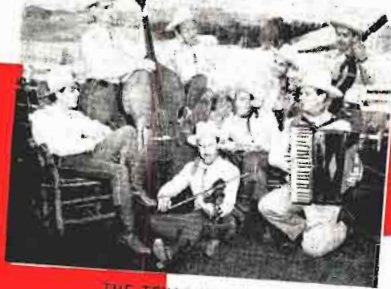




NETWORKS
OF THE
UNITED STATES



NATIONAL
REGIONAL



THE TEXAS RANGERS
Transcribed Library



"BRUSH CREEK FOLLIES"
CBS, Coast-to-Coast

THESE ARE THE PEOPLE

KMBC, with nearly 100 trained radio experts, has by far the largest single station staff in the entire Kansas City area!

WHO PRODUCE THE PROGRAMS

KMBC presents 30 hours of service features weekly—farm and markets, news, sports, home economics, education...in addition to music, variety, comedy and quiz shows galore! All live talent!

THAT ATTRACT THE LISTENERS

Independent surveys of Greater Kansas City show KMBC leading in audience during more quarter hours, day and night, than any other station!

WHO BUY YOUR PRODUCT

National spot advertisers know how KMBC delivers results. Hence, they place more business on KMBC than on any other Kansas City station (sworn statement, Robt. S. Conlan & Associates, independent market analysts.) And 3 out of 4 KMBC accounts are renewals!

IN KANSAS CITY

KMBC

Free & Peters, Inc. CBS Basic Network



ERLE SMITH
KMBC News Editor



BONNIE KING
CBS Vocalist



WALT LOCHMAN
KMBC Sportscaster



HIRAM HICSBY
M.C. "Brush Creek Follies"



PHIL EVANS
Director, Farm Service



JANET HUGINS
Author "Arnold Gumm's Daughter"



BLUE NETWORK COMPANY, INC.



MARK WOODS

THE Blue Network made radio headlines this year when it stepped out on its own as an independent organization. With a history dating back to January 1, 1927, the Blue is a new-old network. Its emergence as a new and distinct corporation

is another highlight in the record of America's second oldest chain. The Blue starts out on its independent career with a staff of nearly 500 men and women, the majority of whom are young in years but "old in radio." Their wealth of experience is a tangible asset.

Important at any time, the fact that the Blue now stands on its own feet takes on even greater significance at the present when radio is playing a vital role in upholding the public morale of a nation at war. Alive to its full responsibilities, the Blue Network will continue to maintain the high reputation of the broadcasting industry for service to the public.

While the Blue Network is conscious of its great opportunity for public service, we believe that this service can be most efficiently rendered by the Blue in its primary role as a nationwide advertising medium. The Blue Network is a great advertising medium which renders an essential public service, not a great public service which happens to take advertising.

Policy

Our conception of performance for the common good covers not only educational or "service" programs, speeches by statesmen and politicians, news bulletins

and special events, but the entertainment supplied to listeners by manufacturers who give their audiences helpful, straightforward and truthful advertising messages.

Since we see no conflict between the interests of the public and the advertiser, programs on the Blue Network — both sustaining and commercial—will be considered and planned as genuine public service programs. The Blue will frankly set out to give advertisers the kind of service they need, confident that in doing so we shall really give the public what it wants.

Progress

The 15-year-old network moves forward with a bigger and more representative list of advertising sponsors than ever before in its history. In its programs, the Blue caters to a wide variety of interests. The Metropolitan Opera and our great Symphony Orchestra are outstanding in the realm of serious music programs, while the Blue also carries the top favorites among dance bands. The Blue plans to develop new programs in the field of public discussion in which America's Town Meeting of the Air, already a Blue feature, is a recognized leader. For news coverage, the Blue has a corps of radio reporters located at action centers throughout the world, and its worldwide coverage will continue to be as thorough as at present.

1942

While the Blue will continue to present the many fine programs for which it is already noted, its primary efforts will be dedicated to increasing their number and enriching their quality. In programs, in selling, in promotion, publicity, engineering and in all phases of network operations, the men and women of the Blue Network, fired with new enthusiasm, are out to make broadcasting history in 1942 and the years to come.

THE BLUE



NETWORK FACILITIES
AS OF FEB. 18, 1943

NETWORK



BLUE NETWORK CO., Inc.

30 Rockefeller Plaza, New York City

BOARD OF DIRECTORS

George S. DeSousa	Joseph V. Heffernan	Mark Woods
John Hays Hammond, Jr.	Charles B. Jolliffe	Lunsford P. Yandell
	Edgar Kobak	

EXECUTIVE COMMITTEE

Niles Trammell, Chairman
Mark Woods Edgar Kobak

Officers

Woods, Mark	President	Yandell, Lunsford P.	Vice President-Treasurer
Kobak, Edgar	Executive Vice President	Carlin, Phillips,	Vice President in Charge of Programs
Borroff, E. R.,	Vice President in Charge, Central Division	Kiggins, Keith,	Vice President in Charge of Stations
Gilman, Don E.,	Vice President in Charge, Western Division		

Staff

Barry, Charles	Eastern Program Manager	Moss, Robert	Western Production Manager
Benson, George M.	Eastern Sales Manager	Mullin, Earl	Manager, Publicity Department
Brandt, Otto	Station Contact Representative	Neihenge, Ray M.,	Central Div., Manager Sales Traffic
Chotzinoff, Samuel	Manager, Music Division	Nicol, A. D.	Auditor
Cortada, Judith	Trade News Editor	Norton, Jr., John H.	Station Relations Manager
Diaz, Ray	Supervisor, Announcing Staff	Peterson, R. S.,	Central Div., Auditor & Office Mgr.
Dolan, Thomas J.	Traffic Manager	Rouse, Gene,	Central Div., Supervisor of Announcers
Dorais, Sidney	Western Chief Auditor	Rynd, Charles E.	Sales Service Manager
Drips, William E.,	Central Div., Dir. of Public Service	Samuel, Milton	Western Publicity Manager
Edgley, L. J.	Central Division Continuity Editor	Saudek, Robert,	Assistant to Executive Vice President
Evans, Edward F.	Research Manager	Schoenfeld, Merritt,	Central Division Sales Manager
Feltis, Hugh M.	Station Contact Representative	Stanborough, Reginald,	Supervisor, Night Announcing Staff
Ferguson, Ron	Manager, Script Division	Stirton, James	Central Division Program Manager
Fraze, Harry	Manager, Production Division	Storer, Douglas F.,	Manager, Commercial Program Dept.
Grabhorn, Murray B.,	National Spot Sales Manager	Summers, Harrison B.	Director of Public Service
Hauser, B. J.	Sales Promotion Manager	Thrower, Fred M.	General Sales Manager
Huber, E. J.	Central Division Promotion Manager	Tyson, Leo	Western Program Director
James, E. P. H.	Director of Publicity & Promotion	Van Houten, D. B.	Office Manager
Johnstone, G. W.,	Director of News & Special Events	Vernon, G. A.,	Central Div., Manager, Research Dept.
Kemble, Dorothy	Continuity Acceptance Editor	Wetzel, Maurice,	Central Division Production Manager
Koelker, Anthony J.,	Central Division, Manager Publicity Dept.		
Lasley, David	Western Sales Promotion Manager		
McNeil, John H.	Manager, Radio Station WJZ		
Milne, George	Chief Engineer		
Moore, Tracy	Western Sales Manager		

Stations Owned and/or Managed and/or Programmed by

The Blue Network Co., Inc.

WJZ, New York	Owned, operated and represented by The Blue Network
WENR, Chicago	Owned, operated and represented by The Blue Network
WMAL, Washington	Owned by Evening Star Publishing Co. Represented by The Blue Network
KGO, San Francisco	Owned, operated and represented by The Blue Network

COLUMBIA BROADCASTING SYSTEM



WILLIAM S. PALEY

IN NO year since its inception has the broadcasting industry rendered such a full measure of public service as it did during the year 1941.

During most of the year we, as a nation, were preparing for the defense of our country and its ideals. During the last days of the year, the enemy struck and we were catapulted into war. It was fortunate that radio broadcasting had been forged and tempered into a potent instrument of democracy before America became involved in the supreme test of the war. From the moment of the first bulletin of the treacherous attack on Hawaii, broadcasters were able to bring to bear responsible judgment, trained personnel, and world-wide facilities. A swift and yet a sober service to listeners has resulted, which has kept the whole nation objectively informed of the flood-tide of events which has followed.

1941 Activities

I have been asked to review our activities during 1941. I will do so in a very general way because I, as well as most broadcasters, have little desire now to look backwards. During the past year, the Columbia Broadcasting System responded to the country's needs as they developed. This meant that our major efforts dealt with the defense program.

One of our outstanding achievements during 1941 was the completion of the new CBS Latin American network. This is composed of 74 affiliated stations in every nation in Latin America. It began operations on December 31st, when the first of our two new 50,000-watt short-wave transmitters was completed. The inauguration of full service to and from our Latin American network will take place some time in February, when the second high-powered transmitter will go

on the air, permitting us to double the effective power of both transmitters by narrowing the beams.

During the past year, we also completed and inaugurated WABC's new 50,000-watt transmitter located on Columbia Island in Long Island Sound. Many other technical improvements and advances were made throughout our network operations—too numerous to mention in this short statement.

Television

Columbia's television program started on July 1, 1941, and we have maintained a 15-hour-a-week schedule ever since. Also, during the year, CBS announced a full color television system, invented by Dr. Peter C. Goldmark, CBS chief television engineer, and developed by him and his staff during the year. We have completed more than 100 hours of color television transmission on an experimental basis.

F.M.

The Columbia Broadcasting System entered the new field of Frequency Modulation with the inauguration of its stations in New York and Chicago. We have received construction permits for stations in Los Angeles and St. Louis and have on file an application for a Boston station.

1942

As we face the crucial year ahead, we feel confident that we are well organized and equipped to respond swiftly and flexibly to the ever-changing needs of a democracy at war. We shall do so by keeping ourselves fully and understandably acquainted with the nation's general and special objectives. We shall use our skill and the machinery at our command to help bring about those objectives. We shall prove to the world that radio as a democratic instrument of the people can serve its country more effectively than radio under a dictator.

I am confident that radio will make its full and proper contribution to the winning of the war and of the winning of peace. I know this is the aim of all broadcasters today.

COLUMBIA BROADCAST



**NETWORK FACILITIES
AS OF JAN. 1st, 1942**

C O L U M B I A

Broadcasting System

485 Madison Avenue, New York City

(Telephone number, Wickersham 2-2000)

BOARD OF DIRECTORS

John J. Burns
Prescott S. Bush
Ralph F. Colin

J. A. W. Iglehart
Paul W. Kesten
Edward Klauber
Isaac D. Levy

Leon Levy
Samuel Paley
William S. Paley
Dorsey Richardson

Mefford R. Runyon
Herbert Bayard Swope
Malin Craig

Officers

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

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

DEPARTMENTS AND DIVISIONS

Commercial Editing Department

Gilson B. Gray.....Commercial Editor
Donald I. Ball.....Assistant Commercial Editor
Dr. Arthur Jersild,
Consultant on Children's Programs

Construction and Building Operations Department

G. Stanley McAllister,
Director of Construction and Building Operations
John R. Carey..Supervisor of Building Operations
C. R. Jacobs..Manager of Construction Operations

General Engineering Department

Edwin King Cohan,
Director of General Engineering
A. B. Chamberlain.....Chief Engineer
William B. Lodge,
Engineer in Charge of Radio-Frequency Division
Howard A. Chinn,
Engineer in Charge of Audio-Frequency Division
Guy Hutcheson,
Engineer in Charge of International Broadcasting

Legal Department

Joseph H. Ream..Secretary and General Attorney
Julius Brauner.....Attorney

Network Sales Department

William C. Gittinger,
Vice-President in Charge of Sales
Allyn Jay Marsh.....Assistant Sales Manager
William J. Fagan.....Assistant Sales Manager
J. J. Karol.....Market Research Sales Counsel

Allen J. deCastro,
Sales Manager, Latin American Network
Charles E. Midgely, Jr....Sales Service Manager

Personnel Department

Jos. H. Burgess, Jr.....Personnel Manager

Program Department

Douglas Coulter...Acting Director of Broadcasts
Davidson Taylor.....Assistant Director of Broadcasts
Roy Langham.....Production Manager

Copyright Division

Jan Schimek.....Director of Copyright Division

Foreign Broadcasting Division

Edmund Chester,
Director of Broadcasting to Foreign Countries
William H. Fineshriber, Jr.,
Director of Short Wave Programs

Antonio C. Gonzalez,
Assistant Director of Latin American Relations
Terig Tucci,

Director of Music for Latin American Programs
Roberto Unanue....Latin American News Editor
Arthur Perles.....Director of Publicity for Latin American Network
John Edwards.....Short Wave News Editor

FM Division

Wendell Adams,
Frequency Modulation Program Manager
Edward Downes.....Assistant to Frequency Modulation Program Manager

Music Division

James H. Fassett.....Director of Music Division
Howard G. Barnes,
Assistant Director in Charge of Serious Music

Joseph Gratz,
Assistant Director in Charge of Light Music

Music Library Division

Julius Mattfield....Director of Music Library
Program Service Division

Francis C. Barton, Jr....Director of Program Service
James F. Burke,

Public Affairs Division

Paul W. White.....Director of Public Affairs
Robert S. Wood,

Assistant Director of News Broadcasts
William J. Slocum, Jr.

Script Division

William Spier.....Director of Script Division
Albert R. Perskins.....Assistant Director

Sound Effects Division

Walter R. Pierson,
Manager of Sound Effects Division

Talks & Educational Divisions

Lyman, Bryson...Director of Talks and Education
He'len Sioussat.....Director of Talks
Leon Levine,

Program Operations Department

Lawrence W. Lowman,
Vice-President in Charge of Operations

I. S. Becker.....Assistant to Vice-President
in Charge of Operations

Leroy Passman,
Assistant Director of Program Operations

Harriet Hess,
Supervisor of Program Typing Division

Hugh A. Cowham,
Commercial Engineer in Charge of Traffic

A. H. Peterson.....Traffic Manager
Publicity Department

Louis Ruppel.....Director of Publicity
Hal Rorke.....Assistant Director of Publicity

Michael J. Fish...Manager Photographic Division
Ralph J. Gleason.....Trade News Editor

Thomas Flanagan...Magazine and Story Editor
Radio Sales

J. Kelly Smith.....General Sales Manager
Howard Meighan,

Eastern Sales Manager, New York
Henry M. Jackson,

Western Sales Manager, Chicago
Wayne Steffner,

Account Executive, San Francisco
Roger K. Huston...Manager, Los Angeles Office

Royal Penny.....Representative, Charlotte
Carter Ringle.....Representative, St. Louis

Research Department

Frank N. Stanton.....Director of Research
J. K. Churchill,

Chief Statistician of Research Department
George Mateyo, Assistant to Director of Research

Oscar Katz.....Supervisor of Statistical Records

William C. Ackerman,
Director of Reference Library

Sales Promotion Department

Frank Stanton, Acting Director of Sales Promotion
John Fistere.....Copy Chief

John Fox...Assistant to Director of Sales Promotion
Thomas D. Connolly,

Director of Program Promotion
George R. Dunham...Supervisor of Promotion for

Owned and Operated Stations
Station Relations Department

H. V. Akerberg,
Vice-President in Charge of Station Relations

J. G. Gude.....Station Relations Manager
Jerome Sill.....Manager of Station Service

Television Department

Adrian Murphy...Executive Director of Television
Gilbert Seldes...Director of Television Programs

Leonard H. Hole
Manager of Television Operations

Dr. Peter C. Goldmark...Chief Television Engineer
Treasury Department

Frank K. White.....Treasurer
James M. Seward.....Assistant Treasurer

Samuel R. Dean.....Assistant Treasurer
Arthur S. Padgett.....Auditor

W. J. Flynn.....Chief Accountant
John E. Forsander.....Purchasing Agent

Albert H. Bryant, Manager of Mail and Files
& Mimeograph Division

W. J. Flynn.....Chief Accountant
New York City

WABC, 485 MADISON AVE.

Arthur Hull Hayes.....General Manager
George W. Allen.....Director of Programs

Henry Grossman,
Eastern Division Operations Engineer

& Chief Engineer of WABC
Jules Dundes.....Sales Promotion Manager

Chicago

410 NO. MICHIGAN AVE.

H. Leslie Atlas.....Vice-President, Chicago
J. L. Van Volkenburg...Assistant to Mr. Atlas

L. F. Erikson.....Western Sales Manager
Walter Preston.....Acting Program Director

Frank B. Falknor,
Central Division Operations Engineer

& Chief Engineer of WBBM
J. V. McLoughlin...Accountant & Office Manager

James Kane.....Director of Publicity
Stuart Dawson.....Assistant Program Director

Urban Johnson.....Chief Sound Technician
J. Oren Weaver.....News Editor

King Park.....Sales Promotion Manager
Washington

WJSV, EARLE BLDG.

Harry C. Butcher,
Vice-President in Charge at Washington

Paul Porter.....Attorney
A. D. Willard, Jr.....Station Manager WJSV

Wm. D. Murdock.....Sales Manager WJSV

Lloyd W. Dennis, Jr. Program Director
 Clyde Hunt Chief Engineer
 Harry R. Crow Accountant
 John Heiney Sales Promotion Manager
 Paul Glynn Publicity Director
 Ann Gillis Director of Public Events

Minneapolis

WCCO, 625 SECOND AVE., S.

Earl H. Gammons Manager of Station WCCO
 Thomas H. Dawson Sales Manager
 H. S. McCartney Chief Engineer
 Emmett J. Heerdt, Jr. Accountant
 Sam H. Kaufman Sales Promotion Manager
 Alvin B. Sheehan Director of Program Operations

St. Louis

KMOX, MART BLDG.

Merle S. Jones Manager of Station KMOX
 Arthur Casey Assistant to Station Manager
 James S. Johnson Sales Manager
 C. C. Renier Program Director
 Harry Harvey Chief Engineer
 Jerry Hoekstra Public Events & Publicity Director
 Robert F. DeVoe Accountant
 Carter Ringlet Representative, Radio Sales

Pacific Coast

LOS ANGELES OFFICE, KNX,
 COLUMBIA SQUARE

D. W. Thornburgh Vice-President, Los Angeles
 George L. Moskovics Director of Sales Promotion
 Charles D. Ryder, Jr. Accountant
 Lester Bowman,

Western Division Operations Engineer
 & Chief Engineer of KNX

Clifton Jones News Editor
 Charles Vanda Western Director of Programs
 Fox Case,

Director of Special Events & Public Events

William E. Forbes,
 Network Program Service Director
 Russ Johnston Program Manager
 Ben Paley Production Manager
 Harry W. Witt Sales Manager
 Roger Huston Manager, Radio Sales
 Alan Cormack Traffic Manager

San Francisco Office

PALACE HOTEL

Arthur J. Kemp Sales Manager, Pacific Network
 Wayne Steffner Account Executive, Radio Sales

Charlotte, N. C.

WBT, WILDER BLDG.

A. E. Joscelyn Manager of Station WBT
 Royal E. Penny Sales Manager and
 Account Executive, Radio Sales
 Chas. H. Crutchfield Program Director
 James Beloungy Chief Engineer
 William G. Carley Sales Promotion Manager
 John S. Knell News Editor

Boston

WEEL, 182 TREMONT ST.

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

Foreign Staff

Edward R. Murrow,
 Chief of European Staff, London
 Charles Collingwood London Correspondent
 Bob Trout London Correspondent
 Cecil Brown Singapore Correspondent
 Winston Burdett Ankara Correspondent
 Farnsworth Fowle Ankara Correspondent
 William J. Dunn,
 Chief of Far Eastern Staff, Batavia
 John Raleigh Batavia Correspondent
 Charles M. Barbe,
 Berne, Switzerland, Correspondent
 Howard K. Smith,
 Berne, Switzerland, Correspondent
 Larry Lesueur Moscow Correspondent
 H. Ford Wilkins Manila Correspondent
 Thomas Worthin Manila Correspondent
 Bernard Valery Stockholm Correspondent
 George Folster Sydney, Australia, Correspondent
 Edward Chorlian Cairo Correspondent
 Jack Fendell Panama City Correspondent
 Alex Garcia Havana Correspondent
 John Adams Rio de Janeiro Correspondent
 Herbert Clark Buenos Aires Correspondent
 Robinson McLean Toronto Correspondent
 William Gilman Juno, Alaska, Correspondent
 W. R. Wills Tokyo Correspondent

Stations Owned and Operated, or Leased by the

COLUMBIA BROADCASTING SYSTEM

WABC	New York	Owned and operated by CBS.
WBBM	Chicago	Owned and operated by CBS.
WBT	Charlotte, N. C.	Owned and operated by CBS.
WCCO	Minneapolis	Owned and operated by CBS.
WJSV	Washington	Owned and operated by CBS.
KMOX	St. Louis	Owned and operated by CBS.
KNX	Los Angeles	Owned and operated by CBS.
WEEL	Boston	Owned by Edison Illuminating Co., of Boston Leased and operated by CBS.

MUTUAL BROADCASTING SYSTEM



ALFRED J. McCOSKER

RADIO in 1942, for the first time since the inception of network broadcasting, must fulfill its obligations to a nation at war. Radio is a new and powerful weapon of defense, and the Mutual network will concentrate its efforts in 1942 toward helping the United States win the war.

Competition in the broadcasting industry must be sacrificed to cooperation whenever necessary, for the best interests of the country.

The Mutual Broadcasting System, which consisted of four stations at the time of its formation in October, 1934, now has close to 200 affiliates in the United States, Canada and Hawaii. The nation's cooperative network, which has consistently operated for the benefit of the individual station, and in the public interest, looks to 1942 as another year of increased service.

News Coverage

News coverage, always important to radio programming, will be of paramount importance in 1942. We shall attempt to present facts as complete as government regulations permit. In addition to such competent domestic analysts as Raymond Gram Swing, Gabriel Heatter, Fulton Lewis, Jr., Boake Carter and John B. Hughes, we shall continue to present eye-witness accounts by trained observers from the important battle-fronts of the world.

At the same time, the question of national morale will receive attention, and to this end, programming during the coming year must be intelligently planned.

Music

We shall continue to present the fine musical programs of the Philadelphia Orchestra, and those of Henry Weber

from Chicago, Alfred Wallenstein from New York. Government agencies will be free to use our facilities for the presentation of such programs as the Office for Emergency Management's "Keep 'Em Rolling" and the Treasury Department's "America Preferred" series.

Sports

Sports will again occupy an important place in the Mutual schedule, just as in past years. In 1941, for example, 931 special features and sports programs were broadcast, accounting for 492 hours of air time. On June 1, 1941, Mutual gained exclusive rights to all championship boxing bouts of the Twentieth Century Sporting Club. We look forward to the continuance of our broadcasts of these leading ring contests. Mutual presented the World Series exclusively in 1941 for the third consecutive year, and will do it again in 1942.

Good Will

International good-will shall be fostered by an interchange of programs with our Latin-American neighbors. Already in progress are two outstanding series: "The Americas Speak," presented in cooperation with Rotary International, and a monthly exchange program with Brazil, which started on August 28, 1941.

The return of Ascaph music to Mutual on May 13, 1941 was the first settlement of a disagreement which had deprived the American radio public of much of the world's finest music.

Gross billings for the network in 1941 represented the highest figure in Mutual's history—\$7,300,955—an increase of 53.2 per cent over the preceding year.

1942

At the present time, the condition of the radio industry is healthy, both financially and functionally. And now, more than ever, radio, working cooperatively with other media, has an opportunity to assume leadership in public opinion, both in the molding of opinion and interpreting it. To this end, we shall dedicate our efforts in 1942.

MUTUAL BROADCAST



- BASIC STATIONS
- AFFILIATED STATIONS

**NETWORK FACILITIES
AS OF JAN. 15th, 1942**



MUTUAL



Broadcasting System

Administrative Office

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

New York Office

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

Officers

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

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

Staff

Publicity Director.....Lester Gottlieb
Sales Promotion Manager...Robert A. Schmid
Program Director.....Adolph Opfinger
Traffic Manager.....Andrew Poole
Legal Advisor.....Keith Masters
Sales Service.....John Mitchell
Midwestern Sales Service.....Don Pontius
Sales Representative.....John R. Overall
Sales Representative.....Sidney P. Allen
Sales Representative.....Thomas Harker
Sales Representative.....Morris Mudge
Sales Representative.....Ade Hult
Sales Representative.....Curtis J. Harrison

Mexico City Representative...Jack Starr Hunt
South American Representative
Roberto Stiglich

London and Foreign Representative,
John S. Steele
Assistant London Representative..Arthur Mann
Berlin Representative.....John Paul Dickson
Cairo Representative.....Sam Brewer
Batavia Representative.....Frank Cuhel
Manila Representative...Royal Arch Gunnison

Branch Offices

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

Directors

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

Operating Board

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

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

NATIONAL BROADCASTING COMPANY



NILES TRAMMELL

WITH America's entry into World War II, the year 1941 provided the American system of broadcasting with unprecedented opportunity to demonstrate the usefulness of its services to the government and the people of the United States in a grave emergency. Radio did not have this opportunity in World War I, so 1941 must be recorded as one of the most significant periods in the entire 15 years of network broadcasting.

Radio's presentation of dramatic, eyewitness accounts of the bombing of Pearl Harbor and Manila, the stirring war message President Roosevelt delivered to the Congress of the United States, and the actual declaration of a state of war by Congress, are all "firsts" in radio's Hall of Fame. These unparalleled achievements by the industry gave the listening public the full impact of radio's worth to America at war.

Foreseeing war as a distinct possibility, NBC engineers made 1941 a year of expanding radio facilities to meet the nation's growing demands on American broadcasters. Chief among new projects were the rebuilding of NBC's powerful overseas shortwave plant and the building of new studios in Radio City, Chicago and San Francisco. With two powerful stations and the most complete program division in the country, NBC raised the power of its shortwave stations WRCA and WNBI to 50,000 watts each and built the most modern antenna arrays for each.

Furthermore, the language pattern was increased to 9 foreign languages, providing world-wide translation of major events. American views of news and world events are being short-waved to practically every nation on the globe to help promote truth and understanding of American ideals and purposes.

Marked improvements in NBC coverage of the nation took place in 1941, by addi-

tion of stations, increases in power, and changes to better frequencies.

Notable advancement also was made in NBC's public service activities, highlighted by establishment of a transcription service for America's schools and colleges. This move marked the first effort by a national organization to provide an extension of radio education through recordings for the nation's classrooms.

Rising above the harsh discord of war in 1941, music, through the medium of radio, found its greatest opportunity to help national morale and to create understanding and friendship between the Americas. Conscious of music's vital role during a period of crisis, NBC presented musical broadcasts, not only of the old masters and the moderns, but also music by, of, and for Americans.

In the field of television, NBC's New York sight-and-sound station became the first in 1941 to advance from experimental status to full obligations of public service under commercial license. Station WNBT, which had cradled American television broadcasting as W2XBS, went on the air as the world's first commercial television station on July 1, 1941, and at the year's end was still the only television unit broadcasting commercially in New York City.

And the job goes on. In addition to radio's gigantic war effort, NBC is going right ahead with its normal pattern of broadcasting, gearing it to the emergency and providing the general public with an ever-higher quality of programs, embracing all forms of entertainment, including the arts, sciences, drama, education and religion.

Already under a self-imposed censorship, NBC was glad to accept the U. S. government official radio censor regulations, and will continue to guard to the last detail, all information which would be useful to the enemy.

All this is possible because radio in America today is an instrument of free expression, because it has the ability to command the instantaneous attention of almost the entire population of the nation, on 56,000,000 radio sets, and because the American people believe in it and trust it.

NATIONAL BROADCAST



**NETWORK FACILITIES
AS OF JAN. 1st, 1942**

CASTING COMPANY



This Place is EAR-Conditioned...



FIFTEEN YEARS of leadership in radio coverage, in facilities-improvements, in preferred programs, have made the Red the All-America network. Whether you measure it clockwise, lengthwise, or marketwise, you will always come out with the same answer. America is ear-conditioned to the NBC Red Network, the network they listened to first, the network they still listen to most.



NATIONAL Broadcasting Company

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

Registered Telegraphic Address
NATBROCAST NEW YORK

BOARD OF DIRECTORS

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

Trammell, Niles

ADVISORY COUNCIL

Young, Owen D., Chairman

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

Officers

Sarnoff, David	Chairman of the Board	Russell, Frank M.	Vice-President
Trammell, Niles	President	Strotz, Sidney N.	Vice-President
Mullen, Frank E.,	Vice-President & General Manager	Witmer, Roy C.	Vice-President
Ashby, A. L.	Vice-President & General Counsel	Horn, C. W.	Assistant Vice-President
Egner, C. Lloyd	Vice-President	MacDonald, John H.,	Assistant to Vice-President and General Manager
Hanson, O. B.	Vice-President	Nelson, A. E.	Assistant Vice-President
Hedges, William S.	Vice-President	Teichner, R. J.	Treasurer
Kopf, Harry C.	Vice-President	MacConnach, Lewis	Secretary
Mason, Frank E.	Vice-President	Pfautz, C. E.	Assistant Secretary
Royal, John F.	Vice-President		

DEPARTMENTS AND DIVISIONS

Executive Offices

Trammell, Niles President
Mullen, Frank E.

Vice-President & General Manager

Almonte, J. deJara Assistant to President
Angell, James Rowland,

Counselor for Public Service Programs

Morgan, Clayland T. Assistant to President
Fisher, Sterling Assistant Counselor
for Public Service Programs

Continuity Acceptance Department

MacRorie, Janet Editor

Engineering Department

Hanson, O. B. Vice-President and Chief Engineer
Clarke, William A.,

Manager of Technical Services

Guy, R. F. Radio Facilities Engineer

McElrath, George Operating Engineer

Wankel, F. A. Eastern Division Engineer

Rackey, C. A. Audio & Video Facilities Engineer

Shelby, R. E. Television Operations Engineer

General Service Department

Gilcher, Vincent J. Director of General Service

Dunn, Ashton Personnel Manager

Lowell, Edward M.,

Manager of Building Maintenance Division

Martin, William G.

Manager of Guest Relations Division

Information Department

Dale, Albert E. Director of Information

Barnard, Anita. Manager of Information Division

McKay, John Manager of the Press Division

International Relations- Television-

New Developments

Royal John F. Vice-President In Charge
Development and Research

Horn, C. W. Assistant Vice-President In Charge
International Shortwave Department

Elwood, John W. Manager

Woodell, Shirley Sales Manager
Television Department

Kersta, Noran E. Director of Television
Hungerford, E. Arthur, Jr.

Program Business Manager

Wade, Warren Executive Producer

Legal Department

Ashby, A. L. Vice-President & General Counsel

Butler, Franklin Attorney

Graham, R. H. Attorney—Hollywood

Grimshaw, I. L. Attorney

Hennessey, P. J., Jr. Counsel—Washington

Ladner, Henry Attorney

Leuschner, Frederick Attorney—Hollywood

McDonald, J. A. Attorney—Chicago

Myers, R. P. Attorney

Prime, E. Gardner Attorney

Swezey, Robert D. Attorney

Hogan & Hartshorn, P. J. Hennessey, Jr.
Washington Counsel

NBC Radio Recording Department

Egner, C. Lloyd Vice-President & Manager

Friedheim, Robert W. Eastern Sales Manager

Morris, Robert M. Business Manager

Parsons, Willis B. Sales Promotion Manager

Thomas, Reginald Program Director

Program Department

Menser, Clarence L. Program Manager
Brainard, Bertha,

Manager, Program and Talent Sales Division

Almonte, J. de Jara Night Program Manager

Belviso, Thomas H.

Manager, Music Library Division

Black, Frank General Music Director

Cuthbert, Margaret,

Director, Women's and Children's Programs

Guy, Helen Acting Business Manager

Kelly, Patrick J. Supervisor of Announcing

Kelly, N. Ray Supervisor of Sound Effects

La Prade, Ernest Director, Music Research

Miller, William Burke Eastern Program Manager

Roberts, Wilfred S.

Manager of Production Division

Schechter, A. A.,

Director of News and Special Events

Shervey, Helen

Manager of Central Booking Office

Stern, William Director of Sports Events

Titterton, Lewis H. Manager of Continuity

Promotion & Advertising Department

Dyke, Ken R. Director of Promotion

Rumple, Barry Research Manager

Greene, John M. Circulation Manager

J. Robert Meyer Chief Statistician

Webb, W. E.

In Charge of Institutional Promotion

Sales Department

Witmer, Roy C. Vice-President In Charge

Brown, C. B. Sales Promotion Manager

Frey, George H. Sales Service Manager

Greene, F. Melville Sales Traffic Manager

Hitz, Edward R.,

Assistant To The Vice-President In Charge

Showerman, I. E. Eastern Sales Manager

Stations Department

Hedges, William S.

Vice-President in Charge of Stations

Facilities, Development and Research

Lent, W. C. Co-Director, Washington Office

Station Relations Department

Hickox, Sheldon B., Jr. Manager

Woolley, Easton C.
 Manager of the Service Division
Managed Or Programmed Stations
Department

Gregory, Sherman D. Manager

**National Spot and Local
 Sales Department**

McConnell, J. V.
 National Spot & Local Sales Manager

Roux, William C.,
 National, Spot & Local Sales Promotion
 Manager

Tilenius, William O. Assistant Manager
 of Spot & Local Sales
Traffic Department

Woodman, Harry A. Manager

**Managed Or Programmed
 Stations**

Station Managers

CLEVELAND, OHIO

Pribble, Vernon H., Manager, Station WTAM

DENVER, COLO.

Yoder, Lloyd C., Manager, Station KOA

SAN FRANCISCO, CALIF.

Nelson, A. E., Manager Station KPO

WASHINGTON, D. C.

Berkeley, Kenneth H., Manager Station WRC

Treasury Department

Bloxham, William D. Purchasing Agent

Kelly, Harold M. Asst. Auditor

MacDonald, John H.,

Assistant to Vice-President
 and General Manager

McKeon, Harry F. Auditor

Payne, Glenn W. Budget Officer

Teichner, R. J. Assistant Treasurer

Central Division—Chicago

Merchandise Mart

Phone: Superior 8300

Kopf, H. C. Vice-President and Manager

Boyd, Maurice M. Local & Spot Sales Manager

Carlson, Emmons C.

Sales Promotion and Advertising Manager

Chizzini, Frank. Manager of Radio Recording

Cunningham, E. C. Evening Manager

Drips, William E. Director of Agriculture

Fry, Kenneth D. Director of Special Events

Golder, Frank. Program Traffic Supervisor

Herbeuex, Jules. Program Manager

Kaney, A. W. Assistant to the Manager

Luttgens, Howard C. Central Division Engineer

McCluer, Paul. Sales Manager

McDonald, J. A. Attorney

Morton, Oliver. Special Sales Representative

—Westinghouse Stations

Murphy, William J. Continuity Editor

Ray, William B. Manager of Press Relations

Waller, Judith C. Educational Director

Whalley, John F. Business Manager

Wright, W. P. Production Manager

**Western Division—
 Hollywood**

Sunset Blvd. & Vine St.

Phone: Hollywood 6161

Strotz, Sidney N. Vice-President in Charge

Andrews, William. Manager of Guest Relations

Bock, Harold. Manager of Press Relations

Bunker, Walter. Production Manager

Dellett, F. V. Auditor

Dixon, Sydney L. Sales Manager

Frost, Lewis. Assistant to Vice-President

Gale, Paul. Traffic Supervisor

Graham, R. H. Attorney—Assistant to Leuschner

Leuschner, Frederick Attorney

McAndrews, Robert. Sales Promotion Manager

Robb, Alex. S. Manager, Program and Talent Sales

Saxton, A. H. Western Division Engineer

Schuetz, Robert. Manager of Recording Division

Swallow, John. Program Manager

Williams, Wendell Continuity Editor

Washington, D. C.

14th St. & New York Ave.

Phone: Republic 4000

Russell, Frank M. Vice-President in Charge

Berkeley, Kenneth H. General Manager WRC

Coldenstroth, R. G. Auditor

Dodge, John. Sales Manager WRC

Hennessey, P. J., Jr. Counsel

Johnson, A. E. Division Engineer

Knode, Thomas E. In Charge of News,
 Press & Special Events

Shawn, Fred. Assistant Manager WRC

Smith, Carleton E. Assistant Manager WRC

Foreign Representatives

Bate, Fred England

Archinard, Paul. Vichy, France

Jordan, Max Switzerland

Stations Owned and/or Managed and/or Programmed by the

NATIONAL BROADCASTING COMPANY

WEAF	New York	Owned,	managed, operated and programmed by NBC
WMAQ	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
KOA	Denver	Owned	by General Electric
			Managed, operated and programmed by NBC.



"WHAT! CINCINNATI COSTS US ONLY \$138.72?"

At first glance, it may seem inconsistent that the cost of reaching Greater Cincinnati over WLW is so small a fraction of the station's rate. But it is a fact, because so great a part of our daily listening audience lies outside our home city.

The existence of this condition emphasizes a problem that long has confronted management men—the proper allocation of radio costs to specific markets. And it has been particularly true in the case of WLW advertisers, because of the wide coverage of the station, and the number and diversity of the markets we serve.*

Realizing the need for an accurate cost control

technique for our advertisers, WLW engaged Dr. Richard R. Mead of the Wharton School of Finance and Commerce, University of Pennsylvania. Dr. Mead studied 208,411 coincidental telephone survey calls made in 28 markets, and 396,545 pieces of mail received from four offers broadcast at four different periods of the day over WLW. The result is "The Allocation of the WLW Radio Dollar in 345 Midwestern Counties," which gives an accurate charge-off system for allocating WLW time and talent costs to 38 Merchandise-Able Areas in eight states.

Since its publication, a number of WLW advertisers have found this study so helpful in controlling sales and distribution costs that we are convinced it is a worthwhile contribution to many of the problems faced by management in modern merchandising.

Consult your advertising agency, or write to WLW, Cincinnati, Ohio. We will be glad to send a representative to explain the Cost Allocation plan, and how it applies to your problem.



*Combined retail drug and grocery sales in WLW'S Nighttime Merchandise-Able Area are one-third greater than those of New York City's five boroughs, more than three times greater than corporate Chicago!



REGIONAL NETWORKS

The American Network, Inc.

60 East 42nd St., New York, N. Y.

Phone: MURray Hill 2-2737

PERSONNEL

President.....John Shepard, 3rd
 Vice-President.....Walter J. Damm
 Executive Vice-President.....John R. Latham
 Secretary-Treasurer.....Gordon Gray
 Sales Manager.....J. W. Strickland

STATIONS

W39B, Mt. Washington, N. H.; W43B, Boston, Mass.; W55M, Milwaukee, Wisc.; W45D, Detroit, Mich.; W45CM, Columbus, Ohio; W51R, Rochester, N. Y.; W41MM, Mt. Mitchell, N. C.; W53PH, Philadelphia, Pa.; W47NV, Nashville, Tenn.

** The American Network, is comprised solely of frequency modulation stations and while not exactly a regional, it is listed herewith as the most suitable spot for prominence.*



Arizona Broadcasting Co.

(ABC Network)

711 Heard Bldg., Phoenix, Ariz.

Phone 4-4161

PERSONNEL

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

STATIONS

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

BRANCH OFFICE

48 East Broadway, Tucson, Ariz.

Phone 3703

Executive In Charge.....R. B. Williams

NATIONAL REPRESENTATIVE

Paul H. Raymer Company



The Arizona Network

836 N. Central Ave., Phoenix, Ariz.

PERSONNEL

KOY Commercial Manager.....John A. Reilly
 Business Manager.....Albert D. Johnson
 Manager of Operation.....J. R. Williams
 Chief Engineer.....R. B. Thompson
 KTUC Commercial Manager.....John Merino
 KSUN Manager.....Carleton Morris

STATIONS

KOY, Phoenix; KTUC, Tucson; KSUN, Bisbee-Douglas.

NATIONAL REPRESENTATIVE

John Blair & Company



Blue Ridge Network

Poinsett Hotel, Greenville, S. C.

Phone: Greenville 362

PERSONNEL

Manager.....B. T. Whitmire

STATIONS

WFBC, Greenville, S. C.; WISE, Asheville, N. C.; WOPI, Bristol, Tenn.-Va.; WKPT, Kingsport, Tenn.

REPRESENTATIVE

Weed & Company



California Radio System

708 Eye Street, Sacramento, Calif.

Phone: Main 5000

PERSONNEL

Vice-President.....G. C. Hamilton

General Manager.....Howard Lane

STATIONS

KFBK, Sacramento; KFWB, Los Angeles; KSAN, San Francisco; KFOX, Long Beach; KMJ, Fresno; KWG, Stockton; KERN, Bakersfield; KTMS, Santa Barbara; KFSD, San Diego; KQW, San Jose.

BRANCH OFFICES

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

Phone: MURray Hill 2-8690

Manager.....Humboldt Grieg

530 West Sixth St., Los Angeles, Calif.

2223 Russ Bldg., San Francisco, Calif.

Phone: Exbrook 2093

NATIONAL REPRESENTATIVE

Paul H. Raymer Co.



Central States Broadcasting System

Omaha (Nebr.): Omaha National Bank Bldg.

Phone: Jackson 7626

Lincoln (Nebr.): Hotel Lincoln

Phone: 2-3214

PERSONNEL

President.....Frank D. Throop

General Manager.....Don Searle

How Green Is My Valley?

PLENTY!

The Don Lee Broadcasting System has now completed the last important link in the Pacific Coast's only network covering every one of the 32 important Pacific Coast Markets, with the addition of station KFRE in Fresno, the biggest market in the rich agricultural San Joaquin Valley. *Now* every important market on the Pacific Coast is covered by a local Don Lee station. More than 9 out of every 10 radio homes on the Pacific Coast are within 25 miles of a Don Lee station. If you have a sales message for the radio listeners in Fresno . . . if you have a message for any of the 10,000,000 people on the Pacific Coast, buy the network Pacific Coast advertisers prefer* . . . Don Lee.

**Don Lee carries more Pacific Coast network business than the other three networks combined.*

Mutual **DON LEE**

THOMAS S. LEE, Pres. — LEWIS ALLEN WEISS, Vice-Pres.
and General Manager — 5515 Melrose Ave., Hollywood, Calif.

Sales Manager Arthur J. Weaver
 Manager, Lincoln Office Jud Woods
 Chief Engineer Mark Bullock

STATIONS

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

REPRESENTATIVE

Edward Petry & Co., Inc.



The Colonial Network

21 Brookline Ave., Boston, Mass.

Phone: Commonwealth 0800

PERSONNEL

President John Shepard 3rd
 V-P in Charge of Operations R. L. Harlow
 V-P in Chg. of Sales & Production Linus Travers
 V-P in Chg. of Engineering Paul A. DeMars
 Sales Manager W. W. Warner
 Sales & Station Relations Gerald Harrison
 Editor of Colonial Network
 News Service Robert Myers
 Director, Merchandising &
 Promotion James S. Powers
 Director of Publicity Al Stephenson
 Director of Merchandising F. C. McVarish
 Director of Special Events Fred McLaughlin
 Chief Engineer Irving Robinson
 Program Director Eleanor Geer
 Sports Editor Jim Britt
 Production Director George Steffy
 Chief Meteorologist, Weather Service,
 Salvatore Pagliuca

BRANCH OFFICES

Crown Hotel, Providence, R. I.

Phone: Dexter 1500

Supervisor Malcolm S. Parker
 1110 Chapel St., New Haven, Conn.

Phone: 7-2266

Supervisor Judson LaHaye
 Hotel Stratfield, New Haven, Conn.

Phone: 6-1121

Supervisor Joseph Lopez

STATIONS

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

NATIONAL REPRESENTATIVE

Edward Petry & Co., Inc.

The Cowles Group

Des Moines Register and Tribune Building,
 Des Moines, Ia.

Phone: 3-2111

PERSONNEL

President Gardner Cowles, Jr.
 Vice-President John Cowles
 Vice-President and Treasurer Luther L. Hill
 Vice-President Sumner Quarton
 Manager (WNAX) Robert R. Tinchler
 National Sales Manager H. T. Enns
 Com. Manager (Des Moines) Craig Lawrence
 Com. Manager (Cedar Rapids) W. E. Quarton
 Com. Manager (Yankton) Phil Hoffman

STATIONS

KSO, Des Moines; KRNT, Des Moines; WMT, Waterloo-Cedar Rapids; WNAX, Yankton-Sioux City.

BRANCH OFFICES

Paramount Theater Bldg., Cedar Rapids, Ia.

Phone: 6126

Manager Sumner Quarton
 Russell Lamson Hotel, Waterloo, Ia.

Phone: 236

Manager Don E. Inman
 Gurney Bldg., Yankton, S. D.

Phone: 443

Manager Robert R. Tinchler
 Orpheum Theater Bldg., Sioux City, Ia.

Phone: 8-5666

Manager Ed La Grave

NATIONAL REPRESENTATIVE

The Katz Agency



Don Lee Broadcasting System

5515 Melrose Ave., Hollywood, Calif.

Phone: Hollywood 8111

San Francisco office: 1000 Van Ness Ave.

PERSONNEL

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

STATIONS

Southern California: KHJ, Los Angeles; KGB, San Diego; KDB, Santa Barbara; KFXM, San Bernardino; KPMC, Bakersfield; KVOE, Santa Ana; KXO, El Centro; KVEC, San Luis Obispo.

Northern California: KFRC, San Francisco; KMYC, Marysville; KHSL, Chico; KVCV, Redding; KYOS, Merced; KDON, Monterey; KIEM, Eureka; KFRE, Fresno.

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

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

NATIONAL REPRESENTATIVE

John Blair & Co.

Corn Belt Wireless Rebroadcasting Service

c/o WHO, Des Moines, Ia.

Phone: 3-7147

PERSONNEL

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

STATIONS

Basic: WHO, Des Moines; WOC, Davenport;
KMA, Shenandoah.

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

This network is a service supplied by WHO, Des Moines, providing for rebroadcasting, without the use of lines, by other stations in the Middle West that can consistently pick up and rebroadcast its signal.

NATIONAL REPRESENTATIVE

Free & Peters, Inc.

★

Foothills Group

1000 Southam Bldg., Calgary, Alberta, Canada

Phone: R 1036

PERSONNEL

General Manager.....H. R. Carson
Manager (Calgary).....V. F. Nielsen
Manager (Lethbridge).....A. J. Balfour
Manager (Edmonton).....G. S. Henry
Manager (Grand Prairie).....Gordon Cummings

STATIONS

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

BRANCH OFFICES

Marquis Hotel, Lethbridge, Alberta, Canada
Phone: 3872

Birks Bldg., Edmonton, Alberta, Canada
Phone: 26131

Grande Prairie, Alberta, Canada
Phone: 153

NATIONAL REPRESENTATIVE

Weed & Co.; All-Canada Radio Facilities, Ltd.

★

Georgia Broadcasting System

(Selling Group; not available as a network)

1420 Second Avenue, Columbus, Ga.

Phone: 4300

Atlanta Office: Henry Grady Bldg.

Phone Walnut 4377

PERSONNEL

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

STATIONS

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

NATIONAL REPRESENTATIVE

Spot Sles, Inc.

★

Georgia Major Market Trio

Atlanta Office: Forsyth Bldg.

Phone: Walnut 8441

Macon Office: 211 Cotton Ave.

Phone: 3131-2

Savannah Office: 516 Abercorn St.

Phone: 2-127-8-9

PERSONNEL

General Manager (WGST).....C. H. Calhoun

General Manager (WMAZ).....E. K. Cargill

General Manager (WTOC).....W. T. Knight

STATIONS

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

REPRESENTATIVE

The Katz Agency

★

Inter-City Broadcasting System

1657 Broadway, New York City

Phone: Circle 6-2200

PERSONNEL

General Manager.....Don S. Shaw

Sales Manager.....Charles Stark

Sales Promotion Manager.....Maxwell Dane

Publicity-Special Events Dir.....Leon Goldstein

Program Director.....Walter Craig

Musical Director.....Joe Rines

Program Manager.....William Card

Chief Engineer.....Frank Marx

STATIONS

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

REPRESENTATIVE

Virgil Reltter & Co. (West)

★

Intermountain Network

c/o KLO, Ogden, Utah

Phone: 5721

PERSONNEL

Business Manager.....George C. Hatch

STATIONS

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

REPRESENTATIVE

George P. Hollingbery Co.

★

Kansas State Network

c/o Don Davis, Scarritt Bldg., Kansas City, Mo.

Phone: Harrison 1161

PERSONNEL

Sales Manager.....Don Davis

Program Co-Ordinator.....John T. Schilling

EXECUTIVE COMMITTEE

Ray Linton (KFBI); R. J. Laubengayer (KSAL); J. Nelson Rupard (KTSW); Clem Morgan (KVGB); John Schilling (WHB).

STATIONS

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

★

Lake Superior Network

124 East McLeod Ave., Ironwood, Mich.
Phone: 20

PERSONNEL

President.....N. C. Ruddell
Secretary-Treasurer.....J. W. Rice

STATIONS

WHDF, Calumet-Houghton, Mich.; WJMS, Ironwood, Mich.; WATW, Ashland, Wisc.; WDSM, Duluth-Superior, Wisc.

NATIONAL REPRESENTATIVE

Bogner & Martin

★

The Lone Star Chain

Medical Arts Bldg., Fort Worth, Texas
Phone: 3-1234

Dallas Office: c/o WFAA & KGKO

PERSONNEL

Managing Director.....James W. Pate
Operating Committee.....Harold V. Hough,
Chairman; O. L. Taylor, Tilford Jones.

STATIONS

KGKO, Fort Worth-Dallas; KXYZ, Houston; KRIS, Corpus Christi; K TSA, San Antonio; KRGV, Weslaco; KGNC, Amarillo; KFDM, Beaumont (supplementary).

NATIONAL REPRESENTATIVES

Howard H. Wilson Co.

★

Mason-Dixon Radio Group

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

PERSONNEL

General Manager.....Clair R. McCollough
Sales Manager.....J. Robert Gulick
Promotion-Traffic Manager,
Paul O. Rodenhauser

Technical Director.....J. E. Mathiot

STATIONS

WORK, York, Pa.; WDEL, Wilmington, Del.; WGAL, Lancaster, Pa.; WAZL, Hazleton, Pa.; WEST, Easton, Pa.; WILM, Wilmington, Del.; WKBO, Harrisburg, Pa.

NATIONAL REPRESENTATIVE

Paul H. Raymer Co.

Michigan Radio Network

Operated by the King-Trendle Broadcasting Corp.

Stroh Bldg., Detroit, Mich.

Phone: Cherry 8321

PERSONNEL

President-Treasurer.....George W. Trendle
Secretary-General Manager. H. Allen Campbell
Vice-President.....John H. King

STATIONS

W XYZ, Detroit (Key Station); WBCM, Bay City; WFDF, Flint; WJIM, Lansing; WIBM, Jackson; WELL, Battle Creek; WHLS, Port Huron; WOOD-WASH, Grand Rapids.

REPRESENTATIVE

Paul H. Raymer Co.

★

Mountain & Plain Network

Albany Hotel, Denver, Colo.

Phone: Keystone 0178

PERSONNEL

Sales Manager.....Gene O'Fallon
Manager of Station Relations....Frank Bishop

STATIONS

KFEL, Denver; KFKA, Greeley, Colo.; KFXJ, Grand Junction, Colo.; KYAN, Cheyenne, Wyo.

★

North Central Broadcasting System, Inc.

Commodore Hotel, St. Paul, Minn.

Phone: Dale 6595

PERSONNEL

President-General Manager....John W. Boler
Vice-President.....Howard S. Johnson
Treasurer.....D. C. Shepard

STATIONS

KVFD, Fort Dodge, Ia.; KTRL, Sioux City, Ia.; WJMS, Ironwood, Mich.; WLOL, Minneapolis, Minn.; KATE, Albert Lea, Minn.; KGDE, Fergus Falls, Minn.; KVOX, Moorhead, Minn.; KWNO, Winona, Minn.; KDLR, Devils Lake, N. D.; KRMC, Jamestown, N. D.; KLP M, Minot, N. D.; KGCU, Mandan, N. D.; KABR, Aberdeen, S. D.; WHBY, Appleton, Wisc.; WATW, Ashland, Wisc.; KFIZ, Fond du Lac, Wisc.; WCLO, Janesville, Wisc.; WEMP, Milwaukee, Wisc.; WIBU, Poynette, Wisc.; WRJN, Racine, Wisc.; WEBL, Sheboygan, Wisc.; WDSM, Superior, Wisc.; WSAU, Wausau, Wisc.; WFHR, Wisconsin Rapids, Wisc.

Northern Broadcasting & Publishing, Ltd.

(Ontario Canadian Broadcasting Corporation)
Thomson Bldg., Timmins, Ont., Canada
Phone: 500

PERSONNEL

President.....R. H. Thomson
Secretary-Treasurer.....S. Chapman
General Manager.....Jack K. Cooke
Manager (CKGB).....Murray Morrison
Manager (CJJKL).....Jack Davidson
Manager (CFCH).....Cliff Pickrem
Manager (CKRN).....J. O. Tardif
Manager (CKVD).....Dan Carr

STATIONS

CKGB, Timmins, Ont.; CJKL, Kirkland Lake, Ont.; CFCH, North Bay, Ont.; CKVD, Val D'Or, Que.; CKRN, Rouyn-Noranda, Que.; associated with CKWS, Kingston, Ont., and CHEX, Peterborough, Ont.

BRANCH OFFICE

307 Victory Bldg., Toronto, Ont., Canada
Phone: Elgin 2484

Manager.....G. E. Tonkin
310 Keefer Bldg., Montreal, Que., Canada
Phone: HA 3051
Manager.....R. A. Leslie

★

Northland Network

c/o Radio Station WDGY, Minneapolis, Minn.
Phone: Bridgeport 7777; Midway 6363

PERSONNEL

Commercial Manager (WDGY).....Lee L. Whiting
Commercial Manager (WDSM).....R. D. Kennedy

STATIONS

WDSM, Duluth-Superior, Wisc.; WDGY, Minneapolis, Minn.

NATIONAL REPRESENTATIVE

William G. Rambeau Co.

★

Northwest Network

c/o KSTP, Hotel Saint Paul, St. Paul, Minn.
Phone, Cedar 5511

Sales Office: c/o KSTP, Hotel Radisson,
Minneapolis, Minn.

Phone: Bridgeport 3222

PERSONNEL

General Manager.....Stanley E. Hubbard
Treasurer.....Kenneth M. Hance
Sales Manager.....Ray C. Jenkins
Farm Director.....Val Bjornson

STATIONS

KSTP, St. Paul, Minn. (Key station); WEBC, Duluth, Minn.; KYSM, Mankato, Minn.; KROC, Rochester, Minn.; KFAM, St. Cloud, Minn.; KFYR, Bismarck, N. D.; WDAY, Fargo, N. D.; WEAU, Eau Claire, Wisc.

NATIONAL REPRESENTATIVE

Edward Petry & Co.

Oklahoma Metropolitan Line

c/o KOMA, Biltmore Hotel
Oklahoma City, Okla.
Phone 2-3191

c/o KTUL, 320 S. Boston Ave., Tulsa, Okla.

Phone 2-3191

PERSONNEL

Manager (KOMA).....William C. Gillespie
Manager (KTUL).....William C. Gillespie
Commercial Manager (KOMA).....Jack Howell
Commercial Manager (KTUL).....John Esau
NATIONAL REPRESENTATIVE
Free & Peters, Inc.

★

The Oklahoma Network

1800 West Main St., Oklahoma City, Okla.

Phone: 3-8352

PERSONNEL

President.....Joseph W. Lee
Vice-President.....Tams Bixby, Jr.
Secretary-Treasurer.....Milton B. Garber
Managing Director.....Robert D. Enoch

STATIONS

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

NATIONAL REPRESENTATIVE

Arthur H. Hagg & Associates

★

Pacific Broadcasting Co.

914 Broadway, Tacoma, Wash.

Phone: Main 4144

PERSONNEL

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

STATIONS

Oregon: KALE, Portland; KFJI, Klamath Falls; KOOS, Marshfield; KRNR, Roseburg;

KORE, Eugene; KAST, Astoria; KWIL, Albany.

Washington: KGY, Olympia; KELA, Centralia; KIT, Yakima; KMO, Tacoma; KOL, Seattle; KGA, Spokane; KRKO, Everett; KXRO, Aberdeen; KWLK, Longview.

★

The Pennsylvania Network

1622 Chestnut St., Philadelphia, Pa.

Phone Locust 7700

PERSONNEL

Manager.....Kenneth W. Stowman

STATIONS

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

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; WSAN, Allentown; WWSW, Pittsburgh; WSNJ, Bridgeton, N. J.



Radio Programas de Mexico

Ayuntamiento No. 54, Mexico City, Mexico
Phone: L-13-73

PERSONNEL

President.....Emilio Azcarraga
Manager.....Clemente Serna Martinez
Control.....Antonio Euffrasio O.
Accounting.....Alex Buelna

STATIONS

XEBI, Aguascalientes, Ags.; XEBJ, Ciudad Victoria, Tamps.; XECW, Cordoba, Ver.; KESA, Culiacan, Sin.; XEFL, Chihuahua, Chih.; XEBU, Chihuahua, Chih.; XEE, Durango, Dgo.; XEDK, Guadalajara, Jal.; XEHL, Guadalajara, Jal.; XEBH, Hermosillo, Son.; XEBO, Irapuato, Gto.; XERZ, Leon, Gto.; XECF, Los Mochis, Sin.; XEAM, Matamoros, Tamps.; XEFC, Merida, Yuc.; XEME, Merida, Yuc.; XERJ, Mazatlan, Sin.; XECL, Mexicali, B. C.; XEFB, Monterrey, N. L.; XEMR, Monterrey, N. L.; XEFE, Nuevo Laredo, Tamps.; XEPP, Orizaba, Ver.; XETQ, Orizaba, Ver.; XEJR, Parral, Chih.; XEMU, Piedras Negras, Coah.; XEHR, Puebla, Pue.; XEJX, Queretaro, Qro.; XECZ, San Luis Potosi, S. L. P.; XEBM, San Luis Potosi, S. L. P.; XES, Tampico, Tamps.; XERK, Tpic, Nay.; XEBG, Tijuana, B. C.; XEBP, Tcrreon, Coah.; XEBQ, Torreon, Coah.; XEHV, Veracruz, Ver.; XEU, Veracruz, Ver.; XECA, Tampico, Tamps.; KEP, Ciudad Juarez, Chih.



South Central Quality Network

Address Individual Stations

PERSONNEL

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

STATIONS

WMC, Memphis, Tenn.; WJDX, Jackson, Miss.; WSMB, New Orleans, La.; KARK, Little Rock, Ark.; KWKH, Shreveport, La.; KTBS, Shreveport, La.

The Southern Network

Radio Bldg., Walnut & Short Sts.

Lexington, Ky.

Phone 1721

PERSONNEL

President.....Gilmore N. Nunn
Vice-President.....J. Lindsay Nunn
Secretary-Treasurer.....Warren G. Davis
Production Manager.....Ted Grizzard
Chief Engineer.....Sanford Helt
Manager (WKRC).....Hulbert Taft, Jr.
Manager (WGRC).....S. A. Cisler
Manager (WSIX).....Jack M. Draughon
Manager (WCM).....Warren G. Davis
Manager (WLAP).....Gilmore N. Nunn

STATIONS

WLAP, Lexington, Ky.; WCM, Ashland, Ky. (Huntington, W. Va.); WGRC, New Albany, Ind. (Louisville, Ky.); WSIX, Nashville, Tenn.; WKRC, Cincinnati, Ohio.

REPRESENTATIVE

Burn-Smith Co., Inc.



Southeentral Quality Network

c/o Individual Stations

PERSONNEL

Manager (KARK).....G. E. Zimmerman
Manager (WMC).....Henry Slavick
Manager (KWKH-KTBS).....John McCormack
Manager (WJDX).....Wiley Harris

STATIONS

KARK, Little Rock, Ark.; KWKH-KTBS, Shreveport, La.; WJDX, Jackson, Miss.; WMC, Memphis, Tenn.



The Texas Quality Network

Address Individual Stations

The Texas Quality Network is a cooperative group of stations, each outlet being a sales office for the other.

PERSONNEL

Manager (WFAA).....Martin Campbell
Manager (WBAP).....George Cranston
Manager (WOAI).....Hugh A. L. Hallif
Manager (KPRC).....Kern Tips

STATIONS

WFAA, Dallas; WBAP, Fort Worth; WOAI, San Antonio; KPRC, Houston.

NATIONAL REPRESENTATIVE

Edward Petry & Co., Inc.

Texas State Network

1201 West Lancaster Ave., Fort Worth, Texas
Phone: 3-9363

PERSONNEL

President.....Ruth G. Roosevelt
General Manager.....Gene L. Cagle
Vice-President.....Robert K. Hanger
Assistant General Manager.....Hardy Harvey
Merchandising Director.....L. R. Duffy
Program Director.....Russ Lamb
Chief Accountant.....D. C. Hornburg
Traffic Manager.....Frances Griffith
Technical Supervisor.....Truett Kimzey
Chief Engineer.....Ed Starnes

STATIONS

KFJZ, Fort Worth; KRBC, Abilene; KGKL, San Angelo; KBST, Big Spring; KRLH, Midland; KRRV, Sherman-Denison; KPLT, Paris; KNOW, Austin; KABC, San Antonio; KVWC, Vernon; KTEM, Temple; WRR, Dallas; KFYO, Lubbock; KFDA, Amarillo; KCMC, Texarkana; WACO, Waco.

NATIONAL REPRESENTATIVE

Weed & Co.

★

Tri-City Stations of Virginia

Allied Arts Bldg., Lynchburg, Va.

Phone: 3032

PERSONNEL

Manager.....Carl B. Ogilvie

STATIONS

WSLS, Roanoke; WLVA, Lynchburg; WBTM, Danville.

★

West Virginia Network

WCHS Auditorium, Charleston, W. Va.

PERSONNEL

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

STATIONS

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

NATIONAL REPRESENTATIVE

The Branham Co.

★

Wisconsin Network, Inc.

Wisconsin Rapids, Wisc.

PERSONNEL

President.....W. F. Huffman
Program Director.....Richard E. Stockwell

STATIONS

WRJN, Racine; WCLO, Janesville; WIBU, Poynette; WHBL, Sheboygan; WHBY, Appleton; WFHR, Wisconsin Rapids; KFIZ, Fond du Lac; WSAU, Wausau; Associate Stations: WEMP, Milwaukee; WTAQ, Green Bay.

BRANCH OFFICE

333 N. Michigan Ave., Chicago, Ill.
Phone, RANdolph 6225

★

The Yankee Network

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

PERSONNEL

President.....John Shepard 3rd
V-P in Chg. of Operations.....R. L. Harlow
V-P in Chg. of Sales & Production...Linus Travers
V-P in Chg. of Engineering...Paul A. DeMars
Executive Secretary.....Robert Bartley
Sales and Station Relations...Gerald Harrison
Editor, Yankee Network News Service,

Robert Myers

Director of Merchandising and Promotion,

James S. Powers

Director of Merchandising.....F. C. McVarish

Director of Publicity.....Al Stephenson

Director of Special Events...Fred McLaughlin

Chief Engineer.....Irving Robinson

Program Director.....Eleanor Geer

Sports Editor.....Jim Britt

Chief Meteorologist.....Salvatore Pagliuca

Production Director.....George Steffy

Merchandising Coordinator.....Ward Willett

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; WNLG, New London; WHAL, Greenfield; WCOU, Lewiston and Auburn; WBRK, Pittsfield; WSYB, Rutland, Vt.

BRANCH OFFICES

Crown Hotel, Providence, R. I.

Phone: DEXter 1500

Supervisor.....Malcolm S. Parker

1110 Chapel St., New Haven, Conn.

Phone: 7-2266

Supervisor.....Judson LaHave

Hotel Stratfield, Bridgeport, Conn.

Phone: 6-1121

Supervisor.....Joseph Lopez

NATIONAL REPRESENTATIVE

Edward Petry & Co., Inc.

★

Z (Bar) Net

P. O. Box 1956, Butte, Montana

Phone: 22-344

PERSONNEL

Manager.....E. B. Craney

STATIONS

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

NATIONAL REPRESENTATIVE

The Walker Co.



KEYSTONE BROADCASTING SYSTEM, INC.

DECEMBER 15, 1940, marked the inauguration of the Keystone Broadcasting System, a new, nation-wide network. On that date, KBS released its first sustaining programs to 66 radio stations throughout the country, —



**Michael M. Sillerman
President**

marking the beginning of a new, unique venture in the field of commercial radio.

For the first time in broadcasting history, a "network" consisting of low-wattage stations serving secondary markets was put into active operation via electrical transcriptions.

Setting up KBS was the culmination of two years' activity. The entire plan was based on observations of the Keystone management: Small-town, low-powered radio stations were not receiving serious consideration from national advertisers sponsoring important popular programs. These big-time programs were doing a fine job of moving the sponsors' products in those markets where consumer-listeners were able to hear them, but the neglect of the secondary markets was costing both the advertisers and the stations a tremendous, unrealized and justified potential.

Station owners, sponsors and agencies all agreed that the plan itself was a good one,—but added "You'll be very lucky if you get your first commercial by the end of your first two years!" However, by the seventh month of actual operation, KBS was releasing to its affiliates the famous "Lum 'n' Abner" series, sponsored by Miles Laboratories for Alka-Seltzer!

Progress

Keystone's progress, by the end of 1941, its first year of operation, more than justified the aims and policies of its management. The following is from the KBS year-end report:

"Beginning 1941 with 66 stations, the Keystone Broadcasting System completed

its first year with 152 affiliates—an increase of 86 stations.

"During this period, aggregate power of the network was increased by 35,000 watts. New stations added to the KBS list raised the potential listening audience by 23,000,000 to a total coverage of approximately 53,000,000 persons.

"An increase of 8,000,000 radio homes in the listening areas of new KBS affiliates made a total of 11,000,000 families served by the 'network,' as of the end of 1941.

"The first large-scale 'invasion' into the KBS secondary markets by a major advertiser occurred in June, 1941, with the introduction of the 'Lum 'n' Abner' series by Miles Laboratories, over 129 KBS stations from coast to coast.

"Late in November another 'first' occurred in the form of a widespread night-time extension, into the secondary markets, of Lever Brothers' 'Burns and Allen' program, for Swan Soap.

"Keystone comes to the end of its first year with an increase, in sponsored time, exceeding 15,000 hours for the year.

"When war was declared in December, the network and its affiliates with the rest of the radio field, pledged their facilities to full cooperation with the authorities and the nation 'for the successful prosecution of the war!'"

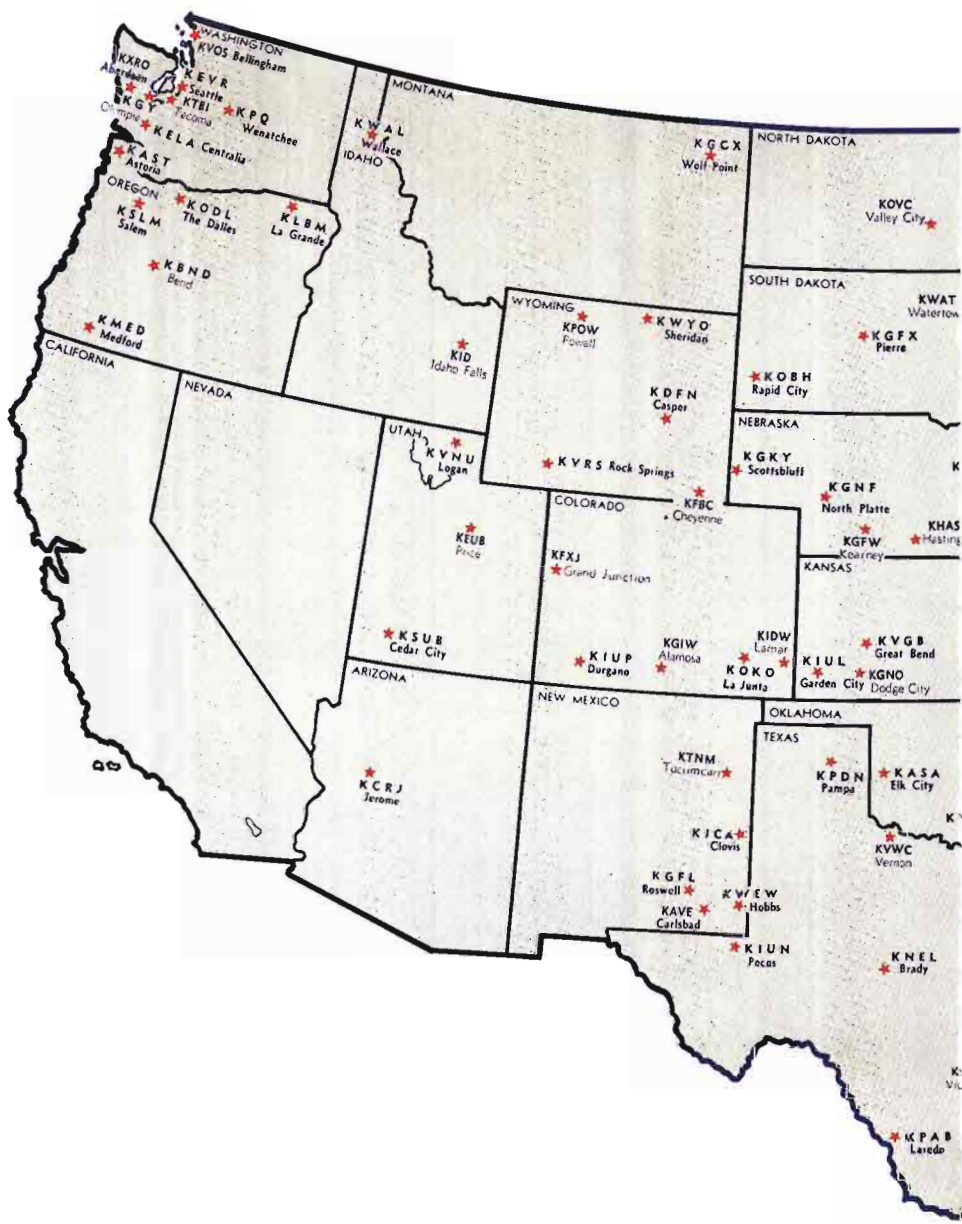
Future

Now, with the beginning of 1942, the road ahead is well-defined by the almost phenomenal achievement of this network during its first year of service.

The policy introduced by KBS has revolutionized a large portion of the general concepts of the radio field regarding the smaller, secondary markets of the nation. For the first time, national advertisers can cover secondary markets intensively at less than mass coverage costs. For the first time, smaller stations can now broadcast national prestige programs. Thus, the ever-greater progress of Keystone is assured by the very forces which are responsible for its success: the advantages gained by lower-wattage stations and the increased coverage for sponsors of major programs. These all-important elements promise for KBS a vital and permanent place in the American broadcasting picture.



KEYSTONE BROADCASTING SYSTEM



Facilities as of January 1, 1942

City names in lightface type are additions to Keystone Broadcasting System, 1941-1942

320-B

BROADCASTING SYSTEM



KEYSTONE

Broadcasting System

Administrative Office

580 Fifth Avenue
New York, N. Y.
LONGacre 3-2221

Directors

Michael M. Sillerman
Sidney J. Wolf
Arthur Wolf

Officers

President.....Michael M. Sillerman
Vice-President.....Arthur Wolf
Vice-President.....William Wolf
Secretary-Treasurer.....Sidney J. Wolf

Staff

Director of Station Relations.....Mort Adams
Sales and Promotion Consultant.....Alvin Austin
Program Director.....Pegot Waring
Continuity.....Dean Owen
Accounting and Statistics.....Leonard H. Davidson
Traffic Manager.....Jay LeRoy
Music Copyrights.....Sylvia Young
Sales Representative.....Naylor Rogers
Sales Representative.....Albert F. Dykes
Sales Representative.....Noel Rhys

Branch Offices

134 North LaSalle Street
Chicago, Illinois
Phone, State 4590

6331 Hollywood Boulevard
Hollywood, California
Phone, Hempstead 0460

