

NETWORKS

NATIONAL CHAINS

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

(1) *Maps which indicate the call letters and locations of affiliated stations.*

(2) *Personnel lists, wherein the locations of branch offices are also noted.*

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

COLUMBIA BROADCASTING SYSTEM PERSONNEL LIST

William S. Paley, President.
Edward Klauber, Executive Vice-President.
Paul W. Kesten, Vice-President.
Lawrence W. Lowman, Vice-President and Secretary.
Medford R. Runyon, Vice-President.
Sam Pickard, Vice-President.
Frank K. White, Treasurer.
Frederic A. Willis, Assistant to the President.
James M. Seward, Assistant Treasurer.
Jos. A. Burgess, Jr., Personnel Manager.
Jos. H. Ream, General Attorney.
Hugh K. Boice, Vice-President in Charge of Sales.
William C. Gittinger, Sales Manager.
William H. Ensign, Assistant Sales Manager.
B. J. Prockter, Manager of Sales Service.
J. J. Karol, Director of Sales Research.
Victor M. Ratner, Director of Sales Promotion.
J. K. Churchill, Chief Statistician.
H. V. Akerberg, Vice-President in Charge of Station Relations.
J. G. Gude, Station Relations Manager.
Hugh A. Cowham, Commercial Engineer.
Edwin King Cohan, Director of General Engineering.
A. B. Chamberlain, Chief Engineer.
Peter G. Goldmark, Television Director.
Donald A. Higgins, Director of Public Relations.
Jos. McElliott, Manager of Photographic Division.
W. B. Lewis, Vice-President and Director of Broadcasts.
Douglas Coulter, Assistant Director of Broadcasts.
Max Wylie, Manager Script Division.
Paul W. White, Director of Public Affairs.
Fred Bethel, Manager of Music Division.
Jan Schimek, Director of Copyright Division.
Julius Mattfeld, Music Librarian.
Sterling Fisher, Director of Radio Talks.
Leonard H. Hole, Director of Program Service.
Harriett Hess, Manager of Typing Division.
John S. Carlile, Production Manager.

Walter R. Pierson, Manager of Sound Effects Division.
Gilson B. Gray, Commercial Editor.
Albert H. Bryant, Manager of Mail and Files.
John E. Forsander, Purchasing Agent.
Samuel R. Dean, Comptroller.
Arthur S. Padgett, Chief Auditor.
J. Kelly Smith, Manager of Radio Sales.
Arthur H. Hayes, Eastern Sales Manager Radio Sales.
I. S. Becker, Business Manager of Columbia Artists, Inc.
G. Stanley McAllister, Manager of Construction and Building Operations.
Henry Grossman, Eastern Division Operations Engineer.

CHICAGO

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

WASHINGTON

Harry C. Butcher, Vice-President.
A. D. Willard, Jr., Sales Manager and Station Manager WJSV.
Clyde Hunt, Chief Engineer.
Harry R. Crow, Accountant.
Frederick A. Long, Program Director.
Ann Gillis, Publicity Manager.
Paul A. Porter, Attorney.

CINCINNATI

John McCormick, Manager of Station WKRC.
Frank Dieringer, Chief Engineer.
Ruth Reeves Lyons, Program Director.
Margaret Maloney, Publicity Manager.

CHARLOTTE

William A. Schudt, Jr., Manager of Station WBT.
H. H. Holtshouser, Accountant.
James Beloungy, Chief Engineer.
Chas. H. Crutchfield, Publicity Director.
D. H. Long, Sales Manager.

MINNEAPOLIS

Earl H. Gammons, Manager of Station WCCO.
Ruth M. Brinley, Accountant.
H. S. McCartney, Chief Engineer.
Hayle C. Cavanor, Program Director.
Alvin B. Sheehan, Manager of Artists Bureau.
K. W. Husted, Sales Manager and Assistant Station Manager.

ST. LOUIS

James D. Shouse, Manager of Station KMOX.
G. L. Tevis, Chief Engineer.



glad to help

Whether you're stuck on tough radio problems, or little ones!

Sometimes a phone call does the trick. Sometimes it takes a week of work. In either case we're glad to help . . . whether you're stuck on tough radio problems, or little ones. Glance over these typical questions. They are a few of the hundreds recently asked and *answered* at CBS: "headquarters for radio facts" as someone was nice enough to call us.

What is the proportion of French and English listeners among radio owners in the Province of Quebec?

How many programs have been on the air 600 times or more?

What are the essential differences in the various methods of getting radio data and measuring program popularity?



What CBS stations are heard in each of the attached list of 850 counties?

What magazine publishers now use radio advertising, and what is the nature of their programs?

What are radio engineers' measurements of "Primary" Coverage and how reliable are they as an index to station "circulation"?

What programs on the air today use guest talent?

Where can we find a script writer able to adapt the works of Charles Dickens for radio broadcasting?

Why do stations have such different "listening areas" day and night?

How do the listening habits of college students compare with those of the average audience?



What copy testing techniques are available for checking the effectiveness of radio programs?

What's the difference in hours of listening by income levels in cities of 2,500 to 250,000?



How does the cost per 1,000 actual listeners to a typical thirty-minute program compare with the cost per 1,000 actual readers of a page advertisement in a leading weekly publication?

What percent of the homes in Australia have radio sets?

How much did the audience spend in order to listen in 1936? Want breakdown by cost of new sets, repairs, tubes, and electric power.

What percent of Mississippi families own radios, in towns of under 10,000?

How many radio homes are in the Pacific Time Zone, and what percent is this figure of the U.S. total?



Give us a report on the number and nature of "low-cost" network programs on the air in 1936, 1937.

What programs are now on the air, day or night, that are devoted to fashions in dress?

Ask us another . . . One of the more important jobs at Columbia is helping you solve radio problems. It's part of the even more important job Columbia is called on to do: carrying, annually, the radio campaigns of more of the country's largest advertisers, than any other network.

COLUMBIA BROADCASTING SYSTEM
485 Madison Avenue • New York City



VARIETY, you've done a swell job! Much of the material assembled in your new directory is nowhere else available, between covers. But radio data gets old *fast*. New material, new developments, are *always* in work. That's why we shall continue to report radio's growth as closely in the future as we have in the past . . . It's an integral part of the *complete* service of the Columbia Broadcasting System. We're glad to help.

R. S. Gillingham, Accountant.
C. G. Renier, Program Director.
Merle S. Jones, Publicity Manager.
K. W. Church, Sales Manager.
Louis Nelson, Sales Promotion Manager.

HOLLYWOOD

D. W. Thornburgh, Vice-President and Manager of KNX.
John M. Dolph, Assistant to Vice-President.
C. A. Carlson, Accountant.
Lester Bowman, Western Division Operations Engineer.
John Clarke, News Editor.
Charles Vanda, Program Director.
Hector L. Chevigny, Continuity Editor.
Fox Chase, Director of Special Events.
Edith S. Todesca, Production Manager.
DeLafayette Carter, Publicity Manager.
Harry W. Witt, Sales Manager, Los Angeles.
Henry M. Jackson, Sales Manager, San Francisco.
Edwin W. Buckalew, Director of Sales Promotion, Los Angeles.
Oscar Reichenbach, Director of Sales Promotion, San Francisco.
Alan Cormack, Traffic Manager.

BOSTON

Harold E. Fellows, Manager of Station WEEL.
Sidney L. Hoffman, Accountant.
Philip K. Baldwin, Chief Engineer.
Lloyd G. del Castillo, Production Manager.
Lewis S. Whitcomb, Publicity Director and Assistant Station Manager.
H. Roy Marks, Sales Manager.

DETROIT

Webster H. Taylor, Sales Manager.
Owen F. Uridge, Radio Sales Representative.

LONDON

E. R. Murrow, European Representative.

MUTUAL BROADCASTING SYSTEM PERSONNEL LIST

Alfred J. McCosker, Chairman of the Board; W. E. Macfarlane, President.
T. C. Streibert, Vice-President.
E. M. Antrim, Secretary-Treasurer.
Fred Weber, General Manager.
David D. Chrisman, Eastern Sales Representative.
Ade Hult, Salesman.
John R. Overall, Salesman.
George U. Harvey, Salesman.
Sidney P. Allen, Salesman.
Clifford H. Glick, Salesman.
Robert A. Schmid, Sales Promotion Manager.
Lester Gottlieb, Publicity Coordinator.
Adolph Opfinger, Program Coordinator.
Andrew L. Poole, Traffic Manager.
Don Pontius, Midwestern Program Coordinator.
Miles E. Lamphiear, Auditor.

MUTUAL BROADCASTING SYSTEM OFFICES

Chicago: Chicago Tribune Tower. Phone: Superior 0100.

New York: 1440 Broadway. Phone: Pennsylvania 6-9602.

Los Angeles: Don Lee Building, Seventh at Bixel Street. Phone: Van Dyke 7117.

Boston: 21 Brookline Avenue. Phone: Commonwealth 0800.

THIS IS THE MUTUAL B



BROADCASTING SYSTEM



Copyright - Mutual Broadcasting System
A. B. Mairhead, Inc. Base Map

MUTUAL PERSONNEL—Continued

Detroit: Union Guardian Building. Phone: Cadillac 7200.

San Francisco: 1000 Van Ness Avenue. Phone: Prospect 0100.

England: Underdowns, Chaldon Way, Coulsdon, Surrey.

Other offices are located in affiliated stations throughout the country.

NATIONAL BROADCASTING CO. PERSONNEL LIST

New York City: 30 Rockefeller Plaza. Circle 7-8300.

David Sarnoff, Chairman of the Board.

Lenox R. Lohr, President.

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

George Engles, Vice-President.

Frank E. Mason, Vice-President.

Mark Woods, Treasurer and Assistant Secretary.

John F. Royal, Vice-President.

Roy C. Witmer, Vice-President.

R. J. Teichner, Assistant Treasurer.

Lewis MacConnach, Secretary.

C. E. Pfautz, Assistant Secretary.

San Francisco, California: 111 Sutter Street, Sutter 1920.

Don E. Gilman, Vice-President.

Trans Lux Building: Washington, D. C. District 0300

Frank M. Russell, Vice-President.

Merchandise Mart: Chicago, Illinois. Superior 8300.

Niles Trammell, Vice-President.

DEPARTMENT HEADS

New York City: 30 Rockefeller Plaza. Circle 7-8300.

J. deJara Almonte, Evening General Manager.

John H. Bachem, Assistant to Vice-President in Charge of Sales.

J. Vance Babb, Press Manager.

Bertha Brainard, Commercial Program Manager.

R. M. Brophy, Station Relations Manager.

Phillips Carlin, Sustaining Program Manager.

Kenneth Dyke, Eastern Sales Manager.

Lloyd Egner, Manager, Electrical Transcription Service.

C. W. Fitch, Business Manager, Program Department.

O. B. Hanson, Chief Engineer.

Charles W. Horn, Director of Research and Development.

E. P. H. James, Promotion Manager.

Janet MacRorie, Continuity Acceptance Editor.

B. F. McClancy, Traffic Manager.

James McConnell, Assistant to Vice-President in Charge of Sales.

Harry F. McKeon, Auditor.

Clayland T. Morgan, Director of Promotion.

Alfred H. Morton, Manager, Managed and Operated Stations.

Walter G. Preston, Jr., Head of General Service Department.

Wayne L. Randall, Director of Publicity.

D. S. Tuthill, Assistant Managing Director of Artists Service.

STATION MANAGERS

Station KDKA: Grant Building, Pittsburgh, Penna. Grant 4200.

Harry A. Woodman.

Station KOA: 1625 California Street, Denver, Colo. Main 6211.

A. E. Nelson.

Stations WBZ-WBZA:—WBZA, Hotel Kimball, Springfield, Mass. Springfield 6-8366.

WBZ, Hotel Bradford, Boston Mass. Hancock 4261.

John A. Holman.

All-Time High Coast-to-Coast!

NBC Stations Now Number 126

The intensiveness of NBC's coverage of America's major markets through its 126 stations provides advertisers with proved-in-advance sales promises. From coast to coast, every section of the country has its NBC station—a leader in its locality.

The major centers of population, where the greatest buying is naturally centered, are all represented by first-flight NBC stations, offering all-inclusive

service to advertisers. New stations are being added constantly . . . established stations are gradually being improved in power and equipment.

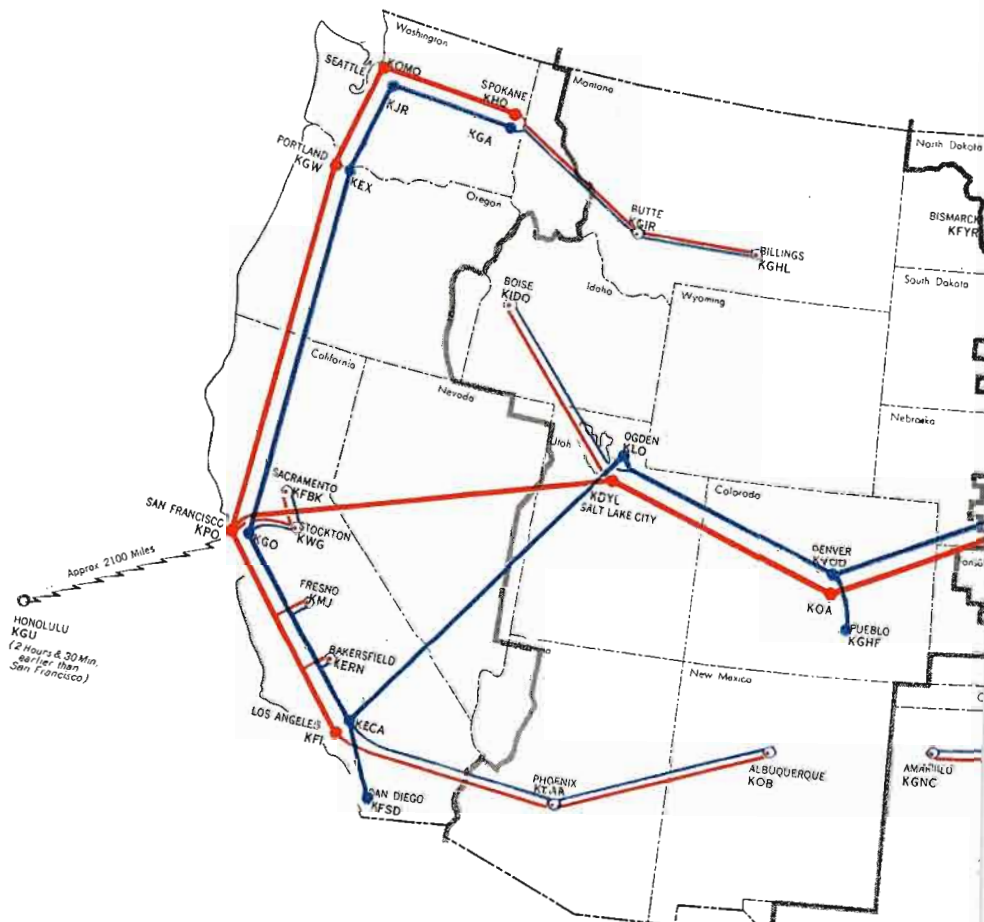
In 1937, NBC Networks will continue to expand and improve. Better service will be rendered to more listeners. NBC coverage will become even more thorough, more intense, and still more productive of sales results for NBC advertisers!

NATIONAL BROADCASTING COMPANY

NBC

A Radio Corporation of America Service

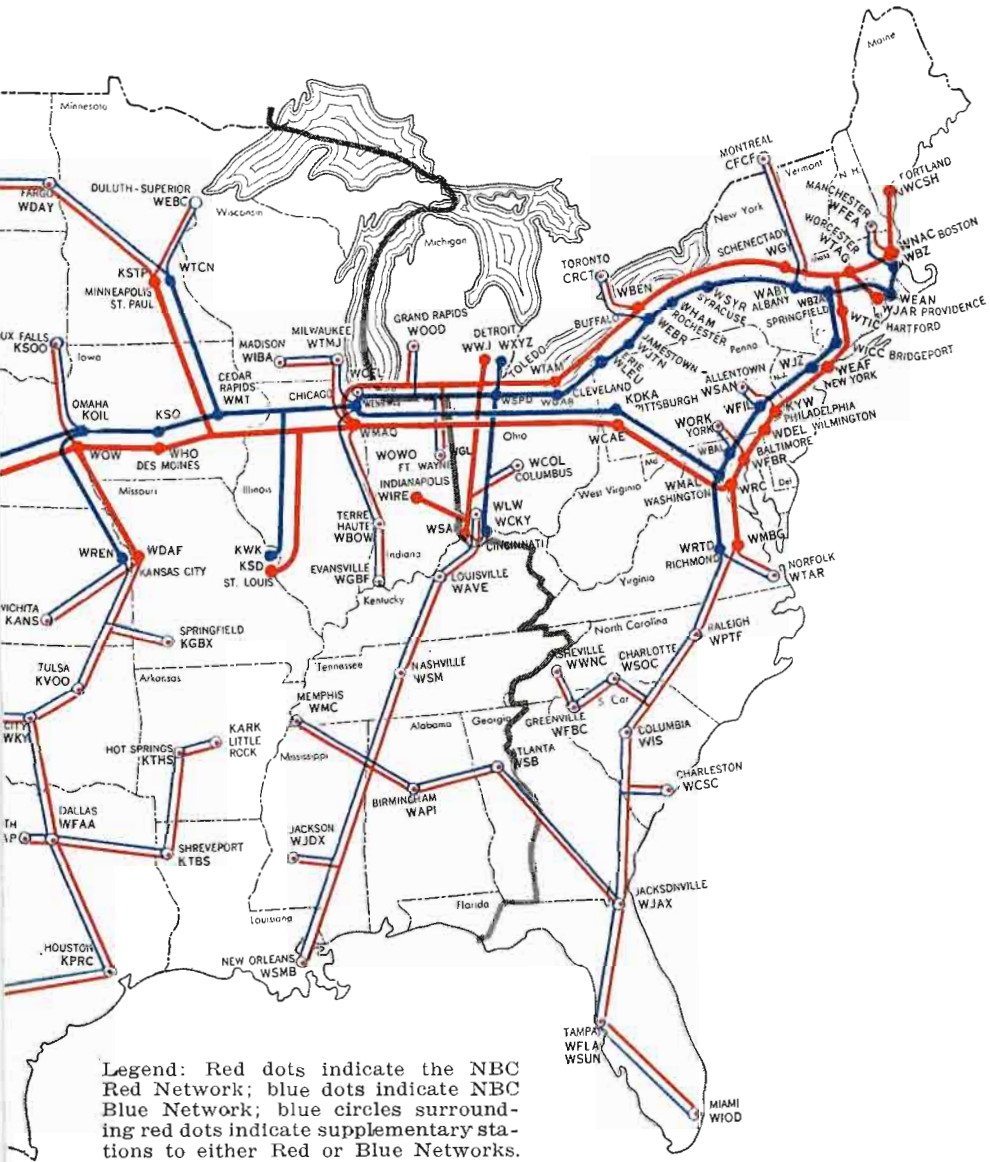
This is the National



The following stations are to be added to the NBC networks as of Aug. 1, 1937:

WAGA, Atlanta, WSGN, Birmingham, WNBR, Memphis, WDSU, New Orleans, WJBO, Baton Rouge, and KXYZ, Houston (all on the Blue); WROL, Knoxville, KFDM, Beaumont, KRIS, Corpus Christi, and KRGV, Weslaco (all on the Blue or Red).

Broadcasting Company



NBC PERSONNEL—Continued

Station WGY: 1 River Road, Schenectady, New York. Schenectady 4-2211.
Kolin Hager.

Stations WRC-WMAL: Trans-Lux Building, Washington, D. C. District 0300.
Kenneth H. Berkeley.

Station WTAM: 1367 East Sixth Street, Cleveland, Ohio. Cherry 0942.
(About December 1st will move to new quarters: National Broadcasting Company Building, Superior Ave., Cleveland.)
Vernon H. Pribble.

Station KYW: 1622 Chestnut Street, Philadelphia, Penna. Locust 3760.
(About November 1st will move to new quarters: 1619 Walnut Street, Philadelphia, Penna.)
Leslie W. Joy.

BRANCH OFFICES

Merchandise Mart, Chicago, Illinois. Superior 8300.

Niles Trammell, Vice-President.
P. G. Parker, Assistant General Manager.

111 Sutter Street, San Francisco, California. Sutter 1920.

Don E. Gilman, Vice-President.
Lewis Frost, Assistant to the Vice-President.

Trans-Lux Building, Washington, D. C. District 0300.

Frank M. Russell, Vice-President.
5515 Melrose Avenue, Los Angeles, California. Hollywood 3631.
John Swallow, Manager.

FOREIGN REPRESENTATIVES

England: Electra House, Victoria Embankment, London, W. C. 2, England.
(Tel.: Temple Bar 2975)

Fred Bate.

Switzerland: 31 Aeschengraben, Basel 2, Switzerland.
(Tel.: Basel 31.250)

Max Jordan.

REGIONAL NETWORKS

Pertinent data on regional networks—i.e., those hookups having sectional coverage—is indicated below.

BUCKEYE NETWORK

Address: 1311 Terminal Tower, Cleveland, O. **Stations:** WHK, WJAY, Cleveland; WHKC, Columbus; WKBN, Youngstown; WPAY, Portsmouth. **Operating schedule:** 7 p.m. to 10:30 p.m. weekdays, 2 p.m. to 10:30 p.m. Sundays. **Type of lines:** Class C. **Stock:** Principally held by Radio Air Service Corp.—WHK; Cleveland Radio Broadcasting Corp.—WJAY; Associated Radio-casting Corp.—WHKC; WKBN Broadcasting Corp. **Founded:** 1936. **Base rate:** Basic group — \$550; supplementary station — WPAY—\$75.

Executive vice-president: H. K. Carpenter. **Rep:** Free & Peters, Inc.

Merchandising: Supply wholesale and retail dealer lists of specific classifications, introduce advertiser's salesmen to key buy-

ers, arrange for use of window displays, distribute counter displays and cards, make personal calls on jobbers, chain store buyers, etc., free of charge; the following services are rendered at actual cost: mail out letters or printed matter to the trade, make cross section surveys of the retail trade either by personal or telephone calls. **Publicity:** Releases sent to all papers within a 30 mile radius of stations on the network. **Foreign language programs:** Not accepted.

Copy restrictions: Accept transcriptions for beer, wine and patent medicines, with stipulations as outlined by the FCC; no hard liquor advertising.

CALIFORNIA RADIO SYSTEM

Address: 141 N. Vermont St., Los Angeles, Calif. **Stations:** KFBK, Sacramento; KEHE,

REGIONAL NETWORKS—Continued

Los Angeles; KYA, San Francisco; KMJ, Fresno; KWG, Stockton; KERN, Bakersfield. *Operating schedule:* 8 a.m. to 12 midnight. *Stock:* Principally held by the McClatchy and Hearst newspapers in California. *Founded:* 1936. *Base rate:* Basic stations—KFBK, KEHE, KYA, KMJ—\$648; optional stations—KWG, KERN—\$40.

Manager: Ford Billings.

Rep: Hearst Radio, Inc.

Merchandising: Arrangements may be made for any service requested. *Publicity:* Listings in all major newspapers of California through affiliation with the McClatchy and Hearst papers. *Foreign language programs:* Not accepted.

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

THE COLONIAL NETWORK

Address: 21 Brookline Ave., Boston, Mass. *Stations:* WAAB, Boston; WEAN, Providence; WICC, Bridgeport; WSAR, Fall River; WSPR, Springfield; WLBZ, Bangor; WFEA, Manchester; WTHT, Hartford; WNBH, New Bedford; WBRY, Waterbury; WLLH, Lowell; WLNH, Laconia; WRDO, Augusta; WBNX, Springfield; WNLC, New London. *Operating schedule:* 10 a.m. to 2 a.m. *Founded:* September, 1936. *Base rate:* Total 15 stations, \$1,720.

President: John Shepard, III. *Assistant to president:* Roy Harlow. *Production manager:* Linus Travers. *Sales manager:* William Warner. *Public relations:* Gerald Harrison. *Controller:* Robert Ide. *Technical director:* Paul deMars. *Chief engineer:* Irving Robinson. *Editor, Colonial Network News Service:* Leyland Bickford. *Promotional director:* Carleton McVarish.

Rep: Edward Petry & Co., Inc.

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

side papers; weekly programs mailed to over 260 papers, stations, agencies. *Foreign language programs:* Accepted, with certain restrictions.

Copy restrictions: Accept beer and wine on announcement basis; hard liquor on program basis only; patent medicine advertising accepted providing it is approved by Boston Better Business Bureau and conforms to all Pure Food and Drug Laws.

DON LEE BROADCASTING SYSTEM

Address: Don Lee Bldg., 7th & Bixel Sts., Los Angeles. *Stations:* KHJ, Los Angeles; KGB, San Diego; KFXM, San Bernardino; KDON, Monterey; KXO, El Centro; KFRC, San Francisco; KDB, Santa Barbara; KPMC, Bakersfield; KVOE, Santa Ana; KGD, Stockton (operates daytime only). *Operating schedule:* 8 a.m. to 12 midnight. *Type of lines used:* Class A. *Founded:* 1928. *Base rate:* \$731.

President: Thomas Lee. *General manager:* Lewis Allen Weiss. *Assistant manager:* Willet Brown. *Director of program operations:* Charles Bulotti, Jr. *Program director:* Jack Joy. *Manager, Thomas Lee Artists Service:* Robert Braun.

Rep: William G. Rambeau Co.

Merchandising: Limited service offered. *Publicity:* Daily releases to 150 trade publications and newspapers; supply pictures, mats. *Foreign language programs:* Not accepted.

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

INTER-CITY BROADCASTING SYSTEM

Address: 1697 Broadway, New York, N. Y. *Stations:* WMCA, New York; WIP, Philadelphia; WDEL, Wilmington; WCBM, Baltimore; WOL, Washington; WMEX, Boston; WPRO, Providence; WATR, Waterbury; WGAL, Lancaster, Pa.; WORK, York, Pa. *Operating schedule:* 7:00 a.m. to 1:15 a.m. *Type of lines:* Class C. *Founded:* 1935. *Base rate:* \$1,704.

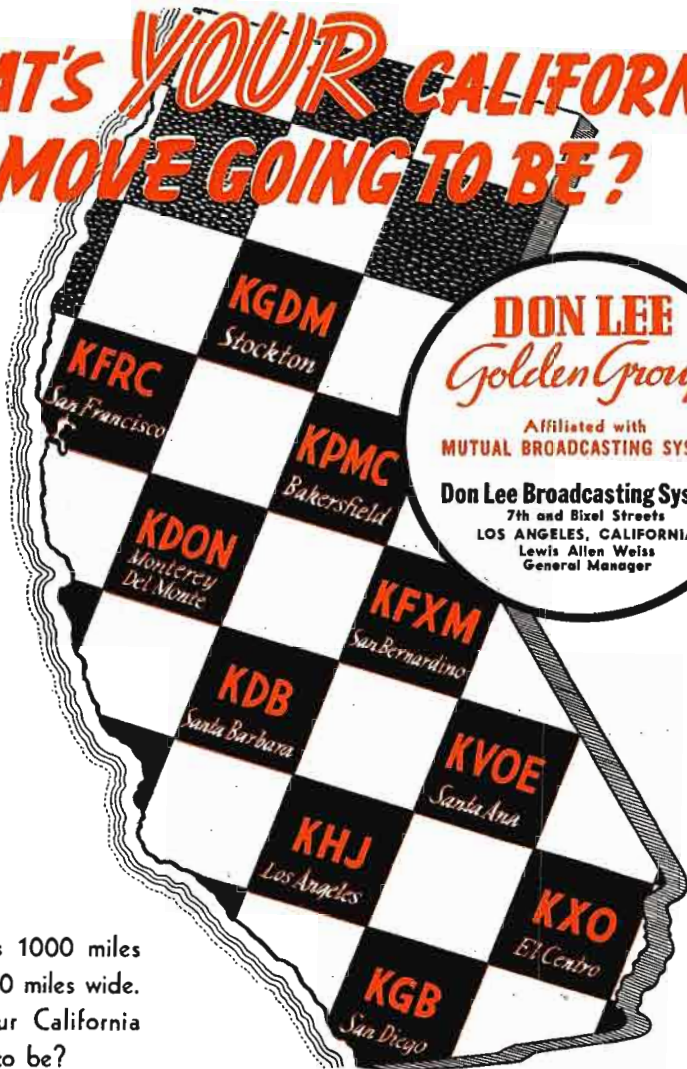
President: Donald Flamm. *Director of sales:* Bertram Lebharr.

Rep: Ray Linton, Chicago.

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

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

WHAT'S YOUR CALIFORNIA MOVE GOING TO BE?



DON LEE
Golden Group

Affiliated with
MUTUAL BROADCASTING SYSTEM

Don Lee Broadcasting System
7th and Bixel Streets
LOS ANGELES, CALIFORNIA
Lewis Allen Weiss
General Manager

California is 1000 miles long and 250 miles wide. What's your California move going to be?



Don Lee Golden Group gives you ten key stations in ten key California cities linked together in one network.

THE WILLIAM G. RAMBEAU COMPANY
Representatives
CHANIN BLDG.—NEW YORK
TRIBUNE TOWER—CHICAGO
GEN. MOTORS BLDG.—DETROIT



A competing network offers you three California stations, located in three cities.



Another offers you two California stations, located in two cities.



Another offers you two California stations, located in two cities.



REGIONAL NETWORKS—Continued

THE IOWA NETWORK

Address: Des Moines Register and Tribune Bldg. Stations: WMT, Cedar Rapids-Waterloo; KRNT, Des Moines; KSO, Des Moines. Operating schedule: 5:30 a.m. to 1 a.m. Type of lines: Class C. Founded: 1935. Base rate: \$330 (two network hook-ups available—WMT linked with KSO or with KRNT).

President: Gardner Cowles, Jr. Vice-presidents: John Cowles, Sumner Quarton. Vice-president, treasurer: Luther L. Hill. Secretary: Fred Little. Commercial manager (KSO, KRNT): Craig Lawrence. Commercial manager (WMT): William Quarton. Program director (KSO, KRNT): Ranny Daly. Program director (WMT): Douglas Grant.

Rep: E. Katz Special Advertising Agency.

Merchandising: Stories and pictures at start of program in Des Moines Sunday Register, program listings in the morning Register, evening Tribune and Sunday Register; the use of 28 billboards throughout the city; cards on the rear of Des Moines streetcars; movie trailers in 18 local theatres; window displays in the network's reception lobbies; merchandising bulletins mailed every two weeks to leading grocers and druggists. Publicity: See merchandising. Foreign language programs: No set rules; occasion has never arisen, as foreign population is very small.

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

MICHIGAN RADIO NETWORK

Address: 300 Madison Theatre Bldg., Detroit. Stations: WXYZ, Detroit; WELL, Battle Creek; WIBM, Jackson; WKZO, Kalamazoo; WFDF, Flint; WOOD-WASH, Grand Rapids; WBCM, Bay City; WJIM, Lansing. Operating schedule: 9 a.m. to 12 midnight weekdays, 1 p.m. to 6 p.m. Sundays (WKZO signs off at sundown). Type of lines: Class A. Founded: Jan. 31, 1933. Base rate: \$600.

President: George W. Trendle. General manager: H. Allen Campbell. Commercial manager: Arch Shawd. Program director: Russell Neff. Chief engineer: Lynne C. Smeby. Musical director: Benny Kyte. Publicity director: Felix C. Holt.

Rep: William G. Rambeau Co.

Merchandising: Complete service offered to advertisers using five daytime quarter-hours or three nighttime quarter-hours per week; varying amount of cooperation given advertisers using less time; all services are rendered free. Publicity: News releases and program schedules sent to newspapers

in territory. Foreign language programs: Not accepted.

Copy restrictions: Accept beer and wine anytime, though copy is strictly censored to eliminate statements which would tend to increase consumption of same or which are not good for youthful listeners; liquor accepted after 10 p.m., with the same copy restrictions; no offensive patent medicine copy, and none that tends to arouse religious, political and racial strife; all copy must conform to FCC rules and regulations.

NEW YORK BROADCASTING SYSTEM

Address: 114 East 58th St., New York. Stations: WINS, New York; WABY, Albany; WBNY, Buffalo; WIBX, Utica; WSAY, Rochester; WMBO, Auburn. Operating schedule: 9 a.m. to 2 hours after local sunset. Type of lines: Class A and C. Founded: April 28, 1936. Base rate: \$865.

General manager: Burt Squire. Sales manager: Carl Calman. Program and traffic director: A. A. Grobe. Publicity director: Sylvia Press.

Merchandising: Cooperate with advertisers in placing displays, preparing special display cards and newspaper advertising, as well as direct mail to jobbers and dealers. Publicity: Supply newspapers, magazine and trade papers with releases covering programs and artists. Foreign language programs: Accept foreign language programs provided English commercials are used.

Copy restrictions: Accept beer and wine, but no hard liquor; copy must be approved 24 hours in advance of broadcast; no transcriptions accepted.

NORTHERN CALIFORNIA BROADCASTING SYSTEM

Address: 1470 Pine St., San Francisco, Calif. Stations: KJBS, San Francisco; KQW, San Francisco. Operating schedule: 8 a.m. to 12 midnight. Founded: 1934. Base rate: \$99.

General manager: Ralph R. Brunton.

Merchandising: Complete, syndicated service available to all advertisers, including theatre trailers, spot announcements from three to seven days before start of new program, advertisements on the radio page of daily newspapers; specially prepared display cards are issued to advertisers calling attention to programs and items featured on broadcast. Publicity: Releases sent to 20 daily regional newspapers and 24 trade publications and fan magazines. Foreign language programs: Not accepted.

Copy restrictions: Accept transcriptions

for beer and wine, but no hard liquor or patent medicines accounts; all copy must be approved by production head.

THE OKLAHOMA NETWORK, INC.

Address: 812 Palace Bldg., Tulsa. *Stations:* WBBZ, Ponca City; KCRC, Enid; KTOK, Oklahoma City; KBIX, Muskogee; KASA, Elk City; KGFF, Shawnee; KADA, Ada; KVSO, Ardmore. *Operating schedule:* 7 a.m. to 11 p.m. *Type of lines:* Class A. *Stock:* Held by the member stations. *Founded:* April 1, 1937. *Base rate:* \$162.

President: Ross U. Porter. *Treasurer:* Albert Reison. *Secretary:* Joseph W. Lee. *Managing director:* B. M. Grotkop.

Rep: At press time, none had as yet been appointed.

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

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

QUAKER STATE NETWORK

Address: 638 Public Ledger Bldg., Philadelphia, Pa. *Stations:* Eastern Group—WFIL, Philadelphia; WCBA, Allentown; WRAW, Reading; WEST, Easton; WGBI, Scranton; WBRE, Wilkes-Barre; WAZL, Hazleton; WGAL, Lancaster; Central Group—WKBO, Harrisburg; WKOK, Sunbury; WRAK, Williamsport; WORK, York; Western Group—WFBG, Altoona, or WJAC, Johnstown; WTBO, Cumberland, Md.; WWSW, Pittsburgh; WLEU, Erie. *Founded:* 1936. *Base rate:* All Groups, \$1,734; Eastern Group, \$1,009.50; Central Group, \$345.50; Western Group, \$379.

Executives: Donald Withycomb, Roger W. Clipp.

Rep: Wellman Service, New York and Philadelphia.

No other information available.

SOUTHERN CALIFORNIA NETWORK

Address: 5833 Fernwood Ave., Hollywood, Calif. *Stations:* KFVB, Los Angeles; KFOX, Long Beach; KFXM, San Bernardino; KMPC, Beverly Hills. *Operating schedule:* 6 a.m. to 11 p.m. *Base rate:* For KFVB, KFOX and KFXM, which are available only as a group—\$325; KMPC may be added at the following base rate—\$60.

No additional information is available.

TEXAS QUALITY NETWORK

Address: Baker Hotel, Dallas. *Stations:* WFAA, Dallas; WBAP, Fort Worth; WOAI, San Antonio; KPRC, Houston. *Operating schedule:* 6 a.m. to 12 midnight. *Type of lines:* Class C. *Founded:* Sept. 10, 1934. *Base rate:* \$580 (half-hour).

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

Rep: Edward Petry & Co., Inc.

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

Copy restrictions: Transcriptions accepted for beer (on payment of music license fee for number of stations involved); no other alcoholic beverages.

VIRGINIA BROADCASTING SYSTEM, INC.

Address: East Main St., Charlottesville. *Stations:* WCHV, Charlottesville; WBTM, Danville; WGH, Newport News; WRNL, Petersburg; WLVA, Lynchburg. *Type of lines:* Class D. *Founded:* January, 1936. *Base rate:* \$250.

President: Earl Sowers. *Executive vice-president:* Hugh M. Curtler. *Secretary-treasurer:* S. C. Ondarcho.

Rep: Horace Hagedorn.

Merchandising: Contact wholesalers and retailers, mail advertising matter to the trade, distribute displays, etc., gratis; special services are rendered at actual cost. *Publicity:* Through Horace Hagedorn, representative. *Foreign language programs:* Not accepted.

Copy restrictions: Accept beer and wine, but no hard liquor; copy subject to network approval and government regulations.

WEST TEXAS BROADCASTING SYSTEM

Address: Care of KGKL, San Angelo, Texas. *Stations:* KGKL, San Angelo; KIUN, Pecos; KNEL, Brady; KRLH, Midland. *Base rate:* \$190.

Managing director: Earle Yates.

No additional information available.

WEST VIRGINIA NETWORK

Address: West Virginia Network Bldg., Lee St., Charleston, W. Va. *Stations:* WCHS, Charleston; WPAR, Parkersburg; WBLK, Clarksburg. *Operating schedule:* 9 a.m. to 12 midnight (WBLK operates daytime only). *Type of lines:* Class C. *Founded:* February, 1937. *Base rate:* \$255.

President, general manager: John A. Kennedy. *Network director:* Mortimer C.

REGIONAL NETWORKS—Continued

Watters. *Program director*: Nicholas Pagliara. *Chief engineer*: Odes Robinson.

Rep: Edward Petry & Co., Inc.

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

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

THE YANKEE NETWORK, INC.

Address: 21 Brookline Ave., Boston. *Stations*: WNAC, Boston; WTIC, Hartford; WEAN, Providence; WTAG, Worcester; WICC, Bridgeport; WCSH, Portland; WLBZ, Bangor; WFEA, Manchester; WSAR, Fall River; WNBH, New Bedford; WLLH, Lowell; WLNH, Laconia; WRDO, Augusta. *Operating schedule*: 9 a.m. to 12 midnight. *Founded*: Nov. 18, 1932. *Base rate*: \$2,100.

President: John Shepard, III. *Assistant to president*: Roy Harlow. *Production manager*: Linus Travers. *Sales manager*:

Charles W. Phelan. *Public relations*: Gerald Harrison. *Controller*: Robert Ide. *Technical director*: Paul deMars. *Chief engineer*: Irving Robinson. *Editor*, *Yankee Network News Service*: Leyland Bickford. *Promotional director*: Carleton McVarish.

Rep: Edward Petry & Co., Inc.

Merchandising: Following services performed on a minimum of a 13 week contract or its equivalent—contact key jobbers, wholesalers and chain store distributors of New England, informing them of new accounts; supply mailing lists for the leading retail classifications, and send out standard “radiograms” for cost of postage (special mailings at actual cost); conduct surveys on the movement of merchandise for specific accounts; arrange for distribution of sales literature by recognized distributing organizations at cost; give auditions for advertiser’s sales representatives. *Publicity*: Daily releases and program news to over 100 newspapers, radio stations, advertising agencies, etc., throughout New England; close personal contact maintained with six local dailies and one local magazine; pictures and mats supplied to local papers and sent on request to outside papers; weekly programs mailed to over 260 papers, stations, agencies. *Foreign language programs*: Not accepted.

Copy restrictions: Accept beer and wine on announcement basis; hard liquor on program basis only, and with certain copy restrictions; patent medicine advertising accepted providing it is approved by the Boston Better Business Bureau and conforms to all Pure Food and Drug Laws.

NATIONAL ASSOCIATION OF BROADCASTERS

The National Association of Broadcasters is the trade association for the broadcasting industry. Its headquarters are in the National Press Building, Washington, D. C. The managing director is James Baldwin.

At the 15th annual convention, held in June, 1937, in Chicago, the N.A.B. elected the following officers:

President.....John Elmer, WCBM, Baltimore.
First vice-president.....John J. Gillin, Jr., WOW, Omaha.
Second vice-president.....William J. Scripps, WWJ, Detroit.
Treasurer.....Harold Hough, WBAP, Fort Worth

Directors, elected at this meeting, are:

Edward A. Allen, WLVA, Lynchburg.	C. W. Myers, KOIN, Portland.
Ralph R. Brunton, KJBS, San Francisco.	Eugene P. O'Fallon, KFEL, Denver.
Harry C. Butcher, CBS.	John F. Patt, WGAR, Cleveland.
Edwin W. Craig, WSM, Nashville.	Frank M. Russell, NBC.
Eugene Dyer, WGES, Chicago.	Theodore C. Streibert, WOR, New York.
Herbert Hollister, KANS, Wichita.	T. W. Symons, Jr., KFPY, Spokane.
J. O. Maland, WHO, Des Moines.	L. B. Wilson, WCKY, Cincinnati.

Under the new president four committees are appointed. They are: engineering; commercial; program; and radio research (committee of five to work with the American Association of Advertising Agencies and the Association of National Advertisers). At press time these had as yet not been appointed.

