

Easy guide to Yearbook

The information in this book is massive—more than half a million words—but it is organized for speedy reference. There are six main sections, broken down topically. Below are the titles and pages on which these sections appear, and brief descriptions of what they contain. The sections are arranged in alphabetical sequence A through F.

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DANGEROUS ROBIN*"*



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EXPOSING FRAUDULENT INSURANCE CLAIMS!

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firms!

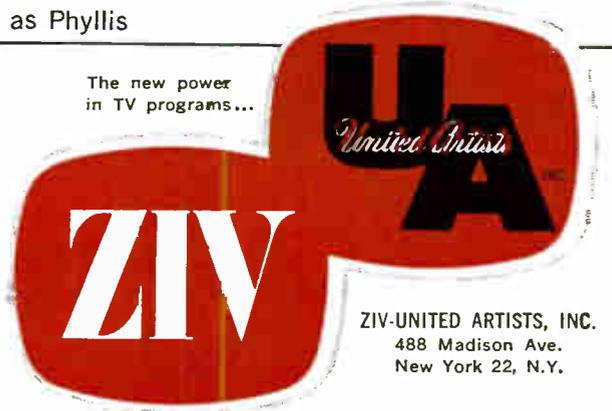
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the loss . . . leave the
culprit to the law!

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than any man alive!

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MILLIONS OF DOLLARS
at stake!

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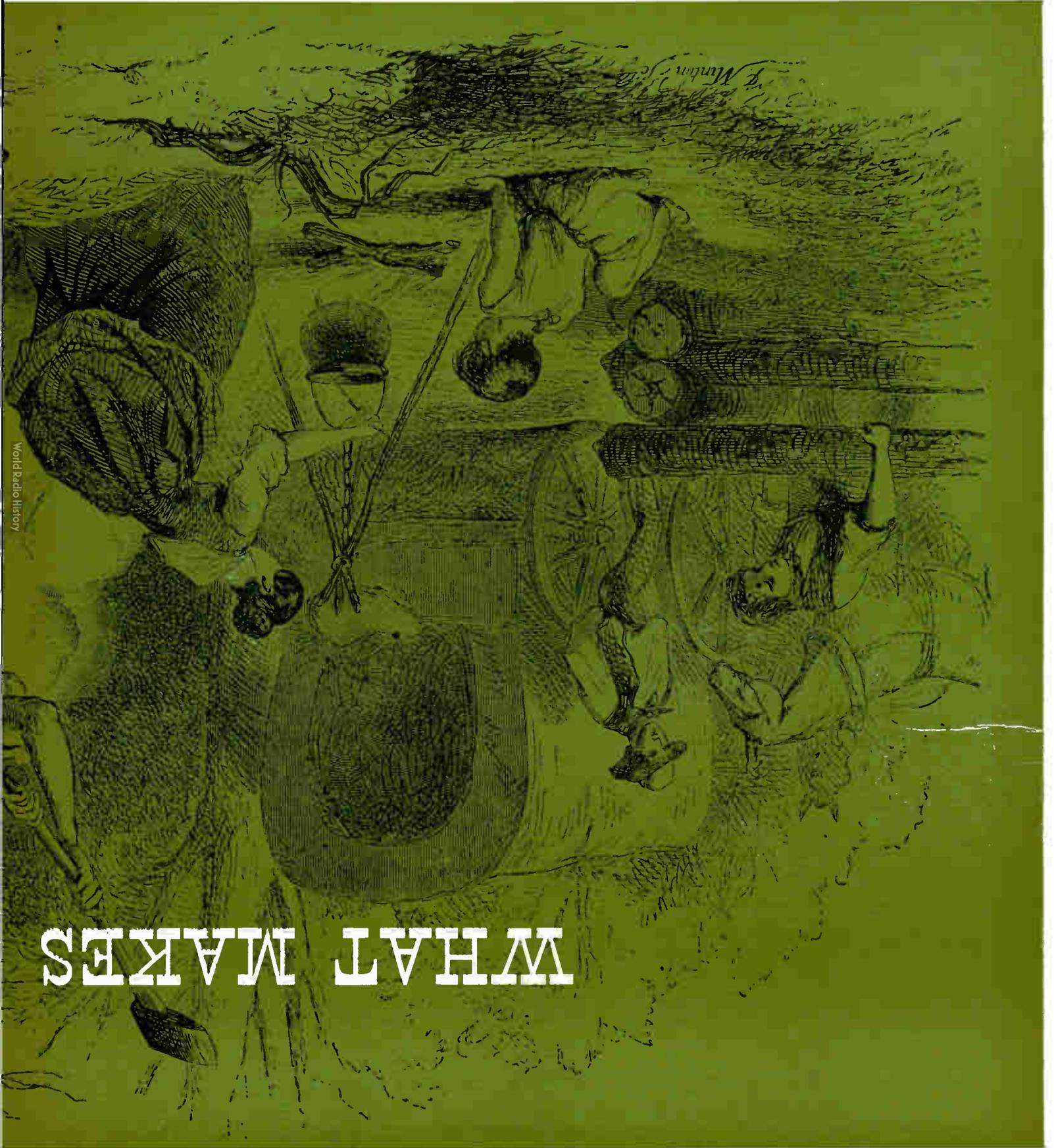
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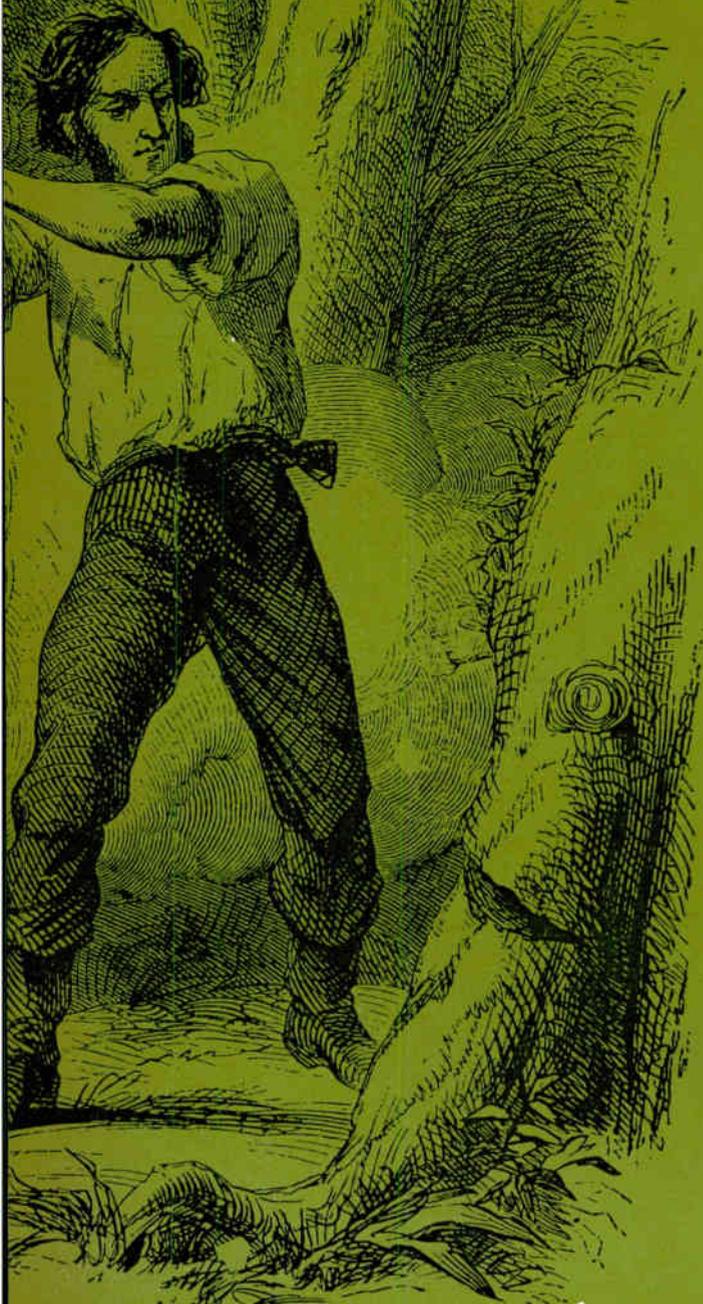


WHAT MAKES

World Radio History

A PIONEER

PIONEER?



THE BEGINNING by J. Minton from the Bettmann Archives

COMPANY

NATIONAL SALES OFFICES:

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230 N. Michigan Ave., Chicago 1 • FRanklin 2-6498

A pioneer pioneers to get out of a rut. To explore. To open frontiers. To bring about new concepts. It's not the easiest calling. Everything must be learned the hard way. The risks are large and incessant.

There were few broadcasting guideposts when we started out 33 years ago. What have we learned from it all? This:

You first must make yourself a responsible citizen and a good neighbor to the community as a whole. Only in this way can you build loyal, responsive audiences — the real success of any station. In short, it's good business to operate in the public interest.

Radio

PHILADELPHIA—WIBG
LOS ANGELES—KPOP
DETROIT—WJBK
TOLEDO—WSPD (NBC)
CLEVELAND—WJW (NBC)
MIAMI—WGBS (CBS)
WHEELING—WWVA (CBS)

Television

DETROIT—WJBK-TV (CBS)
CLEVELAND—WJW-TV (CBS)
MILWAUKEE—WITI-TV (CBS)
ATLANTA—WAGA-TV (CBS)
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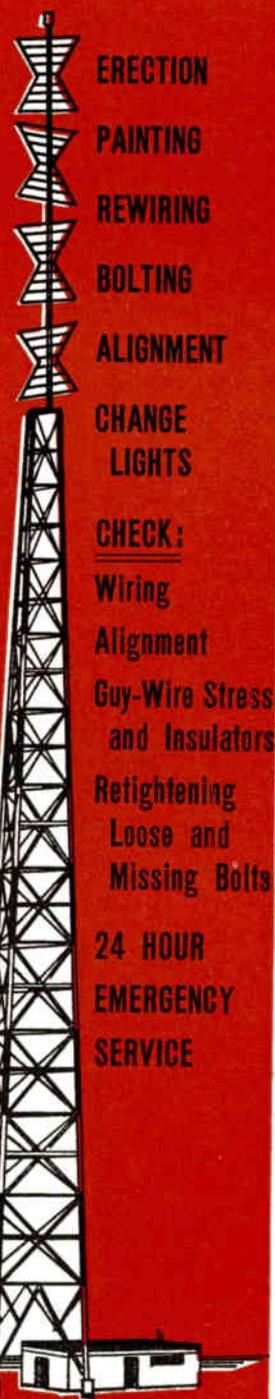
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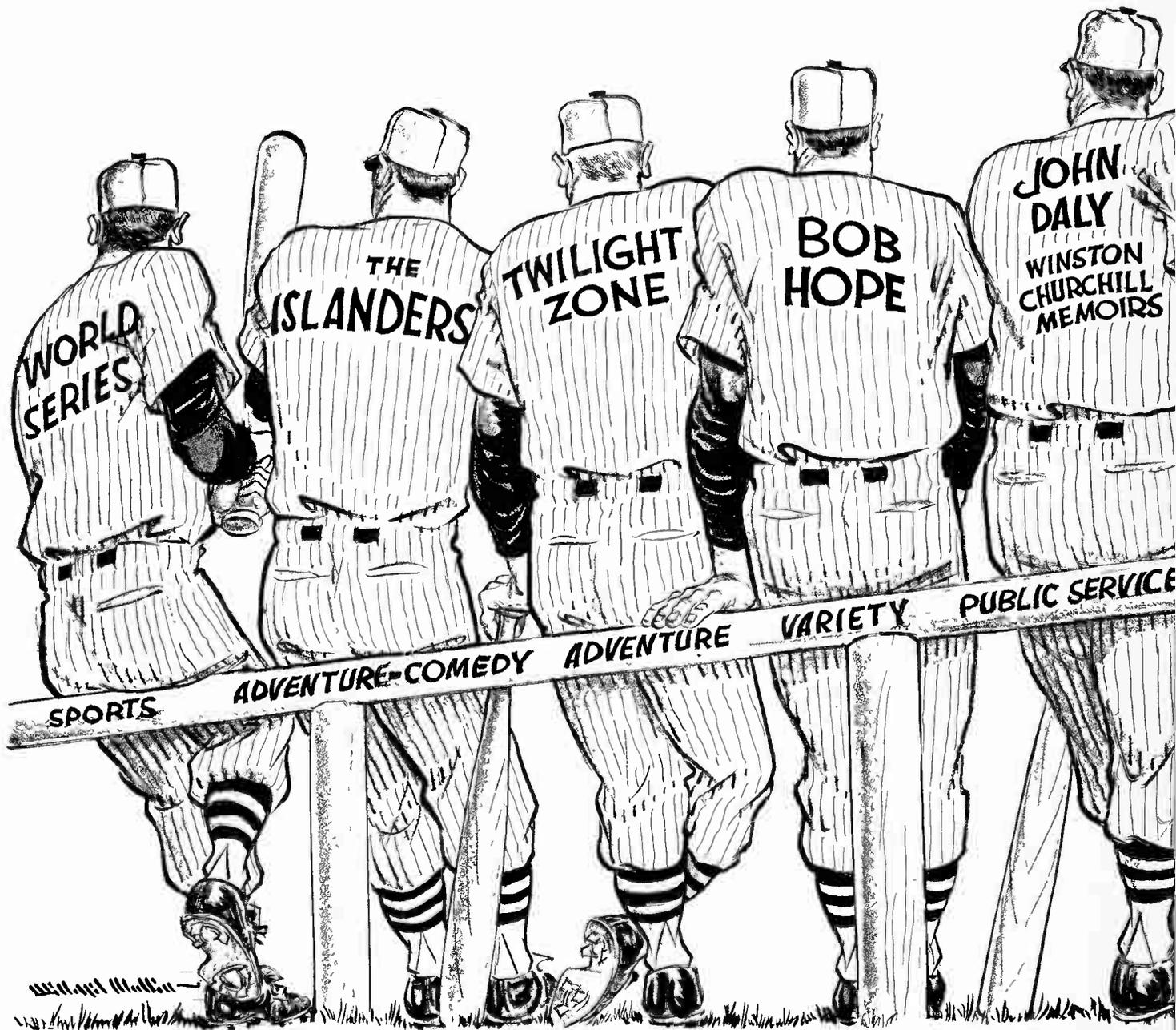


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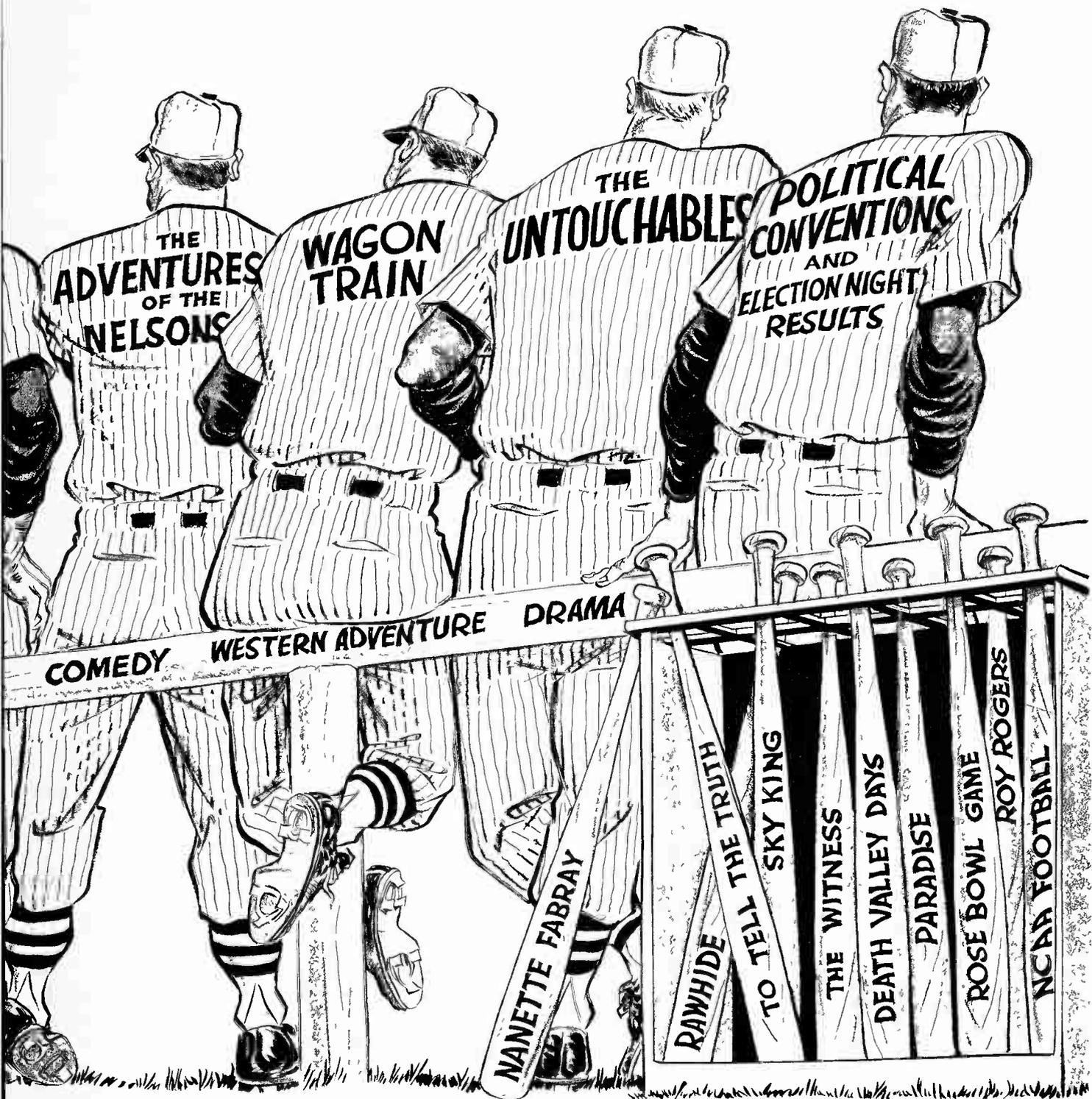
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client Obviously no two audiences can be attracted in exactly the same way. The right show can come from any part of the whole field of TV entertainment. That's why TV at McCann Erickson is constantly stimulating, fresh and exciting.

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