

NBC with its enormously popular entertainers and magnificent coverage draws only about 1,500,000 letters a year. The Mutual Broadcasting System...gets 3,500,000. This is because Mutual is loaded with controversial commentators who pull a lot of mail, and also because Mutual has a habit of asking people to tear off a box top and send it in with a dime.

—JOHN CROSBY IN COLLIER'S FOR DECEMBER 10, 1949

correction,
Mr. Crosby!

Provocative programming? Indeed yes—but that boxtop-asking habit is not ours. It's our *sponsors'*, and they find it enormously sales-productive.

We guess a prime reason this network is so much more response-able than others is the way our 500 stations—300 of them being the only network voice in town—make a neighborhood of a nation.

