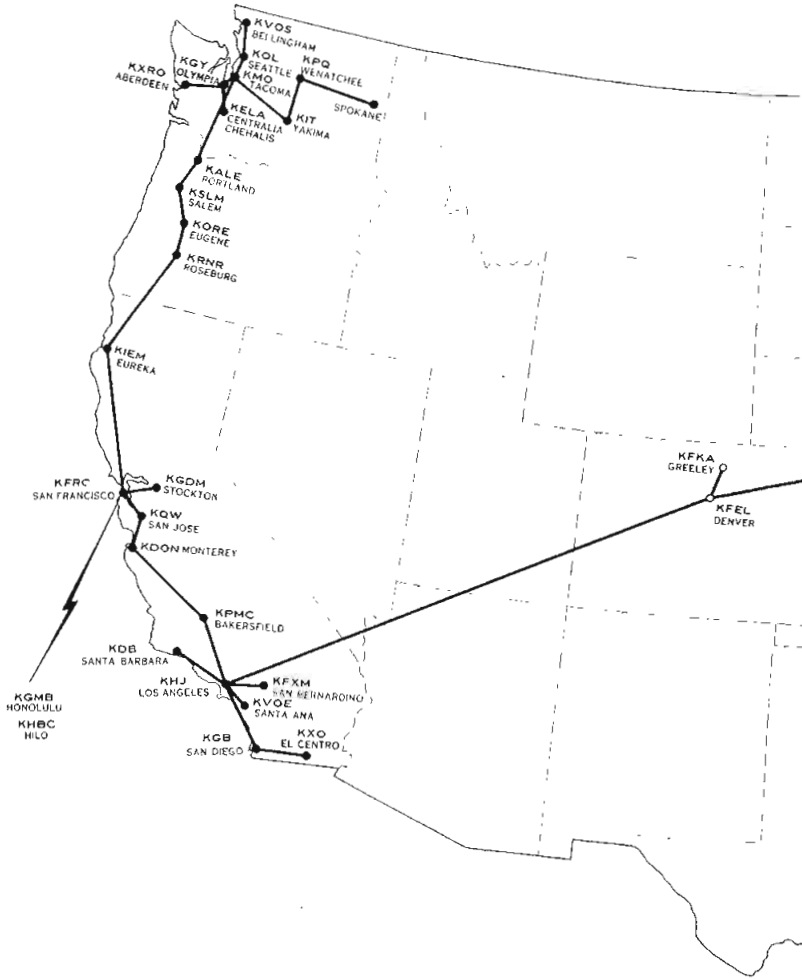


MUTUAL BROADCASTING



NETWORK FACILITIES AS OF JAN 1st 1938

○ AFFILIATED STATIONS

● BASIC STATIONS

The Third Market in the West

Interior California's millions in retail sales can be successfully reached by radio only through the use of the McClatchy Broadcasting Company stations. Available as part of the National Broadcasting Company Red or Blue Networks, and the California Radio System.

McClatchy Broadcasting Company

Sacramento, Calif.

KFBK	KMJ	KERN	KWG
Sacramento	Fresno	Basin Field	Stockton
10,000 watts	1,000 watts	100 watts	100 watt

The California Radio System

MUTUAL BROADCASTING SYSTEM

OFFICERS

Chairman of Board of Directors,
Alfred J. McCosker
President.....W. E. Macfarlane
Vice-President.....Theodore C. Streibert
Executive Secretary.....E. M. Antrim
Treasurer.....E. M. Antrim
General Manager.....Fred Weber
Auditor.....Miles E. Lamphiear
Legal Advisor.....Keith Masters
Publicity Coordinator.....Lester Gottlieb
Program Coordinator.....Adolph Opfinger
Traffic Manager.....Andrew Poole
Sales Promotion Manager....Robert A. Schmid

London and European Representative,
John S. Steele

OFFICES

Administrative Office...Chicago, Tribune Tower

Branch Offices

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

Policies and Facilities for Origination and Production

Programs

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

Originations

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

The Mutual-WOR Playhouse in New York, the newly constructed WGN Studio No. 1 in Chicago and the Mutual-Don Lee Playhouse (in the Ambassador Theater) Los Angeles, are provided as accommodations for advertisers desiring studio audiences.

Restrictions and Regulations

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

Publicity and Public Relations

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

Sales Promotion and Research Department

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