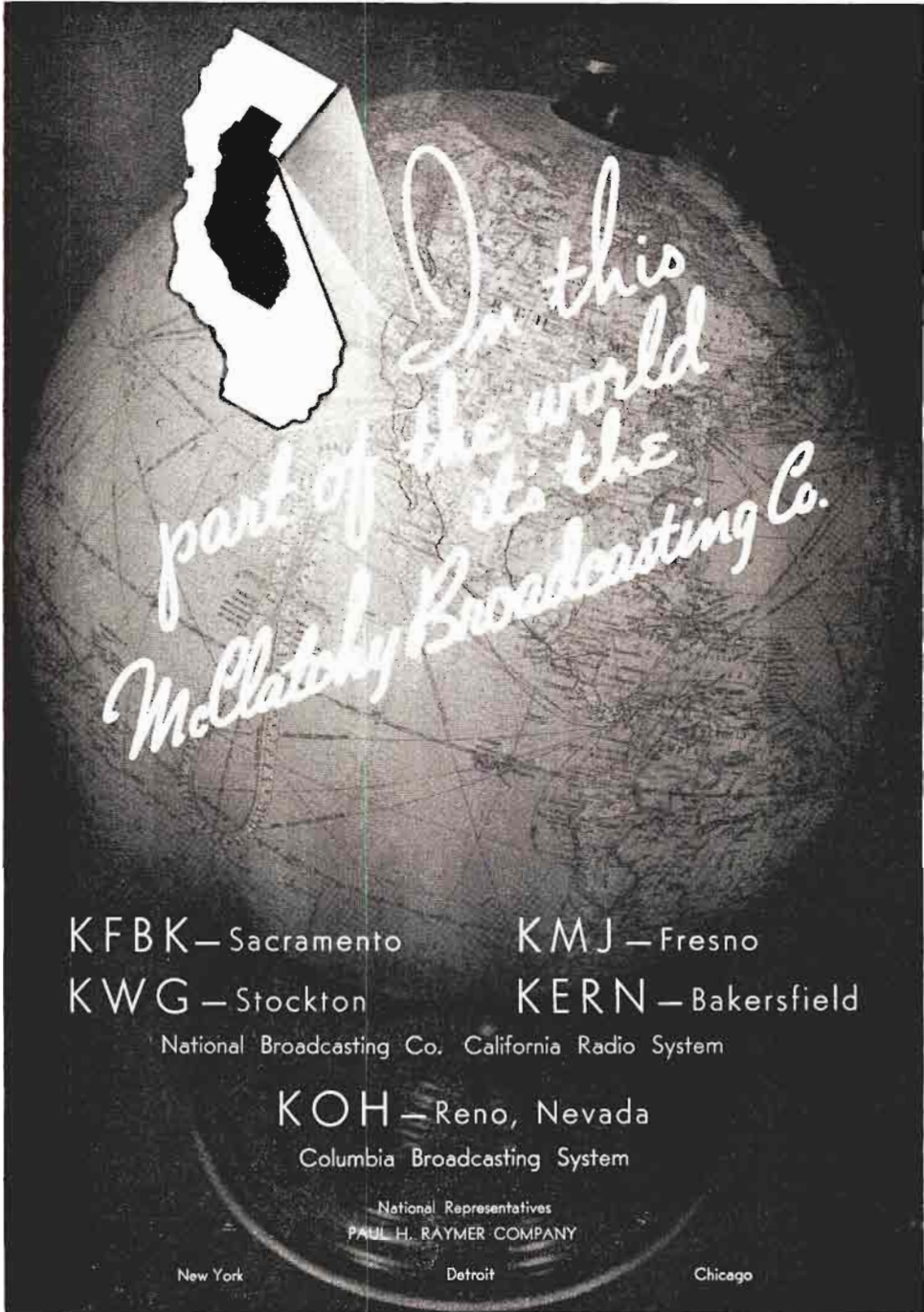


NETWORKS



National
Regional





In this
part of the world
it's the
McClatchy Broadcasting Co.

KFBK—Sacramento

KMJ—Fresno

KWG—Stockton

KERN—Bakersfield

National Broadcasting Co. California Radio System

KOH—Reno, Nevada

Columbia Broadcasting System

National Representatives
PAUL H. RAYMER COMPANY

New York

Detroit

Chicago

CBS



IN THE minds of America's 94,000,000 radio listeners, the outstanding radio achievement in 1938 was the prompt, accurate and complete coverage of world affairs. The Columbia Broadcasting System, during the swift change in Austria's political status, brought its listeners 50 separate reports of events—"as they happened." Six months later, America instinctively turned to radio for minute-by-minute developments in the Czechoslovakian crisis. And Columbia answered with a total of 471 broadcasts from 18 world-news centers. Split-second activity over a three-week period at network headquarters, plus hearty cooperation on the part of Columbia's 115 stations, kept the nation fully and truthfully informed of every significant move toward war or peace.

These international broadcasts, of course, are the most striking recent examples of radio's ability to "shrink space." But they also illustrate the great improvements in the physical facilities which made them possible — facilities which have made radio so valuable to listener and advertiser alike. In 1938, ten new stations joined the Columbia network, six of them representing additional primary coverage. During the same year, more than half of the 115 CBS stations carried on extensive construction programs which included power increases, installation of new high-fidelity equipment and new studios.

The activity continues into 1939. New studios were opened by WCCO, Minneapolis, in February, and major technical alterations

have just been completed by WJSV, Washington. WBBM in Chicago is rapidly completing a new vertical radiator. WWL, New Orleans, and WRVA, Richmond, have recently begun to operate with 50,000 watts, and a new 50,000-watt transmitter for WJSV will be placed in operation as soon as possible. In the short-wave field, Columbia's international station, W2XE, in New York, joined with W3XAU in Philadelphia to carry an expanded program service to Europe and South America.



WM. S. PALEY
President

In addition to a record number of international broadcasts during 1938, the Columbia Network also carried more serious music and educational programs than ever before. This increase in programs of cultural content is a direct reflection of increased interest

in such programs on the part of the radio audience—an interest which network broadcasting itself has developed. Columbia Network programs in 1938 were divided as follows: 7,469 sponsored programs; 11,605 sustaining programs.

Television is scheduled to come from "around the corner" in 1939, and Columbia's years of technical production research in the field will undoubtedly be demonstrated during the year. With its transmitter installed in the Chrysler Tower and studios nearing completion in Grand Central Terminal, CBS television in metropolitan New York will become a reality early this year. It is estimated that CBS will have invested \$1,350,000 in the art of visual broadcasting by 1940.

On Sunday, Carnegie Hall





holds ten million listeners

FOR 96 years, the New York Philharmonic Symphony Orchestra has played only the world's greatest music. For 48 years, the seating capacity of Carnegie Hall has remained unchanged. Yet in the past nine years, the Philharmonic's Sunday afternoon audience has grown from 2,760 to 10,000,000 listeners *each week*. And 45,000,000 people now hear the Philharmonic broadcasts *each season!*

This audience—the largest audience of its kind in the world—consists solely of people who love, and who are learning to love, great music. Absurd in 1929. A fact today. A fact that can be credited to the magnificence of the orchestra...to the brilliance of its conductors, from Arturo Toscanini to John Barbirolli...and to the stations of the Columbia Broadcasting System, which have broadcast the Philharmonic concerts for nine consecutive years.

Columbia Broadcasting System



A RADIO 'FIRST' WITHOUT PARALLEL

**Nine major markets with 83 stations
...but 9 of these stations regularly
deliver 4 out of every 10 radio families!**

NINE major markets with 83 radio stations. But—in the face of this extreme competition for listeners—almost four out of every ten radio families listened to a group of only nine stations regularly—day and night!

That's the record of the Columbia operated stations! In nine major markets listed on the opposite page, this fact was conclusively proved through the largest check of listener preference ever made—Crossley's 1938 coincidental study in these markets—over 500,000 completed interviews for ten hours of the day, seven days of a single week! The score, on a 5 day—day and night average: 37.2% of all sets in use were tuned to Columbia stations in these nine markets!

Actual audiences for any program depend largely on program “appeal”. But make your job easier. Place your good program on a station people *regularly* listen to . . . build your peak audiences *fast*—swing your sales curve UP *fast*.

Radio Sales, a division of the Columbia Broadcasting System, represents these important Columbia stations for national spot business. Consult Radio Sales *now* about *successful* spot radio in any of the markets listed below.

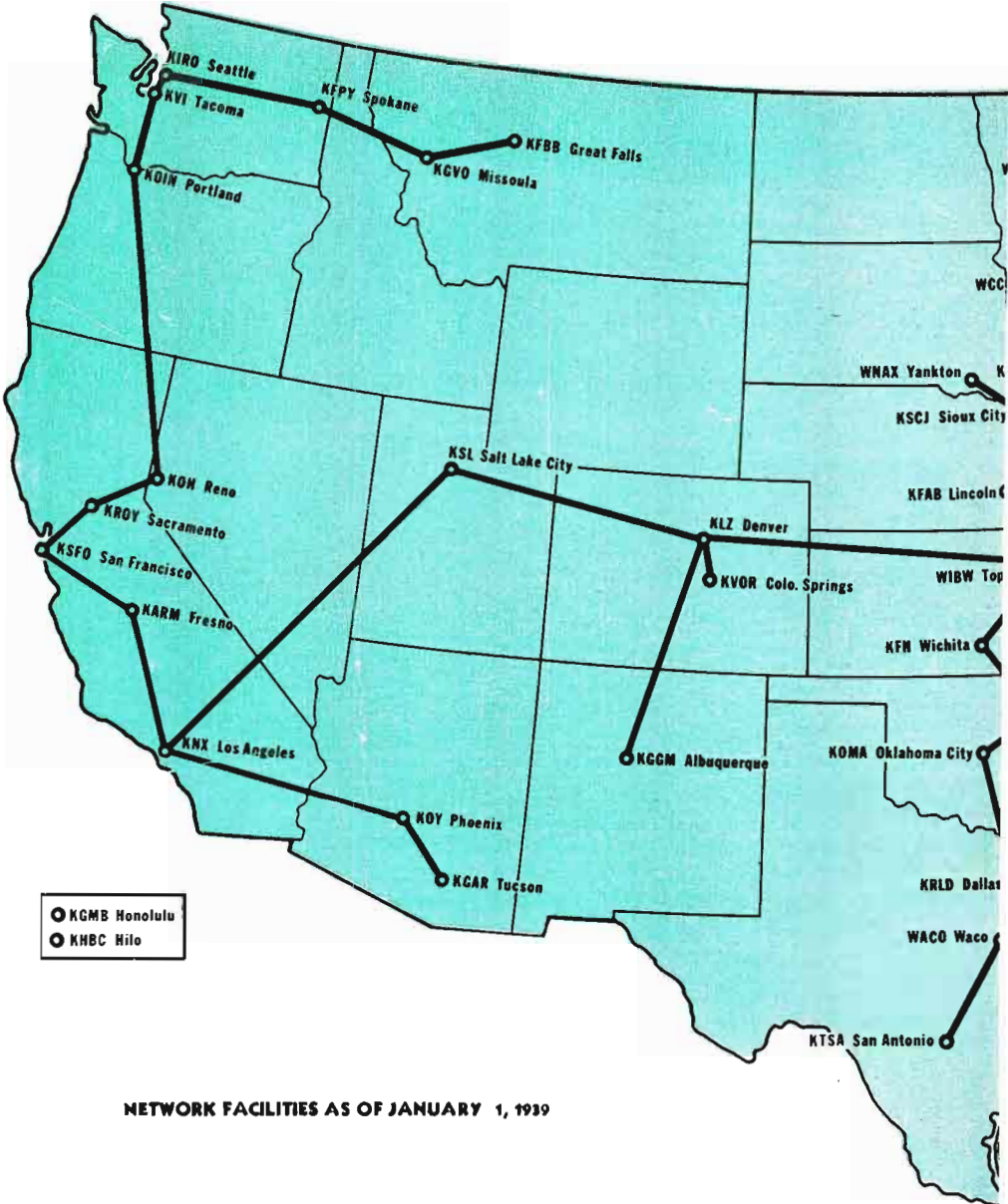
RADIO SALES

A Division of the Columbia Broadcasting System
New York, Chicago, Detroit, St. Louis, Cincinnati,
Milwaukee, Charlotte, N.C., Los Angeles, San Francisco

OPERATED BY COLUMBIA
REPRESENTED BY RADIO SALES

WABC New York ★ WBBM Chicago ★ WEEL Boston
WCCO Minneapolis-St. Paul ★ KMOX St. Louis
KNX Los Angeles ★ WBT Charlotte, N.C.
WKRC Cincinnati WJSV Washington
The Columbia Pacific Network;
The Columbia New England Network;
(also representing WAPI, Birmingham)

COLUMBIA BROADCAST



NETWORK FACILITIES AS OF JANUARY 1, 1939

CASTING SYSTEM



COLUMBIA BROADCASTING SYSTEM

485 Madison Avenue, New York City

(Telephone number, Wickersham 2-2000)

BOARD OF DIRECTORS

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

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

Officers

William S. Paley.....President
Edward Klauber.....Executive Vice-President
Paul W. Kesten.....Vice-President 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
Sam Pickard.....Vice-President

W. B. Lewis
 Vice-President in Charge of Broadcasts
Frank K. White.....Treasurer
F. A. Willis.....Assistant to the President
Samuel R. Dean.....Assistant Treasurer
James M. Seward.....Assistant Treasurer
Jos. H. Ream.....Secretary and General Attorney
William C. Gittinger.....Sales Manager

Staff

William H. Ensign.....Assistant Sales Manager
J. J. Karol.....Market Research Counsel
B. J. Prockter.....Manager of Sales Service
Victor M. Ratner.....Director of Sales Promotion
Frank Stanton.....Director of Research
J. K. Churchill.....Chief Statistician
John Fox.....Sales Promotion Production Manager
James S. Tyler.....Trade News Editor
Adrian Murphy,
 Director of Developmental Projects
John S. Carlile.....Production Manager
Douglas Coulter.....Assistant Director of Broadcasts
Gerald Maulsby,
 Assistant Director of Program Operations
Davidson Taylor,
 Assistant to Vice-President in
 Charge of Broadcasts
Max Wylie.....Director of Script Division
Leonard H. Hole.....Manager of Program Service
George Zachary.....Director of Music Division
Julius Mattfeld.....Music Librarian
Sterling Fisher.....Director of Talks and Education
Leon Levine,
 Assistant Director of Educational Programs
Jan Schimek.....Director of Copyright Division
Agnes Law.....Manager of Program Reference File
Harriet Hess.....Manager of Typing Division
Gilson B. Gray.....Commercial Editor

Gilbert Seldes.....Director Television Programs
Elizabeth Tucker.....Director Short Wave Programs
Walter R. Pierson,
 Manager of Sound Effects Division
James Burke.....New Program Ideas
H. I. Rosenthal,
 Manager of Columbia Artists, Inc.
I. S. Becker,
 Business Manager of Columbia Artists, Inc.
Paul W. White,
 Director of Public Events and Special Features
J. G. Gude.....Station Relations Manager
Louis Ruppel.....Director of Publicity
Luther Reid.....Assistant Director of Publicity
Mike Fish.....Manager Photographic Division
Edwin King Cohan,
 Director of General Engineering
A. B. Chamberlain.....Chief Engineer
Hugh A. Cowham.....Commercial Engineer
Peter G. Goldmark.....Chief Television Engineer
Jos. H. Burgess, Jr.....Personnel Manager
Albert H. Bryant.....Manager of Mail and Files
John E. Forsander.....Purchasing Agent
W. J. Flynn.....Chief Accountant
Arthur S. Padgett.....Chief Auditor
G. Stanley McAllister,
 Manager of Construction and
 Building Operations

COLUMBIA BROADCASTING SYSTEM

RADIO SALES PERSONNEL

J. Kelly Smith..... General Sales Manager
A. E. Joscelyn..... Manager, New York Office
H. A. Carlborg..... Manager, Detroit Office
Paul S. Wilson..... Manager, Chicago Office
George L. Moskovics,
 Manager, Los Angeles Office
Henry M. Jackson,
 Manager, San Francisco Office
Martin J. McGeehan... Manager, Milwaukee Office
Royal Penny..... Account Executive, Charlotte
Wm. J. Williamson, Account Executive, Cincinnati
John Bohn..... Account Executive, St. Louis

New York City

WABC, 485 MADISON AVE.

Arthur Hull Hayes..... Sales Manager
Robert C. Mayo..... Director of Sales Service
George Allen..... Director of Programs
Henry Grossman..... Chief Engineer

Chicago

410 NO. MICHIGAN AVE.

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

Washington

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
Frederick A. Long..... Program Director
Ann Gillis..... Publicity Director
Paul A. Porter..... Attorney

Minneapolis

WCCO, 625 SECOND AVE., S.

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

St. Louis

MART BLDG.

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

Pacific Coast

LOS ANGELES OFFICE, KNX,
COLUMBIA SQUARE

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

SAN FRANCISCO OFFICE

PALACE HOTEL

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

COLUMBIA BROADCASTING SYSTEM

Cincinnati

WKRC, HOTEL ALMS

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

Charlotte, N. C.

WBT, WILDER BLDG.

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

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

Detroit

FISHER BLDG.

Webster H. Taylor.....Sales Manager

European Personnel

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

Stations Owned and Operated, or Leased by the

COLUMBIA BROADCASTING SYSTEM

WABC New YorkOwned and operated by CBS.
WBBM ChicagoOwned and operated by CBS.
WBT Charlotte, N. C.Owned and operated by CBS.
WCCO MinneapolisOwned and operated by CBS.
WJSV WashingtonOwned and operated by CBS.
WKRC CincinnatiOwned and operated by CBS.
KMOX St. LouisOwned and operated by CBS.
KNX Los AngelesOwned and operated by CBS.
WEEI BostonOwned by Edison Illuminating Co.
Leased and managed by CBS.

MBS



The Mutual Broadcasting System has pledged itself to render a new service to the listener, 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 Broadcasting System was formed with the view of maintaining affiliations with a few key stations of superior coverage, flanked across the nation by progressive independent outlets.

SINCE its advent on September 15, 1934, when the above principles were conceived by its founders, the Mutual Broadcasting System's history has always been told in headlines.

But when many of its early well wishers studied Mutual's fundamental policies they doubted if these 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 the Mutual network programs made their debut on October 2 of the same year. At that time a Mutual program could be heard in only four cities—New York, Chicago, Cincinnati, and Detroit.

When Mutual's advertising opportunities were first explained, many far-sighted 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.

Thus Mutual faced the year 1937 with a total of thirty-eight stations in the United States and one in Hawaii.

By the end of its first year of coast-to-coast operations, Mutual, remembering more than ever its pledge to the listener, increased its presentation of special features of national and international importance by forty per cent.

On September 15, 1938, Mutual's list of affiliates swelled to over

100 when the newly formed Texas State Network of 23 stations joined the four-year-old chain.

The network has grown into a smoothly operated system of 110 industrious, news-worthy, coordinated stations. A more complete record of this growth can be found in the issues of RADIO DAILY and other periodicals. But despite this natural expansion, the credos and basic principles have not been forgotten. They are more evident today, four and one-half years since its creation; exactly two years since it went coast-to-coast and became of age.

*Alfred J. McCosker,
Chairman of Board.*



ALFRED J. McCOSKER

MUTUAL BROADCAST



MUTUAL BROADCASTING SYSTEM

Officers

Chairman of Board of Directors,
Alfred J. McCosker
President.....W. E. Macfarlane
Vice-President.....T. C. Streibert
Secretary-Treasurer.....E. M. Antrim
General Manager.....Fred Weber
Auditor.....Miles E. Lamphiear
Publicity Director.....Lester Gottlieb
Program Service Mgr.....Adolph Opfinger
Traffic Manager.....Andrew Poole
Sales Promotion Mgr.....Robert A. Schmid
London and European Representative,
John S. Steele

Offices

Administrative Office...Chicago, Tribune Tower

Branch Offices

New York.....1440 Broadway
Detroit.....Union Guardian Bldg.
Cincinnati.....Union Central Life Bldg.
Boston.....21 Brookline Ave.
Cleveland.....Terminal Tower
Los Angeles.....Don Lee Bldg.
San Francisco.....1000 Van Ness Ave.
England.....Coulsdon, Surrey

Policies and Facilities for Origination and Production

Programs

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

Originations

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

The Mutual-WOR Playhouse in New York, the WGN Studio No. 1 in Chicago and the Mutual-Don Lee Playhouse (in the Ambassador Theater) Los Angeles, are provided as

accommodations for advertisers desiring studio audiences.

Restrictions and Regulations

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

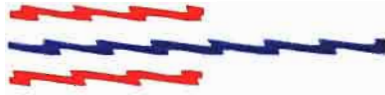
Publicity and Public Relations

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

Sales Promotion and Research Department

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

N B C



THE National Broadcasting Company entered the year 1939 better prepared to serve the radio audience, its affiliated stations, and its advertising clients than at any time in its twelve years of development.

During the past year, four major building projects were completed at Cleveland, Philadelphia, Schenectady, and Hollywood to complement those previously completed at Denver, Washington and Pittsburgh. These round out the program of studio development inaugurated four years ago to further the National Broadcasting Company's intention of maintaining the highest technical standards at the various points of network program origination.

New transmitting plants or new antenna installations have been established within the past year and a half at WENR, Chicago; WRC, Washington; WTAM, Cleveland; WGY, Schenectady, and KDKA, Pittsburgh. These improvements in cities where the National Broadcasting Company owns, operates, or programs stations have been matched in many other parts of the United States by our affiliated stations. Among the most notable of these have been improvements at WHAM, Rochester; WOAI, San Antonio; WFBR, Baltimore, WMPS, Memphis; WMBG, Richmond, WFIL, Philadelphia; WIRE, Indianapolis, and KSO, Des Moines.

During the year, KVOO, Tulsa; KOB, Albuquerque, and KEX, Portland, Oregon, have achieved full time status. As a result, all three of these, being important high-powered stations, are better

able to render consistent and continuous service to their listeners. Two new groups have been affiliated with the National Broadcasting Company, one in the Southwest, and the other, the Michigan network. The networks have also been extended into northern Maine.

During the year, a total of 25 stations, having a total potential circulation of 1,447,848 radio families, have become affiliated with the National Broadcasting Company, bringing the total number of stations to 166.

Following an intensive study, a vigorous program to expand the Blue network got under way during 1938. As part of the program the new Southwest group, in Oklahoma and Texas, now makes it possible for listeners in

that area to receive programs from both the Red and the Blue networks. A sales chief for the Blue network, Mr. A. E. Nelson, has been appointed. A system of discounts for Blue network advertisers, designed to enhance their use of Blue network facilities, has been put into effect, which has resulted in the placement of Blue network programs on many stations and groups which heretofore had not been used by the sponsors of those programs.

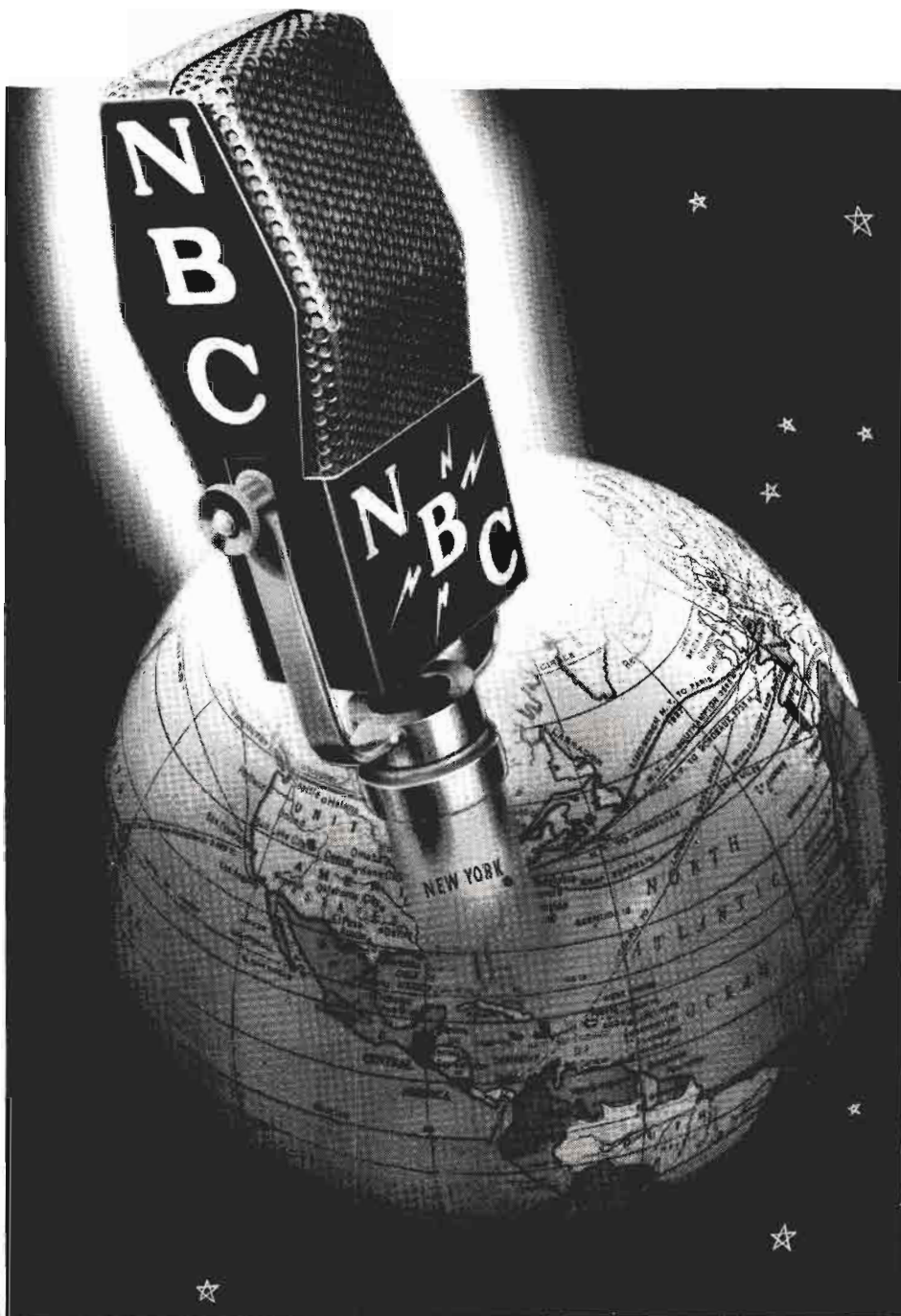
These improvements, together with the fact that bookings for future business ran higher at the beginning of 1939 than at the first of any of the previous years in the existence of the Company, enables us to face the year with optimism, since these are signs of business improvement which should result in the prosperity of the radio industry and its component parts.

Lenox R. Lohr.



LENOX R. LOHR
President

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.

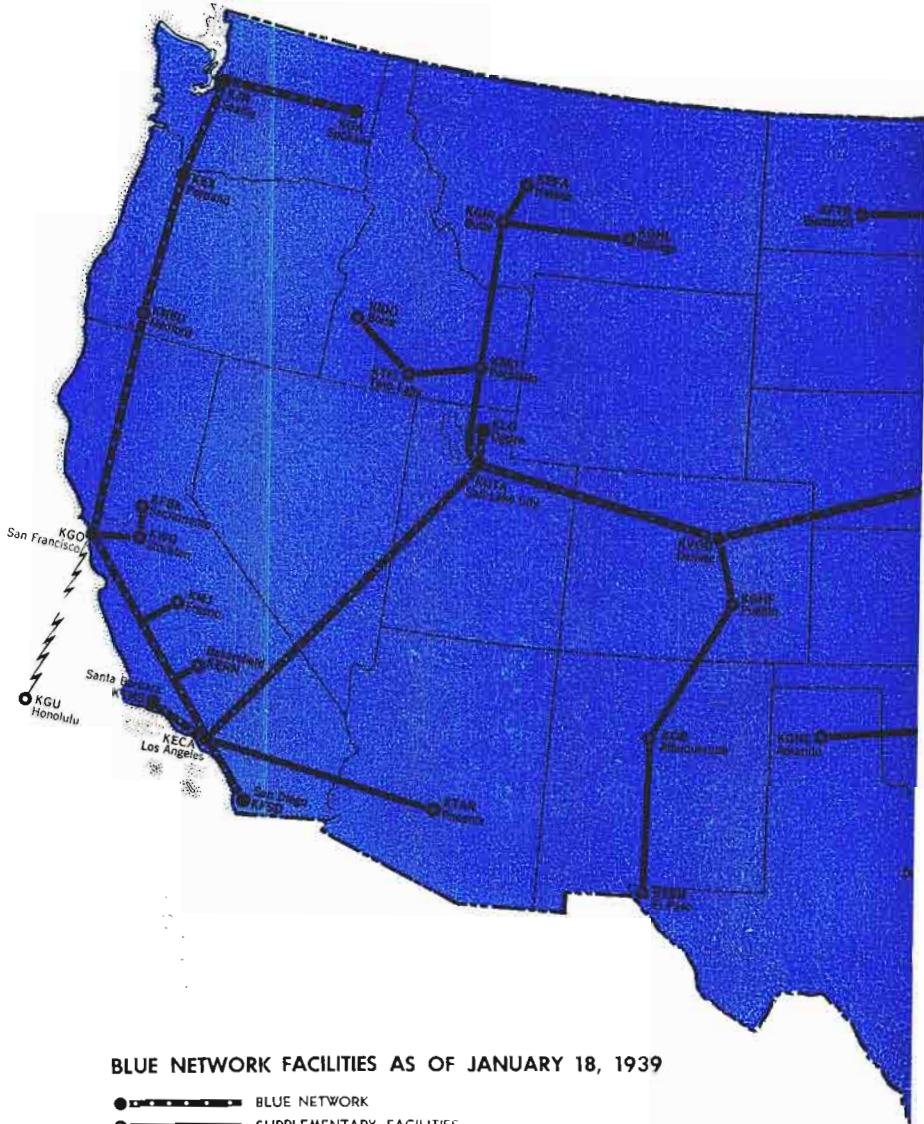
That the services of NBC are outstanding is due in large measure to fact that NBC draws freely upon the experience and research of the Radio Corporation of America, the only organization that makes and does everything in radio and sound. All these points of leadership are the factors which make NBC The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

**NATIONAL
BROADCASTING
COMPANY**

**THE WORLD'S GREATEST
BROADCASTING SYSTEM**

**A RADIO CORPORATION
OF AMERICA SERVICE**

NATIONAL BROAD



NATIONAL BROADCASTING COMPANY

30 Rockefeller Plaza, New York City

(Telephone number, Circle 7-8300)

Registered Telegraphic Address

NATBROADCAST NEW YORK

BOARD OF DIRECTORS

Angell, Dr. James Rowland	Harden, Edward W.
Bliss, Cornelius N.	Lohr, Lenox R.
Braun, Arthur E.	McGrady, Edward F.
Dawes, Gen. Charles G.	Milhauser, DeWitt
Dunn, Gano	Nally, Edward J.
Harbord, James G.	Sarnoff, David
Throckmorton, George K.	

Officers

Sarnoff, David..... Chairman of the Board	Morton, Alfred H..... Vice-President
Lohr, Lenox B..... President	Royal, John F..... Vice-President
Trammell, Niles..... Executive Vice-President	Russell, Frank M..... 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	Teichner, R. J..... Assistant Treasurer
Hanson, O. B..... Vice-President	MacConnach, Lewis..... Secretary
Hedges, William S..... Vice-President	Pfautz, C. E..... Assistant Secretary
Mason, Frank E..... 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
Farrier, Clarence..... Television Coordinator
Mason, Frank E.,
Vice-President and Assistant to President
McGrew, Martha..... Assistant to President

Artists Service Department

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

Continuity Acceptance

MacRorie, Janet..... Editor
Kemble, Dorothy..... Assistant Editor
Robinson, Thomas L..... 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 Facilities Engineer

General Service Department

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

Legal Department

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

NATIONAL BROADCASTING COMPANY

Managed, Operated or Programmed Stations Department

Morton, A. H. Vice-President and Manager
Wailles, Lee B. Assistant to Vice-President
Hauser, B. J. Promotion Manager

Program Department

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

Publicity Department

Morgan, Clay Director of Public Relations
Randall, Wayne L. Director of Publicity
Babb, J. Vance Manager, Press Division
Braddock, Leonard W.,
Manager, Information Division
Parsons, W. B. Manager, Promotion Division

Relations With Stations Department

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

Research and Development

Horn, C. W. Director

Sales Department

Witmer, Roy C.,
Vice-President in Charge of Sales
Boyd, Maurice M. Manager, National Spot
Sales Division of the Eastern Sales Dept.
Dyke, Ken R. Eastern Sales Manager
Greene, F. Melville Sales Traffic Manager
James, E. P. H. Promotion Manager

McConnell, James V.,
Assistant to Sales Vice-President
Nelson, A. E. Blue Network Sales Manager
Showerman, Irving Edward,
Assistant Sales Manager, Eastern Division
Van der Linde, Victor General Sales Counsel

Treasury Department

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

Central Division—Chicago

Strotz, Sidney Acting Manager of Central
Division
Carpenter, Kenneth, Blue Network Sales Manager
Cunningham, E. C. Evening Manager
Herbubeaux, Jules Production Manager
Kaney, A. W. Assistant to Vice-President
Kopf, H. C. Sales Manager
Luttgens, Howard C. Division Engineer
McDonald, J. A. Attorney
Menser, Clarence L. Program Manager
Morton, Oliver Local and Spot Sales Manager
Ray, William B. Manager, Press Division
Stockmar, Edward Traffic Supervisor
Stirton, James L. Manager Artists Service
Wetzel, Maurice S.,
Manager, Electrical Transcription
Whalley, John F. Office Manager

Western Division— Hollywood

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

Sau Francisco

Yoder, Lloyd,
Manager, San Francisco Office, Stations KPO
and KGO

NATIONAL BROADCASTING COMPANY

Dolberg, Glenn R. Program Manager
 Dorais, S. P. Auditor
 Fuerst, George Traffic Supervisor
 Peck, Curtis D. Engineer in Charge
 Ryan, William B. Sales Manager
 Samuel, Milton Manager of Press Division

Washington, D. C.

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

Foreign Representatives

England

Bate, Fred

Switzerland

Jordan, Max

Station Managers

PITTSBURGH, PA.

Gregory, Sherman D., Manager Station KDKA
 DENVER, COLO.

Owen, R. H., Manager, Station KOA
 BOSTON AND SPRINGFIELD, MASS.

Holman, John A., Manager, Stations WBZ-
 WBZA

SCHENECTADY, N. Y.

Hager, Kolin, Manager, Station WGY

WASHINGTON, D. C.

Berkeley, Kenneth H., Manager Stations WRC-
 WMAL

CLEVELAND, OHIO

Pribble, Vernon H., Manager, Station WTAM

PHILADELPHIA, PA.

Joy, Leslie W., Manager, Station KYW

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



Regional networks during 1938 not only held and consolidated their gains, but showed marked increase in billings generally. Probably one of the greatest aids to such revenue was the strong play given to the regionals by all political parties which have learned that the regional, intrastate and otherwise, is an easy package to clear and handle.

Acceptance now of the regional goes without saying since it has proven its worth and developed talent of local pulling power apart from offering network service on a reduced scale to fit the sponsors' needs.

Advertisers have come to appreciate the fact that the well-conducted regional offers a sales service to a particular area much as a specialist offers his stock in trade with the resultant saving of lost motion and assurance of a program of interest to the area served.

While new regionals have come into being during the year as a special service for political and other advertisers, probably the most important development during the year was the formation of the Texas State Network, headed by Elliott Roosevelt.

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

WMFO, Decatur; WJBY, Gadsden; WJRD, Tuscaloosa; WSFA, Montgomery; WSGN, Birmingham.

POLICIES

Merchandising: Newspaper publicity is provided; wholesale outlets are contacted by personal calls and retail outlets are contacted by letter.

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

Kelly-Smith Company

The Arizona Network

836 N. Central Ave., Phoenix, Ariz.

PERSONNEL

Manager (KOY) Fred A. Palmer
 Manager (KGAR) F. P. Nelson
 Manager (KSUN) Carleton Morris

STATIONS

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

POLICIES

Advertising of alcoholic beverages not accepted.

NATIONAL REPRESENTATIVE

International Radio Sales

Associated Northwest Broadcasters

Hotel Radisson, Minneapolis, Minn.

Phone: Bridgeport 3430

PERSONNEL

Managing Director K. C. Titus

STATIONS

KATE, Albert Lea and Austin; KYSM, Mankato; KVOX, Moorhead; KROC, Rochester and Owatonna; KFAM, St. Cloud; KWNO, Winona.

Coverage: Concentrated in central and southern Minnesota.

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; KYA, San Francisco; KFOX, Long Beach; KMJ, Fresno; KWG, Stockton; KERN, Bakersfield; KTMS, Santa Barbara.

POLICIES

Merchandising: Complete and thorough coverage of each of markets served is offered through the merchandising departments of the individual stations of the network.

Coverage: Network offers state coverage through the eight 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

501 Broadway Arcade Bldg., Los Angeles, Calif.
Phone: Tucker 8350

1814 Russ Bldg., San Francisco, Calif.
Phone: Douglas 2373

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.

POLICIES

Network does not broadcast liquor advertising or foreign language advertising.

Merchandising: Individual stations maintain merchandising facilities, including a planned 7-Point Selling Program.

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
Sales Promotion & Merchandising
Manager.....Carleton McVarnish
Editor of Colonial Network

News Service.....Leland Bickford
Director of Publicity.....Al Stephenson
Technical Director.....Paul A. DeMars
Chief Engineer.....Irving Robinson
Sports Editor.....Richard McDonough
Manager of Artist Bureau.....Van D. Sheldon
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; WNLG, New London; WHAL, Greenfield; WCOU, Lewiston and Auburn; WATR, Waterbury.

POLICIES

Colonial Network will take programs from or feed programs to the Mutual Broadcasting System, and WHN. No line charge for this service from WOR-MBS; no line charge to or from WHN.

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

Special features include extensive news service and sports programs. Complete merchandising department, production department and artist bureau are available to clients.

dising department, production department and artist bureau are available to clients.

NATIONAL REPRESENTATIVE

Edward Petry & Co., Inc.

Connecticut Broadcasting System

Address Individual Stations

PERSONNEL

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

STATIONS

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

NATIONAL REPRESENTATIVE

Gene Furgason & Co.

Corn Belt Wireless Group

c/o WHO, Des Moines, Ia.

Phone: 3-7147

PERSONNEL

Vice-President.....J. O. Maland
Sales Manager.....Hale Bondurant
Technical Supervisor.....Paul A. Loyet

STATIONS

WHO, Des Moines; WOC, Davenport; WOW, Omaha. Additional stations can be selected by advertiser in Kansas City and Columbia, Mo.; Shenandoah, Mason City and Sioux City, Ia.; Rochester, Minn.; and Topeka, Kans.

POLICIES

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
Program Director.....Van Newkirk
Production Manager.....Charles Penman
Publicity Director.....Frances Zoloth

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; KGDH, Stockton; KDON, Monterey; KIEM, Eureka; *KTKC, Visalia. * Supplementary.

Northwest (Oregon): KRRR, 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.

POLICIES

Advertising of beer and wine acceptable.

NATIONAL REPRESENTATIVE

John Blair & Co.

Georgia Broadcasting System

1420 Second Avenue, Columbus, Ga.

Phone: 4300

PERSONNEL

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

STATIONS

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

POLICIES

Advertising of alcoholic beverages not accepted, excepting beer and wine. Rates are for station time only, talent is extra. No contract is accepted for a period longer than one year. All contracted time must be used within that time. Program position subject to time available and to the approval of network management under FCC regulations.

Merchandising: Full merchandising service is available to advertisers, including embossed display signs.

Coverage: 125,940 radio homes; 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

Vice-President in Charge of Sales—

General Manager.....Don S. Shaw

Director of Special Events.....Leon Goldstein

Director of Publicity.....Leon Goldstein

Manager of Artists Bureau.....Charles Wilshin

Sales Promotion Manager.....Al Rose

Chicago Office.....J. M. Ward, G. B. McDermott

STATIONS

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

COVERAGE

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

The Iowa Network

Des Moines Register and Tribune Building,

Des Moines, Ia.

Phone: 3-2111

Cedar Rapids Office: Paramount Theater Bldg.

Waterloo Office: Russell Lamson Hotel

PERSONNEL

President.....Gardner Cowles, Jr.

Vice-President.....John Cowles

Vice-President and Treasurer.....Luther L. Hill

Vice-President.....Sumner Quarton

Commercial Manager.....Craig Lawrence

National Sales Manager.....H. T. Enns

STATIONS

KSO, Des Moines; KRNT, Des Moines; WMT,

Cedar Rapids, Waterloo; Supplementary Station, WNAX, Yankton, S. D.

POLICIES

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

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

NATIONAL REPRESENTATIVE

The Katz Agency

Mason-Dixon Radio Group

8 W. King St., Lancaster, Pa.

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.

MERCHANDISING

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

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

STATIONS

WXYZ, Detroit (Key Station); WBCM, Bay

City; WFDF, Flint; WJIM, Lansing; WIBM, Jack-

son; WELL, Battle Creek; WKZO, Kalamazoo;

WOOD-WASH, Grand Rapids.

POLICIES

Network does not accept foreign language programs. Liquor advertising is not broadcast until after 9:00 P. M. and is subject to the approval of the Michigan State Liquor Commission.

The Michigan Network territory includes the lower peninsula of Michigan with a pri-

mary coverage of over four million people in Michigan's eight largest cities.

Merchandising: The Michigan Radio Network maintains a supplementary service for advertising agencies and advertisers available through fully staffed program, continuity, publicity, merchandising and research departments.

REPRESENTATIVE

Paul H. Raymer Co.

Northwest Triangle Chain

Address Individual Stations

PERSONNEL

Manager (Seattle).....Birt Fisher
Manager (Spokane).....Louis Wasmer
Manager (Portland).....C. O. Chatterton

STATIONS

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

POLICIES

Network policies are maintained in accordance with policies of individual stations.

REPRESENTATIVE

Edward Petry & Co.

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.....Kenyon M. Douglass
Treasurer.....Albert Riesen
Managing Director.....Kenyon M. Douglass

STATIONS

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

POLICIES

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

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

NATIONAL REPRESENTATIVE

Joseph Hershey McGillvra

Pacific Broadcasting Co.

914½ Broadway, Tacoma, Wash.

Phone: Main 4144

PERSONNEL

General Manager.....Carl E. Hammond

STATIONS

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

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

POLICIES

Agency commission 15 per cent on net station time to accredited agencies. No cash dis-

counts. All discounts predicated upon the fulfillment of contracts within a 12 month period dating from the first broadcast. Contracts and copy subject to the approval by the network manager.

Merchandising: Network issues monthly publication, "Pacific Northwest Information Bureau."

Coverage: Network outlets in each of the 10 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.

Quaker Network

Widener Bldg., Philadelphia, Pa.

Phone: Rittenhouse 6900

PERSONNEL

General Manager.....Roger W. Clipp

STATIONS

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

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.

POLICIES

Advertising of alcoholic beverages not accepted, excepting beer.

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

NATIONAL REPRESENTATIVE

Edward Petry & Co., Inc.

Texas State Network

1201 West Lancaster Ave., Fort Worth, Texas

Phone: 3-3474

PERSONNEL

President.....Elliot Roosevelt
Executive Vice-President.....Neal Barrett
General Manager.....Harry A. Hutchinson
V.P. in Chg. of Station Operations, Sam H. Bennett
Treasurer.....Harold M. Higgins
Secretary.....Mary Virginia Murphy
Musical Director.....Ralph Rose
Publicity & Civic Program

Director.....Forrest W. Clough

Assistant Musical Director..George McCullough

Production Director.....Stephen R. Wilhelm
 Chief Engineer.....Truett Kimzey
 Script Director.....Paul De Fur
 Director of Women's Programs.....Gail Northe
 Traffic Manager.....Dorothy M. Smith
 Sports Supervisor.....Zack Hurt
 Announcers.....Marshall Pope.
 John Hopkins, Frank Parker, Tom A. Hudson.

STATIONS

KRBC, Abilene; KGNC, Amarillo; KNOW, Austin; KRIC, Beaumont; KBST, Big Spring; KRIS, Corpus Christi; KAND*, Corsicana; WRR, Dallas; KFJZ, Fort Worth; KTAT, Fort Worth; KLUF, Galveston; KXYZ, Houston; KFRO*, Longview; KFYO, Lubbock; KPLT*, Paris; KGKL, San Angelo; KABC, San Antonio; KRRV*, Sherman-Denison; KTEM*, Temple; KCMC, Texarkana; KGKB, Tyler; WACO, Waco; KRGV, Weslaco.

* Operate daytime only.

POLICIES

Coverage: The 23 daytime and 18 evening stations of the Texas State Network assure delivery of advertisers' message into primary areas of the individual member stations in which most of Texas' six million people live.

Merchandising: Each station of the TSN maintains a merchandising staff to work with sponsors in field work.

NATIONAL REPRESENTATIVE

International Radio Sales

The Virginia Broadcasting System

"Covering Virginia's Richest Markets"

323 East Grace St., Richmond, Va.

Phone: 3-4242

PERSONNEL

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

STATIONS

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

NATIONAL REPRESENTATIVE

Burn-Smith Co.

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
 Dramatic Director.....James C. Parrill
 Musical Director.....Phyllis D. Vickers
 Publicity Director.....Caroline E. Johnson

STATIONS

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

POLICIES

Advertising of alcoholic beverages accepted.

NATIONAL REPRESENTATIVE

The Branham Co.

Wisconsin Radio Network

c/o KFIZ, Fond Du Lac, Wisc.

Phone: 356

PERSONNEL

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

STATIONS

KFIZ, Fond Du Lac; WHBY, Green Bay; WIBU, Poynette; WHBL, Sheboygan.

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
 Sales Promotion & Merchandising

Manager.....Carleton McVarnish

Editor of Yankee Network

News Service.....Leland Bickford
 Director of Publicity.....Al Stephenson
 Technical Director.....Paul A. De Mars
 Chief Engineer.....Irving Robinson
 Merchandising.....J. B. Thompson
 Sports Editor.....Richard McDonough
 Director Home Economics.....G. McMullen

Manager of Yankee Network

Artists Bureau.....Van D. Sheldon

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.

POLICIES

Yankee Network will take programs from or feed programs to WOR or WHN, provided the program is broadcast only in New York City and New England. No line charge for this service from WOR; no line charge to or from WHN.

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

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

NATIONAL REPRESENTATIVE

Edward Petry & Co., Inc.

Z Net

P. O. Box 1956, Butte, Montana

Phone: 22-3-44

PERSONNEL

Manager.....E. B. Craney

STATIONS

KGIR, Butte; KPFA, Helena.

NATIONAL REPRESENTATIVE

Gene Ferguson & Co.

Canadian Broadcasting Corp.

One Hayter St., Toronto, Ont., Canada
Montreal office: 1231 St. Catherine St., West.

STATIONS

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

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

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

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

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

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

POLICIES

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

Dominion Broadcasting Co.

4 Albert St., Toronto, Ont., Canada
Phone: Adelaide 3383

PERSONNEL

Manager.....Hal B. Williams
Production Manager.....Don Copeland
Station Director.....Stan Francis

STATIONS

Network comprised of all or any of the following stations: CHGS, Summerside, Prince Edward Isle; CFCY, Charlottetown, Prince Edward Isle; CJCB, Sydney, Nova Scotia; CHNS, Halifax, Nova Scotia; CHSJ, St. John, New Brunswick; CFNB, Fredericton, New Brunswick; CHLT, Sherbrooke, Quebec; CHLN, Three Rivers, Quebec; CHRC, Quebec, Quebec; CKAC, Montreal, Quebec; CKCH, Hull, Quebec; CKCO, Ottawa, Ontario; CKPR, Fort William, Ontario; CKSO, Sudbury, Ontario; CKGB, Timmins, Ontario; CJKL, Kirkland Lake, Ontario; CFRB, Toronto, Ontario; CKPC, Brantford, Ontario; CKOC, Hamilton, Ontario; CKTB,

St. Catharines, Ontario; CFPL, London, Ontario; CFCO, Chatham, Ontario; CKLW, Windsor, Ontario; CKY, Winnipeg, Manitoba; CKBI, Prince Albert, Saskatchewan; CJGX, Yorkton, Saskatchewan; CFQC, Saskatoon, Saskatchewan; CKCK, Regina, Saskatchewan; CHAB, Moose Jaw, Saskatchewan; CJRM, Moose Jaw, Saskatchewan; CFRN, Edmonton, Alberta; CFCN, Calgary, Alberta; CJOC, Lethbridge, Alberta; CKOV, Kelowna, British Columbia; CFJC, Kamloops, British Columbia; CKWX, Vancouver, British Columbia; CFCT, Victoria, British Columbia.

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

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

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

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

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

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

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

POLICIES

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

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

The Foothills Network

804-805 Southam Bldg., Calgary, Alta., Canada
Phone: R 2021

PERSONNEL

General Manager.....H. R. Carson

STATIONS

CFAC, Calgary; CJOC, Lethbridge; CJCA, Edmonton; CFGP, Grande Prairie.

POLICIES

Coverage: Province of Alberta.

NATIONAL REPRESENTATIVES

All-Canada Radio Facilities Ltd.
Weed & Company

NETWORK RESUME



EXPANSION keynoted major network activity during 1938, a total of 68 outlets being added to the Coast-to-Coast chains. Of this number, CBS added 10 stations, bringing its network up to a strength of 117 and maintaining its status as the country's largest individual web, as of January 1, 1939.

NBC added 23 additional outlets to its Red and Blue networks, some going to the former or latter and others being optional for either web. In some instances the additions to the web were set down as bonus stations, all depending on the market in question. The combined Red and Blue networks totaled 166 stations, including the M & O and affiliated outlets, as of January 1, 1939.

MBS took on 35 additional affiliates during 1938, the major deal being the expansion of MBS in the Southwest with the adding of the newly organized Texas State Network, which supplied 23 out of the total number that joined MBS during the year. This gives Mutual 110 outlets, as of January 1, 1939.

Other lines of expansion for CBS and NBC were the new, elaborate studios opened on the Coast to facilitate the ever-growing number of big productions originating in Hollywood.

Specialized sales plans were put through by NBC in behalf of its Blue network and this web received substantial promotional and reorganizational backing. CBS did as much for its key stations, including WABC, which received centralized sales attention.

Union activity found the network ready to accept more than its share of the added financial burden and responsibility, particularly in the case of the American Federation of Radio Artists, the nets first signing sustaining contracts and then coming to the rescue of the agency and his client by being the guarantor of the AFRA Code.